USA–5 Demos of the CHICAGO, IL DMA vs. the USA...

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles









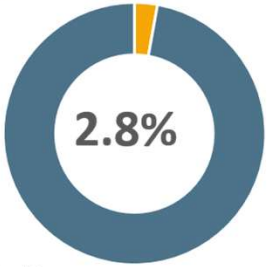
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!



P18+

2.8% or 7,735,897 of CHI DMA Adults 18 or older Live in the CHICAGO, IL, DMA.
Typical Adults 18 or older who Live in the CHICAGO, IL, DMA are 48.4 years old (.9% younger than average) and have a $115,652 (14.9% higher than average) annual household income.

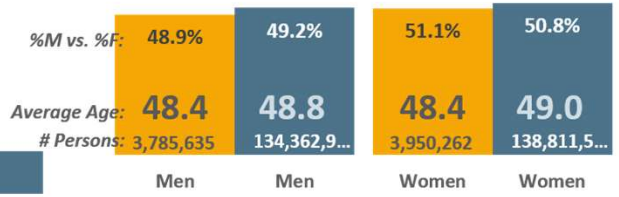
Percent of Market: Adults 18 or older



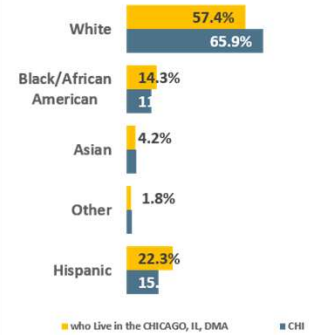
Total Persons:



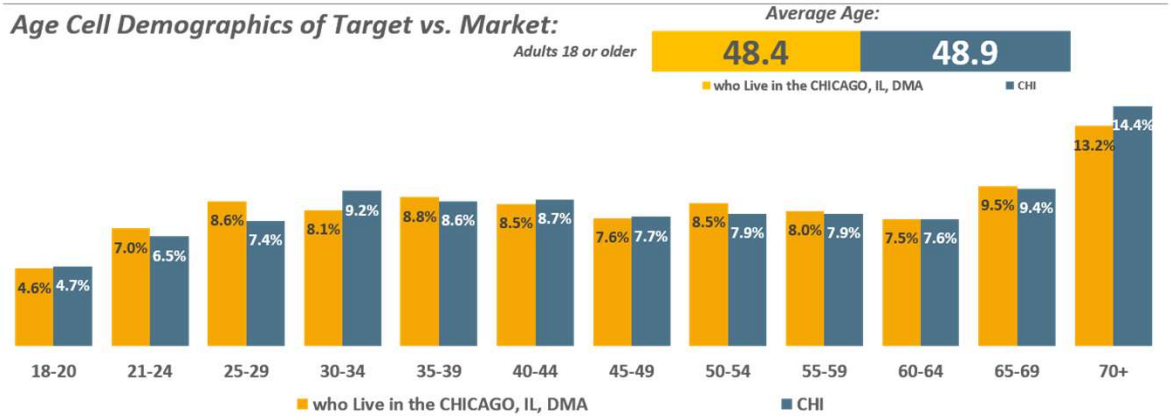
Gender of Target vs. Market: Adults 18 or older



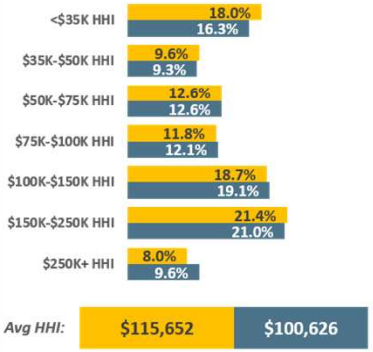
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

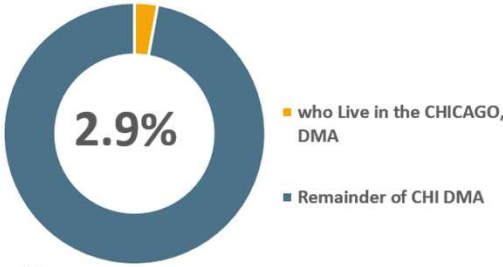
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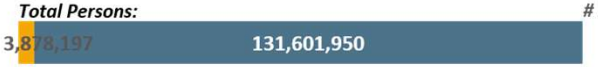


P25-54

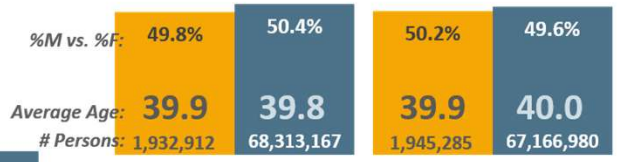
2.9% or 3,878,197 of CHI DMA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 39.9 years old (.% older than average) and have a $122,457 (15.3% higher than average) annual household income.

Percent of Market: Adults 25 - 54

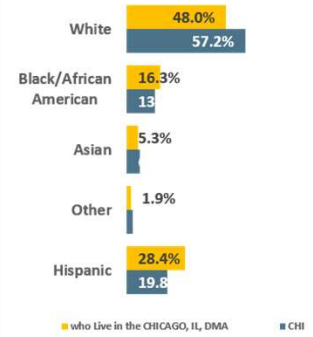




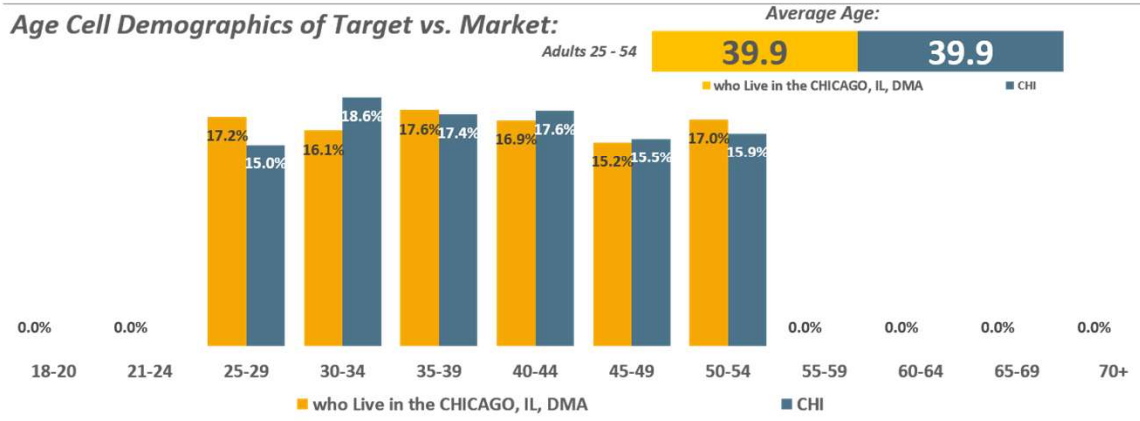
Gender of Target vs. Market: Adults 25 - 54



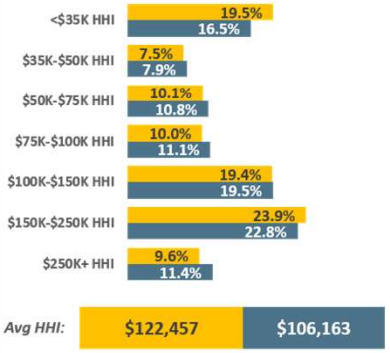
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

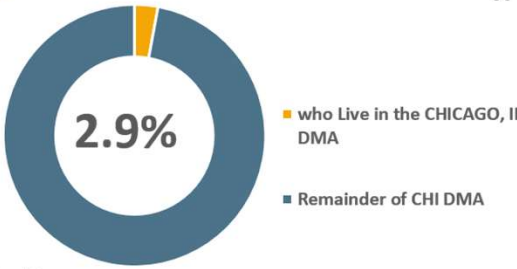
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W25-54

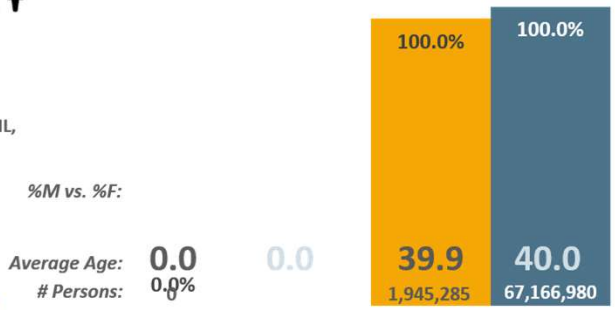
2.9% or 1,945,285 of CHI DMA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Women 25 - 54 who Live in the CHICAGO, IL, DMA are 39.9 years old (.3% younger than average) and have a $118,957 (22.6% higher than average) annual household income.

Percent of Market: Women 25 - 54

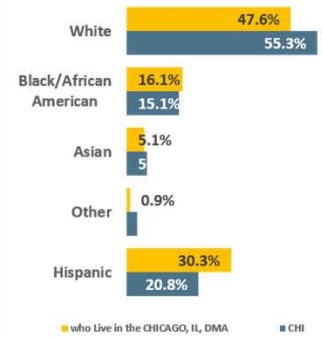


Total Persons:
1,945,285 | 65,221,695

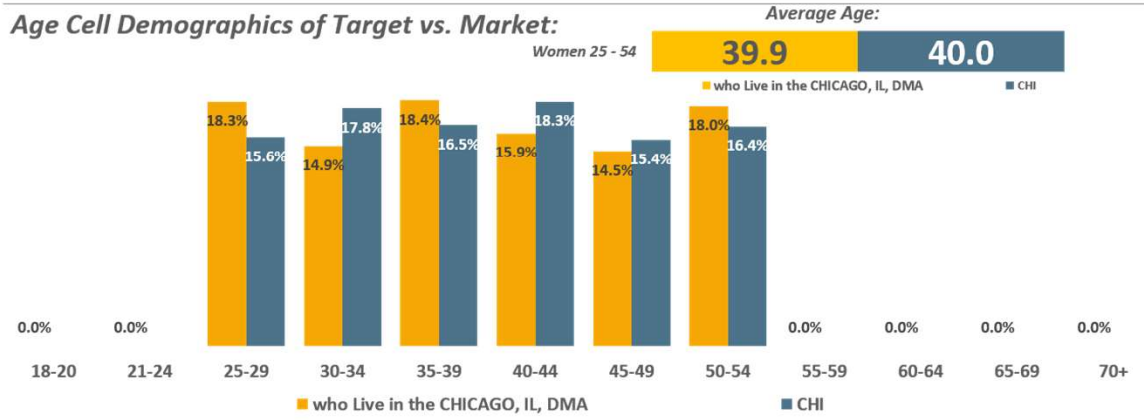
Gender of Target vs. Market: Women 25 - 54



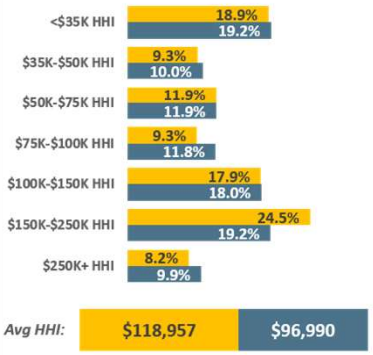
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

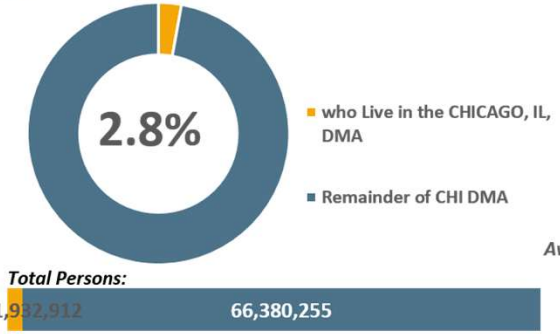
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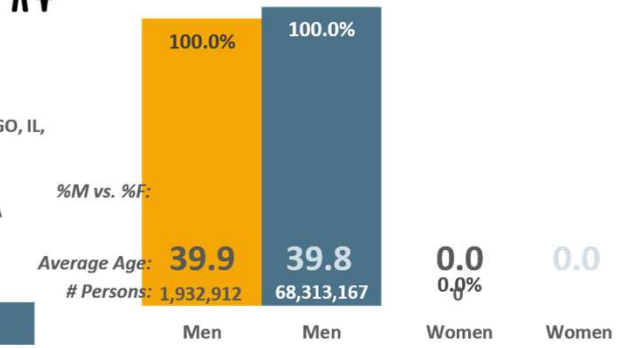
M25-54

2.8% or 1,932,912 of CHI DMA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Men 25 - 54 who Live in the CHICAGO, IL, DMA are 39.9 years old (.3% older than average) and have a $125,979 (9.4% higher than average) annual household income.

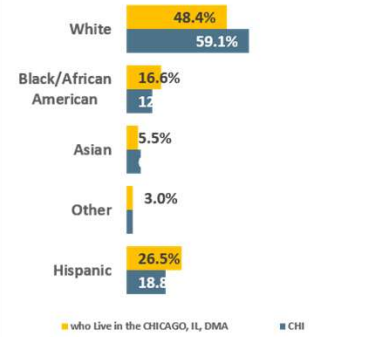
Percent of Market: Men 25 - 54



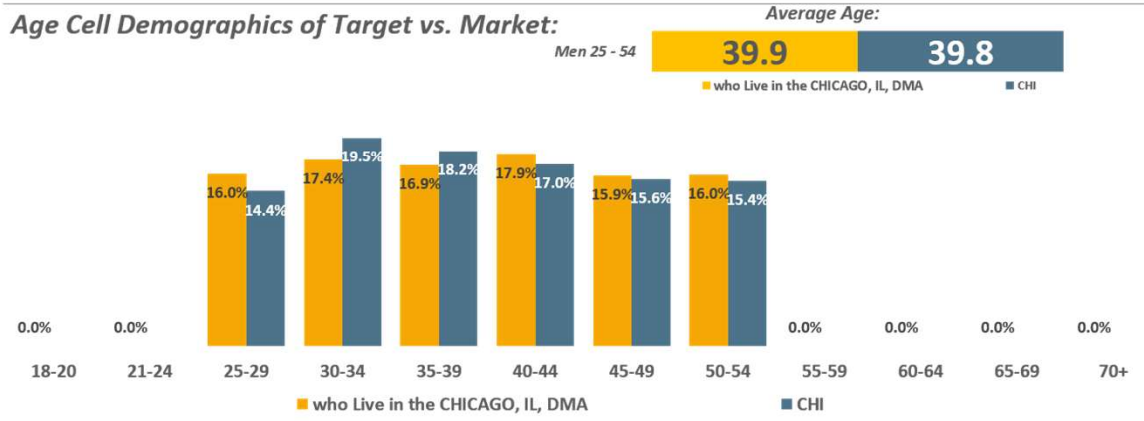
Gender of Target vs. Market: Men 25 - 54



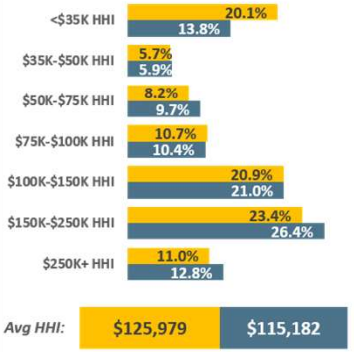
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

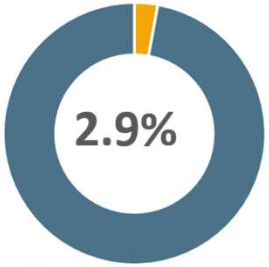
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P35-64

2.9% or 3,790,720 of CHI DMA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Typical Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 49.6 years old (.1% older than average) and have a $128,040 (13.9% higher than average) annual household income.

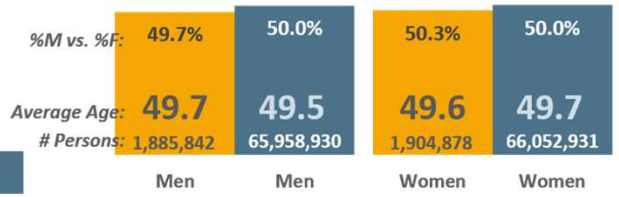
Percent of Market: Adults 35 - 64



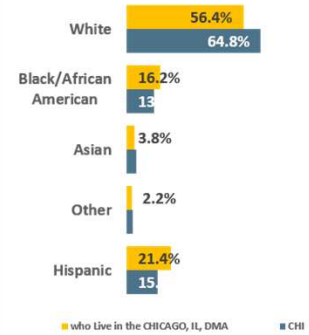
Total Persons:



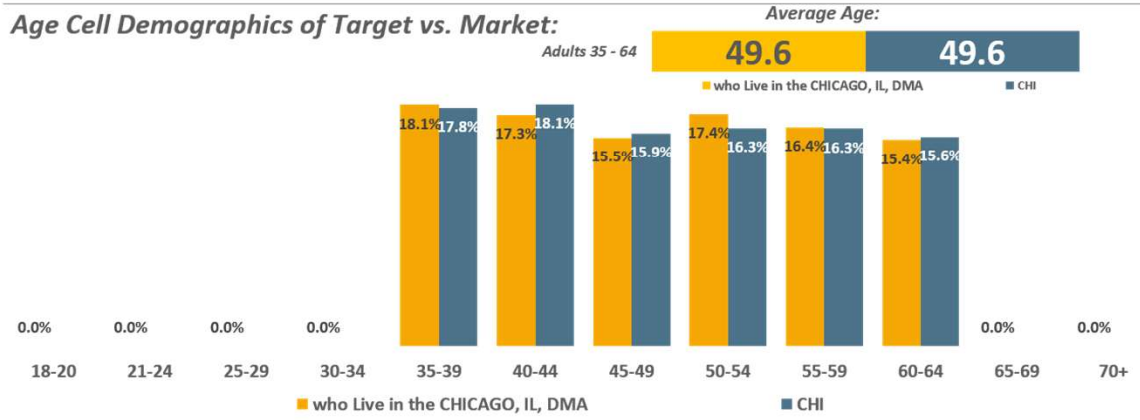
Gender of Target vs. Market: Adults 35 - 64



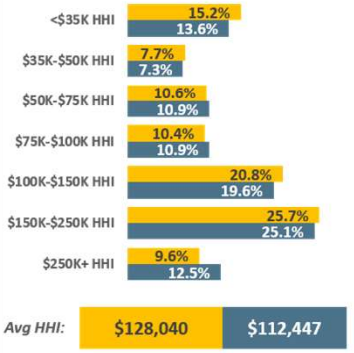
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

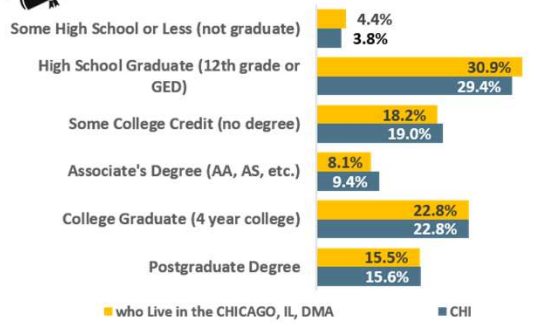
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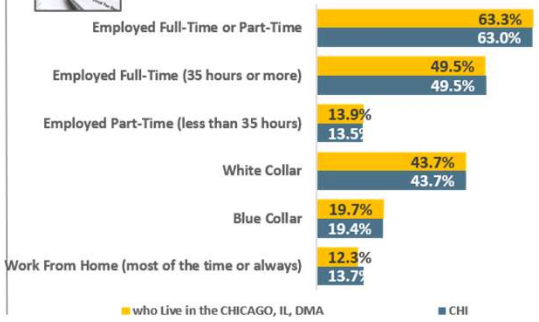
P18+

2.8% or 7,735,897 of CHI DMA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are .3% less likely to be a college graduate, .% less likely to work full-time, 4.2% less likely to be married, 6.% less likely to be a parent of 1 or more children under 18.

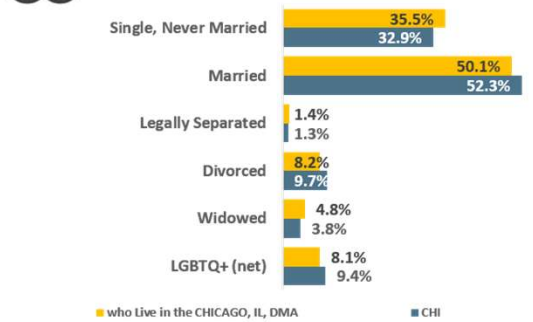
Education Levels: Adults 18 or older



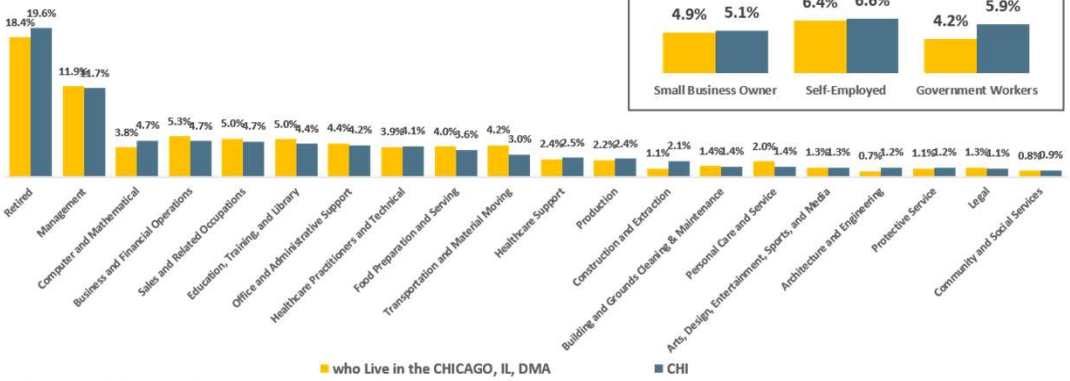
Employment: Adults 18 or older



Marital Status: Adults 18 or older

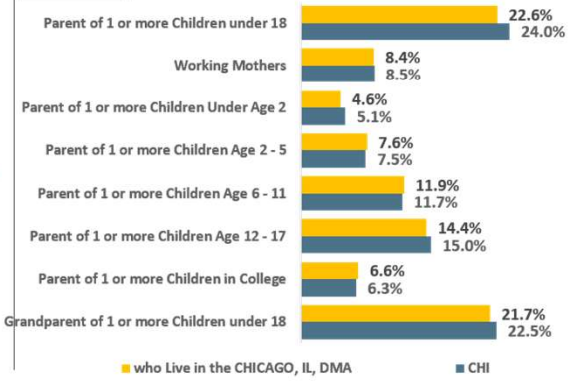


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2026; Sep25-Aug26 Qual Intab 3,837

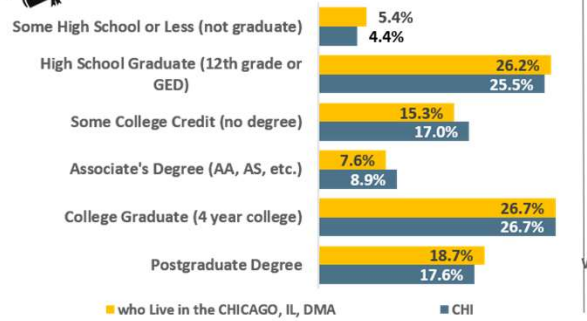
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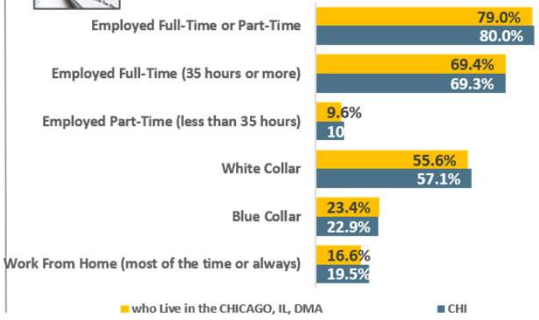
P25-54

2.9% or 3,878,197 of CHI DMA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 2.6% more likely to be a college graduate, .1% more likely to work full-time, 2.9% less likely to be married, 5.7% less likely to be a parent of 1 or more children under 18.

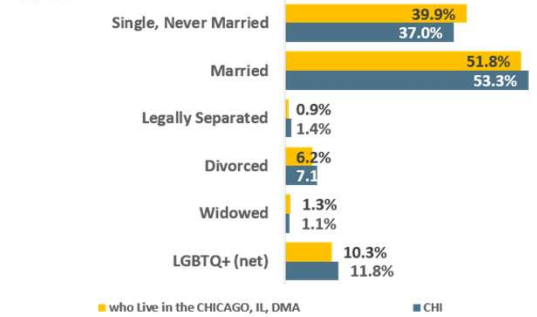
Education Levels: Adults 25 - 54



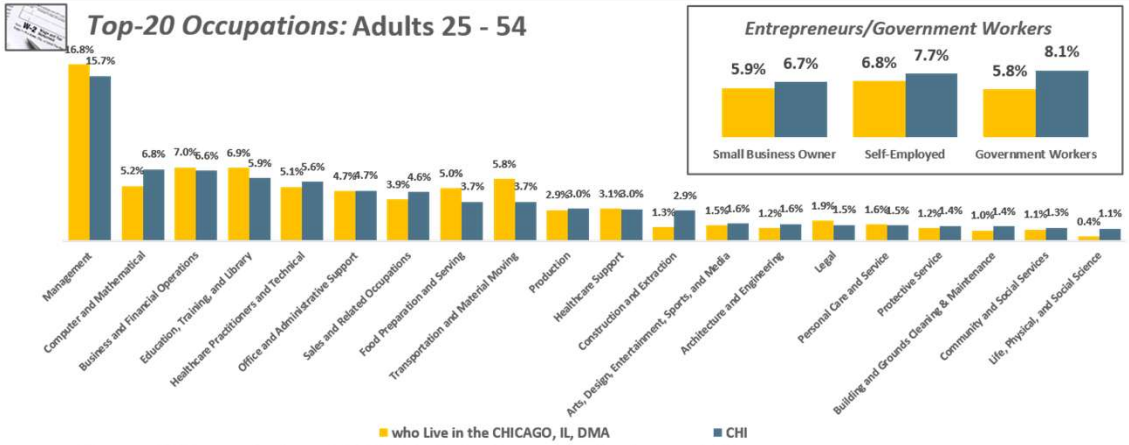
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

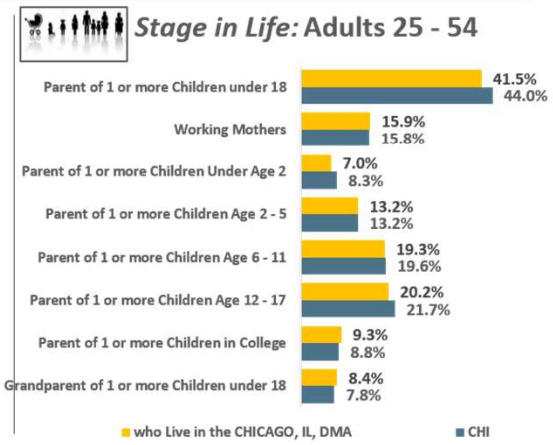


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



CHI DMA Scarborough R2 2026; Sep25-Aug26 Qual Intab 3,837

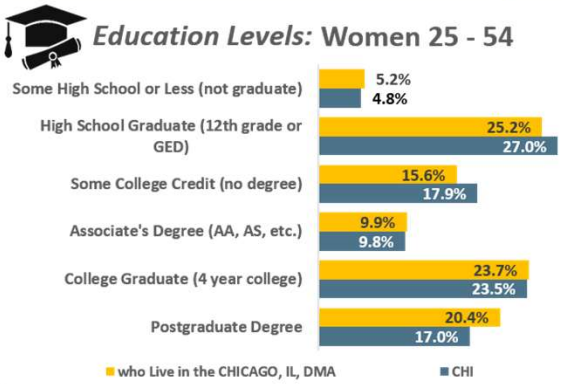
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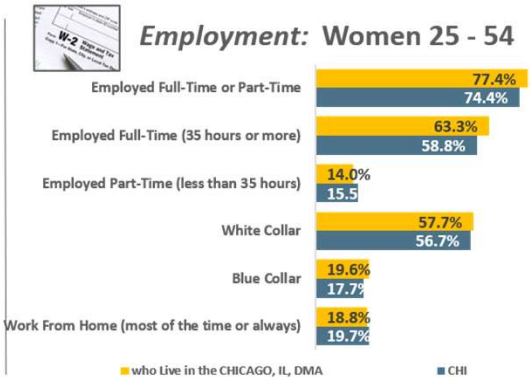
W25-54

2.9% or 1,945,285 of CHI DMA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 8.9% more likely to be a college graduate, 7.6% more likely to work full-time, .7% less likely to be married, 4.2% less likely to be a parent of 1 or more children under 18.

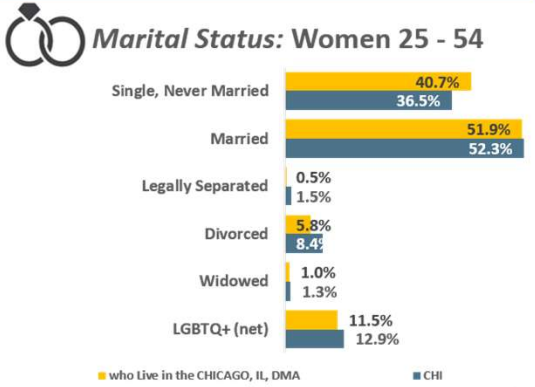
Education Levels: Women 25 - 54



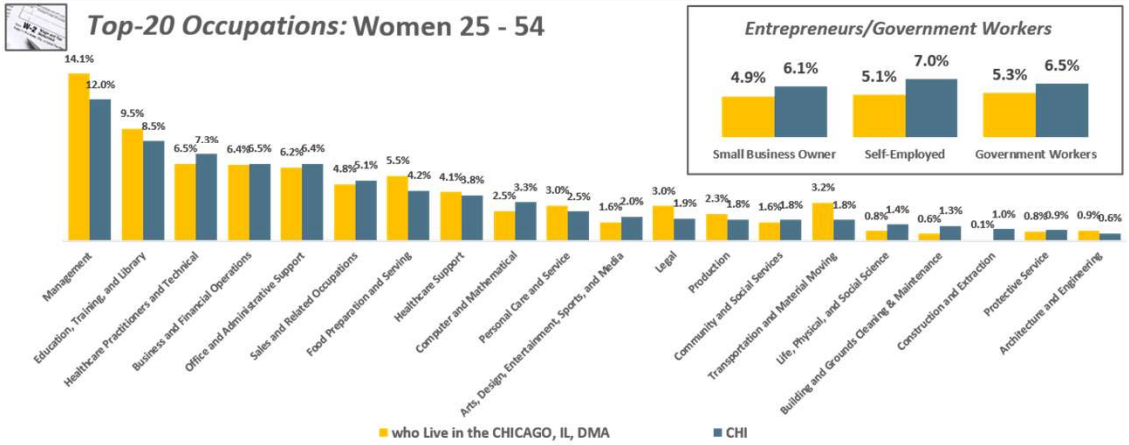
Employment: Women 25 - 54



Marital Status: Women 25 - 54

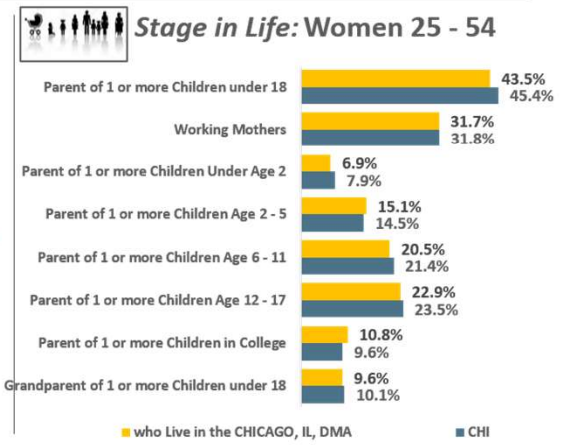


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



CHI DMA Scarborough R2 2026; Sep25-Aug26 Qual Intab 3,837

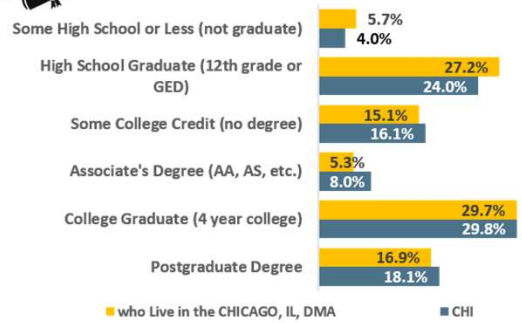
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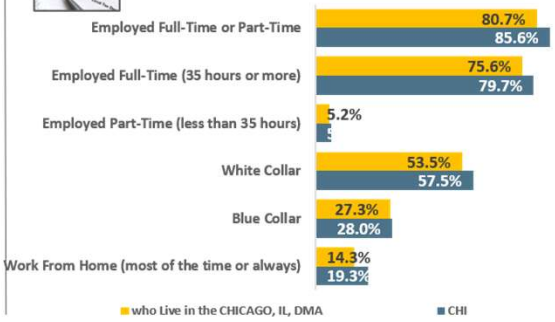
M25-54

2.8% or 1,932,912 of CHI DMA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 2.6% less likely to be a college graduate, 5.1% less likely to work full-time, 4.9% less likely to be married, 7.3% less likely to be a parent of 1 or more children under 18.

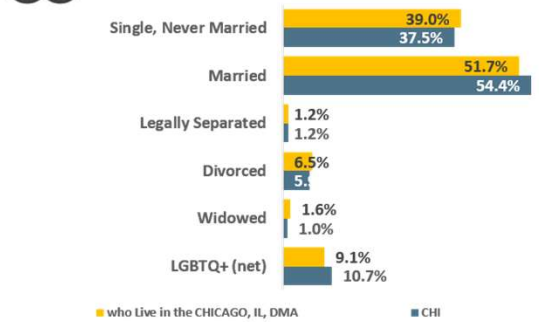
Education Levels: Men 25 - 54



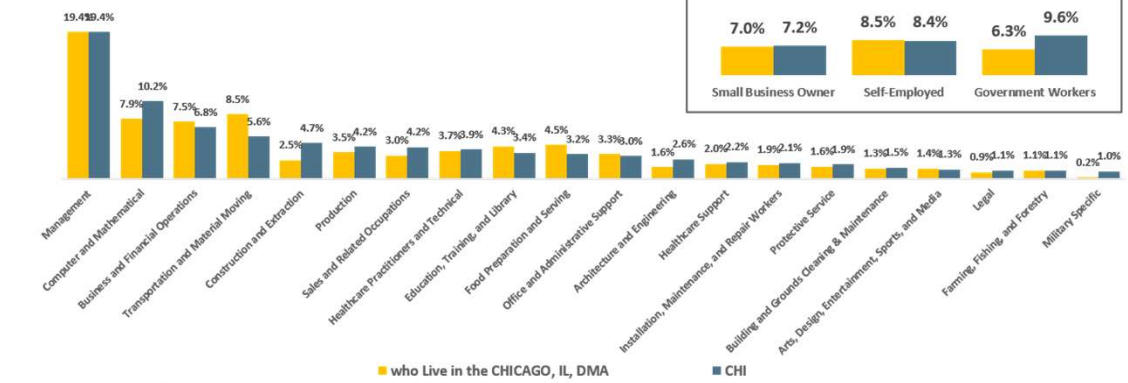
Employment: Men 25 - 54



Marital Status: Men 25 - 54

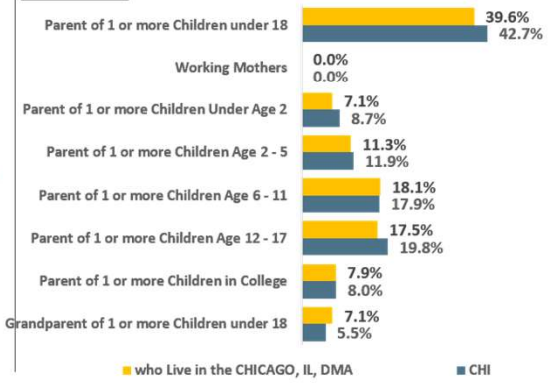


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



CHI DMA Scarborough R2 2026; Sep25-Aug26 Qual Intab 3,837

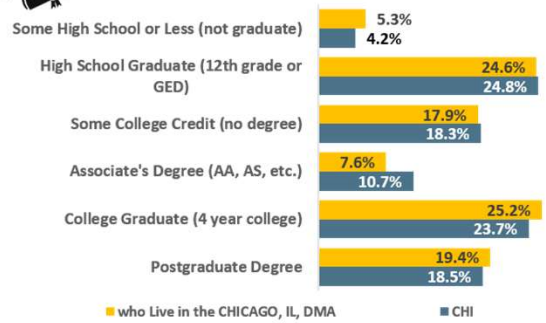
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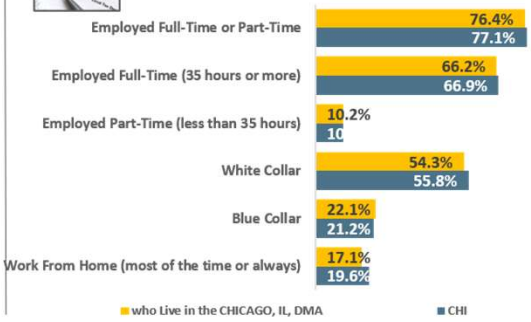
P35-64

2.9% or 3,790,720 of CHI DMA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 5.7% more likely to be a college graduate, 1.1% less likely to work full-time, 3.1% less likely to be married, 7.3% less likely to be a grandparent of 1 or more children under 18.

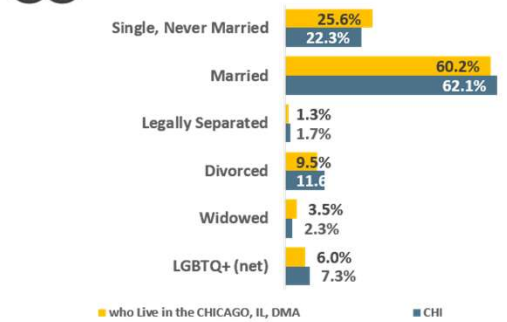
Education Levels: Adults 35 - 64



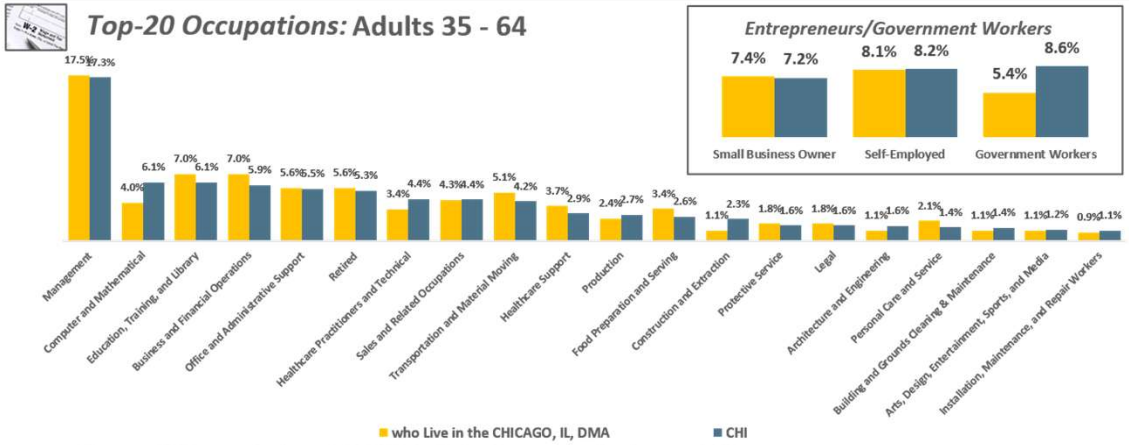
Employment: Adults 35 - 64



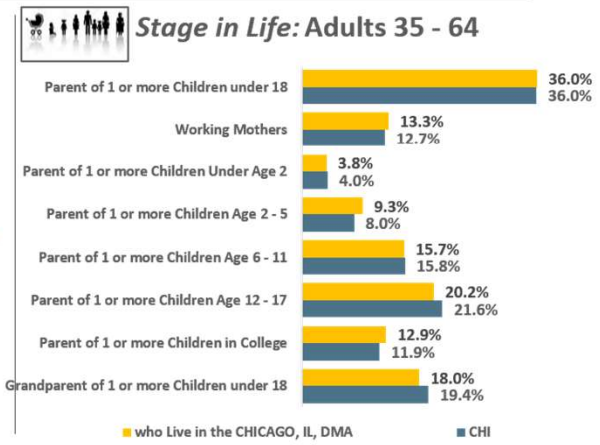
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64



CHI DMA Scarborough R2 2026; Sep25-Aug26 Qual Intab 3,837

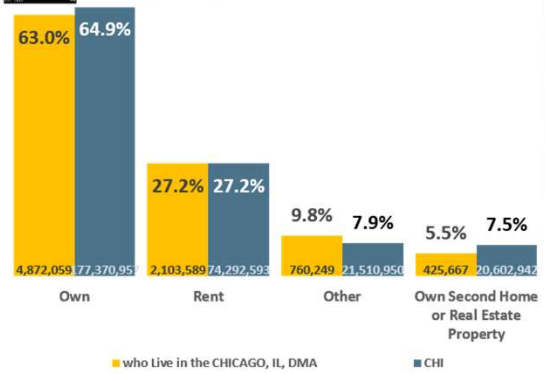
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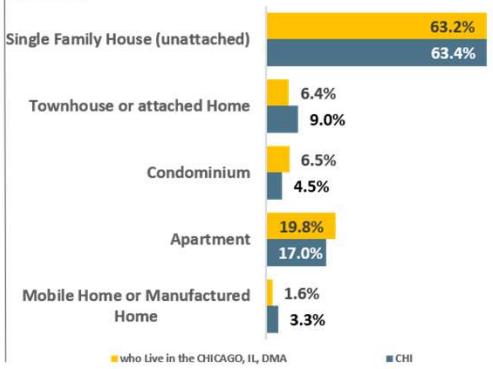
P18+

2.8% or 7,735,897 of CHI DMA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 3.% less likely to own their home, 6.1% more likely to own a lower valued home, .3% less likely to have a single-family home, 14.4% less likely to have a dog.

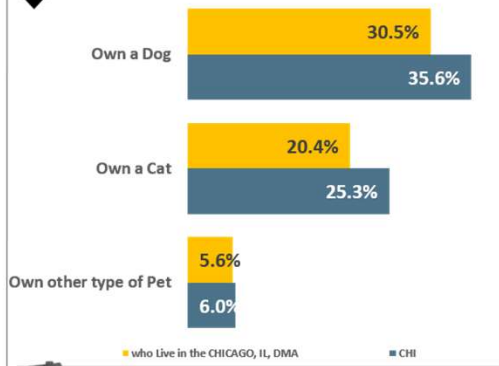
Own/Rent/Other: Adults 18 or older



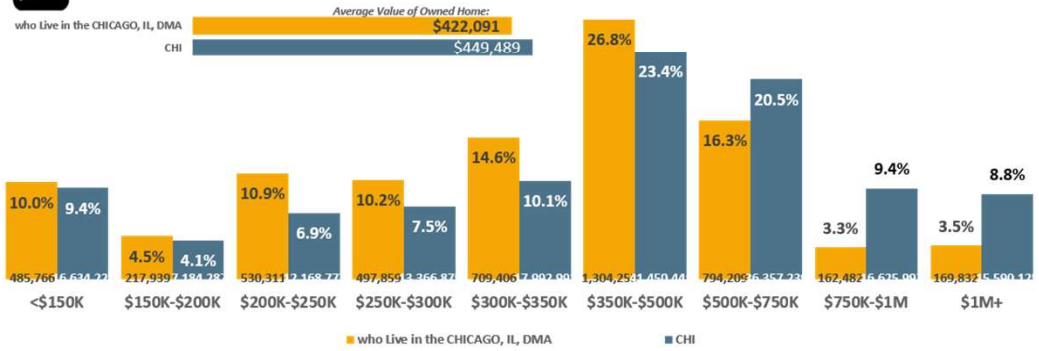
Type of Home: Adults 18 or older



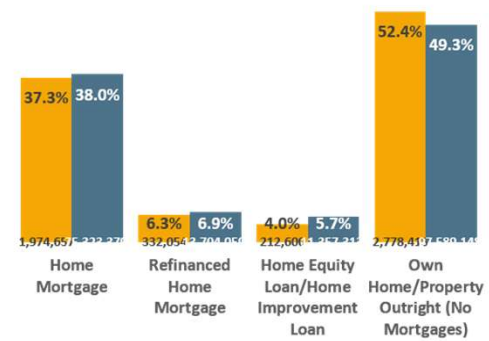
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

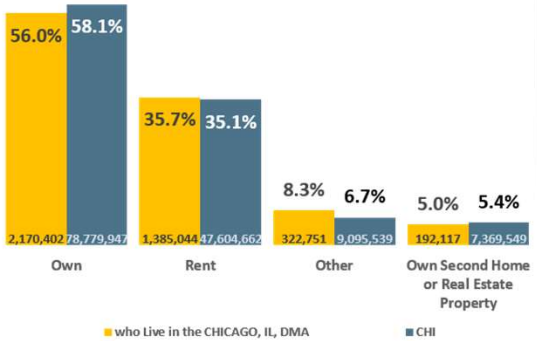
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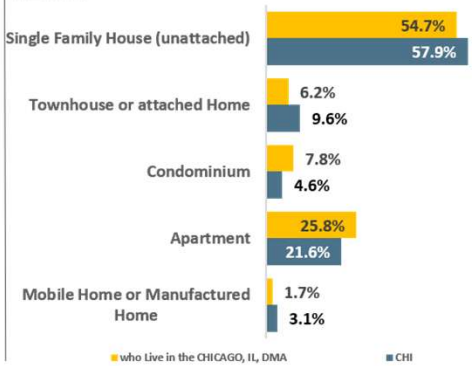
P25-54

2.9% or 3,878,197 of CHI DMA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 3.8% less likely to own their home, 4.3% more likely to own a higher valued home, 5.4% less likely to have a single-family home, 21.2% less likely to have a dog.

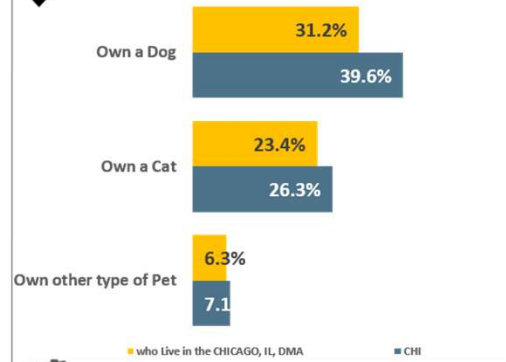
Own/Rent/Other: Adults 25 - 54



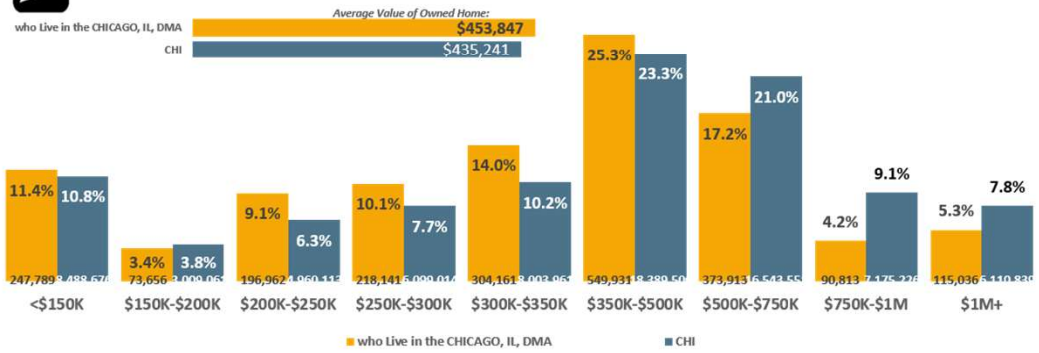
Type of Home: Adults 25 - 54



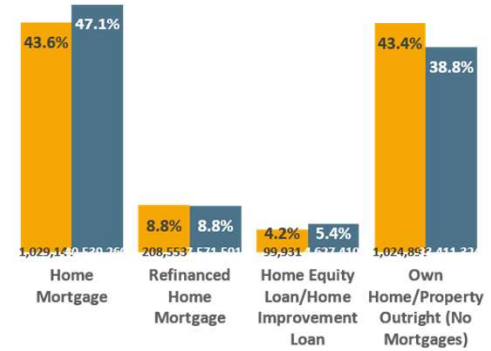
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

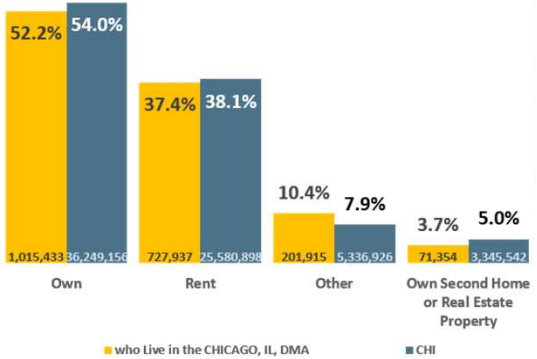
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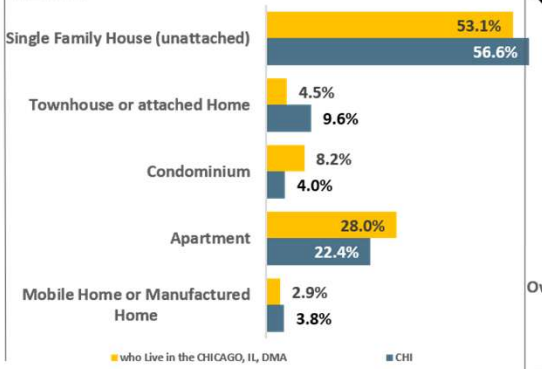
W25-54

2.9% or 1,945,285 of CHI DMA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 3.3% less likely to own their home, 11.3% more likely to own a higher valued home, 6.3% less likely to have a single-family home, 16.% less likely to have a dog.

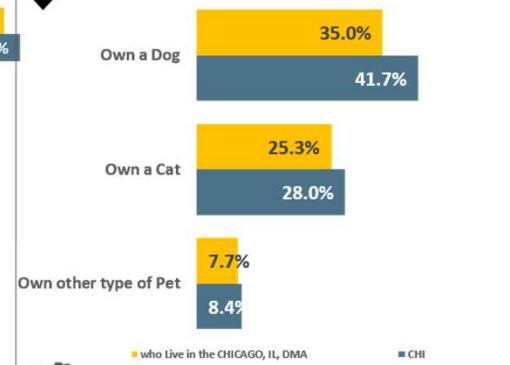
Own/Rent/Other: Women 25 - 54



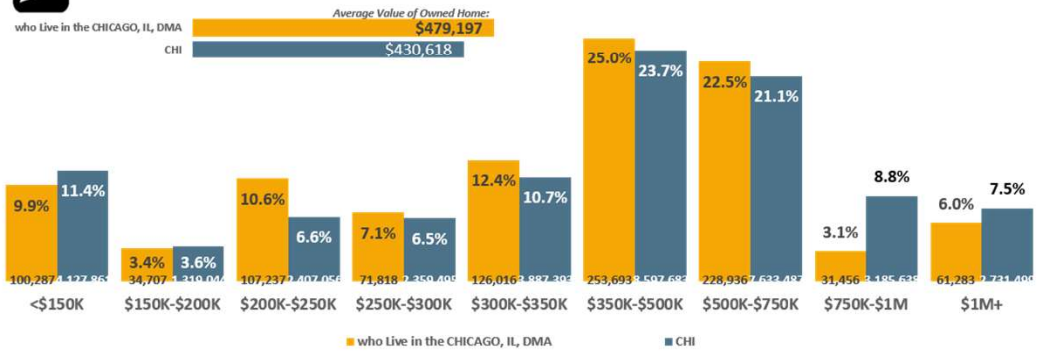
Type of Home: Women 25 - 54



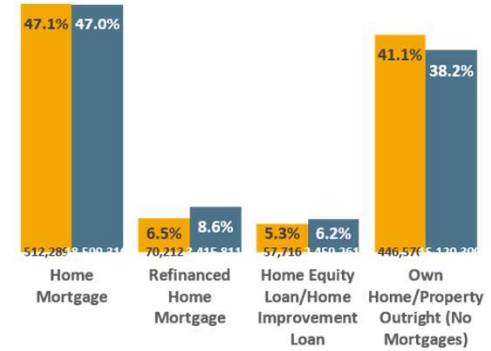
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

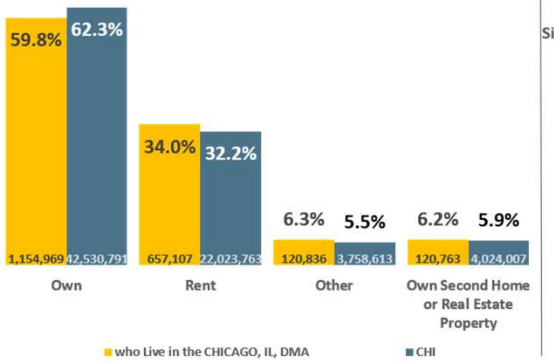
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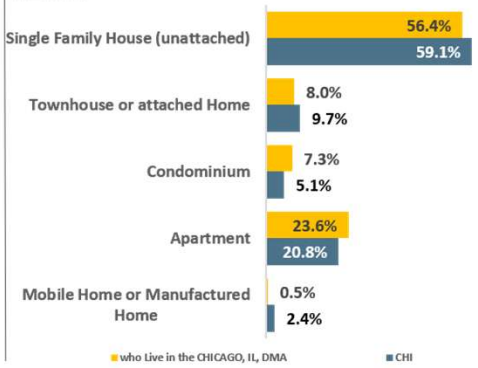
M25-54

2.8% or 1,932,912 of CHI DMA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 4.% less likely to own their home, 1.7% more likely to own a lower valued home, 4.6% less likely to have a single-family home, 27.1% less likely to have a dog.

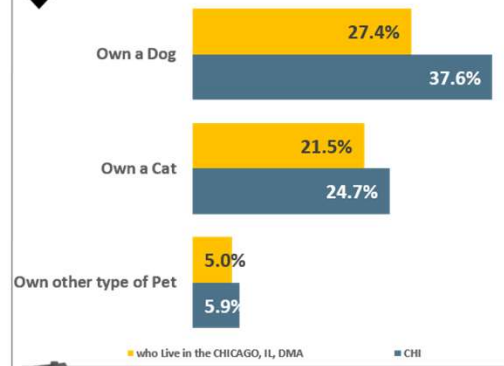
Own/Rent/Other: Men 25 - 54



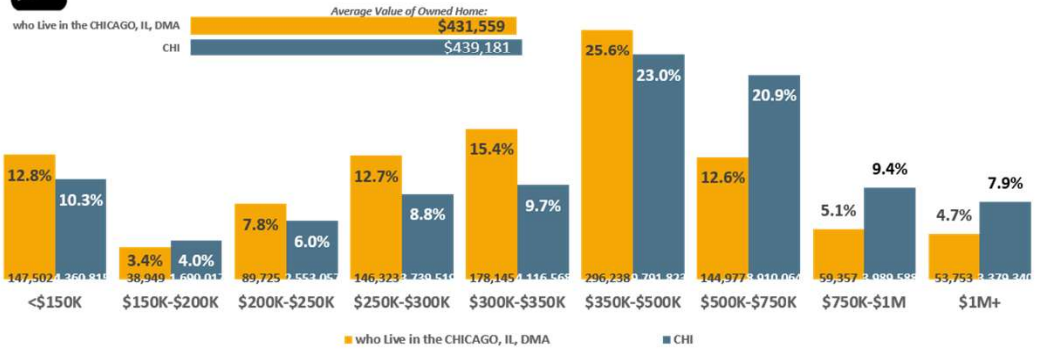
Type of Home: Men 25 - 54



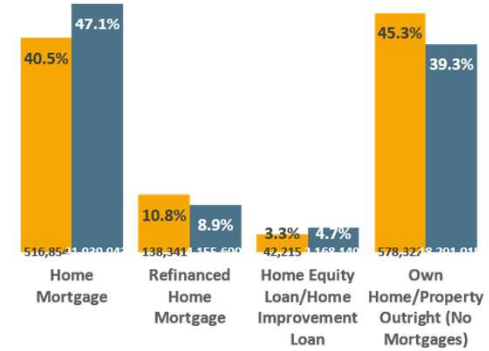
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

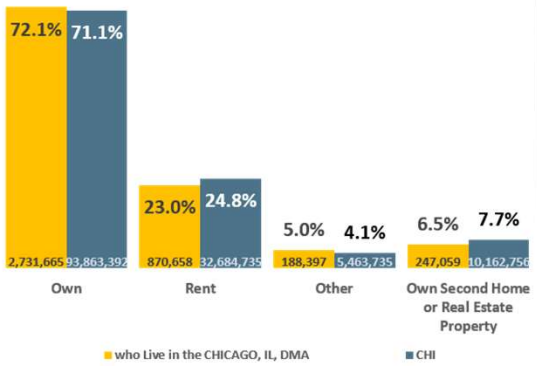
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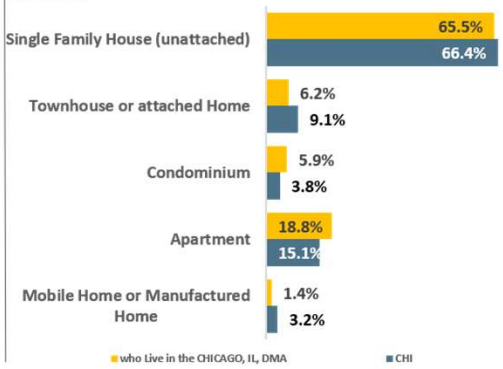
P35-64

2.9% or 3,790,720 of CHI DMA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 1.3% more likely to own their home, 4.2% more likely to own a lower valued home, 1.4% less likely to have a single-family home, 18.5% less likely to have a dog.

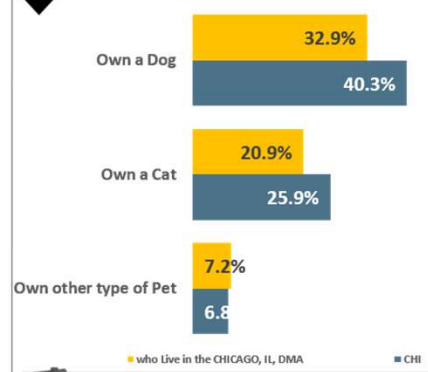
Own/Rent/Other: Adults 35 - 64



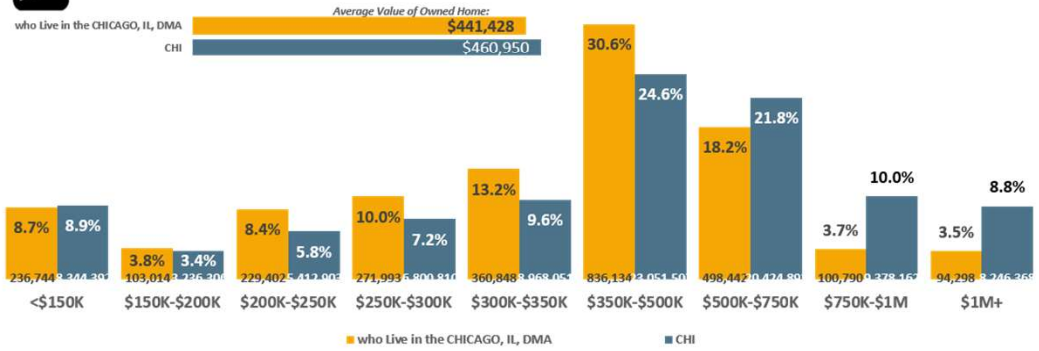
Type of Home: Adults 35 - 64



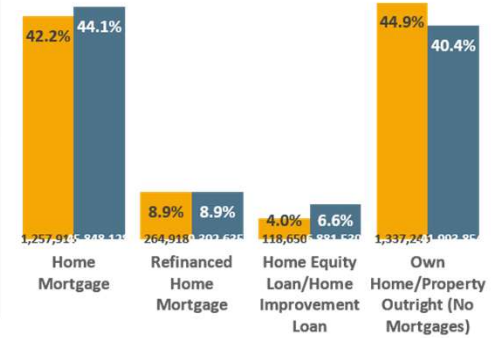
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

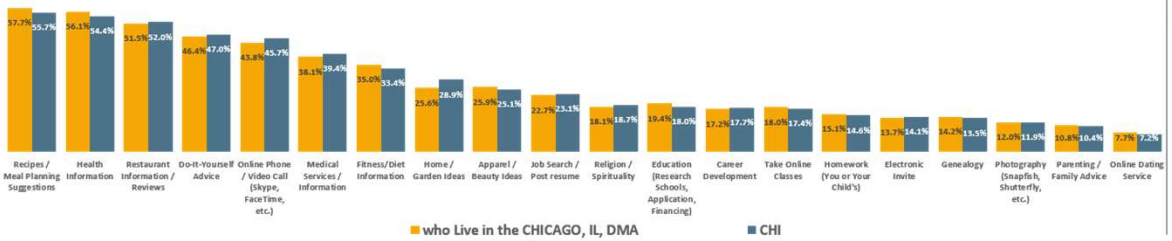
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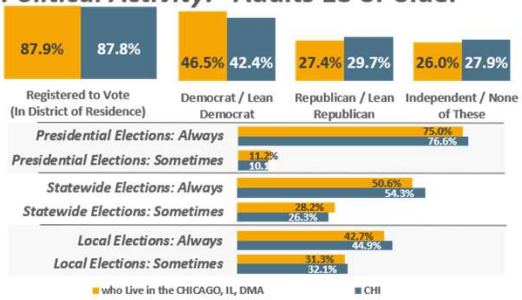
P18+

2.8% or 7,735,897 of CHI DMA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.4% less likely to look up D-I-Y advice online, 5.1% less likely to always vote in local elections, 9.7% more likely to belong to a gym, .2% more likely to fly domestic past yr.

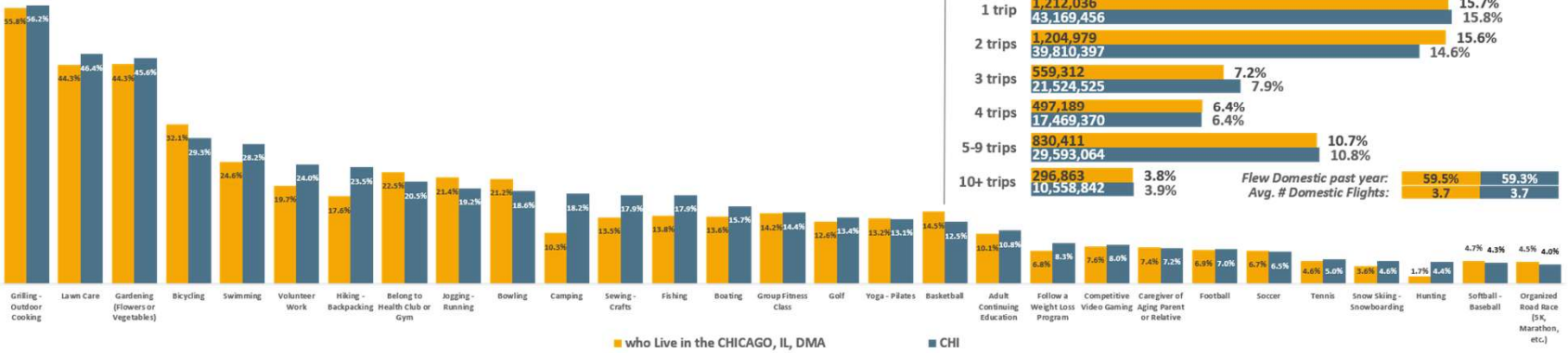
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

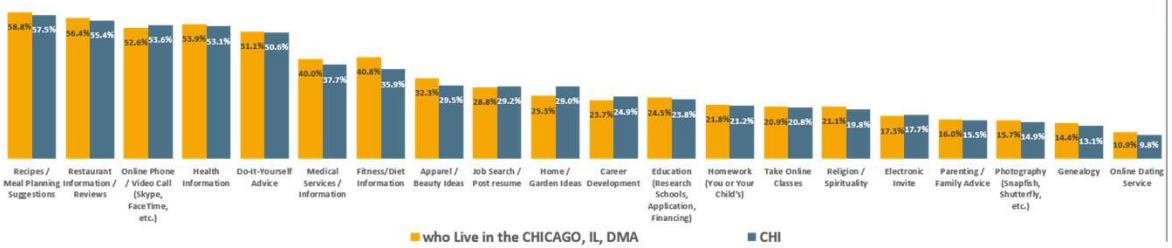
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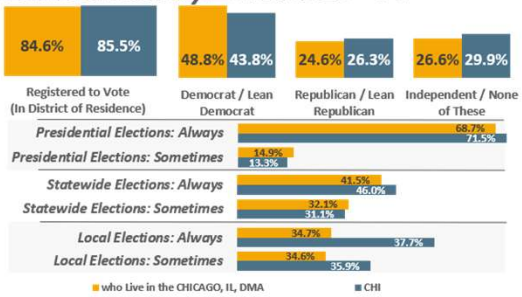


2.9% or 3,878,197 of CHI DMA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are .9% more likely to look up D-I-Y advice online, 7.9% less likely to always vote in local elections, 8.6% more likely to belong to a gym, 2.8% more likely to fly domestic past yr.

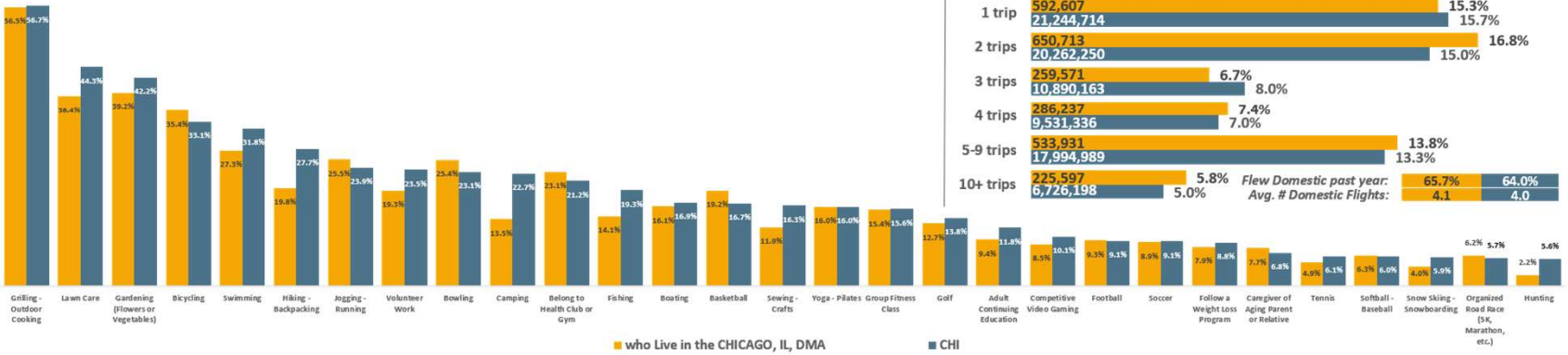
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

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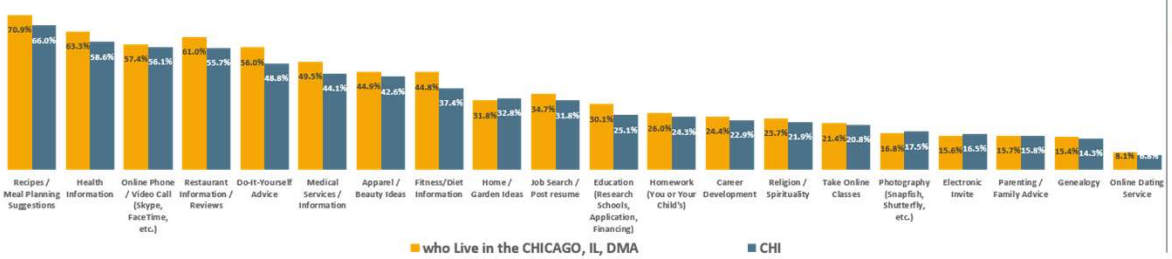
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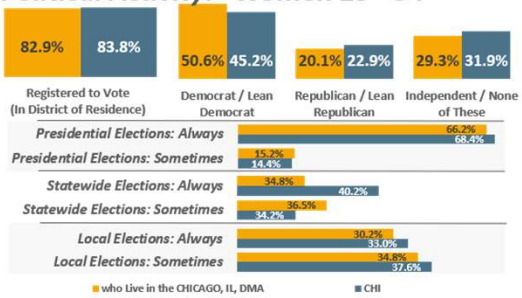
W25-54

2.9% or 1,945,285 of CHI DMA Women 25 - 54 Live in the CHICAGO, IL, DMA.
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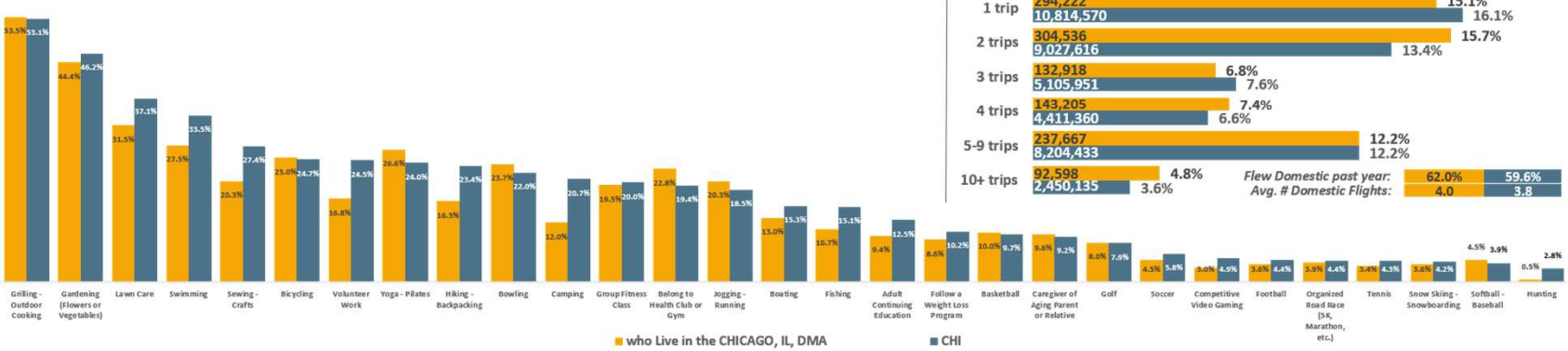
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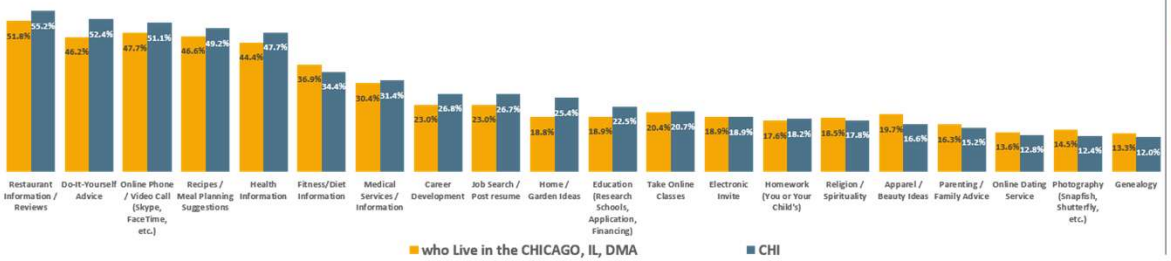
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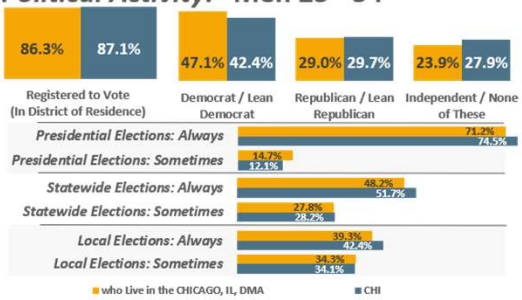
M25-54

2.8% or 1,932,912 of CHI DMA Men 25 - 54 Live in the CHICAGO, IL, DMA.
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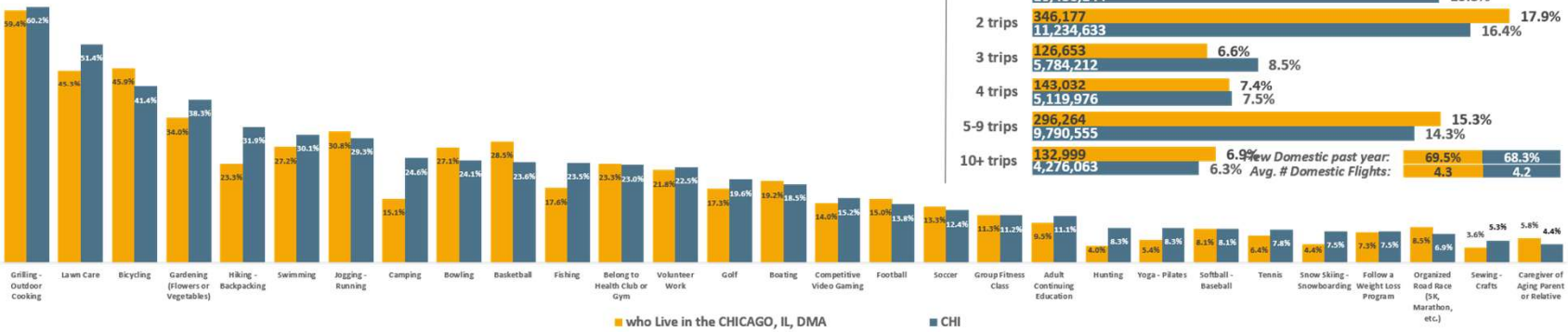
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



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Past 12-months Domestic Airline Trips: Men 25 - 54

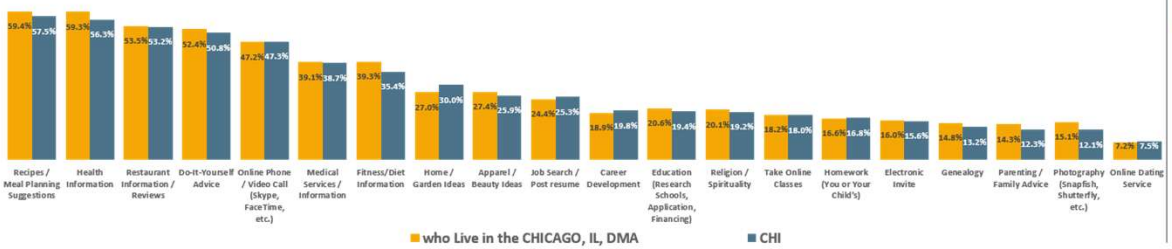
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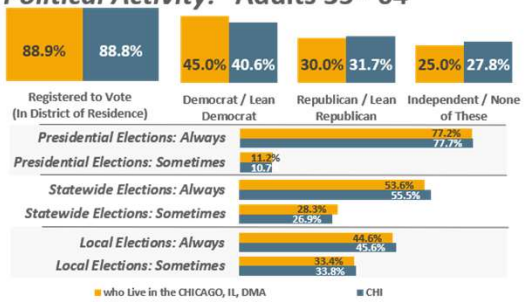


2.9% or 3,790,720 of CHI DMA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 3.% more likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 10.3% more likely to belong to a gym, 2.4% more likely to fly domestic past yr.

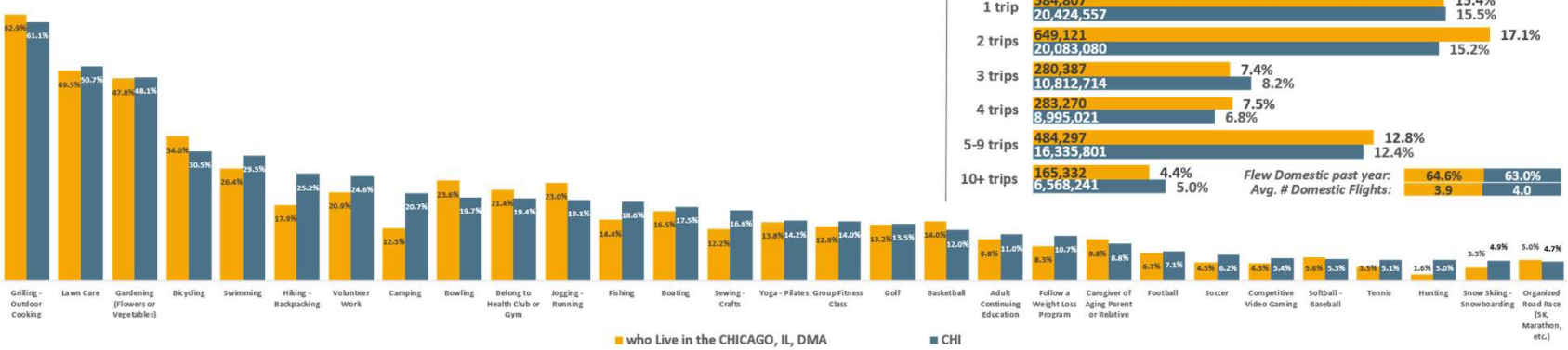
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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P18+

2.8% or 7,735,897 of CHI DMA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.9% more likely to use QSRs past mo., 2.3% less likely to use Sit-Down Restaurants past mo., 15.5% less likely to use Casinos past yr., 2.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

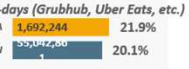


Top-10 Cuisines: Adults 18 or older

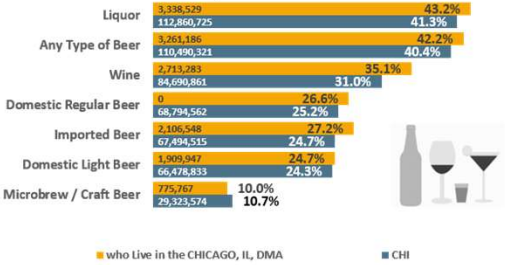
(Sit-Down Restaurants Used Past 30-days)



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

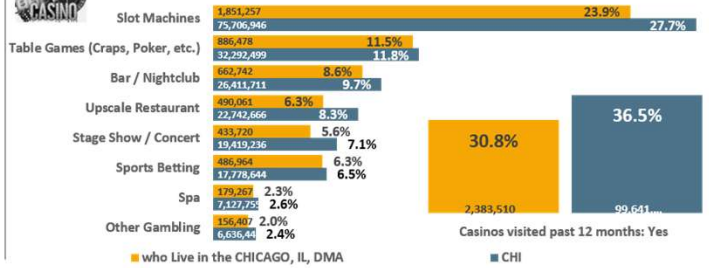


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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P25-54

2.9% or 3,878,197 of CHI DMA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are .5% less likely to use QSRs past mo., 2.4% less likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 8.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

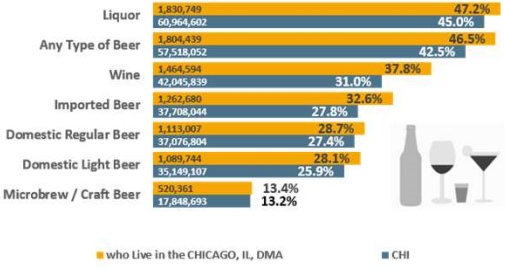
(Sit-Down Restaurants Used Past 30-days)



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

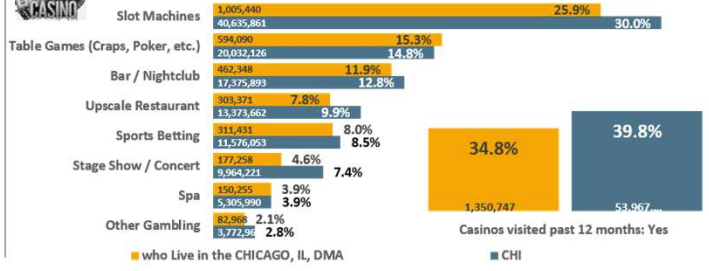


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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W25-54

2.9% or 1,945,285 of CHI DMA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are .5% more likely to use QSRs past mo., 1.3% less likely to use Sit-Down Restaurants past mo., 16.% less likely to use Casinos past yr., 2.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



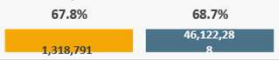
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

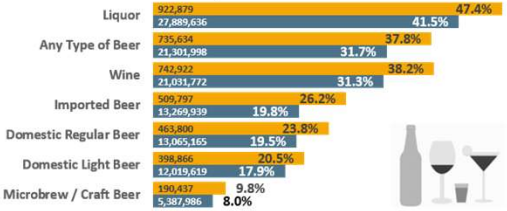
(Sit-Down Restaurants Used Past 30-days)



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

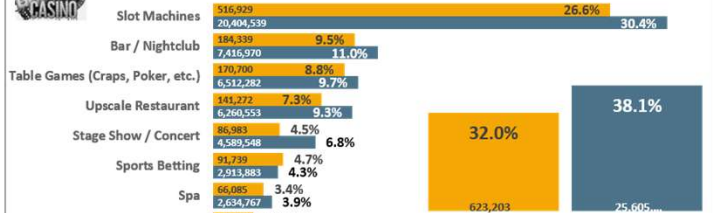


Drank Past 30-days: Women 25 - 54



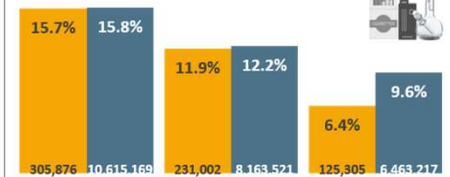
Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54





CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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M25-54

2.8% or 1,932,912 of CHI DMA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 1.6% less likely to use QSRs past mo., 3.5% less likely to use Sit-Down Restaurants past mo., 9.3% less likely to use Casinos past yr., 14.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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P35-64

2.9% or 3,790,720 of CHI DMA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are .2% more likely to use QSRs past mo., .2% less likely to use Sit-Down Restaurants past mo., 9.6% less likely to use Casinos past yr., 12.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

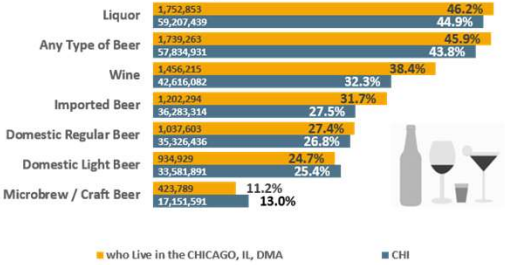
(Sit-Down Restaurants Used Past 30-days)



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

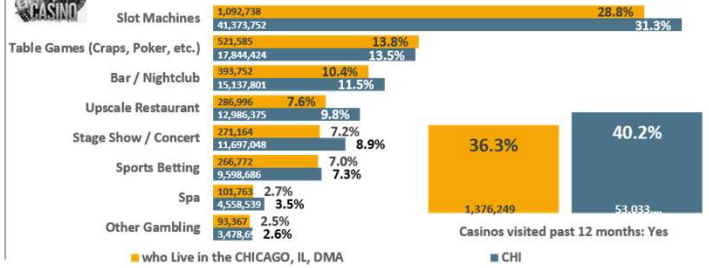


Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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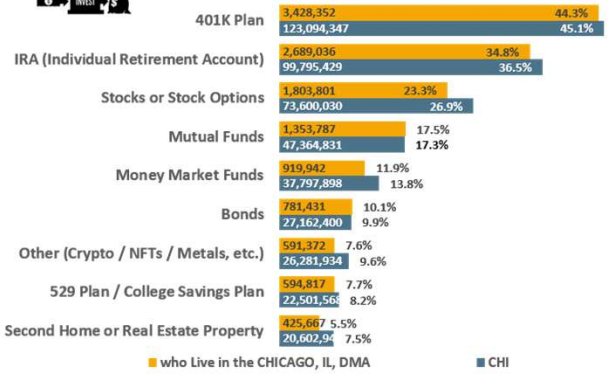


P18+

2.8% or 7,735,897 of CHI DMA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.6% less likely to have a 401K, 8.3% less likely to have an Auto Loan, 12.9% less likely to Invest/Trade Stocks Online, 7.5% less likely to pay with their Debit Card.

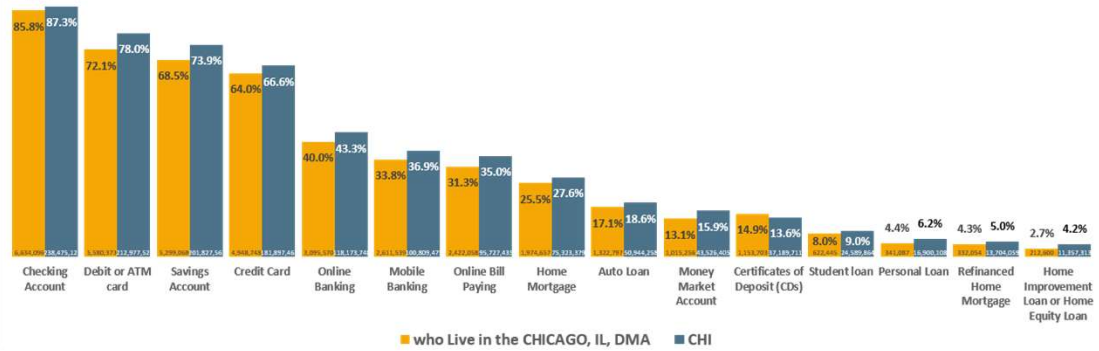
Investments Owned: Adults 18 or older





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





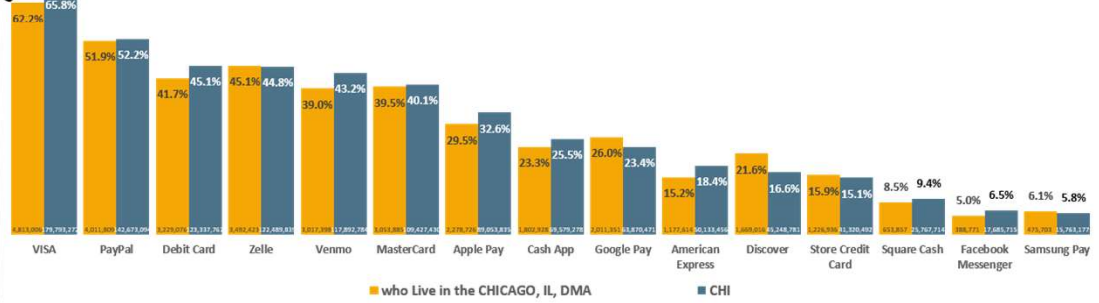
Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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





CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

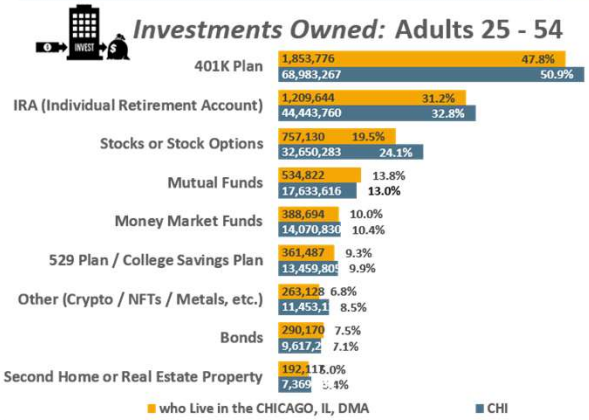
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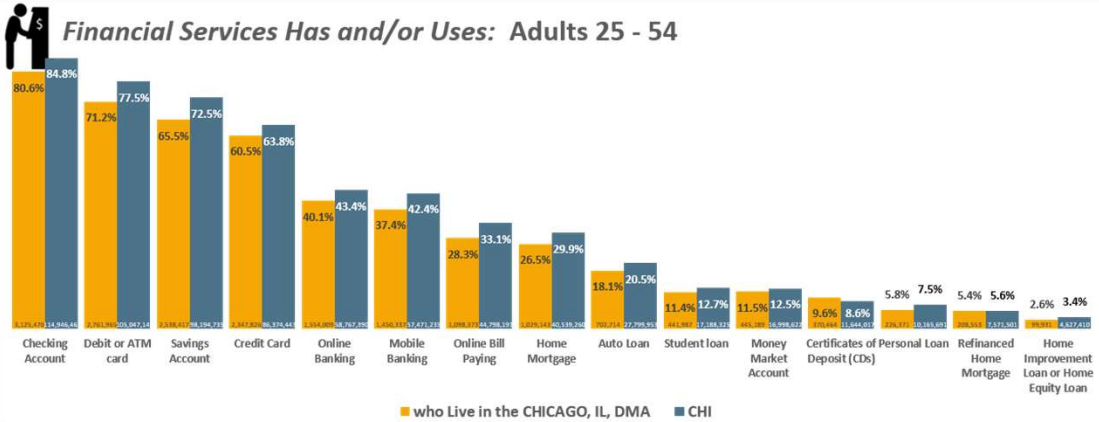
P25-54

2.9% or 3,878,197 of CHI DMA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 6.1% less likely to have a 401K, 11.7% less likely to have an Auto Loan, 20.2% less likely to Invest/Trade Stocks Online, 12.8% less likely to pay with their Debit Card.

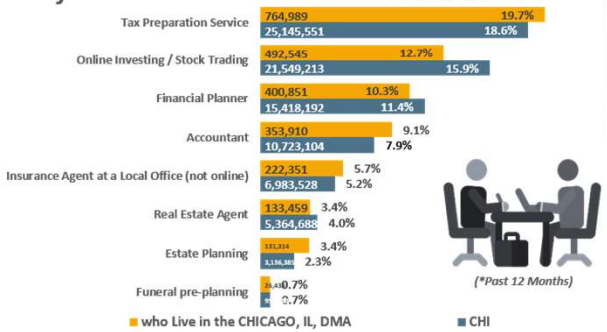
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

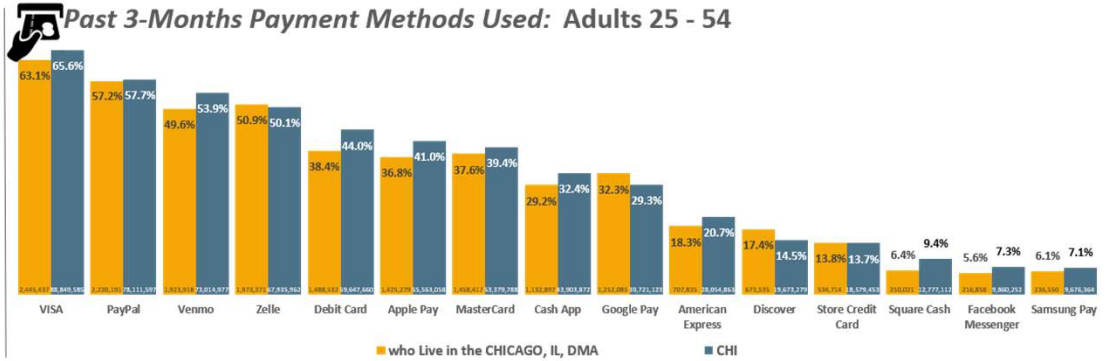


Professional Services Used:* Adults 25 - 54



(*Past 12 Months)

Past 3-Months Payment Methods Used: Adults 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

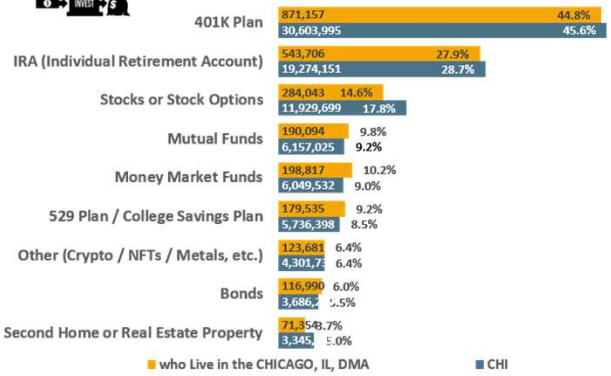
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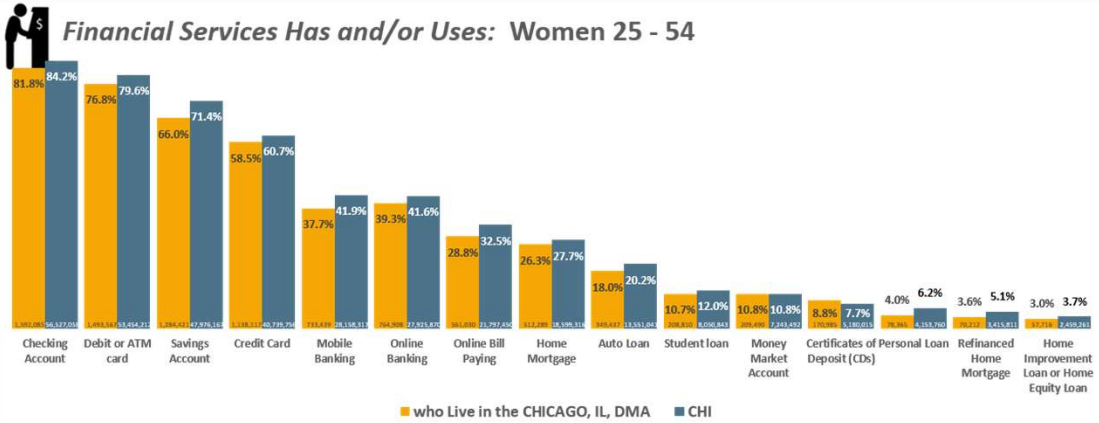
W25-54

2.9% or 1,945,285 of CHI DMA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 1.7% less likely to have a 401K, 11.% less likely to have an Auto Loan, 25.7% less likely to Invest/Trade Stocks Online, 4.7% less likely to pay with their Debit Card.

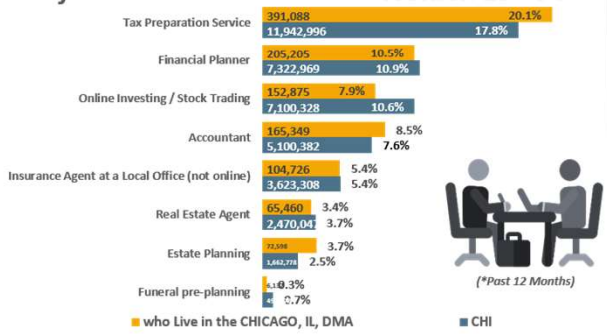
Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

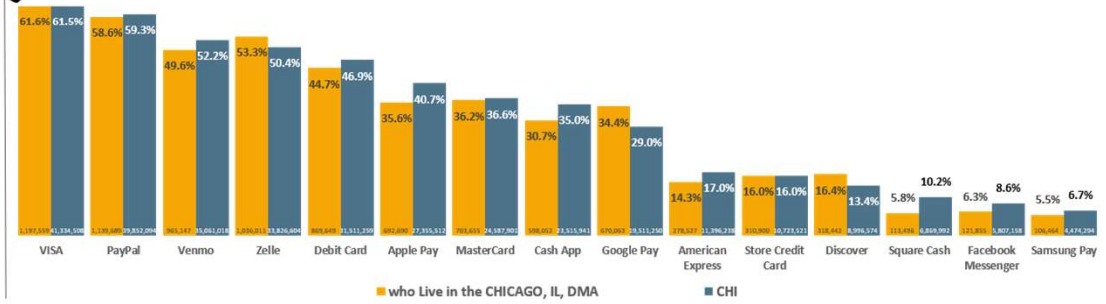


Professional Services Used:* Women 25 - 54



(*Past 12 Months)

Past 3-Months Payment Methods Used: Women 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

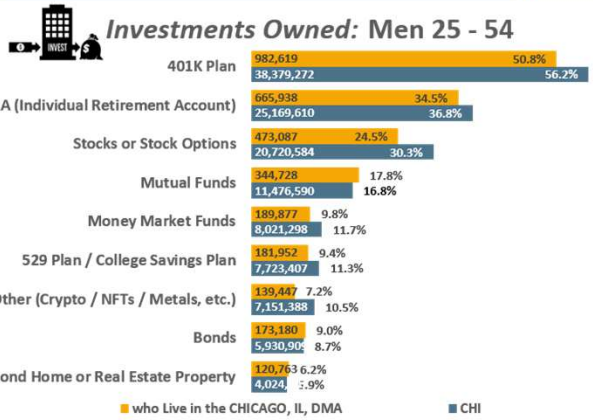
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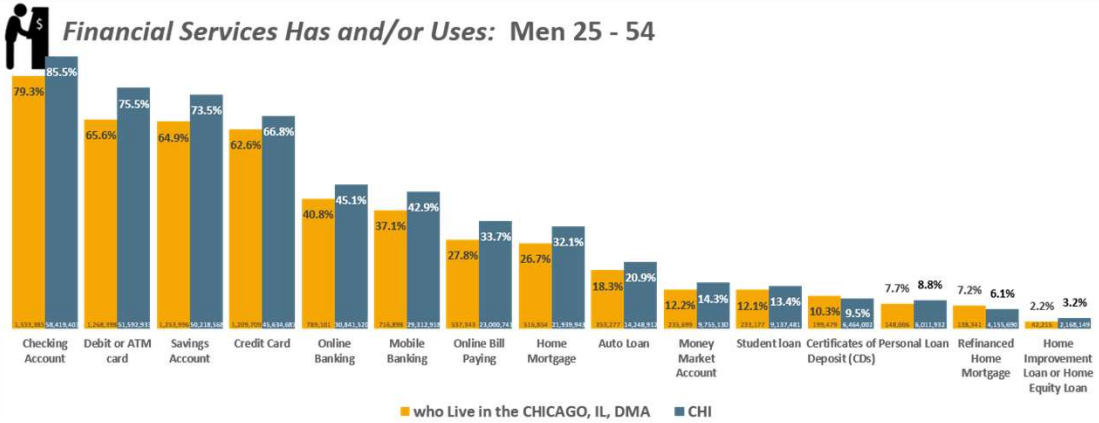
M25-54

2.8% or 1,932,912 of CHI DMA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 9.5% less likely to have a 401K, 12.4% less likely to have an Auto Loan, 16.9% less likely to Invest/Trade Stocks Online, 22.3% less likely to pay with their Debit Card.

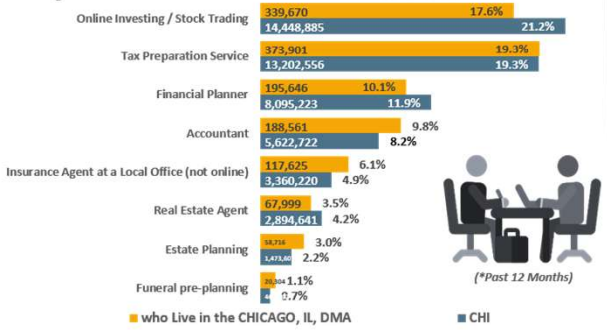
Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

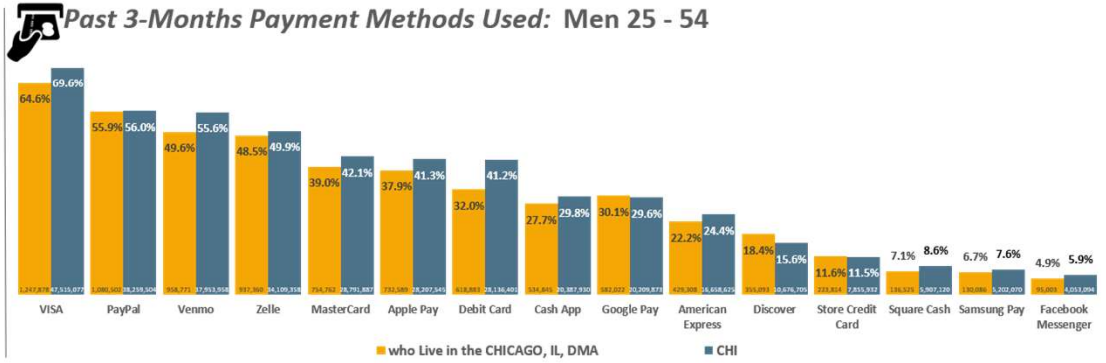


Professional Services Used:* Men 25 - 54



(*Past 12 Months)

Past 3-Months Payment Methods Used: Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

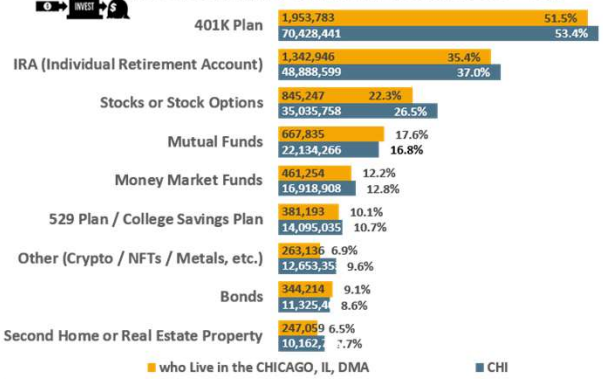
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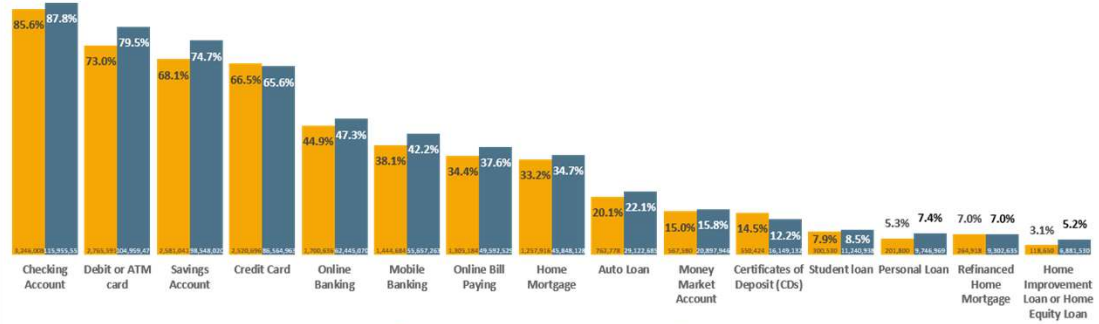
P35-64

2.9% or 3,790,720 of CHI DMA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 3.4% less likely to have a 401K, 8.8% less likely to have an Auto Loan, 21.3% less likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.

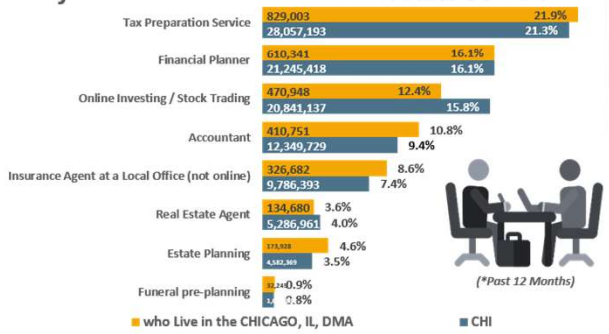
Investments Owned: Adults 35 - 64



Financial Services Has and/or Uses: Adults 35 - 64

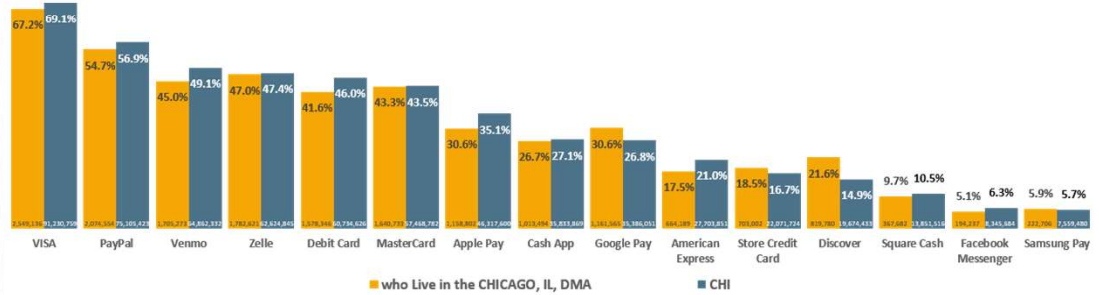


Professional Services Used:* Adults 35 - 64



(*Past 12 Months)

Past 3-Months Payment Methods Used: Adults 35 - 64



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

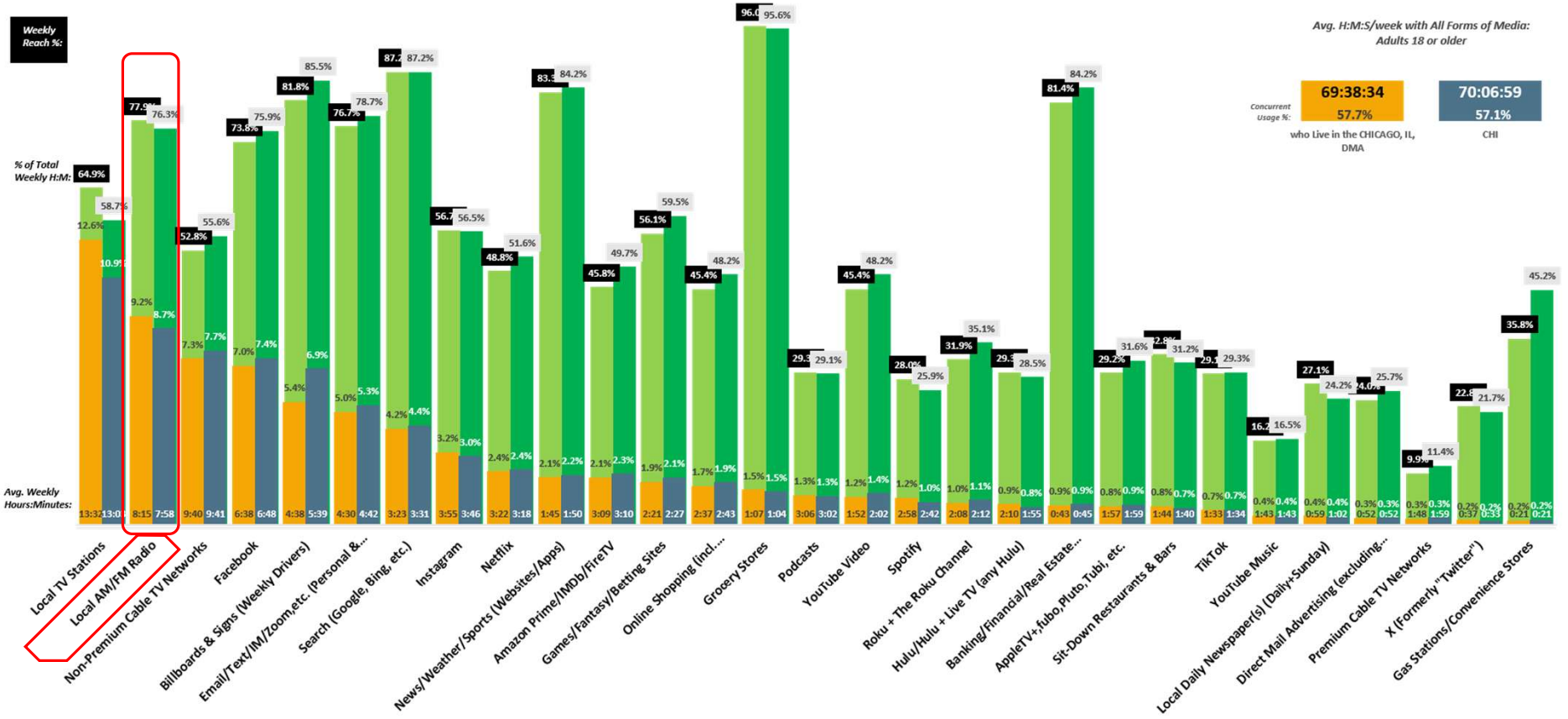
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P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 21 hours, 38 minutes and 34 seconds each week with All Forms of Media.

77.9% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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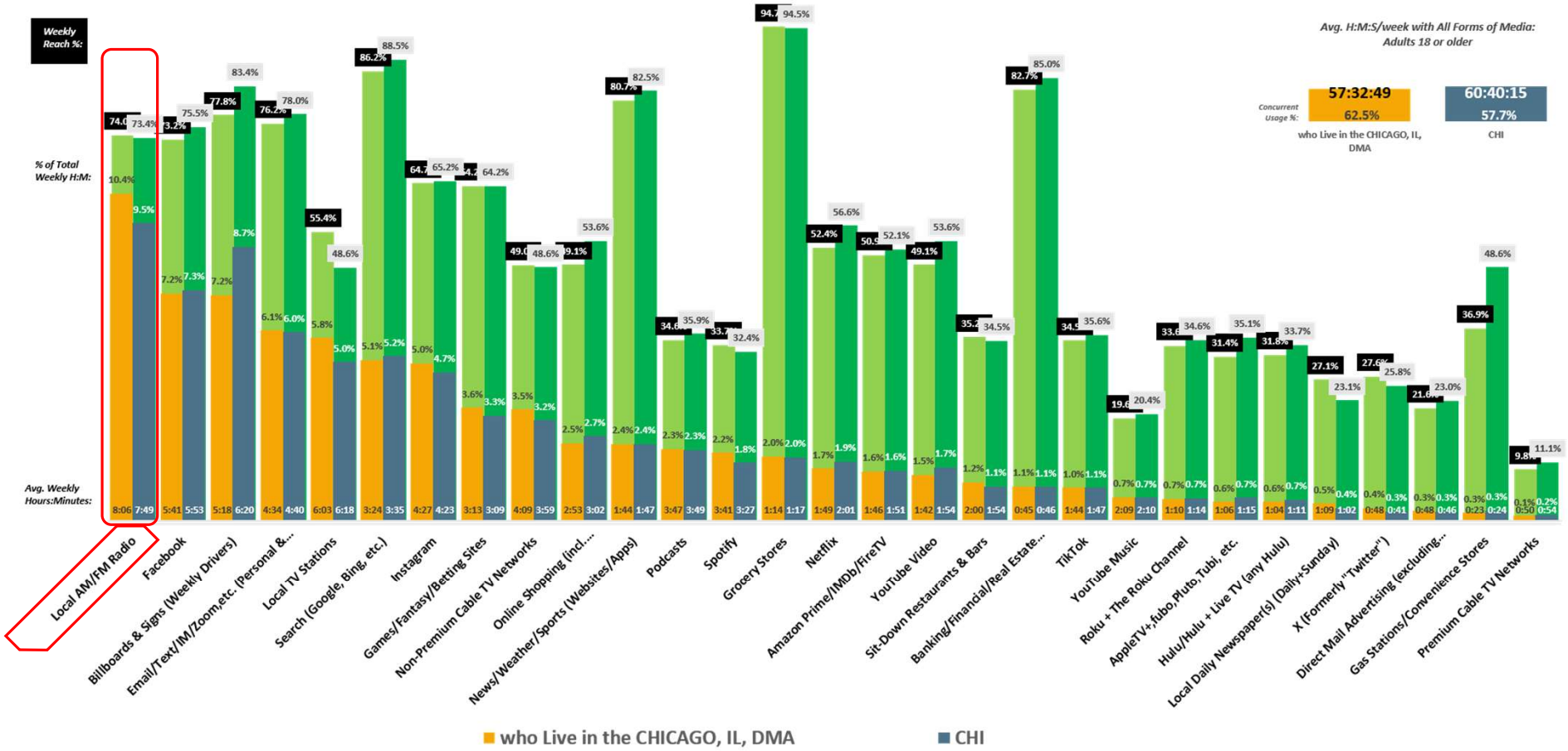
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P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 9 hours, 32 minutes and 49 seconds each week with All Forms of Media.

74.% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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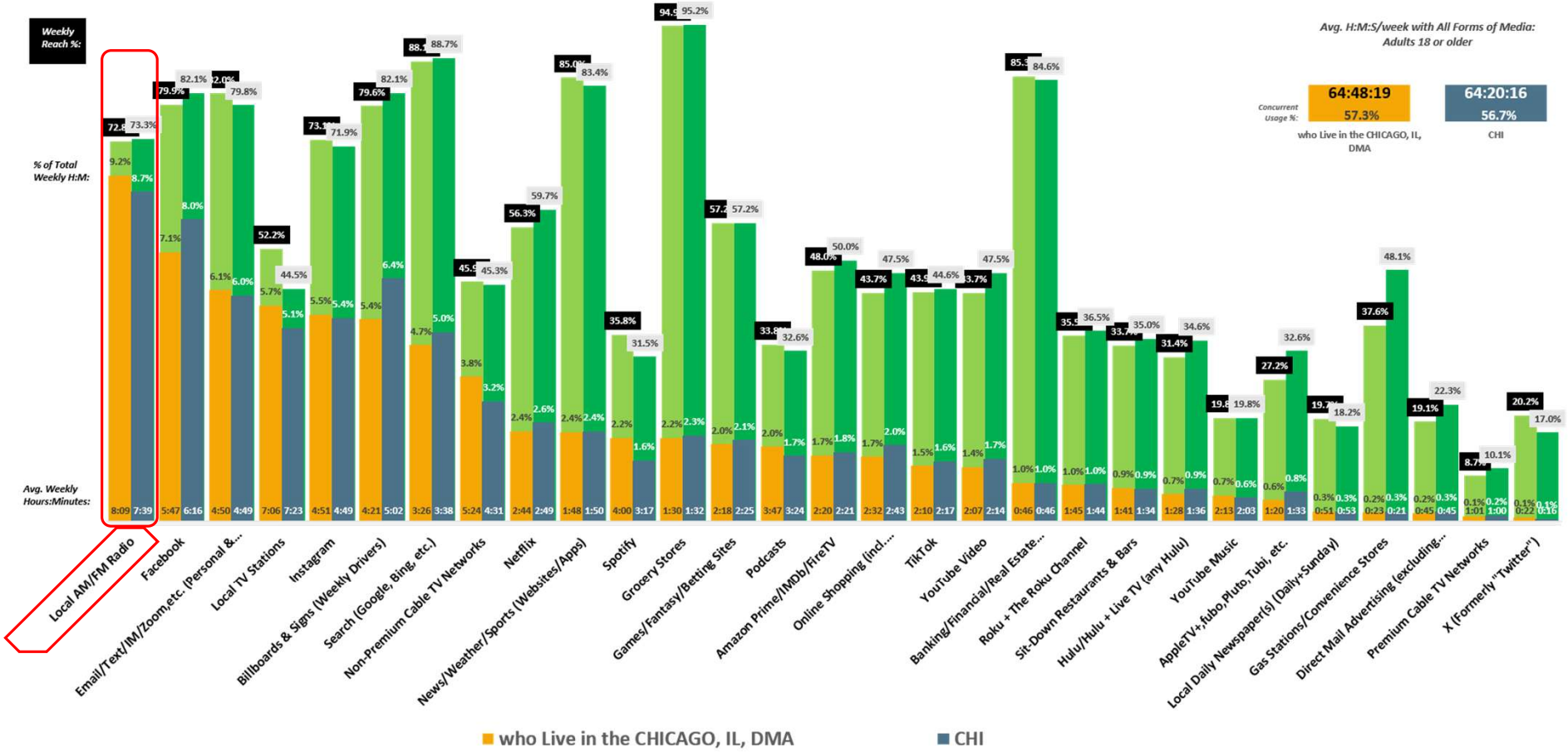
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W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 16 hours, 48 minutes and 19 seconds each week with All Forms of Media.

72.8% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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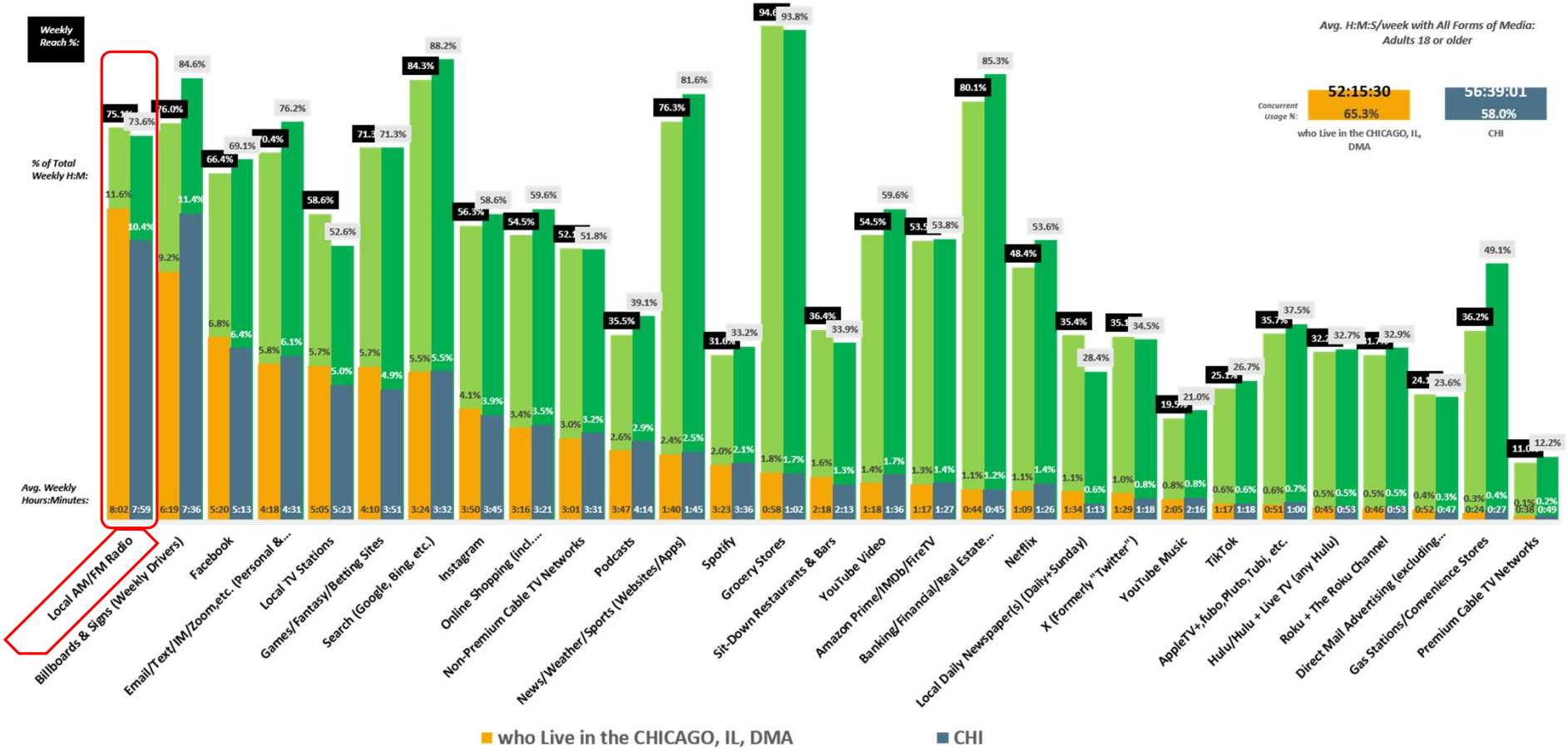
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M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 4 hours, 15 minutes and 30 seconds each week with All Forms of Media.

75.1% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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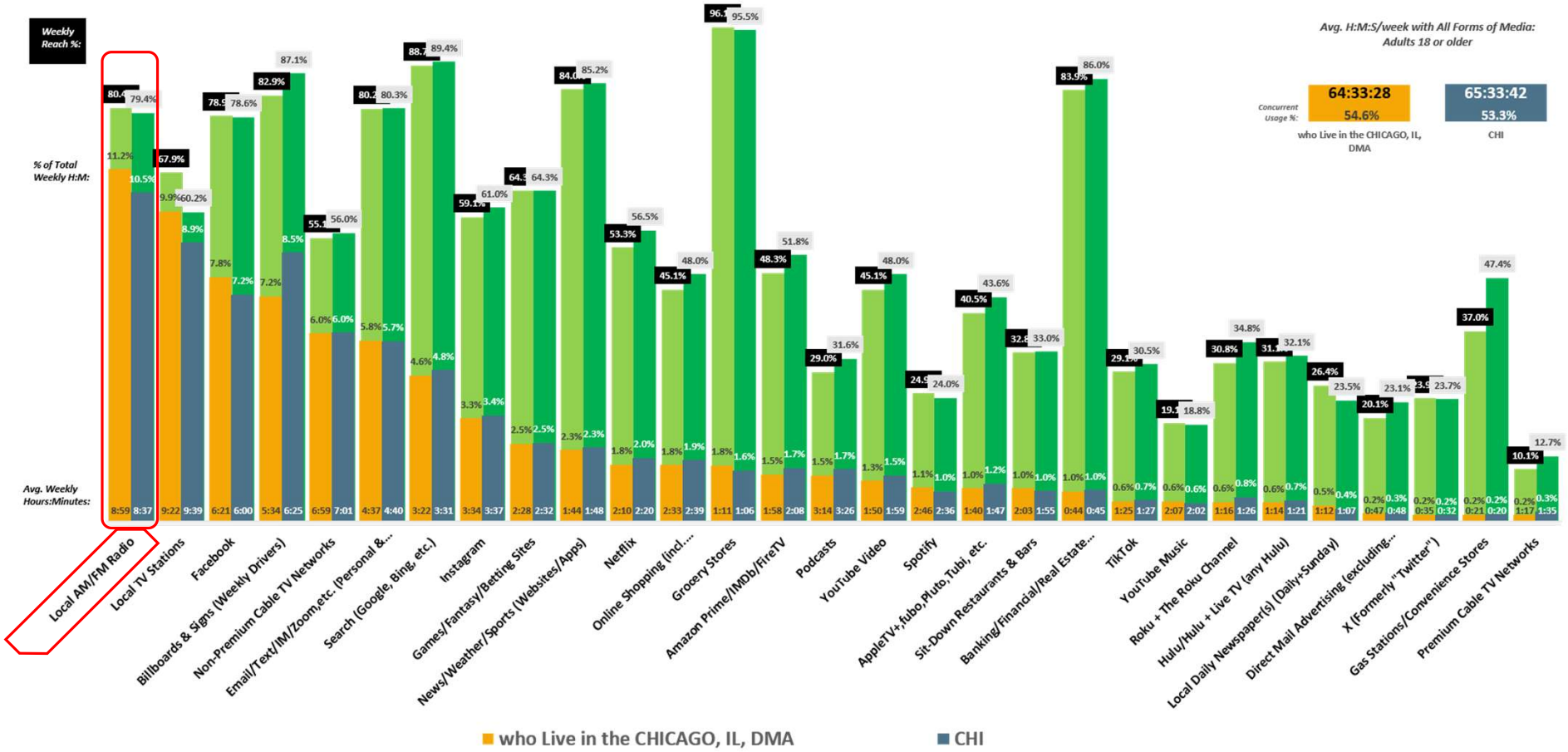
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P35-64

Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 16 hours, 33 minutes and 28 seconds each week with All Forms of Media.

80.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



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CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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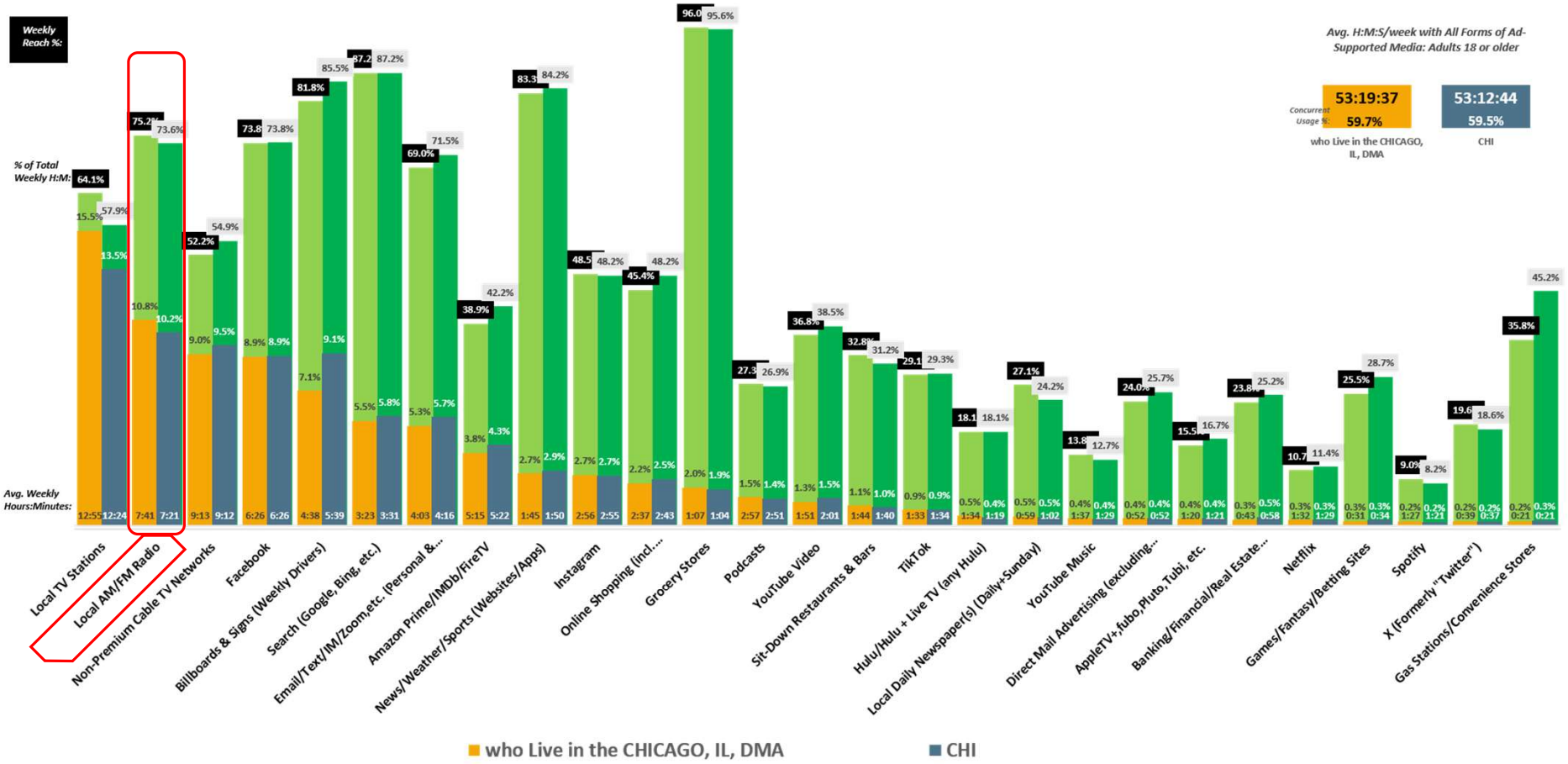
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P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 5 hours, 19 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



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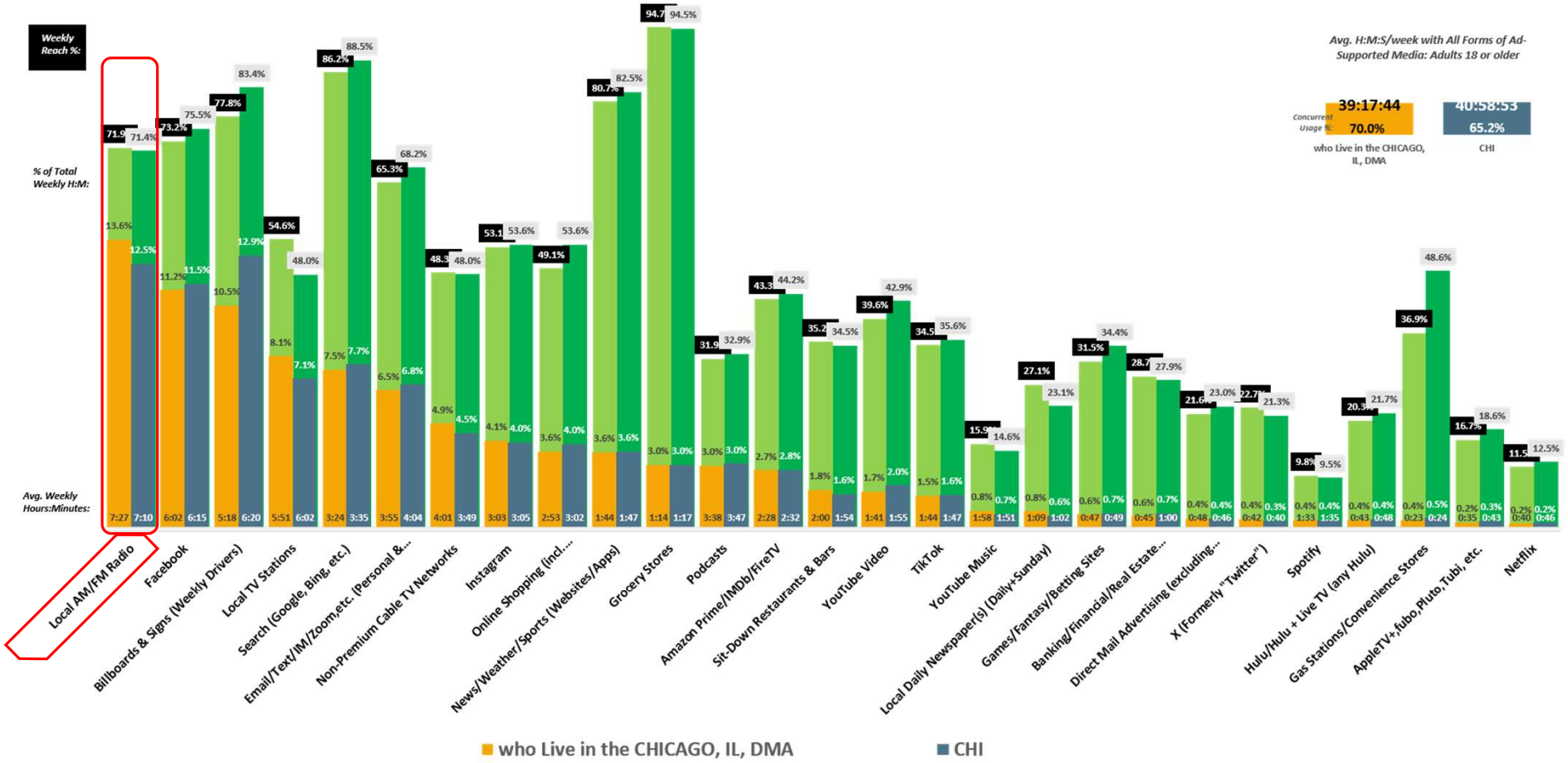
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P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 15 hours, 17 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

71.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% of total time spent with all forms of Ad-Supported Media.



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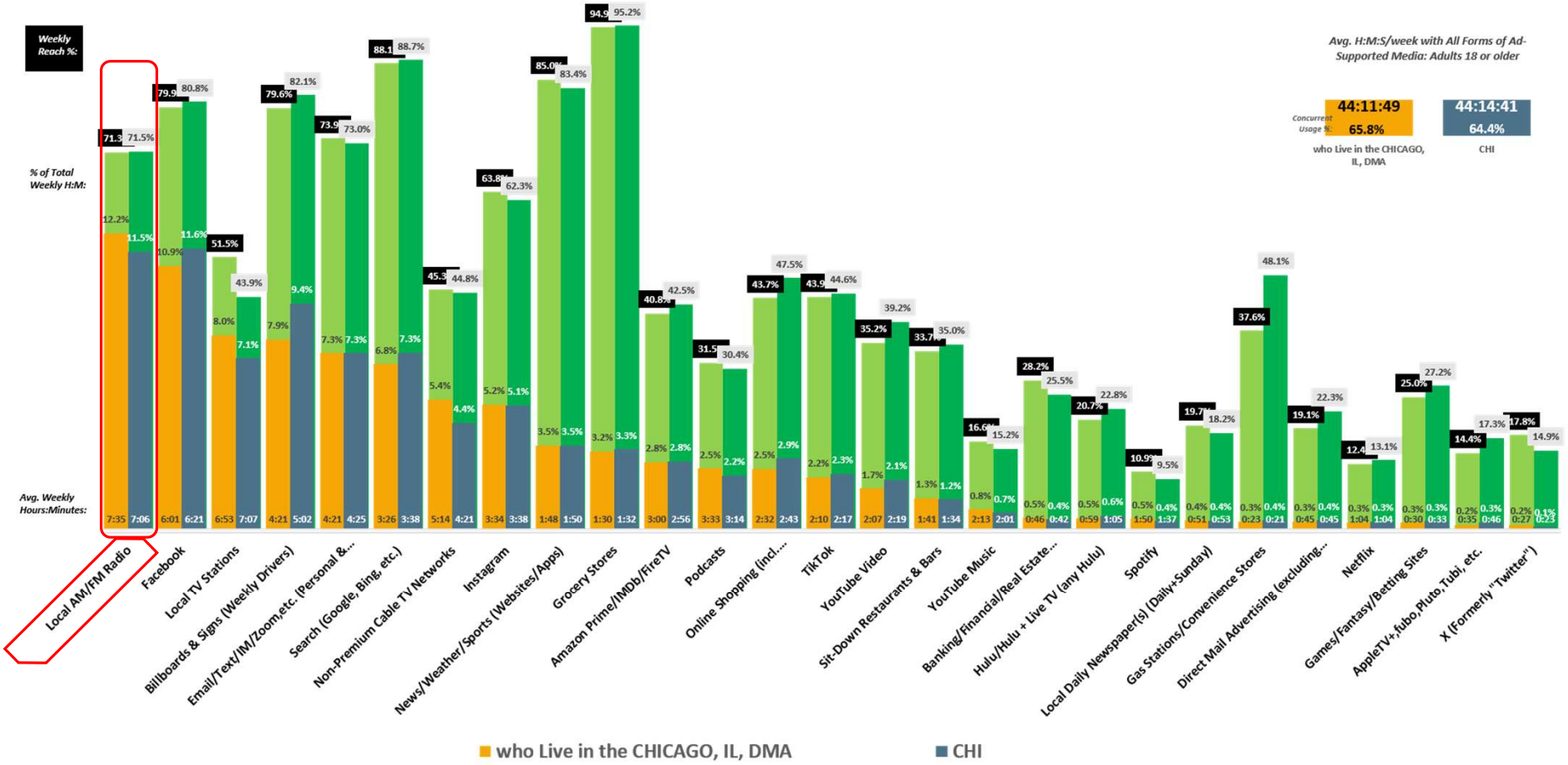
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W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 20 hours, 11 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

71.3% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



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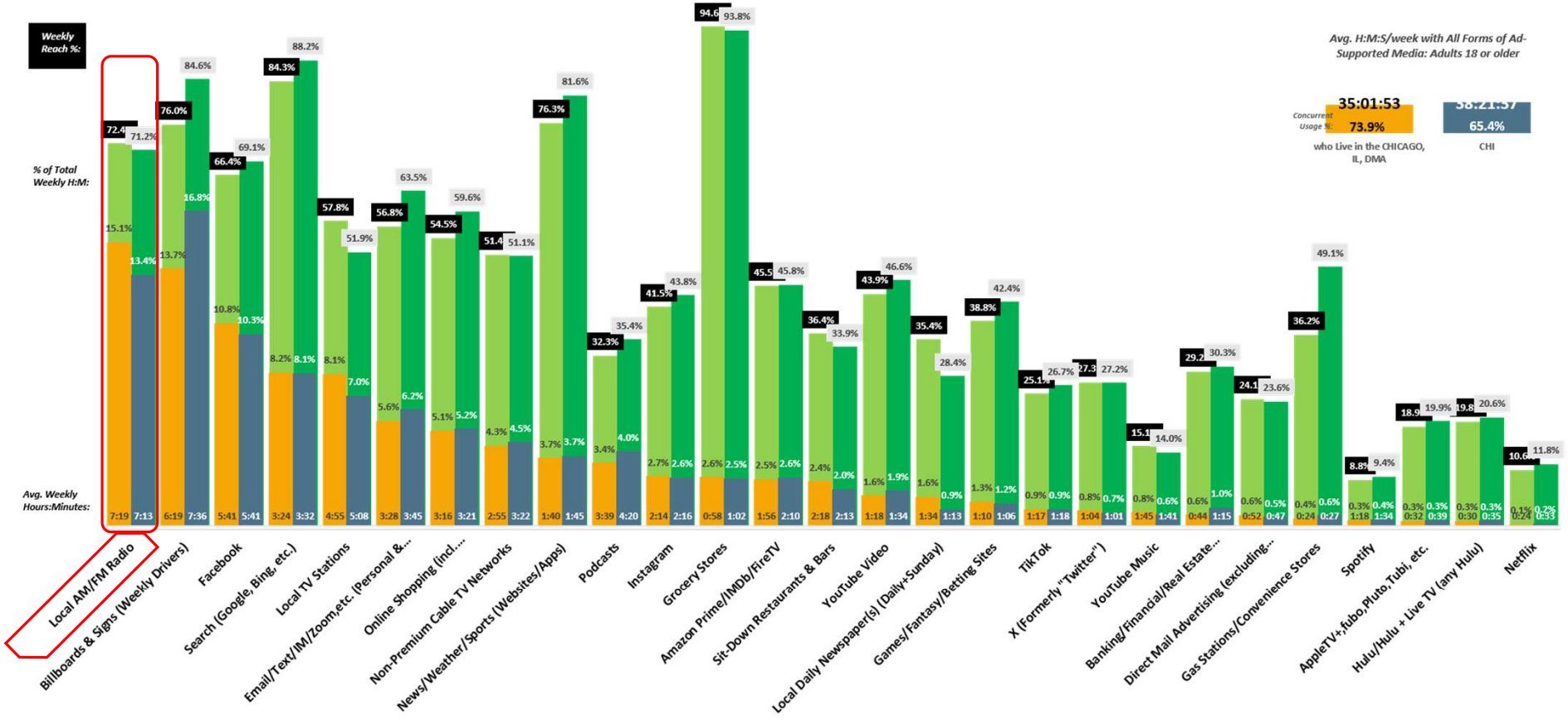
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M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 11 hours, 1 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

72.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.



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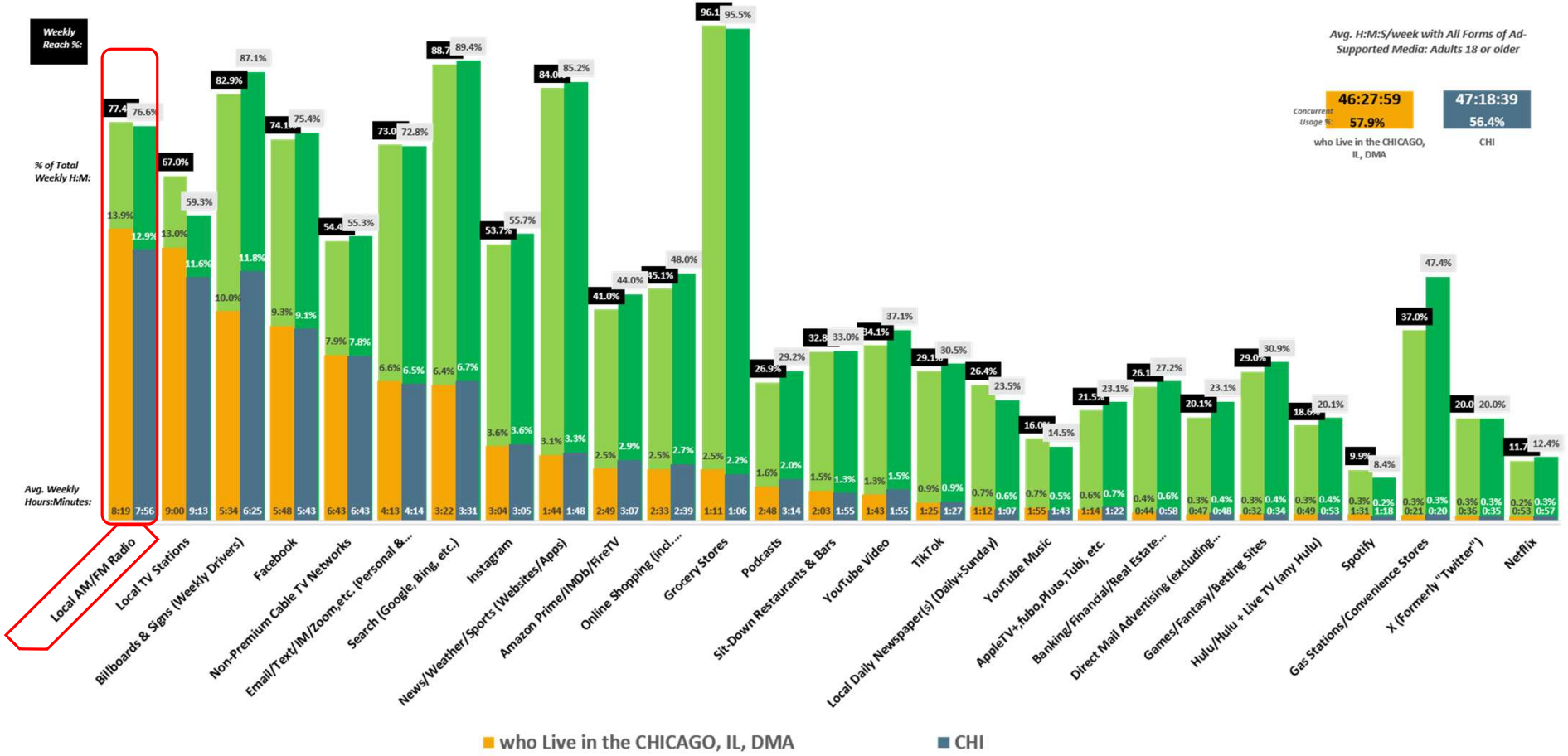
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P35-64

Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 22 hours, 27 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

77.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.



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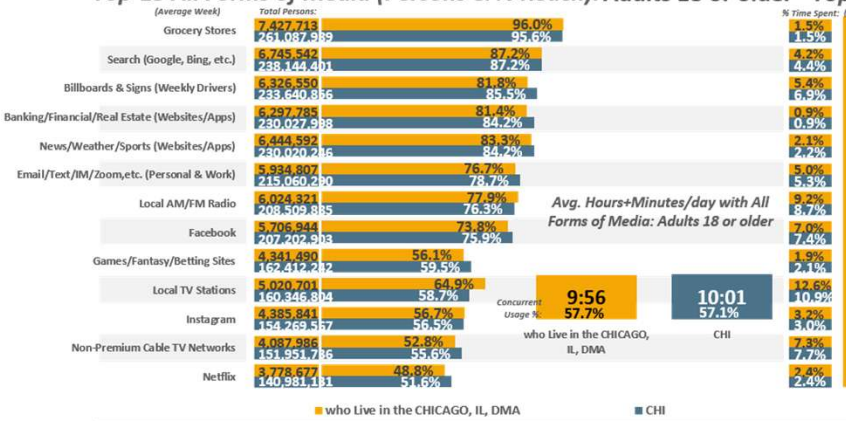
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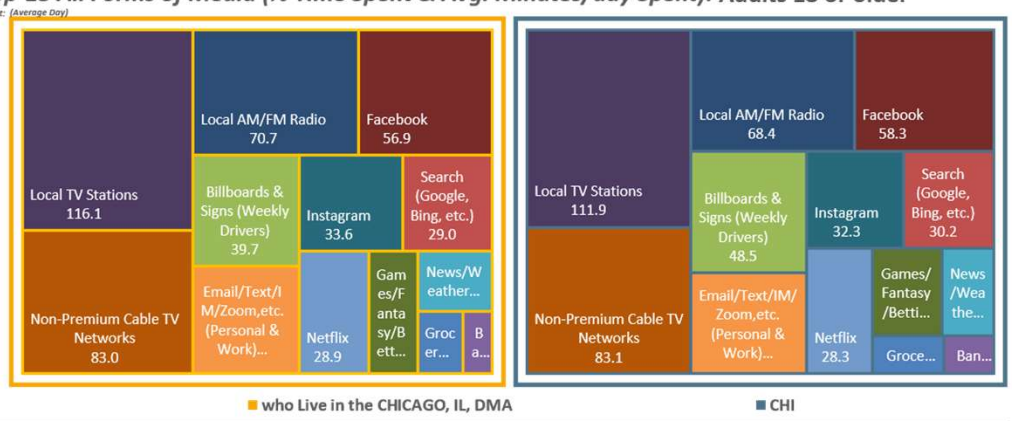
P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

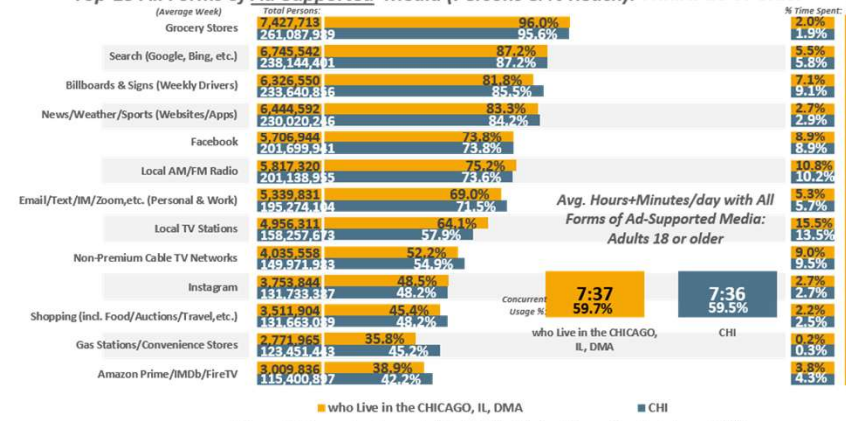
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



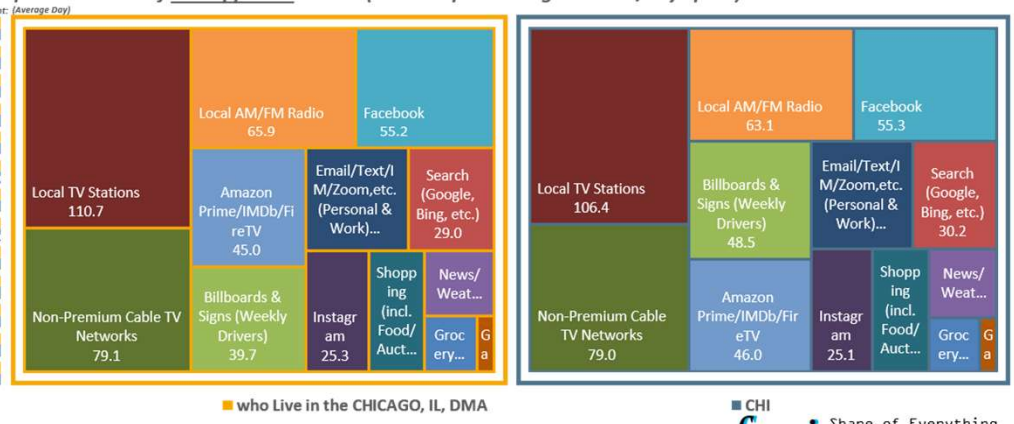
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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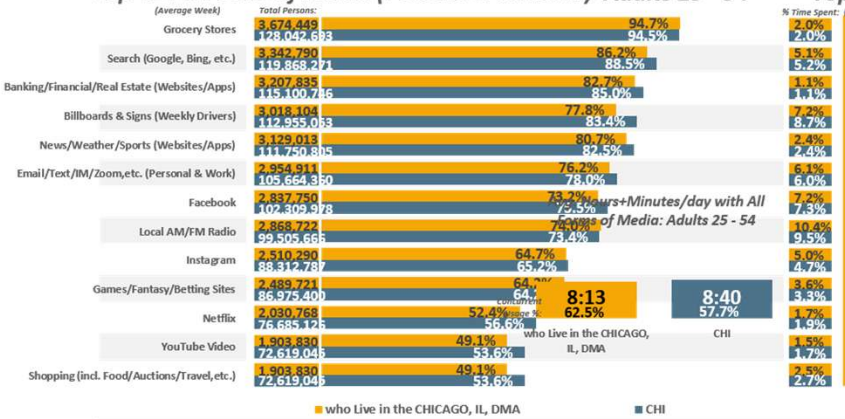
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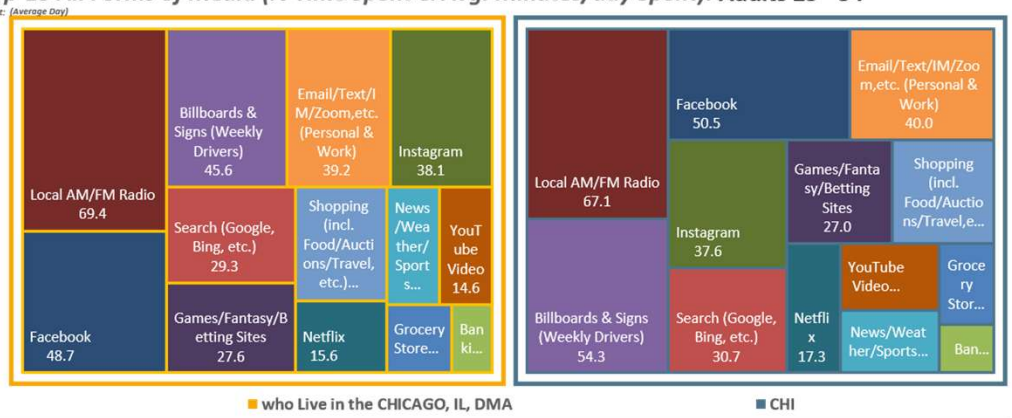
P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 36 minutes each day with All Forms of Ad-Supported Media. 71.9% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 13.6% of Time with Ad-Supported Media.)*

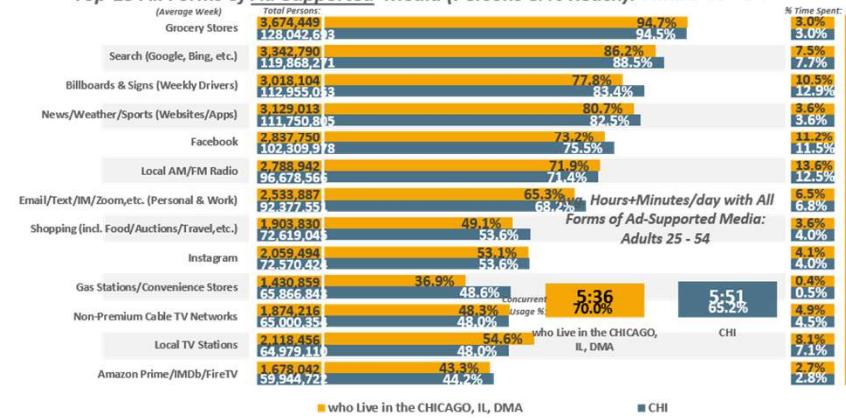
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



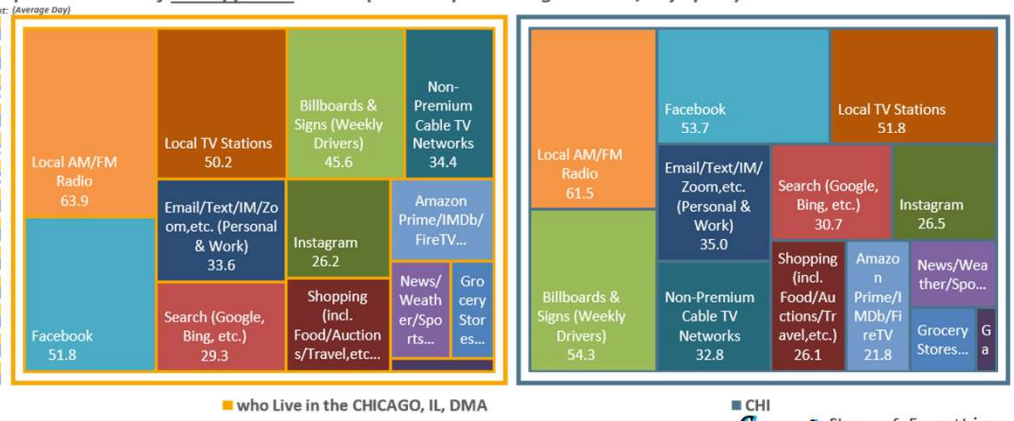
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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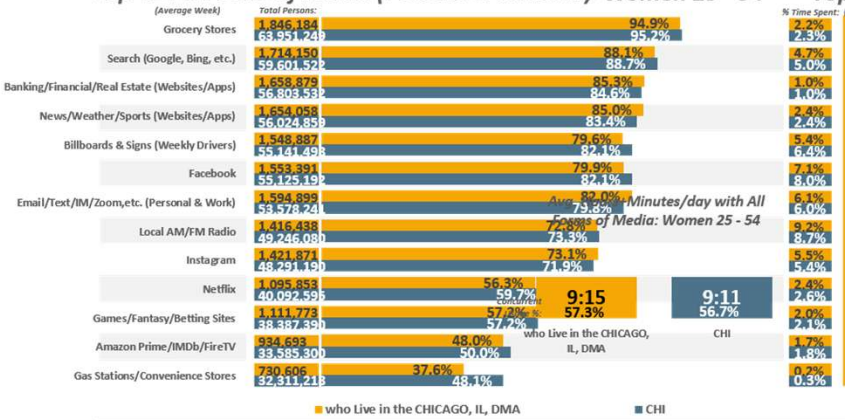
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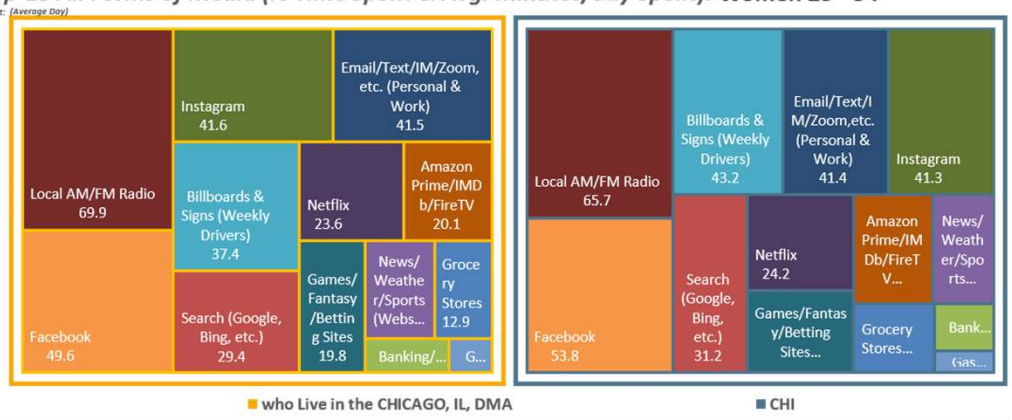
W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 18 minutes each day with All Forms of Ad-Supported Media. 71.3% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

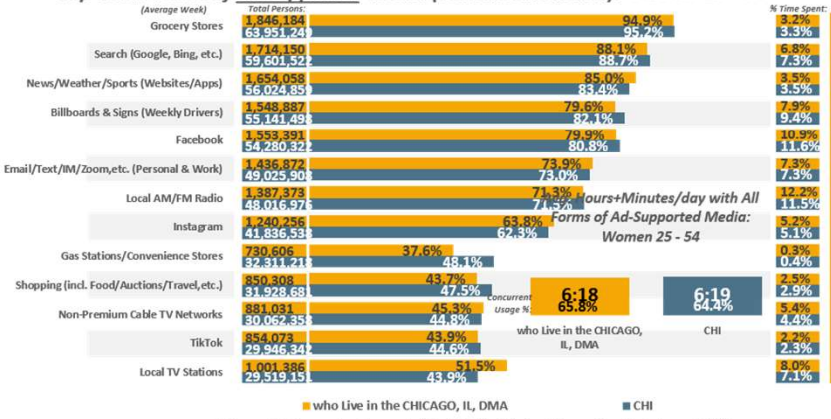
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



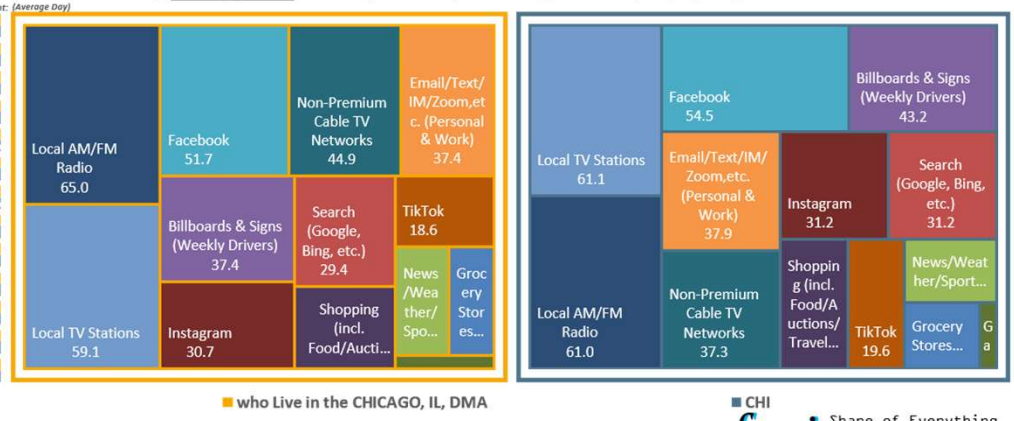
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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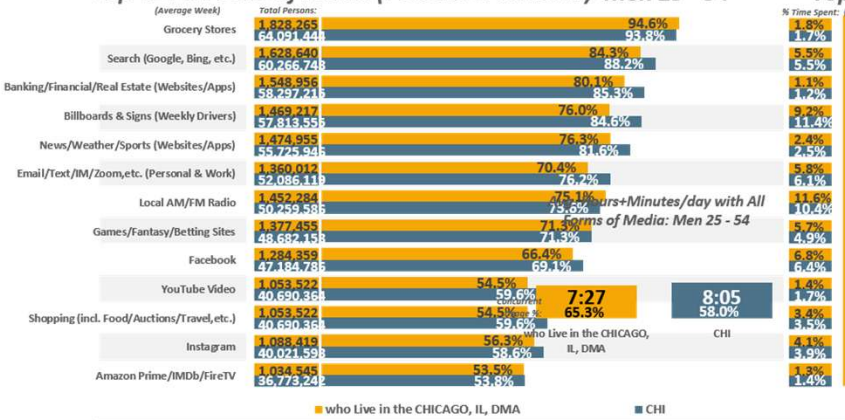
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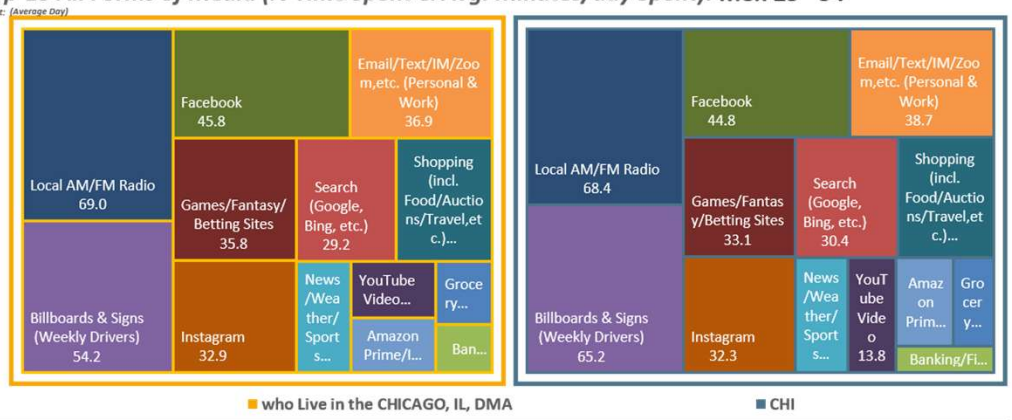
M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 0 minutes each day with All Forms of Ad-Supported Media. 72.4% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. *(Local Radio delivers 15.1% of Time with Ad-Supported Media.)*

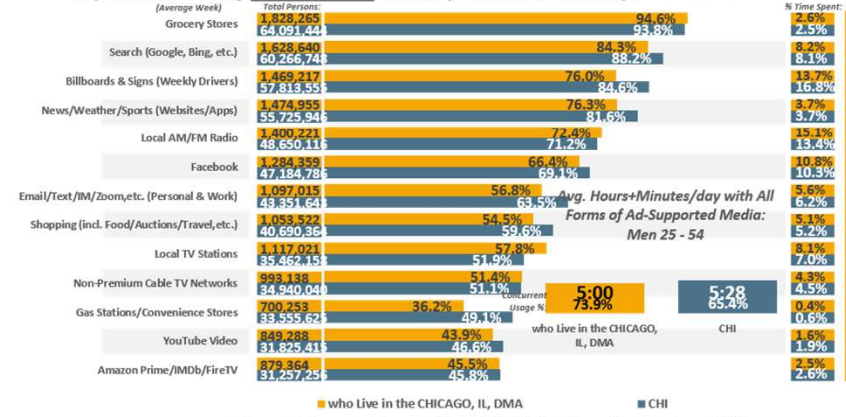
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



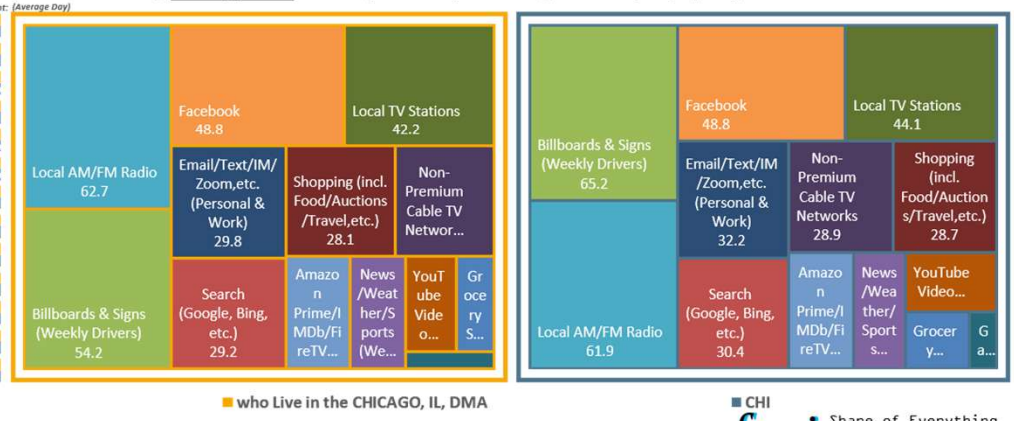
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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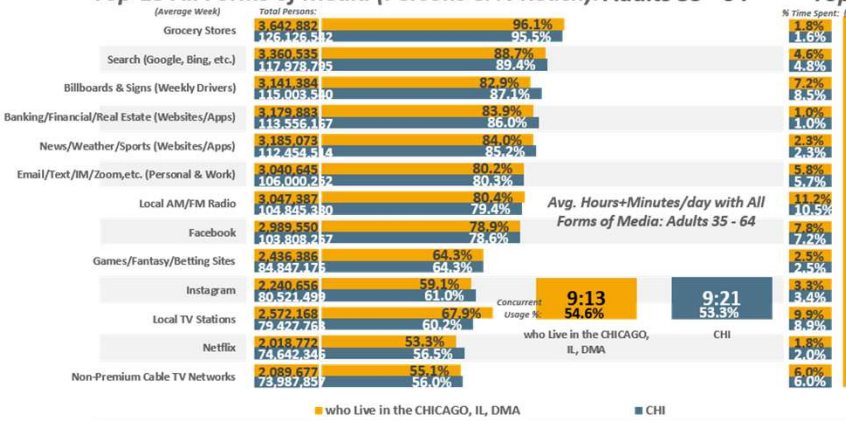
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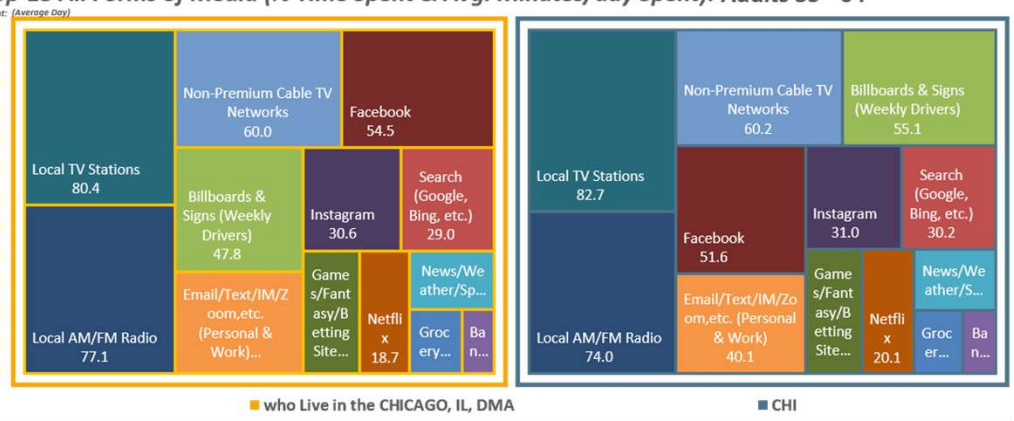
P35-64

Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

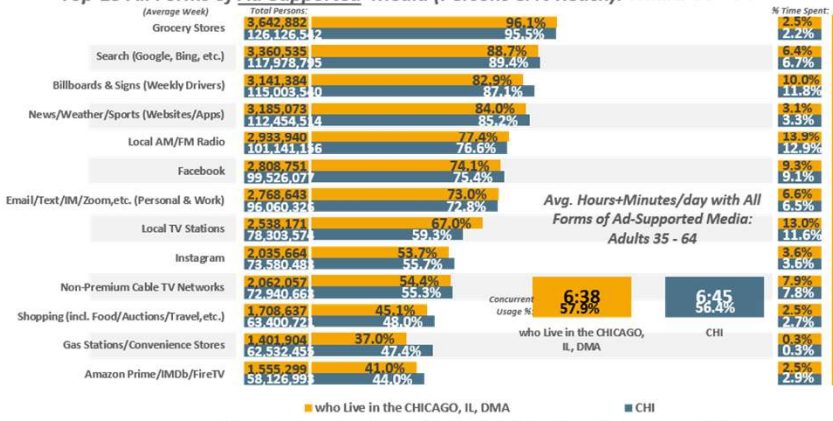
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



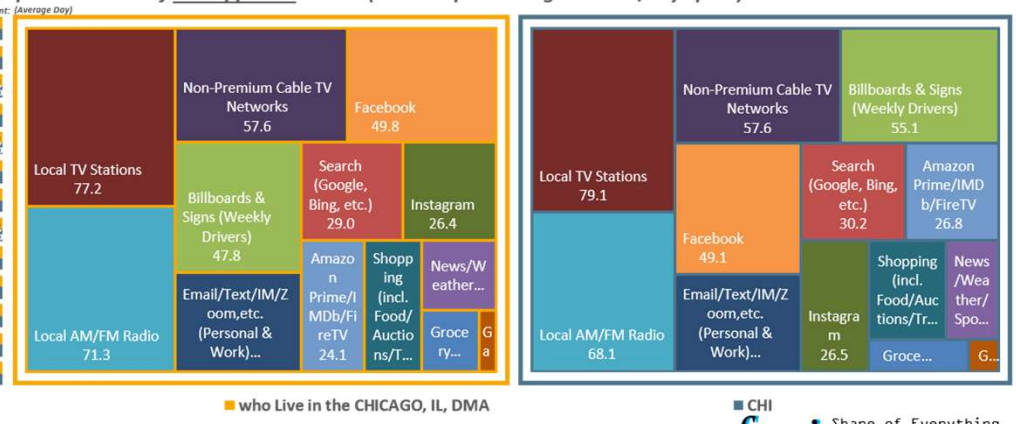
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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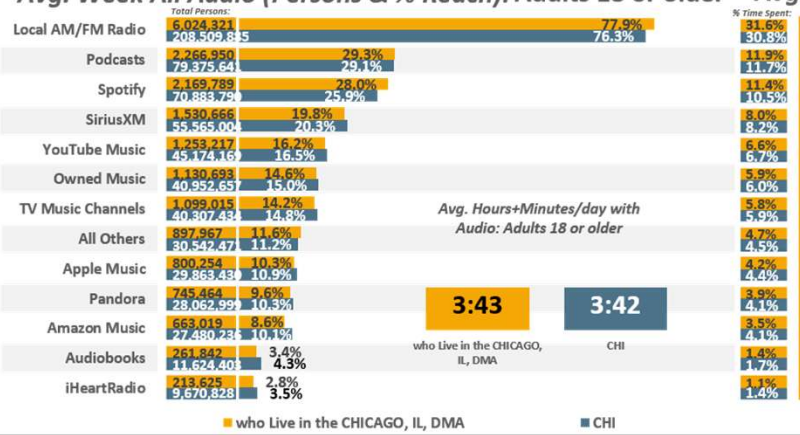
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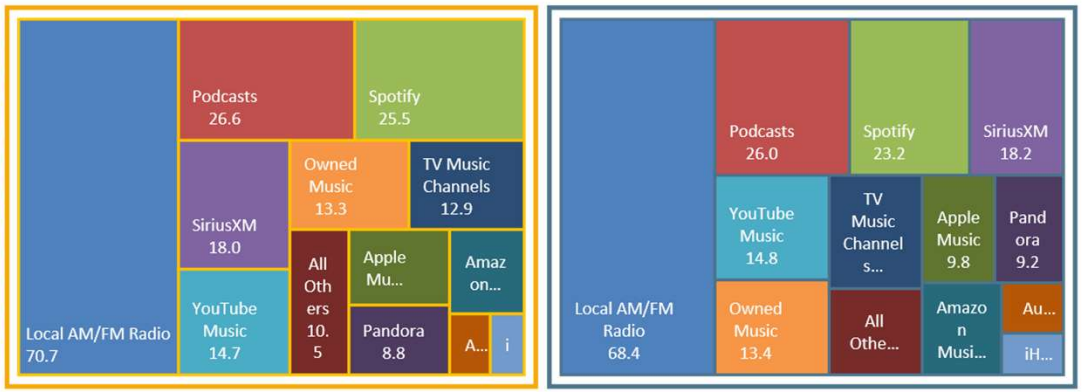
P18+

5,817,320 or 75.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

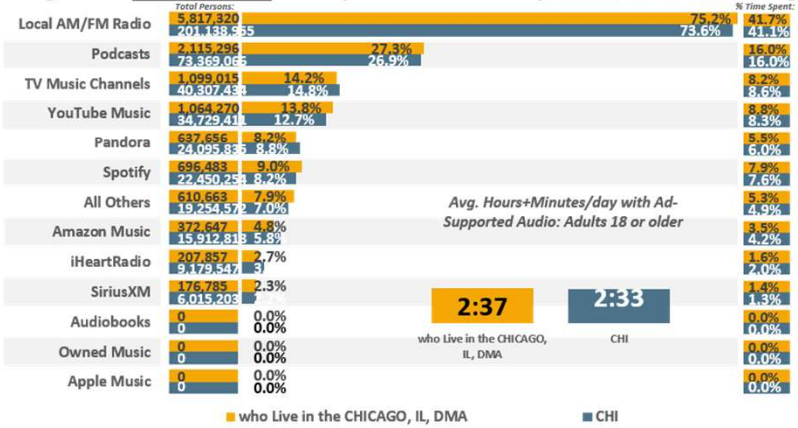
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



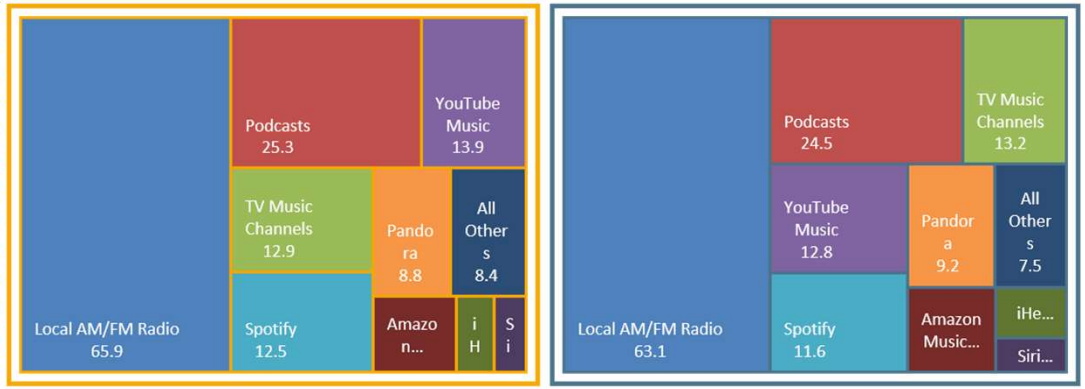
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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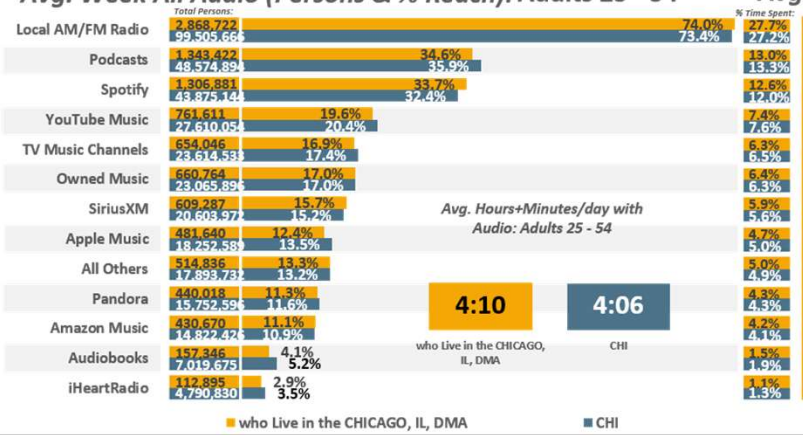
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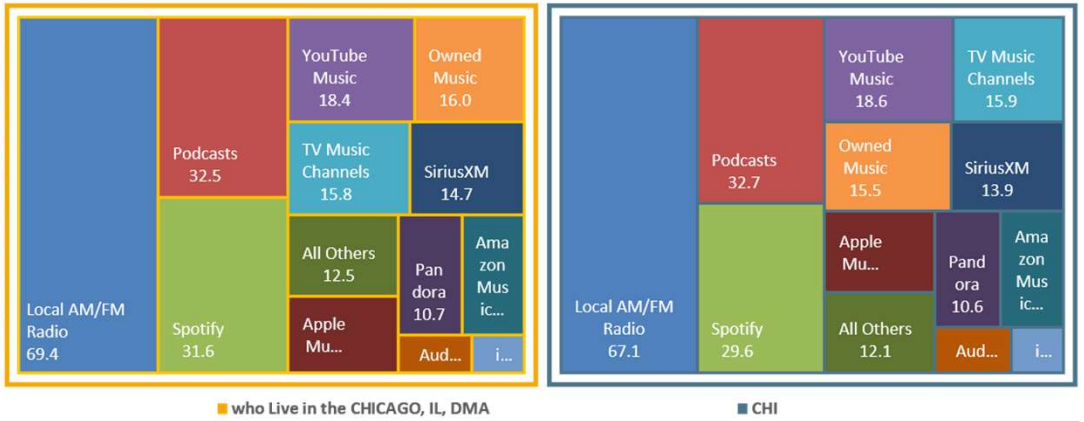
P25-54

2,788,942 or 71.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

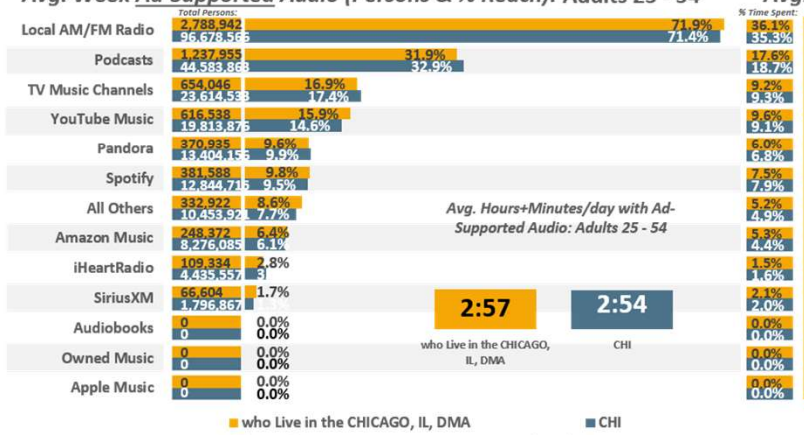
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



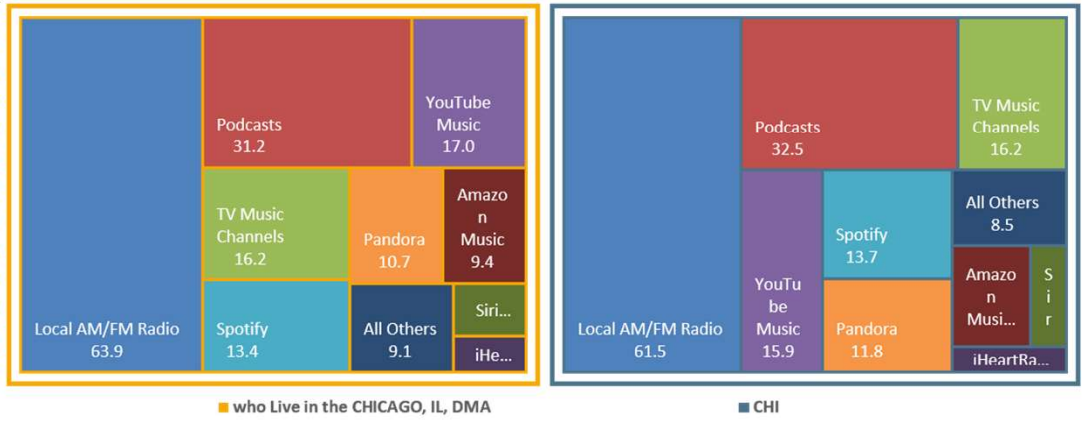
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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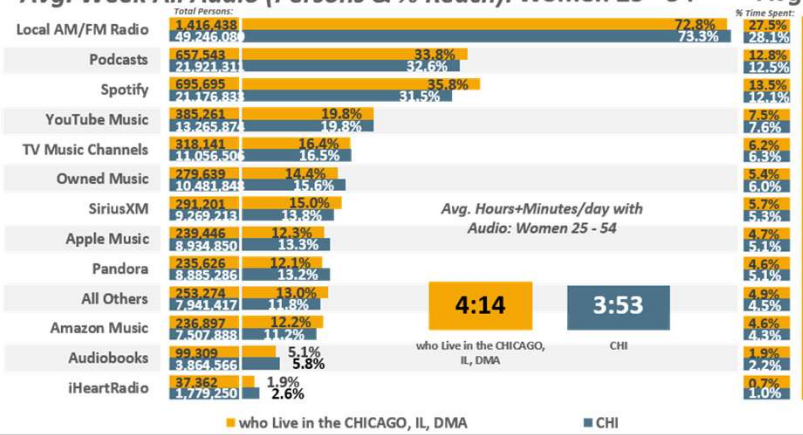
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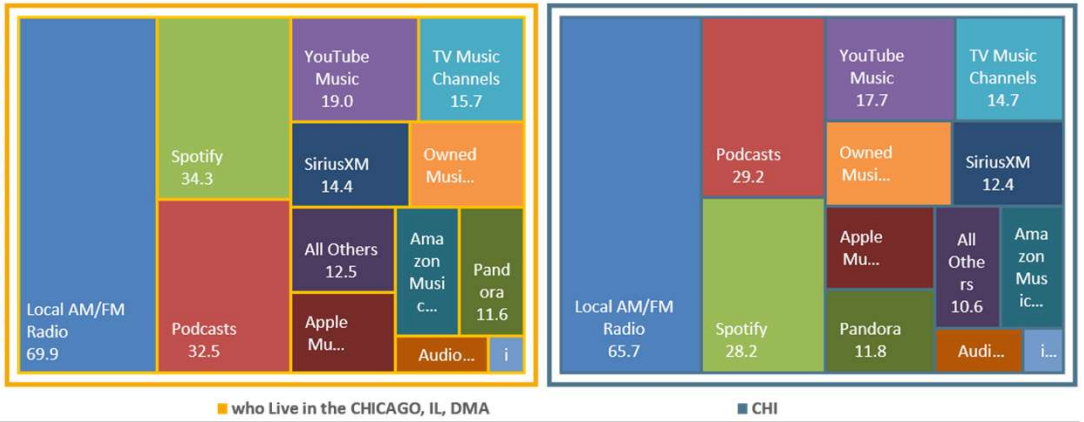
W25-54

1,387,373 or 71.3% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

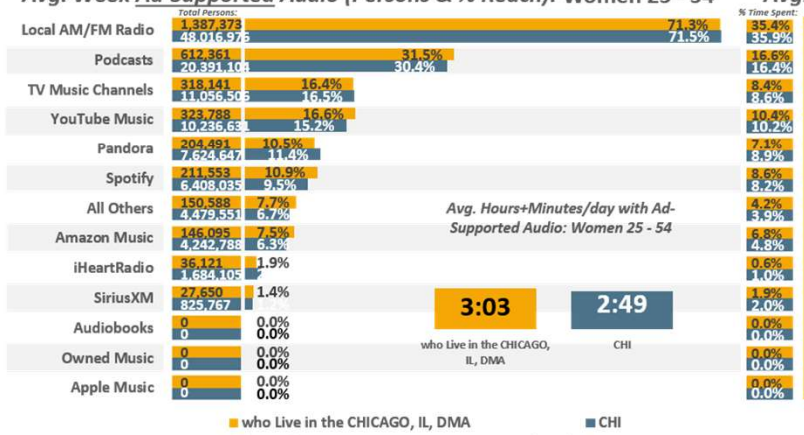
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



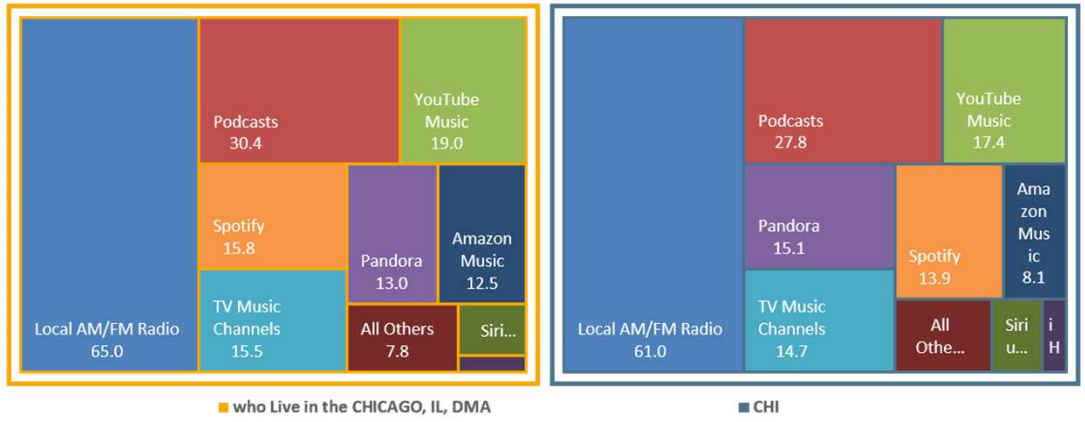
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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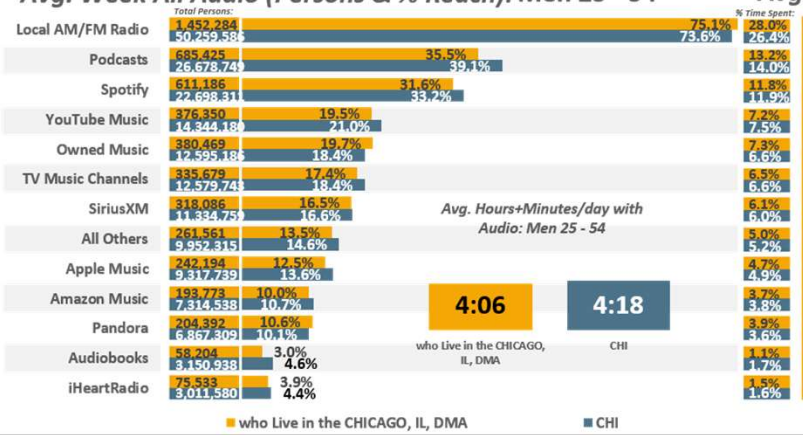
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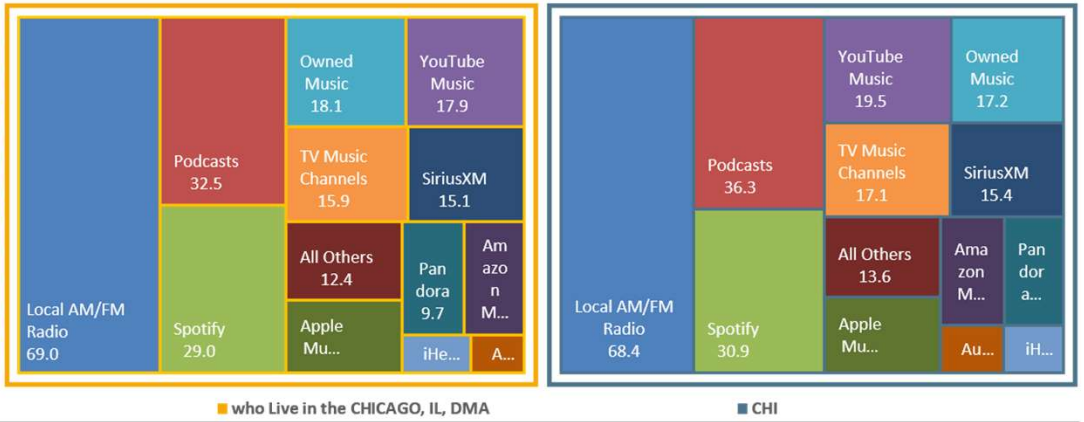
M25-54

1,400,221 or 72.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

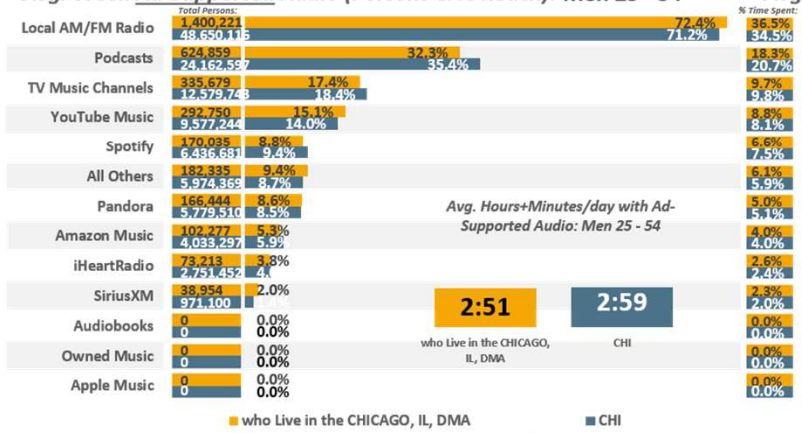
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



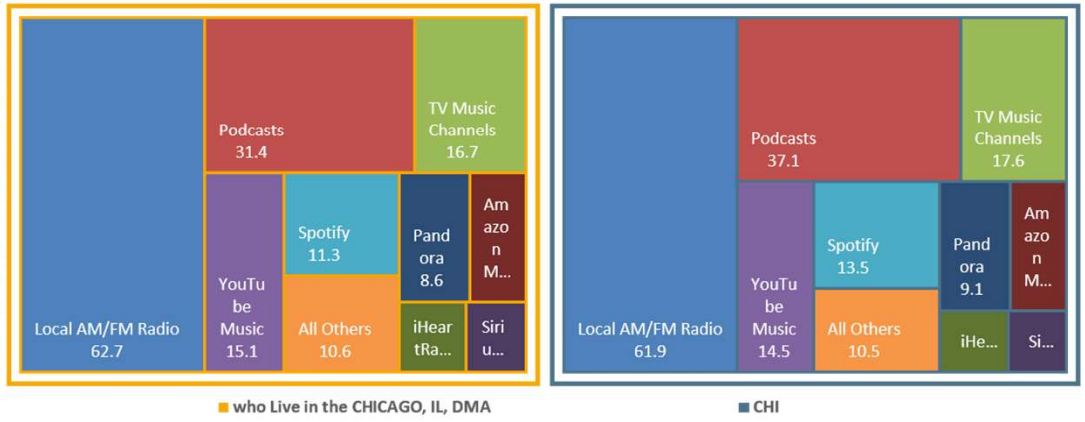
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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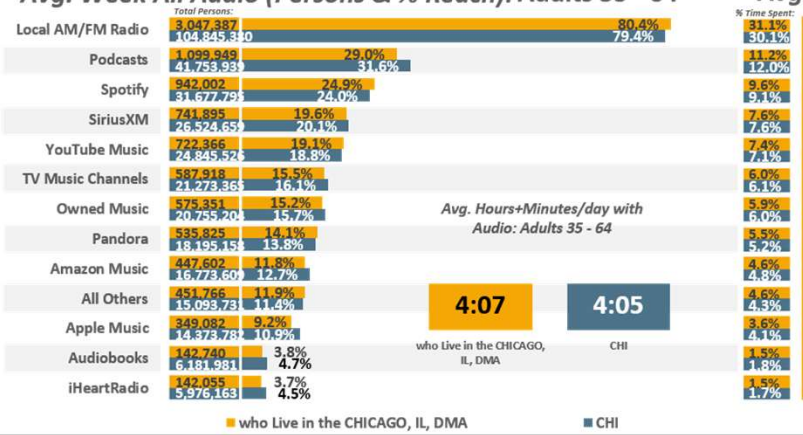
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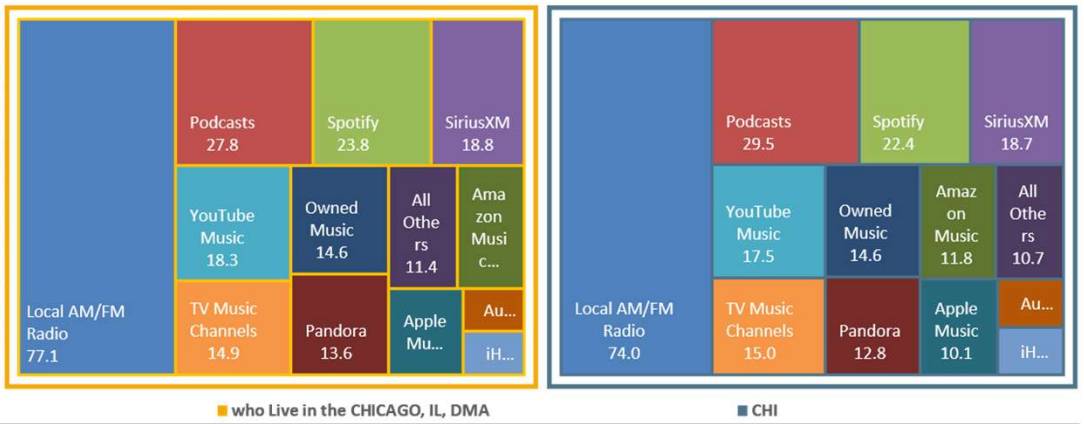
P35-64

2,933,940 or 77.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

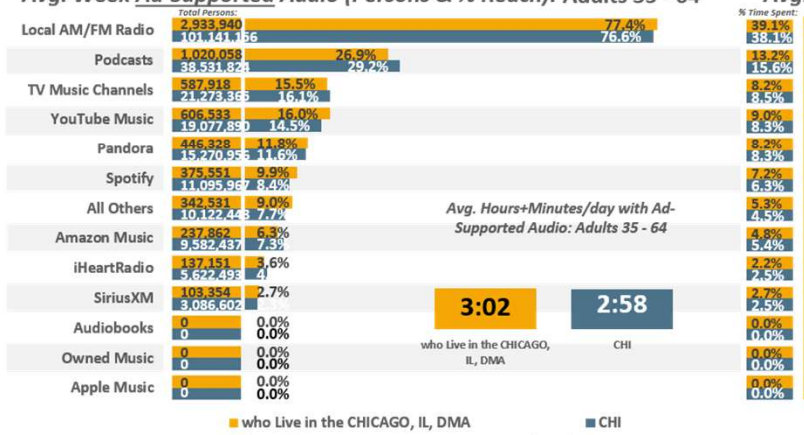
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



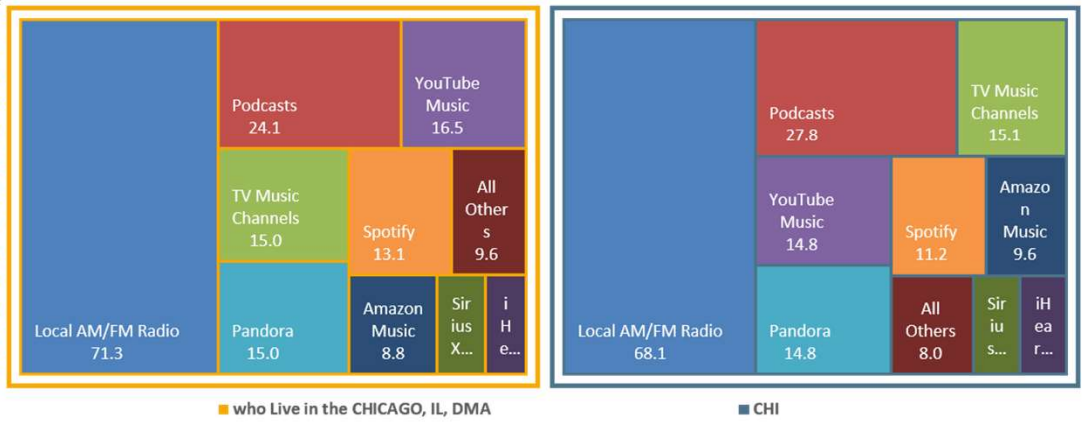
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

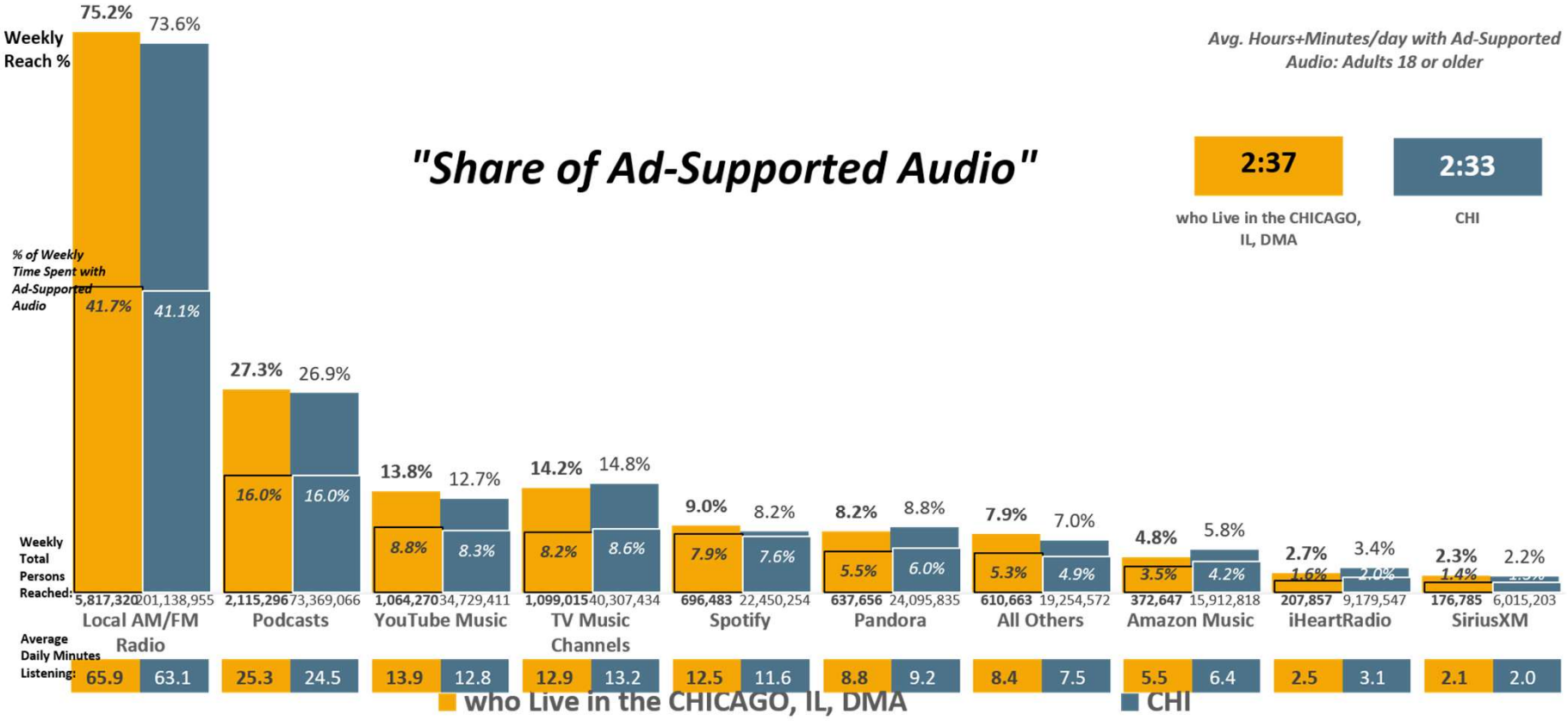
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P18+

5,817,320 or 75.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

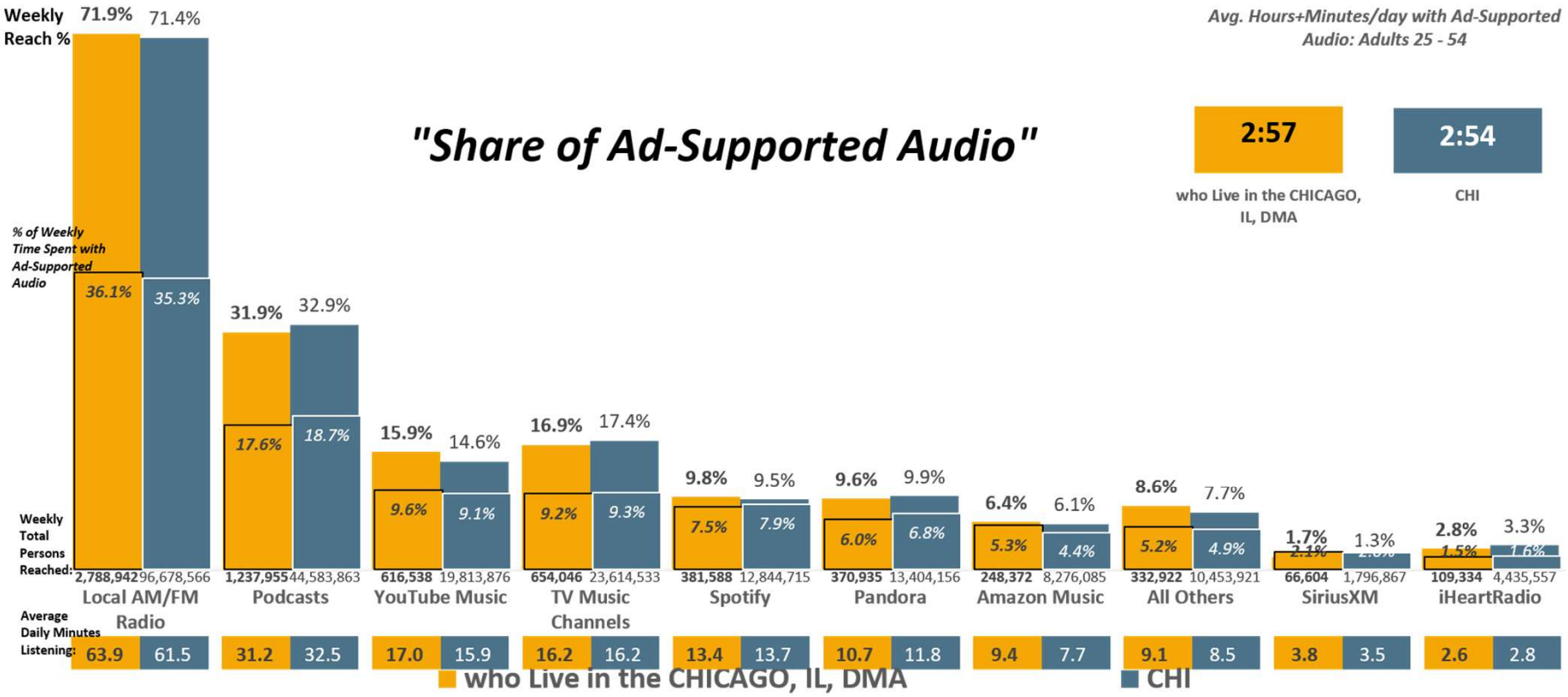
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P25-54

2,788,942 or 71.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

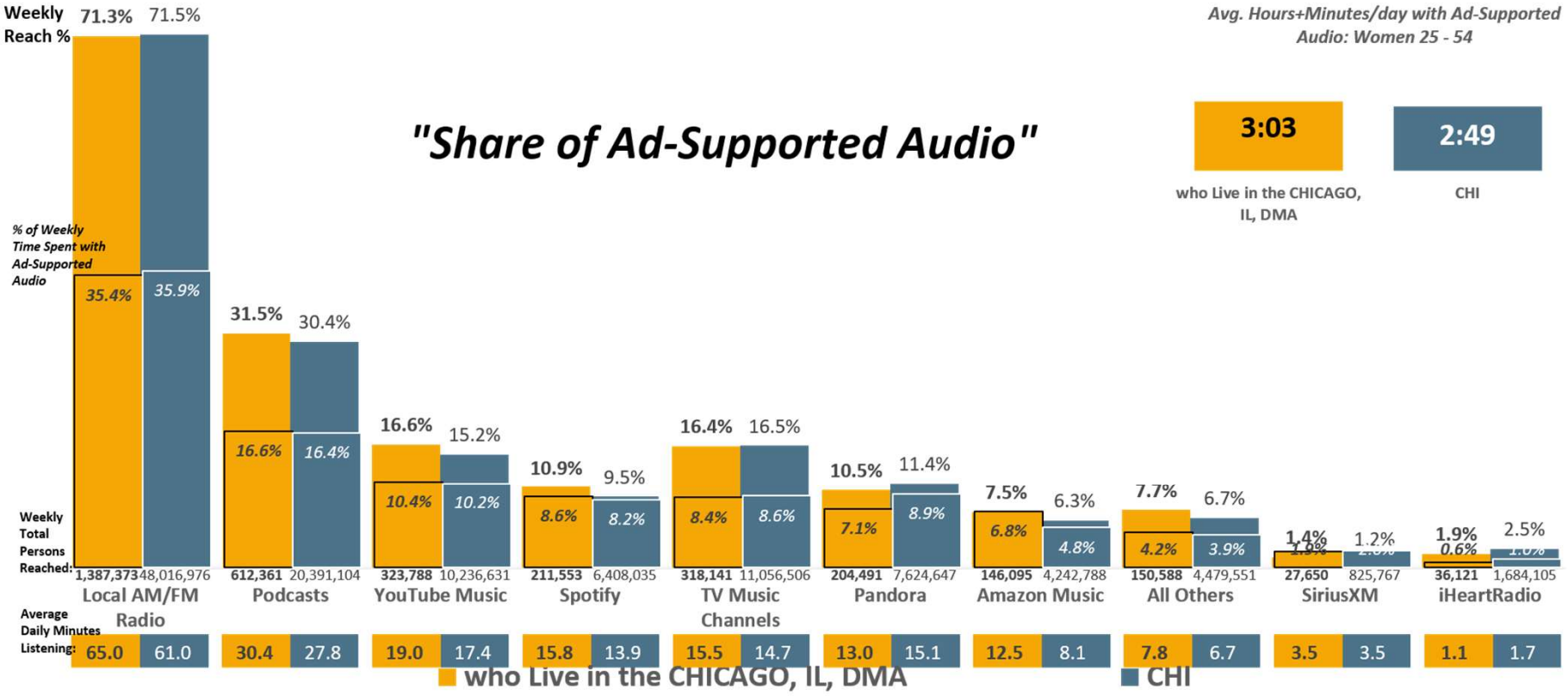
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W25-54

1,387,373 or 71.3% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

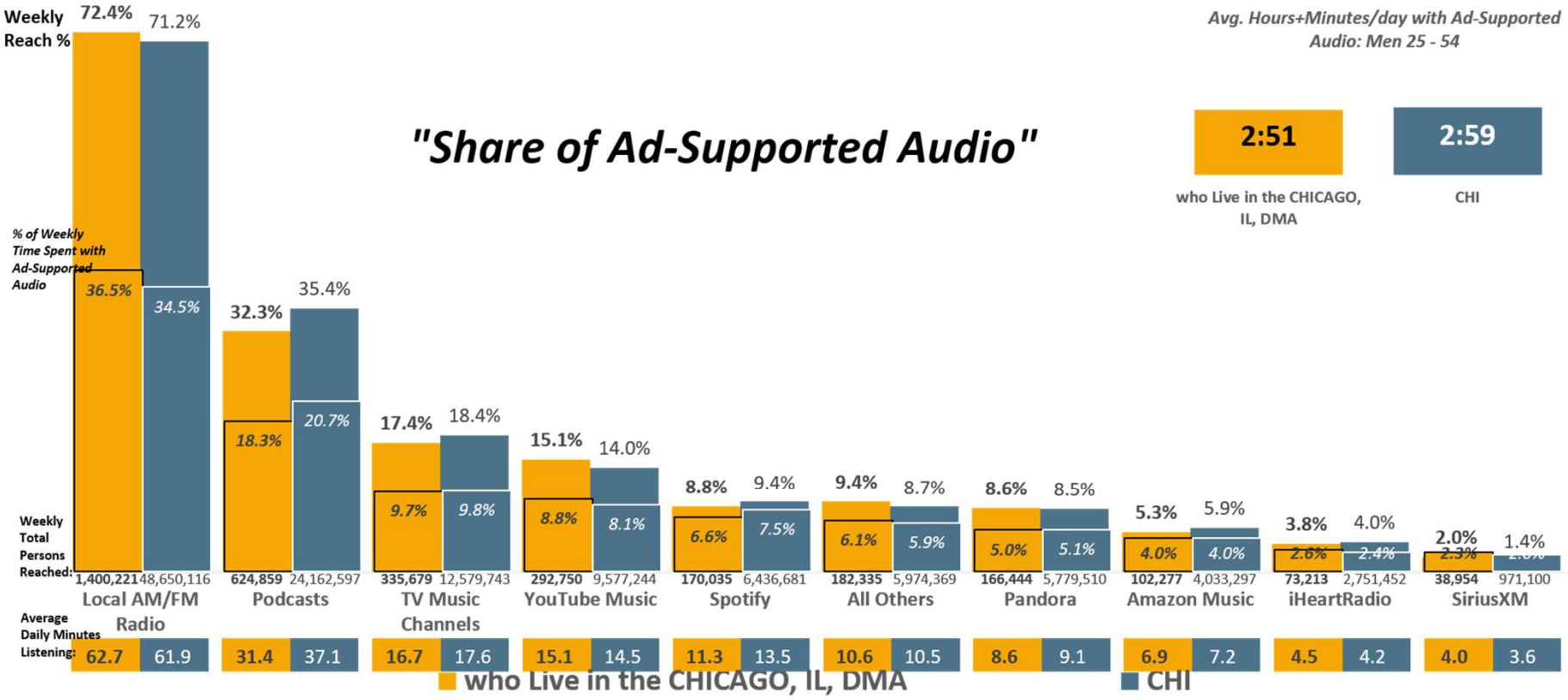
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M25-54

1,400,221 or 72.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

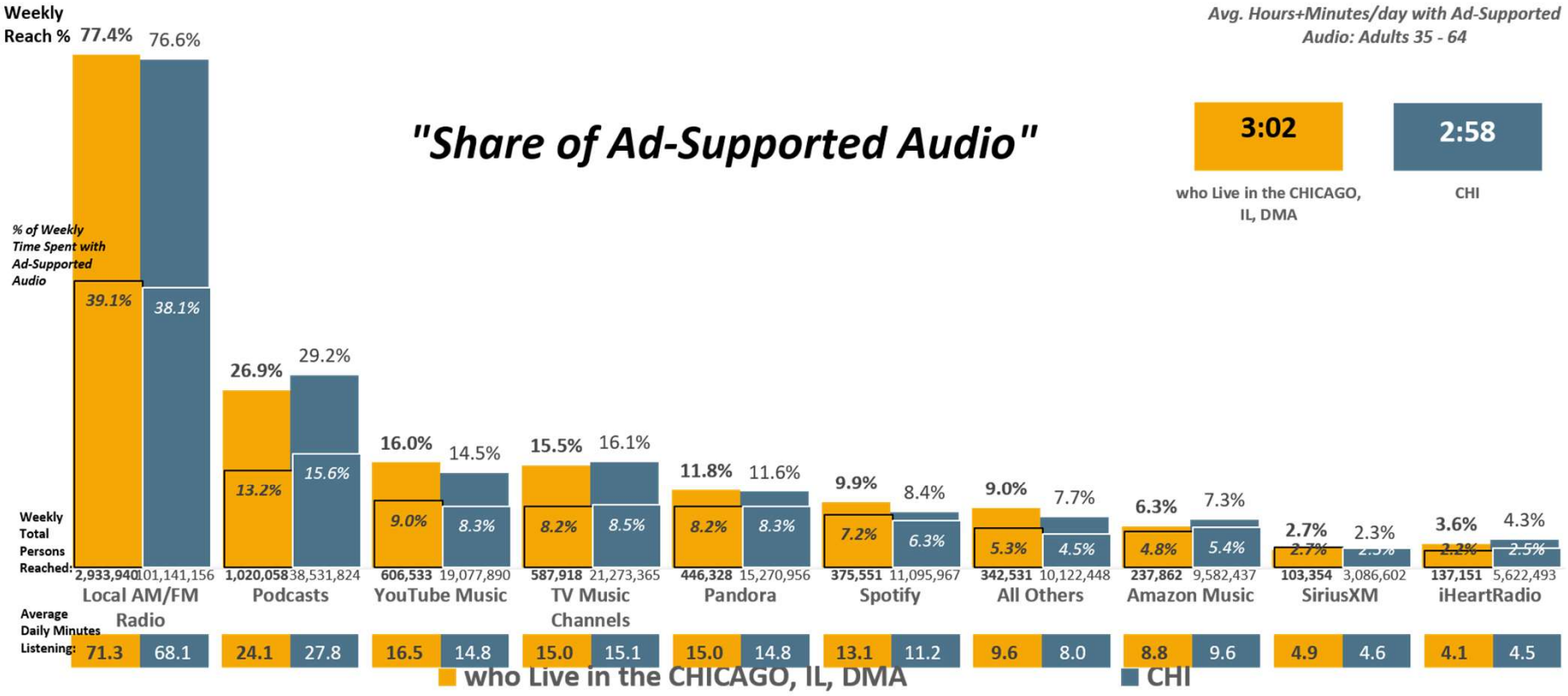
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P35-64

2,933,940 or 77.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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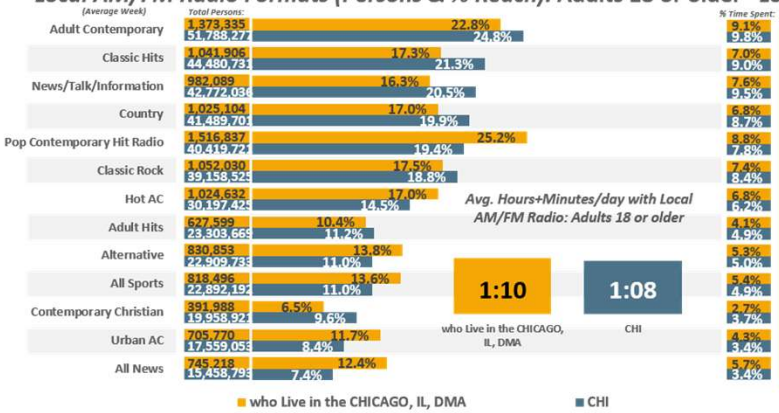
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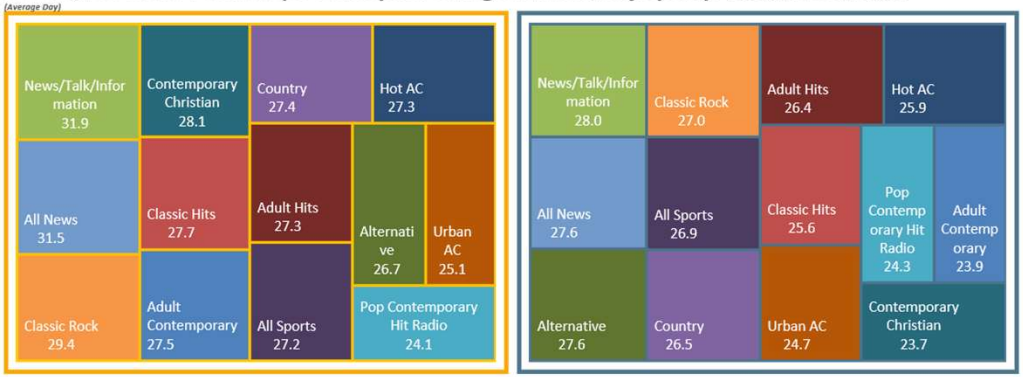
P18+

5,817,320 or 75.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Classic Hits, and Country.

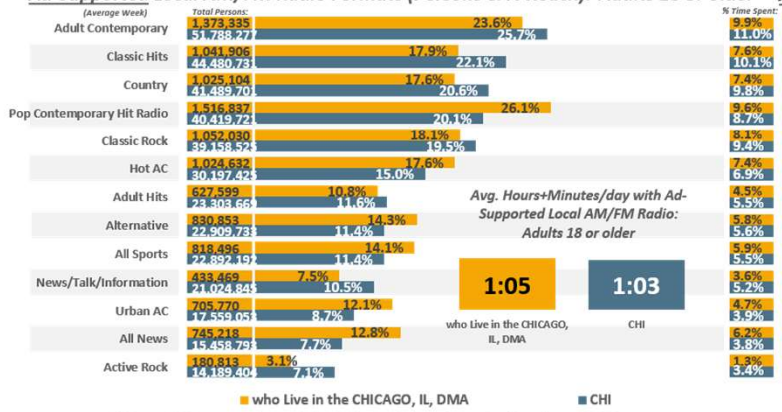
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



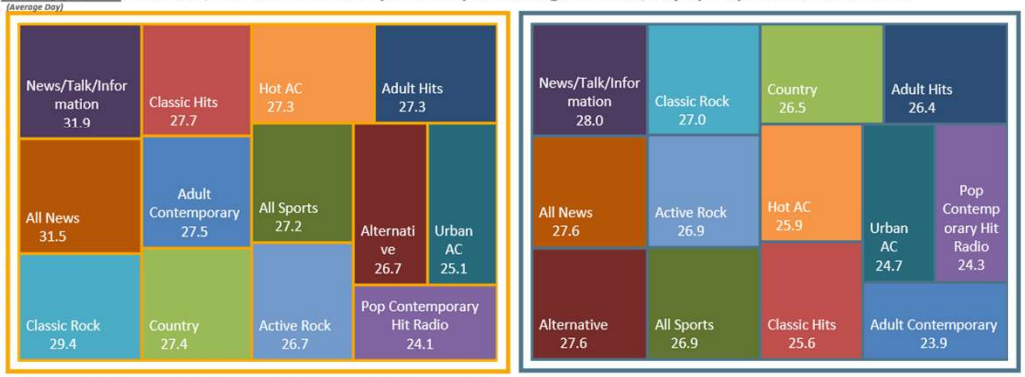
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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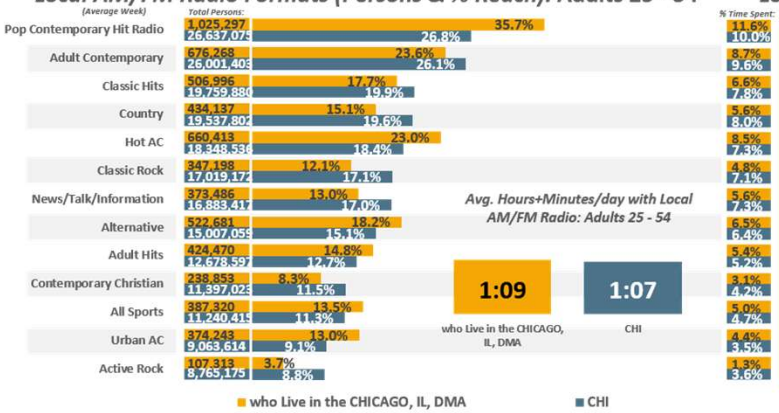
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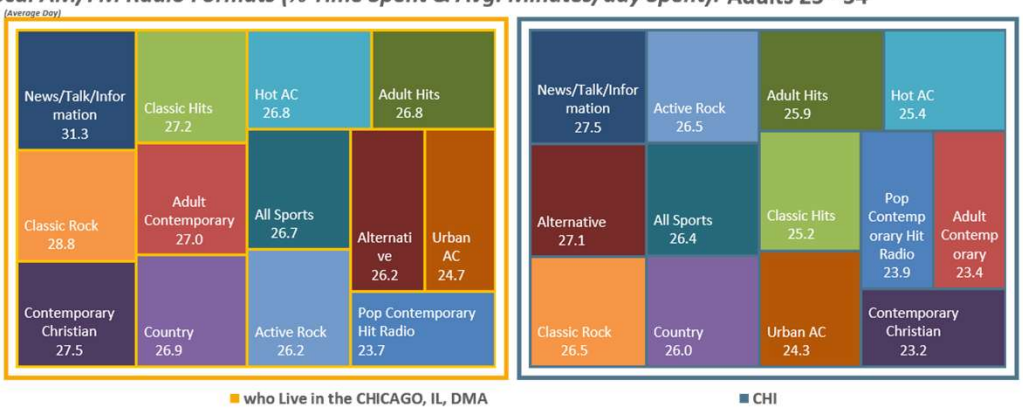
P25-54

2,788,942 or 71.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Alternative, and Classic Hits.

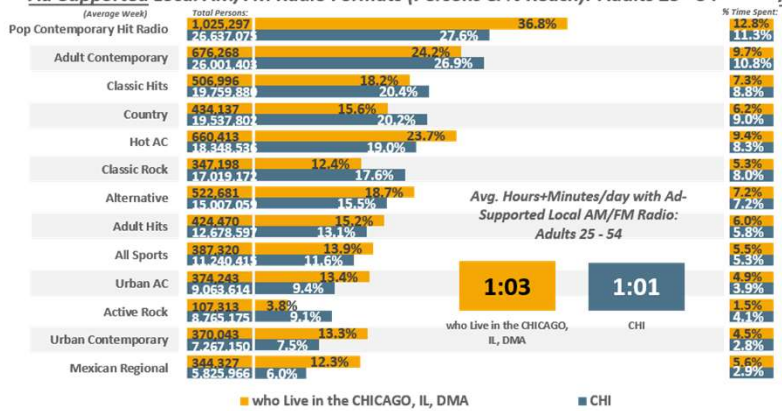
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



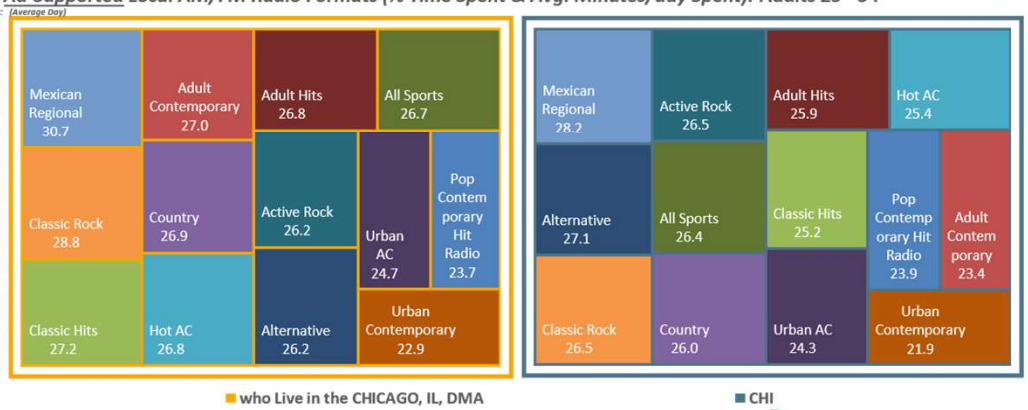
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

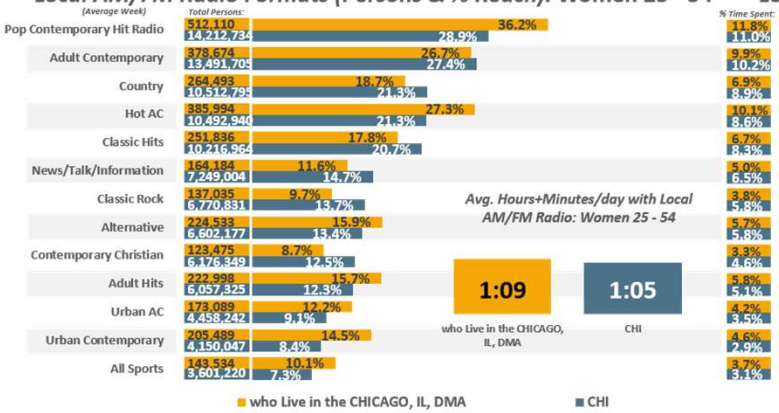
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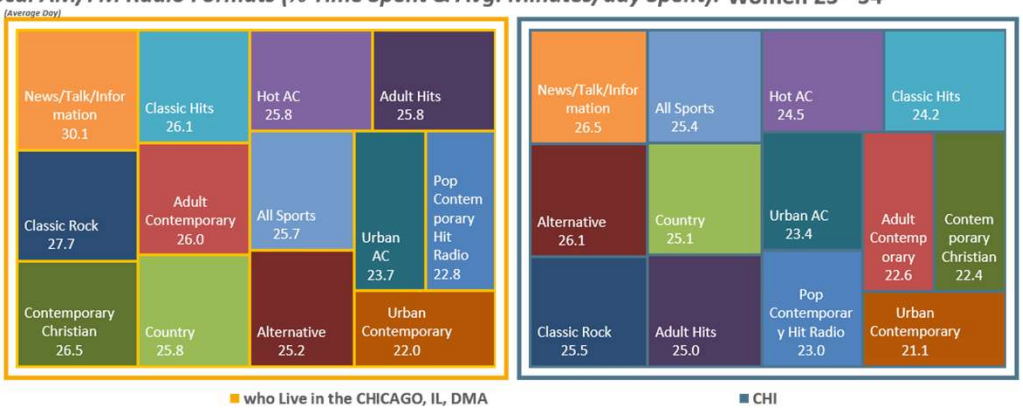


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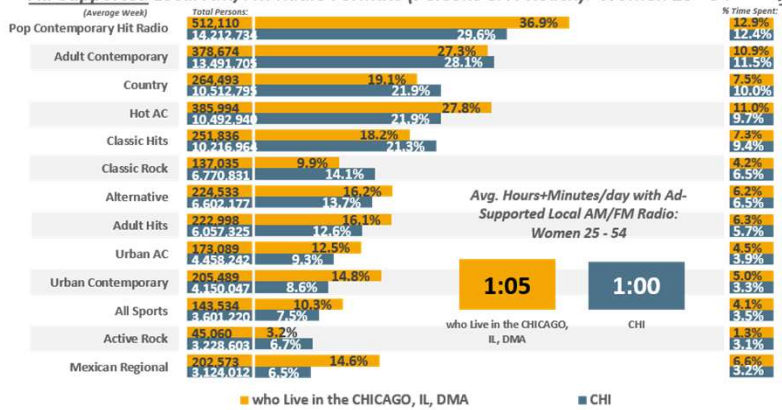
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



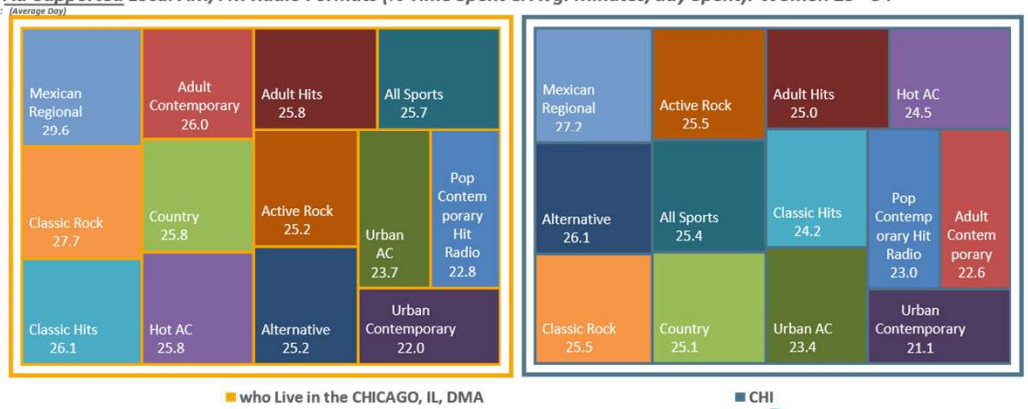
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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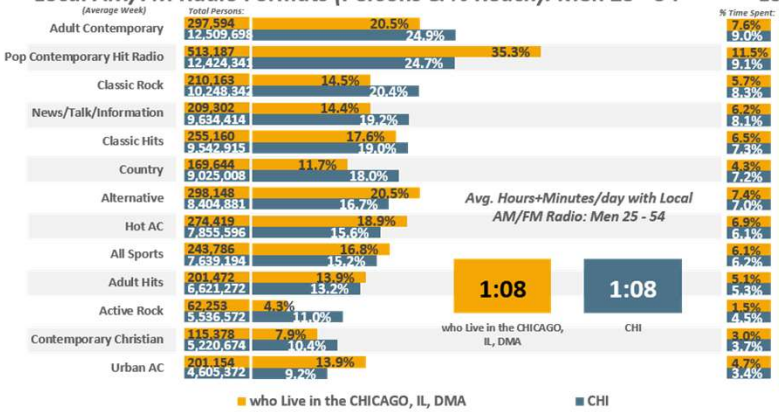
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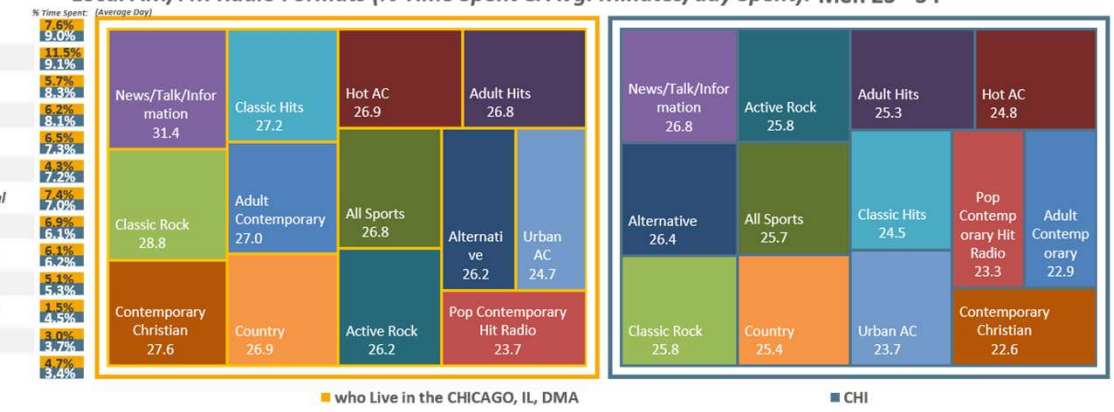
M25-54

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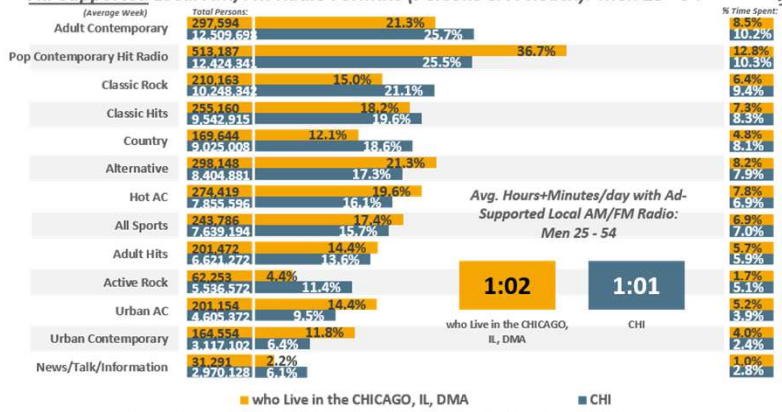
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



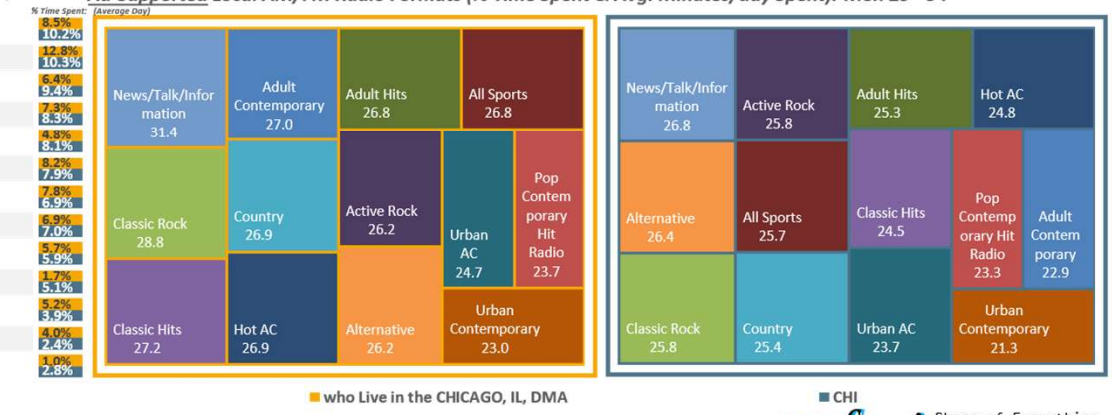
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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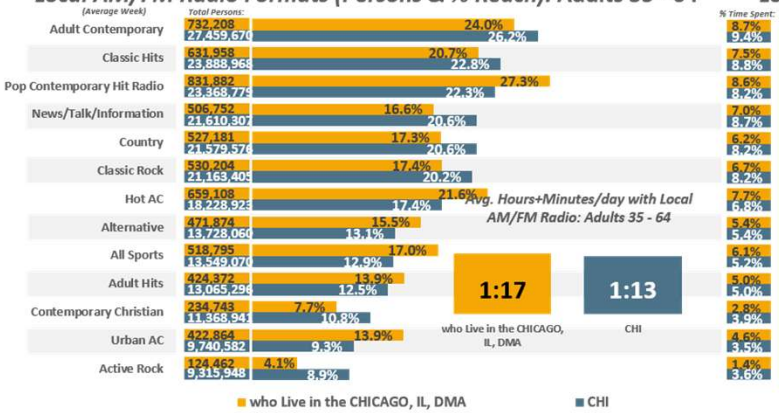
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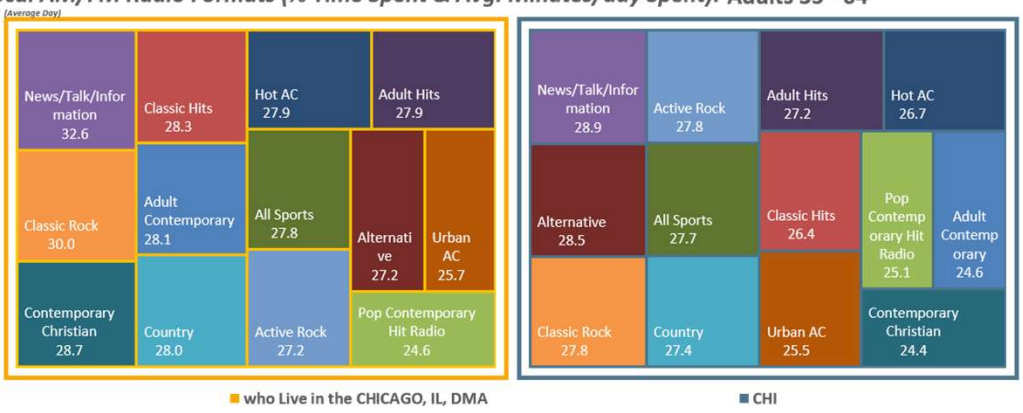
P35-64

2,933,940 or 77.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Hits, and Classic Rock.

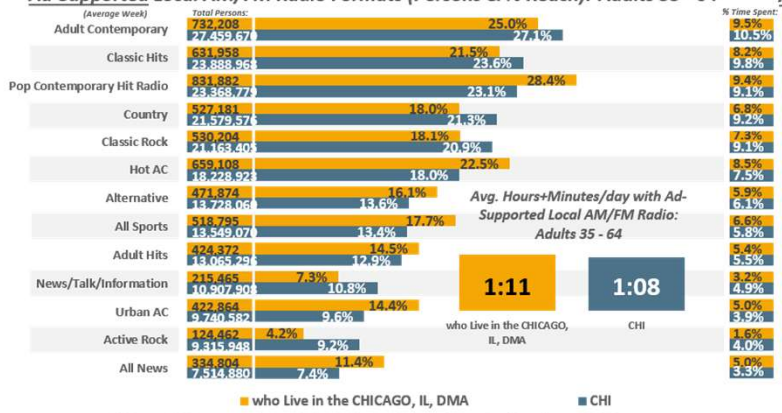
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



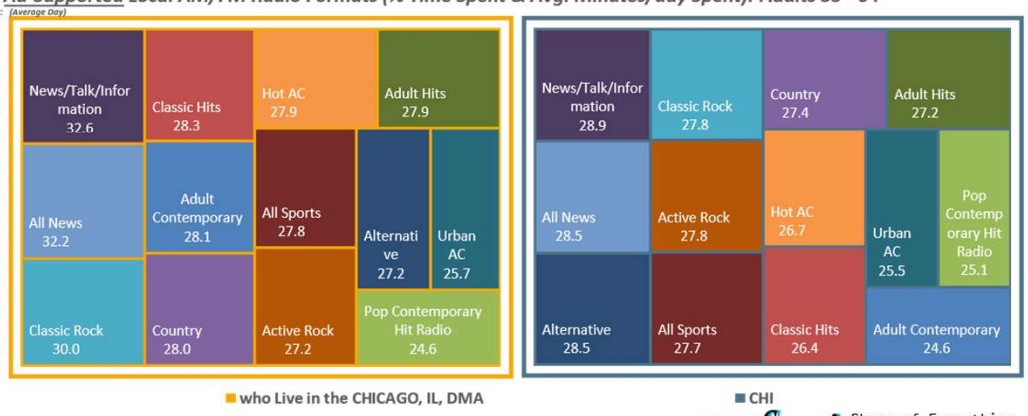
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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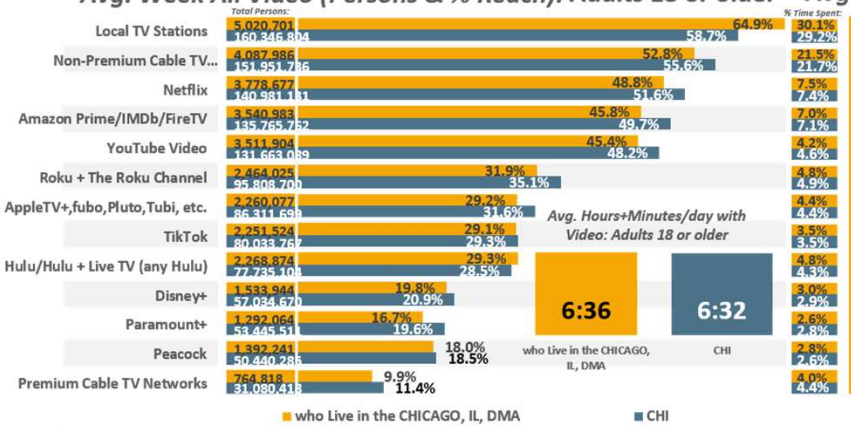
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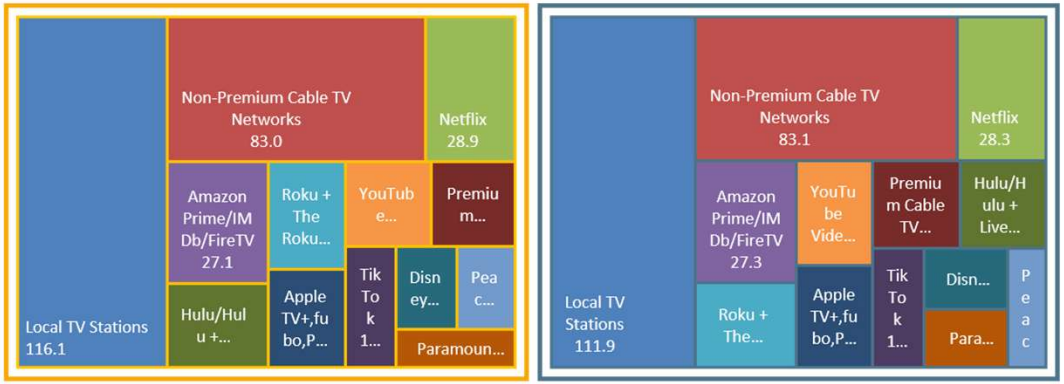
P18+

4,956,311 or 64.1% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

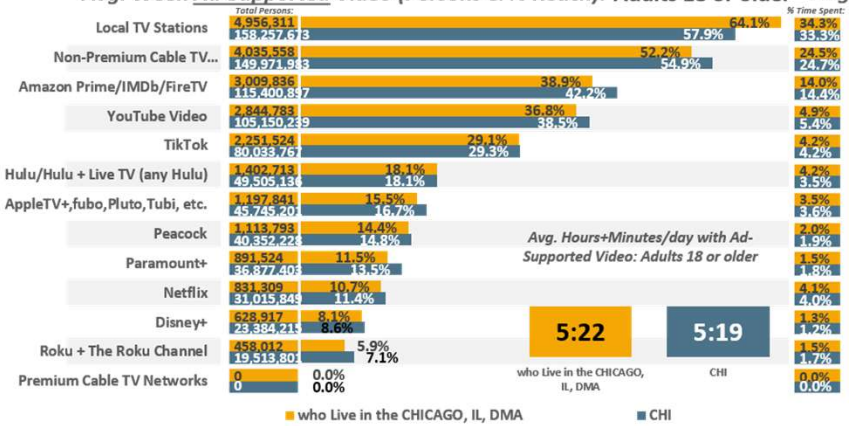
Avg. Week All Video (Persons & % Reach): Adults 18 or older



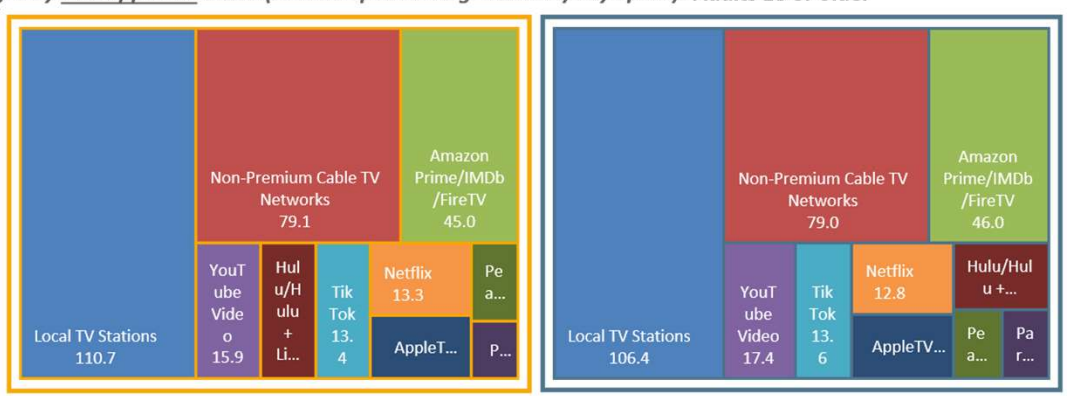
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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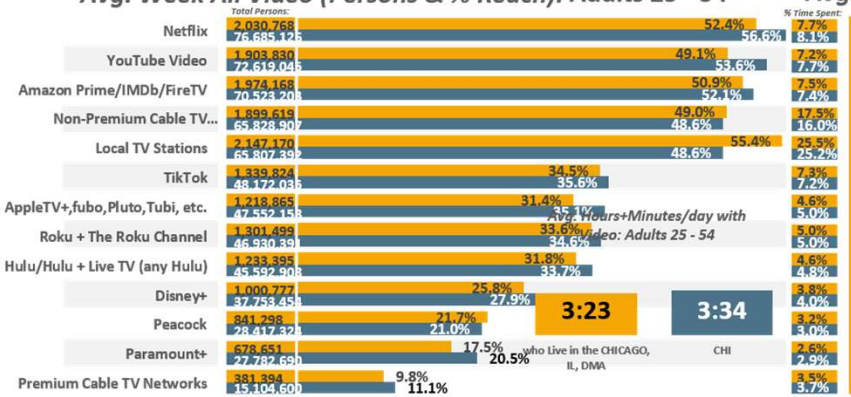
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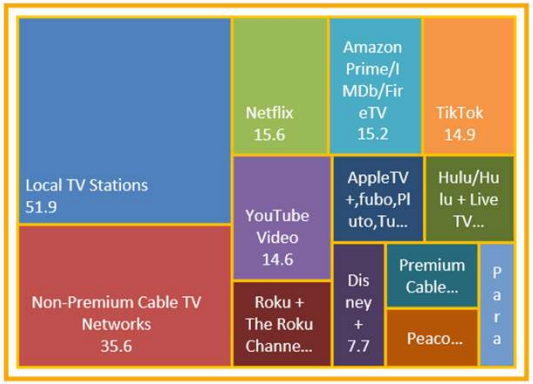
P25-54

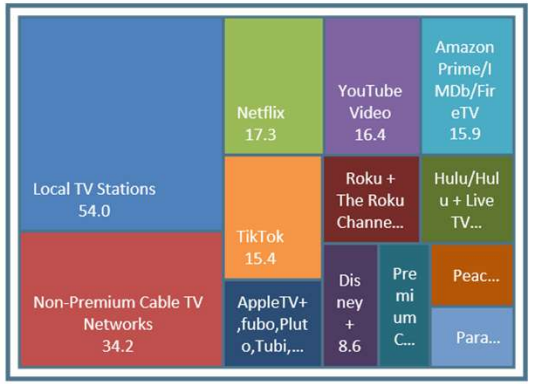
2,118,456 or 54.6% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 50.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

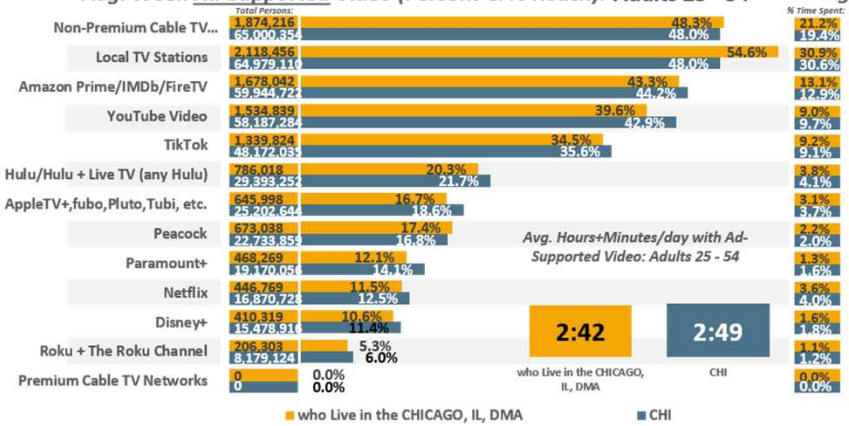


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

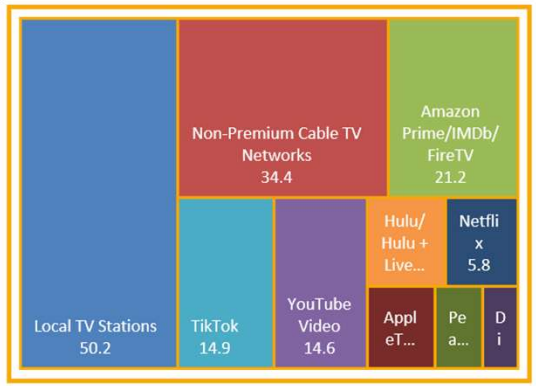


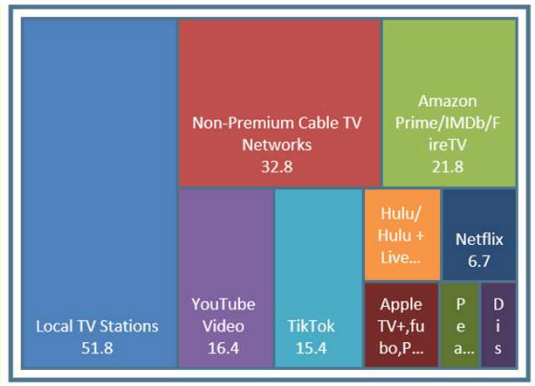


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



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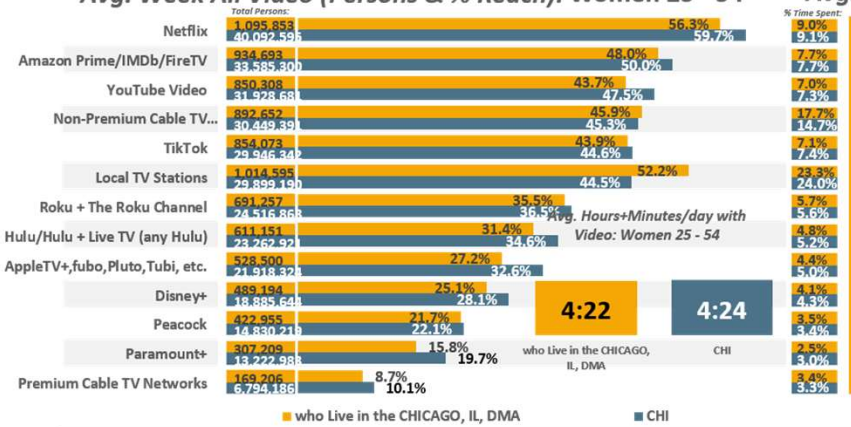
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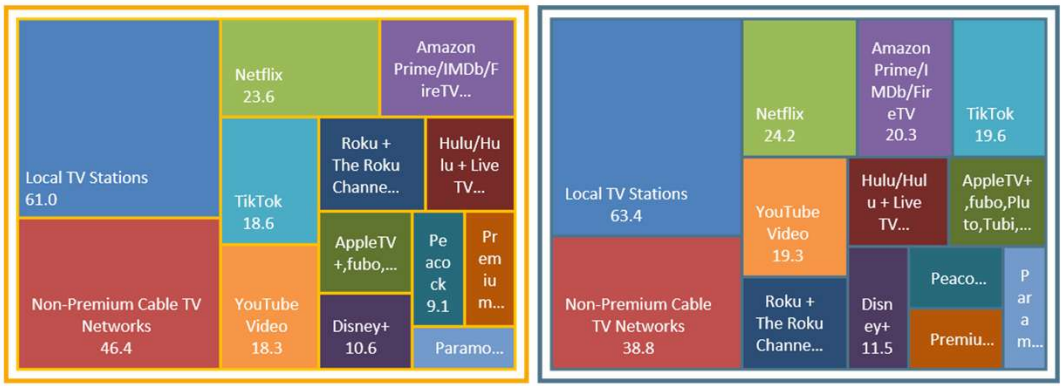


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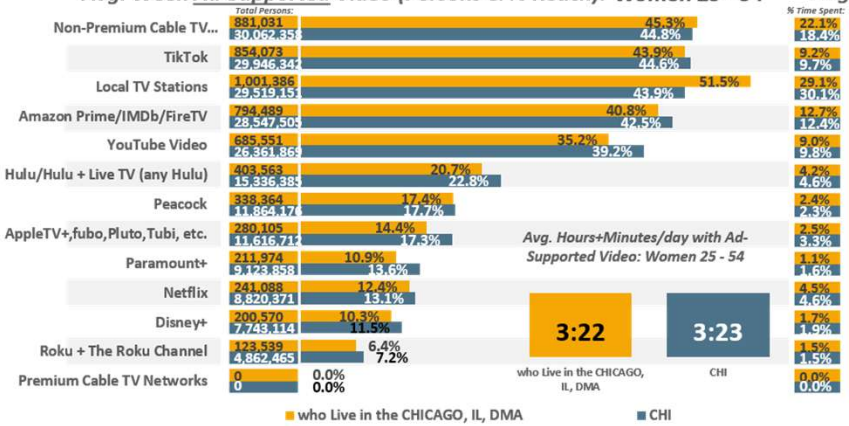
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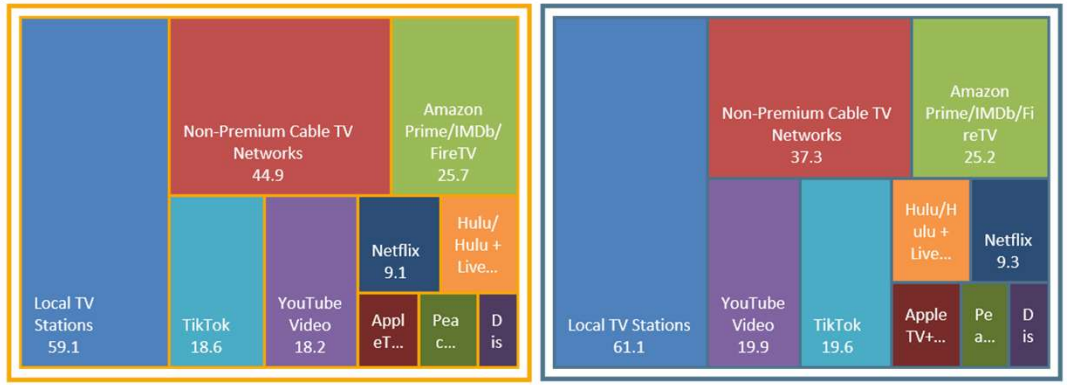
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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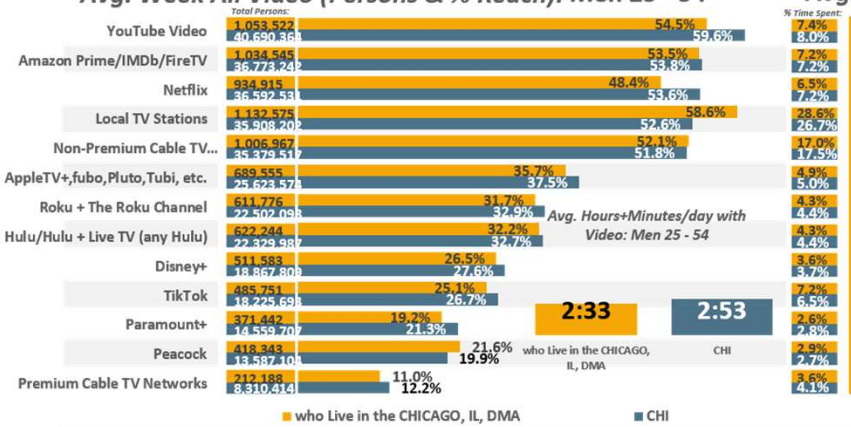
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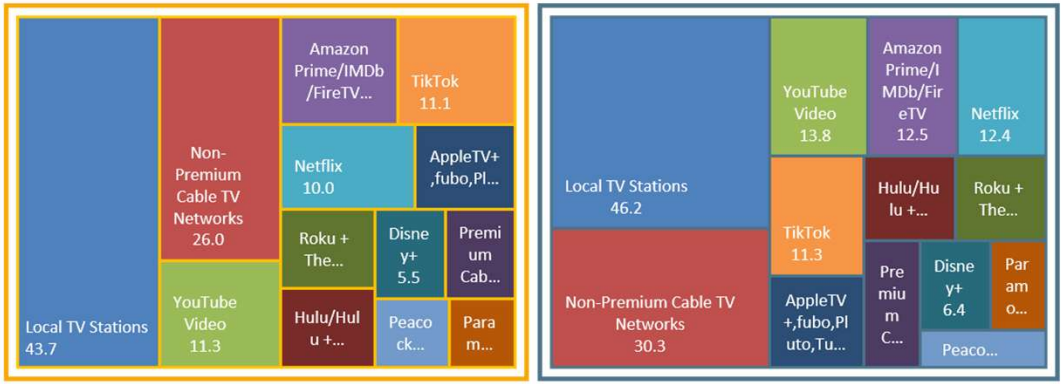
M25-54

1,117,021 or 57.8% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 42.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

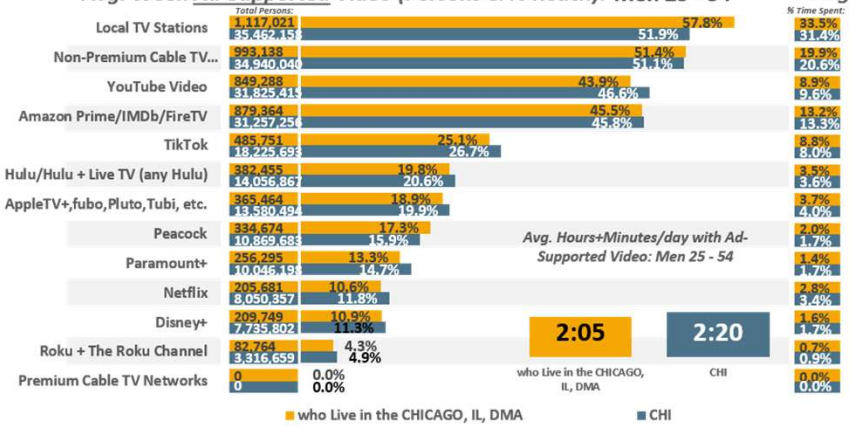
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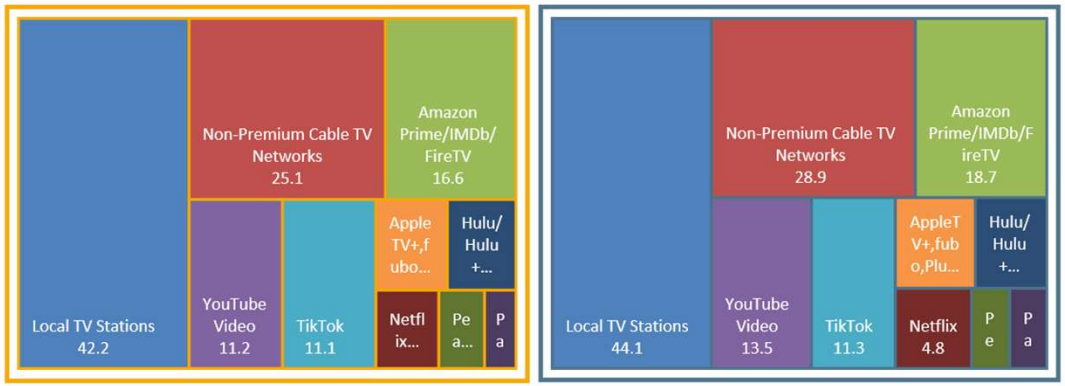
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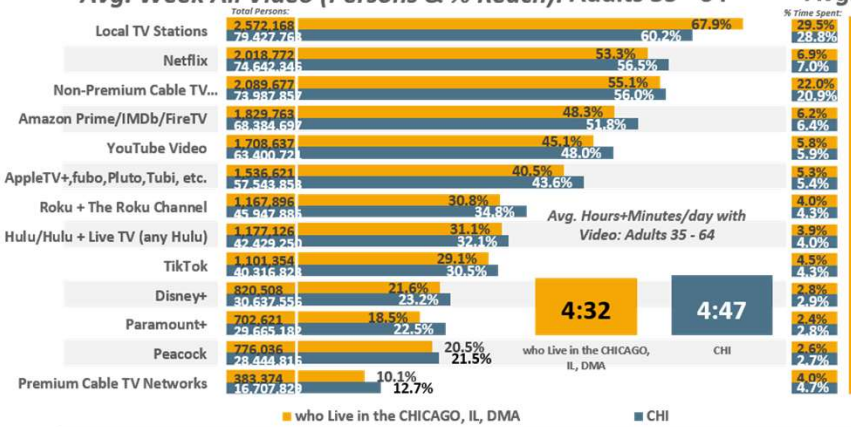
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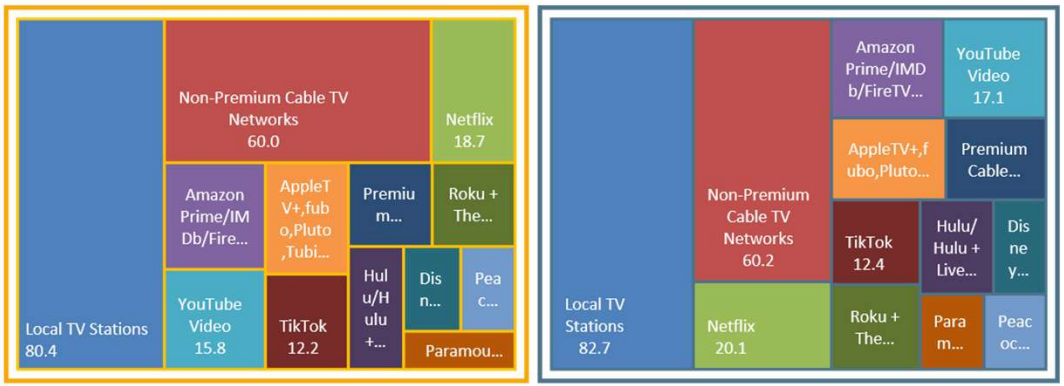
P35-64

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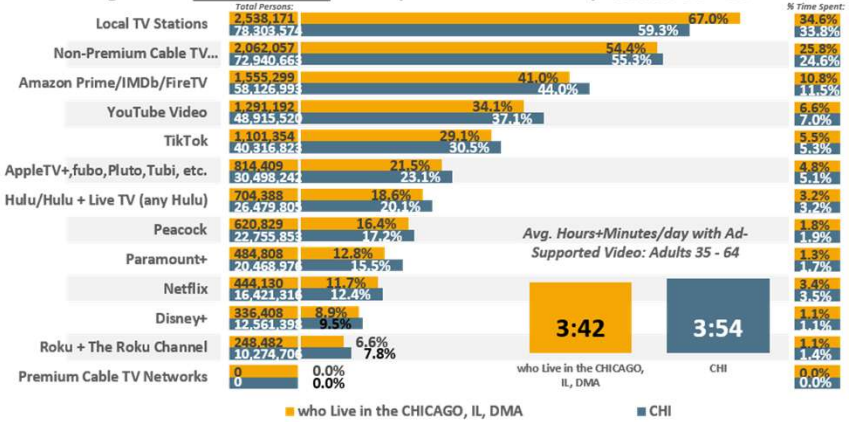
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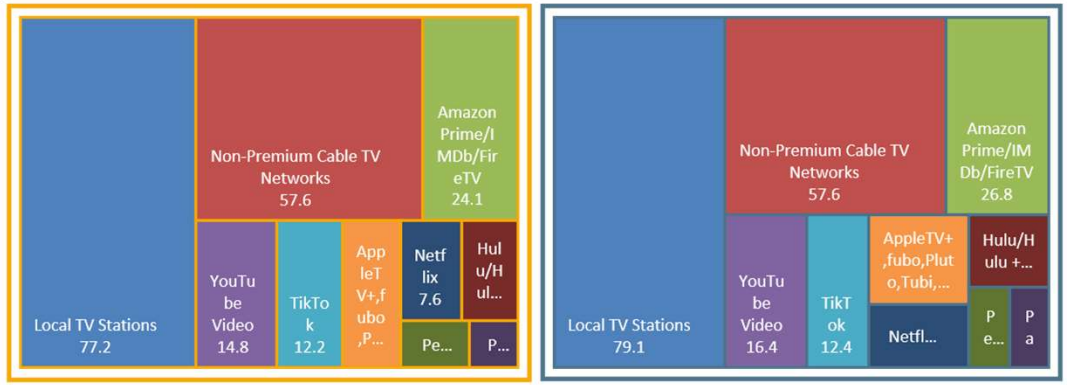
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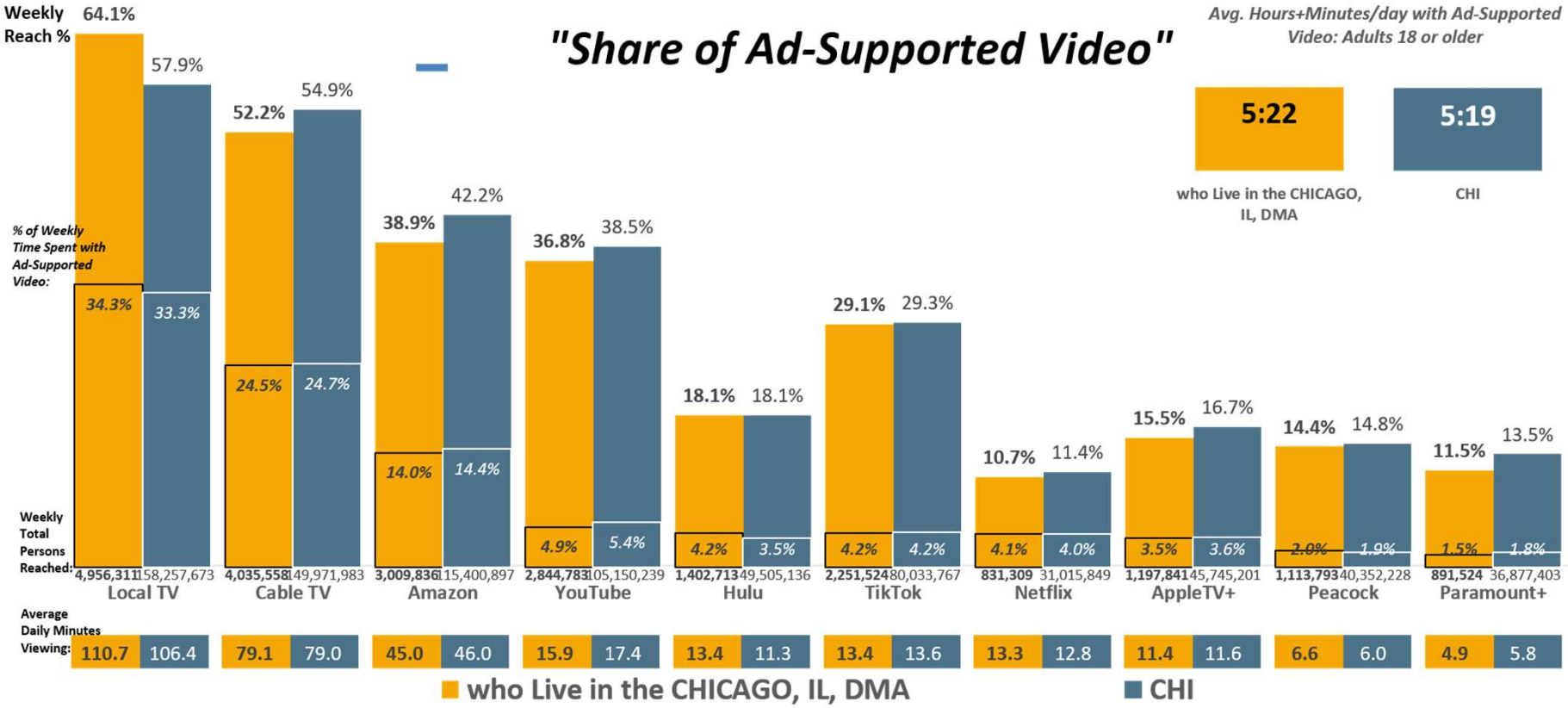
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P18+

4,956,311 or 64.1% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

2:42 who Live in the CHICAGO, IL, DMA

2:49 CHI

	Local TV	Cable TV	Amazon	TikTok	YouTube	Hulu	Netflix	AppleTV+	Peacock	Disney+
Weekly Reach %	54.6% / 48.0%	48.3% / 48.0%	43.3% / 44.2%	34.5% / 35.6%	39.6% / 42.9%	20.3% / 21.7%	11.5% / 12.5%	16.7% / 18.6%	17.4% / 16.8%	10.6% / 11.4%
% of Weekly Time Spent with Ad-Supported Video:	30.9% / 30.6%	21.2% / 19.4%	13.1% / 12.9%	9.2% / 9.1%	9.0% / 9.7%	3.8% / 4.1%	3.6% / 4.0%	3.1% / 3.7%	2.2% / 2.0%	1.6% / 1.8%
Weekly Total Persons Reached:	2,118,456 / 64,979,110	1,874,216 / 65,000,354	1,678,042 / 59,944,722	1,339,824 / 48,172,035	1,534,839 / 58,187,284	786,018 / 29,393,252	446,769 / 16,870,728	645,998 / 25,202,644	673,038 / 22,733,859	410,319 / 15,478,916
Average Daily Minutes Viewing:	50.2 / 51.8	34.4 / 32.8	21.2 / 21.8	14.9 / 15.4	14.6 / 16.4	6.2 / 6.9	5.8 / 6.7	5.0 / 6.2	3.6 / 3.3	2.6 / 3.0

who Live in the CHICAGO, IL, DMA ■ CHI

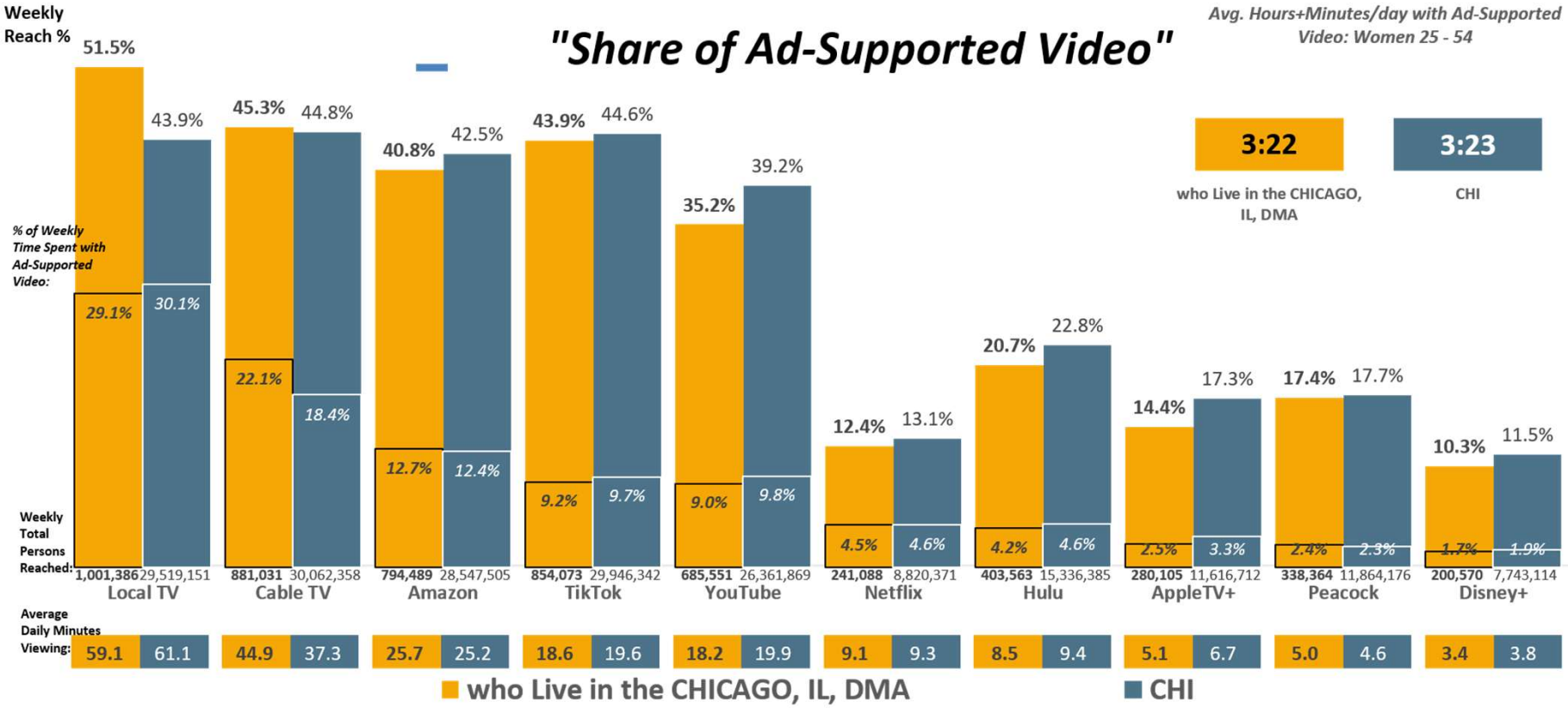
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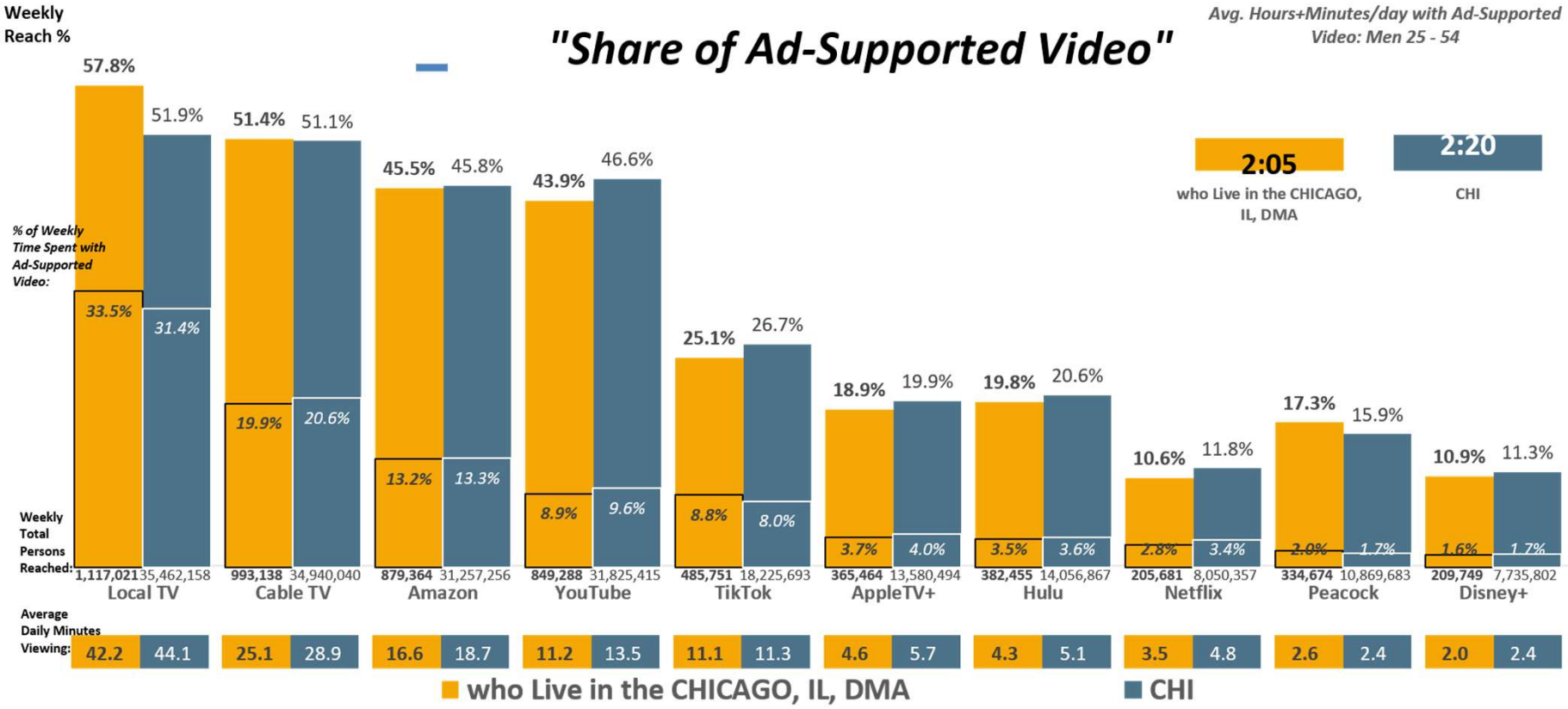
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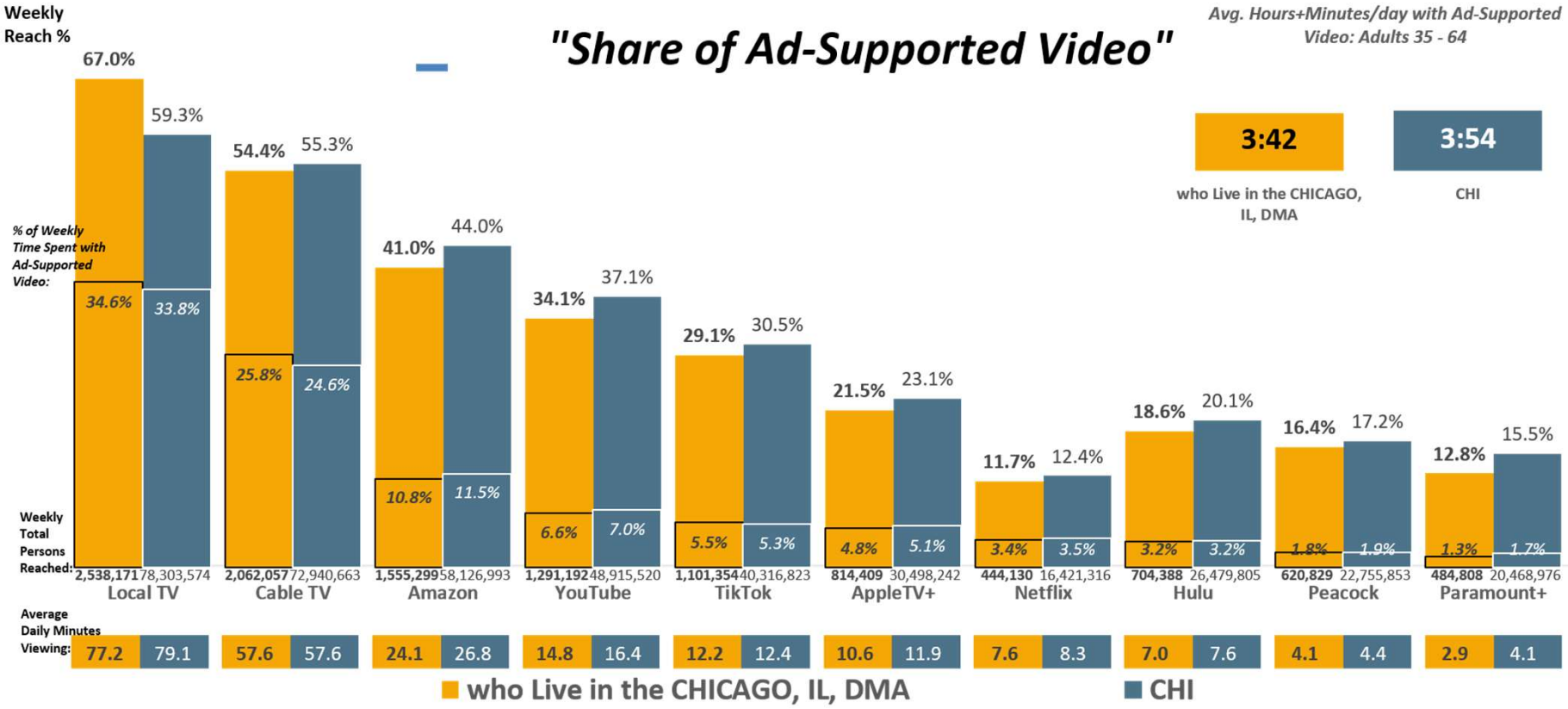
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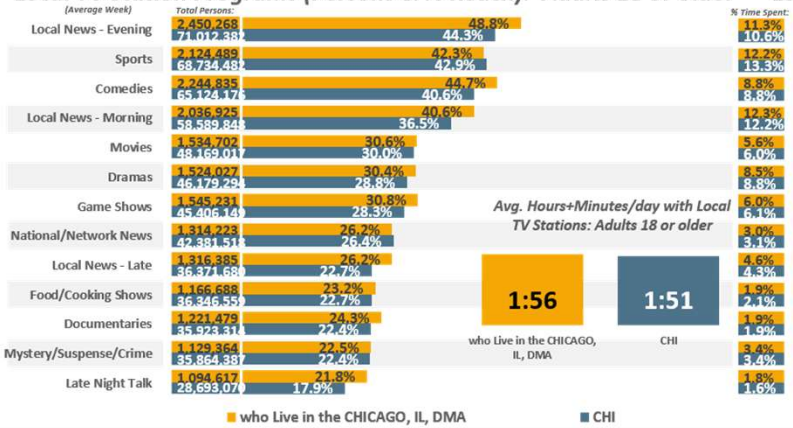
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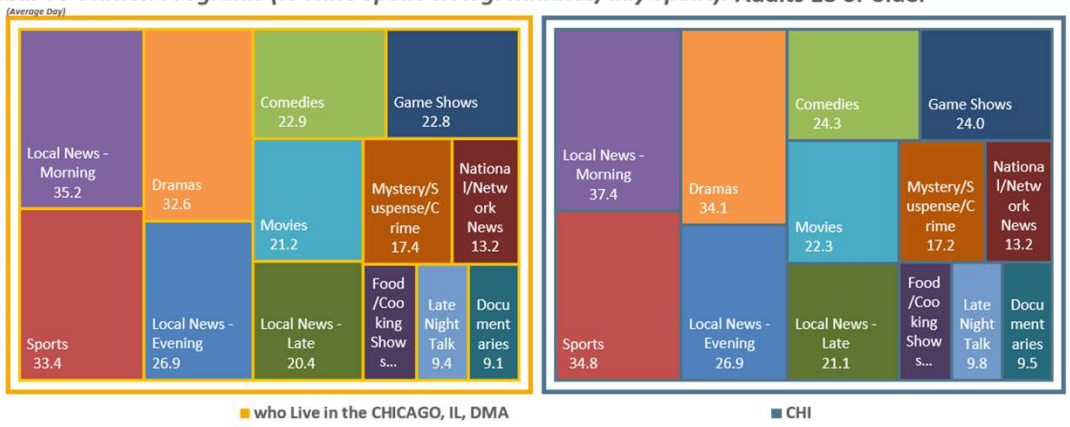
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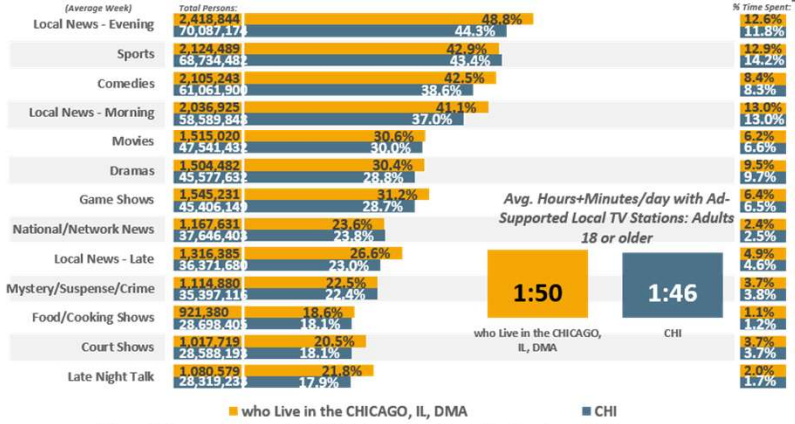
Local TV Station Programs (Persons & % Reach): Adults 18 or older



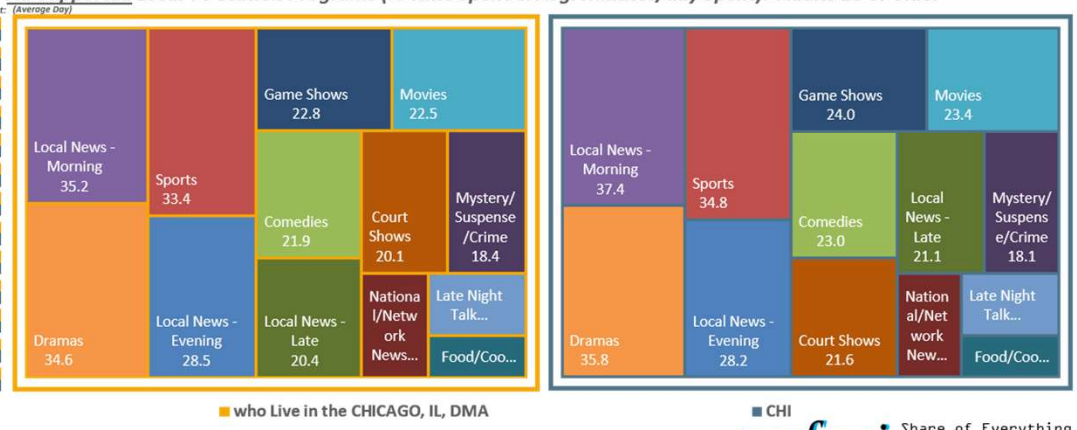
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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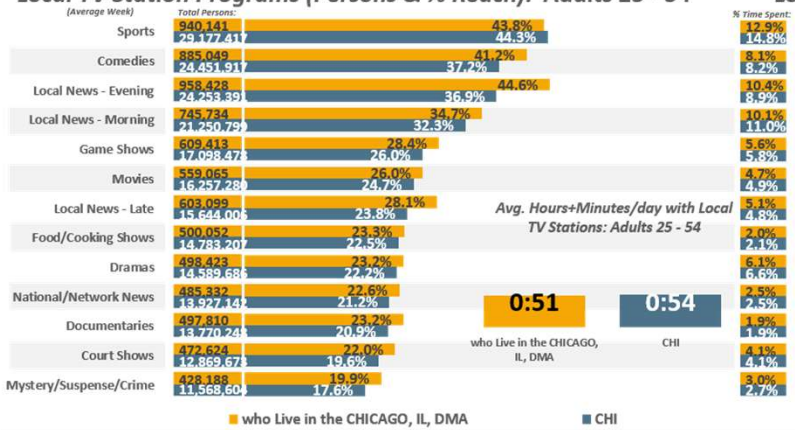
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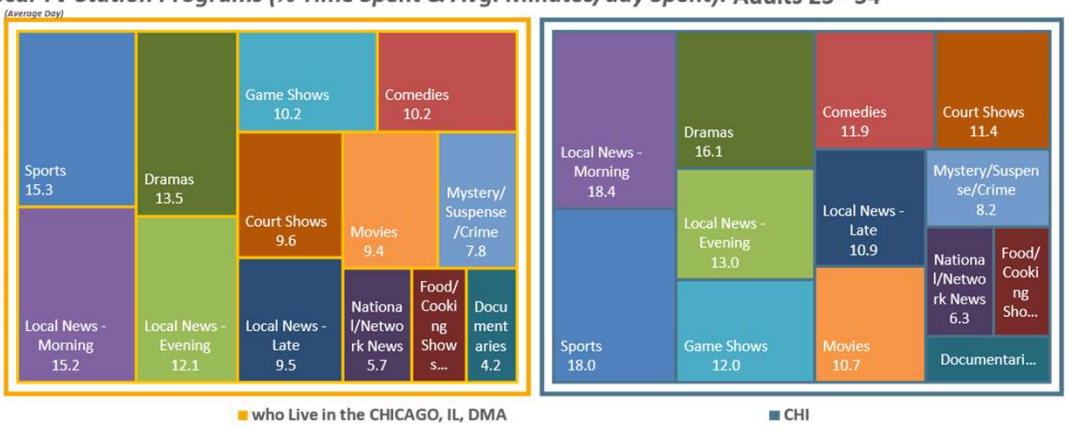
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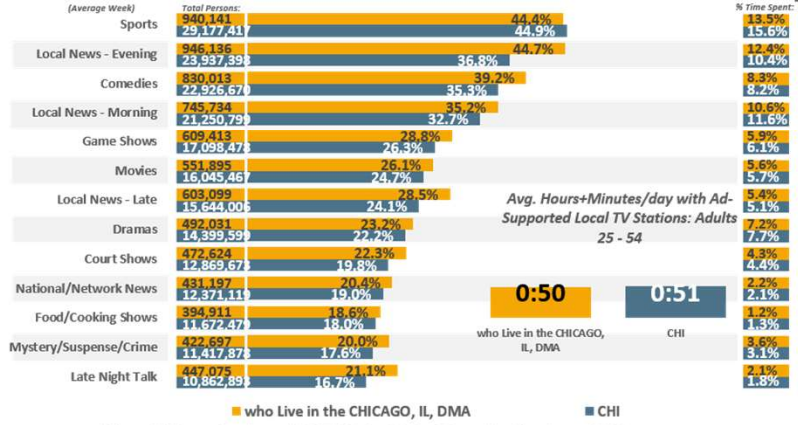
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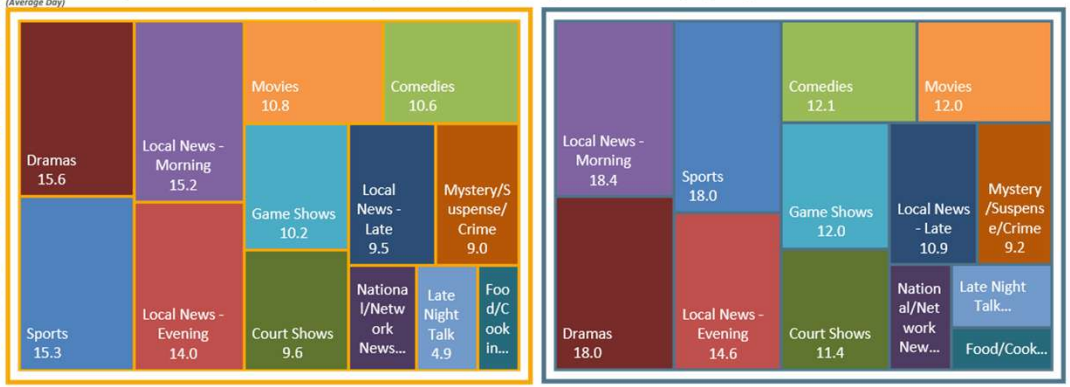
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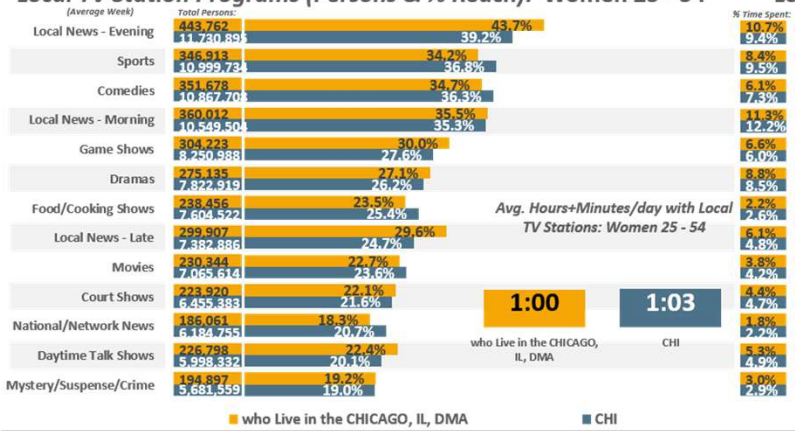
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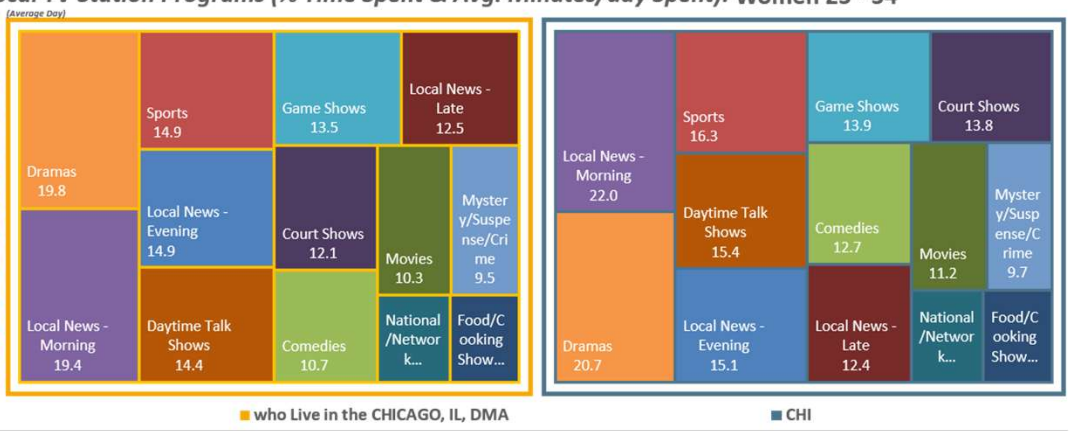
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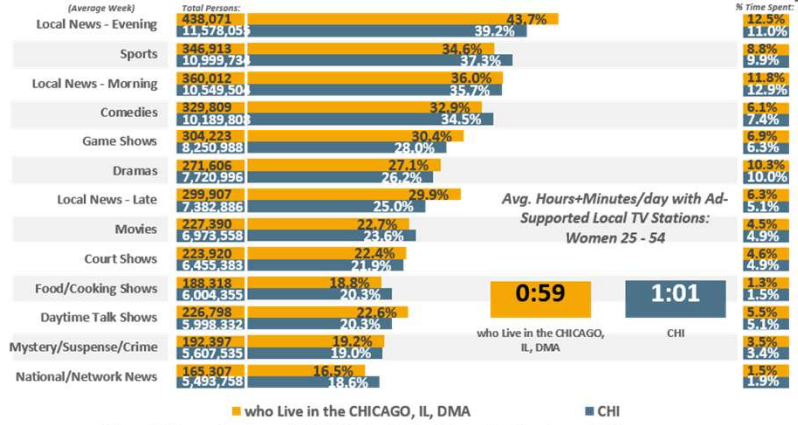
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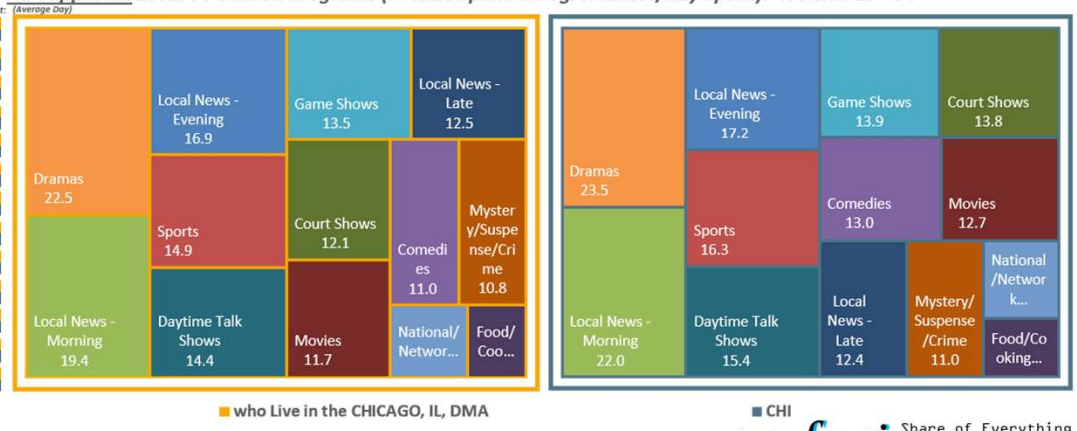
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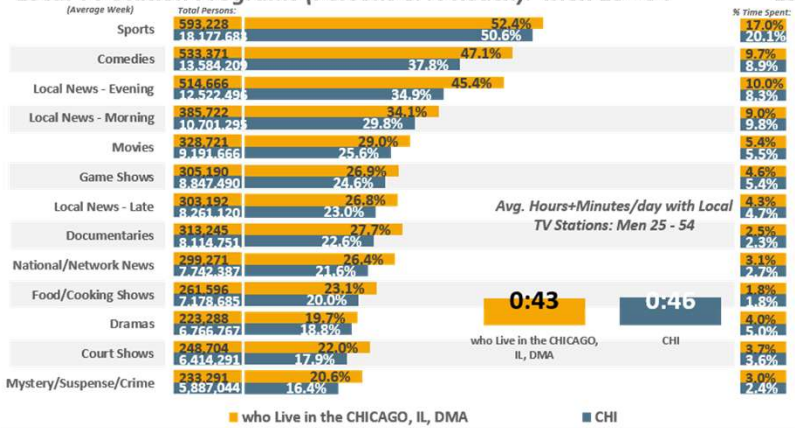
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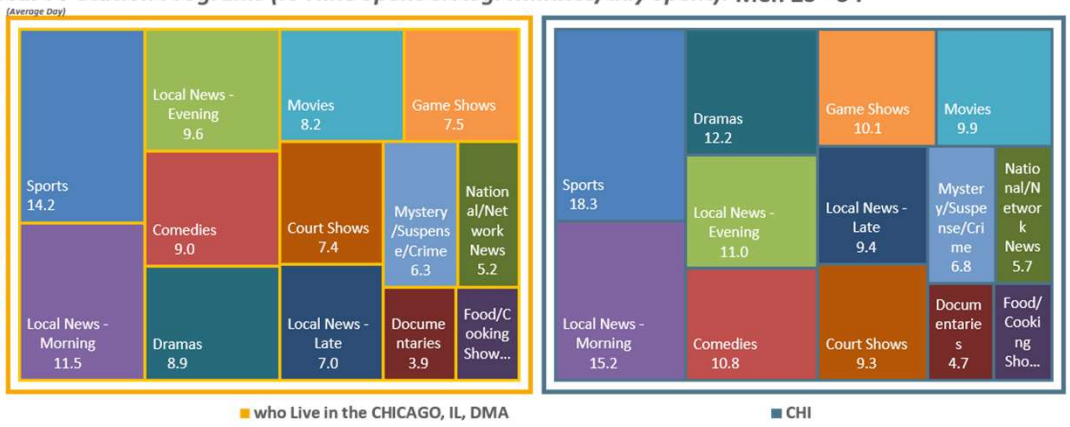
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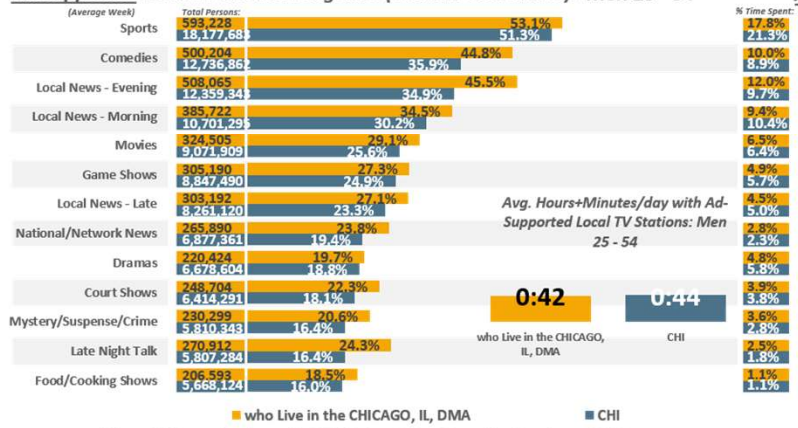
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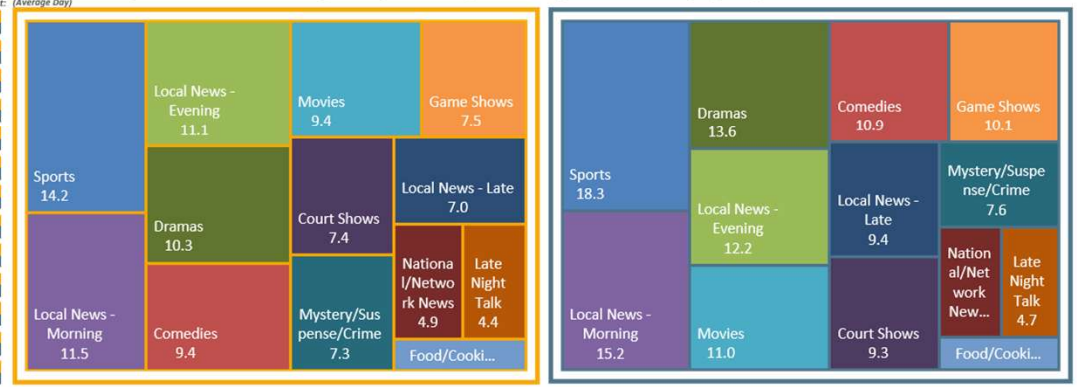
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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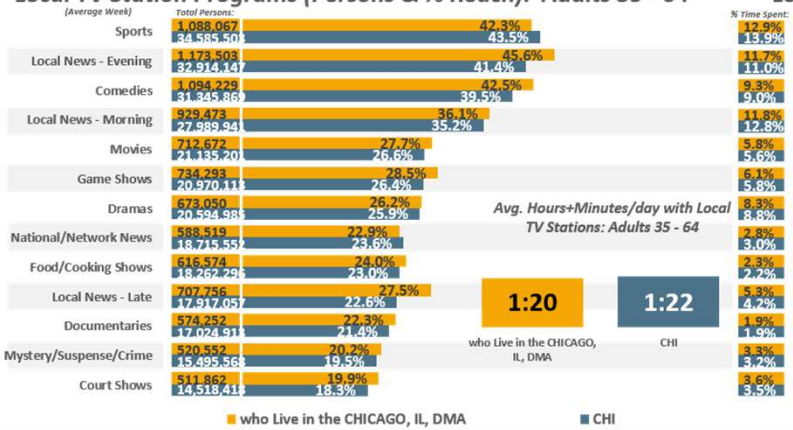
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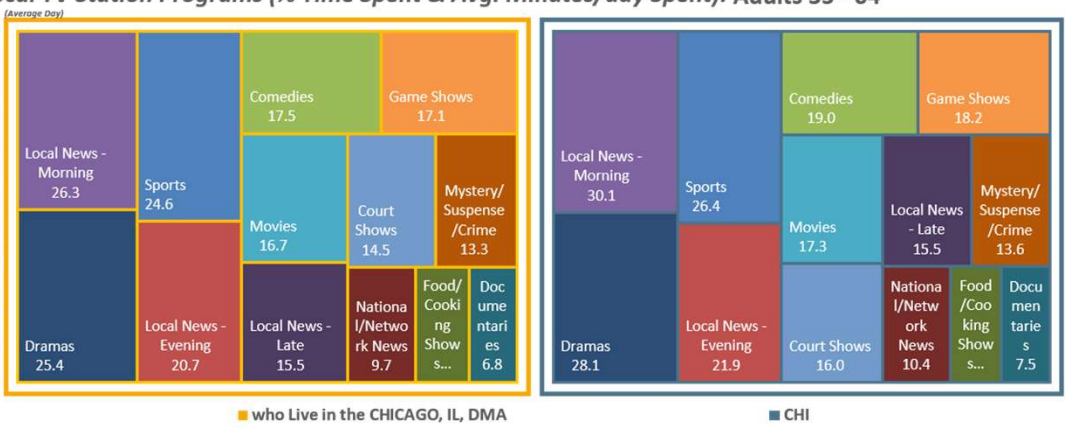
P35-64

2,538,171 or 67.% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Local News - Late.

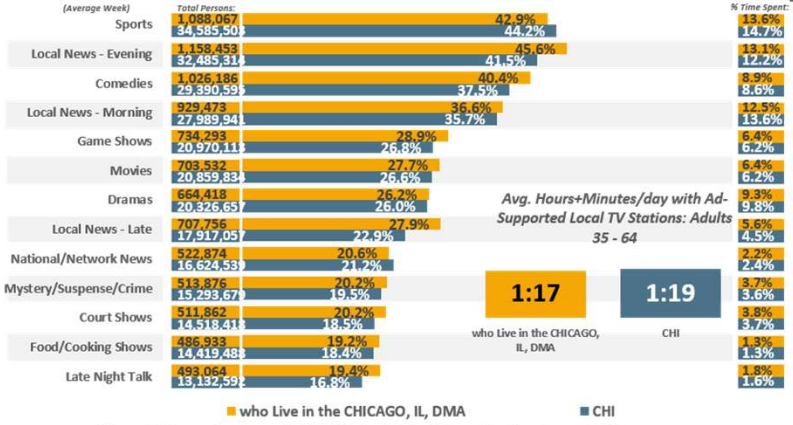
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



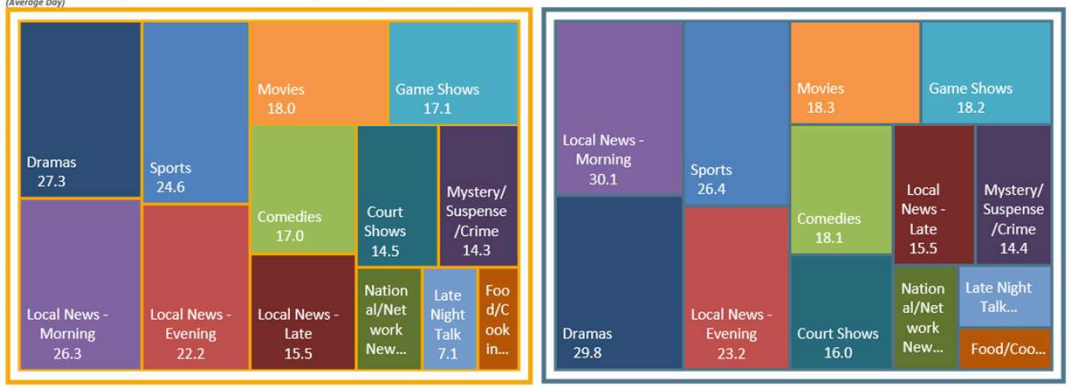
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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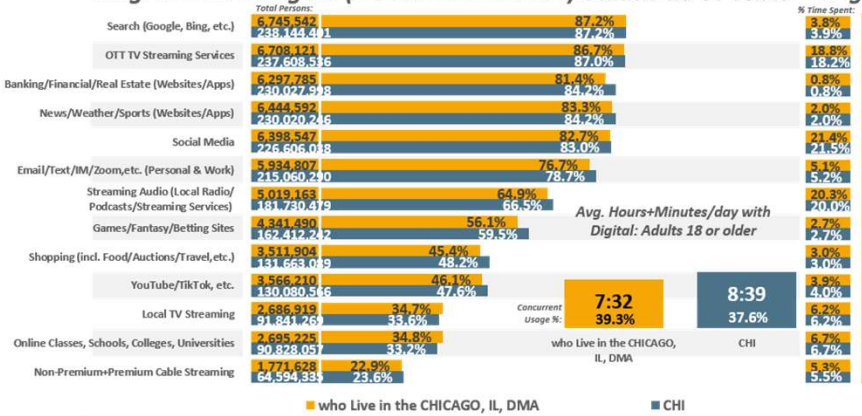
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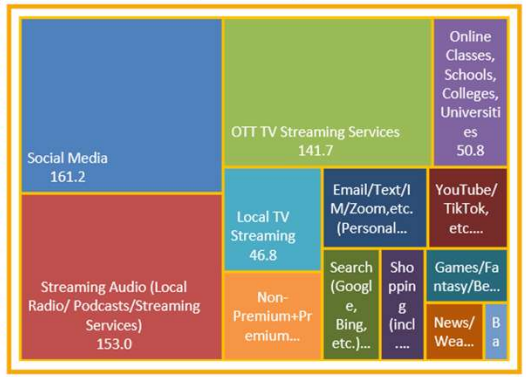
P18+

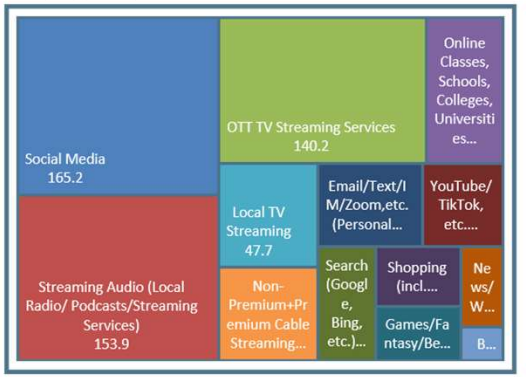
5,708,519 or 73.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 143.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

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



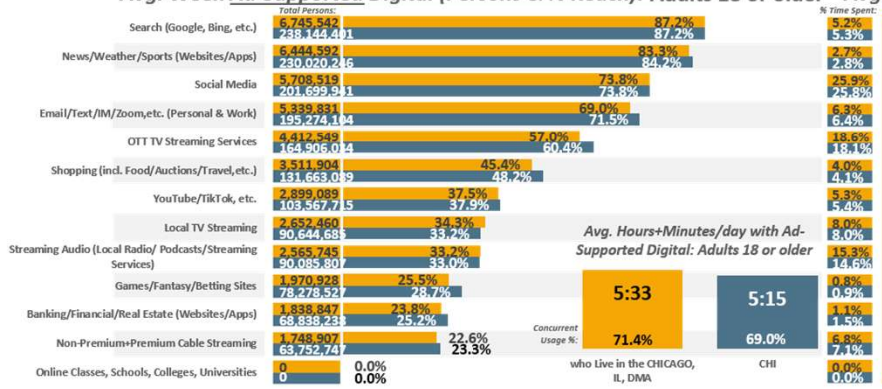
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



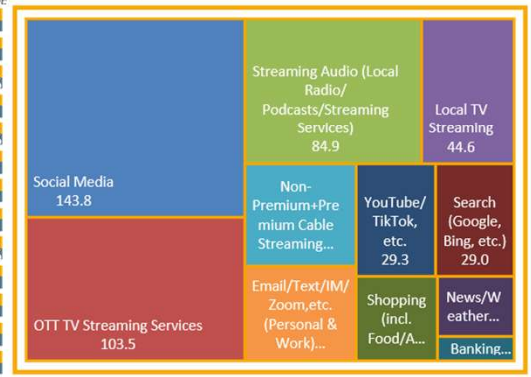


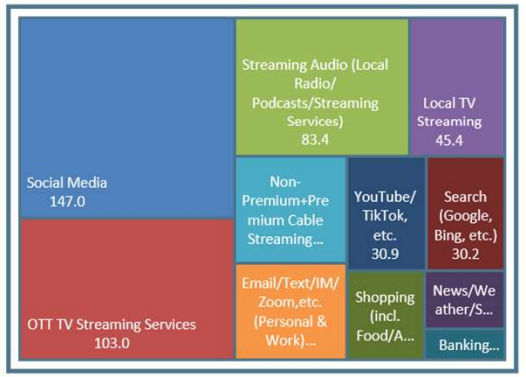
■ who Live in the CHICAGO, IL, DMA ■ CHI

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



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





■ who Live in the CHICAGO, IL, DMA ■ CHI

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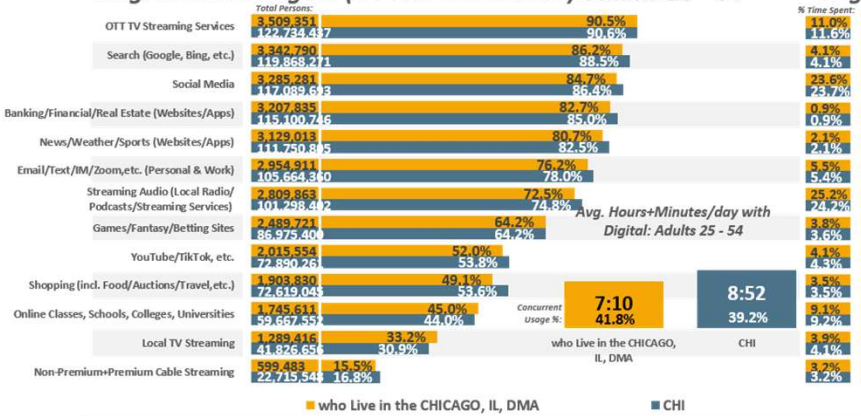
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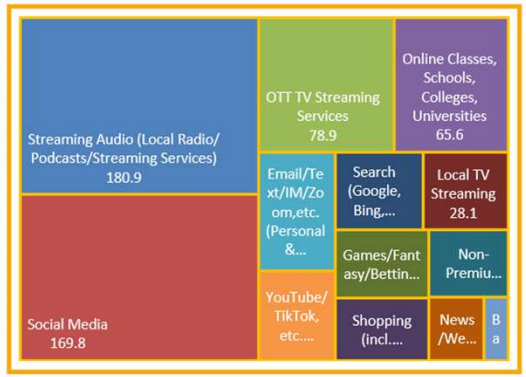
P25-54

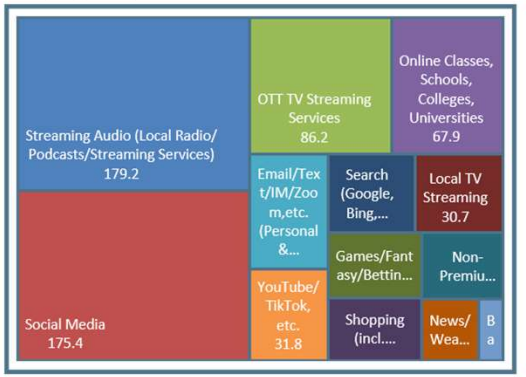
2,905,998 or 74.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 156.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



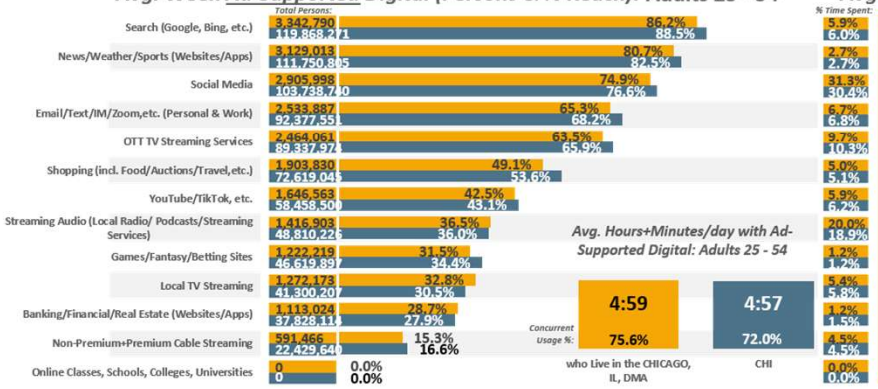
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



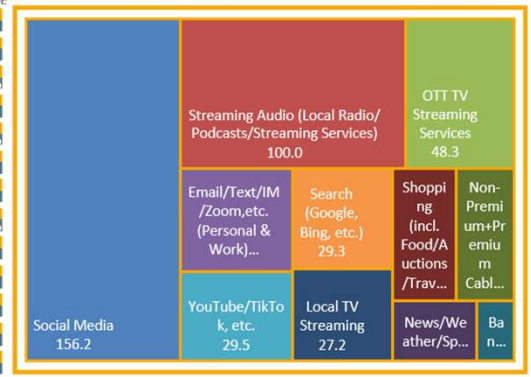


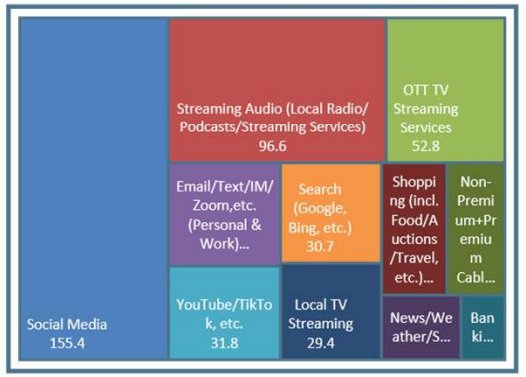
who Live in the CHICAGO, IL, DMA ■ CHI

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who Live in the CHICAGO, IL, DMA ■ CHI

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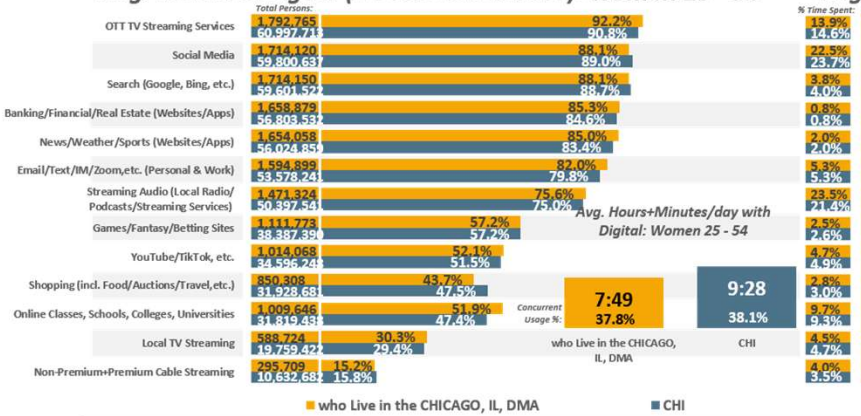
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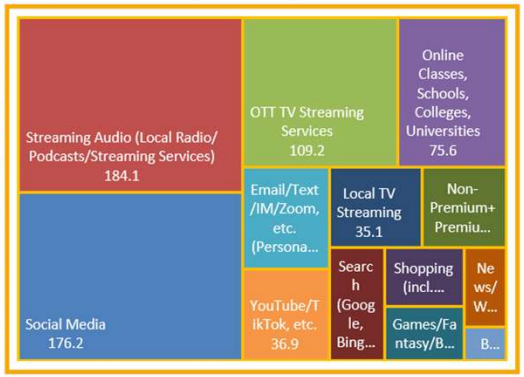


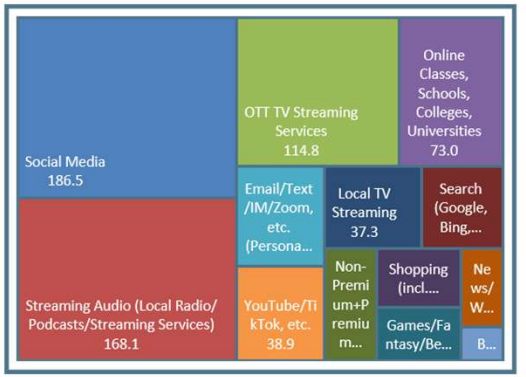
1,566,539 or 80.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 162.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 54



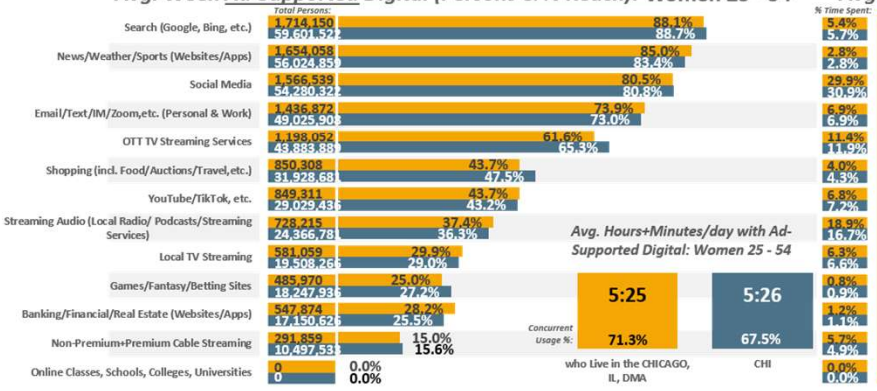
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



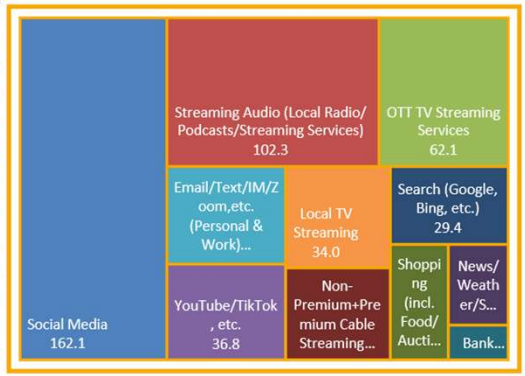


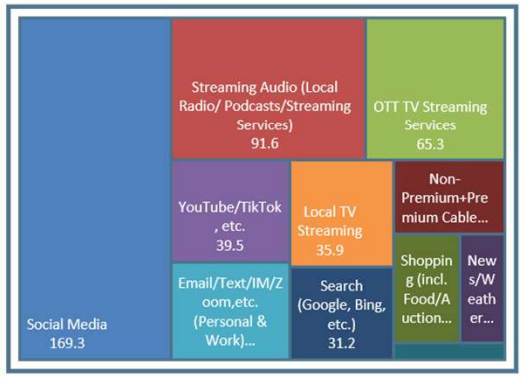
who Live in the CHICAGO, IL, DMA ■ CHI

Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





who Live in the CHICAGO, IL, DMA ■ CHI

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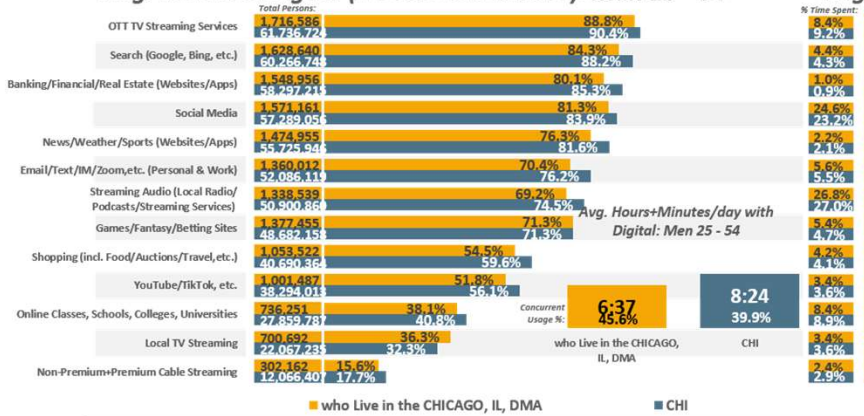
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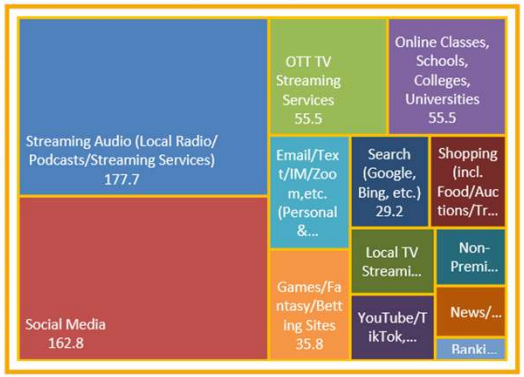
M25-54

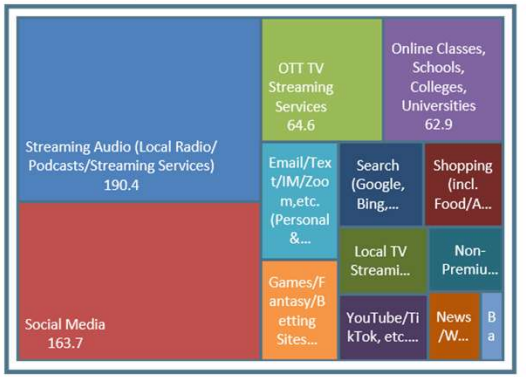
1,339,459 or 69.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 149.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Men 25 - 54



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

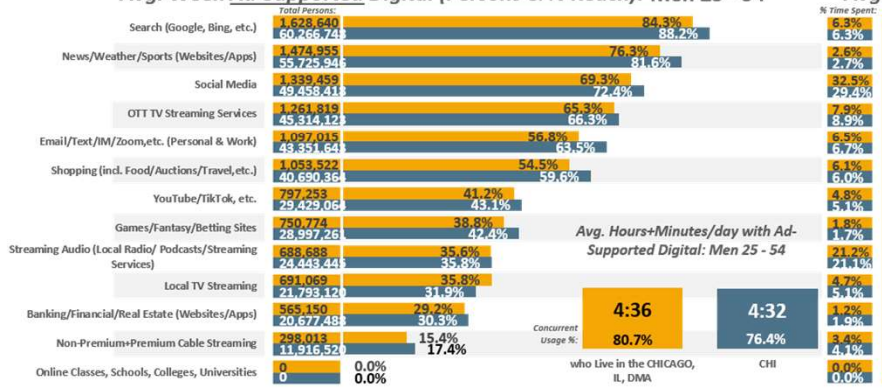




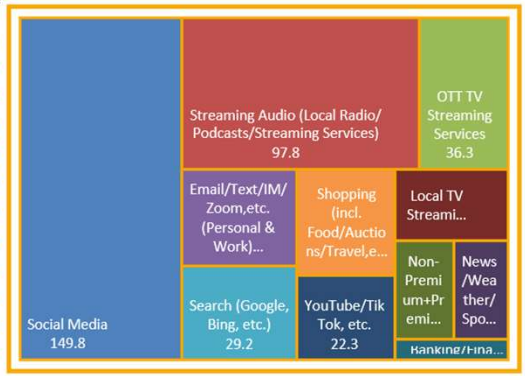
who Live in the CHICAGO, IL, DMA

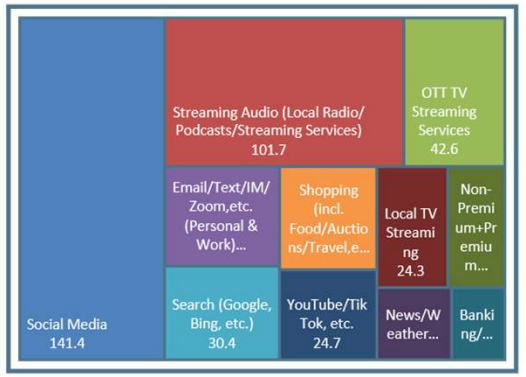
CHI

Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





who Live in the CHICAGO, IL, DMA

CHI

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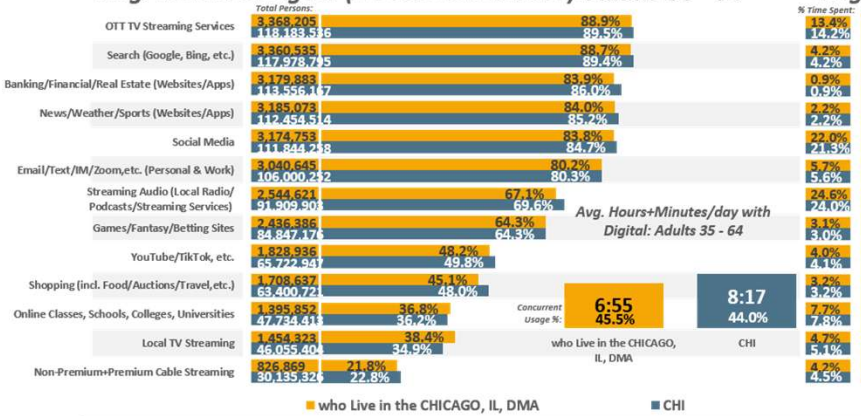
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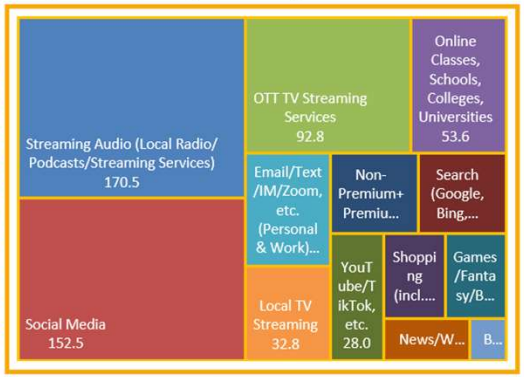
P35-64

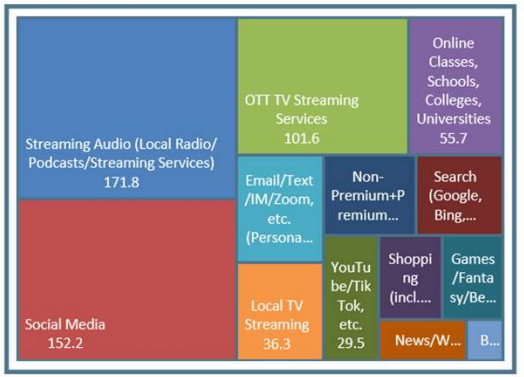
2,808,751 or 74.1% of Adults 35 - 64 who Live in the CHICAGO, IL DMA use Ad-Supported Social Media for an average of 140.3 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

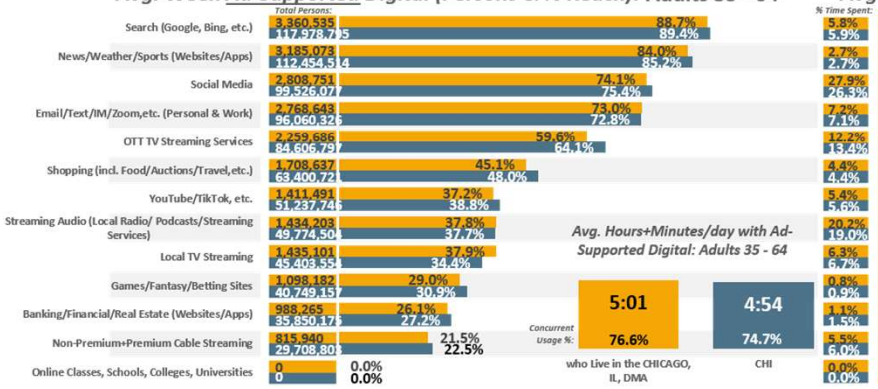


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

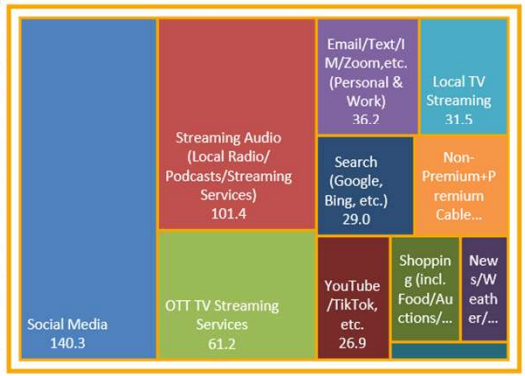




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





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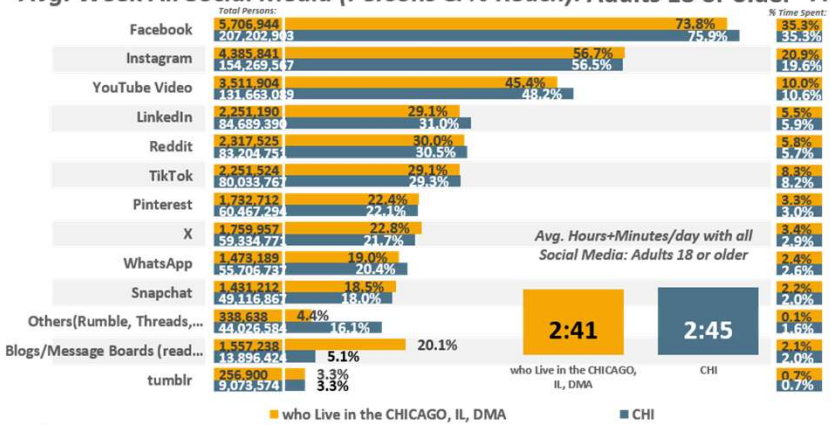
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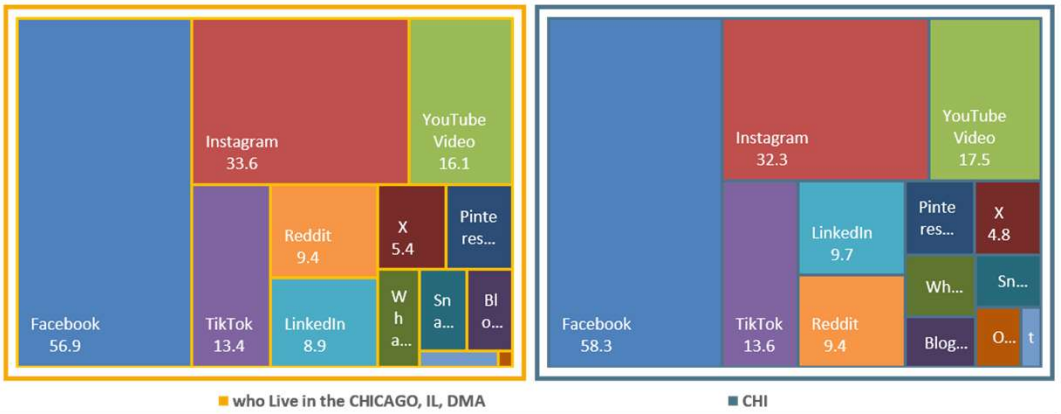
P18+

5,706,944 or 73.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 55.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

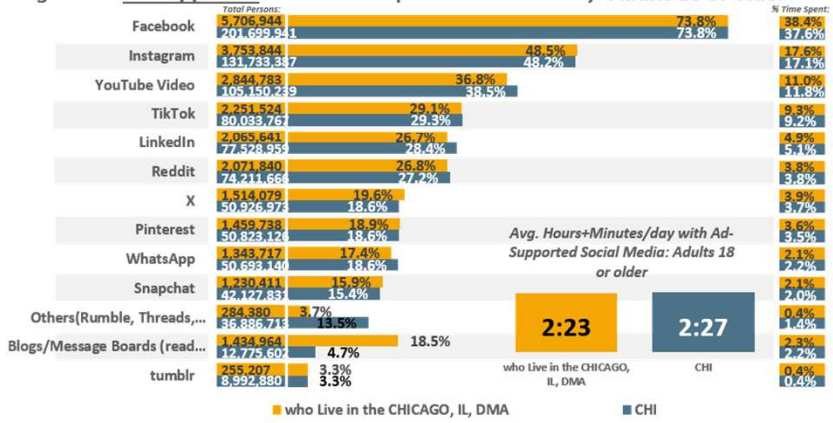
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



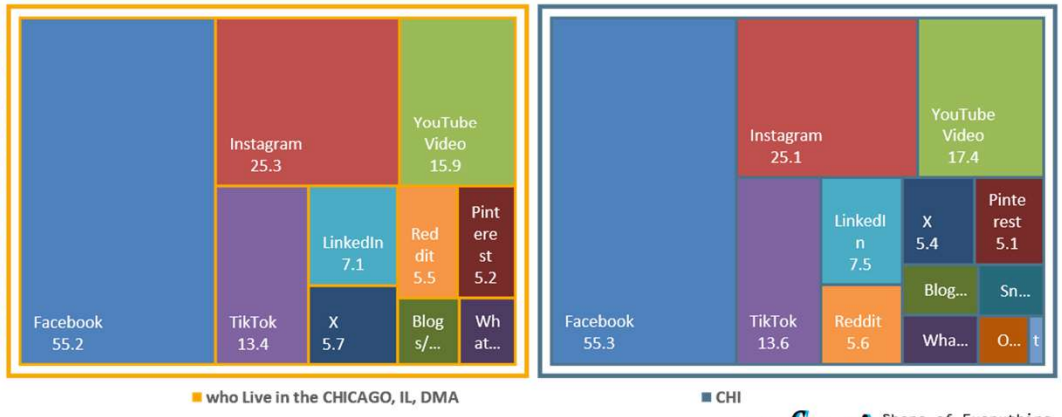
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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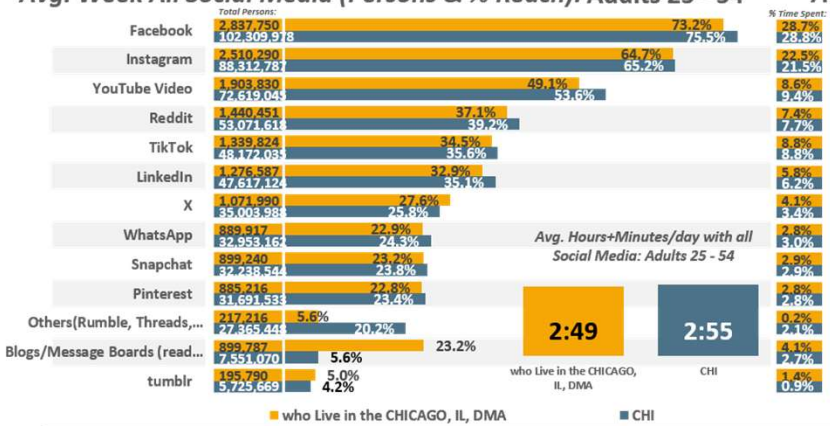
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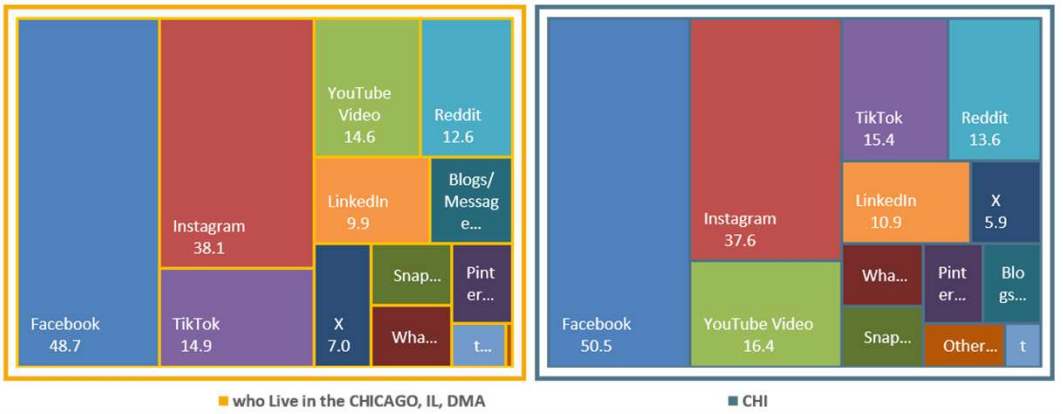
P25-54

2,837,750 or 73.2% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 51.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

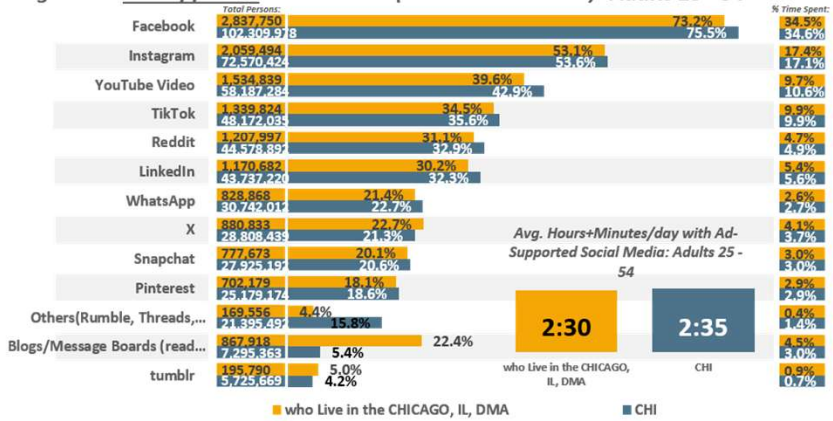
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



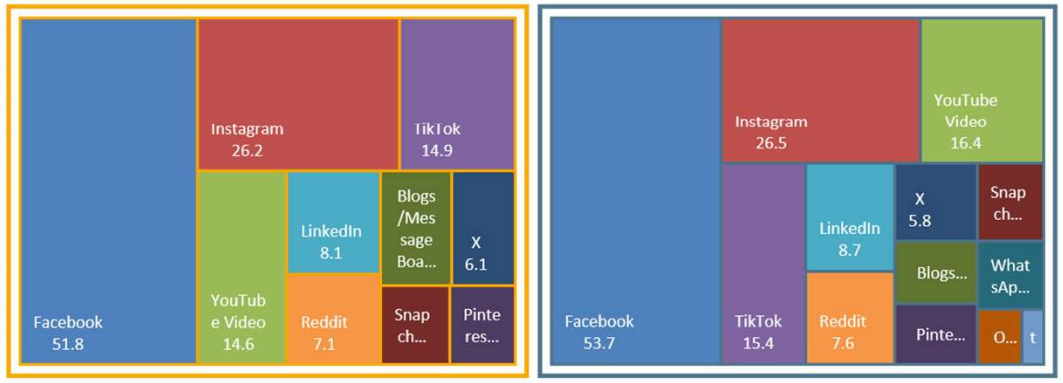
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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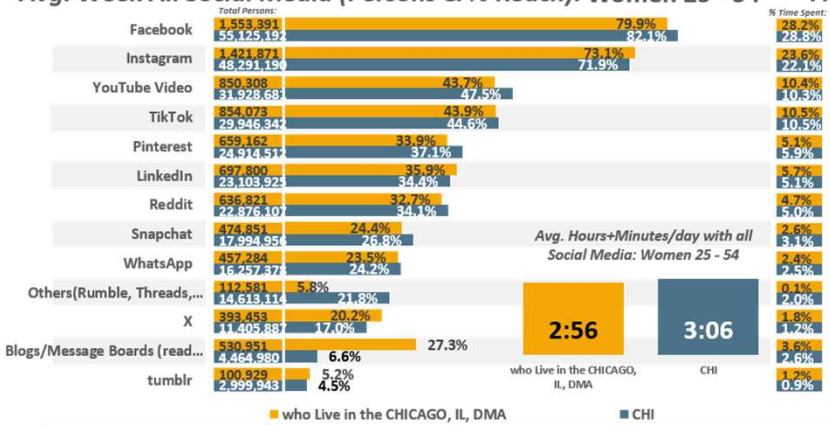
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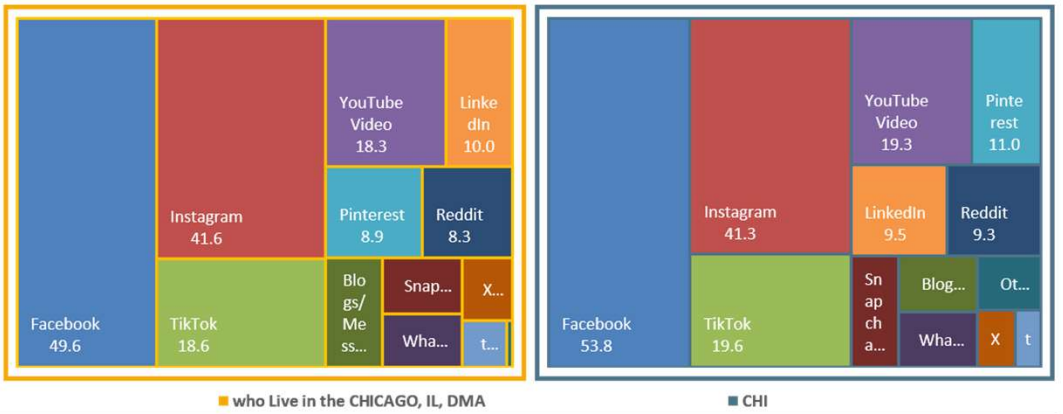
W25-54

1,553,391 or 79.9% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 51.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

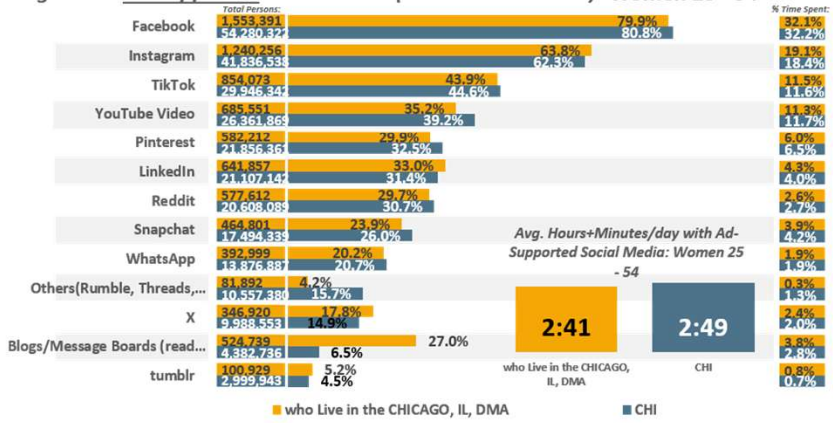
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



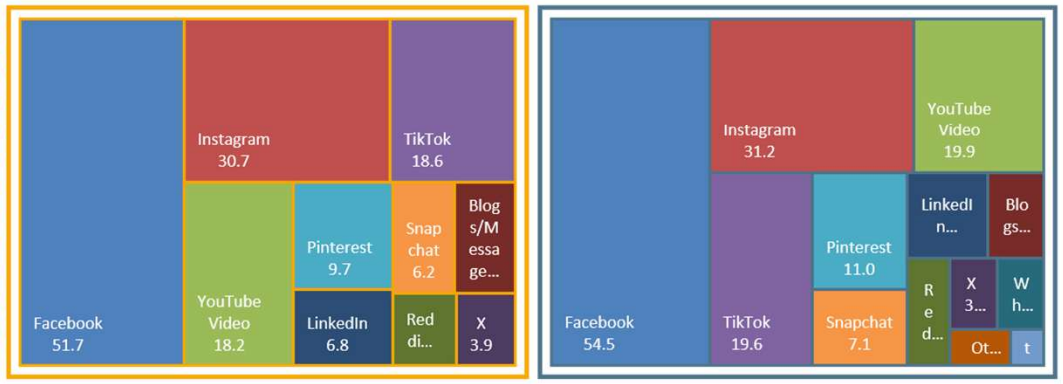
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Women 25 - 54



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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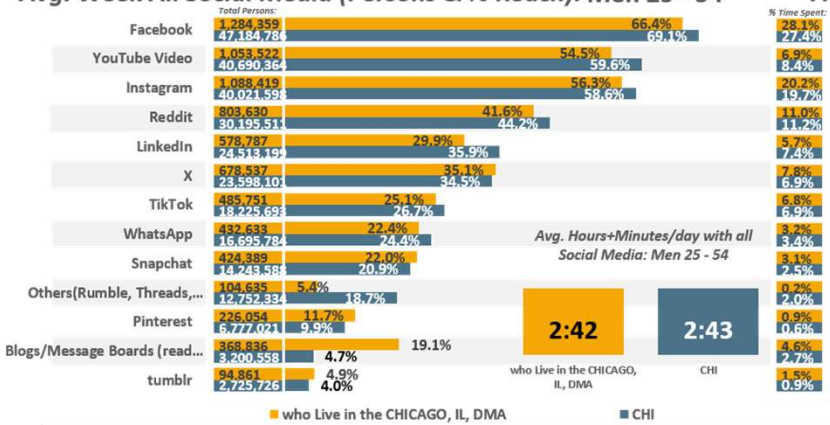
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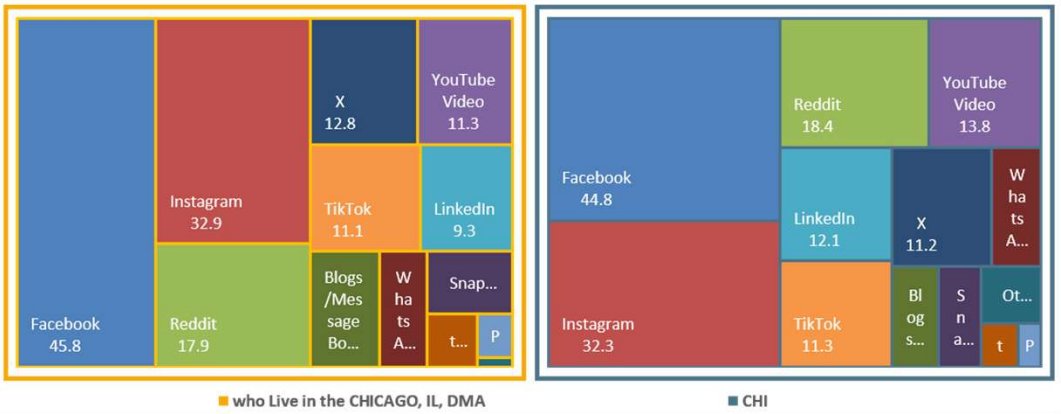
M25-54

1,284,359 or 66.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 48.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

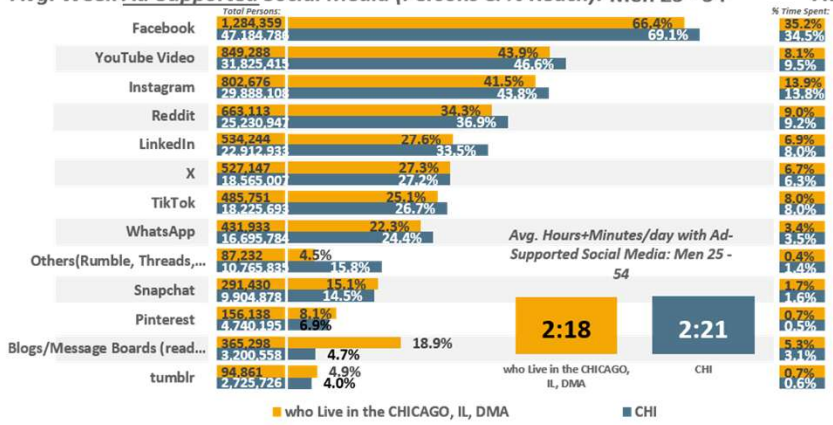
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



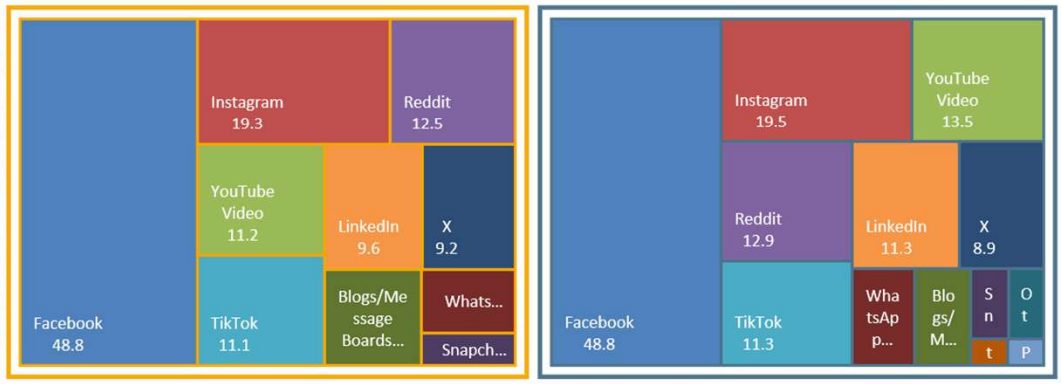
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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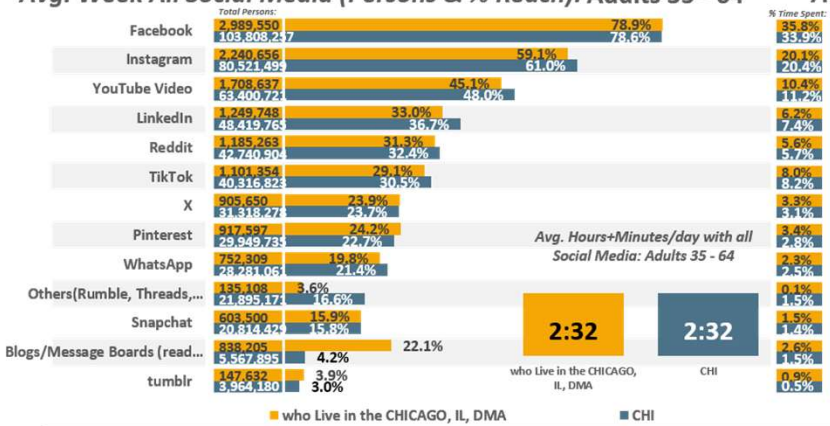
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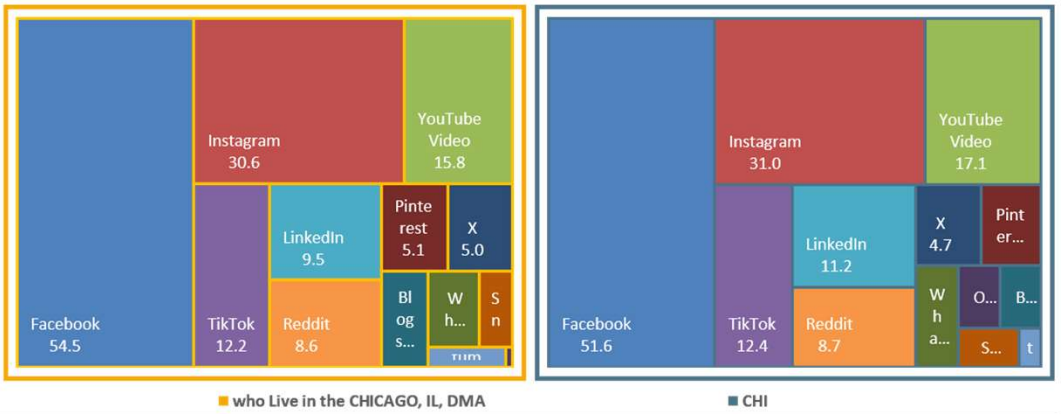
P35-64

2,808,751 or 74.1% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 49.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

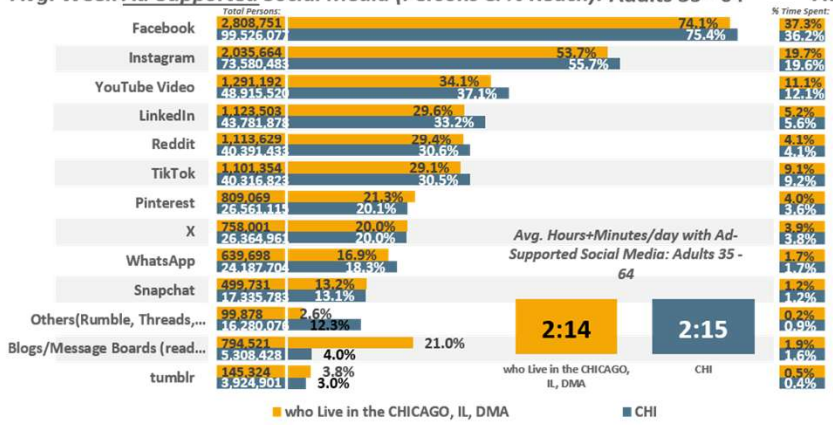
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



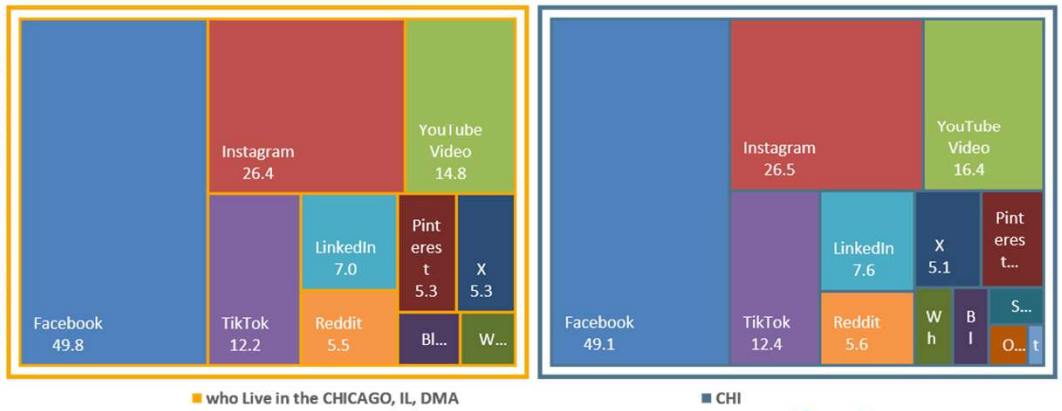
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

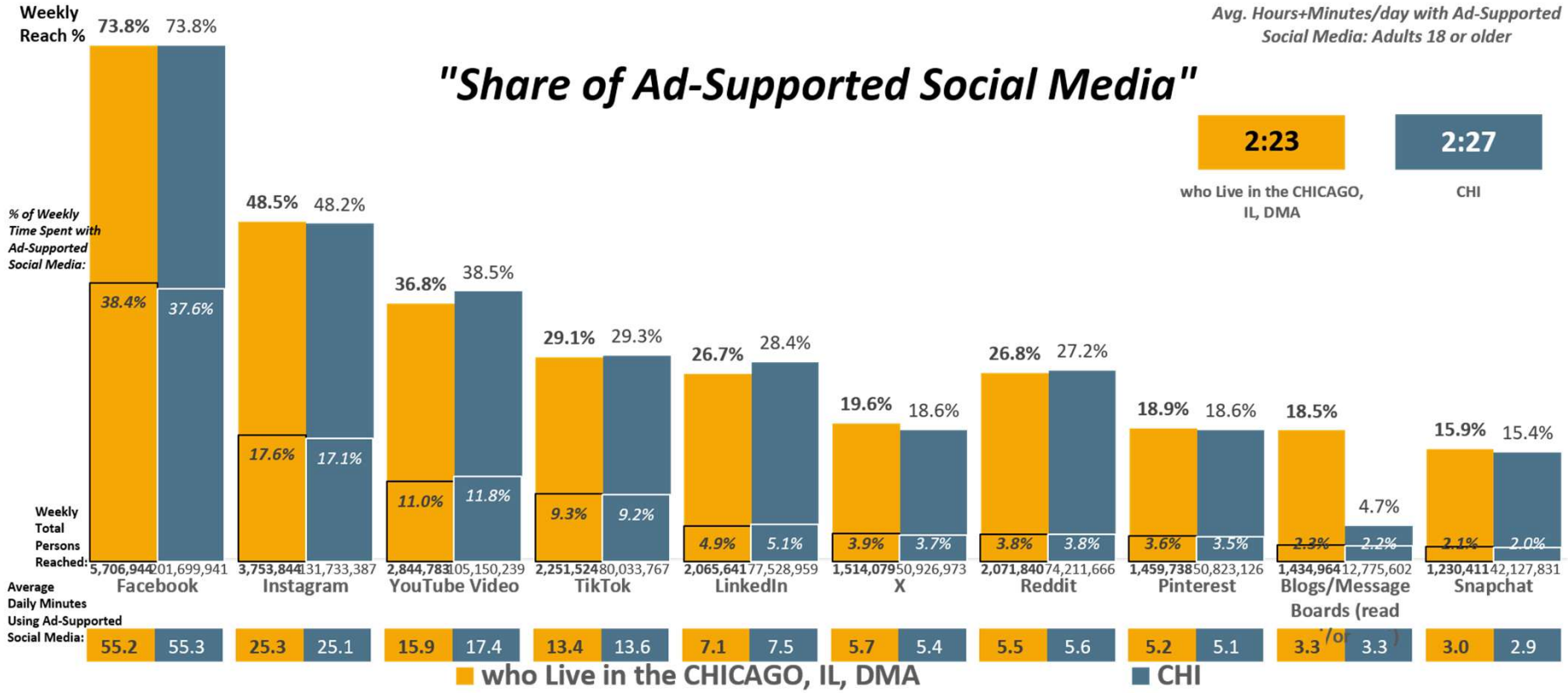
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P18+

5,706,944 or 73.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 55.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

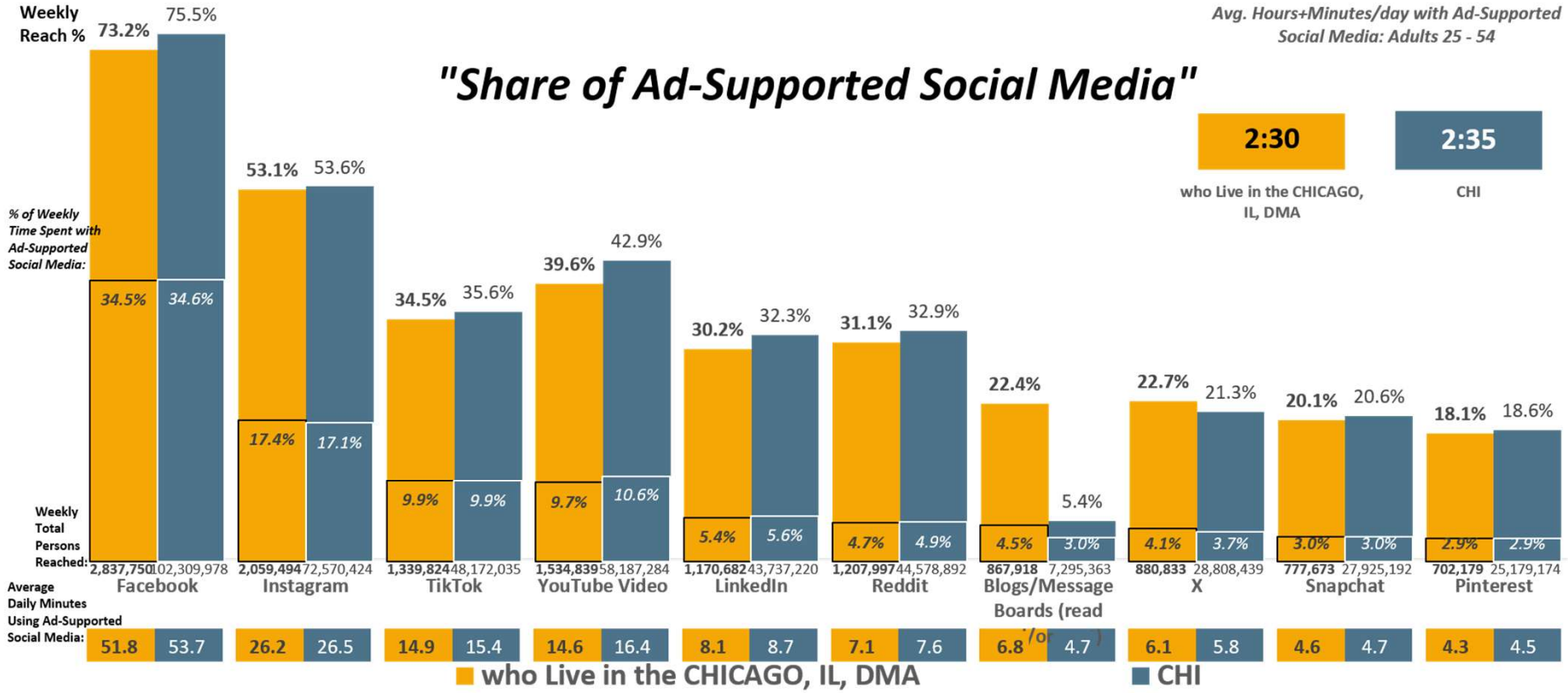
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P25-54

2,837,750 or 73.2% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 51.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



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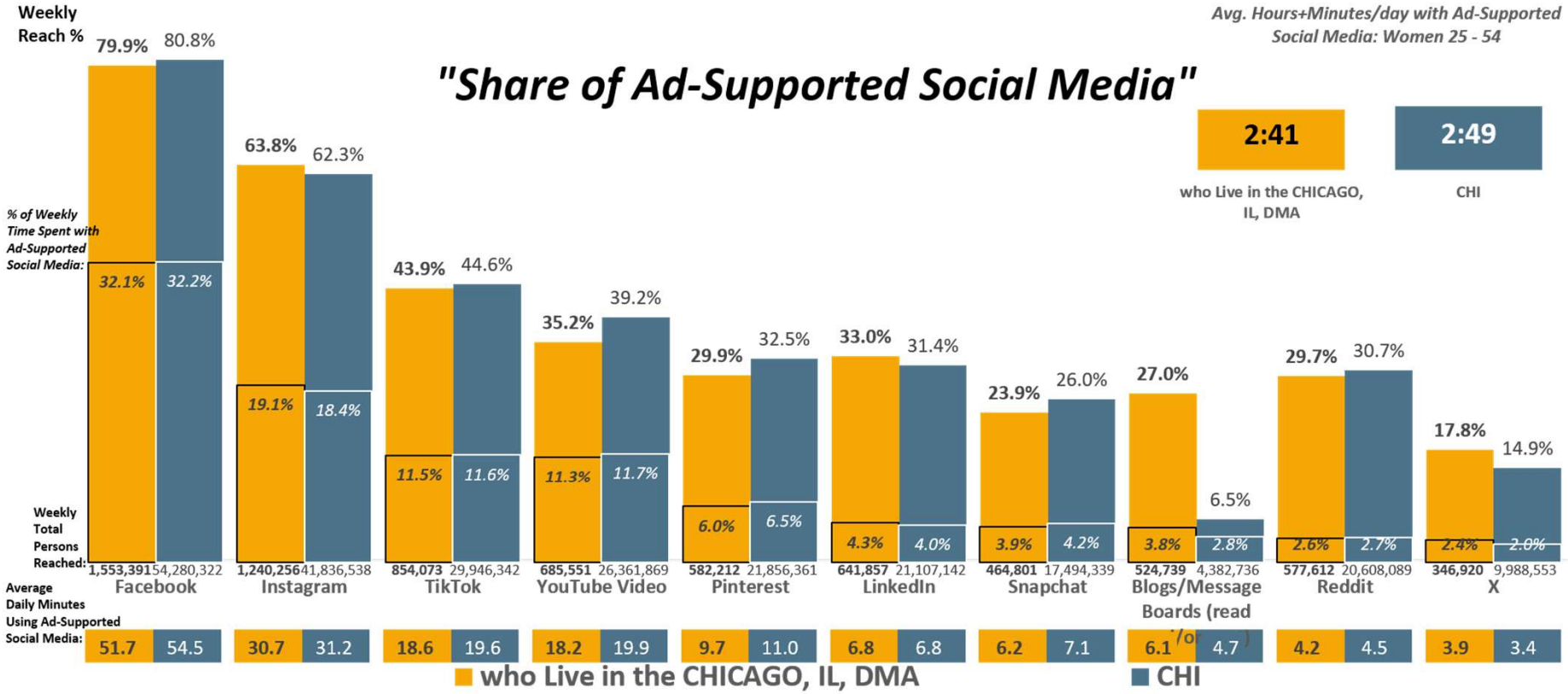
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W25-54

1,553,391 or 79.9% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 51.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.



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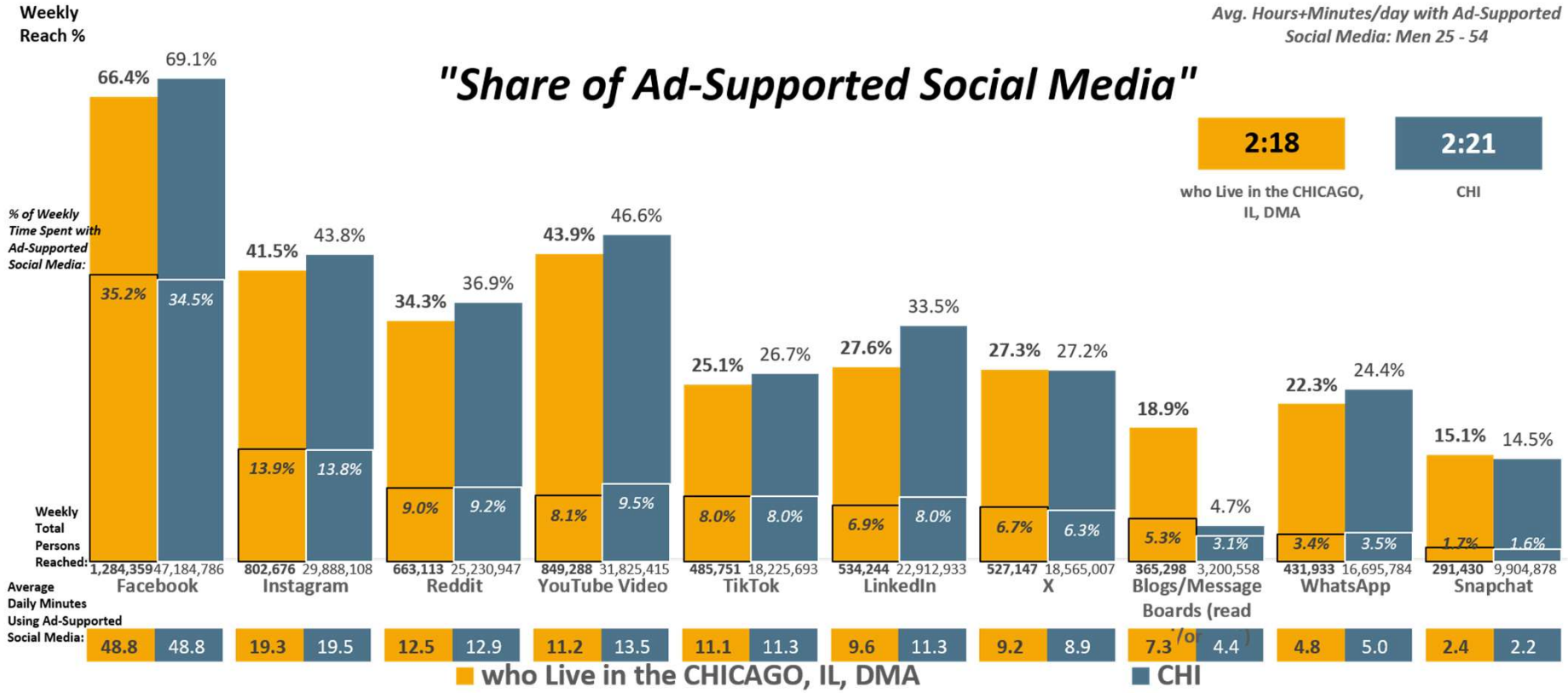
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M25-54

1,284,359 or 66.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 48.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

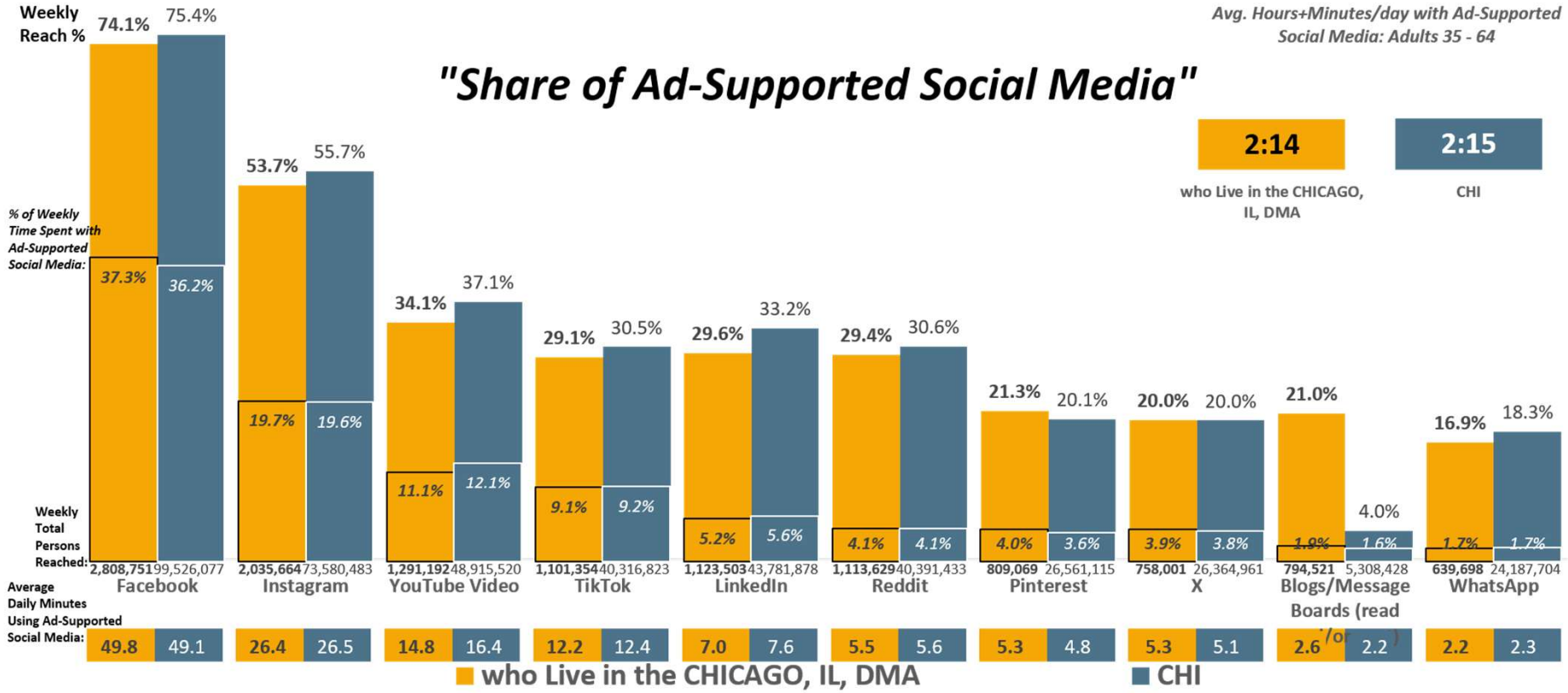
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P35-64

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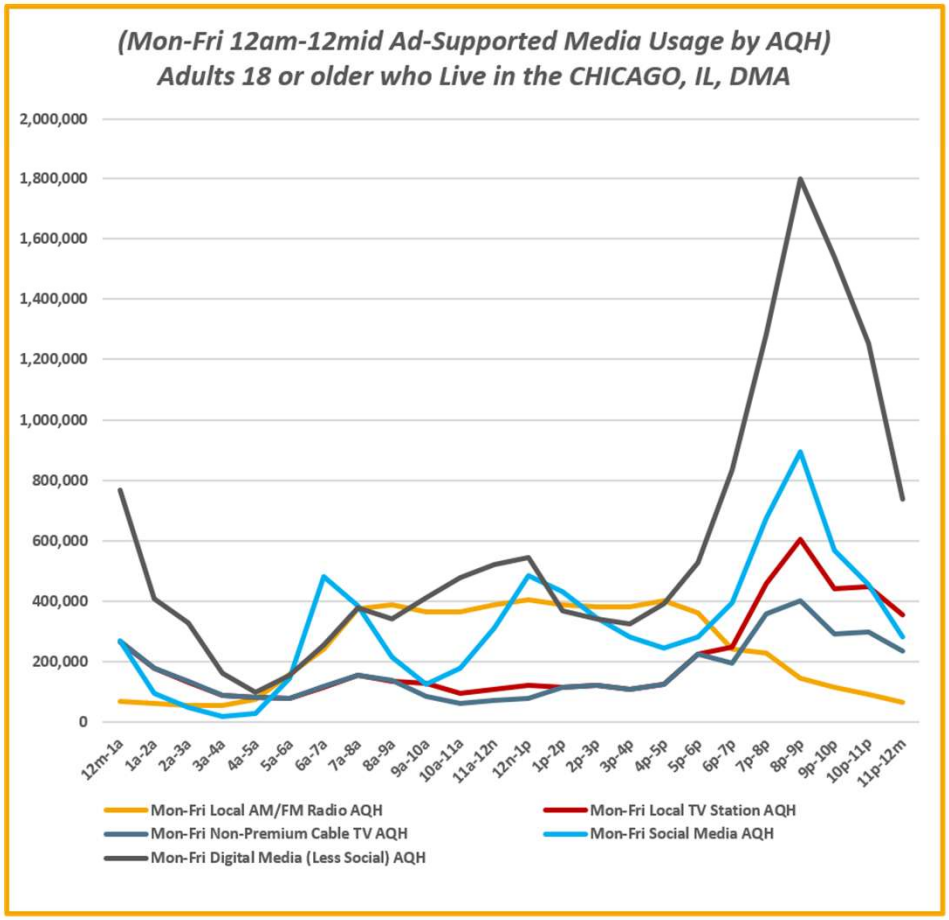
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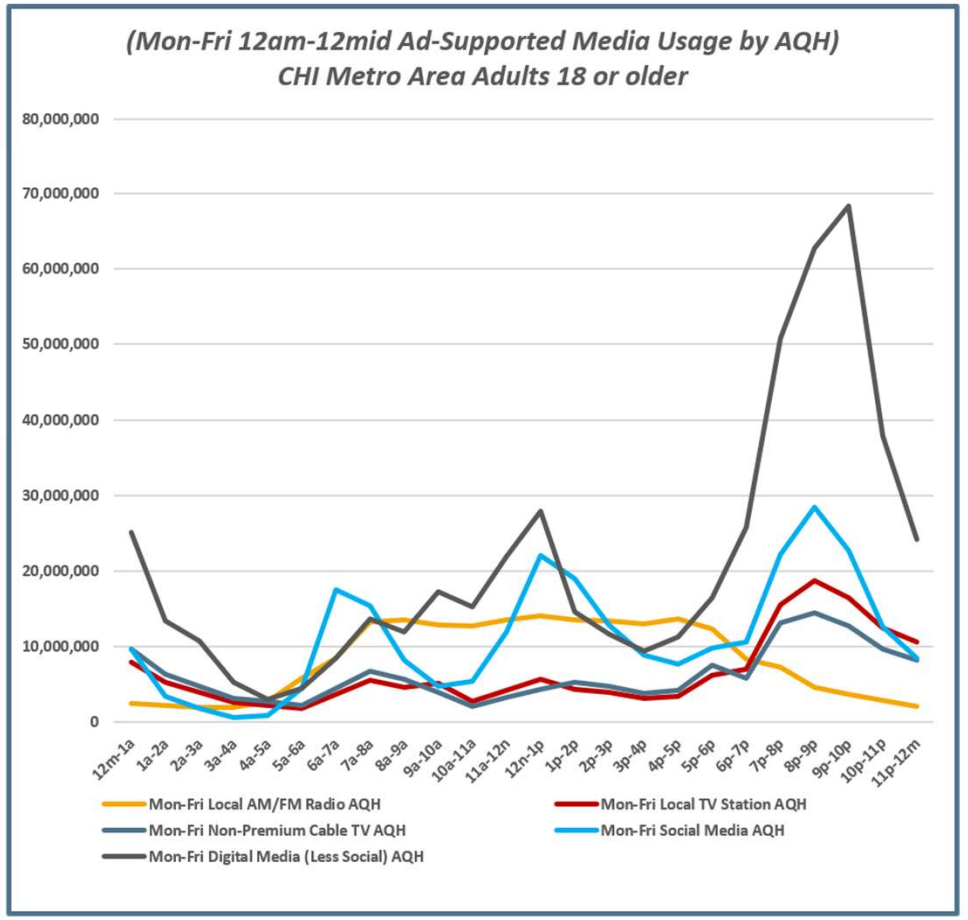
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 440,655; Local Radio: 360,921; Social Media: 320,454; Local TV: 139,484; Non-Prem. Cable: 124,123 reaching Adults 18 or older who Live in the CHICAGO, IL, DMA.





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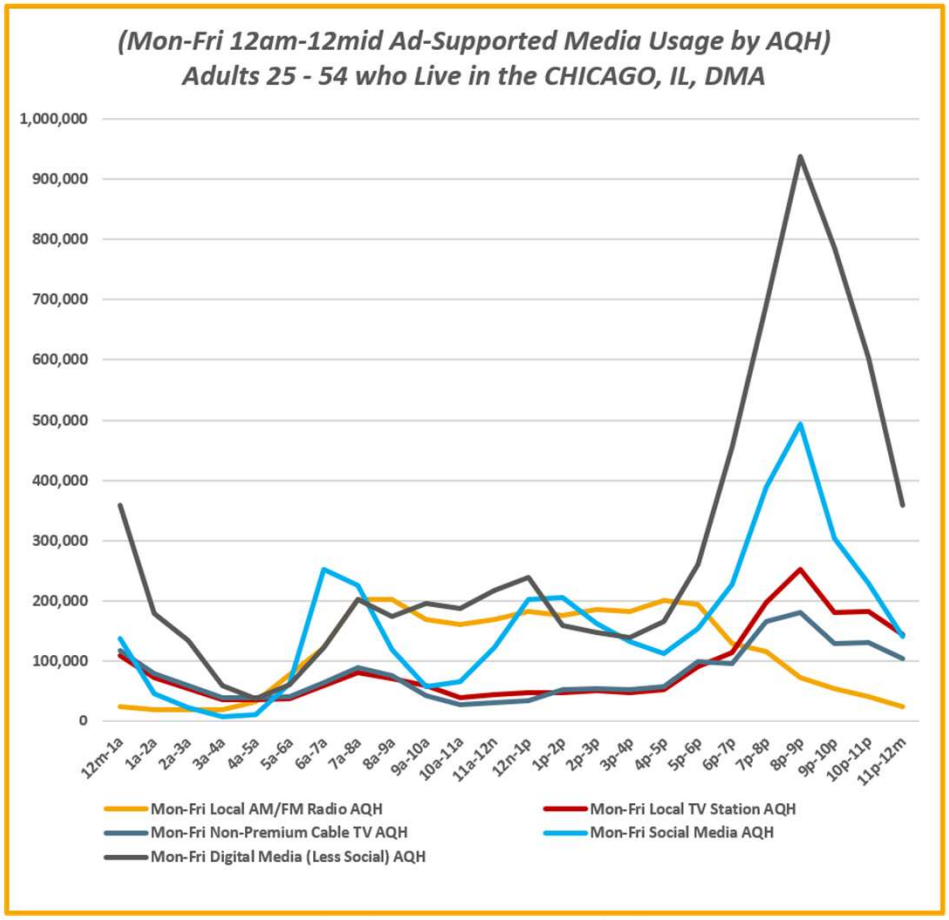
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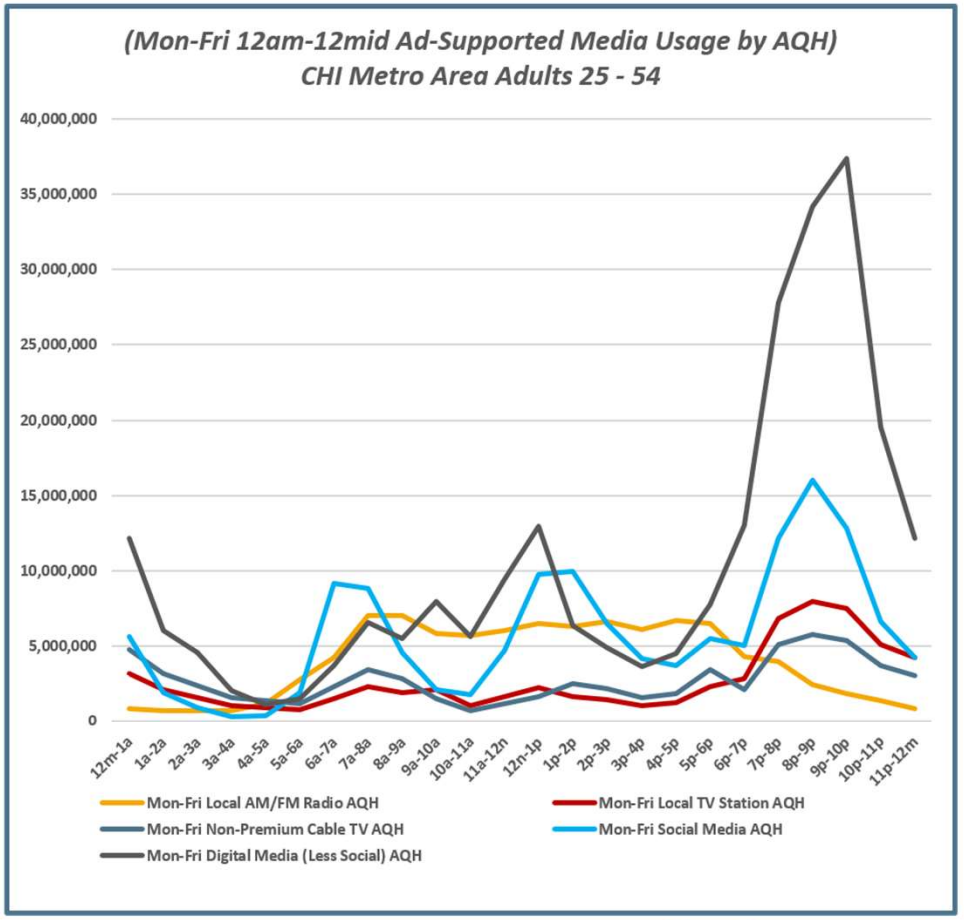
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 205,423; Local Radio: 175,378; Social Media: 157,299; Local TV: 62,412; Non-Prem. Cable: 60,304 reaching Adults 25 - 54 who Live in the CHICAGO, IL, DMA.





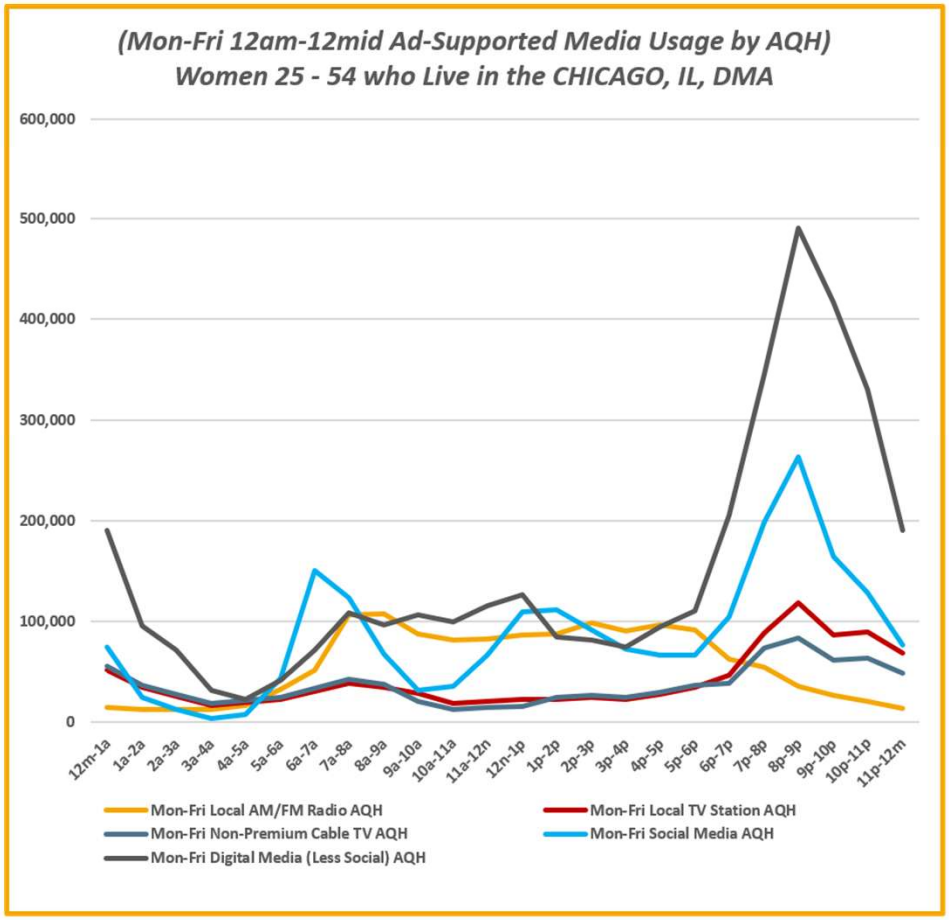
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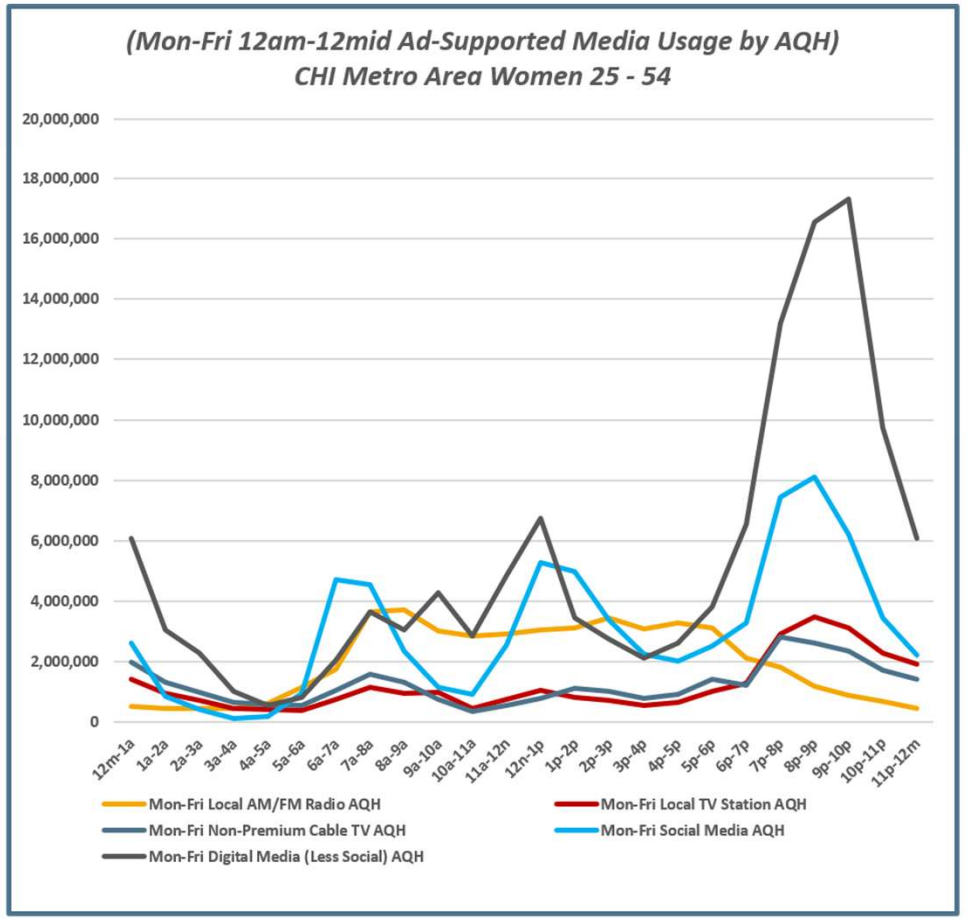
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 105,992; Local Radio: 87,040; Social Media: 84,582; Local TV: 29,028; Non-Prem. Cable: 27,896 reaching Women 25 - 54 who Live in the CHICAGO, IL, DMA.





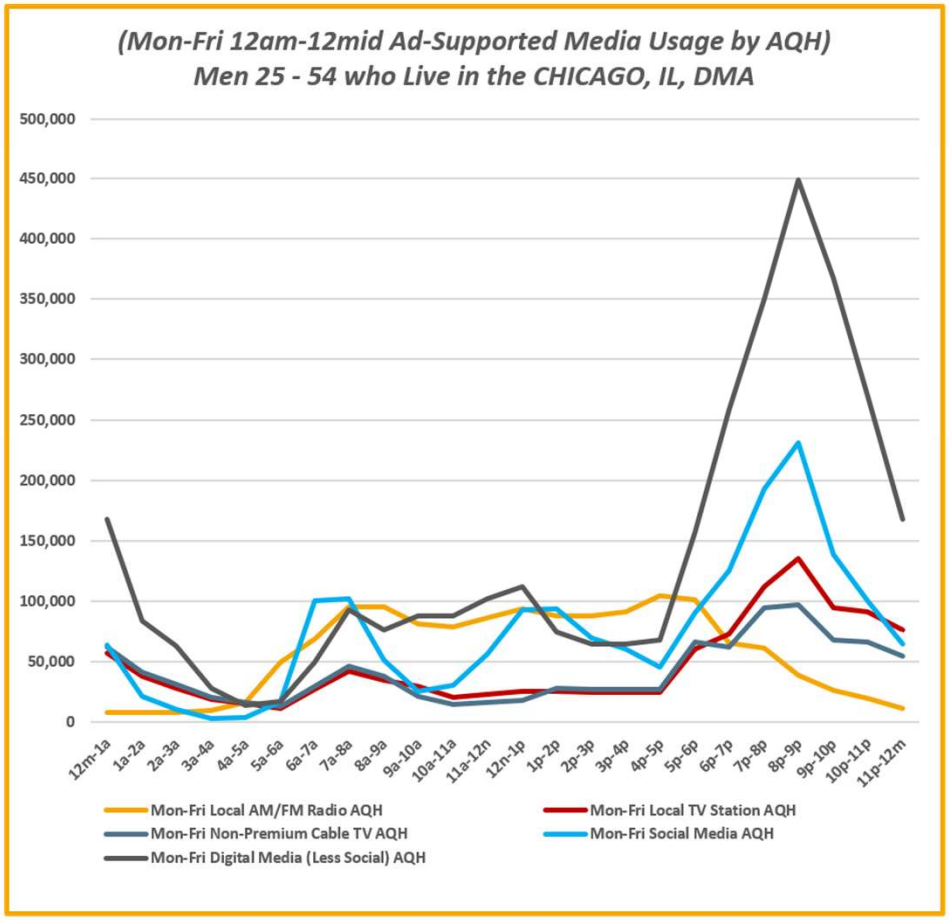
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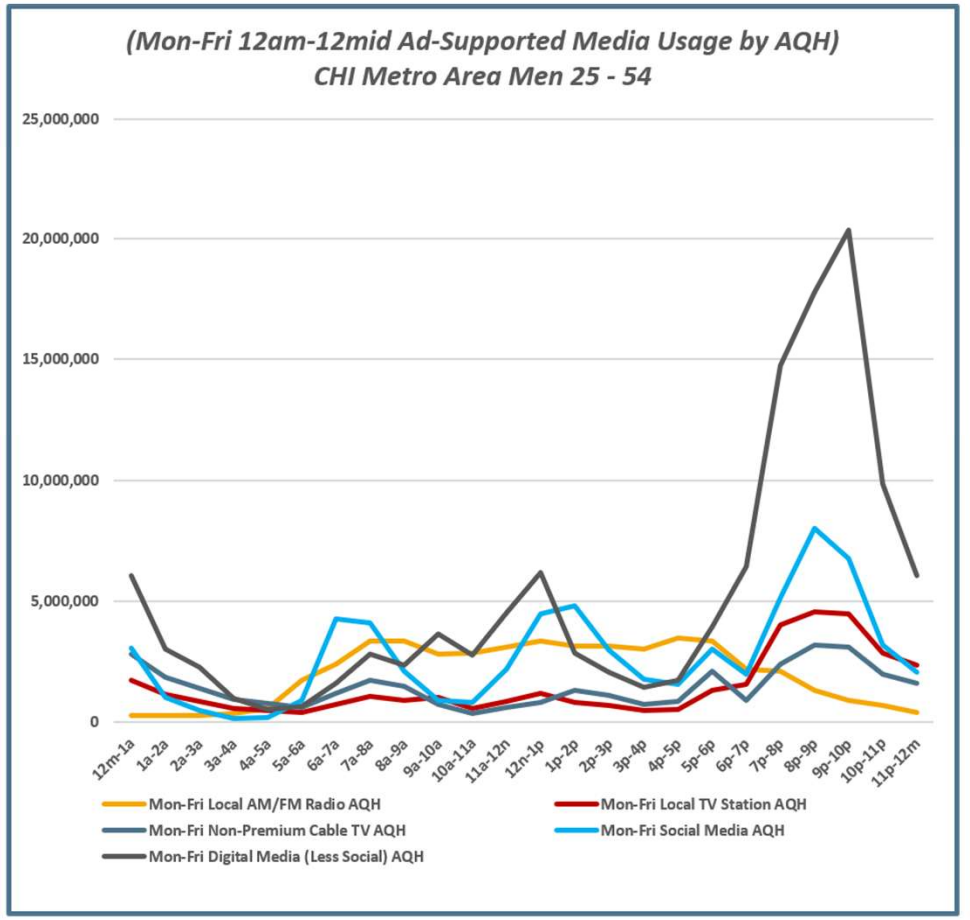
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 99,824; Local Radio: 87,694; Social Media: 72,758; Local TV: 33,644; Non-Prem. Cable: 32,666 reaching Men 25 - 54 who Live in the CHICAGO, IL, DMA.





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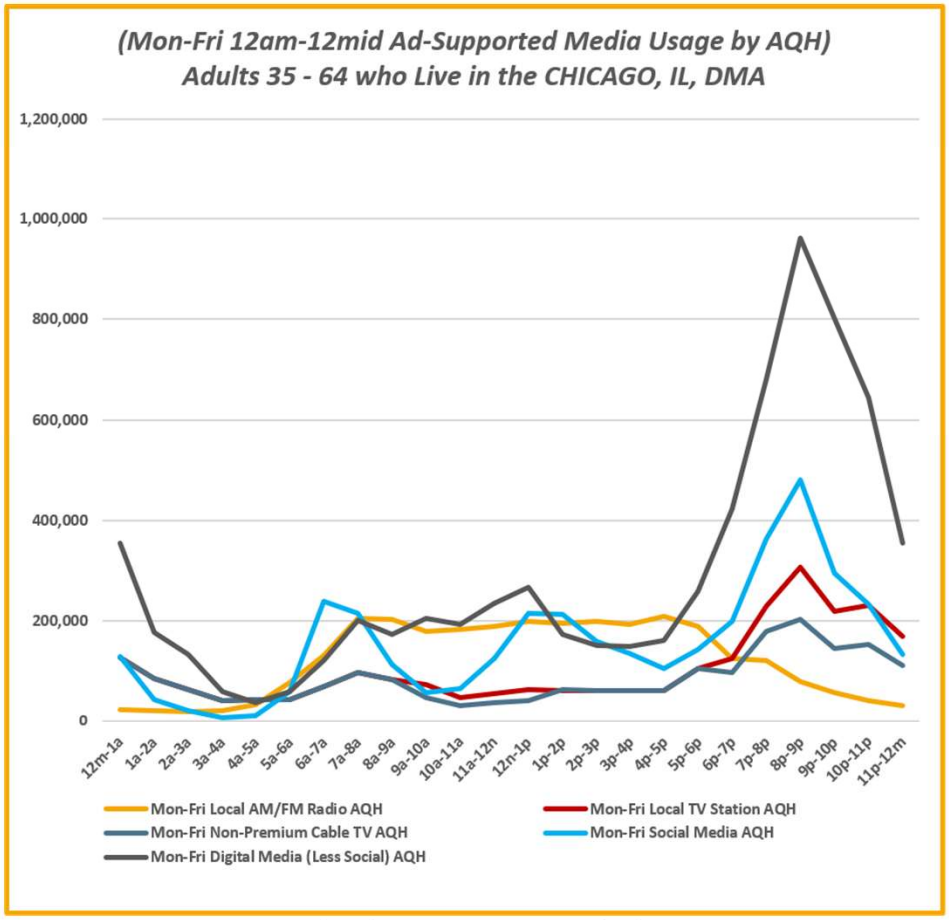
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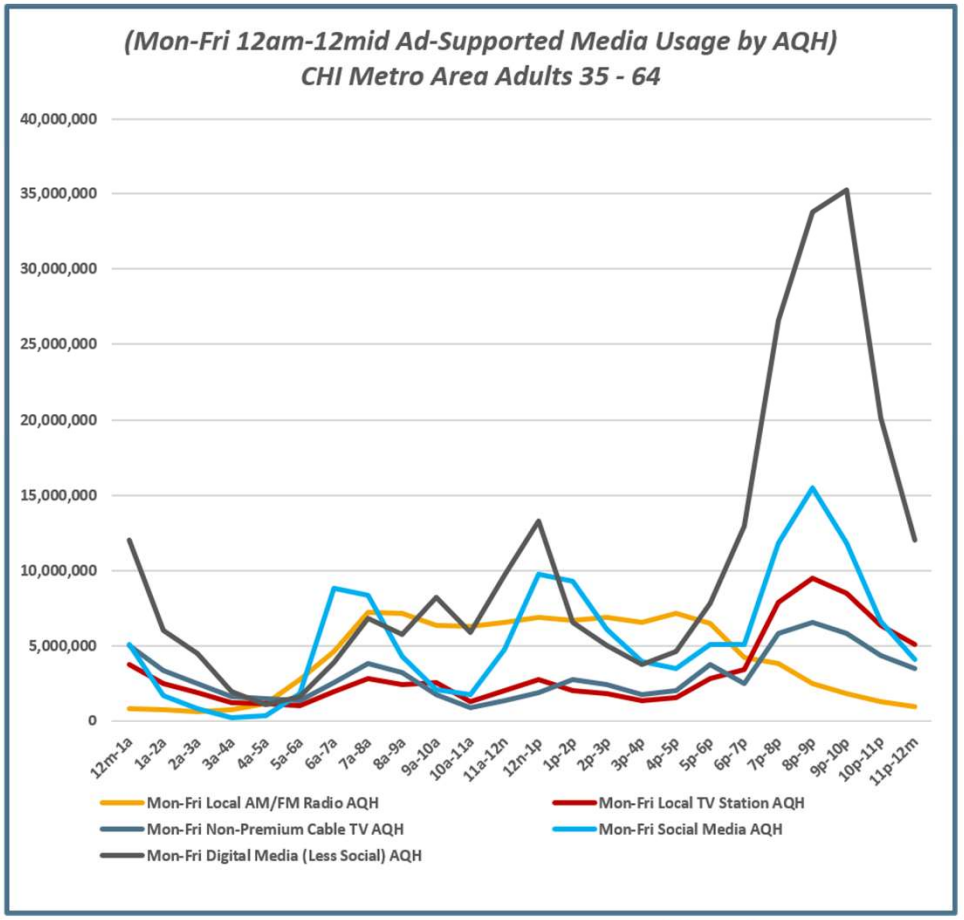
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 208,910; Local Radio: 184,765; Social Media: 152,776; Local TV: 74,888; Non-Prem. Cable: 66,497 reaching Adults 35 - 64 who Live in the CHICAGO, IL, DMA.





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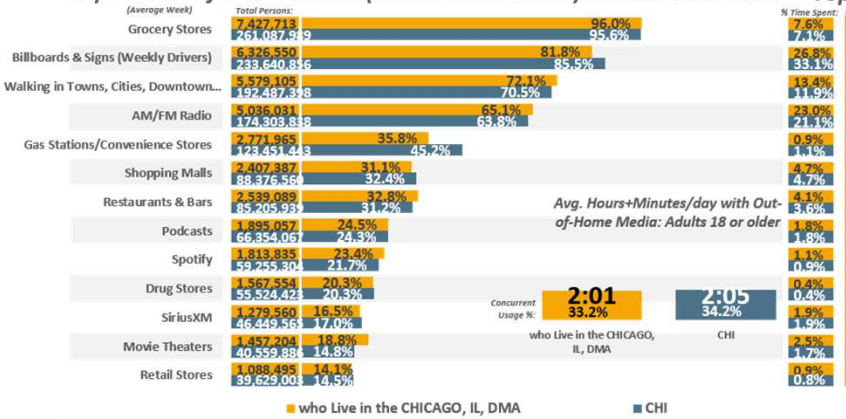
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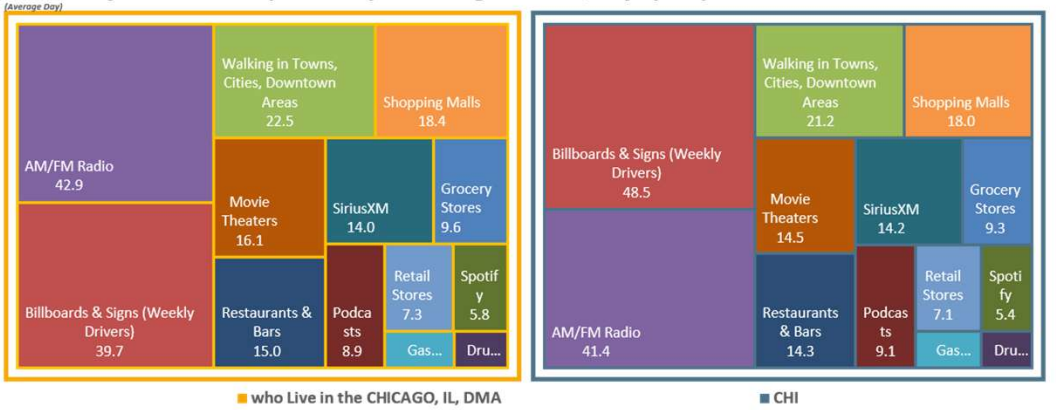
P18+

6,326,550 or 81.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 39.7 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

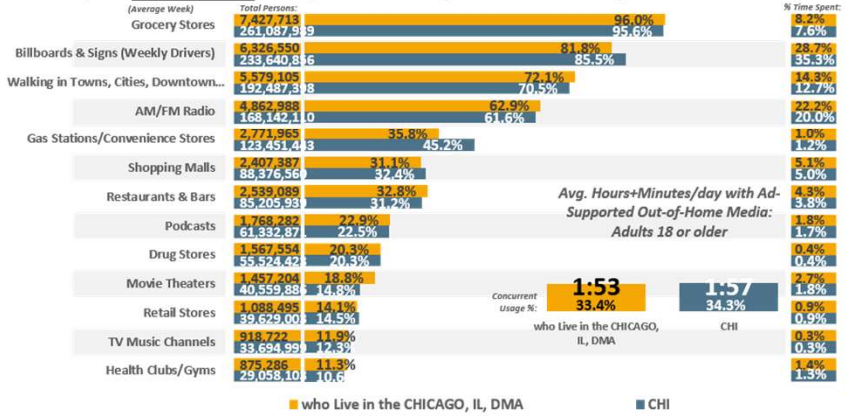
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



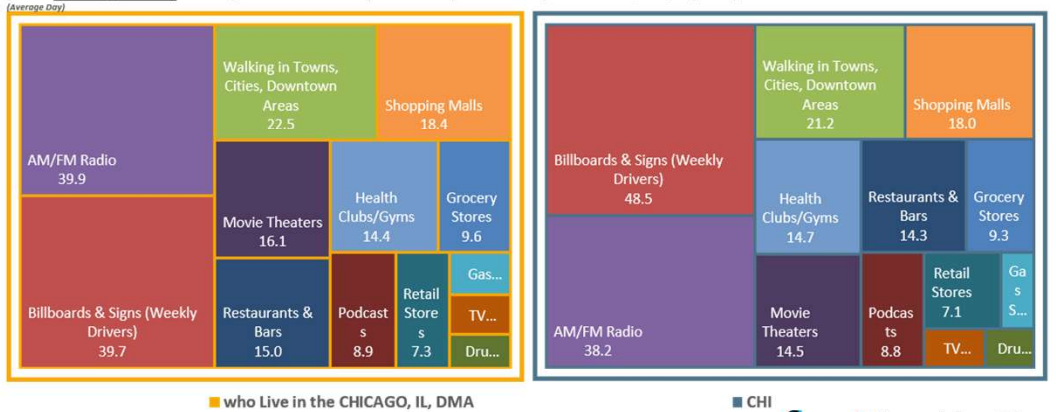
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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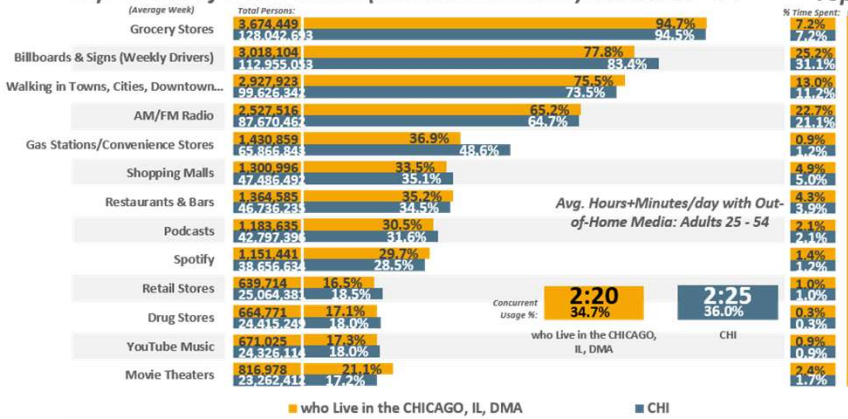
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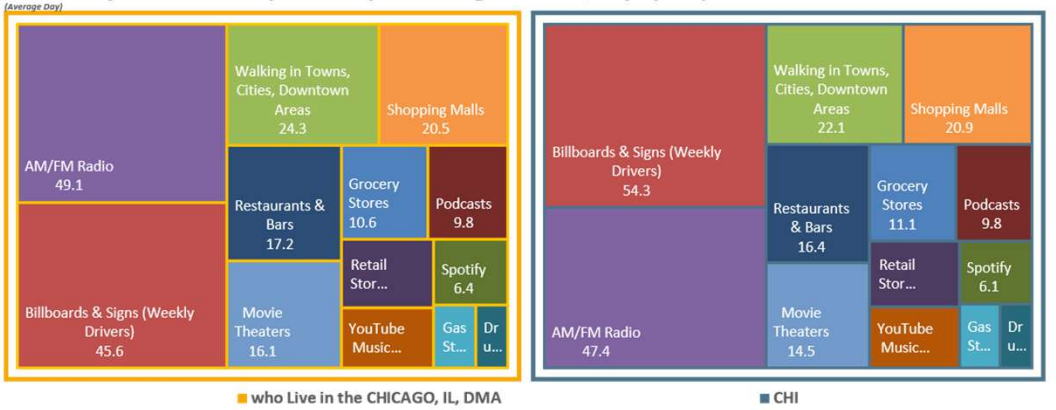
P25-54

3,018,104 or 77.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

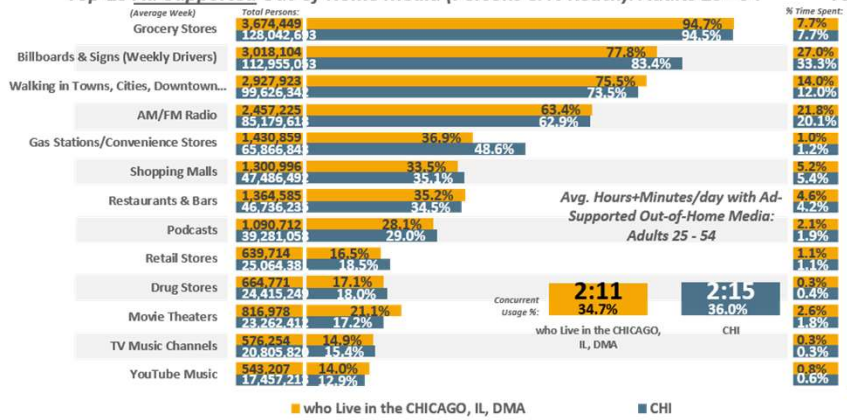
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



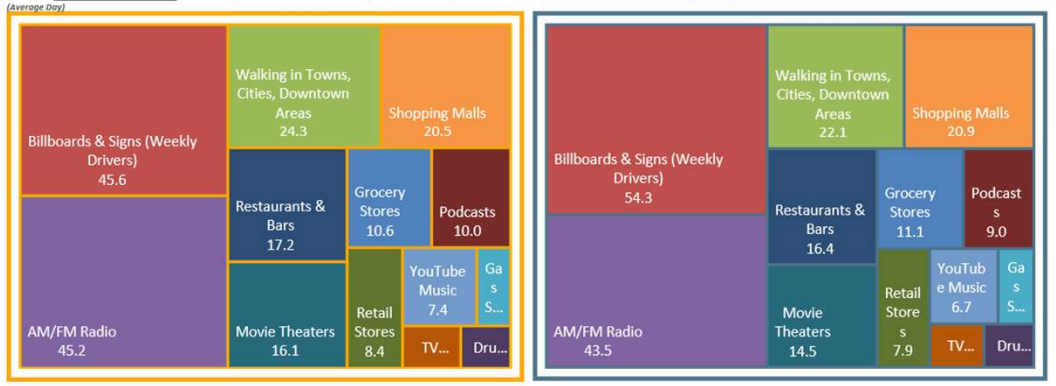
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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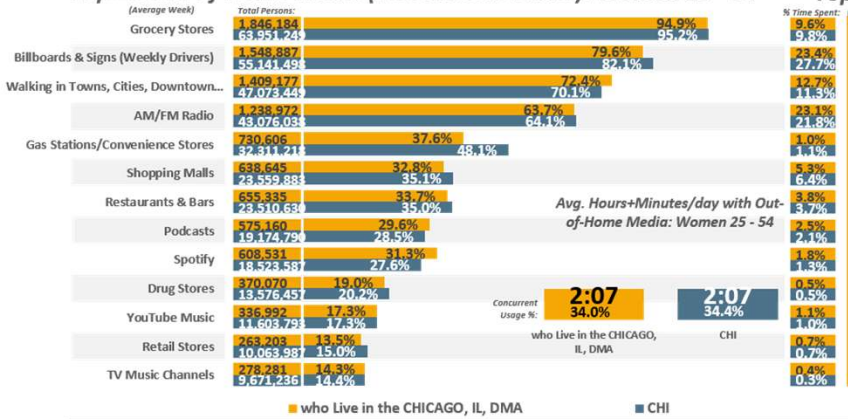
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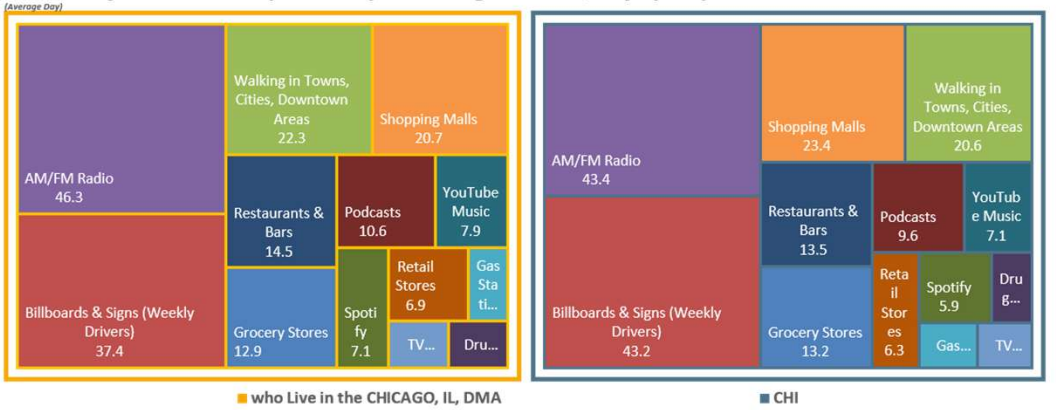
W25-54

1,548,887 or 79.6% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 37.4 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

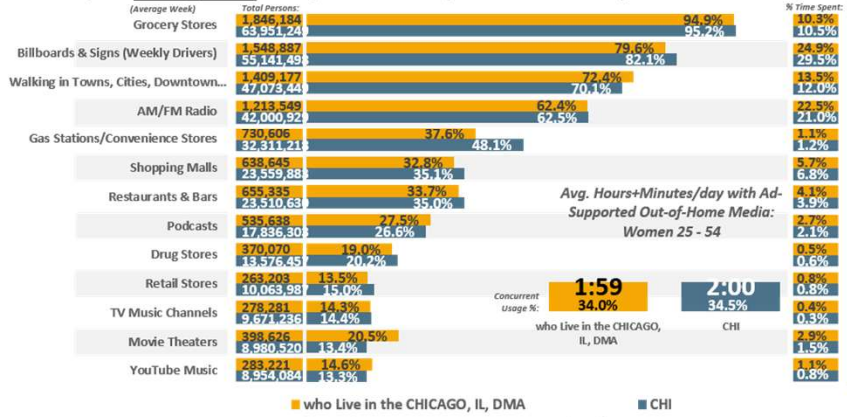
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



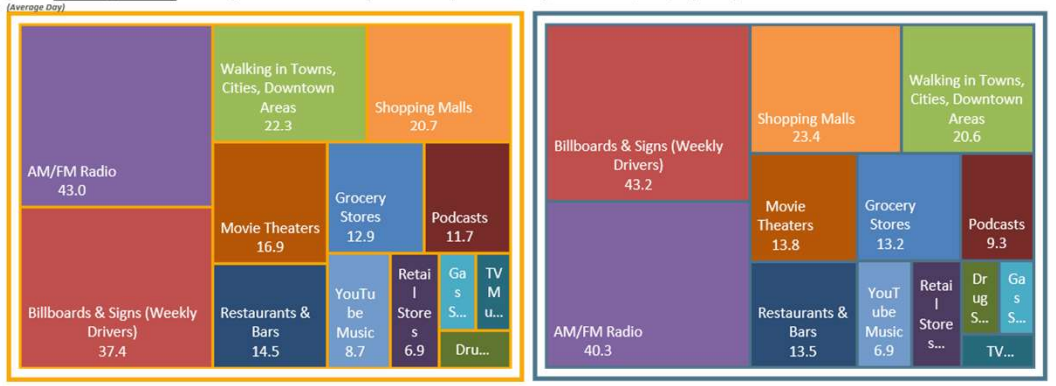
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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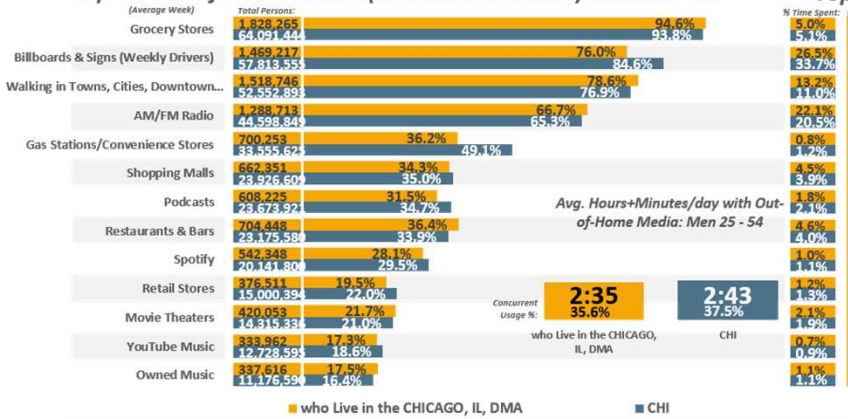
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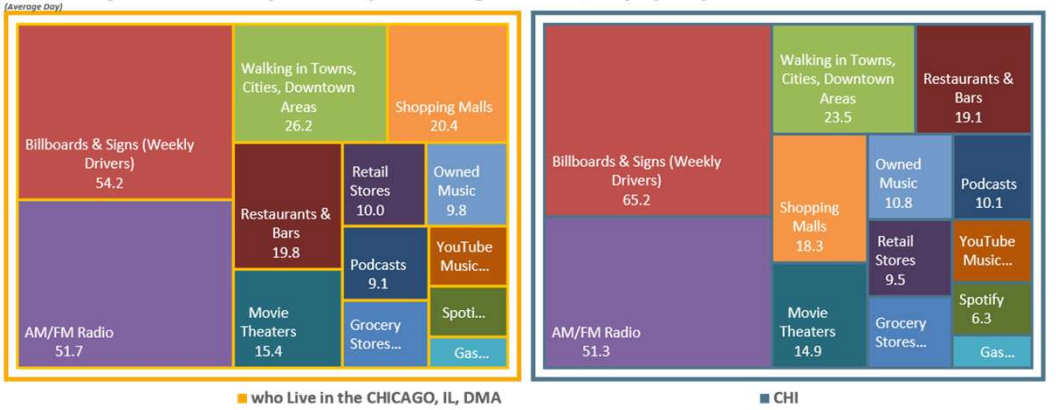
M25-54

1,469,217 or 76.% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

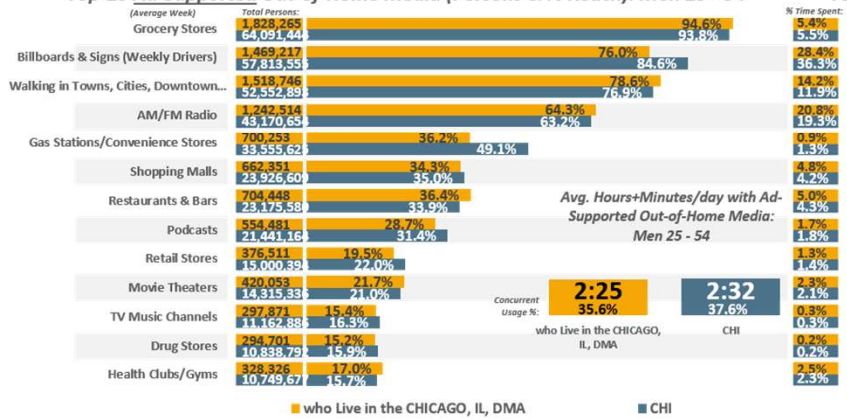
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



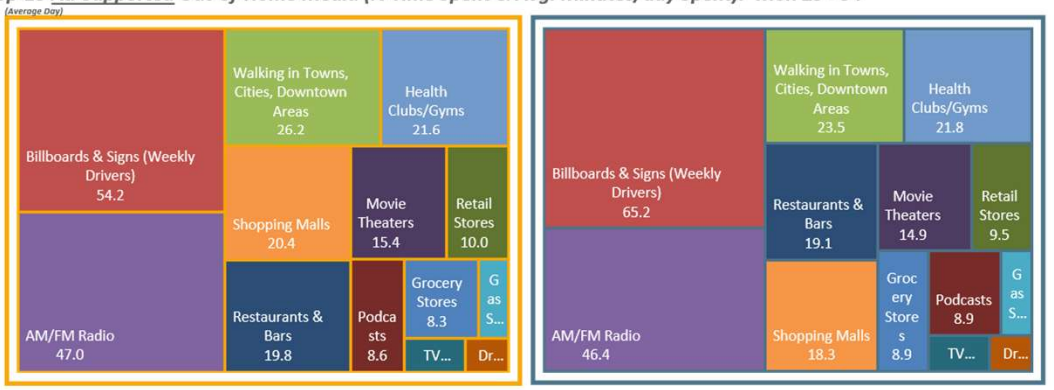
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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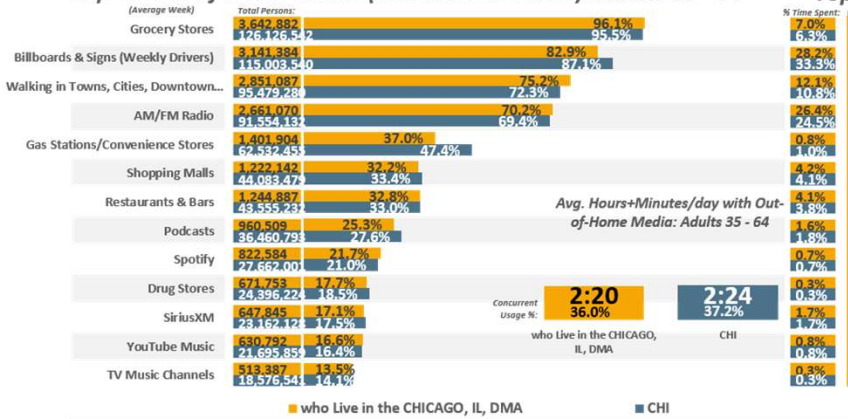
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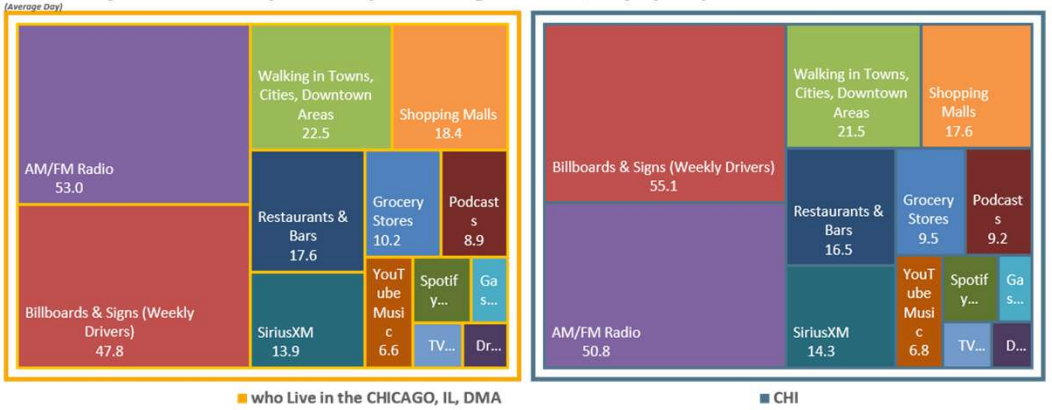
P35-64

3,141,384 or 82.9% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

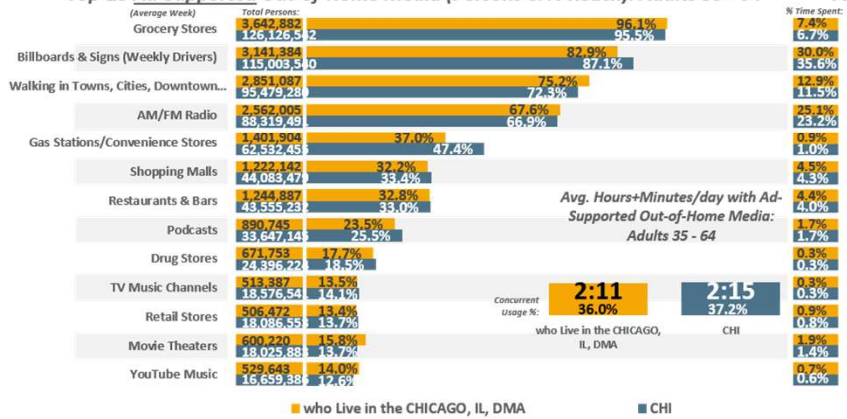
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



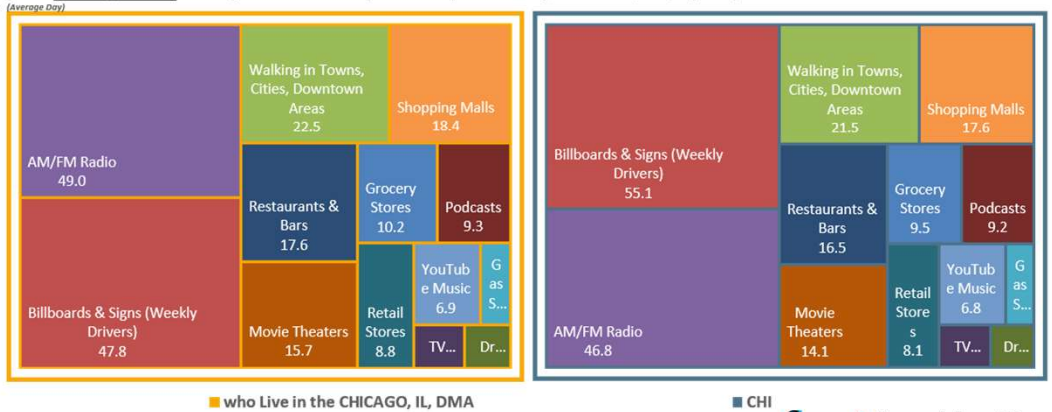
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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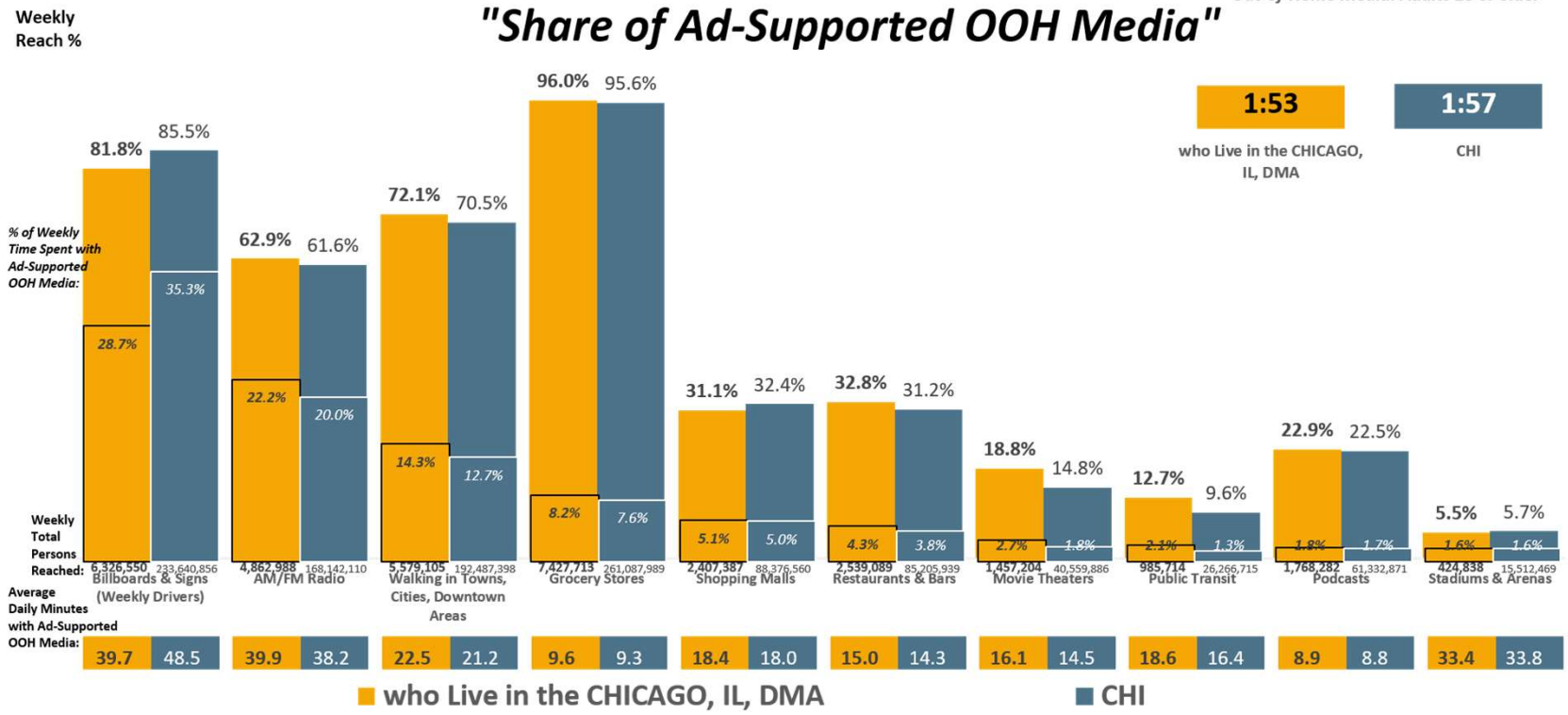


P18+

6,326,550 or 81.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 39.7 minutes per day driving, seeing Billboards and Signs representing 28.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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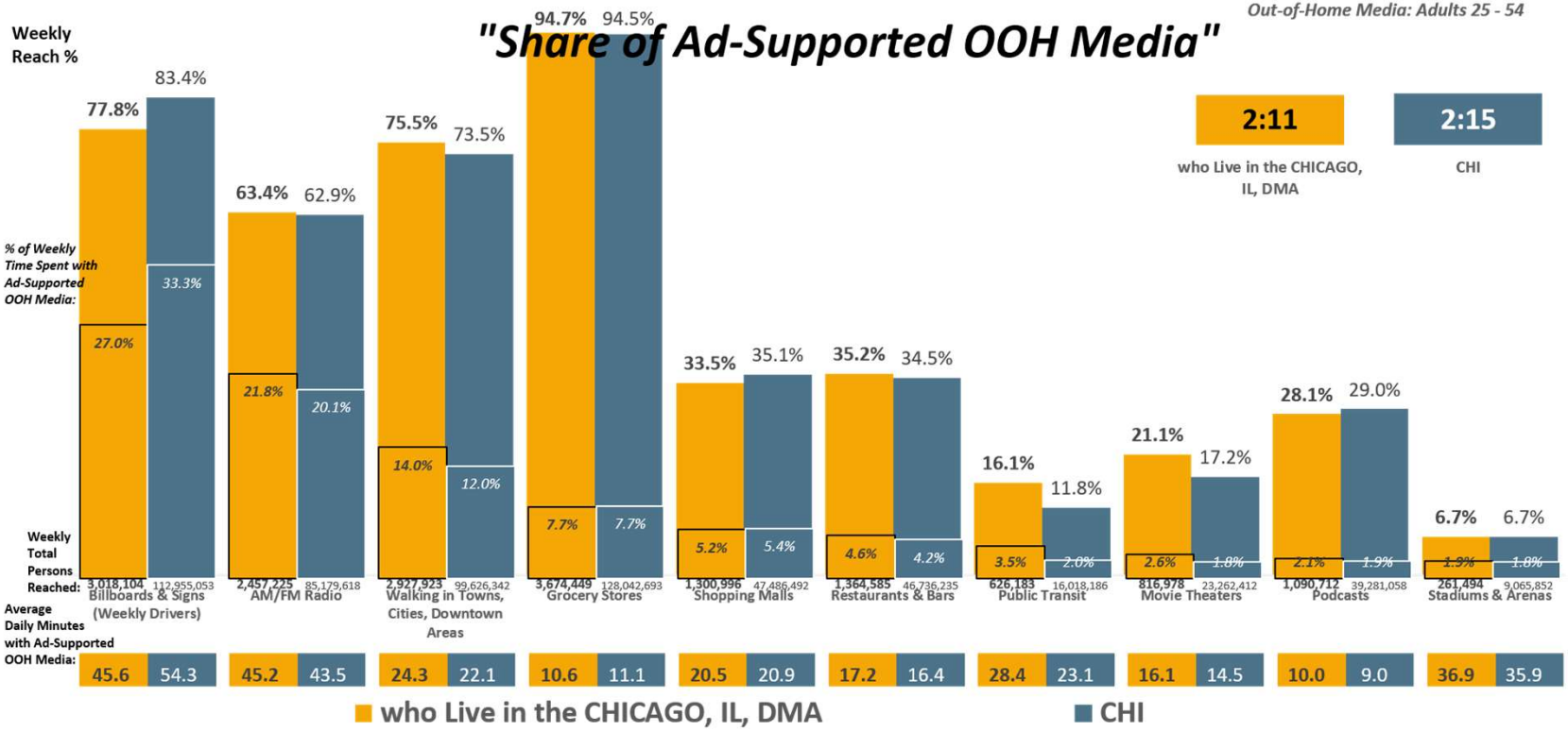


P25-54

3,018,104 or 77.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 27.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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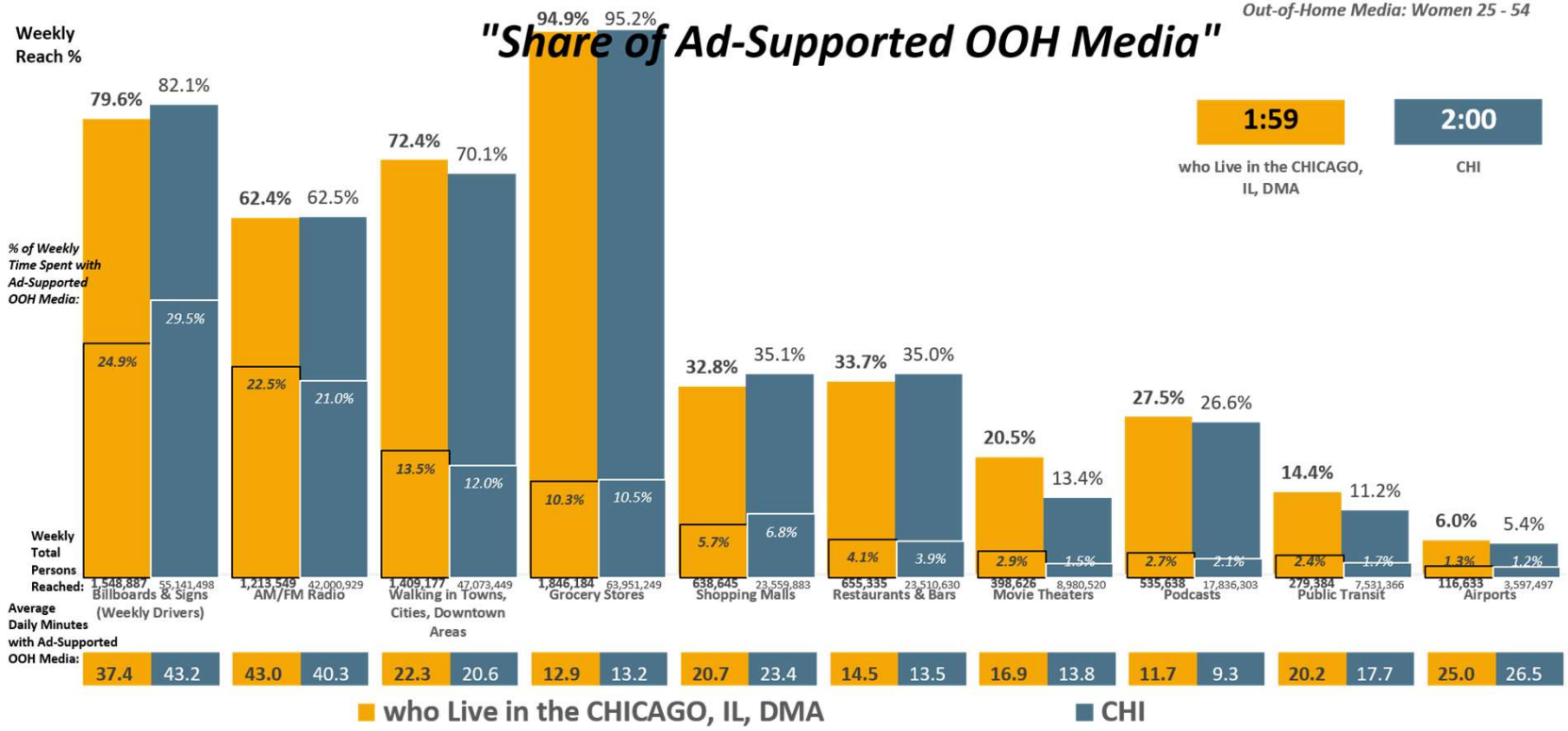
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1,548,887 or 79.6% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 37.4 minutes per day driving, seeing Billboards and Signs representing 24.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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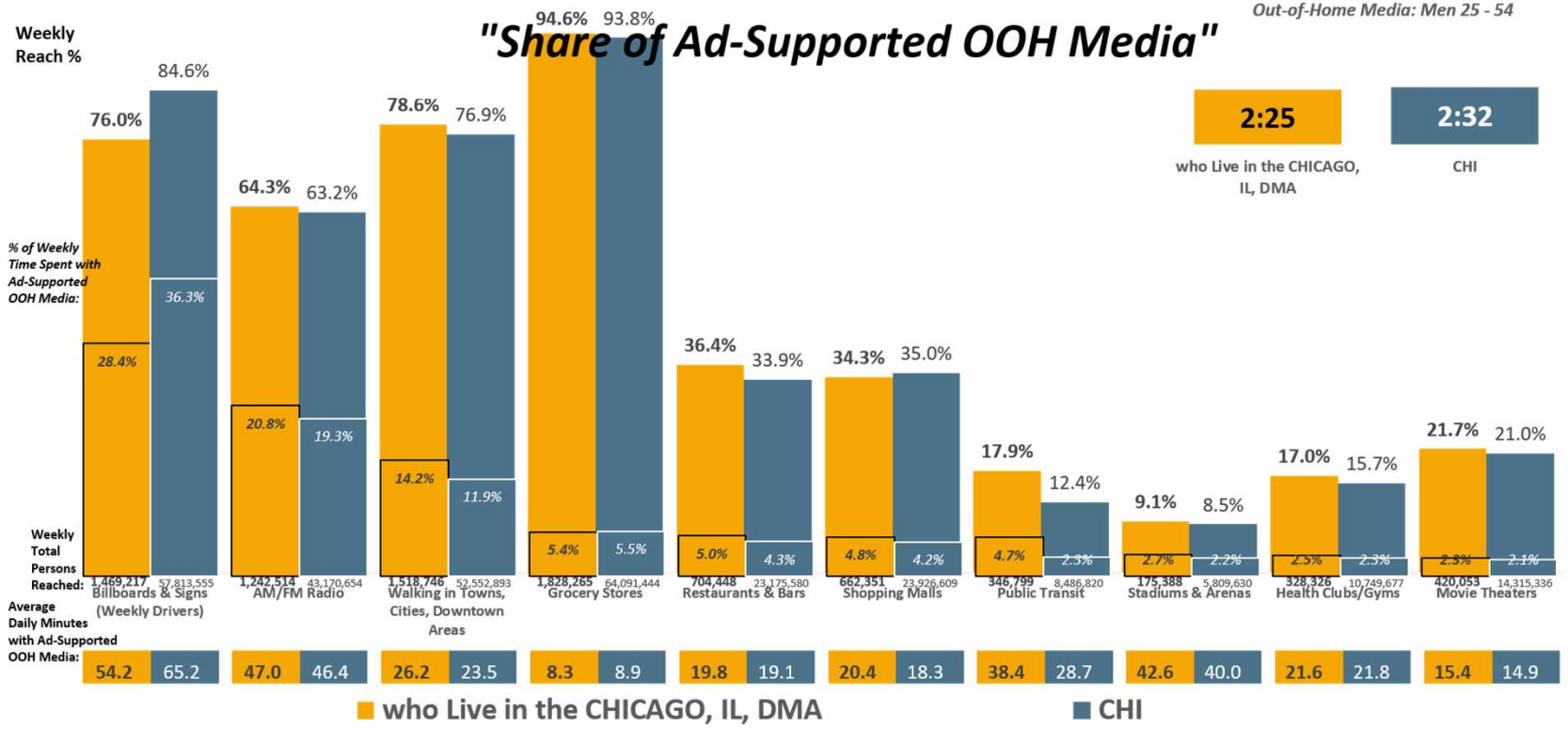


M25-54

1,469,217 or 76.% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 54.2 minutes per day driving, seeing Billboards and Signs representing 28.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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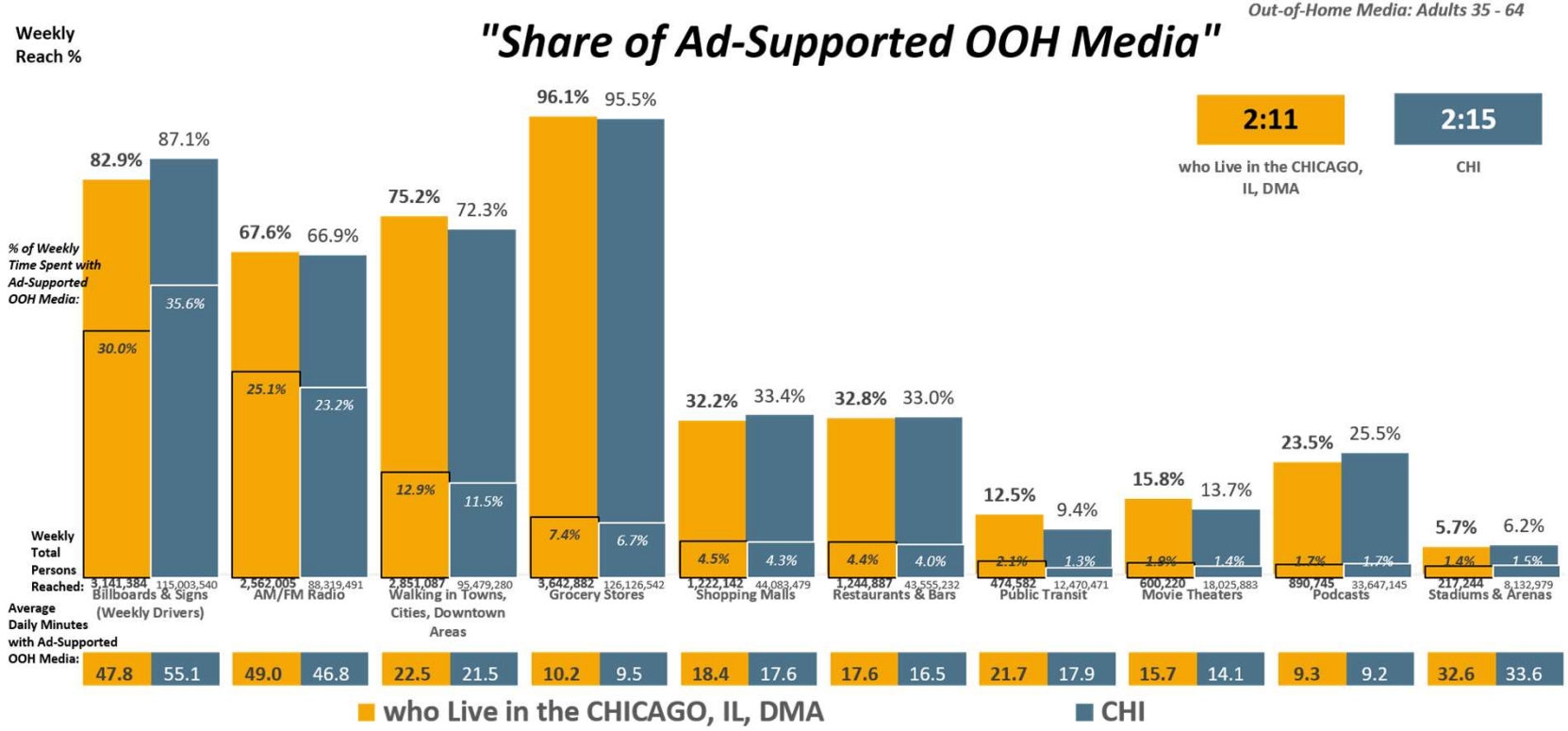


P35-64

3,141,384 or 82.9% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 30.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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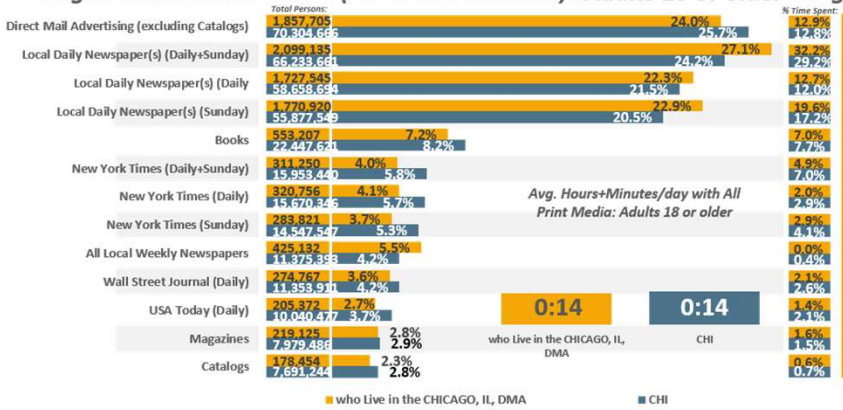
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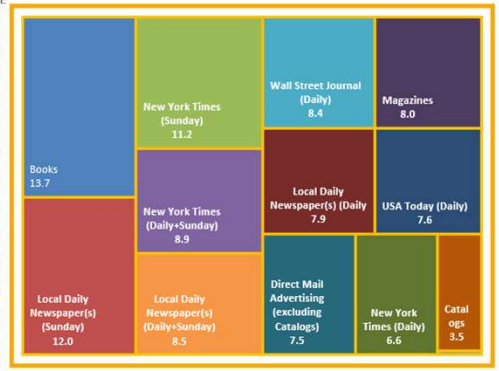


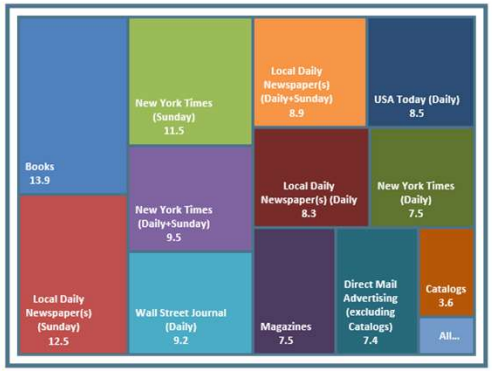
P18+

2,099,135 or 27.1% of Adults 18 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

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

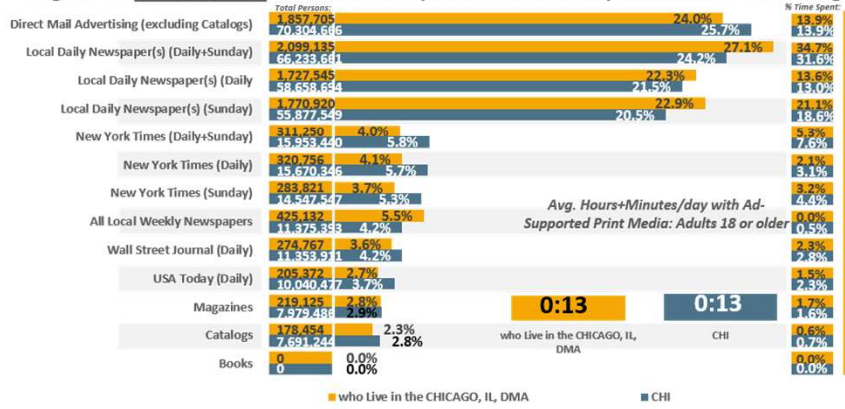


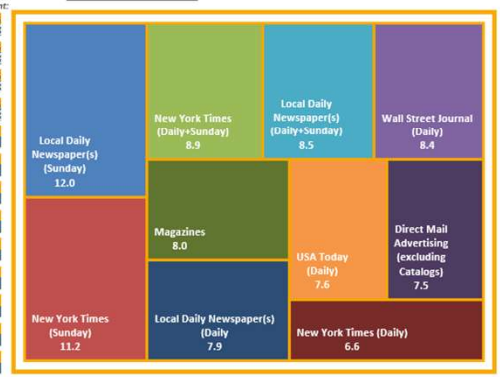


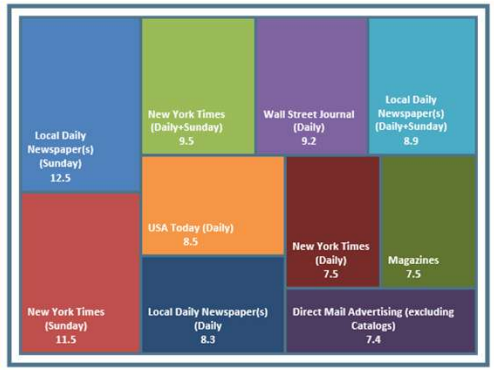


who Live in the CHICAGO, IL, DMA ■ CHI

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







who Live in the CHICAGO, IL, DMA ■ CHI

CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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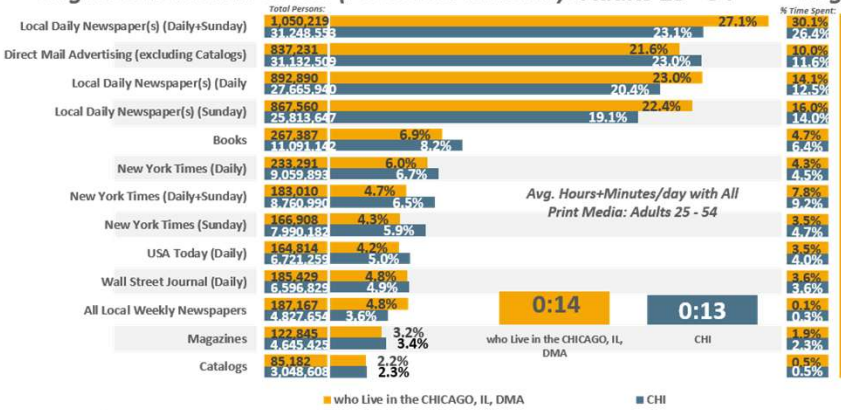
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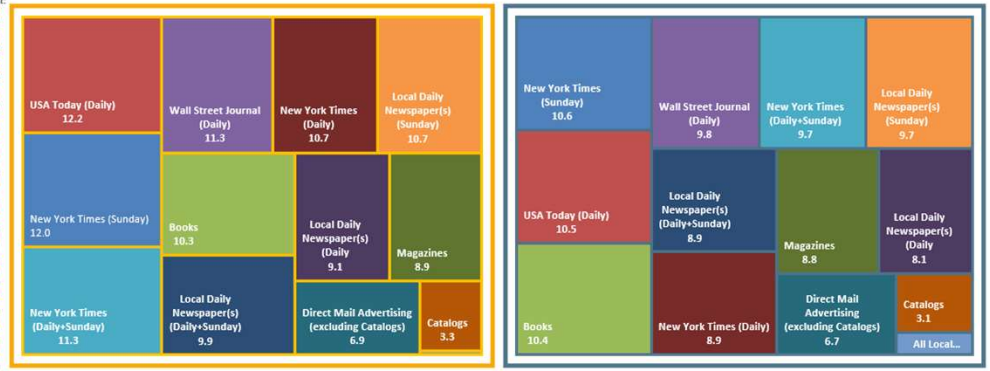
P25-54

1,050,219 or 27.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

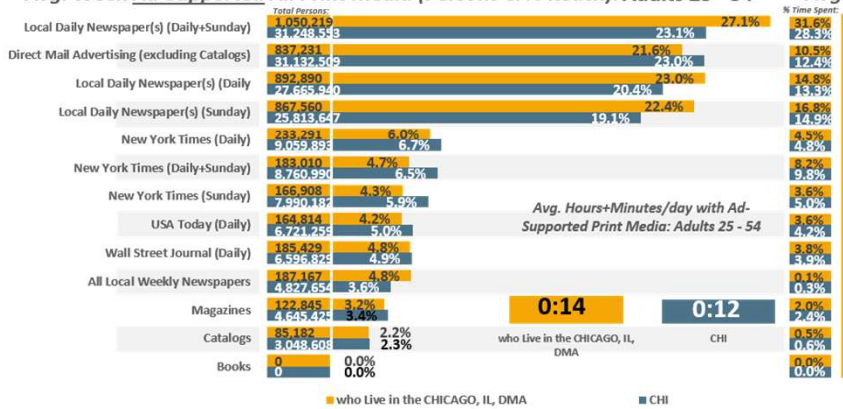
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

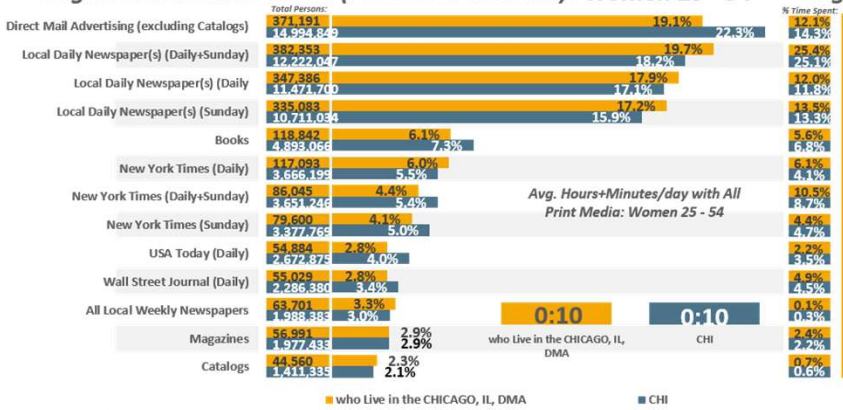
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382,353 or 19.7% of Women 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 27.% of all time spent daily with All forms of Print Media.

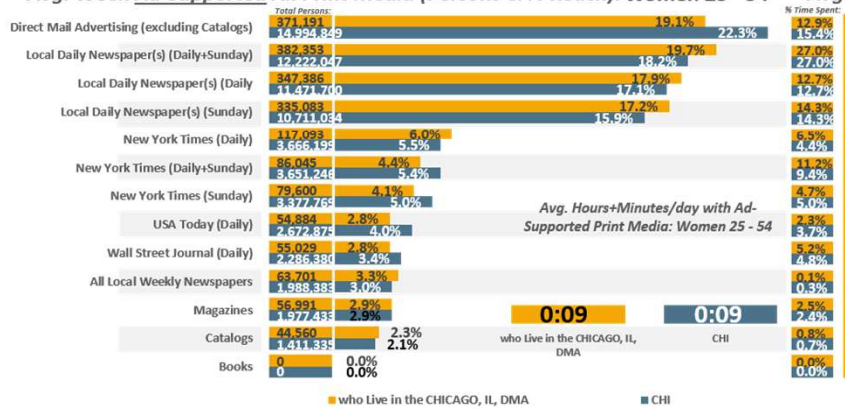
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



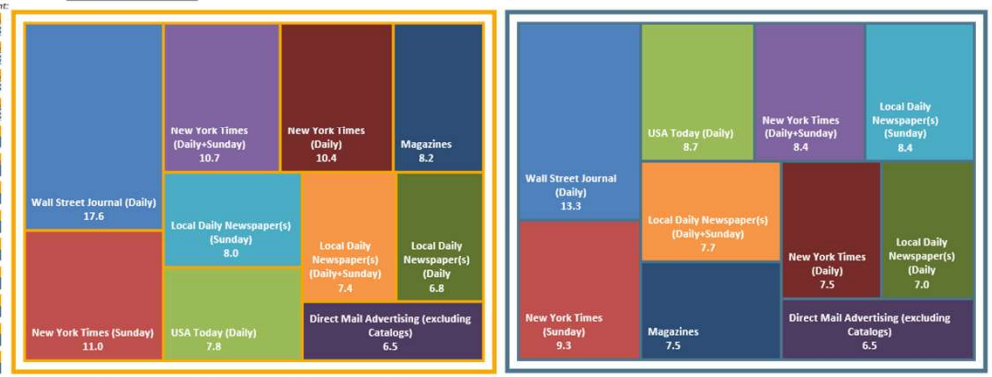
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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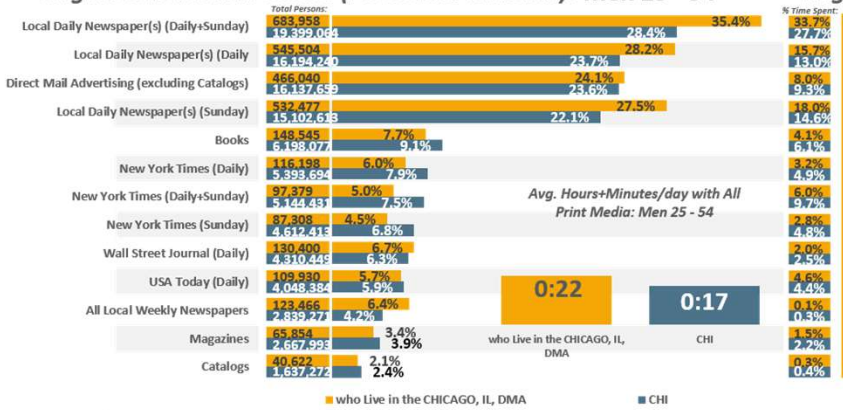
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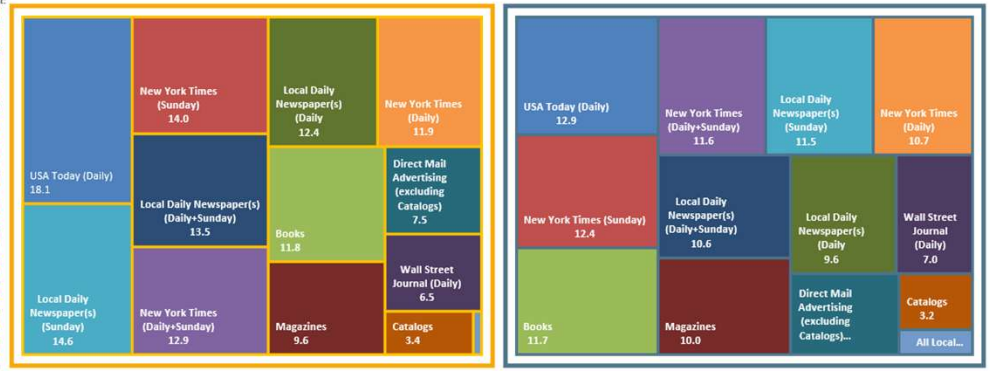
M25-54

683,958 or 35.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

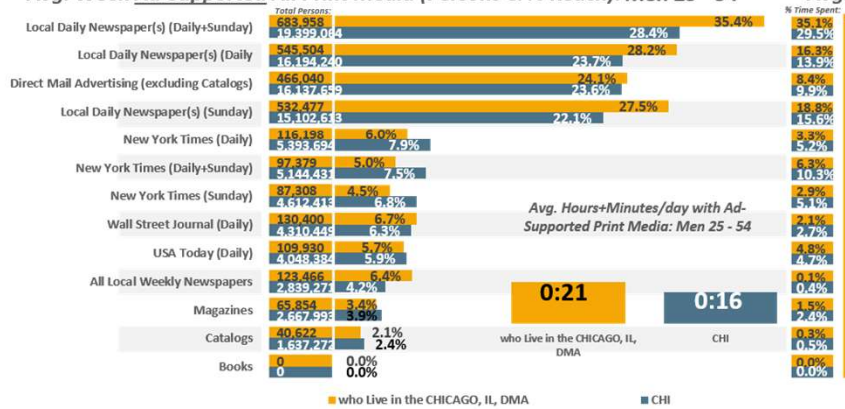
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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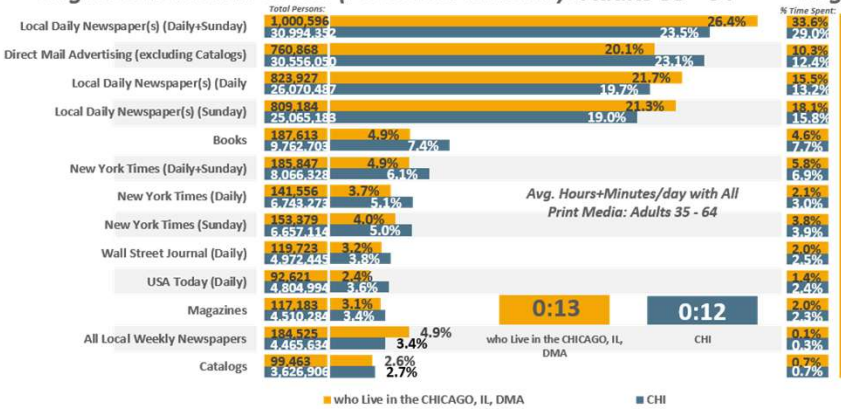
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P35-64

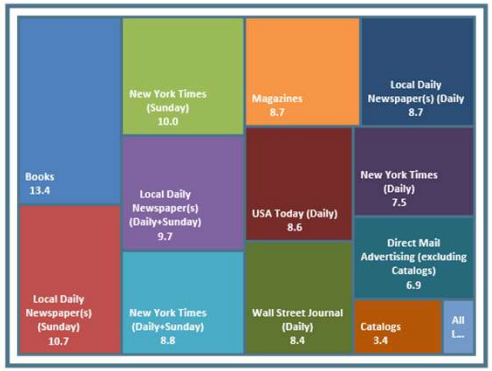
1,000,596 or 26.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



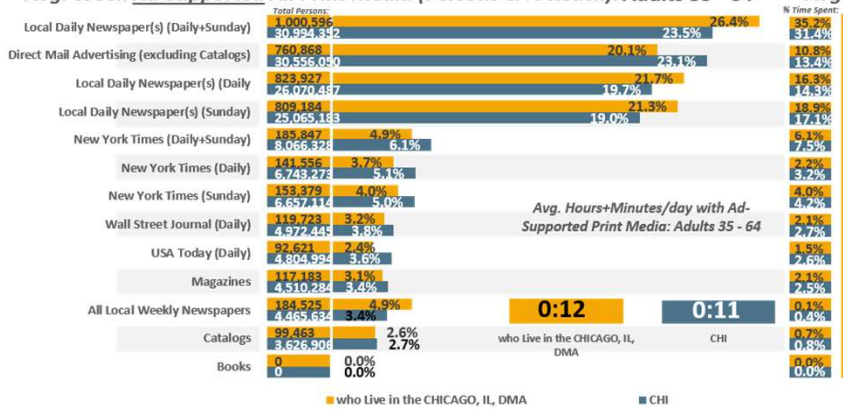
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



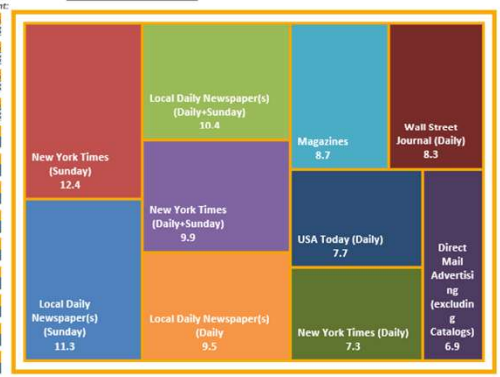


who Live in the CHICAGO, IL, DMA ■ CHI

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





who Live in the CHICAGO, IL, DMA ■ CHI

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P18+

"Advertising Actions"

P18+ who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

	P18+ who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	3,211,907	41.5%	113,218,478	41.1%
Websites	2,741,798	35.4%	100,292,087	36.4%
Direct Mail	2,508,287	32.4%	82,199,052	29.8%
Broadcast, Cable, & Sat TV	1,946,369	25.2%	67,027,215	24.3%
Video Streaming Services	1,440,048	18.6%	47,345,154	17.2%
Local AM/FM Radio	1,405,907	18.2%	45,156,505	16.4%
Local Broadcast TV	1,363,641	17.6%	41,669,225	15.1%
Cable TV Networks	1,105,166	14.3%	39,803,991	14.5%
Audio Streaming Services	1,090,358	14.1%	32,842,564	11.9%
Podcasts	1,031,510	13.3%	36,385,956	13.2%
Newspapers	897,223	11.6%	30,784,573	11.2%
Billboards	846,642	10.9%	28,844,826	10.5%

Why Use Local AM/FM Radio?

18.2% of USA DMA P18+ who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 16.4%.

USA

P18+ who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) | P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 24199

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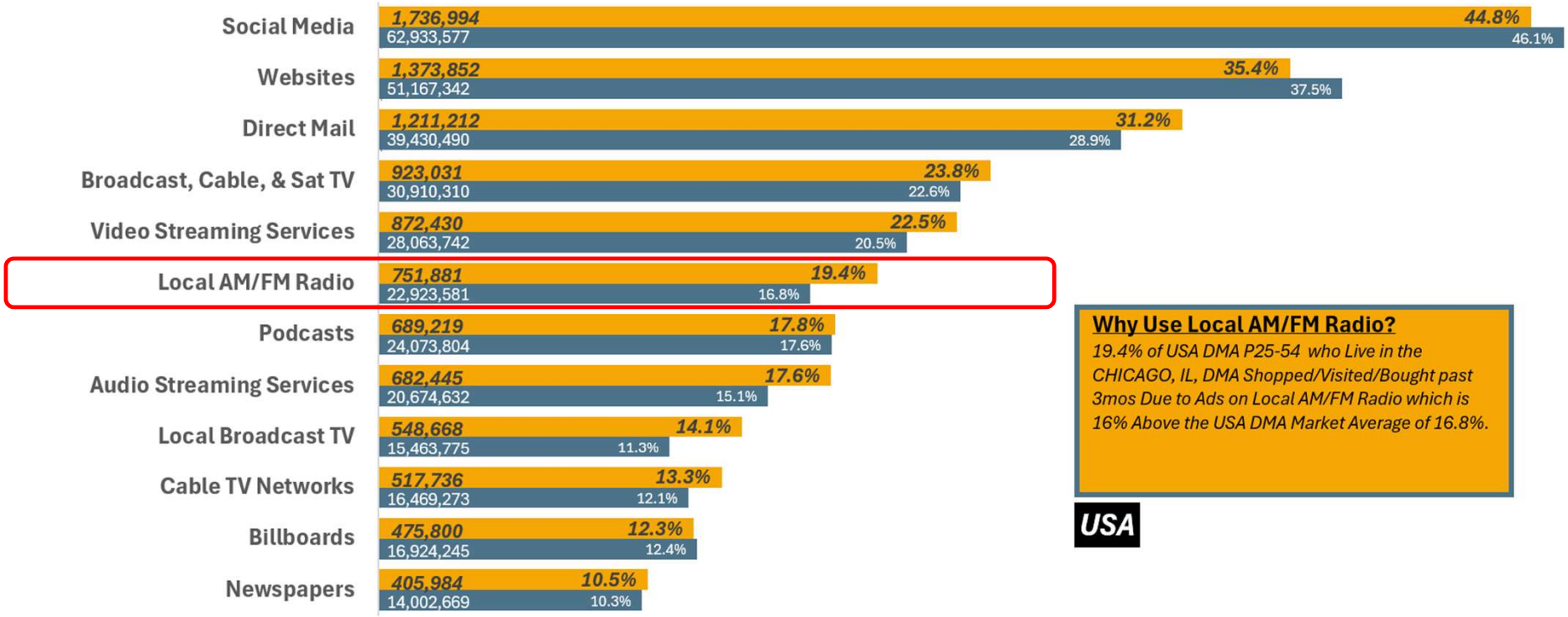
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P25-54

"Advertising Actions"

P25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.4% of USA DMA P25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the USA DMA Market Average of 16.8%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 11191

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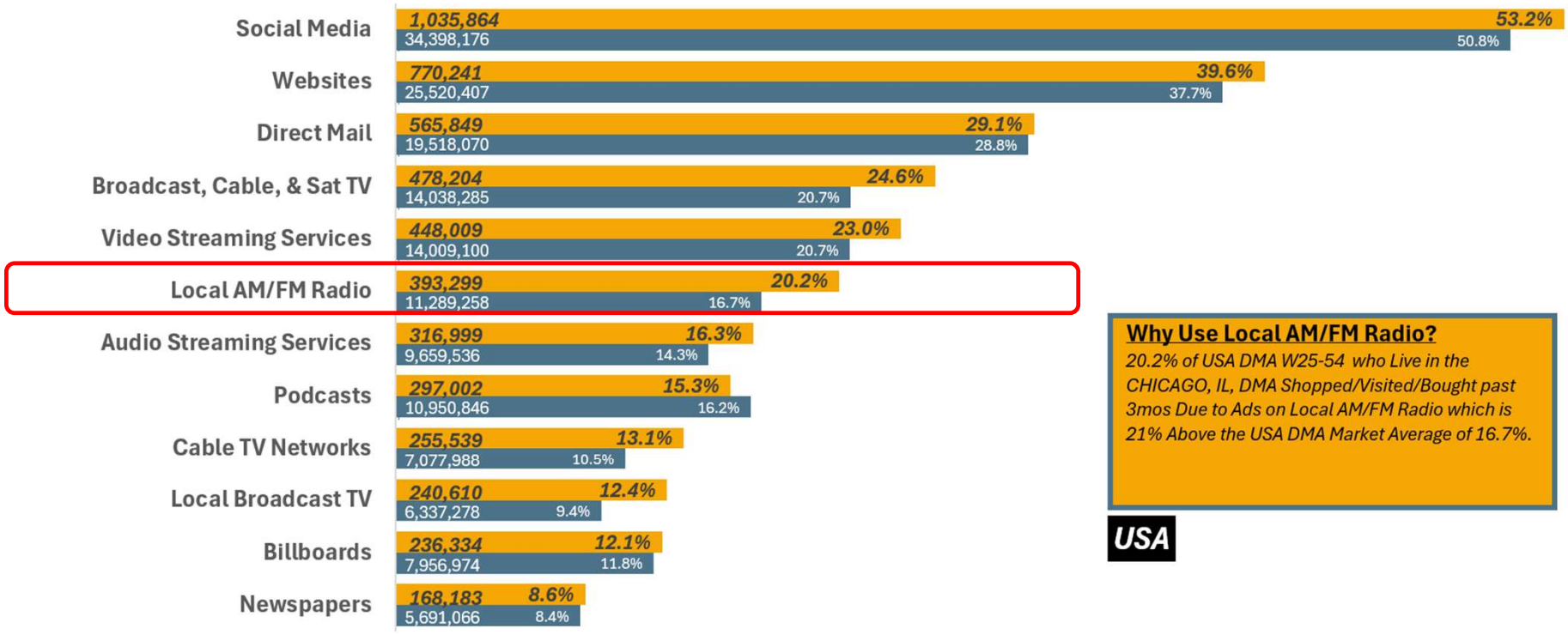
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W25-54

"Advertising Actions"

W25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.2% of USA DMA W25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the USA DMA Market Average of 16.7%.

USA

W25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 6395

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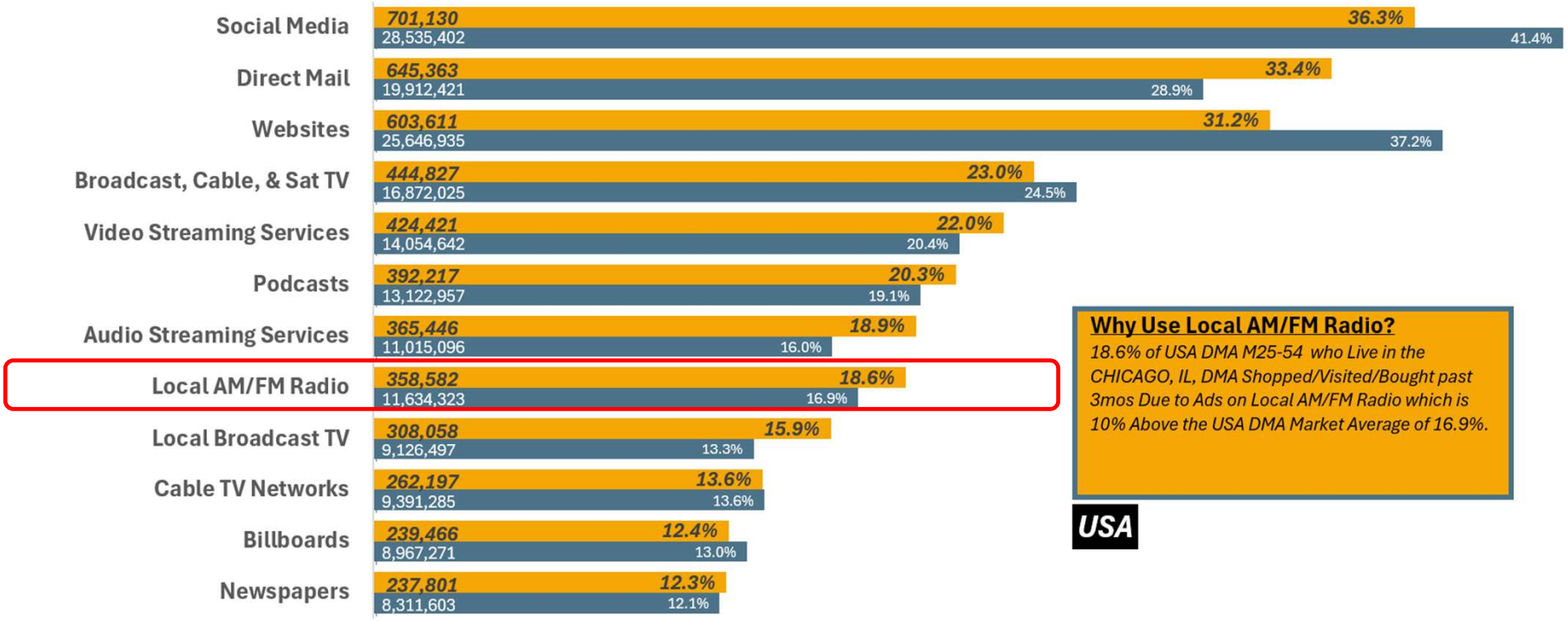
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M25-54

"Advertising Actions"

M25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.6% of USA DMA M25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the USA DMA Market Average of 16.9%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 4796

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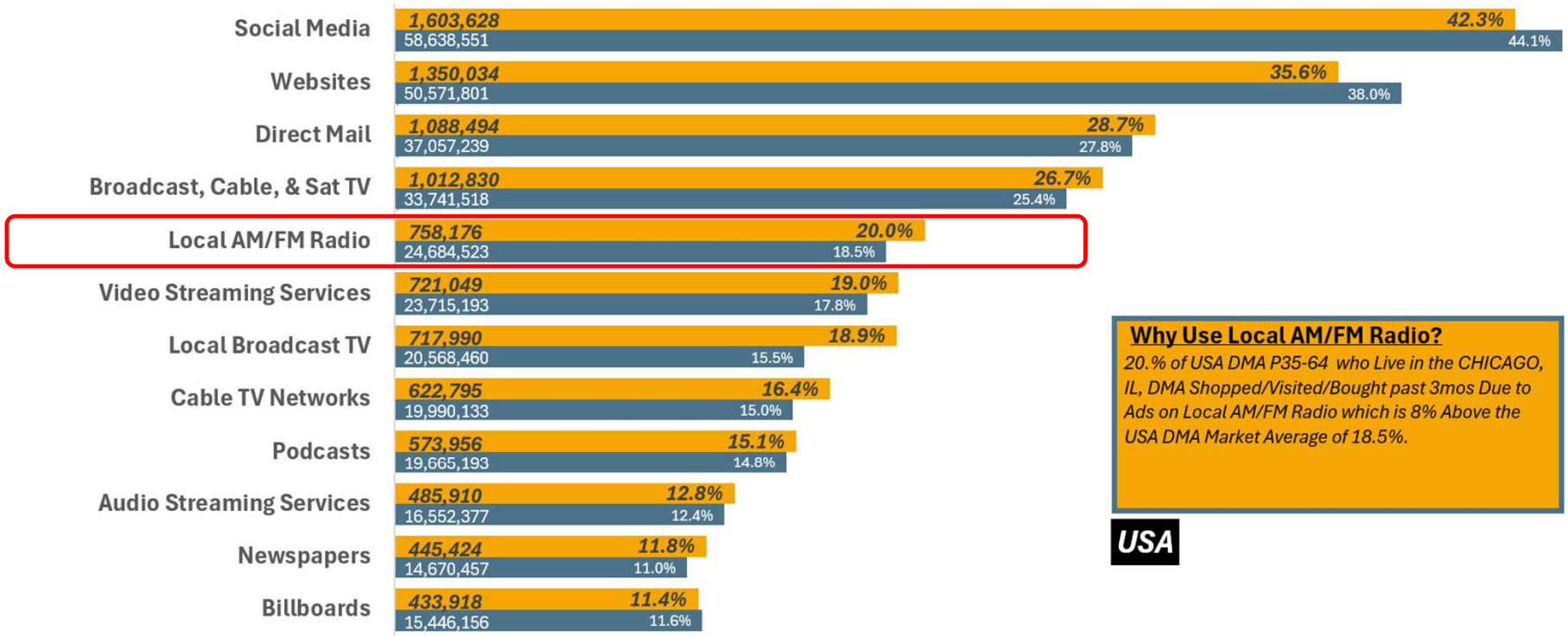
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P35-64

"Advertising Actions"

P35-64 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.% of USA DMA P35-64 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 18.5%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 12207

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