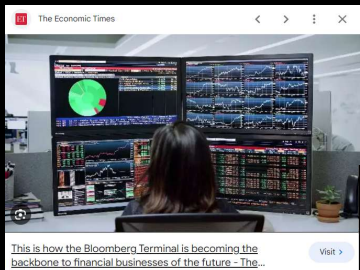


USA+4 More DMAs – P21+ Viewers of the DAYTONA 500!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P21+ who Watched the DAYTONA 500 in the past 12 months as of August 31, 2025.



SILVER FALCON
CAPITAL



P21+



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

Special TV sports programs watched past 12 months: Daytona 500



6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months.
 Typical Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 57.2 years old (14.2% older than average) and have a \$117,400 (22.6% higher than average) annual household income.

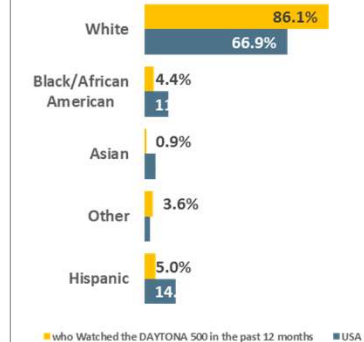
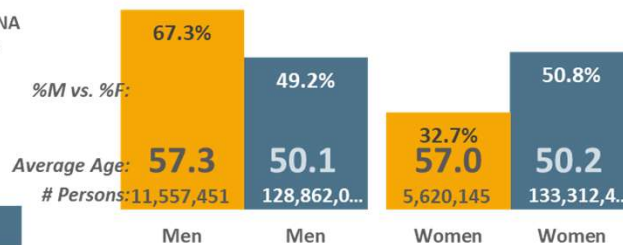
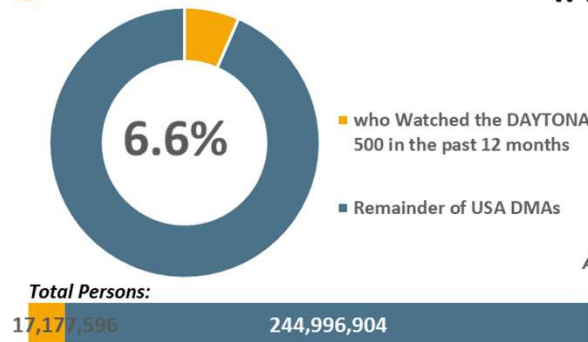


Percent of Market: Adults 18 or older

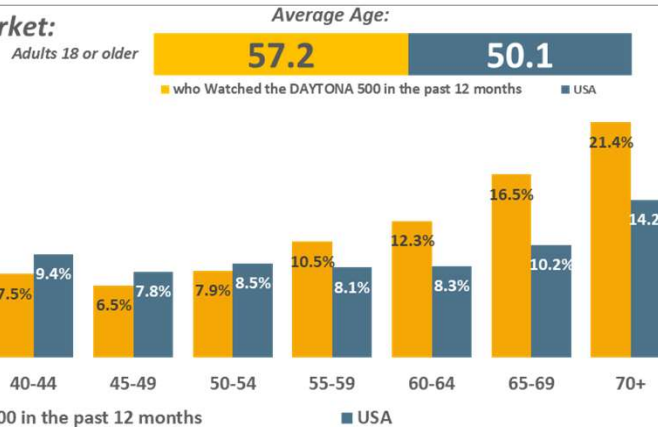


Gender of Target vs. Market: Adults 18 or older

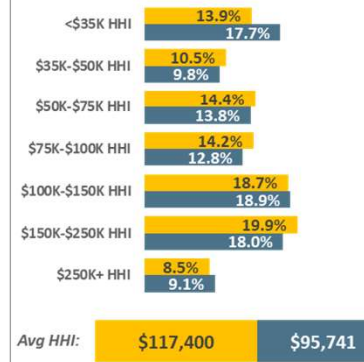
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

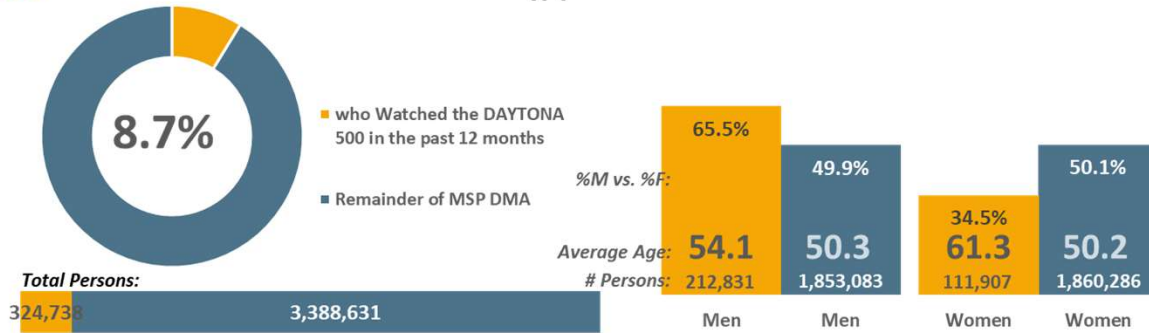


Avg HHI:
 \$117,400 (Target) vs \$95,741 (Market)

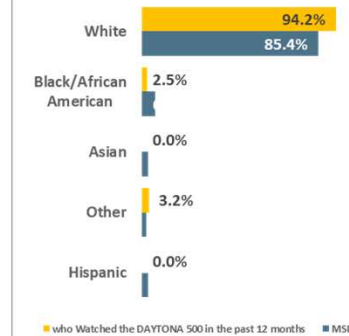


8.7% or 324,738 of MSP DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 55.5 years old (10.4% older than average) and have a \$112,046 (1.5% higher than average) annual household income.

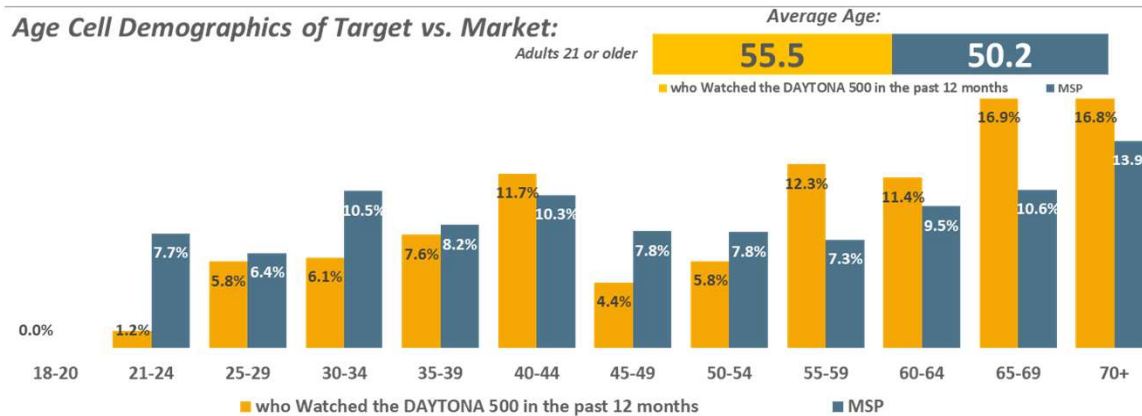
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



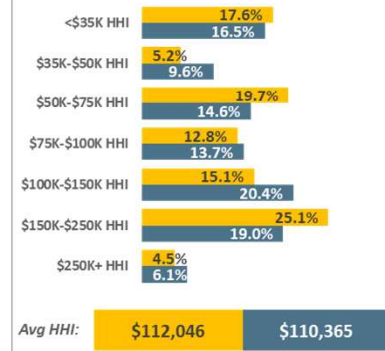
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

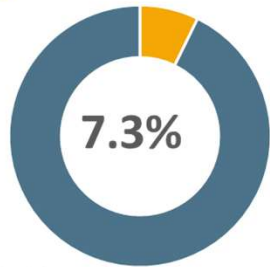




7.3% or 176,540 of STL DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 54.9 years old (9.1% older than average) and have a \$106,825 (7.1% higher than average) annual household income.



Percent of Market: Adults 21 or older

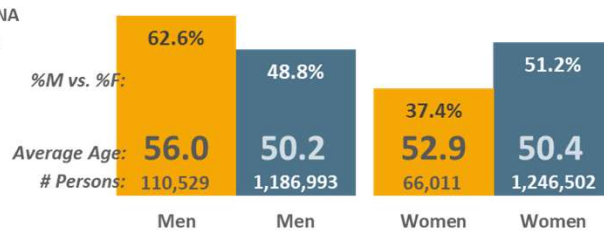


■ who Watched the DAYTONA 500 in the past 12 months
■ Remainder of STL DMA

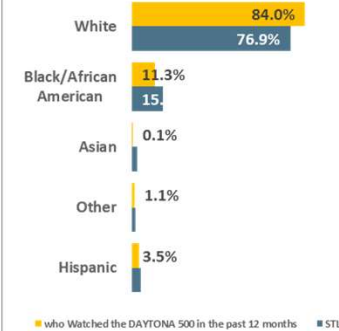
Total Persons:
176,540 2,256,955



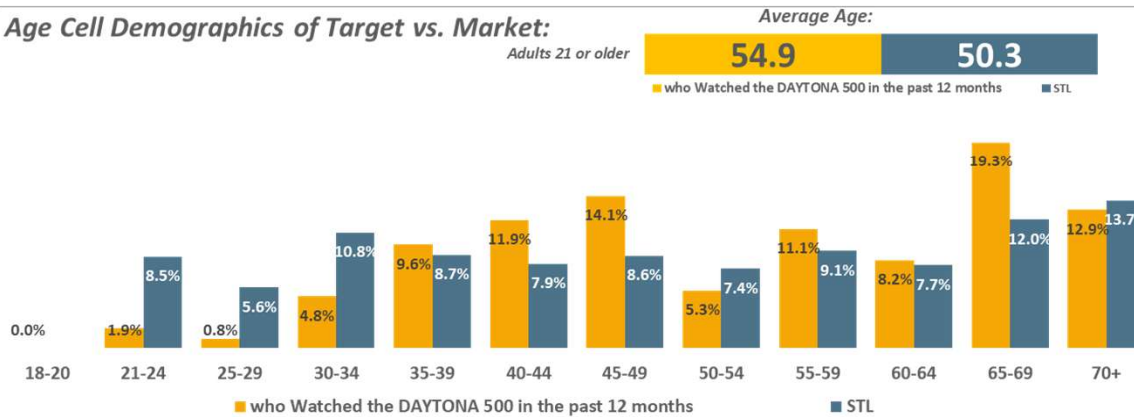
Gender of Target vs. Market: Adults 21 or older



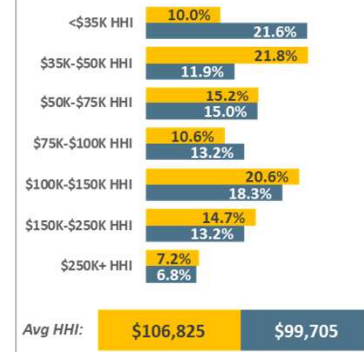
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





10.0% or 183,845 of CIN DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 55.7 years old (11.1% older than average) and have a \$122,538 (23.4% higher than average) annual household income.



Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



■ who Watched the DAYTONA 500 in the past 12 months
■ Remainder of CIN DMA

Total Persons:

183,845 1,657,442

%M vs. %F:

Average Age:

Persons:

74.0%

48.3%

56.0

50.2

54.0%

50.1

135,966

888,913

47,879

952,374

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

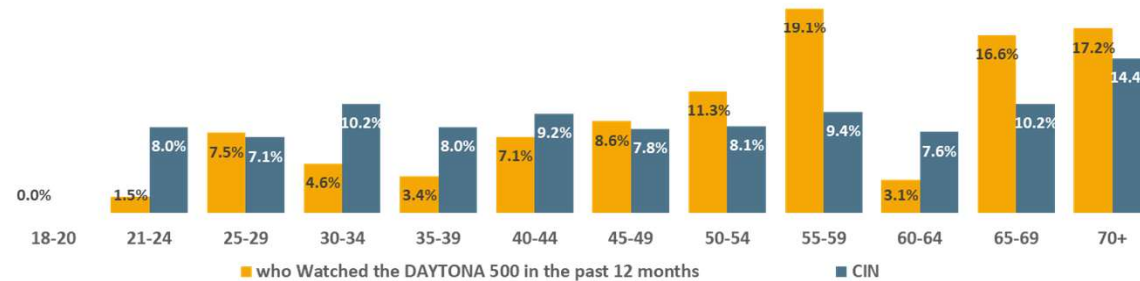
Average Age:

Adults 21 or older

55.7

50.1

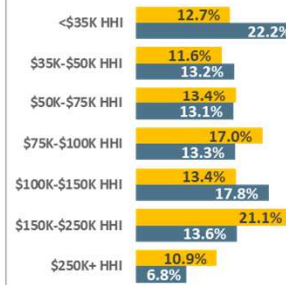
■ who Watched the DAYTONA 500 in the past 12 months ■ CIN



■ who Watched the DAYTONA 500 in the past 12 months ■ CIN



HHI of Target vs. Market:



Avg HHI:

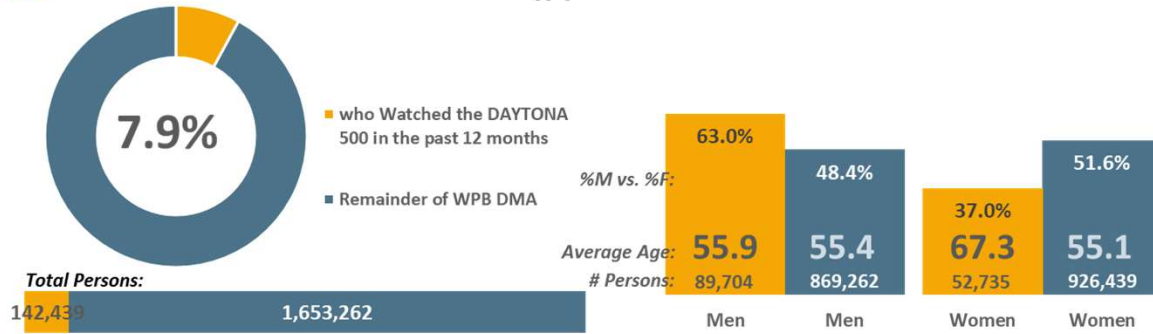
\$122,538

\$99,326

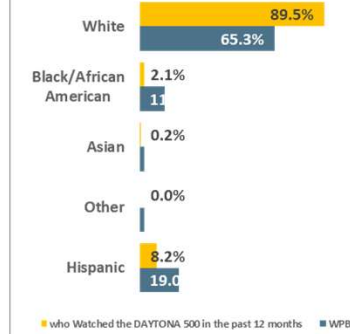


7.9% or 142,439 of WPB DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 59.5 years old (7.6% older than average) and have a \$103,953 (.% lower than average) annual household income.

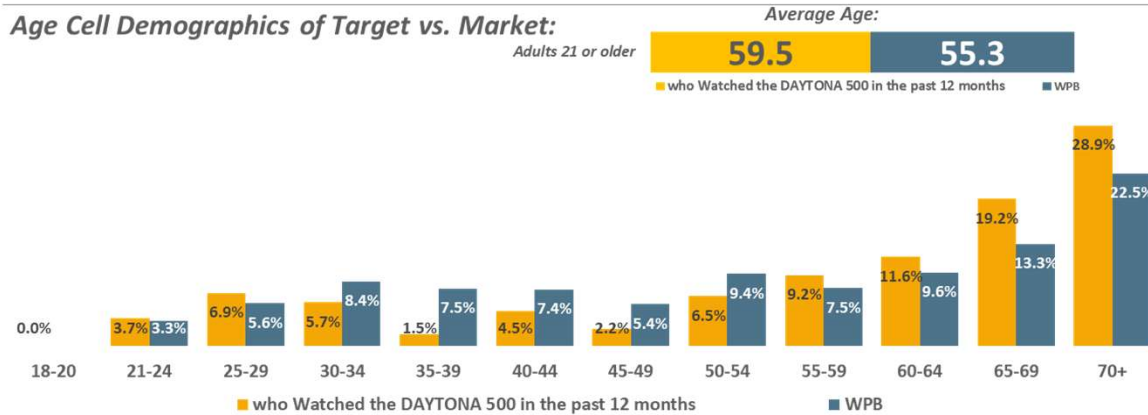
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



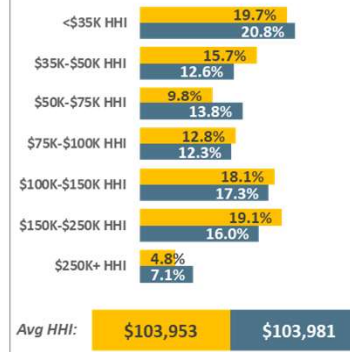
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

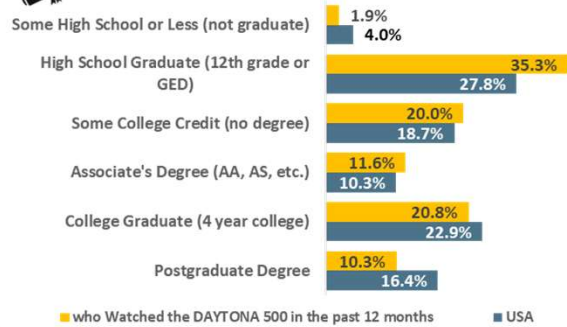




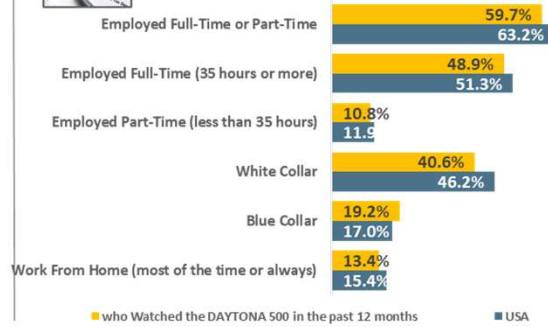
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 20.6% less likely to be a college graduate, 4.7% less likely to work full-time, 13.1% more likely to be married, 27.2% less likely to be a parent of 1 or more children under 18.



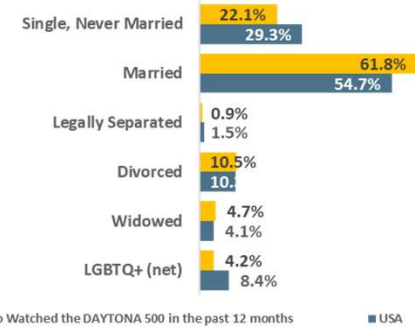
Education Levels: Adults 18 or older



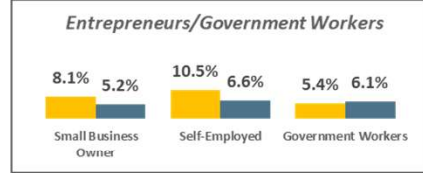
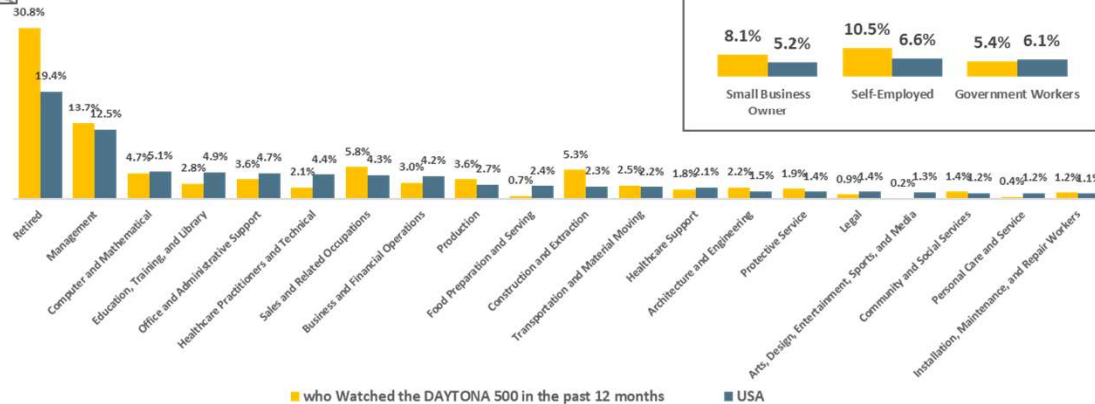
Employment: Adults 18 or older



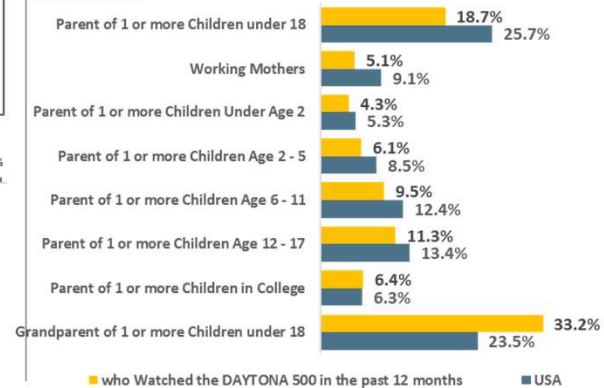
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

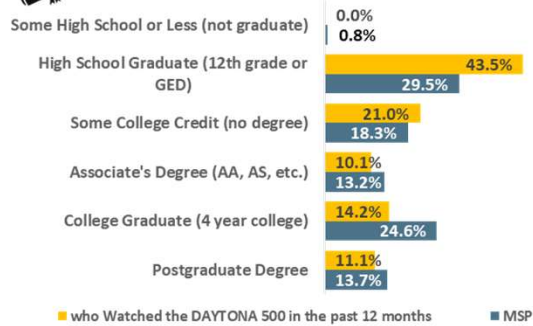




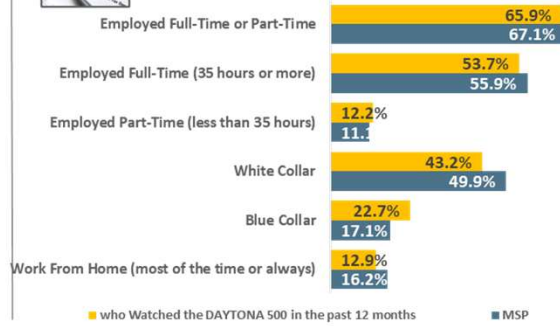
8.7% or 324,738 of MSP DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 33.9% less likely to be a college graduate, 4.1% less likely to work full-time, 8.9% more likely to be married, 18.6% less likely to be a parent of 1 or more children under 18.



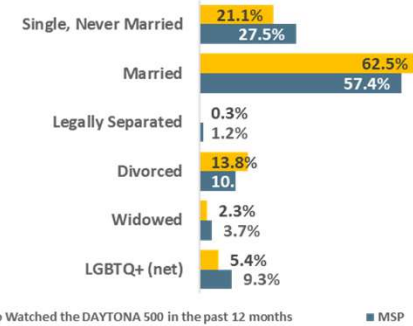
Education Levels: Adults 21 or older



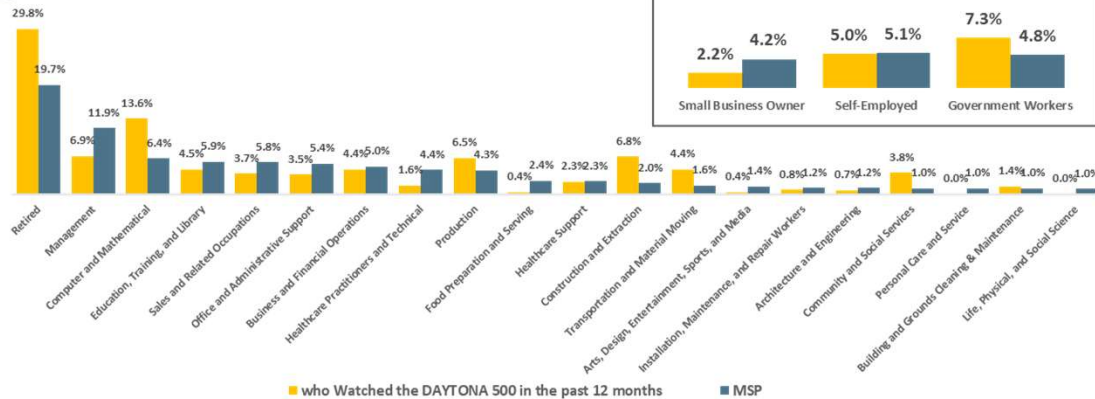
Employment: Adults 21 or older



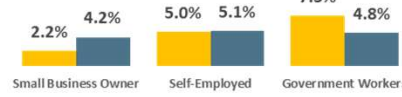
Marital Status: Adults 21 or older



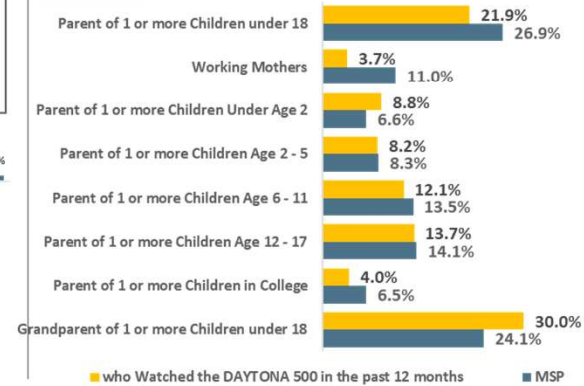
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

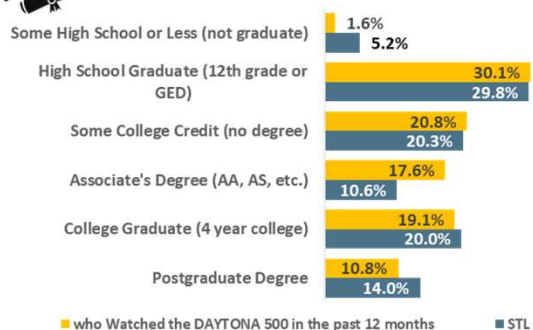




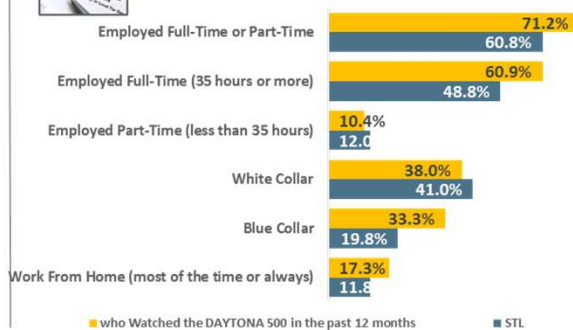
7.3% or 176,540 of STL DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 12.1% less likely to be a college graduate, 24.7% more likely to work full-time, 2.3% more likely to be married, 5.8% less likely to be a parent of 1 or more children under 18.



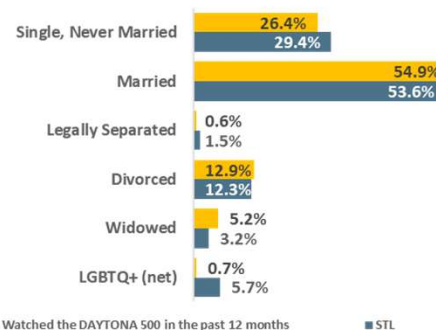
Education Levels: Adults 21 or older



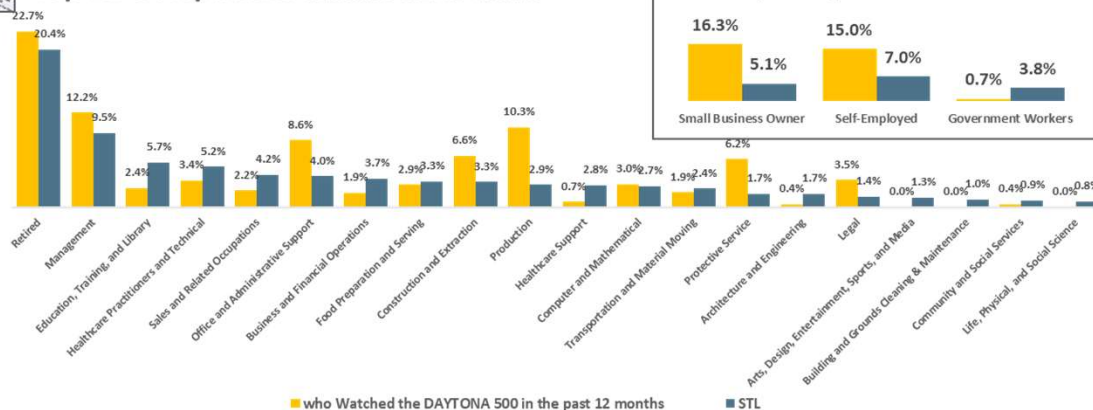
Employment: Adults 21 or older



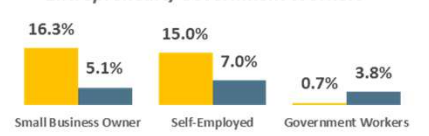
Marital Status: Adults 21 or older



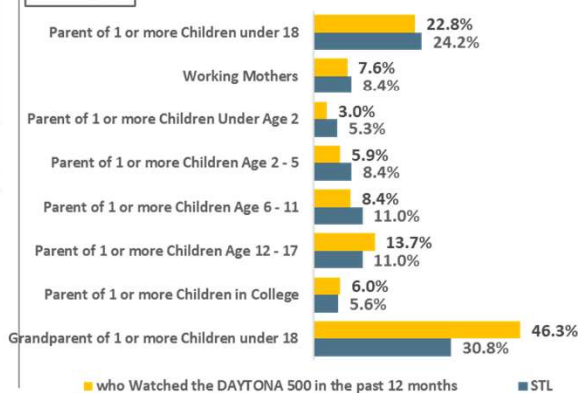
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

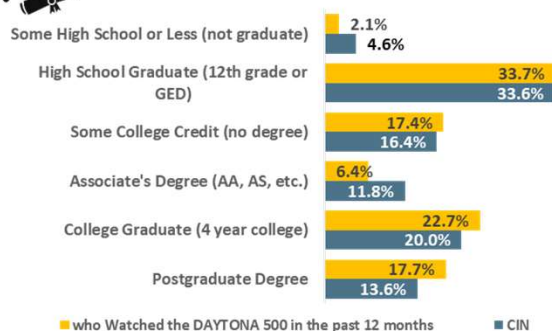




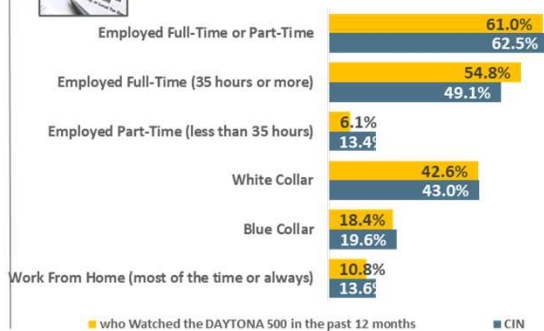
10.0% or 183,845 of CIN DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 20.2% more likely to be a college graduate, 11.6% more likely to work full-time, 14.0% more likely to be married, 17.1% less likely to be a parent of 1 or more children under 18.



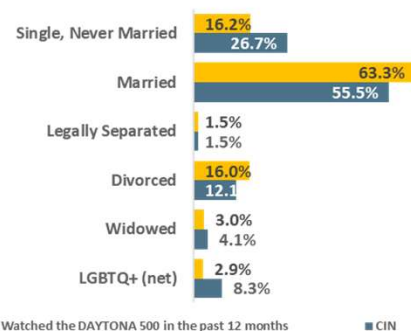
Education Levels: Adults 21 or older



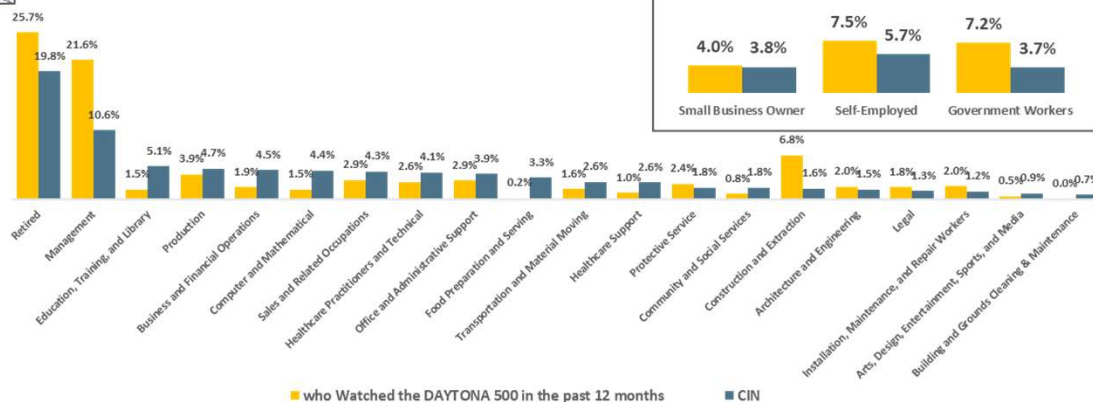
Employment: Adults 21 or older



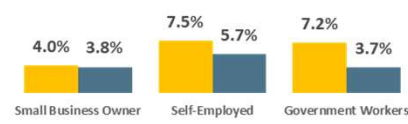
Marital Status: Adults 21 or older



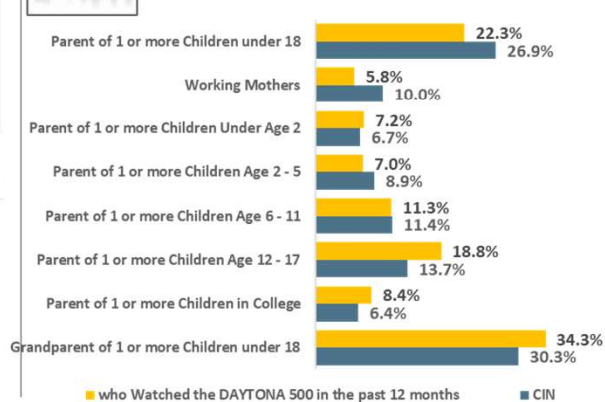
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

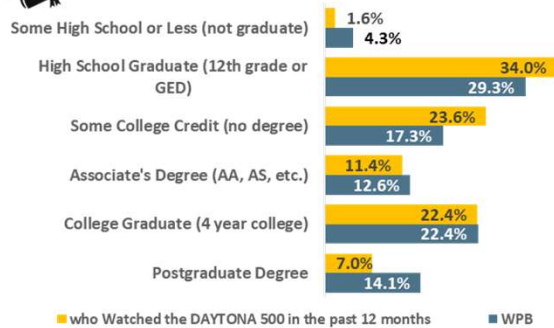




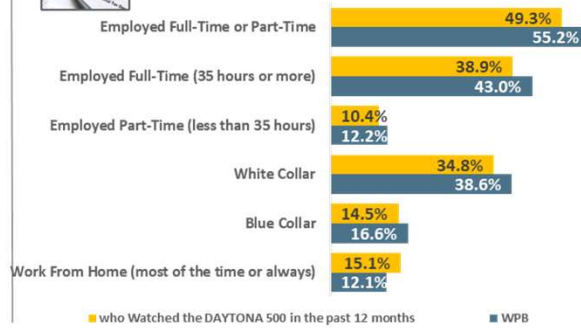
7.9% or 142,439 of WPB DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 19.6% less likely to be a college graduate, 9.7% less likely to work full-time, 5.3% more likely to be married, 29.4% less likely to be a parent of 1 or more children under 18.



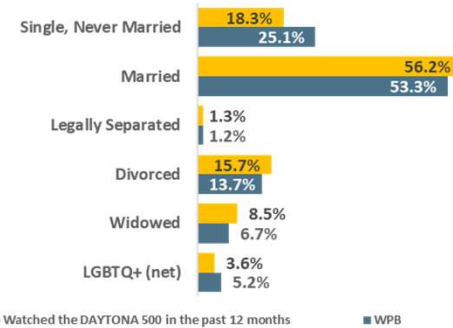
Education Levels: Adults 21 or older



Employment: Adults 21 or older

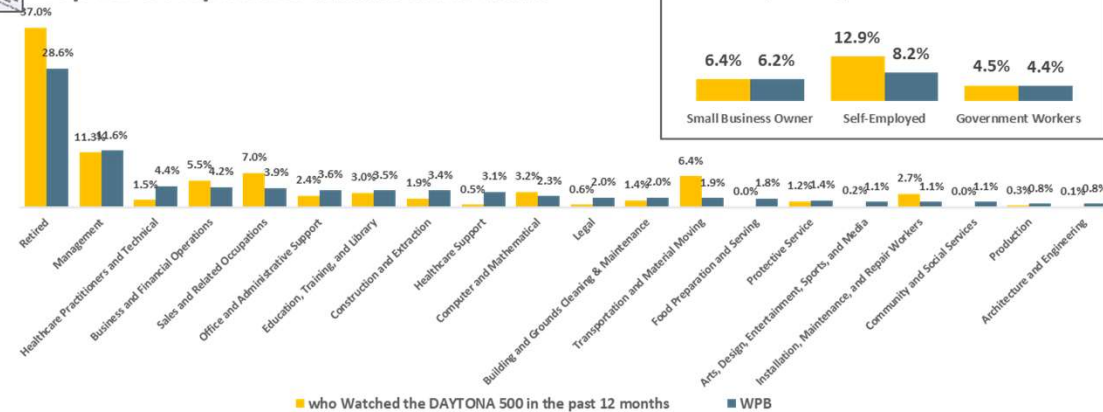


Marital Status: Adults 21 or older

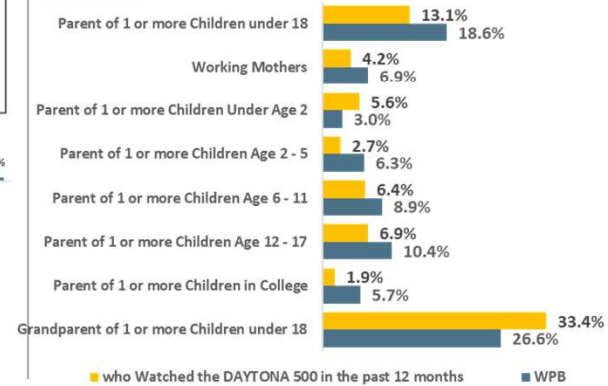


Top-20 Occupations: Adults 21 or older

Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 250
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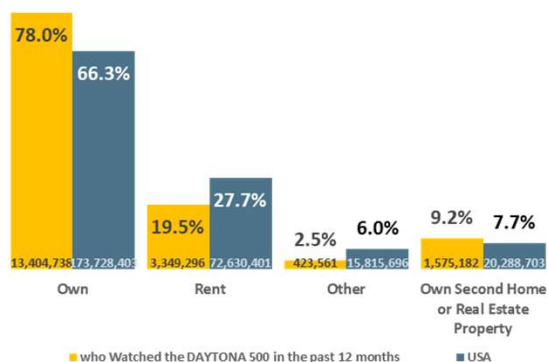
Special TV sports programs watched past 12 months: Daytona 500



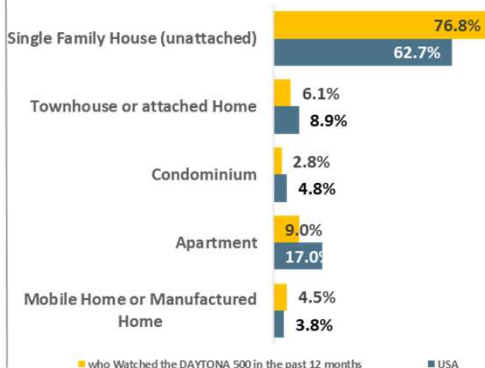
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 17.8% more likely to own their home, 22.9% more likely to own a higher valued home, 22.5% more likely to have a single-family home, 25.1% more likely to have a dog.



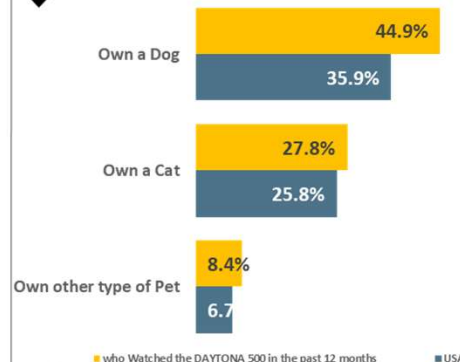
Own/Rent/Other: Adults 18 or older



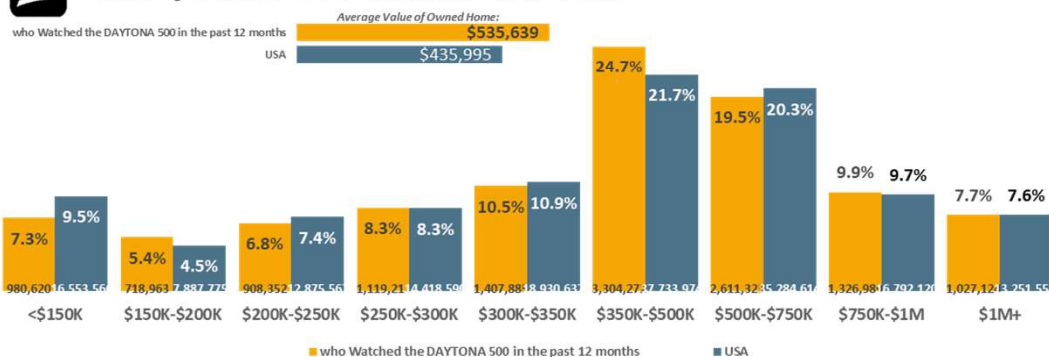
Type of Home: Adults 18 or older



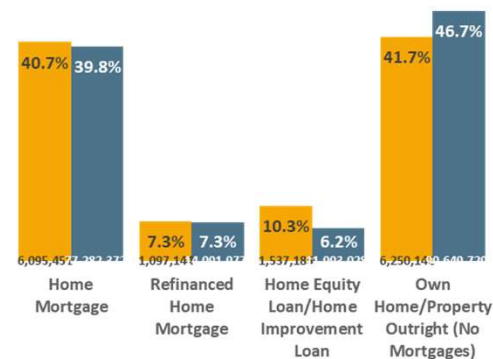
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



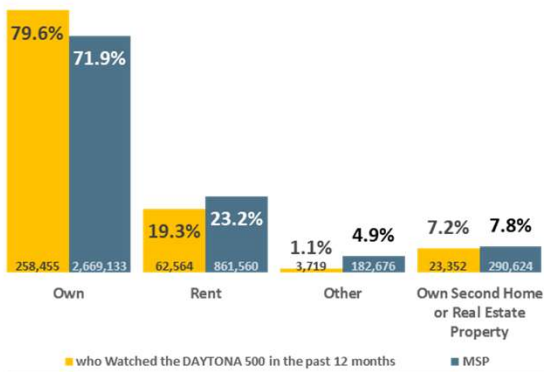
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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Special TV sports programs watched past 12 months: Daytona 500

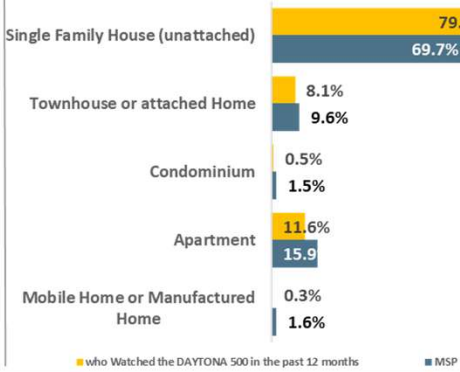


8.7% or 324,738 of MSP DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 10.7% more likely to own their home, 20.4% more likely to own a higher valued home, 13.6% more likely to have a single-family home, 5.8% more likely to have a dog.

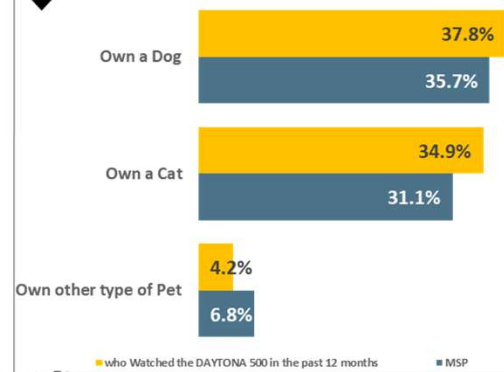
Own/Rent/Other: Adults 21 or older



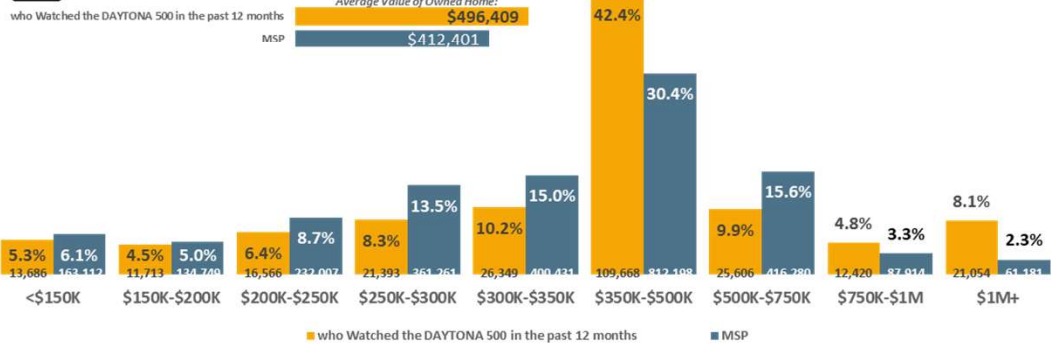
Type of Home: Adults 21 or older



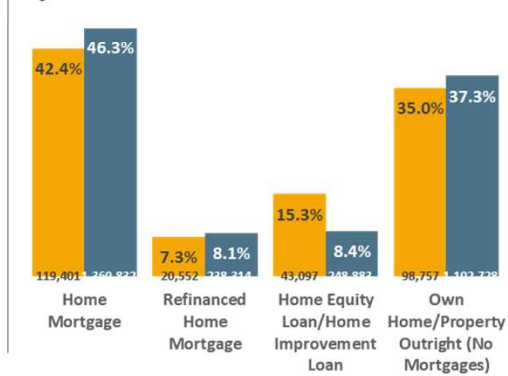
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older

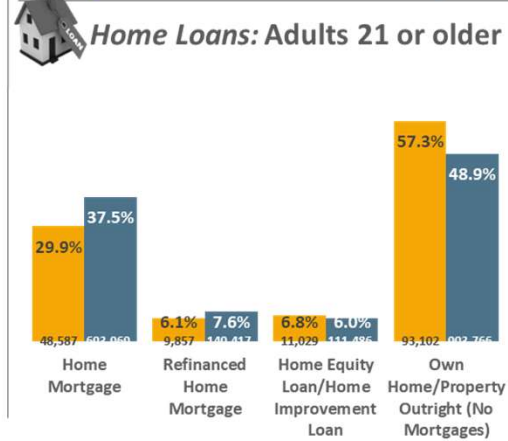
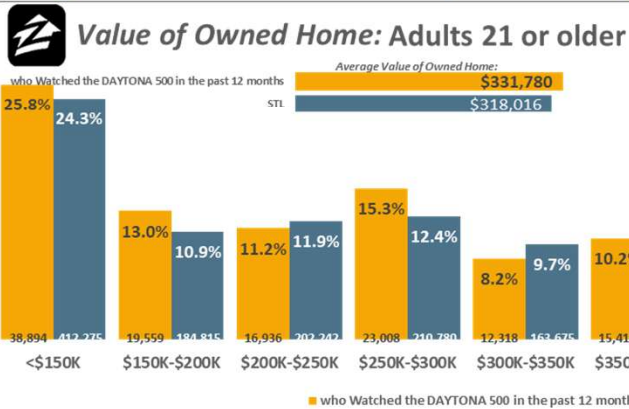
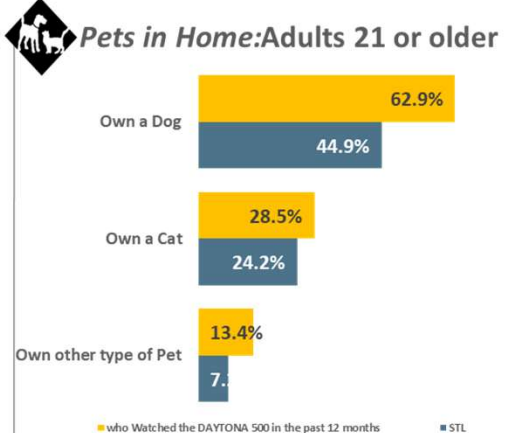
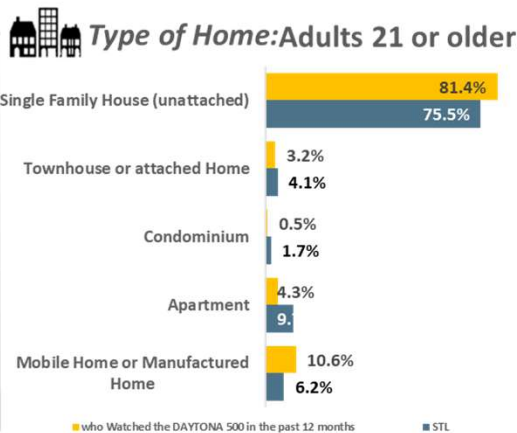
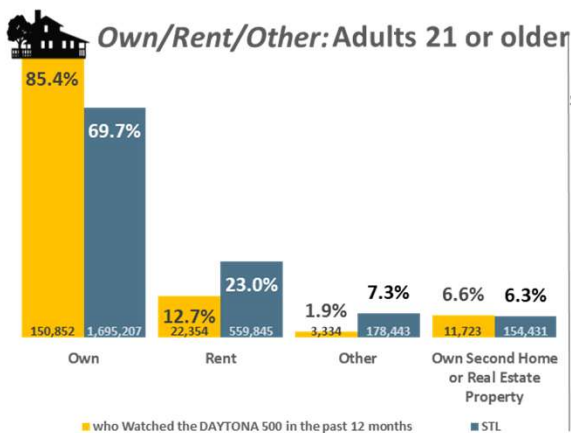


Home Loans: Adults 21 or older





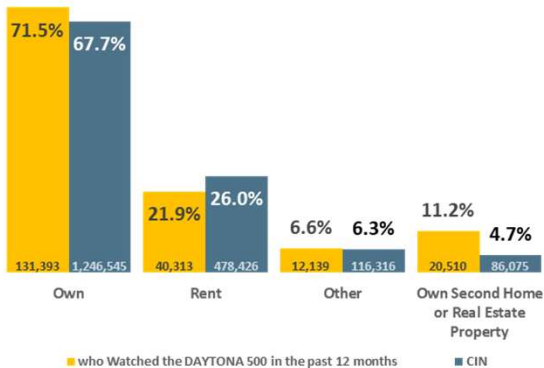
7.3% or 176,540 of STL DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 22.7% more likely to own their home, 4.3% more likely to own a higher valued home, 7.9% more likely to have a single-family home, 40.3% more likely to have a dog.



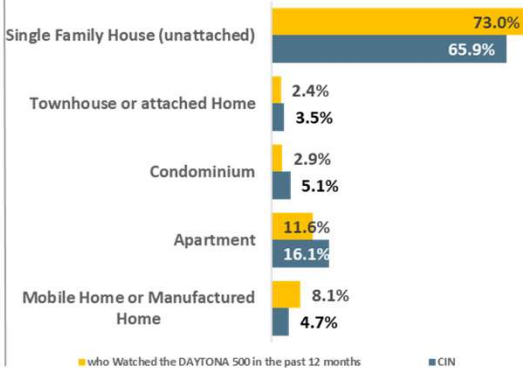


10.0% or 183,845 of CIN DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 5.6% more likely to own their home, 9.1% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 25.8% more likely to have a dog.

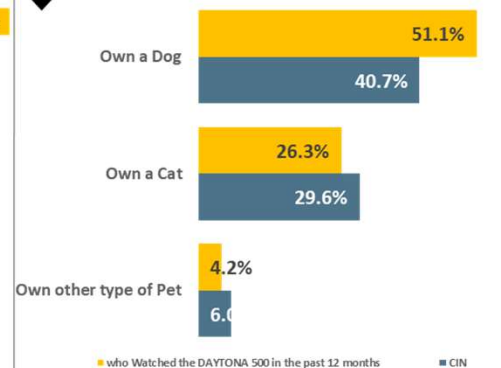
Own/Rent/Other: Adults 21 or older



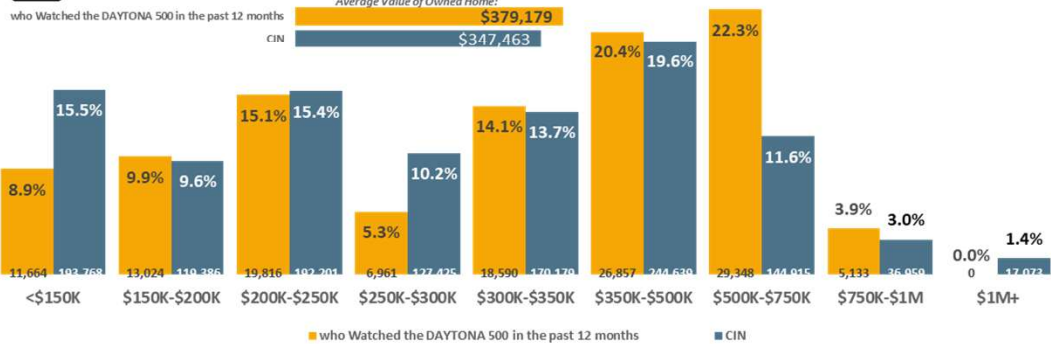
Type of Home: Adults 21 or older



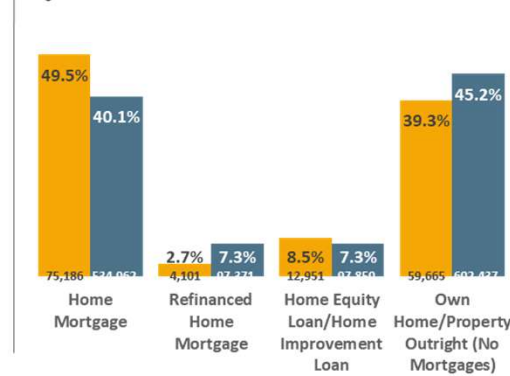
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



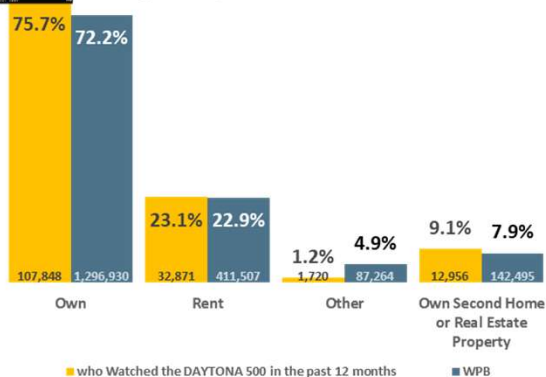
Home Loans: Adults 21 or older



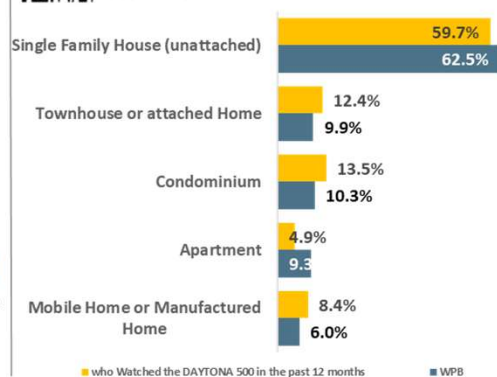


7.9% or 142,439 of WPB DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 4.8% more likely to own their home, 10.4% more likely to own a lower valued home, 4.4% less likely to have a single-family home, 25.4% more likely to have a dog.

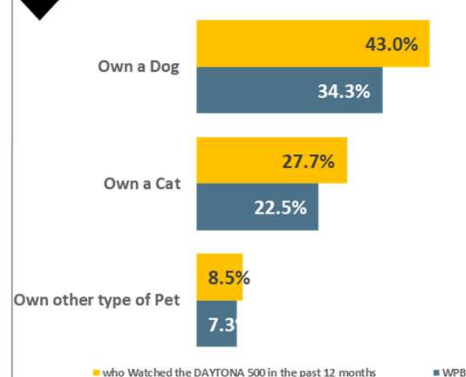
Own/Rent/Other: Adults 21 or older



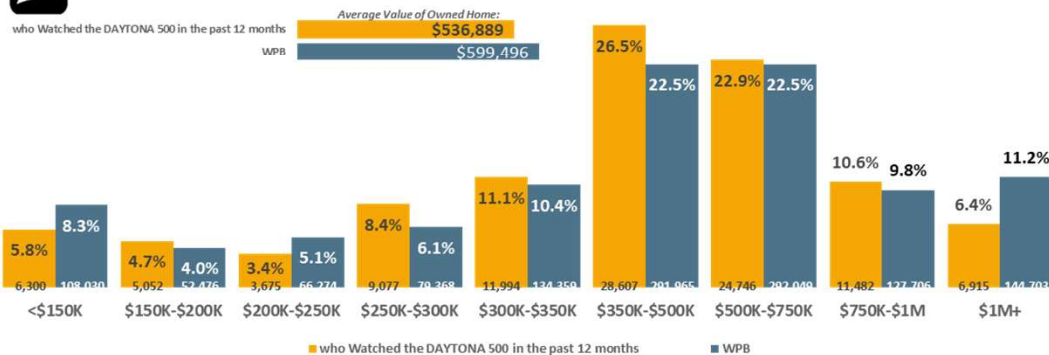
Type of Home: Adults 21 or older



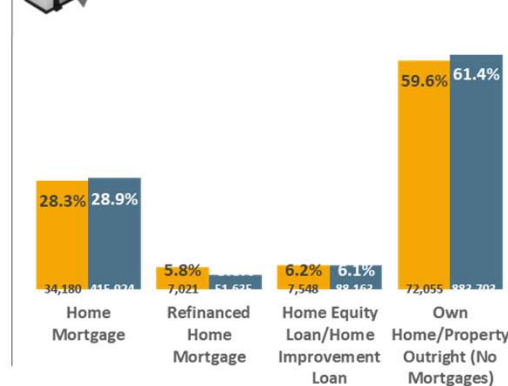
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

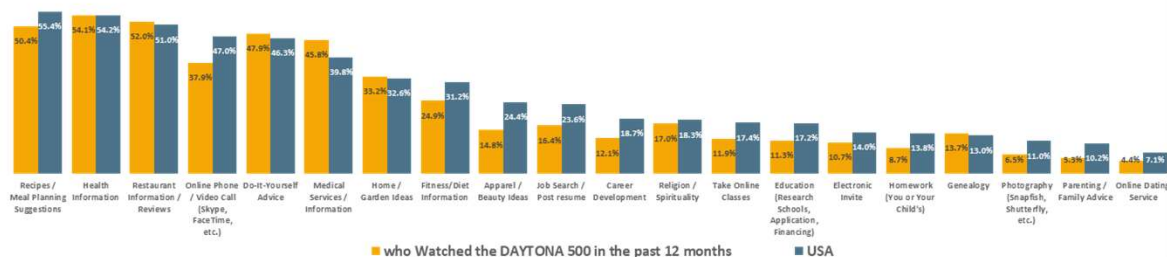




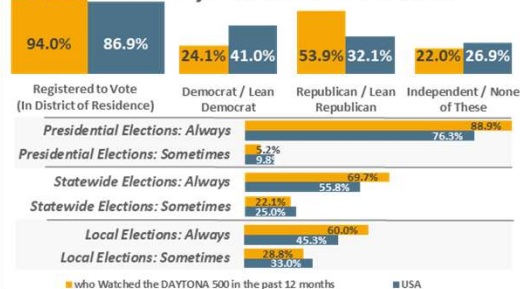
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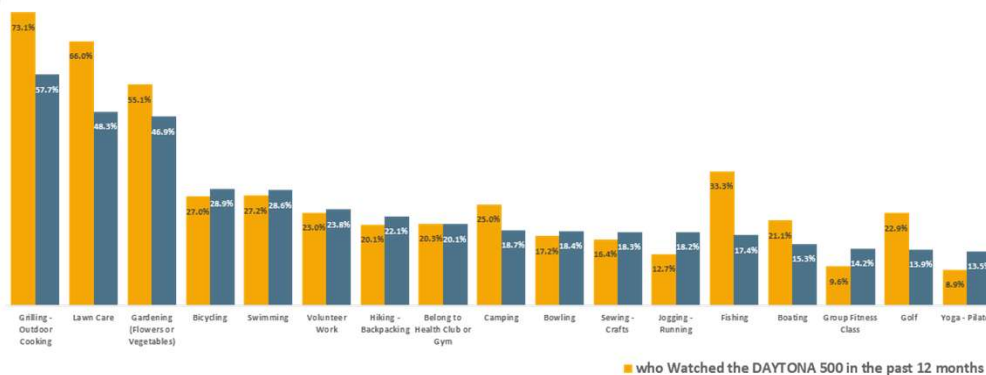
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



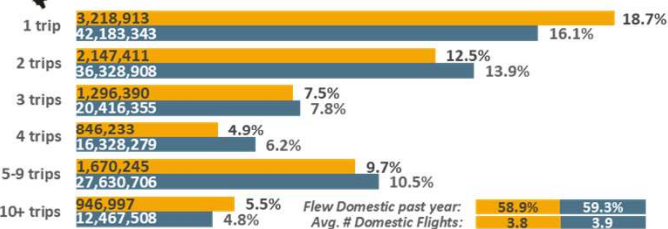
Political Activity: Adults 18 or older



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



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

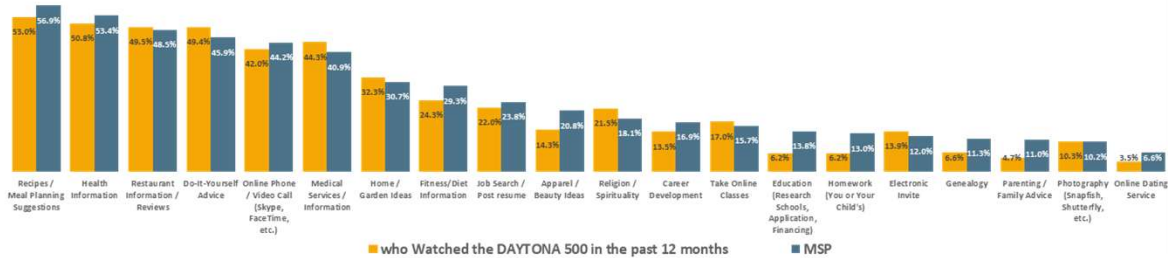




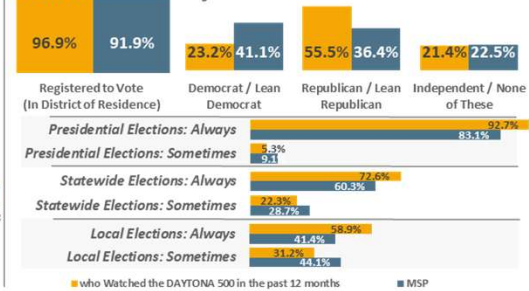
8.7% or 324,738 of MSP DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 7.7% more likely to look up D-I-Y advice online, 42.% more likely to always vote in local elections, 21.% more likely to belong to a gym, 2.1% more likely to fly domestic past yr.



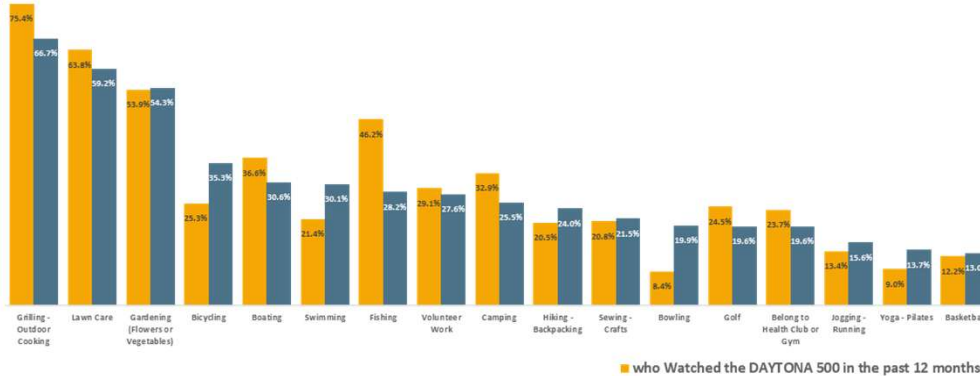
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



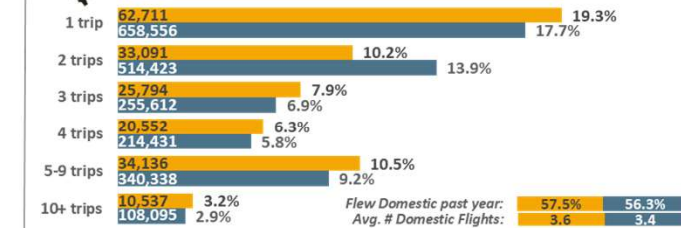
Political Activity: Adults 21 or older



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



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

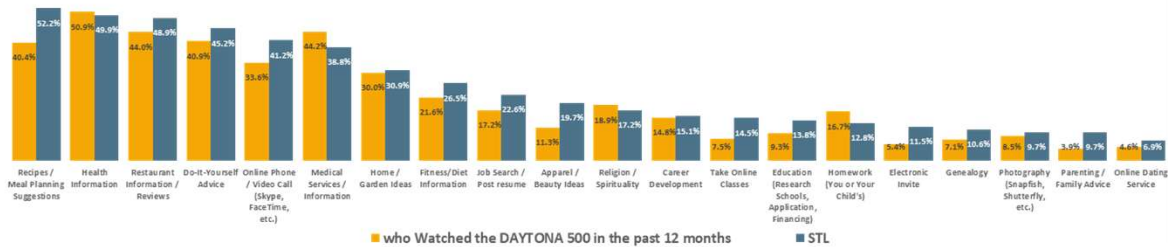




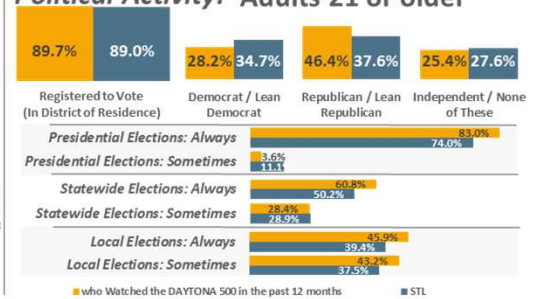
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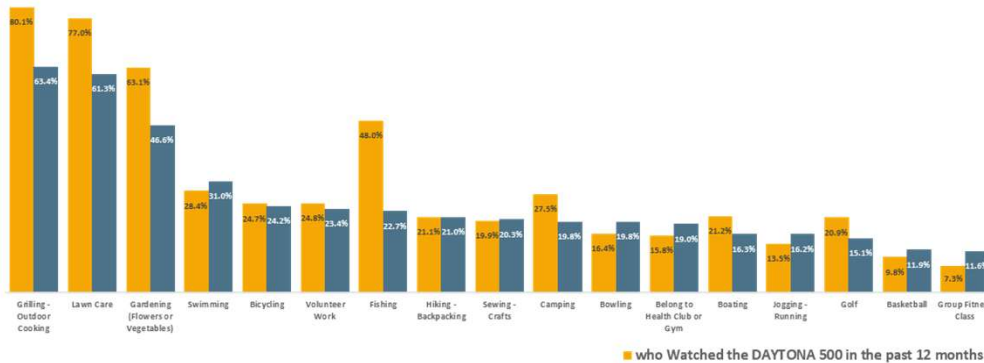
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



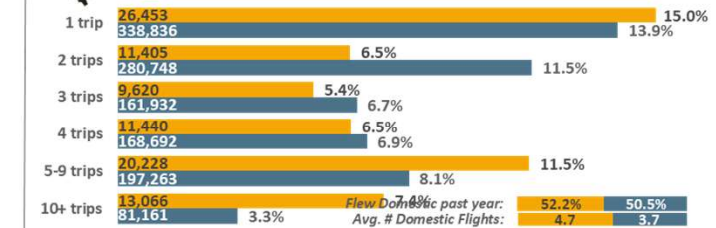
Political Activity: Adults 21 or older



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



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

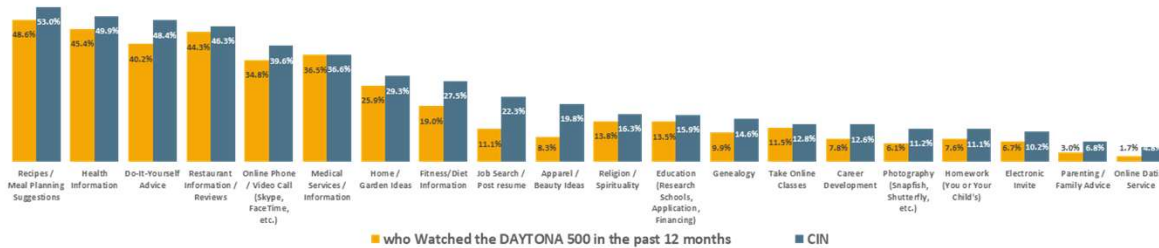




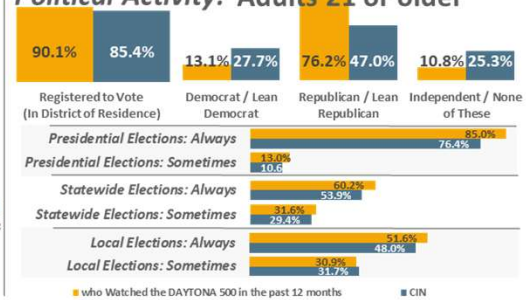
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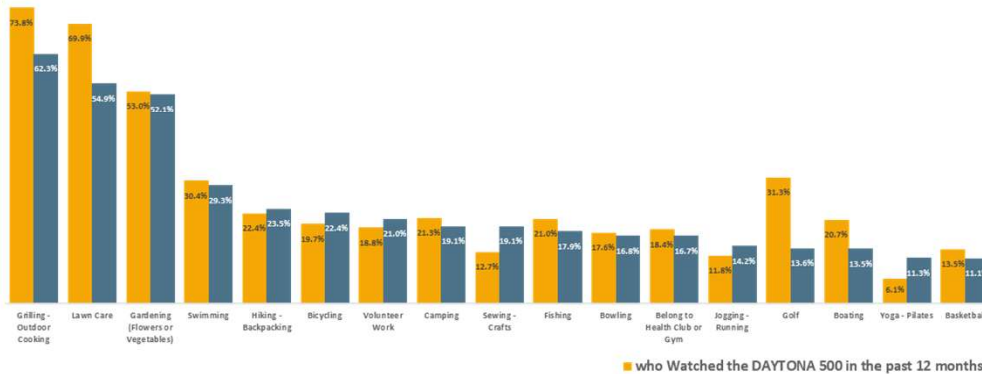
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



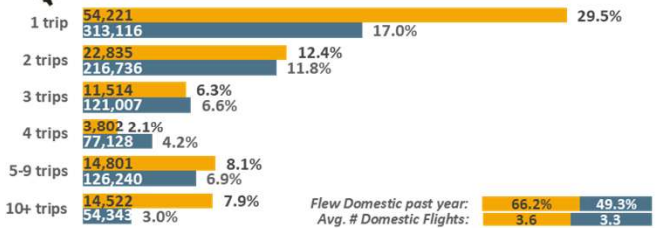
Political Activity: Adults 21 or older



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



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

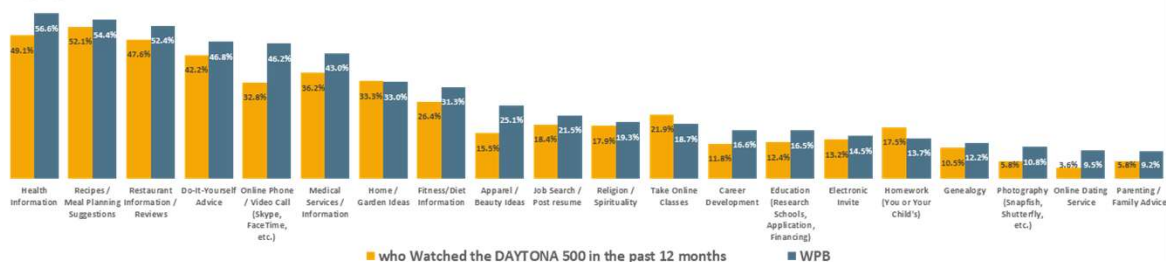




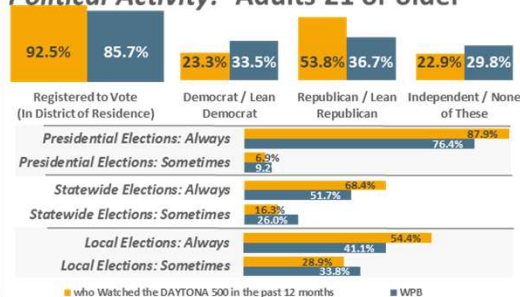
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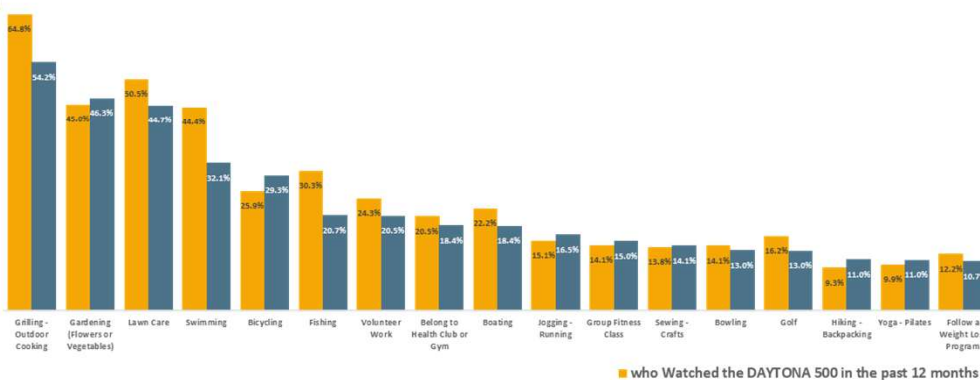
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



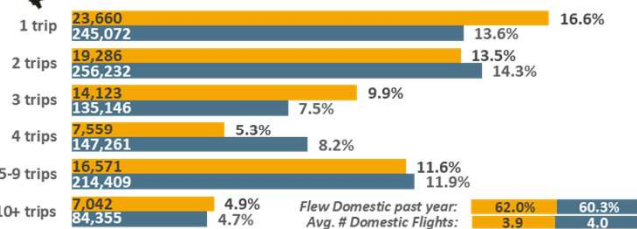
Political Activity: Adults 21 or older



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



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

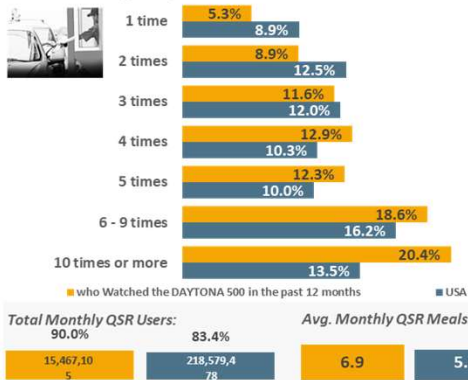


Flew Domestic past year: 62.0%
Avg. # Domestic Flights: 3.9

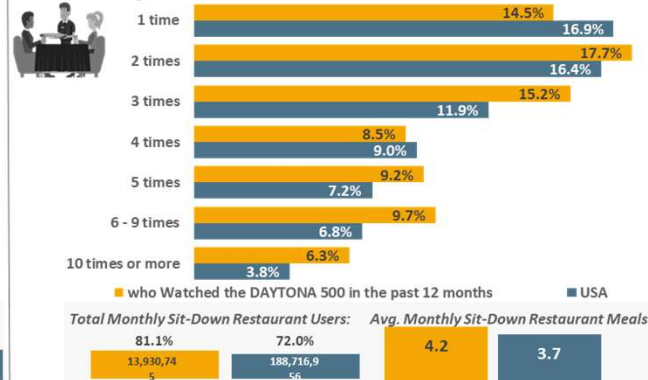


6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 8.% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 37.4% more likely to use Casinos past yr., 14.3% more likely to smoke cigarettes.

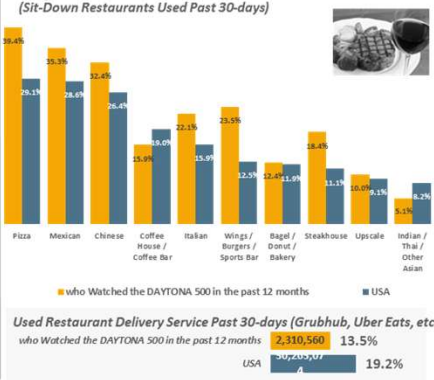
Past 30-days QSR Users: Adults 18 or older



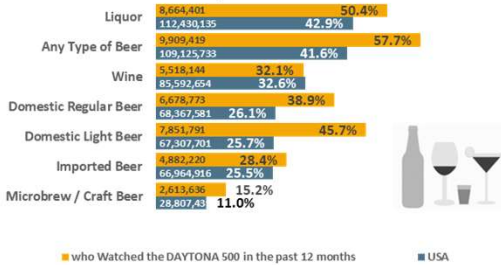
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



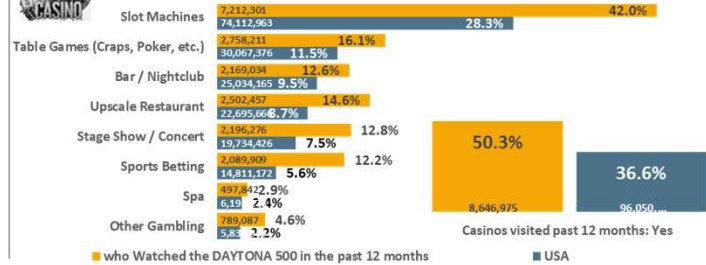
Top-10 Cuisines: Adults 18 or older



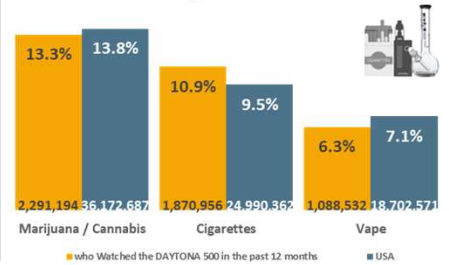
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



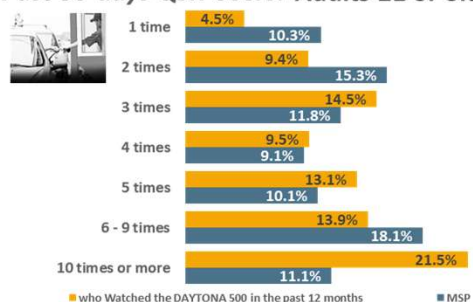
Used Past 30-days: Adults 18 or older



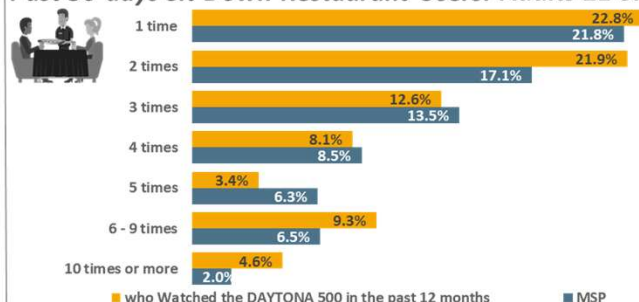


8.7% or 324,738 of MSP DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are .6% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 58.7% more likely to use Casinos past yr., 69.3% more likely to smoke cigarettes.

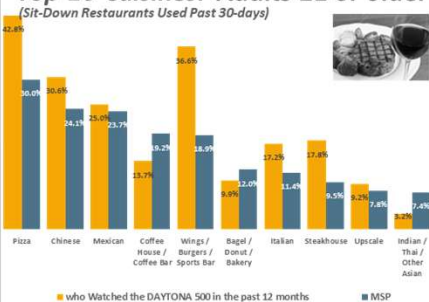
Past 30-days QSR Users: Adults 21 or older



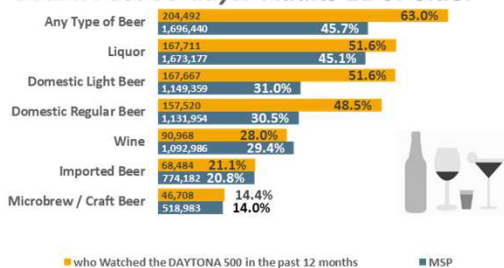
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



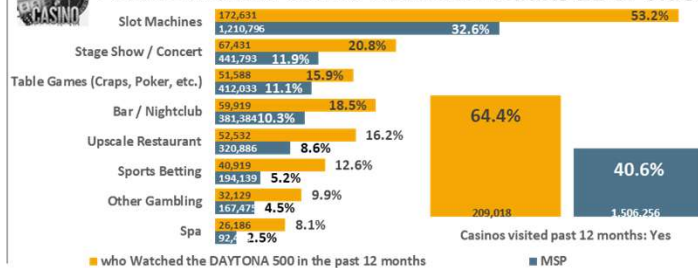
Top-10 Cuisines: Adults 21 or older



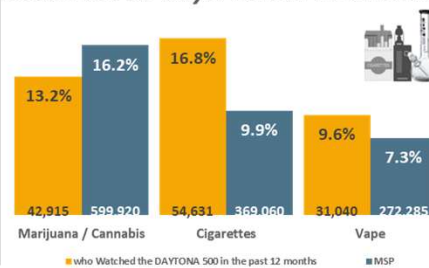
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



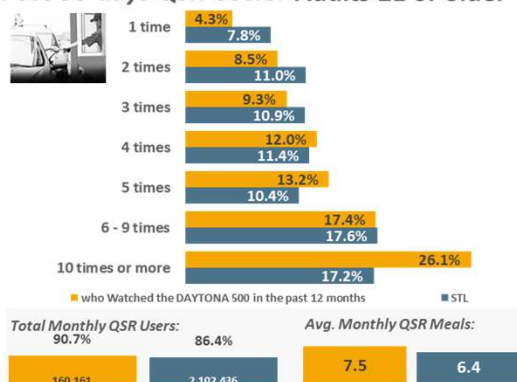
Used Past 30-days: Adults 21 or older



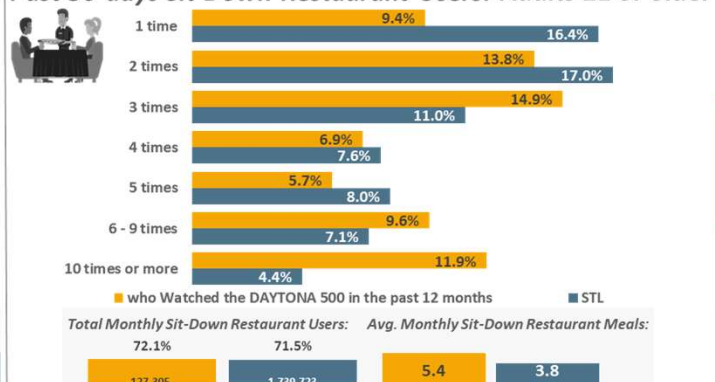


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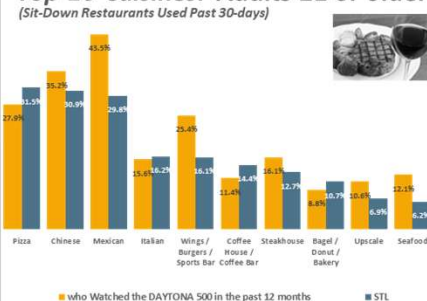
Past 30-days QSR Users: Adults 21 or older



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

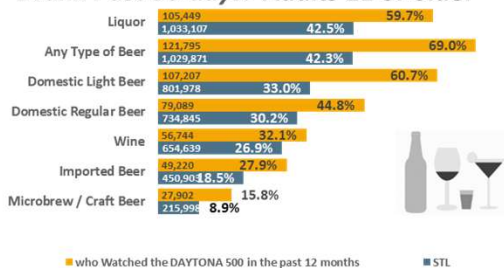


Top-10 Cuisines: Adults 21 or older

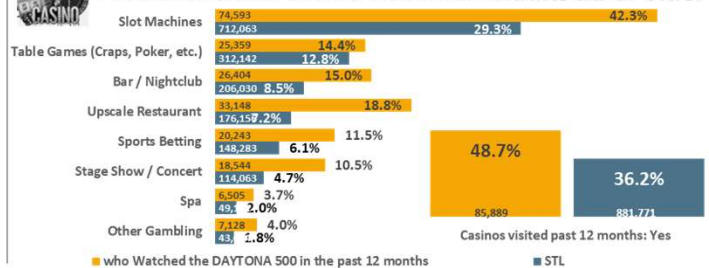


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Watched the DAYTONA 500 in the past 12 months: 22,465 (12.7%)
 STL: 436,752 (17.9%)

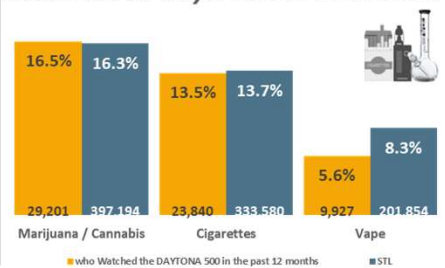
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



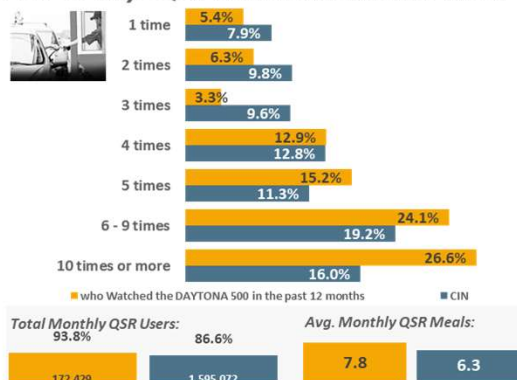
Used Past 30-days: Adults 21 or older



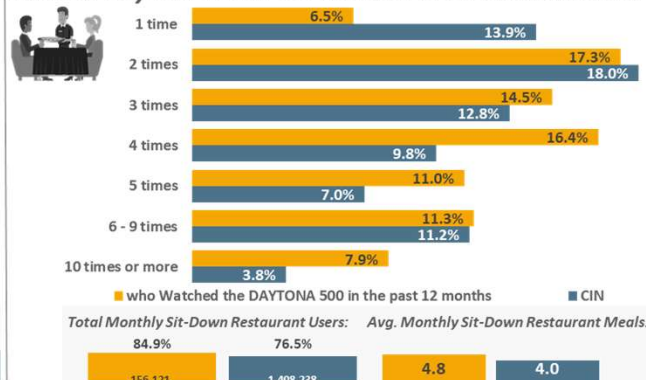


10.0% or 183,845 of CIN DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 8.3% more likely to use QSRs past mo., 11.0% more likely to use Sit-Down Restaurants past mo., 4.3% more likely to use Casinos past yr., 16.4% more likely to smoke cigarettes.

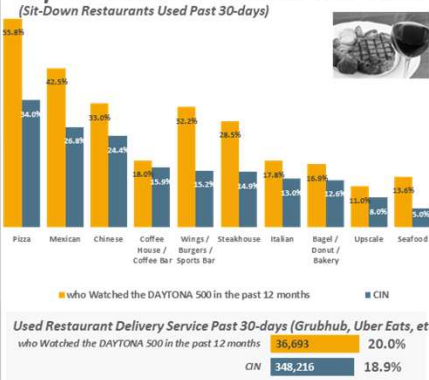
Past 30-days QSR Users: Adults 21 or older



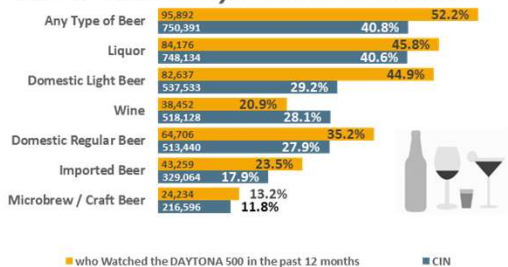
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



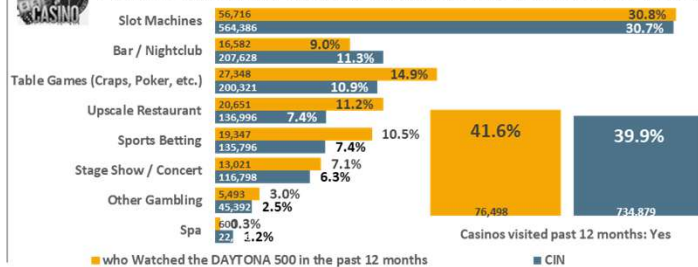
Top-10 Cuisines: Adults 21 or older



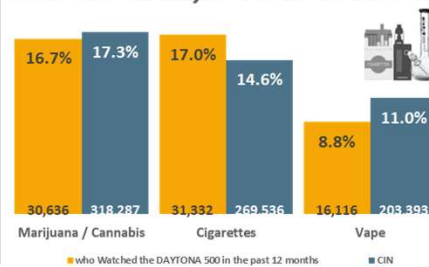
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



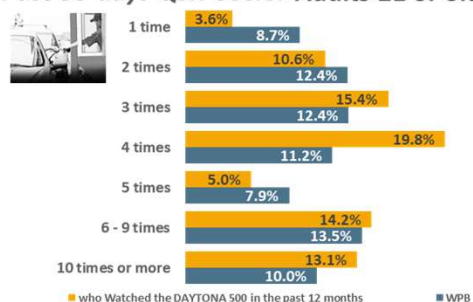
Used Past 30-days: Adults 21 or older





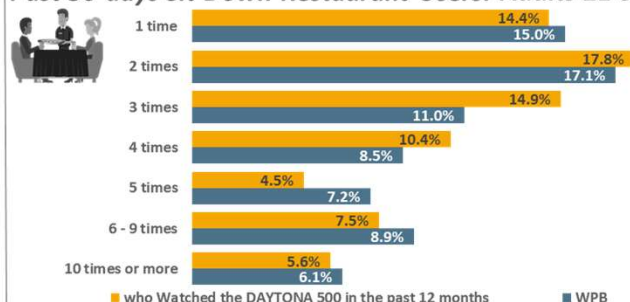
7.9% or 142,439 of WPB DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 7.3% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 30.4% more likely to use Casinos past yr., 17.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



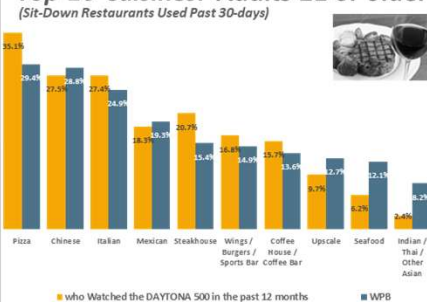
Total Monthly QSR Users: 81.7% (116,394) vs 76.2% (1,367,676)
Avg. Monthly QSR Meals: 5.8 vs 5.3

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



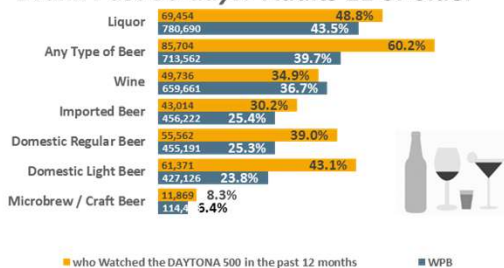
Total Monthly Sit-Down Restaurant Users: 75.2% (107,071) vs 73.8% (1,324,968)
Avg. Monthly Sit-Down Restaurant Meals: 4.0 vs 4.2

Top-10 Cuisines: Adults 21 or older

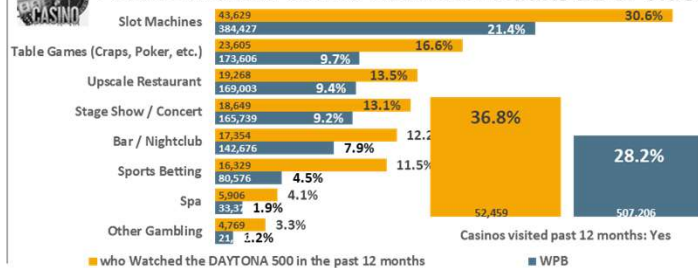


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.):
 who Watched the DAYTONA 500 in the past 12 months: 24,565 (17.2%)
 WPB: 295,796 (16.5%)

Drank Past 30-days: Adults 21 or older

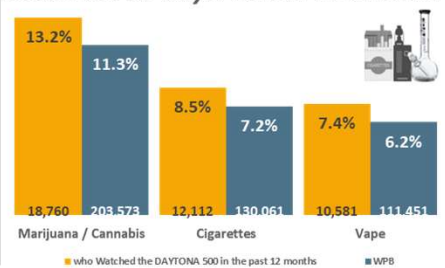


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
 36.8% (52,459) vs 28.2% (507,706)

Used Past 30-days: Adults 21 or older

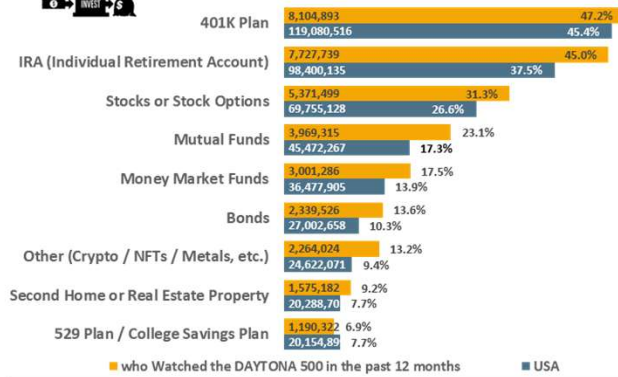




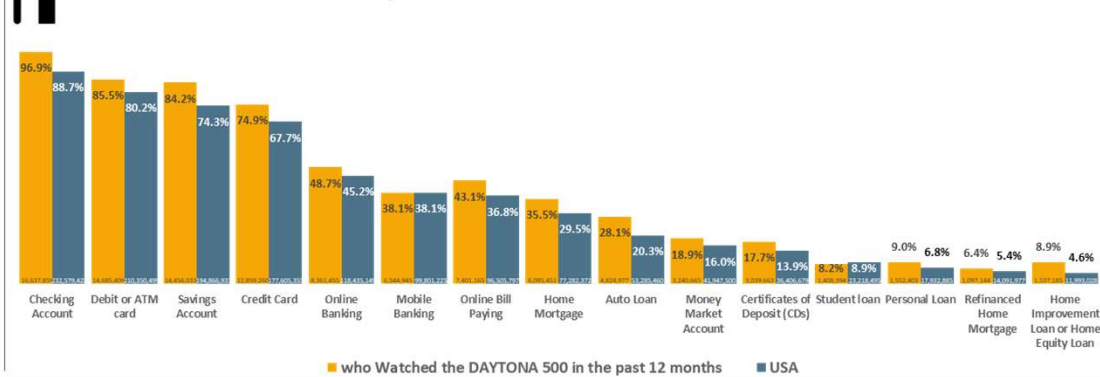
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 3.9% more likely to have a 401K, 38.2% more likely to have an Auto Loan, 8.4% less likely to Invest/Trade Stocks Online, 17.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



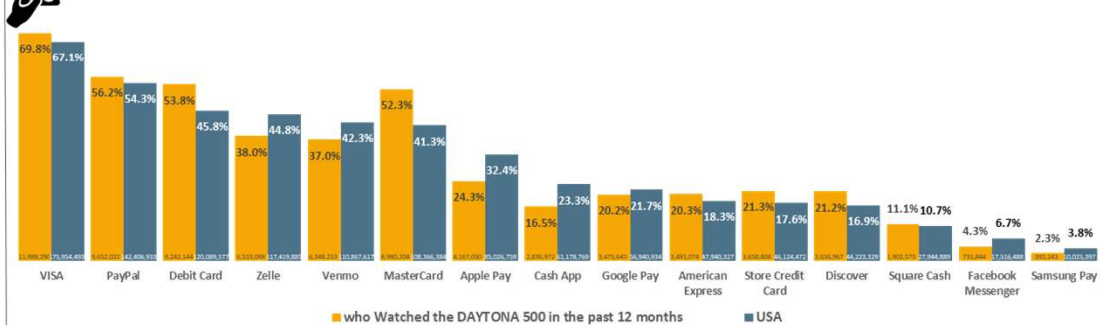
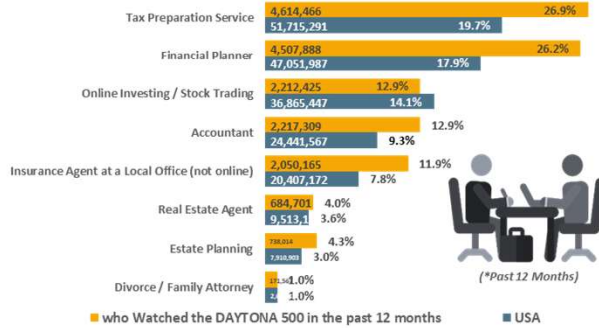
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





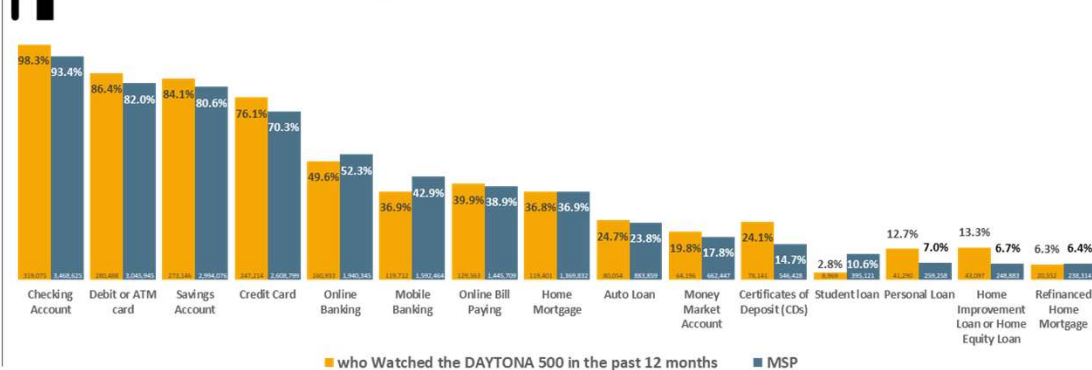
8.7% or 324,738 of MSP DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 2.3% less likely to have a 401K, 3.6% more likely to have an Auto Loan, 32.1% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



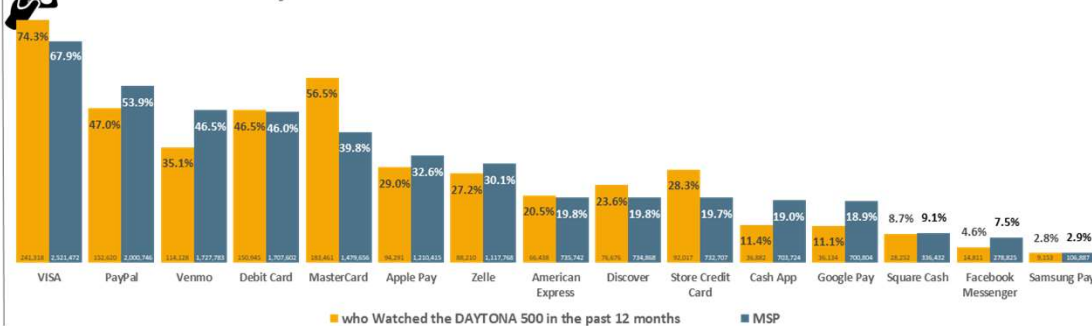
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





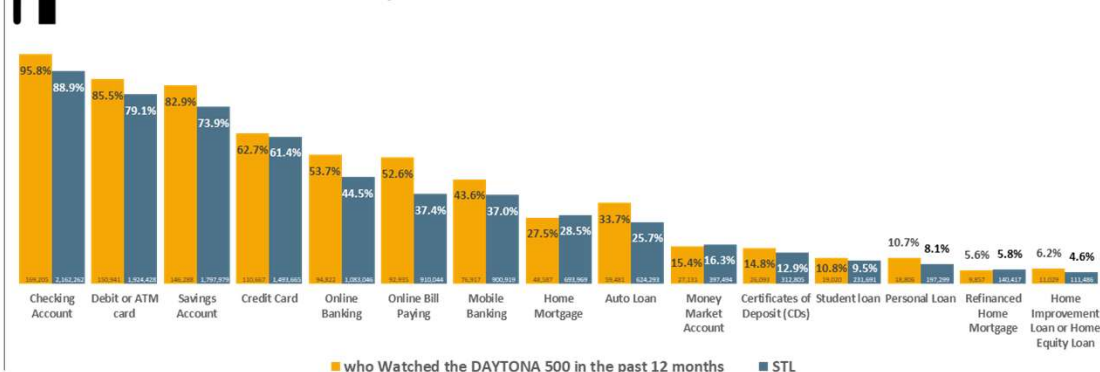
7.3% or 176,540 of STL DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 25.6% more likely to have a 401K, 31.3% more likely to have an Auto Loan, 27.% more likely to Invest/Trade Stocks Online, 29.8% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



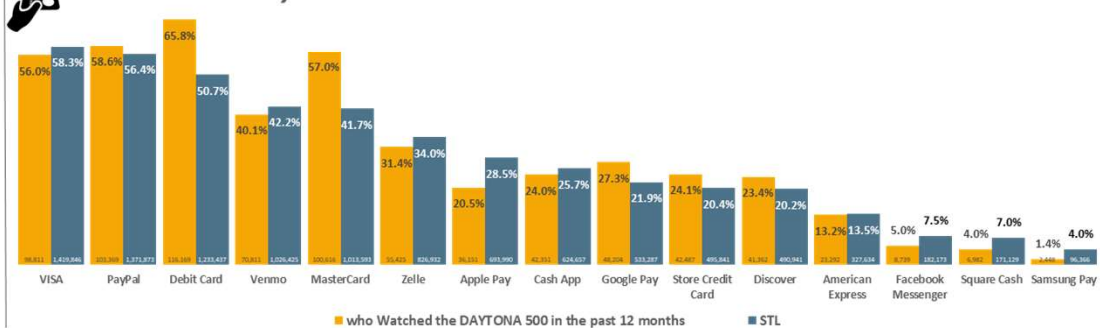
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





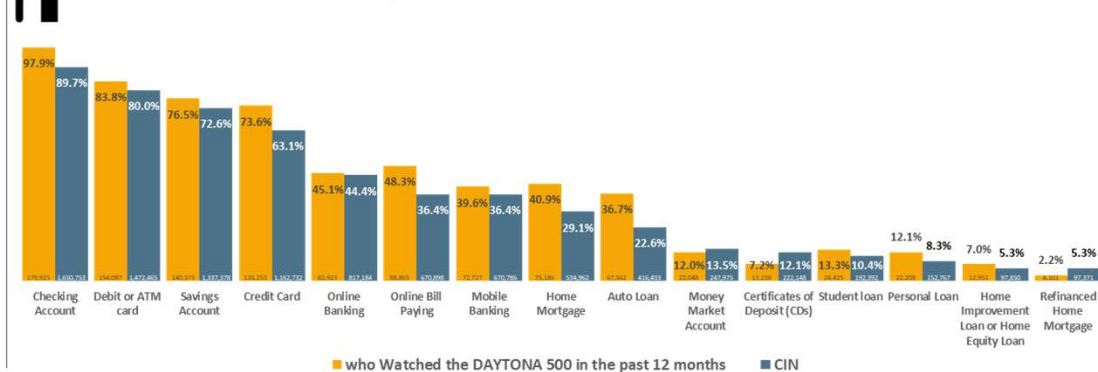
10.1% or 183,845 of CIN DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 15.1% more likely to have a 401K, 62.5% more likely to have an Auto Loan, .2% less likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



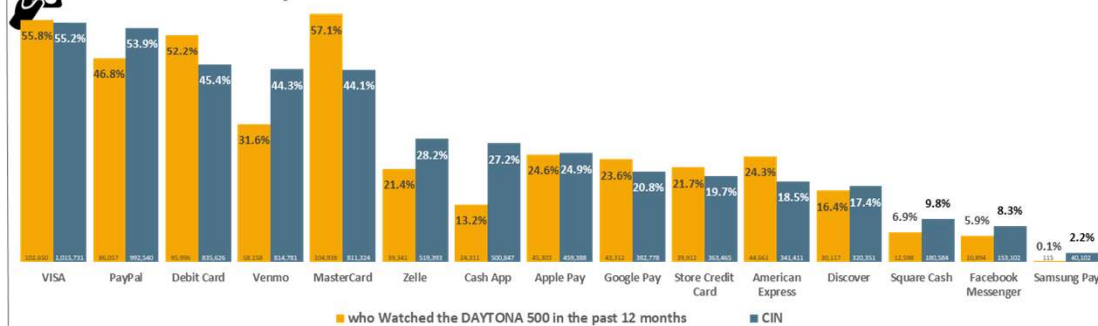
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

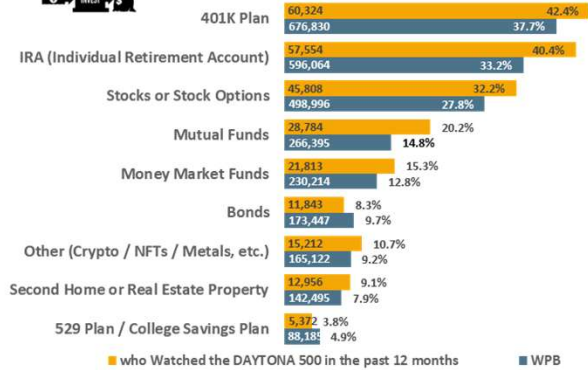




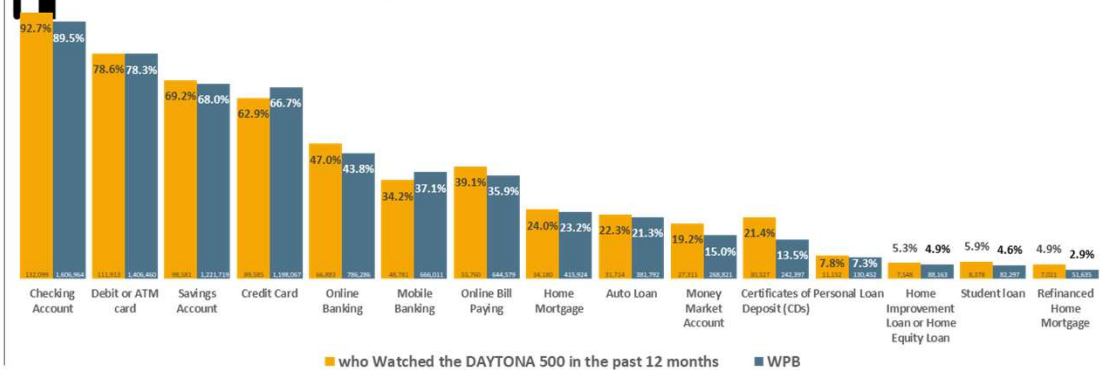
7.9% or 142,439 of WPB DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 12.4% more likely to have a 401K, 4.7% more likely to have an Auto Loan, 26.% more likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.



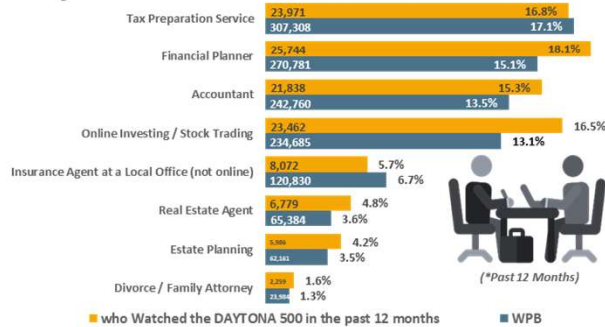
Investments Owned: Adults 21 or older



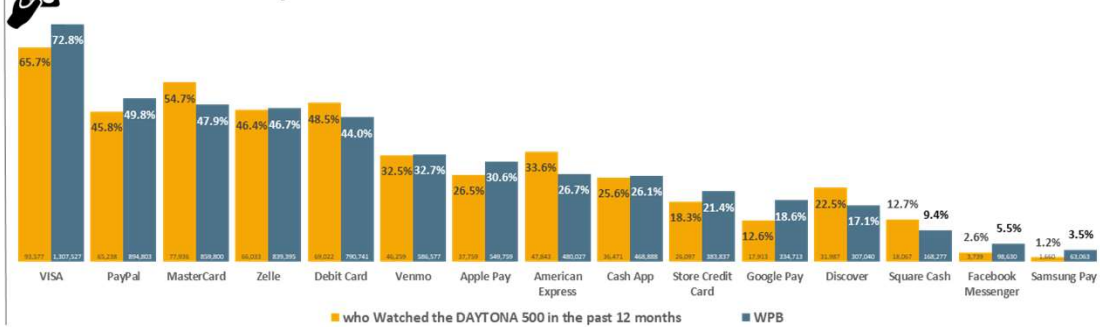
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

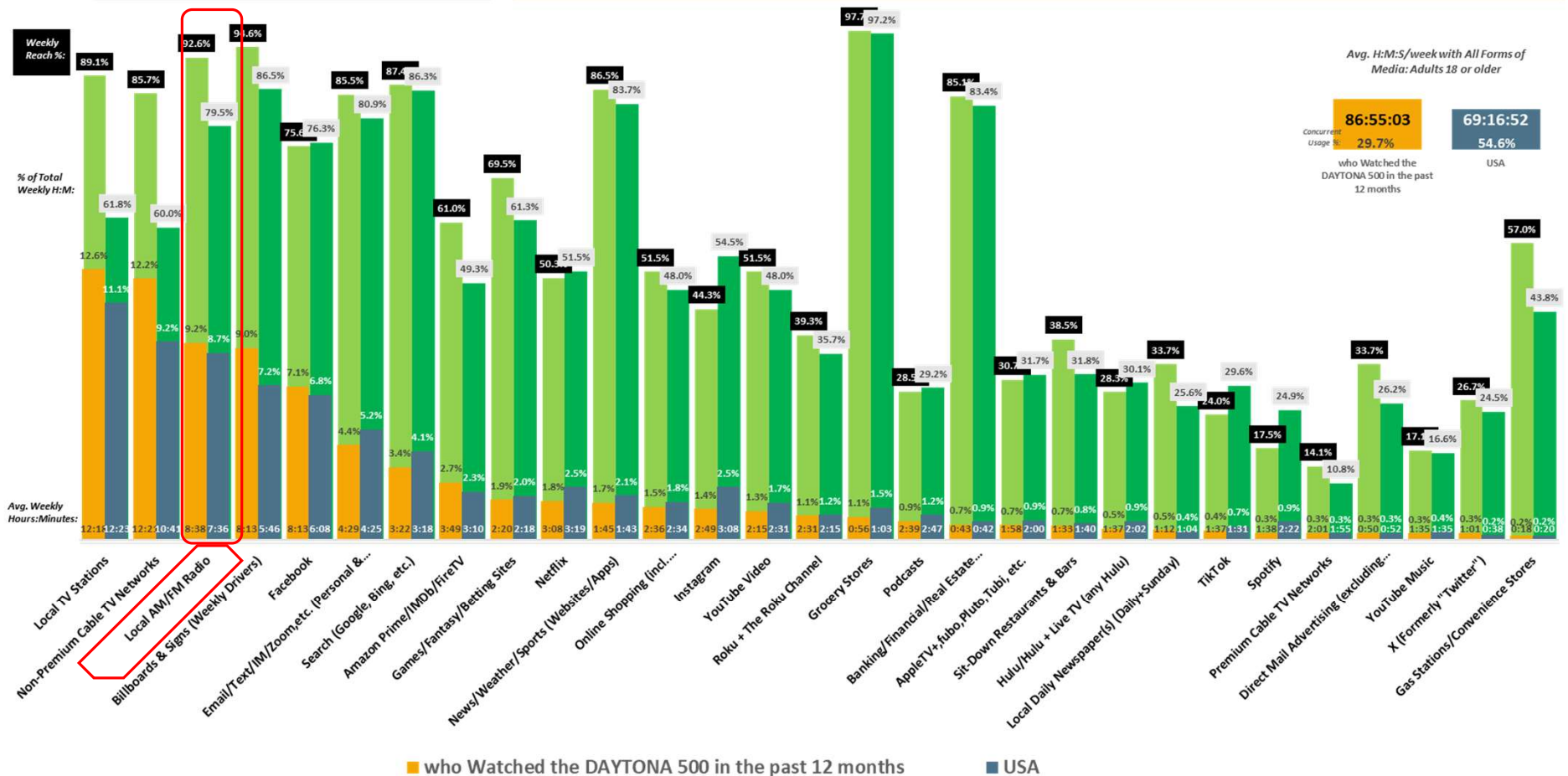


Past 3-Months Payment Methods Used: Adults 21 or older





Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 14 hours, 55 minutes and 3 seconds each week with All Forms of Media.
 92.6% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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

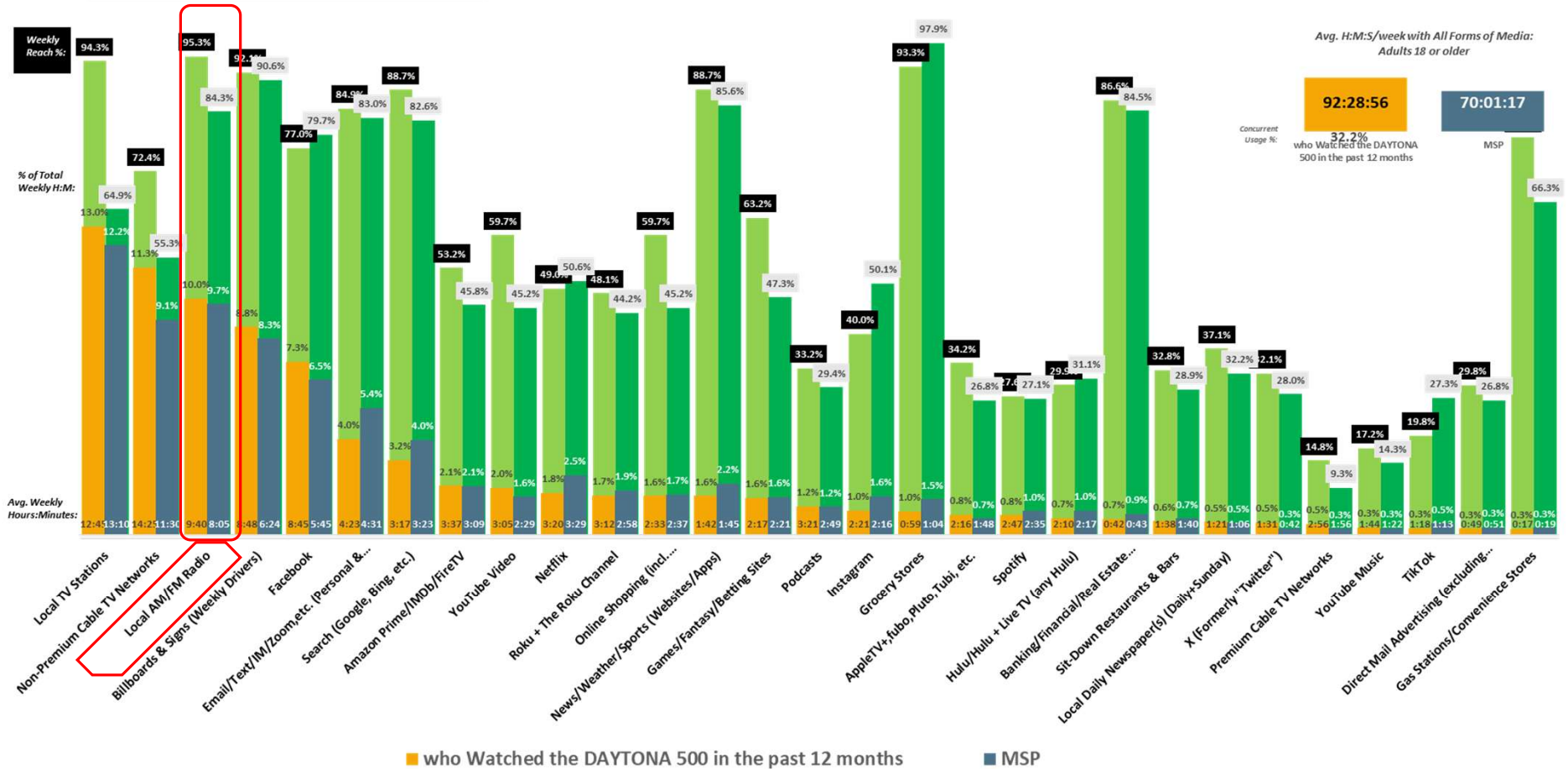
Concurrent Usage %: 29.7% (Who Watched the DAYTONA 500 in the past 12 months) vs 54.6% (USA)

who Watched the DAYTONA 500 in the past 12 months

USA



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 20 hours, 28 minutes and 56 seconds each week with All Forms of Media.
 95.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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

92:28:56

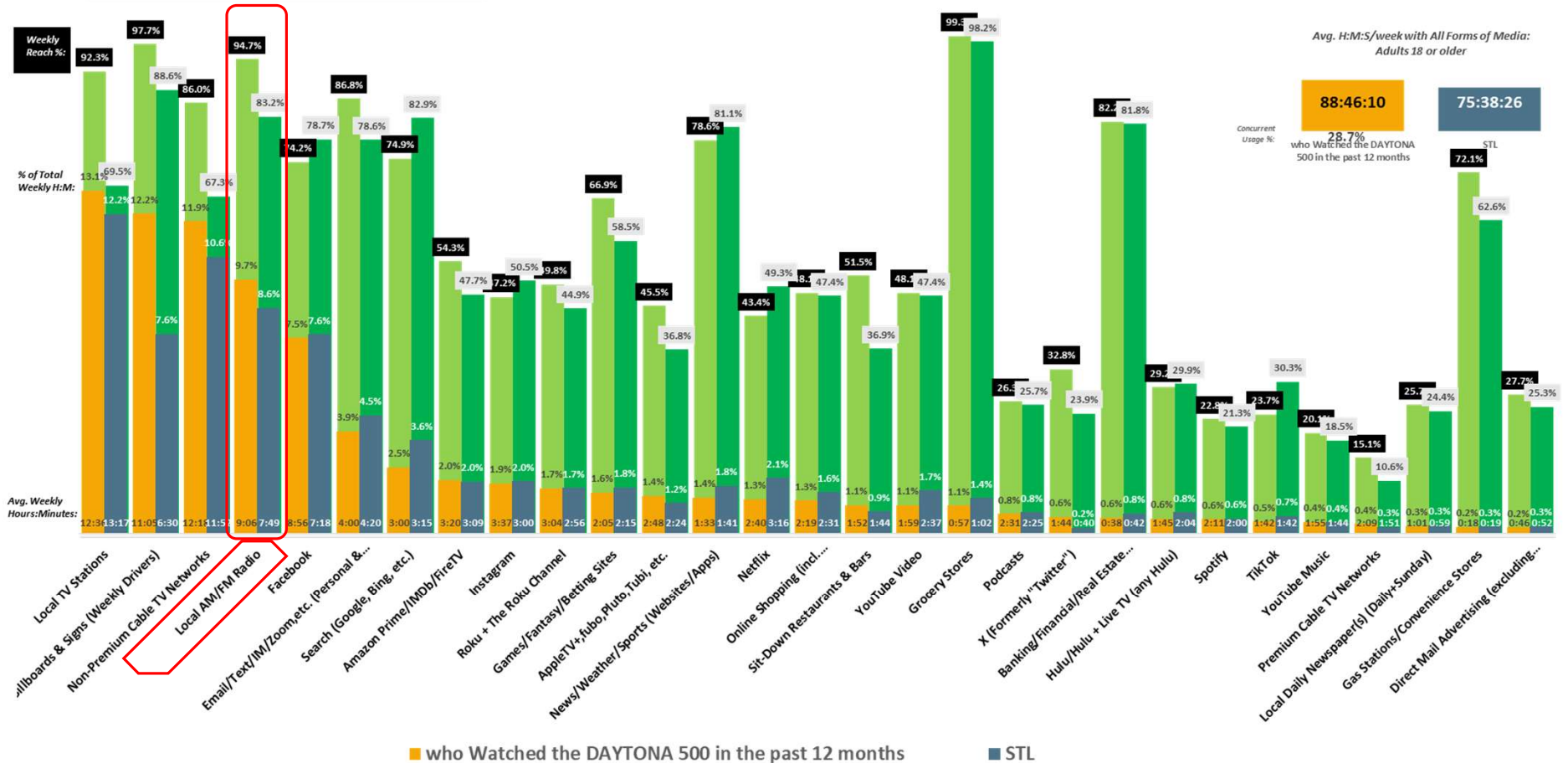
32.2%
 who Watched the DAYTONA 500 in the past 12 months

MSP

66.3%



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 16 hours, 46 minutes and 10 seconds each week with All Forms of Media.
 94.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 9 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.

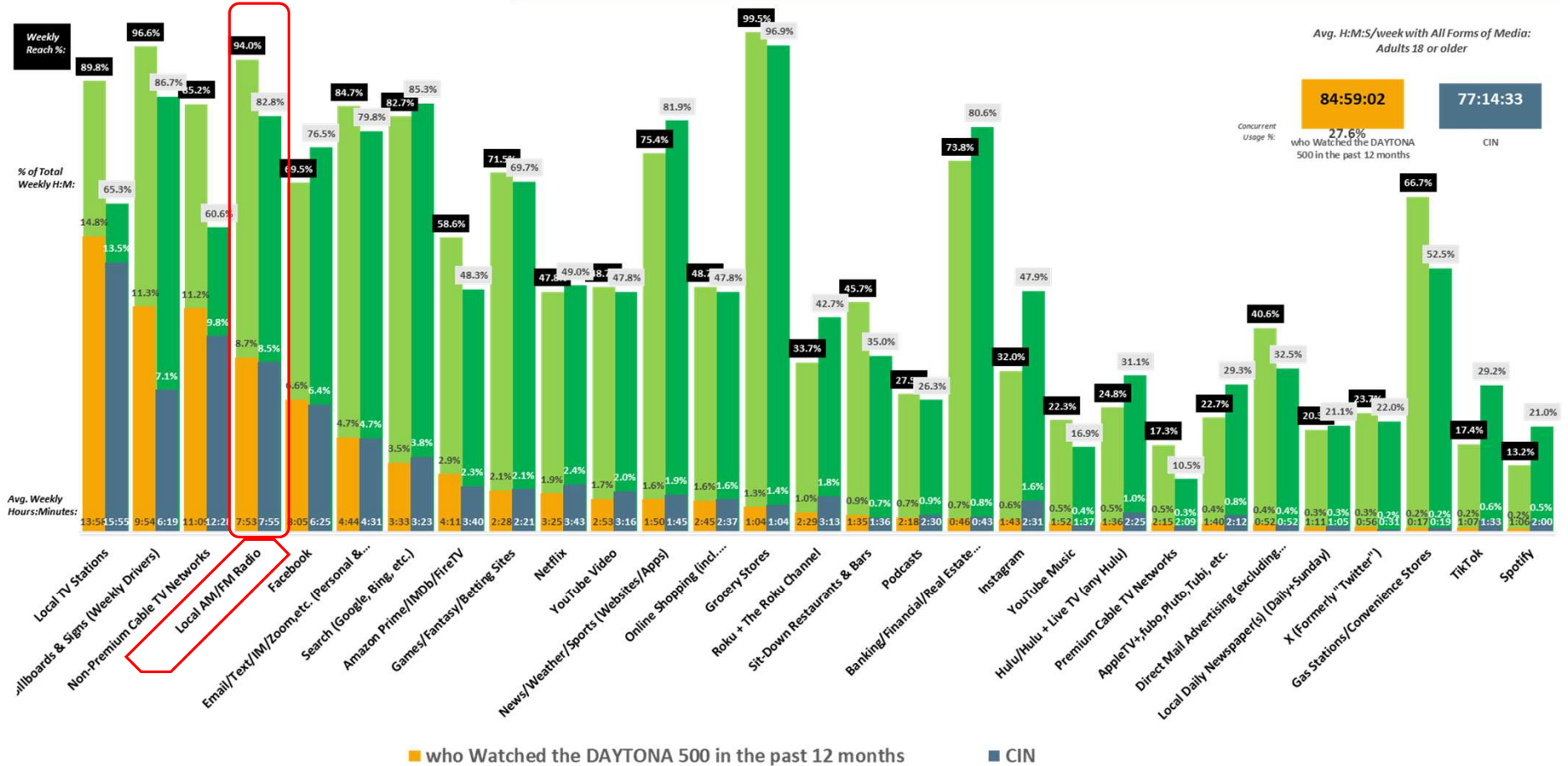


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %:
 88:46:10
 28.7% who Watched the DAYTONA 500 in the past 12 months
 STL: 75:38:26
 72.1% who Watched the DAYTONA 500 in the past 12 months

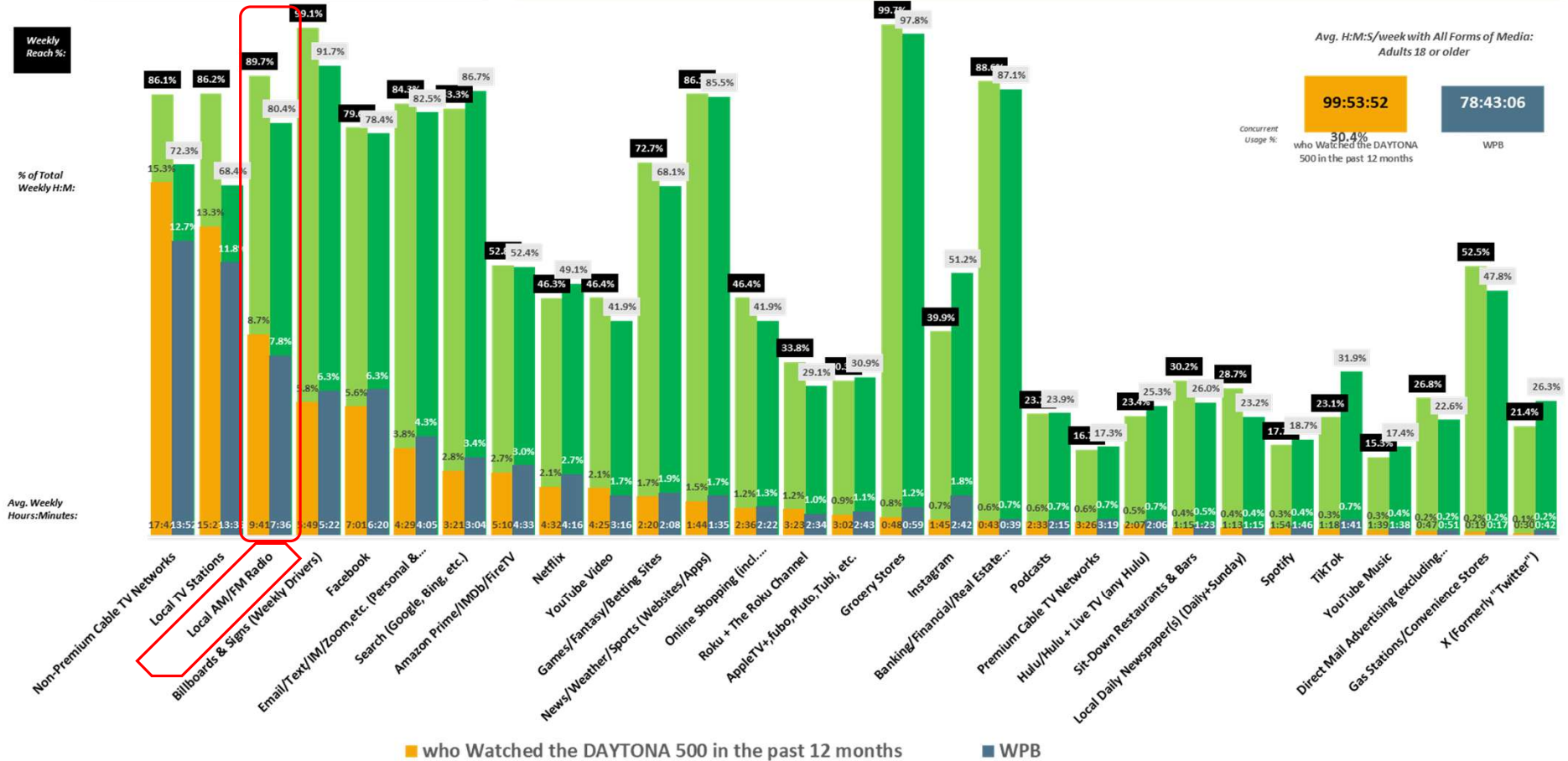


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 12 hours, 59 minutes and 2 seconds each week with All Forms of Media.
 94.% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 4 days, 3 hours, 53 minutes and 52 seconds each week with All Forms of Media.
 89.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



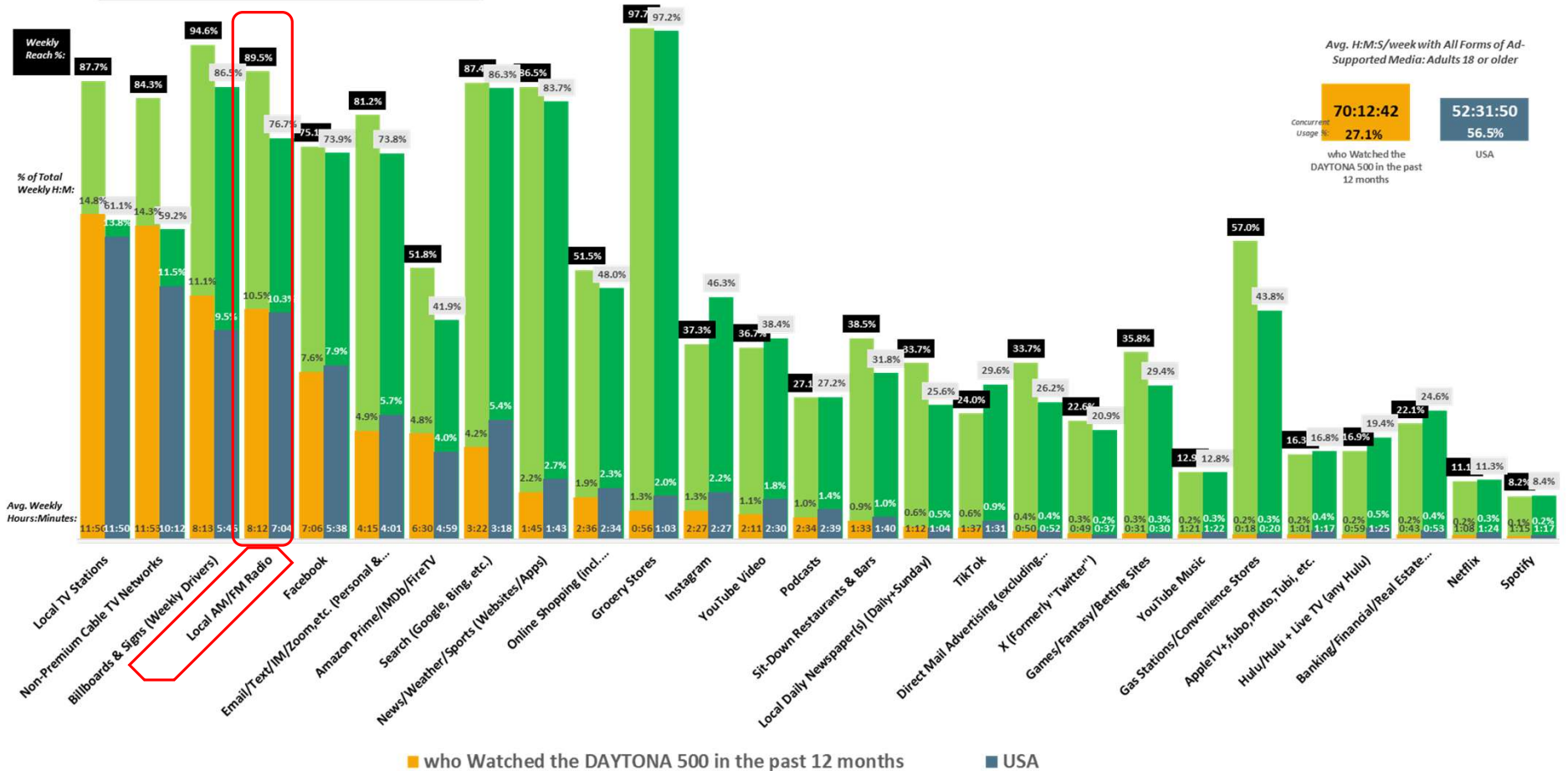
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

99:53:52
 Concurrent Usage %:
 who Watched the DAYTONA 500 in the past 12 months

78:43:06
 WPB

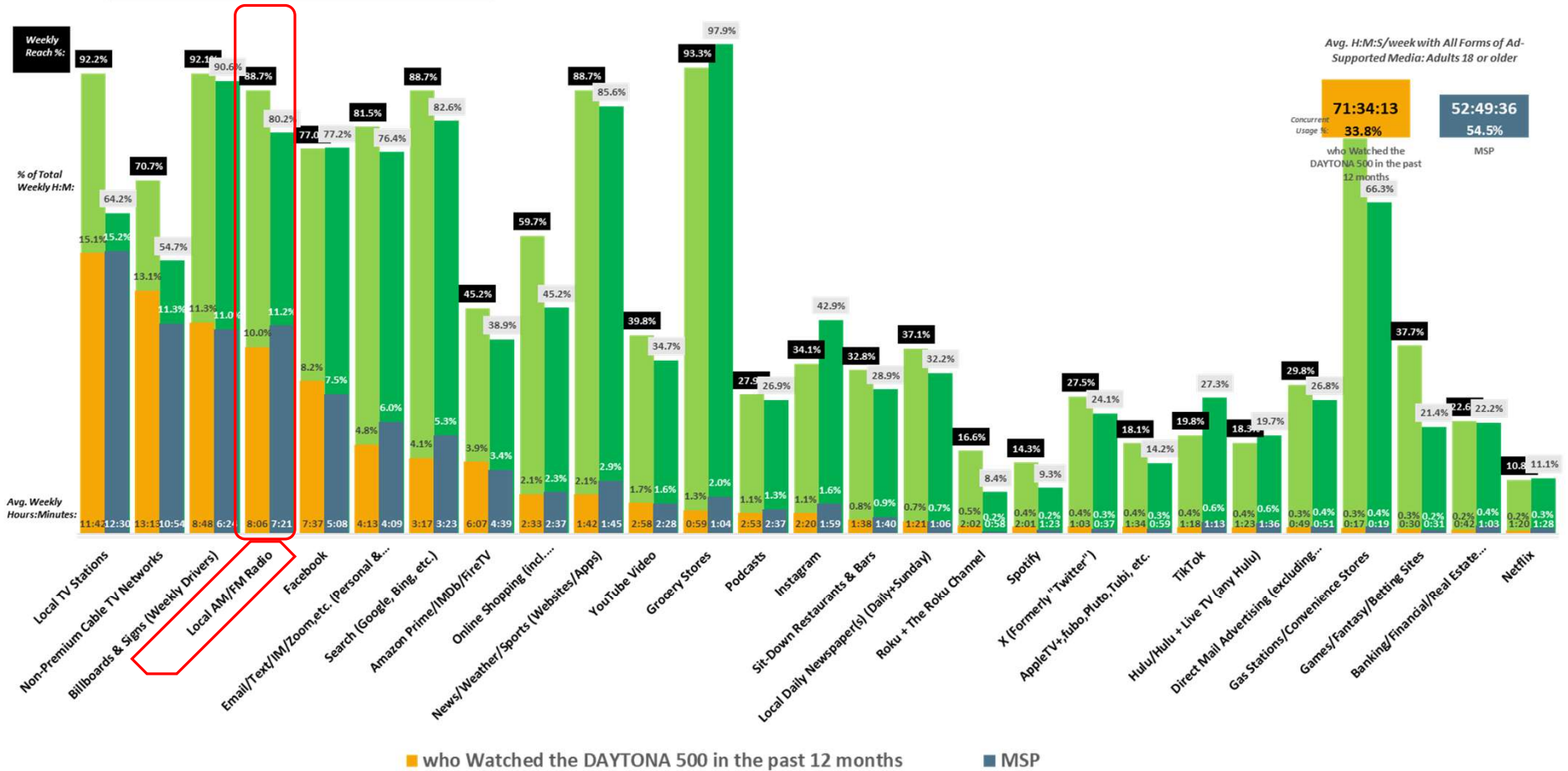


Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 22 hours, 12 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 23 hours, 34 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
 88.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %

who Watched the DAYTONA 500 in the past 12 months

71:34:13

33.8%

52:49:36

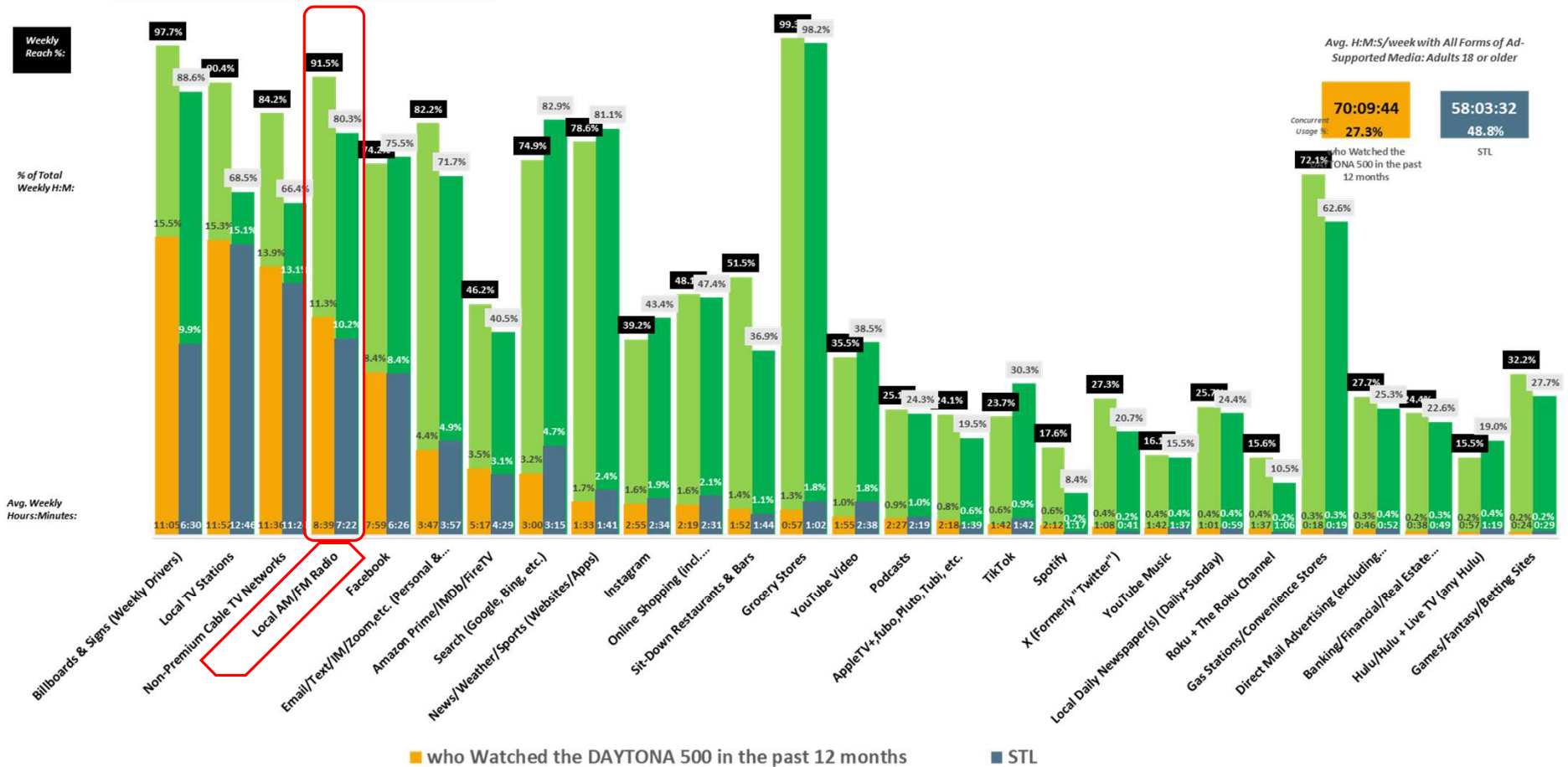
54.5%

MSP



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 22 hours, 9 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

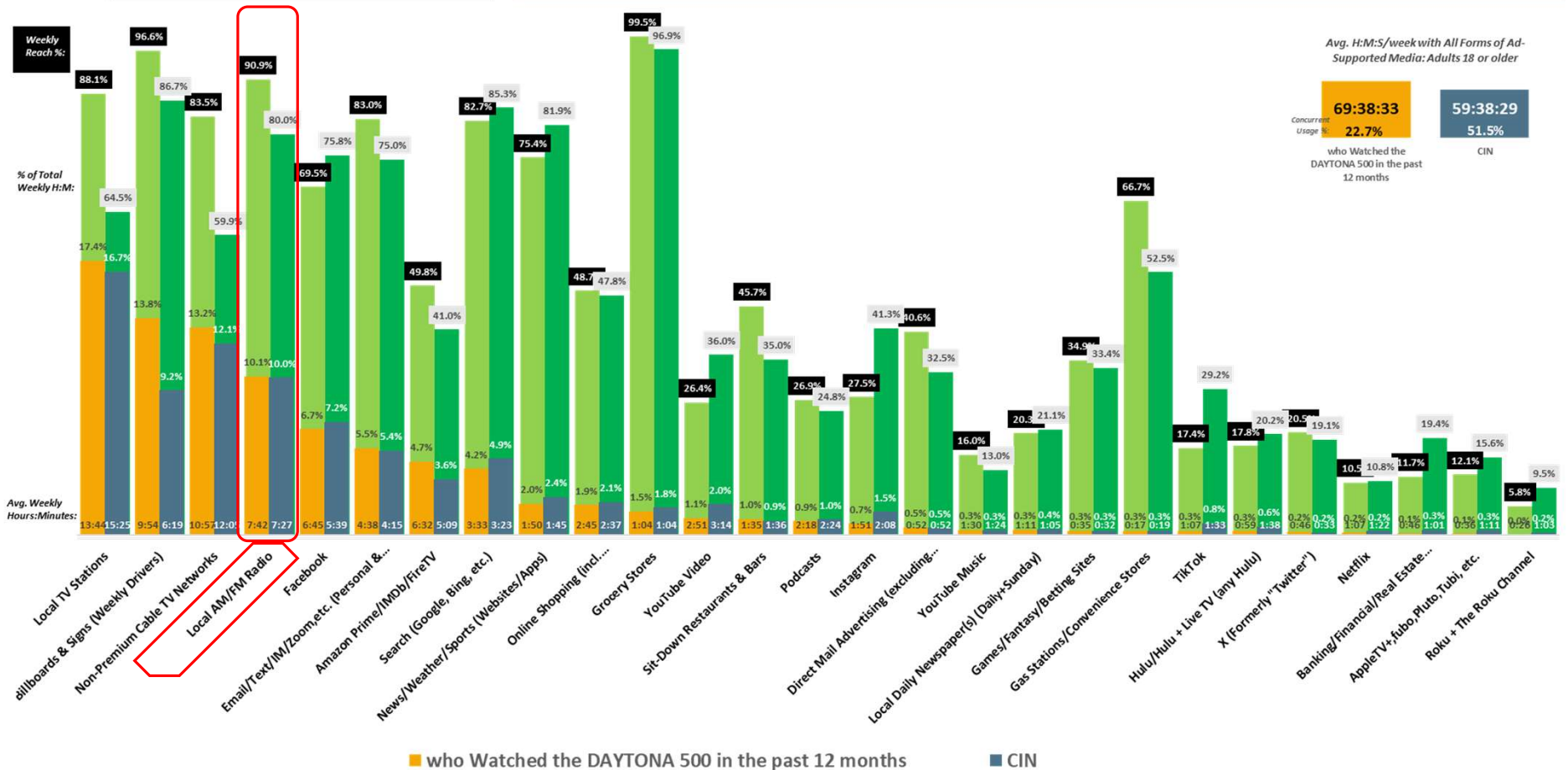
91.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.





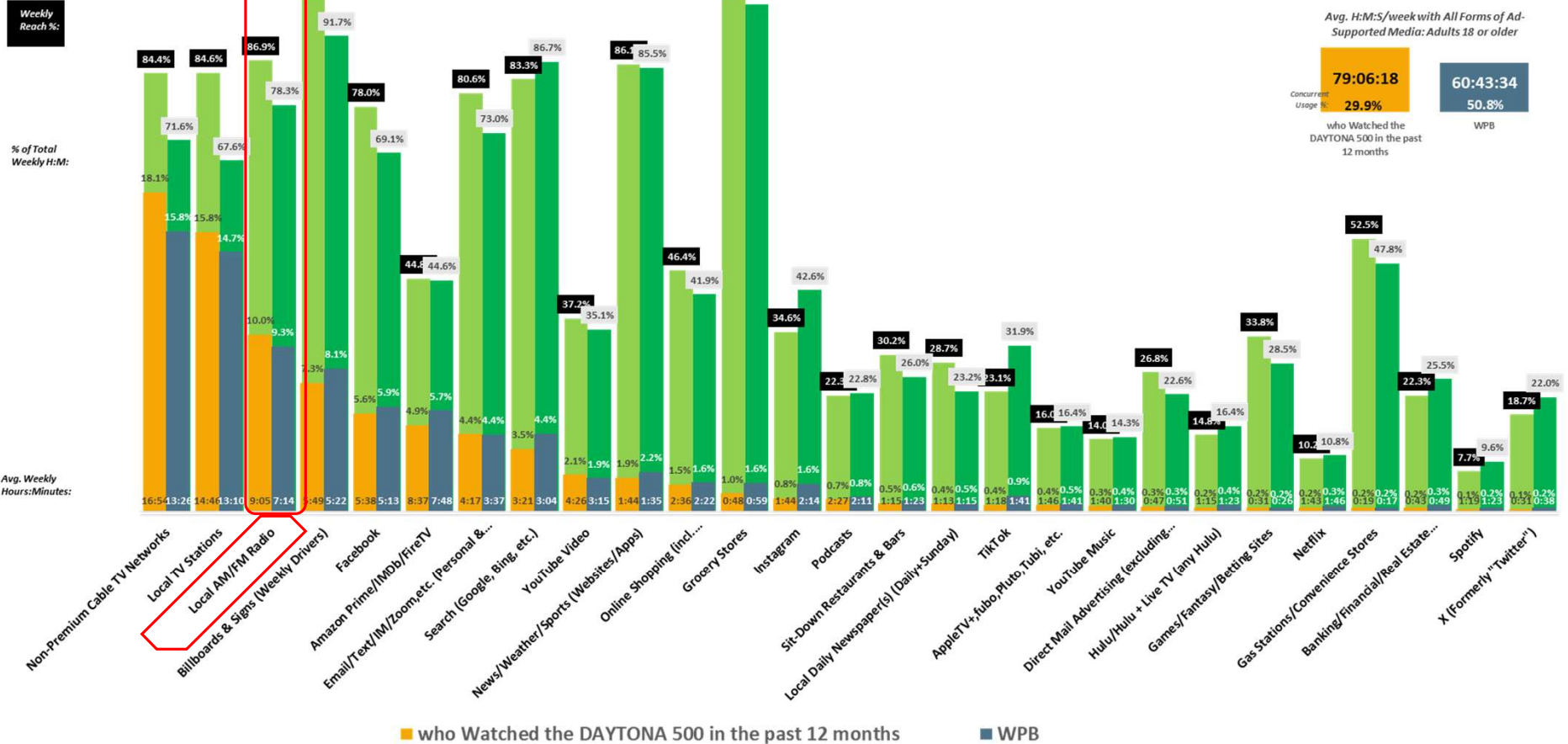
Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 21 hours, 38 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

90.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 7 hours, 6 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 86.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 9 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media.



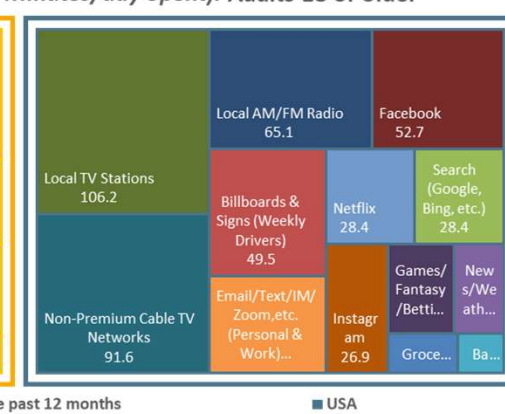
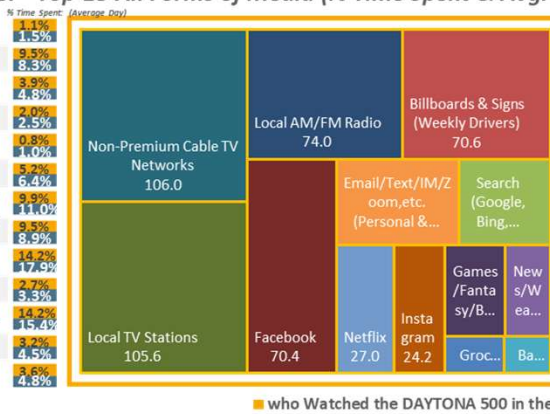
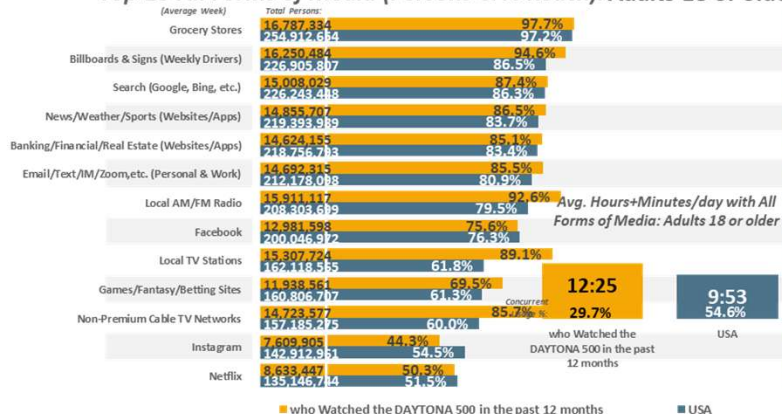
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

79:06:18	60:43:34
Concurrent Usage % 29.9%	50.8%
who Watched the DAYTONA 500 in the past 12 months	WPB

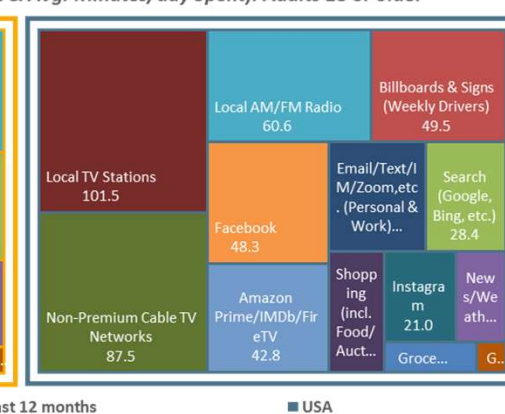
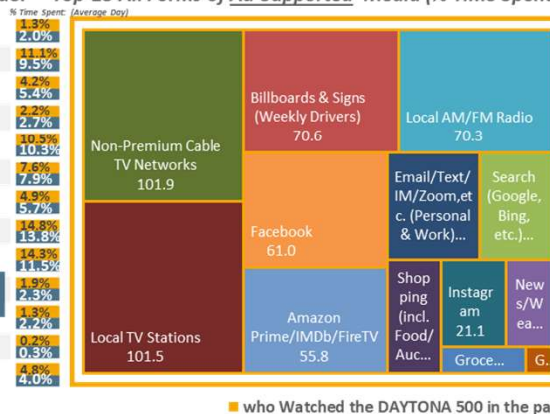
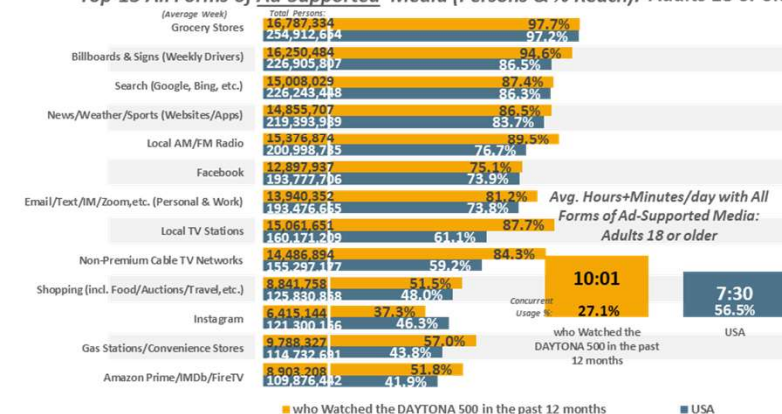


Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 10 hours and 1 minutes each day with All Forms of Ad-Supported Media. 89.5% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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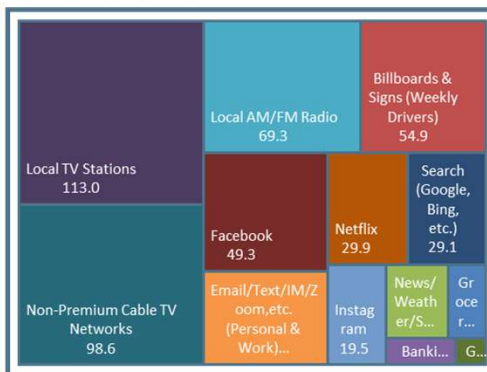
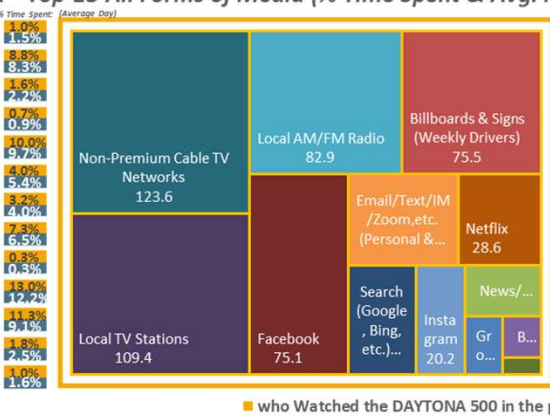
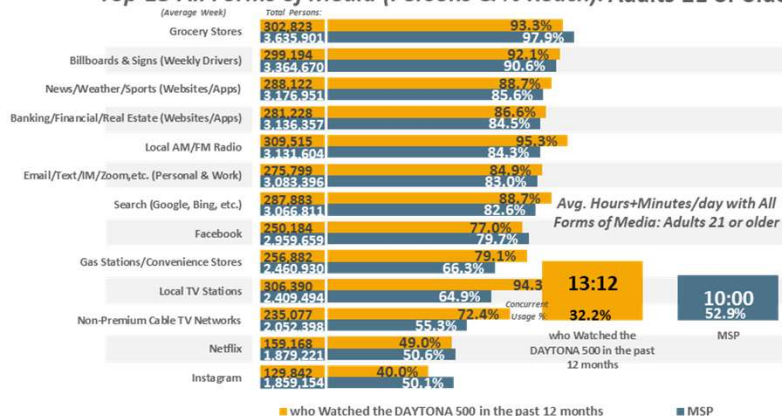
Special TV sports programs watched past 12 months: Daytona 500



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 10 hours and 13 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

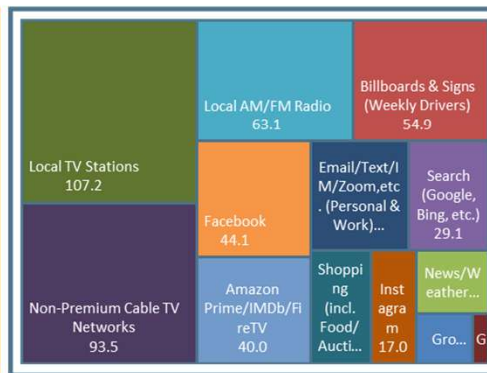
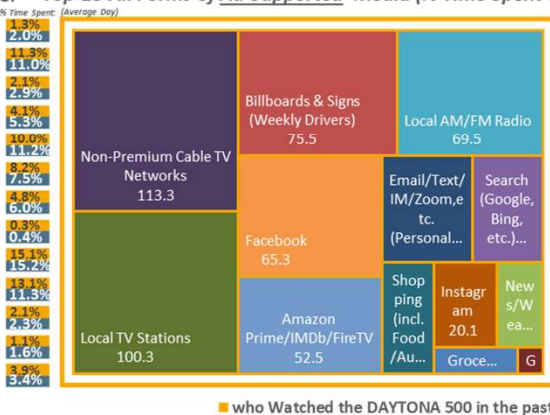
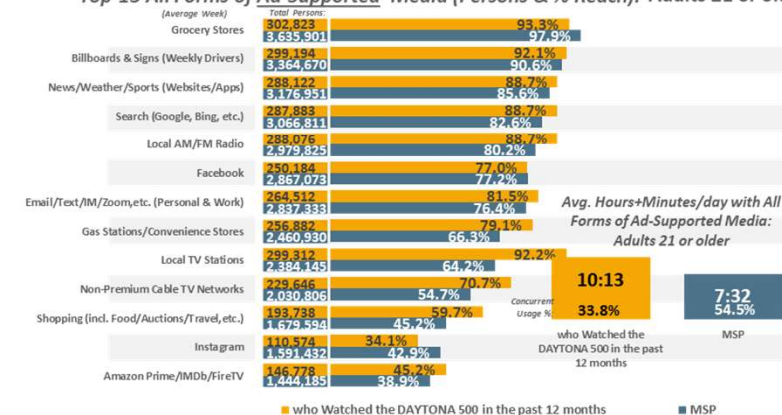
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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

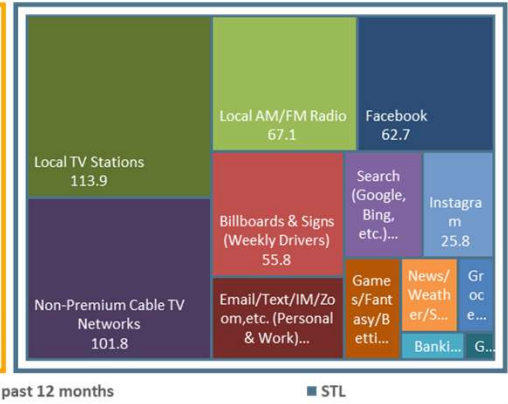
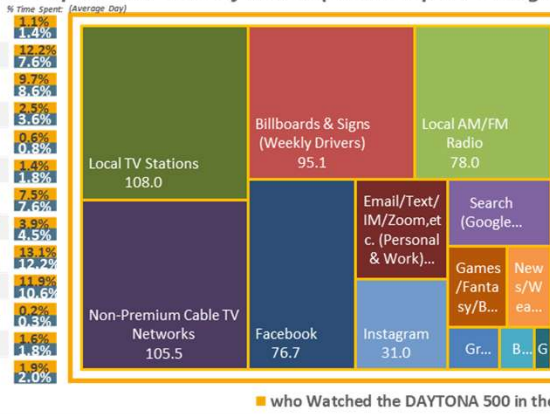
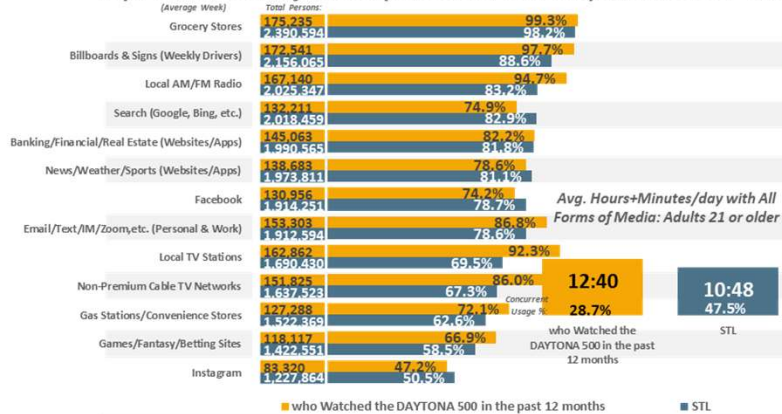




Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 10 hours and 1 minutes each day with All Forms of Ad-Supported Media. 91.5% listen to Local AM/FM Radio for an avg. of 74.3 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

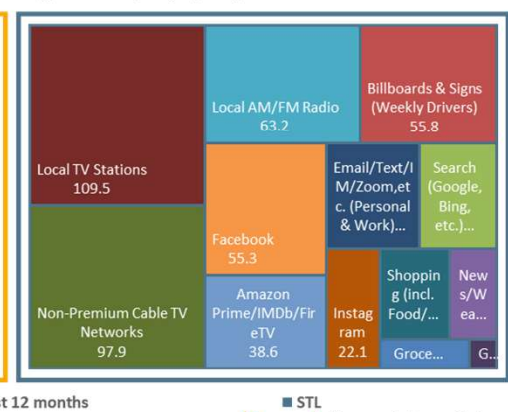
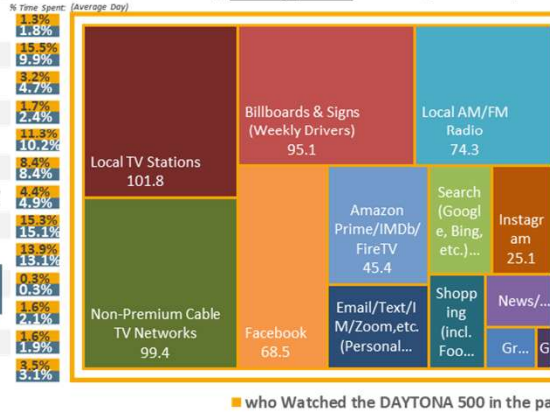
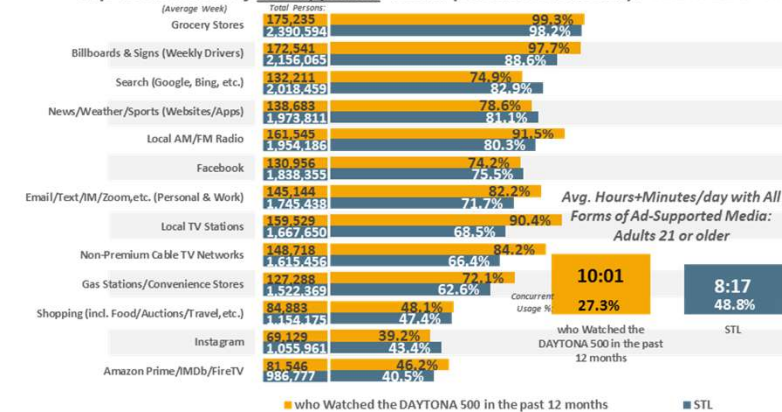
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

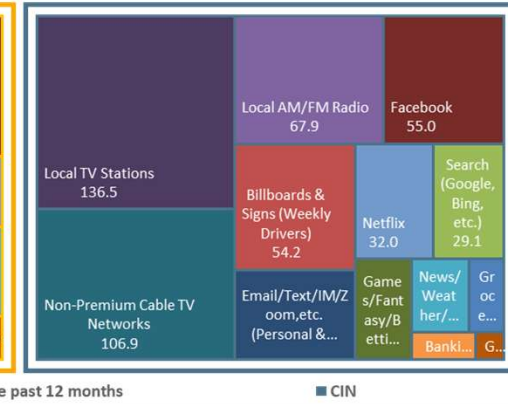
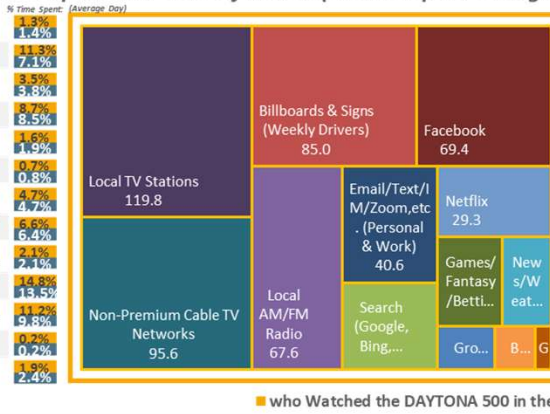
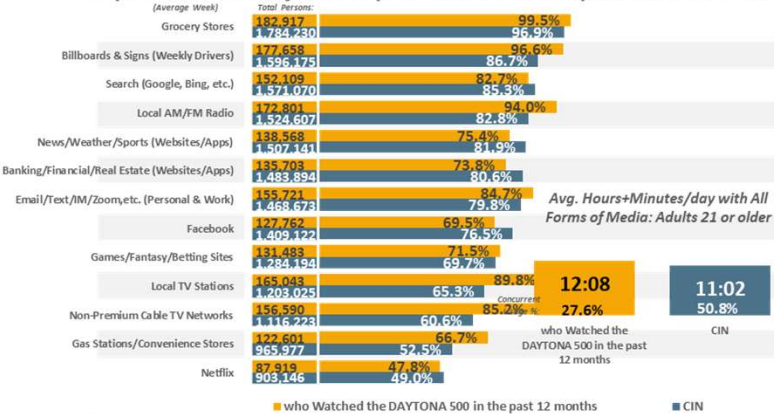
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



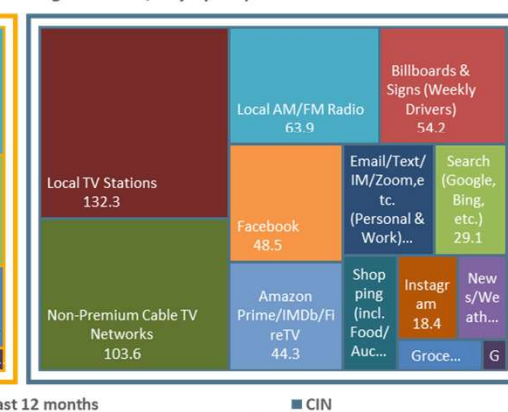
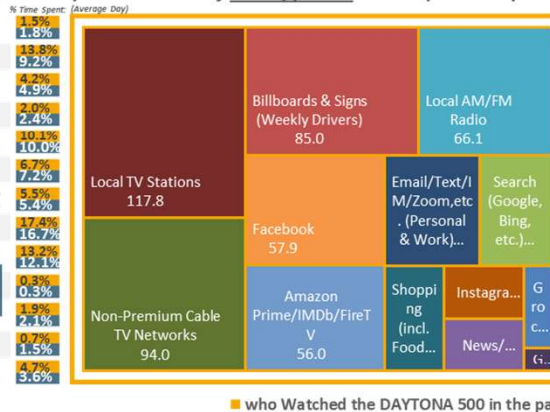
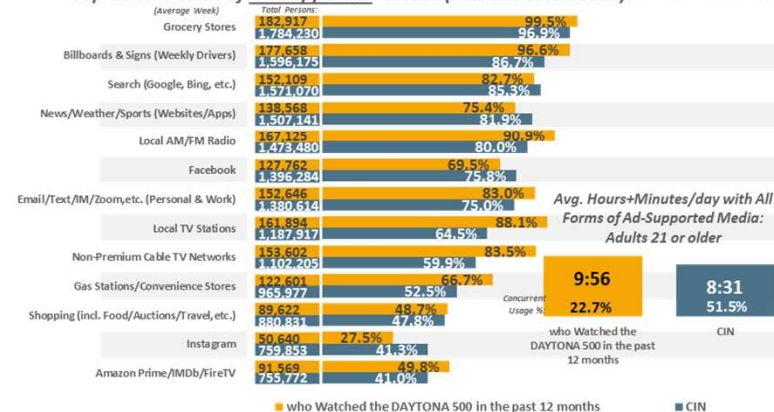


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 9 hours and 56 minutes each day with All Forms of Ad-Supported Media. 90.9% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

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



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

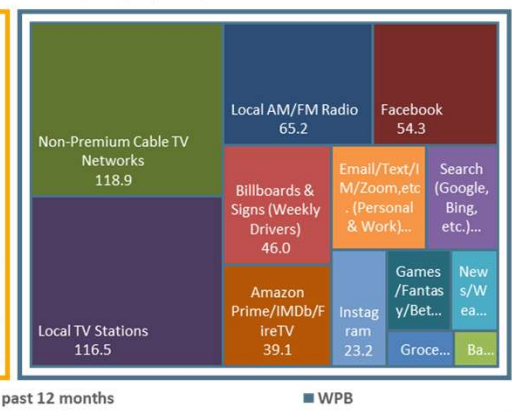
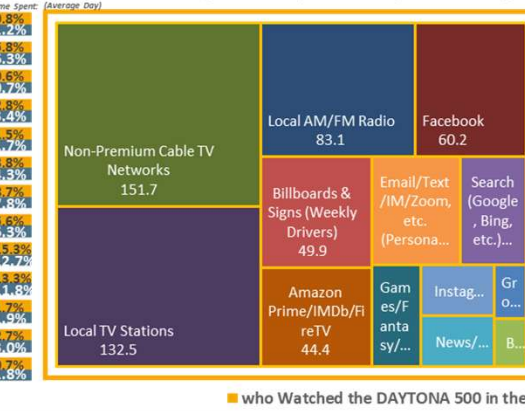
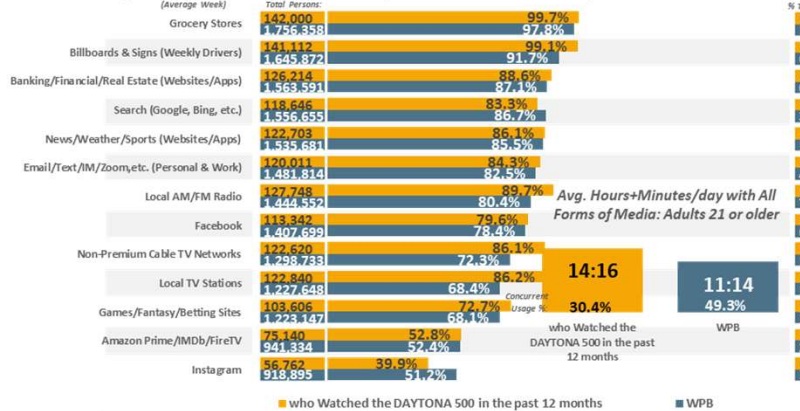




Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 11 hours and 18 minutes each day with All Forms of Ad-Supported Media. 86.9% listen to Local AM/FM Radio for an avg. of 78. minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

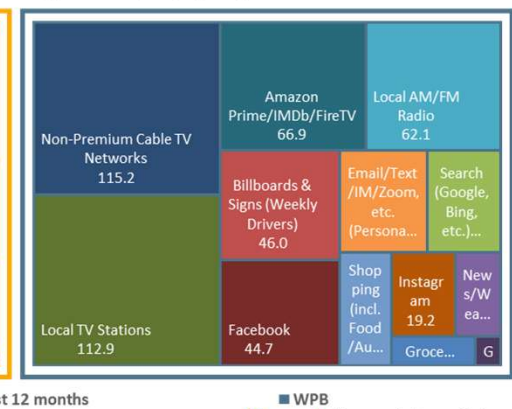
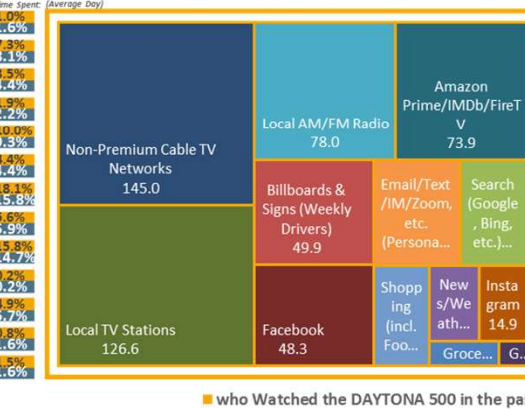
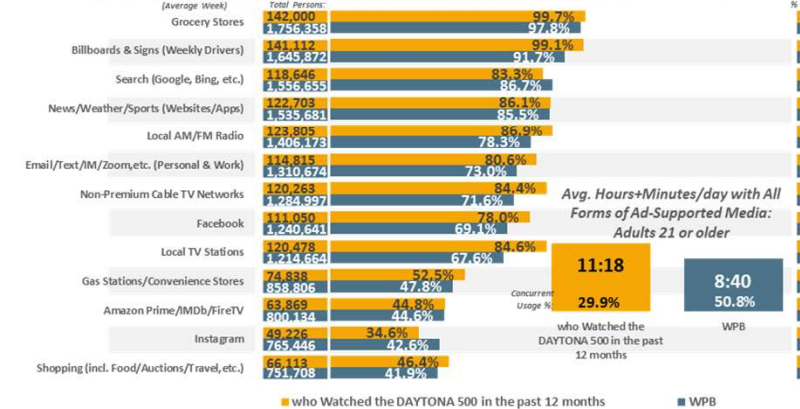
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 250
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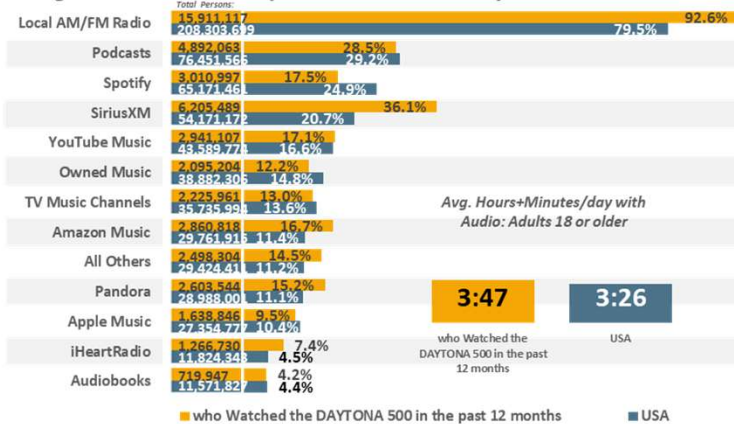
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Special TV sports programs watched past 12 months: Daytona 500

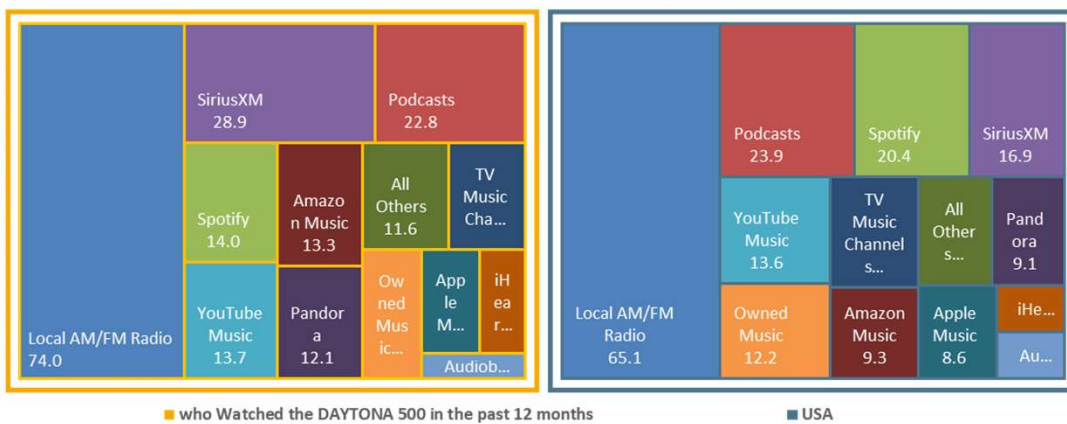


15,376,874 or 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

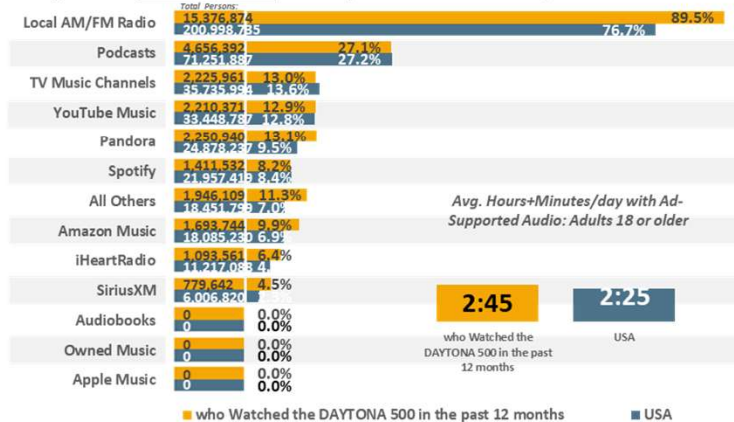
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



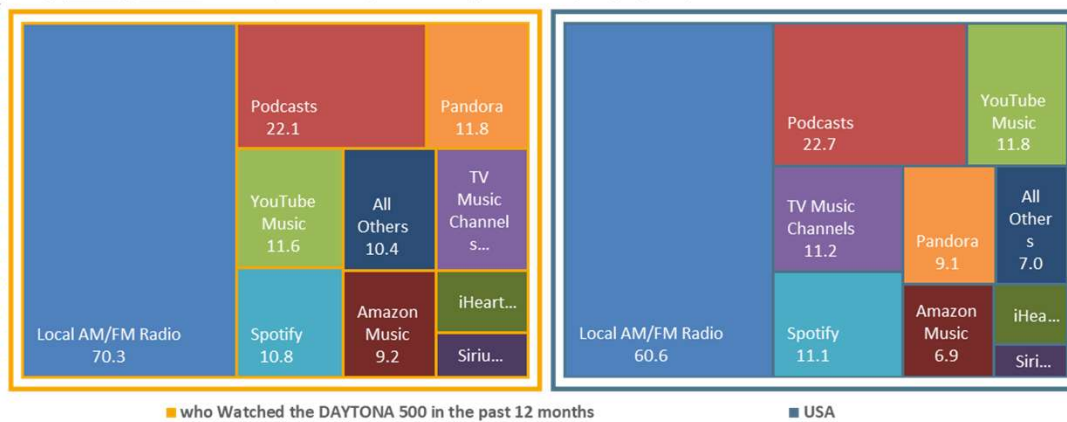
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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Scarborough R2 2025: Sep24-Aug25 USA Projection

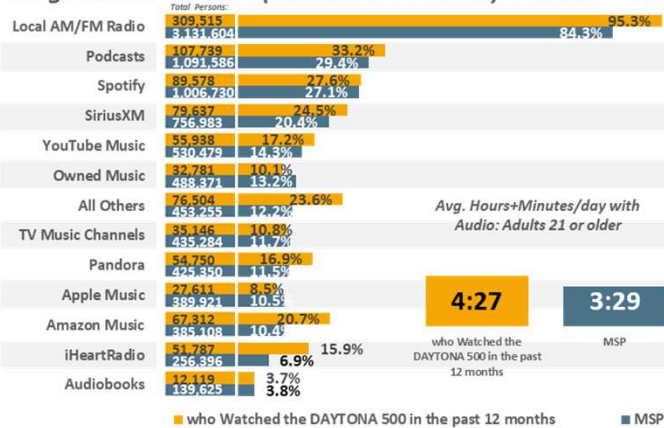
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

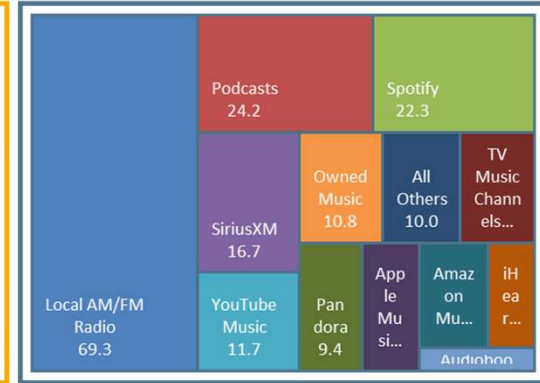
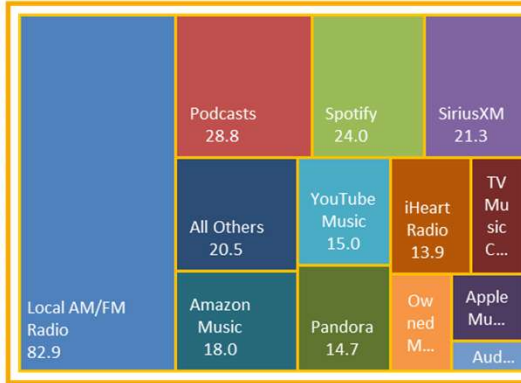


288,076 or 88.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

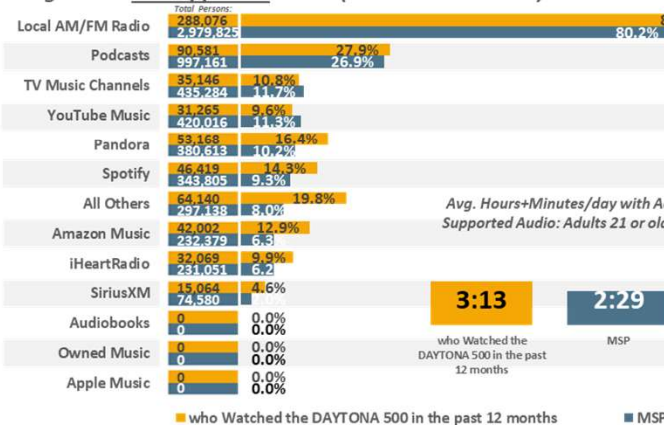
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



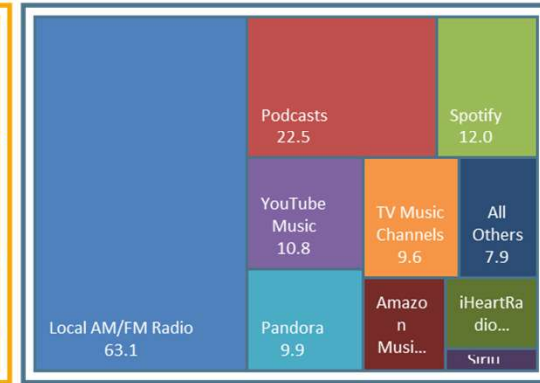
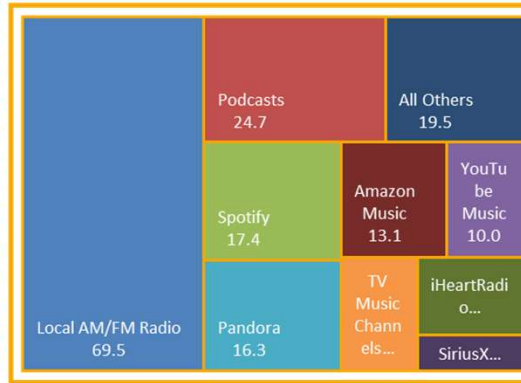
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



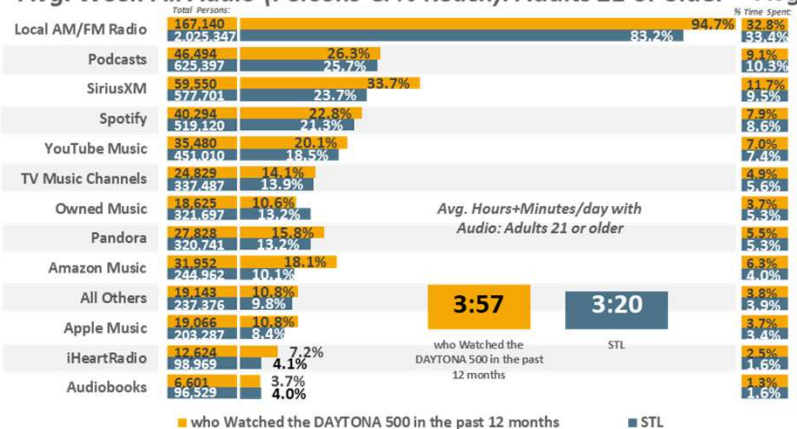
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



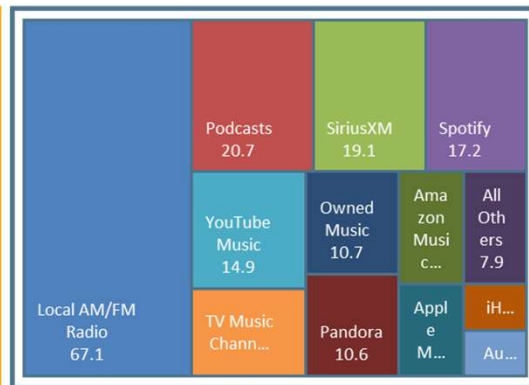
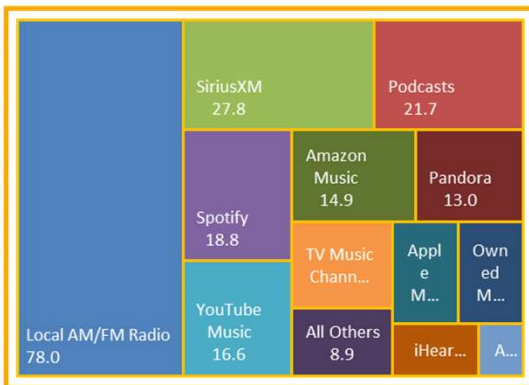


161,545 or 91.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 74.3 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

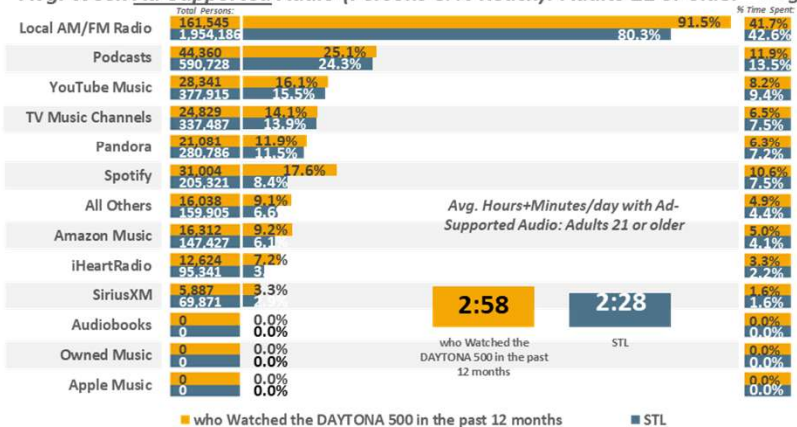
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



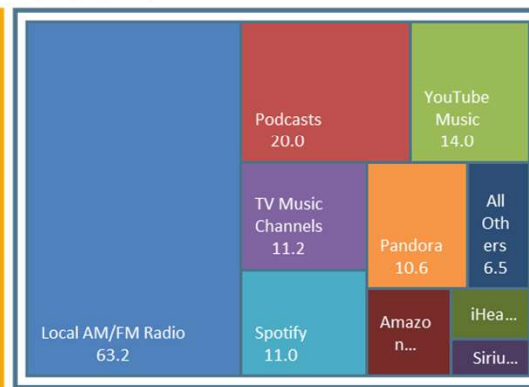
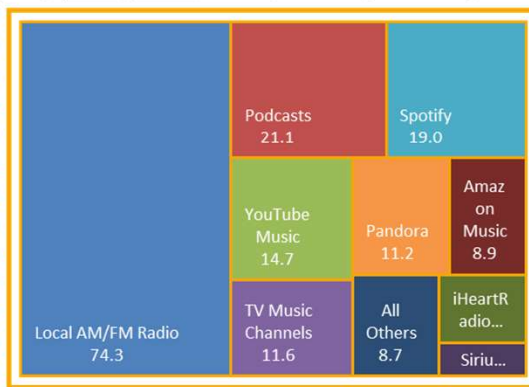
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



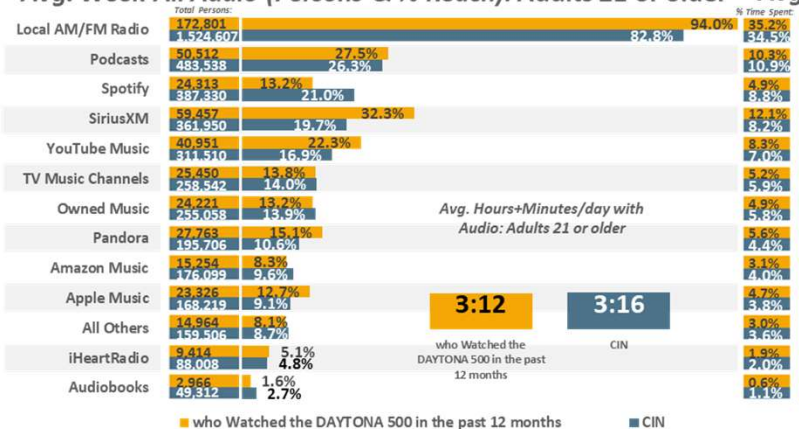
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



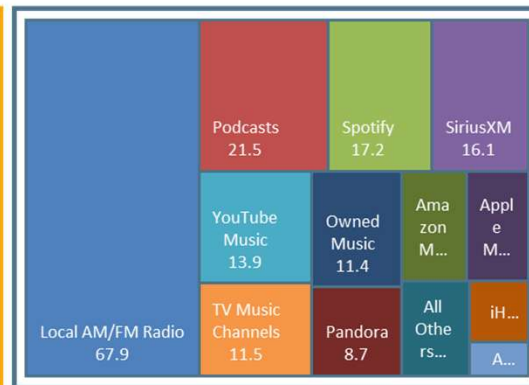
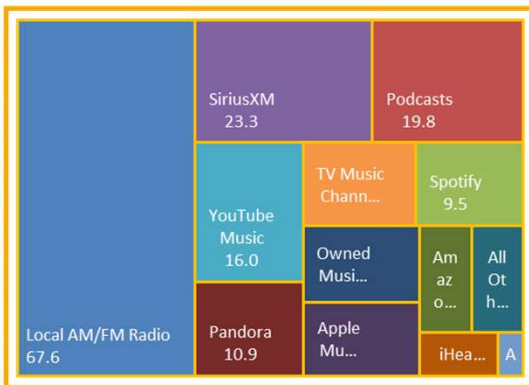


167,125 or 90.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

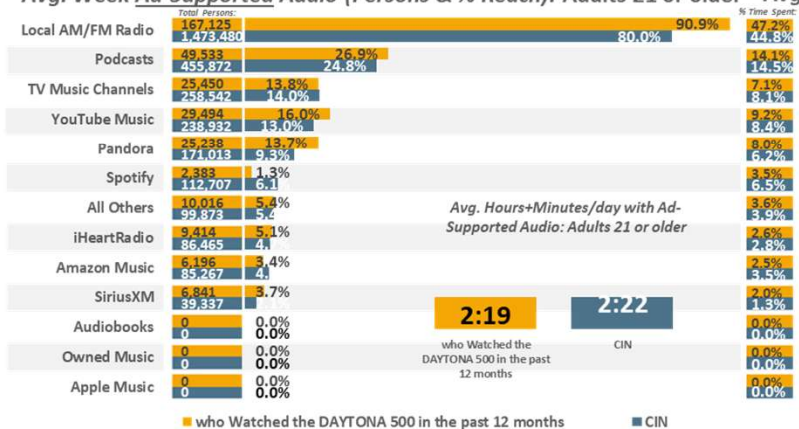
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



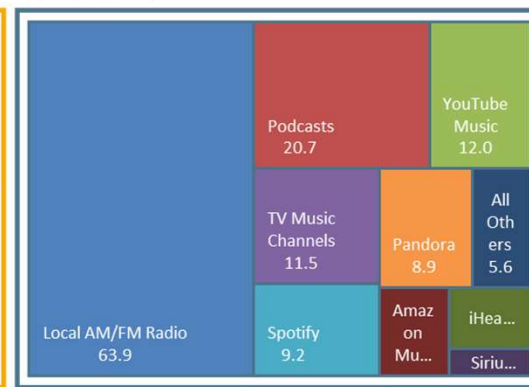
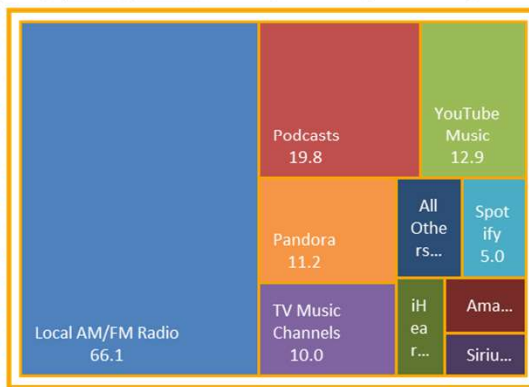
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



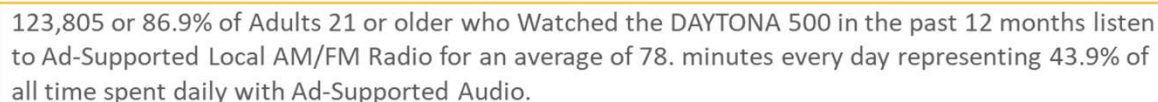
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



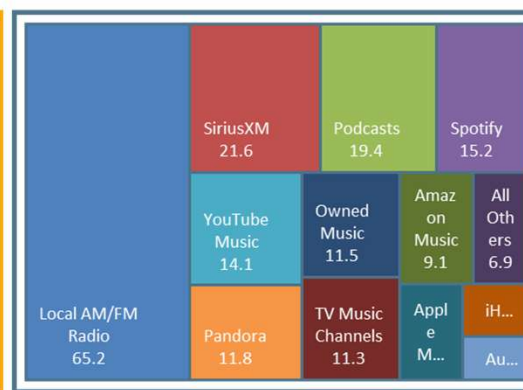
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 166
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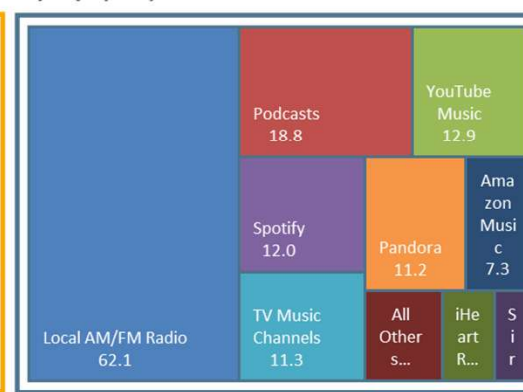
Special TV sports programs watched past 12 months: Daytona 500



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

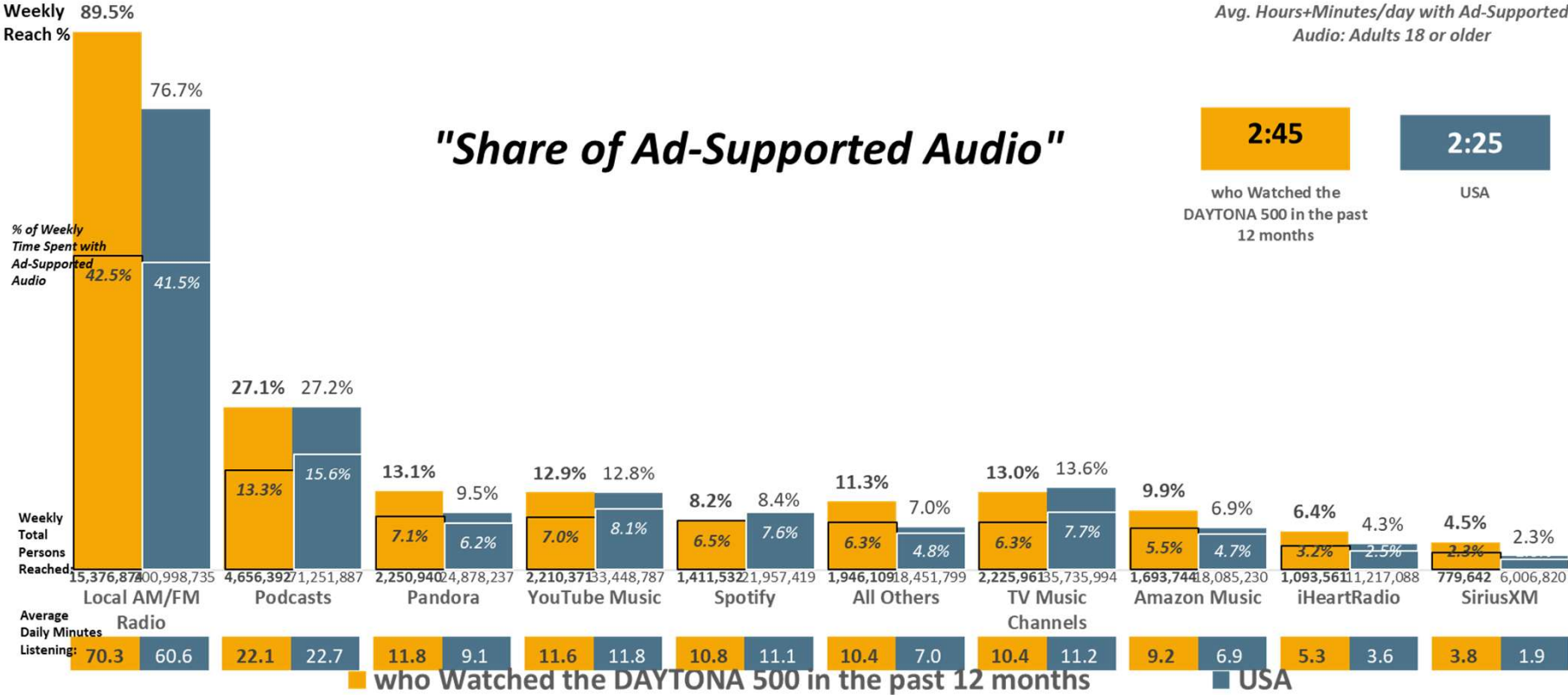


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





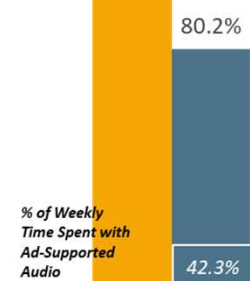
15,376,874 or 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



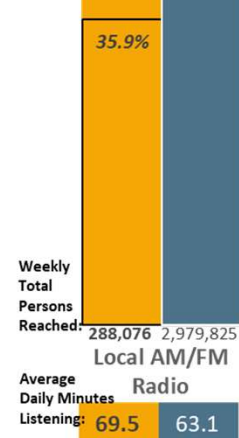


288,076 or 88.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach %



% of Weekly Time Spent with Ad-Supported Audio



Weekly Total Persons Reached



Average Daily Minutes Listening



"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

3:13

2:29

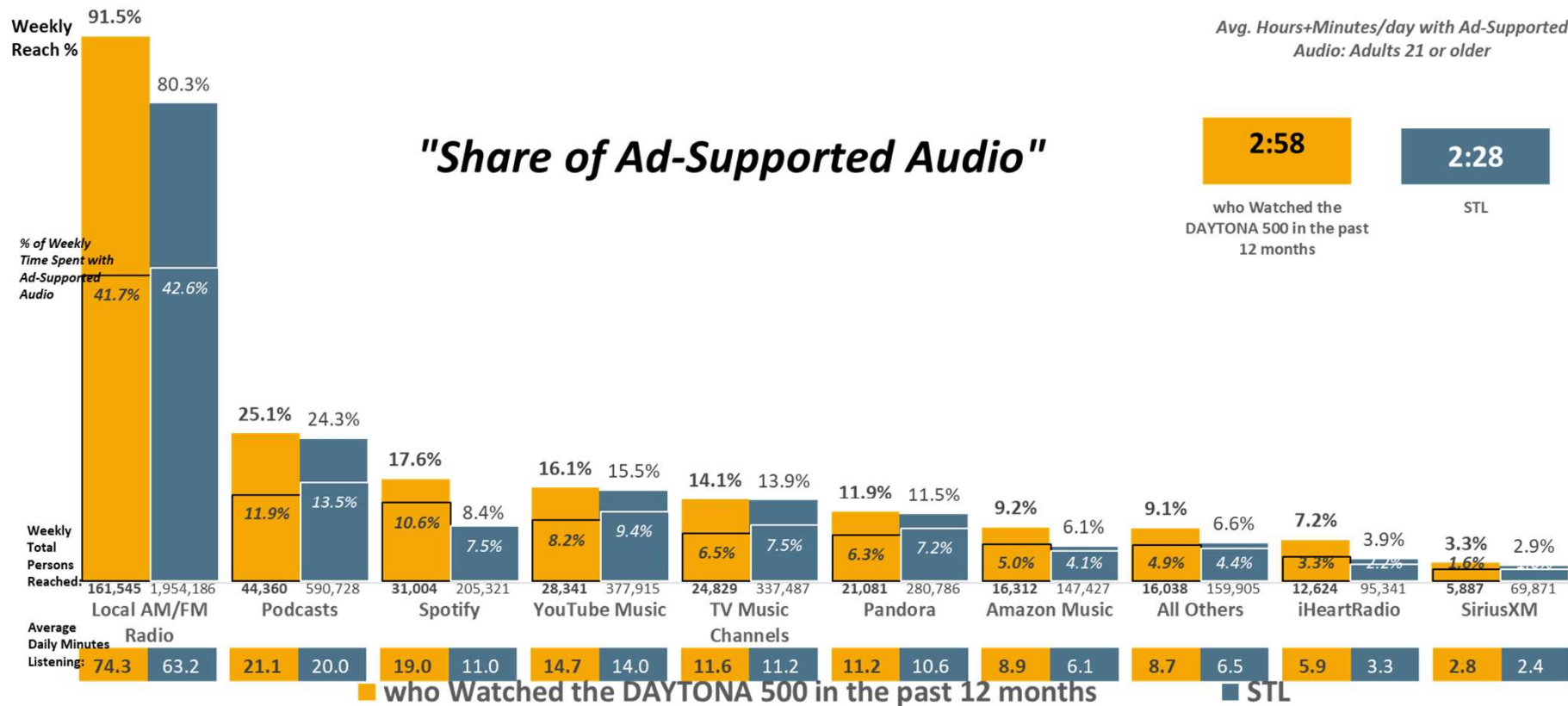
who Watched the DAYTONA 500 in the past 12 months

MSP

who Watched the DAYTONA 500 in the past 12 months MSP

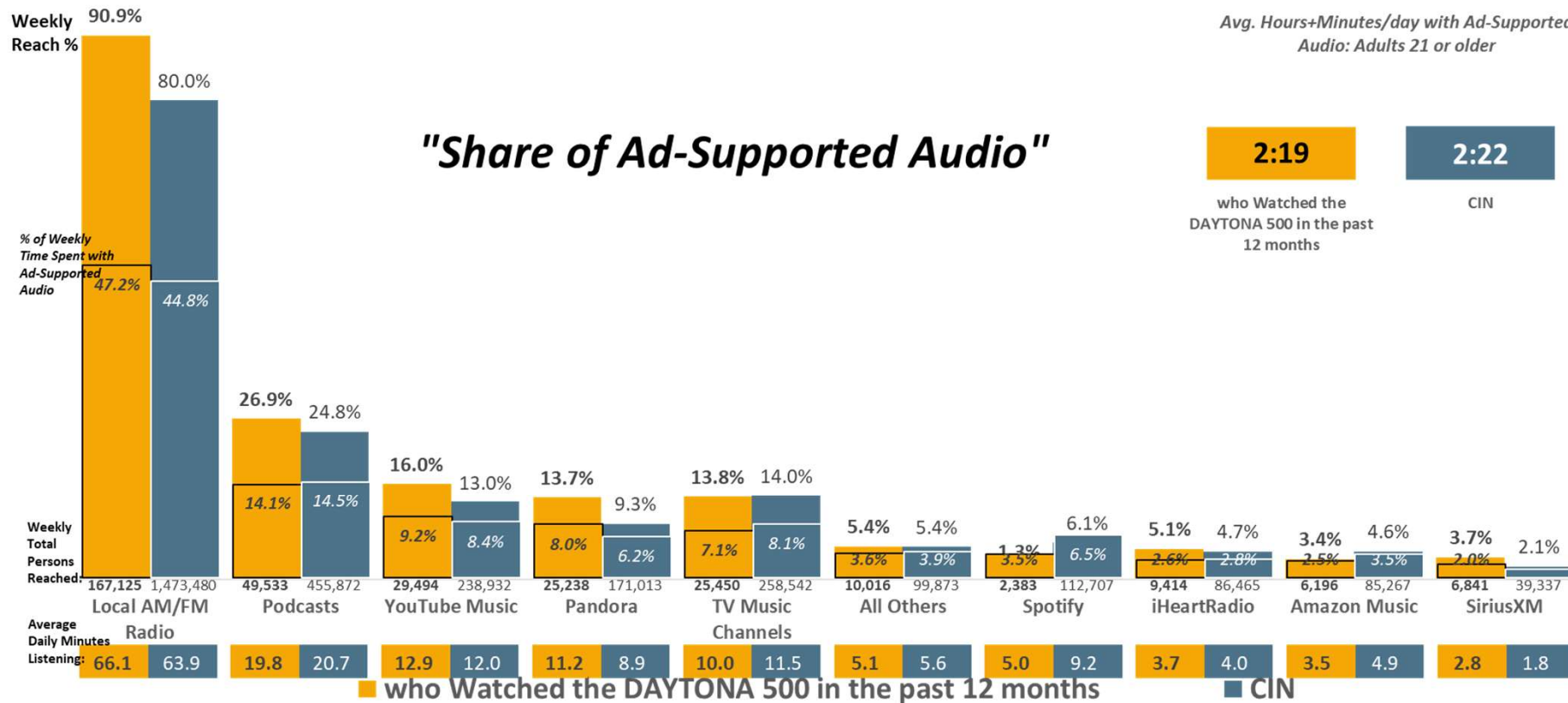


161,545 or 91.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 74.3 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.





167,125 or 90.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.



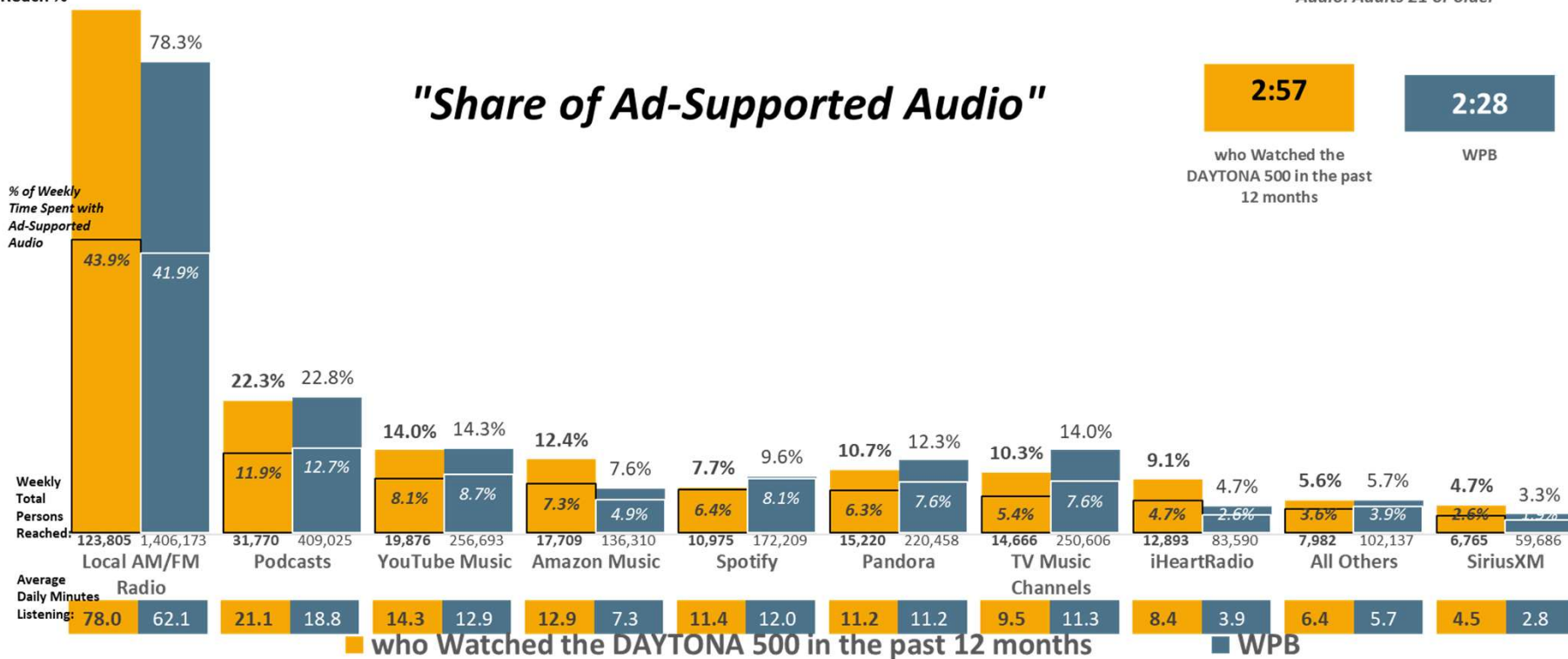


123,805 or 86.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 78. minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 86.9%

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

"Share of Ad-Supported Audio"



2:57

who Watched the DAYTONA 500 in the past 12 months

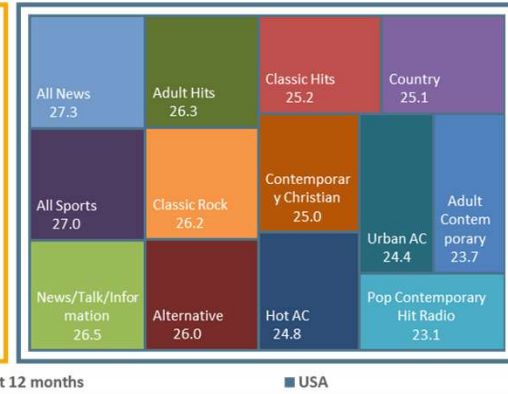
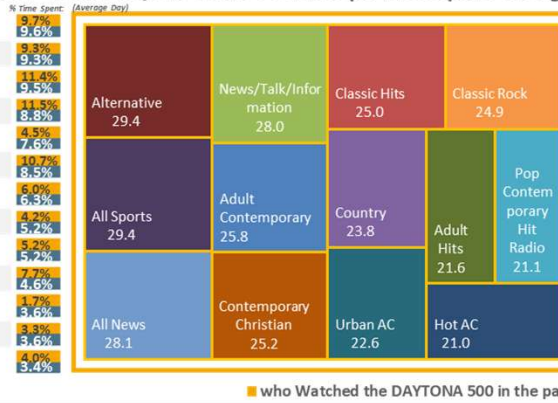
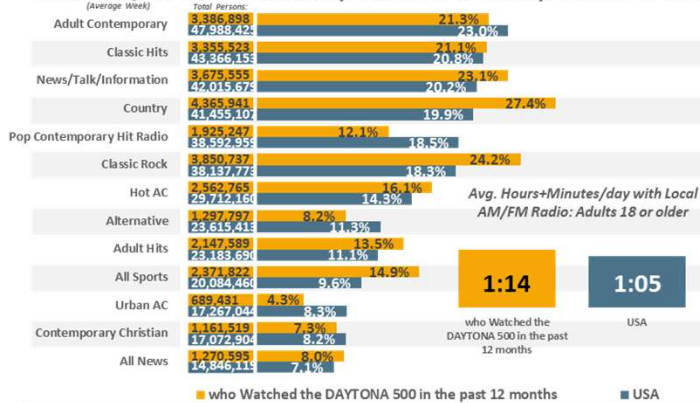
2:28

WPB

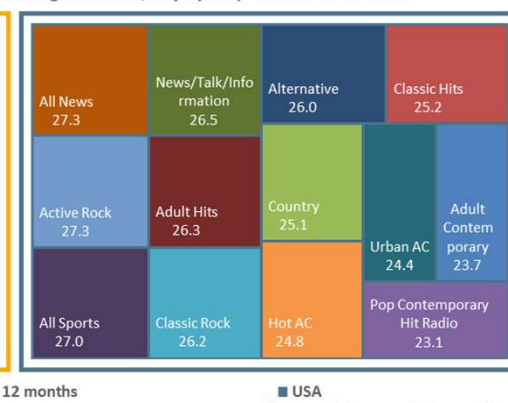
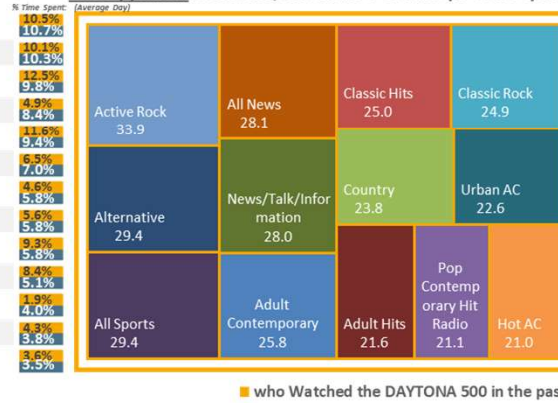
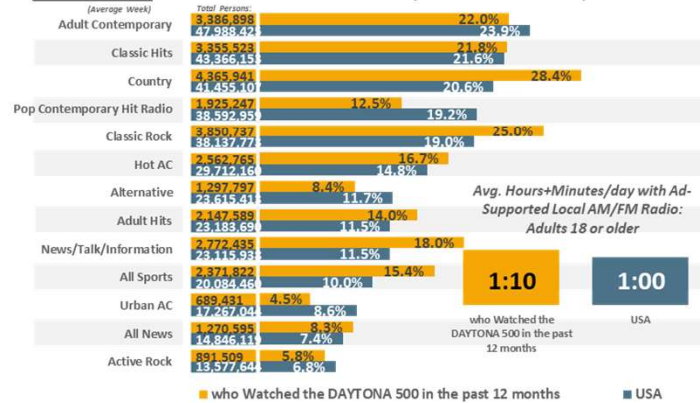


15,376,874 or 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Classic Hits, and News/Talk/Information.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

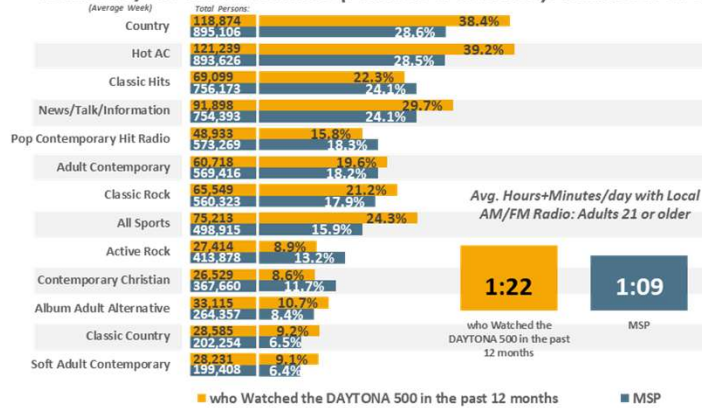
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

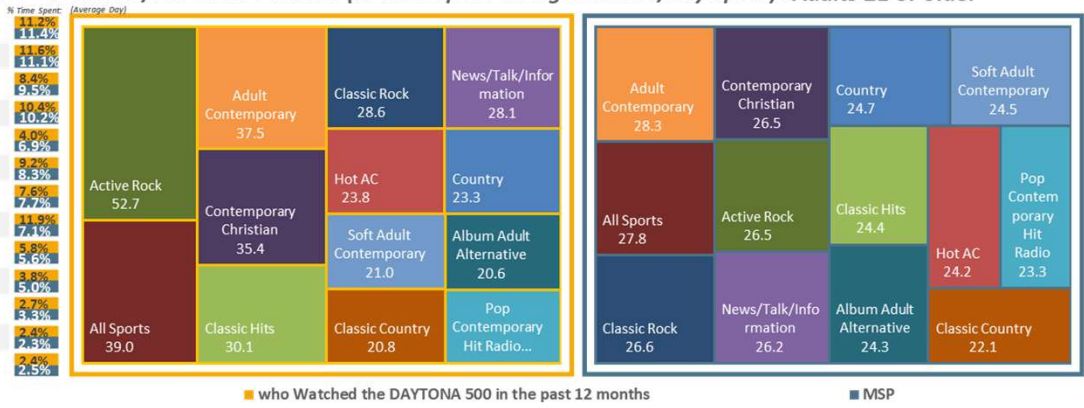


288,076 or 88.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, All Sports, Classic Hits, and Classic Rock.

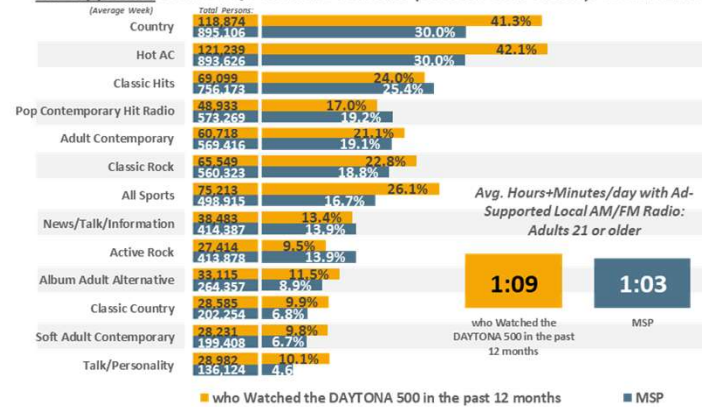
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



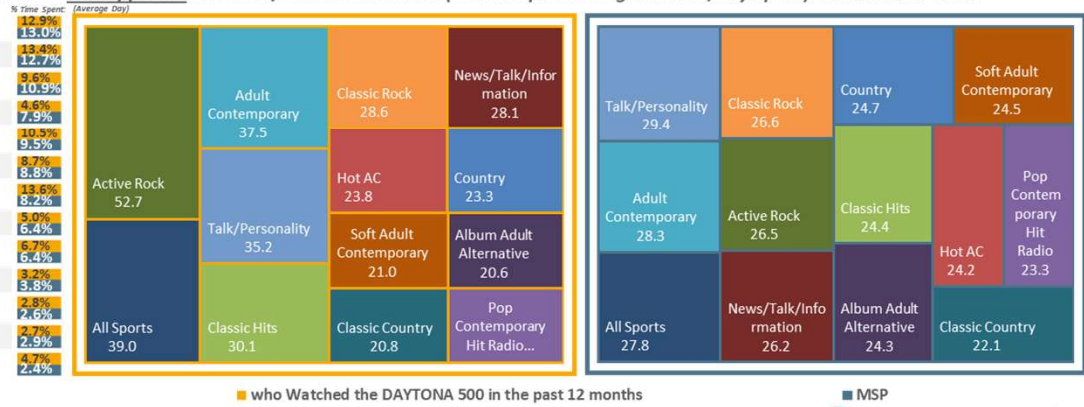
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



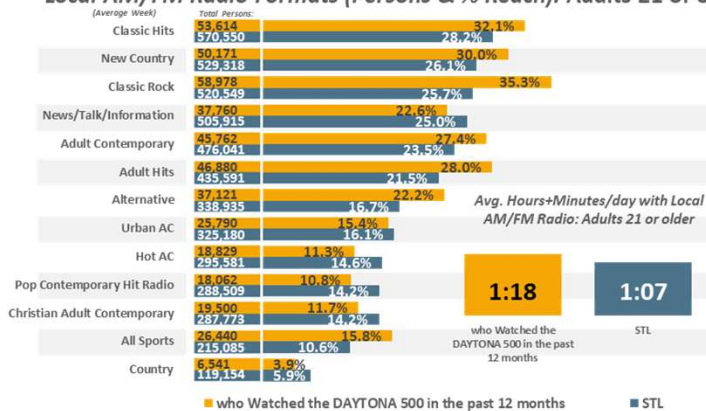
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



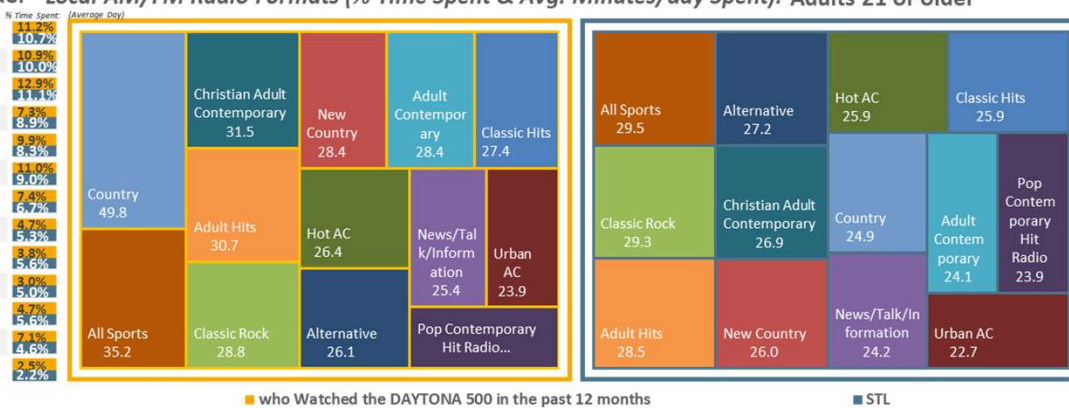


161,545 or 91.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, New Country, Adult Hits, and Adult Contemporary.

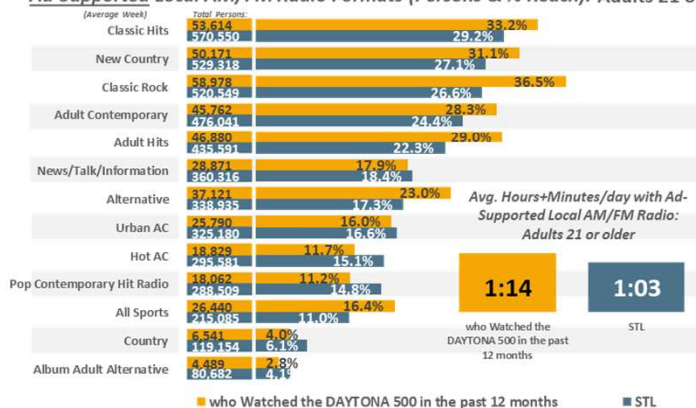
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



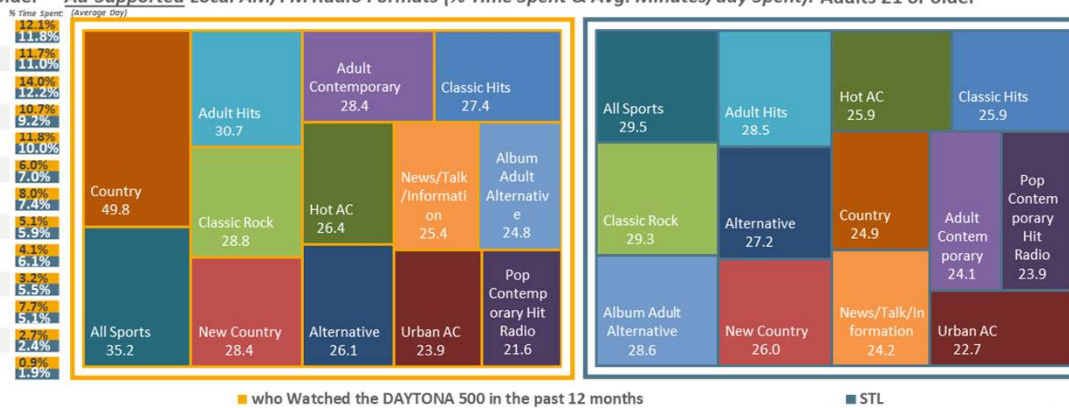
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



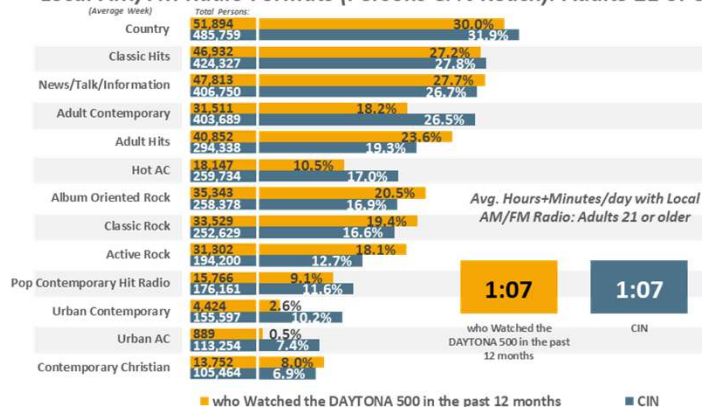
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



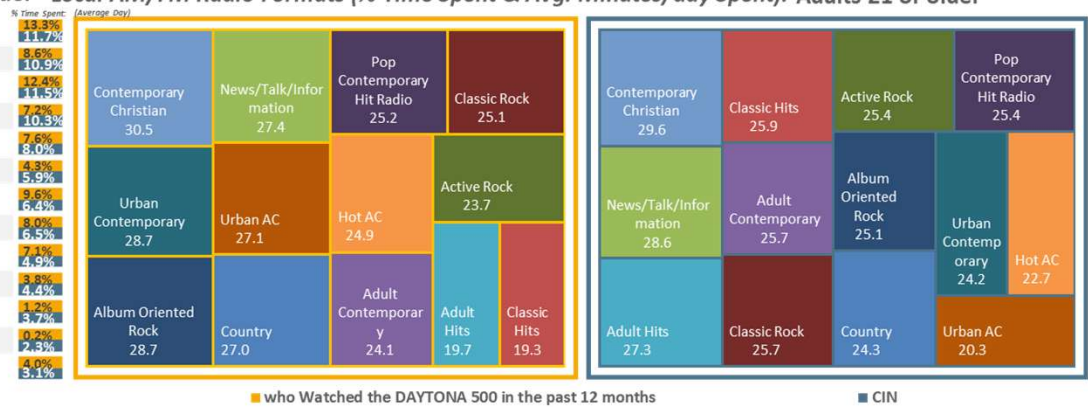


167,125 or 90.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, News/Talk/Information, Adult Hits, and Album Oriented Rock.

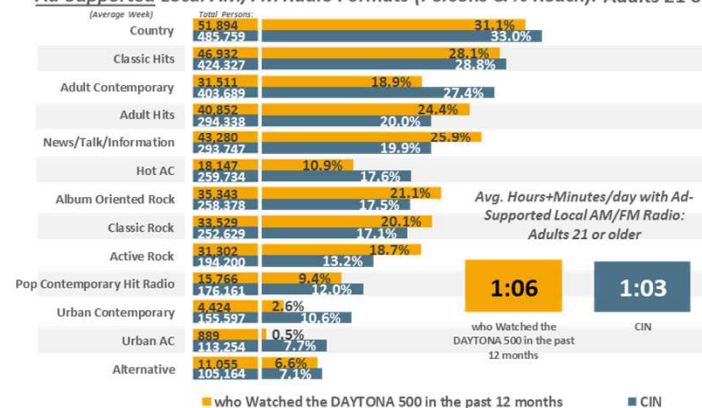
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



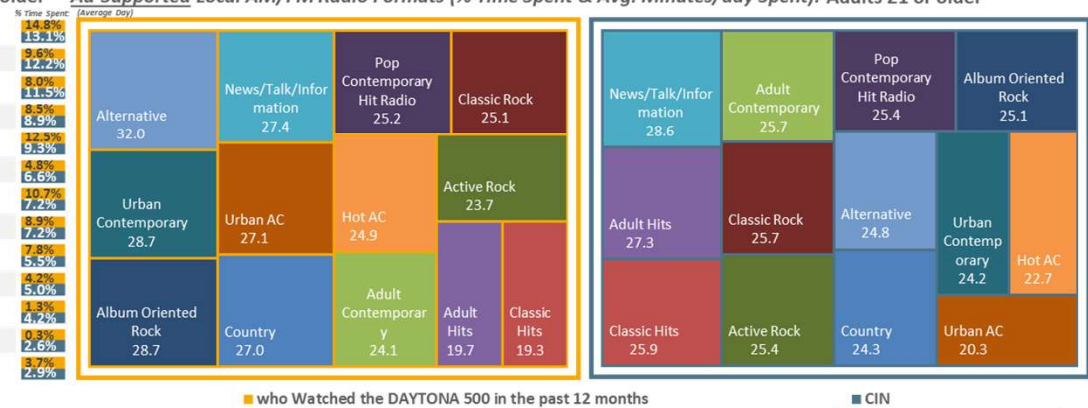
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

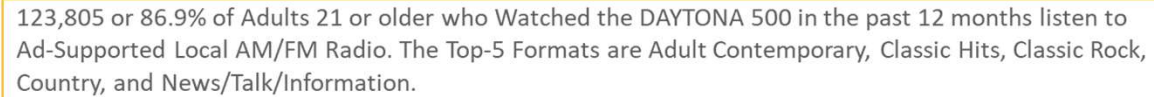


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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





(Average Week)		Total Persons	
Adult Contemporary	42,908 455,943	39.3% 37.4%	
Classic Hits	33,099 333,992	28.1% 30.6%	
Country	26,847 277,072	21.0% 18.5%	
Classic Rock	36,157 253,157	18.2% 28.3%	
Urban AC	6,854 215,083	5.4% 14.9%	
News/Talk/Information	27,126 210,914	11.6% 21.2%	
Contemporary Hit Radio	15,017 205,511	11.8% 19.7%	
Contemporary Christian	20,657 200,088	16.2% 13.9%	
Contemporary Hit Radio	9,383 124,853	7.3% 8.6%	
Spanish Contemporary	6,680 89,894	5.2% 5.6%	
All Sports	8,188 74,712	6.4% 5.7%	
Adult Hits	12,554 64,733	9.8% 4.5%	
Adult Standards	3,927 49,057	3.6% 3.4%	

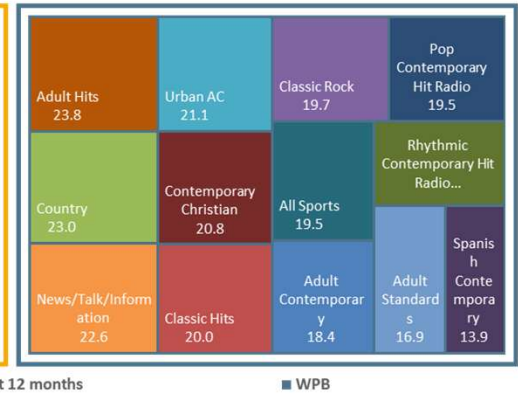
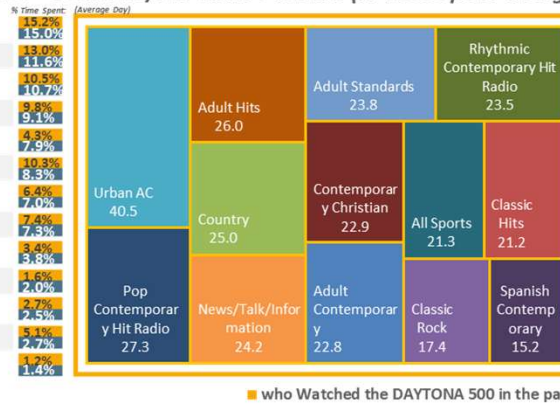
■ who Watched the DAYTONA 500 in the past 12 months
 ■ WPB

1:23

who Watched the
DAYTONA 500 in the past
12 months

1:05

WPB



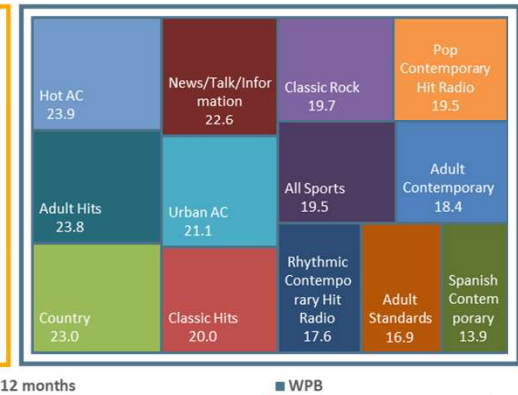
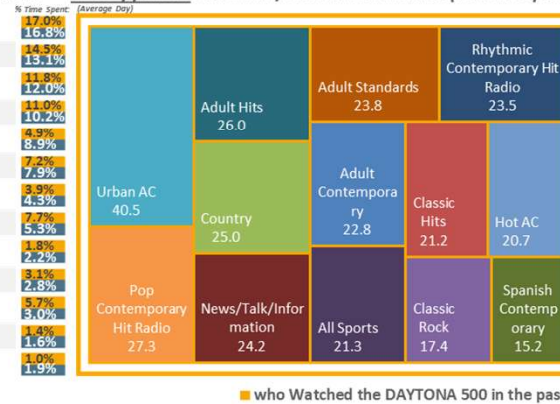
(Average Week)

Category	Total Persons	Who Watched the DAYTONA 500 in the past 12 months	Who Watched the DAYTONA 500 in the past 12 months (Avg. Hours+Minutes/day)	WPB
Adult Contemporary	42,508	34,336 (80.8%)	1:17	1:02
Classic Hits	39,098	31,666 (80.9%)		
Country	26,847	21,796 (80.8%)		
Classic Rock	26,072	19,006 (72.9%)		
Urban AC	36,157	18,776 (51.9%)		
Top Contemporary Hit Radio	8,854	5,536 (62.5%)		
Contemporary Hit Radio	15,017	12,116 (80.7%)		
Contemporary Hit Radio	20,551	16,636 (80.9%)		
News/Talk/Information	9,388	7,666 (81.7%)		
Spanish Contemporary	12,858	9,436 (73.4%)		
All Sports	18,109	14,666 (81.0%)		
Adult Hits	120,449	8,636 (7.1%)		
Adult Standards	6,680	5,436 (81.2%)		
Hot AC	80,894	5,836 (7.2%)		

Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 21 or older

who Watched the DAYTONA 500 in the past 12 months

WPB



■ WPB
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for Anything ©

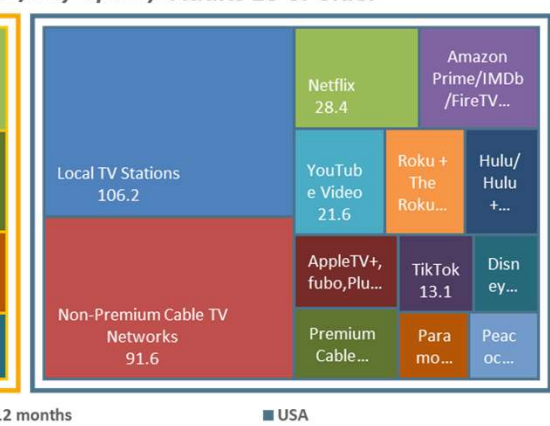
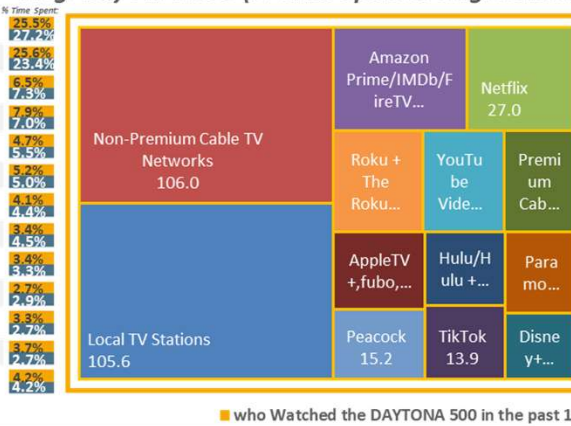
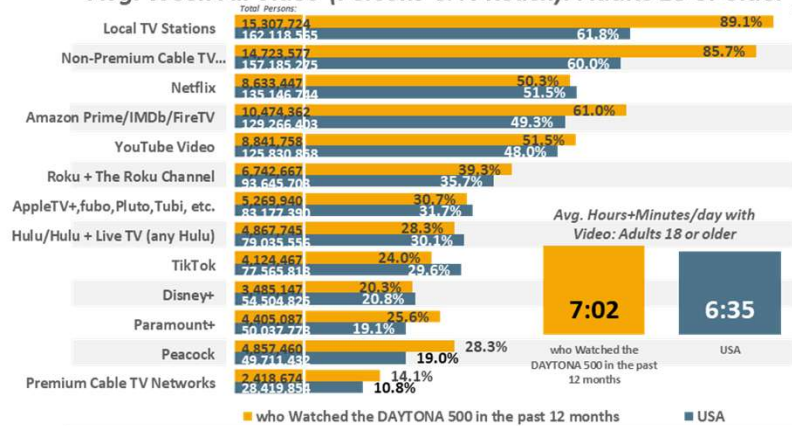
Special TV sports programs watched past 12 months: Daytona 500



15,061,651 or 87.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

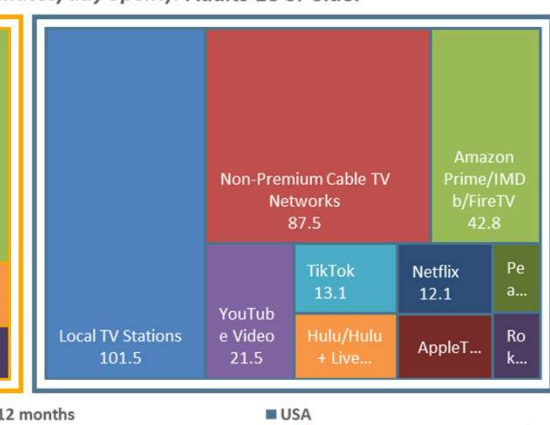
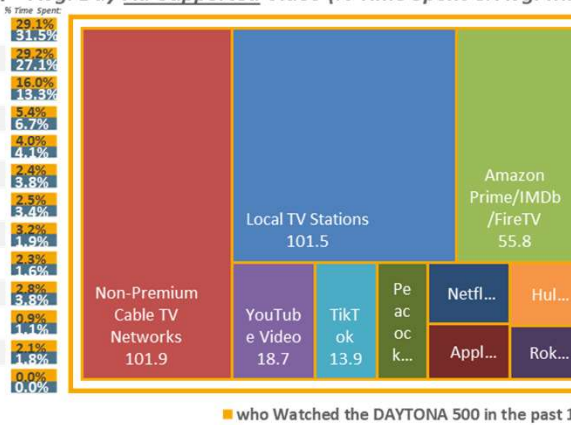
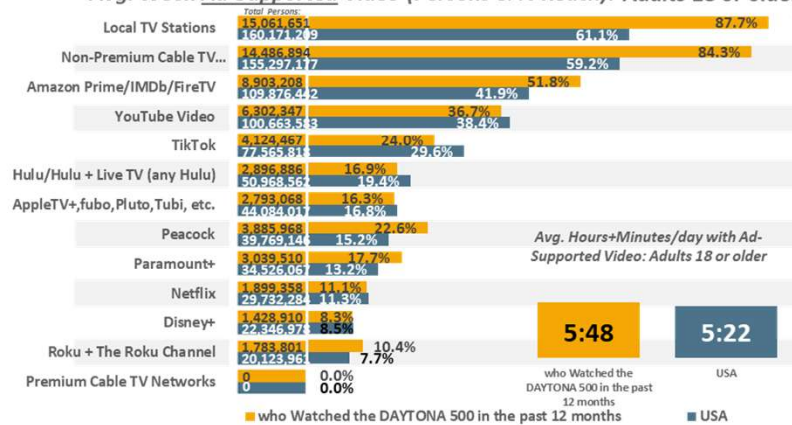
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

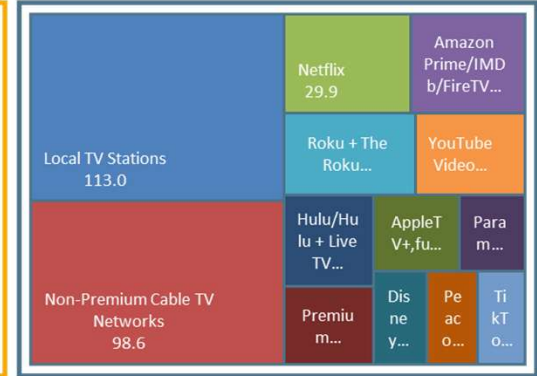
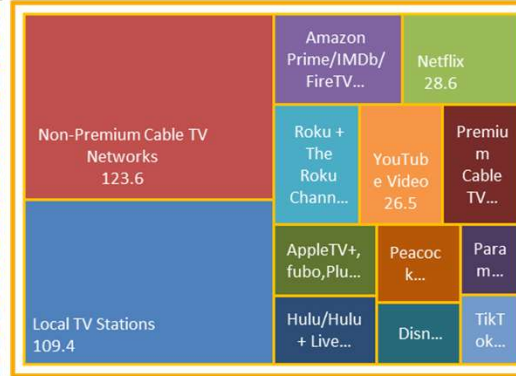
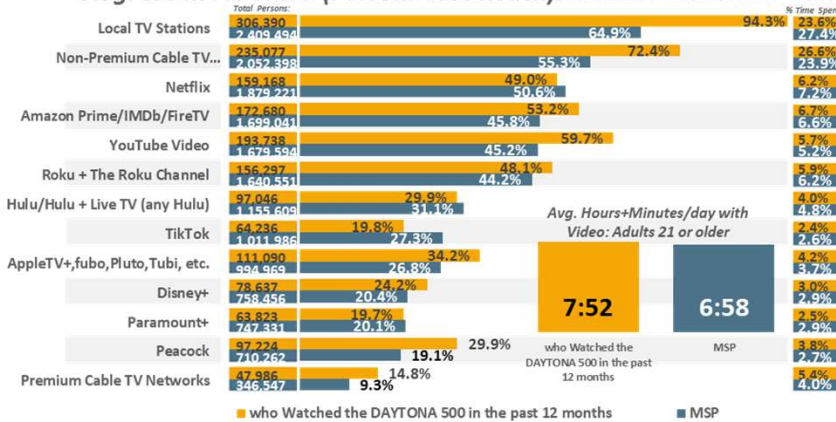




299,312 or 92.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 100.3 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

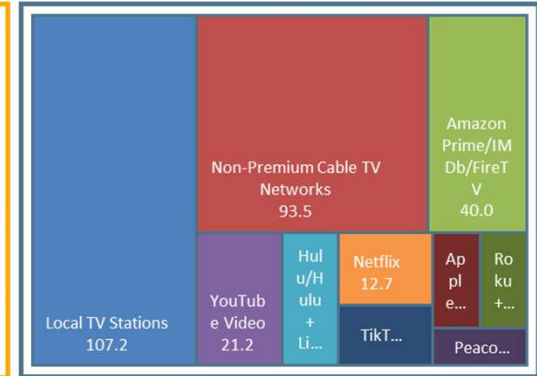
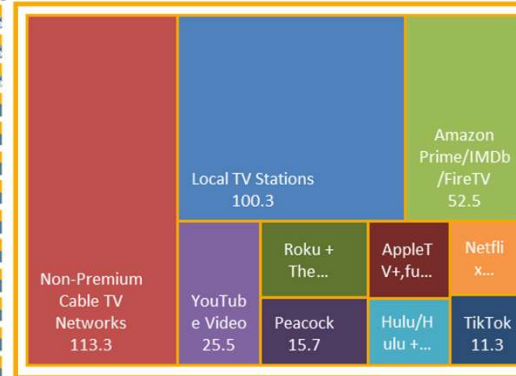
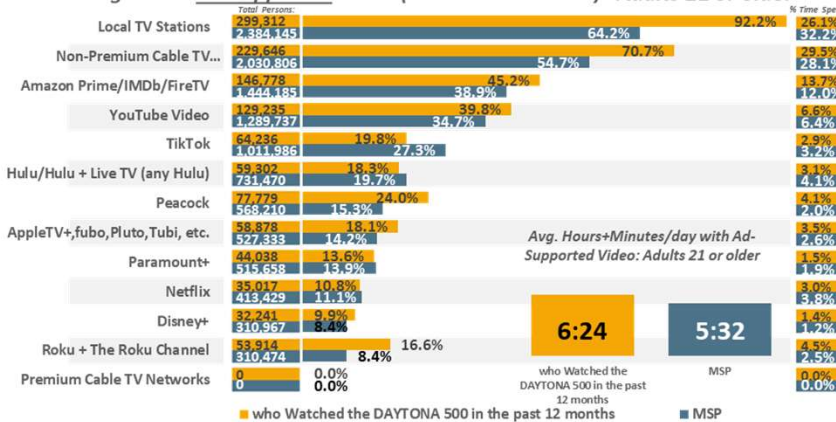
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

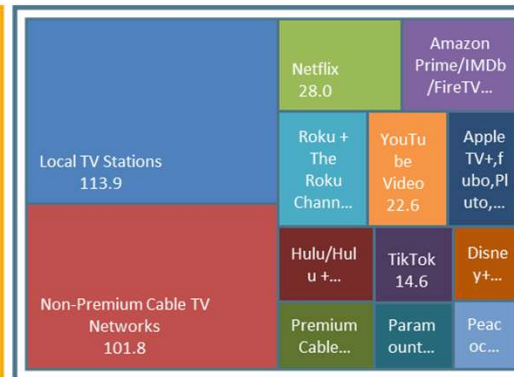
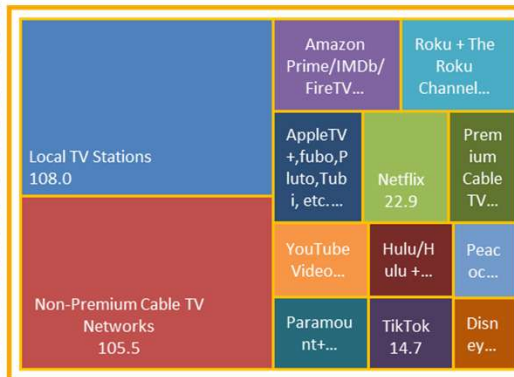
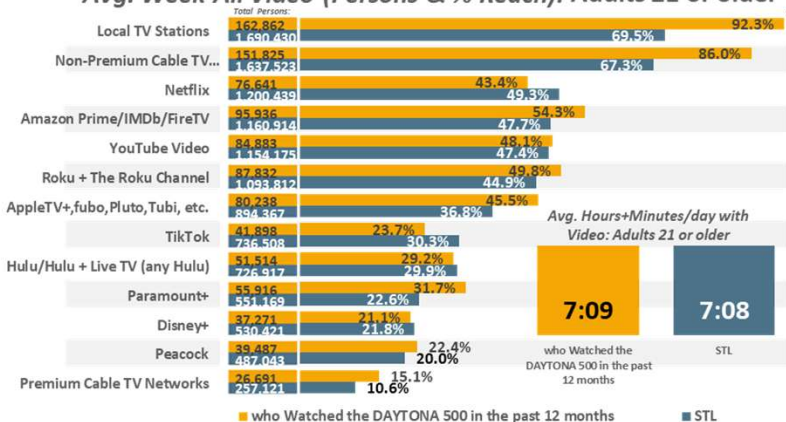




159,529 or 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 101.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

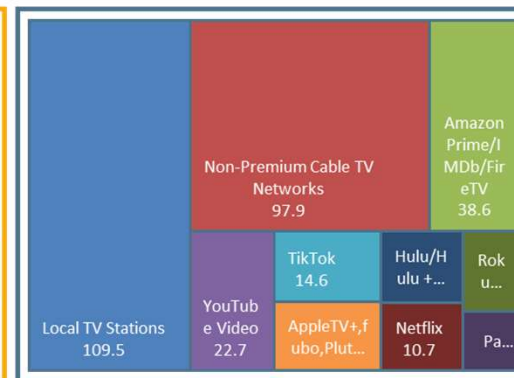
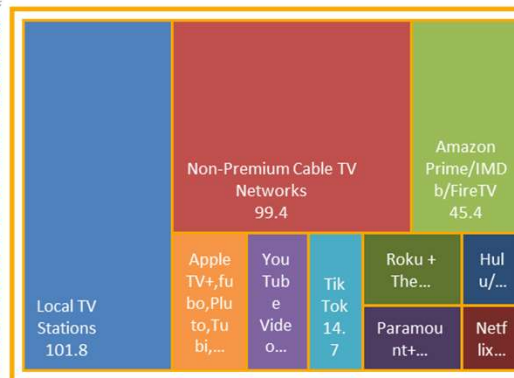
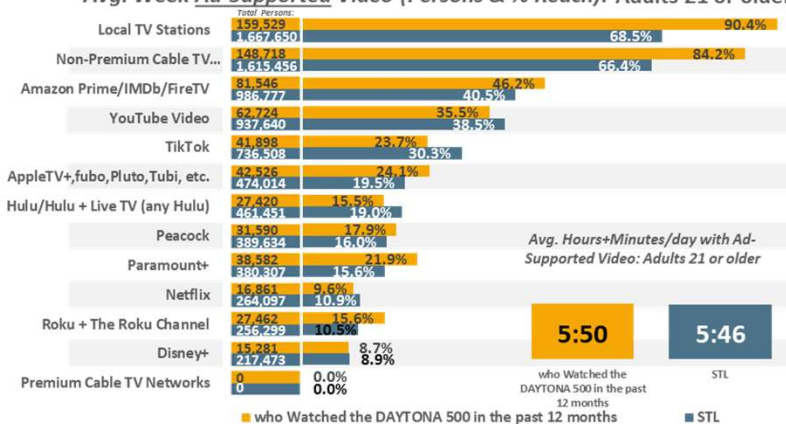
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

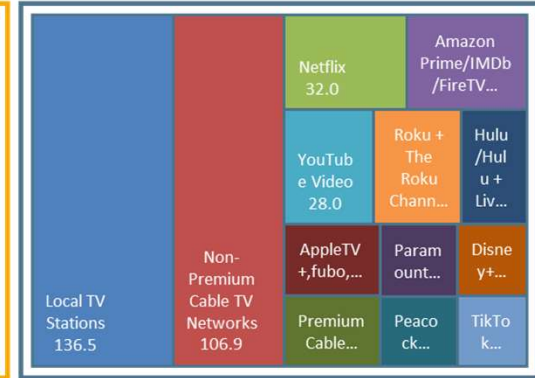
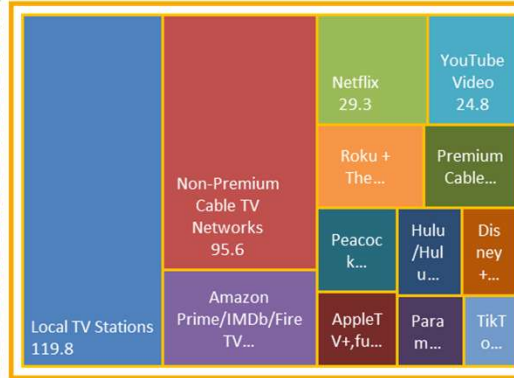
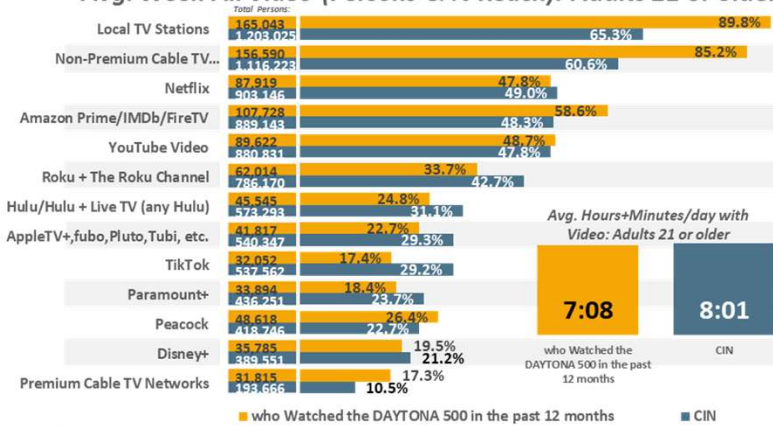




161,894 or 88.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 117.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

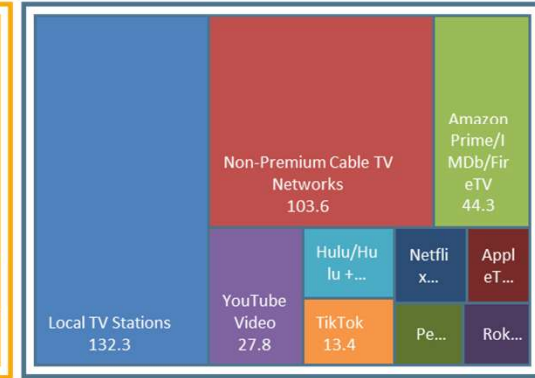
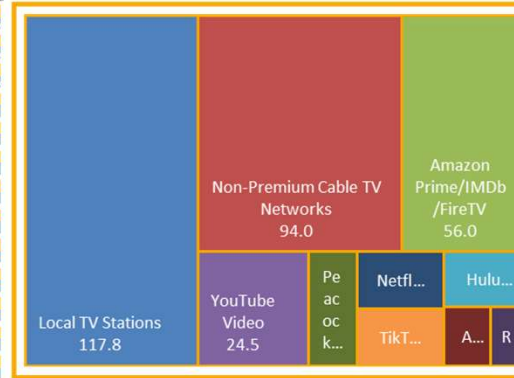
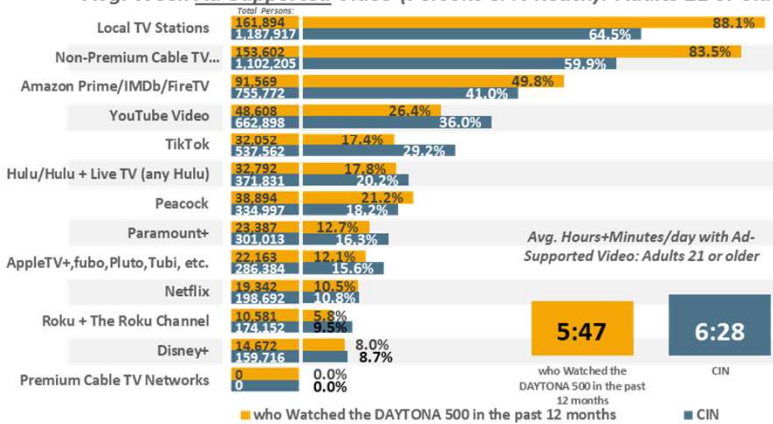
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

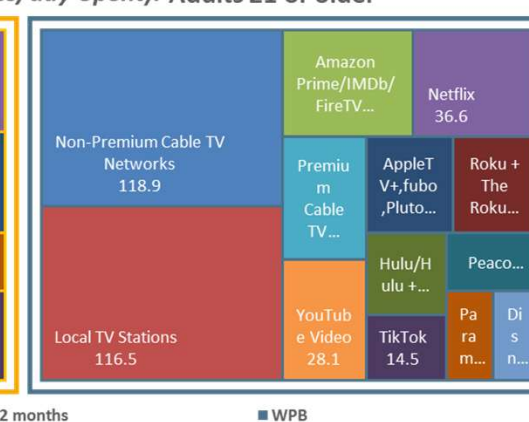
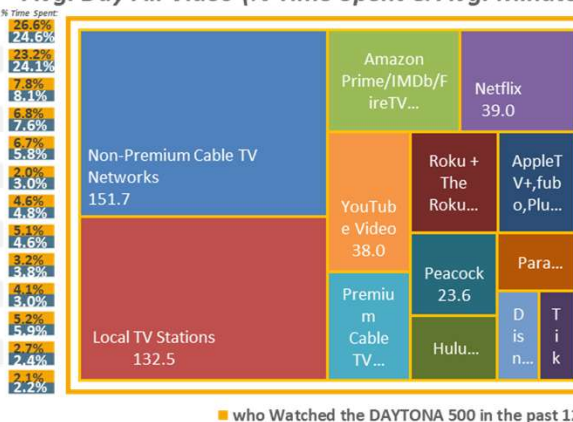
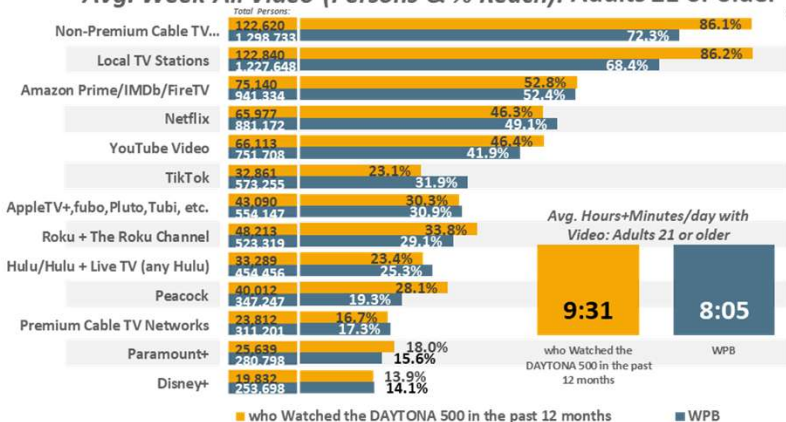




120,478 or 84.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 126.6 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

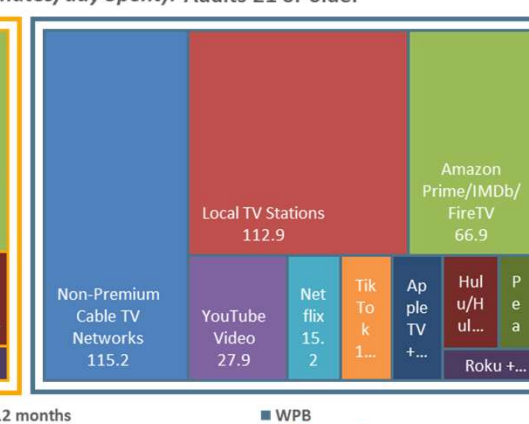
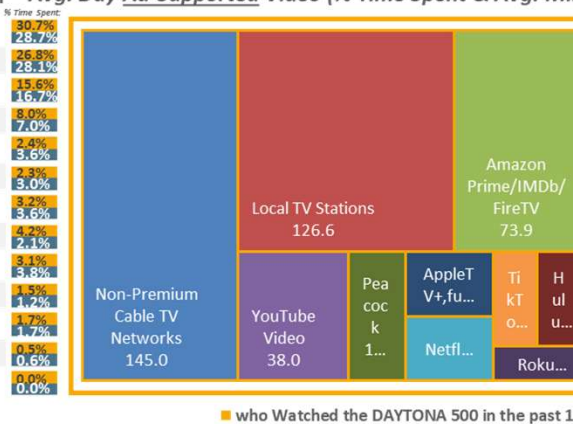
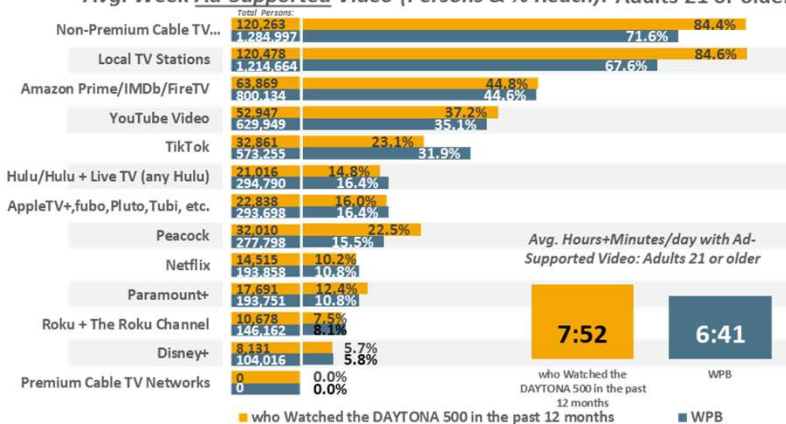
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



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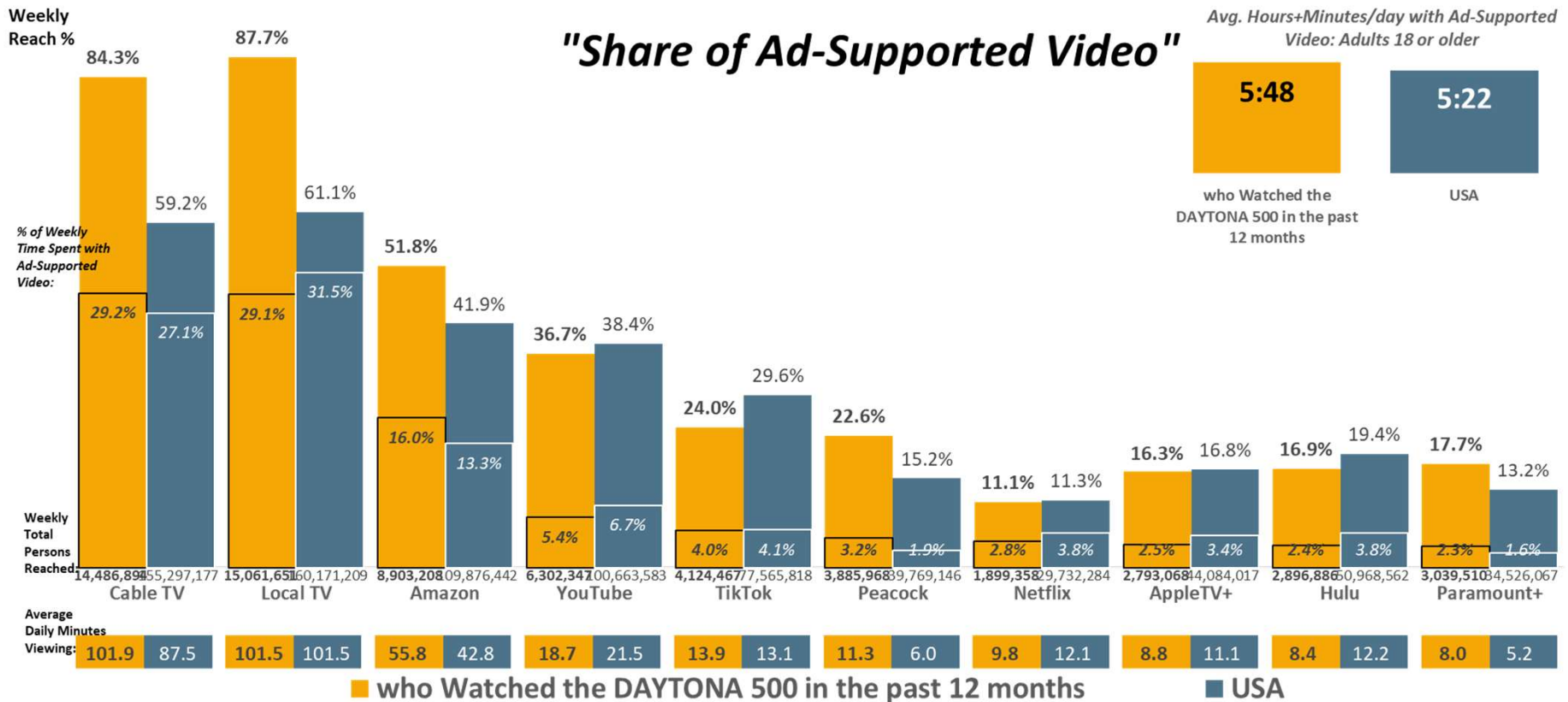
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Special TV sports programs watched past 12 months: Daytona 500



15,061,651 or 87.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

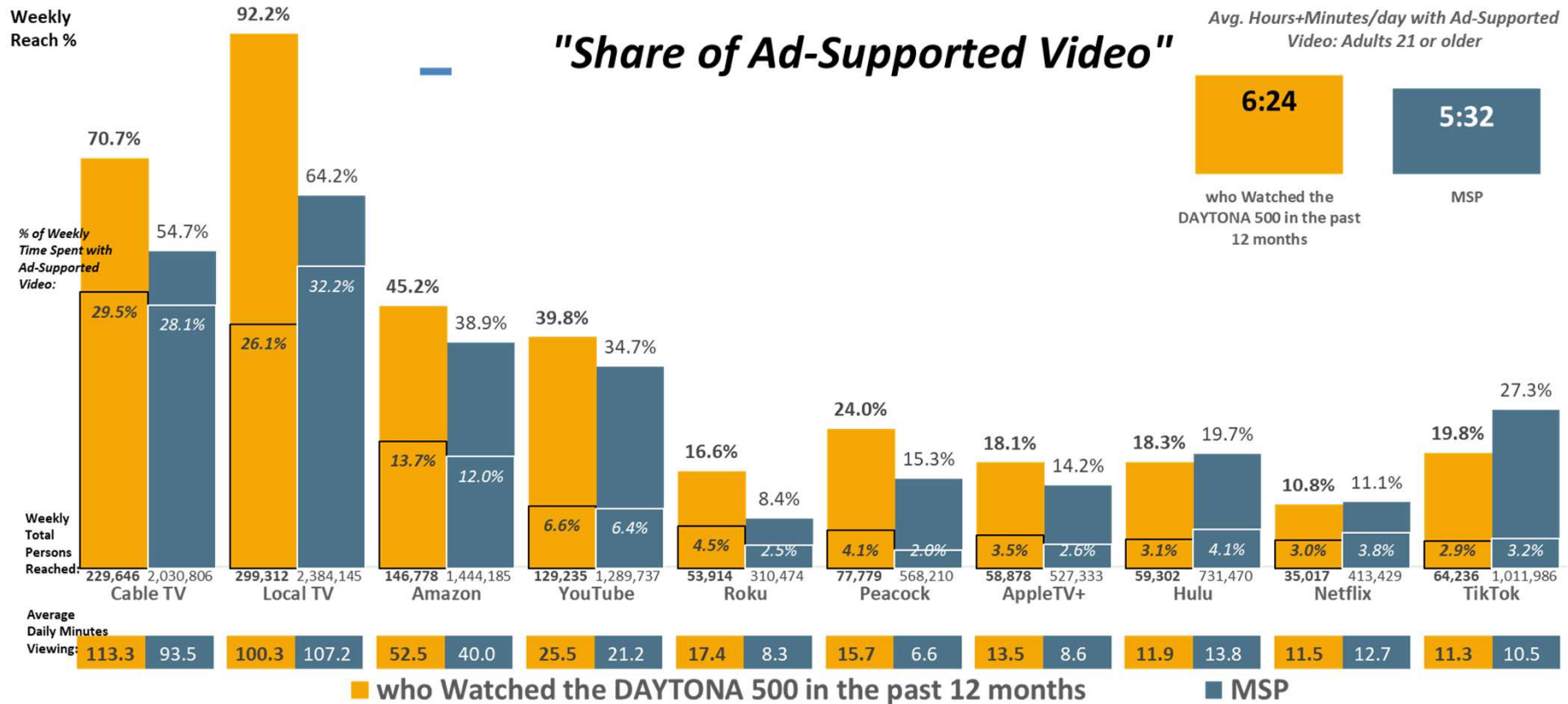
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



299,312 or 92.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 100.3 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

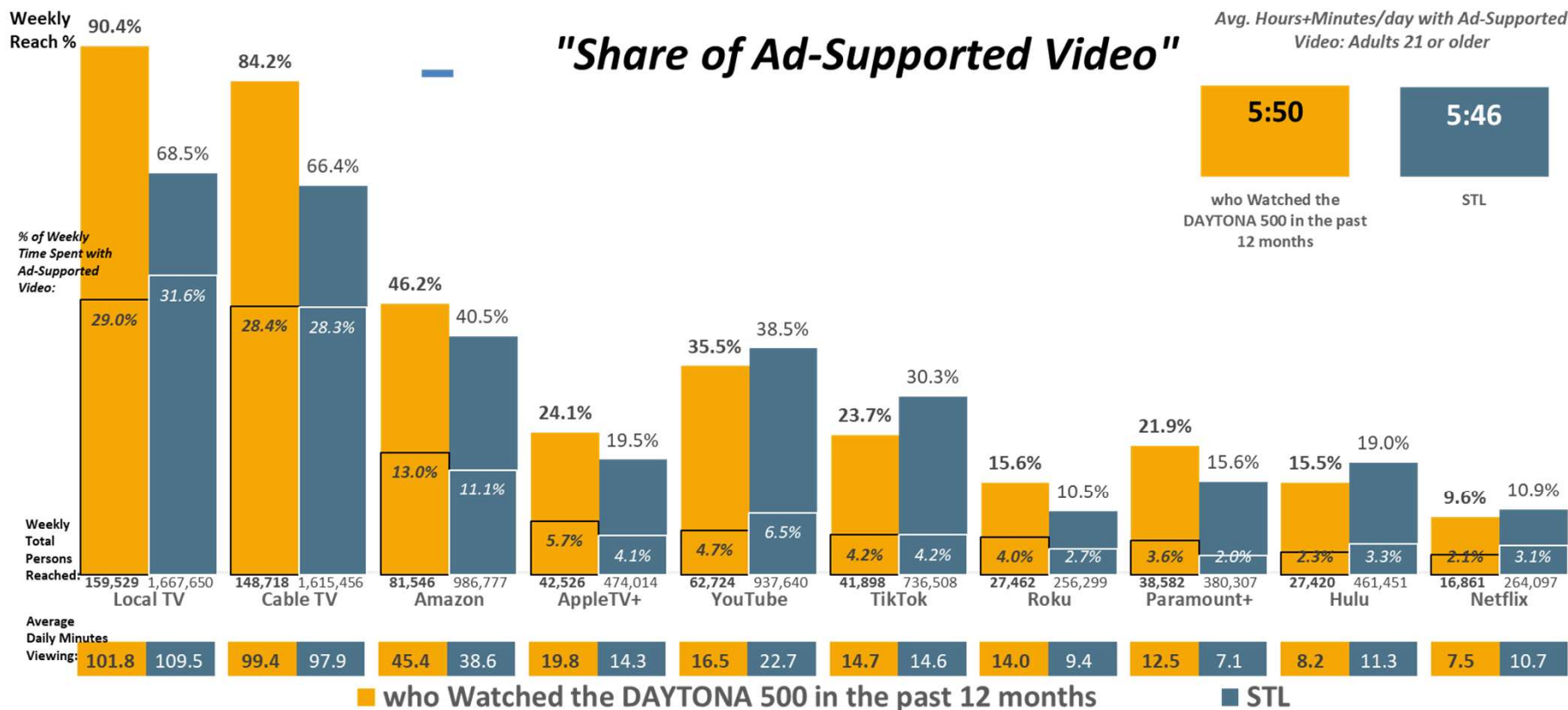
"Share of Ad-Supported Video"





159,529 or 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 101.8 minutes every day representing 29.0% of all time spent daily with Ad-Supported Video.

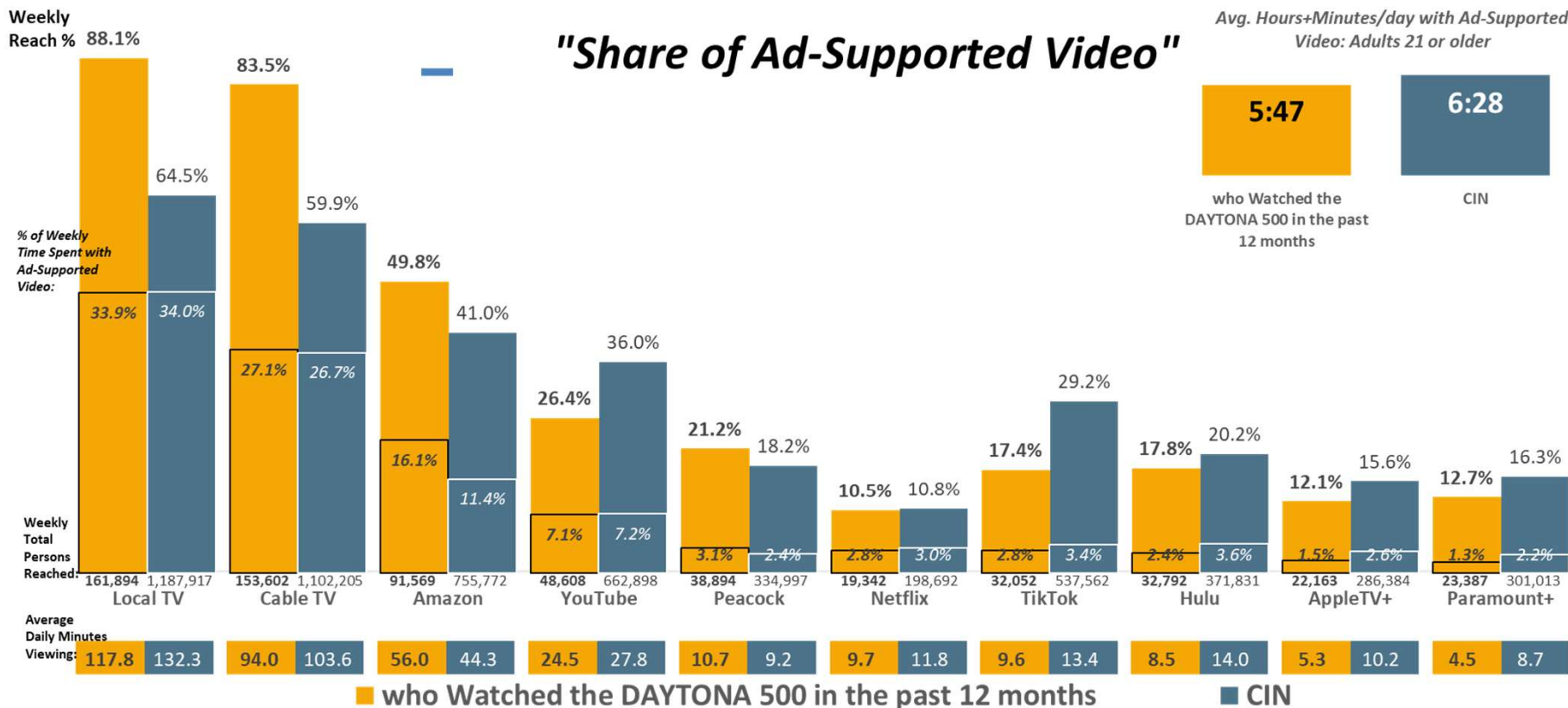
"Share of Ad-Supported Video"





161,894 or 88.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 117.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

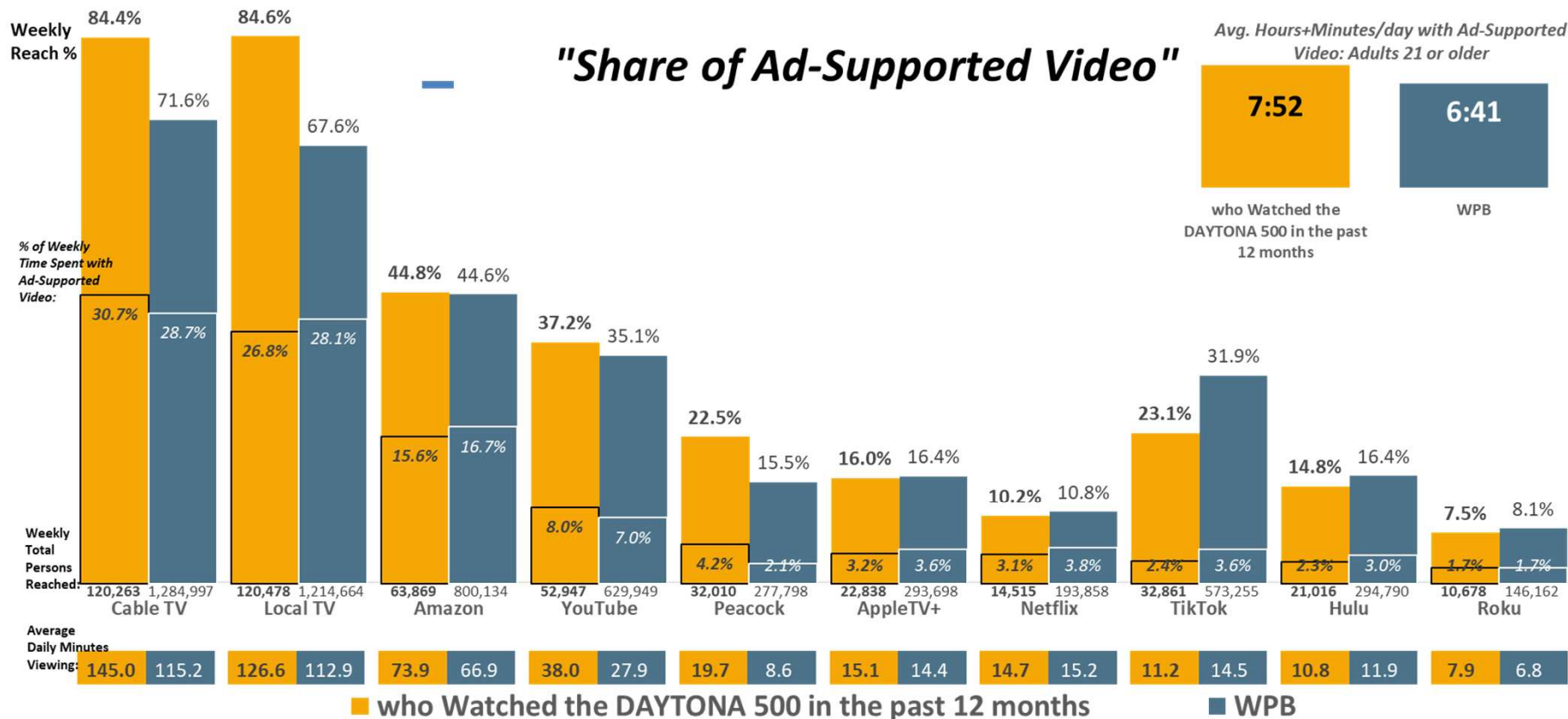
"Share of Ad-Supported Video"





120,478 or 84.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 126.6 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

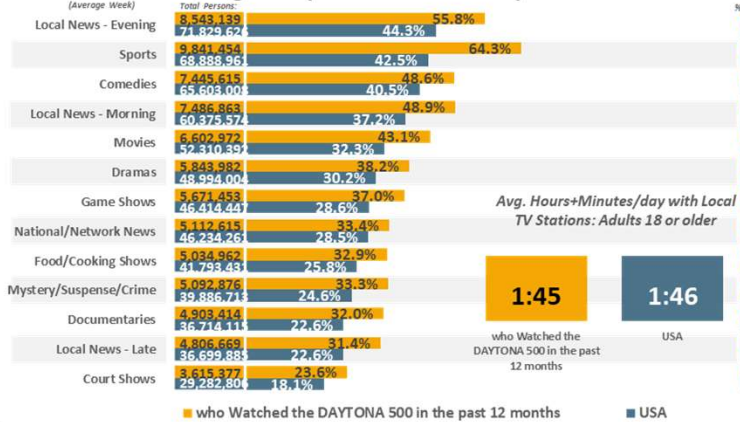
"Share of Ad-Supported Video"



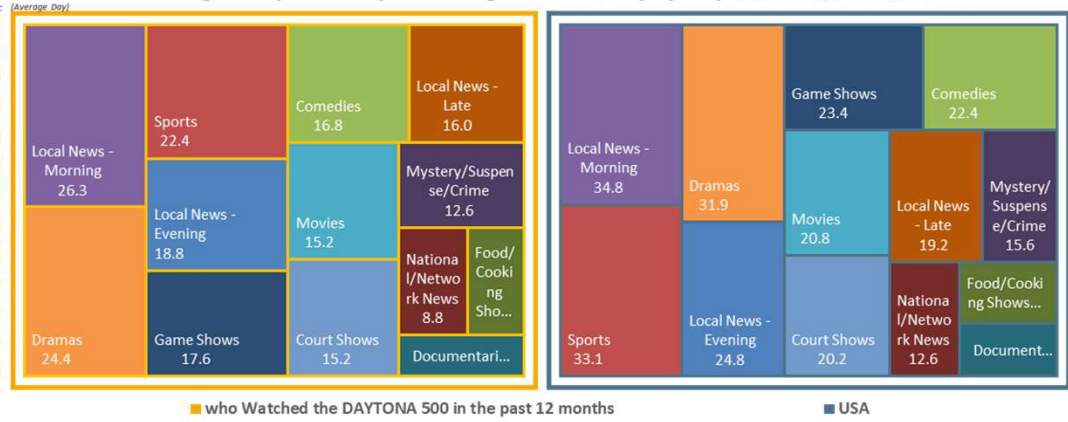


15,061,651 or 87.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

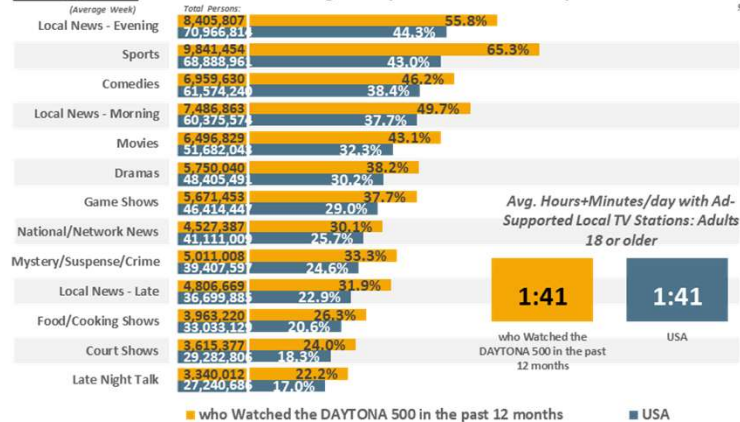
Local TV Station Programs (Persons & % Reach): Adults 18 or older



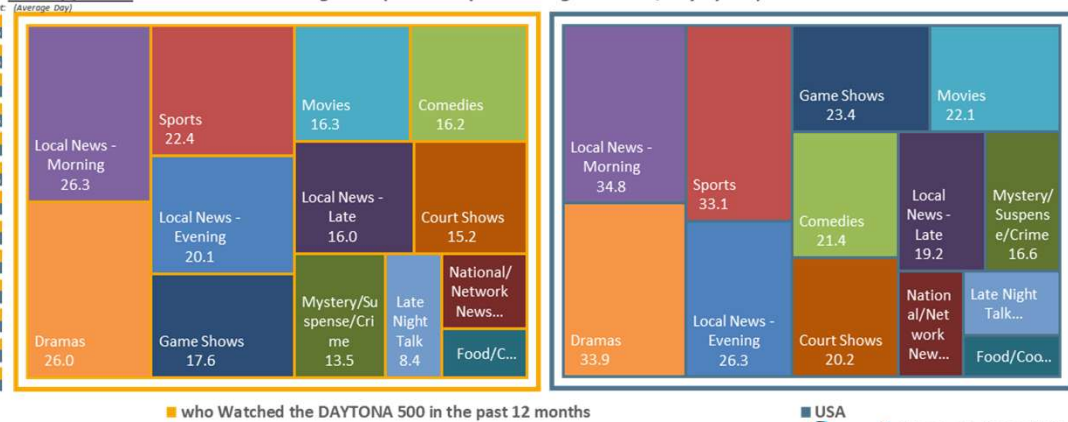
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

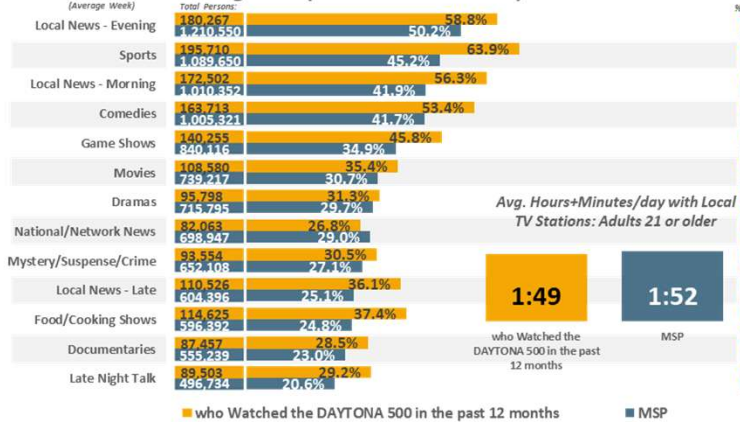
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Special TV sports programs watched past 12 months: Daytona 500

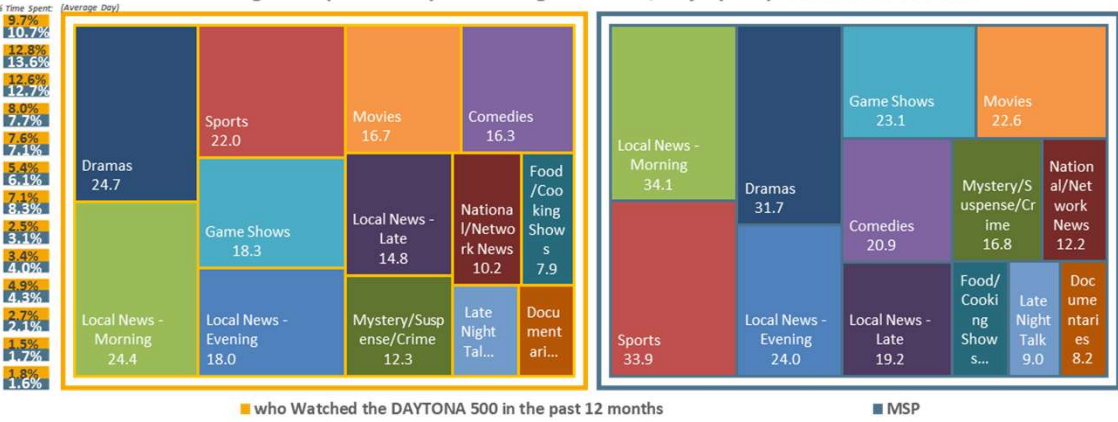


299,312 or 92.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

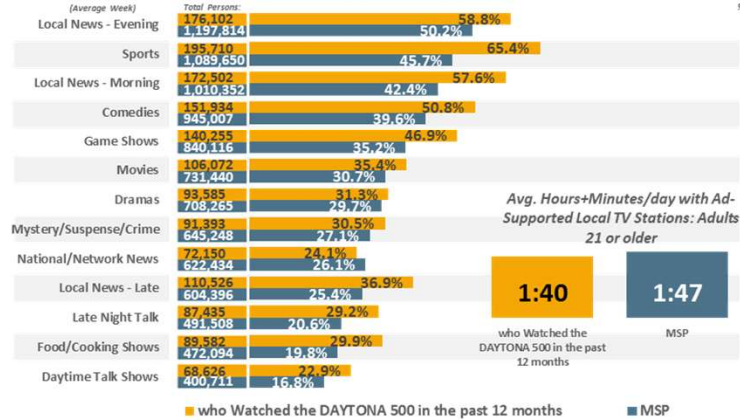
Local TV Station Programs (Persons & % Reach): Adults 21 or older



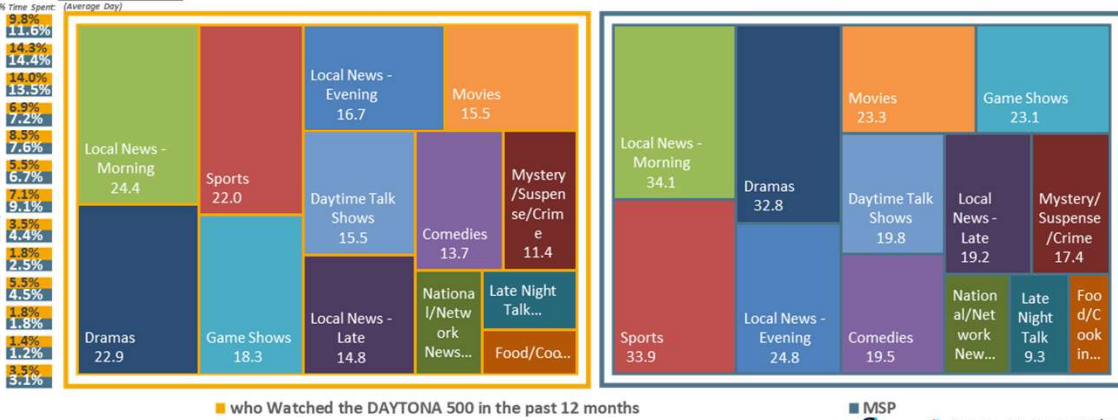
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



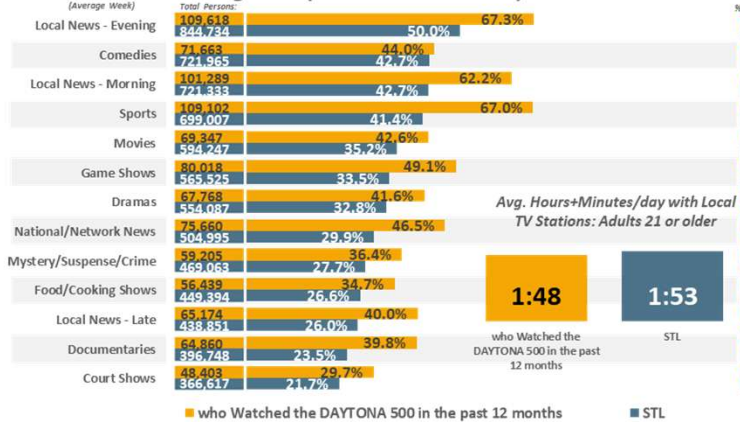
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



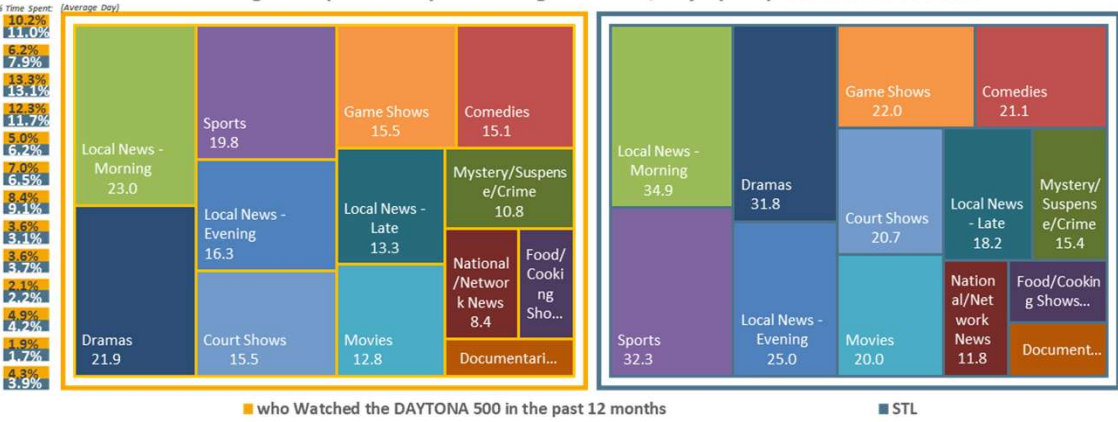


159,529 or 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Movies, and National/Network News.

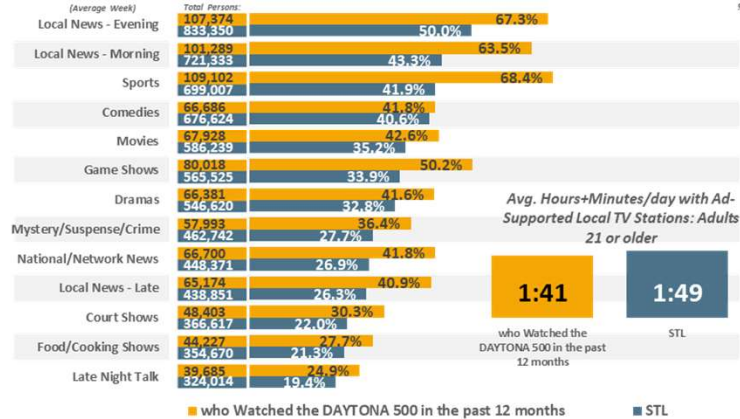
Local TV Station Programs (Persons & % Reach): Adults 21 or older



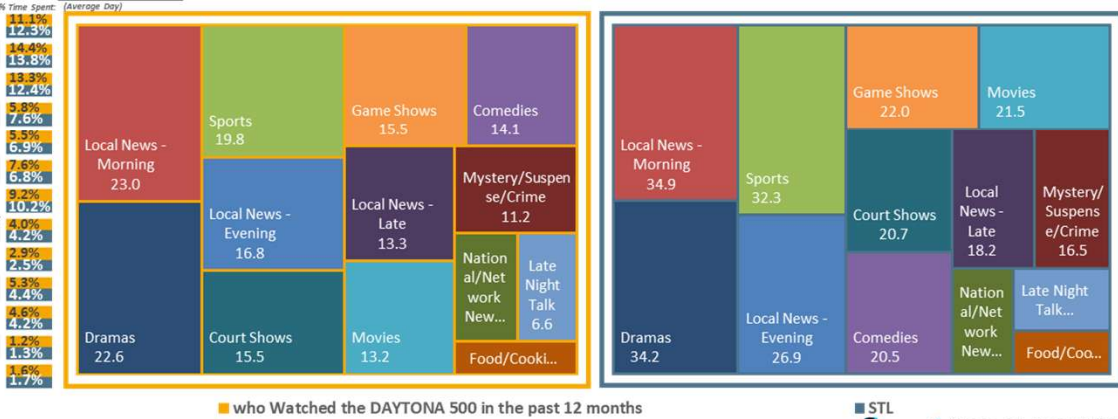
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



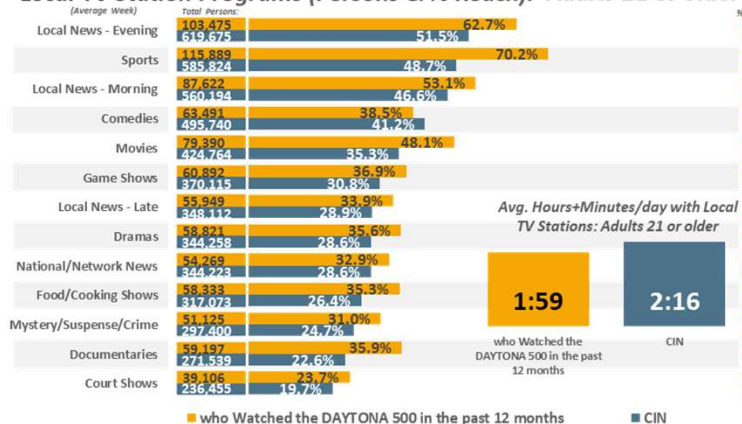
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



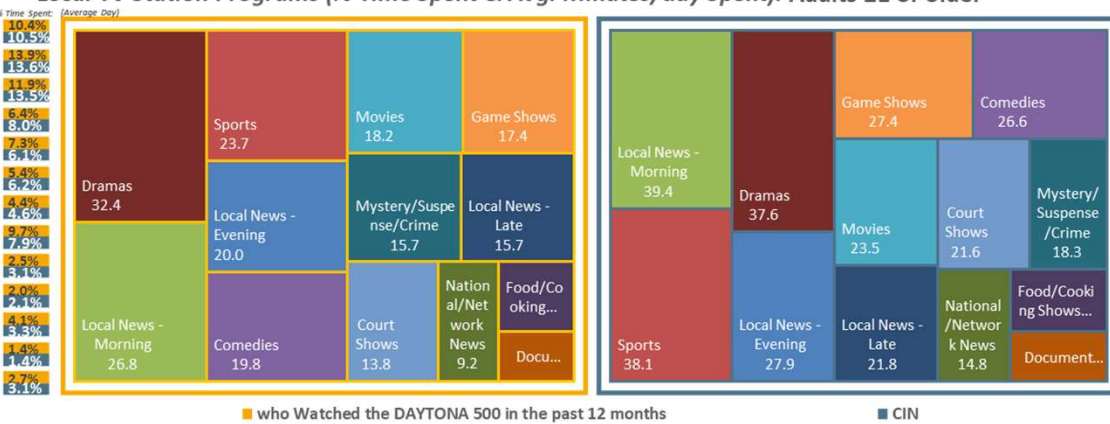


161,894 or 88.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Game Shows, and Comedies.

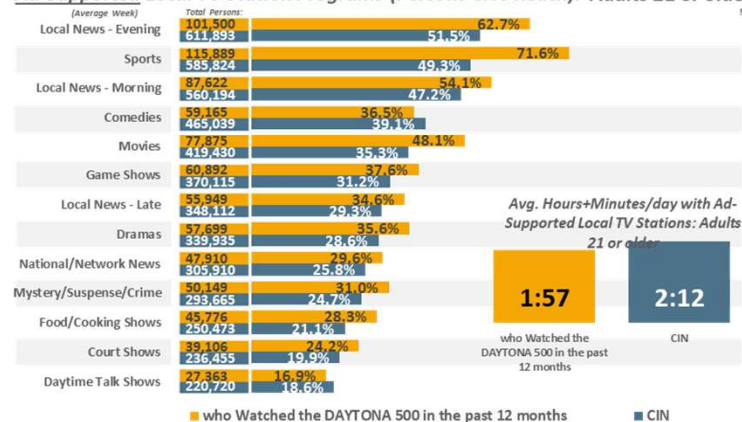
Local TV Station Programs (Persons & % Reach): Adults 21 or older



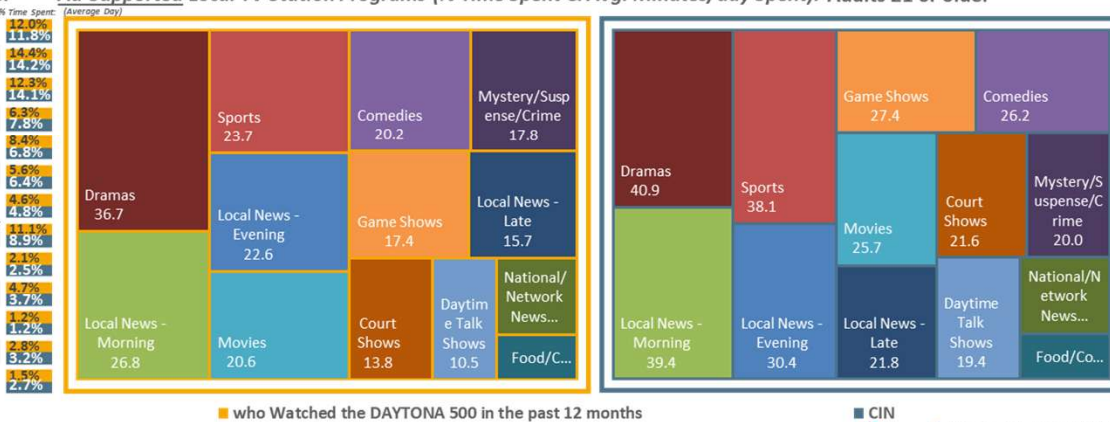
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



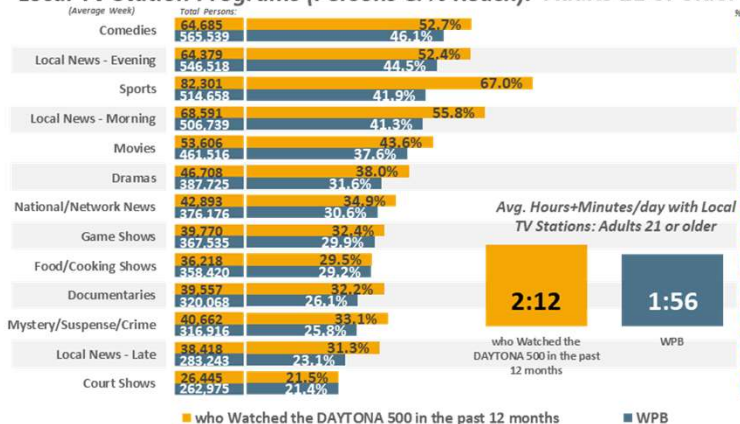
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



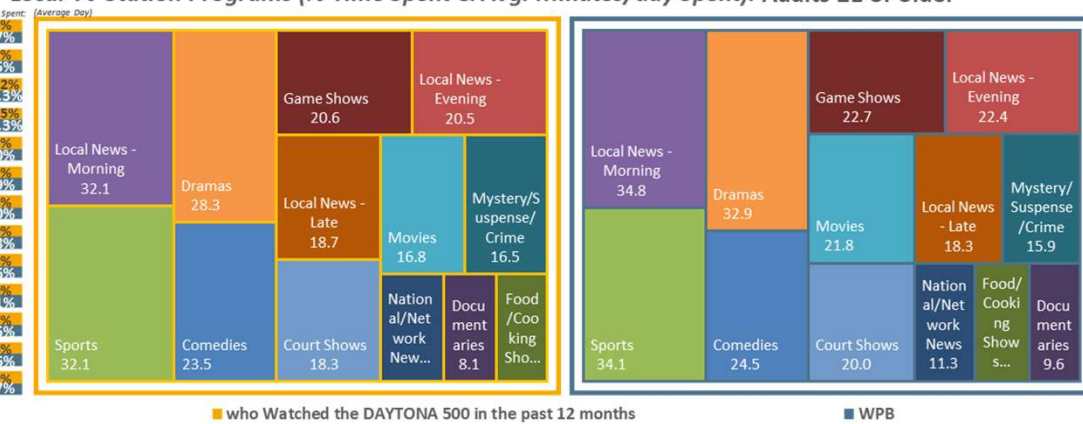


120,478 or 84.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

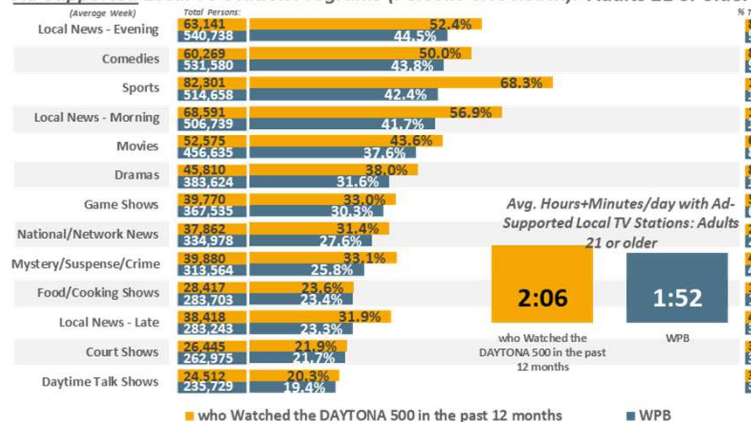
Local TV Station Programs (Persons & % Reach): Adults 21 or older



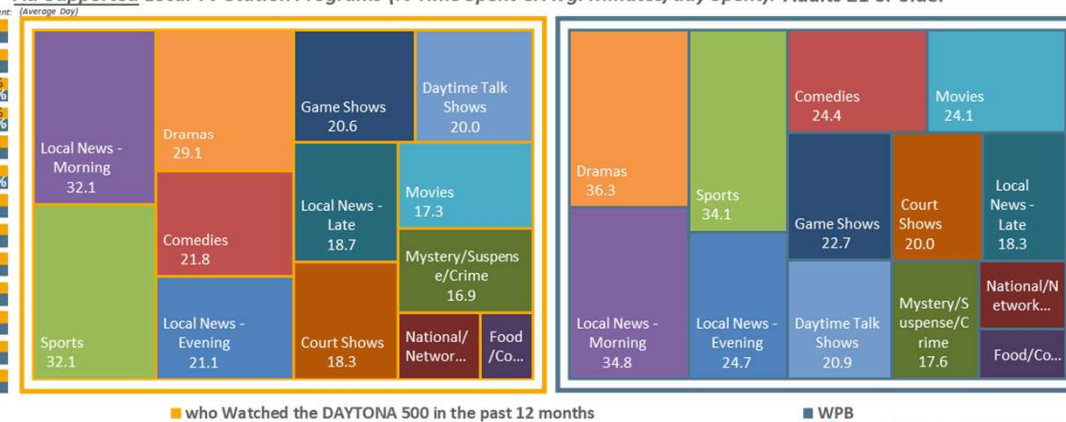
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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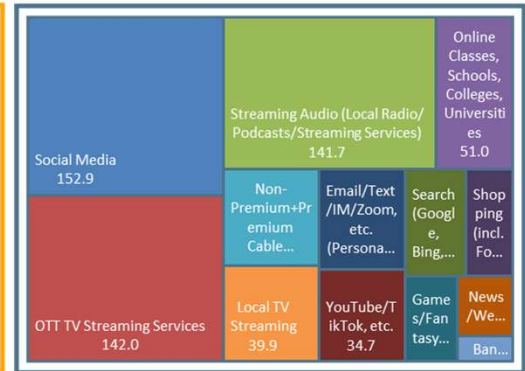
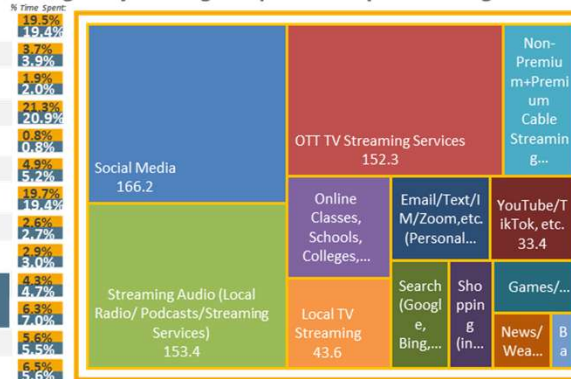
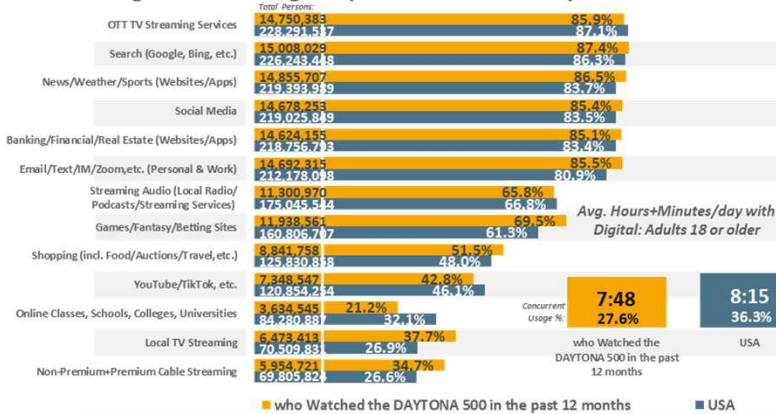
Special TV sports programs watched past 12 months: Daytona 500



12,897,937 or 75.1% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 146.1 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

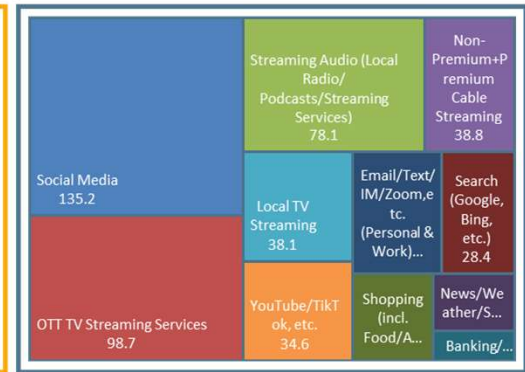
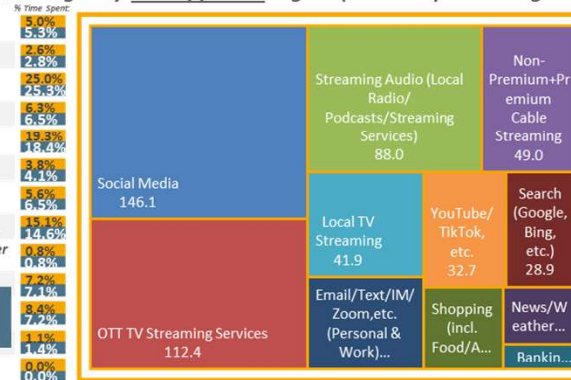
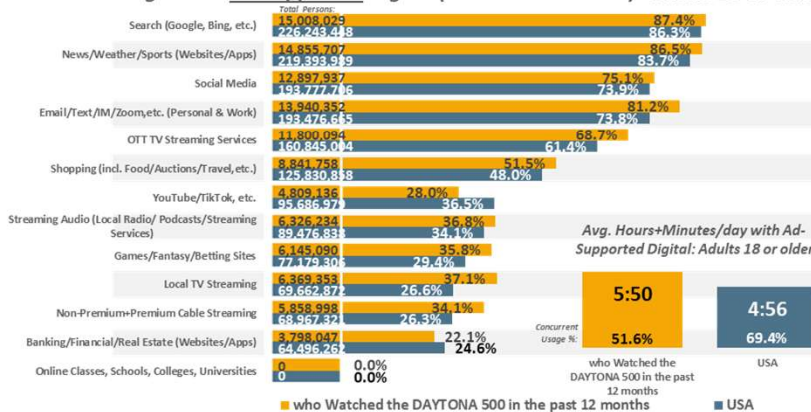
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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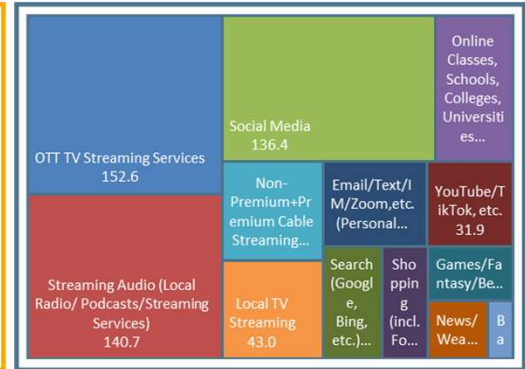
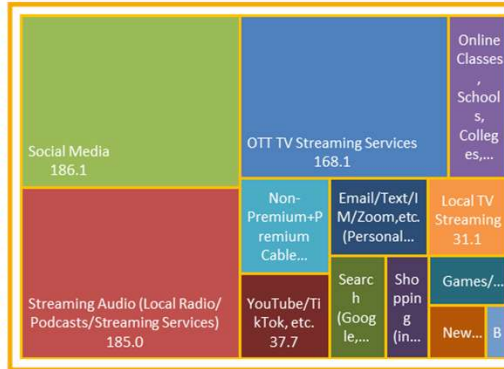
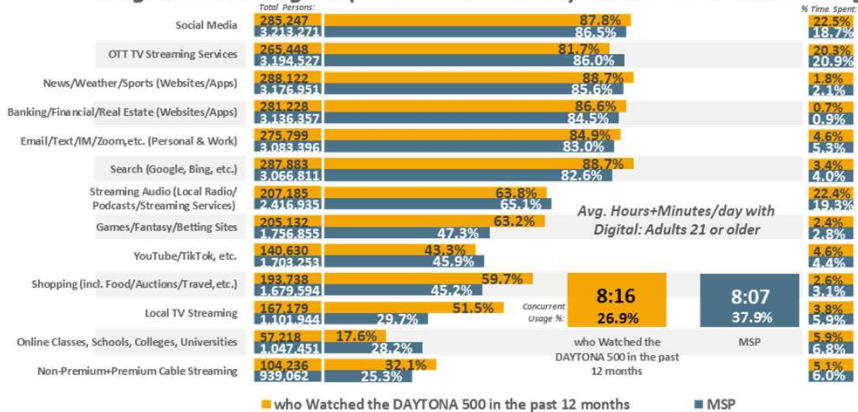
Special TV sports programs watched past 12 months: Daytona 500



253,207 or 78.8% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 165.2 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

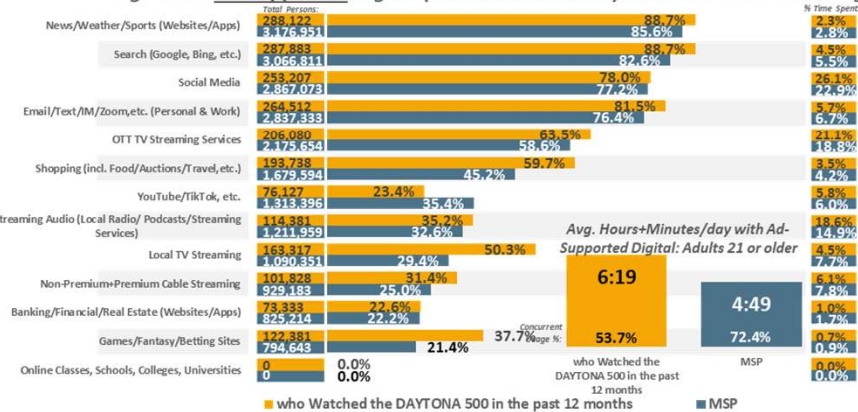
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

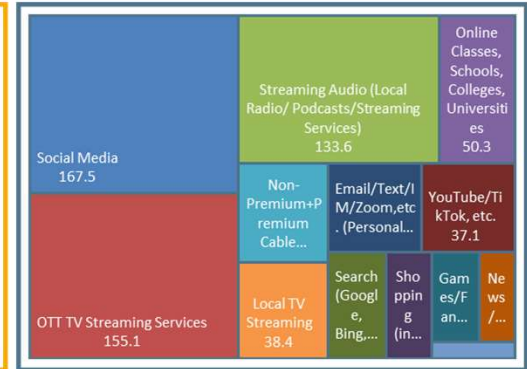
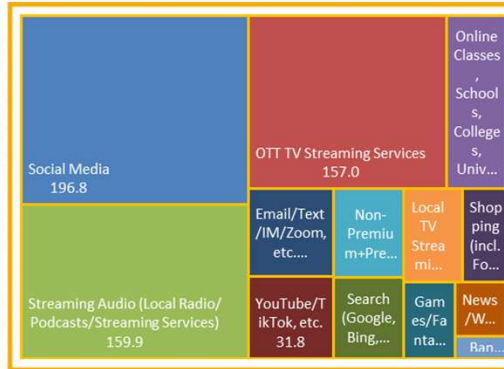
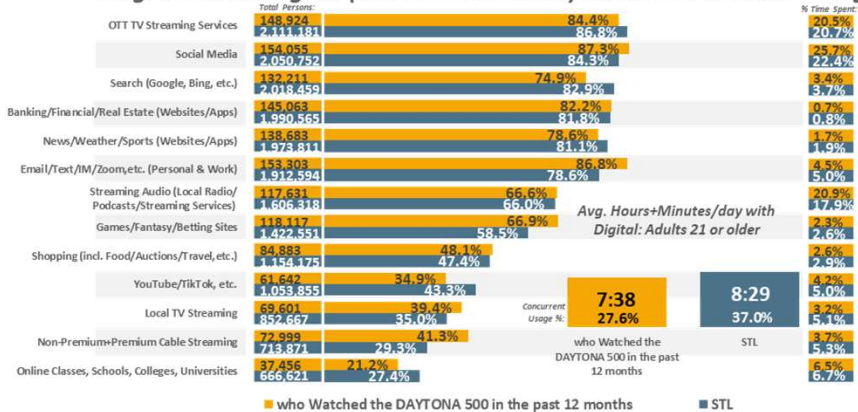




133,232 or 75.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 170.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

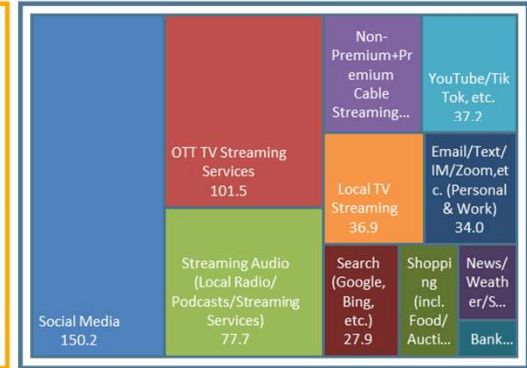
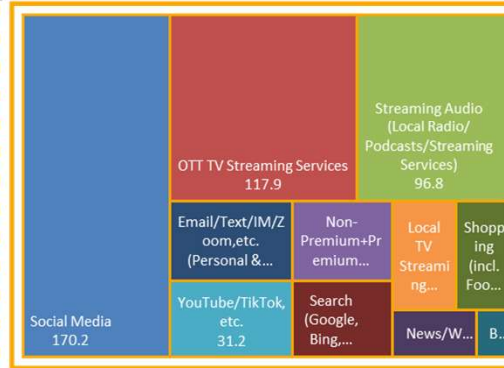
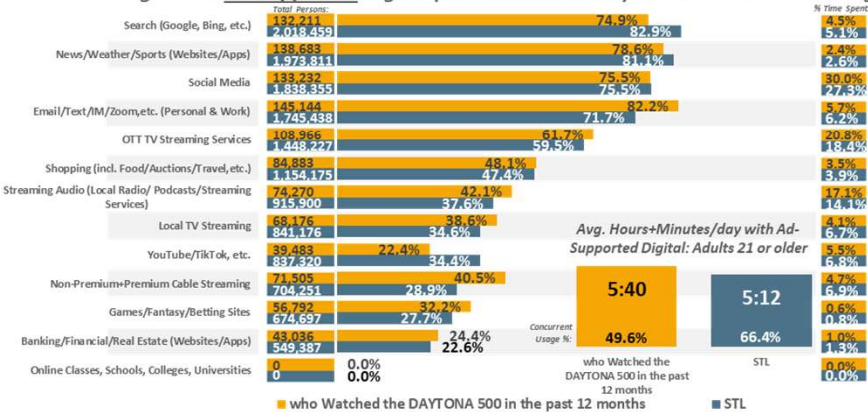
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

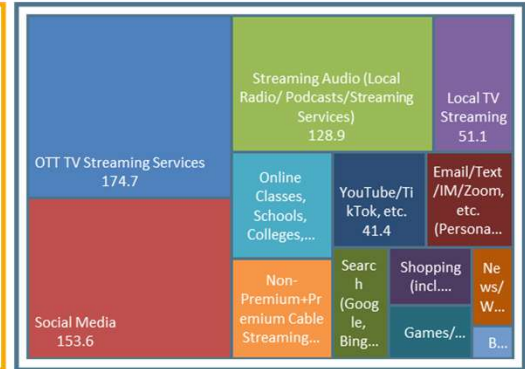
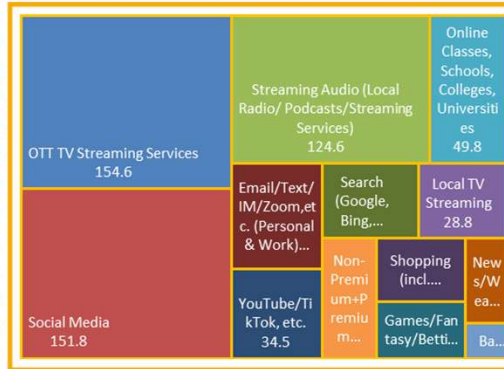
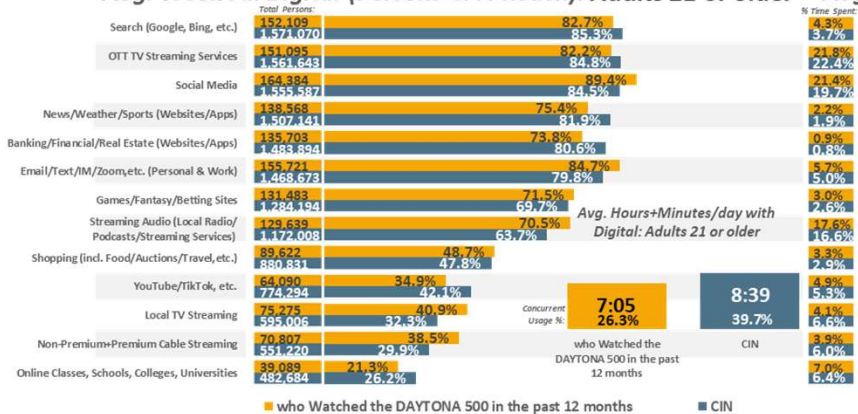




147,357 or 80.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 136.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

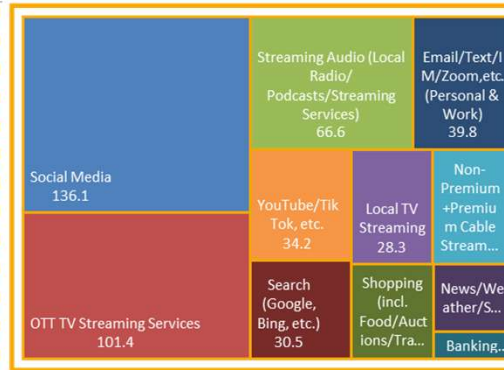
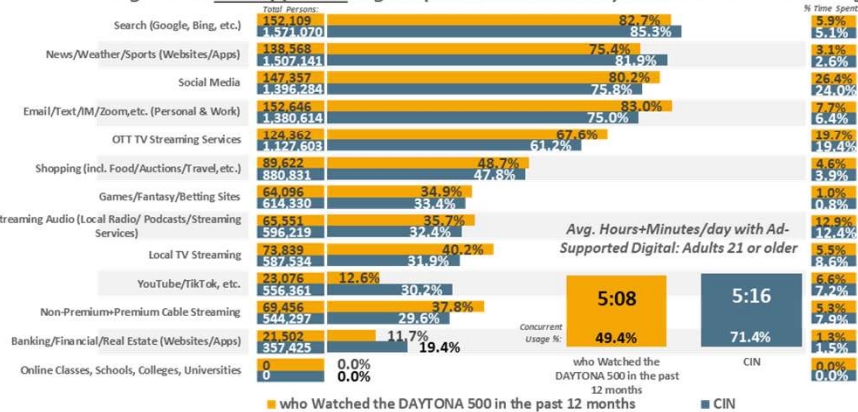
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

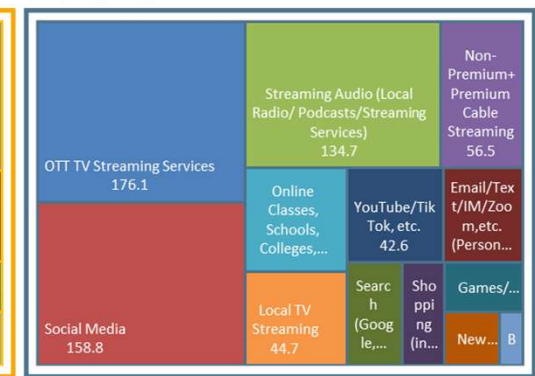
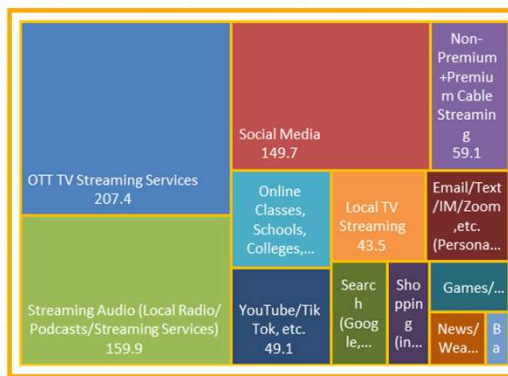
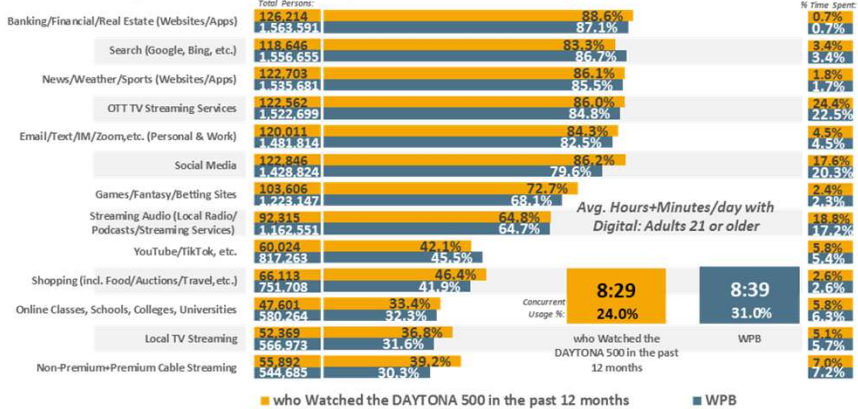




111,050 or 78.8% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 135.4 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

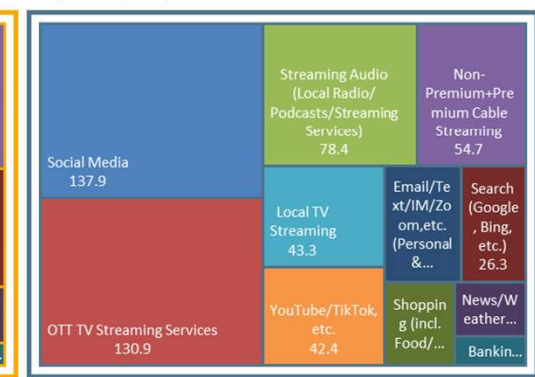
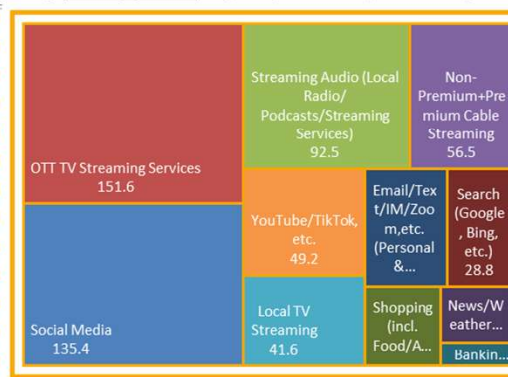
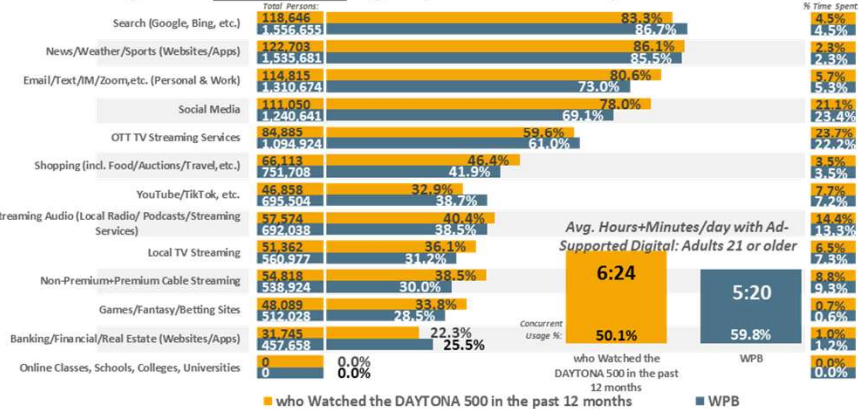
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

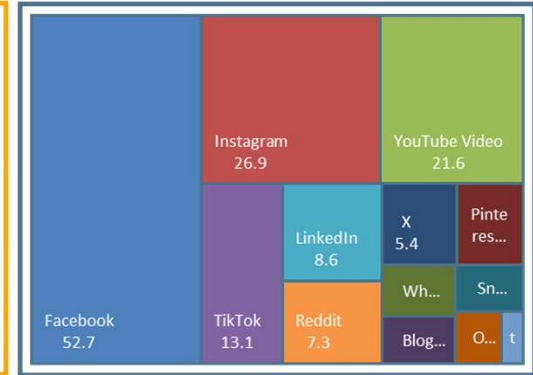
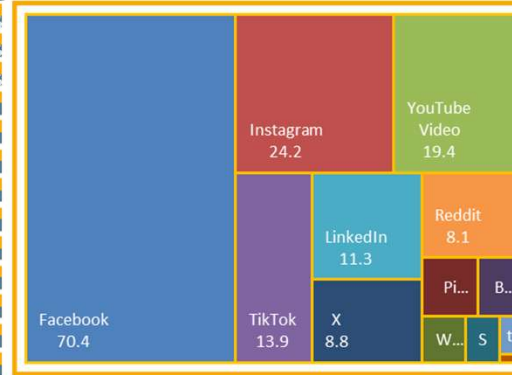
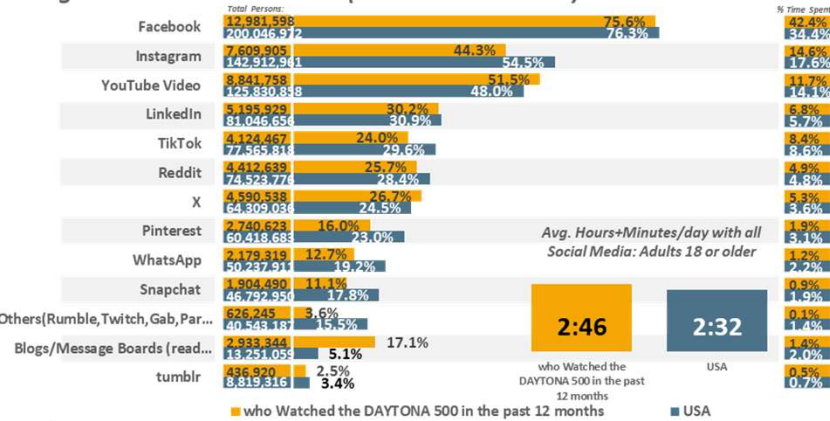
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



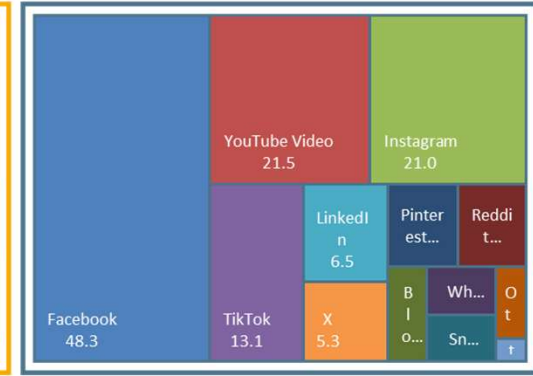
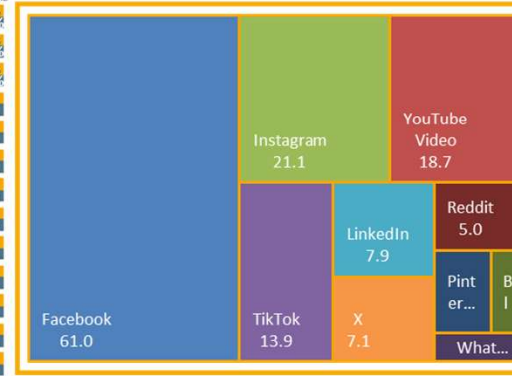
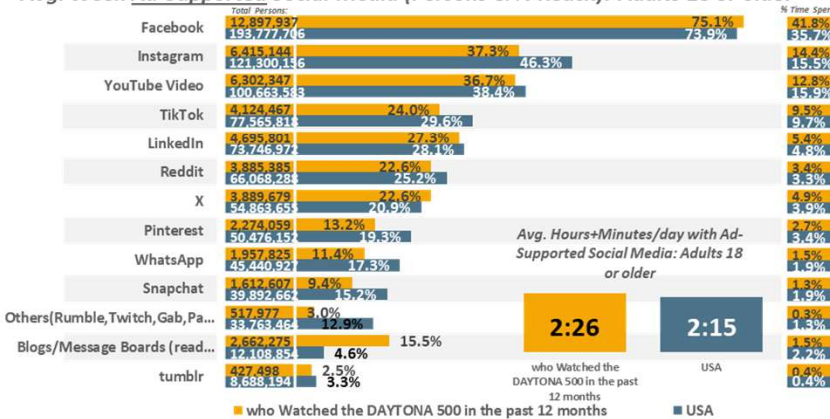


12,897,937 or 75.1% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 61. minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

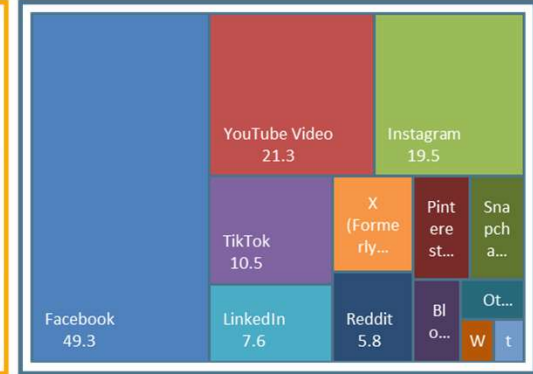
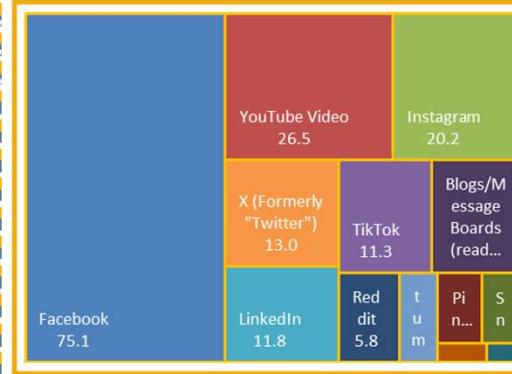
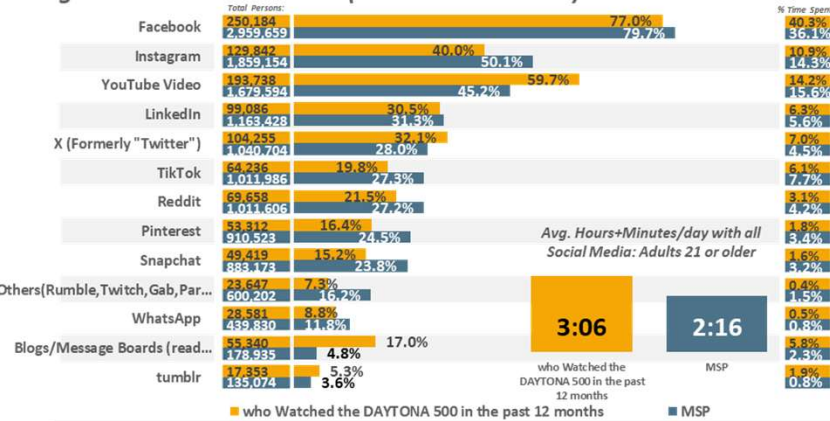
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

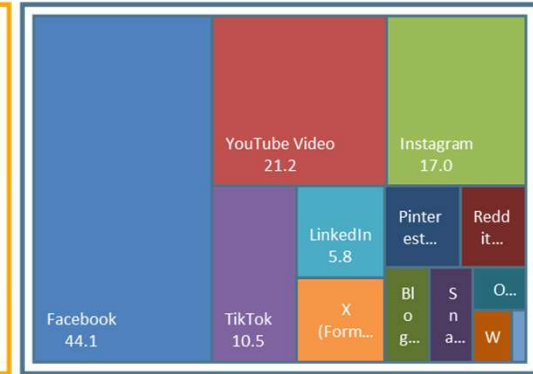
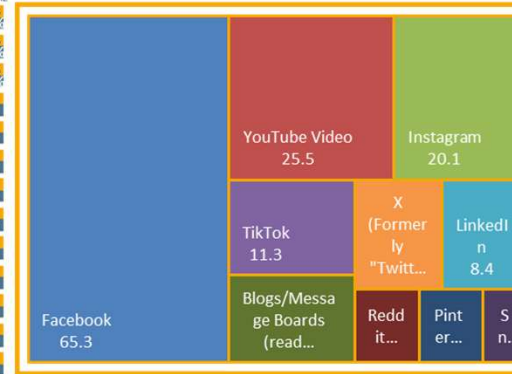
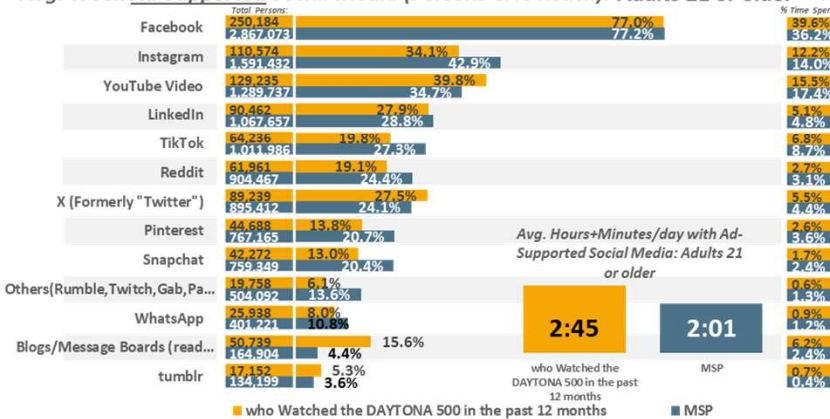


250,184 or 77.% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 65.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

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



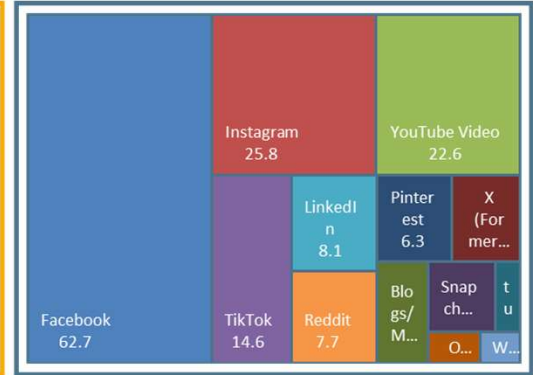
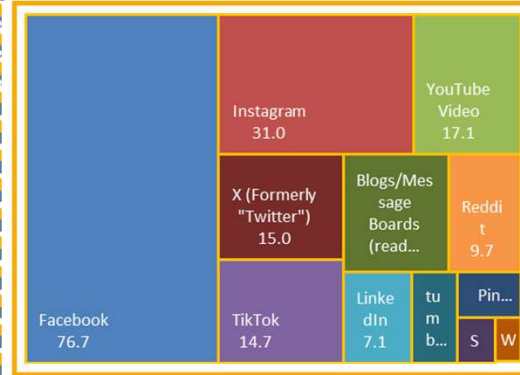
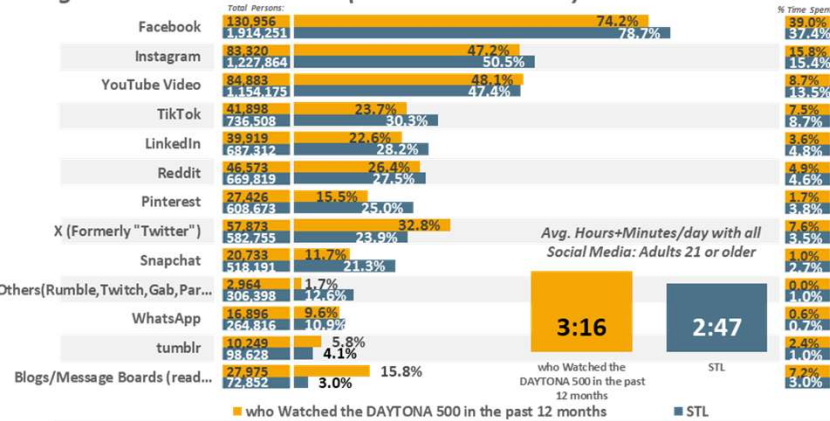
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



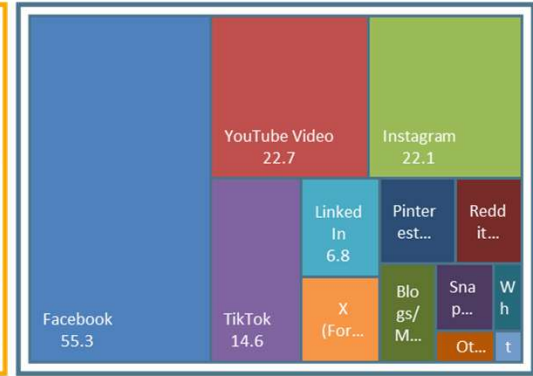
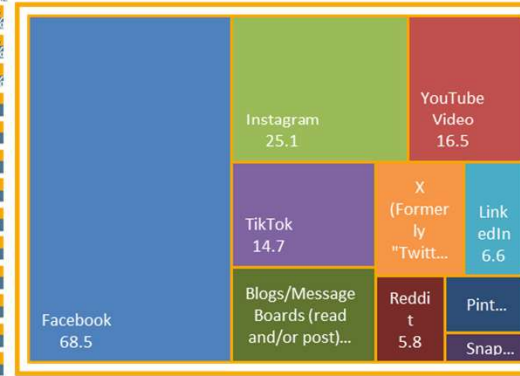
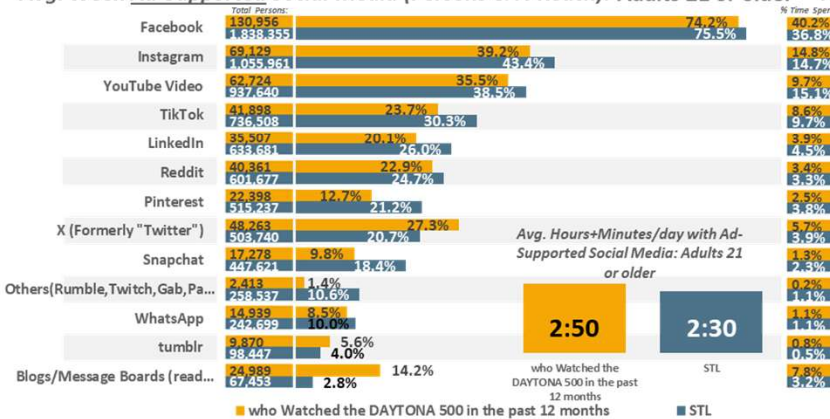


130,956 or 74.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 68.5 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

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



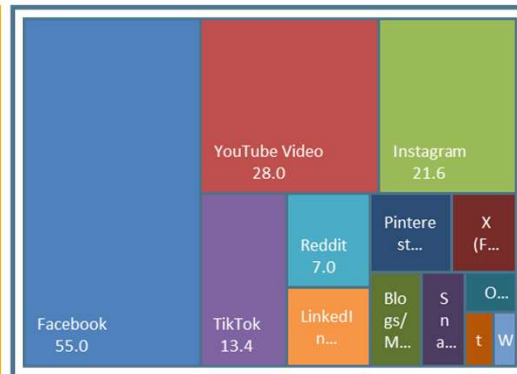
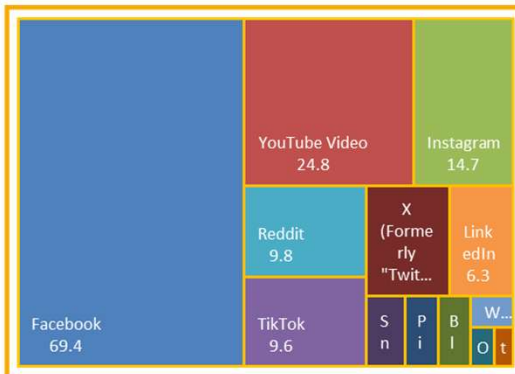
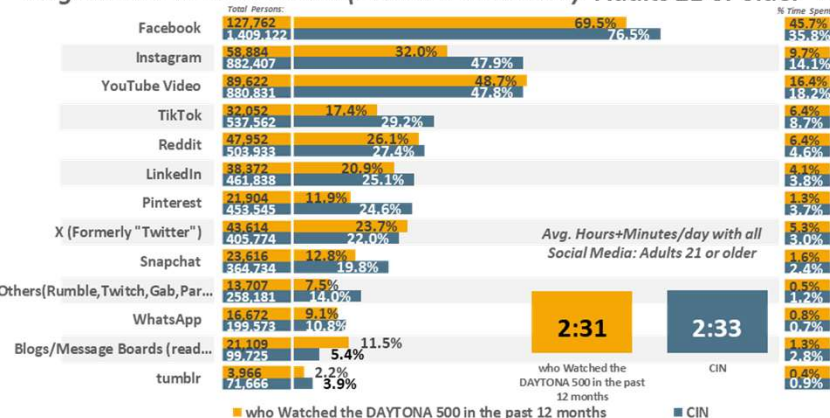
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



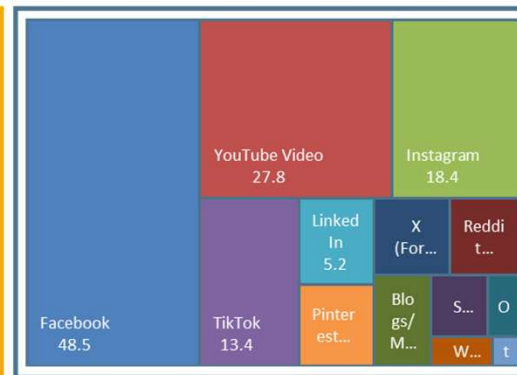
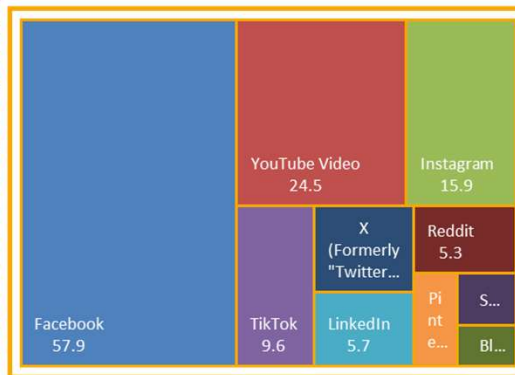
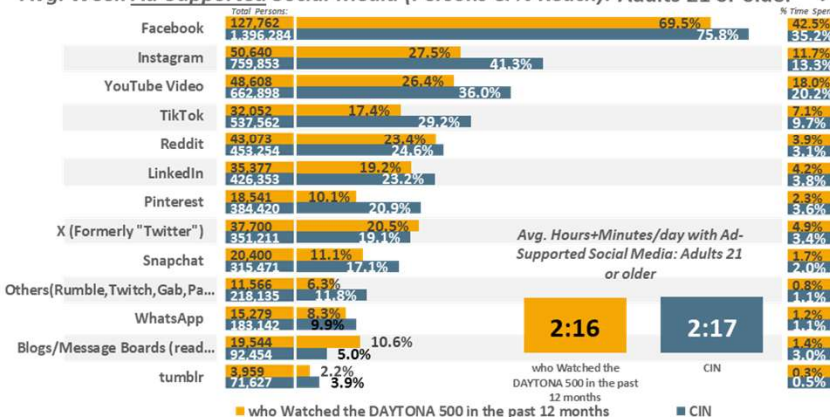


127,762 or 69.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 57.9 minutes every day representing 42.5% of all time spent daily with Ad-Supported Social Media.

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



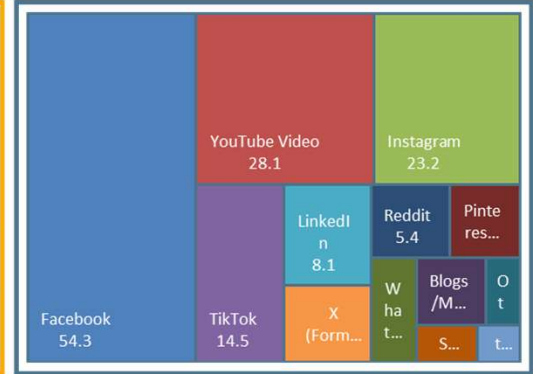
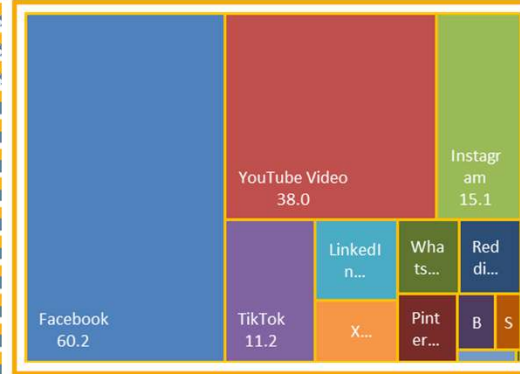
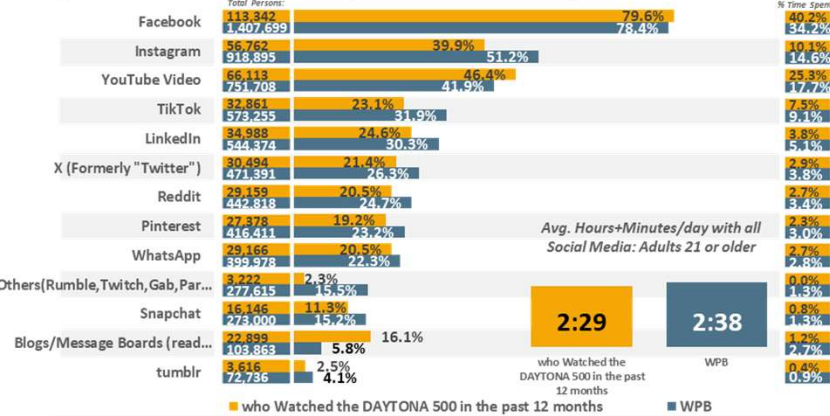
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



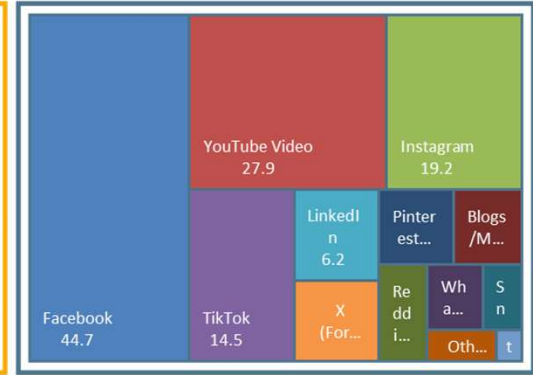
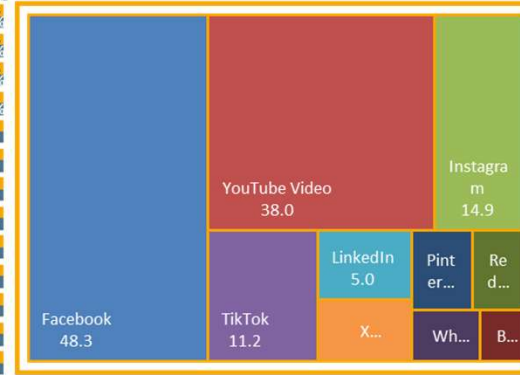
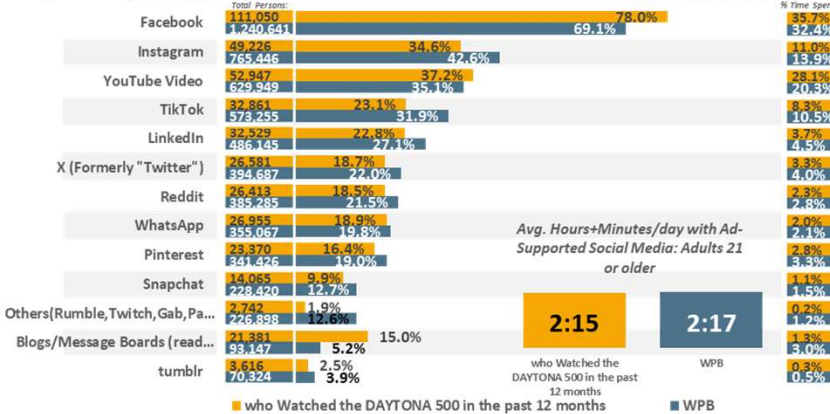


111,050 or 78.% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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

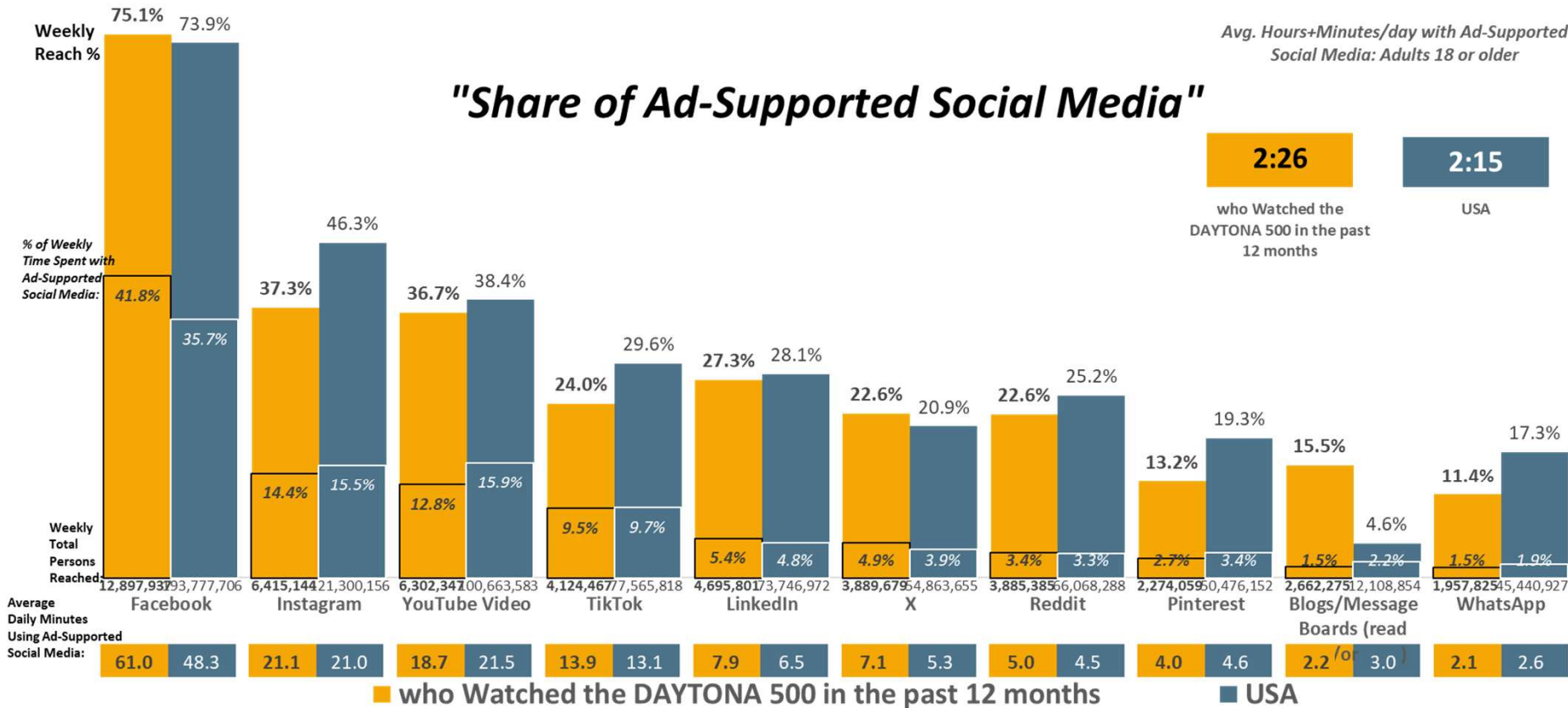


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





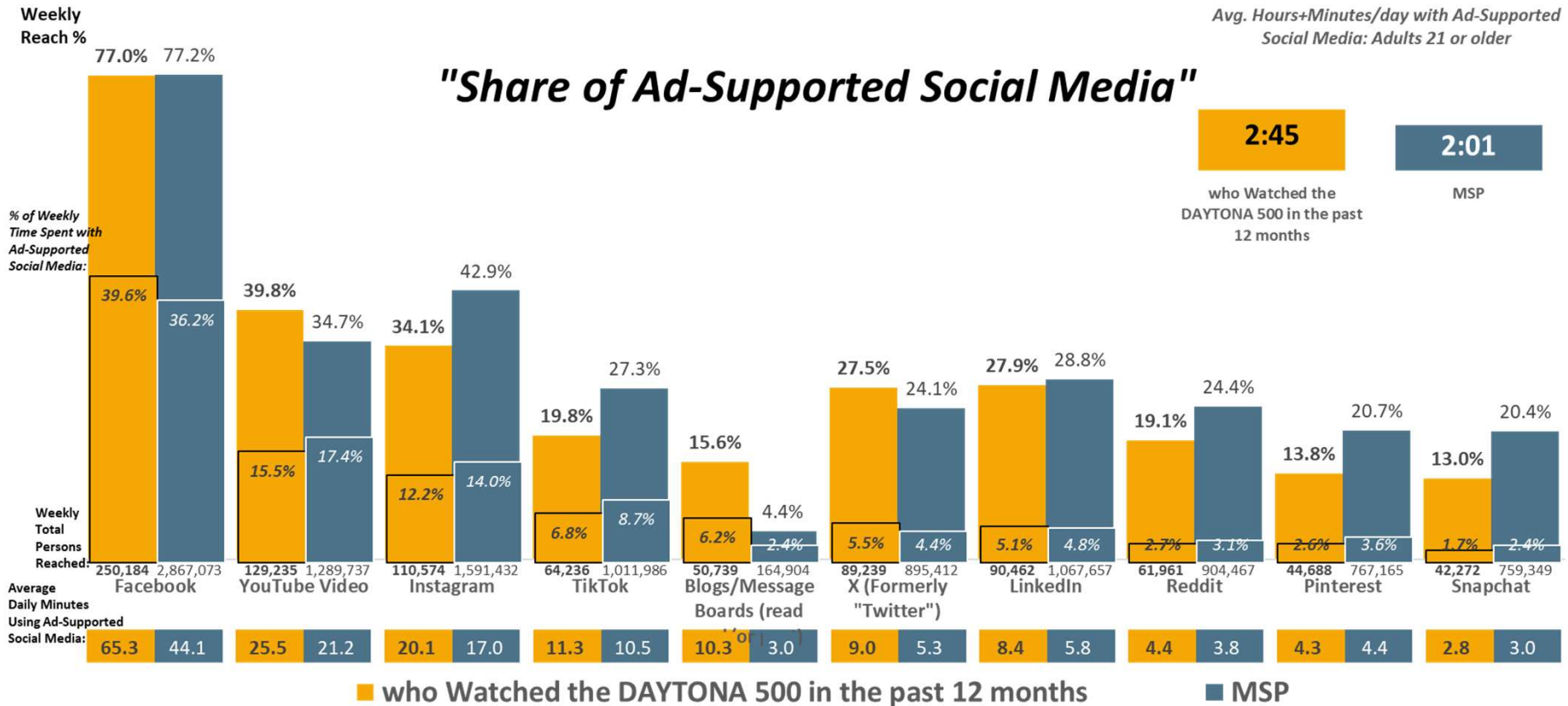
12,897,937 or 75.1% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 61. minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.





250,184 or 77.0% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 65.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

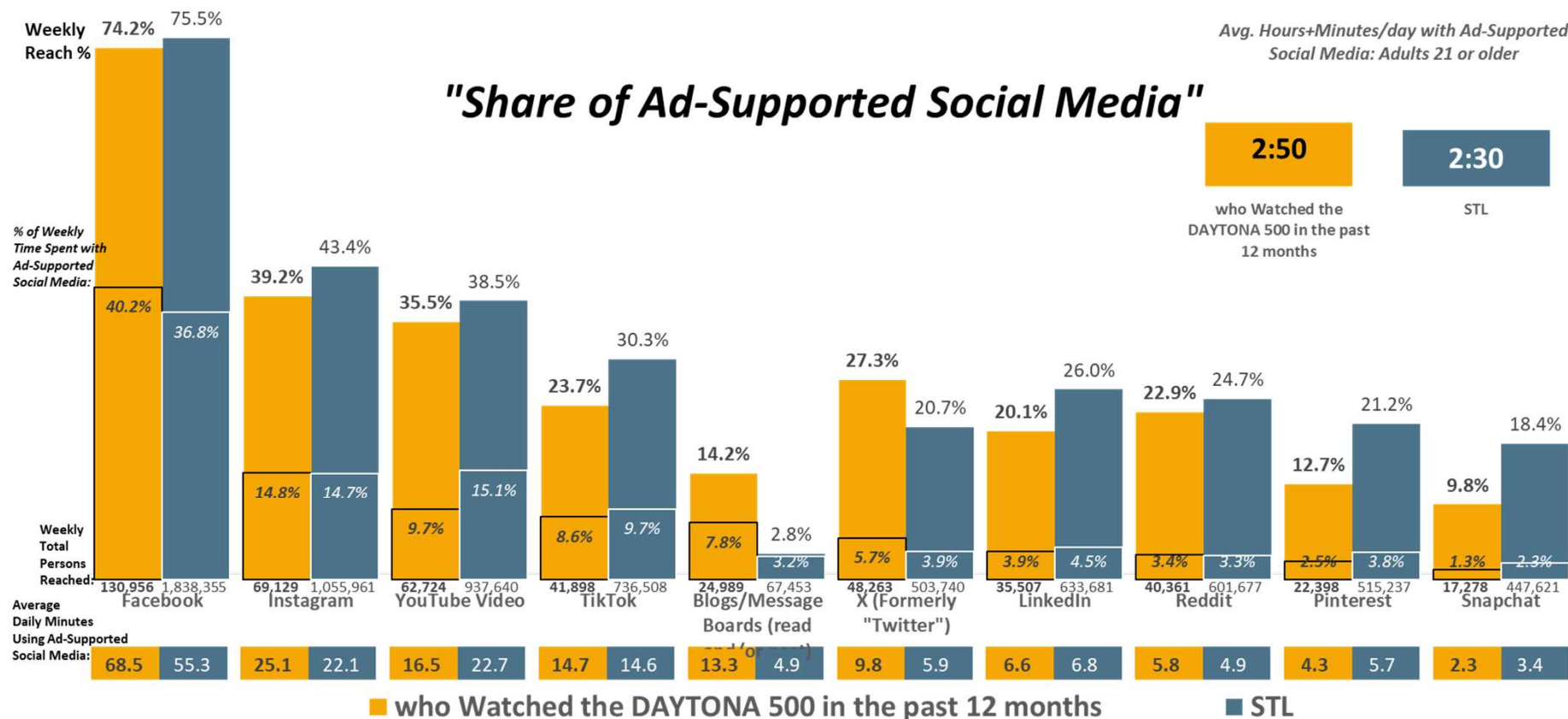
"Share of Ad-Supported Social Media"





130,956 or 74.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 68.5 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

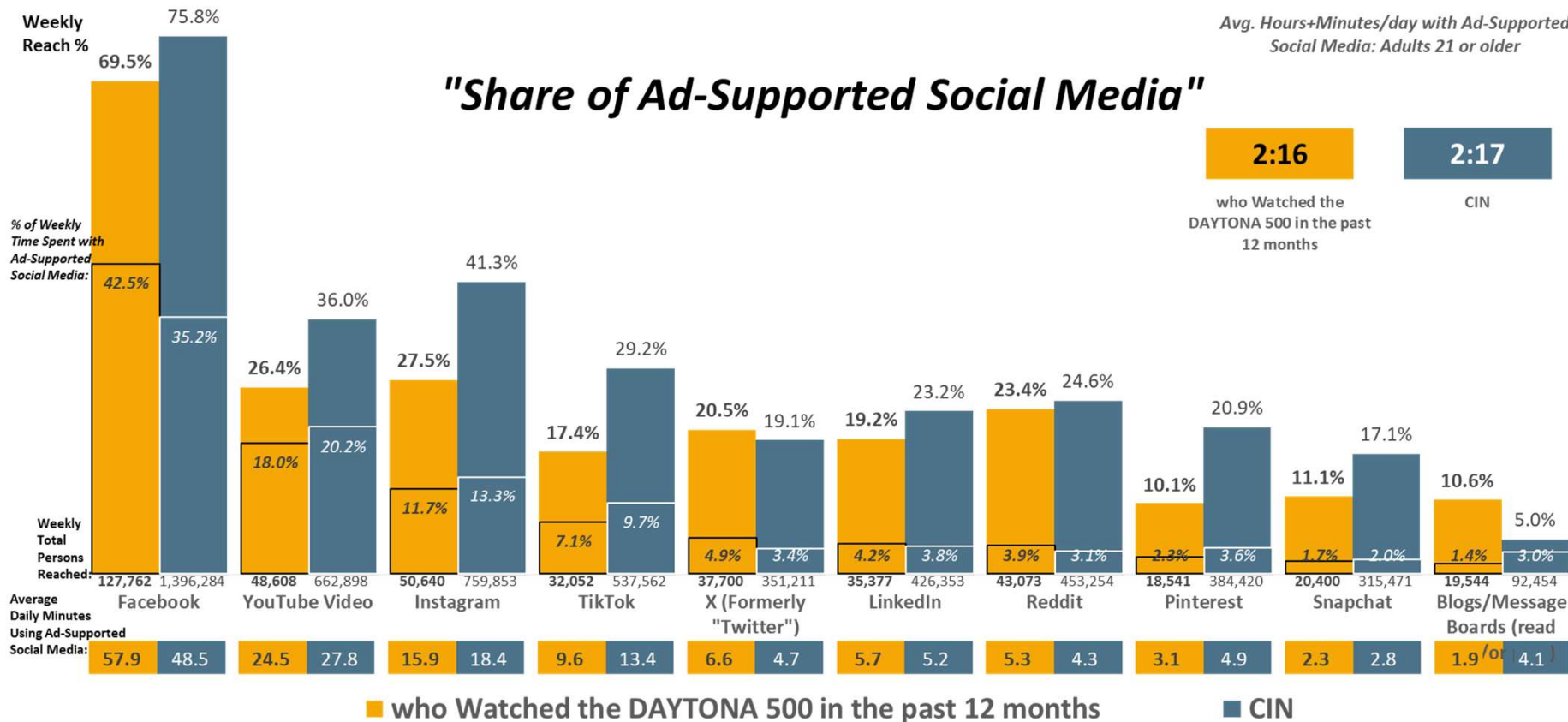
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



127,762 or 69.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 57.9 minutes every day representing 42.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 166
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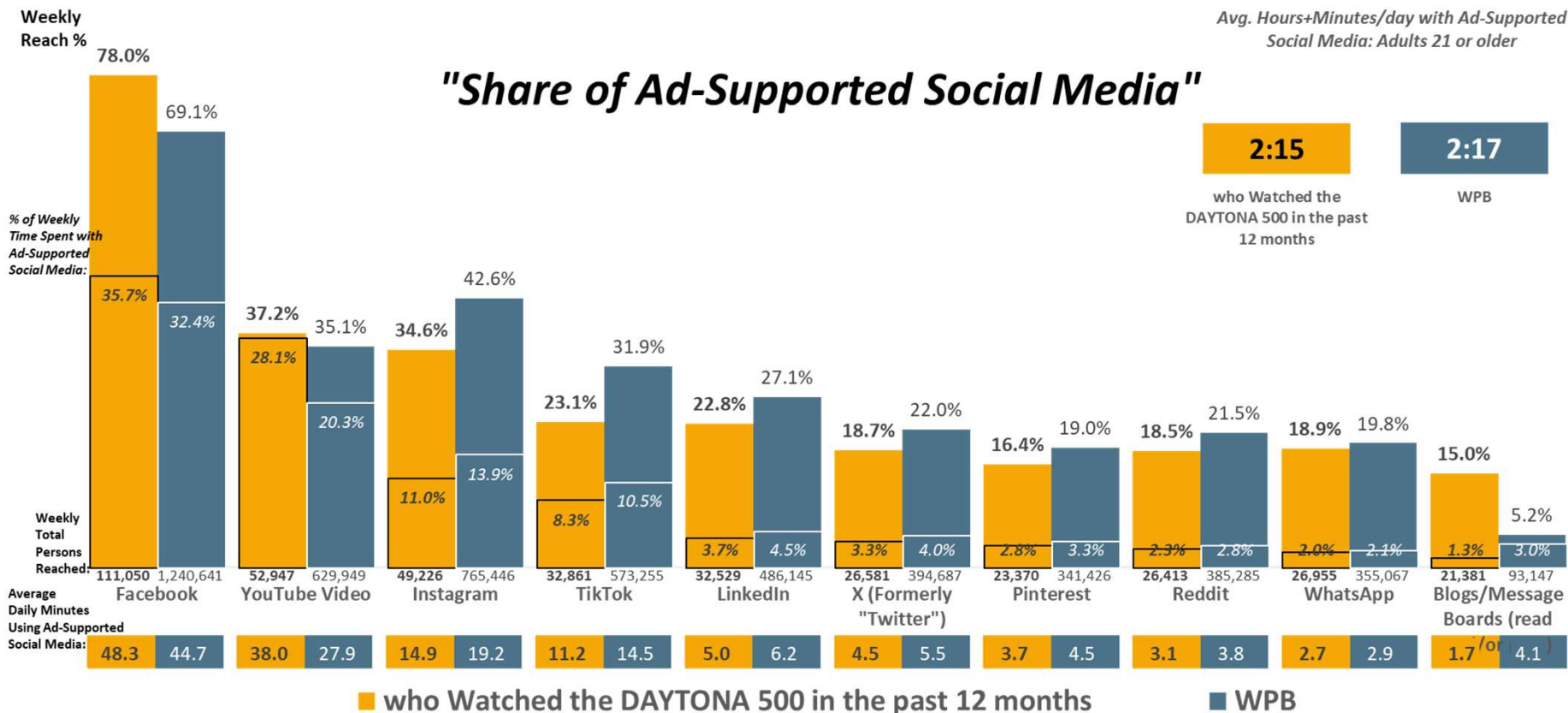
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



111,050 or 78.% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 48.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 250 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593
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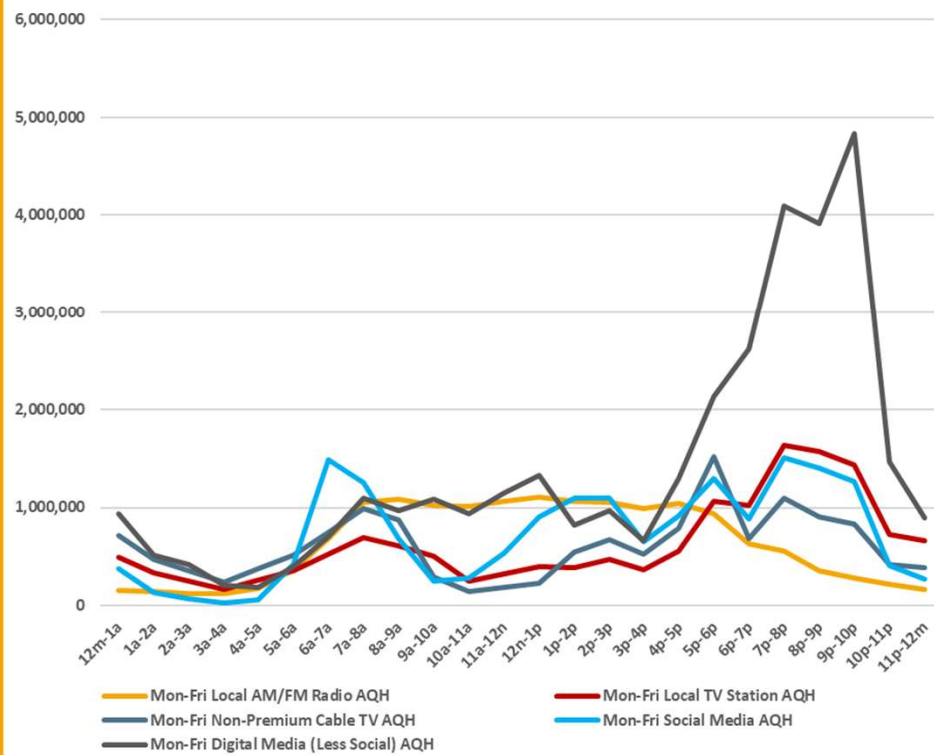
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

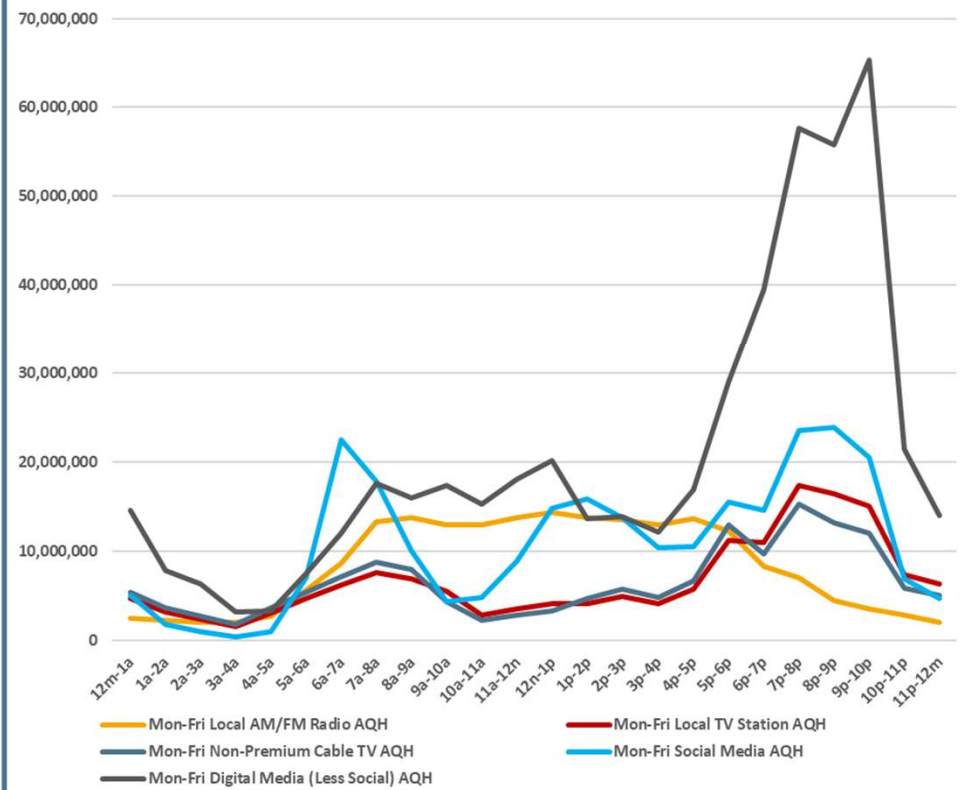


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,211,886; Local Radio: 978,076; Social Media: 872,689; Non-Prem. Cable: 630,504; Local TV: 550,647 reaching Adults 18 or older who Watched the DAYTONA 500 in the past 12

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched the DAYTONA 500 in the
past 12 months



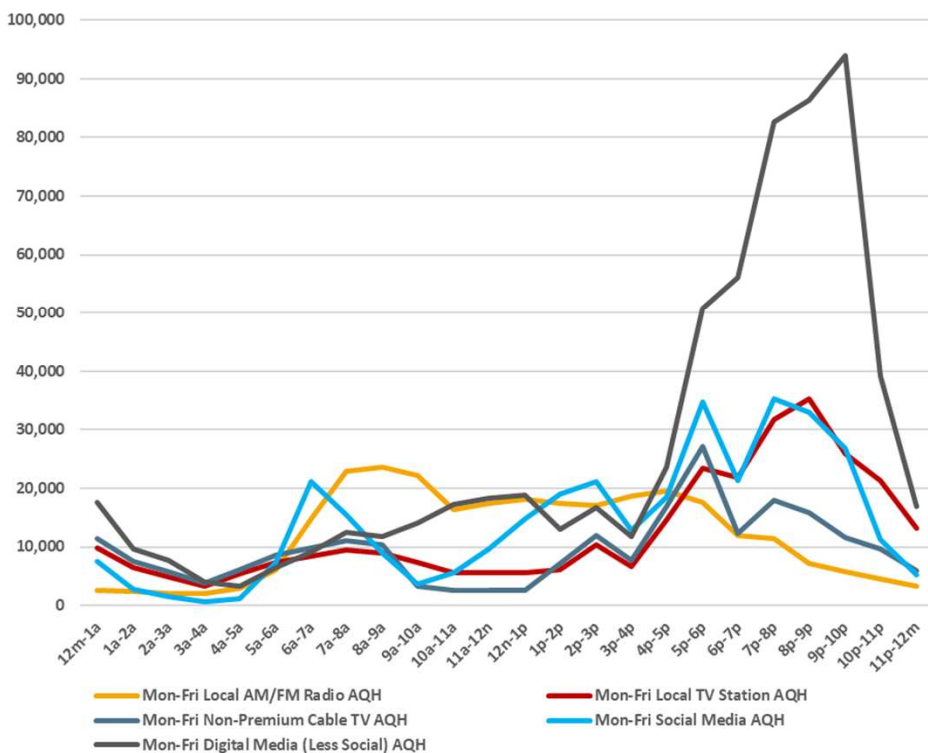
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



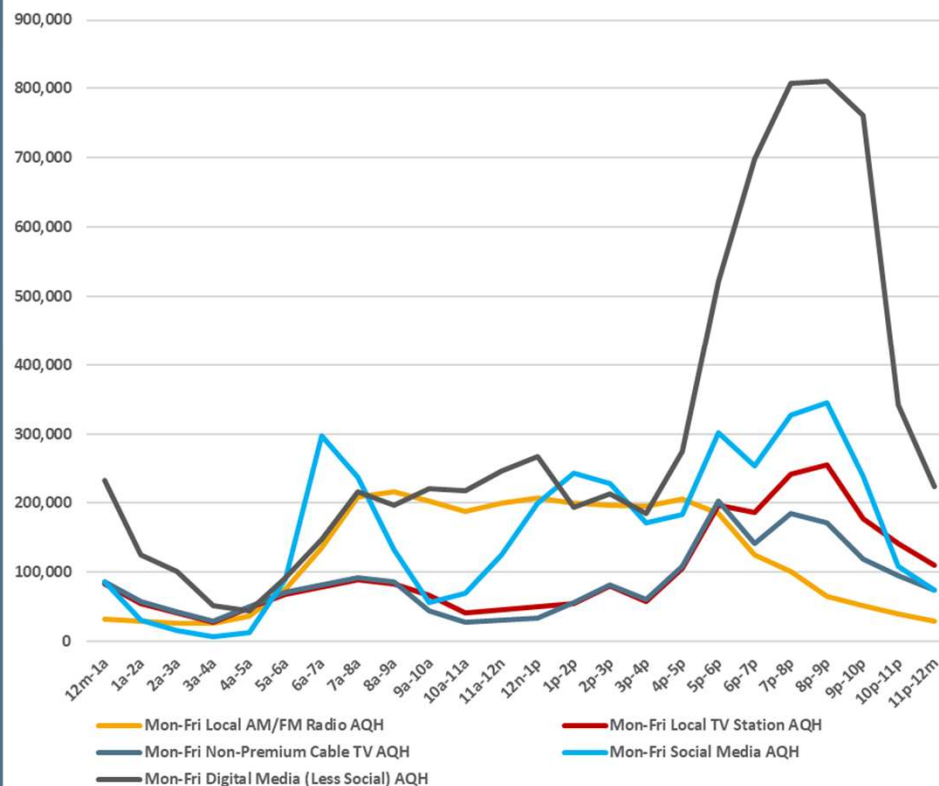


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,078;
Local Radio: 18,282; Social Media: 15,918; Local TV: 10,342; Non-Prem. Cable: 9,649
reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months*



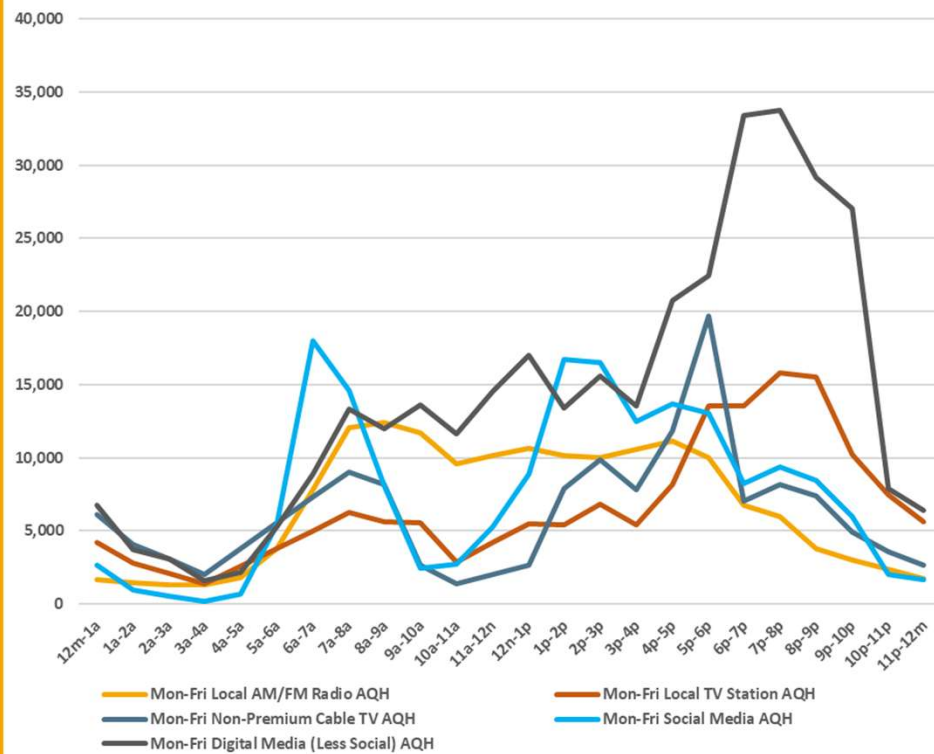
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 21 or older*



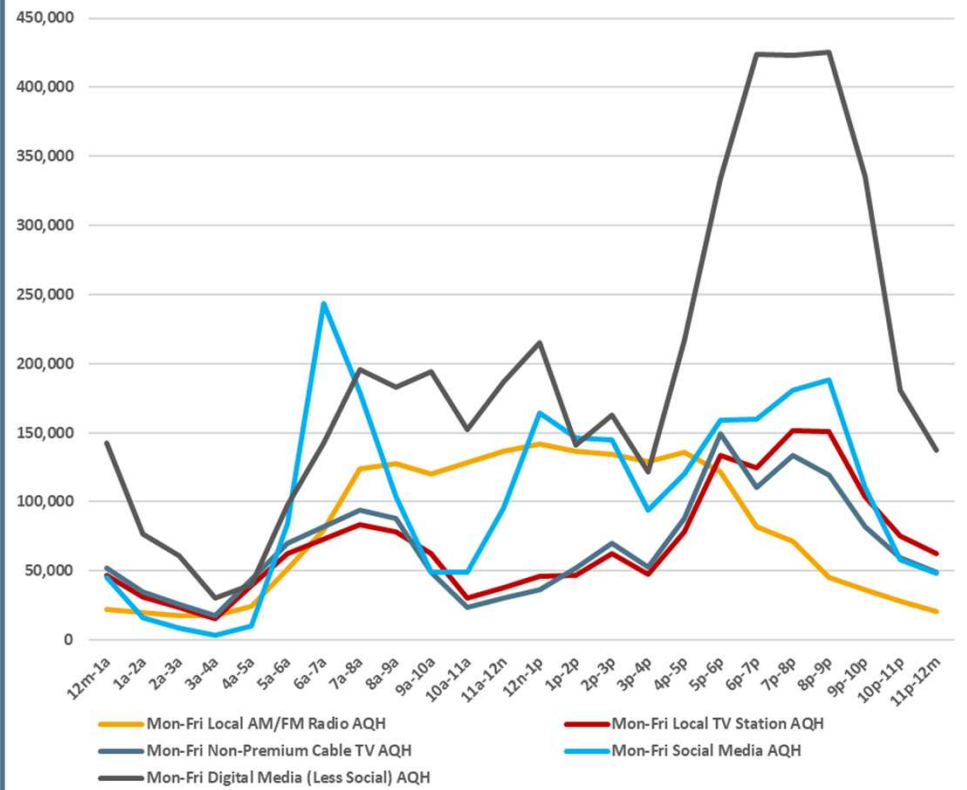


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,161; Social Media: 10,815; Local Radio: 10,251; Non-Prem. Cable: 7,487; Local TV: 6,762 reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months*



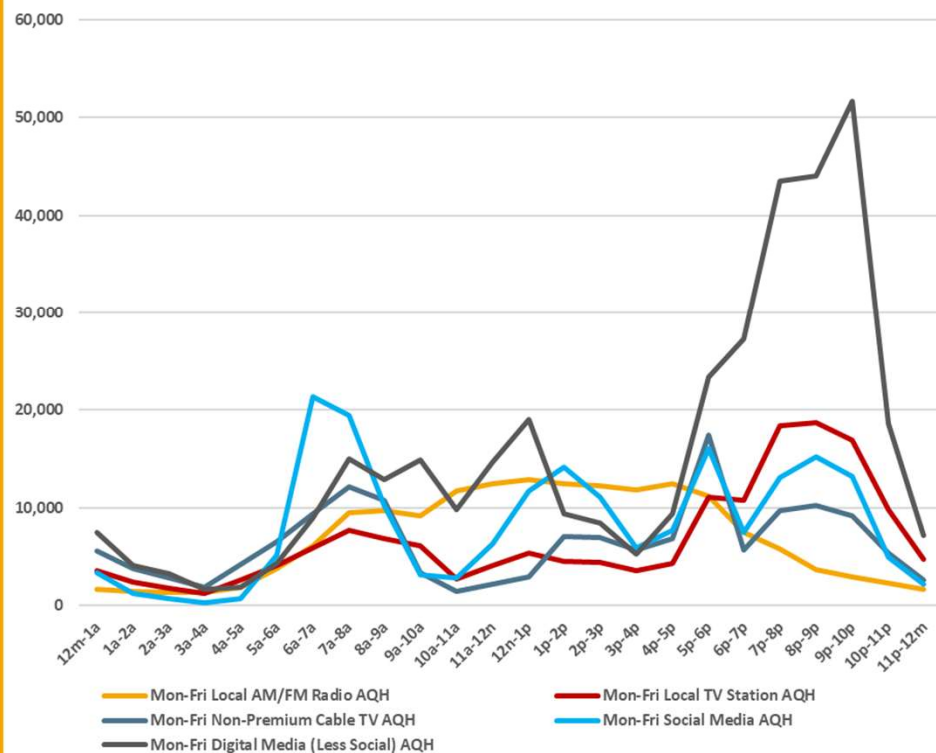
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 21 or older*



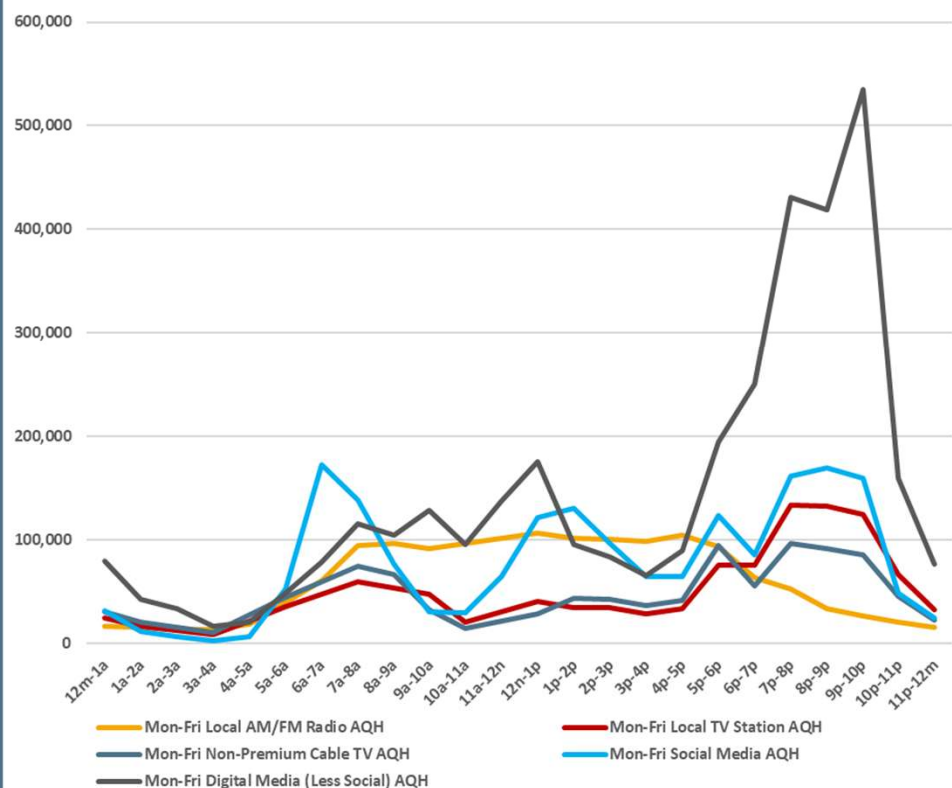


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,740;
Local Radio: 10,713; Social Media: 10,571; Non-Prem. Cable: 7,070; Local TV: 5,963
reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months*



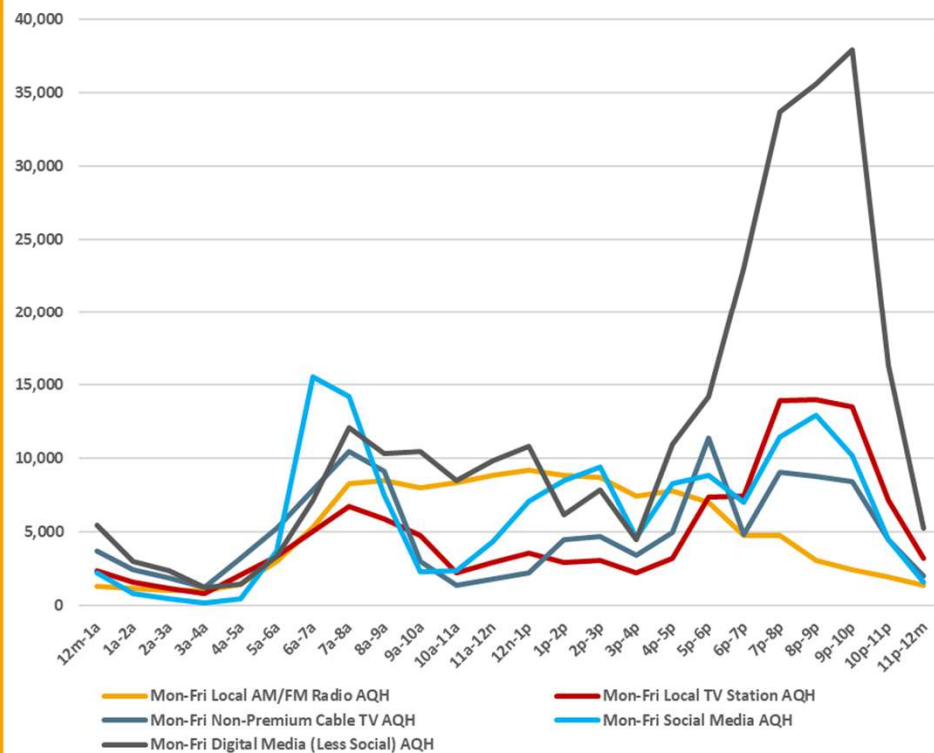
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 21 or older*



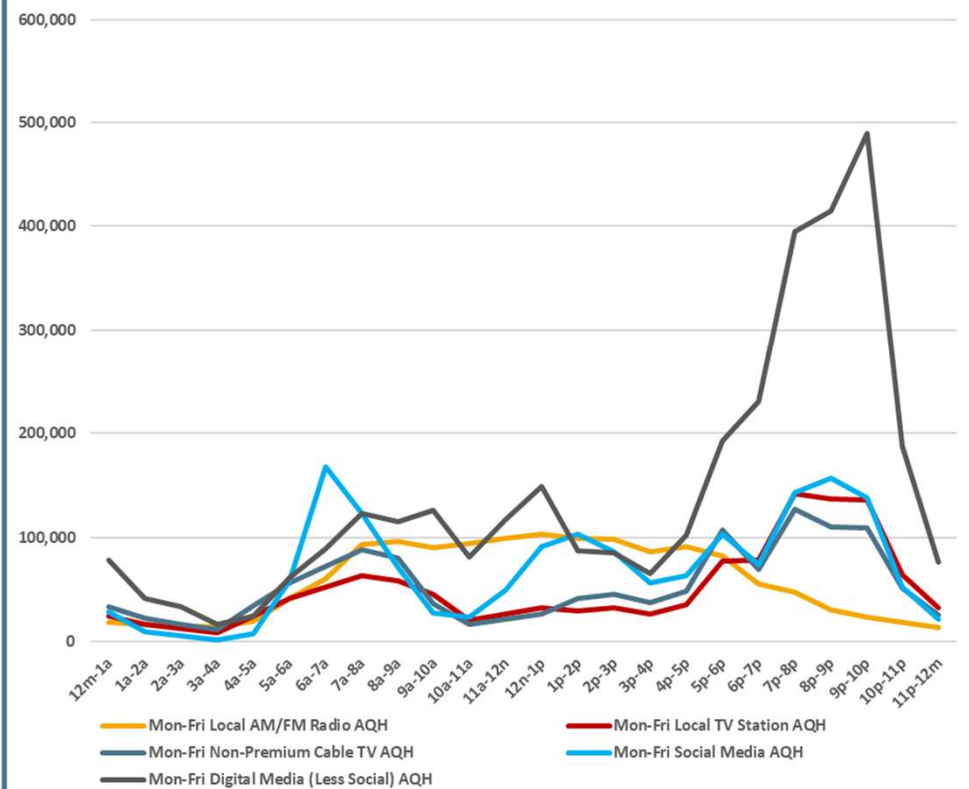


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,468; Local Radio: 7,779; Social Media: 7,711; Non-Prem. Cable: 5,364; Local TV: 4,404 reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months*



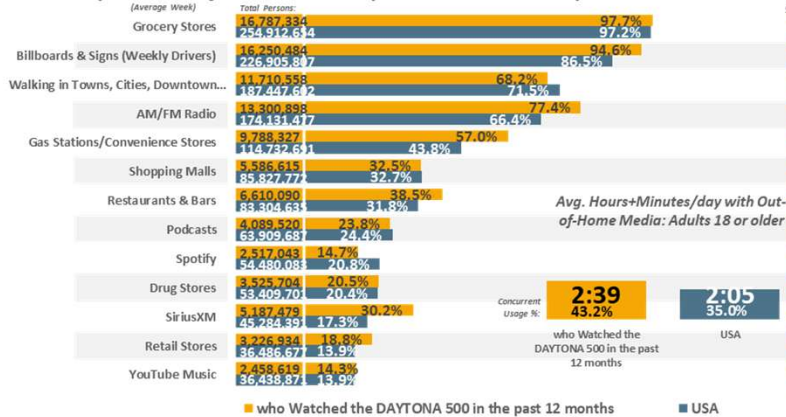
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 21 or older*



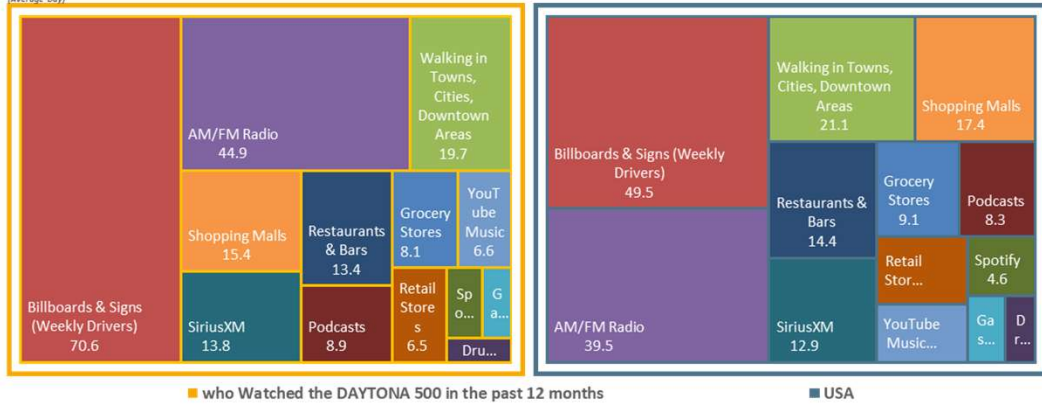


16,250,484 or 94.6% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

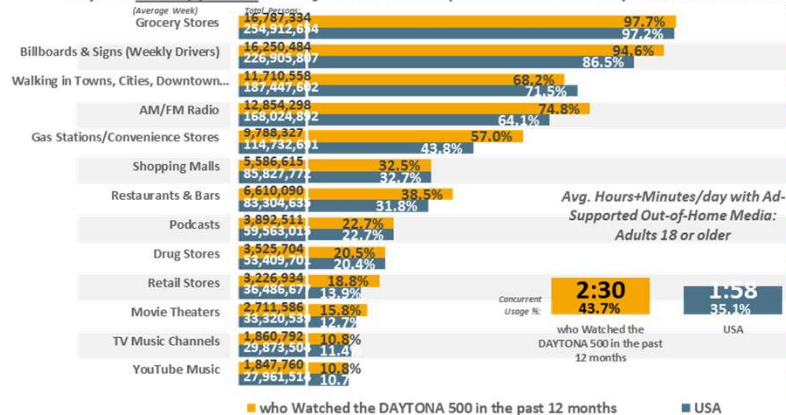
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



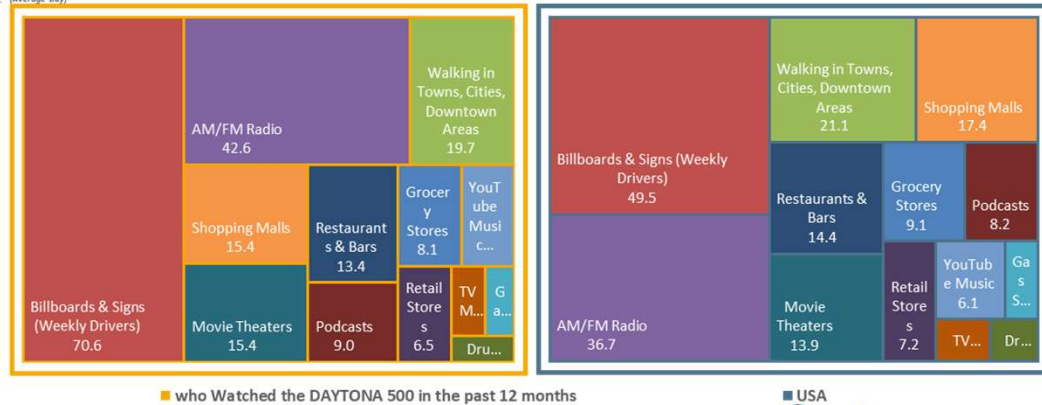
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

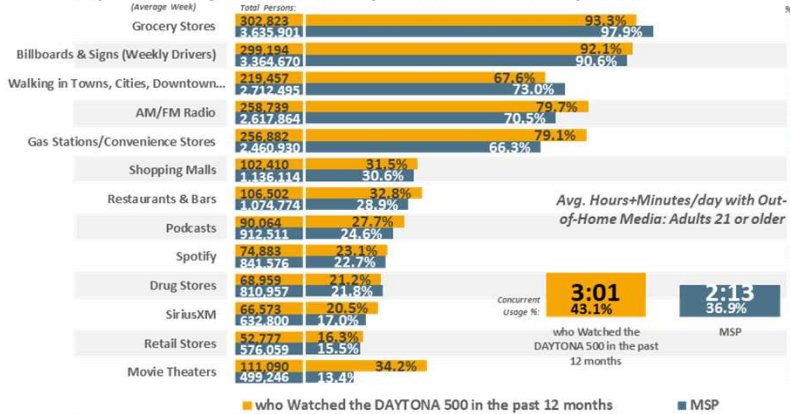
Special TV sports programs watched past 12 months: Daytona 500

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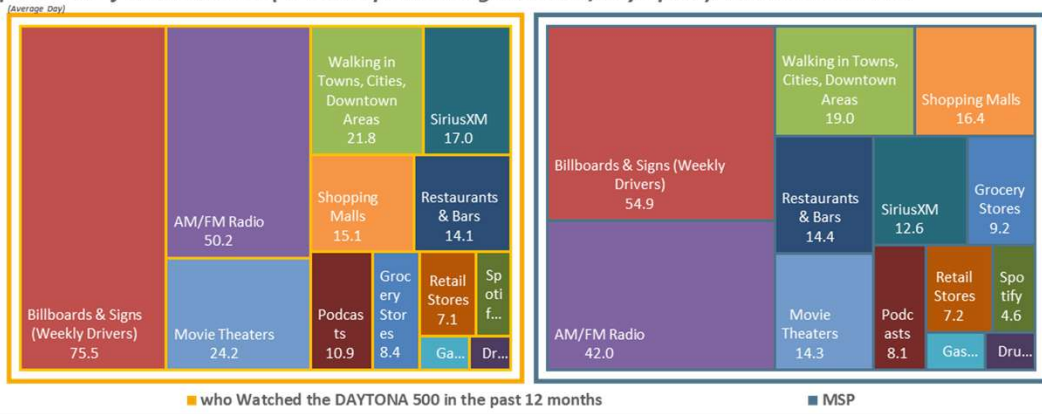


299,194 or 92.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 75.5 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

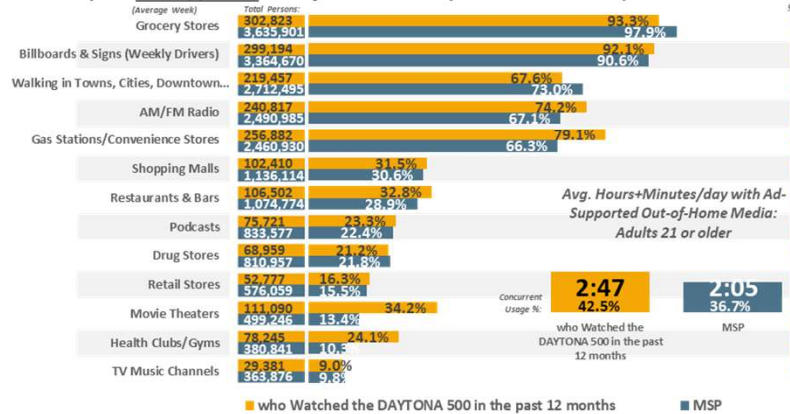
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



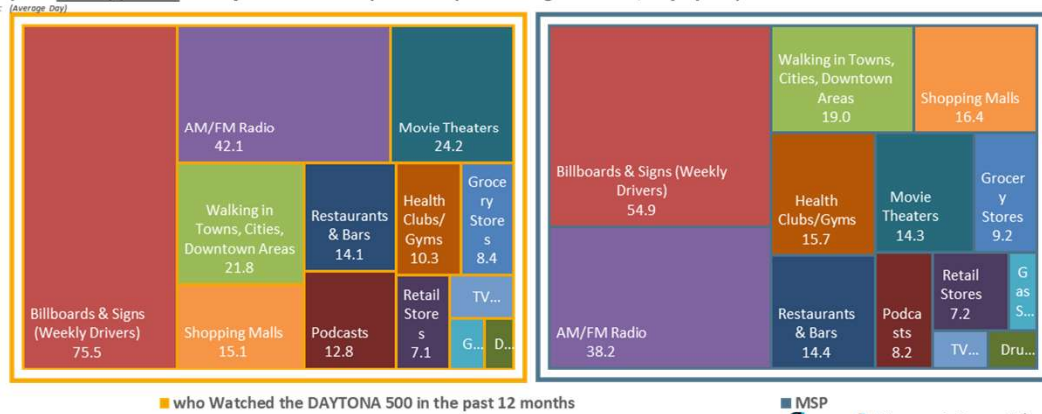
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



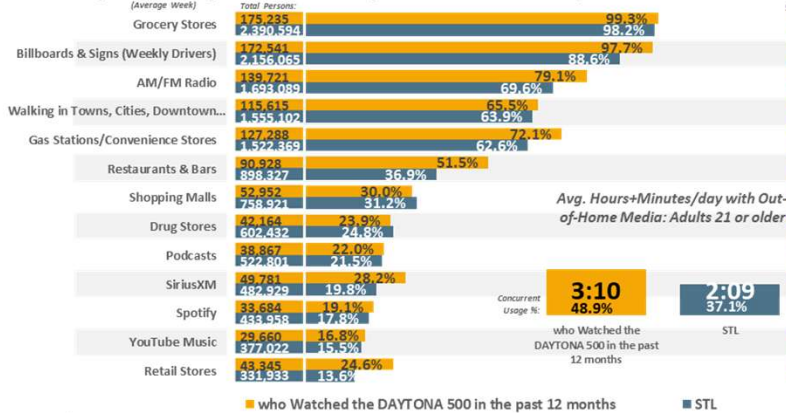
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



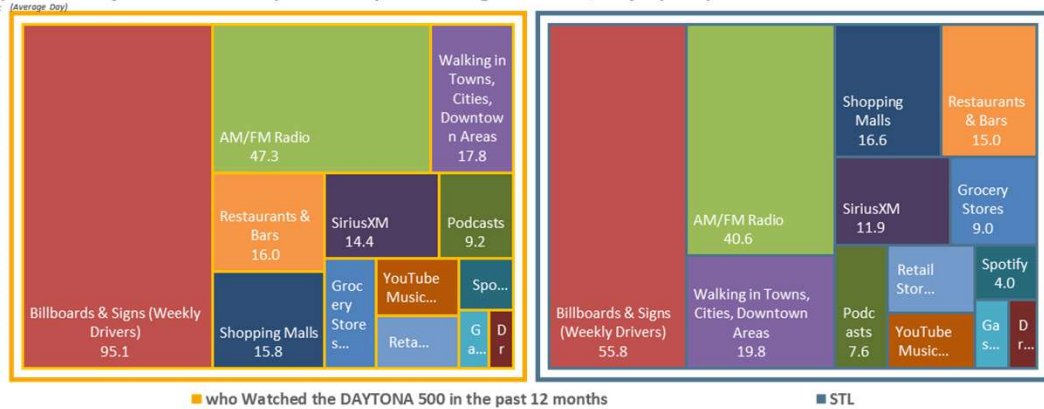


172,541 or 97.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 95.1 minutes per day driving, seeing Billboards and Signs. 76.5% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day.

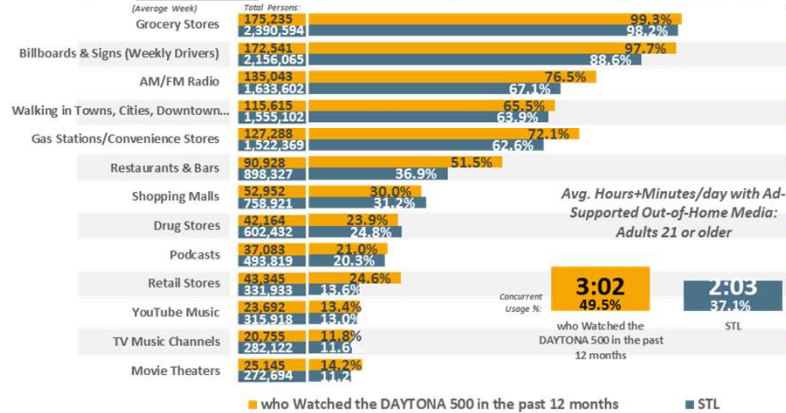
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



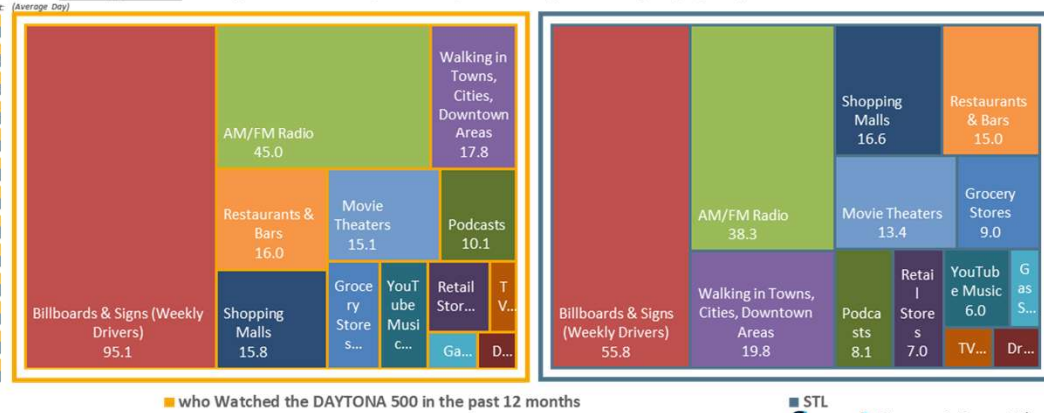
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



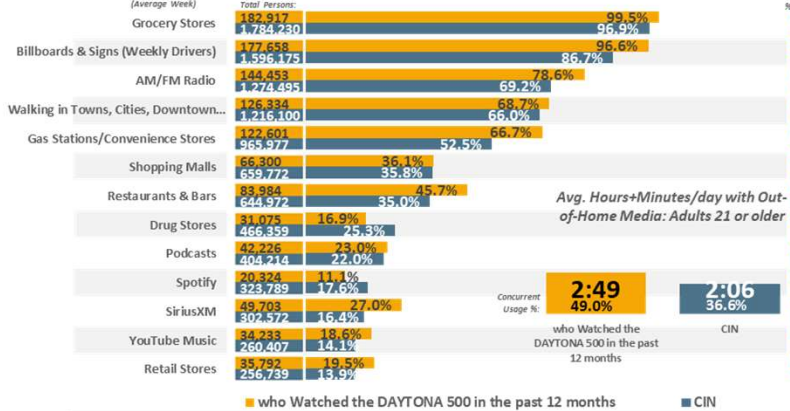
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



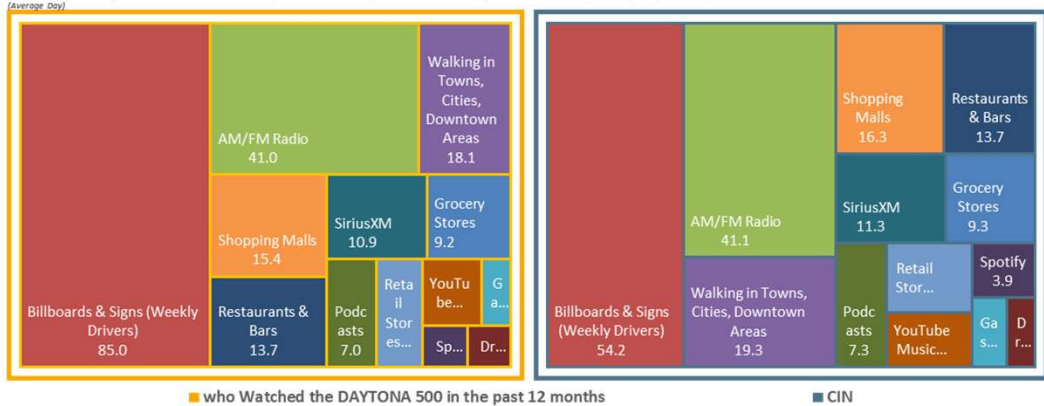


177,658 or 96.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 85. minutes per day driving, seeing Billboards and Signs. 76.% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

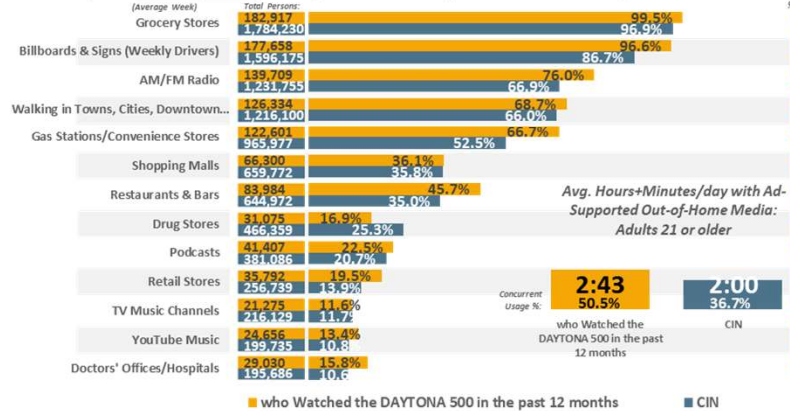
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



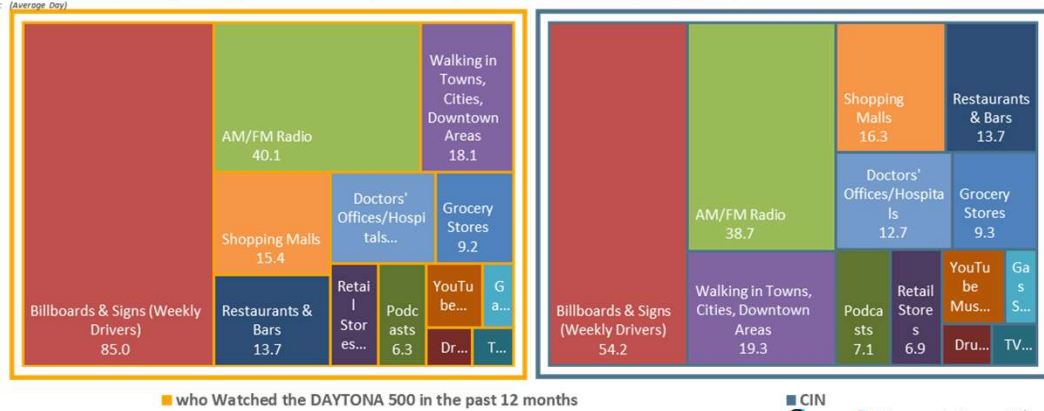
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



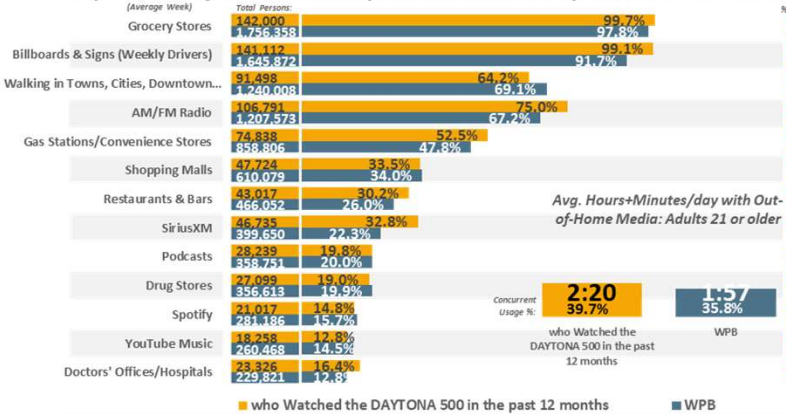
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



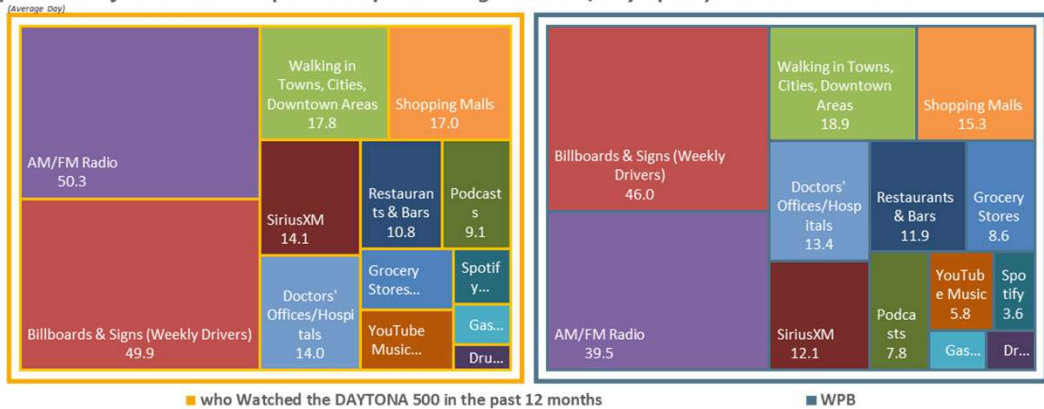


141,112 or 99.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 47.3 minutes/day.

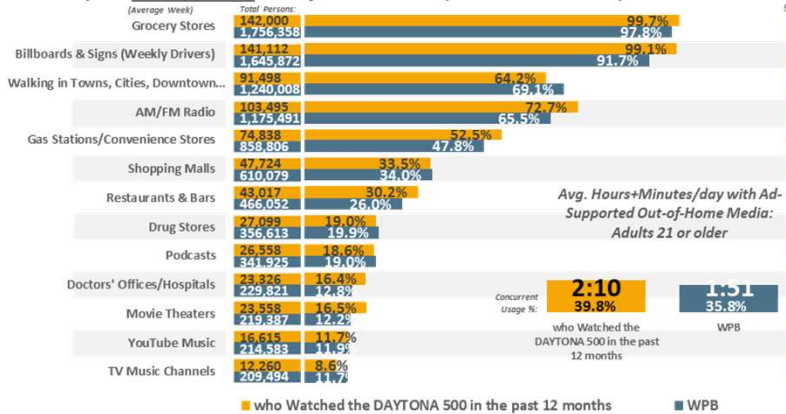
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



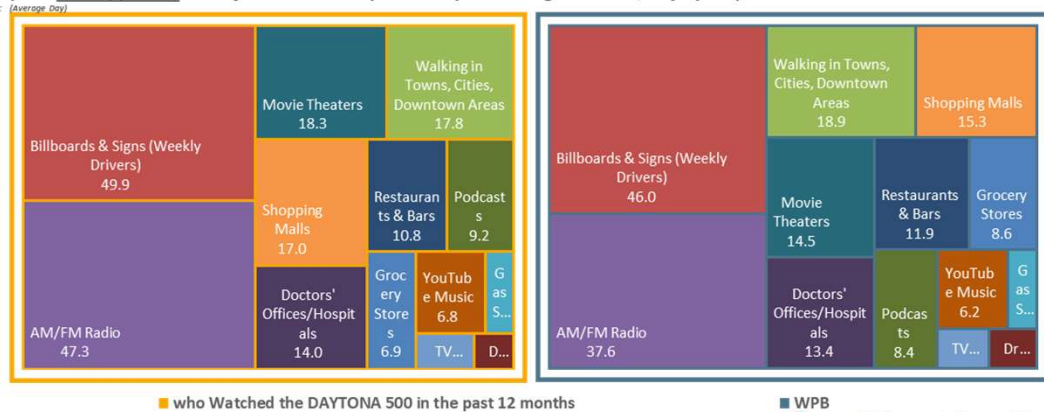
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 250
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Special TV sports programs watched past 12 months: Daytona 500

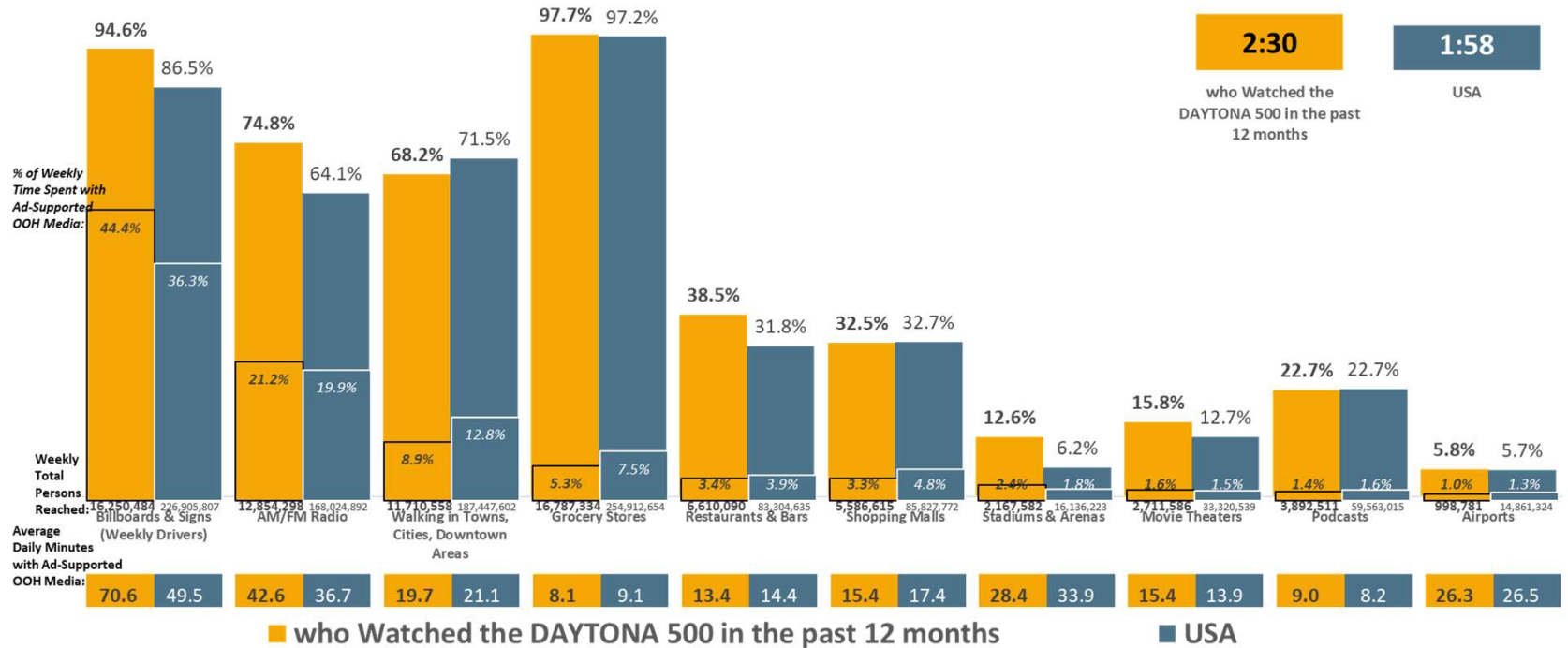


16,250,484 or 94.6% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 70.6 minutes per day driving, seeing Billboards and Signs representing 44.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Special TV sports programs watched past 12 months: Daytona 500

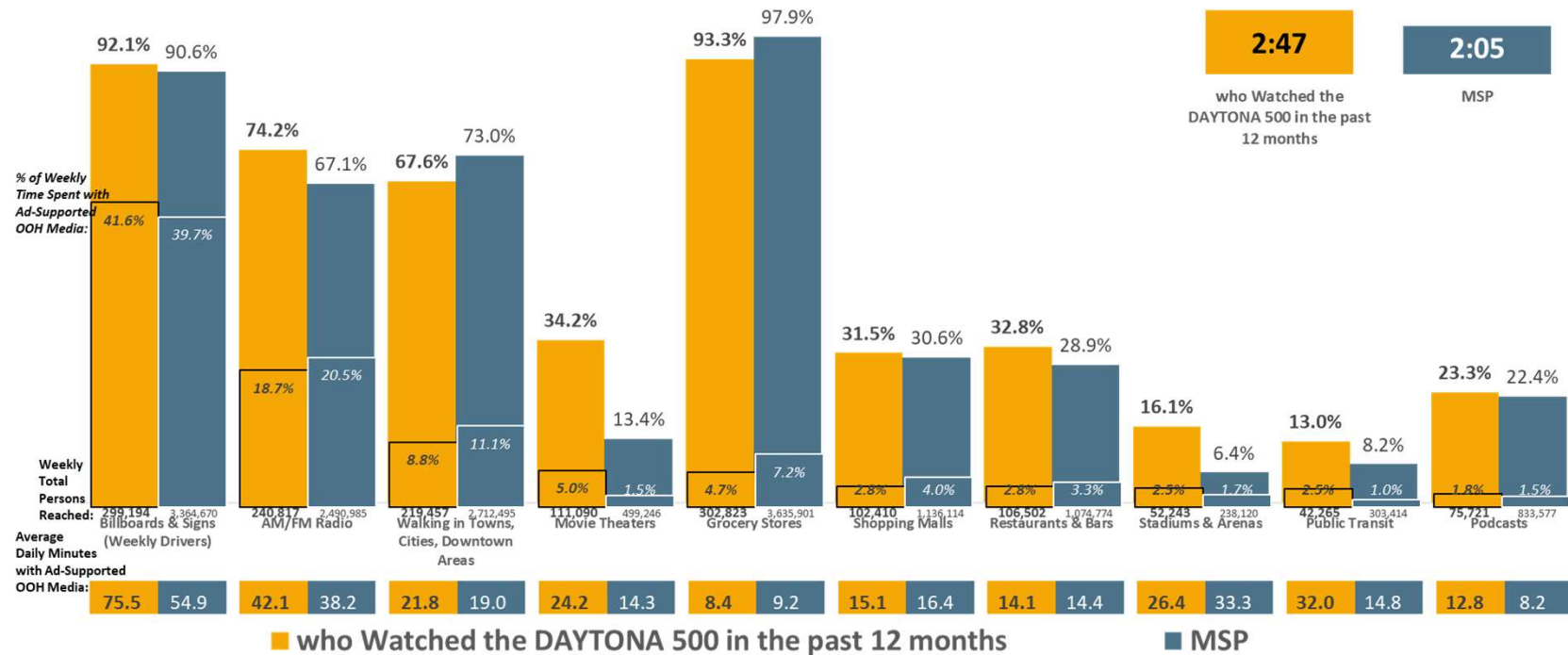


299,194 or 92.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 75.5 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 157 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024
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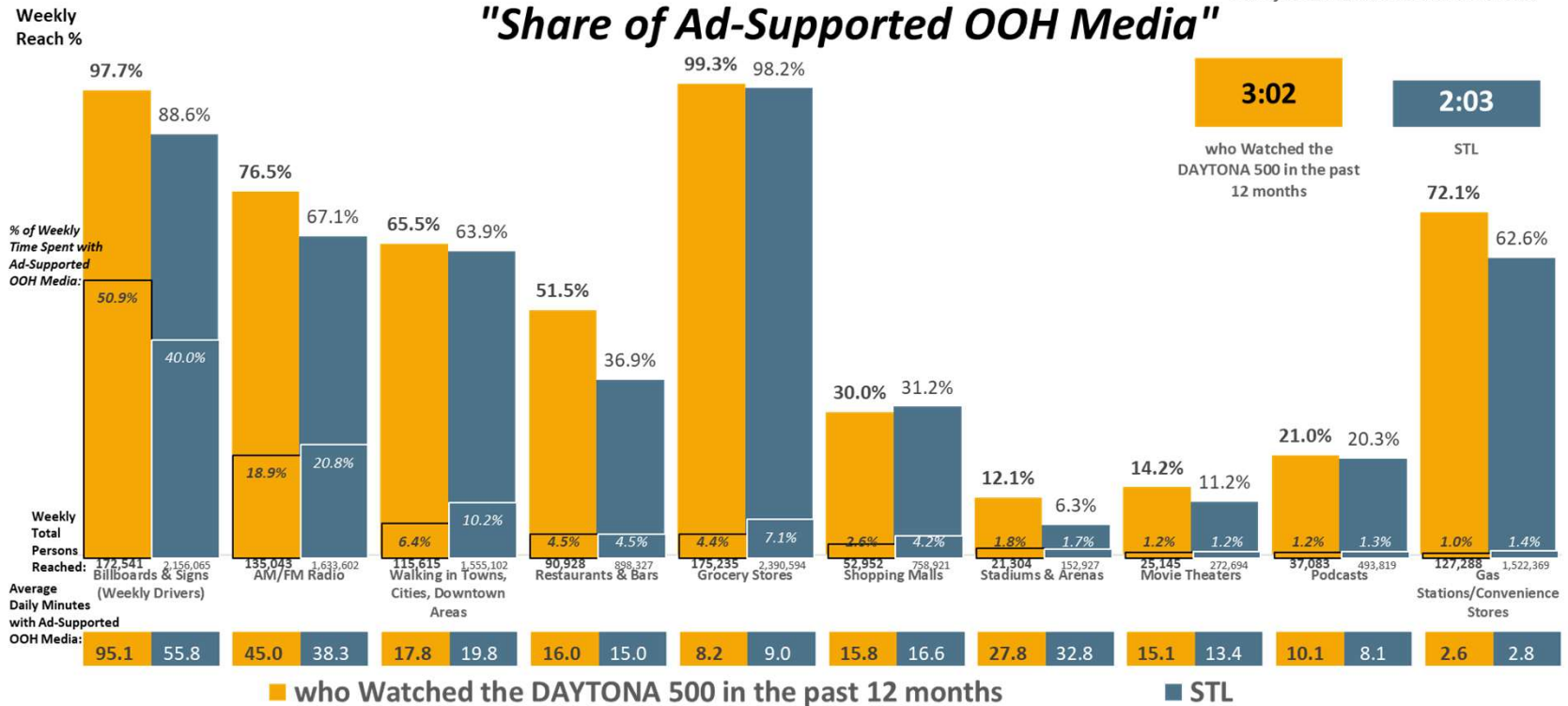
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



172,541 or 97.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 95.1 minutes per day driving, seeing Billboards and Signs representing 50.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

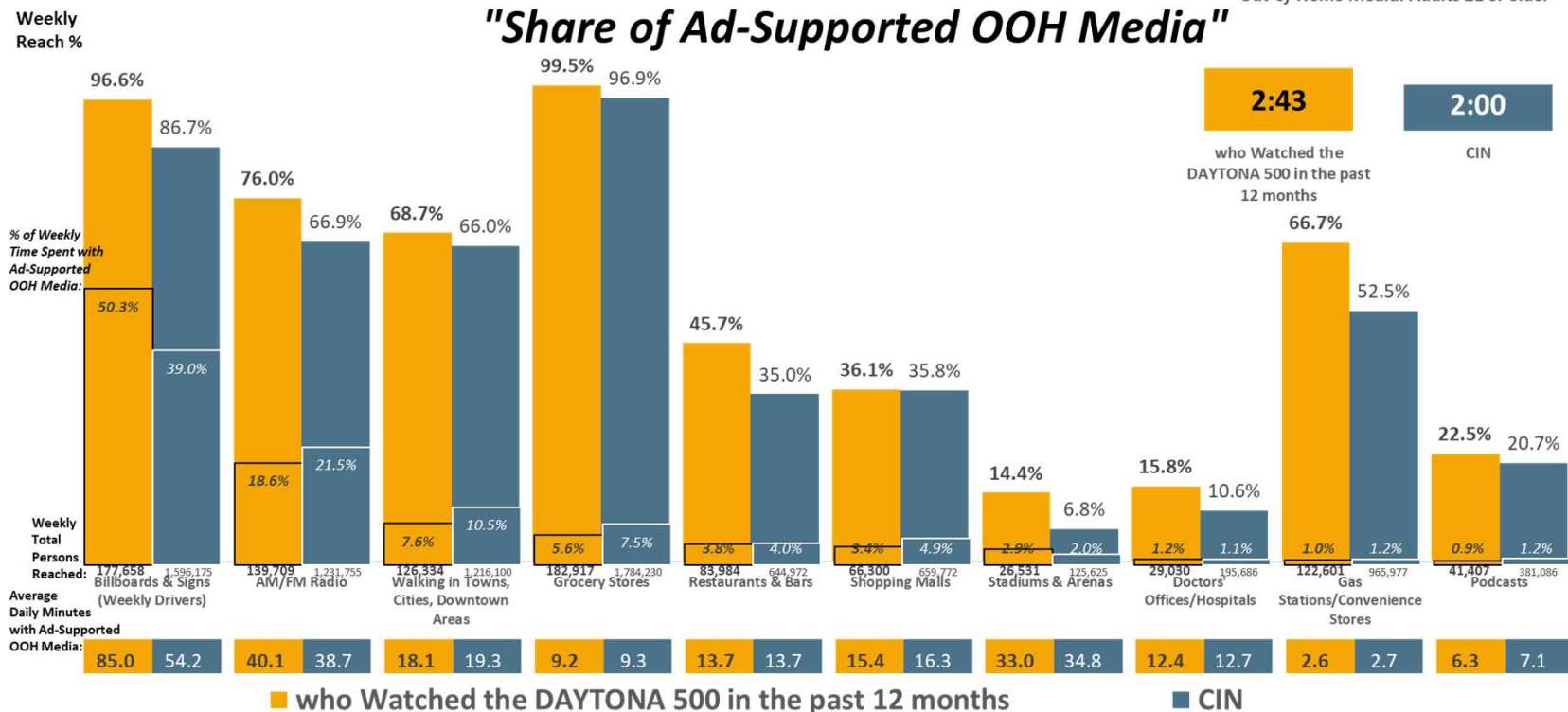
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



177,658 or 96.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 85. minutes per day driving, seeing Billboards and Signs representing 50.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 166 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977
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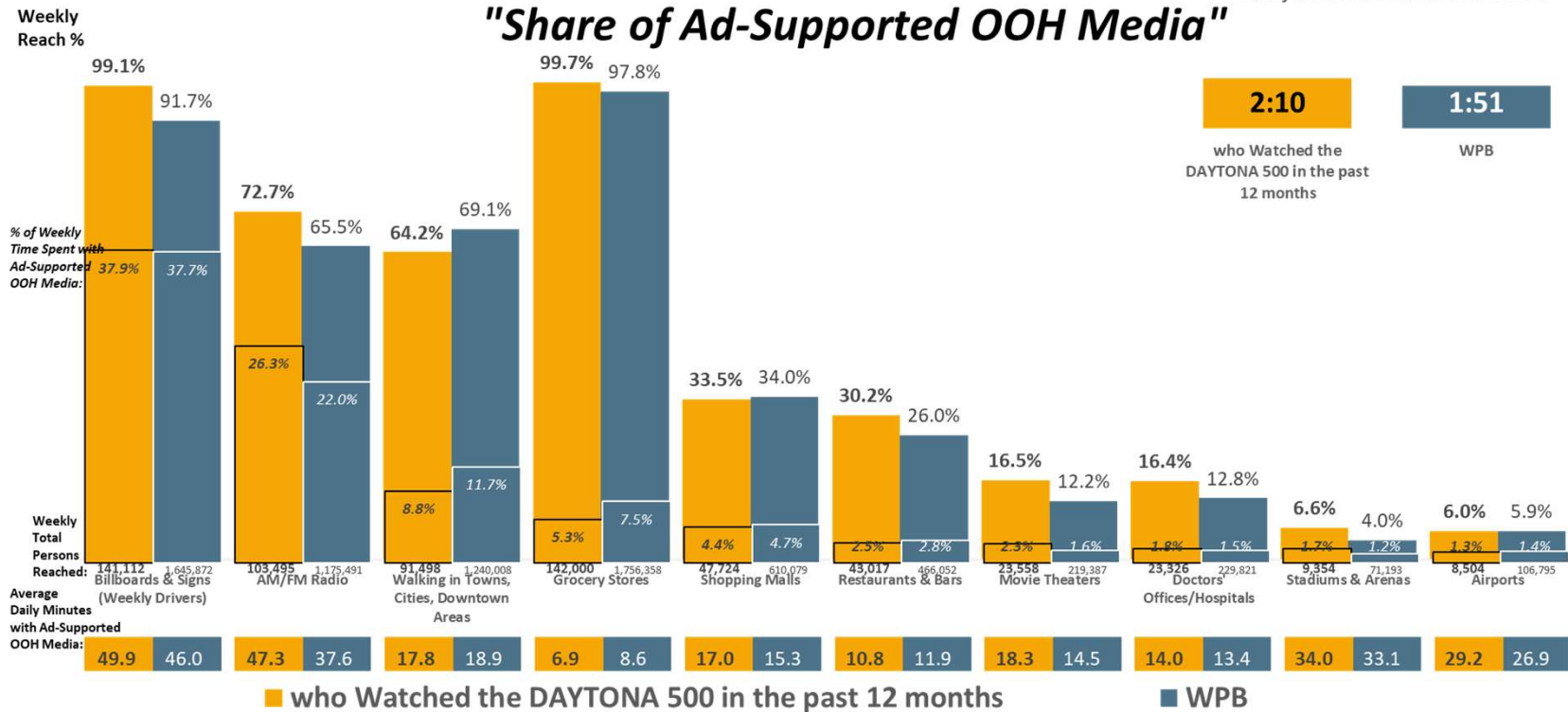
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



141,112 or 99.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 250 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593

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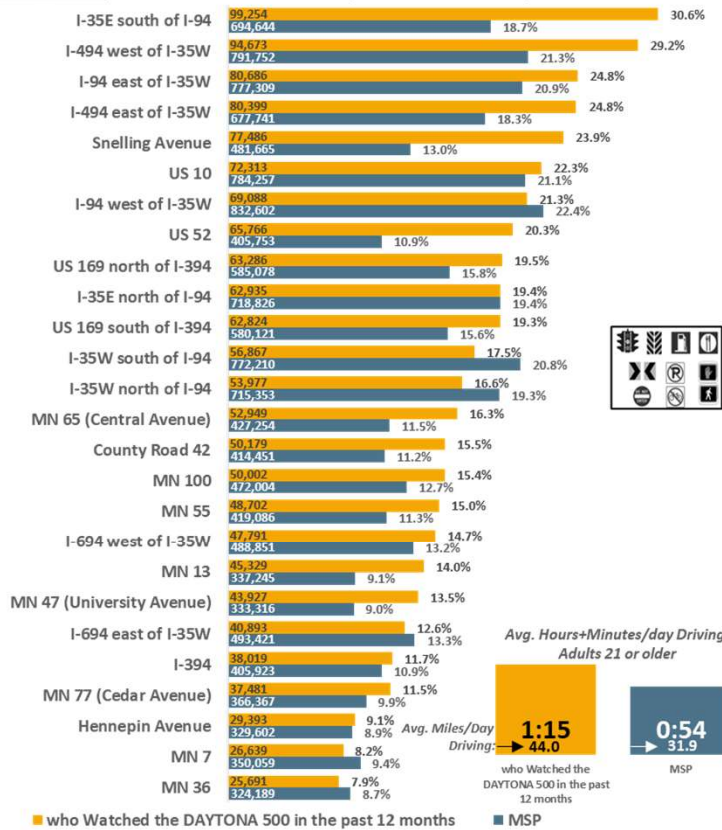
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

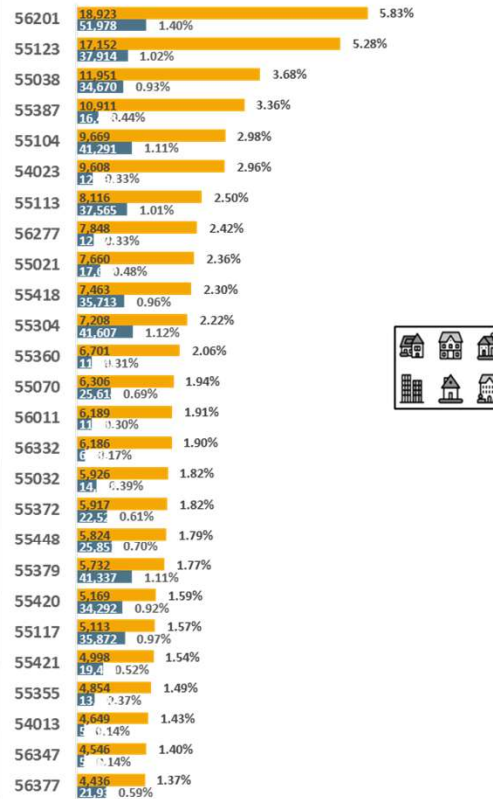


299,194 or 92.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 75.5 minutes per day driving an average of 44. miles each day and are 85.3% more likely to use US 52 than the Metro average.

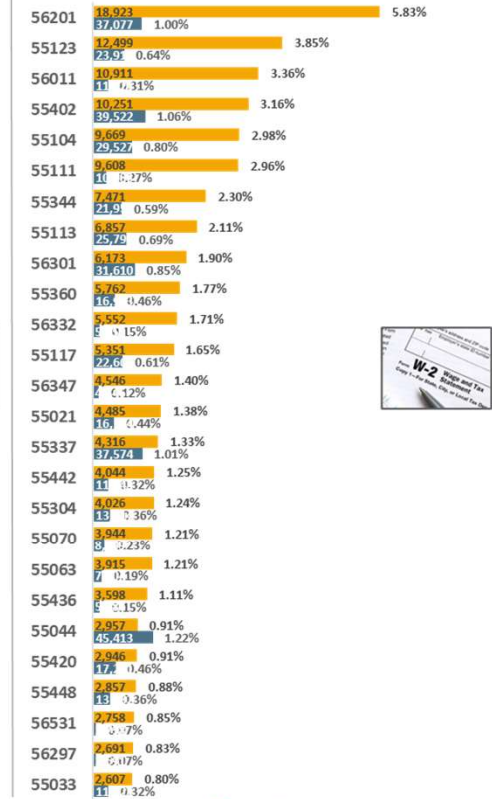
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



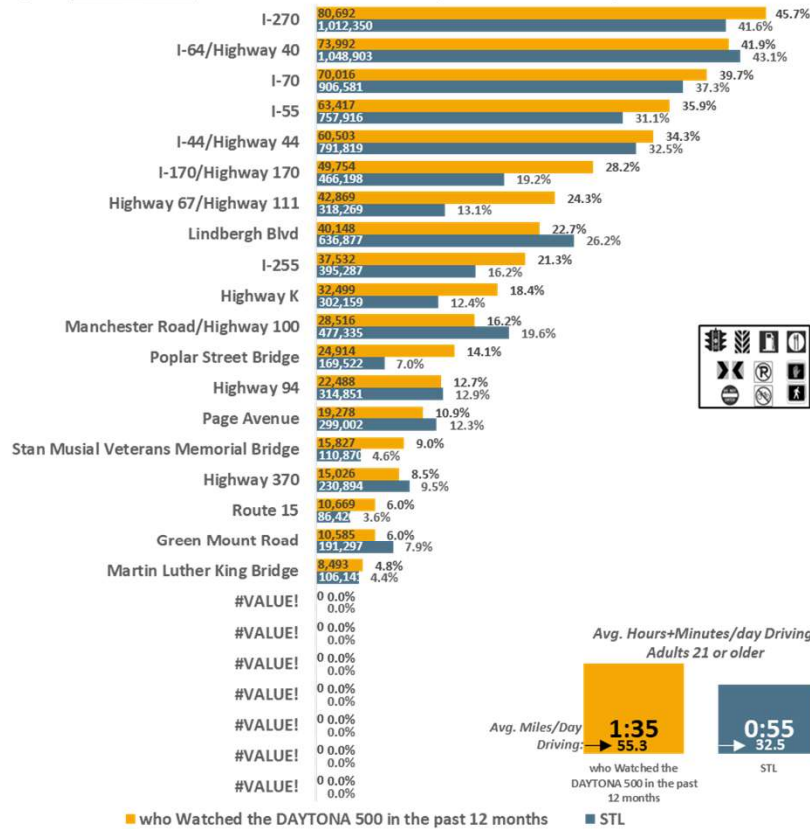
Top-26 Employment Zip Codes: Adults 21 or older



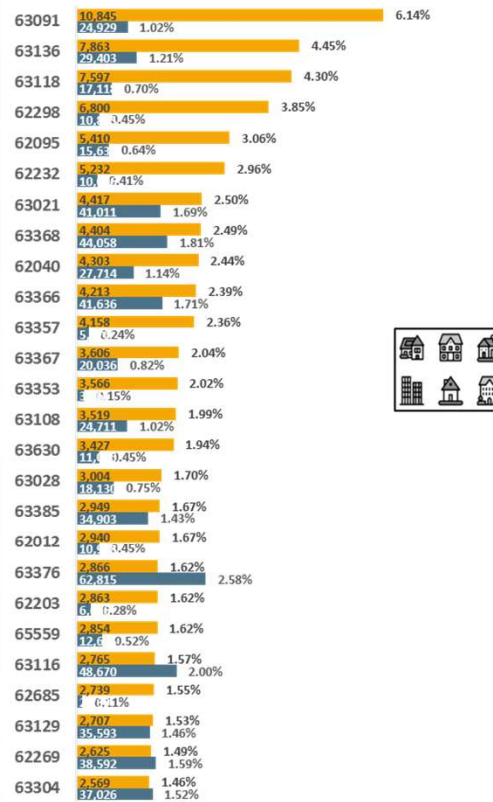


172,541 or 97.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 95.1 minutes per day driving an average of 55.3 miles each day and are 102.6% more likely to use Poplar Street Bridge than the Metro average.

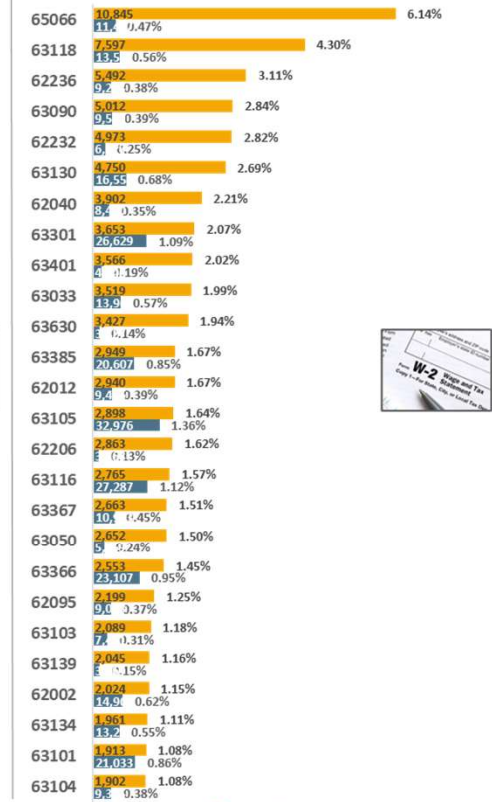
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



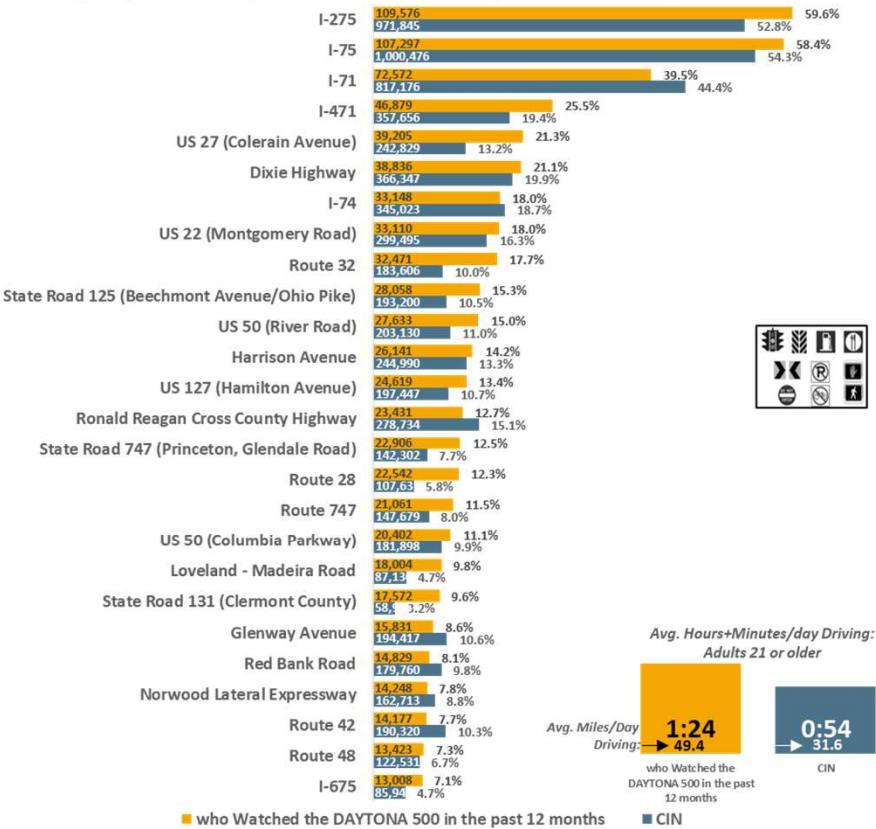
Top-26 Employment Zip Codes: Adults 21 or older



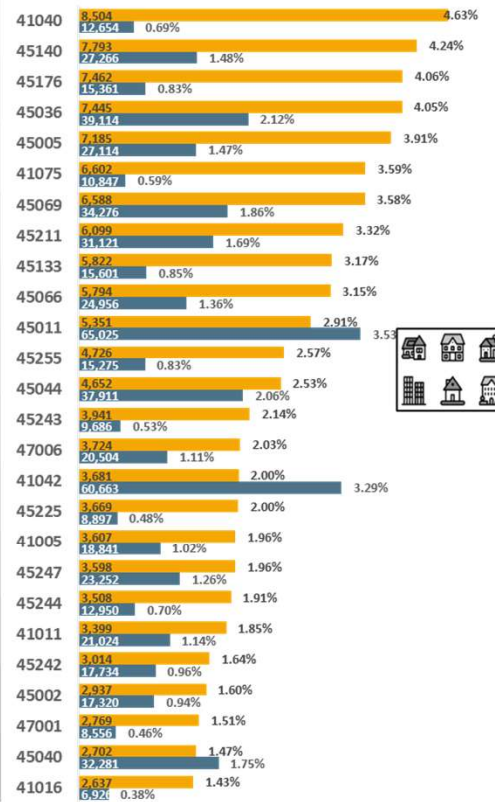


177,658 or 96.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 85. minutes per day driving an average of 49.4 miles each day and are 109.8% more likely to use Route 28 than the Metro average.

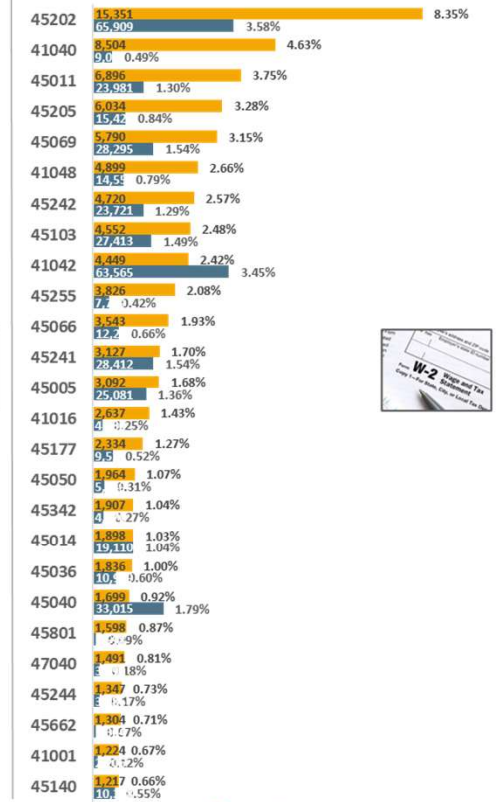
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



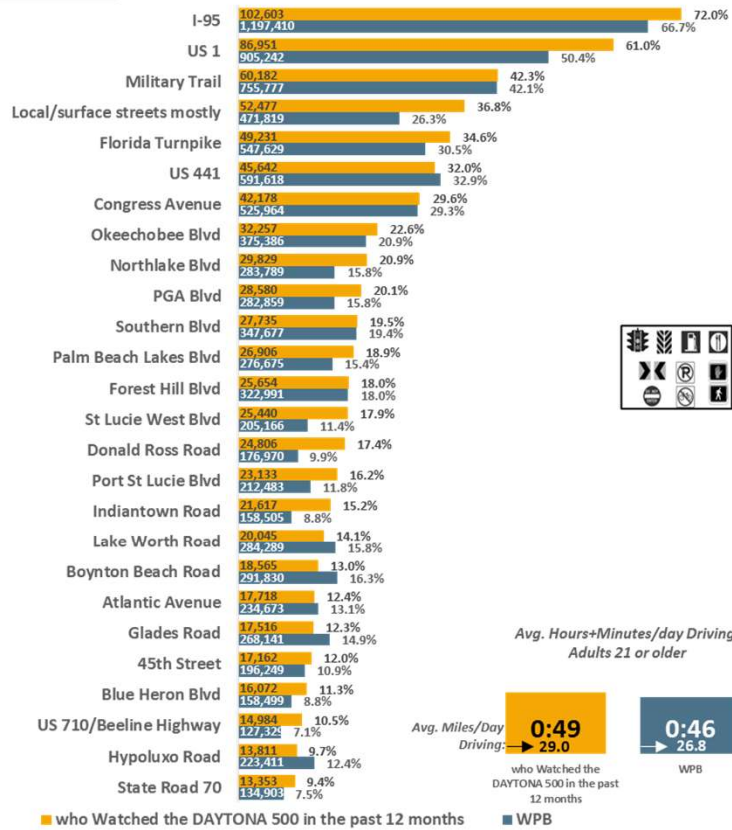
Top-26 Employment Zip Codes: Adults 21 or older



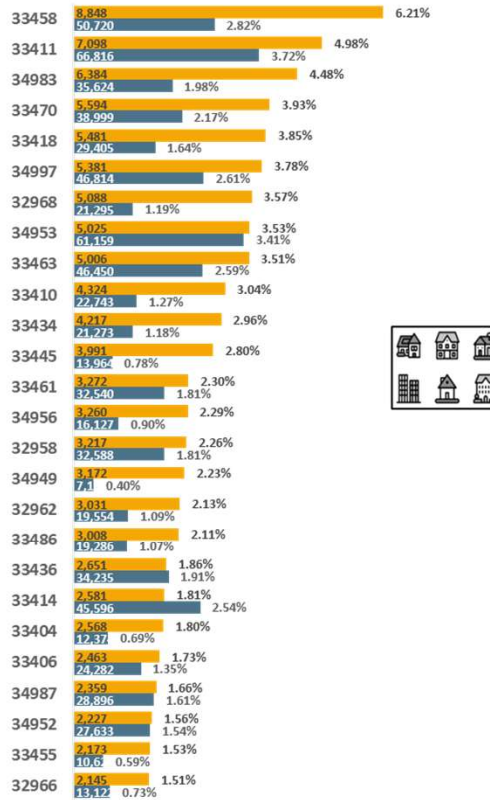


141,112 or 99.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 49.9 minutes per day driving an average of 29. miles each day and are 76.7% more likely to use Donald Ross Road than the Metro average.

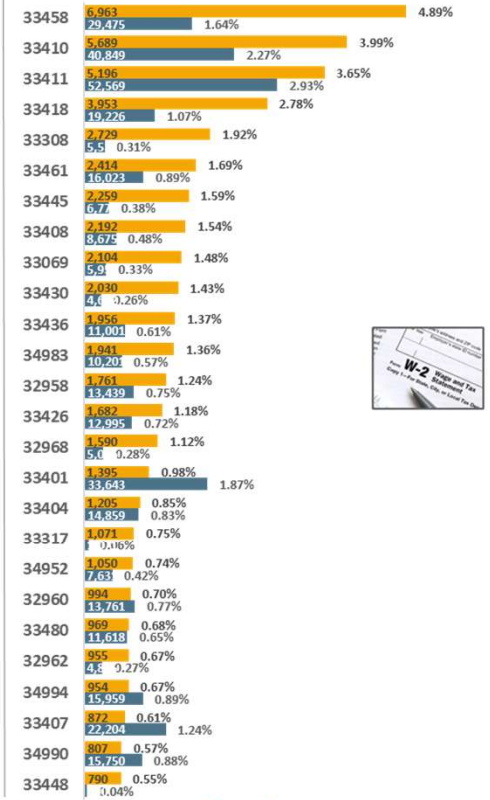
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



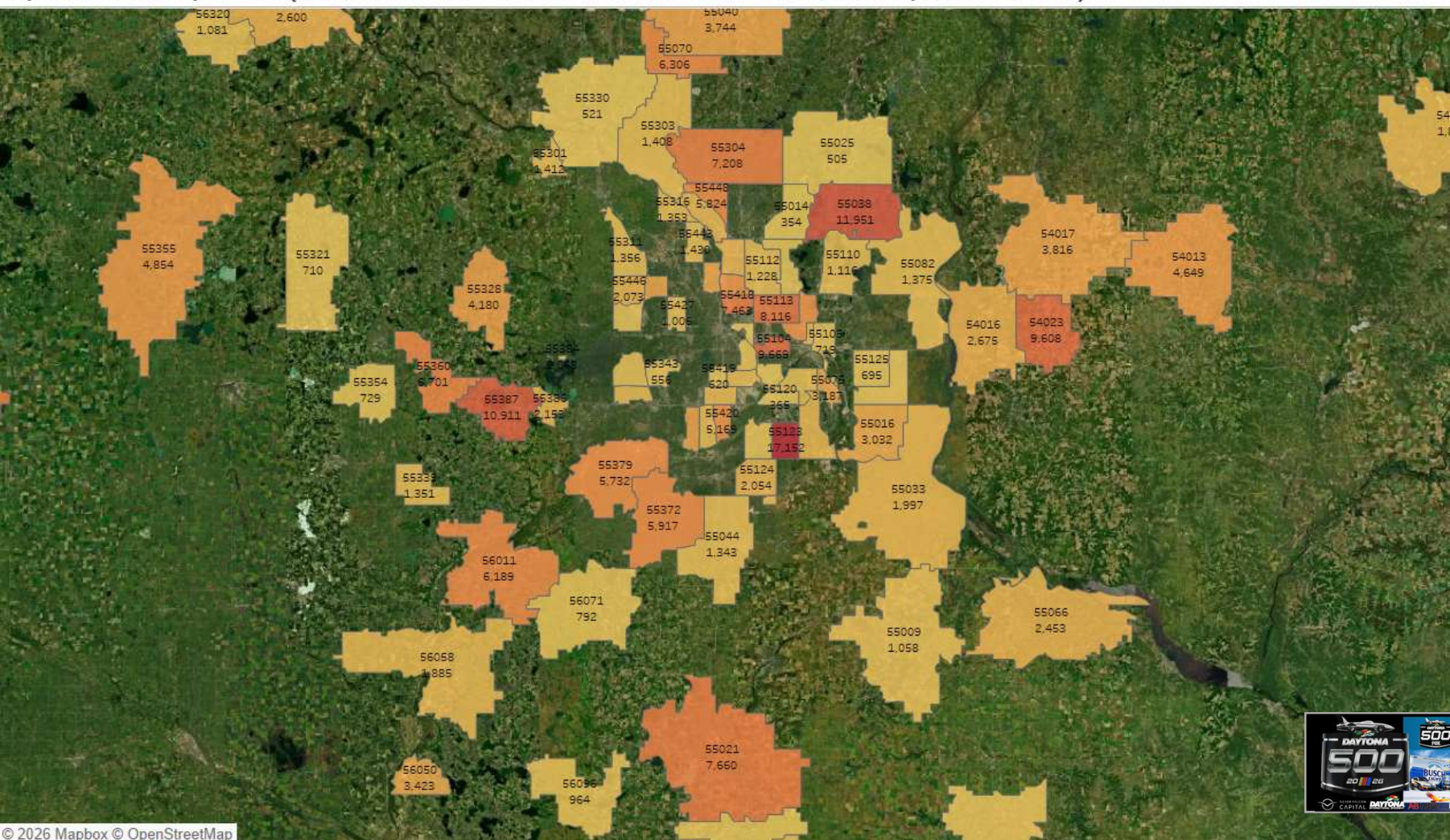
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)



SUM(Adults 21 or older ...



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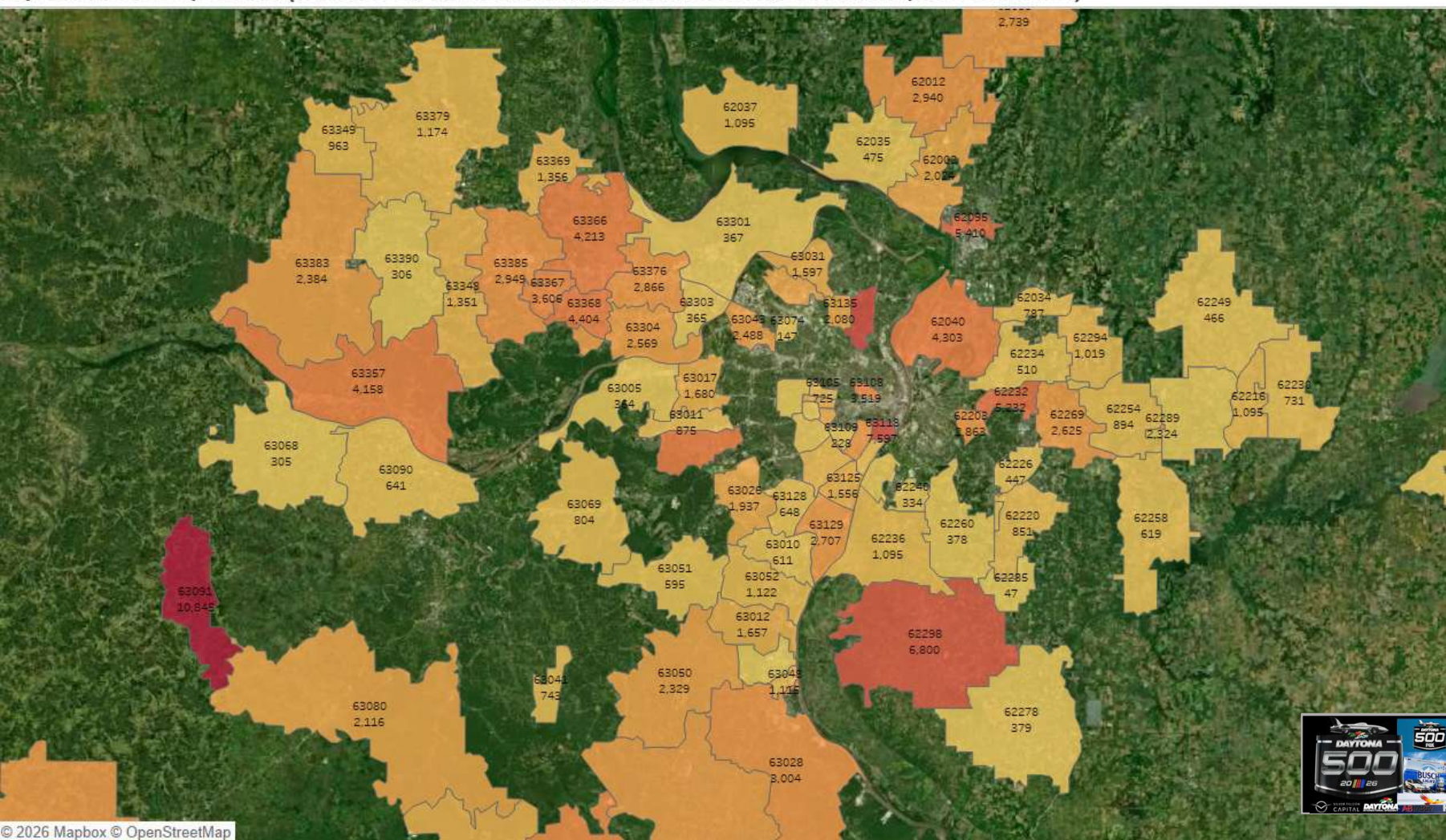
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 157

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Special TV sports programs watched past 12 months: Daytona 500

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Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)



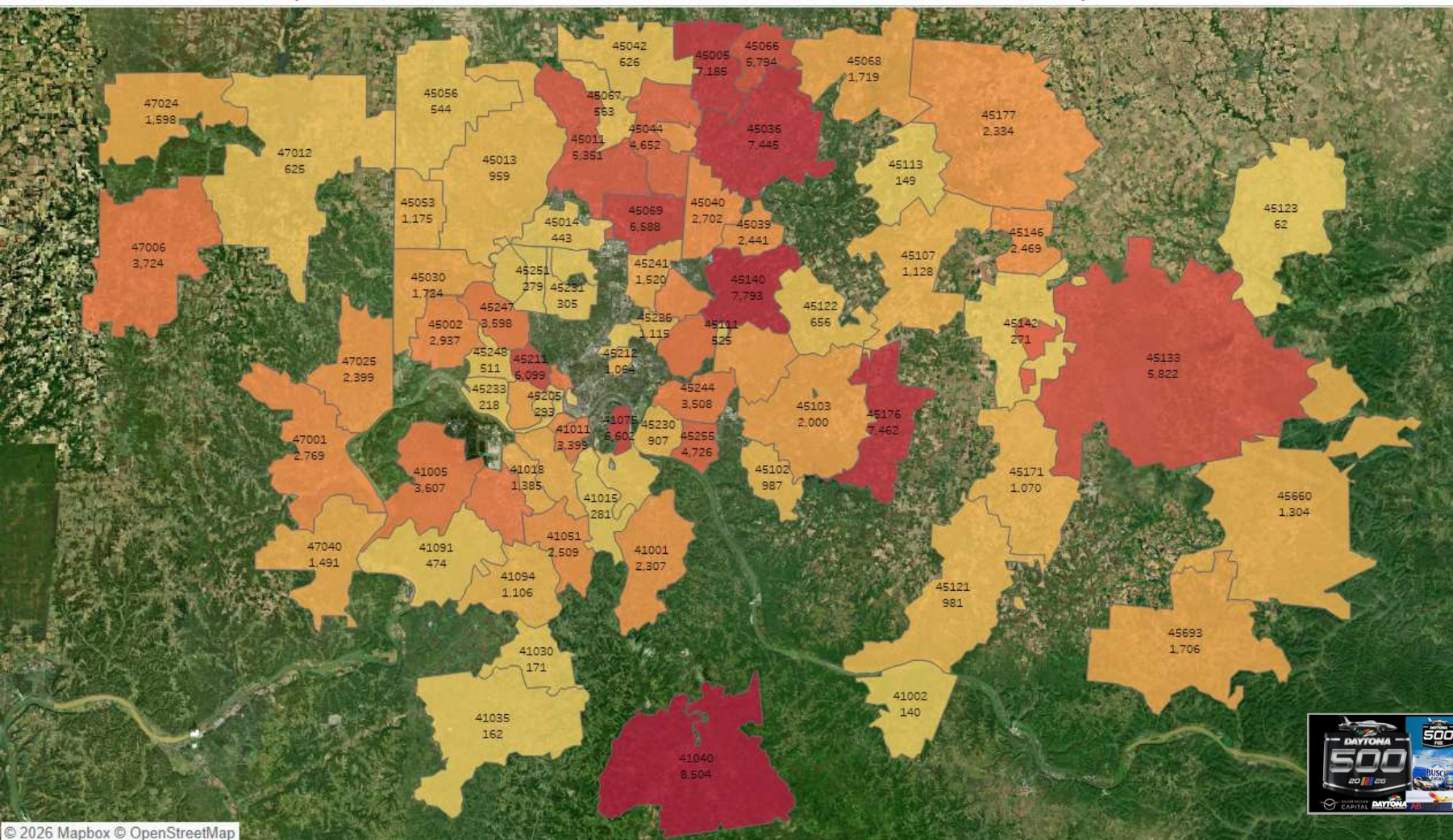
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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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Special TV sports programs watched past 12 months: Daytona 500

soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)



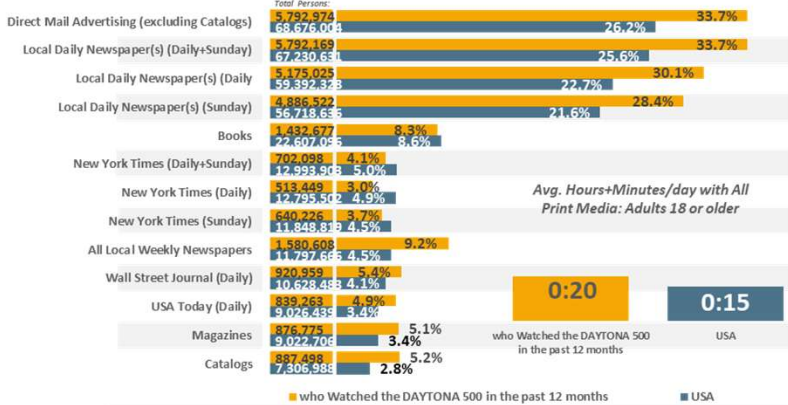
SUM(Adults 21 or older ...





5,792,169 or 33.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 37.1% of all time spent daily with All forms of Print Media.

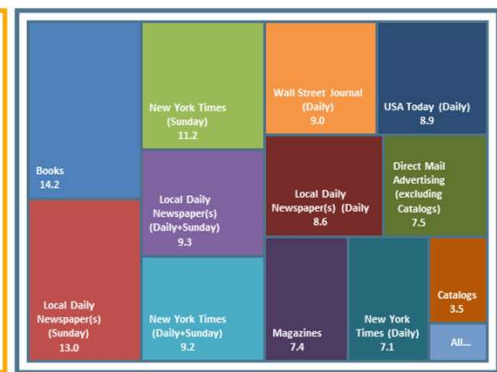
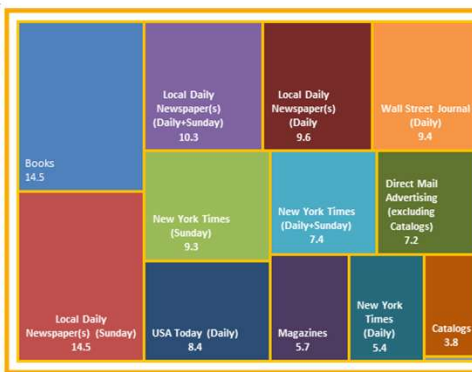
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



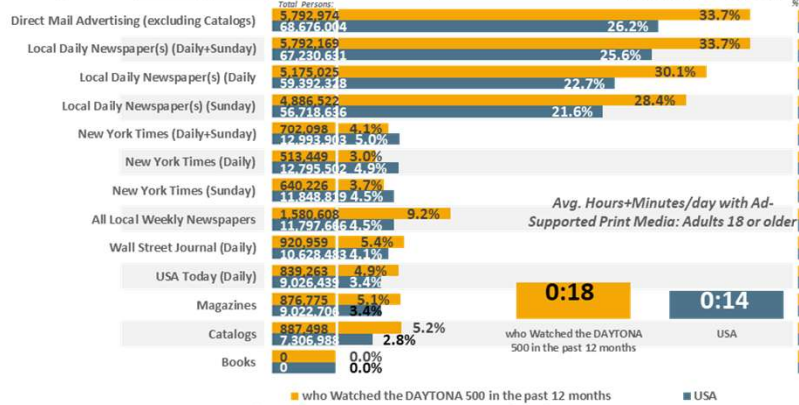
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older



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



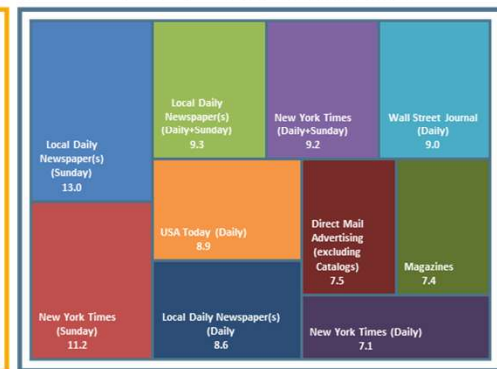
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



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





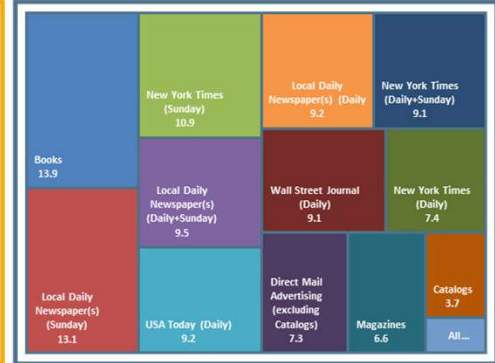
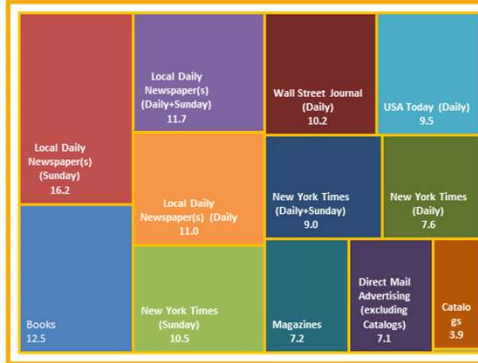
120,334 or 37.1% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

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

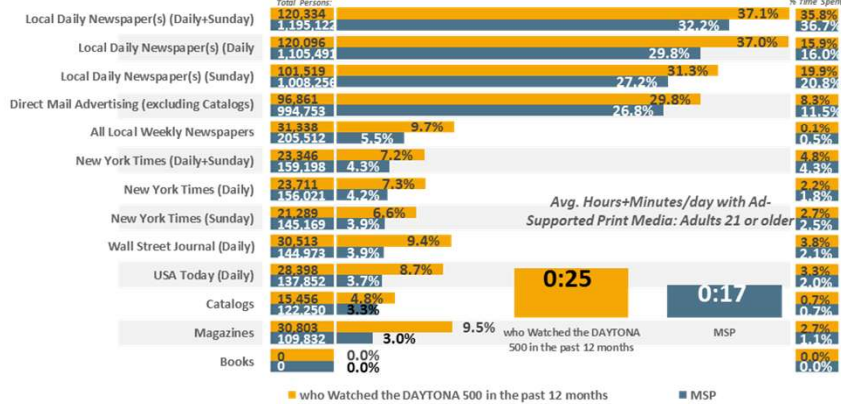


Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

0:26 0:18

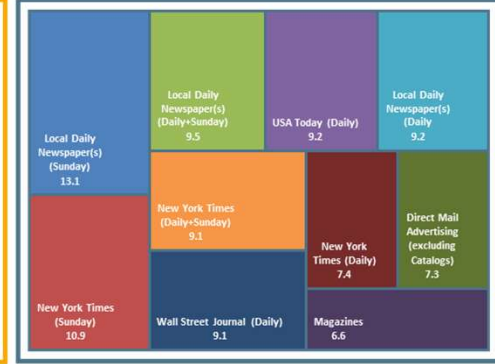
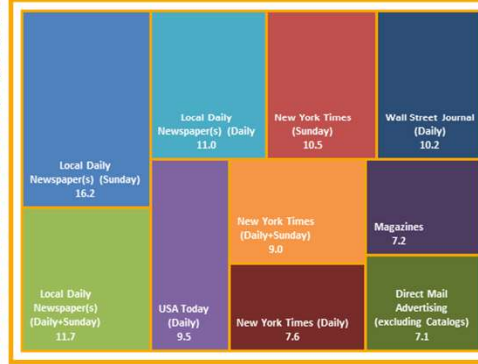


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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

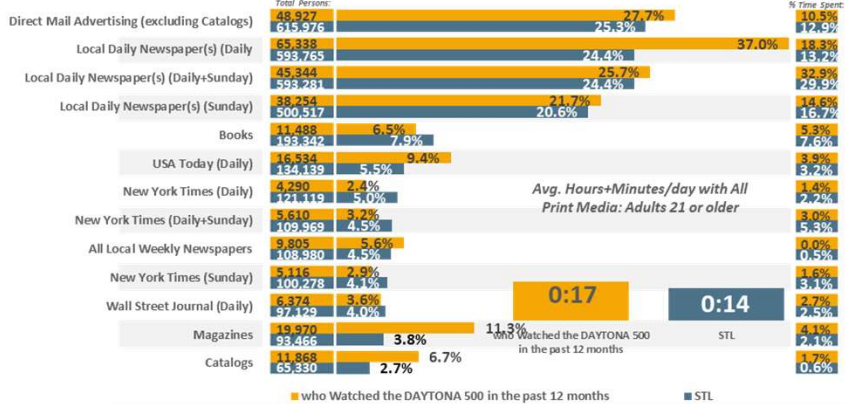
0:25 0:17





45,344 or 25.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 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 21 or older

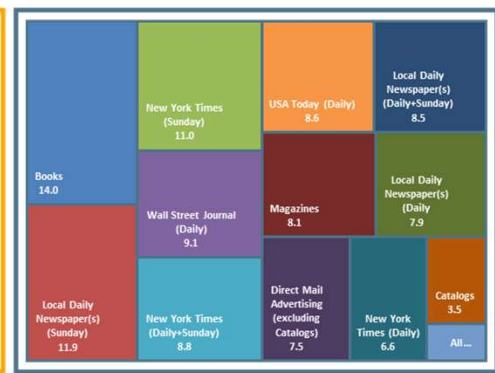
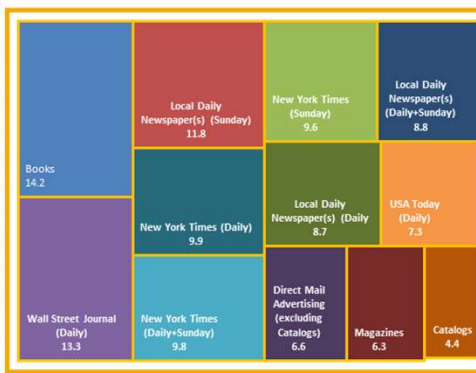


Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

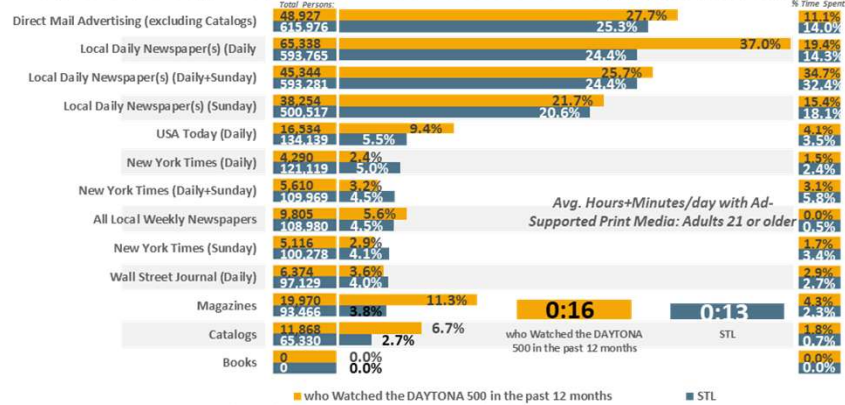
0:17

0:14

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



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

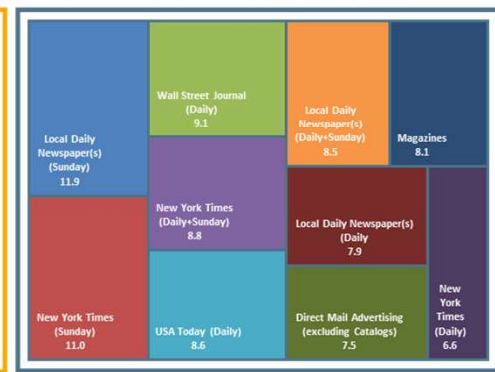
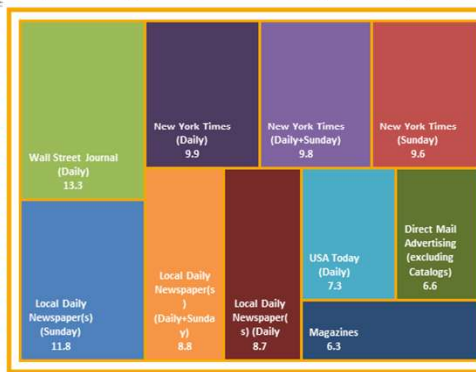


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

0:16

0:13

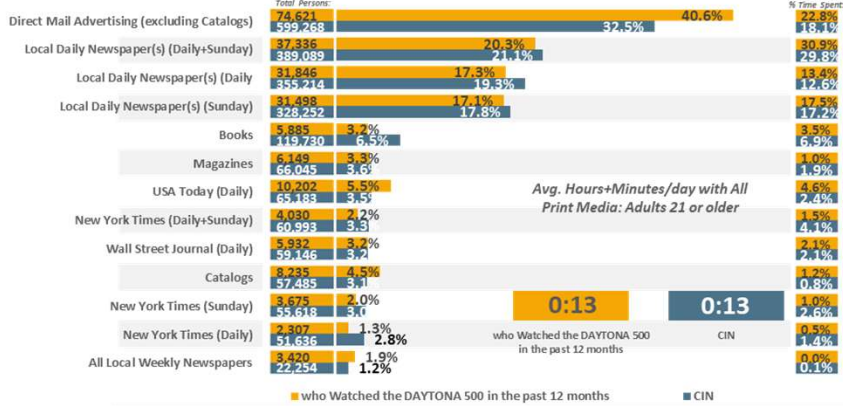
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



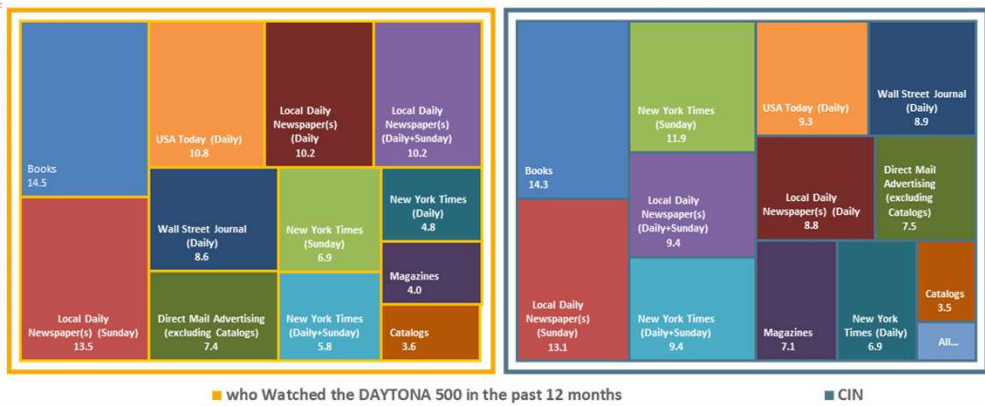


37,336 or 20.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 32.0% of all time spent daily with All forms of Print Media.

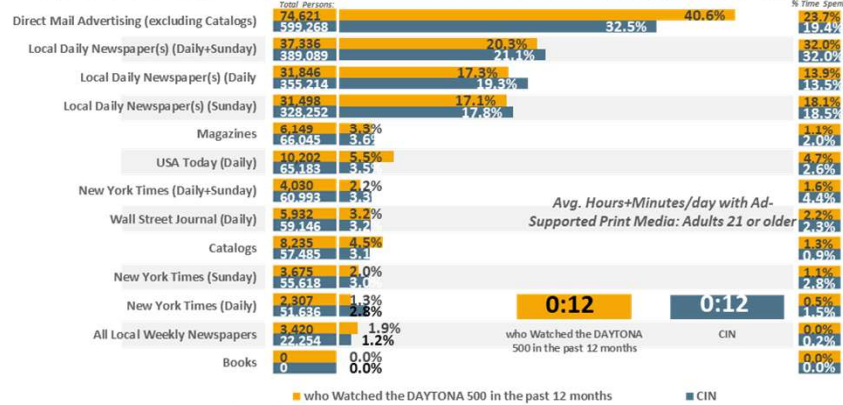
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



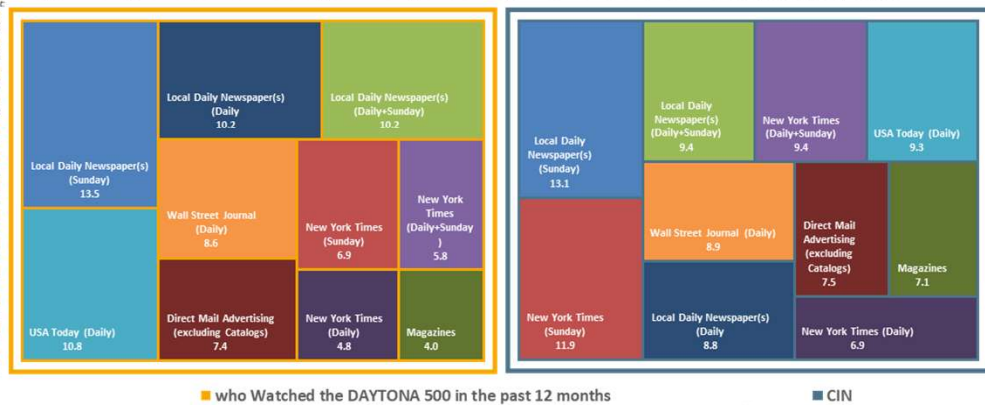
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



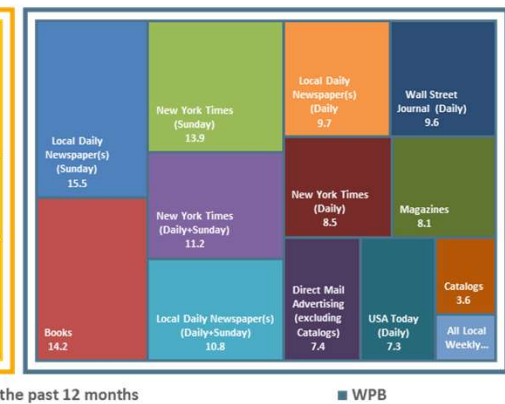
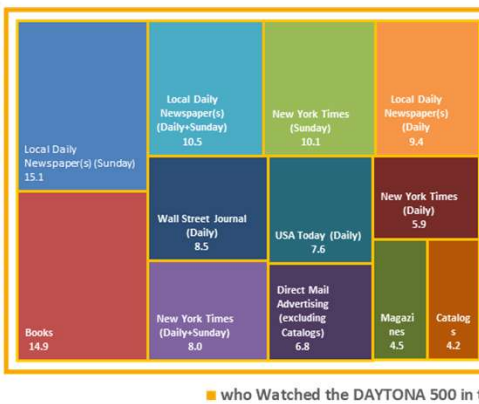
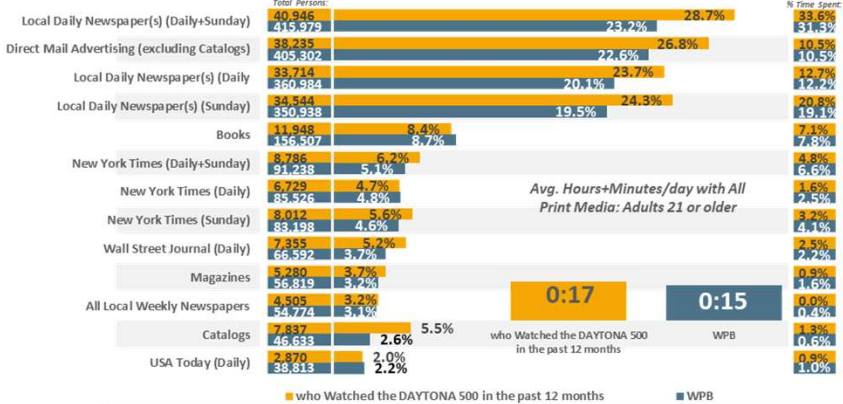
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



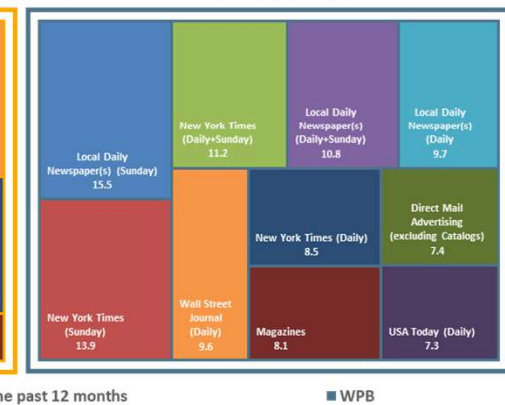
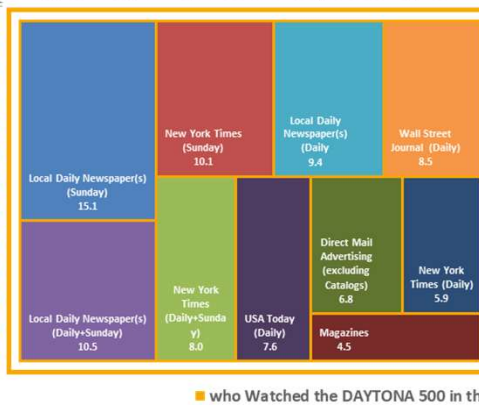
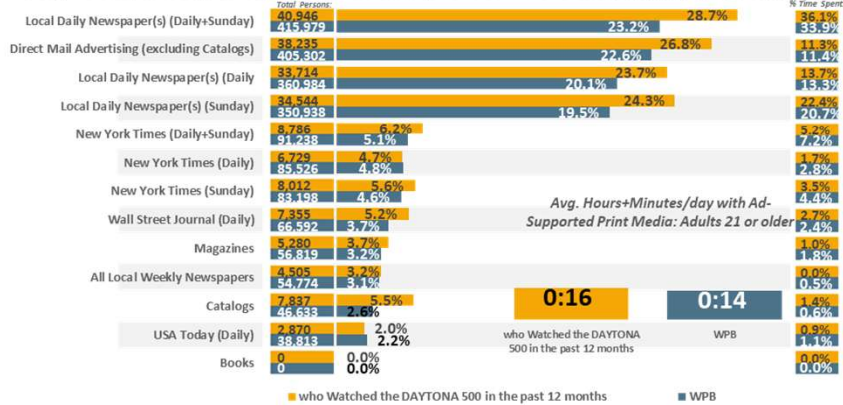


40,946 or 28.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

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



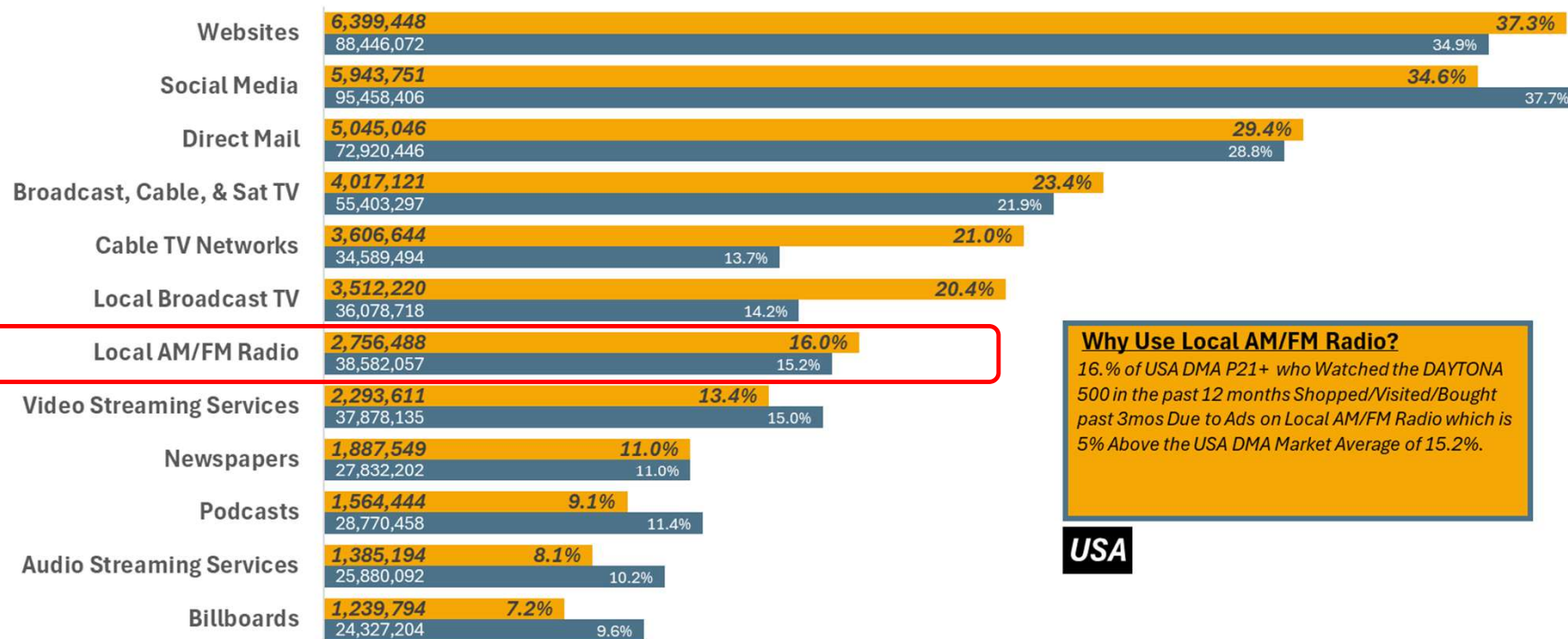
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16. % of USA DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 15.2%.

USA

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 1609
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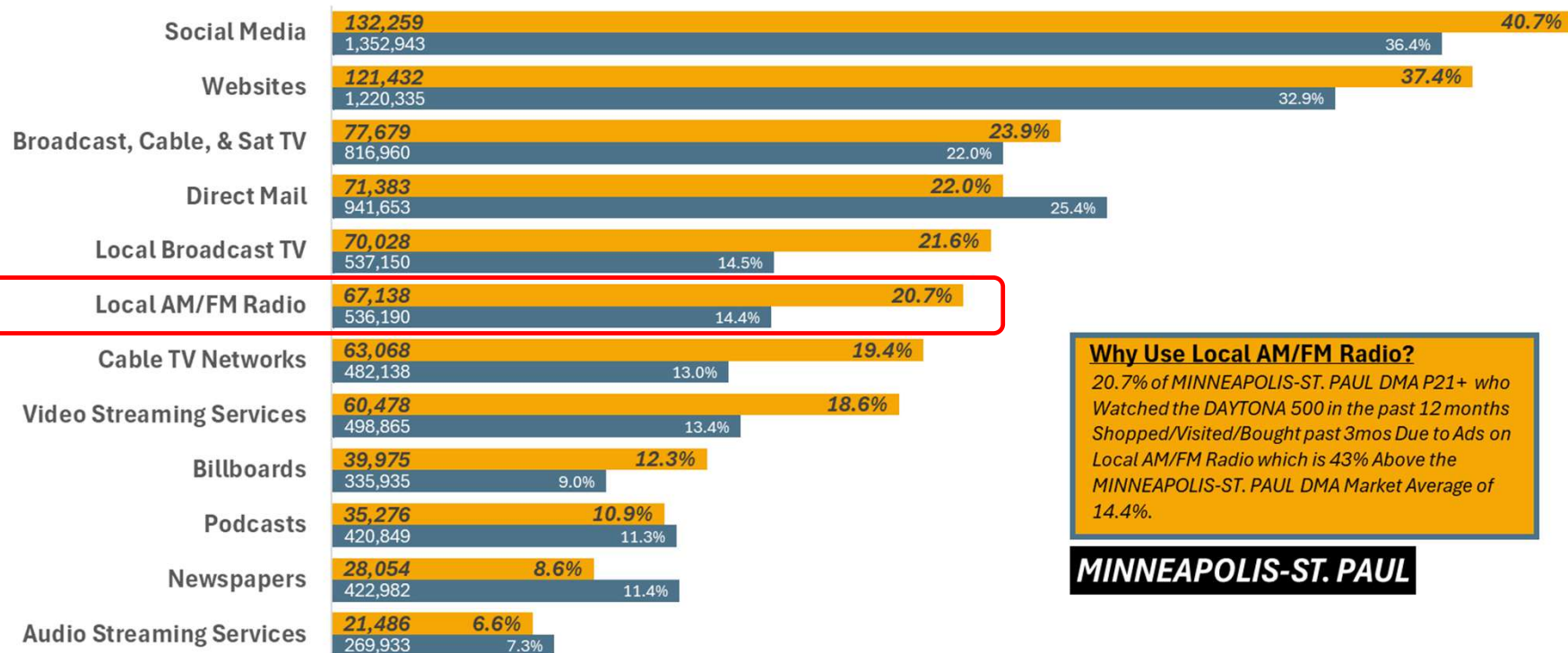
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.7% of MINNEAPOLIS-ST. PAUL DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.4%.

MINNEAPOLIS-ST. PAUL

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 157
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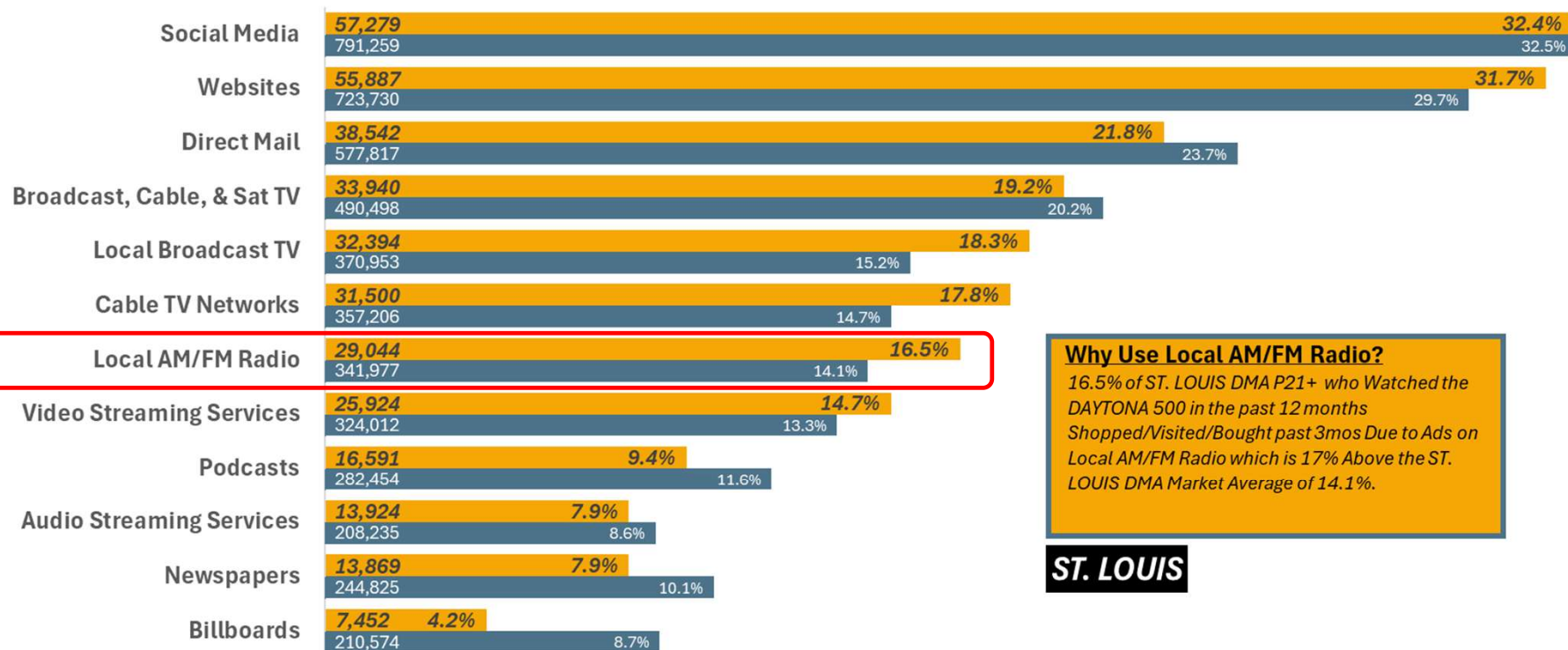
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of ST. LOUIS DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the ST. LOUIS DMA Market Average of 14.1%.

ST. LOUIS

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 149
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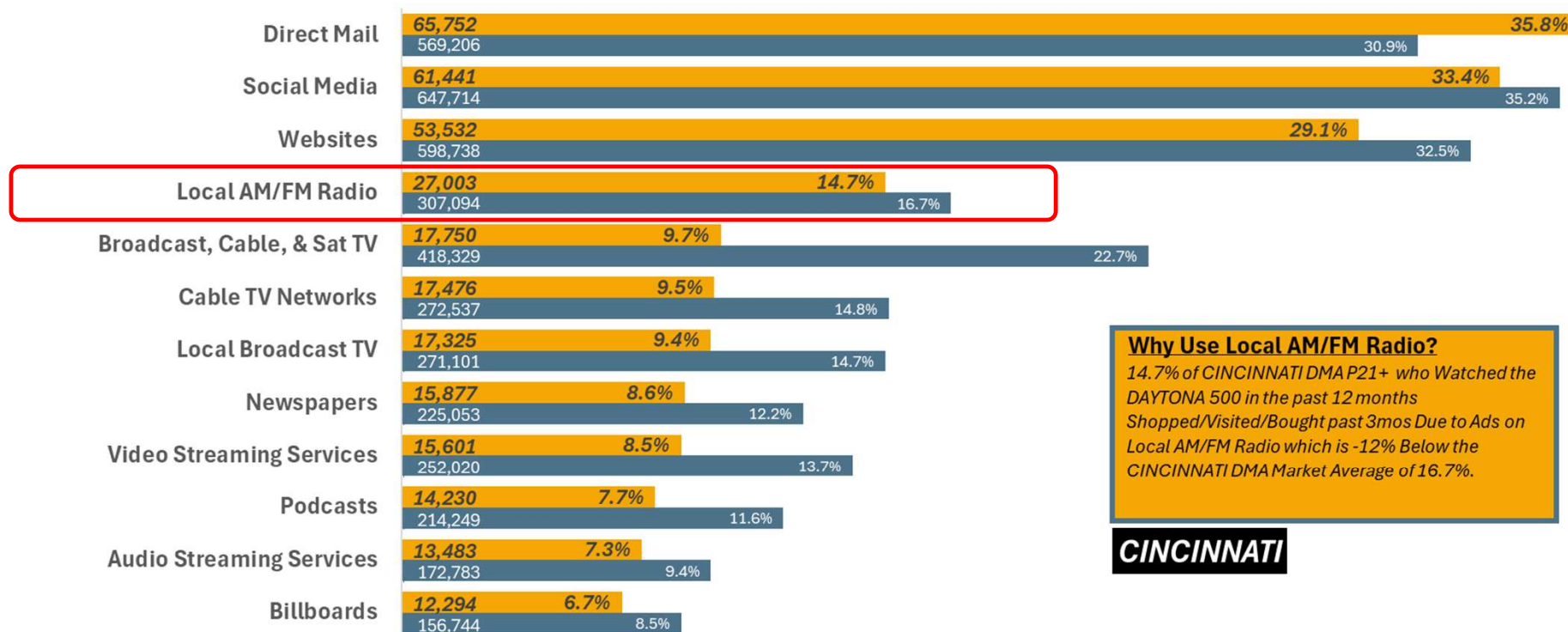
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.7% of CINCINNATI DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the CINCINNATI DMA Market Average of 16.7%.

CINCINNATI

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 166

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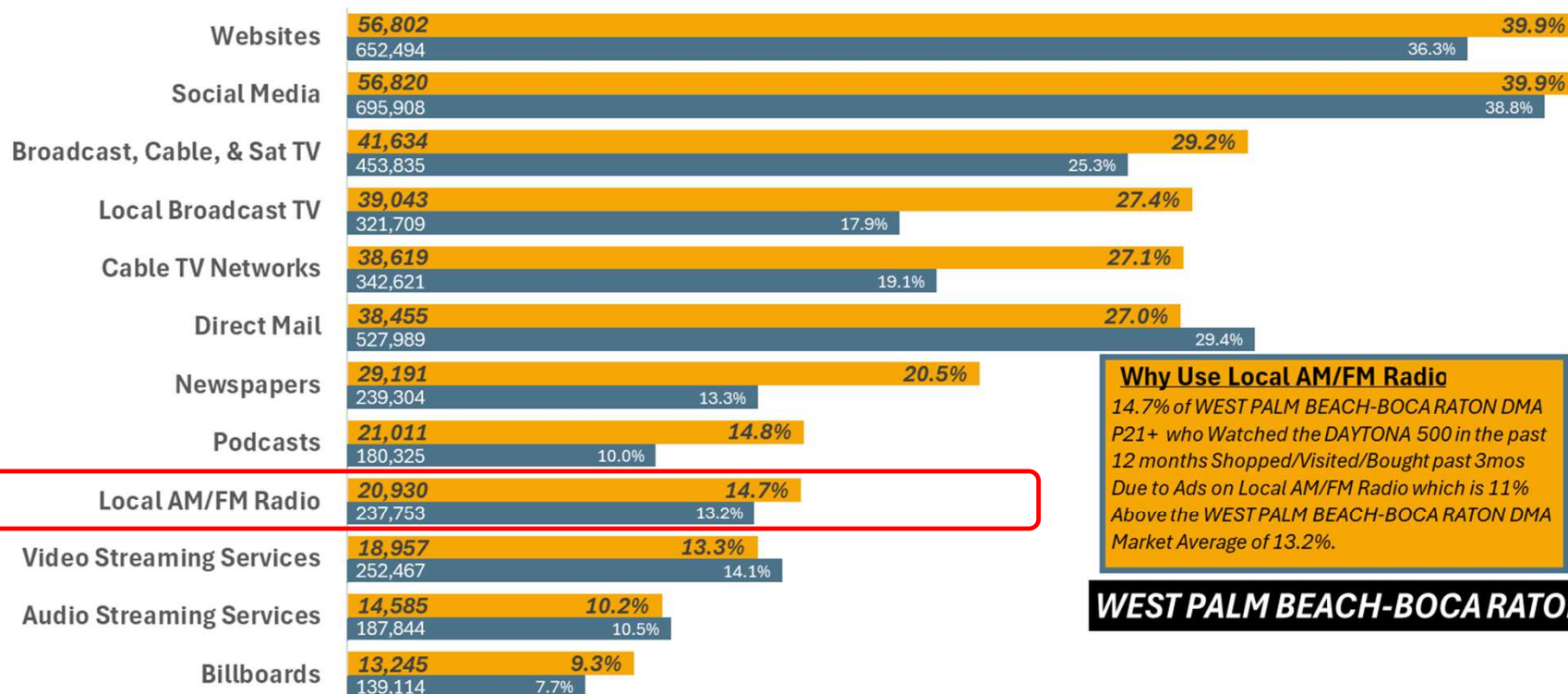
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

**P21+ who Watched the DAYTONA 500 in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

14.7% of WEST PALM BEACH-BOCA RATON DMA
P21+ who Watched the DAYTONA 500 in the past
12 months Shopped/Visited/Bought past 3mos
Due to Ads on Local AM/FM Radio which is 11%
Above the WEST PALM BEACH-BOCA RATON DMA
Market Average of 13.2%.

WEST PALM BEACH-BOCA RATON

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 250

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Special TV sports programs watched past 12 months: Daytona 500