

**USA+4 More DMAs – P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions!**

# Complete Demographic & Media Use Profiles

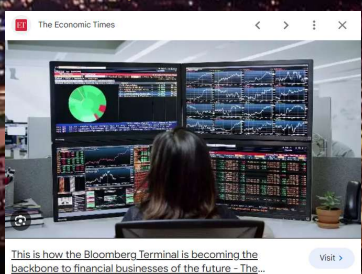


Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P25-64 who Participated in Company Purchasing Decisions for Business Travel/Conventions in the past 12 months as of **March 31, 2026.**

**LAS Vegas**  
CONVENTION AND VISITORS AUTHORITY



**P25-64**



**Vanguard BlackRock**

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

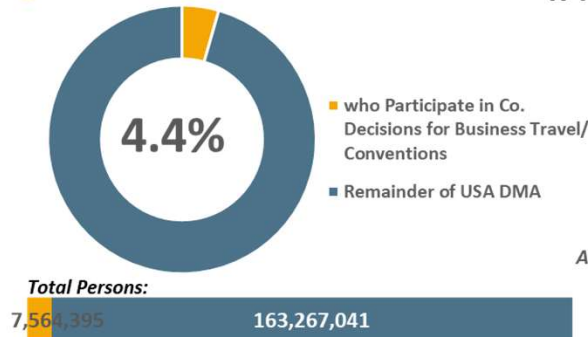
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



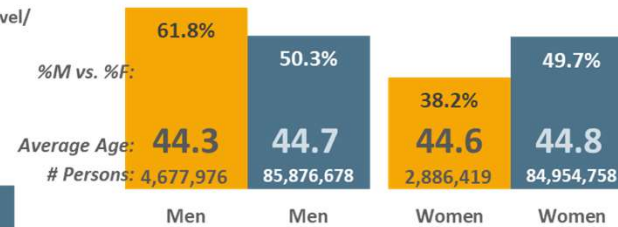


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.  
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 44.4 years old  
 (.6% younger than average) and have a \$184,234 (46.8% higher than average) annual household income.

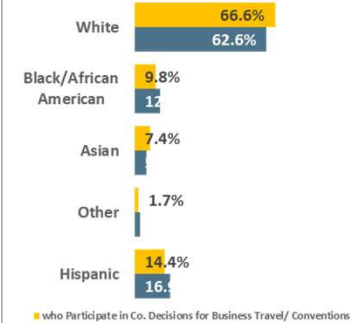
## Percent of Market: Adults 25 - 64



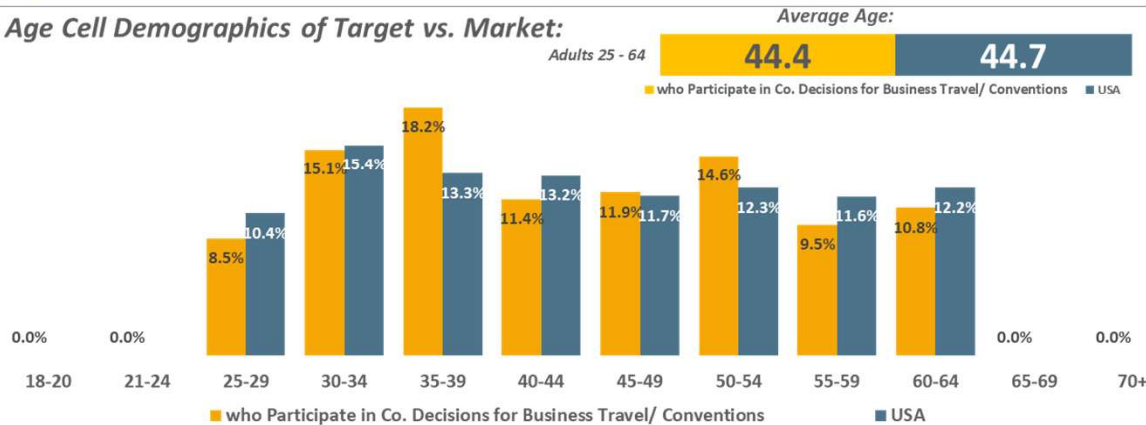
## Gender of Target vs. Market: Adults 25 - 64



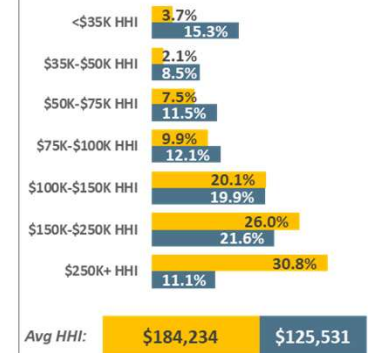
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:







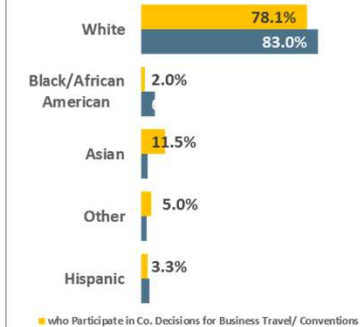
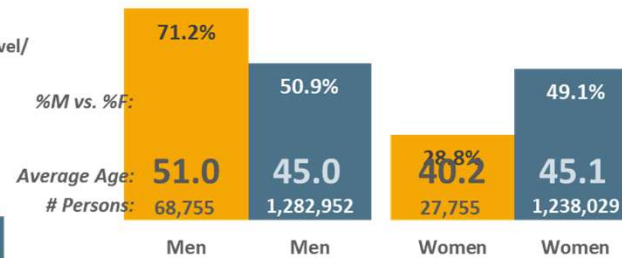
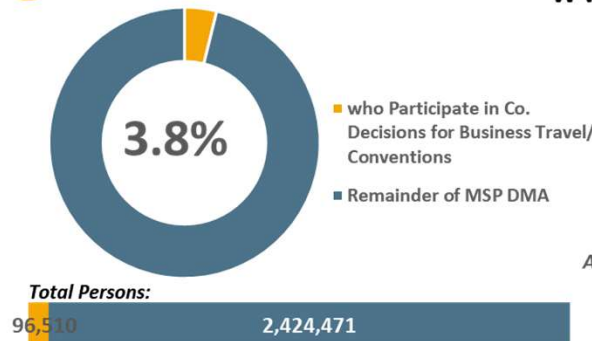
3.8% or 96,510 of MSP DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.  
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 47.9 years old  
 (6.4% older than average) and have a \$191,120 (50.3% higher than average) annual household income.

## Percent of Market: Adults 25 - 64

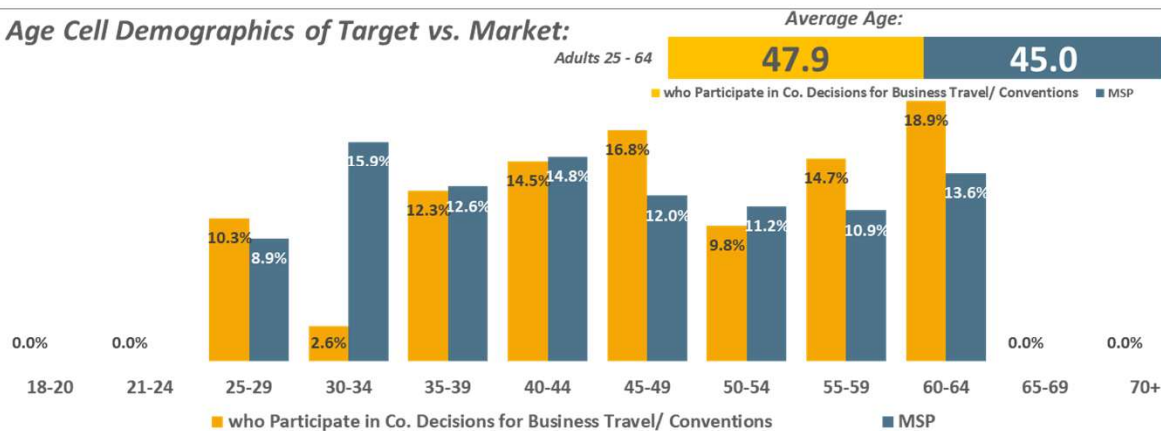


## Gender of Target vs. Market: Adults 25 - 64

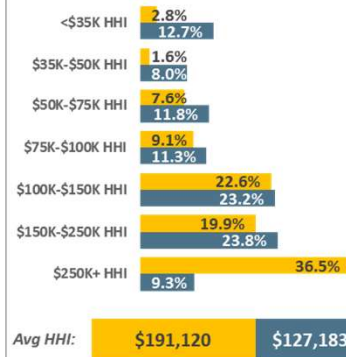
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



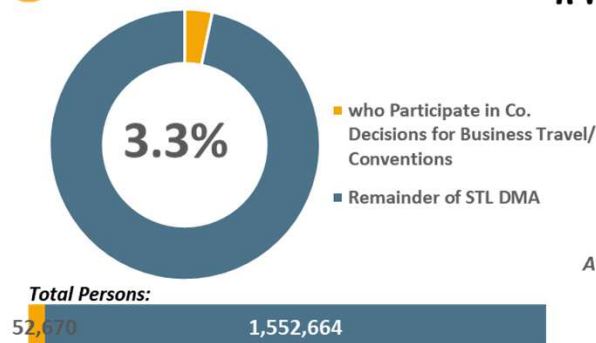
## HHI of Target vs. Market:



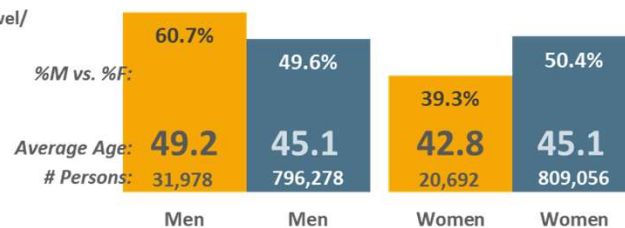


3.3% or 52,670 of STL DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.  
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 46.7 years old  
 (3.5% older than average) and have a \$149,858 (34.5% higher than average) annual household income.

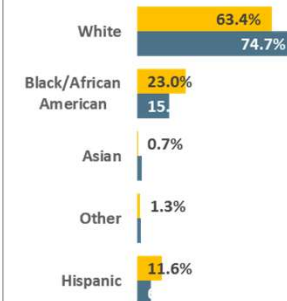
## Percent of Market: Adults 25 - 64



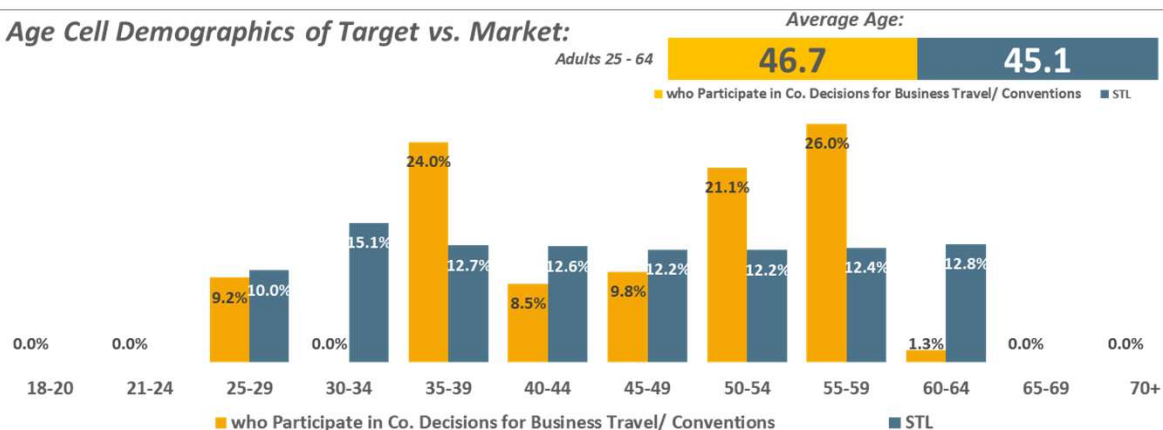
## Gender of Target vs. Market: Adults 25 - 64



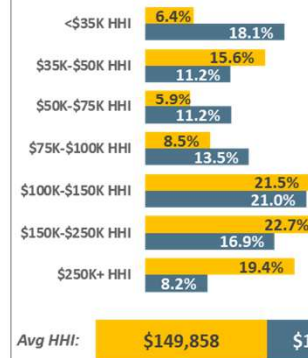
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:

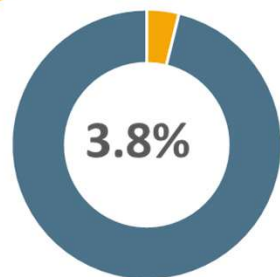






3.8% or 47,806 of CIN DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.  
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 40.2 years old  
 (10.4% younger than average) and have a \$175,421 (56.% higher than average) annual household income.

## Percent of Market: Adults 25 - 64

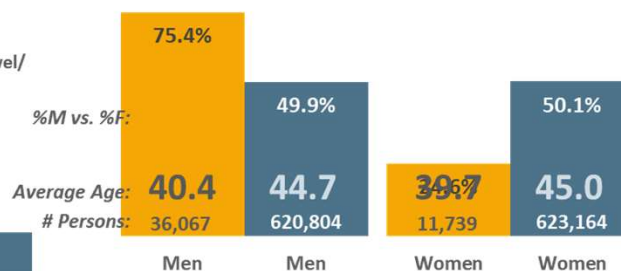


■ who Participate in Co. Decisions for Business Travel/ Conventions  
 ■ Remainder of CIN DMA

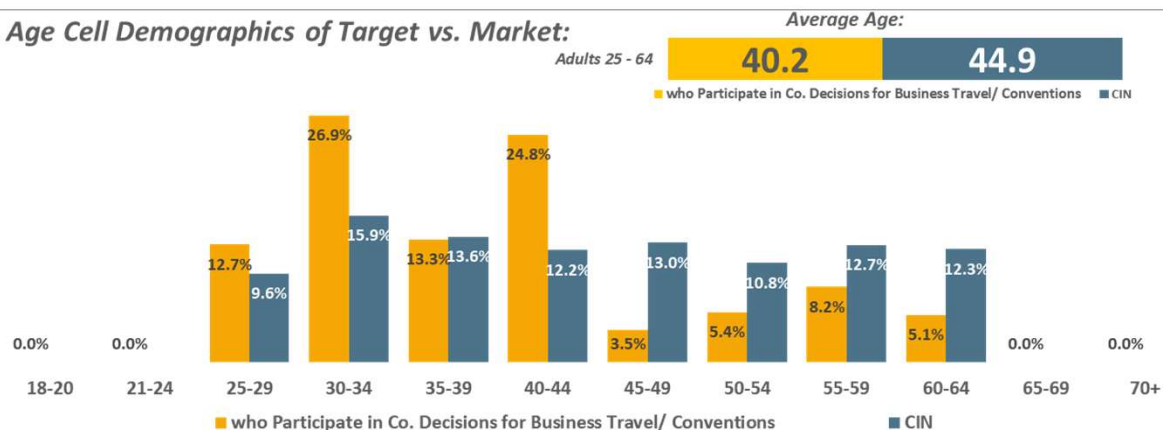
Total Persons:  
 47,806 1,196,162



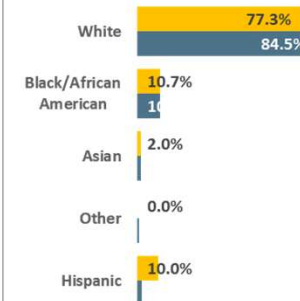
## Gender of Target vs. Market: Adults 25 - 64



## Age Cell Demographics of Target vs. Market:

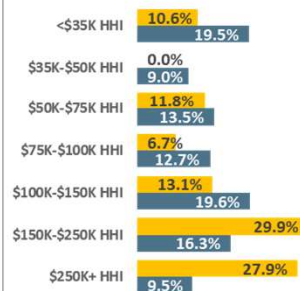


## Ethnicity of Target vs. Market:



■ who Participate in Co. Decisions for Business Travel/ Conventions ■ CIN

## HHI of Target vs. Market:

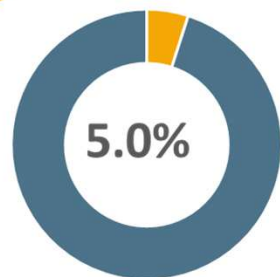


Avg HHI: \$175,421 (who Participate in Co. Decisions for Business Travel/ Conventions), \$112,423 (CIN)



5.1% or 54,925 of WPB DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.  
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 46.9 years old  
 (1.7% older than average) and have a \$150,502 (34.8% higher than average) annual household income.

## Percent of Market: Adults 25 - 64



**Total Persons:**  
 54,925 (who Participate in Co. Decisions for Business Travel/ Conventions)  
 1,054,065 (Remainder of WPB DMA)

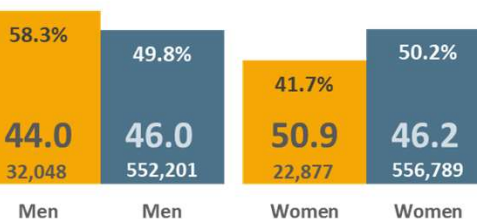


## Gender of Target vs. Market: Adults 25 - 64

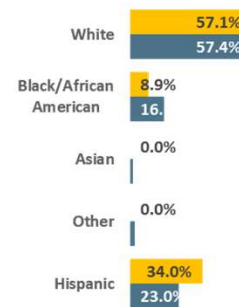
%M vs. %F:

Average Age:

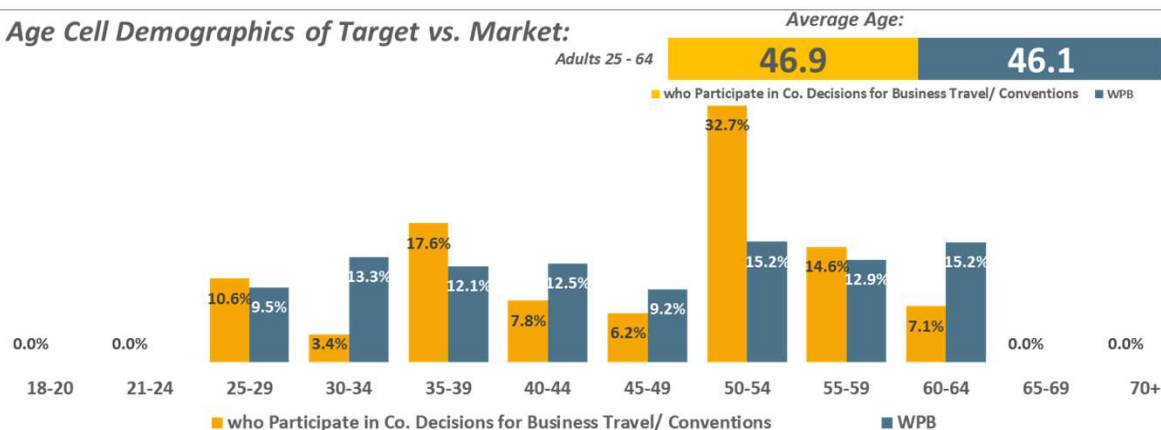
# Persons:



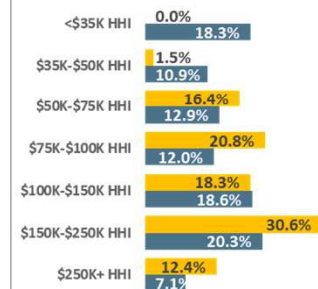
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:



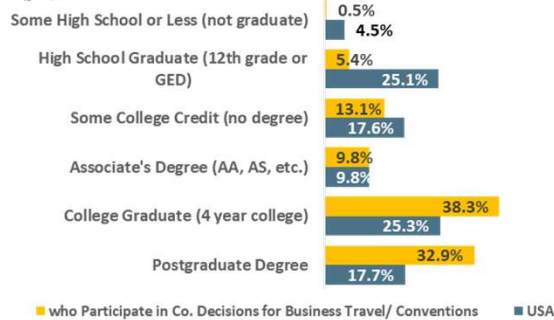
**Avg HHI:**  
 \$150,502 (who Participate in Co. Decisions for Business Travel/ Conventions) vs. \$111,665 (WPB)



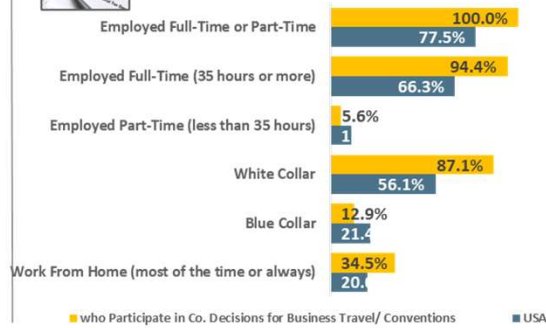


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 65.3% more likely to be a college graduate, 42.4% more likely to work full-time, 22.5% more likely to be married, 14.5% more likely to be a parent of 1 or more children u

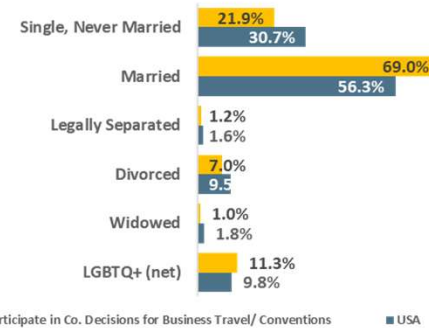
## Education Levels: Adults 25 - 64



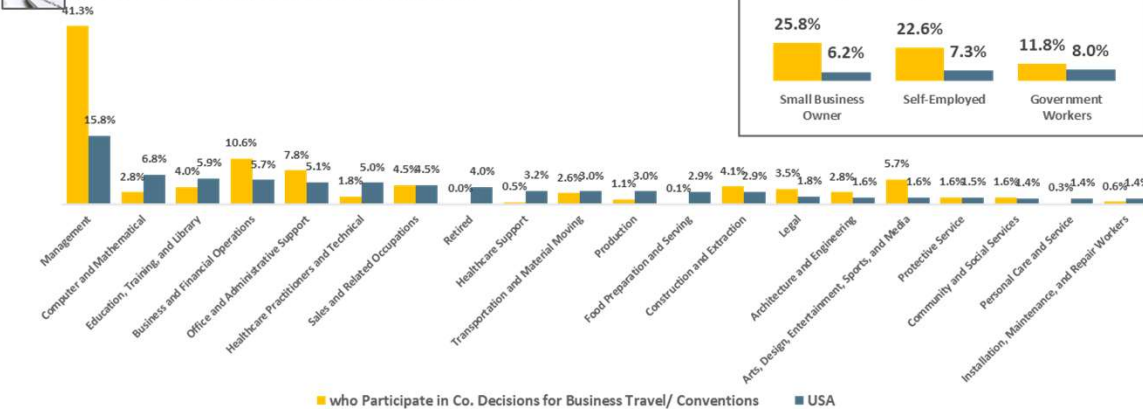
## Employment: Adults 25 - 64



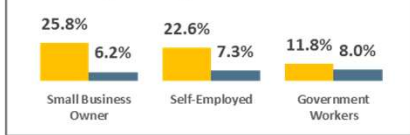
## Marital Status: Adults 25 - 64



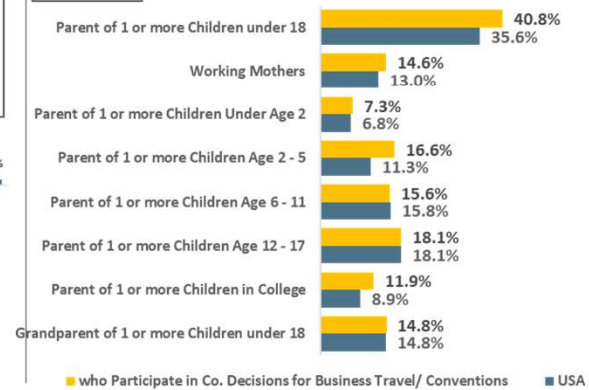
## Top-20 Occupations: Adults 25 - 64



## Entrepreneurs/Government Workers



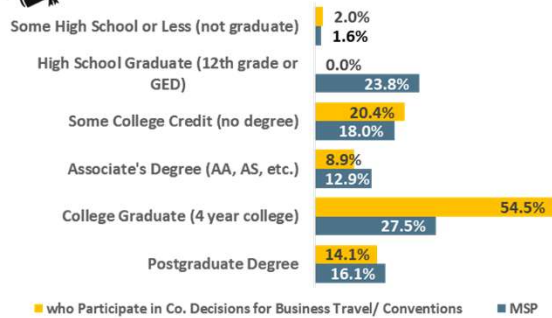
## Stage in Life: Adults 25 - 64



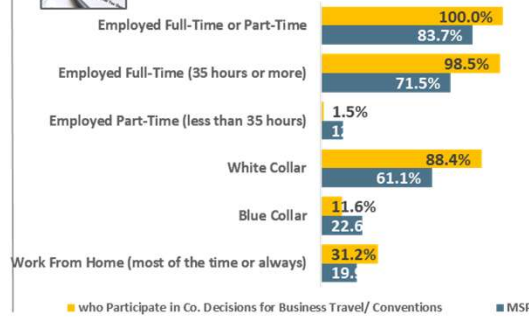


3.8% or 96,510 of MSP DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 57.4% more likely to be a college graduate, 37.7% more likely to work full-time, 33.3% more likely to be married, 3.4% less likely to be a parent of 1 or more children un

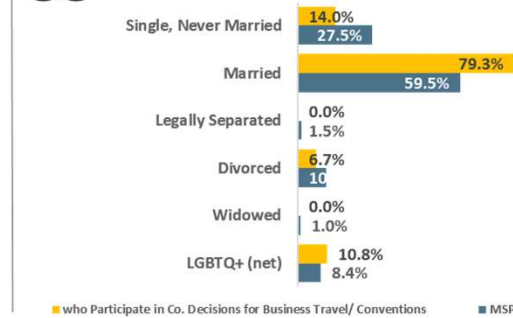
### Education Levels: Adults 25 - 64



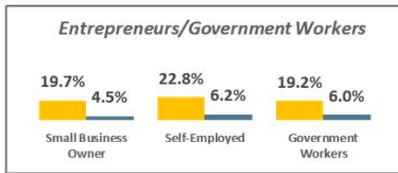
### Employment: Adults 25 - 64



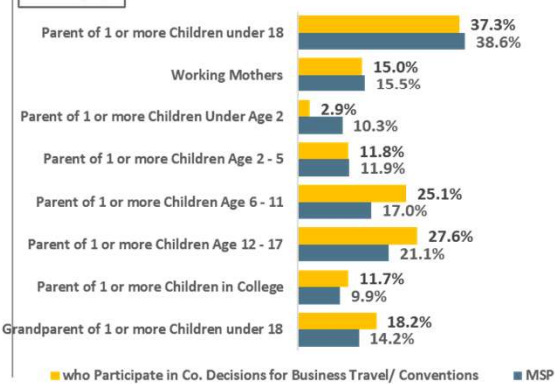
### Marital Status: Adults 25 - 64



### Top-20 Occupations: Adults 25 - 64



### Stage in Life: Adults 25 - 64

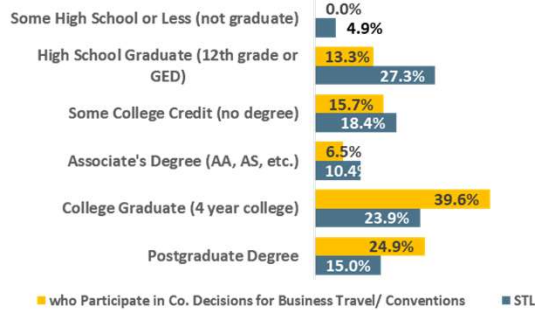




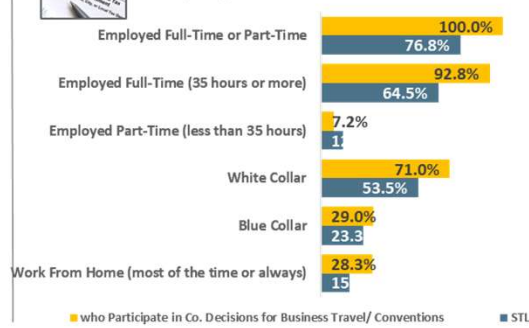


3.3% or 52,670 of STL DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 65.9% more likely to be a college graduate, 43.9% more likely to work full-time, 15.5% more likely to be married, 10.4% less likely to be a parent of 1 or more children u

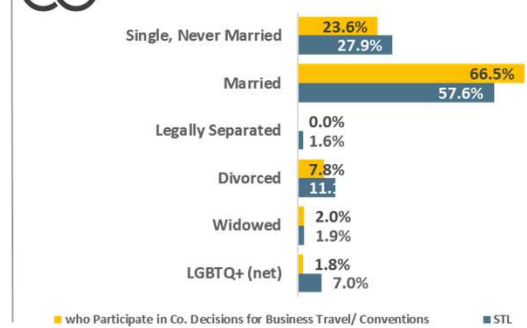
### Education Levels: Adults 25 - 64



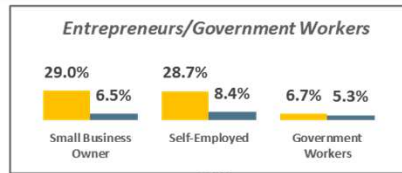
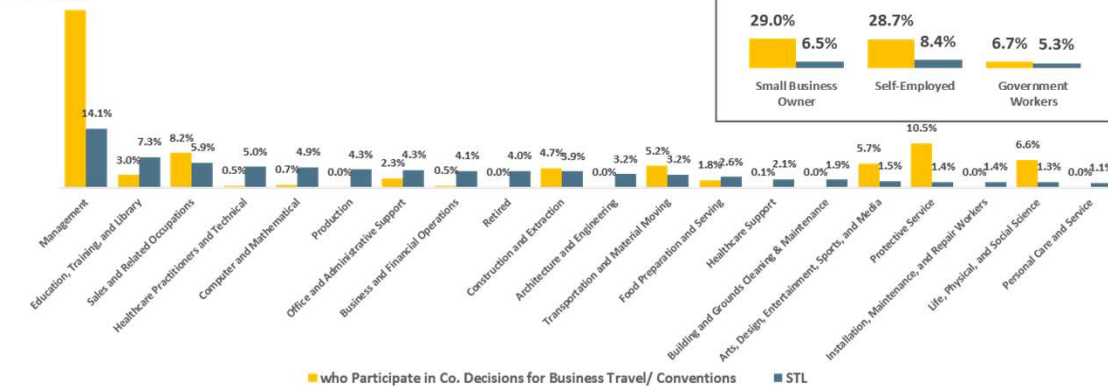
### Employment: Adults 25 - 64



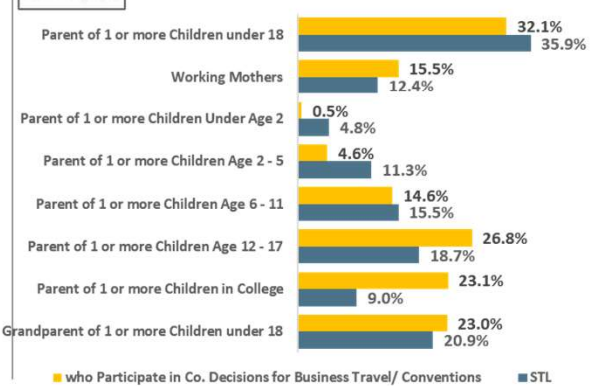
### Marital Status: Adults 25 - 64



### Top-20 Occupations: Adults 25 - 64



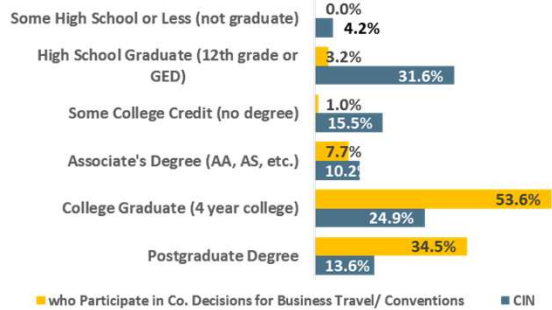
### Stage in Life: Adults 25 - 64



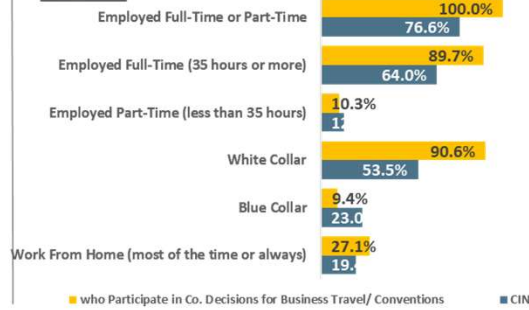


3.8% or 47,806 of CIN DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 128.4% more likely to be a college graduate, 40.1% more likely to work full-time, 9.3% more likely to be married, 49.1% more likely to be a parent of 1 or more children u

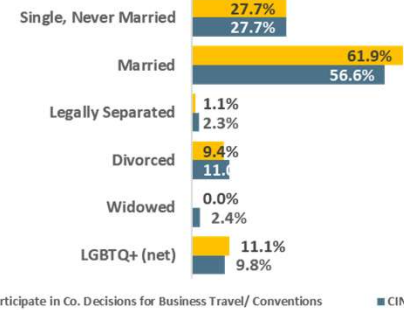
### Education Levels: Adults 25 - 64



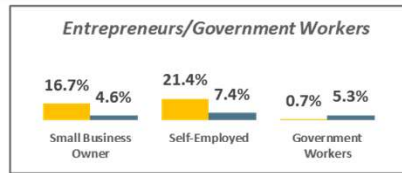
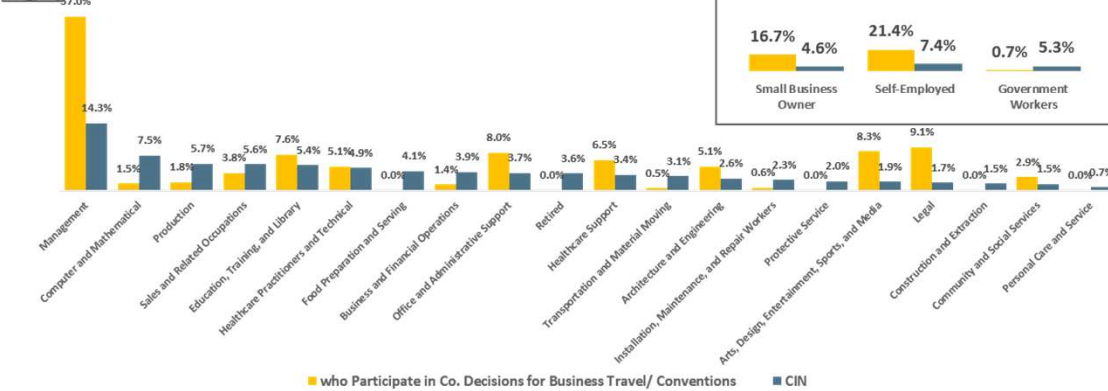
### Employment: Adults 25 - 64



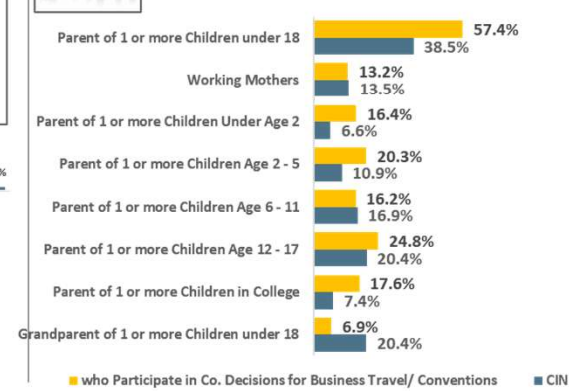
### Marital Status: Adults 25 - 64



### Top-20 Occupations: Adults 25 - 64



### Stage in Life: Adults 25 - 64

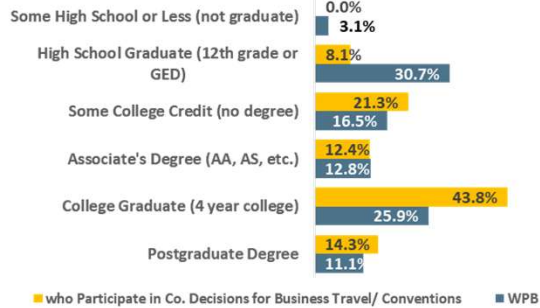




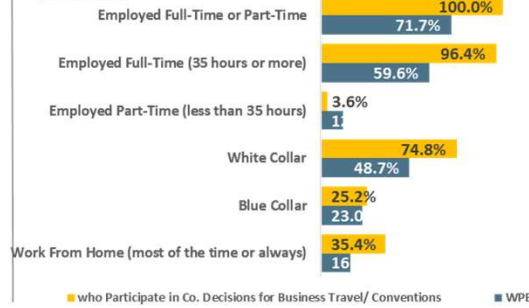


5.1% or 54,925 of WPB DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 57.1% more likely to be a college graduate, 61.8% more likely to work full-time, 16.7% more likely to be married, 29.1% more likely to be a parent of 1 or more children u

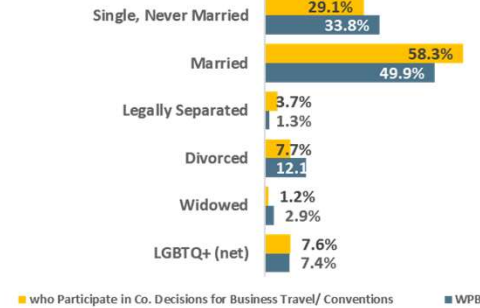
## Education Levels: Adults 25 - 64



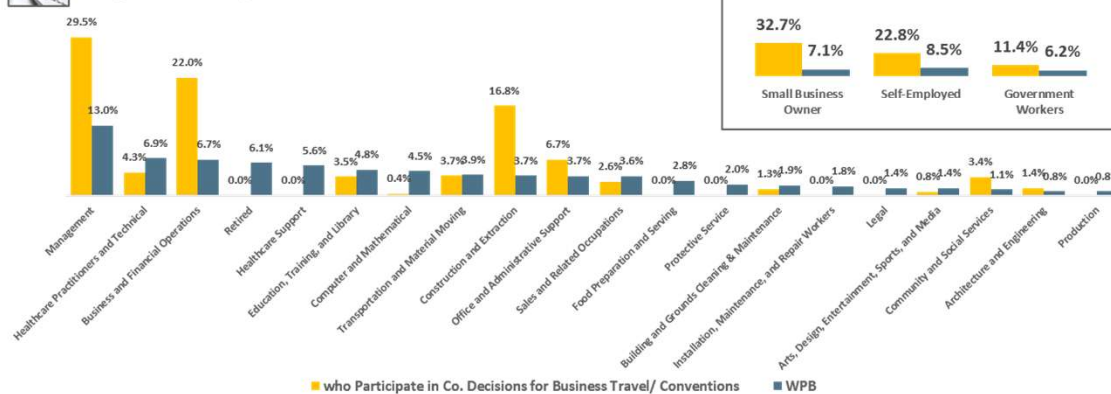
## Employment: Adults 25 - 64



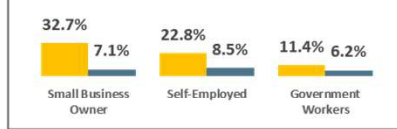
## Marital Status: Adults 25 - 64



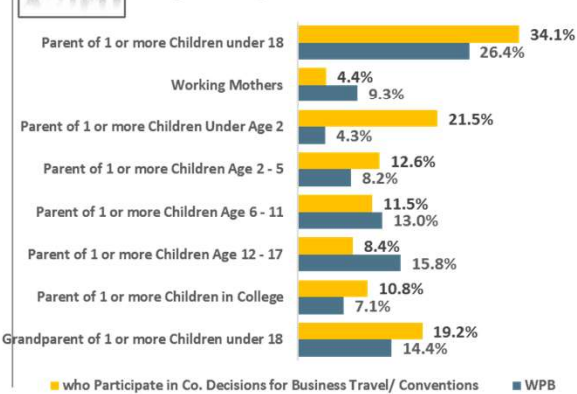
## Top-20 Occupations: Adults 25 - 64



## Entrepreneurs/Government Workers



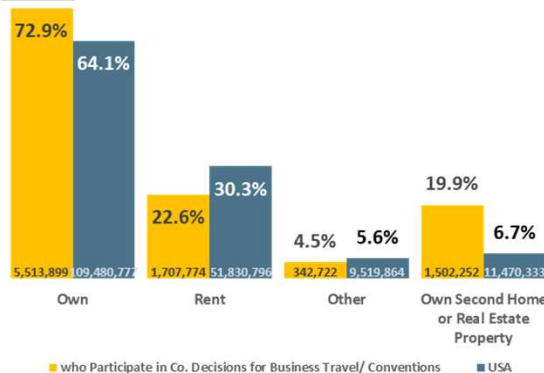
## Stage in Life: Adults 25 - 64



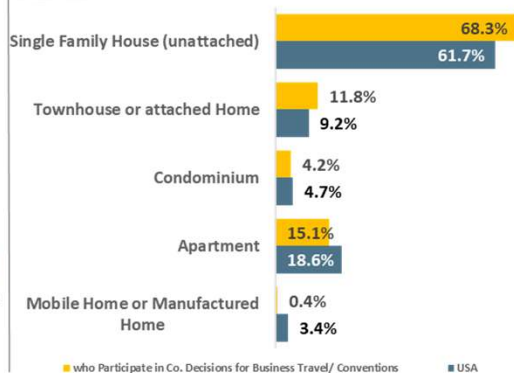


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 13.7% more likely to own their home, 33.6% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 16.2% more likely to have a dog.

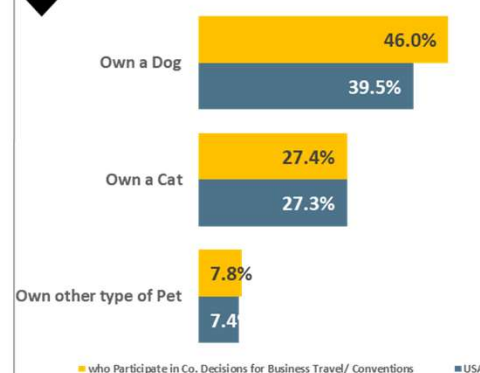
### Own/Rent/Other: Adults 25 - 64



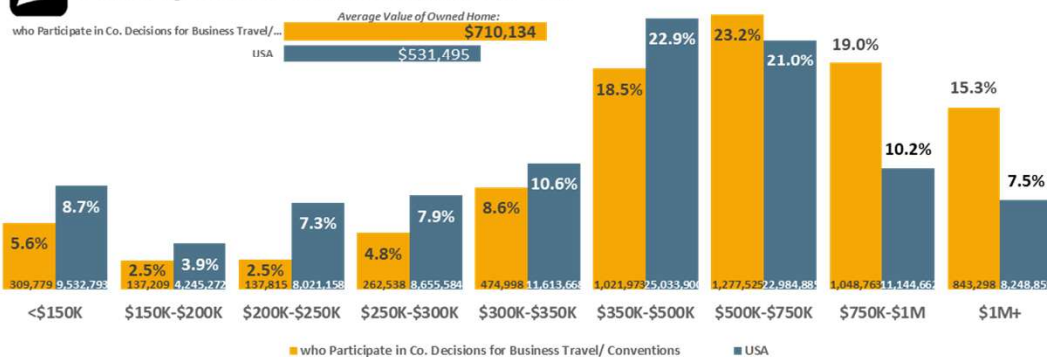
### Type of Home: Adults 25 - 64



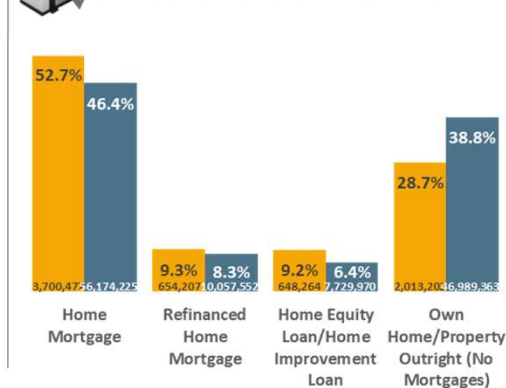
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64

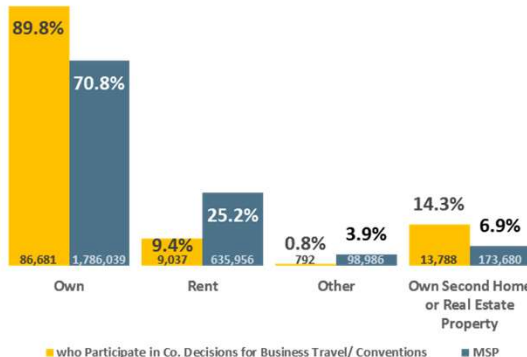




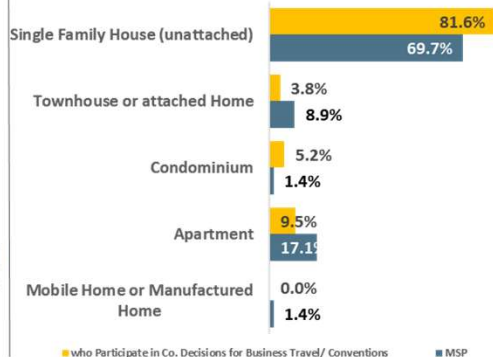
3.8% or 96,510 of MSP DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 26.8% more likely to own their home, 37.9% more likely to own a higher valued home, 16.9% more likely to have a single-family home, 1.2% more likely to have a dog.



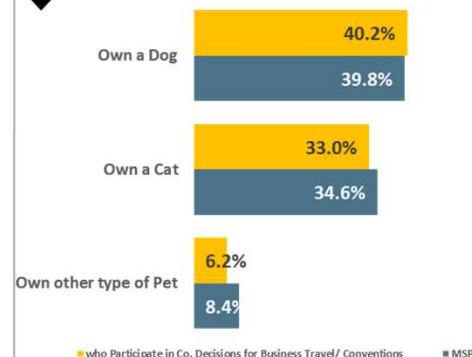
### Own/Rent/Other: Adults 25 - 64



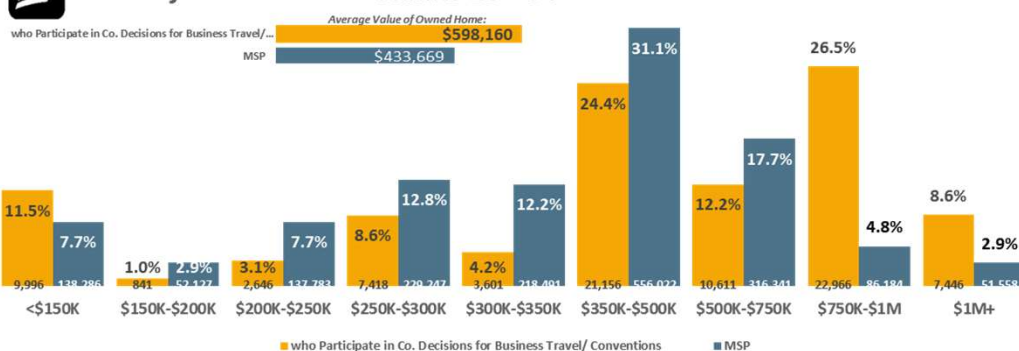
### Type of Home: Adults 25 - 64



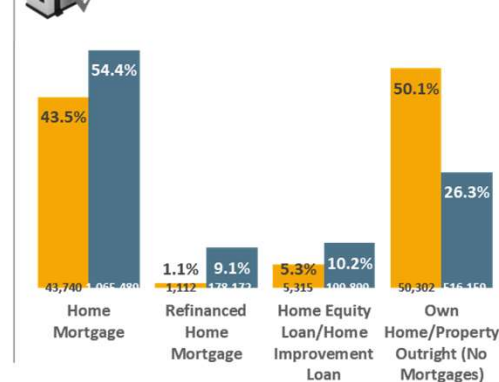
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64

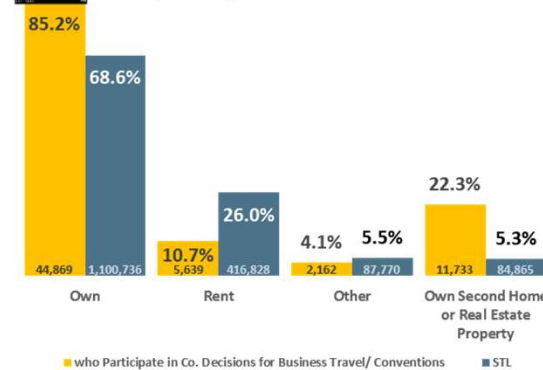




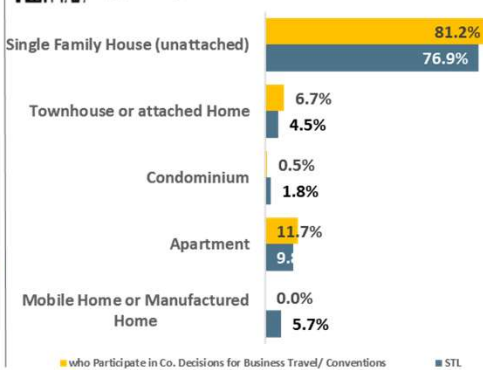


3.3% or 52,670 of STL DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 24.2% more likely to own their home, 42.8% more likely to own a higher valued home, 5.6% more likely to have a single-family home, 8.8% more likely to have a dog.

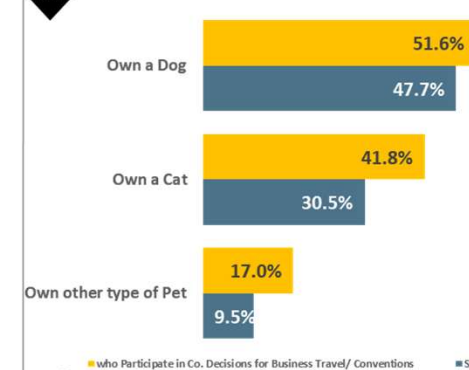
### Own/Rent/Other: Adults 25 - 64



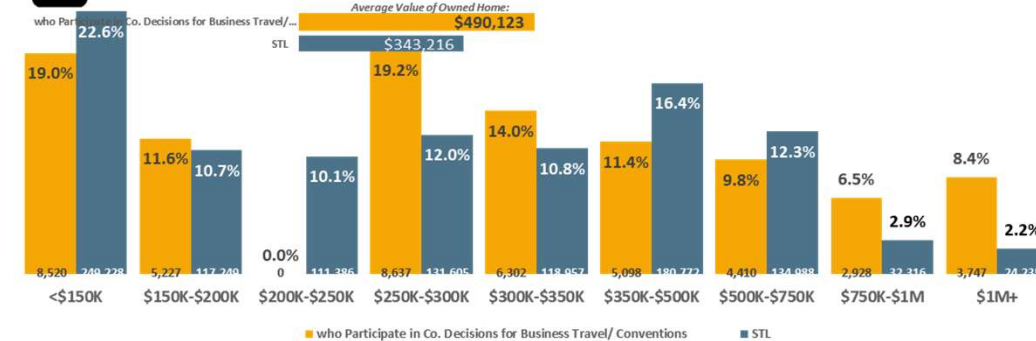
### Type of Home: Adults 25 - 64



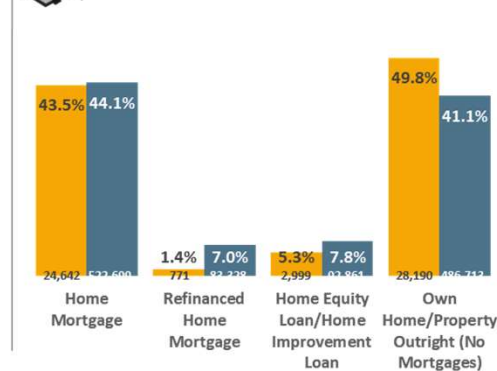
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



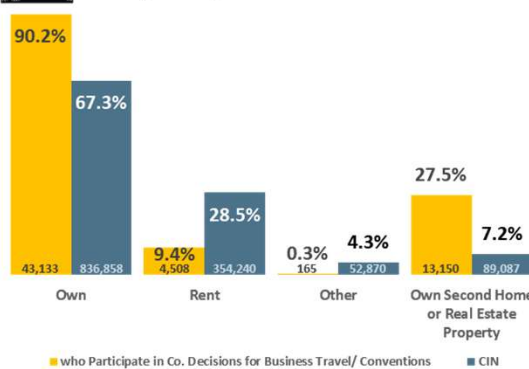
### Home Loans: Adults 25 - 64



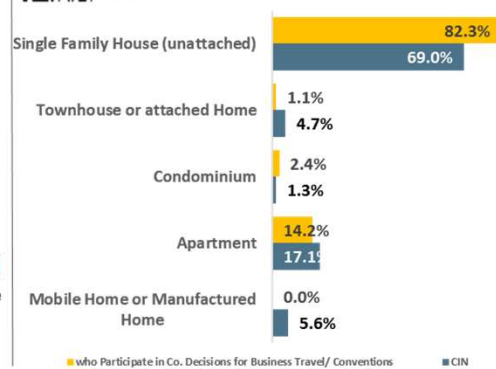


3.8% or 47,806 of CIN DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 34.1% more likely to own their home, 55.7% more likely to own a higher valued home, 19.2% more likely to have a single-family home, 11.9% more likely to have a dog.

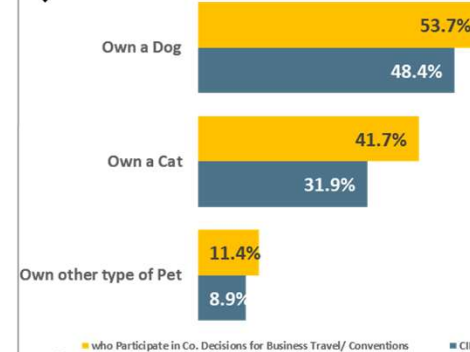
### Own/Rent/Other: Adults 25 - 64



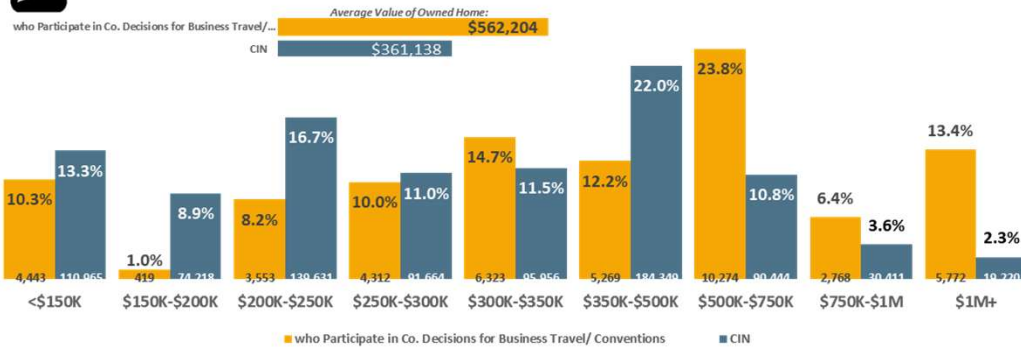
### Type of Home: Adults 25 - 64



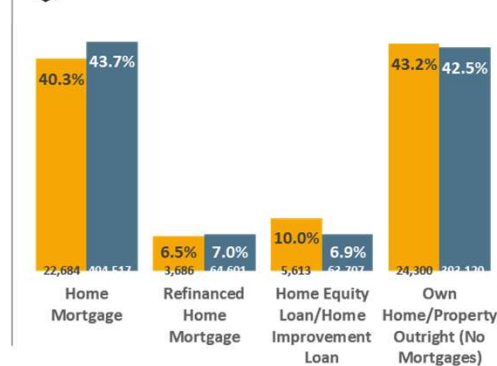
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64

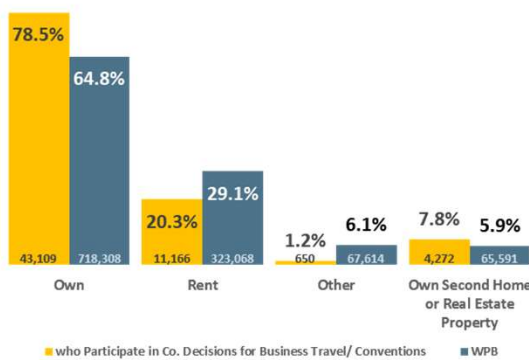




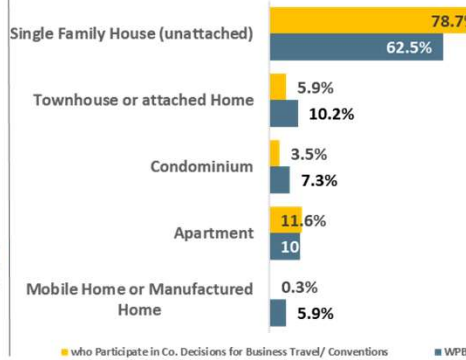
5.1% or 54,925 of WPB DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 21.2% more likely to own their home, 23.9% more likely to own a higher valued home, 25.9% more likely to have a single-family home, 47.5% more likely to have a dog.



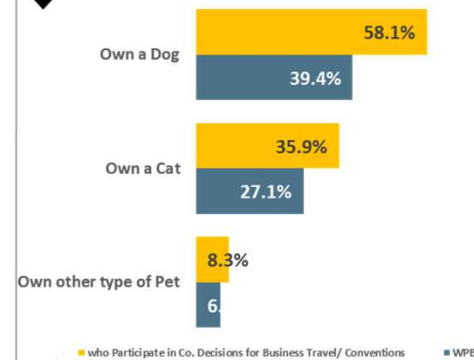
### Own/Rent/Other: Adults 25 - 64



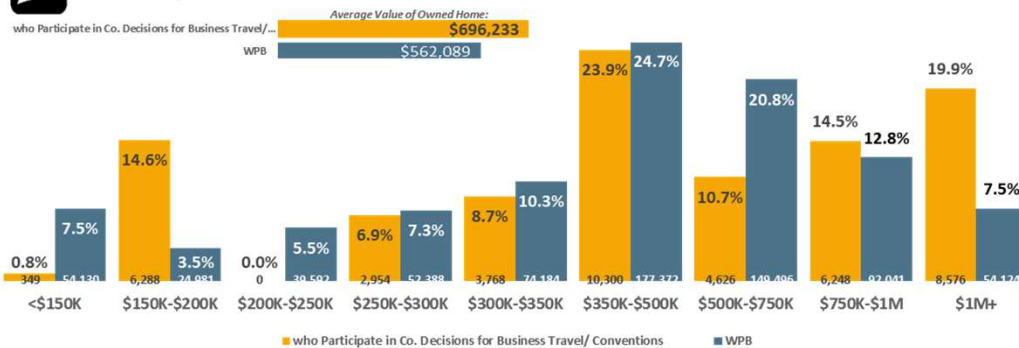
### Type of Home: Adults 25 - 64



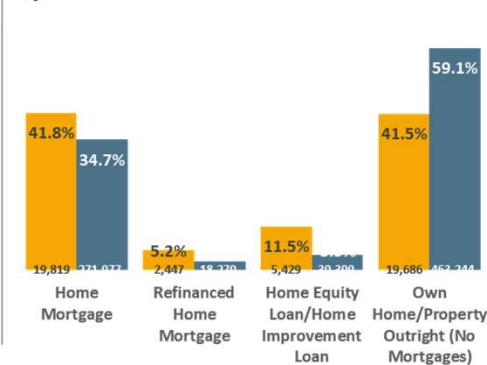
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64



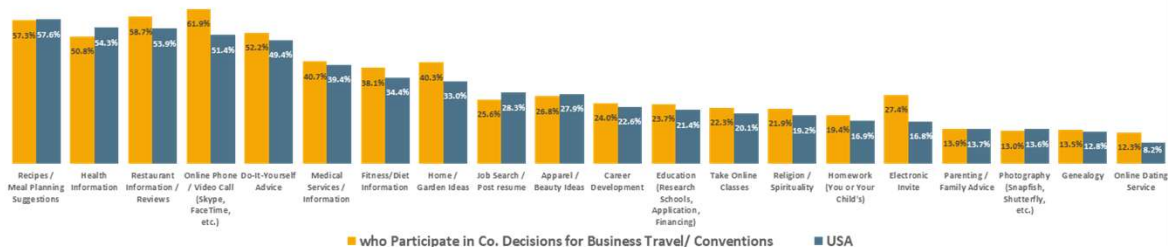




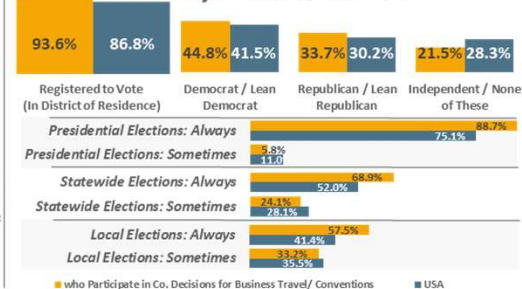
4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 5.7% more likely to look up D-I-Y advice online, 38.8% more likely to always vote in local elections, 43.3% more likely to belong to a gym, 41.2% more likely to fly domes



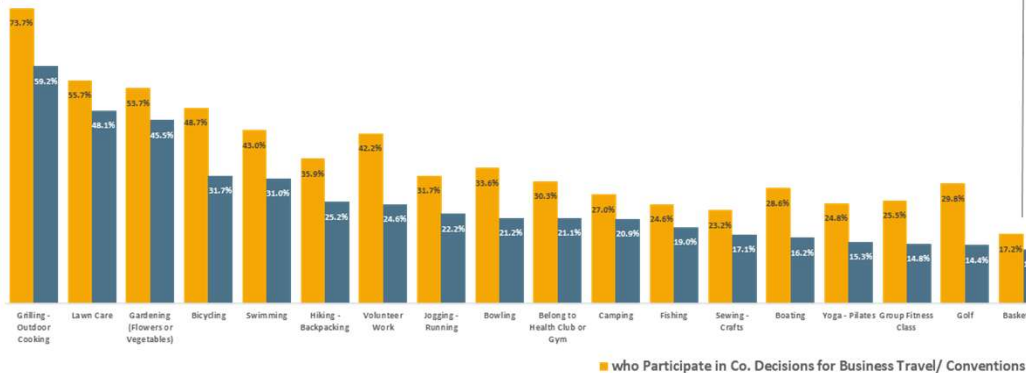
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



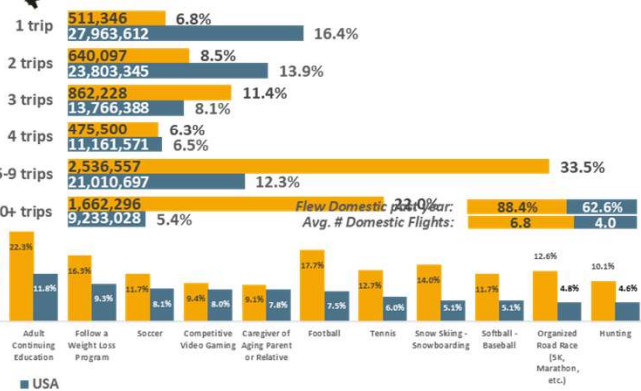
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64

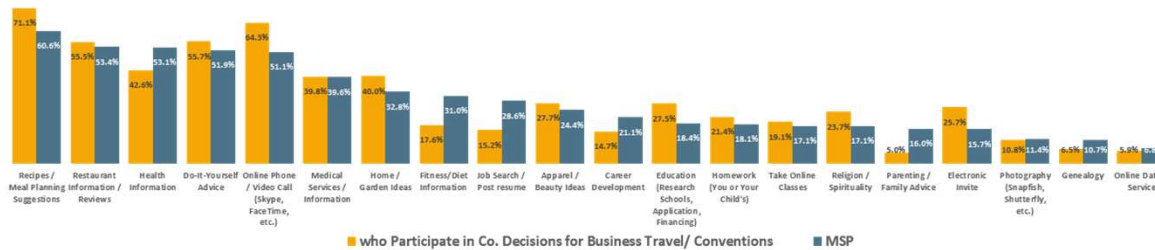




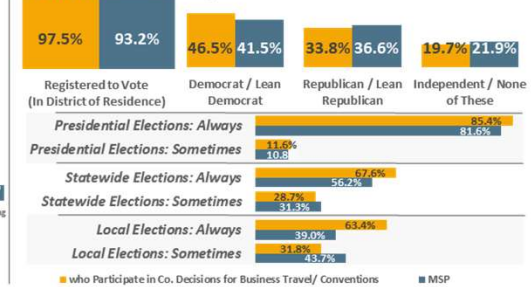
3.8% or 96,510 of MSP DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 7.4% more likely to look up D-I-Y advice online, 62.8% more likely to always vote in local elections, 24.5% more likely to belong to a gym, 38.7% more likely to fly domes



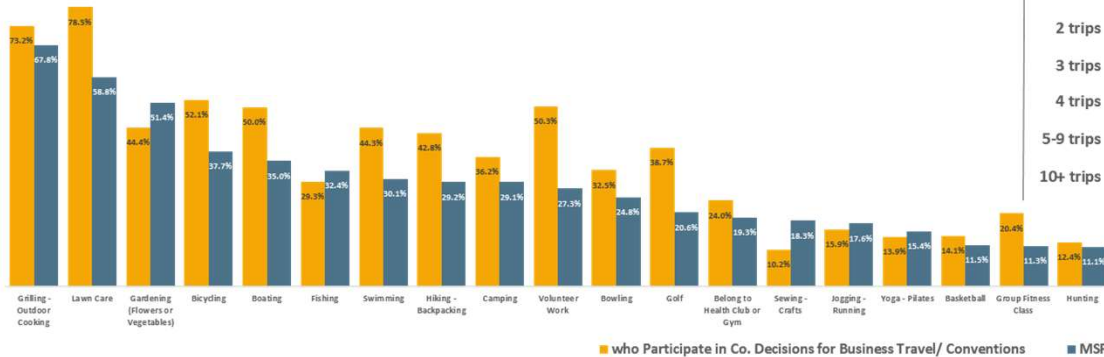
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



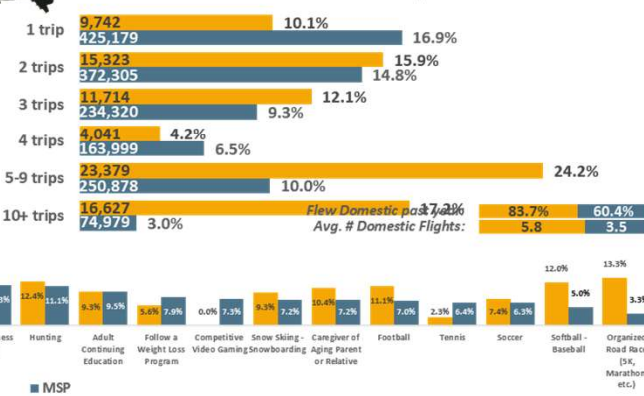
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64

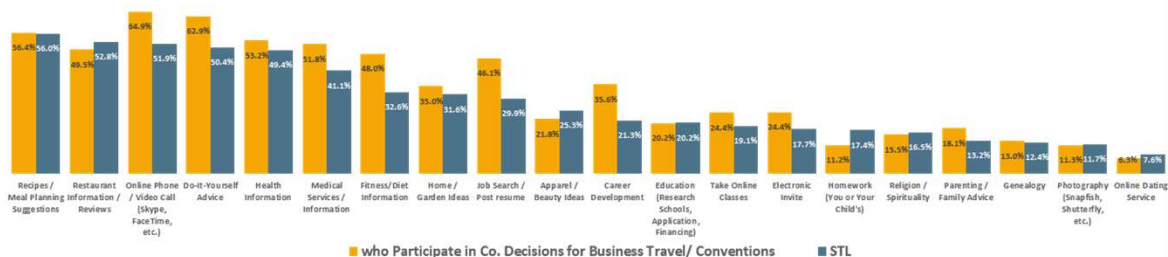




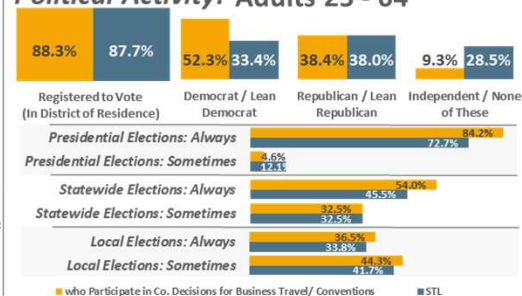
3.3% or 52,670 of STL DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 24.8% more likely to look up D-I-Y advice online, 8.1% more likely to always vote in local elections, 82.6% more likely to belong to a gym, 70.% more likely to fly domestic



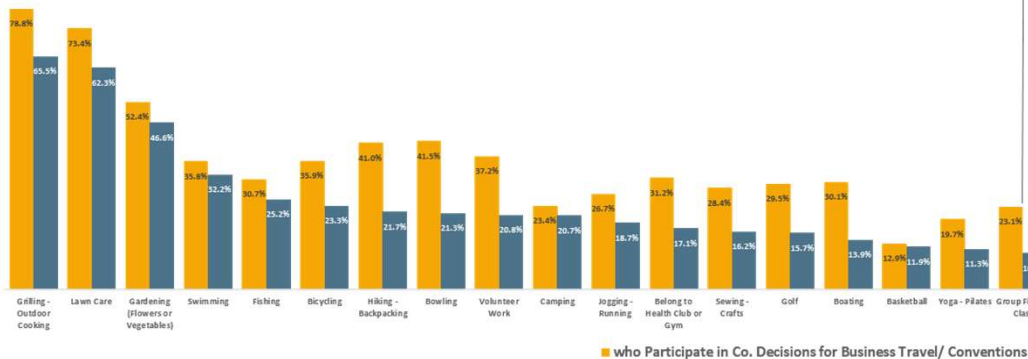
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



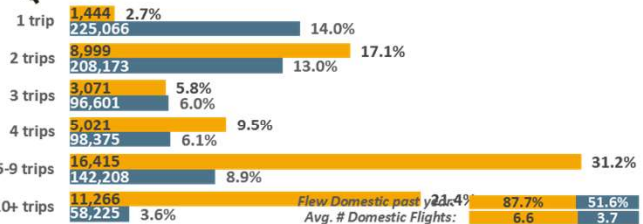
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64



Flew Domestic past year 87.7%  
Avg. # Domestic Flights: 6.6

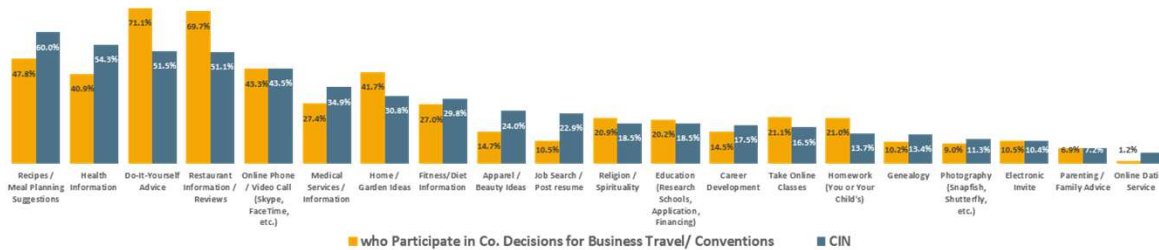




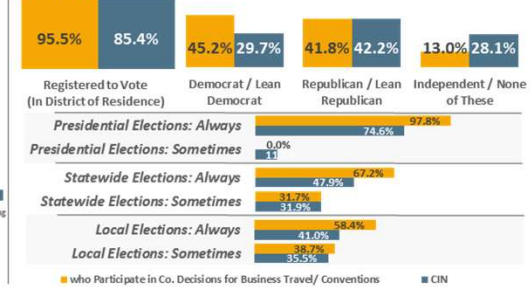
3.8% or 47,806 of CIN DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 38.2% more likely to look up D-I-Y advice online, 42.4% more likely to always vote in local elections, 77.3% more likely to belong to a gym, 62.2% more likely to fly dome



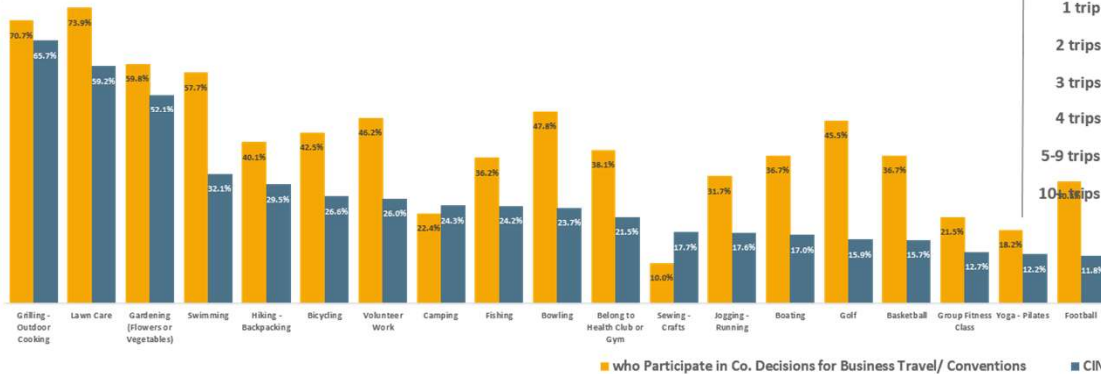
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



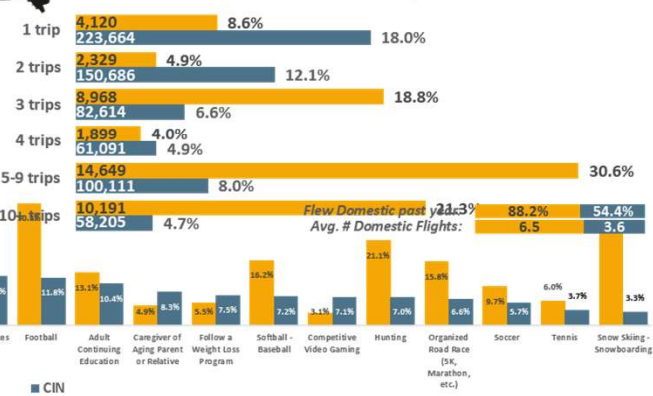
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64

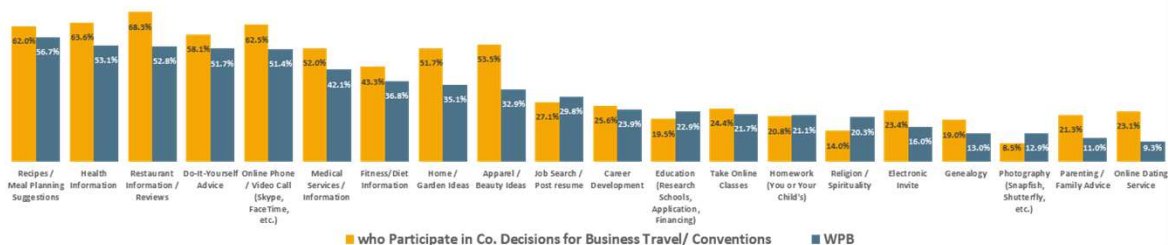




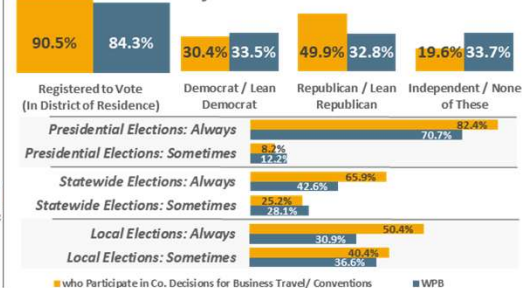
5.5% or 54,925 of WPB DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 12.4% more likely to look up D-I-Y advice online, 63.2% more likely to always vote in local elections, 39.% more likely to belong to a gym, 29.9% more likely to fly domes



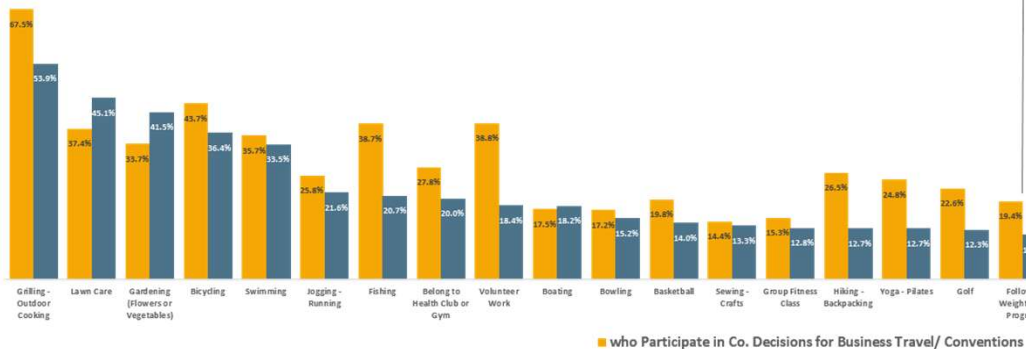
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



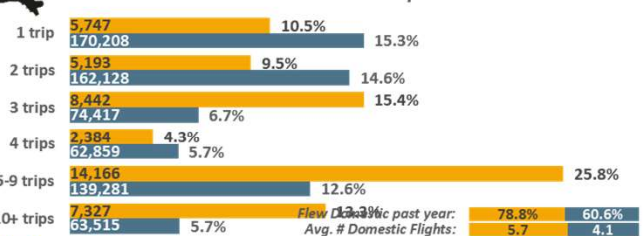
### Political Activity: Adults 25 - 64



### Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



### Past 12-months Domestic Airline Trips: Adults 25 - 64

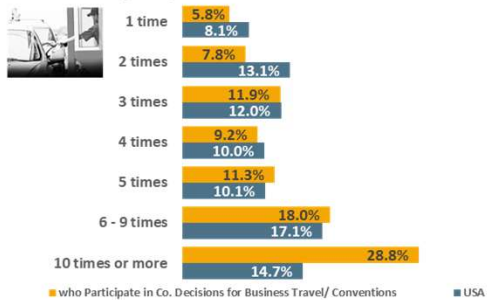


Flew Domestic past year: 78.8%  
Avg. # Domestic Flights: 5.7

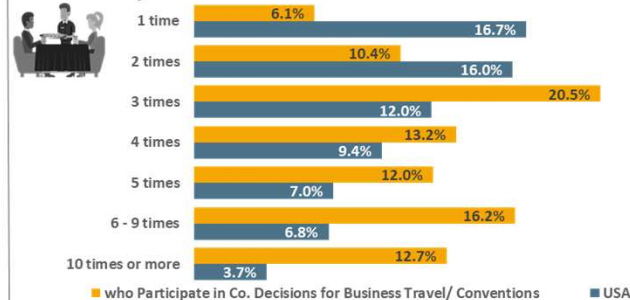


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 9.% more likely to use QSRs past mo., 27.2% more likely to use Sit-Down Restaurants past mo., 43.4% more likely to use Casinos past yr., 14.6% less likely to smoke cigare

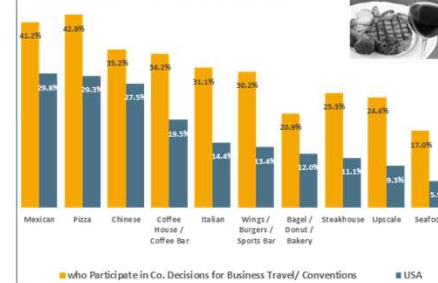
### Past 30-days QSR Users: Adults 25 - 64



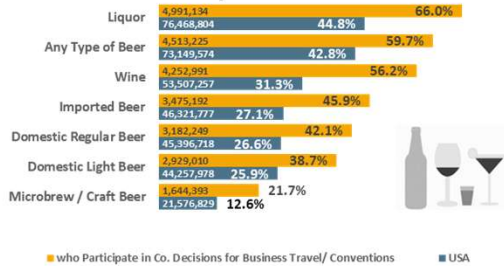
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



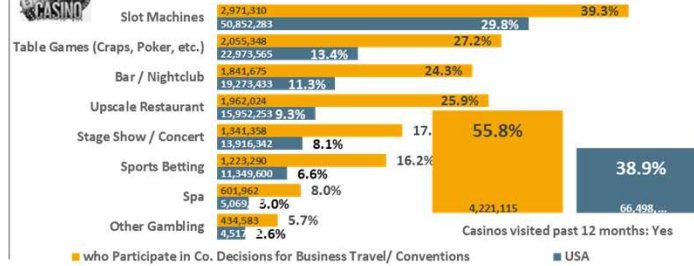
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



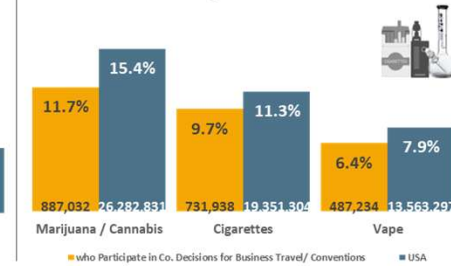
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



### Used Past 30-days: Adults 25 - 64

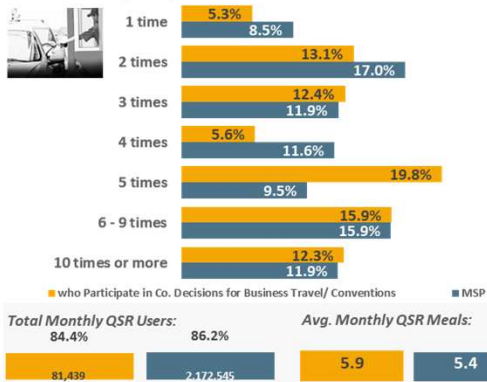




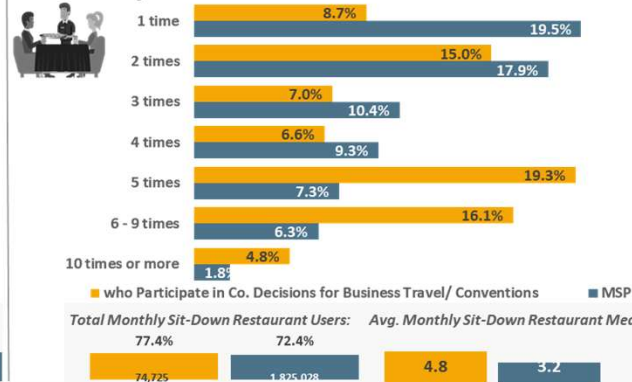


3.8% or 96,510 of MSP DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 2.1% less likely to use QSRs past mo., 7.7% more likely to use Sit-Down Restaurants past mo., 27.6% less likely to use Casinos past yr., 45.5% less likely to smoke cigarett

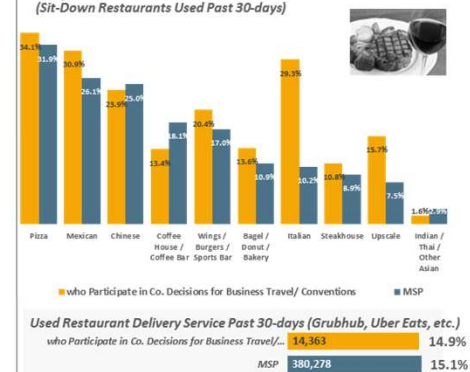
### Past 30-days QSR Users: Adults 25 - 64



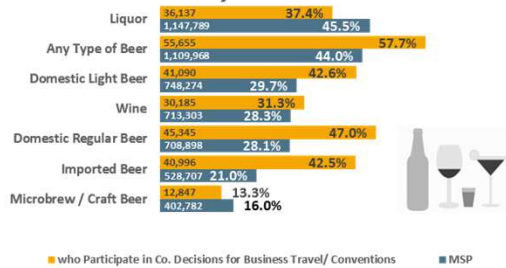
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



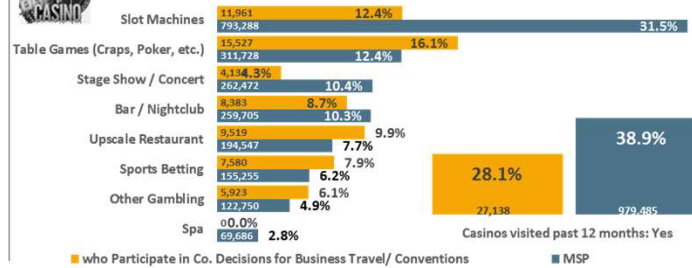
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



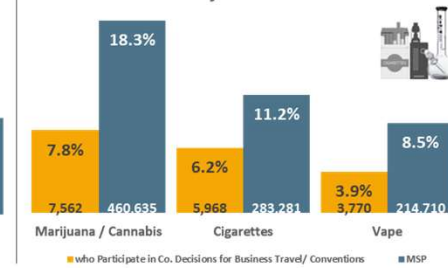
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



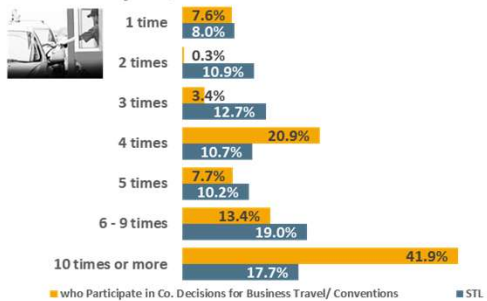
### Used Past 30-days: Adults 25 - 64



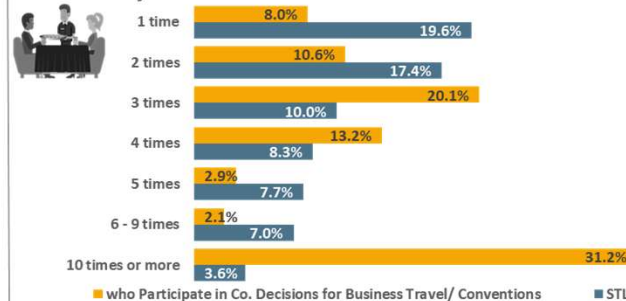


3.3% or 52,670 of STL DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 6.8% more likely to use QSRs past mo., 19.7% more likely to use Sit-Down Restaurants past mo., 75.8% more likely to use Casinos past yr., 25.5% less likely to smoke cigar

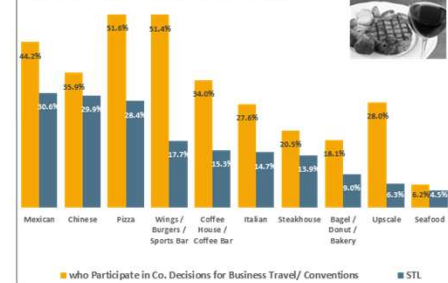
### Past 30-days QSR Users: Adults 25 - 64



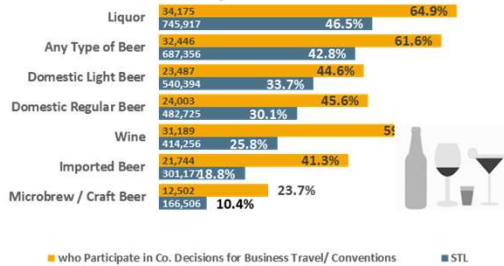
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



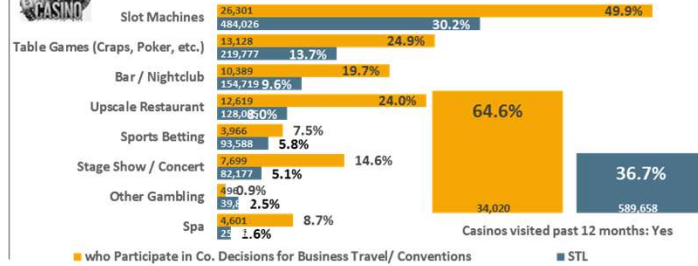
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



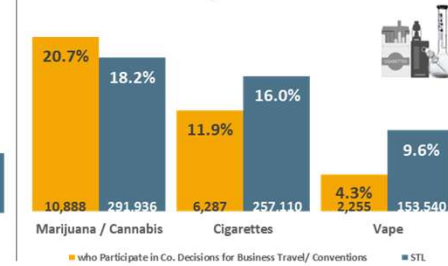
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



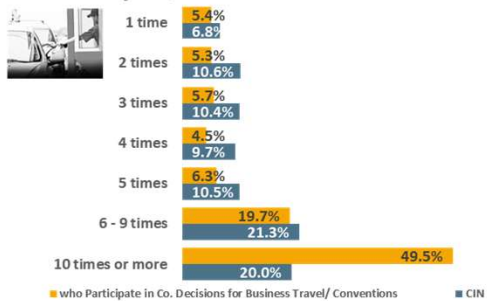
### Used Past 30-days: Adults 25 - 64



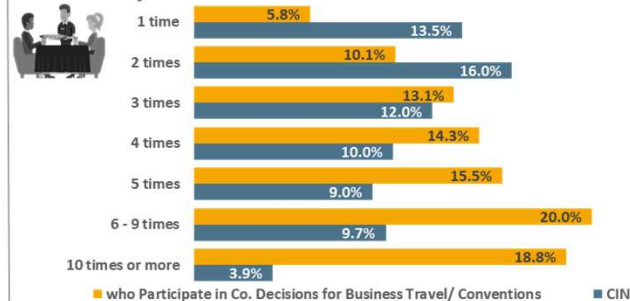


3.8% or 47,806 of CIN DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 7.9% more likely to use QSRs past mo., 32.% more likely to use Sit-Down Restaurants past mo., 33.9% more likely to use Casinos past yr., 74.3% less likely to smoke cigare

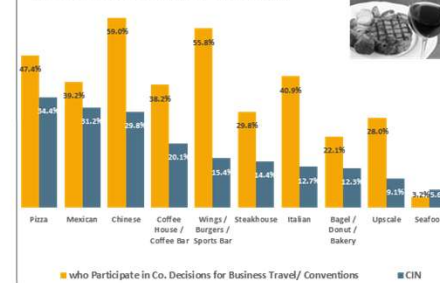
### Past 30-days QSR Users: Adults 25 - 64



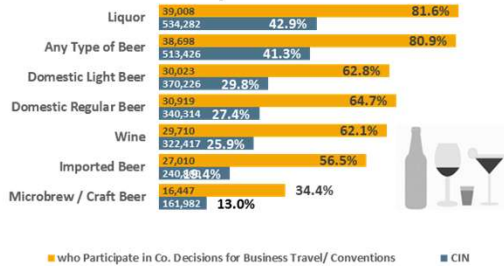
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



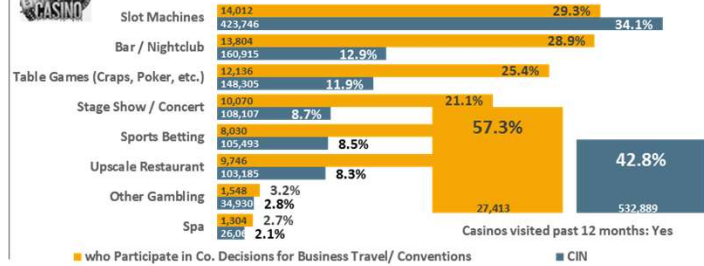
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



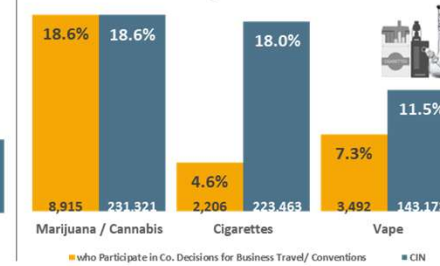
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



### Used Past 30-days: Adults 25 - 64

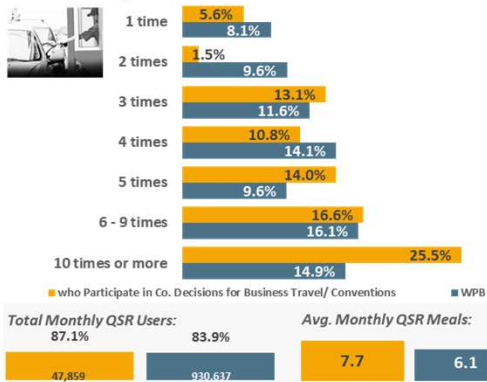




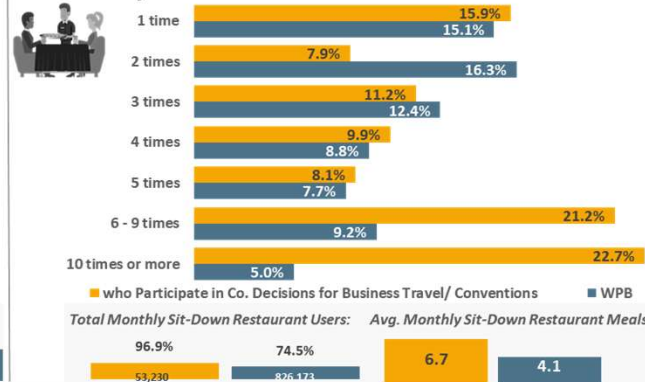


5.5% or 54,925 of WPB DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 3.8% more likely to use QSRs past mo., 30.1% more likely to use Sit-Down Restaurants past mo., 16.2% more likely to use Casinos past yr., 15.6% more likely to smoke cigar

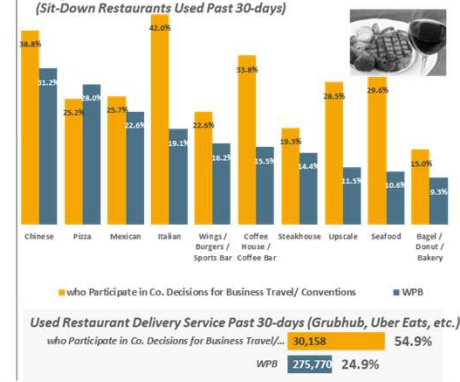
### Past 30-days QSR Users: Adults 25 - 64



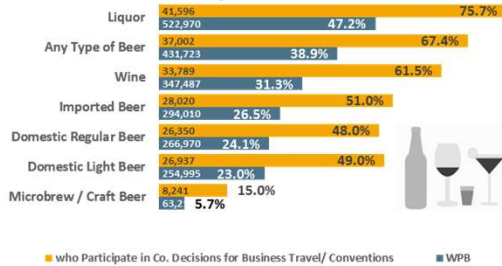
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



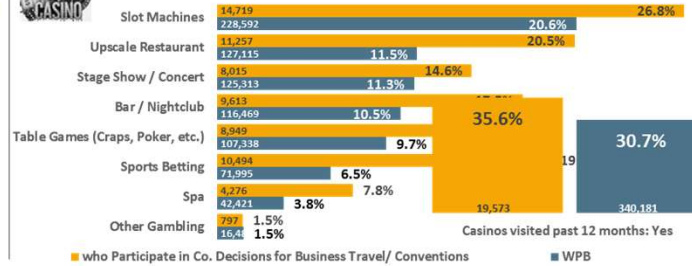
### Top-10 Cuisines: Adults 25 - 64



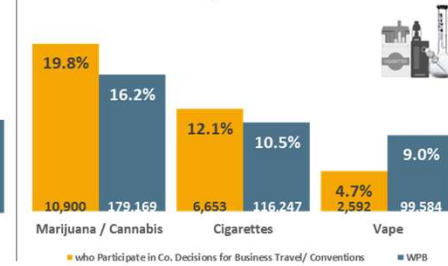
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



### Used Past 30-days: Adults 25 - 64

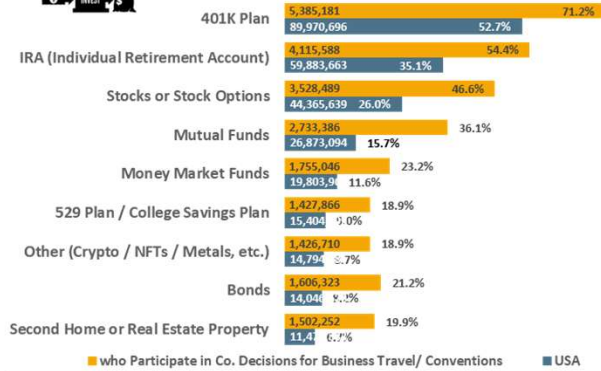




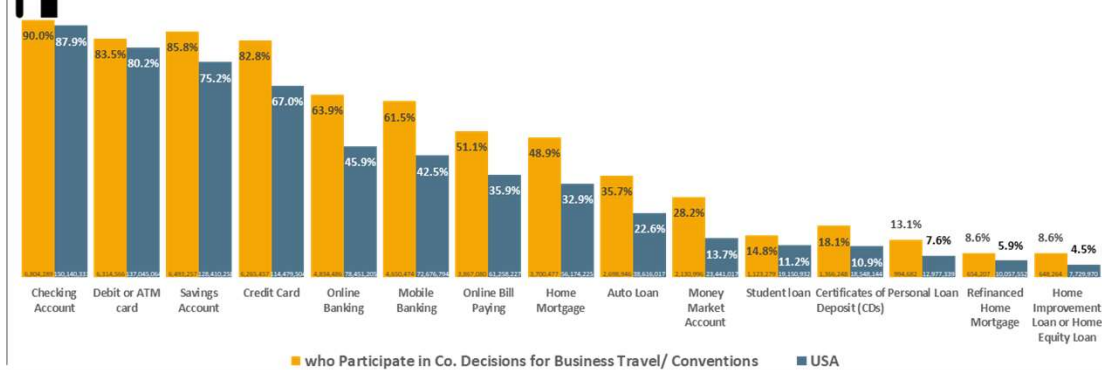
4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 35.2% more likely to have a 401K, 57.8% more likely to have an Auto Loan, 114.6% more likely to Invest/Trade Stocks Online, 9.3% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



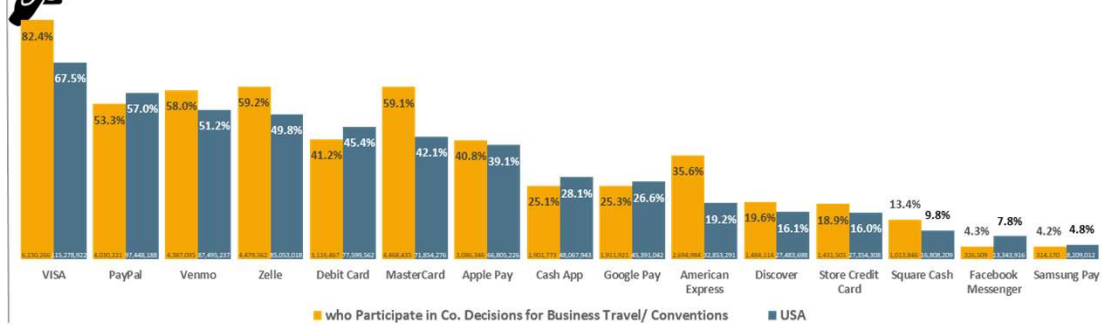
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64

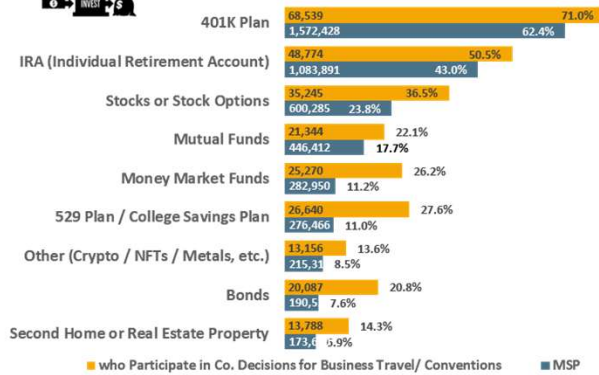




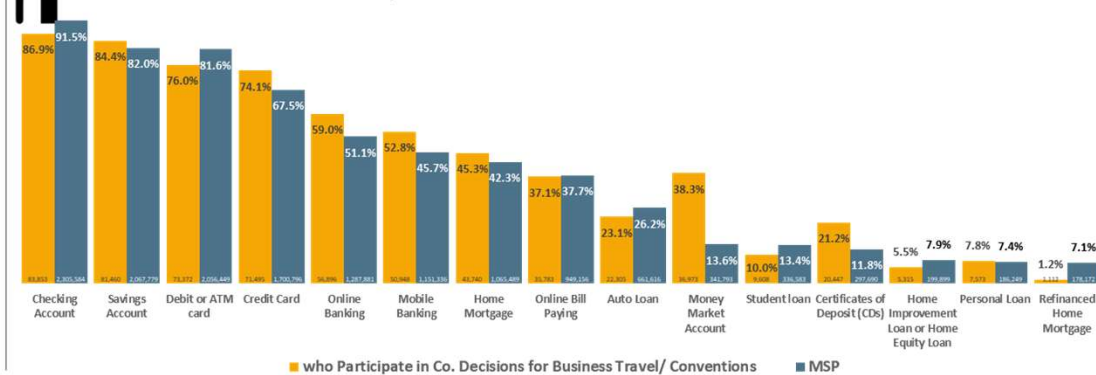
3.8% or 96,510 of MSP DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 13.9% more likely to have a 401K, 11.9% less likely to have an Auto Loan, 30.2% more likely to Invest/Trade Stocks Online, 55.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



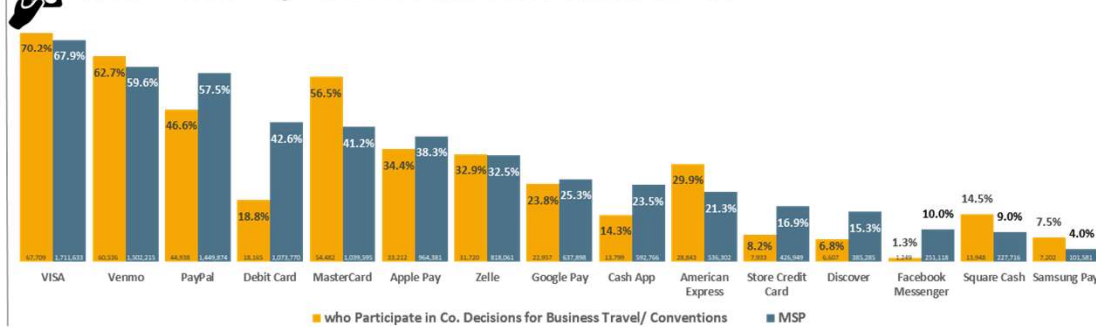
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64



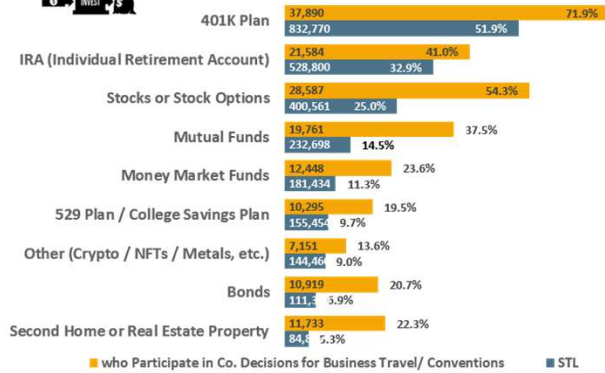




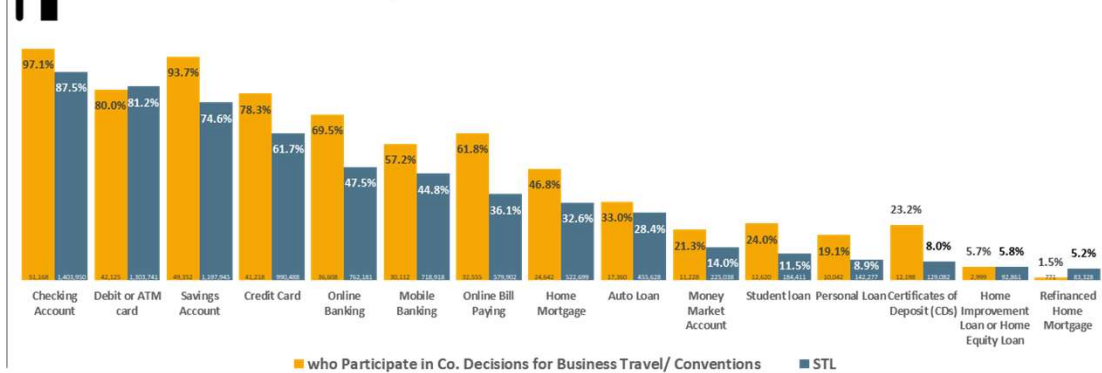
3.3% or 52,670 of STL DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 38.7% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 214.7% more likely to Invest/Trade Stocks Online, 8.7% more likely to pay with their Debit Card.



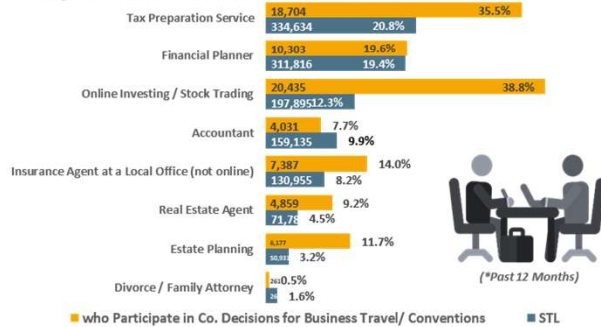
### Investments Owned: Adults 25 - 64



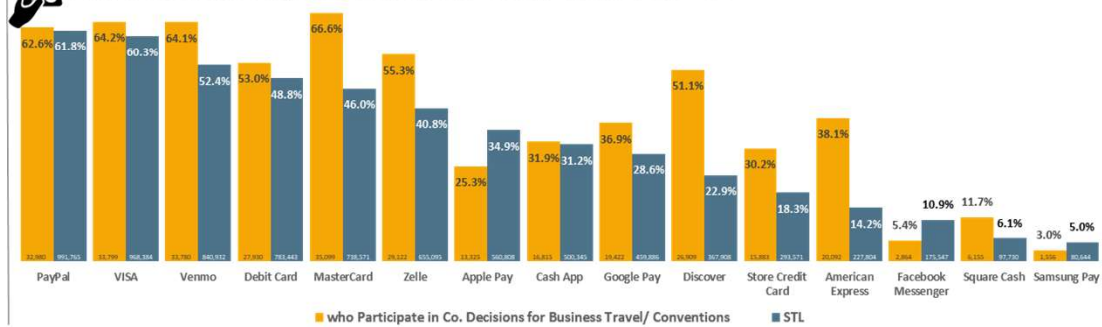
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64

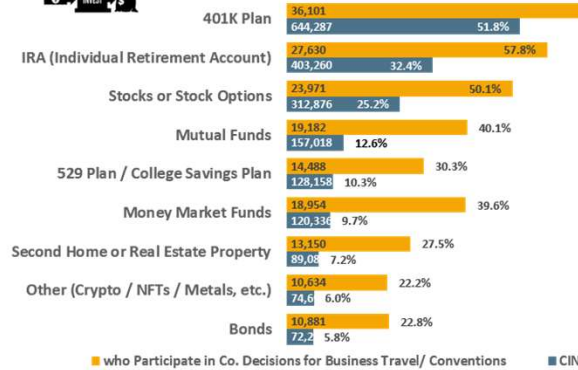




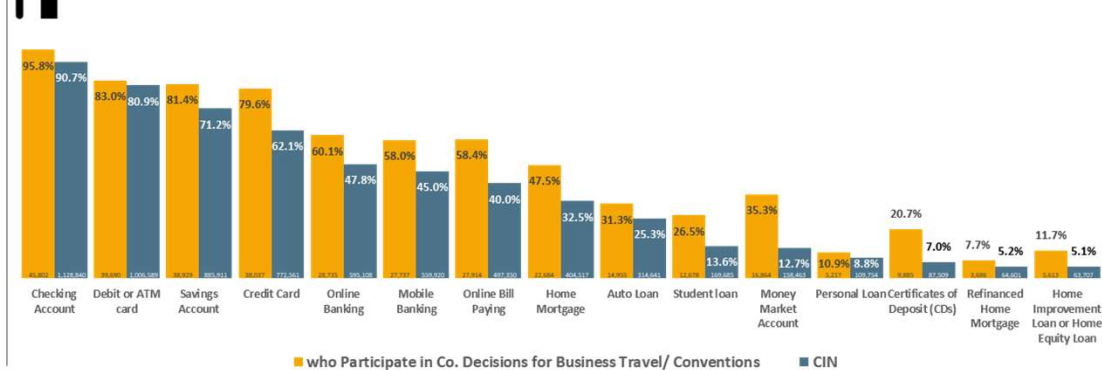
3.8% or 47,806 of CIN DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 45.8% more likely to have a 401K, 23.7% more likely to have an Auto Loan, 307.6% more likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



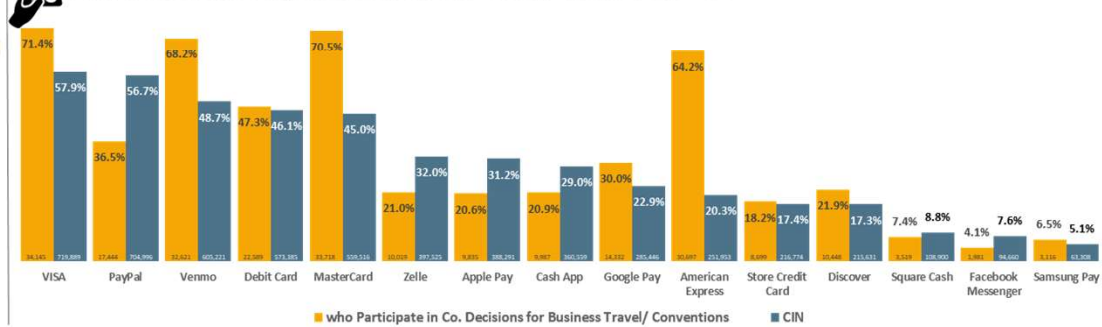
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



### Past 3-Months Payment Methods Used: Adults 25 - 64

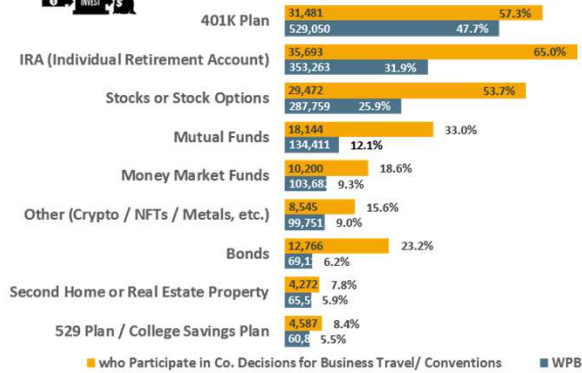




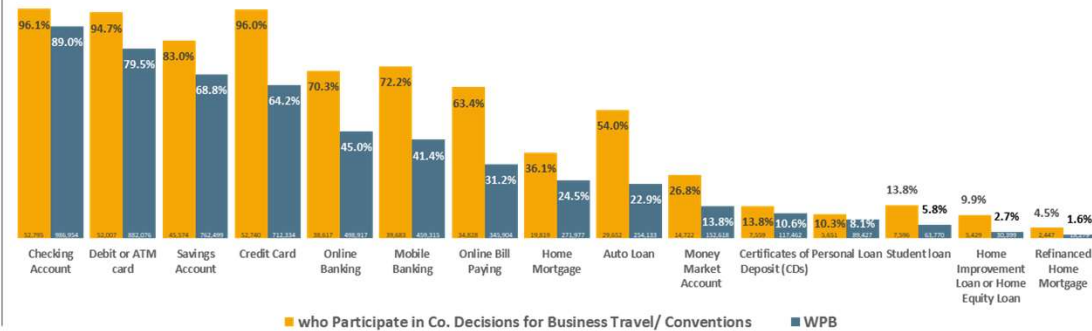
5.1% or 54,925 of WPB DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.  
 Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 20.1% more likely to have a 401K, 135.6% more likely to have an Auto Loan, 168.8% more likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Car



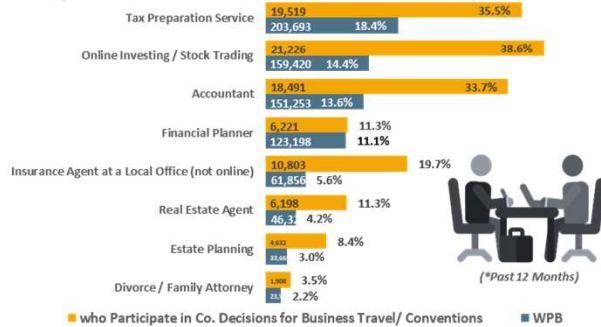
### Investments Owned: Adults 25 - 64



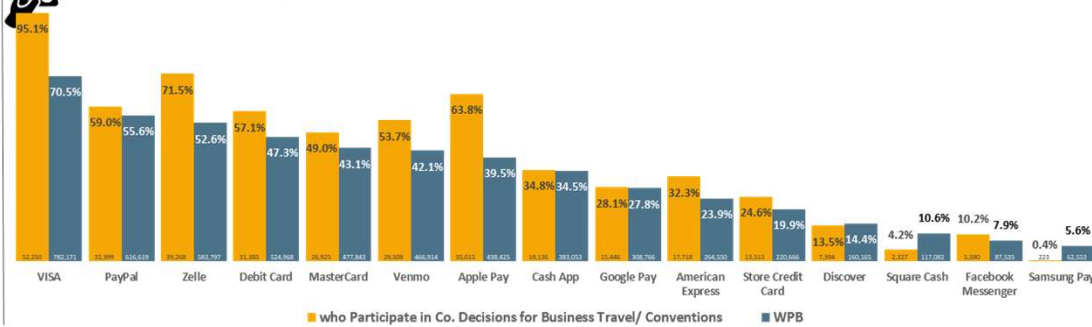
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



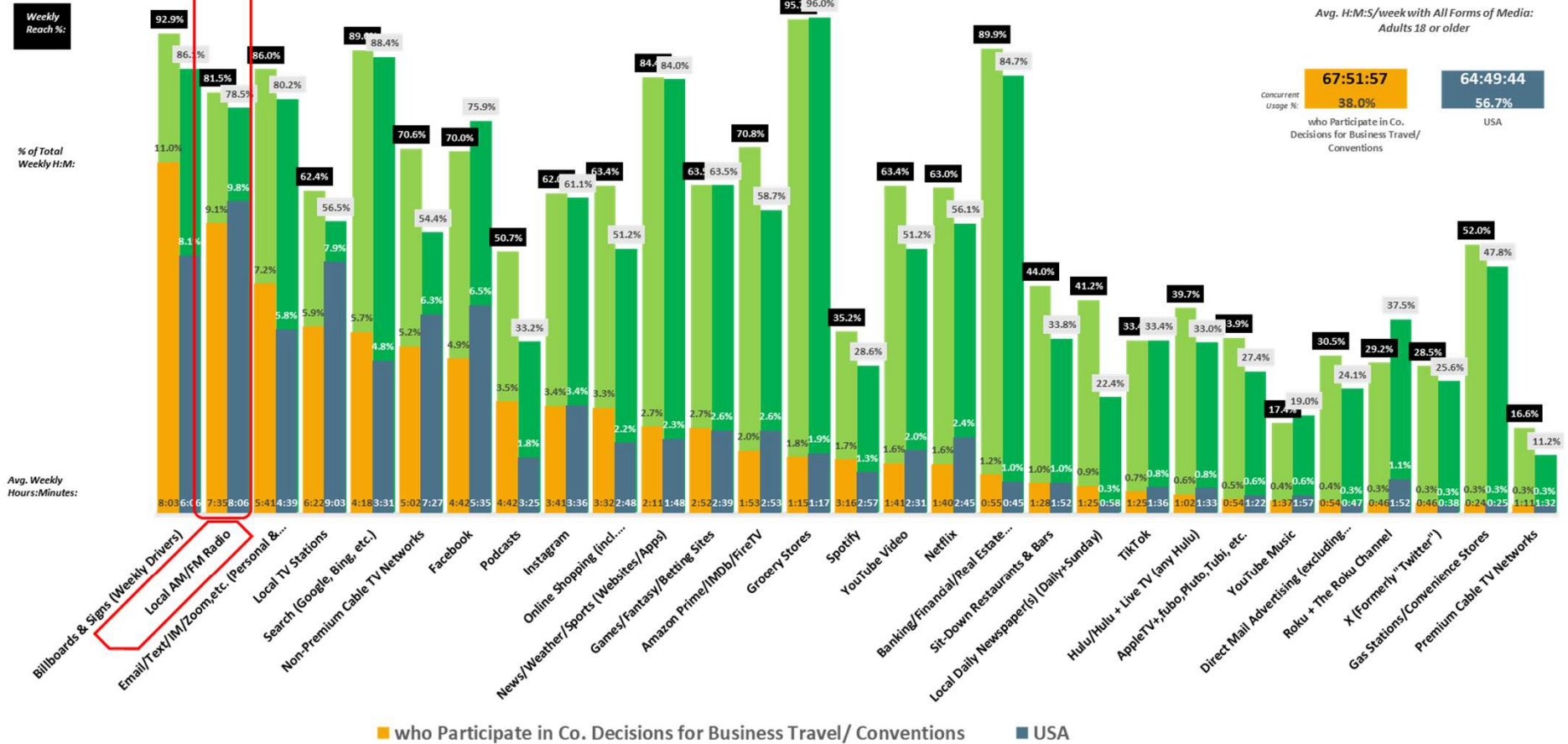
### Past 3-Months Payment Methods Used: Adults 25 - 64





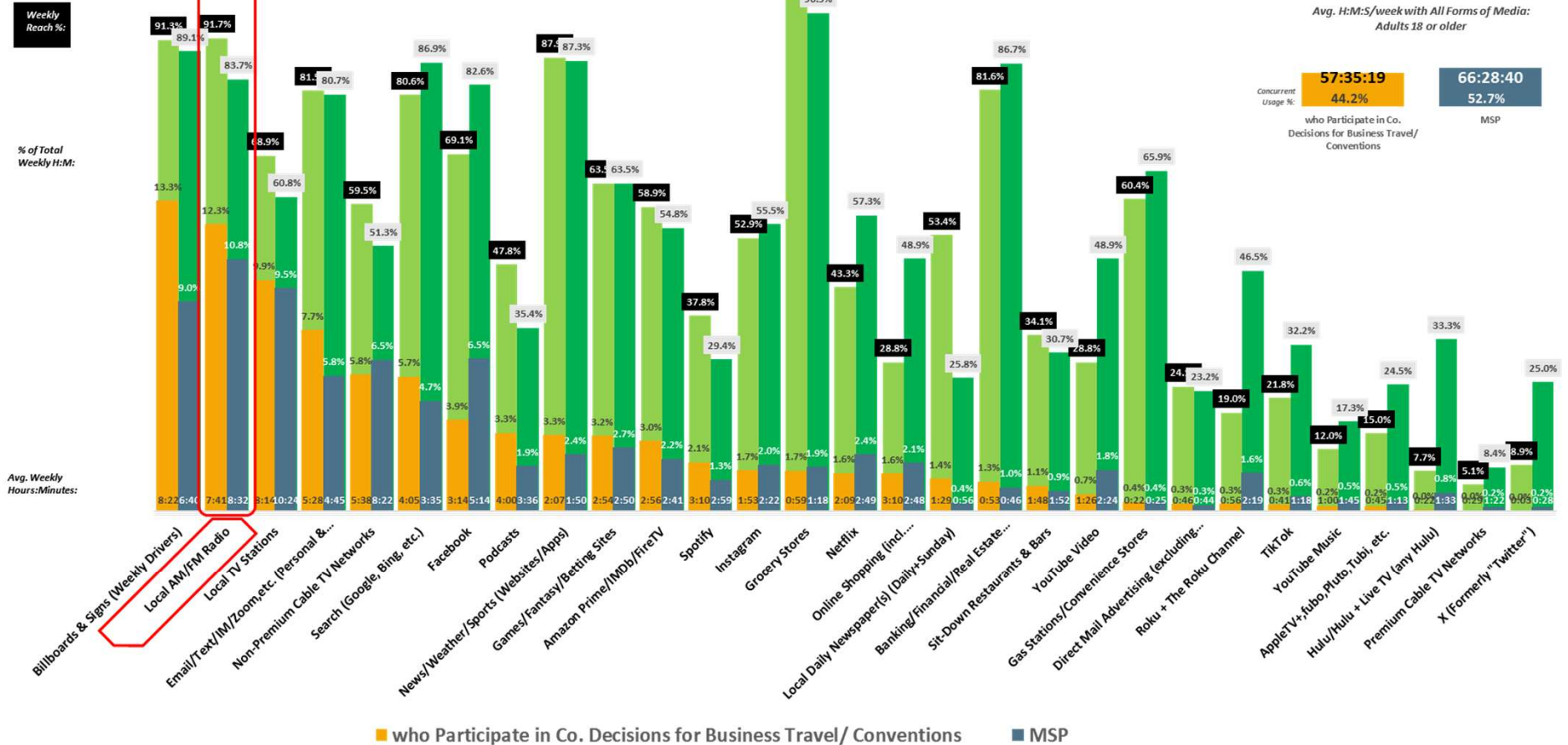


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 19 hours, 51 minutes and 57 seconds each week with All Forms of Media.  
 81.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



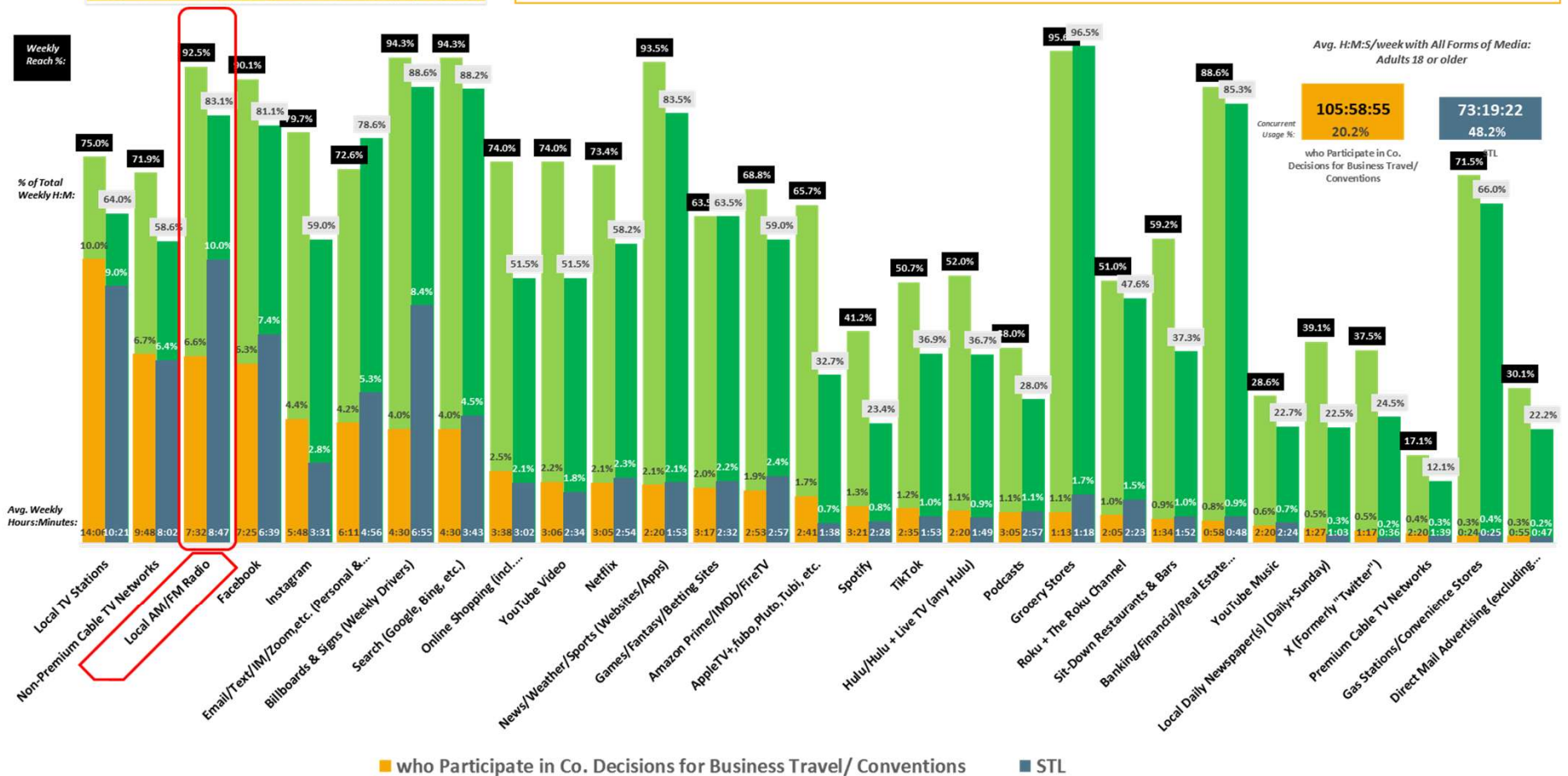


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 9 hours, 35 minutes and 19 seconds each week with All Forms of Media.  
 91.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.





Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 4 days, 9 hours, 58 minutes and 55 seconds each week with All Forms of Media.  
 92.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.



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

105:58:55  
 20.2%

who Participate in Co.  
 Decisions for Business Travel/  
 Conventions

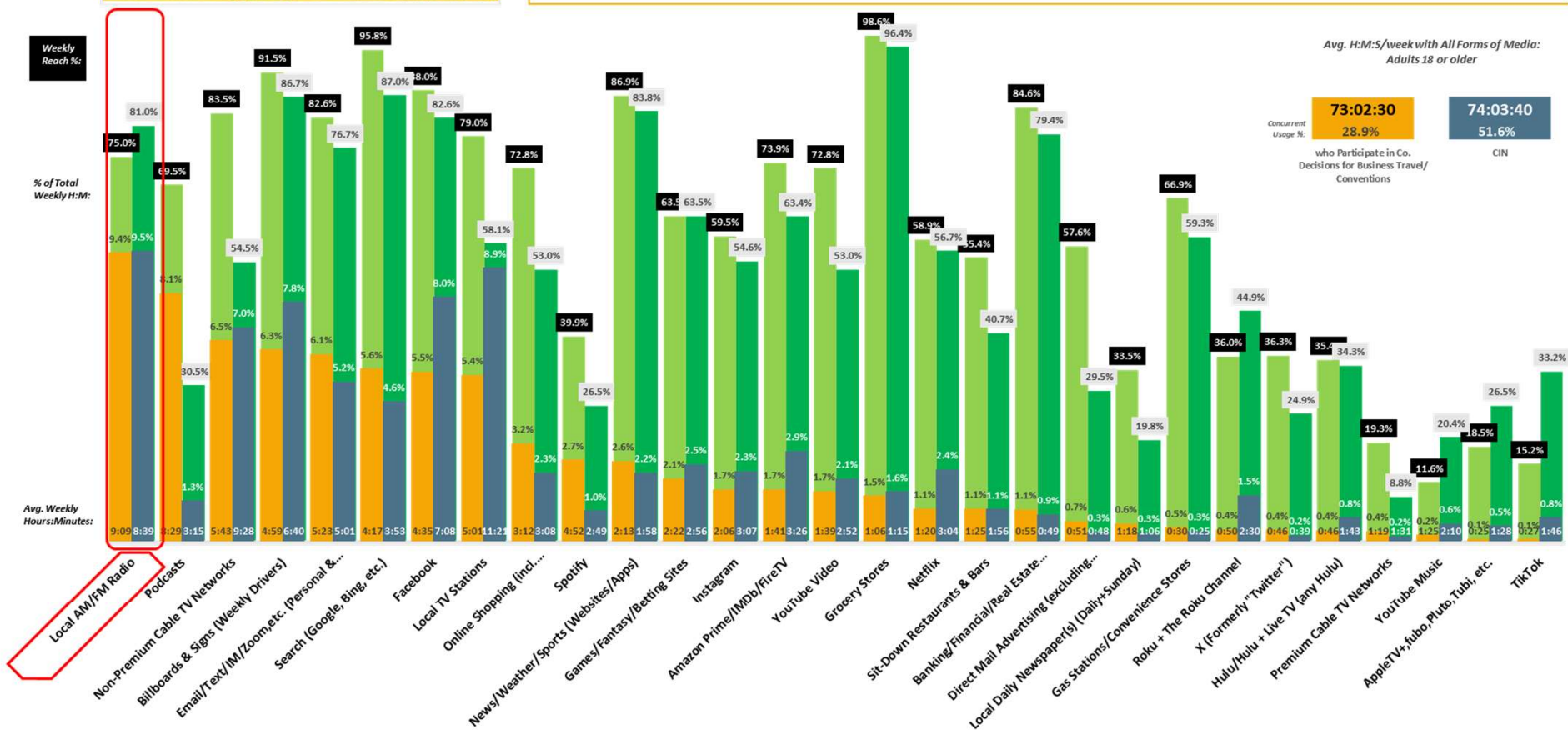
73:19:22  
 48.2%





Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 3 days, 1 hours, 2 minutes and 30 seconds each week with All Forms of Media.

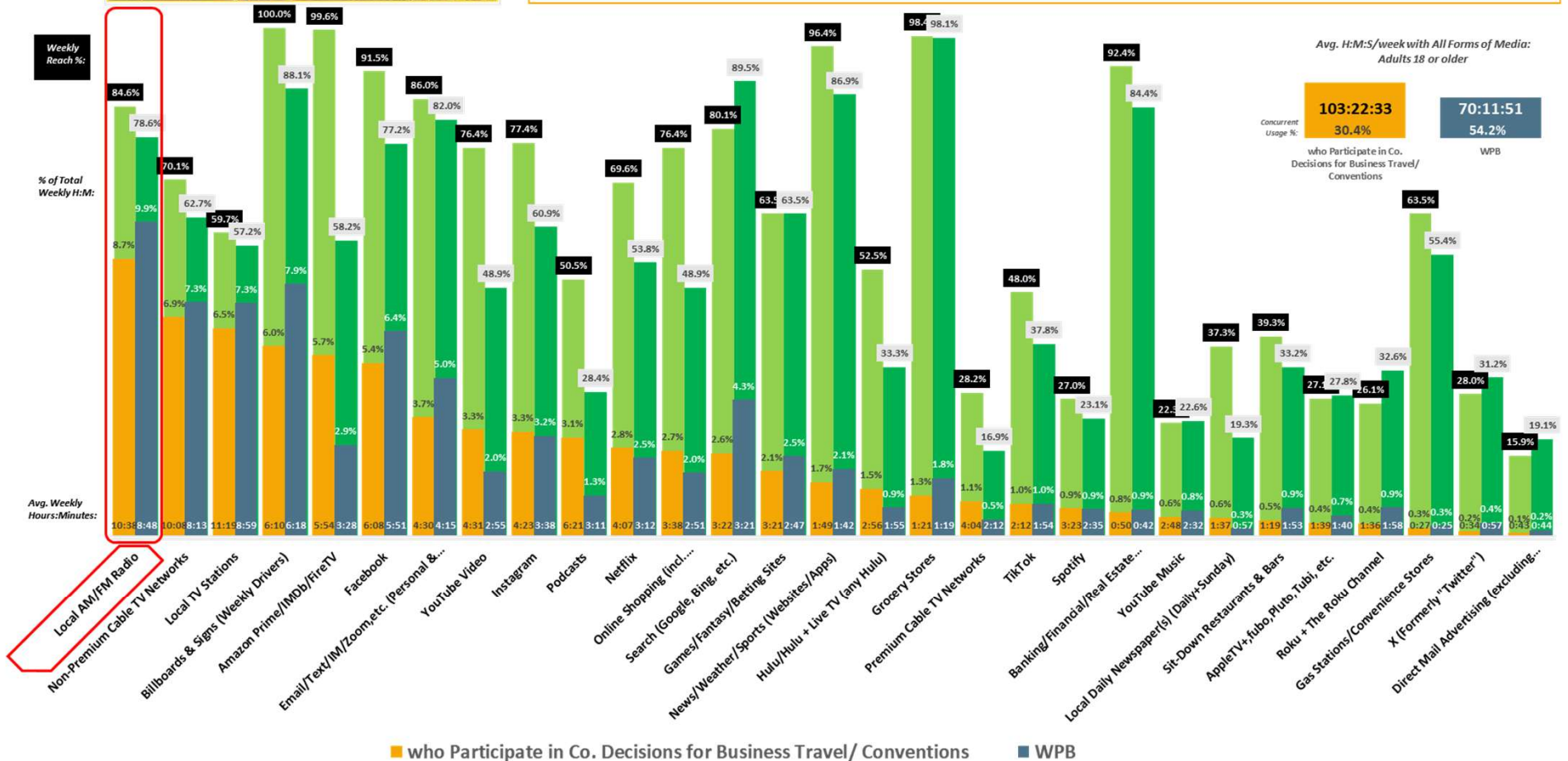
75.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 9 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



who Participate in Co. Decisions for Business Travel/ Conventions CIN

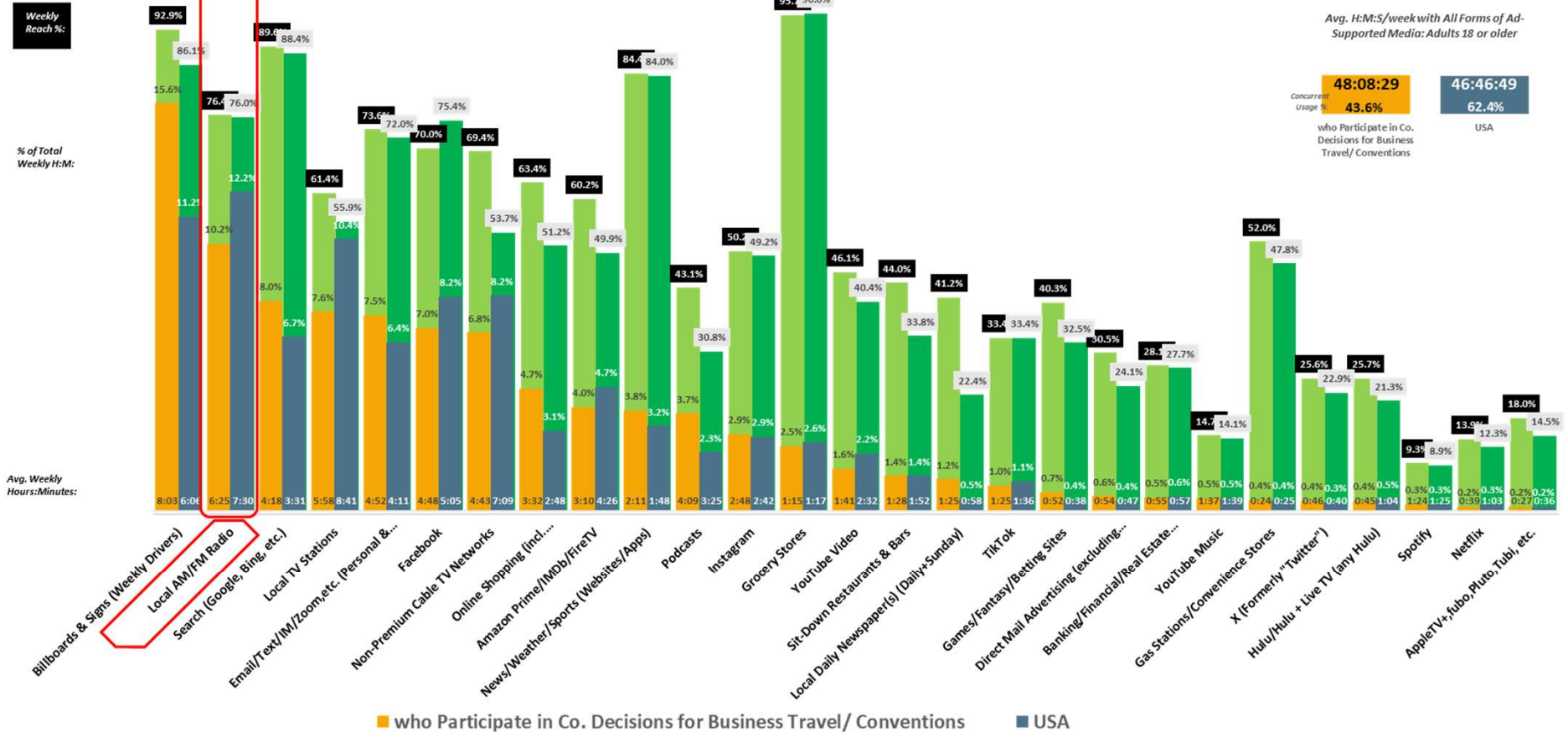


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 4 days, 7 hours, 22 minutes and 33 seconds each week with All Forms of Media.  
 84.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 10 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





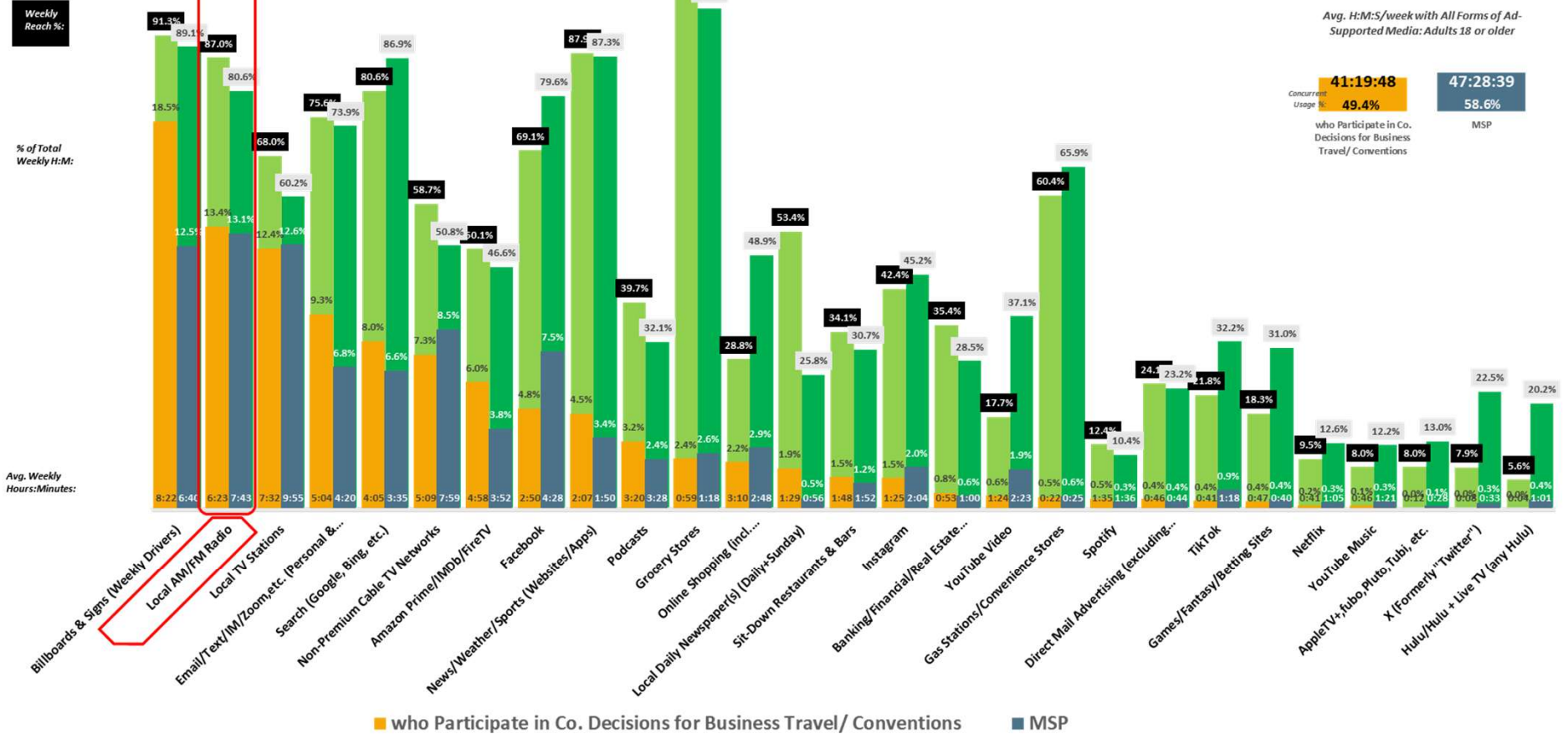
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 0 hours, 8 minutes and 29 seconds each week with All Forms of Ad-Supported Media.  
 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported





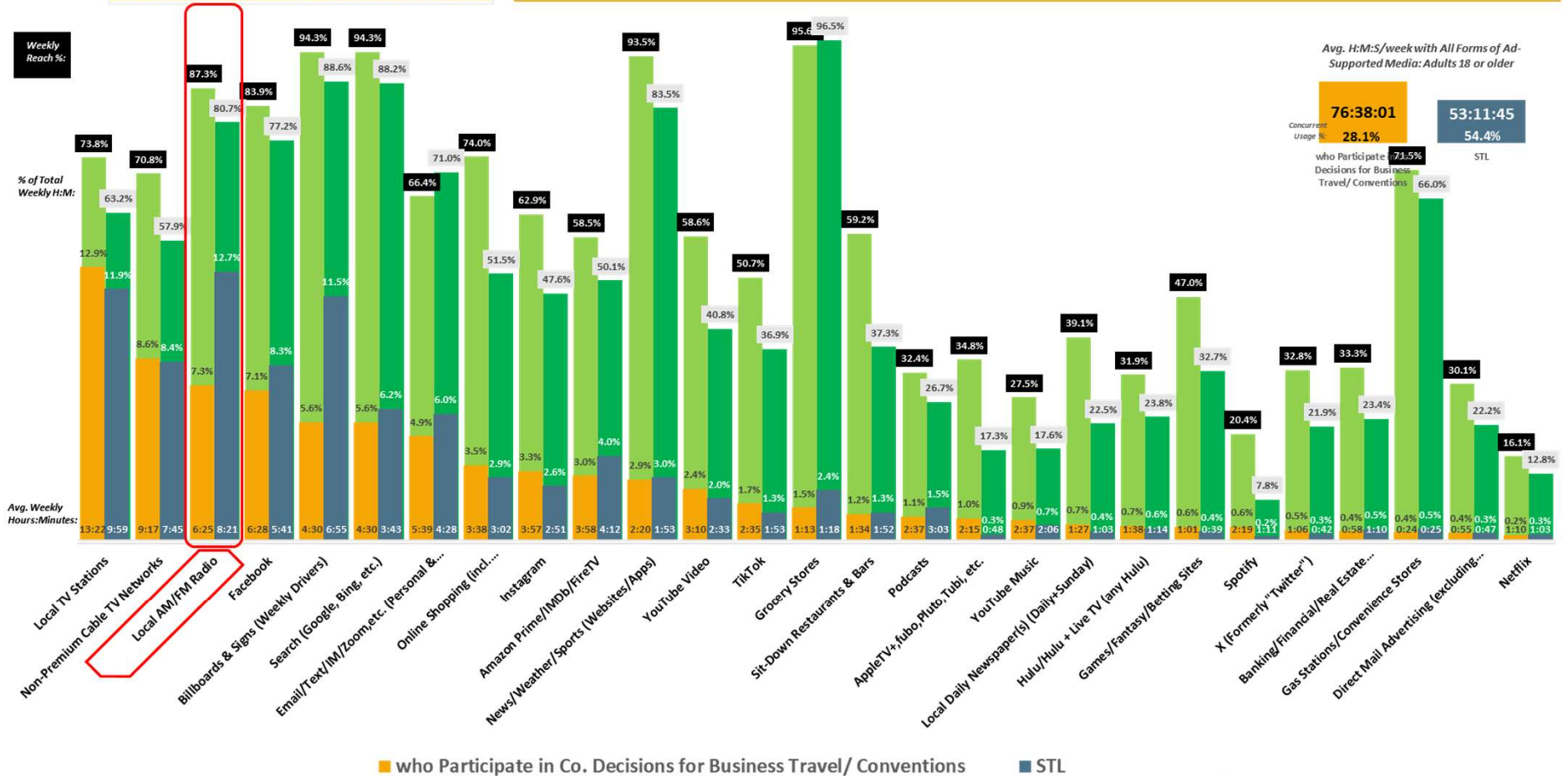


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 1 days, 17 hours, 19 minutes and 48 seconds each week with All Forms of Ad-Supported Media.  
87.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported M





Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 3 days, 4 hours, 38 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 87.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.3% of total time spent with all forms of Ad-Supported M



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

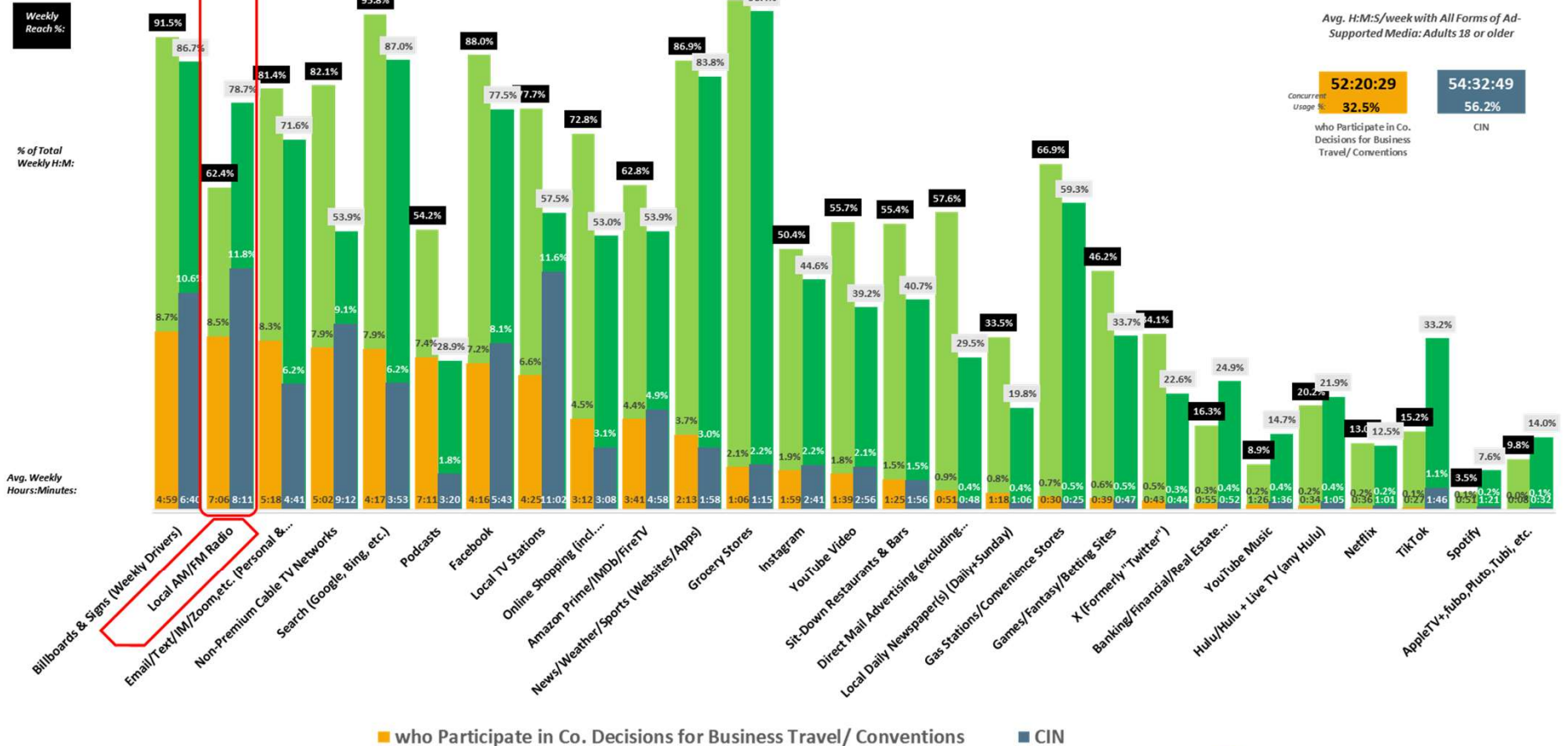
76:38:01	53:11:45
who Participate in Co. Decisions for Business Travel/ Conventions	STL

Concurrent Usage %: 28.1%





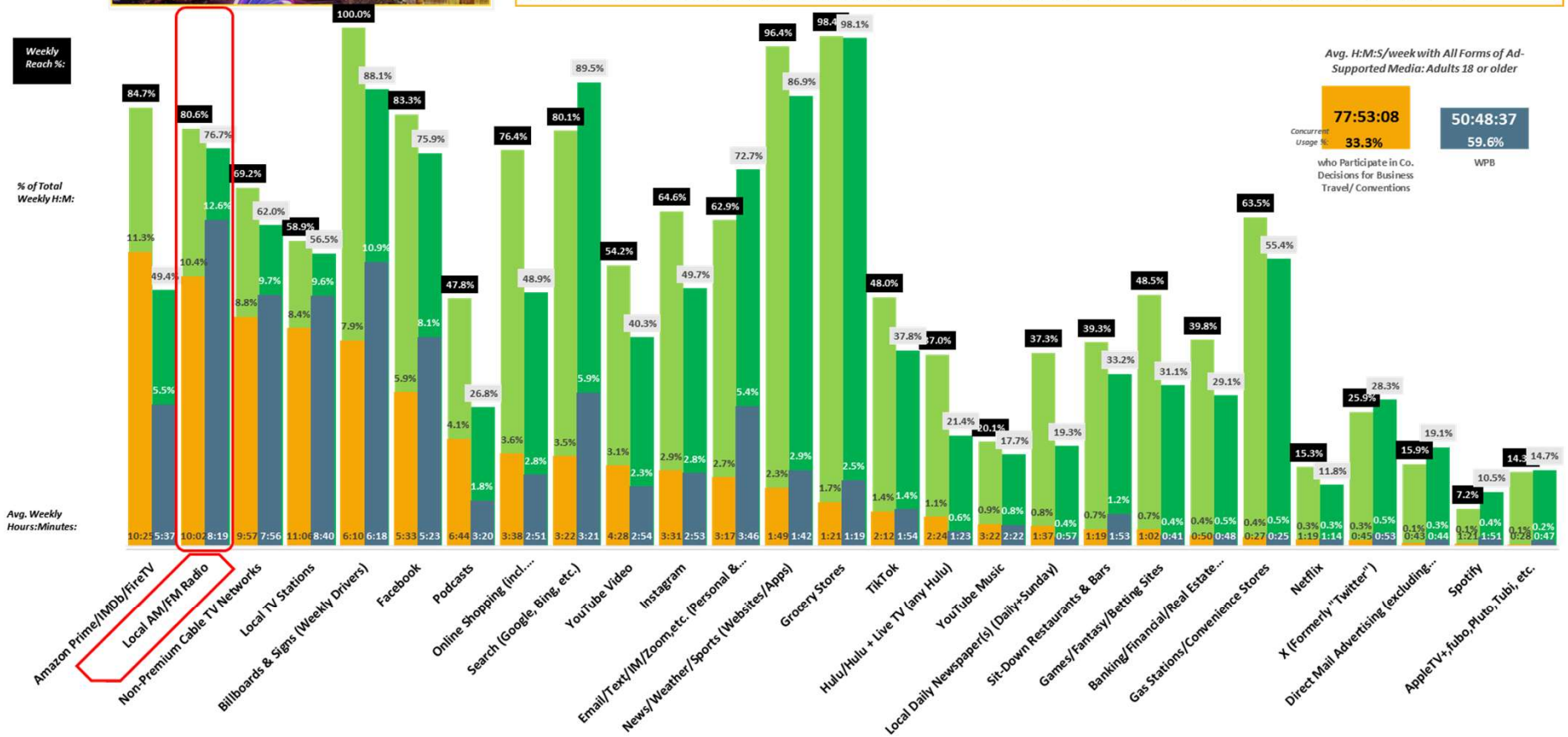
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 4 hours, 20 minutes and 29 seconds each week with All Forms of Ad-Supported Media.  
62.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Me







Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 3 days, 5 hours, 53 minutes and 8 seconds each week with All Forms of Ad-Supported Media.  
 80.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 10 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported



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

who Participate in Co. Decisions for Business Travel/ Conventions	WPB
77:53:08	50:48:37
33.3%	59.6%

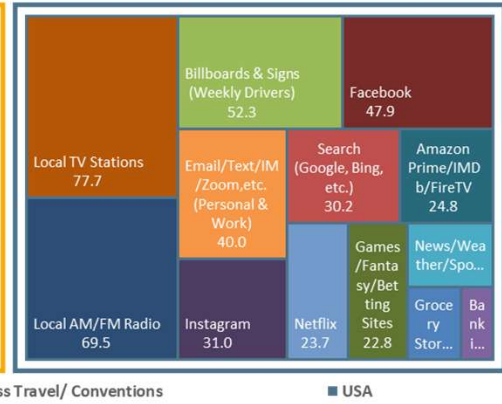
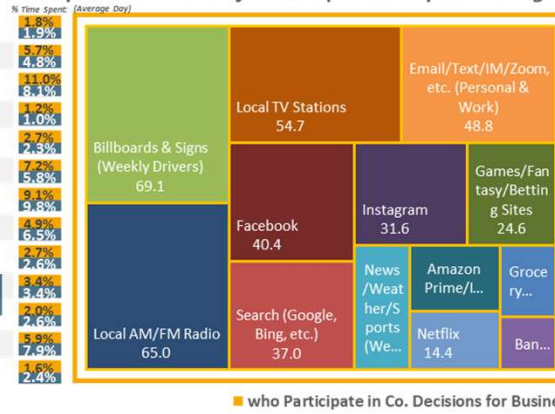
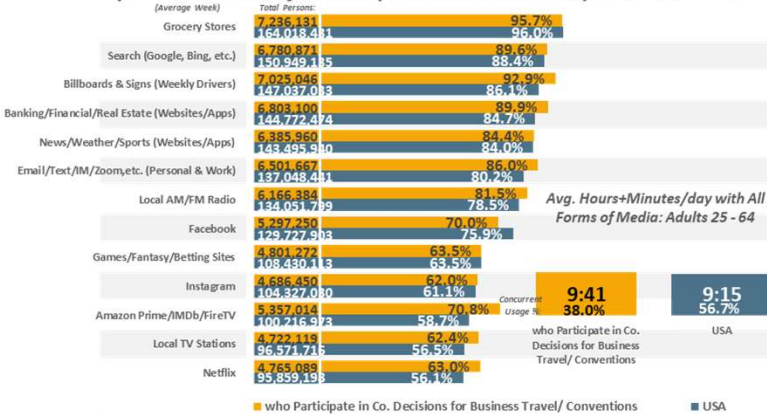
■ who Participate in Co. Decisions for Business Travel/ Conventions ■ WPB



Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 55.1 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

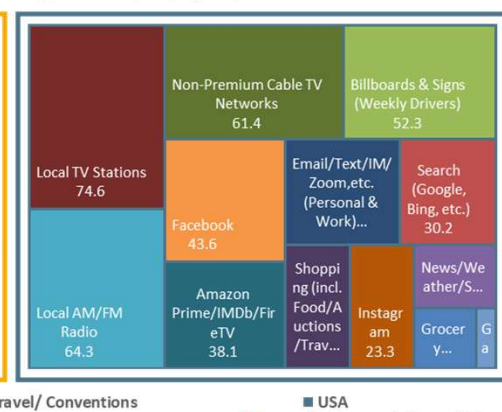
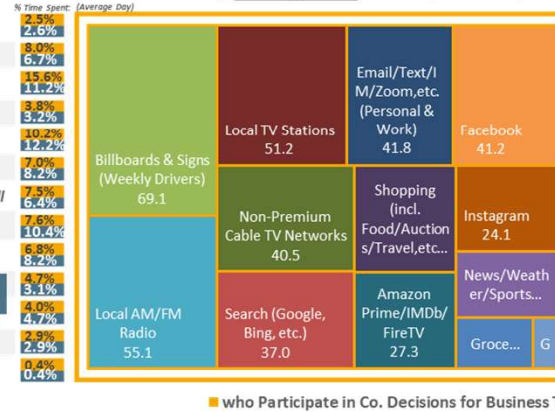
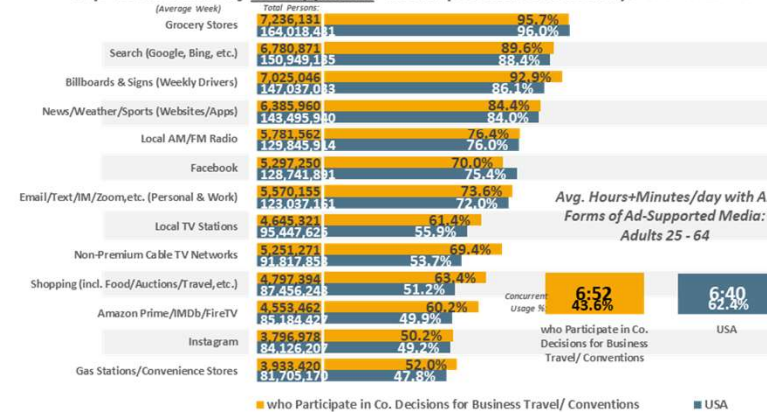
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868  
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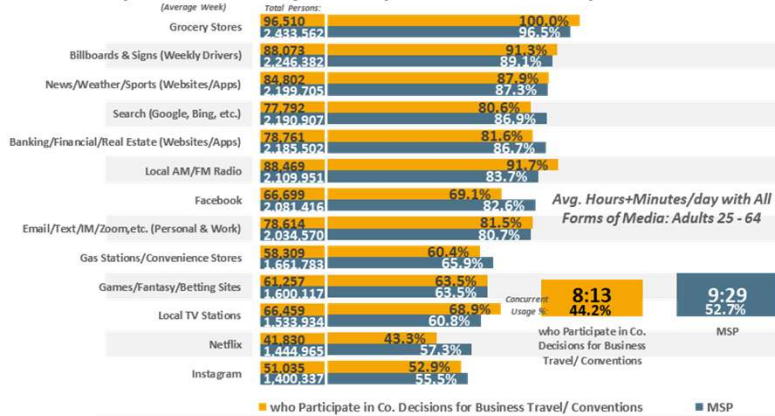
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements





Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 87.% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. (Local Radio delivers 13.4% of Time with Ad-Supported Media.)

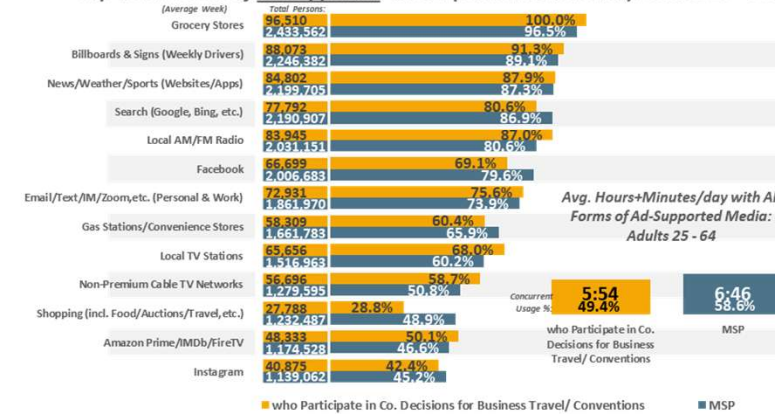
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



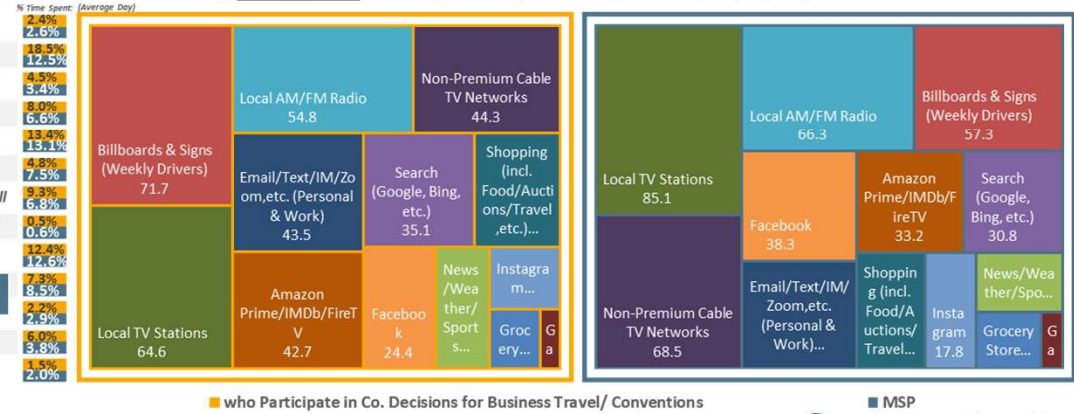
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 49  
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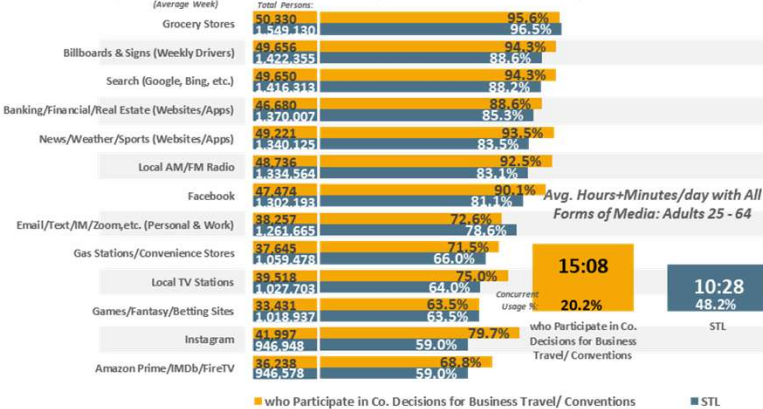
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



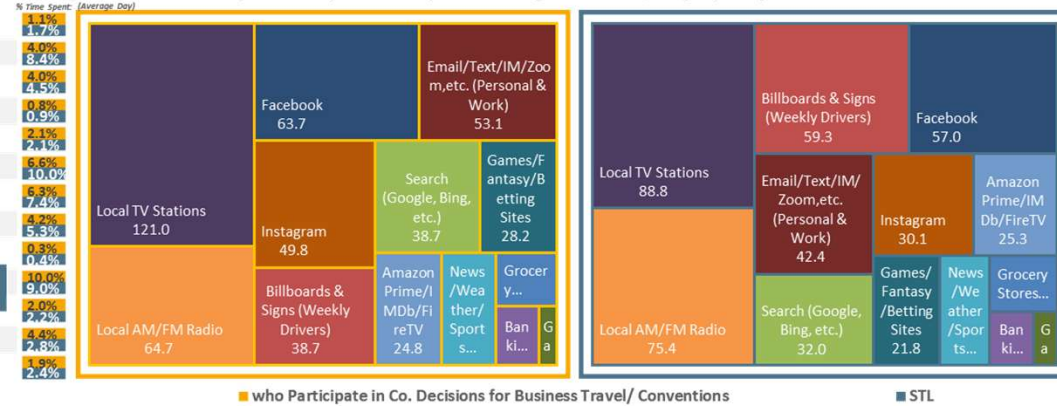


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 10 hours and 56 minutes each day with All Forms of Ad-Supported Media. 87.3% listen to Local AM/FM Radio for an avg. of 55. minutes/day. (Local Radio delivers 7.3% of Time with Ad-Supported Media.)

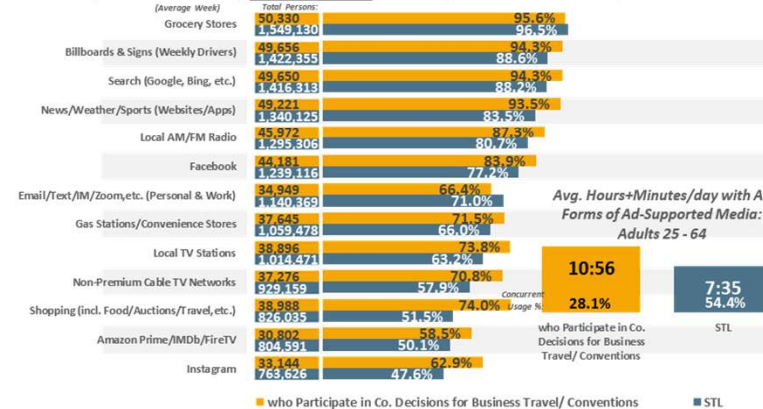
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



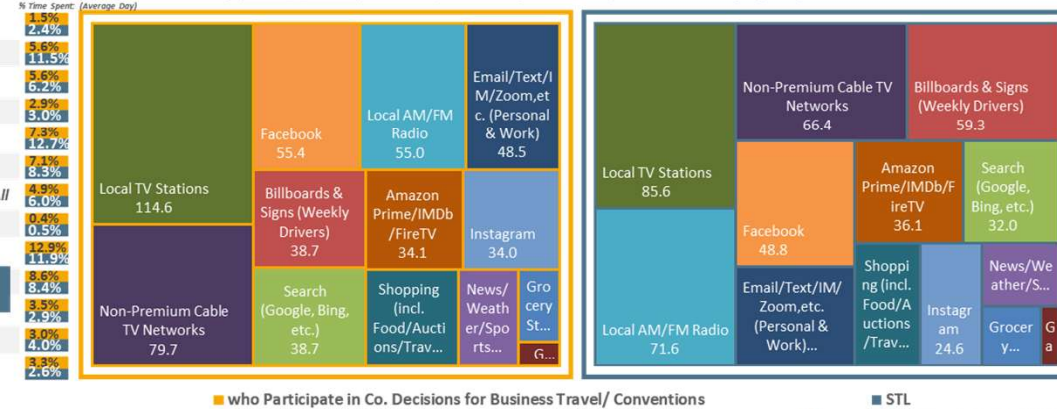
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



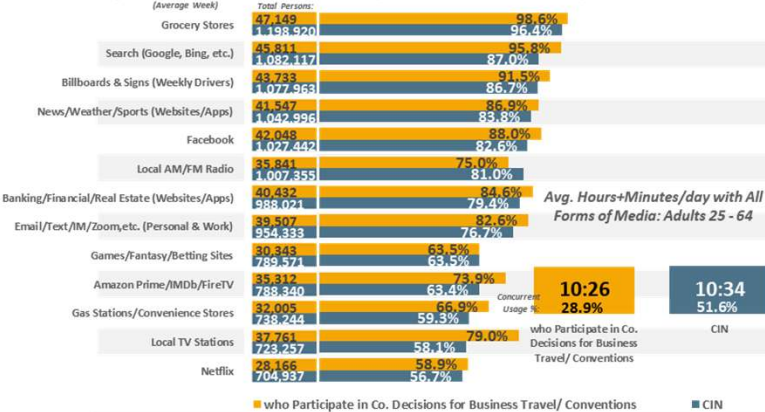
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



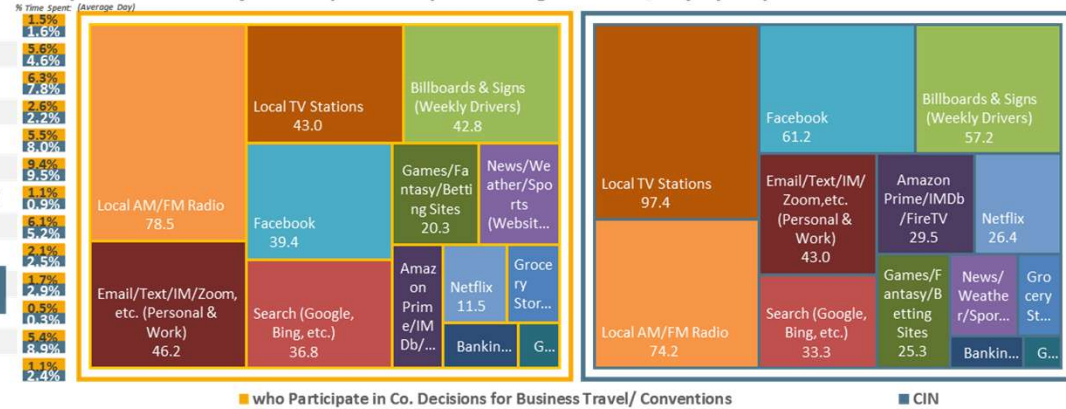


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 62.4% listen to Local AM/FM Radio for an avg. of 60.9 minutes/day. (Local Radio delivers 8.5% of Time with Ad-Supported Media.)

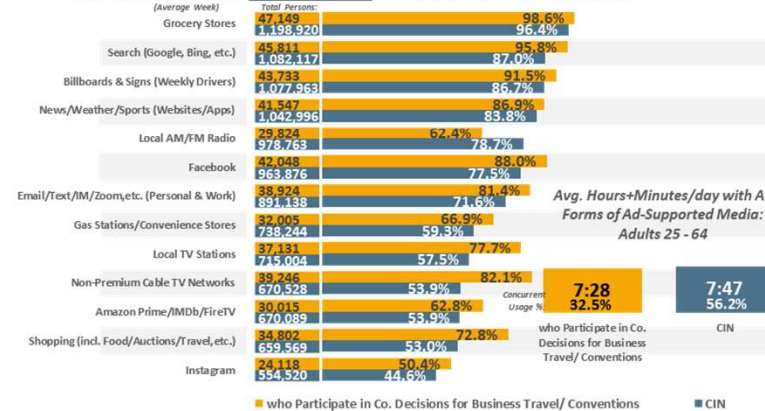
**Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64**



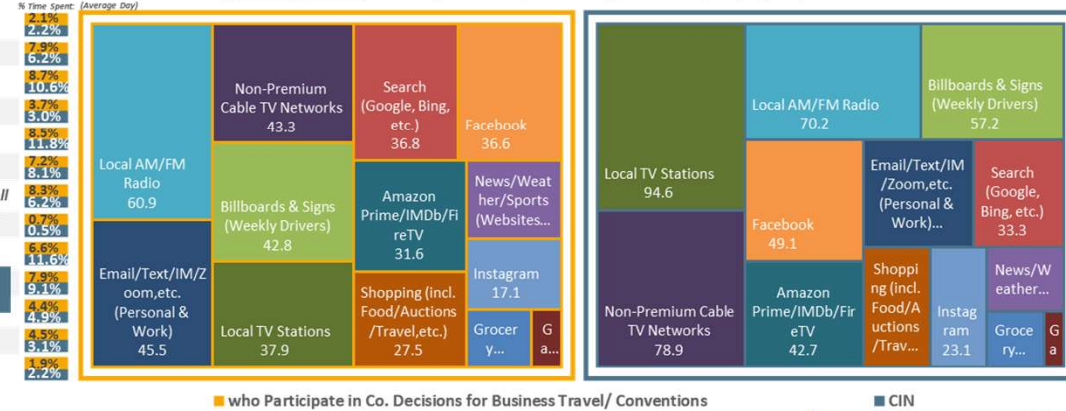
**Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64**



**Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

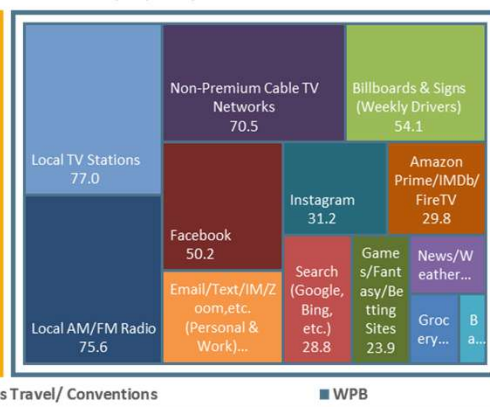
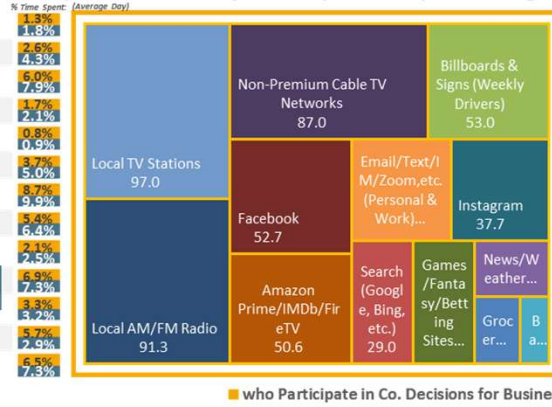
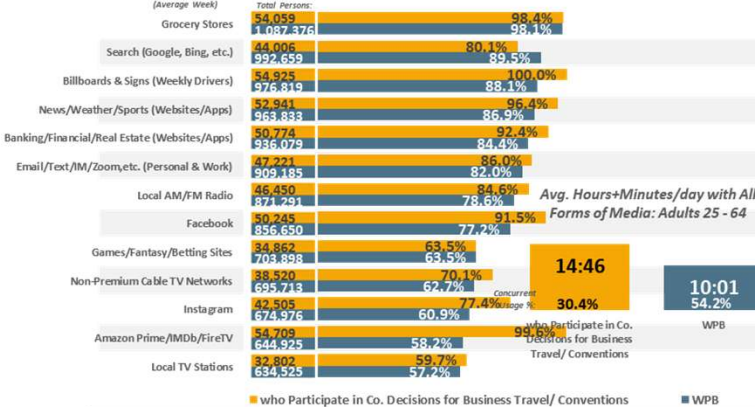




Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 11 hours and 7 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 86.1 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

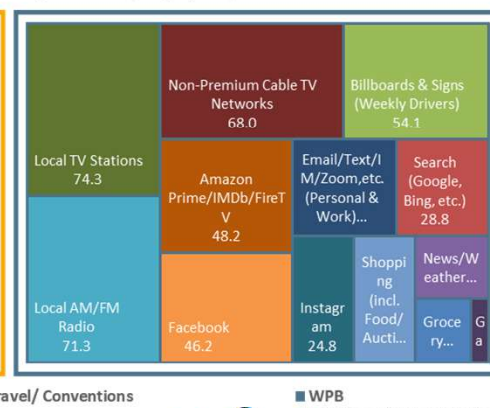
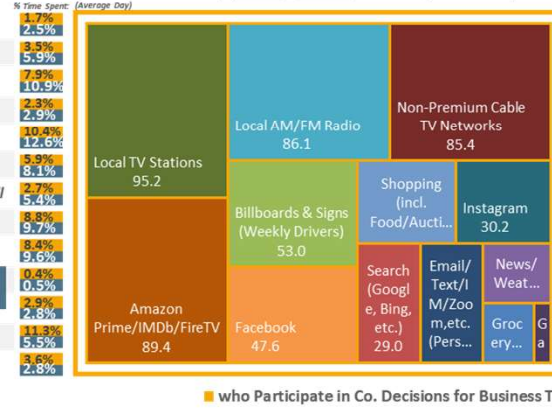
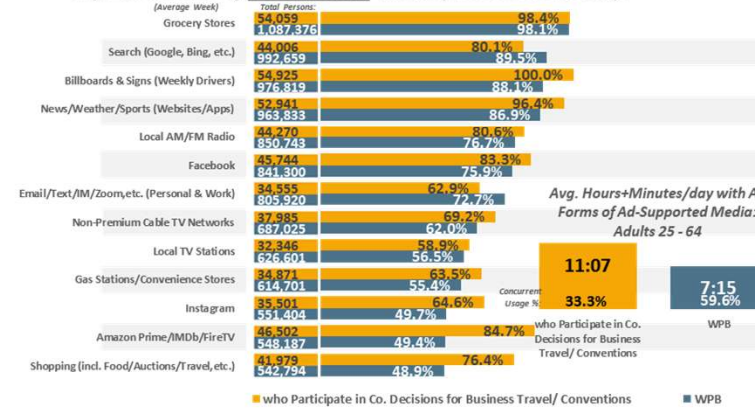
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87  
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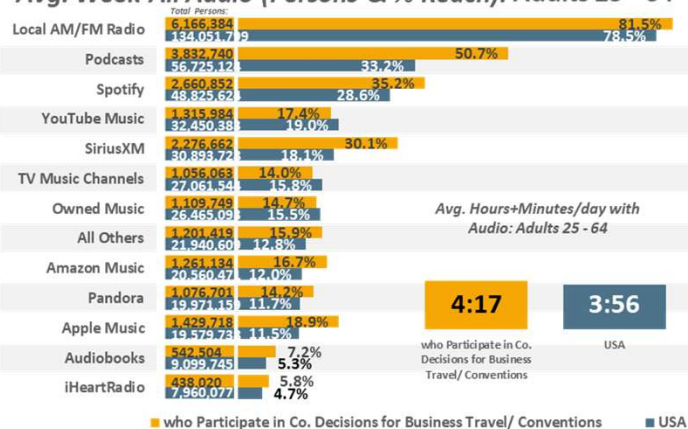
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



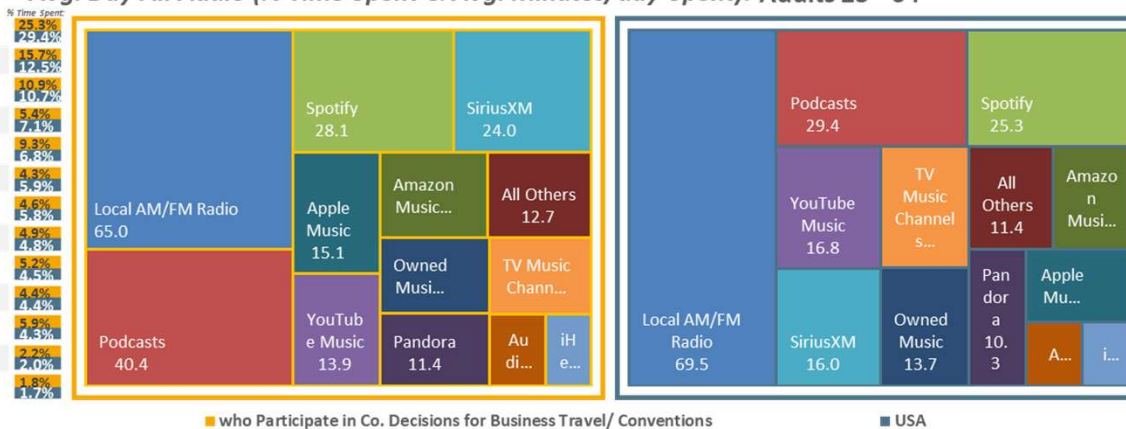


5,781,562 or 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions listen to Ad-Supported Local AM/FM Radio for an average of 55.1 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.

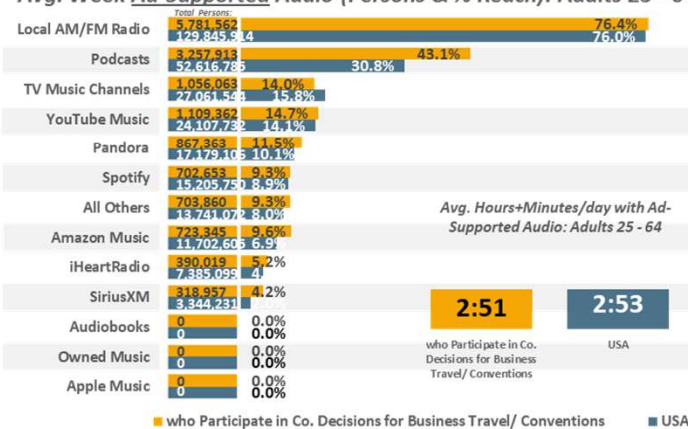
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



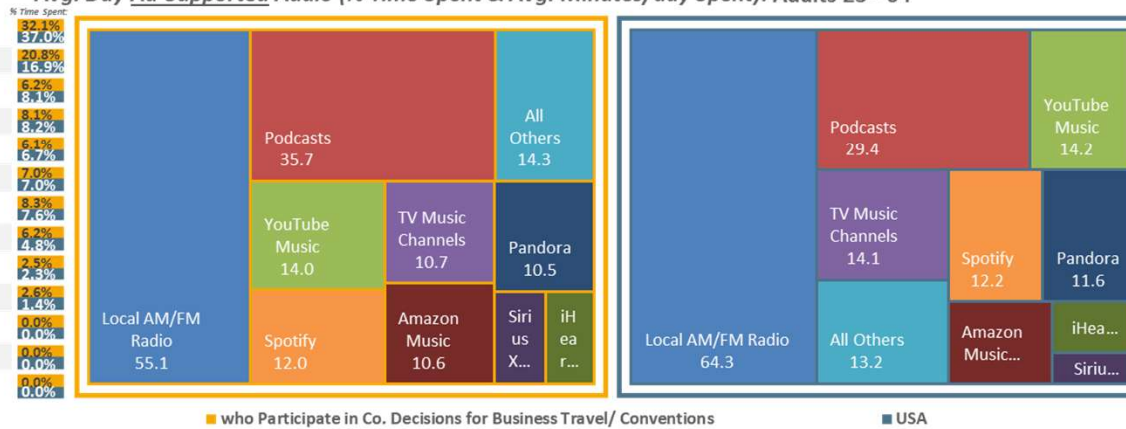
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



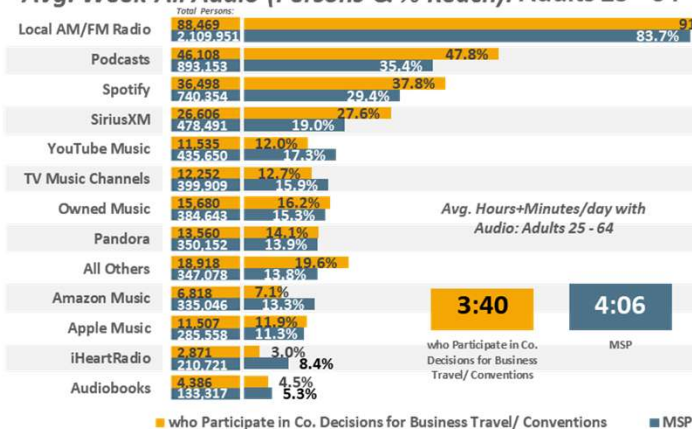
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



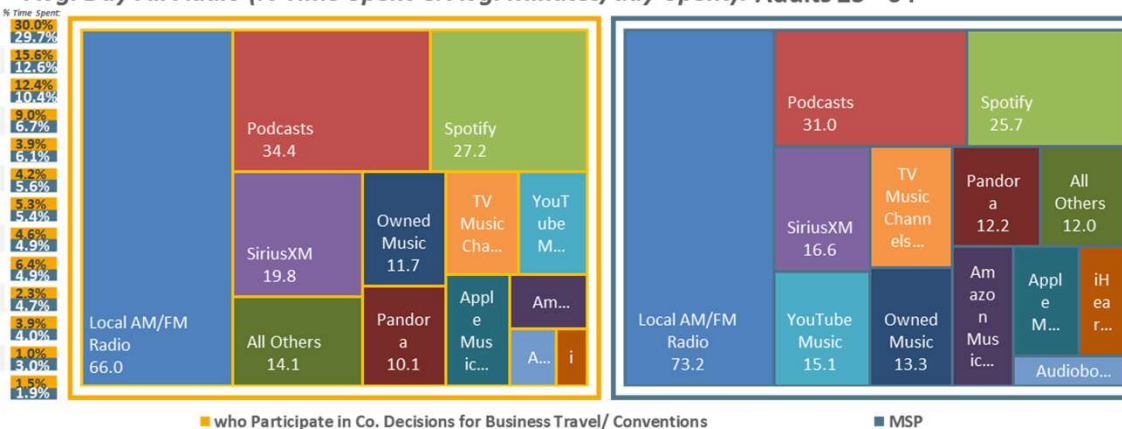


83,945 or 87.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

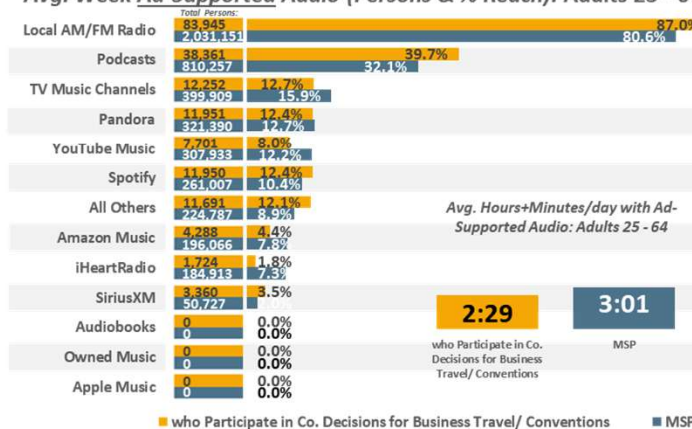
**Avg. Week All Audio (Persons & % Reach): Adults 25 - 64**



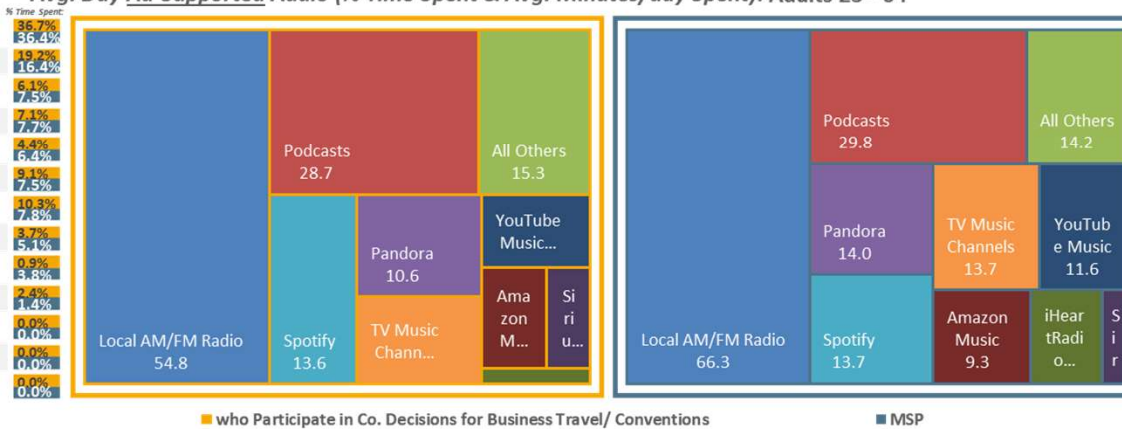
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64**



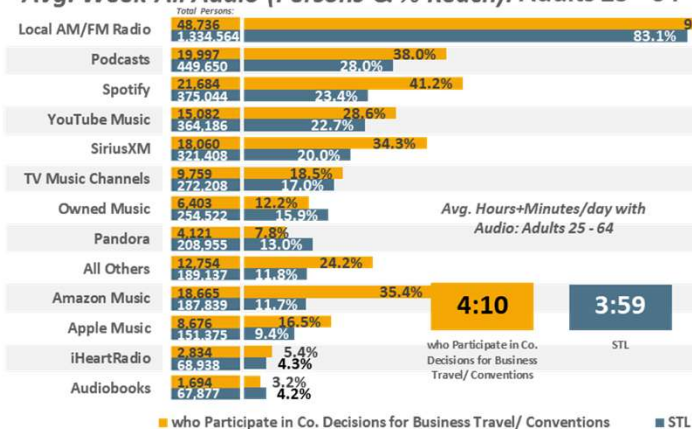
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



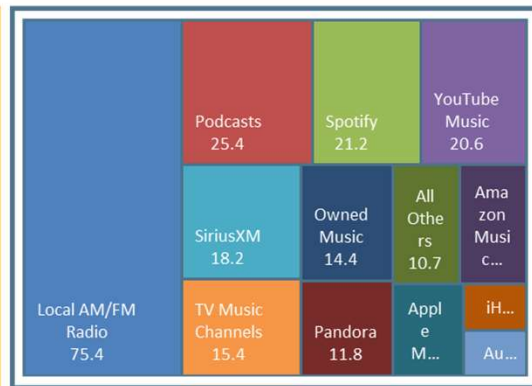
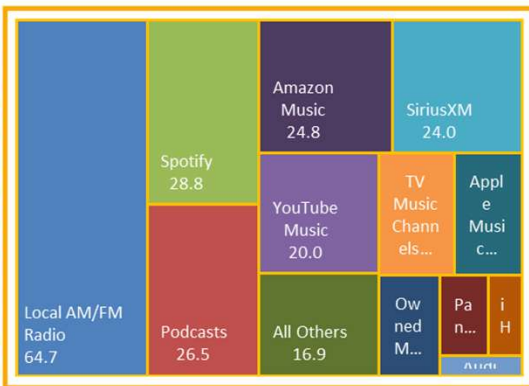


45,972 or 87.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 29.2% of all time spent daily with Ad-Supported Audio.

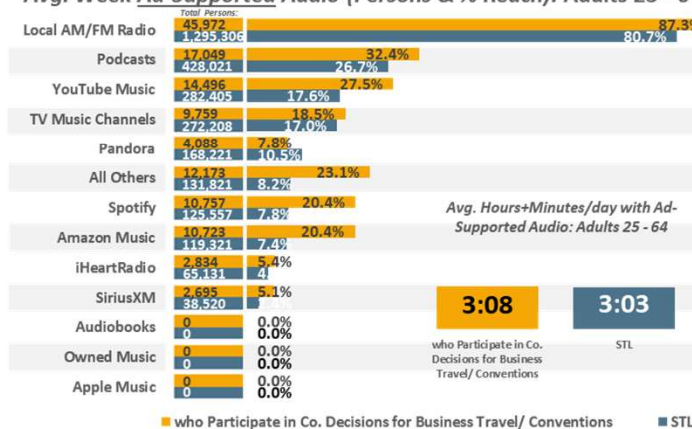
**Avg. Week All Audio (Persons & % Reach): Adults 25 - 64**



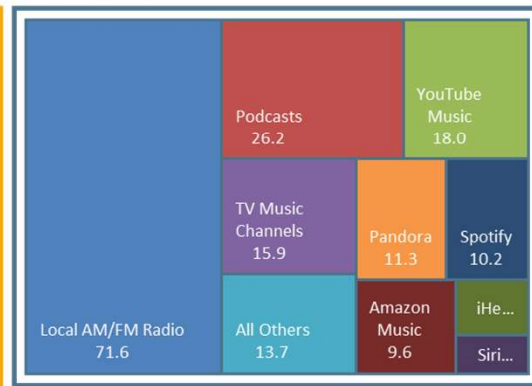
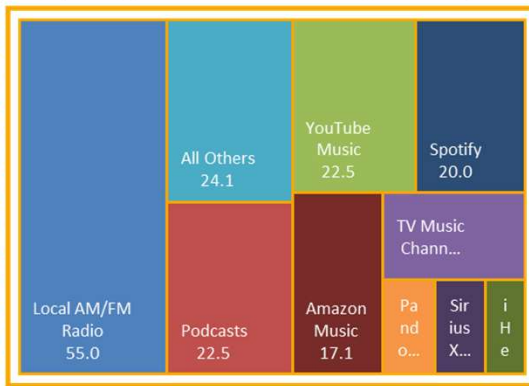
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

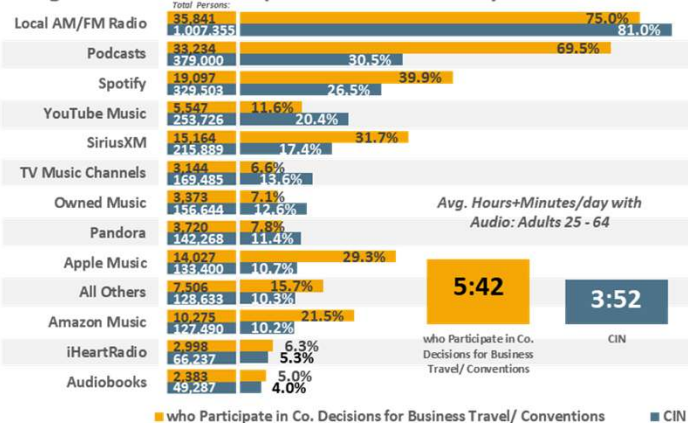




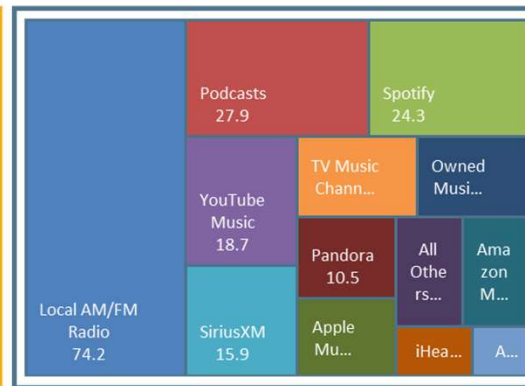
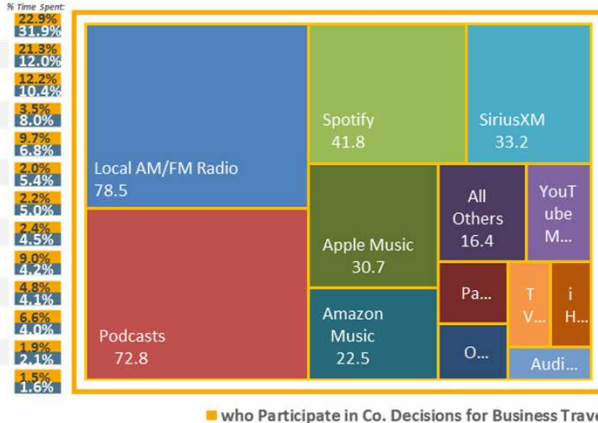


29,824 or 62.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



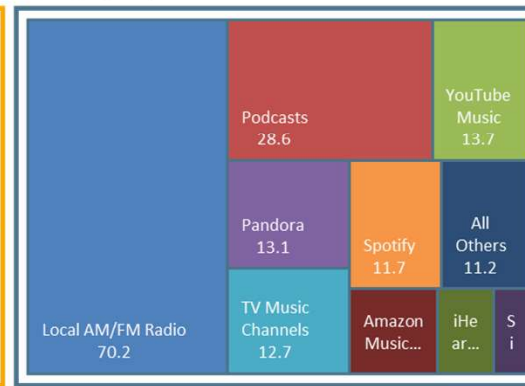
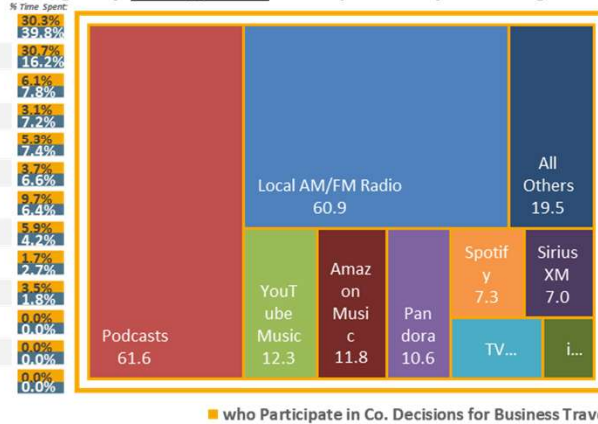
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



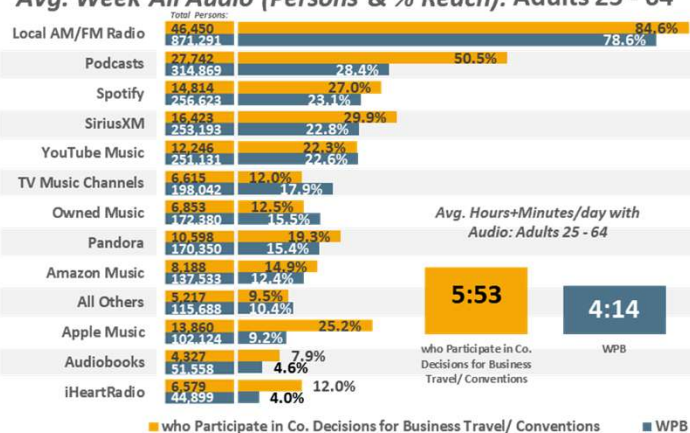
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



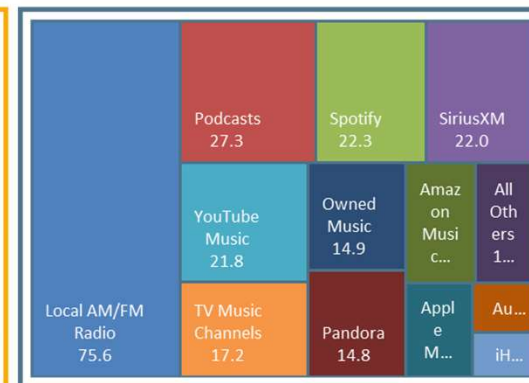
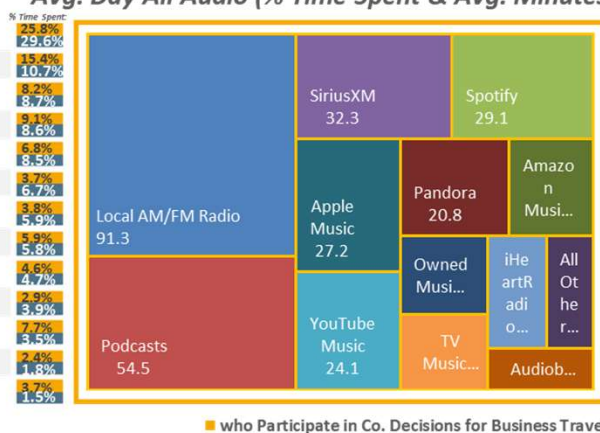


44,270 or 80.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 86.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.

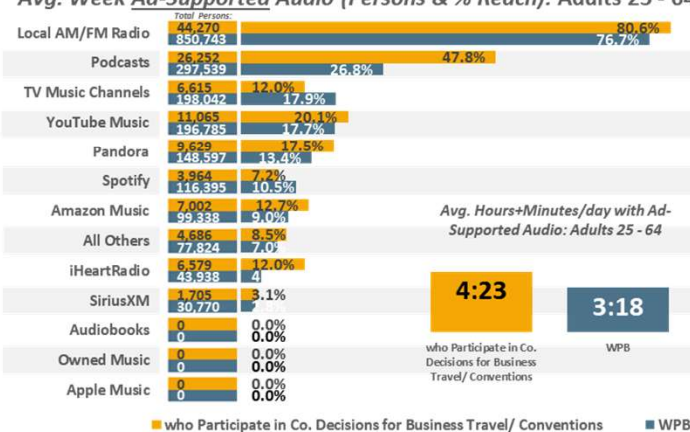
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



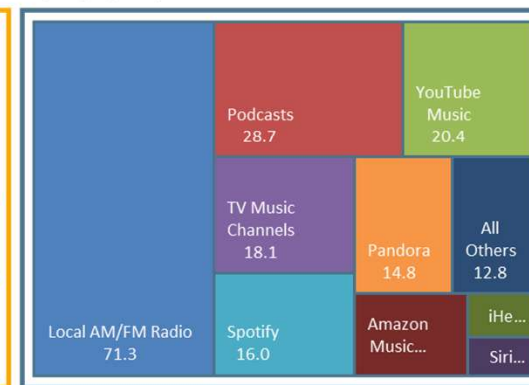
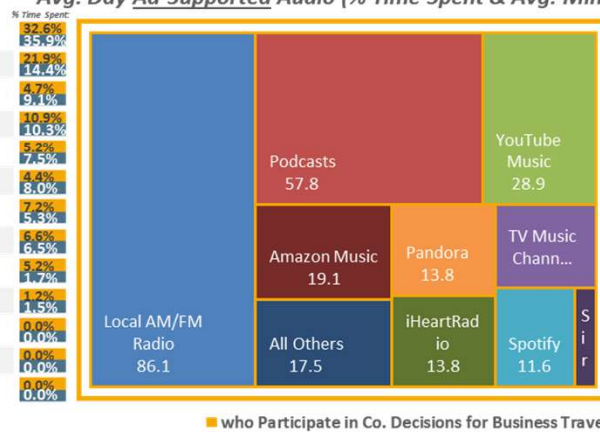
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





5,781,562 or 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 55.1 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 76.4% 76.0%

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

## "Share of Ad-Supported Audio"

2:51

2:53

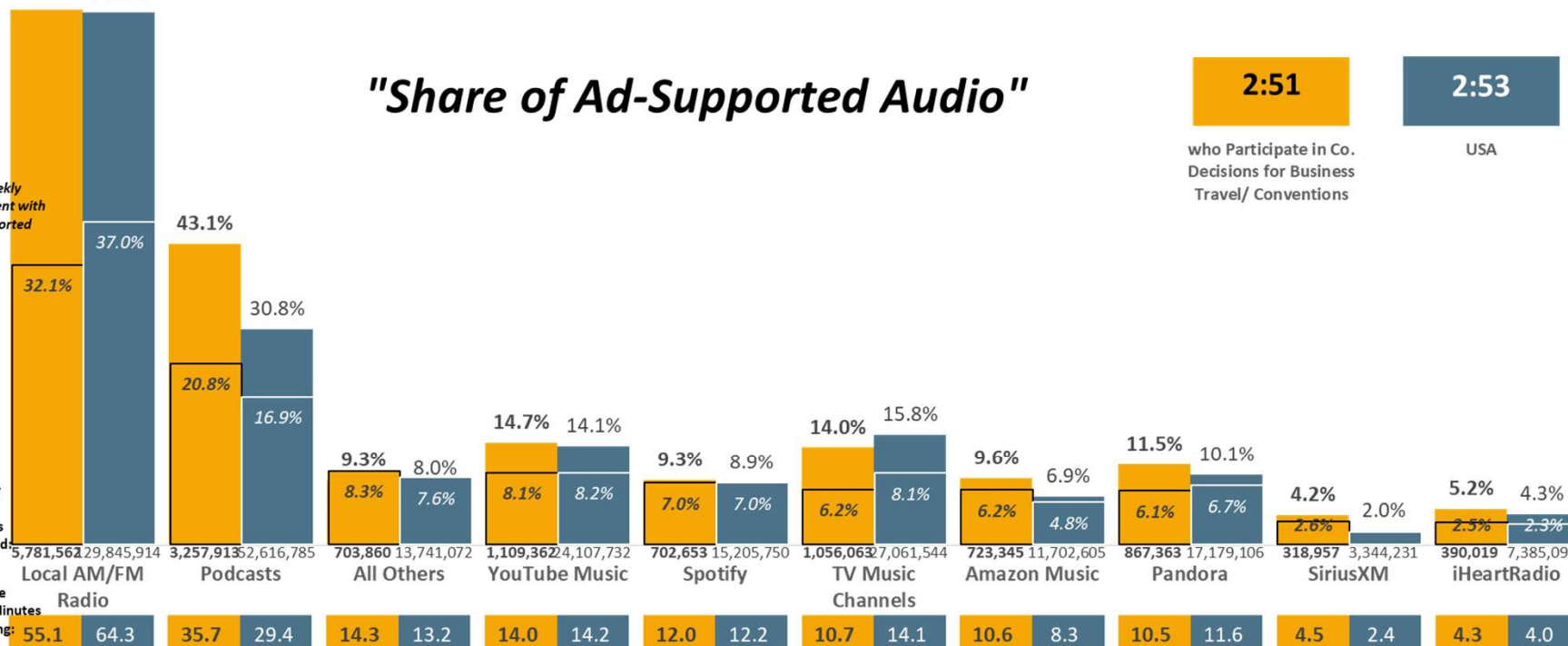
who Participate in Co. Decisions for Business Travel/ Conventions

USA

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

Average Daily Minutes Listening

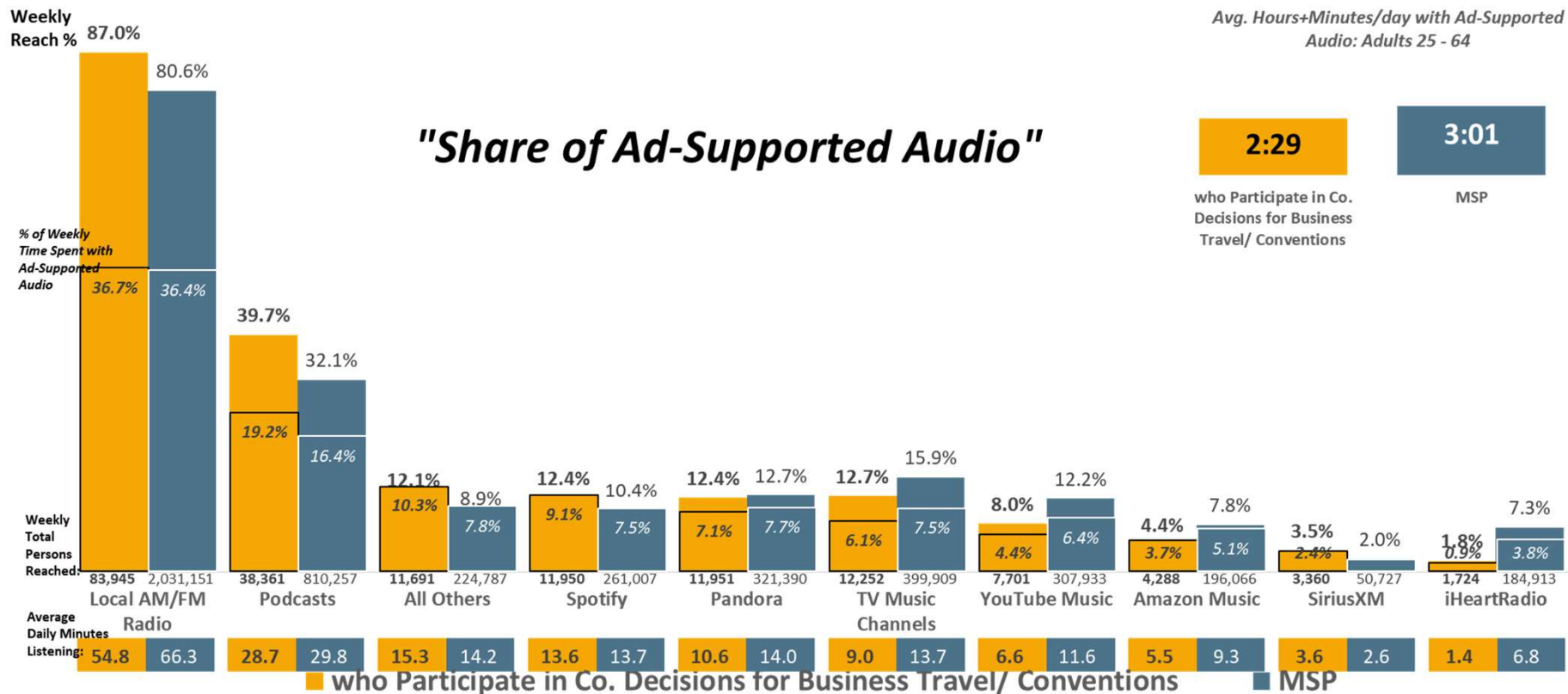


who Participate in Co. Decisions for Business Travel/ Conventions USA



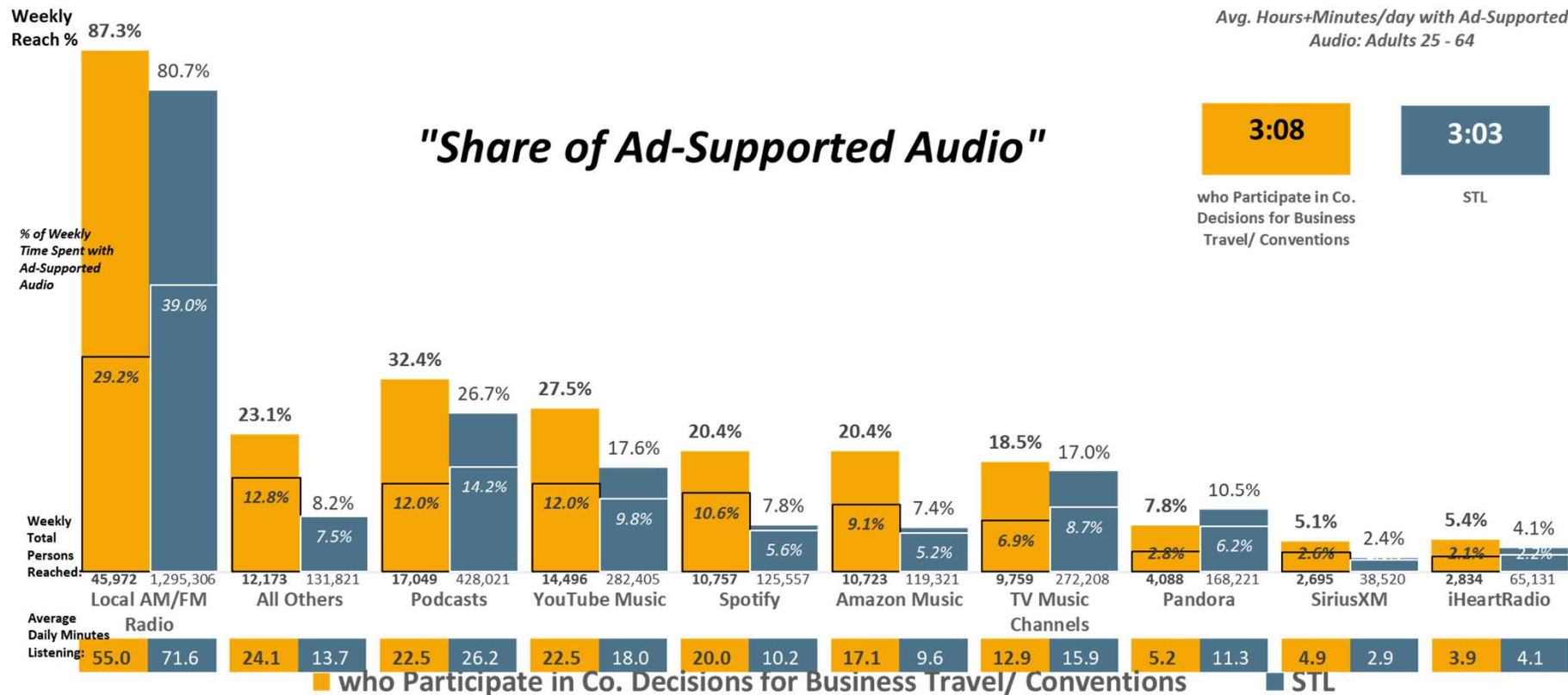


83,945 or 87.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



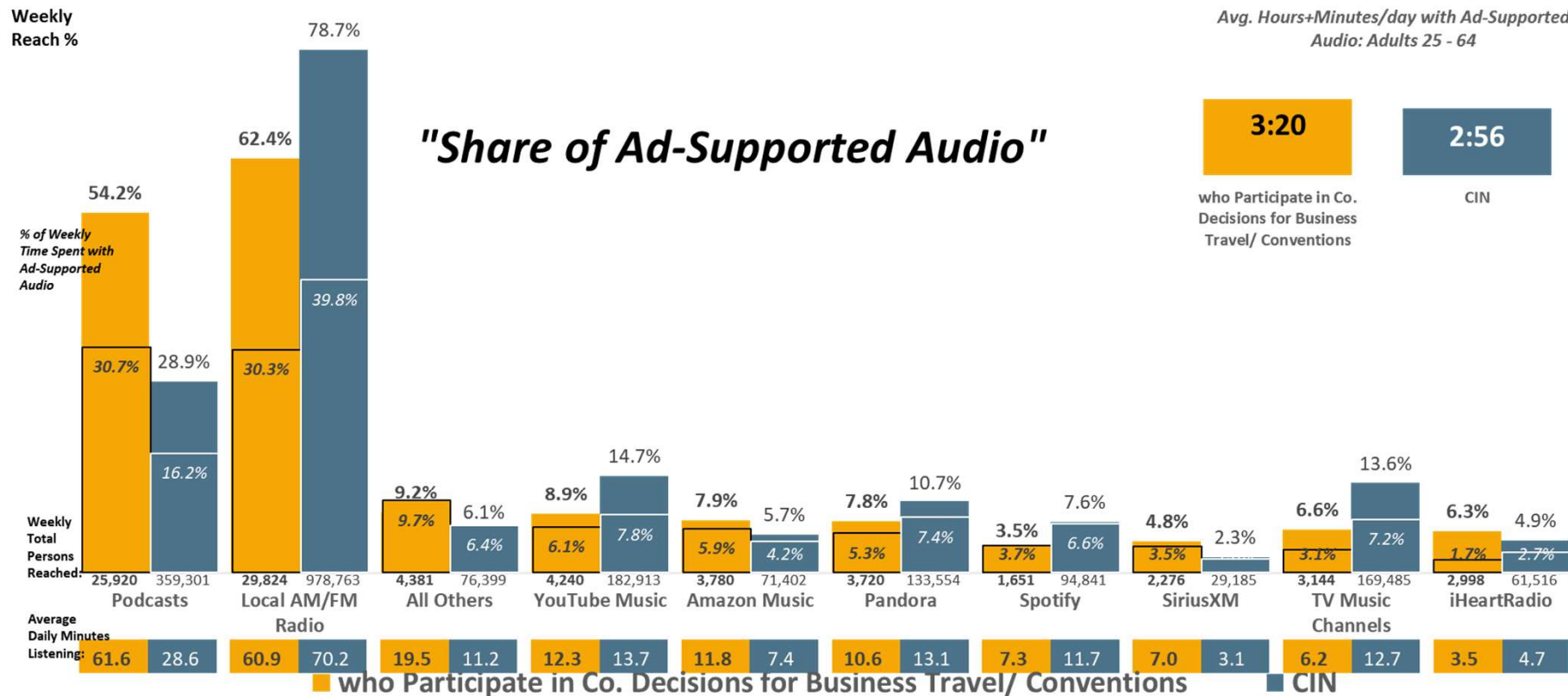


45,972 or 87.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 29.2% of all time spent daily with Ad-Supported Audio.





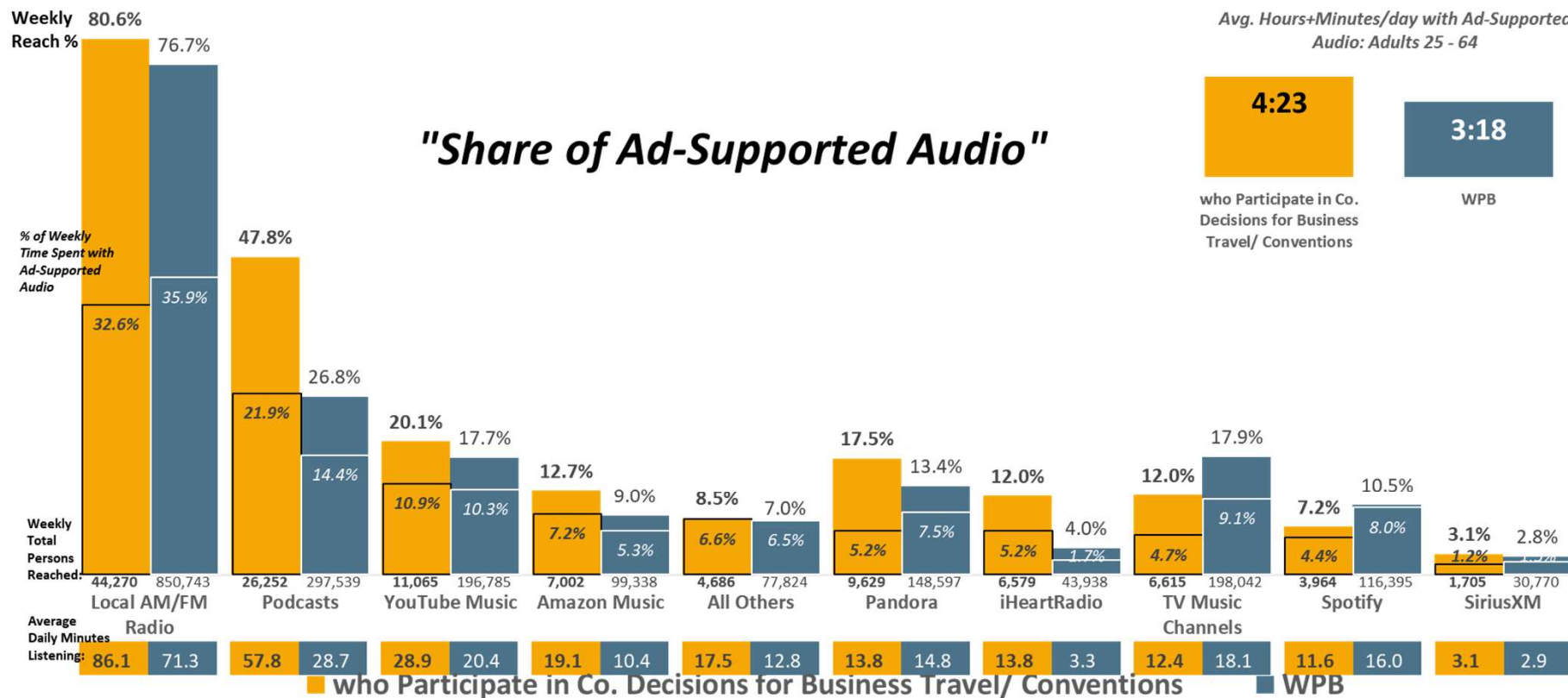
29,824 or 62.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.







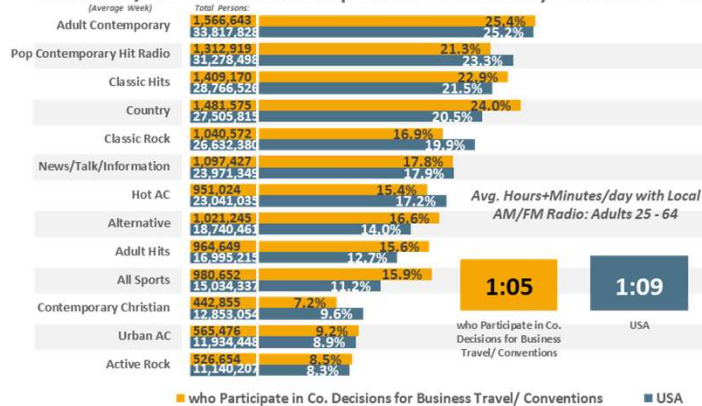
44,270 or 80.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 86.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.



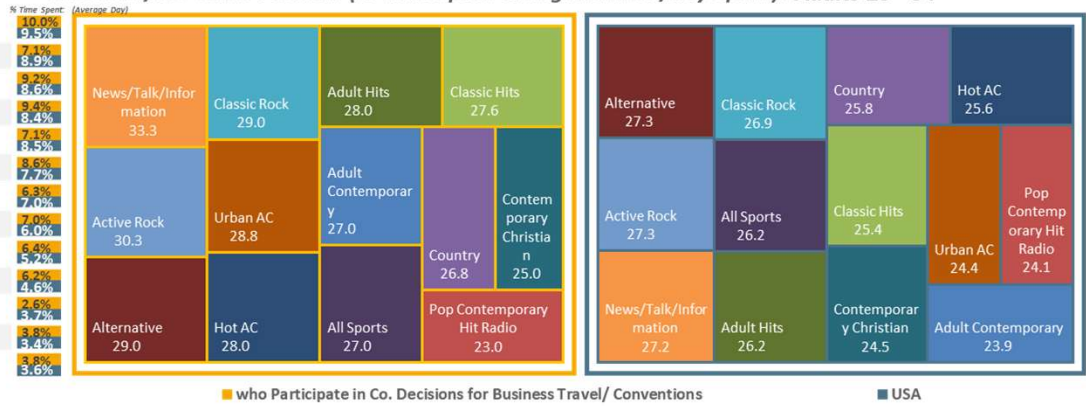


5,781,562 or 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

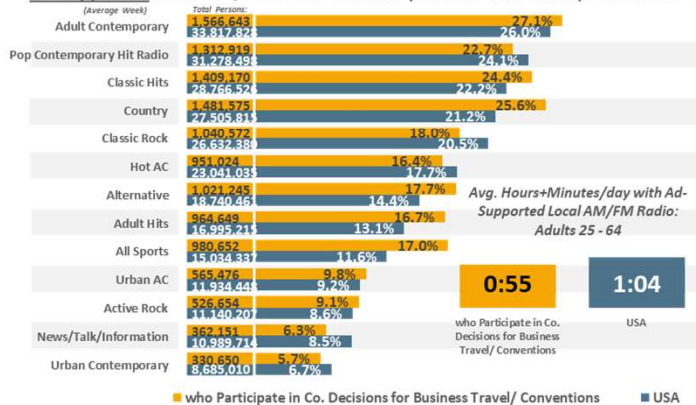
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



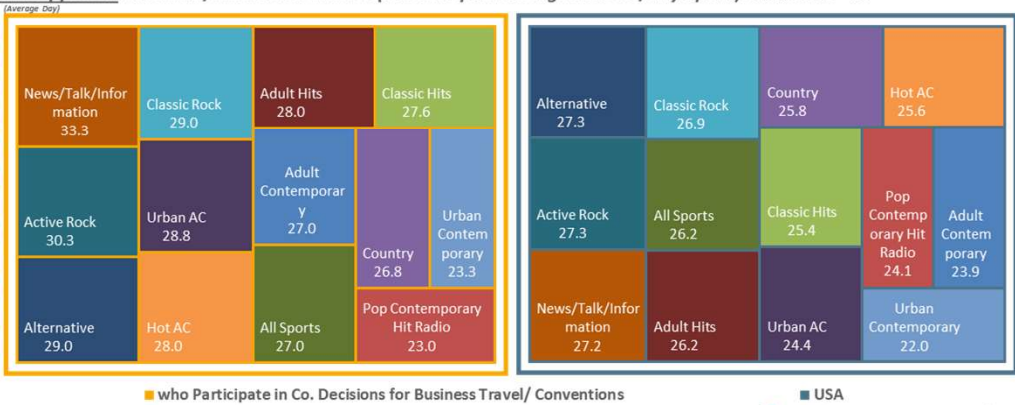
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868  
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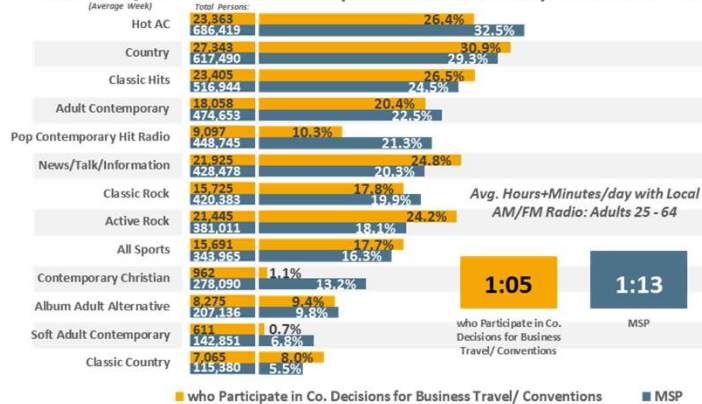
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

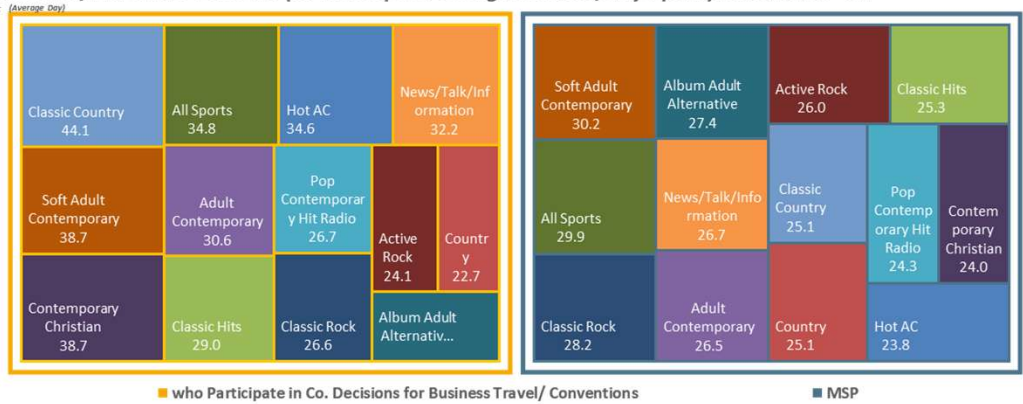


83,945 or 87.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Active Rock, and Adult Contemporary.

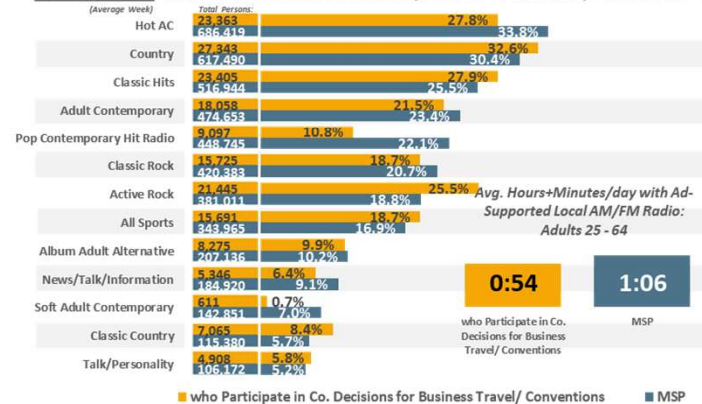
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



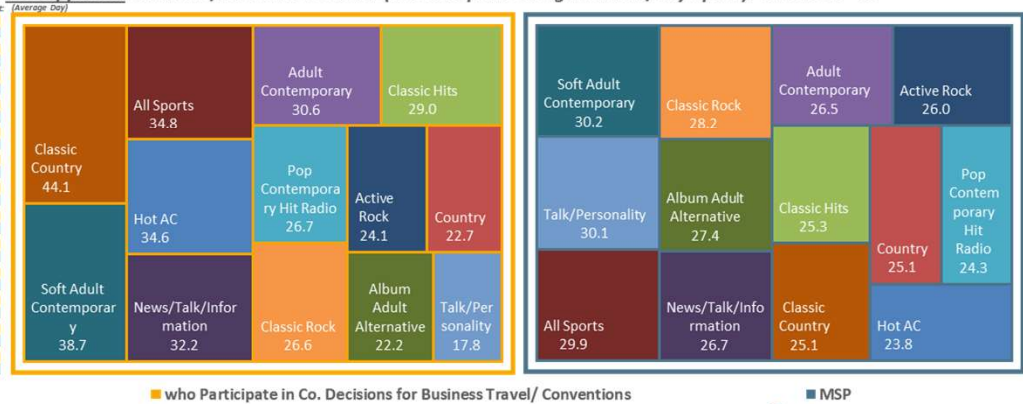
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 49  
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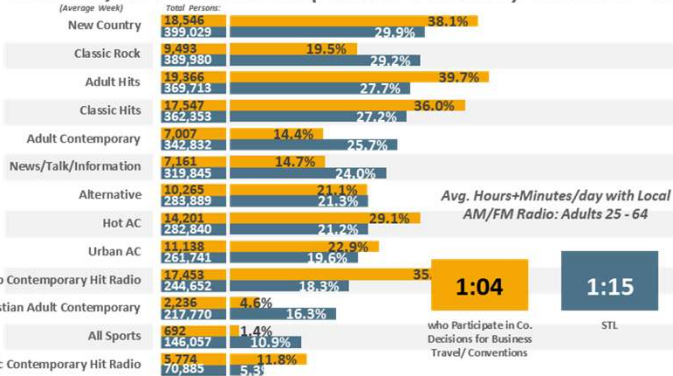
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



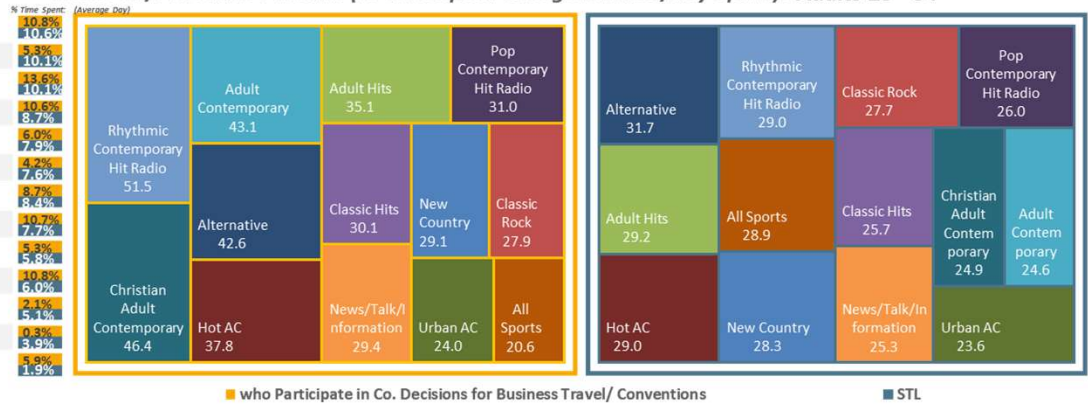


45,972 or 87.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, New Country, Classic Hits, Pop Contemporary Hit Radio, and Hot AC.

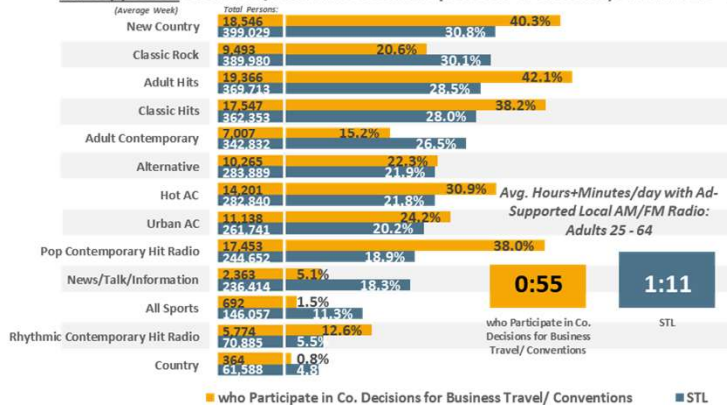
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



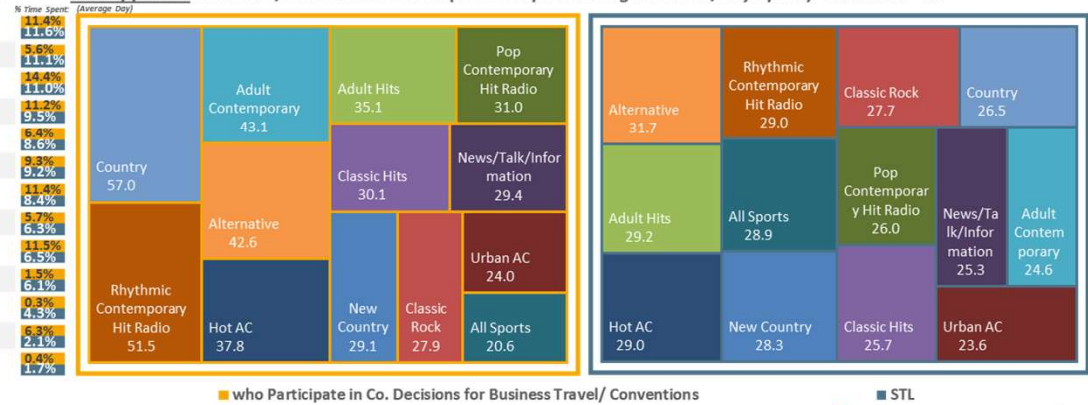
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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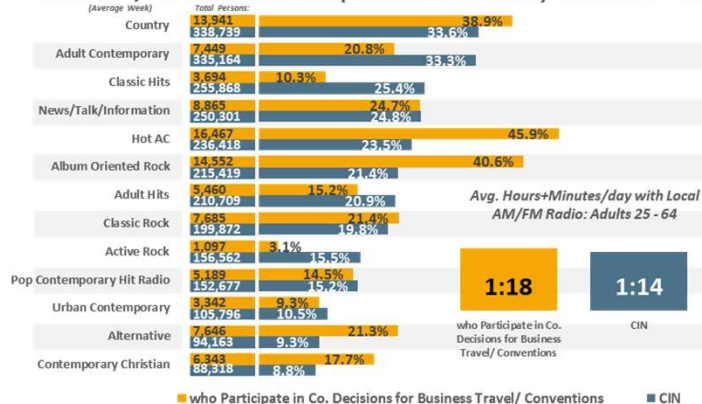
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

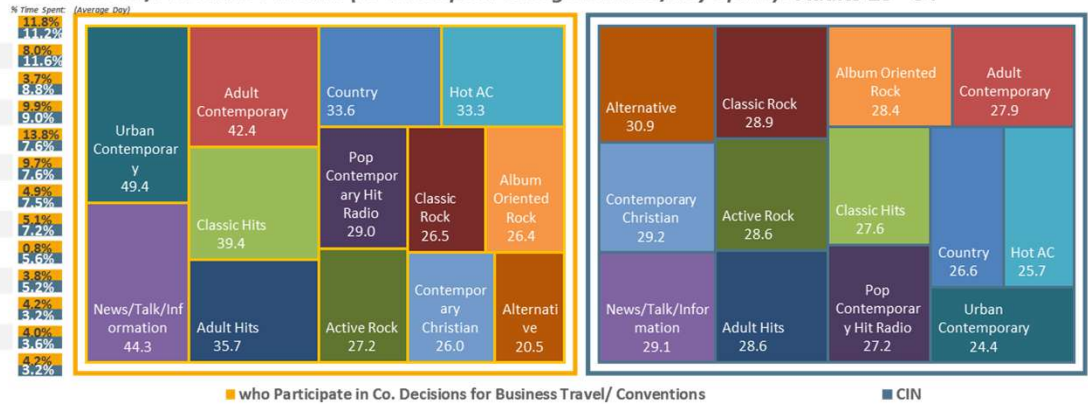


29,824 or 62.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Album Oriented Rock, Country, Classic Rock, and Alternative.

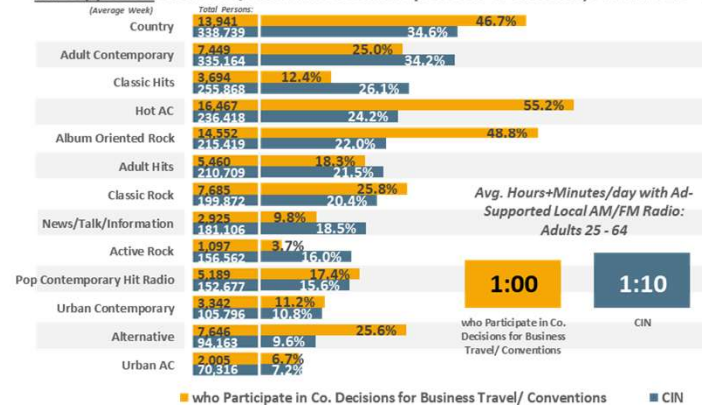
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



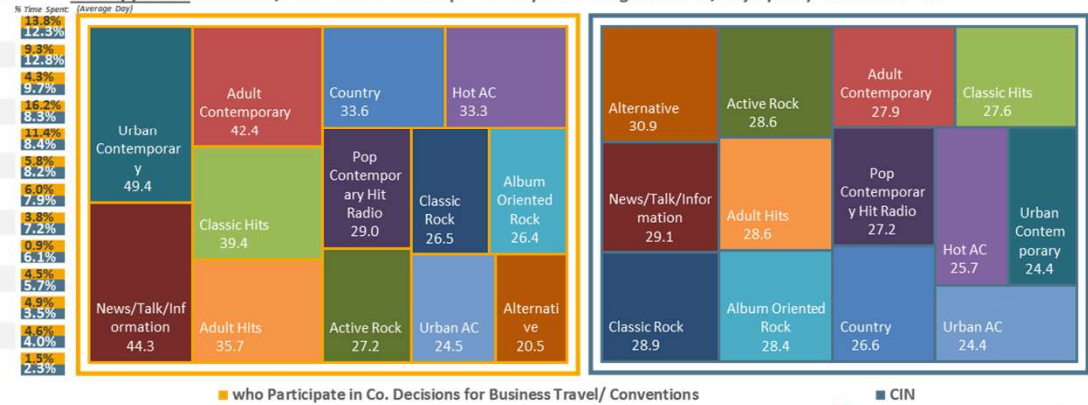
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

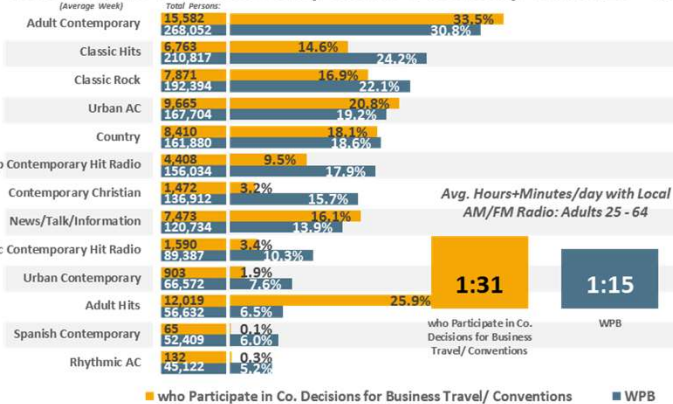




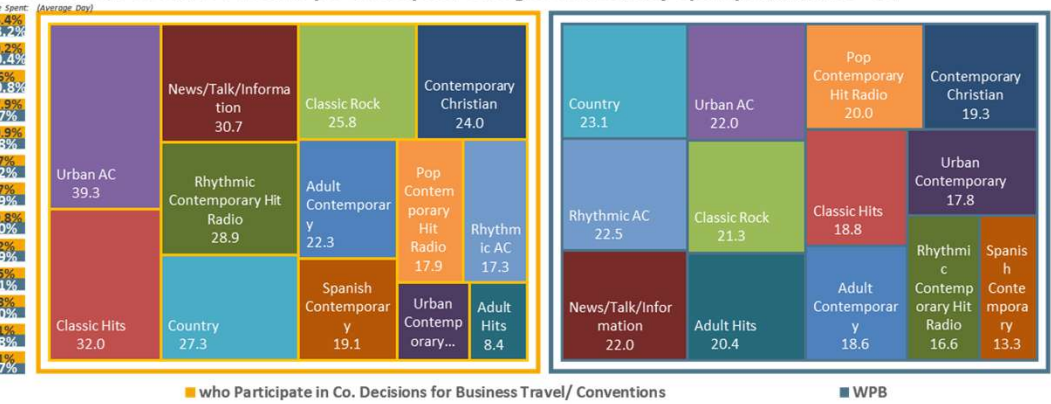


44,270 or 80.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Urban AC, Talk/Personality, and Country.

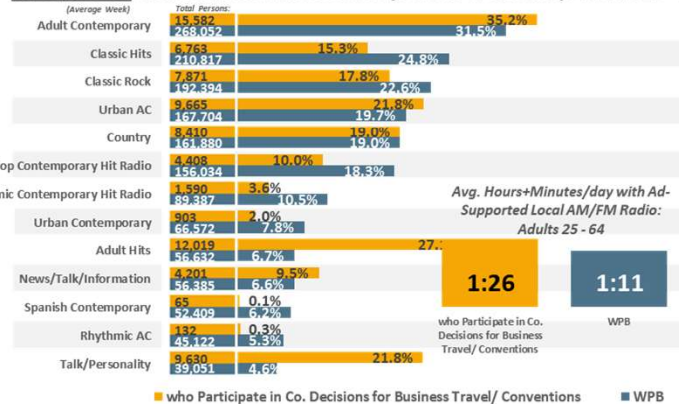
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



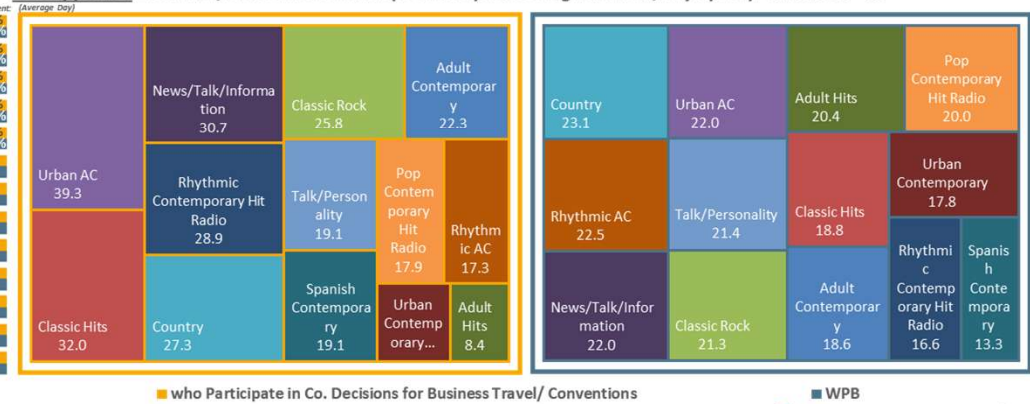
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87  
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

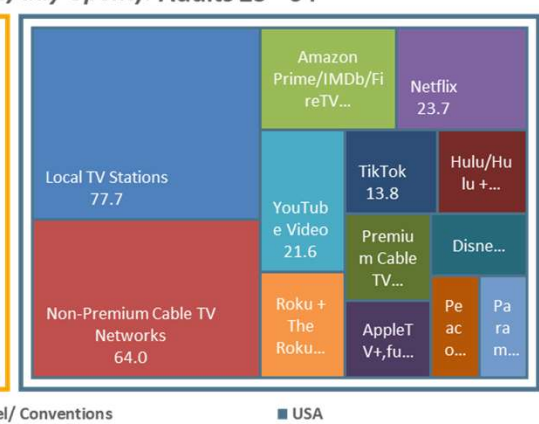
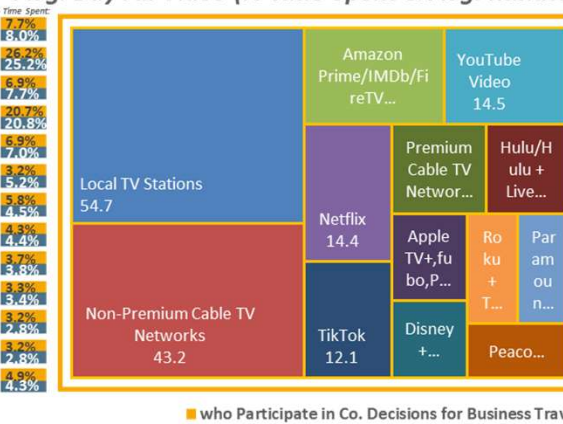
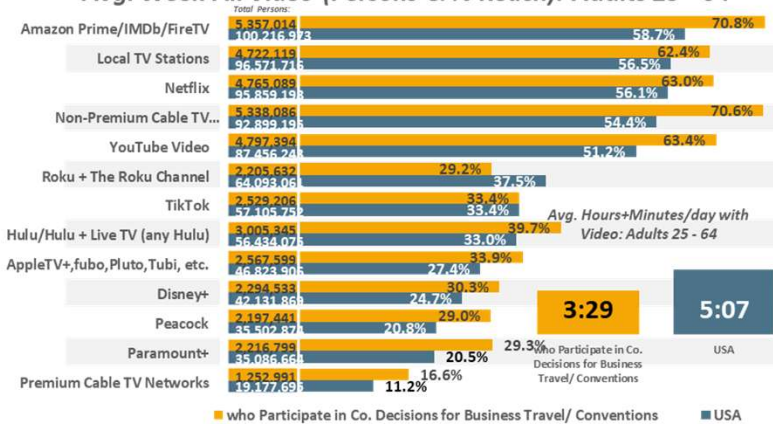




4,645,321 or 61.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

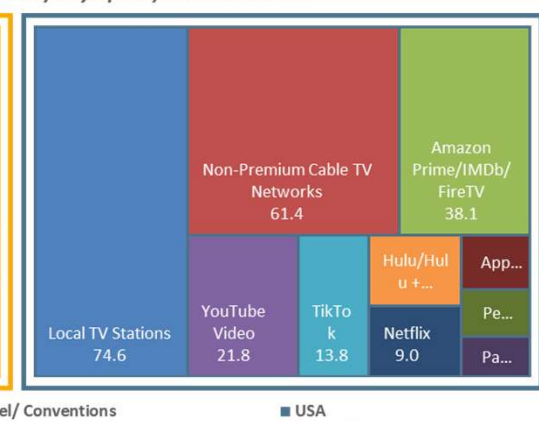
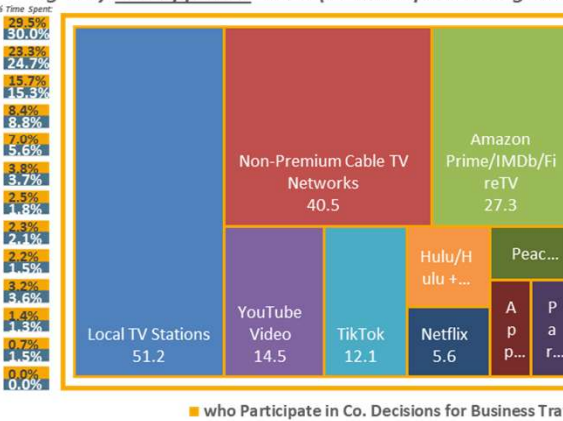
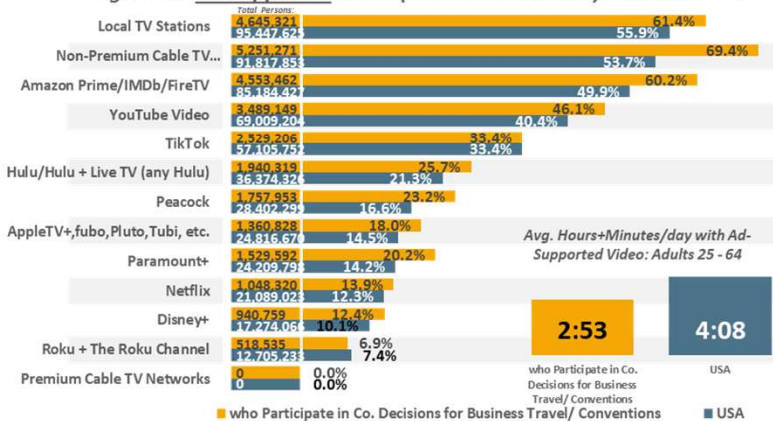
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**

**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64**

**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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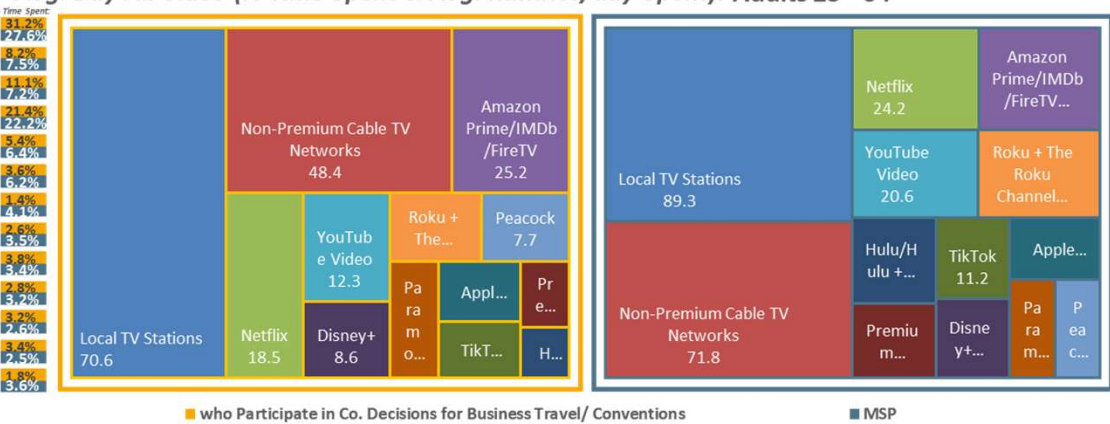
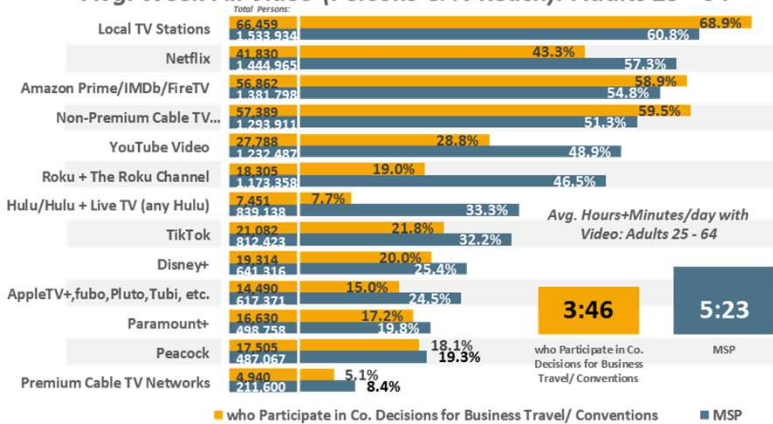
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



65,656 or 68.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 64.6 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

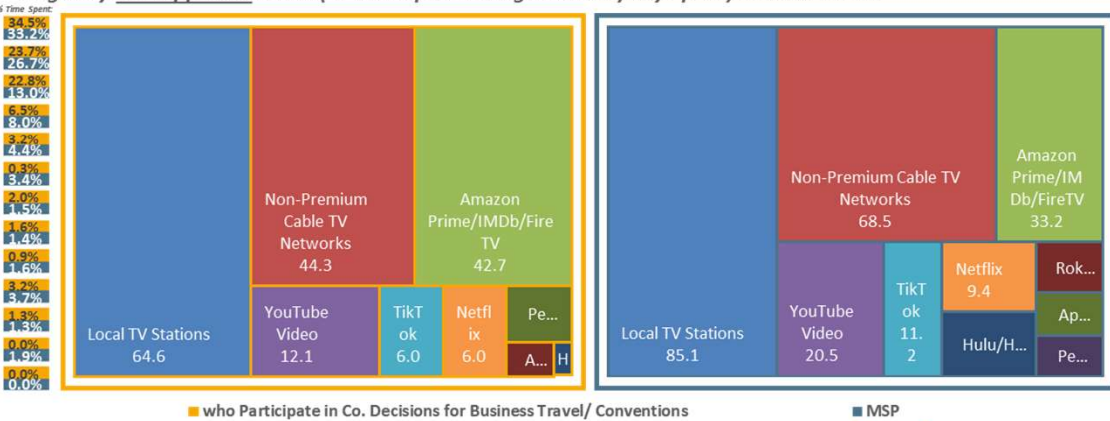
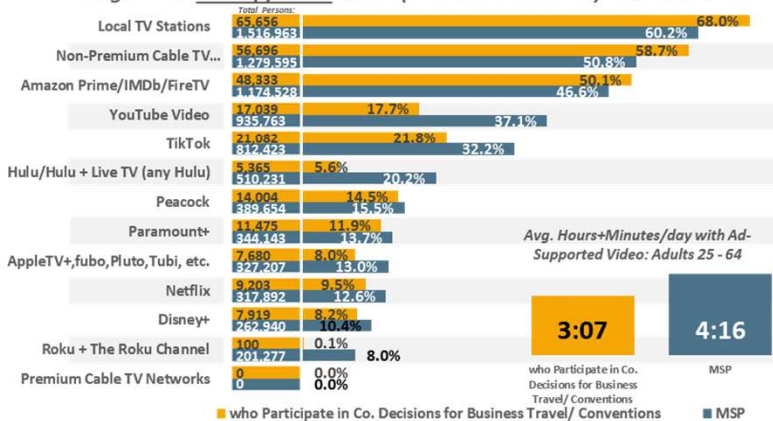
### Avg. Week All Video (Persons & % Reach): Adults 25 - 64

### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



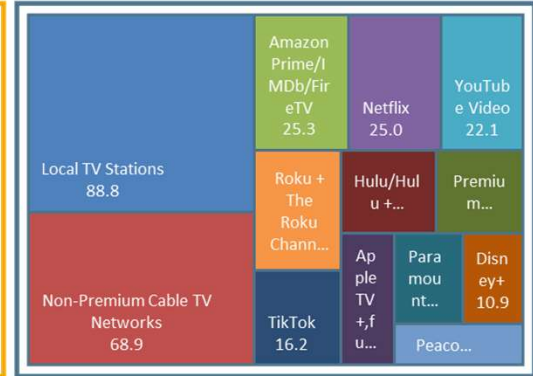
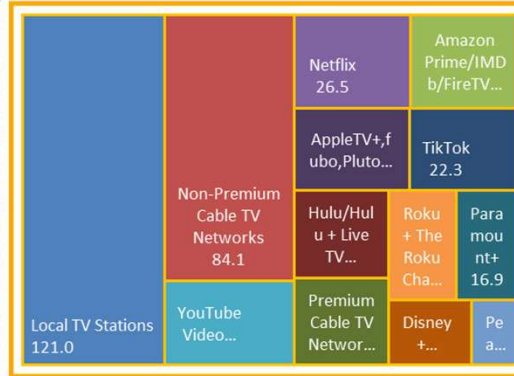
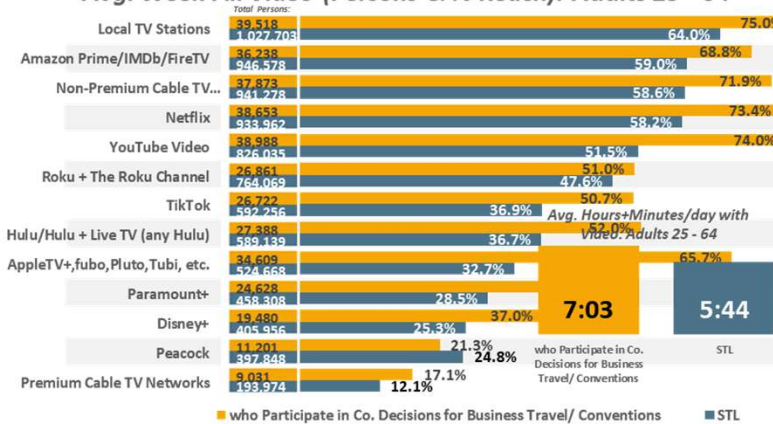




38,896 or 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 114.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

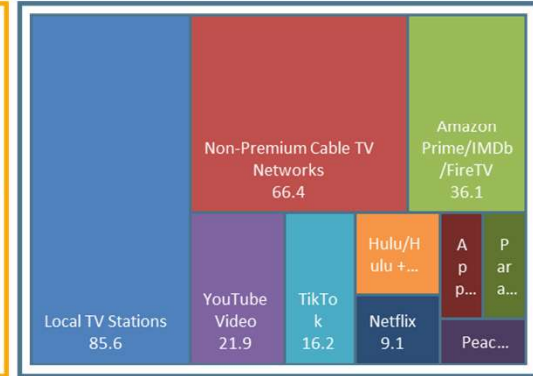
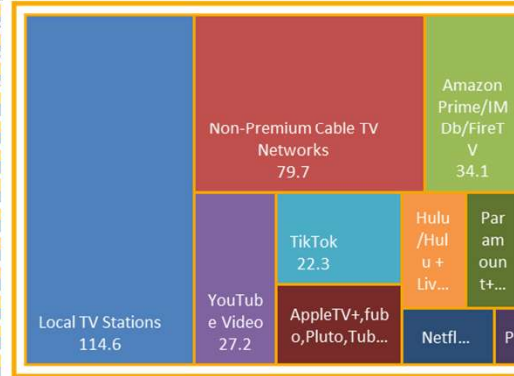
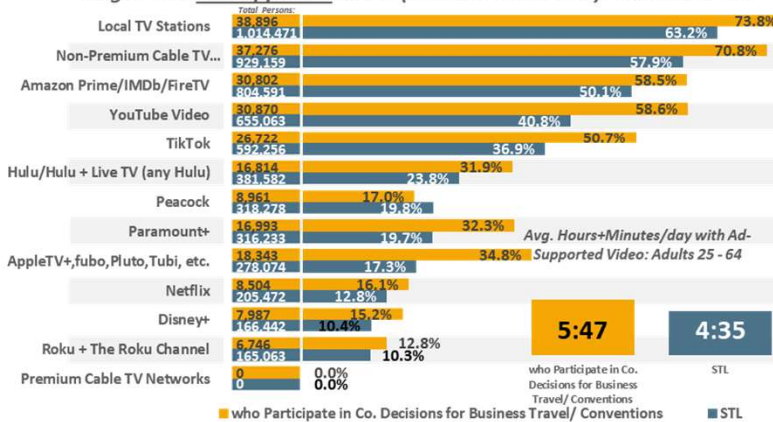
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**

**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64**

**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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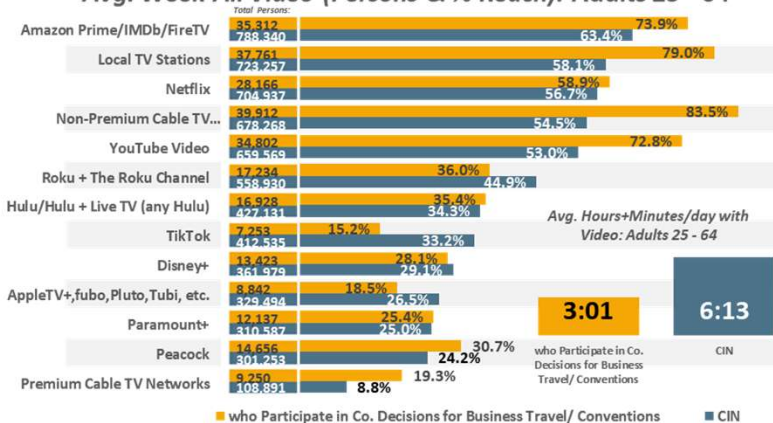
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



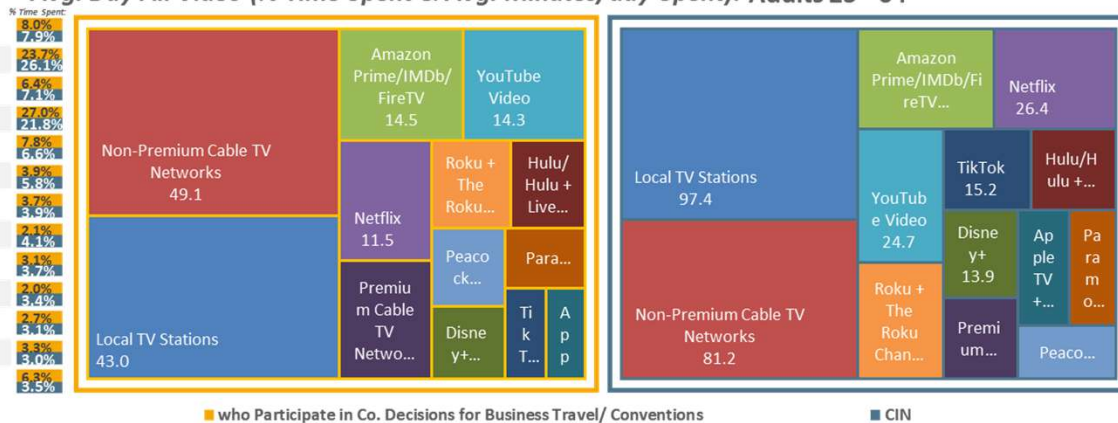


37,131 or 77.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 37.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

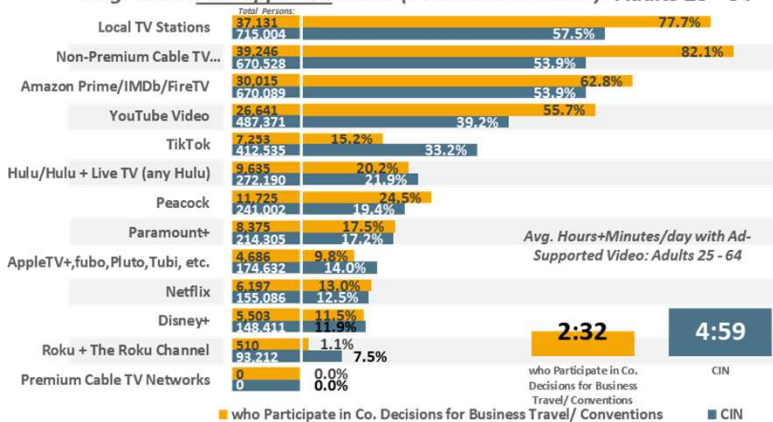
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**



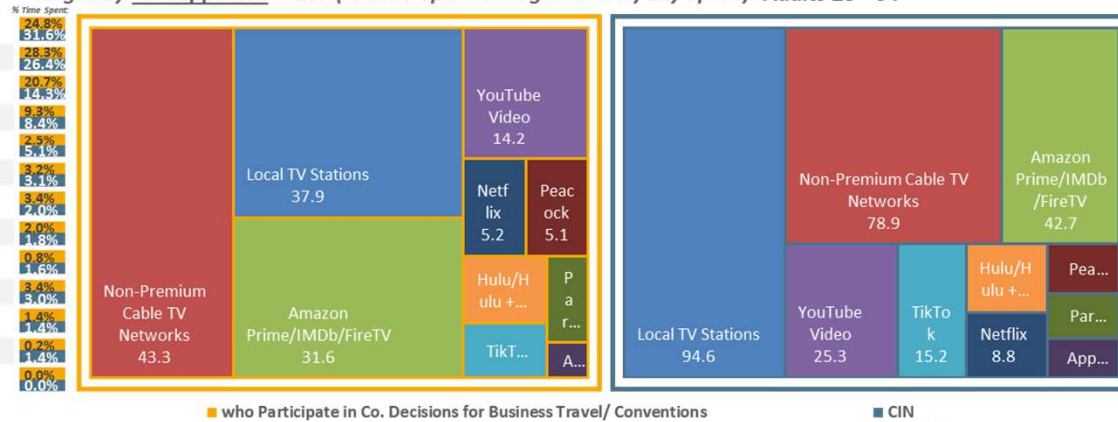
**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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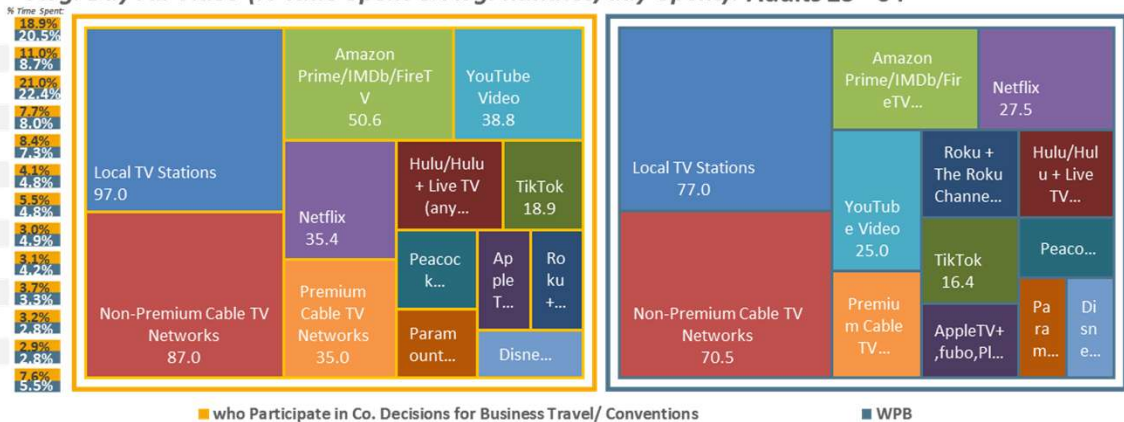
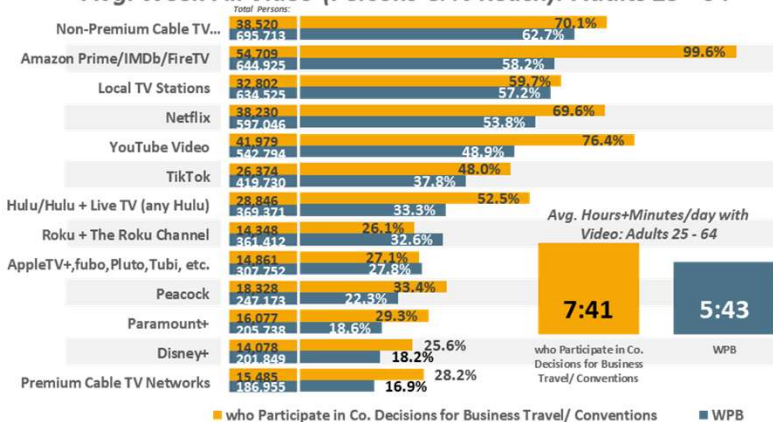
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



32,346 or 58.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

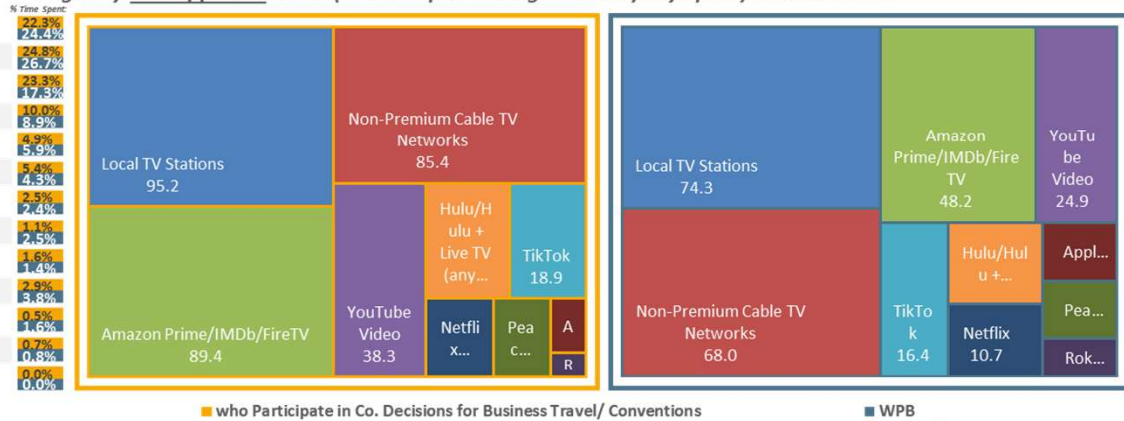
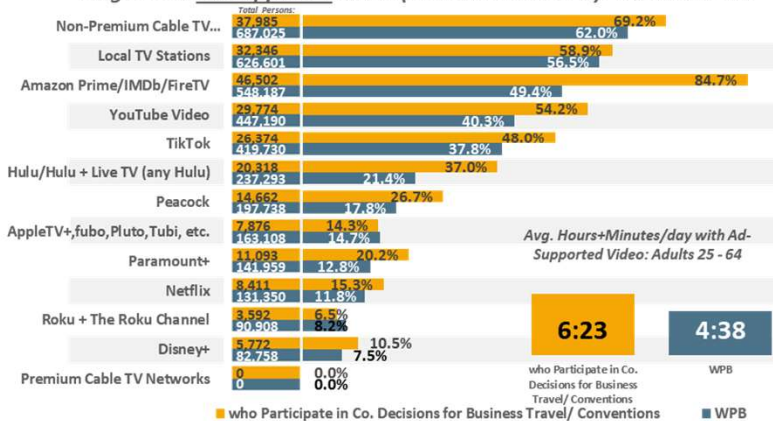
### Avg. Week All Video (Persons & % Reach): Adults 25 - 64

### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87  
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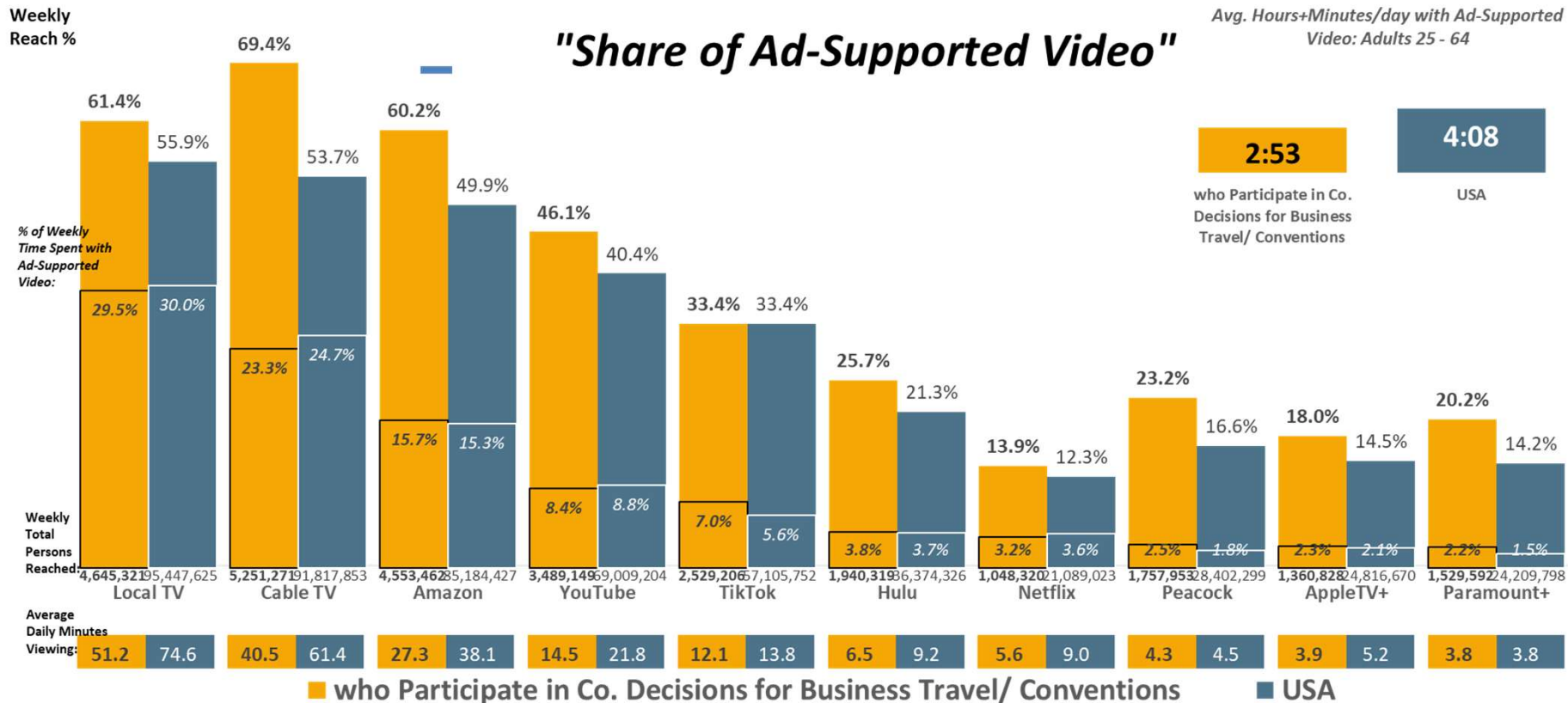
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



4,645,321 or 61.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

# "Share of Ad-Supported Video"

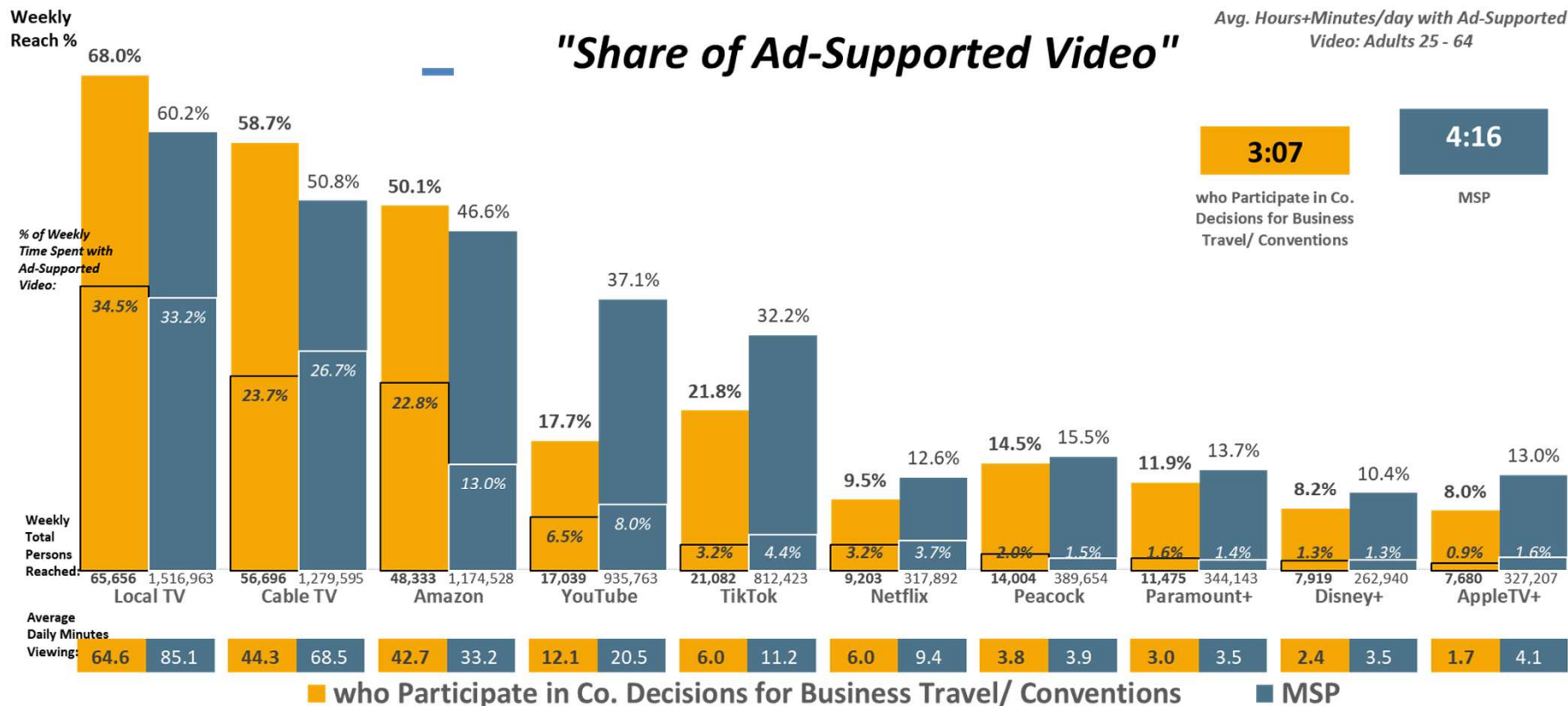






65,656 or 68.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 64.6 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

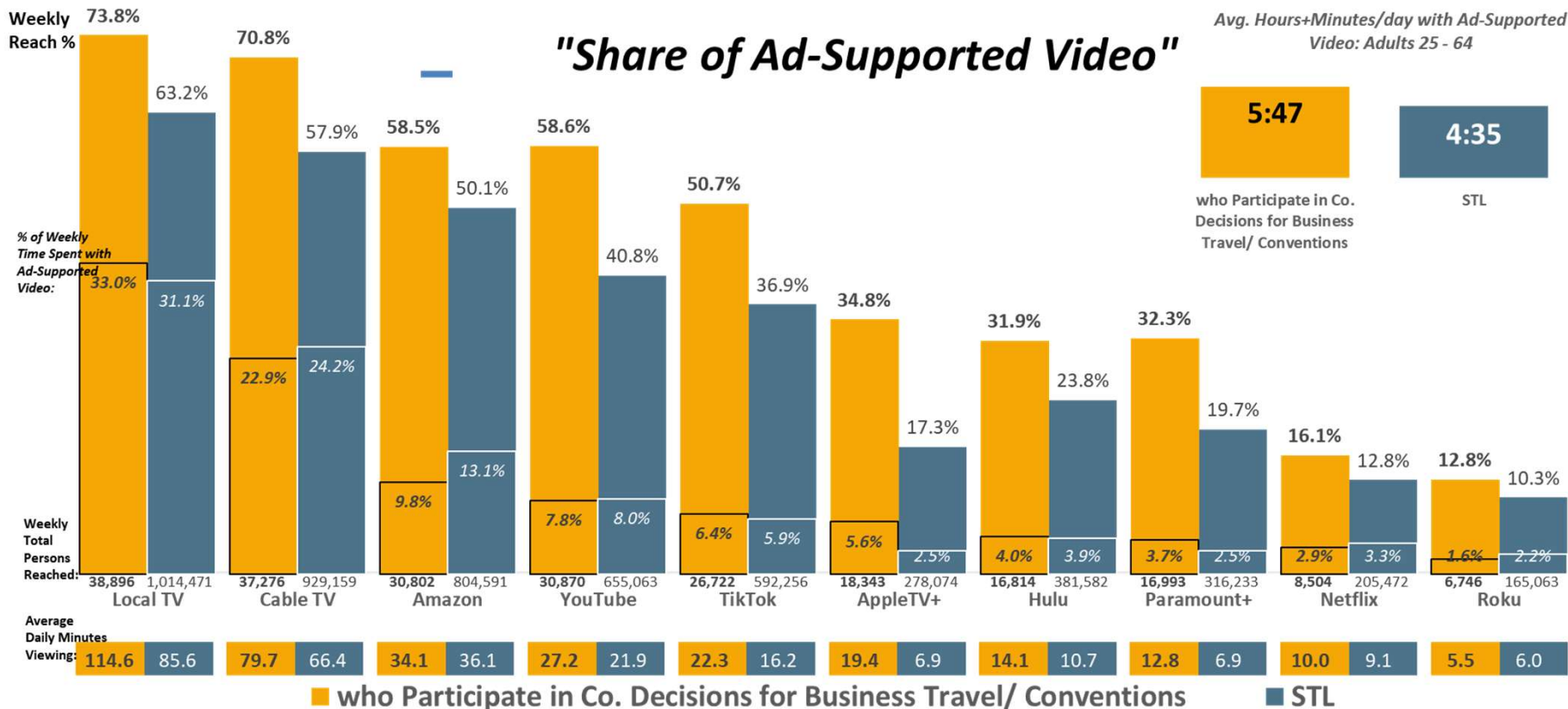
## "Share of Ad-Supported Video"





38,896 or 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 114.6 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

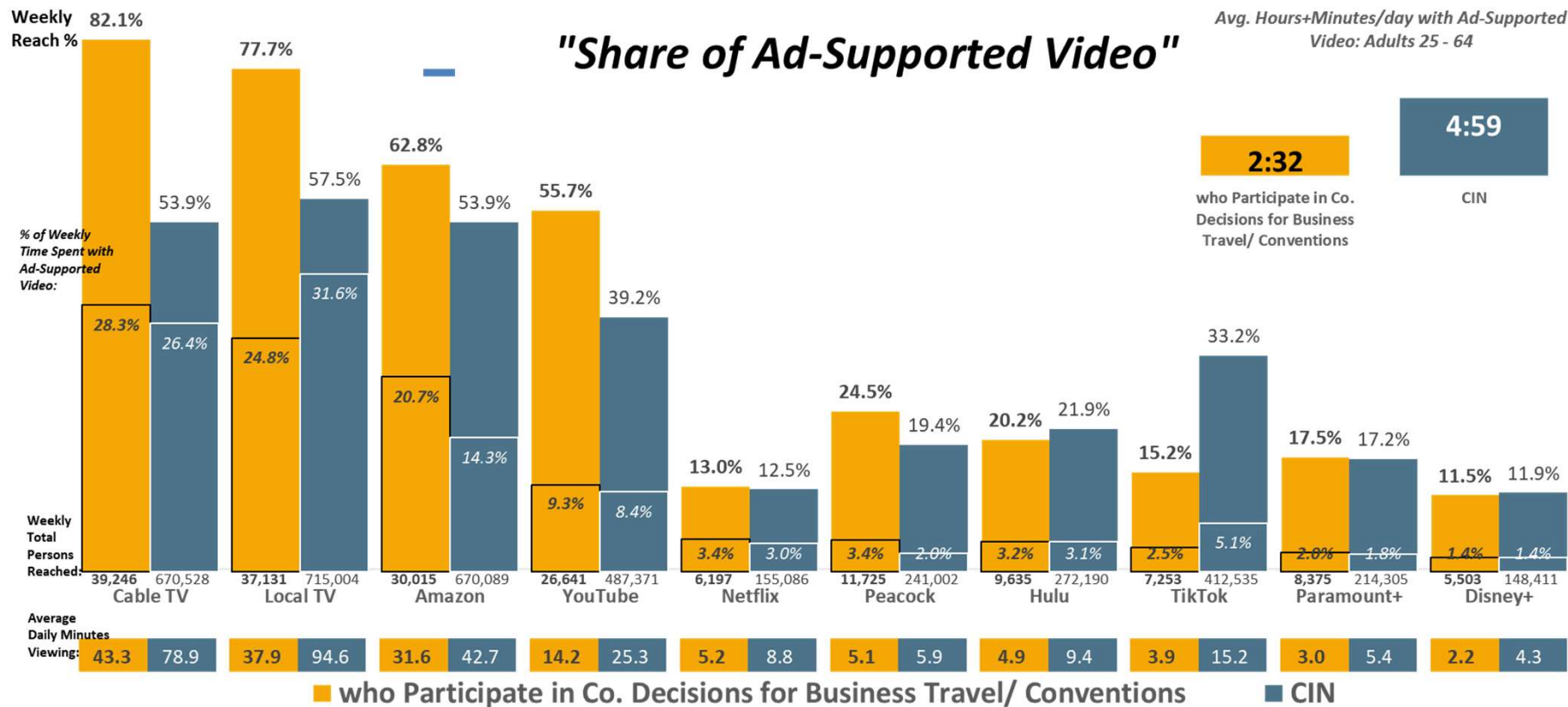
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



37,131 or 77.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 37.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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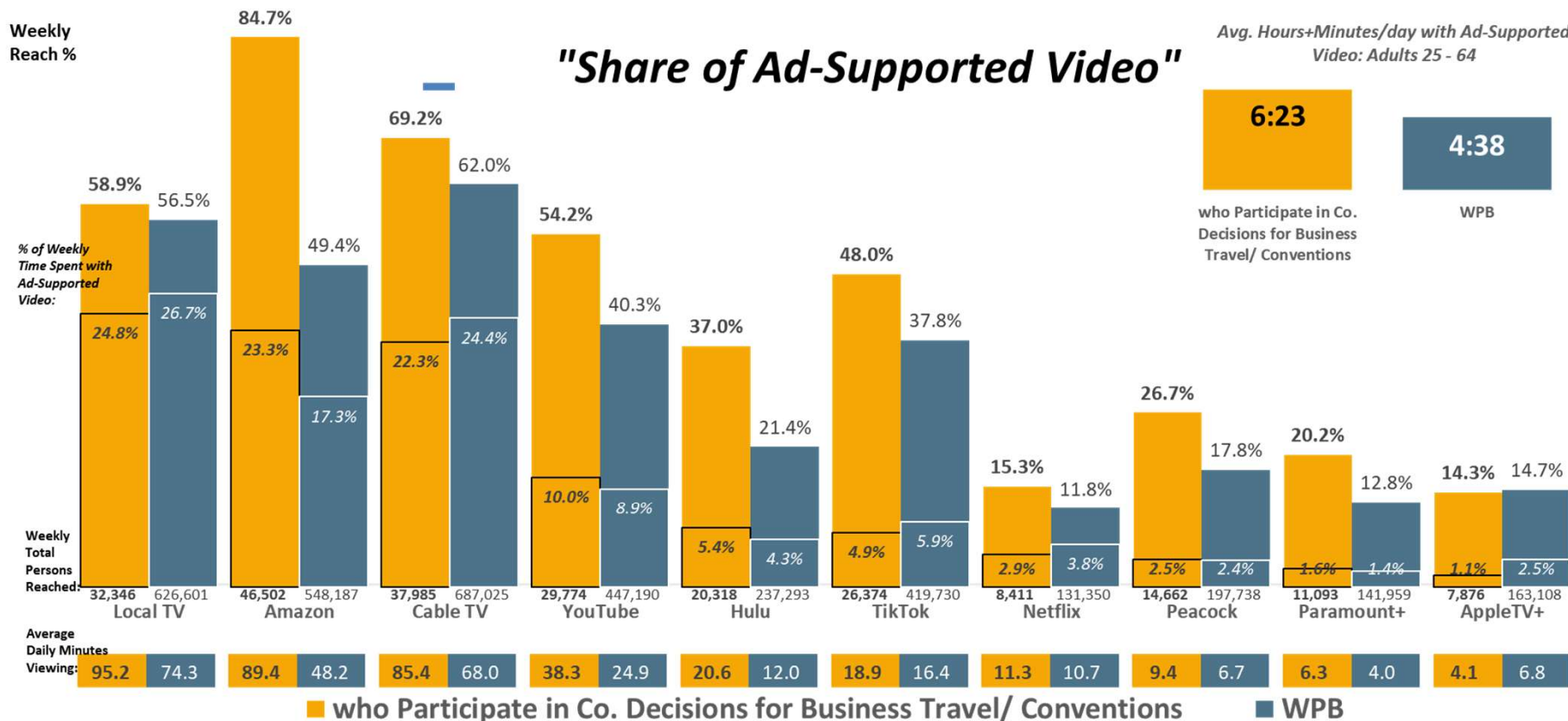
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements





32,346 or 58.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

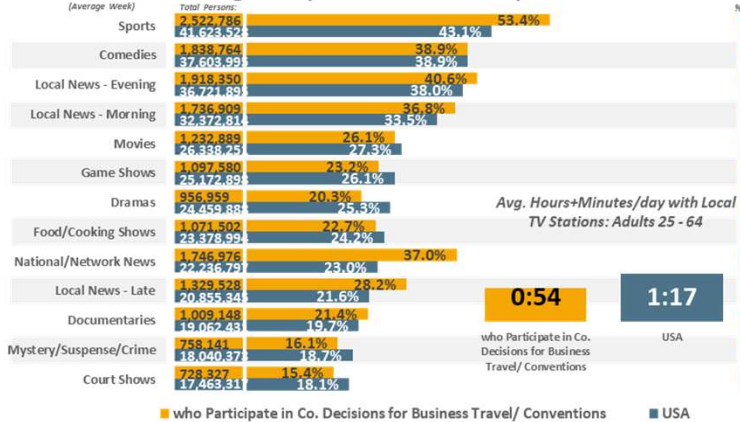
## "Share of Ad-Supported Video"



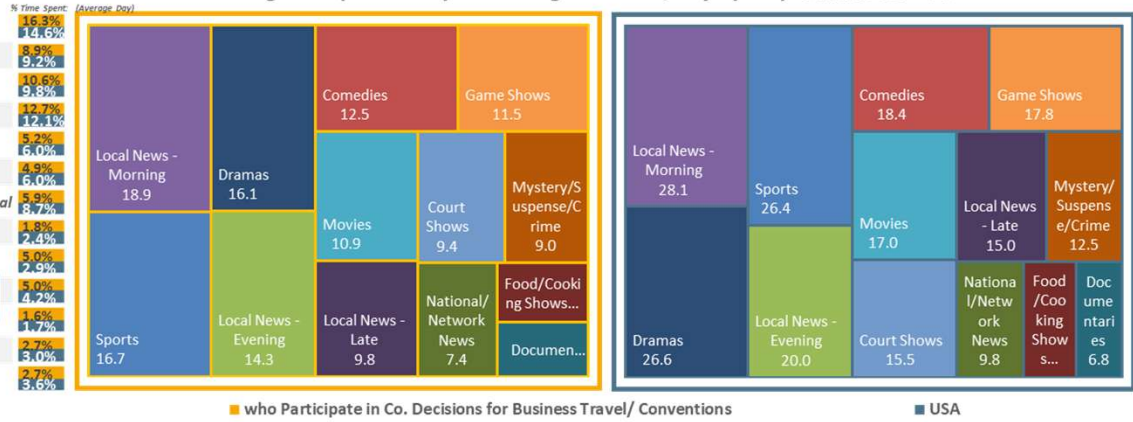


4,645,321 or 61.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Lo

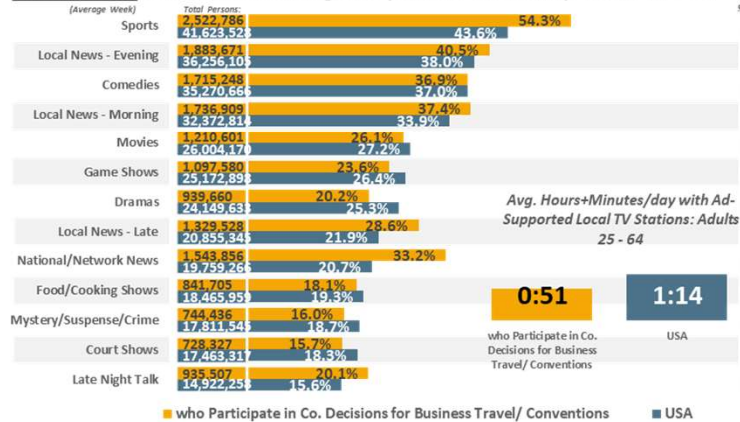
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



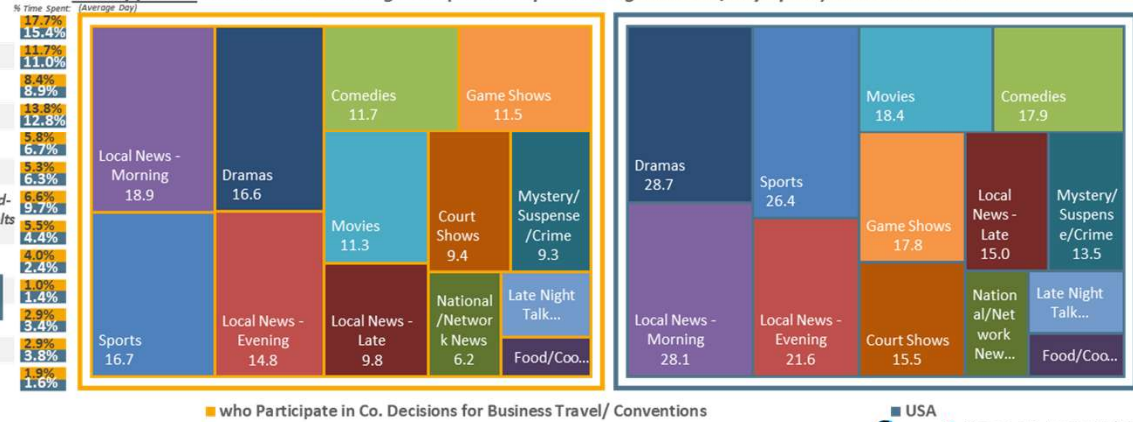
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



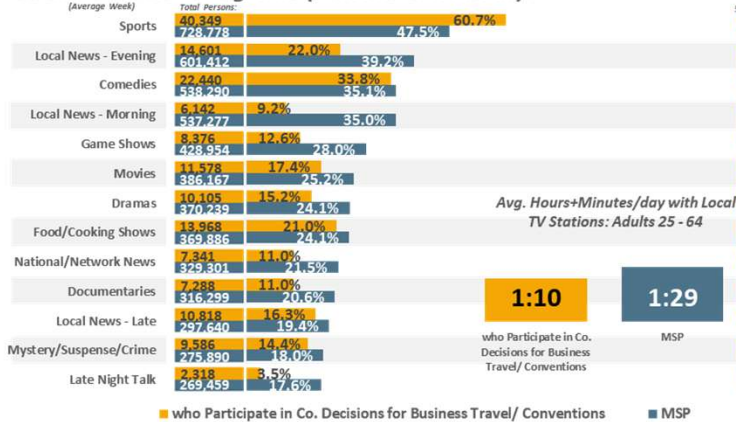
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



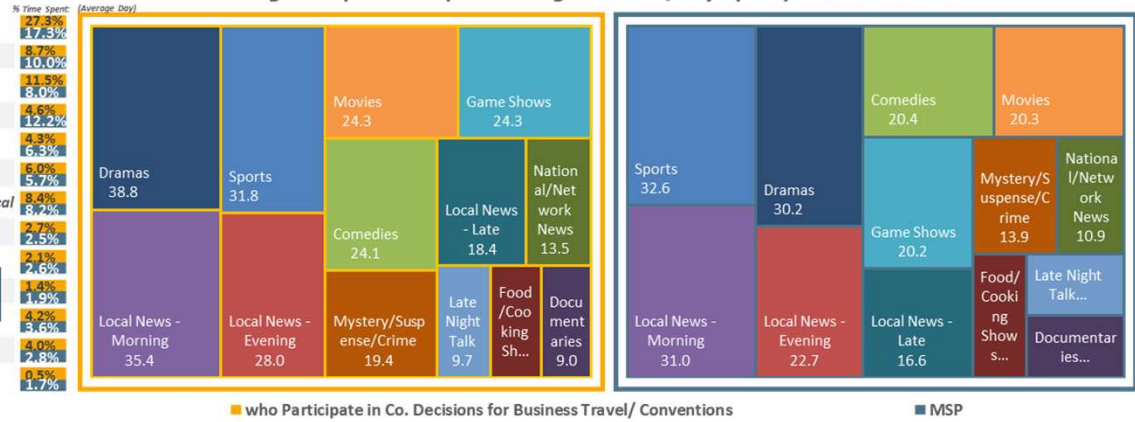


65,656 or 68.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Food/Cooking Shows, and Local News - Late.

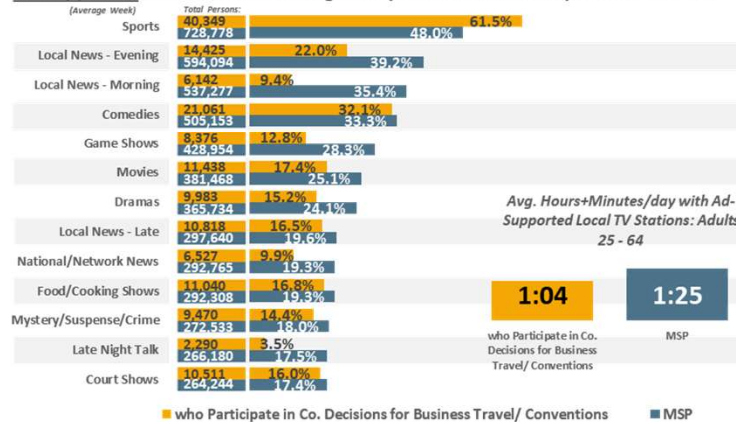
### Local TV Station Programs (Persons & % Reach): Adults 25 - 64



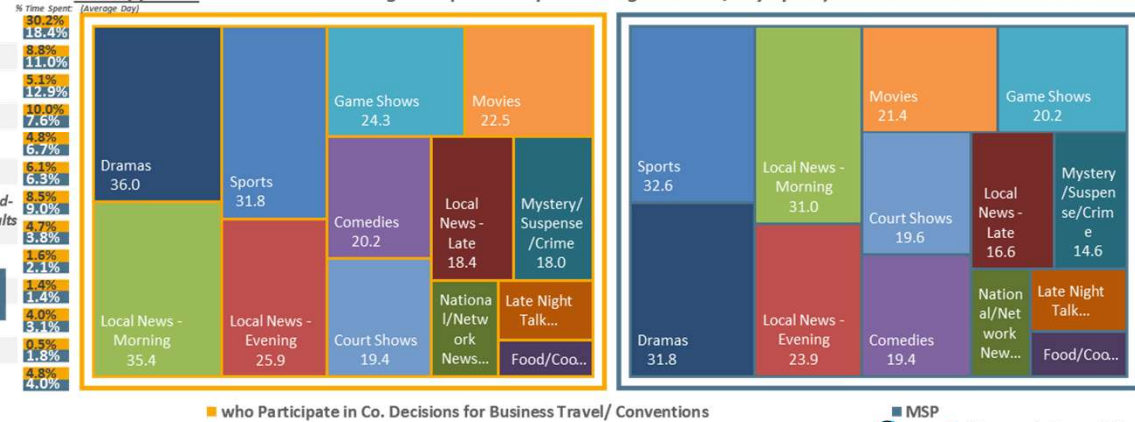
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

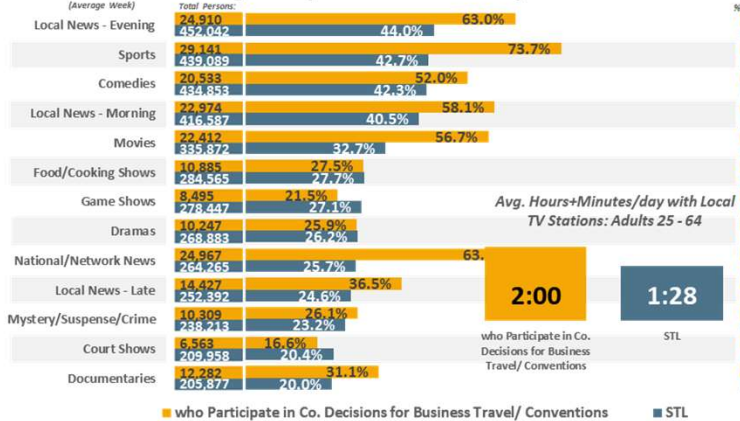




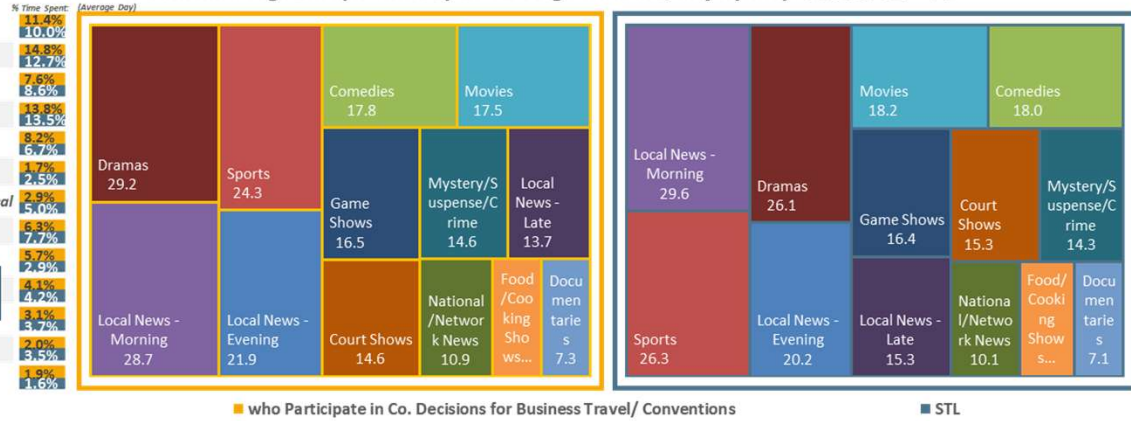


38,896 or 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Movies, and Comedie

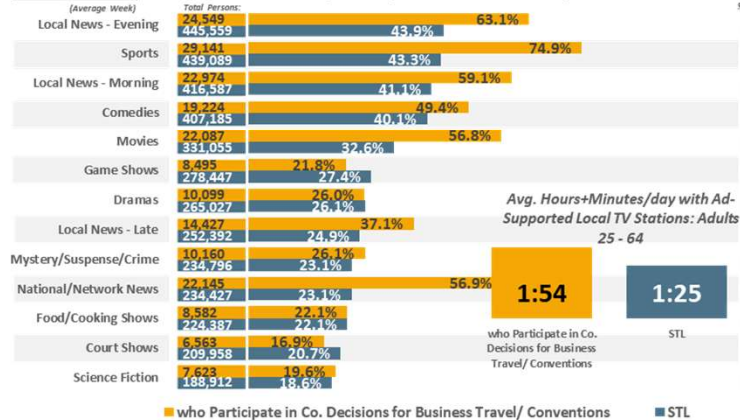
#### Local TV Station Programs (Persons & % Reach): Adults 25 - 64



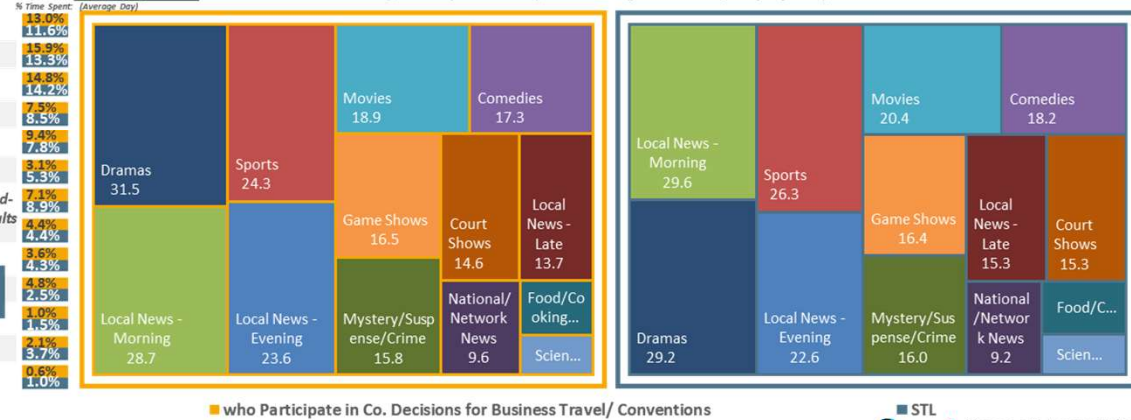
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



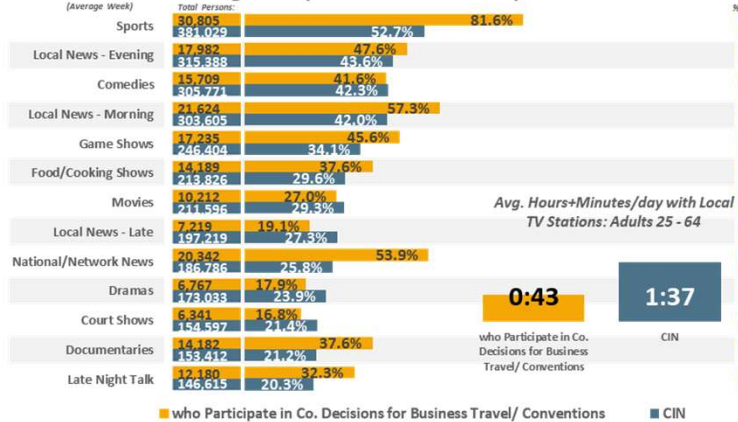
#### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



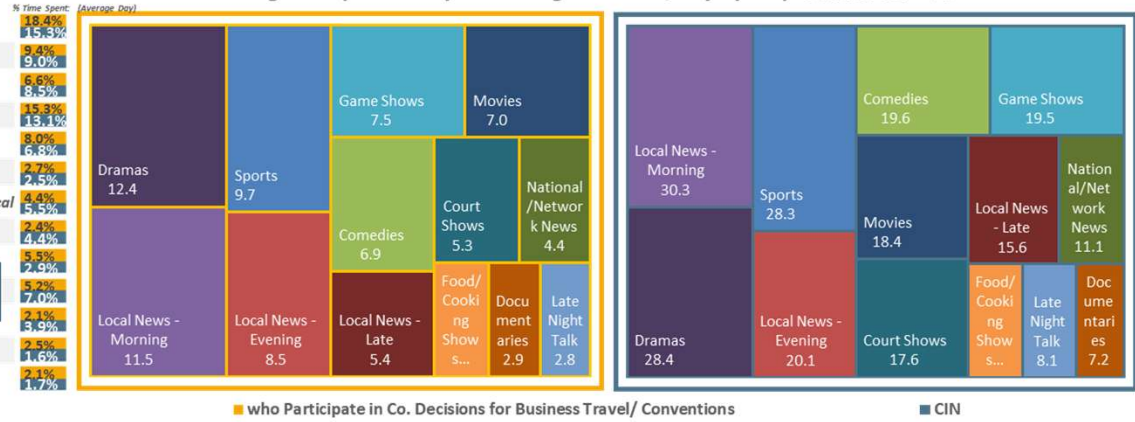


37,131 or 77.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, National/Network News, Local News - Evening, Game Shows, and Com

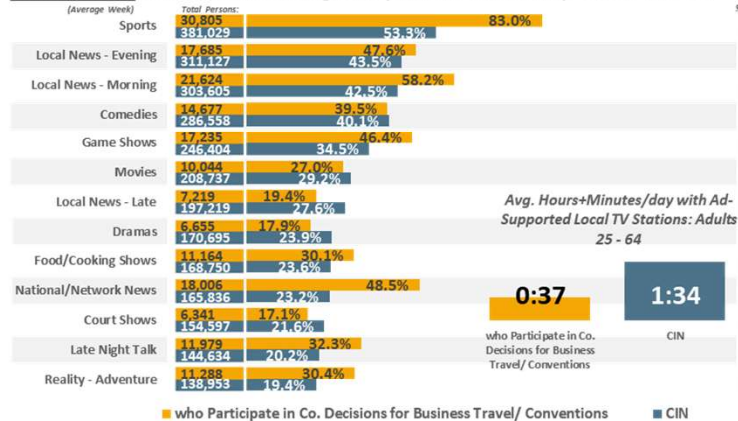
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



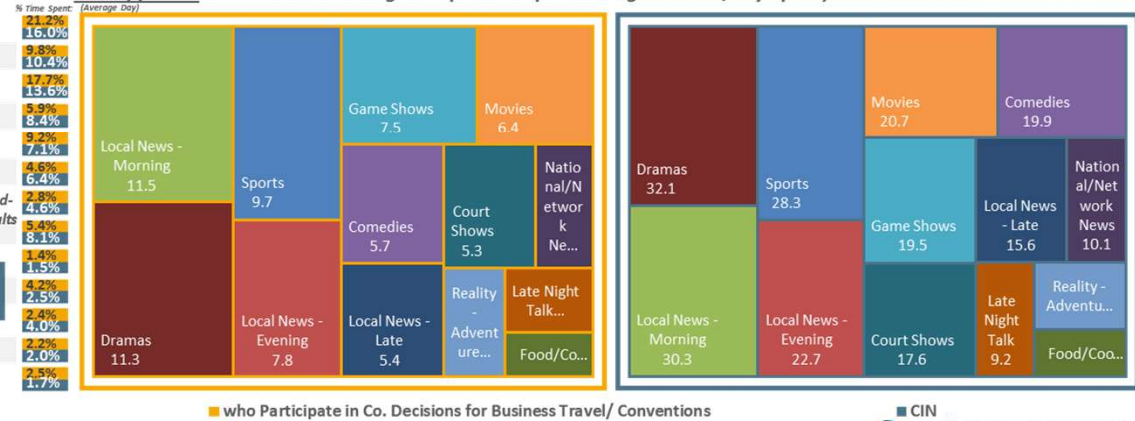
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

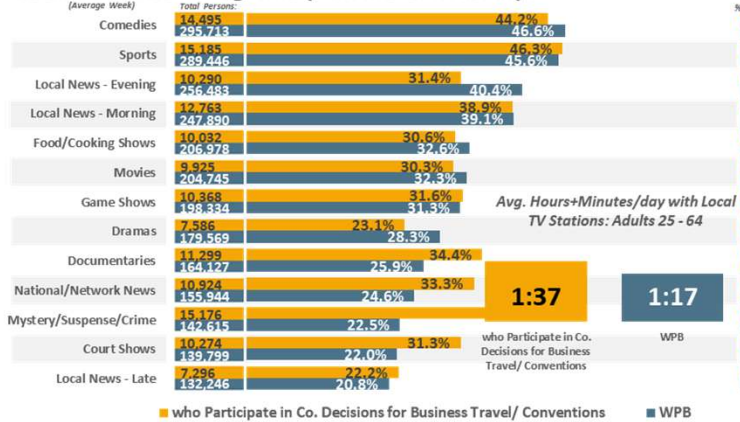




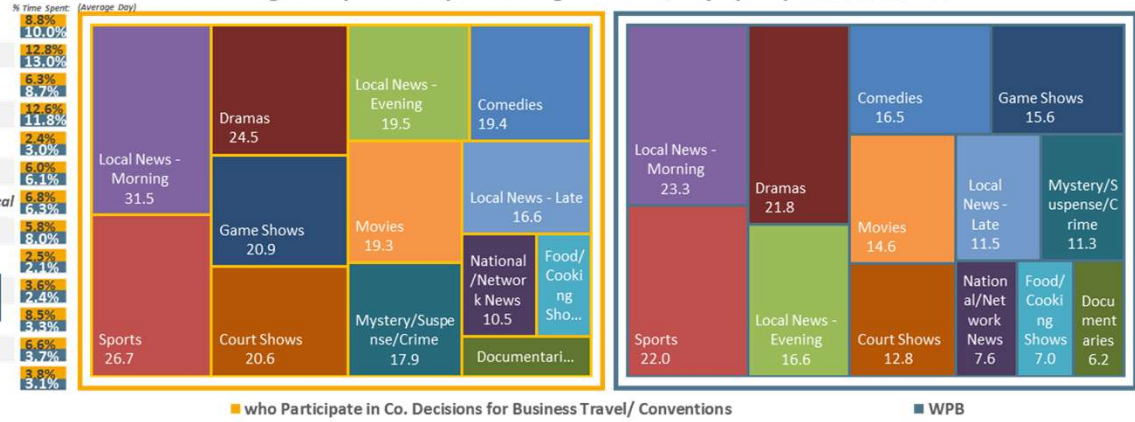


32,346 or 58.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Mystery/Suspense/Crime, Comedies, Local News - Morning, Game Shows, and Court Shows.

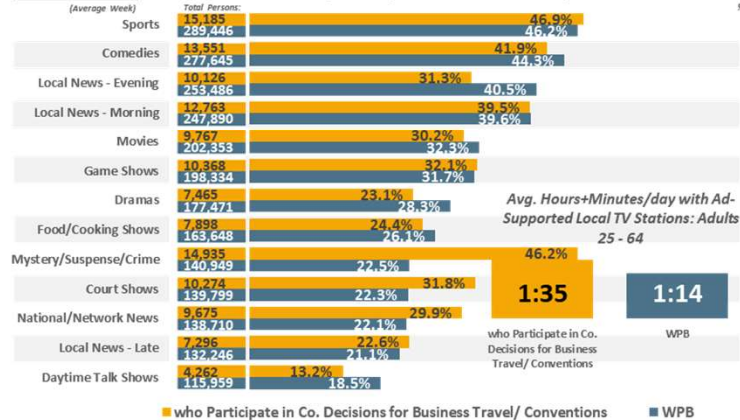
### Local TV Station Programs (Persons & % Reach): Adults 25 - 64



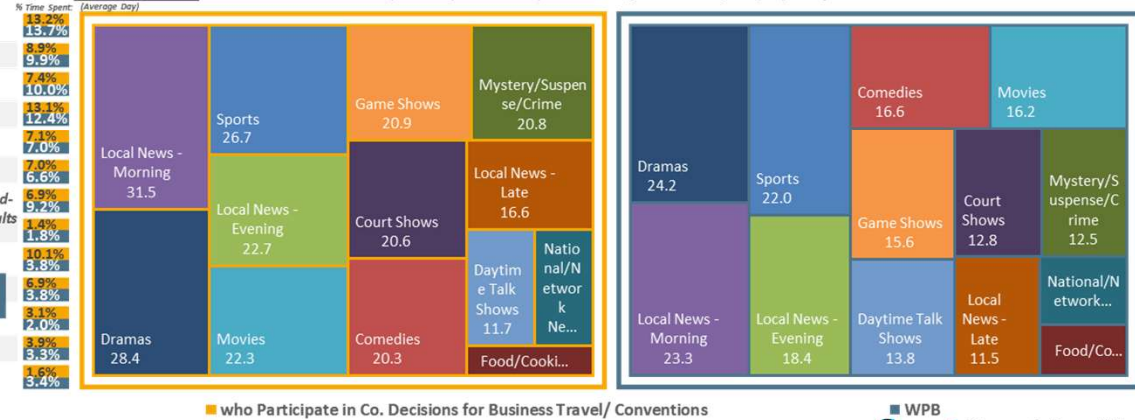
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

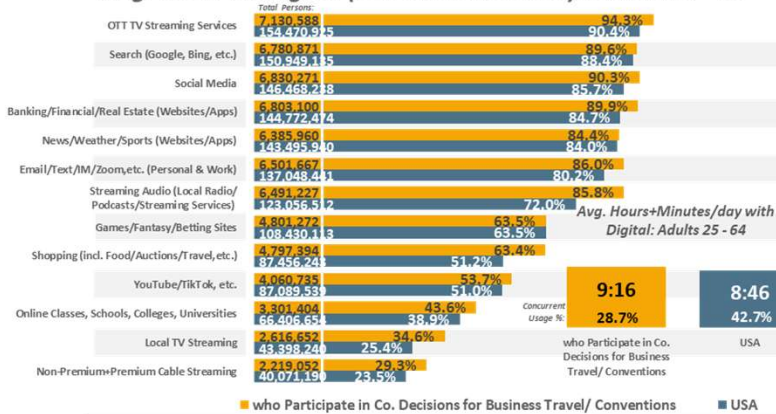




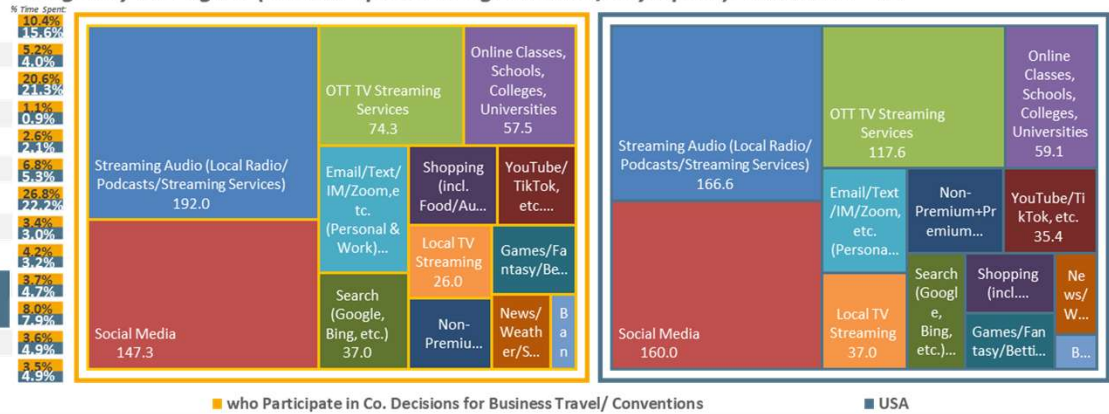


6,032,175 or 79.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions use Ad-Supported Social Media for an average of 135.5 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

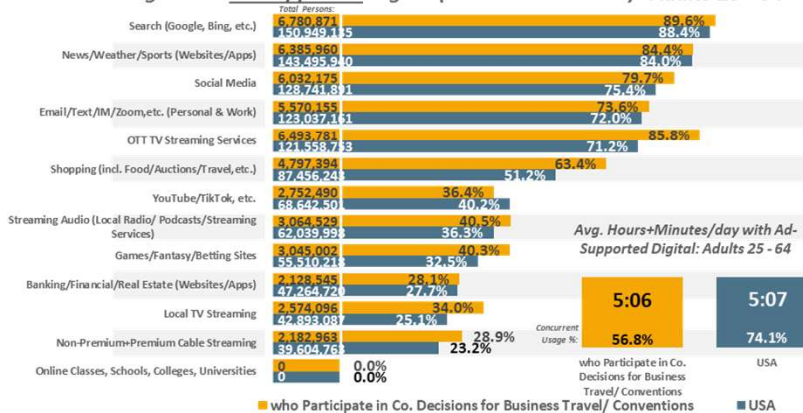
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



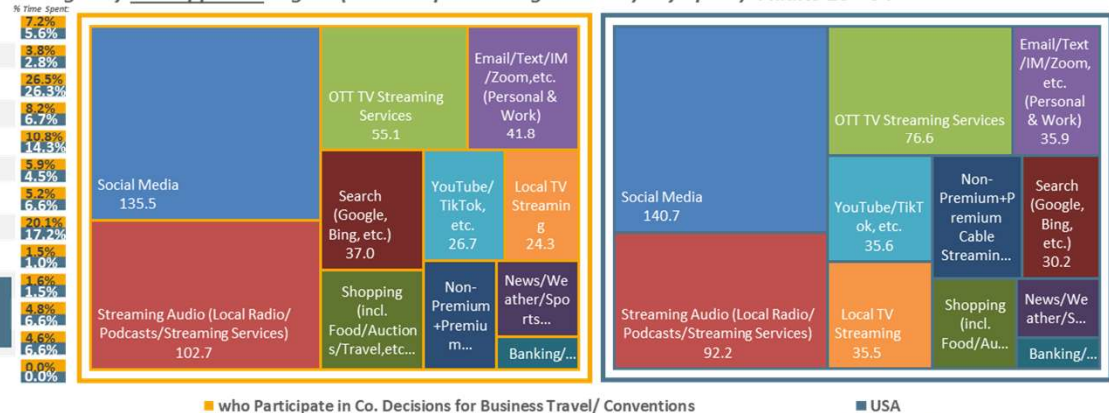
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868  
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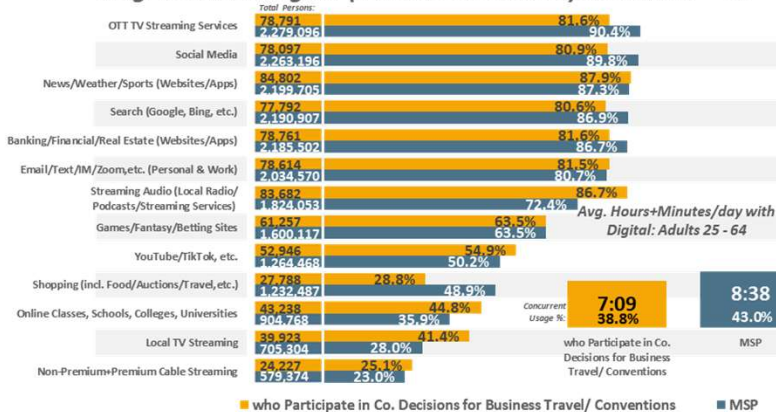
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



68,181 or 70.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 72.9 minutes every day representing 17.6% of all time spent daily with Ad-Supported Digital Media.

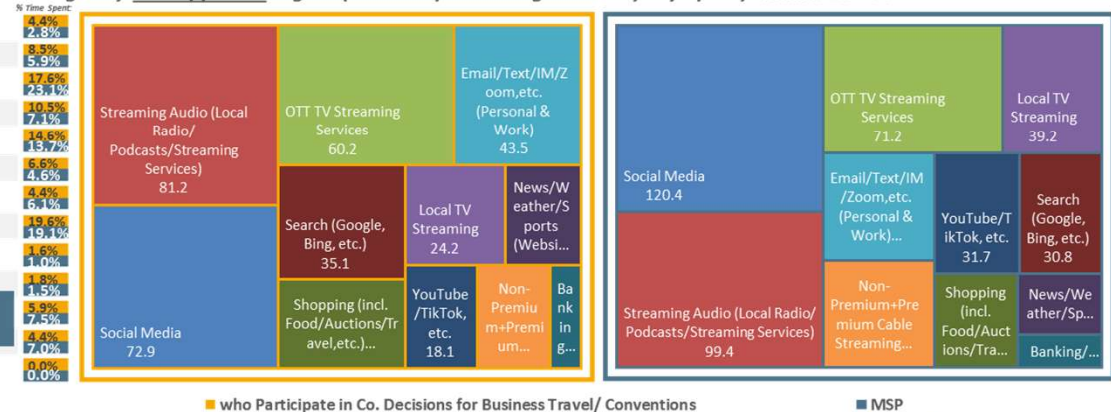
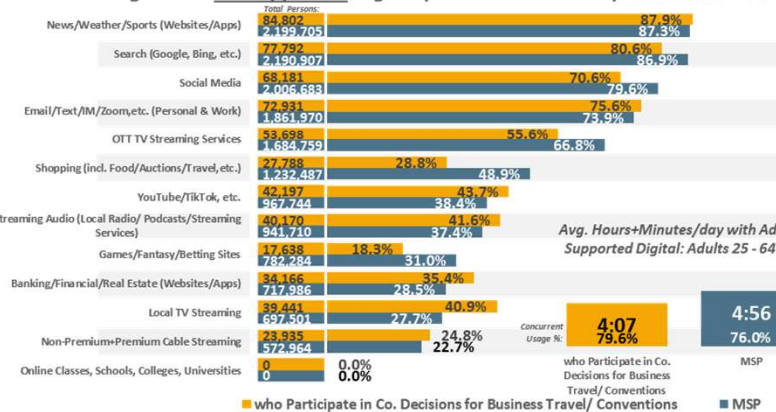
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64

### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 49  
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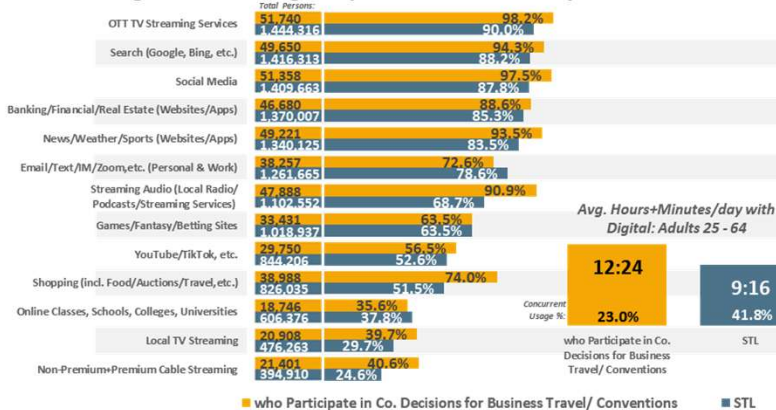
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



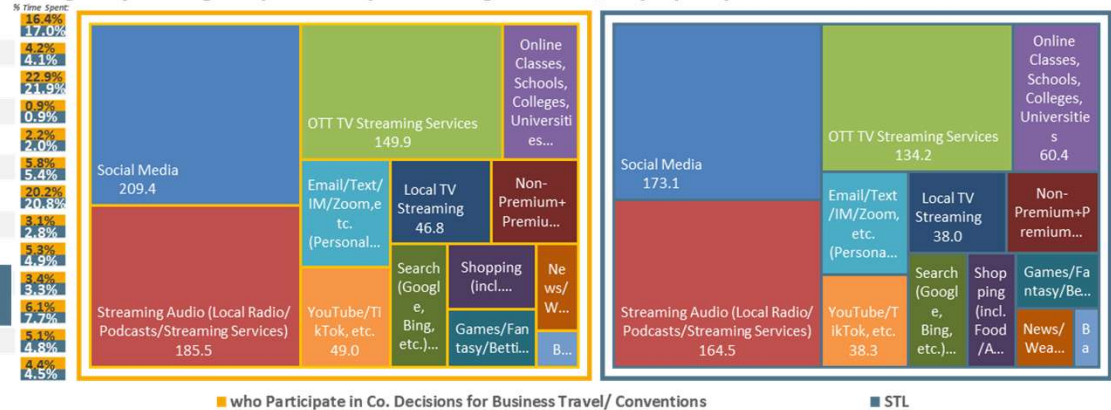


44,181 or 83.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 192.6 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

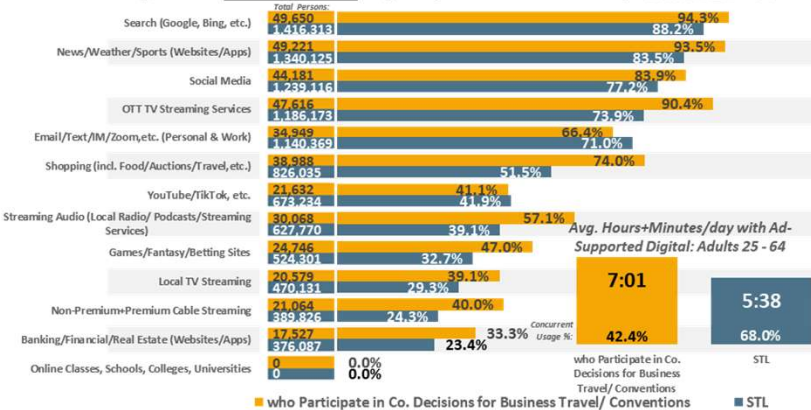
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



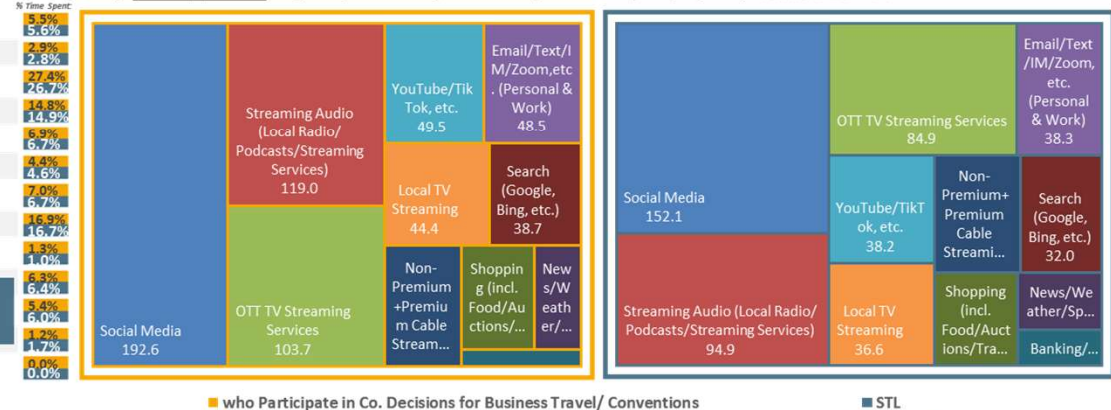
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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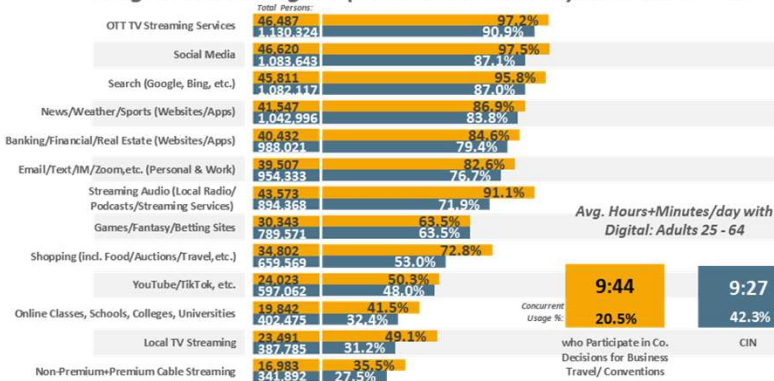
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements





43,095 or 90.1% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 101.5 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

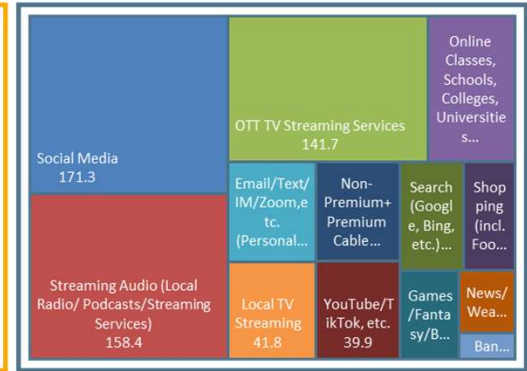
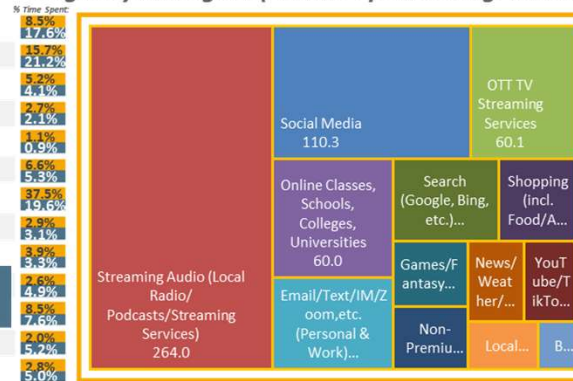
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



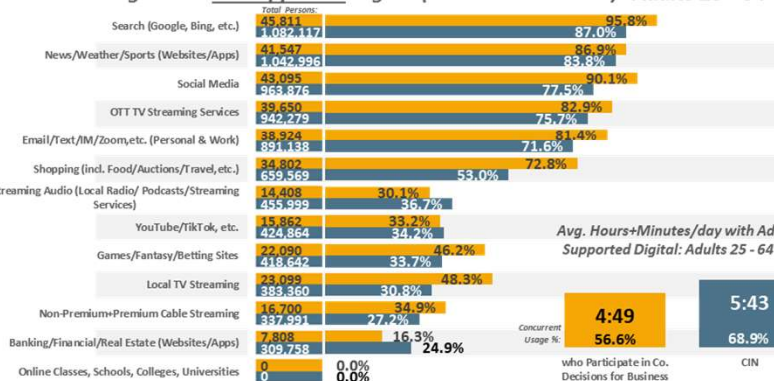
Avg. Hours+Minutes/day with Digital: Adults 25 - 64

9:44  
20.5%

### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



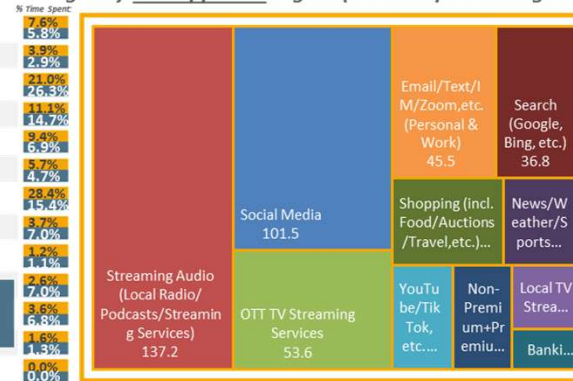
### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 64

4:49  
56.6%

### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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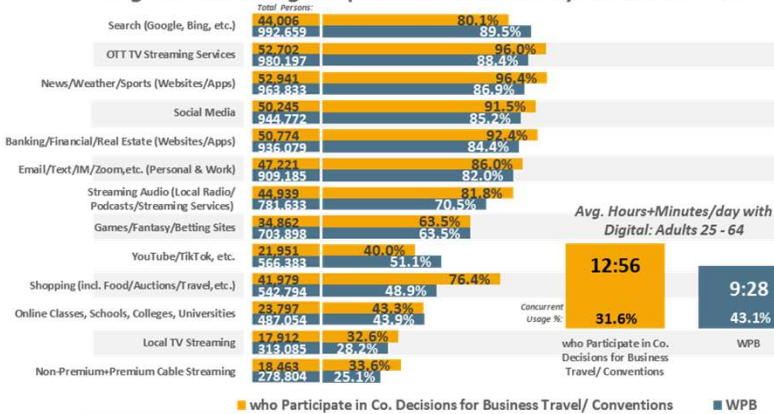
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

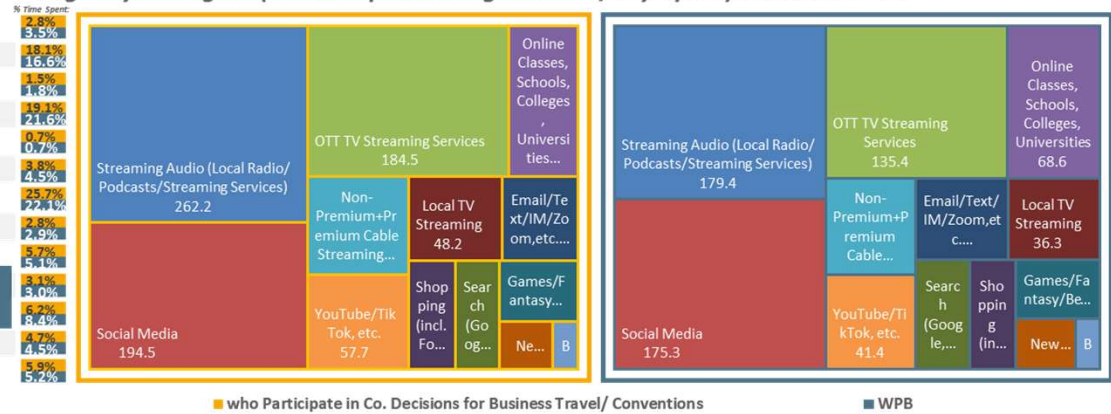


45,744 or 83.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 179. minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

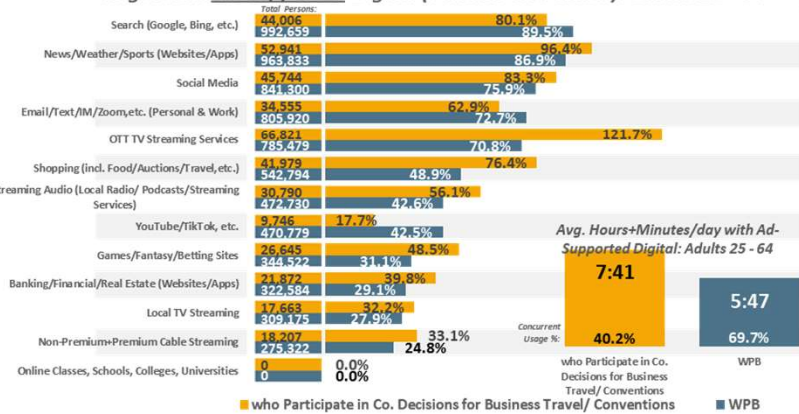
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87  
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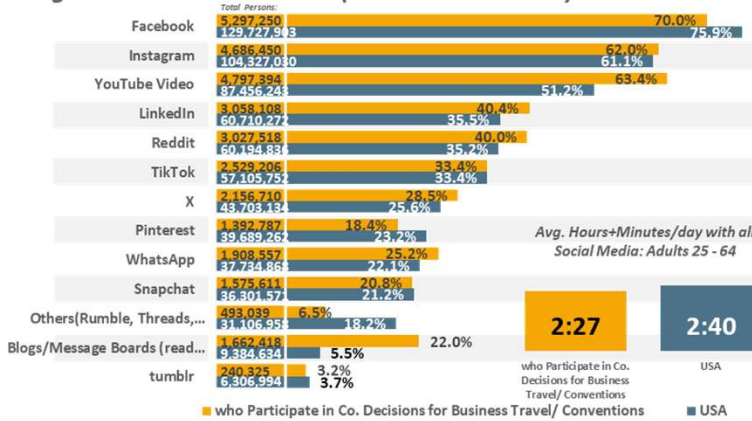
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



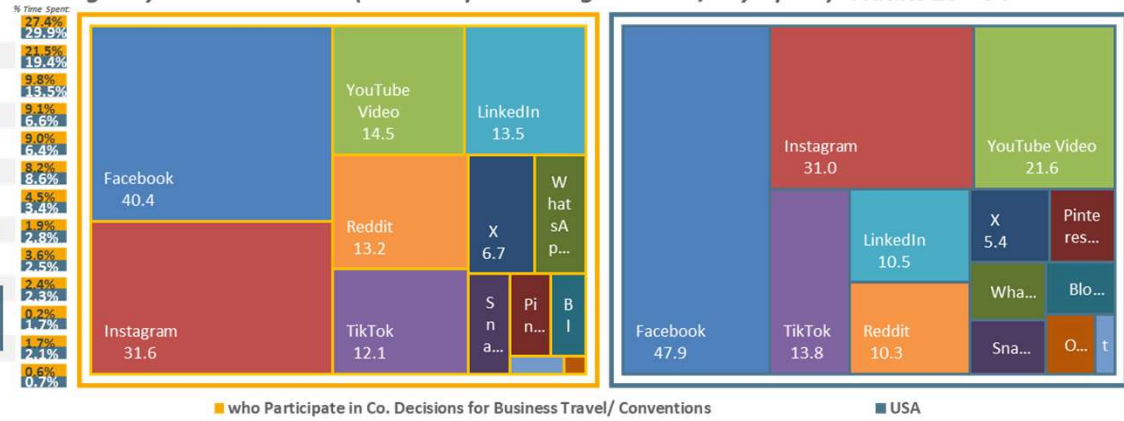


5,297,250 or 70.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 41.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

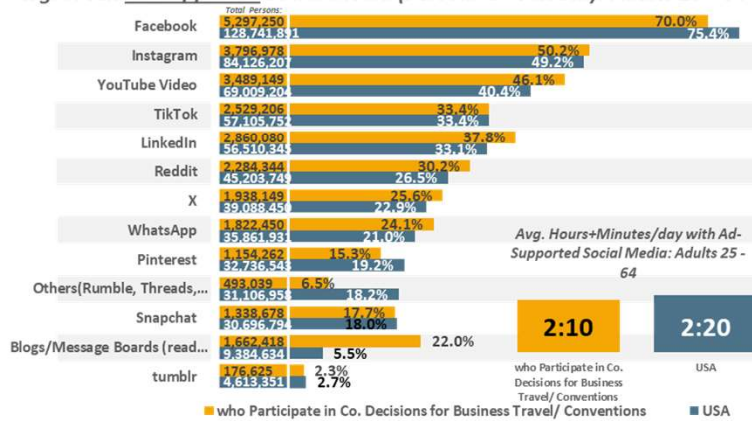
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**



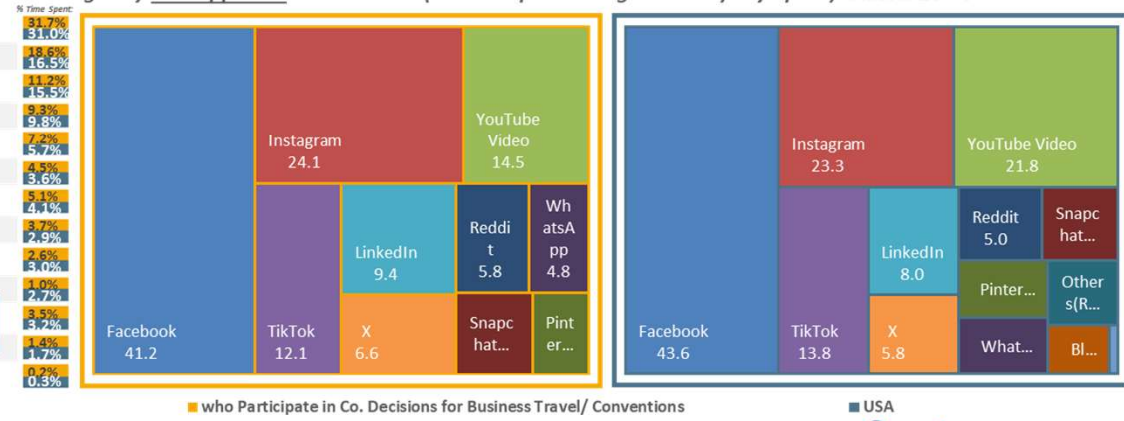
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

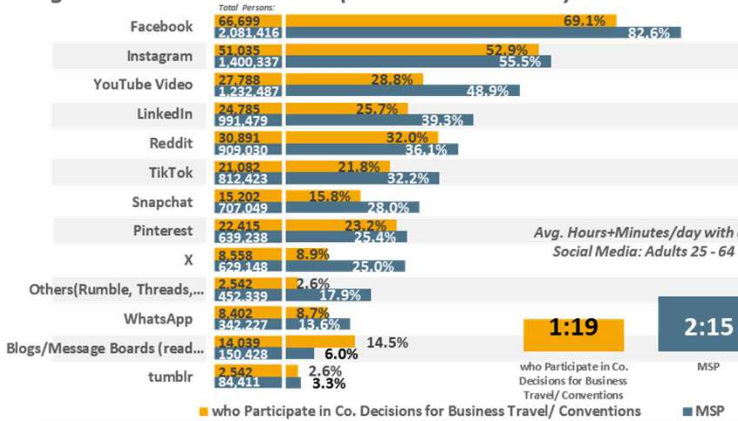




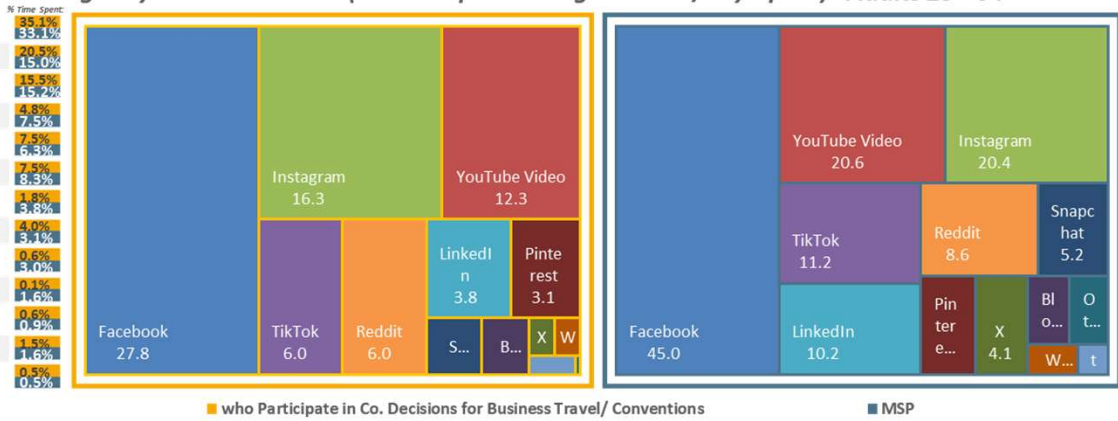


66,699 or 69.1% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 24.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

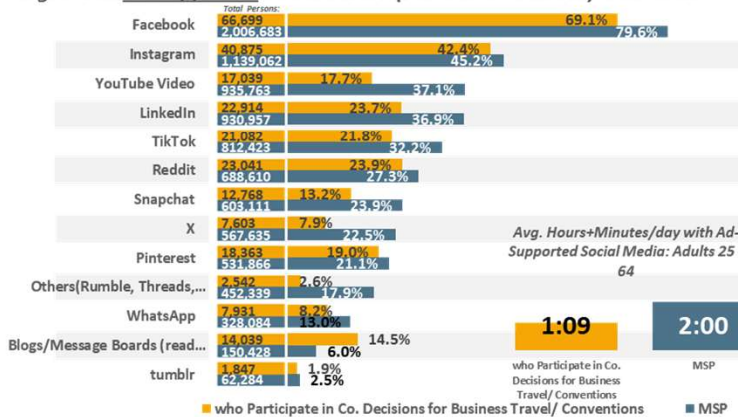
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**



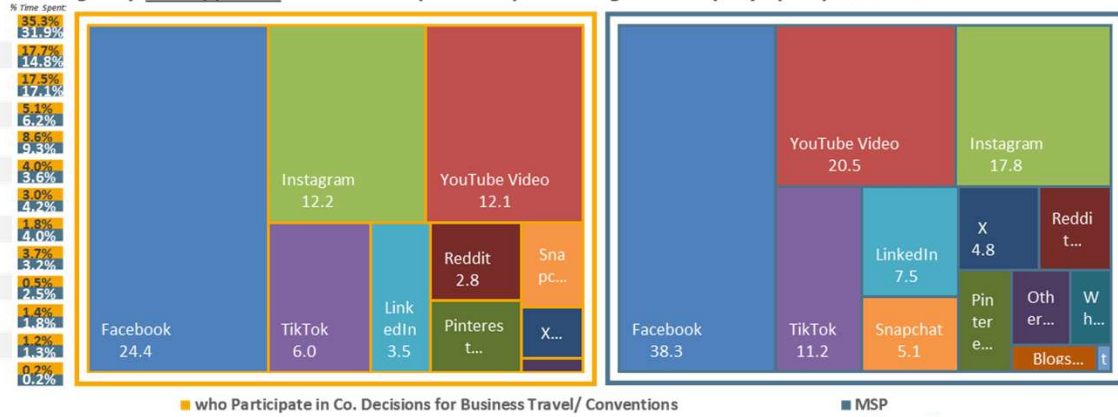
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64**



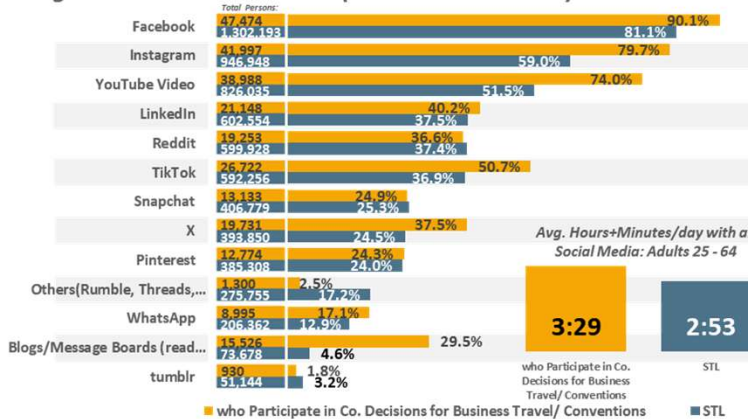
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



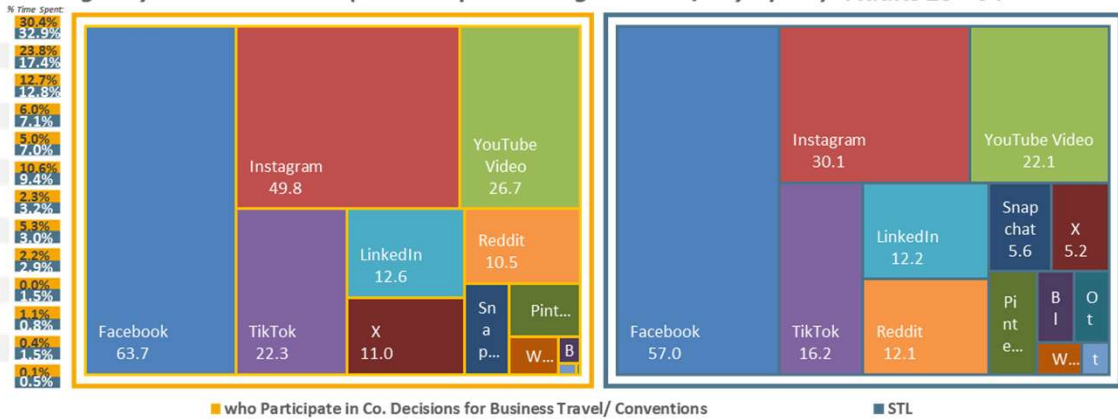


44,181 or 83.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 55.4 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

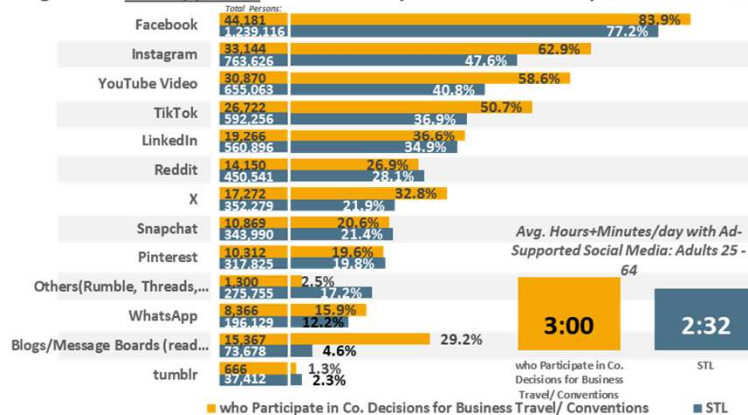
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**



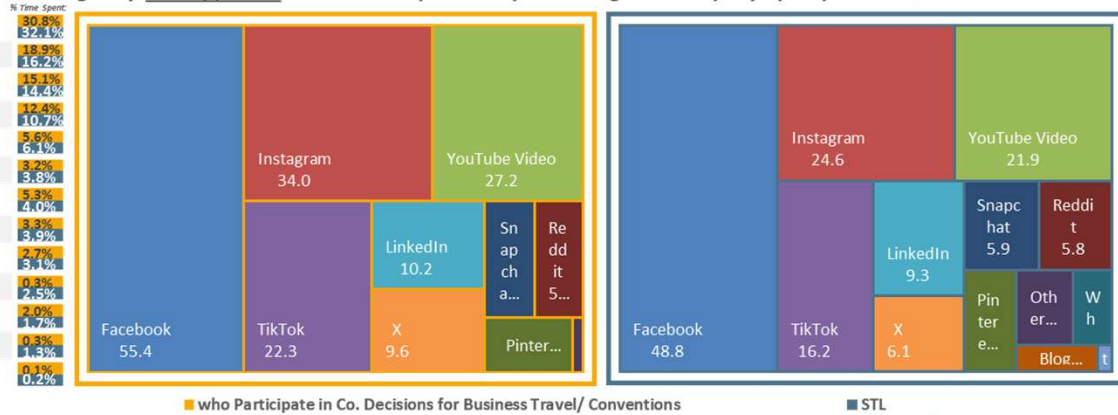
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64**



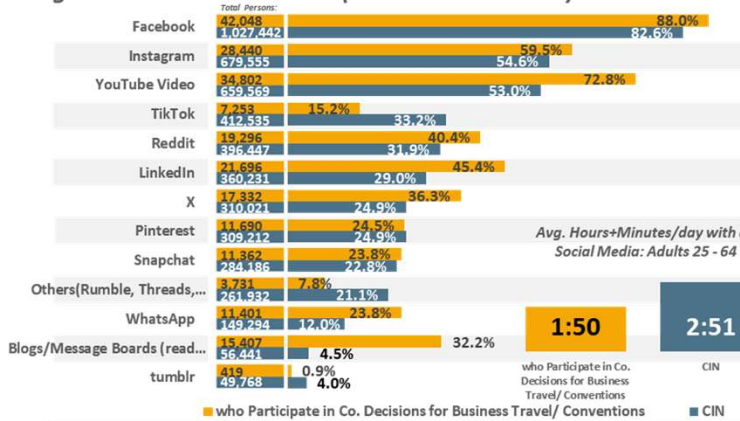
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



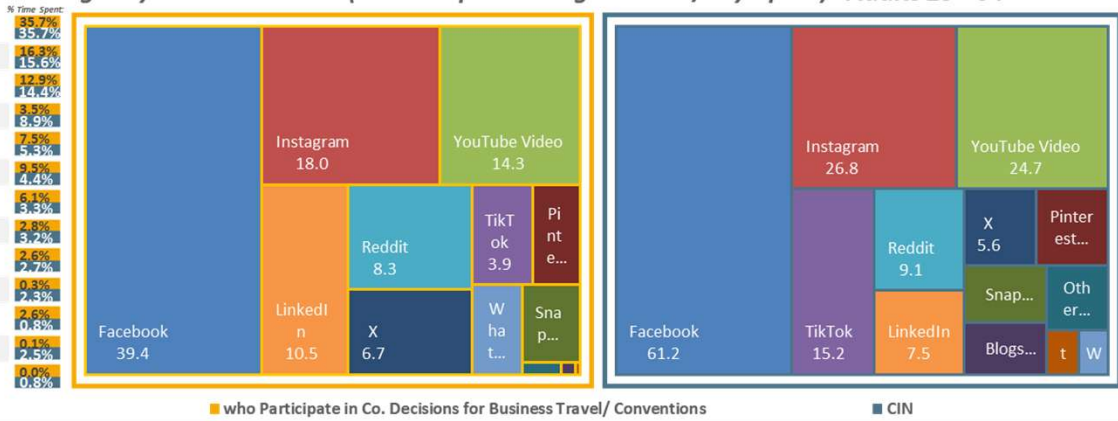


42,048 or 88.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 36.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

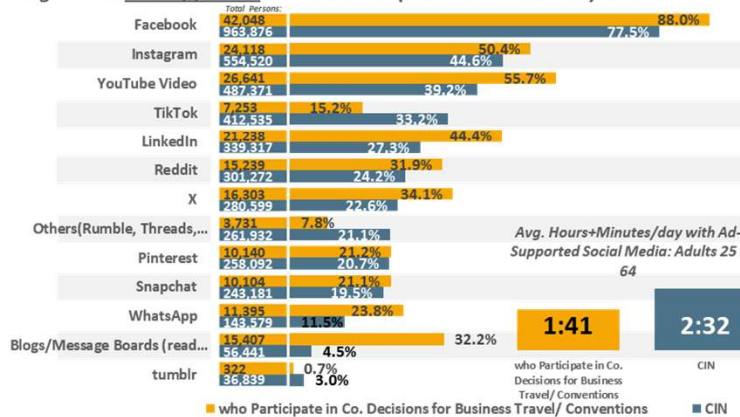
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**



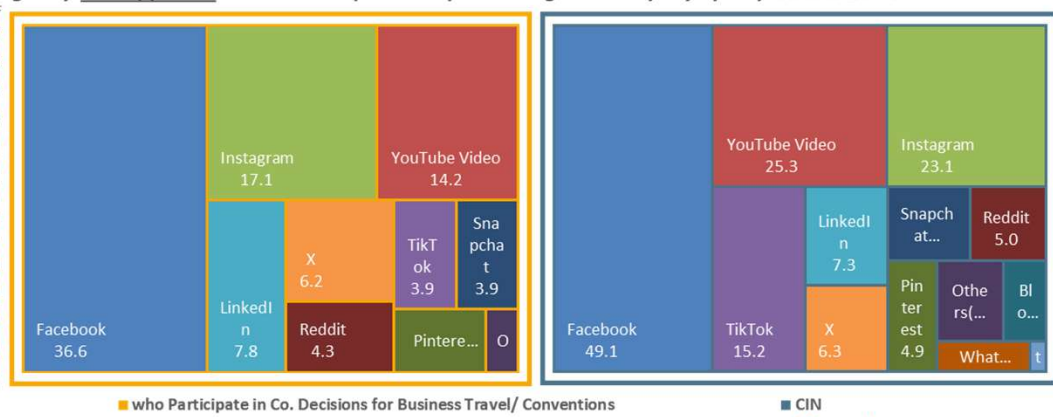
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

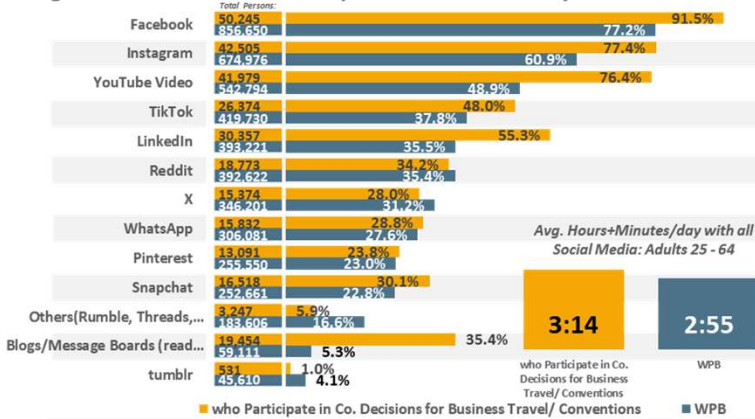




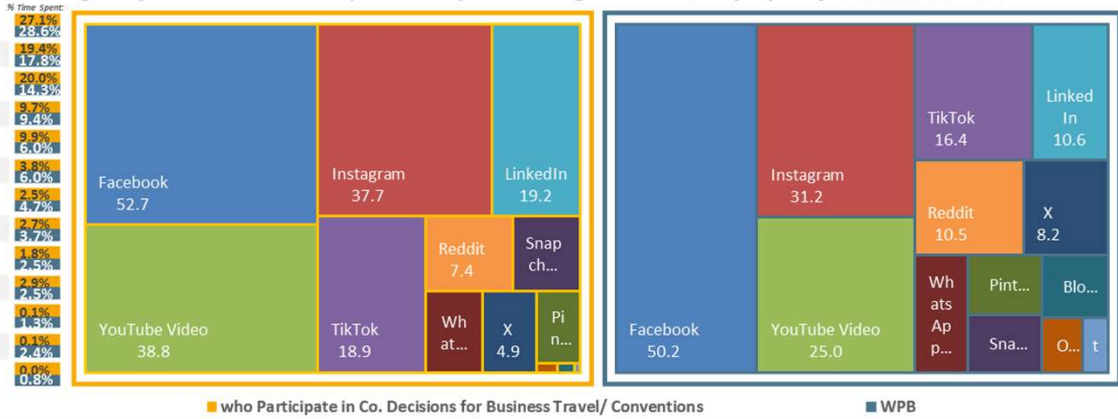


45,744 or 83.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 47.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

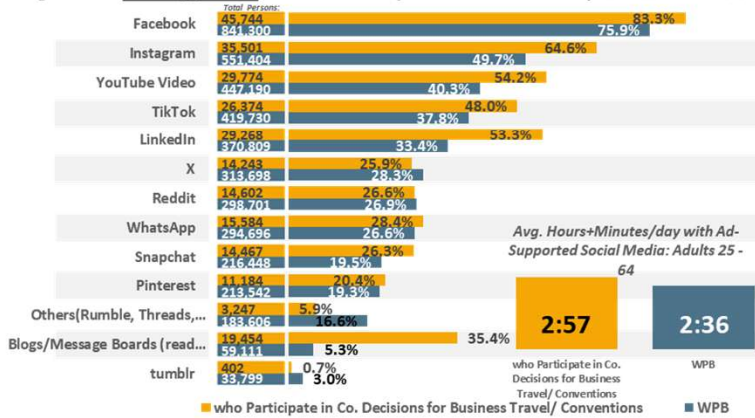
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**



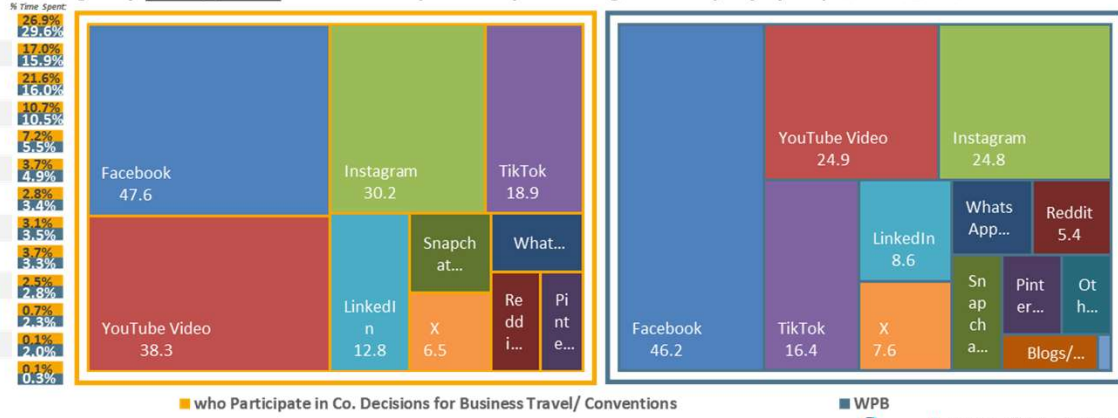
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64**



**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87  
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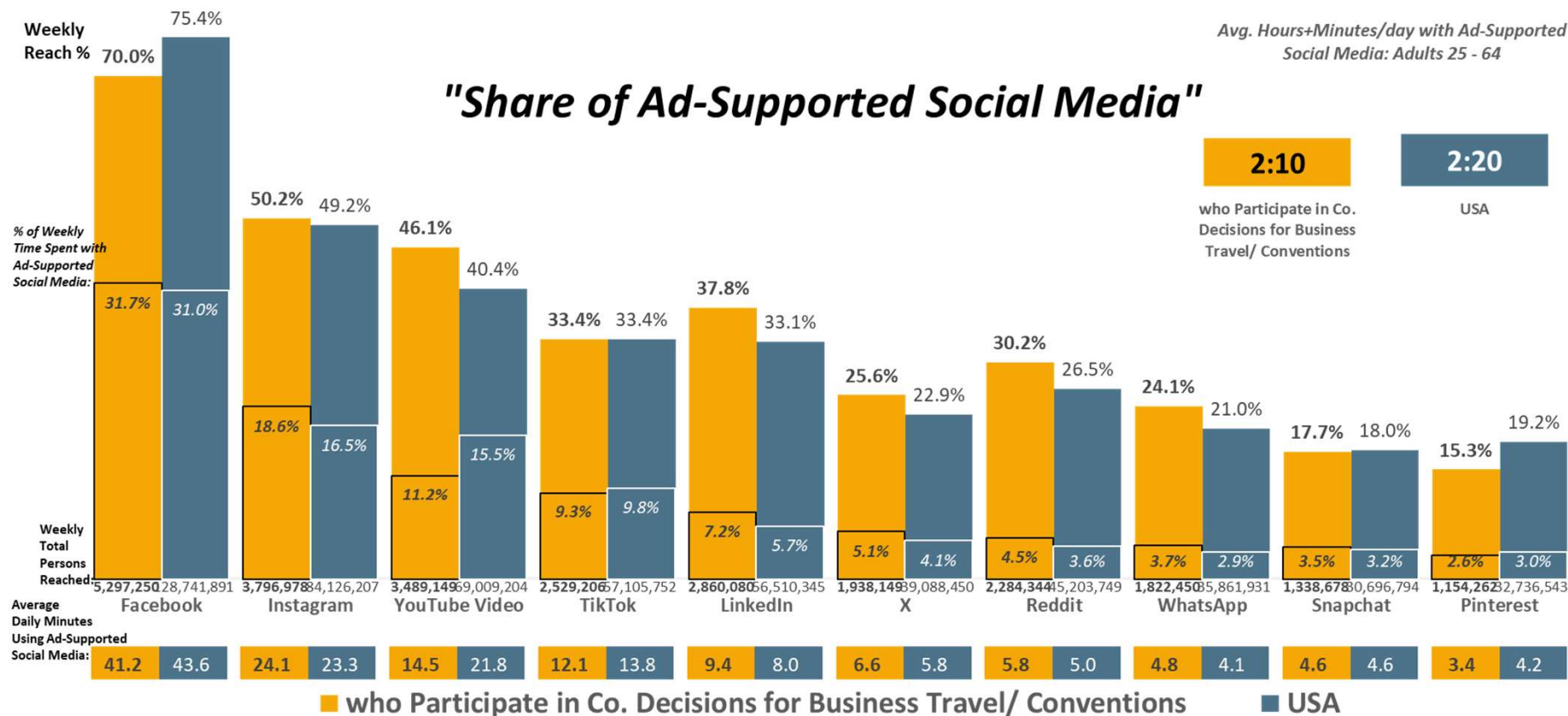
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



5,297,250 or 70.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 41.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

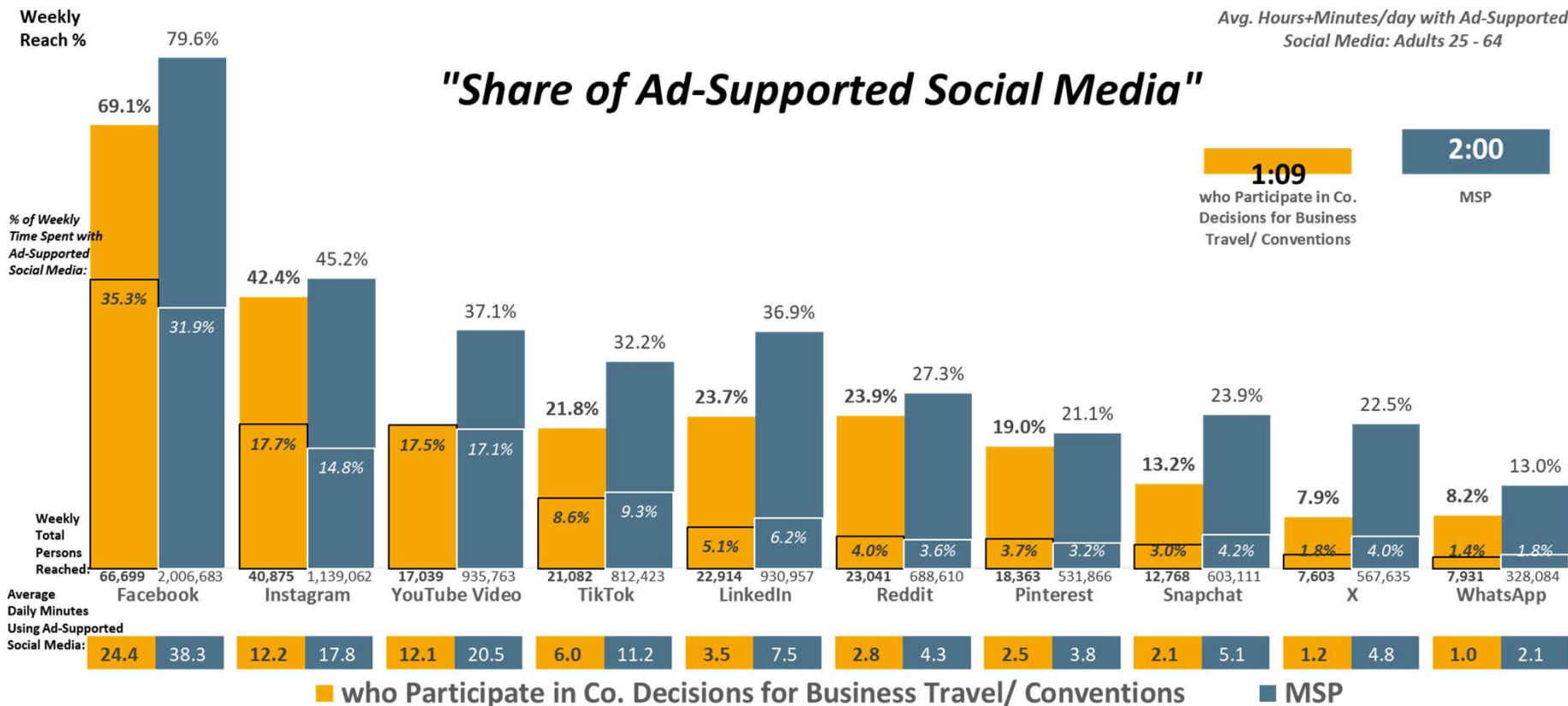
## "Share of Ad-Supported Social Media"





66,699 or 69.1% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 24.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 49 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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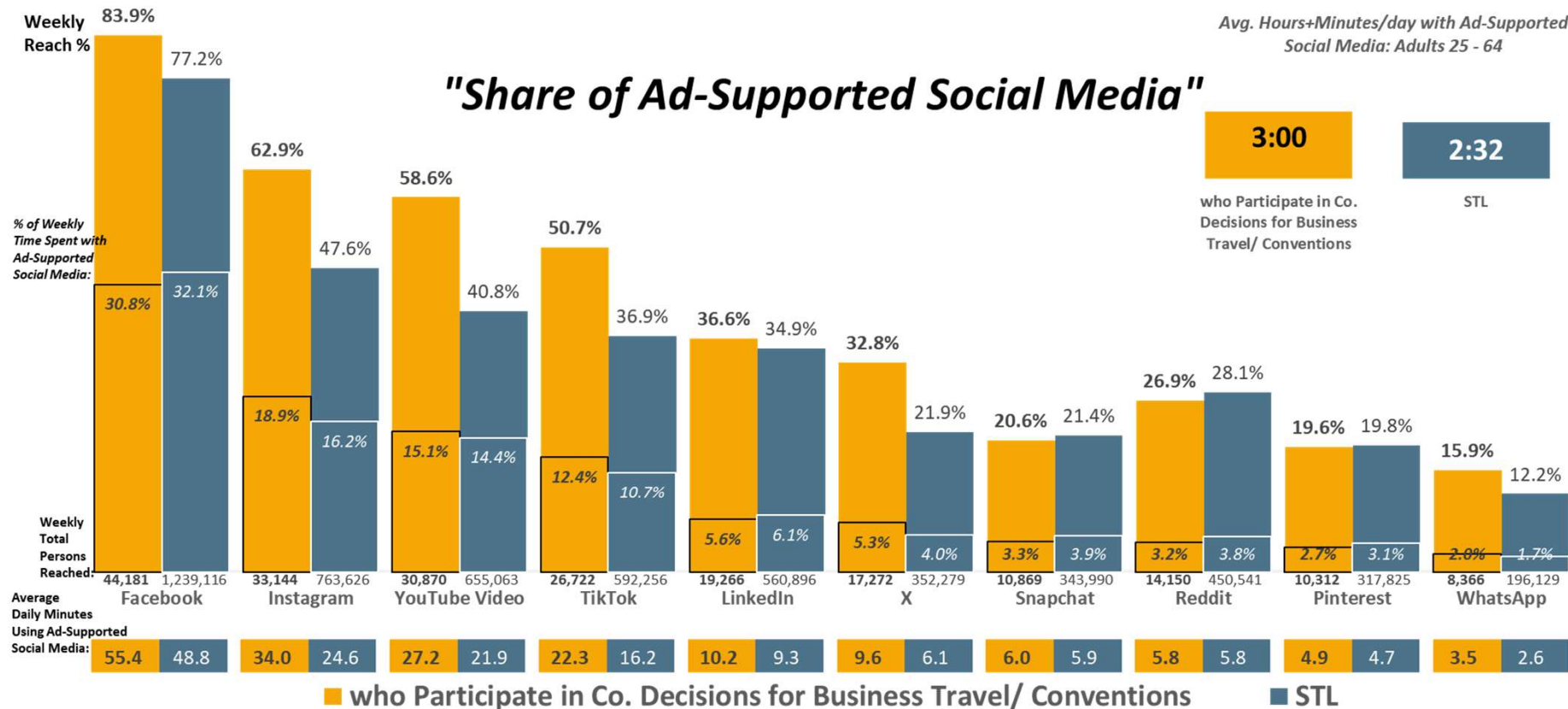
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements





44,181 or 83.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 55.4 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

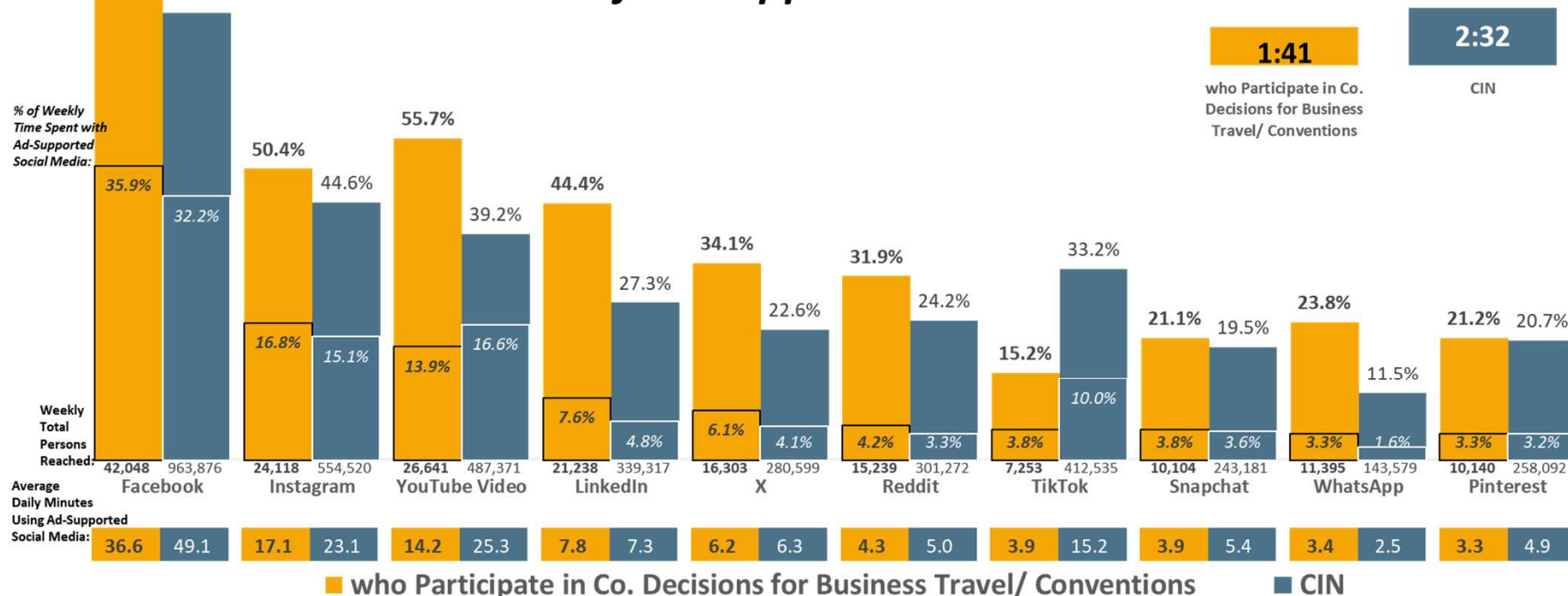


42,048 or 88.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 36.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach % 88.0%

Avg. Hours+Minutes/day with Ad-Supported  
Social Media: Adults 25 - 64

## "Share of Ad-Supported Social Media"



■ who Participate in Co. Decisions for Business Travel/ Conventions

■ CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

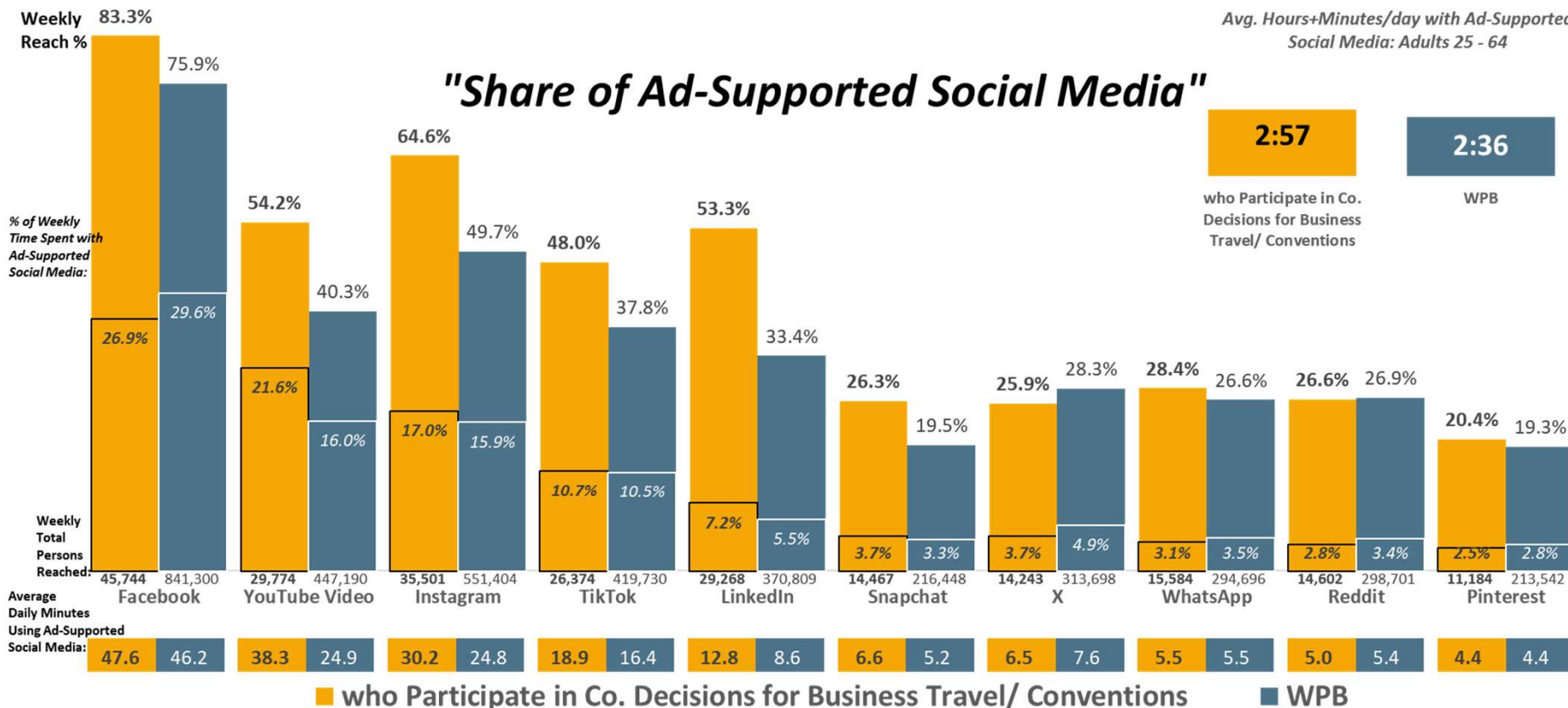
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



45,744 or 83.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 47.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

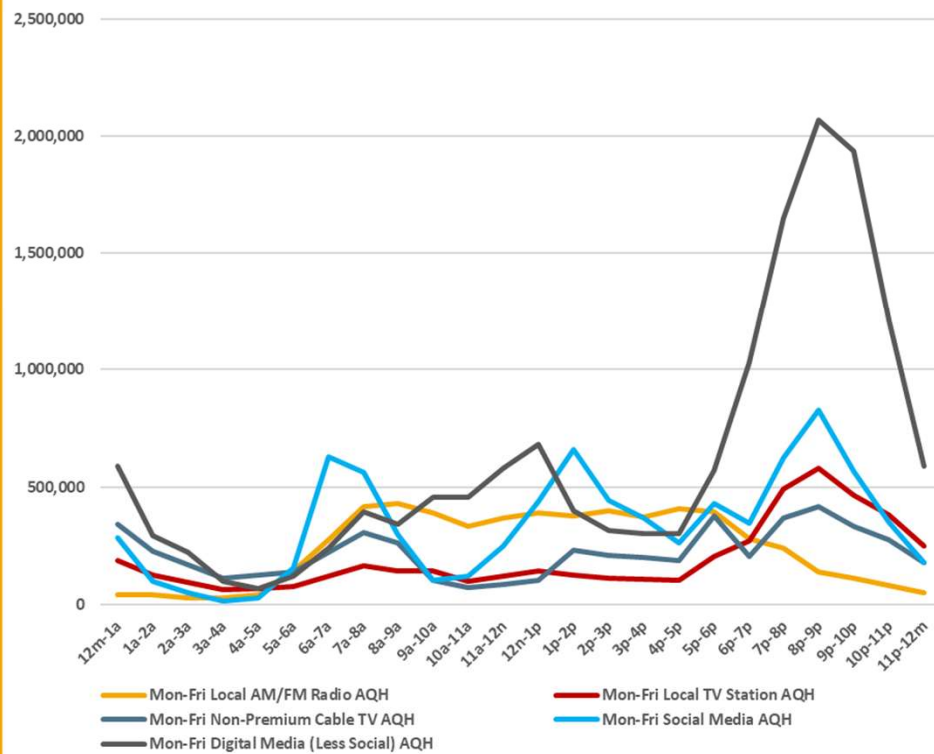




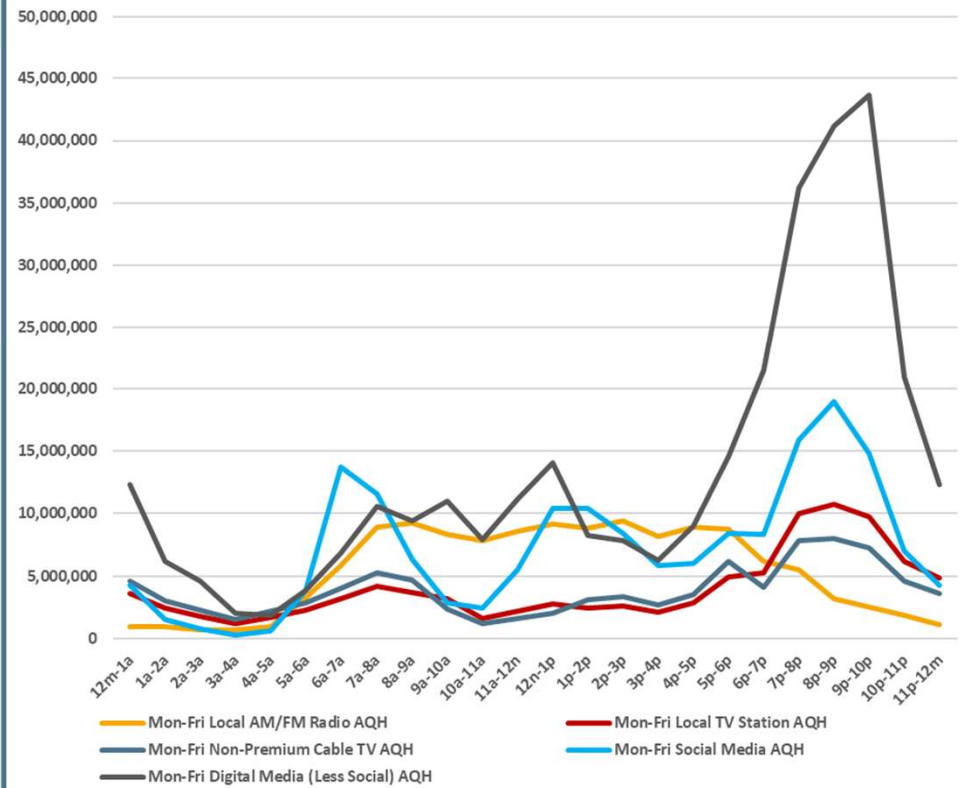


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 467,355;  
Social Media: 377,730; Local Radio: 372,041; Non-Prem. Cable: 197,339; Local TV: 143,770  
reaching Adults 25 - 64 who Participate in Co. Decisions for Business Tr

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who Participate in Co. Decisions for Business**  
**Travel/ Conventions**



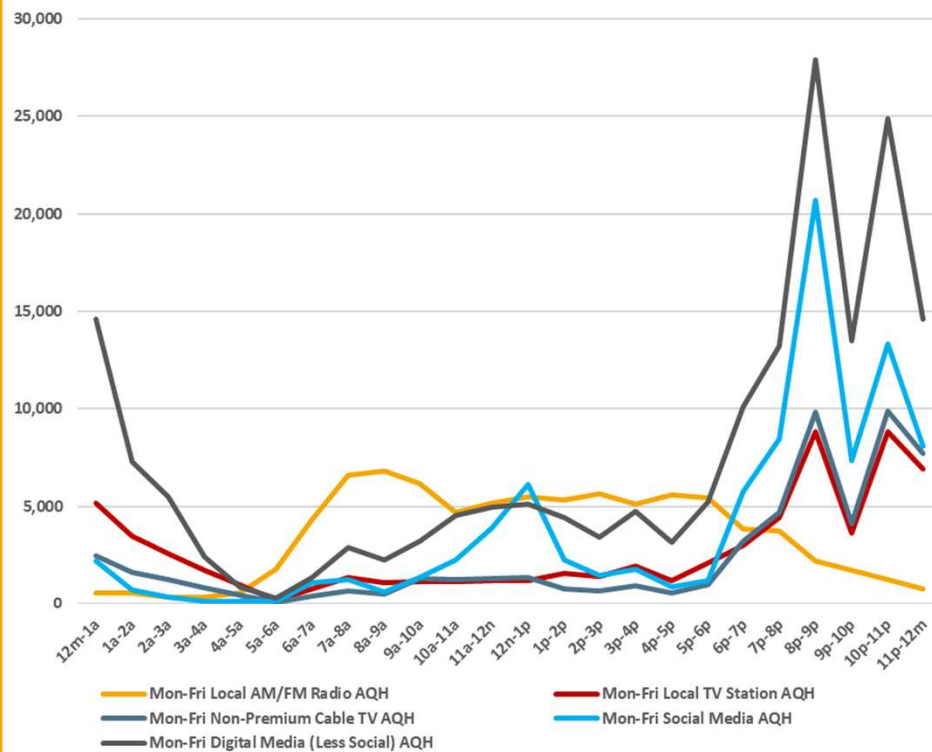
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**USA Metro Area Adults 25 - 64**



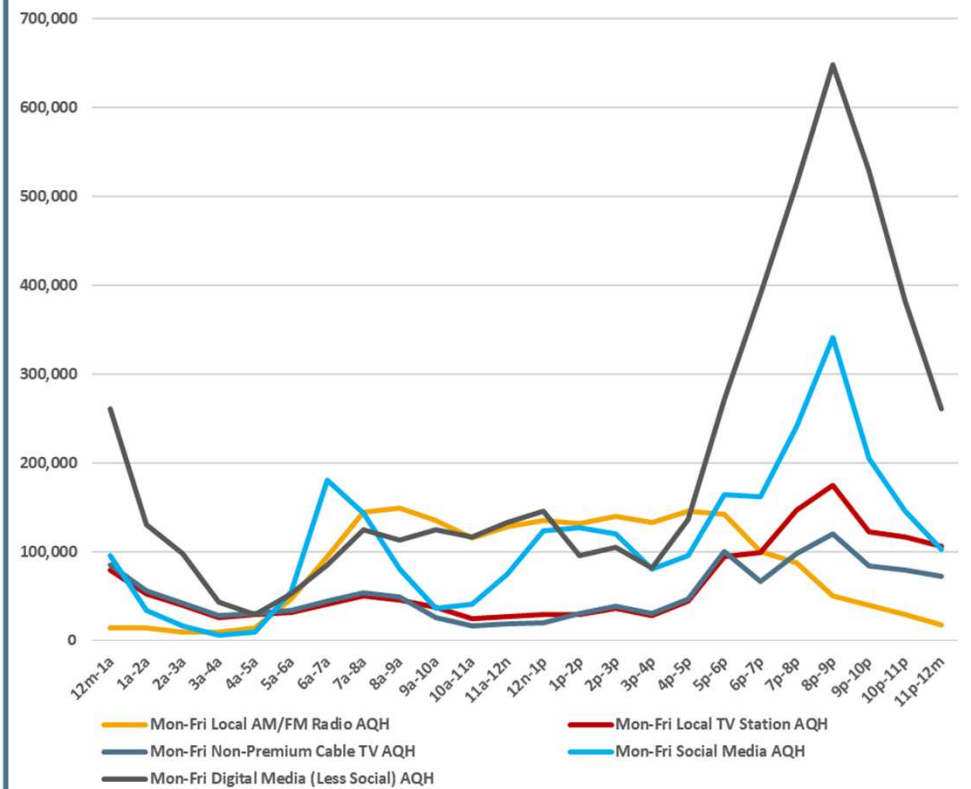


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,402; All Other Digital Media: 4,261; Social Media: 2,296; Local TV: 1,462; Non-Prem. Cable: 1,060 reaching Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conv

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions**



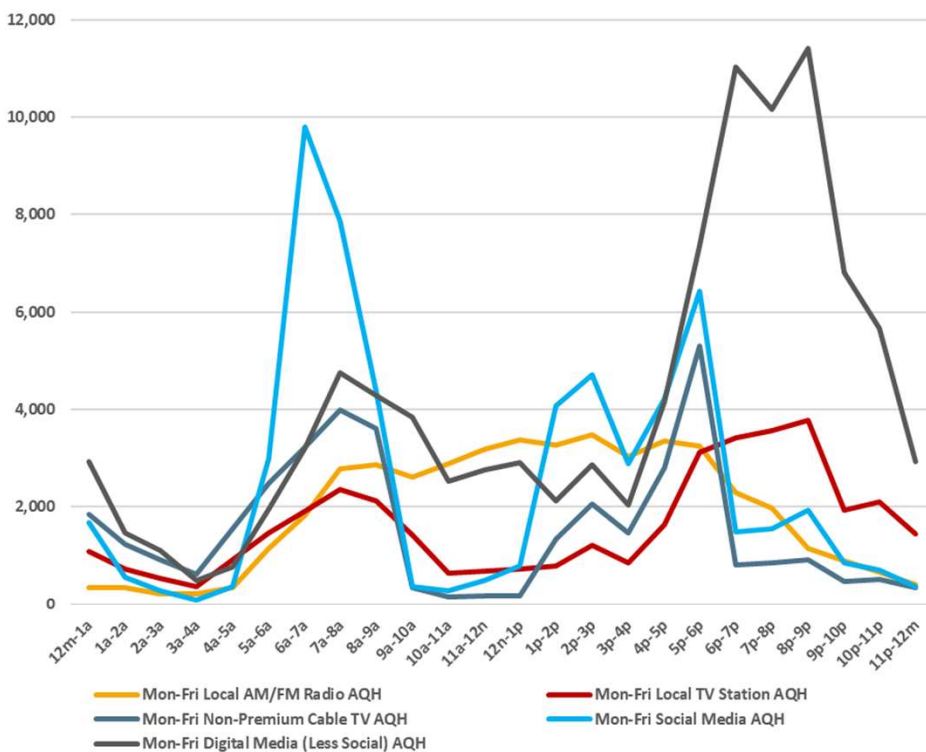
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**MSP Metro Area Adults 25 - 64**



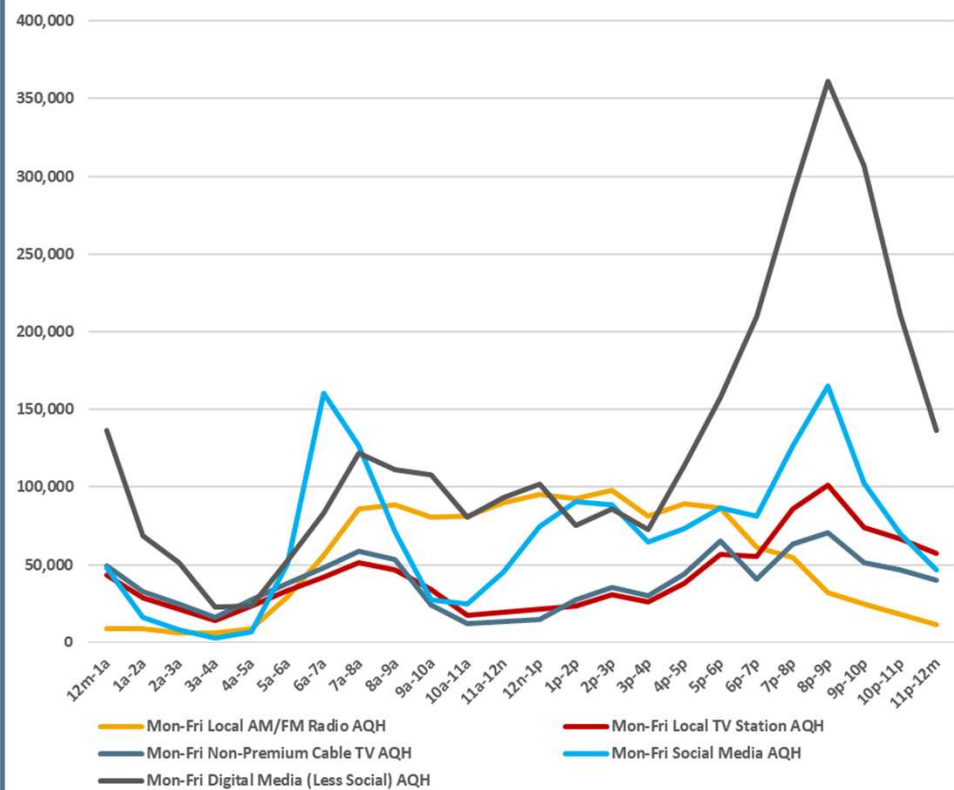


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,144;  
Social Media: 3,678; Local Radio: 2,941; Non-Prem. Cable: 1,963; Local TV: 1,613 reaching  
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conv

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who Participate in Co. Decisions for Business**  
**Travel/ Conventions**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**STL Metro Area Adults 25 - 64**

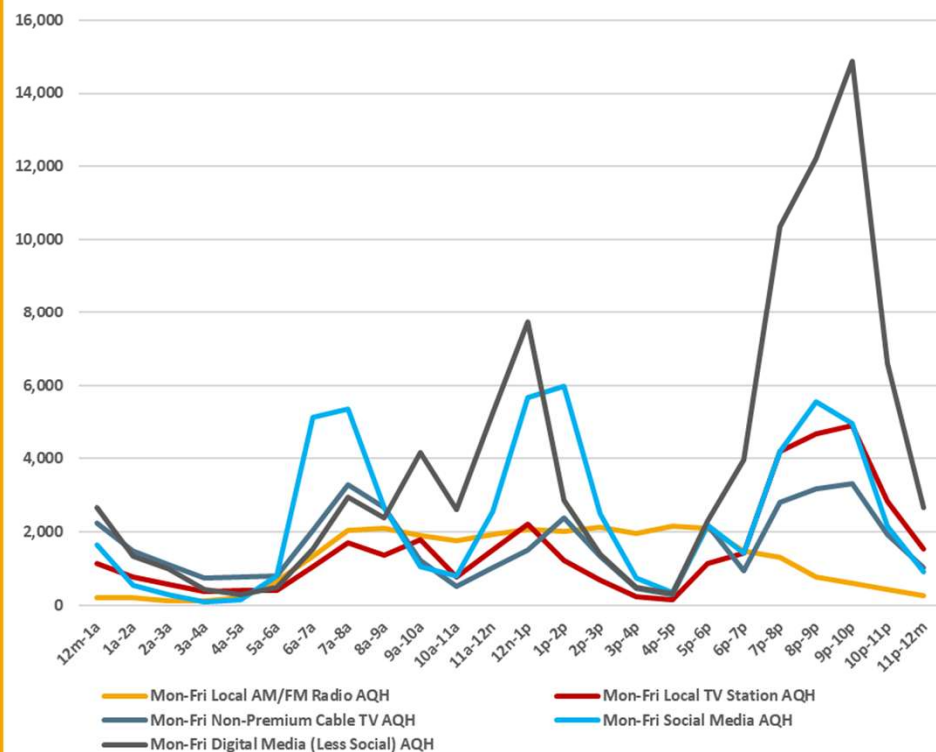




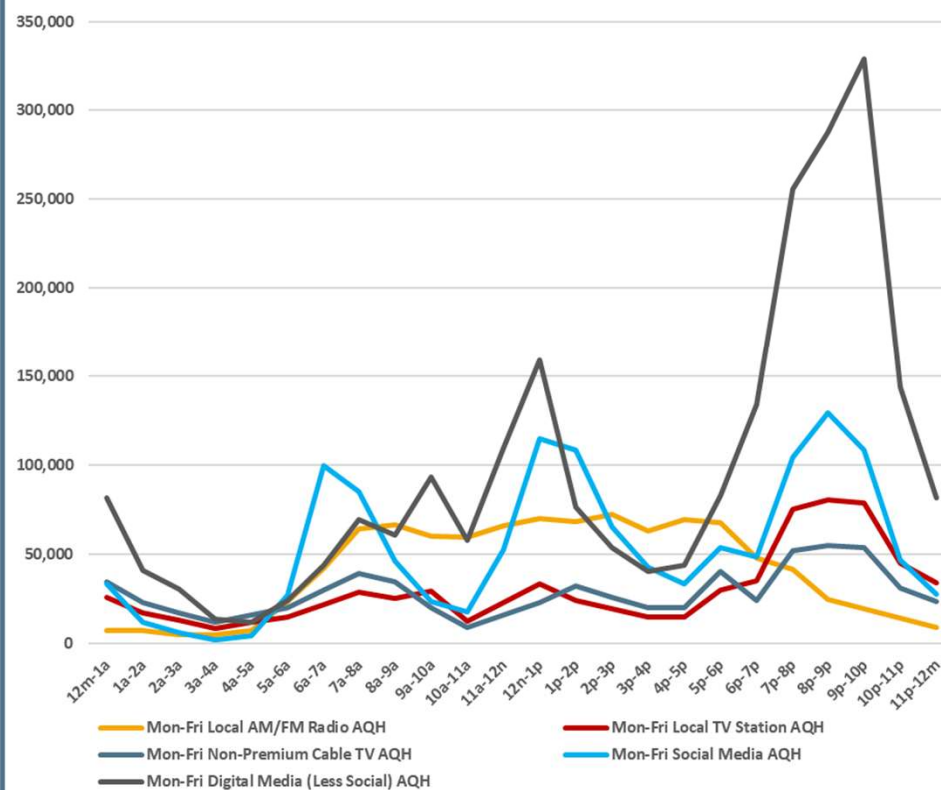


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,918;  
Social Media: 2,801; Local Radio: 1,919; Non-Prem. Cable: 1,529; Local TV: 1,177 reaching  
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conv

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who Participate in Co. Decisions for Business**  
**Travel/ Conventions**



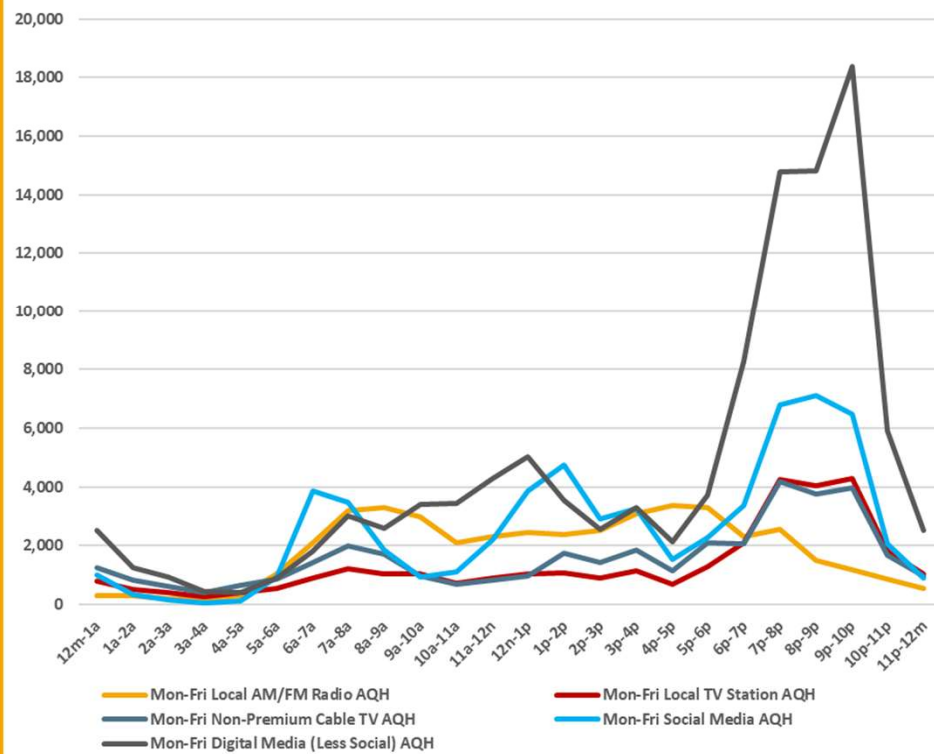
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CIN Metro Area Adults 25 - 64**



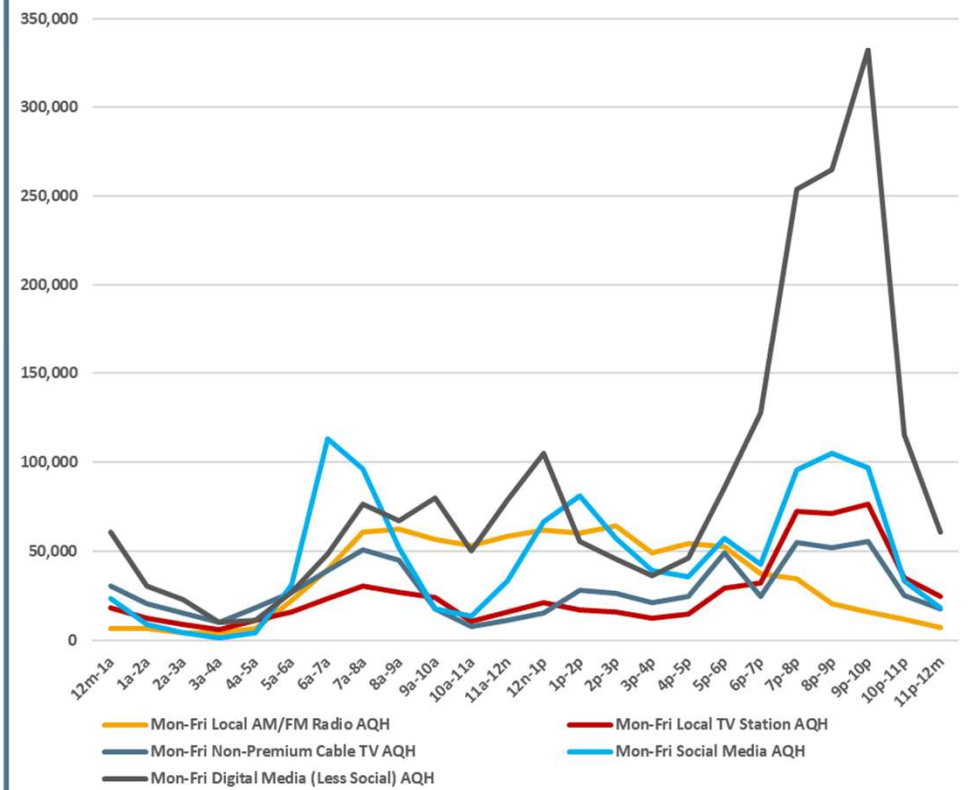


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,618;  
Social Media: 2,719; Local Radio: 2,717; Non-Prem. Cable: 1,449; Local TV: 1,082 reaching  
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conv

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 25 - 64 who Participate in Co. Decisions for Business**  
**Travel/ Conventions**



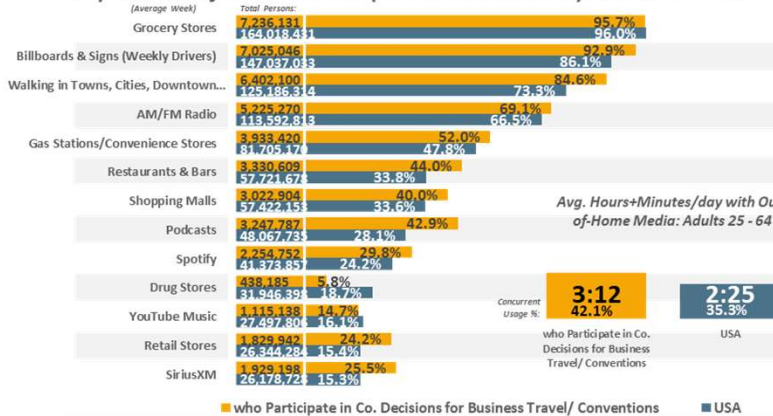
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WPB Metro Area Adults 25 - 64**



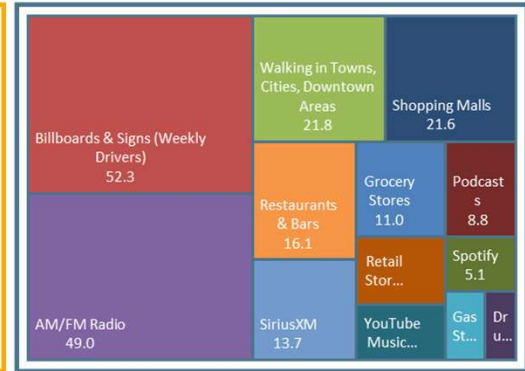
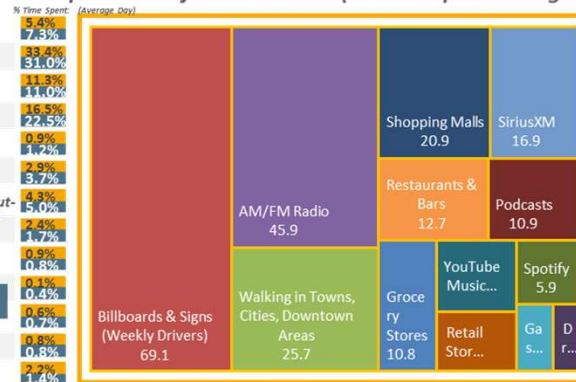


7,025,046 or 92.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/  
Conventions spend an average of 69.1 minutes per day driving, seeing Billboards and Signs. 64.8%  
Listen to Local Radio Stations Out-of-Home for an average of 38.9 m

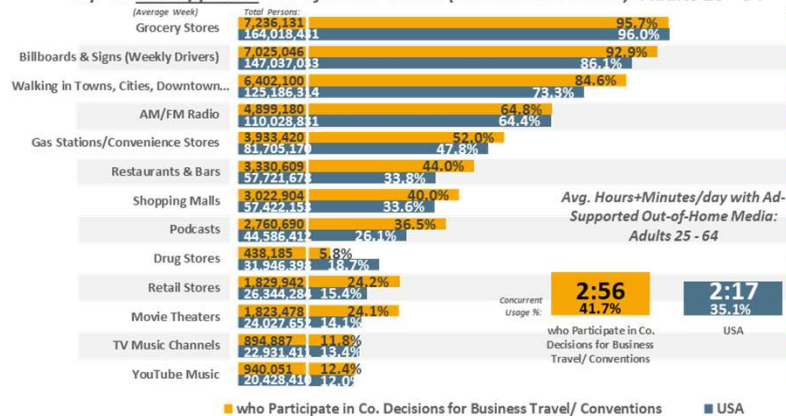
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



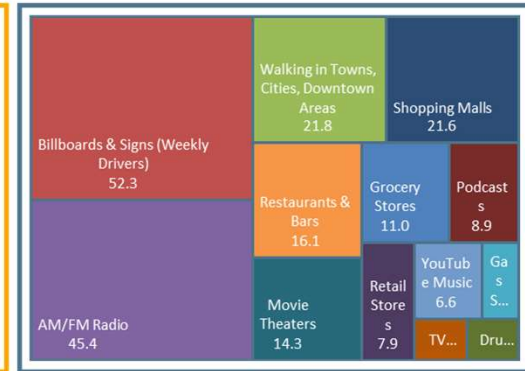
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868  
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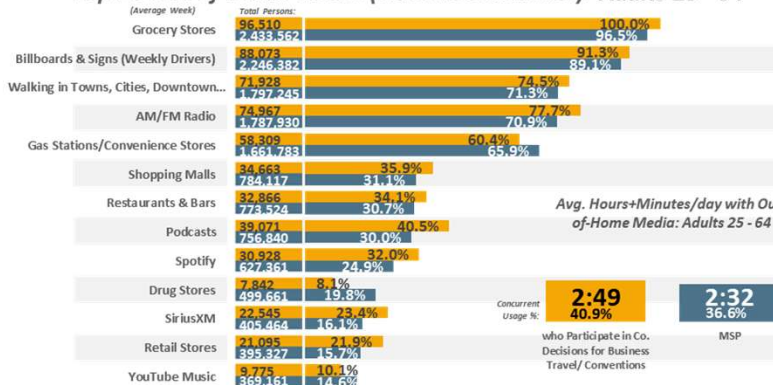
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



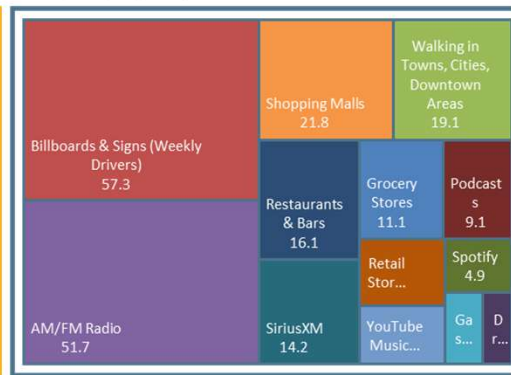
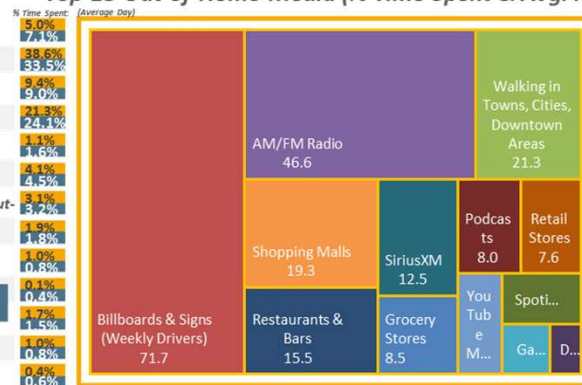


88,073 or 91.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 71.7 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes

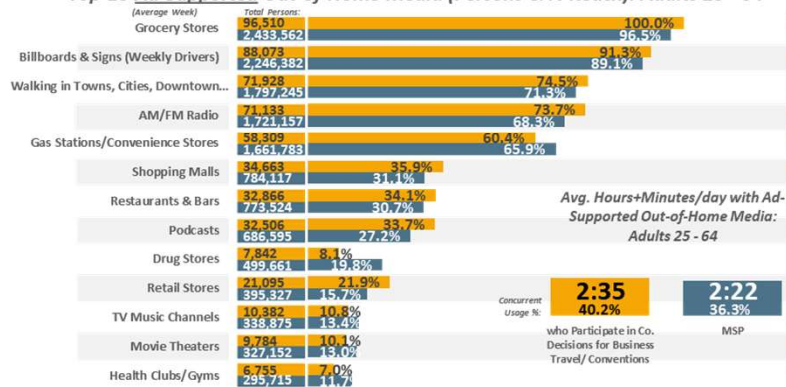
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64**



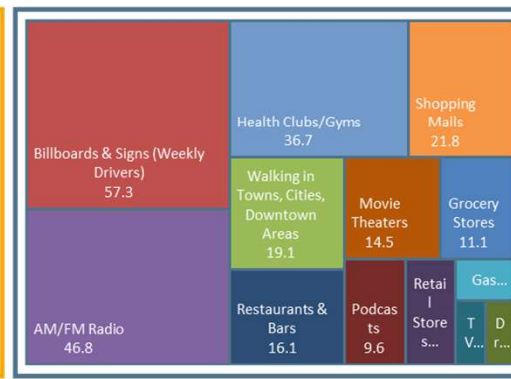
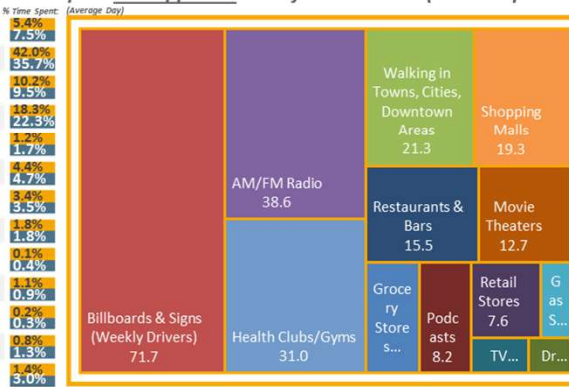
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64**



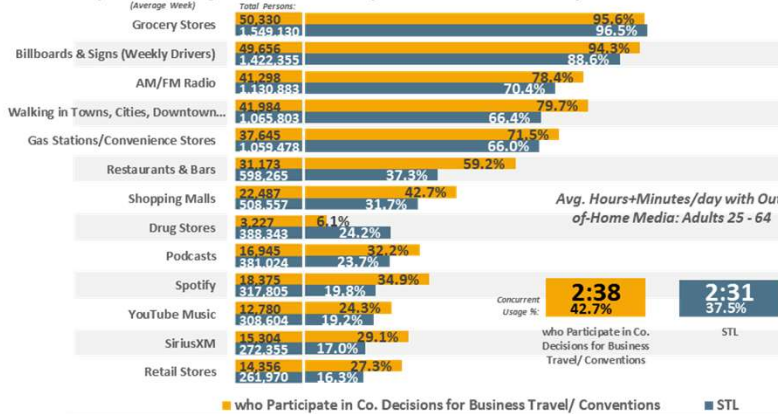
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



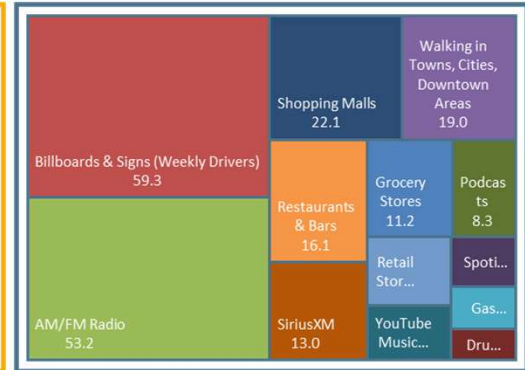
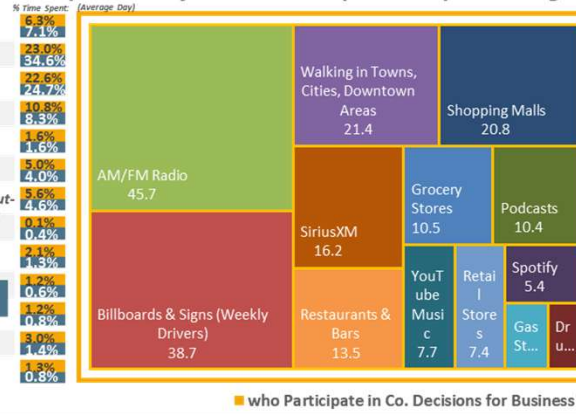


49,656 or 94.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 38.7 minutes per day driving, seeing Billboards and Signs. 74.% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minut

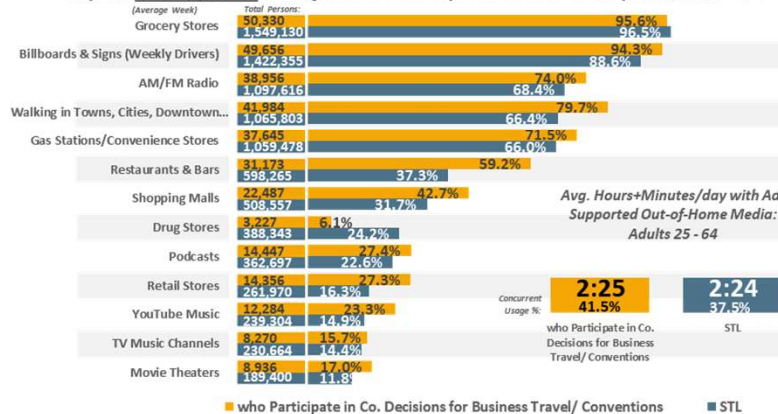
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



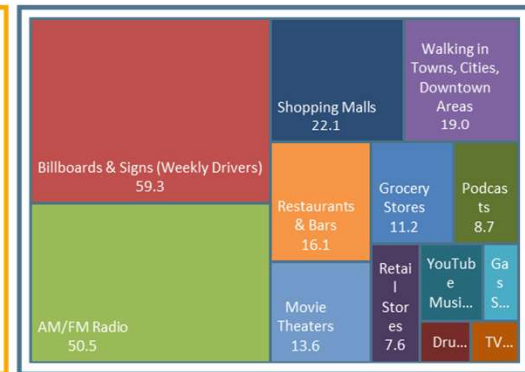
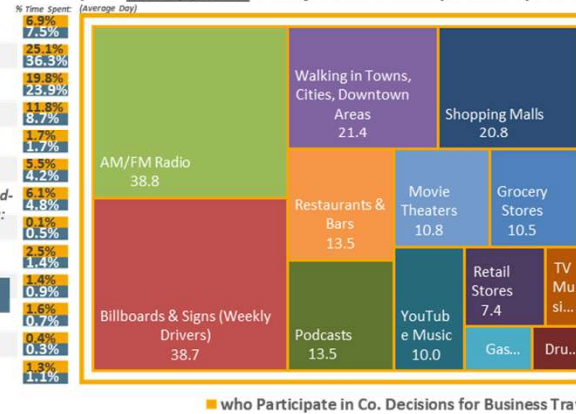
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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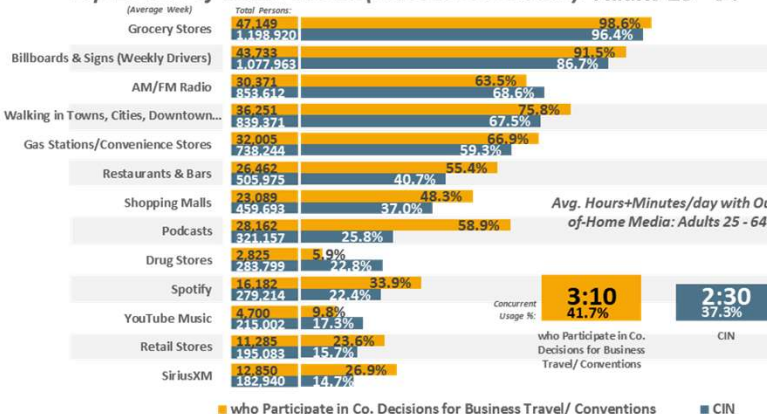
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



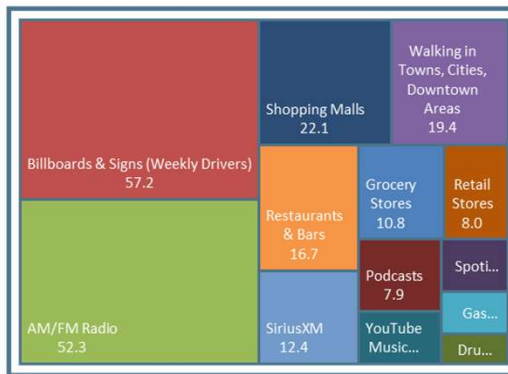
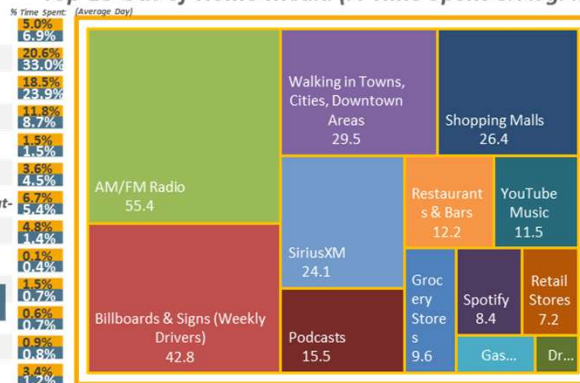


43,733 or 91.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 52.9% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes

**Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64**



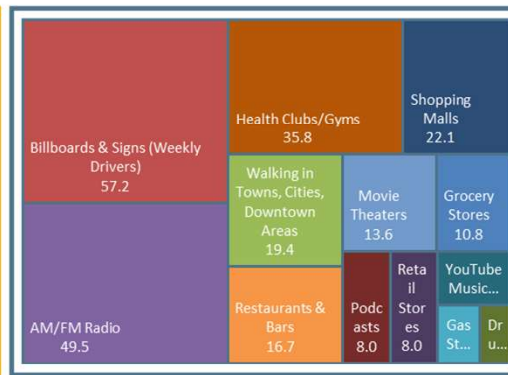
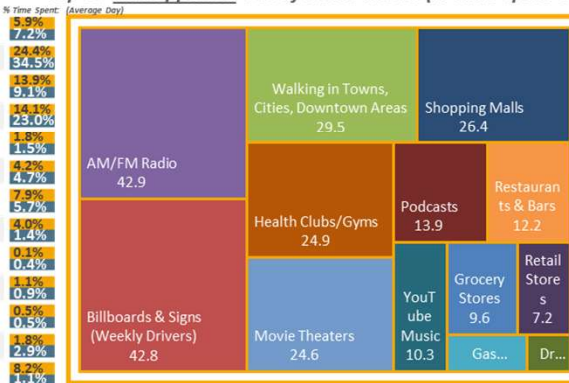
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64**



**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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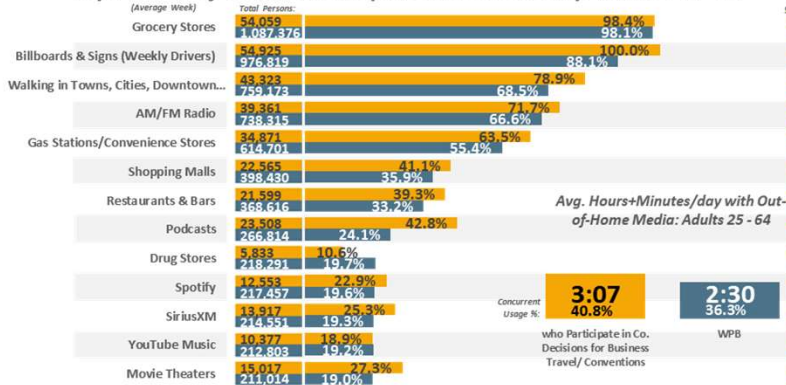
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



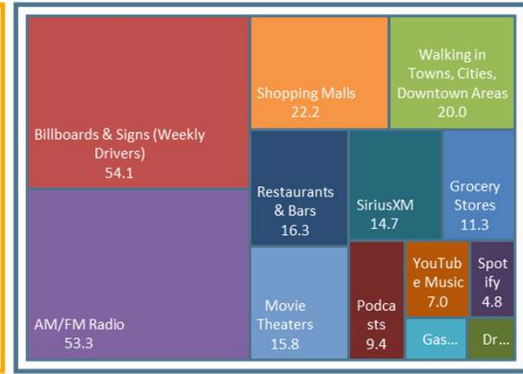
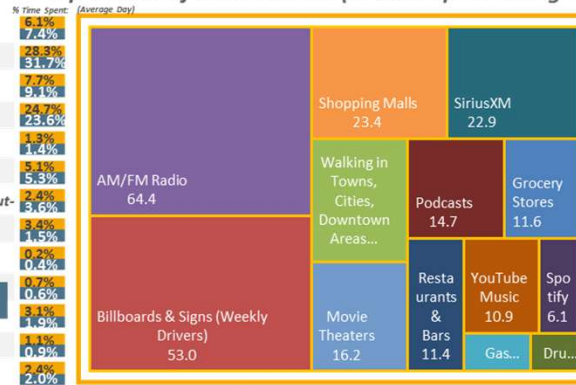


54,925 or 100.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 53. minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 60.7 minut

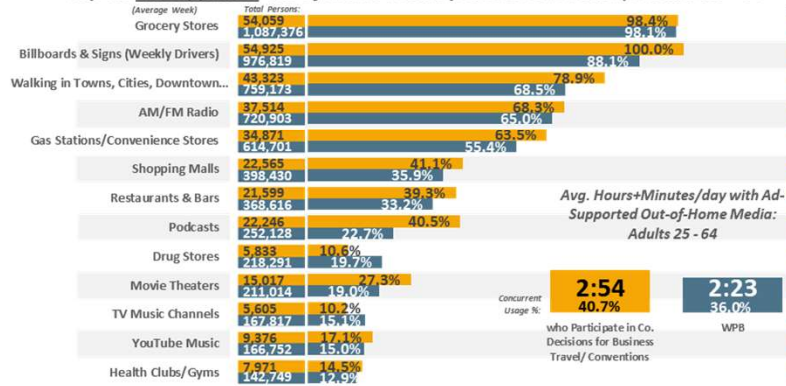
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



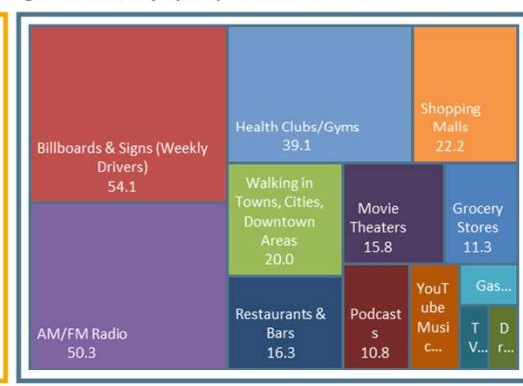
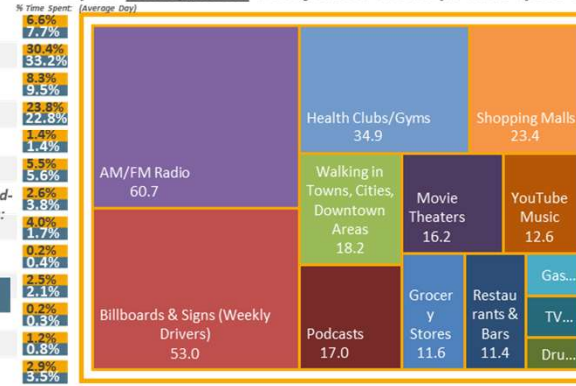
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



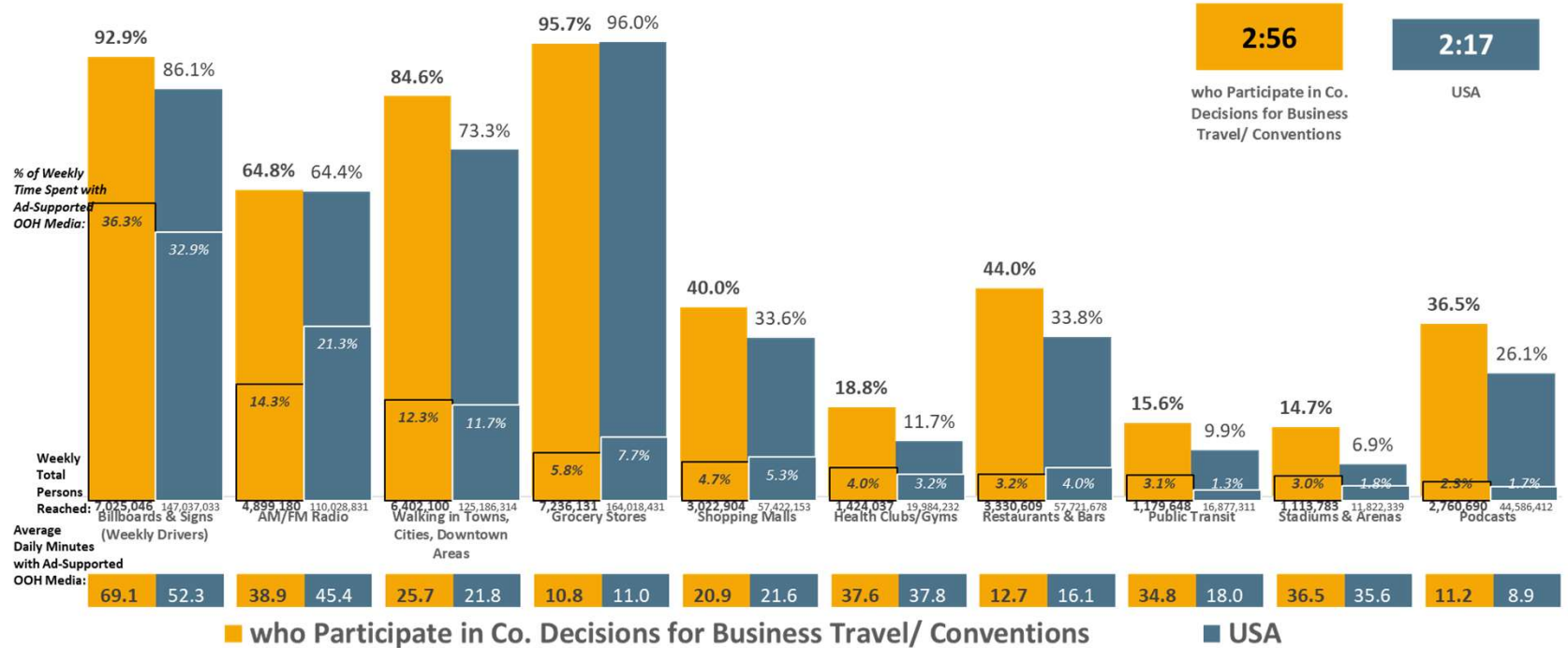


7,025,046 or 92.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 69.1 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:56

who Participate in Co. Decisions for Business Travel/ Conventions

2:17

USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,554

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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

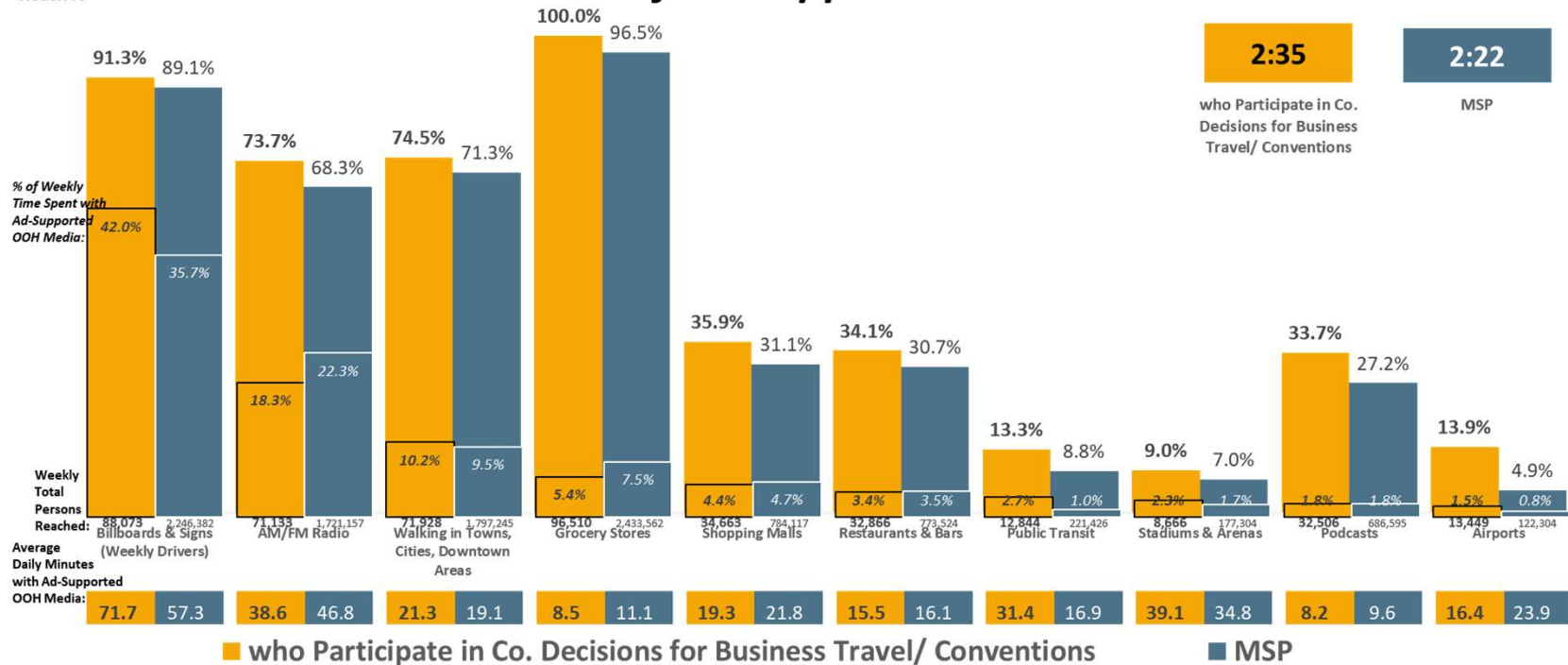


88,073 or 91.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 71.7 minutes per day driving, seeing Billboards and Signs representing 42.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:35

who Participate in Co. Decisions for Business Travel/ Conventions

2:22

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 49 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



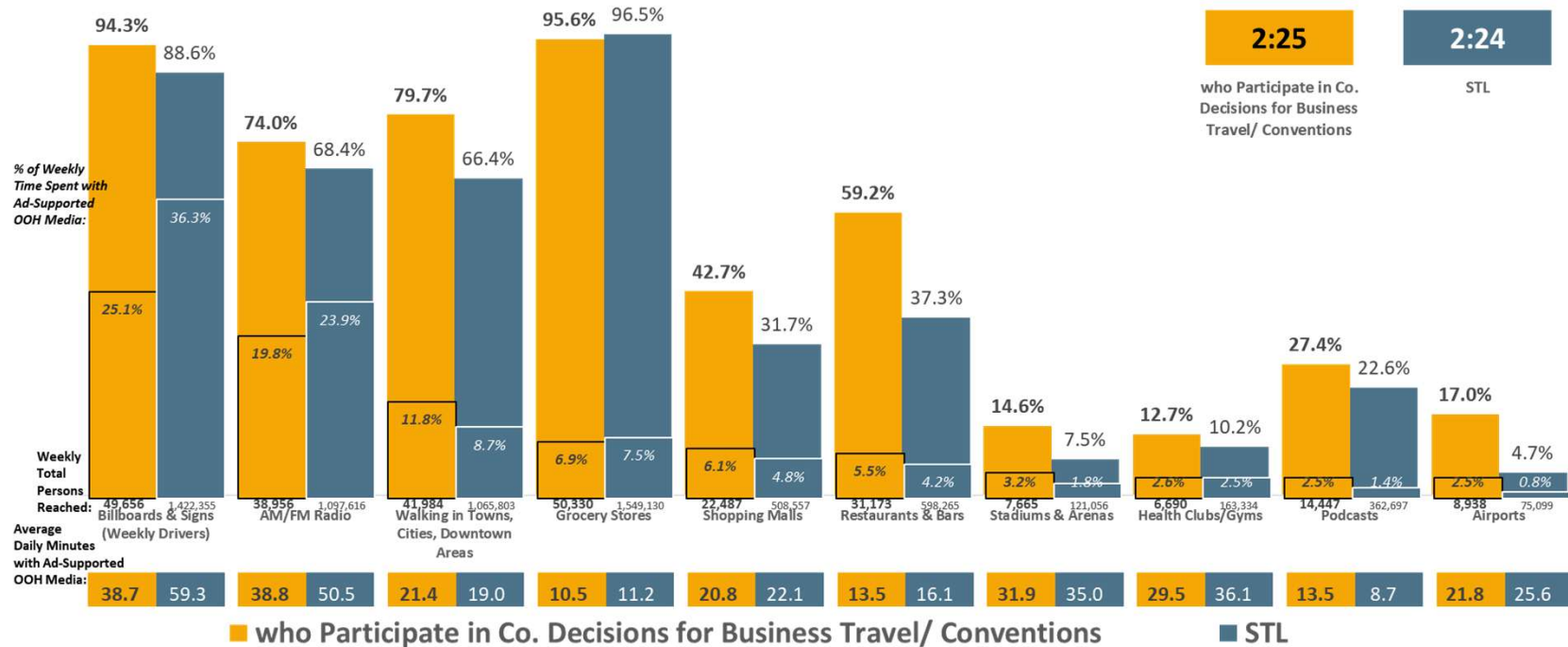


49,656 or 94.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 38.7 minutes per day driving, seeing Billboards and Signs representing 25.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

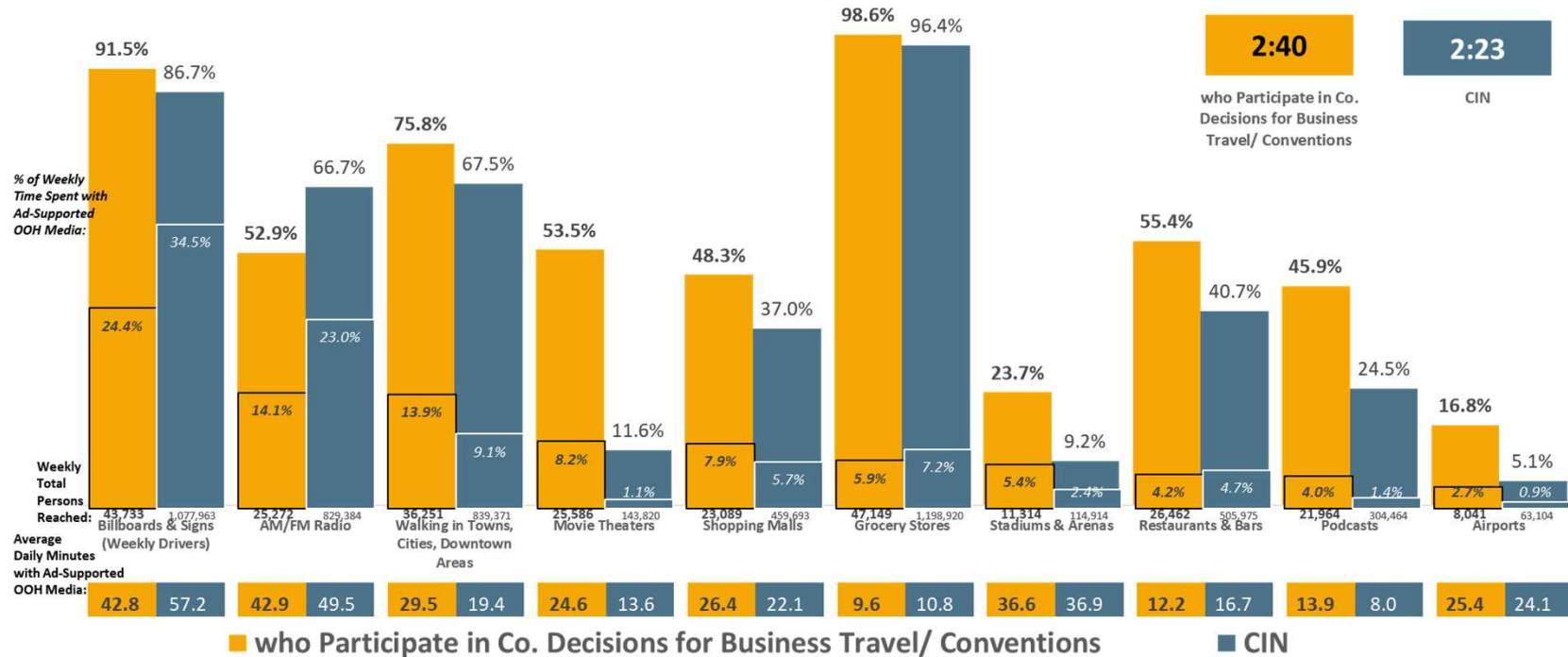


43,733 or 91.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 24.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

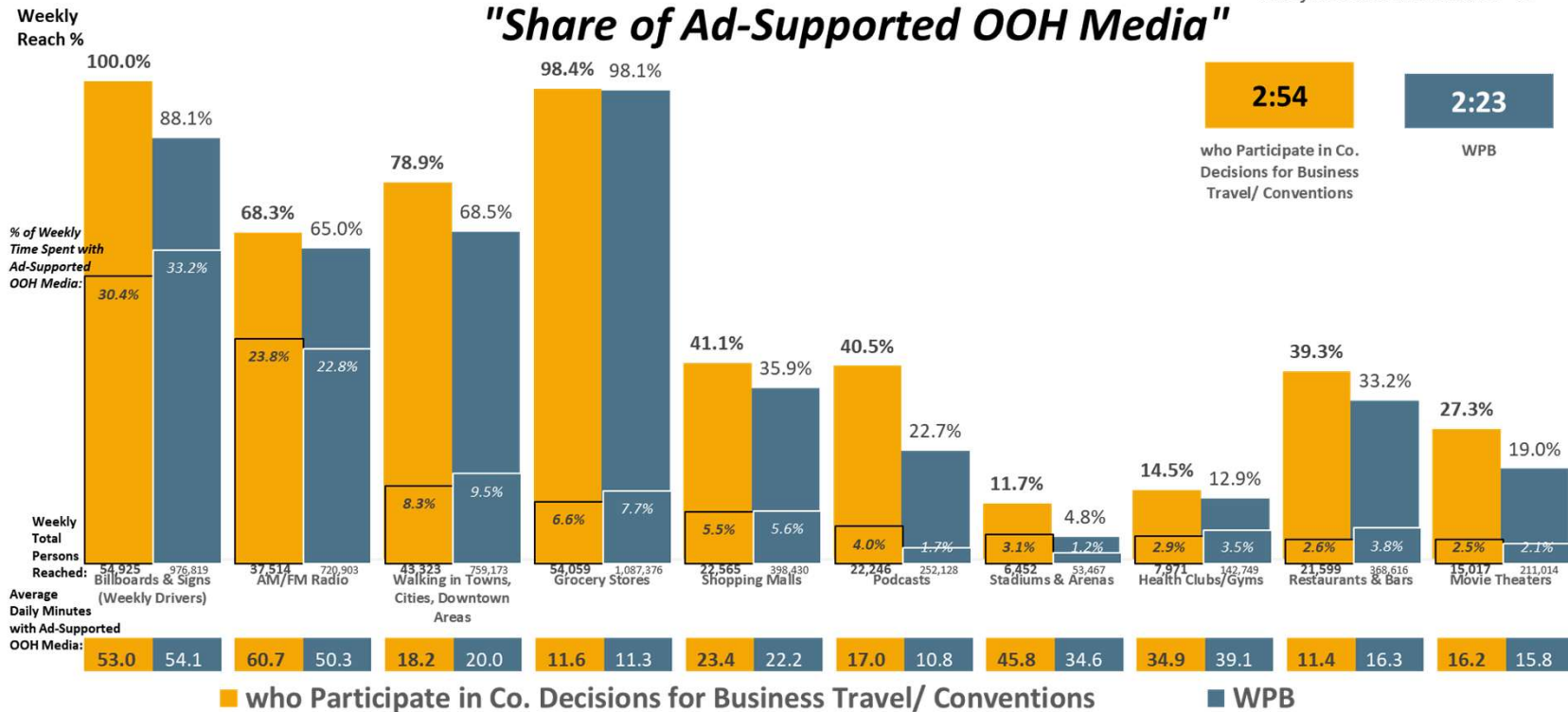
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



54,925 or 100.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 30.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



2:54

who Participate in Co. Decisions for Business Travel/ Conventions

2:23

WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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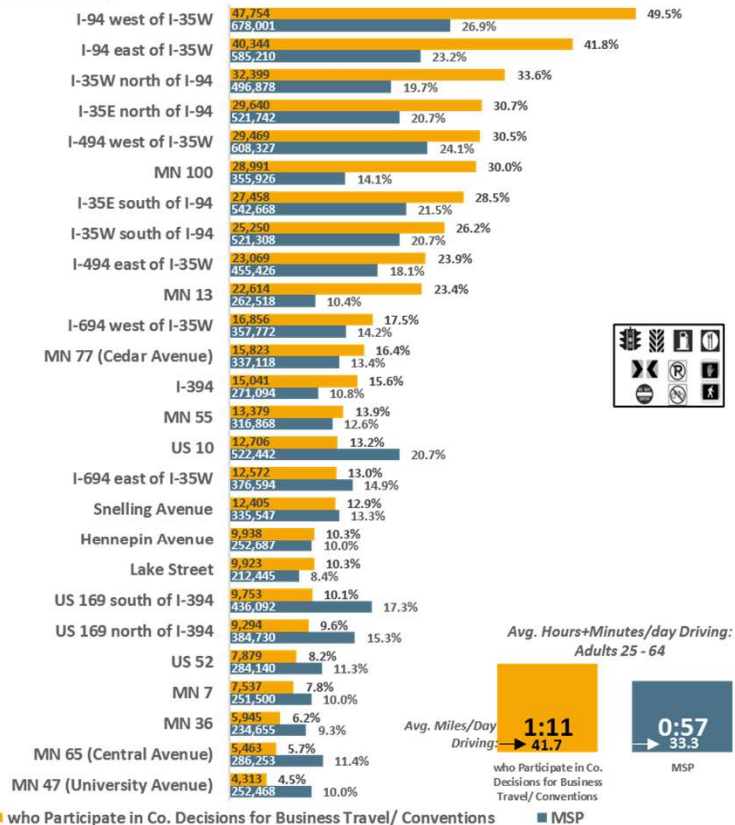
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



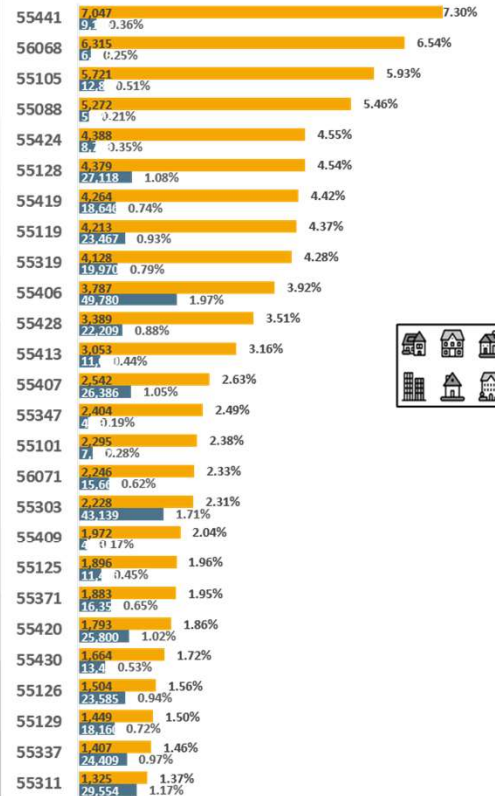


88,073 or 91.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 71.7 minutes per day driving an average of 41.7 miles each day and are 125.% more likely to use MN 13 than the Metro average.

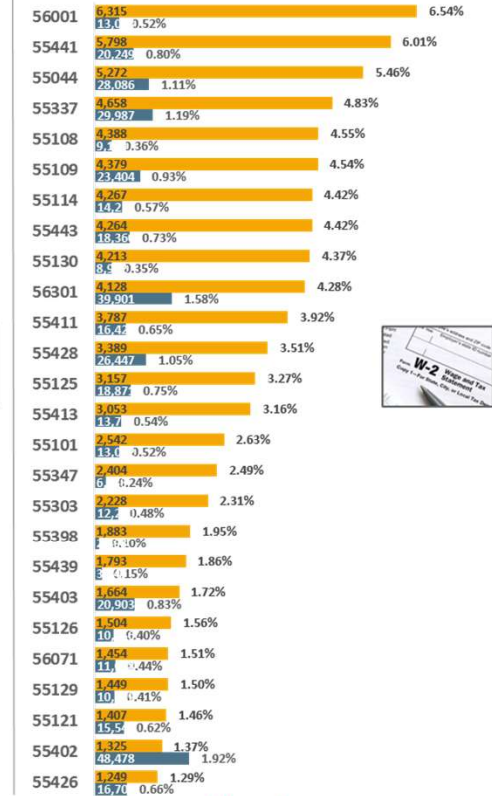
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



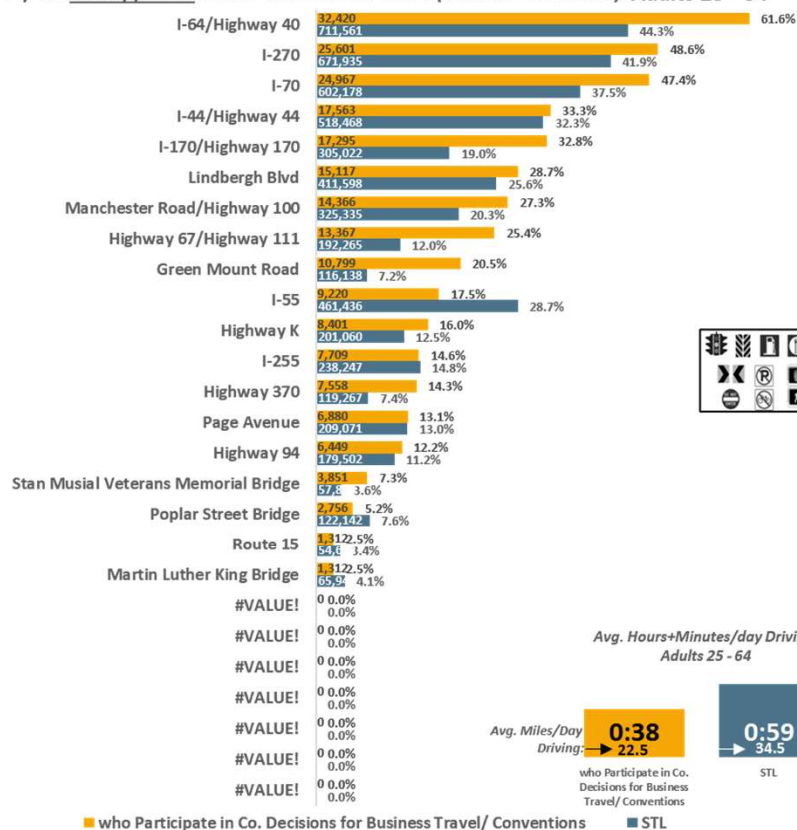
Top-26 Employment Zip Codes: Adults 25 - 64



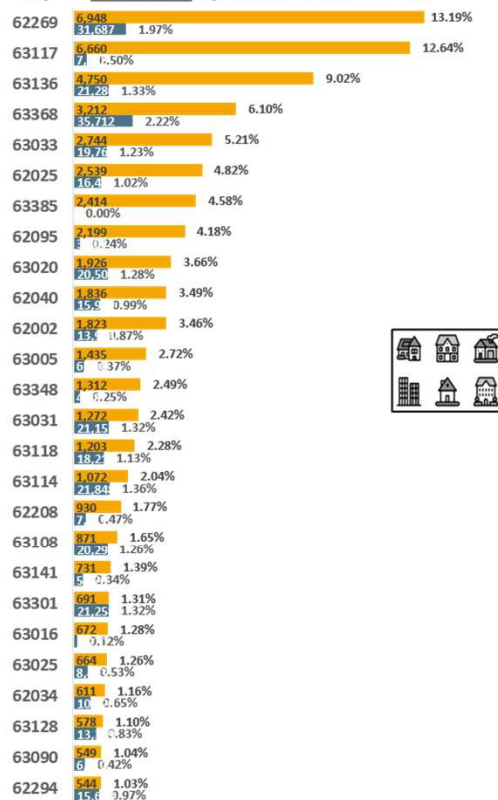


49,656 or 94.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 38.7 minutes per day driving an average of 22.5 miles each day and are 183.4% more likely to use Green Mount Road than the Metro averag

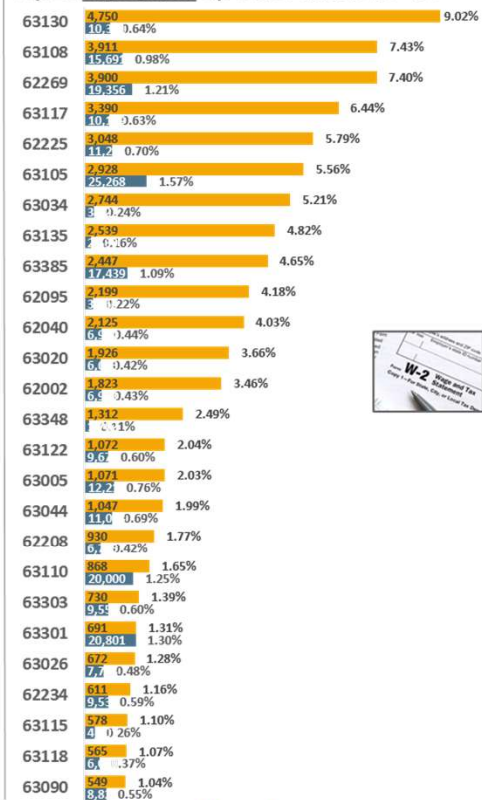
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

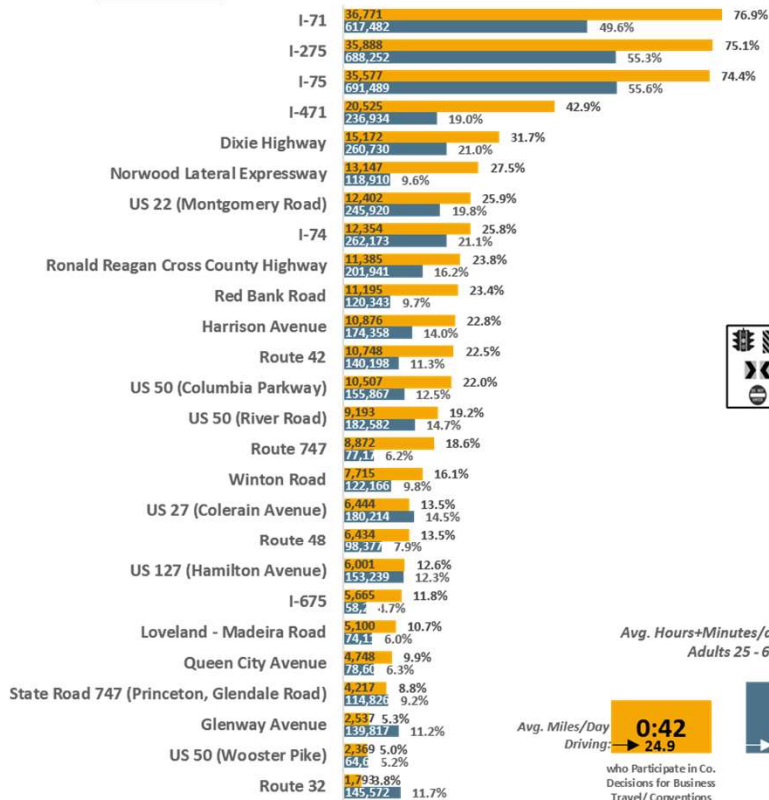


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43,733 or 91.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 199.2% more likely to use Route 747 than the Metro average.

### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day Driving:  
Adults 25 - 64

Avg. Miles/Day  
Driving:

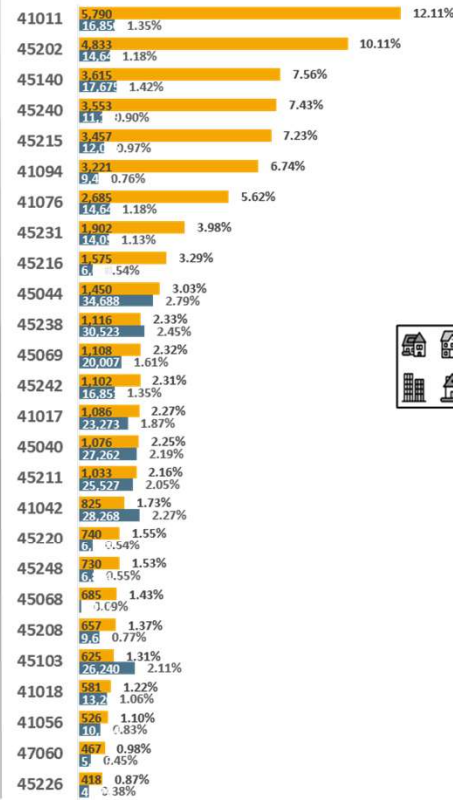
0:42  
24.9

0:57  
33.3

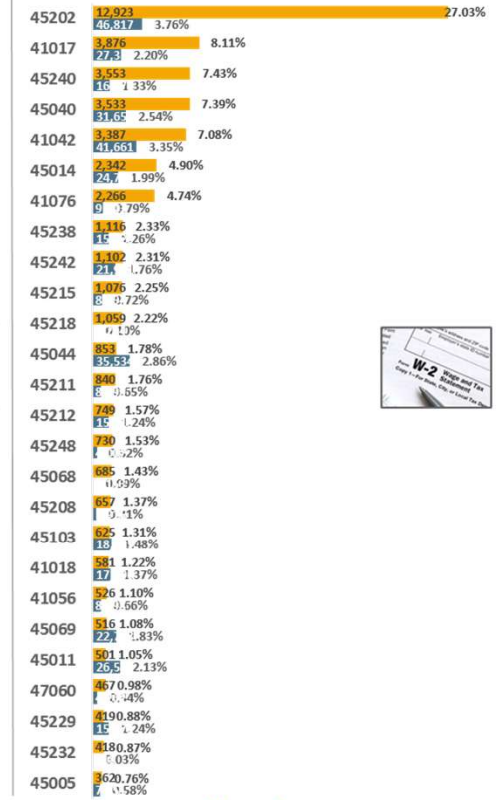
who Participate in Co. Decisions for Business Travel/ Conventions

CIN

### Top-26 Residential Zip Codes: Adults 25 - 64



### Top-26 Employment Zip Codes: Adults 25 - 64



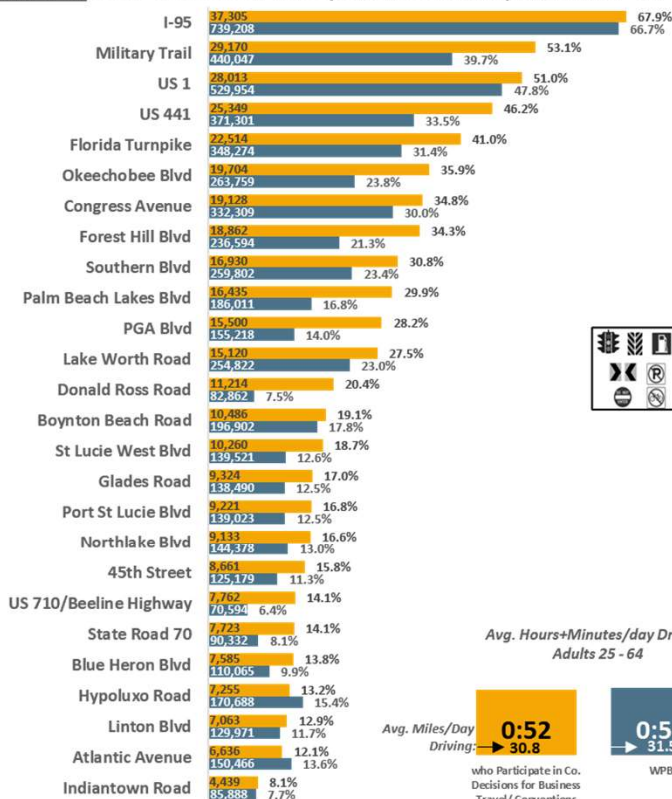
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54,925 or 100.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 53. minutes per day driving an average of 30.8 miles each day and are 173.3% more likely to use Donald Ross Road than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day Driving:  
Adults 25 - 64

Avg. Miles/Day  
Driving:

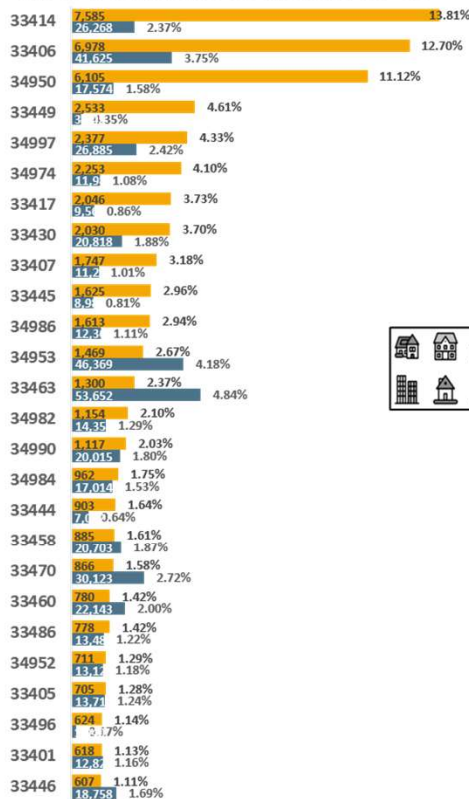
0:52  
30.8

0:54  
31.5

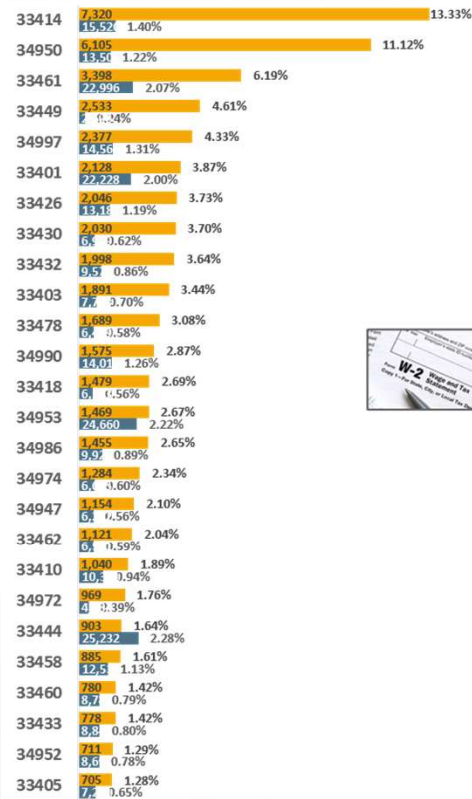
who Participate in Co.  
Decisions for Business  
Travel/ Conventions

WPB

Top-26 Residential Zip Codes: Adults 25 - 64



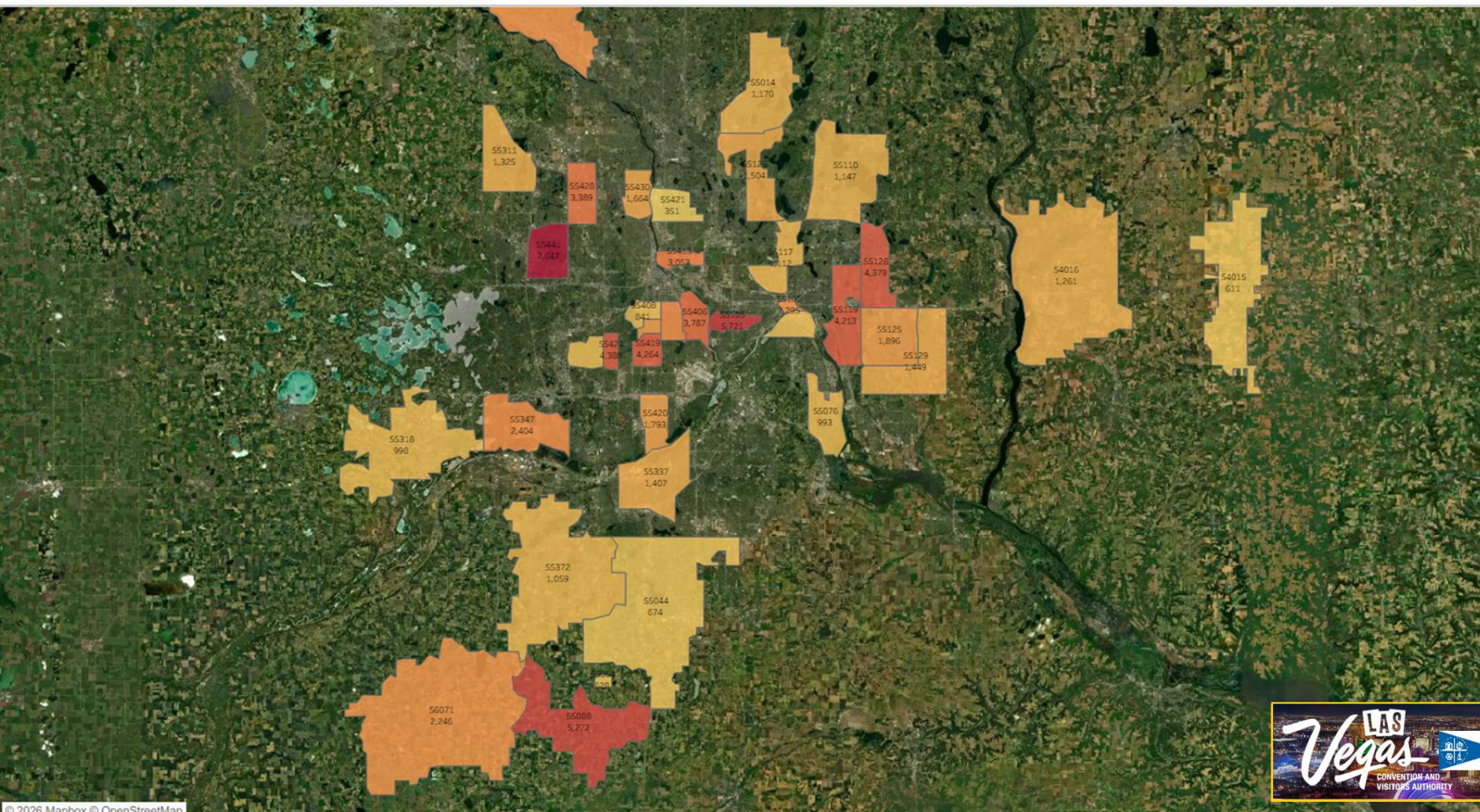
Top-26 Employment Zip Codes: Adults 25 - 64



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Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



SUM(Adults 25 - 64 wh...



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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 49

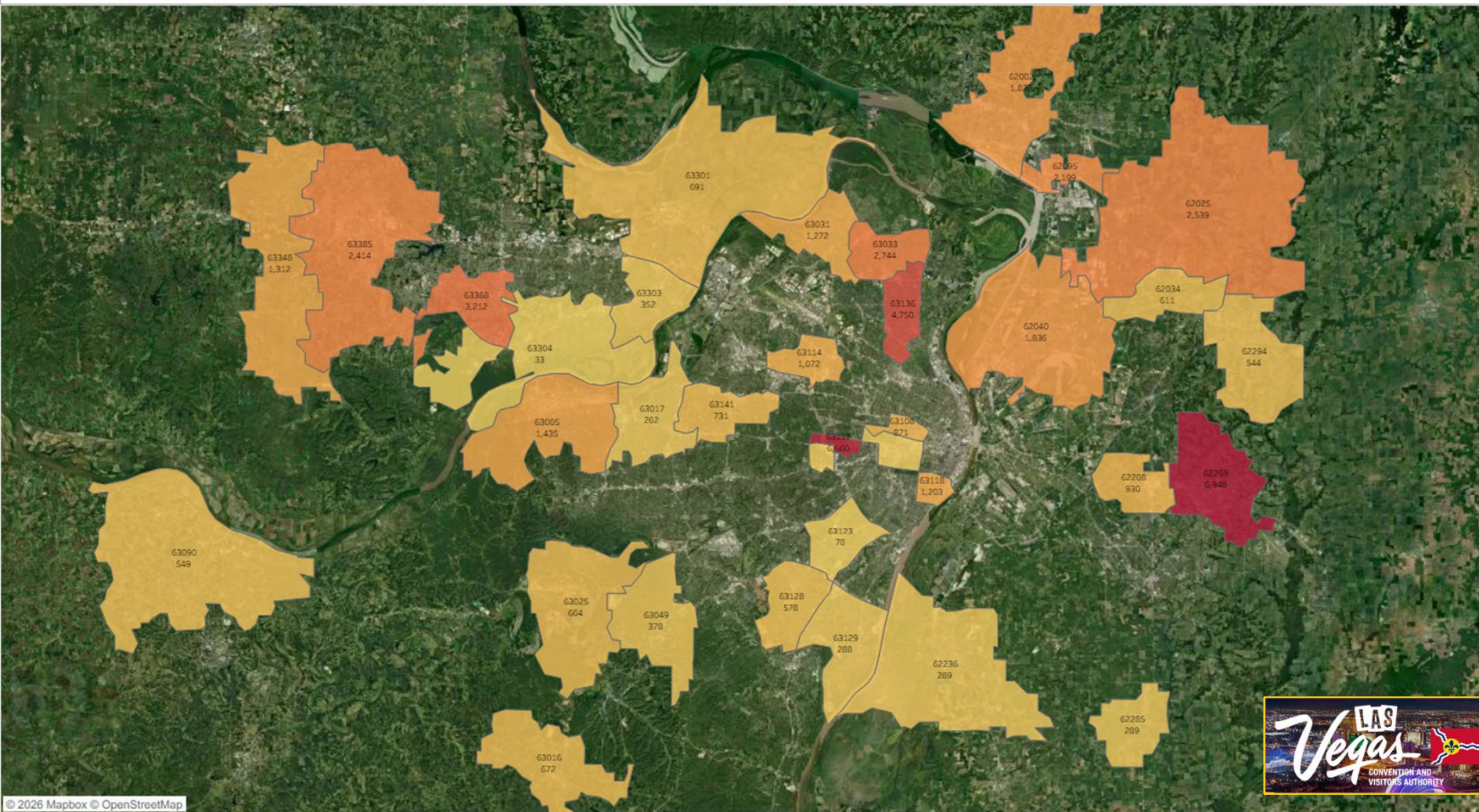
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



SUM(Adults 25 - 64 wh...



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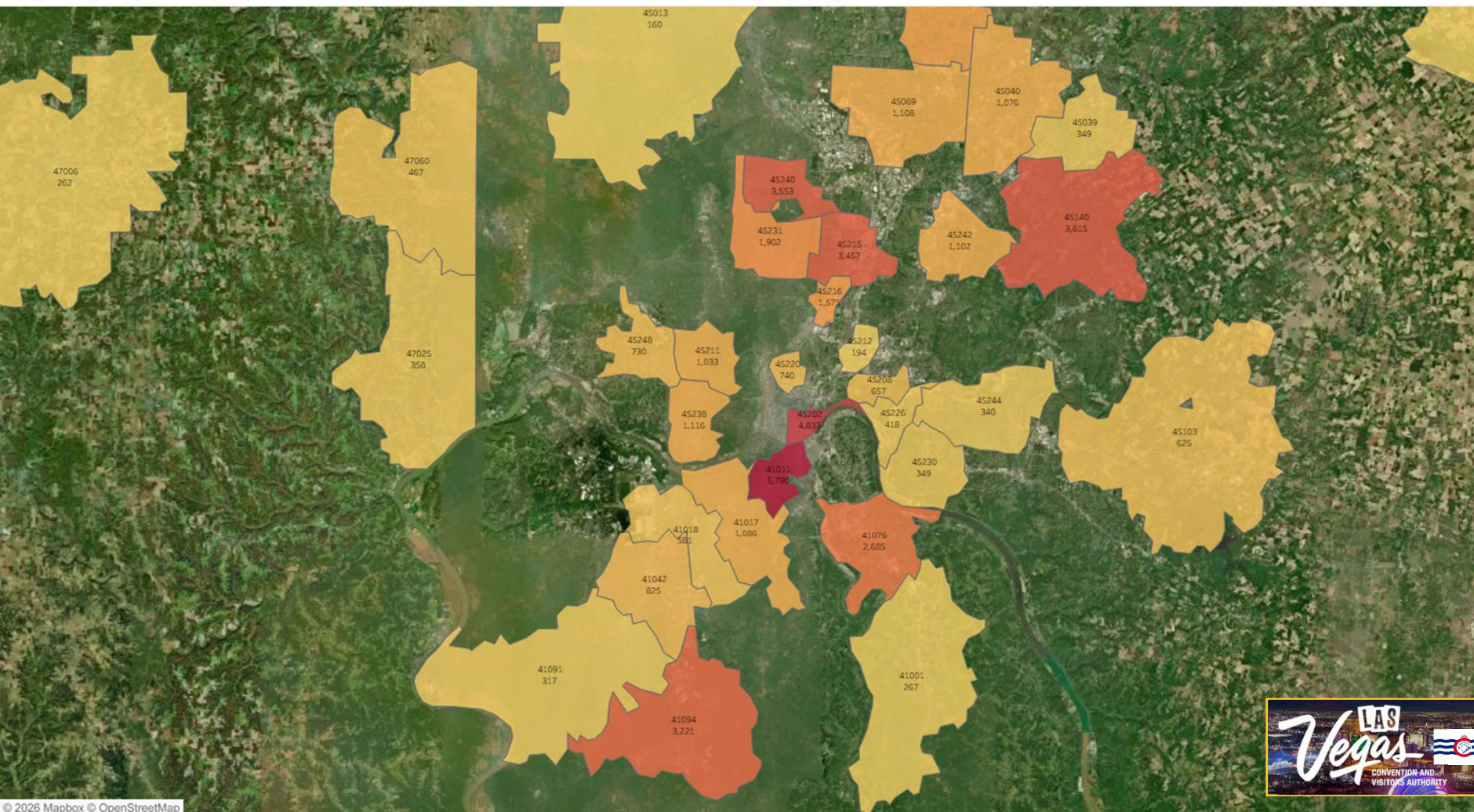
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



SUM(Adults 25 - 64 wh...



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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58

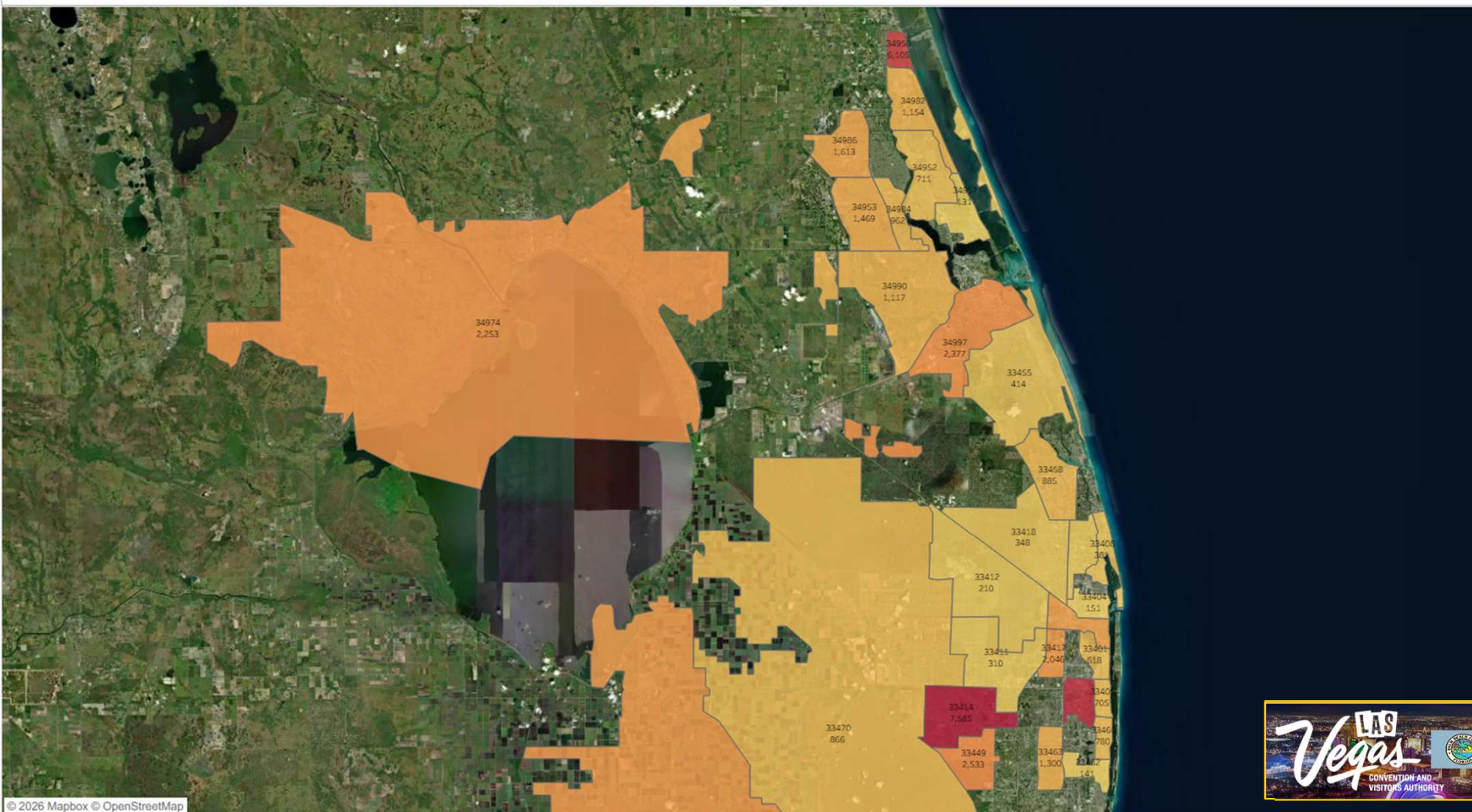
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



SUM(Adults 25 - 64 wh...  
131 7,585

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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 87

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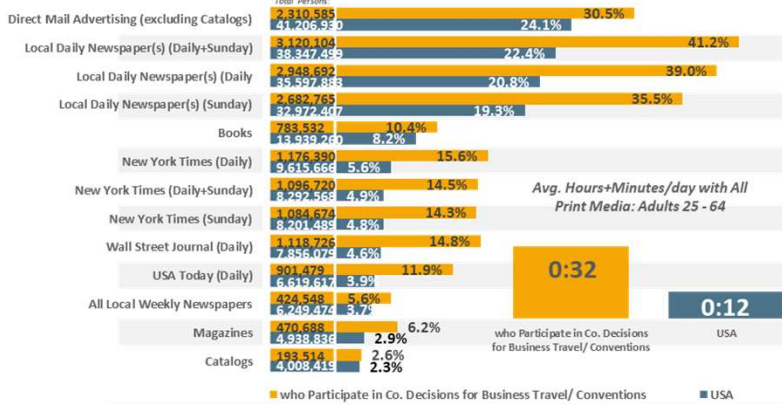
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



3,120,104 or 41.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 28.3% of all time spent daily with All forms of Print

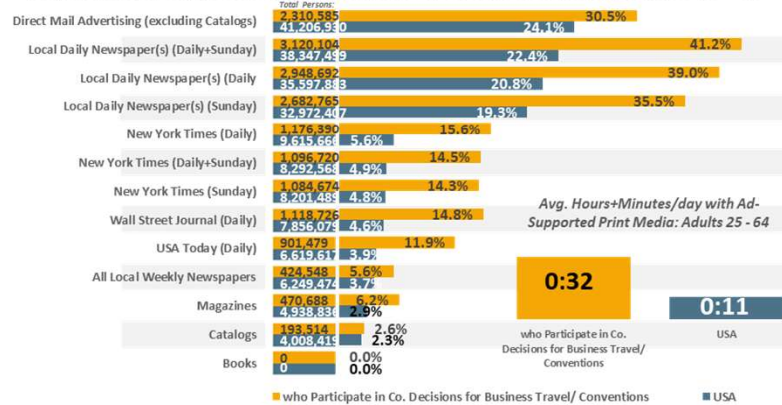
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



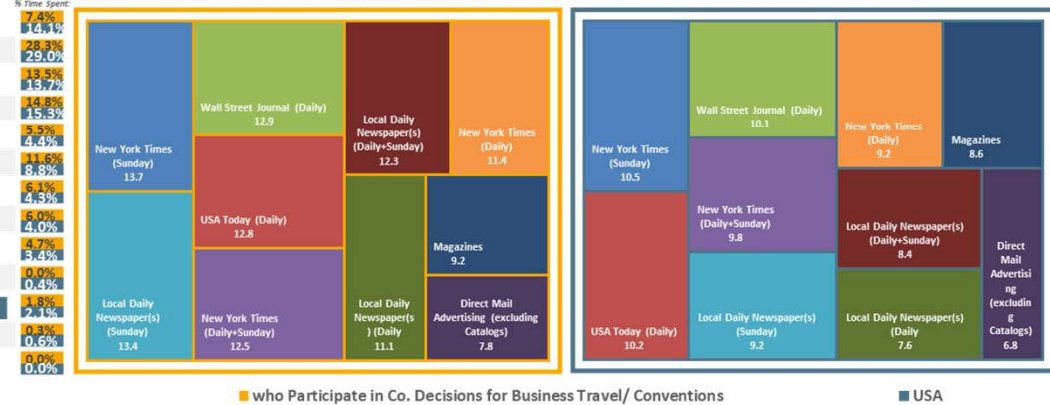
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 858  
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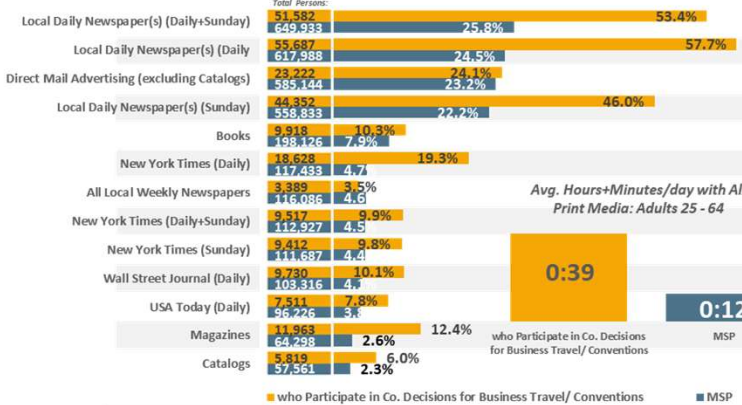
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



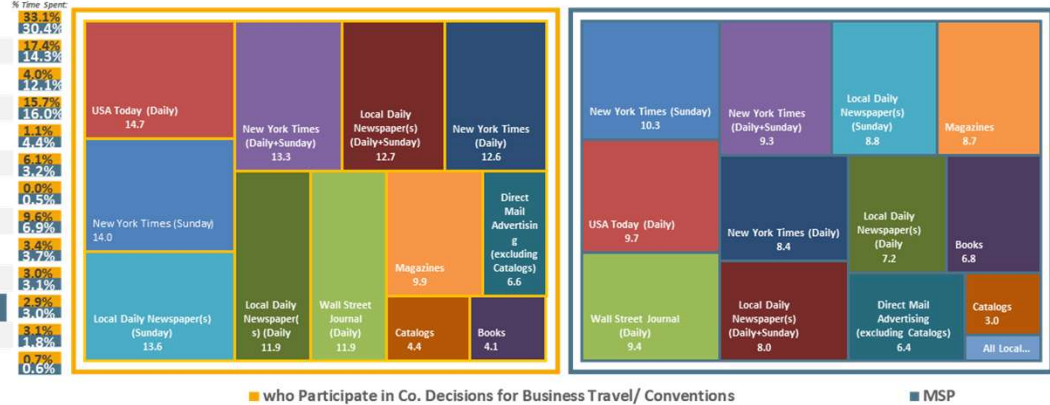


51,582 or 53.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 33.4% of all time spent daily with All forms of Print M

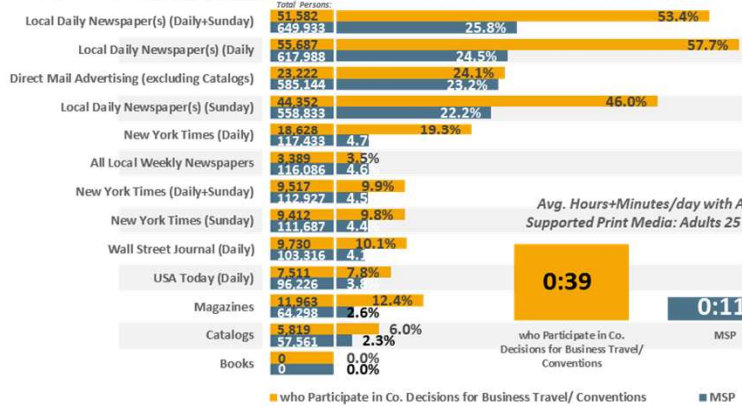
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



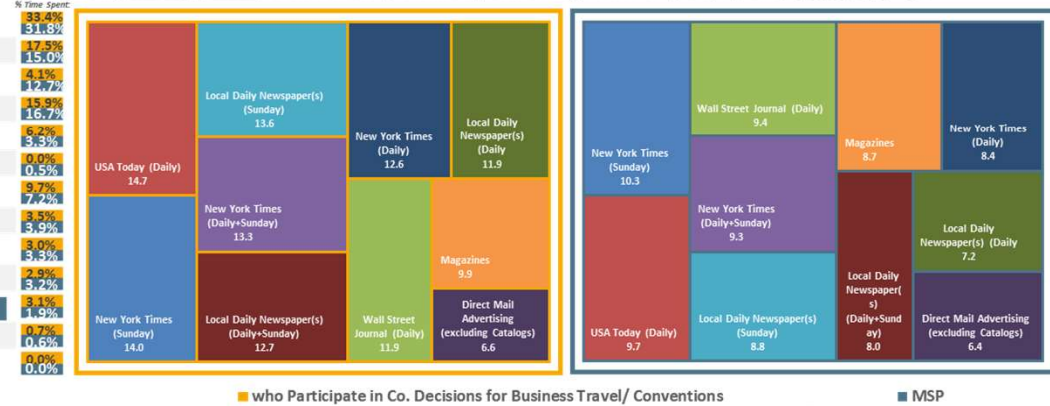
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



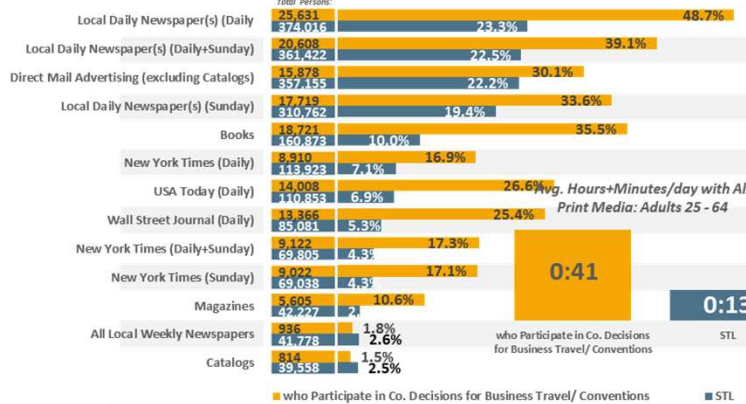
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



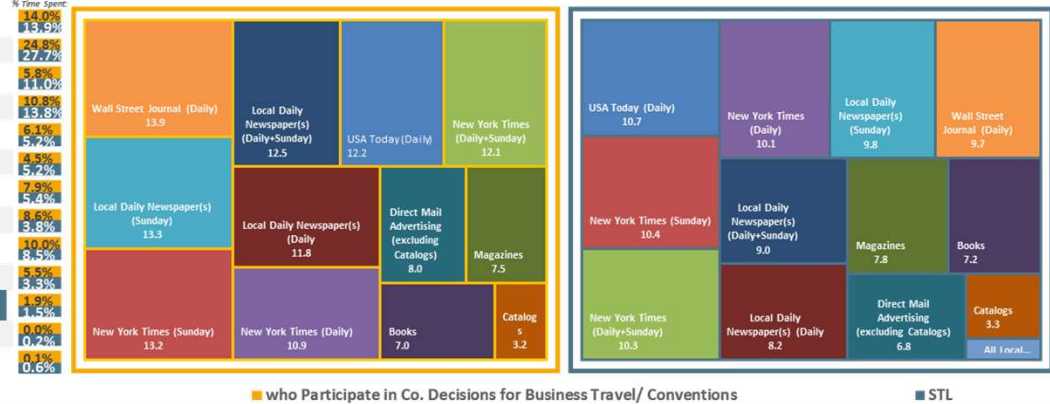


20,608 or 39.1% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.5 minutes every day representing 26.4% of all time spent daily with All forms of Print M

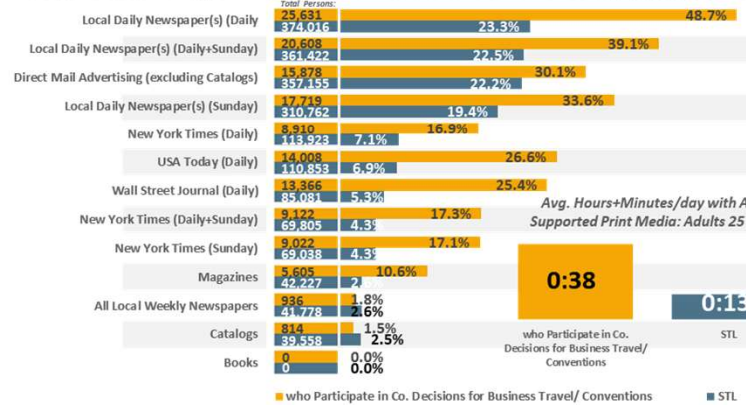
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



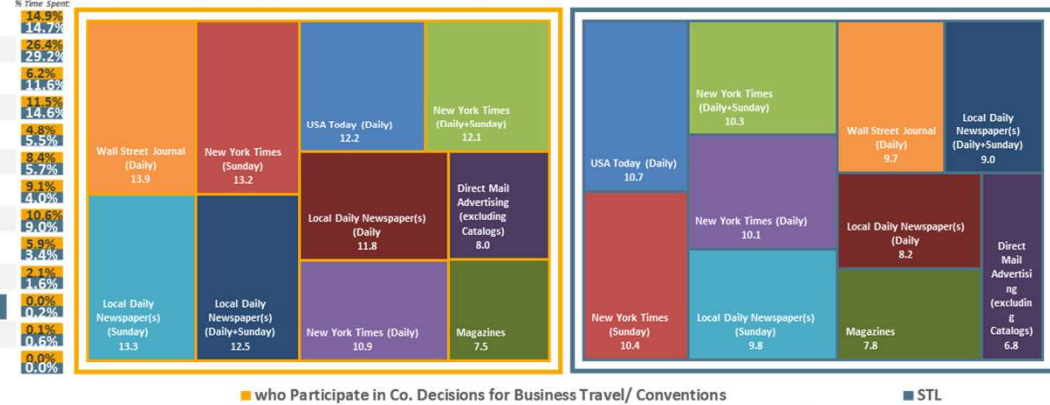
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



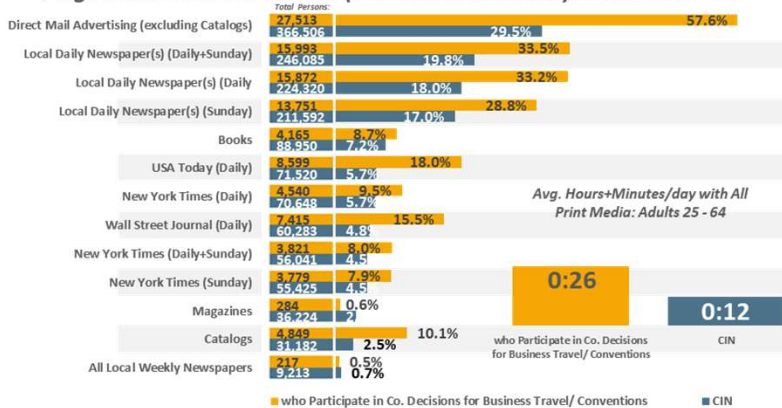
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





15,993 or 33.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 26.6% of all time spent daily with All forms of Print M

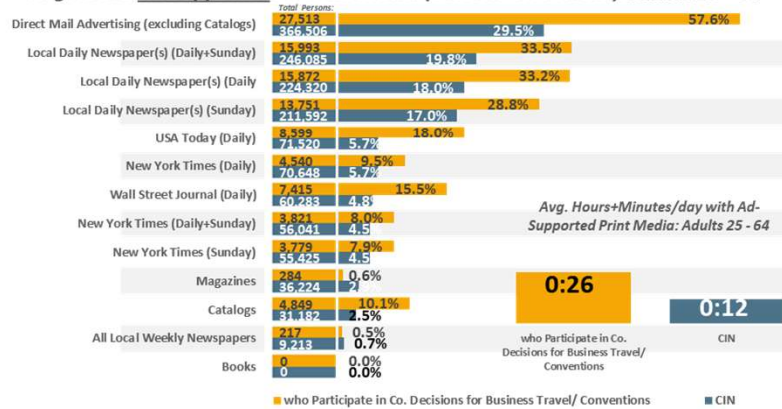
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

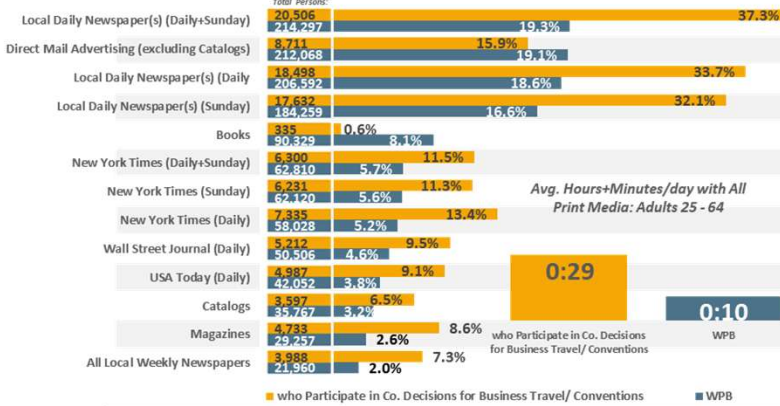




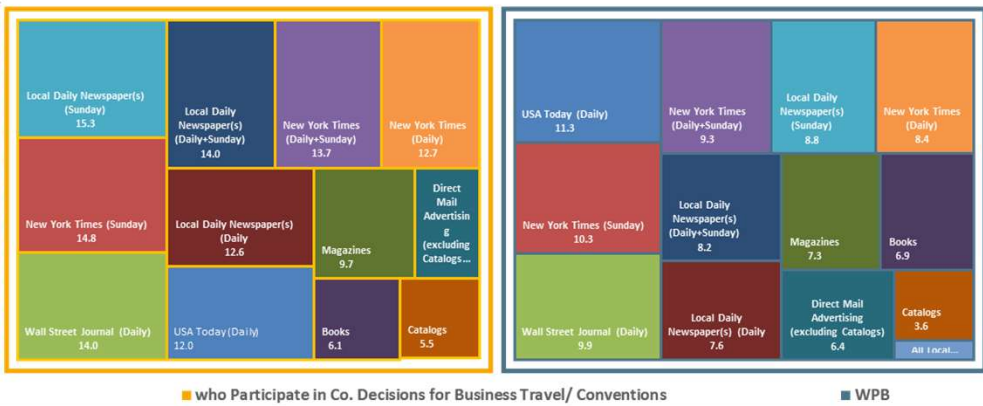


20,506 or 37.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14. minutes every day representing 30.9% of all time spent daily with All forms of Print Me

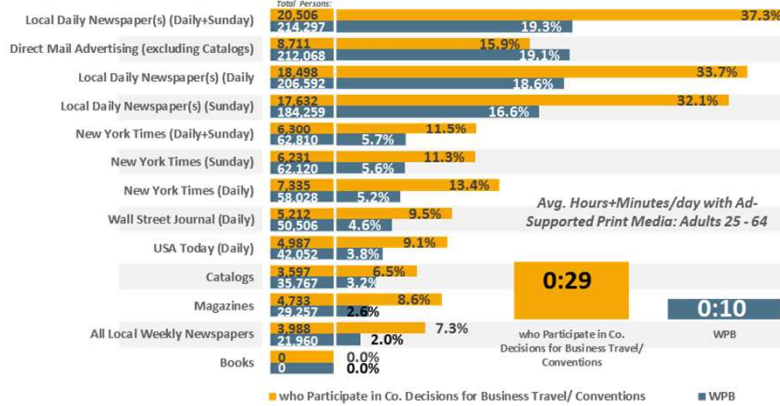
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



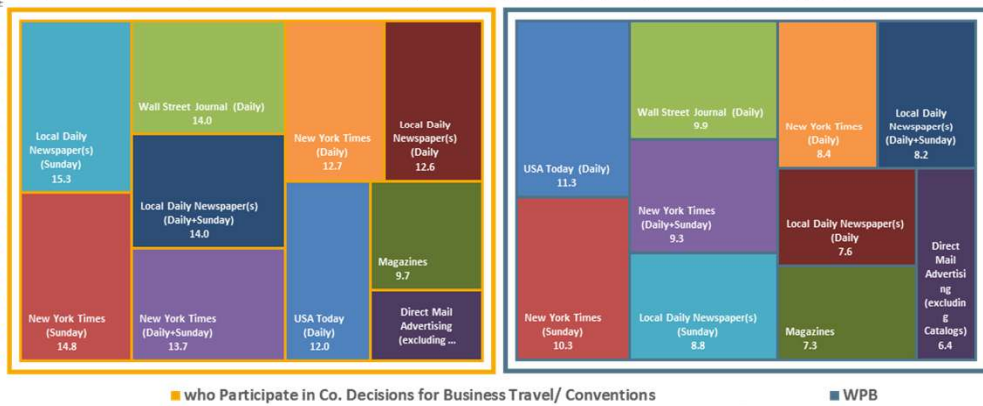
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



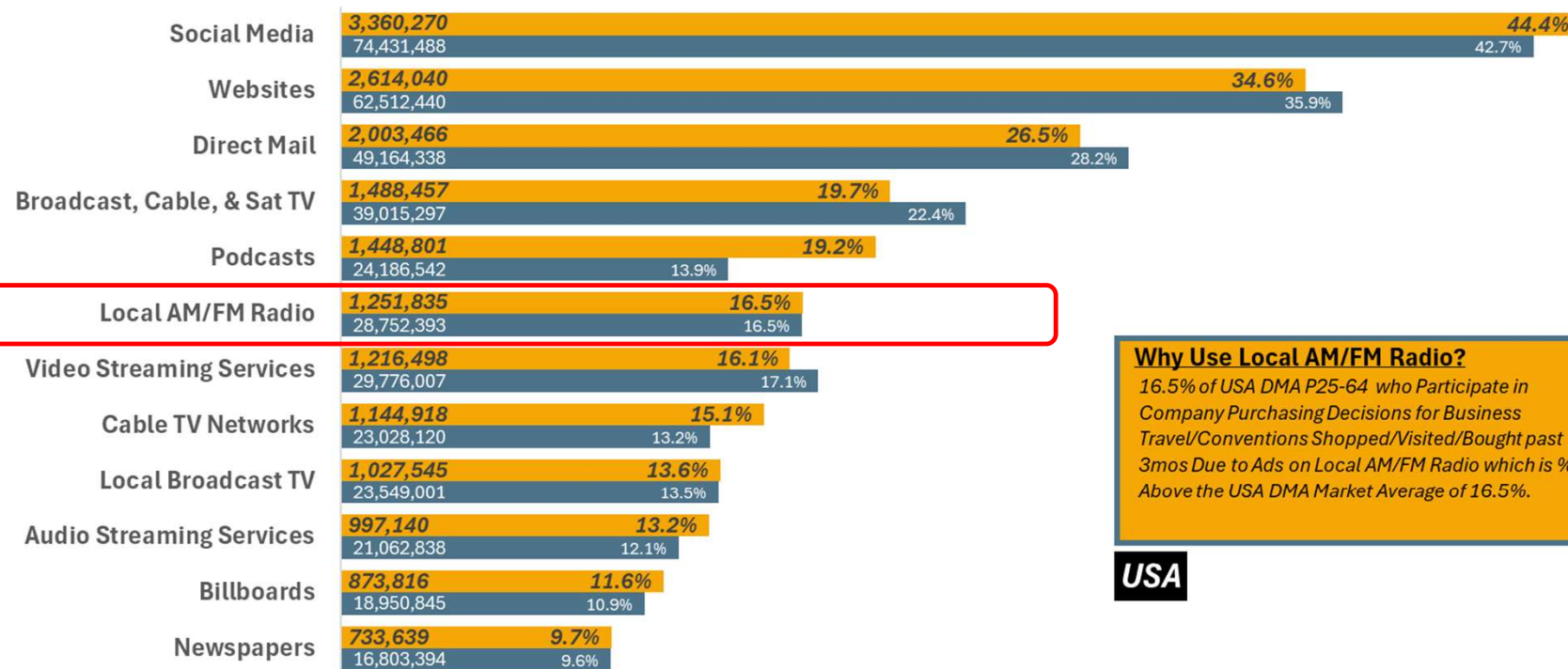
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





## "Advertising Actions"

### P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

16.5% of USA DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 16.5%.

USA

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Oct24-Mar26 Qual Intab: 772

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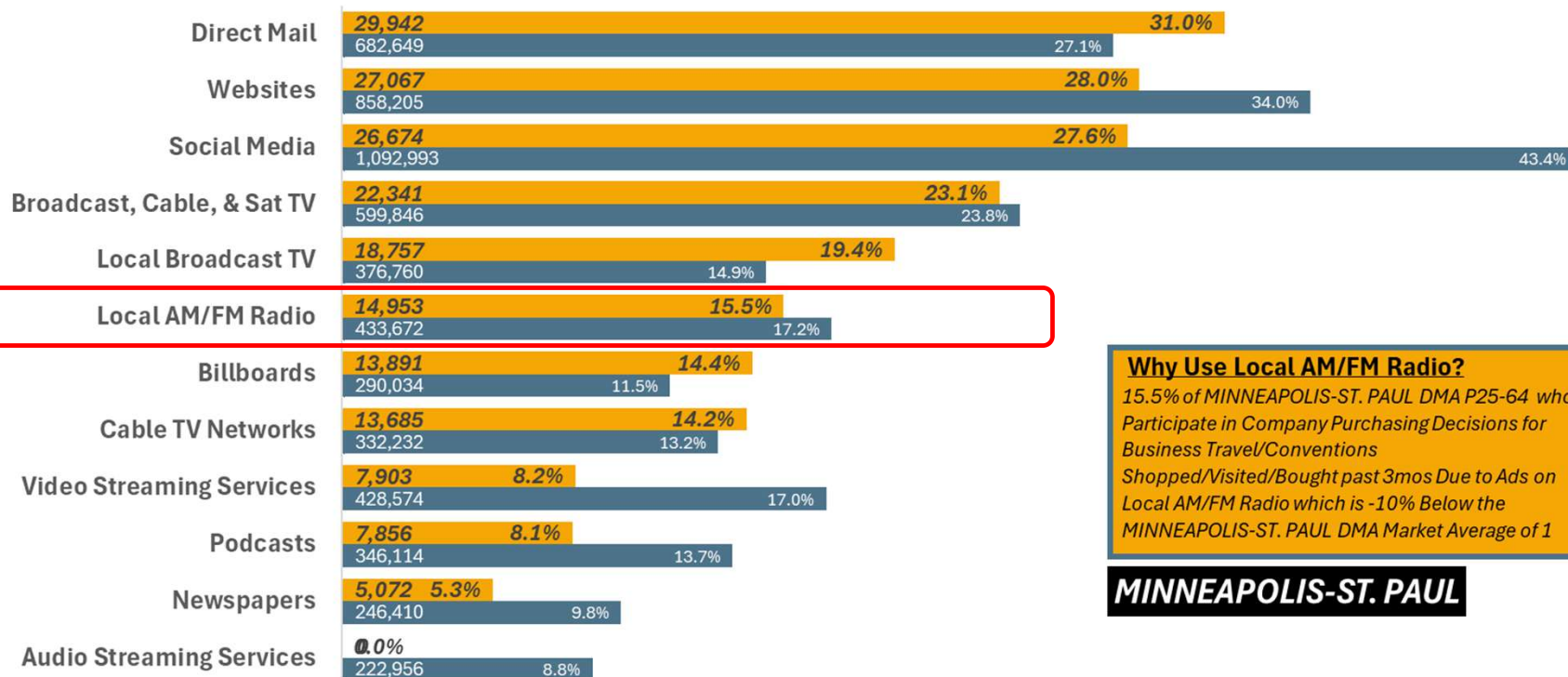
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



## "Advertising Actions"

### P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

15.5% of MINNEAPOLIS-ST. PAUL DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 1

**MINNEAPOLIS-ST. PAUL**

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 45

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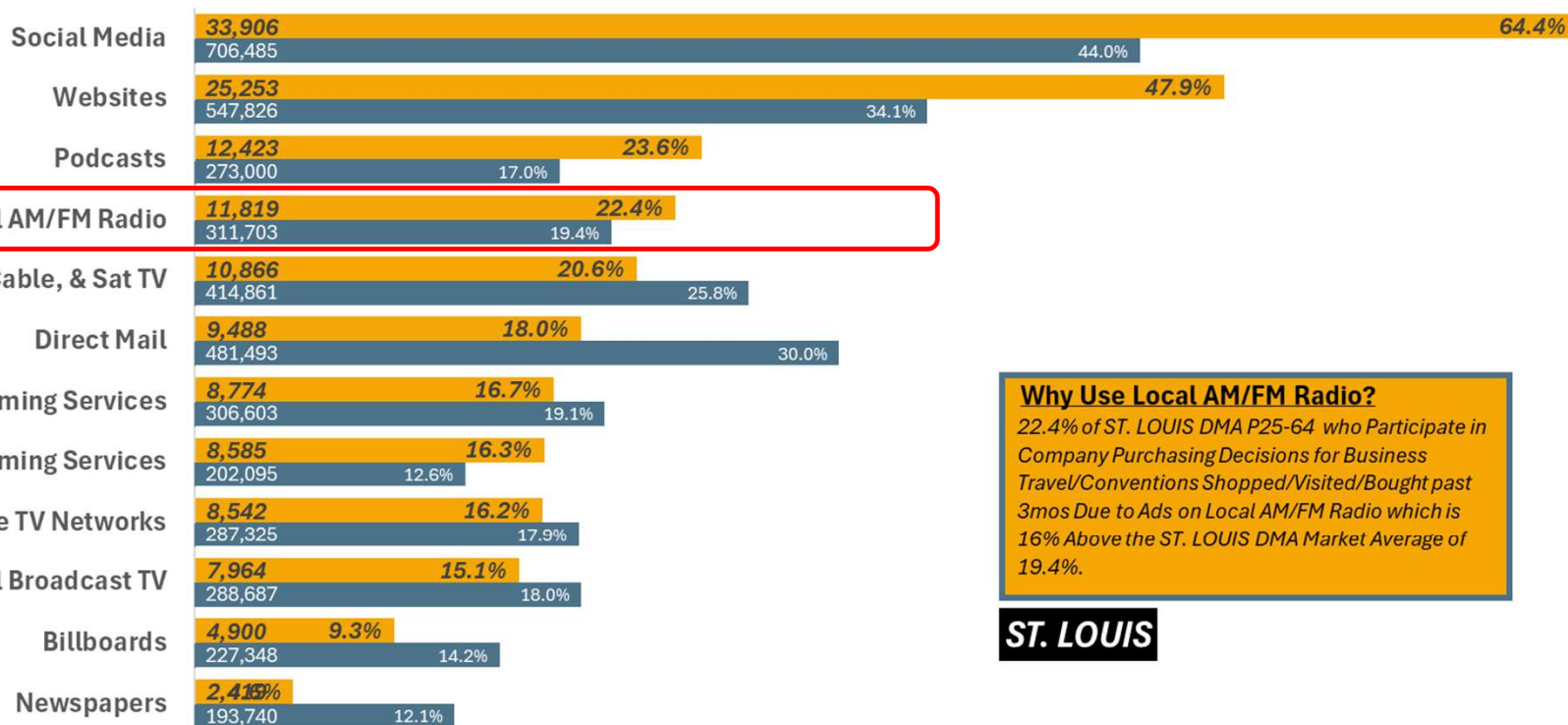
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements





## "Advertising Actions"

### P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

22.4% of ST. LOUIS DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the ST. LOUIS DMA Market Average of 19.4%.

**ST. LOUIS**

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb 25-Feb 26 Qual Intab: 48

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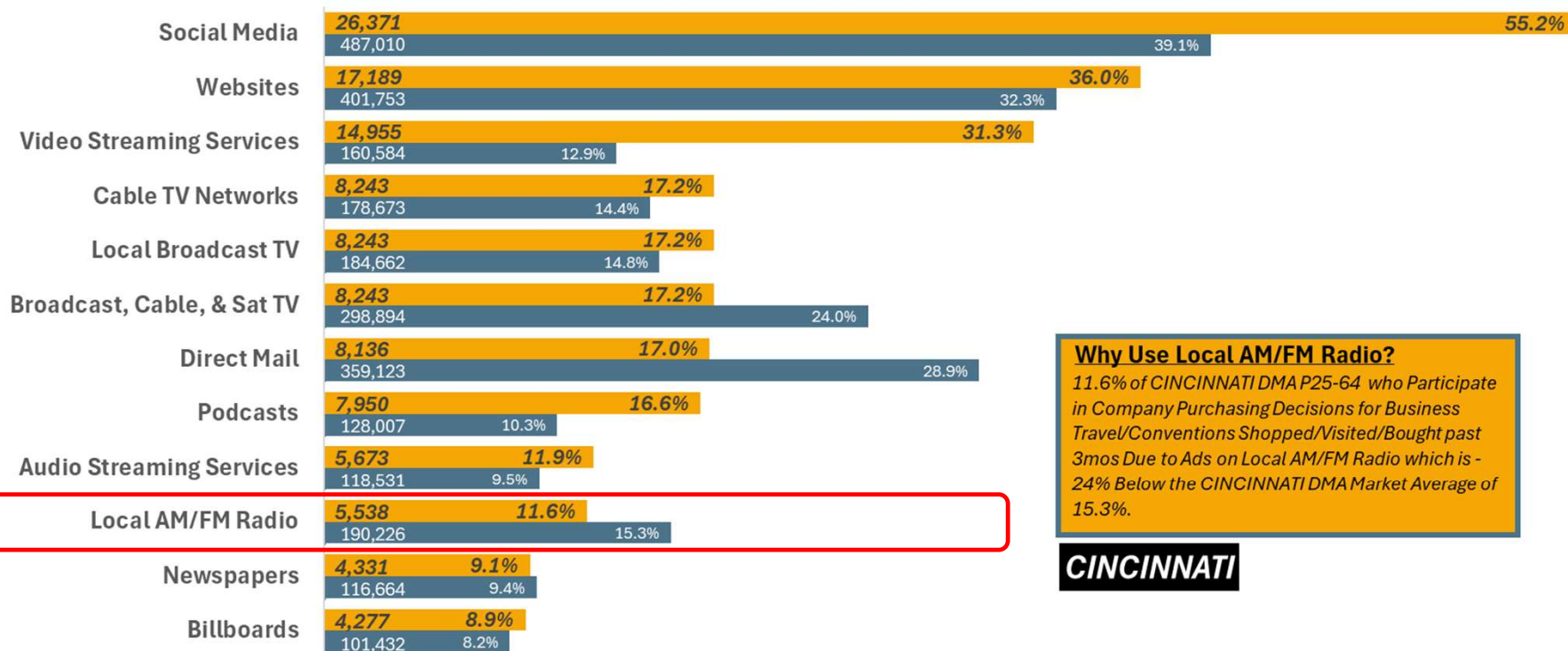
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



## "Advertising Actions"

### P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

11.6% of CINCINNATI DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 24% Below the CINCINNATI DMA Market Average of 15.3%.

**CINCINNATI**

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 53

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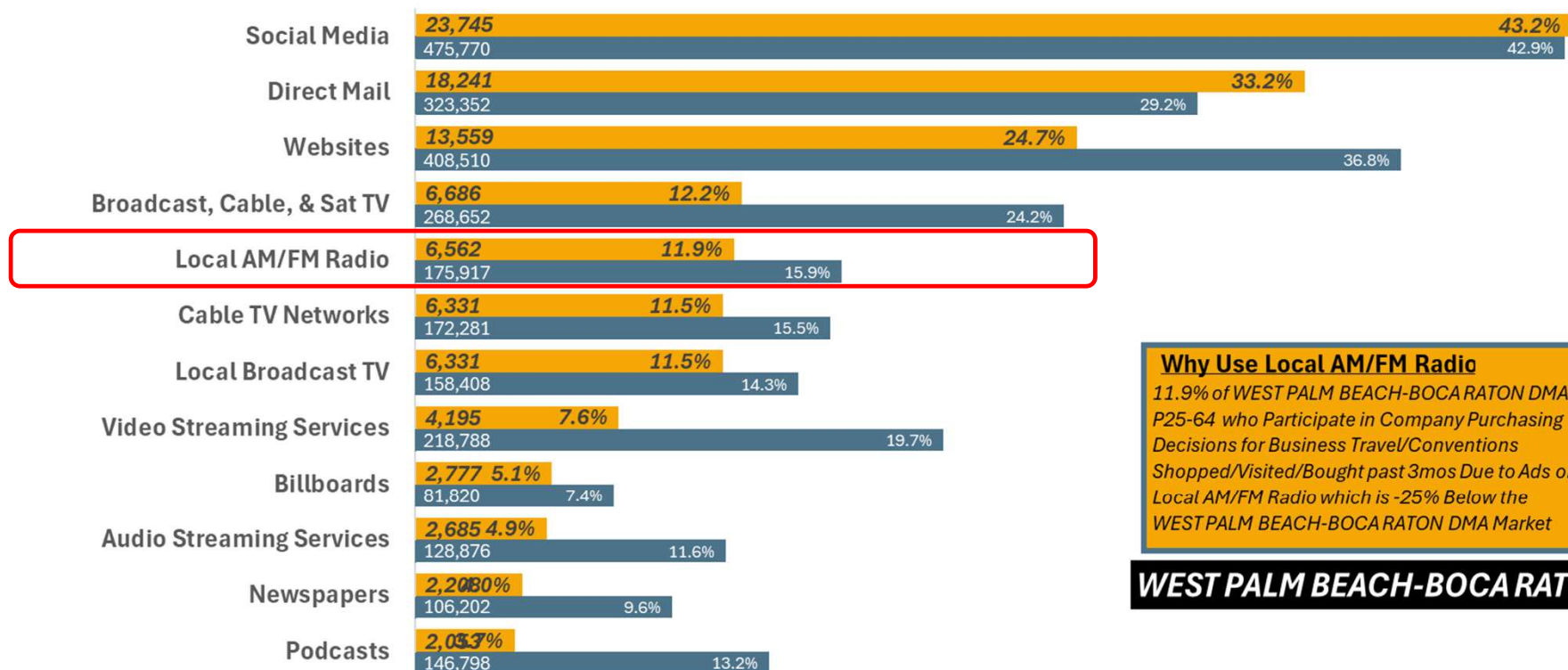
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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



## "Advertising Actions"

**P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

11.9% of WEST PALM BEACH-BOCA RATON DMA  
P25-64 who Participate in Company Purchasing  
Decisions for Business Travel/Conventions  
Shopped/Visited/Bought past 3mos Due to Ads on  
Local AM/FM Radio which is -25% Below the  
WEST PALM BEACH-BOCA RATON DMA Market

**WEST PALM BEACH-BOCA RATON**

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 67

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Company purchasing decisions participated in past 12 months: Business travel/convention arrangements