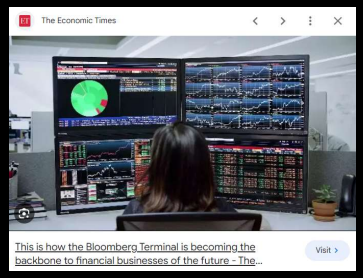
USA –P21+ 5 Different NHL TEAM DMA "WSALFs" (Watch/Stream/Attend/Listen/Follow) who PLAN TO BET on NHL HOCKEY during the 2024-25 Season!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ PRO TEAM NHL "WSALFs" in the CHICAGO, MINNEAPOLIS-ST. PAUL, ST. LOUIS, SEATTLE-TACOMA, and WASHINGTON, DC DMAs who Plan to BET ON NHL HOCKEY in the next 12 months as of April 2024!





P21+

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

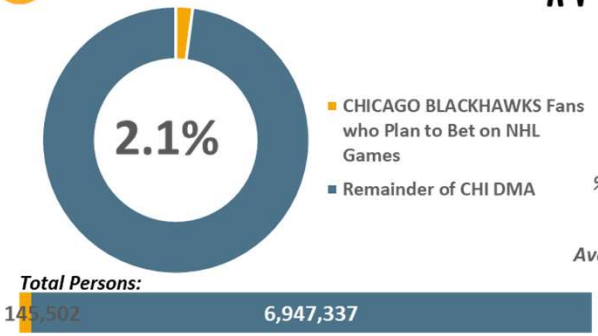
[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]
[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

HUBBARD BROADCASTING INC. HB

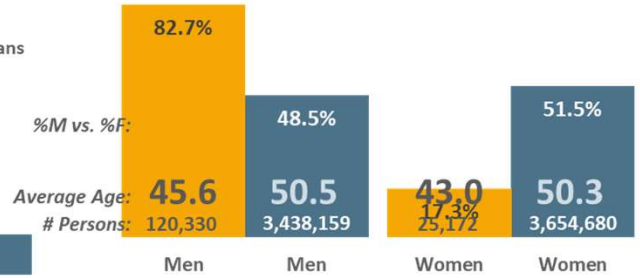
CHI ESPN BET

2.1% or 145,502 of CHI DMA Adults 21 or older are CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games.
Typical Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games are 45.2 years old (10.3% younger than average) and have a $111,752 (8.5% higher than average) annual household income.

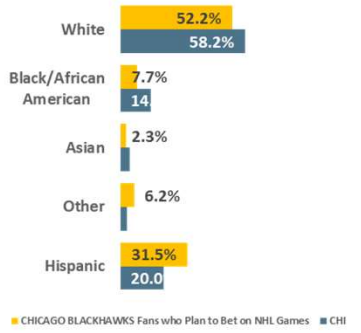
Percent of Market: Adults 21 or older



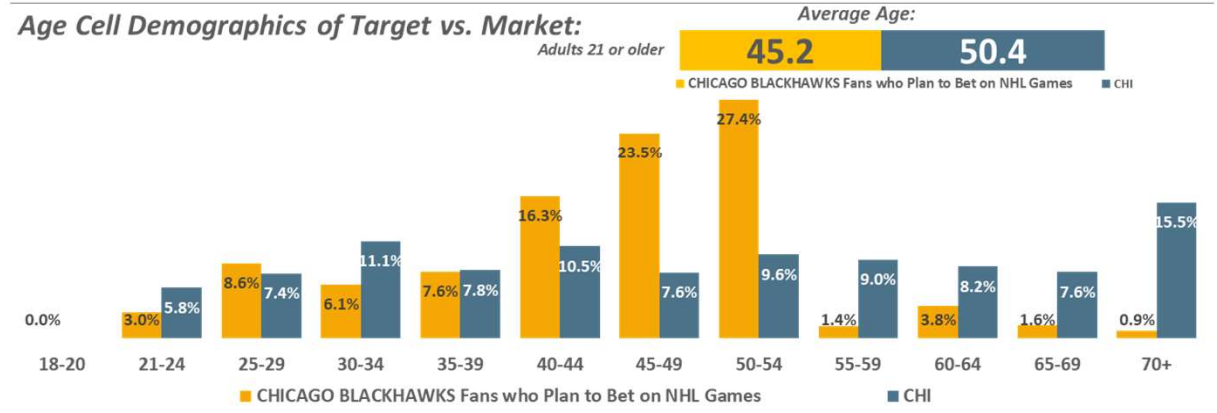
Gender of Target vs. Market: Adults 21 or older



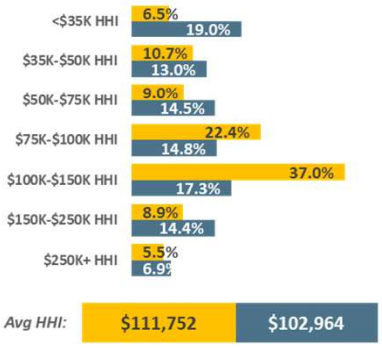
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

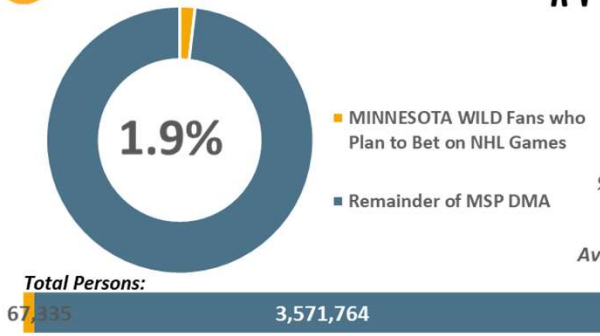
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

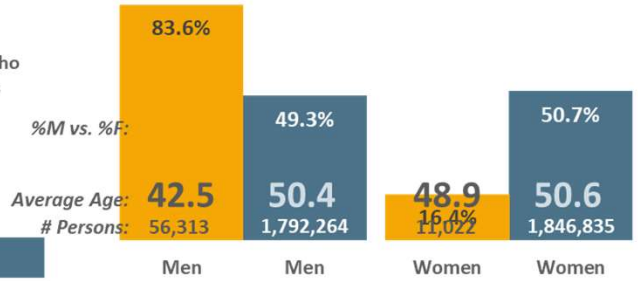
MSP

1.9% or 67,335 of MSP DMA Adults 21 or older are MINNESOTA WILD Fans who Plan to Bet on NHL Games. Typical Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games are 43.4 years old (14.% younger than average) and have a $146,221 (37.6% higher than average) annual household income.

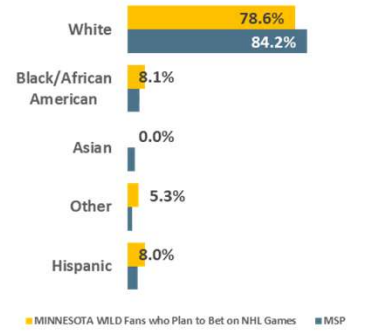
Percent of Market: Adults 21 or older



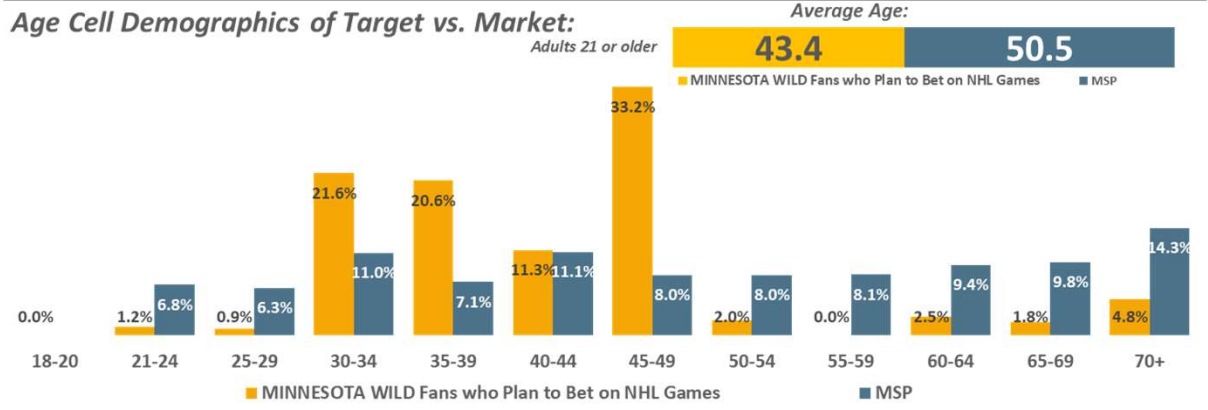
Gender of Target vs. Market: Adults 21 or older



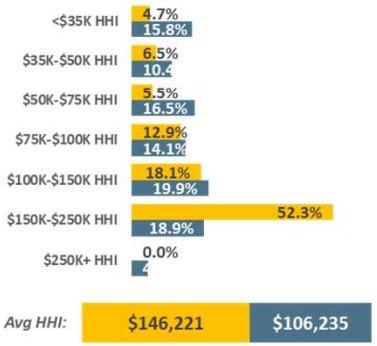
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



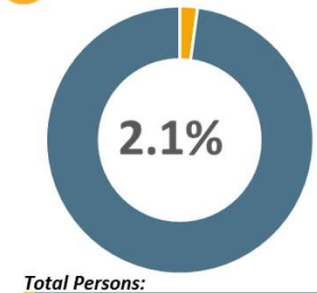
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

2.1% or 51,208 of STL DMA Adults 21 or older are ST. LOUIS BLUES Fans who Plan to Bet on NHL Games. Typical Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games are 40.3 years old (20.9% younger than average) and have a $116,830 (24.7% higher than average) annual household income.

Percent of Market: Adults 21 or older



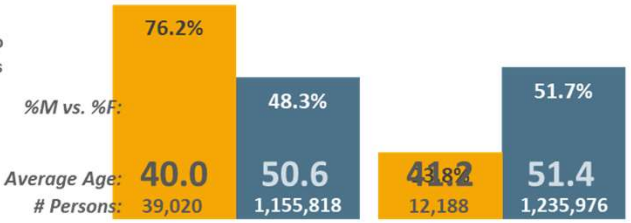
ST. LOUIS BLUES Fans who Plan to Bet on NHL Games

Remainder of STL DMA

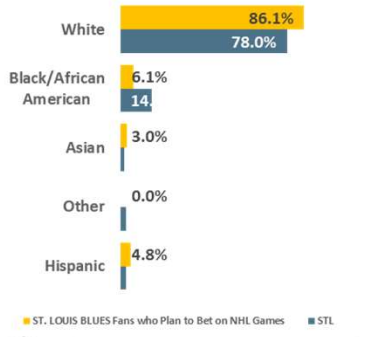
Total Persons:

51,208 | 2,340,586

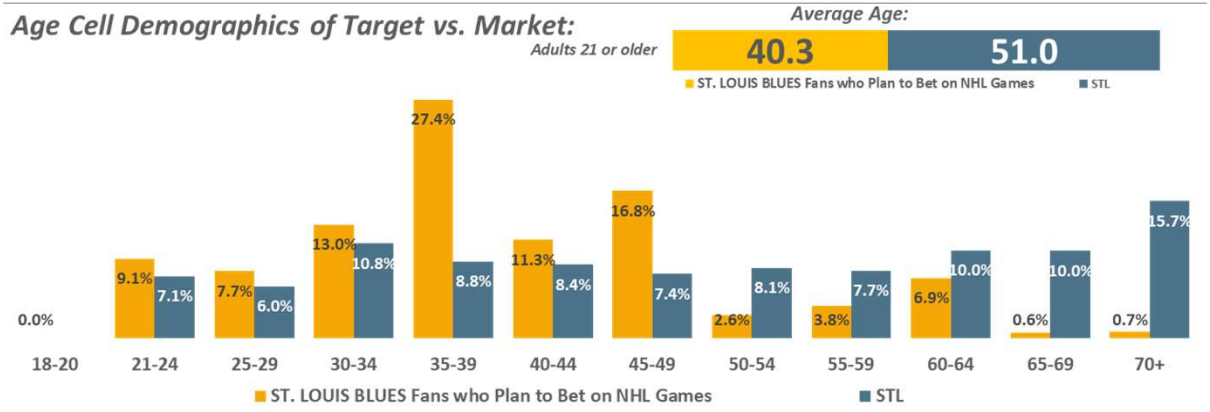
Gender of Target vs. Market: Adults 21 or older



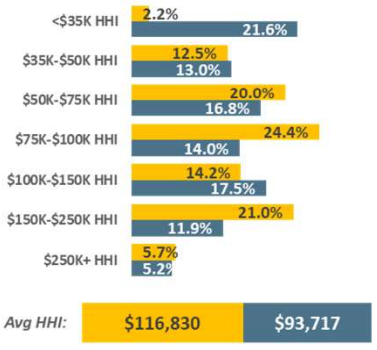
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



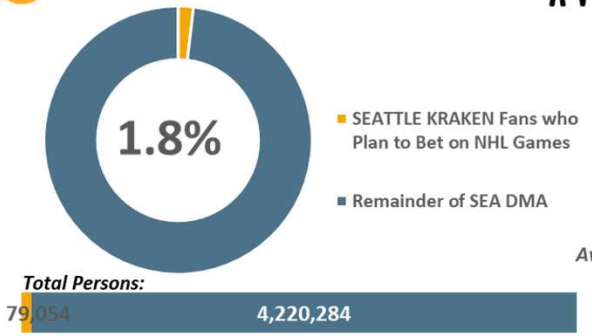
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

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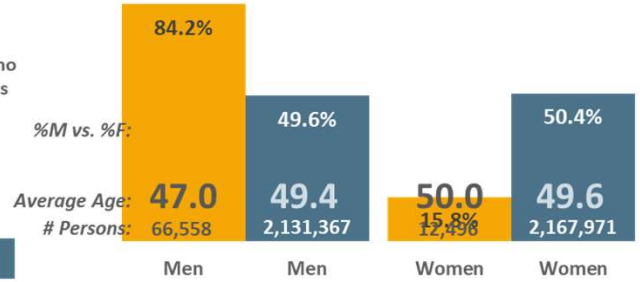
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

1.8% or 79,054 of SEA DMA Adults 21 or older are SEATTLE KRAKEN Fans who Plan to Bet on NHL Games. Typical Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games are 47.3 years old (4.4% younger than average) and have a $158,377 (31.4% higher than average) annual household income.

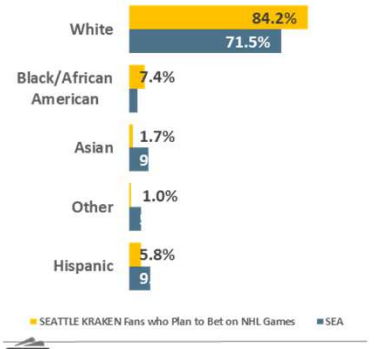
Percent of Market: Adults 21 or older



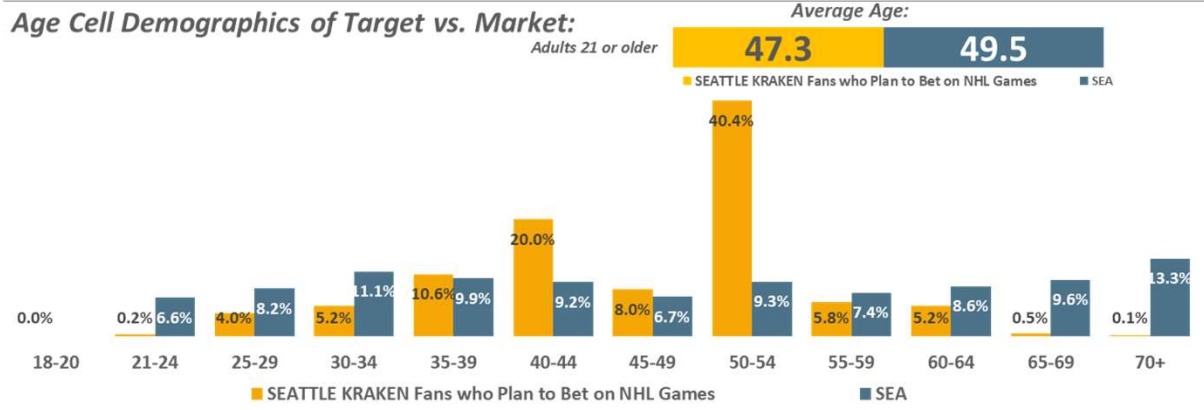
Gender of Target vs. Market: Adults 21 or older



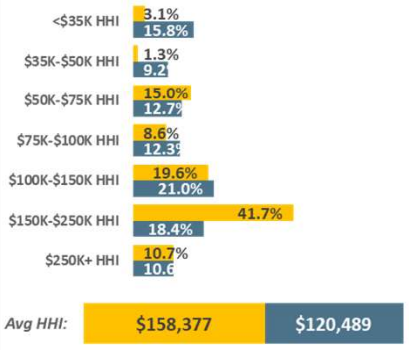
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



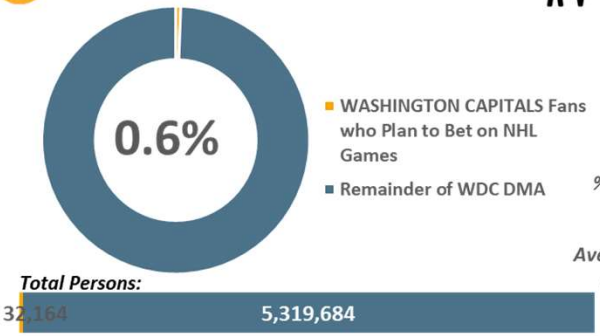
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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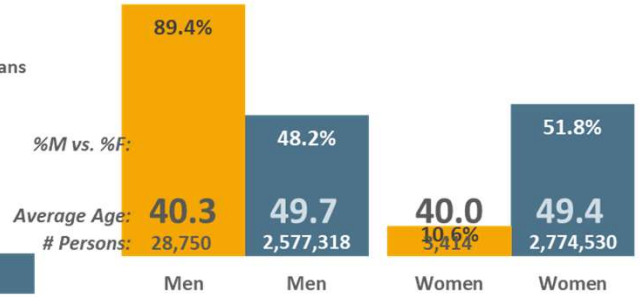
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

.6% or 32,164 of WDC DMA Adults 21 or older are WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games. Typical Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games are 40.3 years old (18.6% younger than average) and have a $179,783 (39.9% higher than average) annual household income.

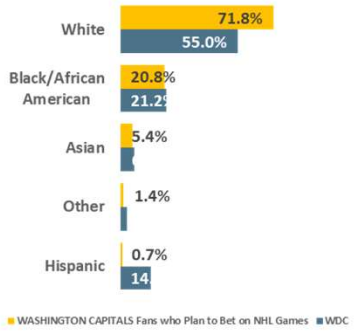
Percent of Market: Adults 21 or older



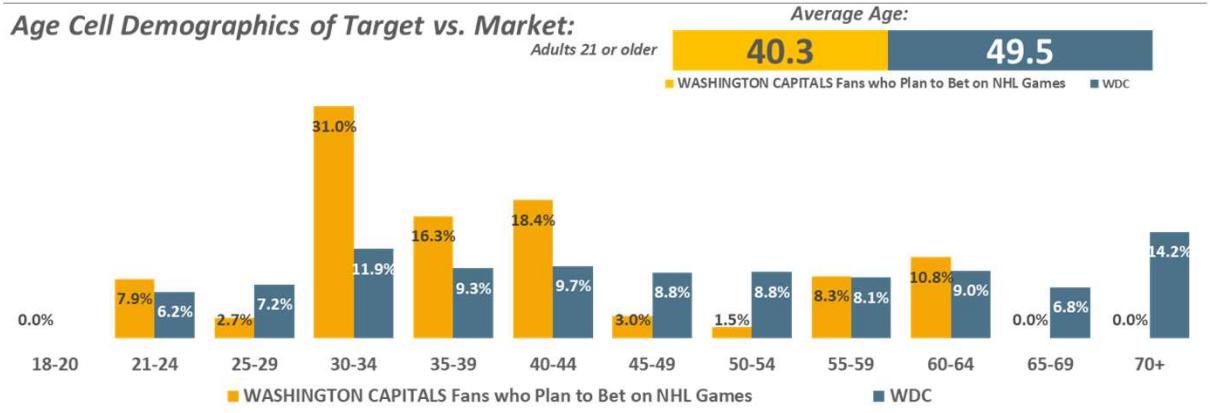
Gender of Target vs. Market: Adults 21 or older



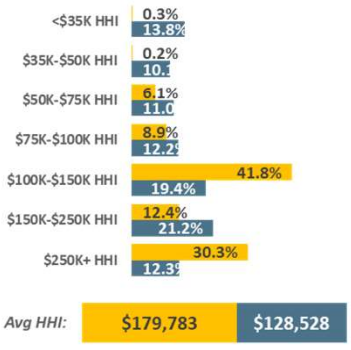
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

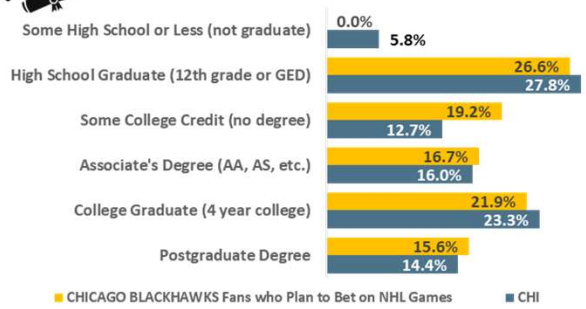
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

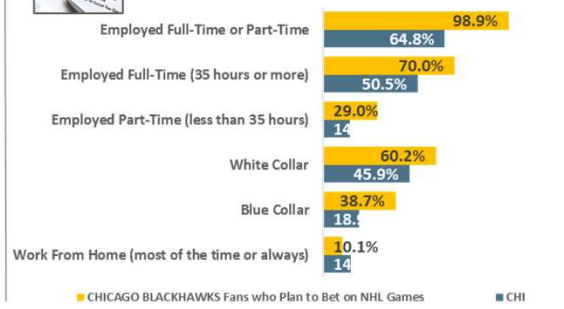
CHI ESPN BET

2.1% or 145,502 of CHI DMA Adults 21 or older are CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games. Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games are .6% less likely to be a college graduate, 38.6% more likely to work full-time, 45.8% more likely to be married, 71.3% more likely to be a parent of 1 or more children under 18.

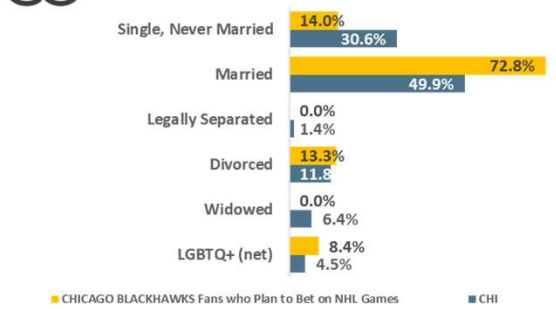
Education Levels: Adults 21 or older



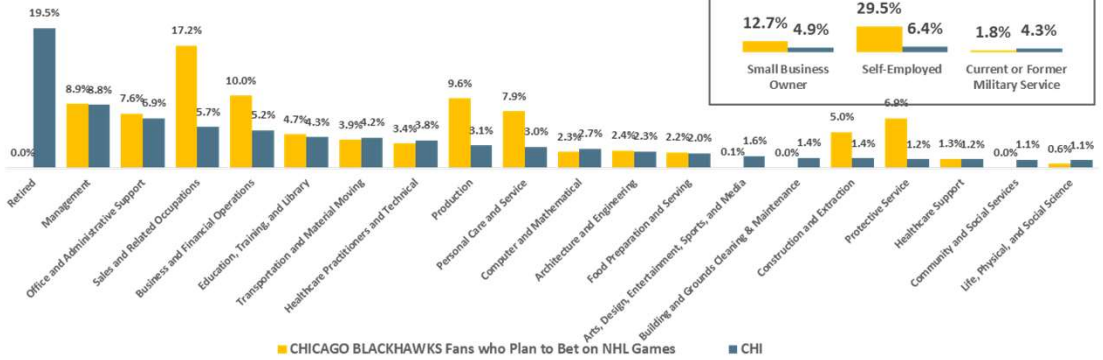
Employment: Adults 21 or older



Marital Status: Adults 21 or older

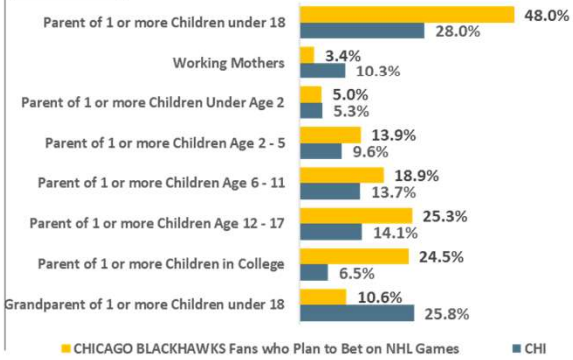


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

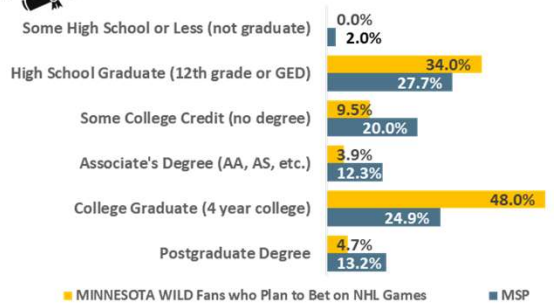
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

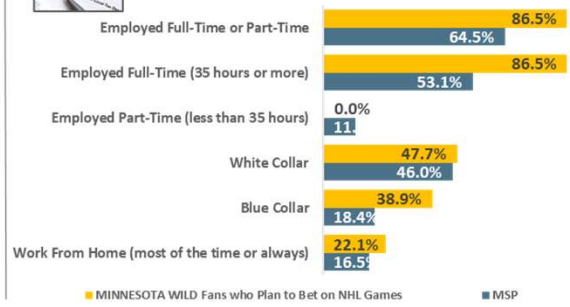
MSP ESPN BET

1.9% or 67,335 of MSP DMA Adults 21 or older are MINNESOTA WILD Fans who Plan to Bet on NHL Games. Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games are 38.4% more likely to be a college graduate, 63.1% more likely to work full-time, 25.3% more likely to be married, 24.2% more likely to be a parent of 1 or more children under 18.

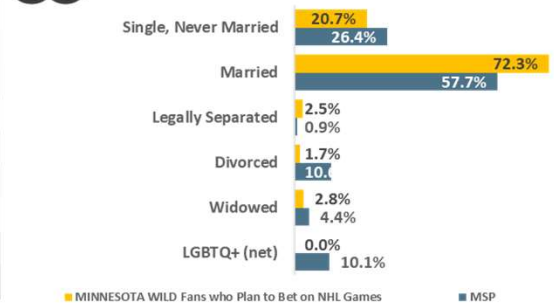
Education Levels: Adults 21 or older



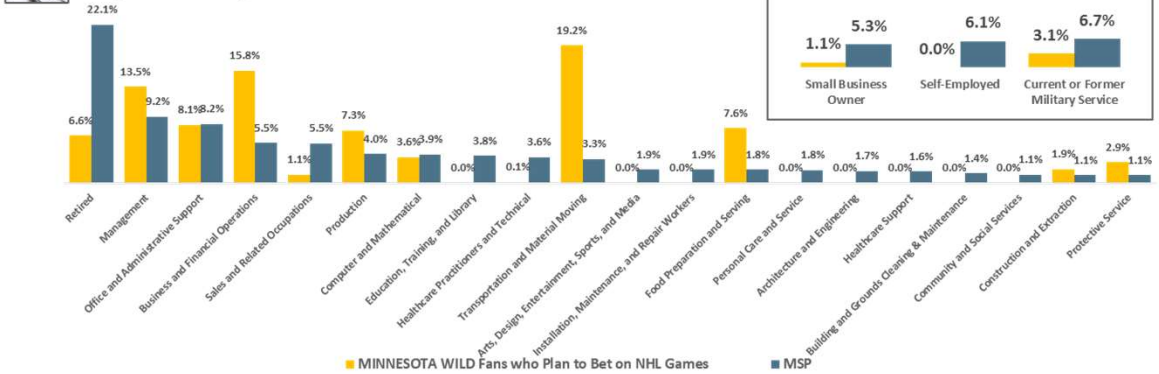
Employment: Adults 21 or older



Marital Status: Adults 21 or older

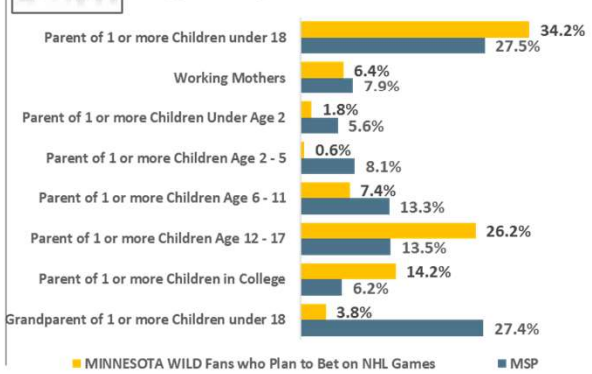


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



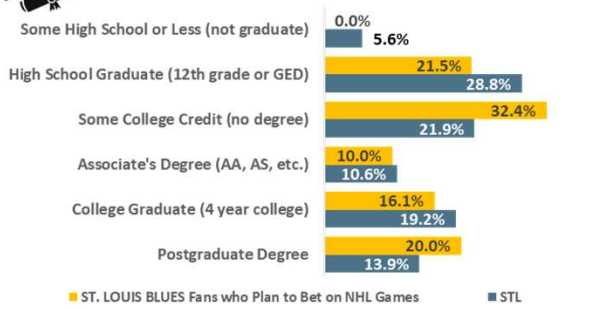
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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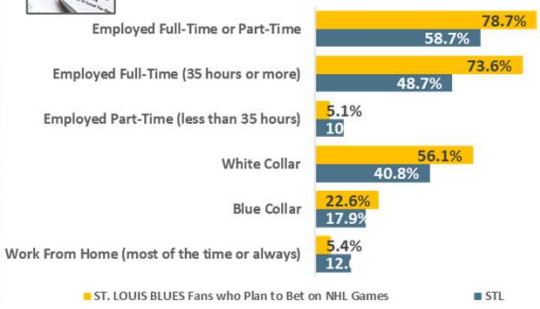
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

2.1% or 51,208 of STL DMA Adults 21 or older are ST. LOUIS BLUES Fans who Plan to Bet on NHL Games. Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games are 9.1% more likely to be a college graduate, 51.2% more likely to work full-time, 21.3% more likely to be married, 84.2% more likely to be a parent of 1 or more children under 18.

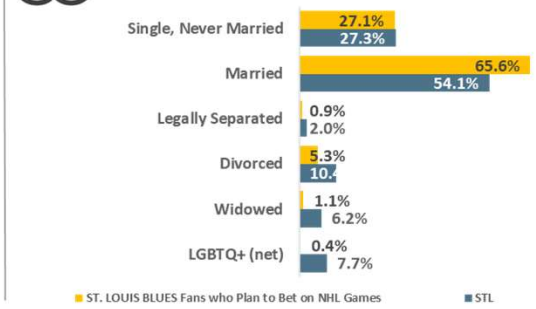
Education Levels: Adults 21 or older



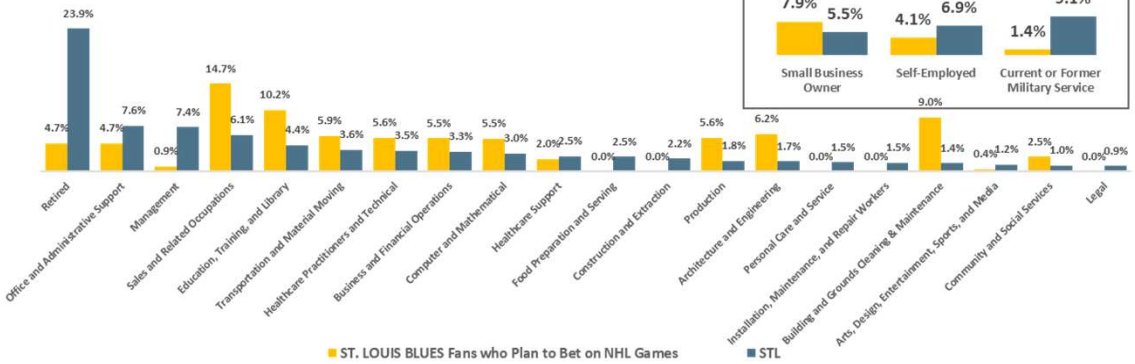
Employment: Adults 21 or older



Marital Status: Adults 21 or older

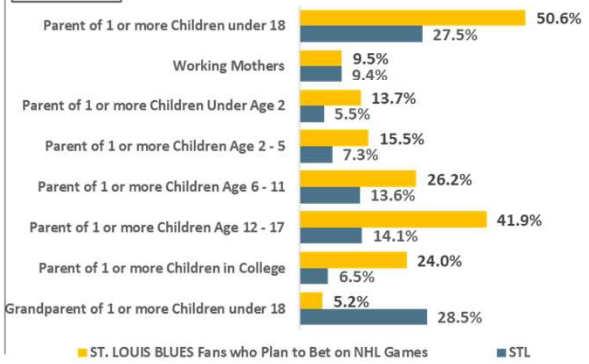


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

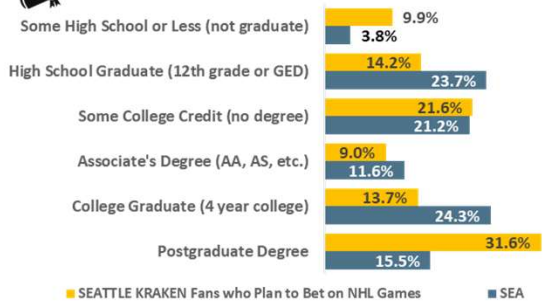
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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

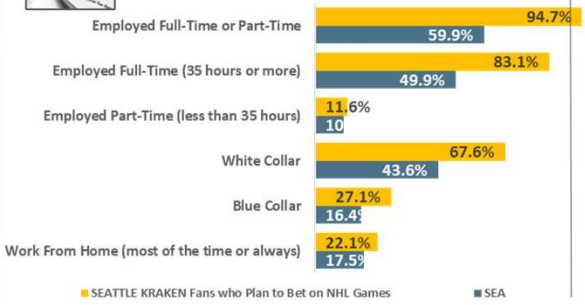
SEA ESPN BET

1.8% or 79,054 of SEA DMA Adults 21 or older are SEATTLE KRAKEN Fans who Plan to Bet on NHL Games. Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games are 13.9% more likely to be a college graduate, 66.4% more likely to work full-time, 16.6% more likely to be married, 118.% more likely to be a parent of 1 or more children under 18.

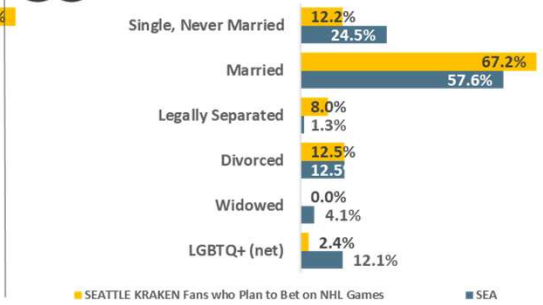
Education Levels: Adults 21 or older



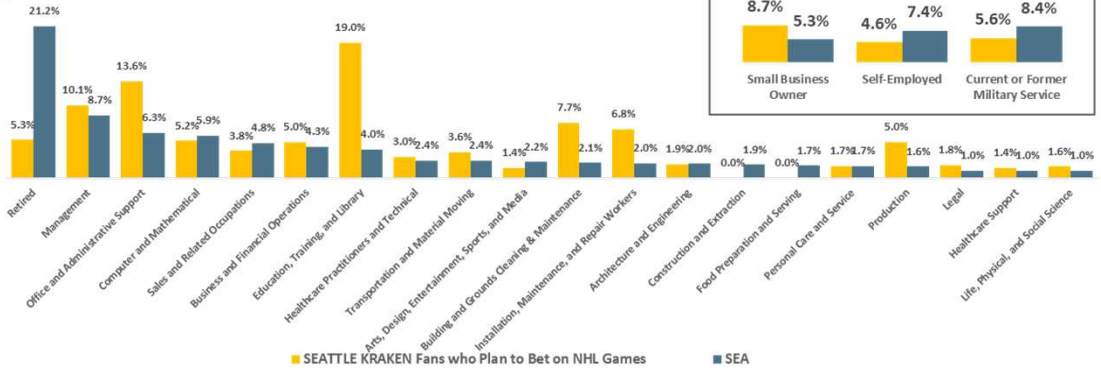
Employment: Adults 21 or older



Marital Status: Adults 21 or older

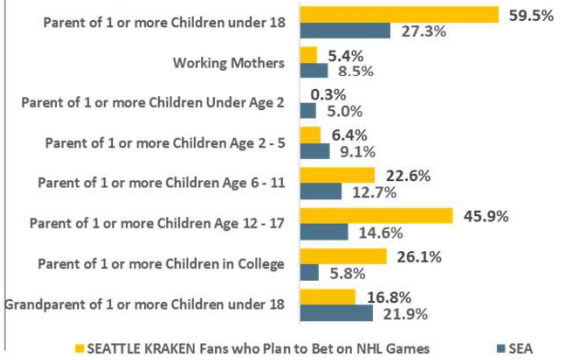


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



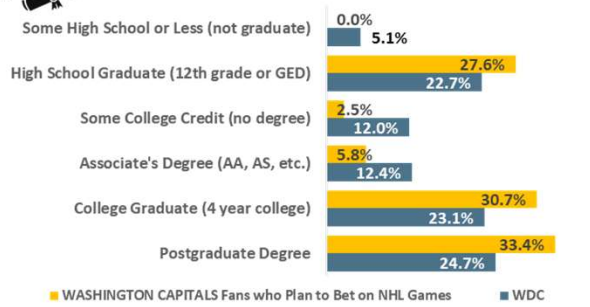
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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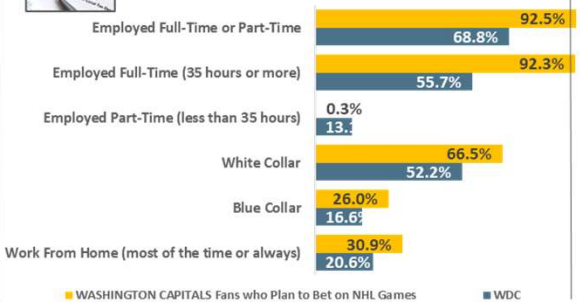
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

.6% or 32,164 of WDC DMA Adults 21 or older are WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games. Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games are 34.3% more likely to be a college graduate, 65.8% more likely to work full-time, 41.3% more likely to be married, 21.1% more likely to be a parent of 1 or more children under 18.

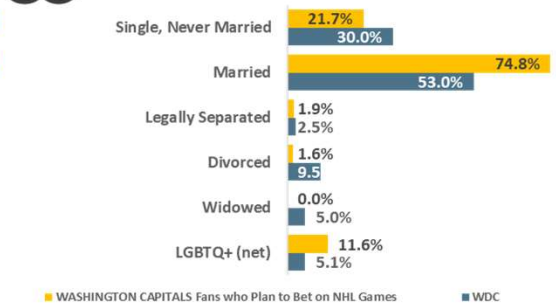
Education Levels: Adults 21 or older



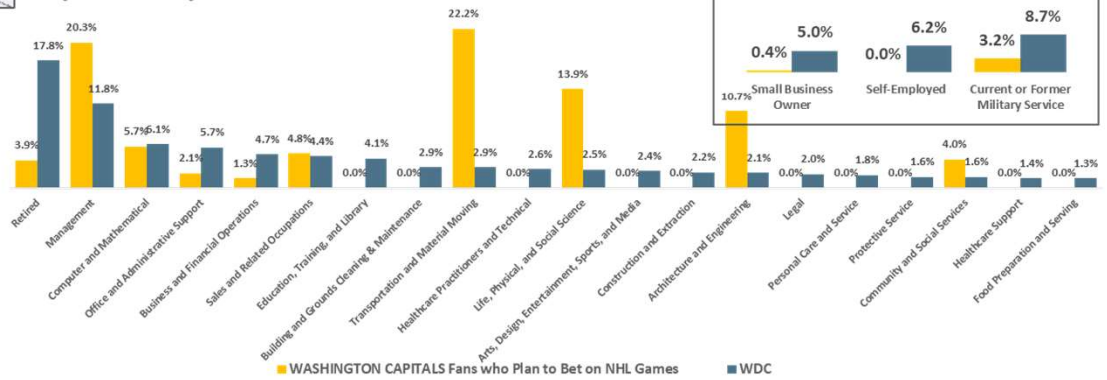
Employment: Adults 21 or older



Marital Status: Adults 21 or older

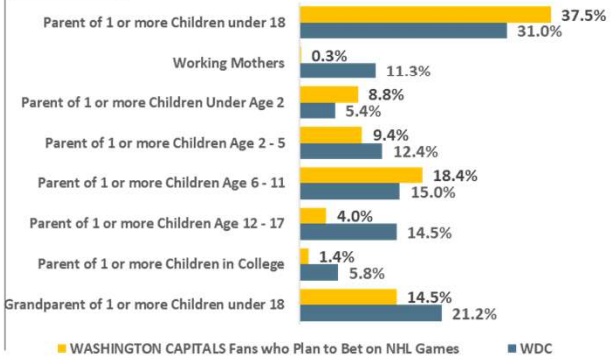


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

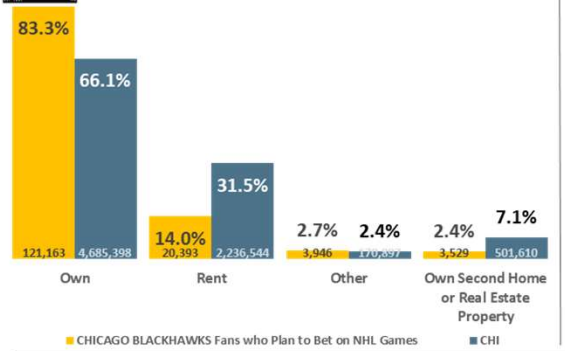
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

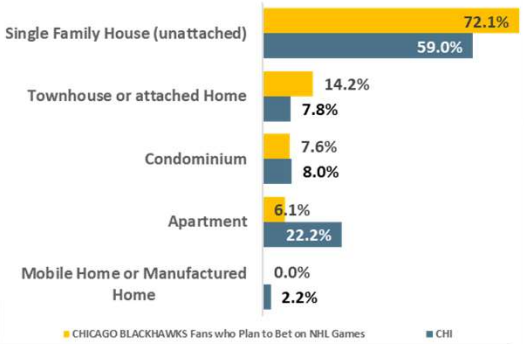
CHI

2.1% or 145,502 of CHI DMA Adults 21 or older are CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games. Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games are 26.1% more likely to own their home, 3.7% more likely to own a lower valued home, 22.2% more likely to have a single-family home, 118.9% more likely to have a dog.

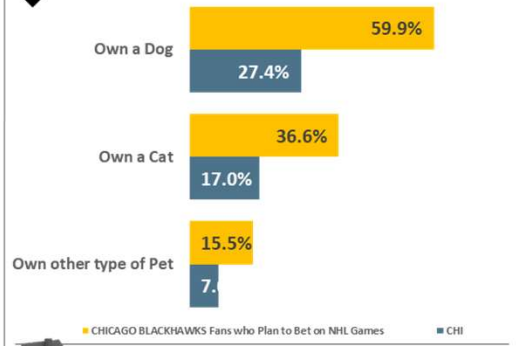
Own/Rent/Other: Adults 21 or older



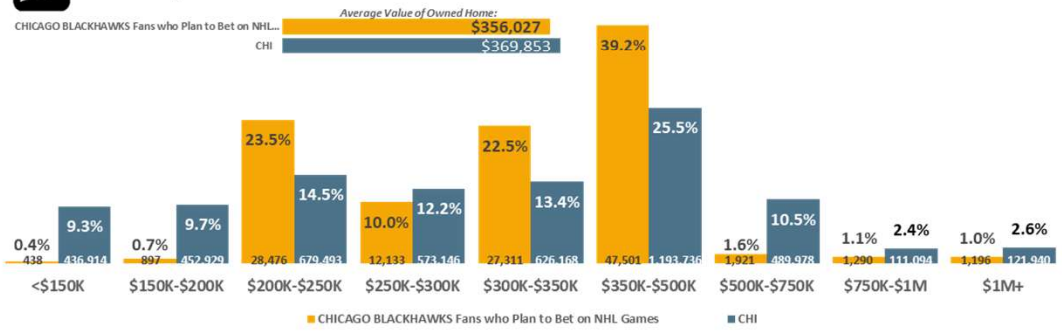
Type of Home: Adults 21 or older



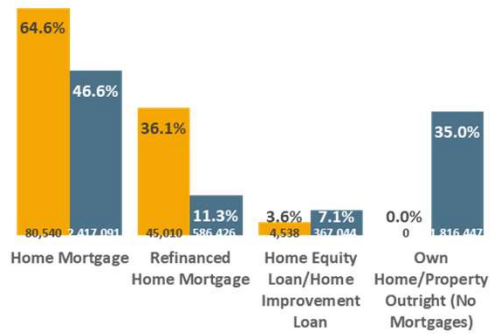
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

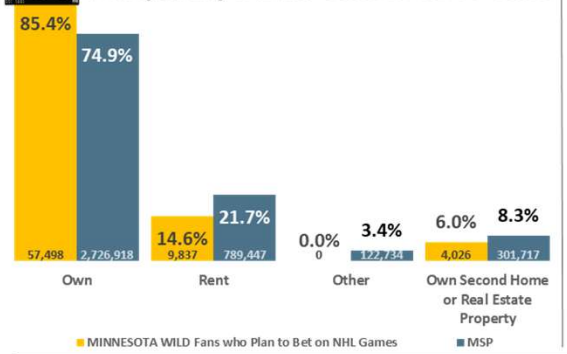
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

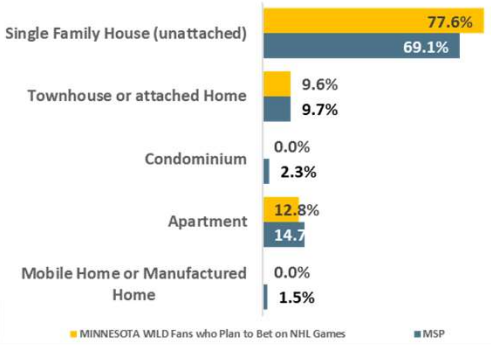
MSP ESPN BET

1.9% or 67,335 of MSP DMA Adults 21 or older are MINNESOTA WILD Fans who Plan to Bet on NHL Games. Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games are 14.% more likely to own their home, 17.4% more likely to own a higher valued home, 12.3% more likely to have a single-family home, 19.3% more likely to have a dog.

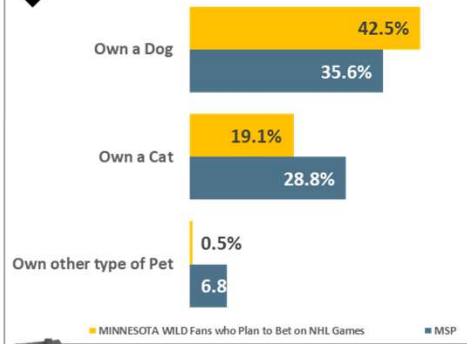
Own/Rent/Other: Adults 21 or older



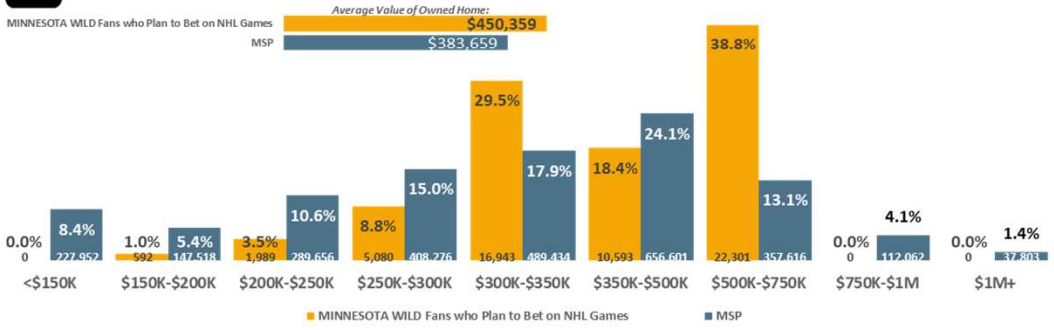
Type of Home: Adults 21 or older



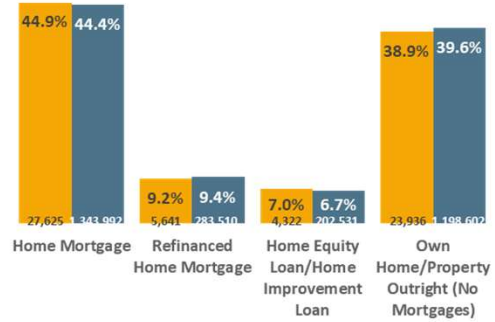
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



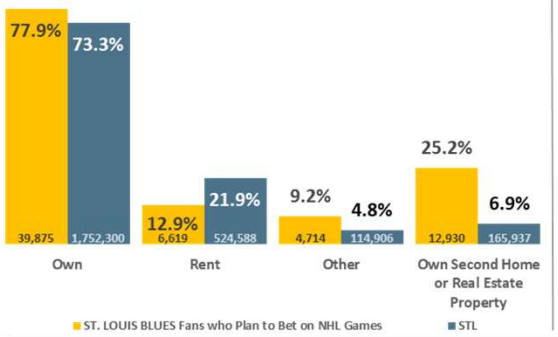
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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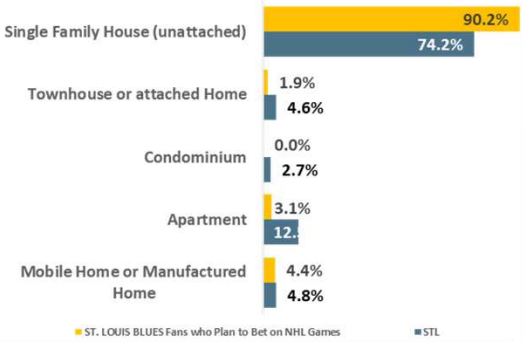
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

2.1% or 51,208 of STL DMA Adults 21 or older are ST. LOUIS BLUES Fans who Plan to Bet on NHL Games. Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games are 6.3% more likely to own their home, 5.2% more likely to own a higher valued home, 21.6% more likely to have a single-family home, 45.8% more likely to have a dog.

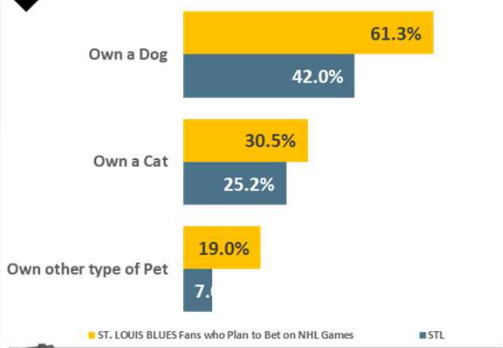
Own/Rent/Other: Adults 21 or older



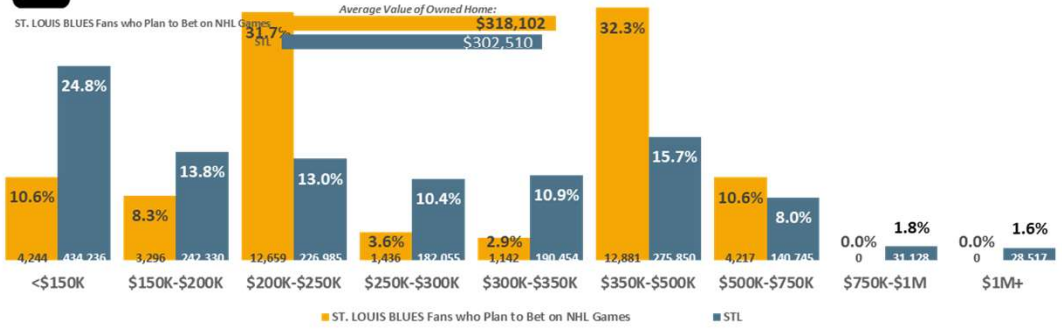
Type of Home: Adults 21 or older



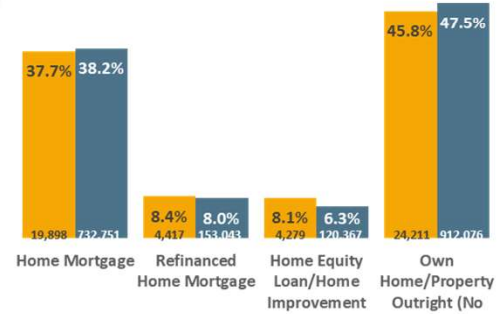
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

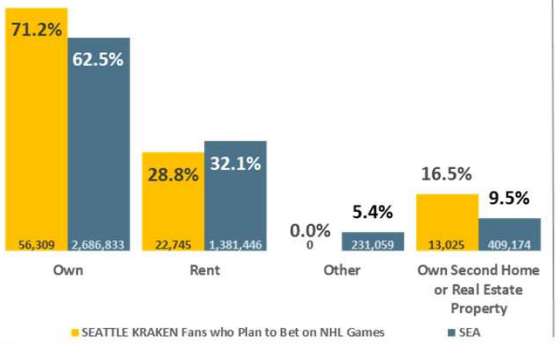
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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

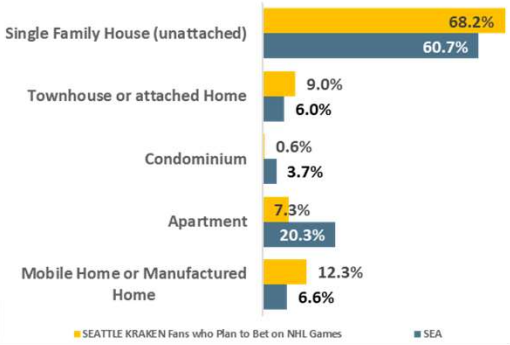


1.8% or 79,054 of SEA DMA Adults 21 or older are SEATTLE KRAKEN Fans who Plan to Bet on NHL Games. Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games are 14.% more likely to own their home, .2% more likely to own a higher valued home, 12.3% more likely to have a single-family home, 17.5% less likely to have a dog.

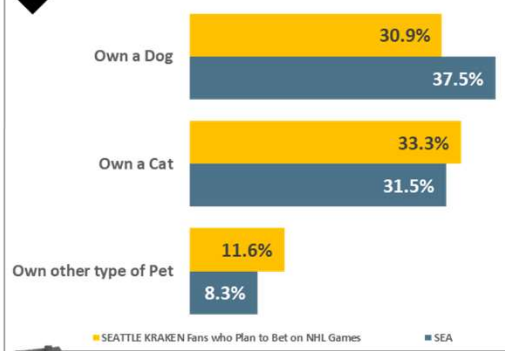
Own/Rent/Other: Adults 21 or older



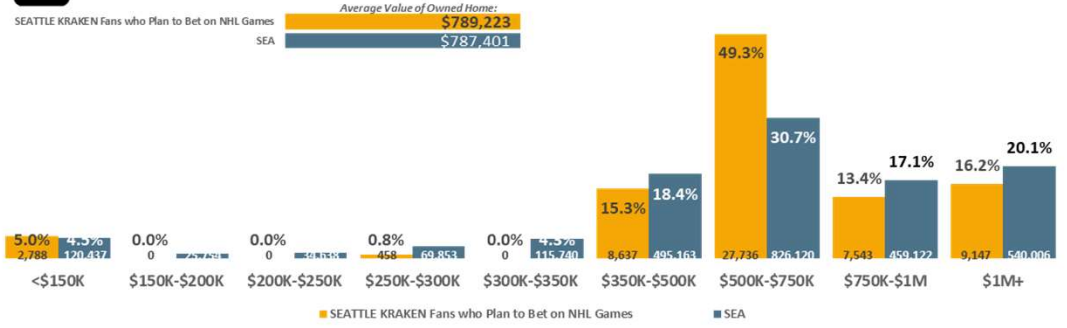
Type of Home: Adults 21 or older



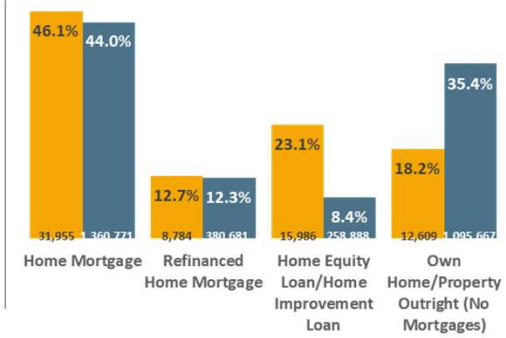
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



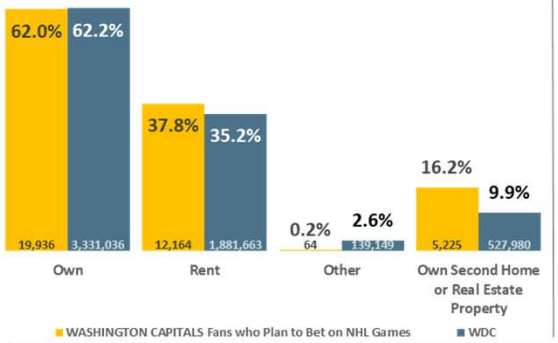
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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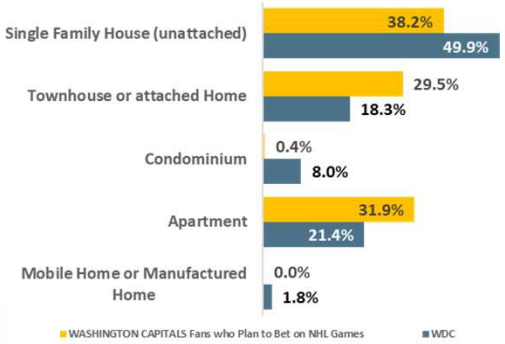
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

.6% or 32,164 of WDC DMA Adults 21 or older are WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games. Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games are .4% less likely to own their home, 24.7% more likely to own a higher valued home, 23.6% less likely to have a single-family home, 18.1% more likely to have a dog.

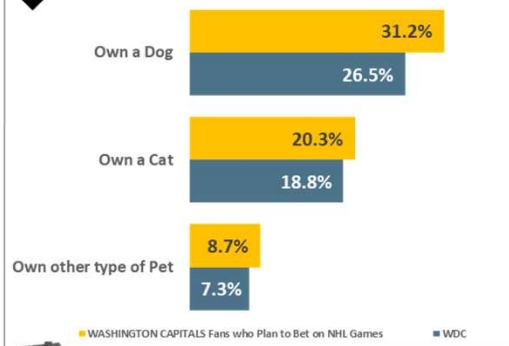
Own/Rent/Other: Adults 21 or older



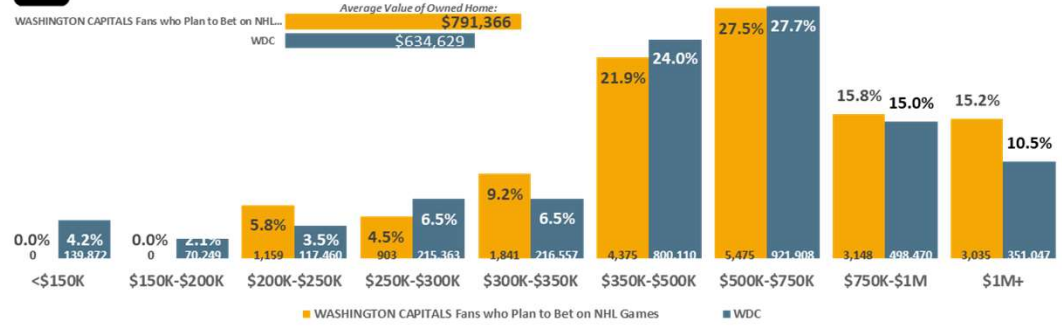
Type of Home: Adults 21 or older



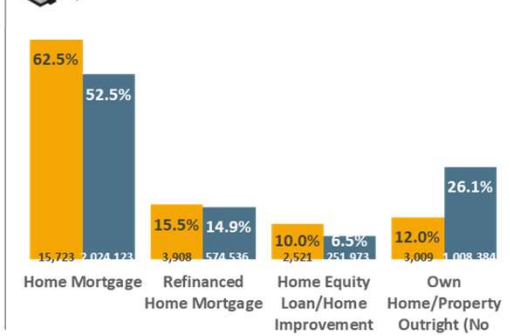
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

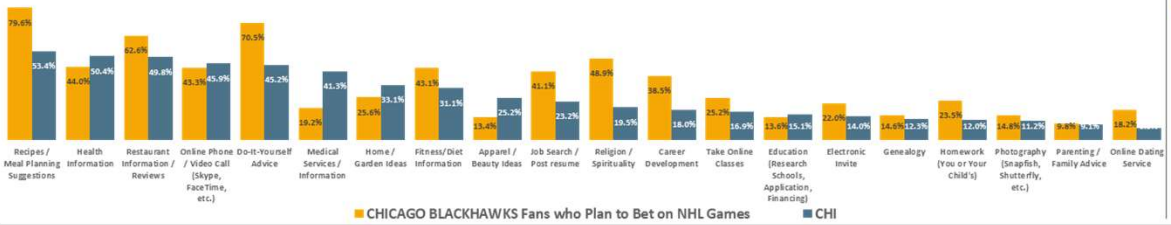
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

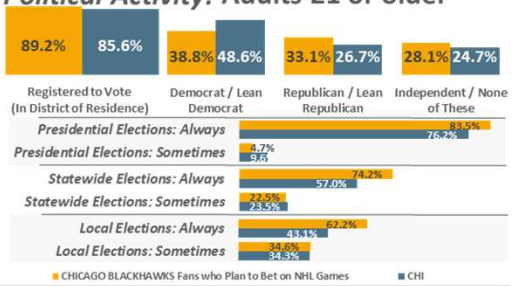
CHI

2.1% or 145,502 of CHI DMA Adults 21 or older are CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL...
Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games are 56.% more likely to look up D-I-Y advice online, 44.3% more likely to always vote in local elections, 132.3% more likely to belong to a gym, 12.1% more likely to fly domestic past

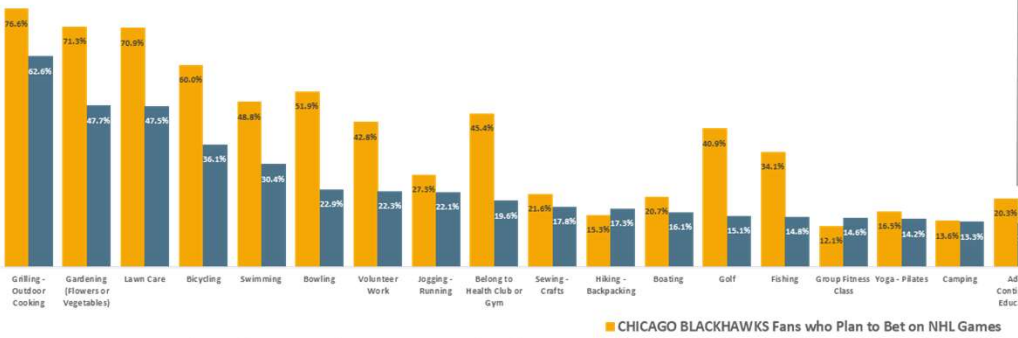
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



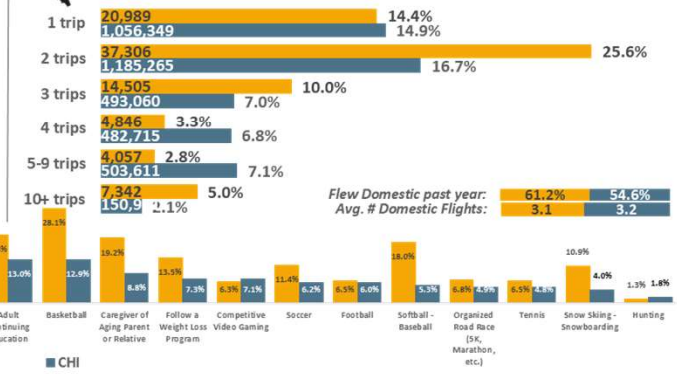
Political Activity: Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

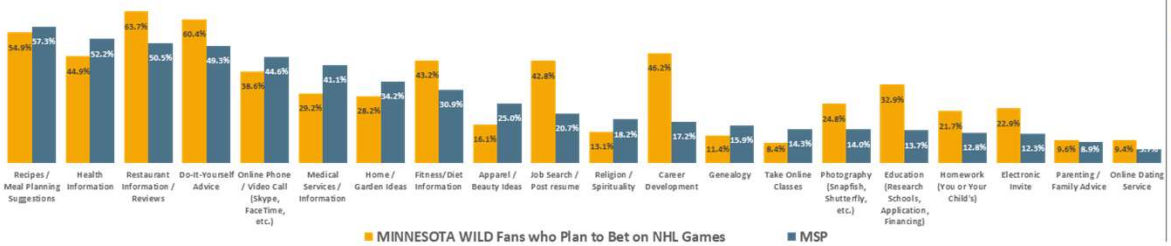
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

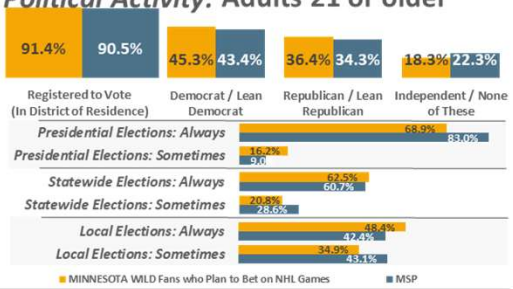


1.9% or 67,335 of MSP DMA Adults 21 or older are MINNESOTA WILD Fans who Plan to Bet on NHL Games. Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games are 22.5% more likely to look up D-I-Y advice online, 14.1% more likely to always vote in local elections, 69.8% more likely to belong to a gym, 44.9% more likely to fly domestic past yr.

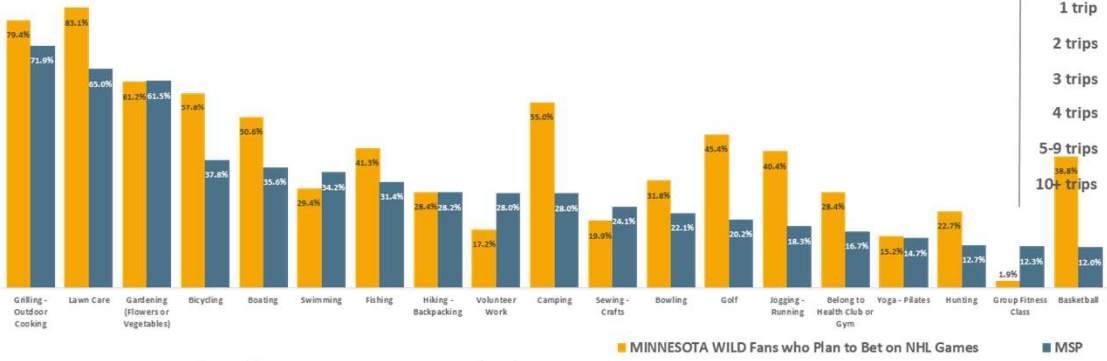
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



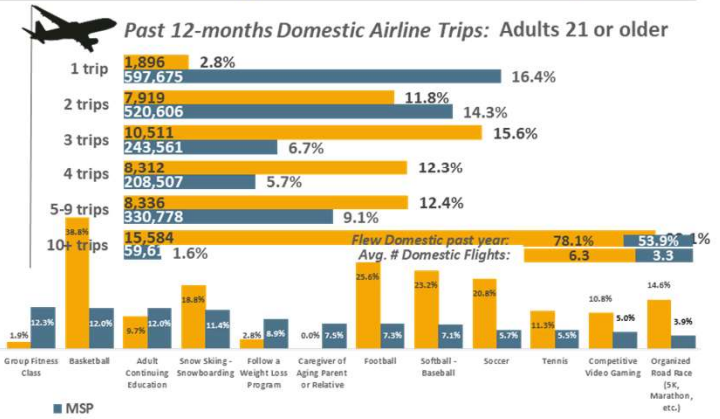
Political Activity: Adults 21 or older



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



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



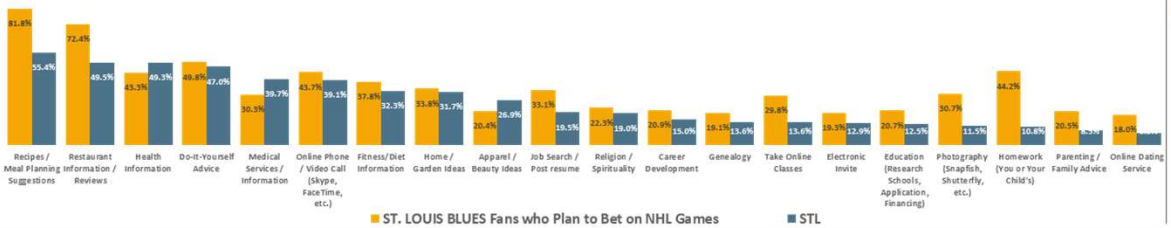
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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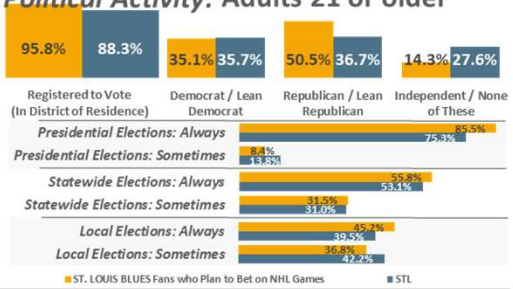
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

2.1% or 51,208 of STL DMA Adults 21 or older are ST. LOUIS BLUES Fans who Plan to Bet on NHL Games. Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games are 5.9% more likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 59.9% more likely to belong to a gym, 42.6% more likely to fly domestic past yr.

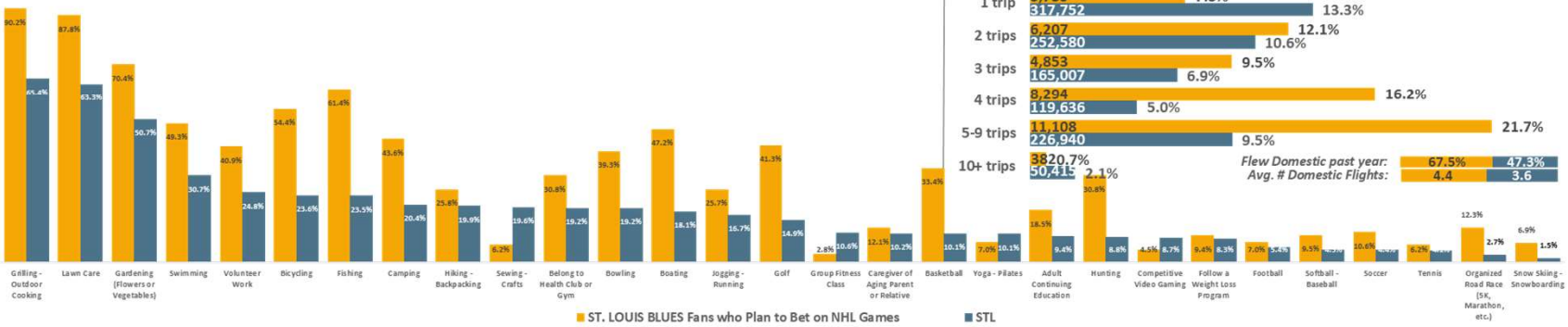
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



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



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

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

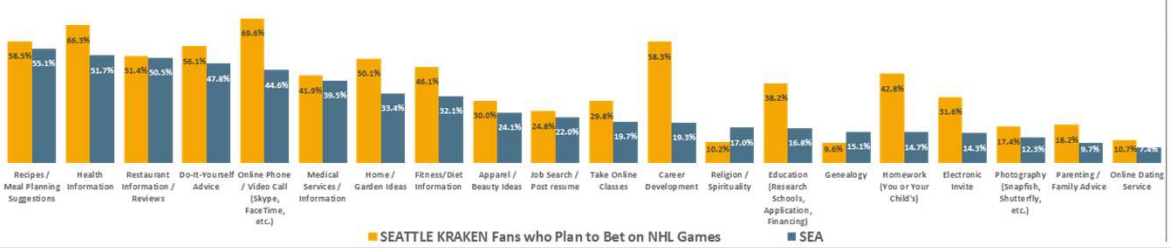
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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

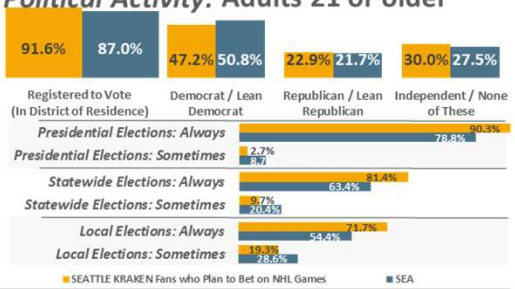


1.8% or 79,054 of SEA DMA Adults 21 or older are SEATTLE KRAKEN Fans who Plan to Bet on NHL Games. Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games are 17.4% more likely to look up D-I-Y advice online, 31.8% more likely to always vote in local elections, 44.8% less likely to belong to a gym, 39.6% more likely to fly domestic past yr.

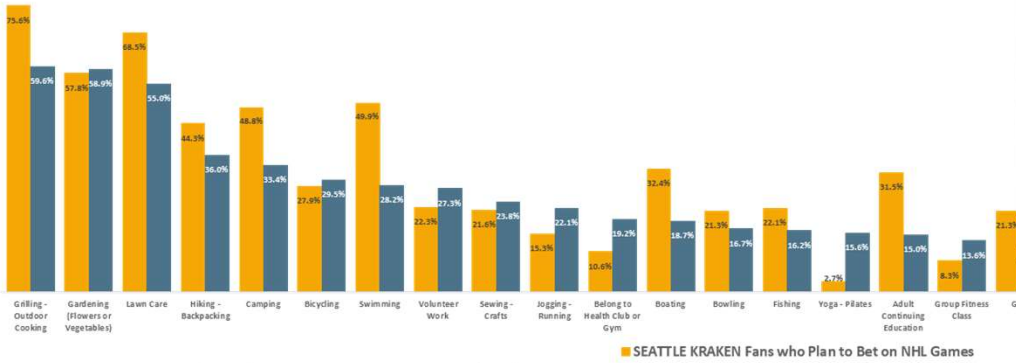
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



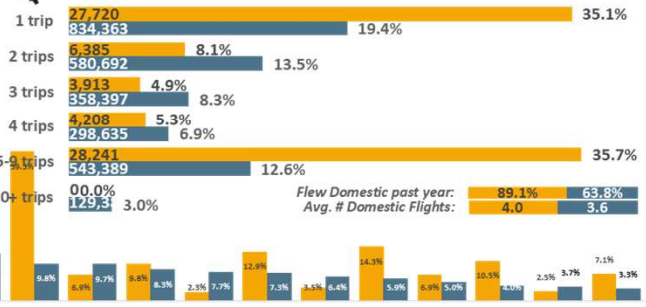
Political Activity: Adults 21 or older



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



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



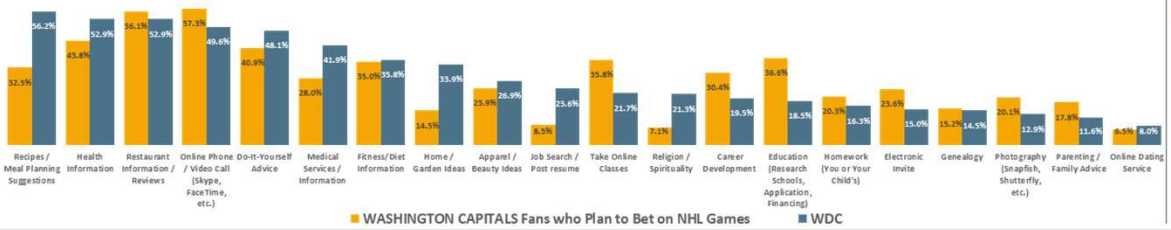
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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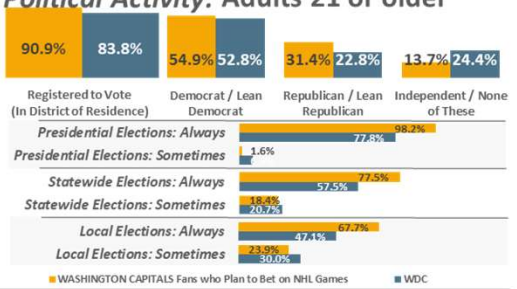
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

.6% or 32,164 of WDC DMA Adults 21 or older are WASHINGTON CAPITALS Fans who Plan to Bet on NHL… Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games are 15.5% less likely to look up D-I-Y advice online, 43.9% more likely to always vote in local elections, 40.9% more likely to belong to a gym, 60.8% more likely to fly domestic past

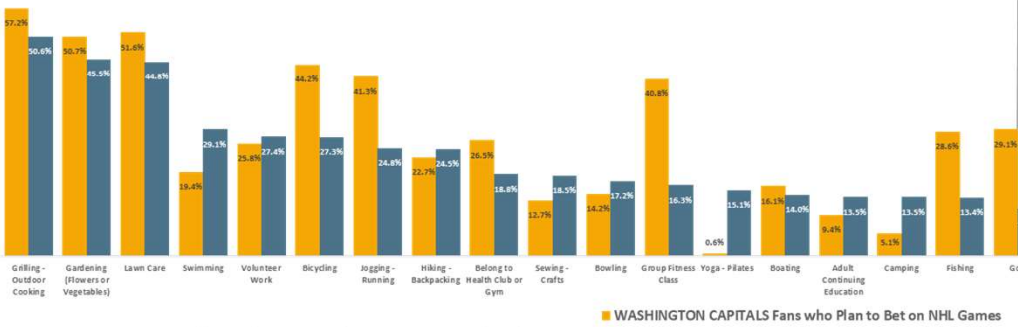
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



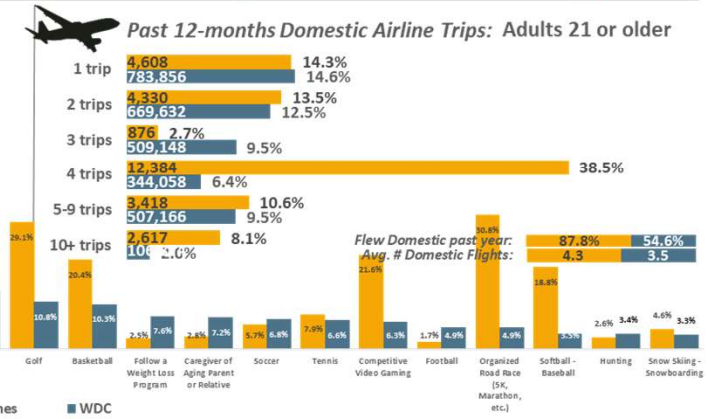
Political Activity: Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



2.1% or 145,502 of CHI DMA Adults 21 or older are CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games. Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games are 3.3% more likely to use QSRs past mo., 21.5% more likely to use Sit-Down Restaurants past mo., 88.6% more likely to use Casinos past yr., 30.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



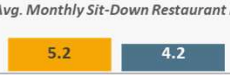
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

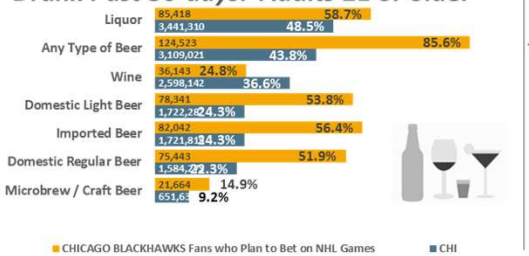
(Sit-Down Restaurants Used Past 30-days)



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

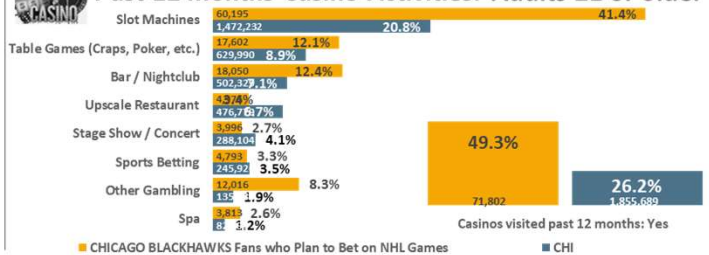


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



1.9% or 67,335 of MSP DMA Adults 21 or older are MINNESOTA WILD Fans who Plan to Bet on NHL Games. Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games are 2.5% more likely to use QSRs past mo., 22.6% more likely to use Sit-Down Restaurants past mo., 1.8% more likely to use Casinos past yr., 79.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 89.8% 60,470 | 87.6% 3,187,920

Avg. Monthly QSR Meals: 5.7 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 92.8% 62,454 | 75.6% 2,752,739

Avg. Monthly Sit-Down Restaurant Meals: 3.5 | 3.3

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

MINNESOTA WILD Fans who Plan to Bet on NHL Games 1,05 3.6%

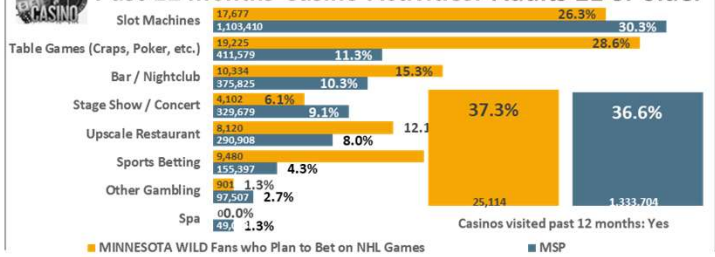
MSP 386,318 10.6%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

2.1% or 51,208 of STL DMA Adults 21 or older are ST. LOUIS BLUES Fans who Plan to Bet on NHL Games. Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games are 10.9% more likely to use QSRs past mo., 7.9% more likely to use Sit-Down Restaurants past mo., 3.8% more likely to use Casinos past yr., 58.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

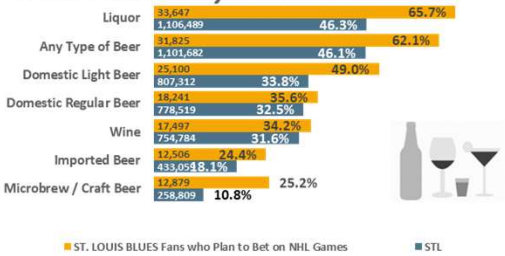
(Sit-Down Restaurants Used Past 30-days)



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

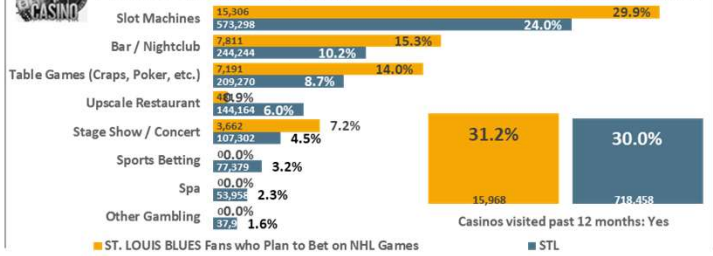


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



1.8% or 79,054 of SEA DMA Adults 21 or older are SEATTLE KRAKEN Fans who Plan to Bet on NHL Games. Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games are 6.7% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 17.7% more likely to use Casinos past yr., 23.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



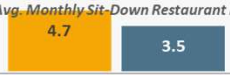
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

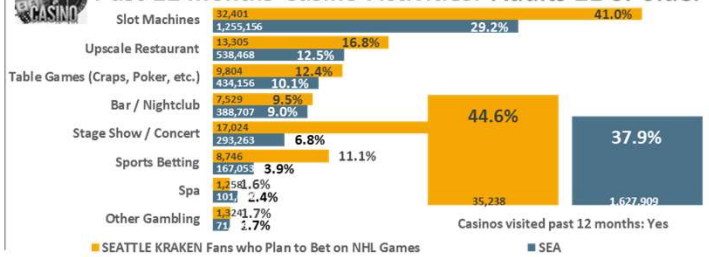


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



.6% or 32,164 of WDC DMA Adults 21 or older are WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games. Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games are 12.5% more likely to use QSRs past mo., 28.2% more likely to use Sit-Down Restaurants past mo., 15.1% less likely to use Casinos past yr., 96.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 100.0% 32,164 | 88.9% 4,759,275

Avg. Monthly QSR Meals: 5.9 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 98.7% 31,737 | 77.0% 4,120,598

Avg. Monthly Sit-Down Restaurant Meals: 3.5 | 4.3

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

WASHINGTON CAPITALS Fans who Plan to Bet on NHL... 17,332 53.9%

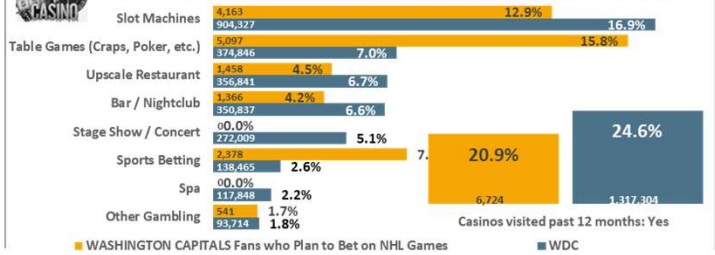
WDC 1,348,88 25.2%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

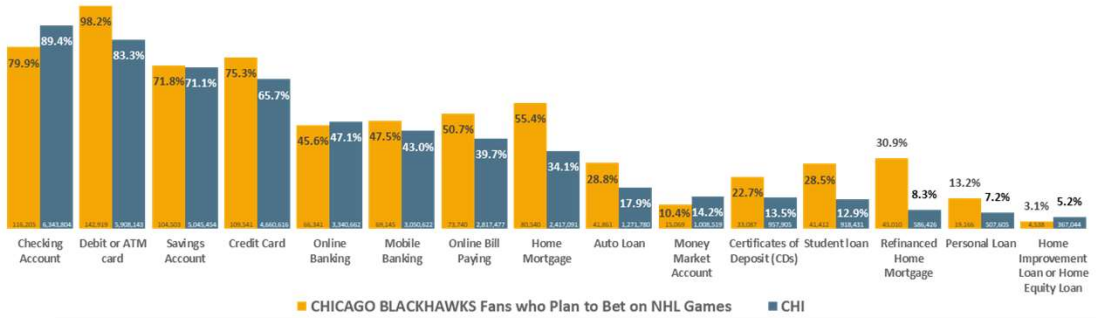
CHI ESPN BET

2.1% or 145,502 of CHI DMA Adults 21 or older are CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL... Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games are 59.4% more likely to have a 401K, 60.5% more likely to have an Auto Loan, 77.9% more likely to Invest/Trade Stocks Online, 34.6% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



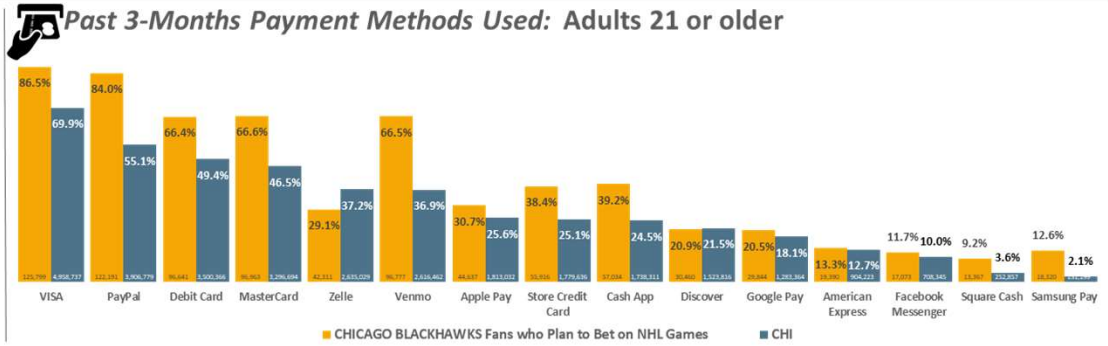
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



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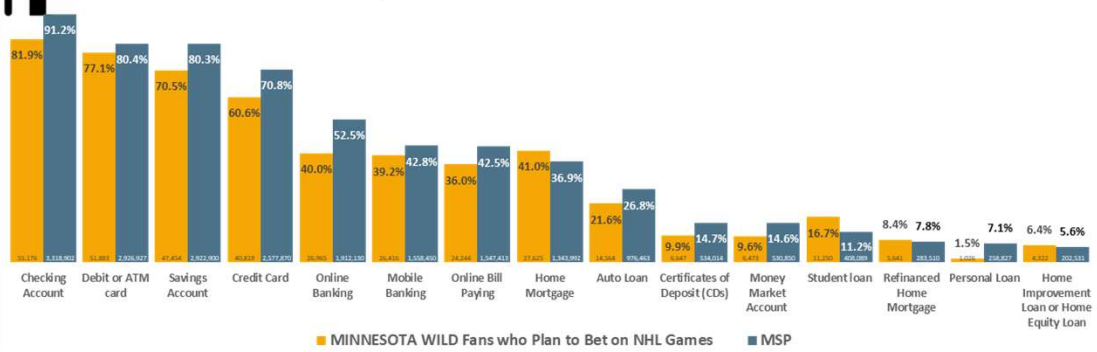
[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

1.9% or 67,335 of MSP DMA Adults 21 or older are MINNESOTA WILD Fans who Plan to Bet on NHL Games. Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games are 24.3% more likely to have a 401K, 19.4% less likely to have an Auto Loan, 6.4% less likely to Invest/Trade Stocks Online, 32.8% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



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

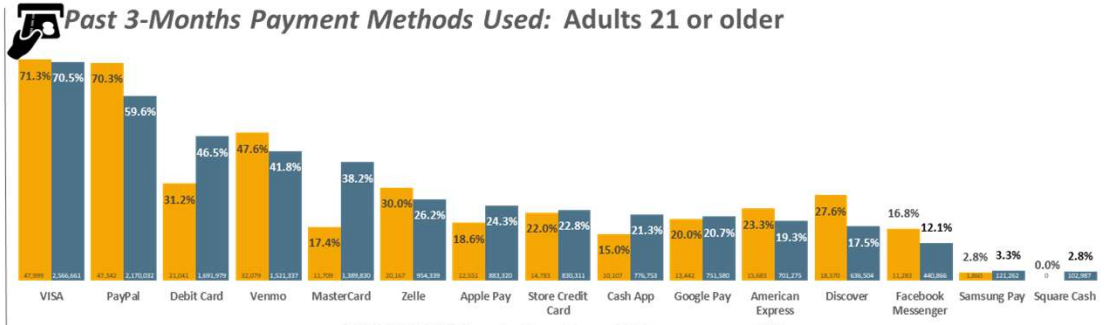


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

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

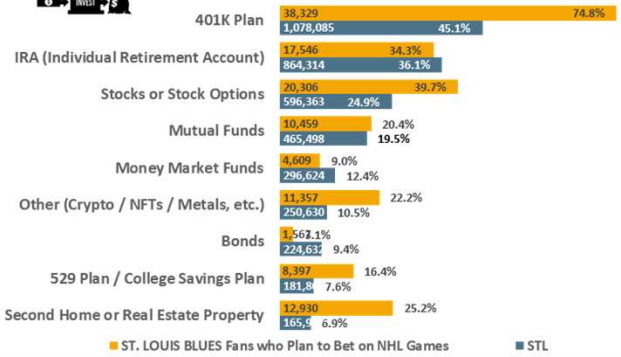


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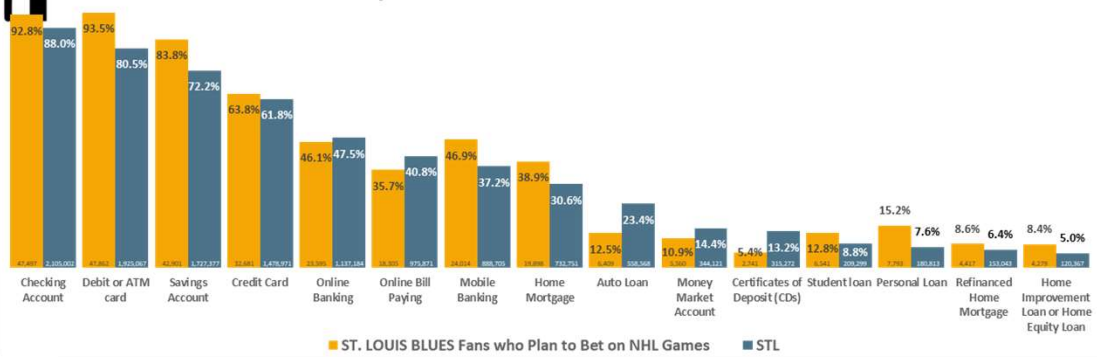
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2.1% or 51,208 of STL DMA Adults 21 or older are ST. LOUIS BLUES Fans who Plan to Bet on NHL Games. Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games are 66.1% more likely to have a 401K, 46.4% less likely to have an Auto Loan, 73.% more likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



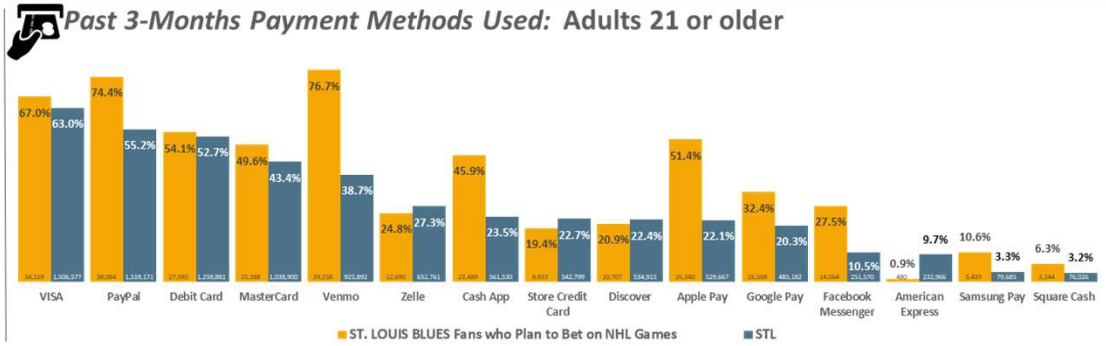
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

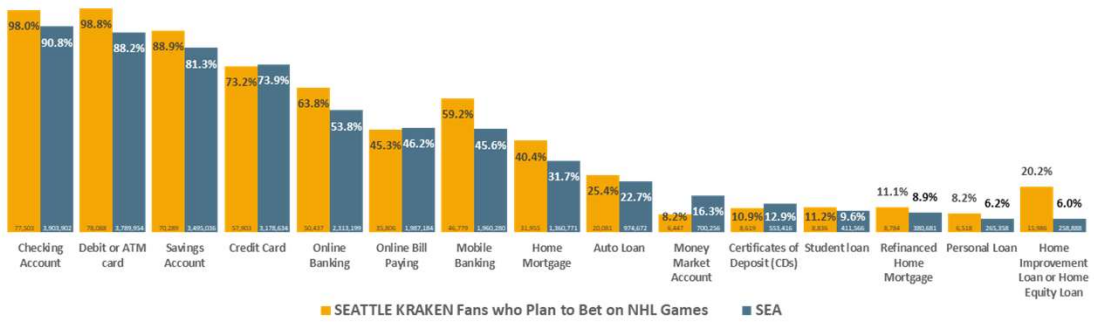
SEA ESPN BET

1.8% or 79,054 of SEA DMA Adults 21 or older are SEATTLE KRAKEN Fans who Plan to Bet on NHL Games. Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games are 27.4% more likely to have a 401K, 12.% more likely to have an Auto Loan, 17.6% less likely to Invest/Trade Stocks Online, 30.% more likely to pay with their Debit Card.

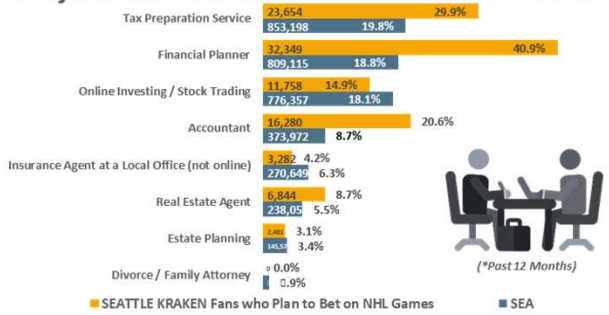
Investments Owned: Adults 21 or older



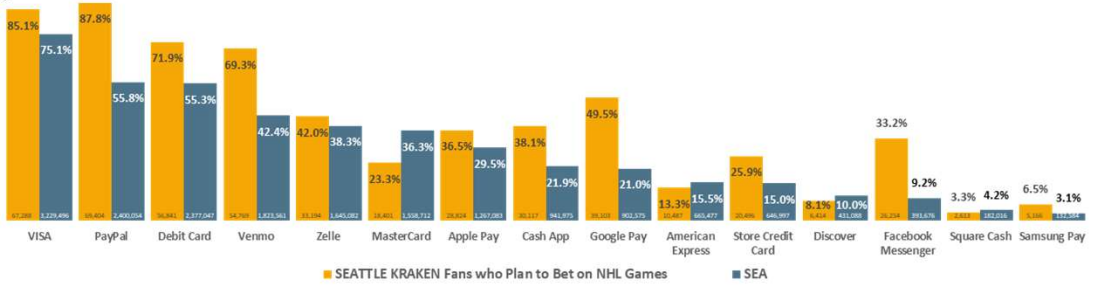
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

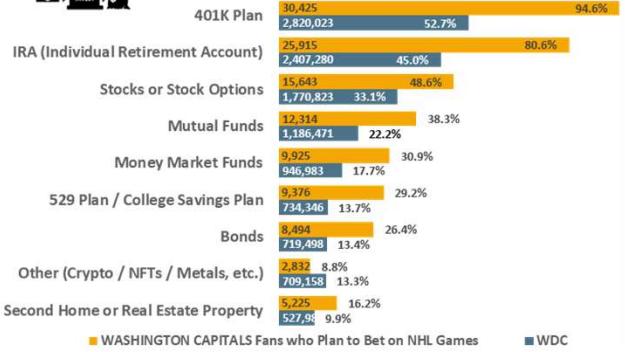
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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

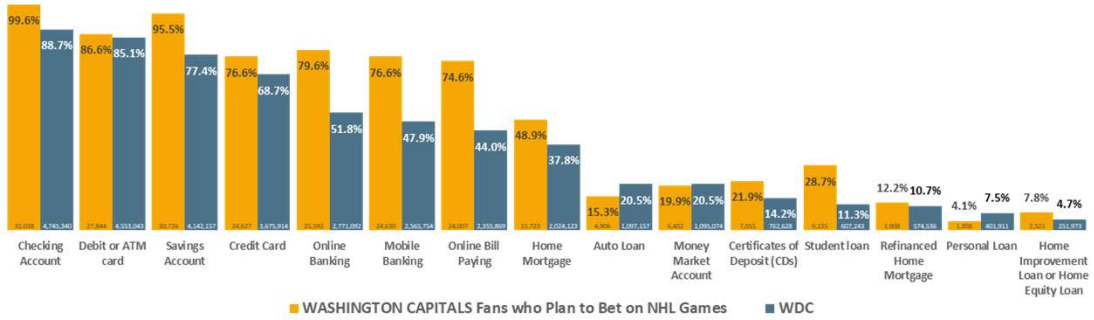
WDC ESPN BET

.6% or 32,164 of WDC DMA Adults 21 or older are WASHINGTON CAPITALS Fans who Plan to Bet on NHL... Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games are 79.5% more likely to have a 401K, 25.6% less likely to have an Auto Loan, 159.9% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



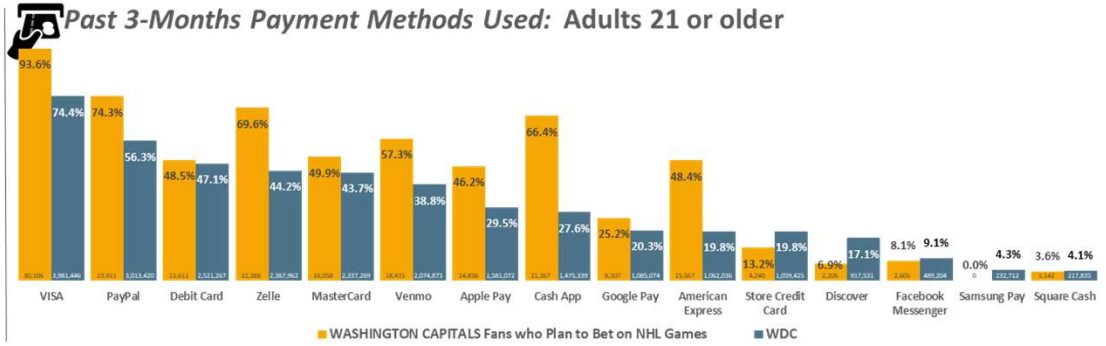
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older

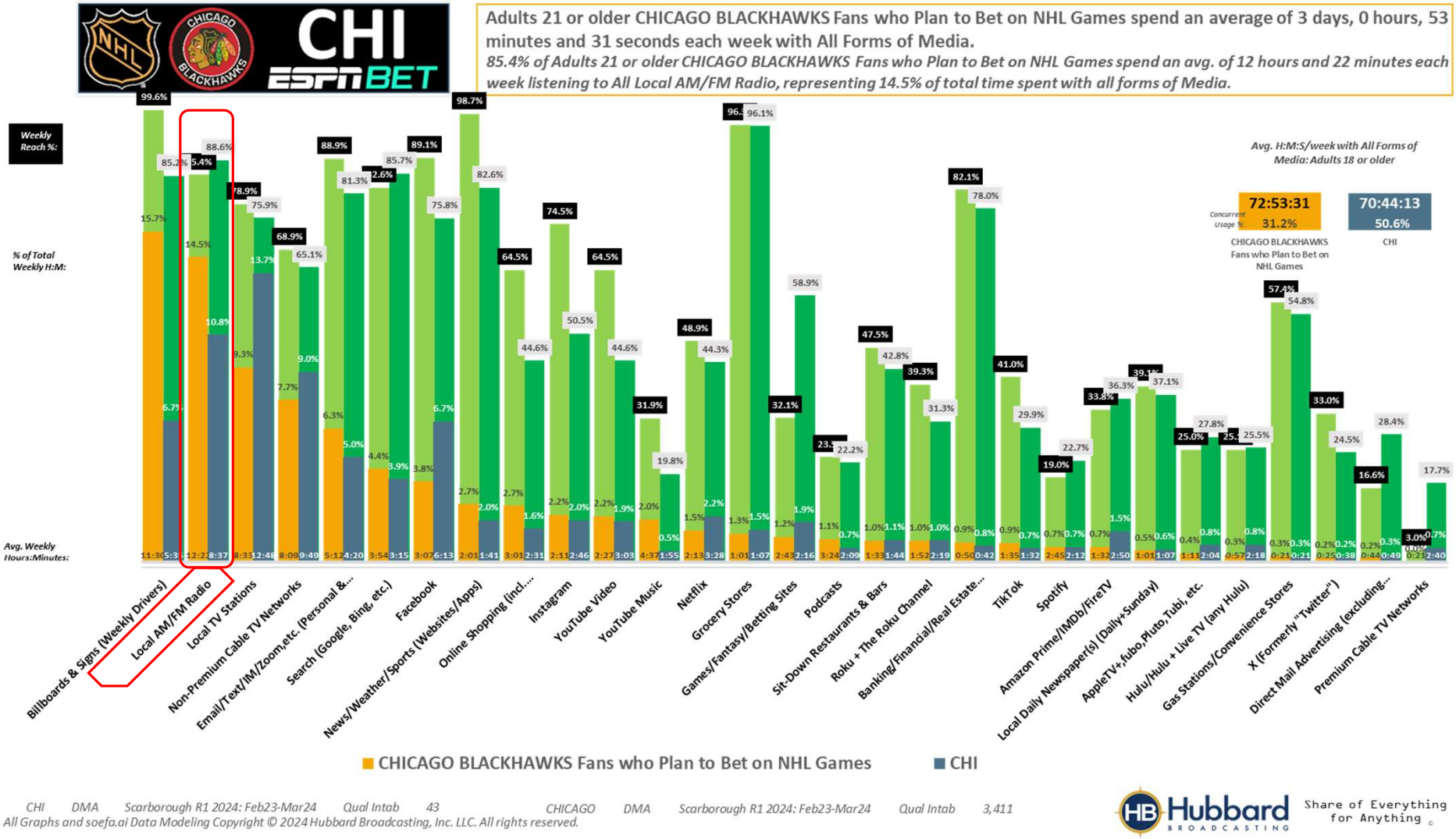


Past 3-Months Payment Methods Used: Adults 21 or older



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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

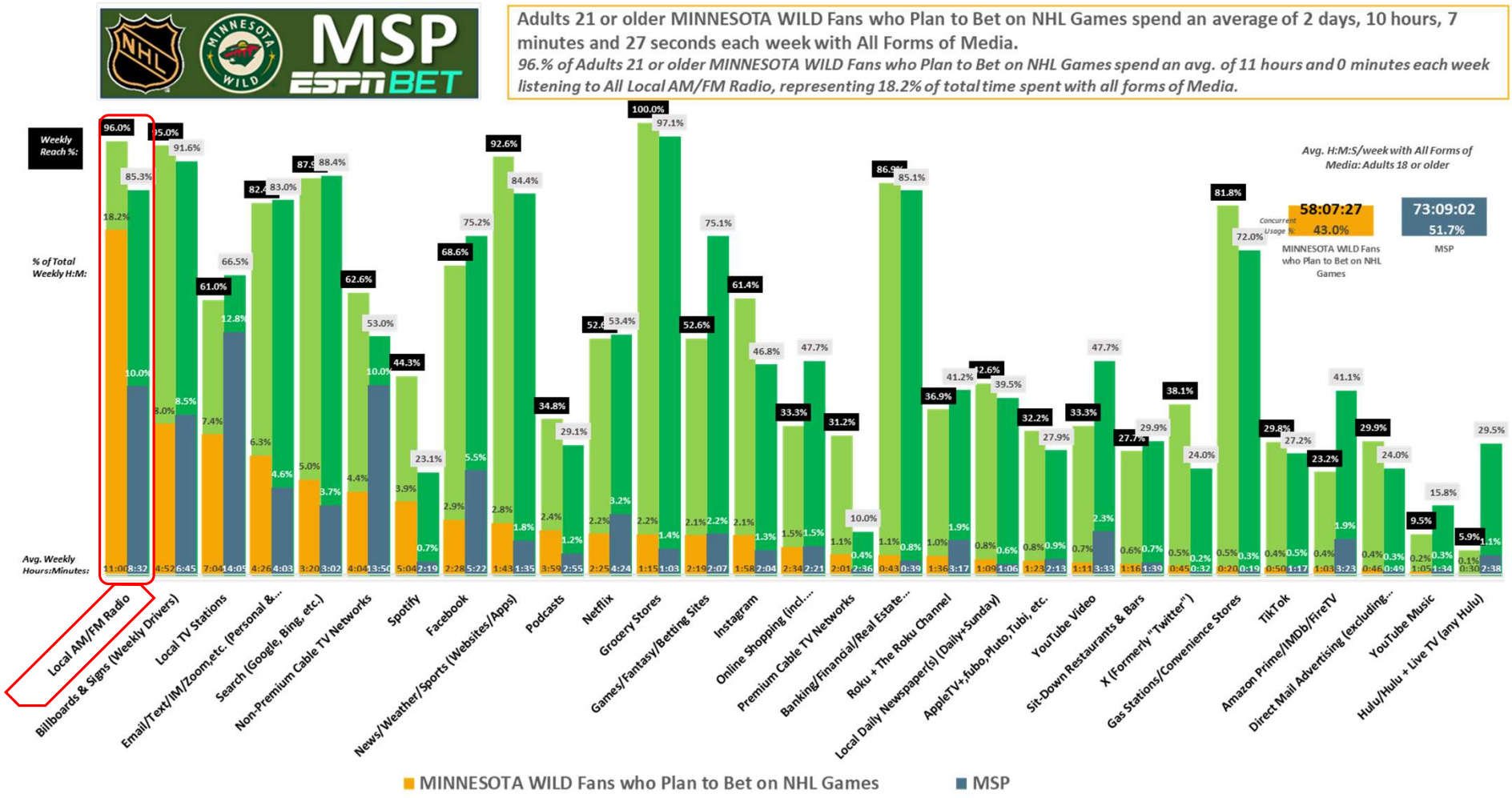


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

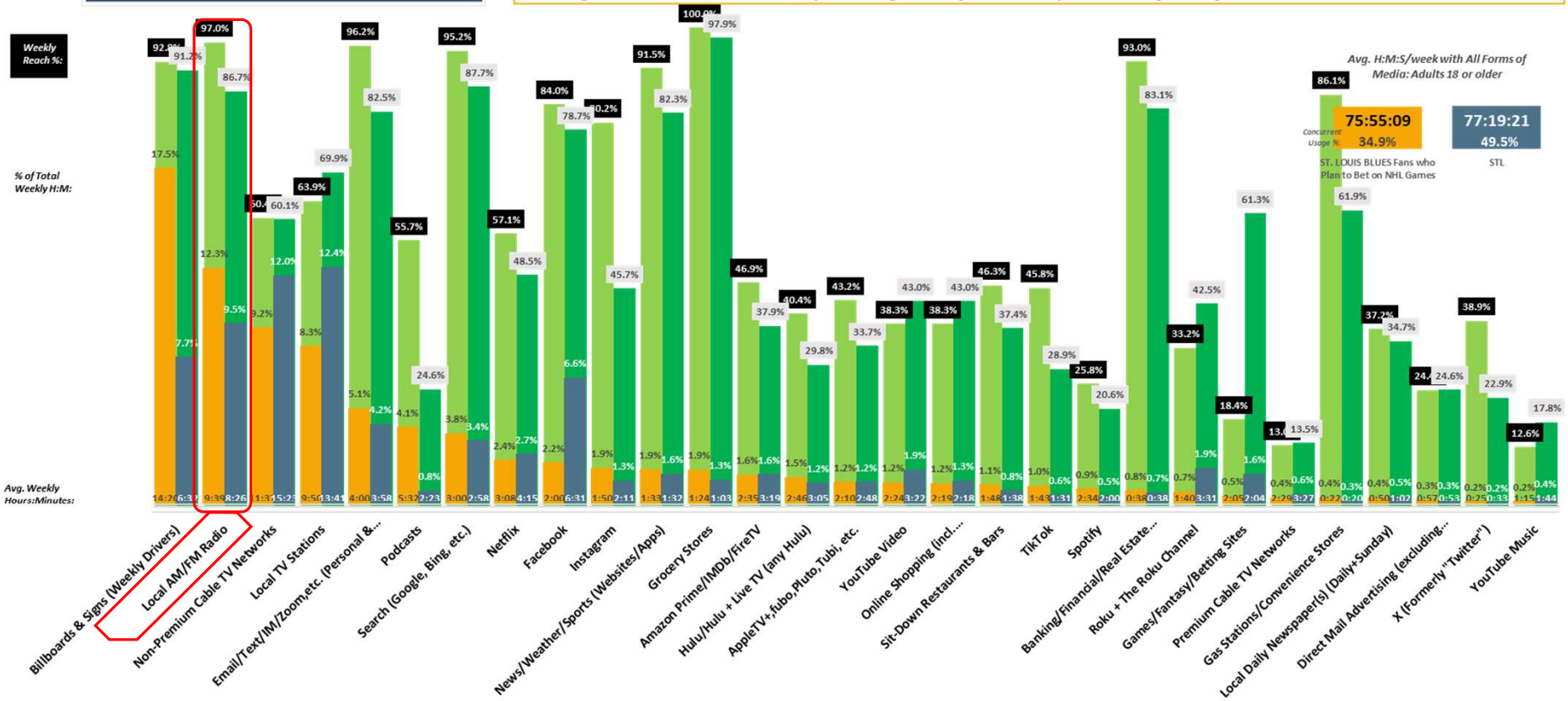
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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games spend an average of 3 days, 3 hours, 55 minutes and 9 seconds each week with All Forms of Media.

97.% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.

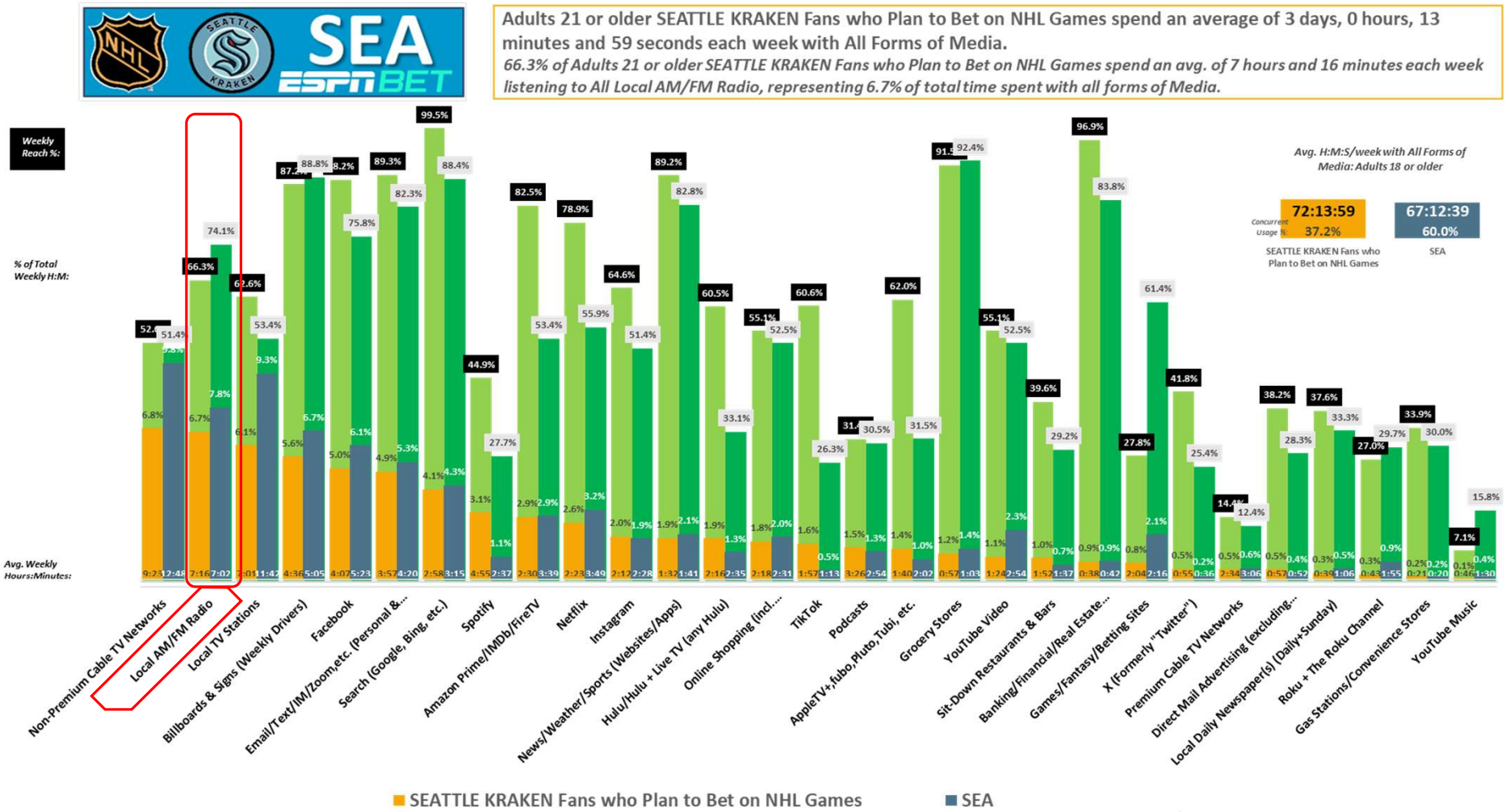


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



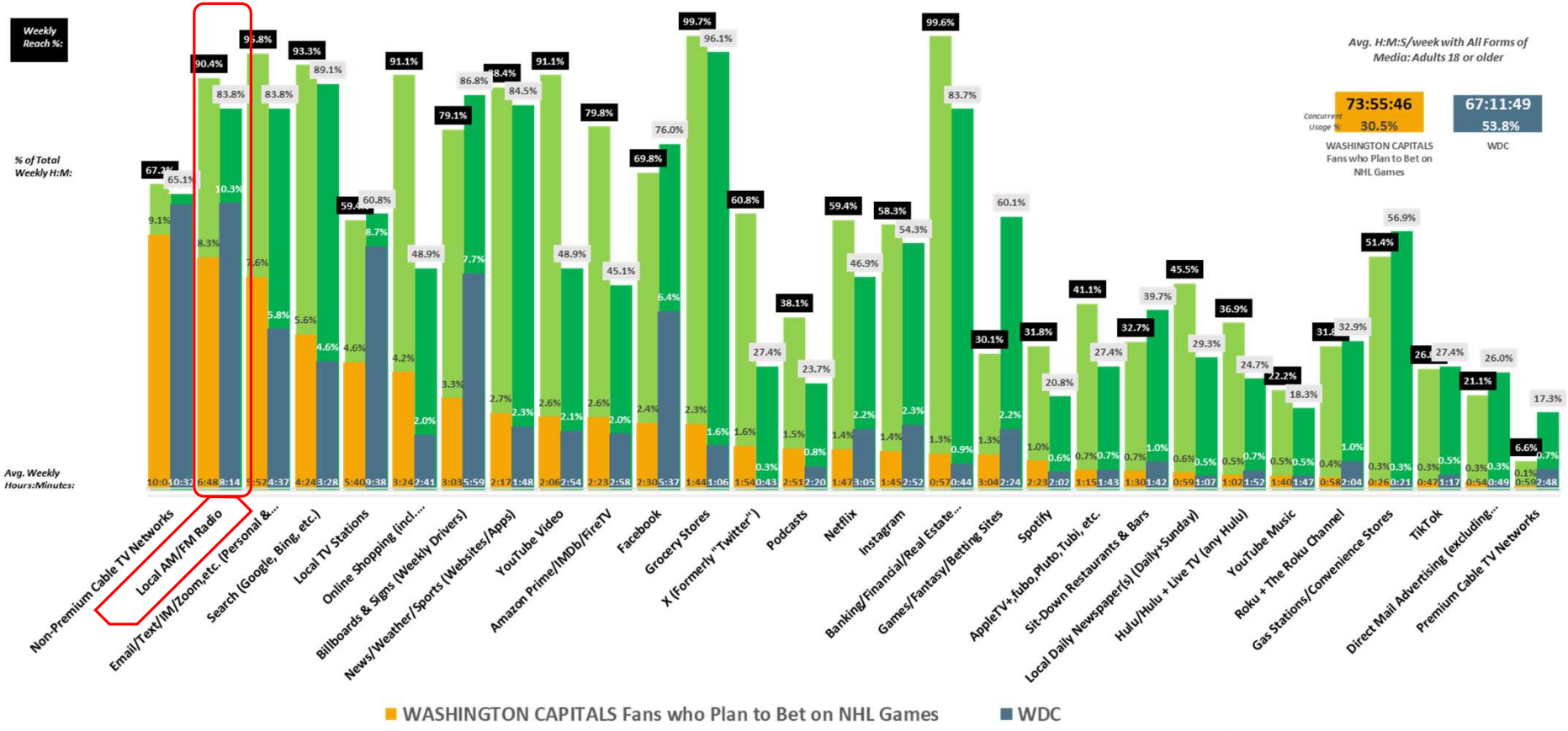
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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games spend an average of 3 days, 1 hours, 55 minutes and 46 seconds each week with All Forms of Media.

90.4% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games spend an avg. of 6 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.

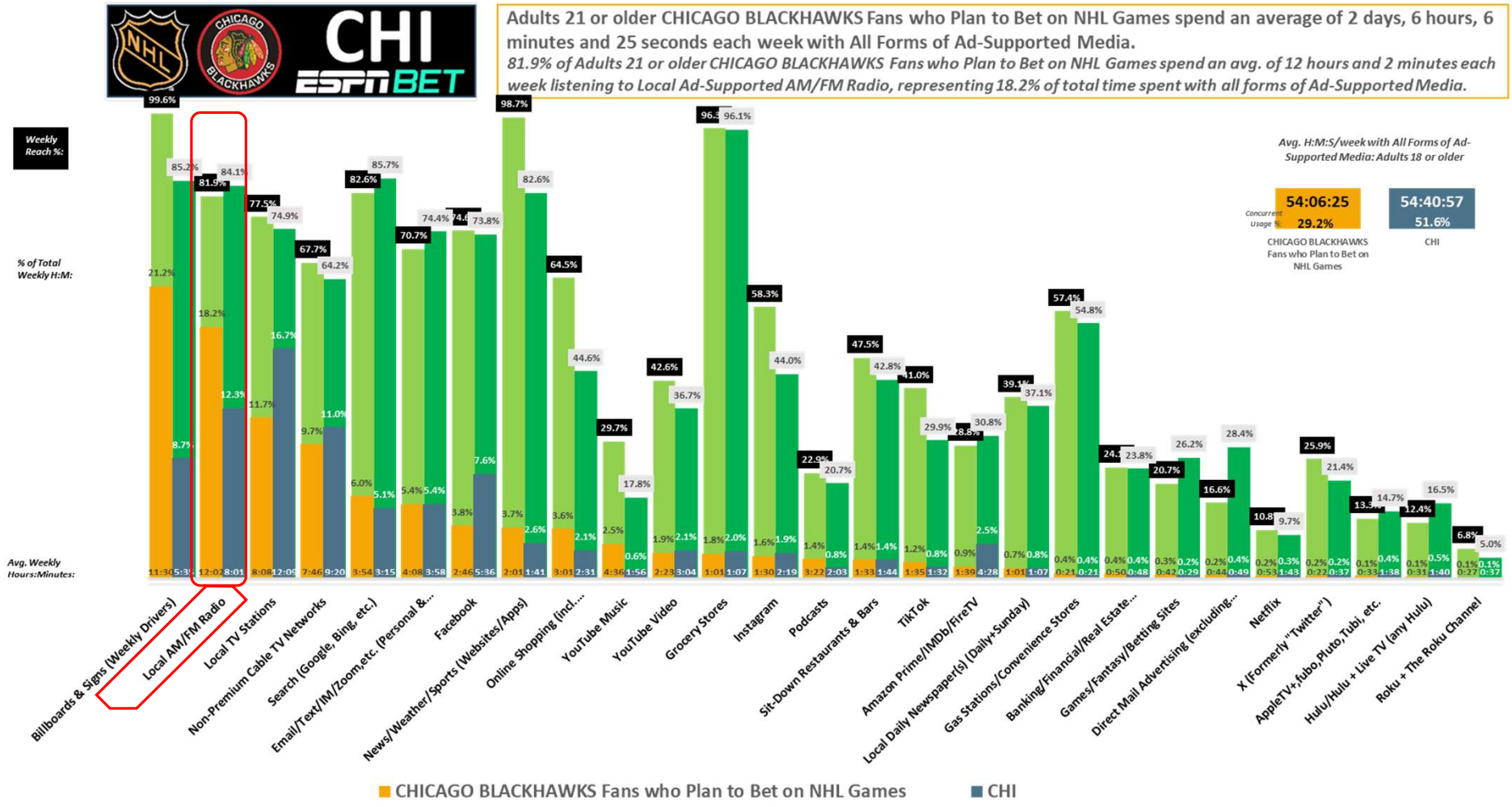


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

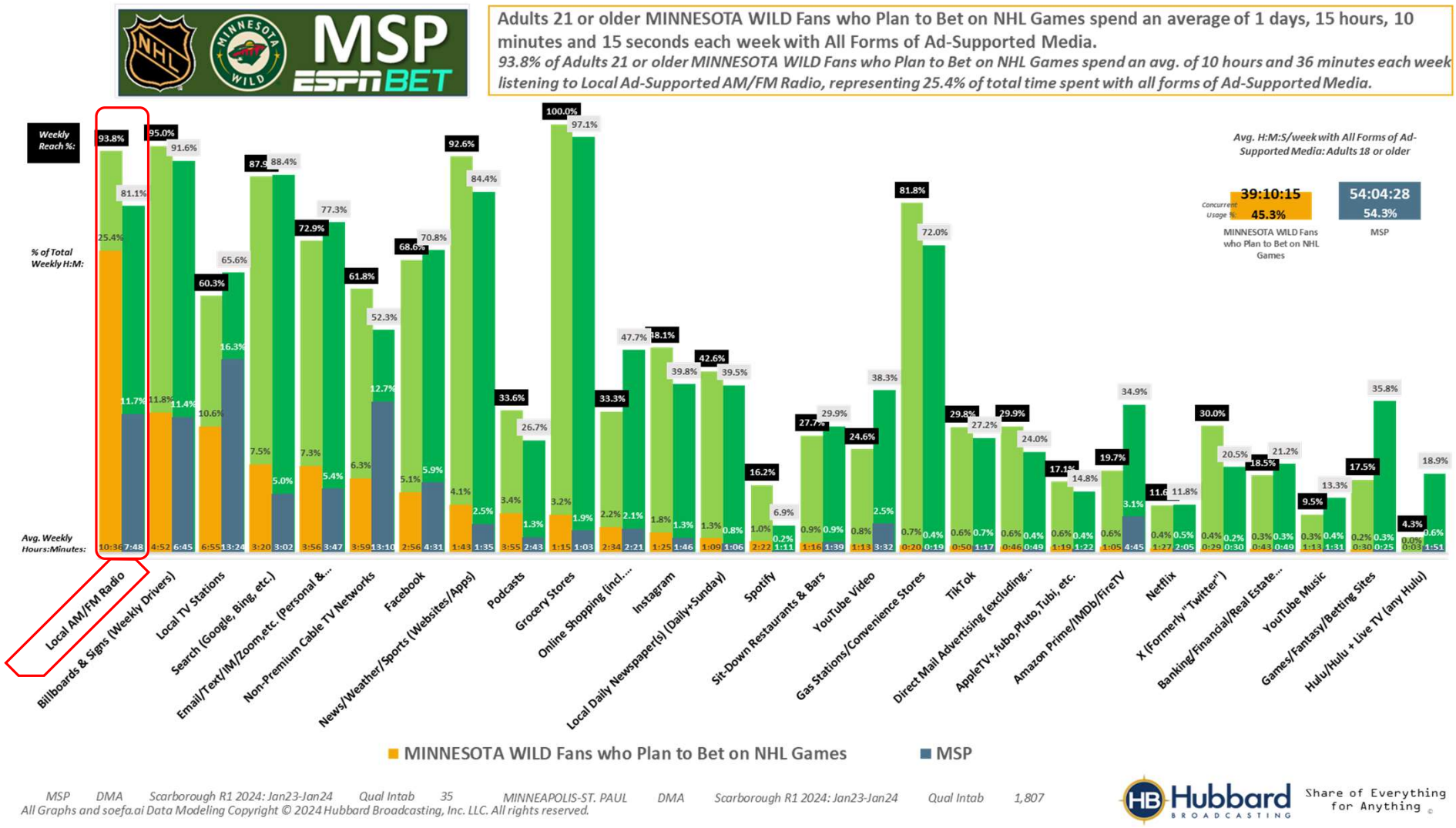


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

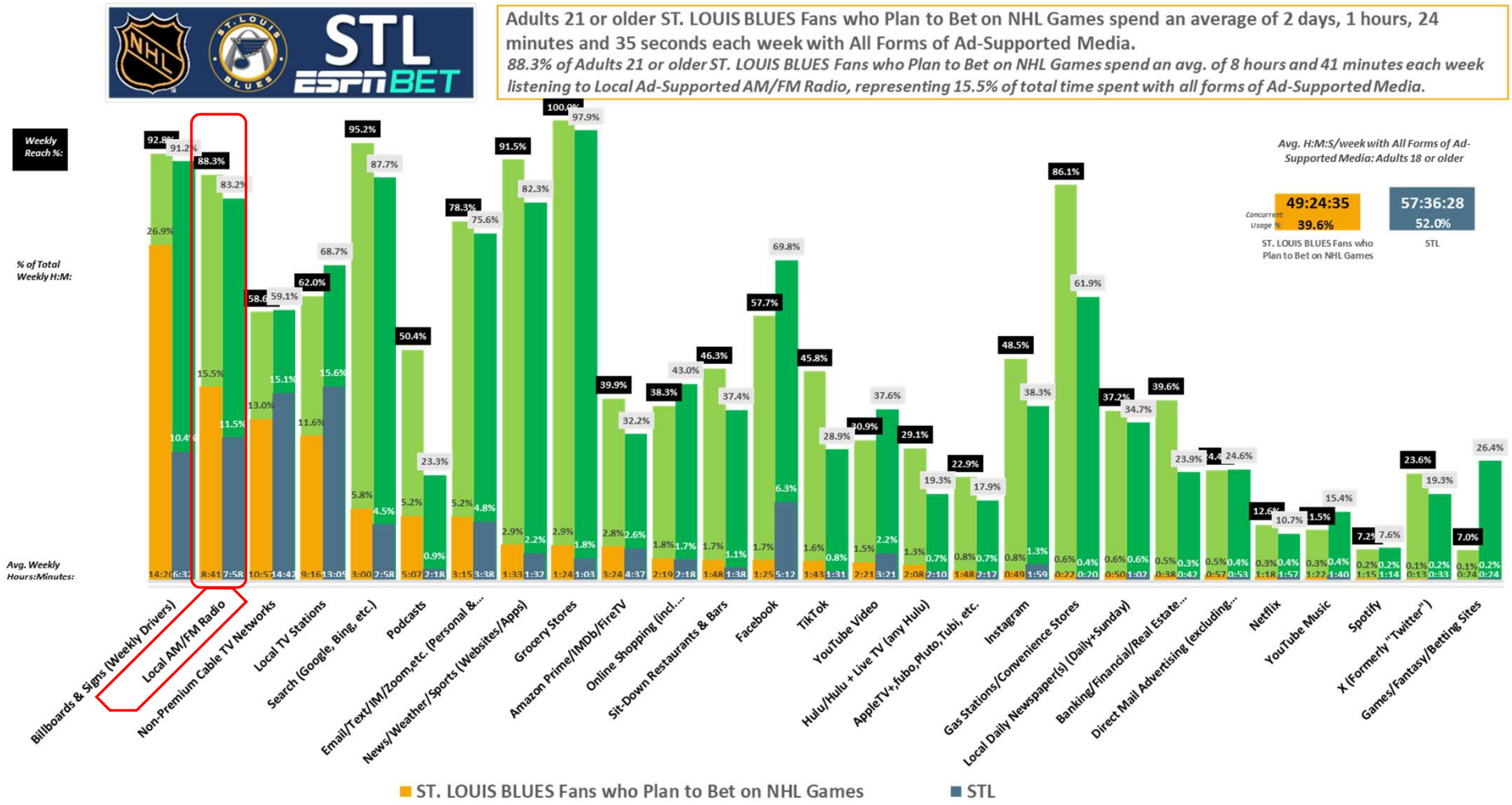


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

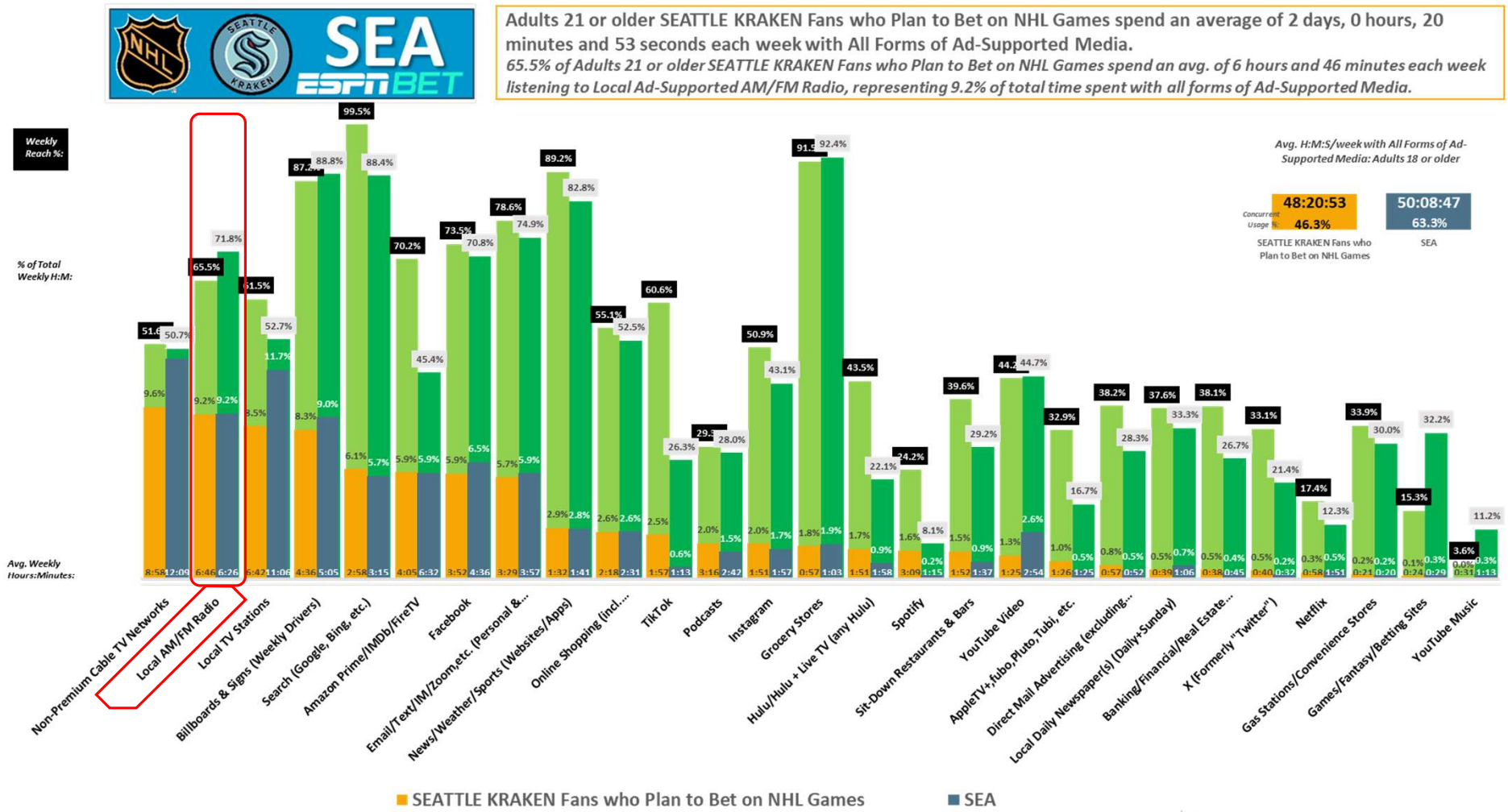


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

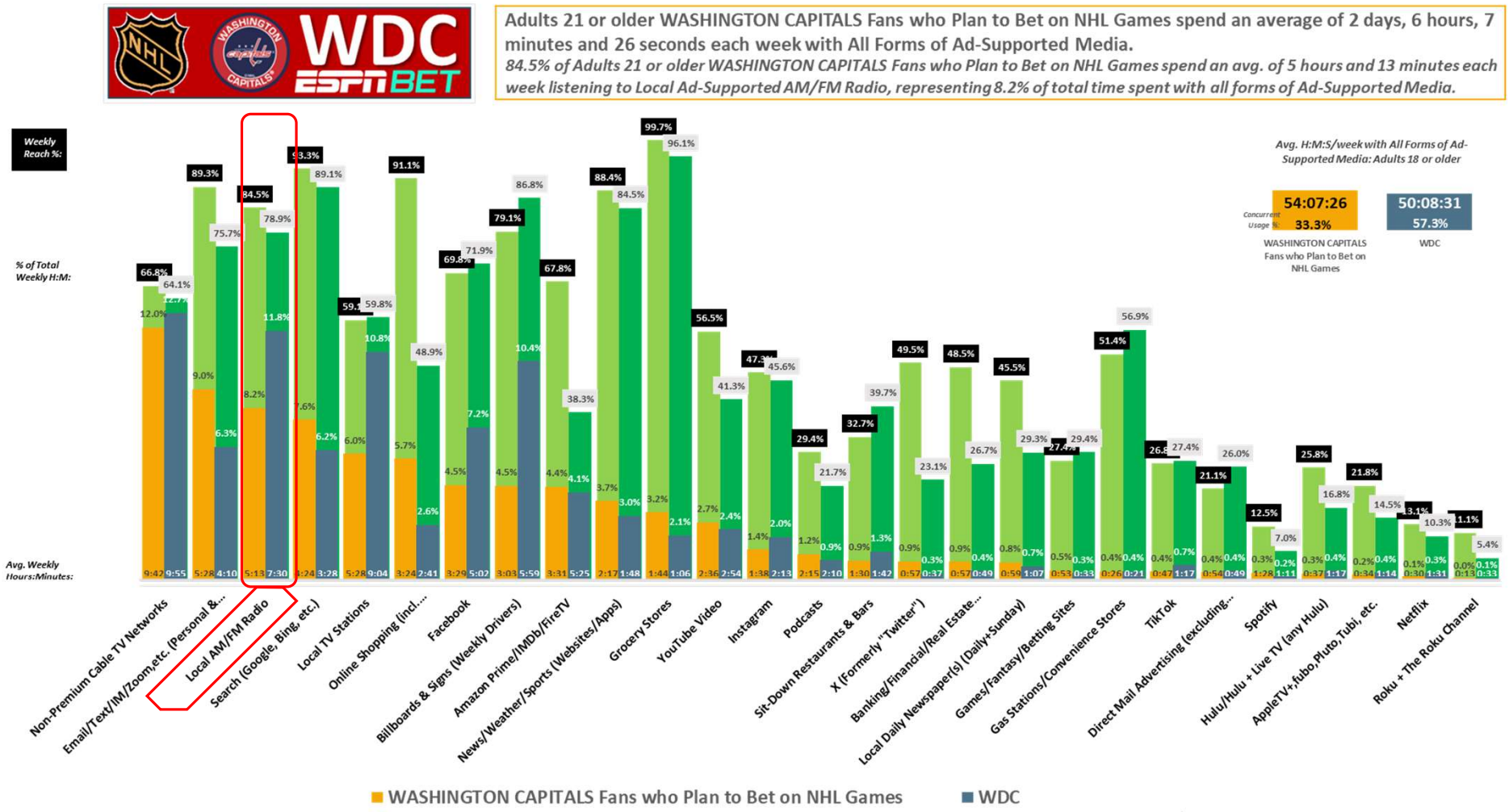


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

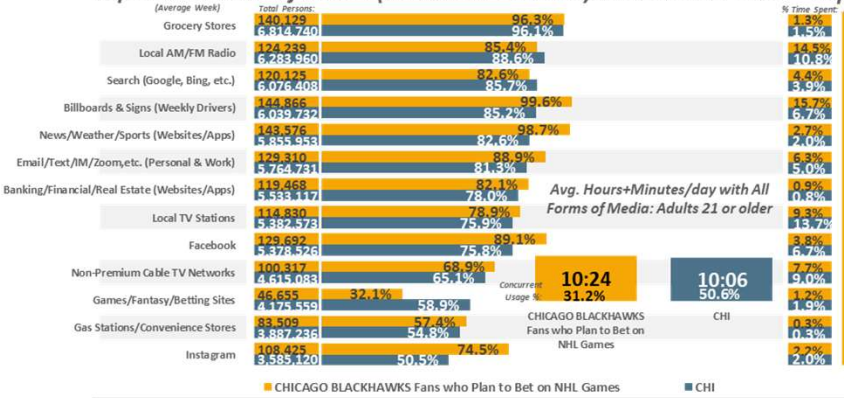
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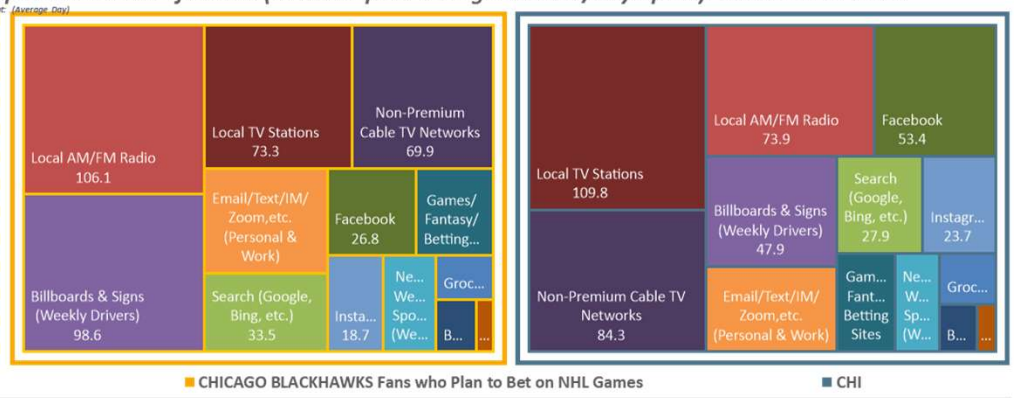
[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 103.1 minutes/day. *(Local Radio delivers 18.2% of Time with Ad-Supported Media.)*

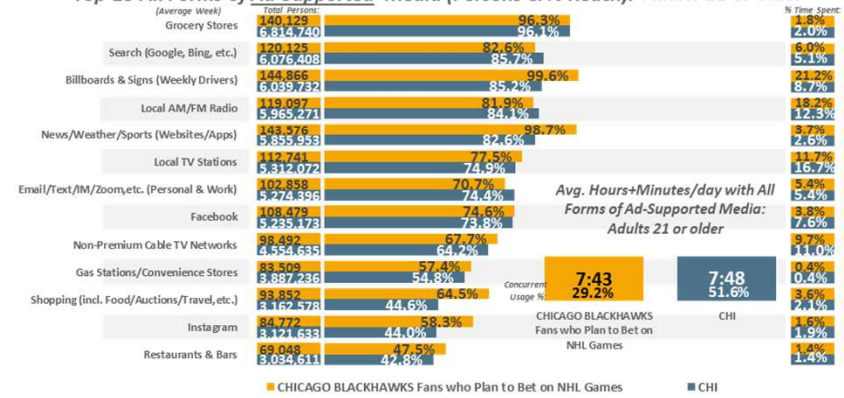
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



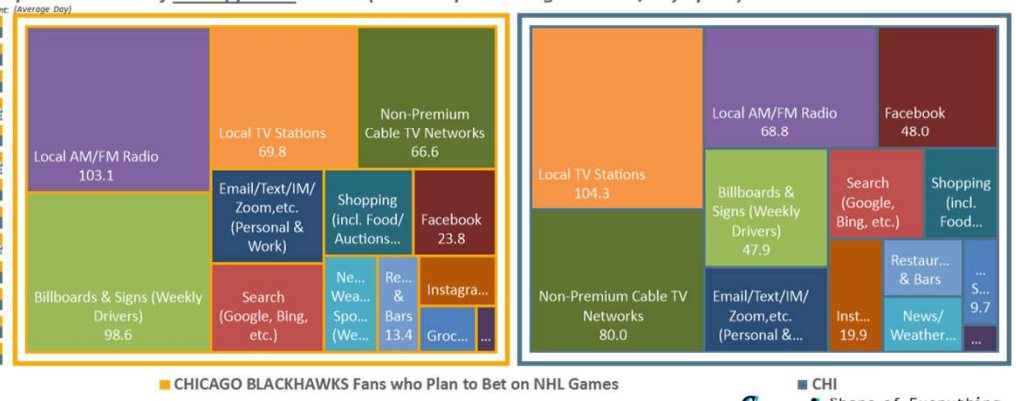
Top-13 All Forms of (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

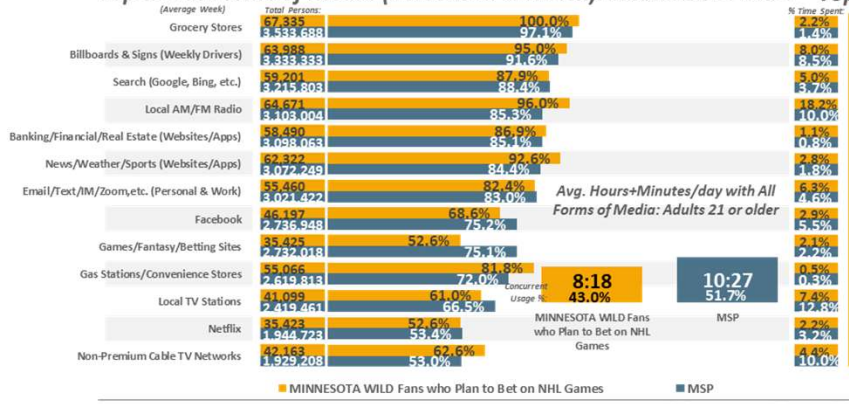
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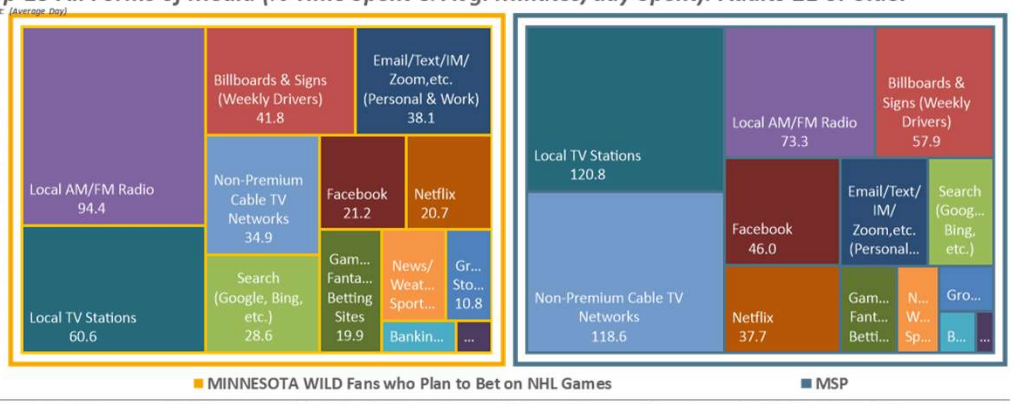
[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games spend an average of 5 hours and 35 minutes each day with All Forms of Ad-Supported Media. 93.8% listen to Local AM/FM Radio for an avg. of 90.9 minutes/day. *(Local Radio delivers 25.4% of Time with Ad-Supported Media.)*

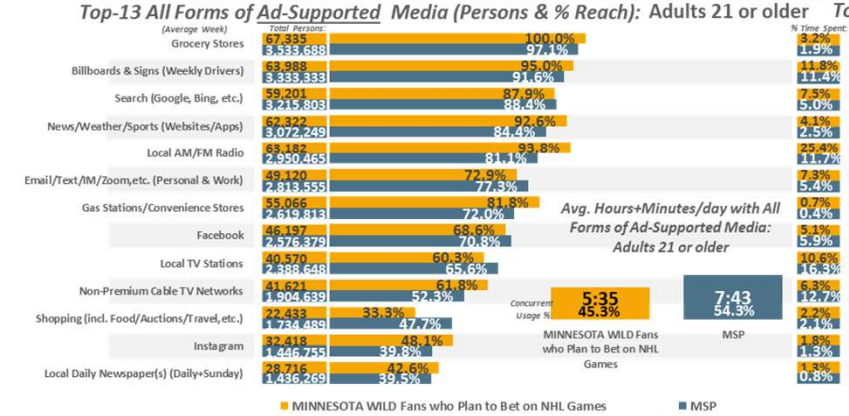
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



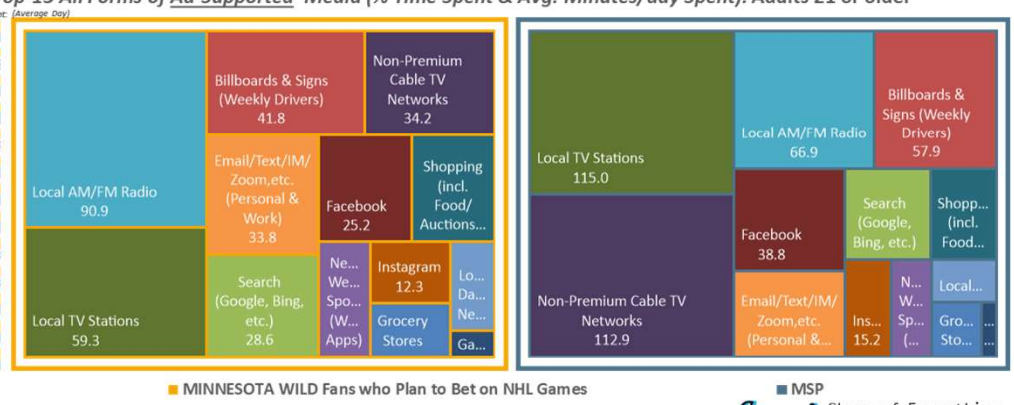
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

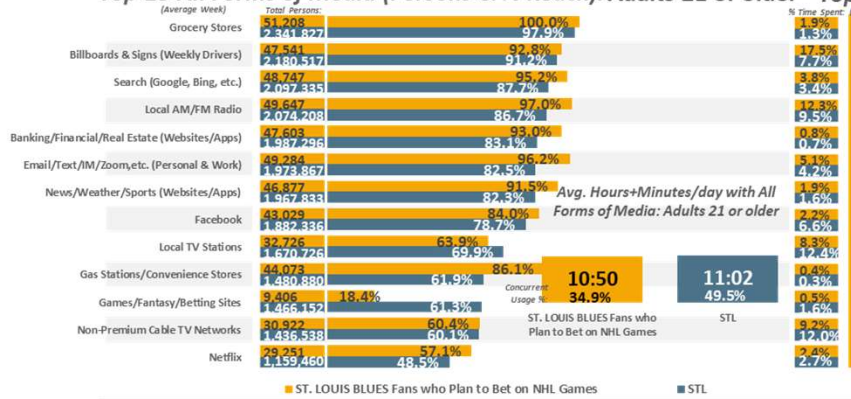
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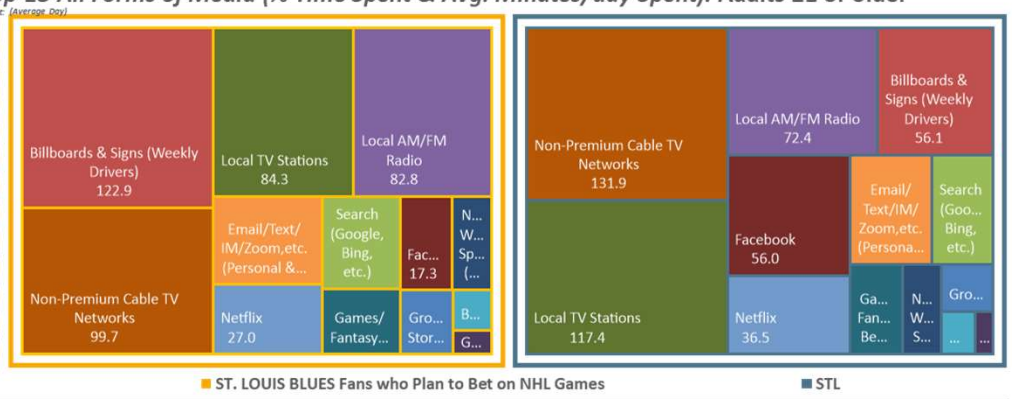
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 88.3% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 15.5% of Time with Ad-Supported Media.)*

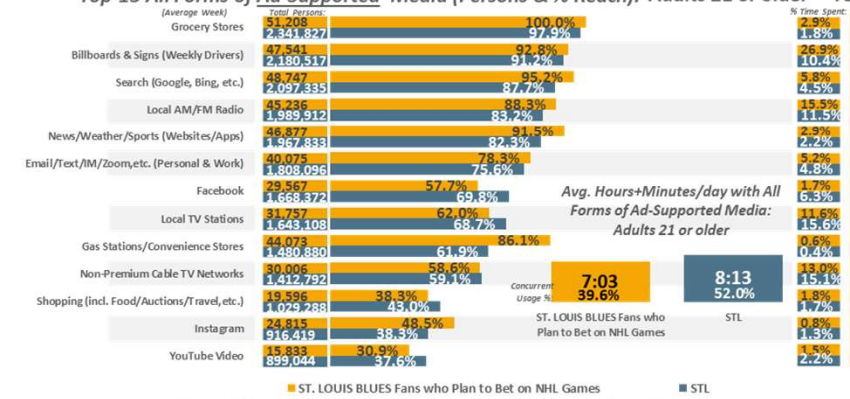
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



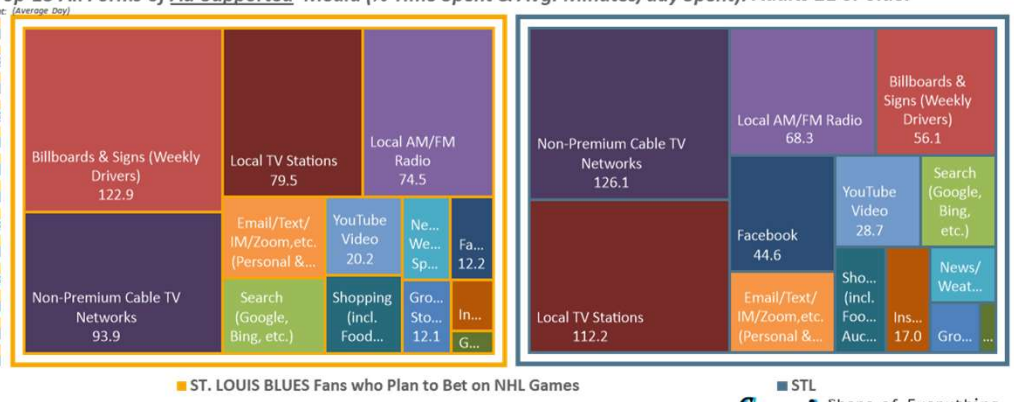
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

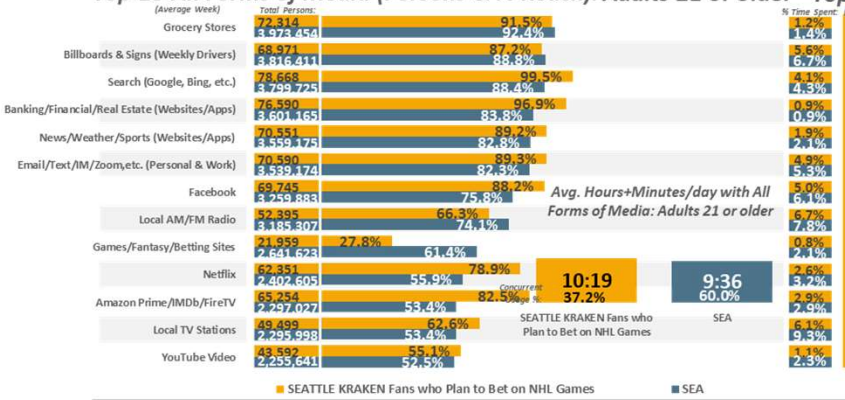
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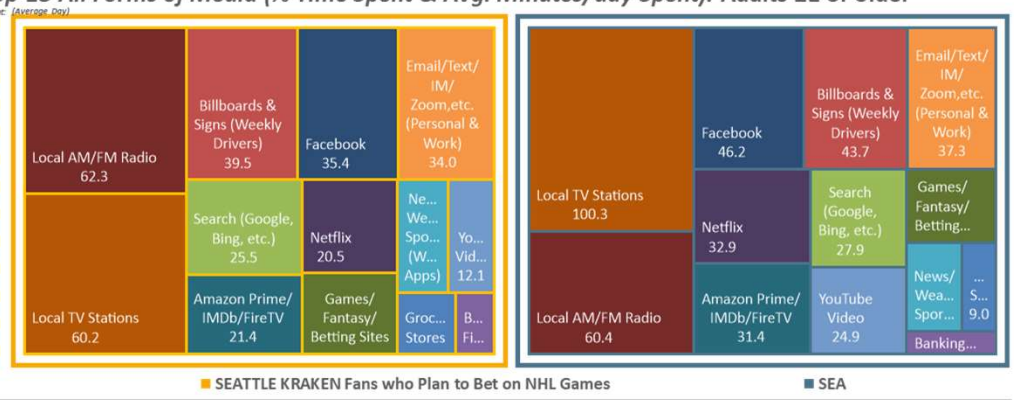
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 65.5% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

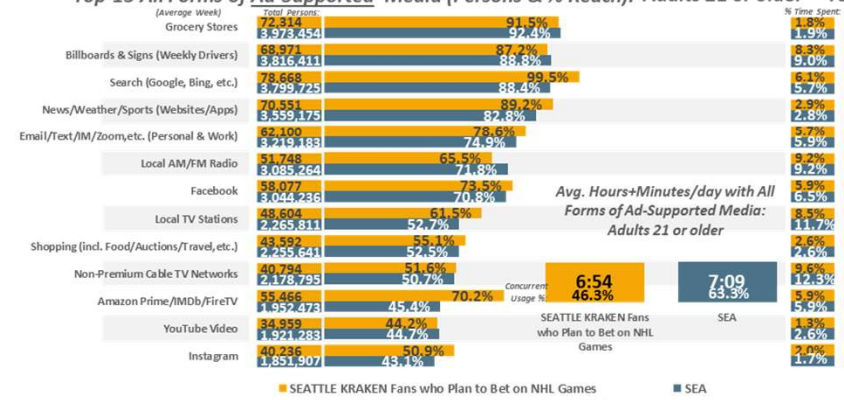
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



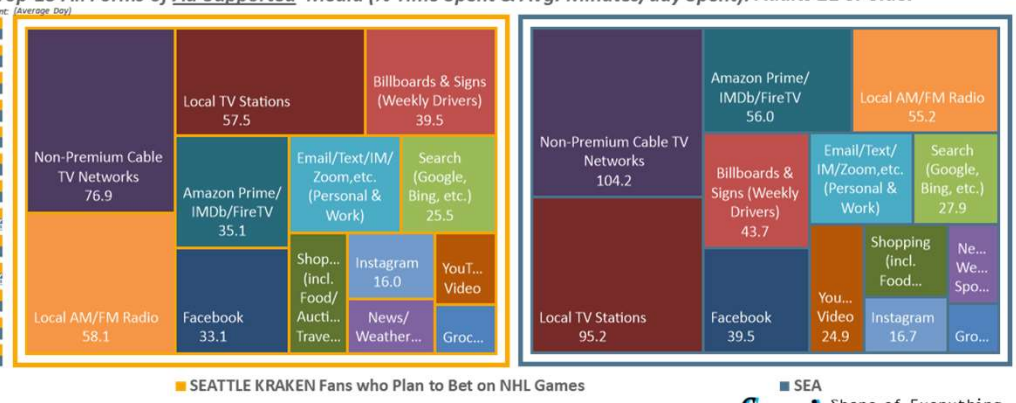
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



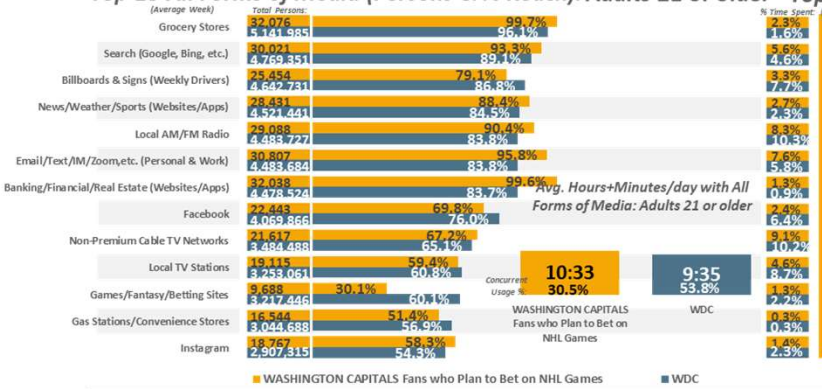
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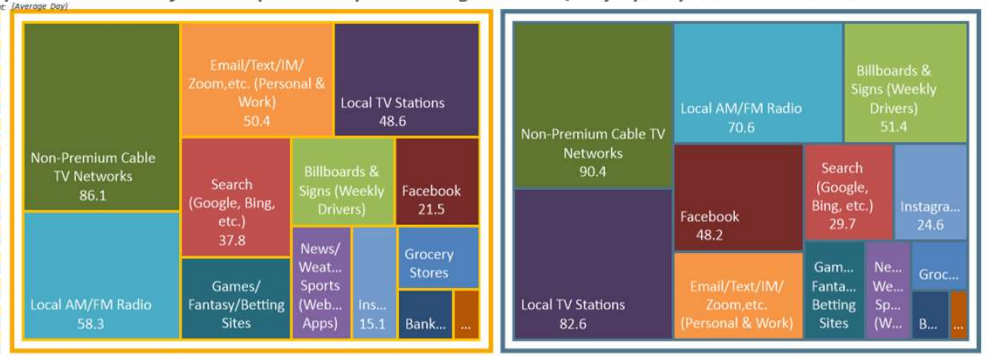
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 84.5% listen to Local AM/FM Radio for an avg. of 44.8 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

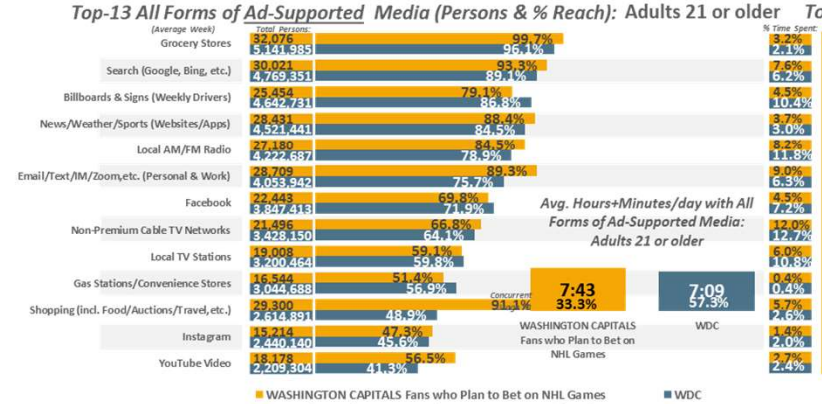
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



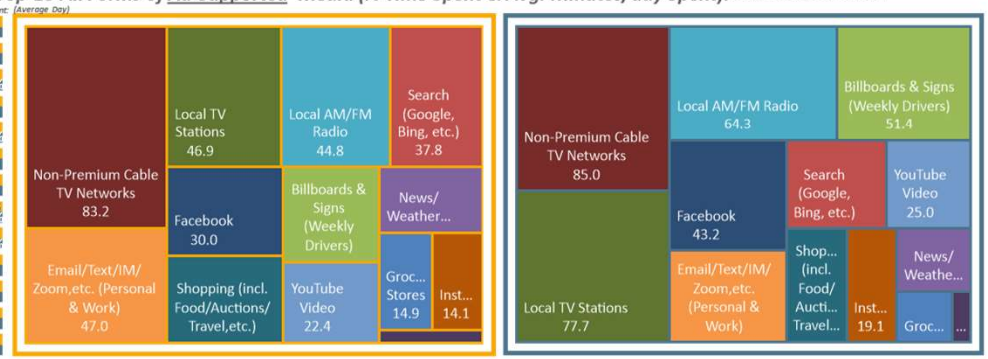
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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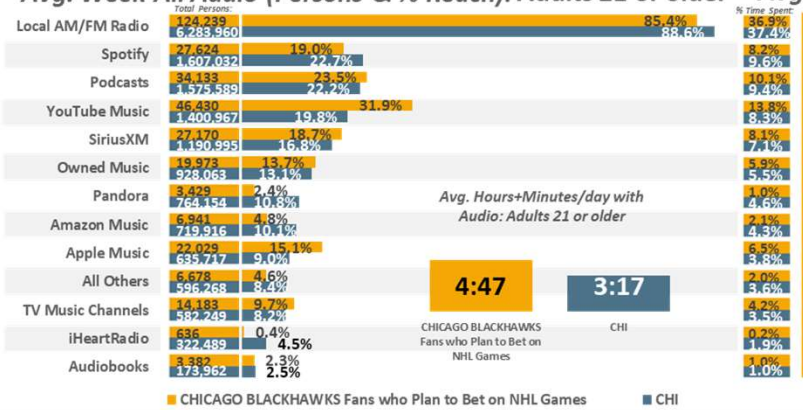
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

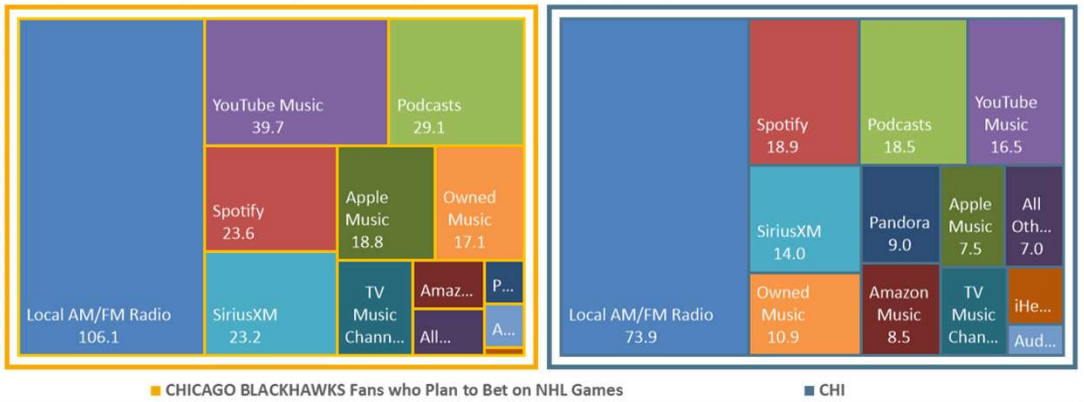


119,097 or 81.9% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 103.1 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

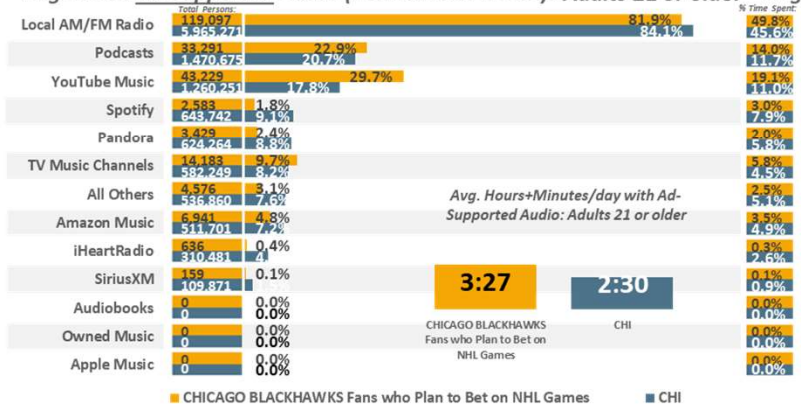
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



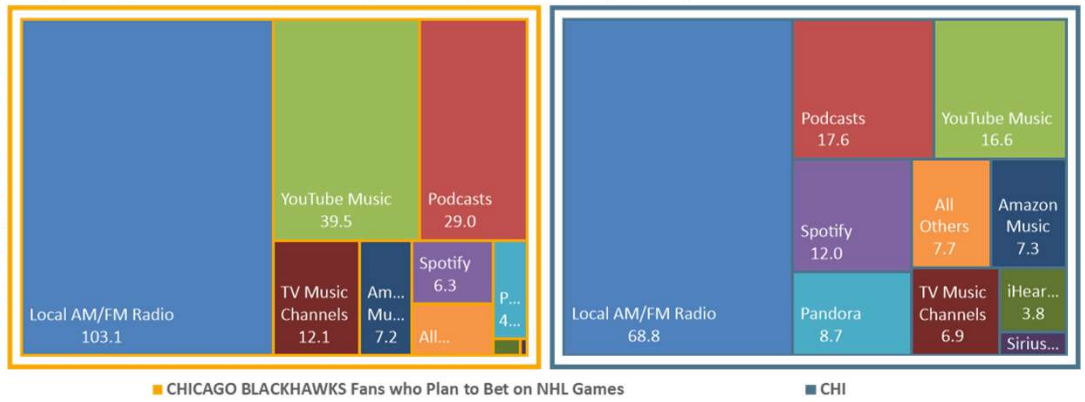
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

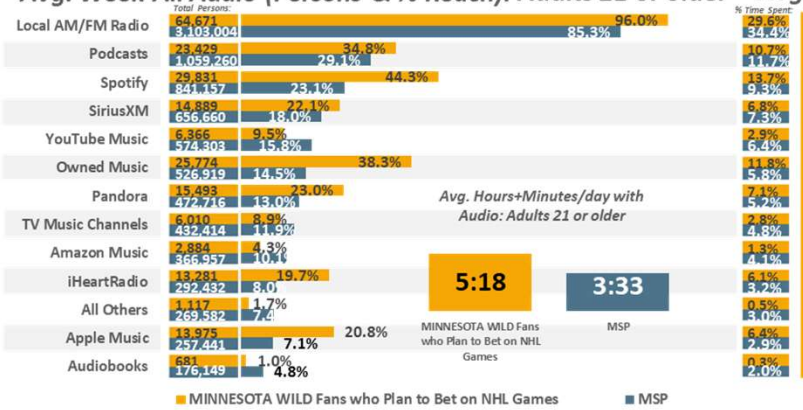
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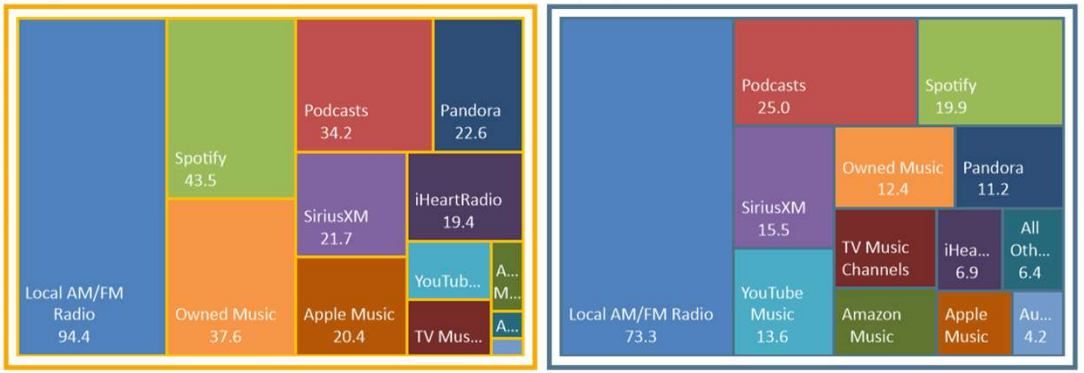
[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

63,182 or 93.8% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 90.9 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

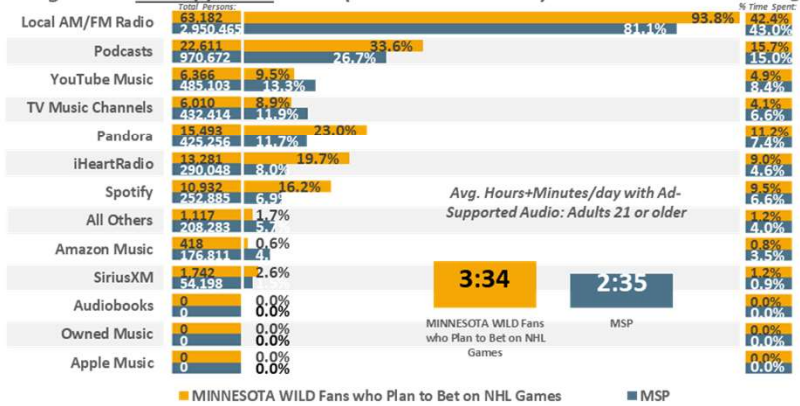
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



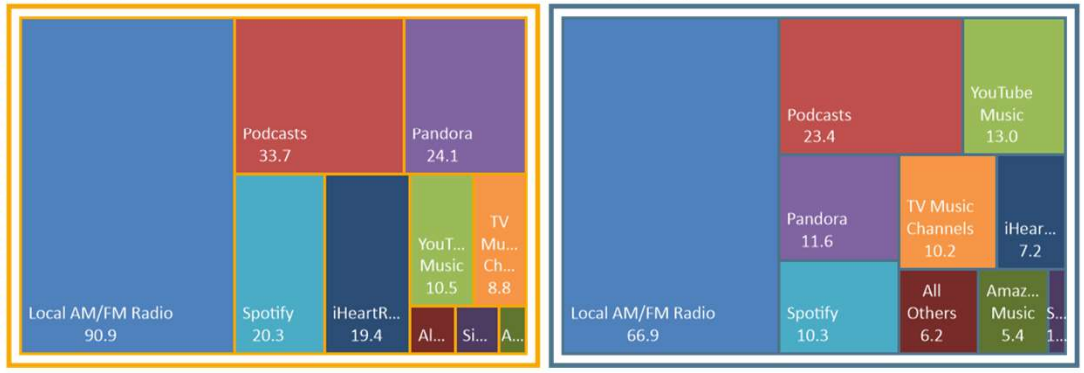
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

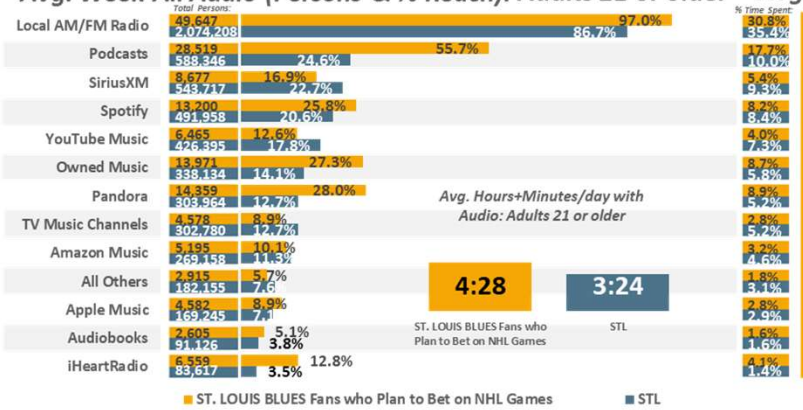
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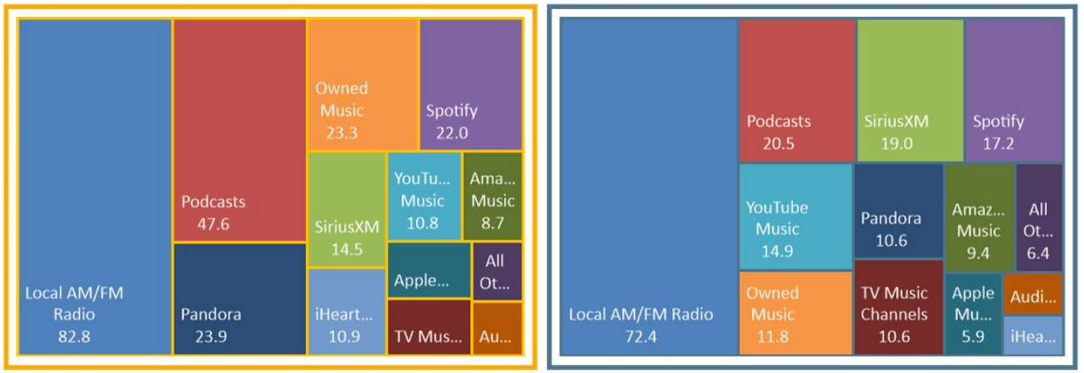
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

45,236 or 88.3% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

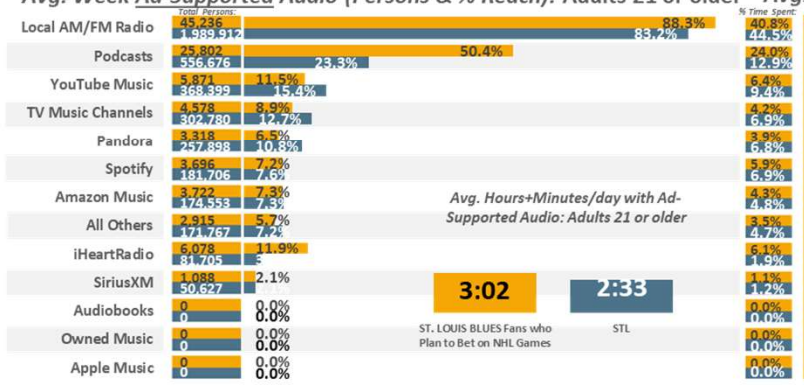
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



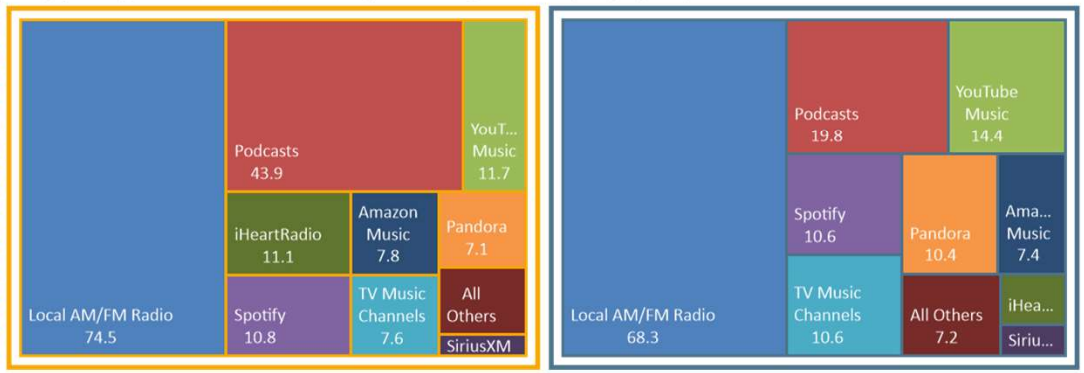
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

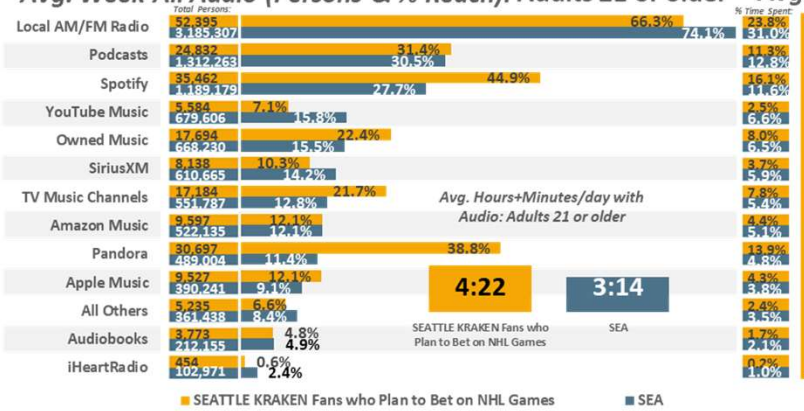
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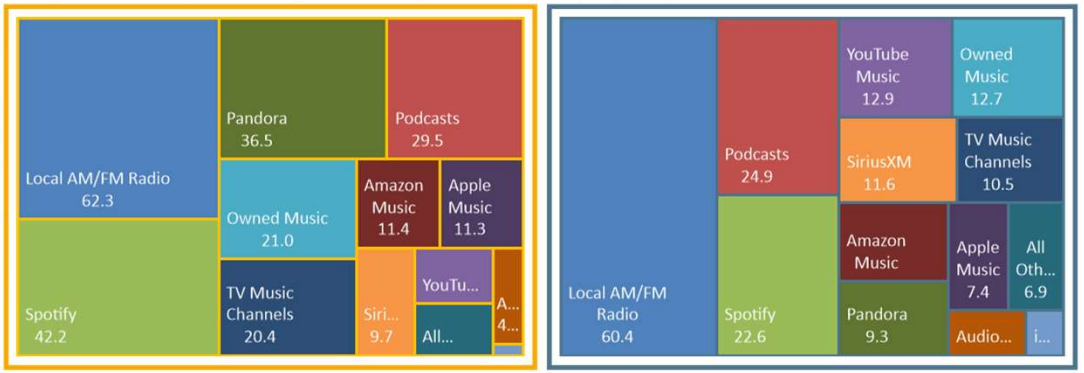
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

51,748 or 65.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.

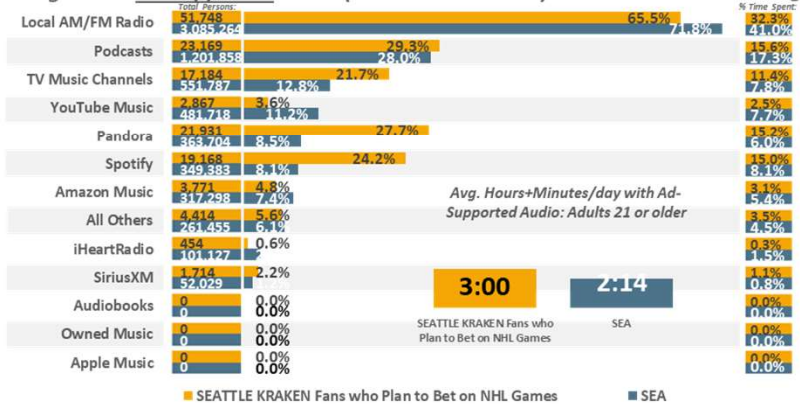
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



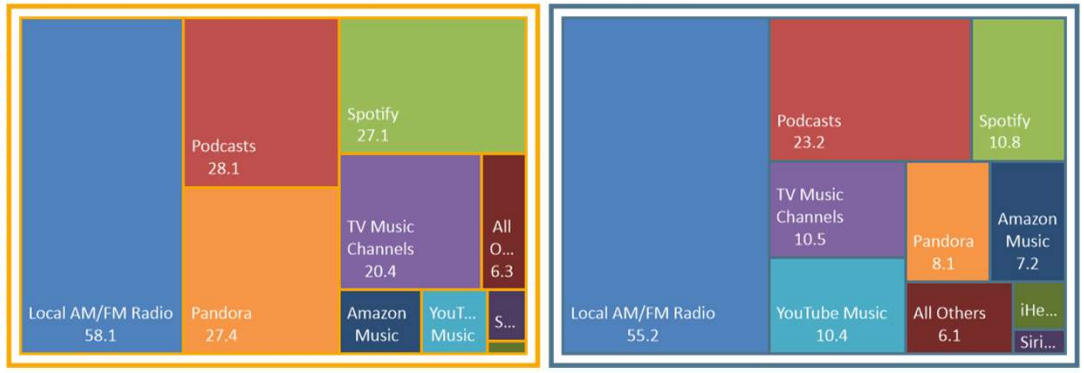
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

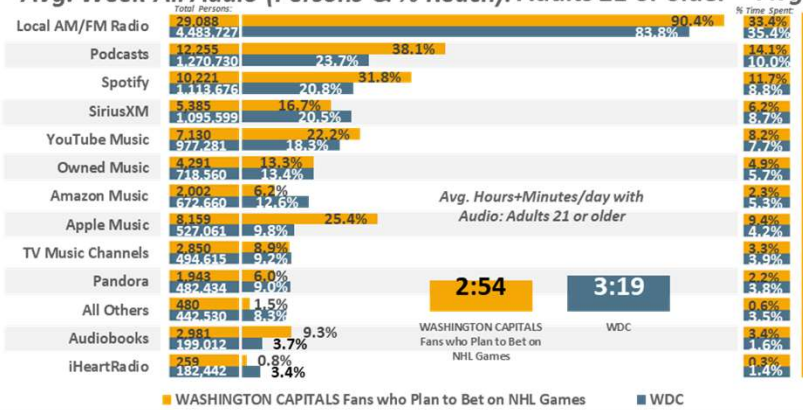
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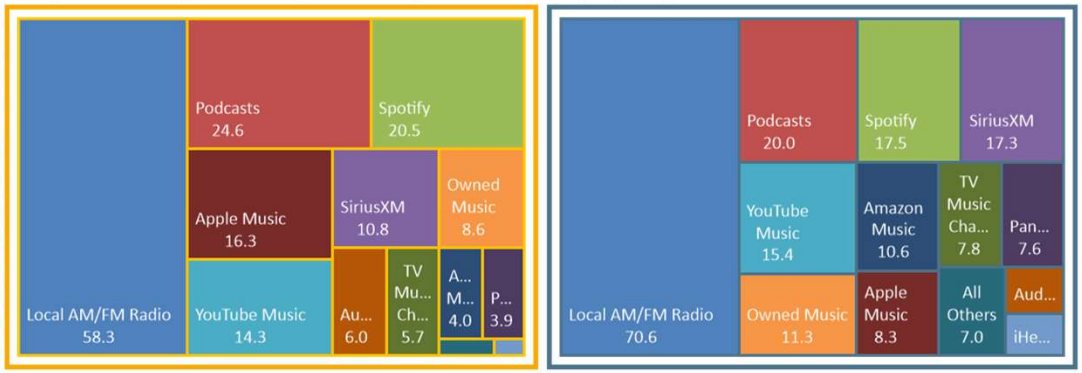
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

27,180 or 84.5% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 44.8 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

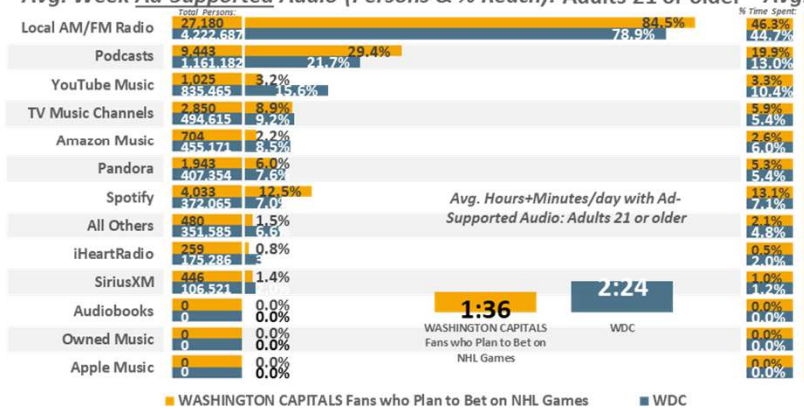
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



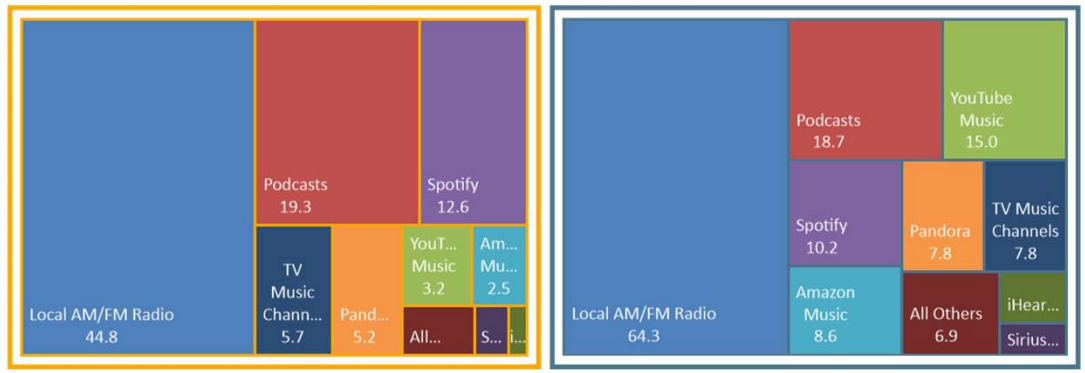
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



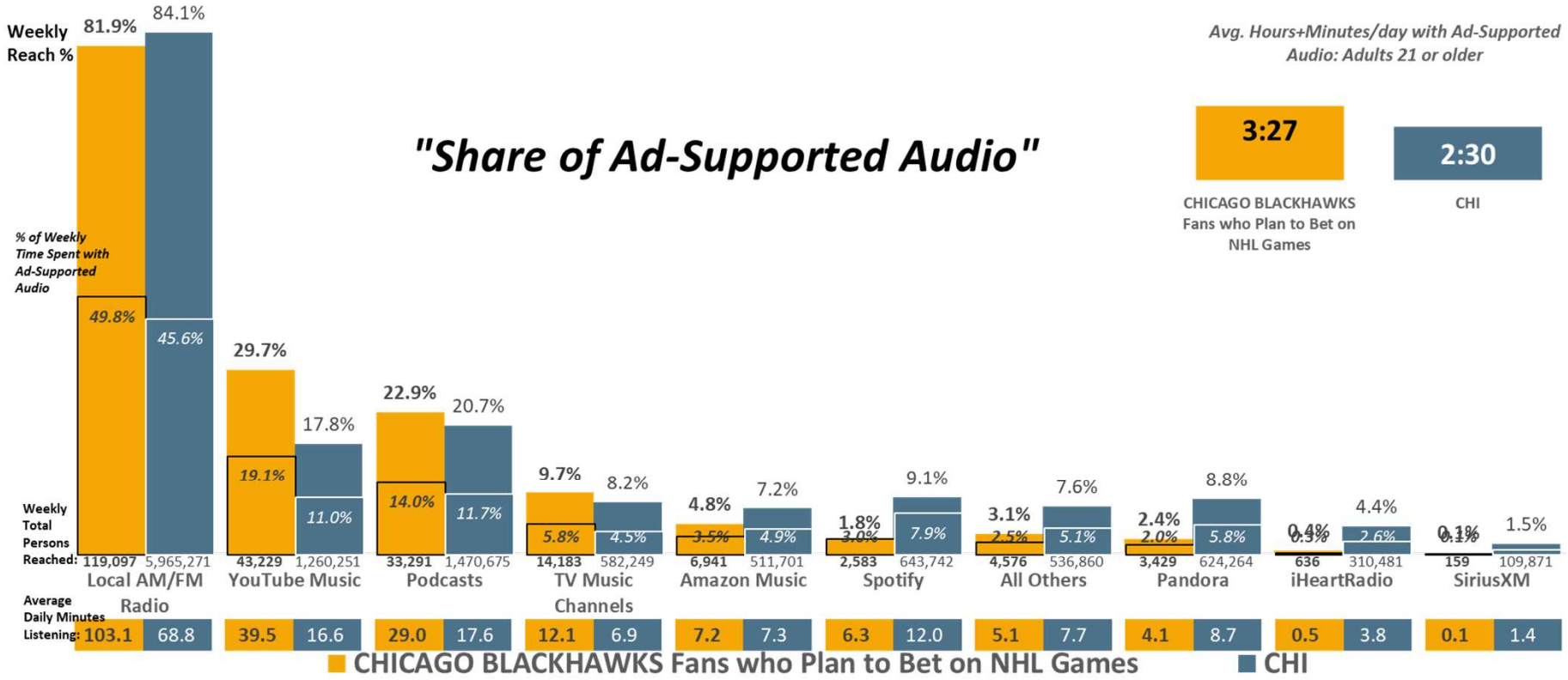
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

119,097 or 81.9% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 103.1 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.



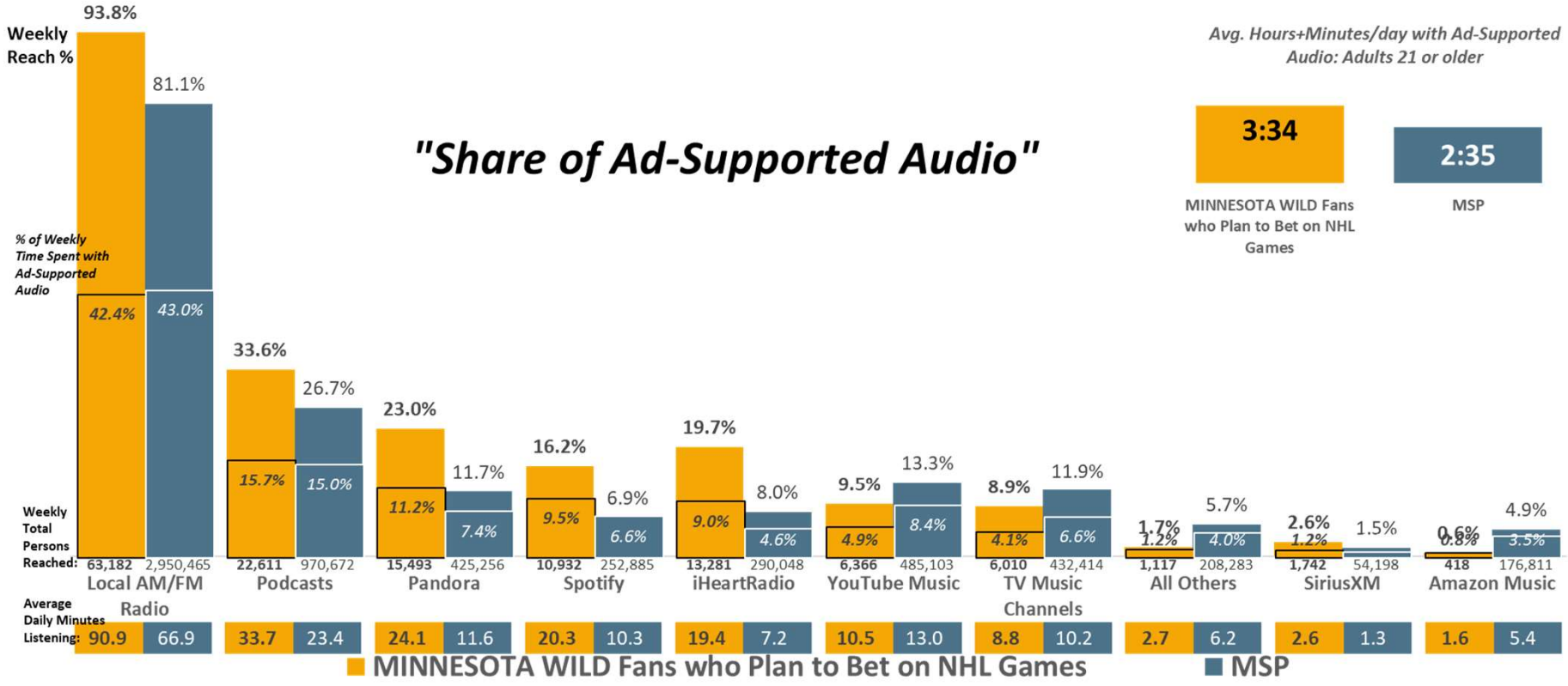
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

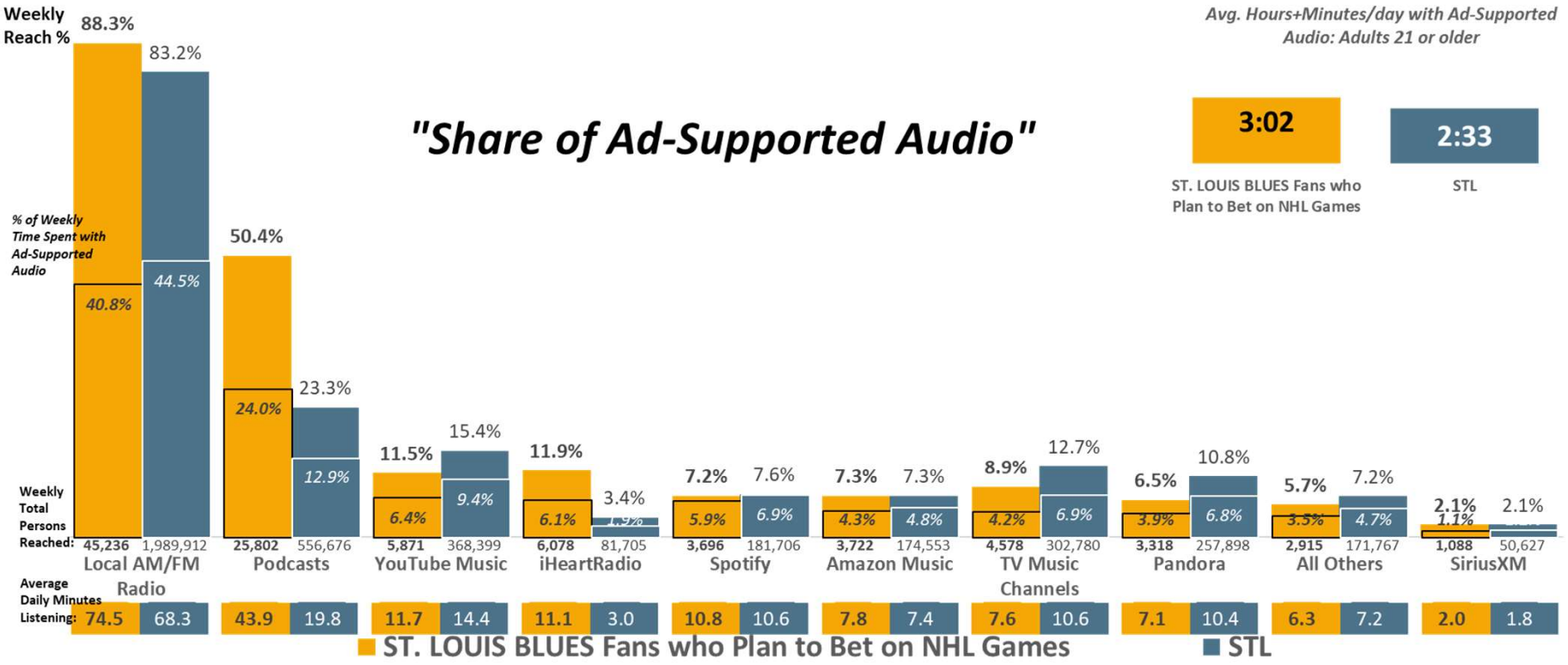
63,182 or 93.8% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 90.9 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807
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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

45,236 or 88.3% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



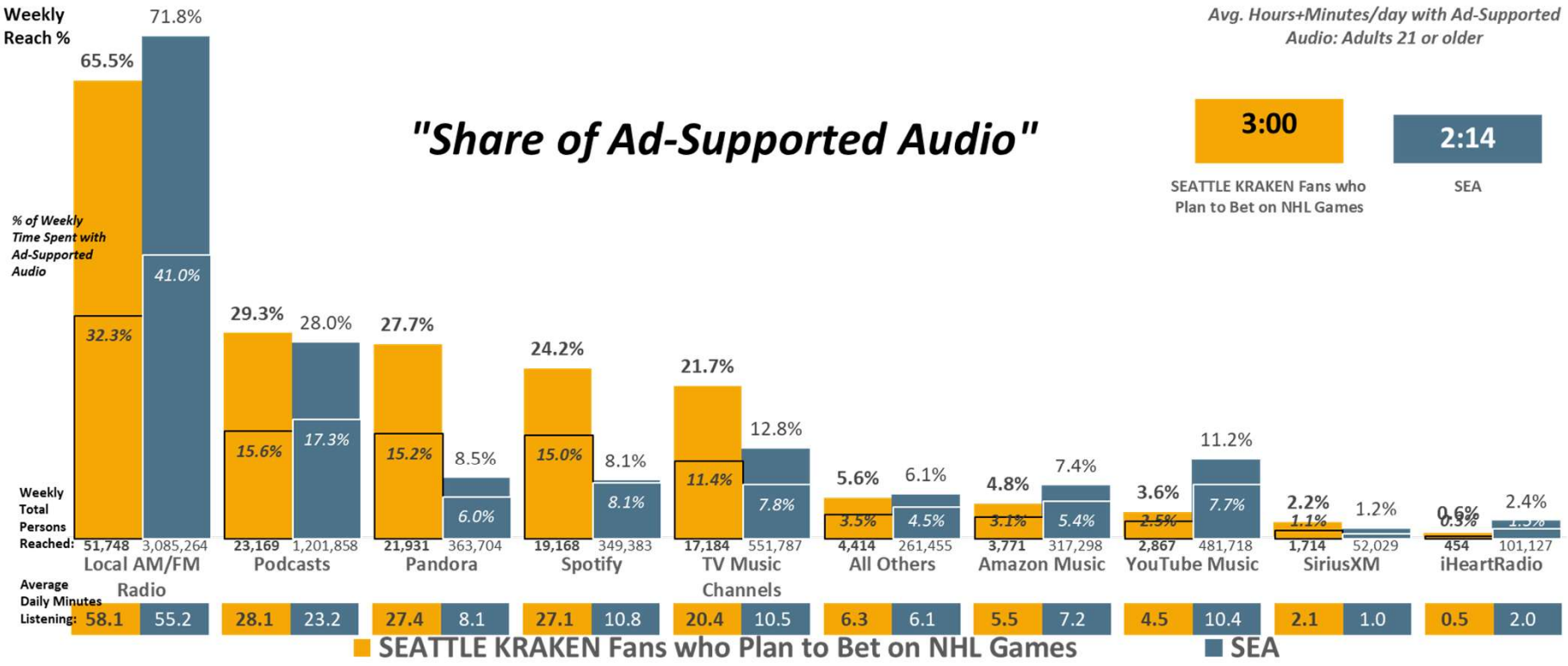
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

51,748 or 65.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.



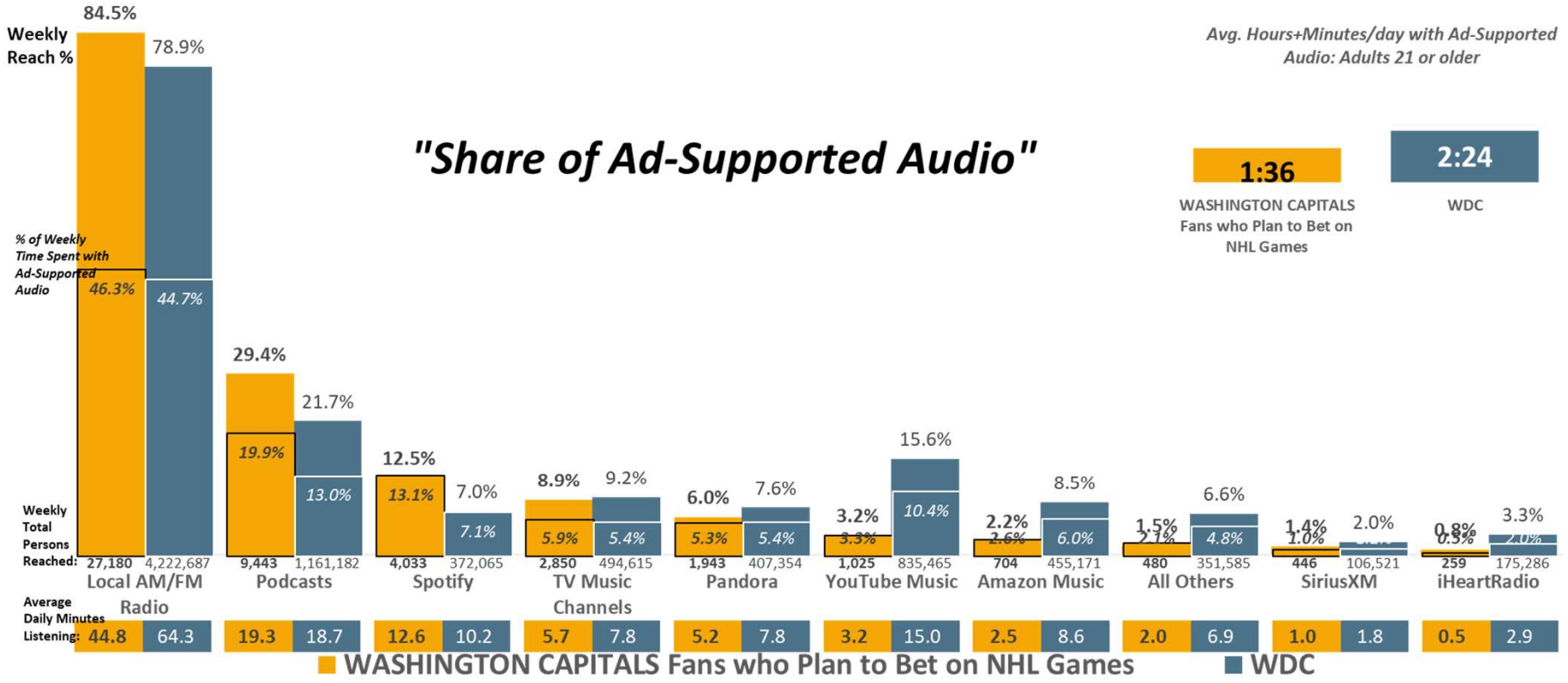
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

27,180 or 84.5% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio for an average of 44.8 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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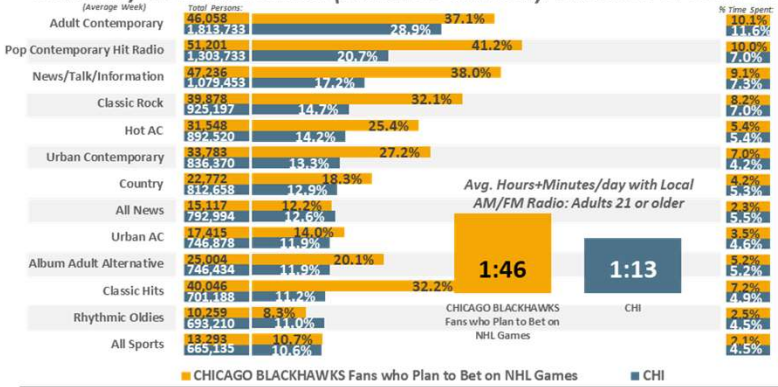
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

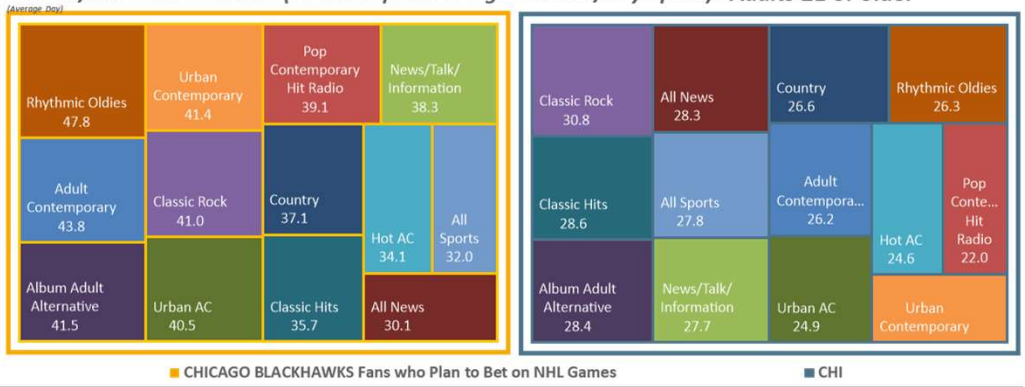


119,097 or 81.9% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, News/Talk/Information, Classic Hits, and Classic Ro

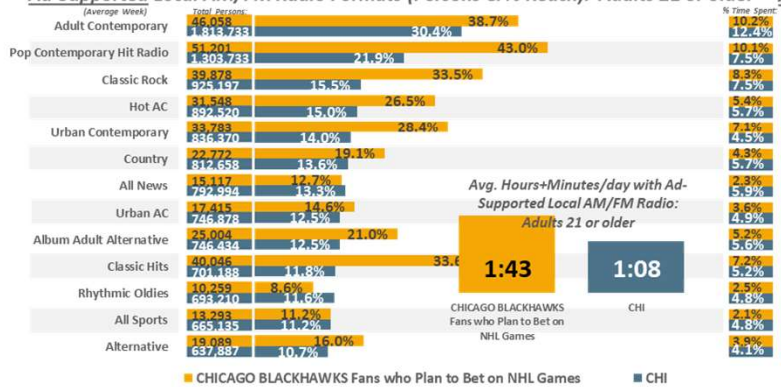
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

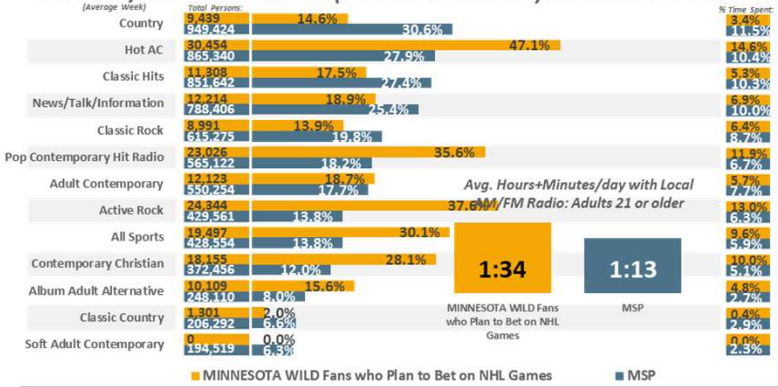
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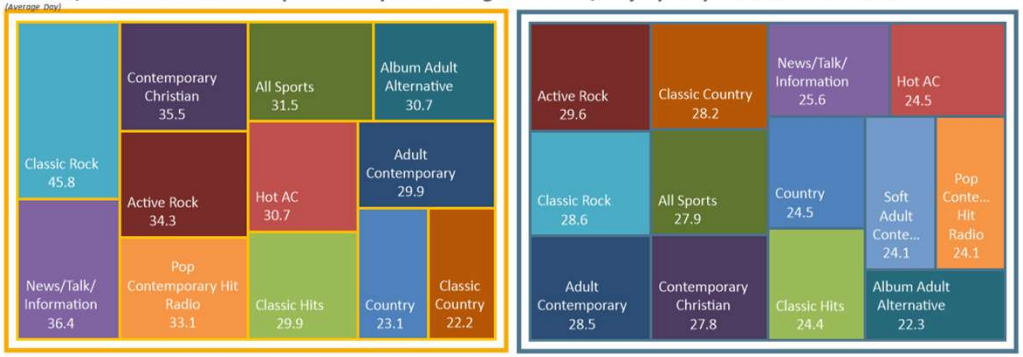
[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

63,182 or 93.8% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Active Rock, Pop Contemporary Hit Radio, All Sports, and Adult Contemporary.

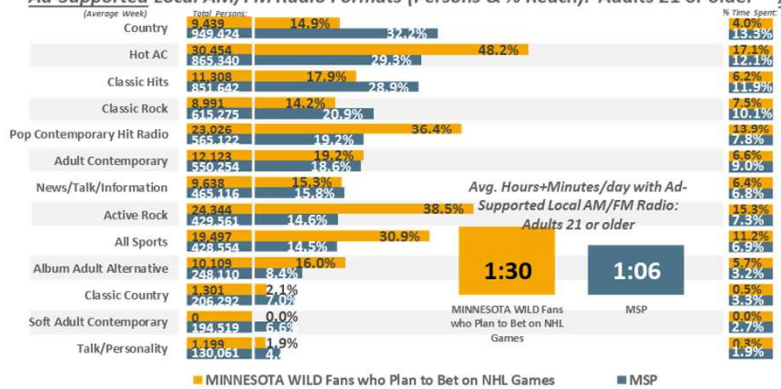
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



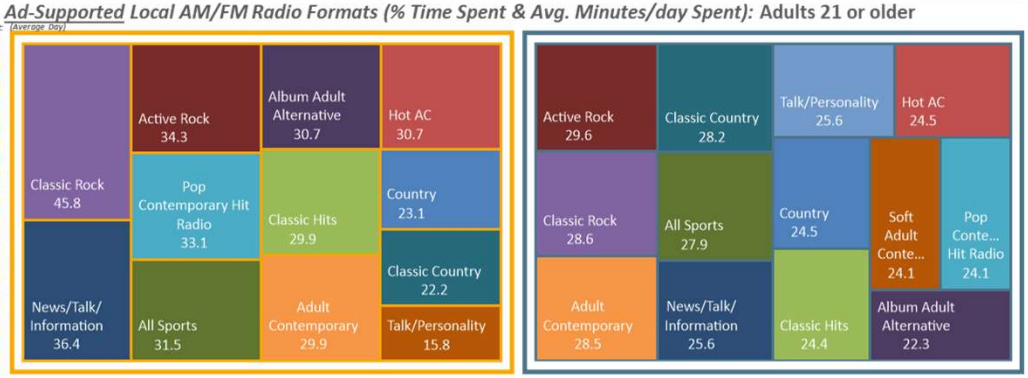
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

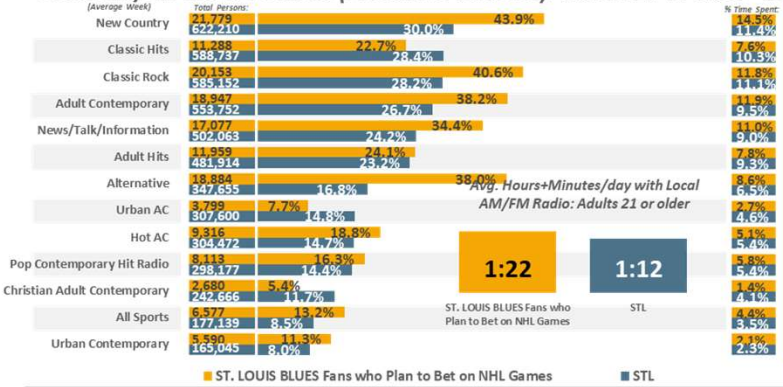
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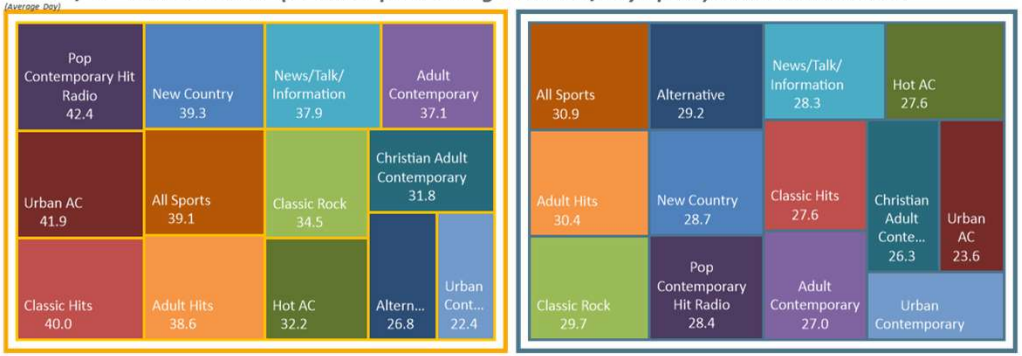
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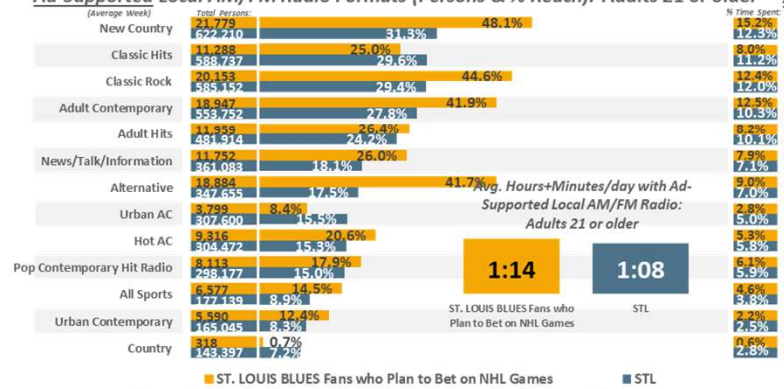
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



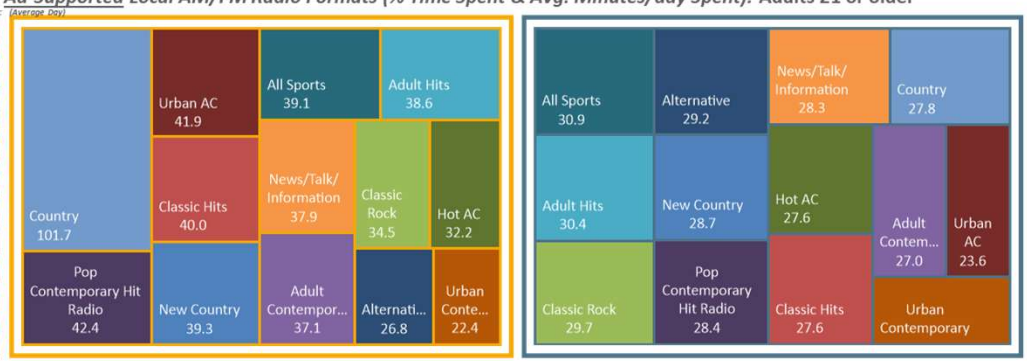
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

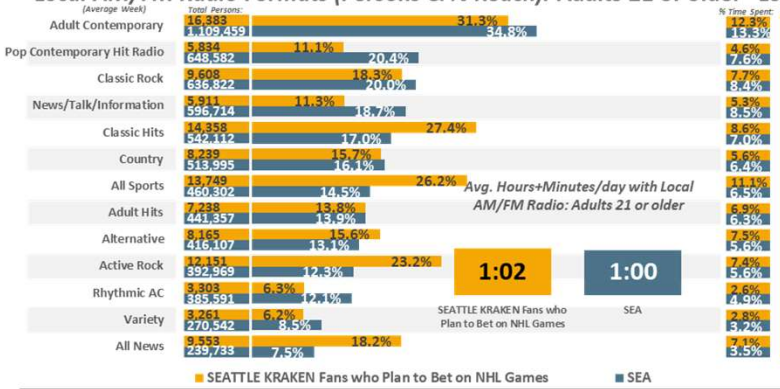
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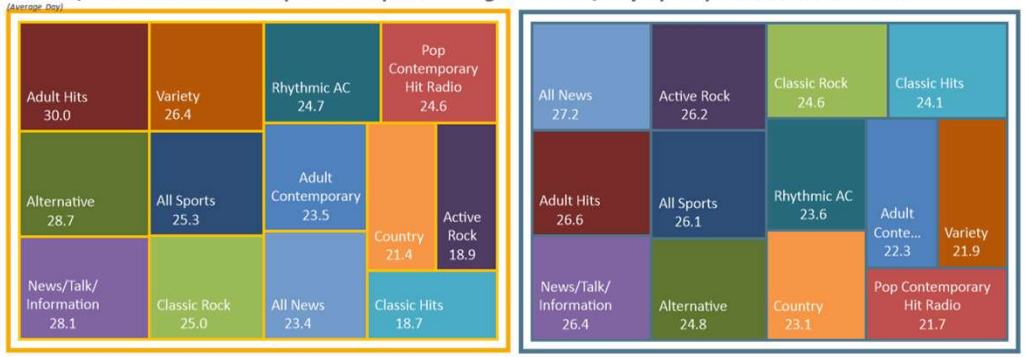
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

51,748 or 65.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All Sports, Active Rock, and Classic Rock.

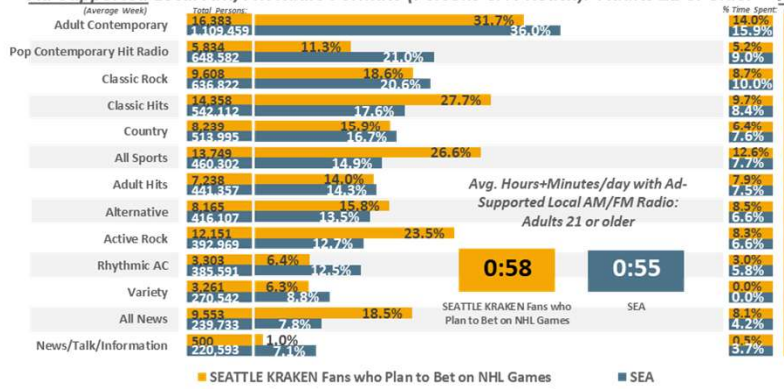
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



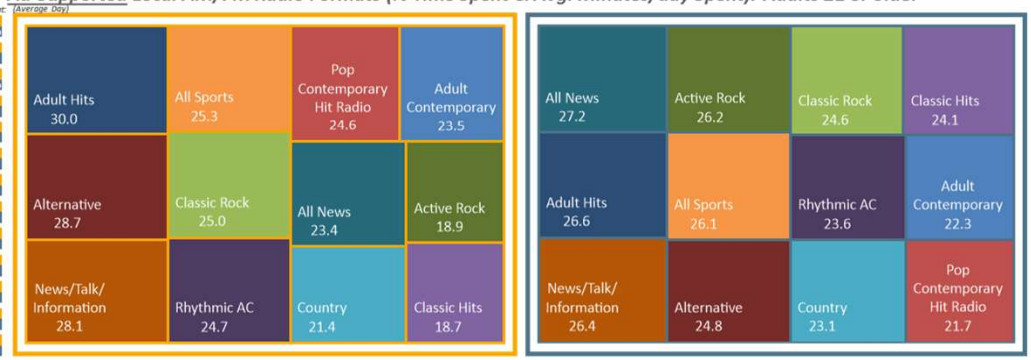
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

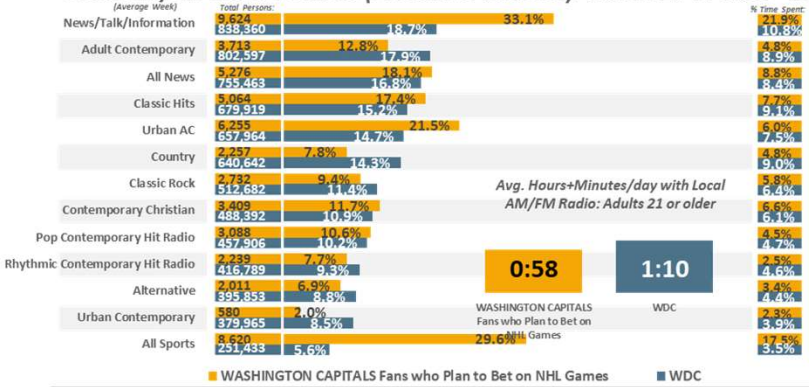
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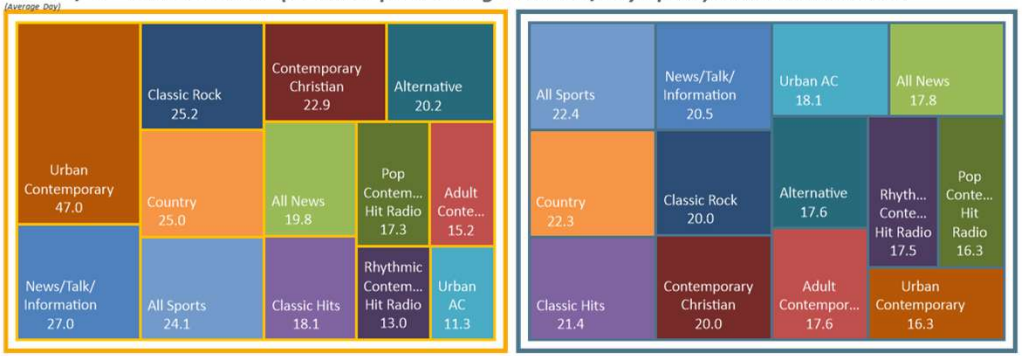
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

27,180 or 84.5% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Urban AC, All News, Classic Hits, and Adult Contemporary.

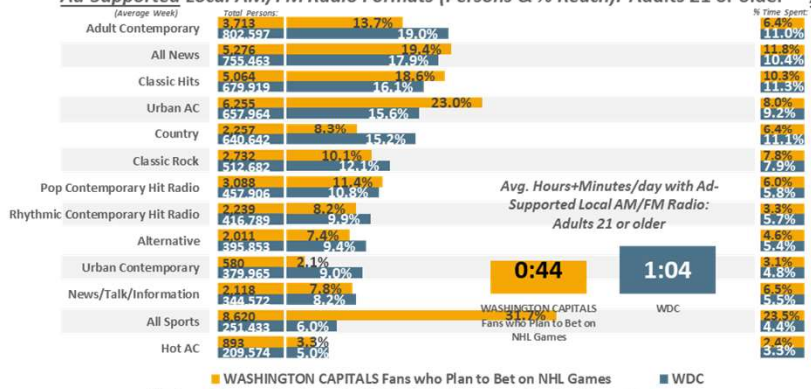
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



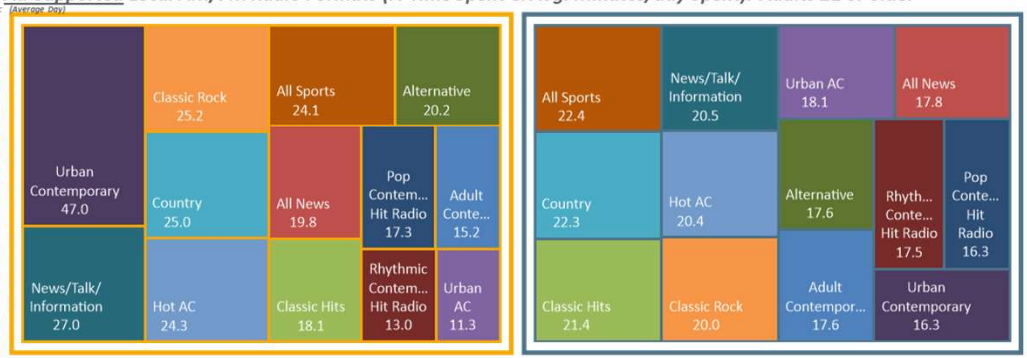
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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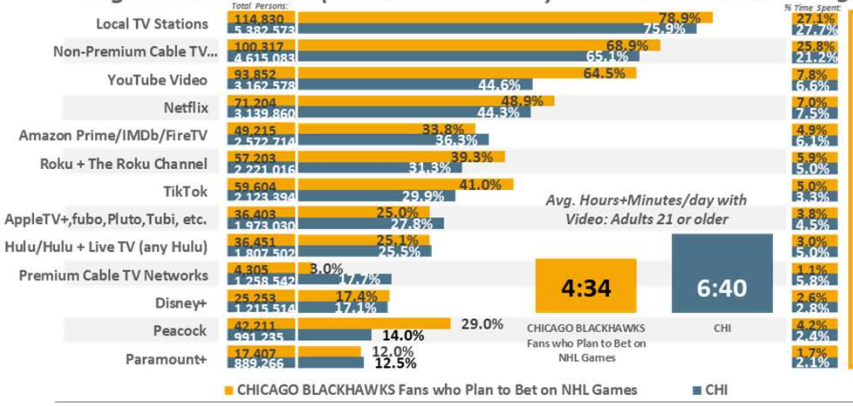
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

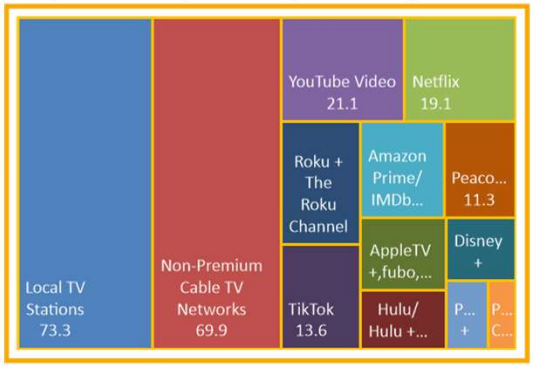


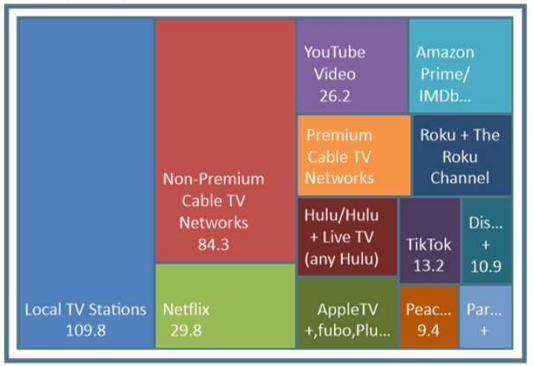
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Avg. Week All Video (Persons & % Reach): Adults 21 or older

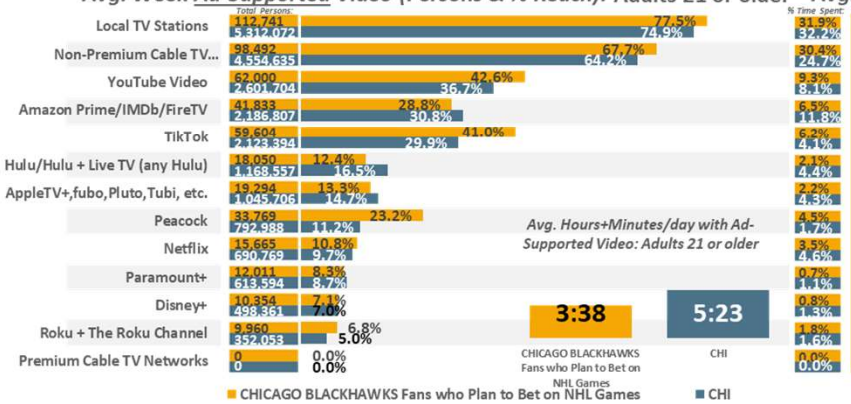


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

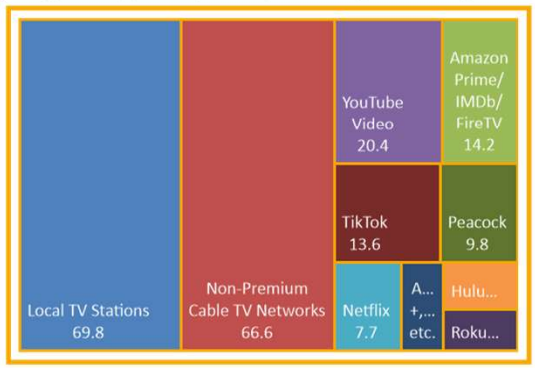


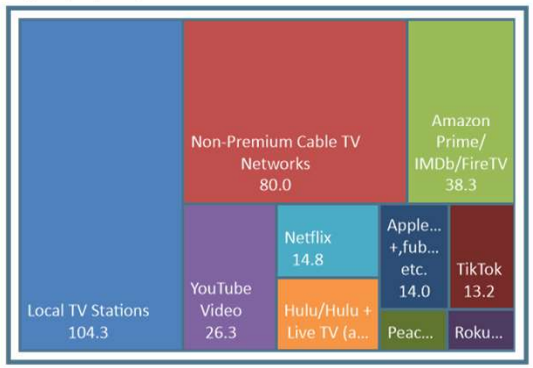


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

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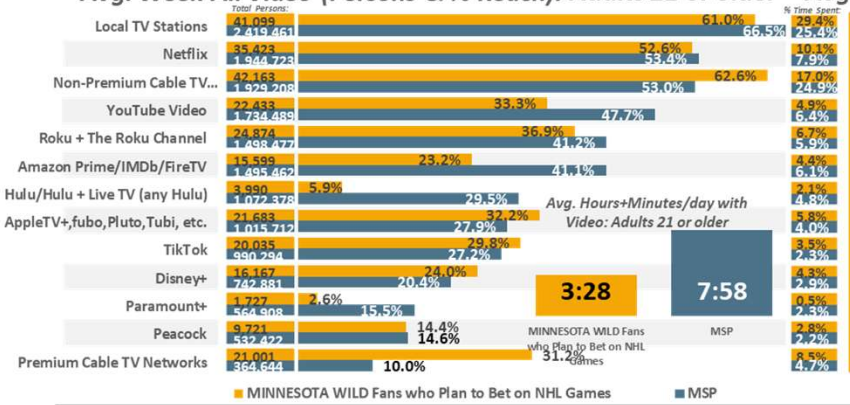
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

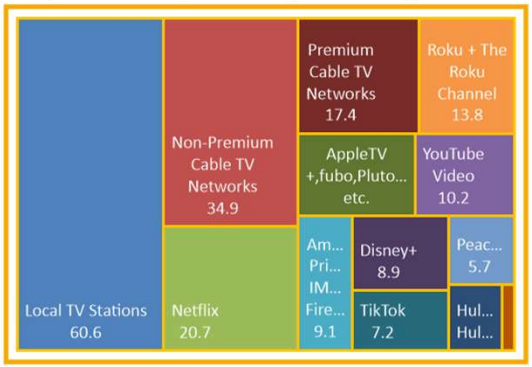


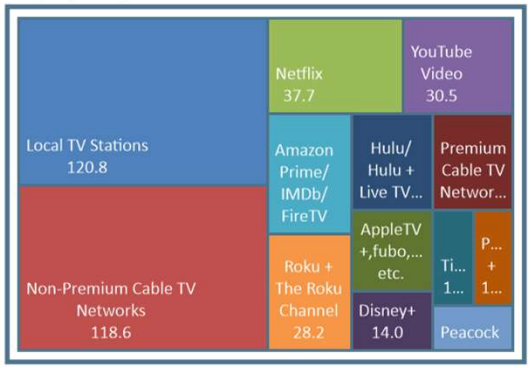
40,570 or 60.3% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.

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

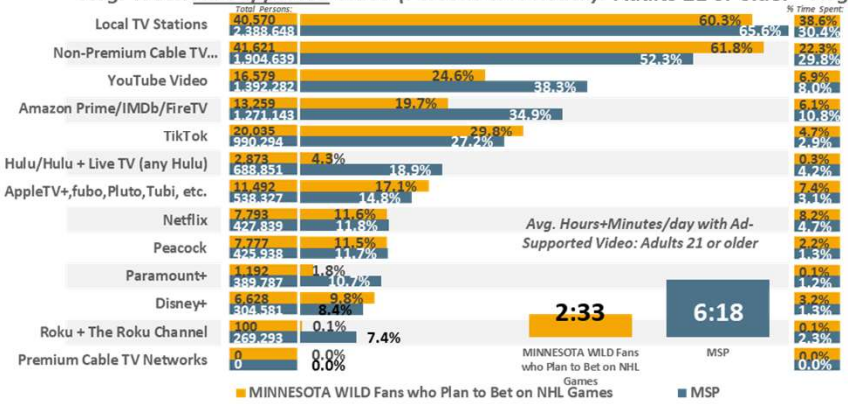


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

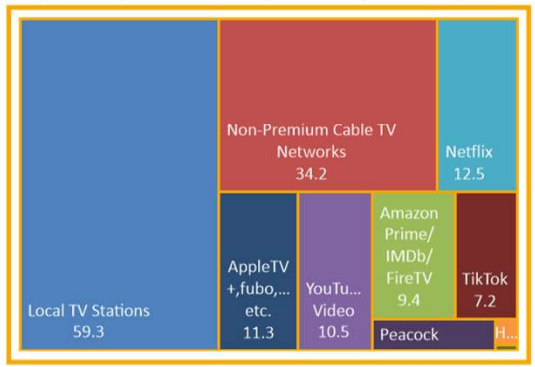


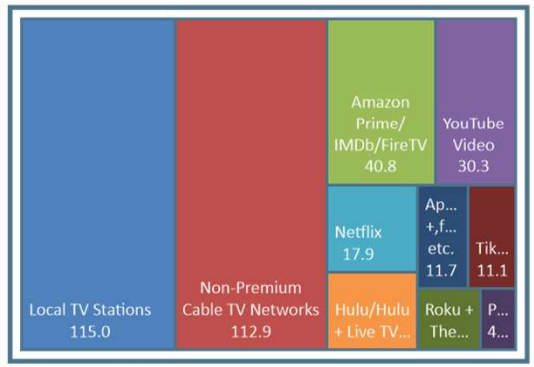


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

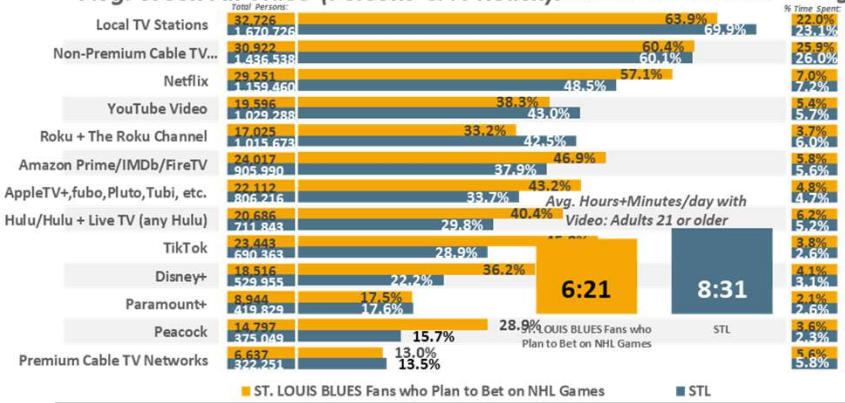
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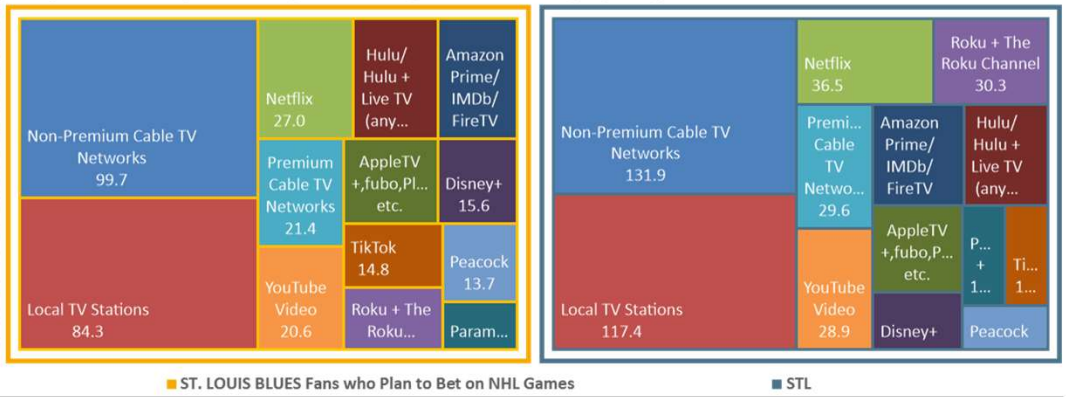
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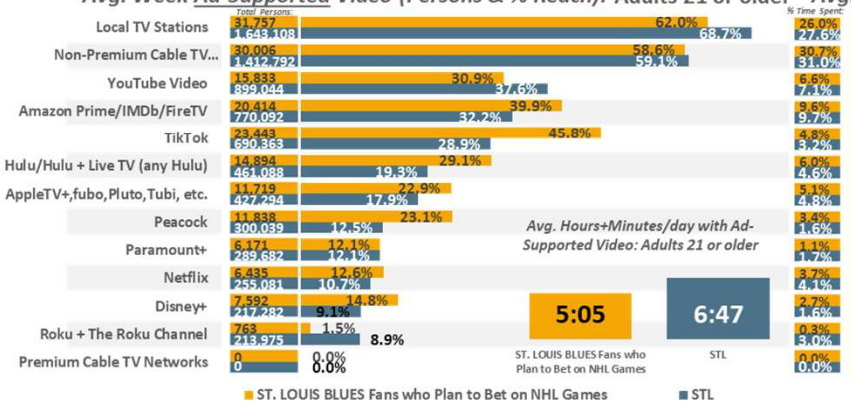
Avg. Week All Video (Persons & % Reach): Adults 21 or older



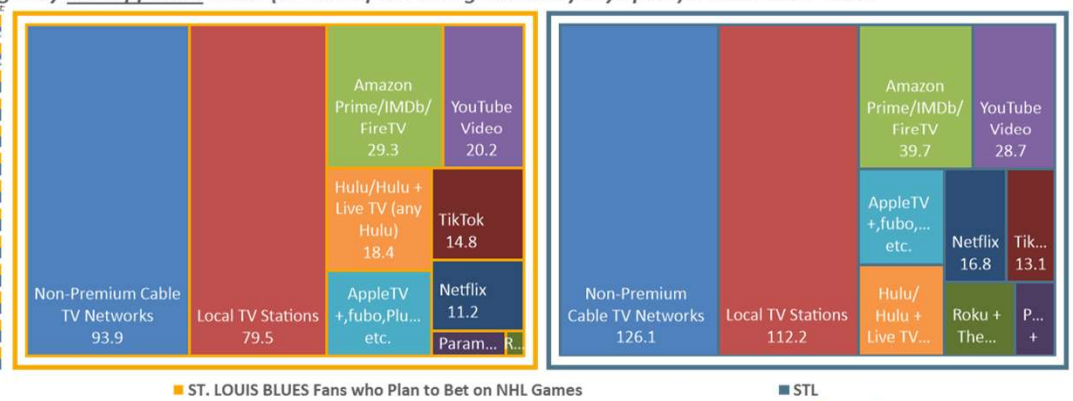
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

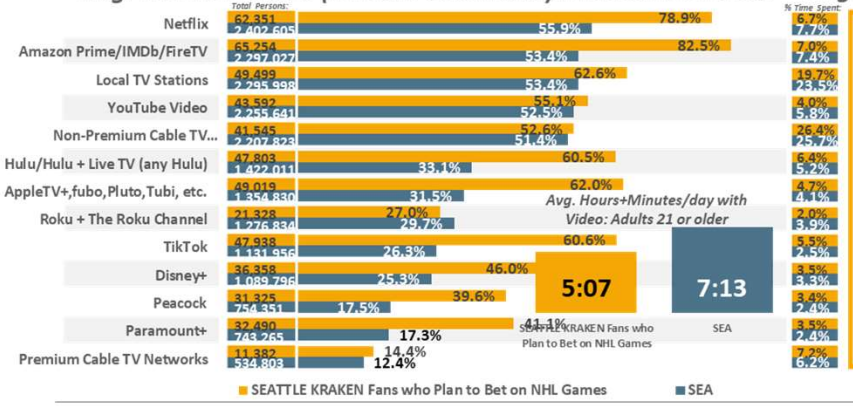
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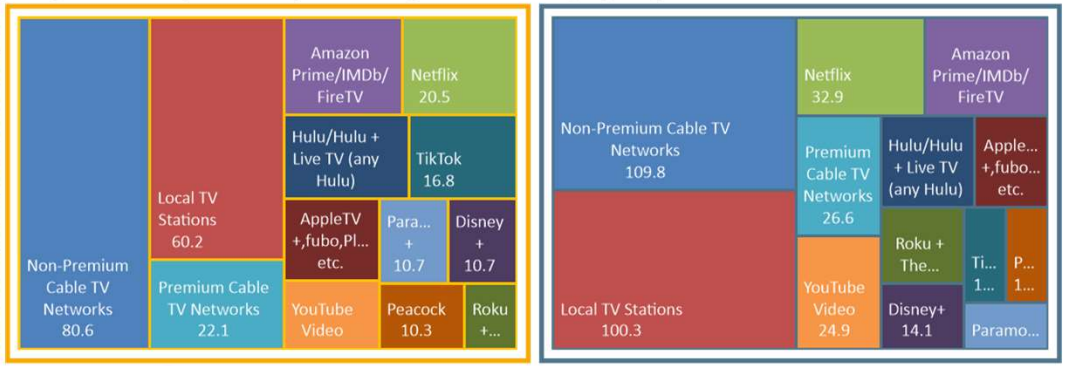
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

48,604 or 61.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games watch Ad-Supported Local TV Stations for an average of 57.5 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.

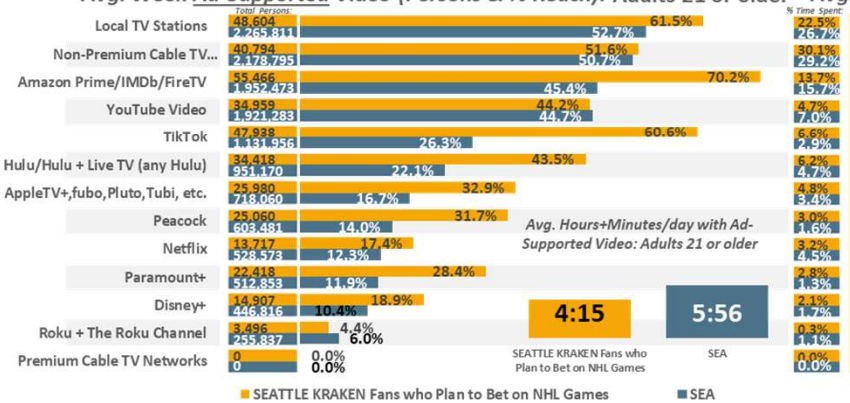
Avg. Week All Video (Persons & % Reach): Adults 21 or older



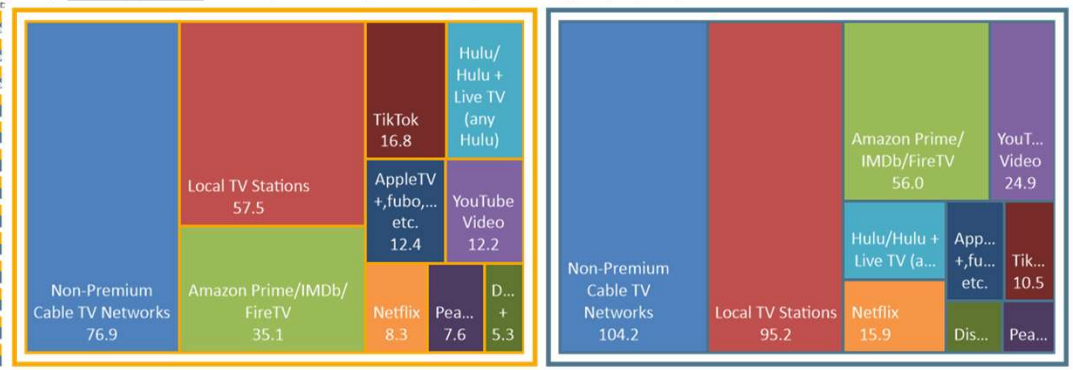
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

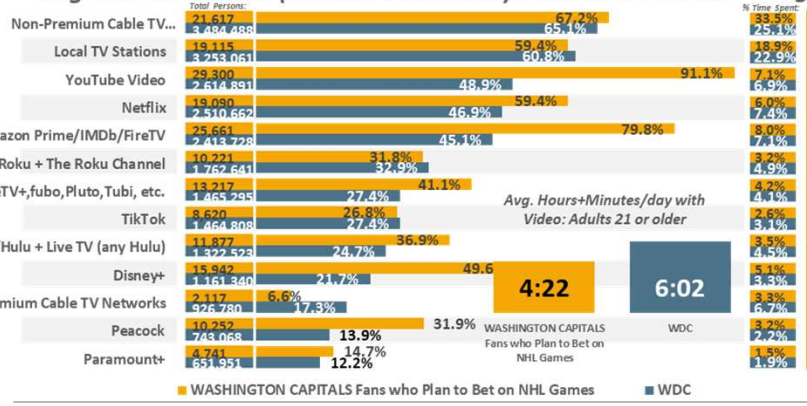
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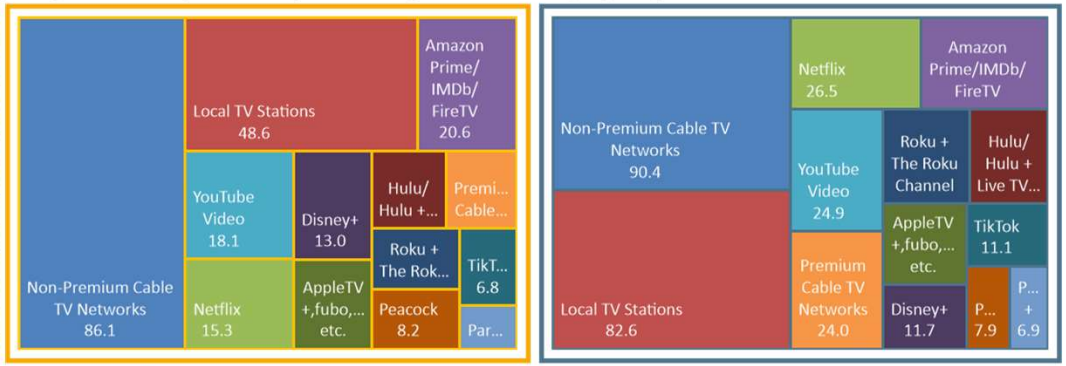
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

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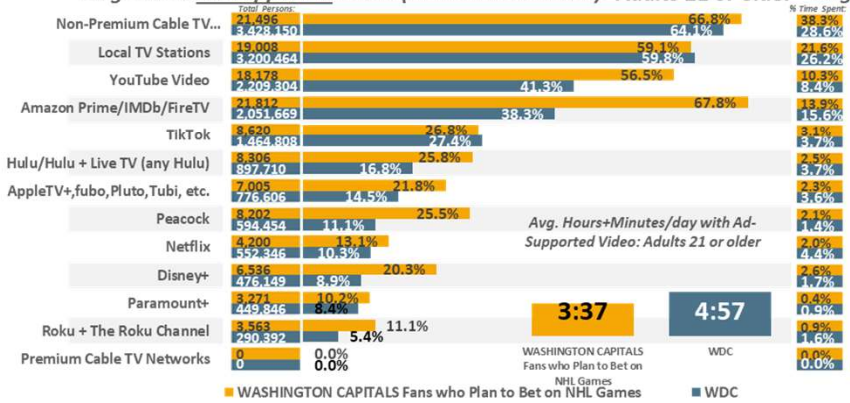
Avg. Week All Video (Persons & % Reach): Adults 21 or older



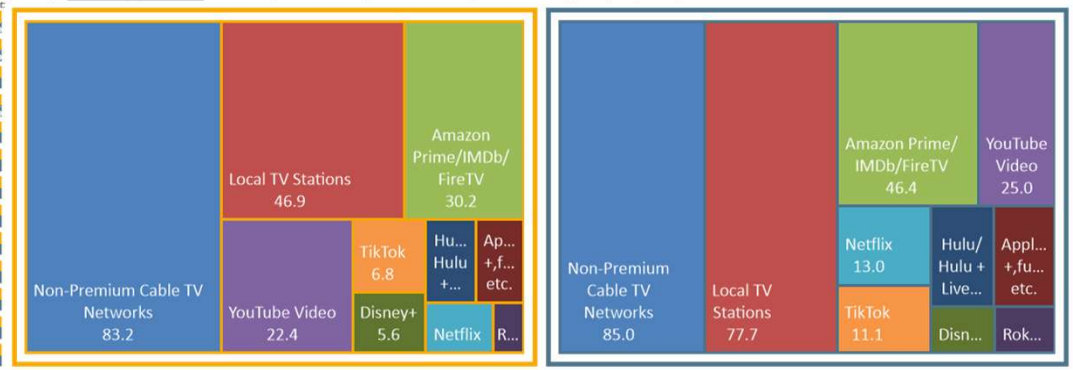
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



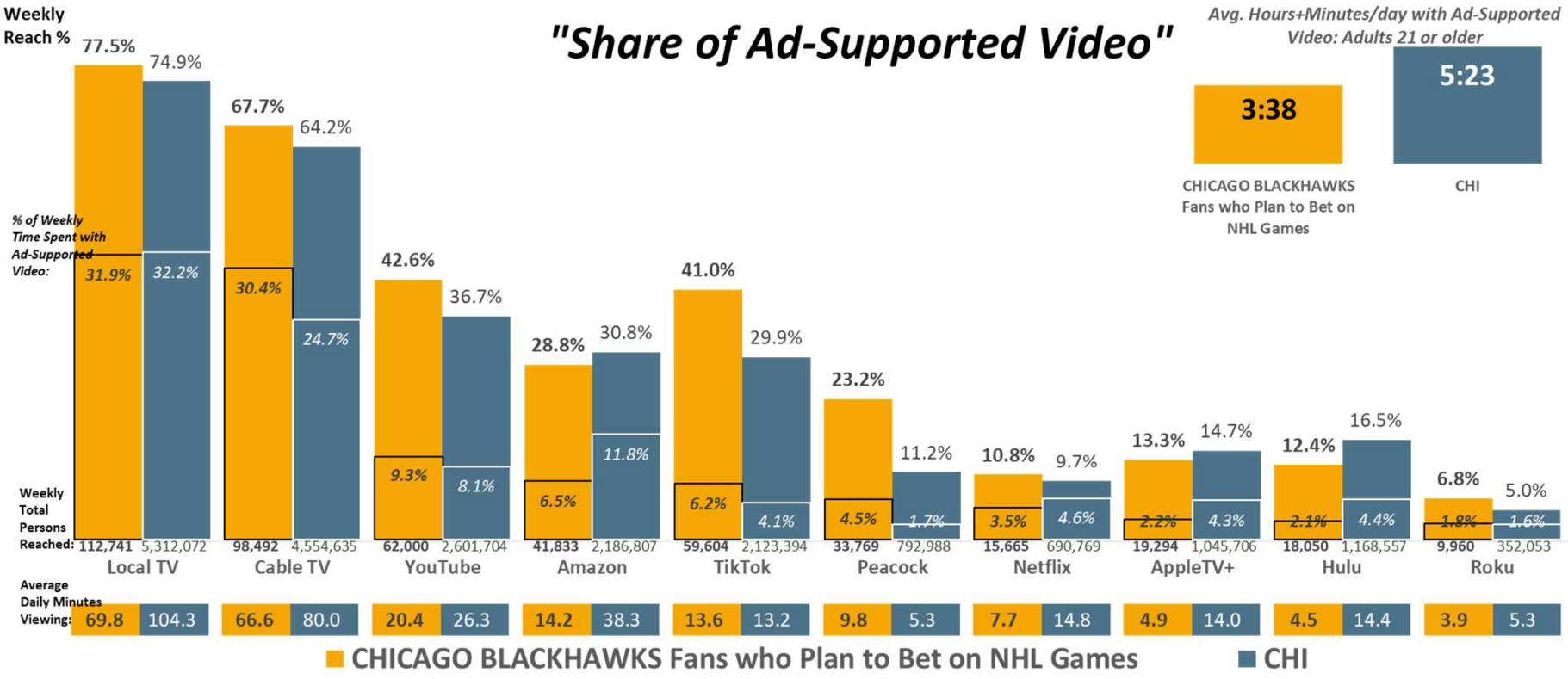
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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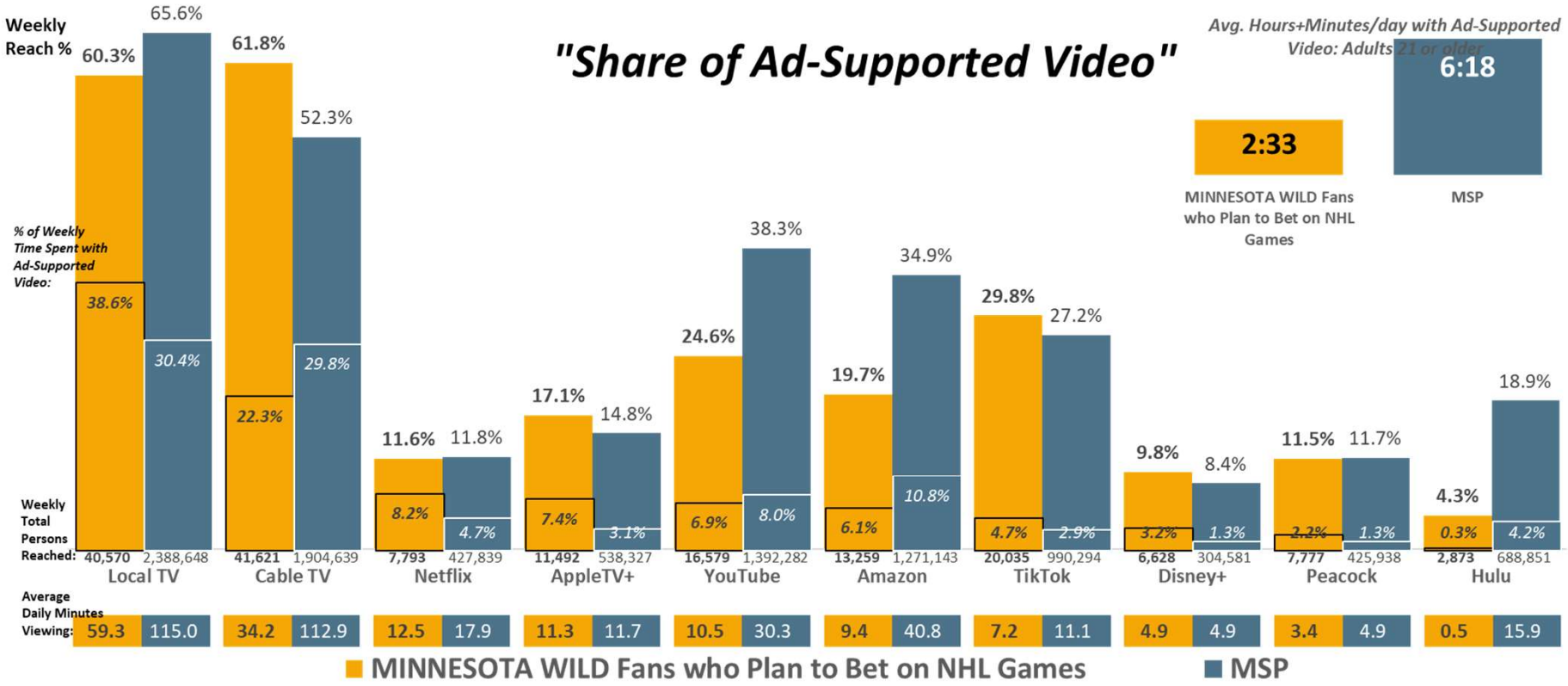
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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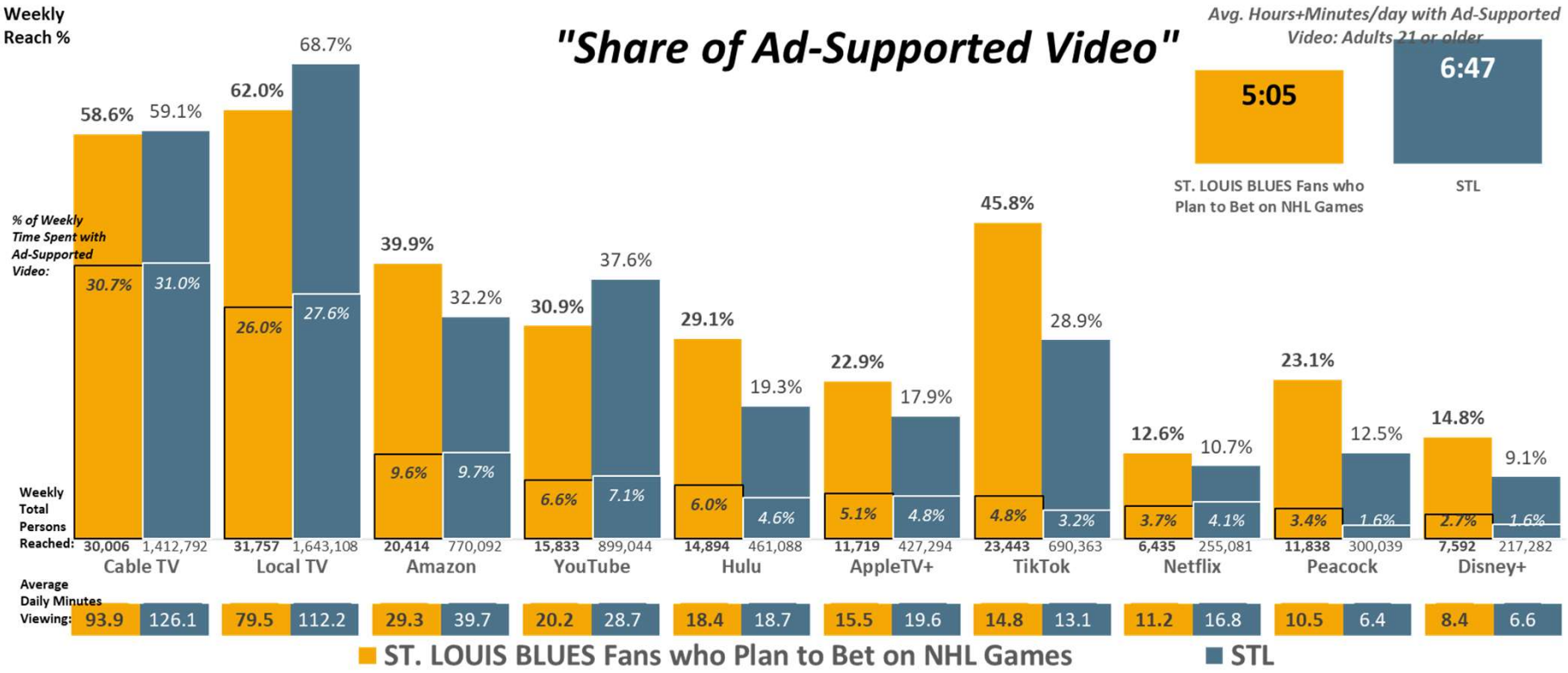
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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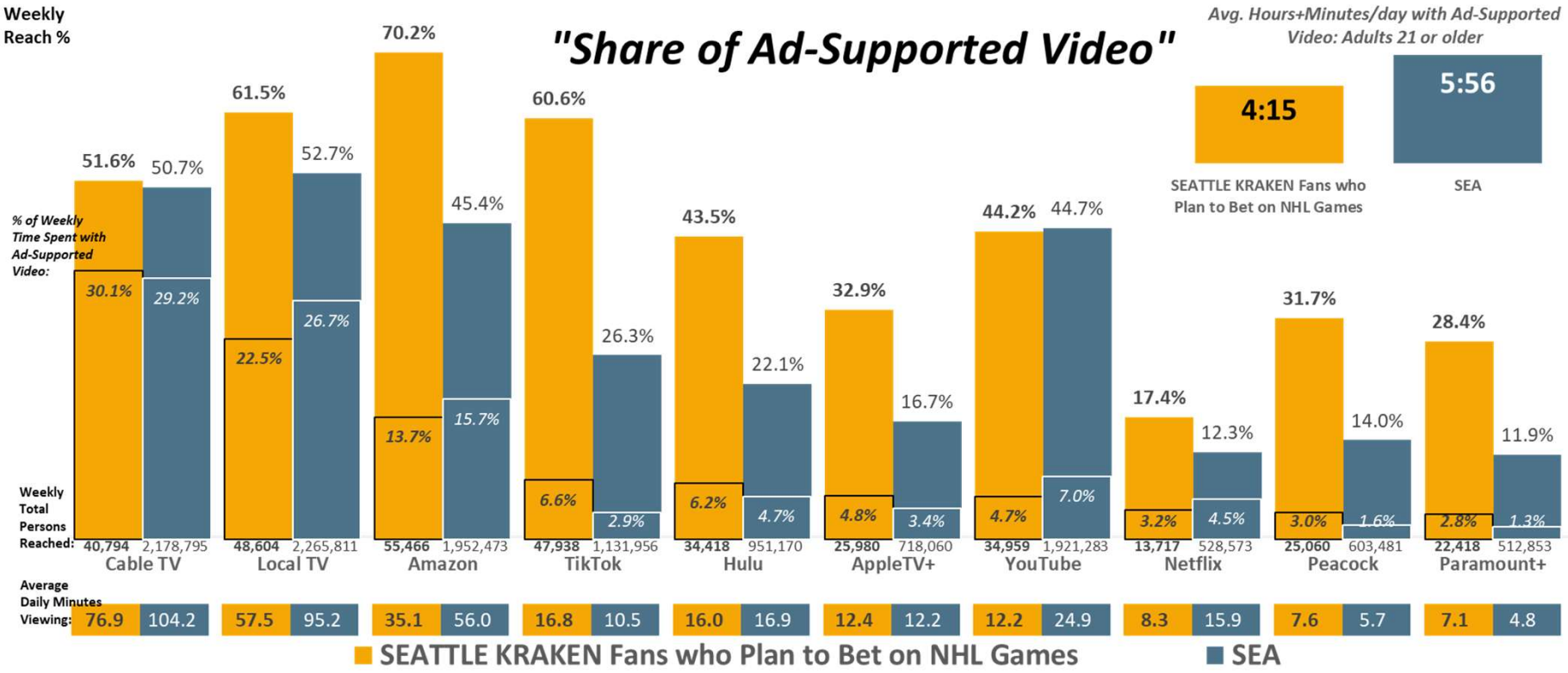
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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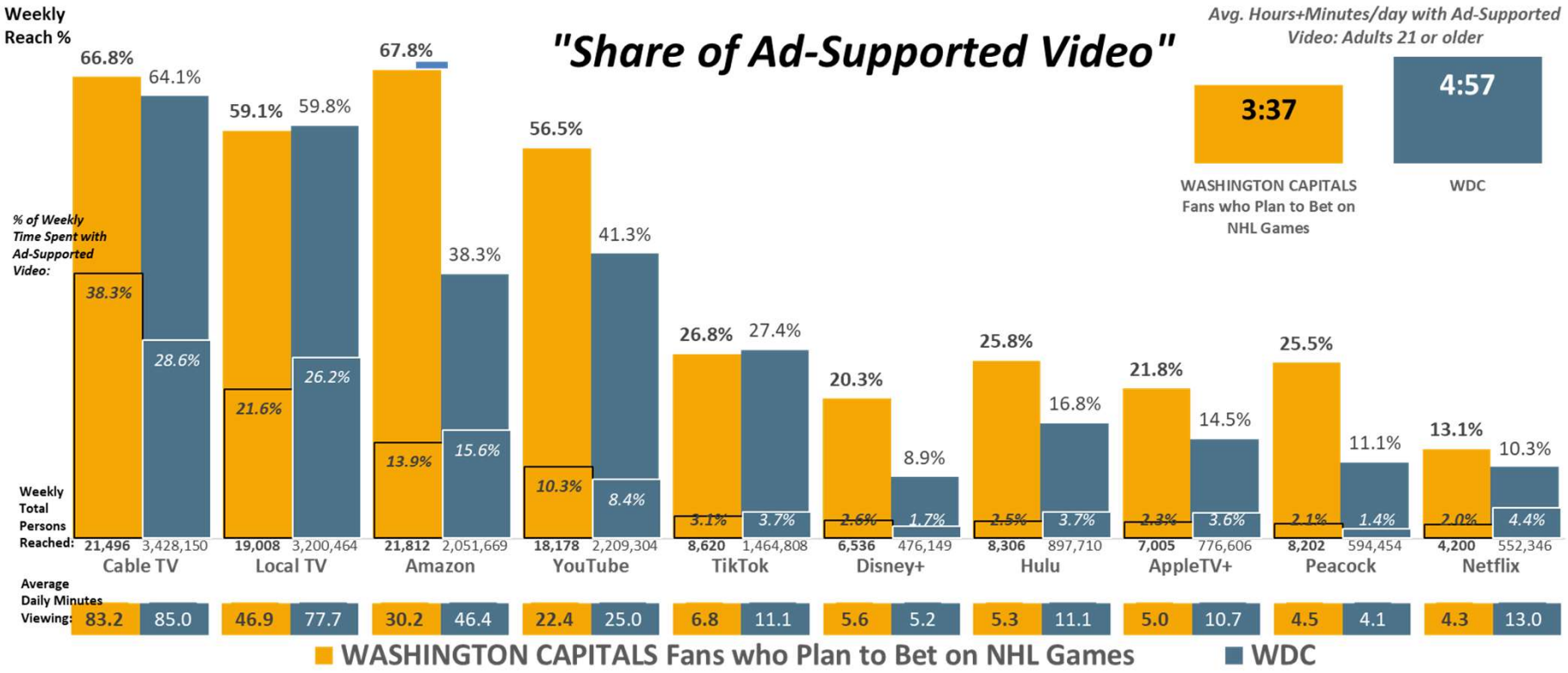
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

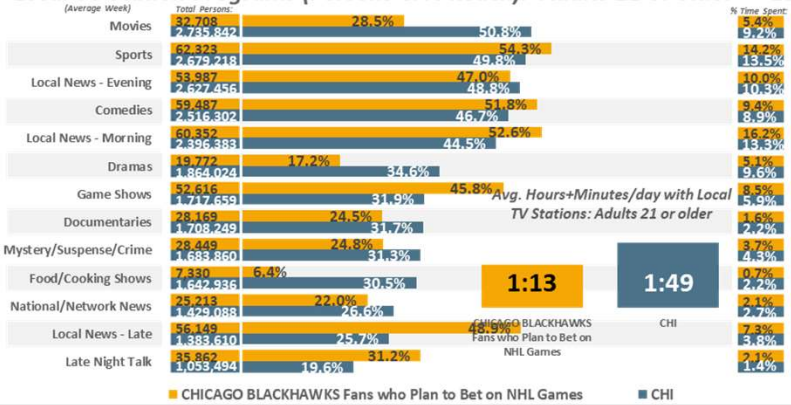
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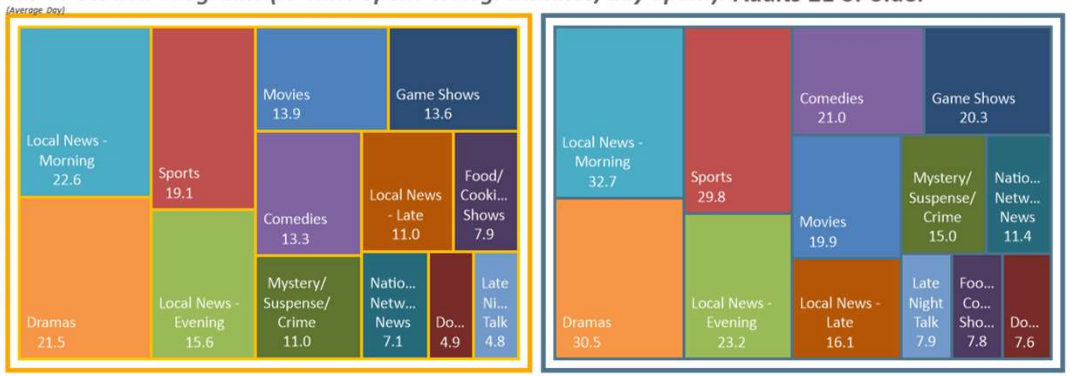
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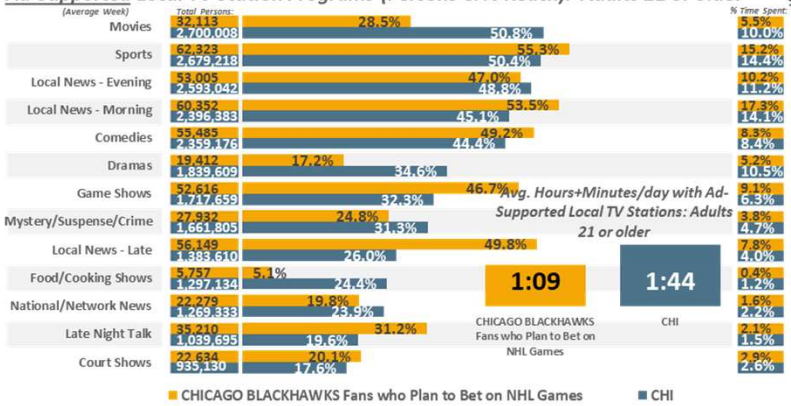
Local TV Station Programs (Persons & % Reach): Adults 21 or older



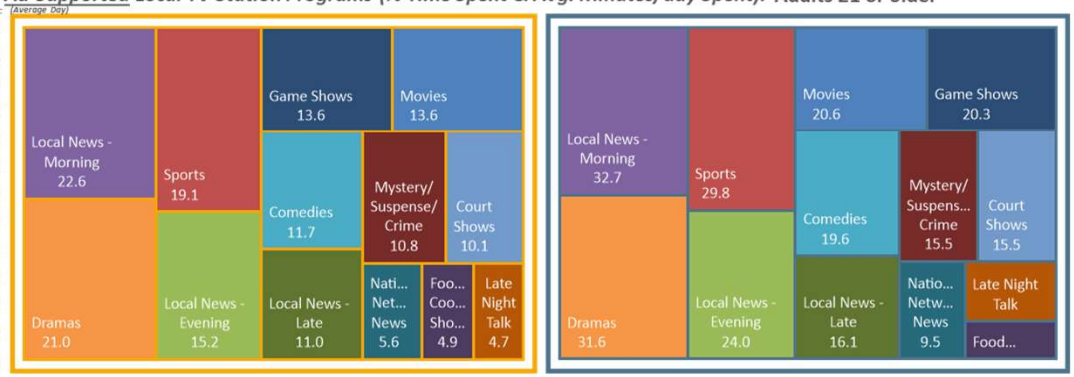
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

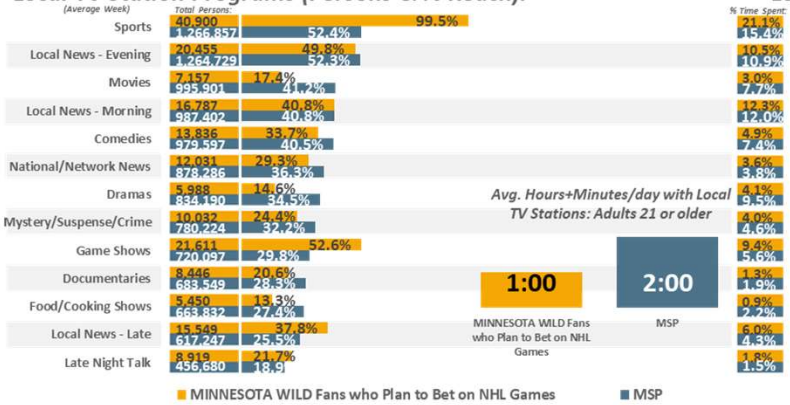
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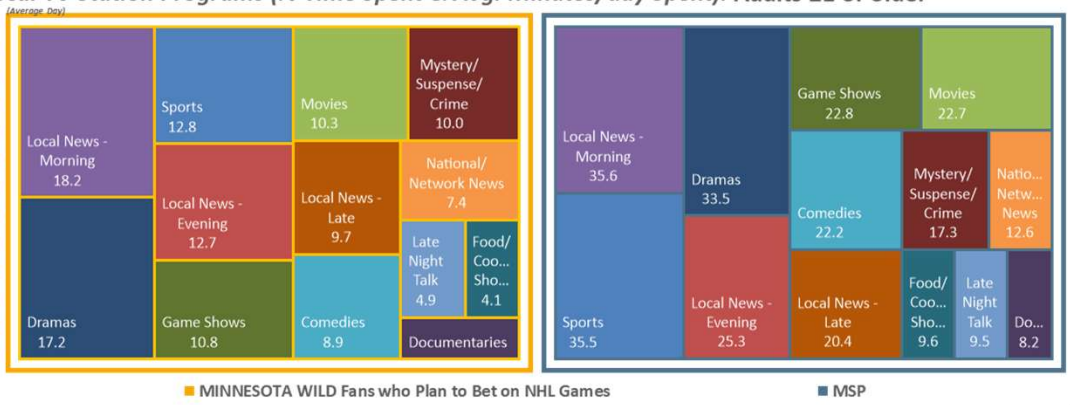
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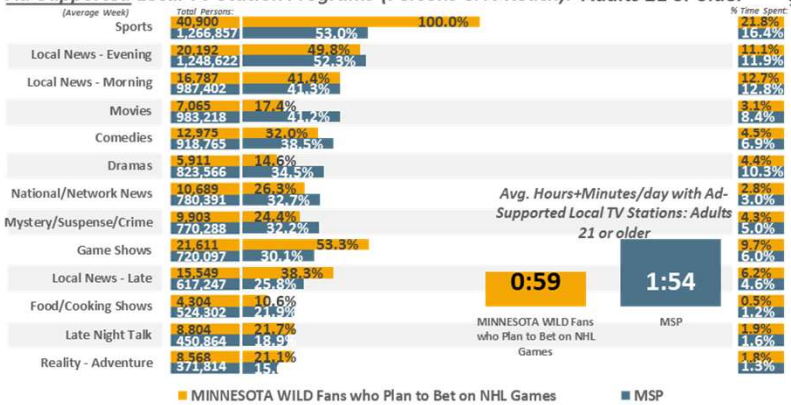
Local TV Station Programs (Persons & % Reach): Adults 21 or older



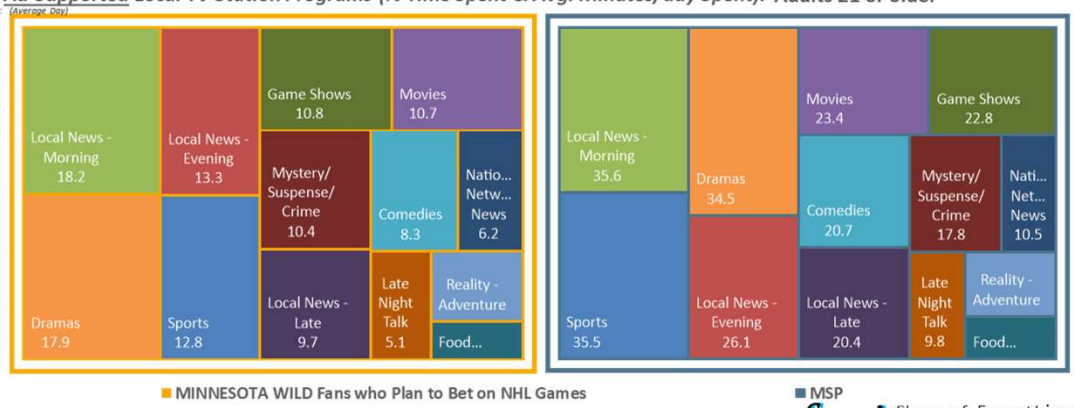
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

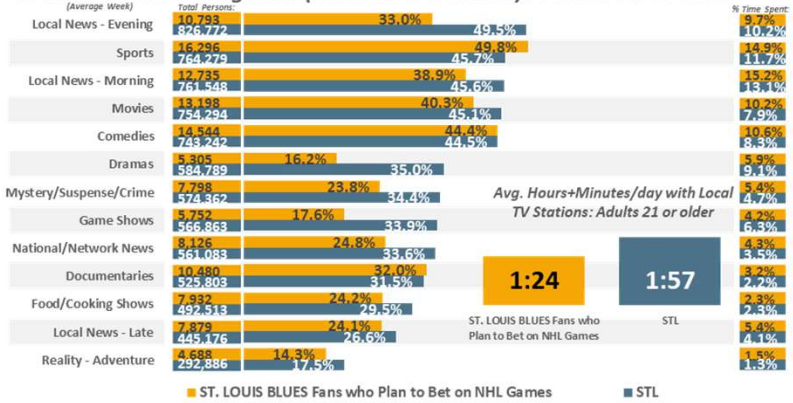
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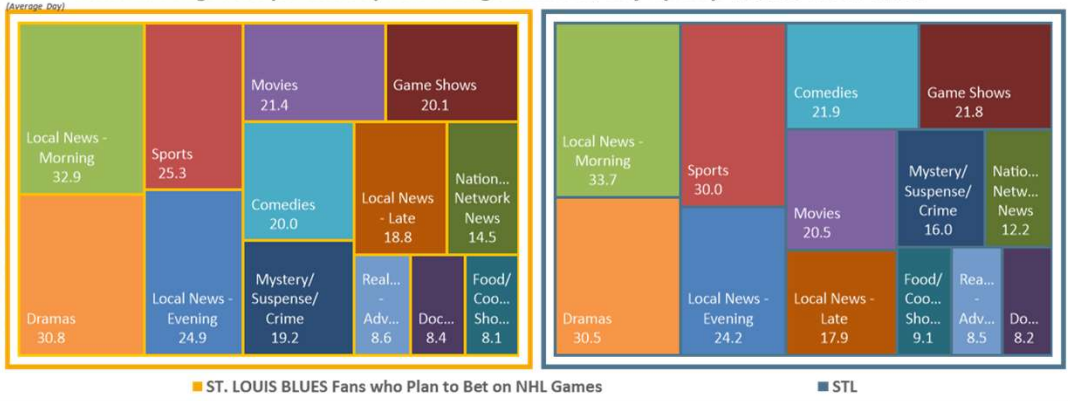
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

31,757 or 62.% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and Local News - Late.

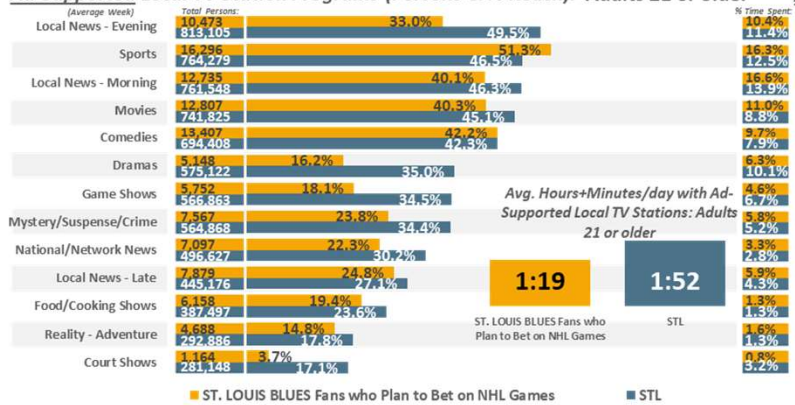
Local TV Station Programs (Persons & % Reach): Adults 21 or older



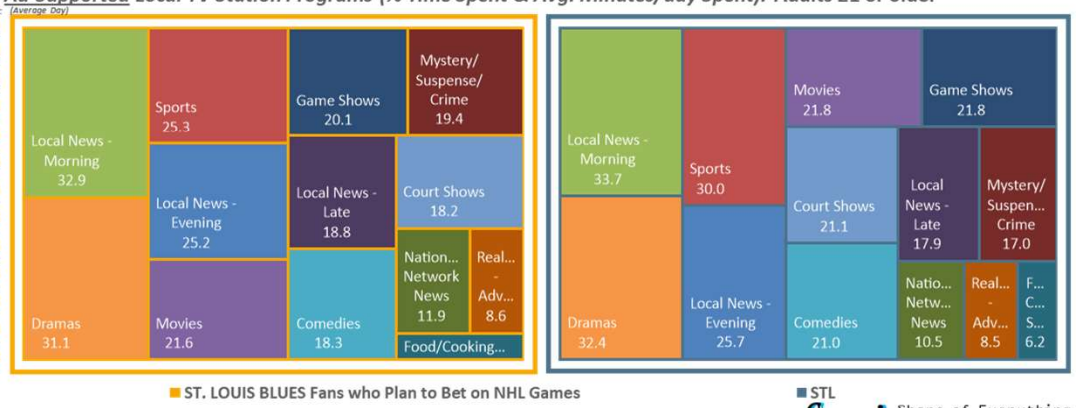
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

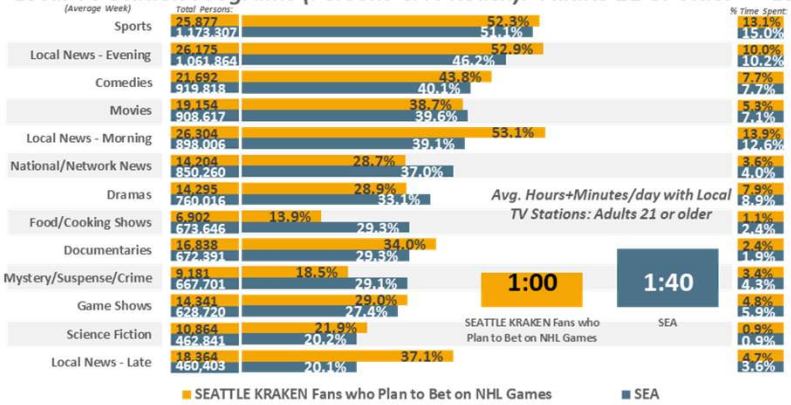
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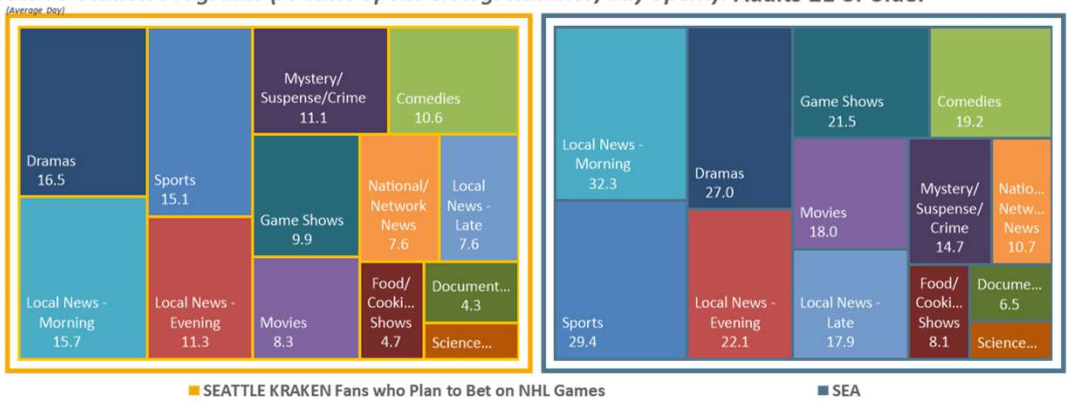
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

48,604 or 61.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Movies, and Local News - Late.

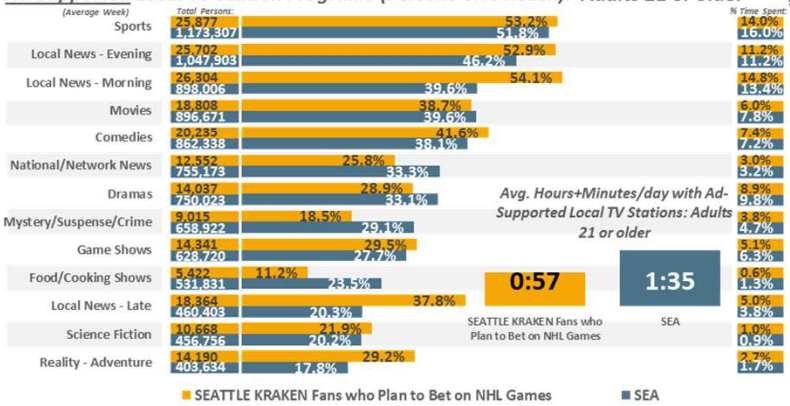
Local TV Station Programs (Persons & % Reach): Adults 21 or older



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



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

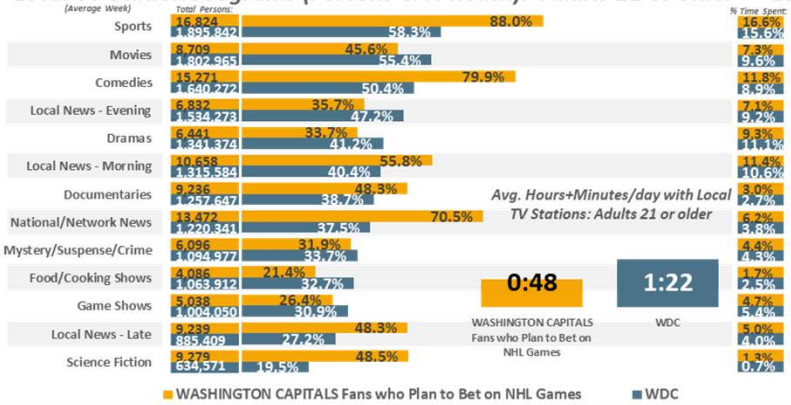
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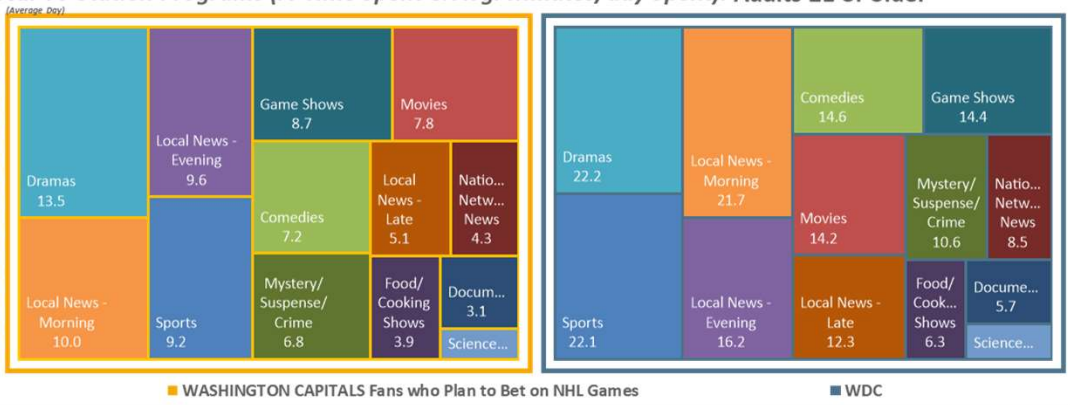
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

19,008 or 59.1% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, National/Network News, Local News - Morning, Local News - Late, and Science Fiction.

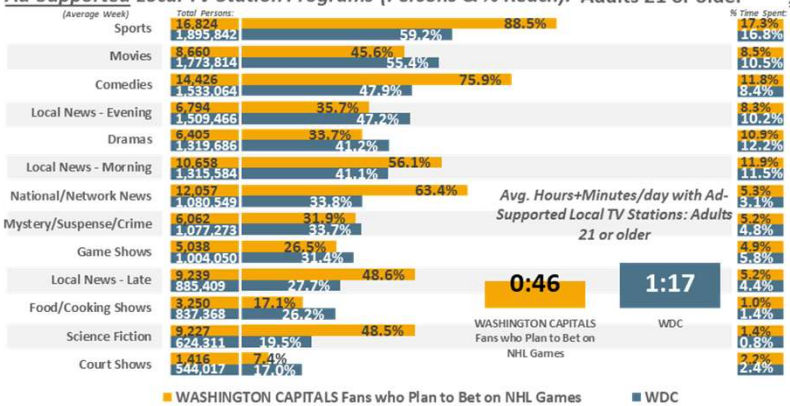
Local TV Station Programs (Persons & % Reach): Adults 21 or older



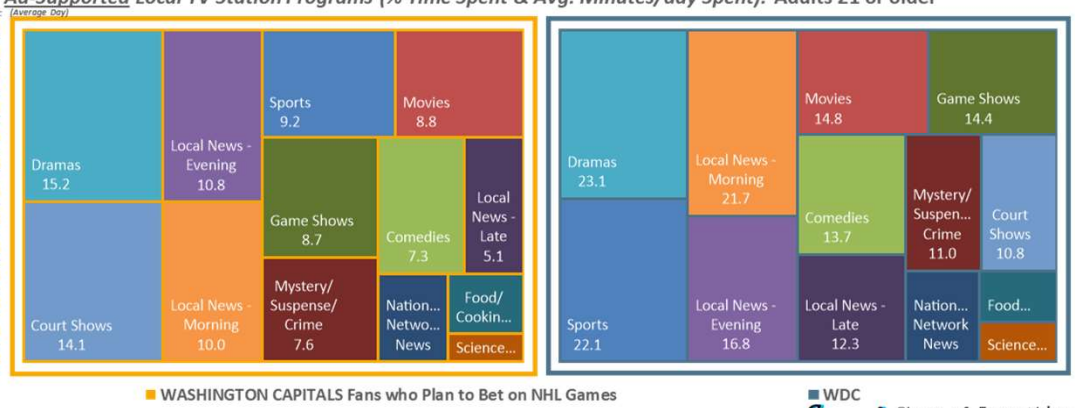
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

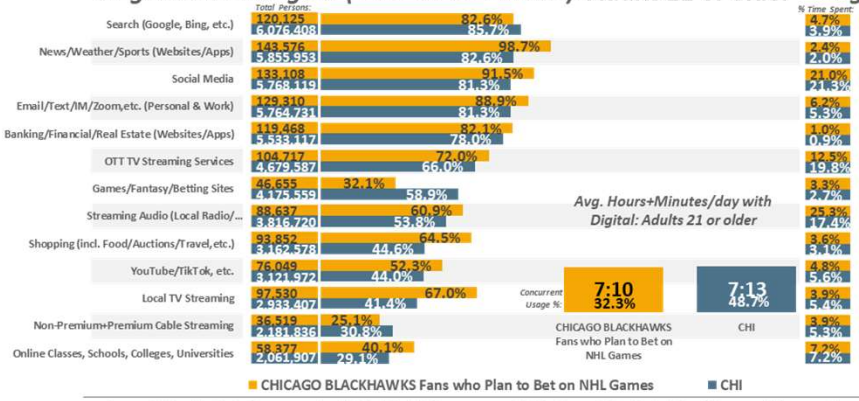
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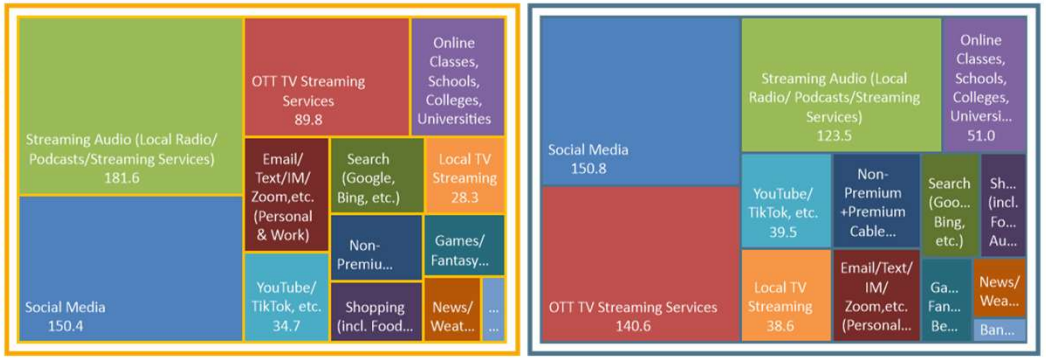
[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

108,479 or 74.6% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games use Ad-Supported Social Media for an average of 122.6 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

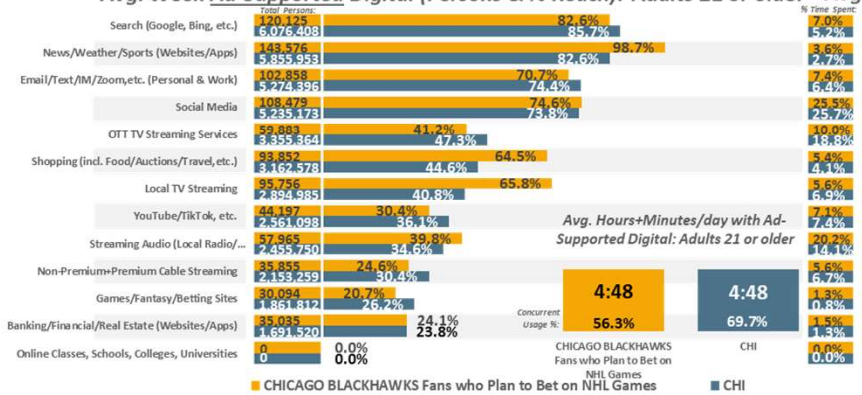
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



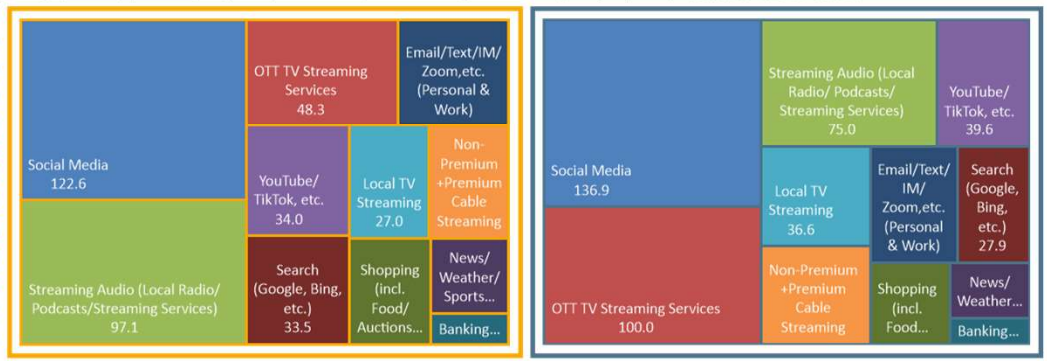
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

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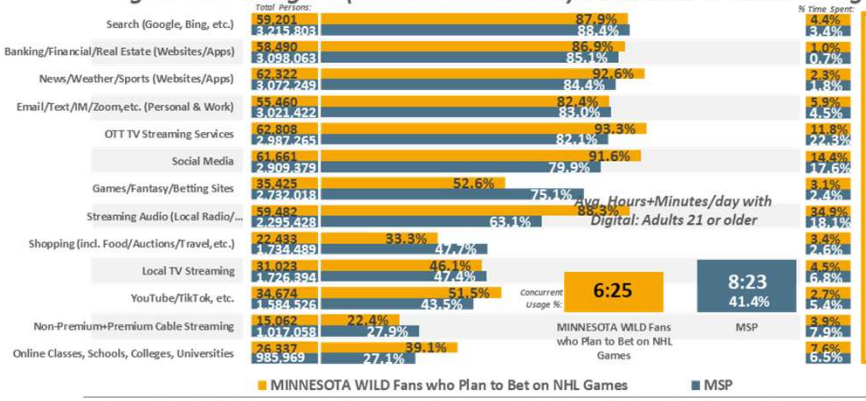
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

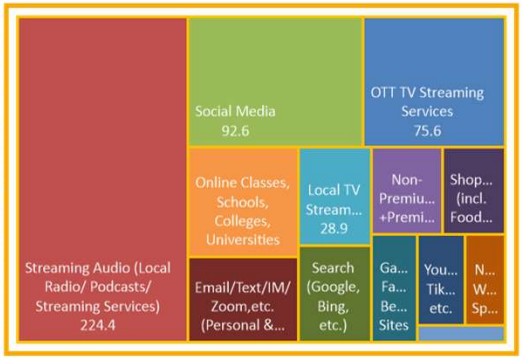


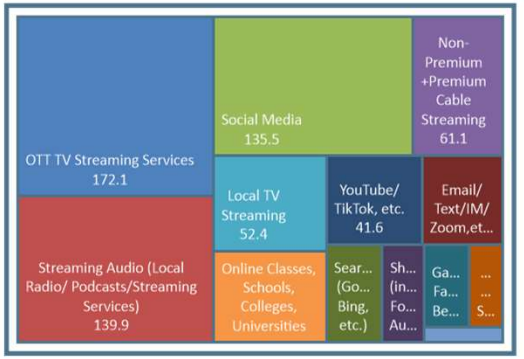
50,361 or 74.8% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games use Ad-Supported Social Media for an average of 75.6 minutes every day representing 18.2% of all time spent daily with Ad-Supported Digital Media.

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

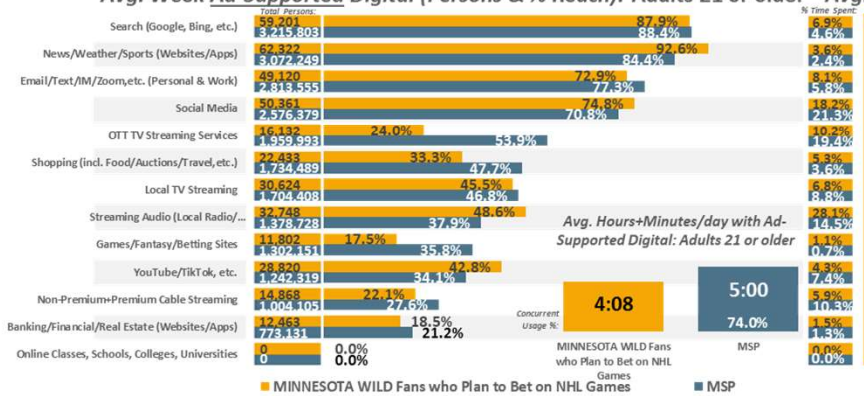


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

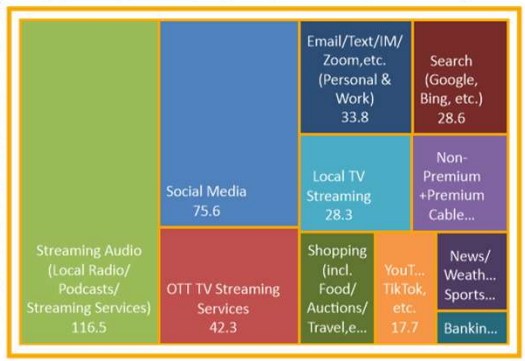


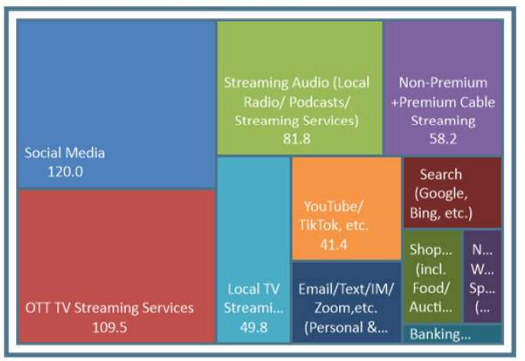


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

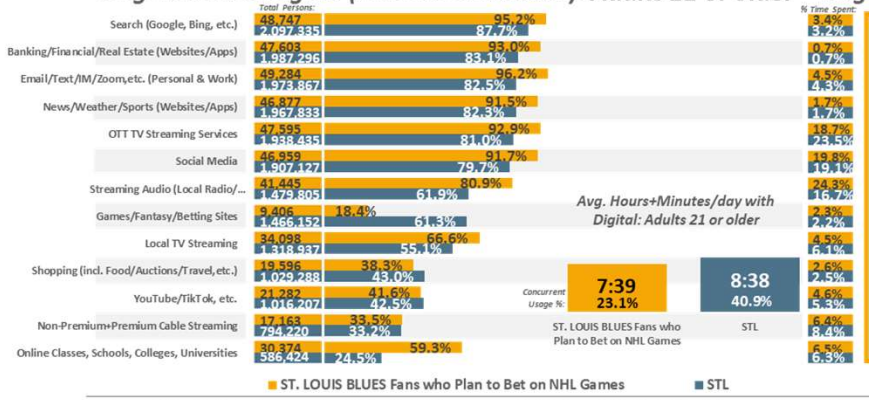
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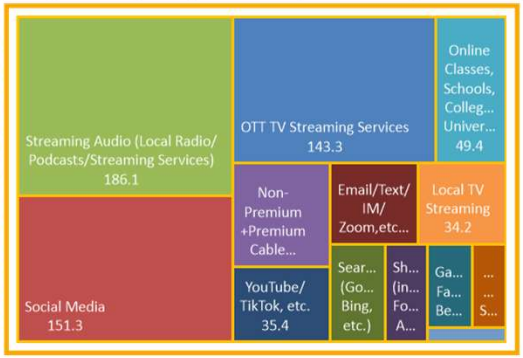
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

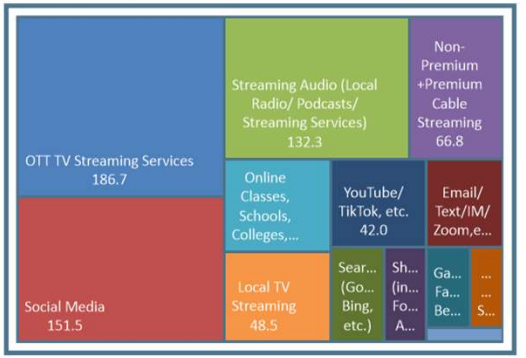
29,567 or 57.7% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games use Ad-Supported Social Media for an average of 95.3 minutes every day representing 18.8% of all time spent daily with Ad-Supported Digital Media.

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

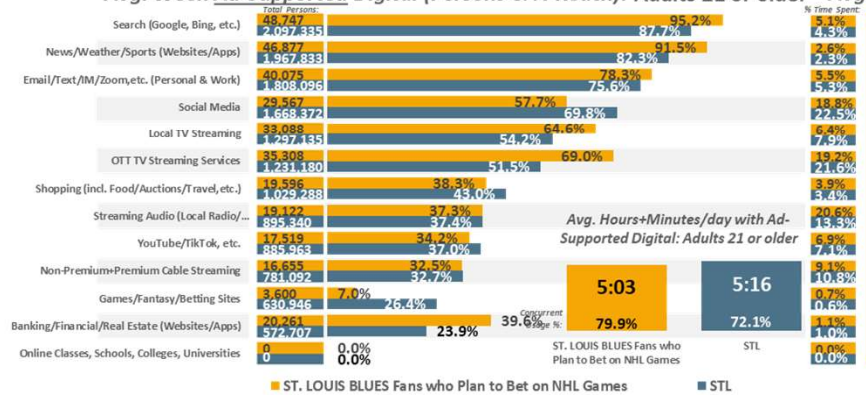


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

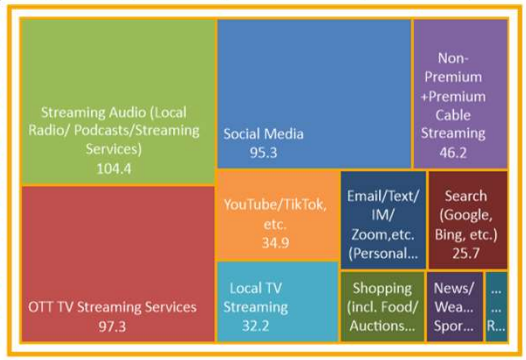


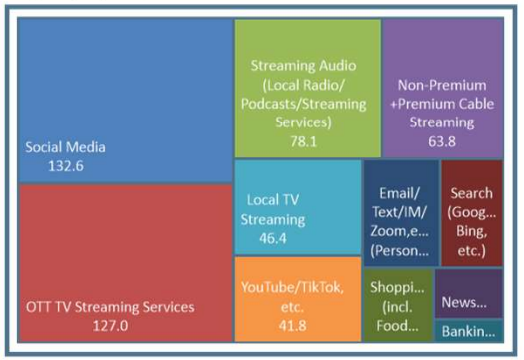


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

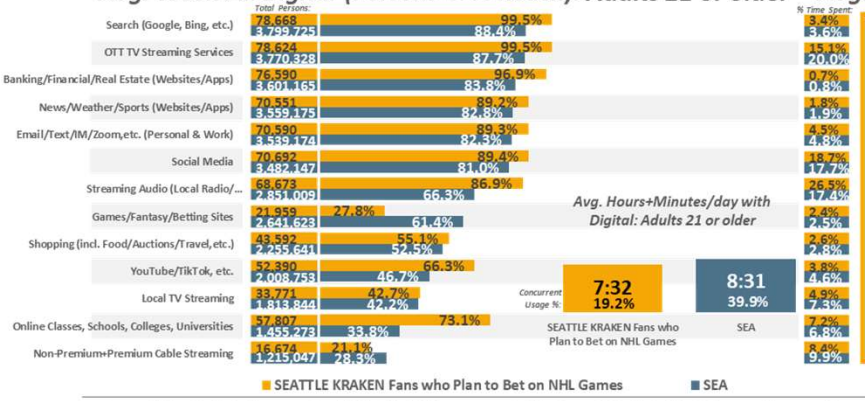
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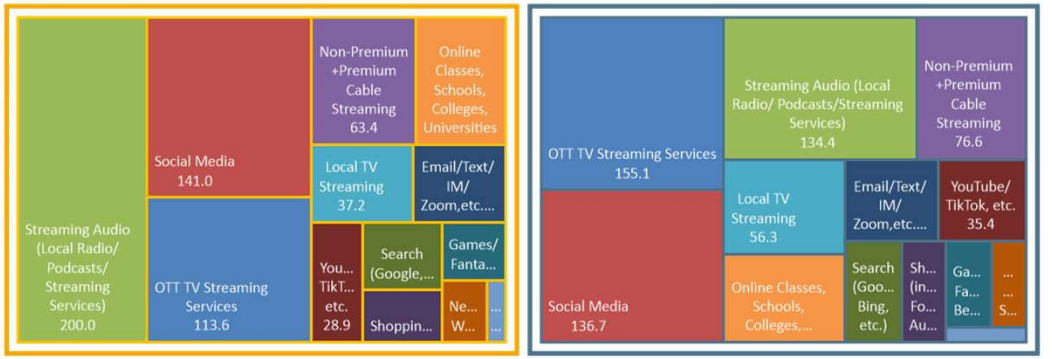
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

58,077 or 73.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games use Ad-Supported Social Media for an average of 115.8 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

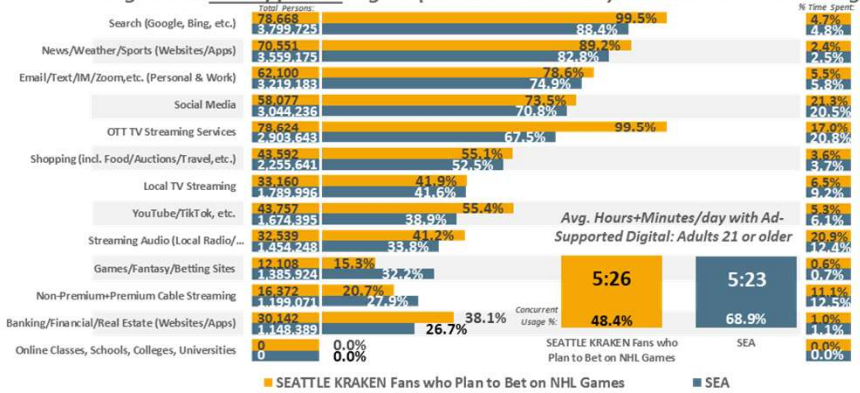
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



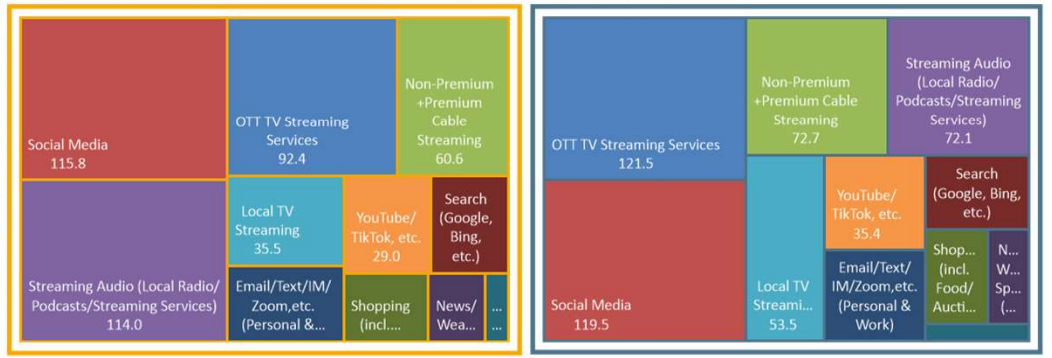
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

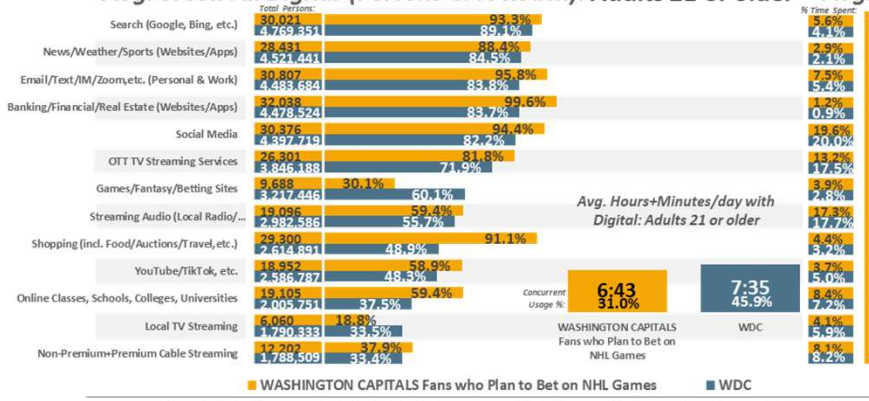
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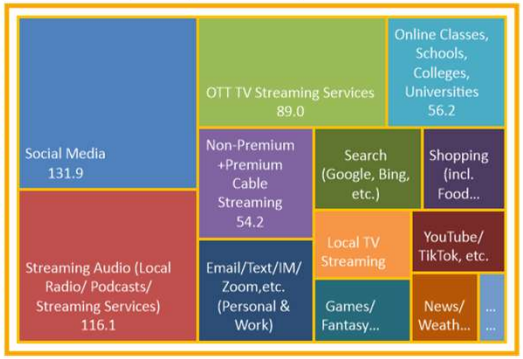
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

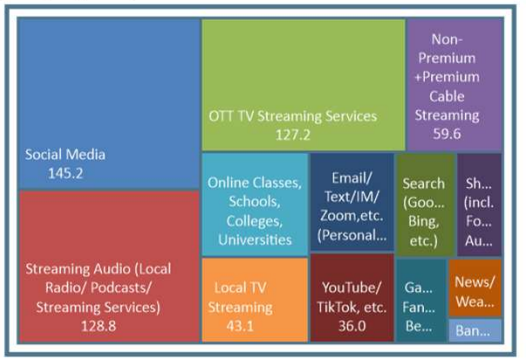
25,669 or 79.8% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games use Ad-Supported Social Media for an average of 111.5 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

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

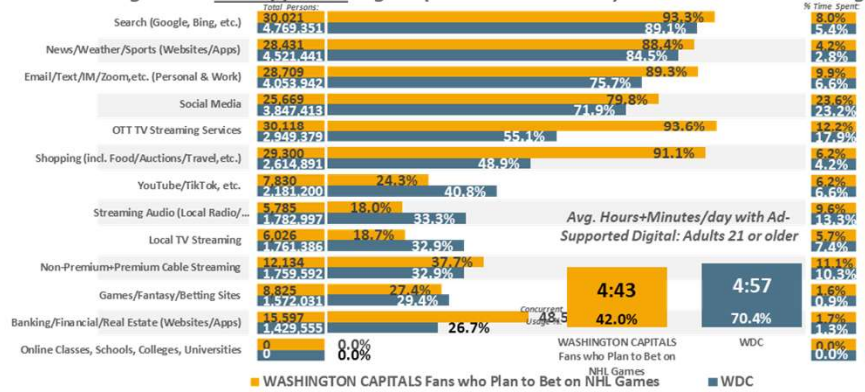


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

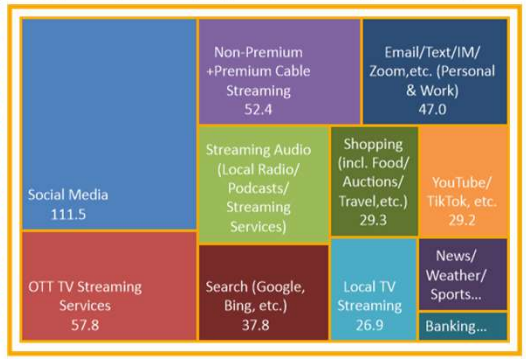


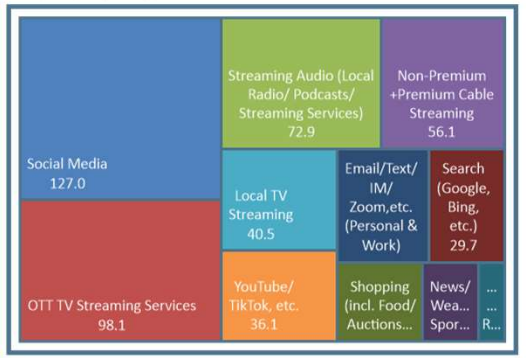


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





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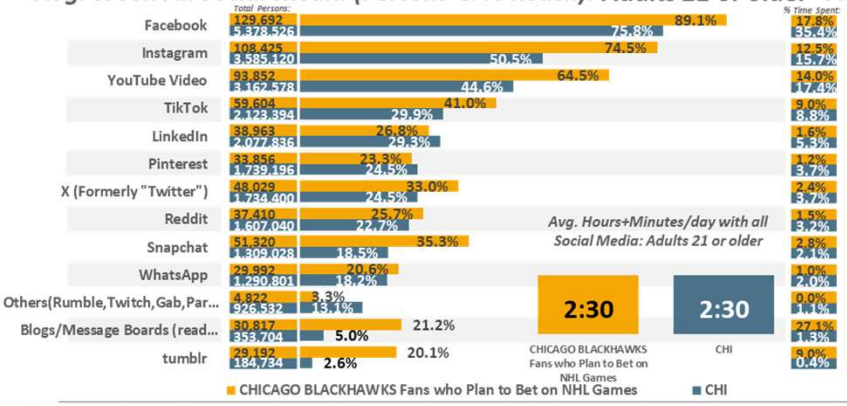
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

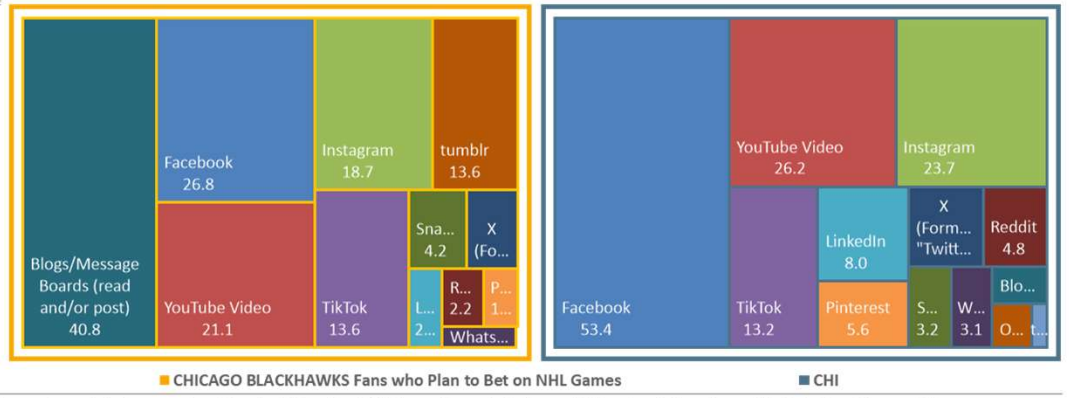


25,940 or 17.8% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 37. minutes every day representing 30.1% of all time spent daily with Ad-Supported Social

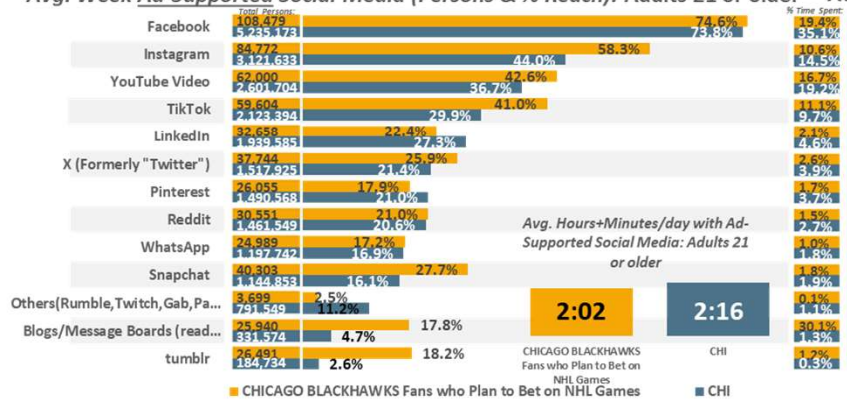
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



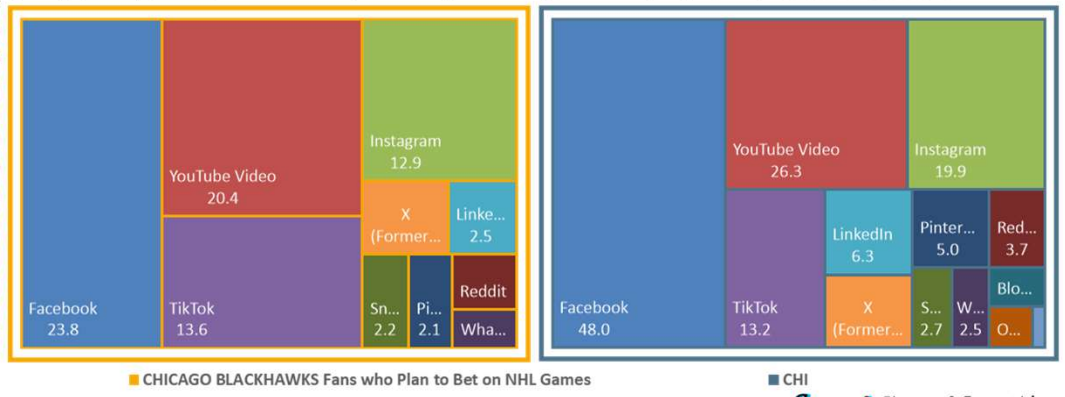
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

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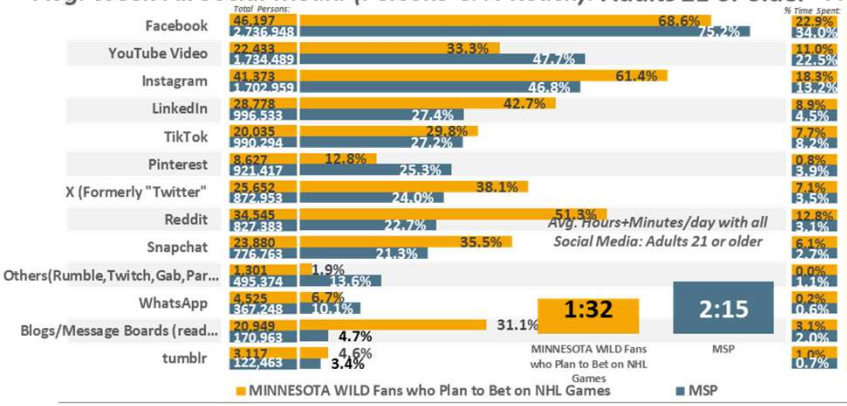
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

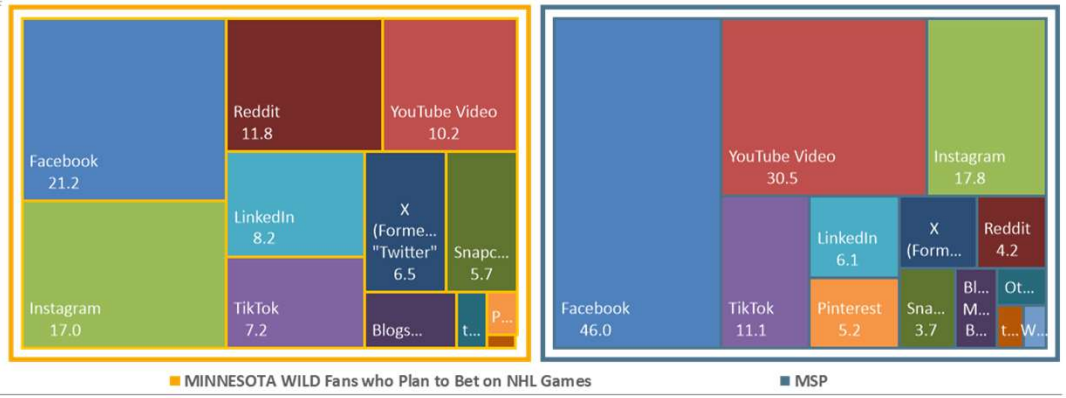


46,197 or 68.6% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games use Ad-Supported Facebook for an average of 25.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

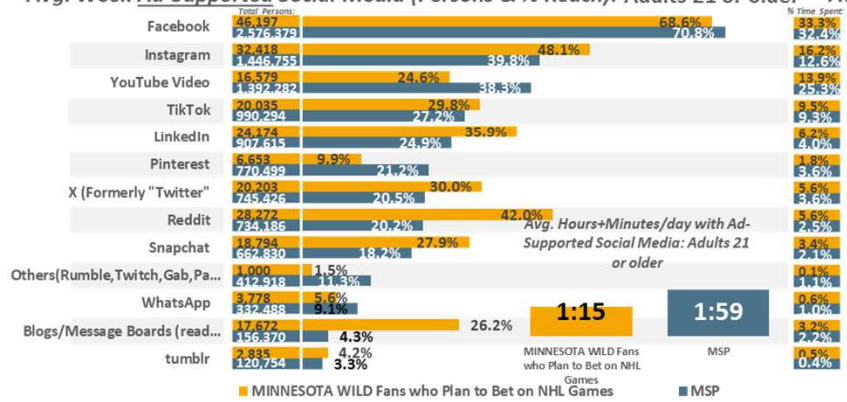
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



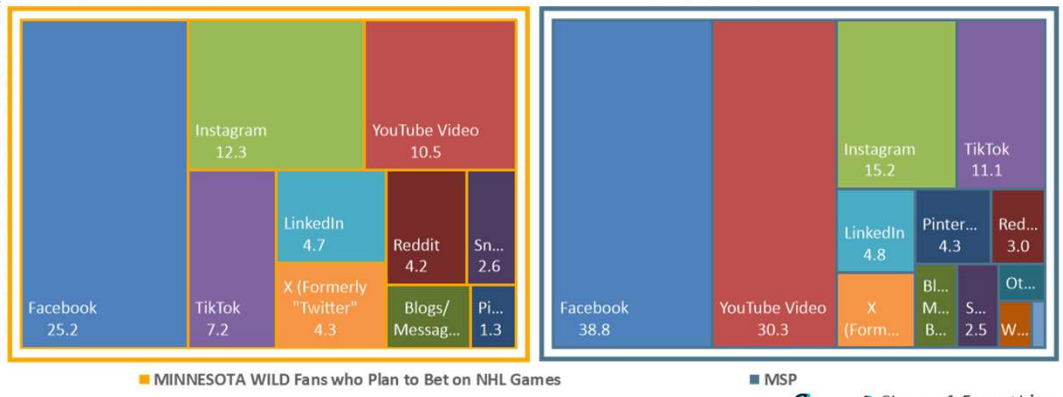
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

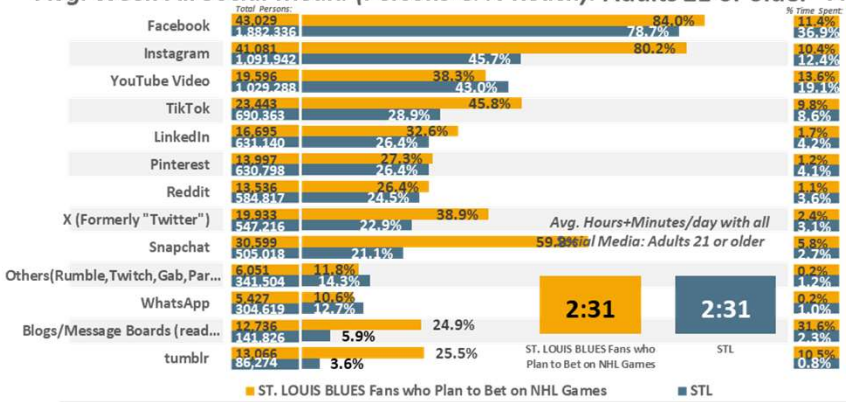
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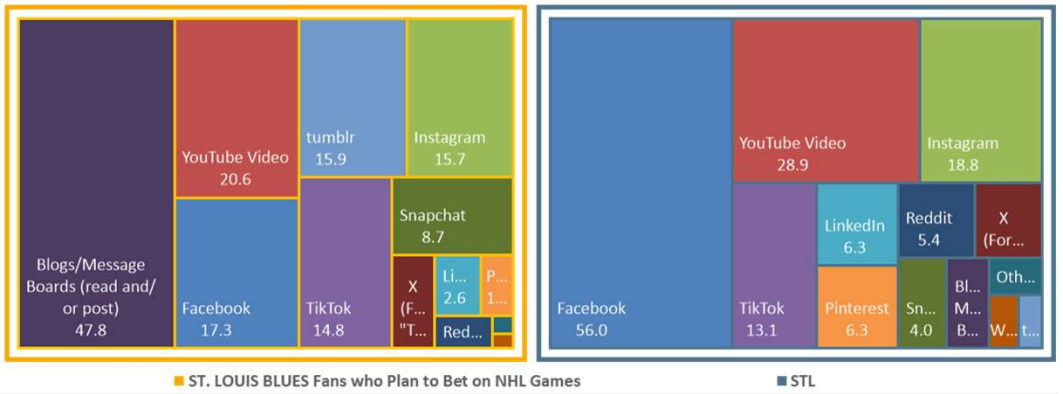
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

8,283 or 16.2% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 31.8 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Me

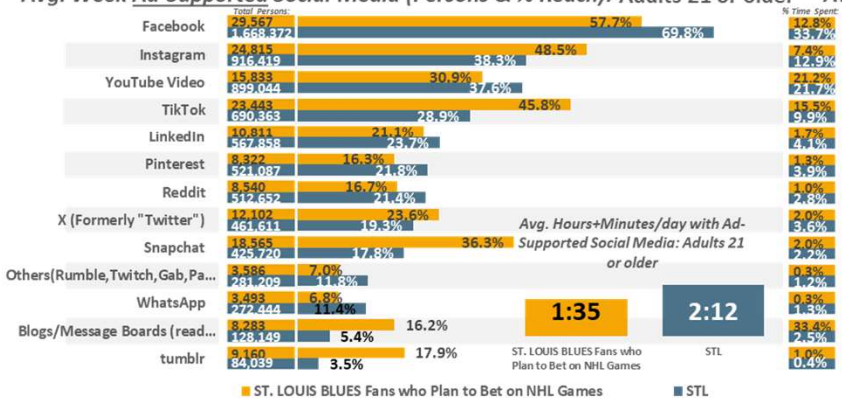
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



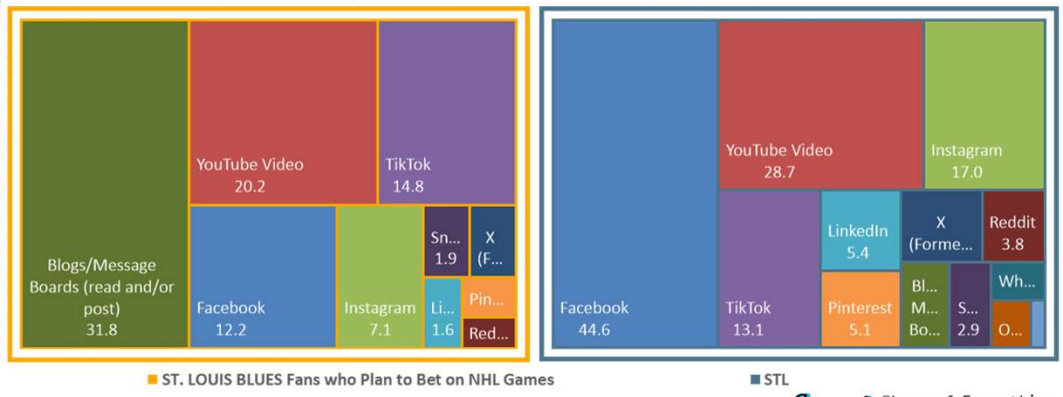
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

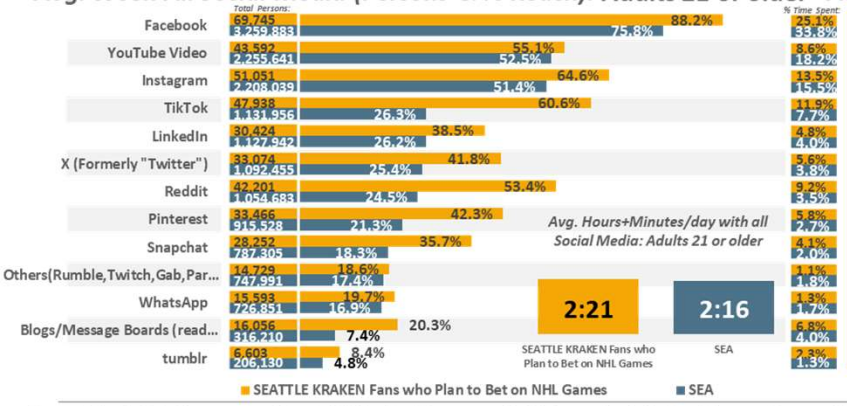
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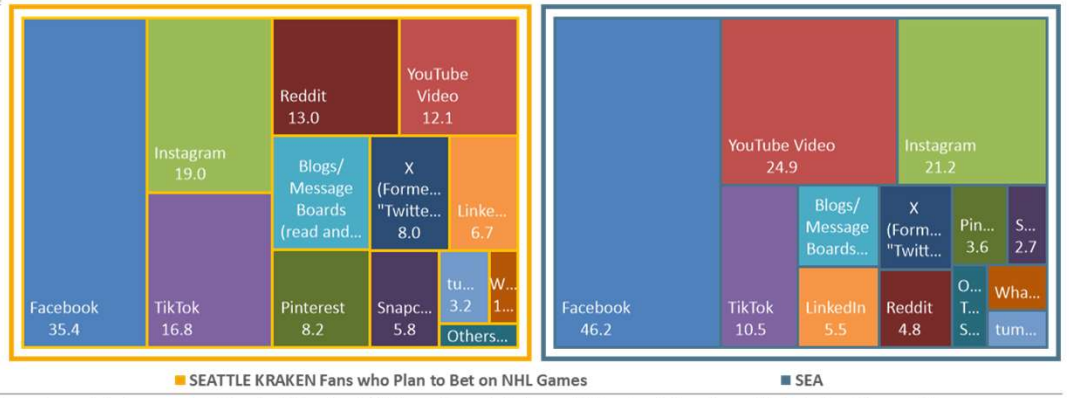
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

58,077 or 73.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games use Ad-Supported Facebook for an average of 33.1 minutes every day representing 28.6% of all time spent daily with Ad-Supported Social Media.

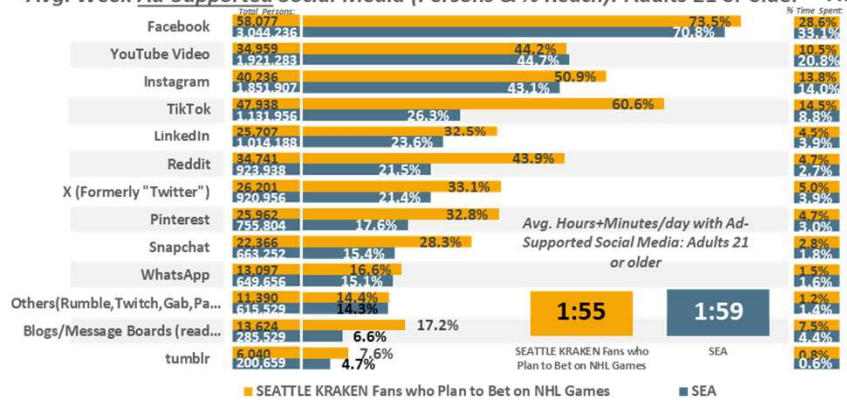
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



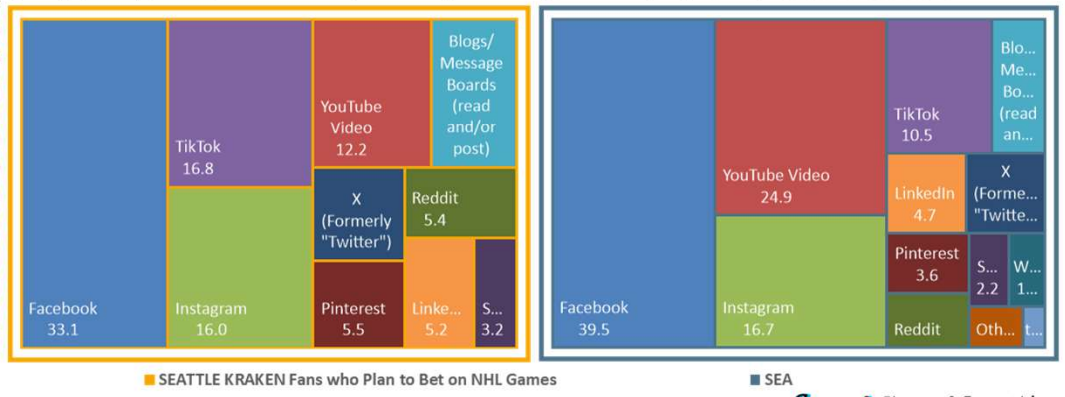
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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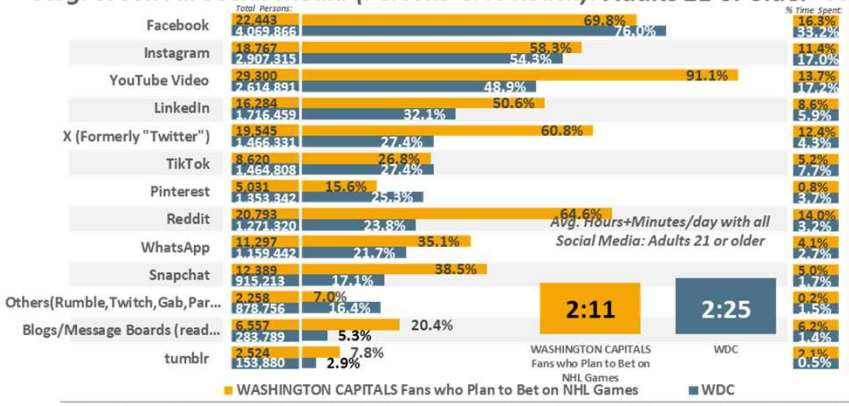
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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

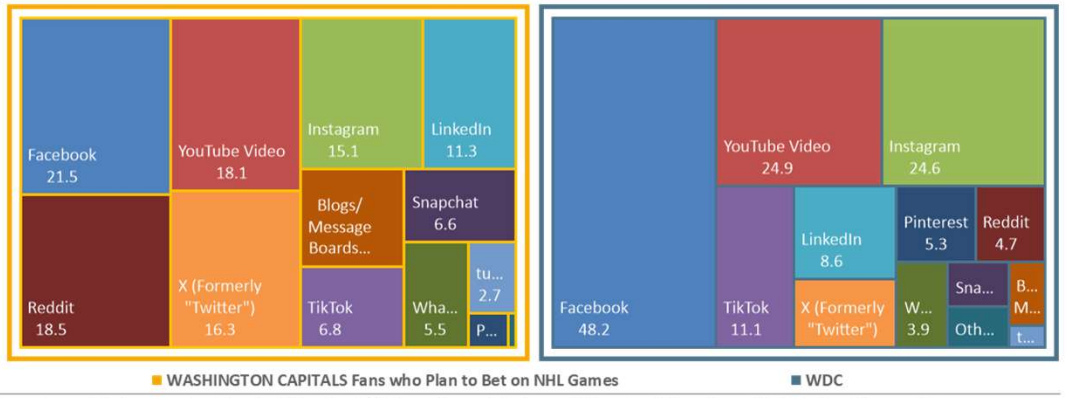


22,443 or 69.8% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games use Ad-Supported Facebook for an average of 30. minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

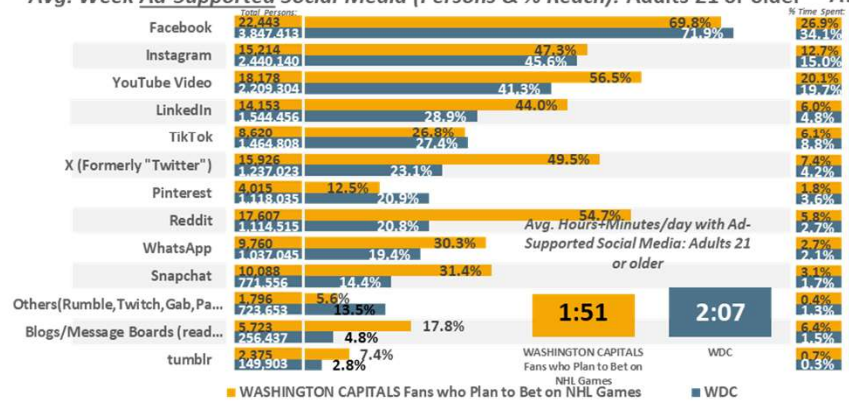
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



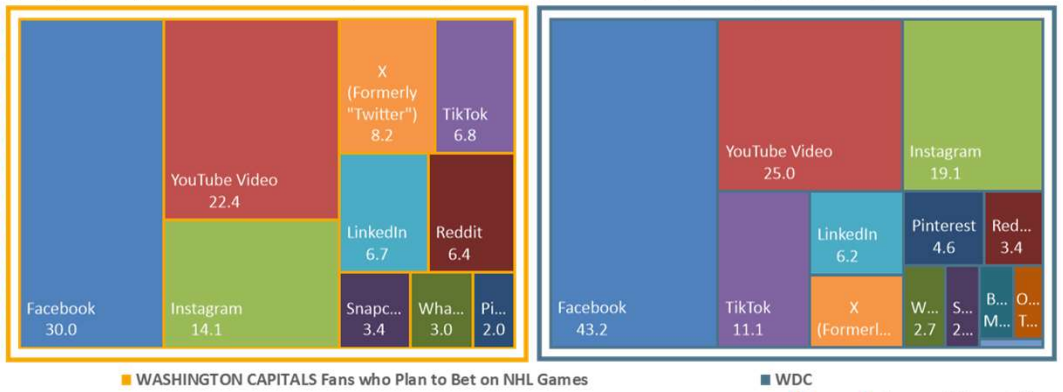
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



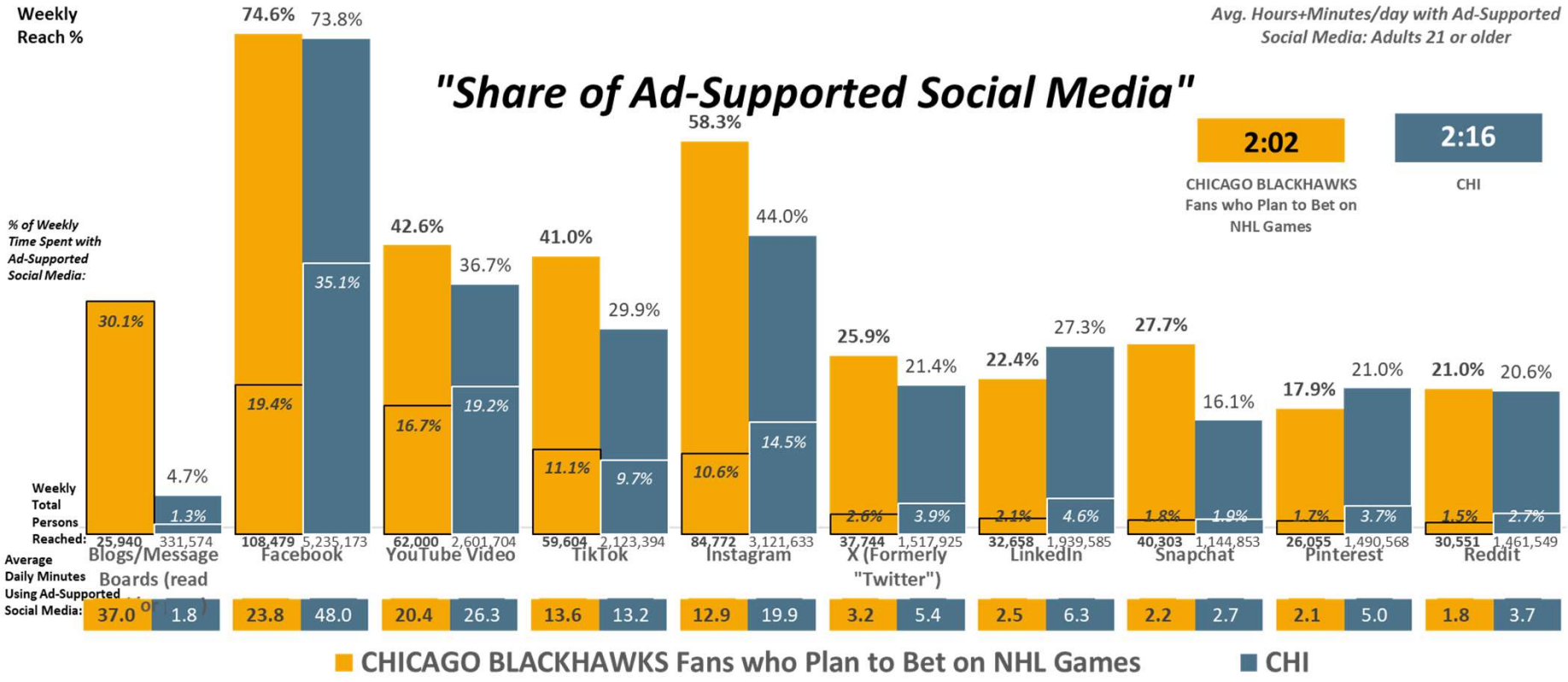
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

25,940 or 17.8% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 37. minutes every day representing 30.1% of all time spent daily with Ad-Supported Social



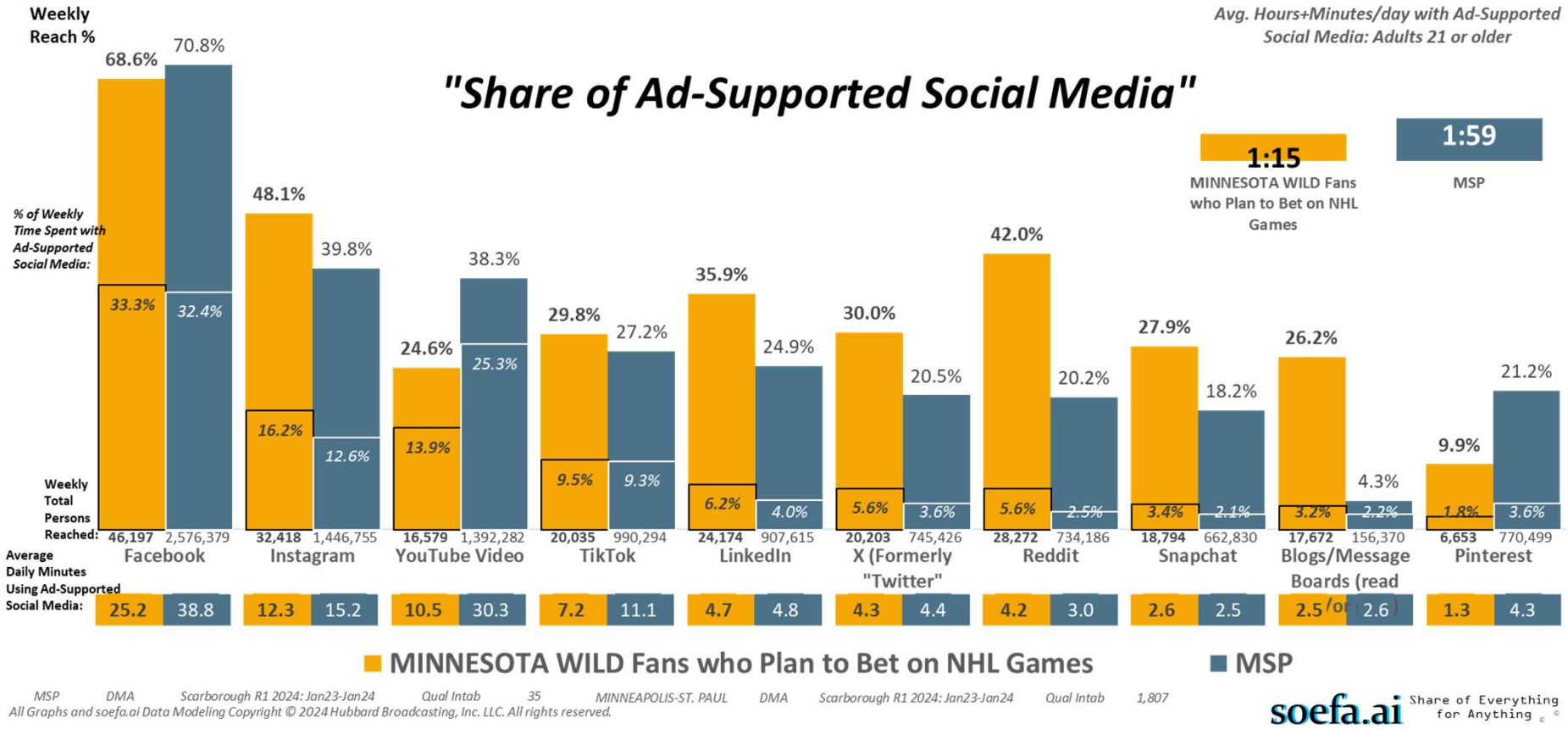
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

46,197 or 68.6% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games use Ad-Supported Facebook for an average of 25.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



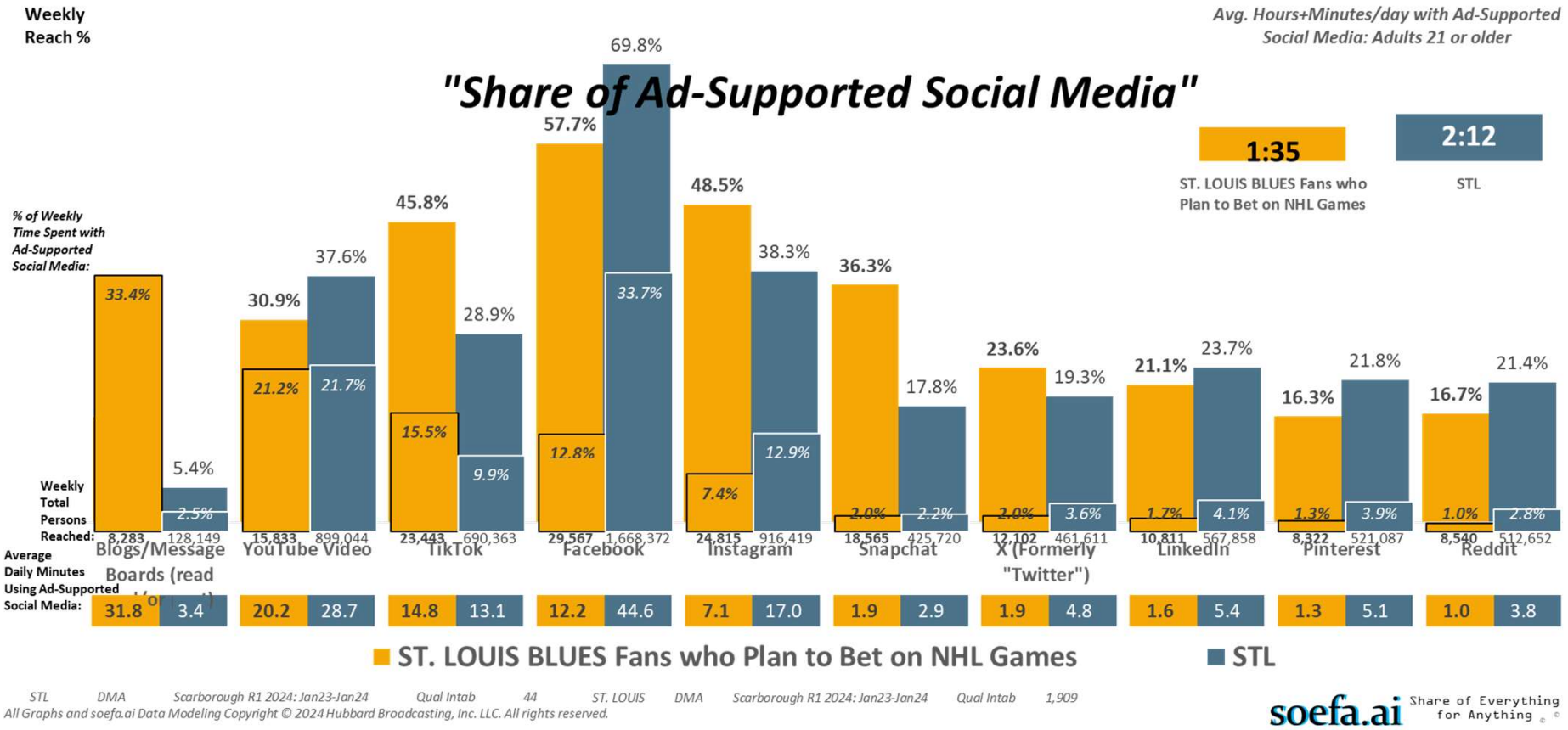
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

8,283 or 16.2% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 31.8 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Me



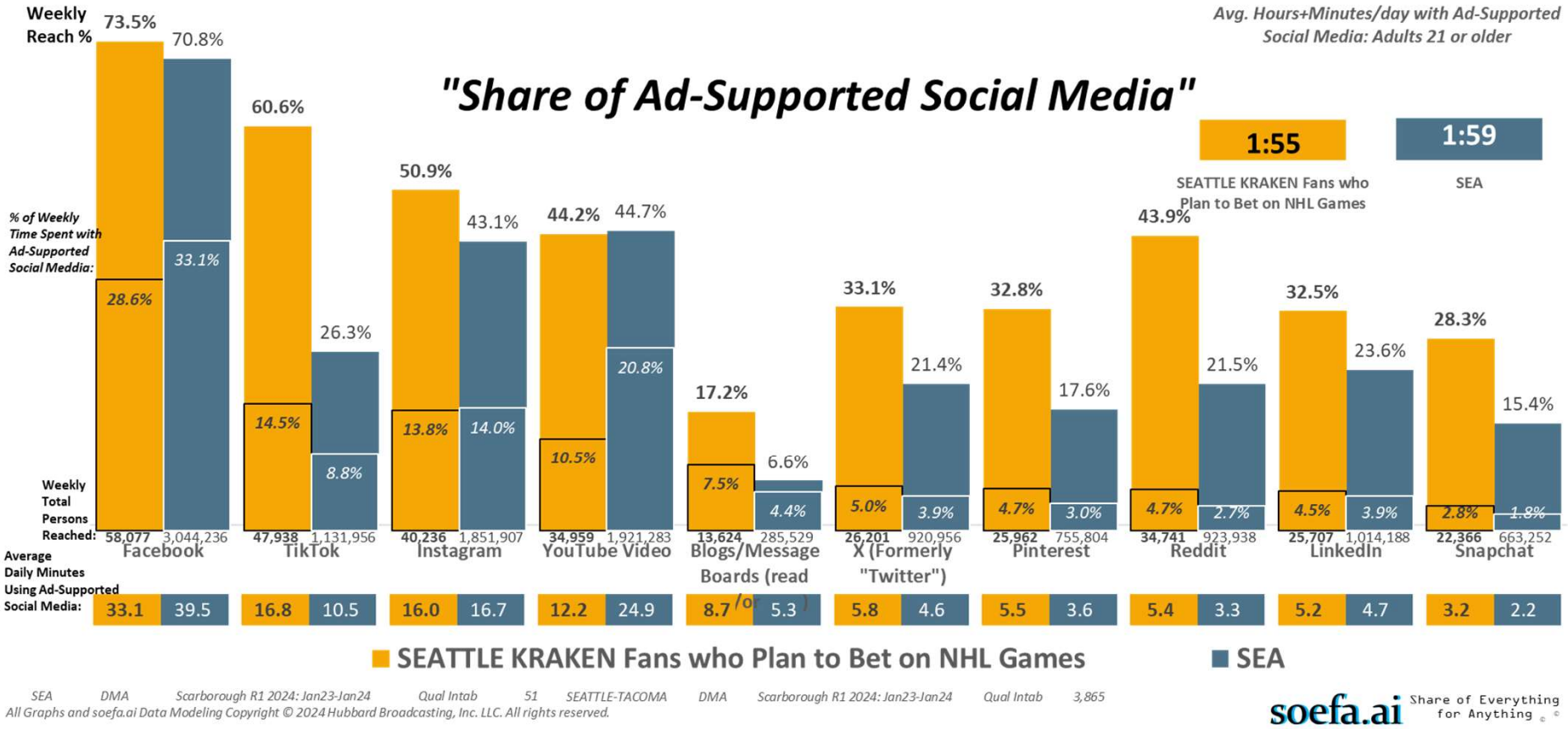
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

58,077 or 73.5% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games use Ad-Supported Facebook for an average of 33.1 minutes every day representing 28.6% of all time spent daily with Ad-Supported Social Media.



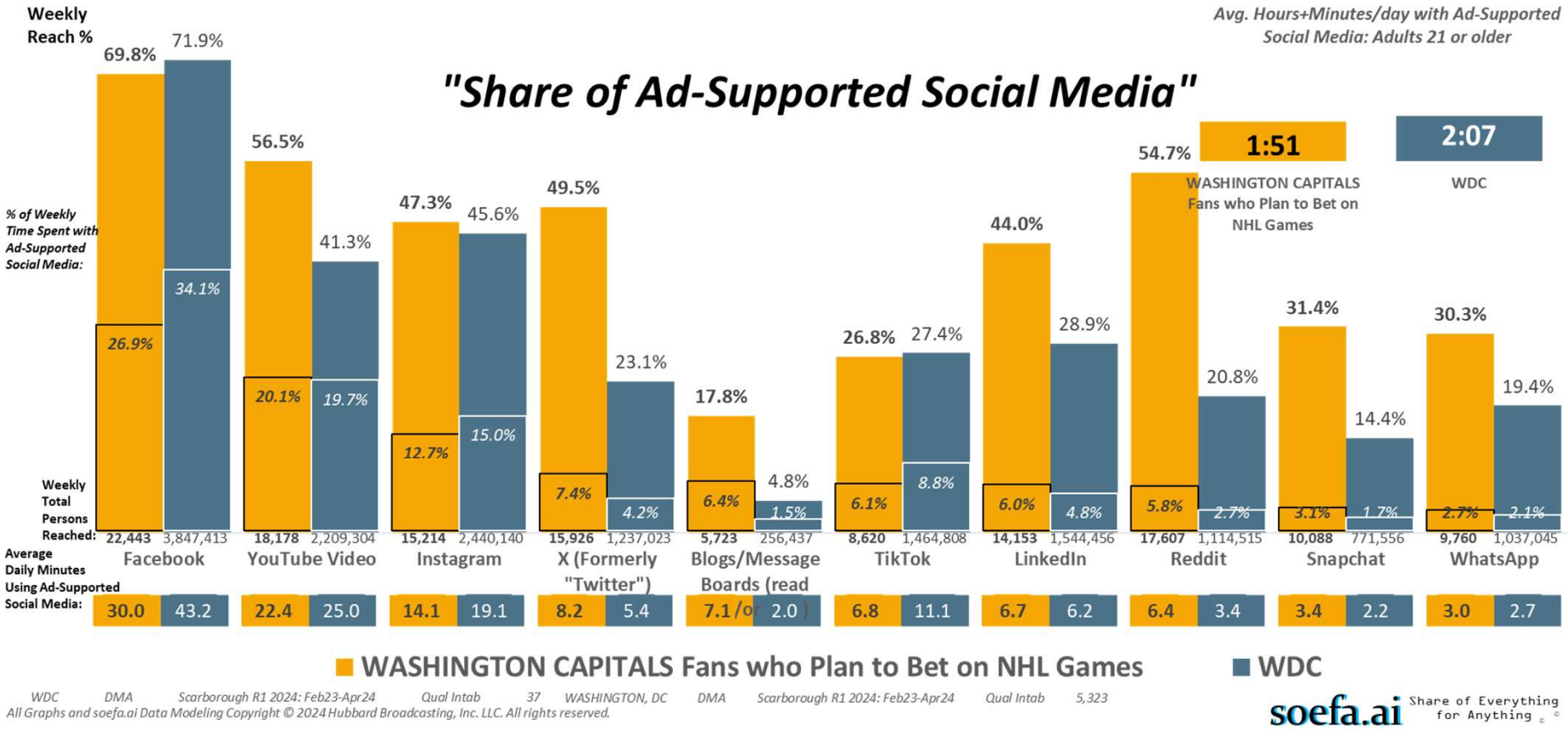
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,865

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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

22,443 or 69.8% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games use Ad-Supported Facebook for an average of 30. minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.



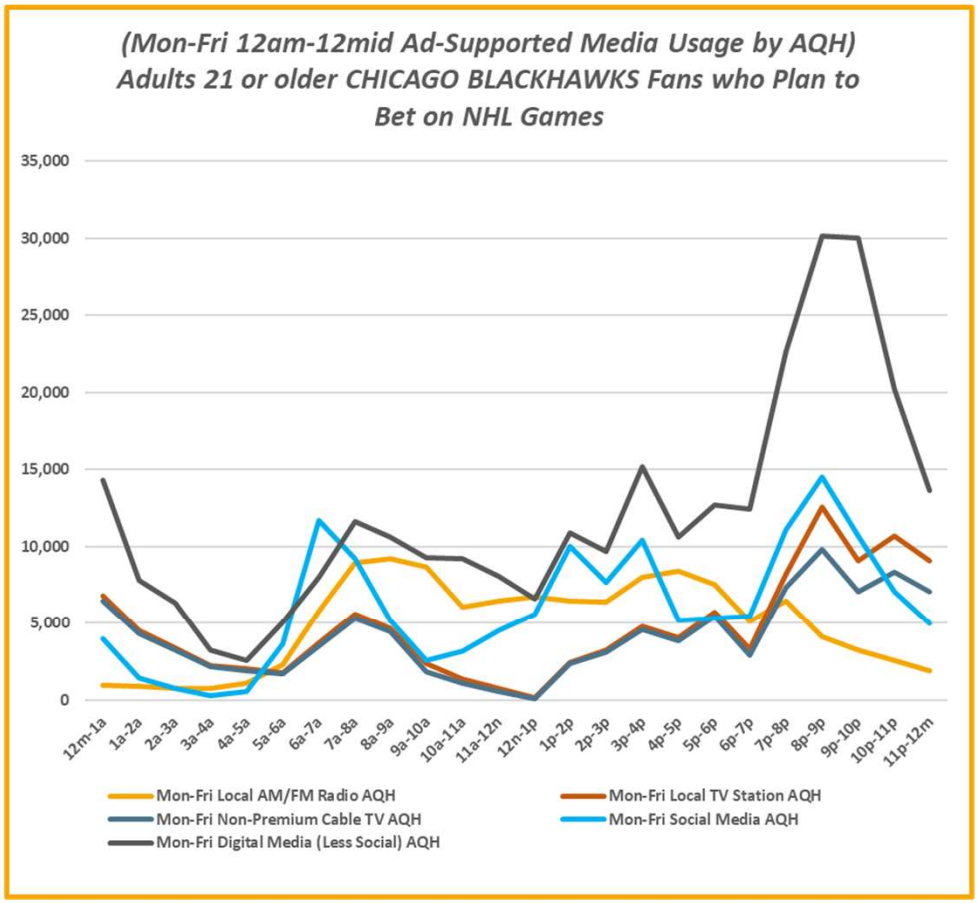
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

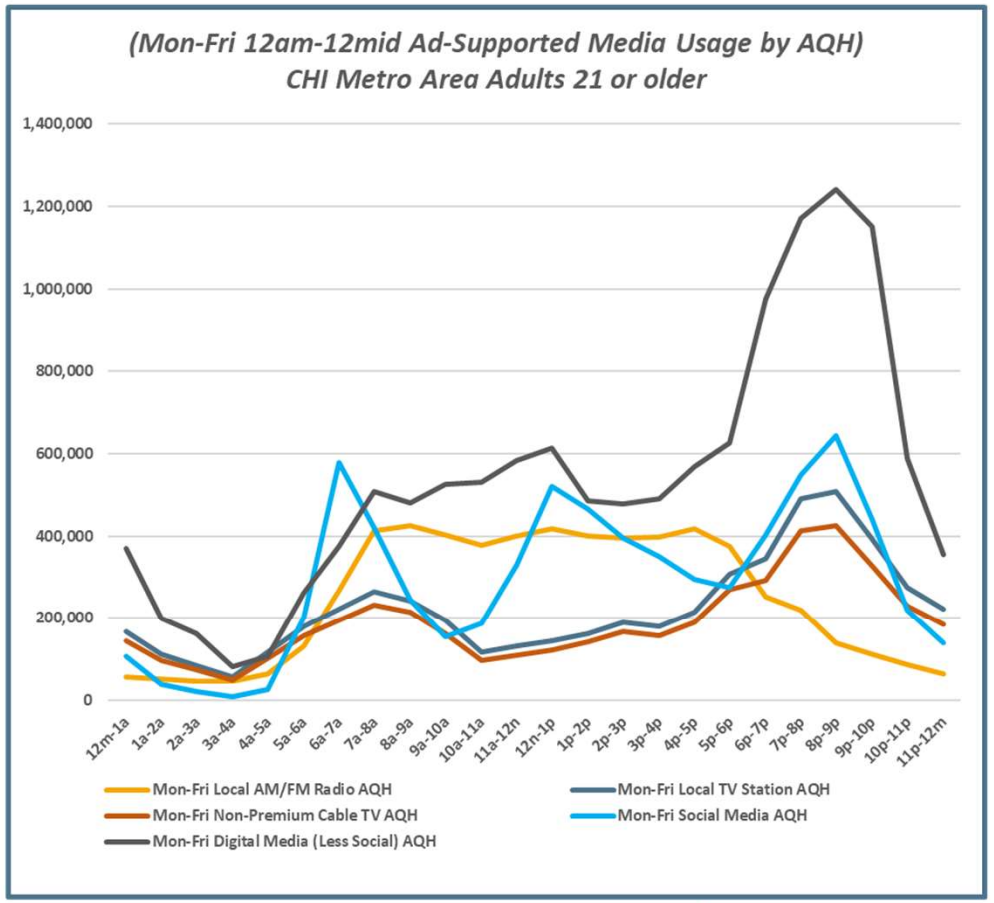
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,388; Local Radio: 7,227; Social Media: 6,633; Local TV: 3,253; Non-Prem. Cable: 3,011 reaching Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games.



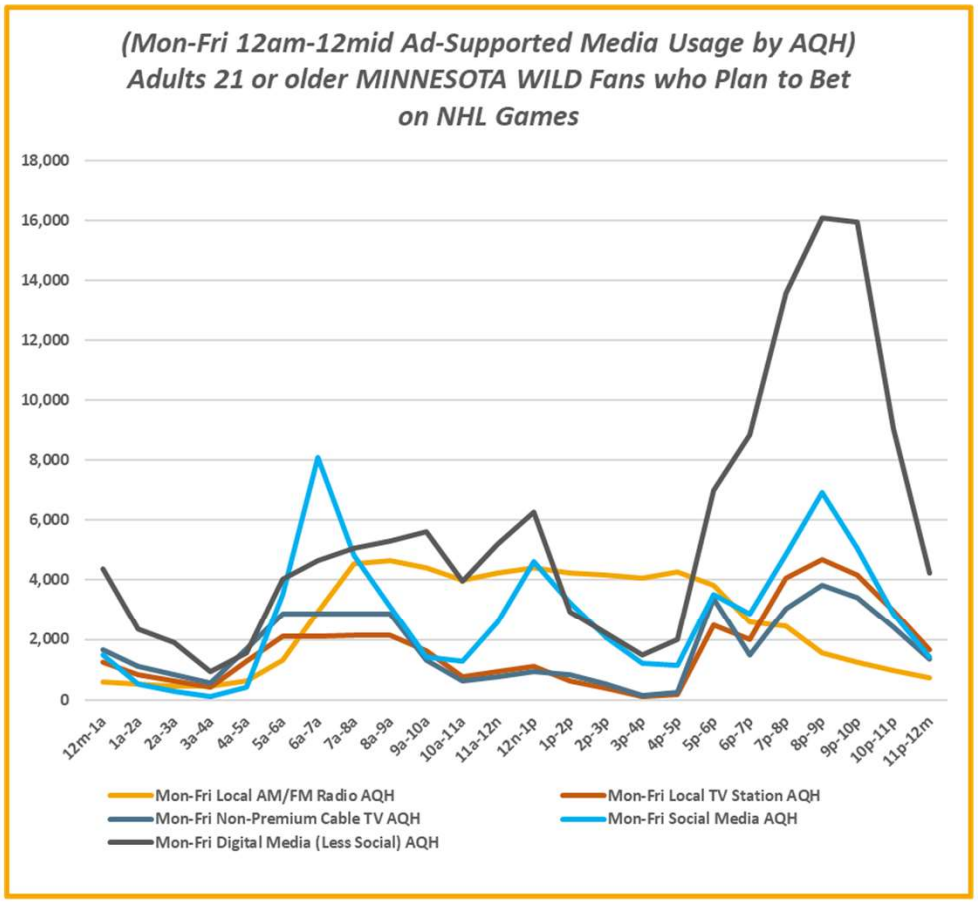


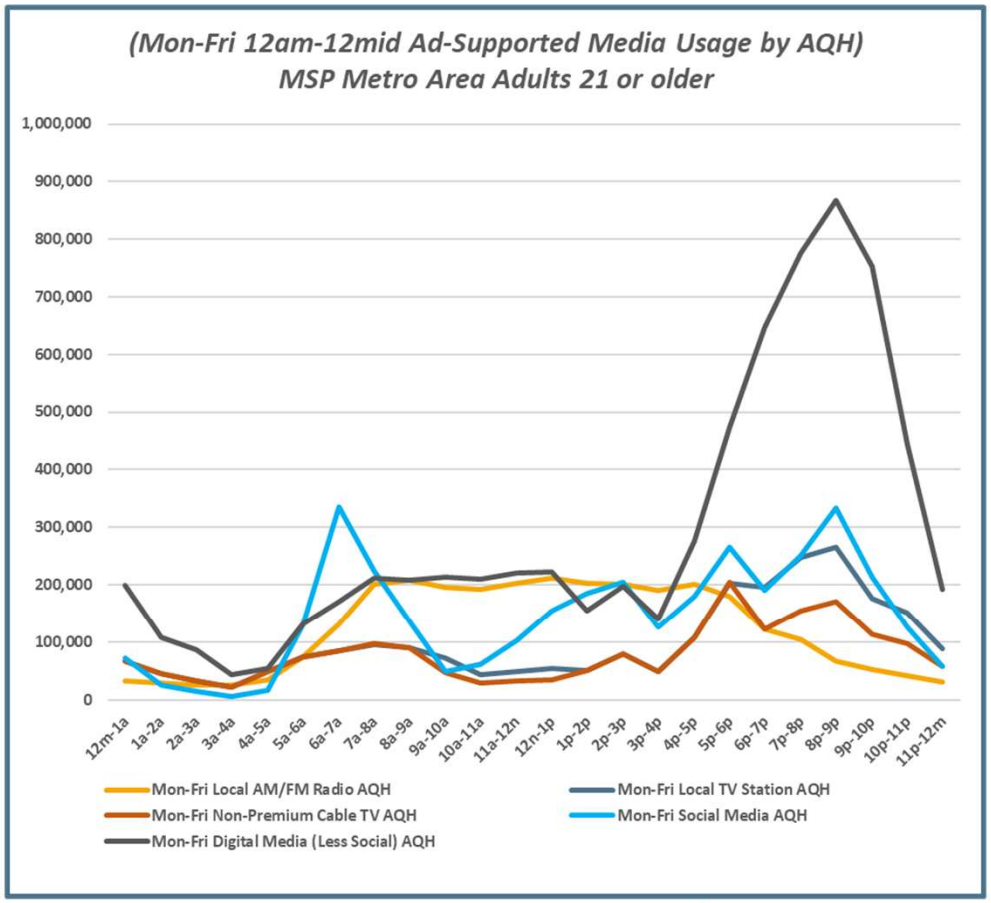
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,660; Local Radio: 4,026; Social Media: 3,077; Non-Prem. Cable: 1,449; Local TV: 1,276 reaching Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games.





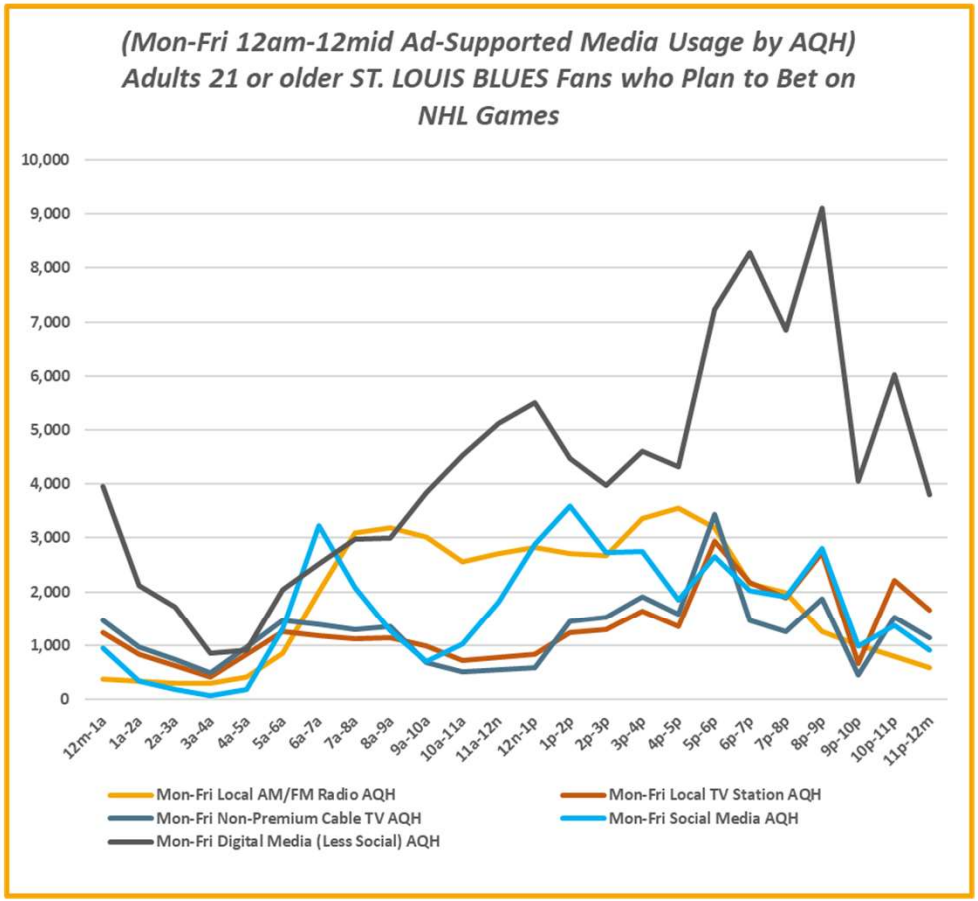
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

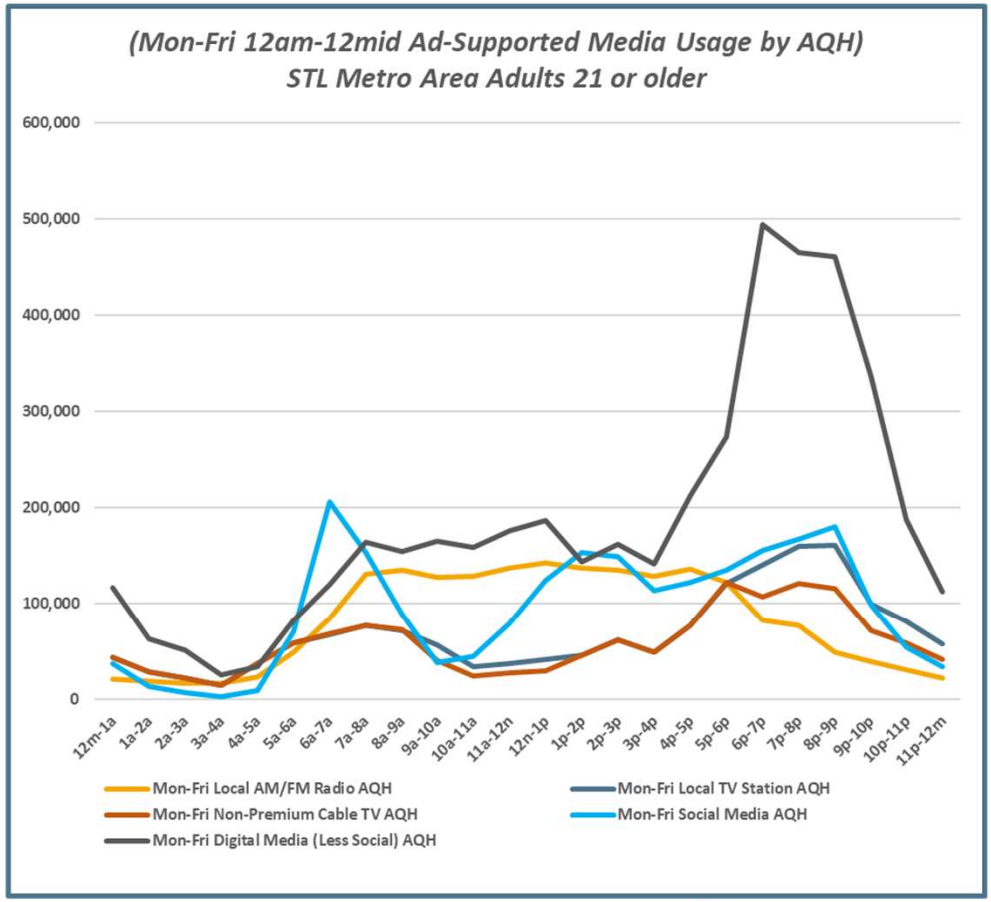
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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,645; Local Radio: 2,853; Social Media: 2,201; Non-Prem. Cable: 1,359; Local TV: 1,340 reaching Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games.



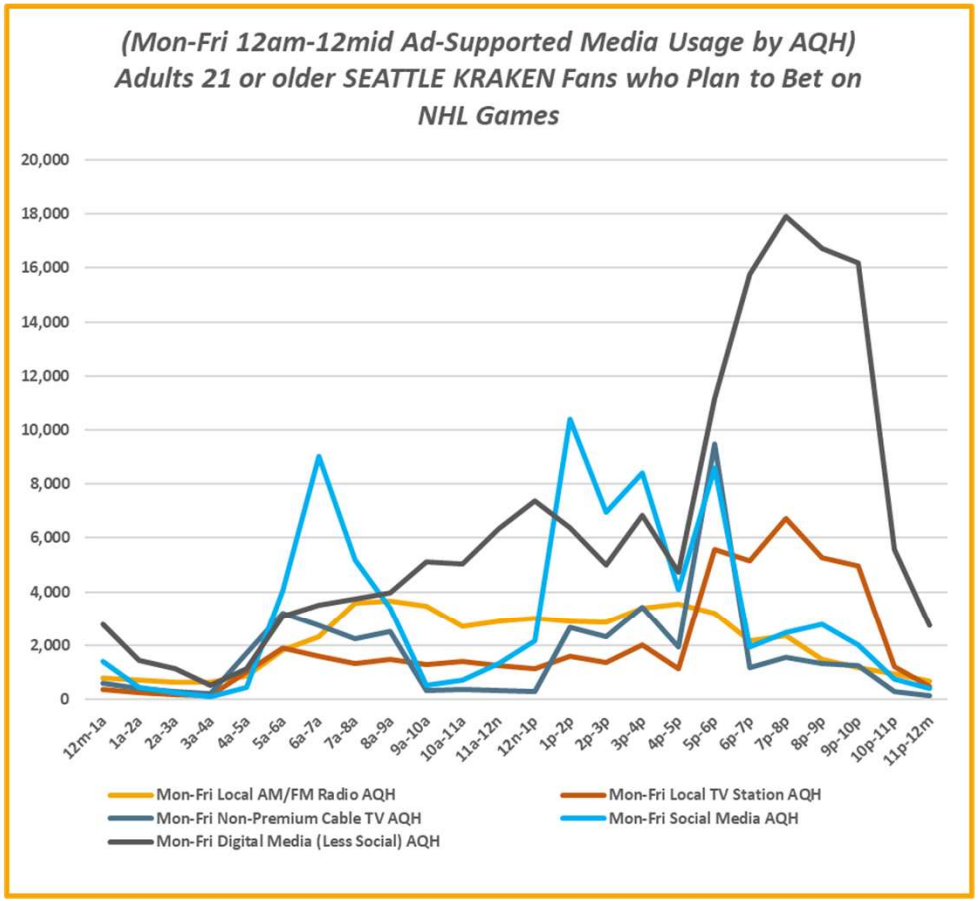


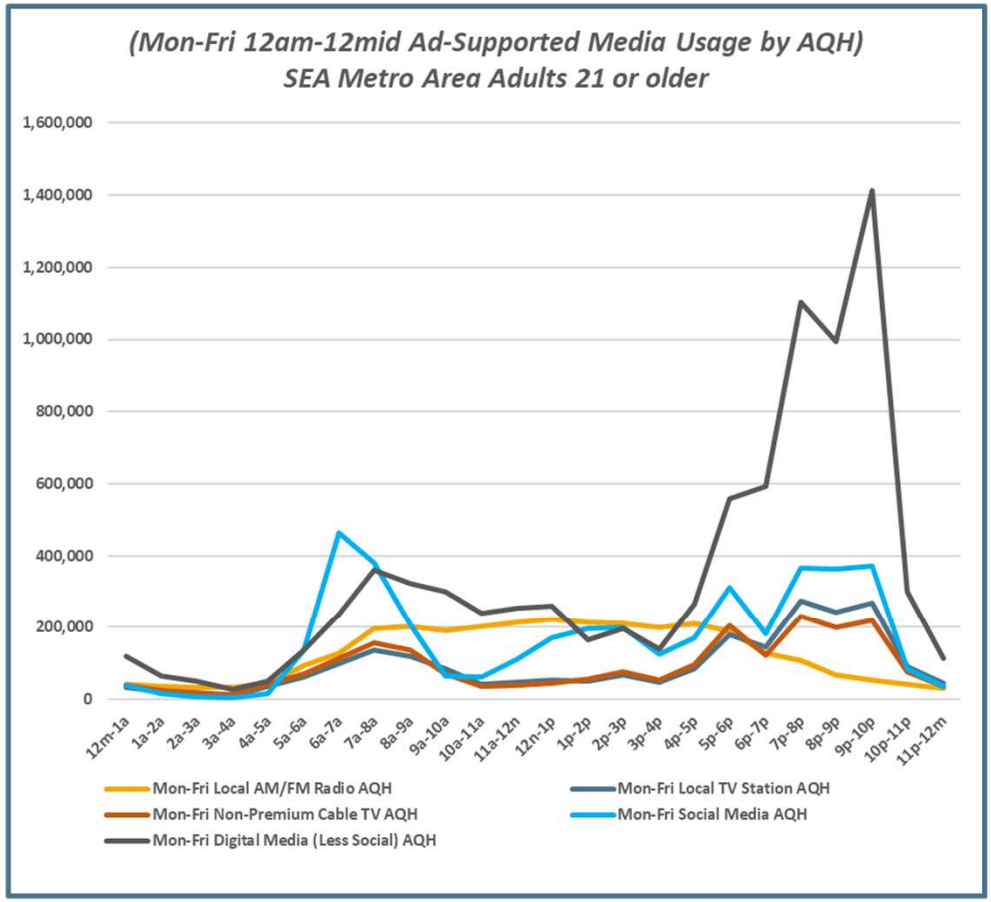
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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,531; Social Media: 4,829; Local Radio: 3,049; Non-Prem. Cable: 2,292; Local TV: 2,017 reaching Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games.



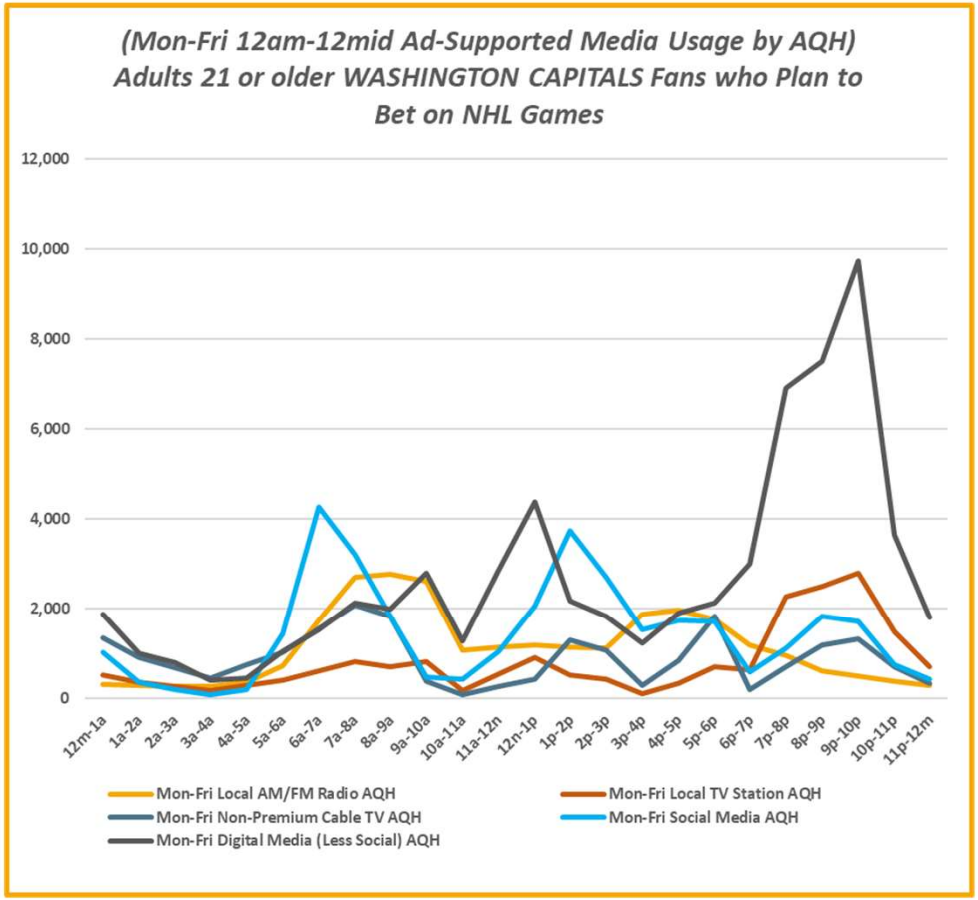


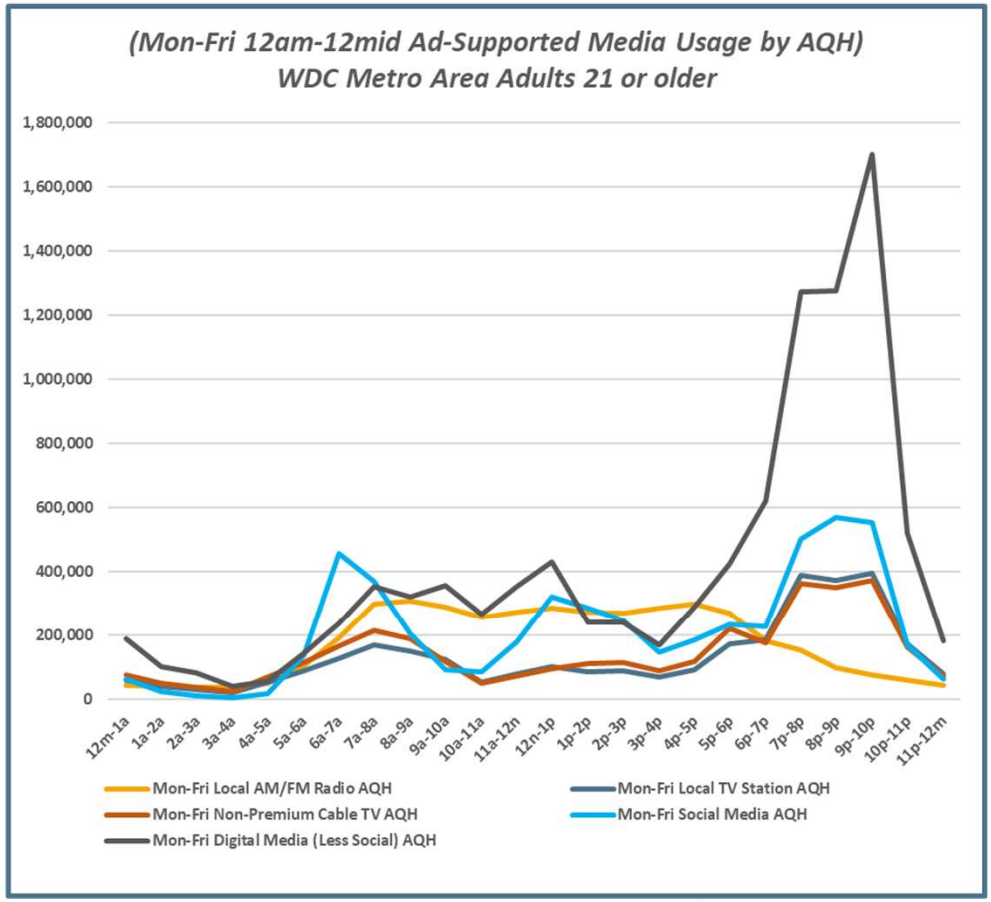
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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,243; Social Media: 1,947; Local Radio: 1,714; Non-Prem. Cable: 931; Local TV: 558 reaching Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games.





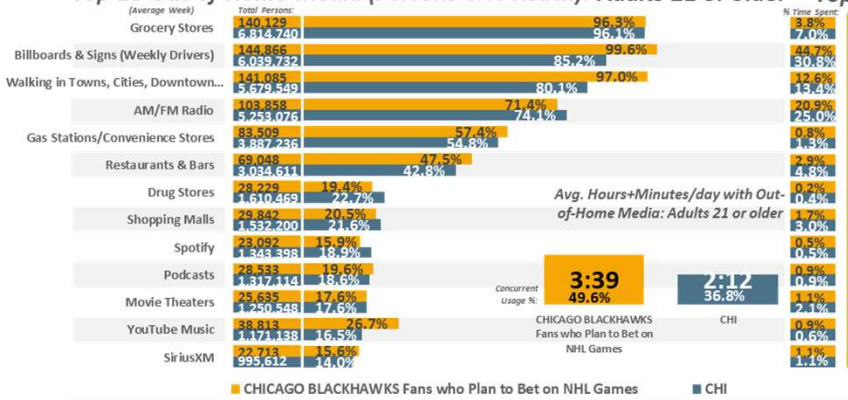
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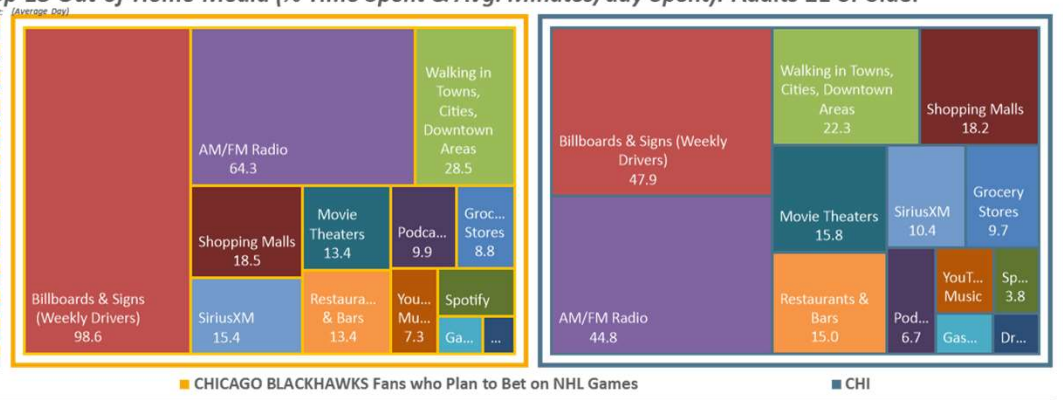
[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

144,866 or 99.6% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games spend an average of 98.6 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 62.5 minutes/day.

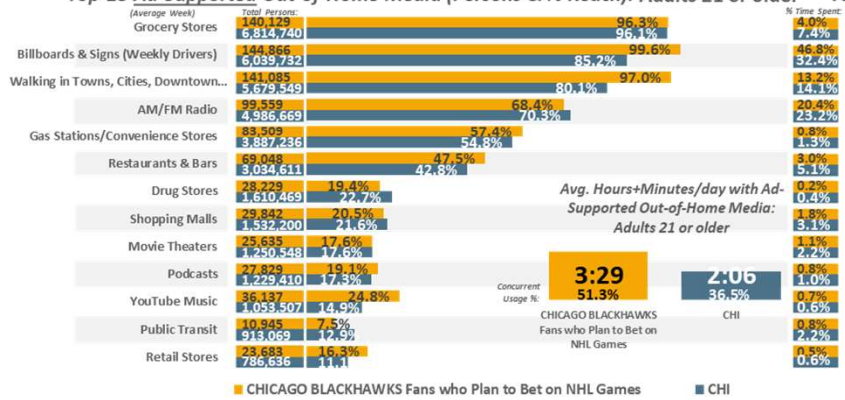
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



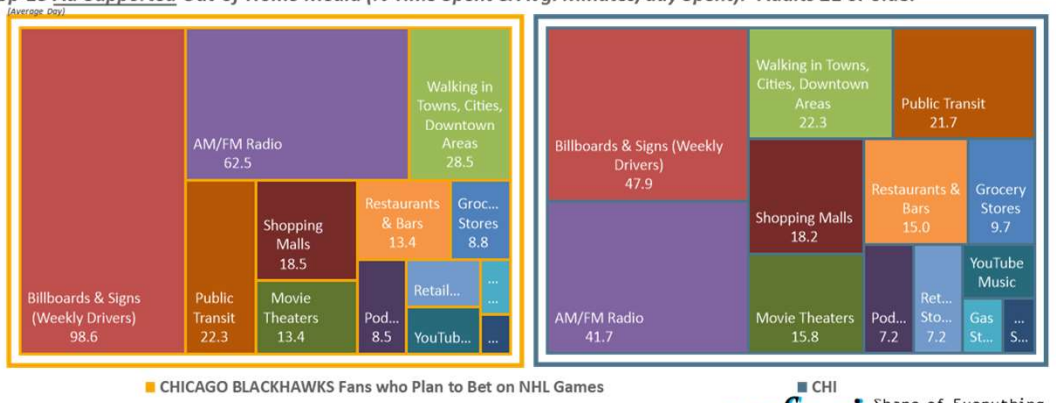
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

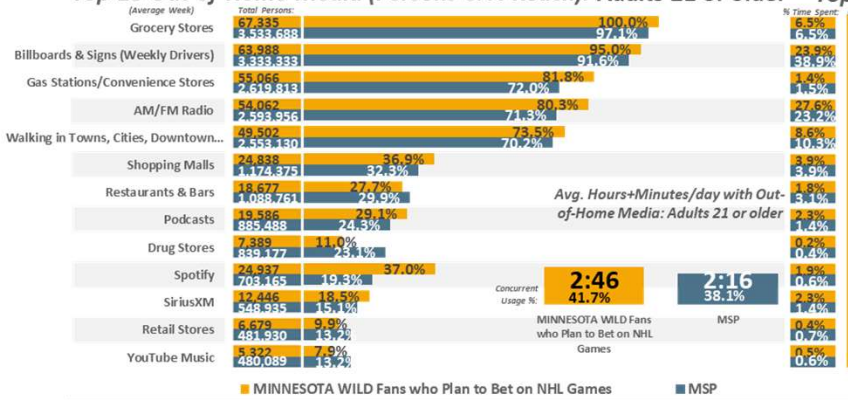
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

63,988 or 95.% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games spend an average of 41.8 minutes per day driving, seeing Billboards and Signs. 78.4% Listen to Local Radio Stations Out-of-Home for an average of 55.1 minutes/day.

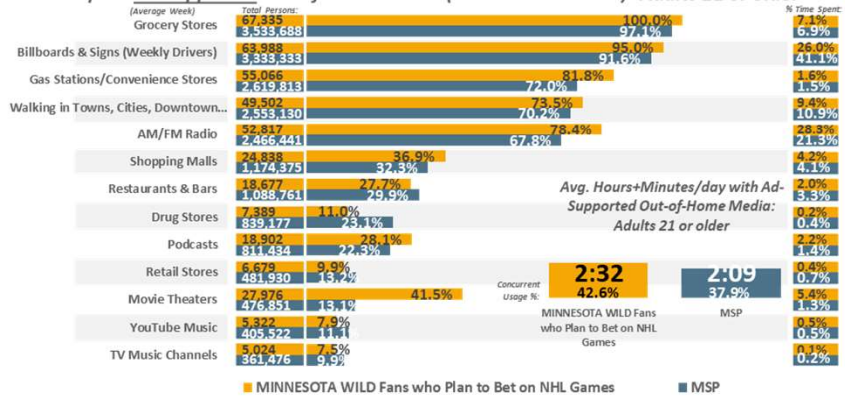
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



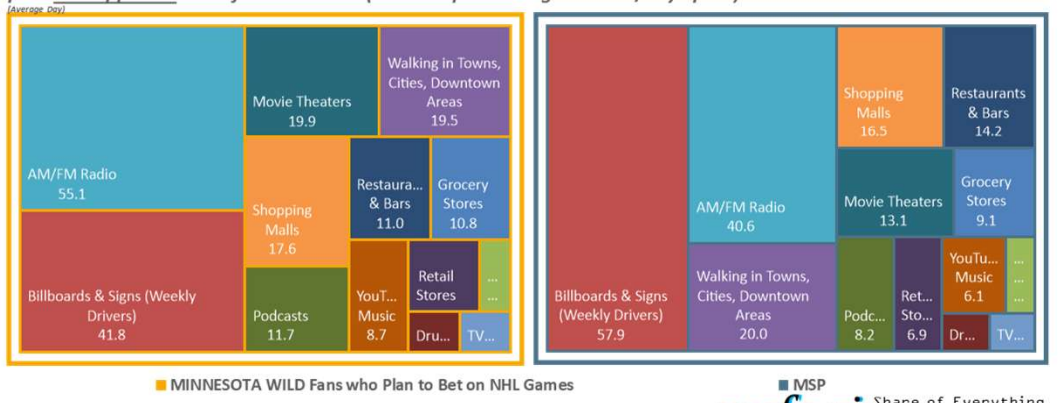
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

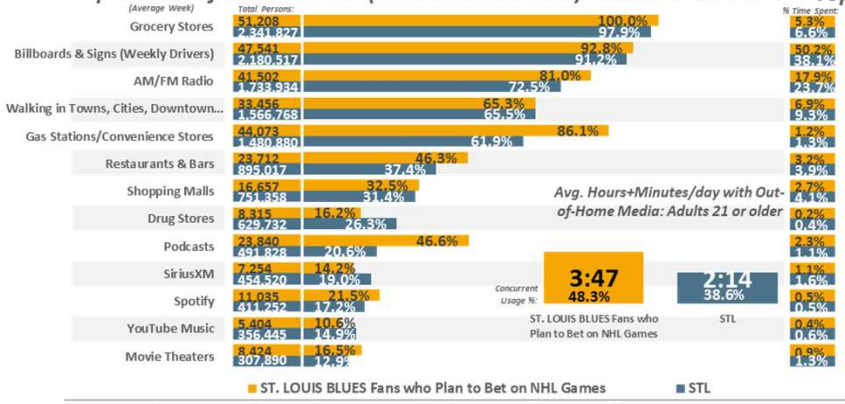
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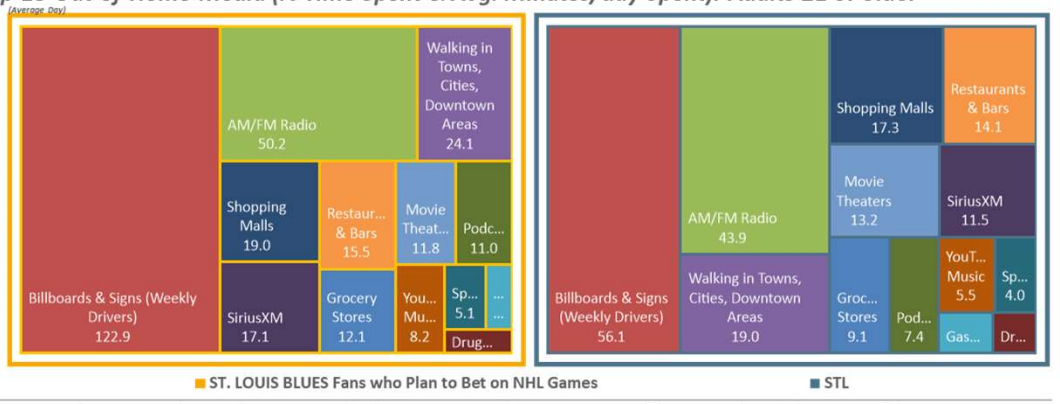
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

47,541 or 92.8% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games spend an average of 122.9 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

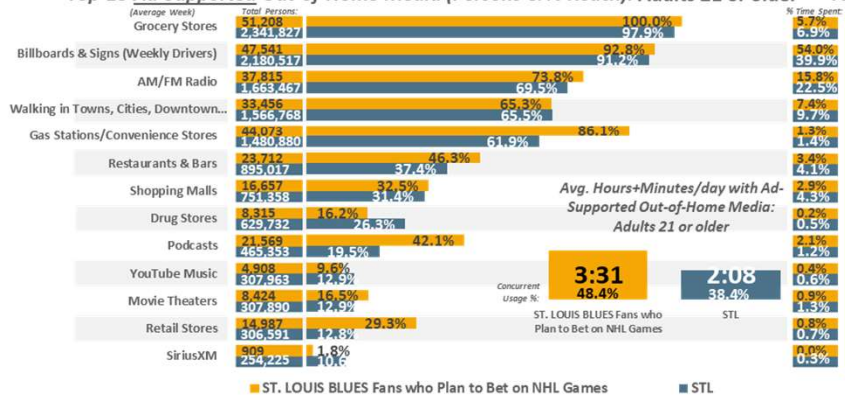
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



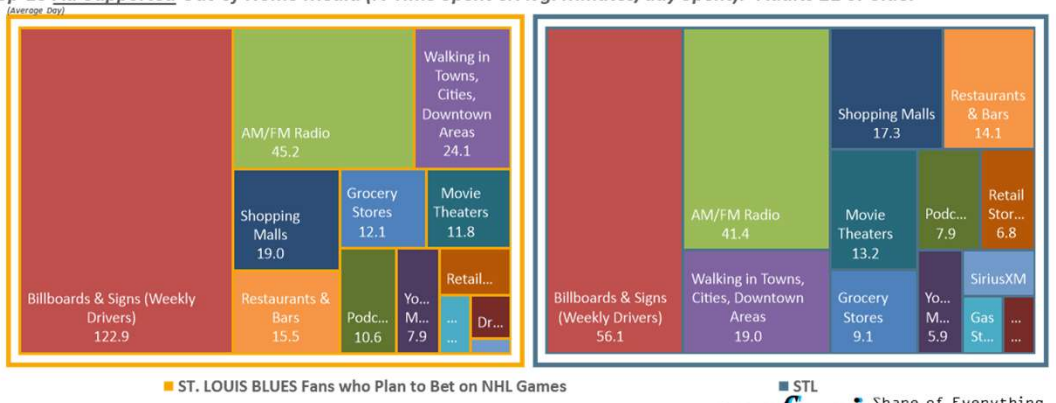
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

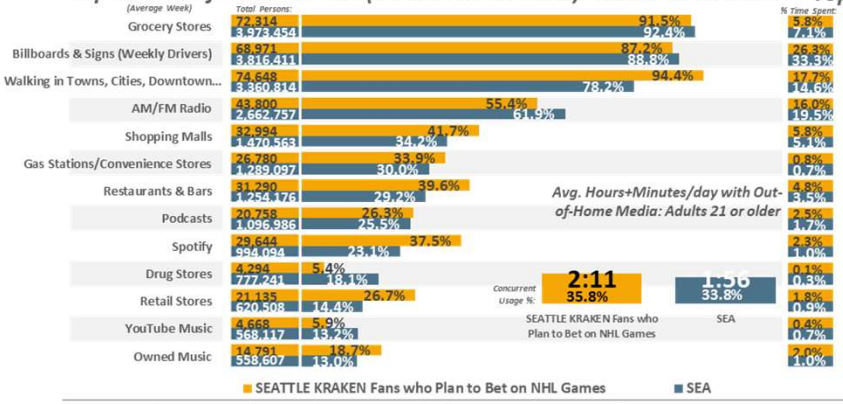
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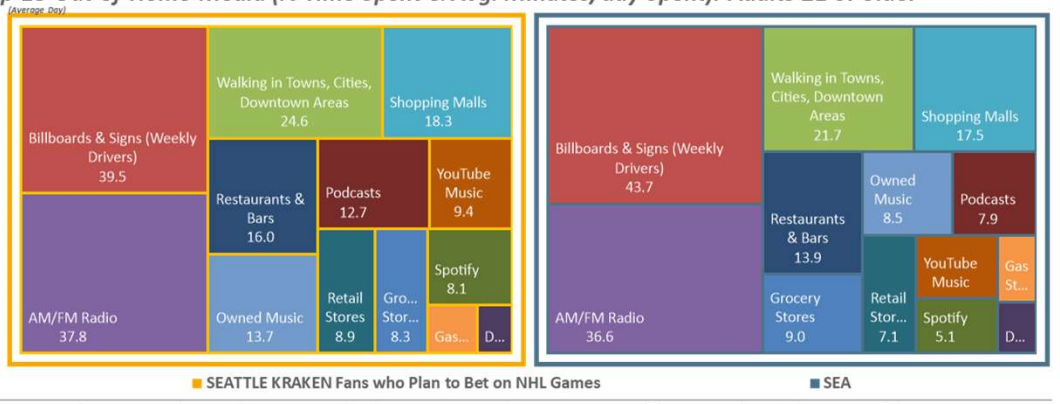
[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

68,971 or 87.2% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 54.7% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

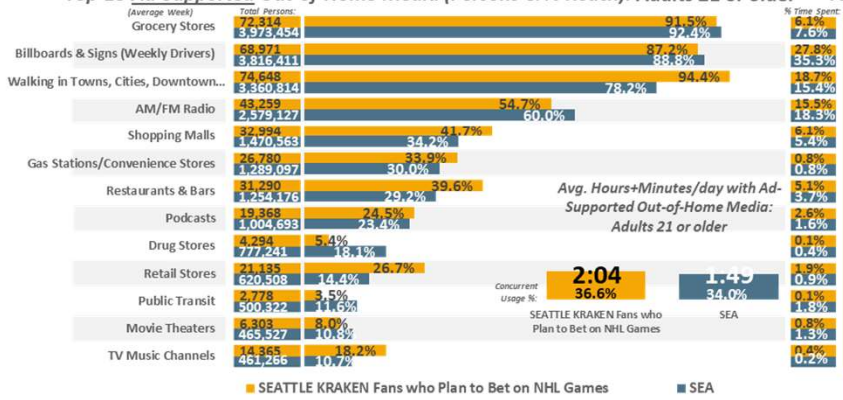
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



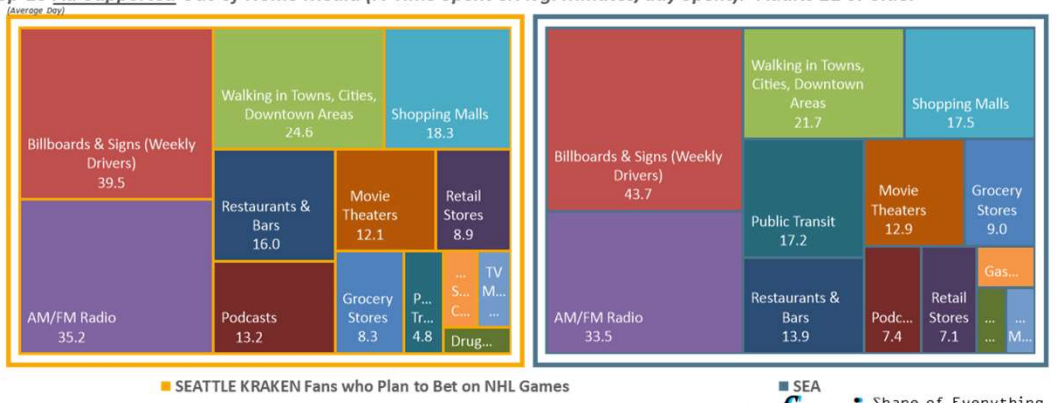
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

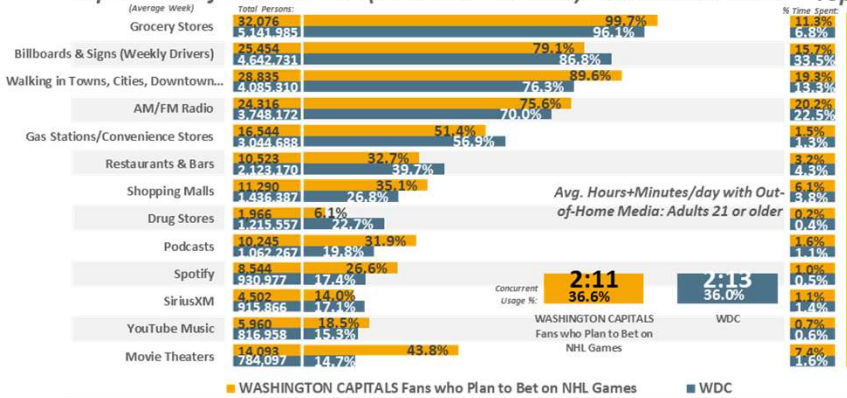
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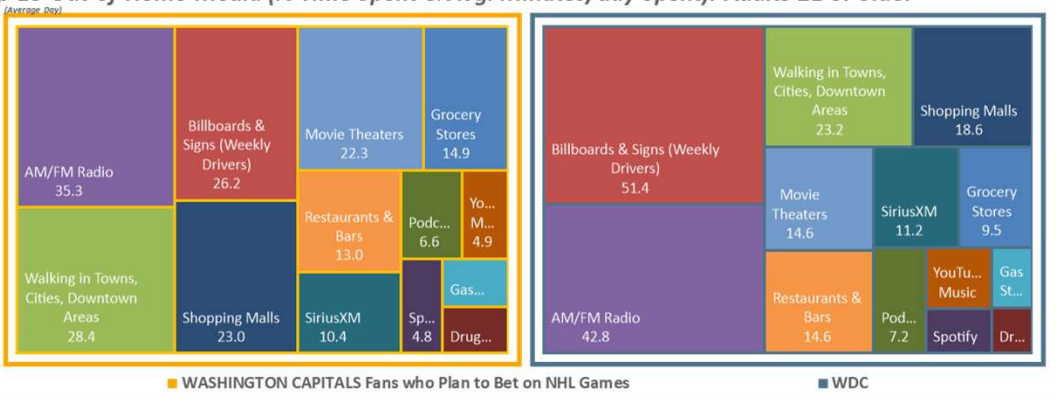
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

25,454 or 79.1% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games spend an average of 26.2 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 27.1 minutes/day.

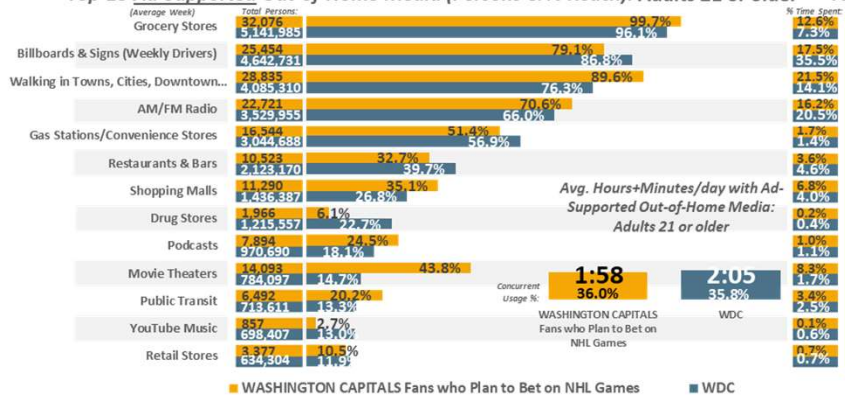
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



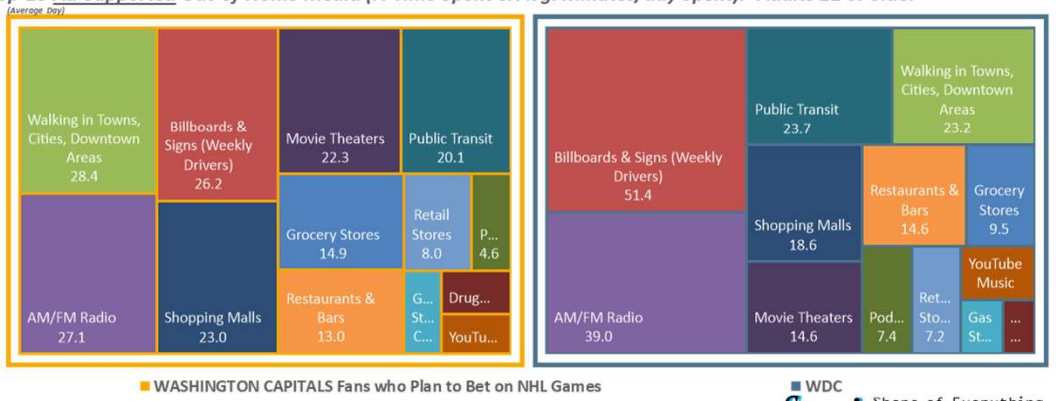
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

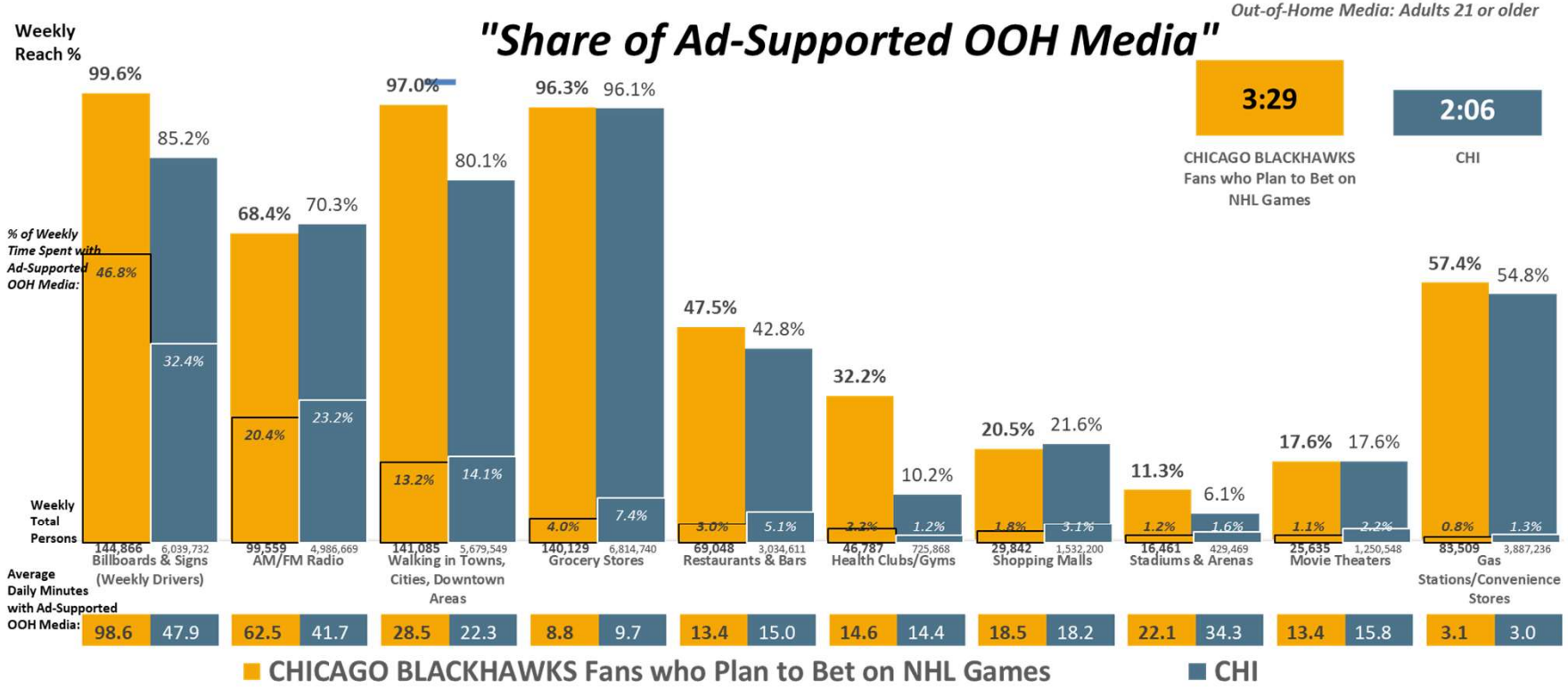
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

144,866 or 99.6% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games spend an average of 98.6 minutes per day driving, seeing Billboards and Signs representing 46.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

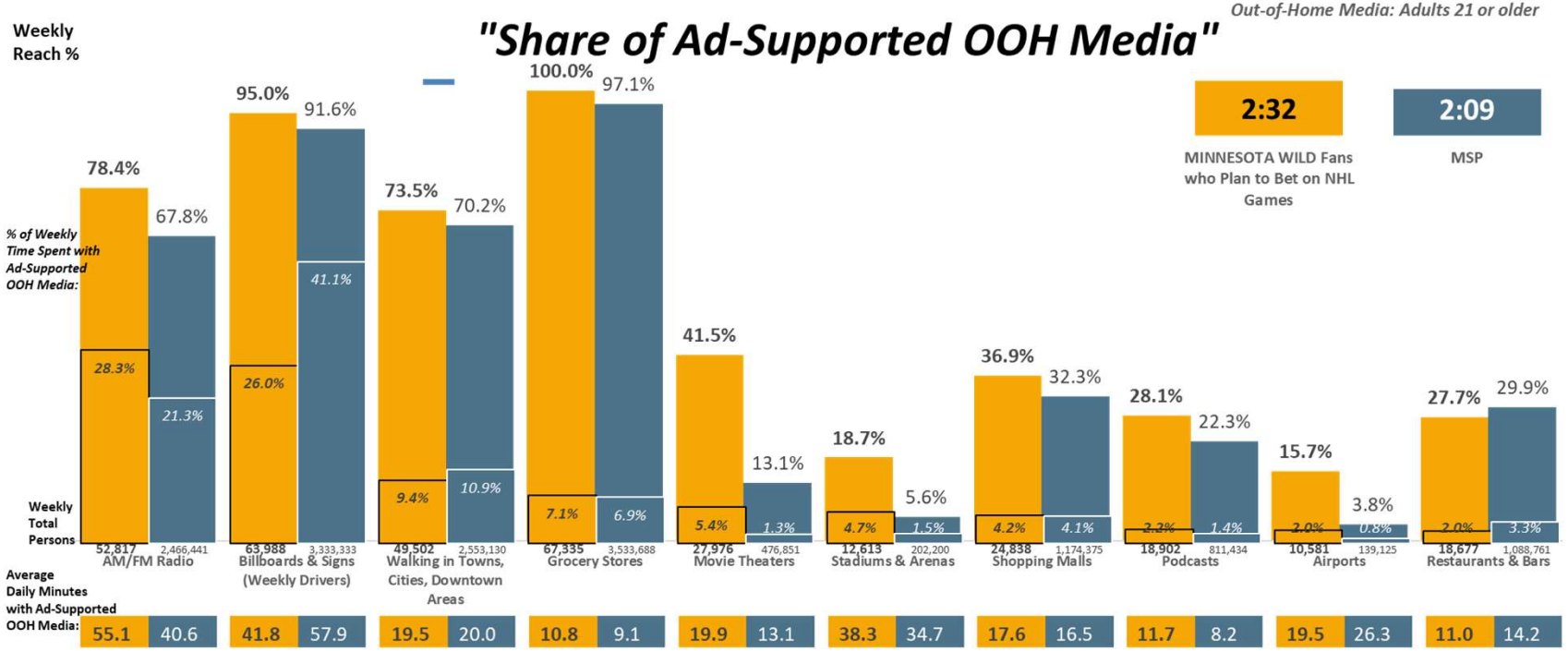
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

63,988 or 95.% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games spend an average of 41.8 minutes per day driving, seeing Billboards and Signs representing 26.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



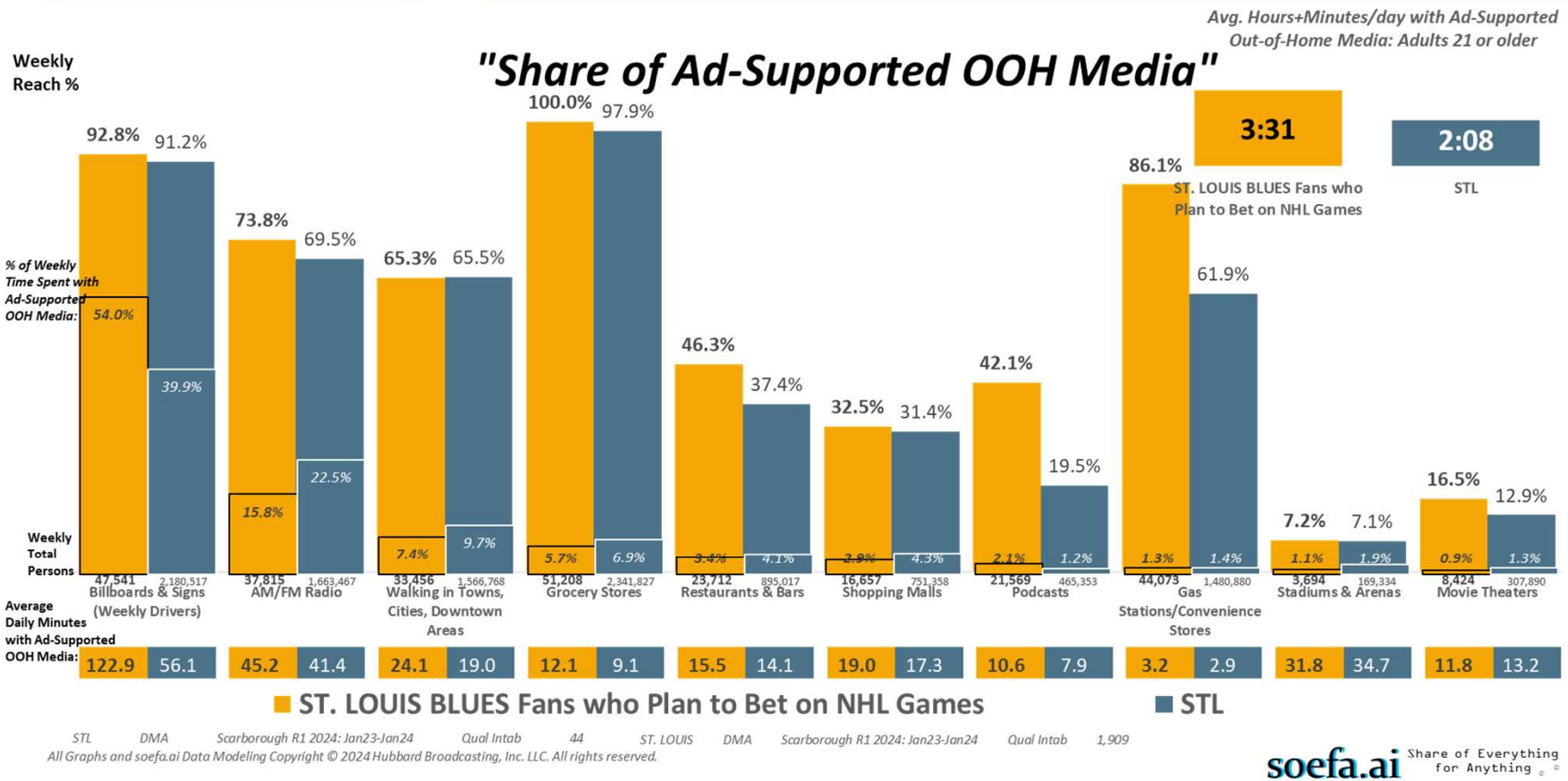
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

47,541 or 92.8% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games spend an average of 122.9 minutes per day driving, seeing Billboards and Signs representing 54.% of all Time Spent with Ad-Supported Out-of-Home Media.



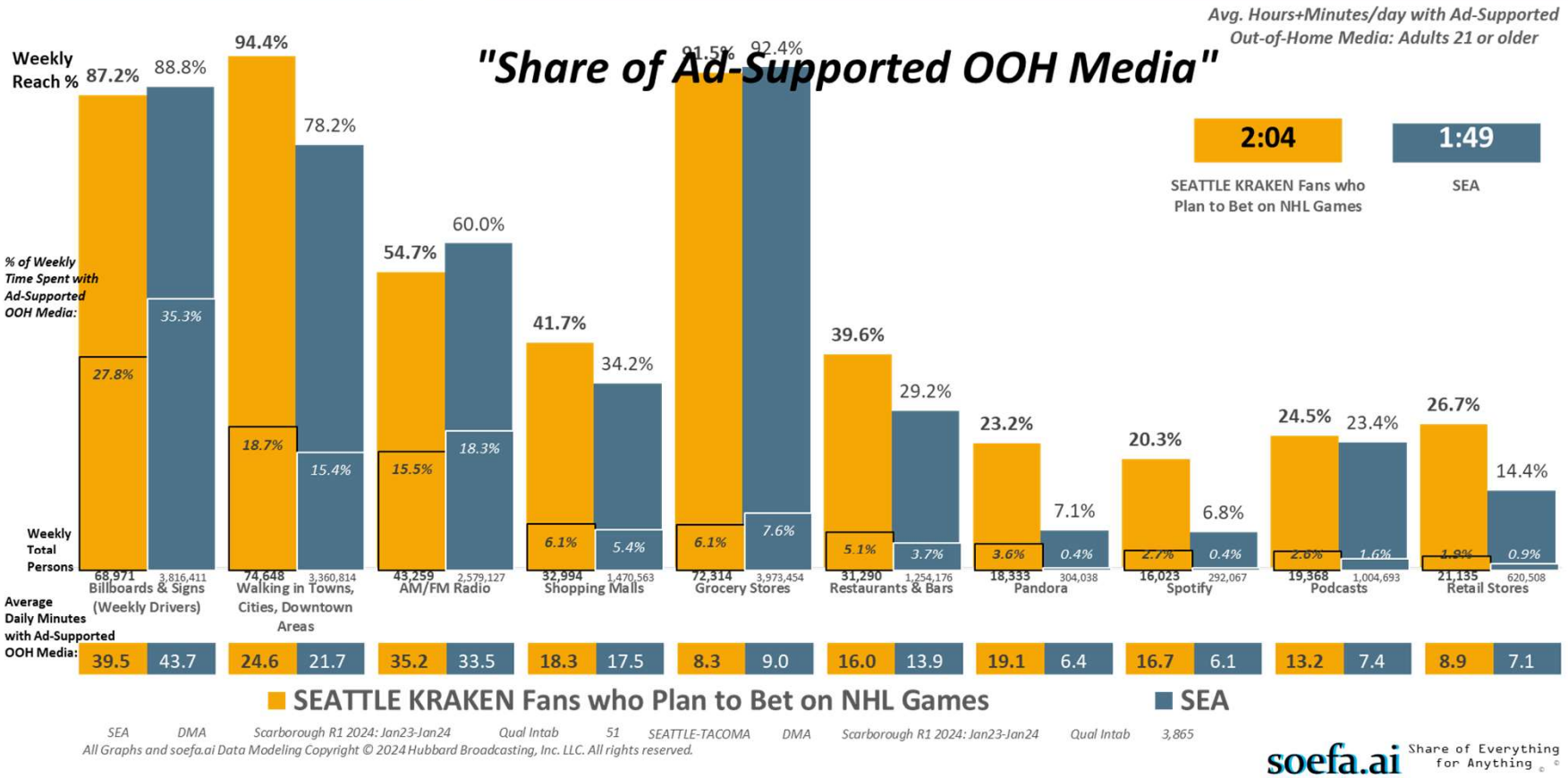
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

68,971 or 87.2% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 27.8% of all Time Spent with Ad-Supported Out-of-Home Media.



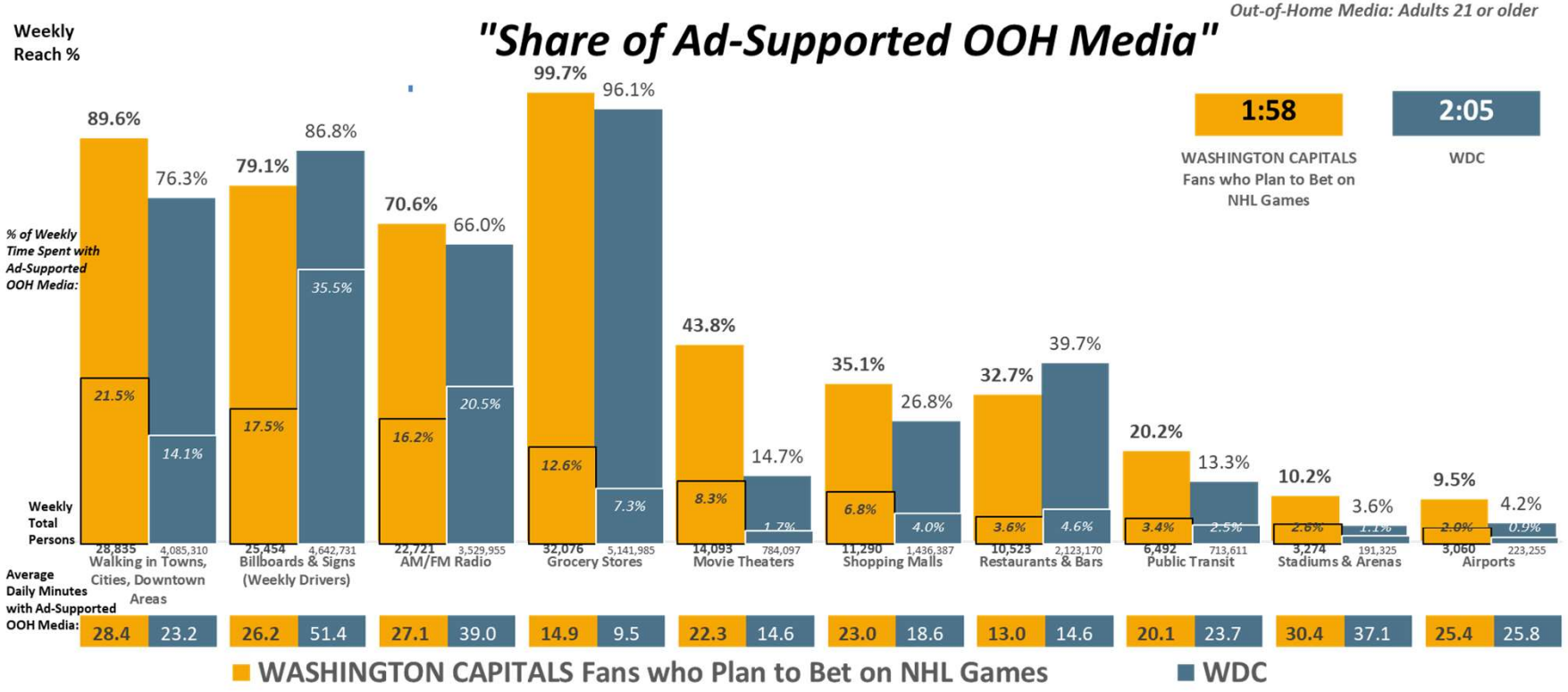
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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

25,454 or 79.1% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games spend an average of 26.2 minutes per day driving, seeing Billboards and Signs representing 17.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,323

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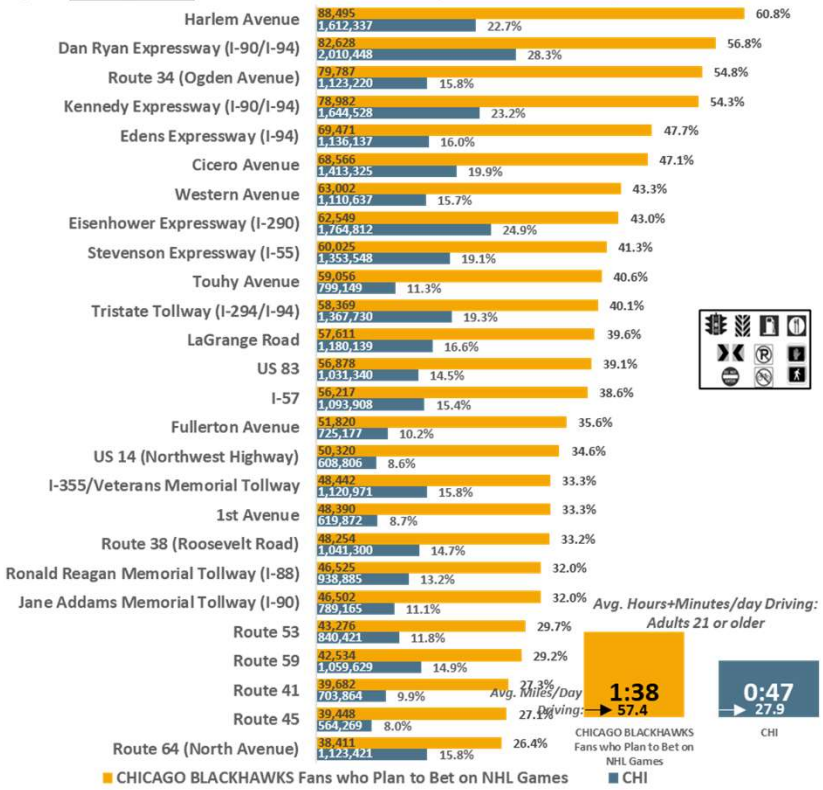
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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



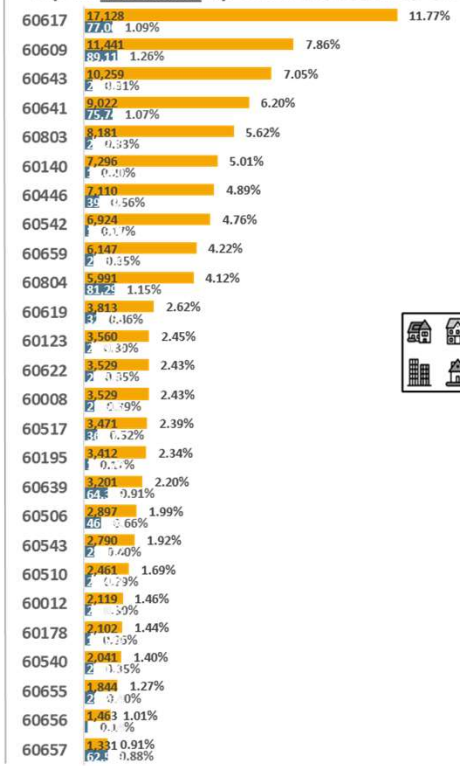
144,866 or 99.6% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games spend an average of 98.6 minutes per day driving an average of 57.4 miles each day and are 302.9% more likely to use US 14 (Northwest Highway) than the Metro avera

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



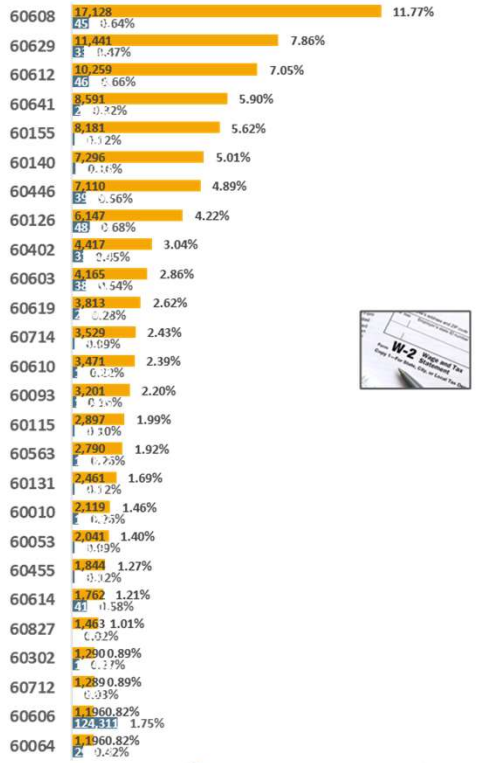
Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: **Adults 21 or older**





Top-26 Employment Zip Codes: **Adults 21 or older**



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

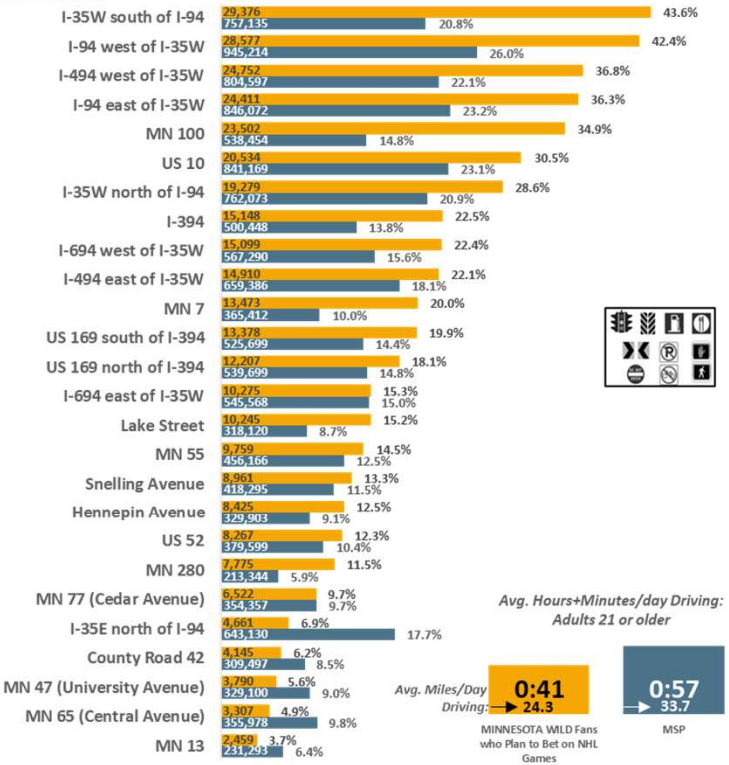
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

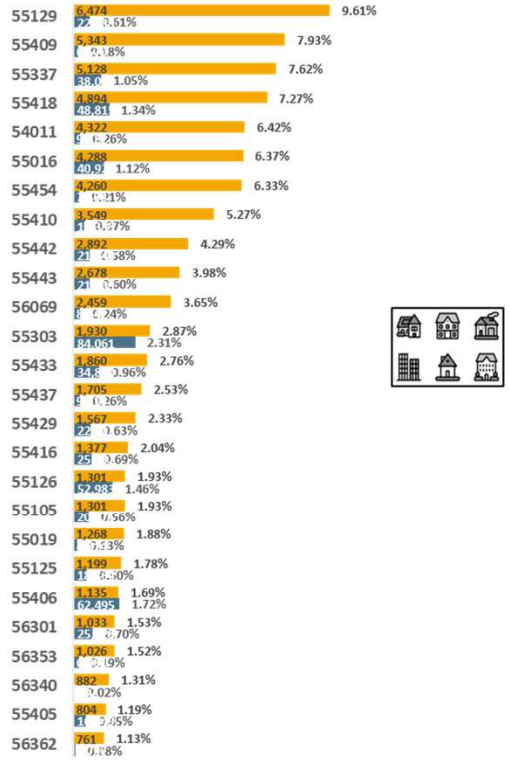


63,988 or 95.% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games spend an average of 41.8 minutes per day driving an average of 24.3 miles each day and are 135.9% more likely to use MN 100 than the Metro average.

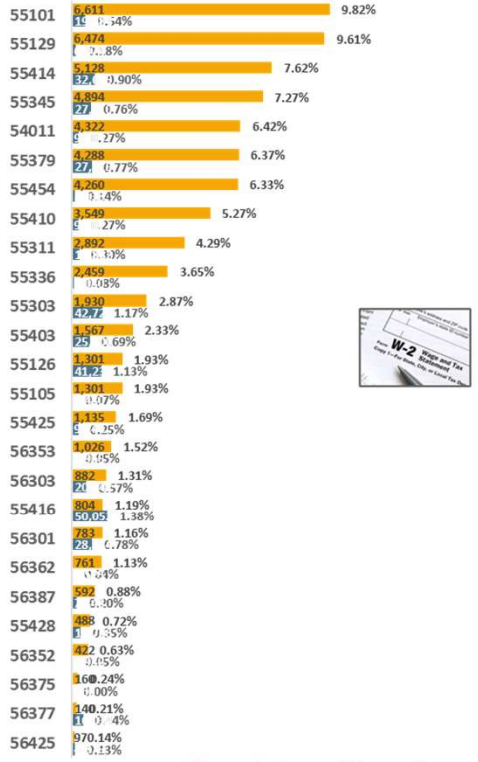
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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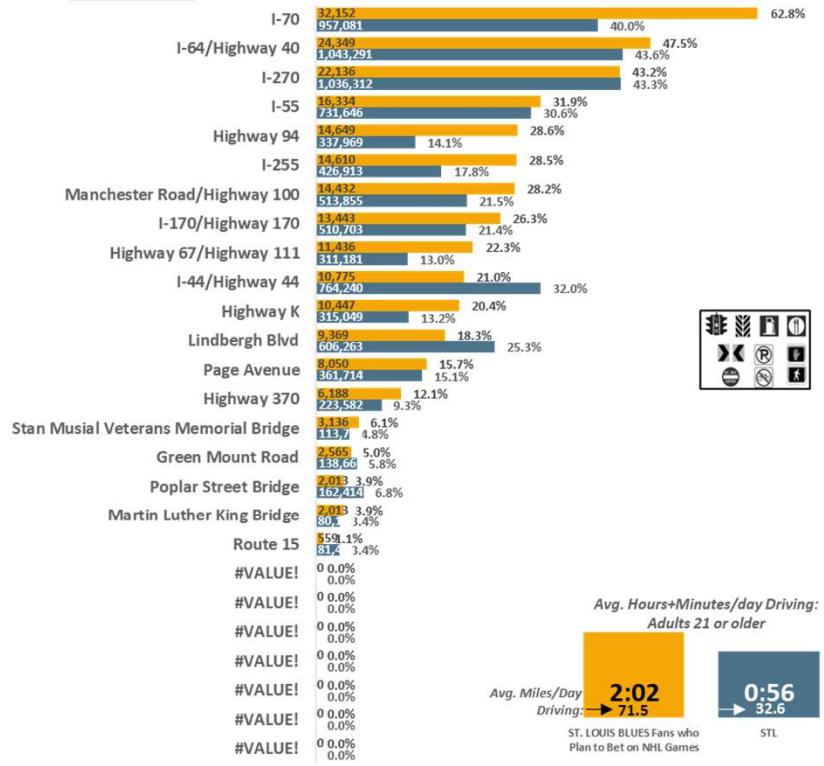
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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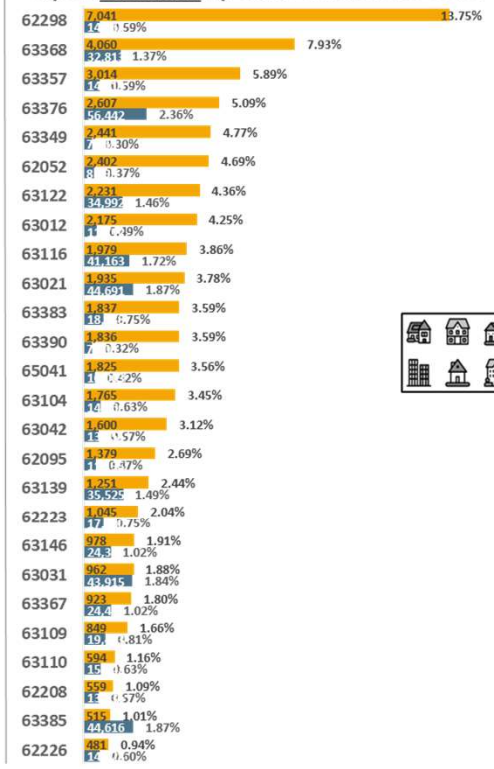
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

47,541 or 92.8% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games spend an average of 122.9 minutes per day driving an average of 71.5 miles each day and are 102.4% more likely to use Highway 94 than the Metro average.

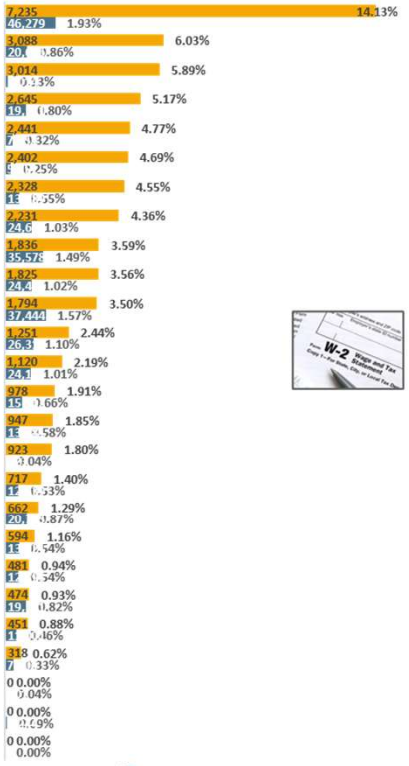
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

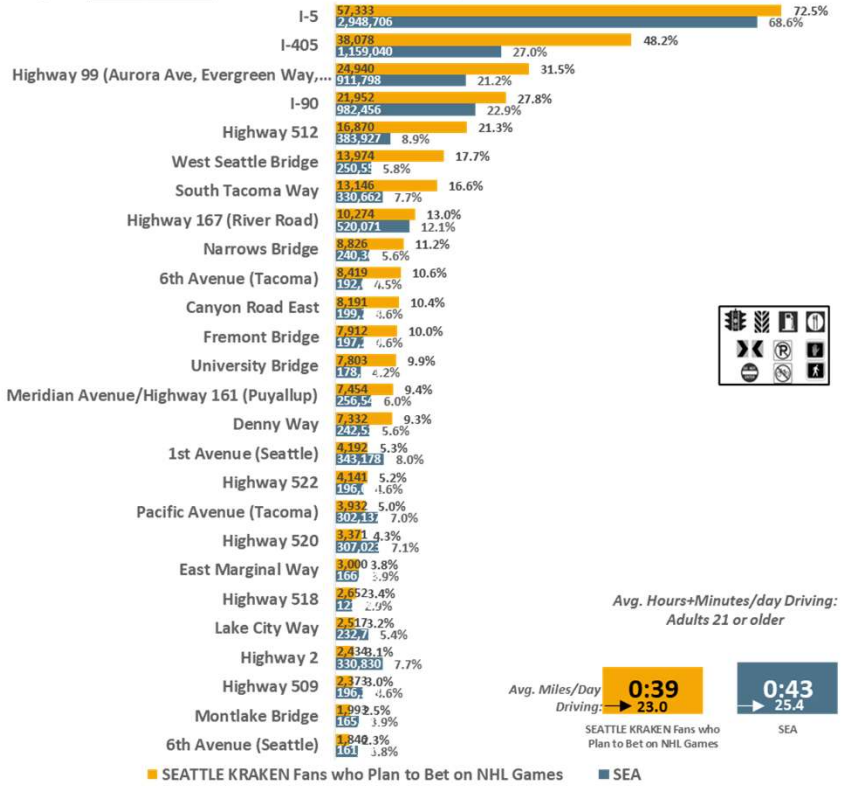
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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]



68,971 or 87.2% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 203.3% more likely to use West Seattle Bridge than the Metro average.

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



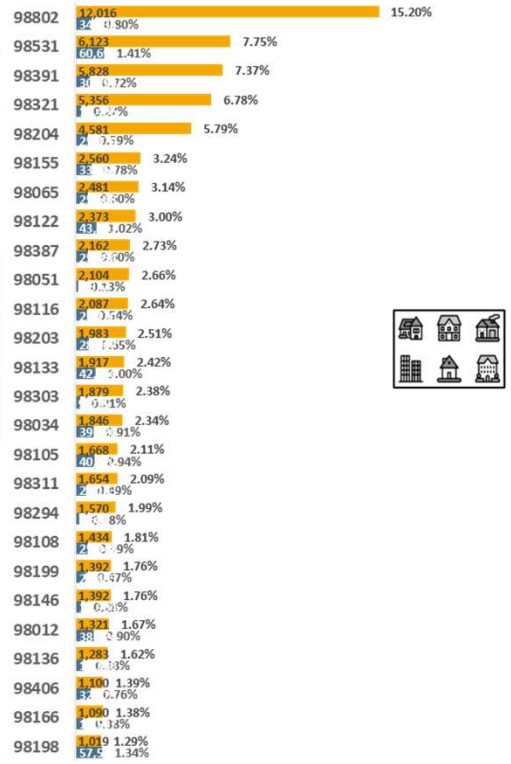
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 23.0

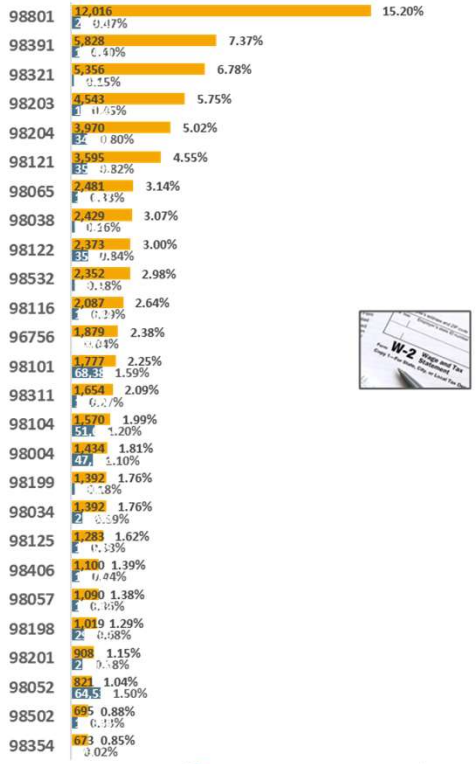
0:39 SEATTLE KRAKEN Fans who Plan to Bet on NHL Games

0:43 25.4 SEA

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

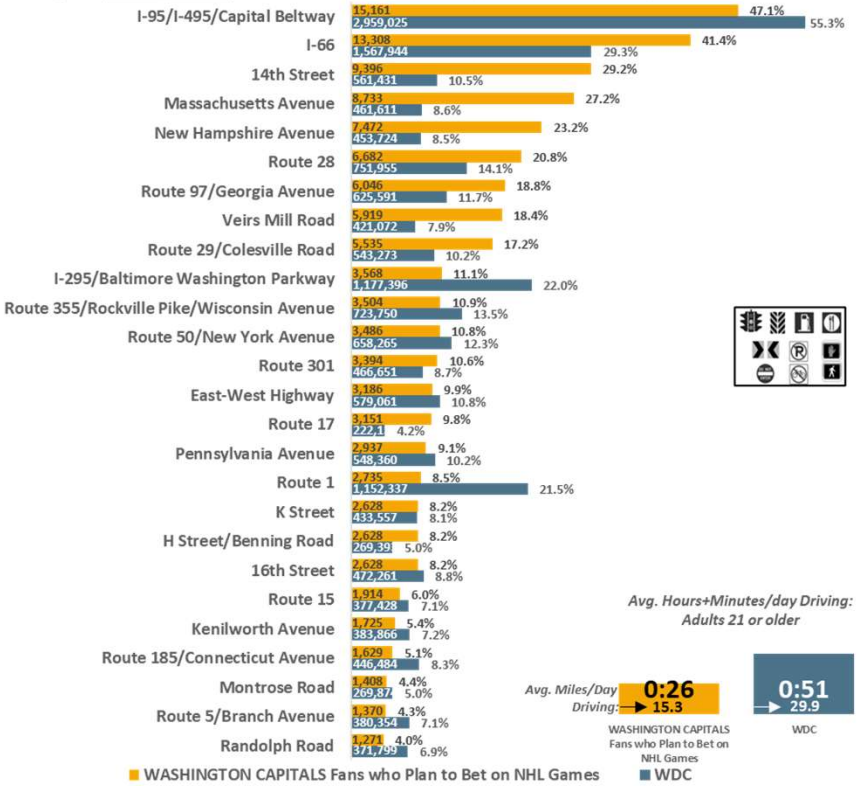
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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

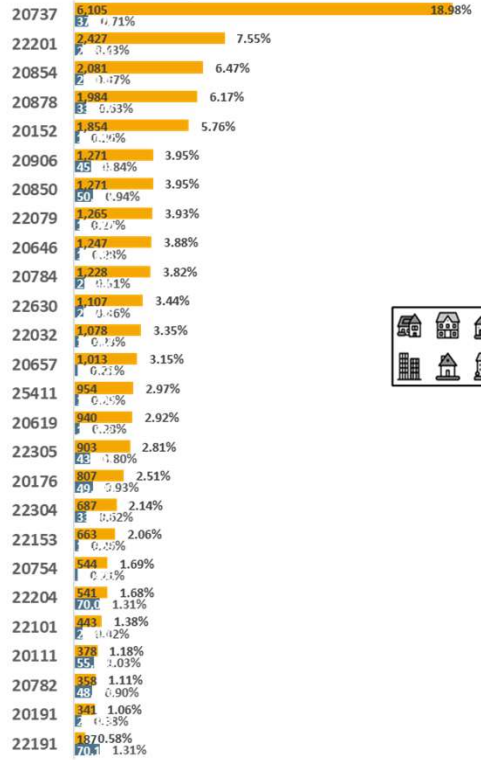


25,454 or 79.1% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games spend an average of 26.2 minutes per day driving an average of 15.3 miles each day and are 214.8% more likely to use Massachusetts Avenue than the Metro average.

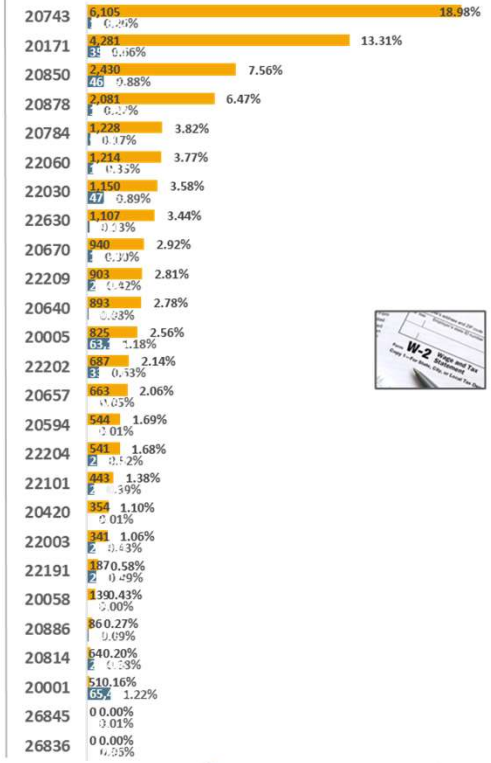
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



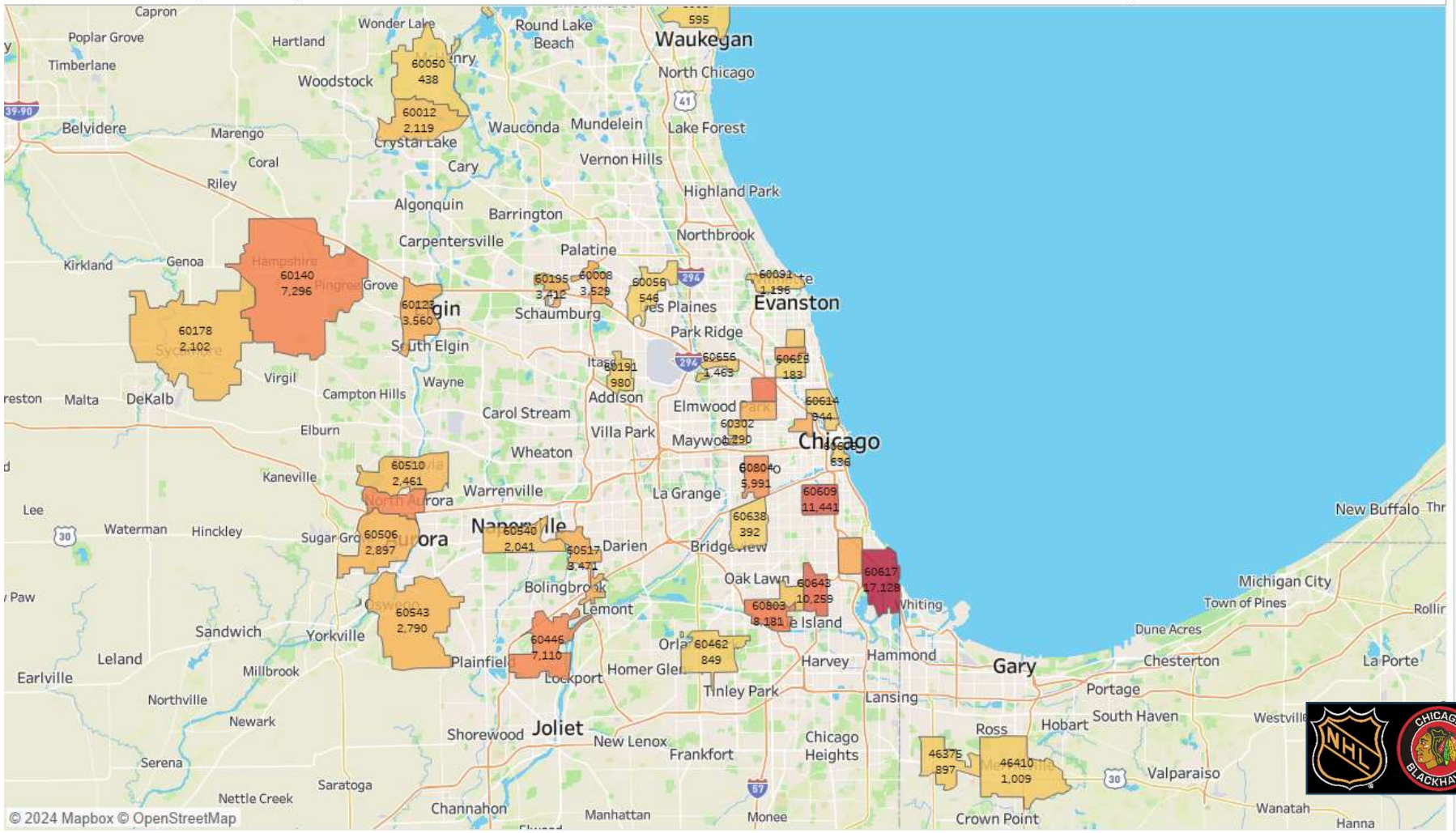
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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Top Residential Zip Codes: (Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games)



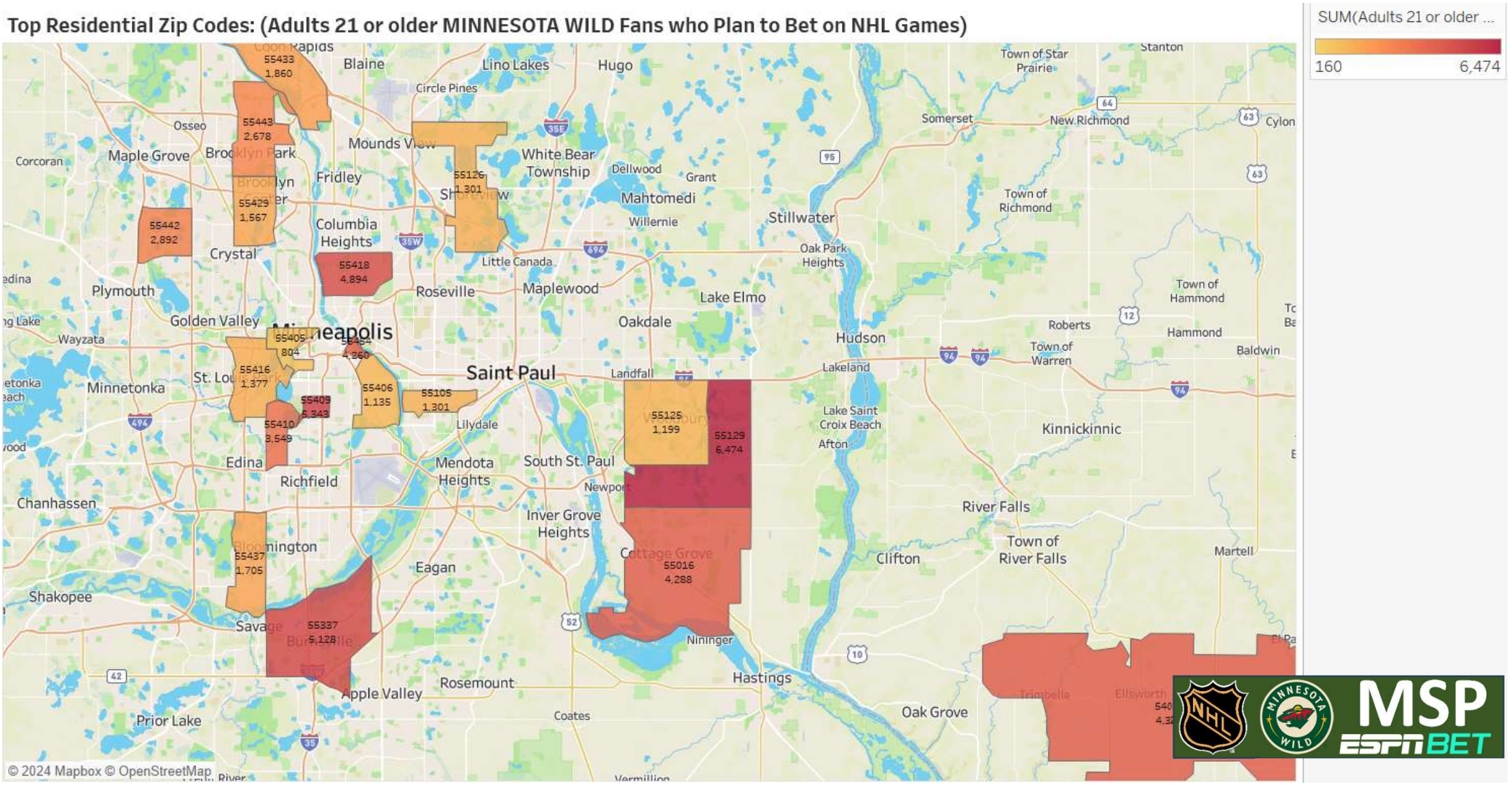
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Top Residential Zip Codes: (Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games)



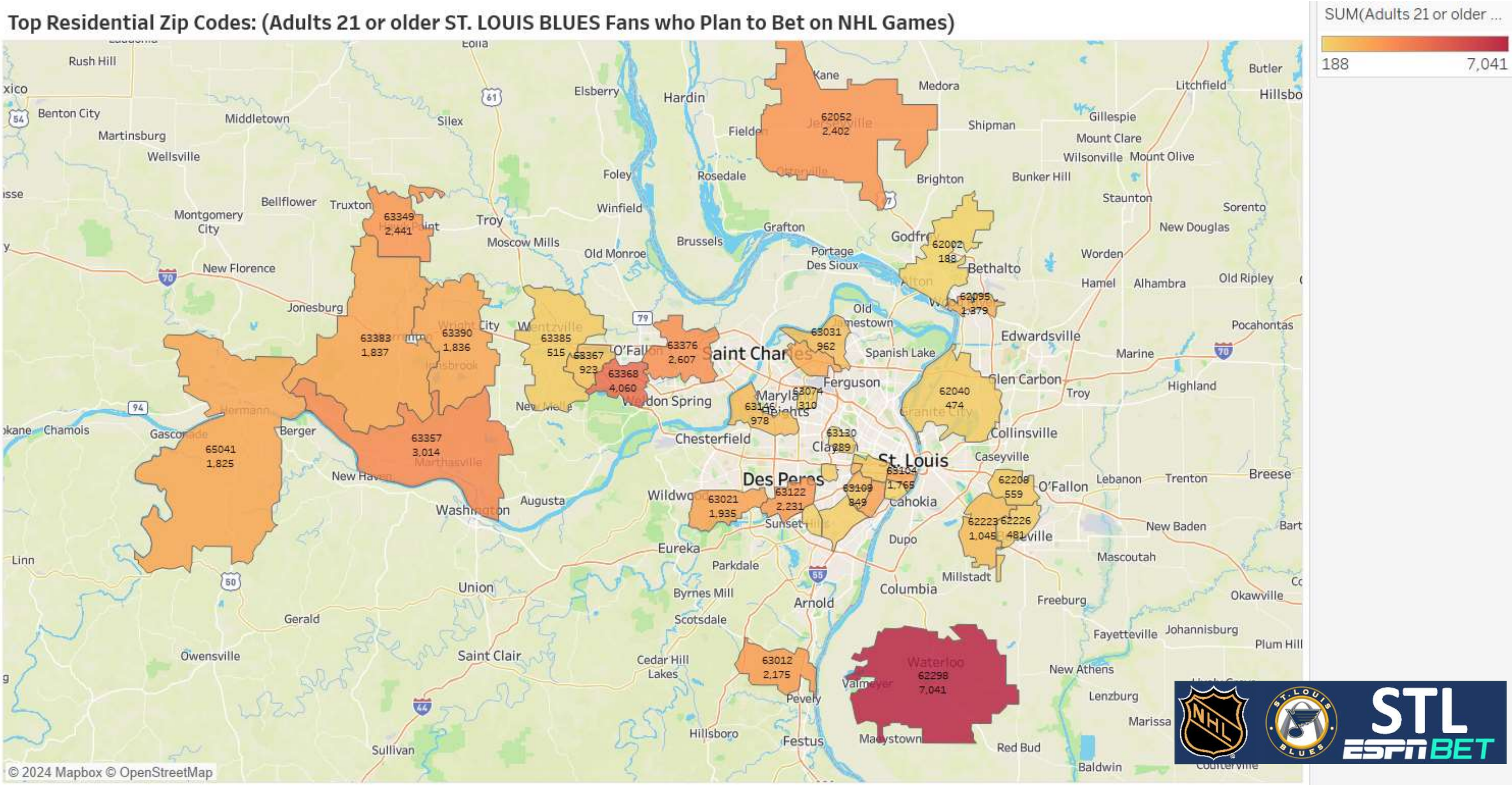
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

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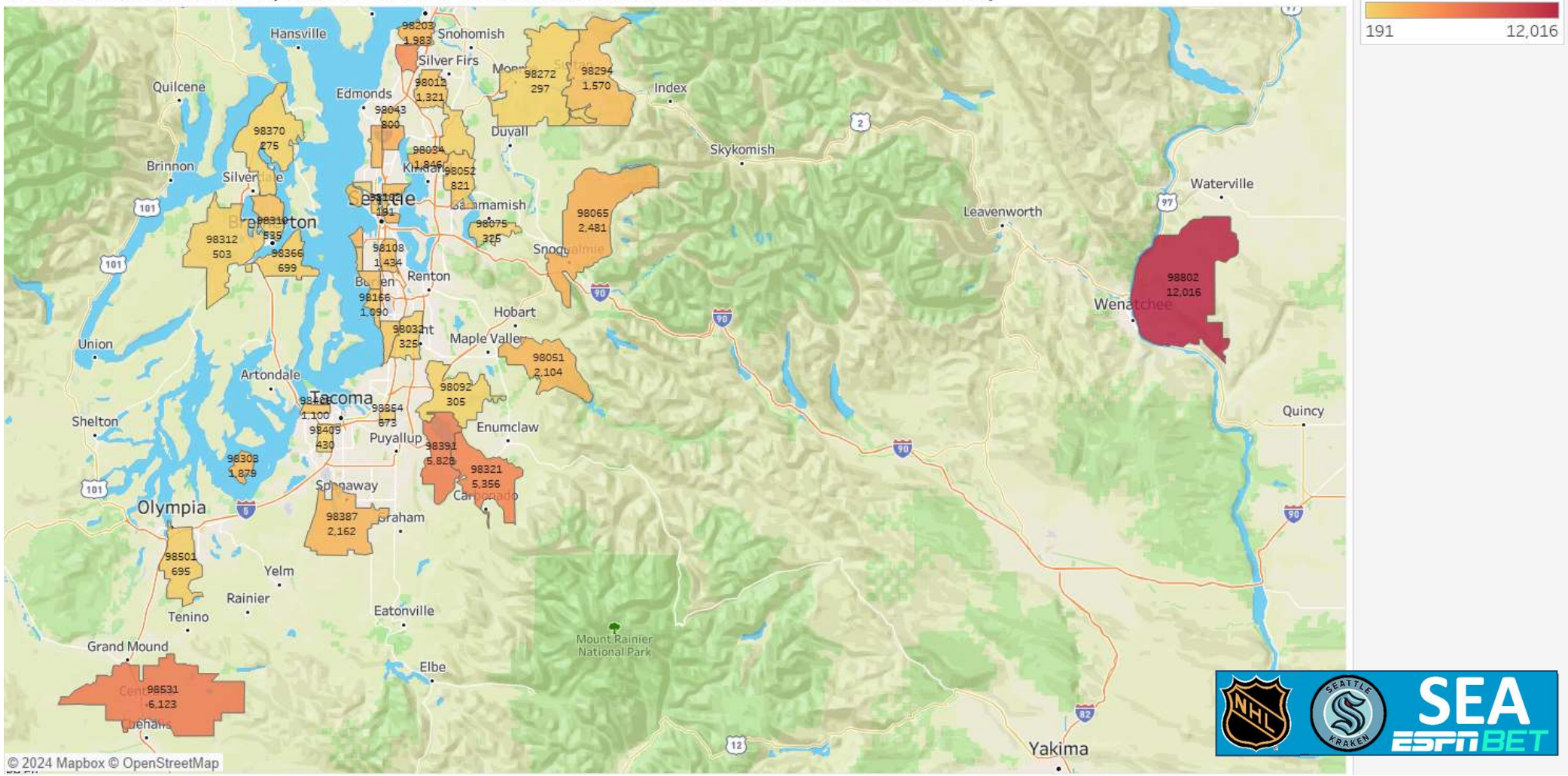
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Top Residential Zip Codes: (Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games)



[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Top Residential Zip Codes: (Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games)



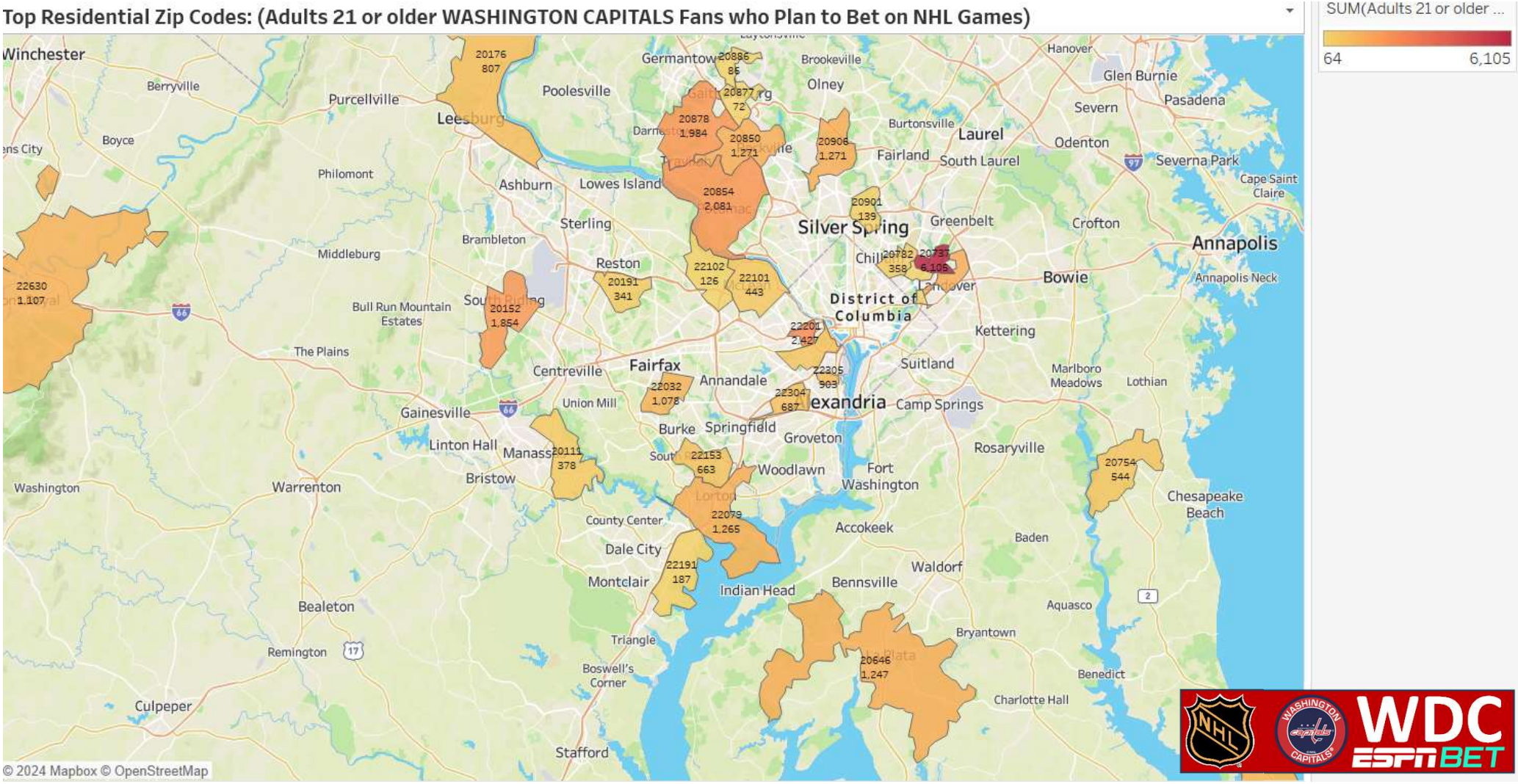
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

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[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

Top Residential Zip Codes: (Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games)



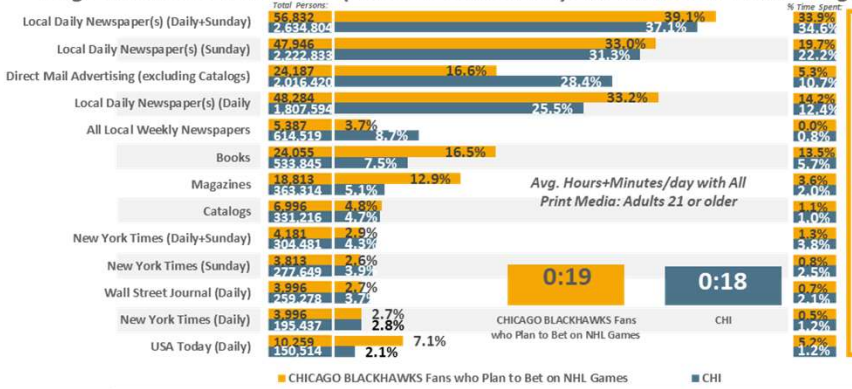
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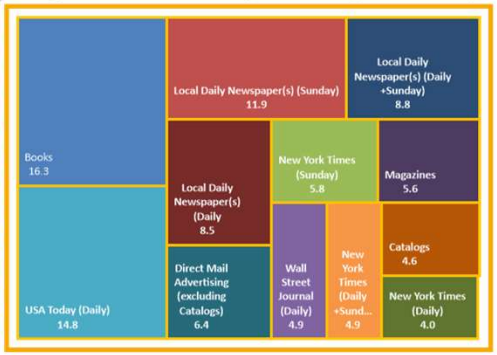
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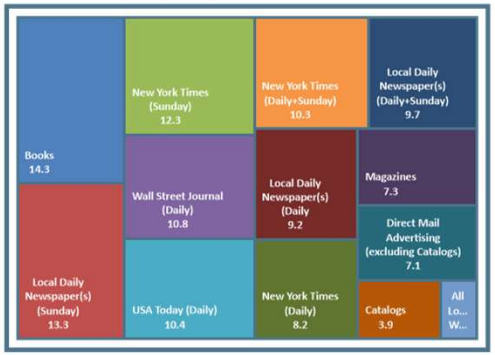
[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

56,832 or 39.1% of Adults 21 or older CHICAGO BLACKHAWKS Fans who Plan to Bet on NHL Games read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 39.3% of all time spent daily with All forms of Print Media.

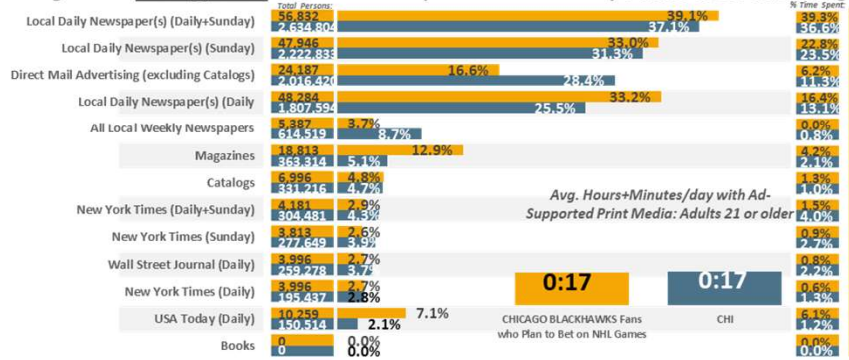
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

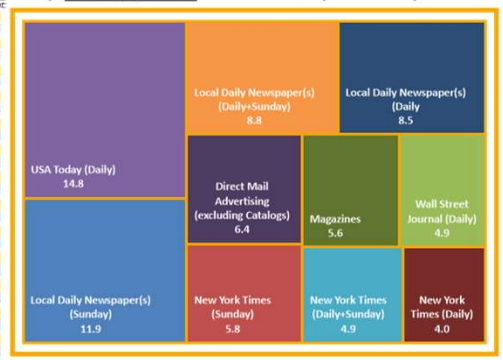


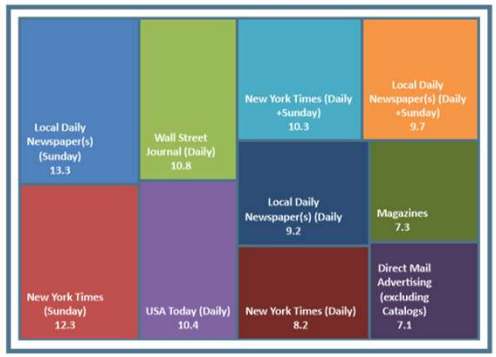




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older







CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 43

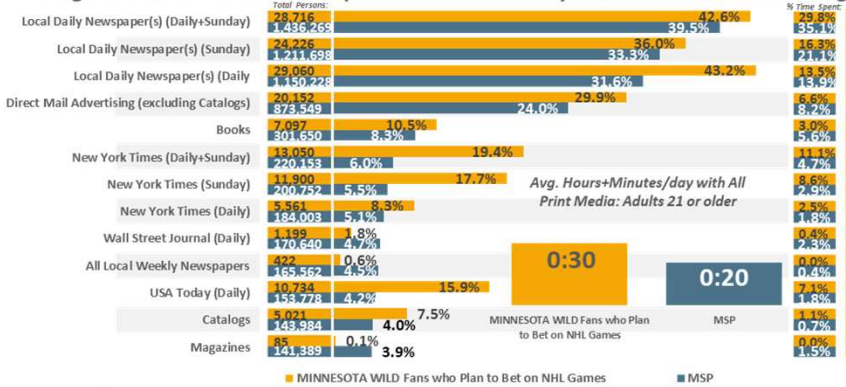
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[((Pro teams (WSALF) - NHL: Chicago Blackhawks AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

28,716 or 42.6% of Adults 21 or older MINNESOTA WILD Fans who Plan to Bet on NHL Games read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

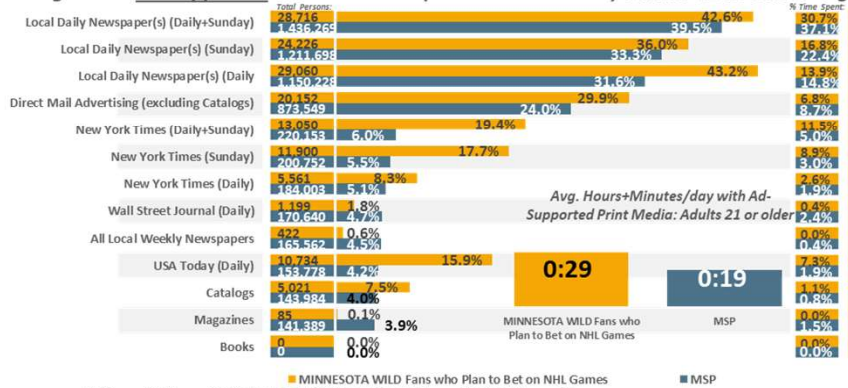
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



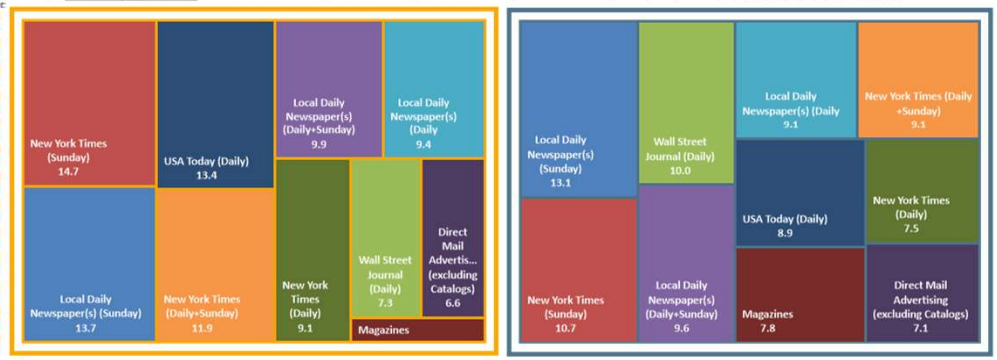
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 35

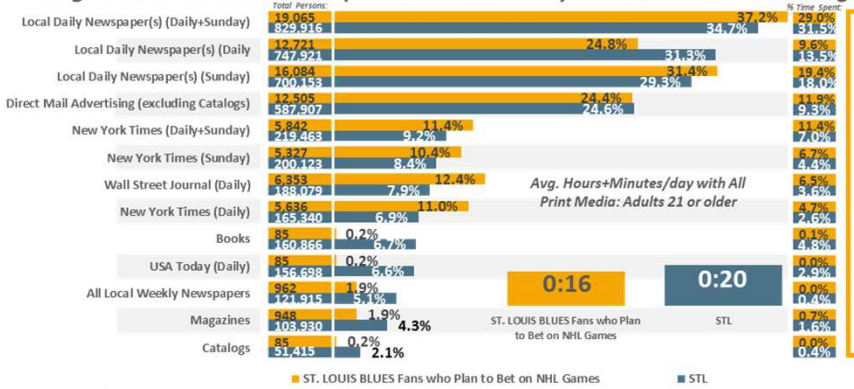
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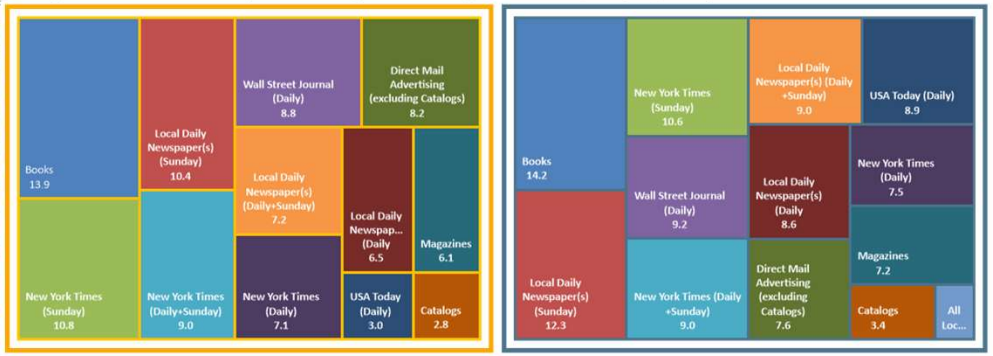
[((Pro teams (WSALF) - NHL: Minnesota Wild AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

19,065 or 37.2% of Adults 21 or older ST. LOUIS BLUES Fans who Plan to Bet on NHL Games read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

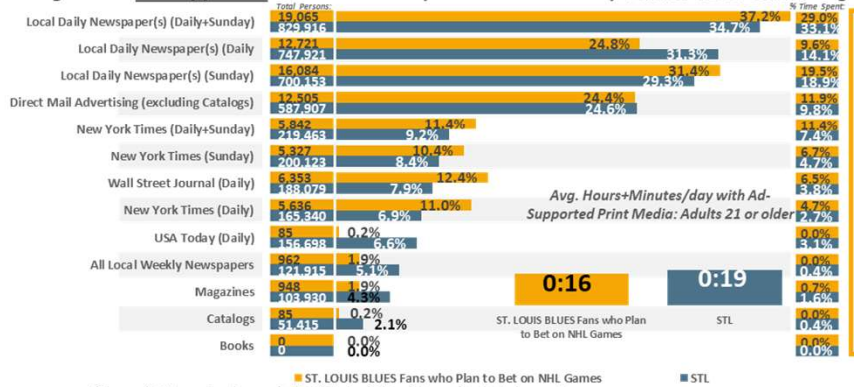
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 44

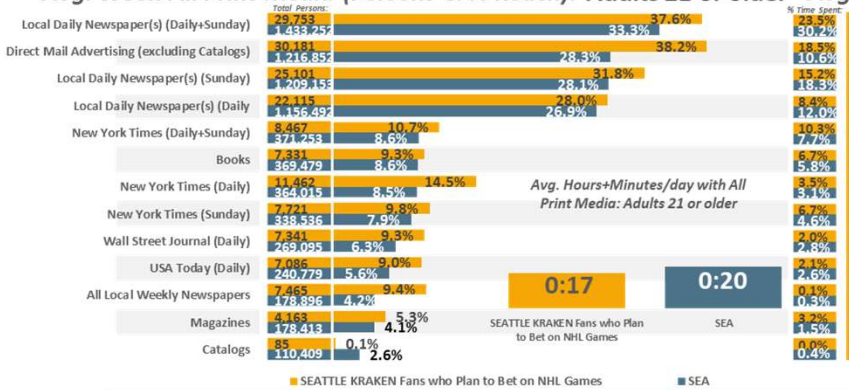
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[((Pro teams (WSALF) - NHL: St. Louis Blues AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

29,753 or 37.6% of Adults 21 or older SEATTLE KRAKEN Fans who Plan to Bet on NHL Games read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.7 minutes every day representing 25.2% of all time spent daily with All forms of Print Media.

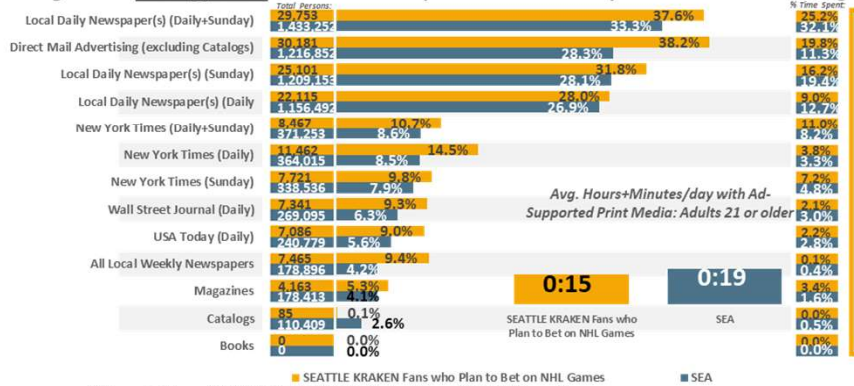
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 51

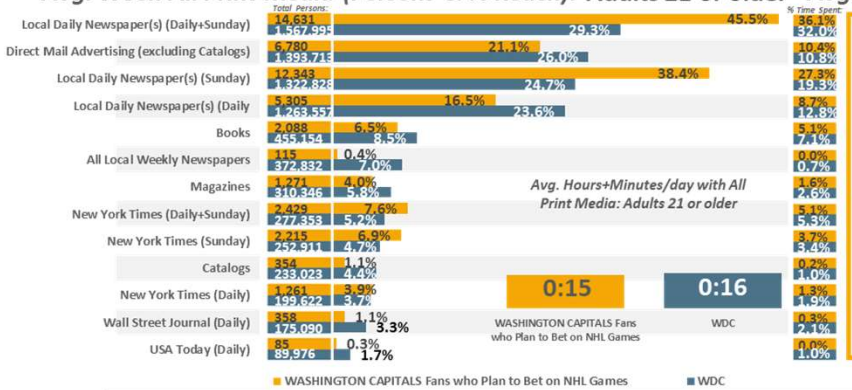
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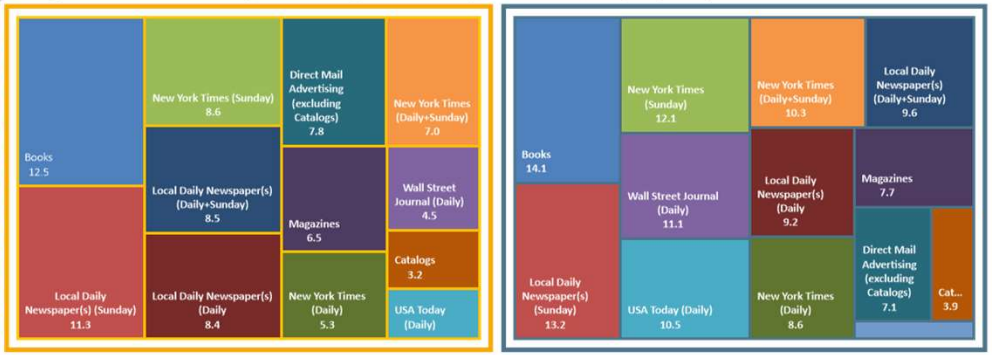
[((Pro teams (WSALF) - NHL: Seattle Kraken AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]

14,631 or 45.5% of Adults 21 or older WASHINGTON CAPITALS Fans who Plan to Bet on NHL Games read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 38.% of all time spent daily with All forms of Print Media.

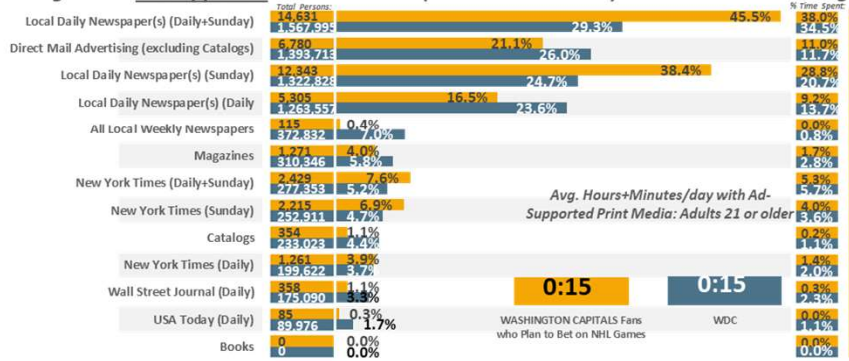
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



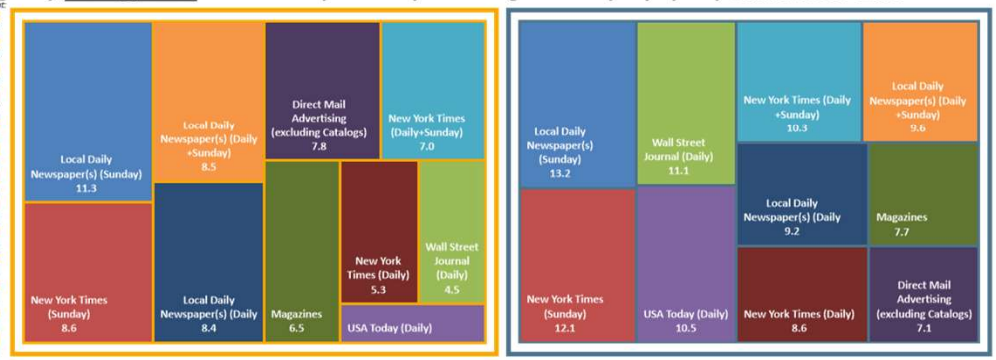
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 37

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[((Pro teams (WSALF) - NHL: Washington Capitals AND Sports betting - sports plan to bet on next 12 months: National Hockey League (NHL)) AND Age summaries: Adults 21 or older)]