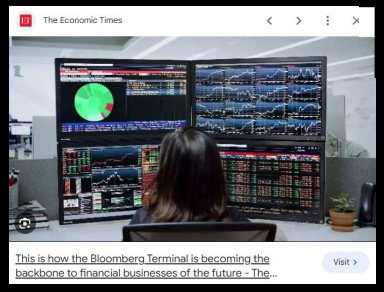
USA+4More DMAs – P18+ in Households with One or More SMART SPEAKERS!

Complete Demographic & Media Use Profiles





Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Live in Households with One or More SMART SPEAKERS as of SEPTEMBER 2024.



amazon Alphabet

Vanguard®

BLACKROCK

STATE STREET

P18+

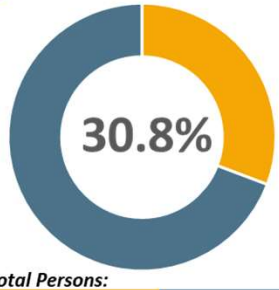
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 45.8 years old (6.3% younger than average) and have a $112,958 (22.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of USA DMAs

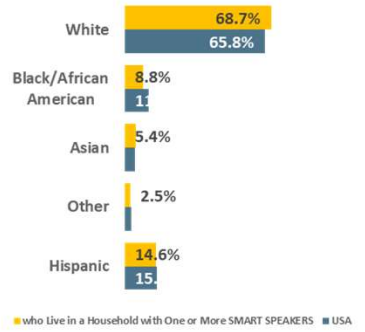
Total Persons:

80,619,963	181,554,537

Gender of Target vs. Market: Adults 18 or older

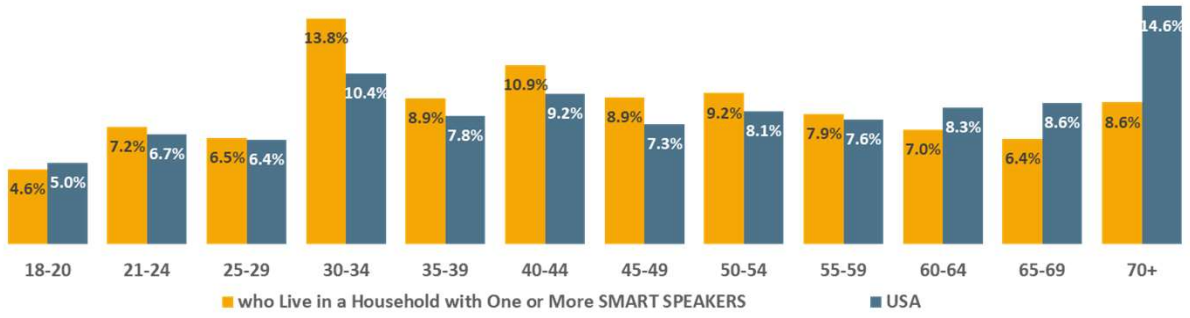
	Men	Men	Women	Women
%M vs. %F:	51.1%	48.6%	48.9%	51.4%
Average Age:	45.7	48.9	45.8	48.8
# Persons:	41,169,905	127,356,8...	39,450,058	134,817,6...

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	who Live in a Household with One or More SMART SPEAKERS	USA
		45.8	48.8

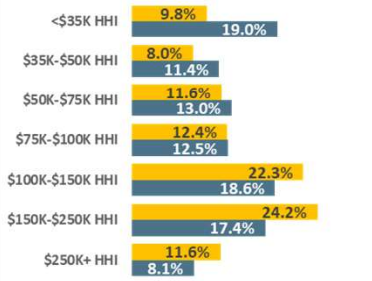


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

HHI of Target vs. Market:



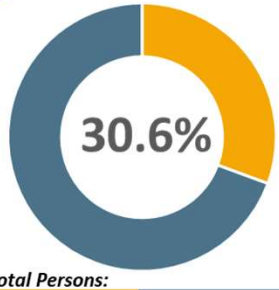
Avg HHI:	$112,958	$92,464

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.6% or 1,183,562 of MSP DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 47.3 years old (3.1% younger than average) and have a $128,248 (19.8% higher than average) annual household income.

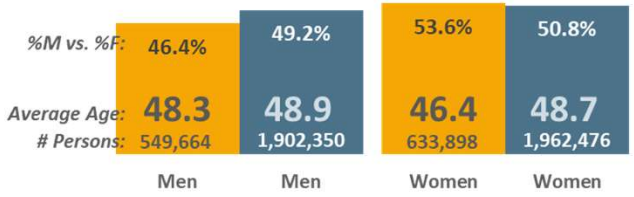
Percent of Market: Adults 18 or older



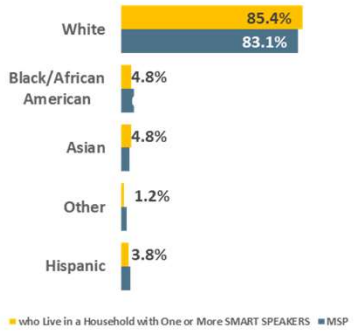
Total Persons:

1,183,562	2,681,264

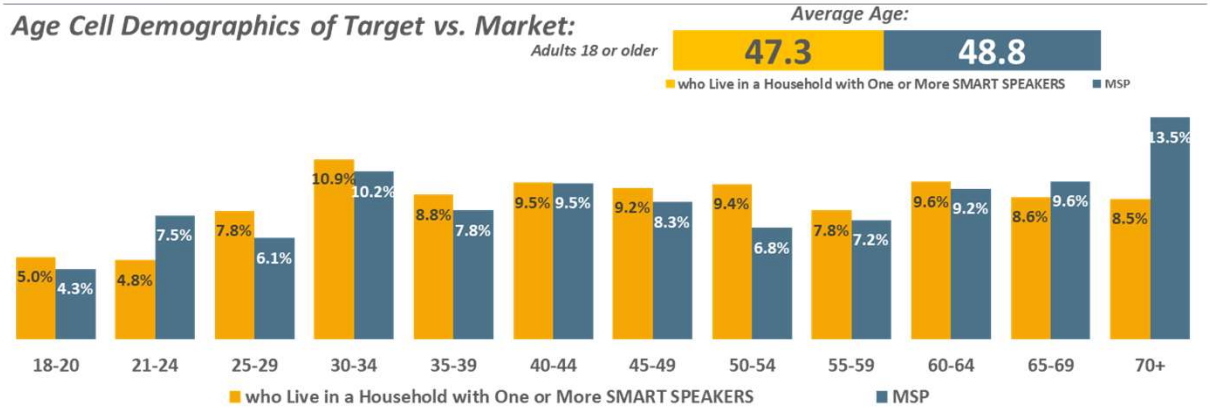
Gender of Target vs. Market: Adults 18 or older



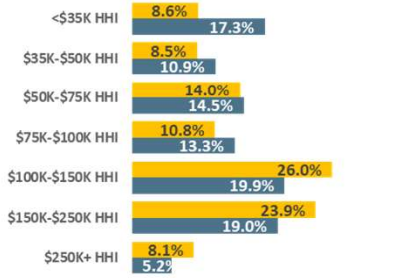
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$128,248	$107,041

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

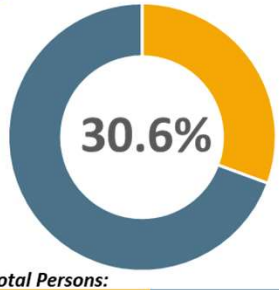
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.6% or 767,354 of STL DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 47.6 years old (3.9% younger than average) and have a $114,972 (21.8% higher than average) annual household income.

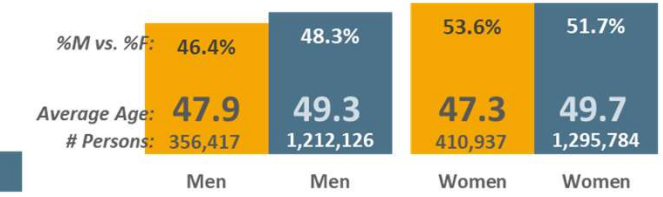
Percent of Market: Adults 18 or older



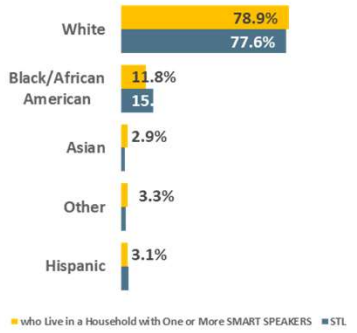
Total Persons:

who Live in a Household with One or More SMART SPEAKERS	Remainder of STL DMA
767,354	1,740,556

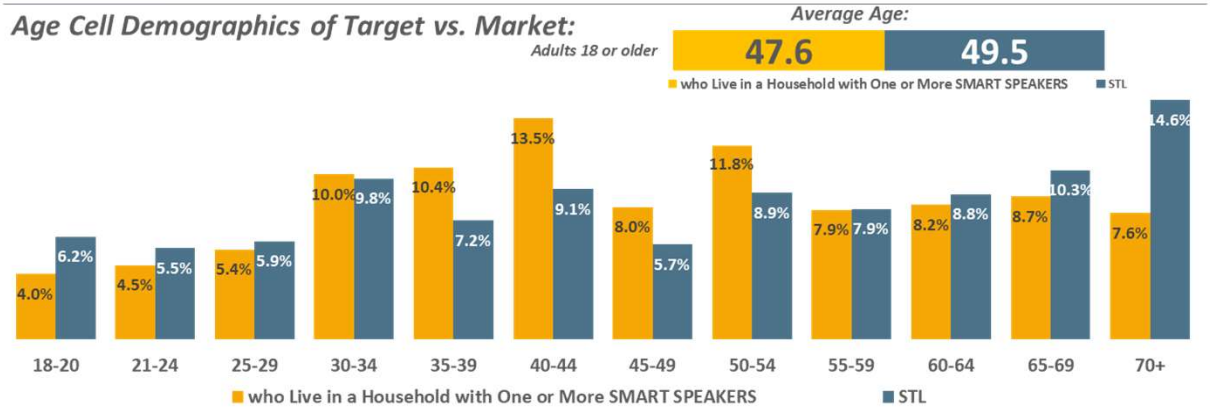
Gender of Target vs. Market: Adults 18 or older



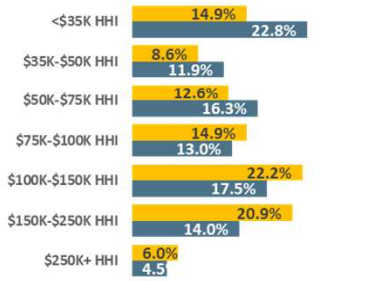
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$114,972	$94,430

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

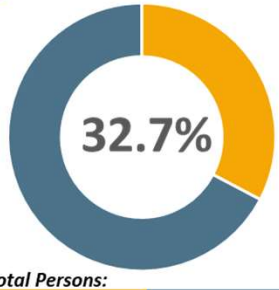
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



32.7% or 626,048 of CIN DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 47.1 years old (3.6% younger than average) and have a $119,137 (24.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of CIN DMA

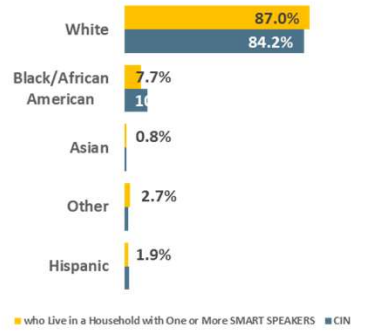
Total Persons:

626,048	1,287,309

Gender of Target vs. Market: Adults 18 or older

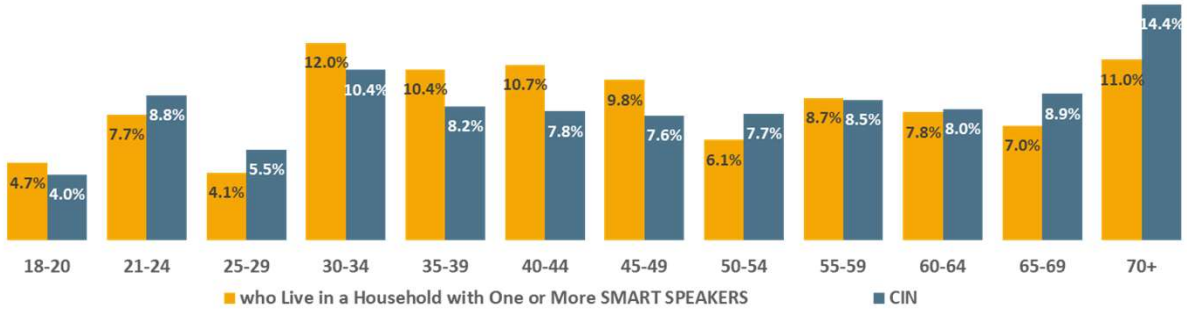
	Men	Men	Women	Women
%M vs. %F:	47.1%	48.5%	52.9%	51.5%
Average Age:	47.6	49.1	46.5	48.6
# Persons:	295,005	928,066	331,043	985,291

Ethnicity of Target vs. Market:

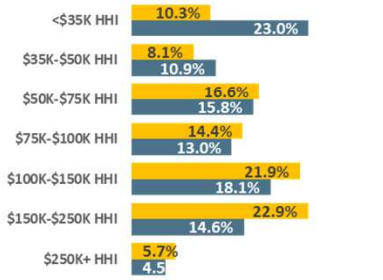


Age Cell Demographics of Target vs. Market:

Average Age:	who Live in a Household with One or More SMART SPEAKERS	CIN
Adults 18 or older	47.1	48.8



HHI of Target vs. Market:



Avg HHI:	$119,137	$95,581

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

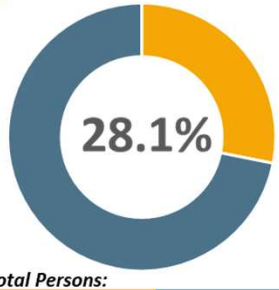
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



28.1% or 528,688 of WPB DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 48.3 years old (9.9% younger than average) and have a $117,062 (20.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of WPB DMA

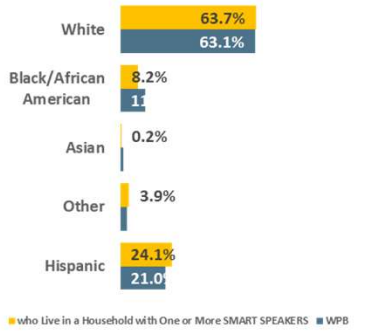
Total Persons:

528,688	1,350,307

Gender of Target vs. Market: Adults 18 or older

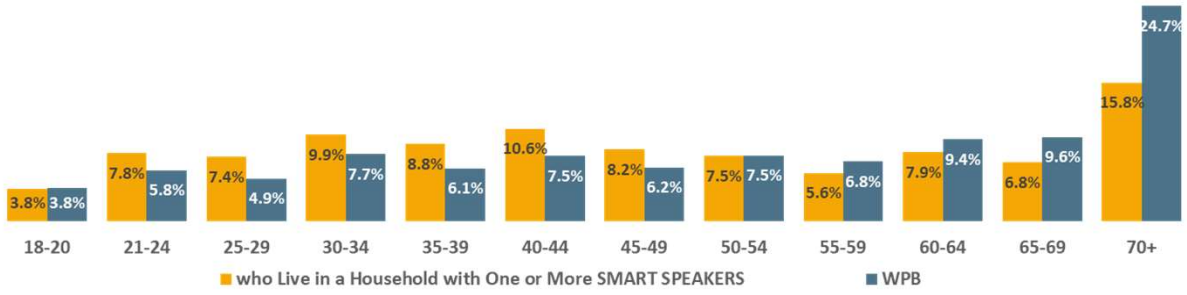
	Men	Men	Women	Women
%M vs. %F:	55.3%	47.6%	44.7%	52.4%
Average Age:	47.7	53.6	49.1	53.7
# Persons:	292,259	893,972	236,429	985,023

Ethnicity of Target vs. Market:

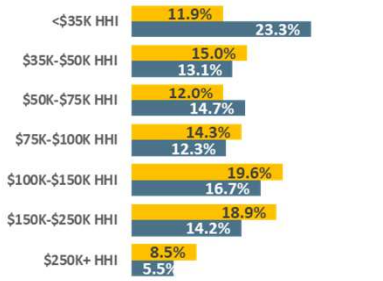


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	WPB
	48.3	53.6



HHI of Target vs. Market:



Avg HHI:	$117,062	$96,915

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

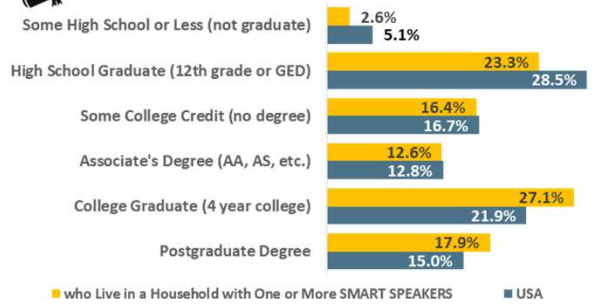
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

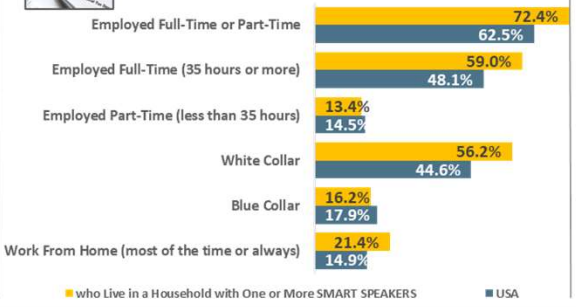


30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 22.2% more likely to be a college graduate, 22.8% more likely to work full-time, 15.5% more likely to be married, 30.2% more likely to be a parent of 1 or more children under 1

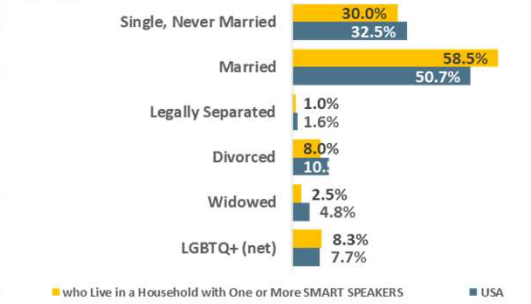
Education Levels: Adults 18 or older



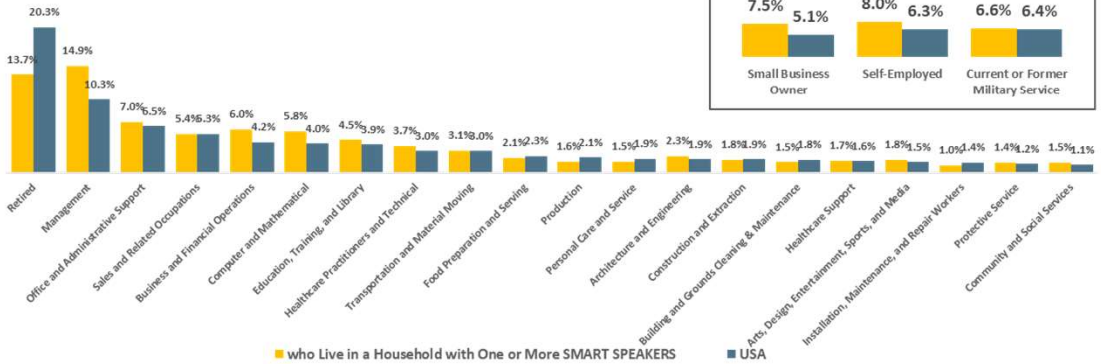
Employment: Adults 18 or older



Marital Status: Adults 18 or older

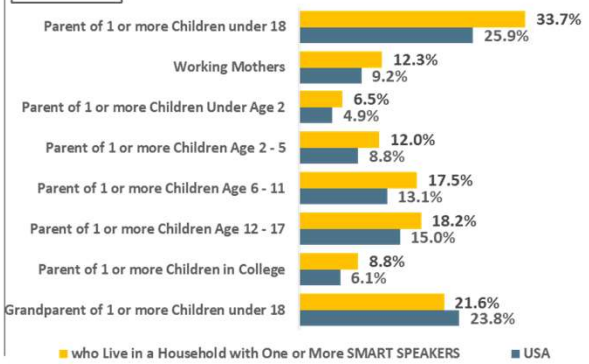


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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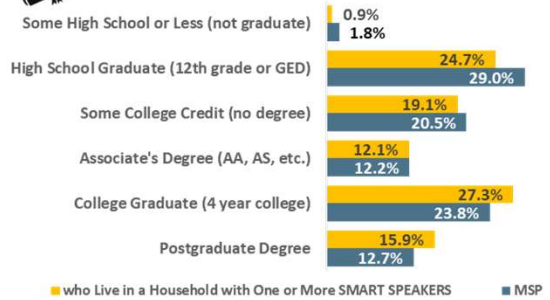
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

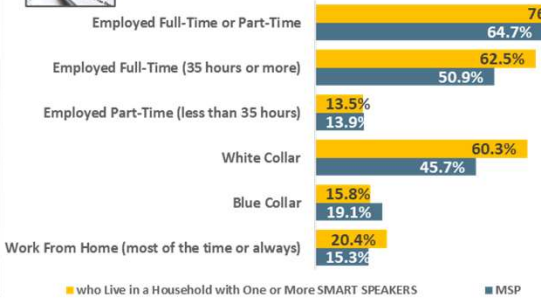


30.6% or 1,183,562 of MSP DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 18.1% more likely to be a college graduate, 22.9% more likely to work full-time, 15.% more likely to be married, 25.9% more likely to be a parent of 1 or more children under 18

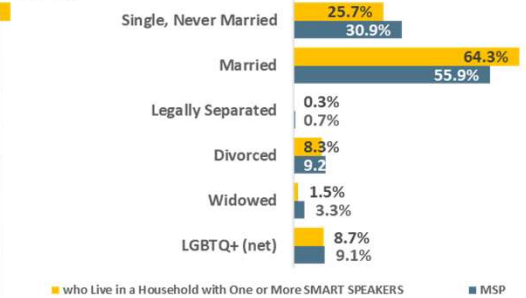
Education Levels: Adults 18 or older



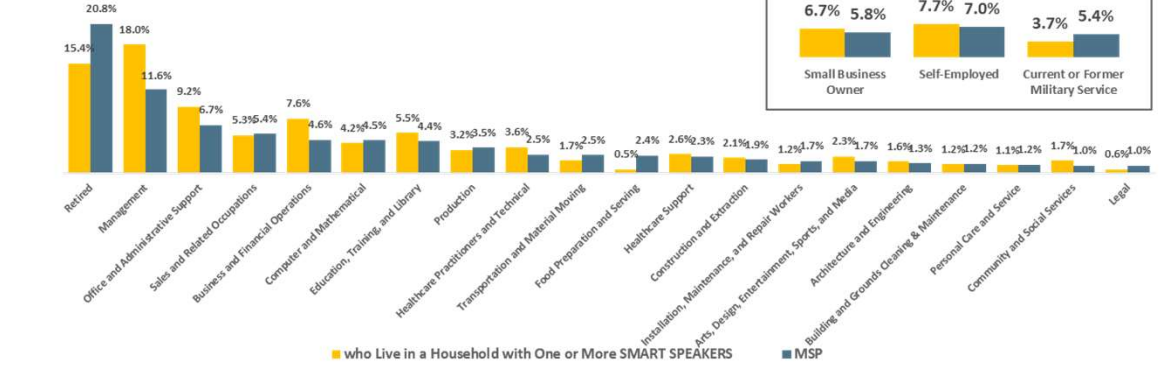
Employment: Adults 18 or older



Marital Status: Adults 18 or older

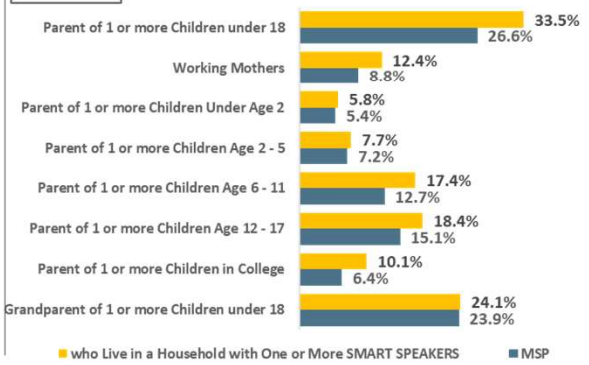


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

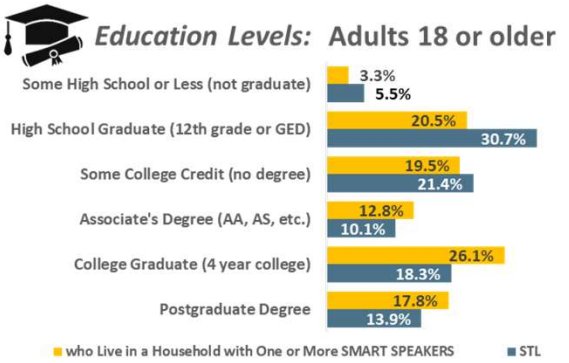
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

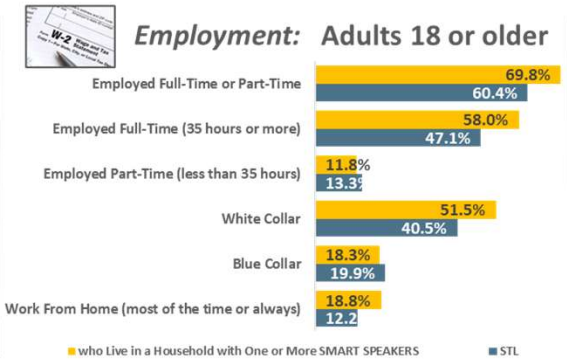


30.6% or 767,354 of STL DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 36.4% more likely to be a college graduate, 23.2% more likely to work full-time, 22.% more likely to be married, 29.7% more likely to be a parent of 1 or more children under 18

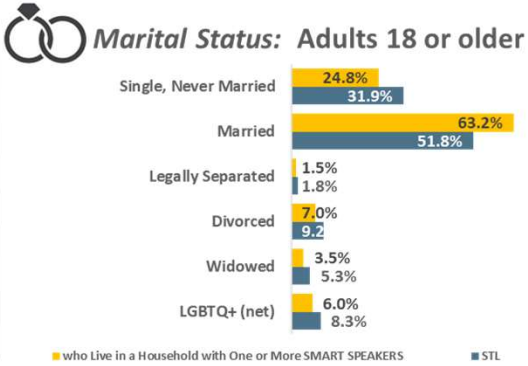
Education Levels: Adults 18 or older



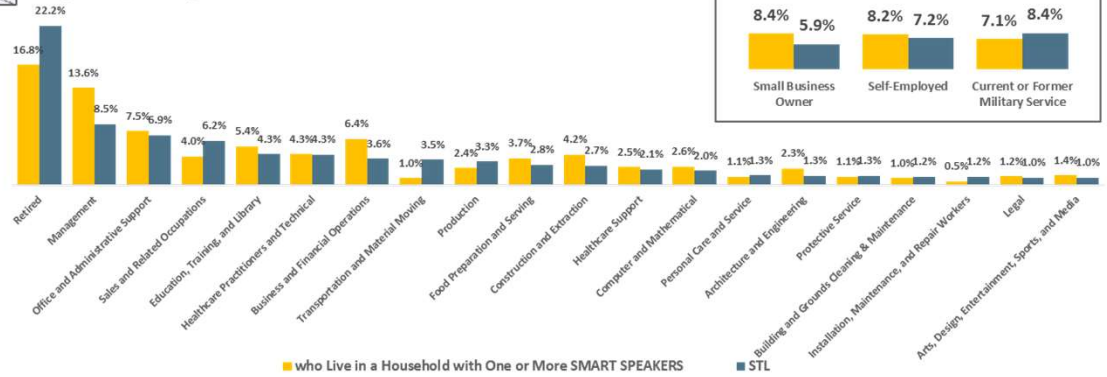
Employment: Adults 18 or older



Marital Status: Adults 18 or older

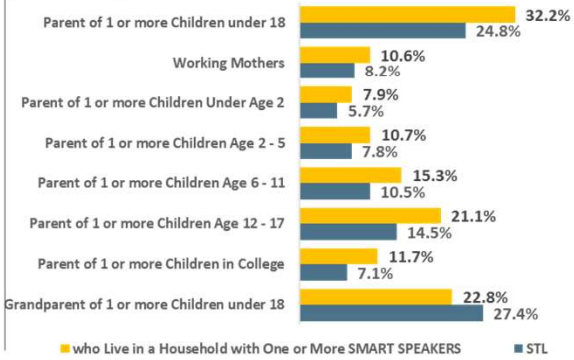


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

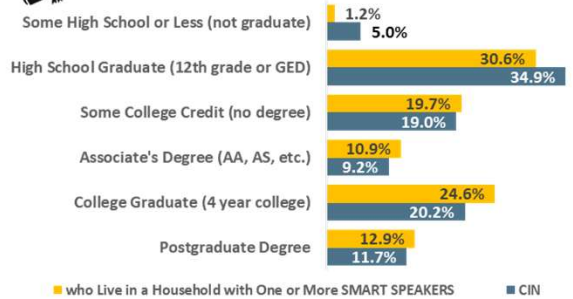
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

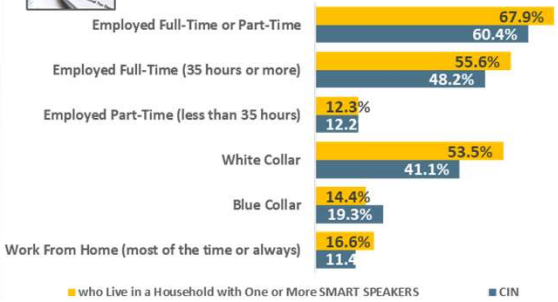


32.7% or 626,048 of CIN DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 17.5% more likely to be a college graduate, 15.4% more likely to work full-time, 18.% more likely to be married, 27.3% more likely to be a parent of 1 or more children under 18

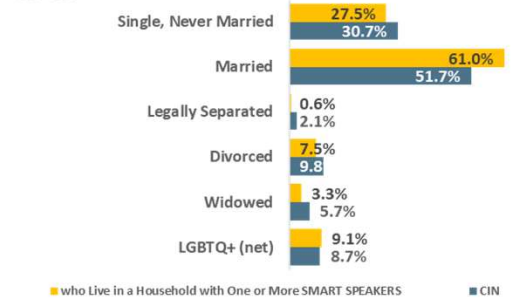
Education Levels: Adults 18 or older



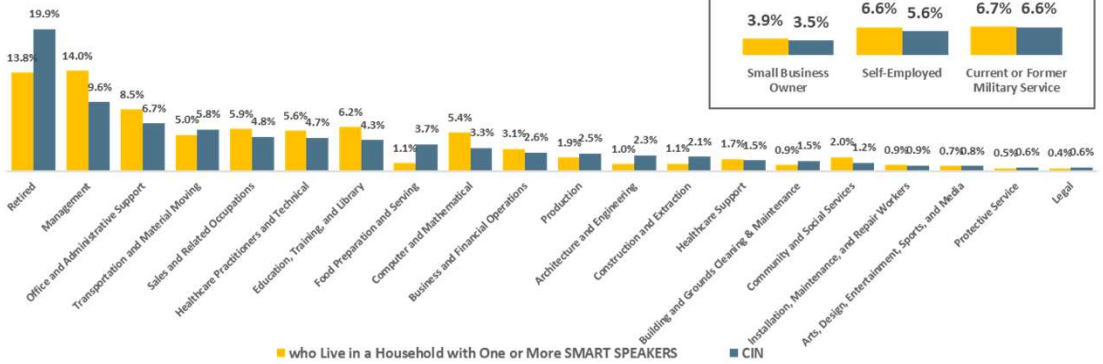
Employment: Adults 18 or older



Marital Status: Adults 18 or older

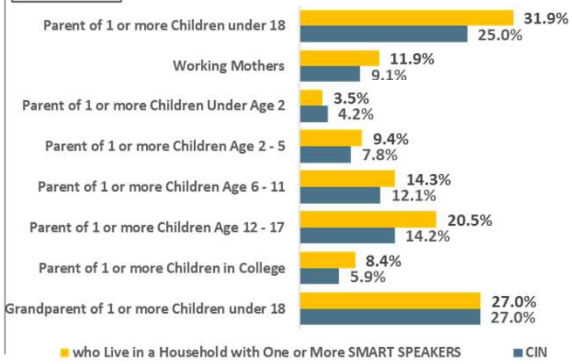


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

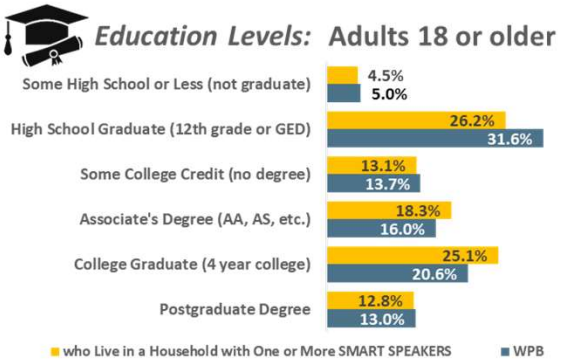
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

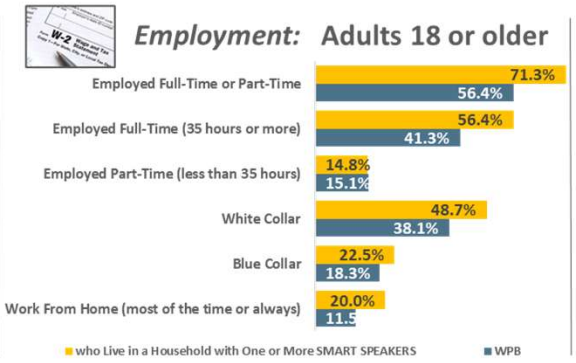


28.1% or 528,688 of WPB DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 12.7% more likely to be a college graduate, 36.7% more likely to work full-time, 16.3% more likely to be married, 24.8% more likely to be a parent of 1 or more children under 1

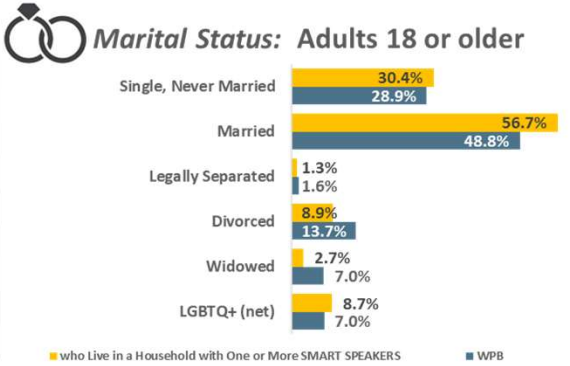
Education Levels: Adults 18 or older



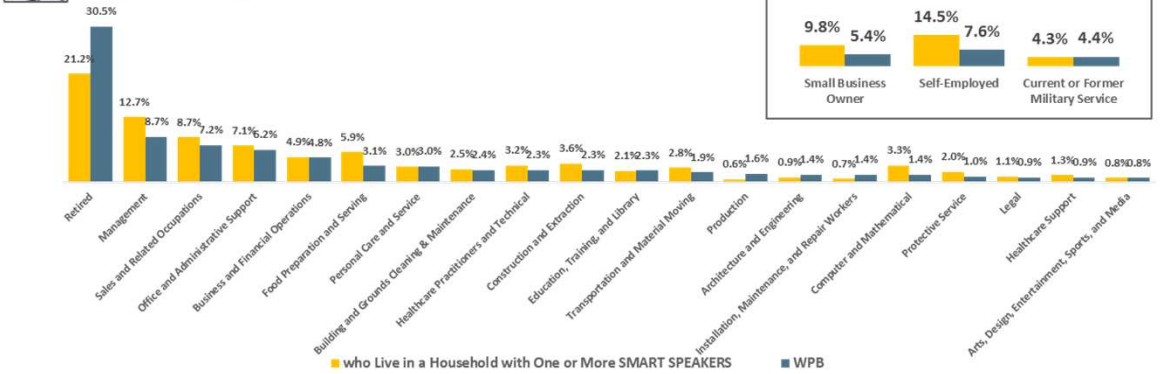
Employment: Adults 18 or older



Marital Status: Adults 18 or older

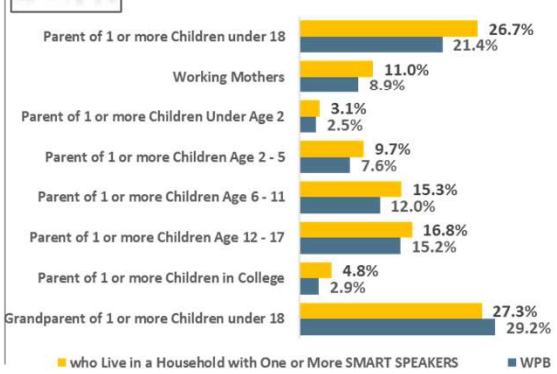


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

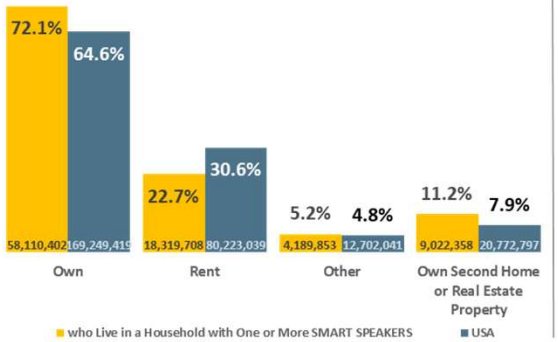
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

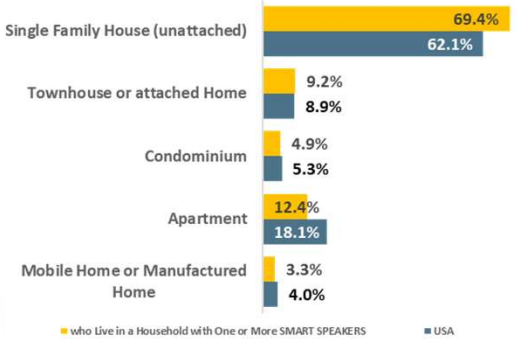


30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 11.7% more likely to own their home, 32.5% more likely to own a higher valued home, 11.9% more likely to have a single-family home, 31.1% more likely to have a dog.

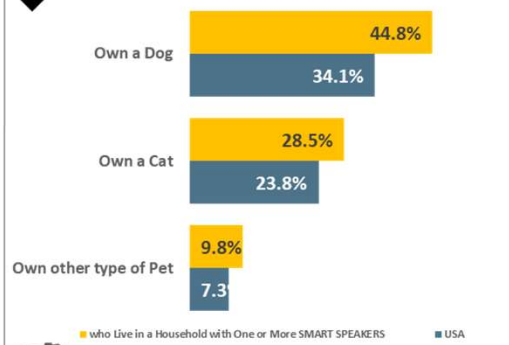
Own/Rent/Other: Adults 18 or older



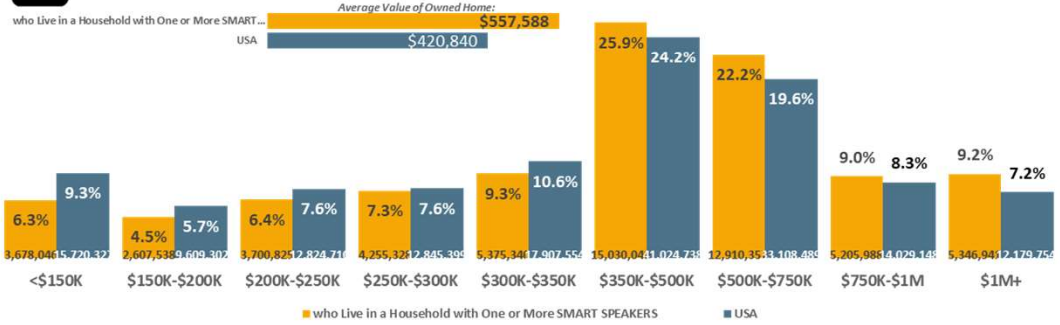
Type of Home: Adults 18 or older



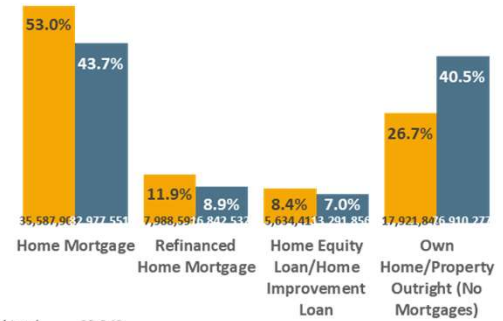
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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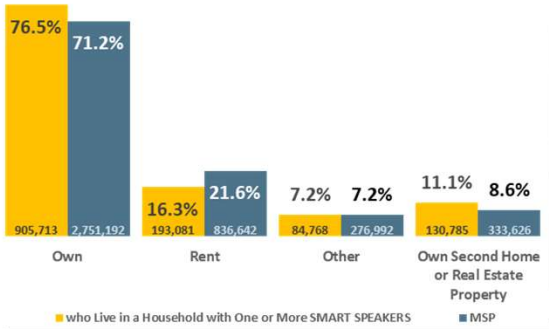
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

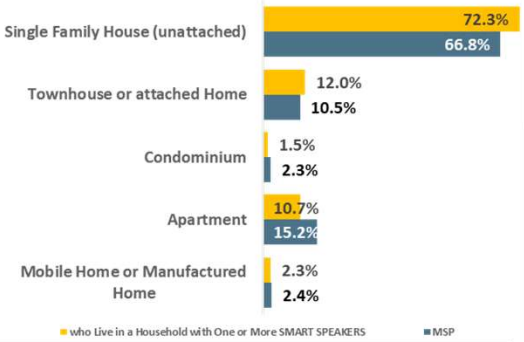


30.6% or 1,183,562 of MSP DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 7.5% more likely to own their home, 10.2% more likely to own a higher valued home, 8.1% more likely to have a single-family home, 23.1% more likely to have a dog.

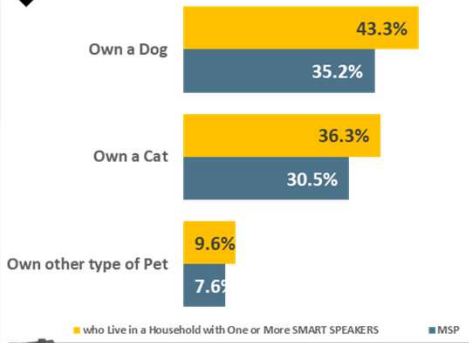
Own/Rent/Other: Adults 18 or older



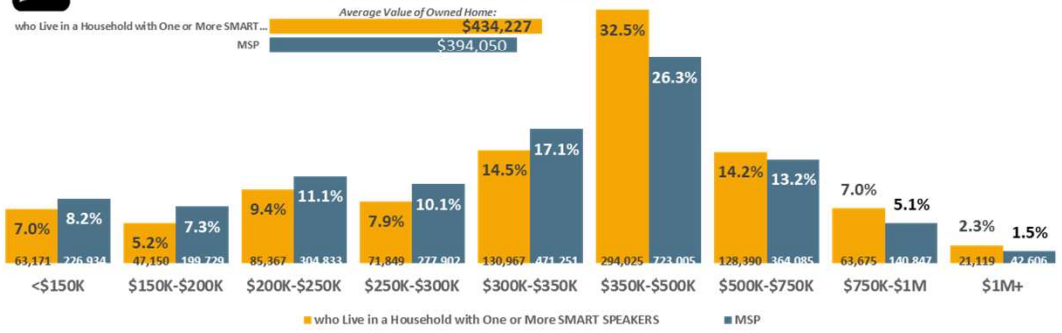
Type of Home: Adults 18 or older



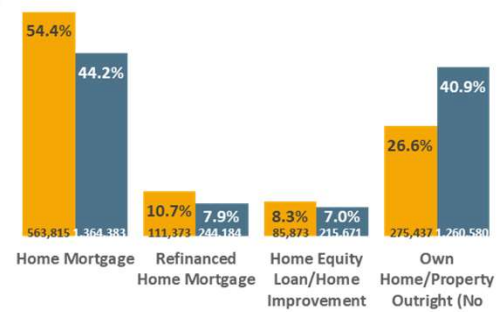
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

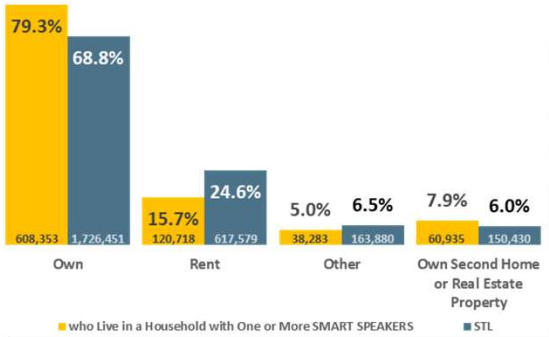
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

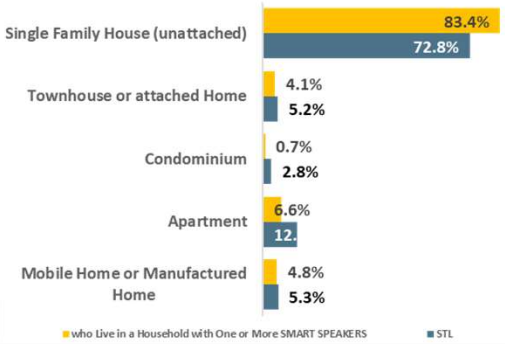


30.6% or 767,354 of STL DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 15.2% more likely to own their home, 5.9% more likely to own a higher valued home, 14.6% more likely to have a single-family home, 23.3% more likely to have a dog.

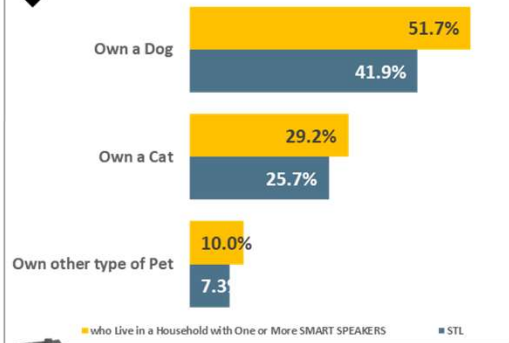
Own/Rent/Other: Adults 18 or older



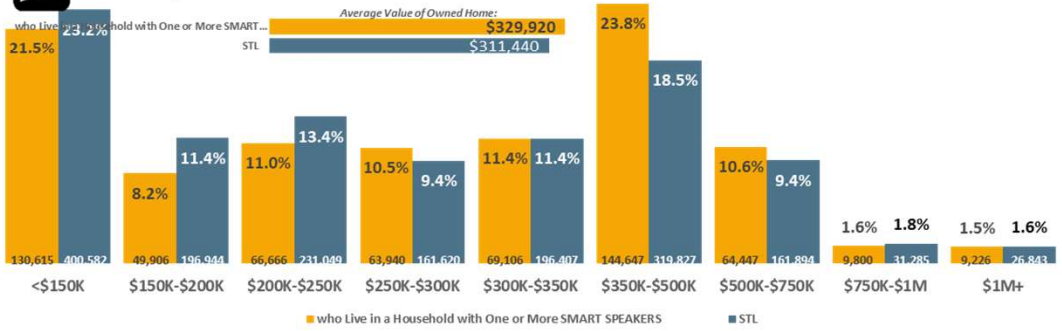
Type of Home: Adults 18 or older



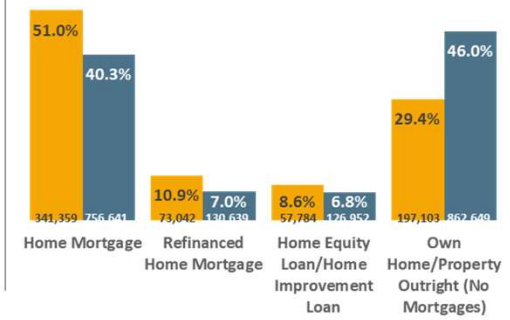
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

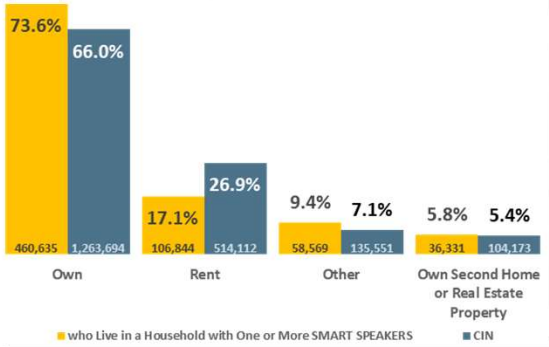
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

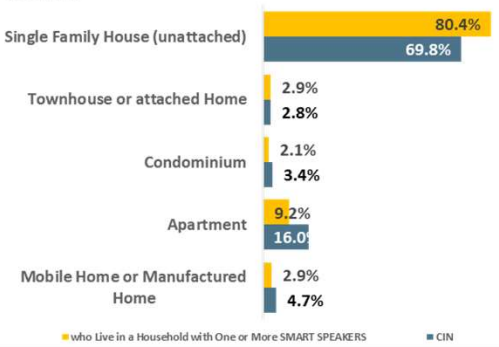


32.7% or 626,048 of CIN DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 11.4% more likely to own their home, 10.4% more likely to own a higher valued home, 15.1% more likely to have a single-family home, 22.8% more likely to have a dog.

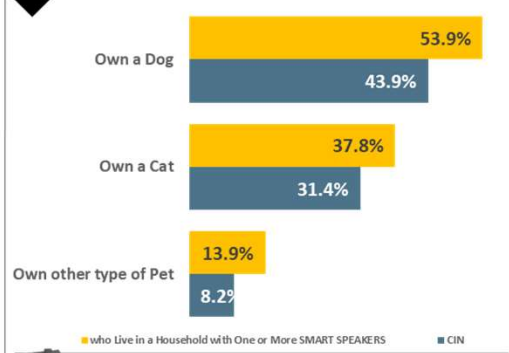
Own/Rent/Other: Adults 18 or older



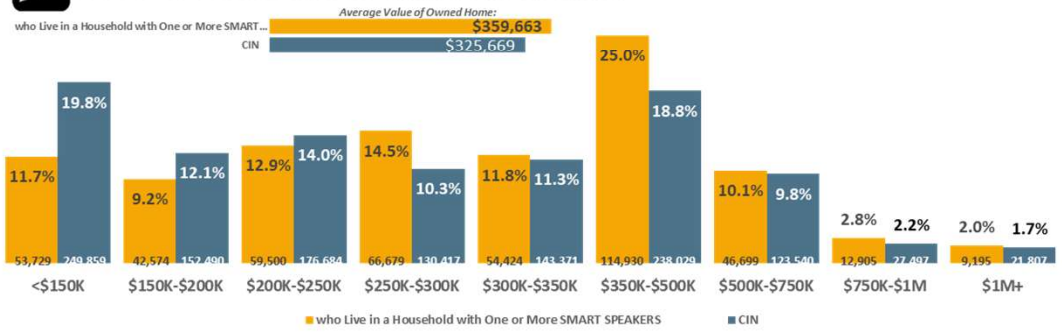
Type of Home: Adults 18 or older



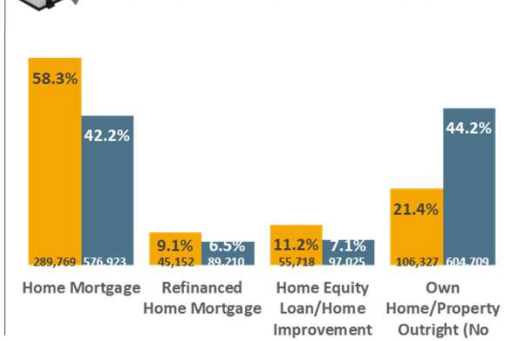
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

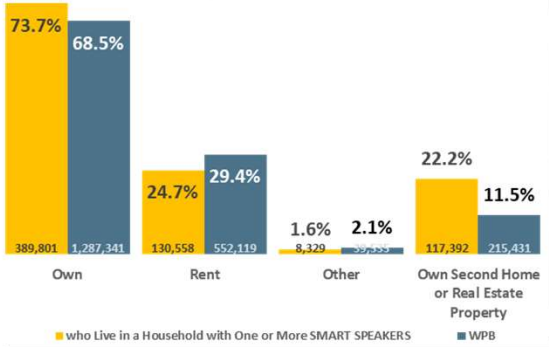
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

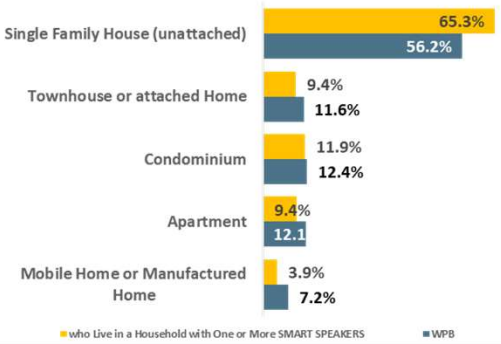


28.1% or 528,688 of WPB DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 7.6% more likely to own their home, 13.% more likely to own a higher valued home, 16.3% more likely to have a single-family home, 44.3% more likely to have a dog.

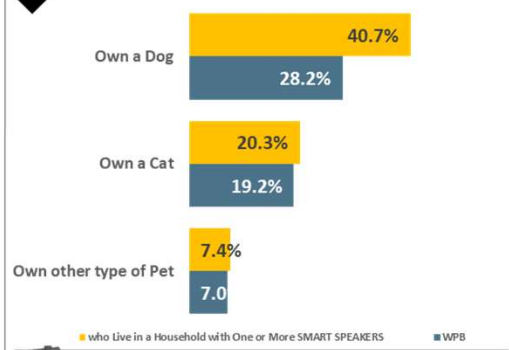
Own/Rent/Other: Adults 18 or older



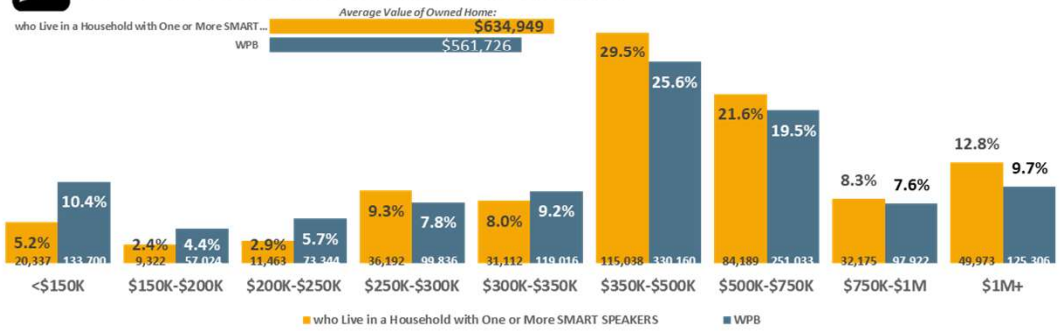
Type of Home: Adults 18 or older



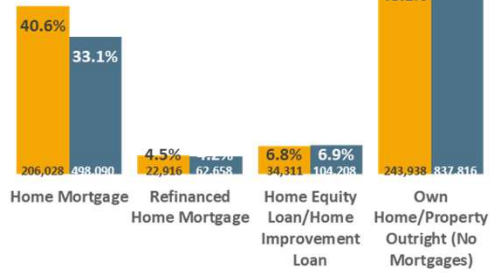
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

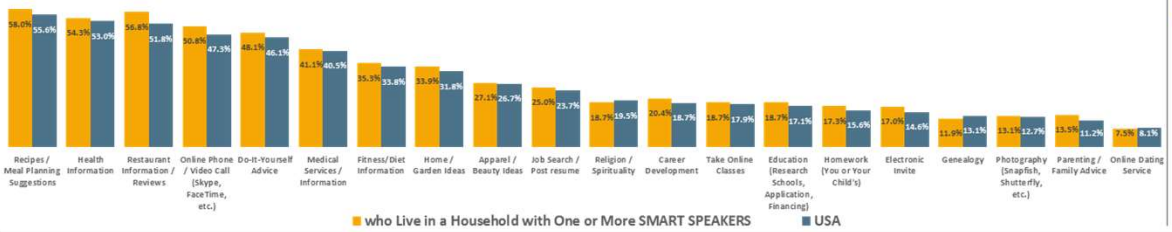
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

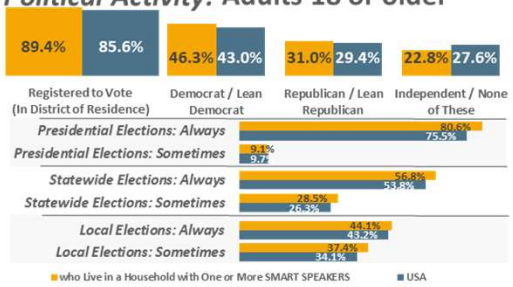


30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 4.4% more likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 29.3% more likely to belong to a gym, 18.1% more likely to fly domestic pas

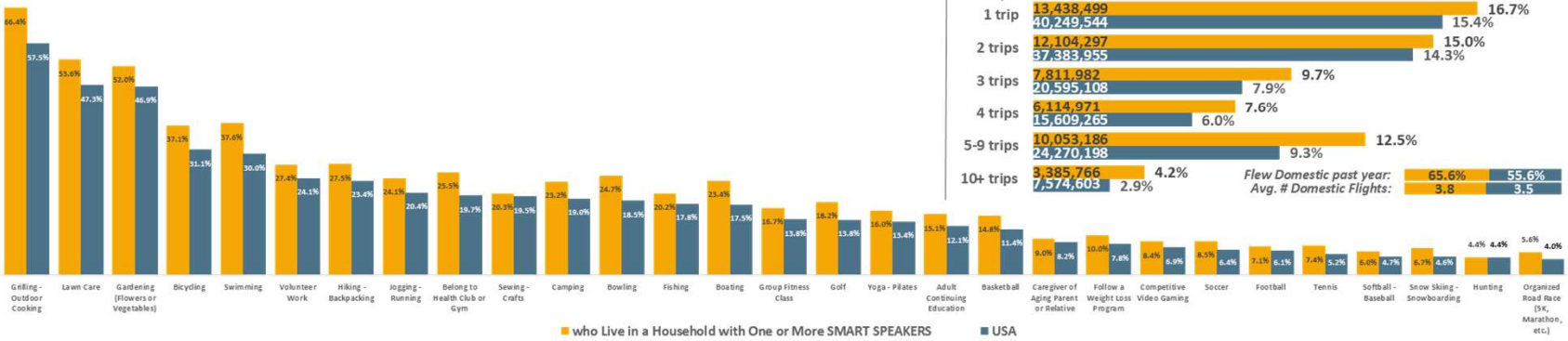
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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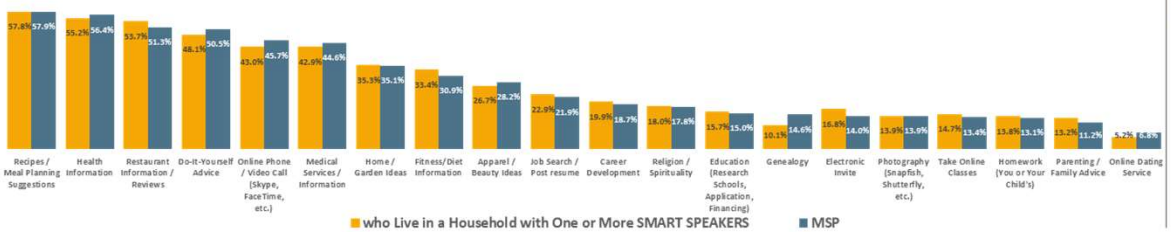
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

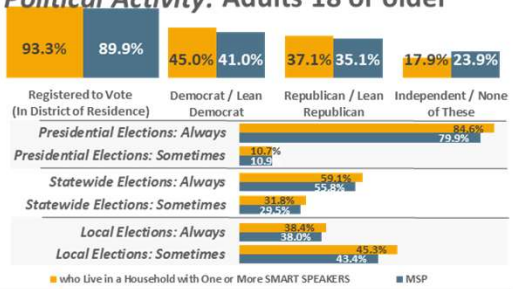


30.6% or 1,183,562 of MSP DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 4.8% less likely to look up D-I-Y advice online, 1.% more likely to always vote in local elections, 12.% more likely to belong to a gym, 13.4% more likely to fly domestic past

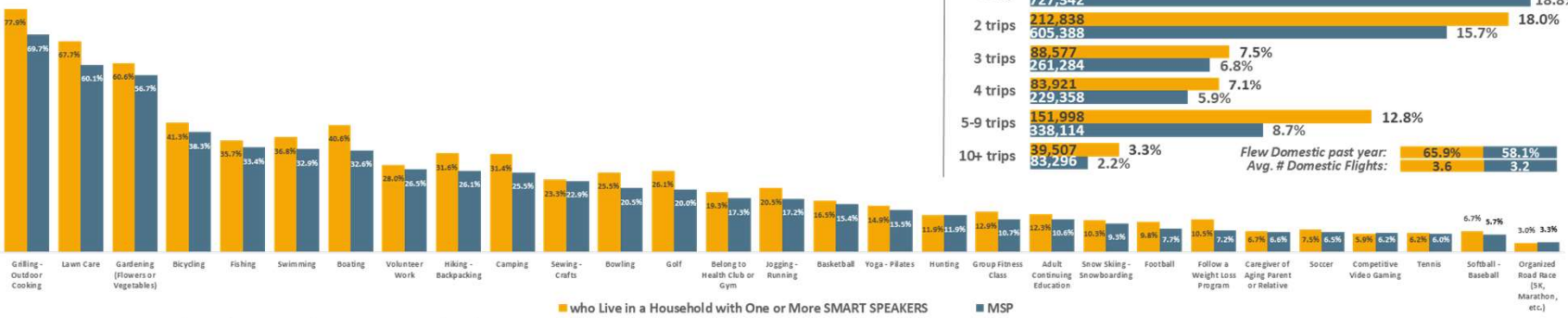
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

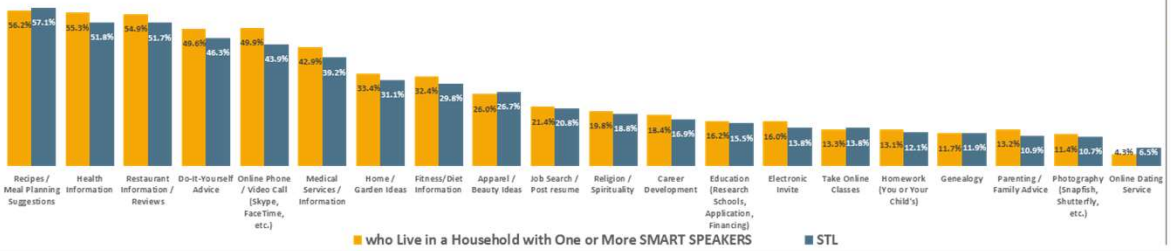
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

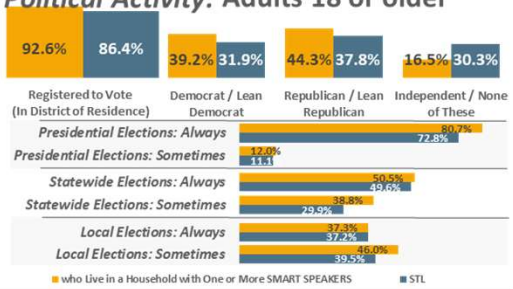


30.6% or 767,354 of STL DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 7.% more likely to look up D-I-Y advice online, .2% more likely to always vote in local elections, 32.4% more likely to belong to a gym, 18.7% more likely to fly domestic past

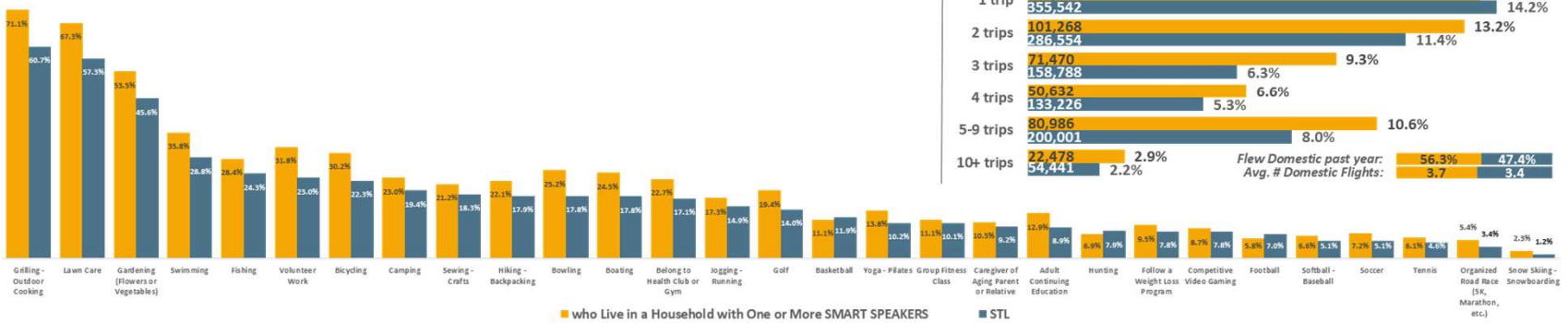
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

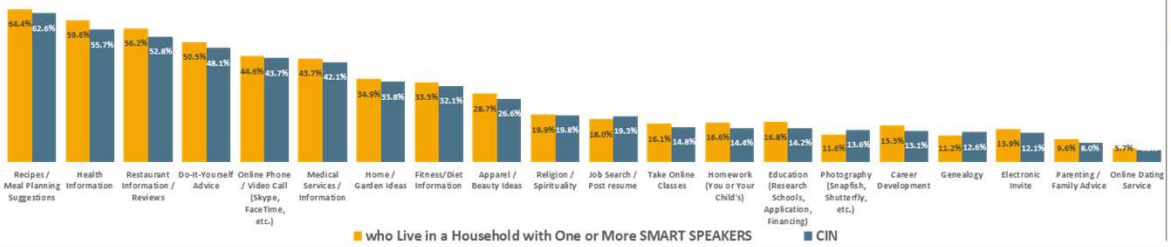
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

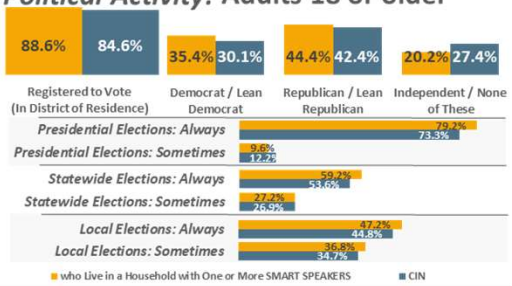


32.7% or 626,048 of CIN DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 5.1% more likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 34.5% more likely to belong to a gym, 23.% more likely to fly domestic past

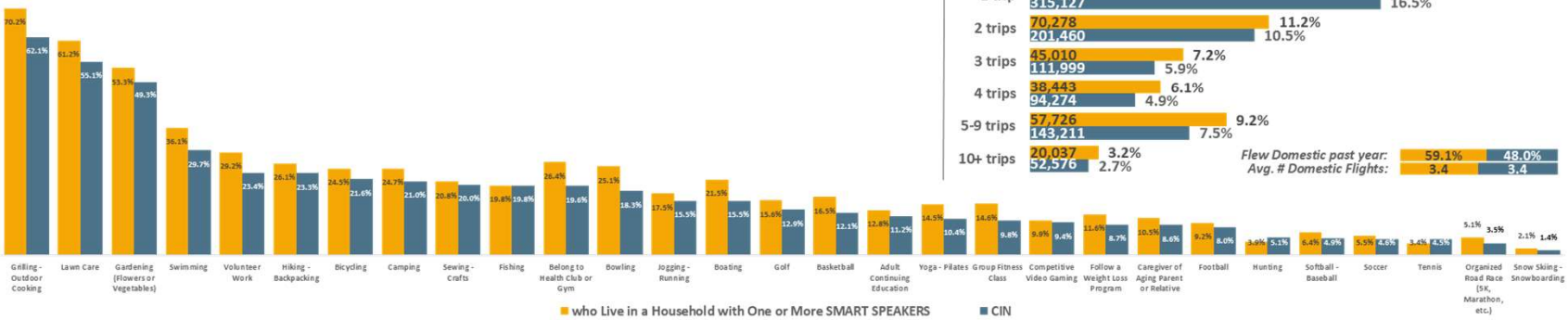
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

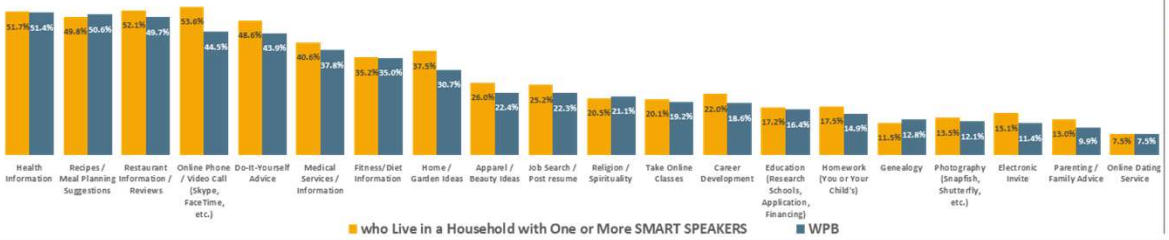
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

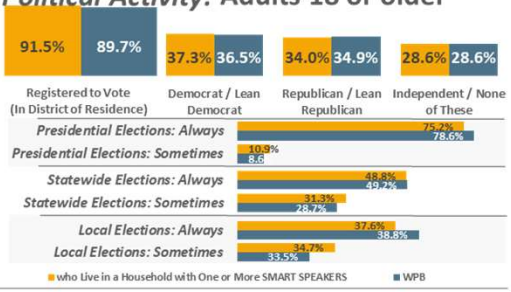


28.1% or 528,688 of WPB DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 10.9% more likely to look up D-I-Y advice online, 2.9% less likely to always vote in local elections, 45.2% more likely to belong to a gym, 17.1% more likely to fly domestic pa

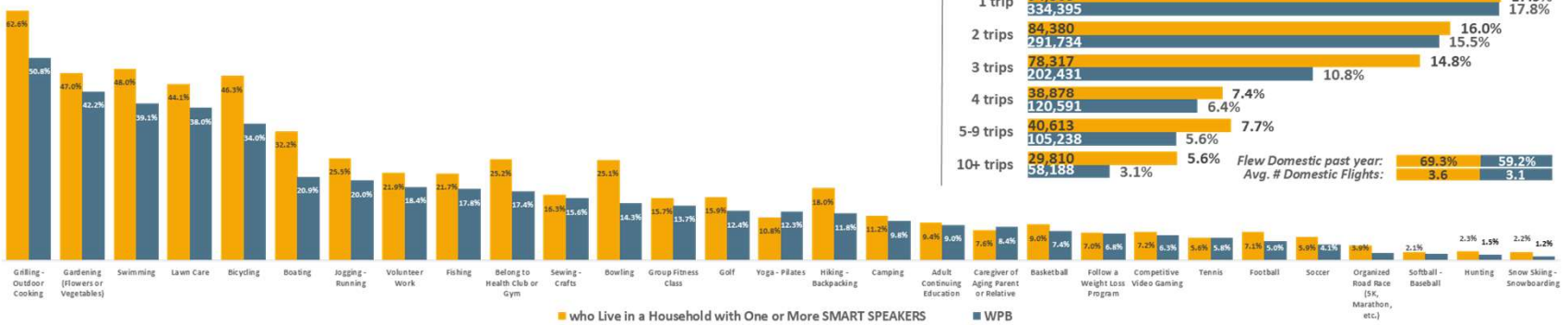
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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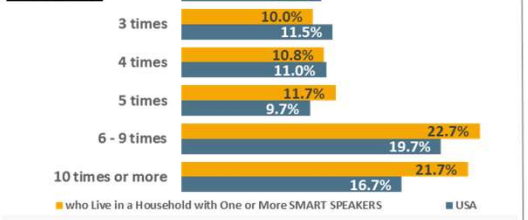
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 6.8% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 13.1% more likely to use Casinos past yr., 20.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

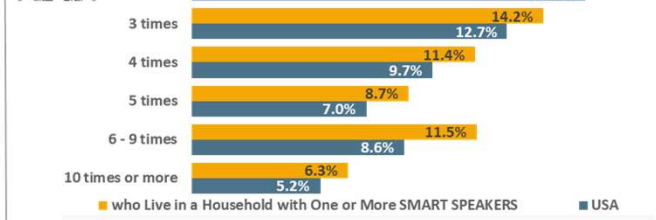


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

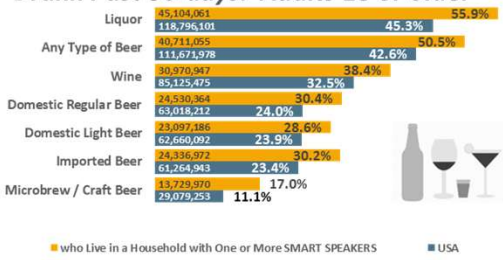
(Sit-Down Restaurants Used Past 30-days)



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

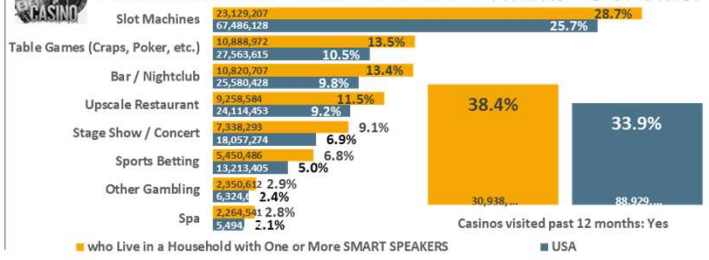


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.6% or 1,183,562 of MSP DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 8.9% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 24.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



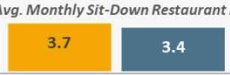
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

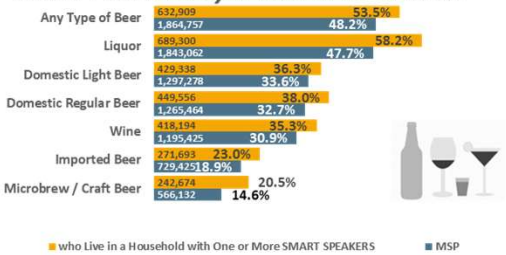
(Sit-Down Restaurants Used Past 30-days)



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

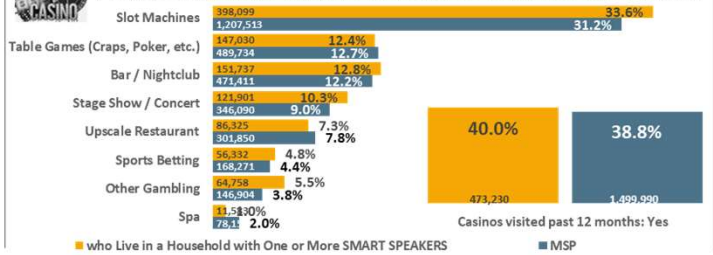


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

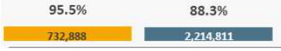


30.6% or 767,354 of STL DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 8.1% more likely to use QSRs past mo., 16.3% more likely to use Sit-Down Restaurants past mo., 16.2% more likely to use Casinos past yr., 18.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



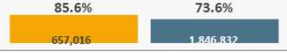
Avg. Monthly QSR Meals:



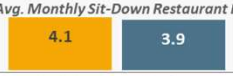
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

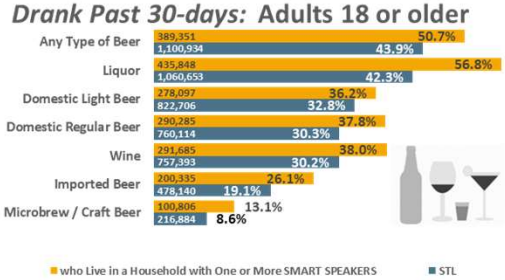
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

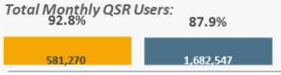


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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



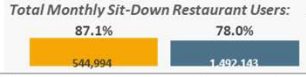
Avg. Monthly QSR Meals:



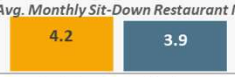
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

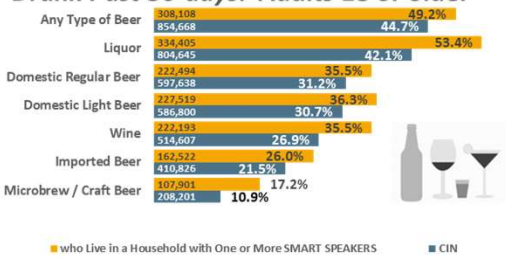
(Sit-Down Restaurants Used Past 30-days)



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

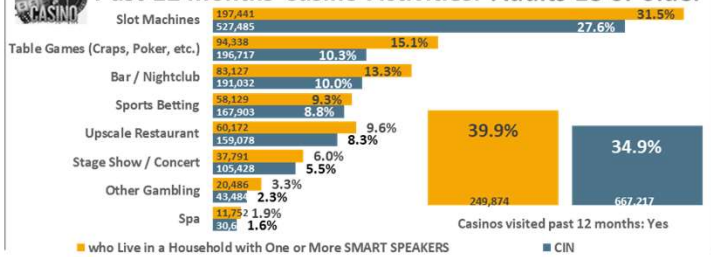


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



28.1% or 528,688 of WPB DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 9.3% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 14.2% more likely to use Casinos past yr., 39.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

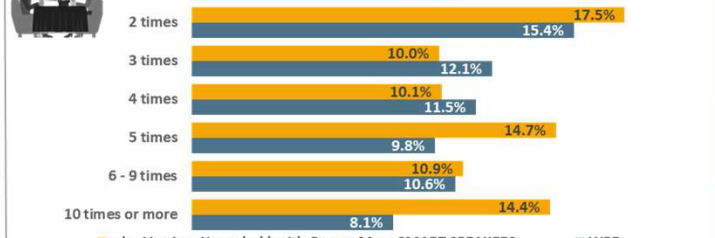


Total Monthly QSR Users: 92.0% 84.2% 486,196 1,581,371

Avg. Monthly QSR Meals: 7.0 6.1

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





Total Monthly Sit-Down Restaurant Users: 86.7% 78.4% 458,622 1,473,029

Avg. Monthly Sit-Down Restaurant Meals: 5.6 4.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in a Household with One or More SMART... 127,467 24.1%

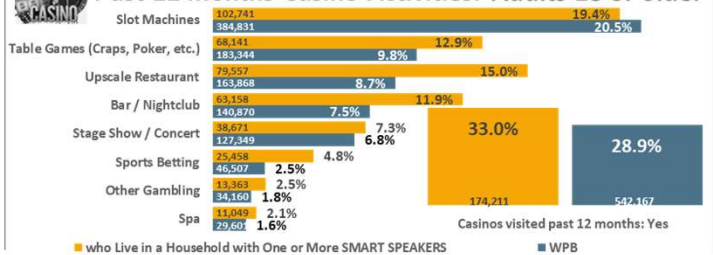
WPB 321,552 17.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 31.4% more likely to have a 401K, 50.4% more likely to have an Auto Loan, 48.4% more likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

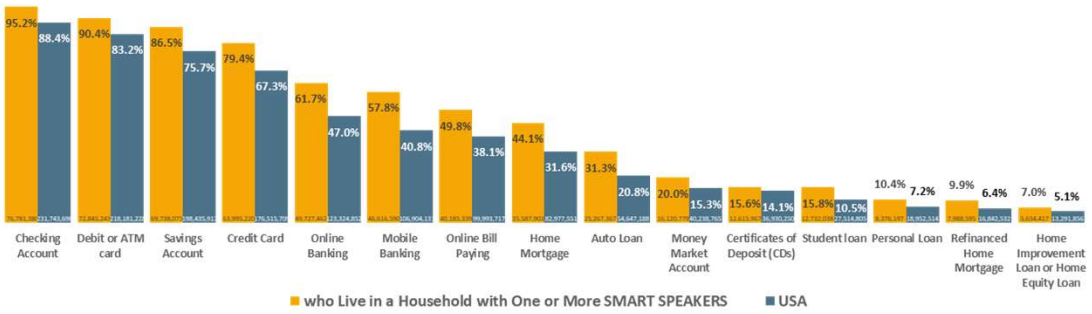
Investments Owned: Adults 18 or older



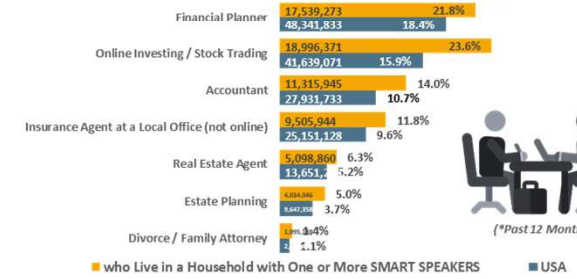


Financial Services Has and/or Uses: Adults 18 or older



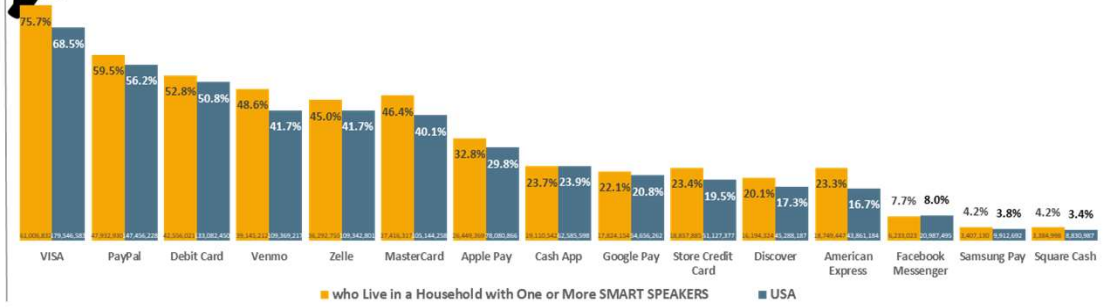


Professional Services Used:* Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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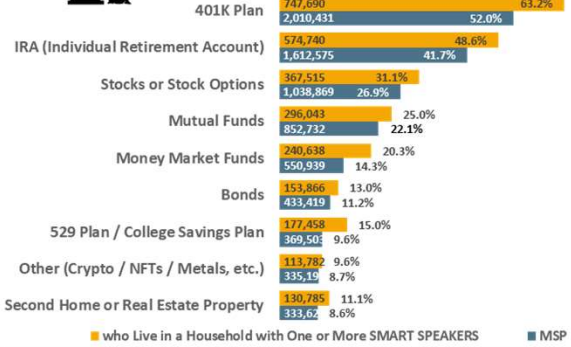
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

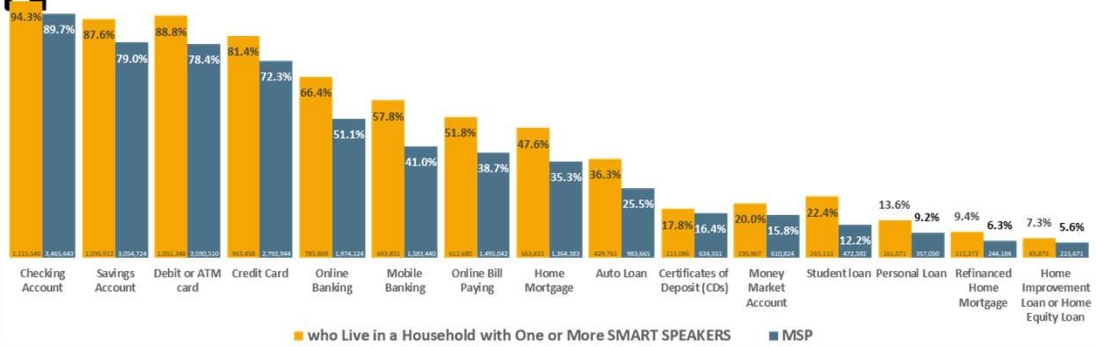


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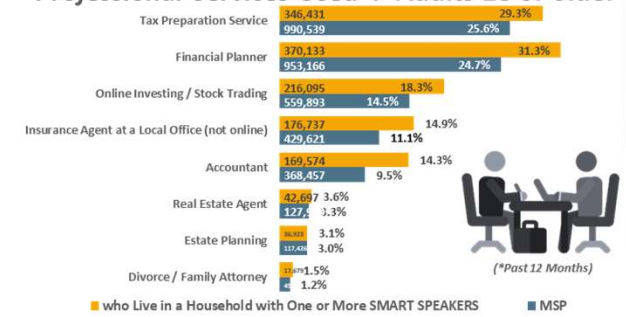
Investments Owned: Adults 18 or older



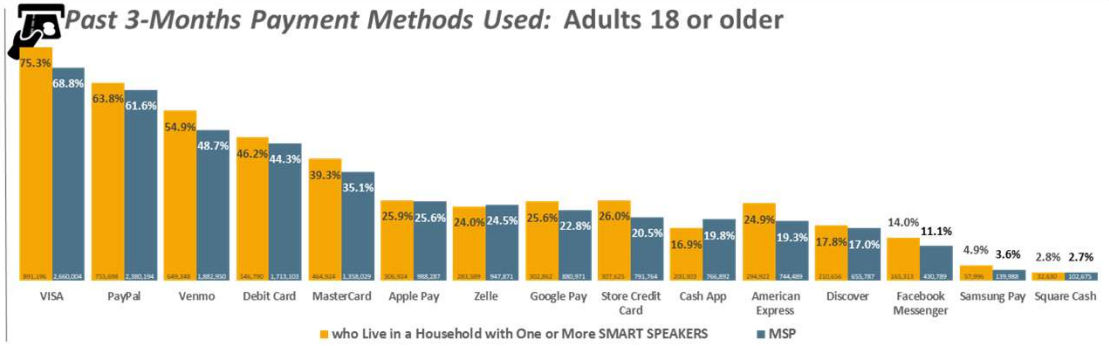
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

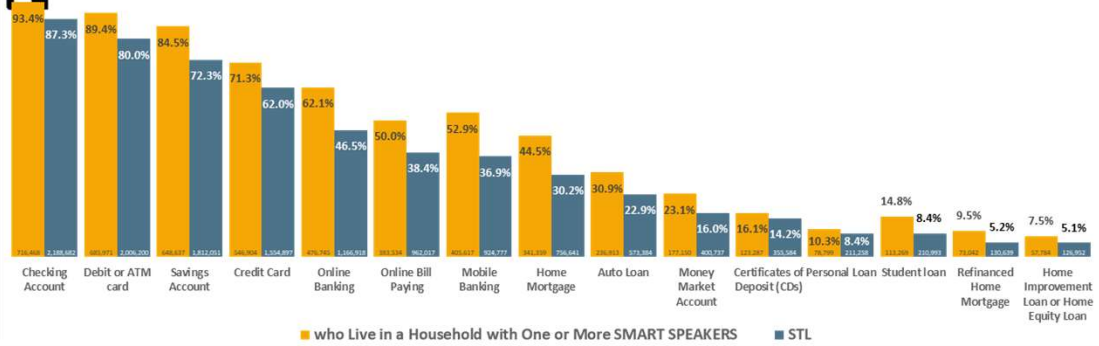


30.6% or 767,354 of STL DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 42.4% more likely to have a 401K, 35.% more likely to have an Auto Loan, 47.2% more likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



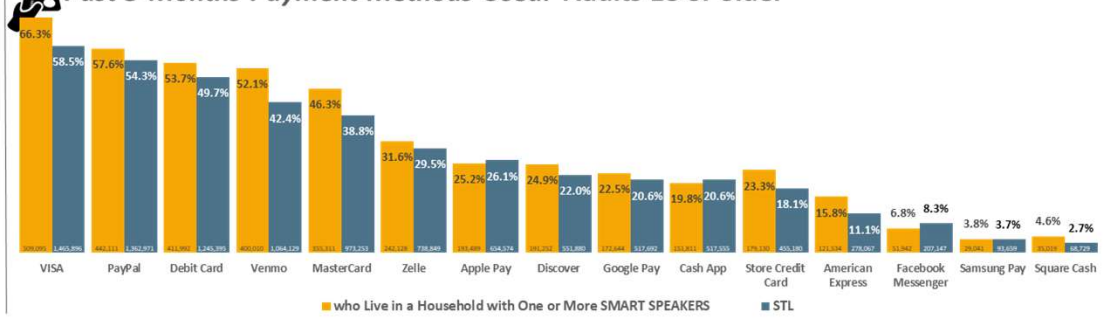
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

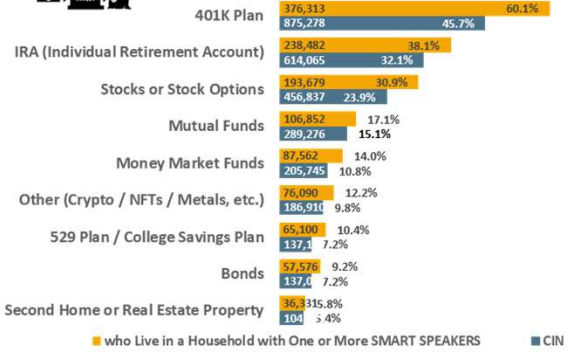
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

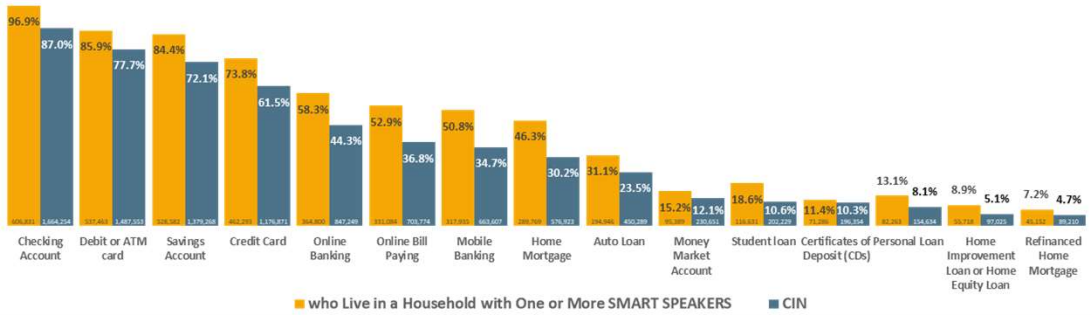


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Investments Owned: Adults 18 or older



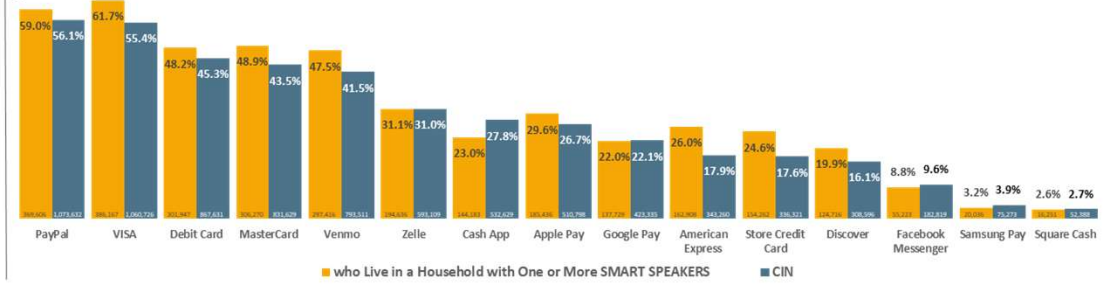
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

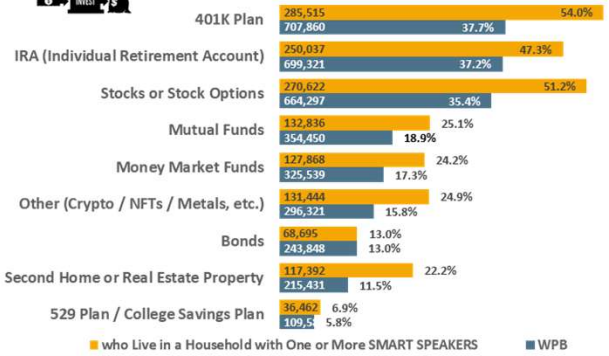
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

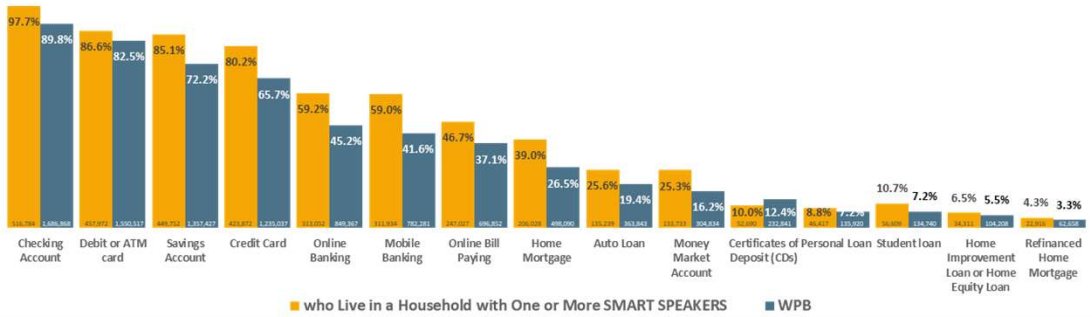


28.1% or 528,688 of WPB DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 43.4% more likely to have a 401K, 32.1% more likely to have an Auto Loan, 76.4% more likely to Invest/Trade Stocks Online, 10.1% more likely to pay with their Debit Card.

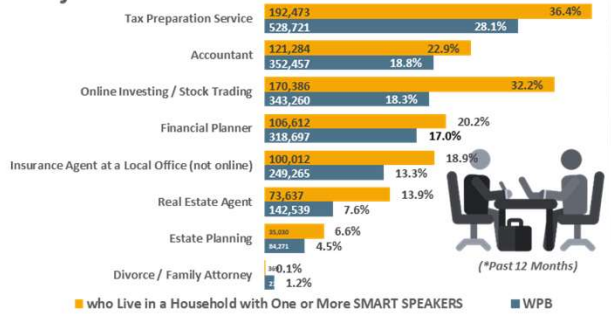
Investments Owned: Adults 18 or older



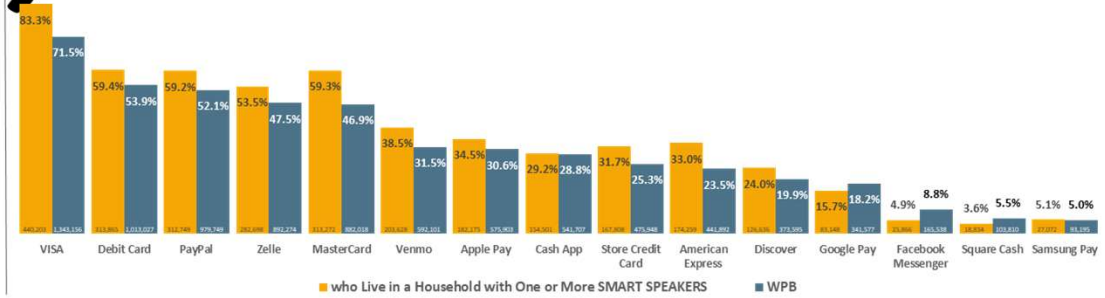
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

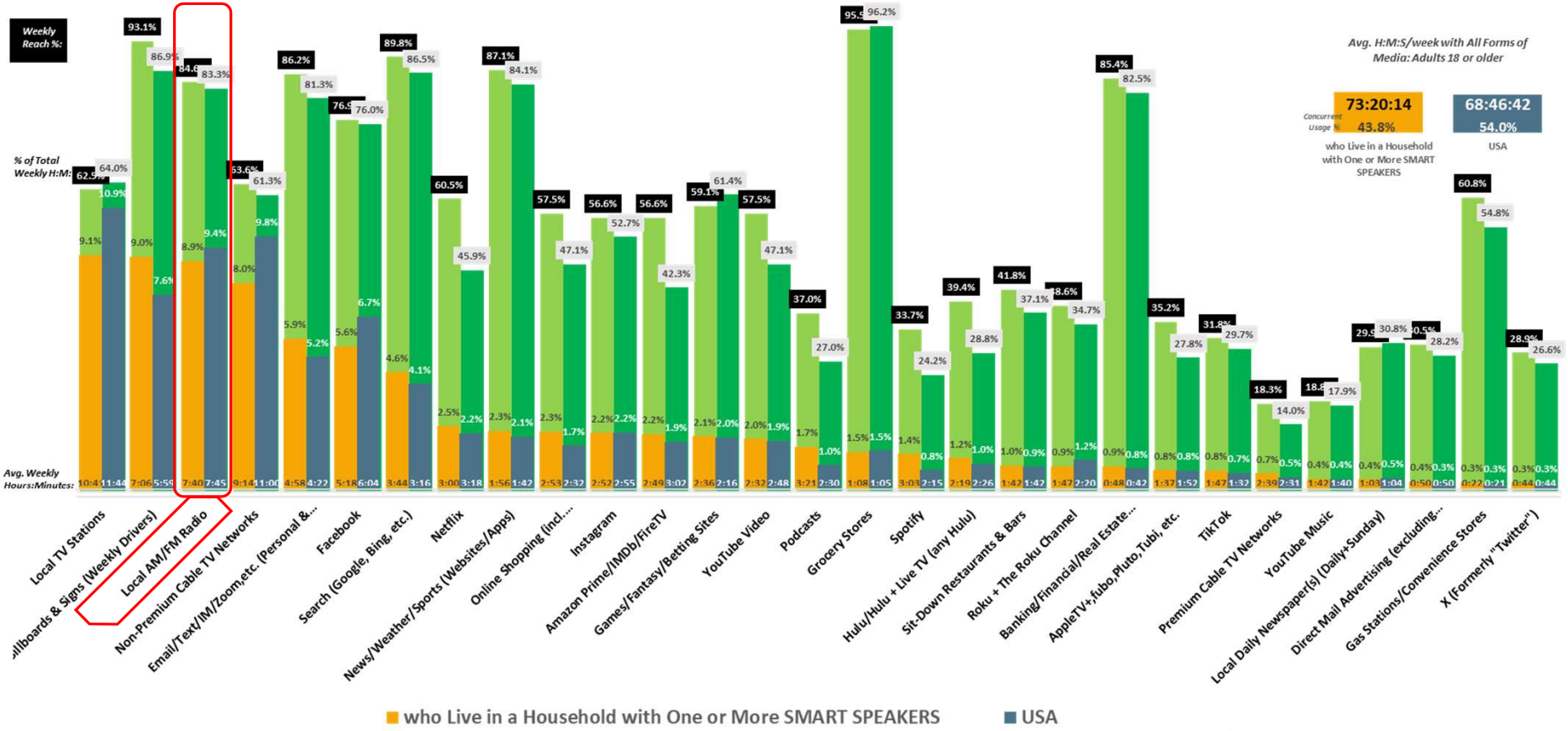
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 1 hours, 20 minutes and 14 seconds each week with All Forms of Media.

84.6% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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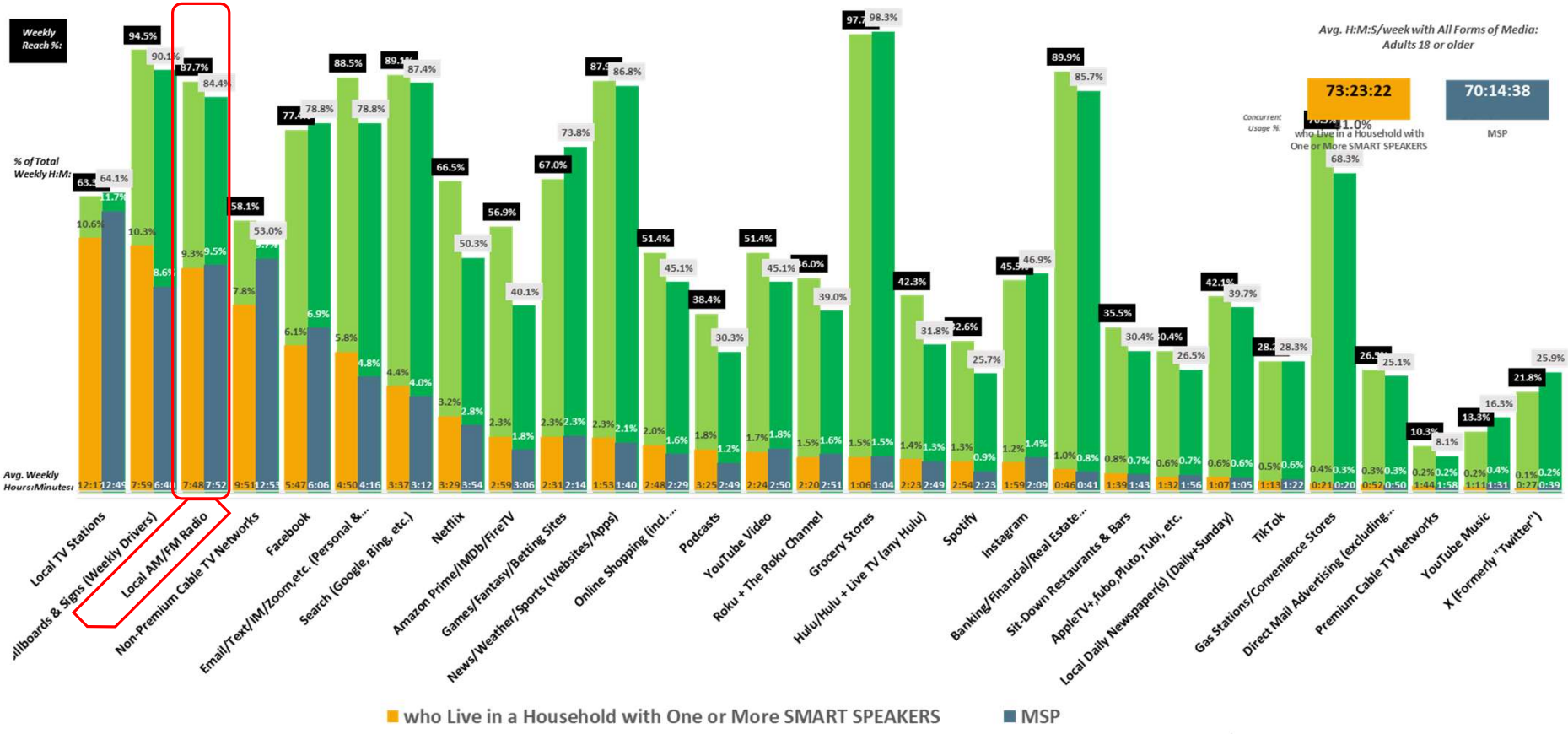
Hubbard BROADCASTING Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 1 hours, 23 minutes and 22 seconds each week with All Forms of Media.

87.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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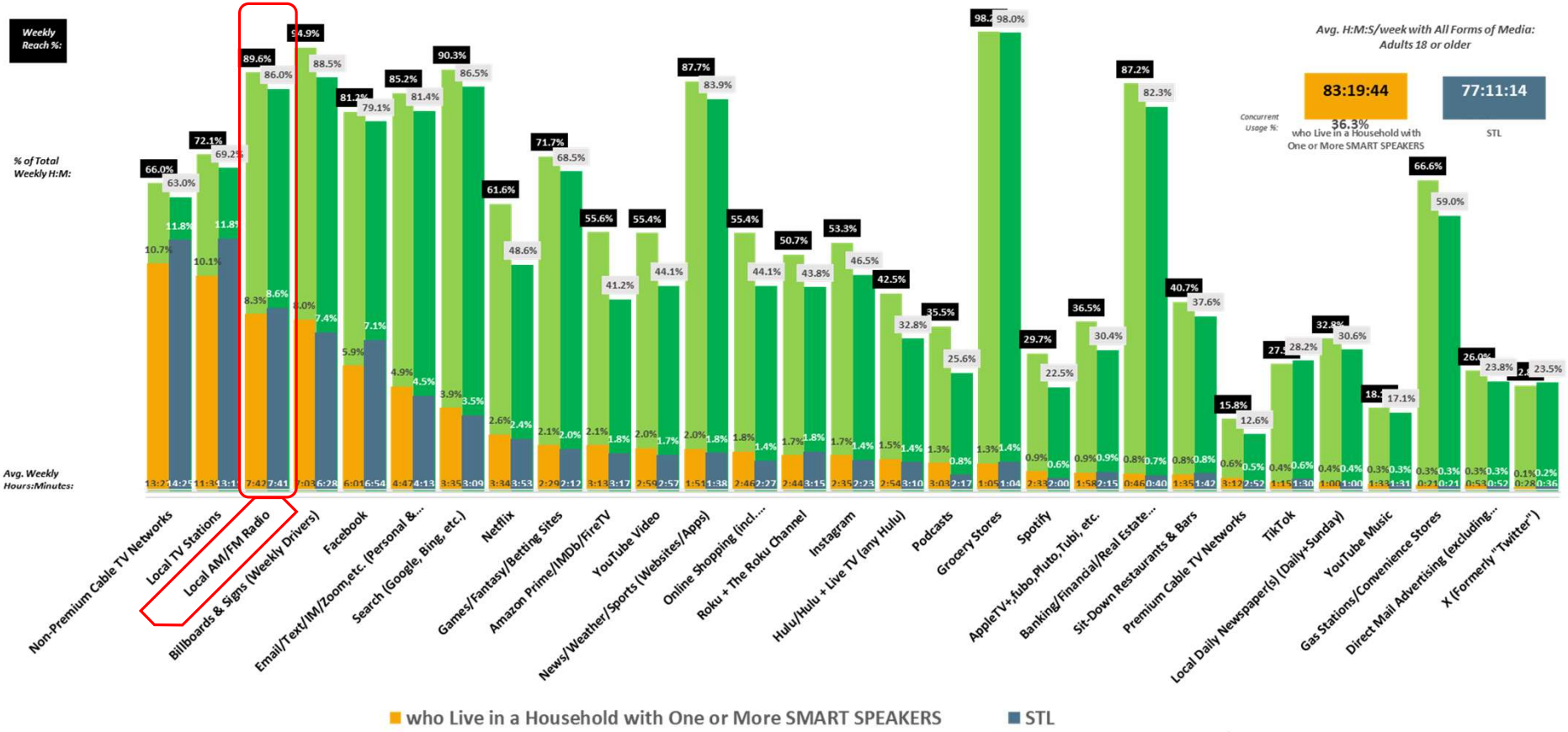
Hubbard BROADCASTING — Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 11 hours, 19 minutes and 44 seconds each week with All Forms of Media.

89.6% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933
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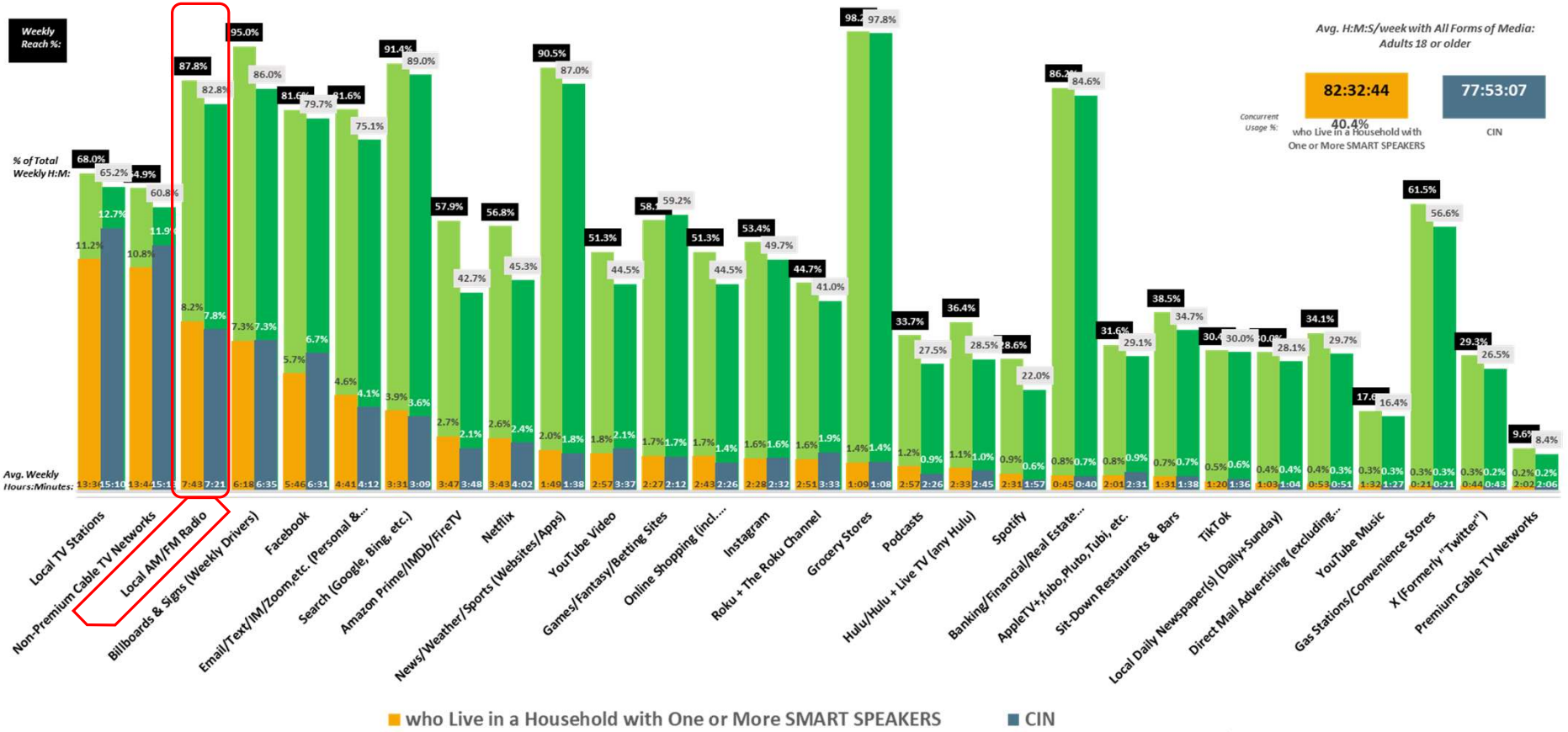
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 10 hours, 32 minutes and 44 seconds each week with All Forms of Media.

87.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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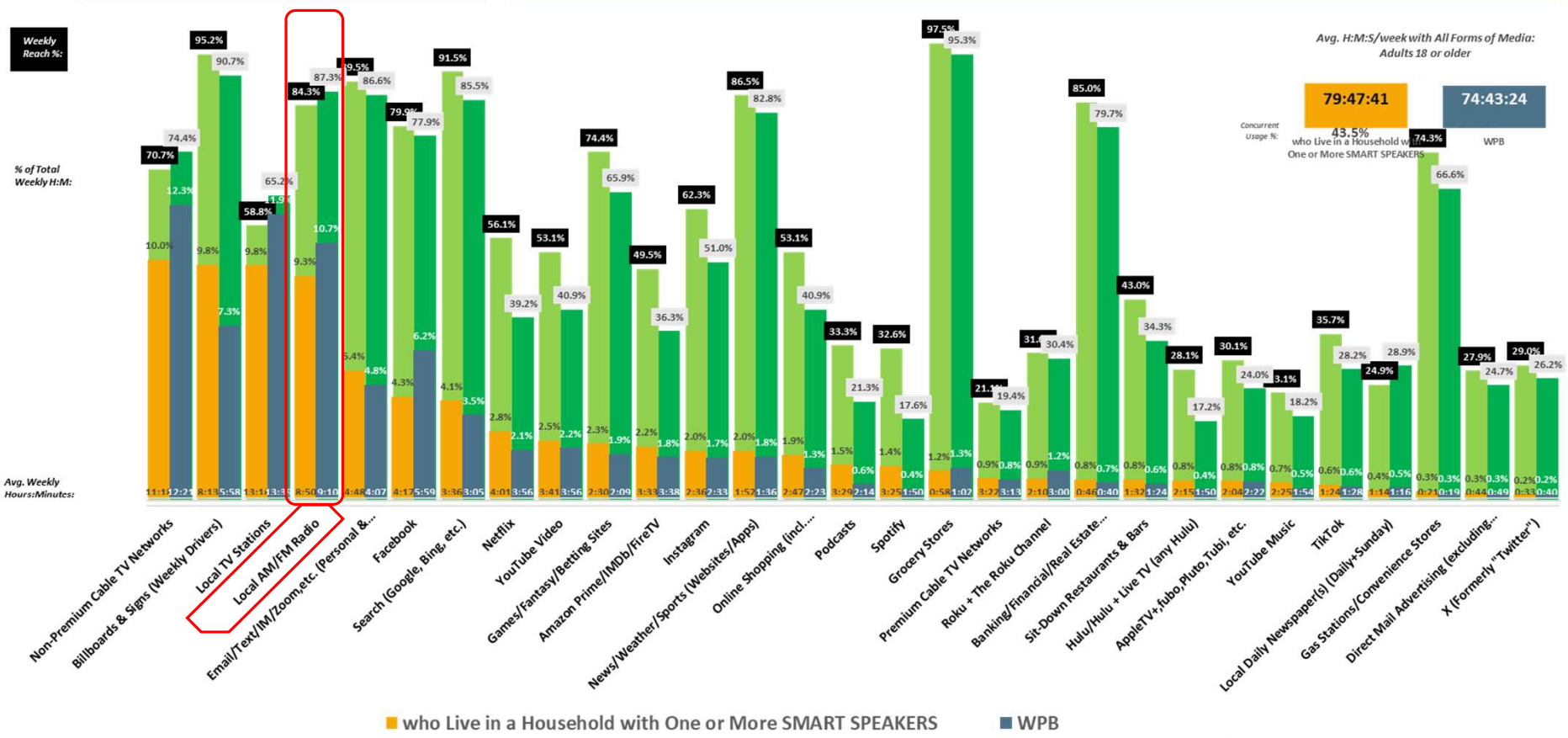
Hubbard BROADCASTING — Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 7 hours, 47 minutes and 41 seconds each week with All Forms of Media.

84.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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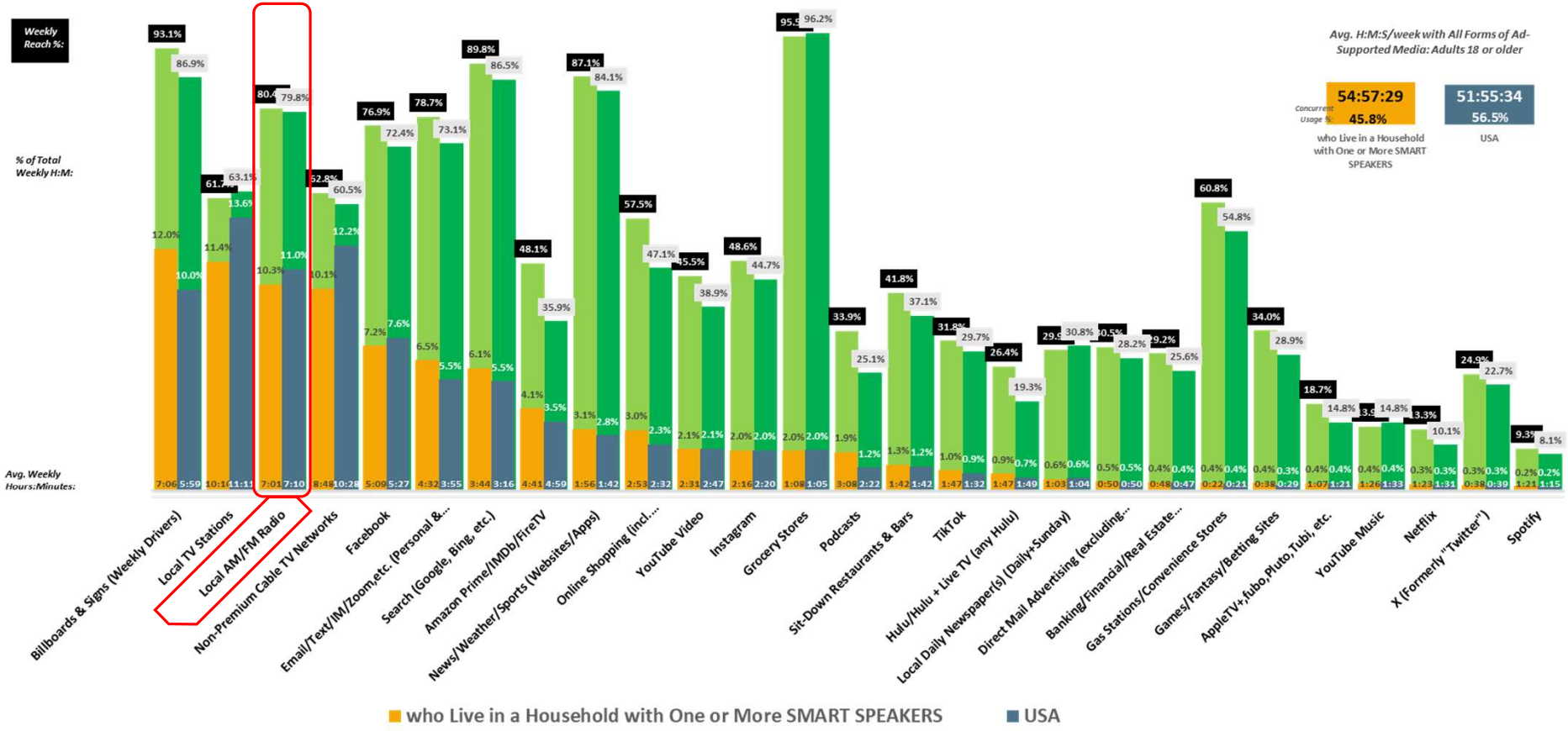
Hubbard BROADCASTING — Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 6 hours, 57 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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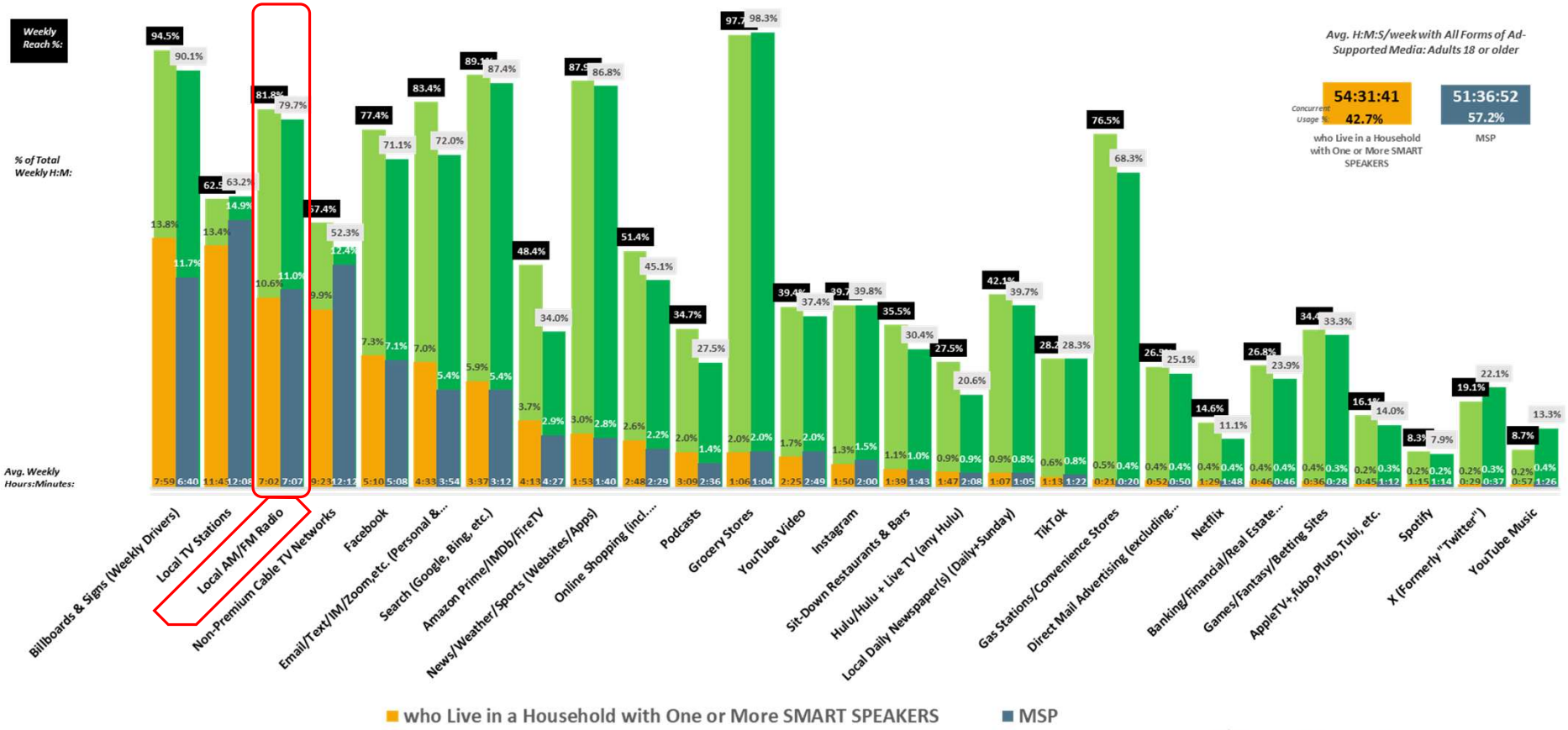
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 6 hours, 31 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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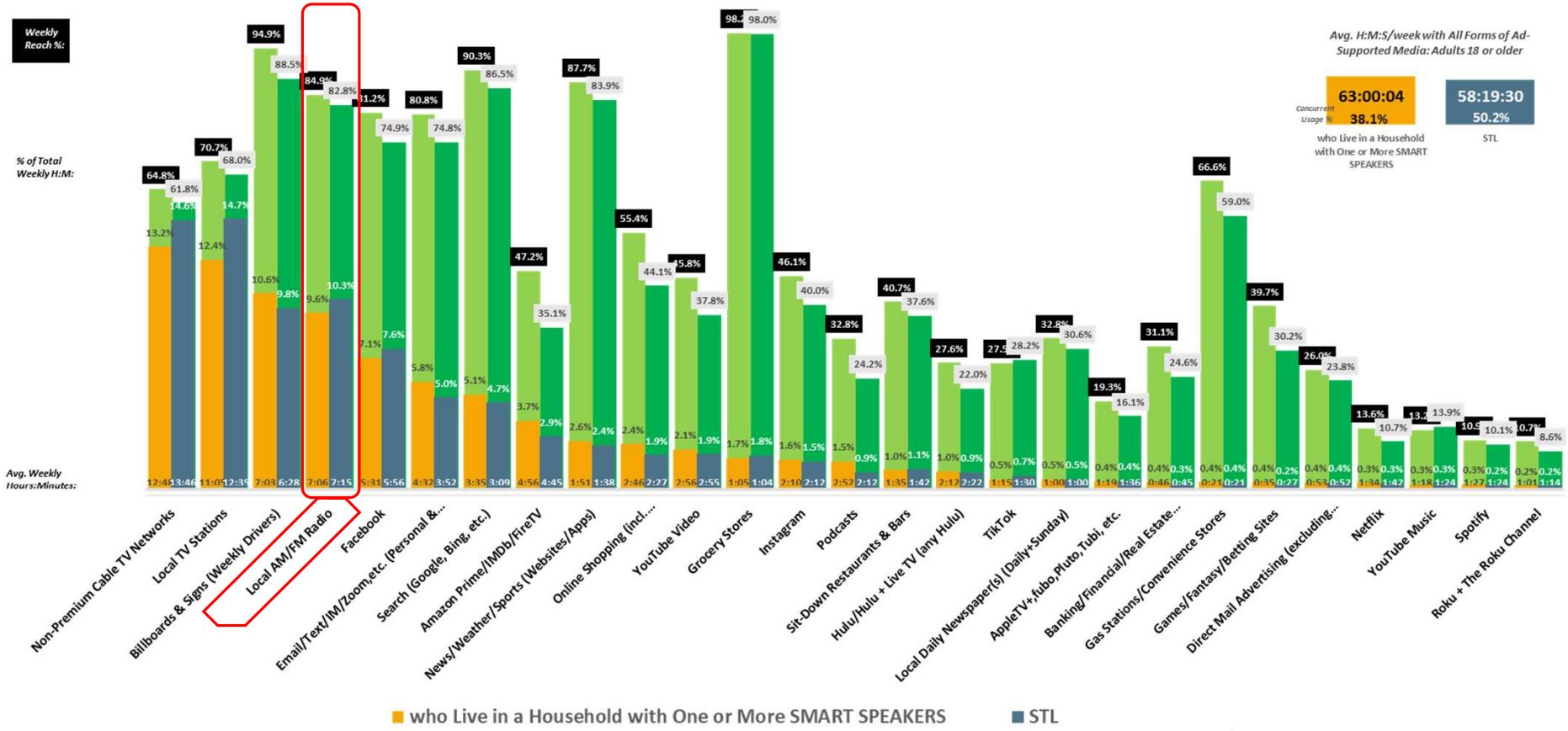
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 15 hours, 0 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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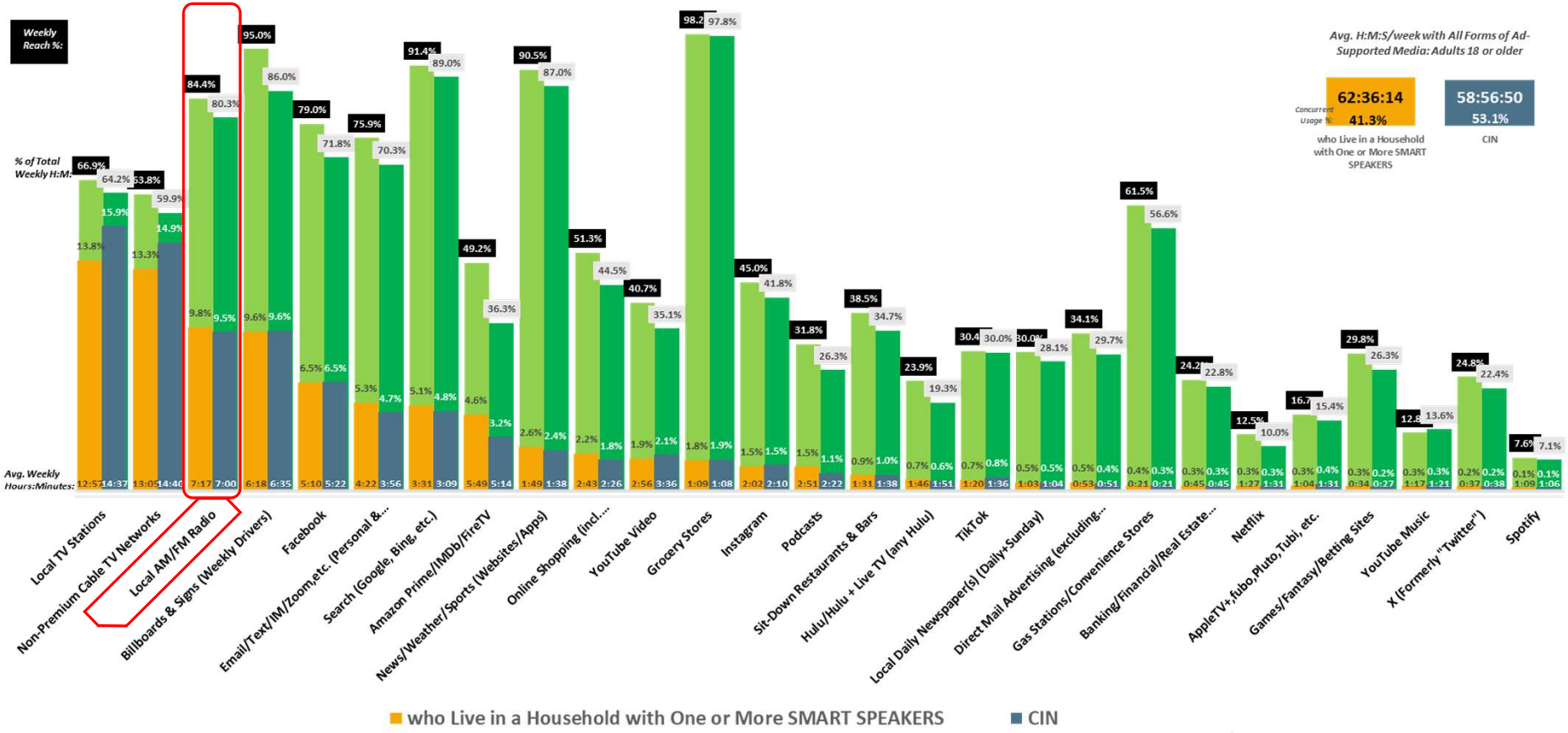
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 14 hours, 36 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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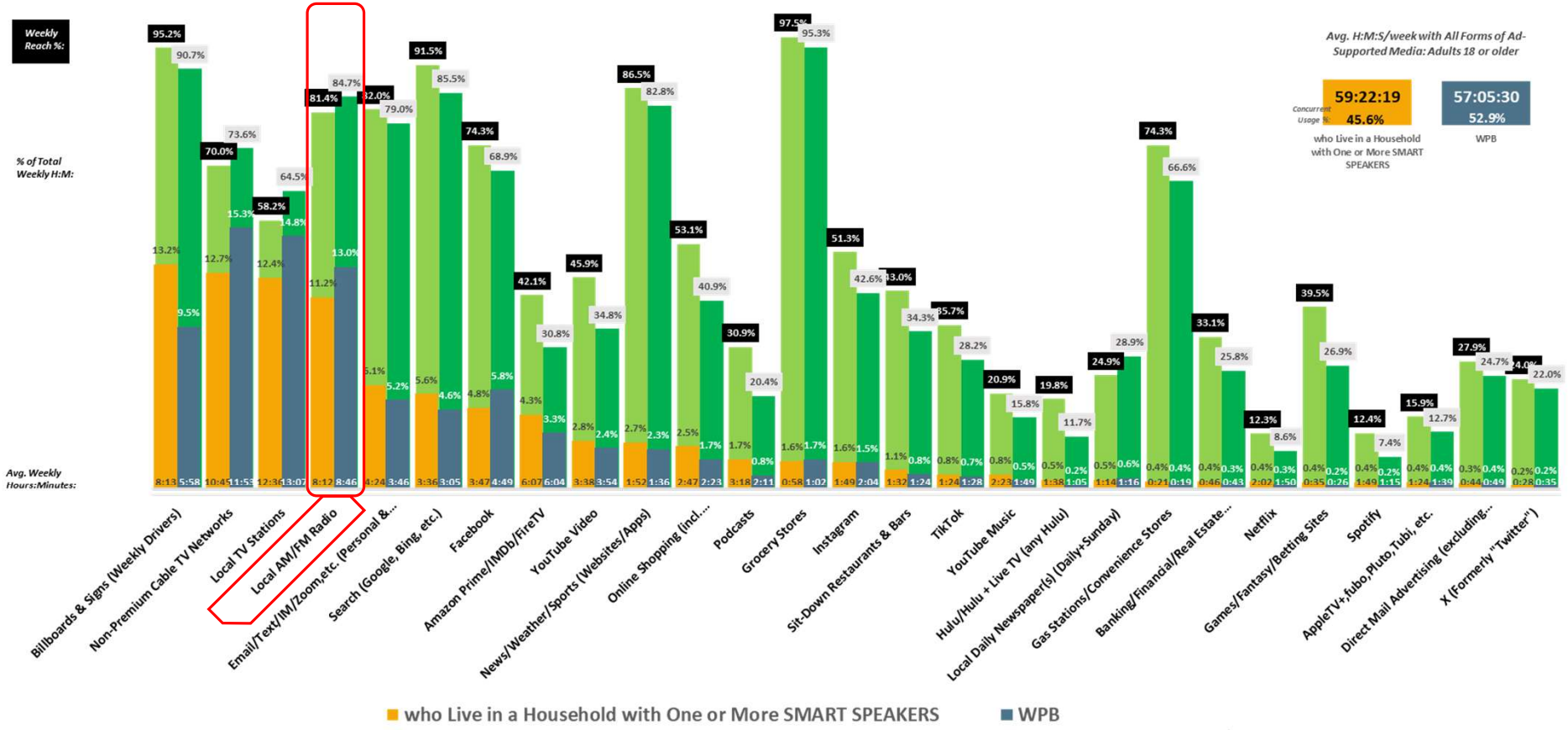
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 11 hours, 22 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

81.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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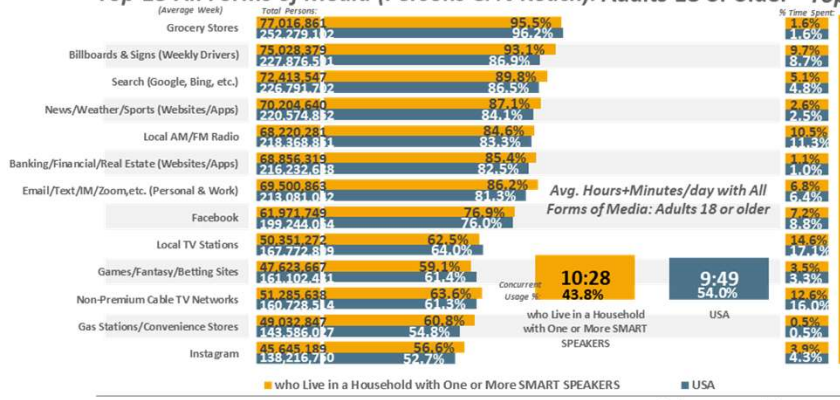
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

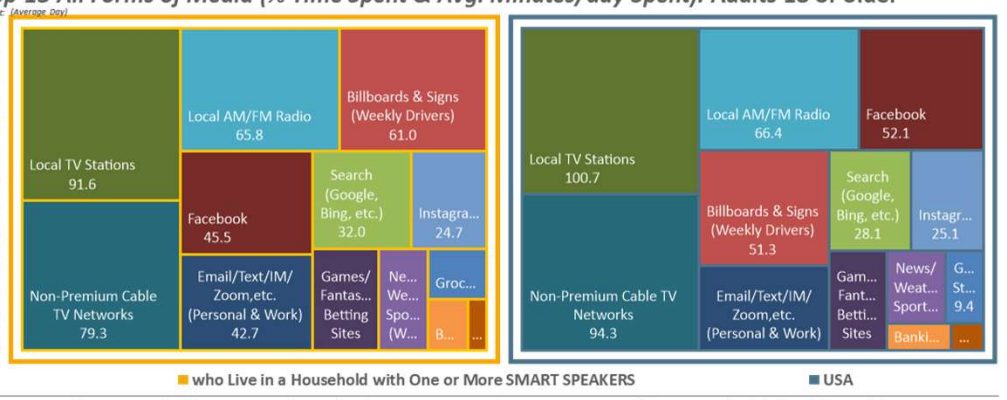


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

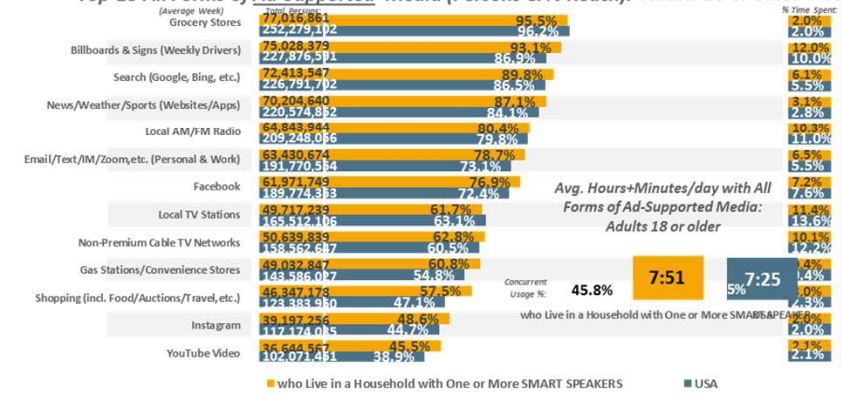
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



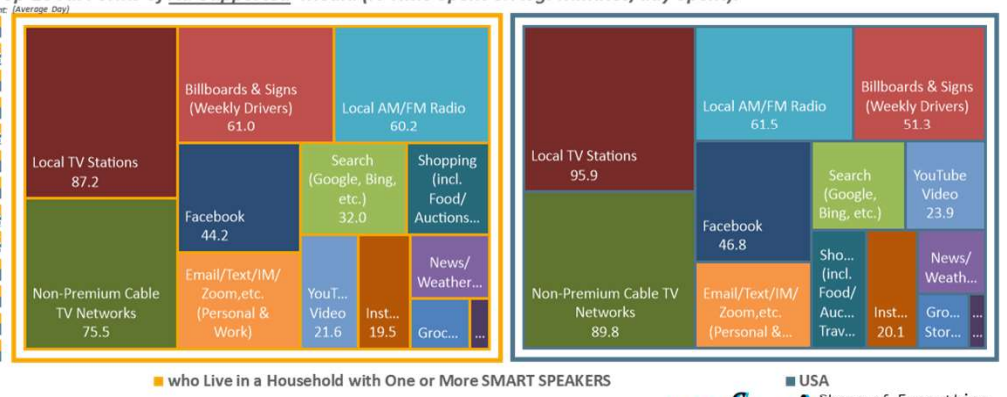
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



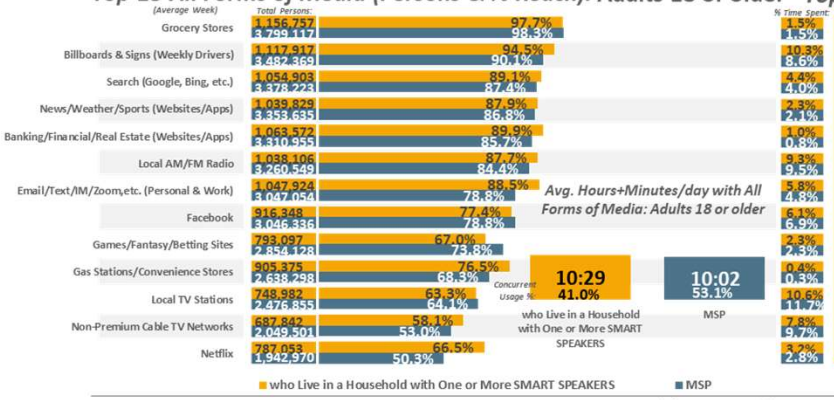
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

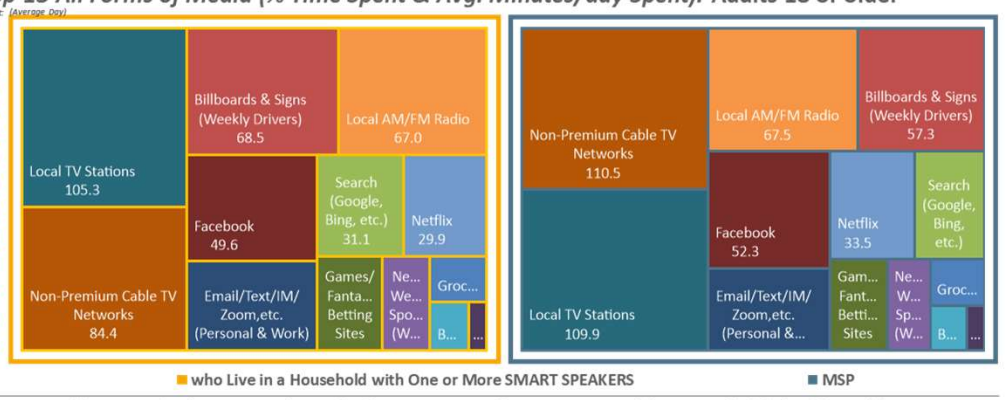


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

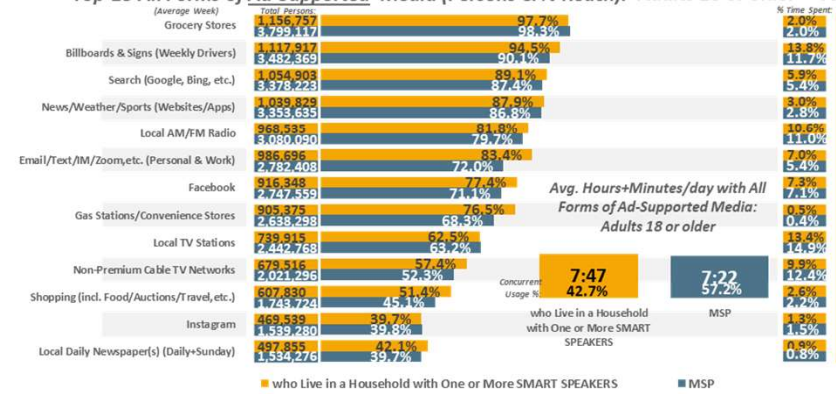
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



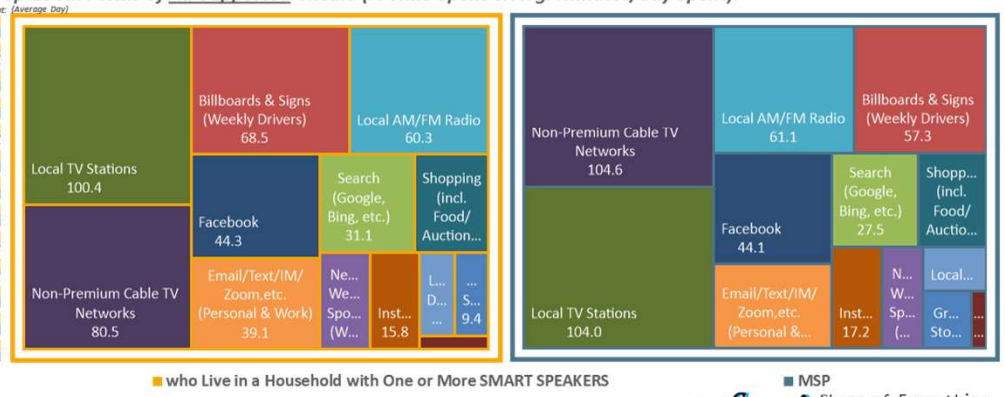
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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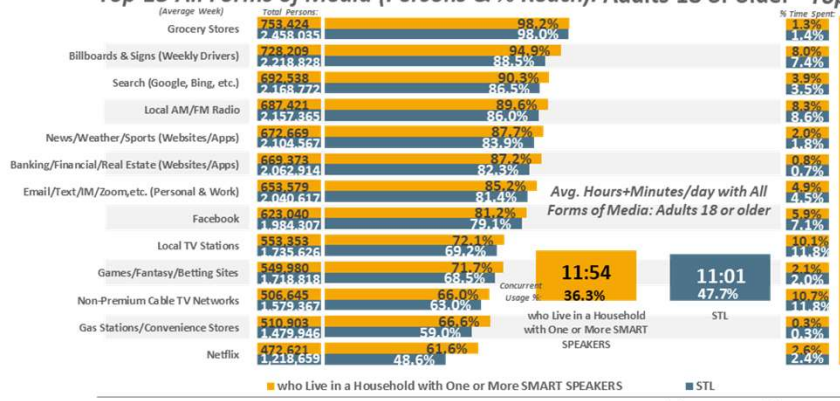
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

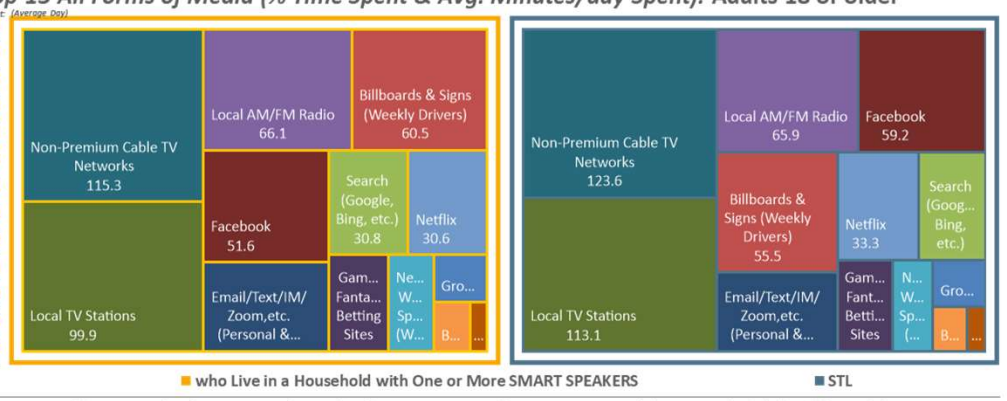


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 60.9 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

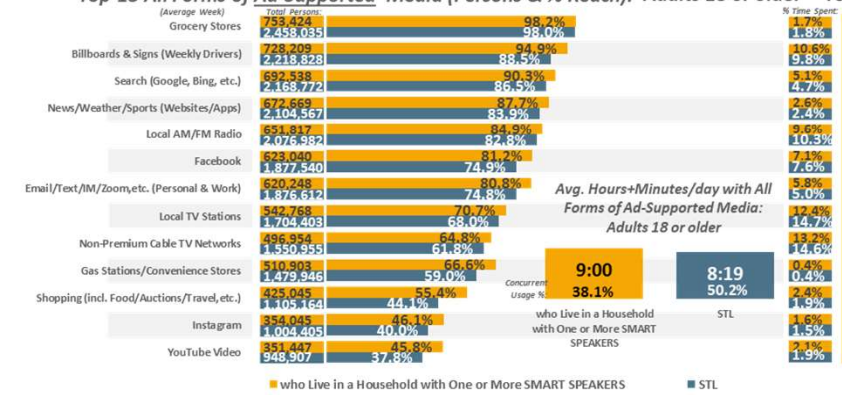
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



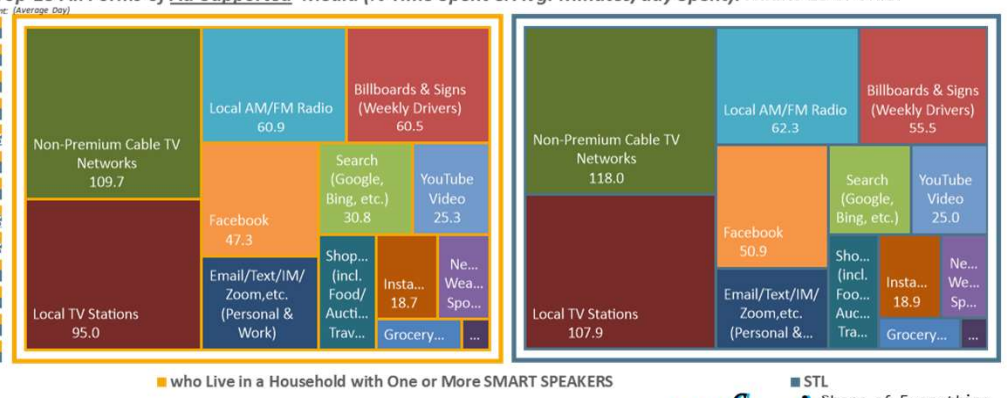
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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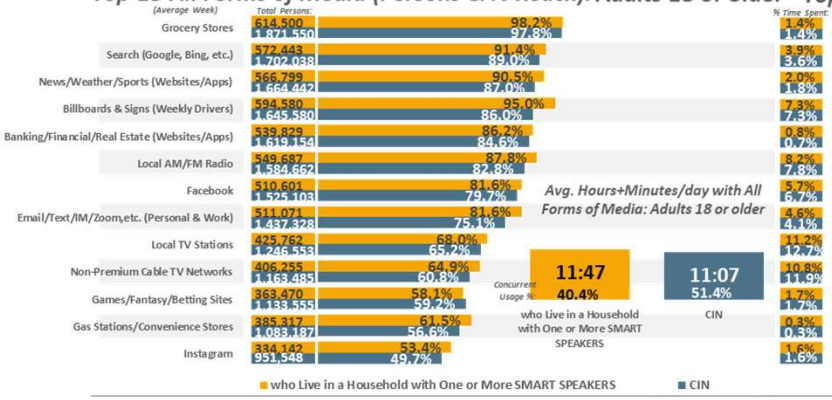
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

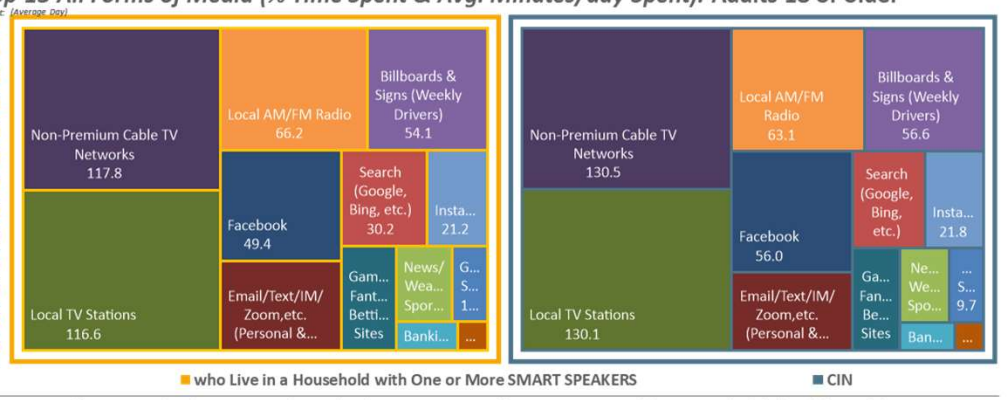


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 8 hours and 56 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

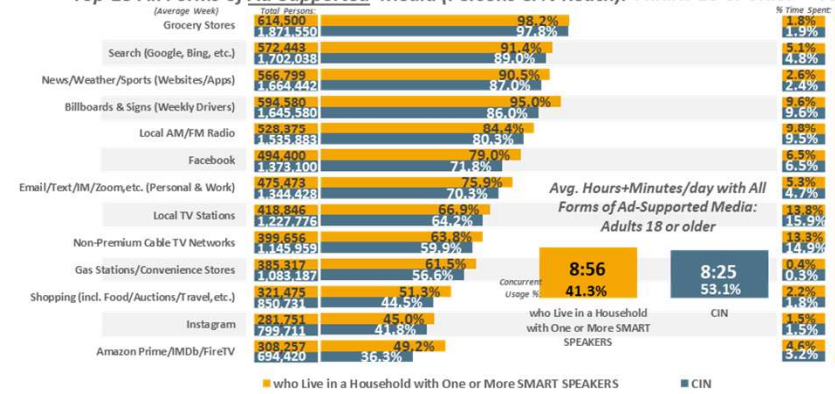
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



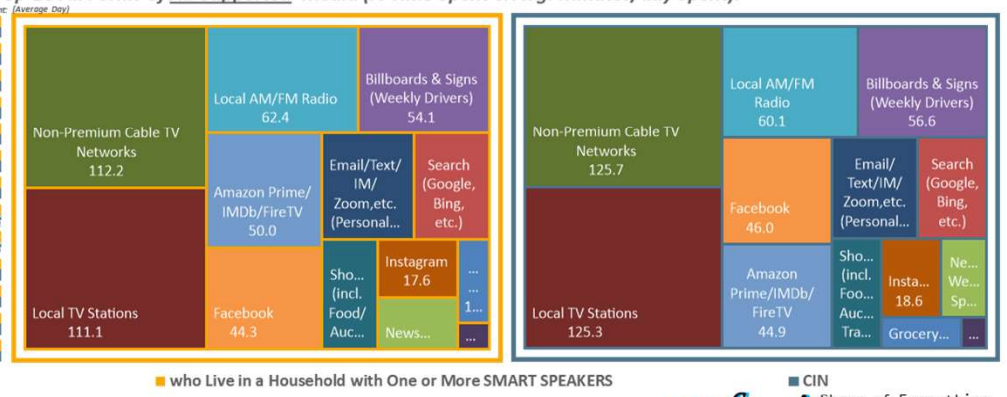
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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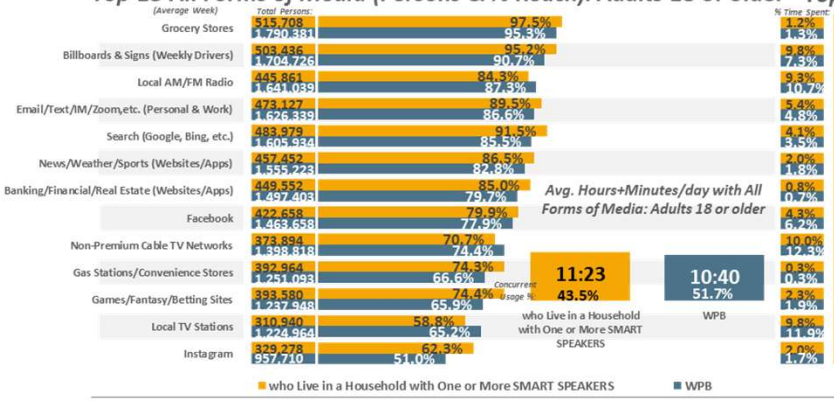
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

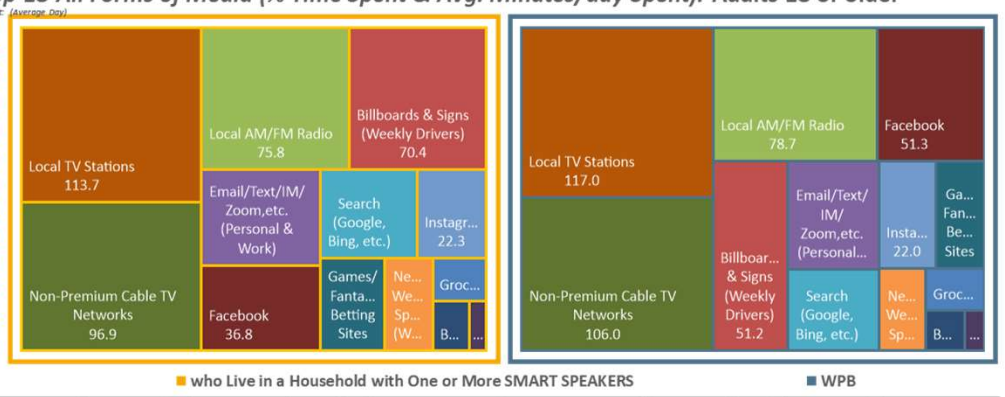


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

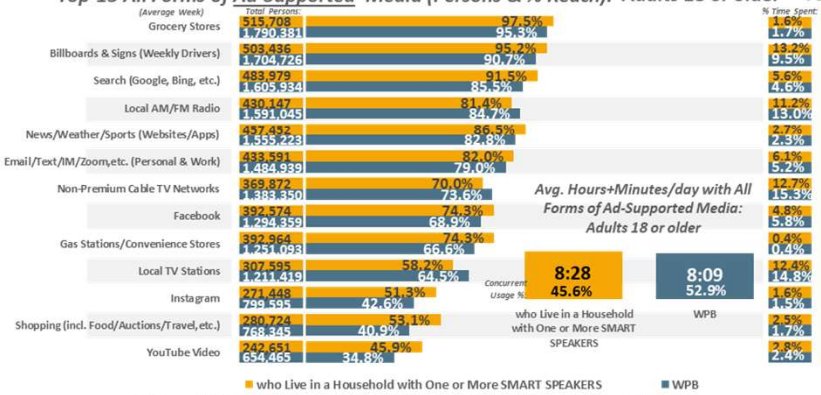
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



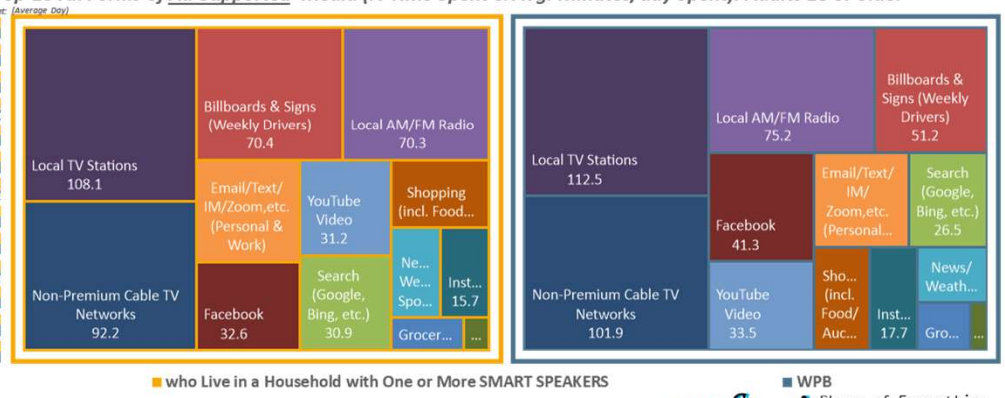
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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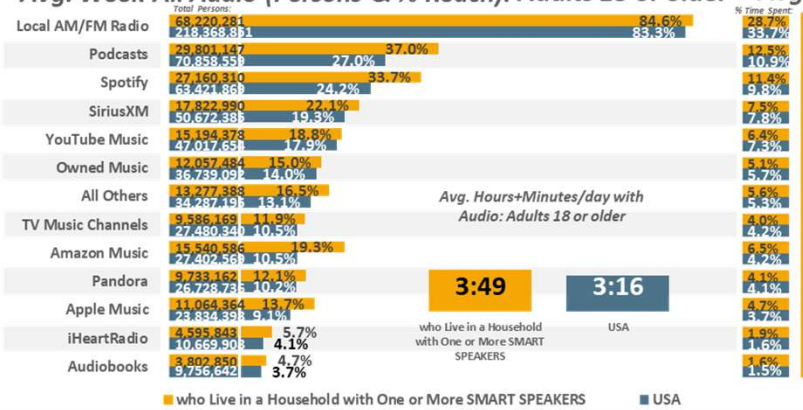
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

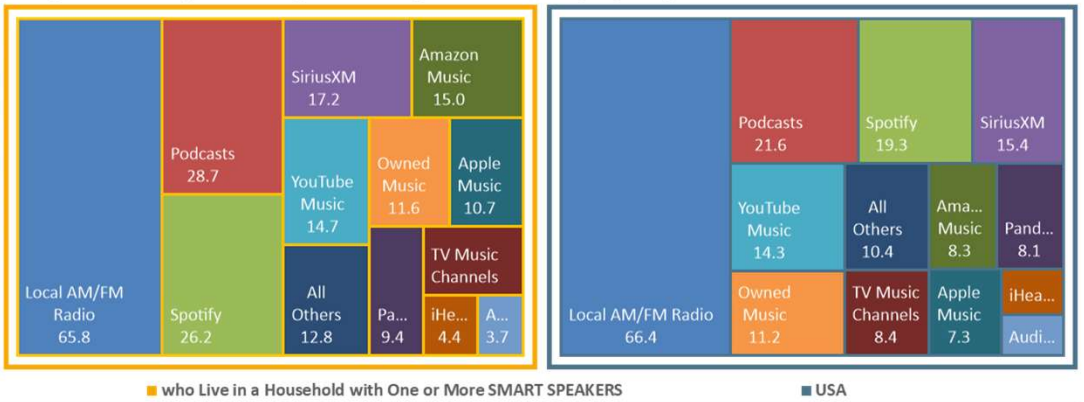


64,843,944 or 80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

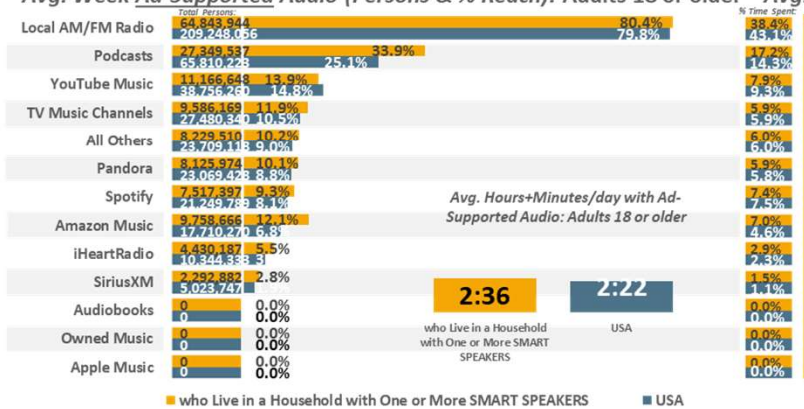
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



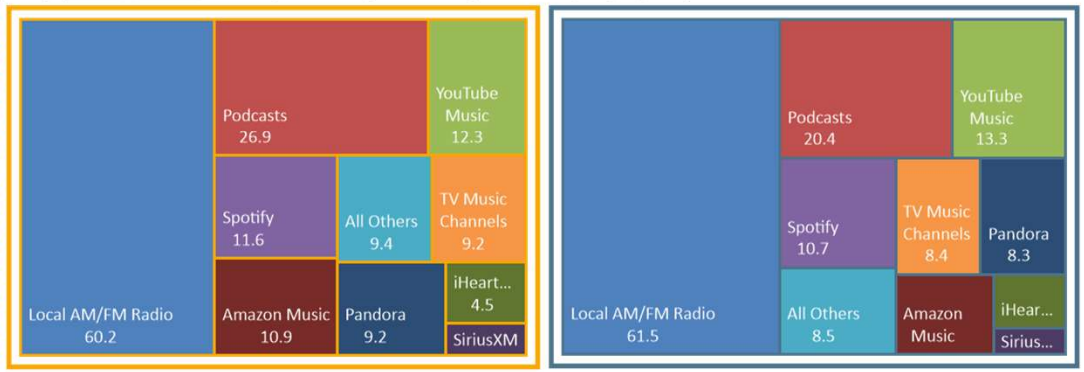
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

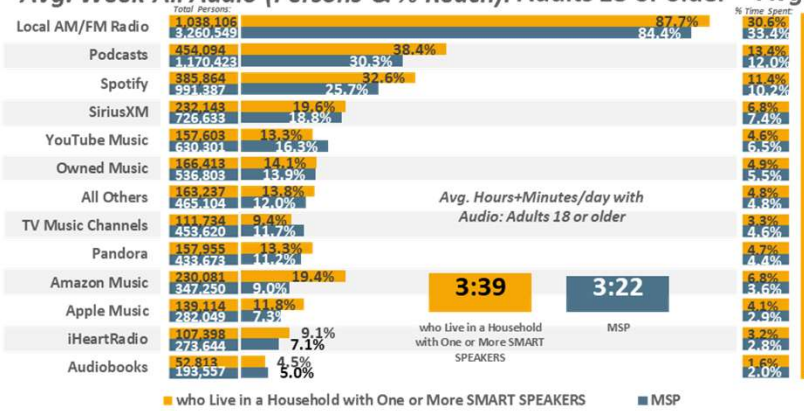
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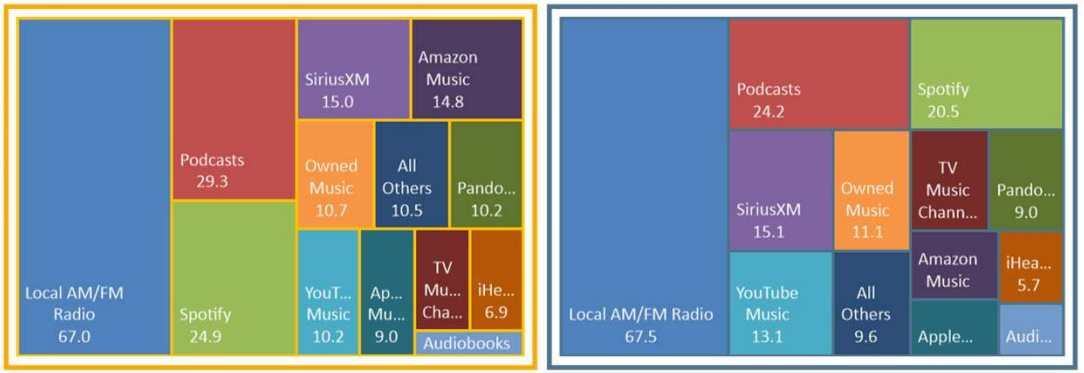


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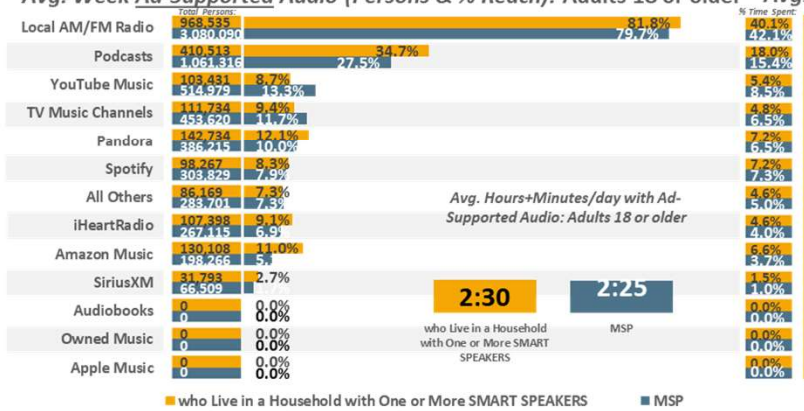
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



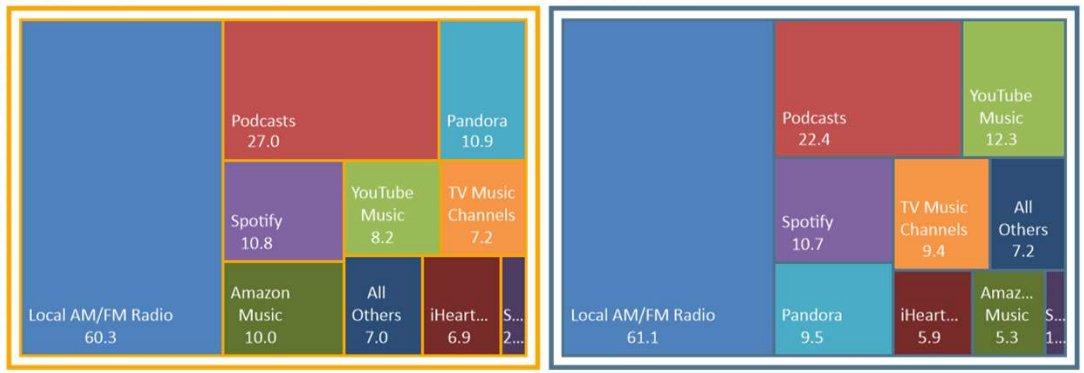
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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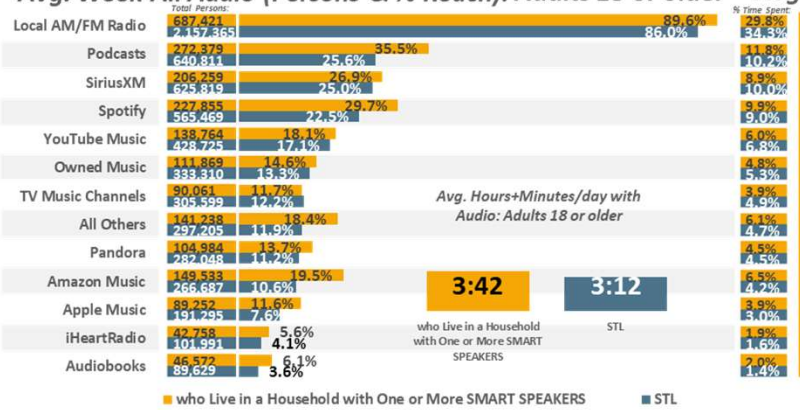
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

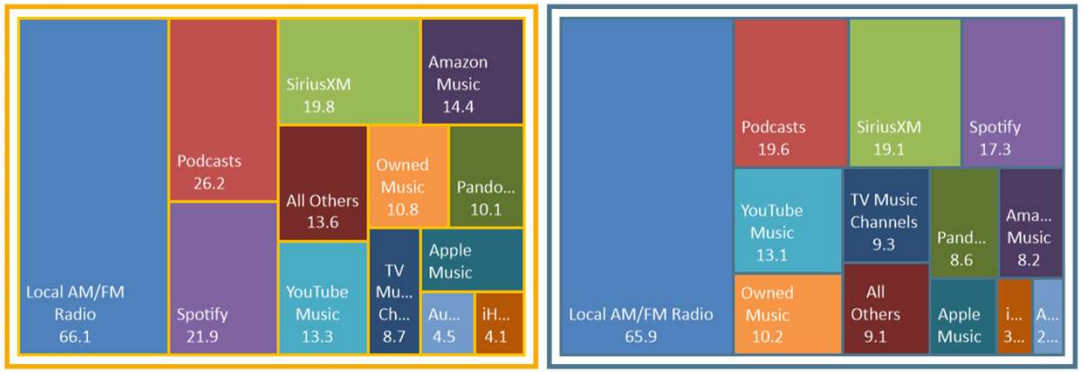


651,817 or 84.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

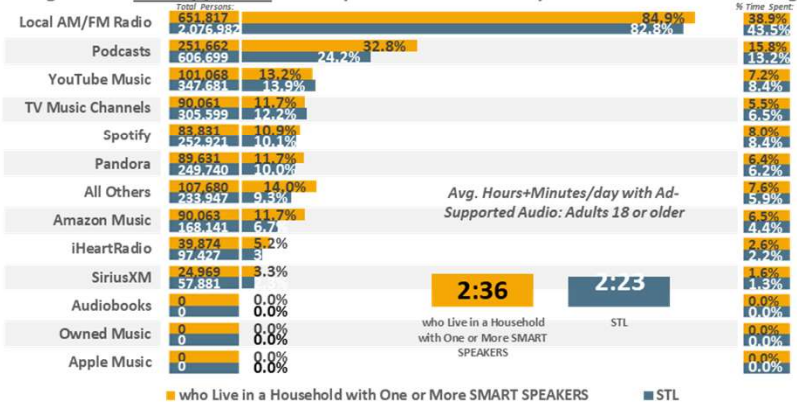
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



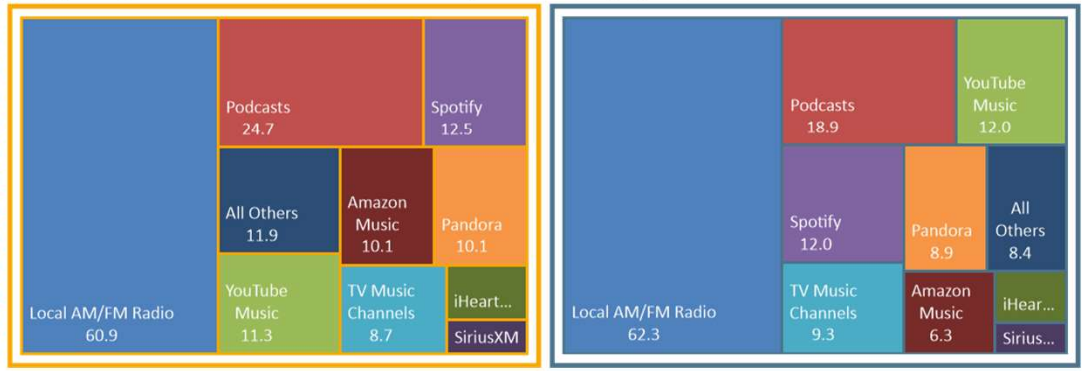
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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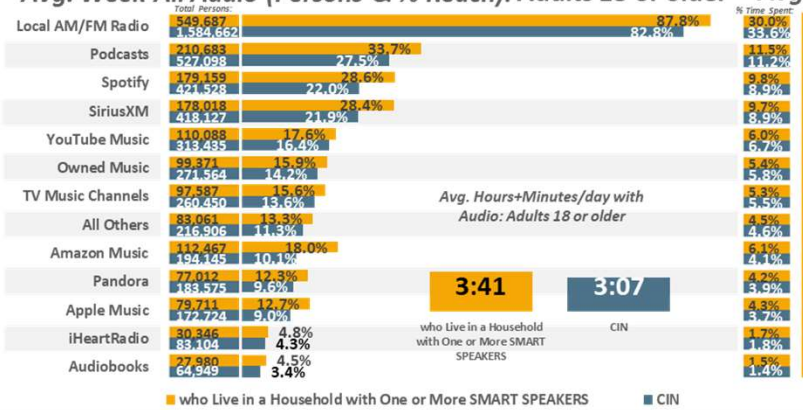
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

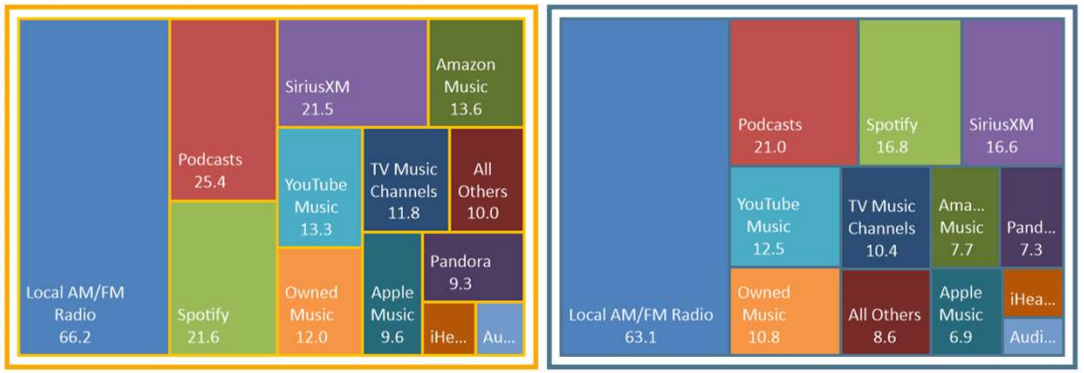


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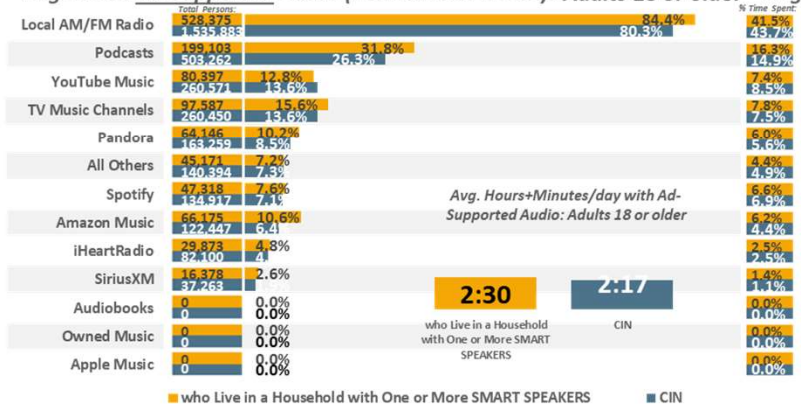
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



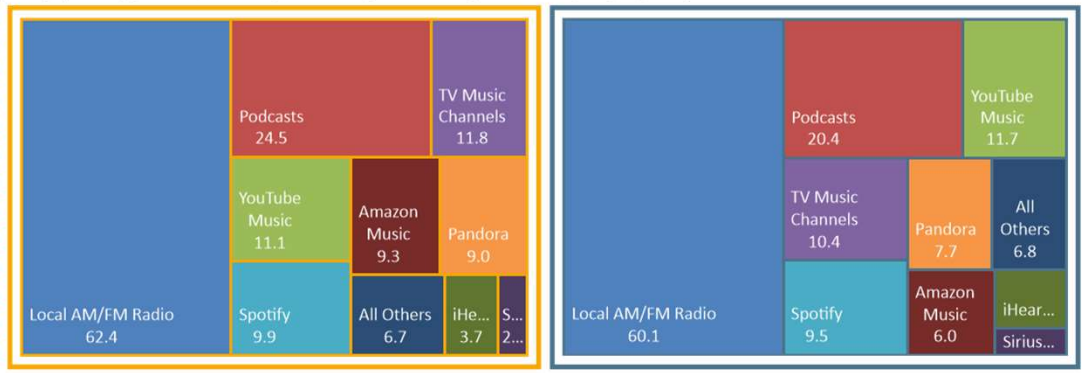
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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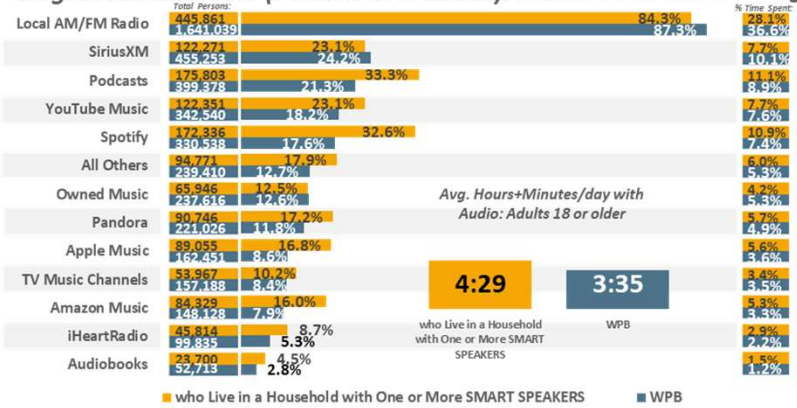
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

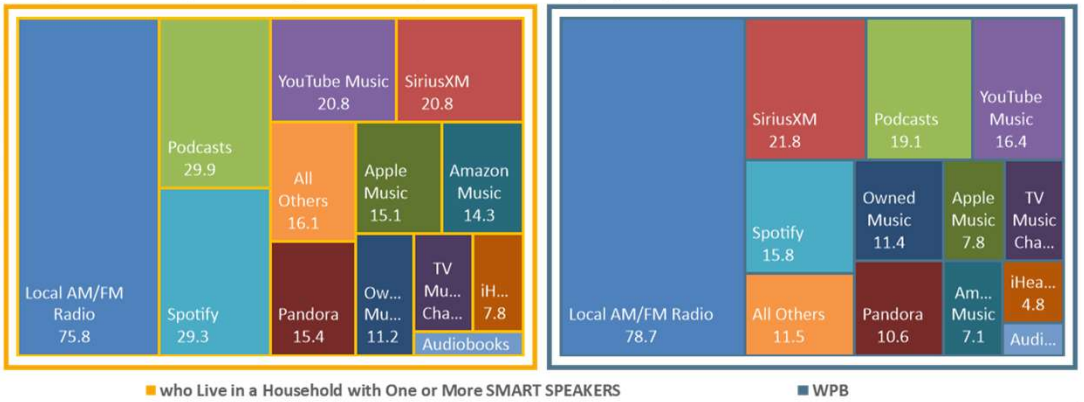


430,147 or 81.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

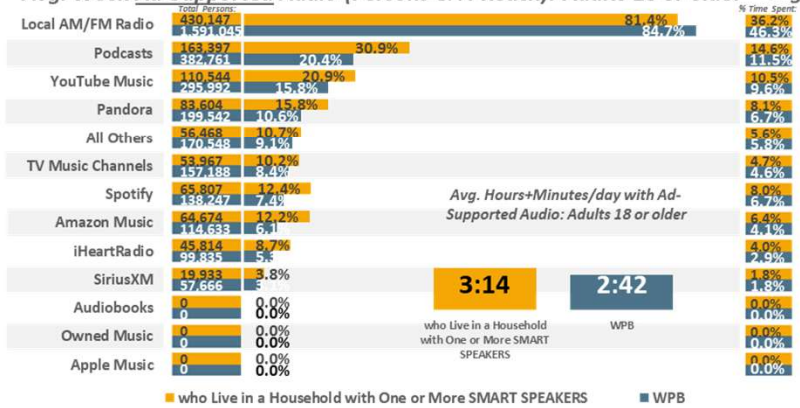
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



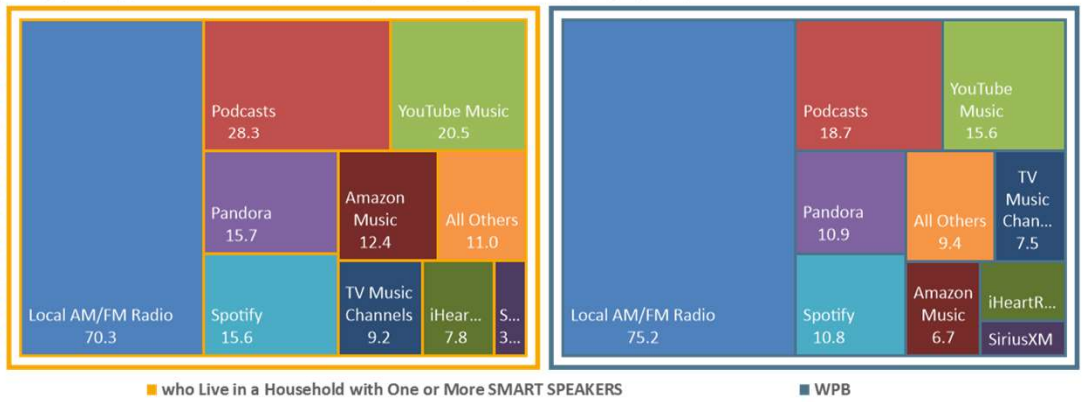
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

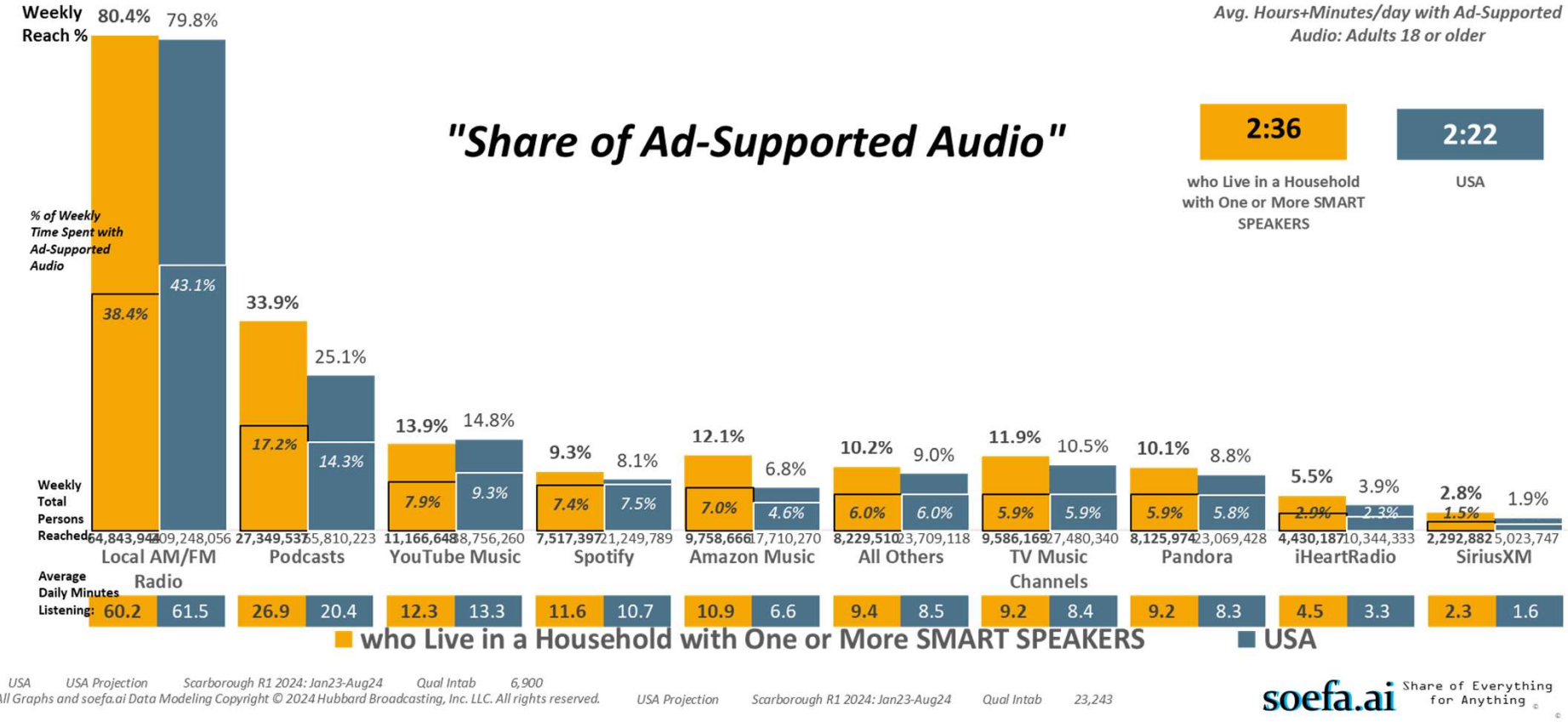
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



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USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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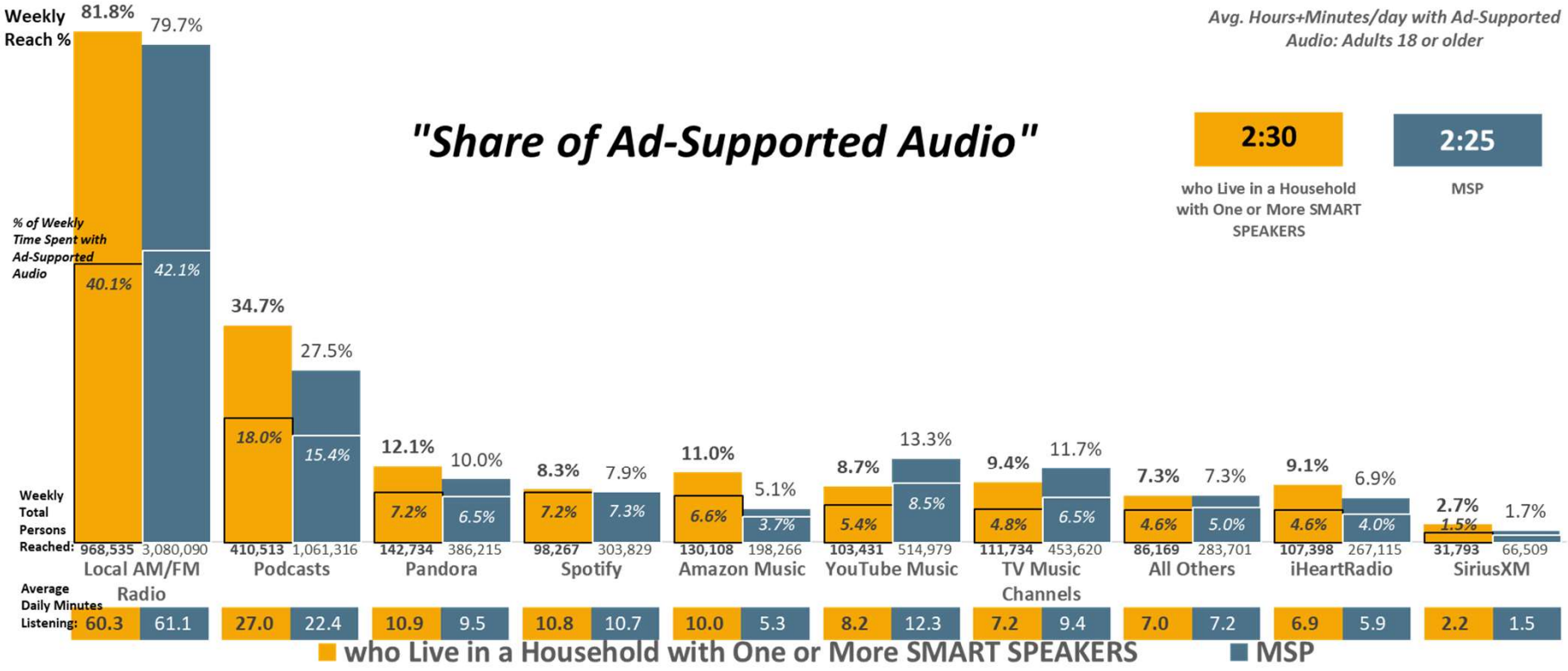
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

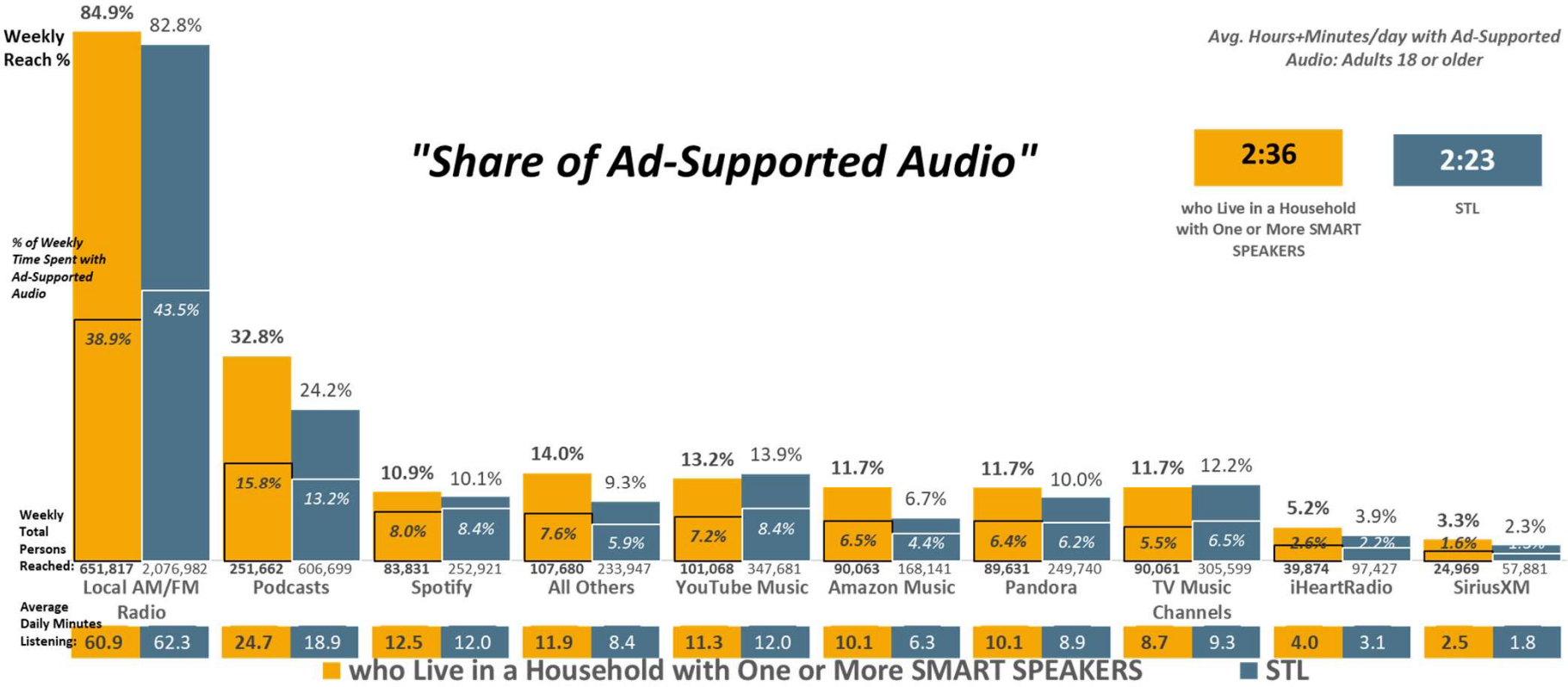
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



651,817 or 84.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

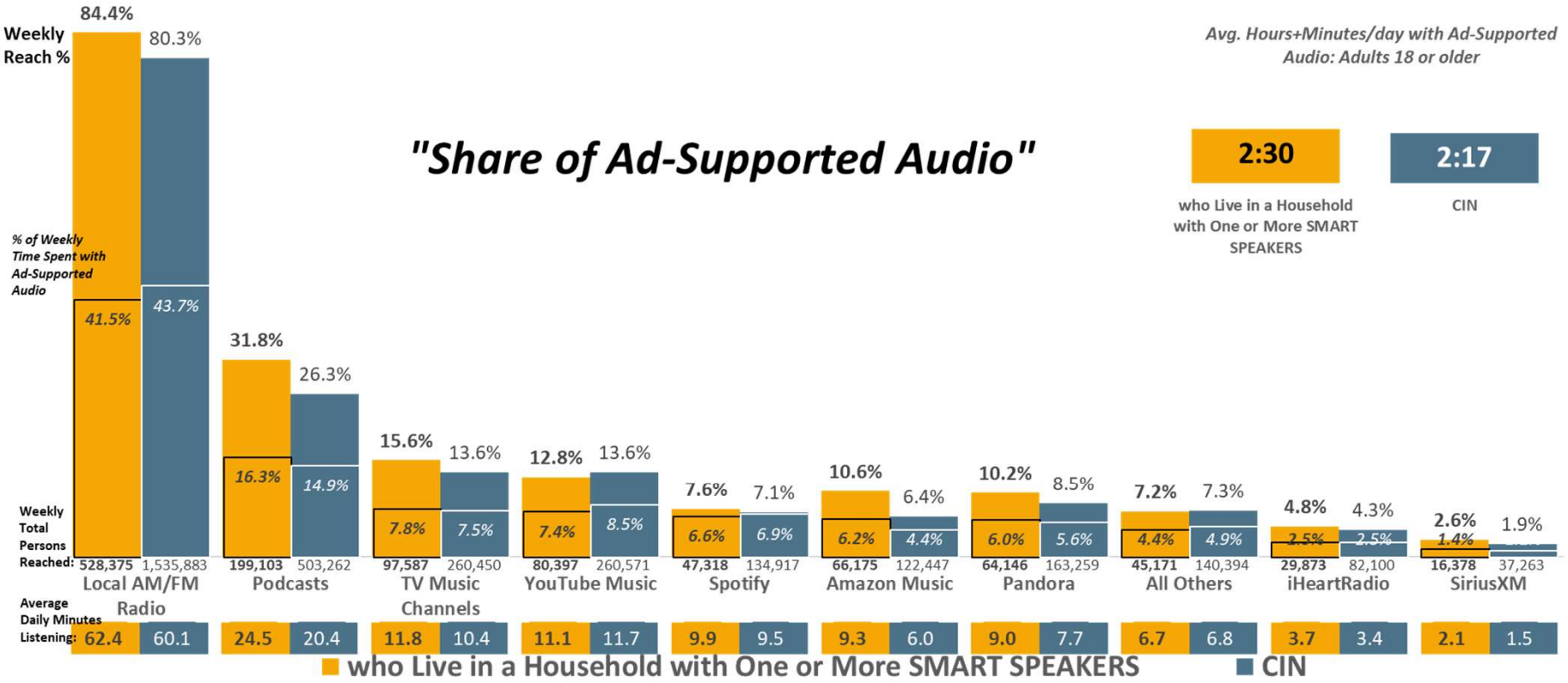
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	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Spotify	Amazon Music	Pandora	All Others	iHeartRadio	SiriusXM
Weekly Reach %	84.4%	31.8%	15.6%	12.8%	7.6%	10.6%	10.2%	7.2%	4.8%	2.6%
	80.3%	26.3%	13.6%	13.6%	7.1%	6.4%	8.5%	7.3%	4.3%	1.9%
% of Weekly Time Spent with Ad-Supported Audio	41.5%	16.3%	7.8%	7.4%	6.6%	6.2%	6.0%	4.4%	2.5%	1.4%
	43.7%	14.9%	7.5%	8.5%	6.9%	4.4%	5.6%	4.9%	2.5%	1.4%
Weekly Total Persons Reached:	528,375	199,103	97,587	80,397	47,318	66,175	64,146	45,171	29,873	16,378
	1,535,883	503,262	260,450	260,571	134,917	122,447	163,259	140,394	82,100	37,263
Average Daily Minutes Listening:	62.4	24.5	11.8	11.1	9.9	9.3	9.0	6.7	3.7	2.1
	60.1	20.4	10.4	11.7	9.5	6.0	7.7	6.8	3.4	1.5

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

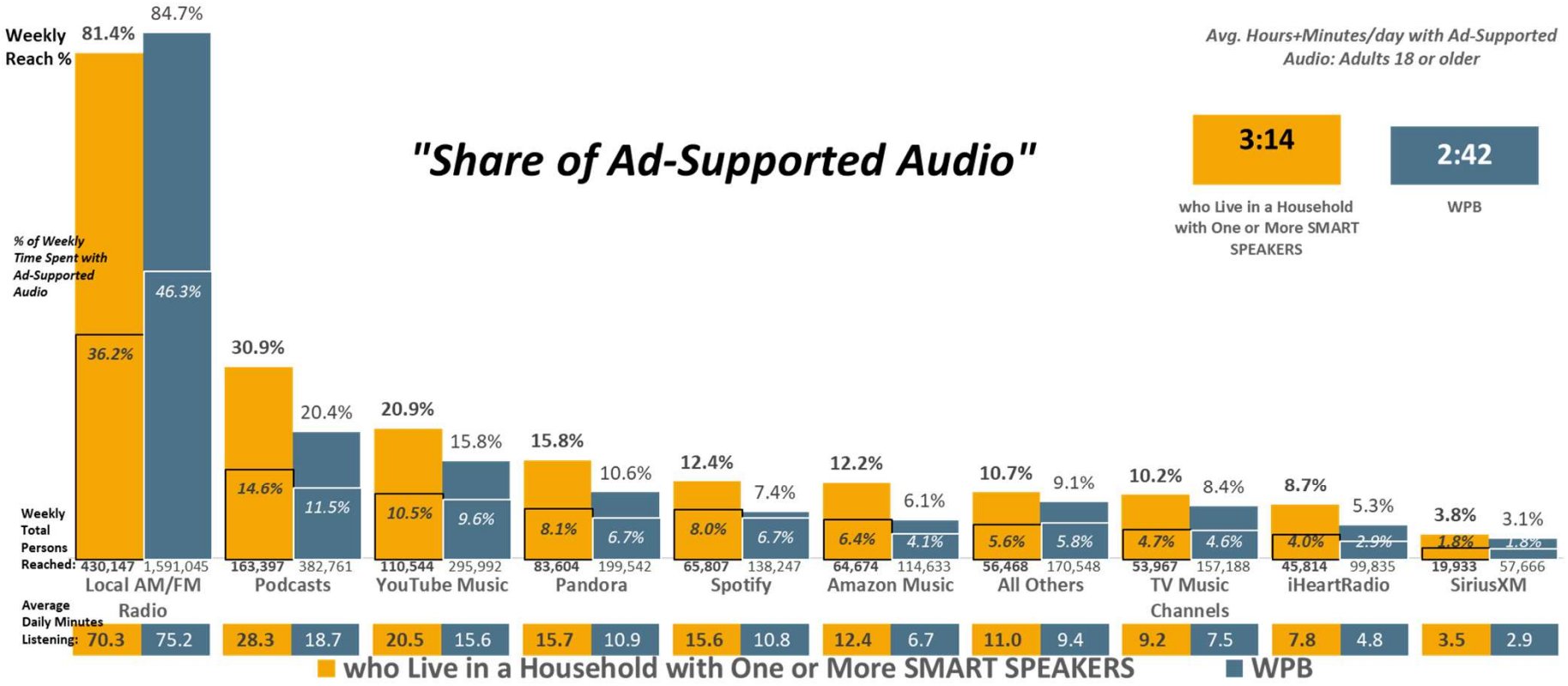
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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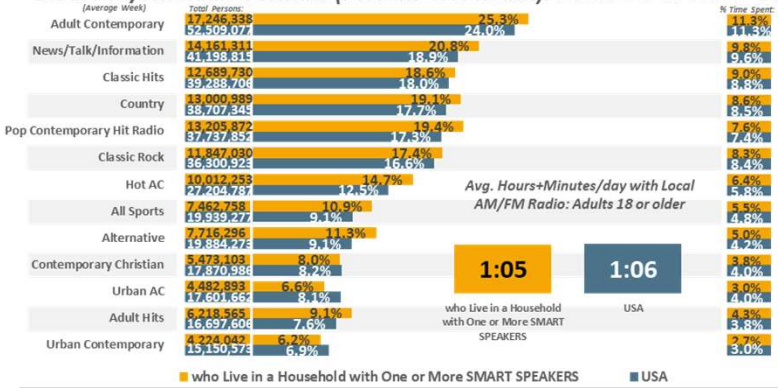
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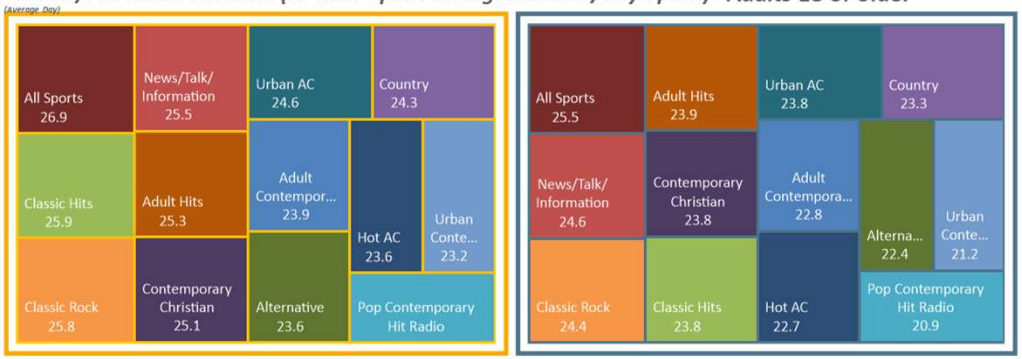


64,843,944 or 80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

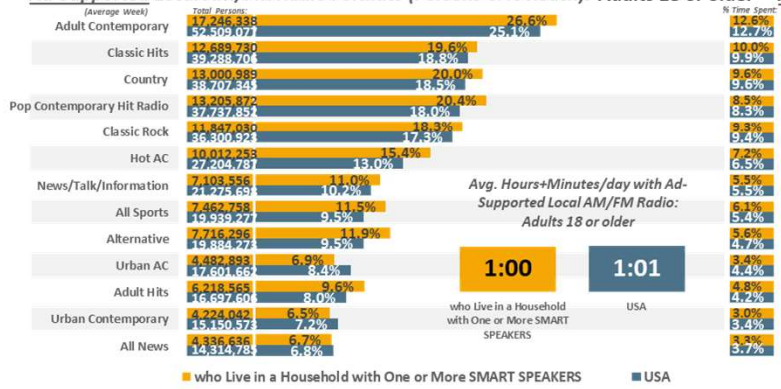
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



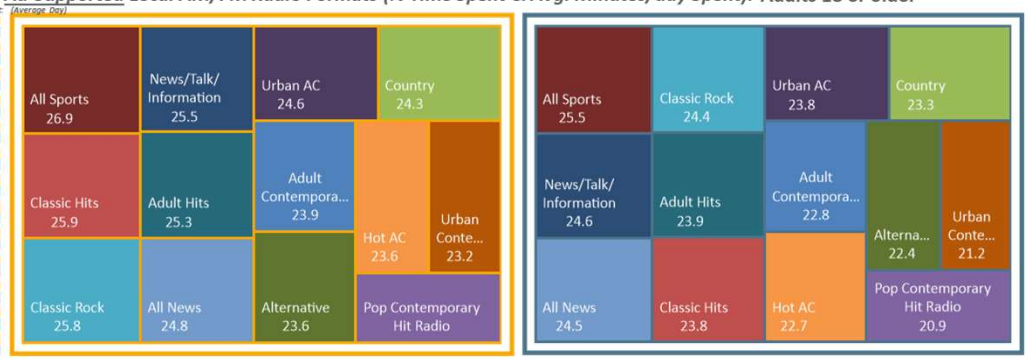
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

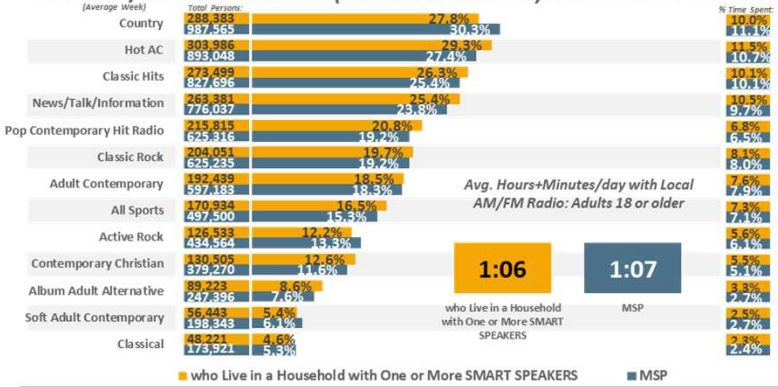
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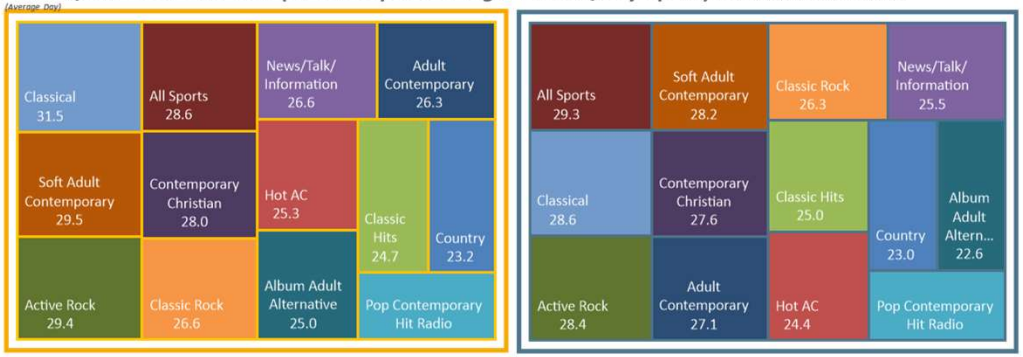


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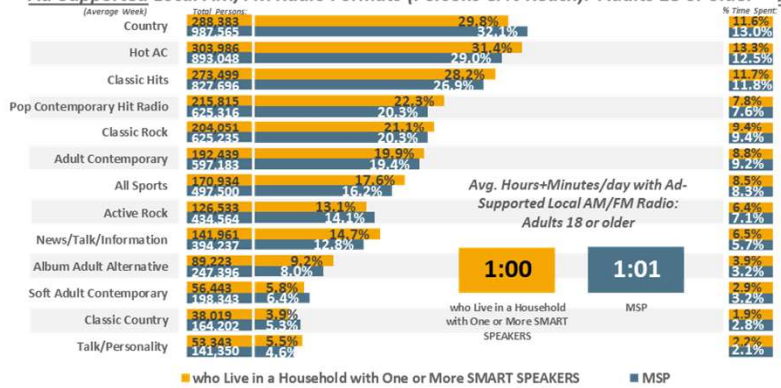
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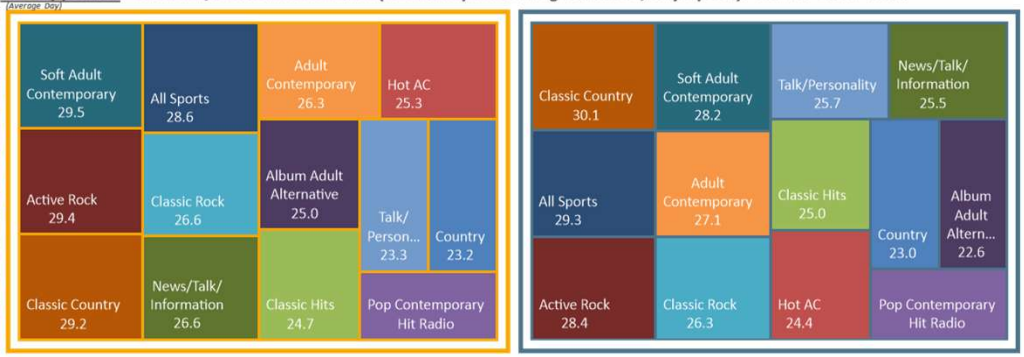
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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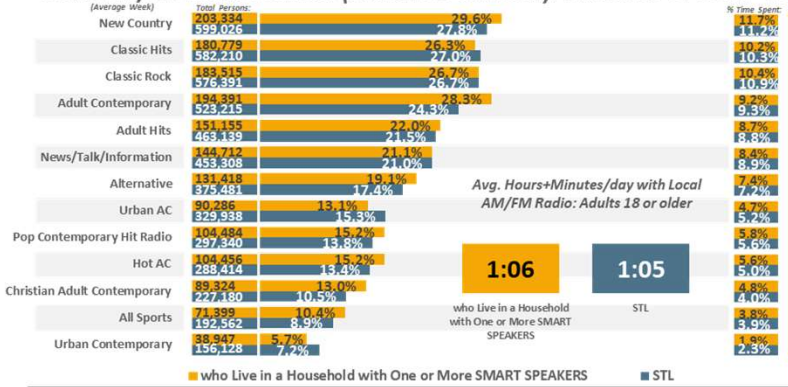
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

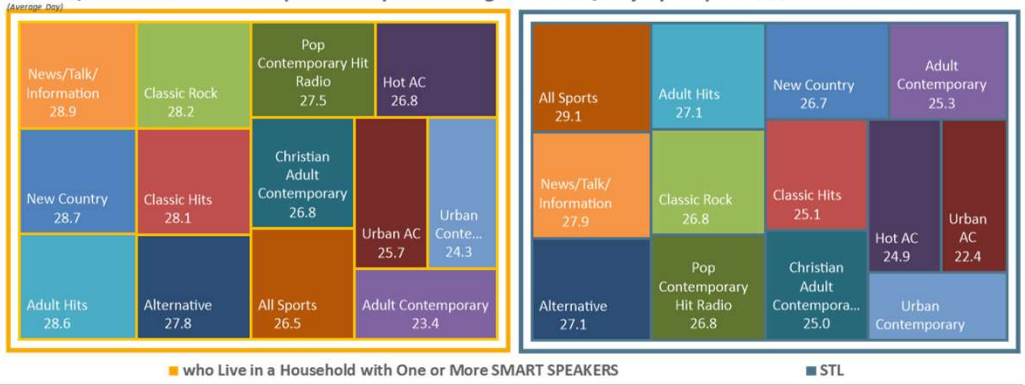


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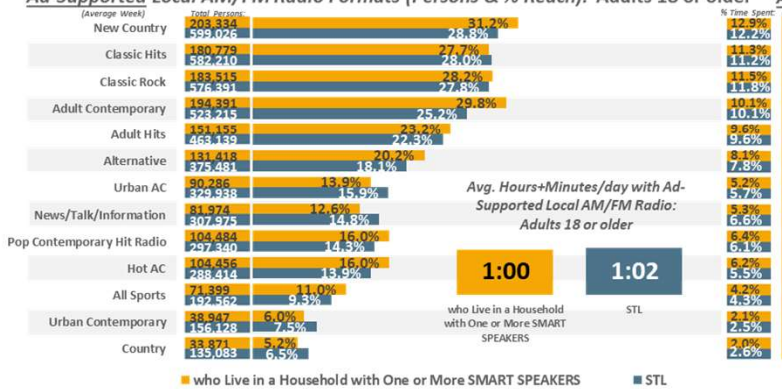
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



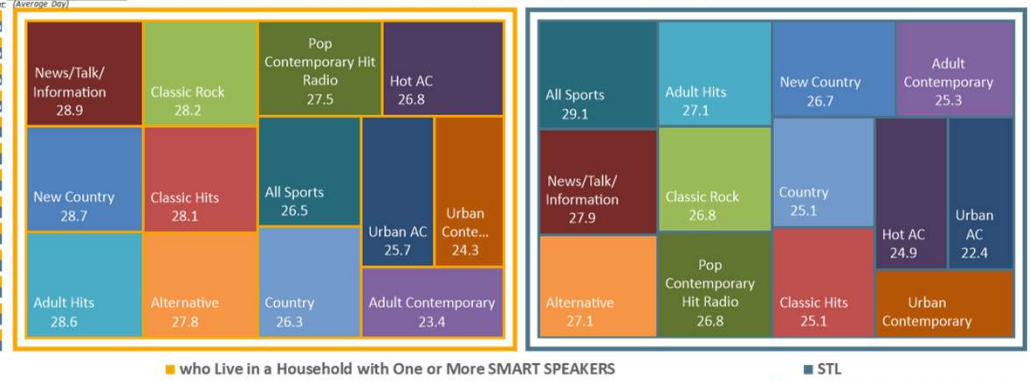
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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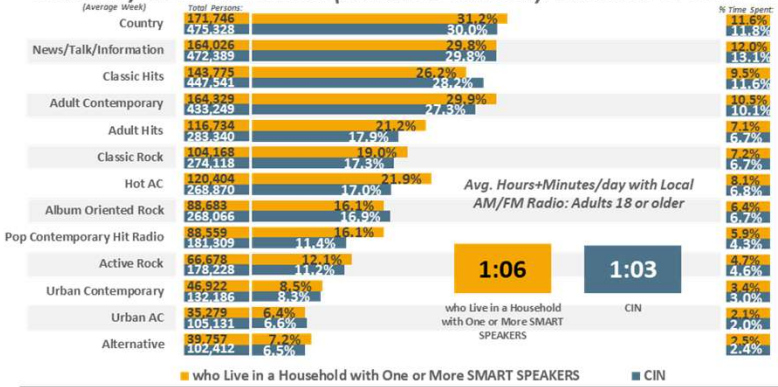
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

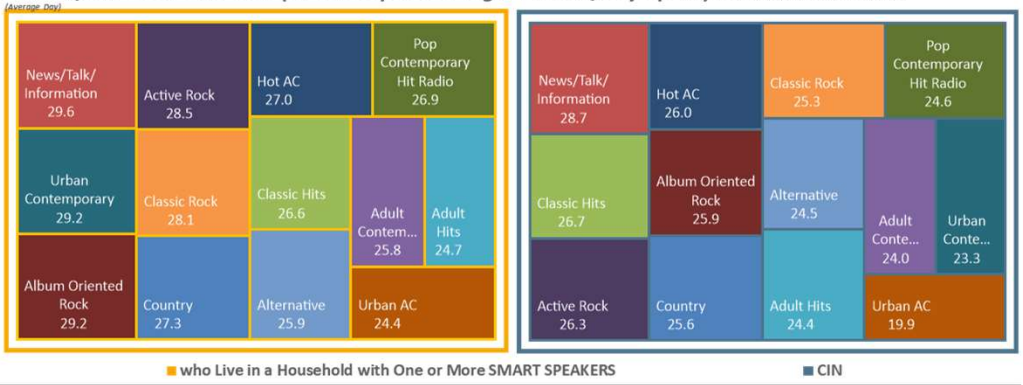


528,375 or 84.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Hot AC.

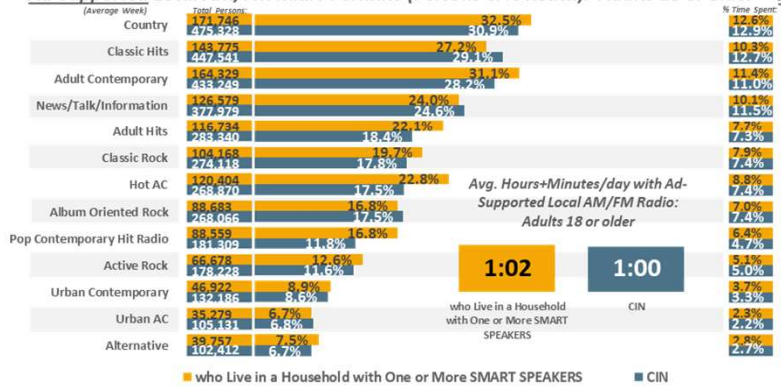
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



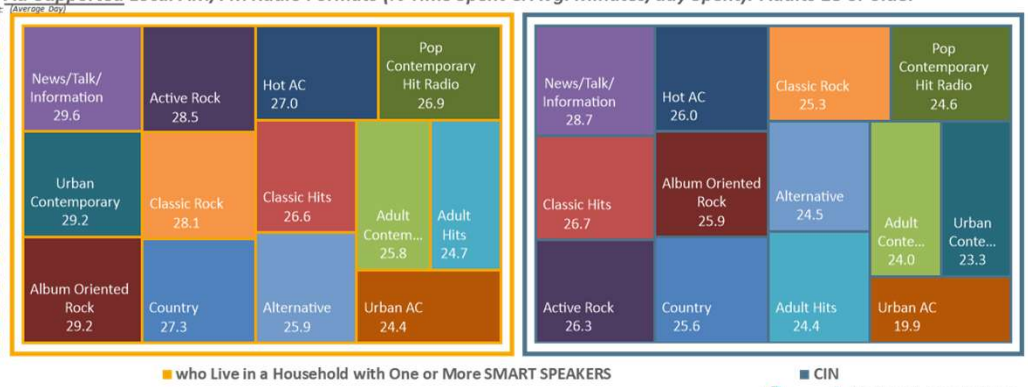
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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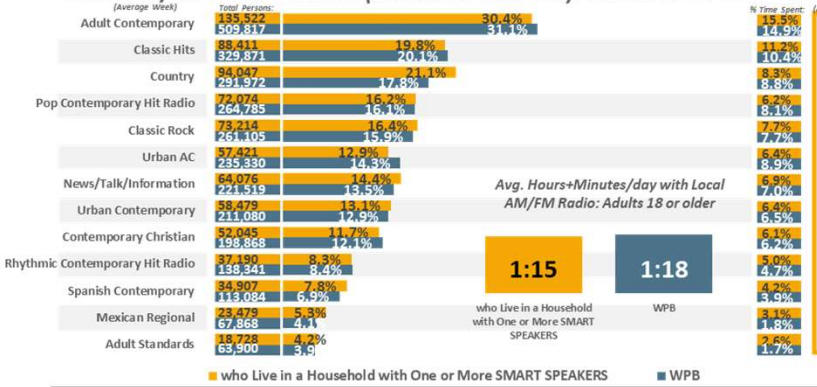
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

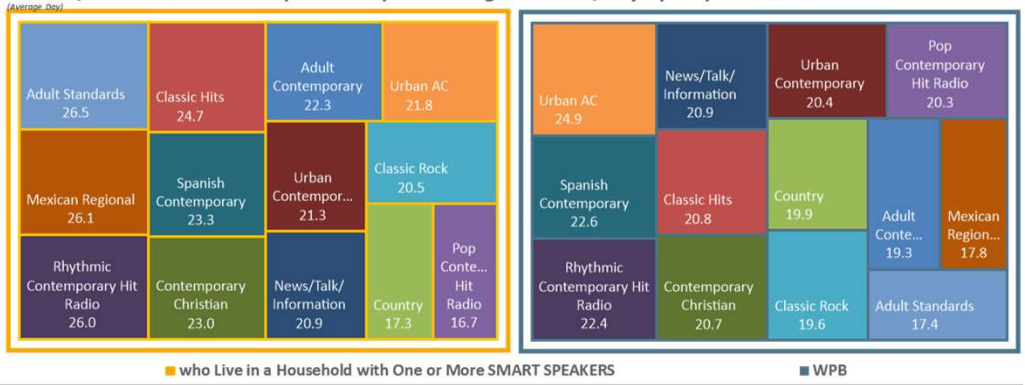


430,147 or 81.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

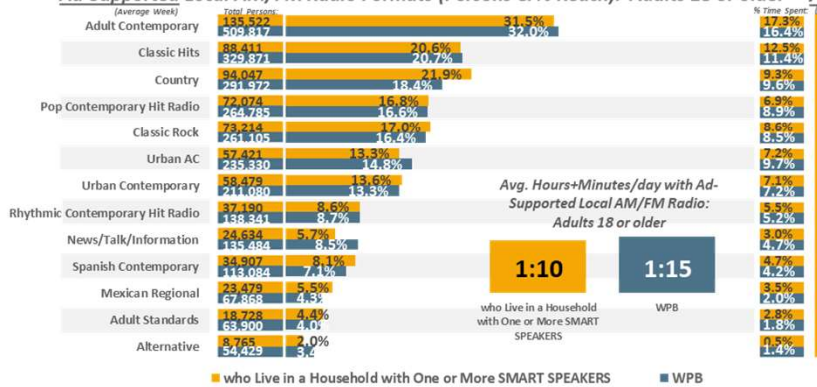
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



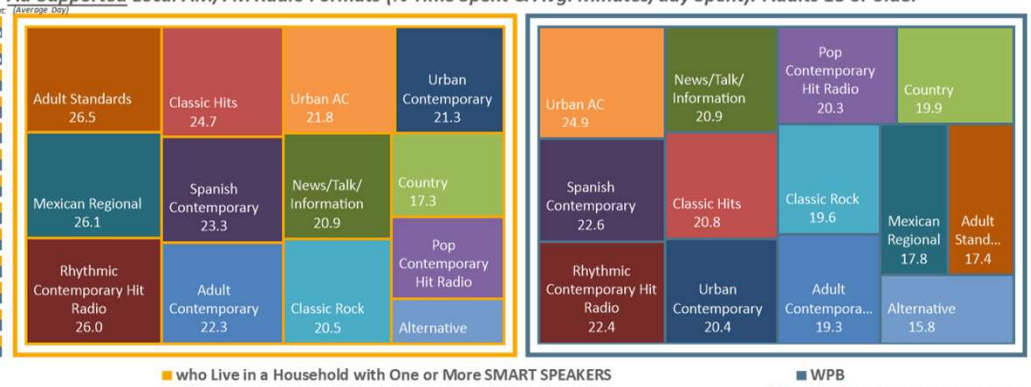
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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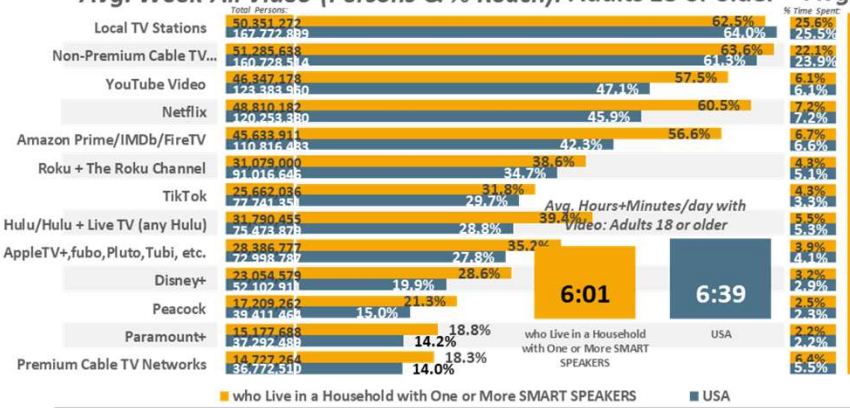
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

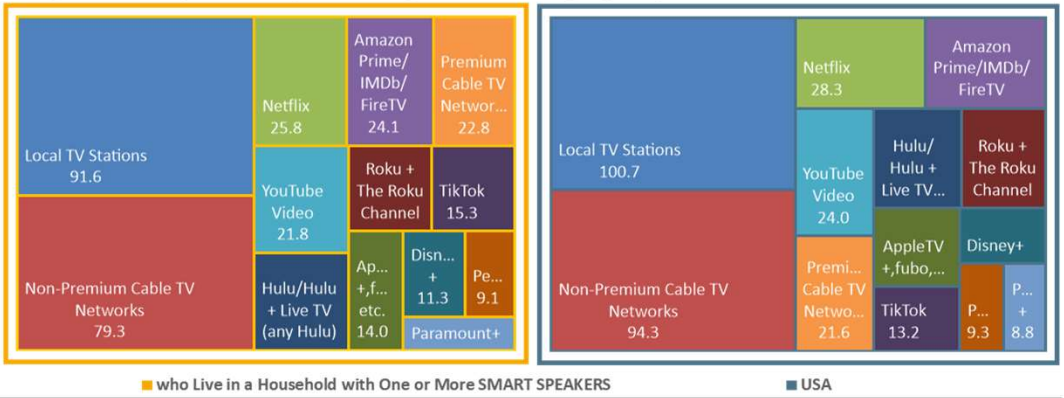


49,717,239 or 61.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

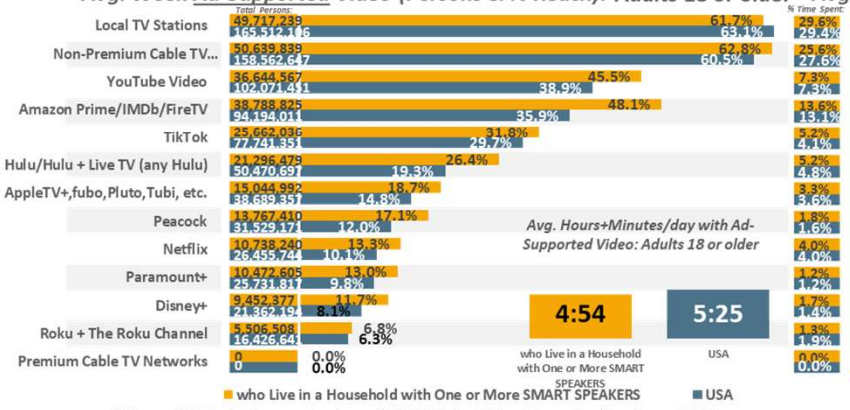
Avg. Week All Video (Persons & % Reach): Adults 18 or older



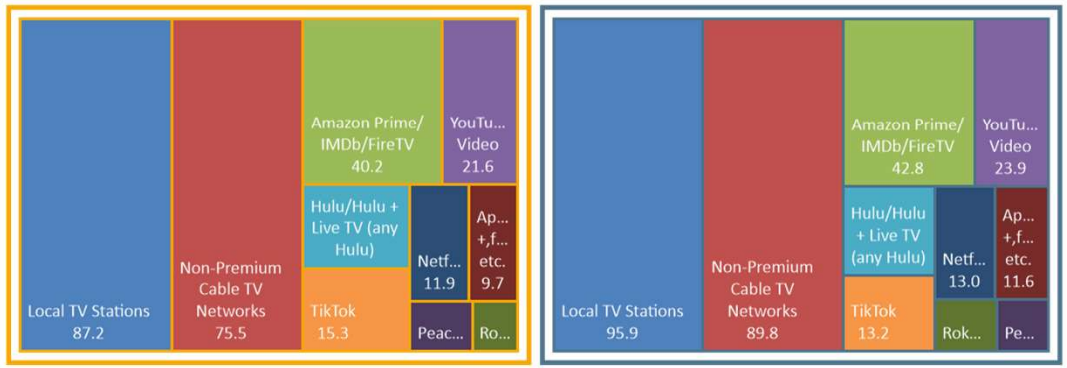
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

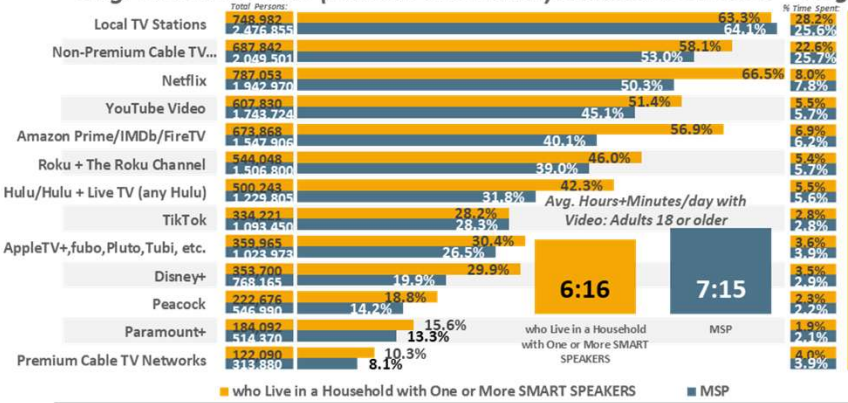
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

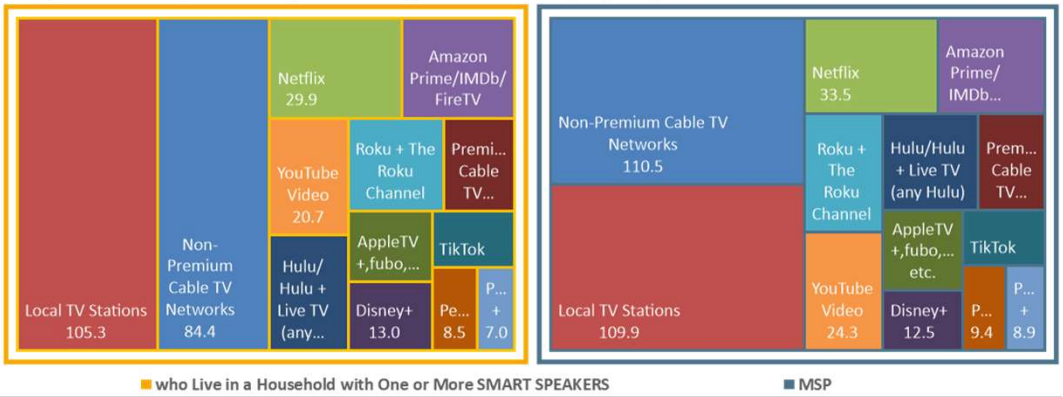


739,915 or 62.5% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

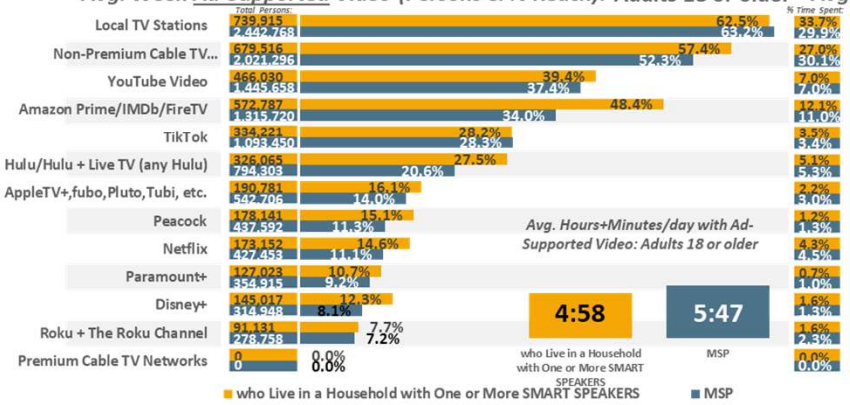
Avg. Week All Video (Persons & % Reach): Adults 18 or older



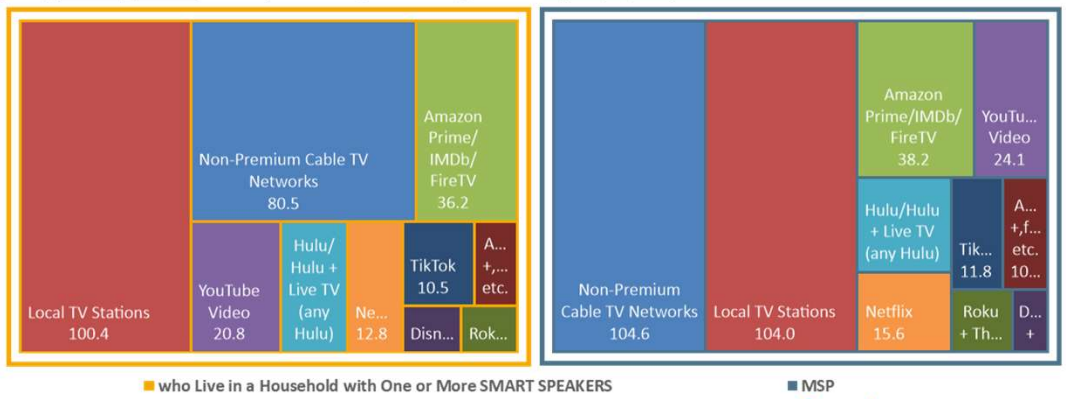
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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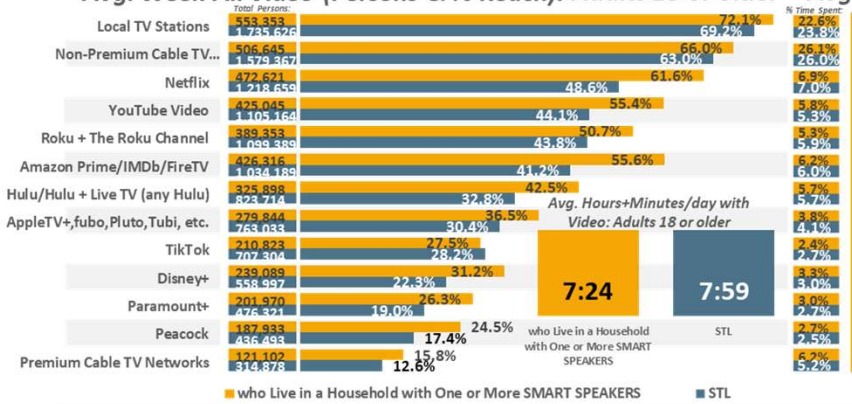
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

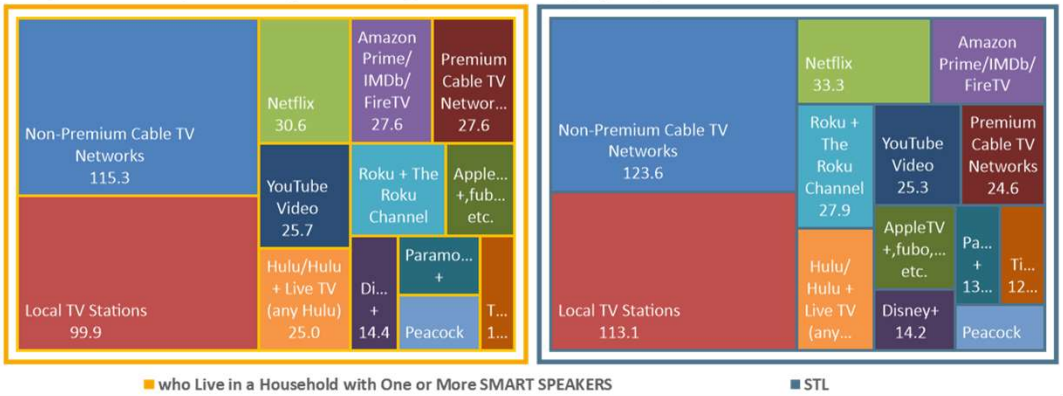


542,768 or 70.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

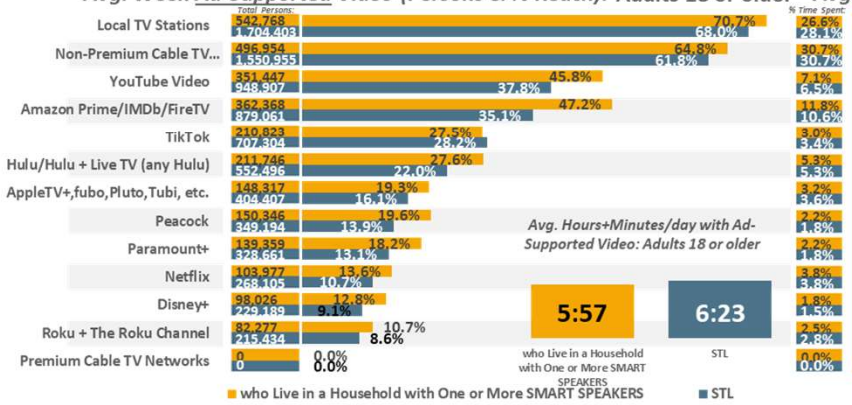
Avg. Week All Video (Persons & % Reach): Adults 18 or older



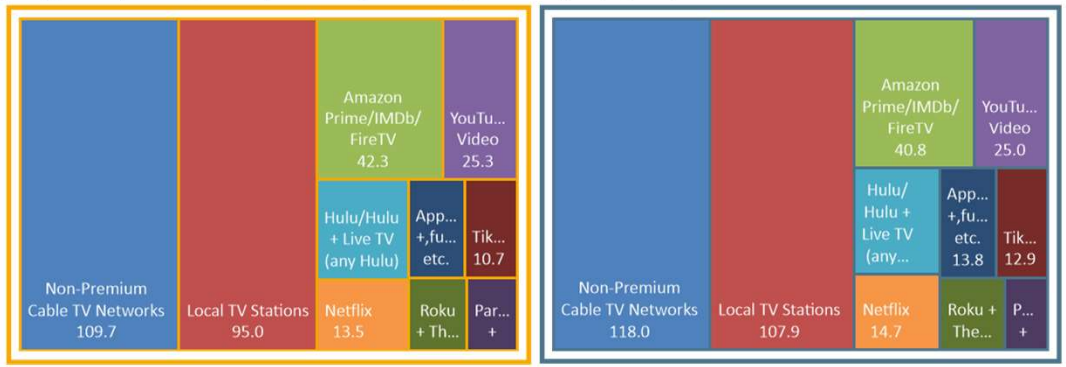
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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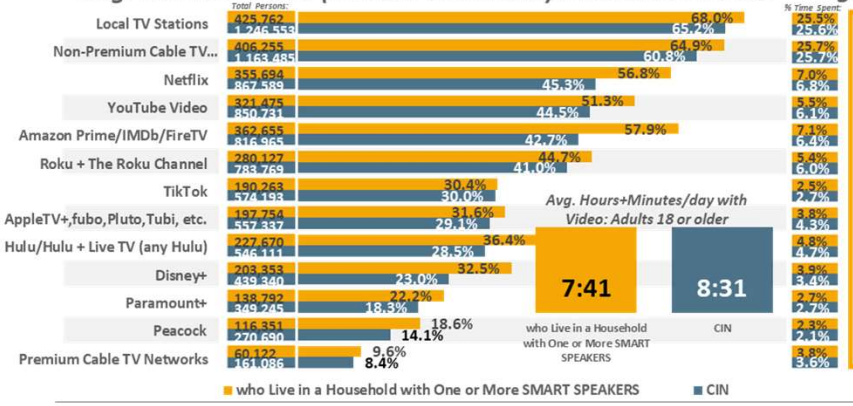
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

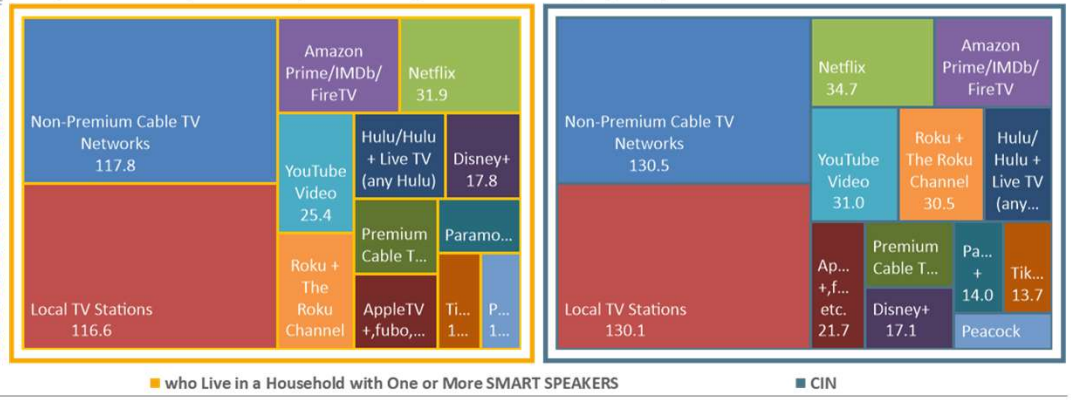


418,846 or 66.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

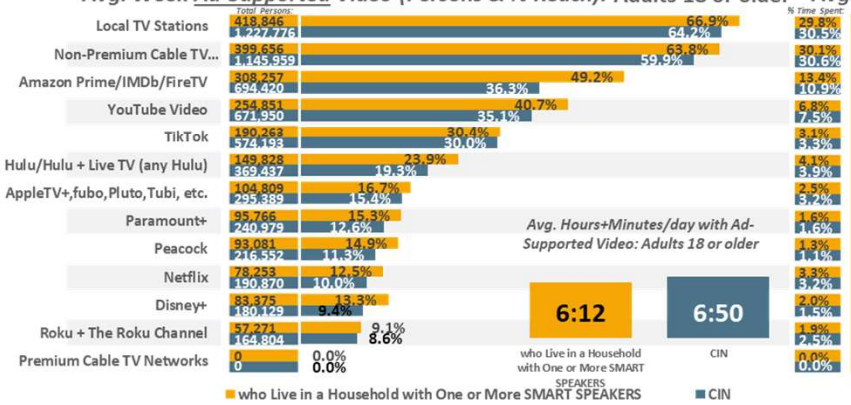
Avg. Week All Video (Persons & % Reach): Adults 18 or older



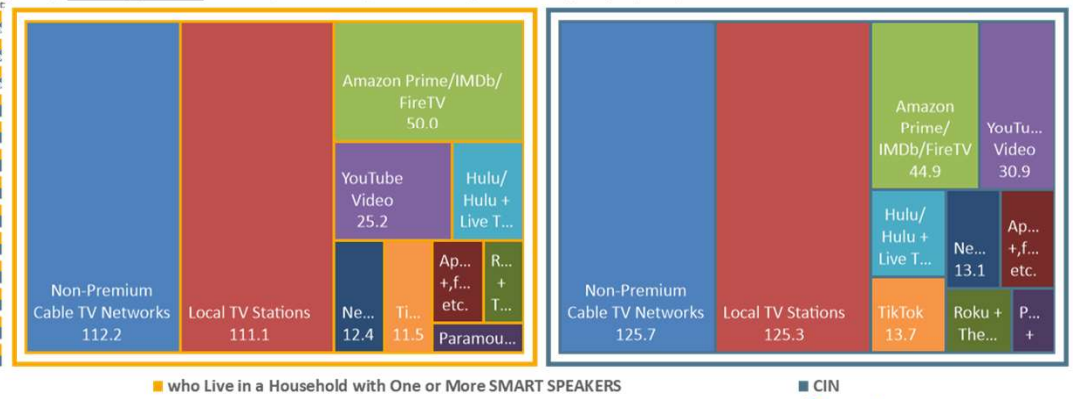
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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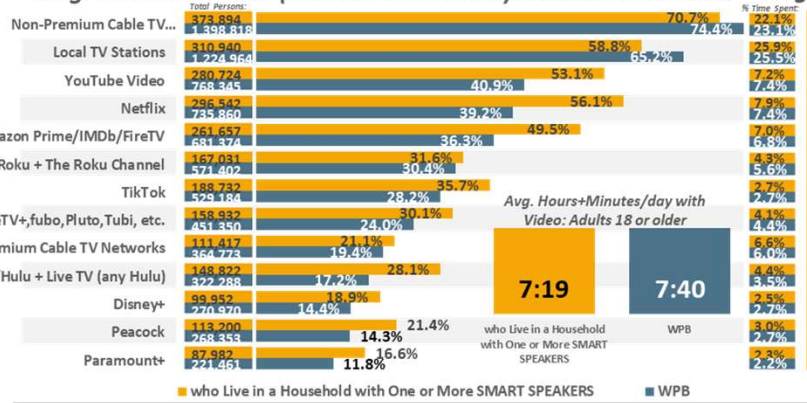
soefa.ai Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

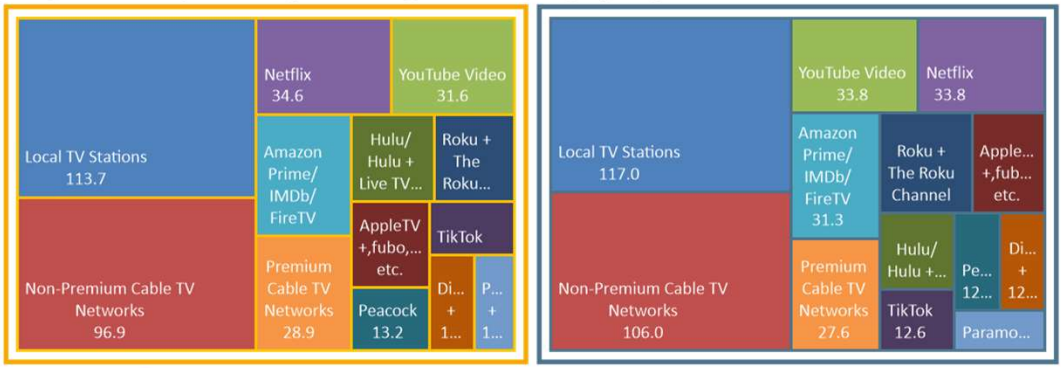


307,595 or 58.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

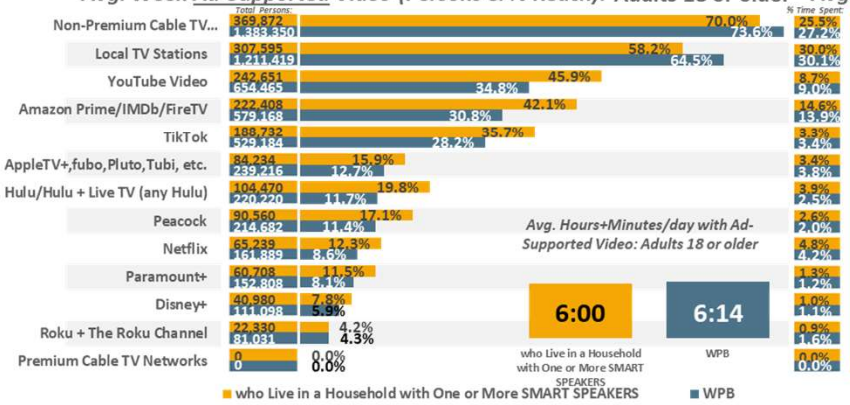
Avg. Week All Video (Persons & % Reach): Adults 18 or older



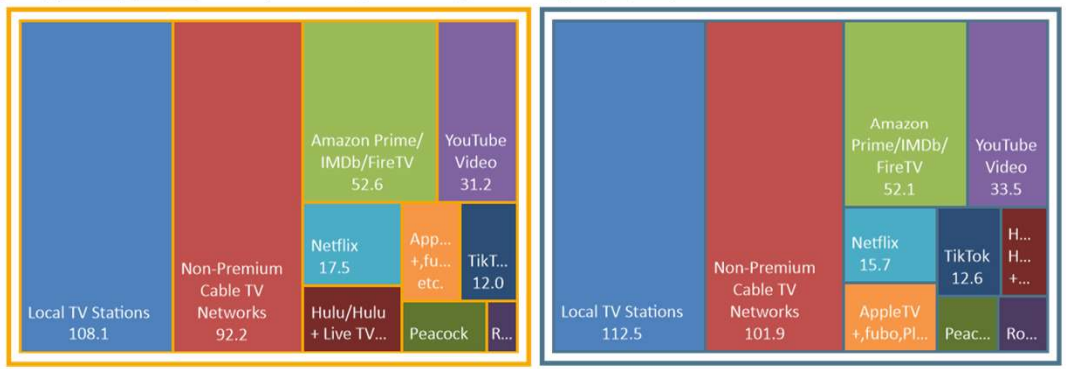
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

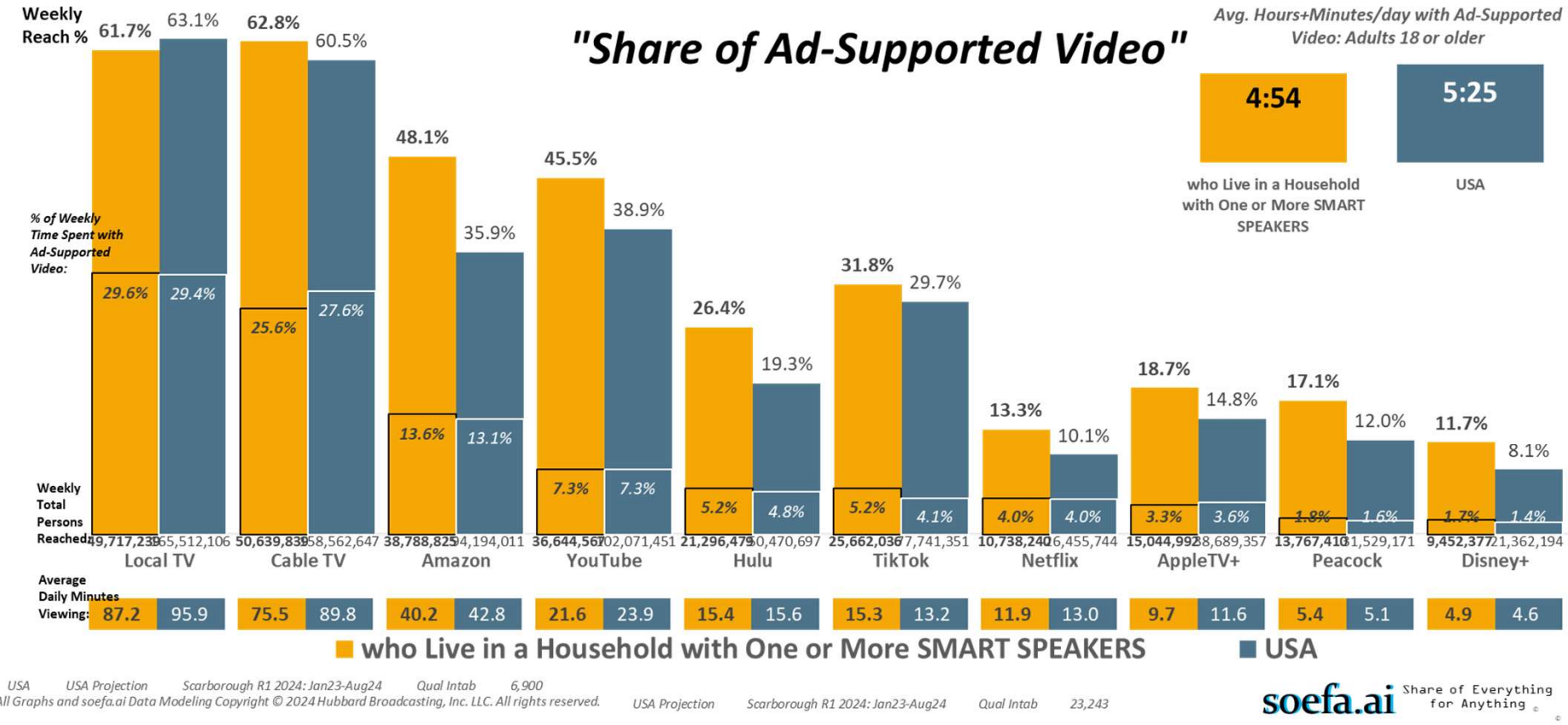
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



49,717,239 or 61.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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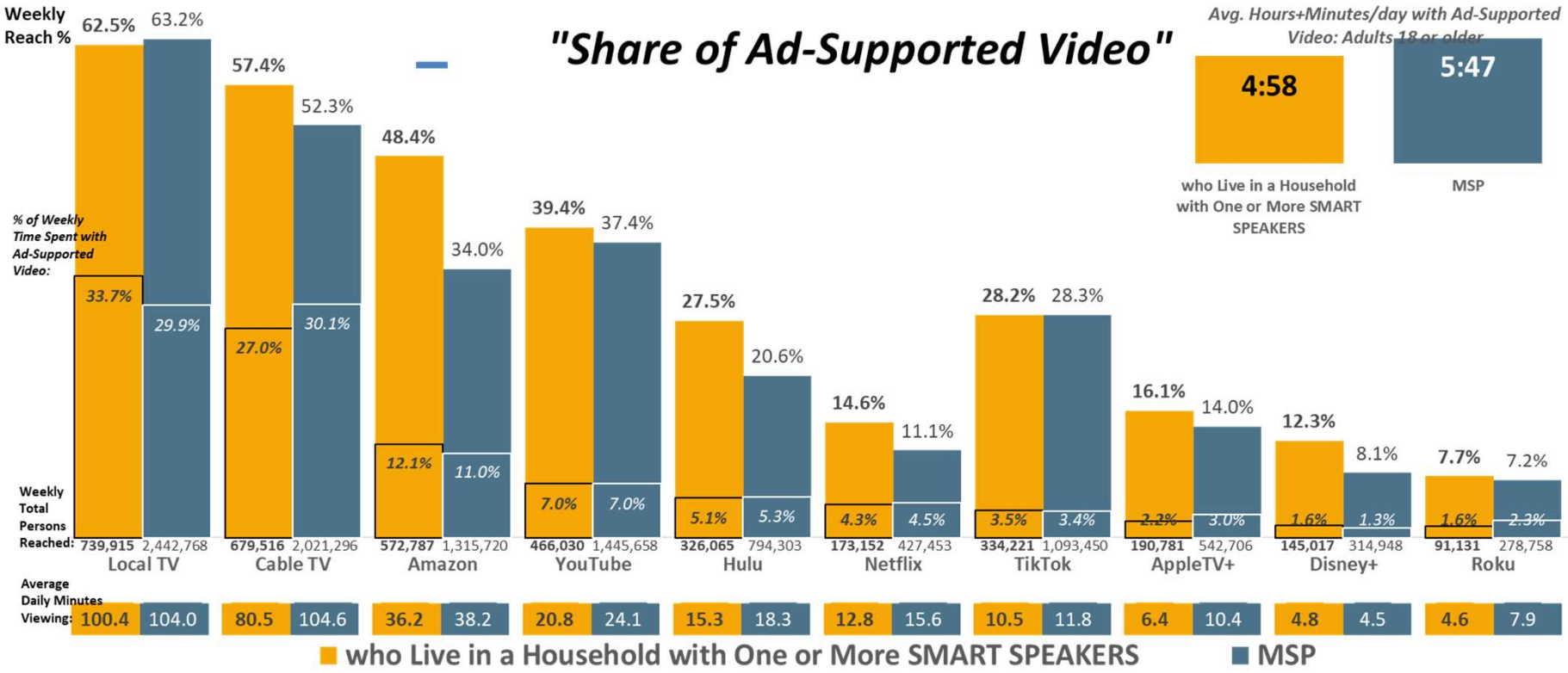
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



739,915 or 62.5% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

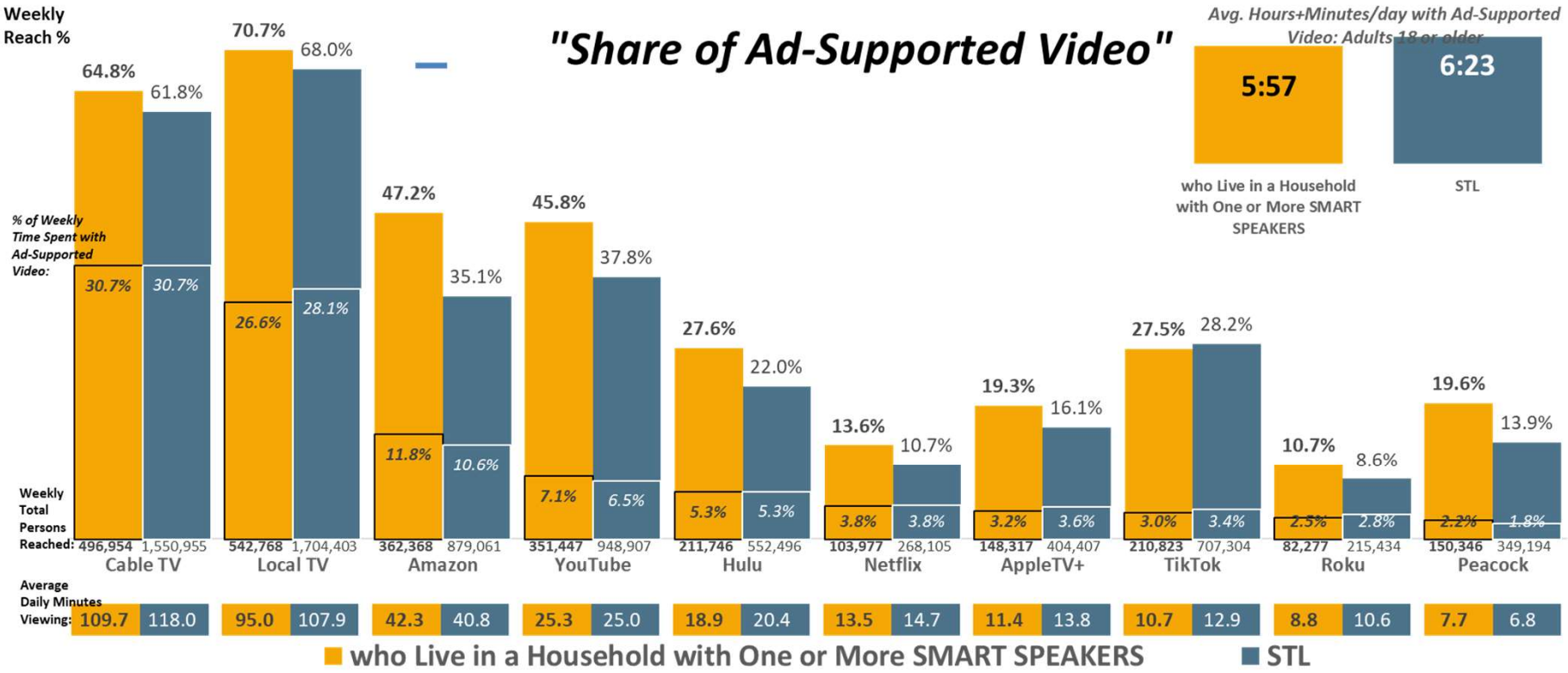
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



542,768 or 70.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

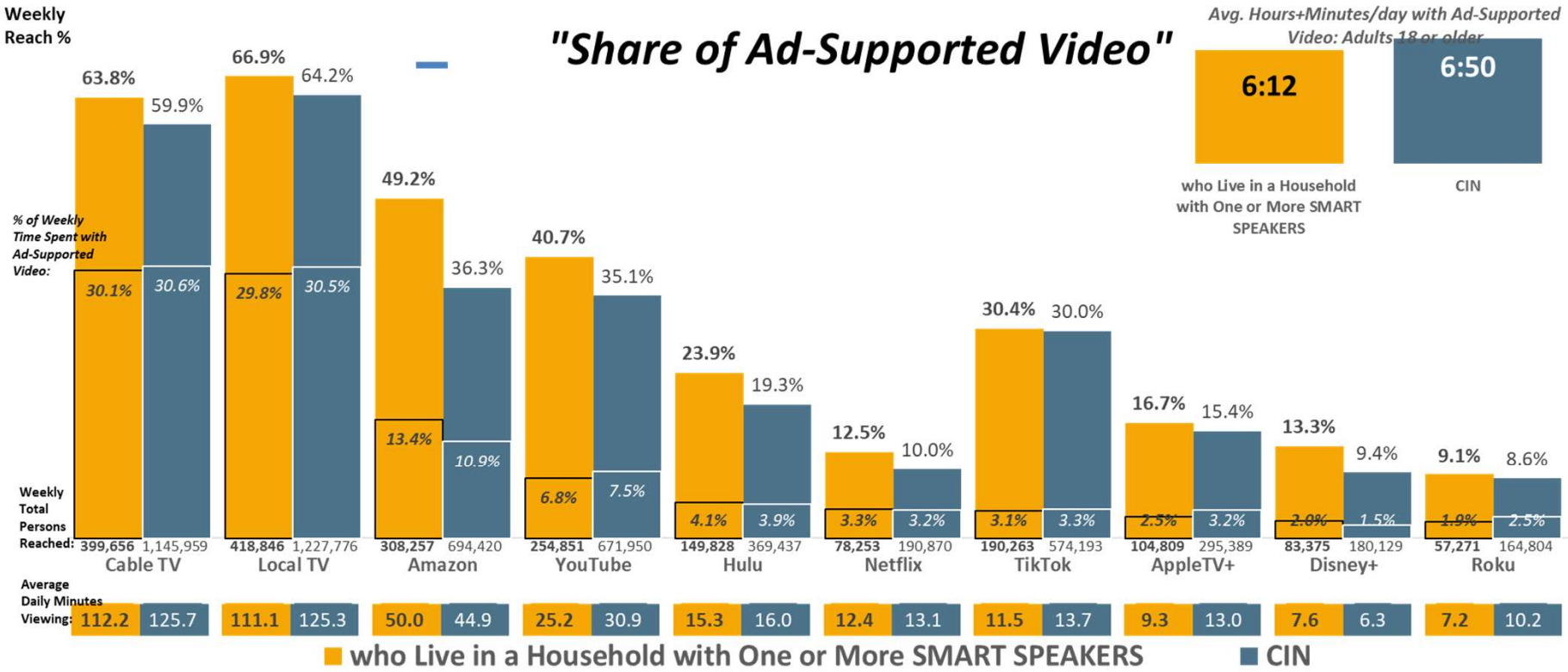
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



418,846 or 66.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

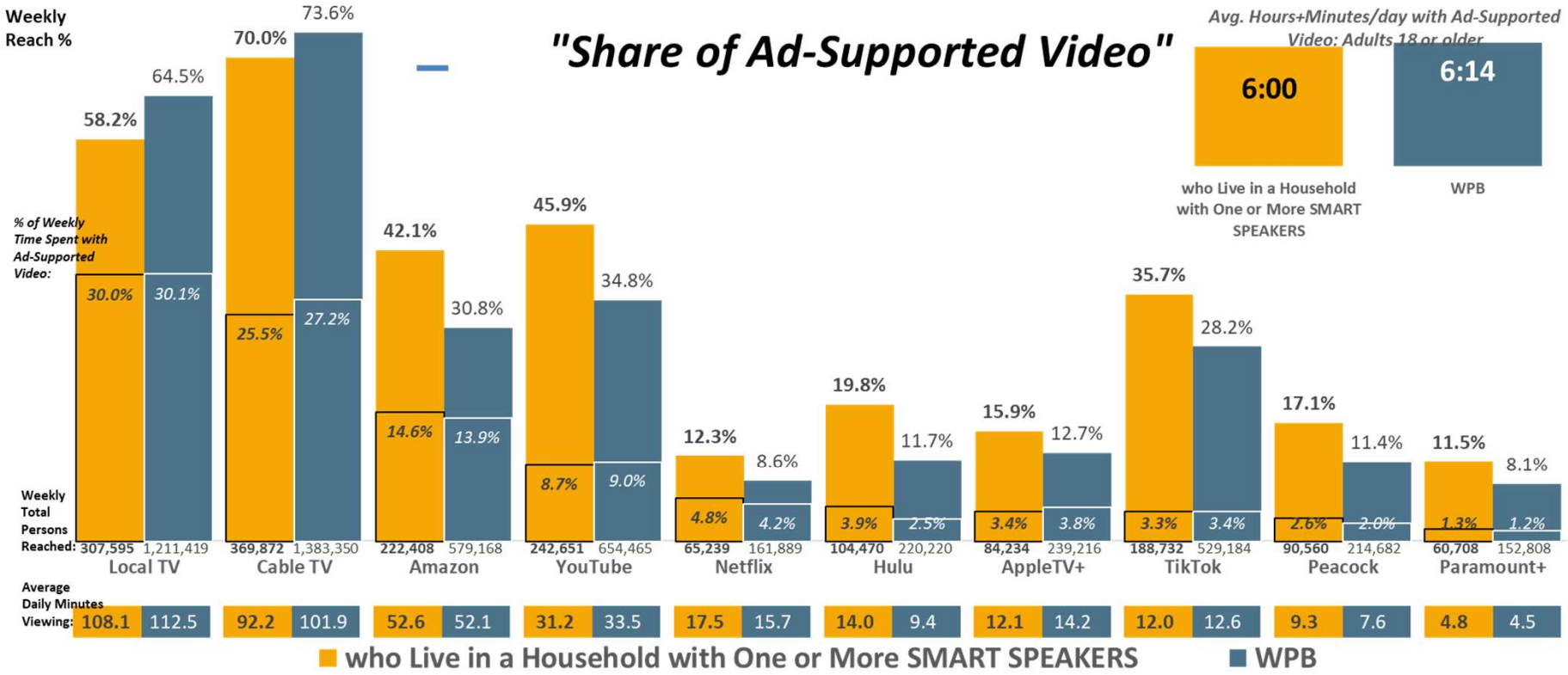
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



307,595 or 58.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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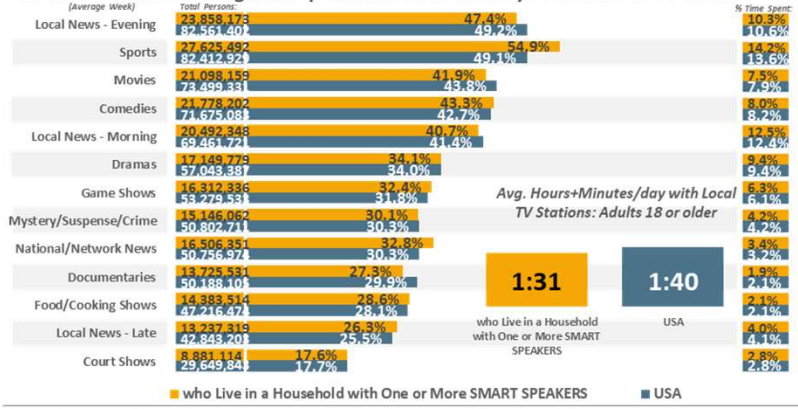
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

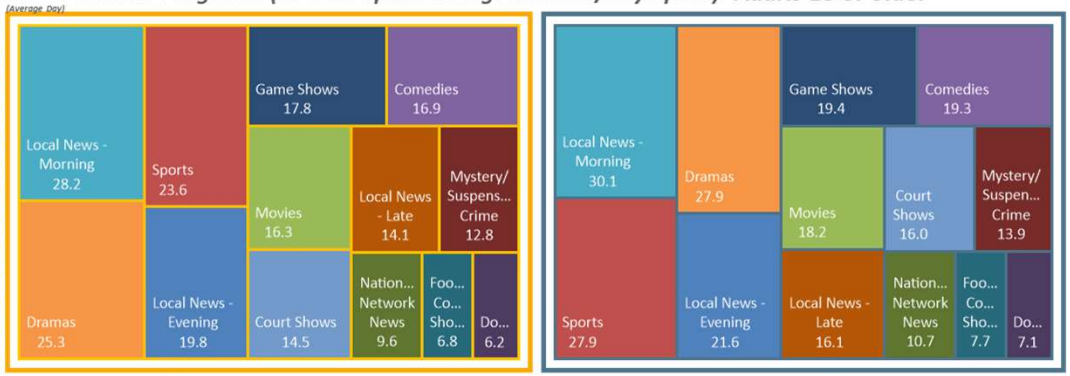


49,717,239 or 61.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

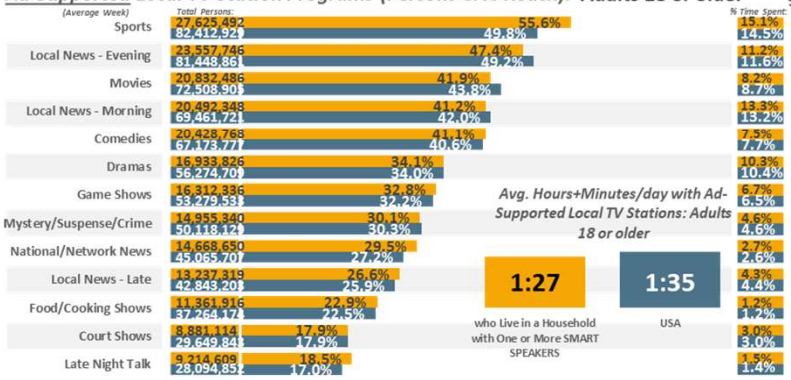
Local TV Station Programs (Persons & % Reach): Adults 18 or older



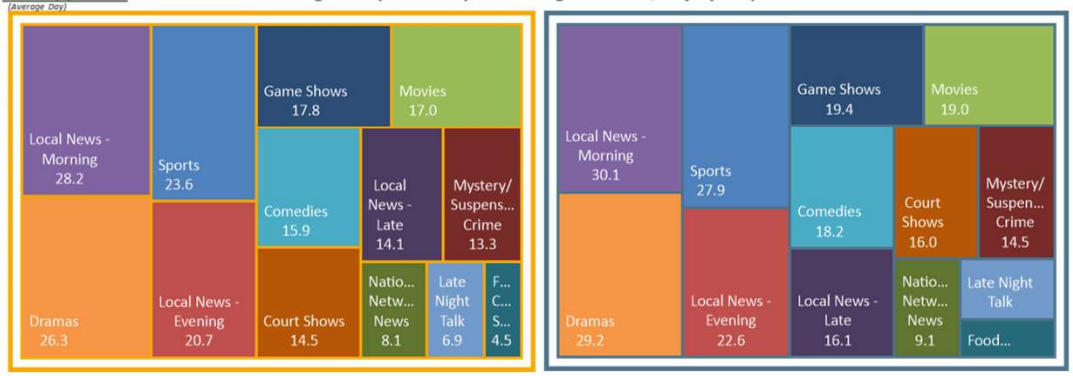
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

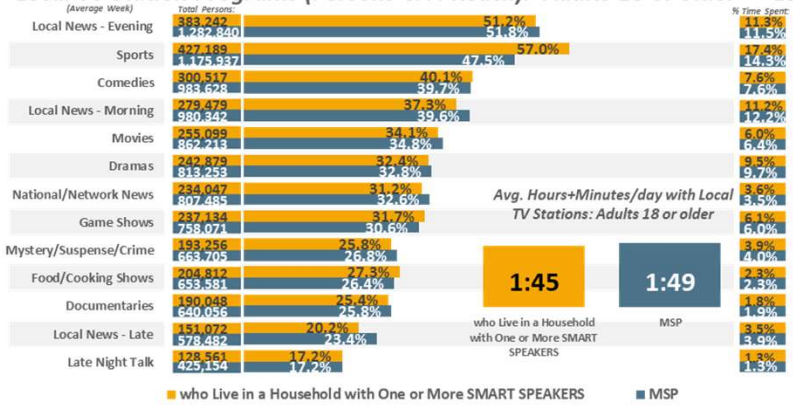
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

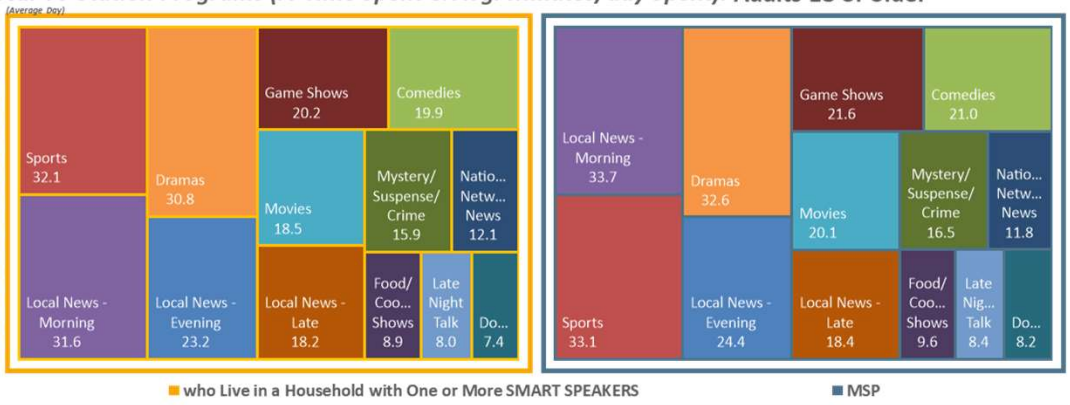


739,915 or 62.5% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

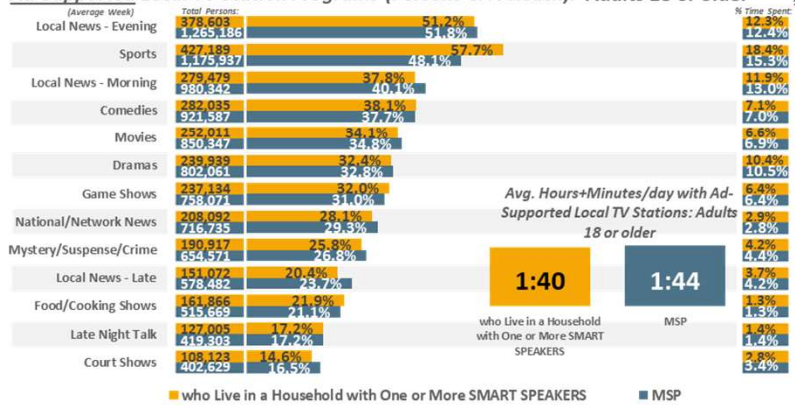
Local TV Station Programs (Persons & % Reach): Adults 18 or older



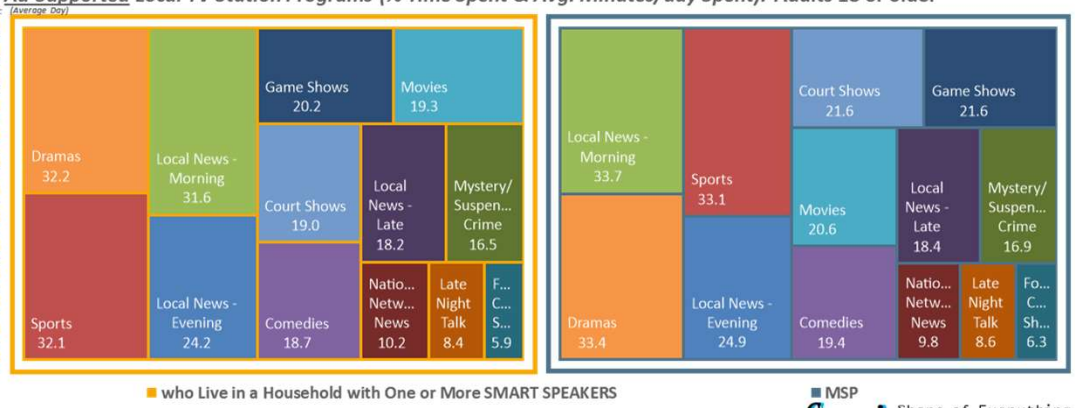
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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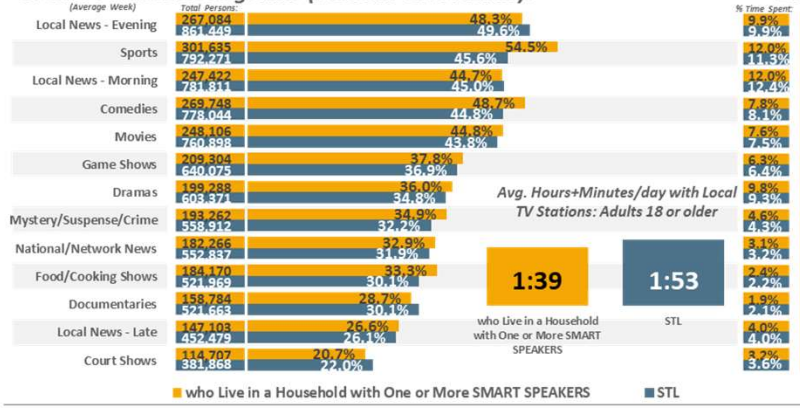
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

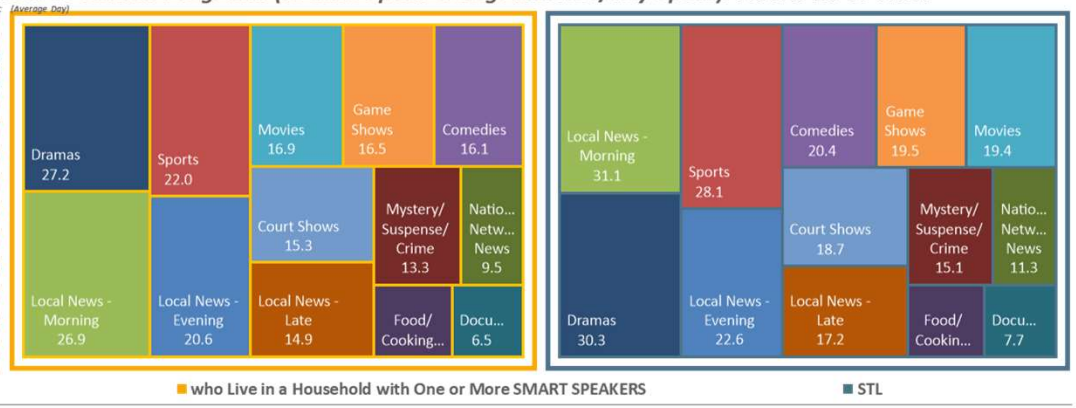


542,768 or 70.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

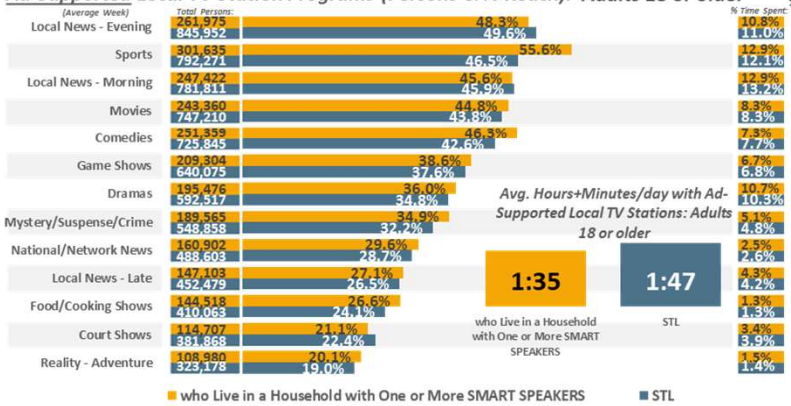
Local TV Station Programs (Persons & % Reach): Adults 18 or older



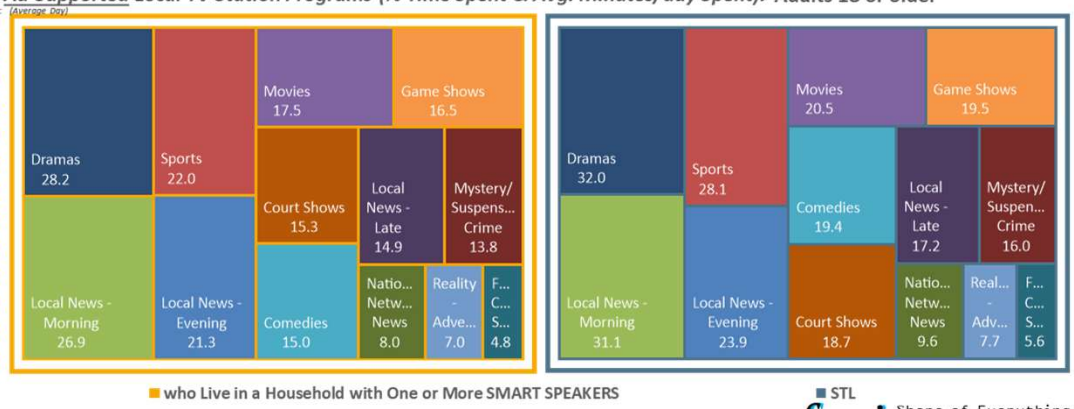
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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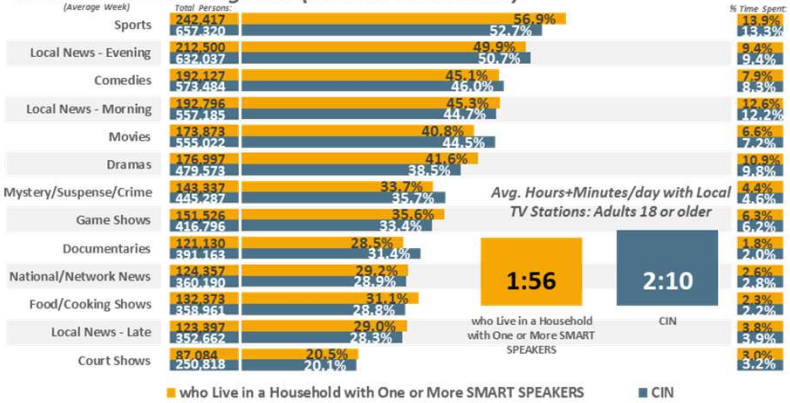
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

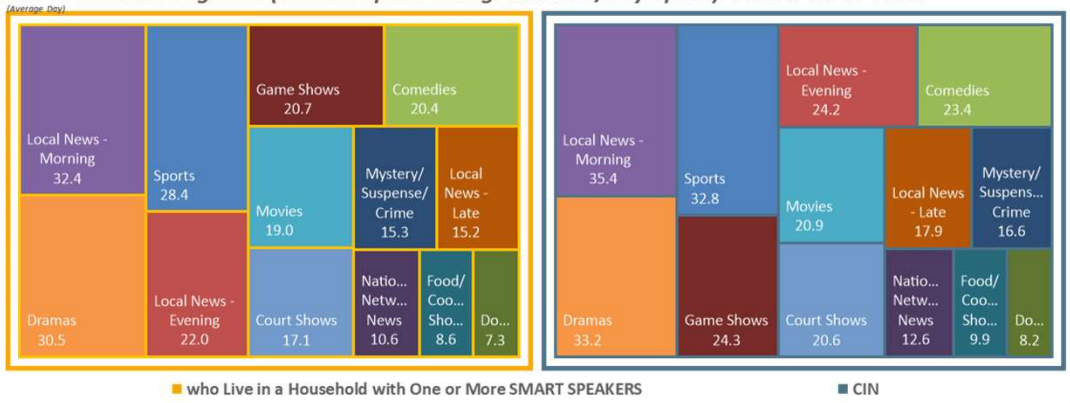


418,846 or 66.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Movies.

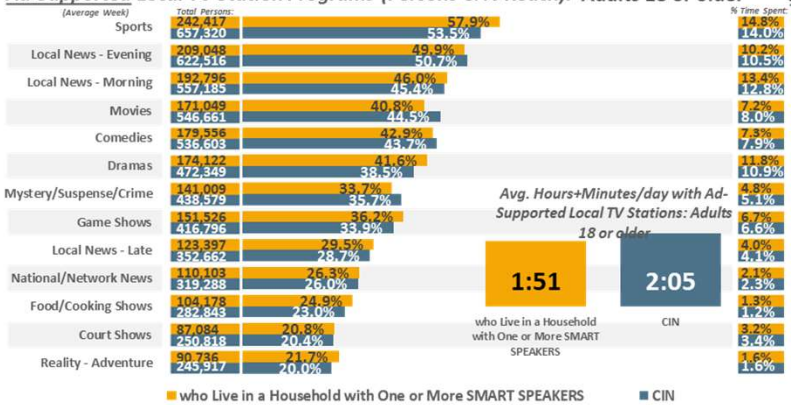
Local TV Station Programs (Persons & % Reach): Adults 18 or older



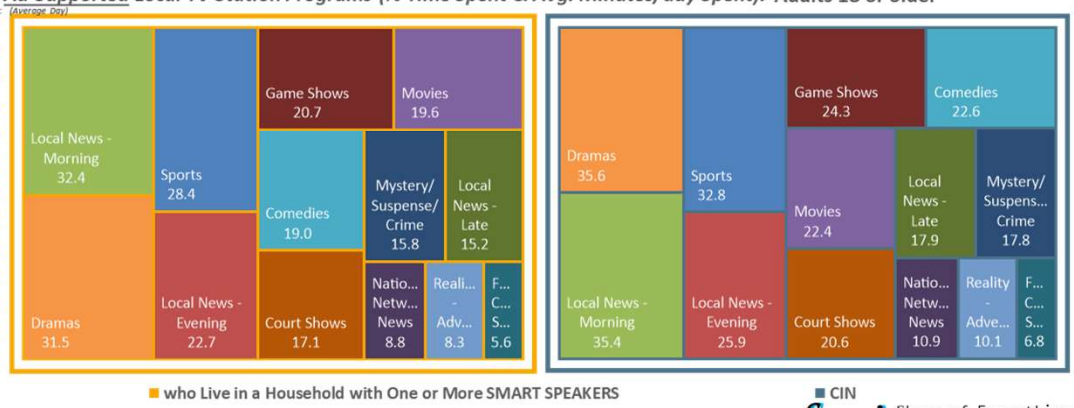
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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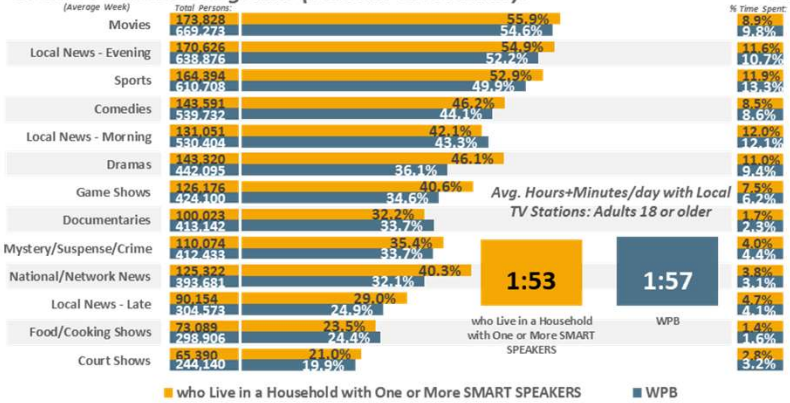
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

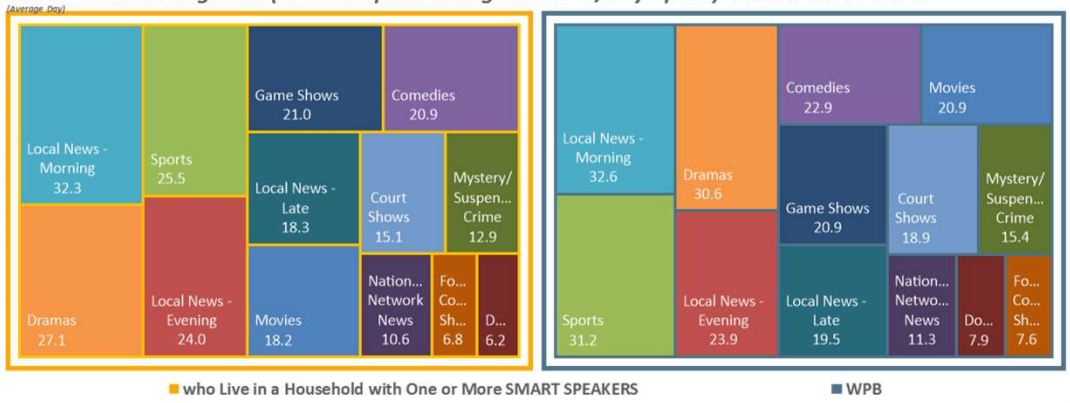


307,595 or 58.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Dramas, Comedies, and Local News - Morning.

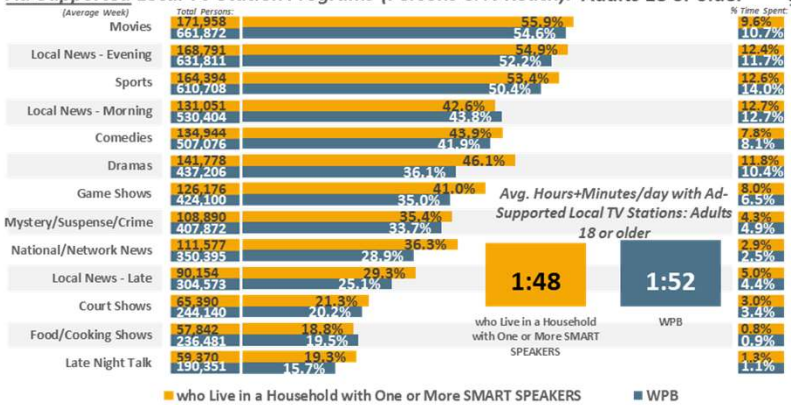
Local TV Station Programs (Persons & % Reach): Adults 18 or older



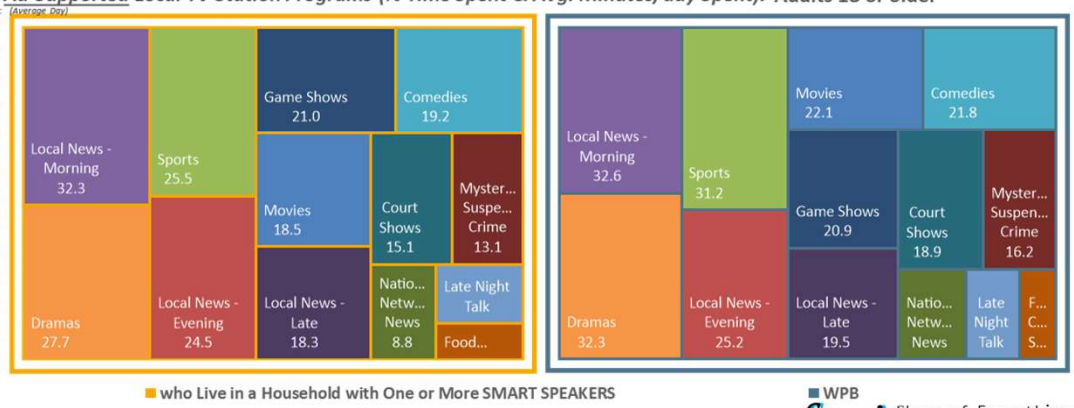
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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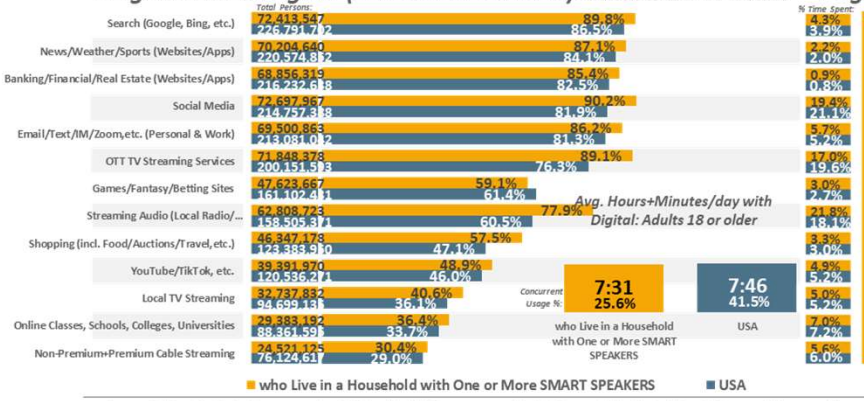
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

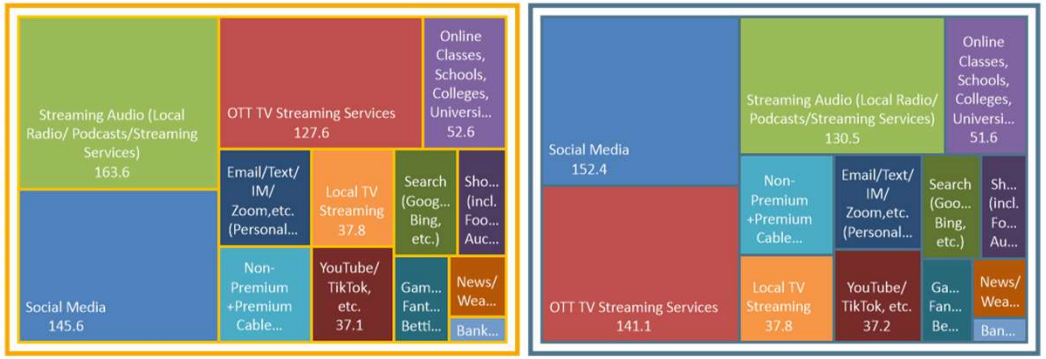


65,073,119 or 80.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 130.3 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

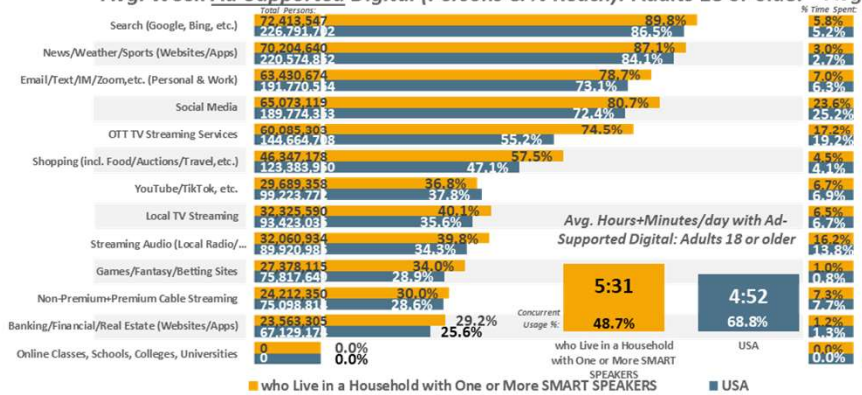
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



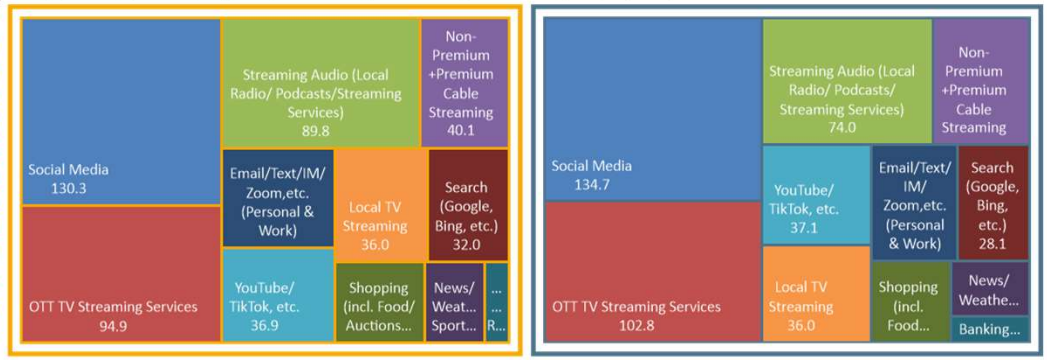
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

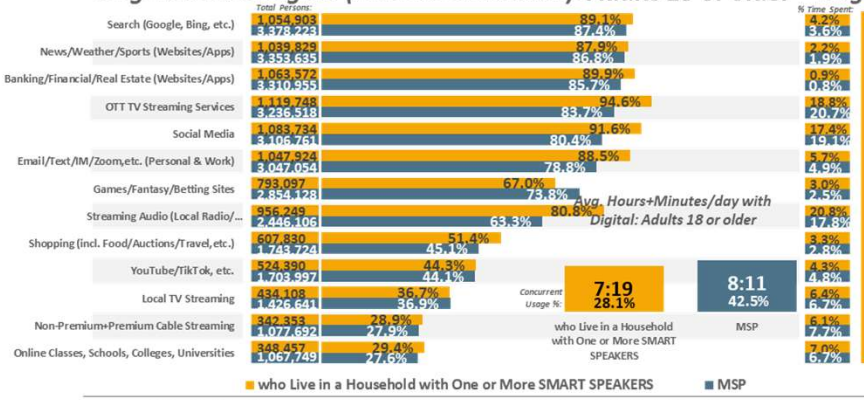
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

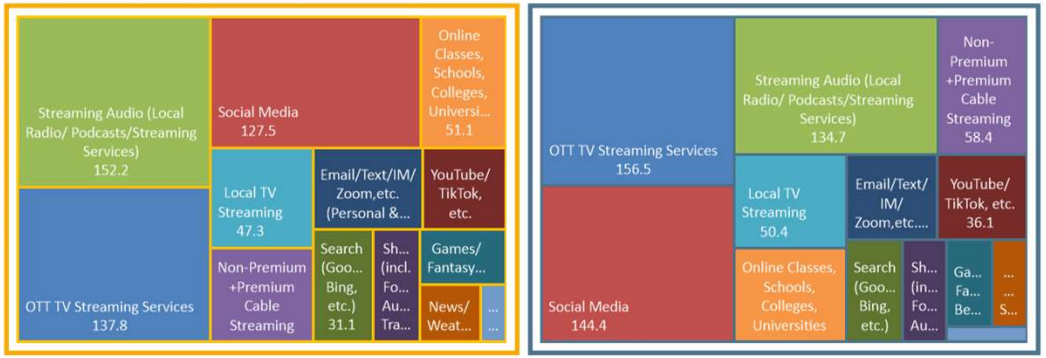


985,939 or 83.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 116. minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

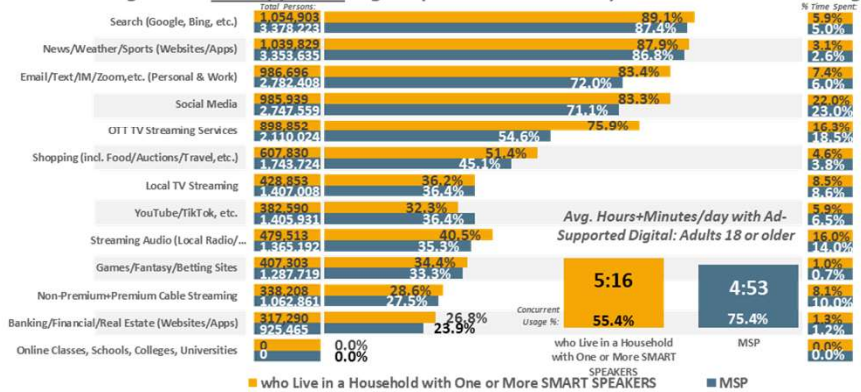
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



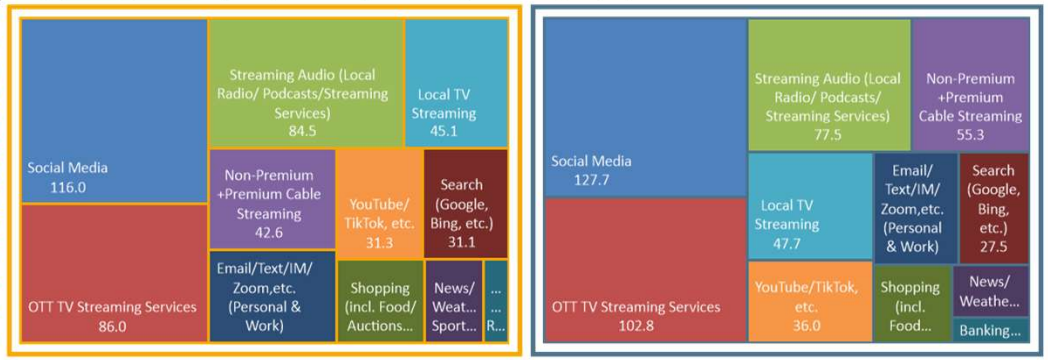
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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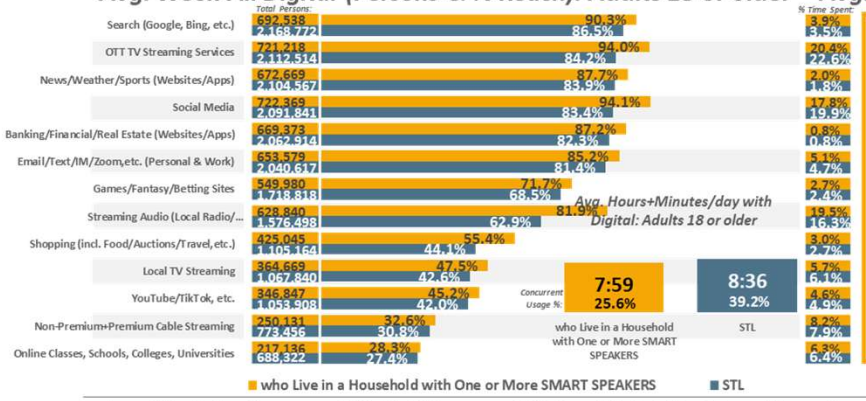
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

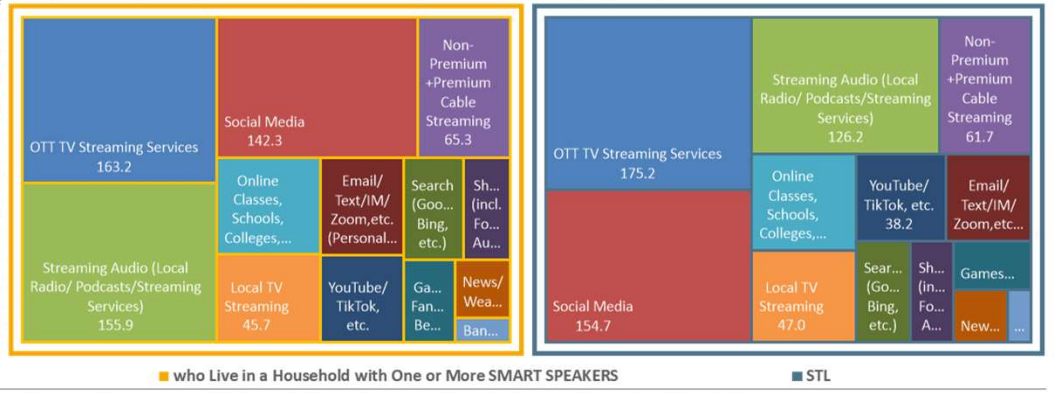


651,467 or 84.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 128.3 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

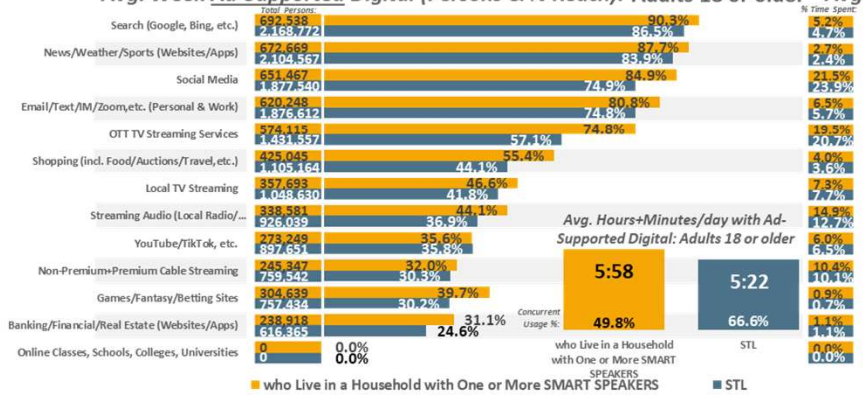
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



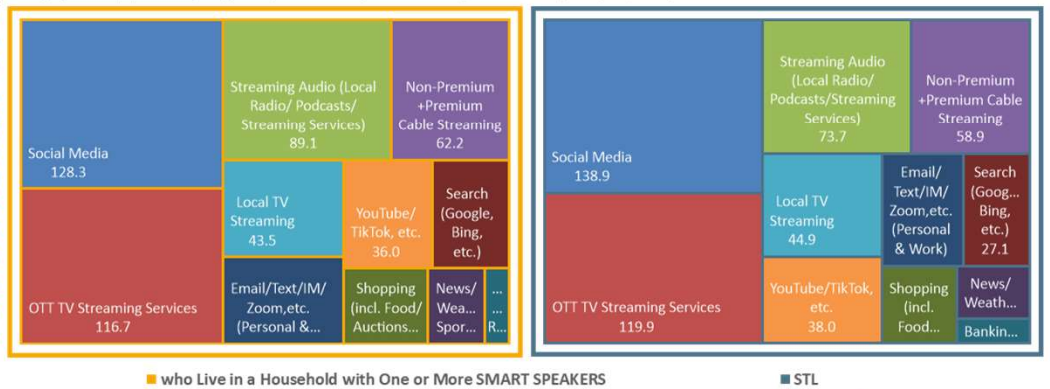
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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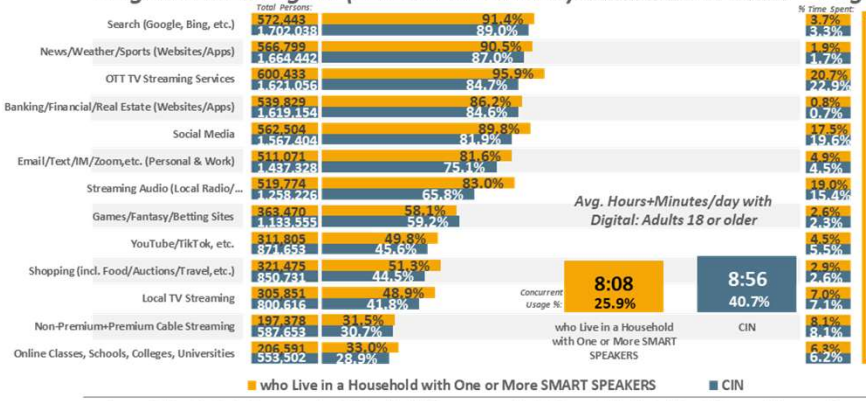
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

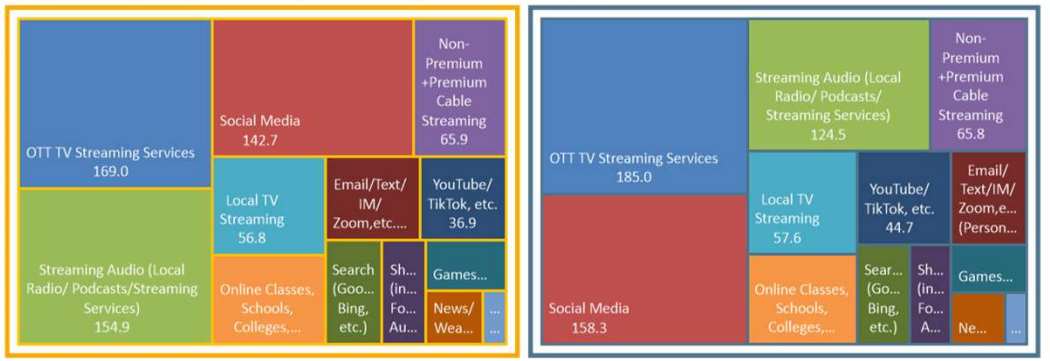


494,400 or 79.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 125.5 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

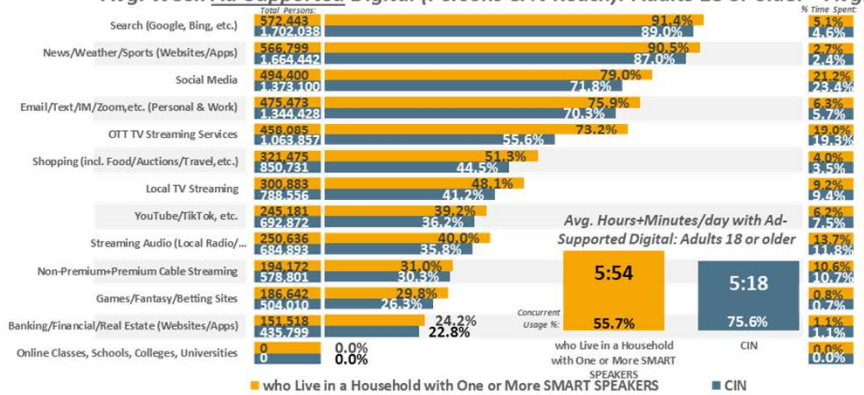
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



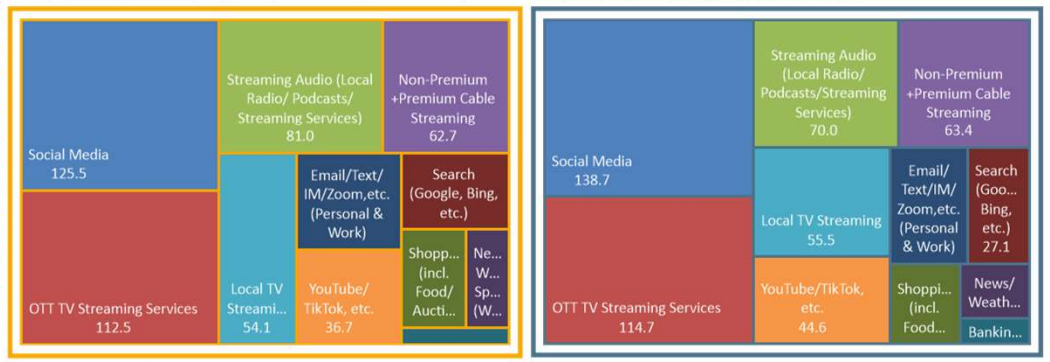
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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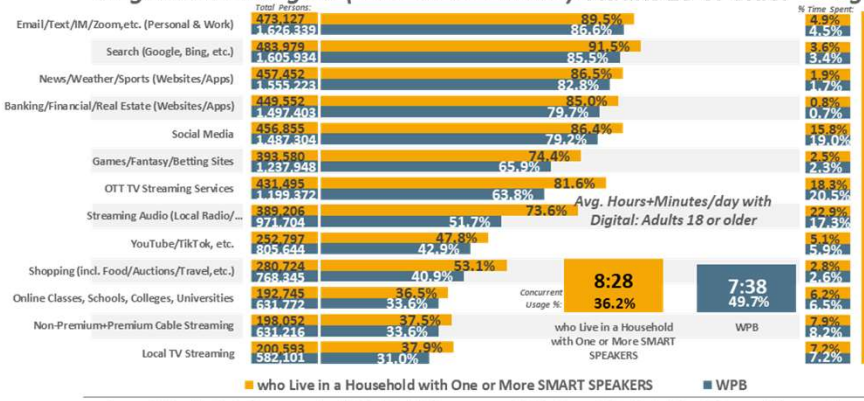
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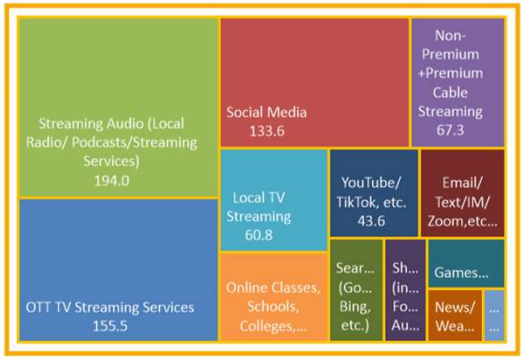
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

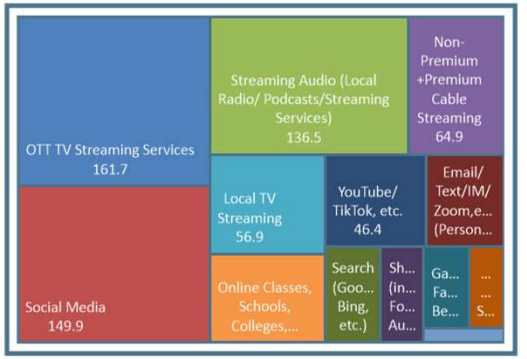


392,574 or 74.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 114.8 minutes every day representing 18.1% of all time spent daily with Ad-Supported Digital Media.

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





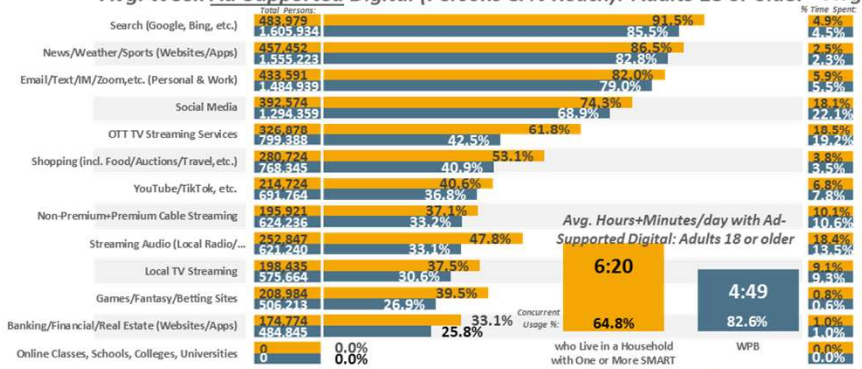


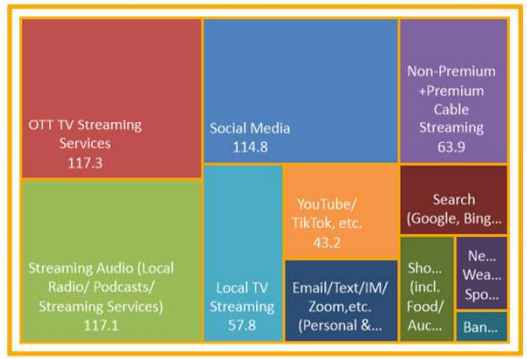
■ who Live in a Household with One or More SMART SPEAKERS ■ WPB

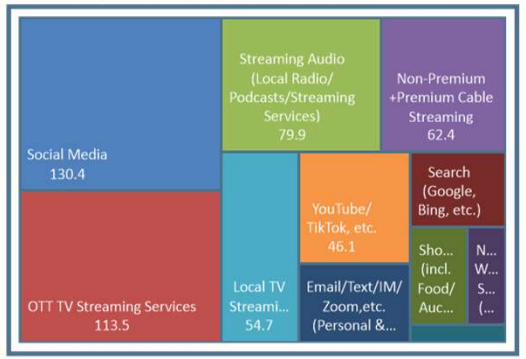
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

■ who Live in a Household with One or More SMART SPEAKERS ■ WPB

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







■ who Live in a Household with One or More SMART SPEAKERS ■ WPB

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

■ who Live in a Household with One or More SMART SPEAKERS ■ WPB

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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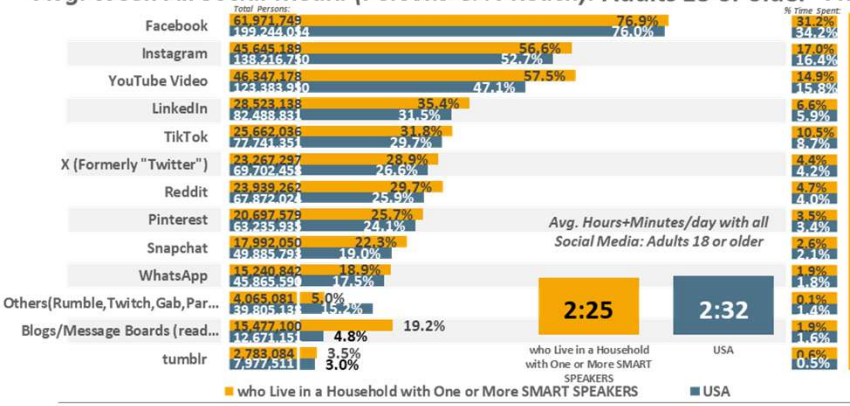
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

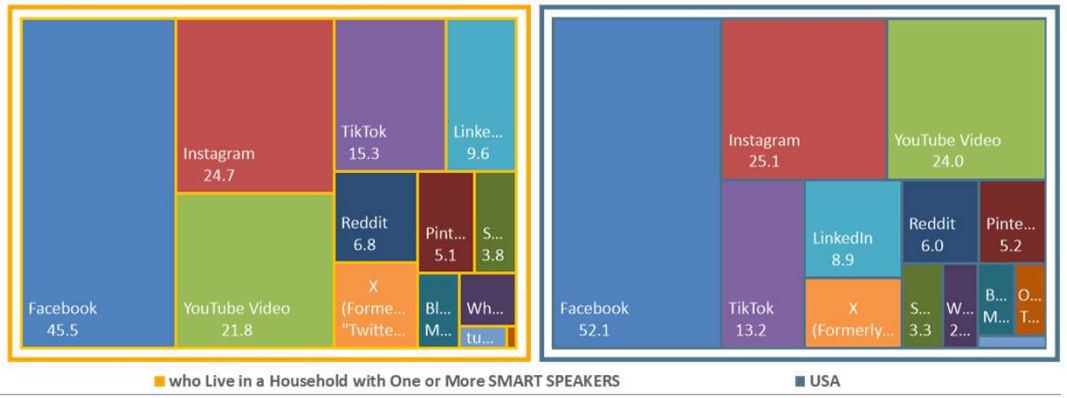


61,971,749 or 76.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

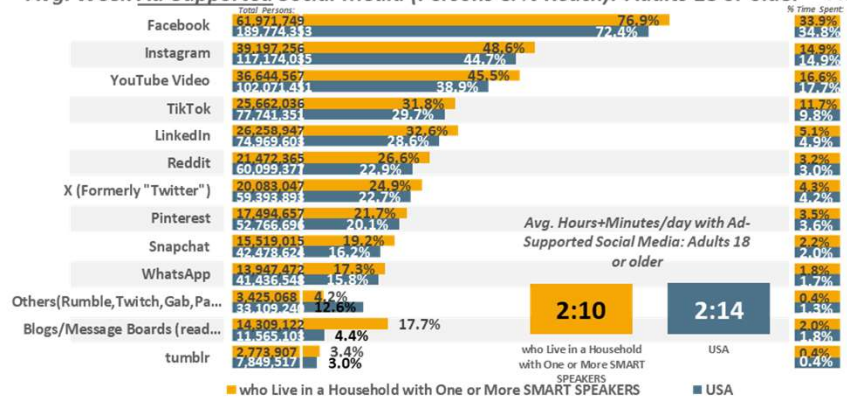
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



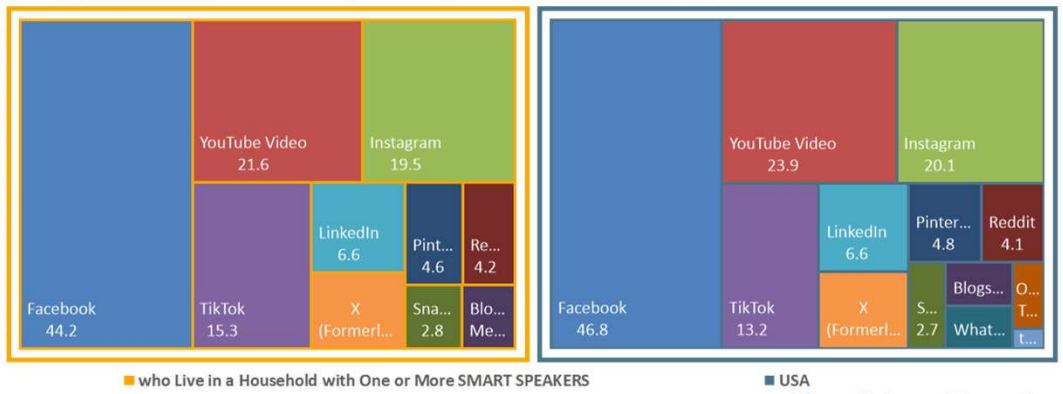
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

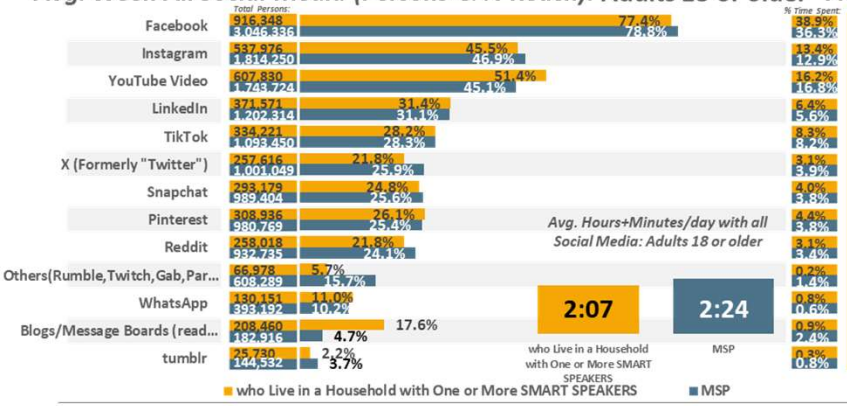
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

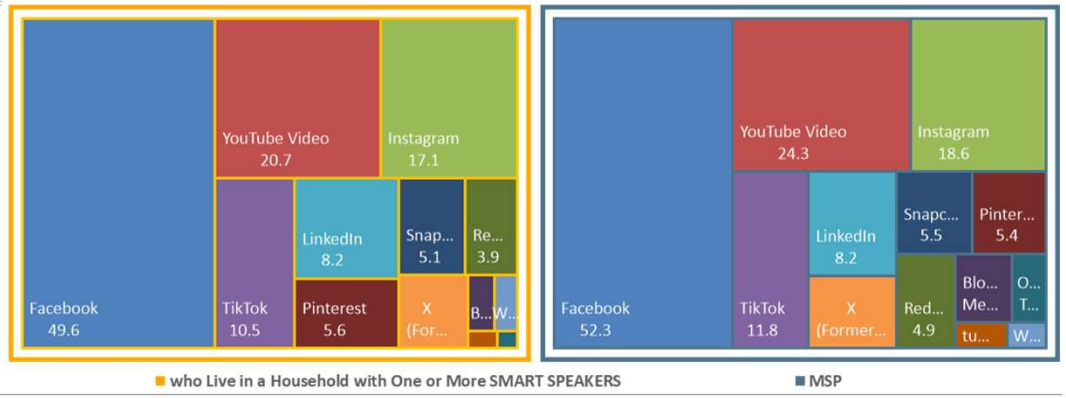


916,348 or 77.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

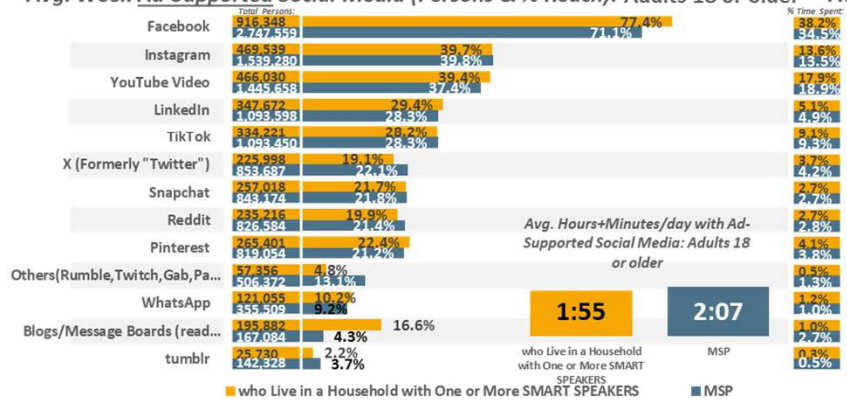
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



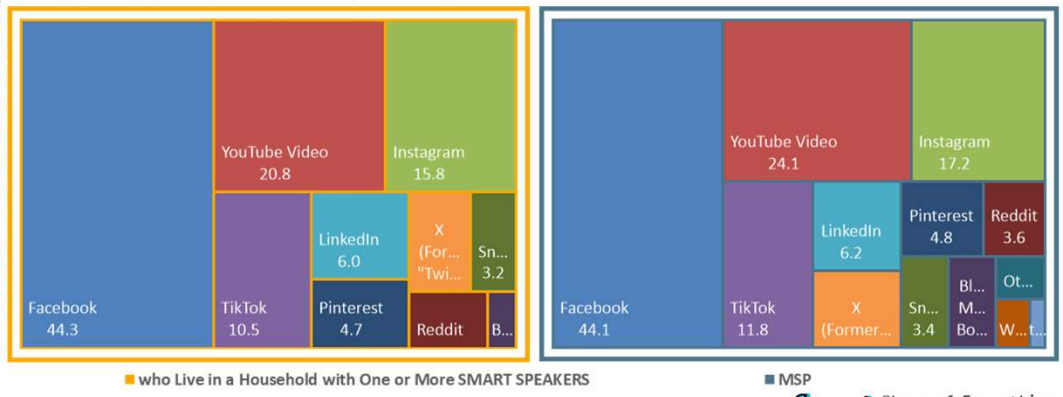
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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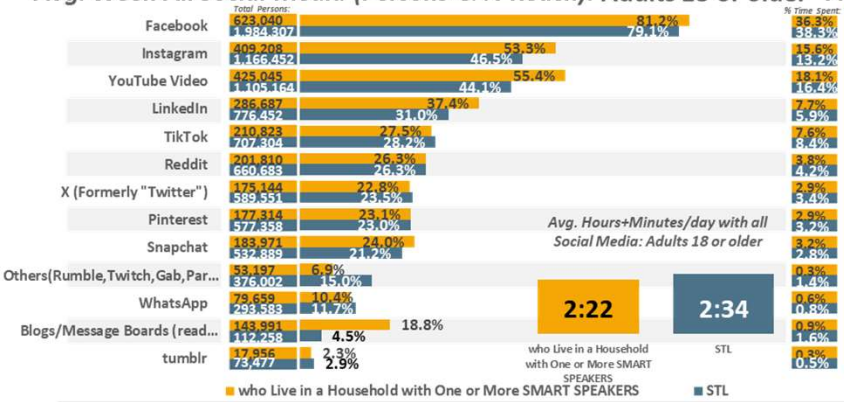
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

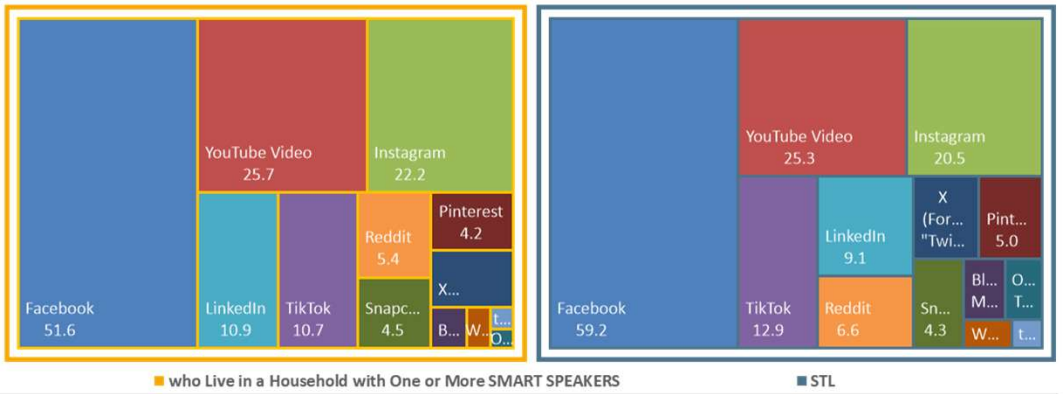


623,040 or 81.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

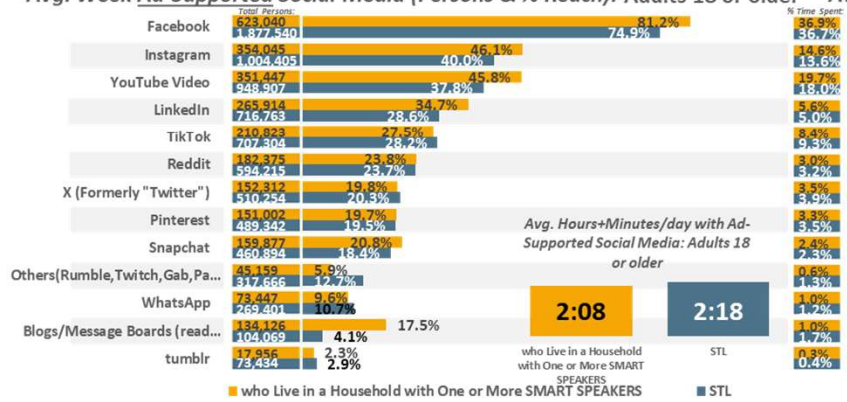
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



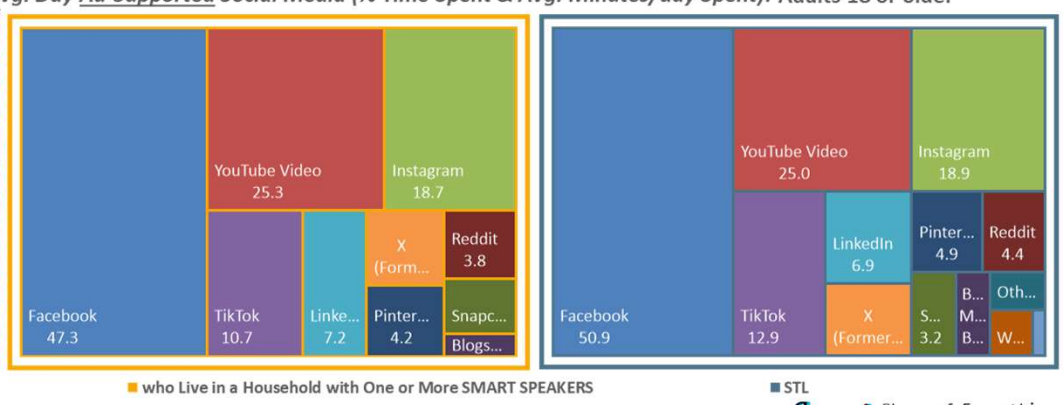
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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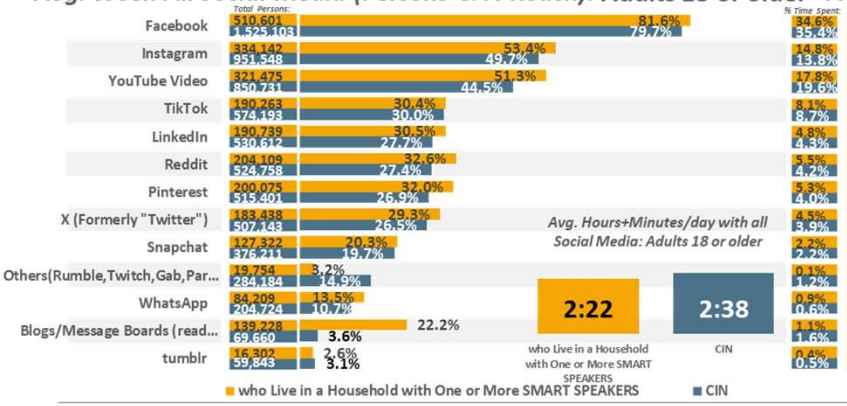
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

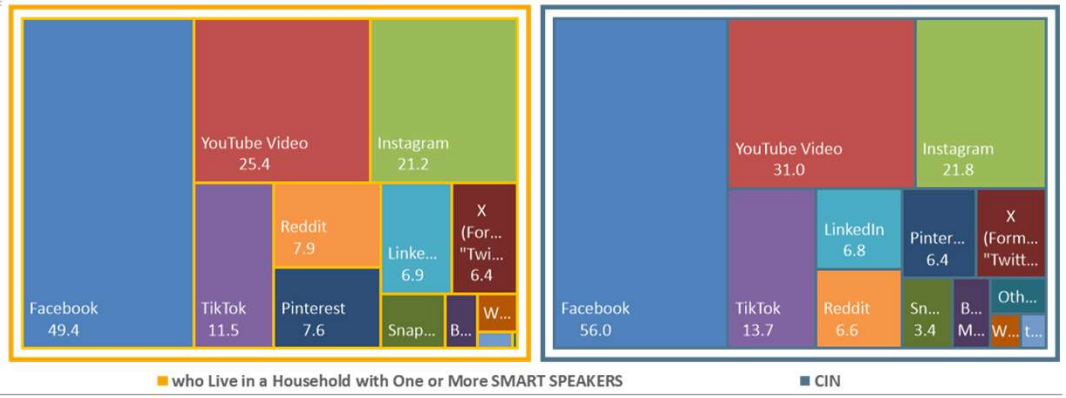


494,400 or 79.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

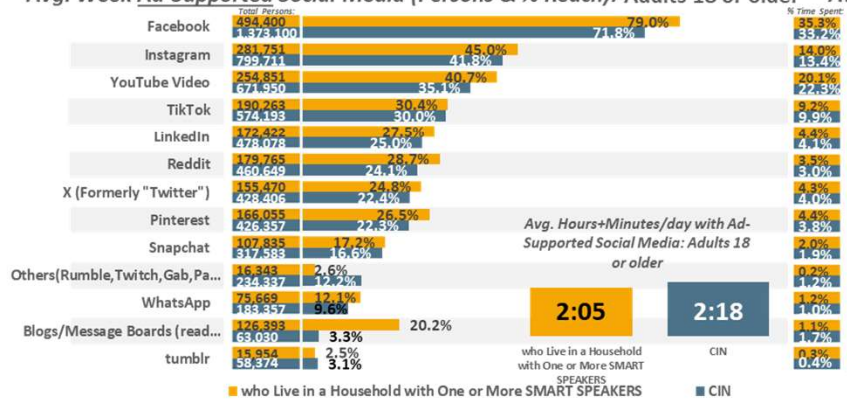
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



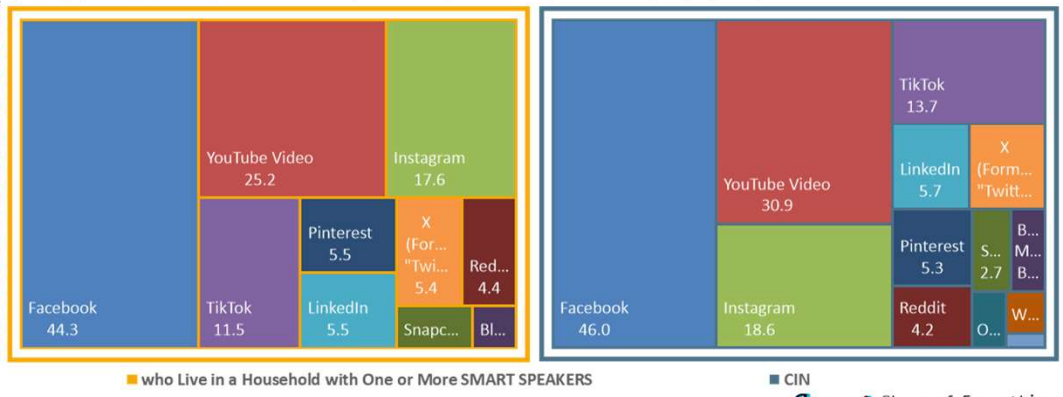
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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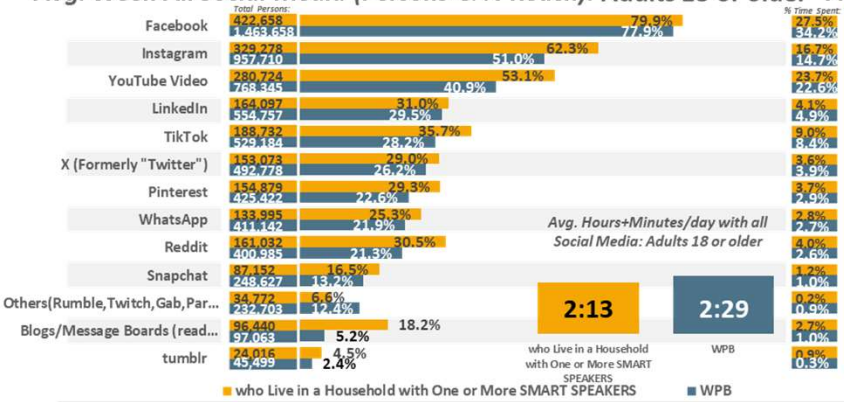
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

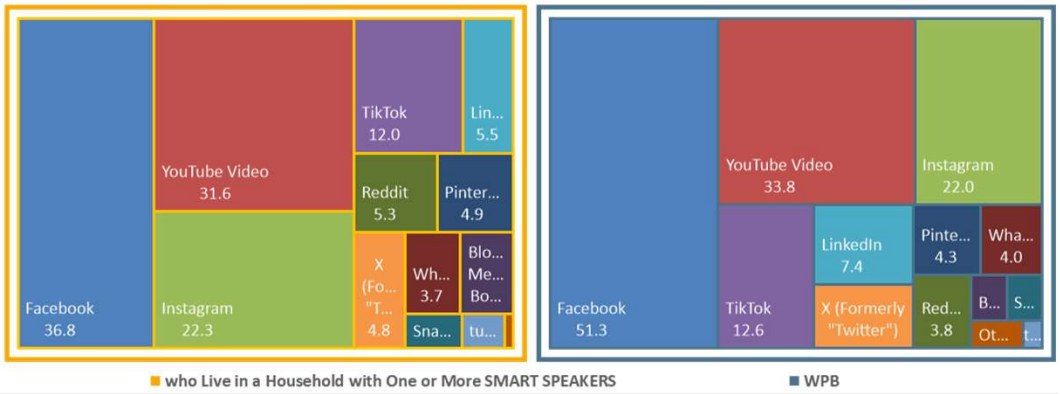


392,574 or 74.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 32.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.

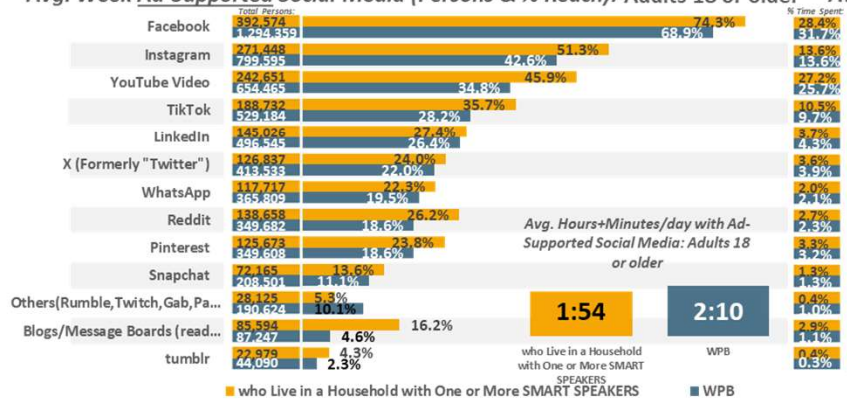
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



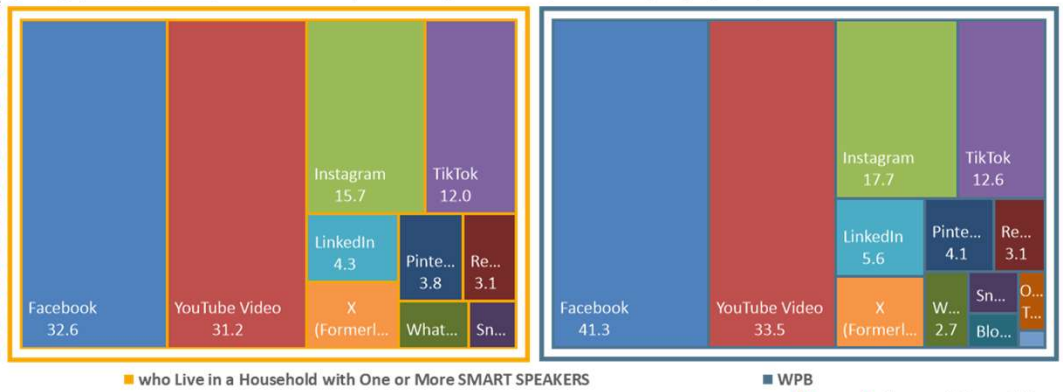
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

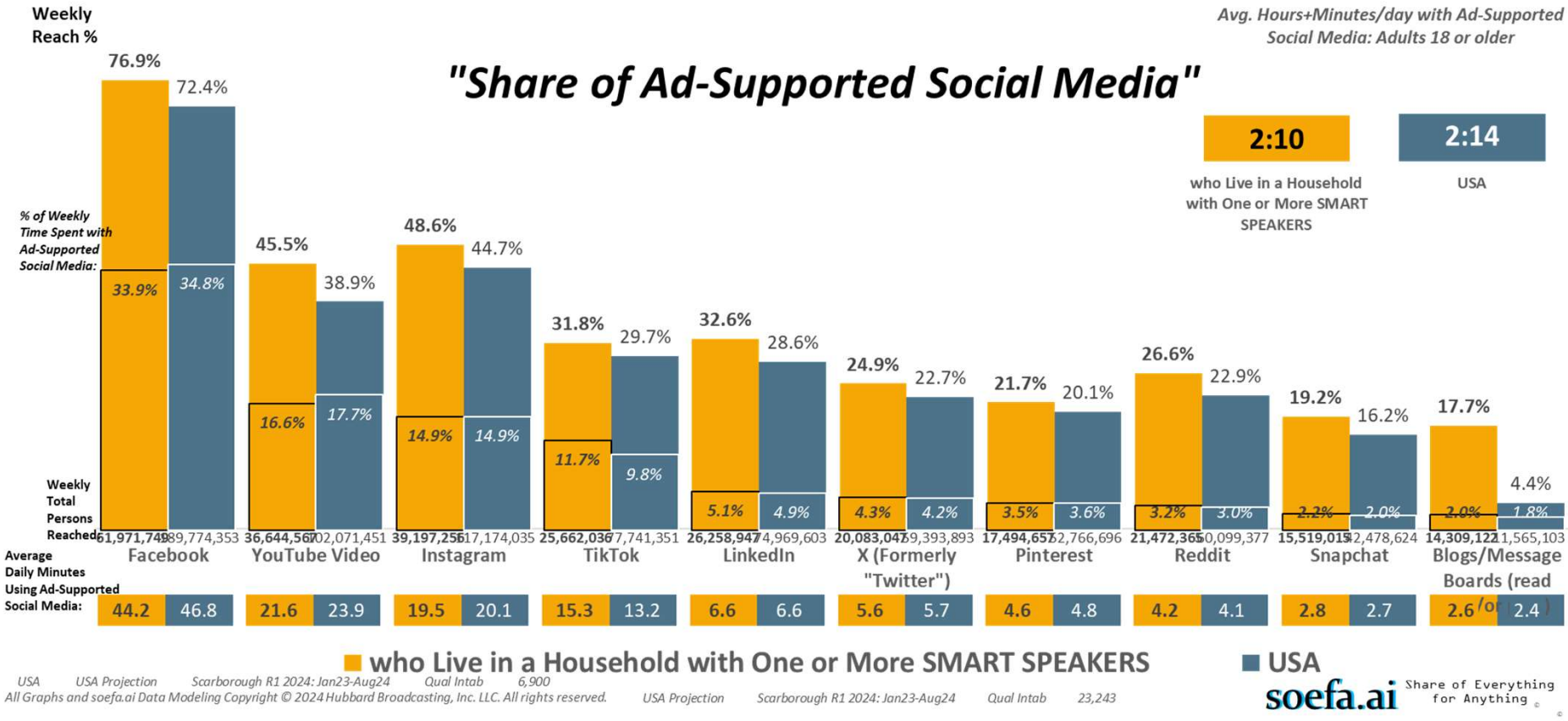
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



61,971,749 or 76.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



916,348 or 77.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

1:55 who Live in a Household with One or More SMART SPEAKERS

2:07 MSP

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	Pinterest	X (Formerly "Twitter")	Snapchat	Reddit	WhatsApp
Weekly Reach %	77.4% / 71.1%	39.4% / 37.4%	39.7% / 39.8%	28.2% / 28.3%	29.4% / 28.3%	22.4% / 21.2%	19.1% / 22.1%	21.7% / 21.8%	19.9% / 21.4%	10.2% / 9.2%
% of Weekly Time Spent with Ad-Supported Social Media:	38.2% / 34.5%	17.9% / 18.9%	13.6% / 13.5%	9.1% / 9.3%	5.1% / 4.9%	4.1% / 3.8%	3.7% / 4.2%	2.7% / 2.7%	2.7% / 2.8%	1.2% / 1.0%
Weekly Total Persons Reached:	916,348 / 2,747,559	466,030 / 1,445,658	469,539 / 1,539,280	334,221 / 1,093,450	347,672 / 1,093,598	265,401 / 819,054	225,998 / 853,687	257,018 / 843,174	235,216 / 826,584	121,055 / 355,509
Average Daily Minutes Using Ad-Supported Social Media:	44.3 / 44.1	20.8 / 24.1	15.8 / 17.2	10.5 / 11.8	6.0 / 6.2	4.7 / 4.8	4.2 / 5.3	3.2 / 3.4	3.1 / 3.6	1.3 / 1.3

who Live in a Household with One or More SMART SPEAKERS ■ MSP

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



623,040 or 81.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:08 who Live in a Household with One or More SMART SPEAKERS

2:18 STL

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Reddit	Snapchat	WhatsApp
Weekly	81.2% / 74.9%	45.8% / 37.8%	46.1% / 40.0%	27.5% / 28.2%	34.7% / 28.6%	19.8% / 20.3%	19.7% / 19.5%	23.8% / 23.7%	20.8% / 18.4%	9.6% / 10.7%
% of Weekly Time Spent with Ad-Supported	36.9% / 36.7%	19.7% / 18.0%	14.6% / 13.6%	8.4% / 9.3%	5.6% / 5.0%	3.5% / 3.9%	3.3% / 3.5%	3.0% / 3.2%	2.4% / 2.3%	1.0% / 1.2%
Weekly Total Persons	623,040 / 1,877,540	351,447 / 948,907	354,045 / 1,004,405	210,823 / 707,304	265,914 / 716,763	152,312 / 510,254	151,002 / 489,342	182,375 / 594,215	159,877 / 460,894	73,447 / 269,401
Average Daily Minutes Using Ad-Supported Social Media:	47.3 / 50.9	25.3 / 25.0	18.7 / 18.9	10.7 / 12.9	7.2 / 6.9	4.5 / 5.4	4.2 / 4.9	3.8 / 4.4	3.1 / 3.2	1.3 / 1.7

■ who Live in a Household with One or More SMART SPEAKERS ■ STL

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



494,400 or 79.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:05 who Live in a Household with One or More SMART SPEAKERS

2:18 CIN

	Facebook	YouTube Video	Instagram	TikTok	Pinterest	LinkedIn	X (Formerly "Twitter")	Reddit	Snapchat	WhatsApp
Weekly Reach %	79.0% / 71.8%	40.7% / 35.1%	45.0% / 41.8%	30.4% / 30.0%	26.5% / 22.3%	27.5% / 25.0%	24.8% / 22.4%	28.7% / 24.1%	17.2% / 16.6%	12.1% / 9.6%
% of Weekly Time Spent with Ad-Supported Social Media:	35.3% / 33.2%	20.1% / 22.3%	14.0% / 13.4%	9.2% / 9.9%	4.4% / 3.8%	4.4% / 4.1%	4.3% / 4.0%	3.5% / 3.0%	2.0% / 1.9%	1.2% / 1.0%
Weekly Total Persons Reached:	494,400 / 1,373,100	254,851 / 671,950	281,751 / 799,711	190,263 / 574,193	166,055 / 426,357	172,422 / 478,078	155,470 / 428,406	179,765 / 460,649	107,835 / 317,583	75,669 / 183,357
Average Daily Minutes Using Ad-Supported Social Media:	44.3 / 46.0	25.2 / 30.9	17.6 / 18.6	11.5 / 13.7	5.5 / 5.3	5.5 / 5.7	5.4 / 5.6	4.4 / 4.2	2.4 / 2.7	1.6 / 1.4

who Live in a Household with One or More SMART SPEAKERS ■ CIN

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



392,574 or 74.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 32.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

1:54 who Live in a Household with One or More SMART SPEAKERS

2:10 WPB

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Blogs/Message Boards (read	Reddit	WhatsApp
Weekly Reach %	74.3% / 68.9%	45.9% / 34.8%	51.3% / 42.6%	35.7% / 28.2%	27.4% / 26.4%	24.0% / 22.0%	23.8% / 18.6%	16.2% / 4.6%	26.2% / 18.6%	22.3% / 19.5%
% of Weekly Time Spent with Ad-Supported Social Media:	28.4% / 31.7%	27.2% / 25.7%	13.6% / 13.6%	10.5% / 9.7%	3.7% / 4.3%	3.6% / 3.9%	3.3% / 3.2%	2.9% / 1.1%	2.7% / 2.3%	2.0% / 2.1%
Weekly Total Persons Reached:	392,574 / 1,294,359	242,651 / 654,465	271,448 / 799,595	188,732 / 529,184	145,026 / 496,545	126,837 / 413,533	125,673 / 349,608	85,594 / 87,247	138,658 / 349,682	117,717 / 365,809
Average Daily Minutes Using Ad-Supported Social Media:	32.6 / 41.3	31.2 / 33.5	15.7 / 17.7	12.0 / 12.6	4.3 / 5.6	4.1 / 5.1	3.8 / 4.1	3.3 / 1.4	3.1 / 3.1	2.2 / 2.7

■ who Live in a Household with One or More SMART SPEAKERS ■ WPB

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

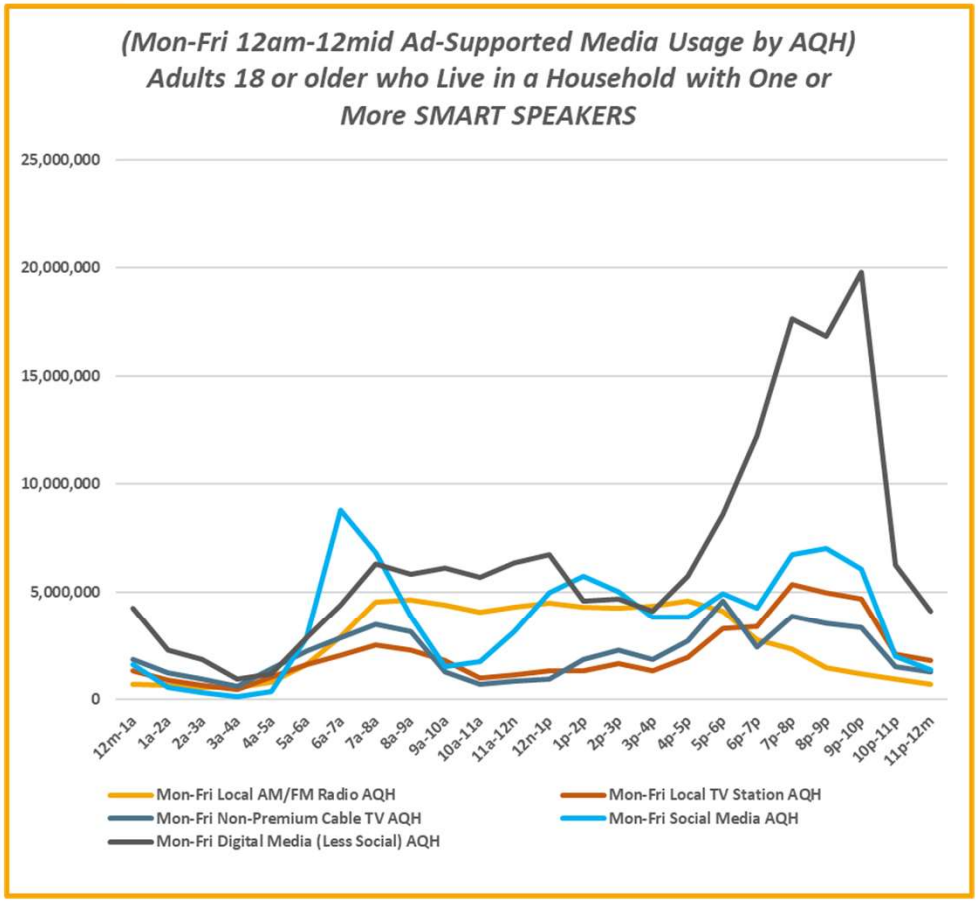
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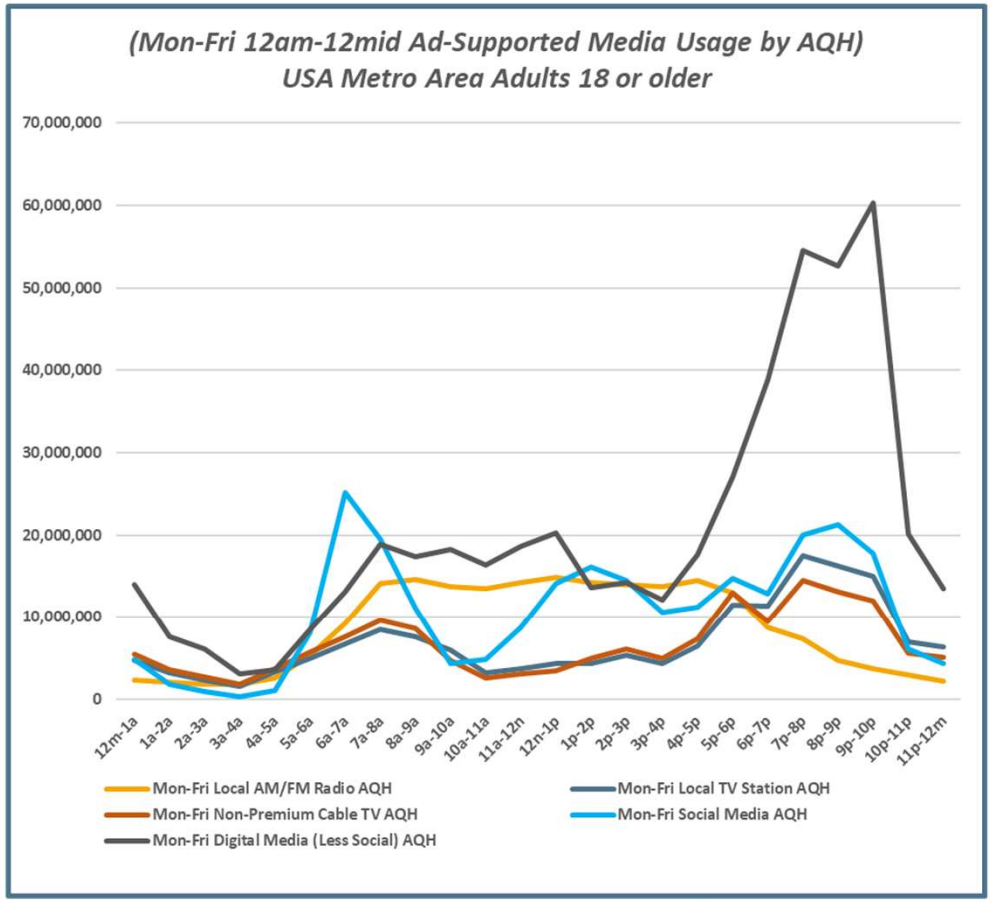
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,253,448; Social Media: 4,483,412; Local Radio: 4,112,107; Non-Prem. Cable: 2,219,125; Local TV: 1,917,572 reaching Adults 18 or older who Live in a Household with One o





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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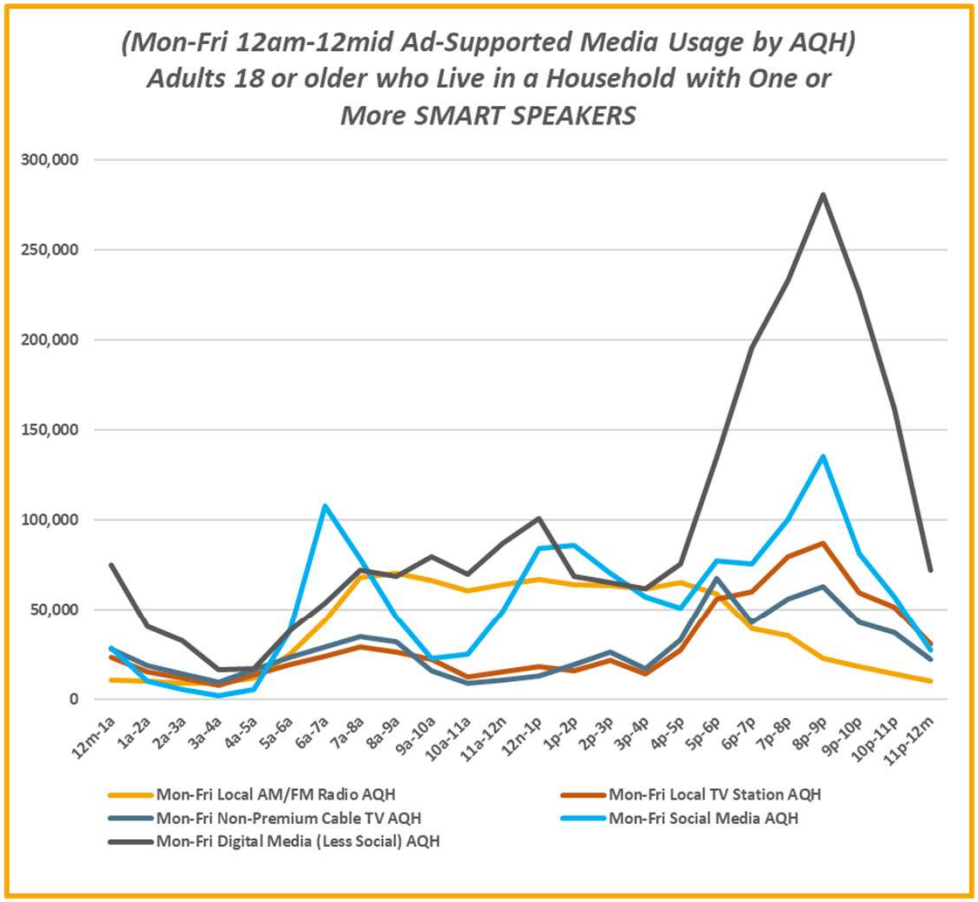
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

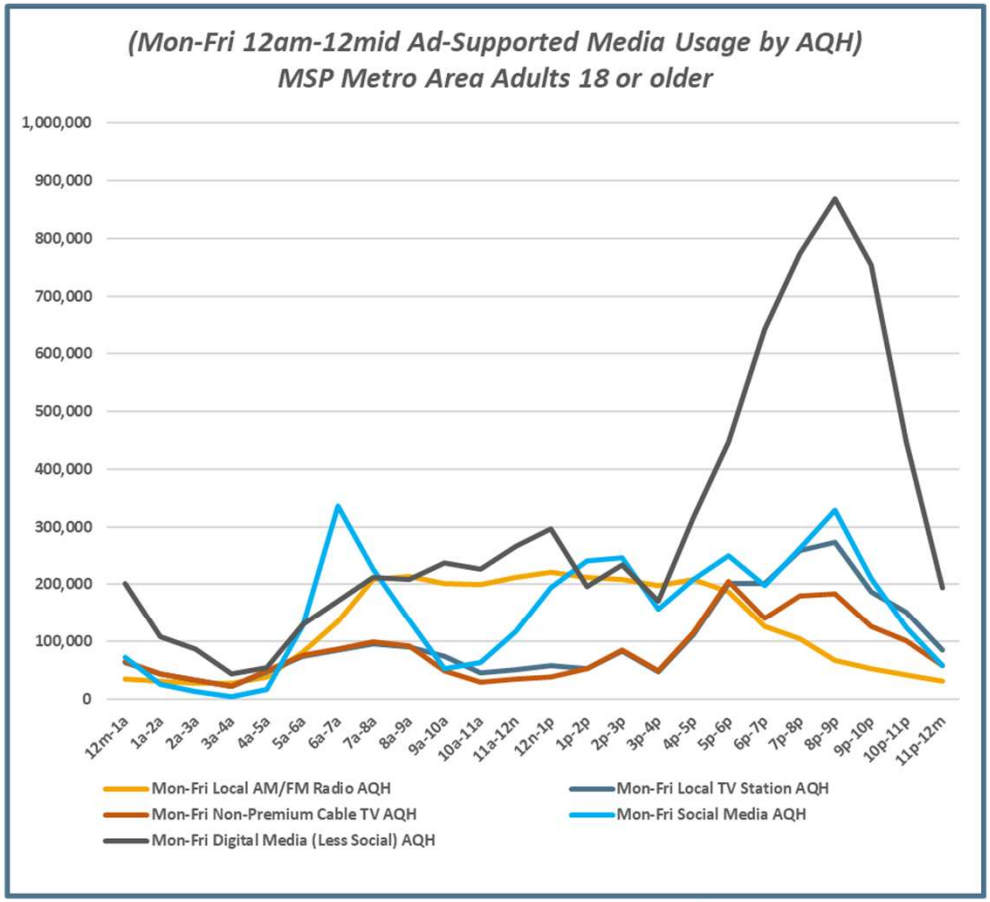
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 87,239; Social Media: 63,853; Local Radio: 61,045; Non-Prem. Cable: 26,866; Local TV: 26,281 reaching Adults 18 or older who Live in a Household with One or More SMART SP





MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

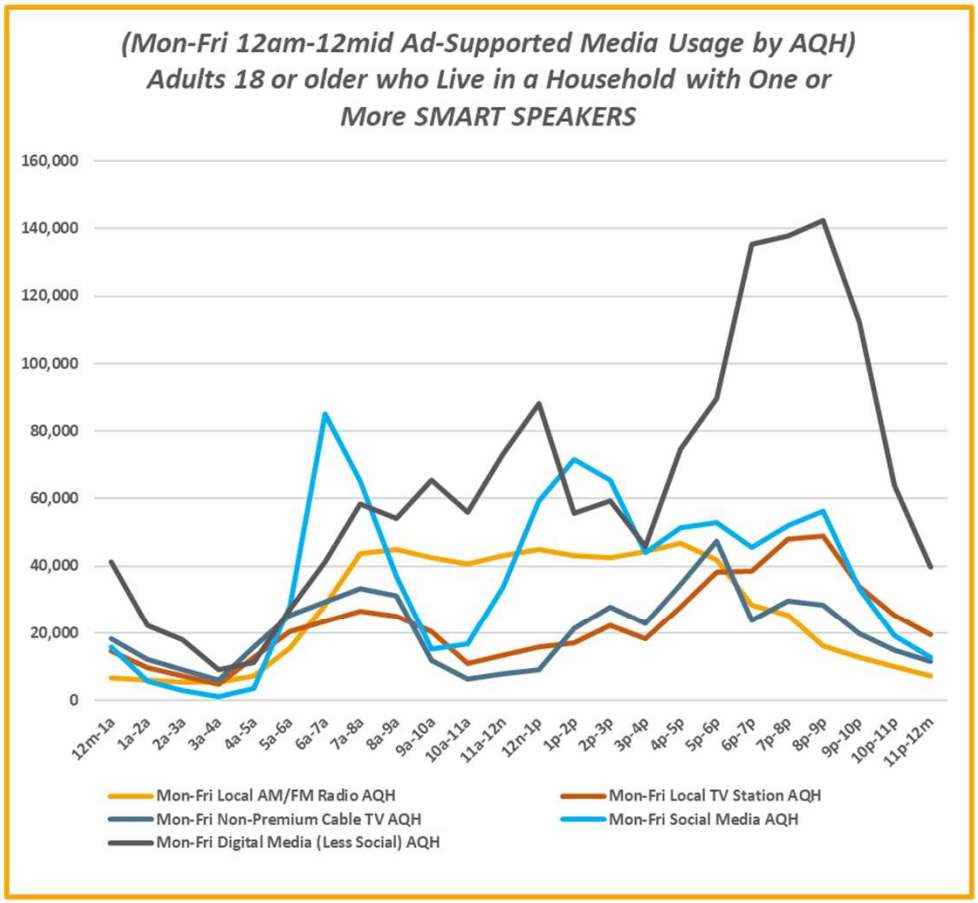
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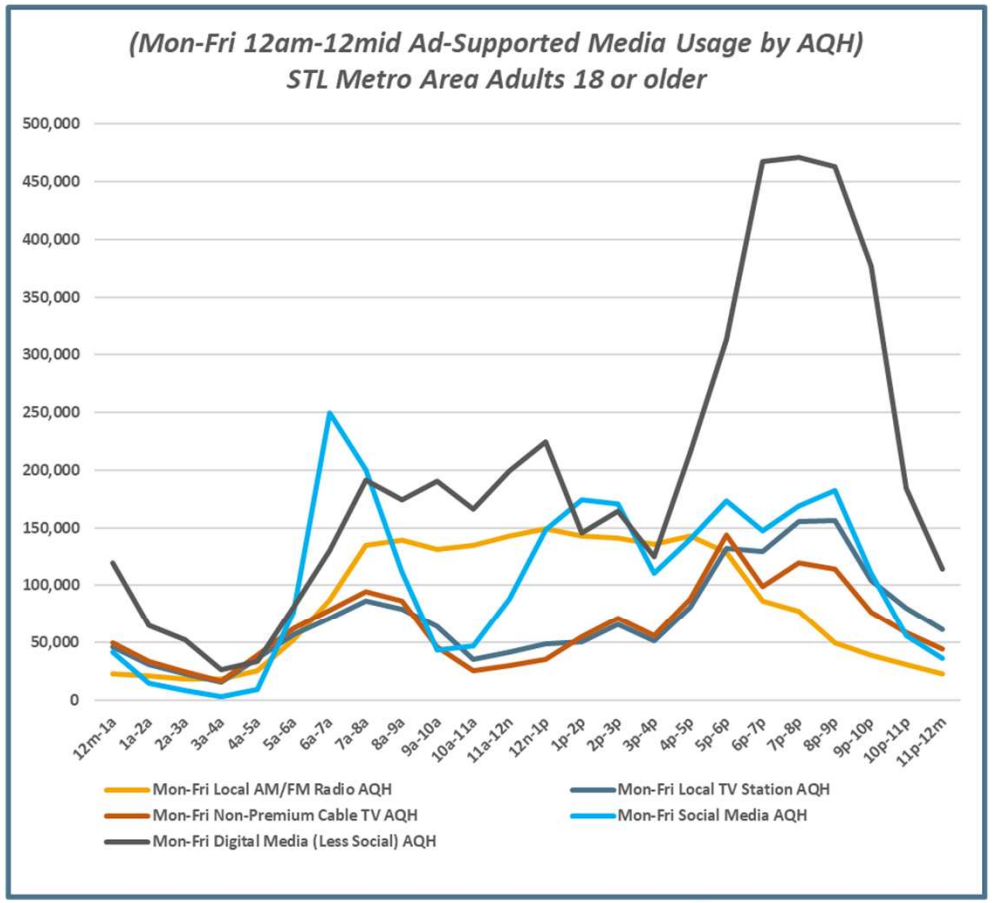
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 69,003; Social Media: 49,415; Local Radio: 41,114; Non-Prem. Cable: 23,558; Local TV: 22,870 reaching Adults 18 or older who Live in a Household with One or More SMART SP





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

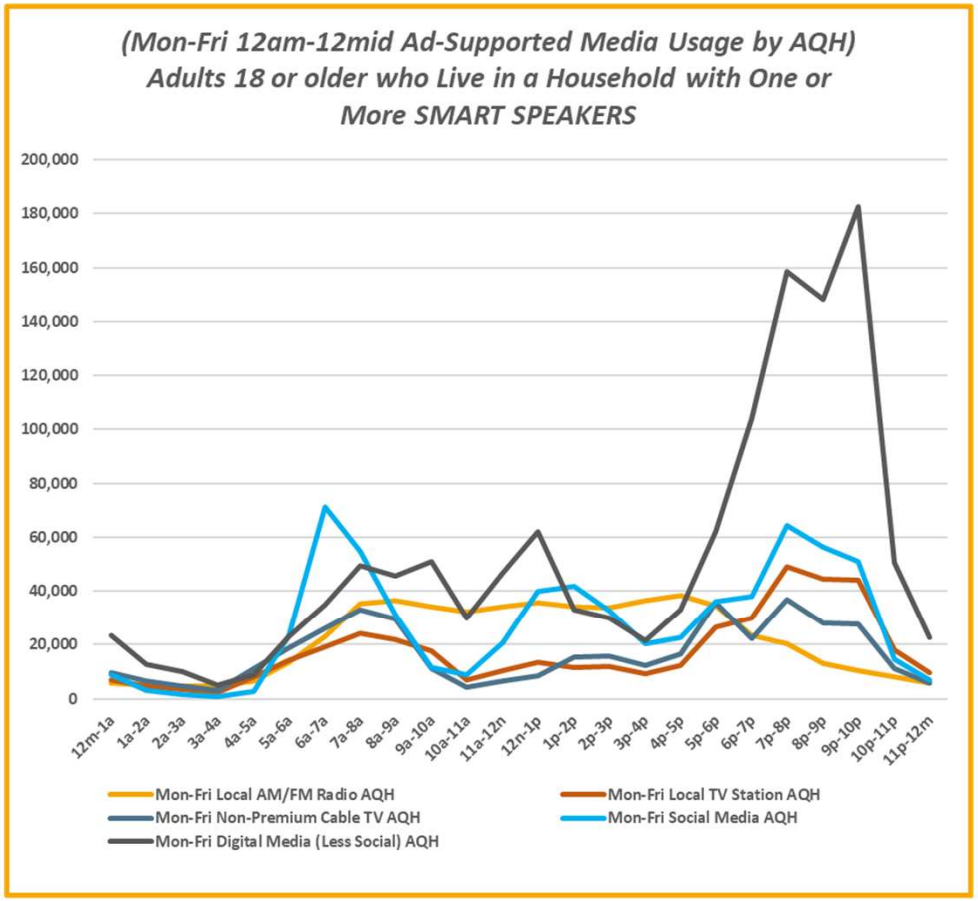
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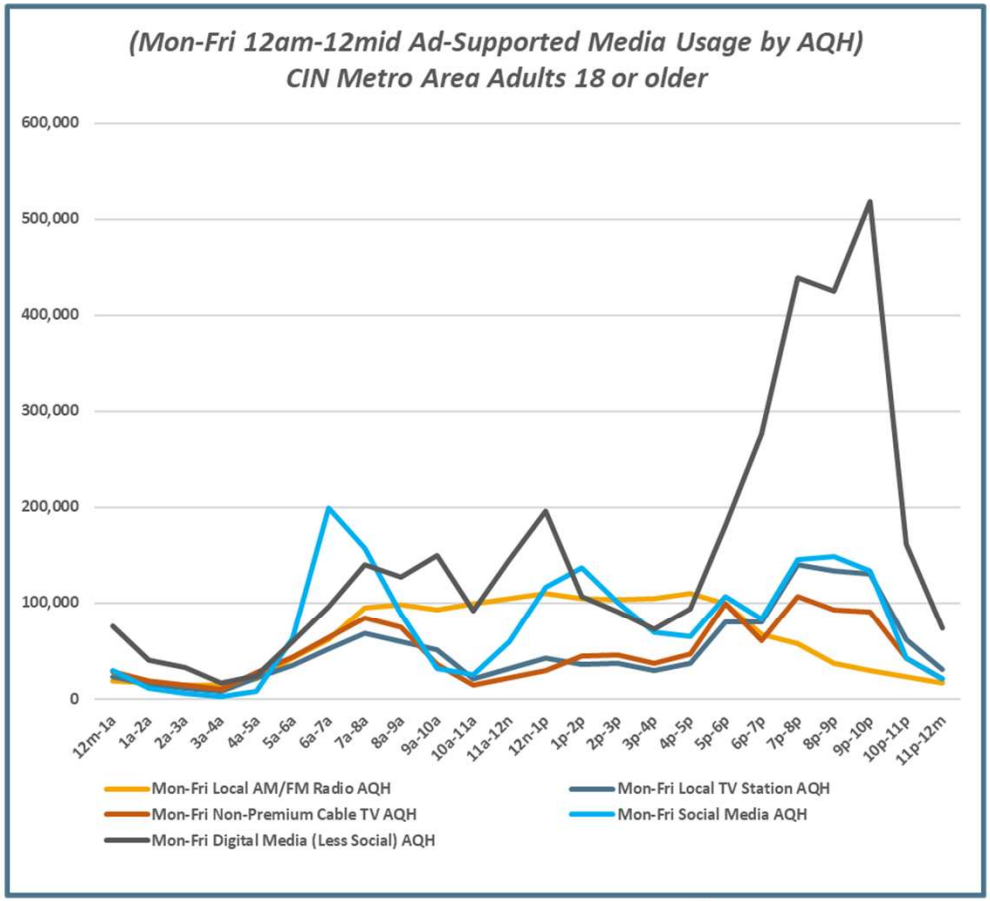
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,352; Local Radio: 33,162; Social Media: 32,983; Non-Prem. Cable: 18,166; Local TV: 16,446 reaching Adults 18 or older who Live in a Household with One or More SMART SP





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

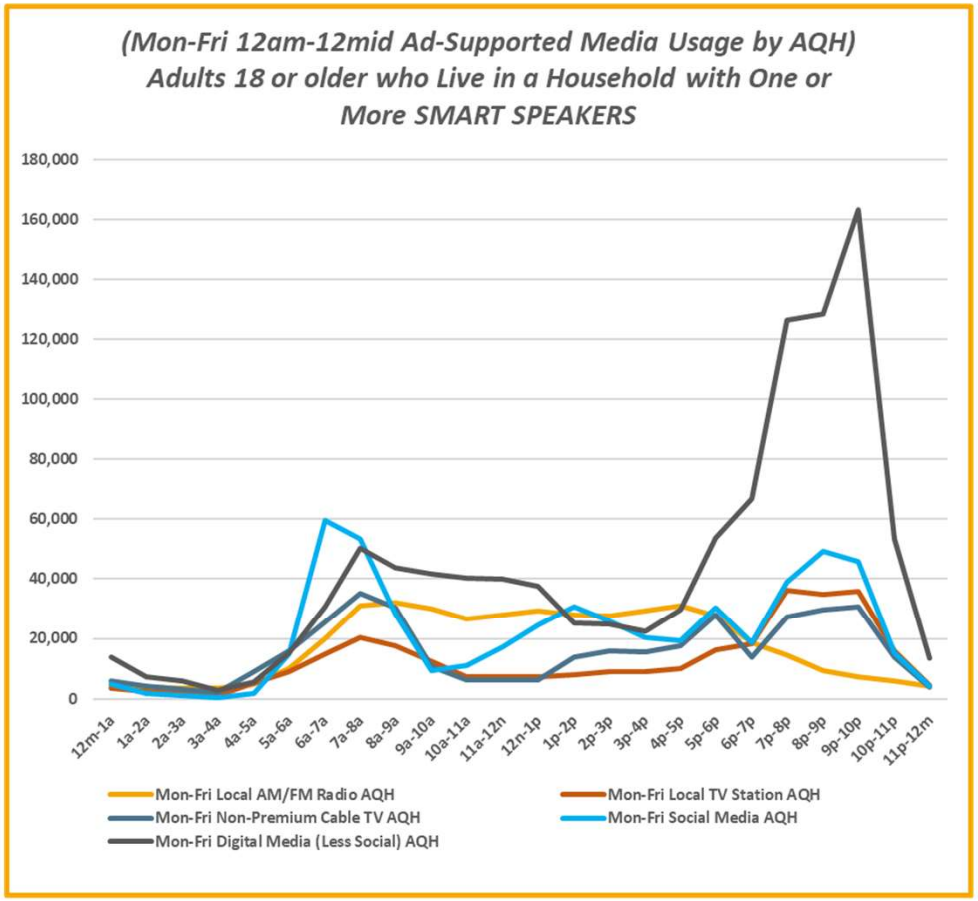
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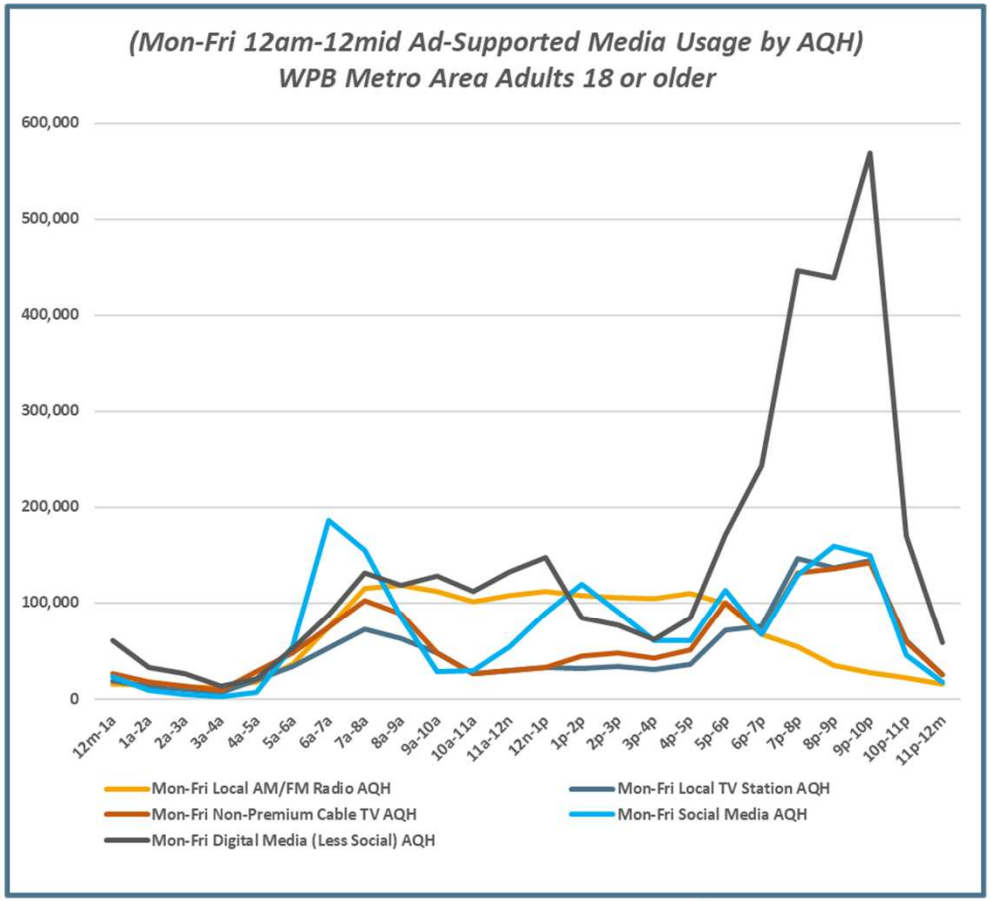
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,942; Local Radio: 27,634; Social Media: 26,790; Non-Prem. Cable: 17,285; Local TV: 12,100 reaching Adults 18 or older who Live in a Household with One or More SMART SP





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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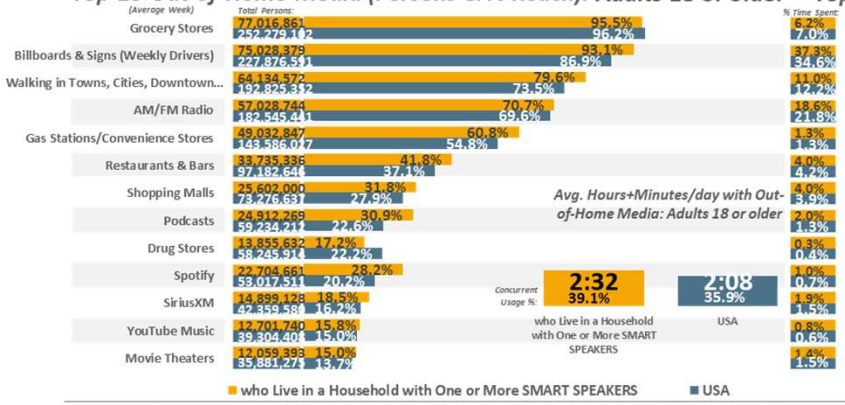
soefa.ai Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

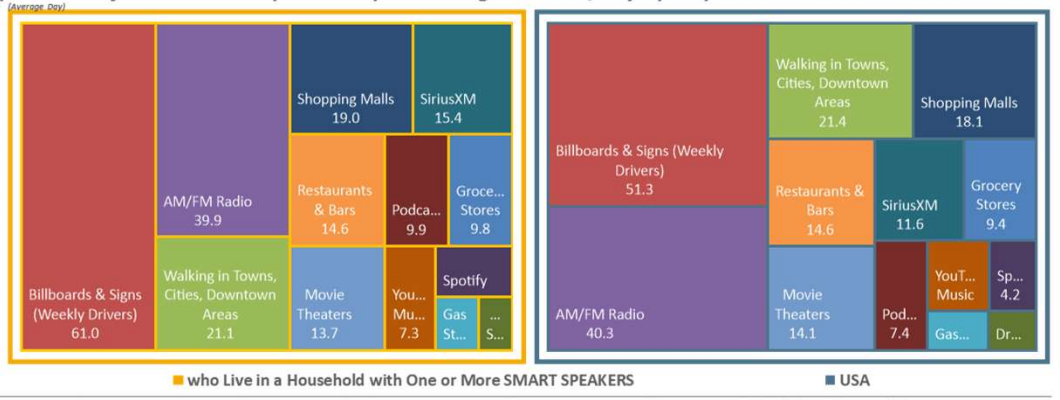


75,028,379 or 93.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 61. minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes

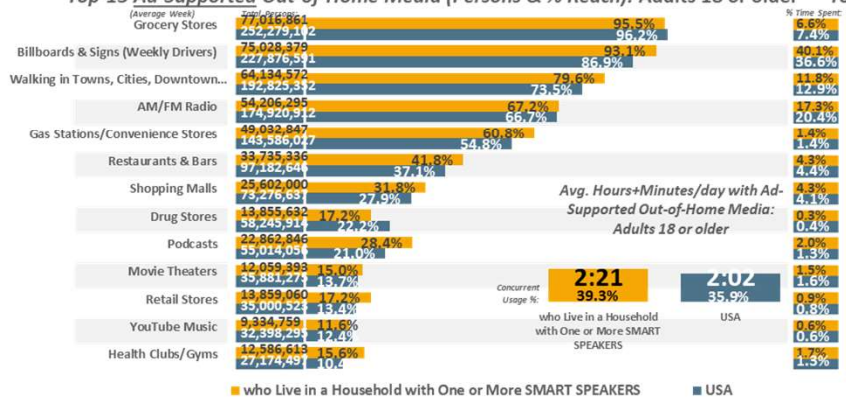
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



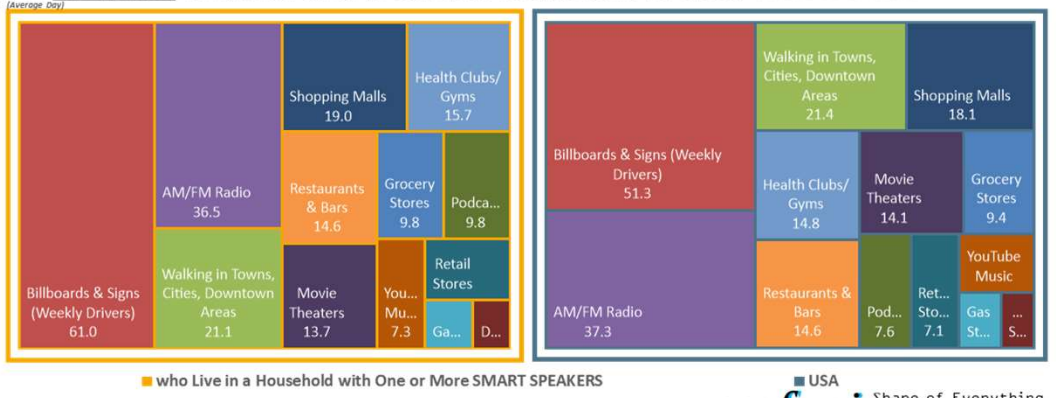
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

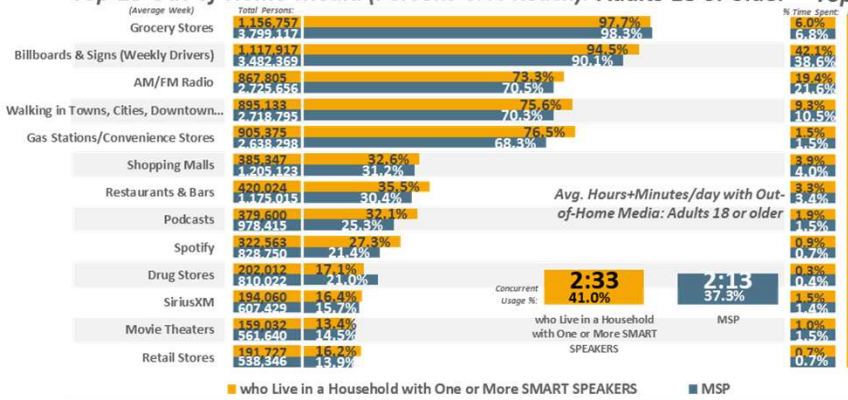
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

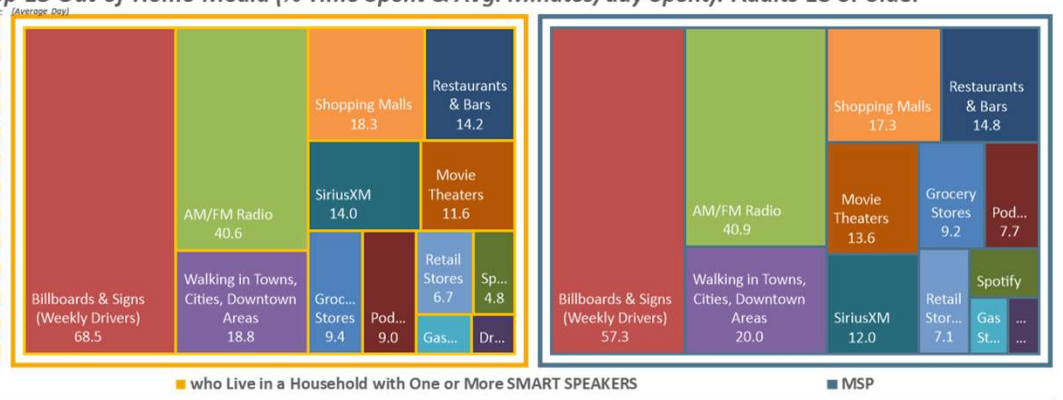


1,117,917 or 94.5% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 68.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes

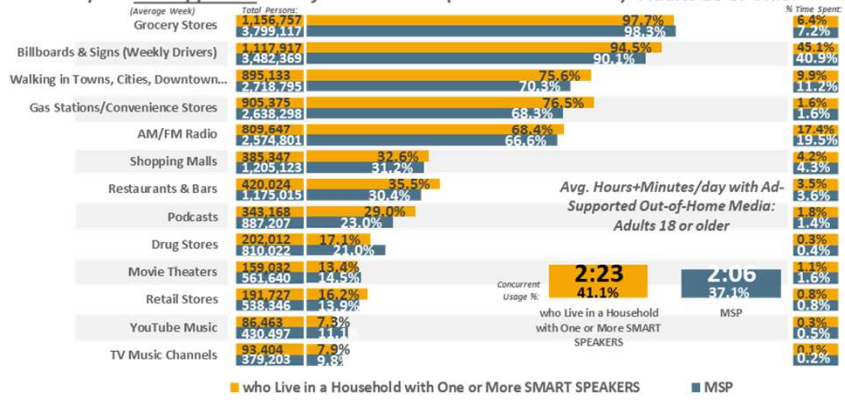
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



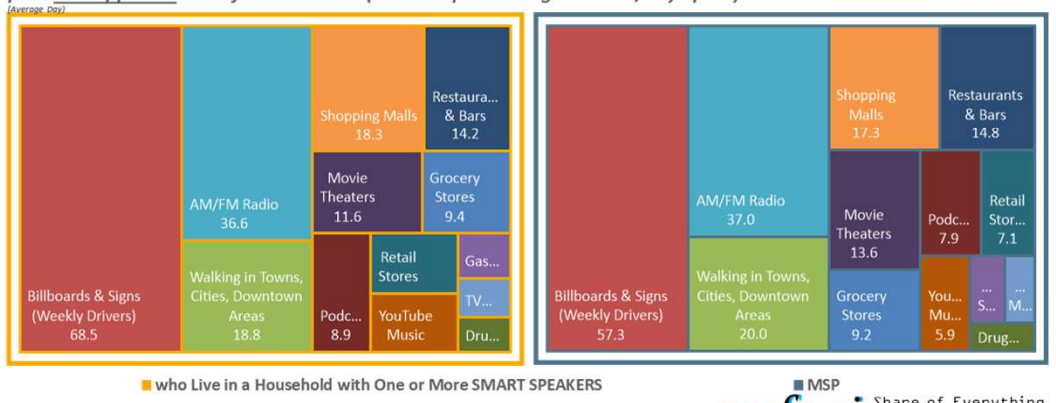
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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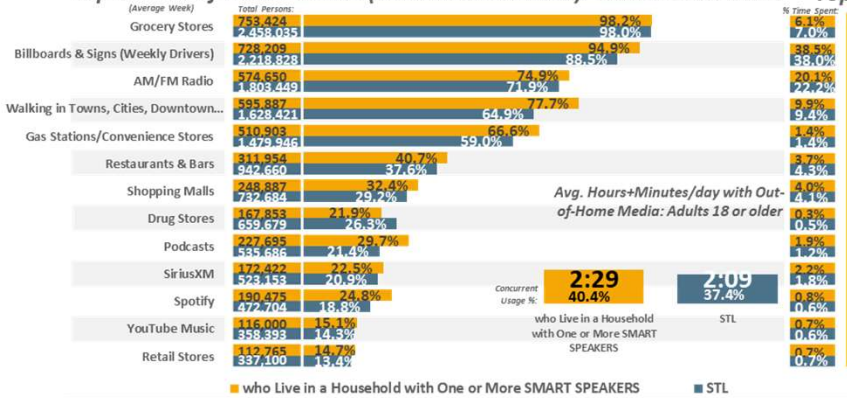
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

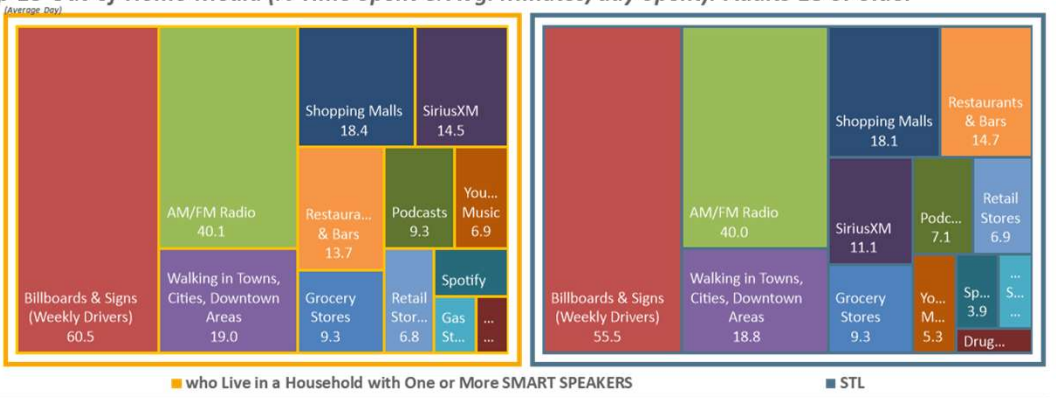


728,209 or 94.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 60.5 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/da

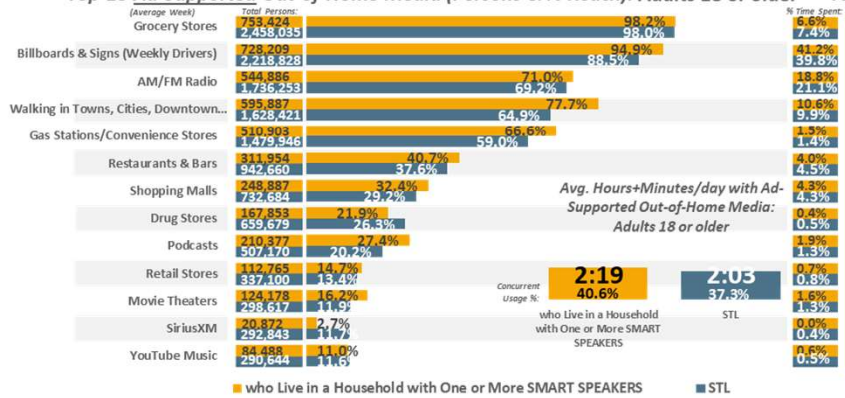
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



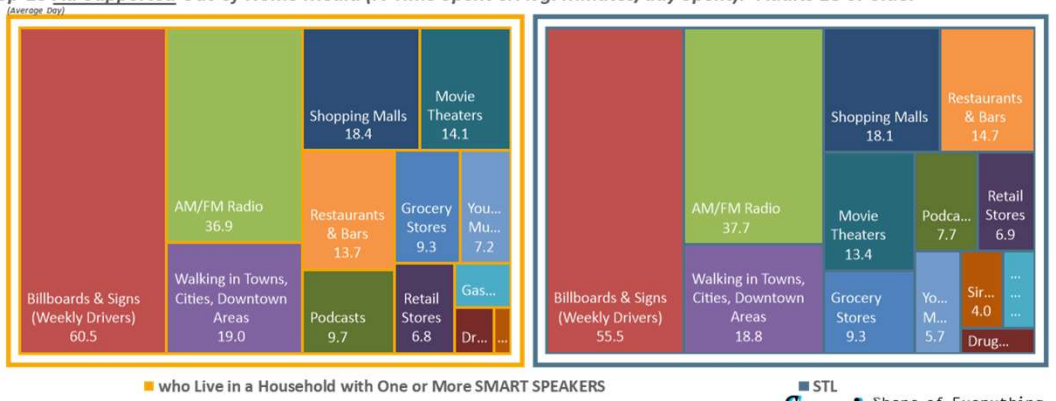
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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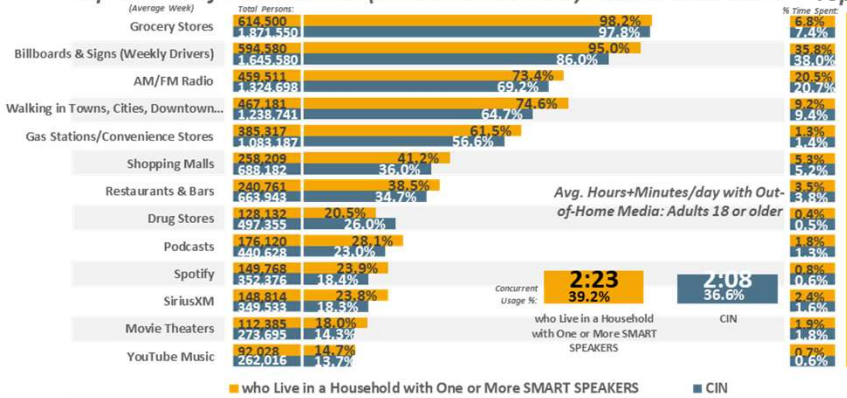
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

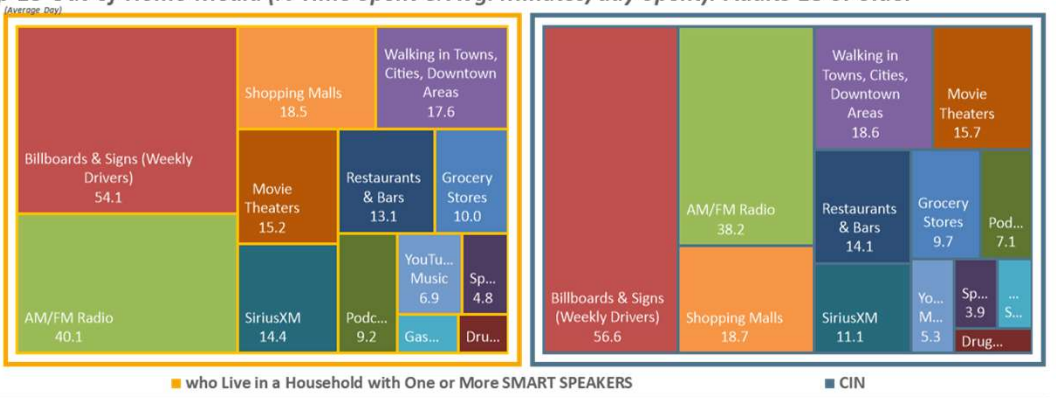


594,580 or 95.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/da

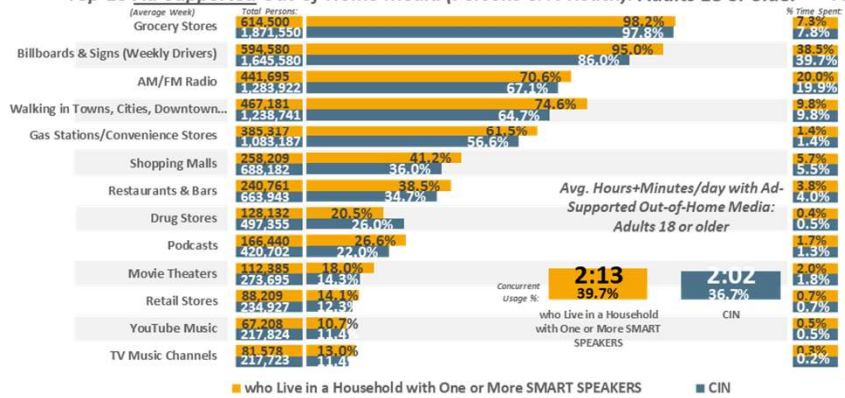
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



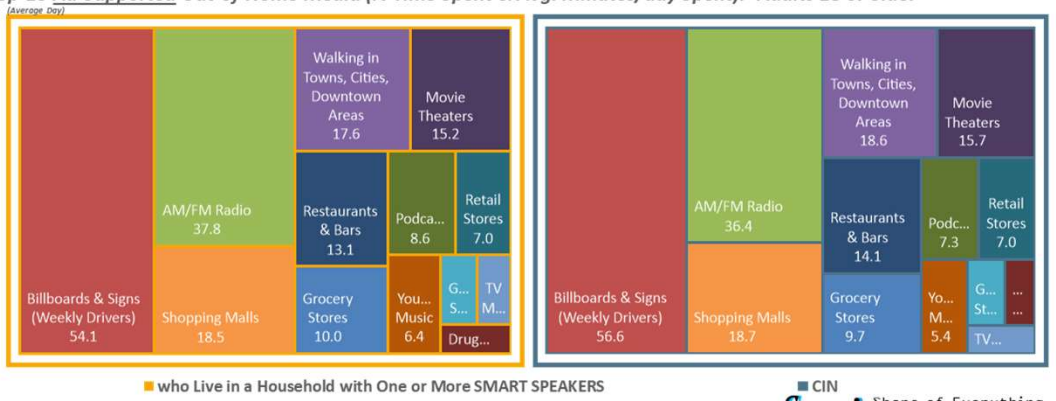
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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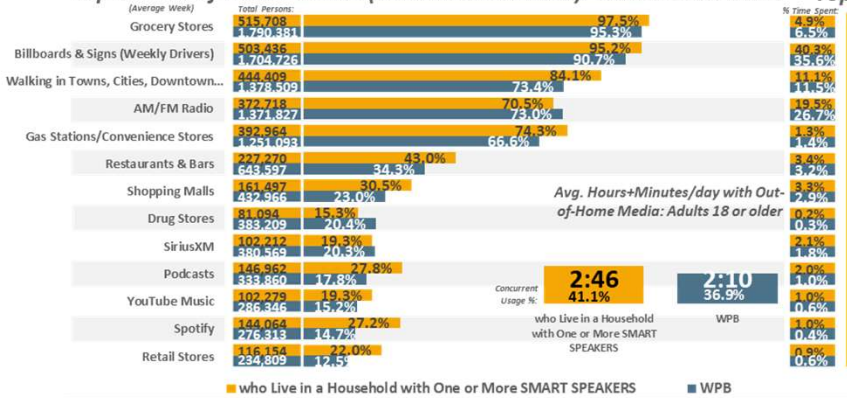
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

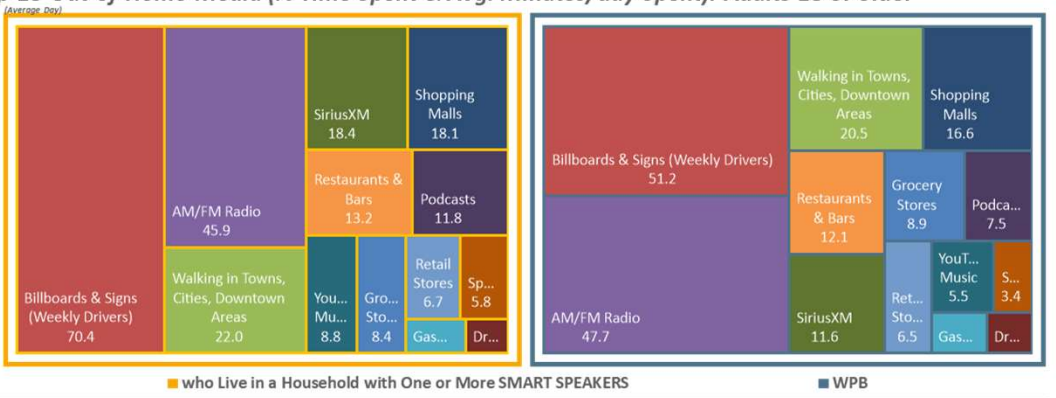


503,436 or 95.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/da

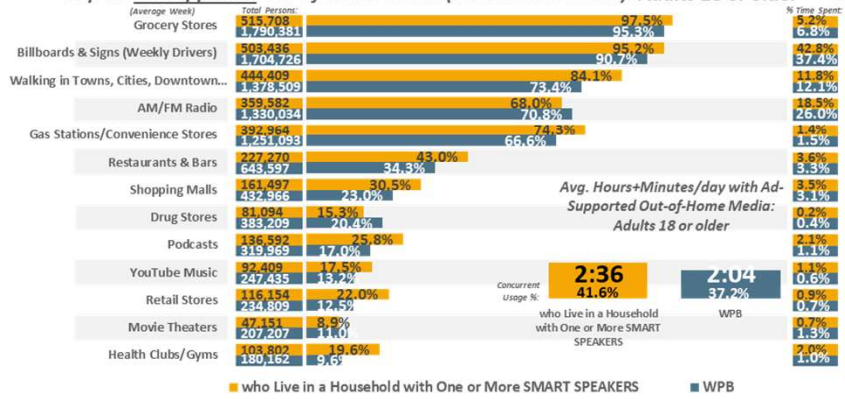
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



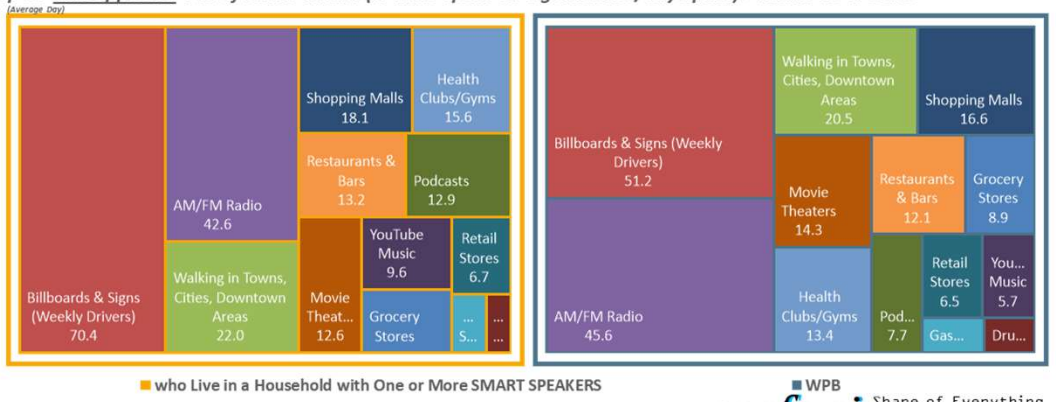
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589

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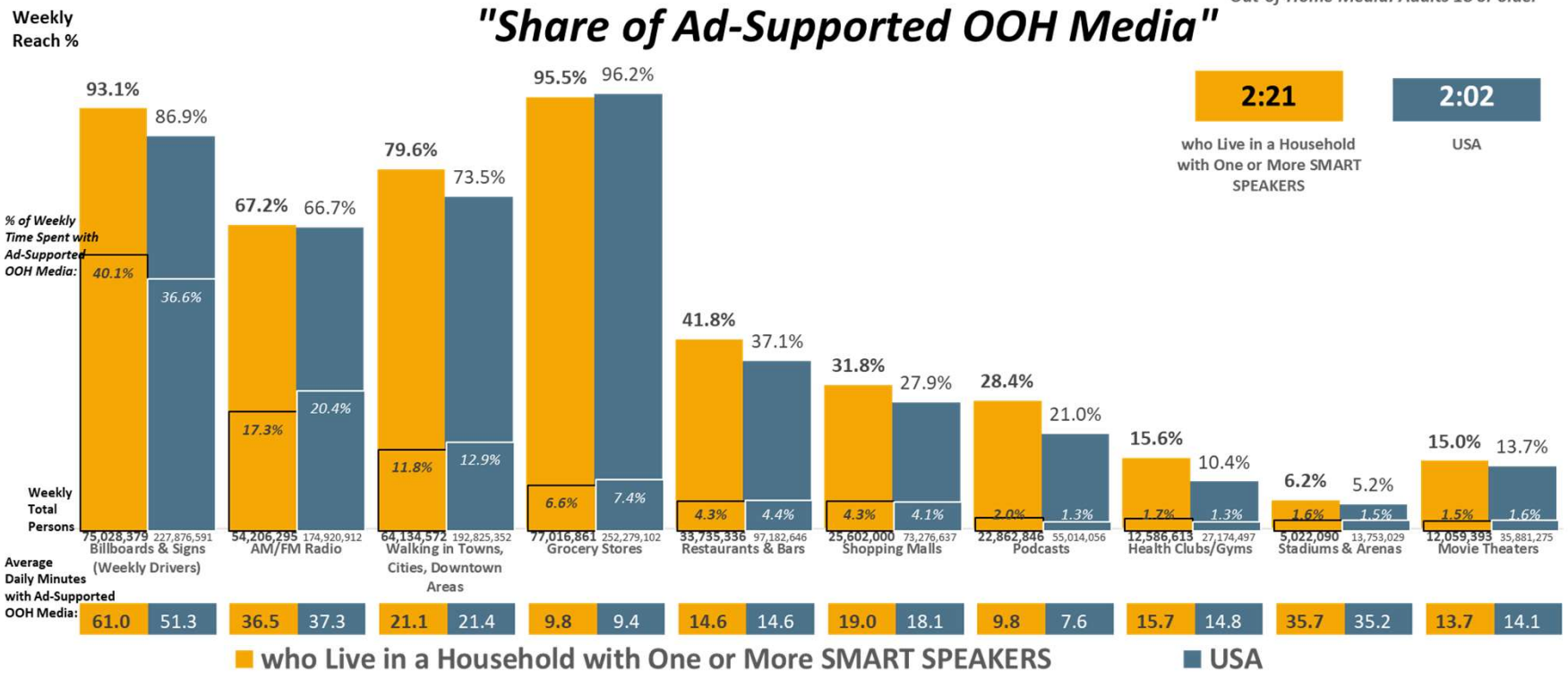
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



75,028,379 or 93.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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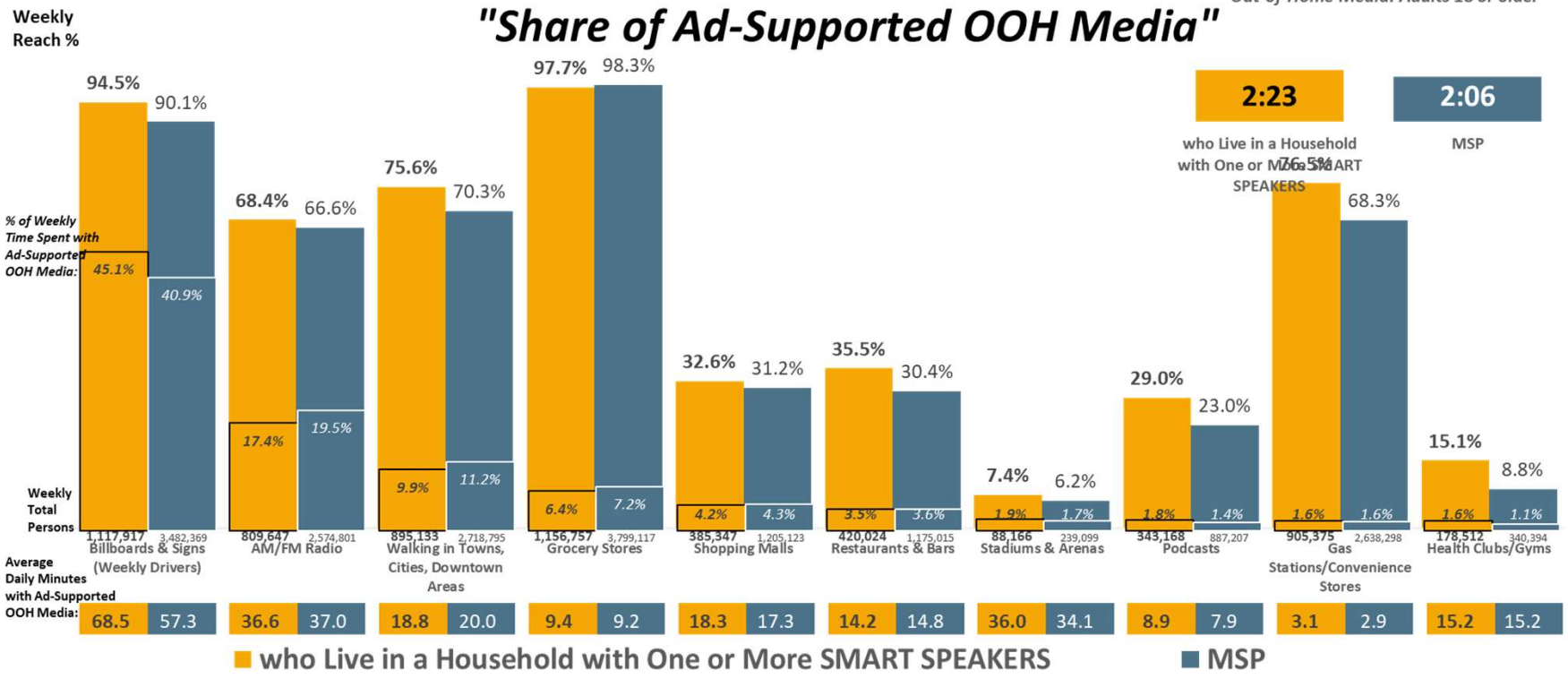
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,117,917 or 94.5% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 68.5 minutes per day driving, seeing Billboards and Signs representing 45.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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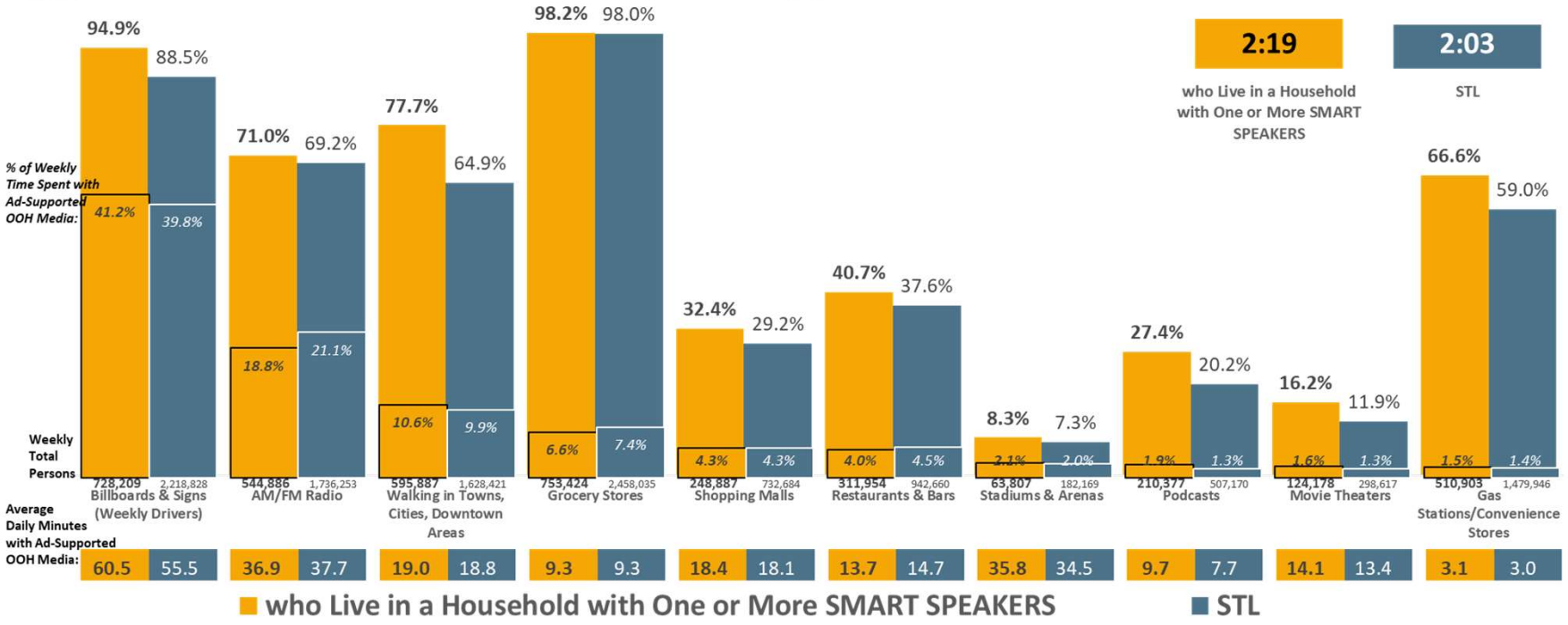
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



728,209 or 94.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 60.5 minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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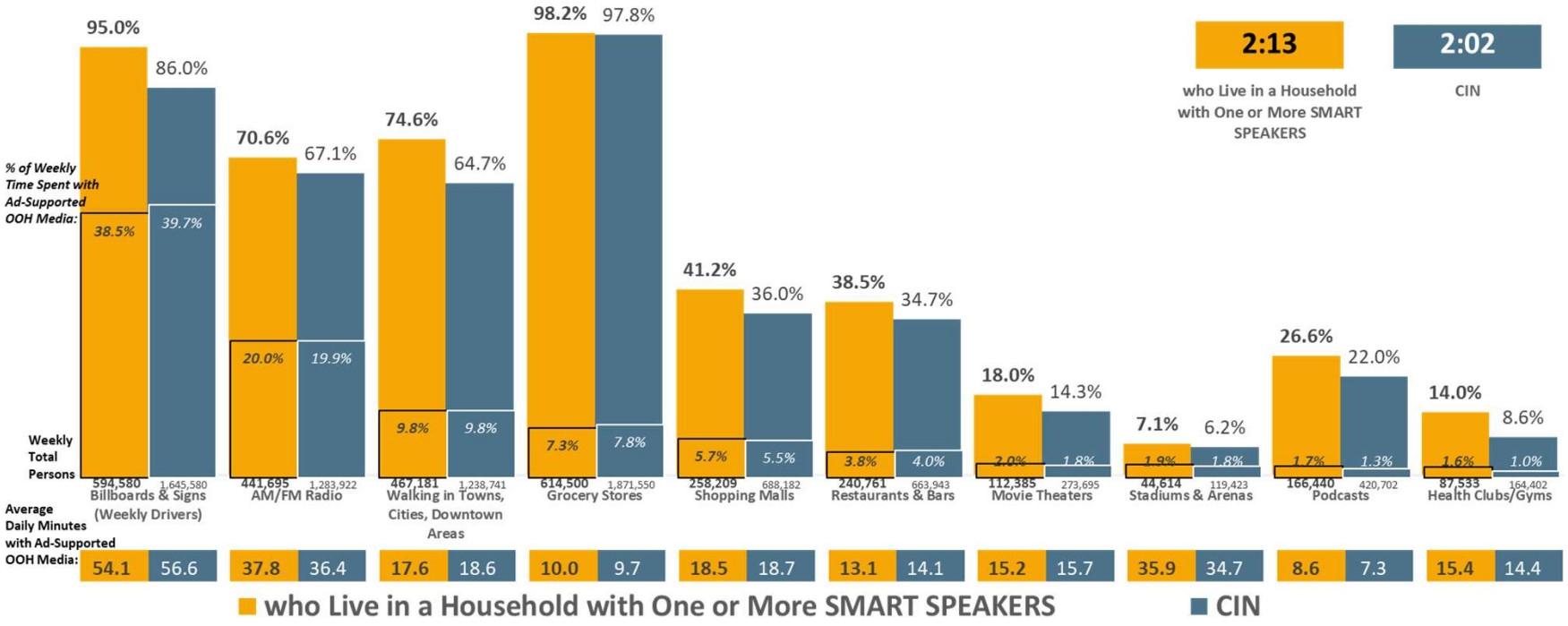
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



594,580 or 95.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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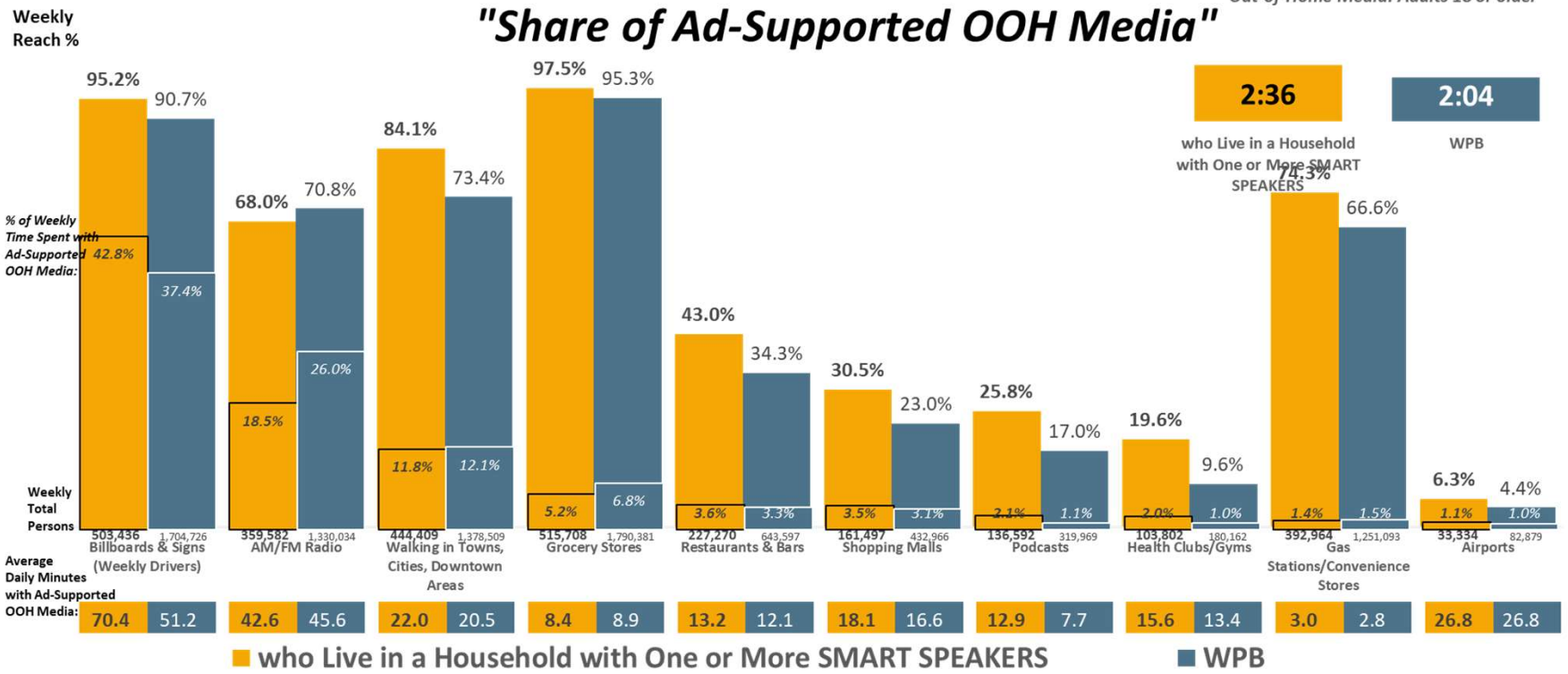
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



503,436 or 95.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 42.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 589 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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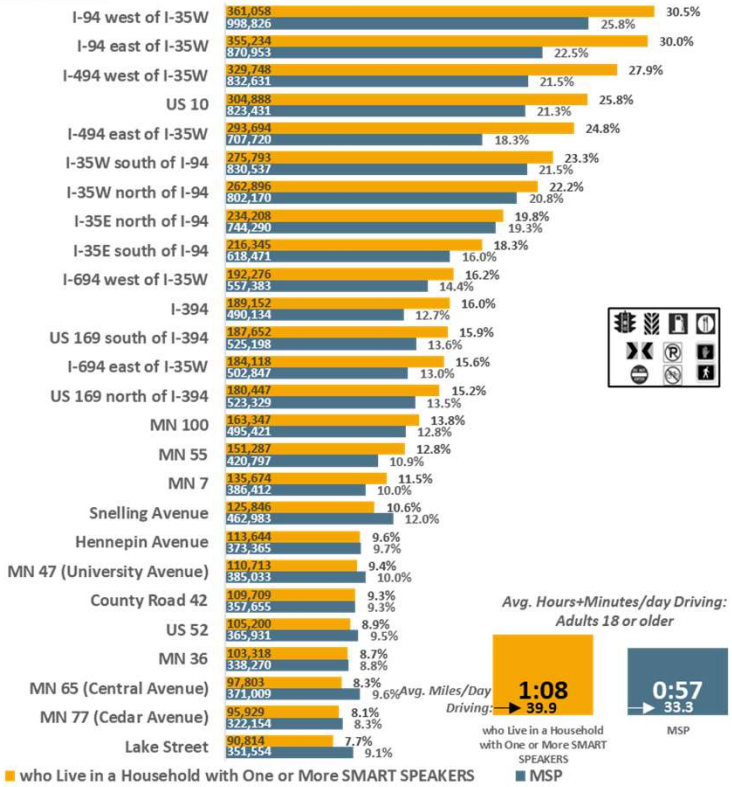
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,117,917 or 94.5% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 68.5 minutes per day driving an average of 39.9 miles each day and are 35.5% more likely to use I-494 east of I-35W than the Metro average

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



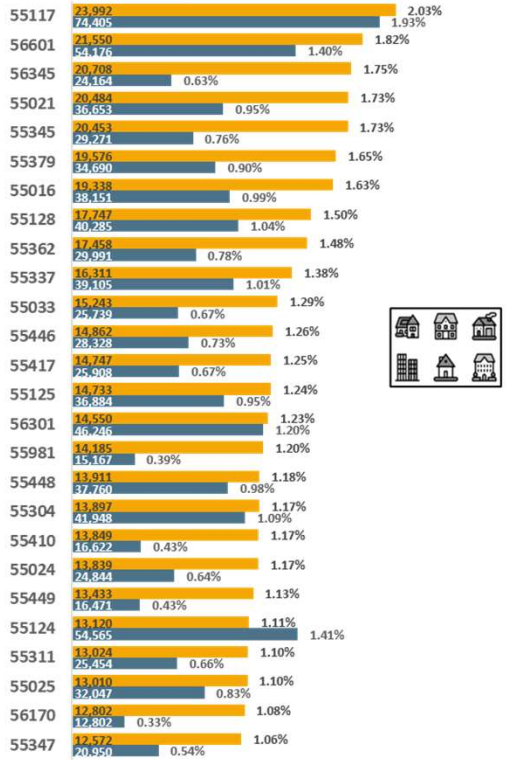
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 39.9

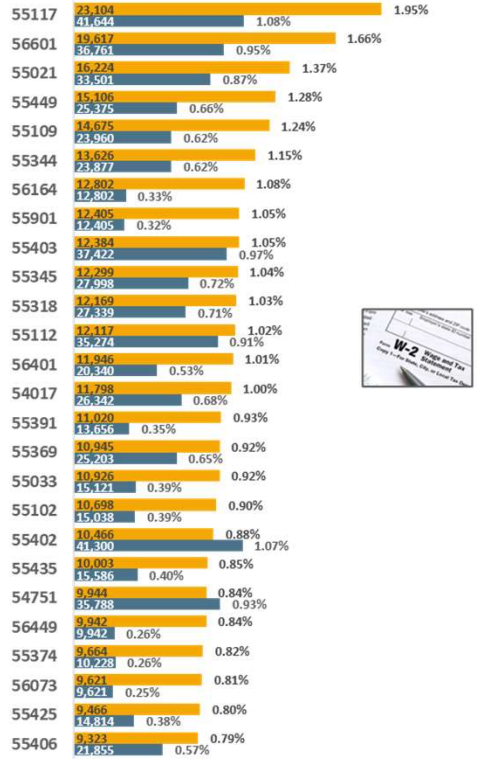
1:08 who Live in a Household with One or More SMART SPEAKERS

0:57 ▶ 33.3 MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

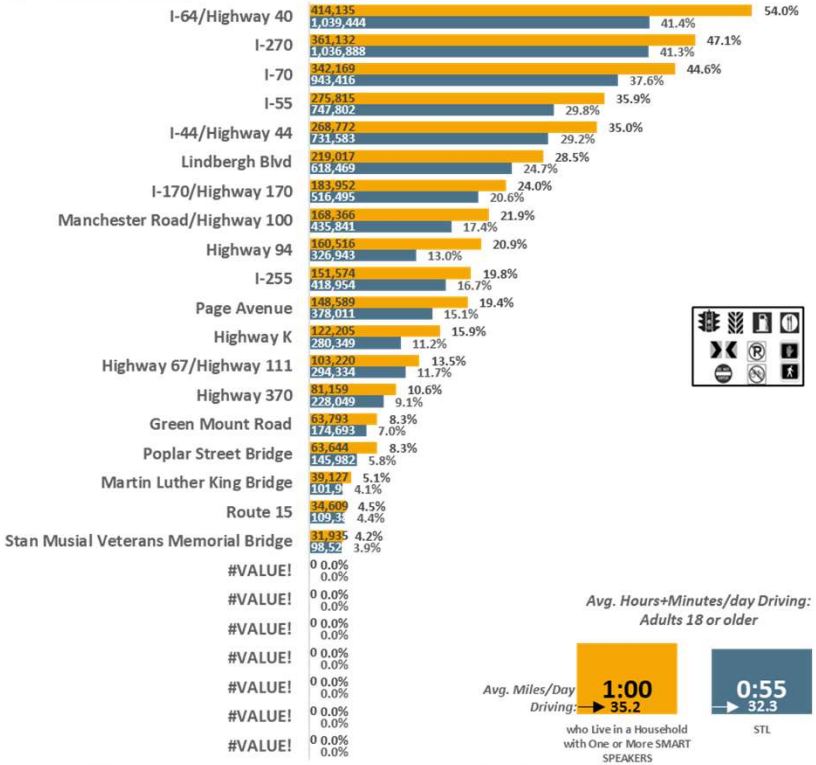
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



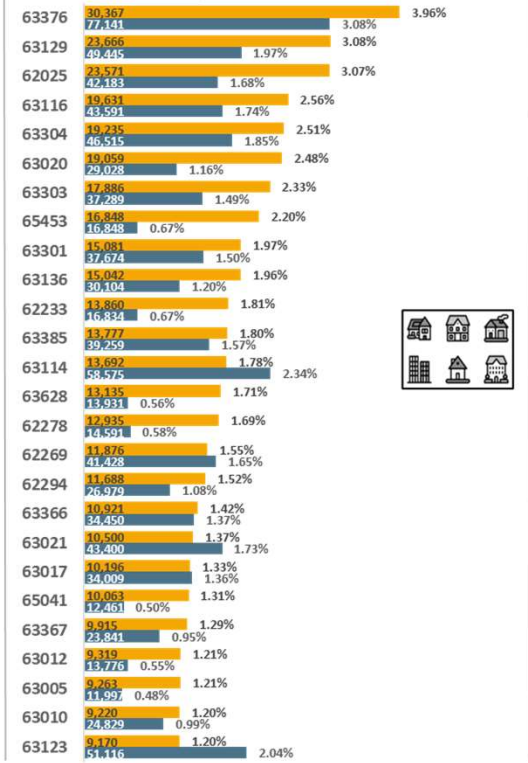
728,209 or 94.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 60.5 minutes per day driving an average of 35.2 miles each day and are 60.5% more likely to use Highway 94 than the Metro average.

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

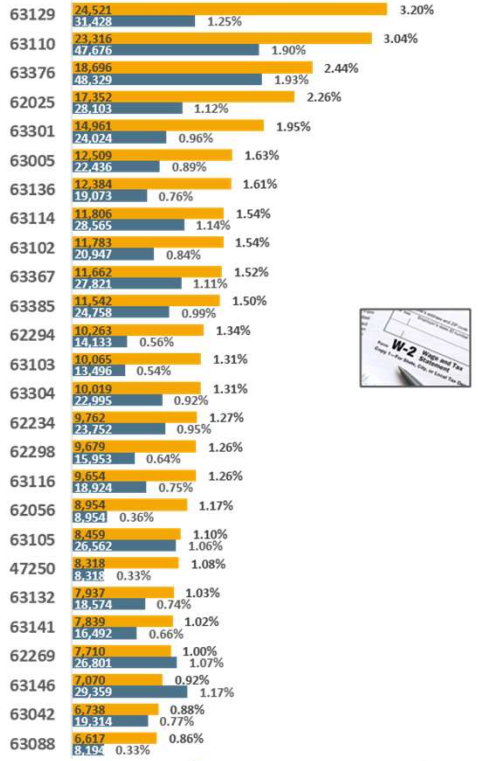


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

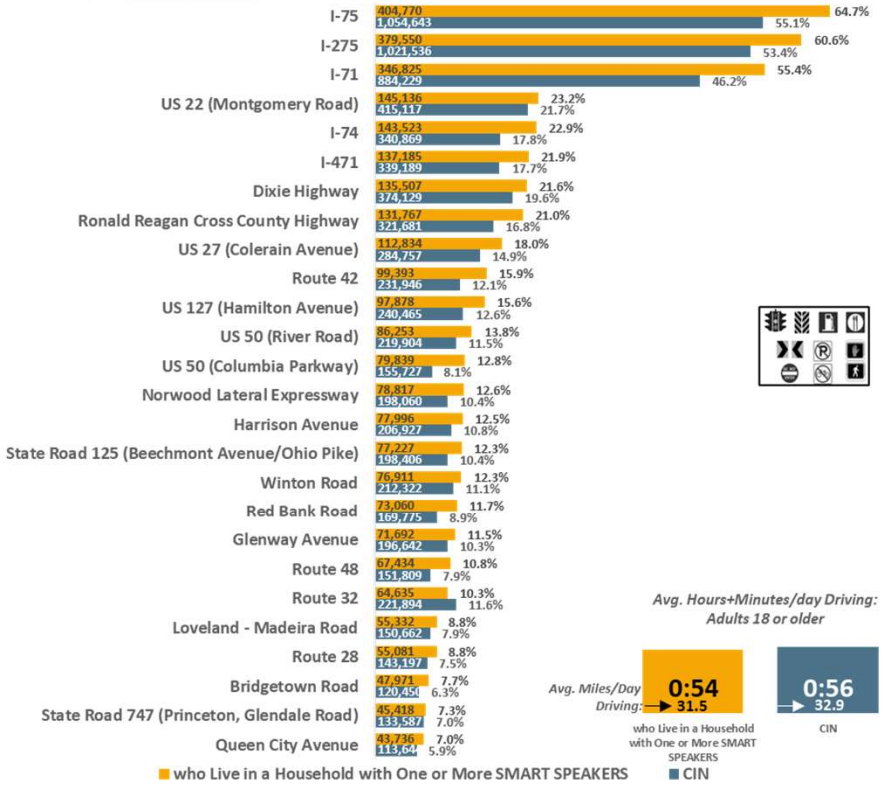
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



594,580 or 95.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 54.1 minutes per day driving an average of 31.5 miles each day and are 56.7% more likely to use US 50 (Columbia Parkway) than the Metro avera

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



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

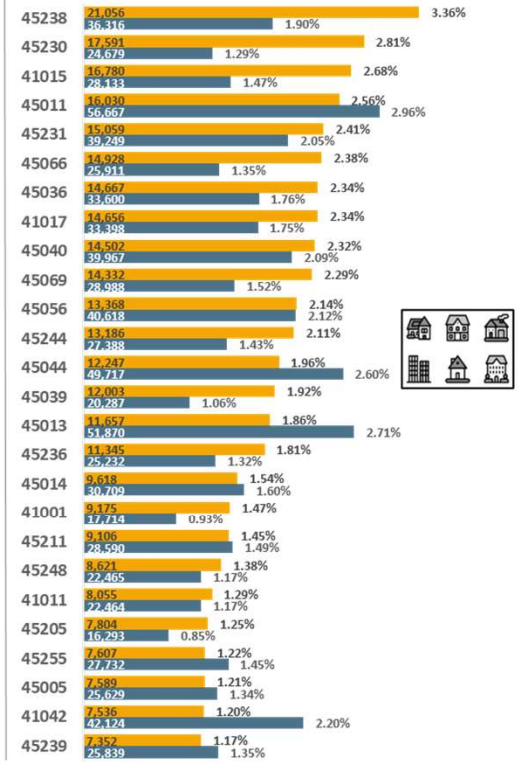
Avg. Miles/Day Driving: 31.5

0:54 who Live in a Household with One or More SMART SPEAKERS

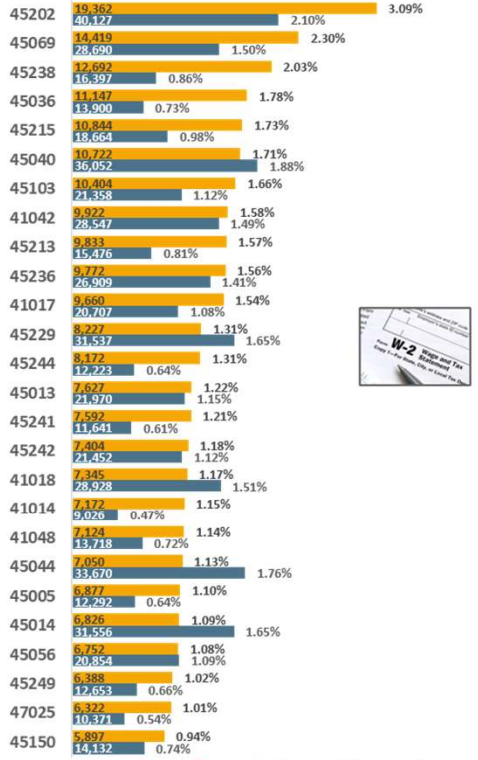
0:56 (→ 32.9) CIN

■ who Live in a Household with One or More SMART SPEAKERS ■ CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

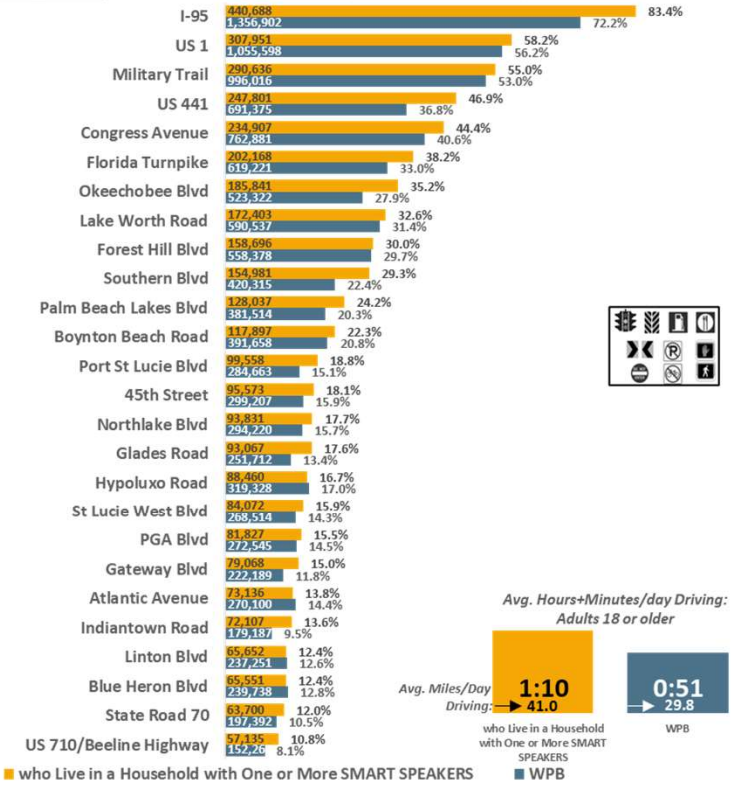
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

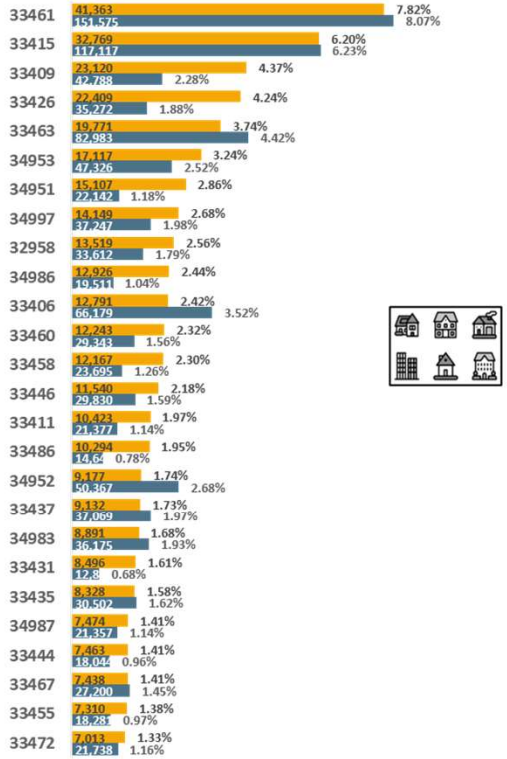


503,436 or 95.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 70.4 minutes per day driving an average of 41. miles each day and are 31.4% more likely to use Glades Road than the Metro average.

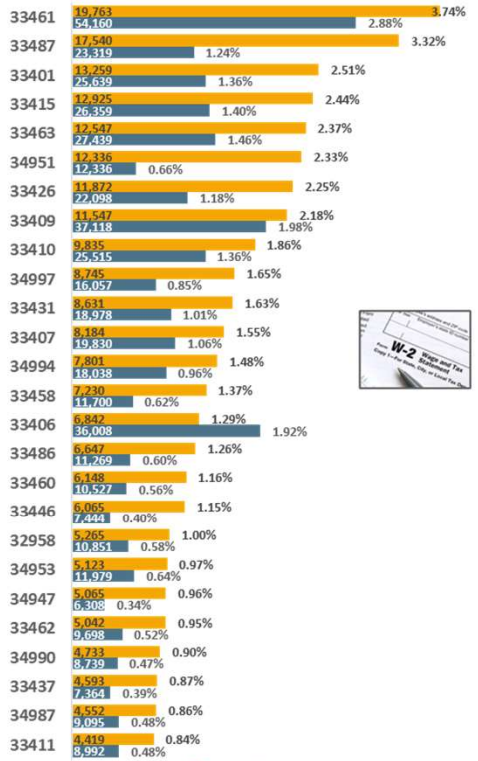
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



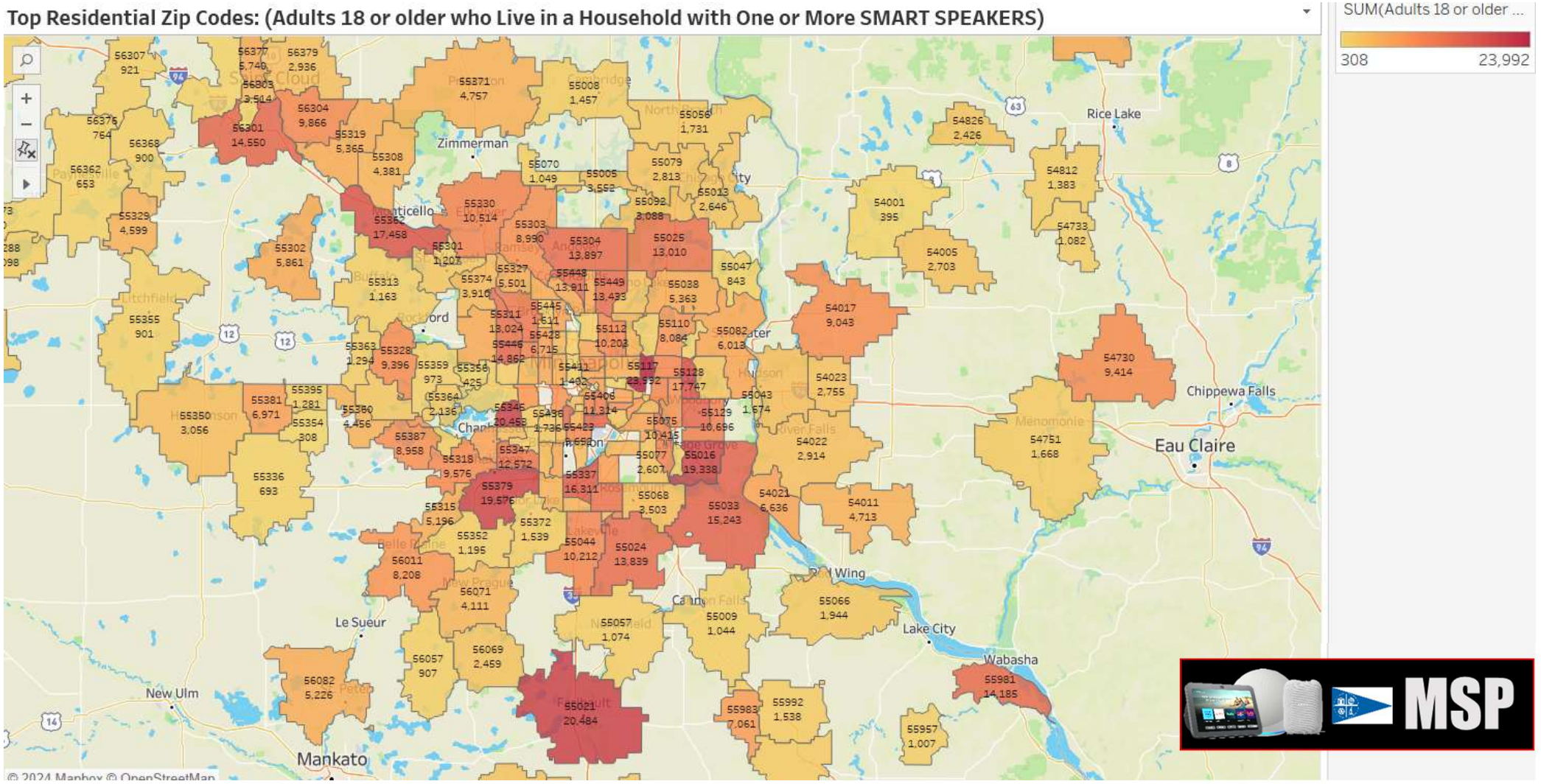
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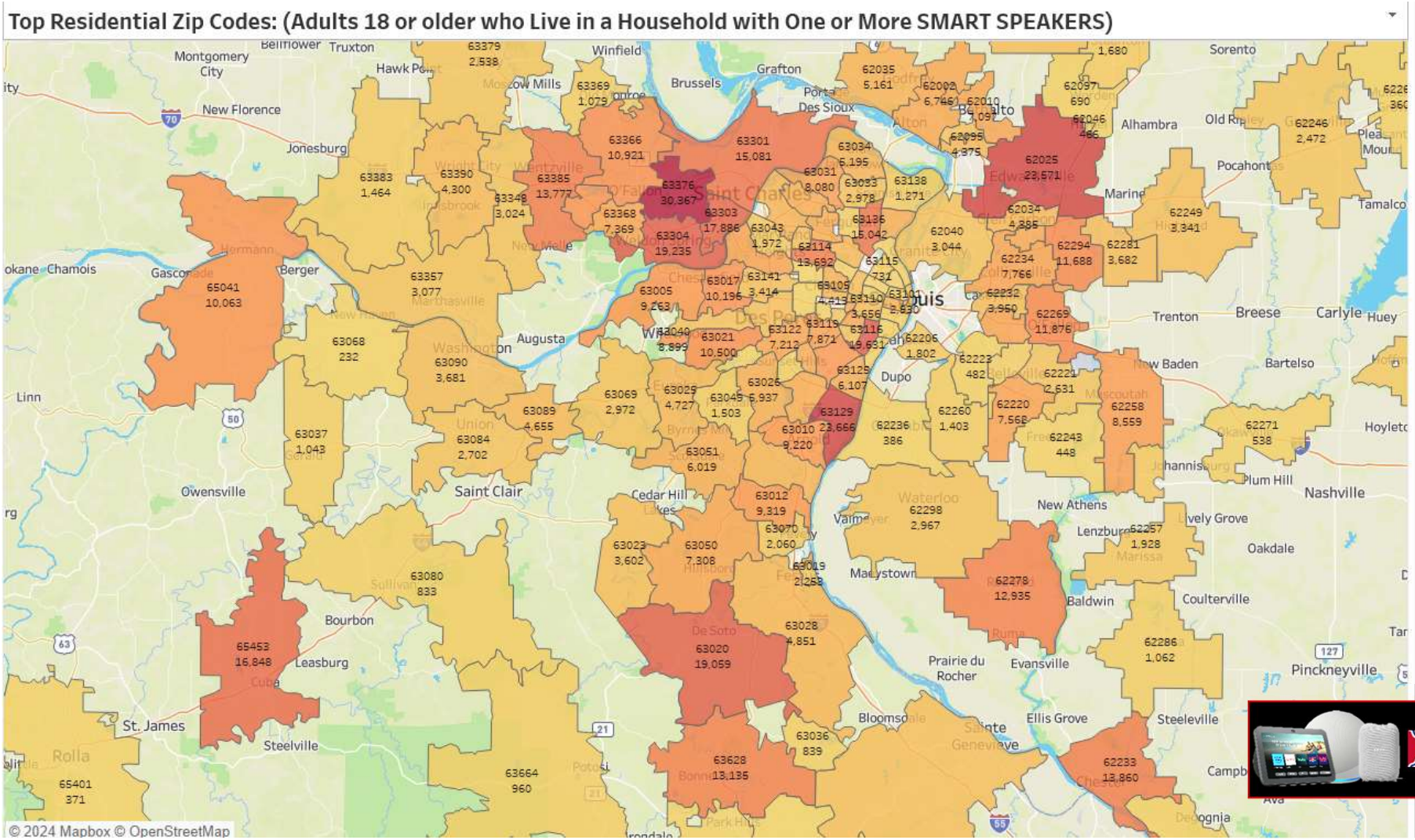
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)



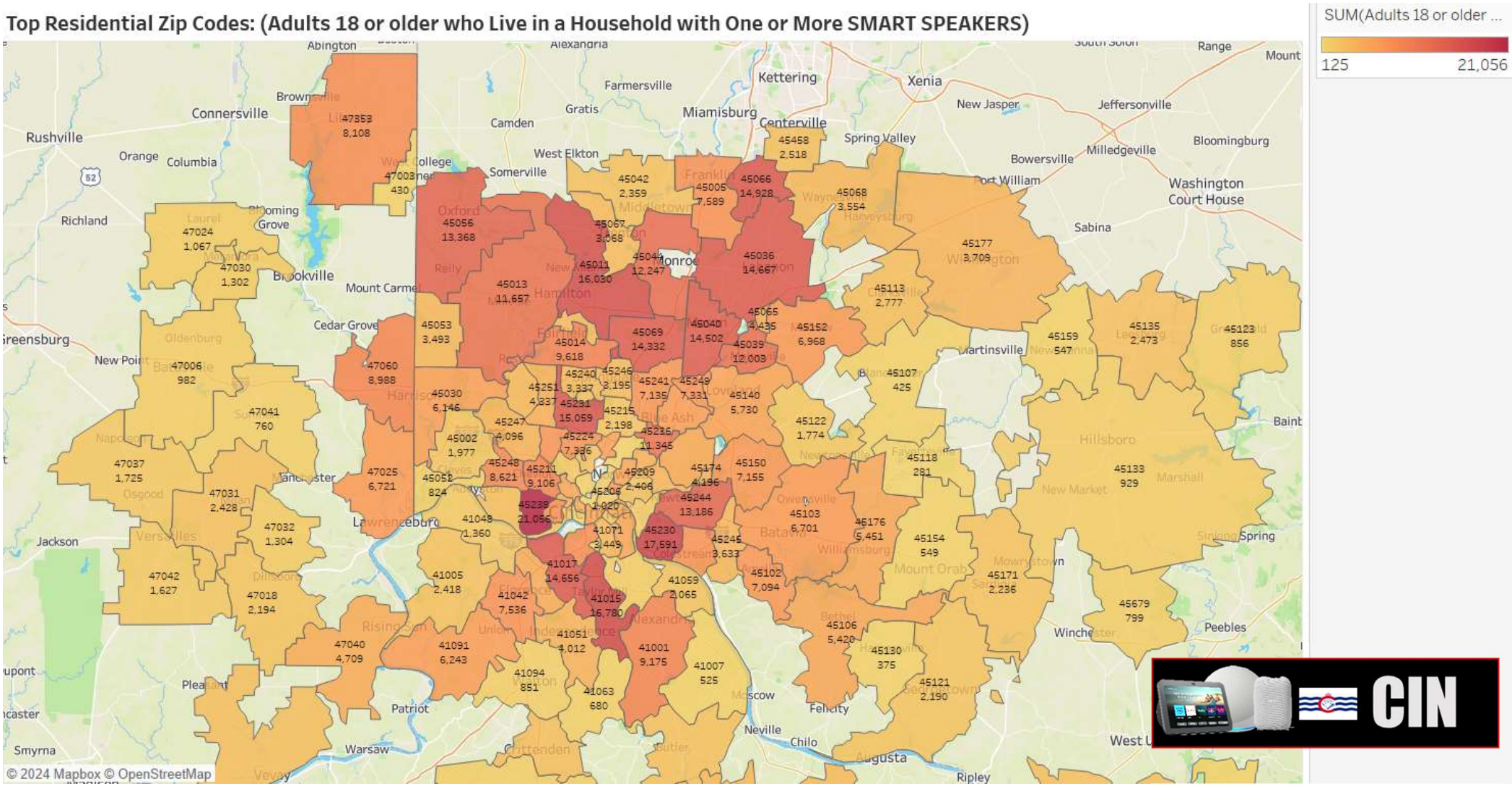
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)



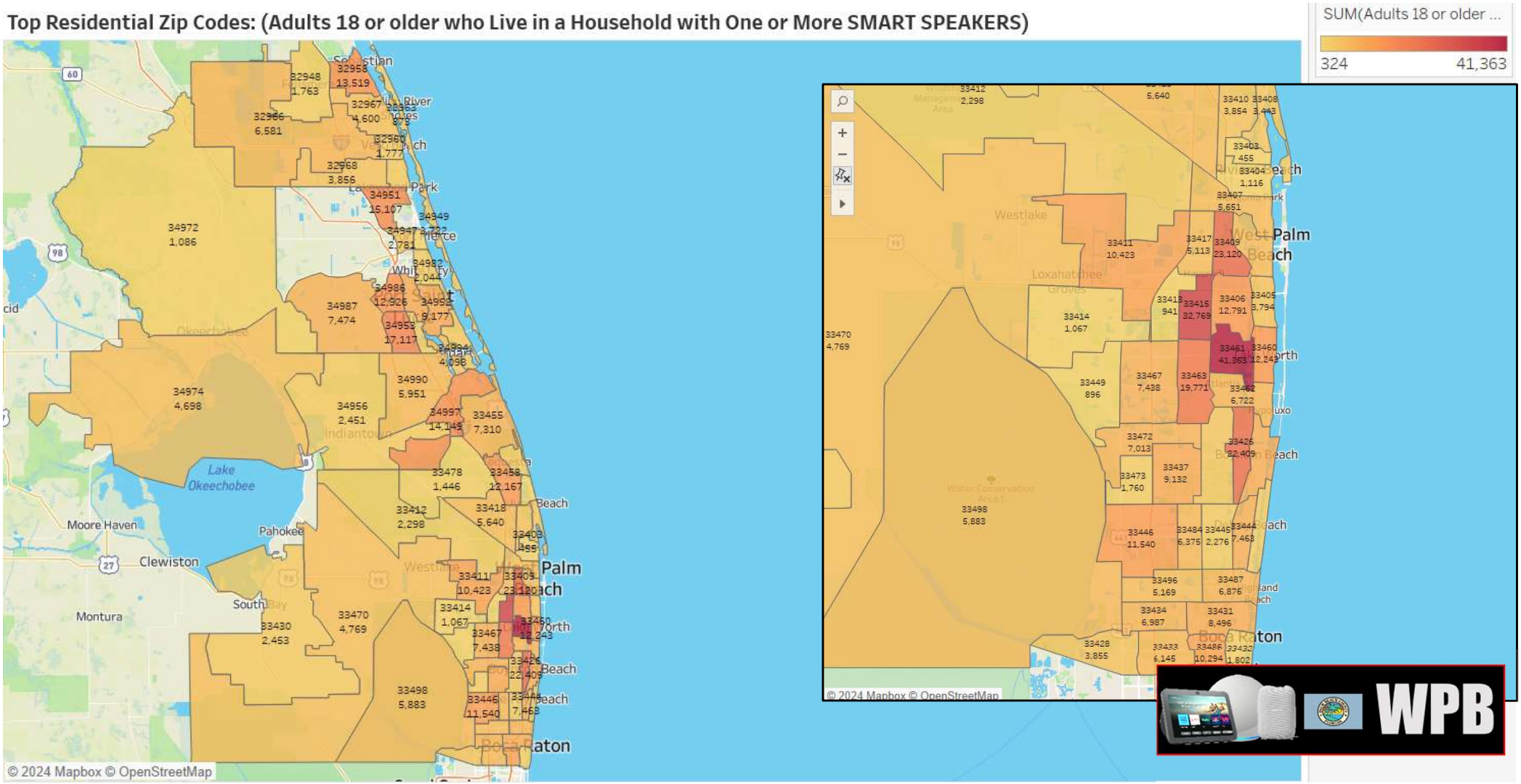
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)



Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)

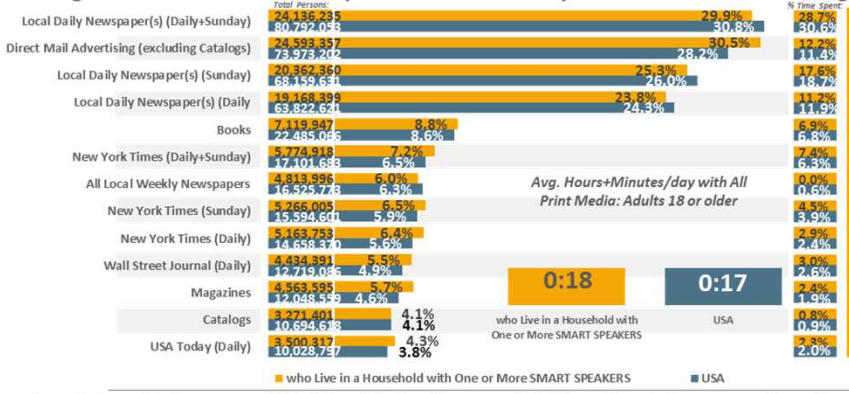


Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

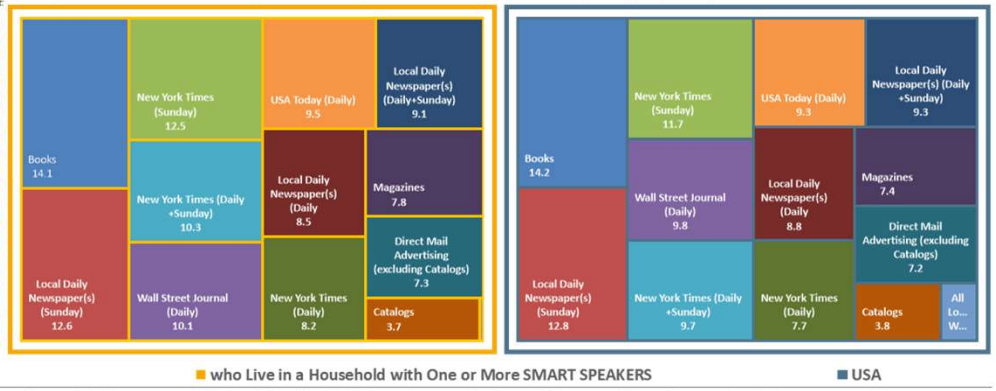


24,136,235 or 29.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.9% of all time spent daily with All forms of Print Medi

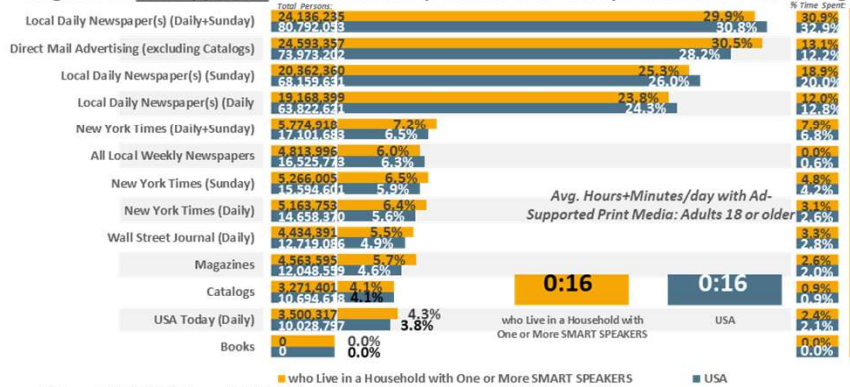
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



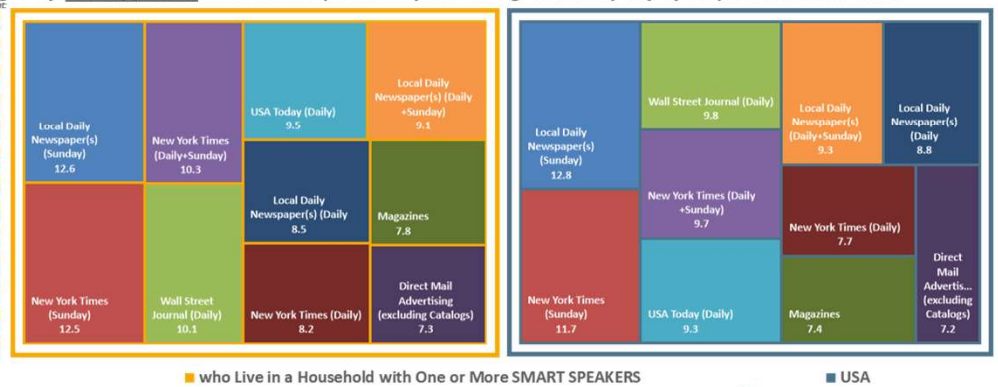
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

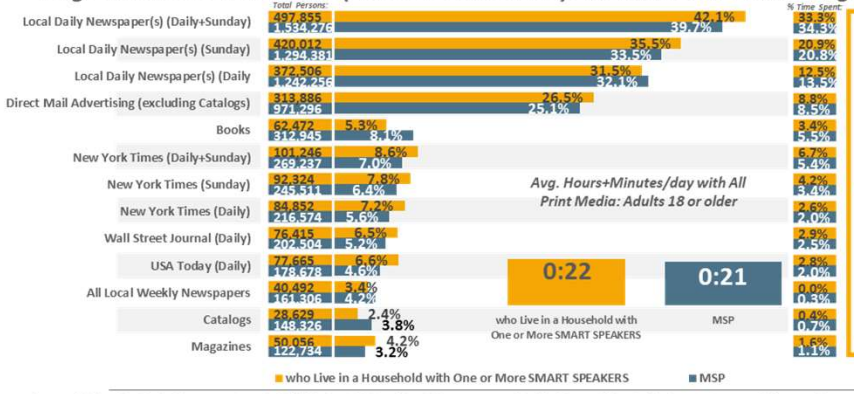
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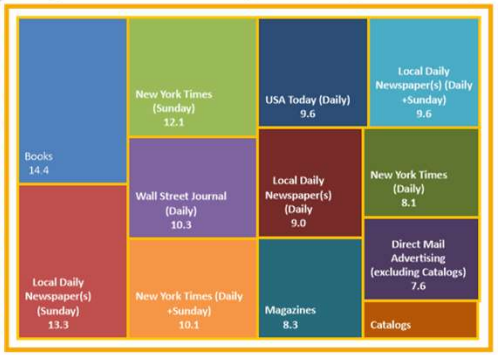
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

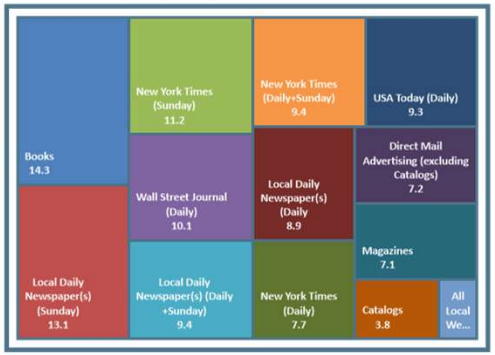


497,855 or 42.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

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

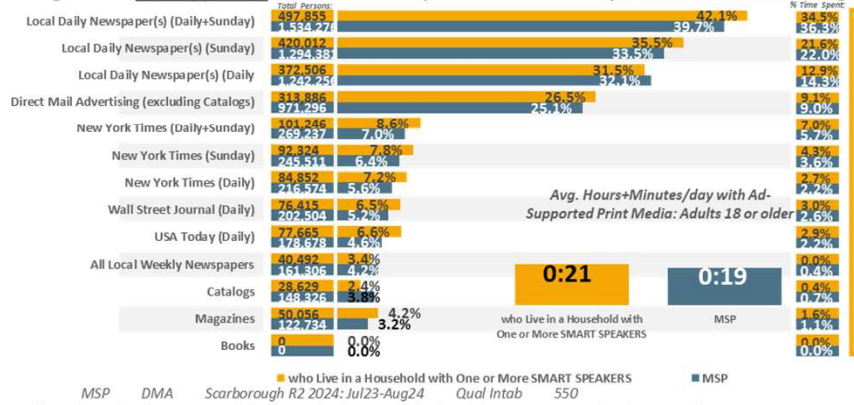


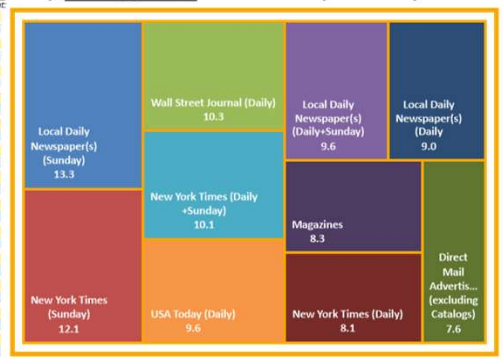


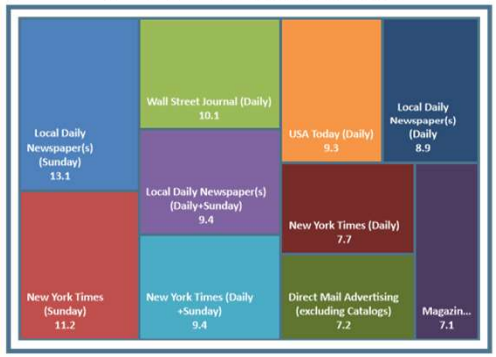


■ who Live in a Household with One or More SMART SPEAKERS ■ MSP

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







■ who Live in a Household with One or More SMART SPEAKERS ■ MSP

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 550

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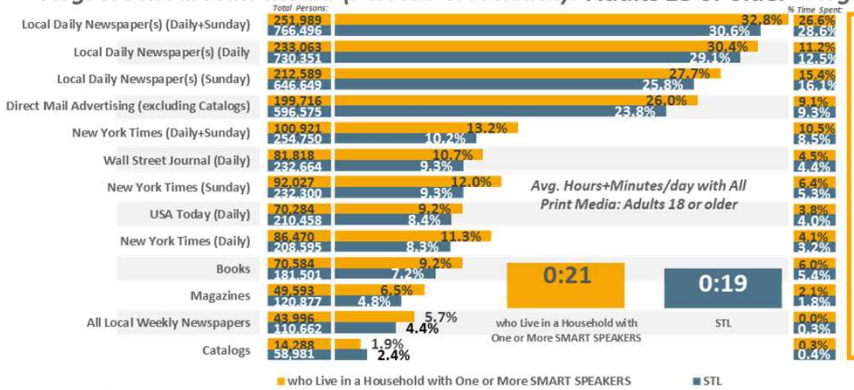
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

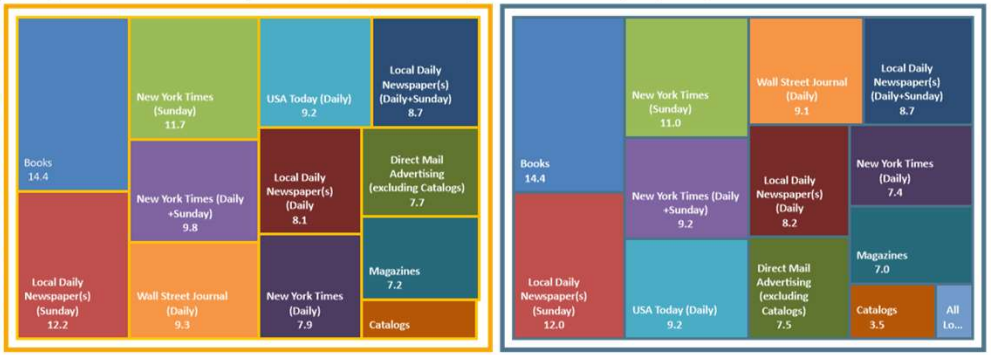


251,989 or 32.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

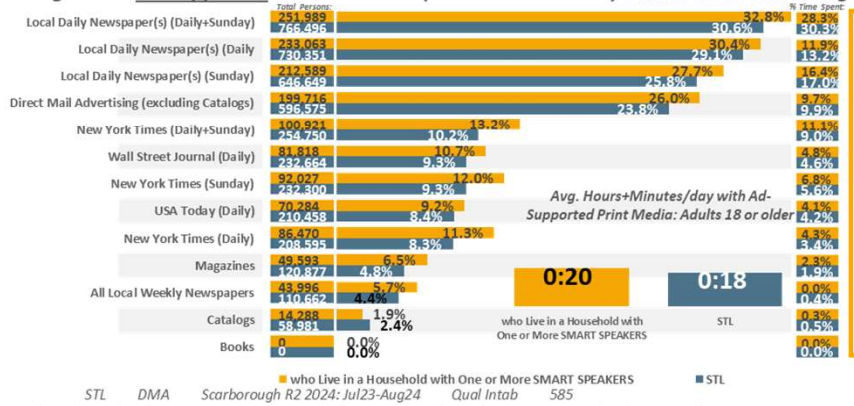
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



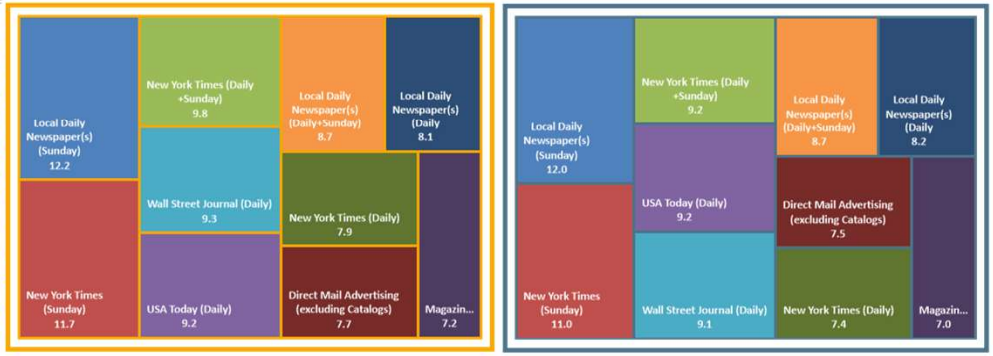
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 585

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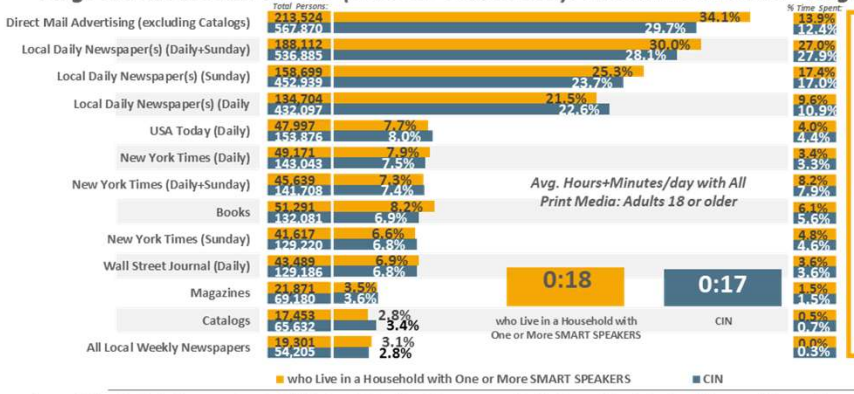
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

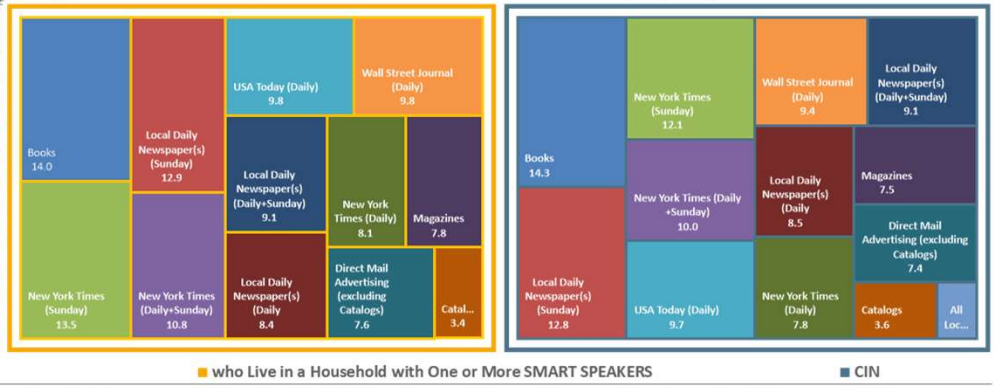


188,112 or 30.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

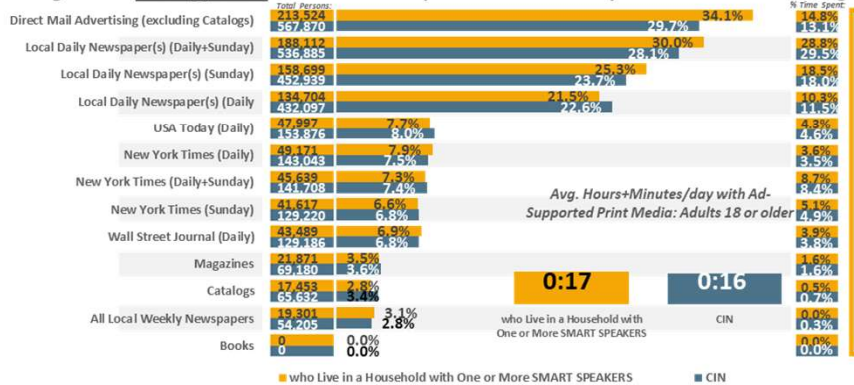
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



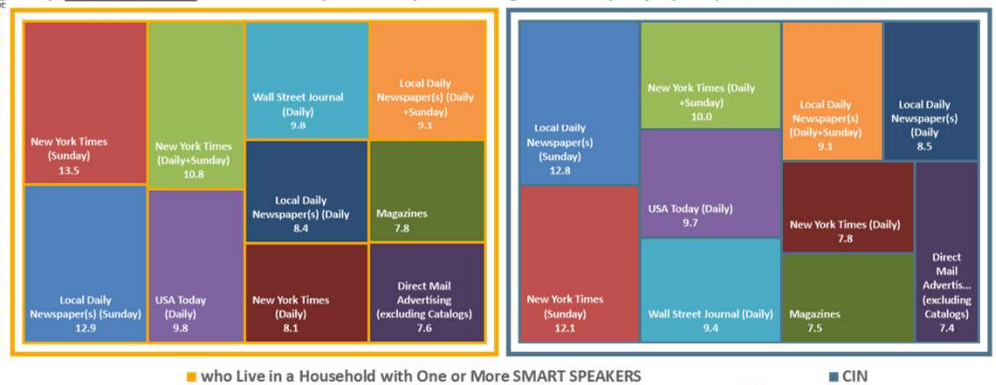
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 615

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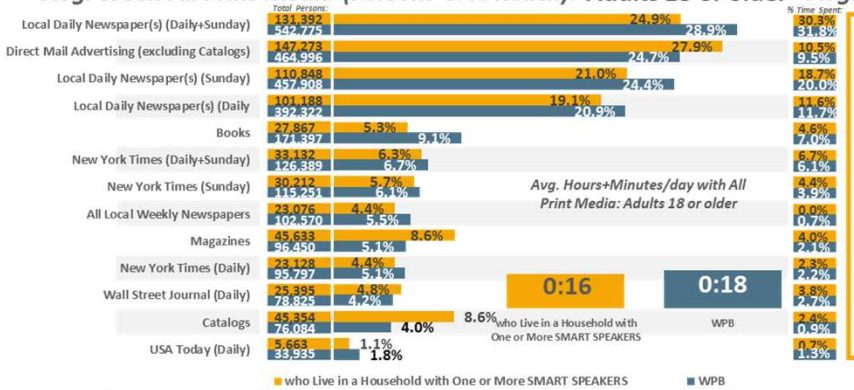
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

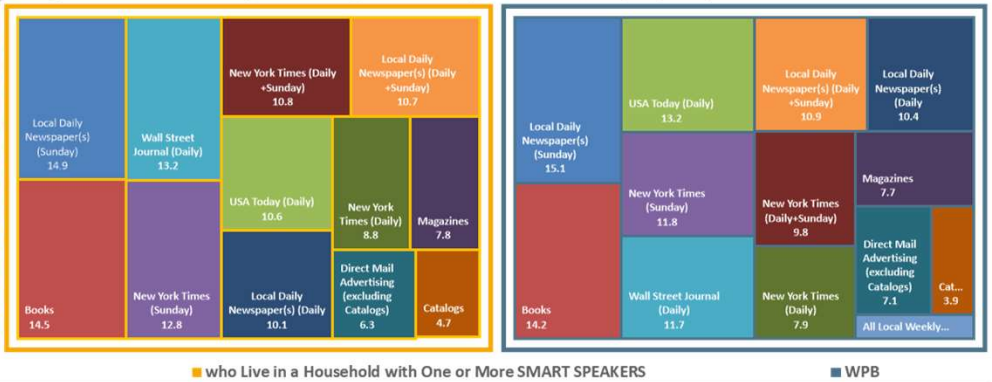


131,392 or 24.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

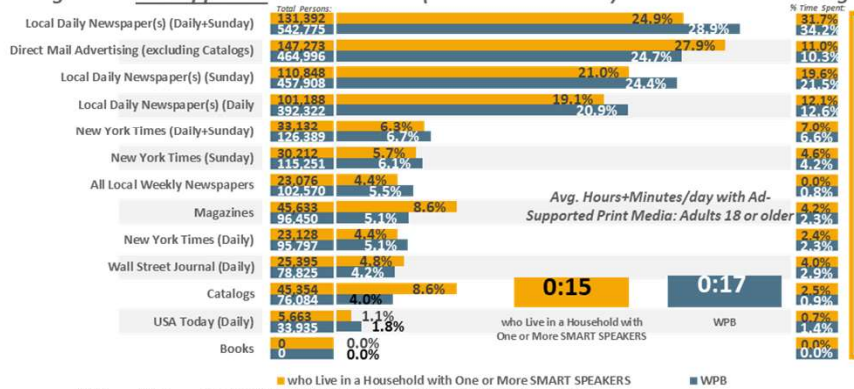
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



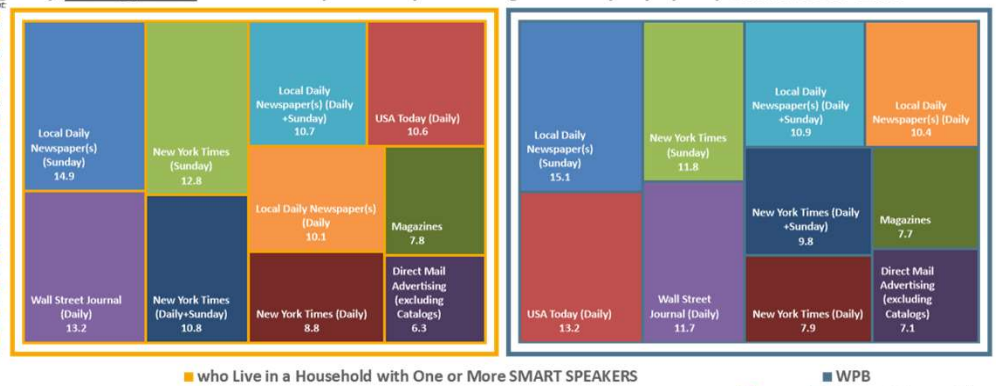
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)