

USA+4 More DMAs – P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos!

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 Purchased AUDIOBOOKS On The Internet in the past 6 months as of March 31, 2026.

audible

an amazon company



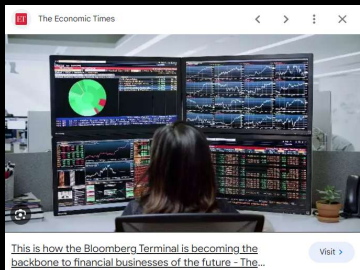
P18+



Vanguard BlackRock.

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

Items bought on the Internet past 6 months: Entertainment: Audiobooks





9.3% or 25,381,735 of USA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos.
 Typical Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 46.5 years old
 (4.7% younger than average) and have a \$110,317 (12.2% higher than average) annual household income.

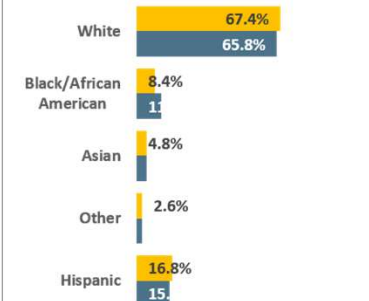
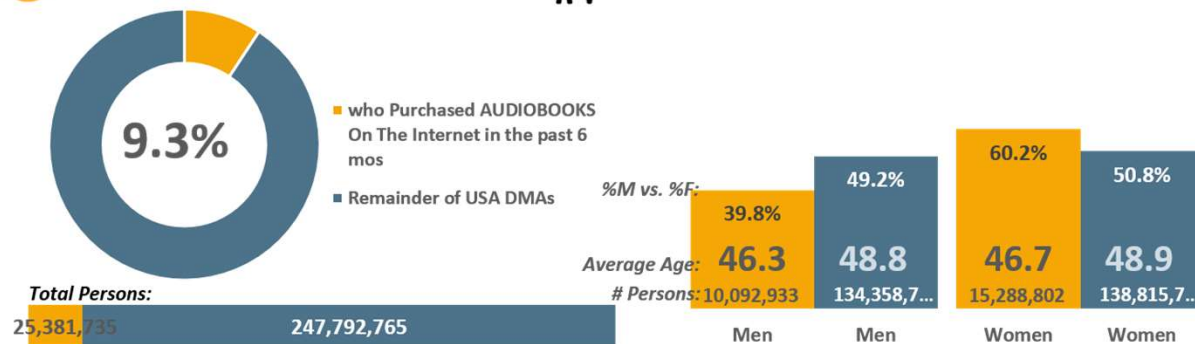


Percent of Market: Adults 18 or older

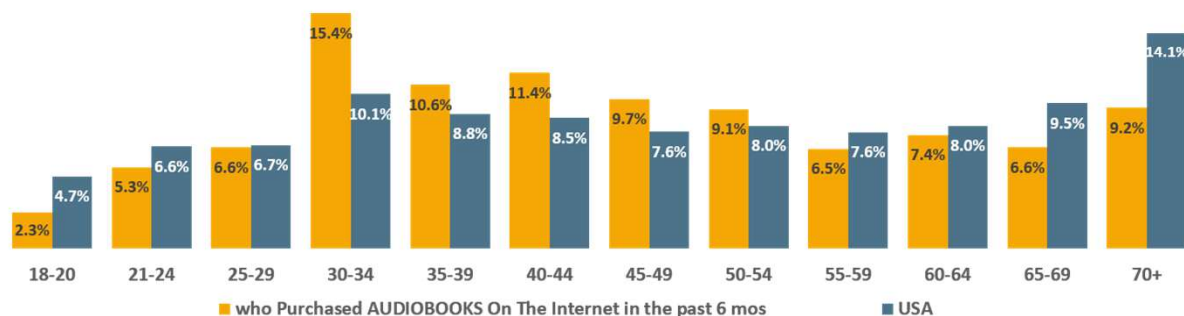


Gender of Target vs. Market: Adults 18 or older

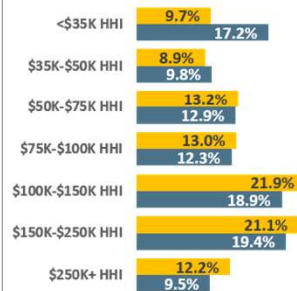
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$110,317 (Target) vs \$98,335 (Market)

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,325
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

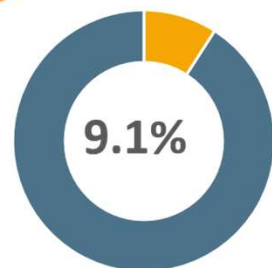
Items bought on the Internet past 6 months: Entertainment: Audiobooks



9.1% or 355,760 of MSP DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Typical Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 48.6 years old (.7% younger than average) and have a \$124,812 (9.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



■ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
■ Remainder of MSP DMA

Total Persons:
355,760 3,554,203

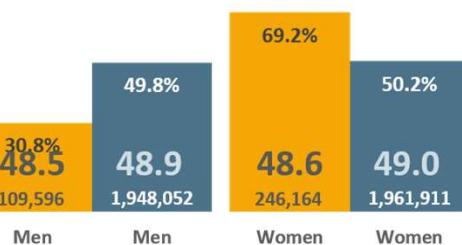


Gender of Target vs. Market: Adults 18 or older

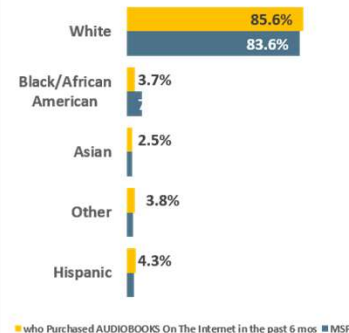
%M vs. %F:

Average Age:

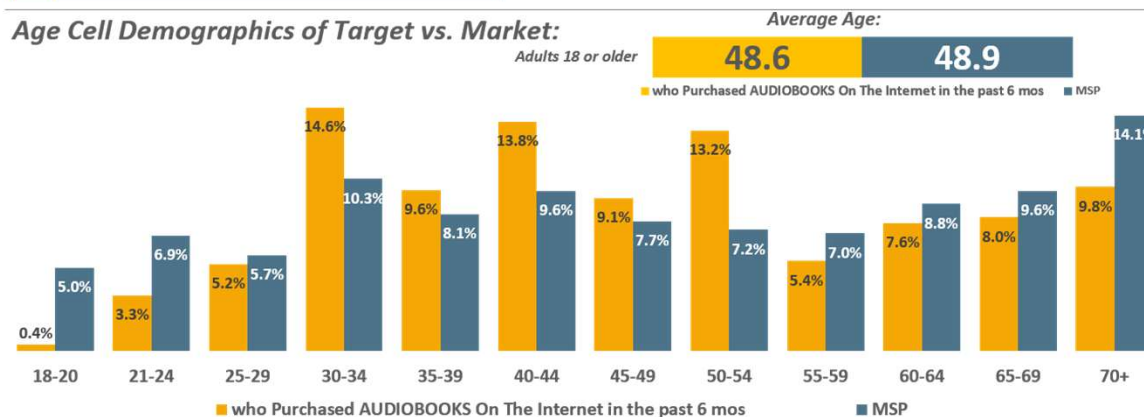
Persons:



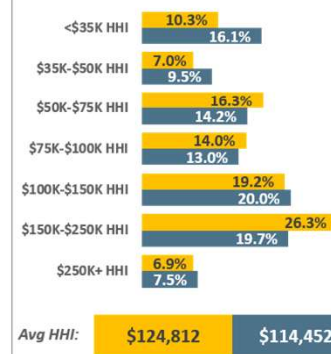
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

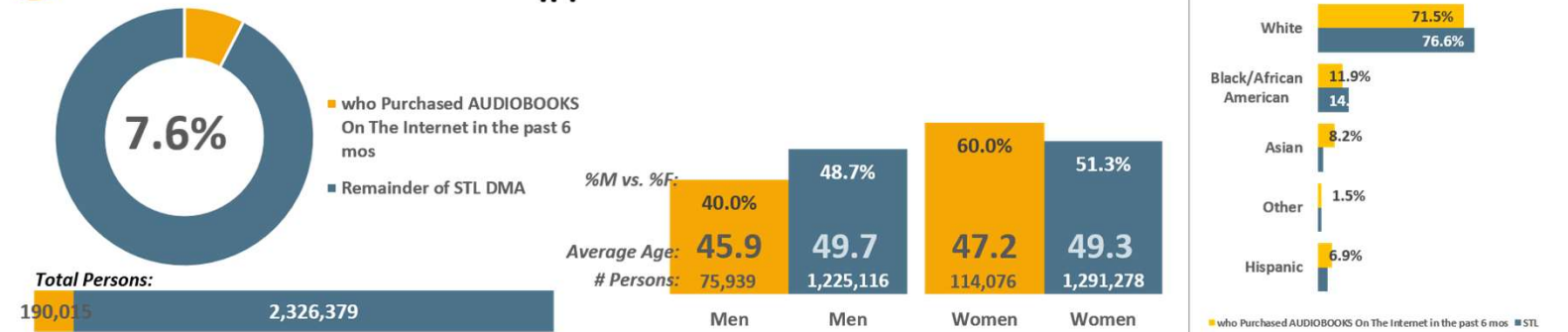


Avg HHI: \$124,812 \$114,452

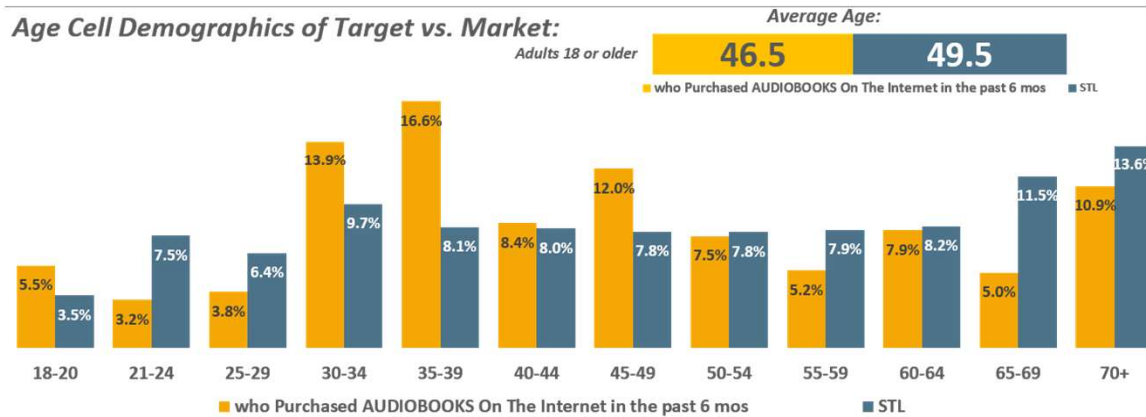


7.6% or 190,015 of STL DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos.
 Typical Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 46.5 years old
 (5.9% younger than average) and have a \$103,674 (.3% lower than average) annual household income.

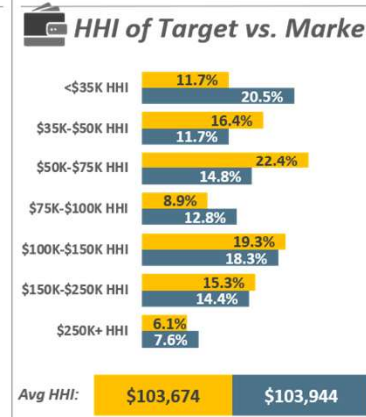
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

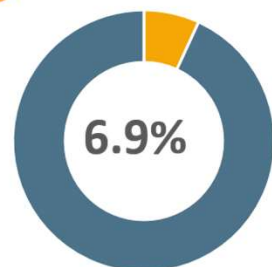




6.9% or 133,458 of CIN DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos.
 Typical Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 46. years old
 (5.5% younger than average) and have a \$111,884 (8.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



■ who Purchased AUDIOBOOKS
 On The Internet in the past 6
 mos
 ■ Remainder of CIN DMA

Total Persons:
 133,458 1,810,506



Gender of Target vs. Market: Adults 18 or older

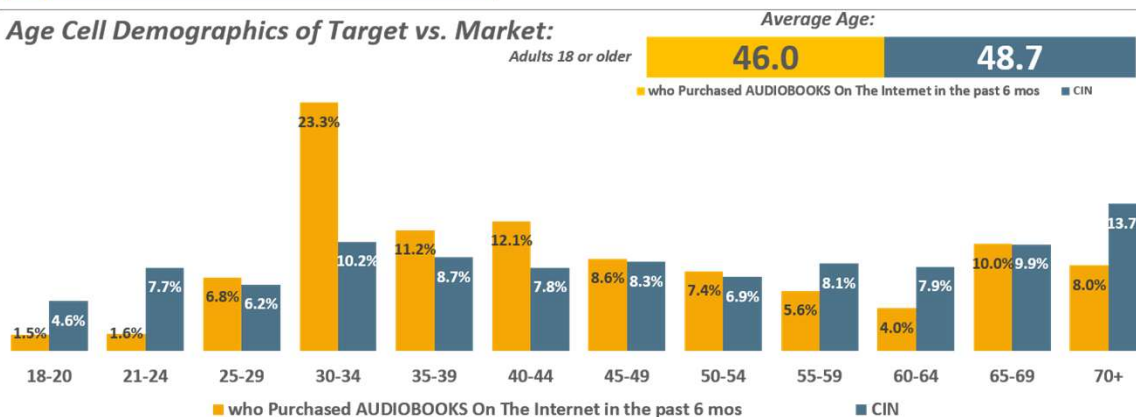
%M vs. %F:	45.6%	48.9%	54.4%	51.1%
Average Age:	44.9	48.6	47.3	48.8
# Persons:	60,794	951,112	72,664	992,852
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

White	81.7%	85.2%
Black/African American	5.3%	1
Asian	3.6%	
Other	4.2%	
Hispanic	5.3%	

■ who Purchased AUDIOBOOKS On The Internet in the past 6 mos ■ CIN

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	18.6%	20.8%
\$35K-\$50K HHI	3.4%	12.1%
\$50K-\$75K HHI	13.3%	13.6%
\$75K-\$100K HHI	18.2%	12.9%
\$100K-\$150K HHI	23.6%	18.4%
\$150K-\$250K HHI	14.6%	14.8%
\$250K+ HHI	8.3%	7.3%

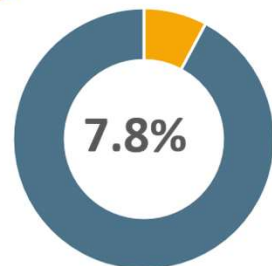
Avg HHI: \$111,884 \$103,481



7.8% or 152,167 of WPB DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Typical Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 49.2 years old (7.5% younger than average) and have a \$120,224 (14.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



■ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
■ Remainder of WPB DMA

Total Persons:
152,167 1,791,831

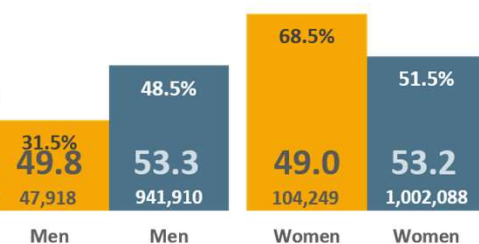


Gender of Target vs. Market: Adults 18 or older

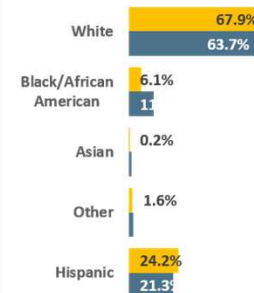
%M vs. %F:

Average Age:

Persons:



Ethnicity of Target vs. Market:

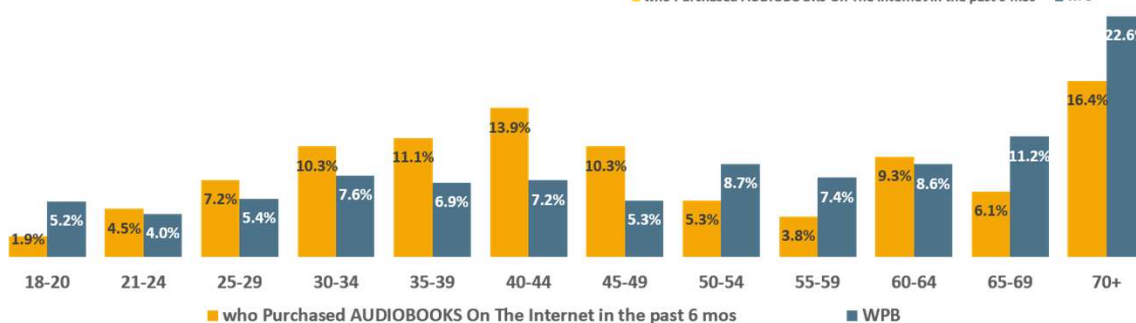


■ who Purchased AUDIOBOOKS On The Internet in the past 6 mos ■ WPB

Age Cell Demographics of Target vs. Market:

Adults 18 or older

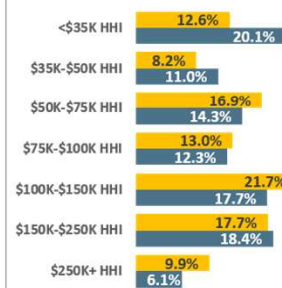
Average Age:



■ who Purchased AUDIOBOOKS On The Internet in the past 6 mos ■ WPB



HHI of Target vs. Market:



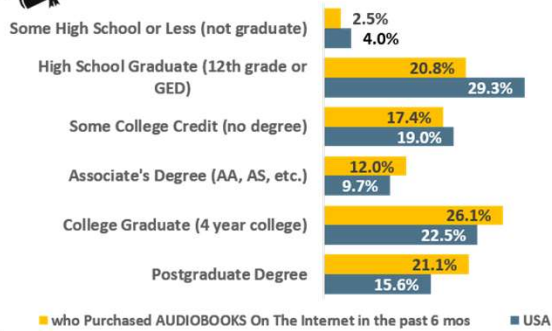
Avg HHI: \$120,224 \$105,392



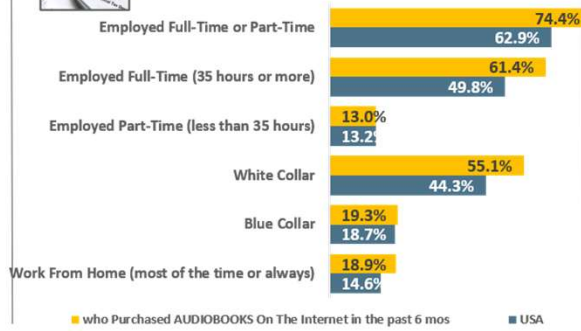
9.3% or 25,381,735 of USA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 24.2% more likely to be a college graduate, 23.3% more likely to work full-time, .4% less likely to be married, 30.% more likely to be a parent of 1 or more children under 1



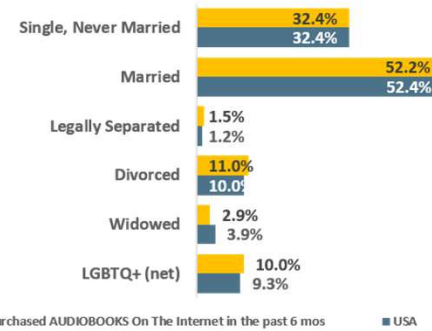
Education Levels: Adults 18 or older



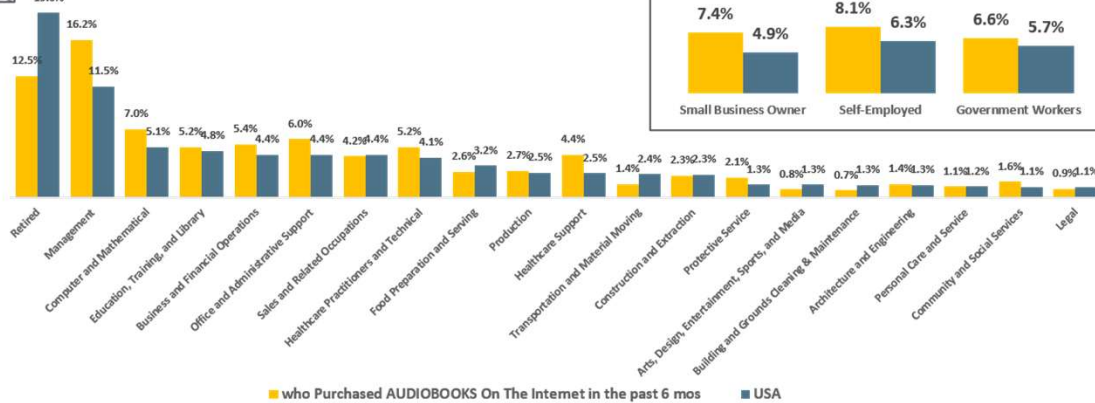
Employment: Adults 18 or older



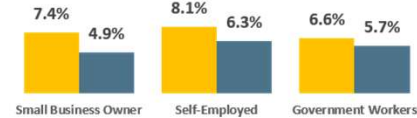
Marital Status: Adults 18 or older



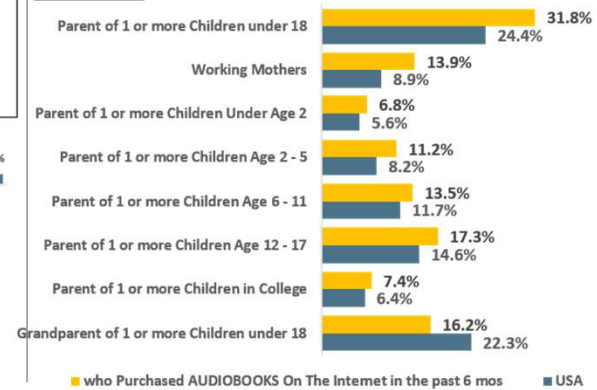
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,325
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

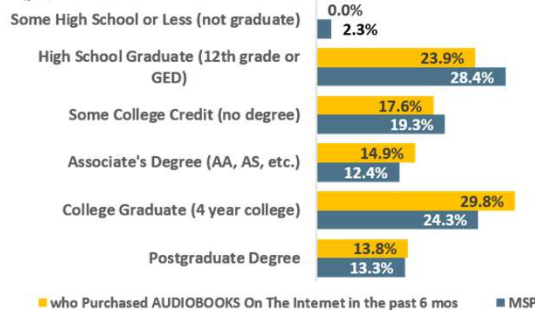
Items bought on the Internet past 6 months: Entertainment: Audiobooks



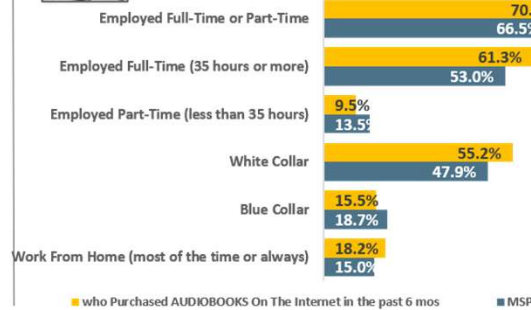
9.1% or 355,760 of MSP DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 16.% more likely to be a college graduate, 15.5% more likely to work full-time, 3.2% more likely to be married, 75.8% more likely to be a parent of 1 or more children under



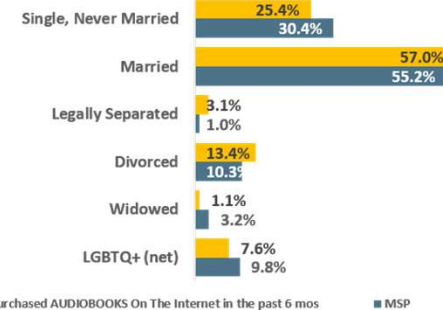
Education Levels: Adults 18 or older



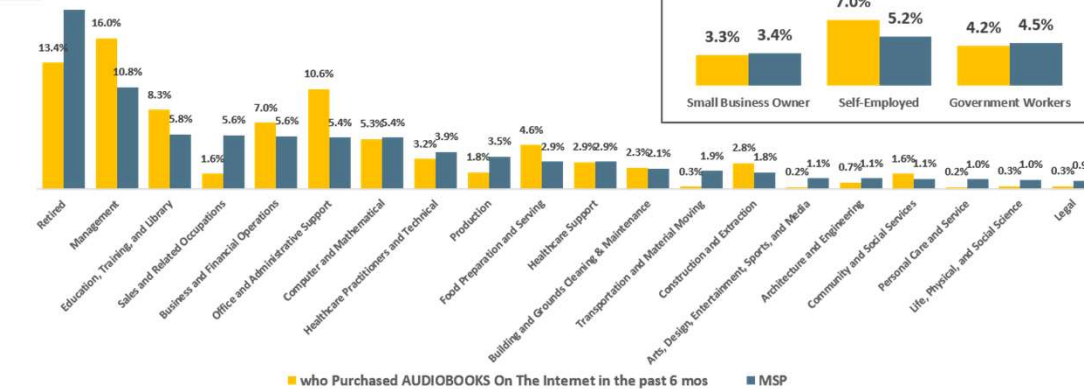
Employment: Adults 18 or older



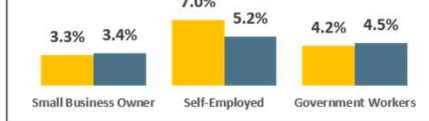
Marital Status: Adults 18 or older



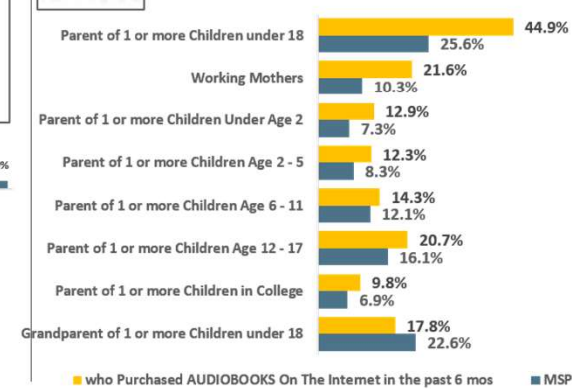
Top-20 Occupations: Adults 18 or older

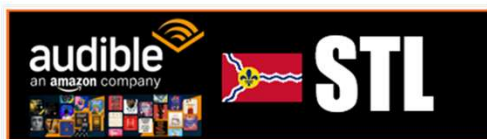


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

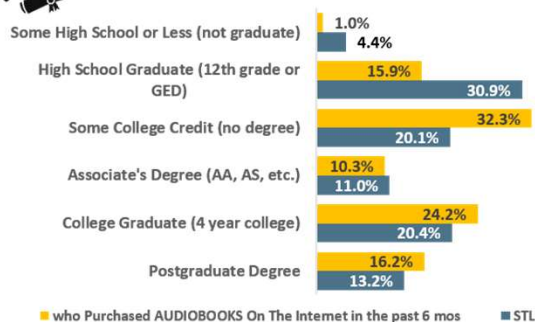




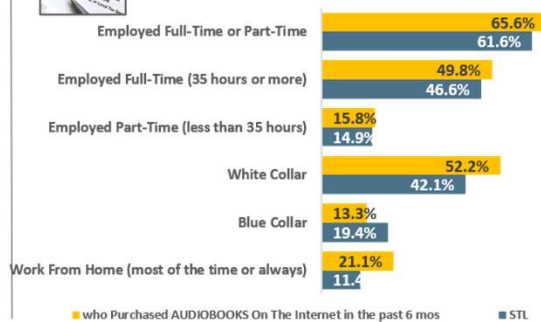
7.6% or 190,015 of STL DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 20.4% more likely to be a college graduate, 6.8% more likely to work full-time, 4.3% less likely to be married, 16.1% more likely to be a parent of 1 or more children under



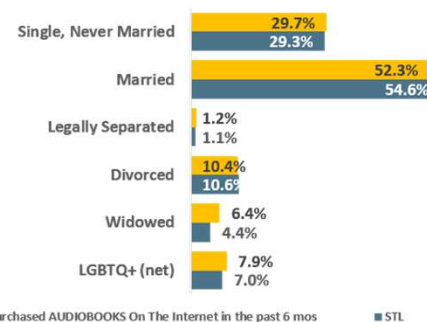
Education Levels: Adults 18 or older



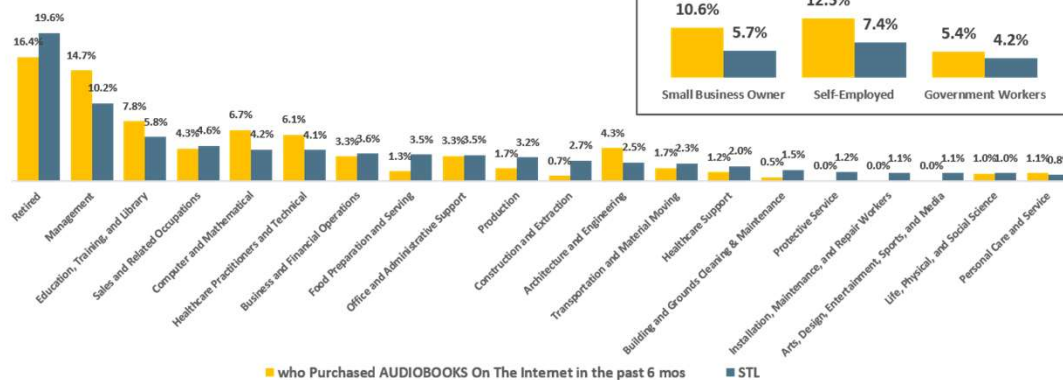
Employment: Adults 18 or older



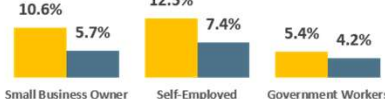
Marital Status: Adults 18 or older



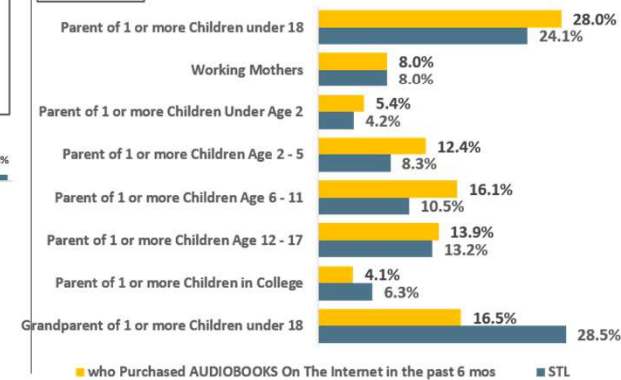
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

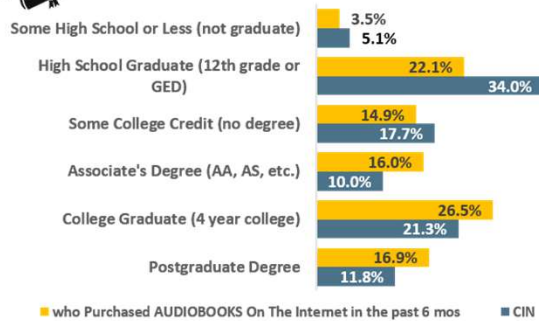




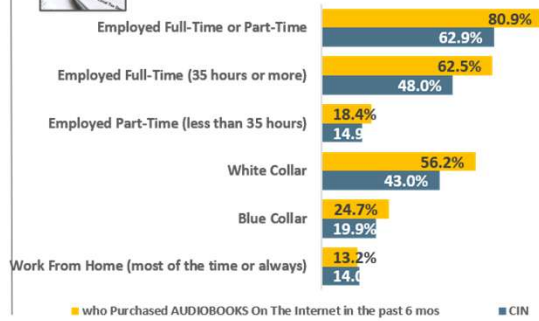
6.9% or 133,458 of CIN DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 30.9% more likely to be a college graduate, 30.1% more likely to work full-time, 15.4% less likely to be married, 10.4% more likely to be a parent of 1 or more children unde



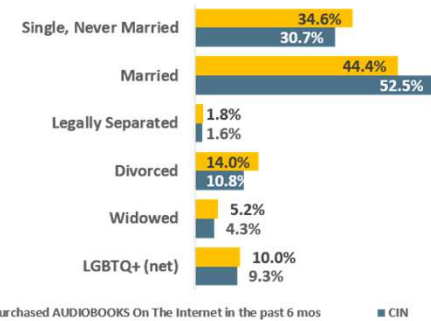
Education Levels: Adults 18 or older



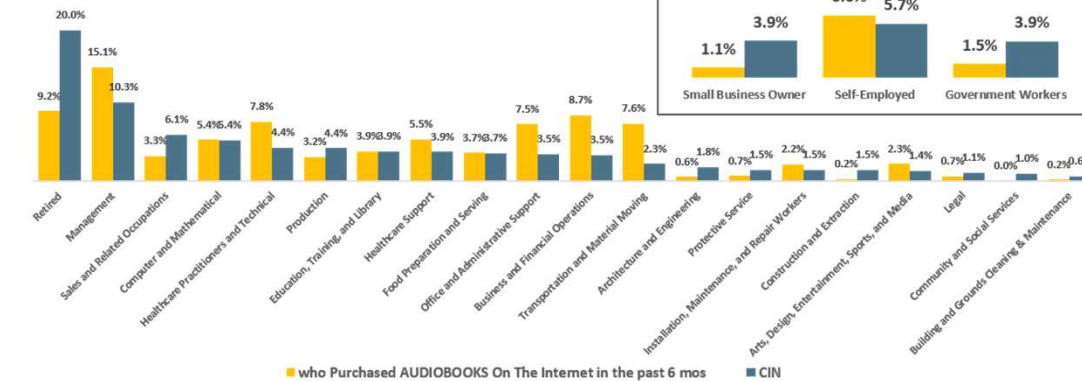
Employment: Adults 18 or older



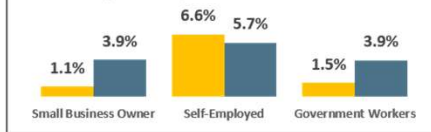
Marital Status: Adults 18 or older



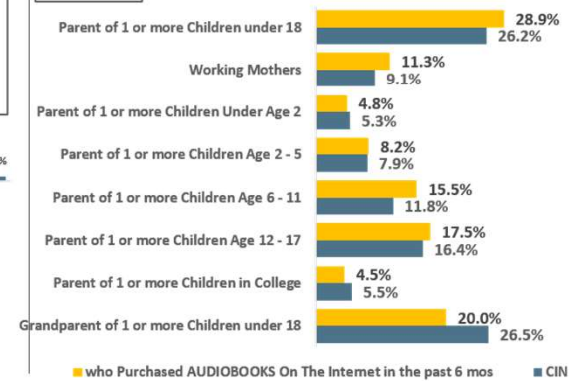
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

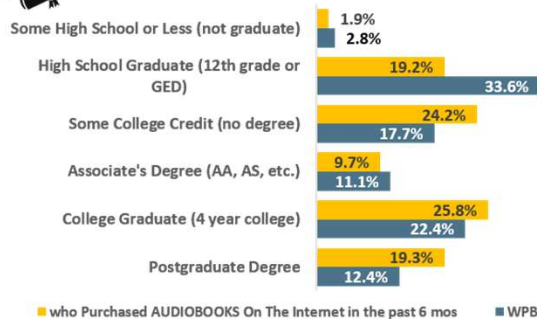




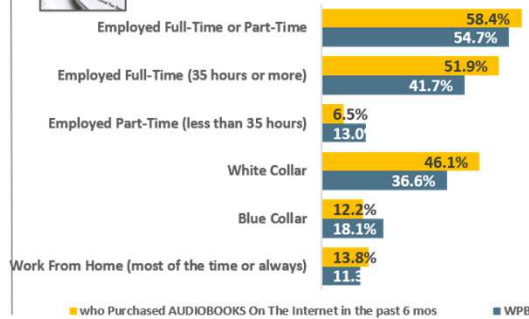
7.8% or 152,167 of WPB DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 29.4% more likely to be a college graduate, 24.3% more likely to work full-time, 11.% less likely to be married, 62.5% more likely to be a parent of 1 or more children under



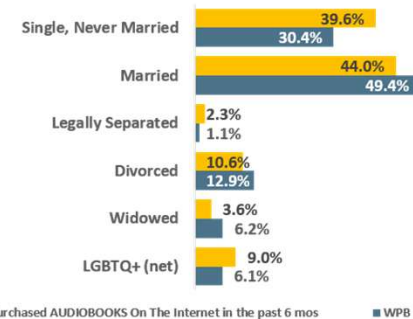
Education Levels: Adults 18 or older



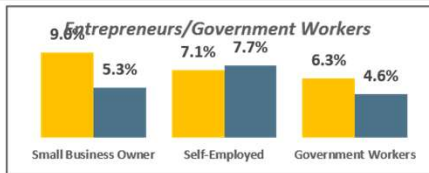
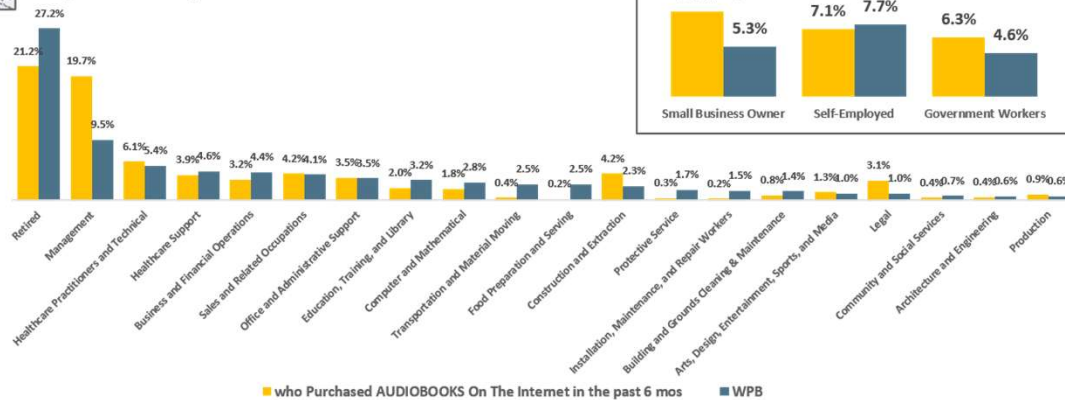
Employment: Adults 18 or older



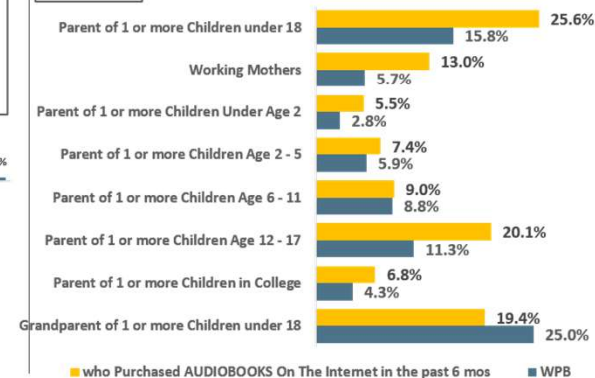
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



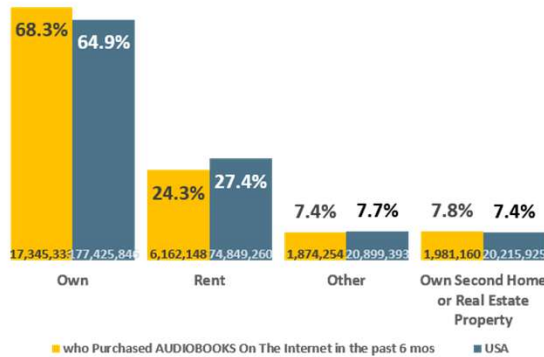
Stage in Life: Adults 18 or older



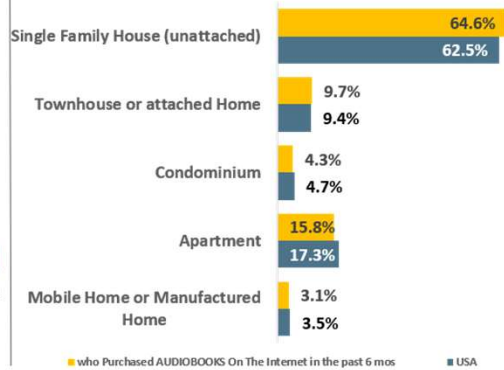


9.3% or 25,381,735 of USA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 5.2% more likely to own their home, 33.3% more likely to own a higher valued home, 3.4% more likely to have a single-family home, 12.5% more likely to have a dog.

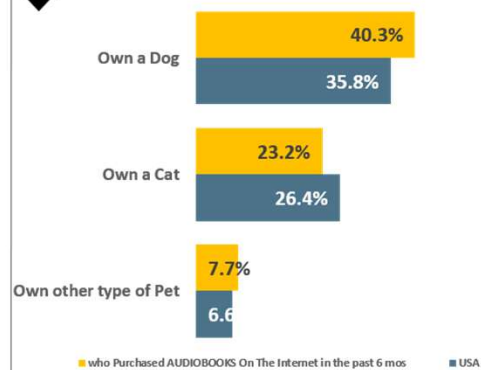
Own/Rent/Other: Adults 18 or older



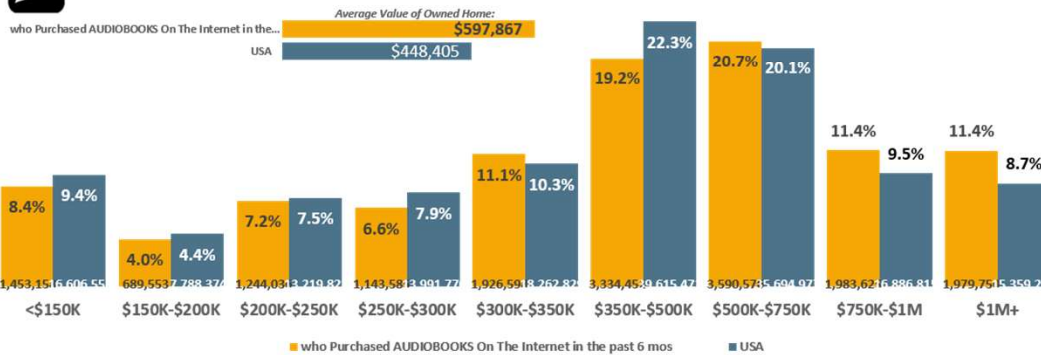
Type of Home: Adults 18 or older



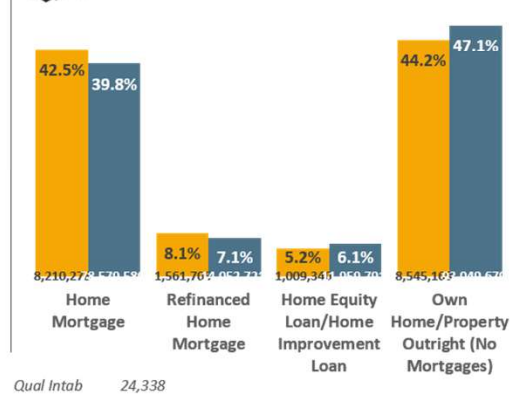
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,325
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USA Projection Scarborough R1 2026: Jan 25-Mar26

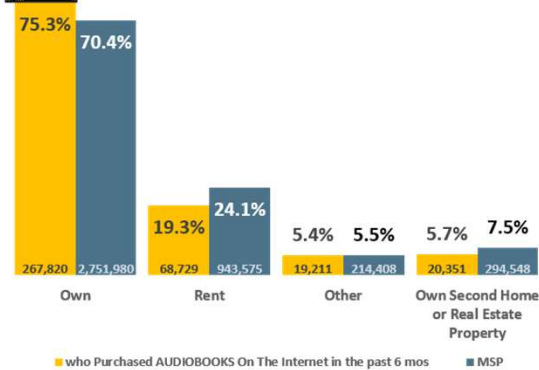
Qual Intab 24,338

Items bought on the Internet past 6 months: Entertainment: Audiobooks

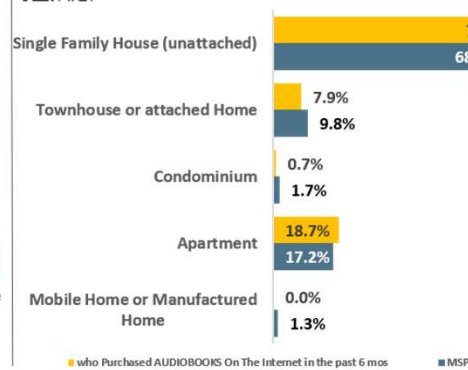


9.1% or 355,760 of MSP DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 7.6% more likely to own their home, 7.6% more likely to own a lower valued home, 4.6% more likely to have a single-family home, 16.2% more likely to have a dog.

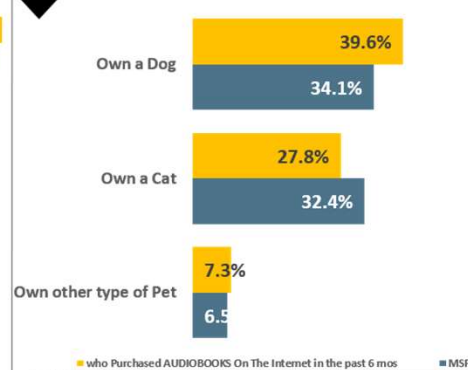
Own/Rent/Other: Adults 18 or older



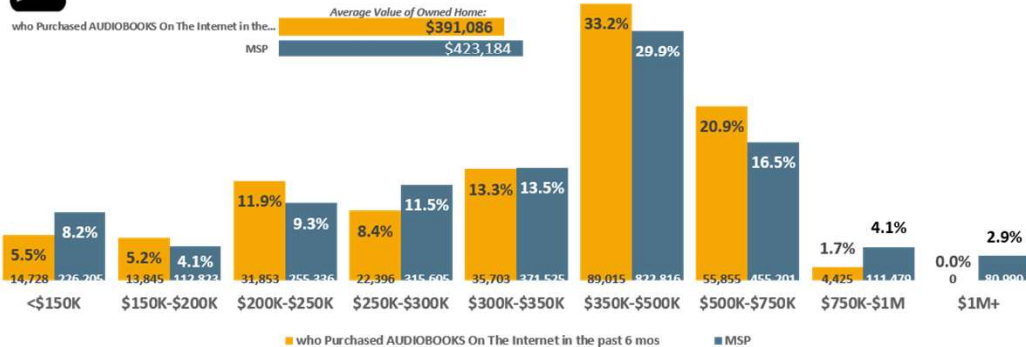
Type of Home: Adults 18 or older



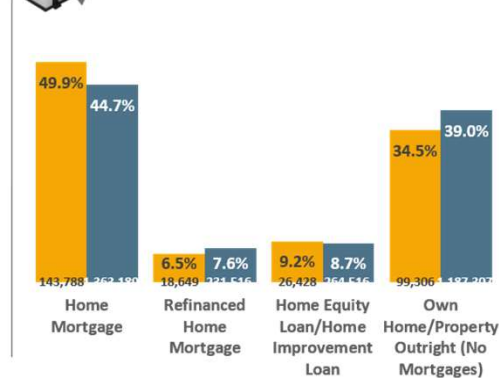
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

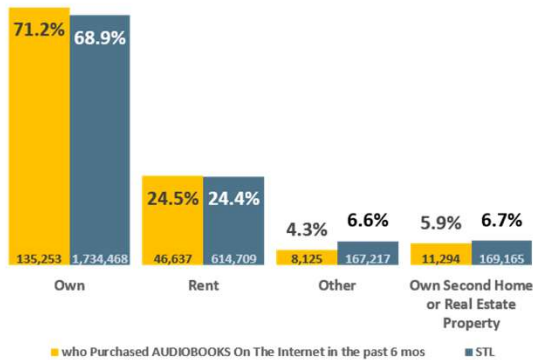




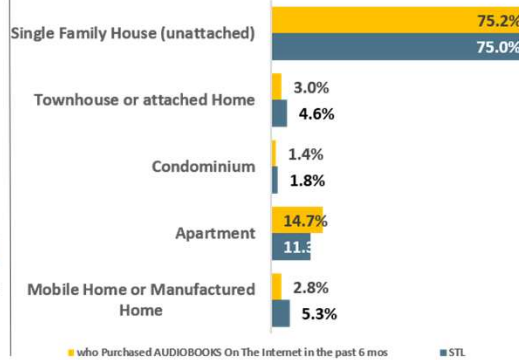
7.6% or 190,015 of STL DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 3.3% more likely to own their home, 6.6% more likely to own a lower valued home, .3% more likely to have a single-family home, 8.9% less likely to have a dog.



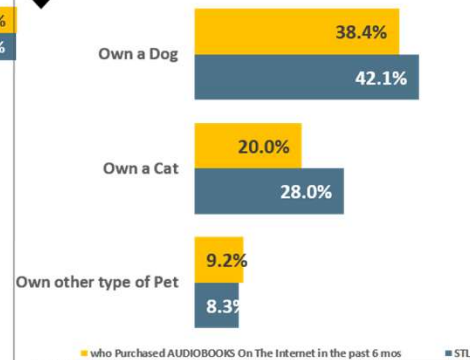
Own/Rent/Other: Adults 18 or older



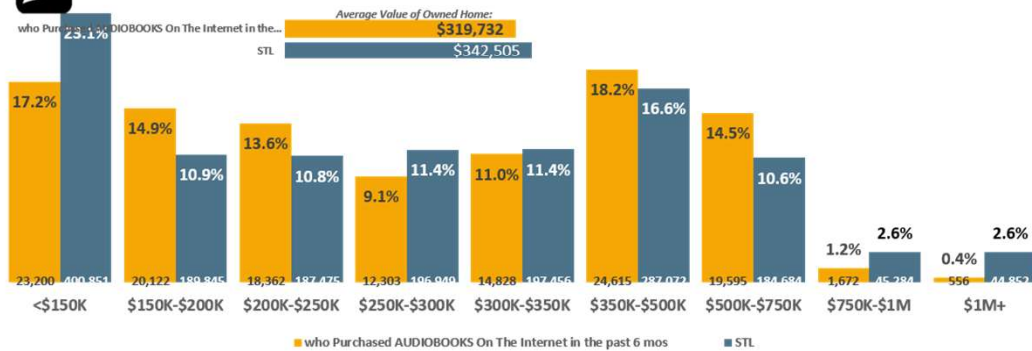
Type of Home: Adults 18 or older



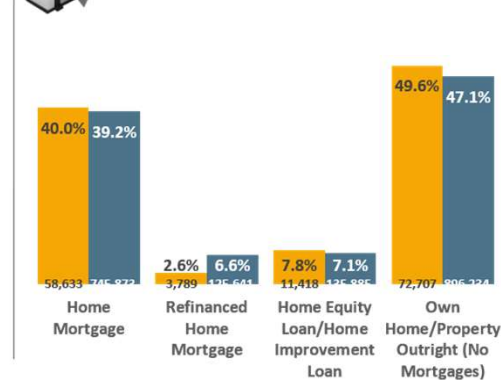
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

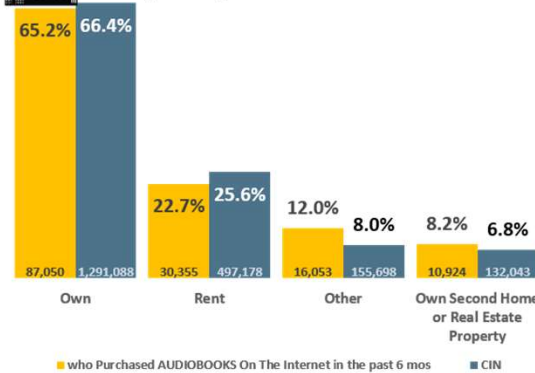




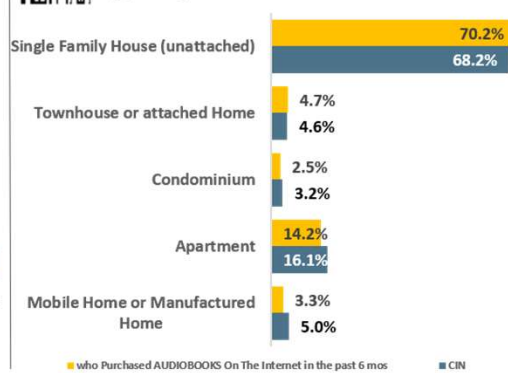
6.9% or 133,458 of CIN DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 1.8% less likely to own their home, 17.9% more likely to own a lower valued home, 2.9% more likely to have a single-family home, 12.4% less likely to have a dog.



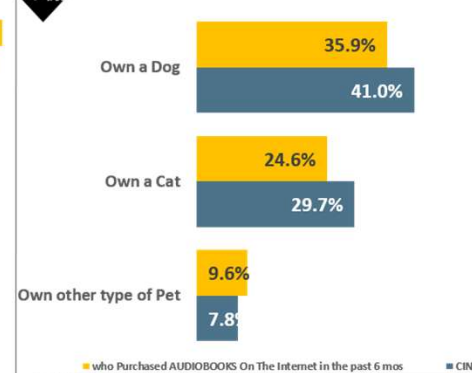
Own/Rent/Other: Adults 18 or older



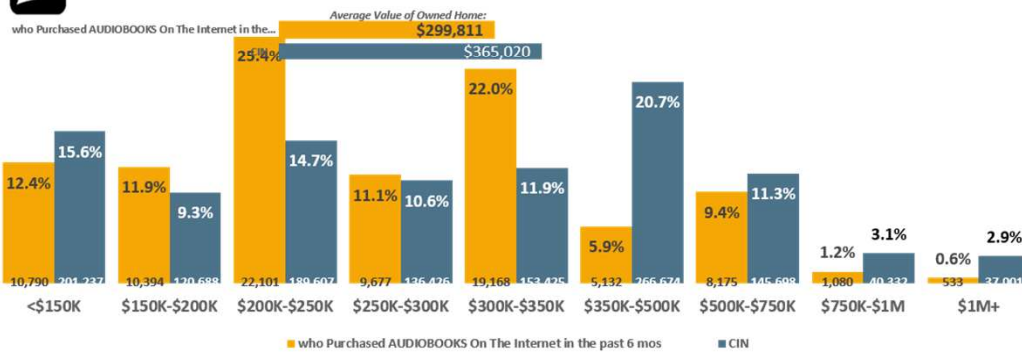
Type of Home: Adults 18 or older



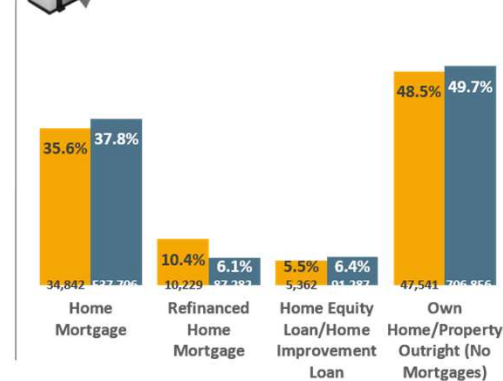
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



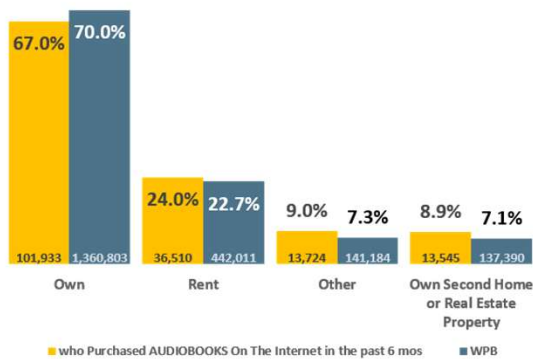


WPB

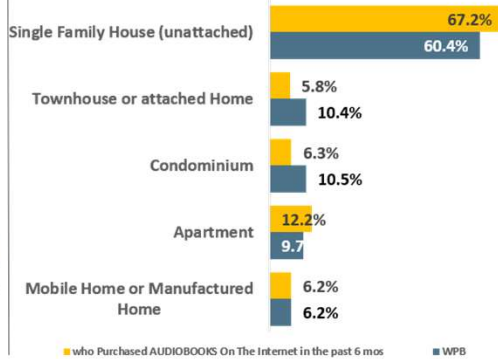
7.8% or 152,167 of WPB DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 4.3% less likely to own their home, 11.3% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 34.1% more likely to have a dog.



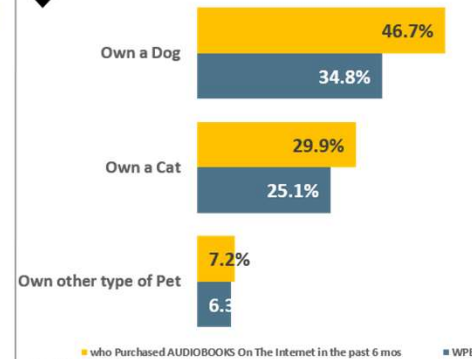
Own/Rent/Other: Adults 18 or older



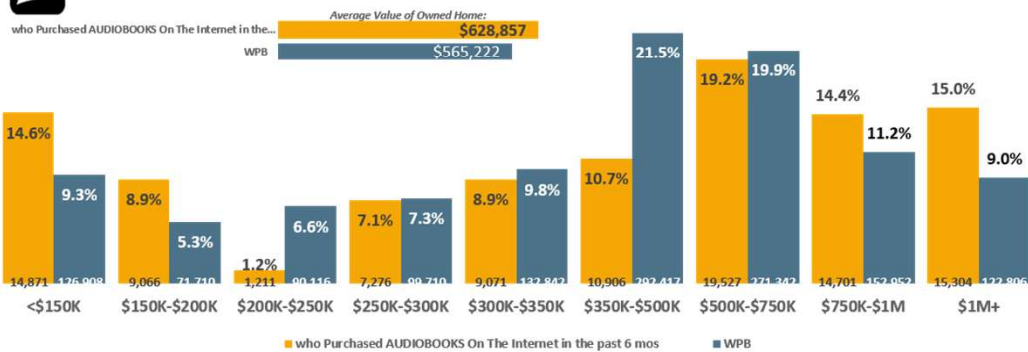
Type of Home: Adults 18 or older



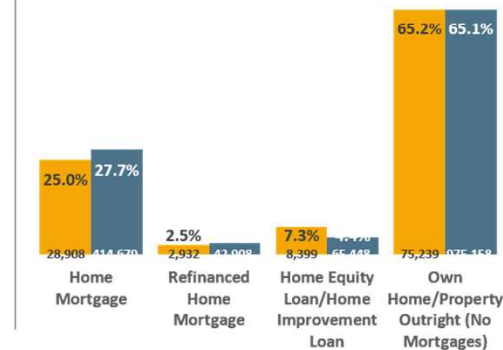
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

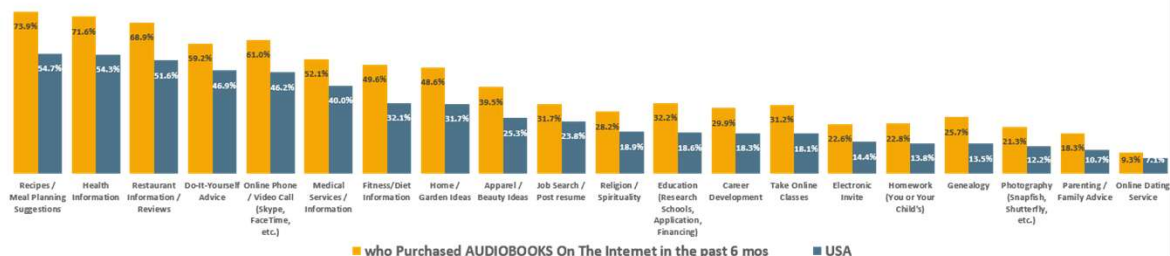




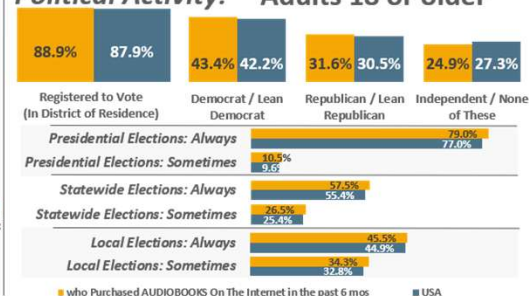
9.3% or 25,381,735 of USA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 26.1% more likely to look up D-I-Y advice online, 1.4% more likely to always vote in local elections, 14.3% more likely to belong to a gym, 4.8% more likely to fly domestic



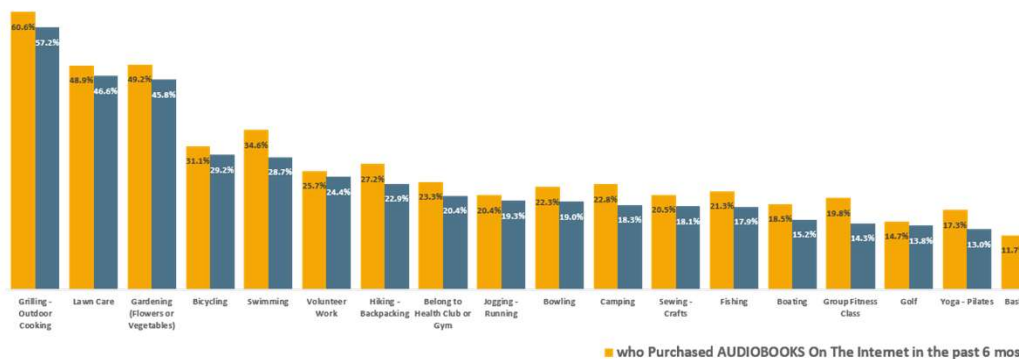
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



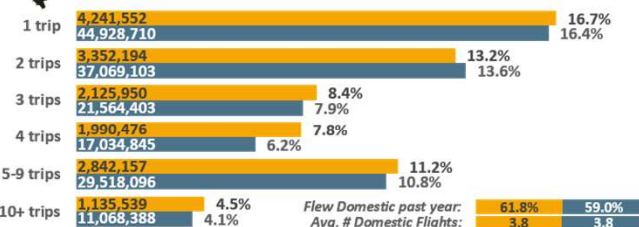
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,325
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

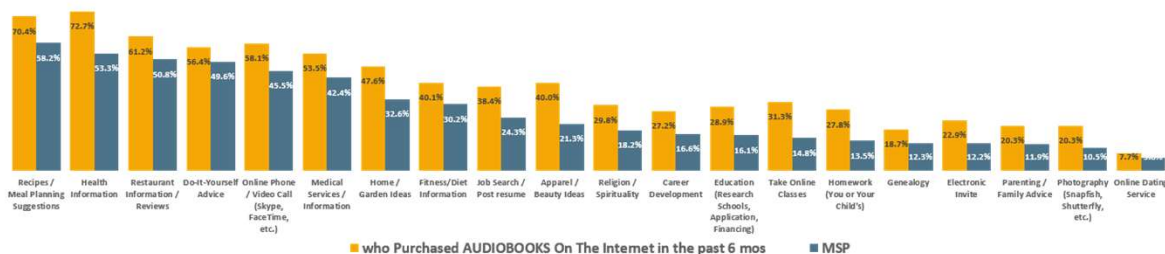
Items bought on the Internet past 6 months: Entertainment: Audiobooks



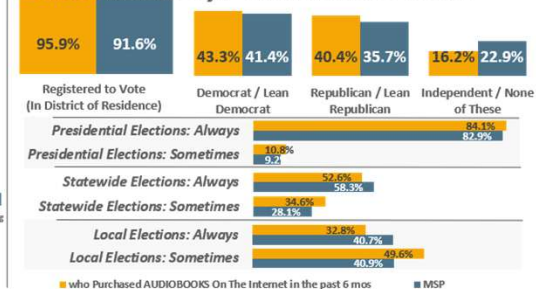
9.1% or 355,760 of MSP DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 13.8% more likely to look up D-I-Y advice online, 19.6% less likely to always vote in local elections, 9.6% more likely to belong to a gym, 8.9% more likely to fly domestic



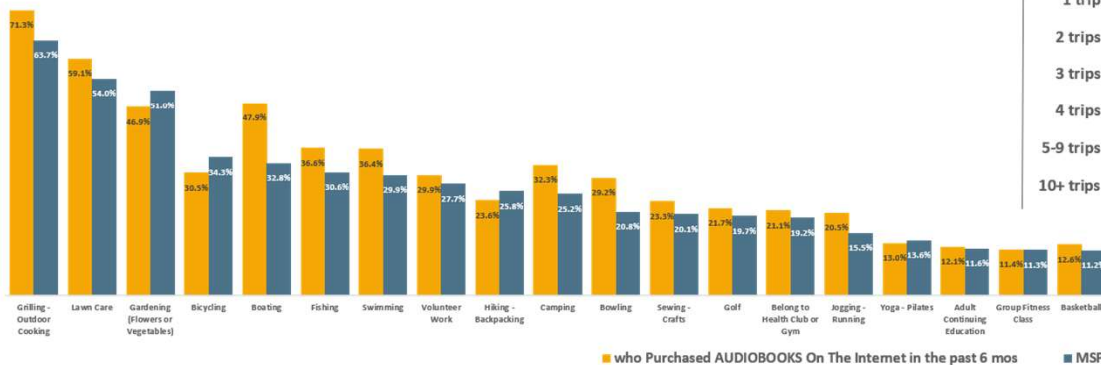
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



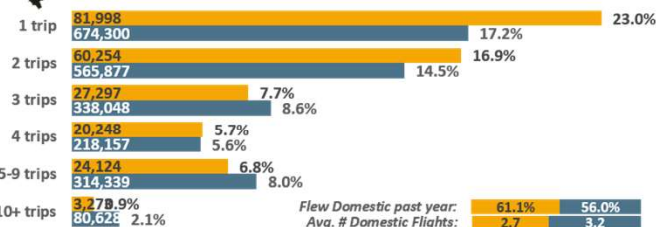
Political Activity: Adults 18 or older

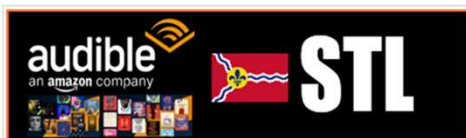


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

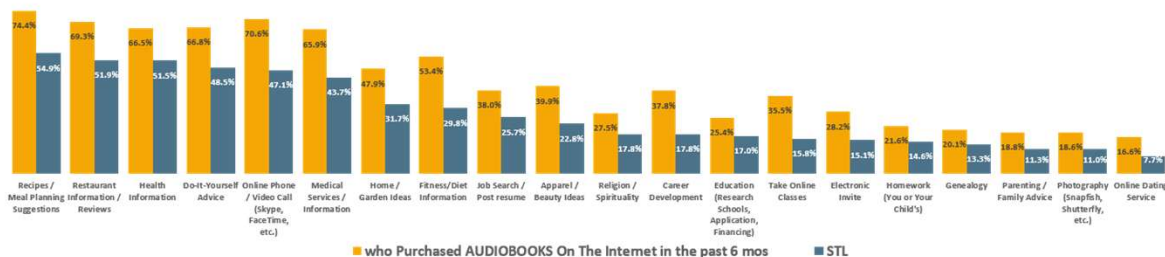




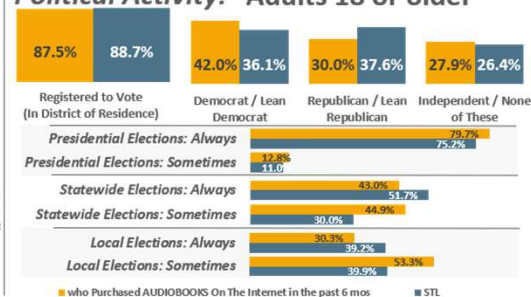
7.6% or 190,015 of STL DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 37.6% more likely to look up D-I-Y advice online, 22.7% less likely to always vote in local elections, 4.5% less likely to belong to a gym, 7.2% more likely to fly domestic



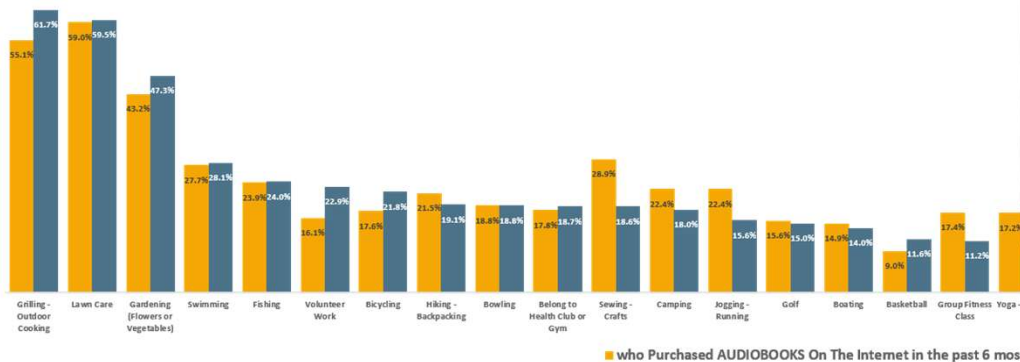
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



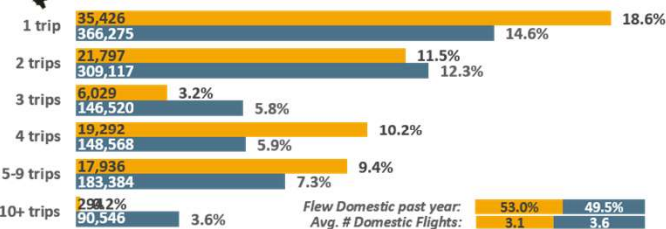
Political Activity: Adults 18 or older



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



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

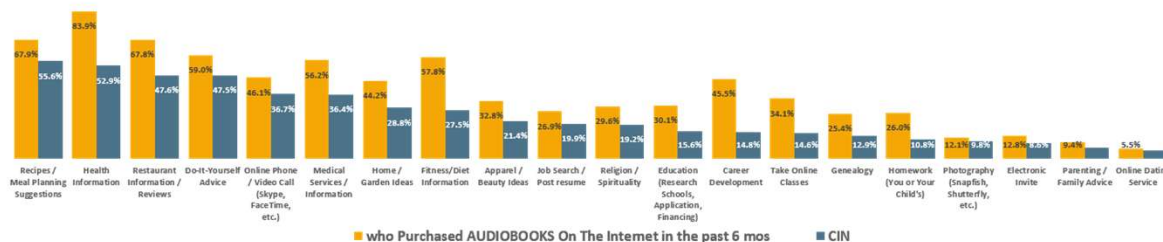




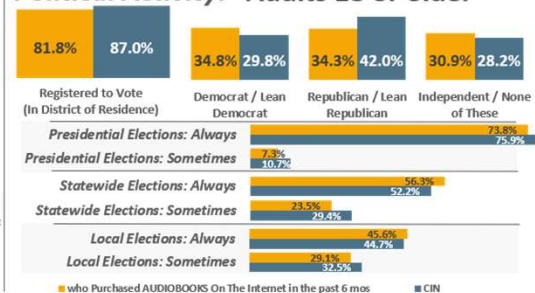
6.9% or 133,458 of CIN DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 24.3% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 31.1% more likely to belong to a gym, 5.9% more likely to fly domestic



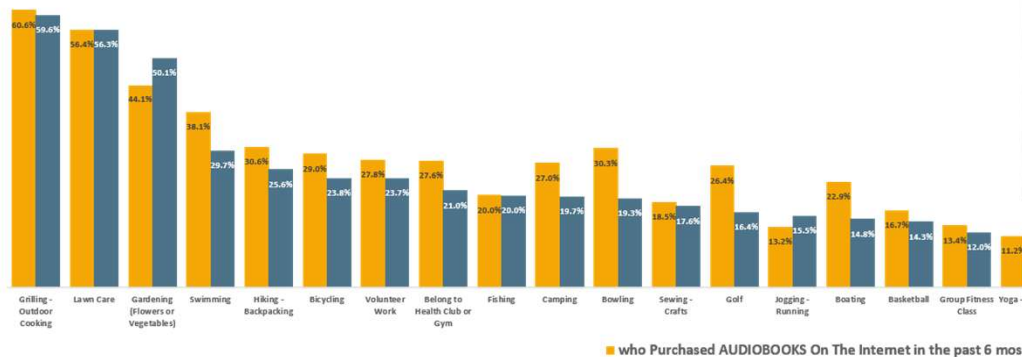
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



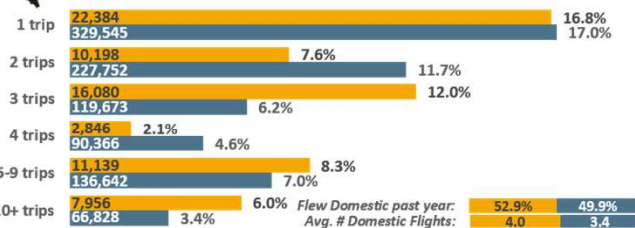
Political Activity: Adults 18 or older



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



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

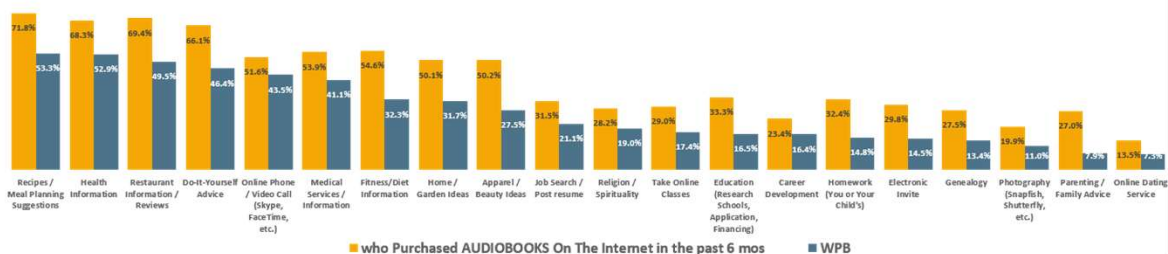




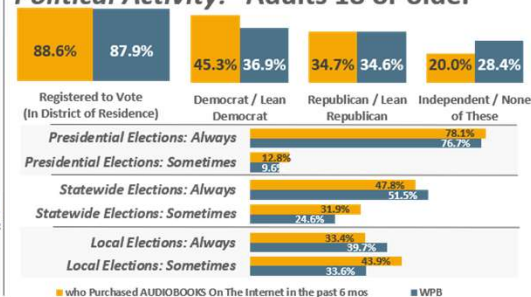
7.8% or 152,167 of WPB DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 42.5% more likely to look up D-I-Y advice online, 16.% less likely to always vote in local elections, 3.6% less likely to belong to a gym, 11.5% more likely to fly domestic



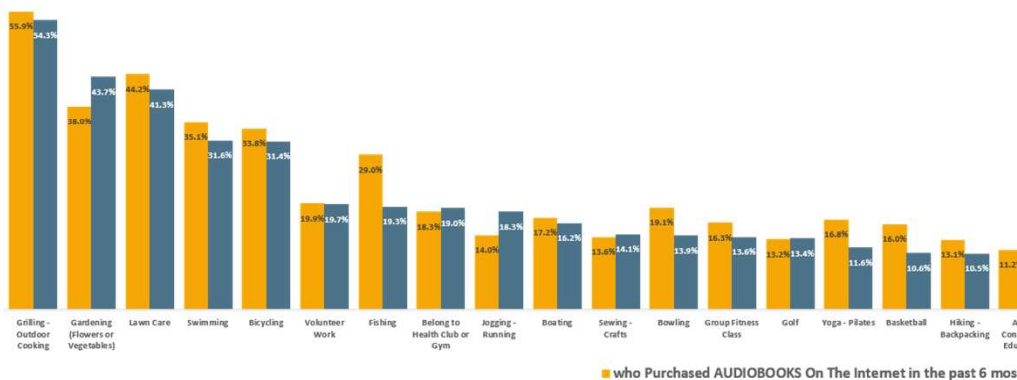
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



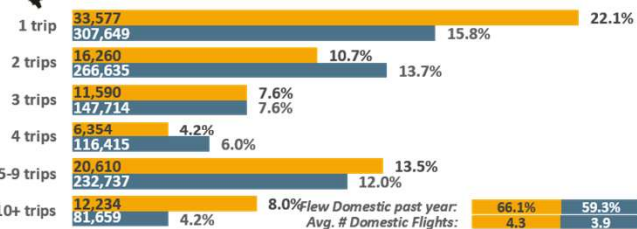
Political Activity: Adults 18 or older



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



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



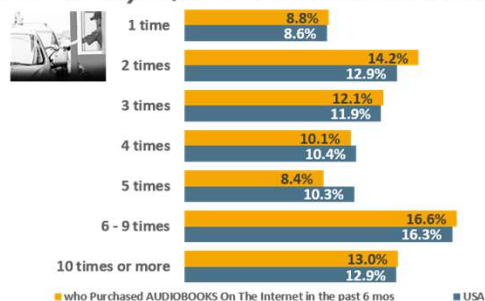
Flew Domestic past year:
Avg. # Domestic Flights:





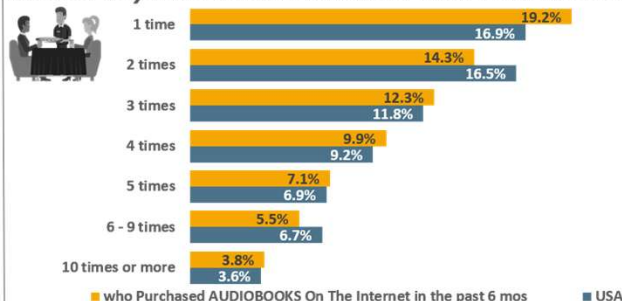
9.3% or 25,381,735 of USA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are .3% less likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 8.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



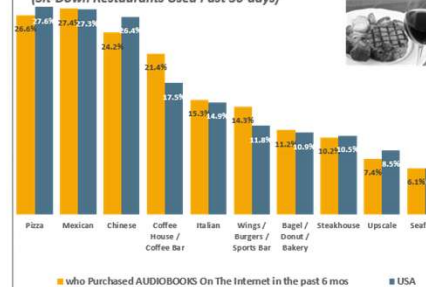
Total Monthly QSR Users: 83.1% (21,088,893) vs 83.3% (227,580,847)
Avg. Monthly QSR Meals: 5.7 vs 5.7

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



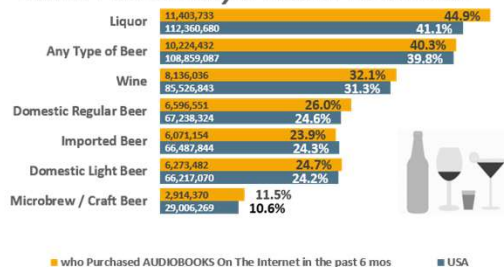
Total Monthly Sit-Down Restaurant Users: 72.1% (18,298,973) vs 71.5% (195,235,468)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 vs 3.6

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

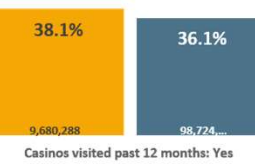
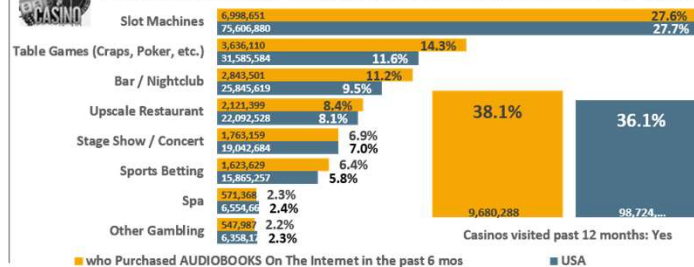


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased AUDIOBOOKS On The Internet in the... 5,772,398 (22.7%) vs 19,475,274 (19.9%)

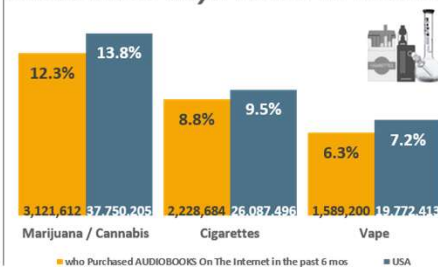
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



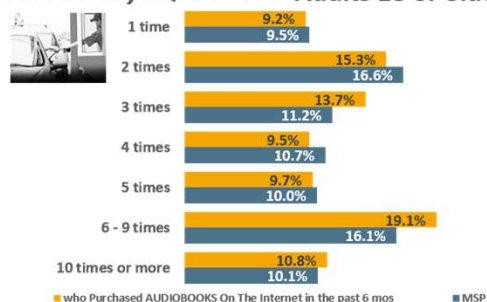
Used Past 30-days: Adults 18 or older





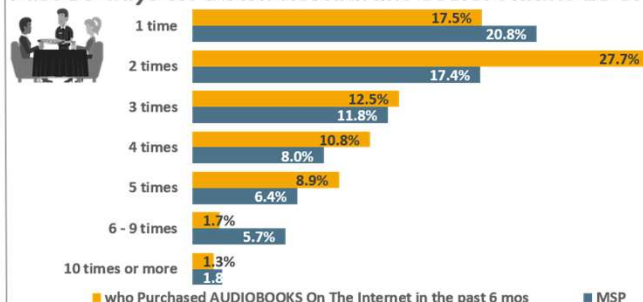
9.1% or 355,760 of MSP DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 3.8% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., 19.4% more likely to use Casinos past yr., 8% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



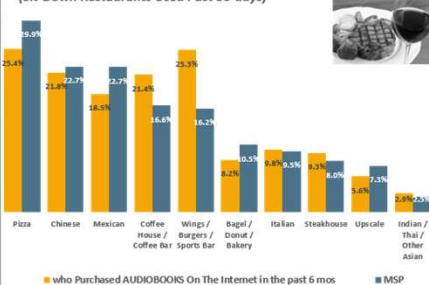
Total Monthly QSR Users: 87.3%
Avg. Monthly QSR Meals: 5.4

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



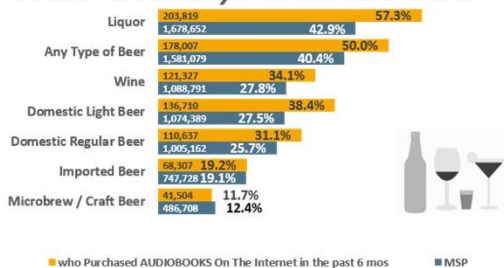
Total Monthly Sit-Down Restaurant Users: 80.3%
Avg. Monthly Sit-Down Restaurant Meals: 2.9

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

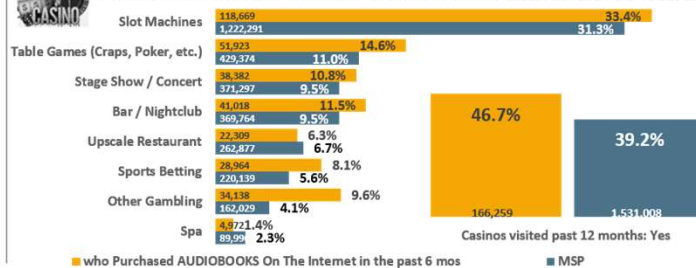


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased AUDIOBOOKS On The Internet in the... 70,201 19.7%

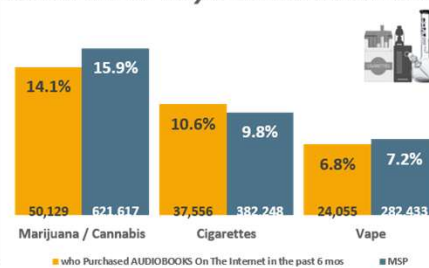
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



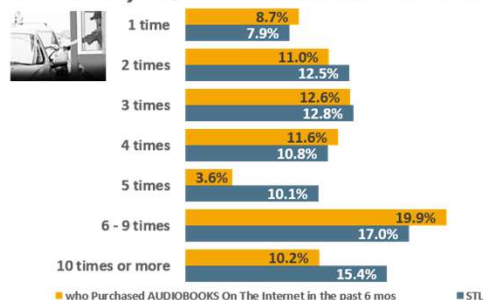
Used Past 30-days: Adults 18 or older





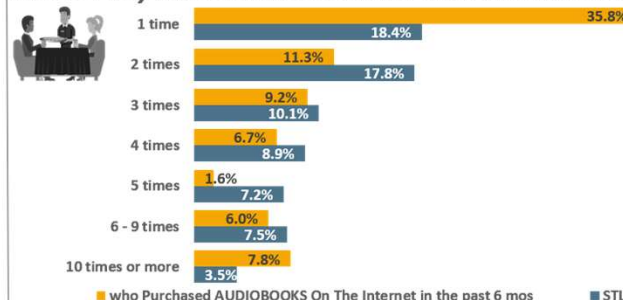
7.6% or 190,015 of STL DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 10.5% less likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 17.8% less likely to use Casinos past yr., 7.4% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



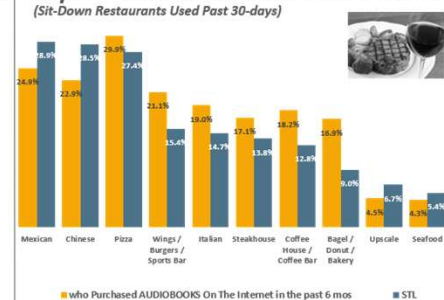
Total Monthly QSR Users: 77.5% (audiobook) vs 86.6% (STL)
Avg. Monthly QSR Meals: 5.6 (audiobook) vs 6.0 (STL)

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



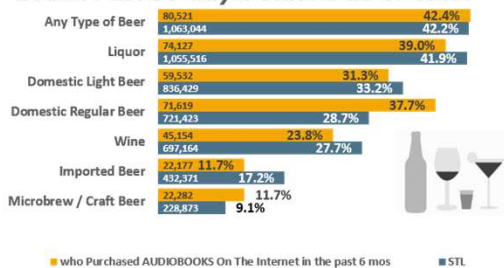
Total Monthly Sit-Down Restaurant Users: 78.2% (audiobook) vs 73.3% (STL)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 (audiobook) vs 3.6 (STL)

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

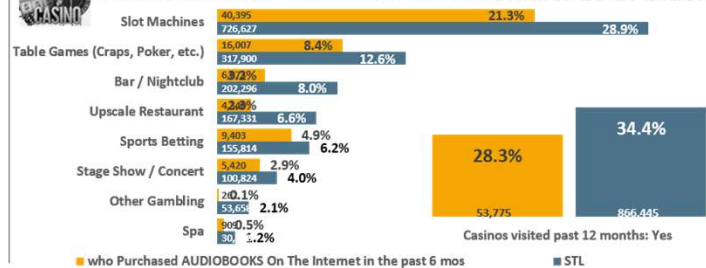


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Purchased AUDIOBOOKS On The Internet in the... 29,892 (audiobook) vs 17.1% (STL)
 STL 429,308

Drank Past 30-days: Adults 18 or older

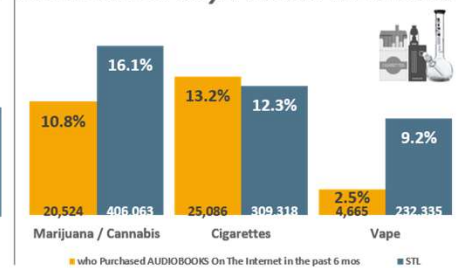


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 53,775 (audiobook) vs 866,445 (STL)

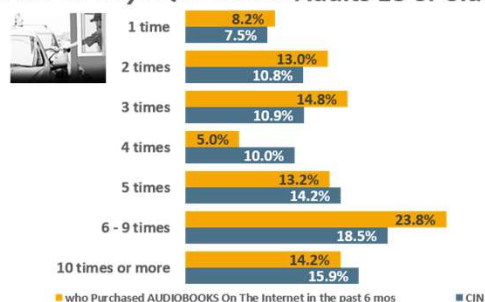
Used Past 30-days: Adults 18 or older





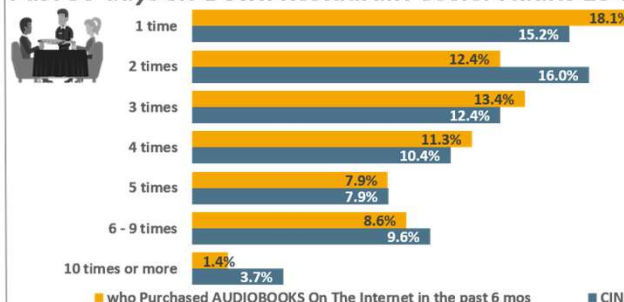
6.9% or 133,458 of CIN DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 5.1% more likely to use QSRs past mo., 2.7% less likely to use Sit-Down Restaurants past mo., 5.6% less likely to use Casinos past yr., 36.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



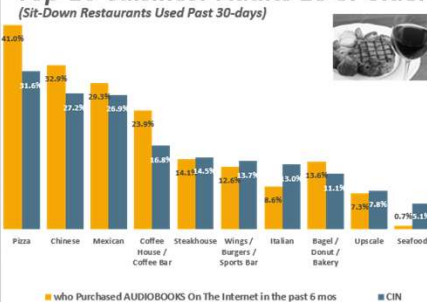
Total Monthly QSR Users: 92.2%
Avg. Monthly QSR Meals: 6.0

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



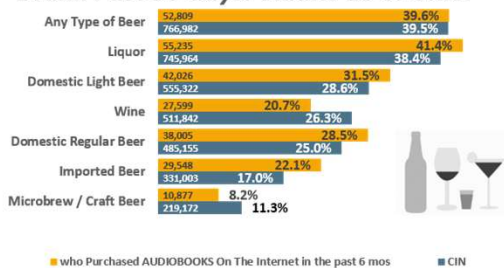
Total Monthly Sit-Down Restaurant Users: 73.2%
Avg. Monthly Sit-Down Restaurant Meals: 3.5

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

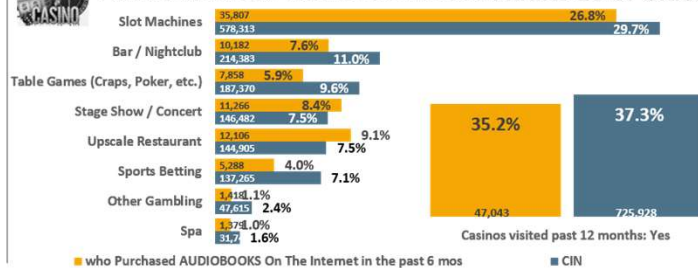


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased AUDIOBOOKS On The Internet in the... 13,629 10.2%
CIN 412,644 21.2%

Drank Past 30-days: Adults 18 or older

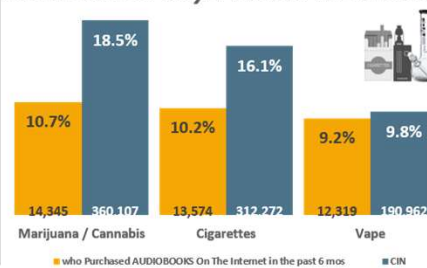


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
47,043 35.2%
725,928 37.3%

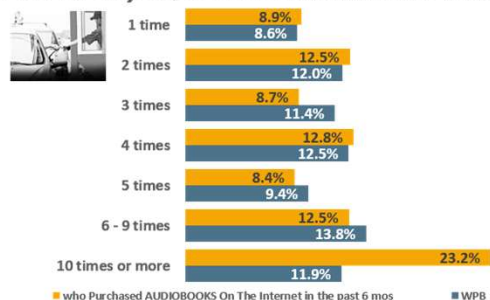
Used Past 30-days: Adults 18 or older



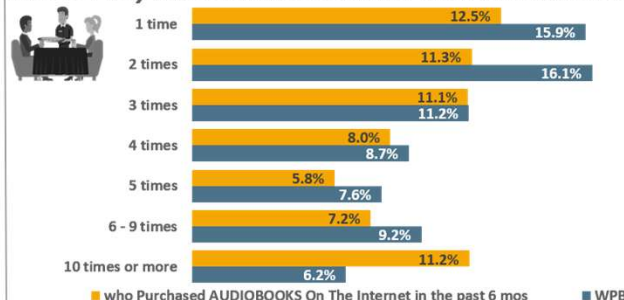


7.8% or 152,167 of WPB DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 9.5% more likely to use QSRs past mo., 10.7% less likely to use Sit-Down Restaurants past mo., 12.8% more likely to use Casinos past yr., 50.3% more likely to smoke cigarett

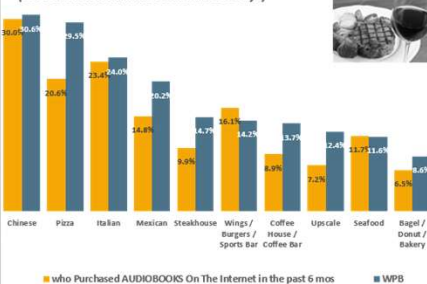
Past 30-days QSR Users: Adults 18 or older



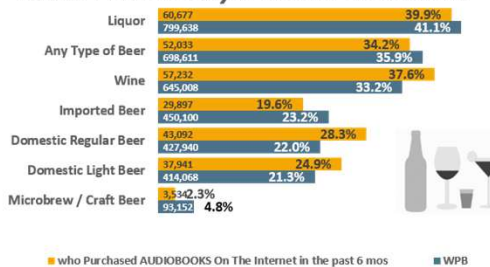
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



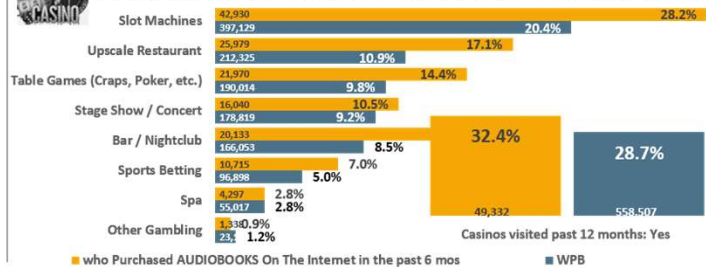
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



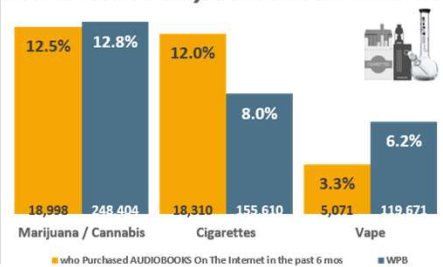
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

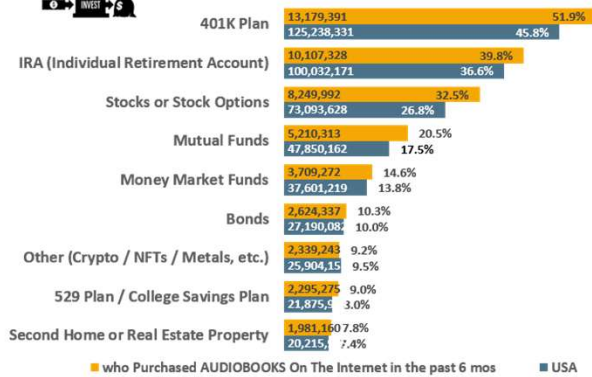




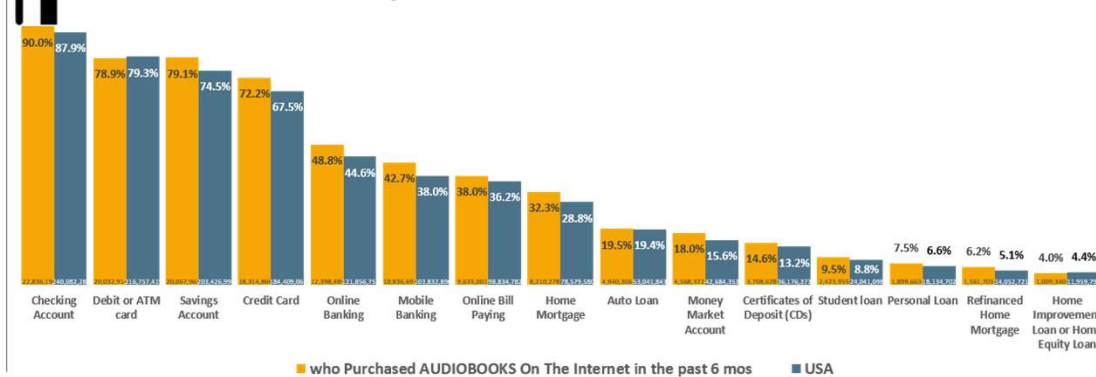
9.3% or 25,381,735 of USA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 13.3% more likely to have a 401K, .2% more likely to have an Auto Loan, 2.3% more likely to Invest/Trade Stocks Online, 12.2% less likely to pay with their Debit Card.



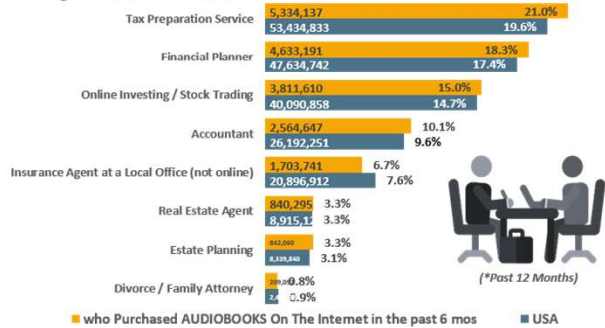
Investments Owned: Adults 18 or older



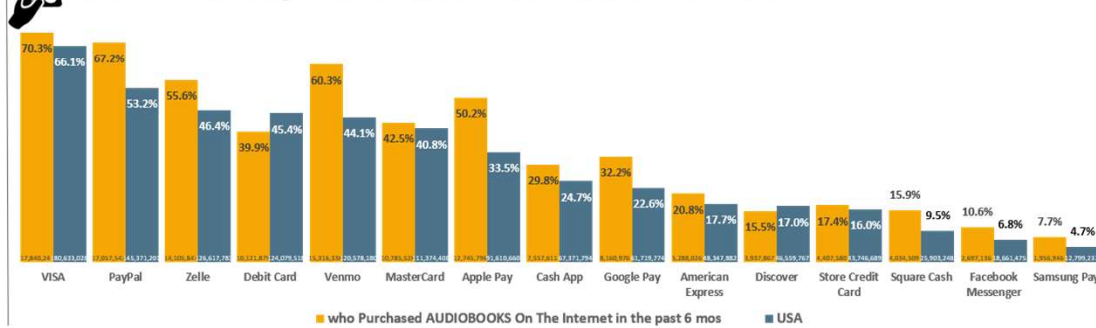
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





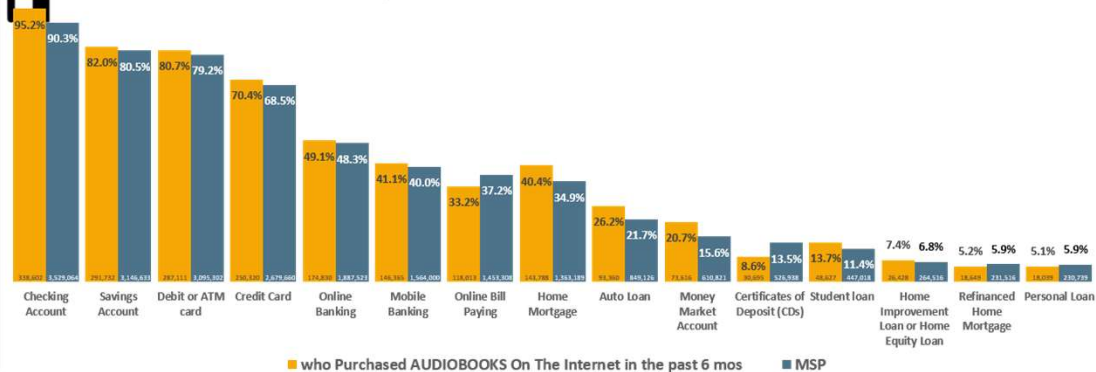
9.1% or 355,760 of MSP DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 6.9% more likely to have a 401K, 20.8% more likely to have an Auto Loan, 44.6% less likely to Invest/Trade Stocks Online, 11.2% less likely to pay with their Debit Card.



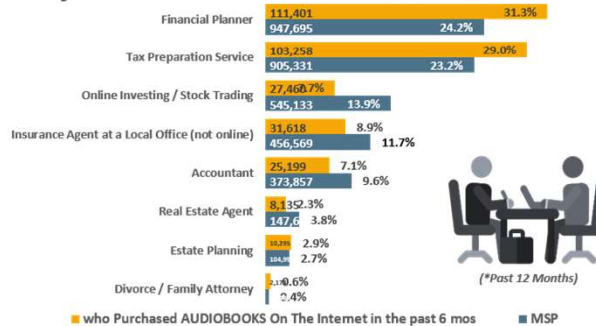
Investments Owned: Adults 18 or older



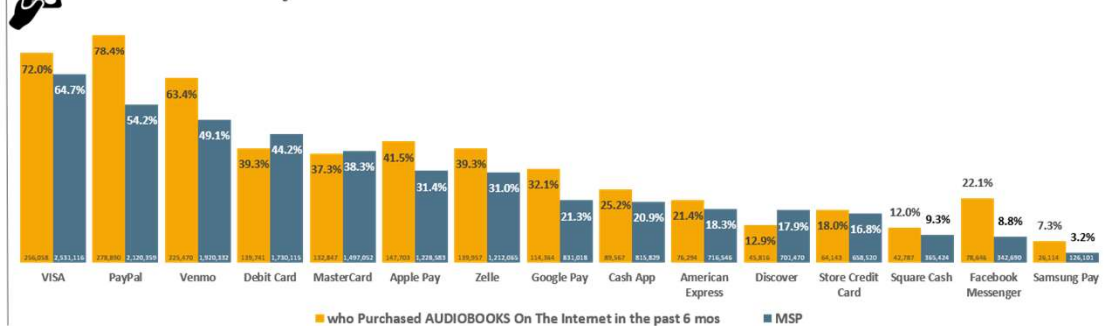
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

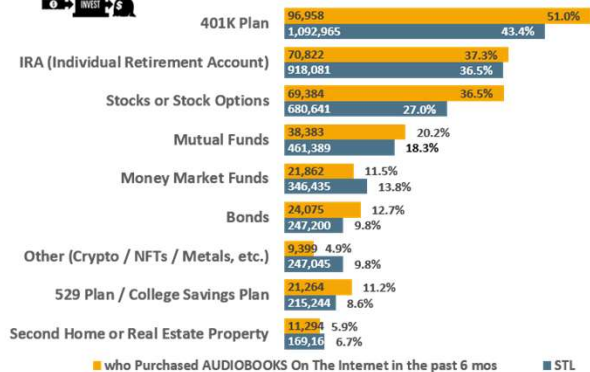




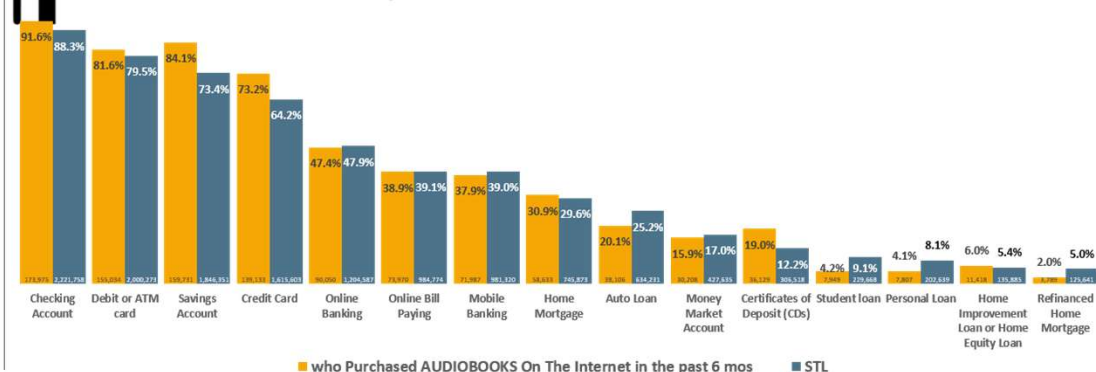
7.6% or 190,015 of STL DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 17.5% more likely to have a 401K, 20.4% less likely to have an Auto Loan, 9.6% more likely to Invest/Trade Stocks Online, 3.6% less likely to pay with their Debit Card.



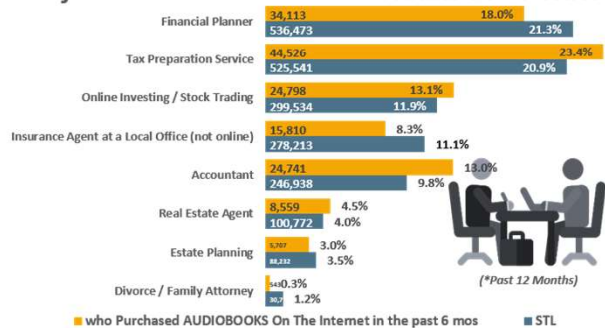
Investments Owned: Adults 18 or older



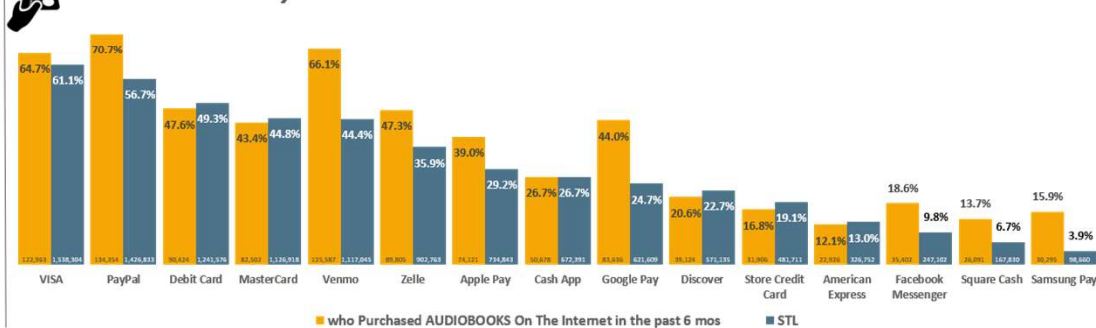
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





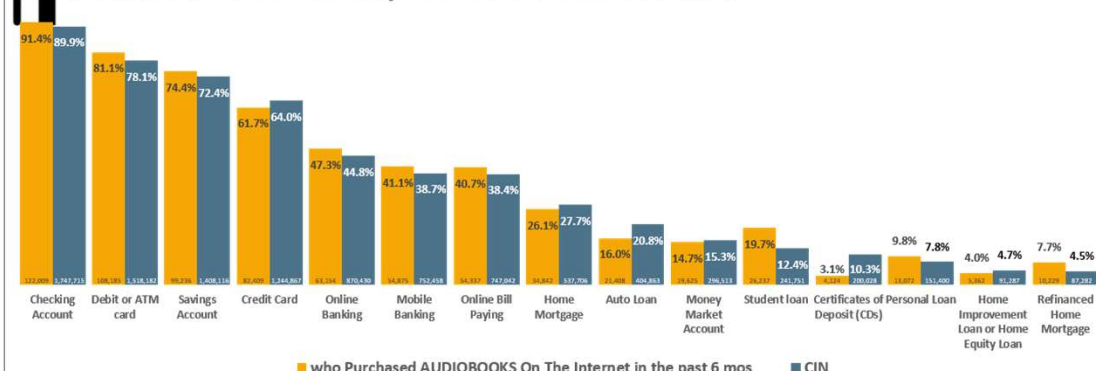
6.9% or 133,458 of CIN DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 16.4% more likely to have a 401K, 23.% less likely to have an Auto Loan, 24.1% more likely to Invest/Trade Stocks Online, 7.6% less likely to pay with their Debit Card.



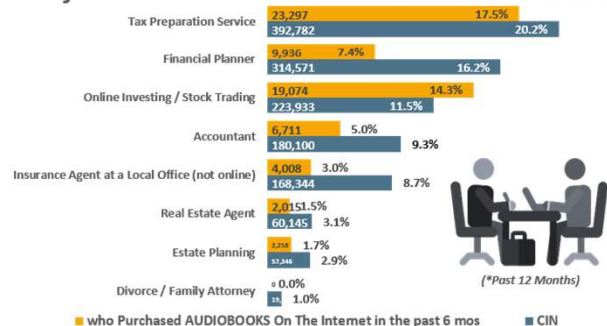
Investments Owned: Adults 18 or older



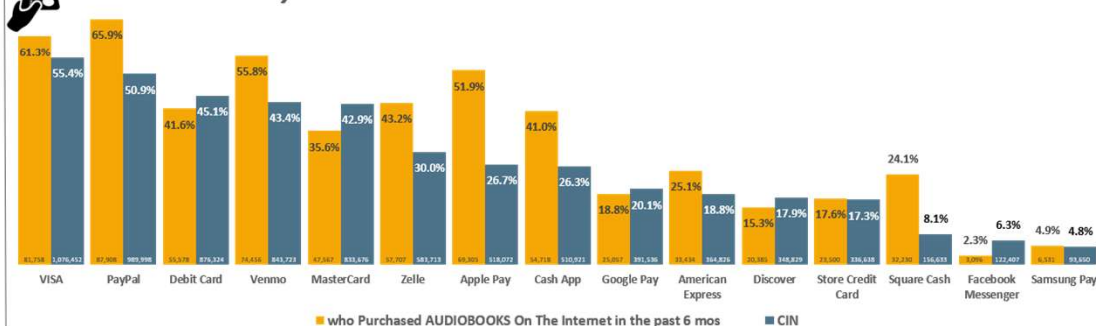
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

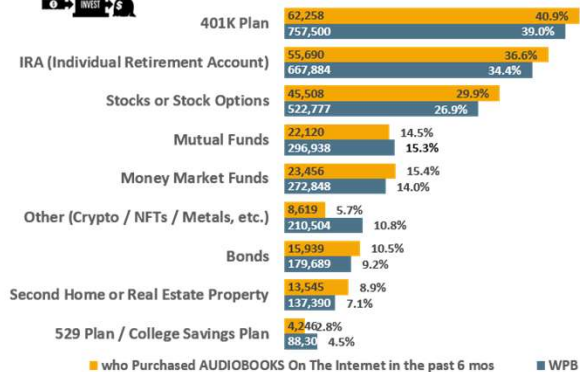




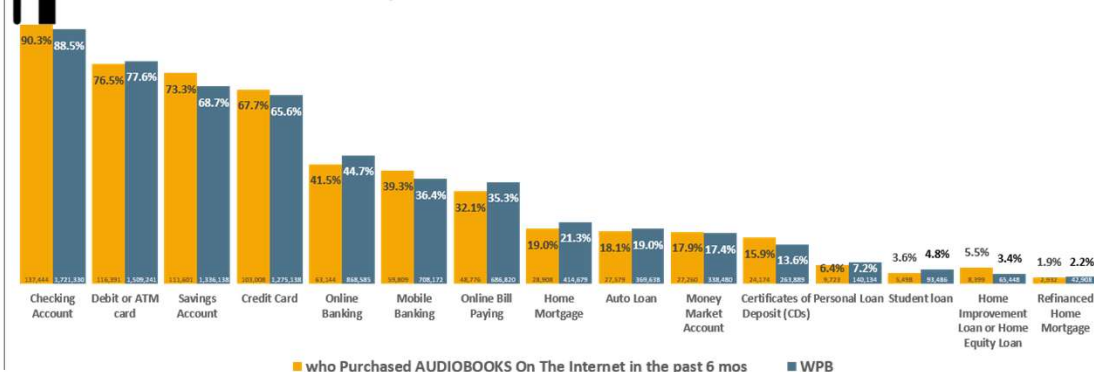
7.8% or 152,167 of WPB DMA Adults 18 or older Purchased AUDIOBOOKS On The Internet in the past 6 mos. Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos are 5.0% more likely to have a 401K, 4.7% less likely to have an Auto Loan, 38.0% more likely to Invest/Trade Stocks Online, 6.6% less likely to pay with their Debit Card.



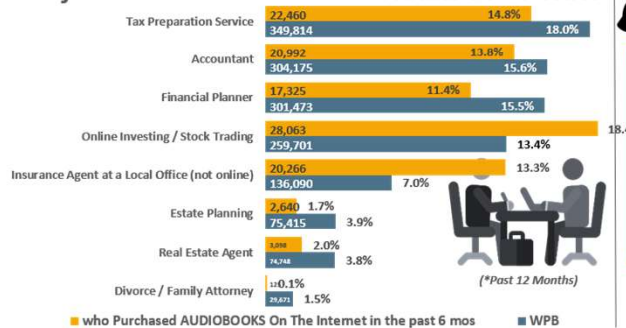
Investments Owned: Adults 18 or older



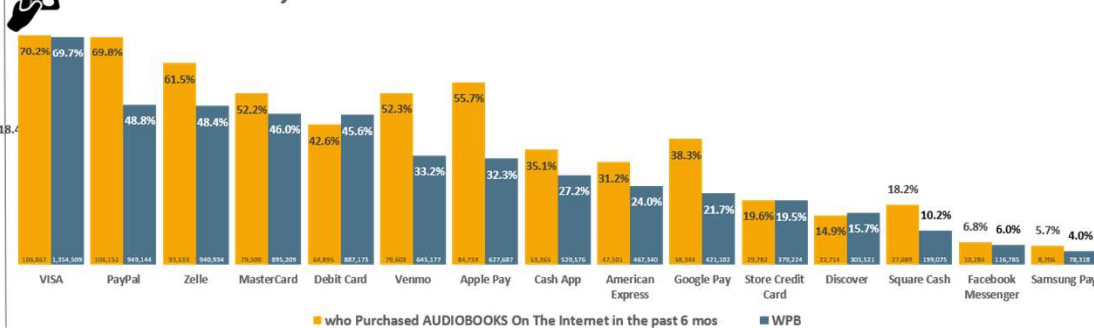
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

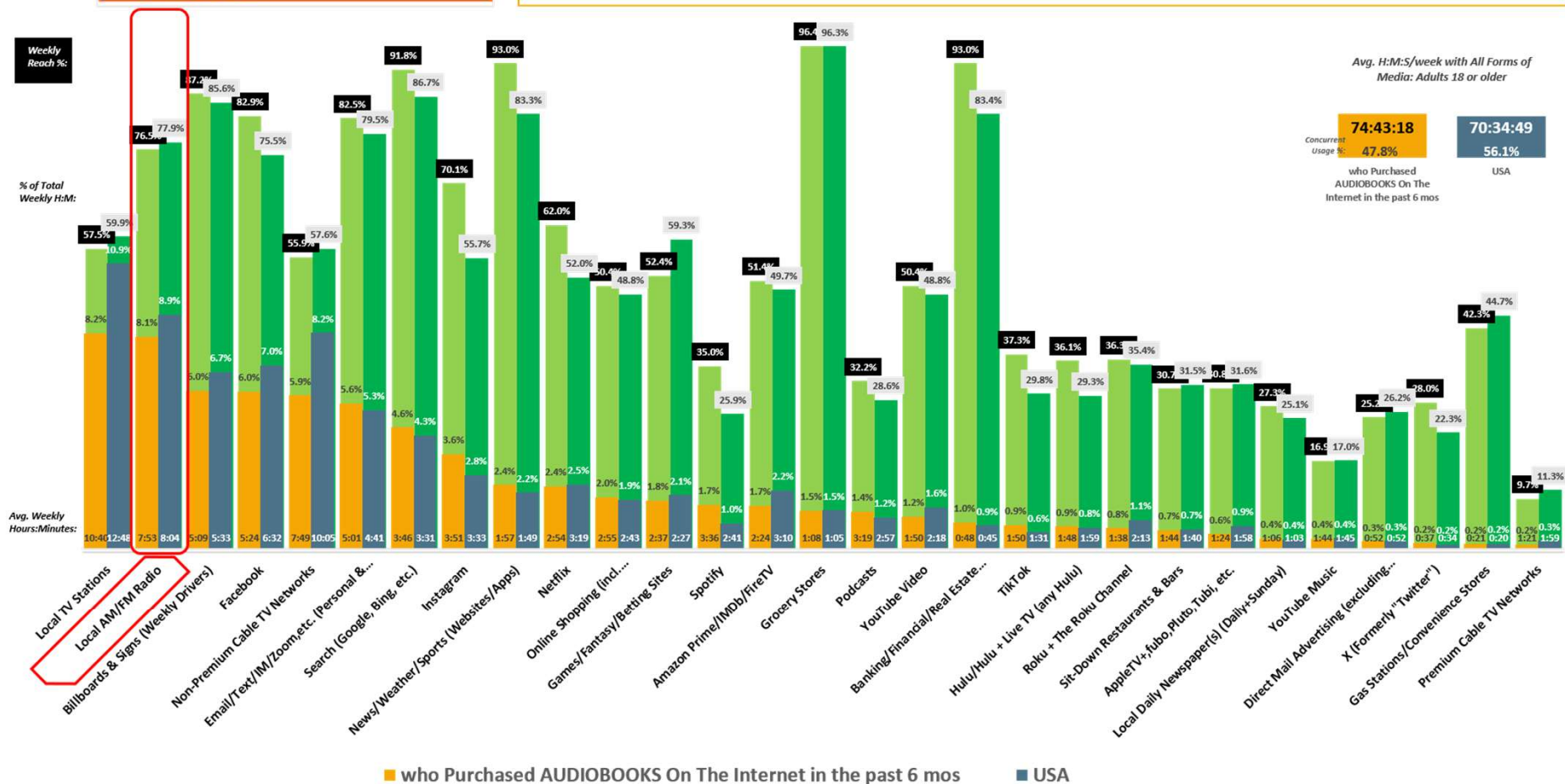


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 3 days, 2 hours, 43 minutes and 18 seconds each week with All Forms of Media.
76.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,325
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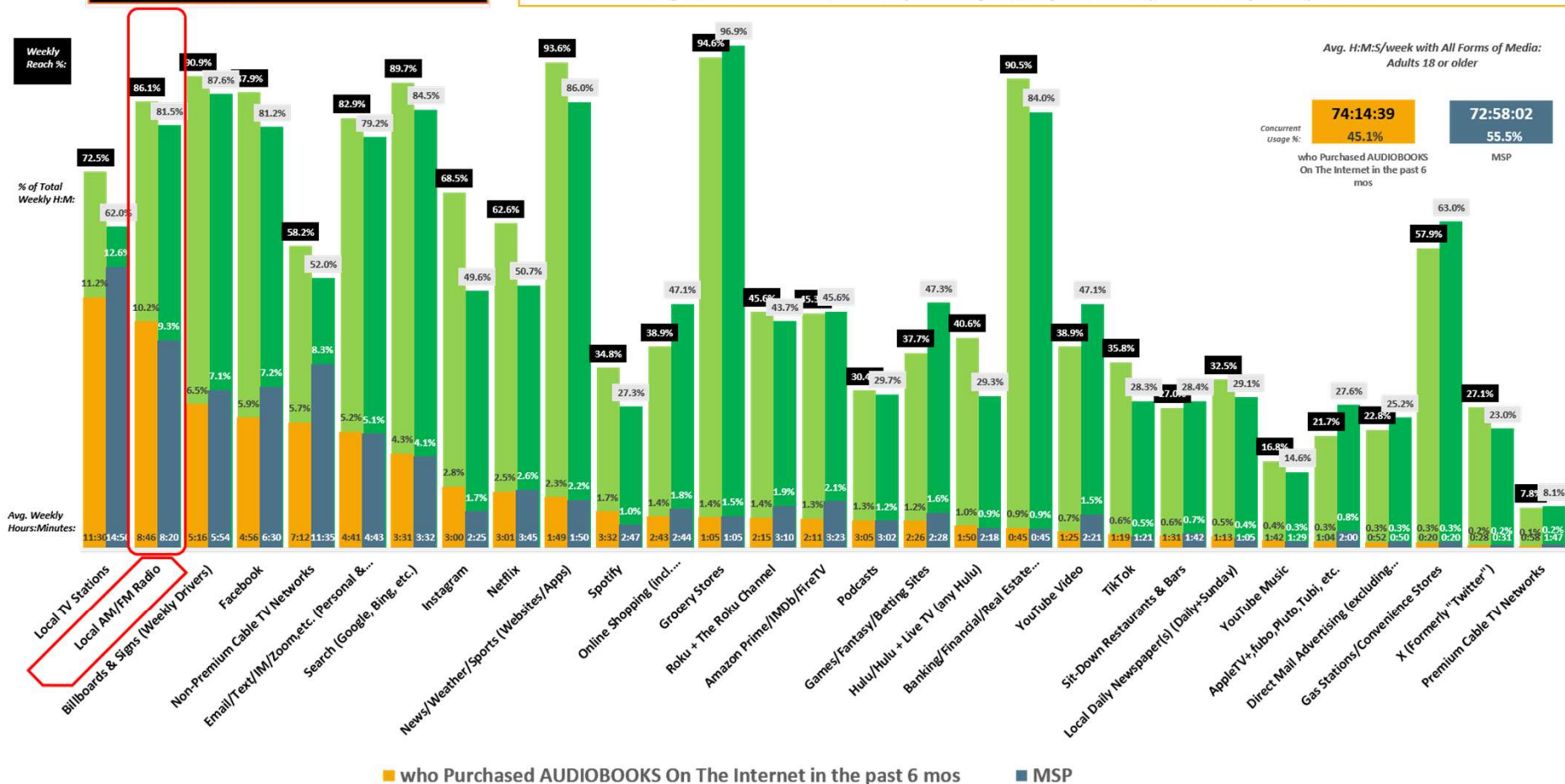
Items bought on the Internet past 6 months: Entertainment: Audiobooks



Share of Everything for Anything

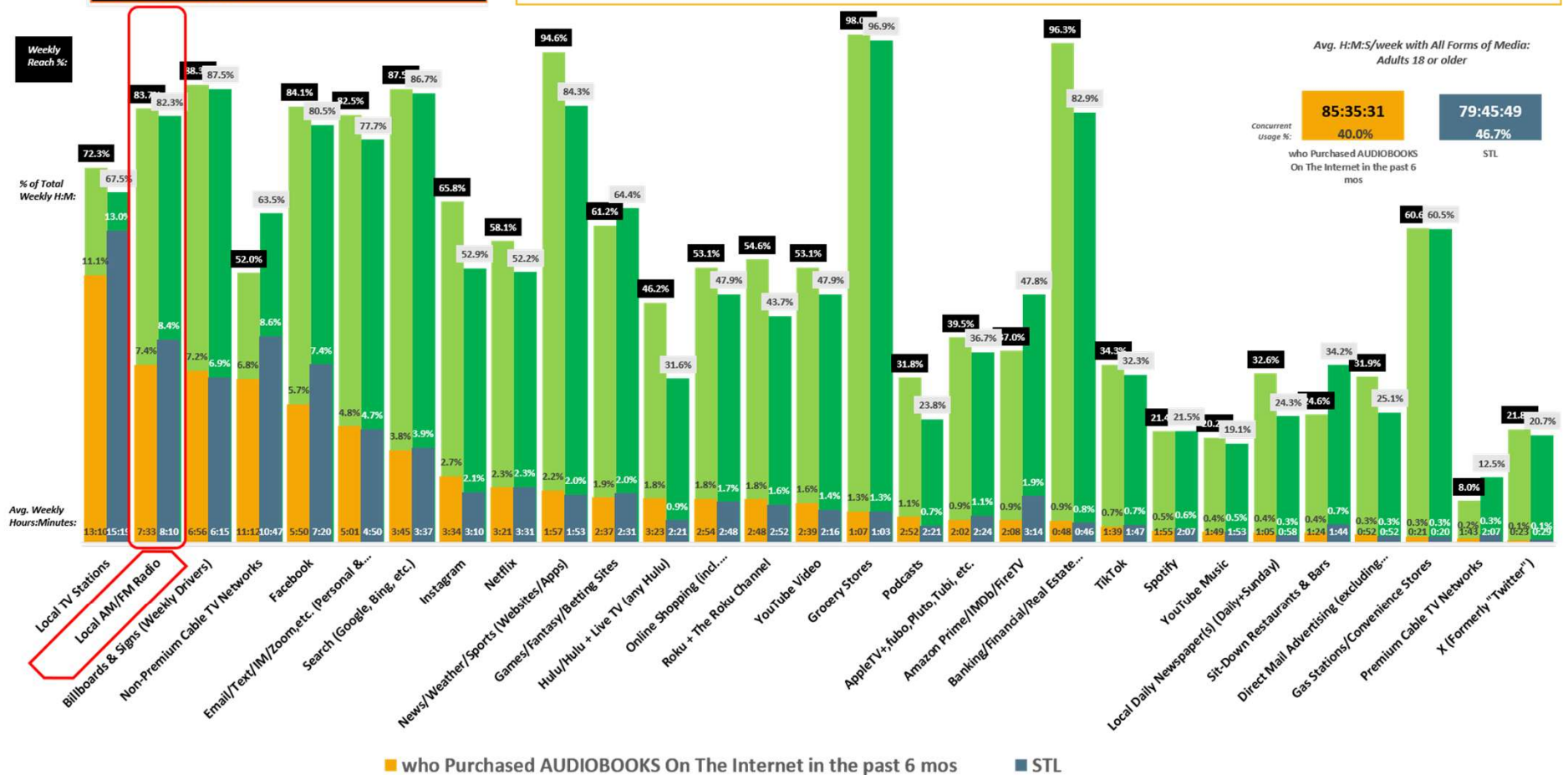


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 3 days, 2 hours, 14 minutes and 39 seconds each week with All Forms of Media.
 86.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



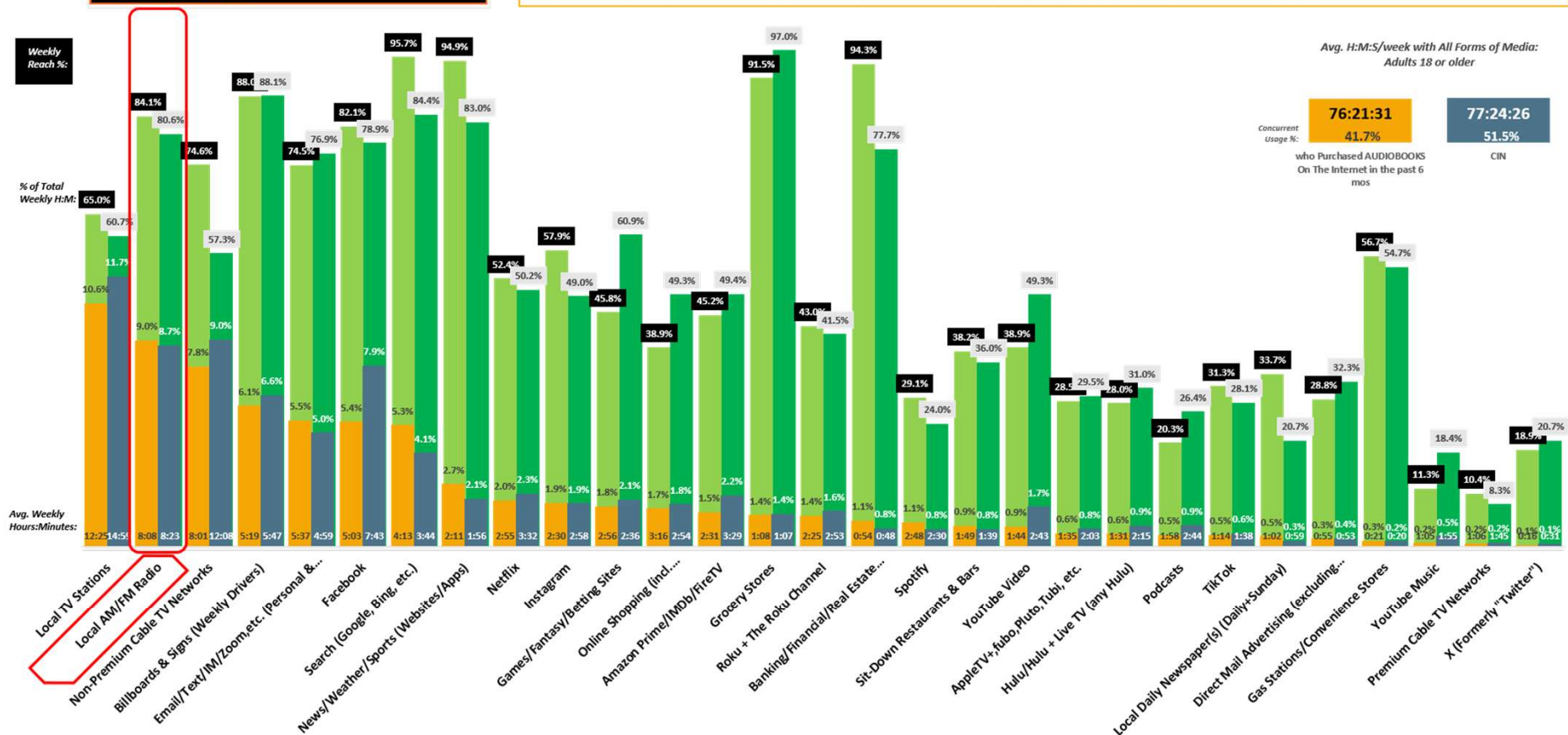


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 3 days, 13 hours, 35 minutes and 31 seconds each week with All Forms of Media.
83.7% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



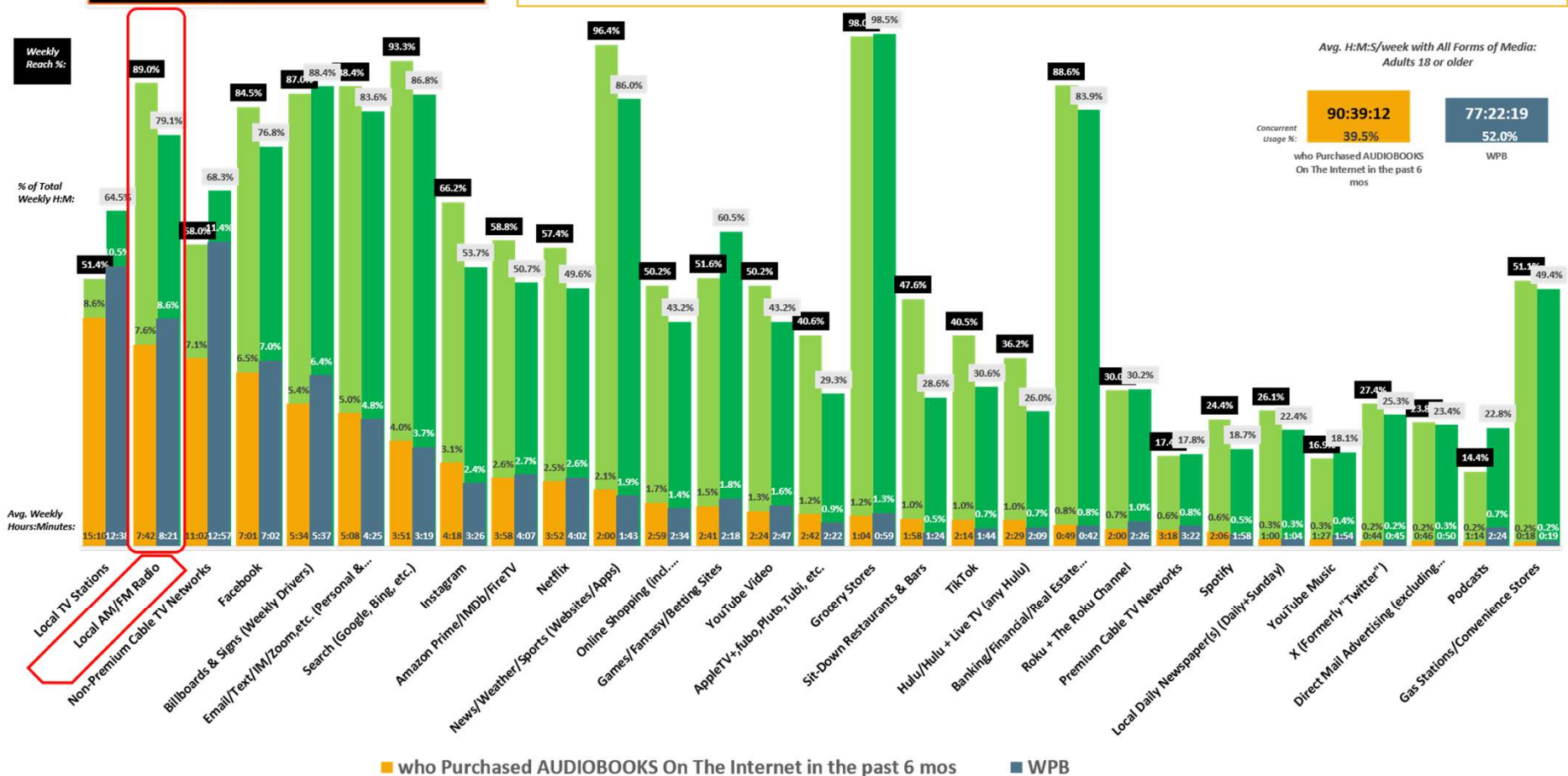


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 3 days, 4 hours, 21 minutes and 31 seconds each week with All Forms of Media.
 84.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.



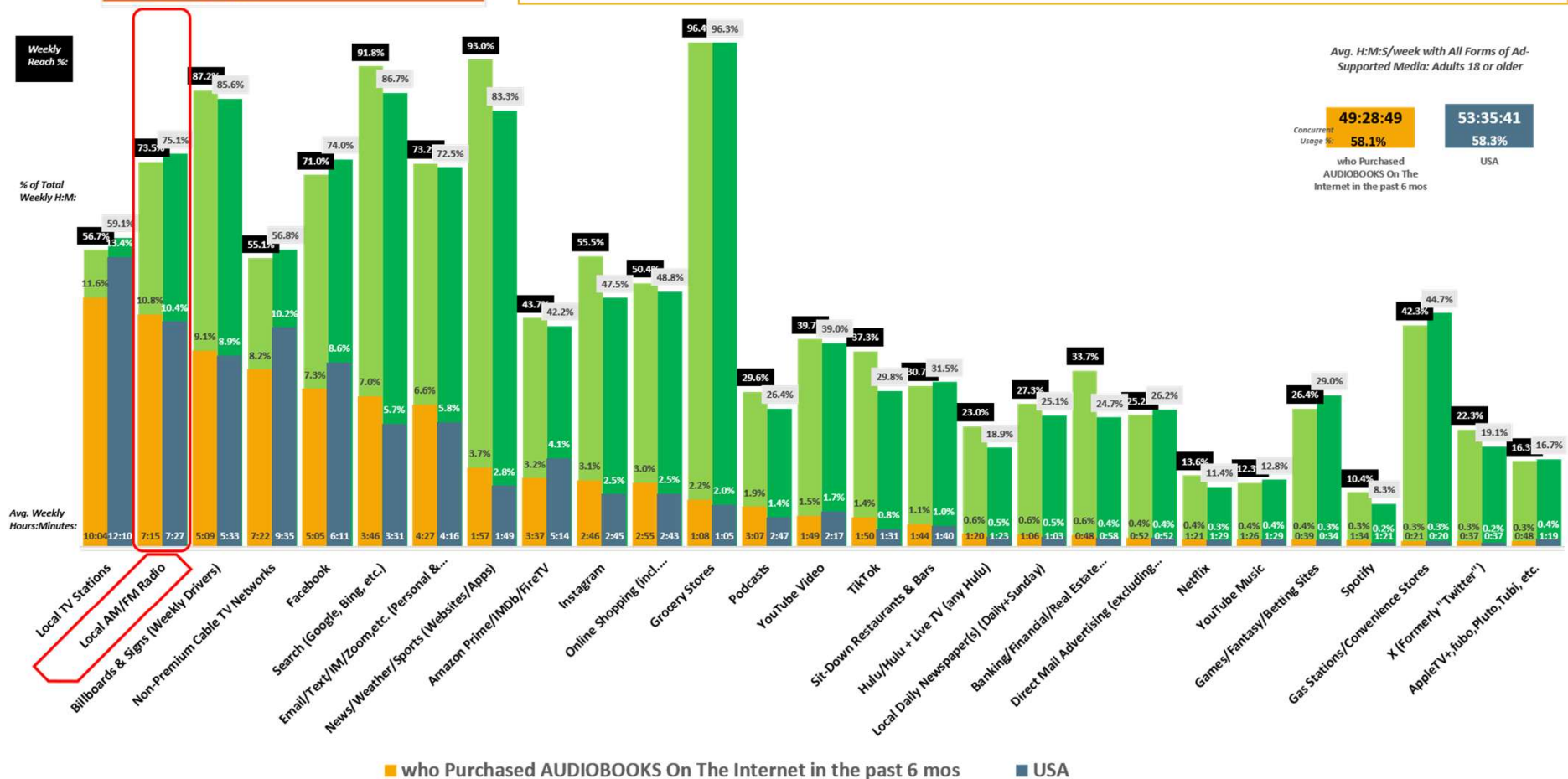


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 3 days, 18 hours, 39 minutes and 12 seconds each week with All Forms of Media.
 89.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



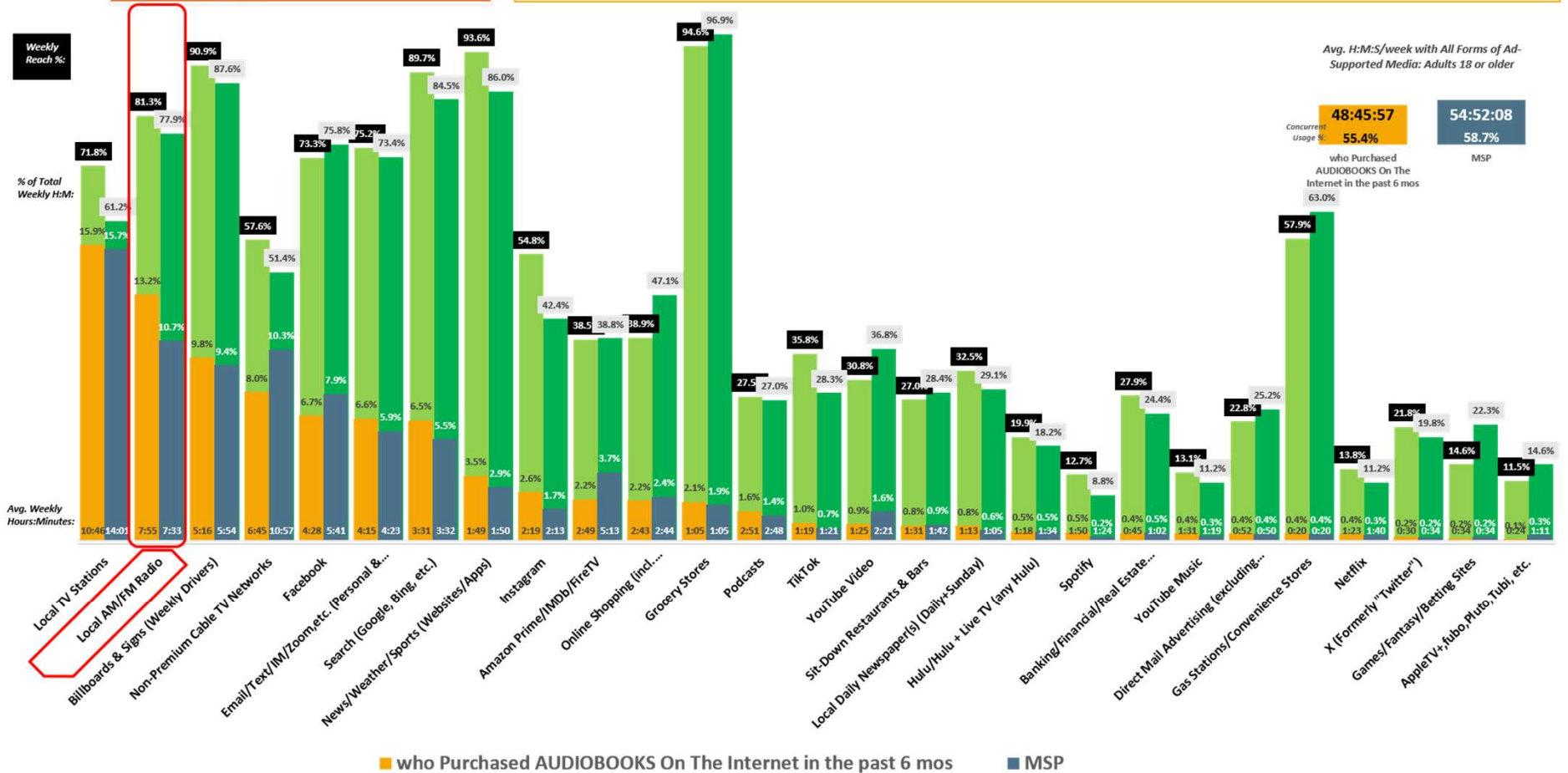


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 2 days, 1 hours, 28 minutes and 49 seconds each week with All Forms of Ad-Supported Media.
 73.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Med



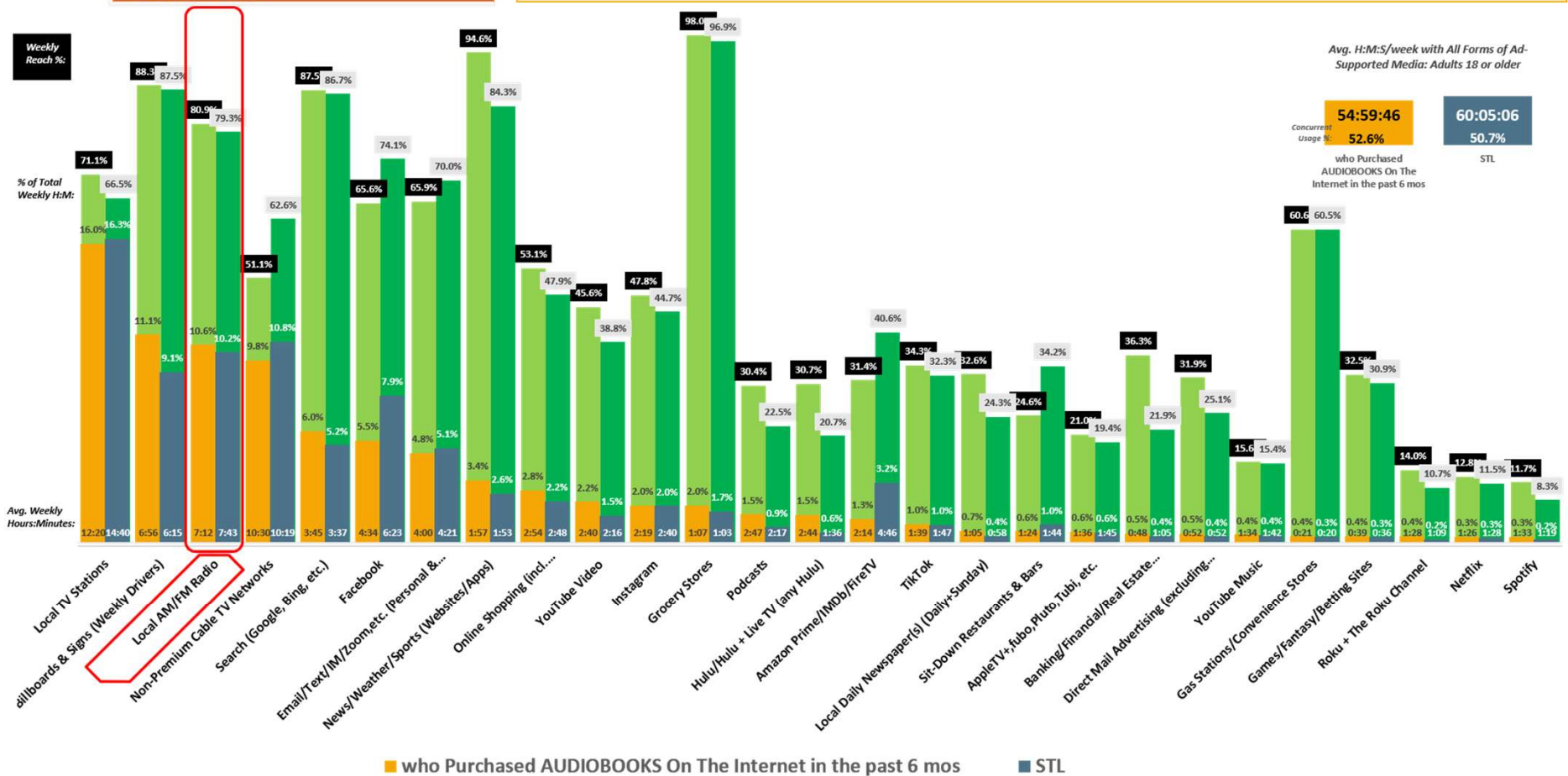


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 2 days, 0 hours, 45 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 81.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Med



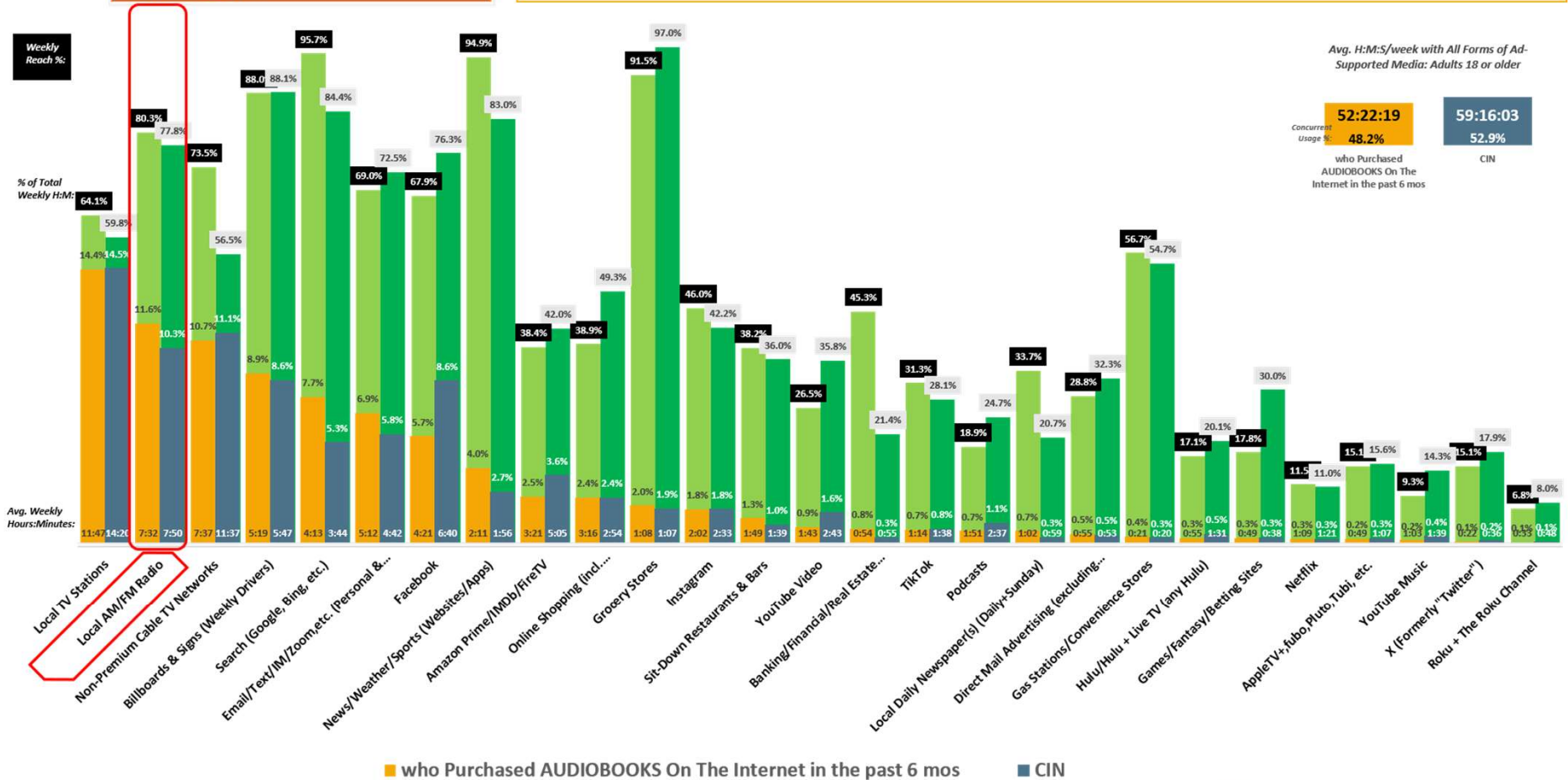


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 2 days, 6 hours, 59 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
80.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Med



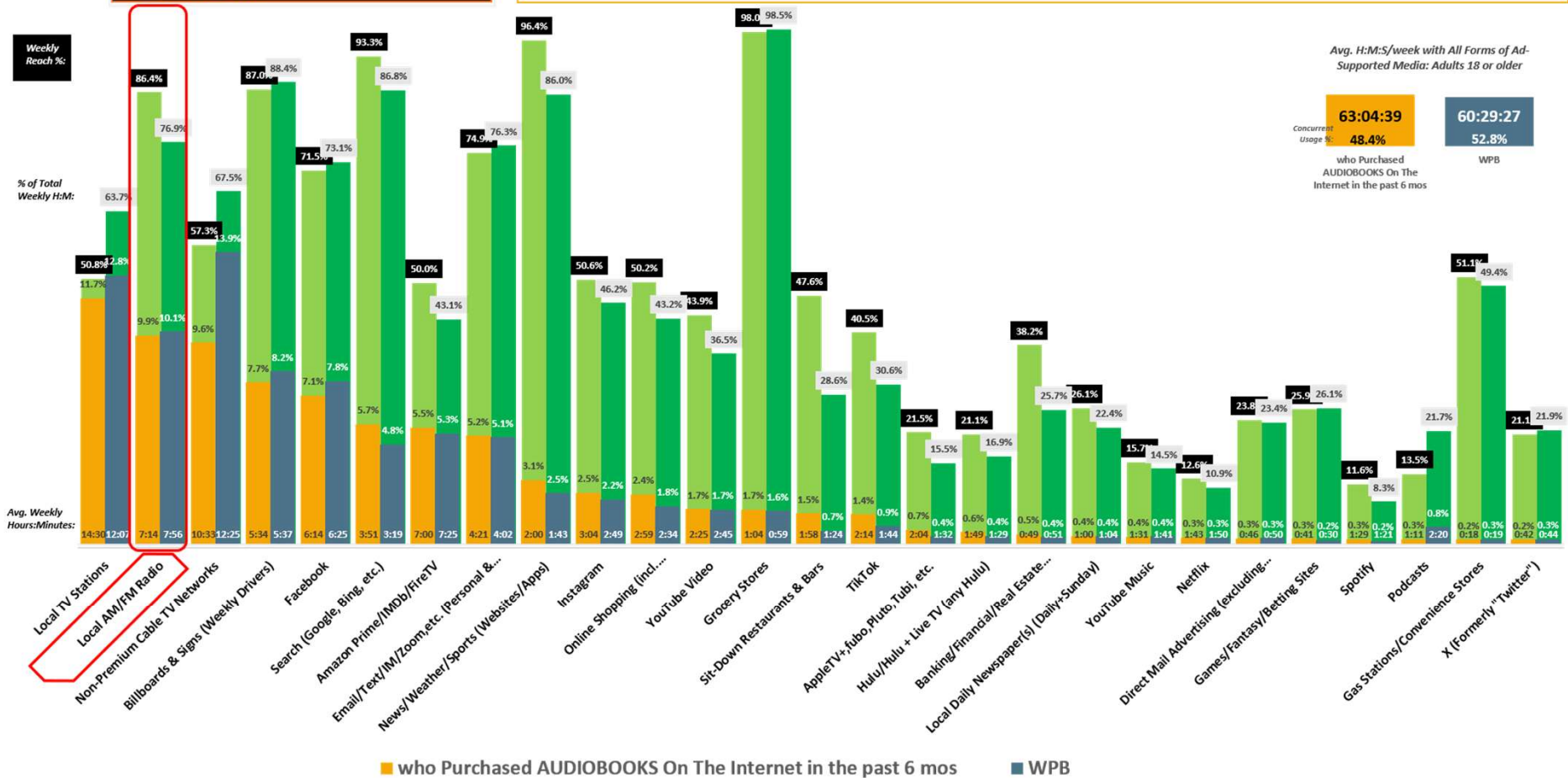


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 2 days, 4 hours, 22 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
 80.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 2 days, 15 hours, 4 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 86.4% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Medi

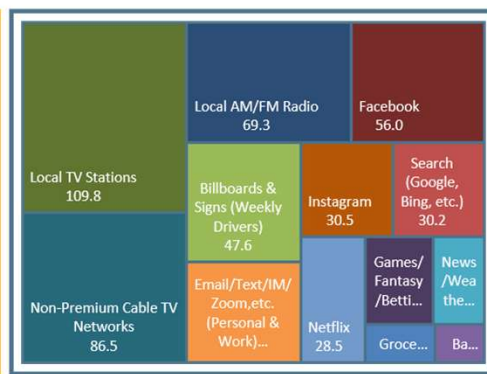
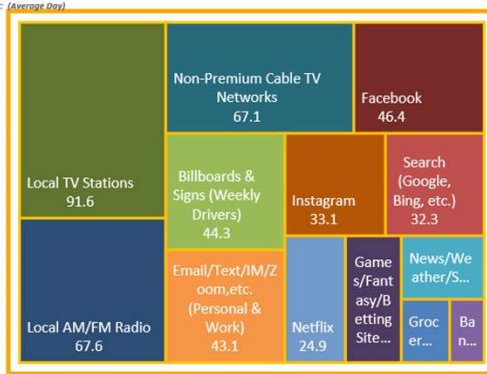
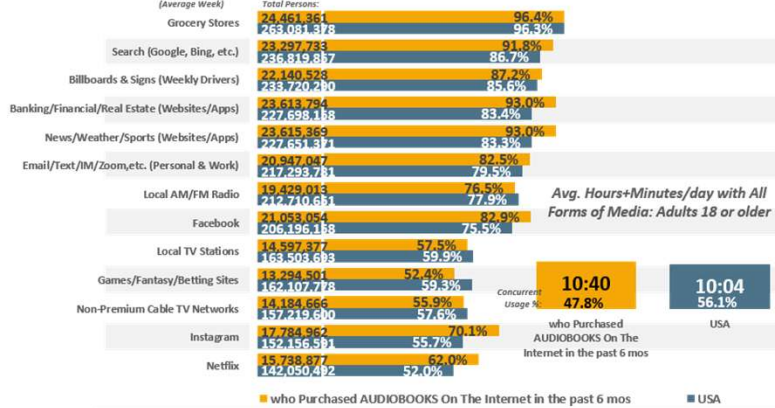




Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 73.5% listen to Local AM/FM Radio for an avg. of 62.2 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

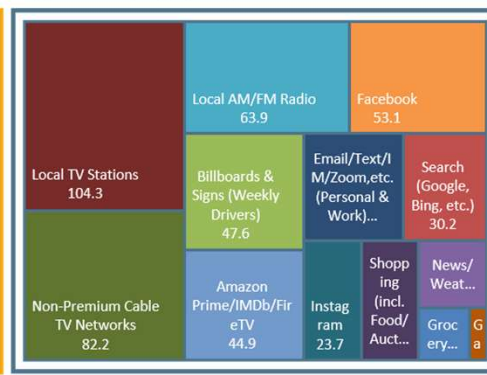
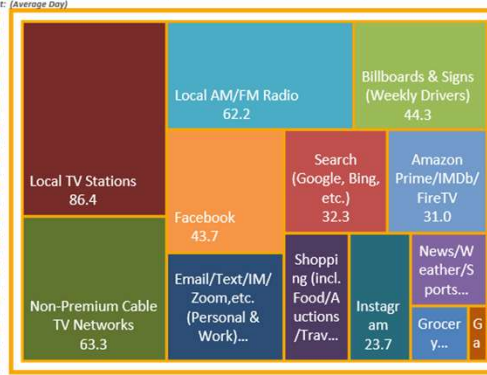
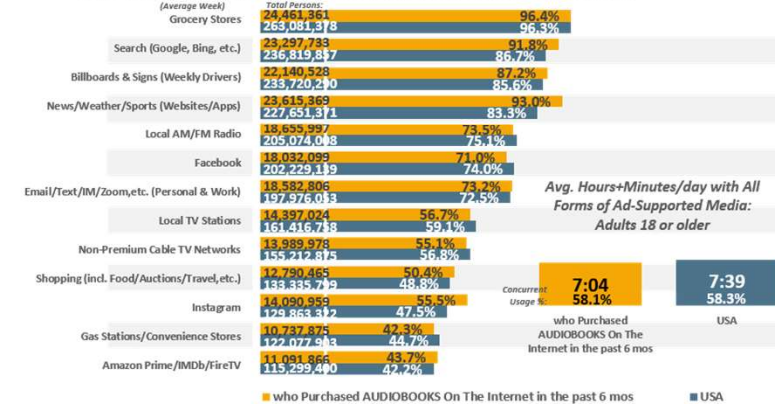
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

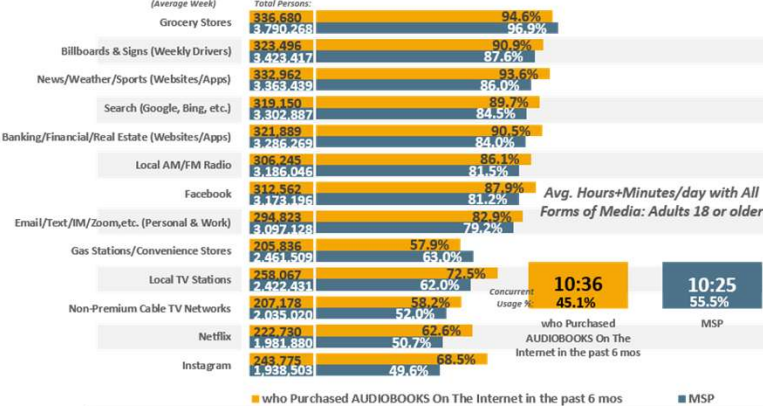
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

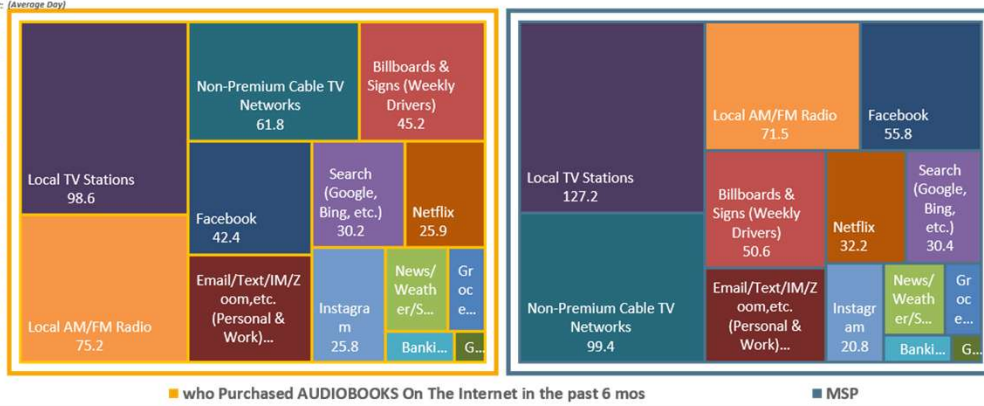


Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

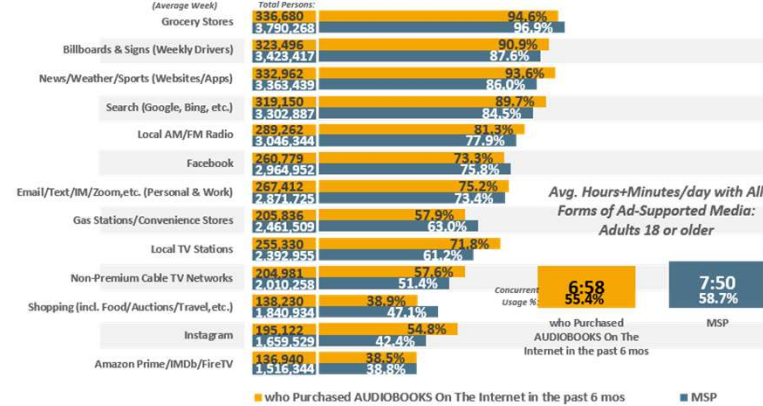
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



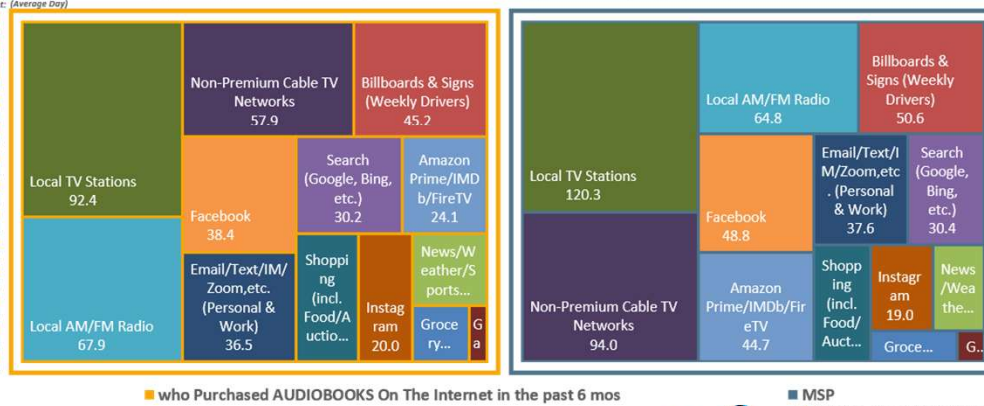
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 184
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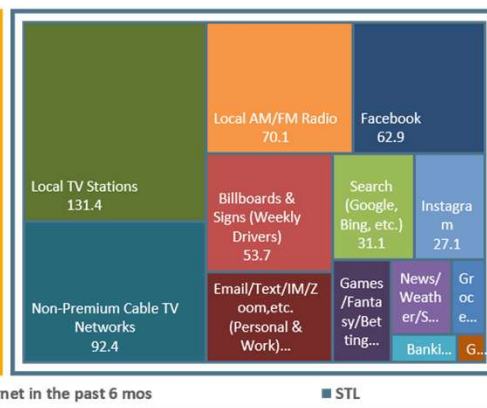
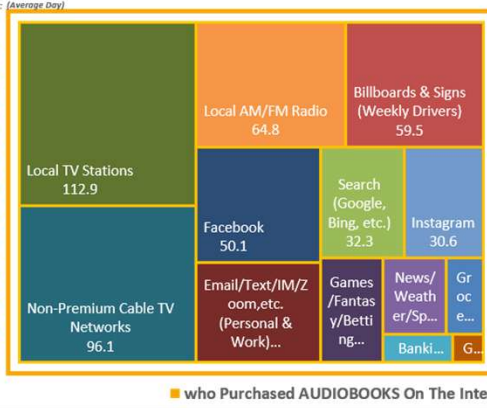
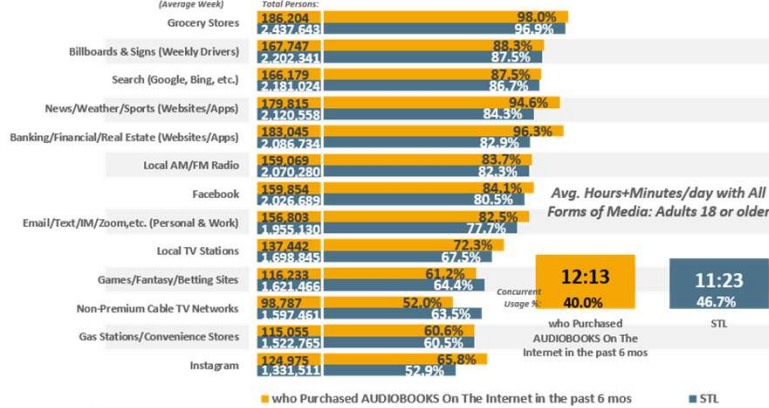
Items bought on the Internet past 6 months: Entertainment: Audiobooks



Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 61.7 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

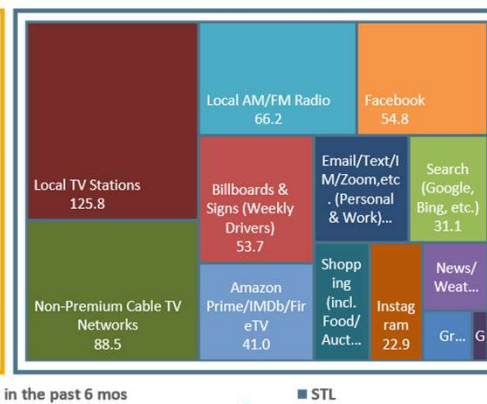
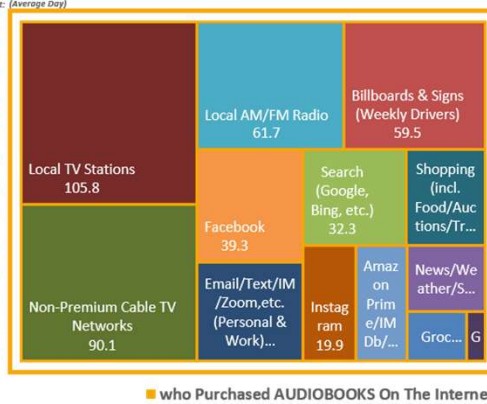
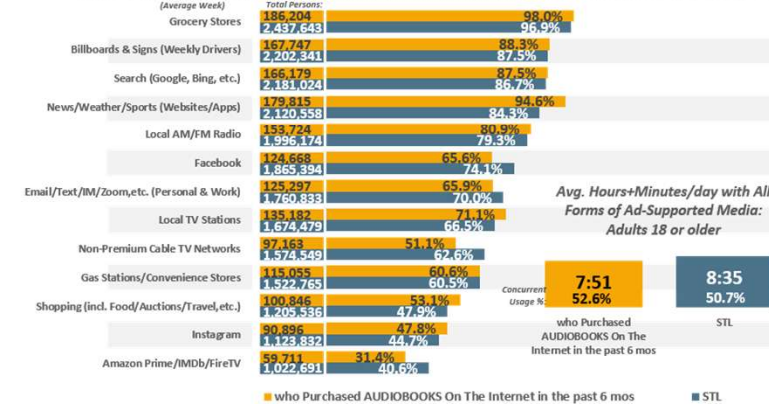
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 170
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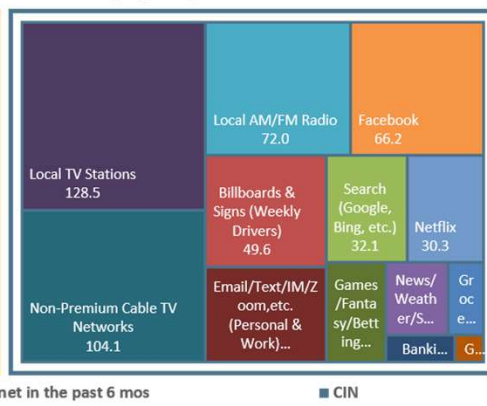
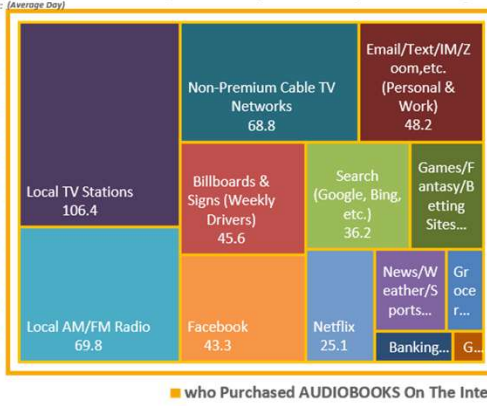
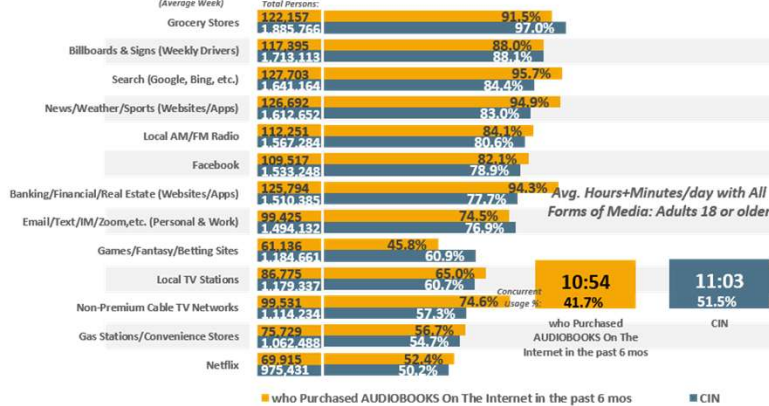
Items bought on the Internet past 6 months: Entertainment: Audiobooks



Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

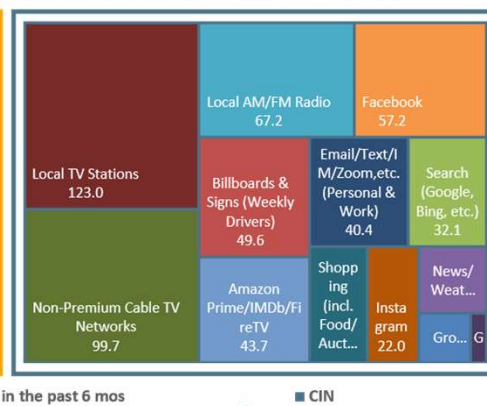
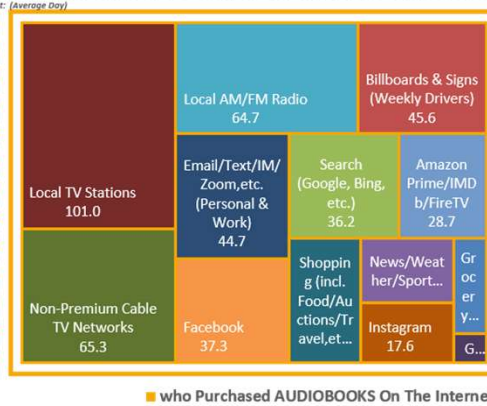
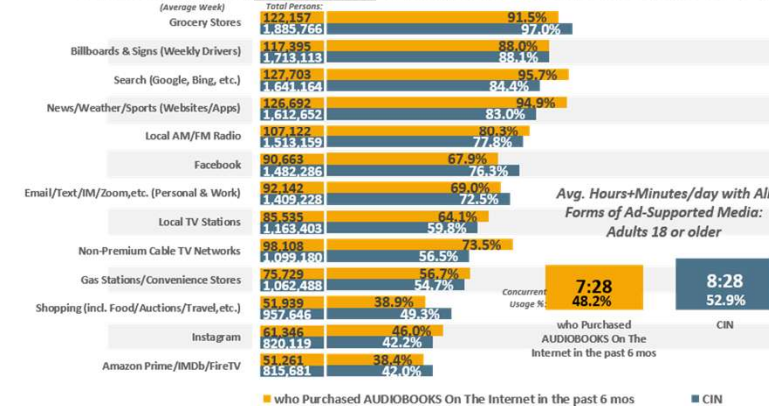
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

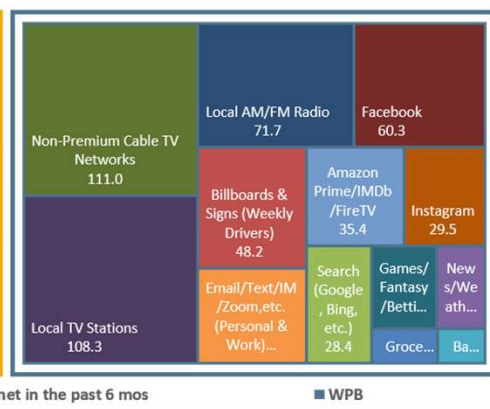
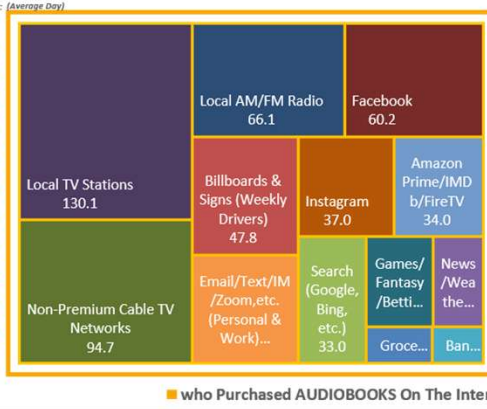
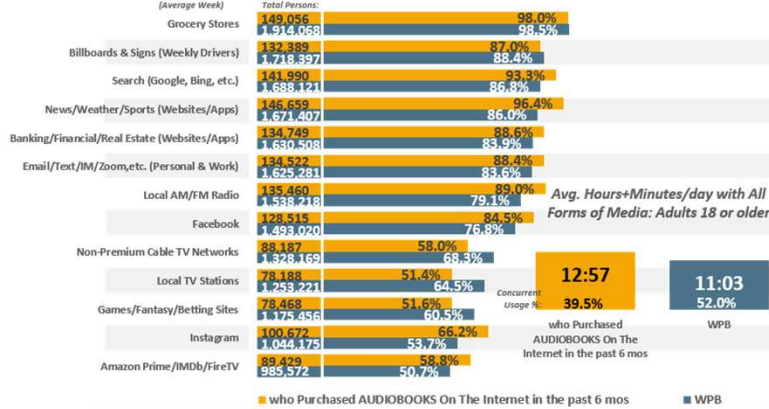




Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

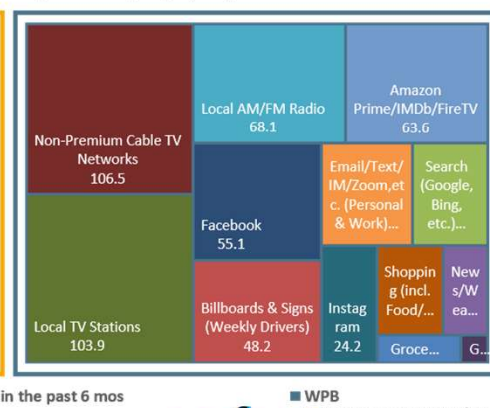
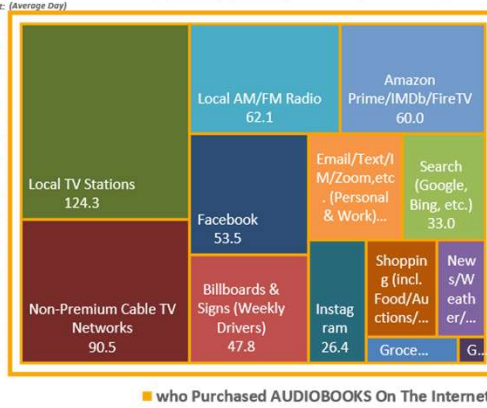
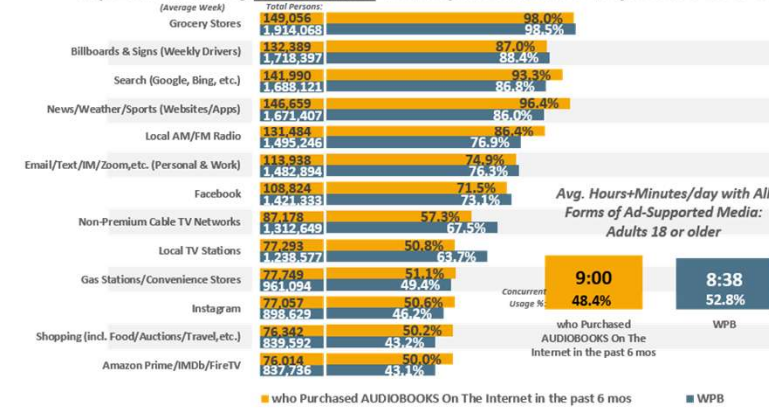
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 R1 2026: Jan25-Jan26 Qual Intab 205
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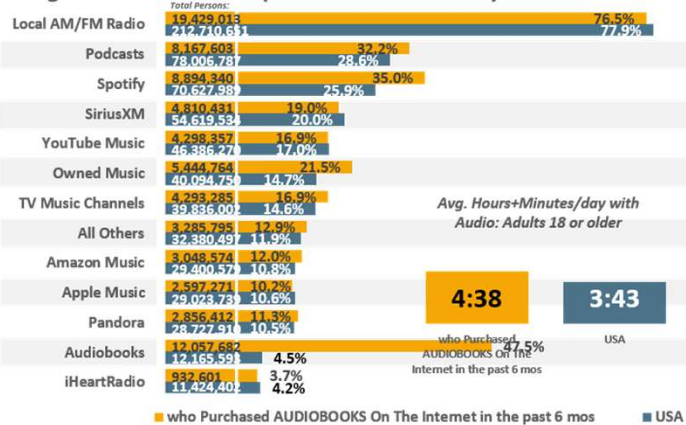
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

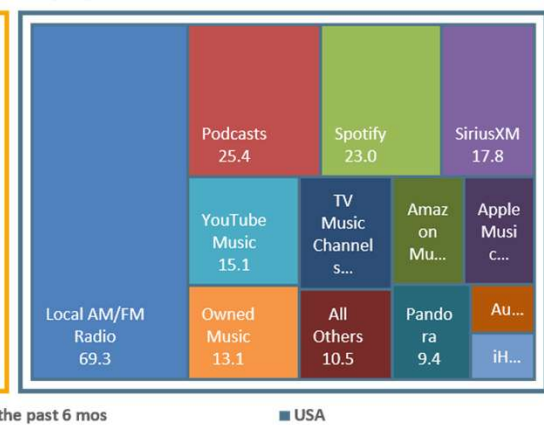
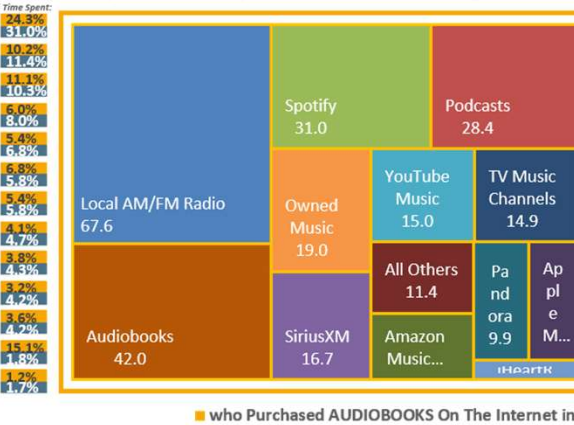


18,655,997 or 73.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

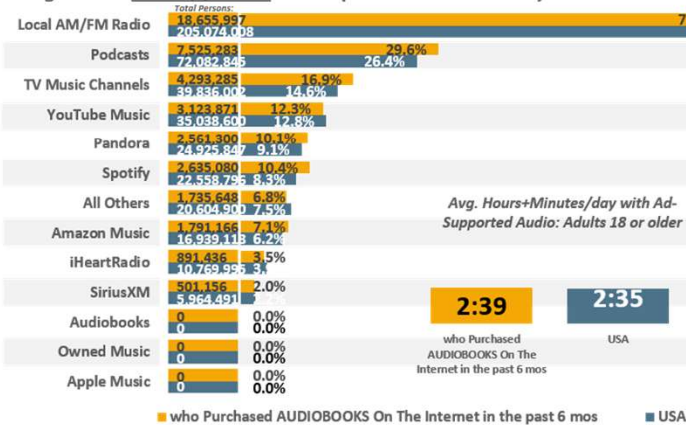
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



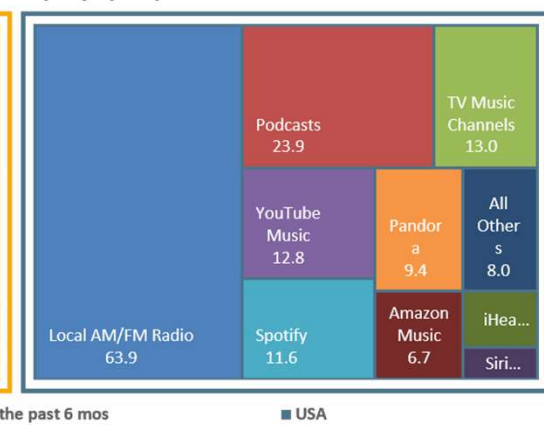
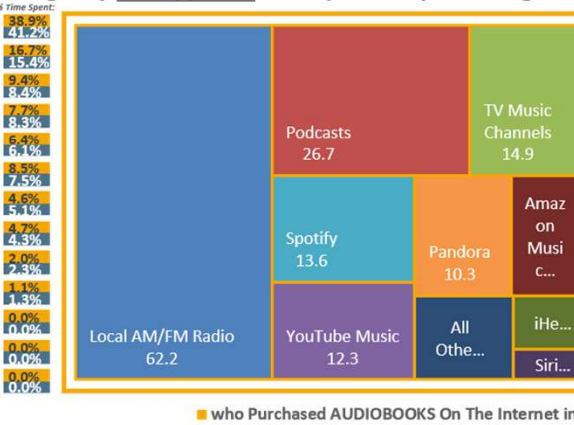
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



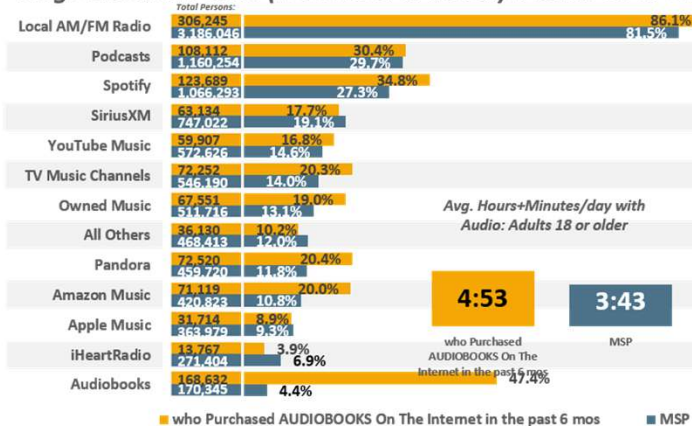
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



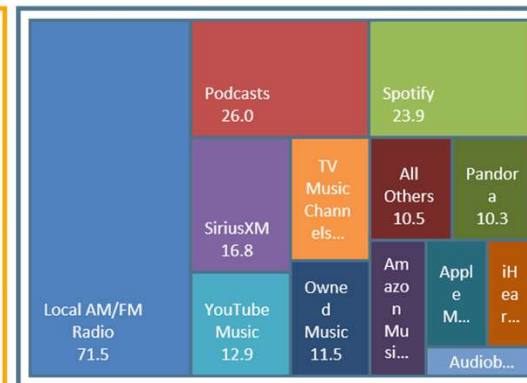
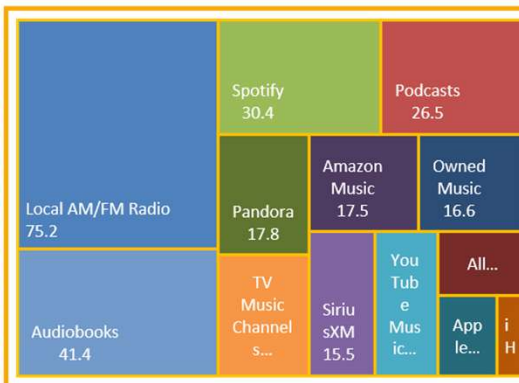


289,262 or 81.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

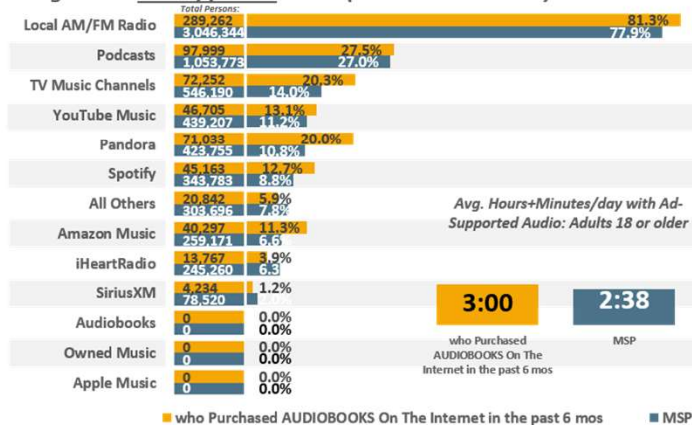
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



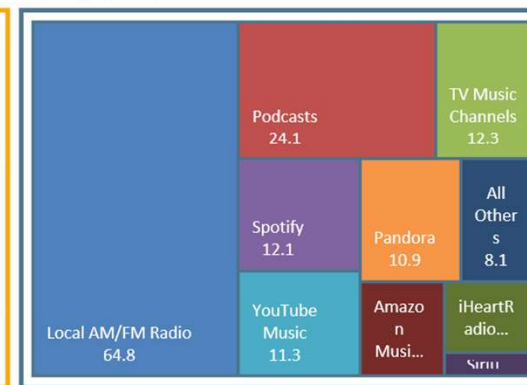
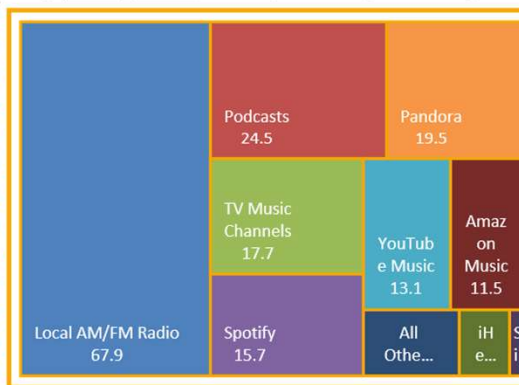
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



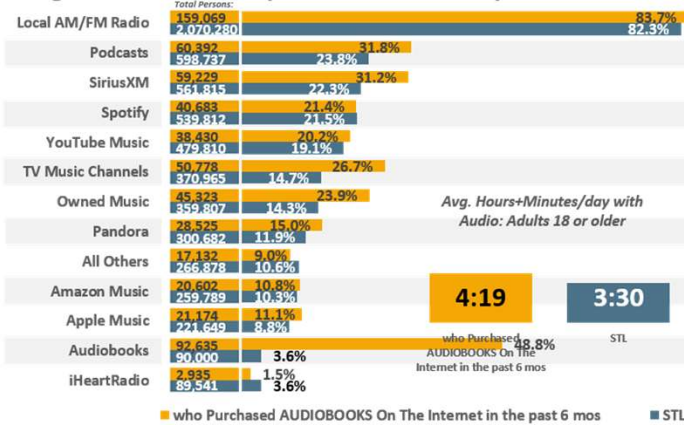
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



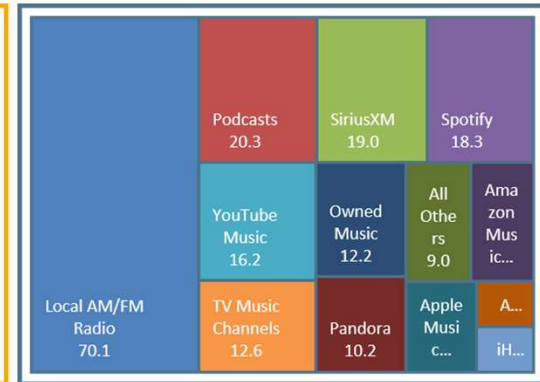
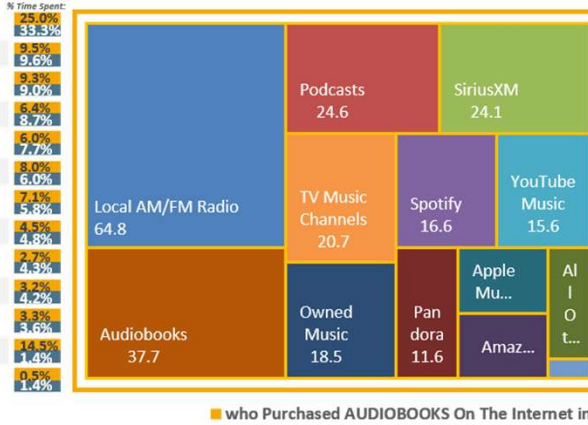


153,724 or 80.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

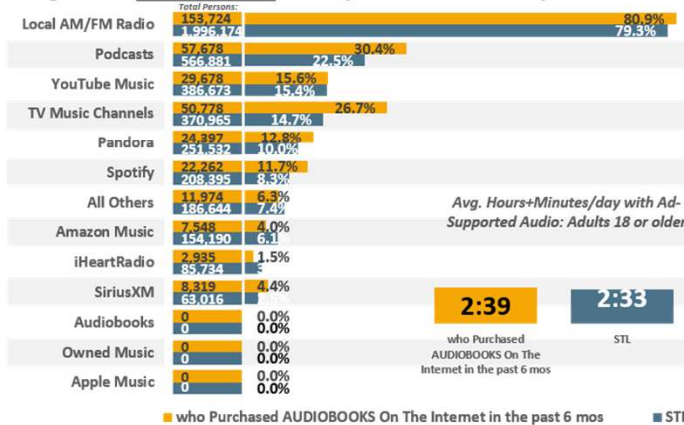
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



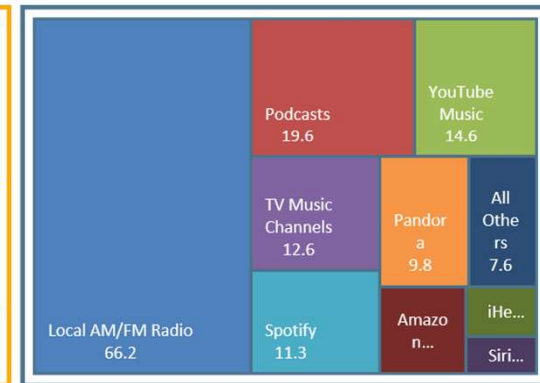
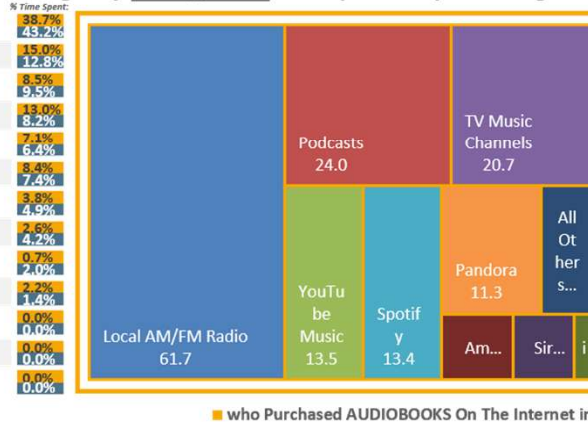
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



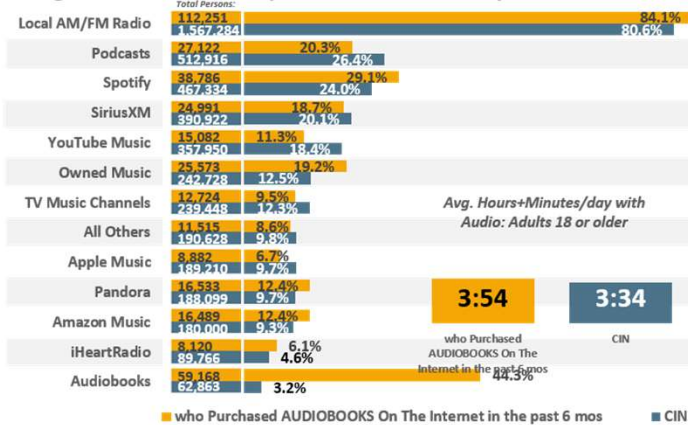
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



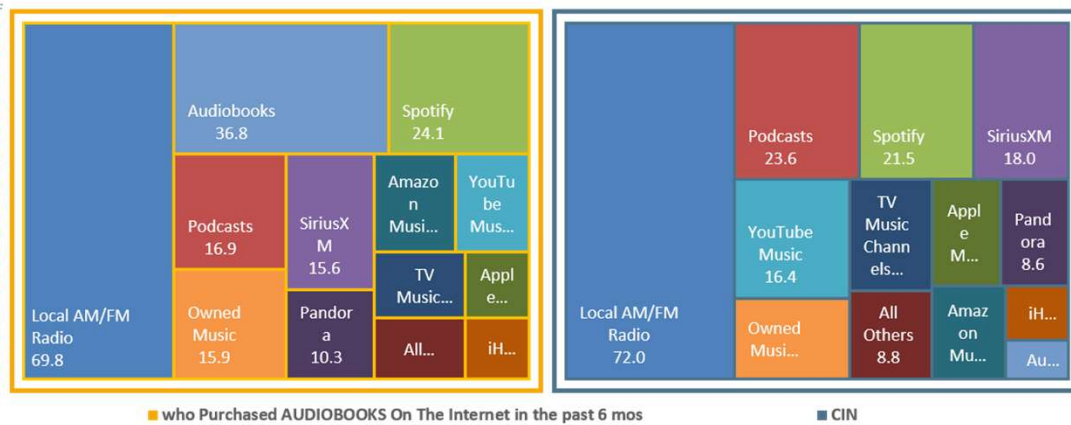


107,122 or 80.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.

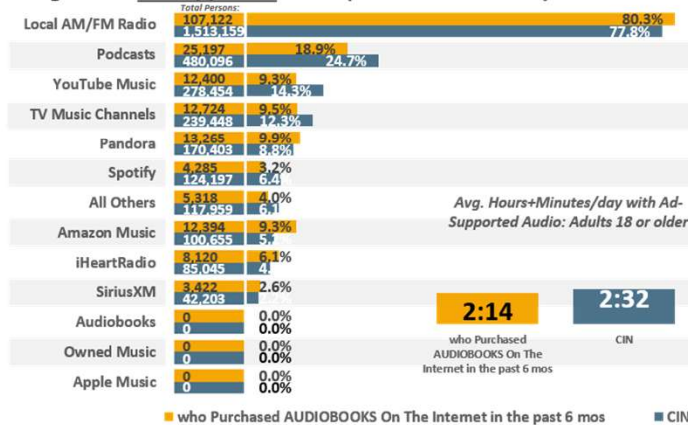
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



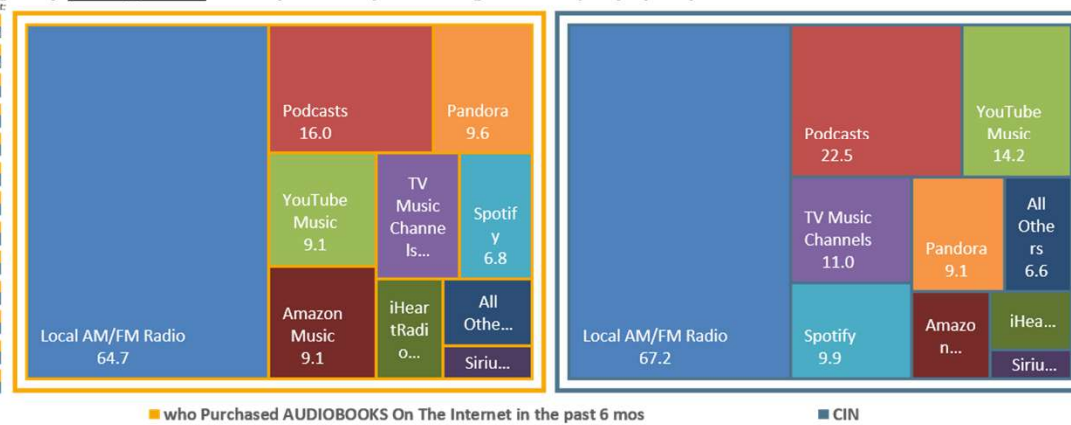
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



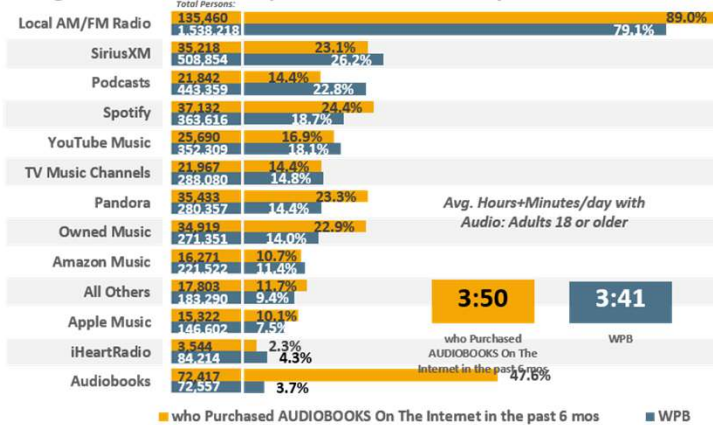
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



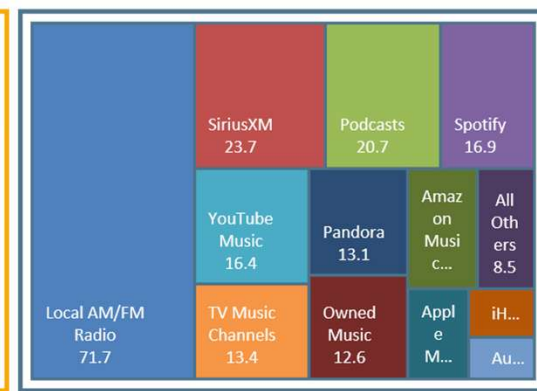
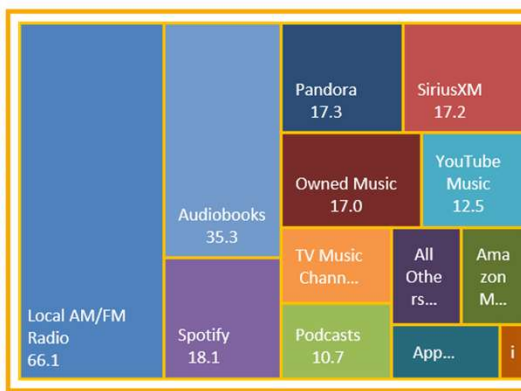


131,484 or 86.4% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

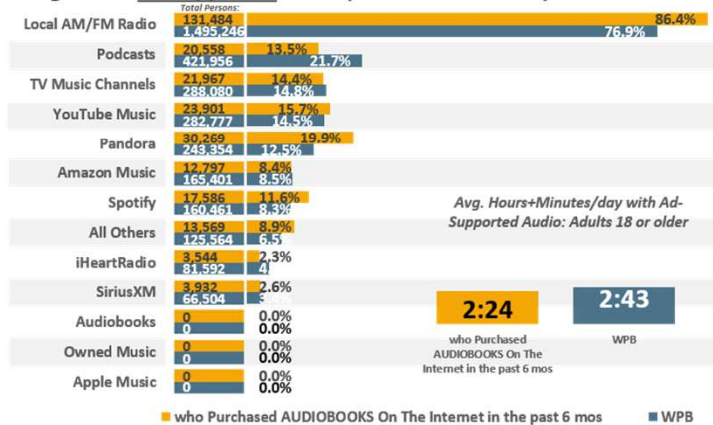
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



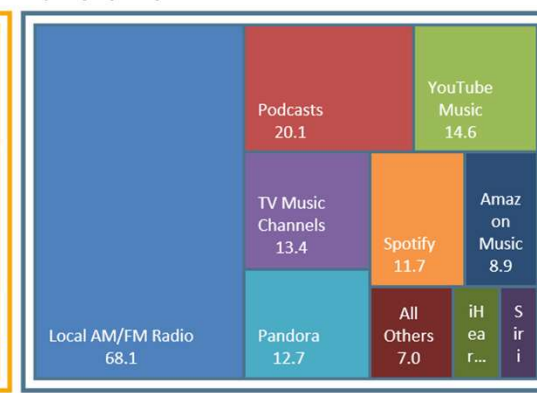
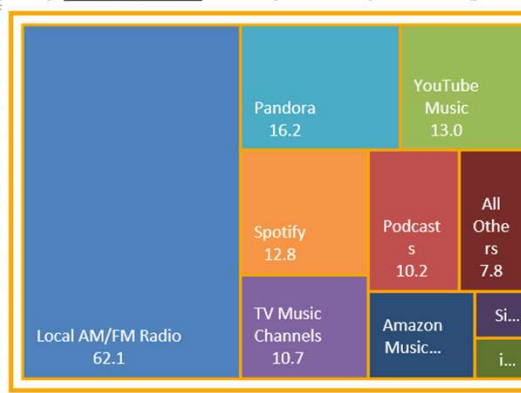
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

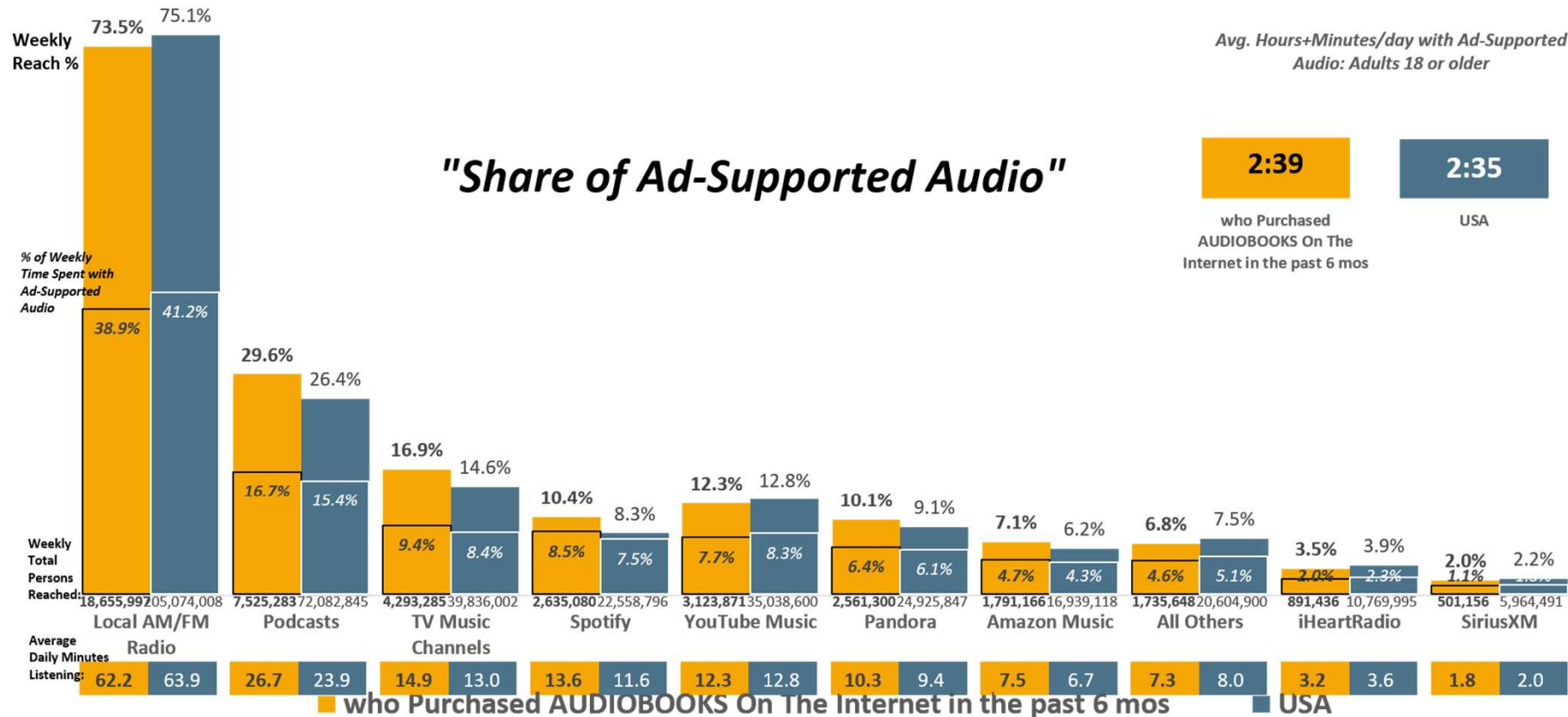


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



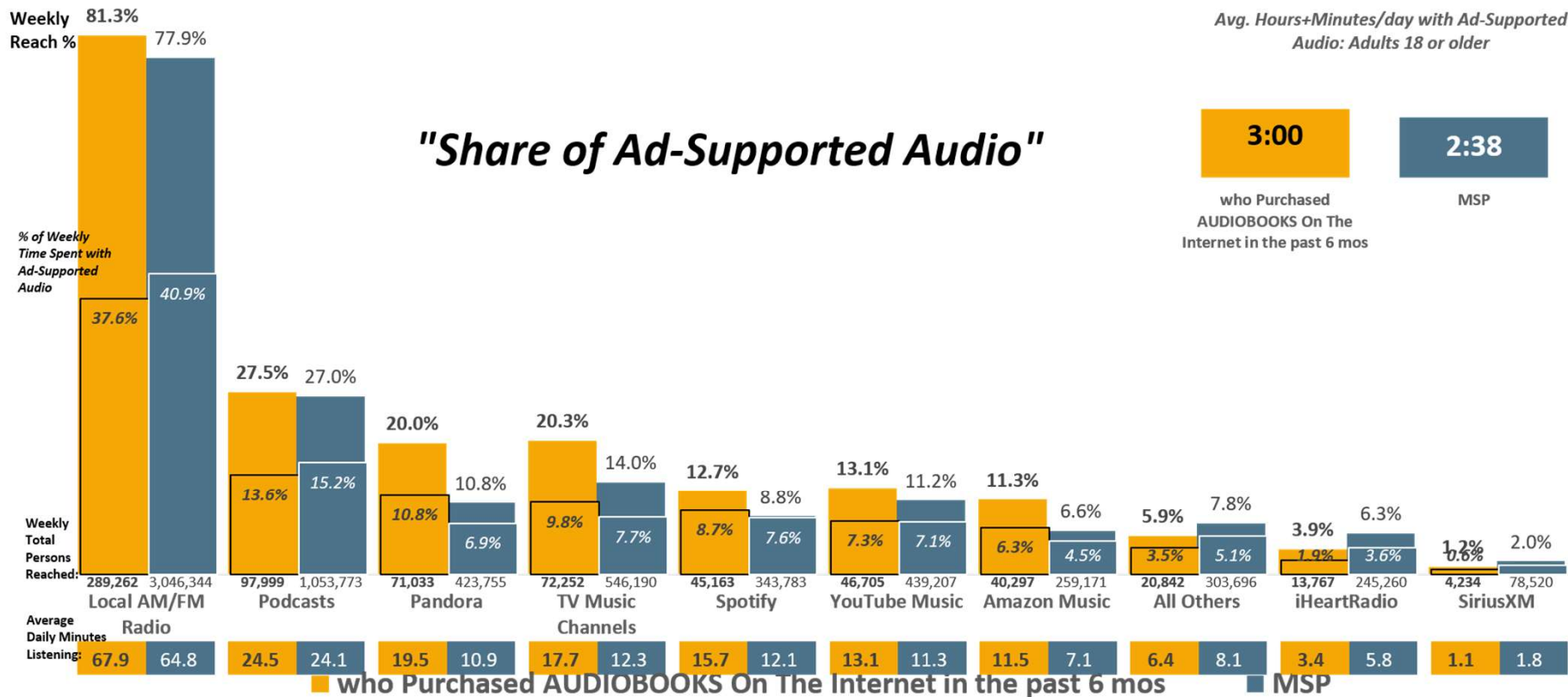


18,655,997 or 73.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



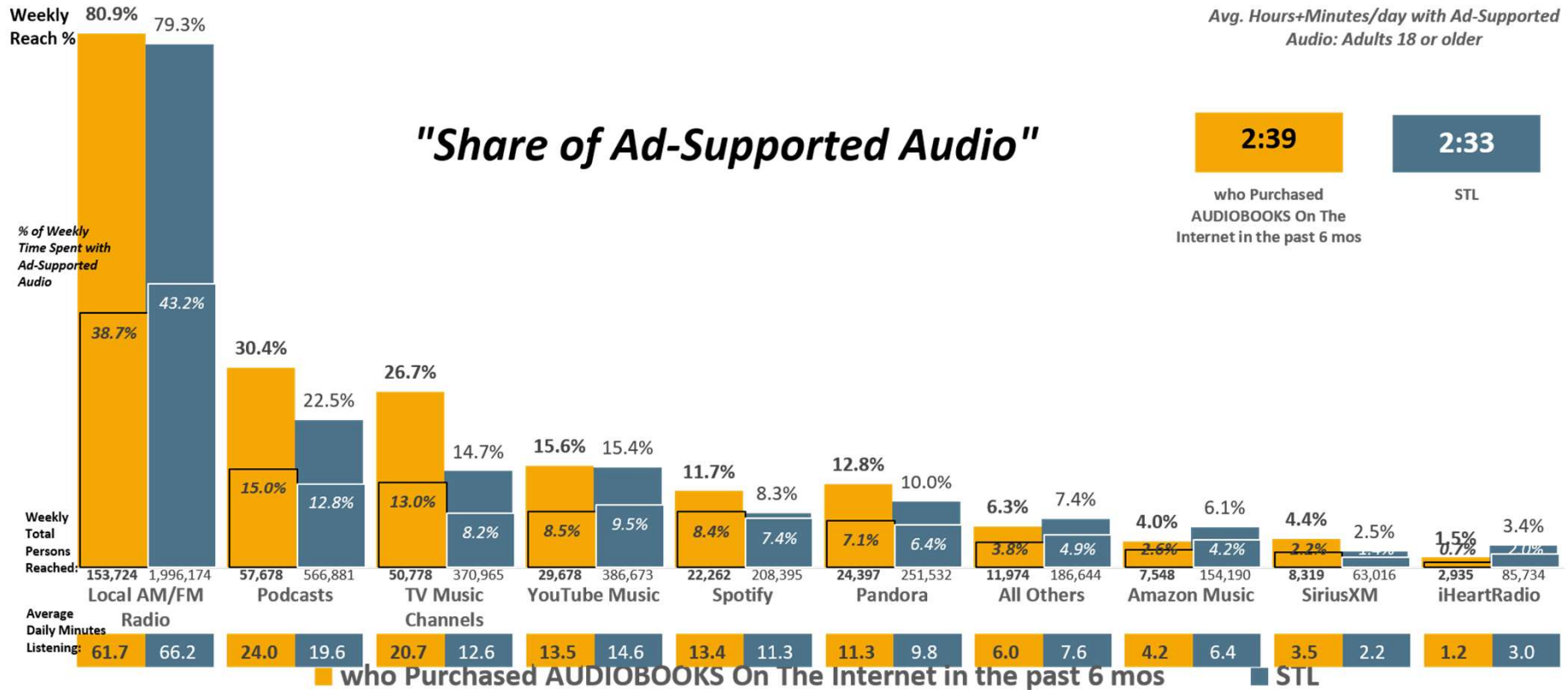


289,262 or 81.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



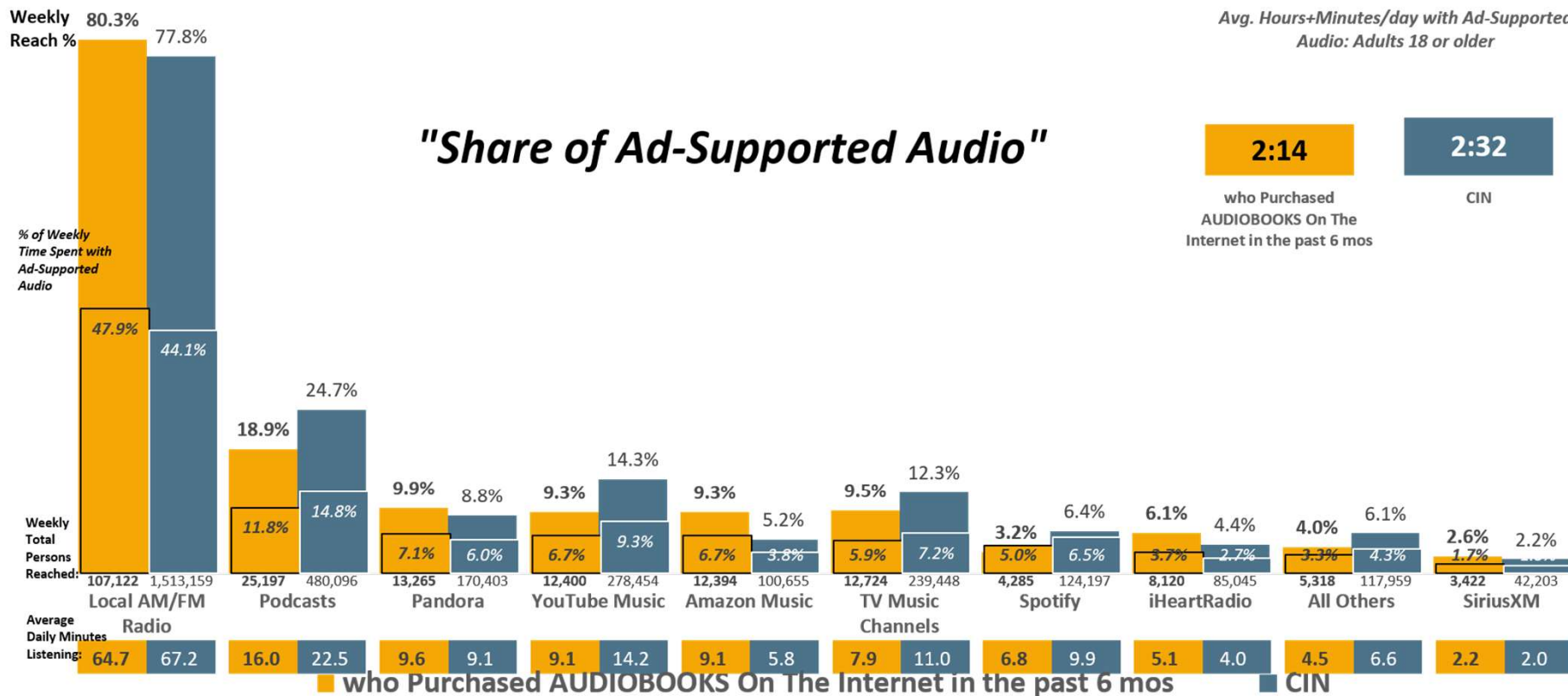


153,724 or 80.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.





107,122 or 80.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.



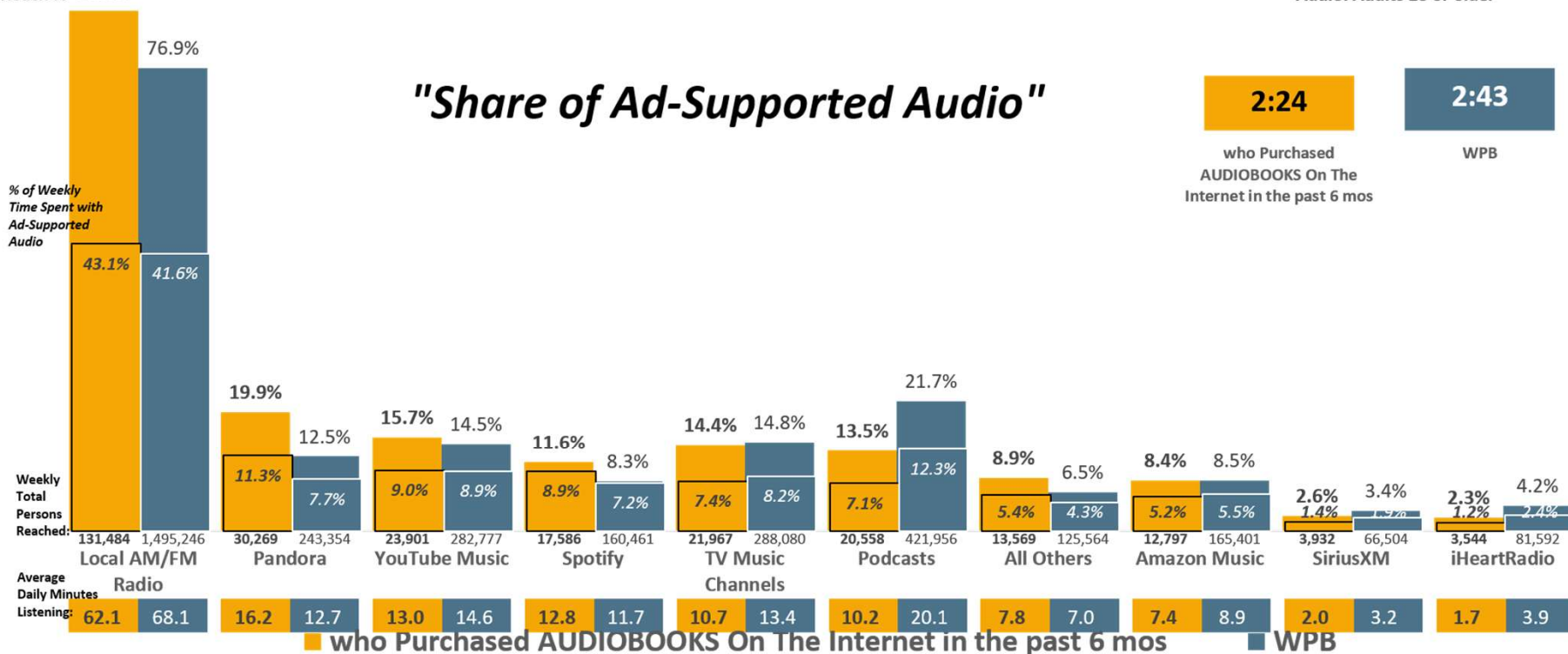


131,484 or 86.4% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 86.4%

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

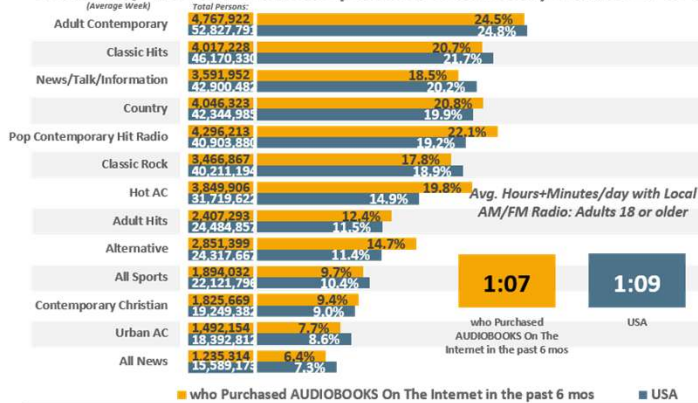
"Share of Ad-Supported Audio"



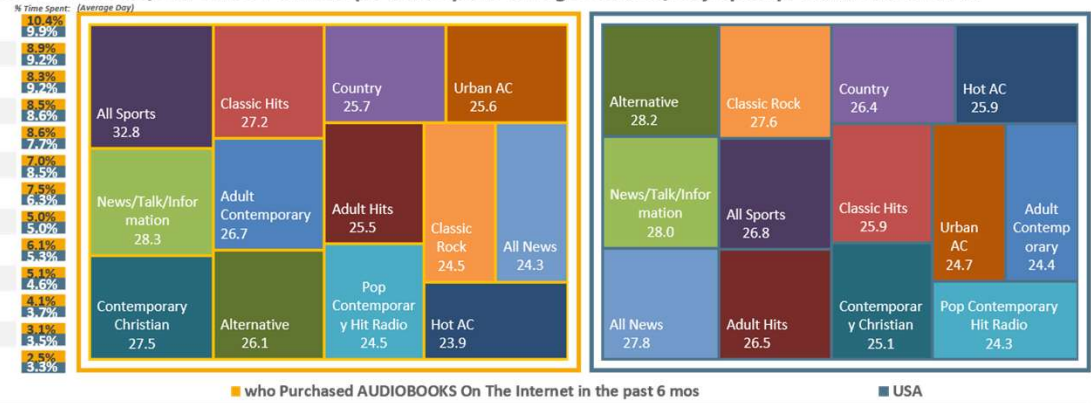


18,655,997 or 73.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

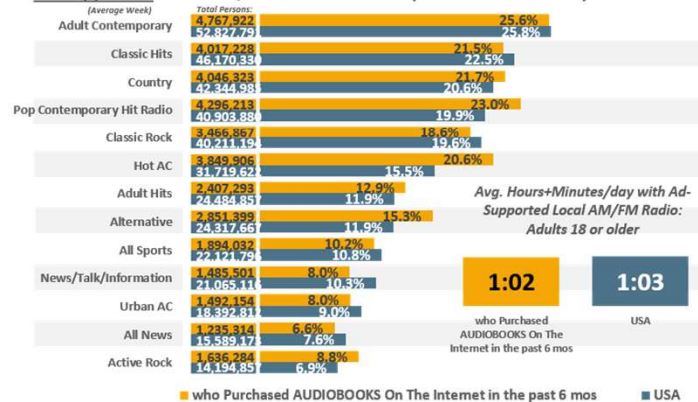
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



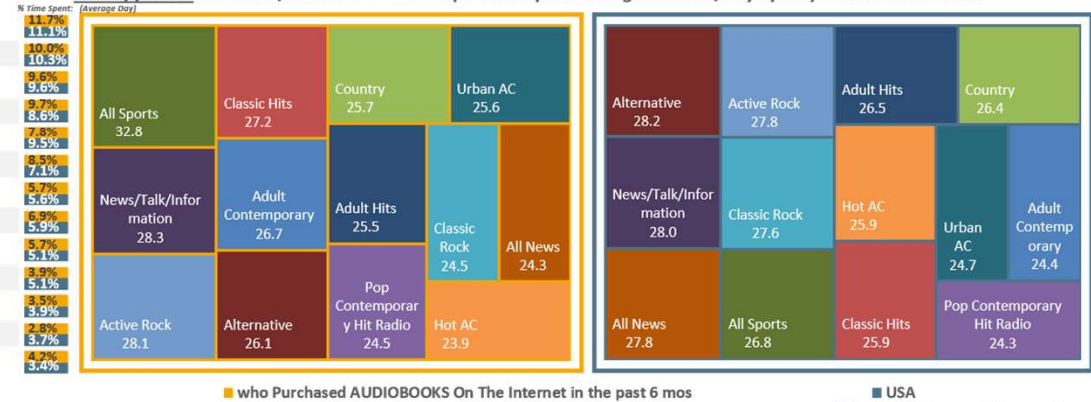
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



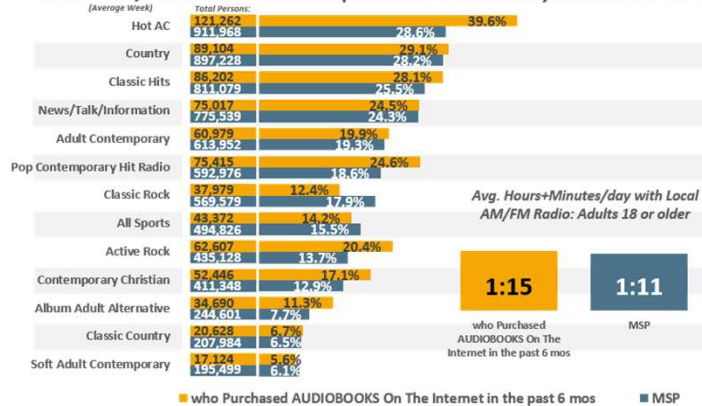
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



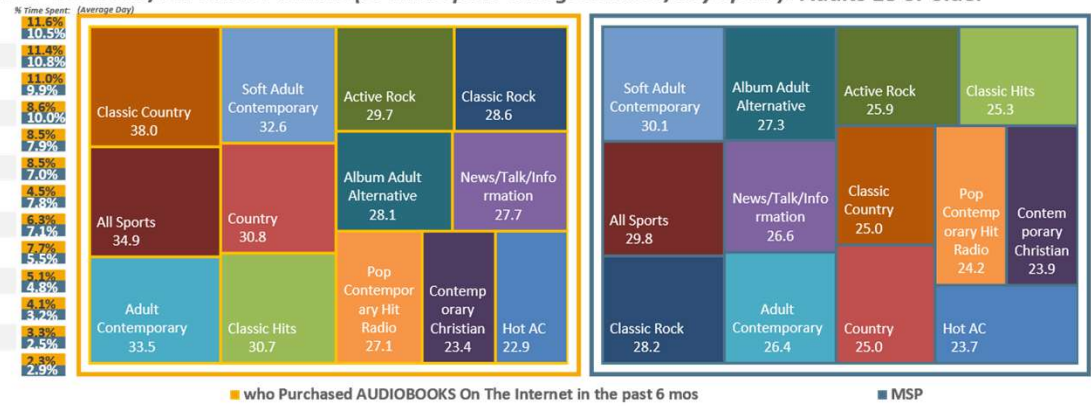


289,262 or 81.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Active Rock.

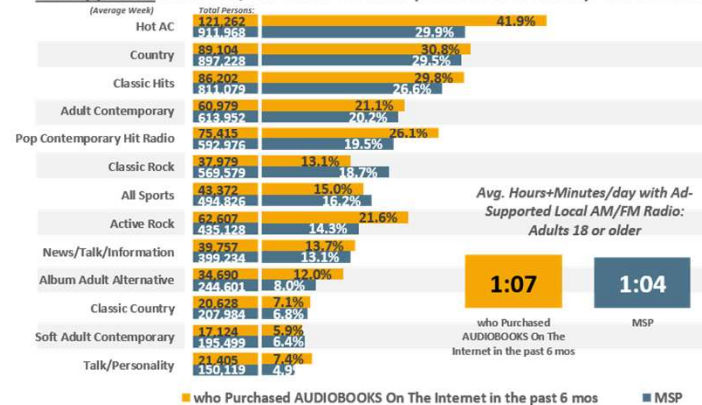
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



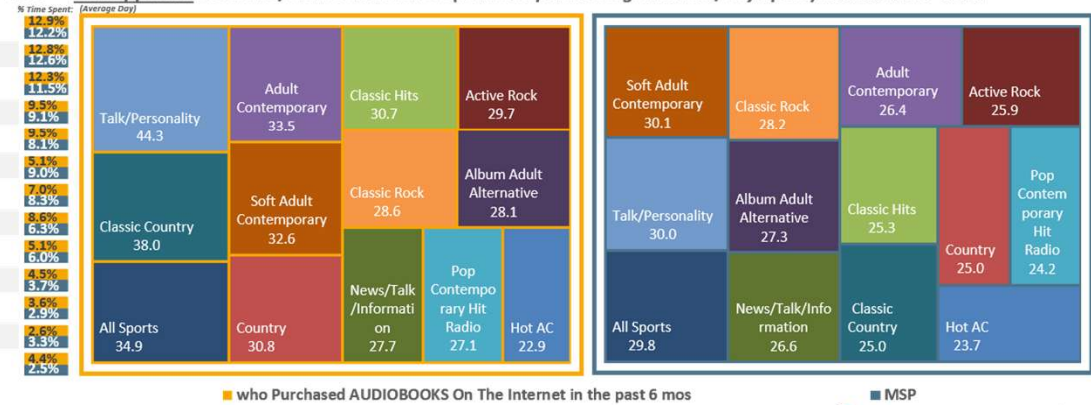
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



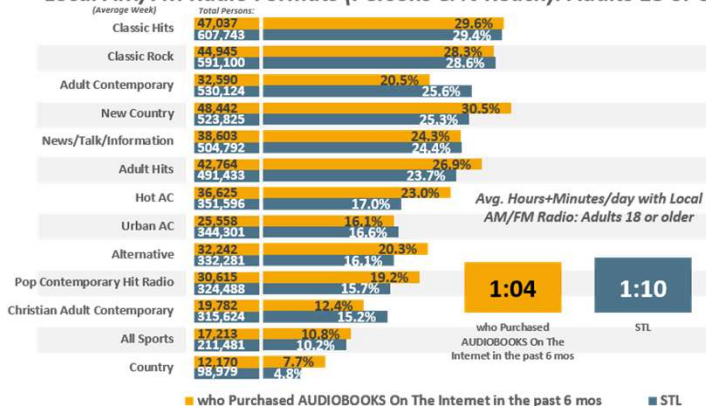
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



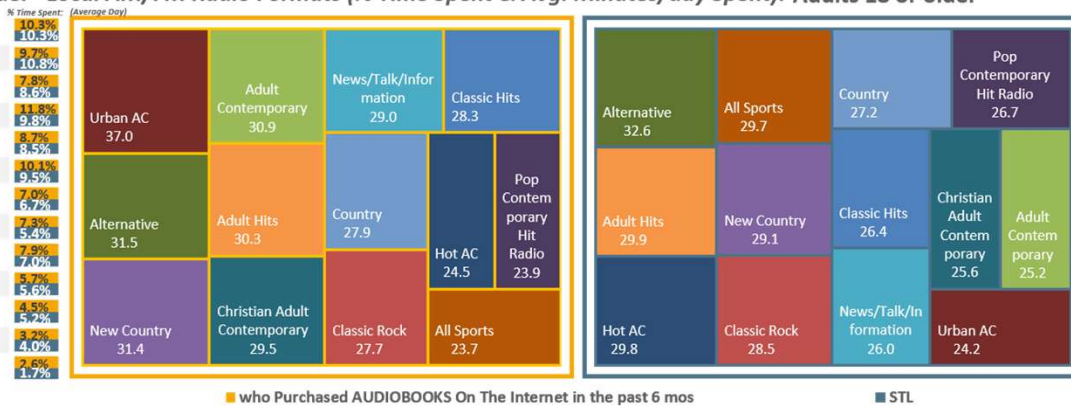


153,724 or 80.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Hits, and Hot AC.

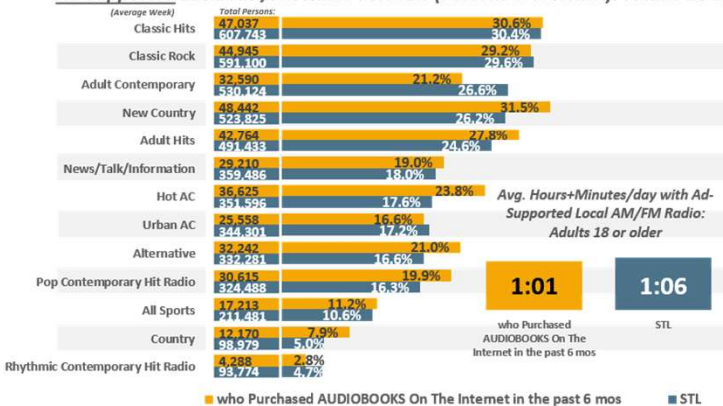
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



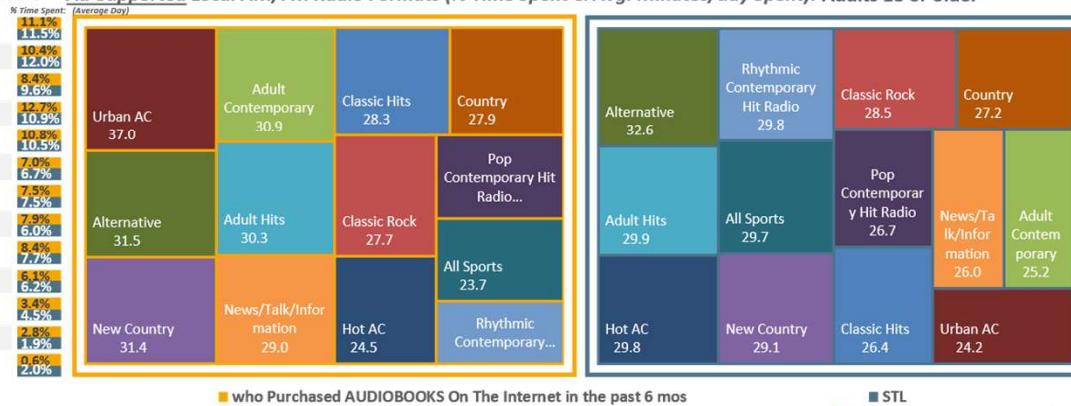
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 170
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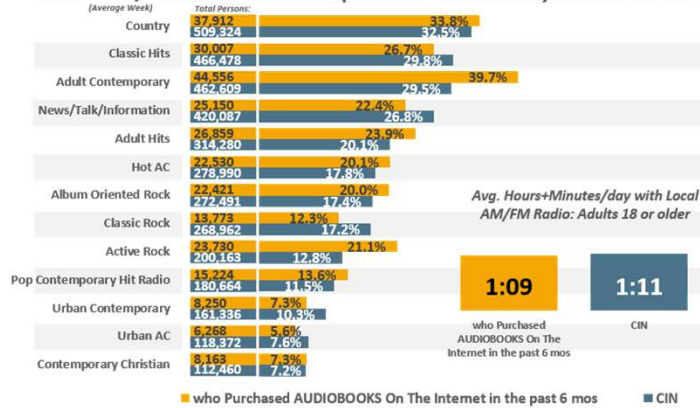
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

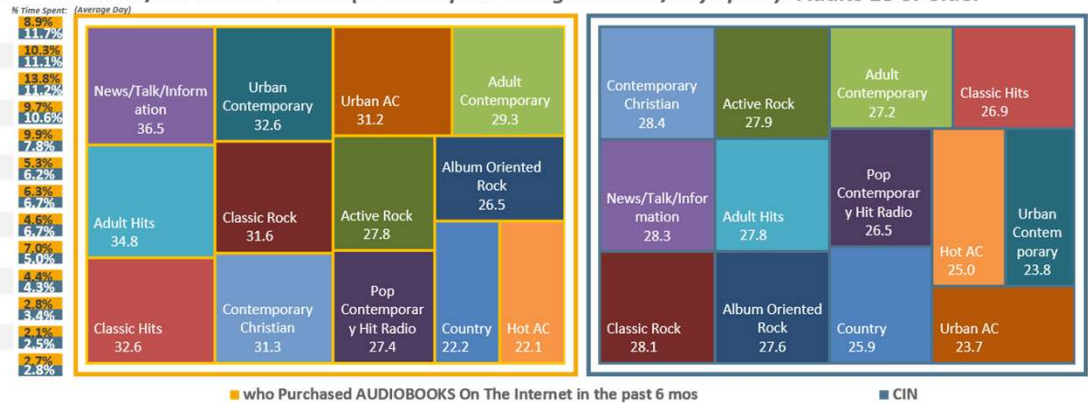


107,122 or 80.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Adult Hits, and Active Rock.

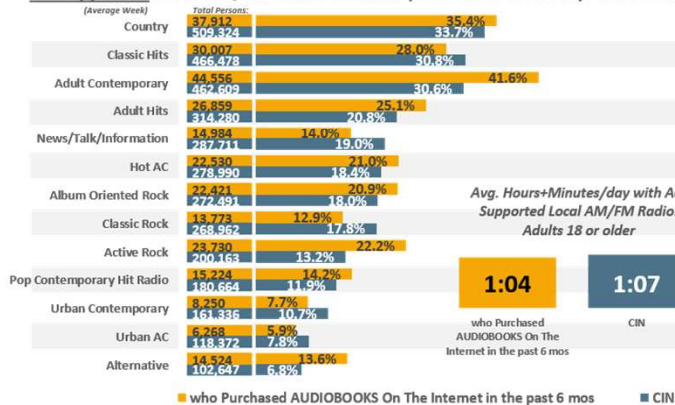
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



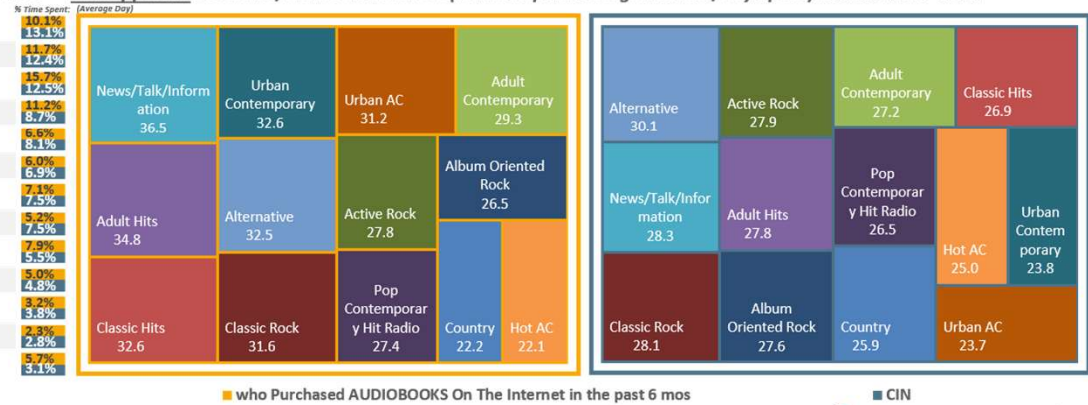
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



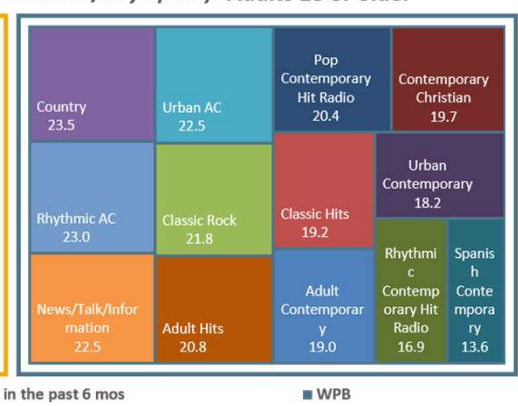
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 142
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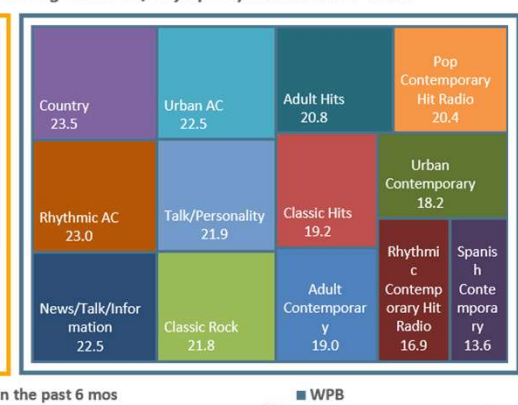
Items bought on the Internet past 6 months: Entertainment: Audiobooks



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



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



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for Anything

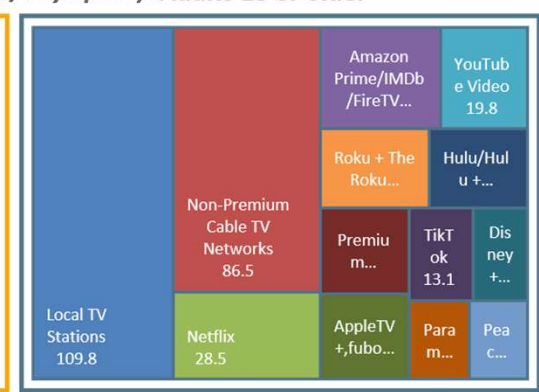
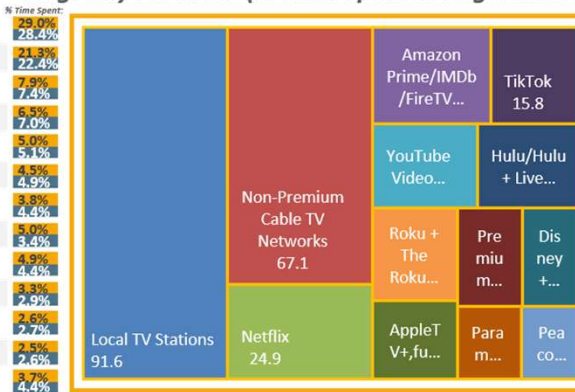
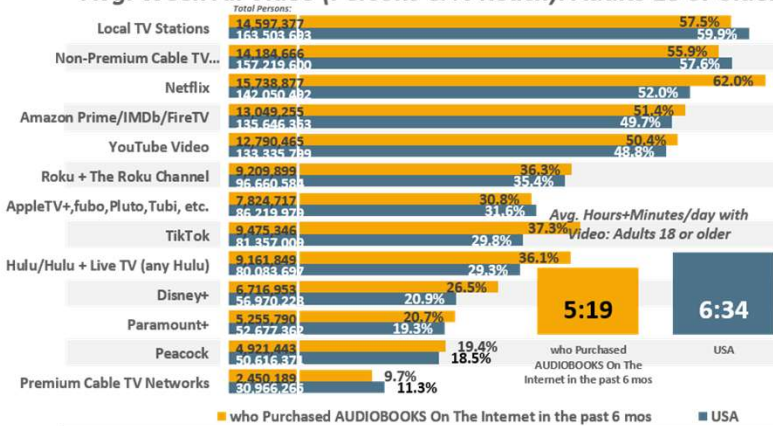
Items bought on the Internet past 6 months: Entertainment: Audiobooks



14,397,024 or 56.7% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 86.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

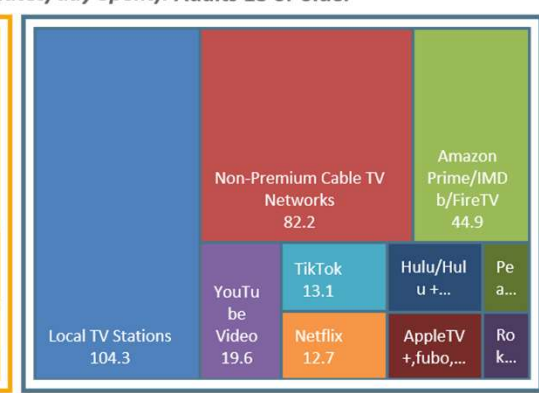
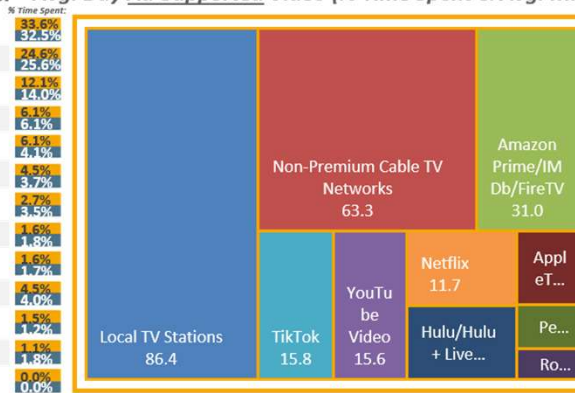
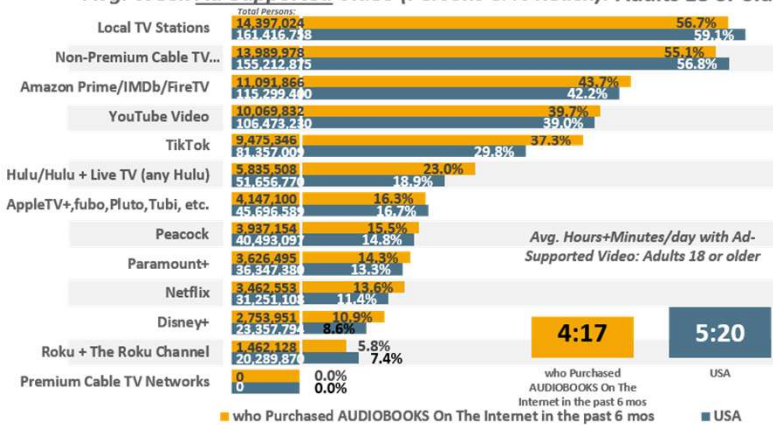
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

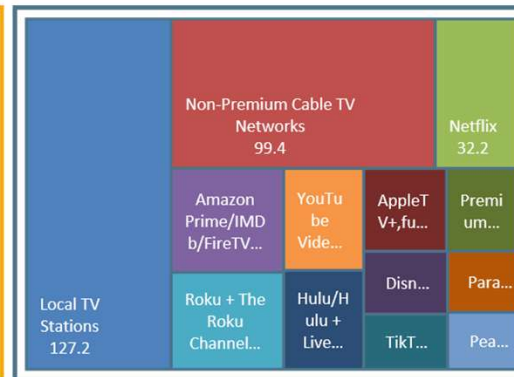
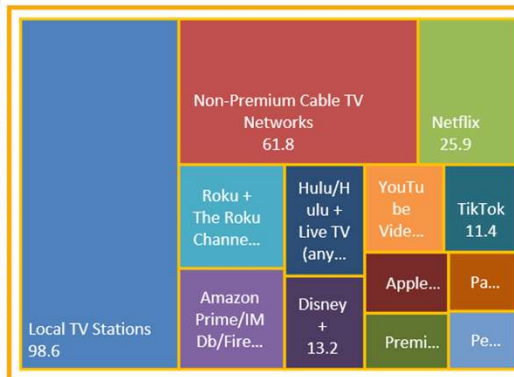
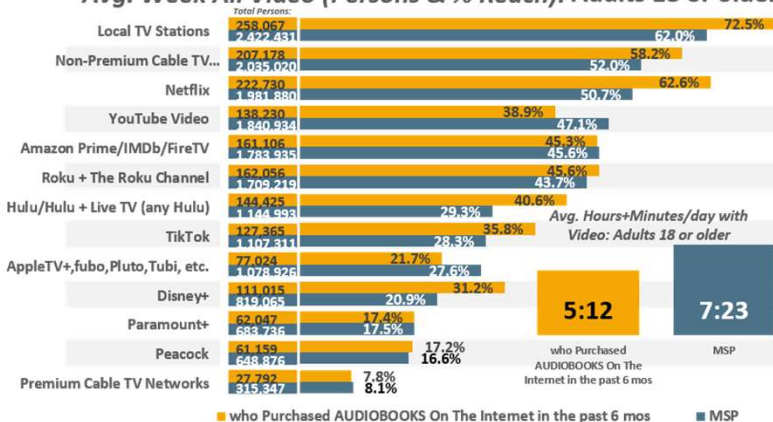




255,330 or 71.8% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

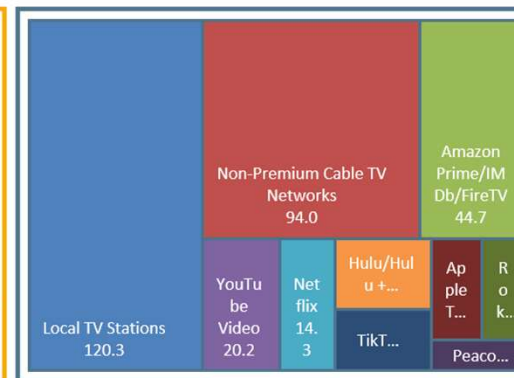
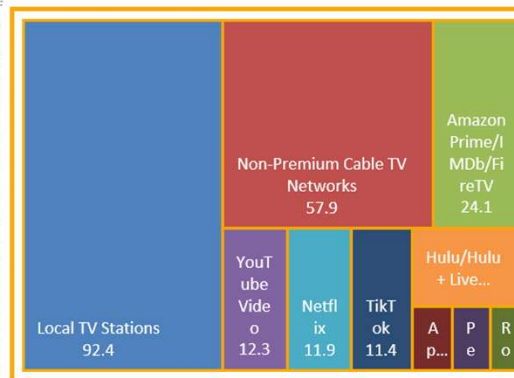
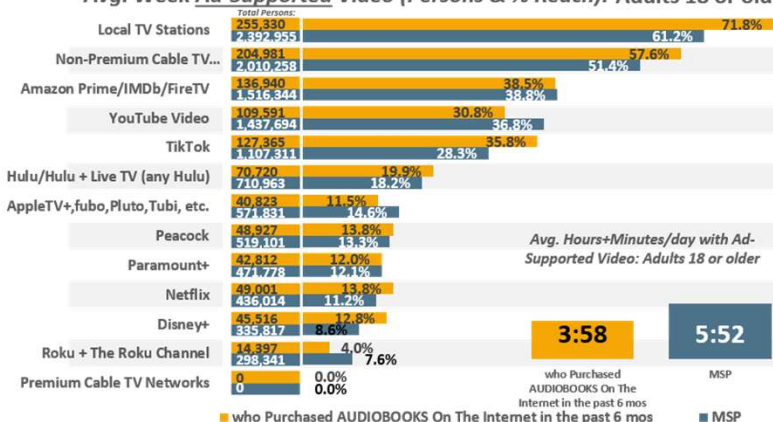
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 184
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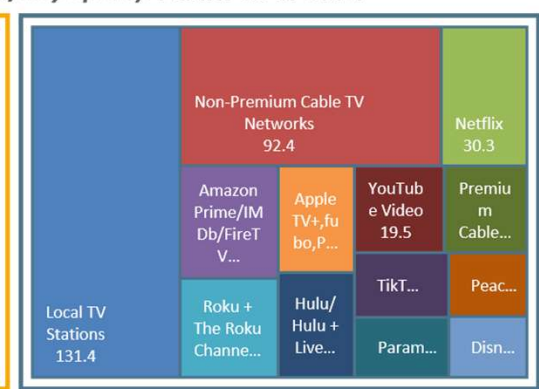
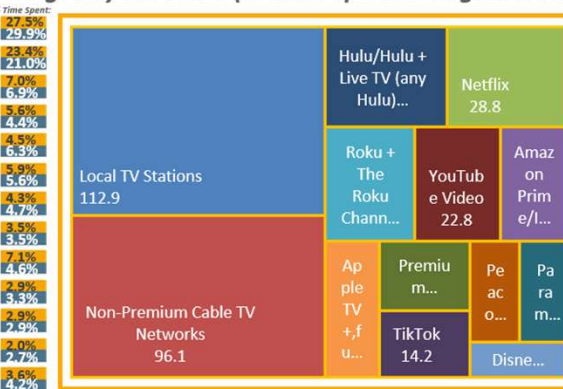
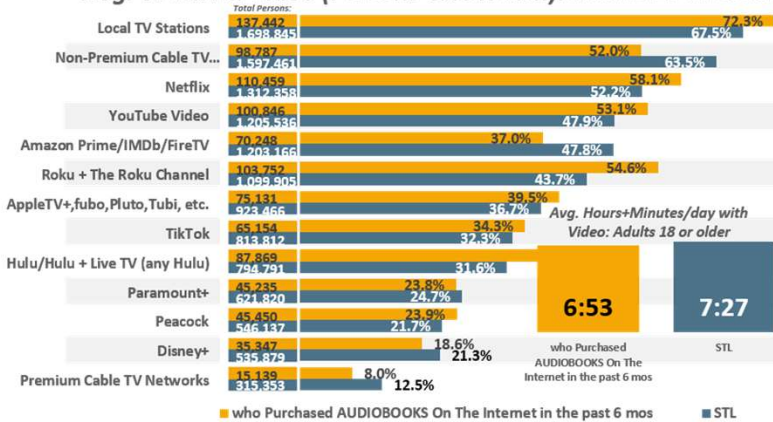
Items bought on the Internet past 6 months: Entertainment: Audiobooks



135,182 or 71.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

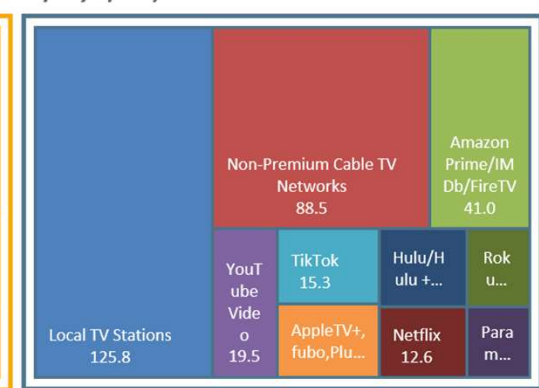
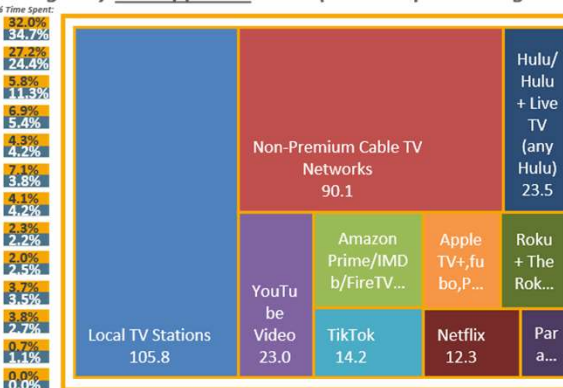
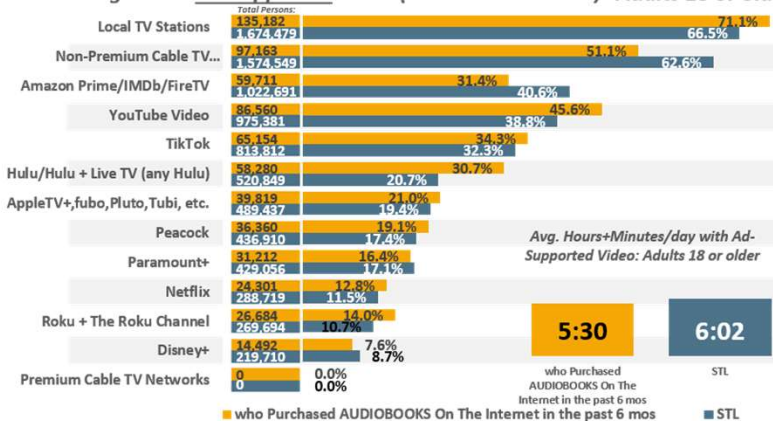
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 170
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

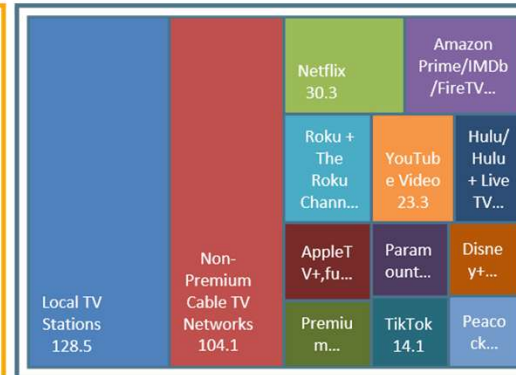
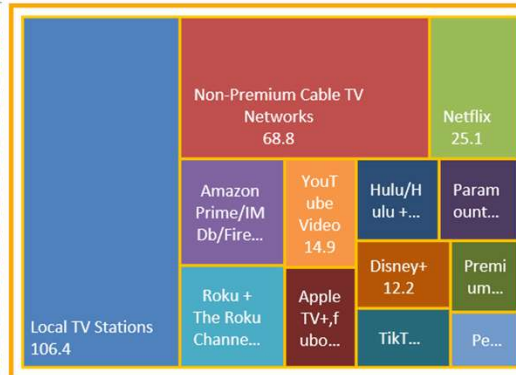
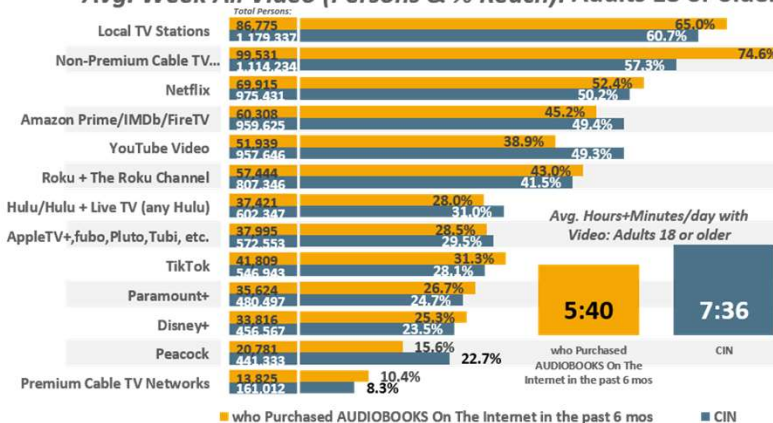
soefa.ai Share of Everything for Anything



85,535 or 64.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 38.0% of all time spent daily with Ad-Supported Video.

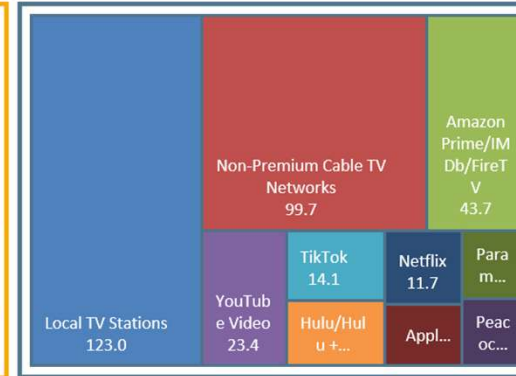
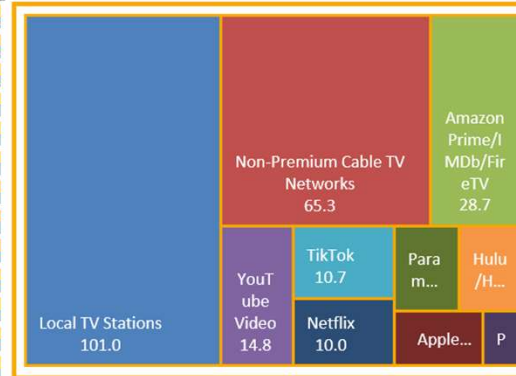
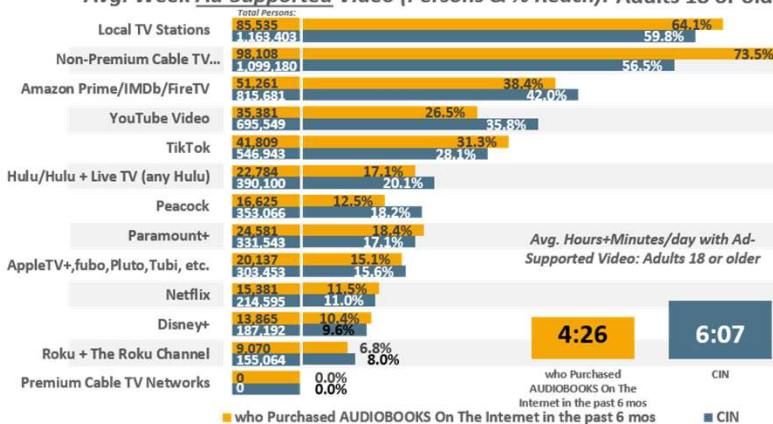
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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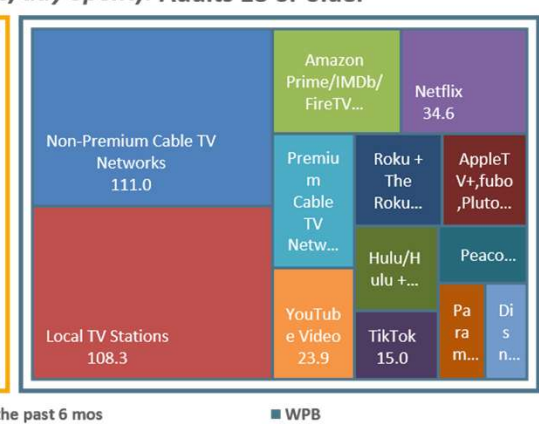
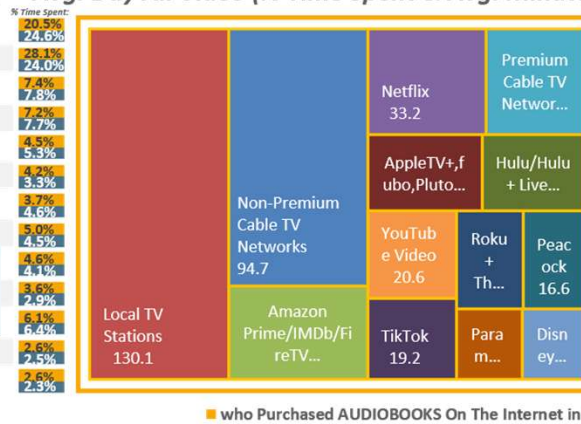
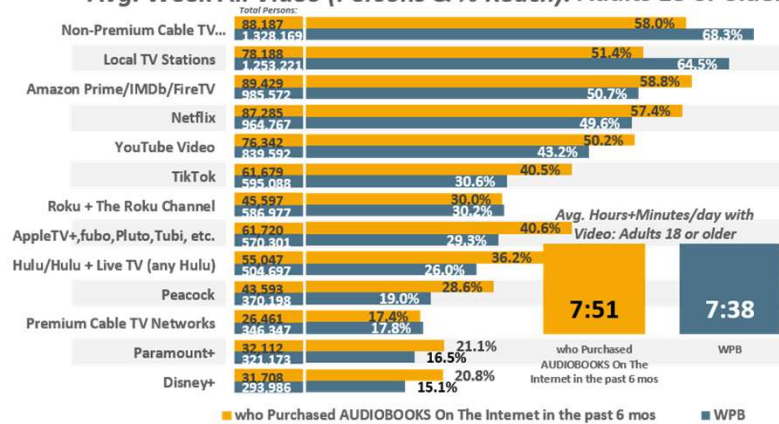
Items bought on the Internet past 6 months: Entertainment: Audiobooks



77,293 or 50.8% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 124.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

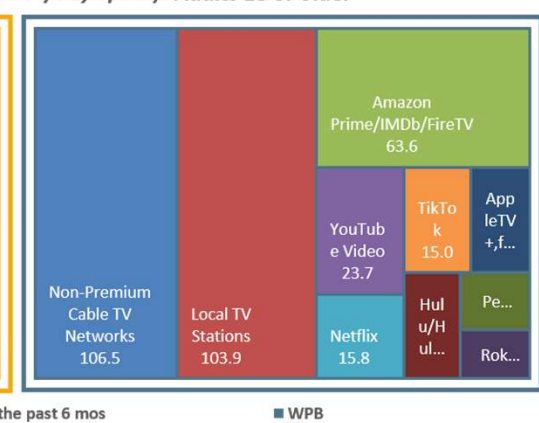
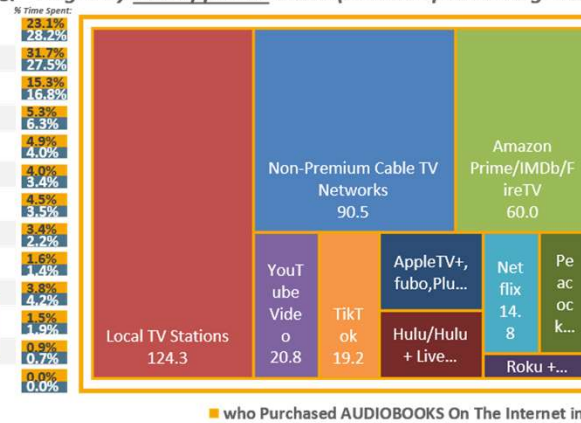
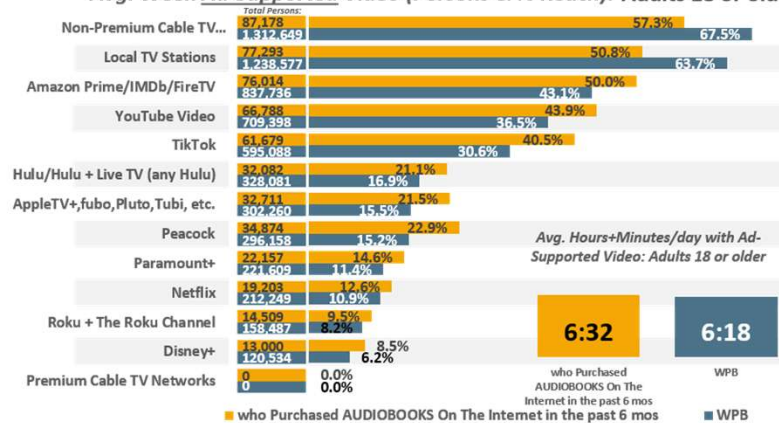
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



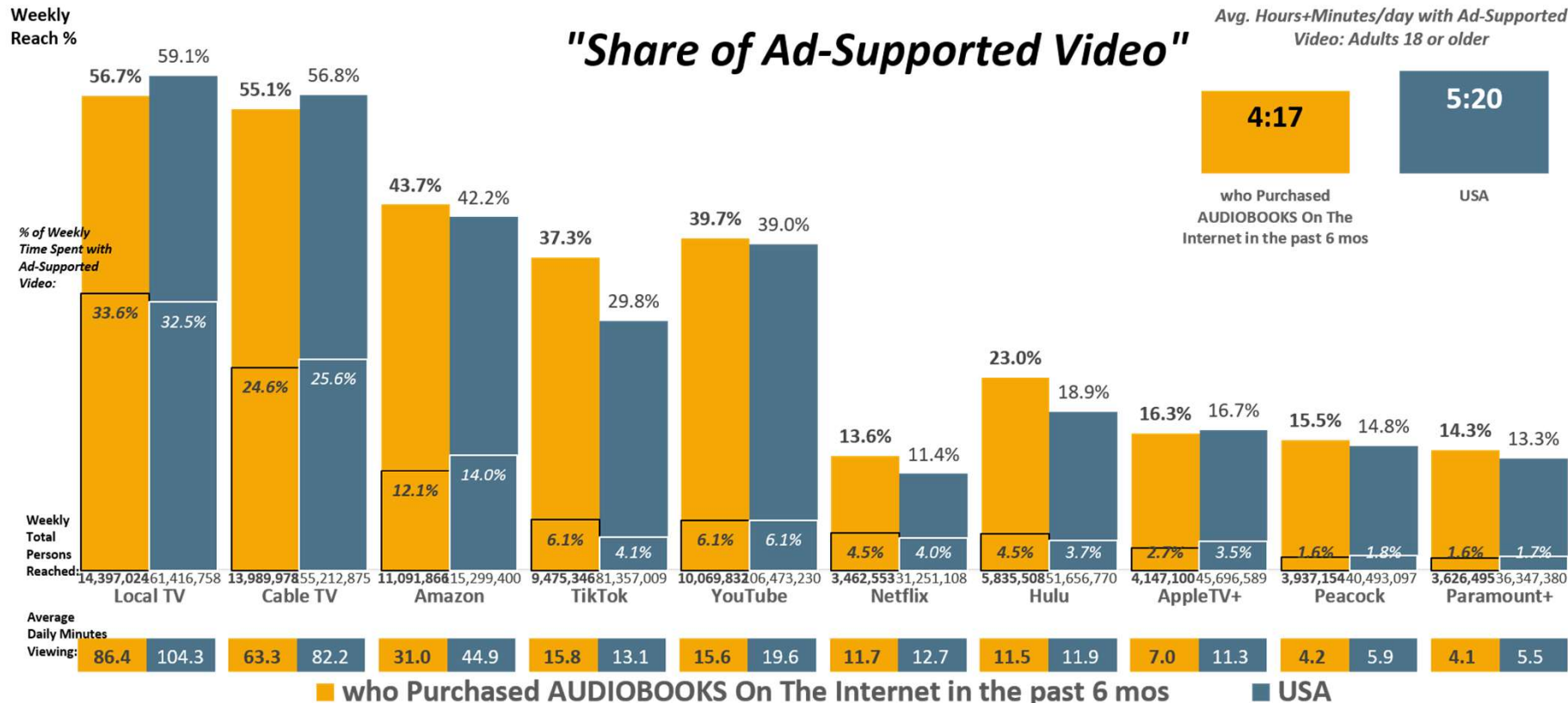
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205
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Items bought on the Internet past 6 months: Entertainment: Audiobooks



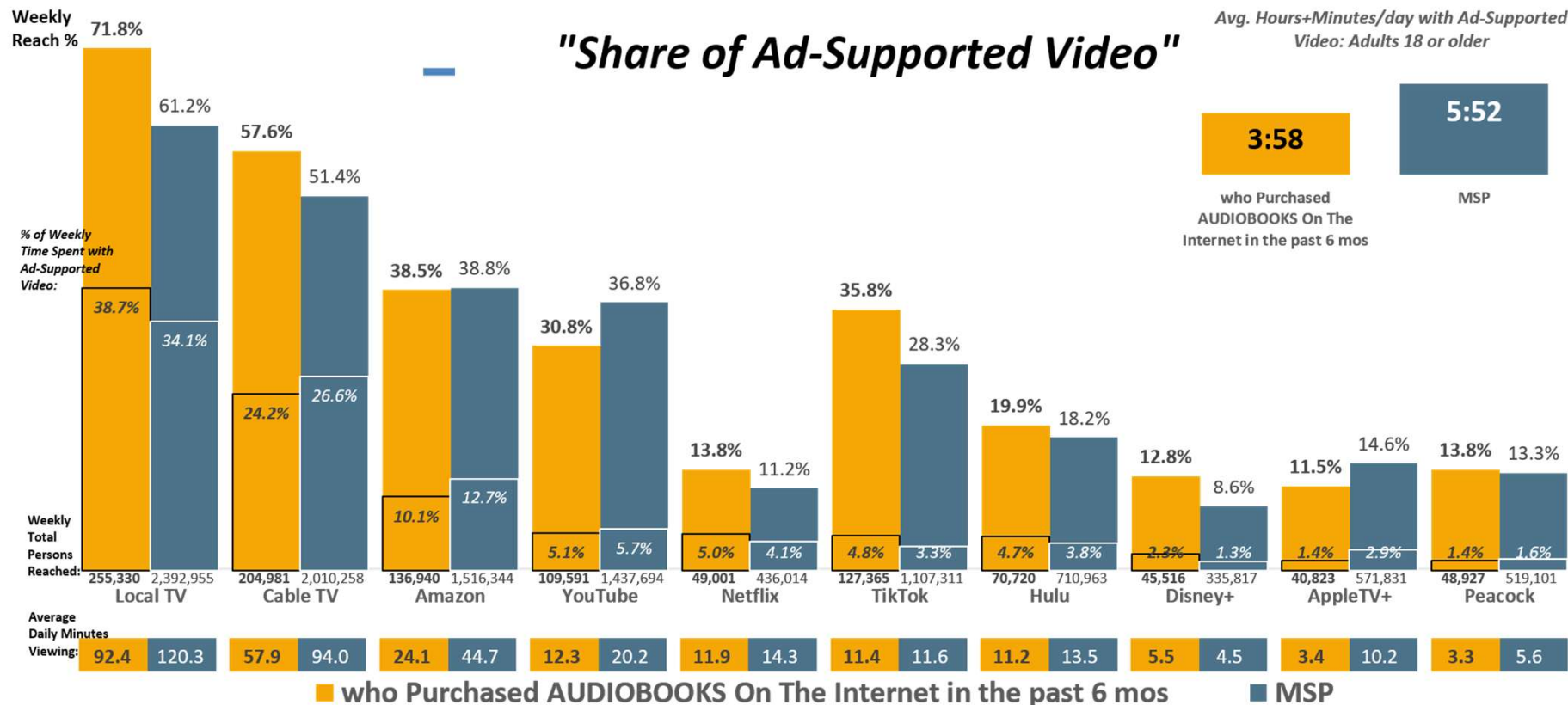
14,397,024 or 56.7% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 86.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.





255,330 or 71.8% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

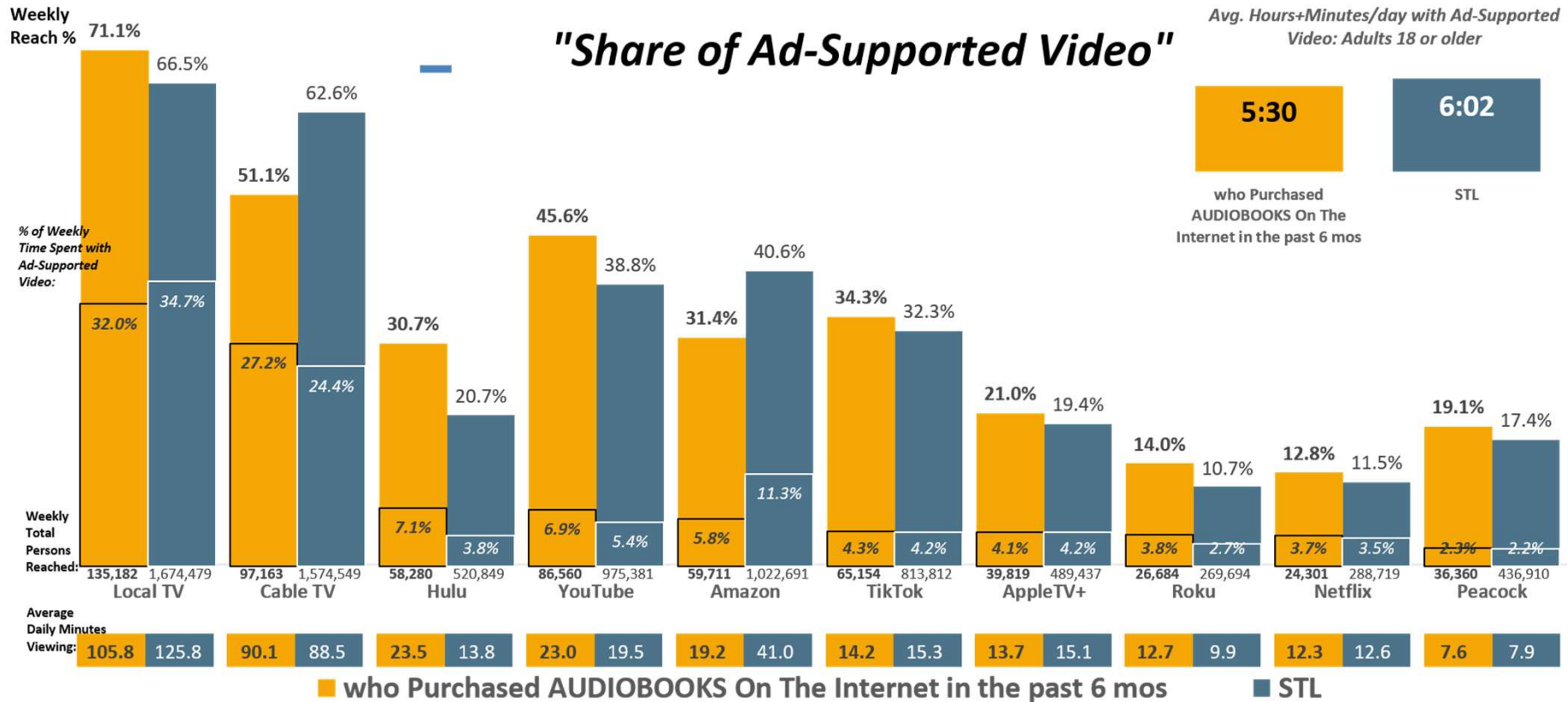
"Share of Ad-Supported Video"





135,182 or 71.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

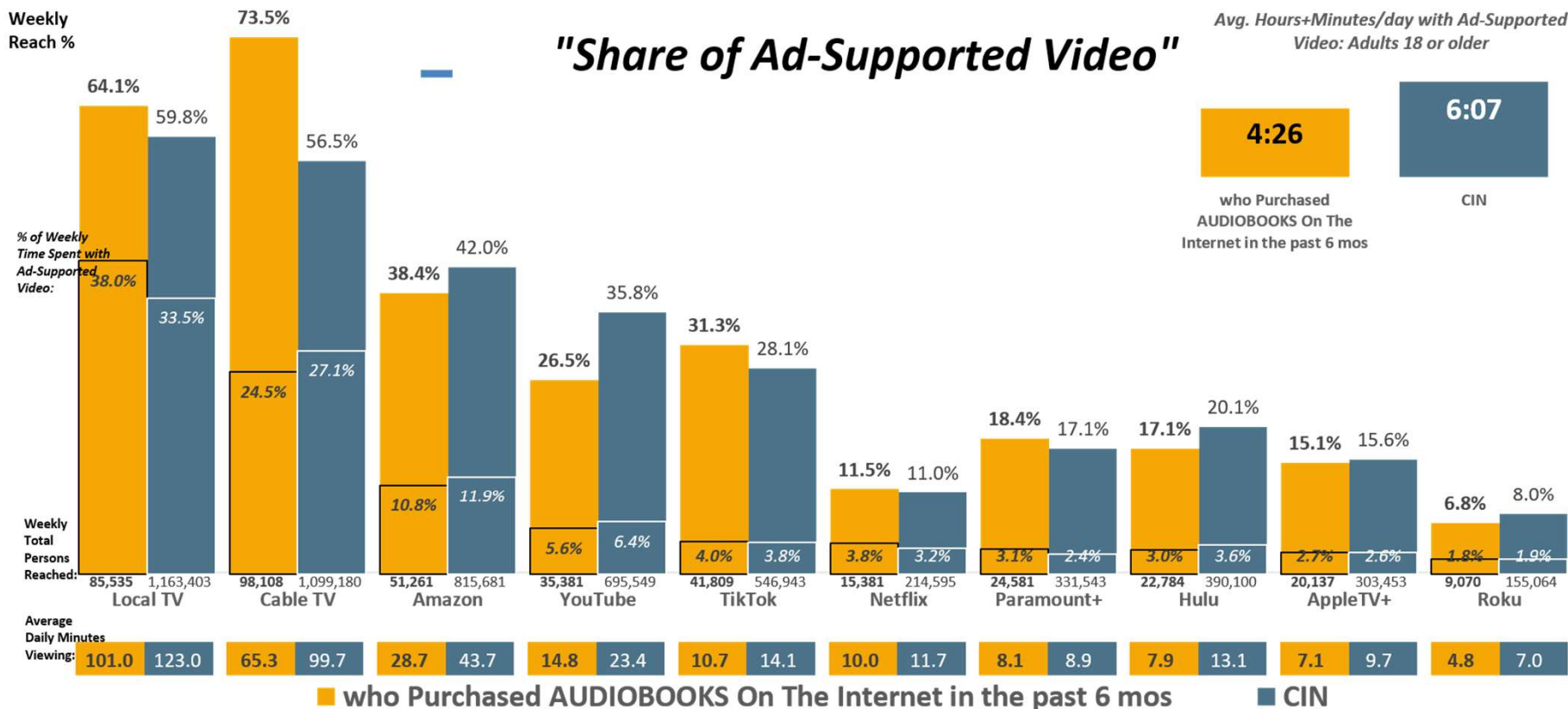
"Share of Ad-Supported Video"





85,535 or 64.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 38.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



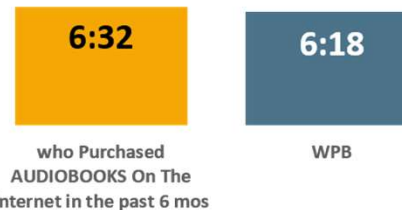
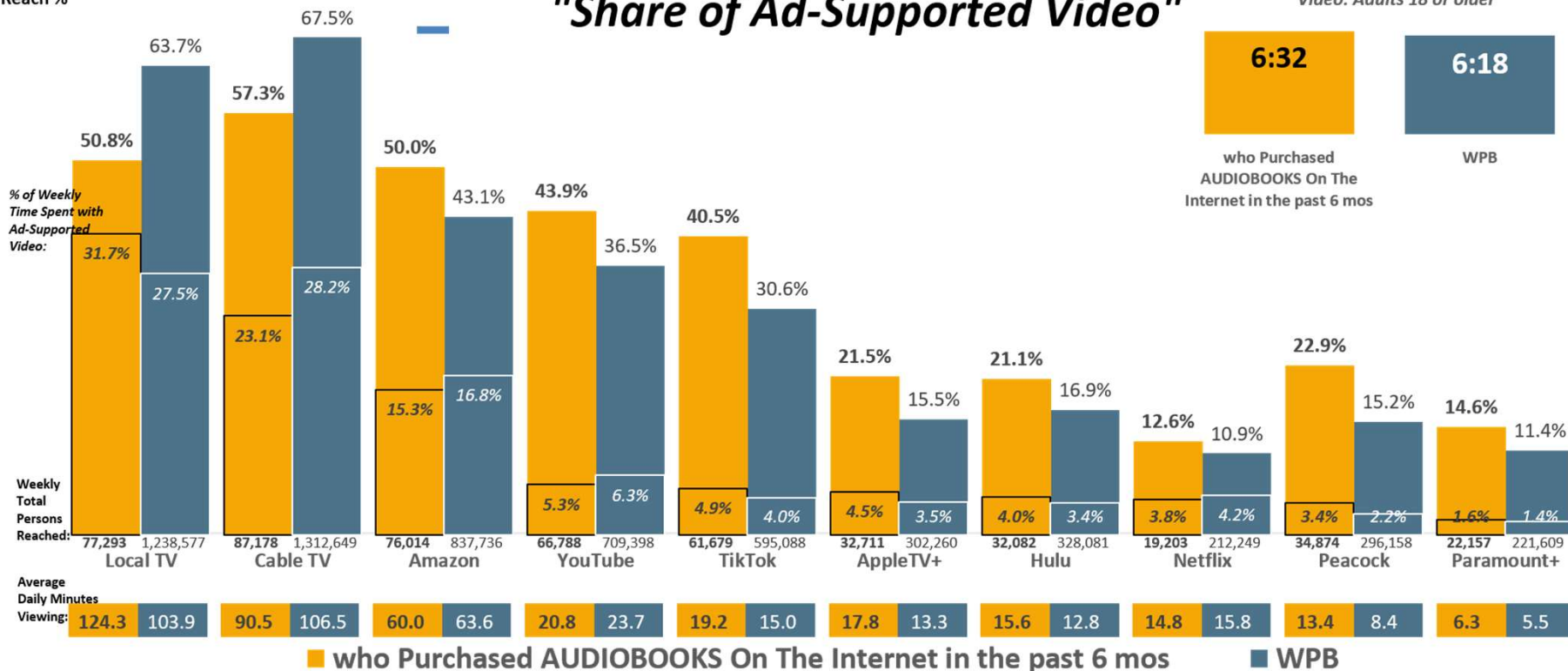


77,293 or 50.8% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations for an average of 124.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

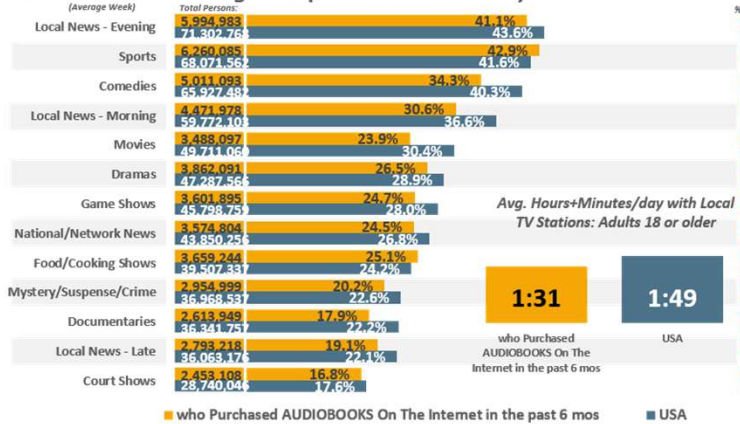
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older



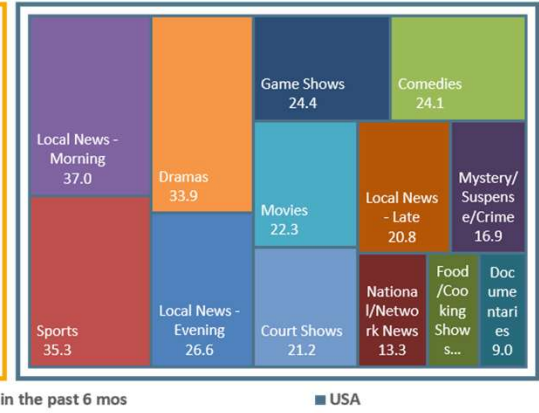
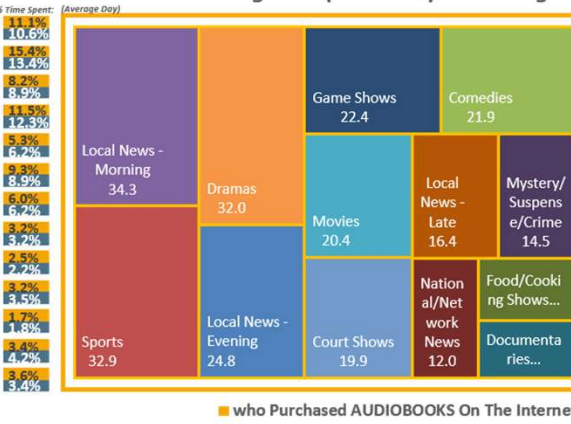


14,397,024 or 56.7% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

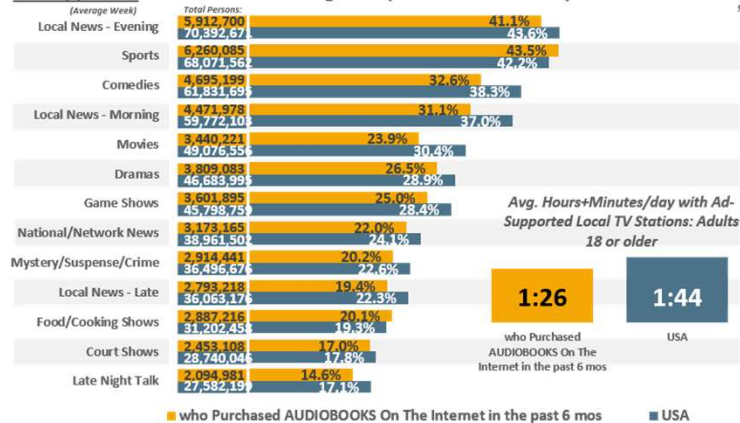
Local TV Station Programs (Persons & % Reach): Adults 18 or older



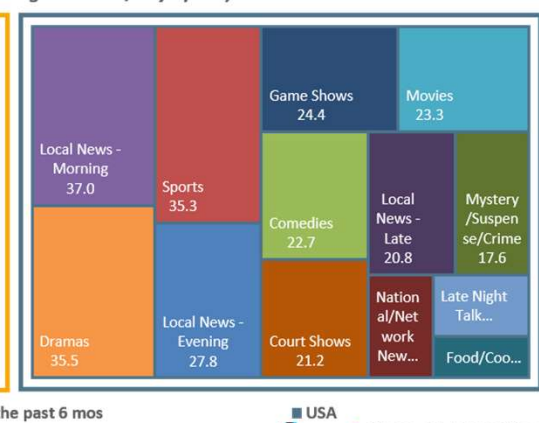
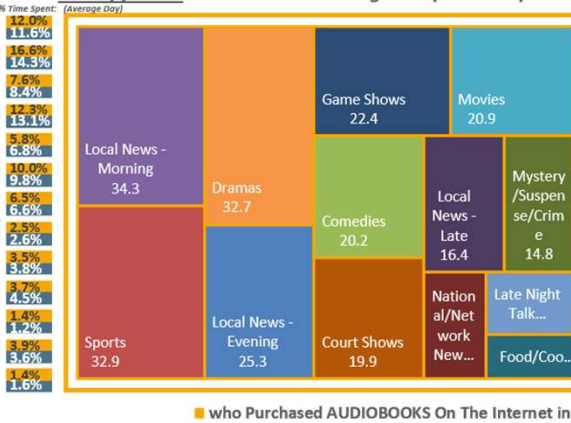
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

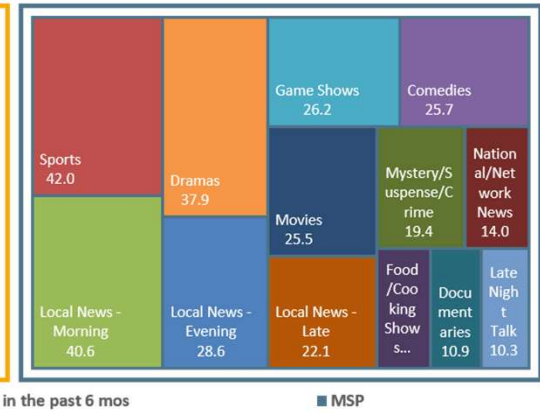


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

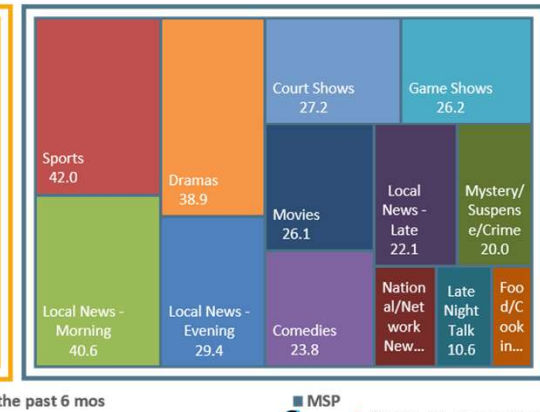
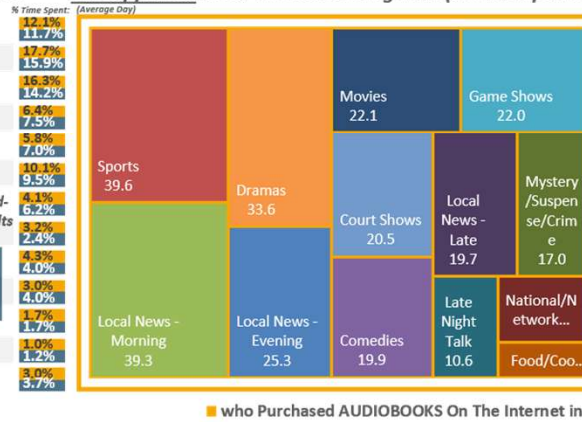




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



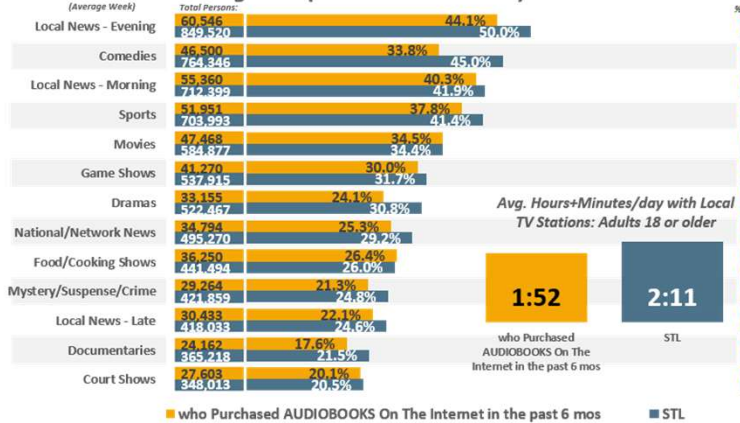
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

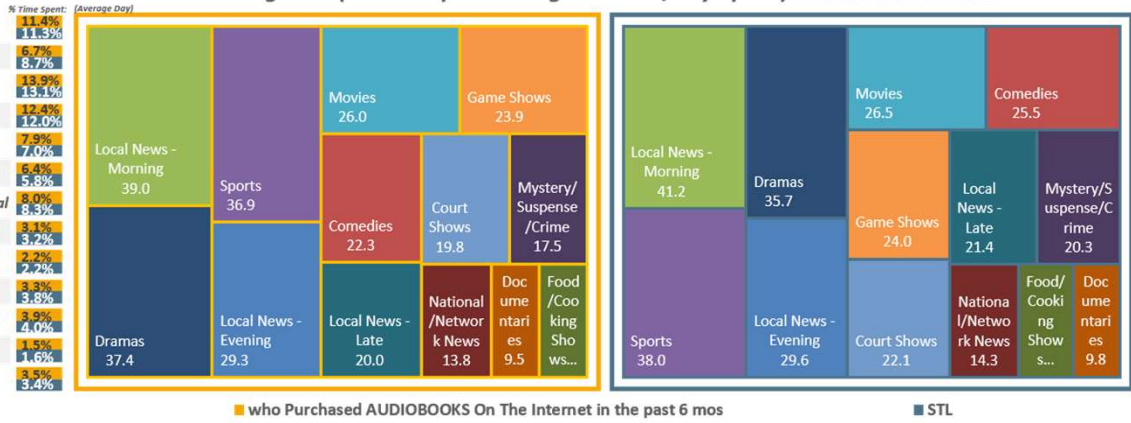


135,182 or 71.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Game Shows.

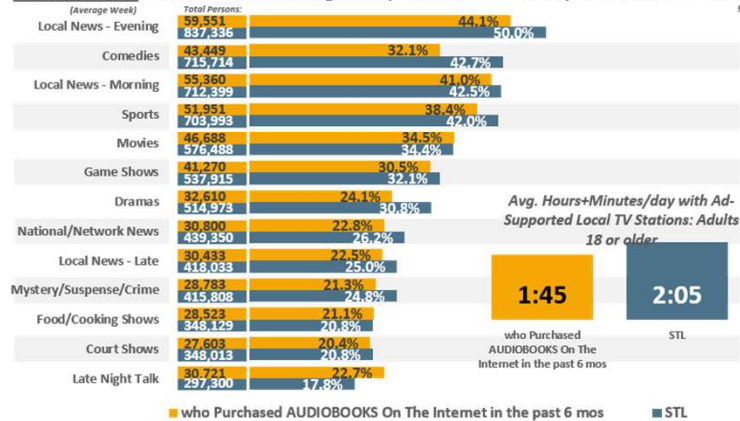
Local TV Station Programs (Persons & % Reach): Adults 18 or older



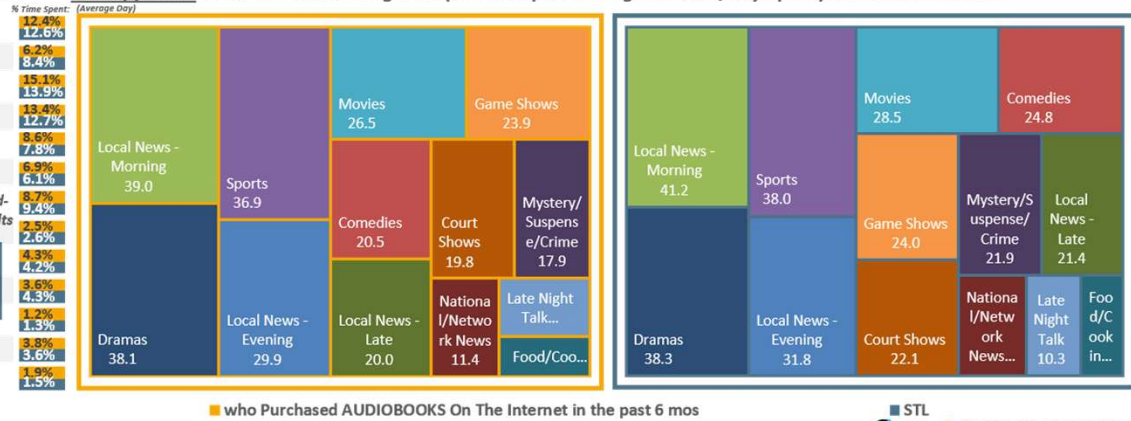
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 170
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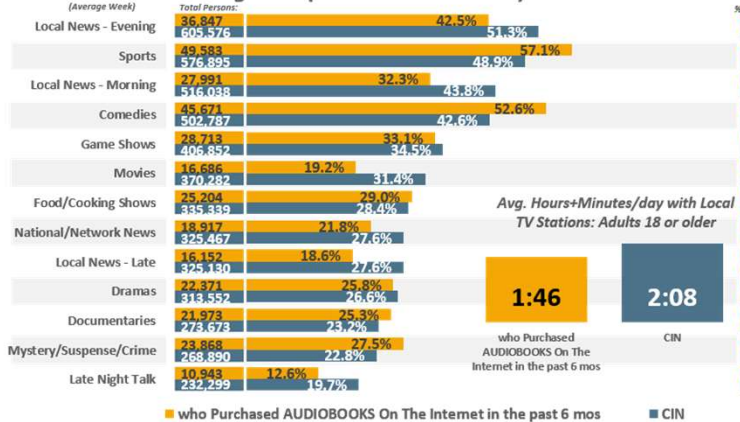
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

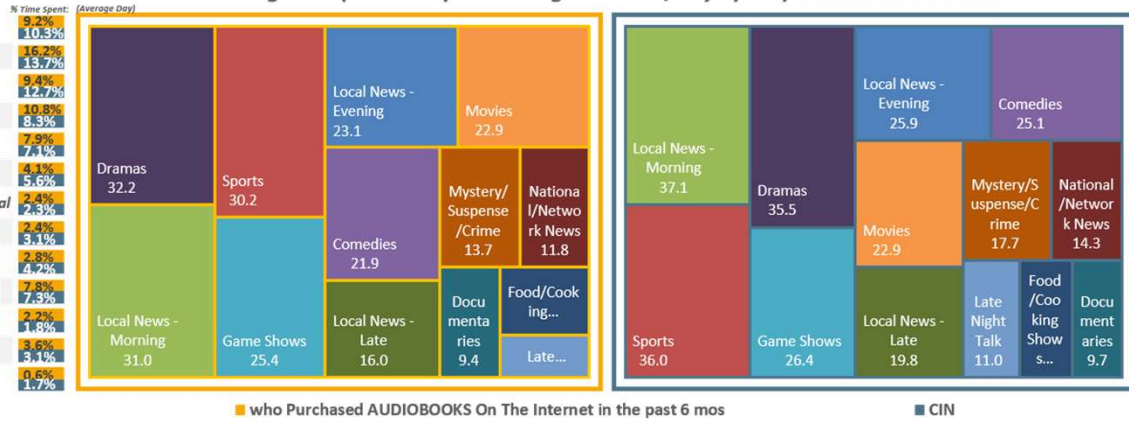


85,535 or 64.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Local News - Morning, and Mystery/Suspense/Cr

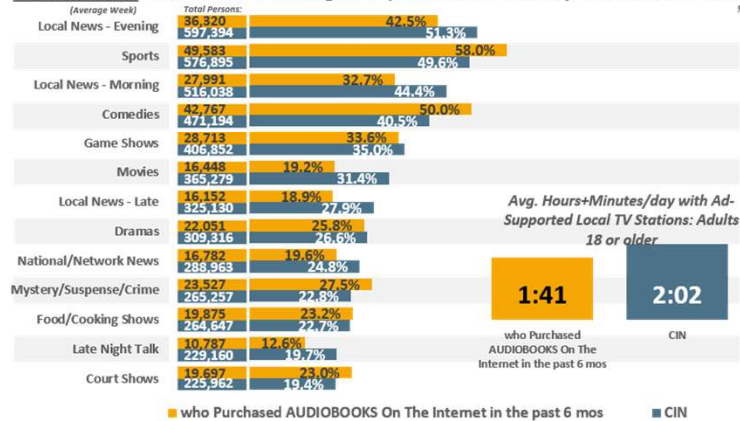
Local TV Station Programs (Persons & % Reach): Adults 18 or older



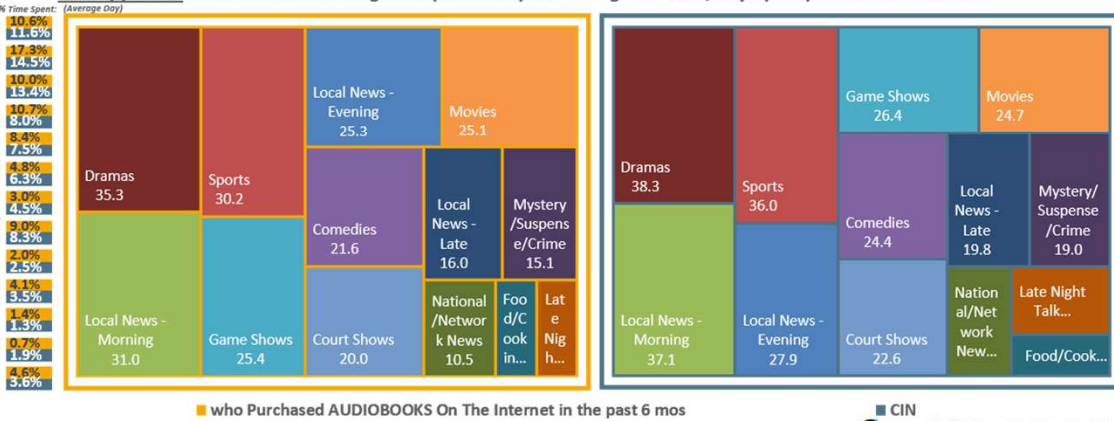
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 142
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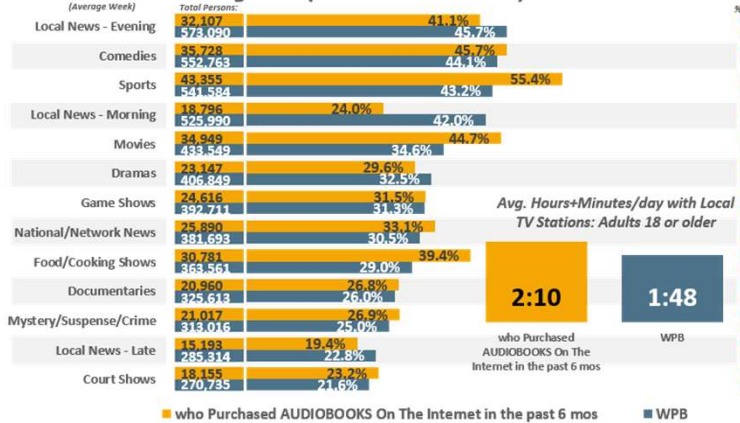
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

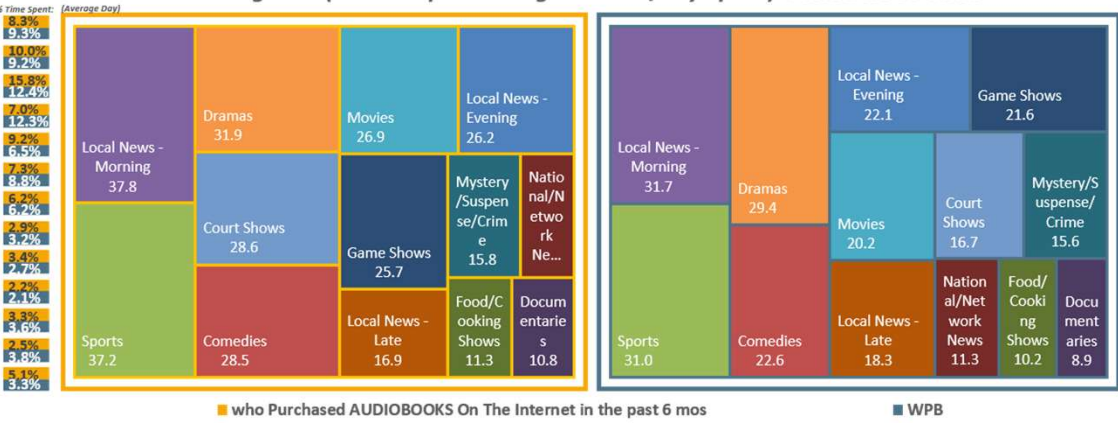


77,293 or 50.8% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Game Shows, and Food/Cooking Shows.

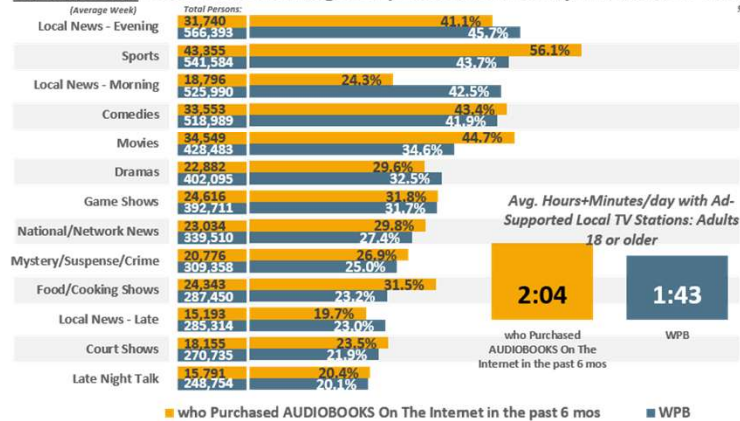
Local TV Station Programs (Persons & % Reach): Adults 18 or older



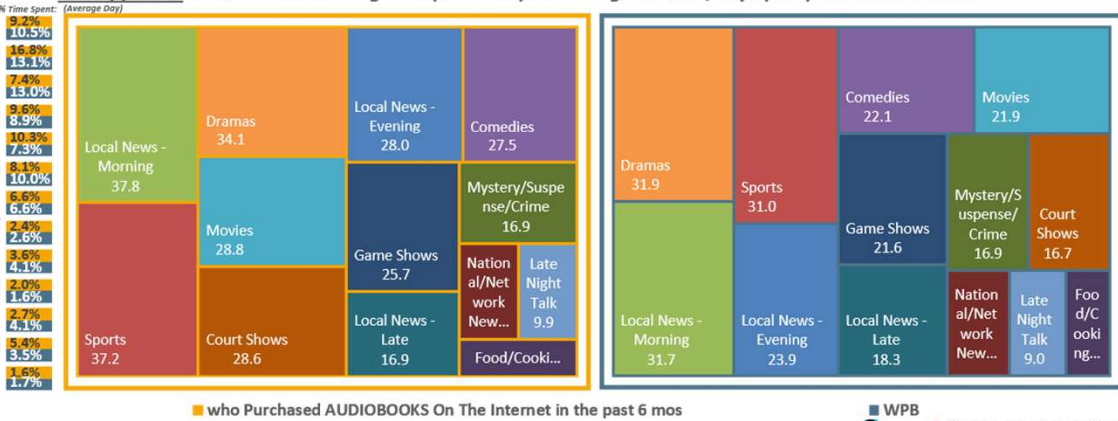
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205
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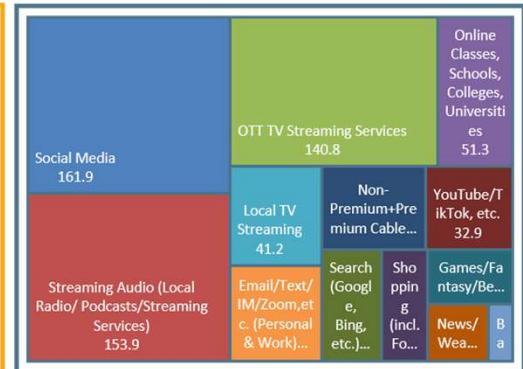
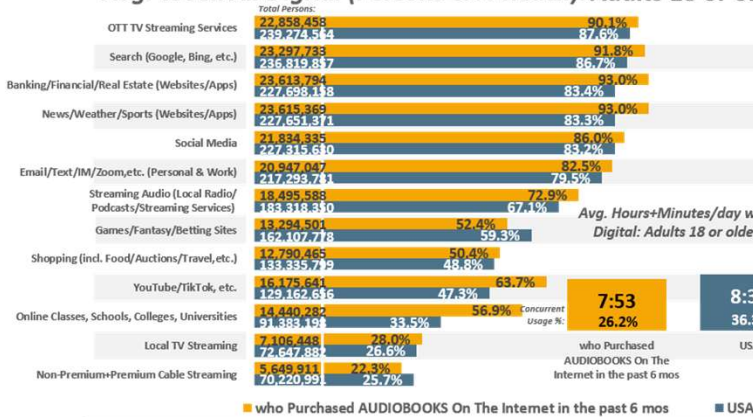
Items bought on the Internet past 6 months: Entertainment: Audiobooks



18,032,099 or 71.% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Social Media for an average of 134.6 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

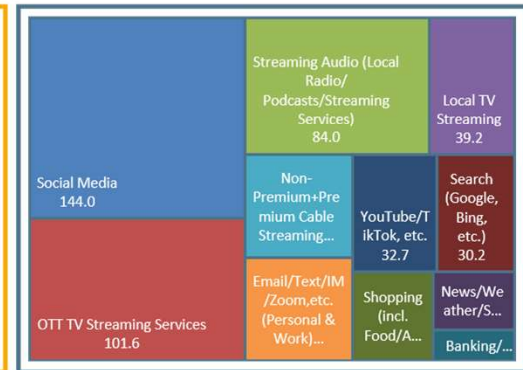
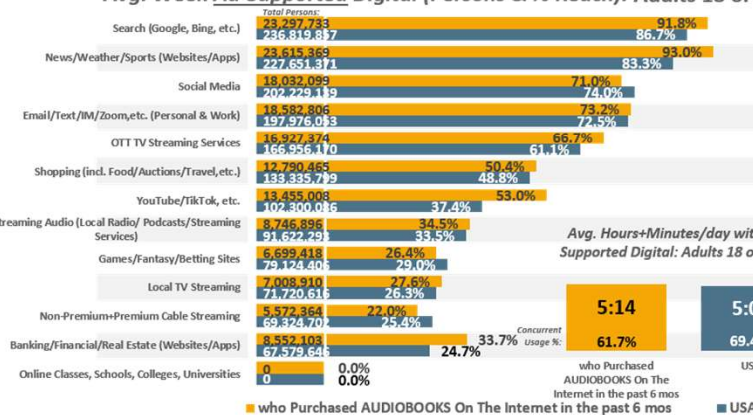
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 2026: Jan 25-Mar26 Qual Intab 2,325
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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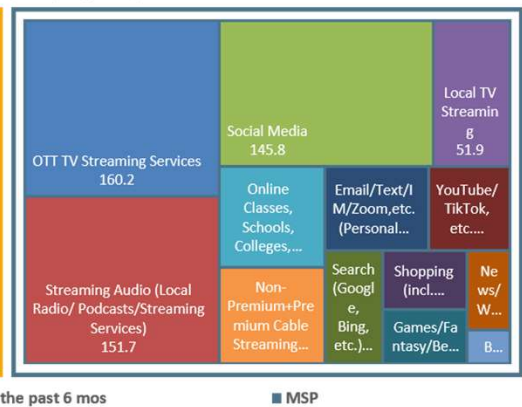
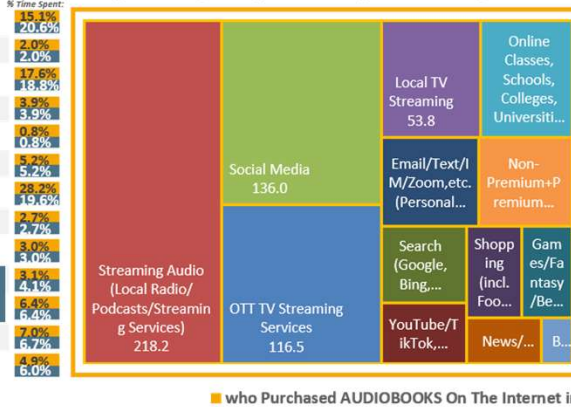
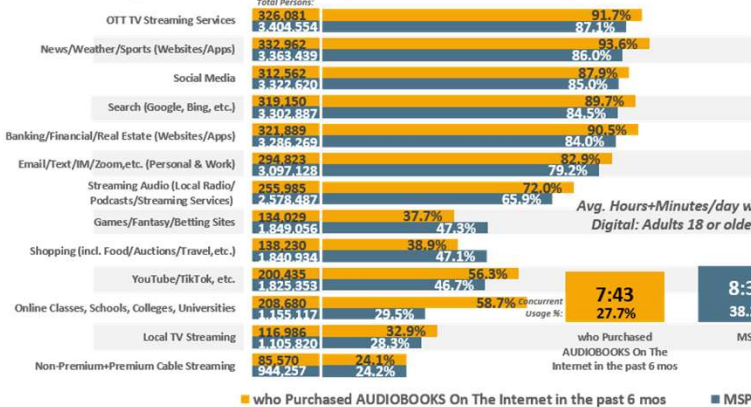
Items bought on the Internet past 6 months: Entertainment: Audiobooks



260,779 or 73.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Social Media for an average of 113.5 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

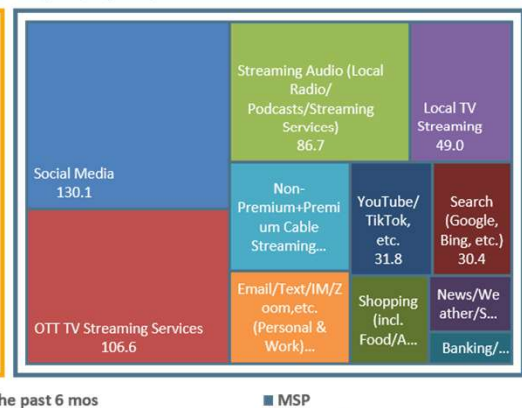
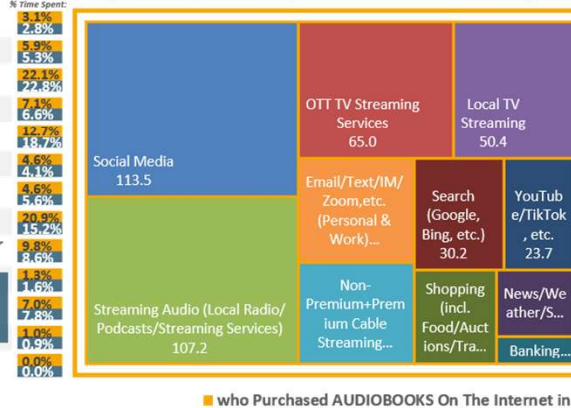
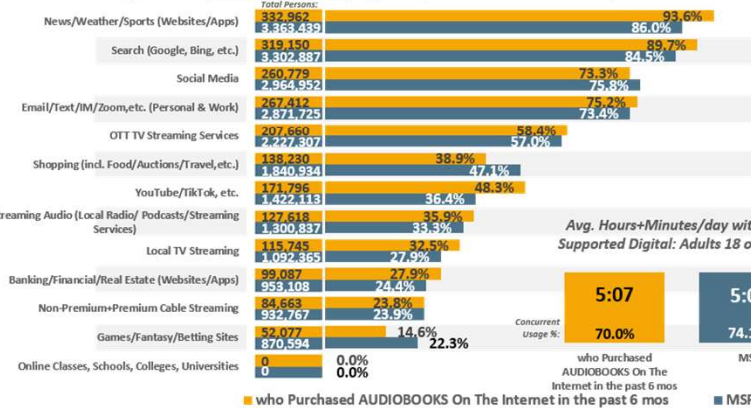
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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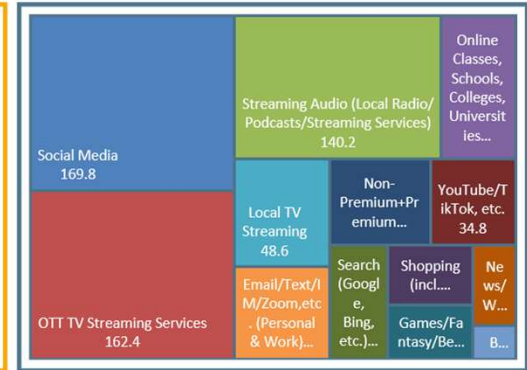
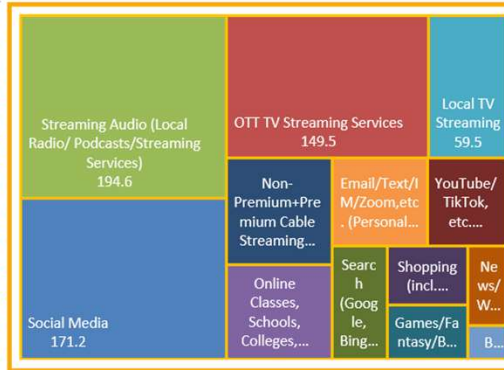
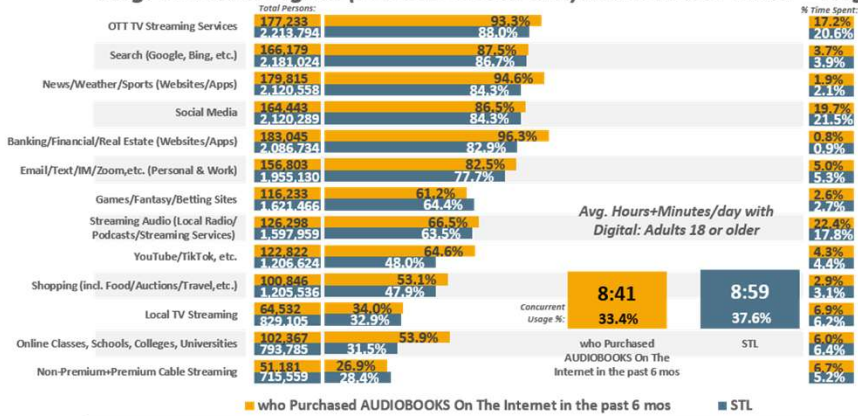
Items bought on the Internet past 6 months: Entertainment: Audiobooks



124,668 or 65.6% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Social Media for an average of 129.8 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

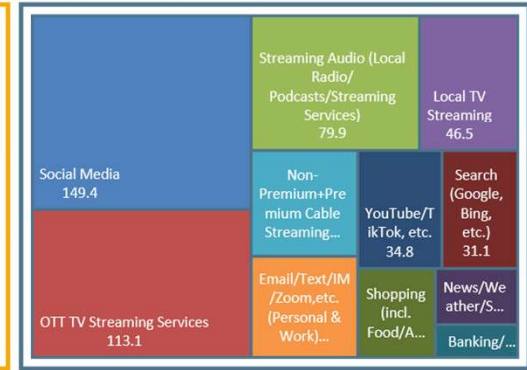
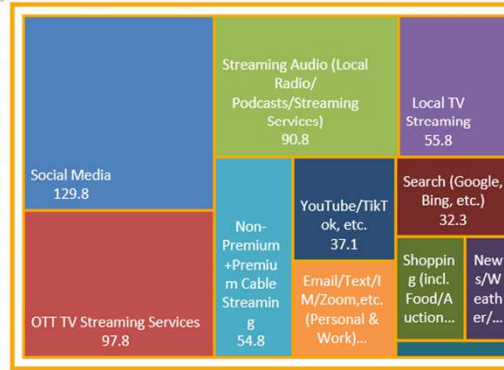
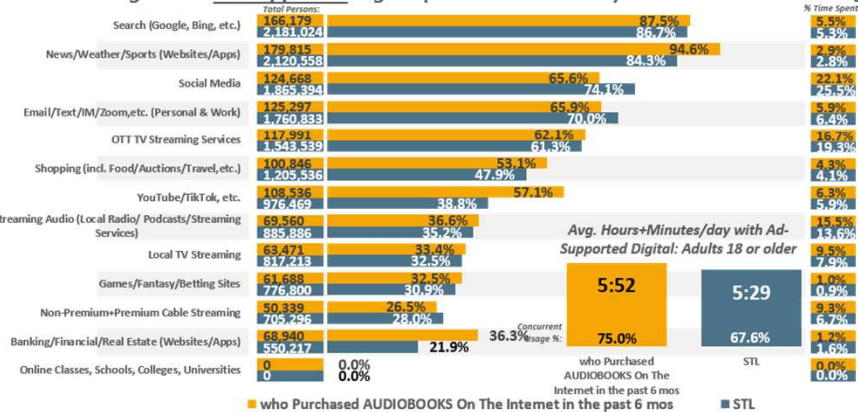
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

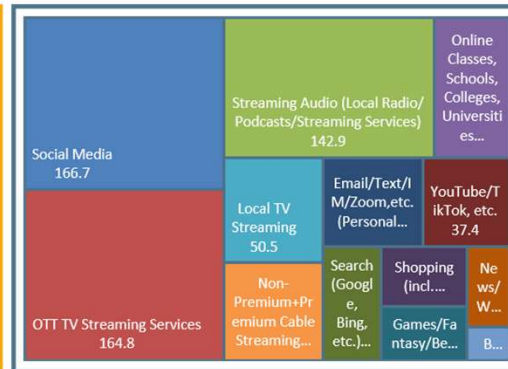
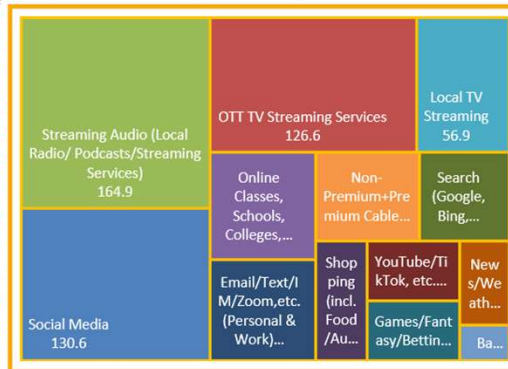
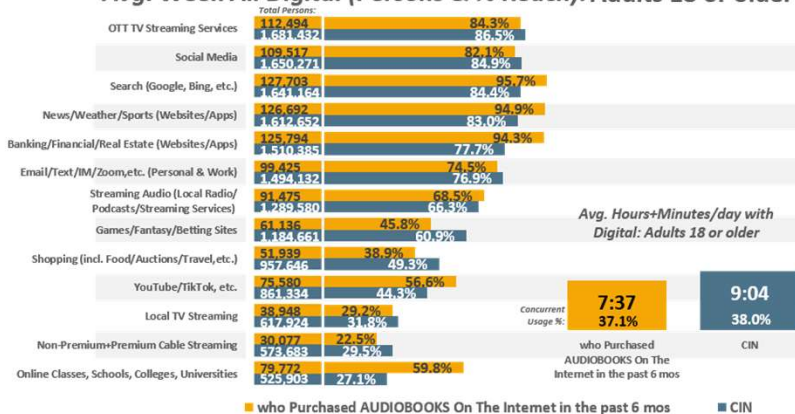




90,663 or 67.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Social Media for an average of 108.2 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

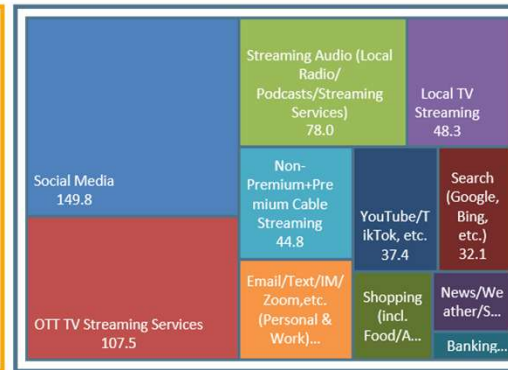
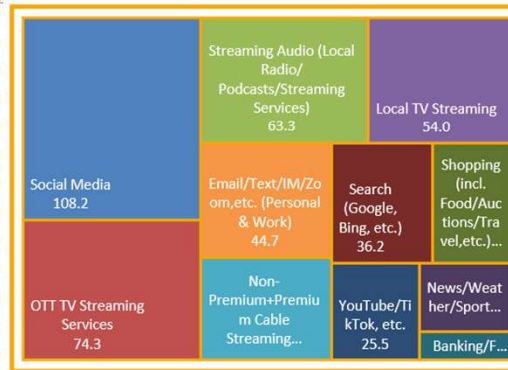
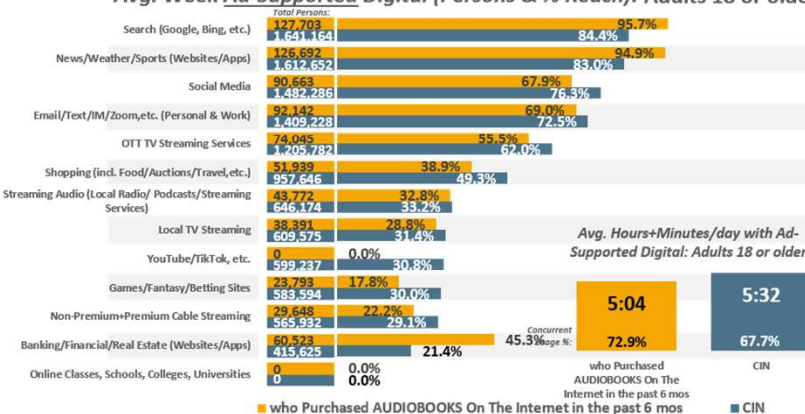
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

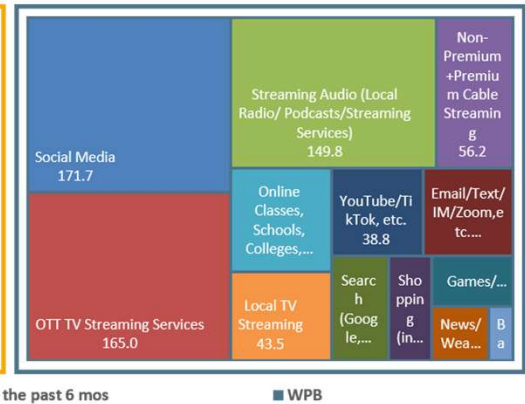
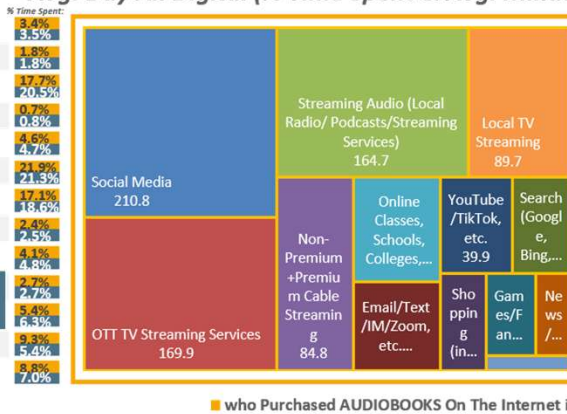
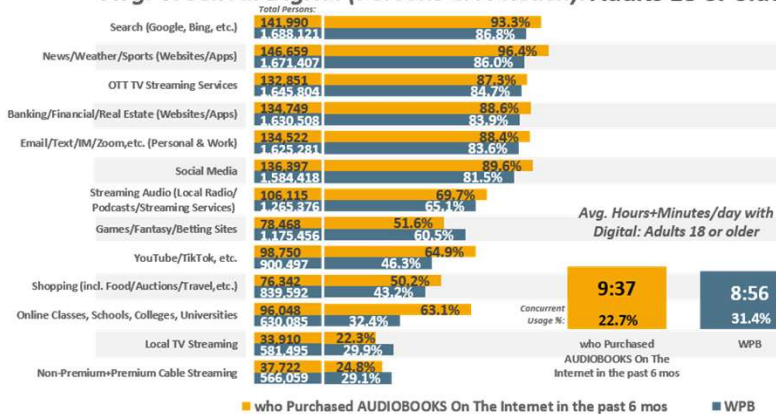




108,824 or 71.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Social Media for an average of 168.2 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

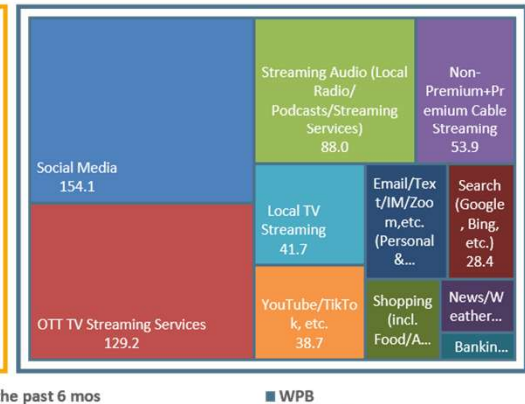
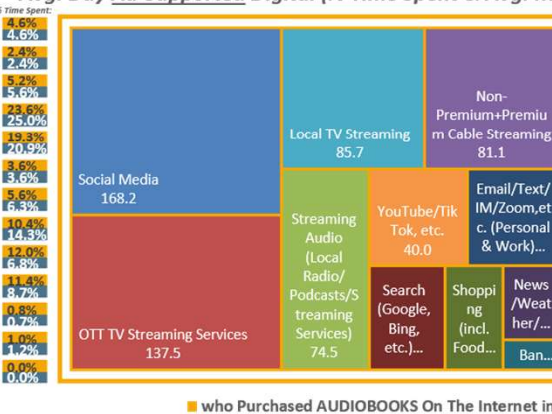
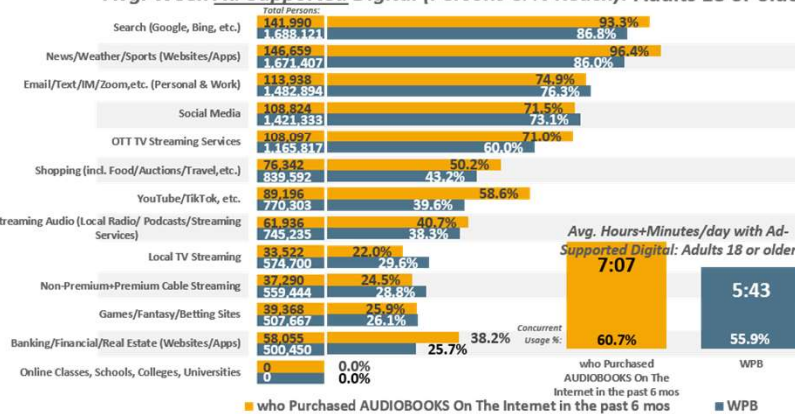
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205
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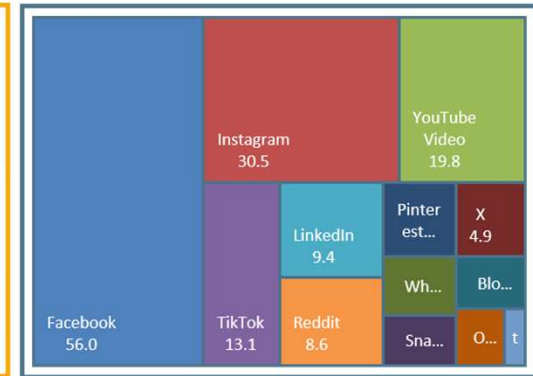
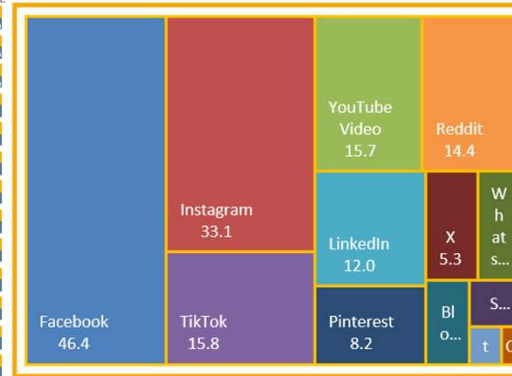
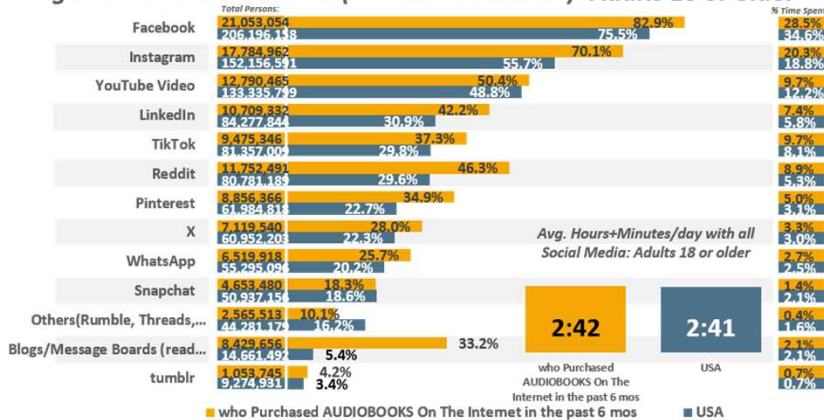
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months: Entertainment: Audiobooks

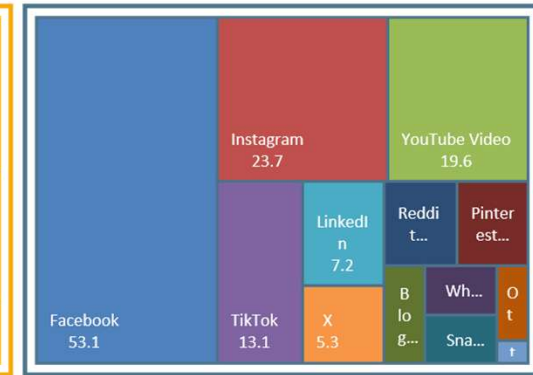
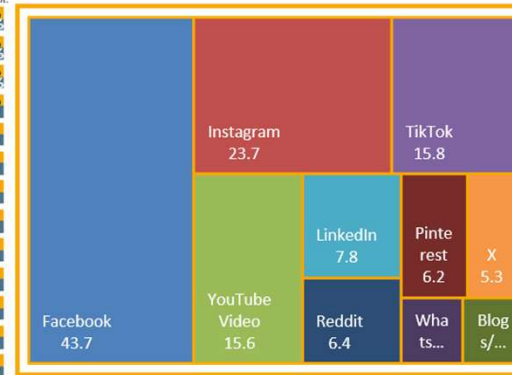
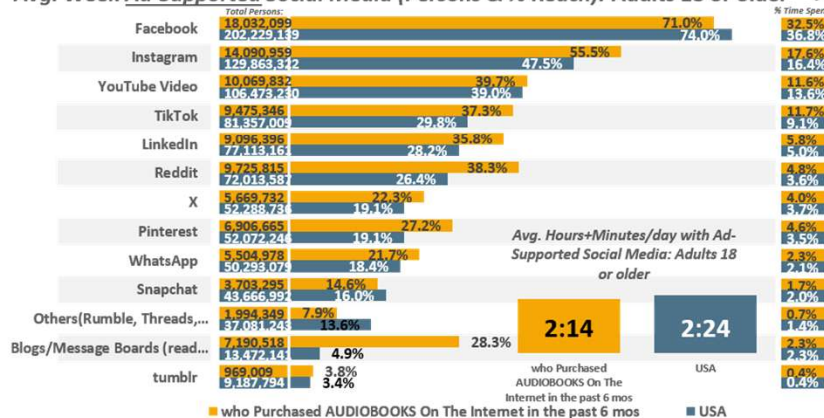


18,032,099 or 71.% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

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**



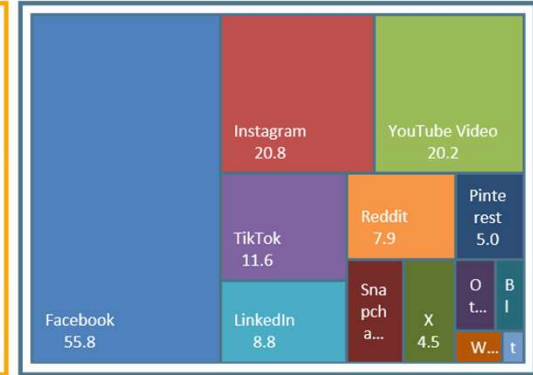
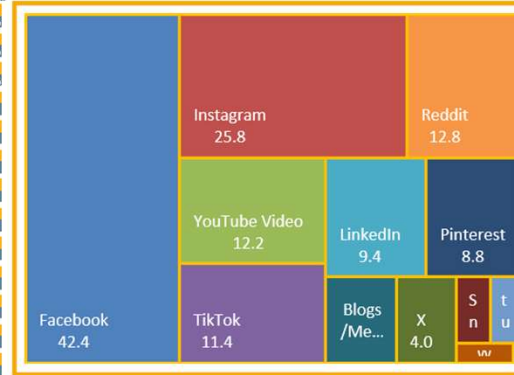
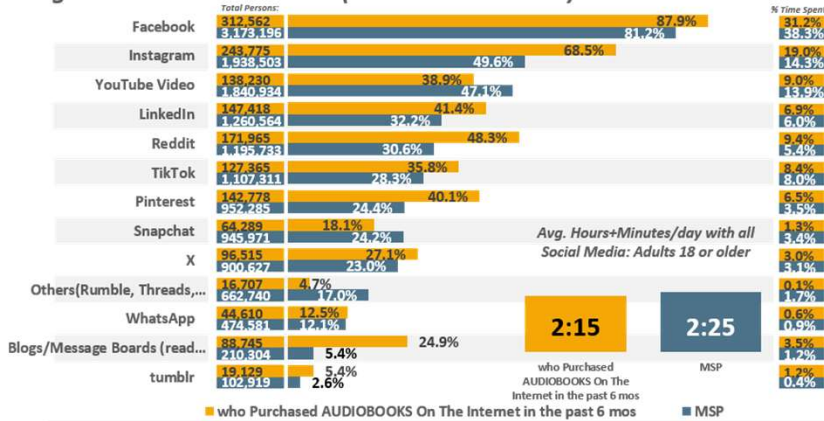
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



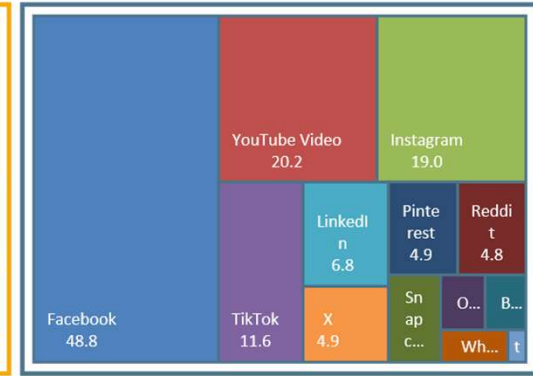
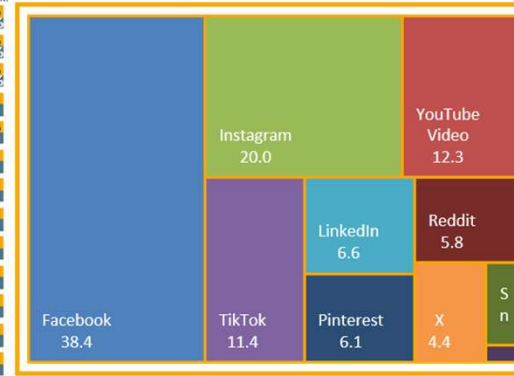
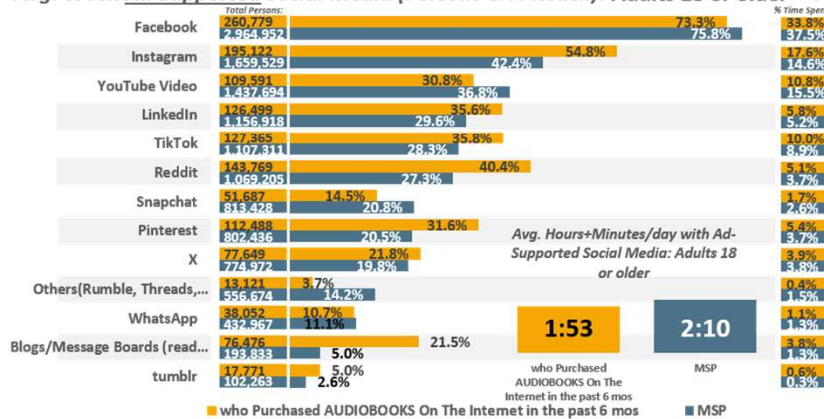


260,779 or 73.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



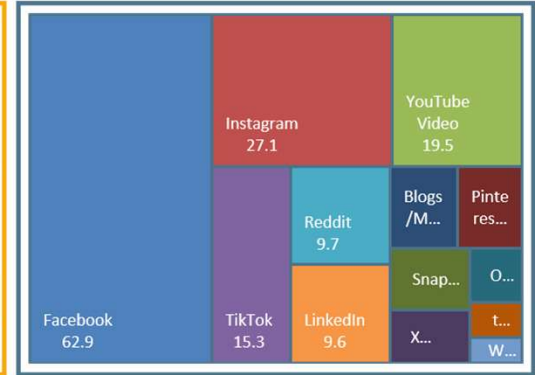
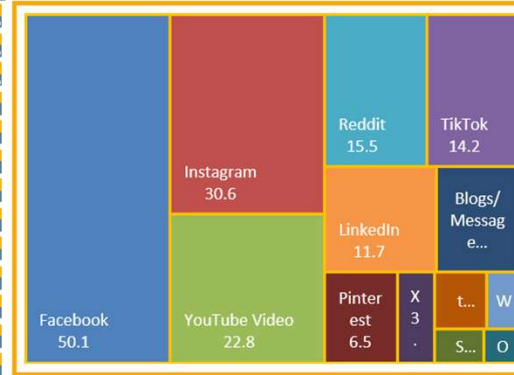
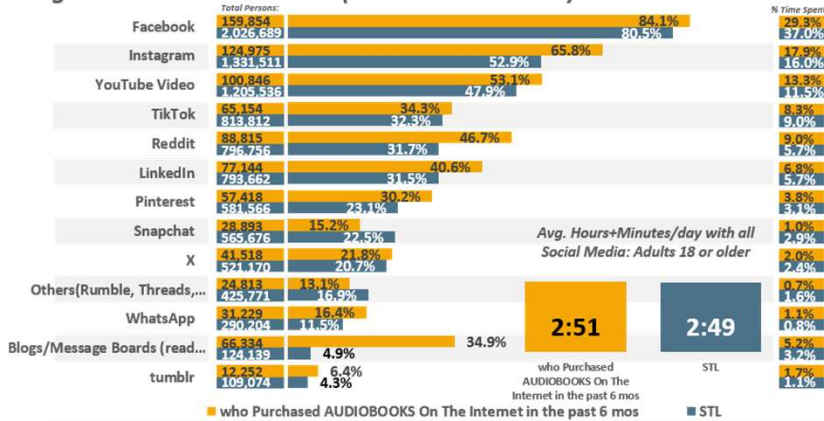
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



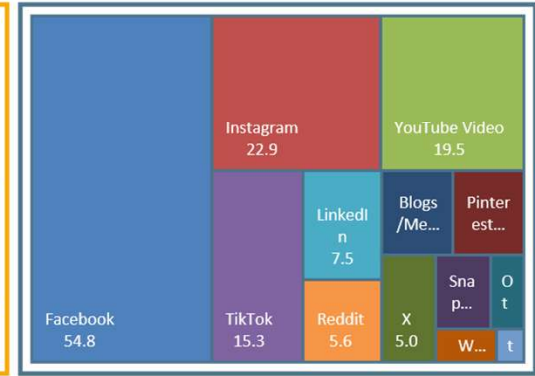
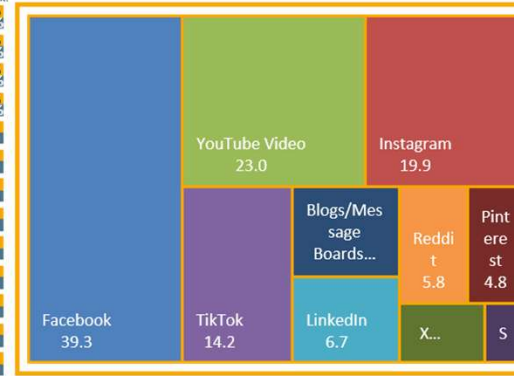
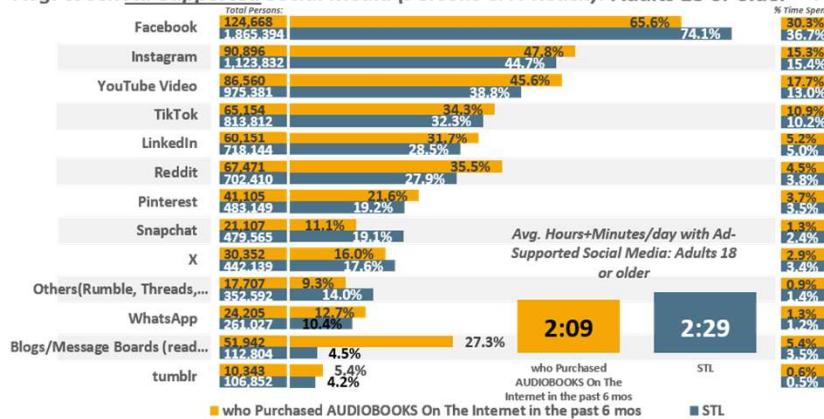


124,668 or 65.6% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

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**



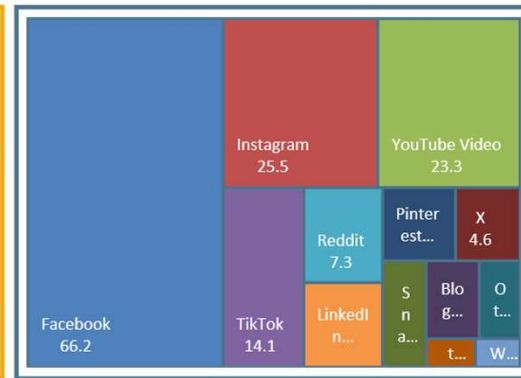
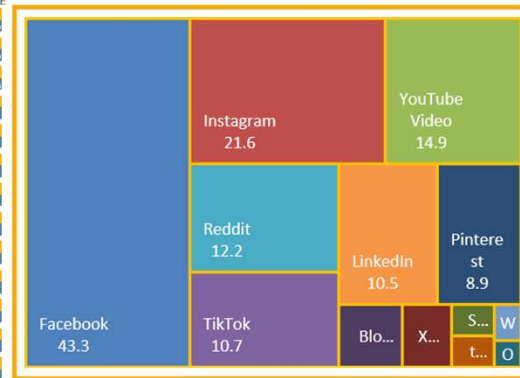
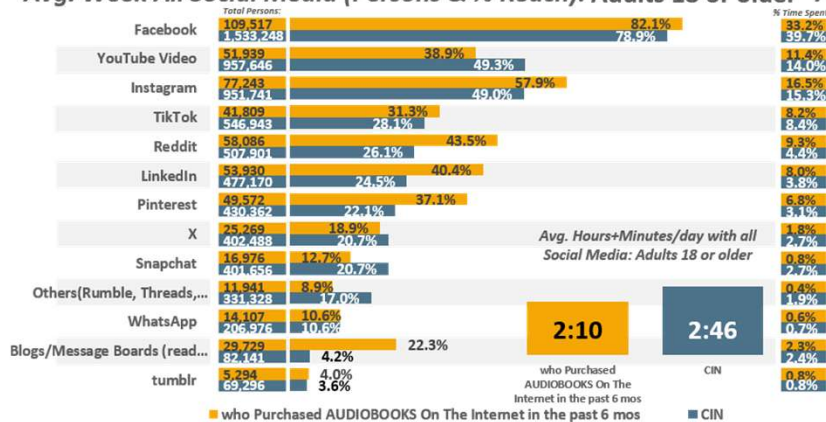
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



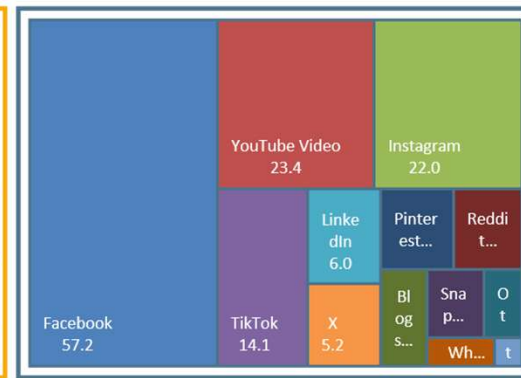
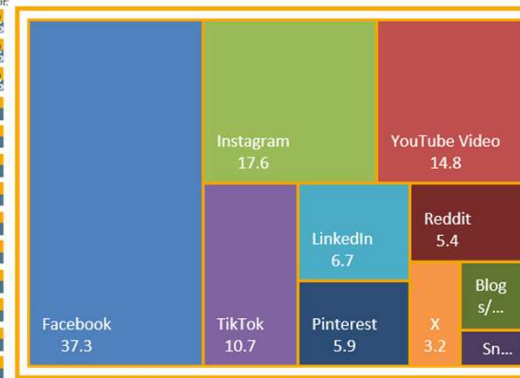
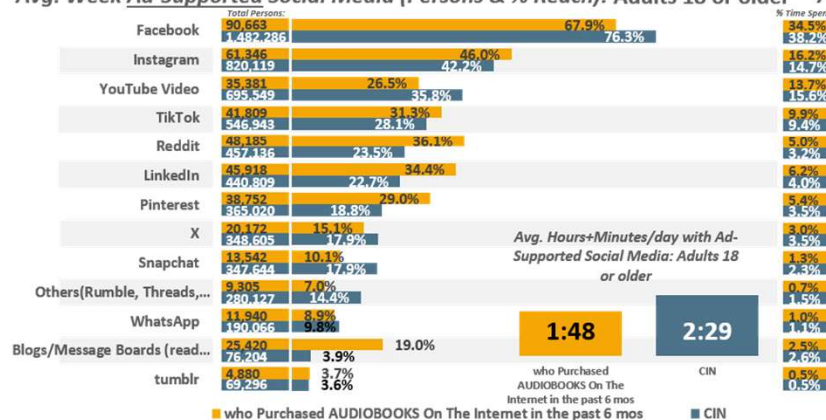


90,663 or 67.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 37.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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**



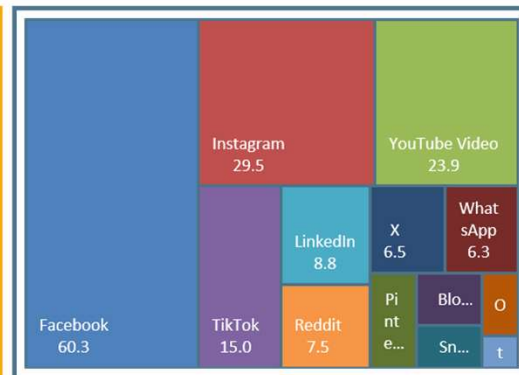
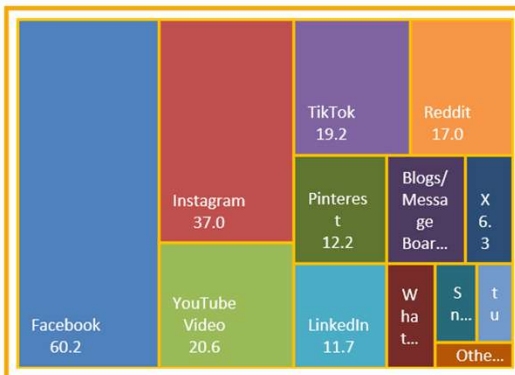
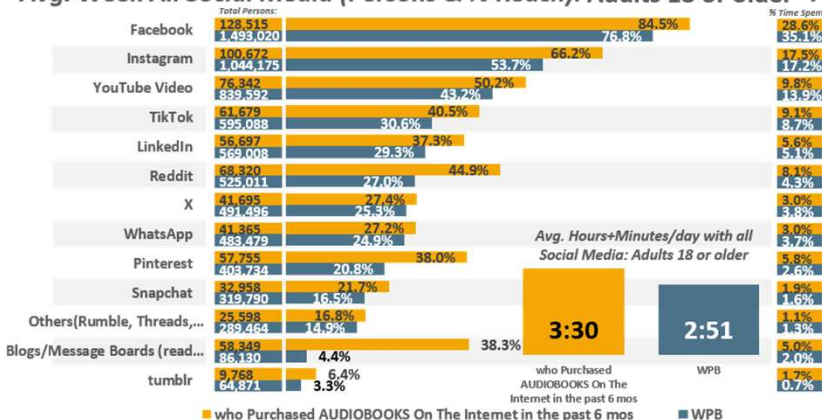
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



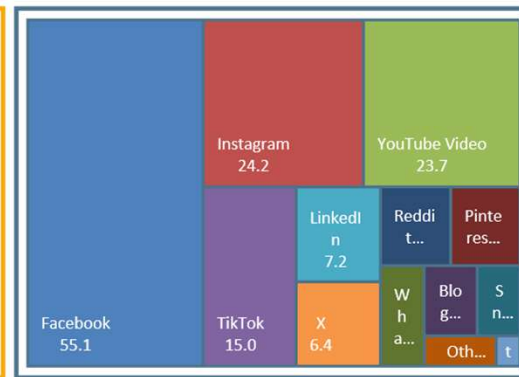
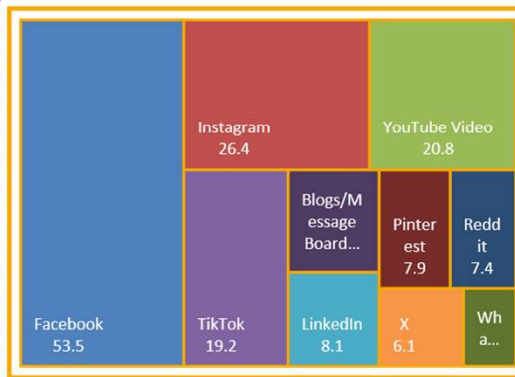
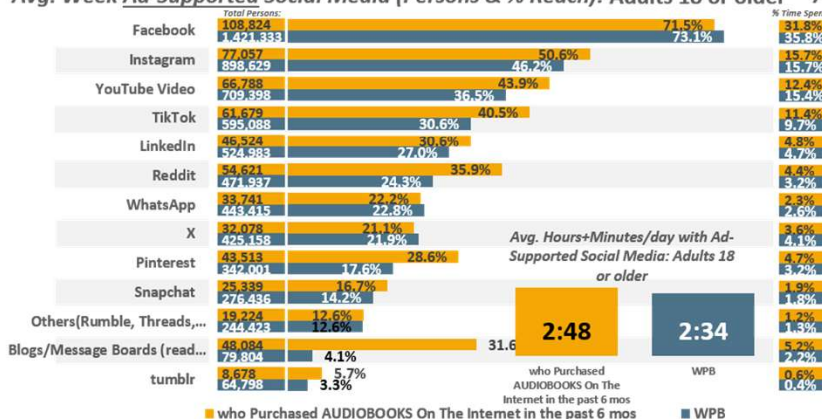


108,824 or 71.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 53.5 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

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

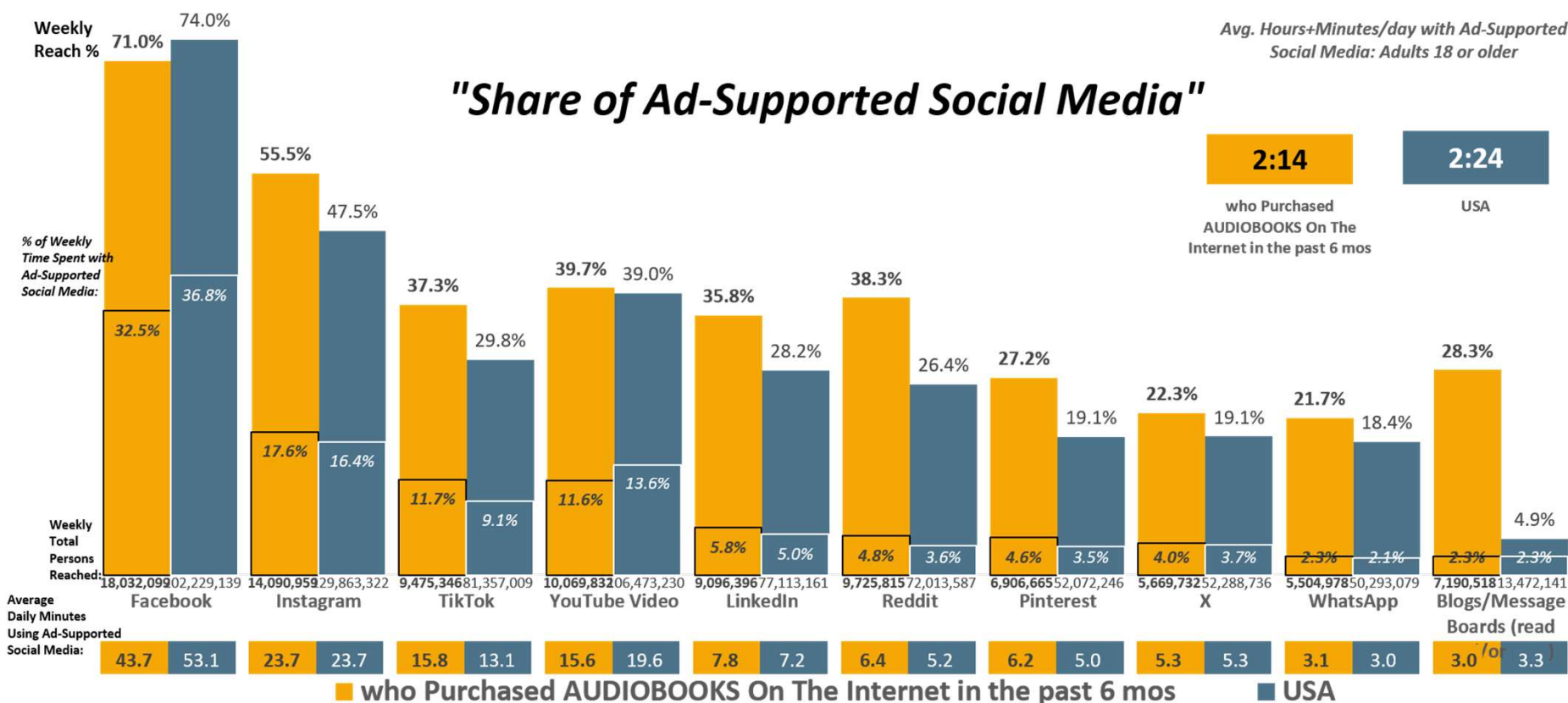


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





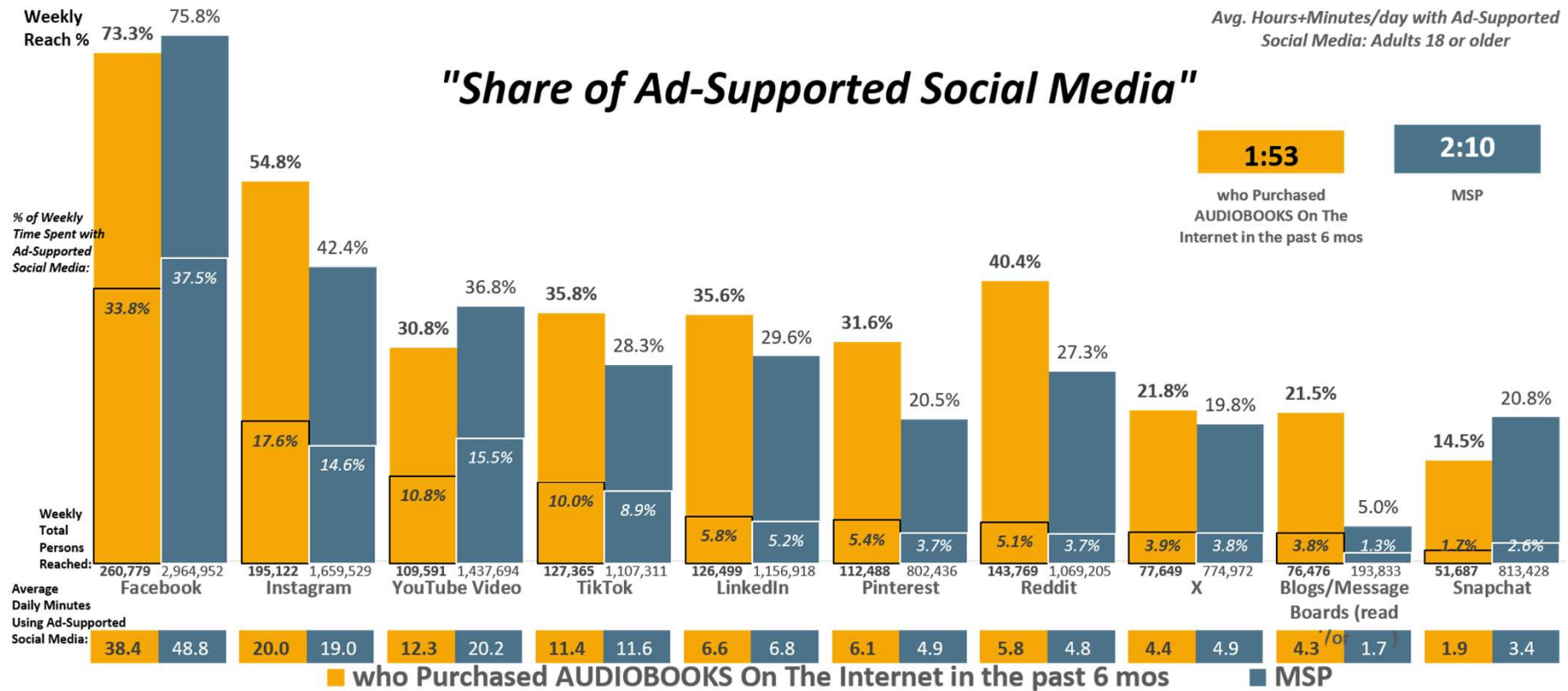
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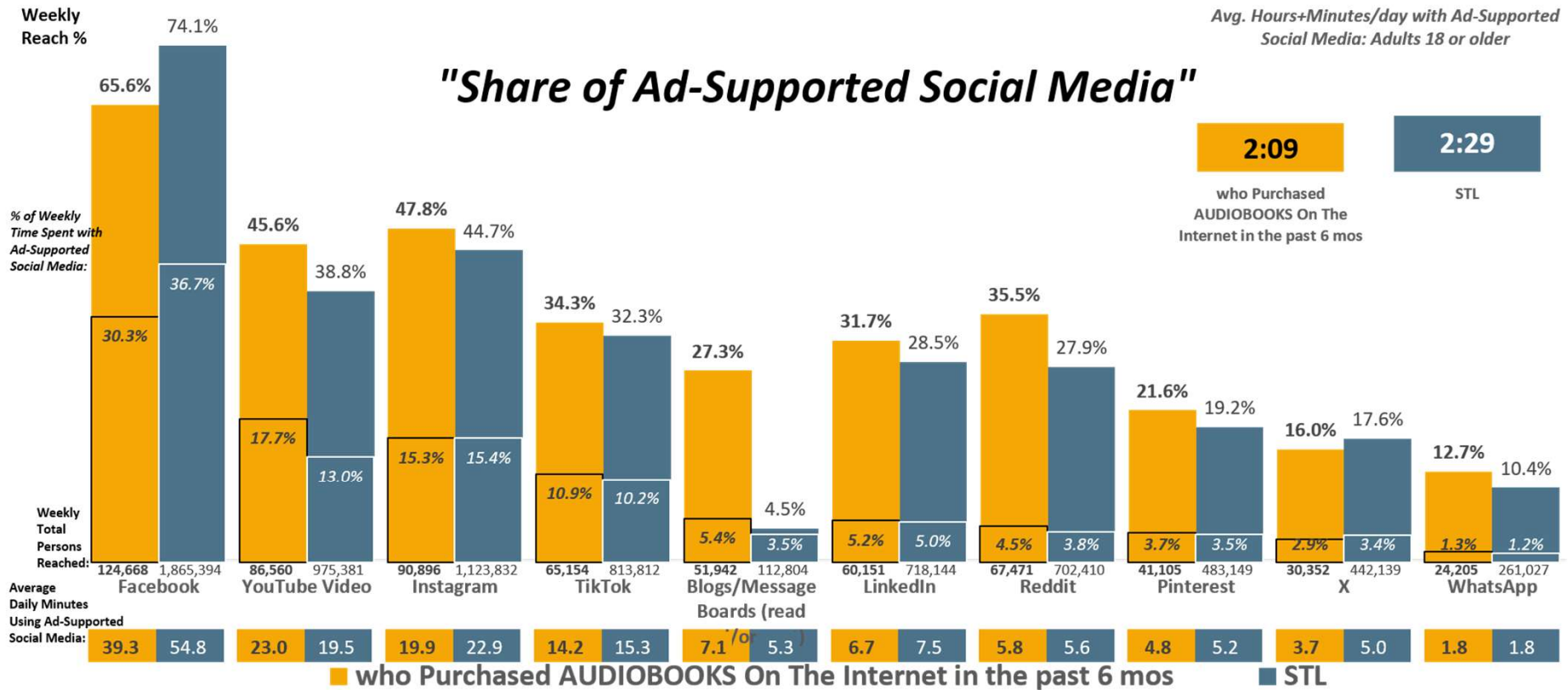
"Share of Ad-Supported Social Media"





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"Share of Ad-Supported Social Media"



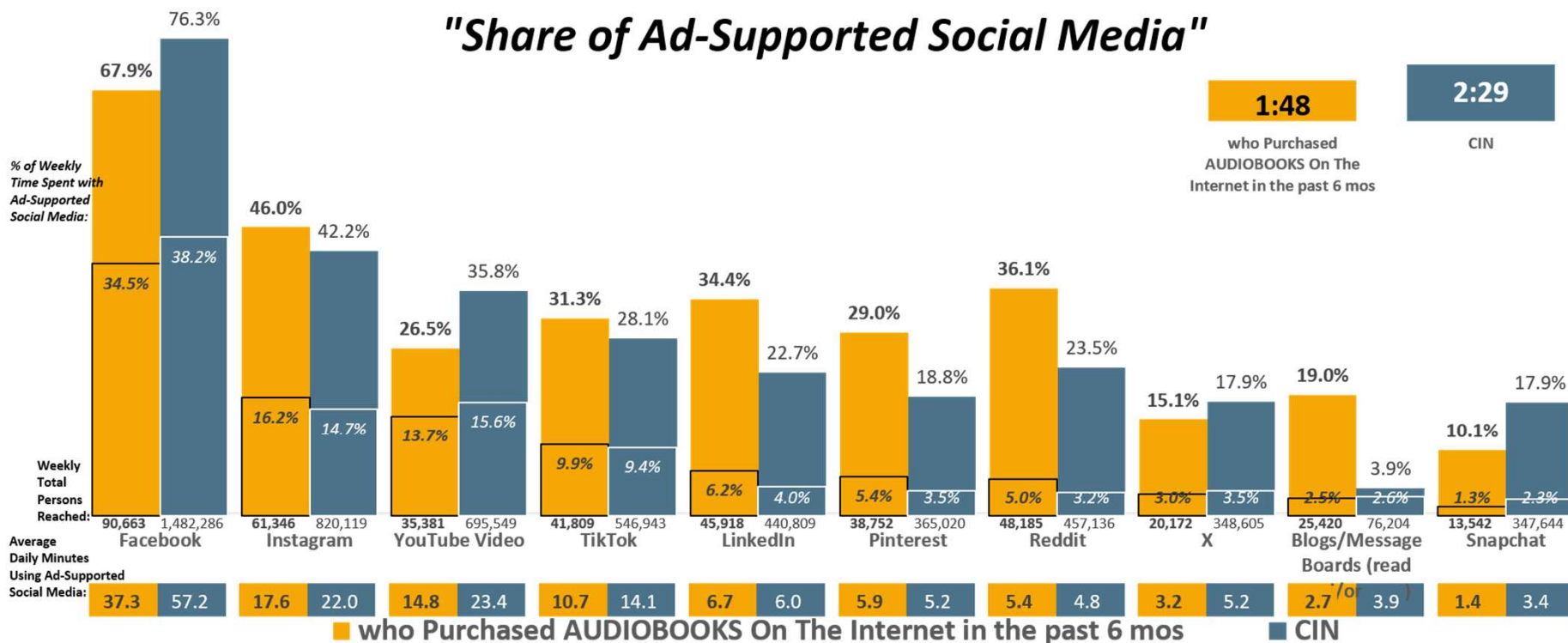


90,663 or 67.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 37.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



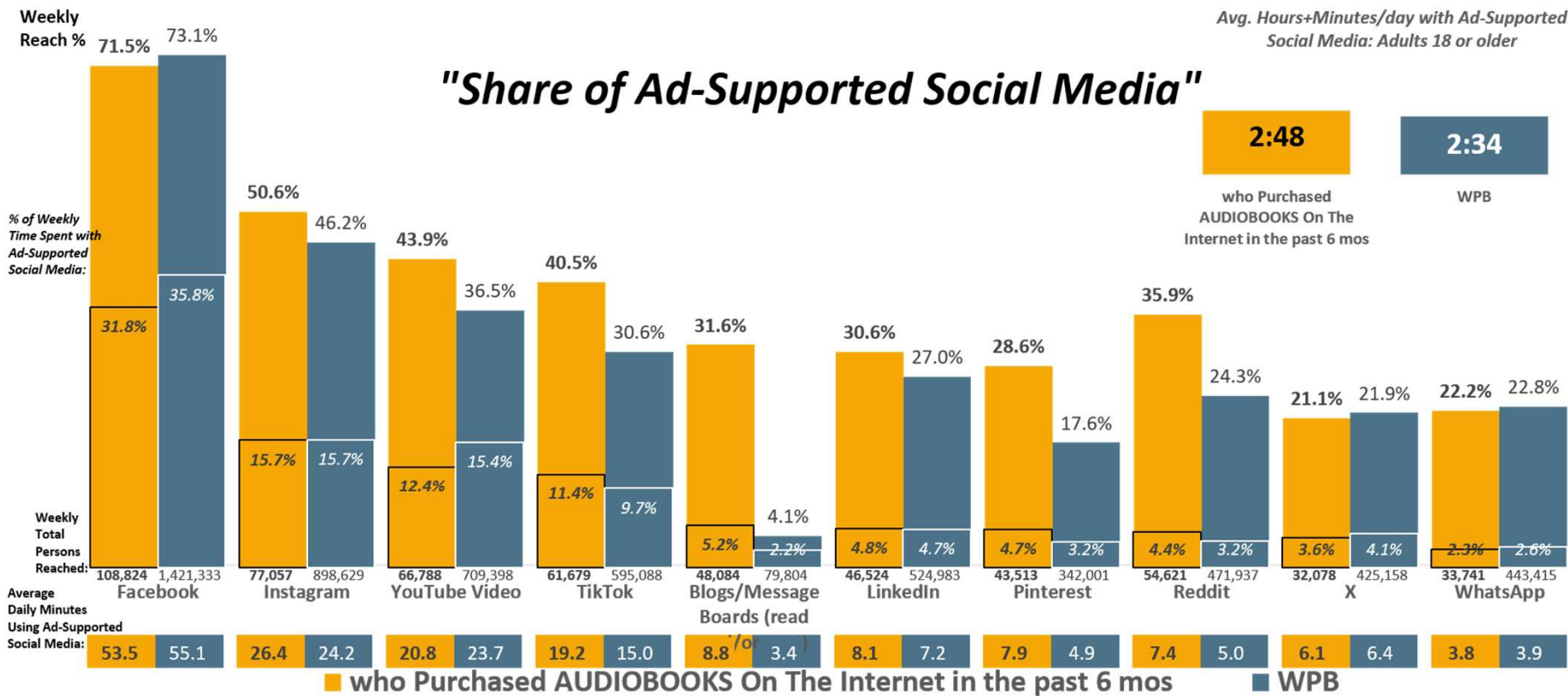
■ who Purchased AUDIOBOOKS On The Internet in the past 6 mos

■ CIN



108,824 or 71.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos use Ad-Supported Facebook for an average of 53.5 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

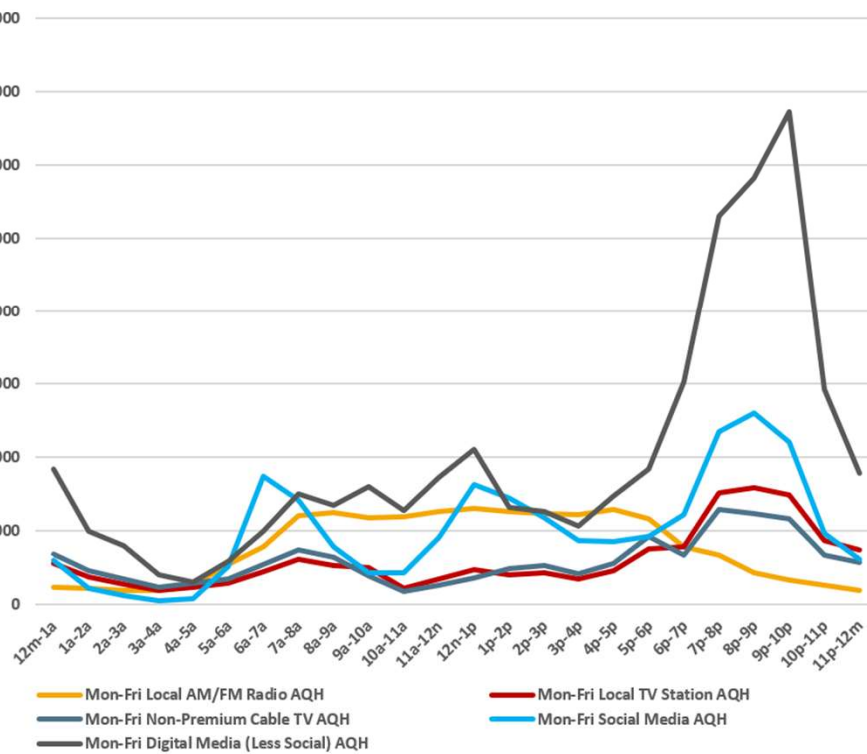
"Share of Ad-Supported Social Media"



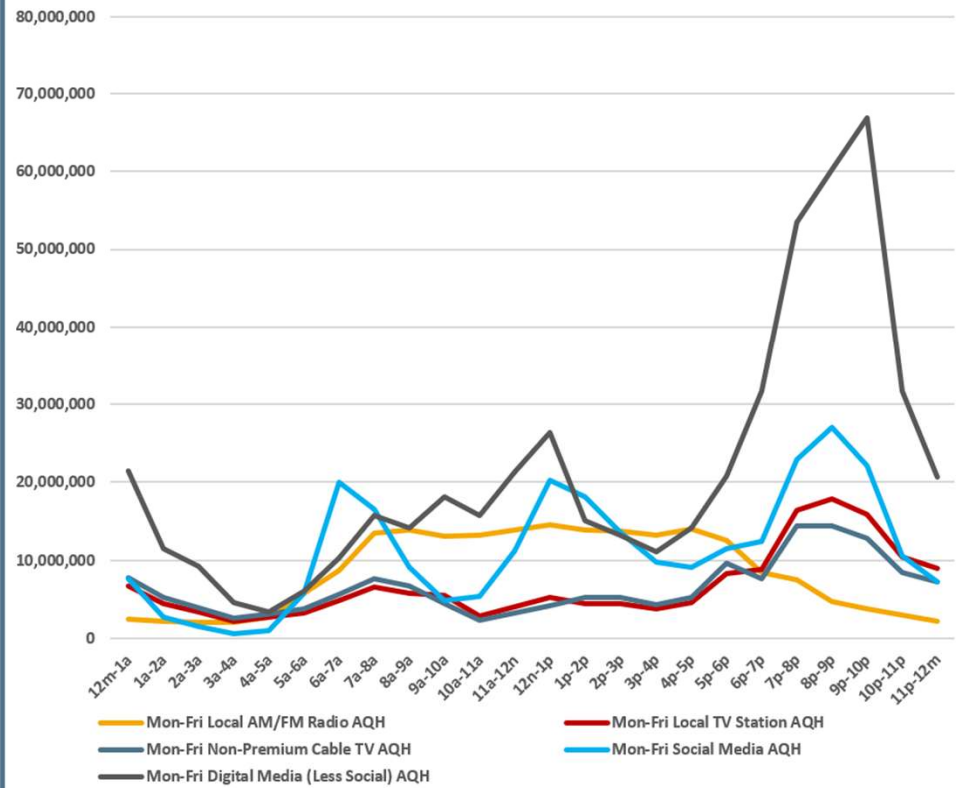


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,580,741;
Local Radio: 1,162,922; Social Media: 1,064,944; Non-Prem. Cable: 515,532; Local TV:
482,260 reaching Adults 18 or older who Purchased AUDIOBOOKS On The Intern

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased AUDIOBOOKS On The
Internet in the past 6 mos



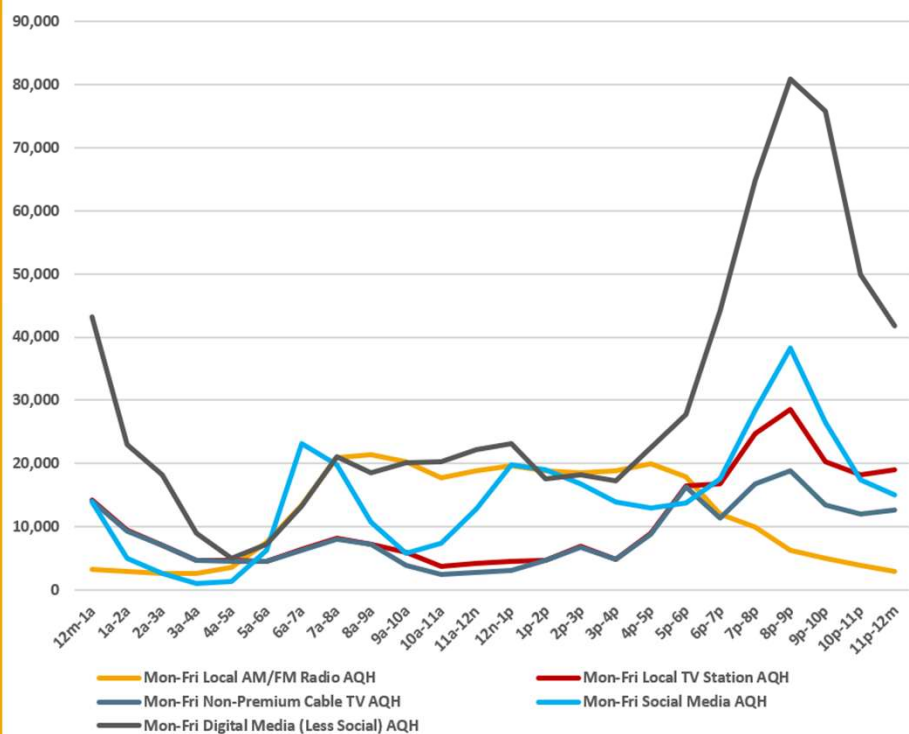
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



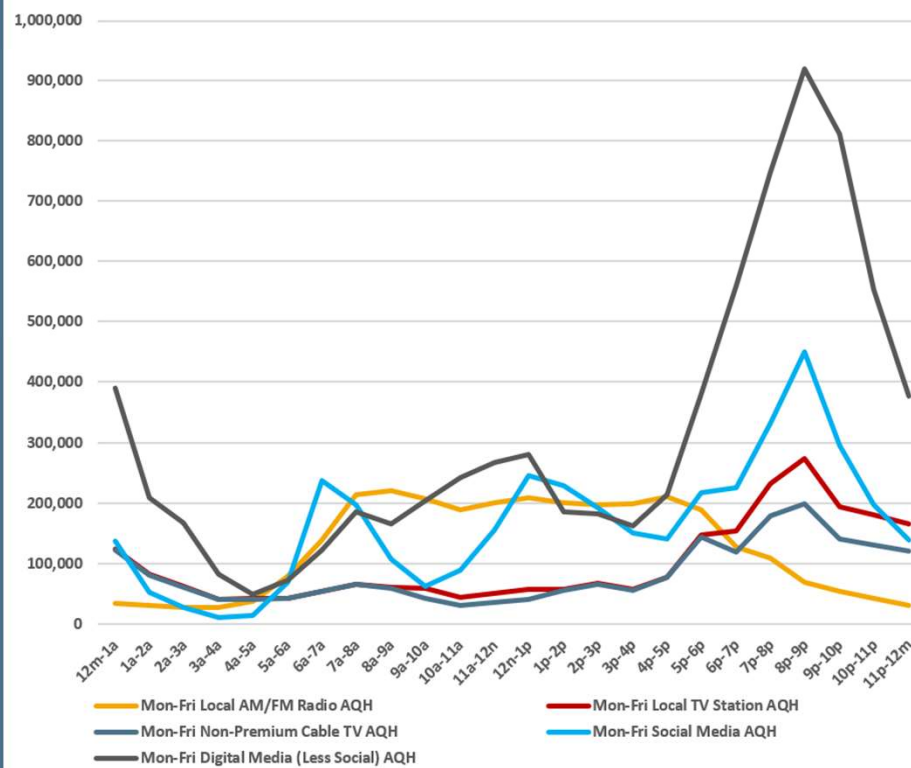


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,021;
Local Radio: 18,329; Social Media: 14,893; Local TV: 7,642; Non-Prem. Cable: 6,668
reaching Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the pas

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased AUDIOBOOKS On The
Internet in the past 6 mos**



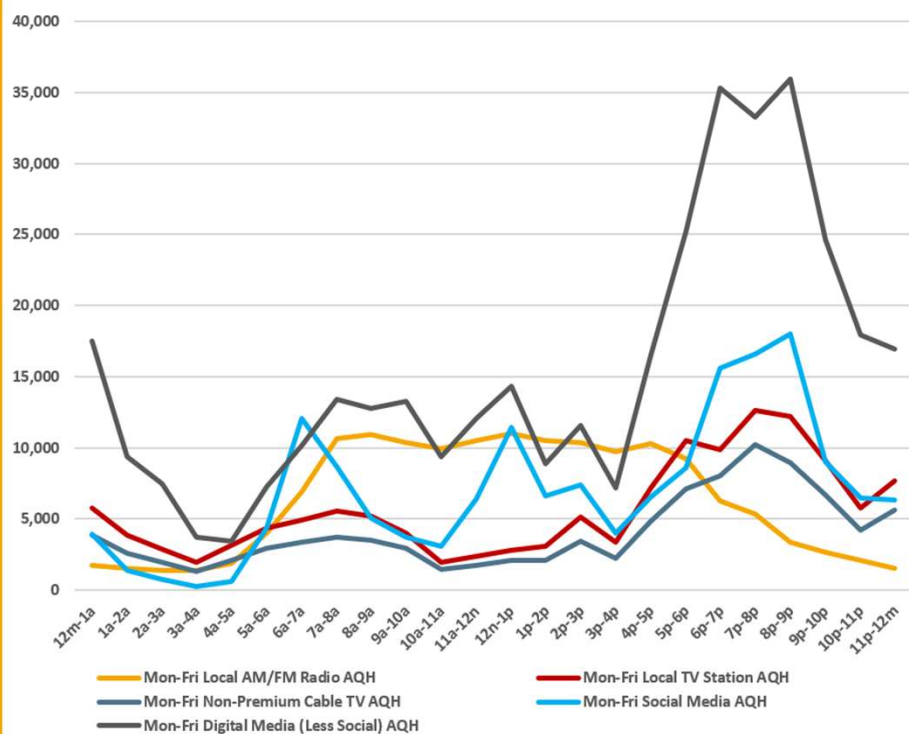
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older**



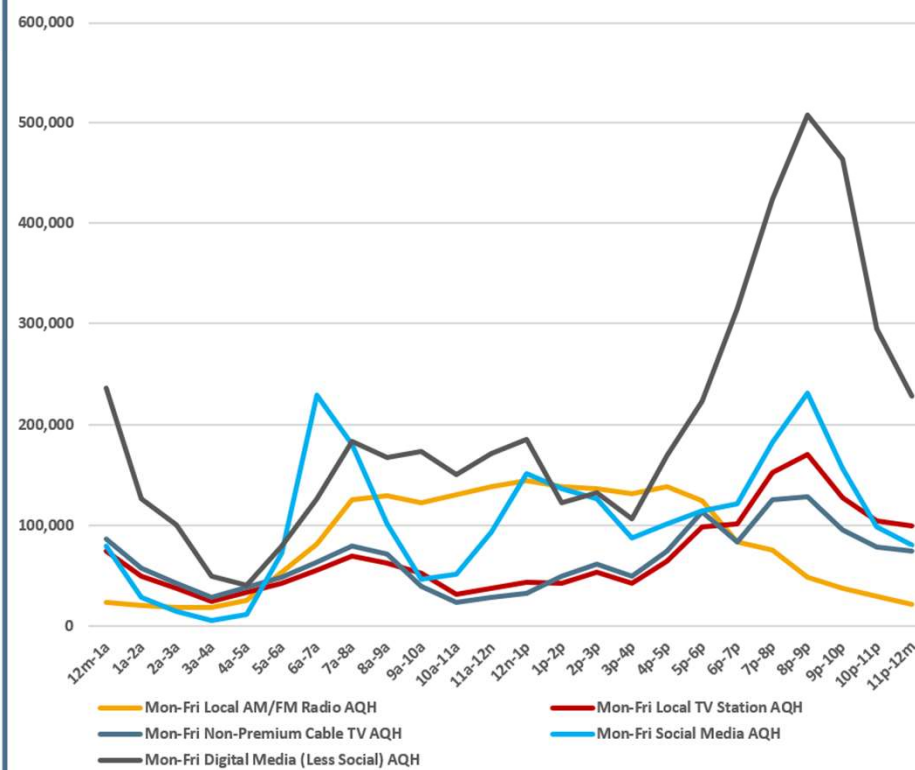


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,612; Local Radio: 9,744; Social Media: 7,633; Local TV: 5,079; Non-Prem. Cable: 3,589 reaching Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased AUDIOBOOKS On The
Internet in the past 6 mos**



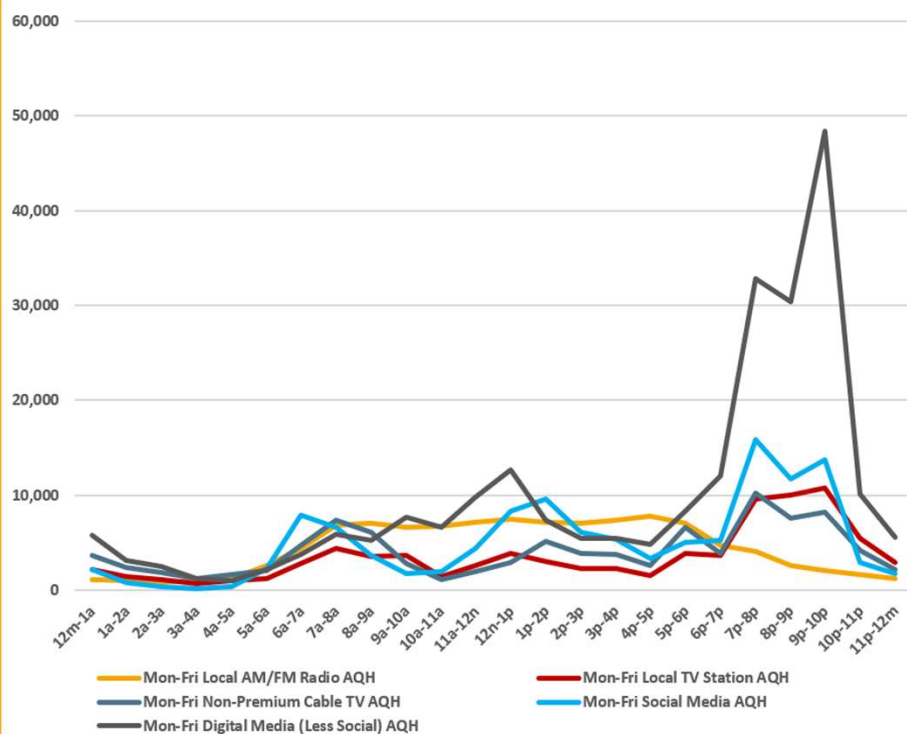
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older**



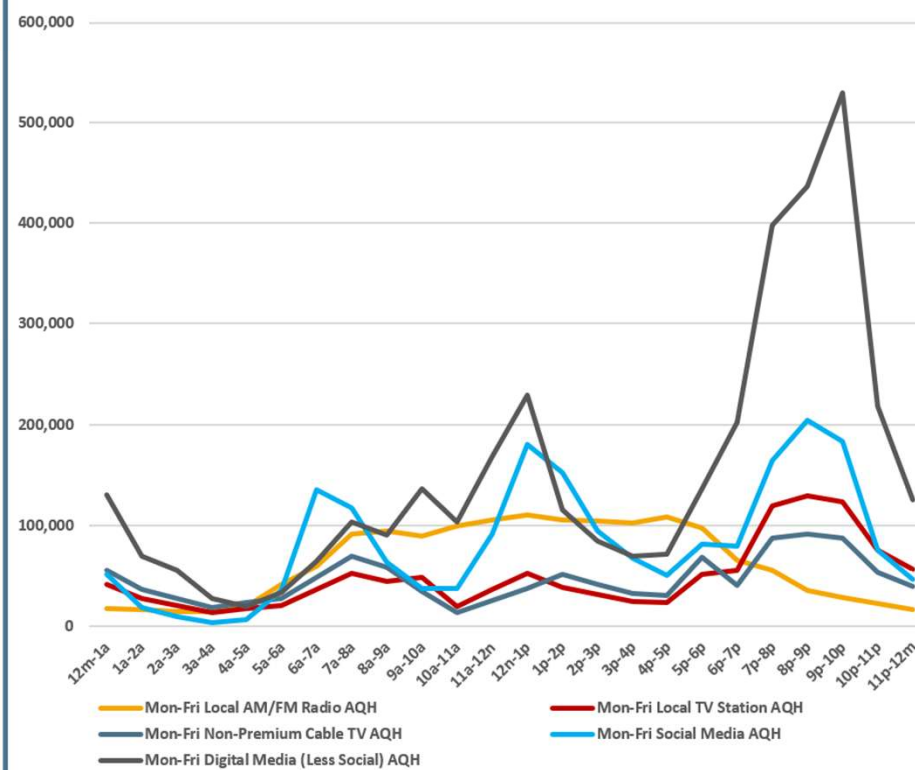


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,327; Local Radio: 6,749; Social Media: 5,334; Non-Prem. Cable: 4,072; Local TV: 3,012 reaching Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos



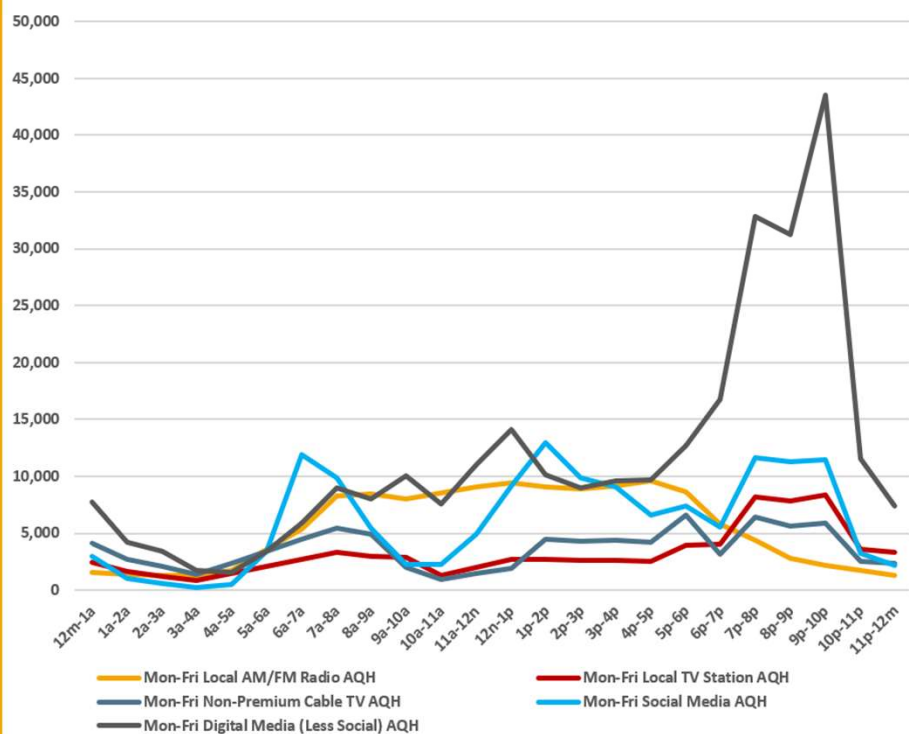
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



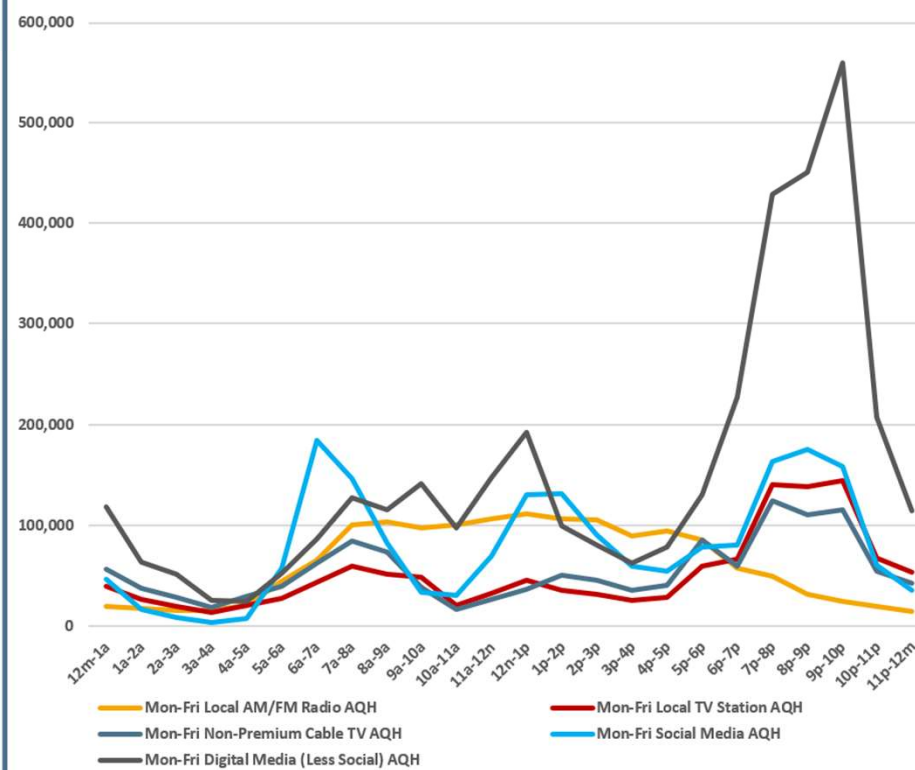


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,262;
Local Radio: 8,328; Social Media: 7,478; Non-Prem. Cable: 3,715; Local TV: 2,795 reaching
Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased AUDIOBOOKS On The
Internet in the past 6 mos



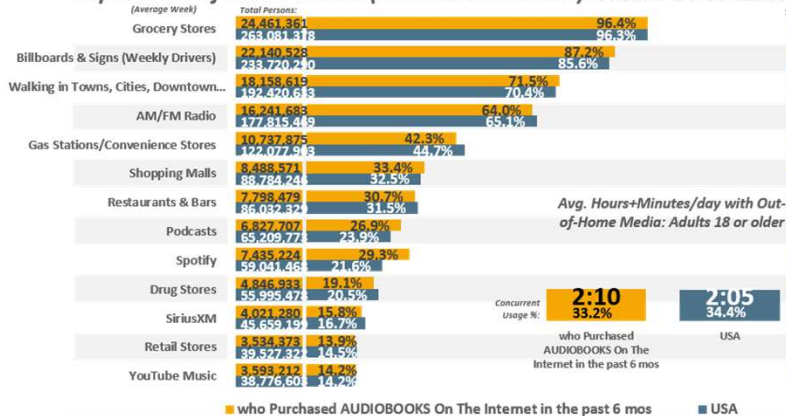
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



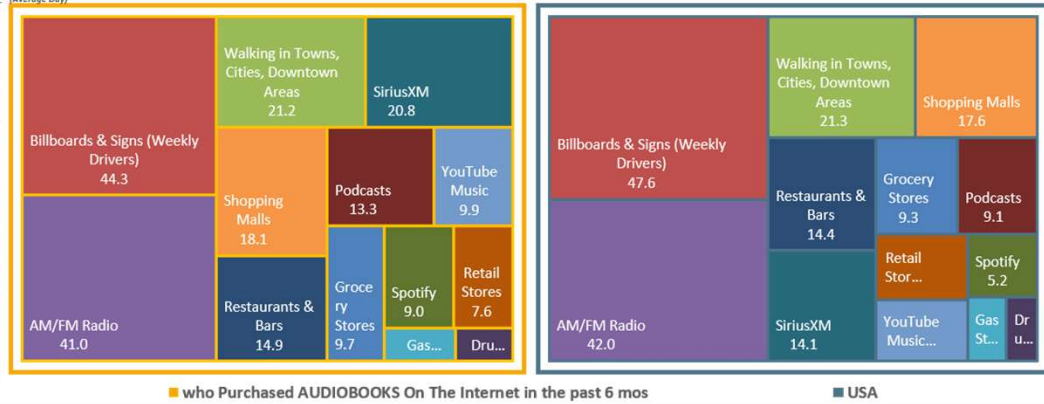


22,140,528 or 87.2% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 37.7 min

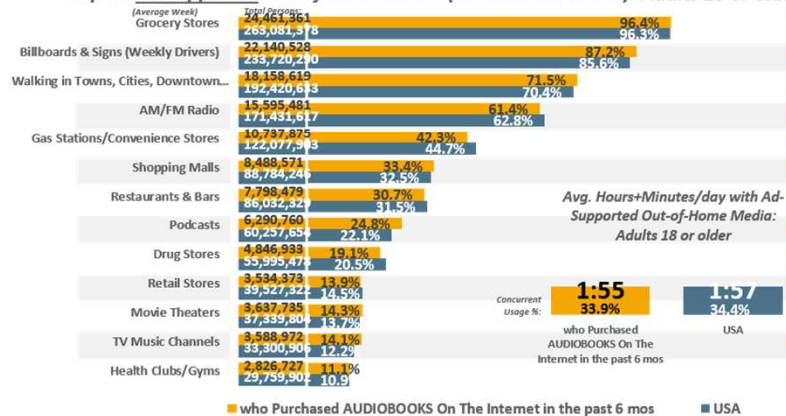
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



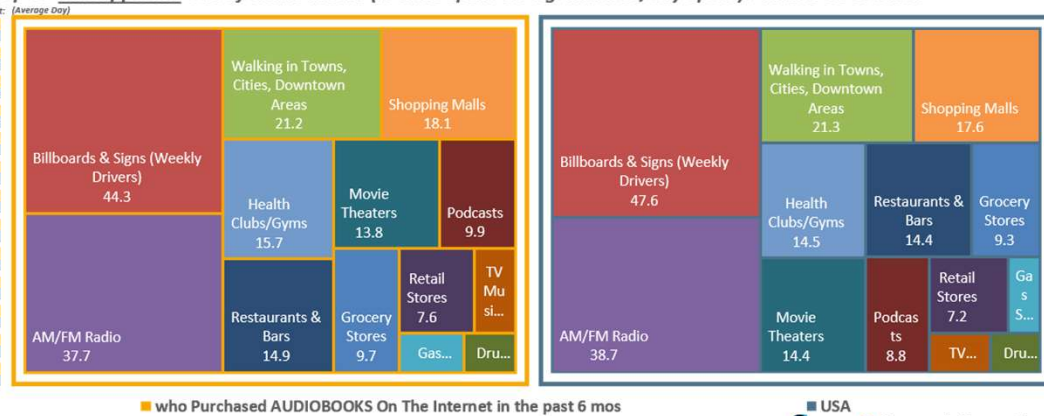
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan 25-Mar26 Qual Intab 2,325
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

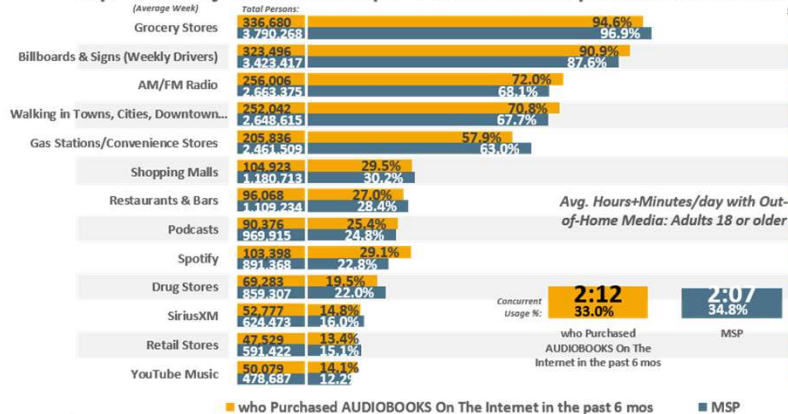
Items bought on the Internet past 6 months: Entertainment: Audiobooks

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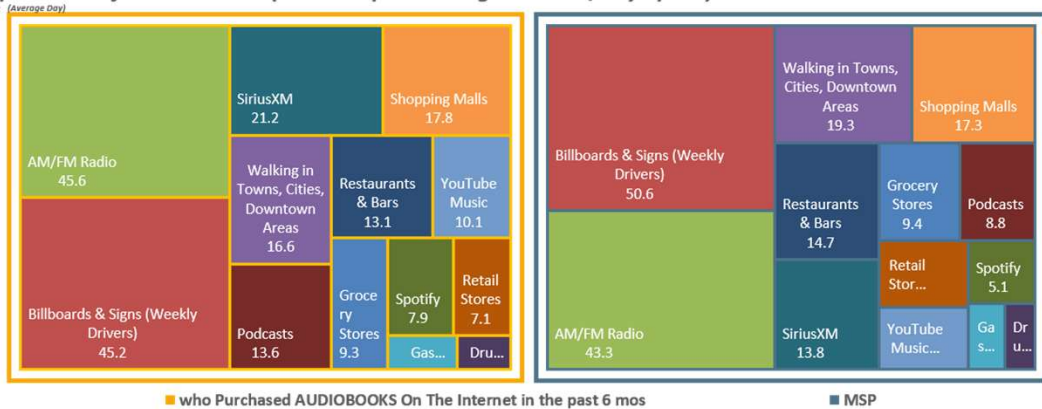


323,496 or 90.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes

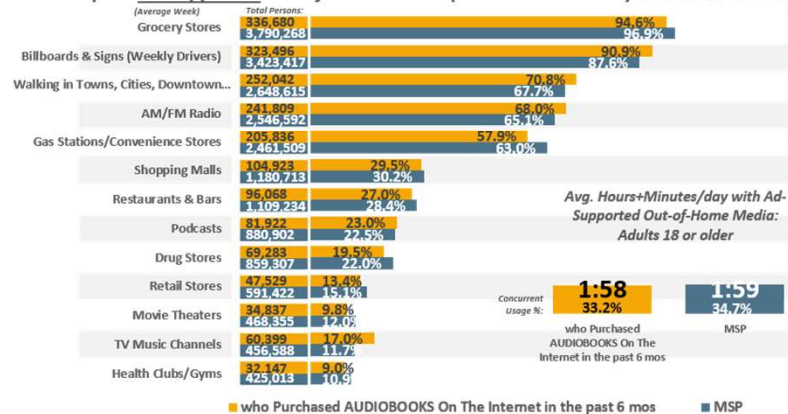
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



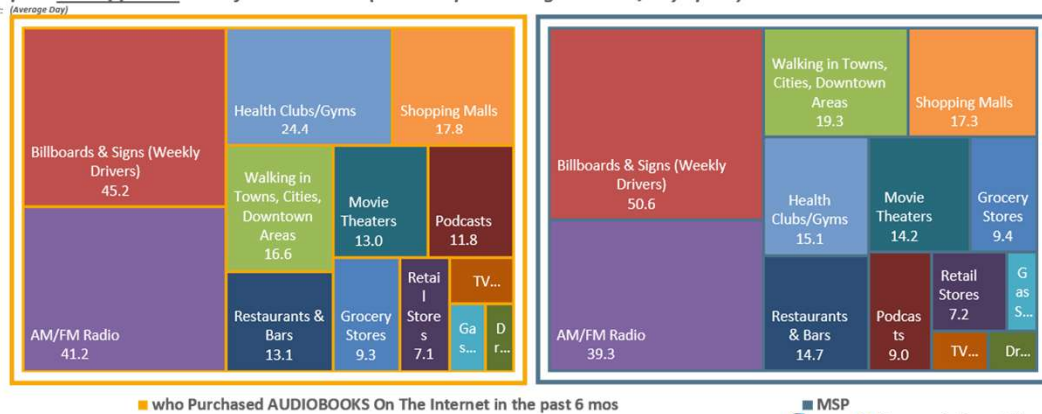
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



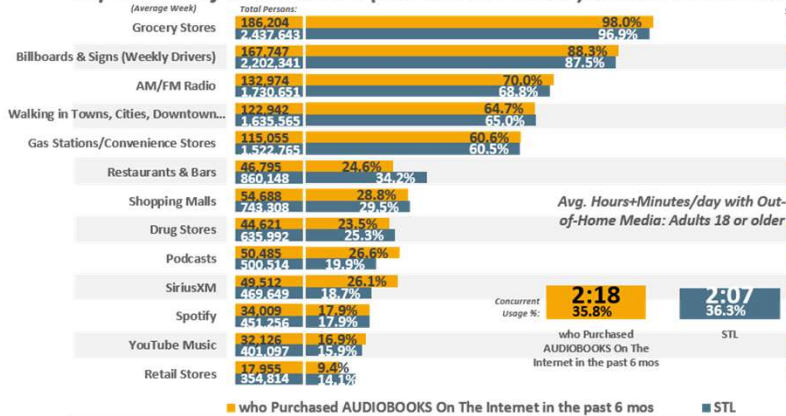
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



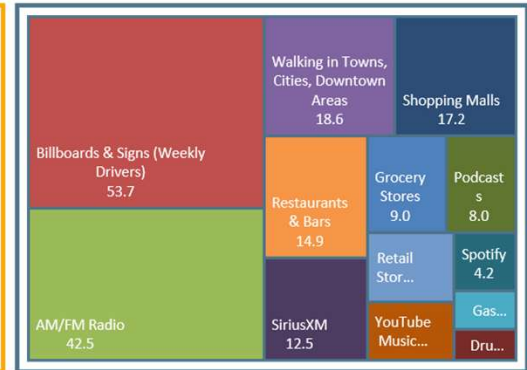


167,747 or 88.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minute

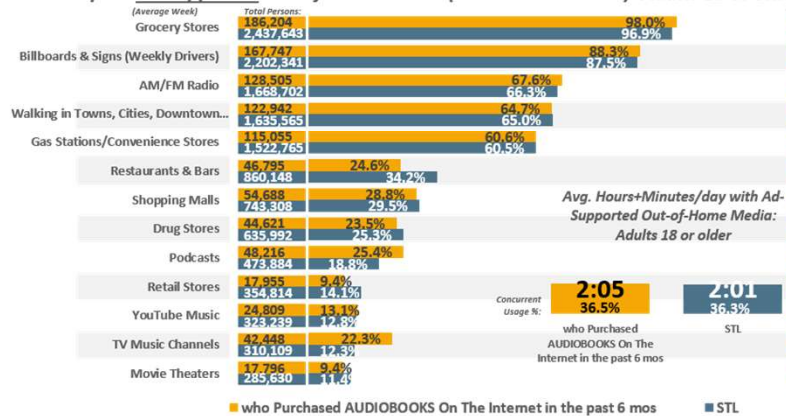
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



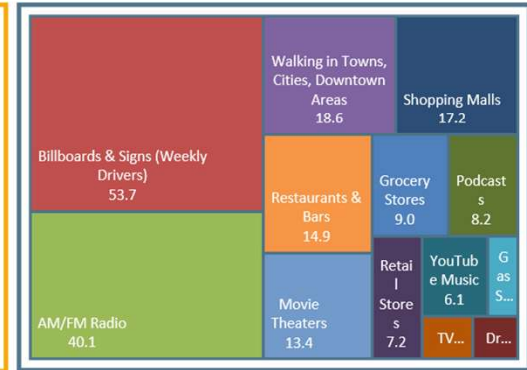
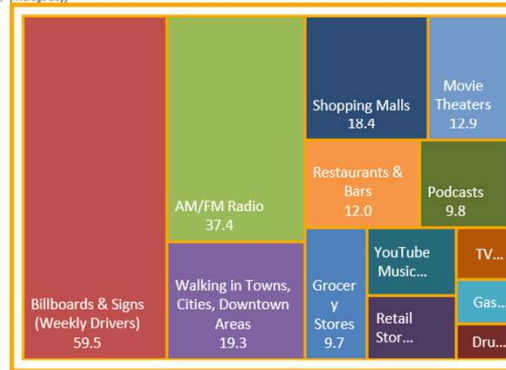
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 170
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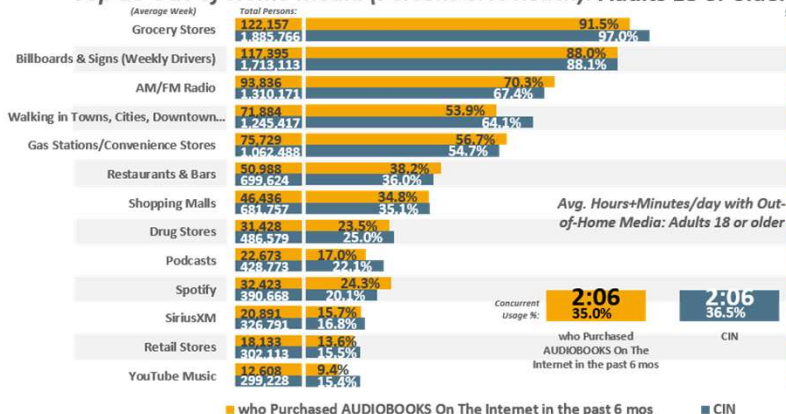
Items bought on the Internet past 6 months: Entertainment: Audiobooks

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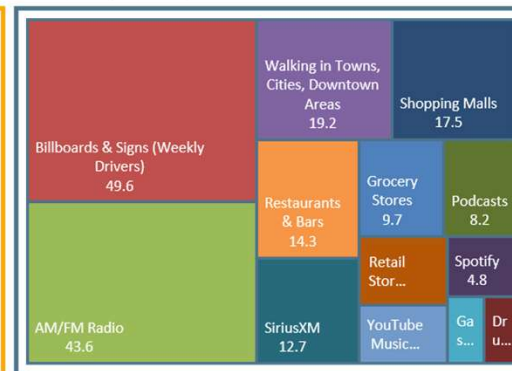
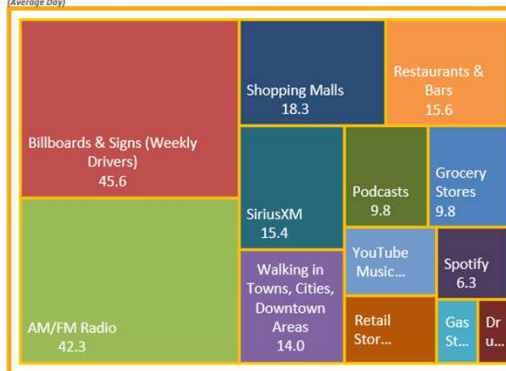


117,395 or 88.% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes

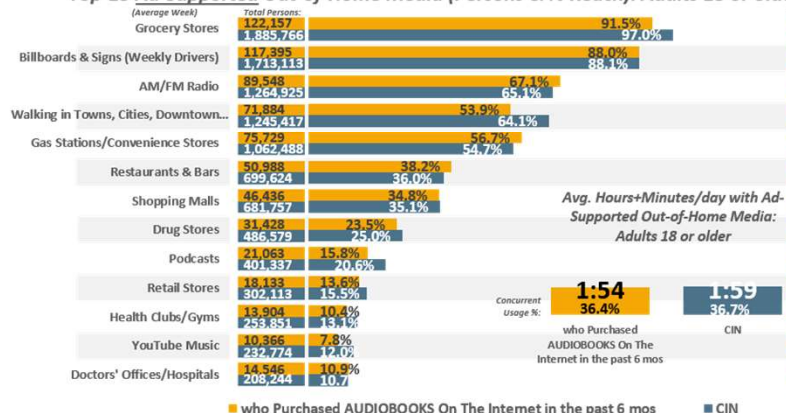
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



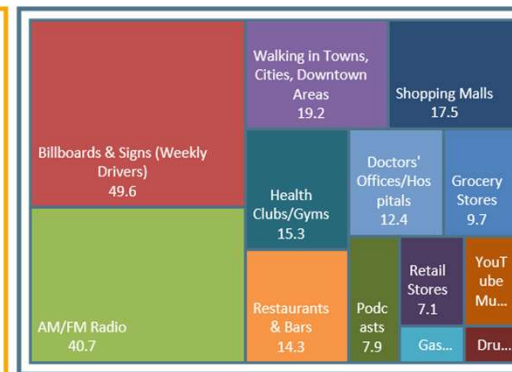
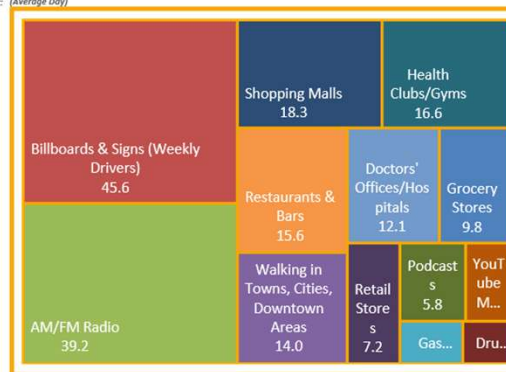
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



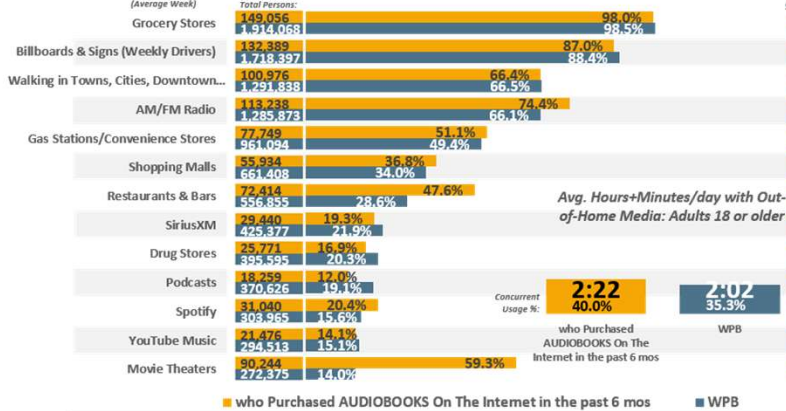
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



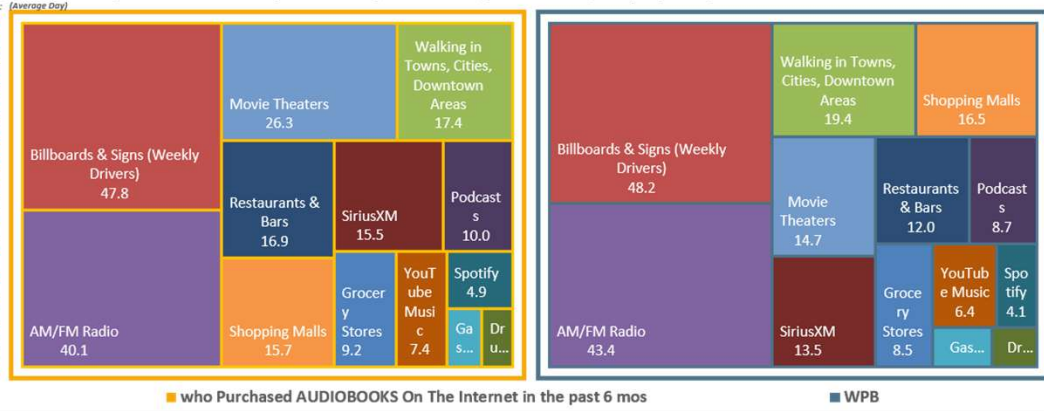


132,389 or 87.% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes

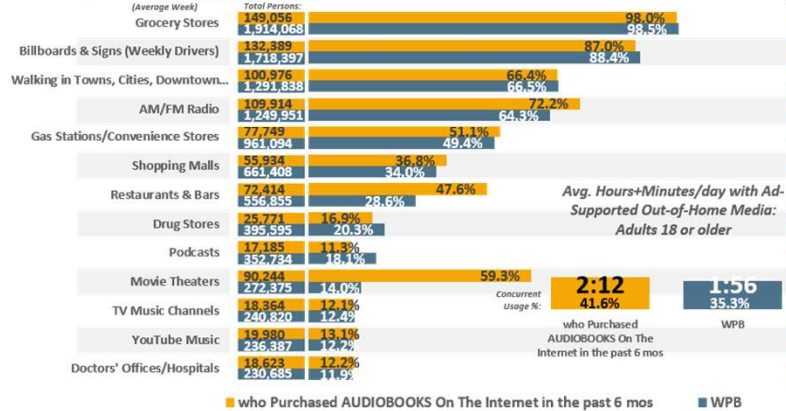
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



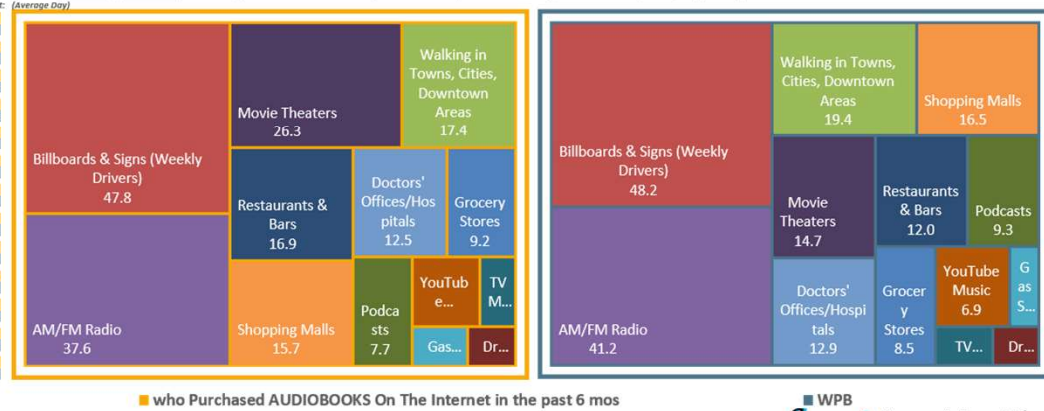
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

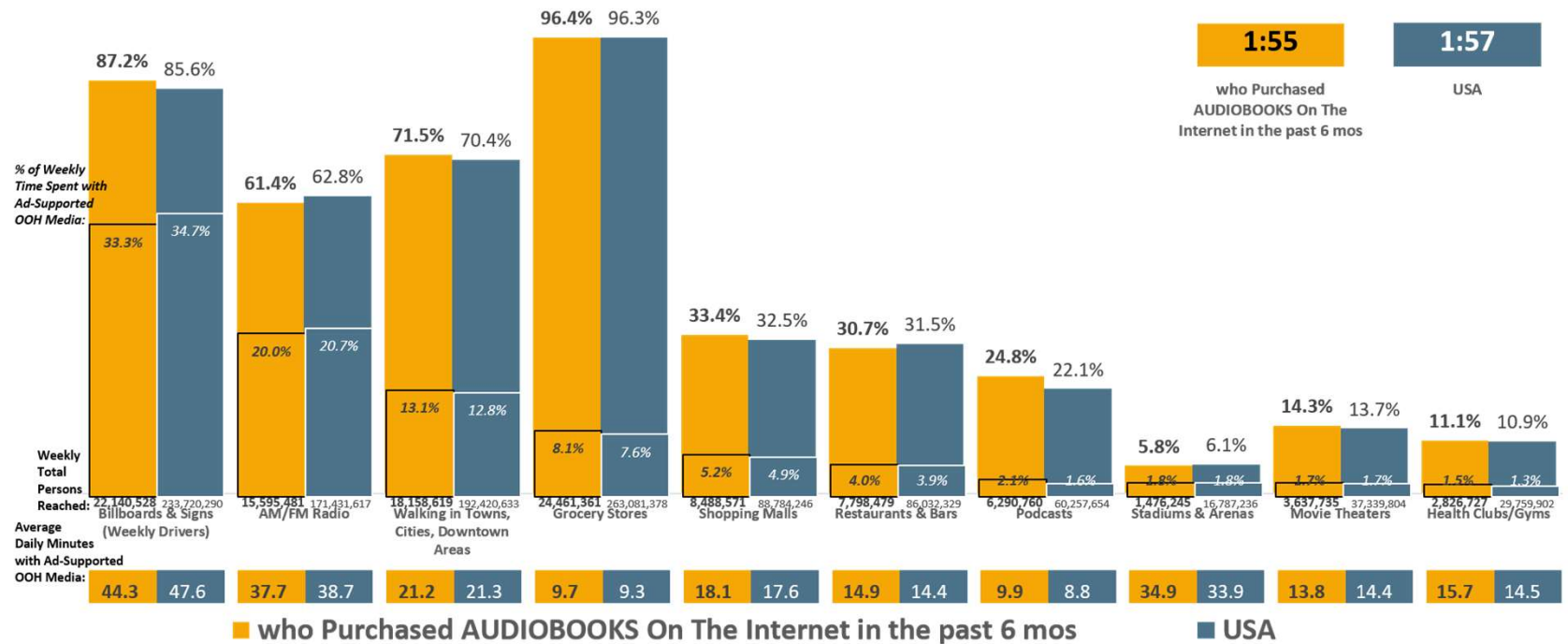


22,140,528 or 87.2% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,325
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

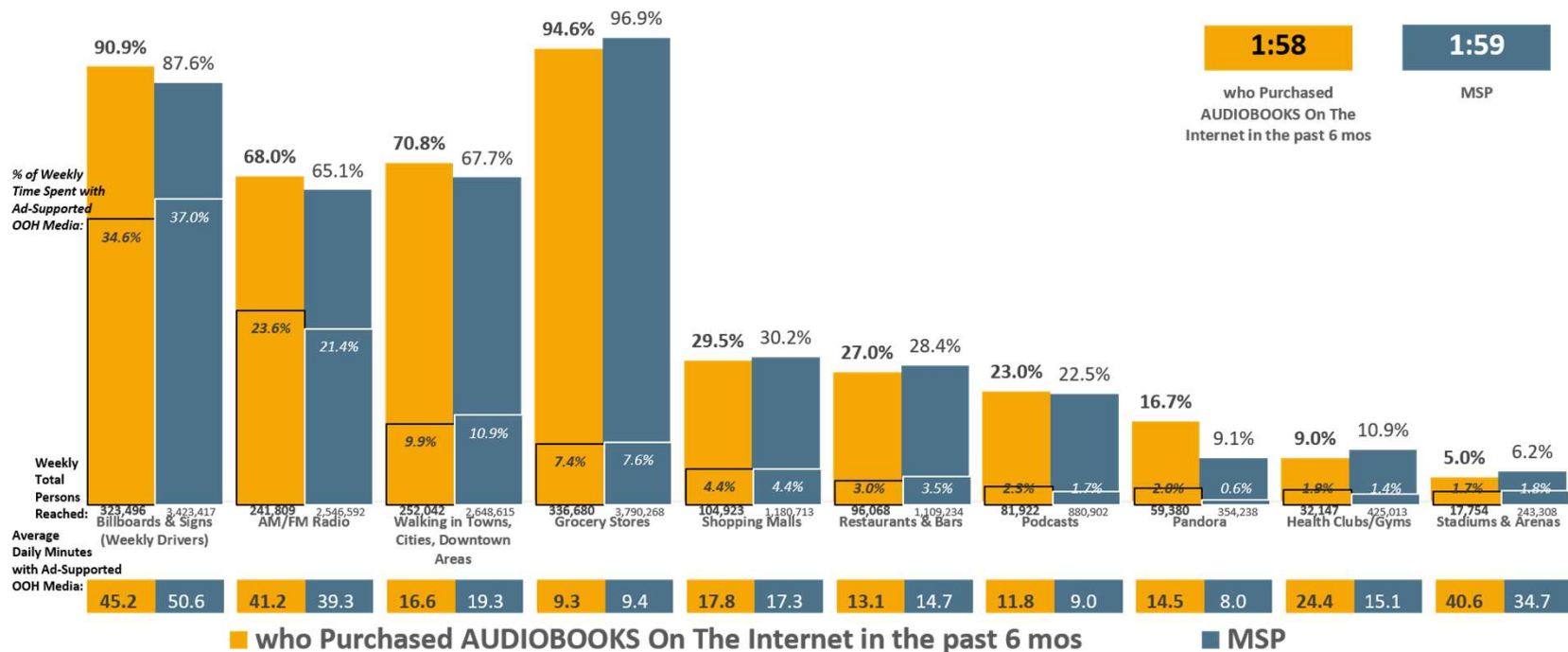


323,496 or 90.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 184 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

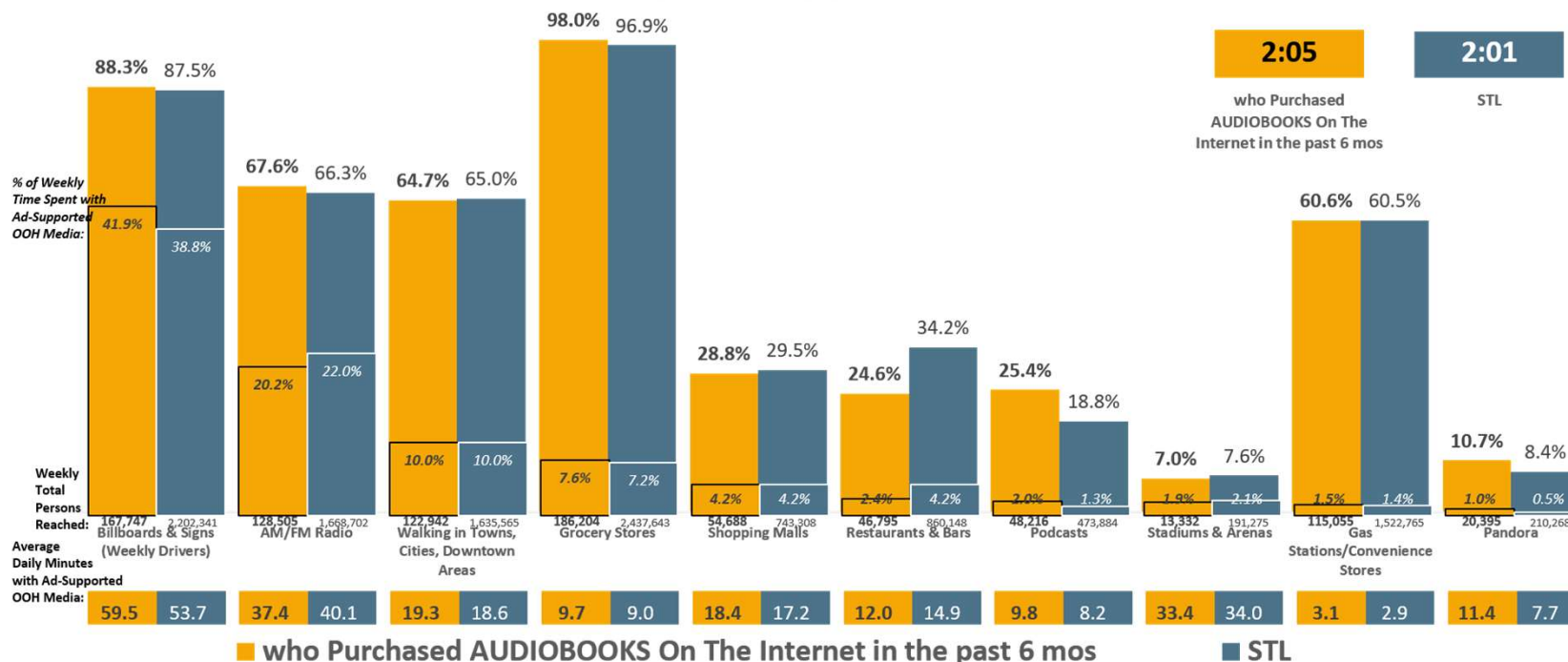


167,747 or 88.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 41.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 170
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Items bought on the Internet past 6 months: Entertainment: Audiobooks

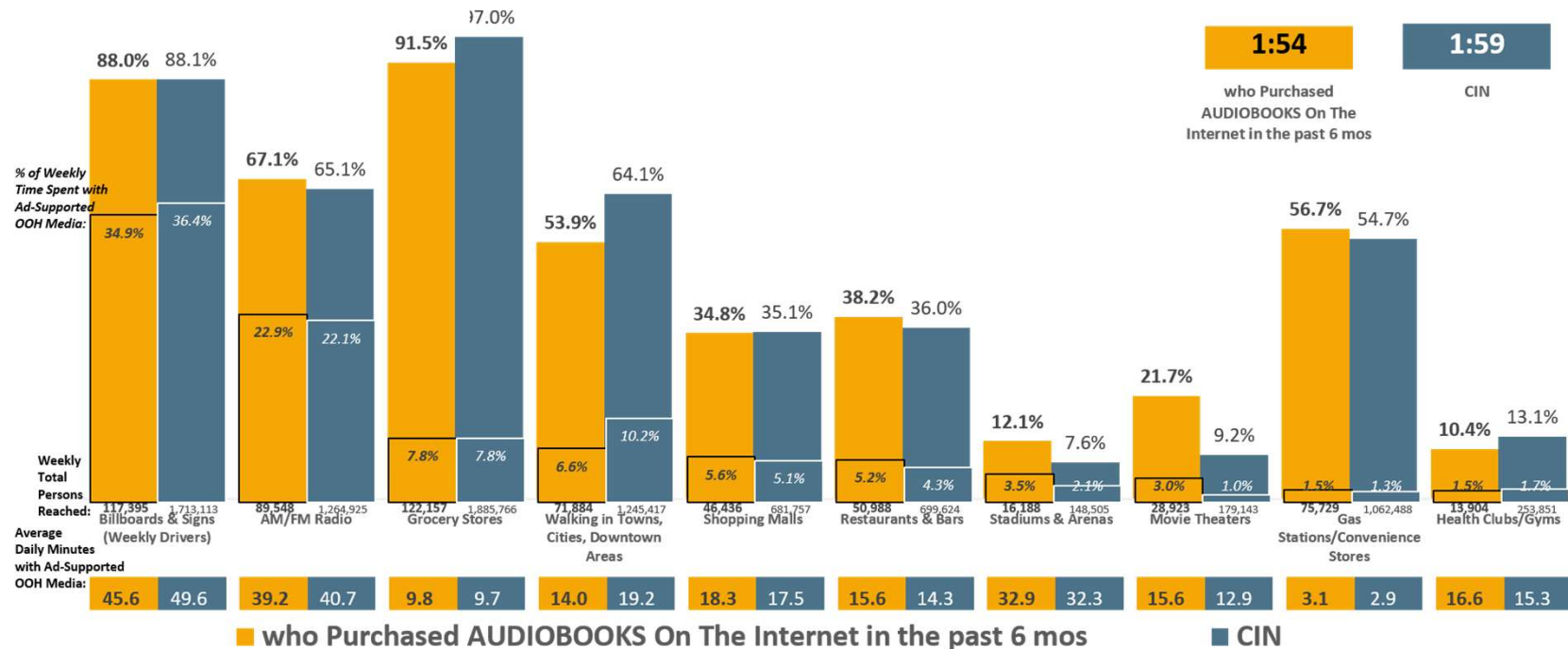


117,395 or 88.0% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 142
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Items bought on the Internet past 6 months: Entertainment: Audiobooks

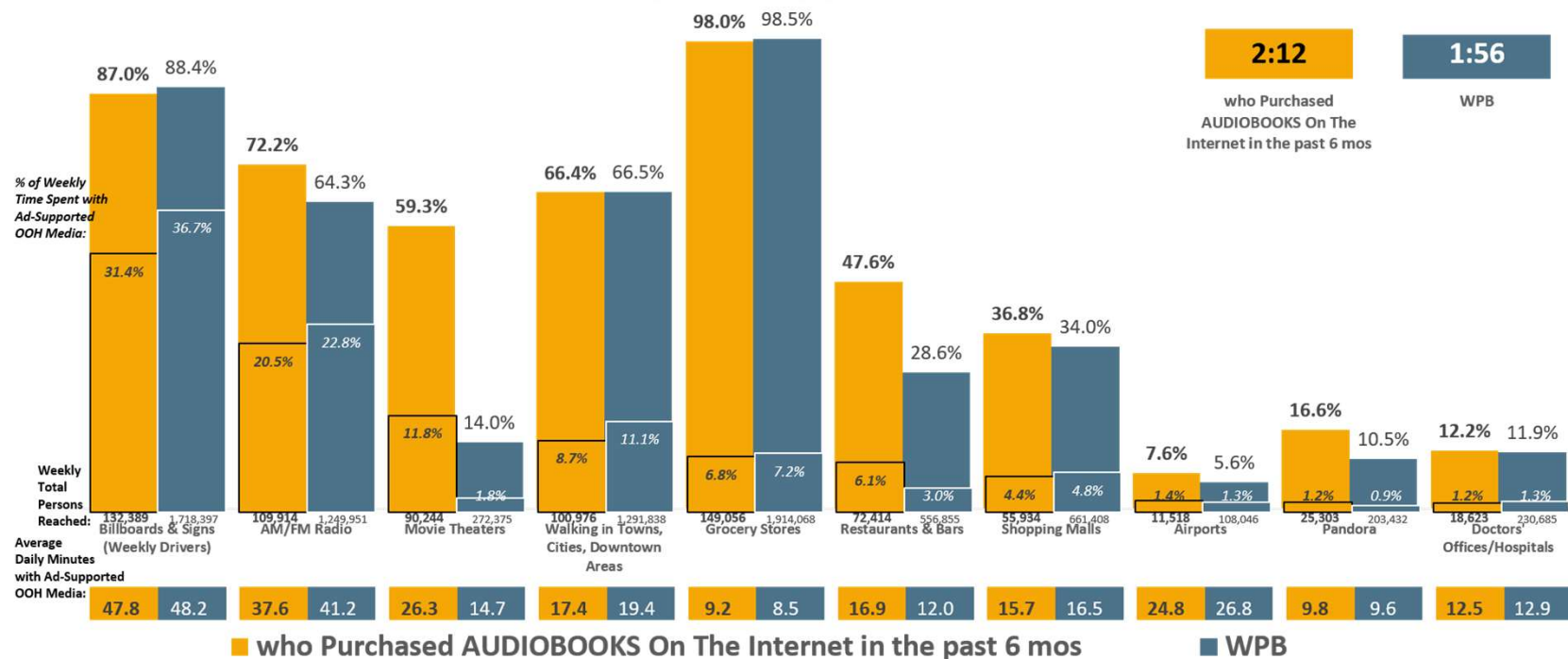


132,389 or 87.0% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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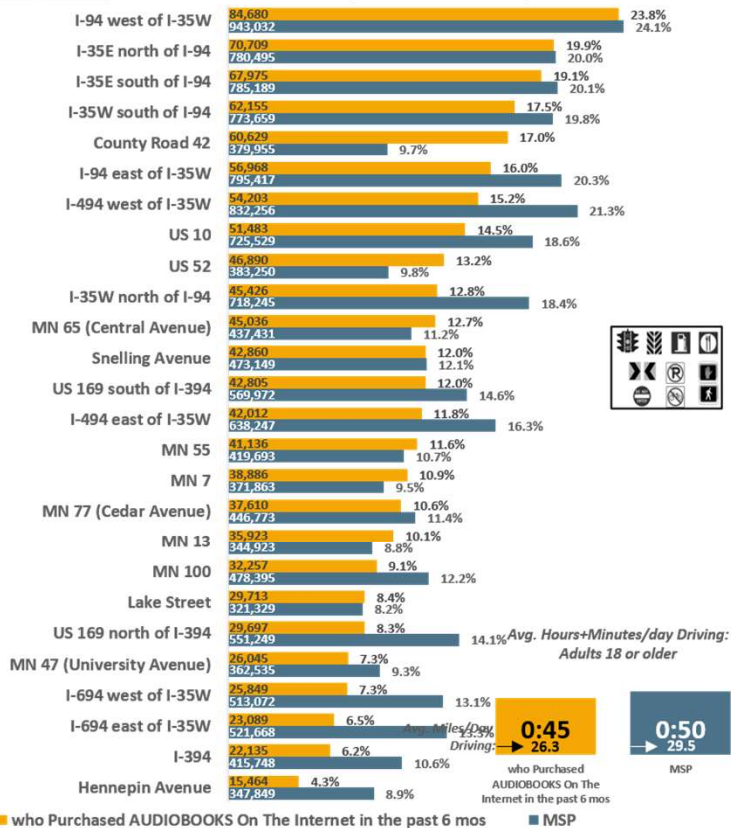
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months: Entertainment: Audiobooks



323,496 or 90.9% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 45.2 minutes per day driving an average of 26.3 miles each day and are 75.4% more likely to use County Road 42 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

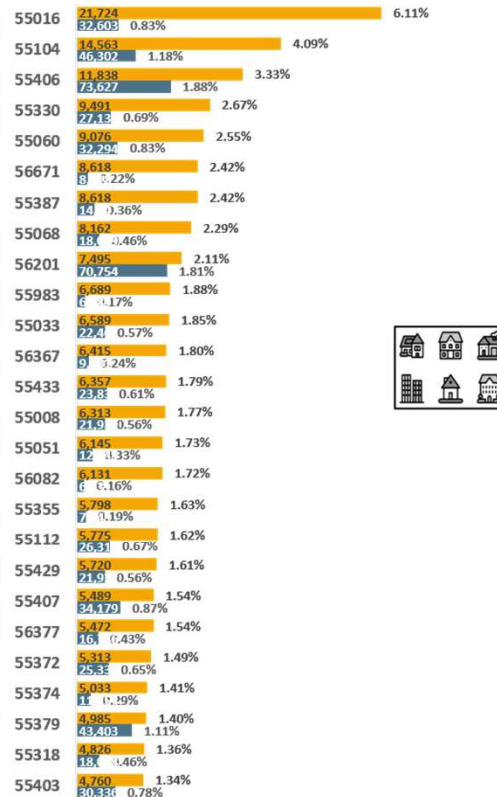
0:45
26.3

who Purchased
AUDIOBOOKS On The
Internet in the past 6 mos

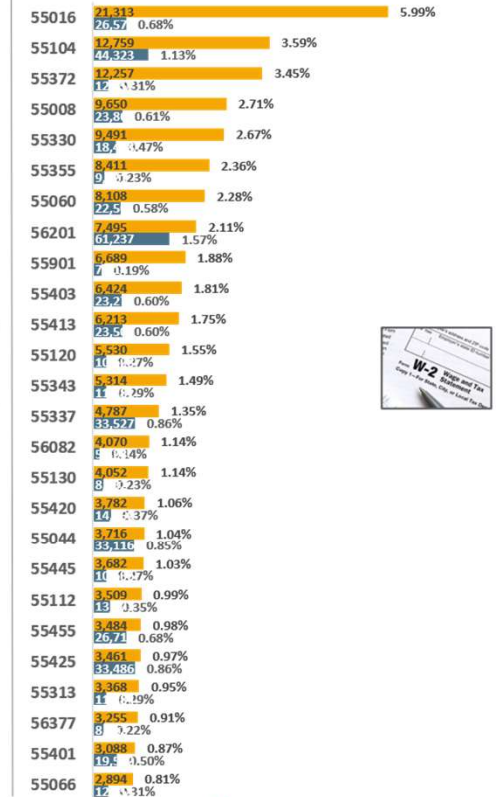
0:50
29.5

MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

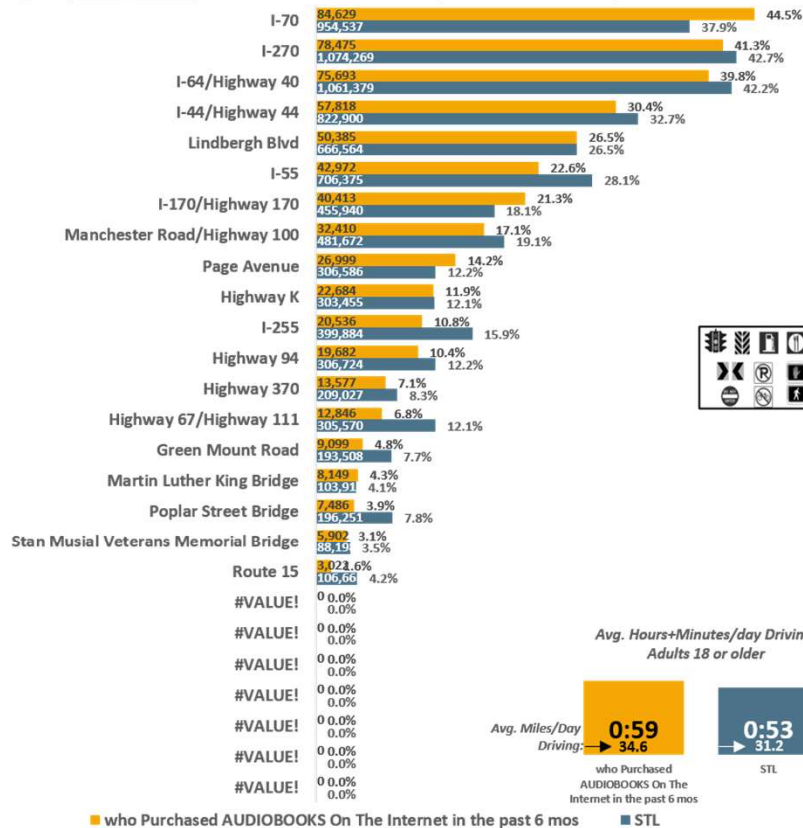


soefa.ai Share of Everything for Anything

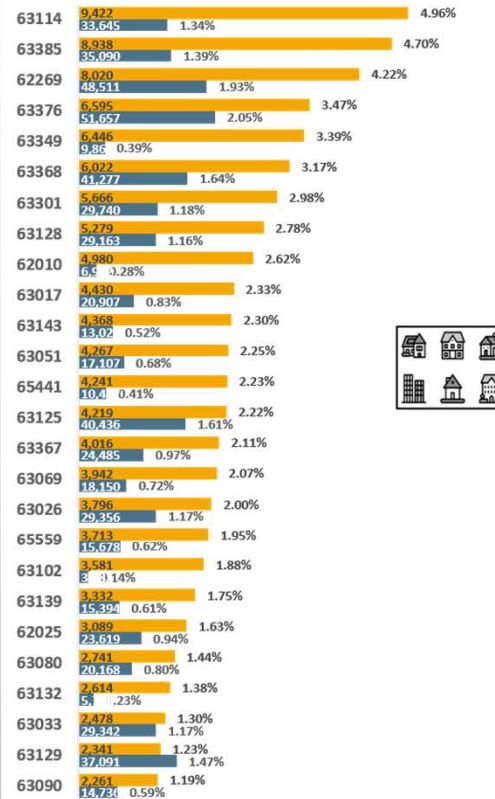


167,747 or 88.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 59.5 minutes per day driving an average of 34.6 miles each day and are 17.4% more likely to use I-70 than the Metro average.

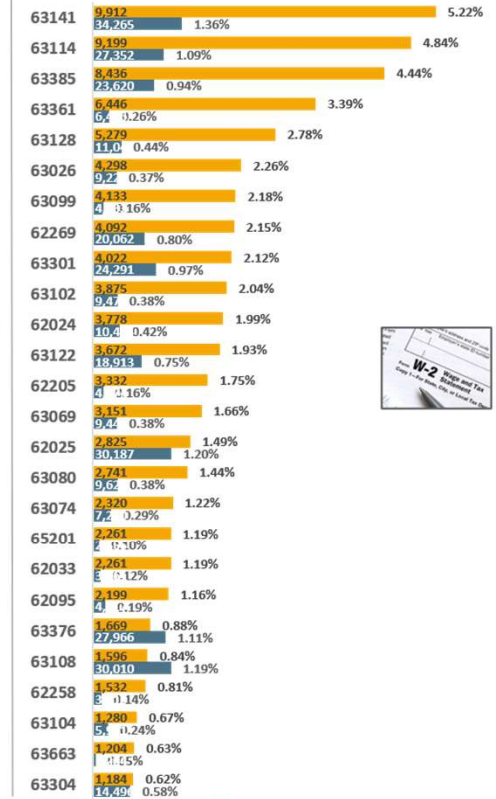
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



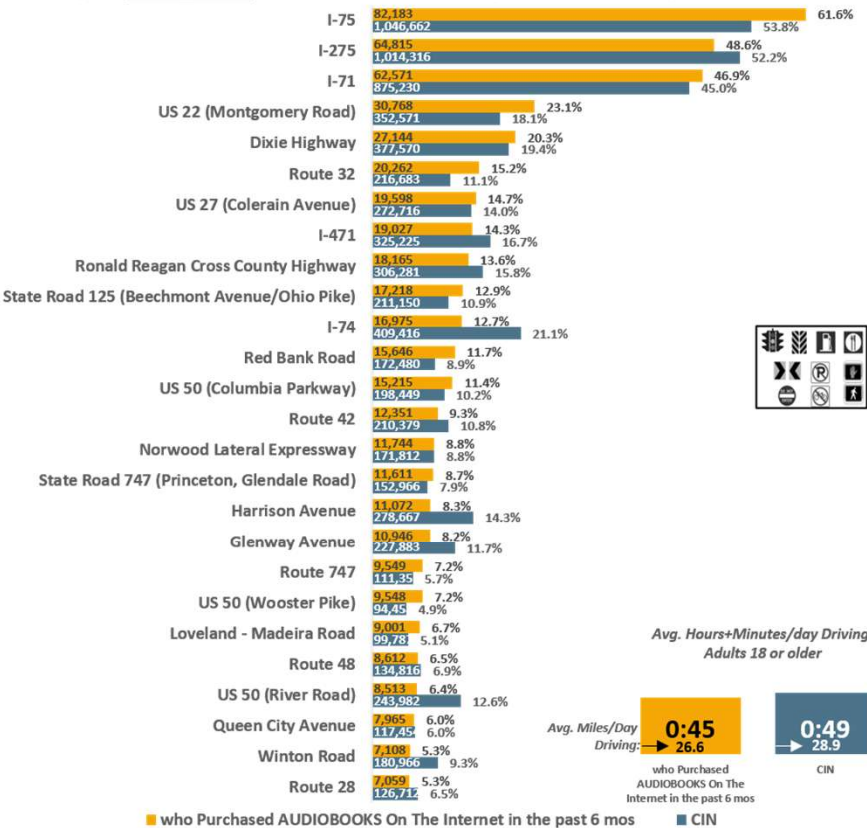
Top-26 Employment Zip Codes: Adults 18 or older



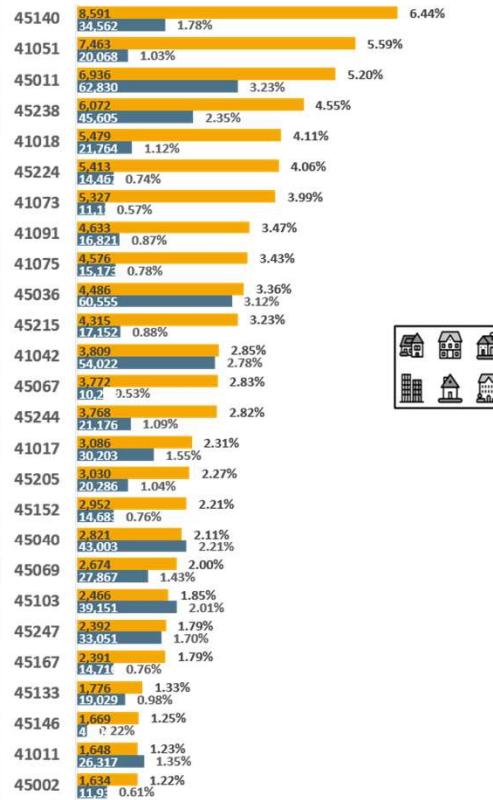


117,395 or 88.8% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 45.6 minutes per day driving an average of 26.6 miles each day and are 36.2% more likely to use Route 32 than the Metro average.

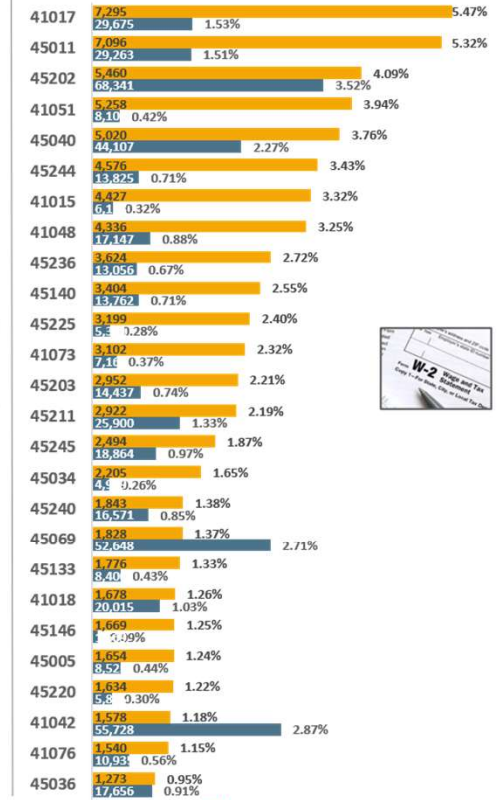
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



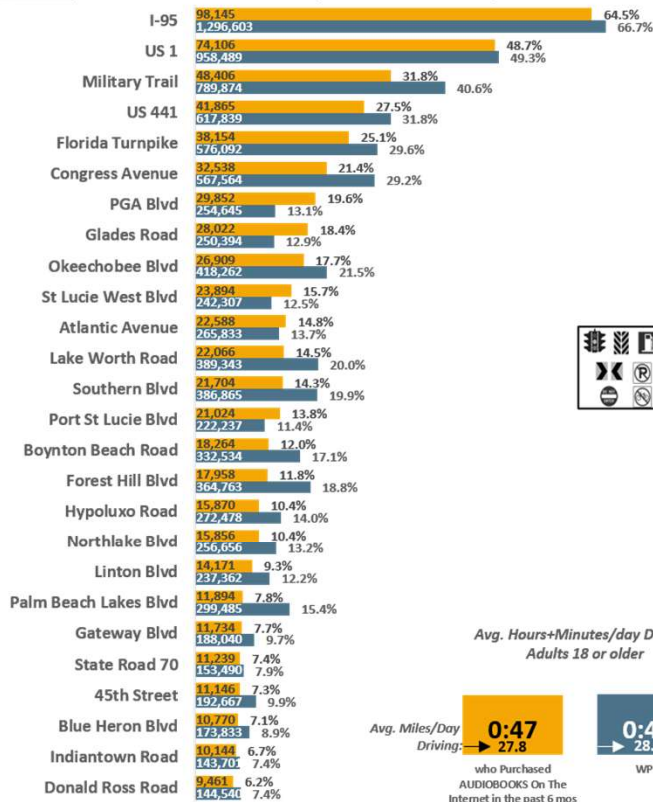
Top-26 Employment Zip Codes: Adults 18 or older





132,389 or 87.% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 49.8% more likely to use PGA Blvd 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:
who Purchased AUDIOBOOKS On The Internet in the past 6 mos

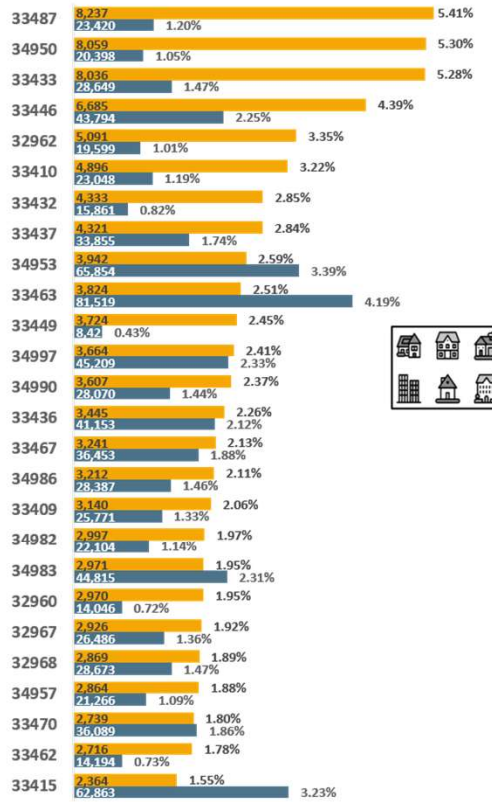
0:47
27.8

0:48
28.1

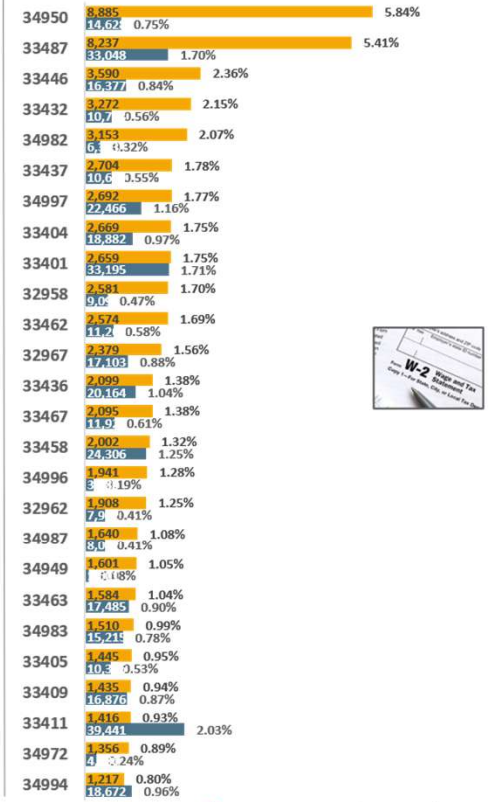
WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205
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Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



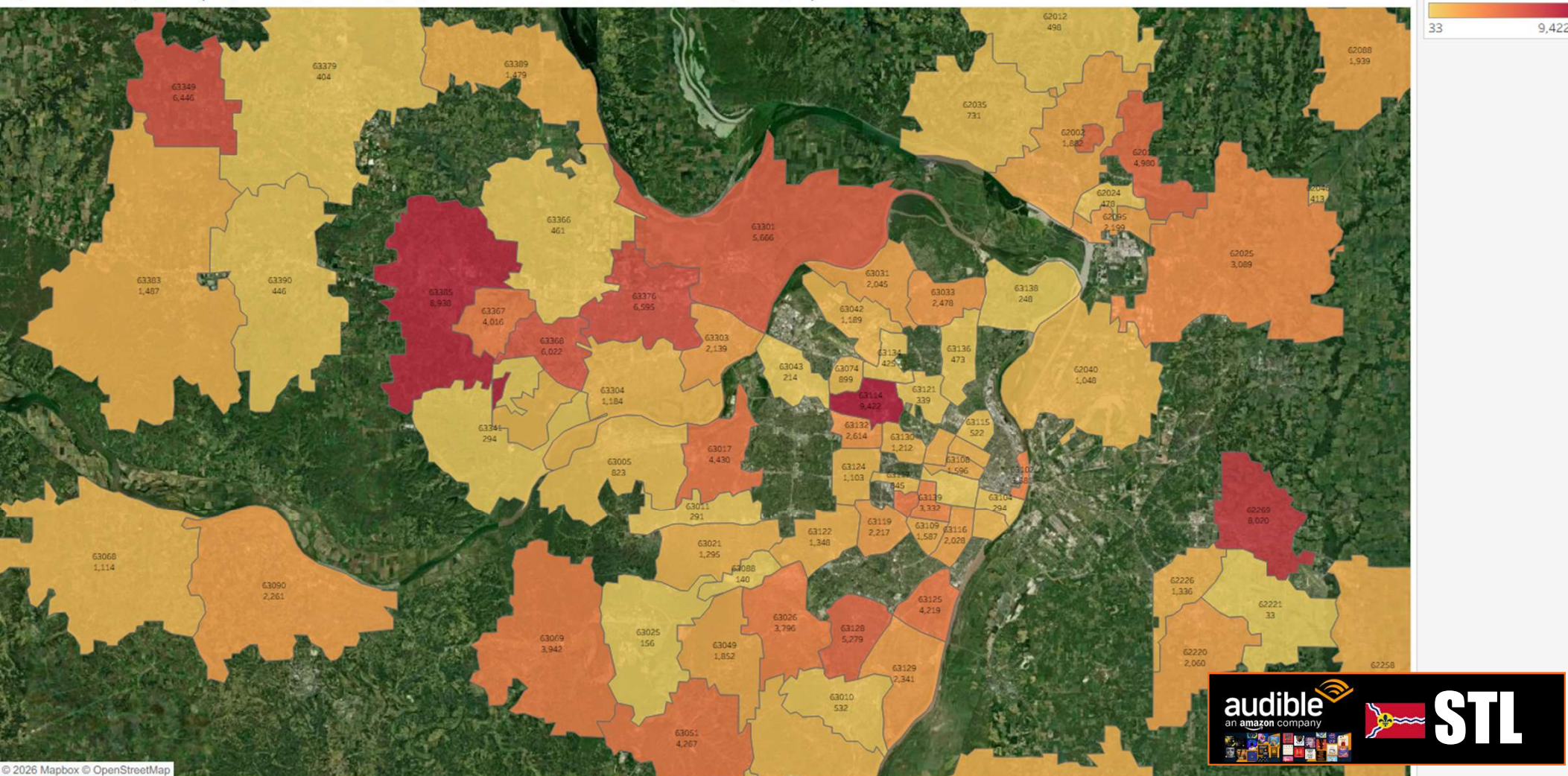
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Items bought on the Internet past 6 months: Entertainment: Audiobooks

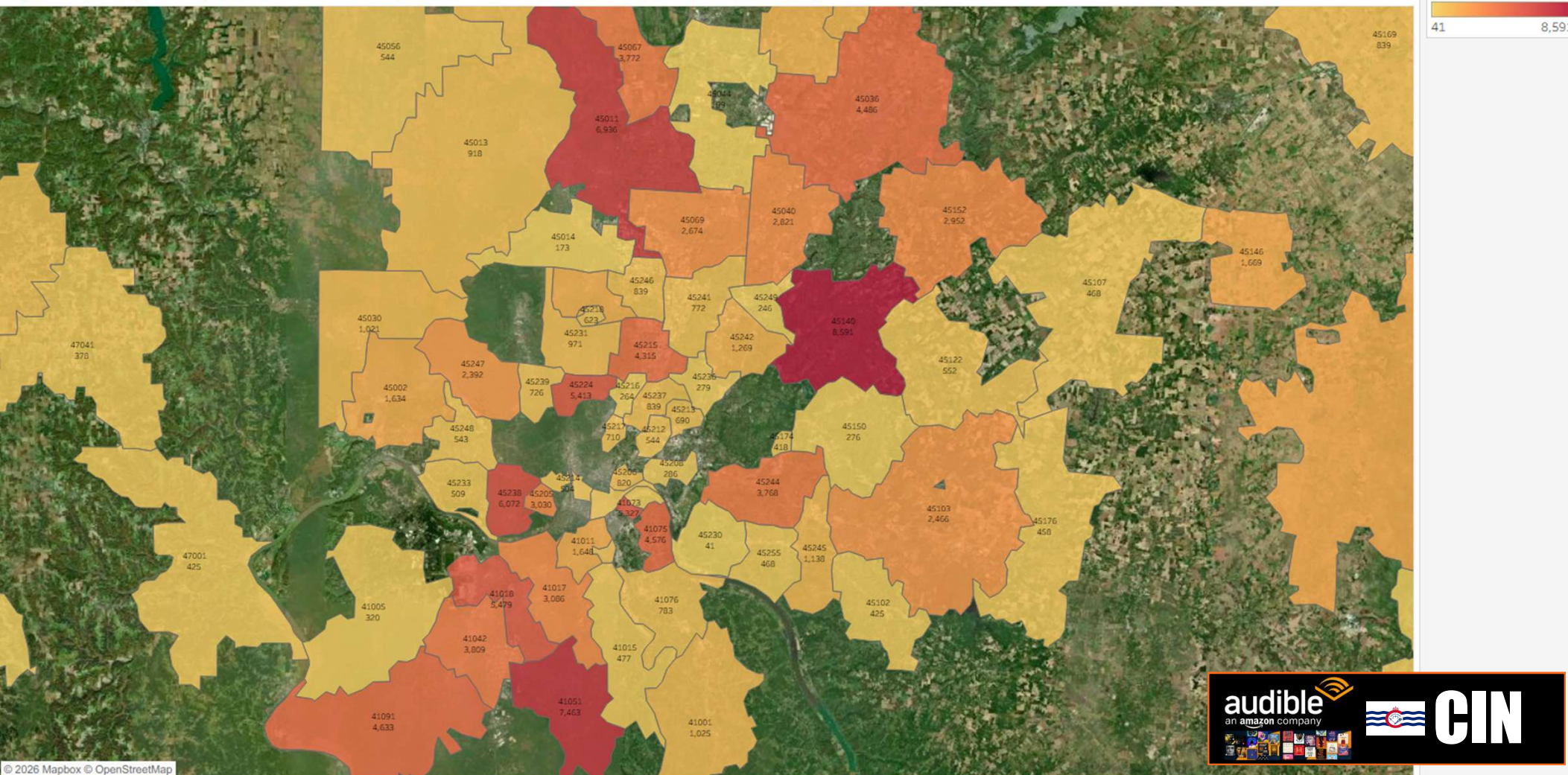
SUM(Adults 18 or olde...



Top Residential Zip Codes: (Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos)



Top Residential Zip Codes: (Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos)



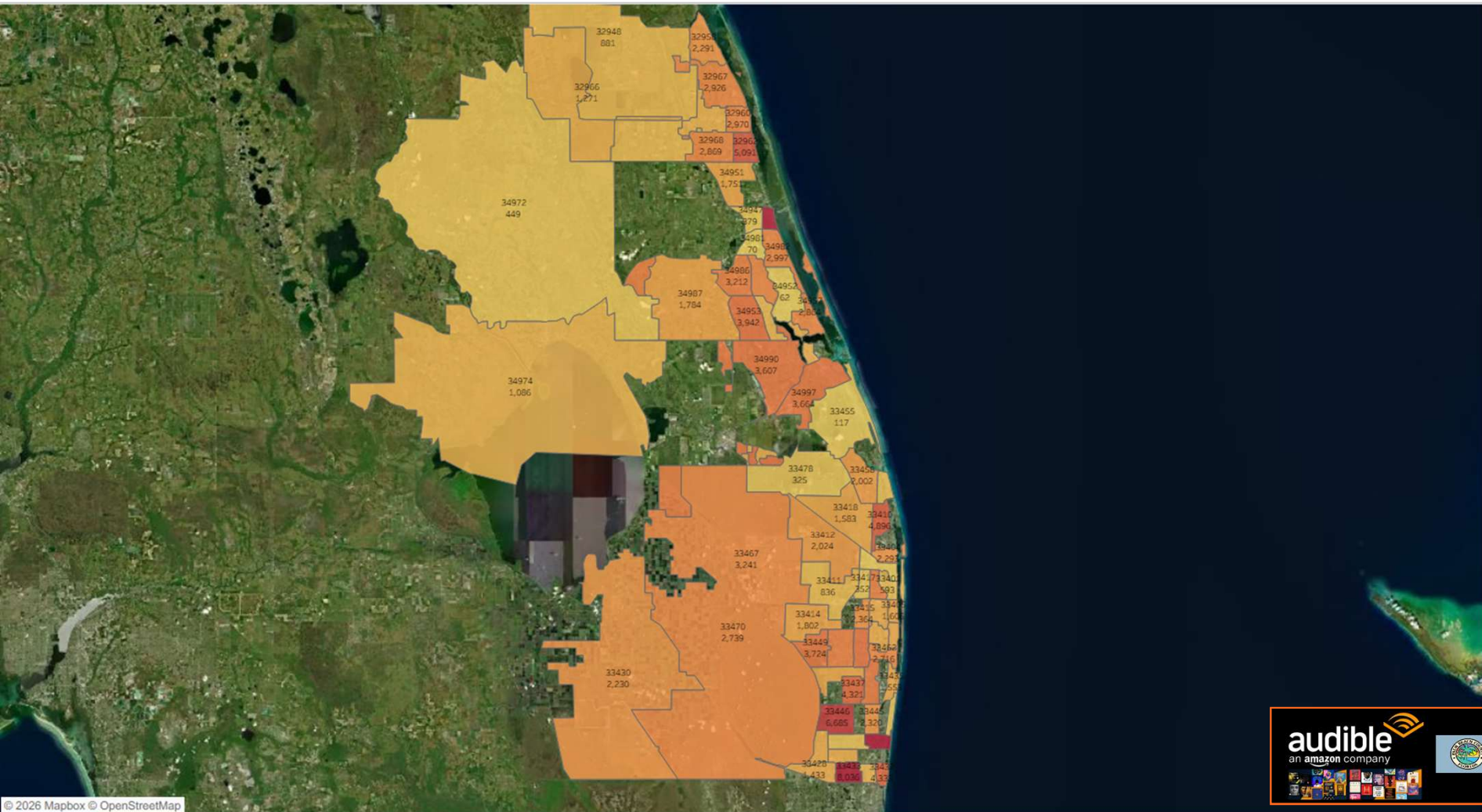
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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob
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142

Items bought on the Internet past 6 months: Entertainment: Audiobooks

Top Residential Zip Codes: (Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos)



SUM(Adults 18 or olde...
62 8,237



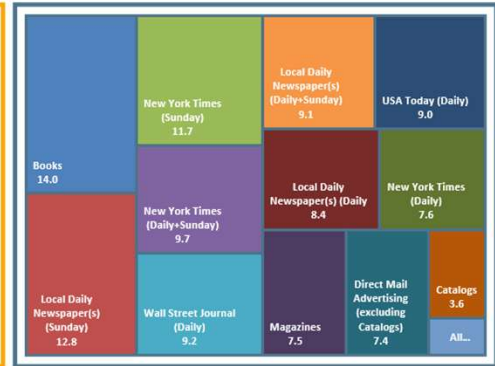
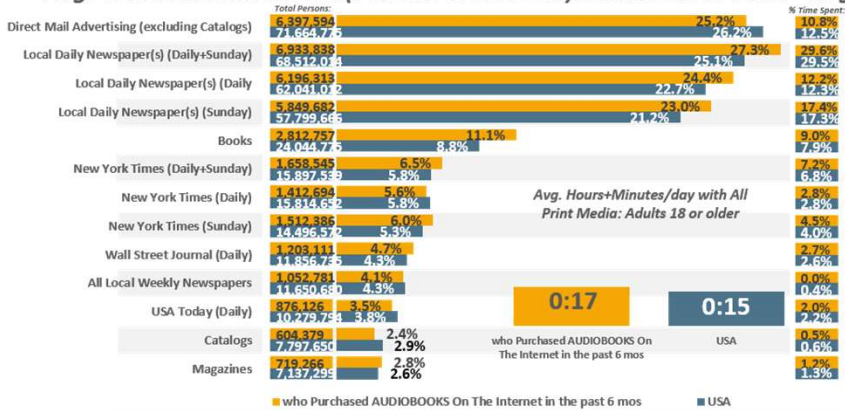


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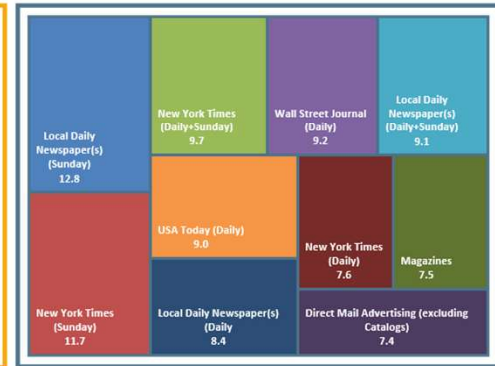
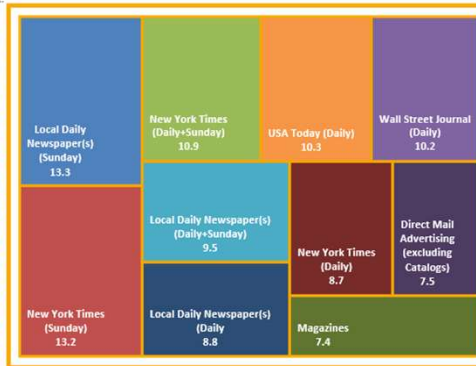
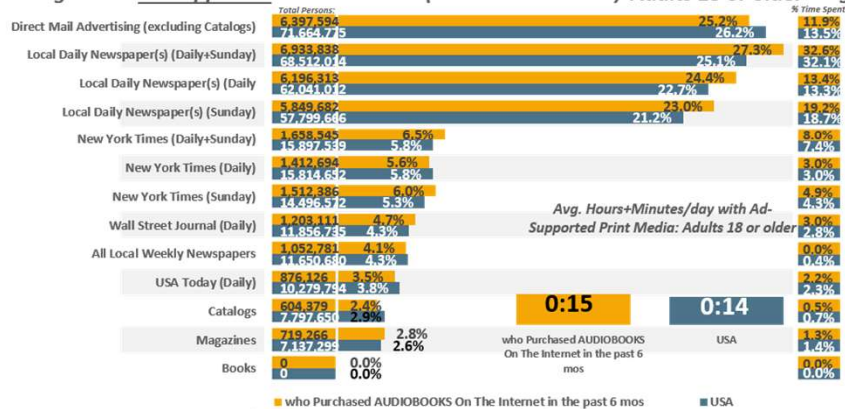


6,933,838 or 27.3% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

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**



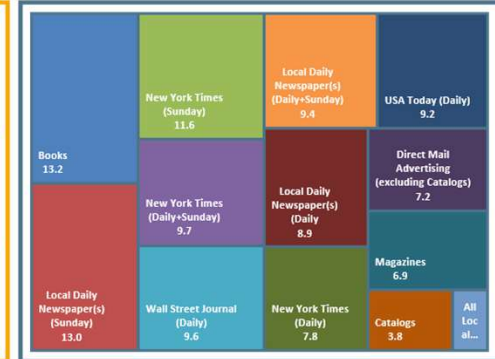
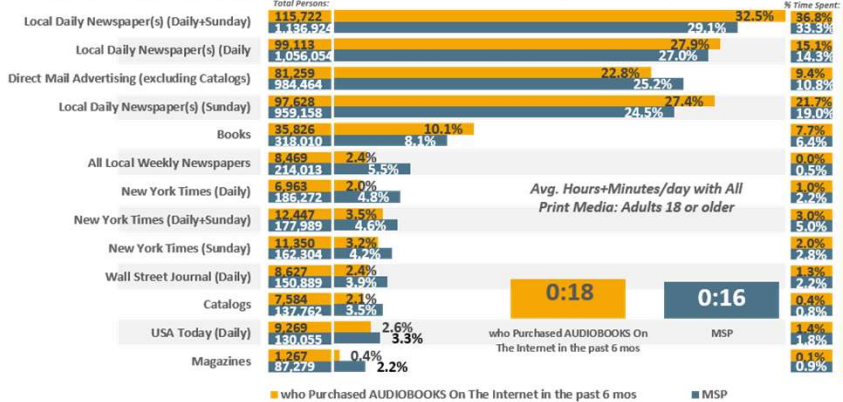
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



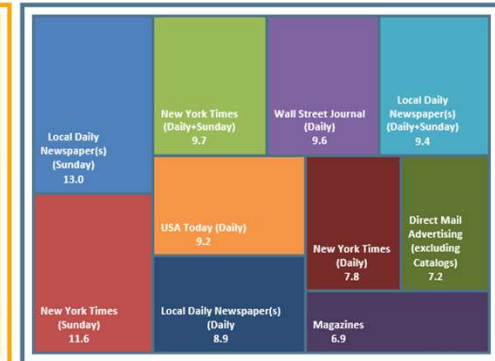
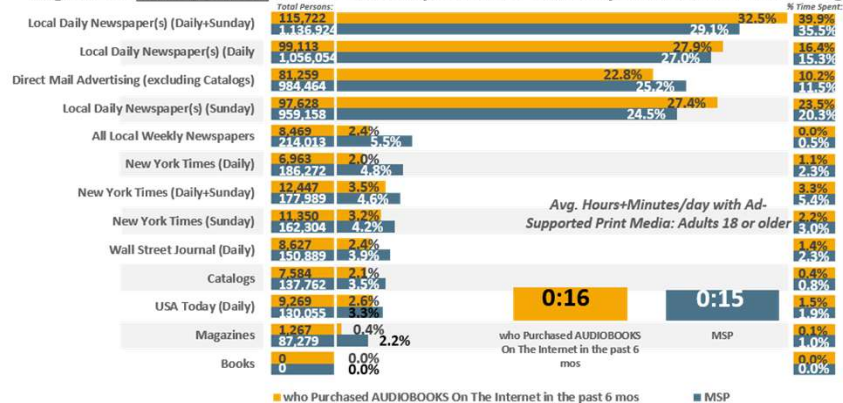


115,722 or 32.5% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 39.9% of all time spent daily with All forms of Print Med

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**



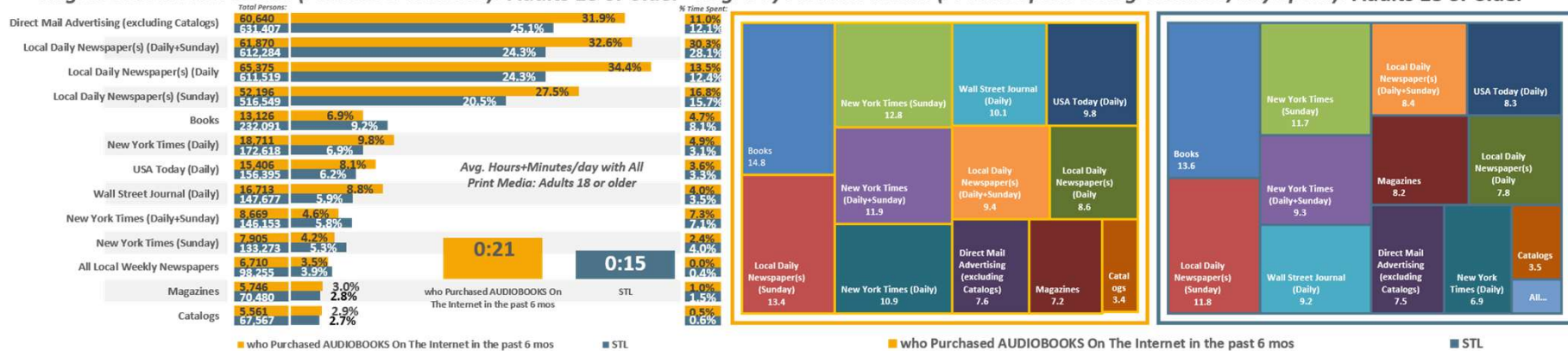
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



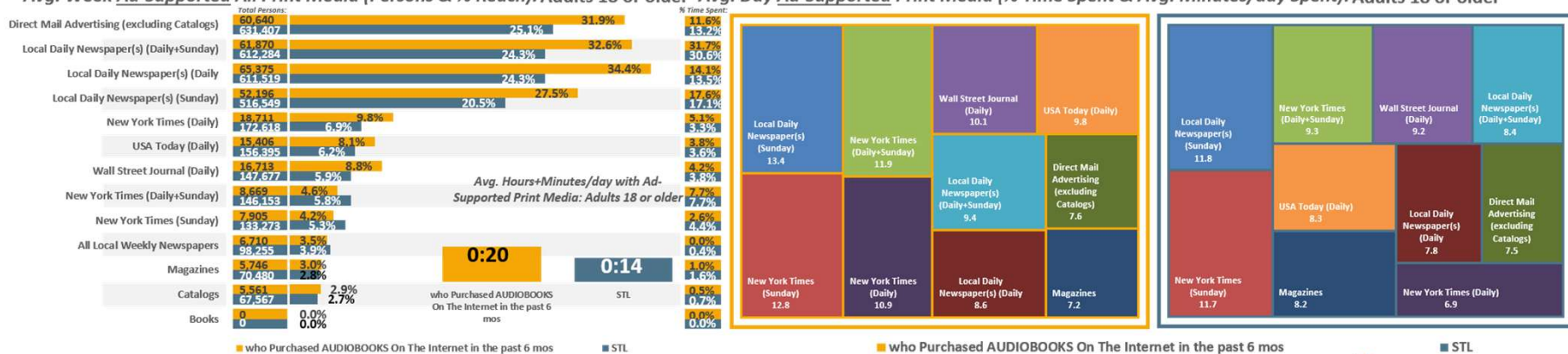


61,870 or 32.6% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.7% of all time spent daily with All forms of Print Media

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**



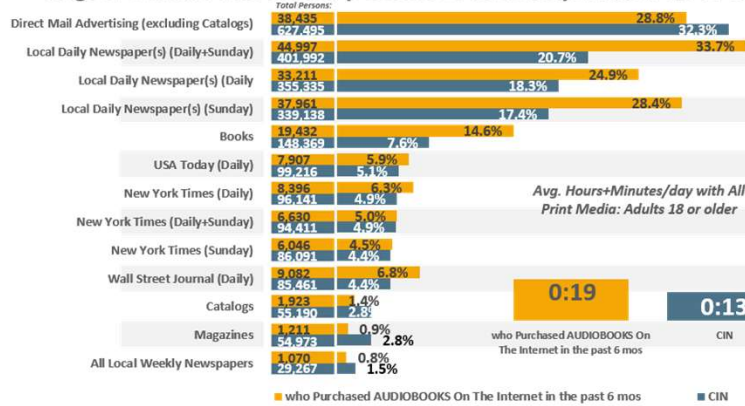
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



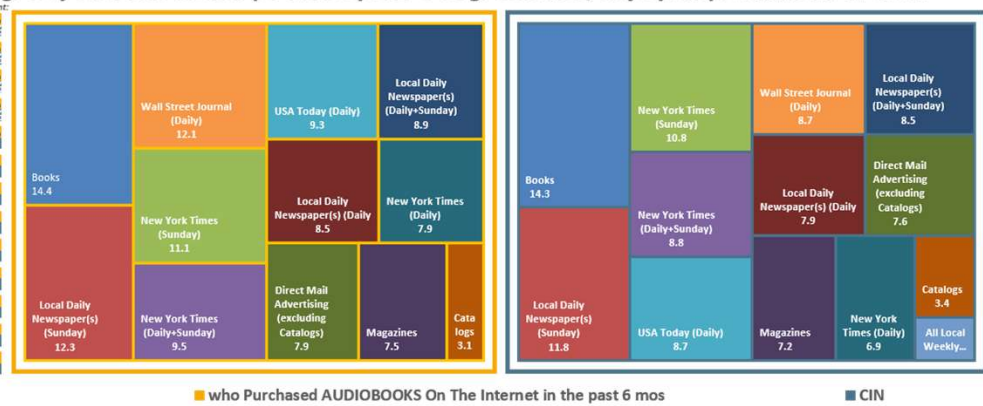


44,997 or 33.7% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 33.% of all time spent daily with All forms of Print Media.

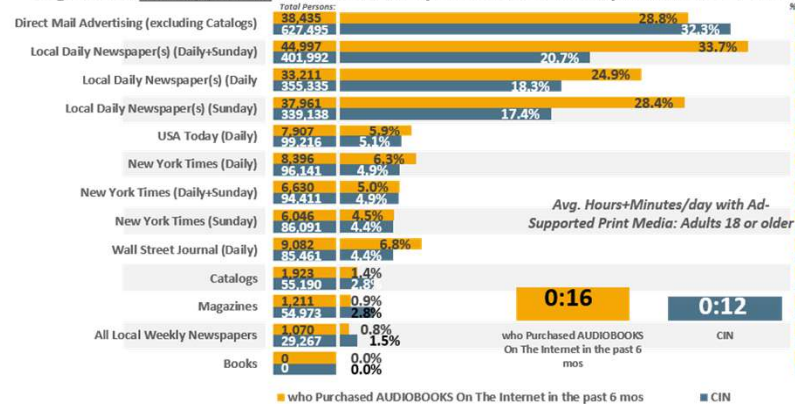
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



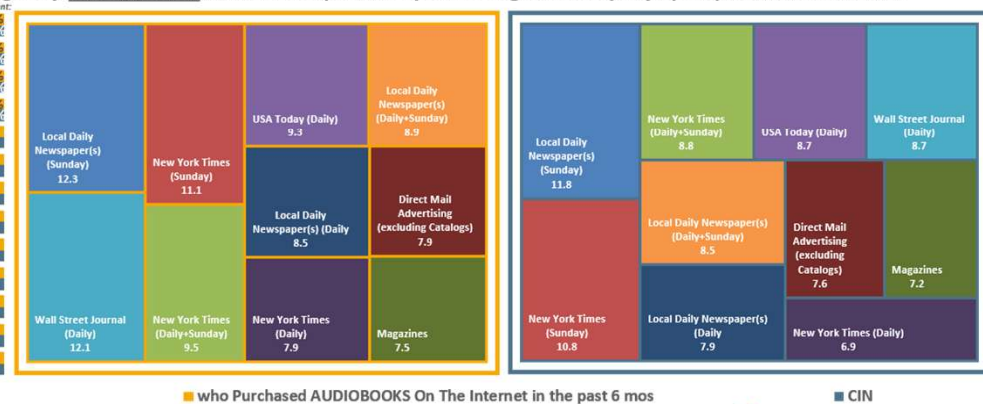
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



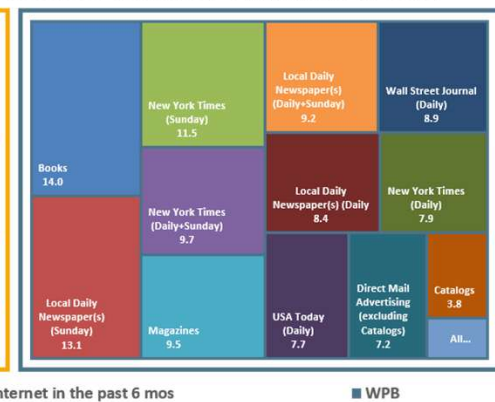
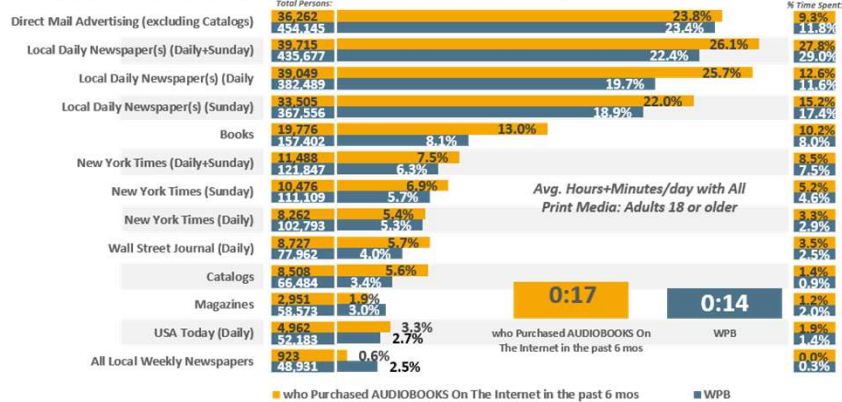
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



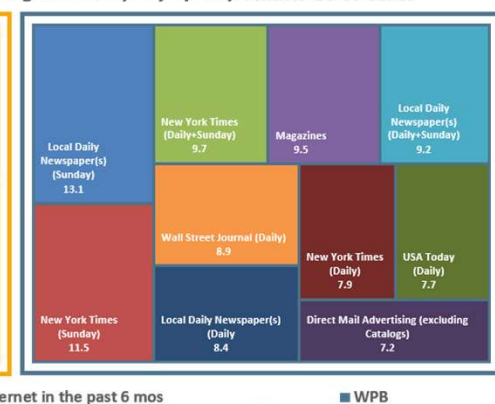
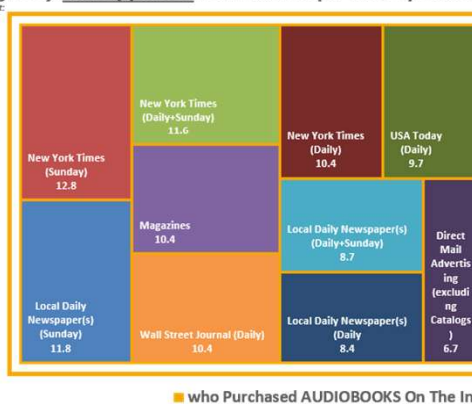
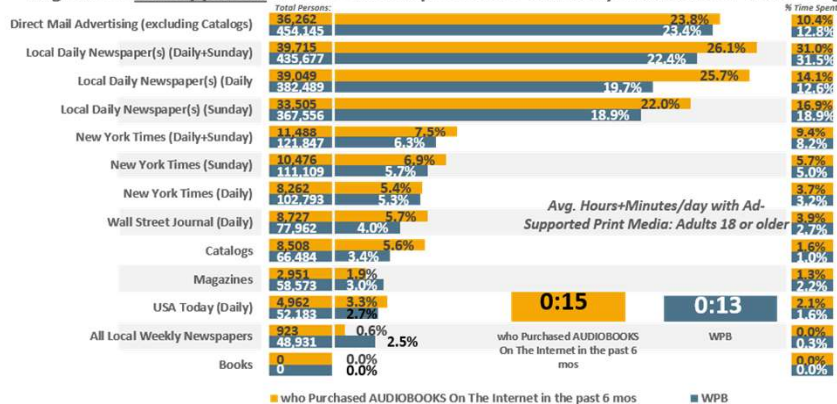


39,715 or 26.1% of Adults 18 or older who Purchased AUDIOBOOKS On The Internet in the past 6 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

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**



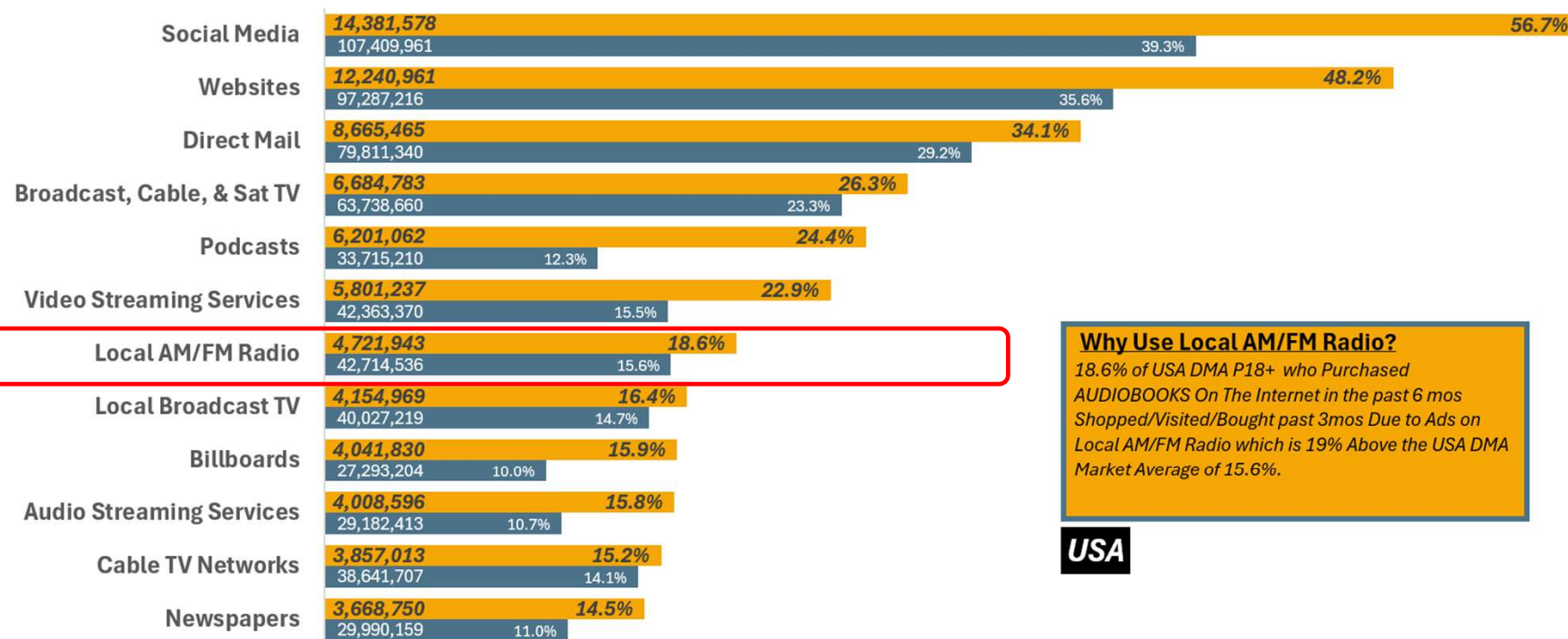
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.6% of USA DMA P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2325
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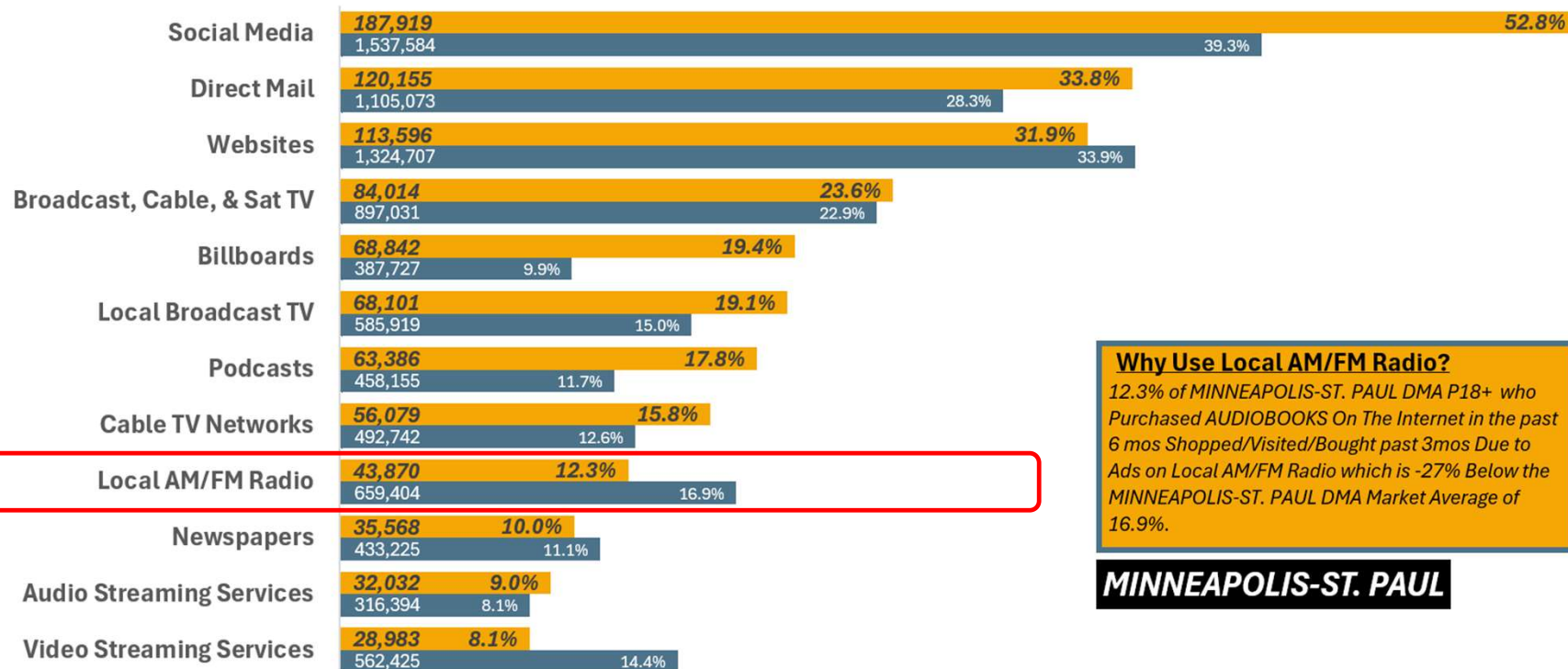
soefa.ai Share of Everything for Anything ®

Items bought on the Internet past 6 months: Entertainment: Audiobooks



"Advertising Actions"

**P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 184
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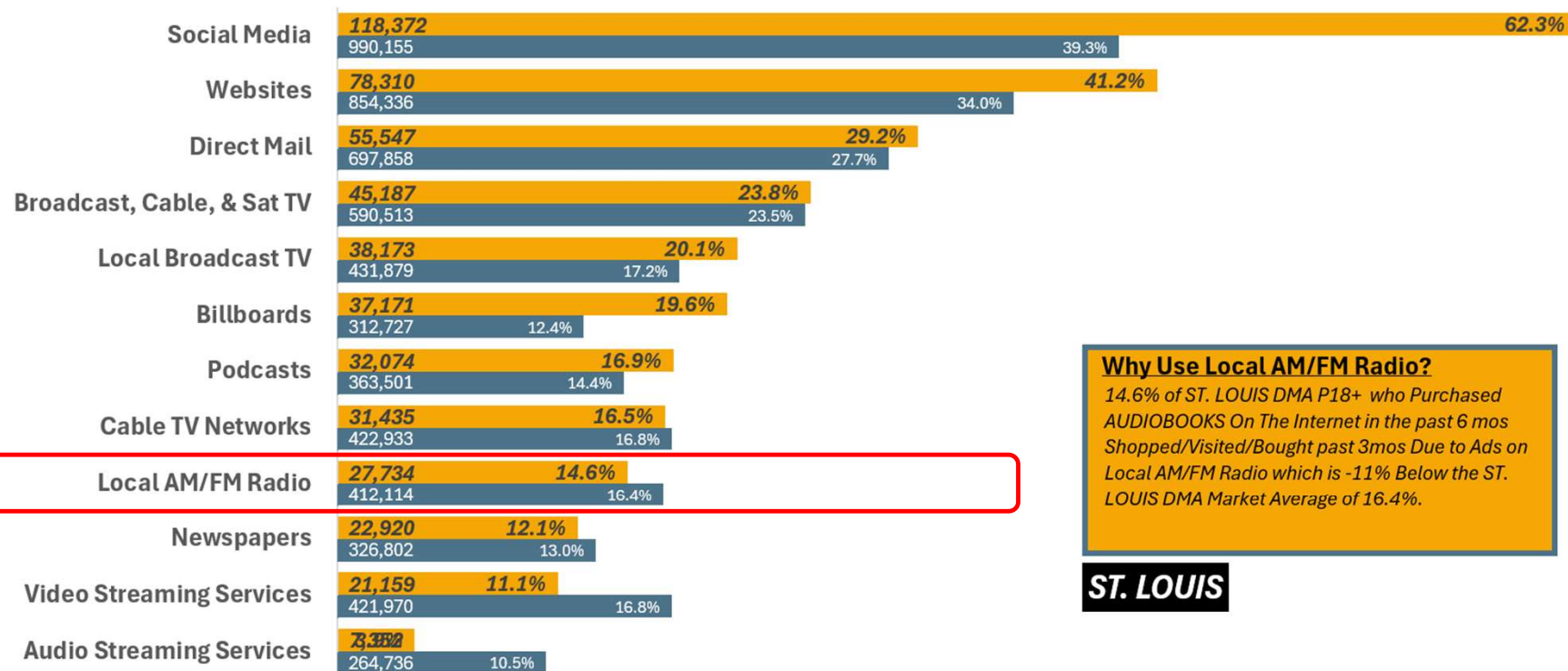
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Items bought on the Internet past 6 months: Entertainment: Audiobooks



"Advertising Actions"

P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.6% of ST. LOUIS DMA P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 170
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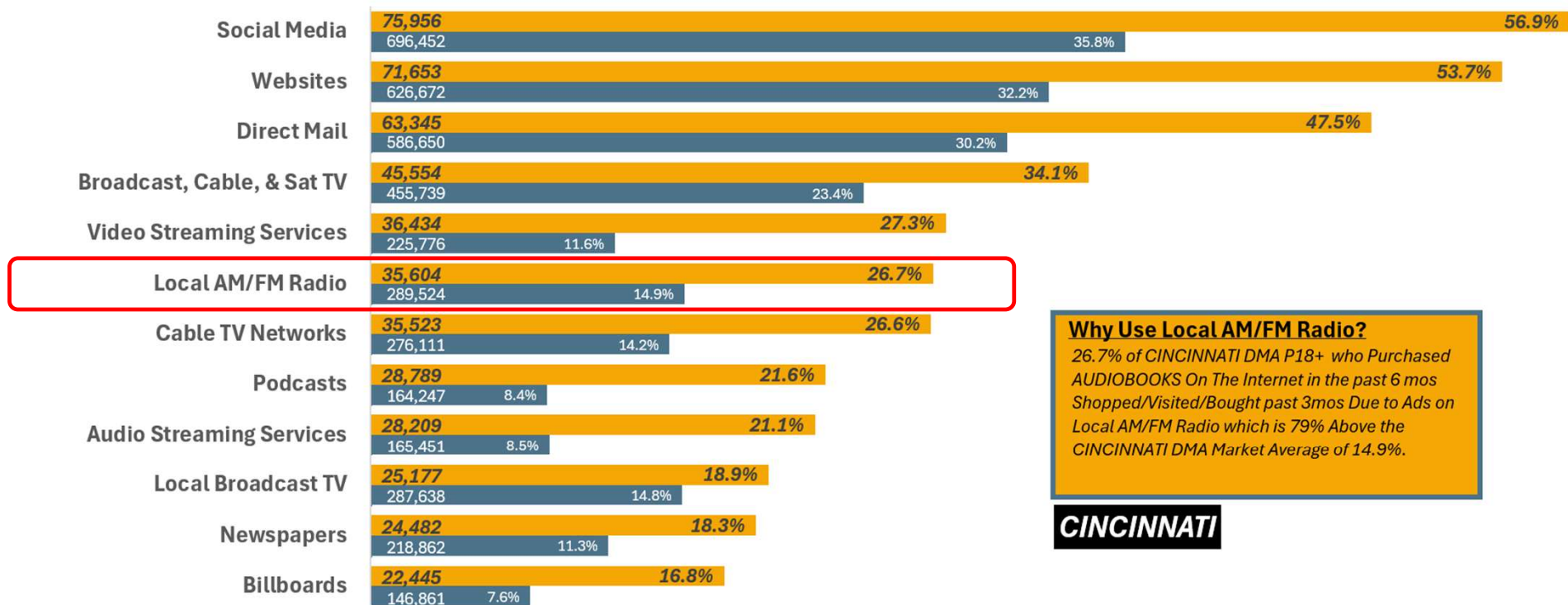
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Items bought on the Internet past 6 months: Entertainment: Audiobooks



"Advertising Actions"

**P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?
 26.7% of CINCINNATI DMA P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 79% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 142
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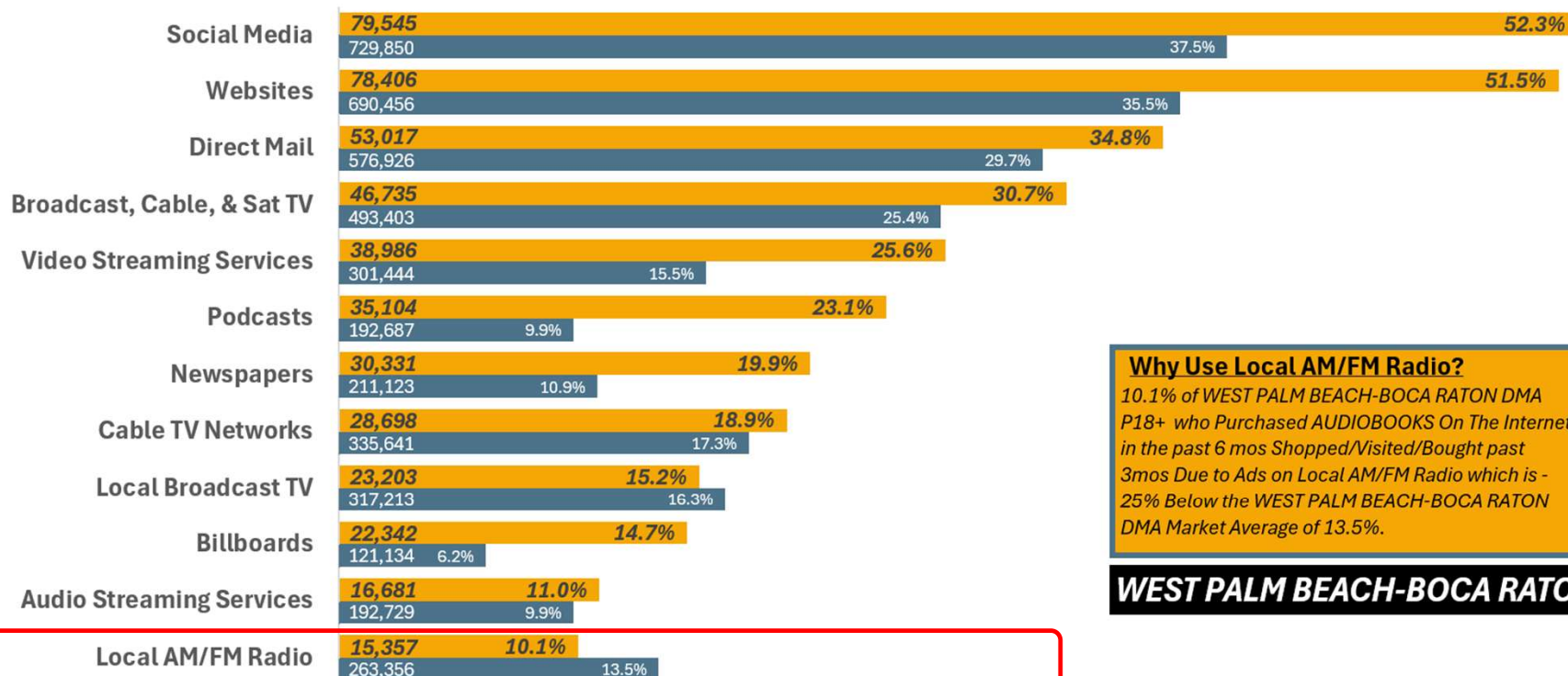
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Items bought on the Internet past 6 months: Entertainment: Audiobooks



"Advertising Actions"

**P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

10.1% of WEST PALM BEACH-BOCA RATON DMA P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 25% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Purchased AUDIOBOOKS On The Internet in the past 6 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 205

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Items bought on the Internet past 6 months: Entertainment: Audiobooks