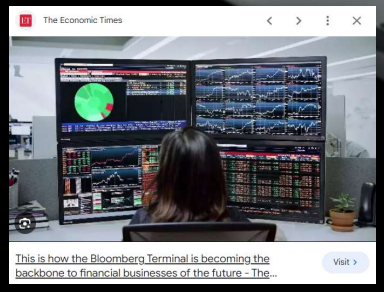
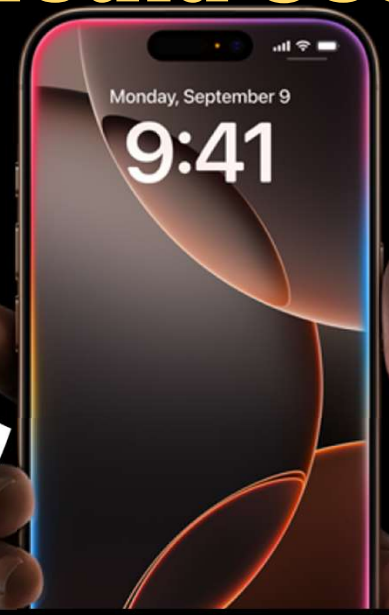
USA+4More DMAs – P18+ who own and use an APPLE iPHONE!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Own and Use an APPLE iPHONE as of SEPTEMBER 2024!







P18+

Vanguard® BLACKROCK

BERKSHIRE HATHAWAY INC.

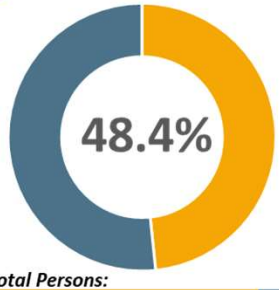
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 46.6 years old (4.6% younger than average) and have a $107,445 (16.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



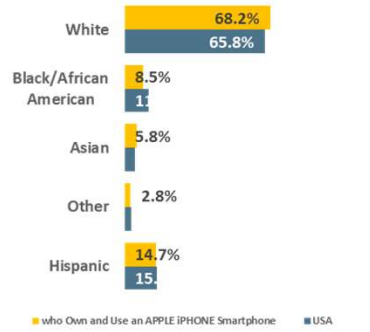
Total Persons:

126,826,262	135,348,238

Gender of Target vs. Market: Adults 18 or older

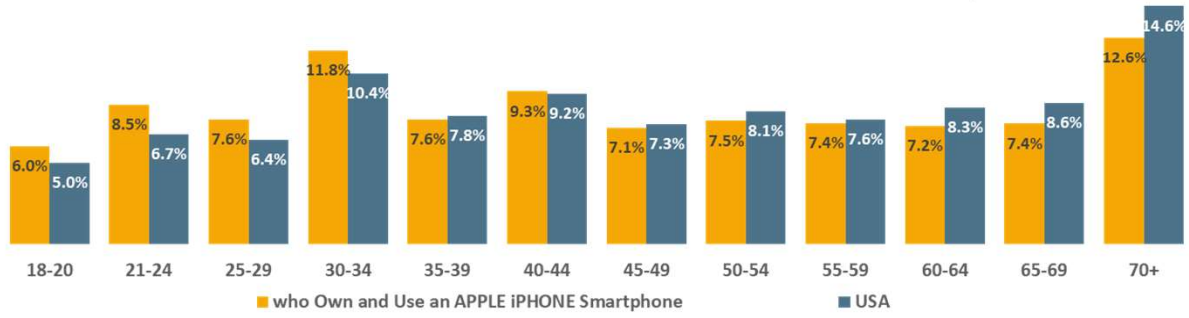
	Men	Men	Women	Women
%M vs. %F:	47.0%	48.6%	53.0%	51.4%
Average Age:	46.5	48.9	46.7	48.8
# Persons:	59,574,034	127,356,8...	67,252,228	134,817,6...

Ethnicity of Target vs. Market:

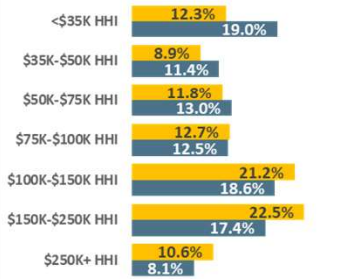


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	who Own and Use an APPLE iPHONE Smartphone	USA
	46.6	48.8



HHI of Target vs. Market:



Avg HHI:	$107,445	$92,464

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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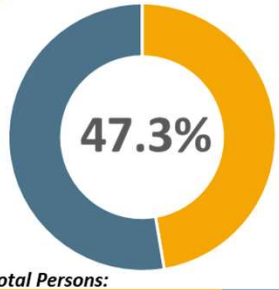
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.3% or 1,829,920 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Own and Use an APPLE iPHONE... Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 46.9 years old (3.9% younger than average) and have a $123,039 (14.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



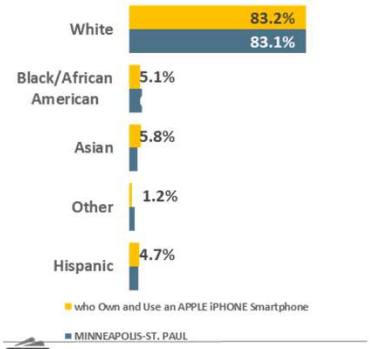
Total Persons:

1,829,920	2,034,906

Gender of Target vs. Market: Adults 18 or older

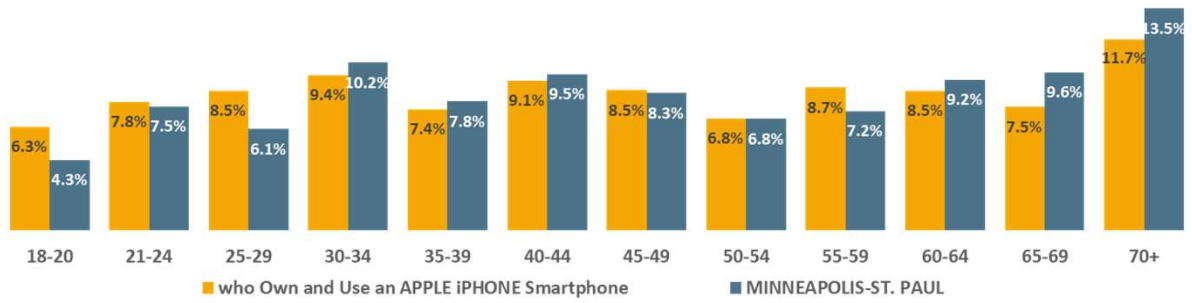
	Men	Men	Women	Women
%M vs. %F:	46.6%	49.2%	53.4%	50.8%
Average Age:	47.7	48.9	46.2	48.7
# Persons:	852,801	1,902,350	977,119	1,962,476

Ethnicity of Target vs. Market:

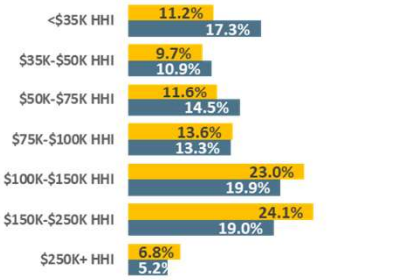


Age Cell Demographics of Target vs. Market:

Average Age:	who Own and Use an APPLE iPHONE Smartphone	MINNEAPOLIS-ST. PAUL
Adults 18 or older	46.9	48.8



HHI of Target vs. Market:



Avg HHI:	$123,039	$107,041

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

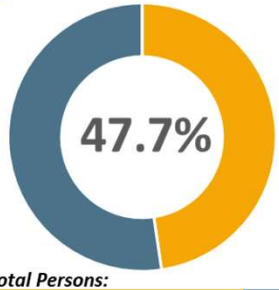
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.7% or 1,195,577 of ST. LOUIS DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 49.1 years old (.7% younger than average) and have a $113,230 (19.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Own and Use an APPLE iPHONE Smartphone
- Remainder of ST. LOUIS DMA

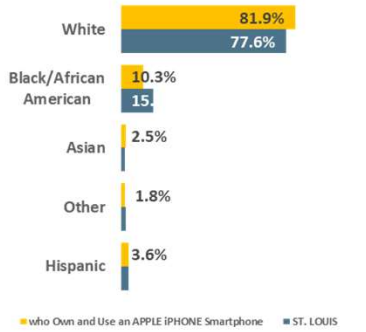
Total Persons:

1,195,577	1,312,333

Gender of Target vs. Market: Adults 18 or older

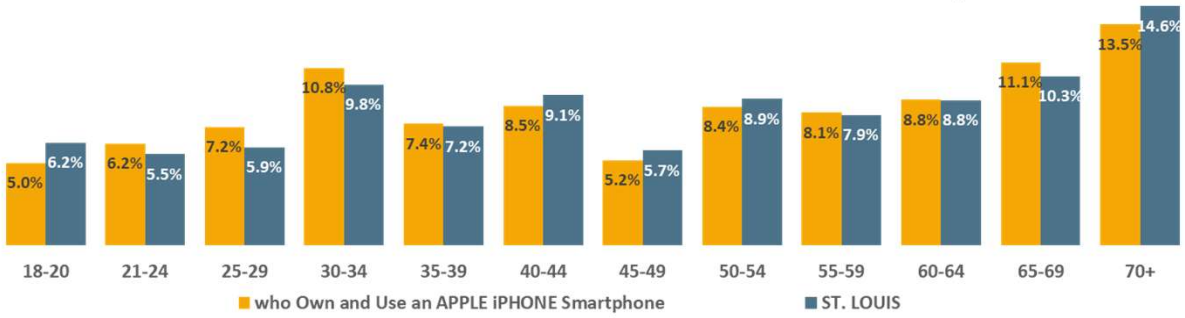
	Men	Men	Women	Women
%M vs. %F:	46.6%	48.3%	53.4%	51.7%
Average Age:	48.6	49.3	49.6	49.7
# Persons:	557,235	1,212,126	638,342	1,295,784

Ethnicity of Target vs. Market:

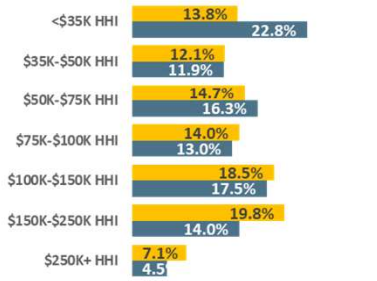


Age Cell Demographics of Target vs. Market:

Average Age:	who Own and Use an APPLE iPHONE Smartphone	ST. LOUIS
Adults 18 or older	49.1	49.5



HHI of Target vs. Market:



Avg HHI:	$113,230	$94,430

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

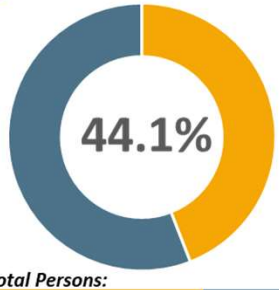
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



44.1% or 843,694 of CINCINNATI DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 47.1 years old (3.6% younger than average) and have a $120,800 (26.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

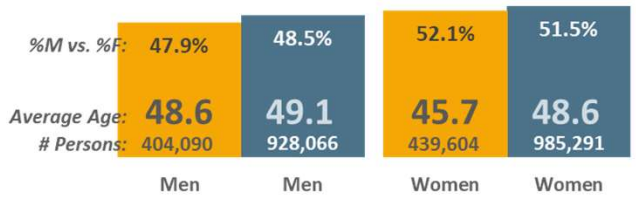


- who Own and Use an APPLE iPHONE Smartphone
- Remainder of CINCINNATI DMA

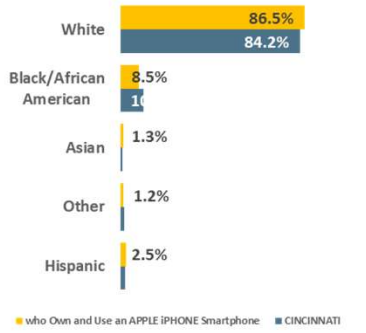
Total Persons:

843,694	1,069,663

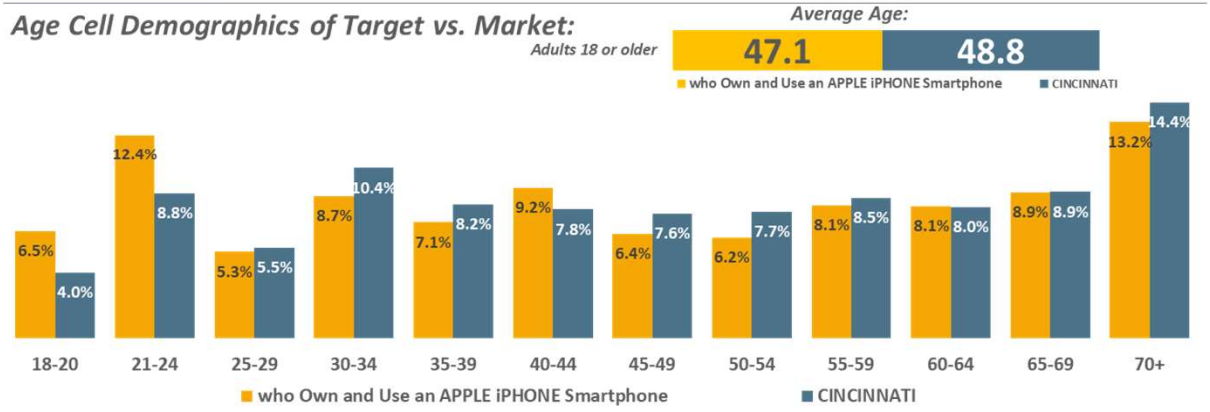
Gender of Target vs. Market: Adults 18 or older



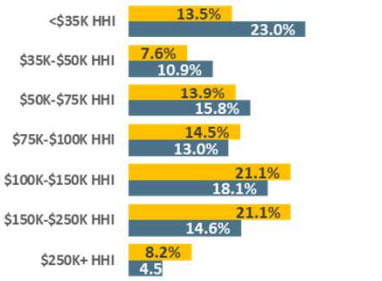
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$120,800	$95,581

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

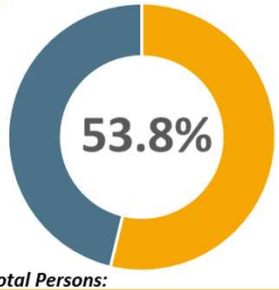
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



53.8% or 1,010,630 of WEST PALM BEACH DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 52.8 years old (1.6% younger than average) and have a $115,233 (18.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Own and Use an APPLE iPHONE Smartphone
- Remainder of WEST PALM BEACH DMA

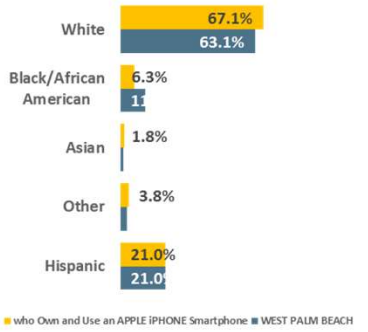
Total Persons:

1,010,630	868,365

Gender of Target vs. Market: Adults 18 or older

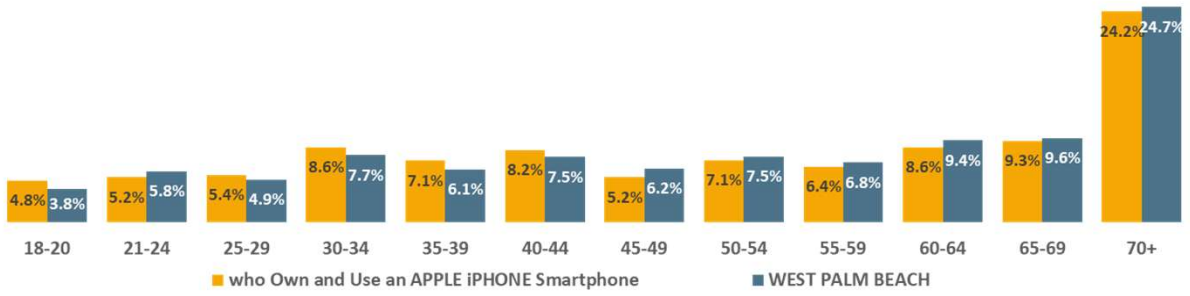
	Men	Men	Women	Women
%M vs. %F:	46.3%	47.6%	53.7%	52.4%
Average Age:	52.1	53.6	53.4	53.7
# Persons:	468,057	893,972	542,573	985,023

Ethnicity of Target vs. Market:

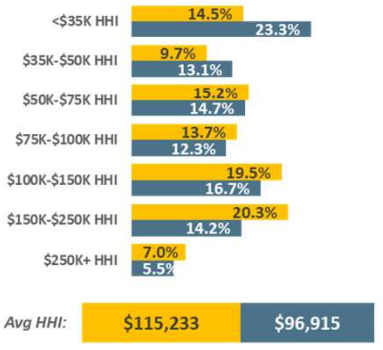


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who Own and Use an APPLE iPHONE Smartphone	52.8
WEST PALM BEACH	53.6



HHI of Target vs. Market:



Avg HHI:	$115,233	$96,915

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

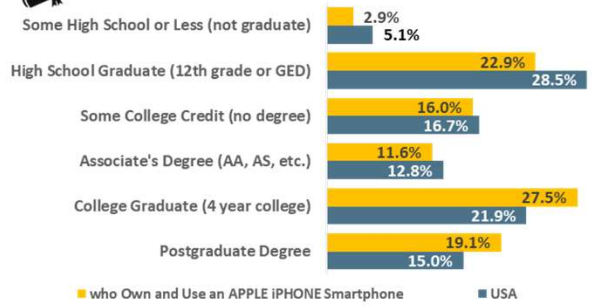
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

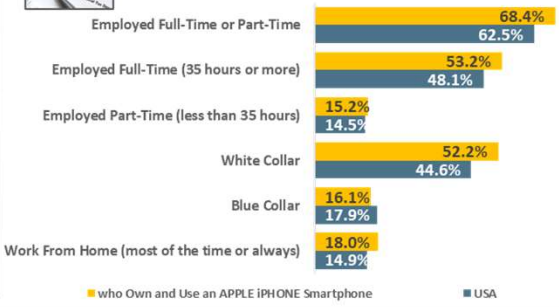


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 26.3% more likely to be a college graduate, 10.7% more likely to work full-time, 8.8% more likely to be married, 11.2% more likely to be a parent of 1 or more children under 18.

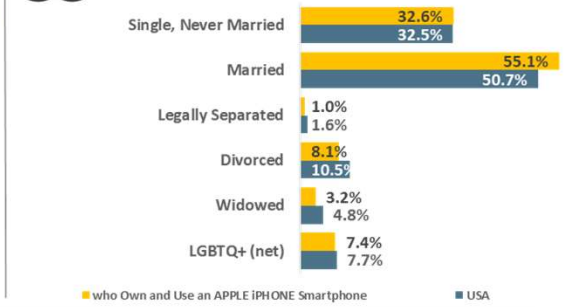
Education Levels: Adults 18 or older



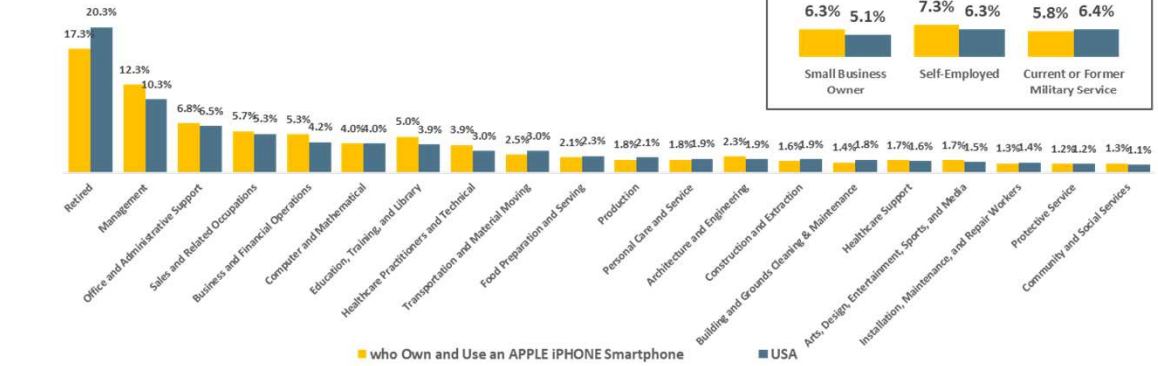
Employment: Adults 18 or older



Marital Status: Adults 18 or older

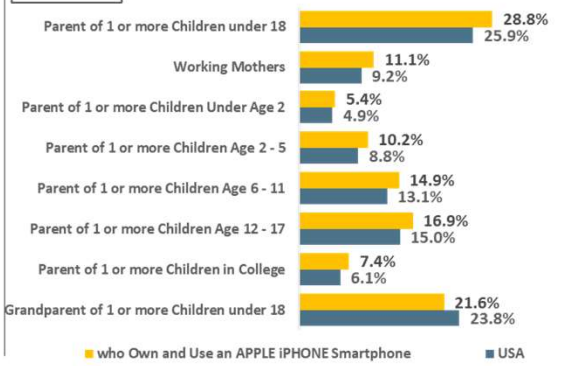


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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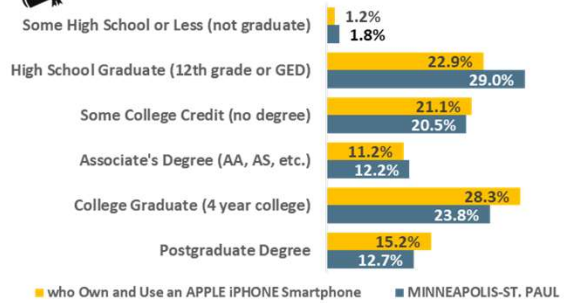
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

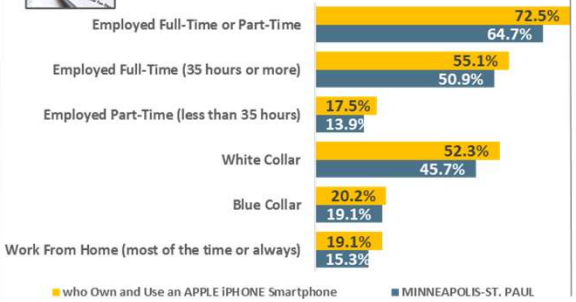


47.3% or 1,829,920 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Own and Use an APPLE iPHONE... Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 19.1% more likely to be a college graduate, 8.2% more likely to work full-time, 9.4% more likely to be married, 13.% more likely to be a parent of 1 or more children under 18.

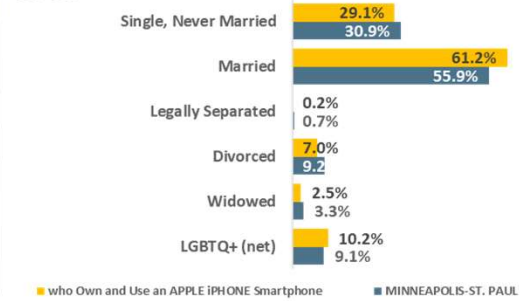
Education Levels: Adults 18 or older



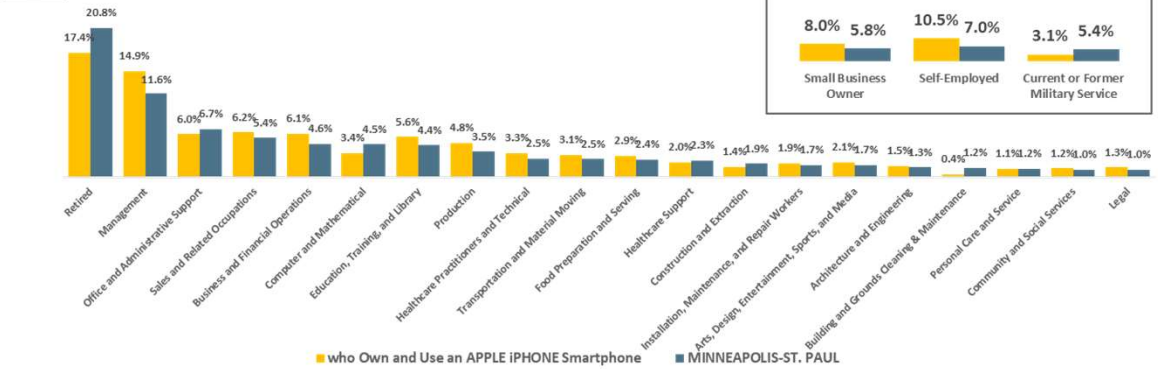
Employment: Adults 18 or older



Marital Status: Adults 18 or older

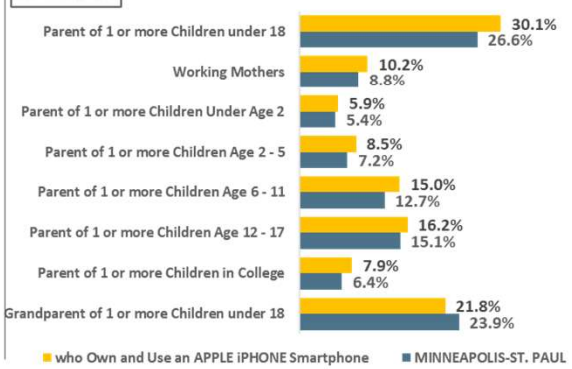


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

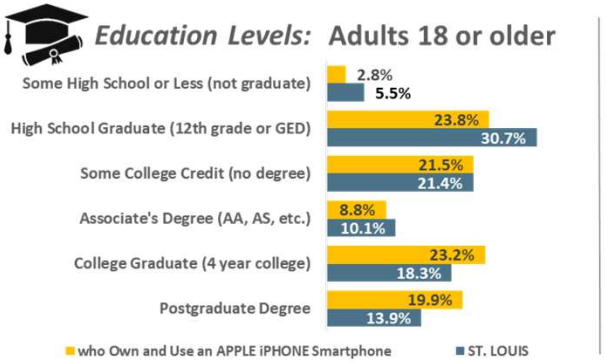
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

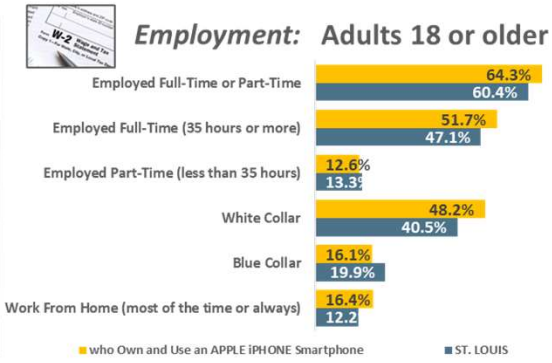


47.7% or 1,195,577 of ST. LOUIS DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 34.% more likely to be a college graduate, 9.8% more likely to work full-time, 12.8% more likely to be married, 17.5% more likely to be a parent of 1 or more children under 18.

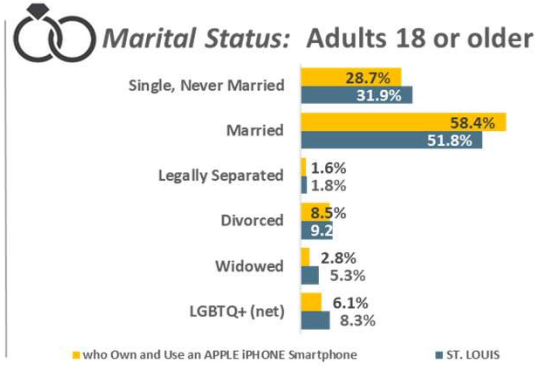
Education Levels: Adults 18 or older



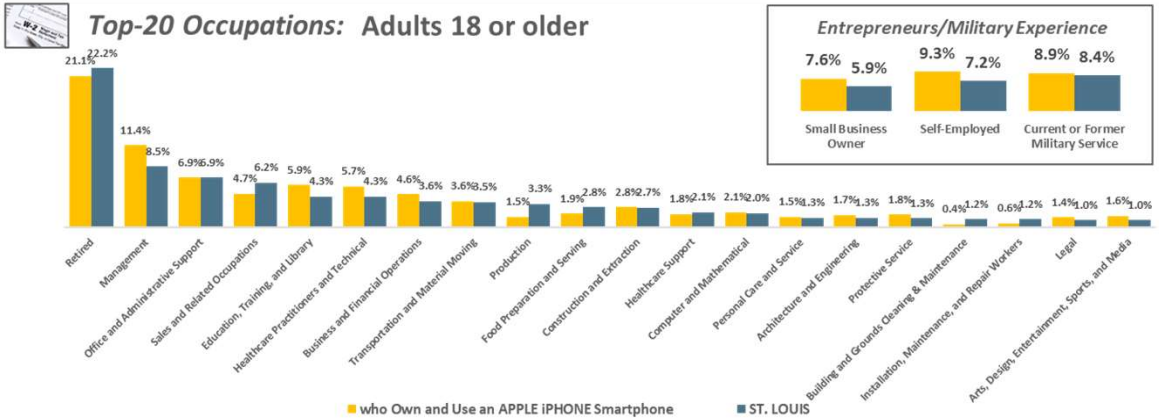
Employment: Adults 18 or older



Marital Status: Adults 18 or older

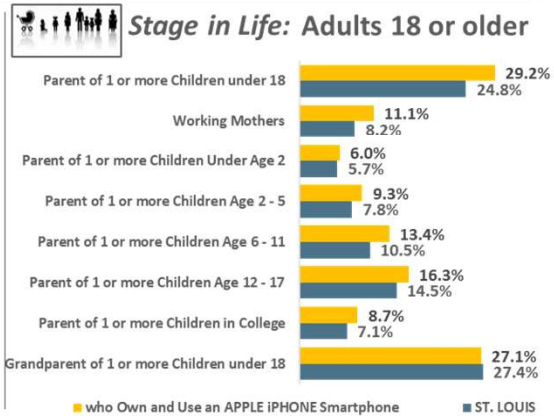


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

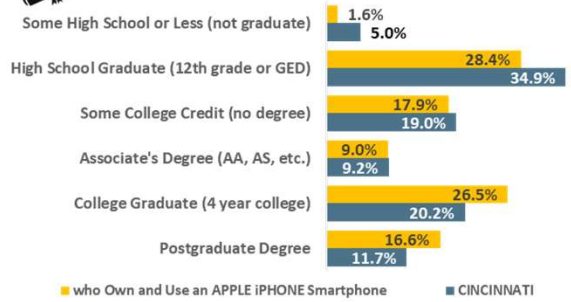
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

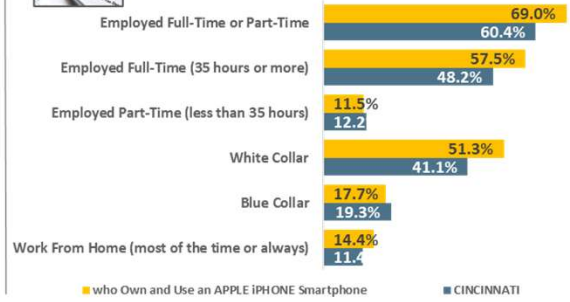


44.1% or 843,694 of CINCINNATI DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 34.9% more likely to be a college graduate, 19.4% more likely to work full-time, 11.4% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

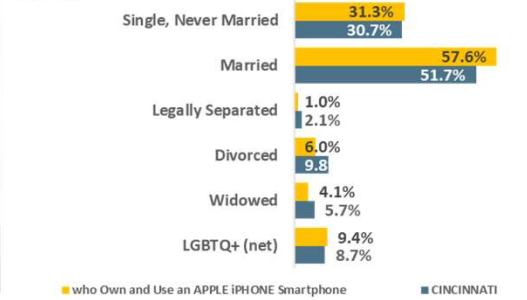
Education Levels: Adults 18 or older



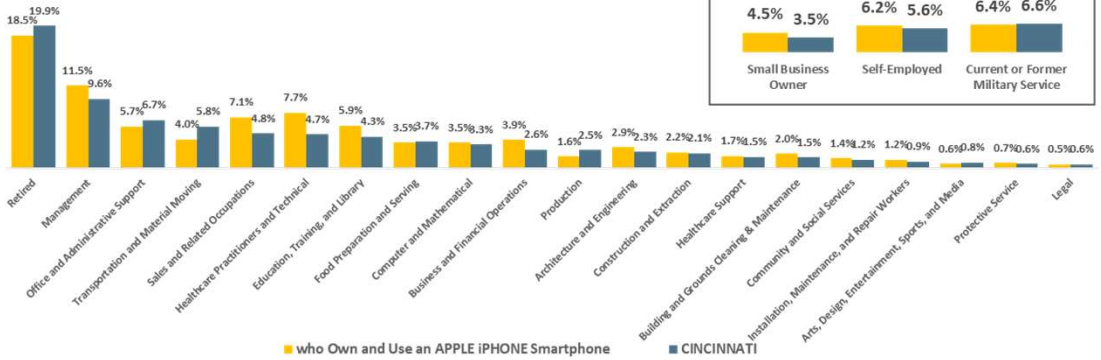
Employment: Adults 18 or older



Marital Status: Adults 18 or older

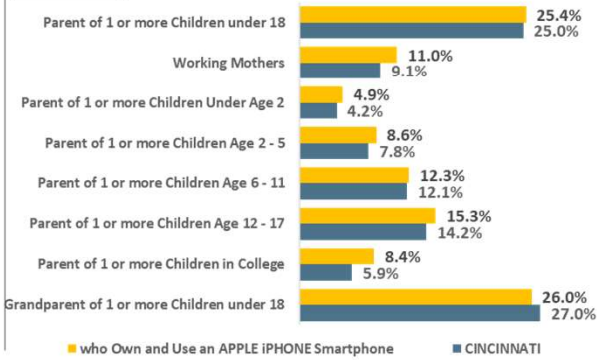


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

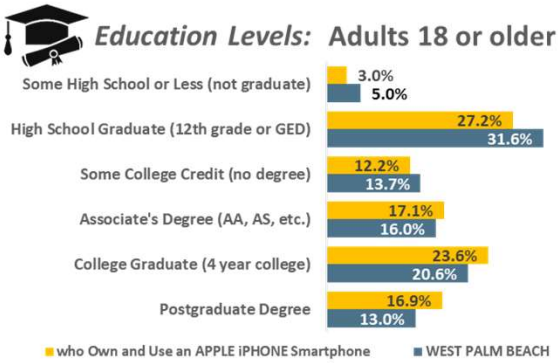
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

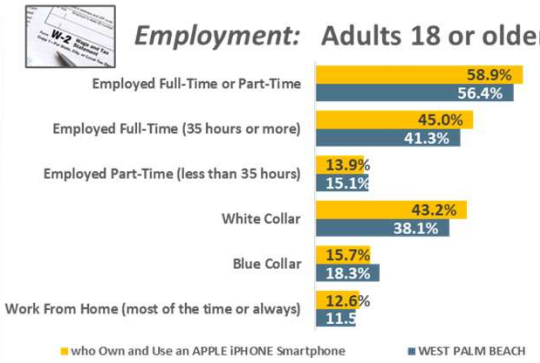


53.8% or 1,010,630 of WEST PALM BEACH DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 20.4% more likely to be a college graduate, 9.% more likely to work full-time, 7.5% more likely to be married, 2.6% more likely to be a parent of 1 or more children under 18.

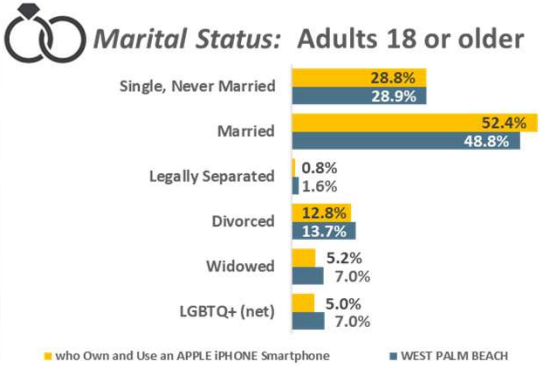
Education Levels: Adults 18 or older



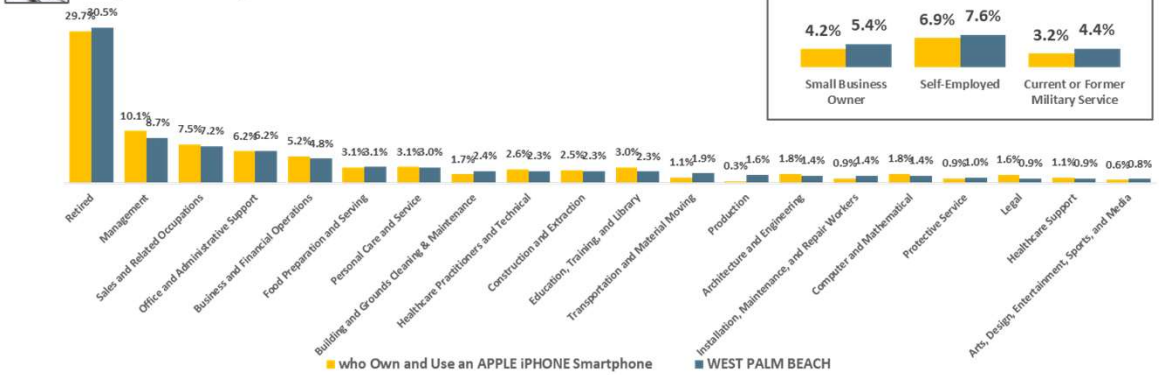
Employment: Adults 18 or older



Marital Status: Adults 18 or older

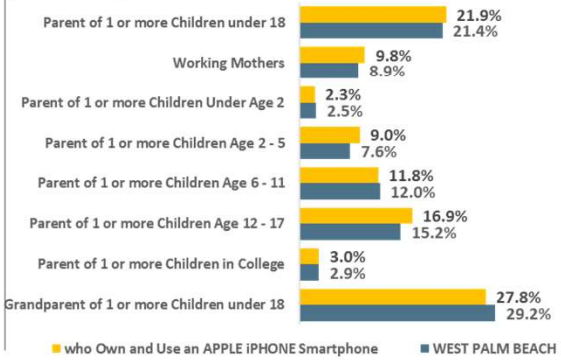


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

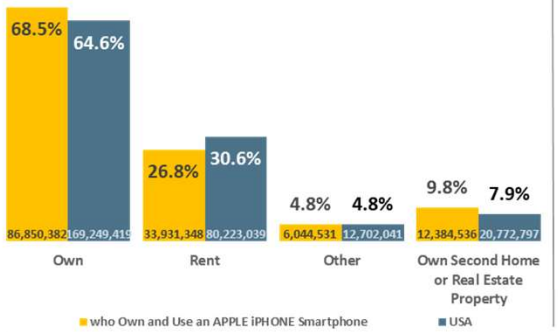
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

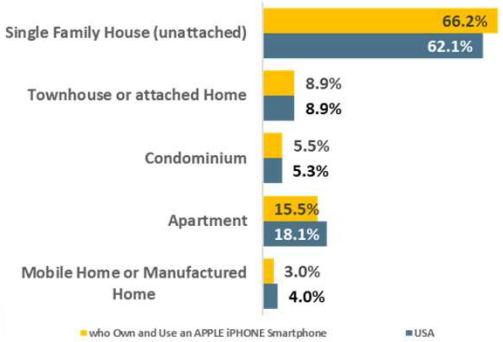


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 6.1% more likely to own their home, 34.2% more likely to own a higher valued home, 6.7% more likely to have a single-family home, 8.5% more likely to have a dog.

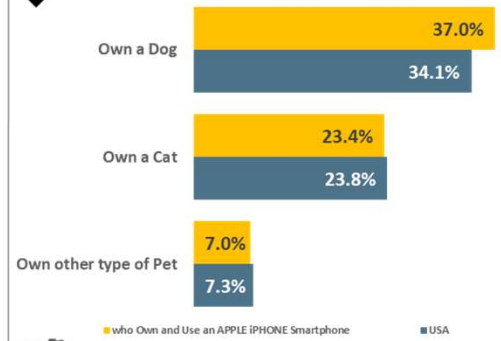
Own/Rent/Other: Adults 18 or older



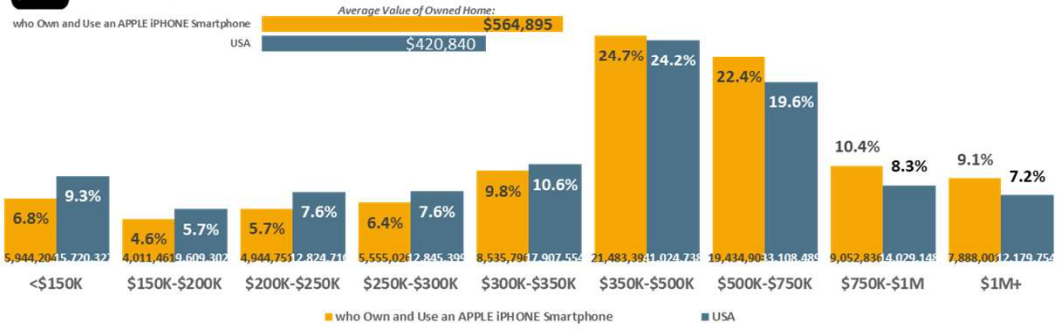
Type of Home: Adults 18 or older



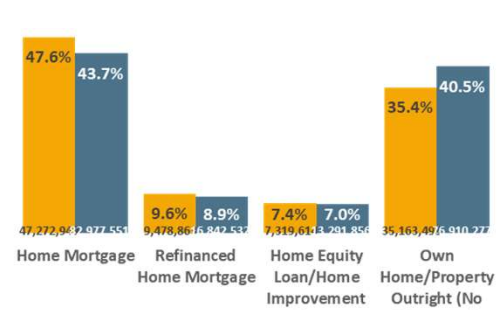
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,481*

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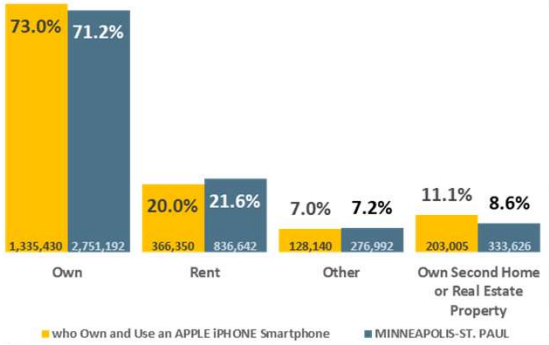
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

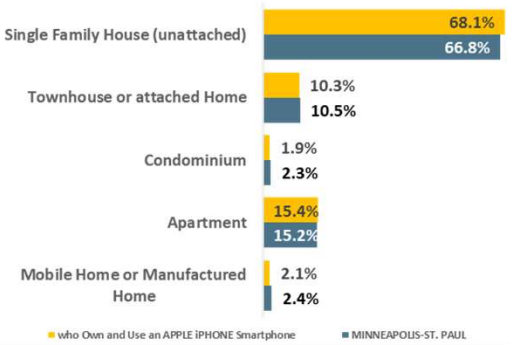


47.3% or 1,829,920 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 2.5% more likely to own their home, 11.7% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 7.% more likely to have a dog.

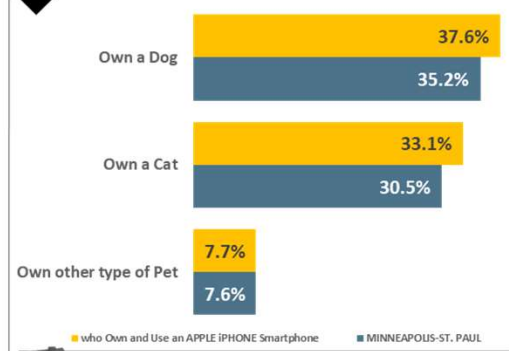
Own/Rent/Other: Adults 18 or older



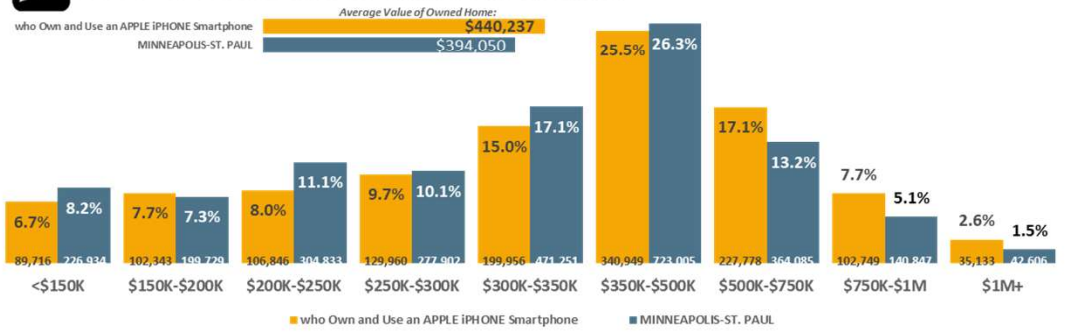
Type of Home: Adults 18 or older



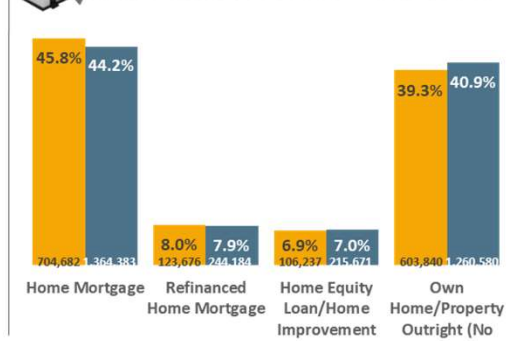
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

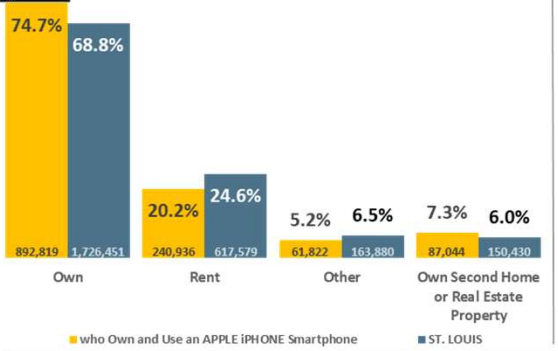
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

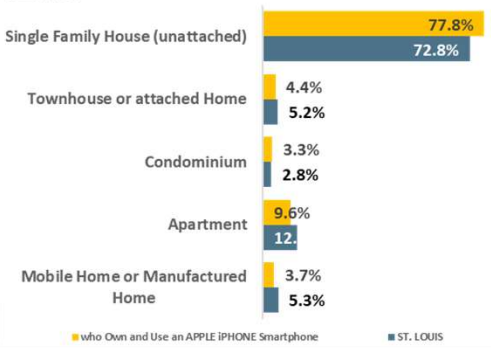


47.7% or 1,195,577 of ST. LOUIS DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 8.5% more likely to own their home, 13.6% more likely to own a higher valued home, 6.9% more likely to have a single-family home, 8.2% more likely to have a dog.

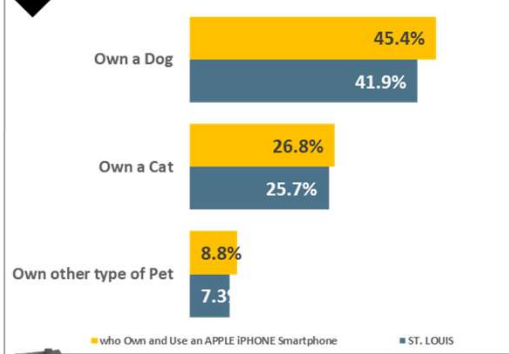
Own/Rent/Other: Adults 18 or older



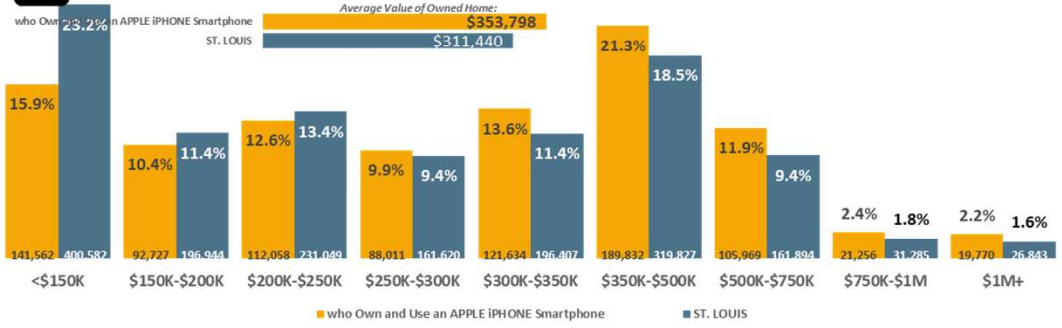
Type of Home: Adults 18 or older



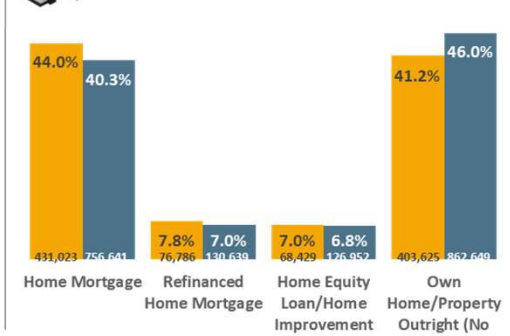
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

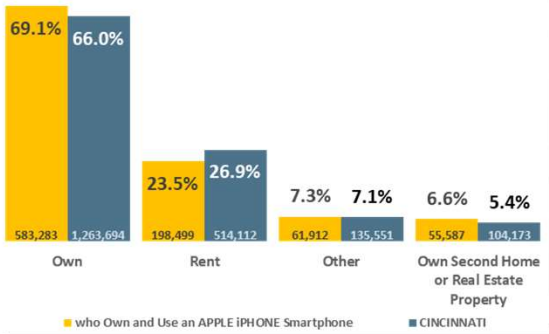
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

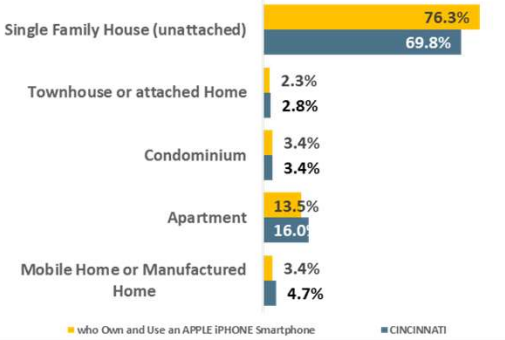


44.1% or 843,694 of CINCINNATI DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 4.7% more likely to own their home, 16.9% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 7.3% more likely to have a dog.

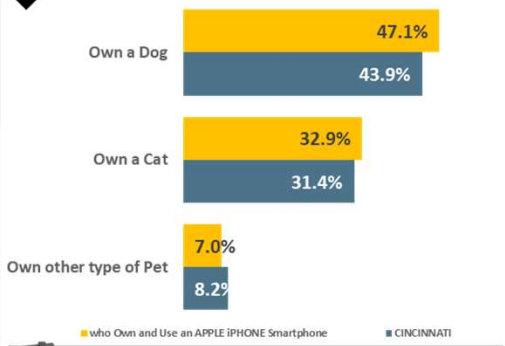
Own/Rent/Other: Adults 18 or older



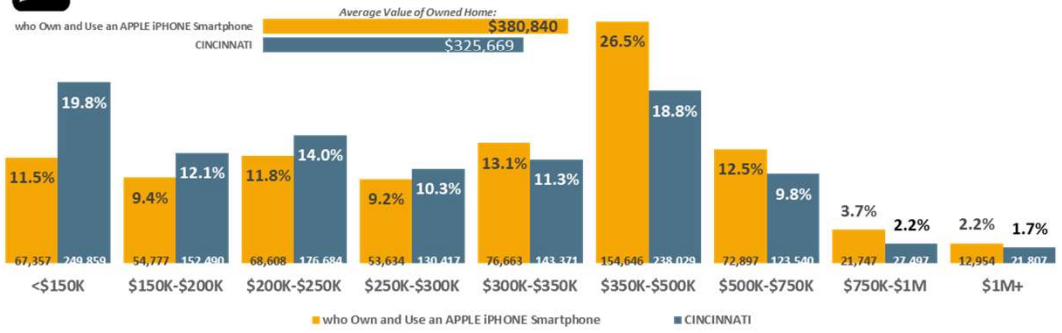
Type of Home: Adults 18 or older



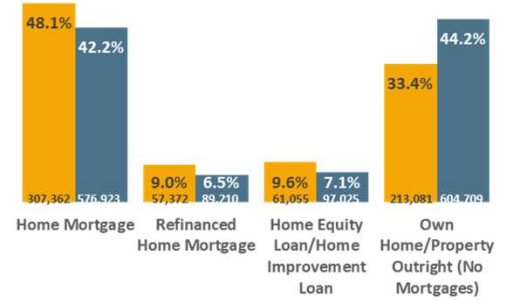
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

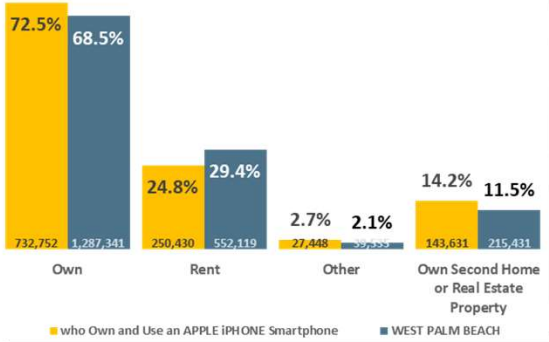
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

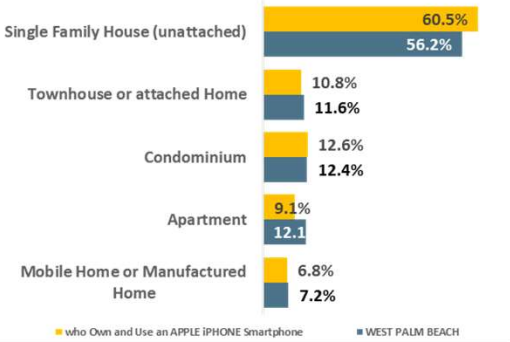


53.8% or 1,010,630 of WEST PALM BEACH DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 5.8% more likely to own their home, 9.2% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 16.1% more likely to have a dog.

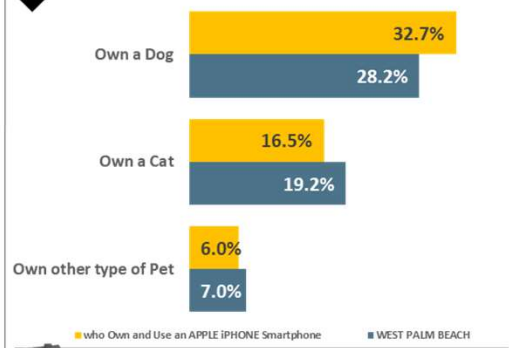
Own/Rent/Other: Adults 18 or older



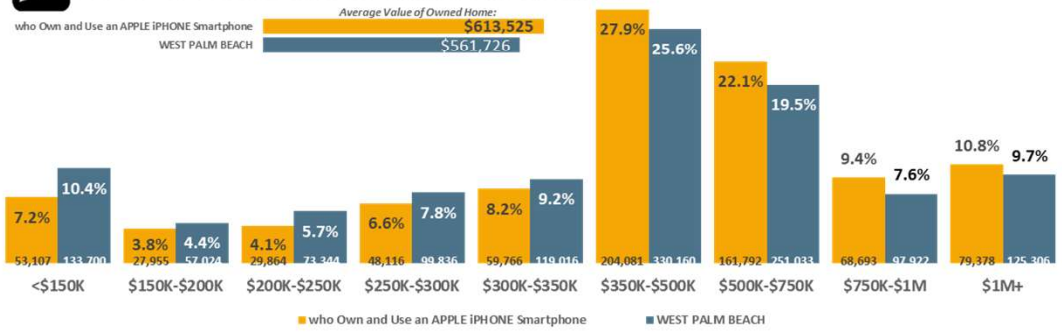
Type of Home: Adults 18 or older



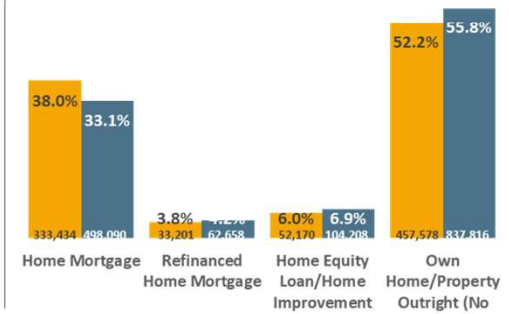
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

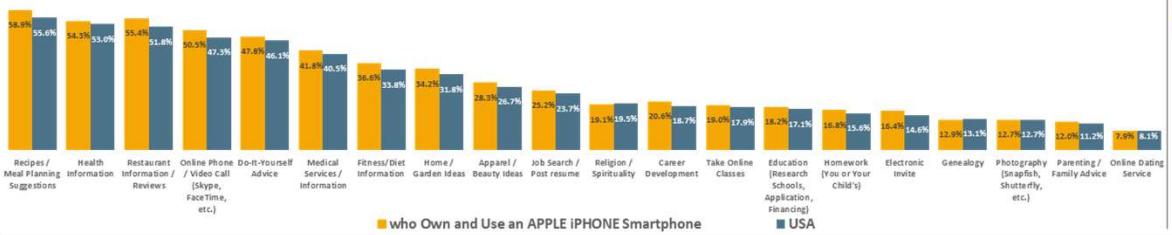
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

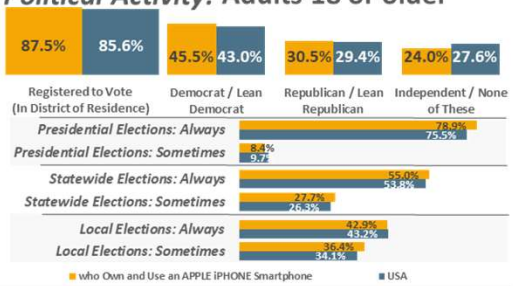


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.6% more likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 19.3% more likely to belong to a gym, 16.7% more likely to fly domestic past yr.

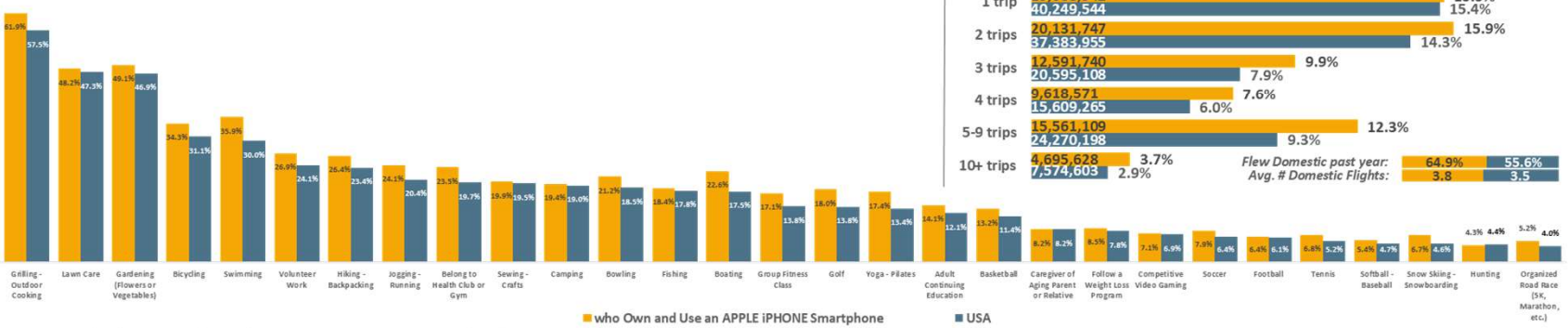
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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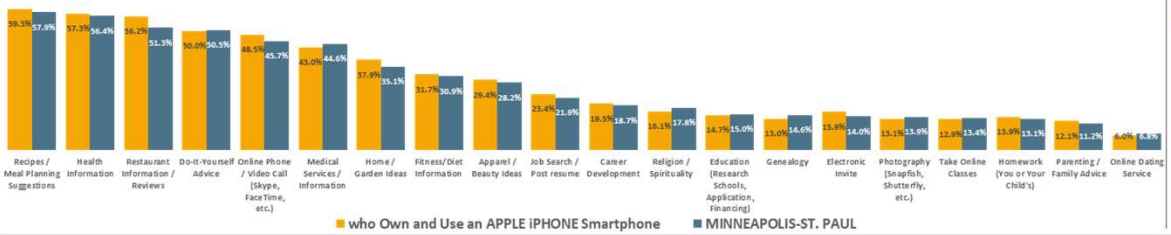
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

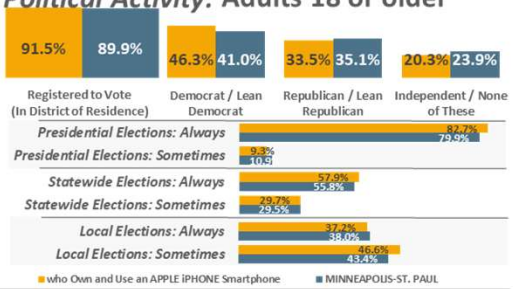


47.3% or 1,829,920 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Own and Use an APPLE iPHONE… Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 1.% less likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 23.3% more likely to belong to a gym, 10.7% more likely to fly domestic past yr.

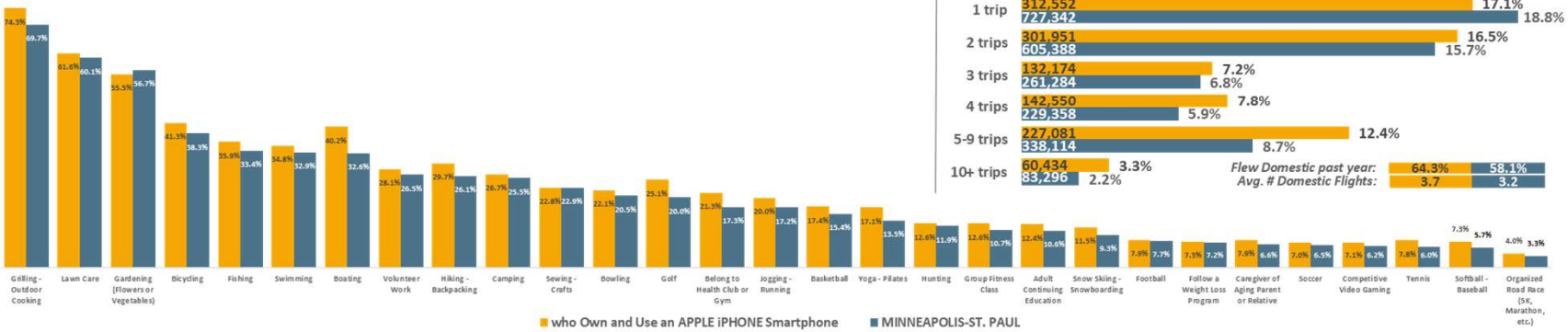
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

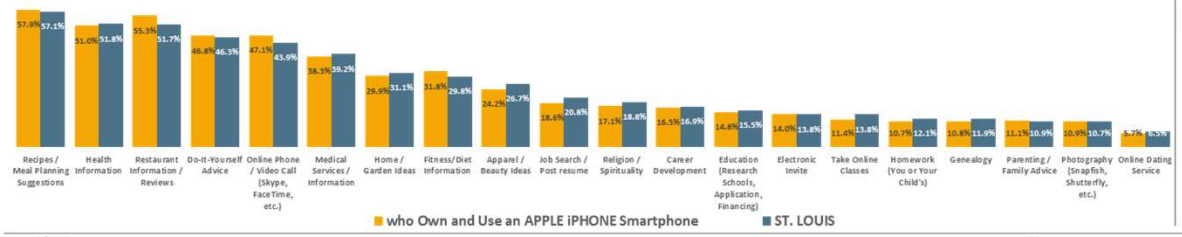
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

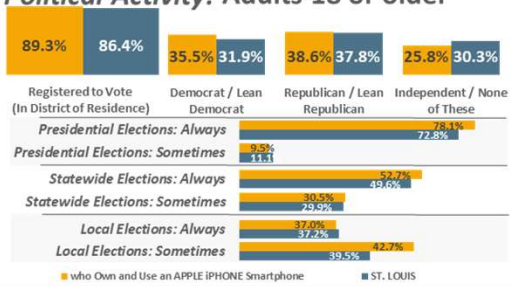


47.7% or 1,195,577 of ST. LOUIS DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 1.1% more likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 25.8% more likely to belong to a gym, 20.5% more likely to fly domestic past yr.

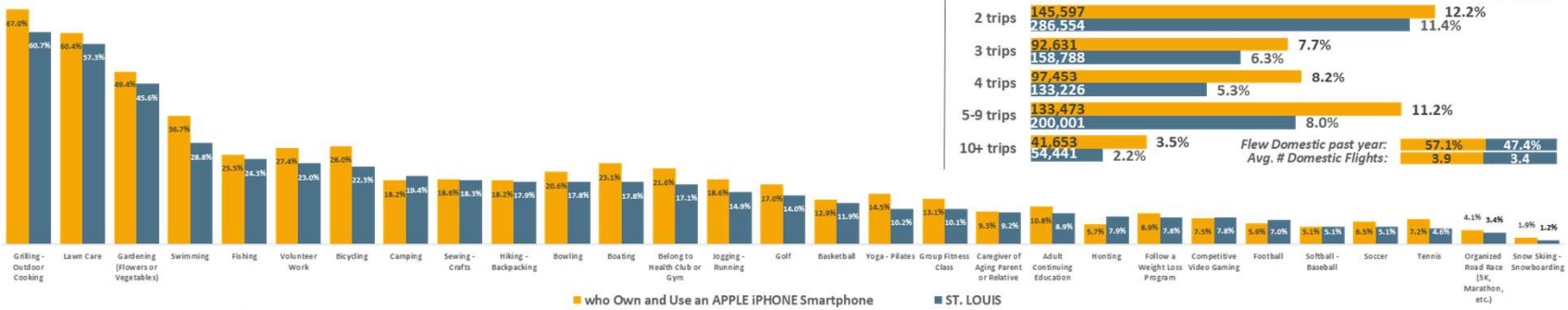
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

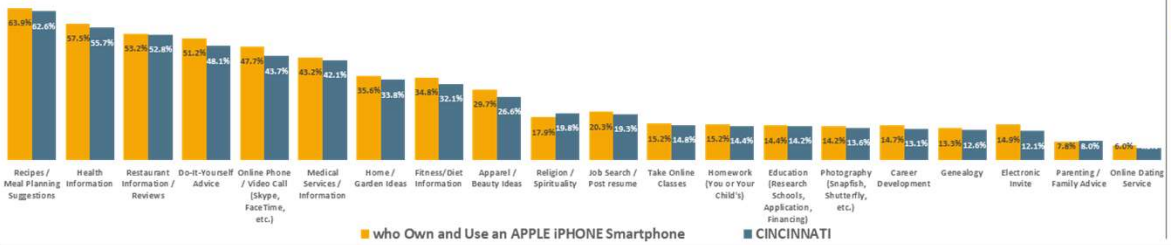
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

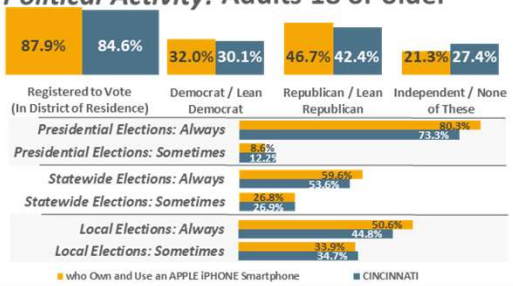


44.1% or 843,694 of CINCINNATI DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 6.6% more likely to look up D-I-Y advice online, 13.% more likely to always vote in local elections, 42.1% more likely to belong to a gym, 19.% more likely to fly domestic past yr.

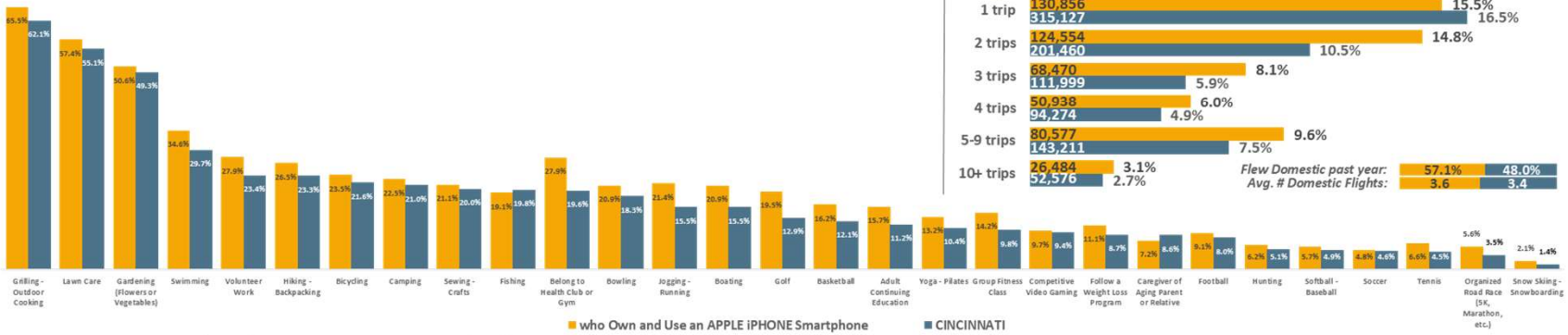
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

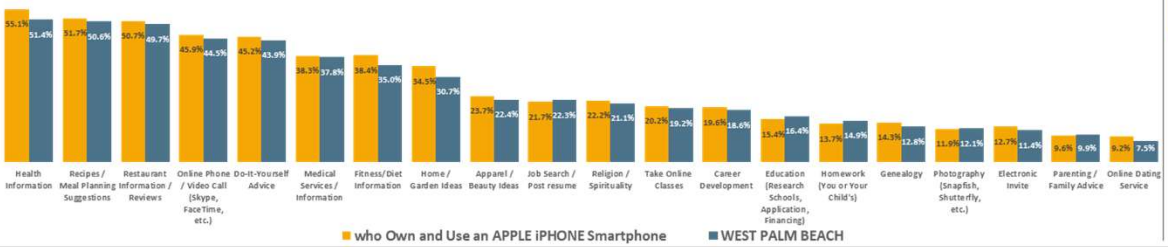
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

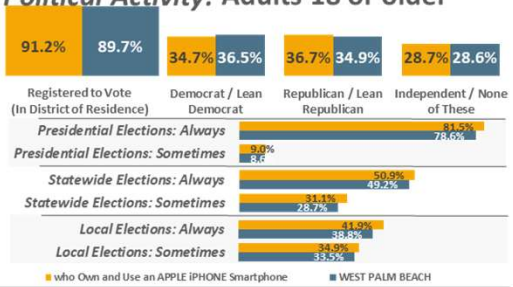


53.8% or 1,010,630 of WEST PALM BEACH DMA Adults 18 or older Own and Use an APPLE iPHONE… Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.1% more likely to look up D-I-Y advice online, 8.1% more likely to always vote in local elections, 7.5% more likely to belong to a gym, 11.8% more likely to fly domestic past yr.

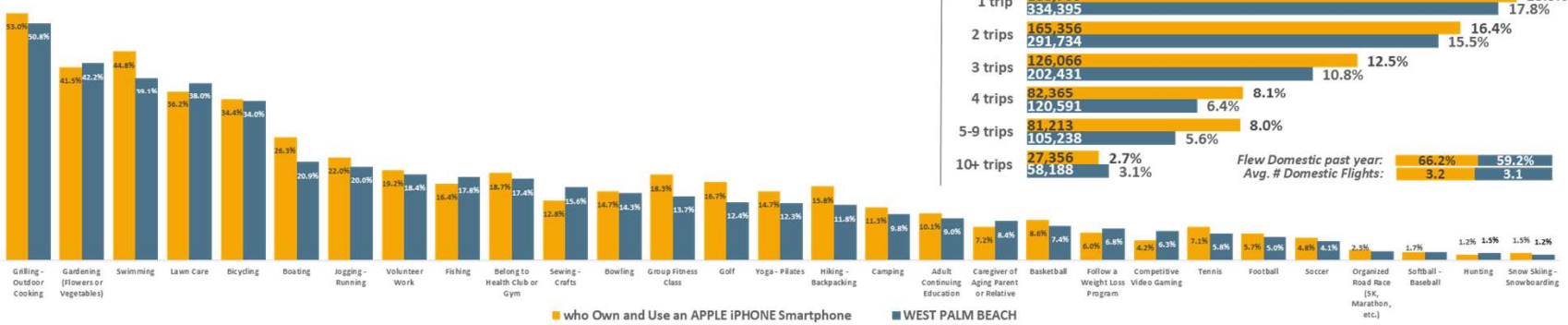
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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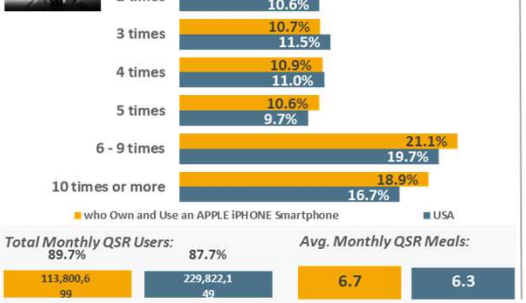
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 2.4% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 3.3% less likely to use Casinos past yr., 38.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



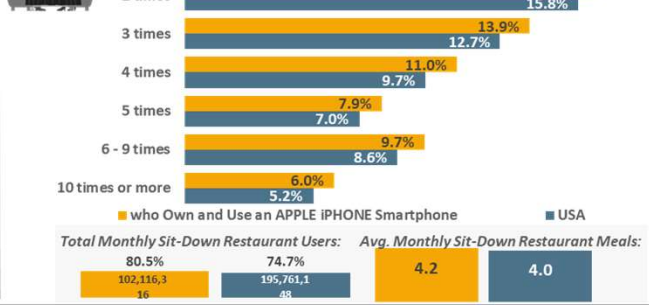


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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





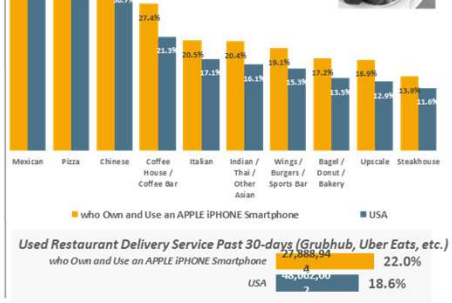
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

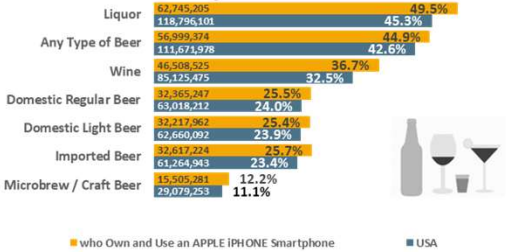
(Sit-Down Restaurants Used Past 30-days)





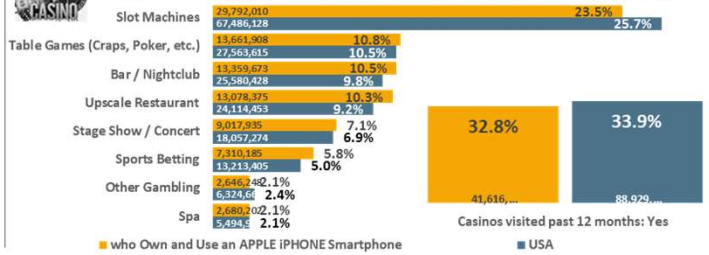
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



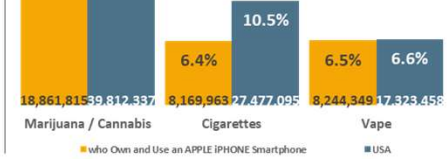
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

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47.3% or 1,829,920 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 1.9% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 7.3% less likely to use Casinos past yr., 25.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

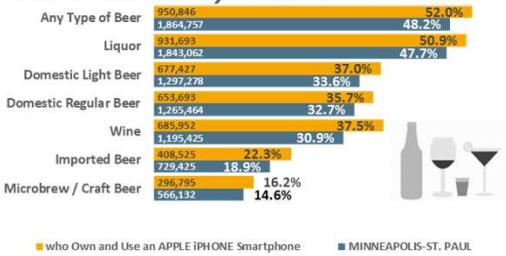
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



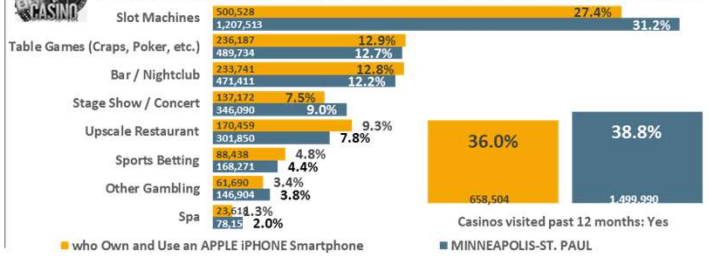
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.7% or 1,195,577 of ST. LOUIS DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 1.3% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 2.7% less likely to use Casinos past yr., 41.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

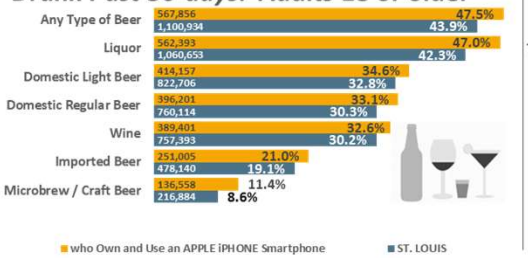
(Sit-Down Restaurants Used Past 30-days)



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

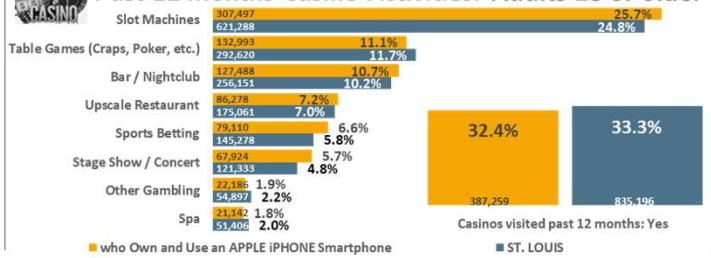


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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44.1% or 843,694 of CINCINNATI DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.1% more likely to use QSRs past mo., 7.7% more likely to use Sit-Down Restaurants past mo., 1.4% less likely to use Casinos past yr., 42.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



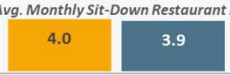
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

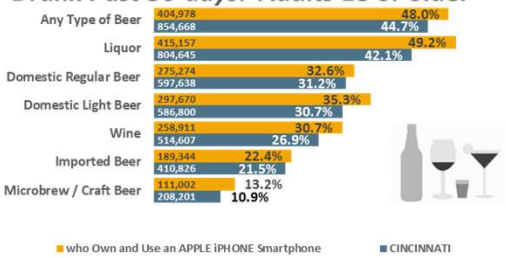
(Sit-Down Restaurants Used Past 30-days)



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

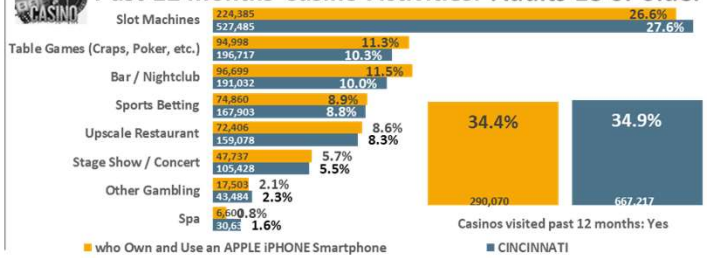


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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53.8% or 1,010,630 of WEST PALM BEACH DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are .4% less likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 2.2% less likely to use Casinos past yr., 49.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

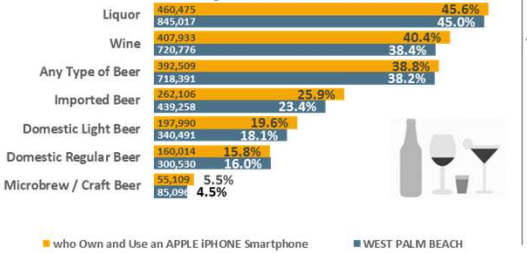
(Sit-Down Restaurants Used Past 30-days)



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

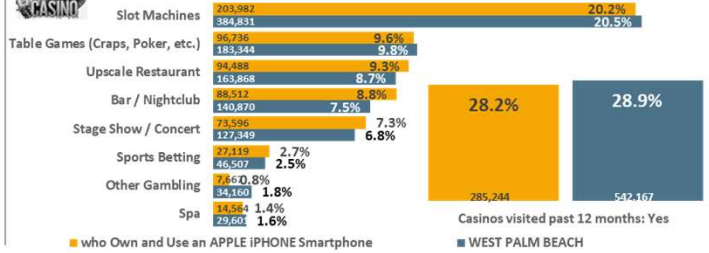


Drank Past 30-days: Adults 18 or older



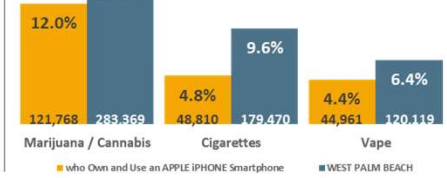
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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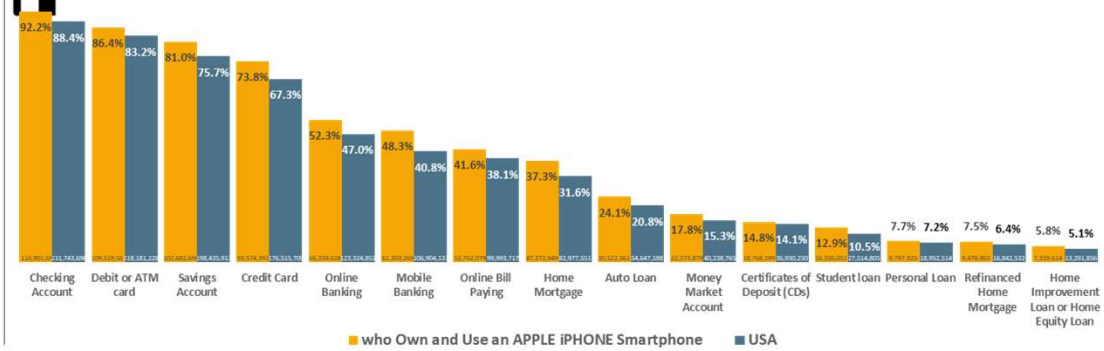


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 16.4% more likely to have a 401K, 15.5% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



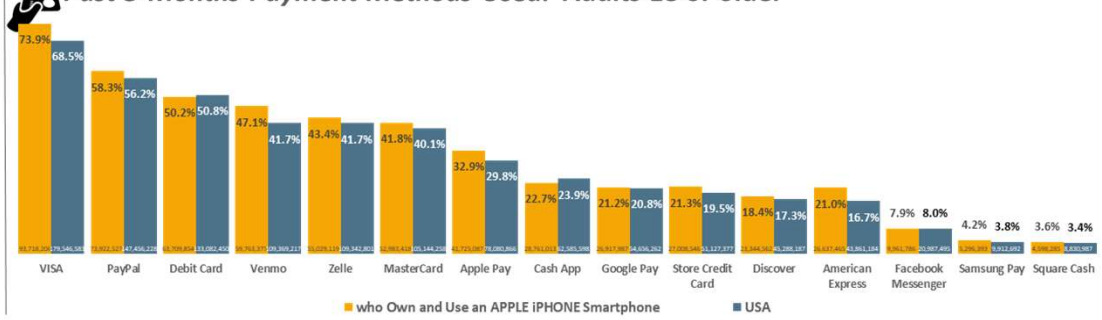
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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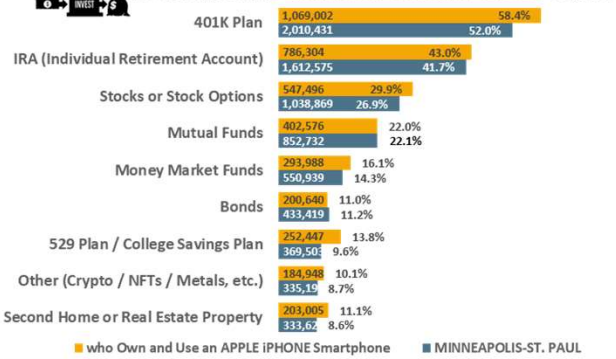
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

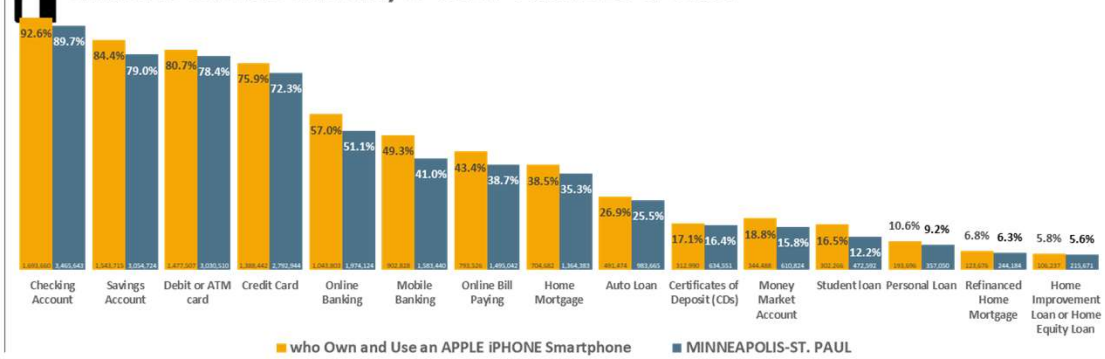


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Investments Owned: Adults 18 or older



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

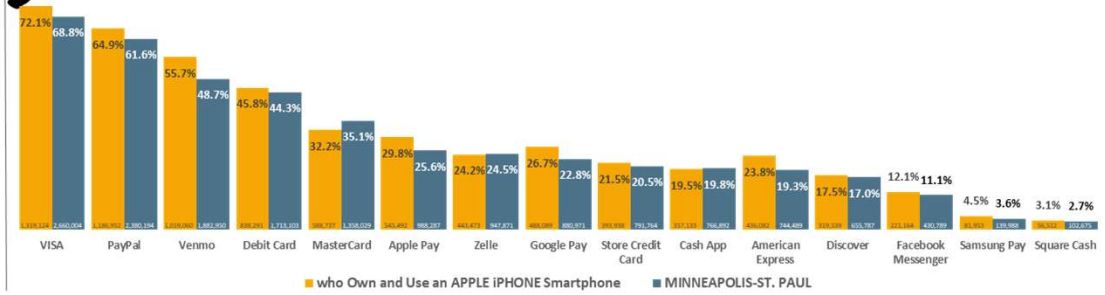


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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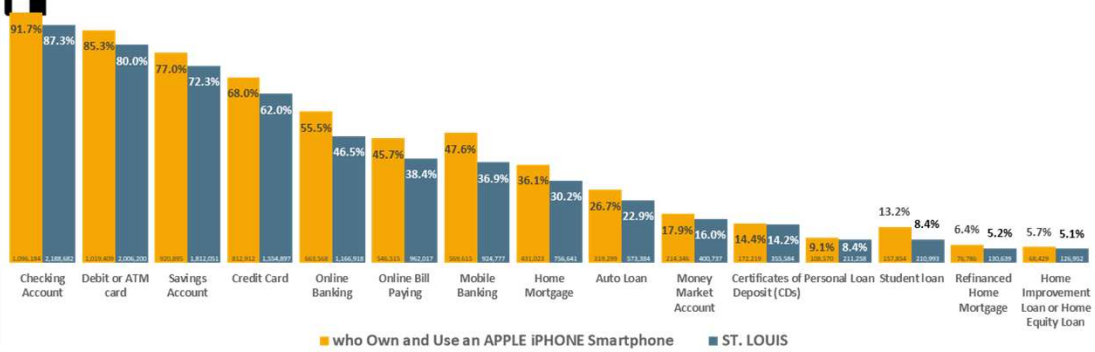


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Investments Owned: Adults 18 or older



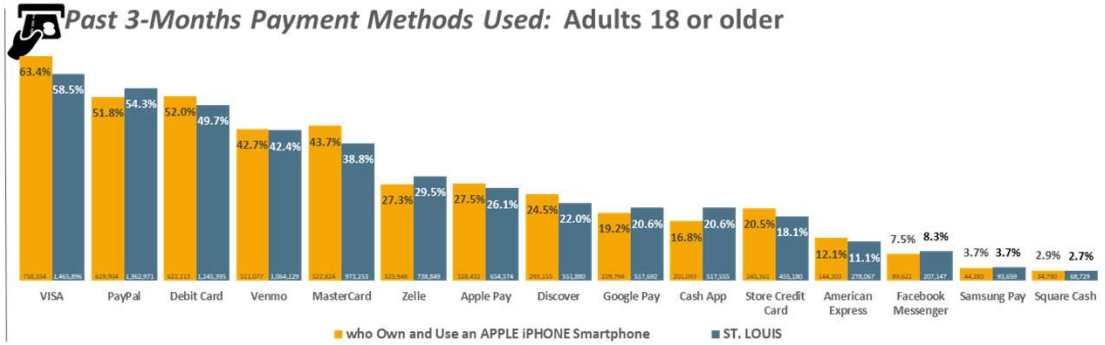
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

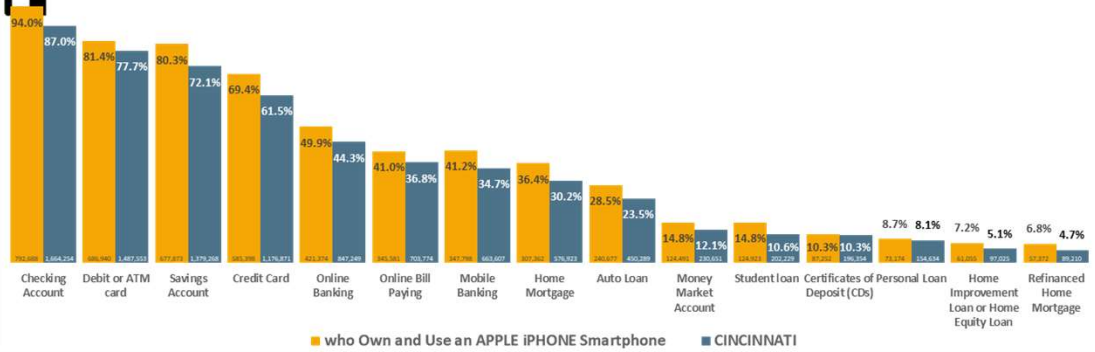


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Investments Owned: Adults 18 or older



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

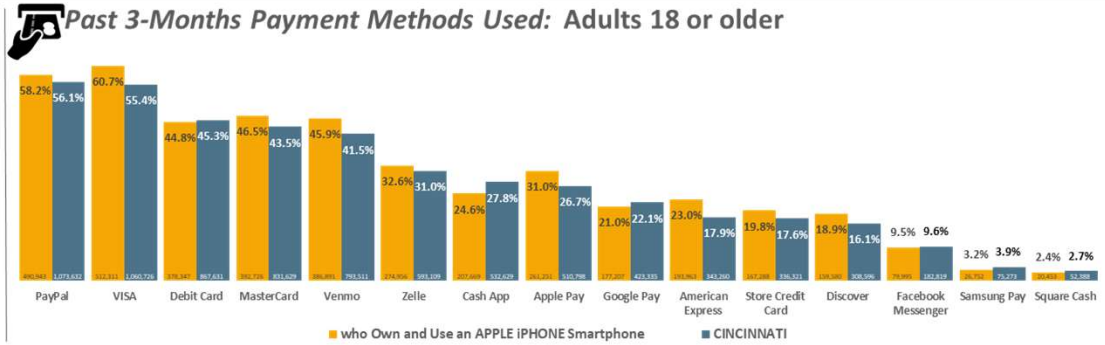


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

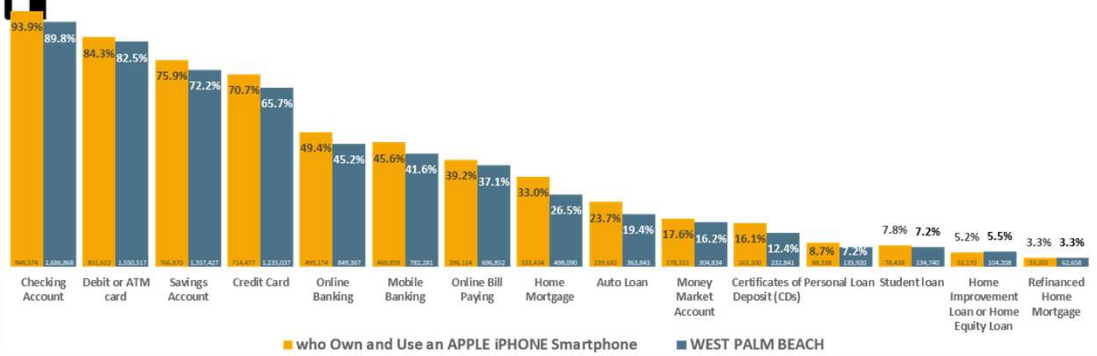


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Investments Owned: Adults 18 or older



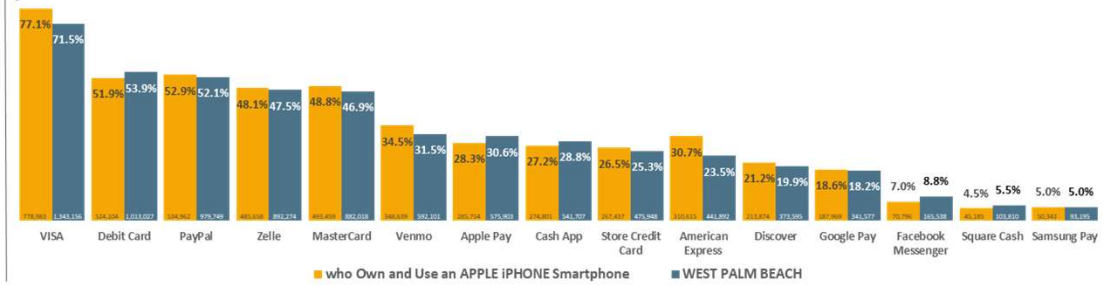
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

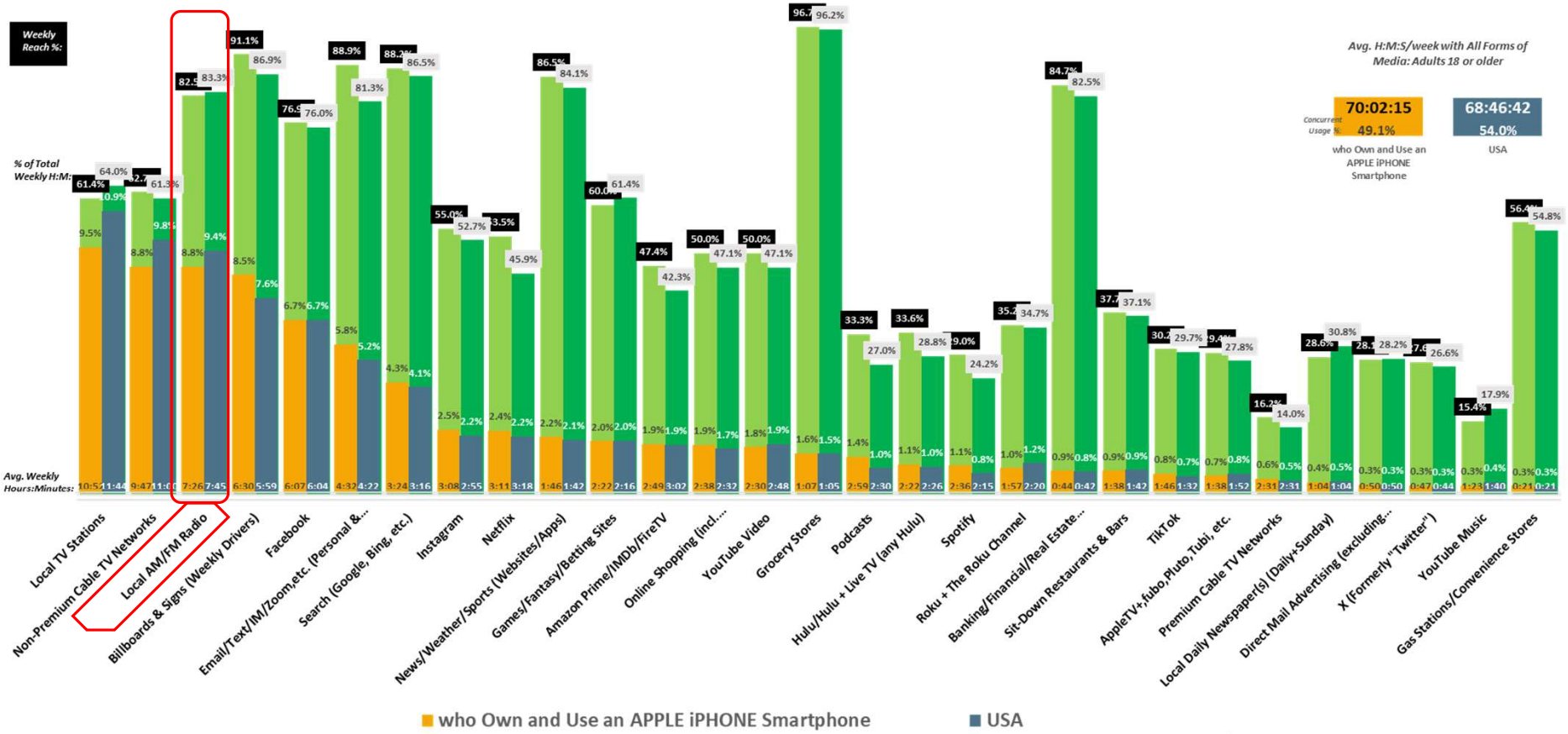
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 22 hours, 2 minutes and 15 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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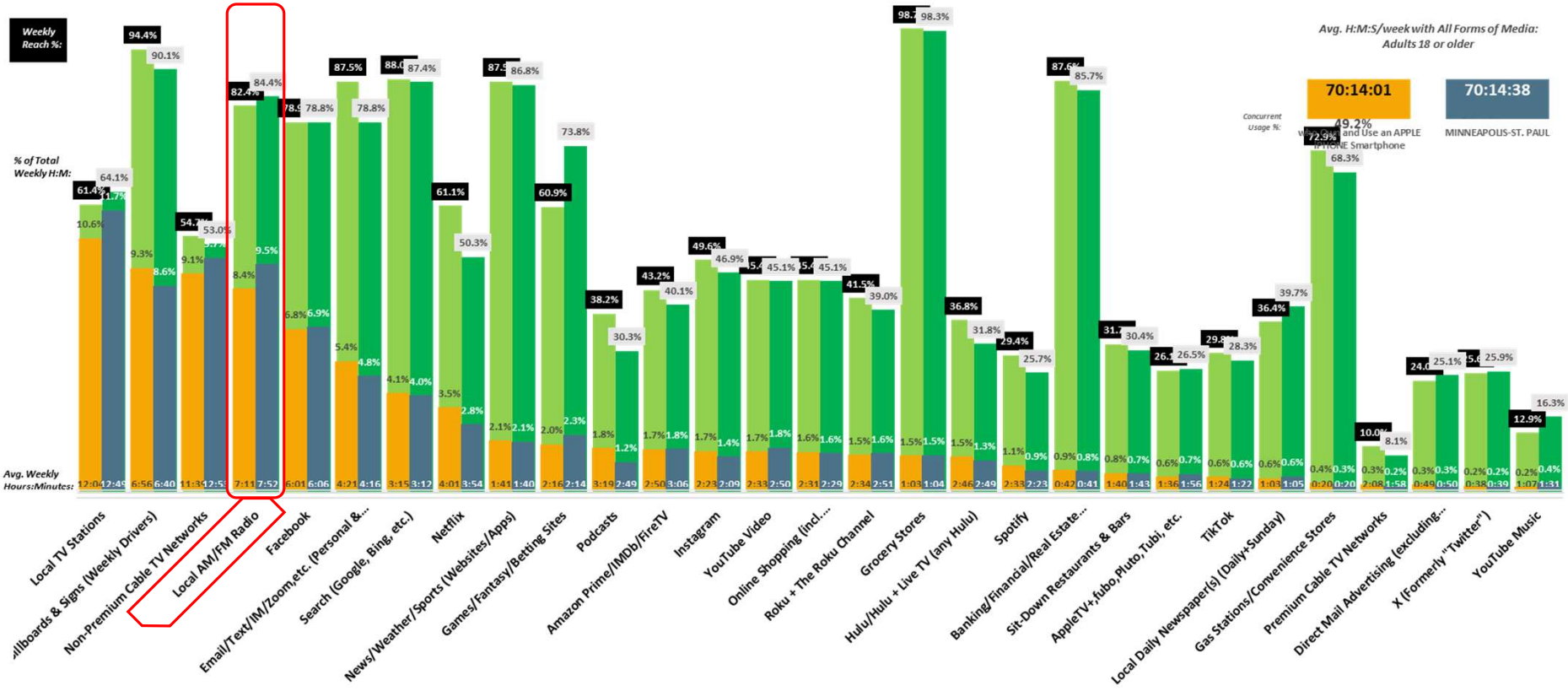
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 22 hours, 14 minutes and 1 seconds each week with All Forms of Media.

82.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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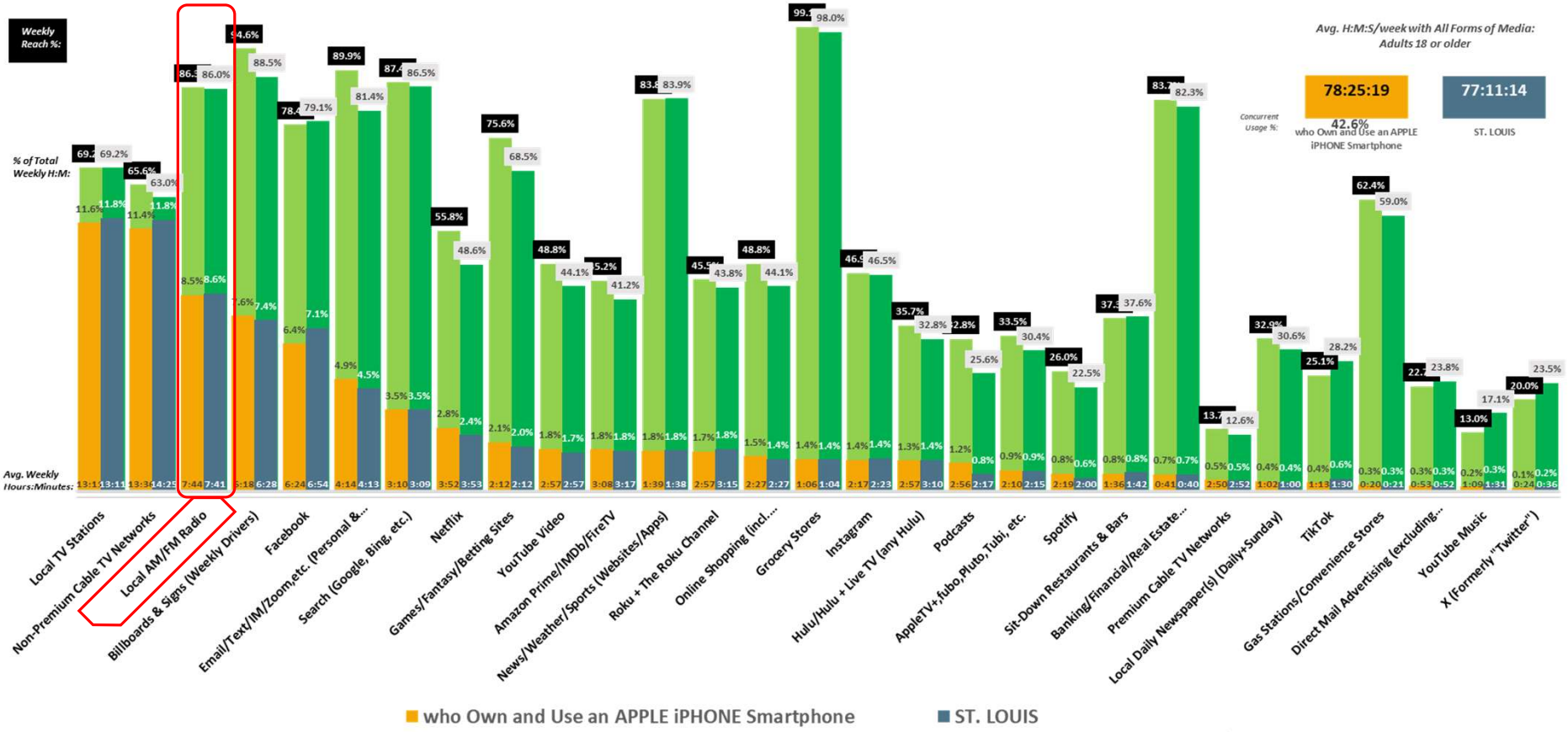
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 3 days, 6 hours, 25 minutes and 19 seconds each week with All Forms of Media.

86.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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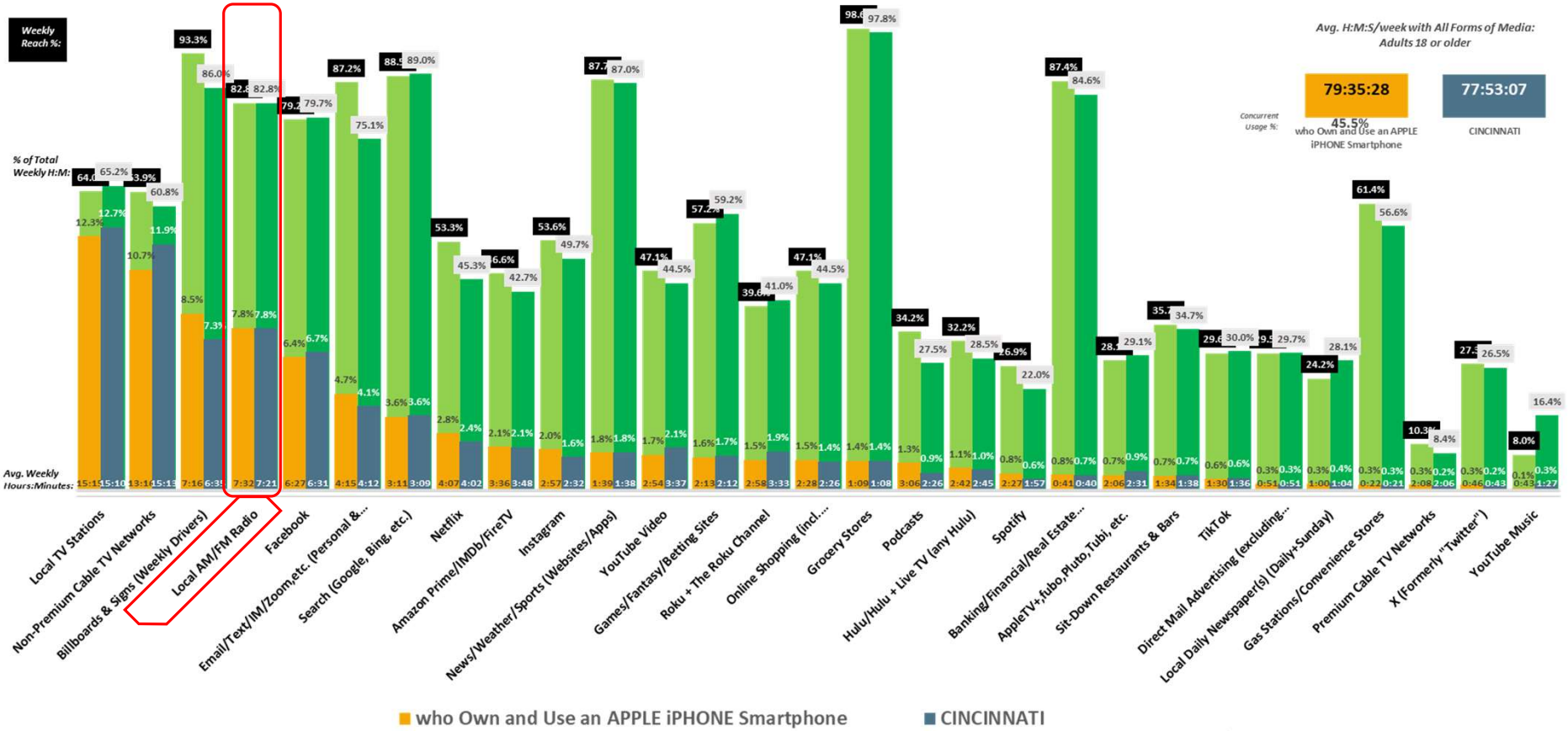
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 3 days, 7 hours, 35 minutes and 28 seconds each week with All Forms of Media.

82.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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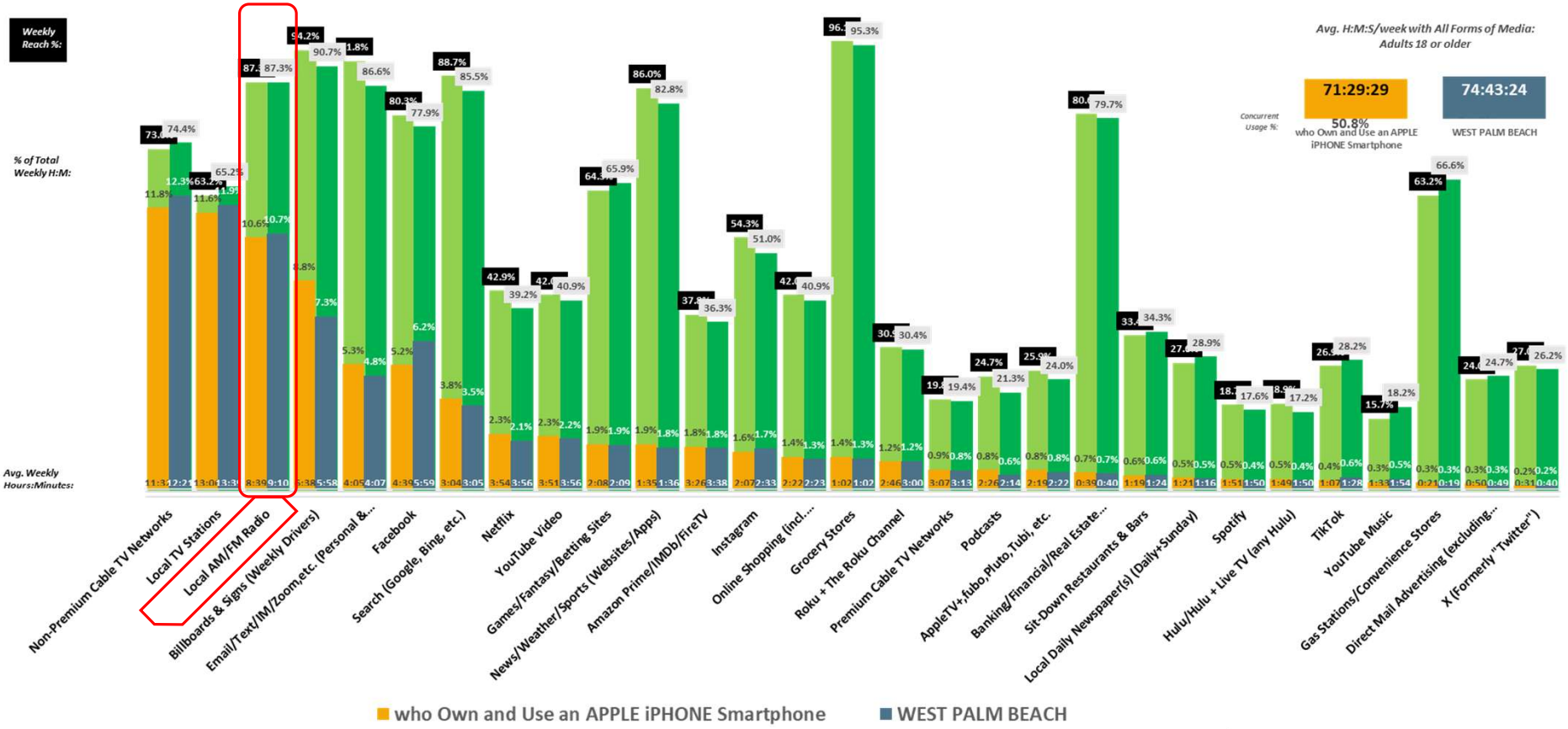
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 23 hours, 29 minutes and 29 seconds each week with All Forms of Media.

87.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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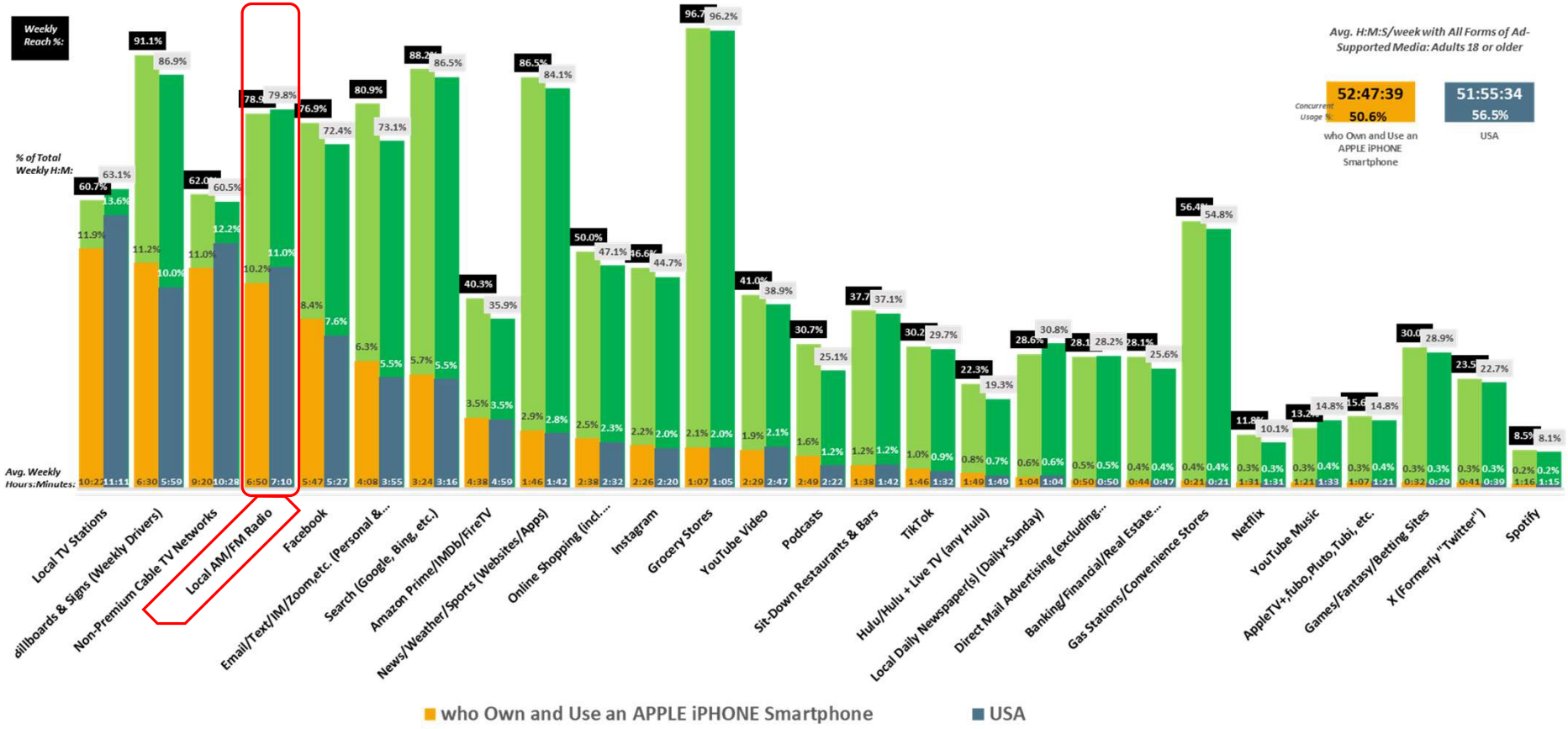
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 4 hours, 47 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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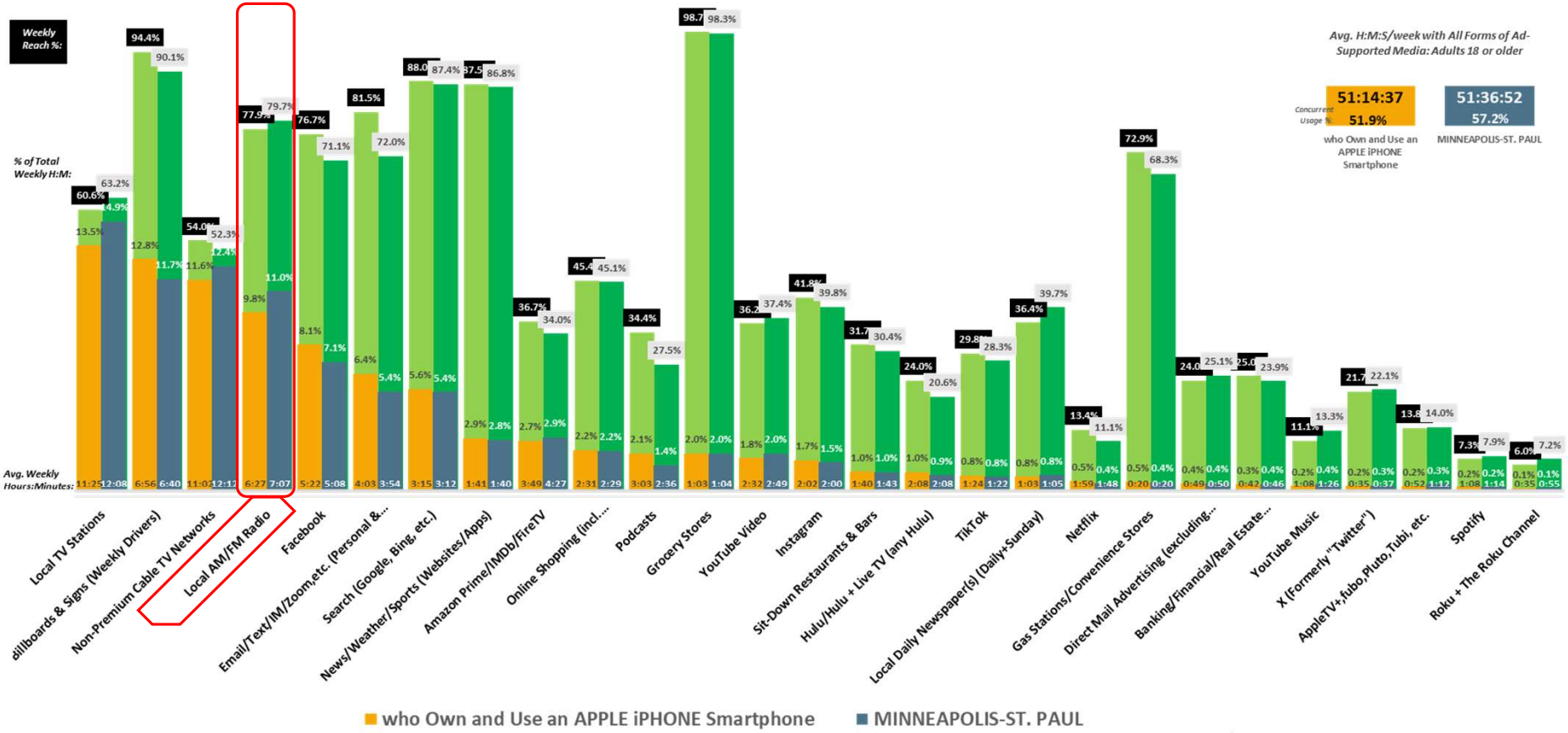
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 3 hours, 14 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

77.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 6 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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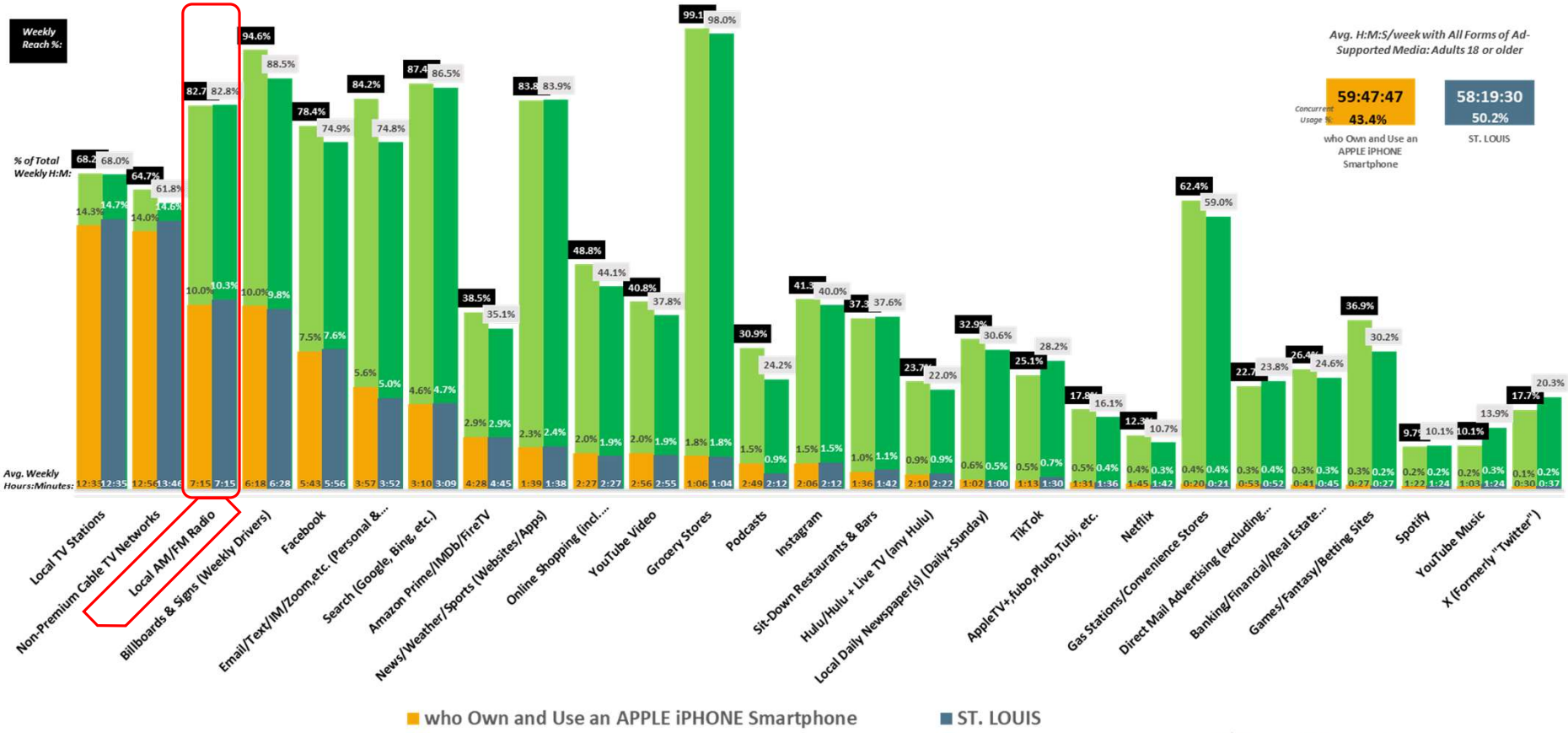
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 11 hours, 47 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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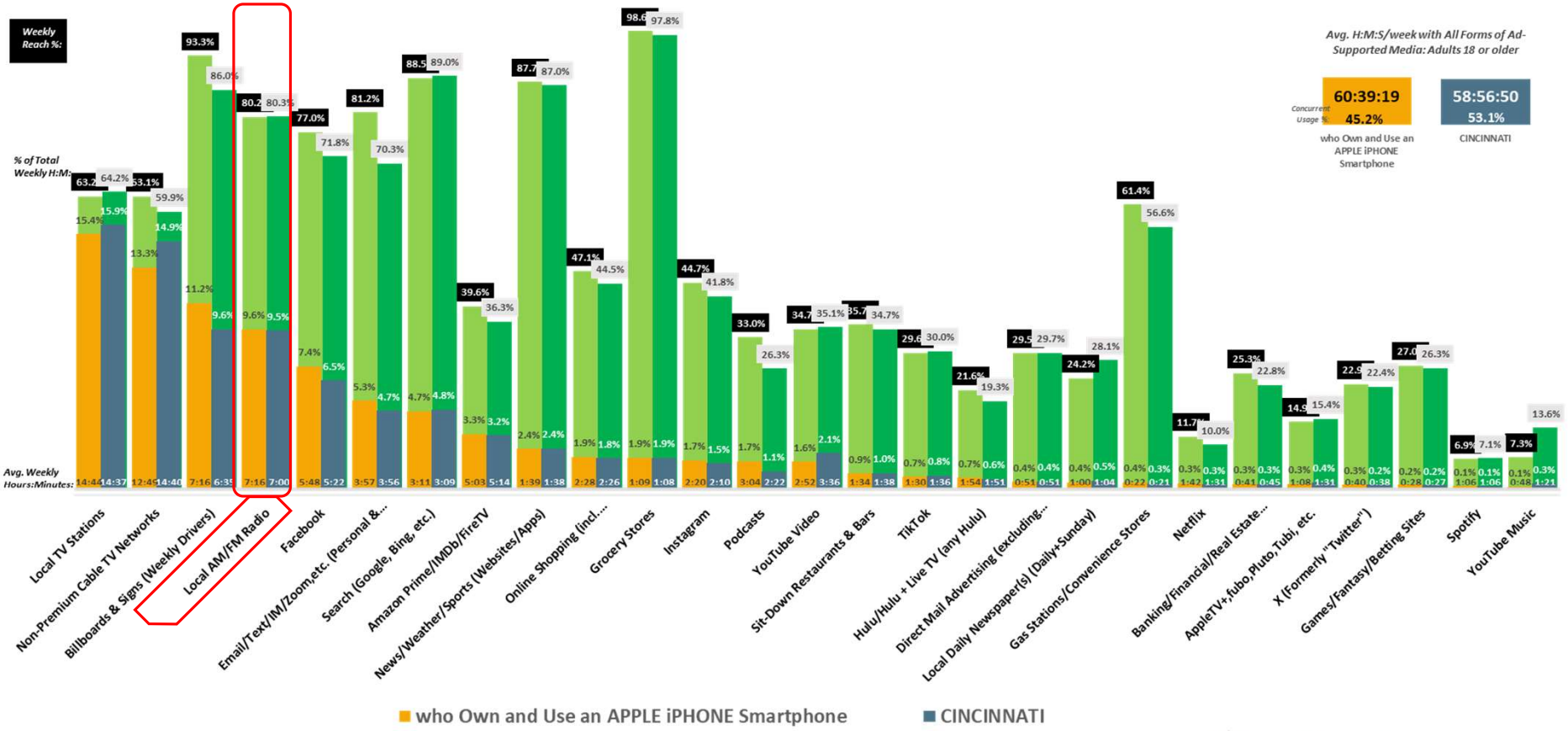
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 12 hours, 39 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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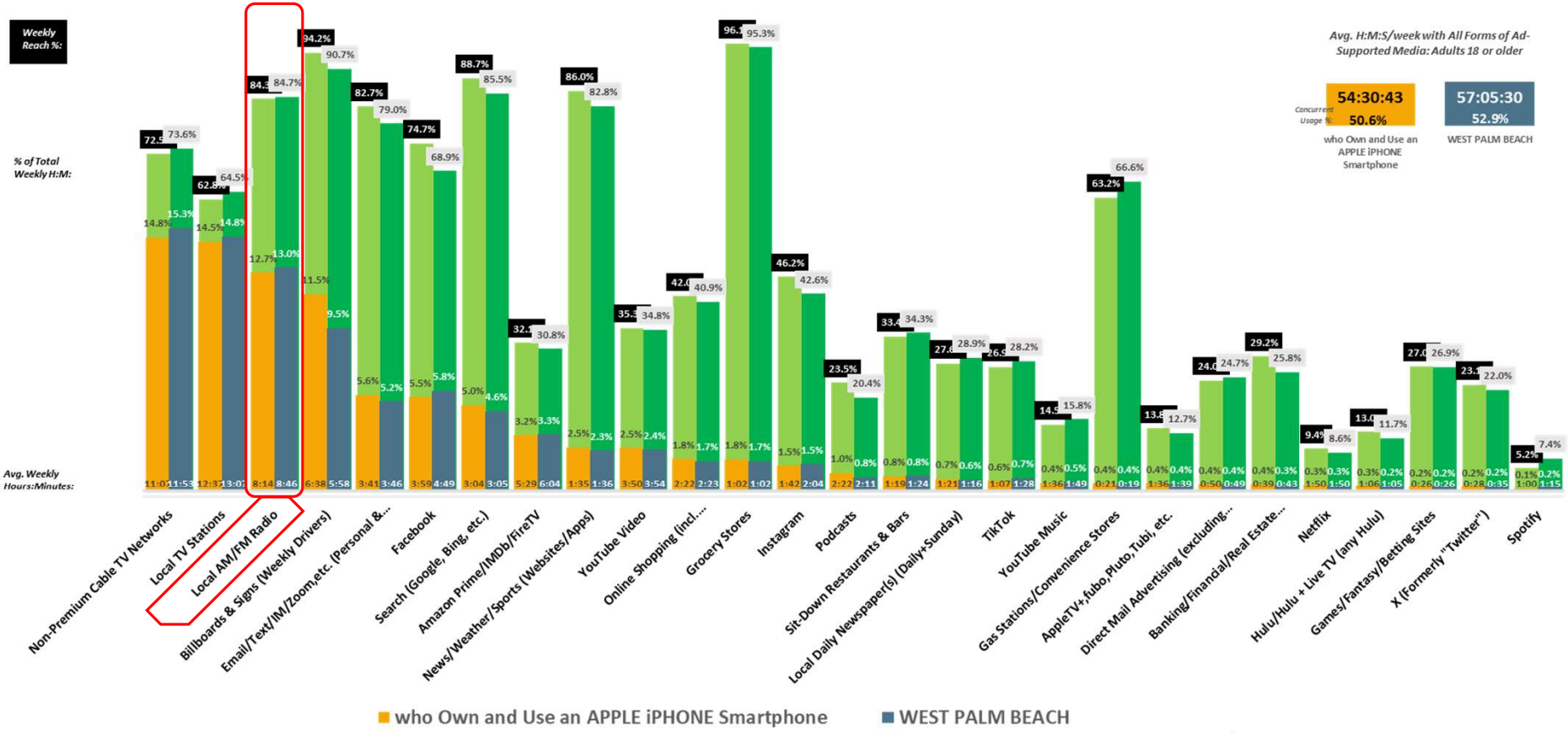
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 6 hours, 30 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

84.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 8 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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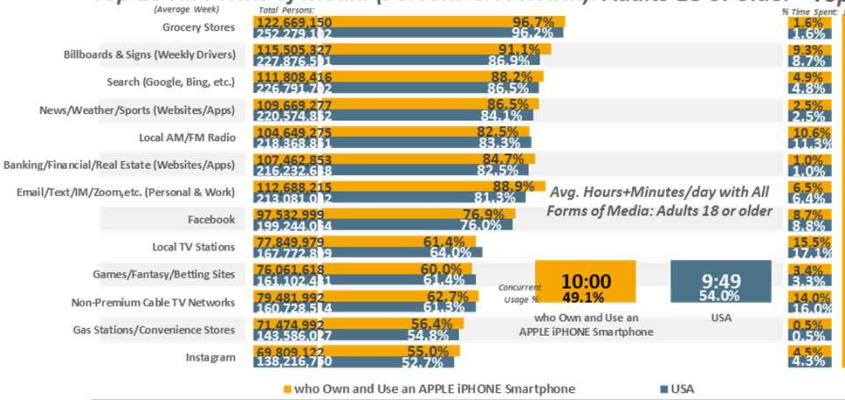
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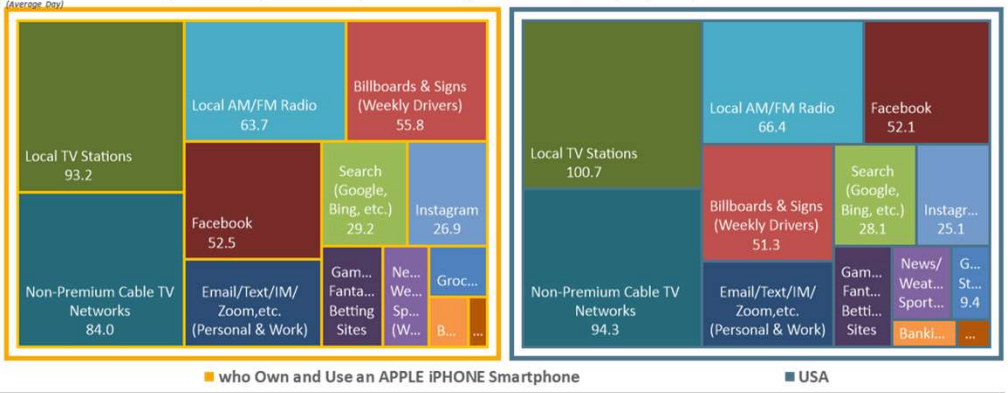


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

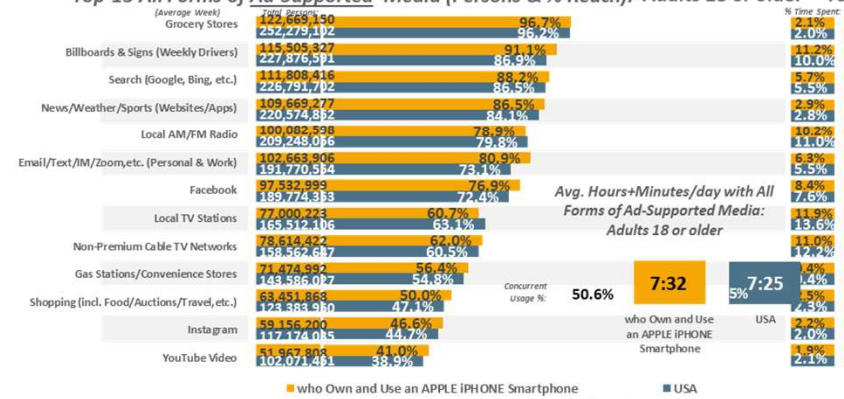
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



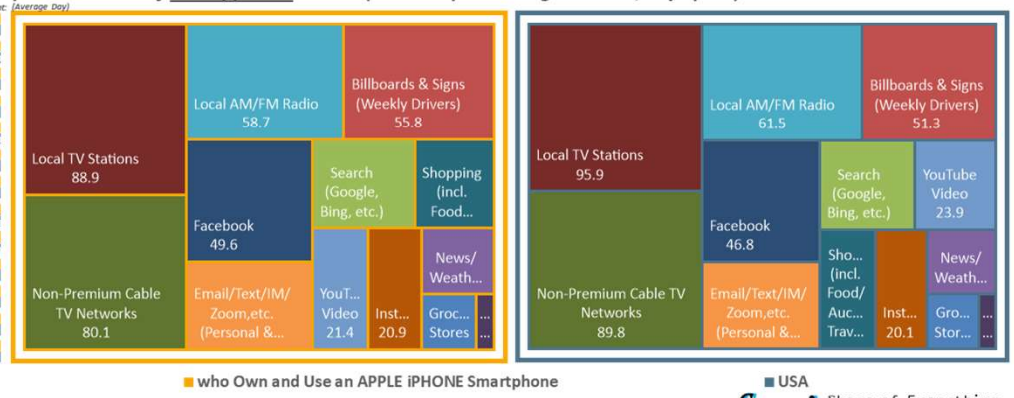
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

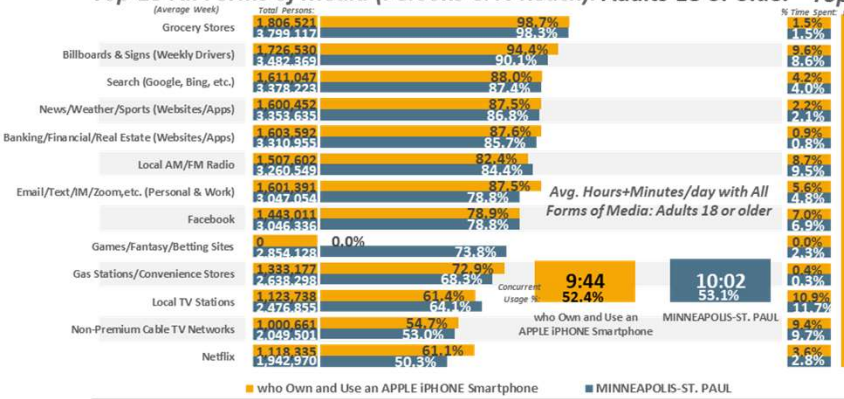
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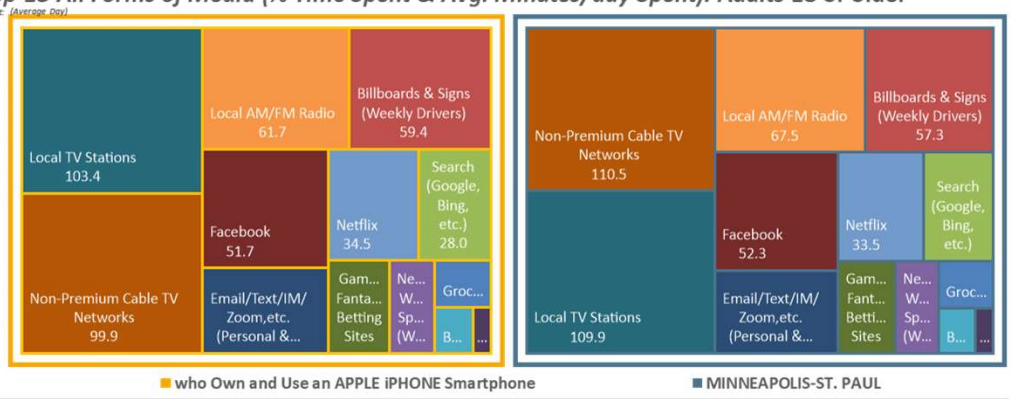


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

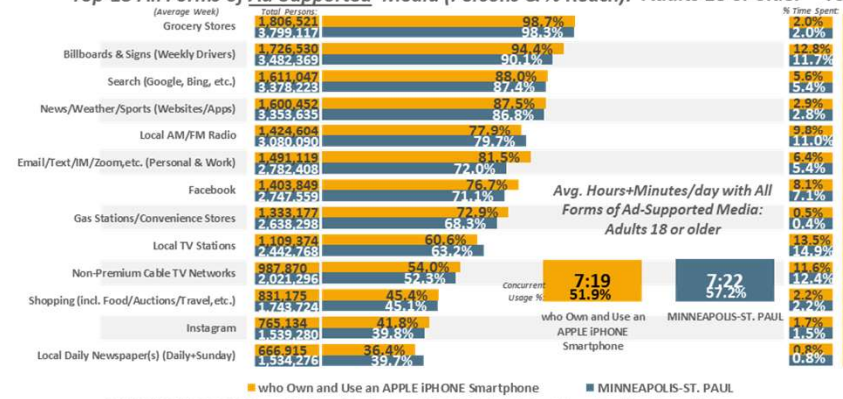
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



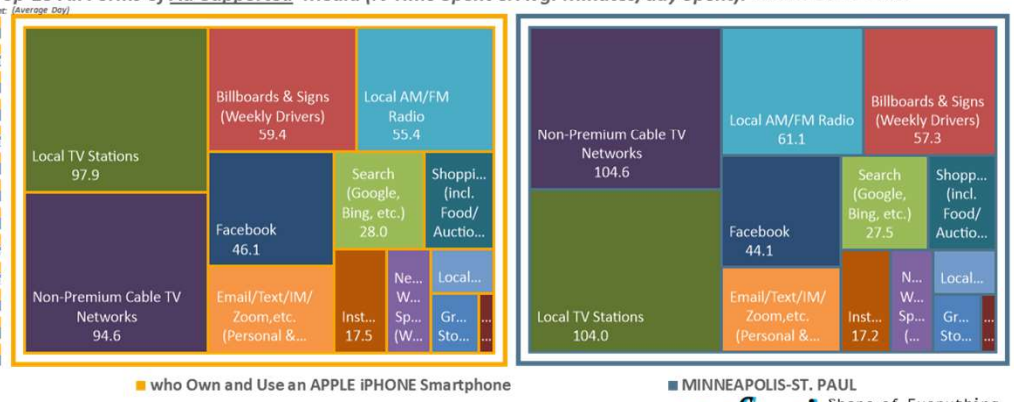
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of 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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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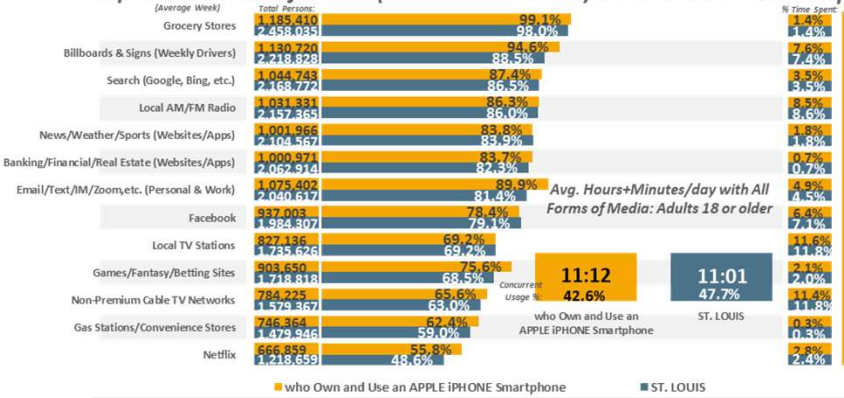
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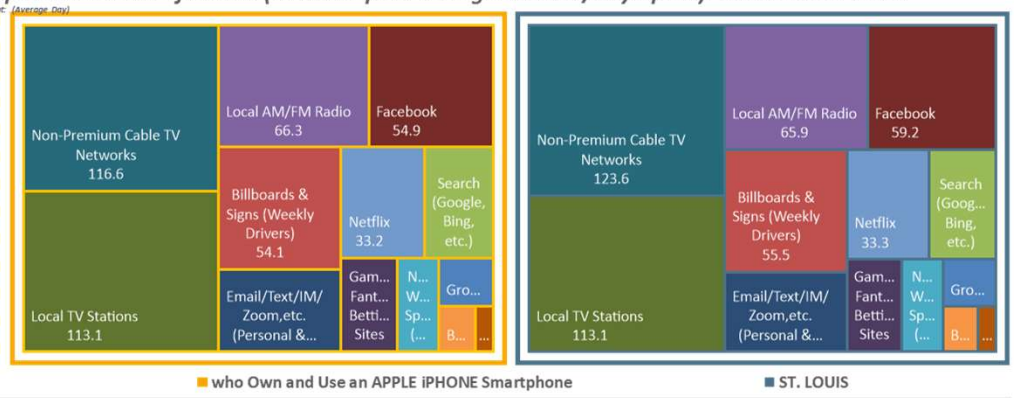


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

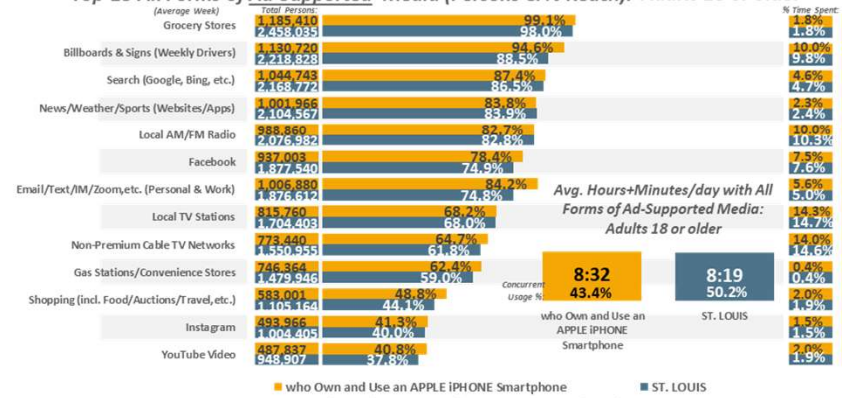
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



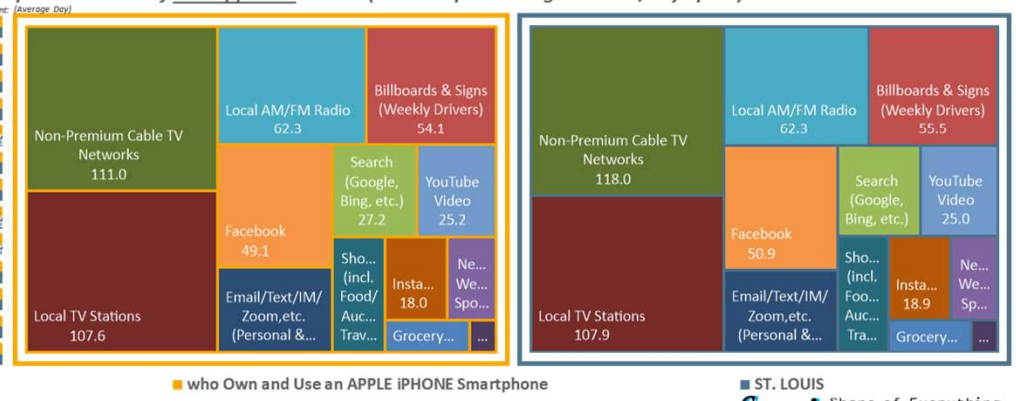
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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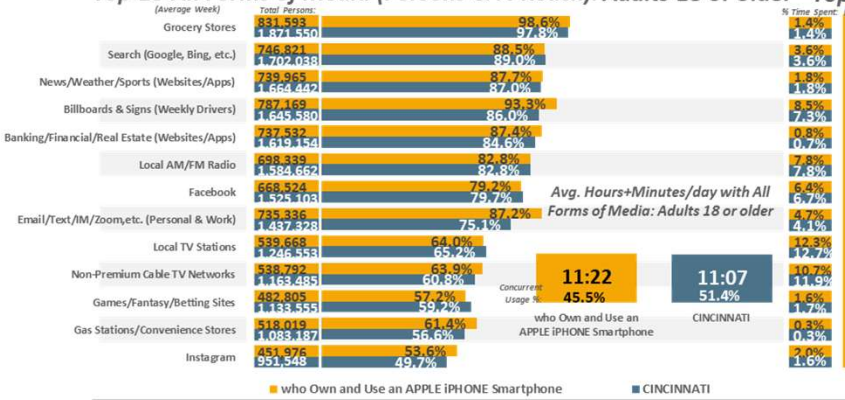
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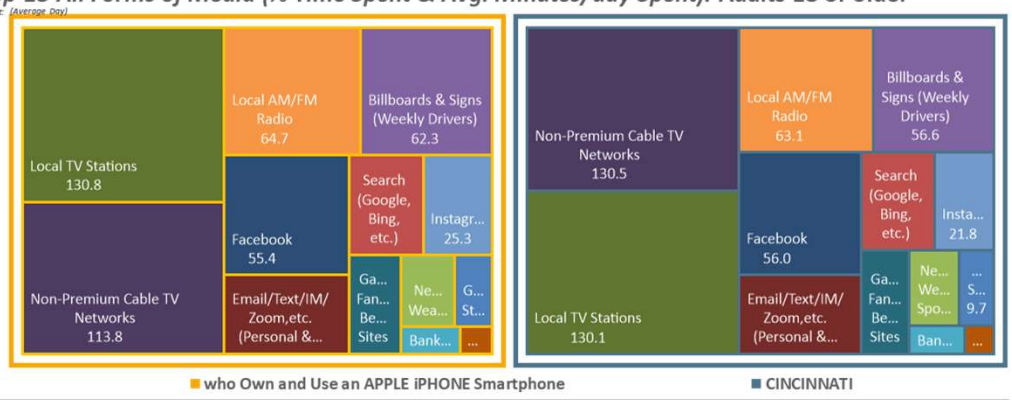


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

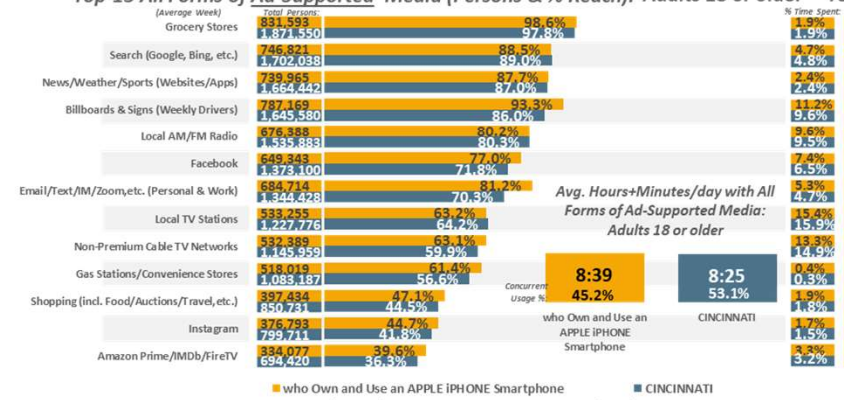
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



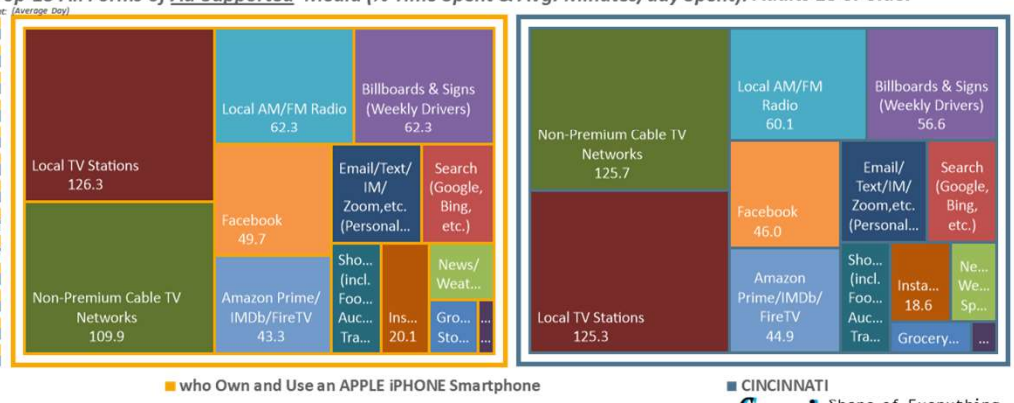
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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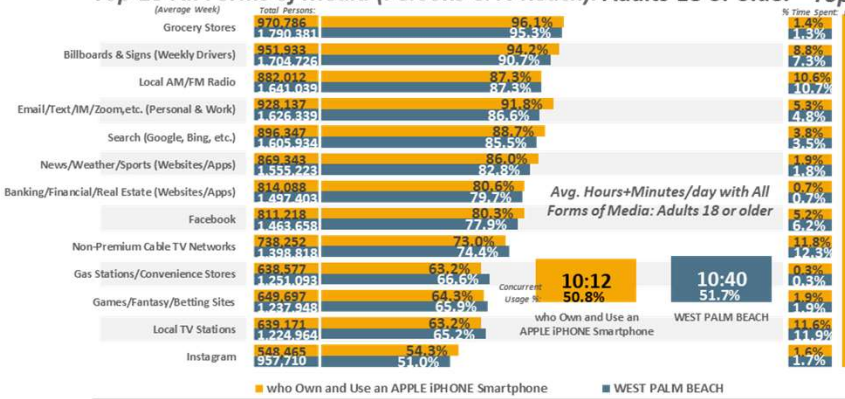
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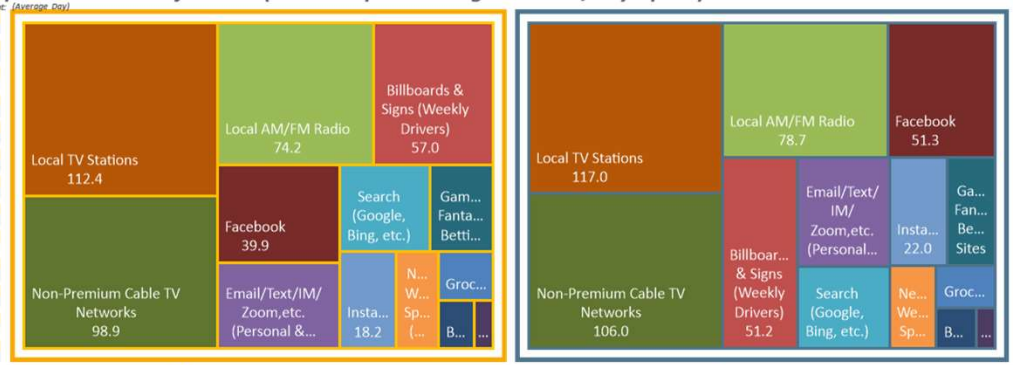


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 70.6 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

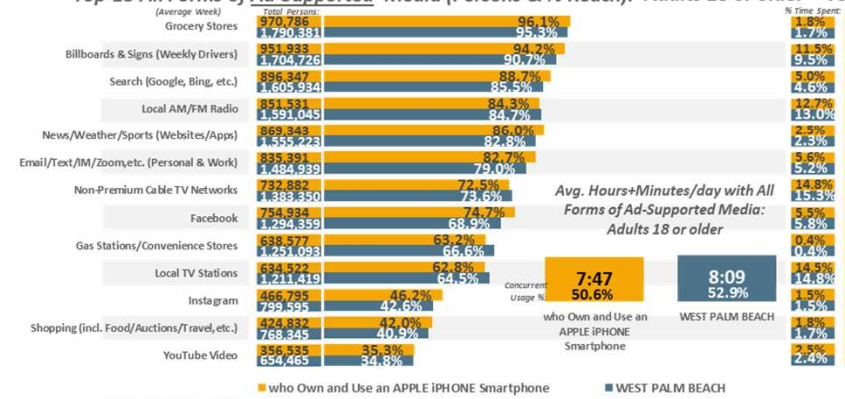
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



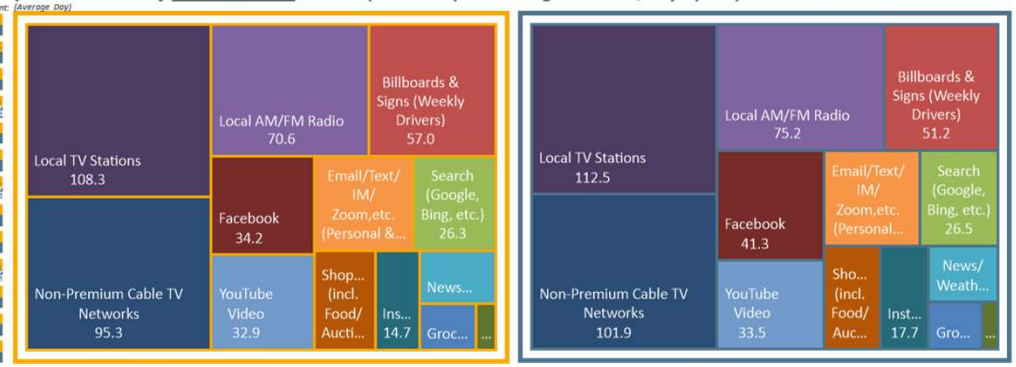
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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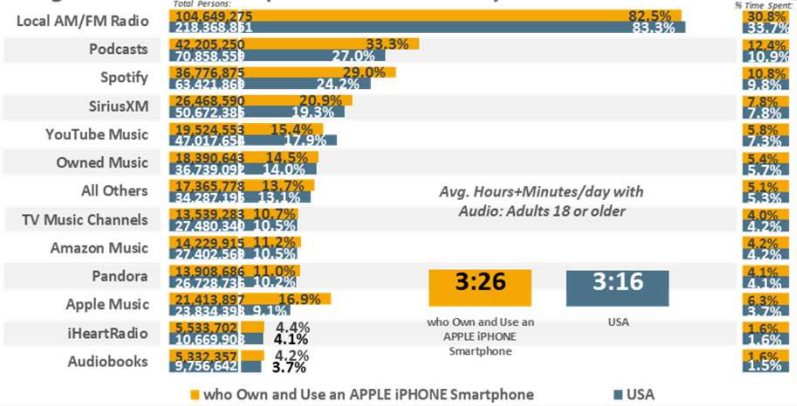
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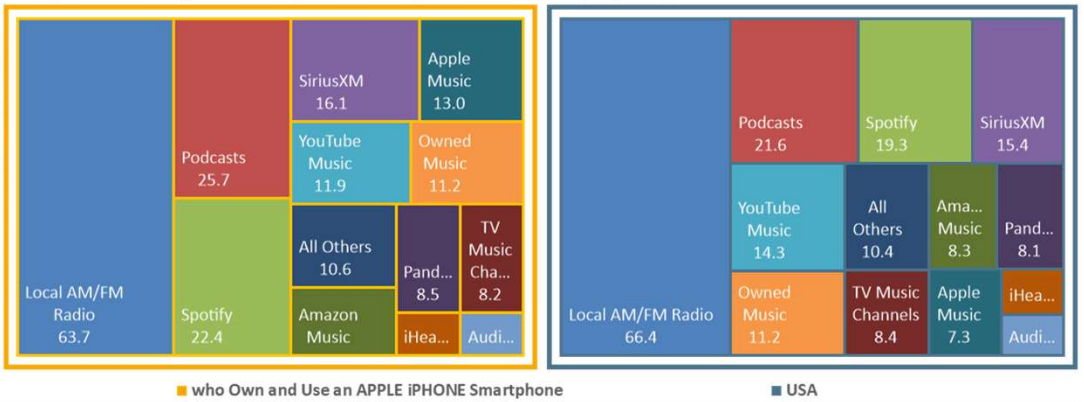


100,082,598 or 78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

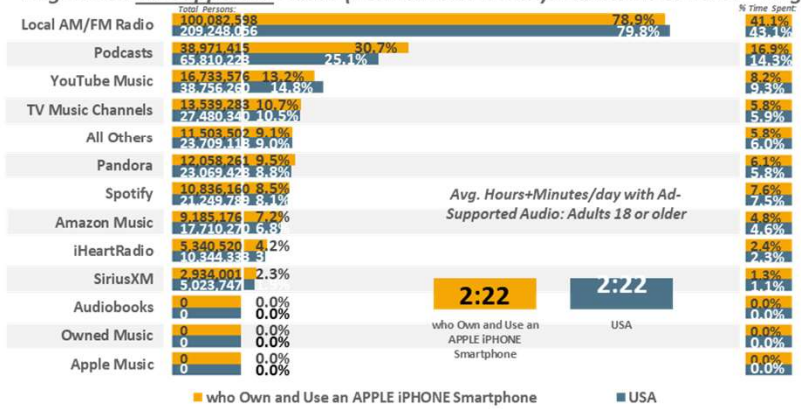
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

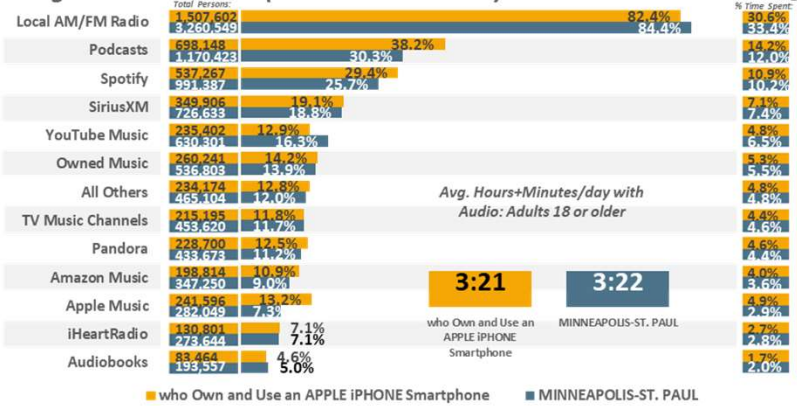
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

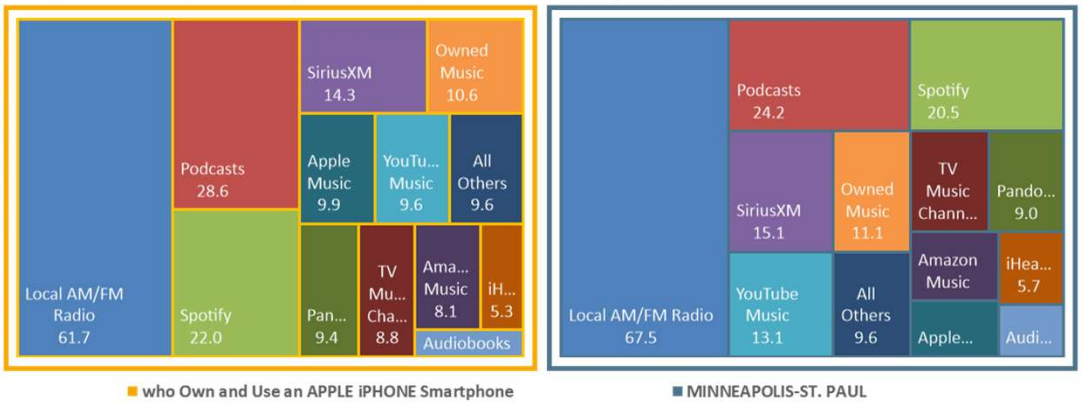


1,424,604 or 77.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

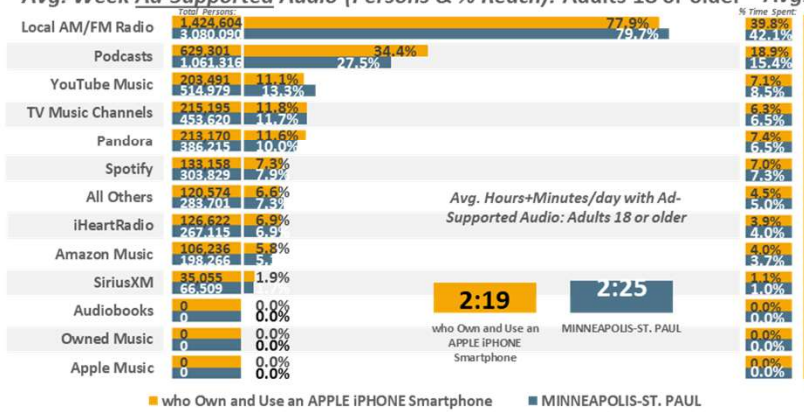
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



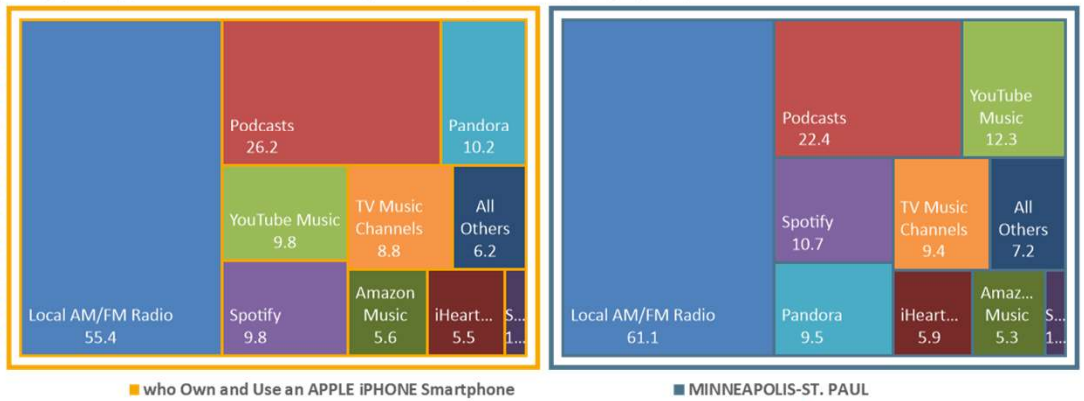
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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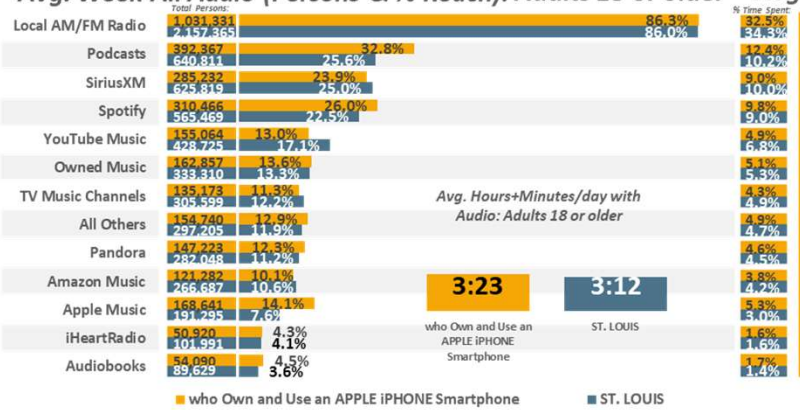
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

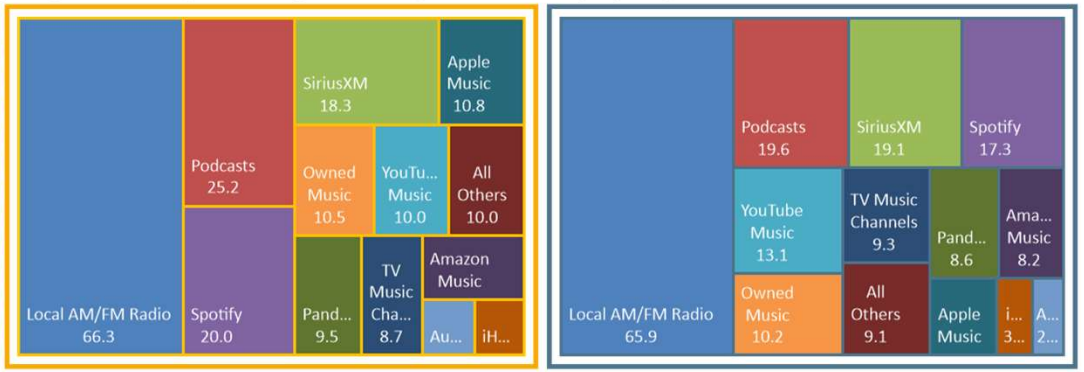


988,860 or 82.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

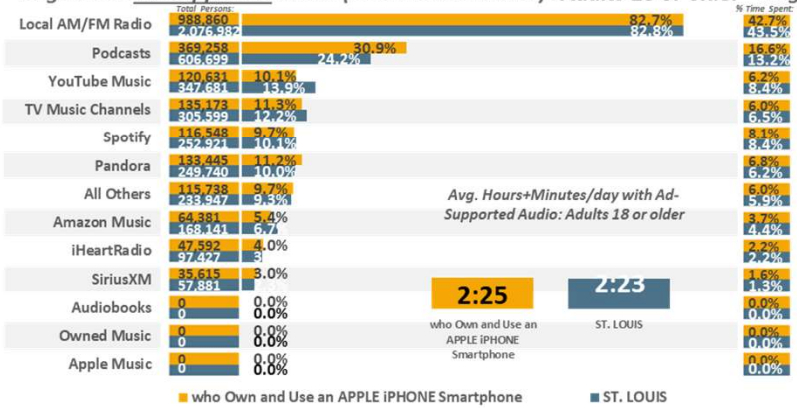
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



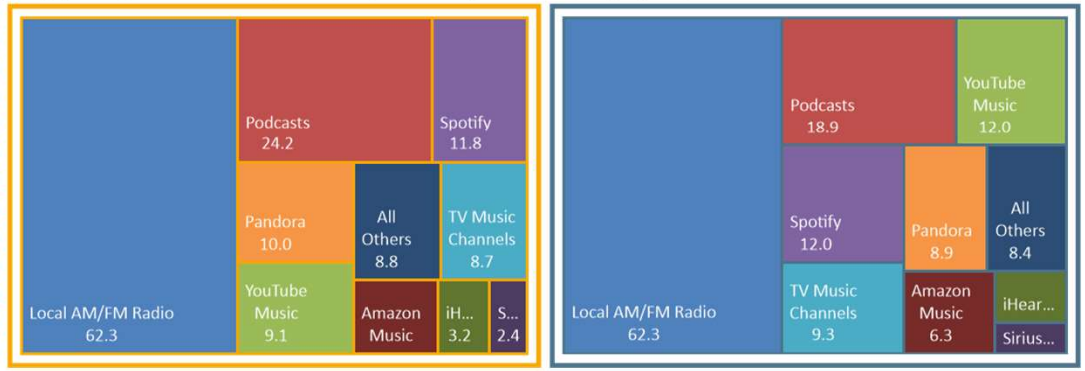
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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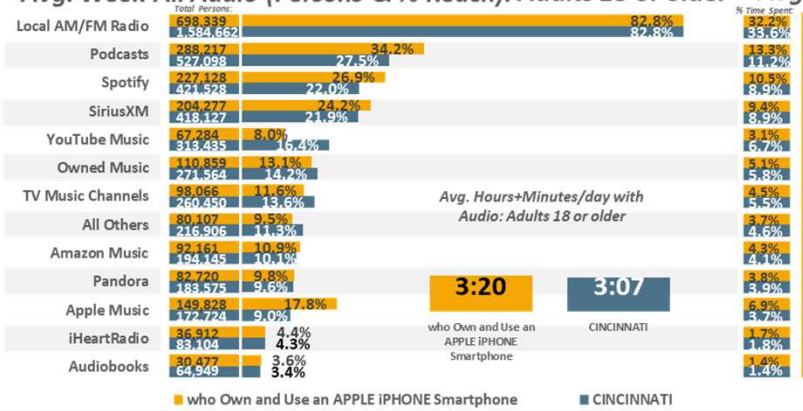
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

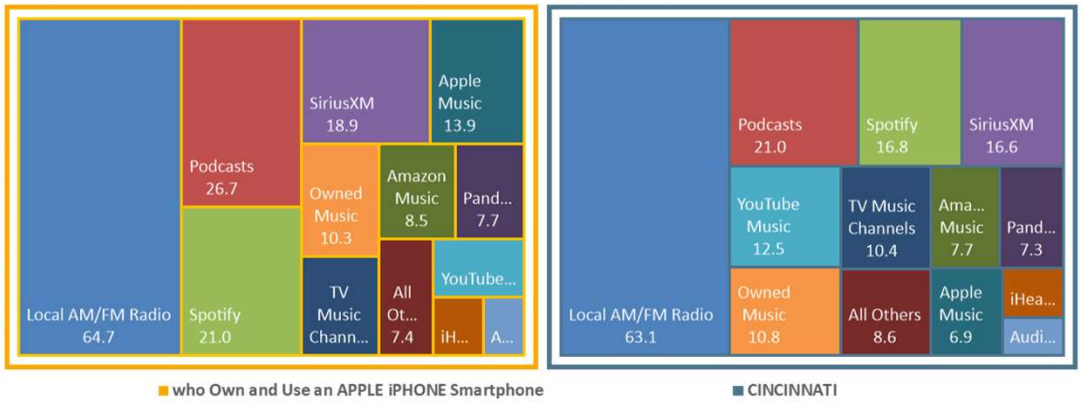


676,388 or 80.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

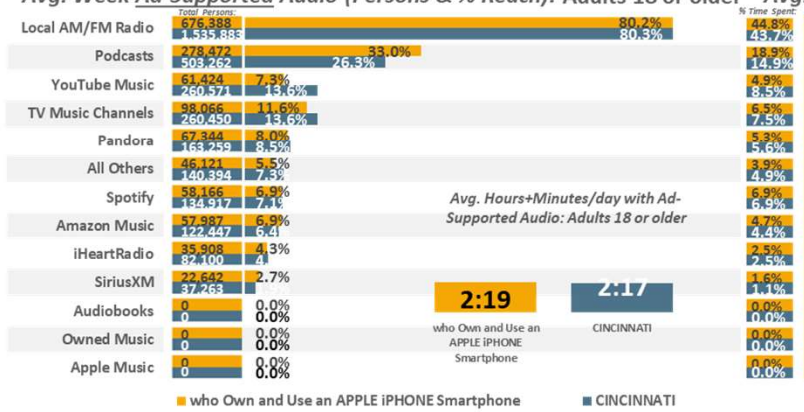
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



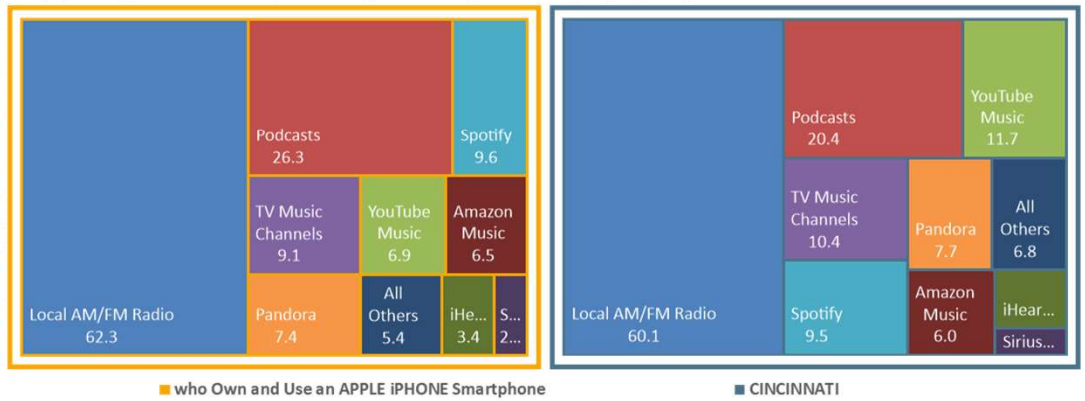
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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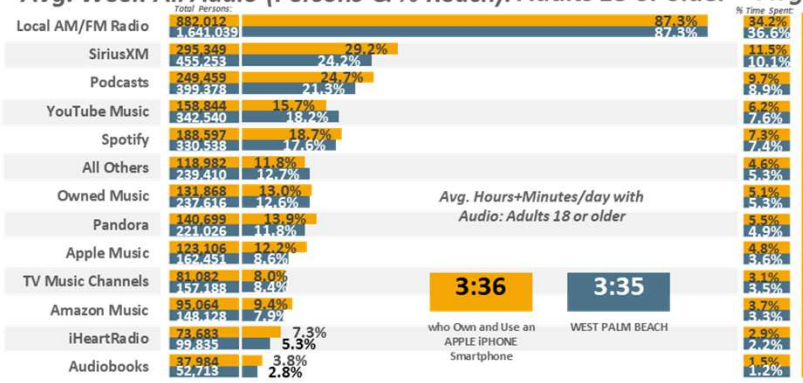
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

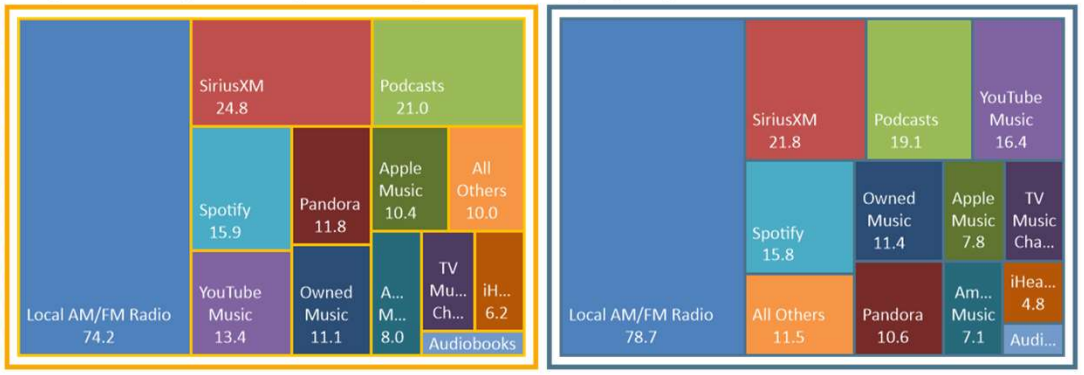


851,531 or 84.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 70.6 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

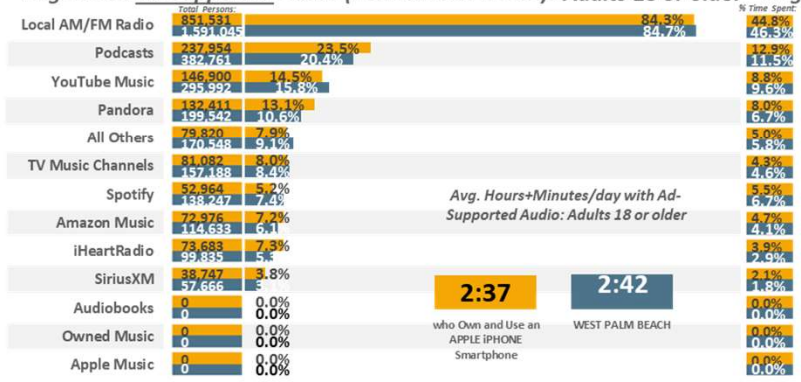
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



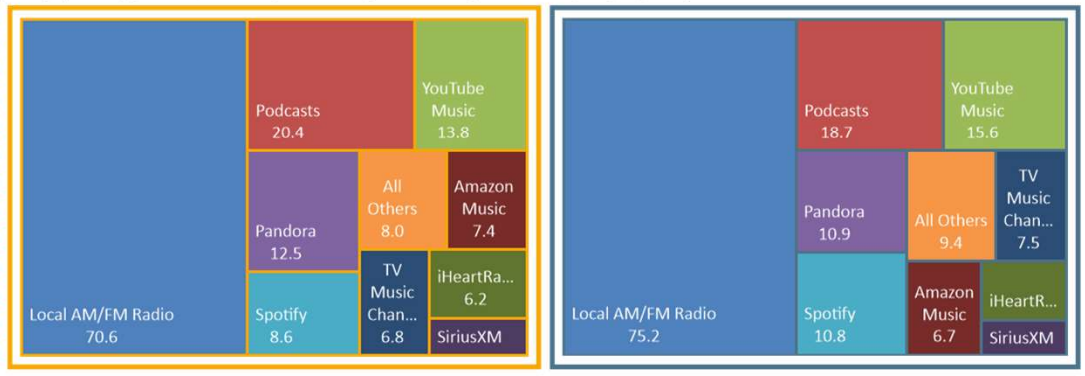
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

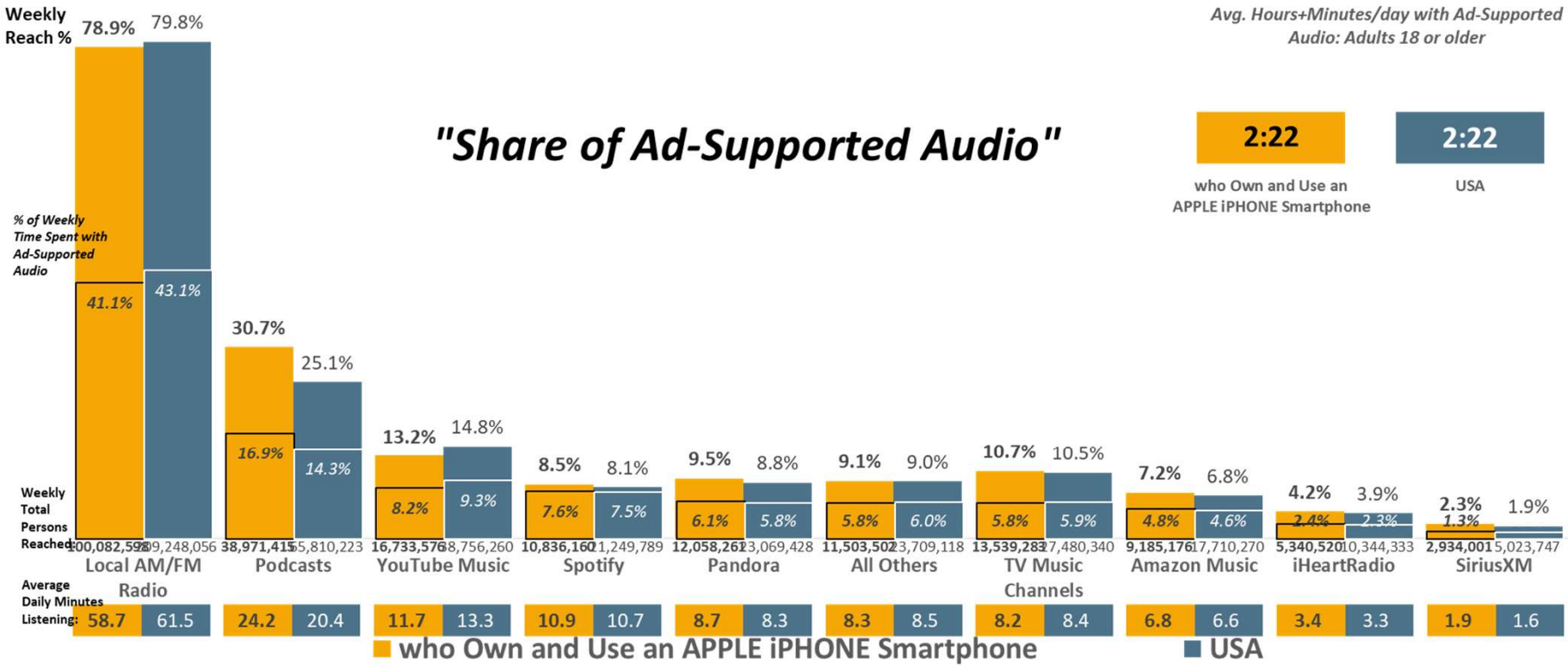
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100,082,598 or 78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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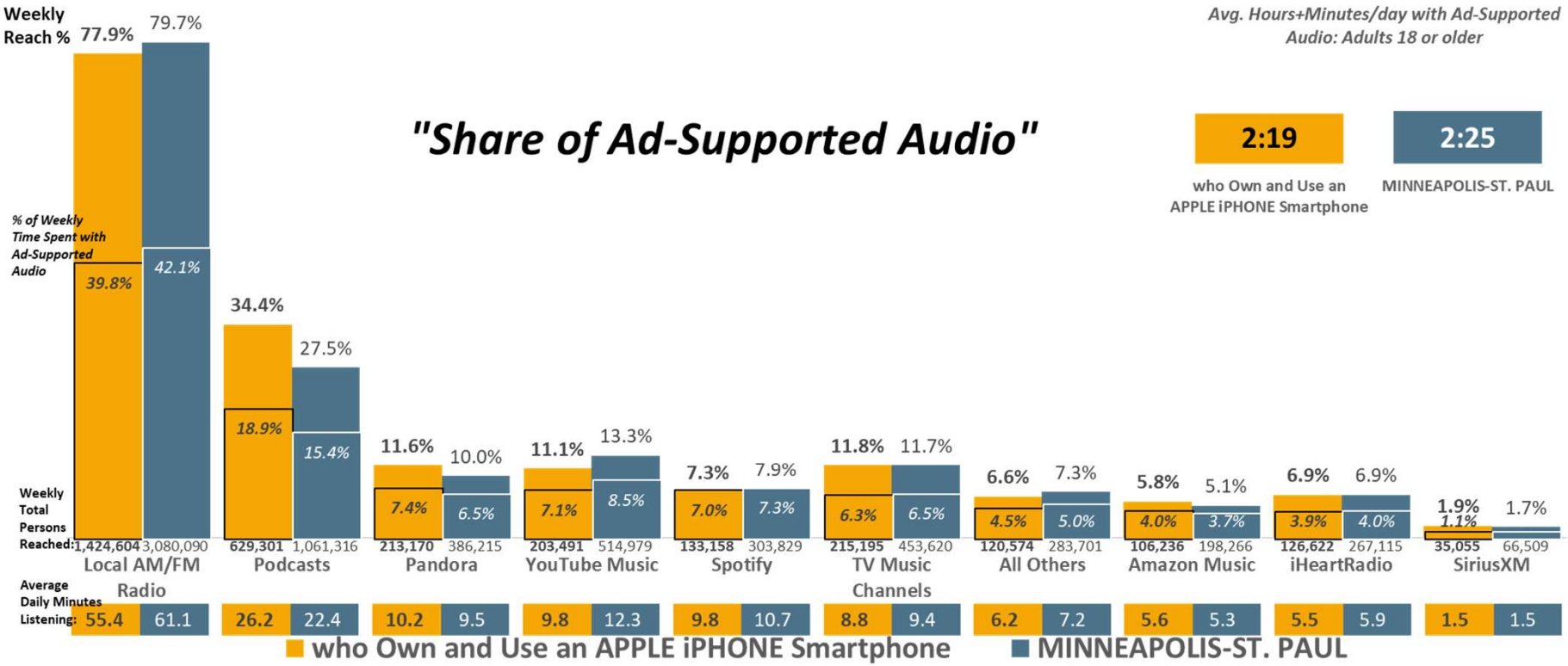
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,424,604 or 77.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

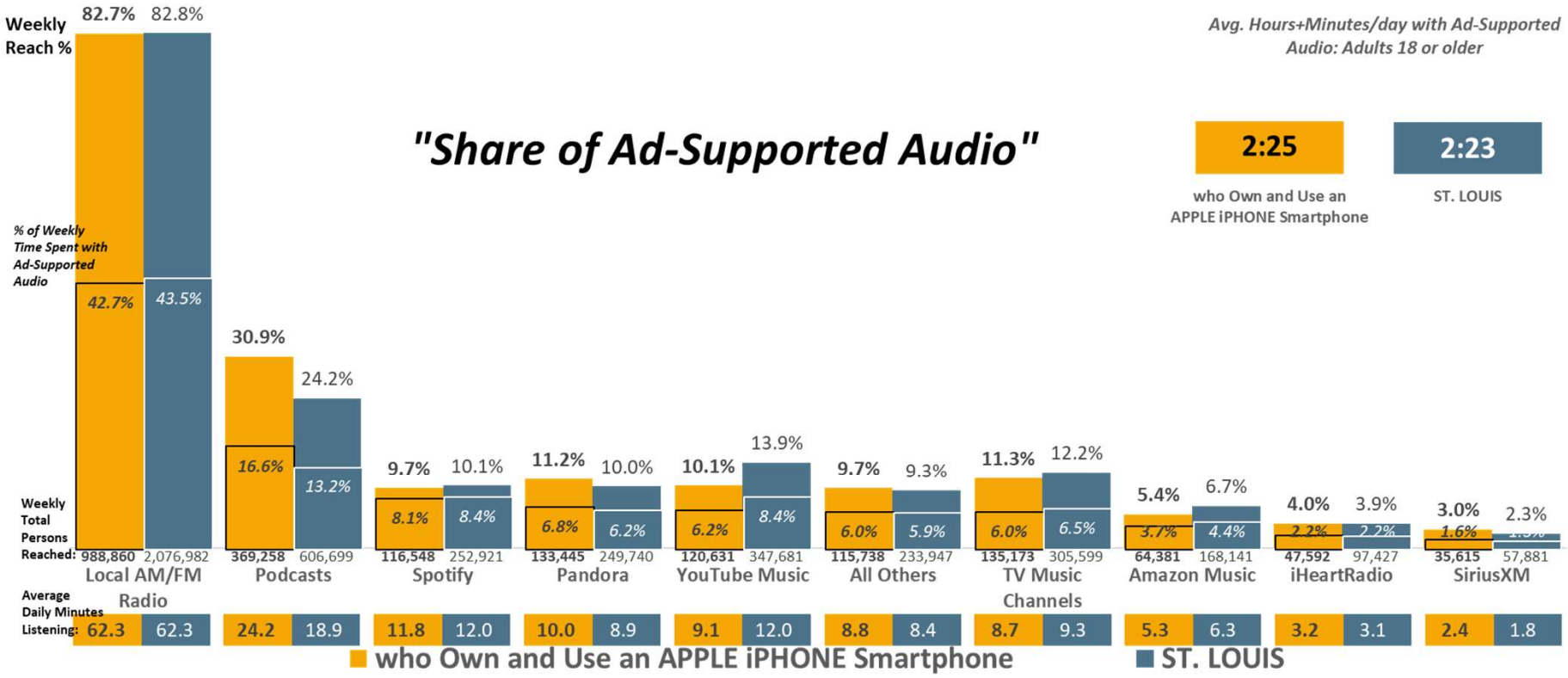
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988,860 or 82.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

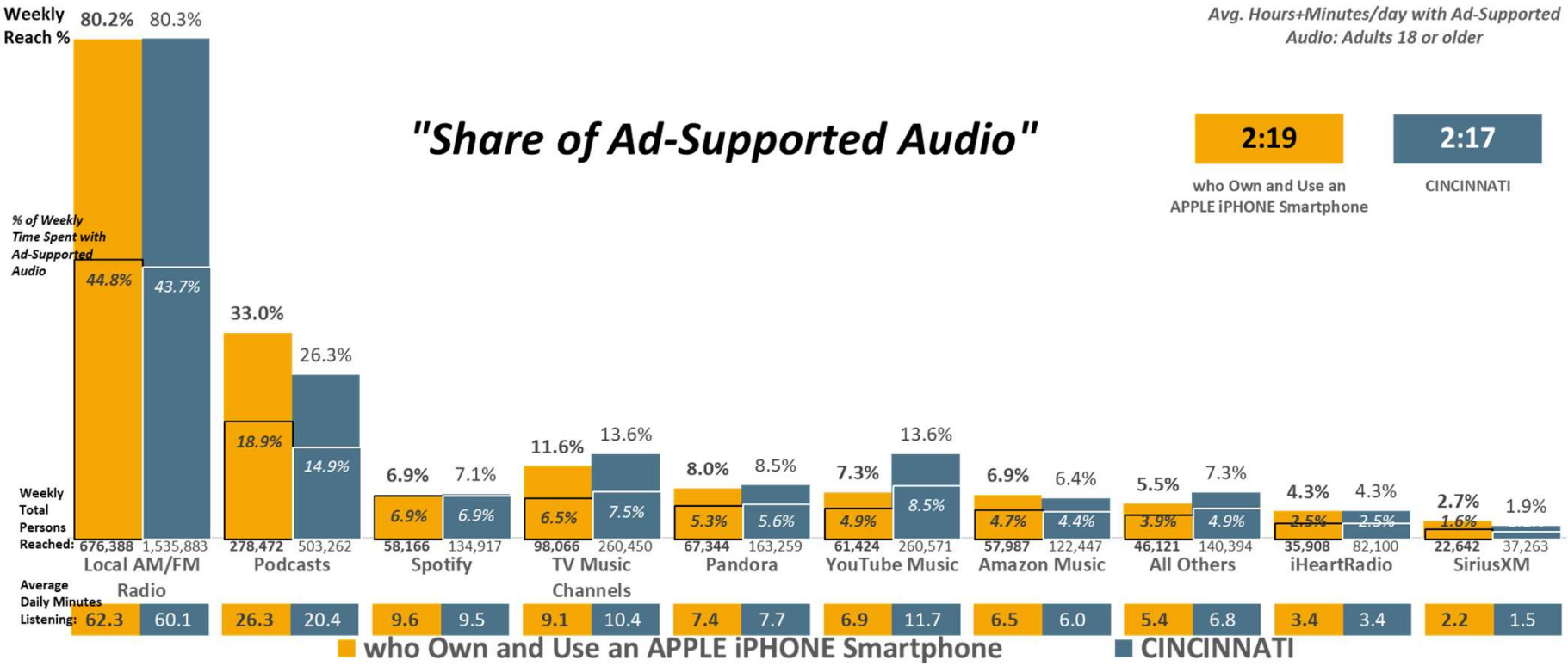
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



676,388 or 80.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

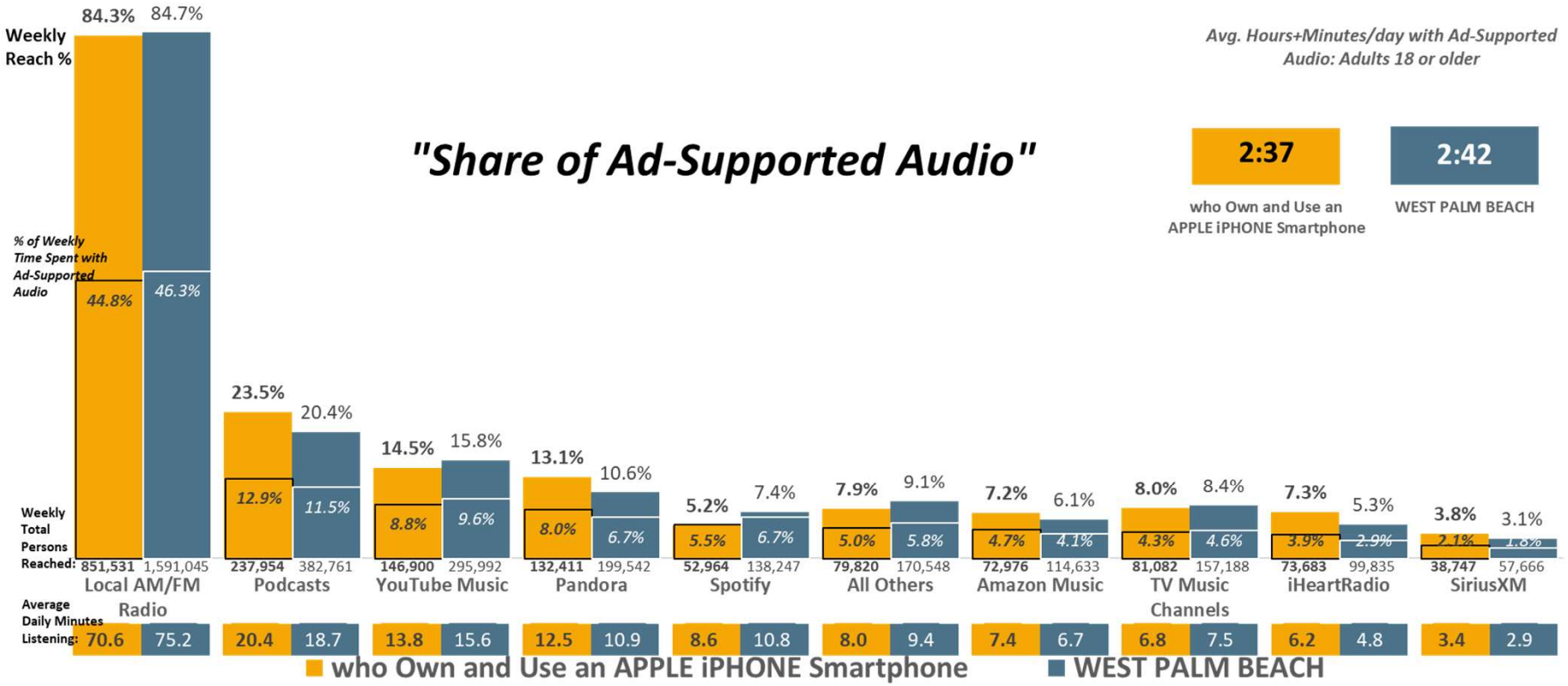
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



851,531 or 84.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 70.6 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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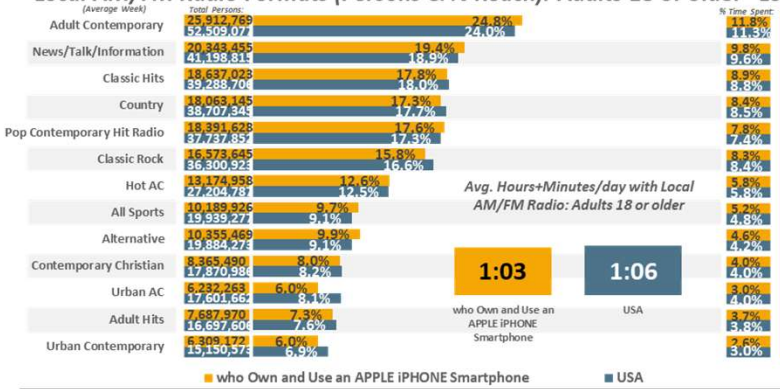
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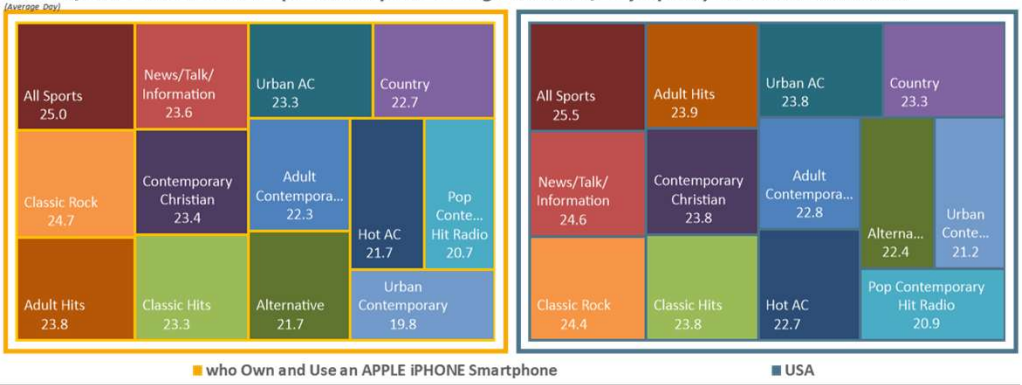


100,082,598 or 78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

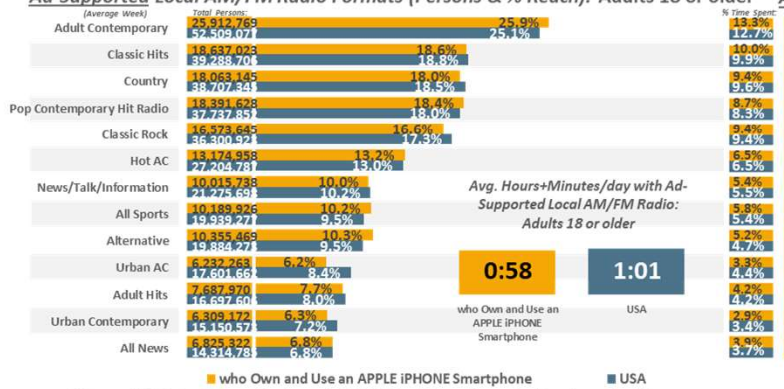
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



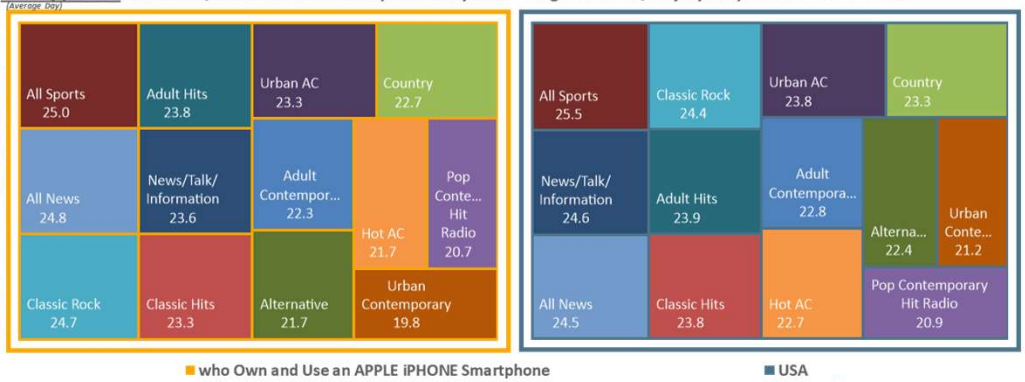
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

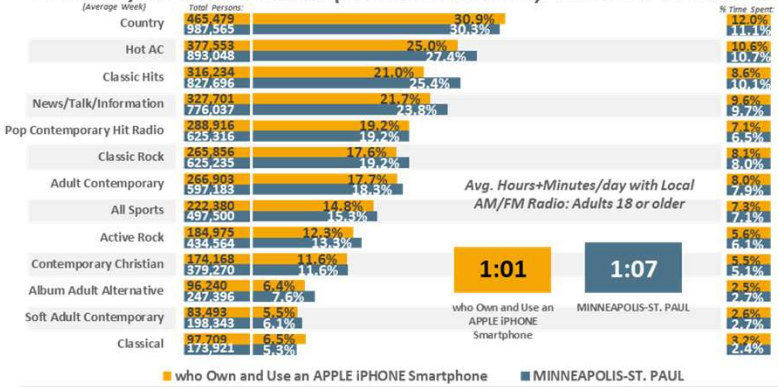
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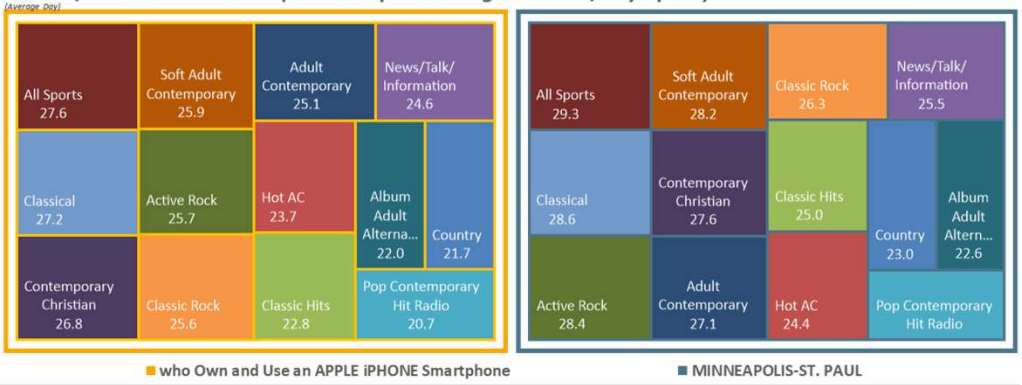


1,424,604 or 77.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

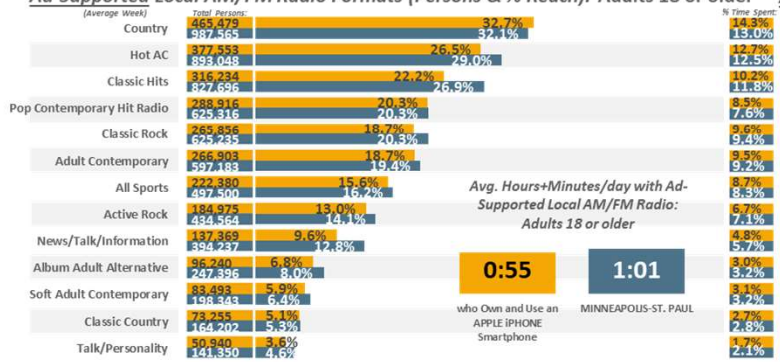
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



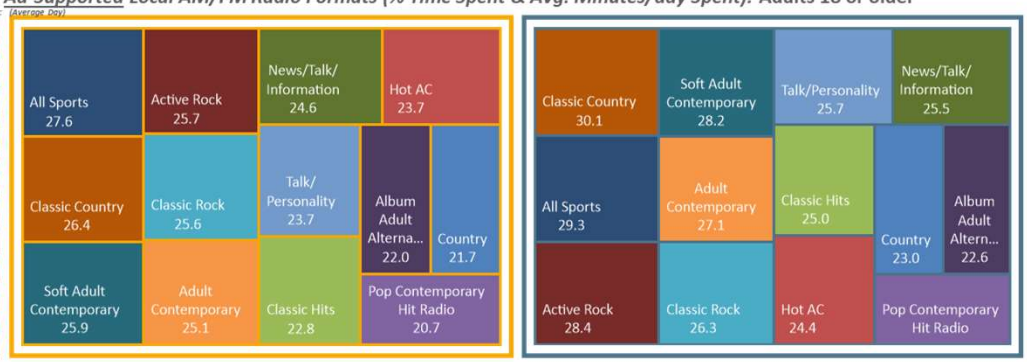
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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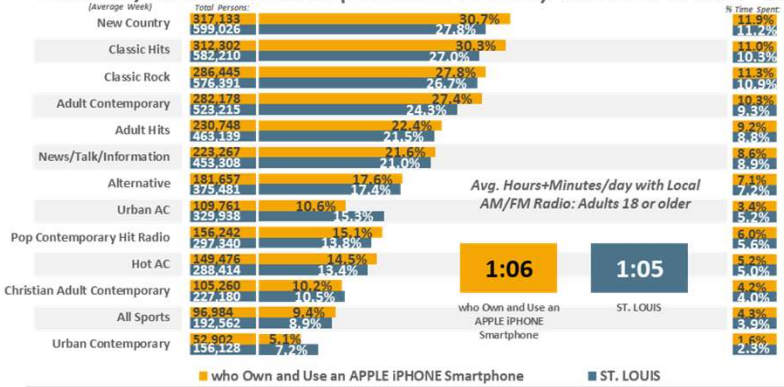
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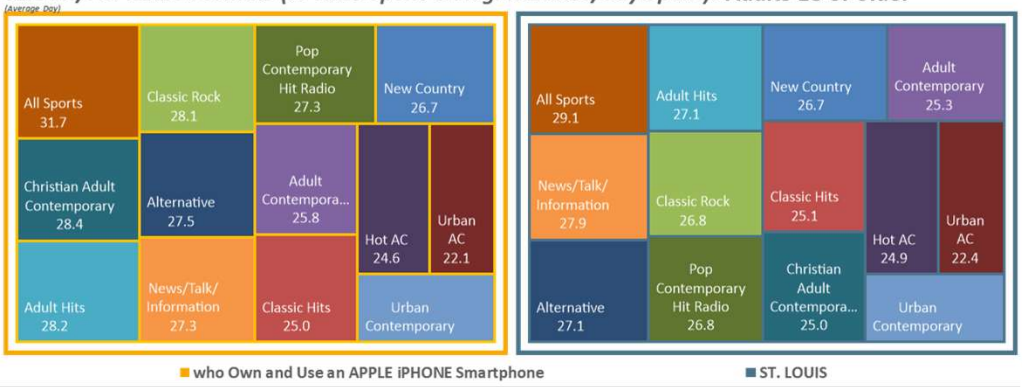


988,860 or 82.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Contemporary, and Adult Hits.

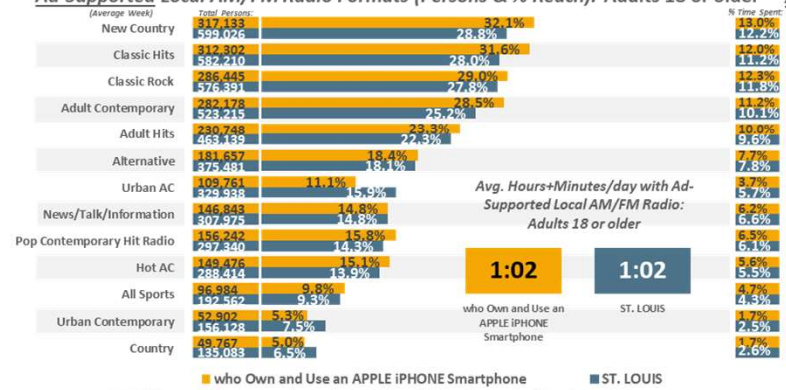
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



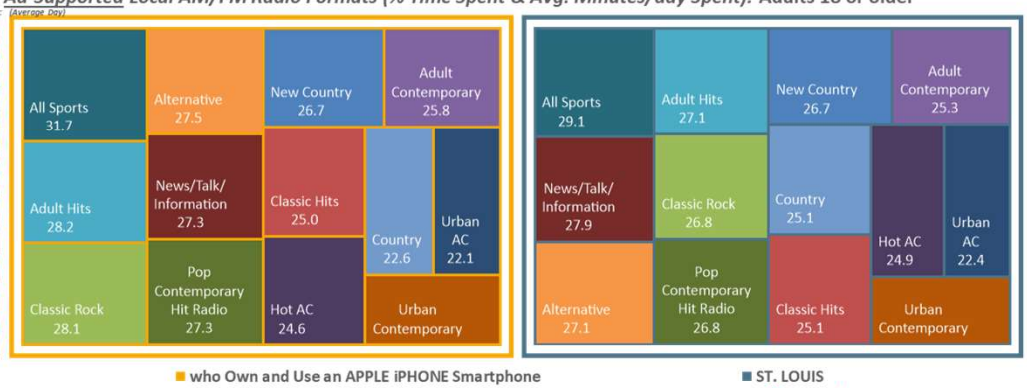
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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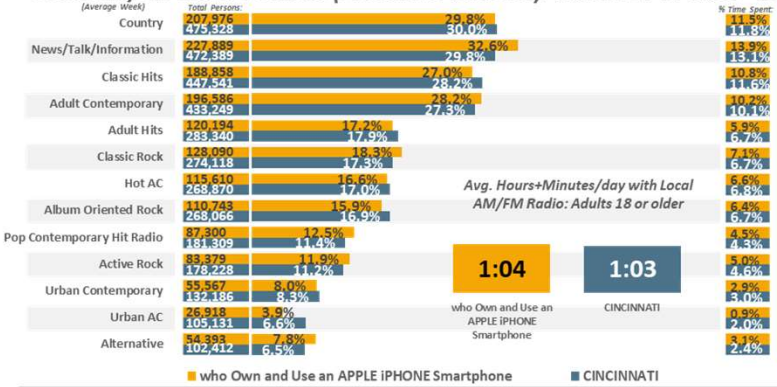
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

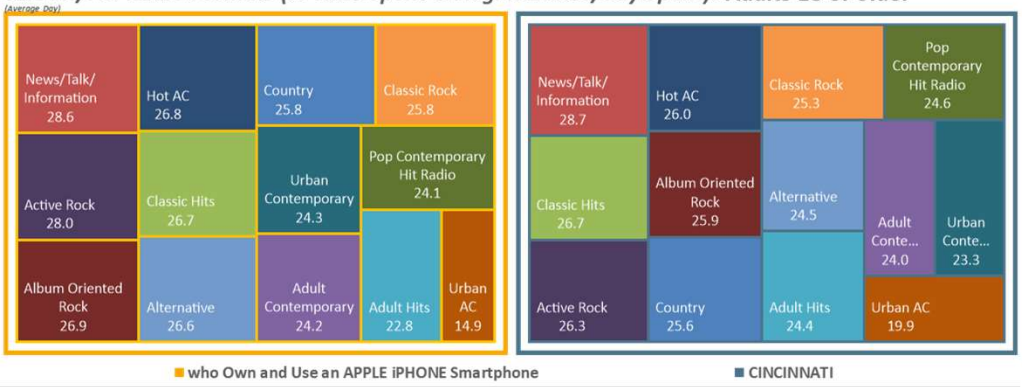


676,388 or 80.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, News/Talk/Information, Classic Hits, and Classic Rock.

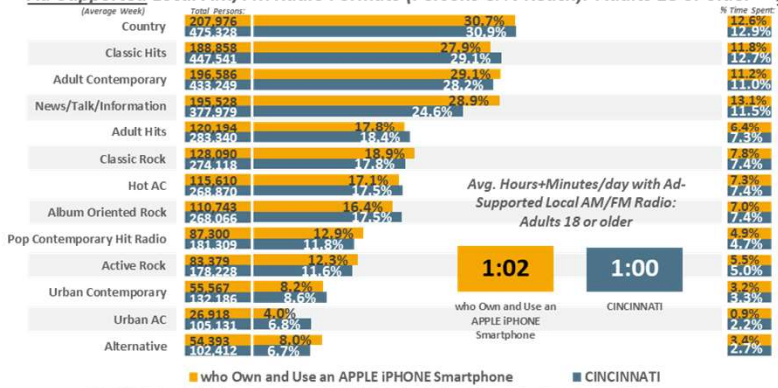
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



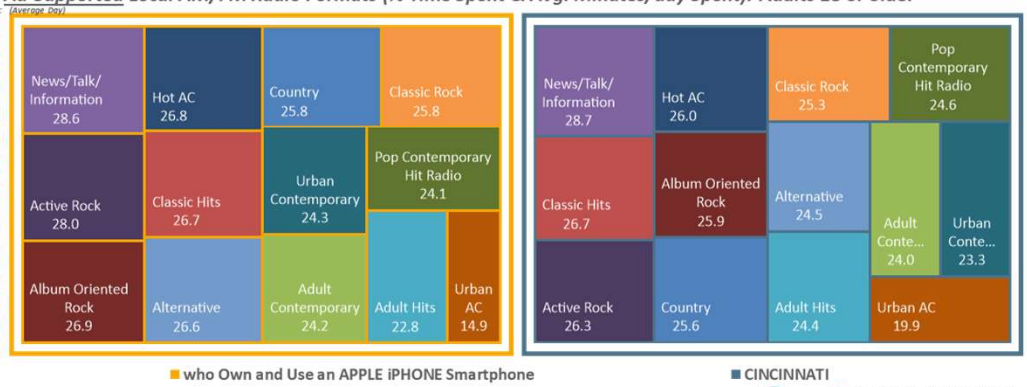
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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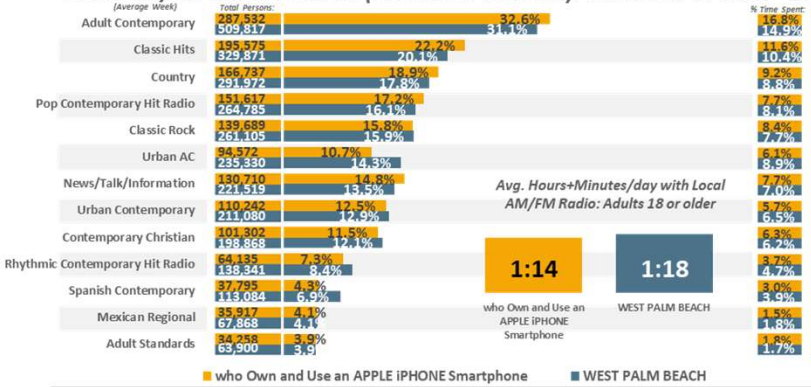
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

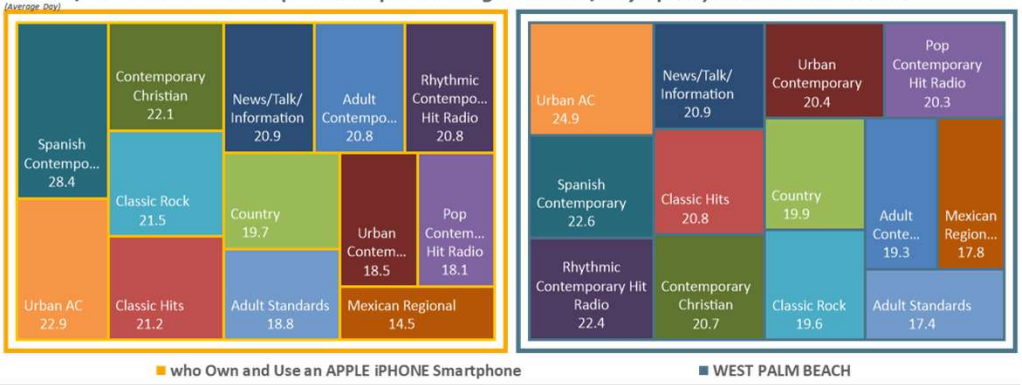


851,531 or 84.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

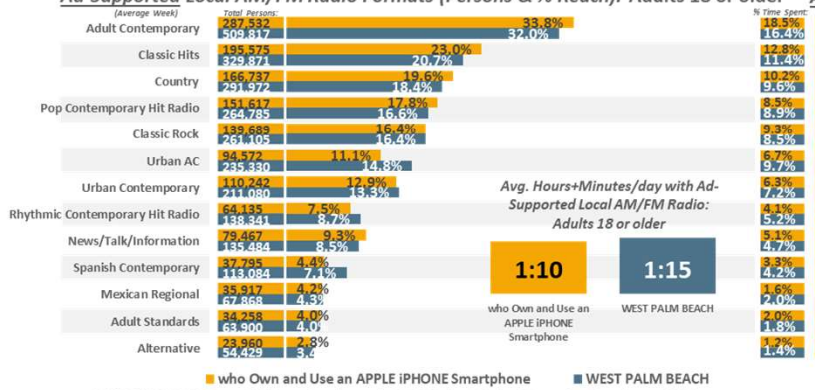
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



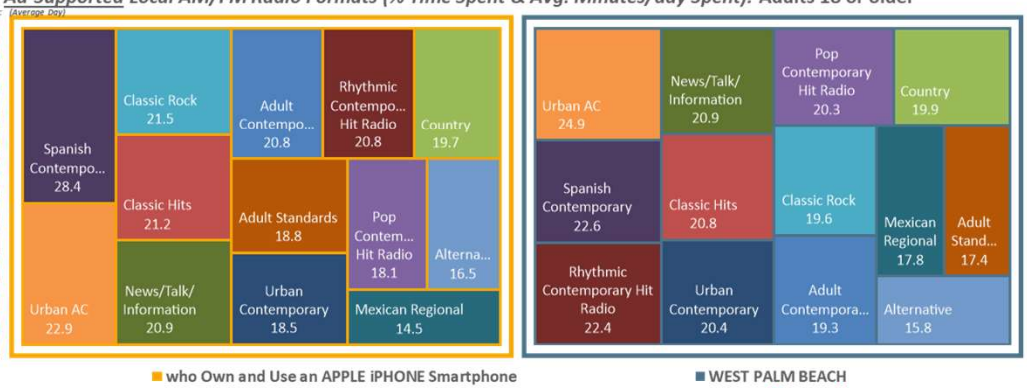
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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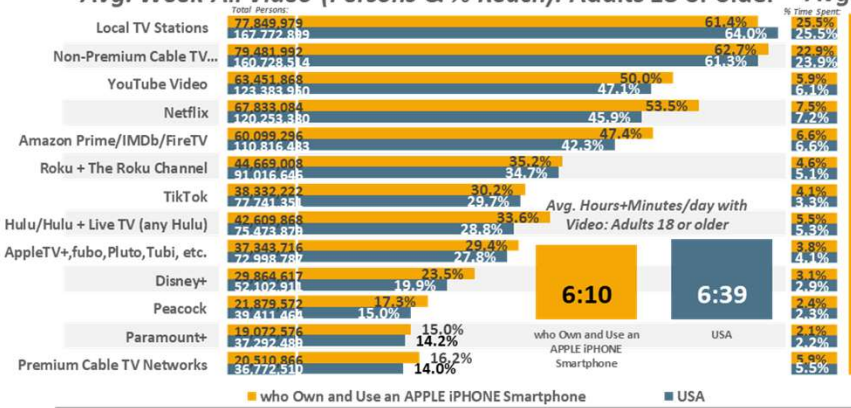
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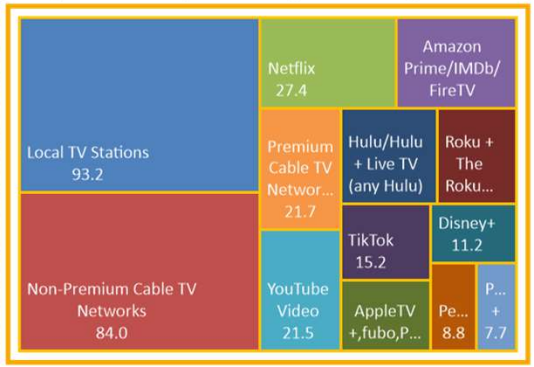
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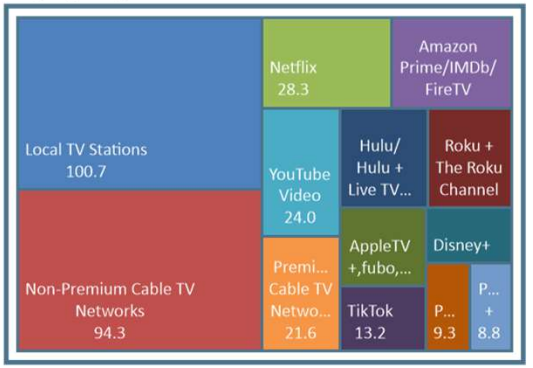


77,000,223 or 60.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 88.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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

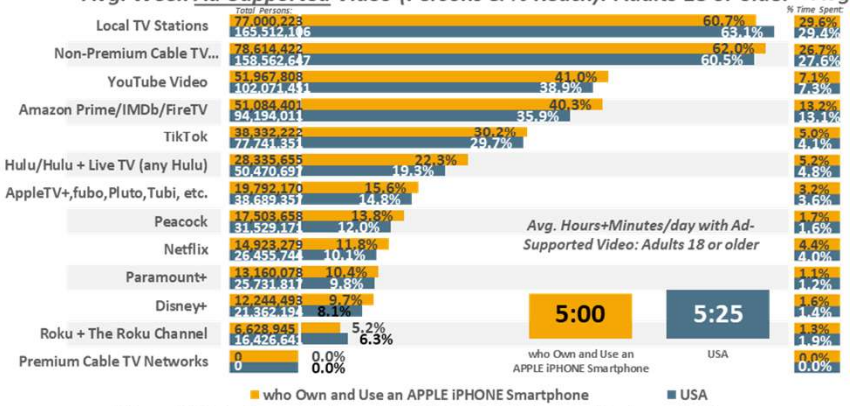


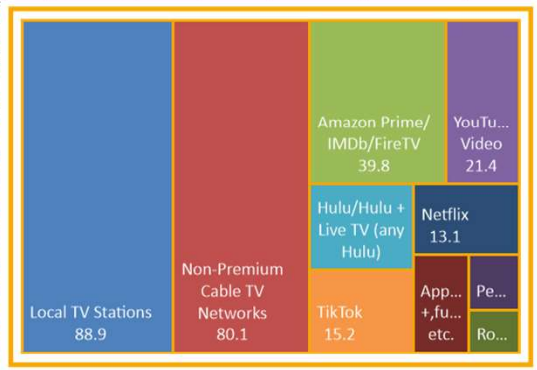


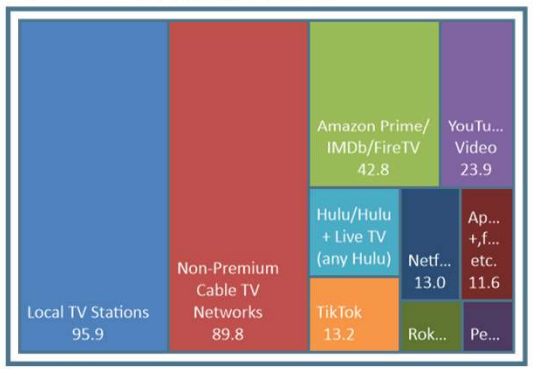


■ who Own and Use an APPLE iPHONE Smartphone ■ USA

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







■ who Own and Use an APPLE iPHONE Smartphone ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

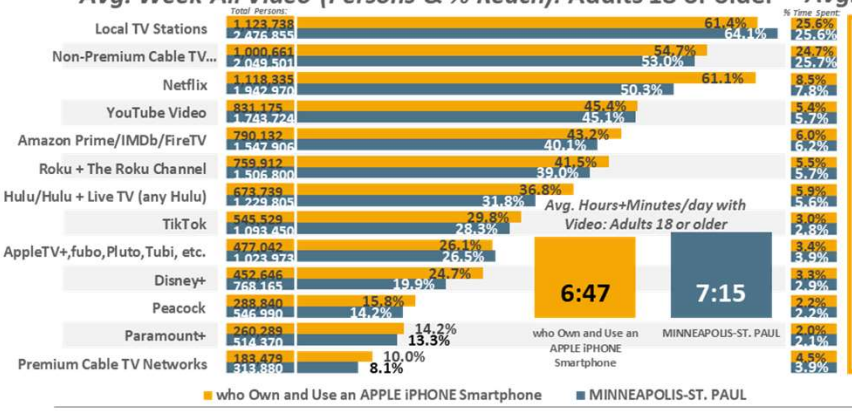
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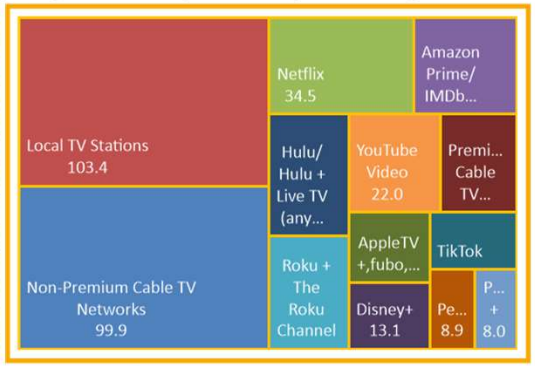


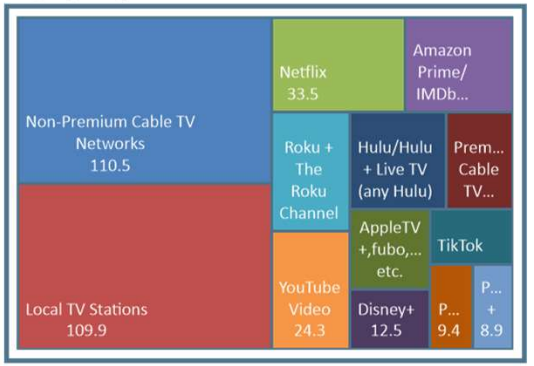
1,109,374 or 60.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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



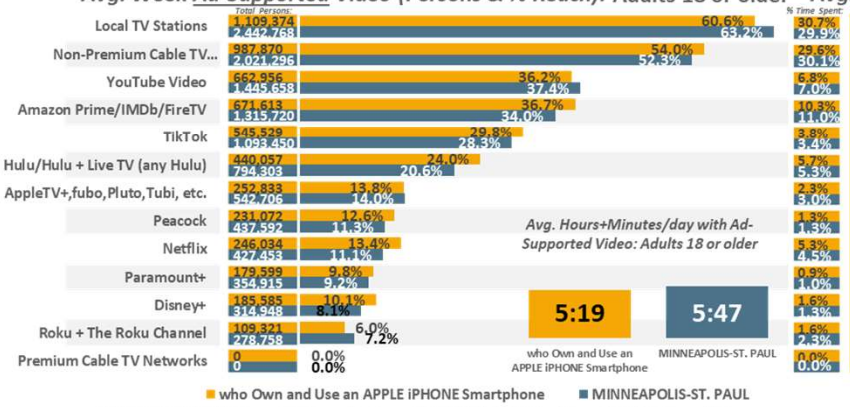
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



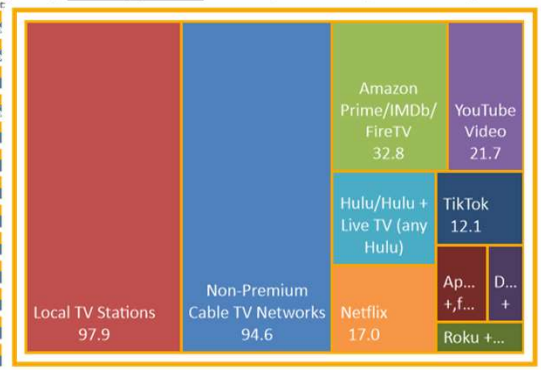


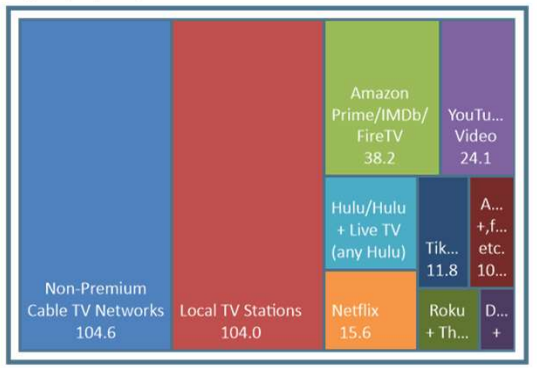
■ who Own and Use an APPLE iPHONE Smartphone ■ MINNEAPOLIS-ST. PAUL

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





■ who Own and Use an APPLE iPHONE Smartphone ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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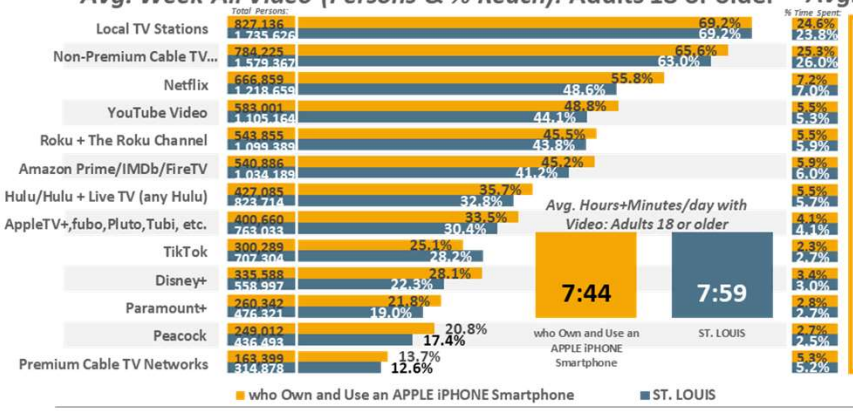
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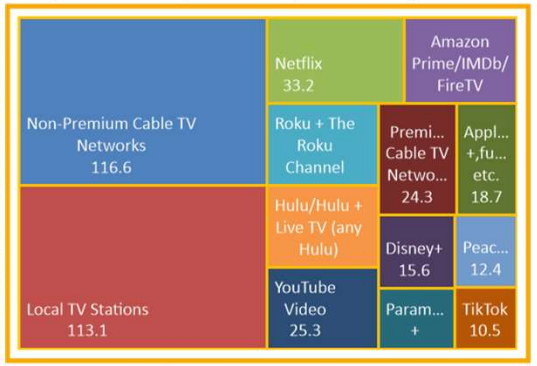
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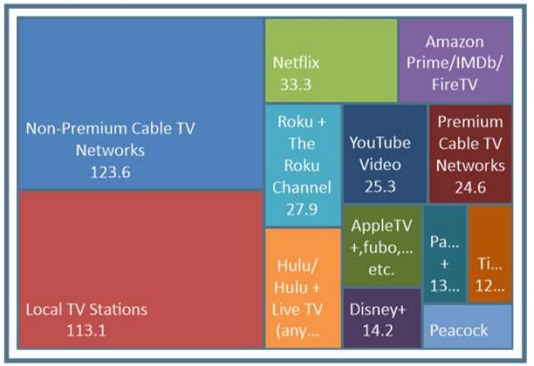


815,760 or 68.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

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

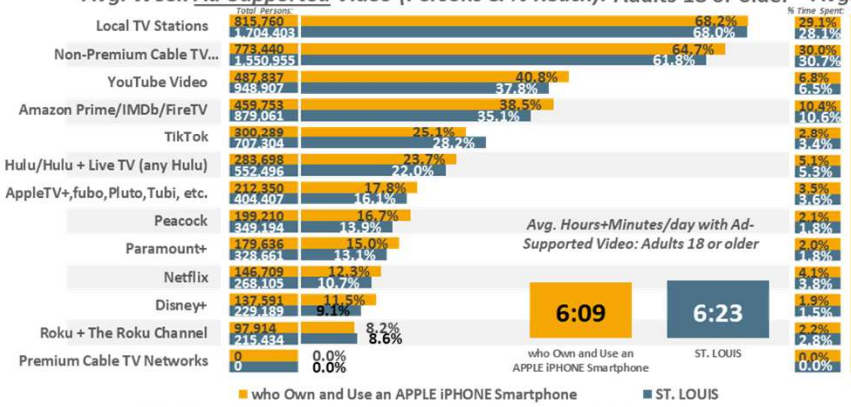


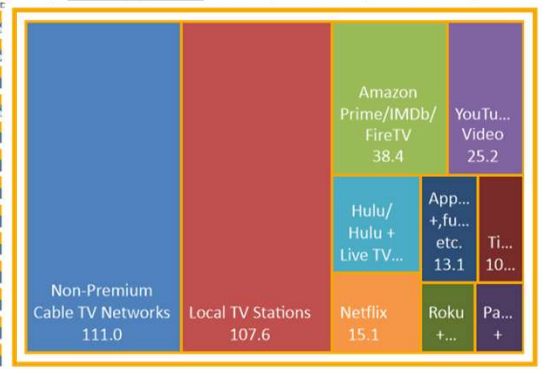


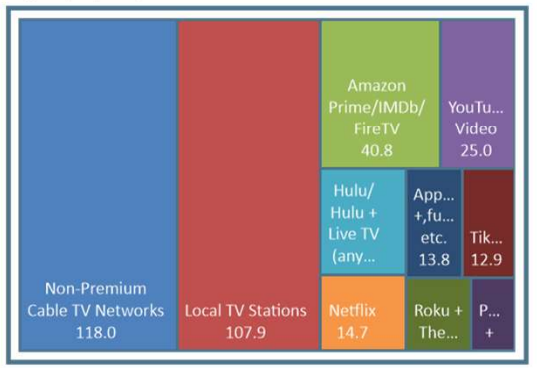


■ who Own and Use an APPLE iPHONE Smartphone ■ ST. LOUIS

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







■ who Own and Use an APPLE iPHONE Smartphone ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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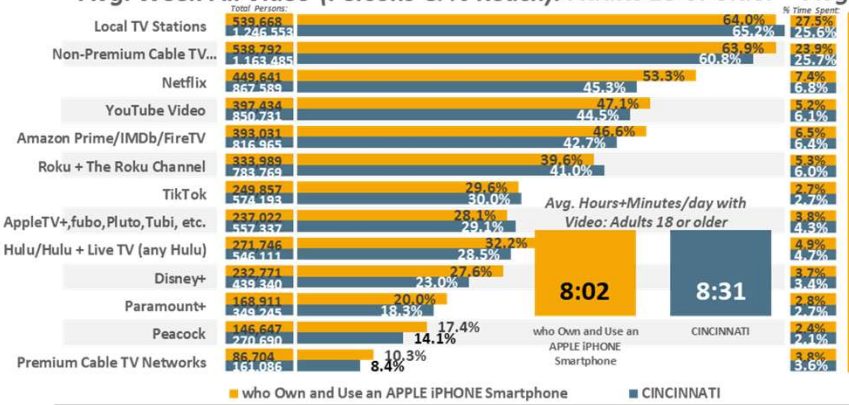
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

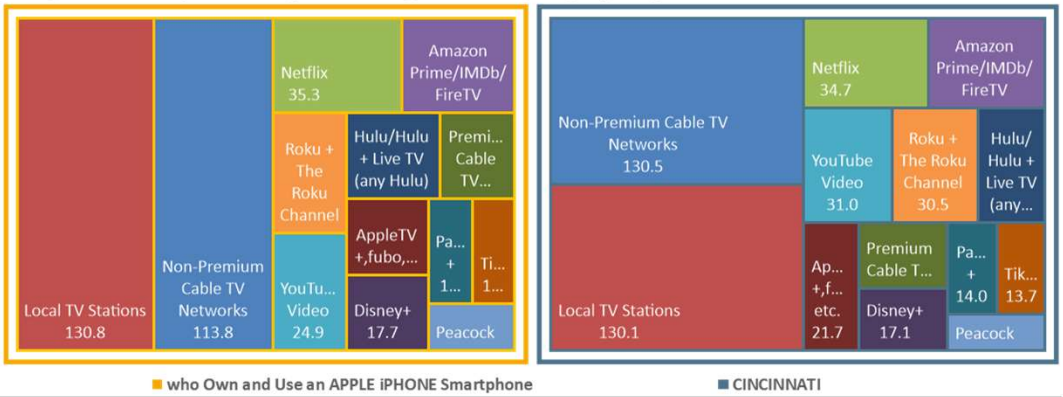


533,255 or 63.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 126.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

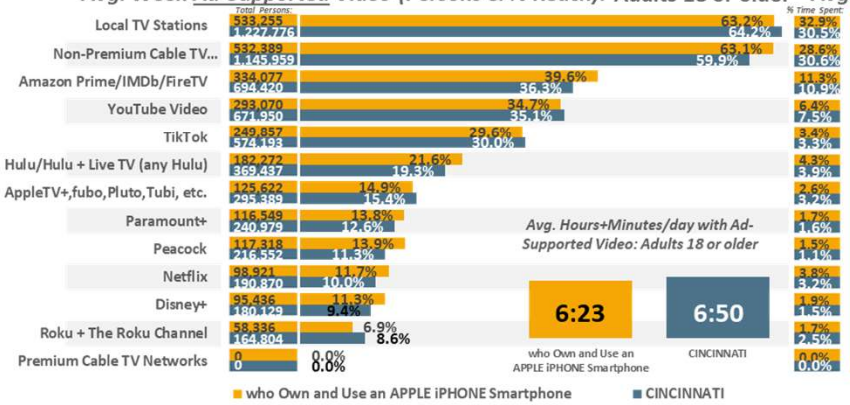
Avg. Week All Video (Persons & % Reach): Adults 18 or older



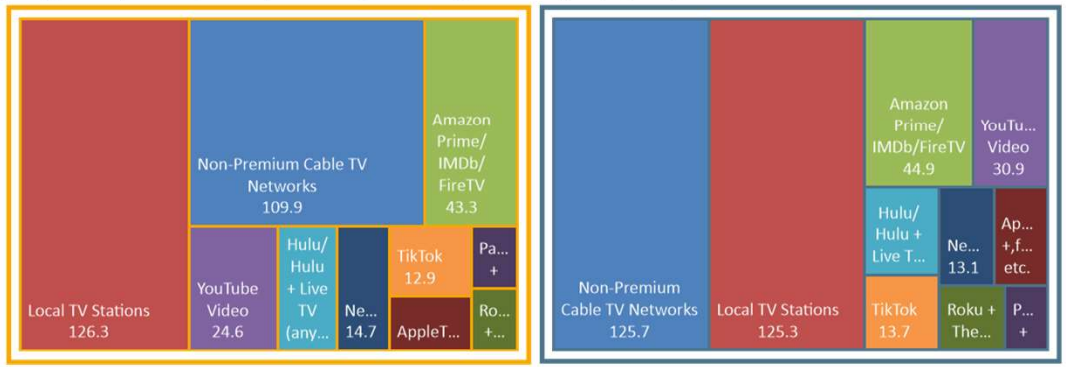
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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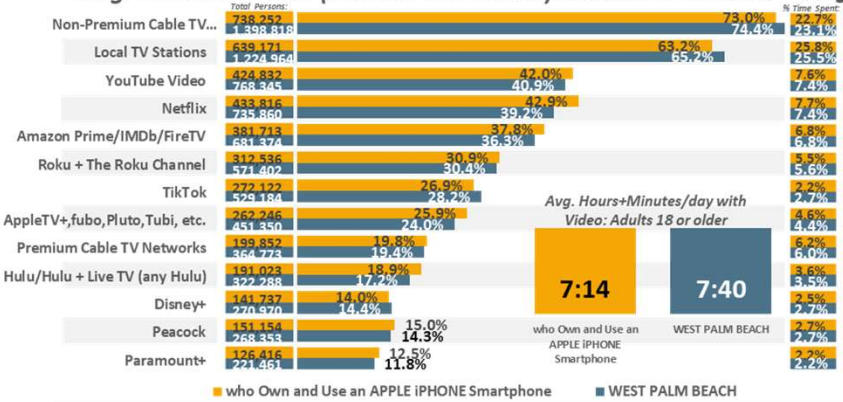
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

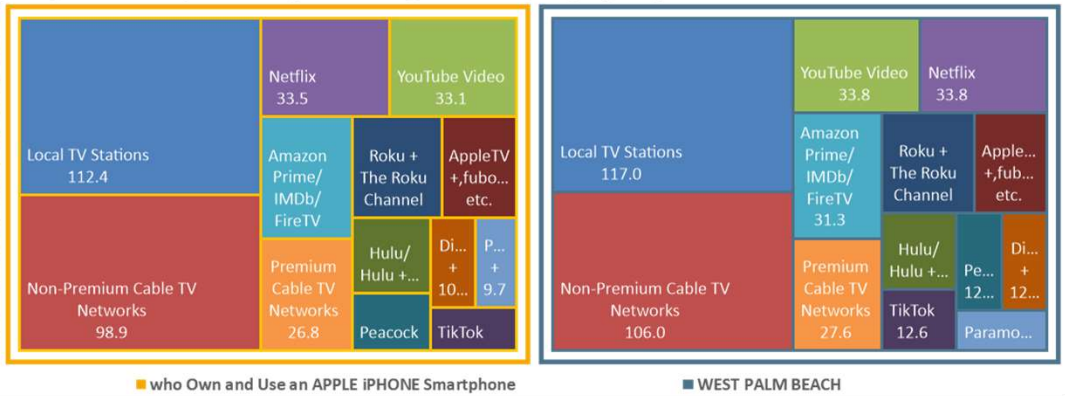


634,522 or 62.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 108.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

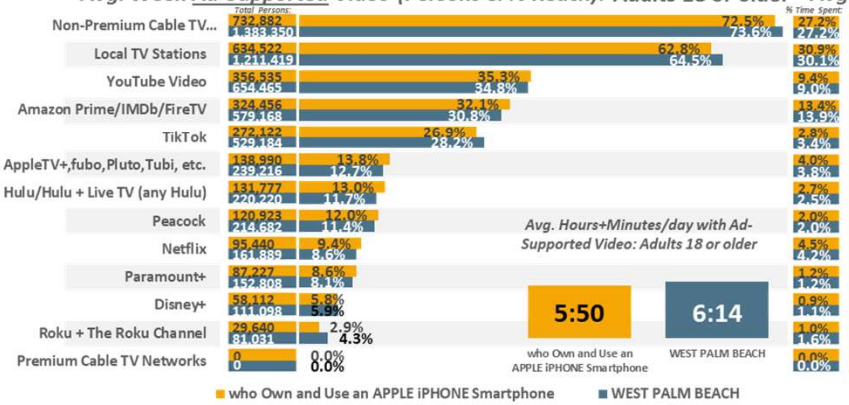
Avg. Week All Video (Persons & % Reach): Adults 18 or older



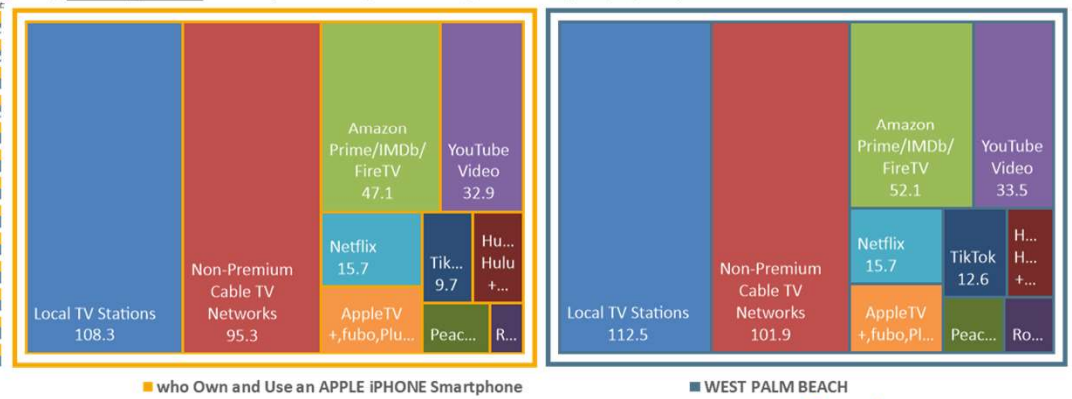
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

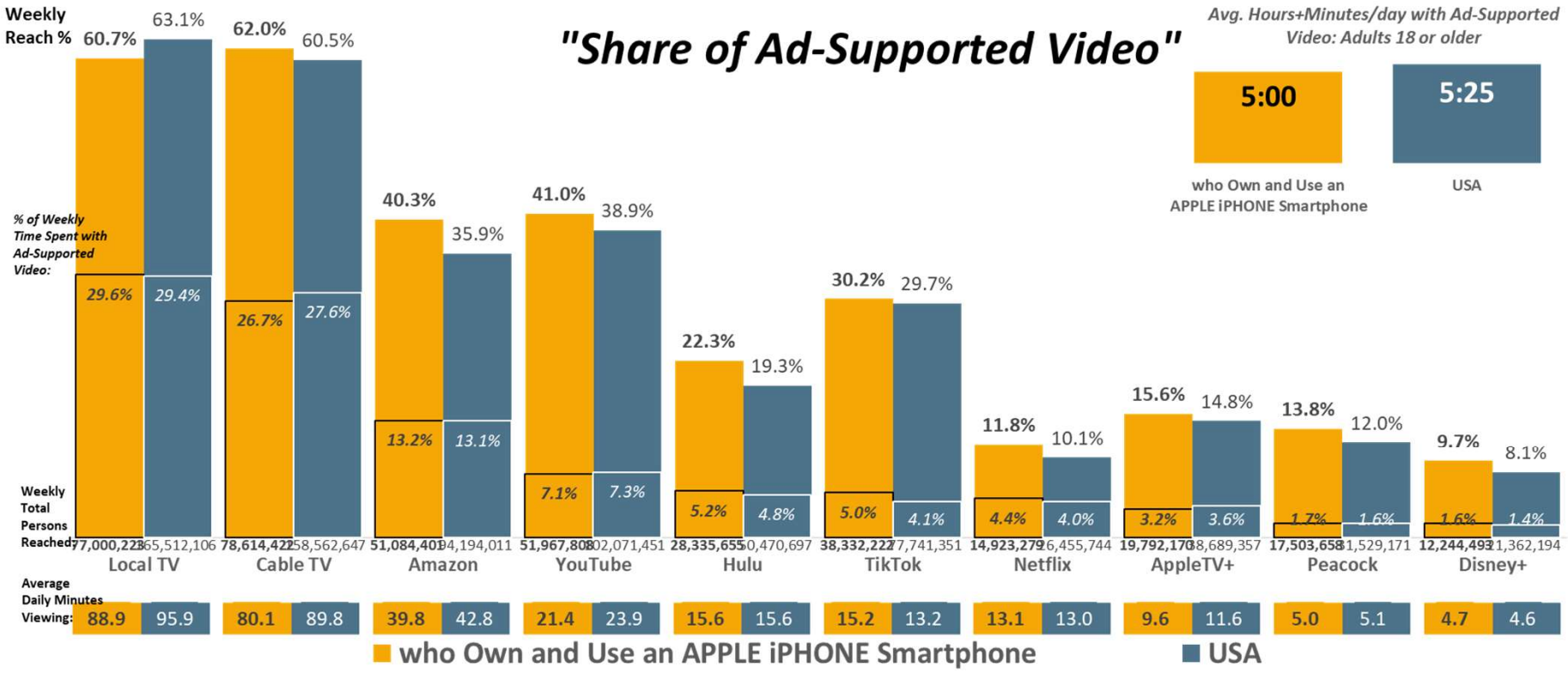
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USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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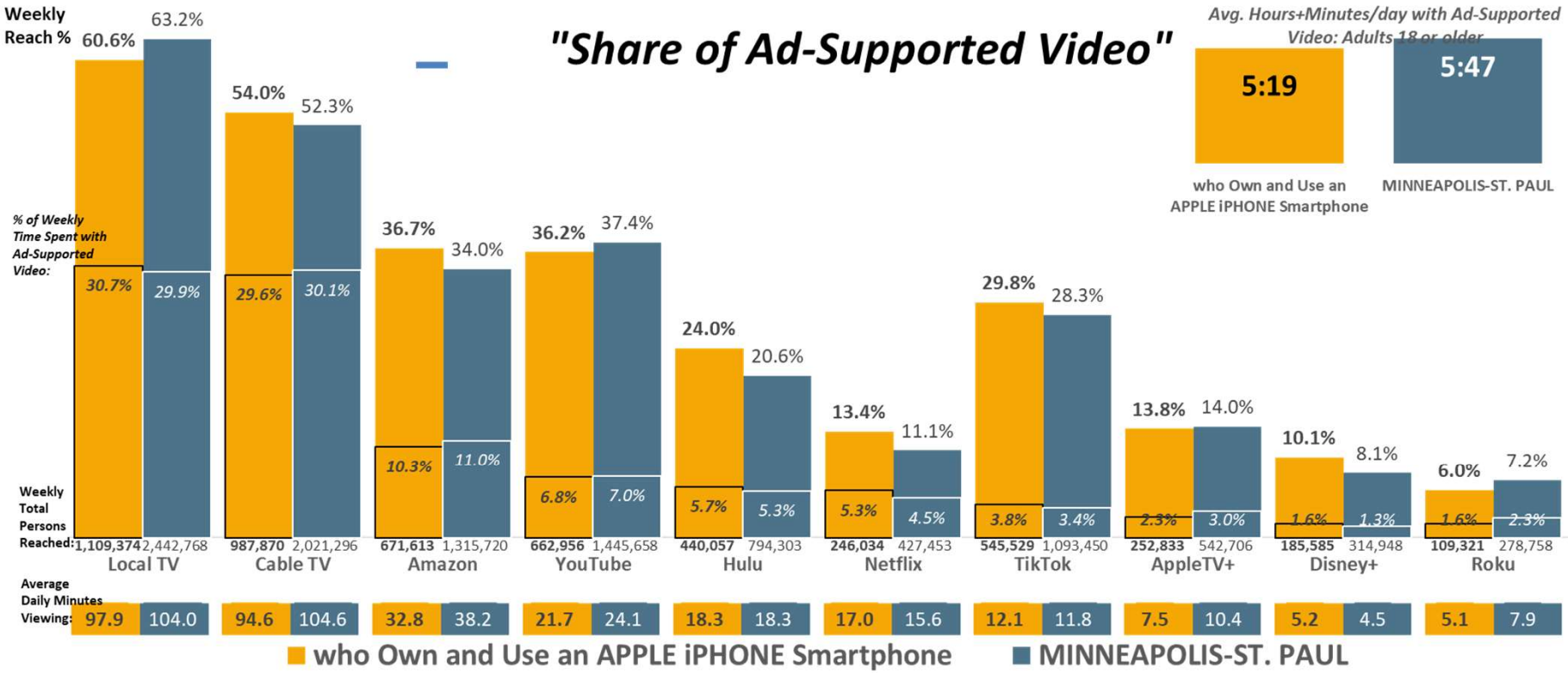
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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1,109,374 or 60.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

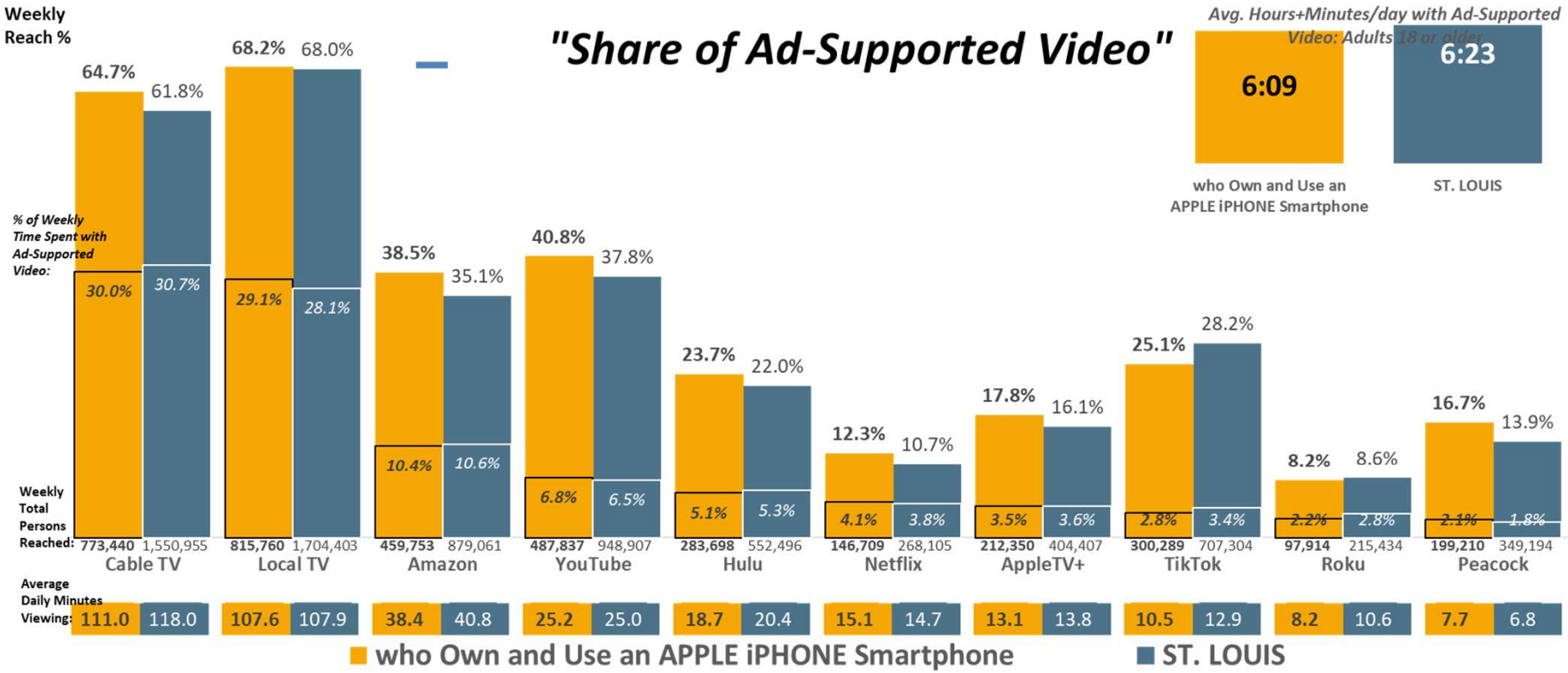
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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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

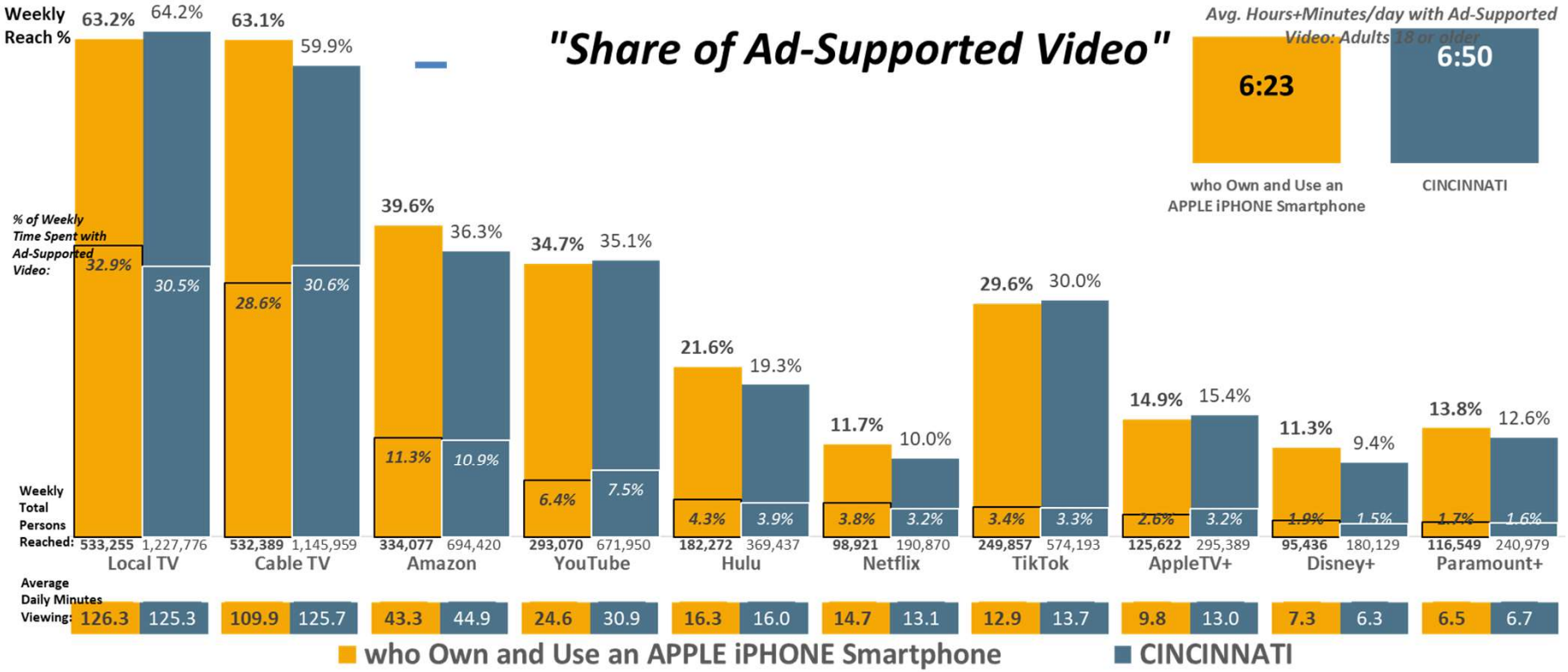
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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

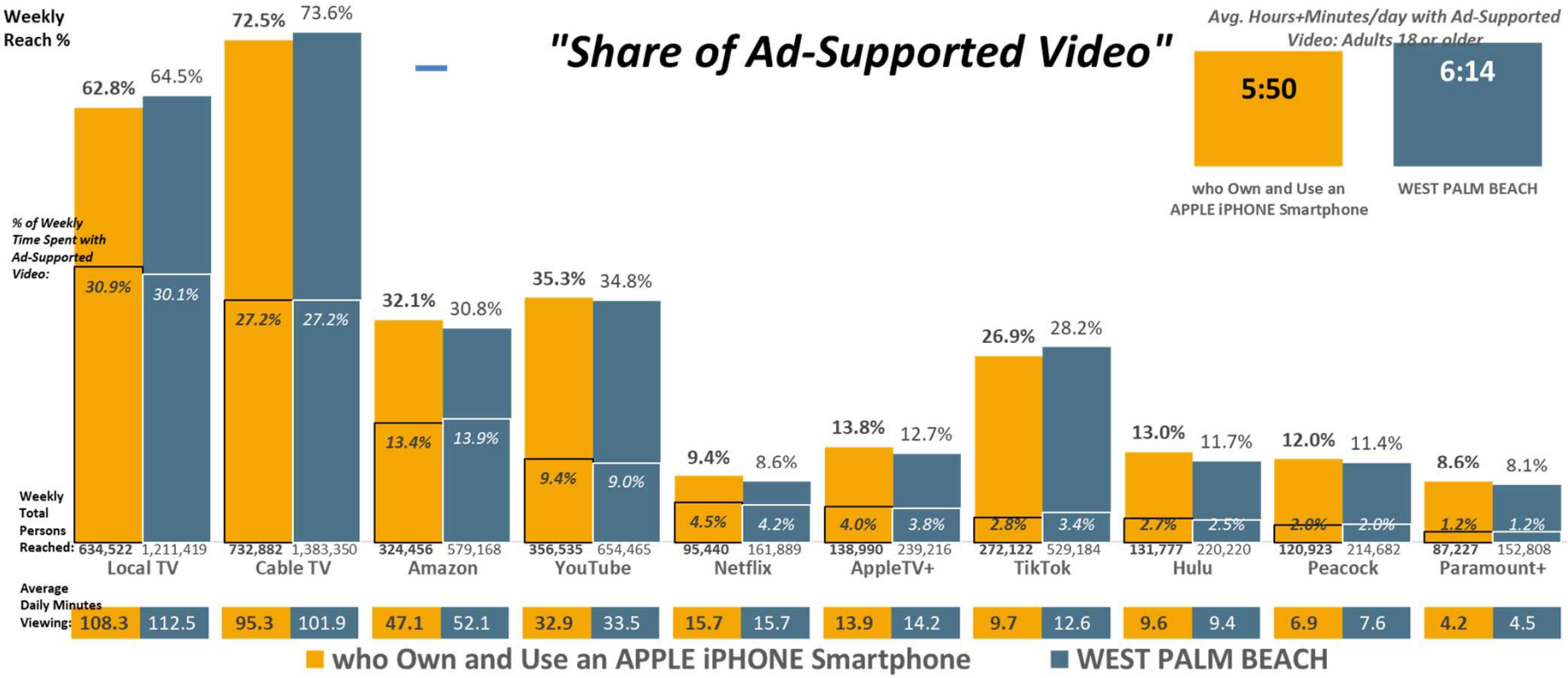
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634,522 or 62.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 108.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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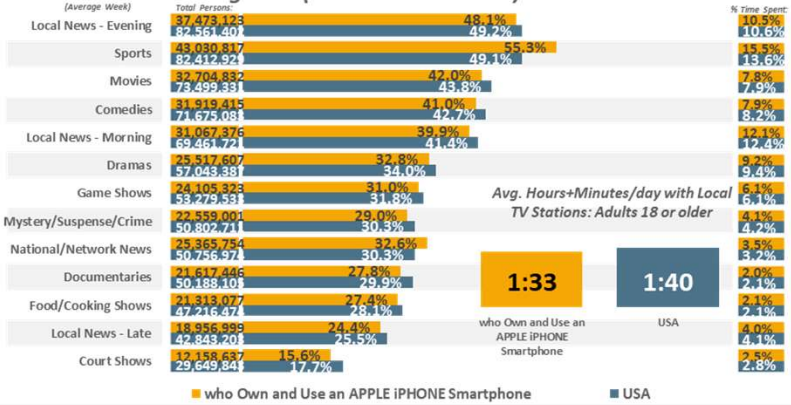
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

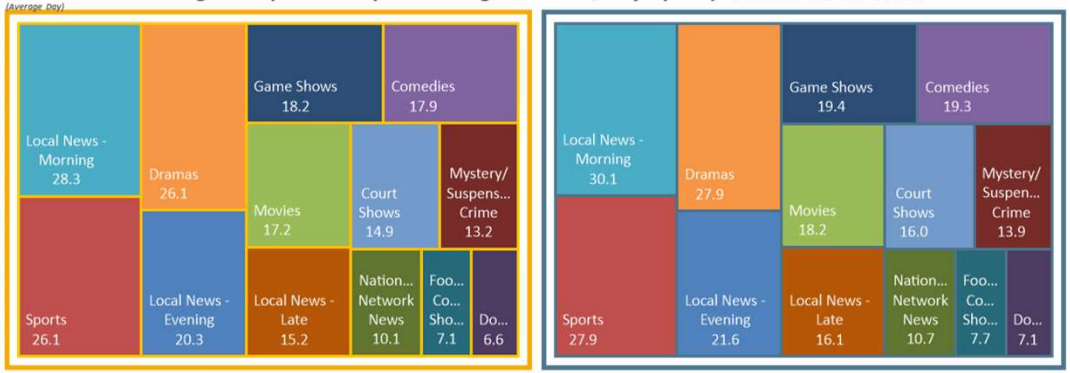


77,000,223 or 60.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

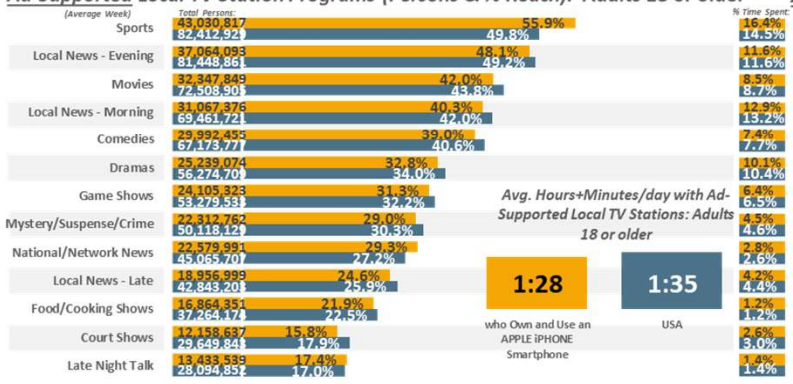
Local TV Station Programs (Persons & % Reach): Adults 18 or older



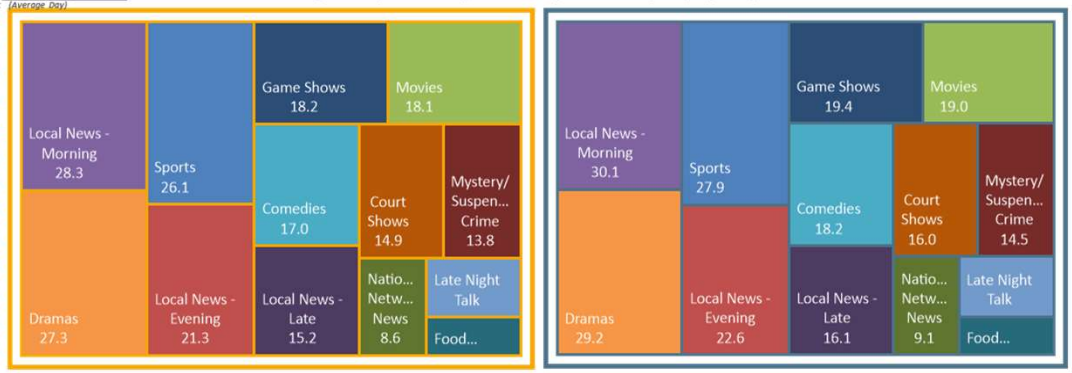
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,481*

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

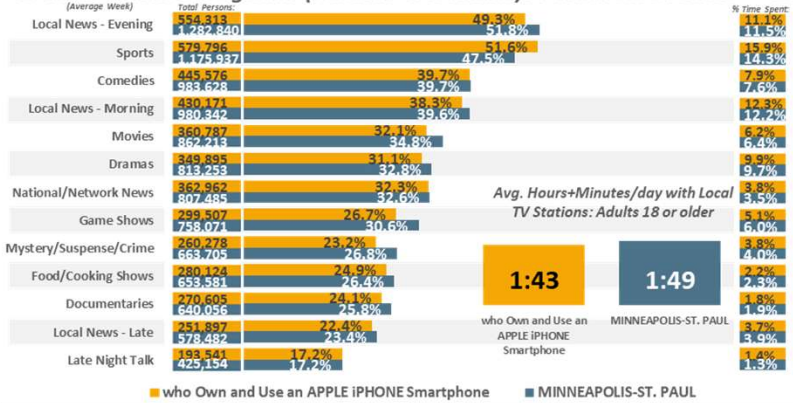
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

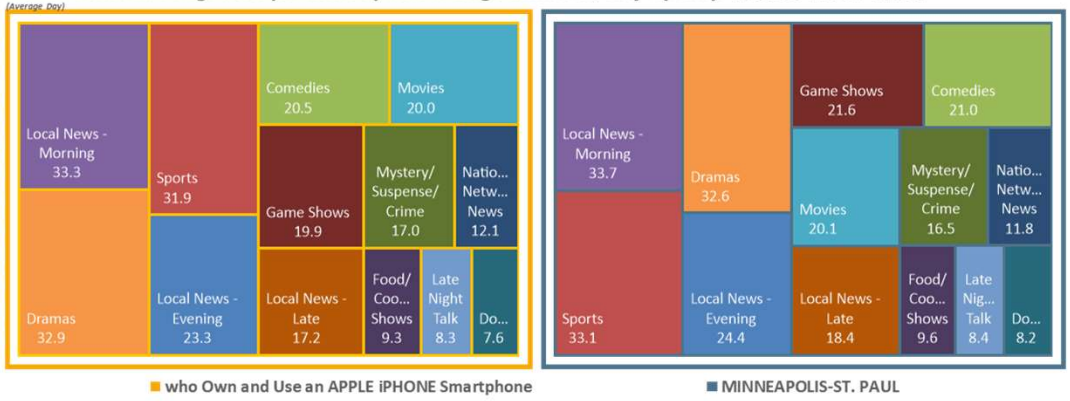


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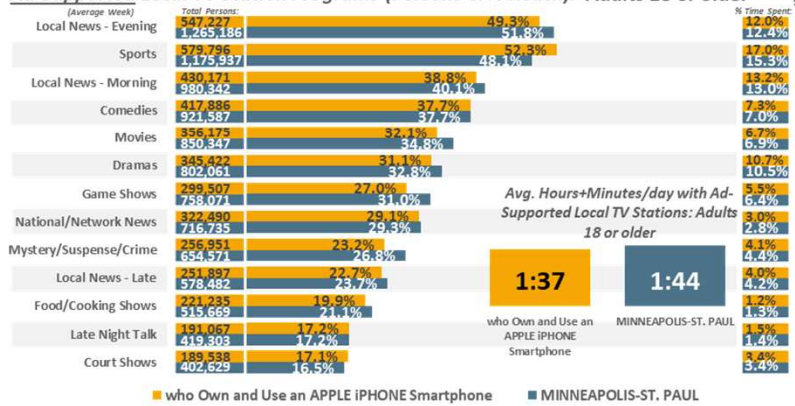
Local TV Station Programs (Persons & % Reach): Adults 18 or older



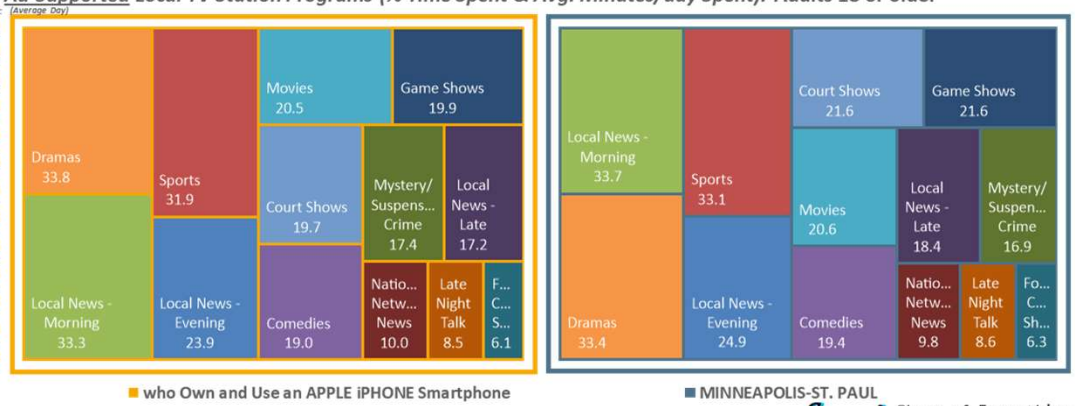
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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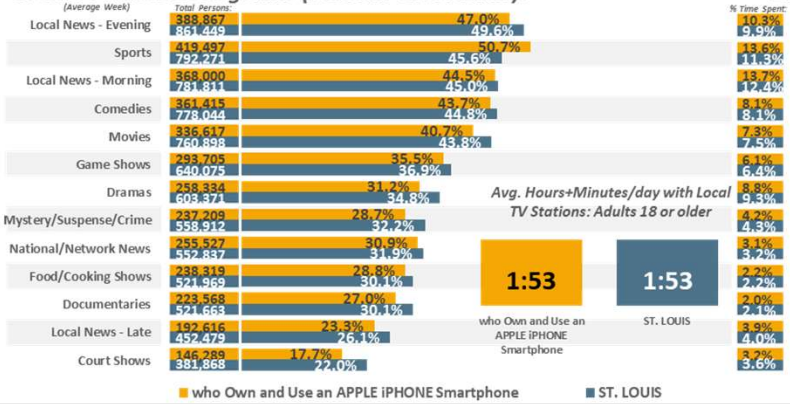
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

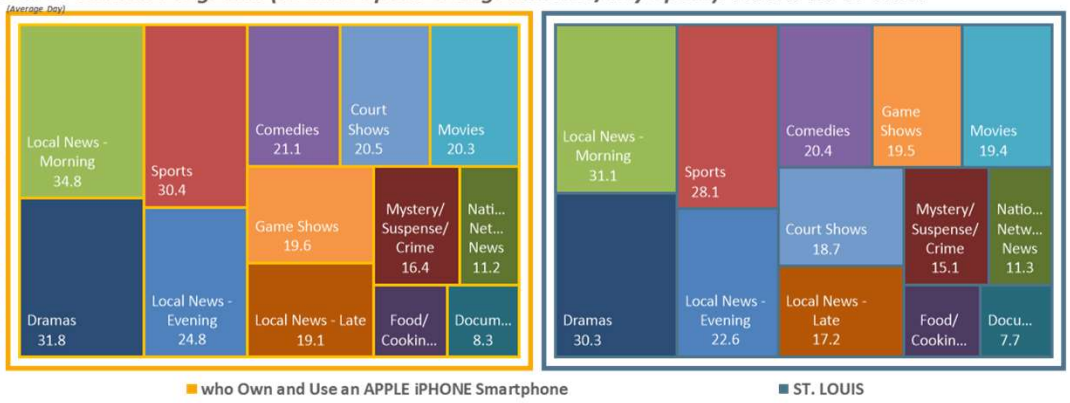


815,760 or 68.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

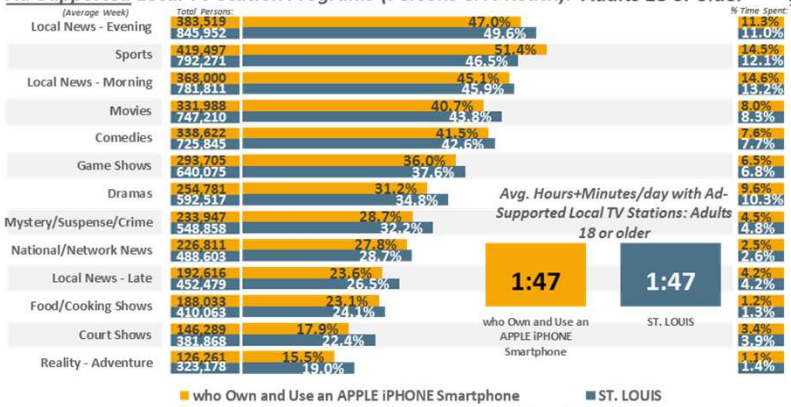
Local TV Station Programs (Persons & % Reach): Adults 18 or older



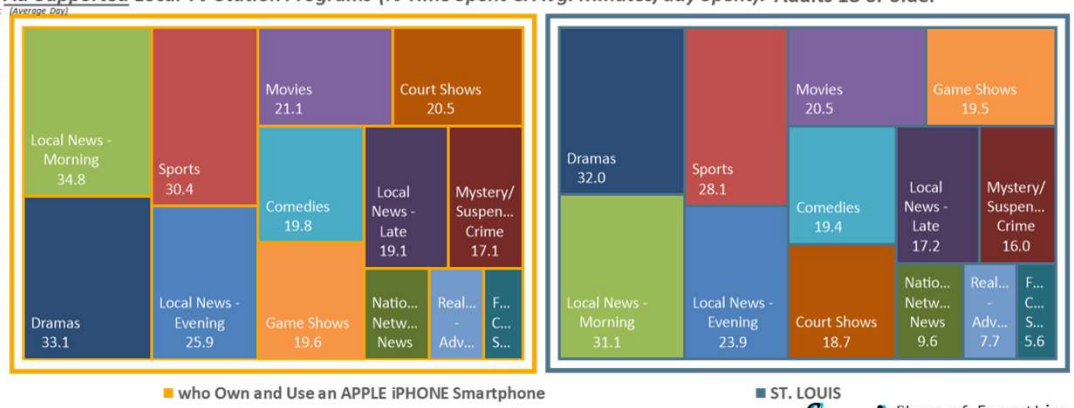
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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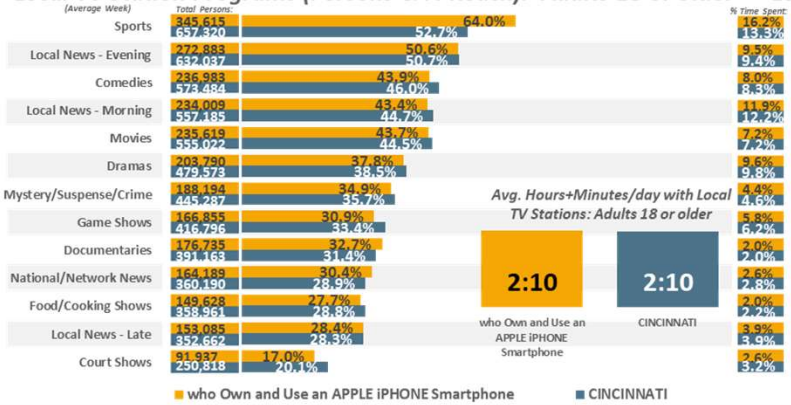
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

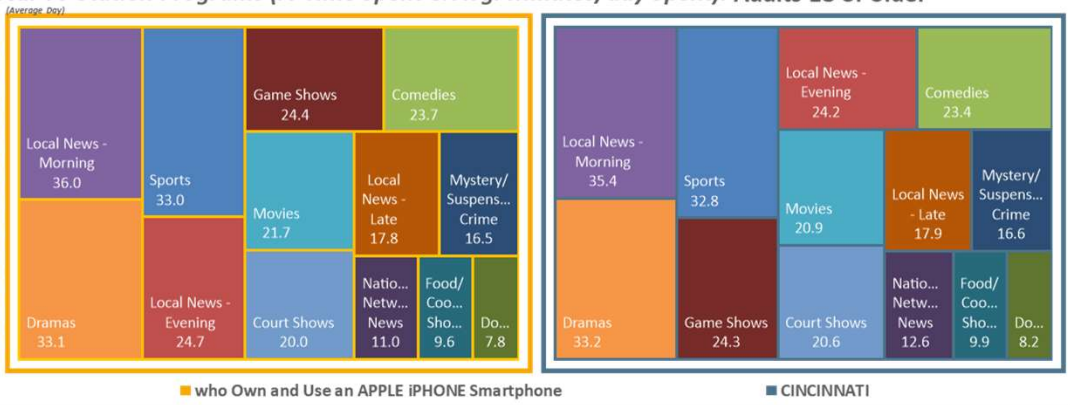


533,255 or 63.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

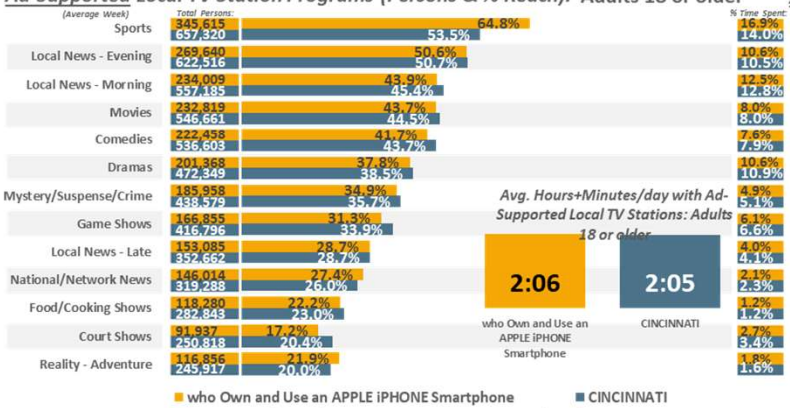
Local TV Station Programs (Persons & % Reach): Adults 18 or older



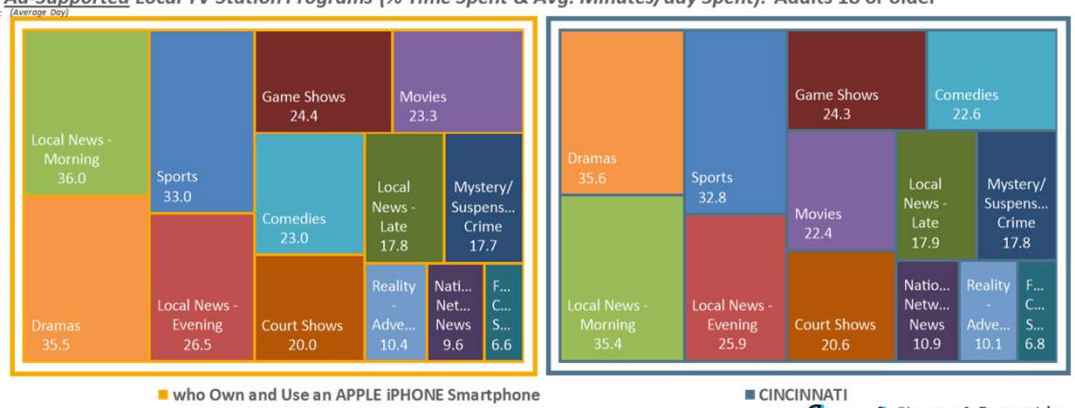
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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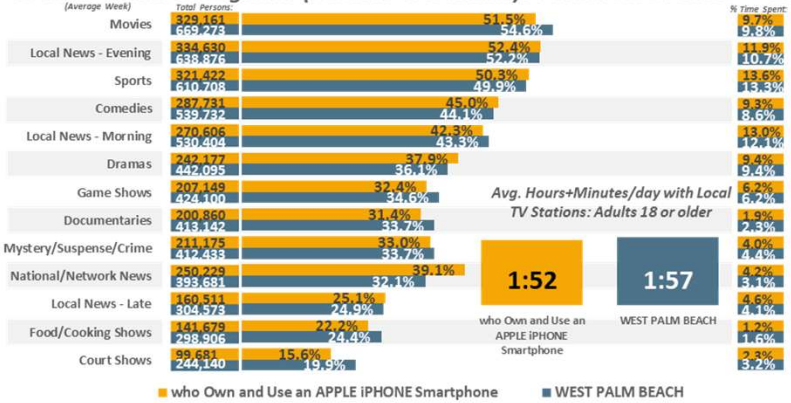
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

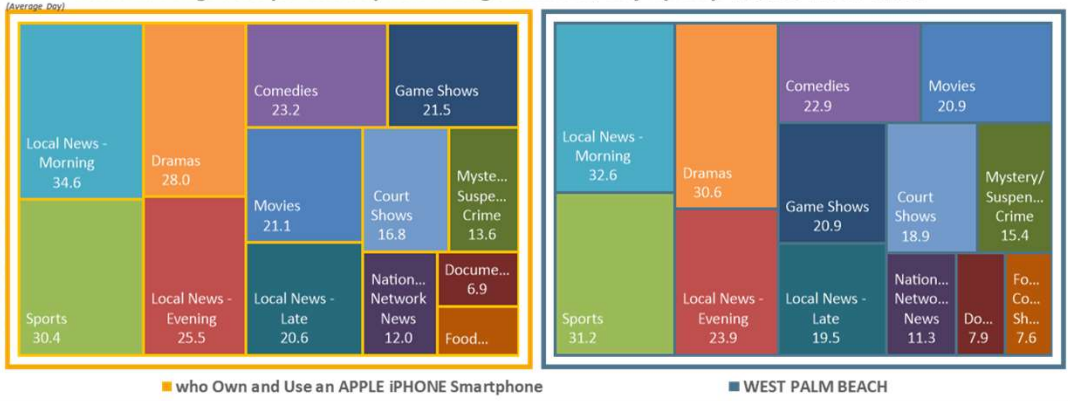


634,522 or 62.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Comedies, Local News - Morning, and Dramas.

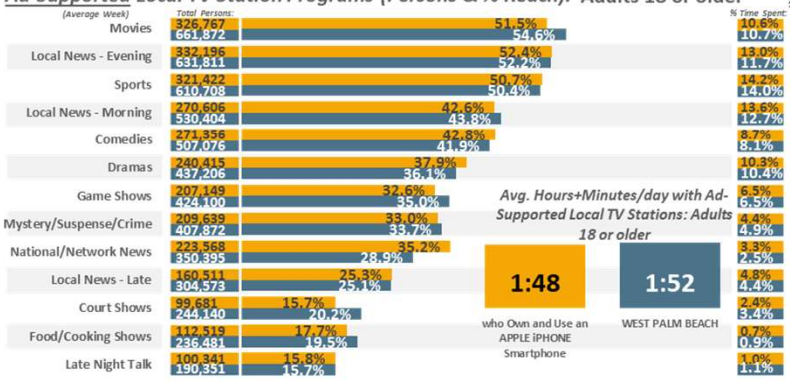
Local TV Station Programs (Persons & % Reach): Adults 18 or older



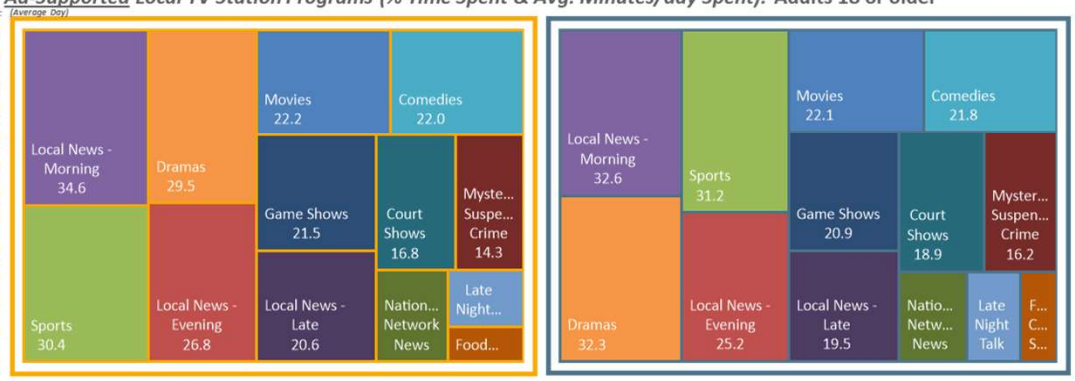
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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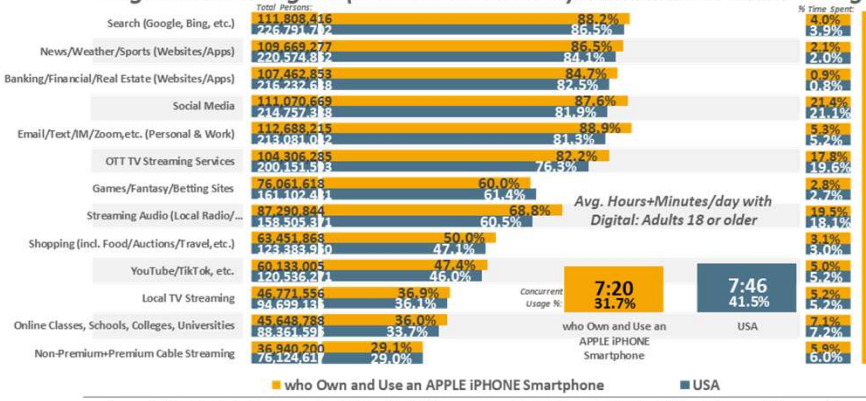
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

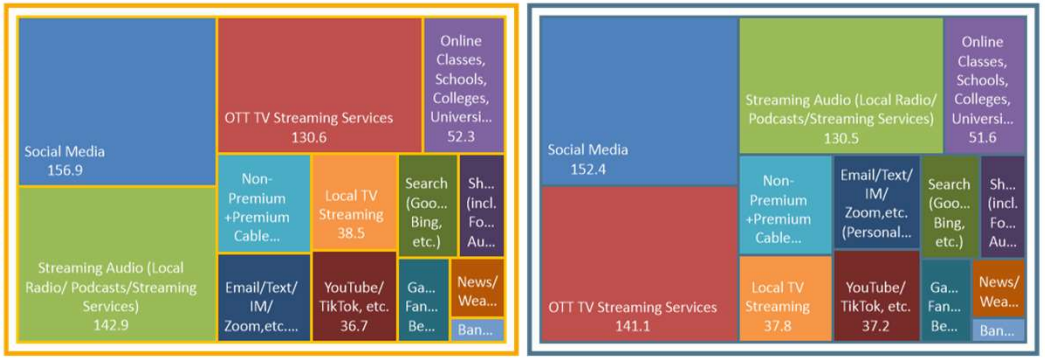


98,108,397 or 77.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 138.6 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

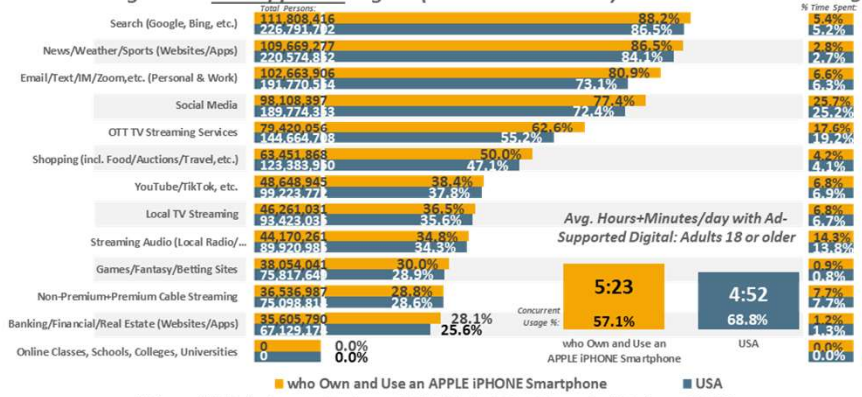
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



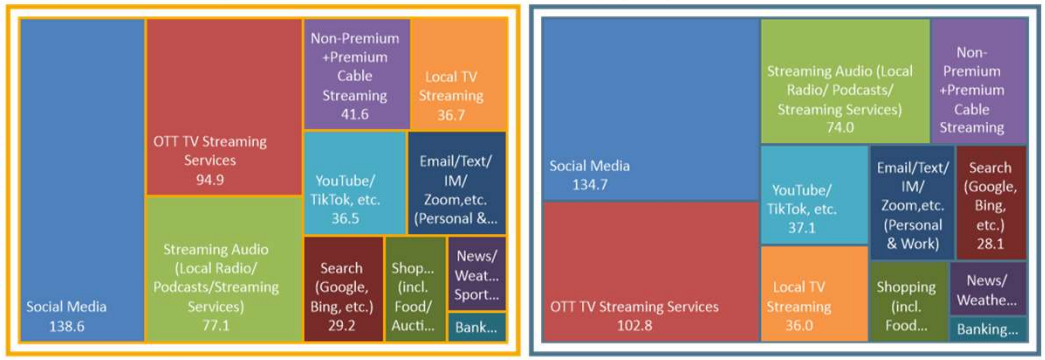
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Aug24 Qual Intab 11,481

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

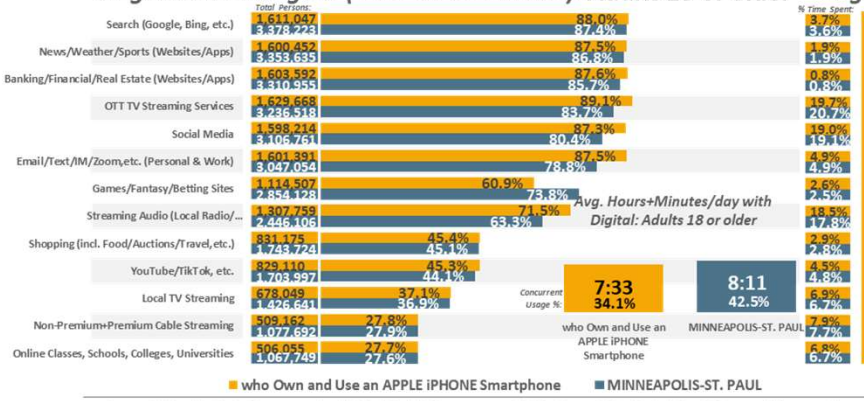
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

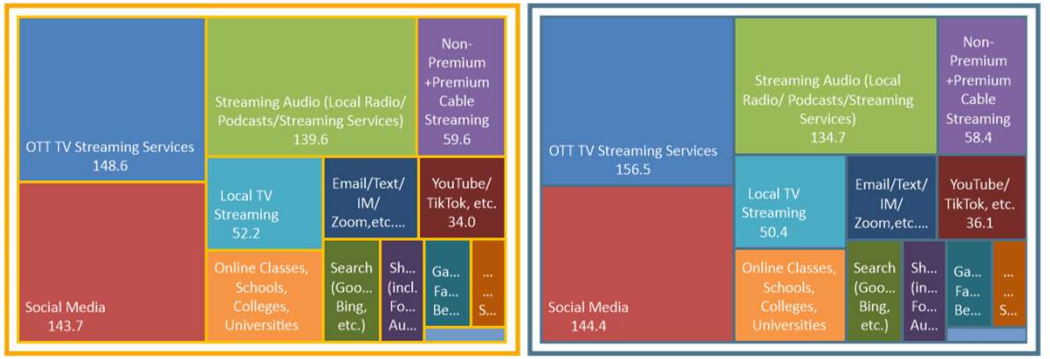


1,403,849 or 76.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 126.2 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

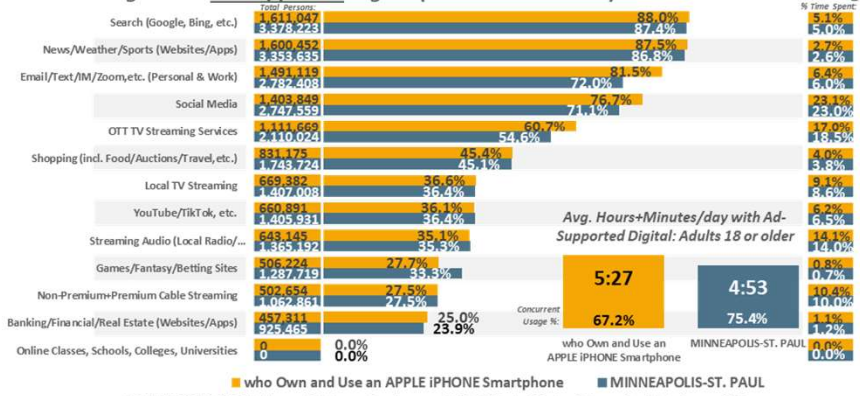
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



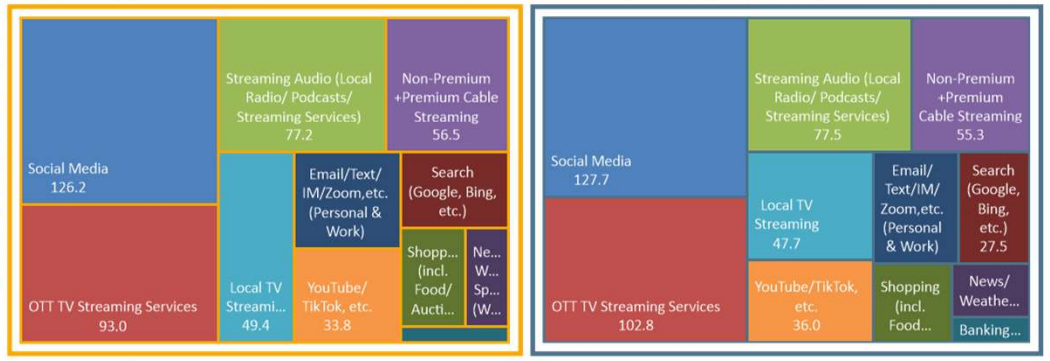
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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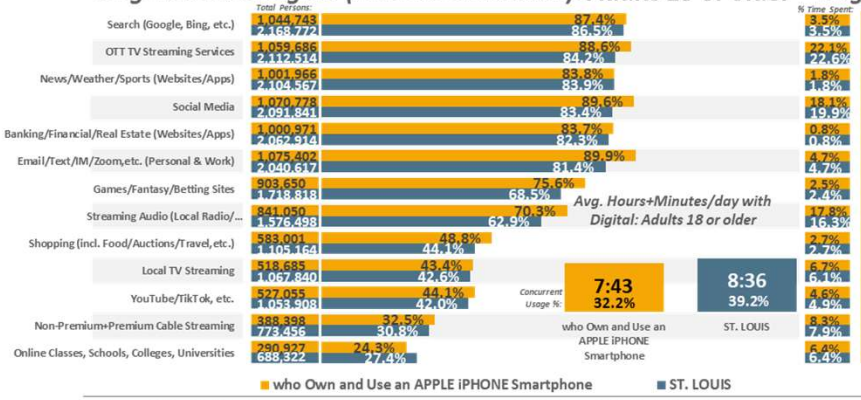
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

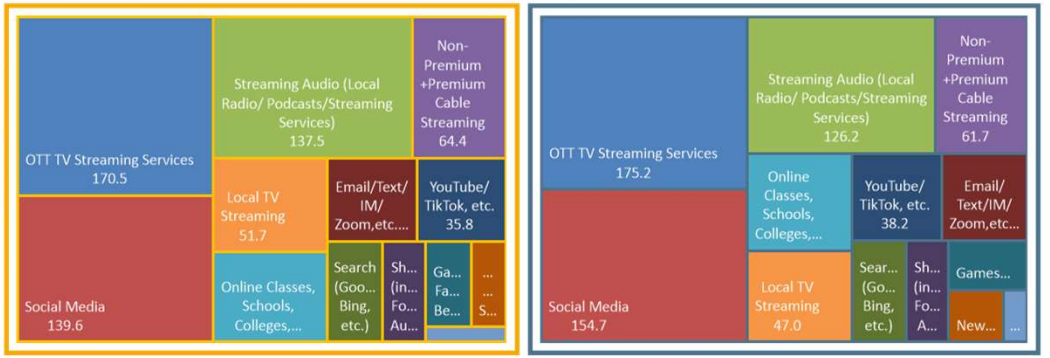


983,764 or 82.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 128.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

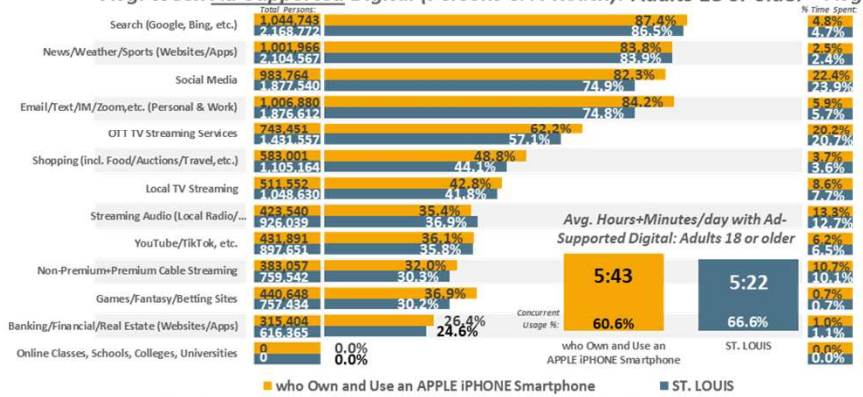
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



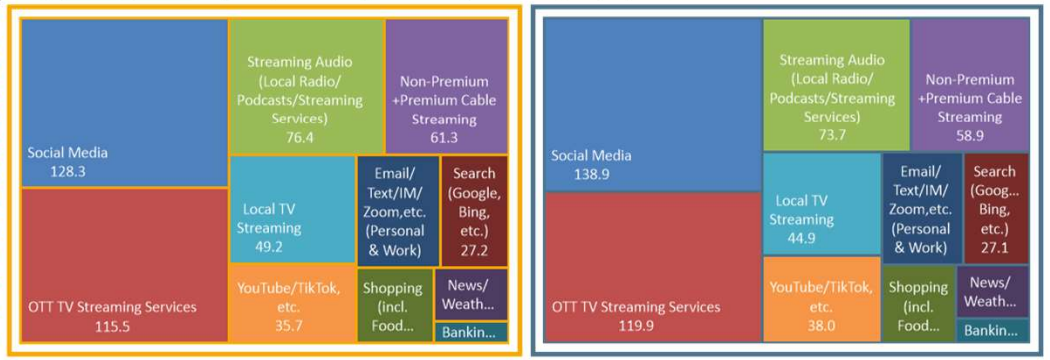
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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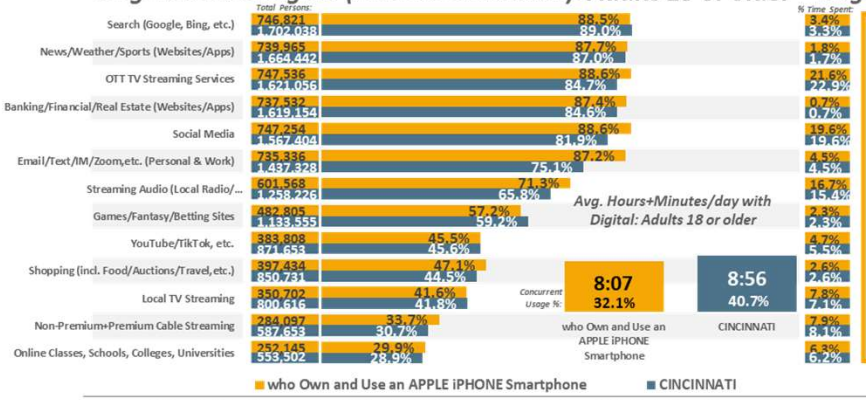
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

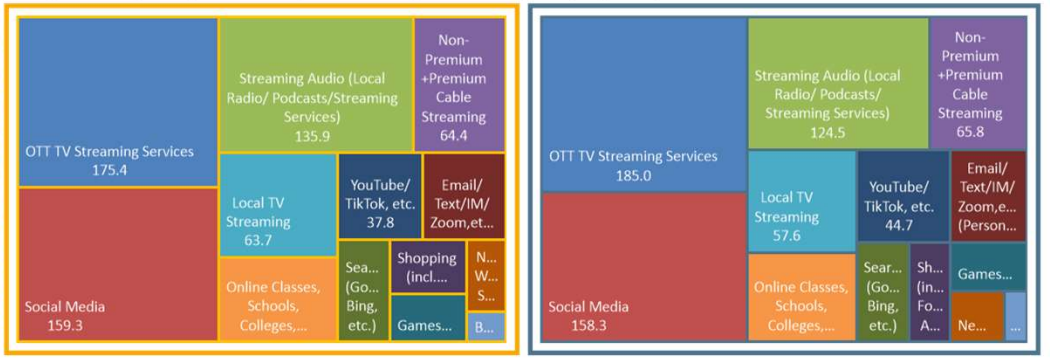


649,343 or 77.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 138.4 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

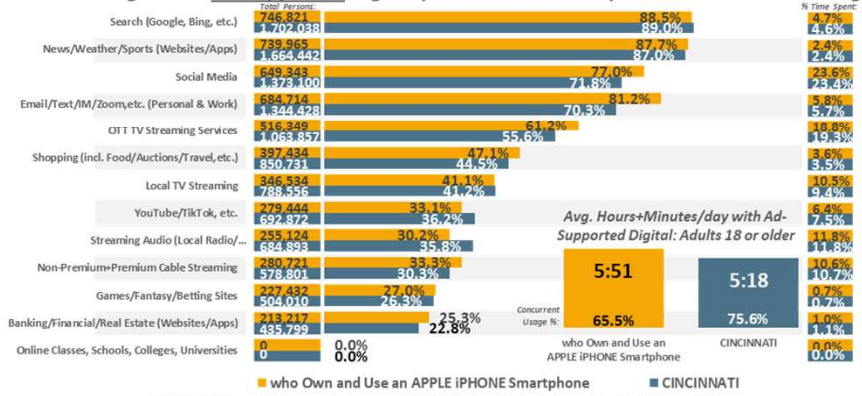
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



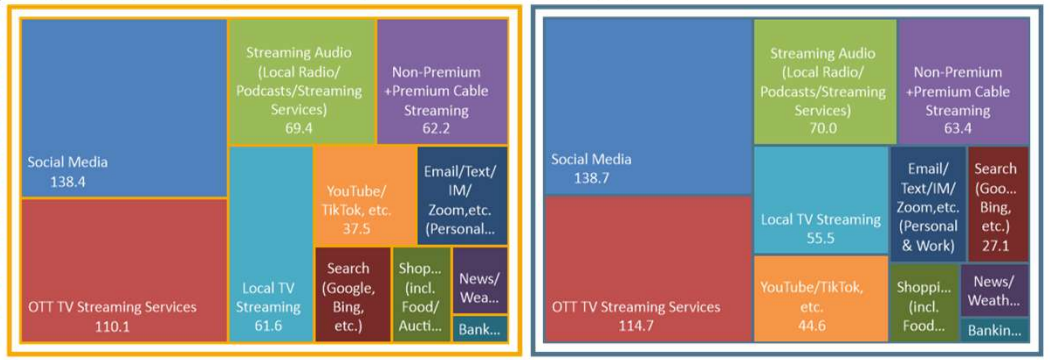
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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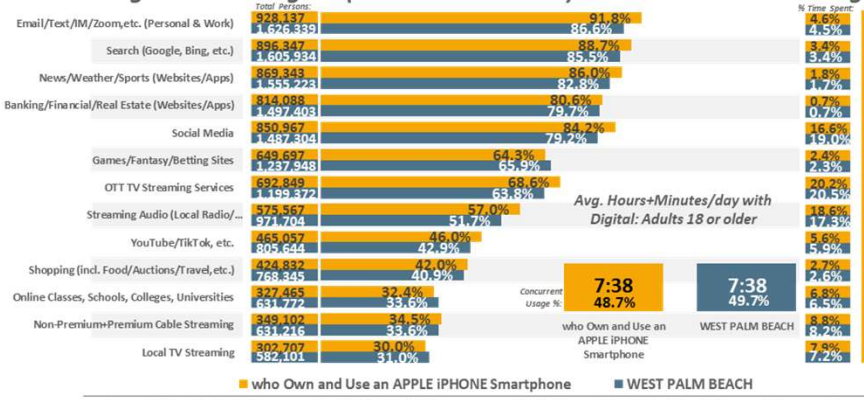
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

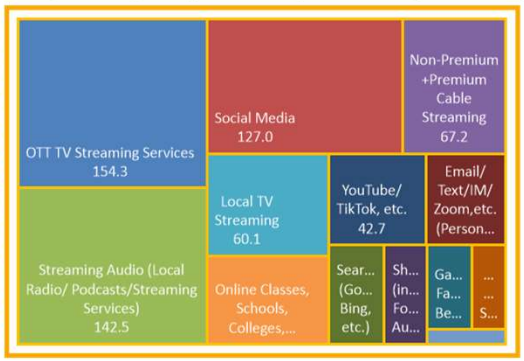


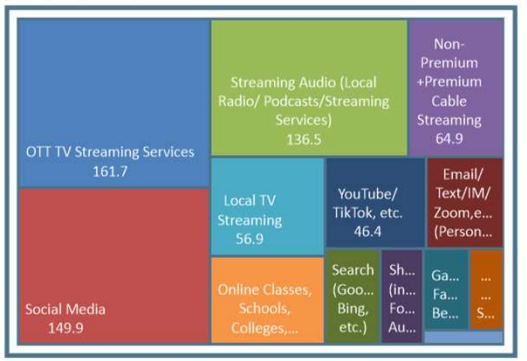
754,934 or 74.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 112.6 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

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



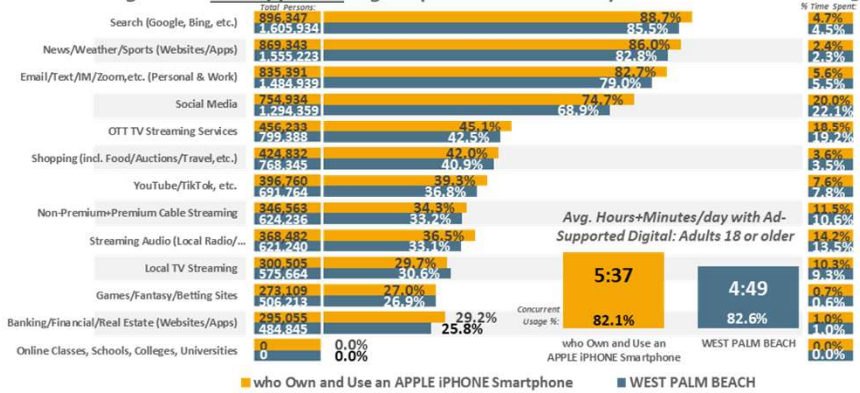
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



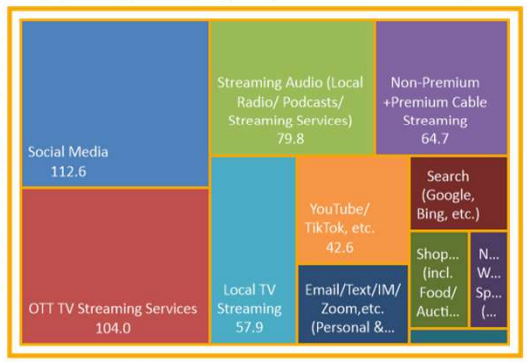


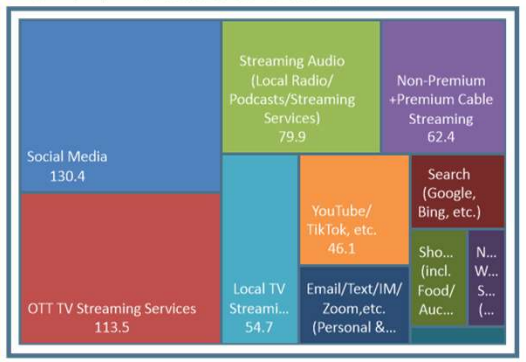
■ who Own and Use an APPLE iPHONE Smartphone ■ WEST PALM BEACH

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





■ who Own and Use an APPLE iPHONE Smartphone ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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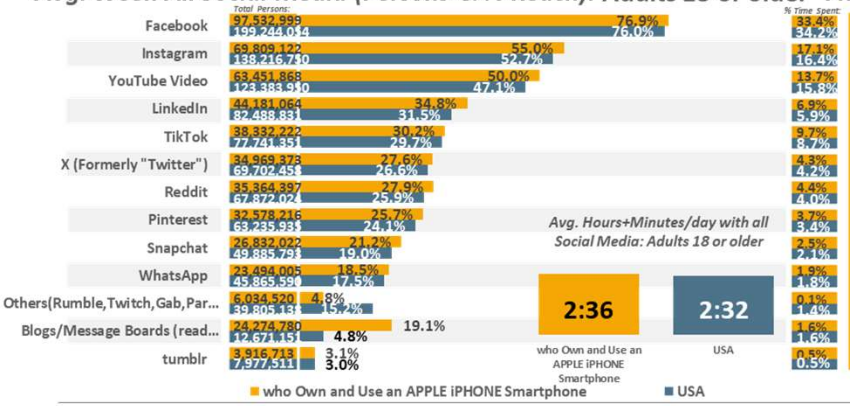
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

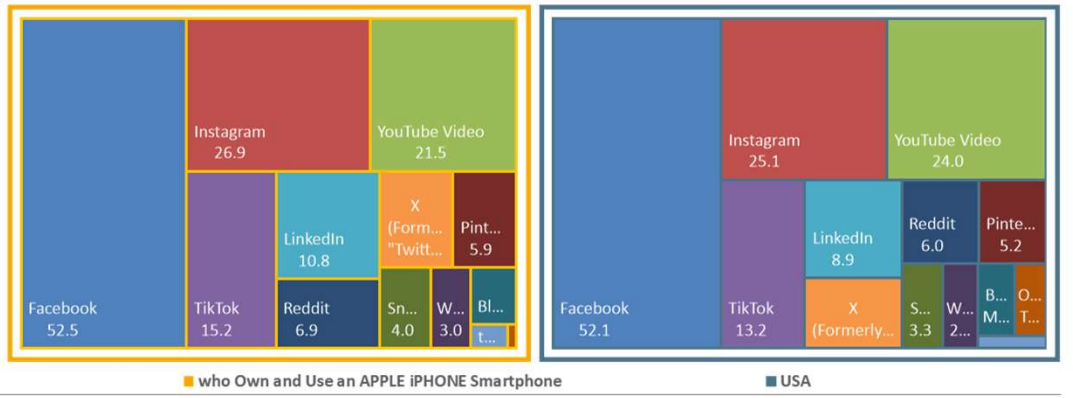


97,532,999 or 76.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

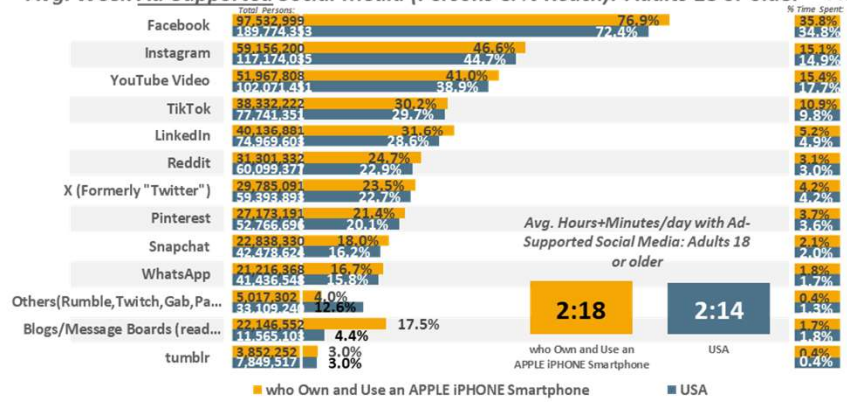
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



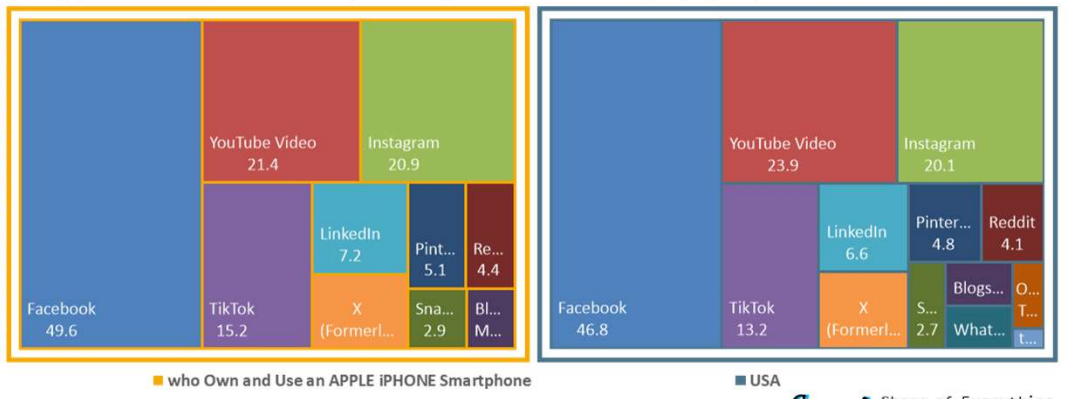
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

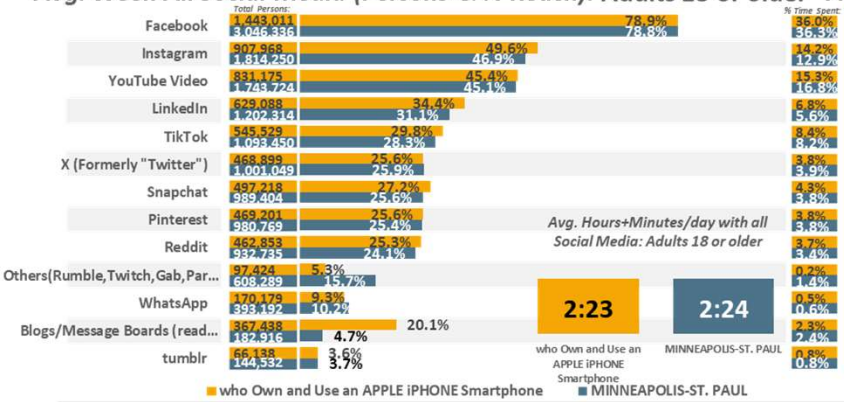
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

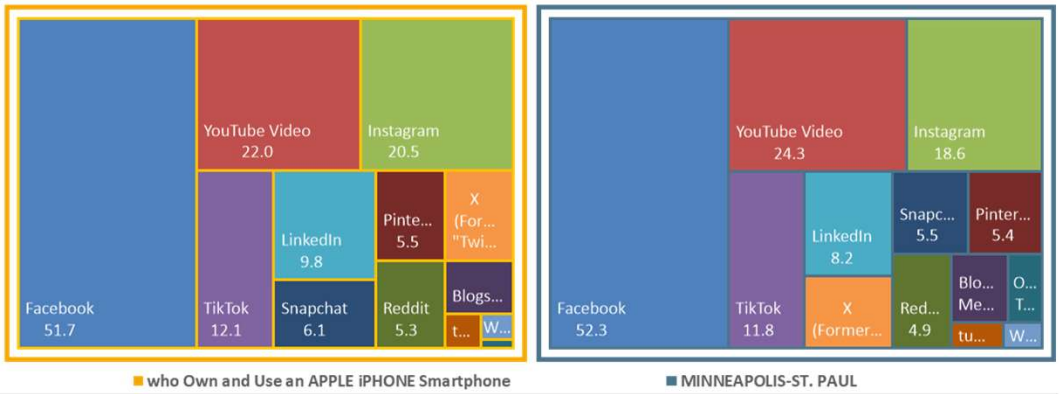


1,403,849 or 76.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 46.1 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

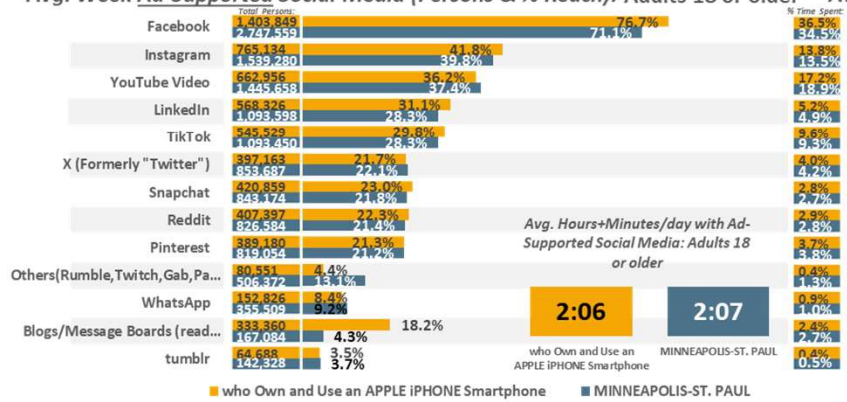
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



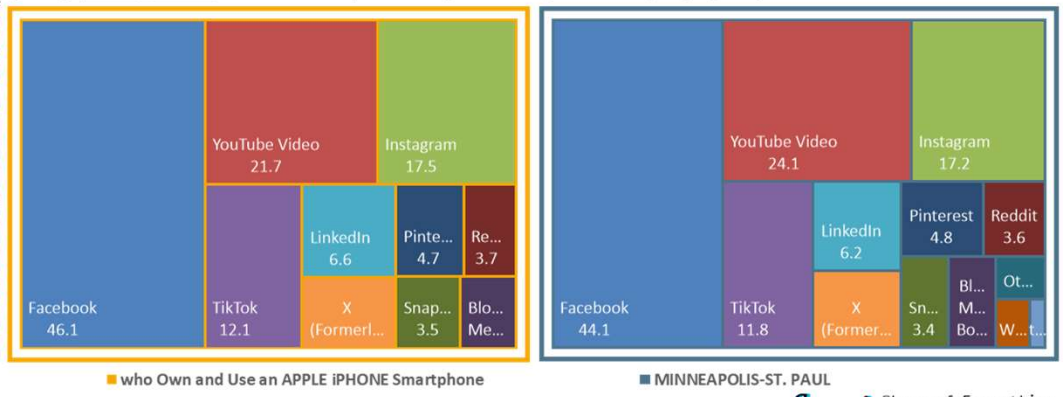
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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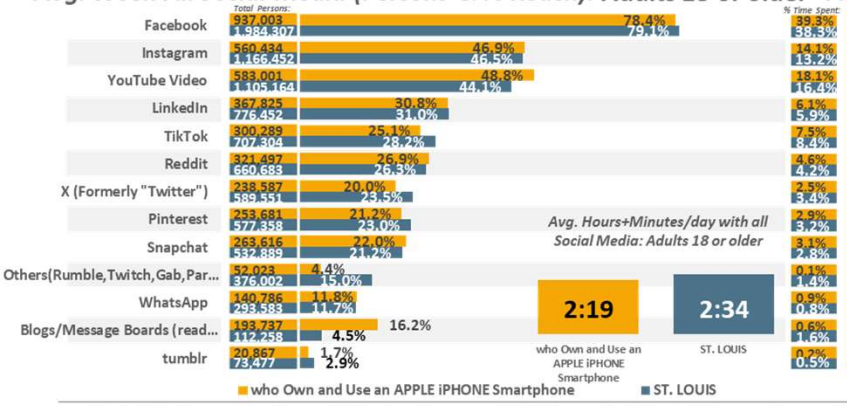
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

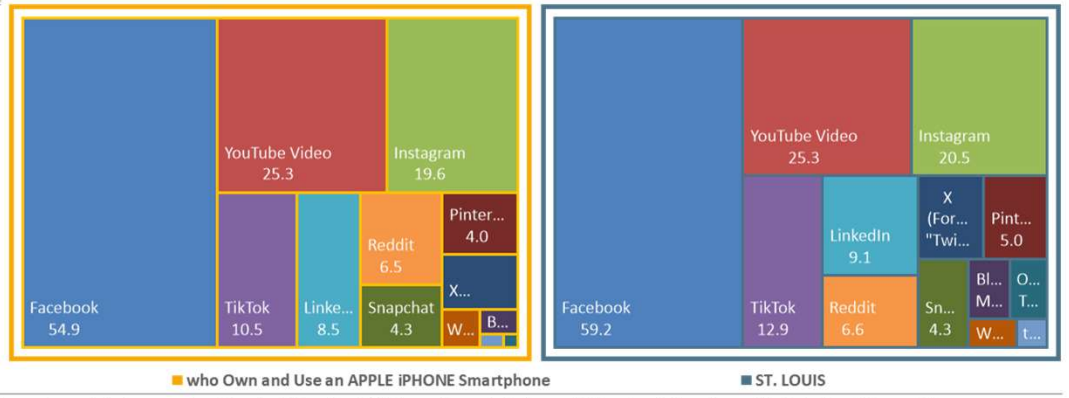


937,003 or 78.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

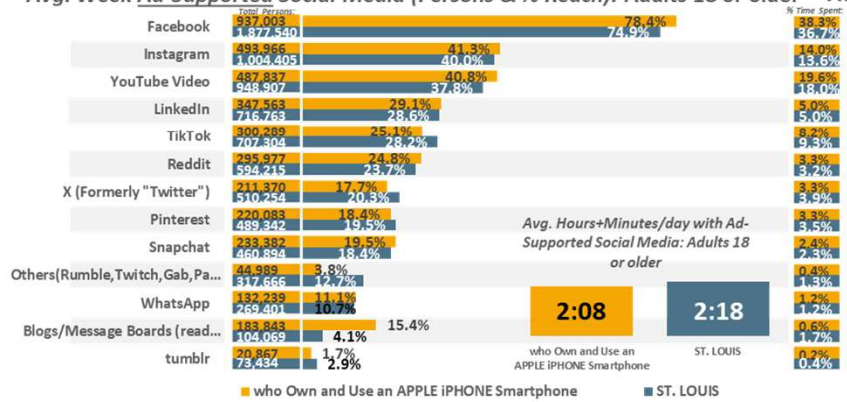
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



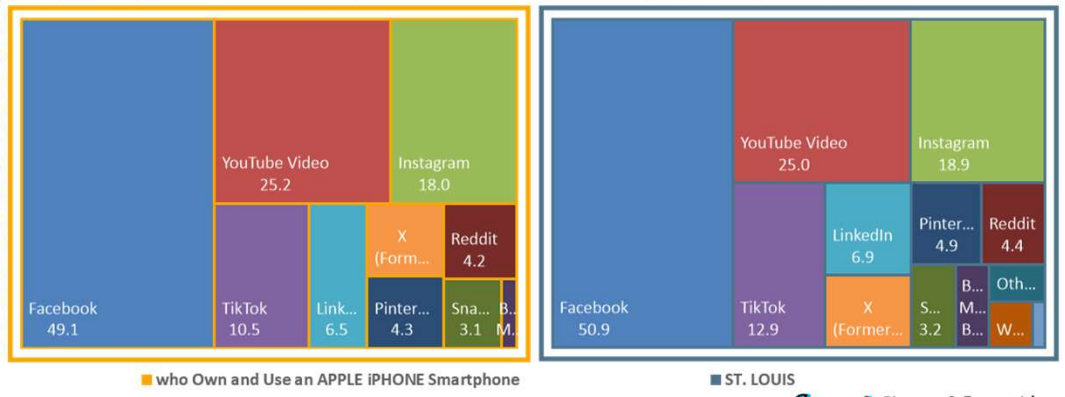
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

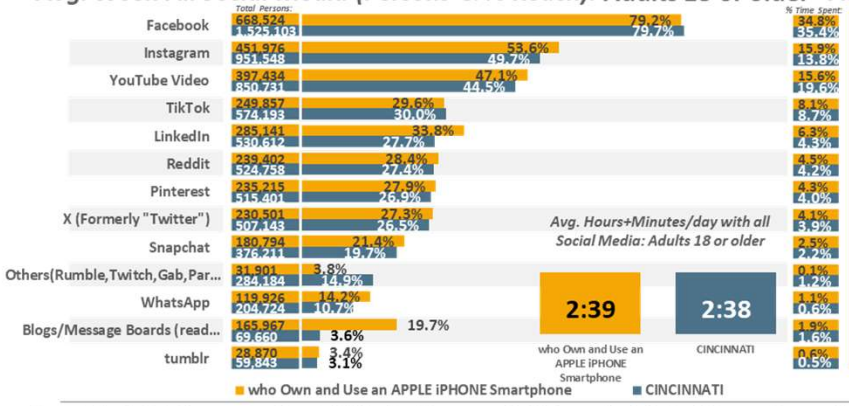
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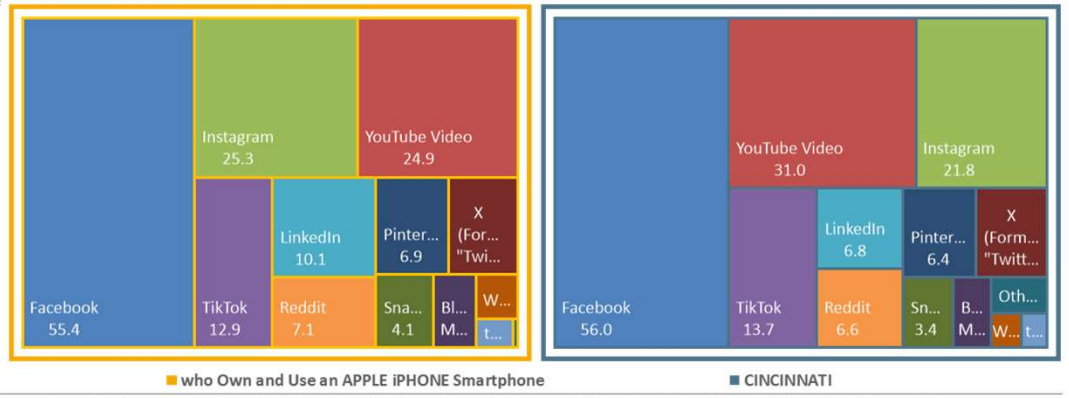
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

649,343 or 77.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

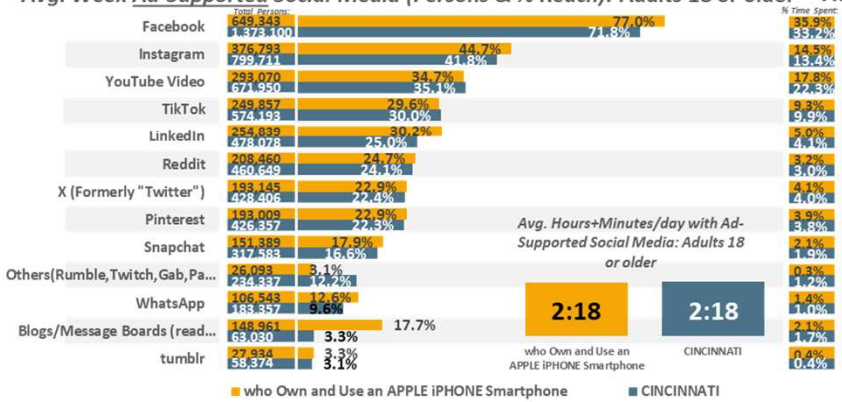
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



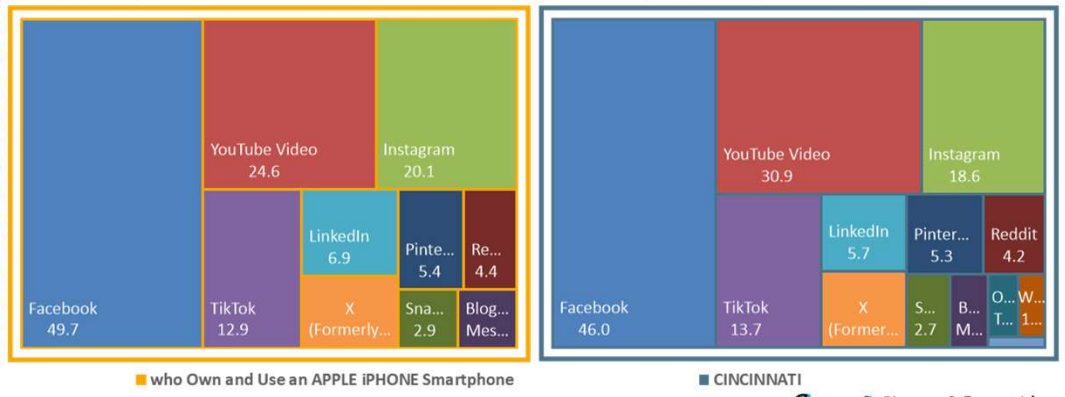
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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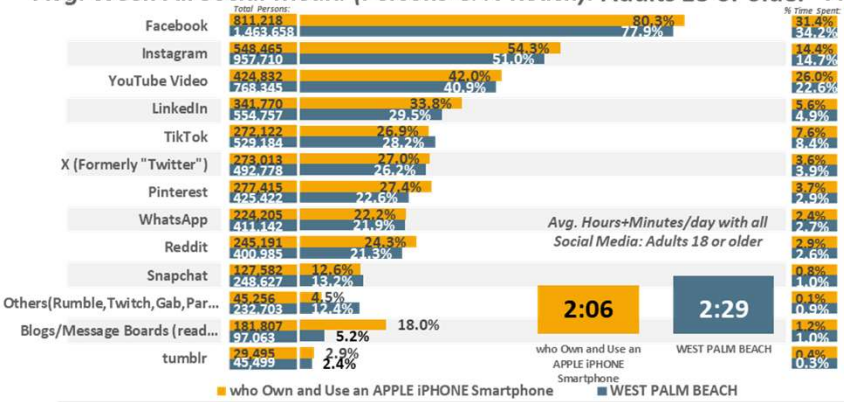
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

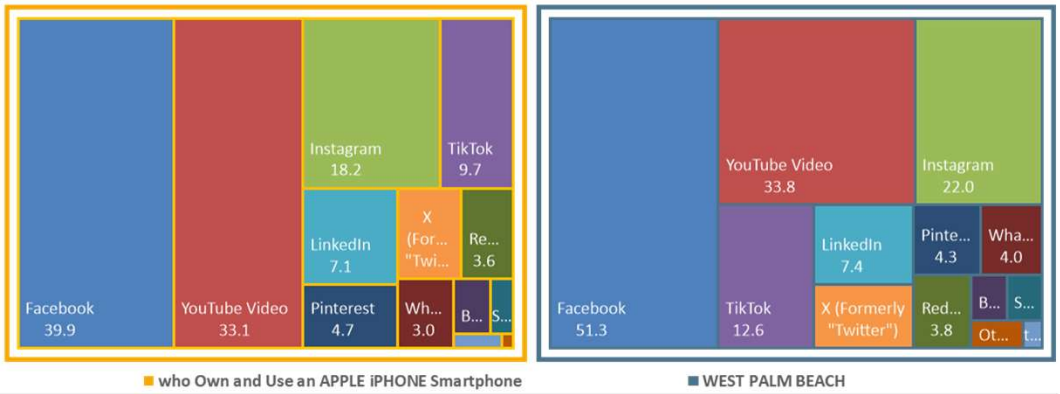


754,934 or 74.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 34.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

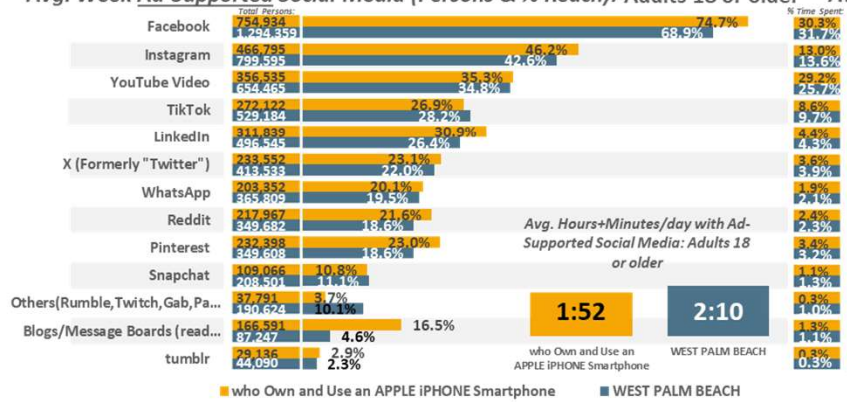
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



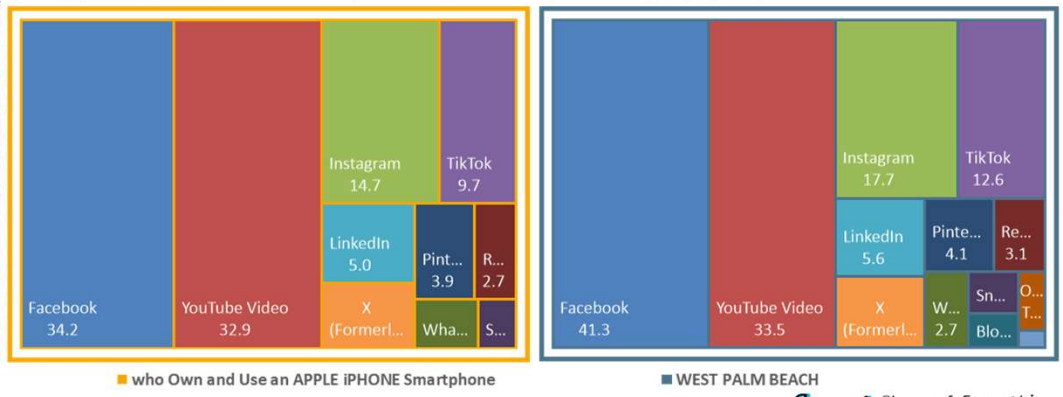
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

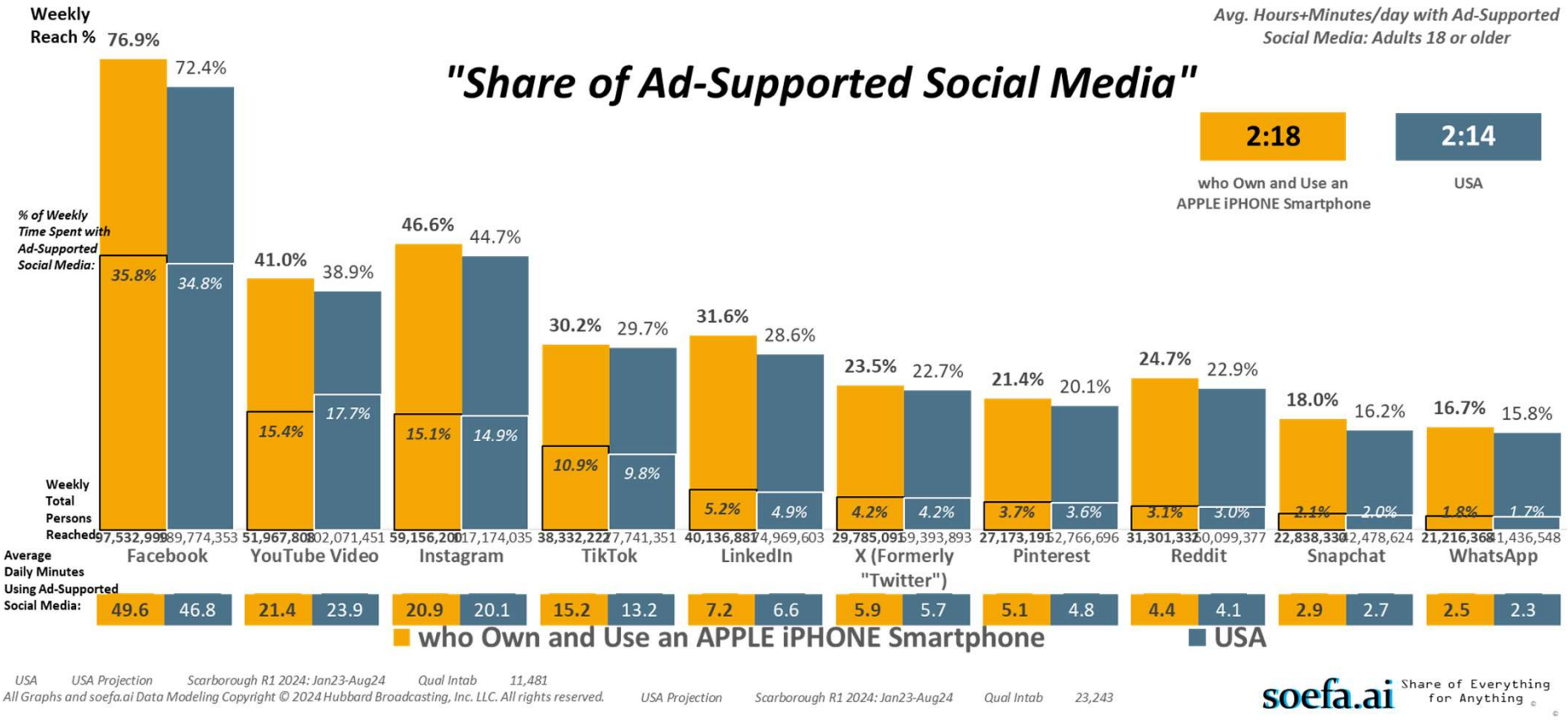
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97,532,999 or 76.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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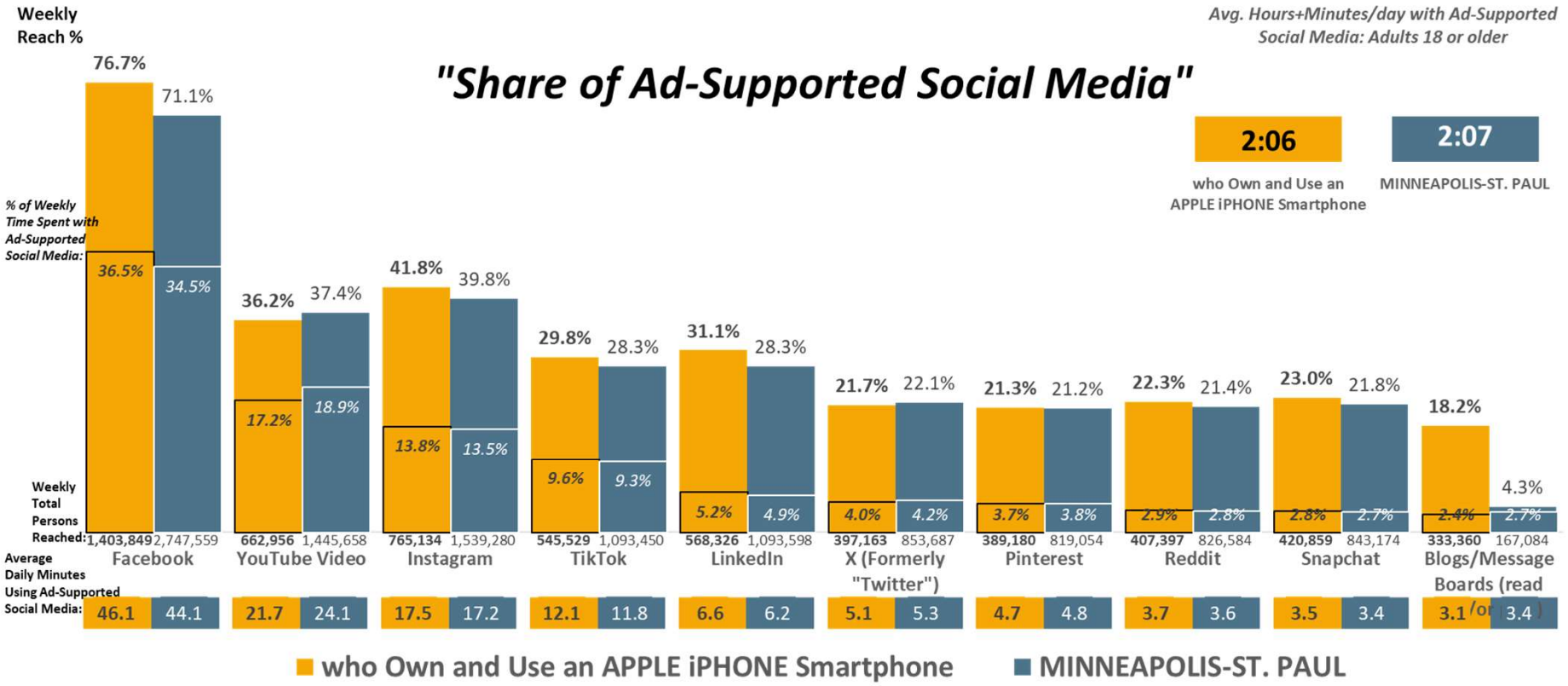
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,403,849 or 76.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 46.1 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

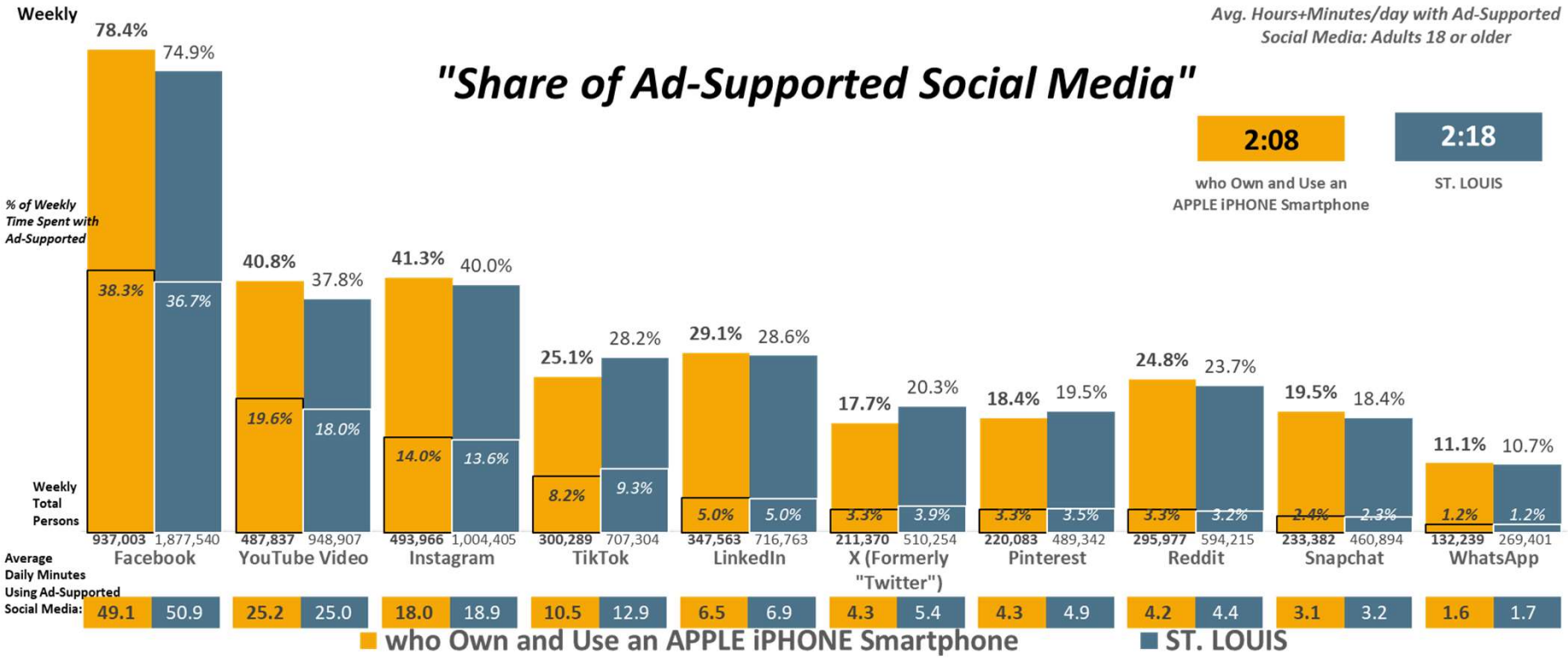
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937,003 or 78.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

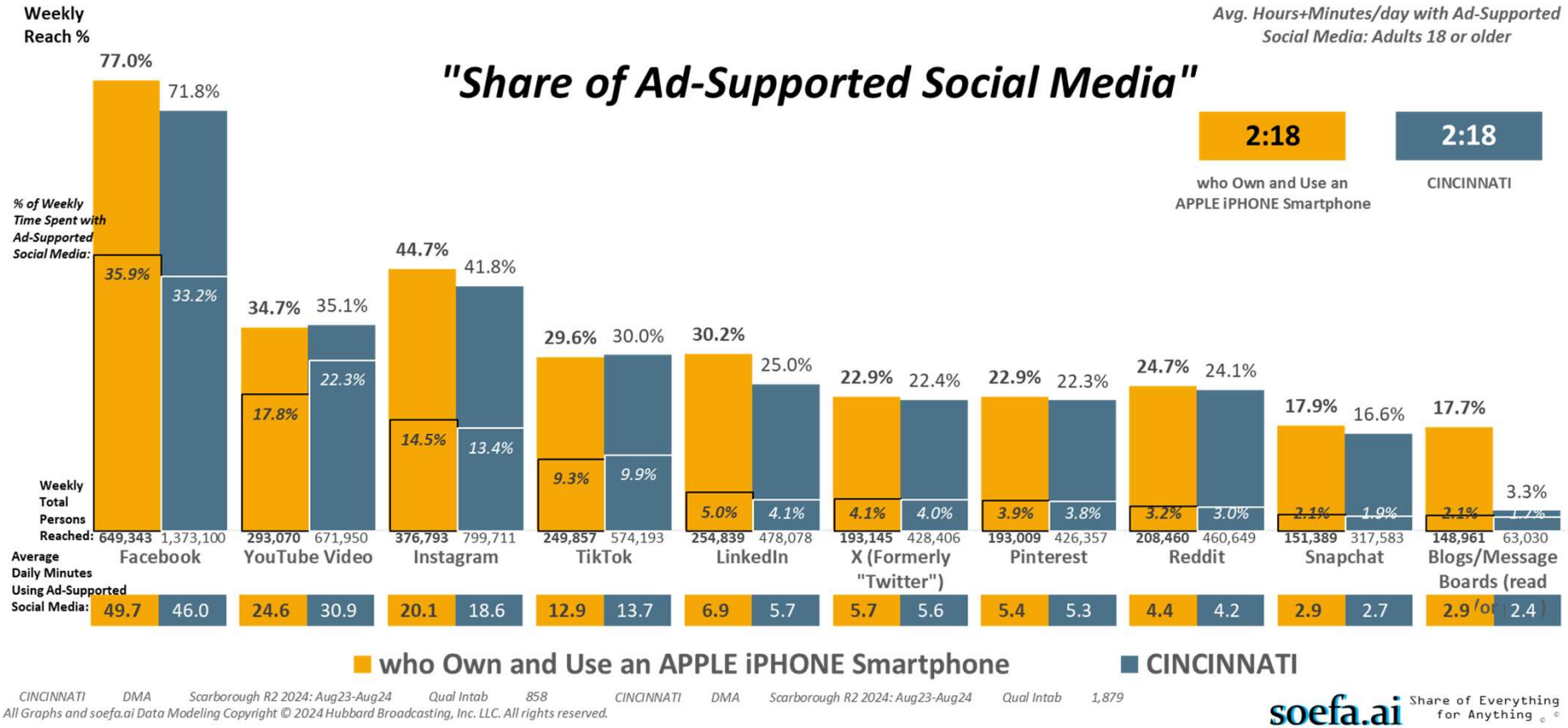
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



649,343 or 77.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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754,934 or 74.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 34.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

1:52 who Own and Use an APPLE iPHONE Smartphone

2:10 WEST PALM BEACH

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Reddit	WhatsApp	Blogs/Message Boards (read
Weekly Reach %	74.7%	68.9%	46.2%	42.6%	26.9%	28.2%	30.9%	26.4%	23.1%	22.0%	23.0%	18.6%	21.6%	18.6%	20.1%	19.5%	16.5%	4.6%
% of Weekly Time Spent with Ad-Supported Social Media:	30.3%	31.7%	29.2%	34.8%	13.0%	13.6%	8.6%	9.7%	4.4%	4.3%	3.6%	3.9%	3.4%	3.2%	2.4%	2.3%	1.9%	2.1%	1.3%	1.1%
Weekly Total Persons Reached:	754,934	1,294,359	356,535	654,465	466,795	799,595	272,122	529,184	311,839	496,545	233,552	413,533	232,398	349,608	217,967	349,682	203,352	365,809	166,591	87,247
Average Daily Minutes Using Ad-Supported Social Media:	34.2	41.3	32.9	33.5	14.7	17.7	9.7	12.6	5.0	5.6	4.1	5.1	3.9	4.1	2.7	3.1	2.1	2.7	1.5	1.4

■ who Own and Use an APPLE iPHONE Smartphone ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

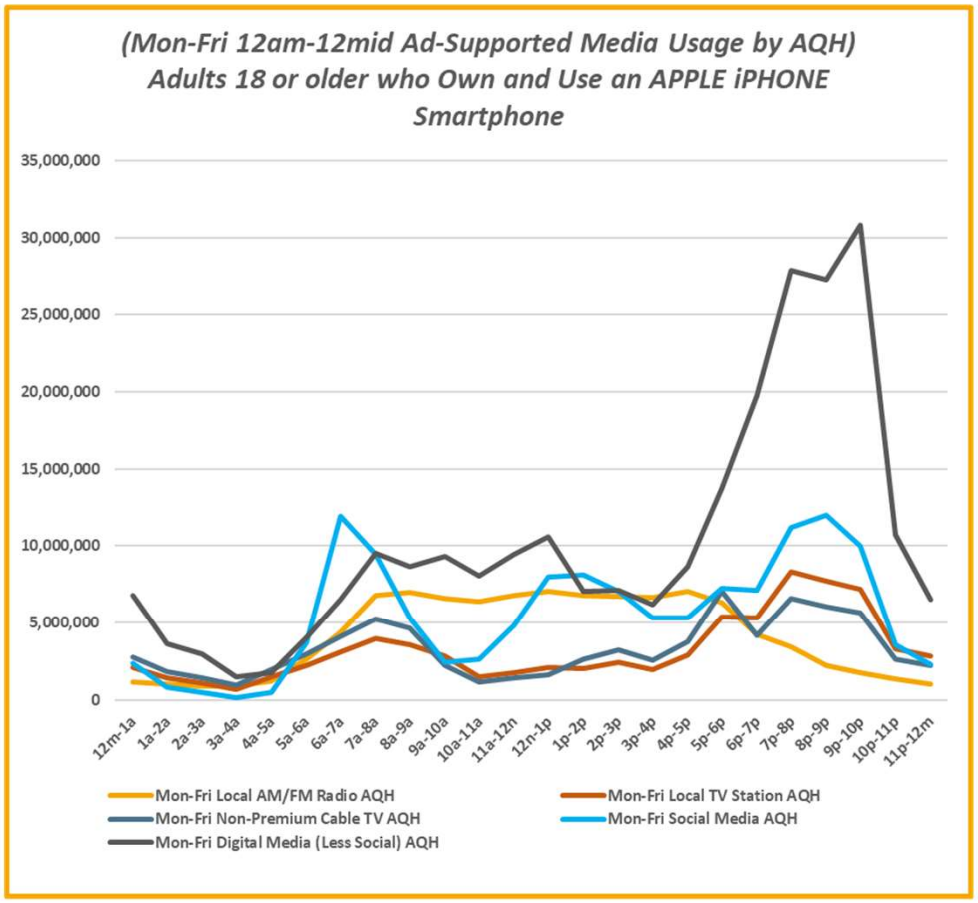
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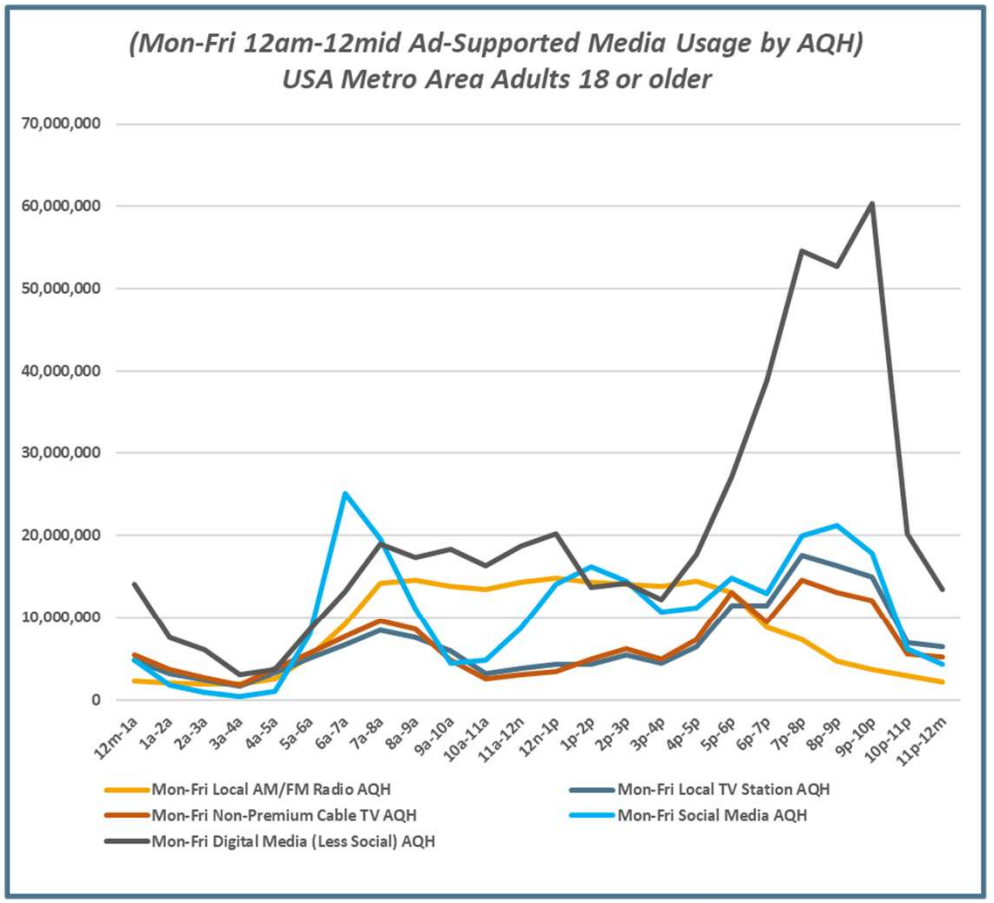
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,582,608; Social Media: 6,504,913; Local Radio: 6,350,075; Non-Prem. Cable: 3,366,953; Local TV: 2,977,121 reaching Adults 18 or older who Own and Use an APPLE iPHONE Sm





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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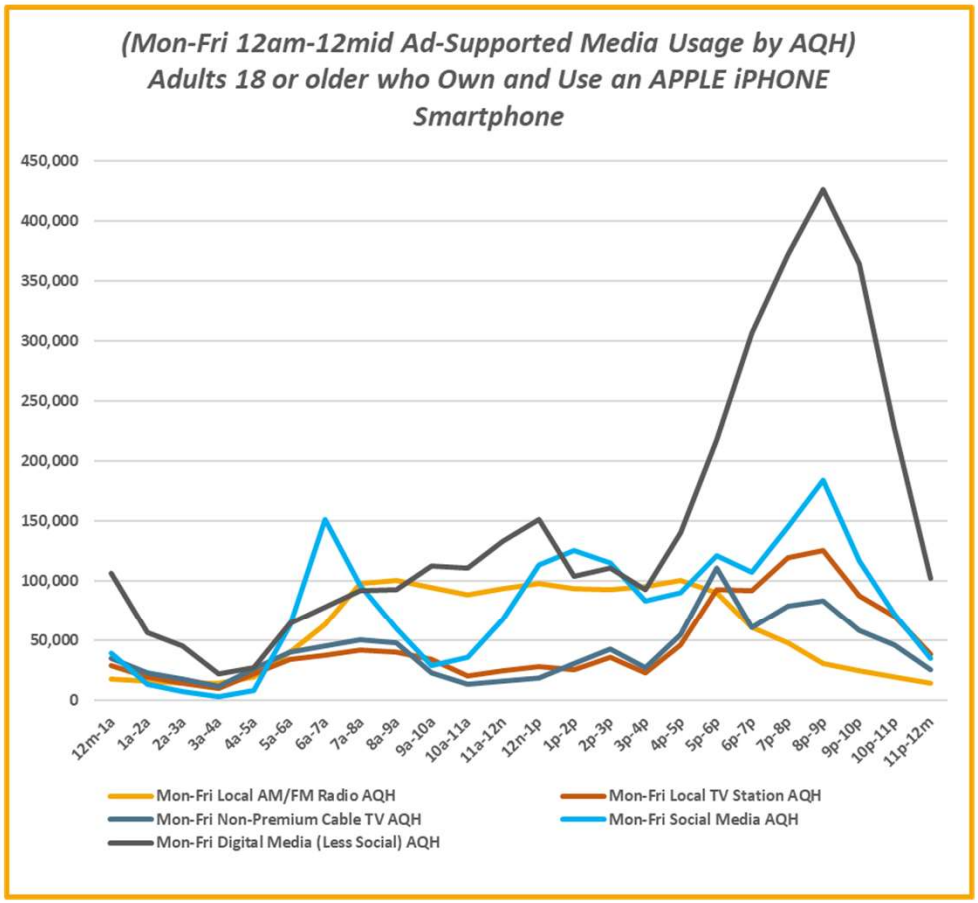
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

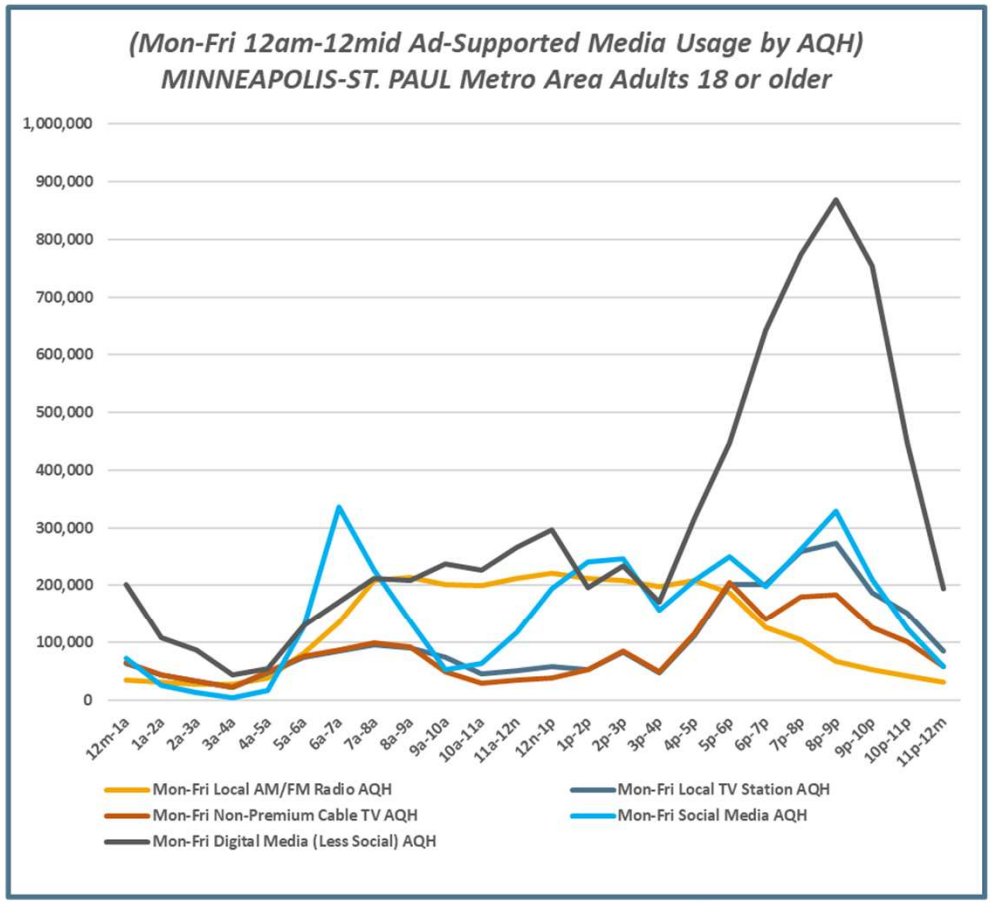
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 133,971; Social Media: 91,934; Local Radio: 89,906; Non-Prem. Cable: 41,713; Local TV: 41,607 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

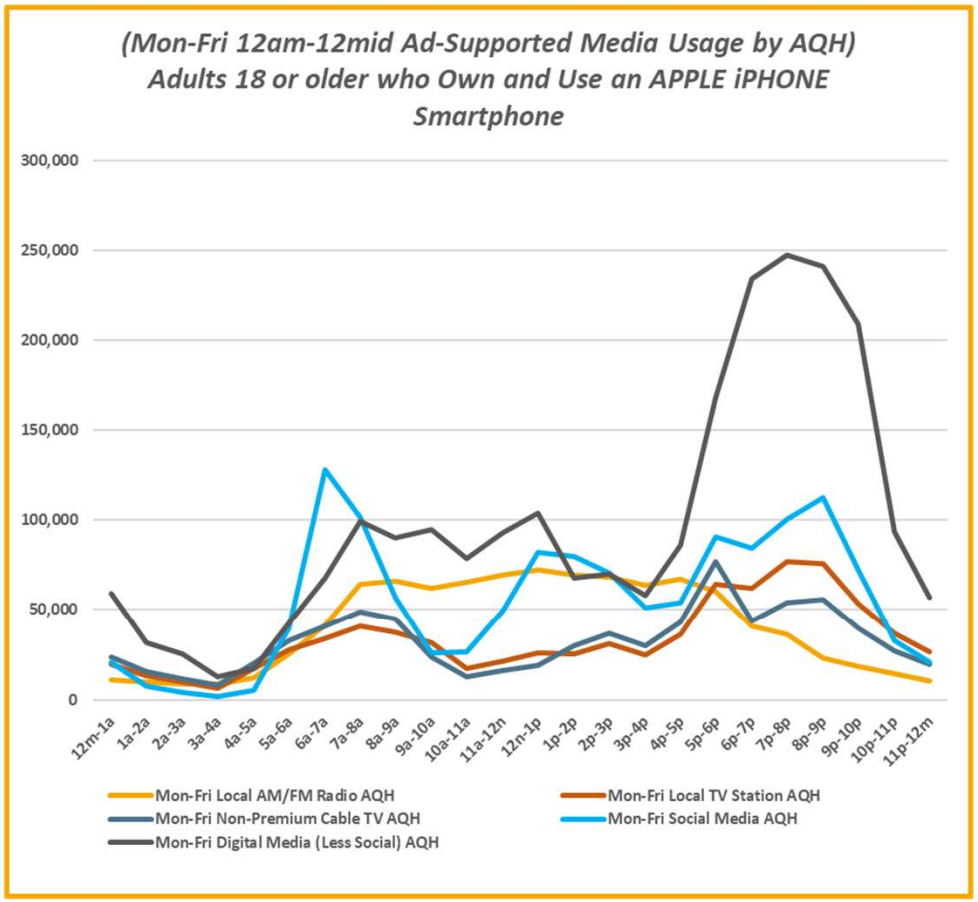
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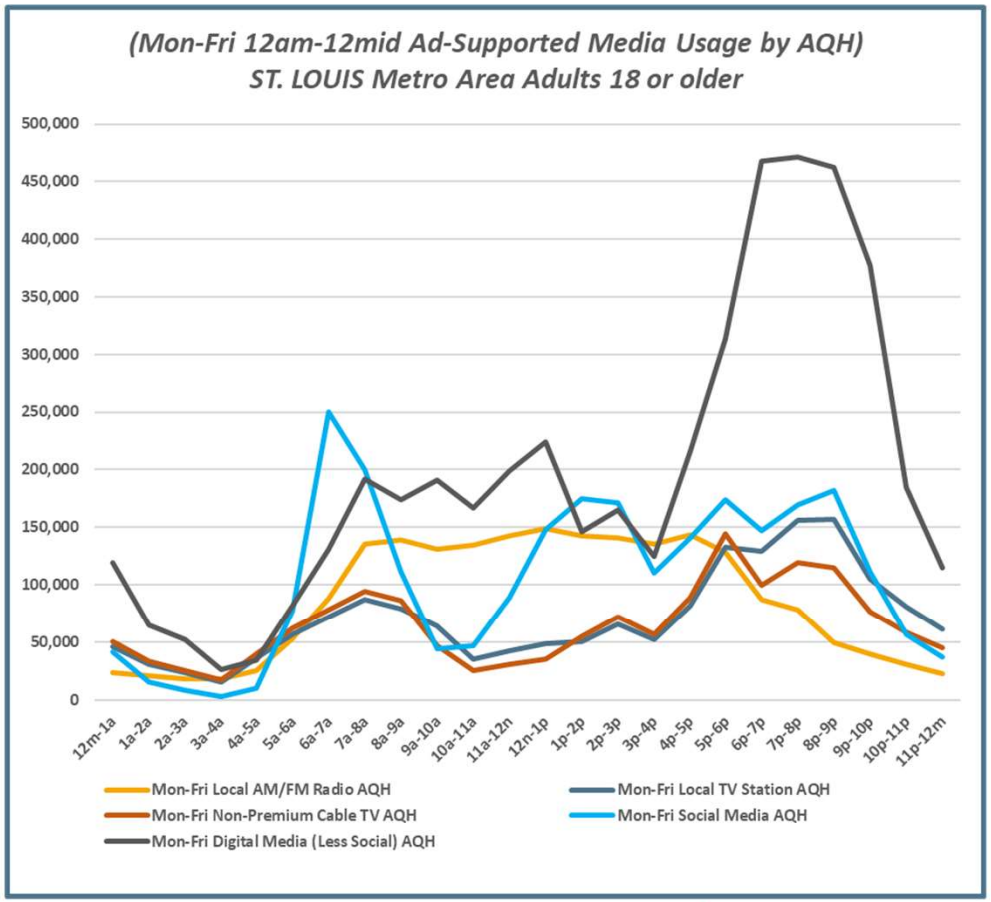
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 100,876; Social Media: 69,306; Local Radio: 62,415; Non-Prem. Cable: 35,818; Local TV: 34,837 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

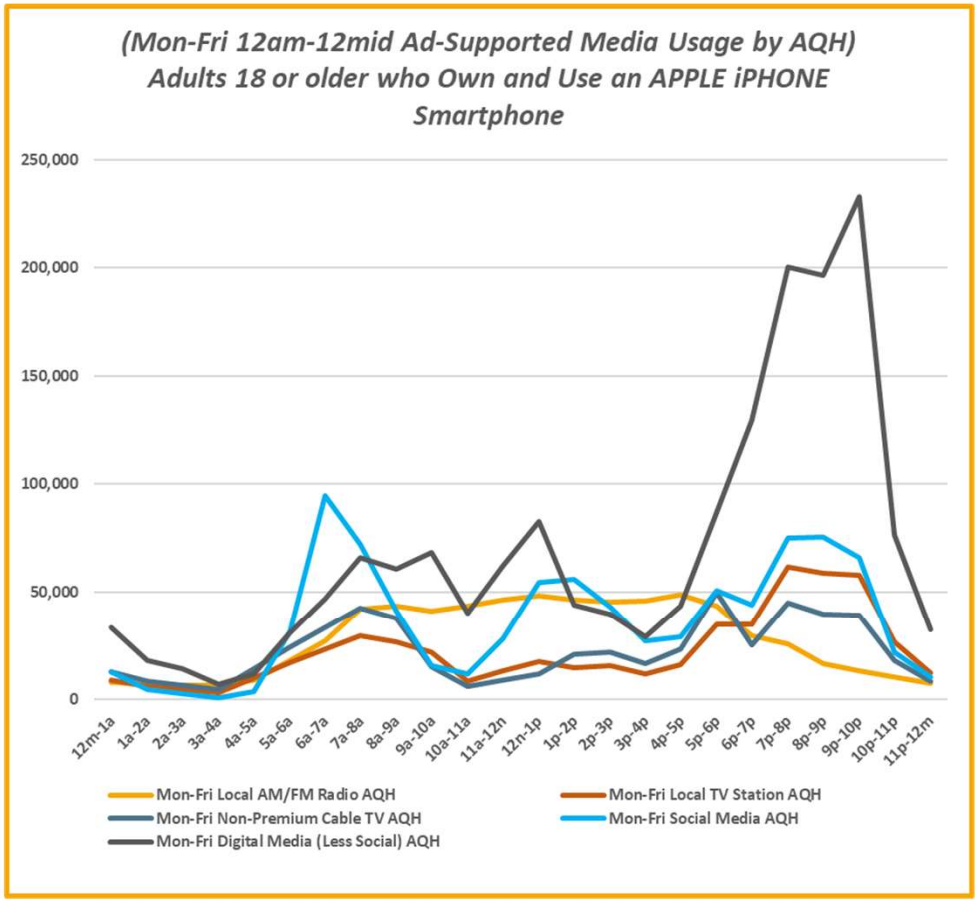
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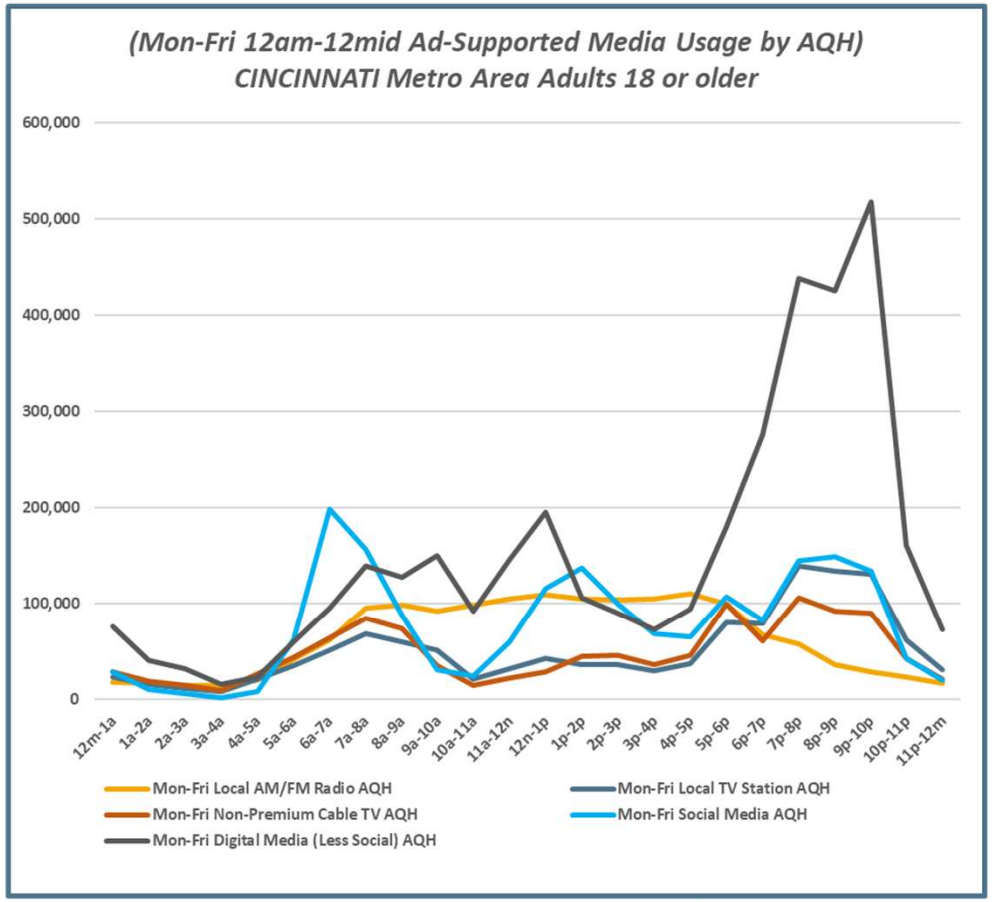
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,388; Social Media: 43,529; Local Radio: 42,277; Non-Prem. Cable: 23,993; Local TV: 20,577 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

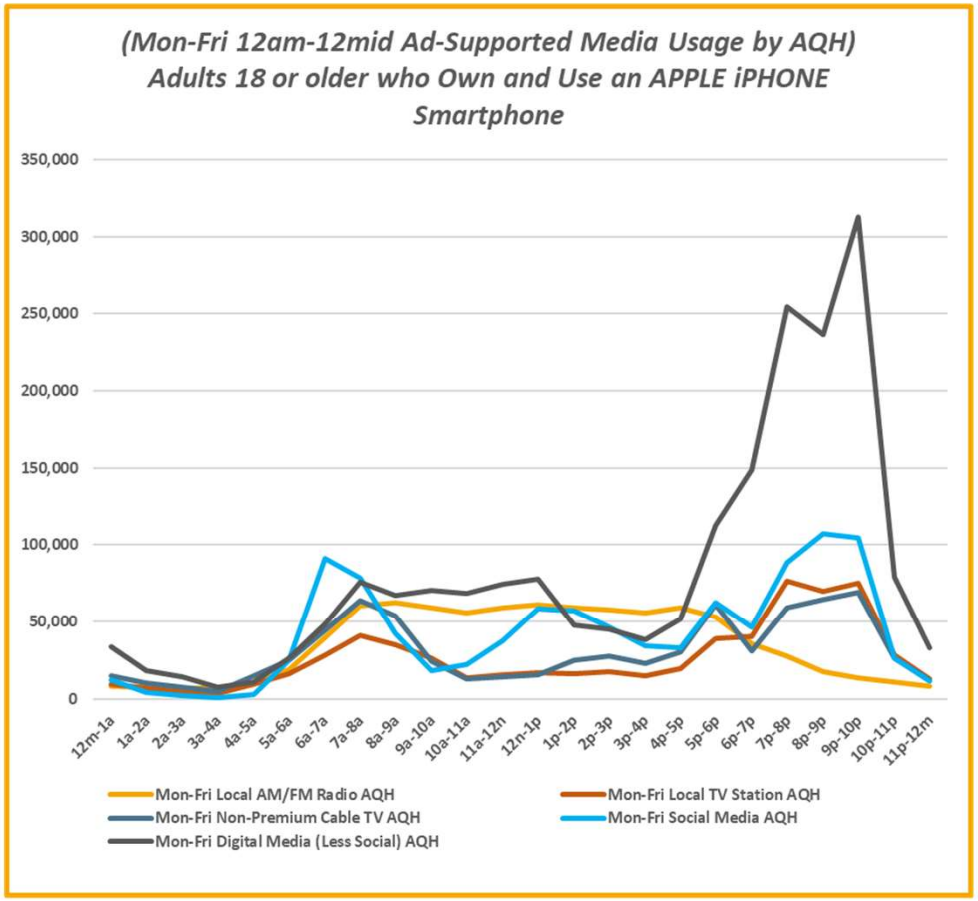
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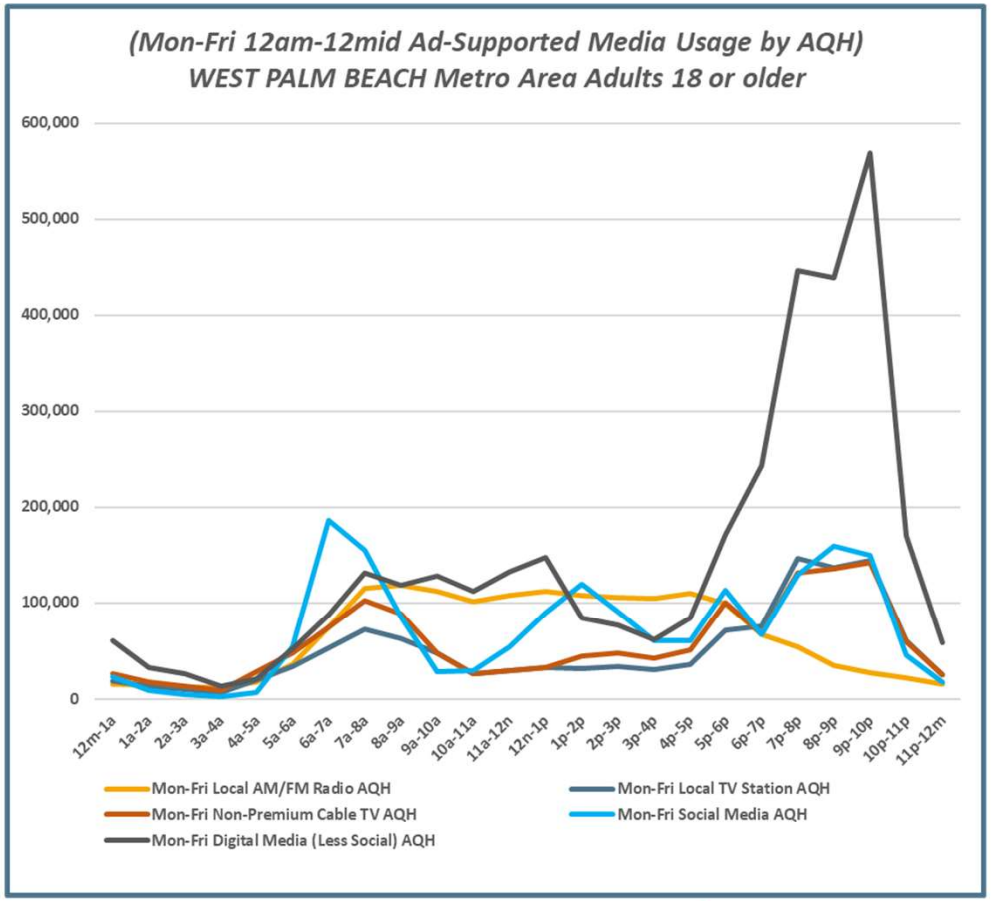
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,175; Local Radio: 55,154; Social Media: 48,194; Non-Prem. Cable: 32,686; Local TV: 24,816 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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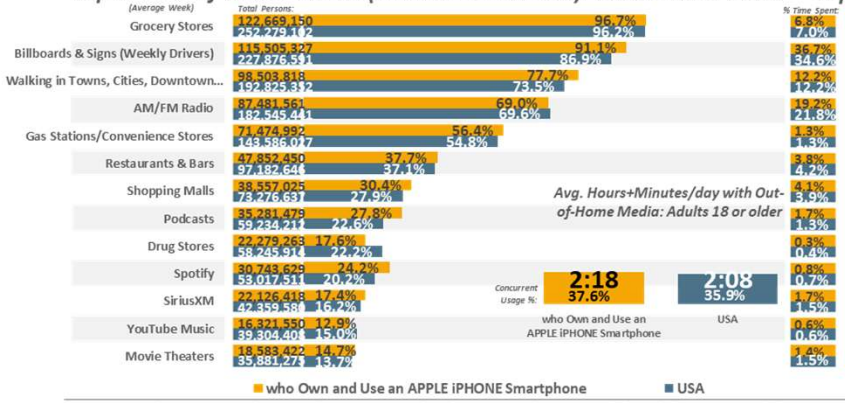
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

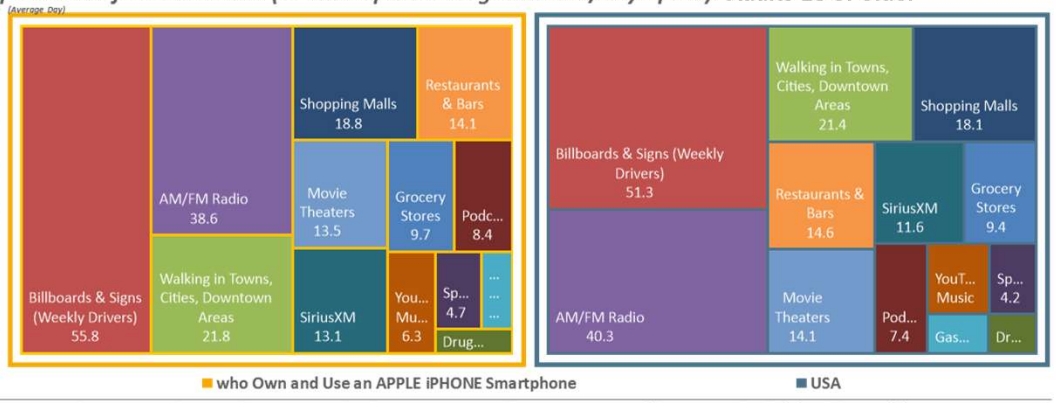


115,505,327 or 91.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

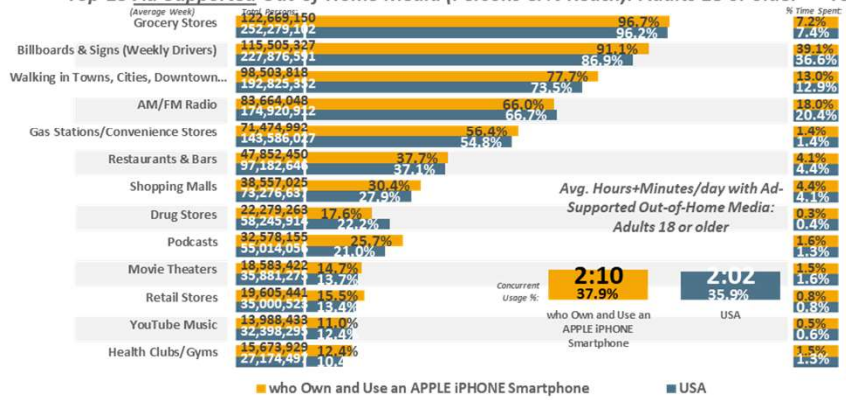
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



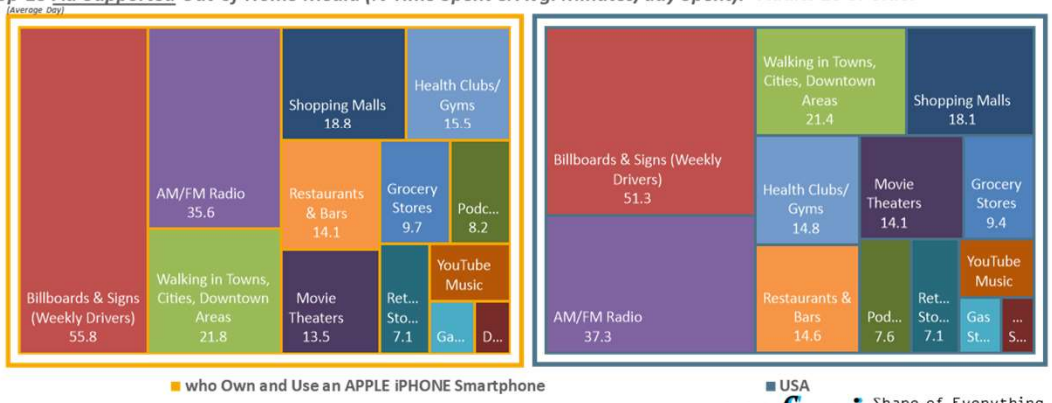
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

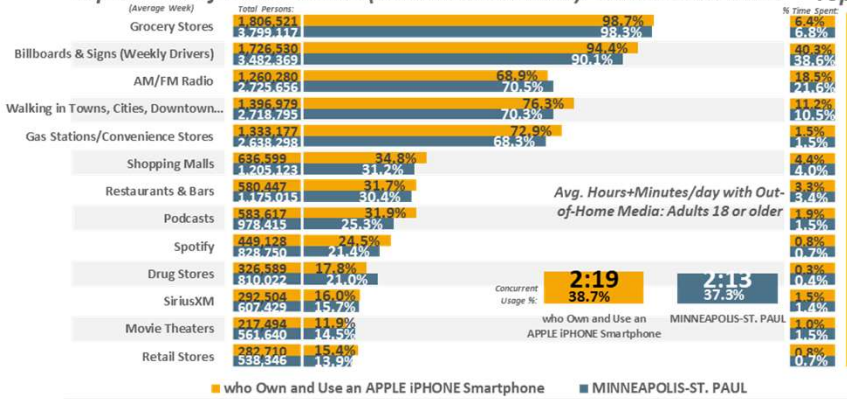
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

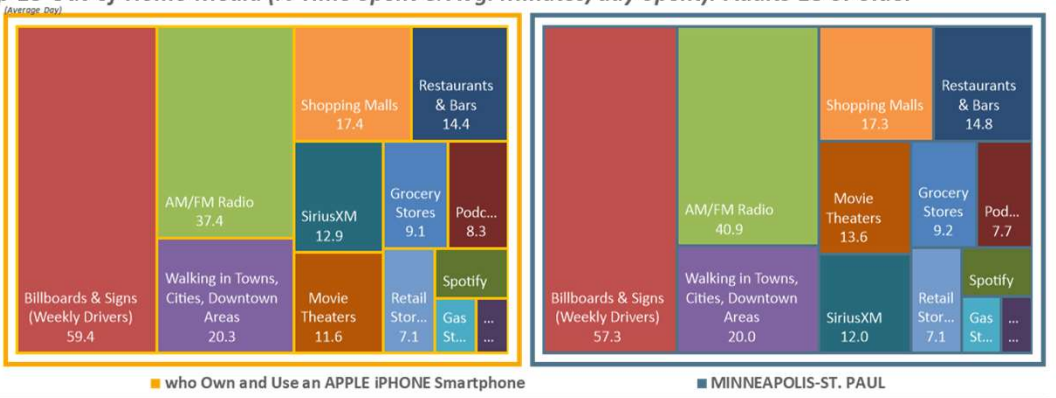


1,726,530 or 94.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/day.

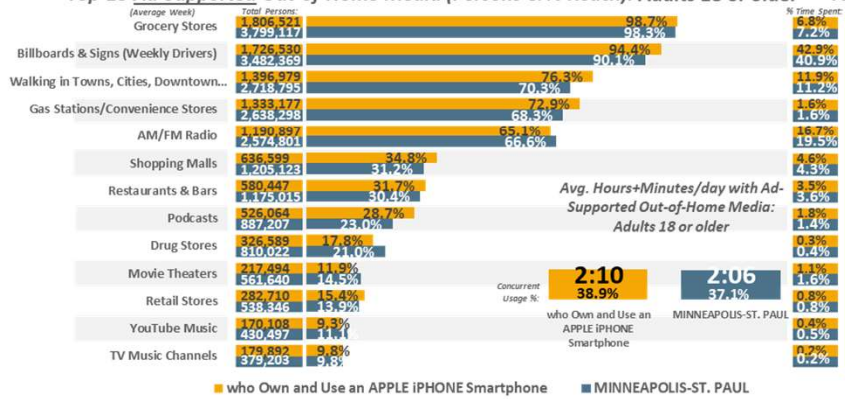
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



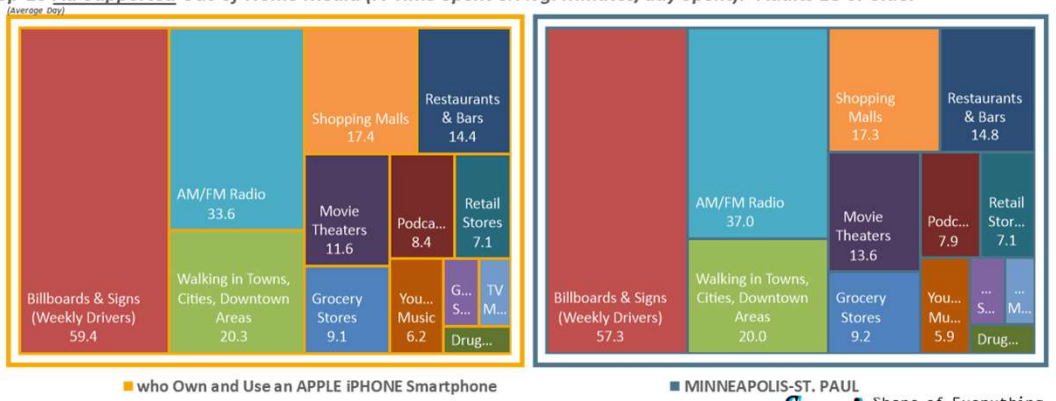
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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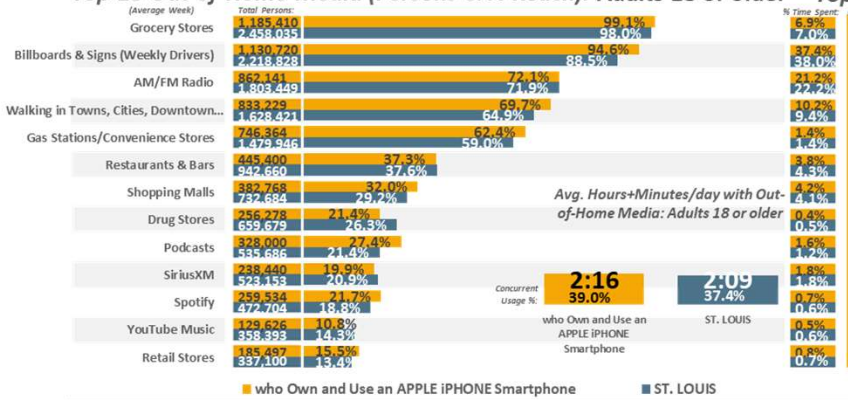
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

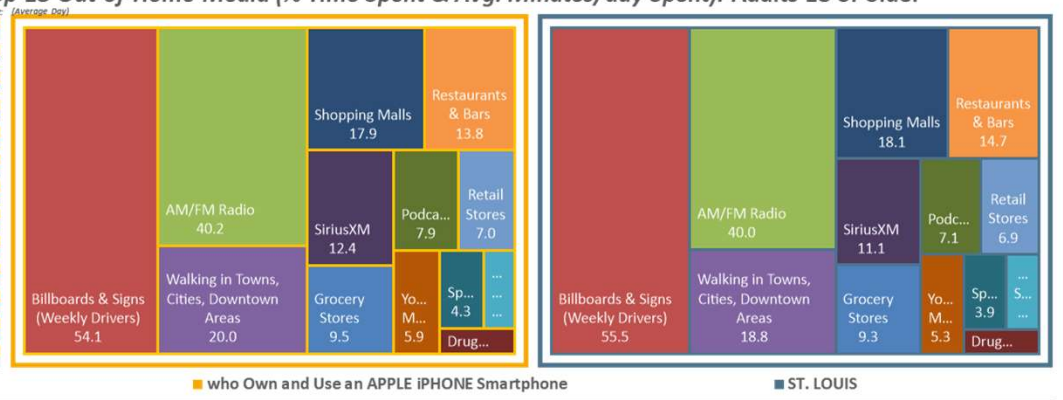


1,130,720 or 94.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

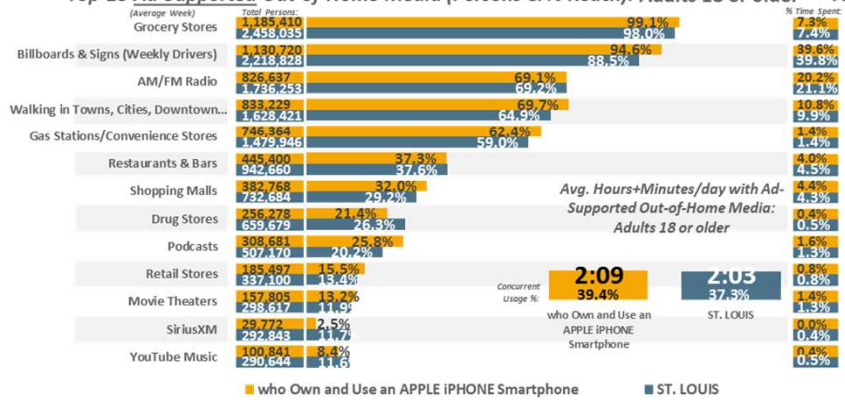
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



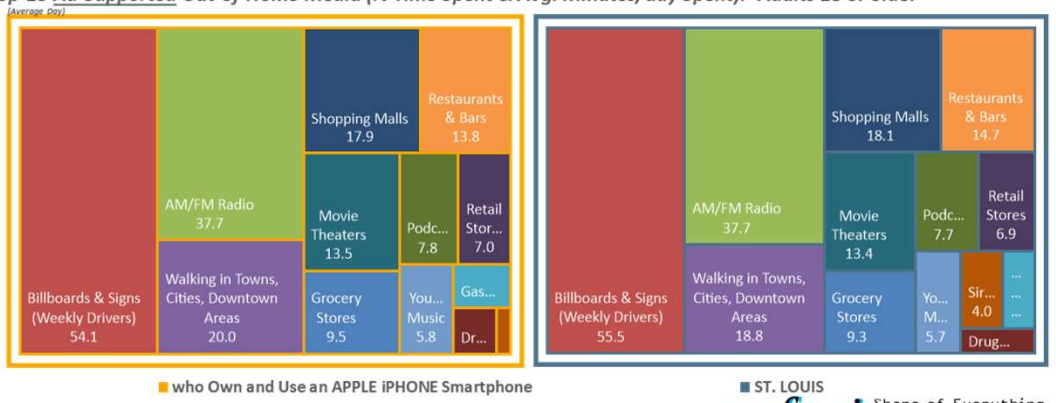
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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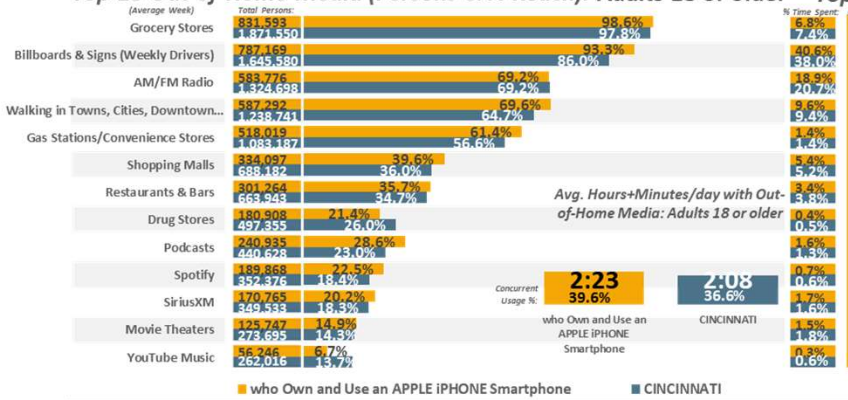
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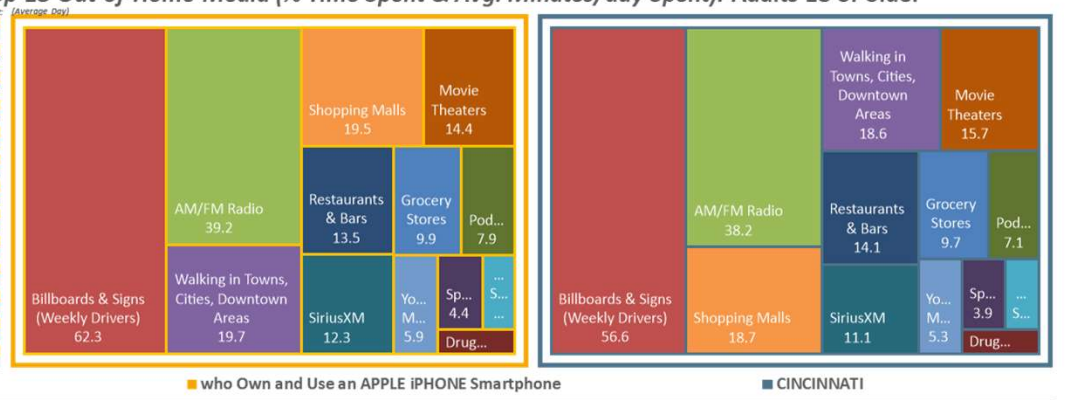


787,169 or 93.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

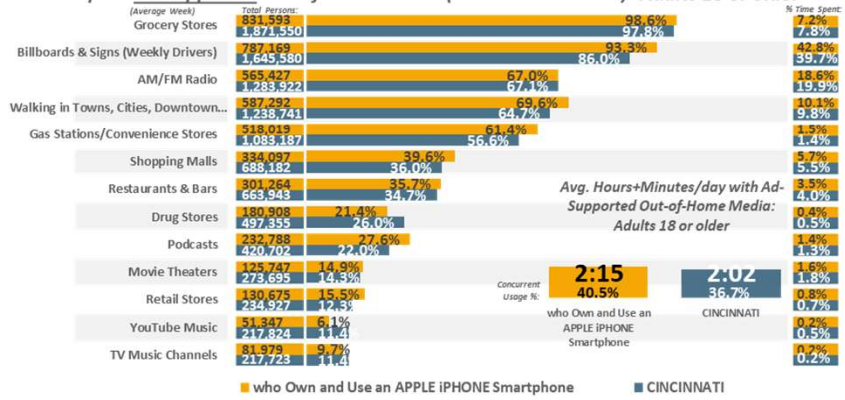
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



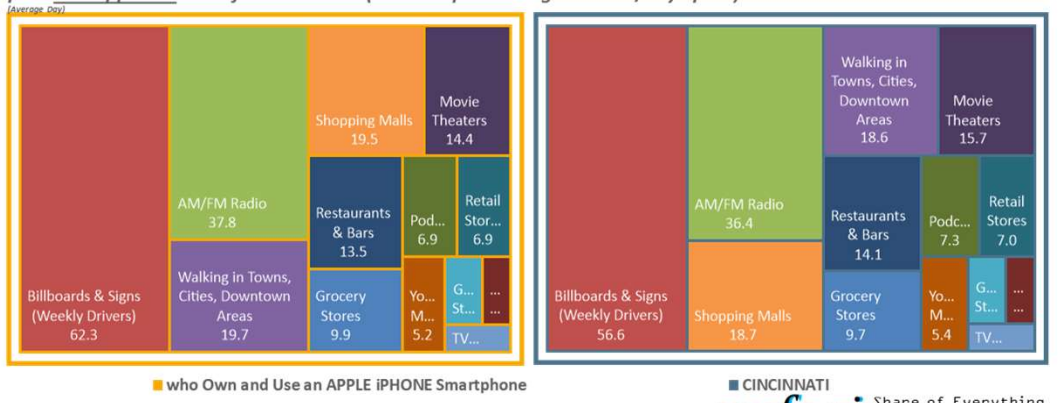
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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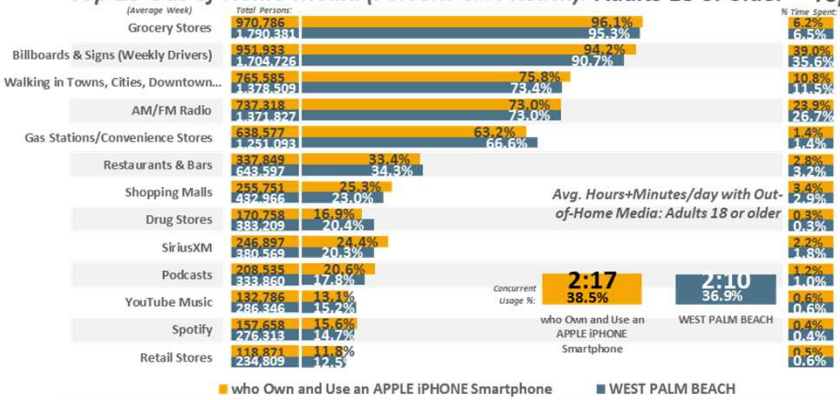
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

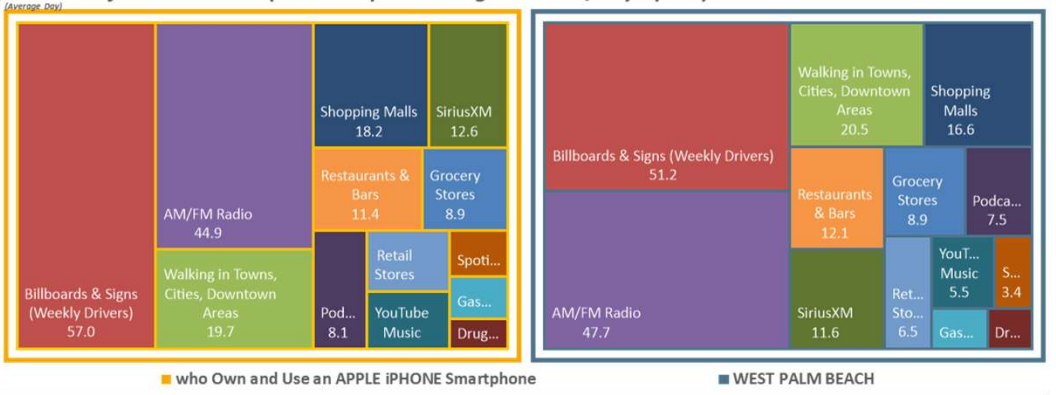


951,933 or 94.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 57. minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 42.8 minutes/day.

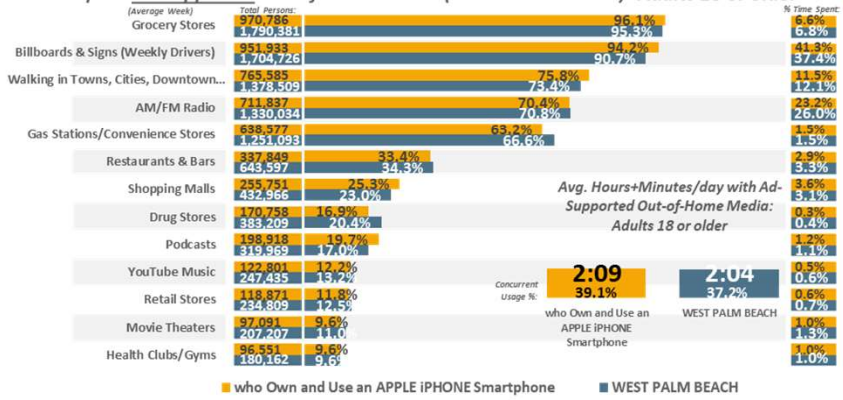
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



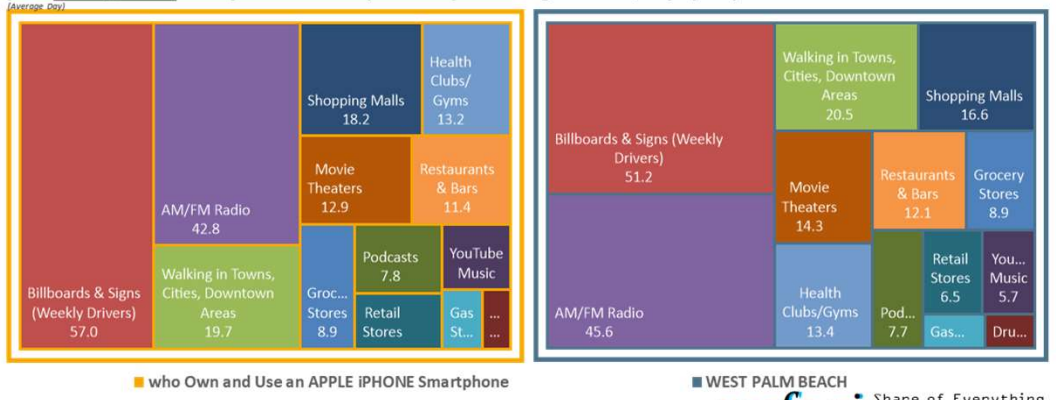
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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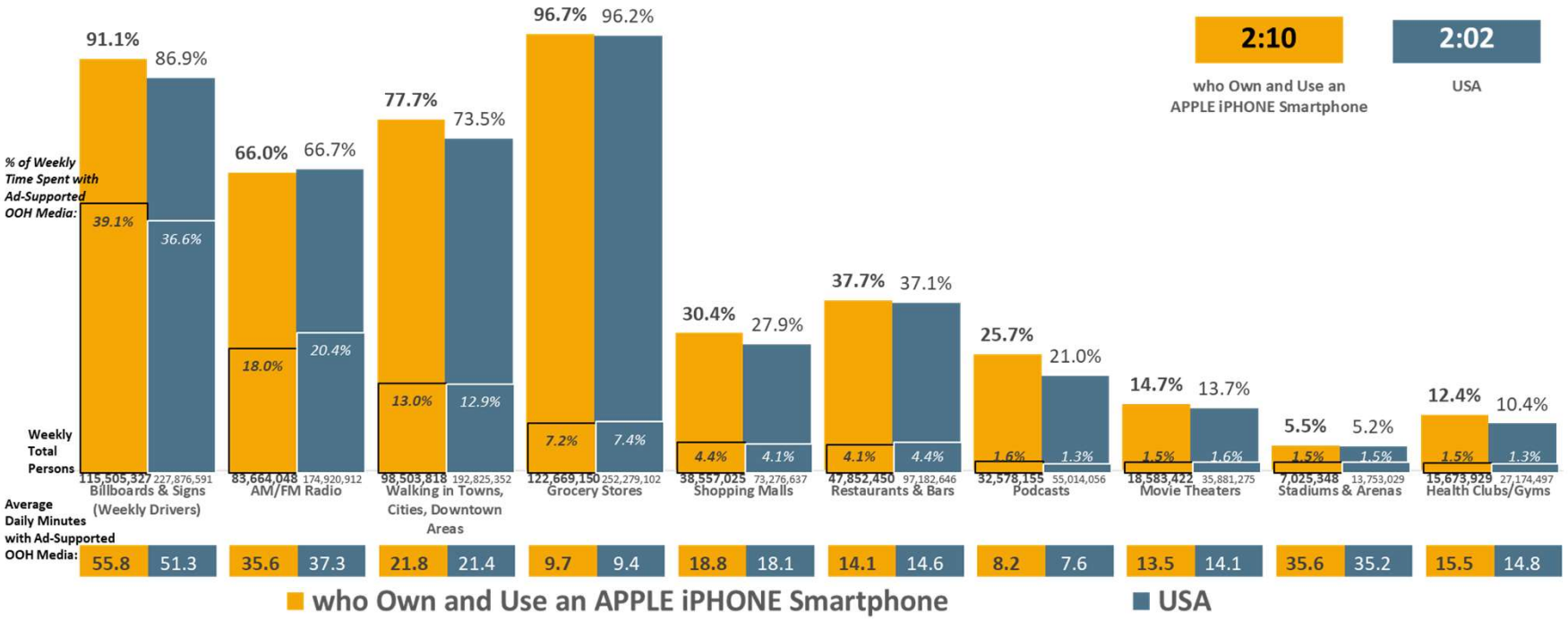
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



115,505,327 or 91.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

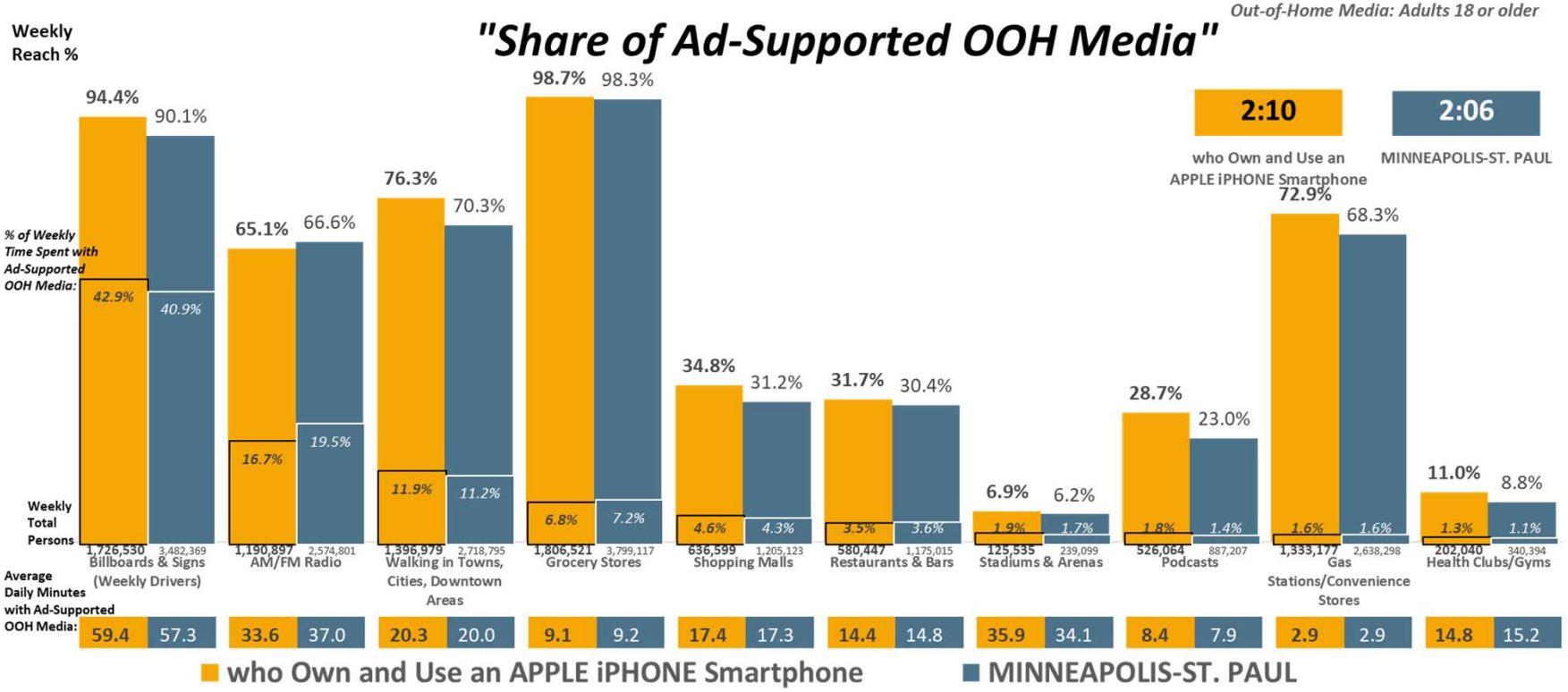
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,726,530 or 94.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 42.9% 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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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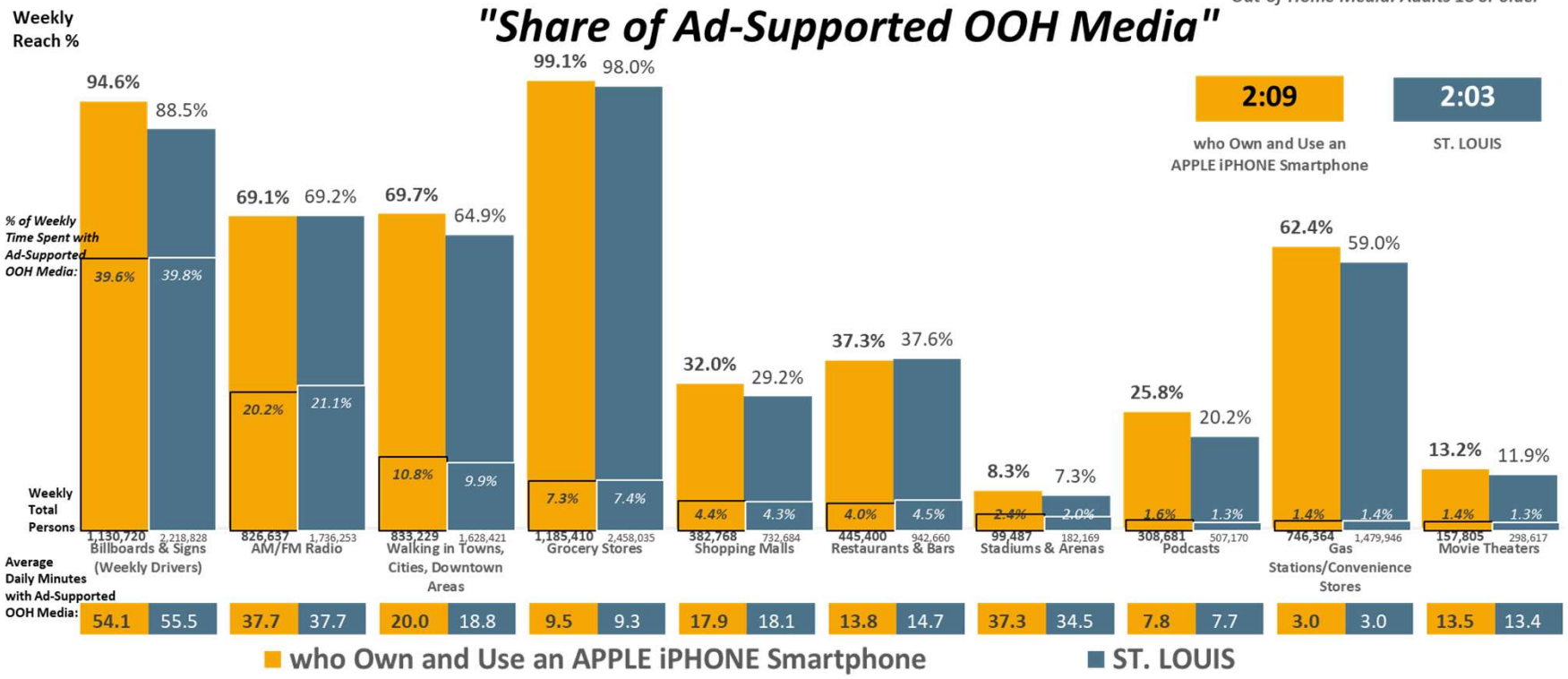
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,130,720 or 94.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 39.6% 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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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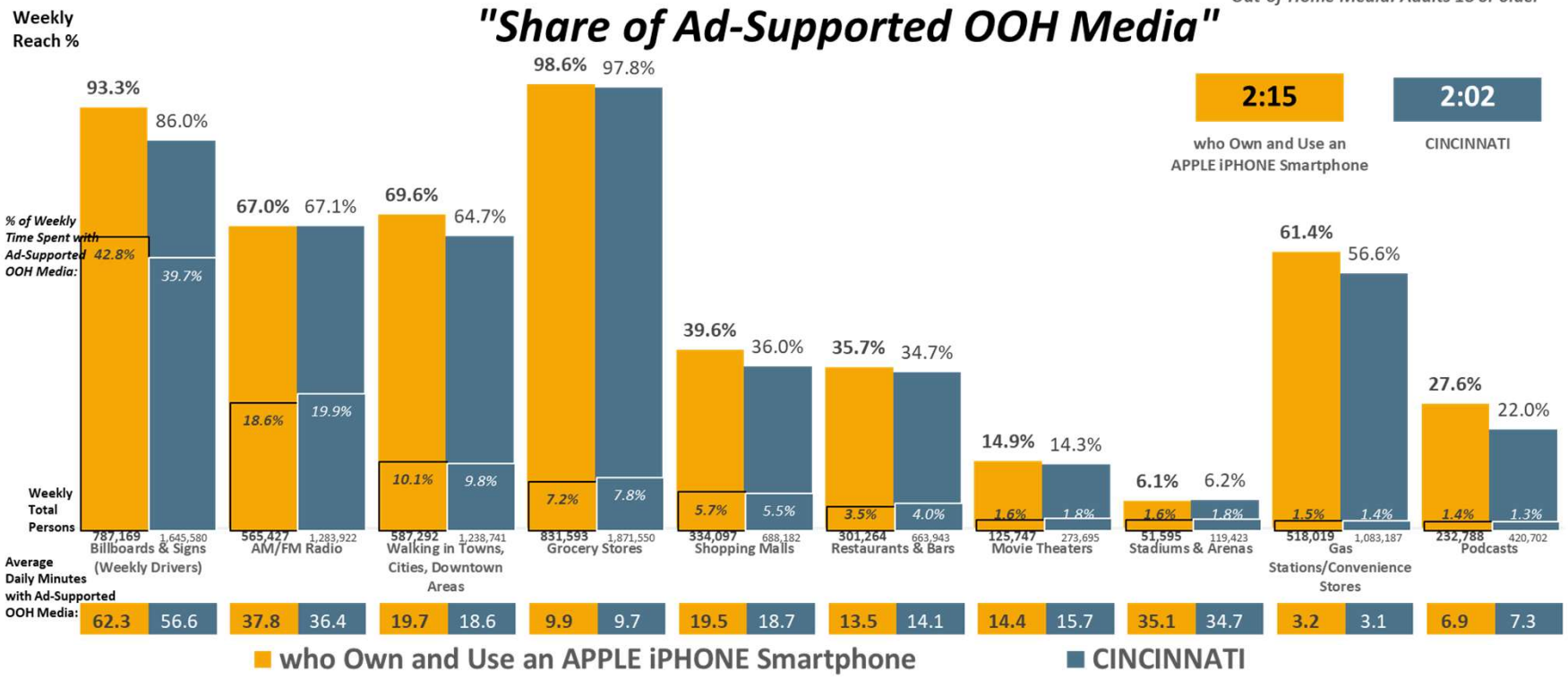
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



787,169 or 93.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 62.3 minutes per day driving, seeing Billboards and Signs representing 42.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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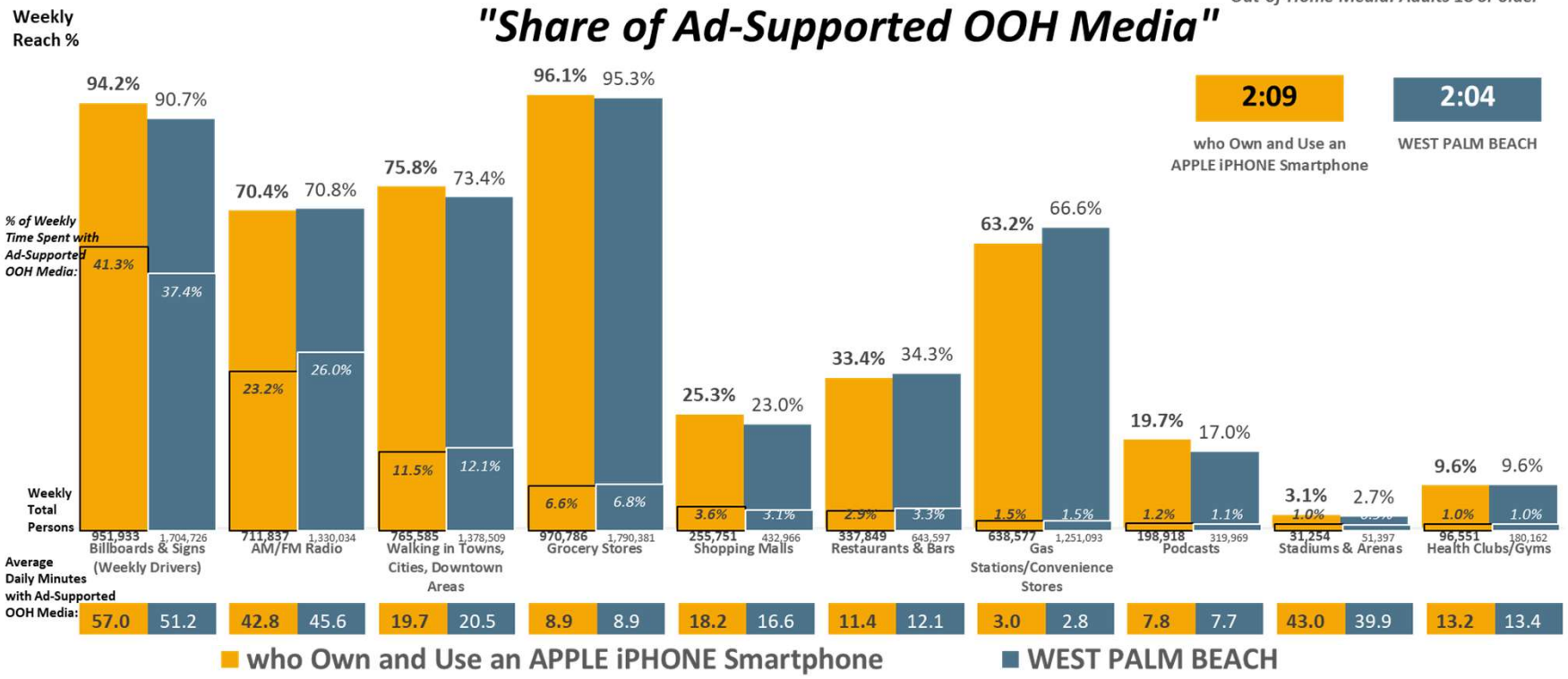
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



951,933 or 94.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 57. minutes per day driving, seeing Billboards and Signs representing 41.3% 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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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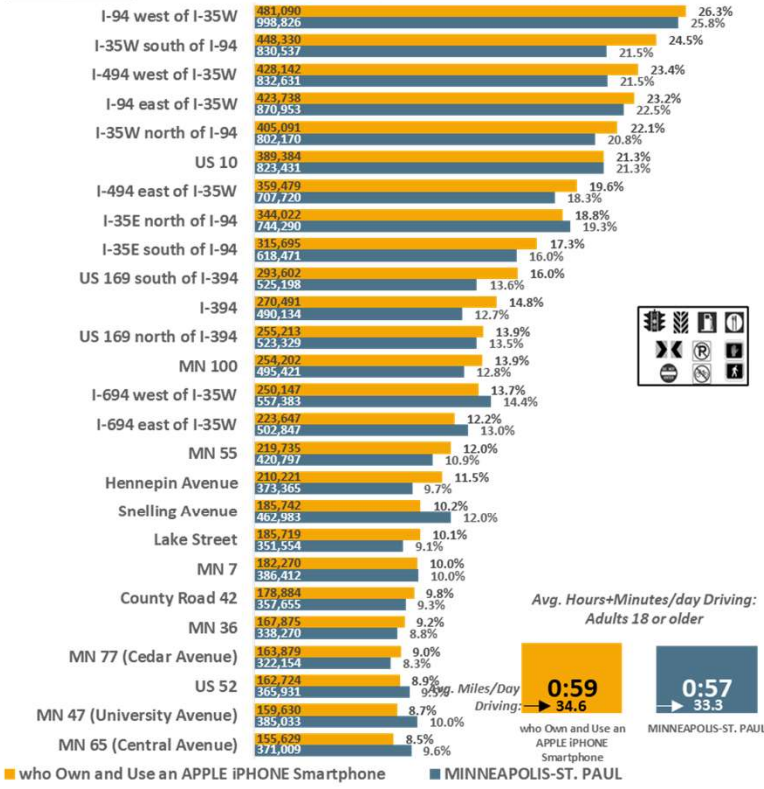
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

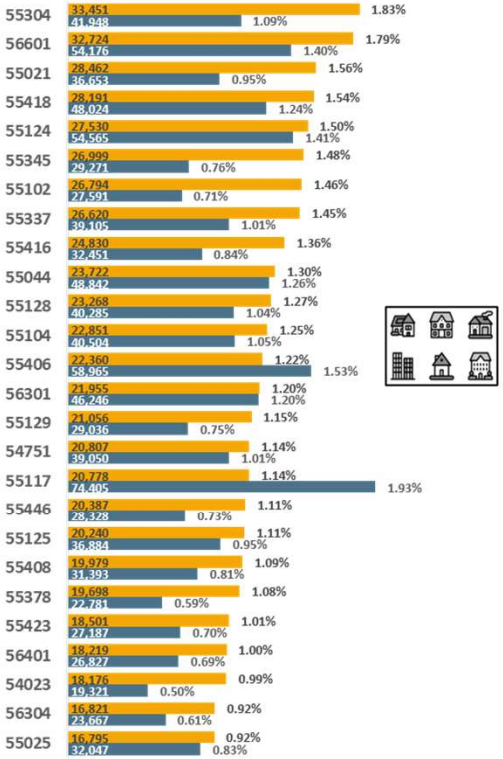


1,726,530 or 94.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 18.9% more likely to use Hennepin Avenue than the Metro average.

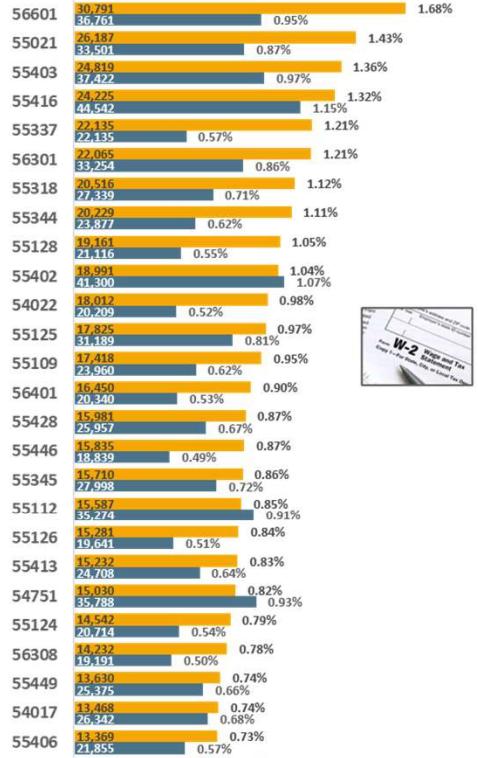
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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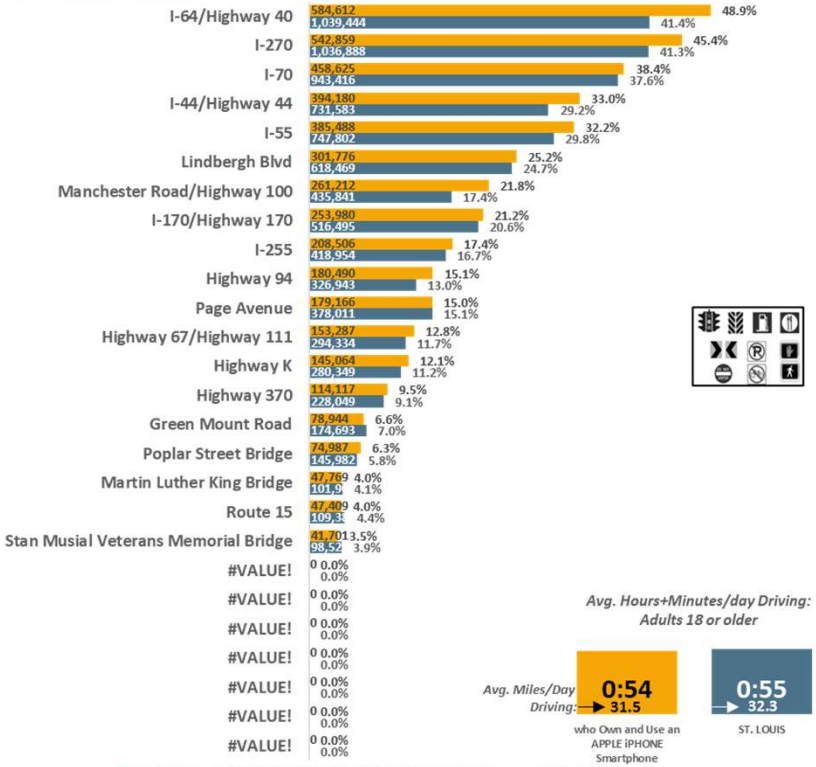
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1,130,720 or 94.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 54.1 minutes per day driving an average of 31.5 miles each day and are 25.7% more likely to use Manchester Road/Highway 100 than the Metro average.

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



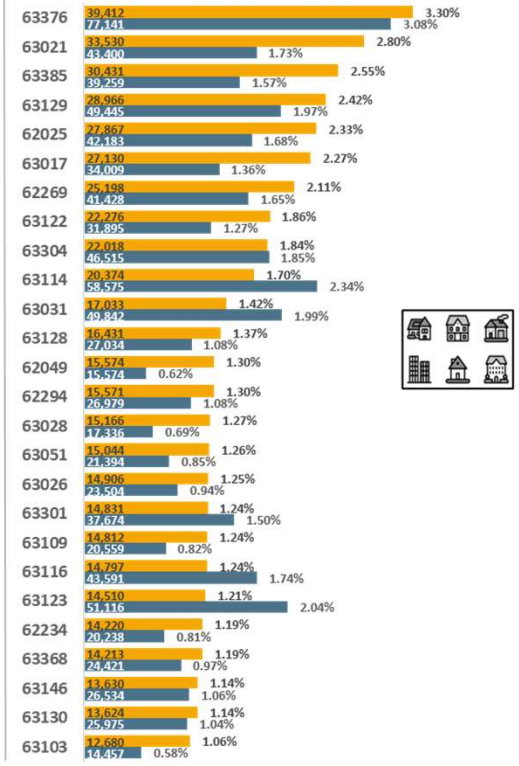
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 31.5

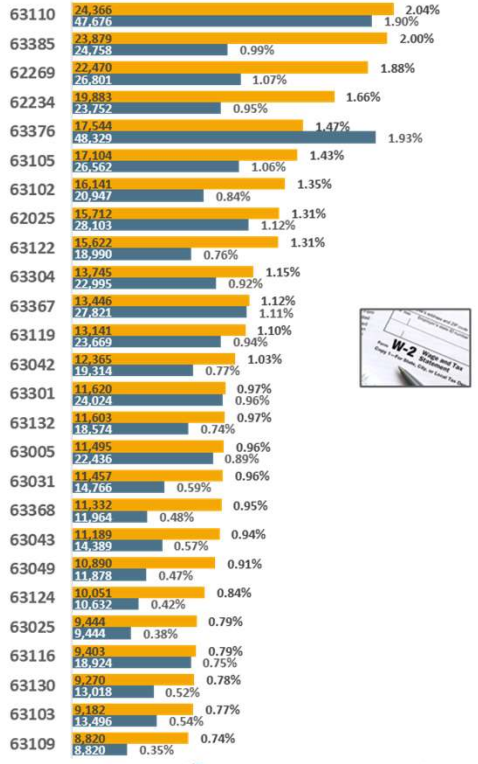
0:54 — who Own and Use an APPLE iPHONE Smartphone

0:55 ▶ 32.3 — ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

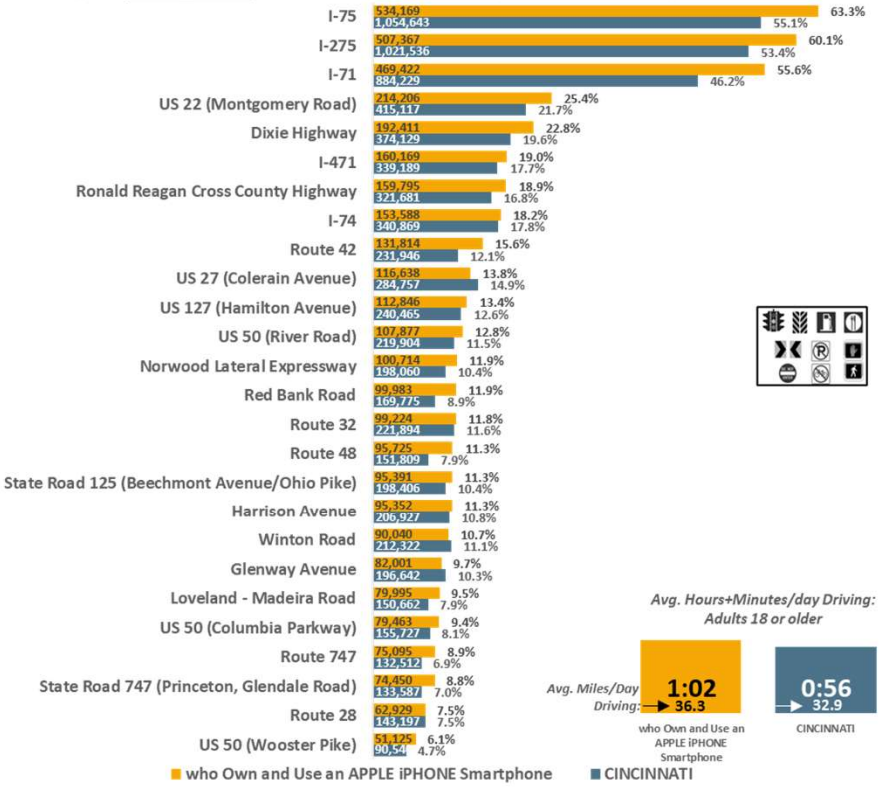
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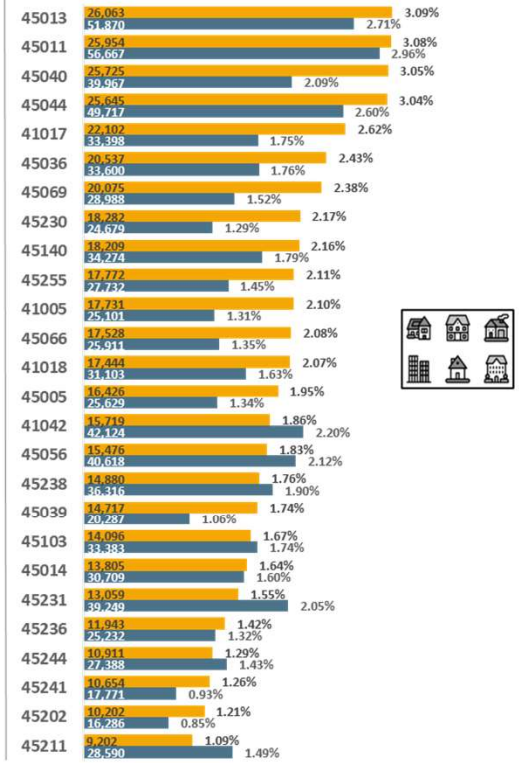
787,169 or 93.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 62.3 minutes per day driving an average of 36.3 miles each day and are 43.% more likely to use Route 48 than the Metro average.

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

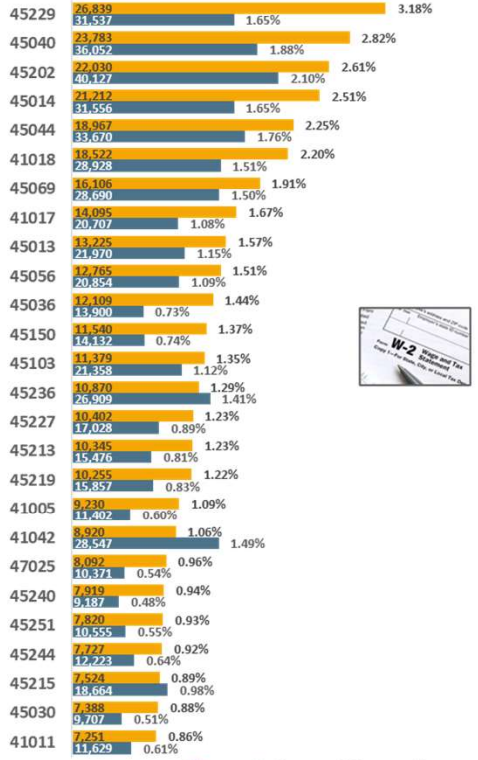


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

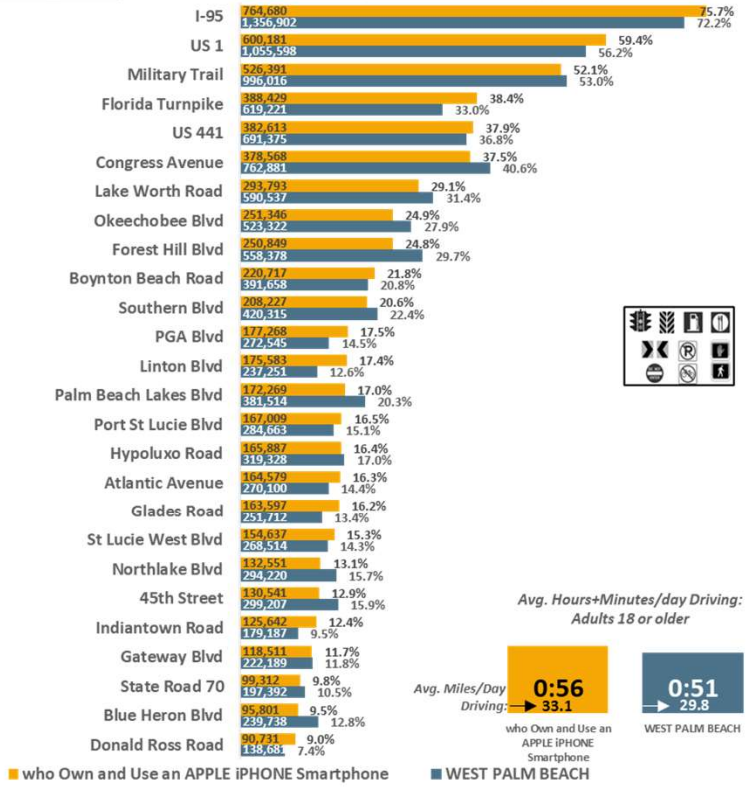
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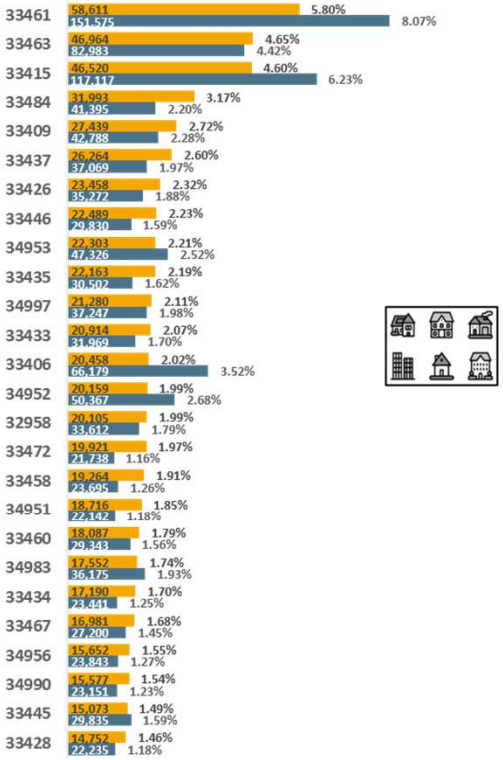
951,933 or 94.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 57. minutes per day driving an average of 33.1 miles each day and are 37.6% more likely to use Linton Blvd than the Metro average.

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

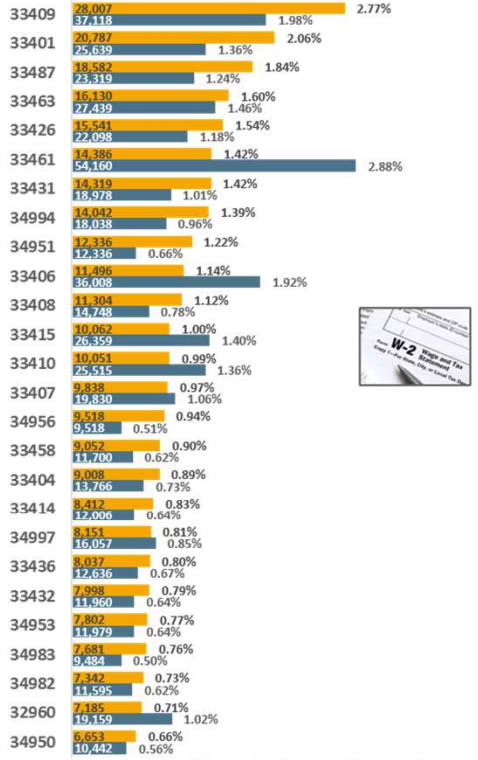


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



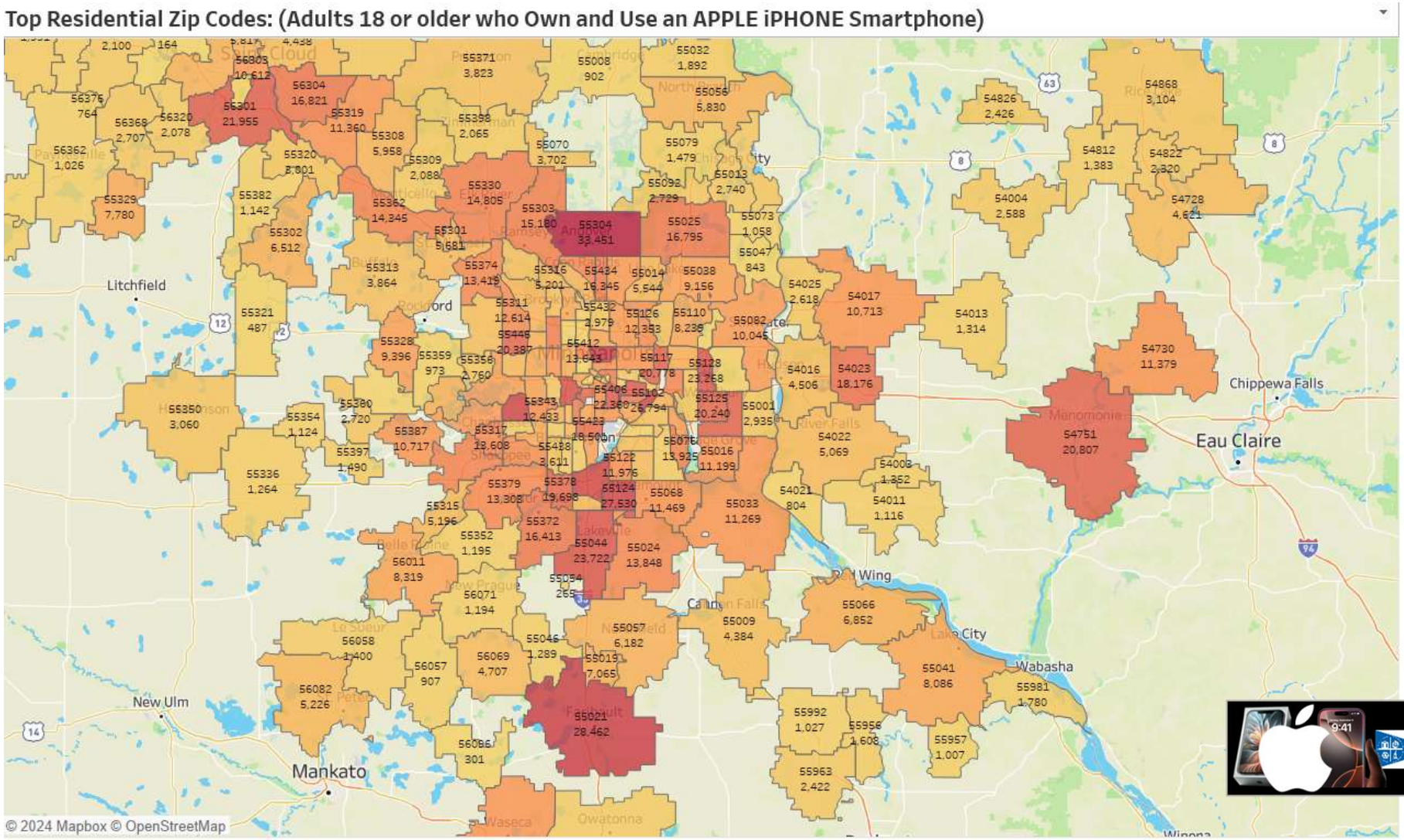
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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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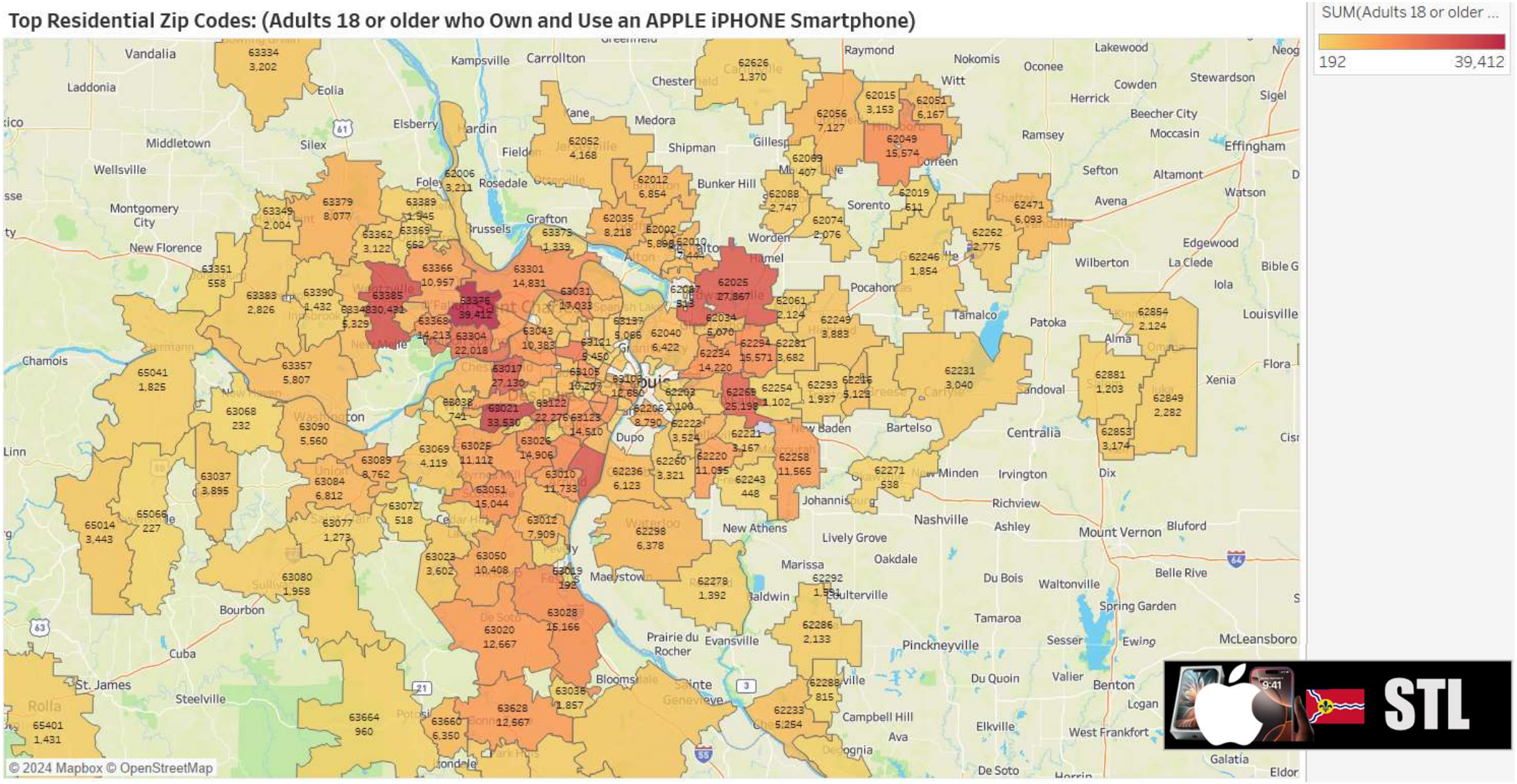
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Top Residential Zip Codes: (Adults 18 or older who Own and Use an APPLE iPHONE Smartphone)



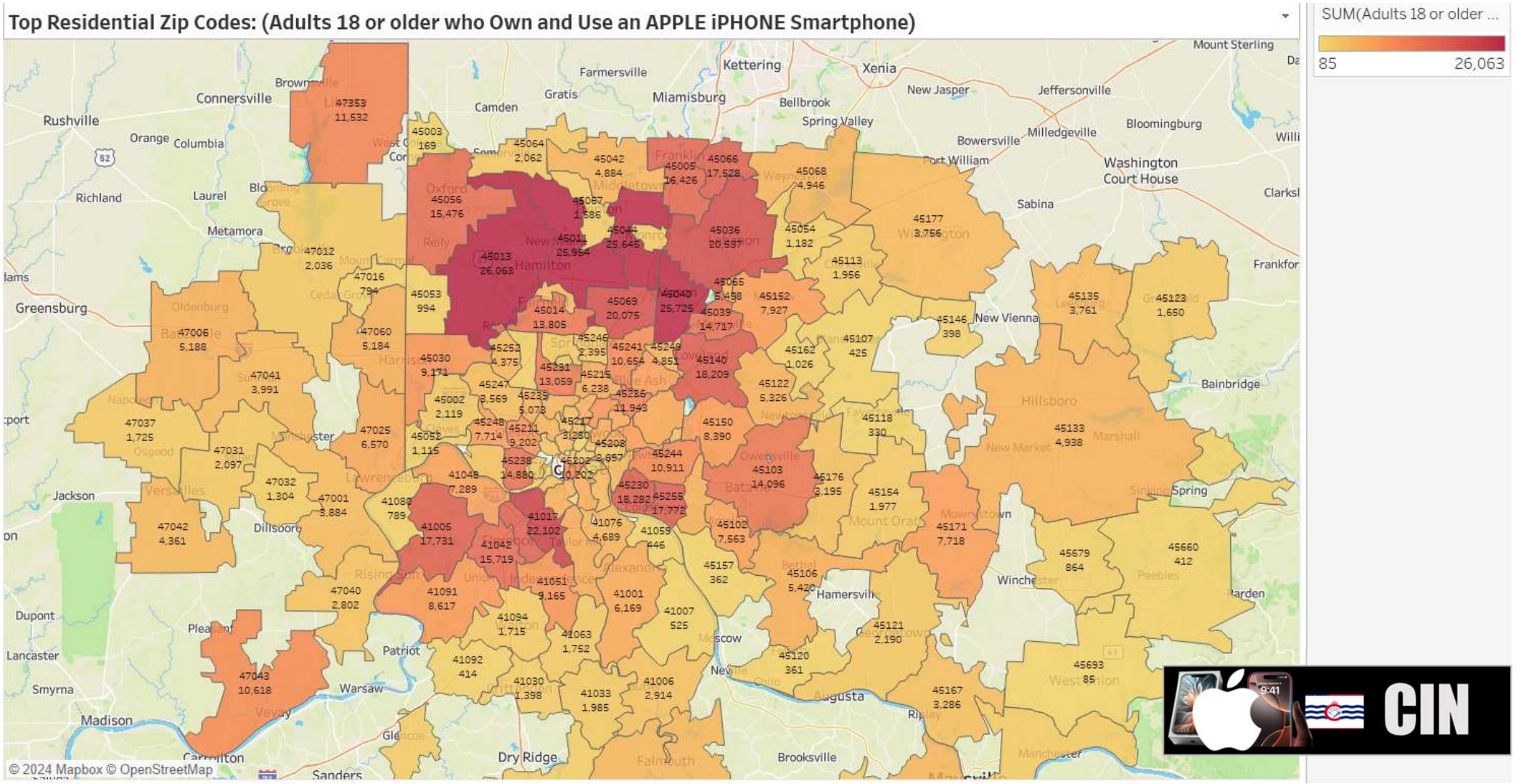
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

Top Residential Zip Codes: (Adults 18 or older who Own and Use an APPLE iPHONE Smartphone)

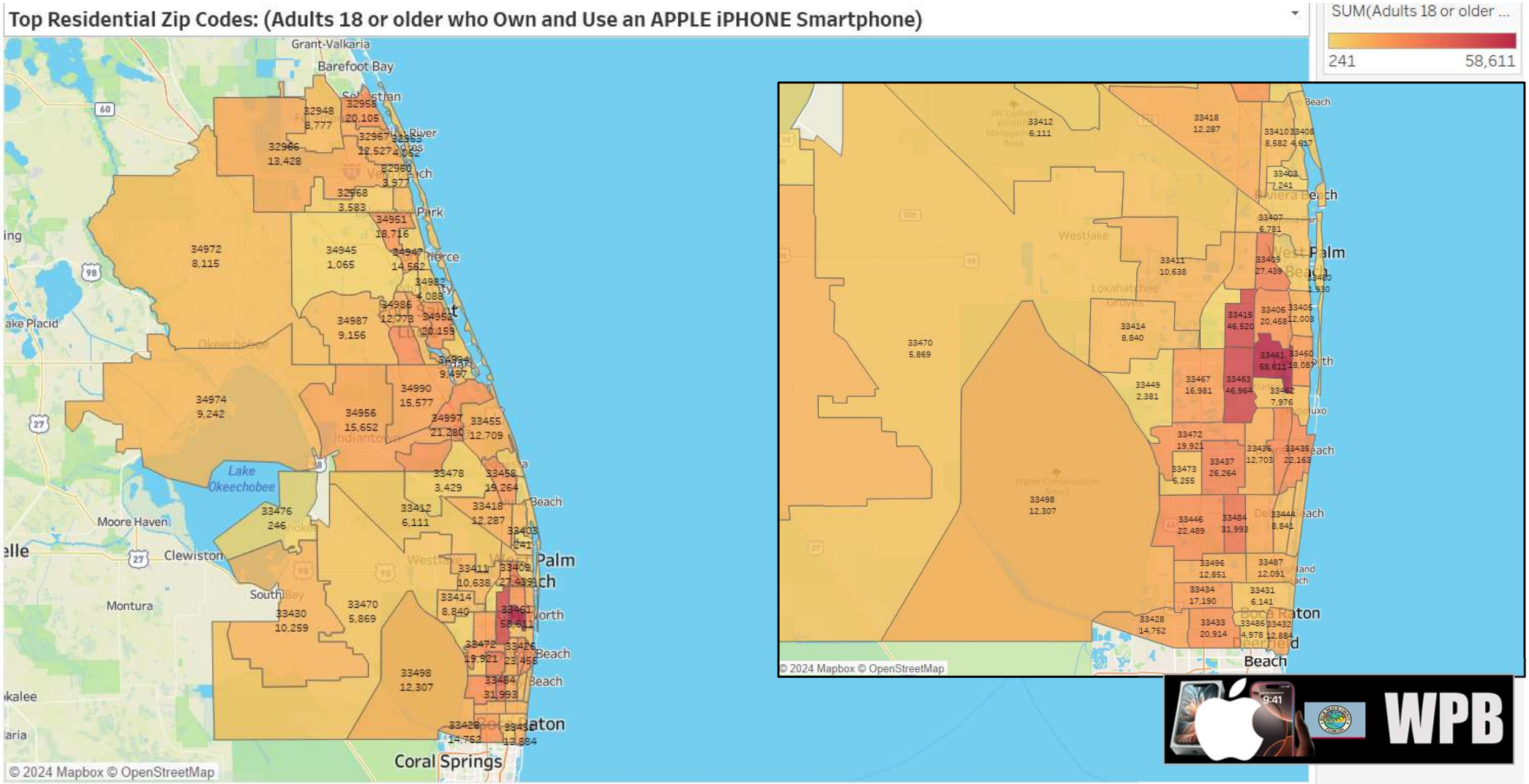


[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

Top Residential Zip Codes: (Adults 18 or older who Own and Use an APPLE iPHONE Smartphone)



[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

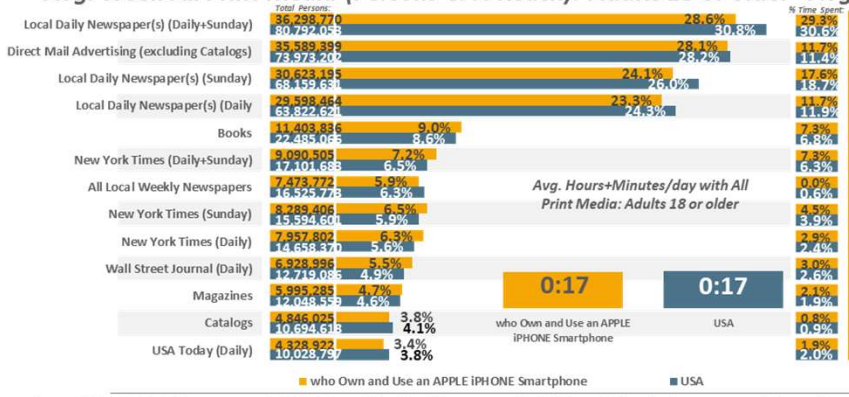


[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

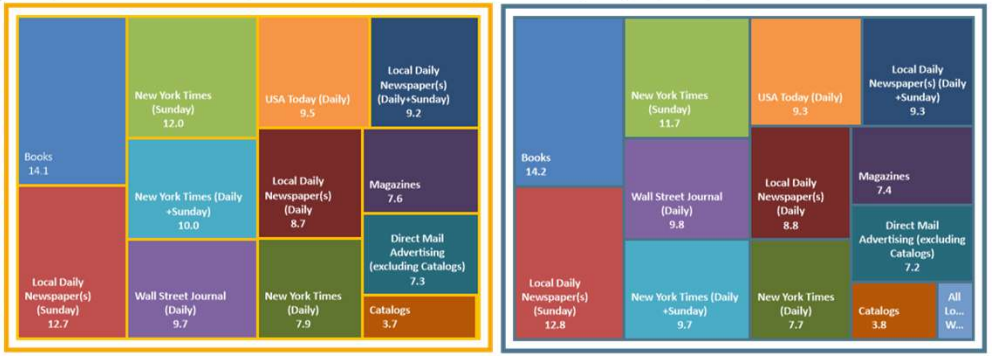


36,298,770 or 28.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

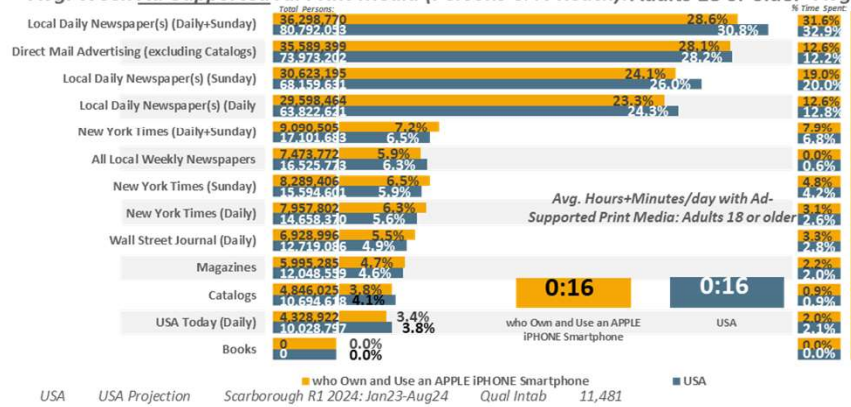
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



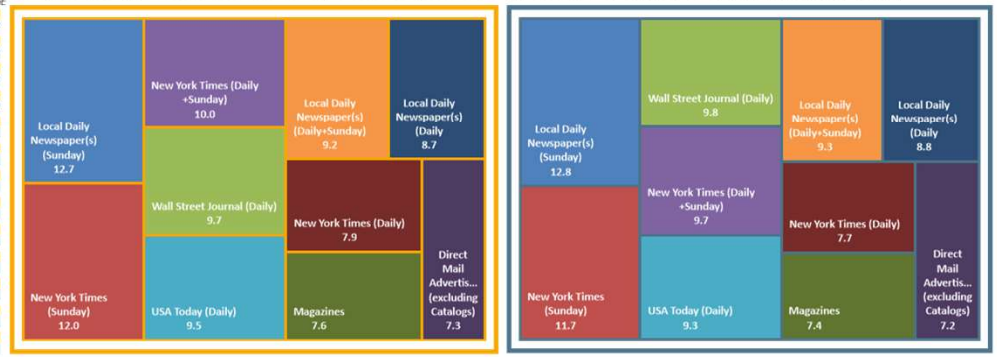
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

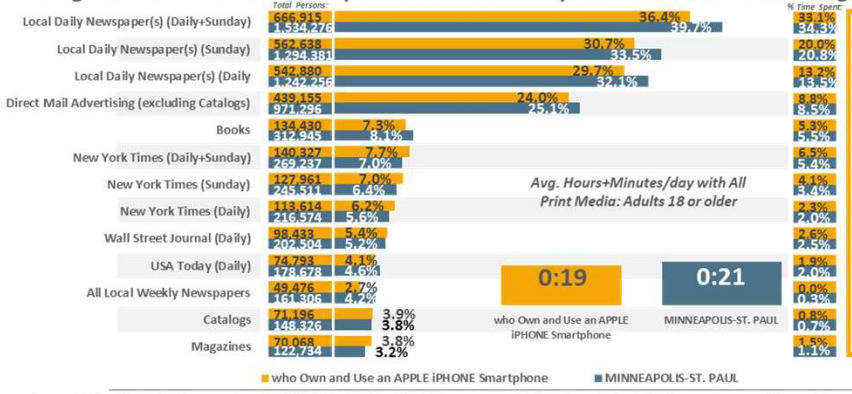
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

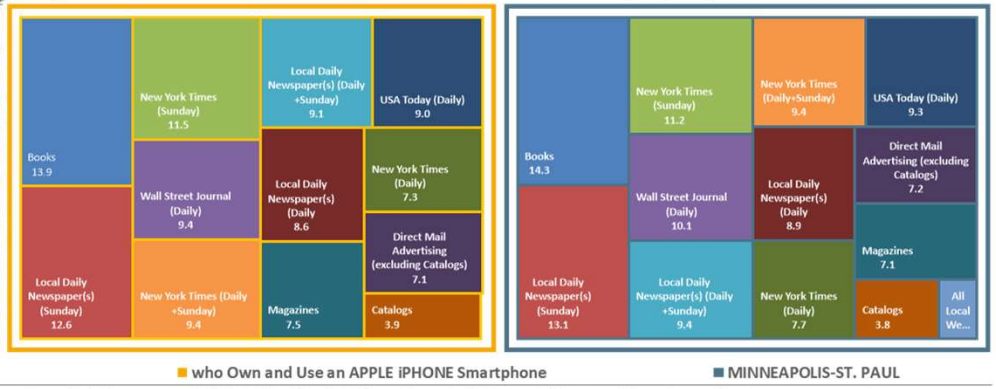


666,915 or 36.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

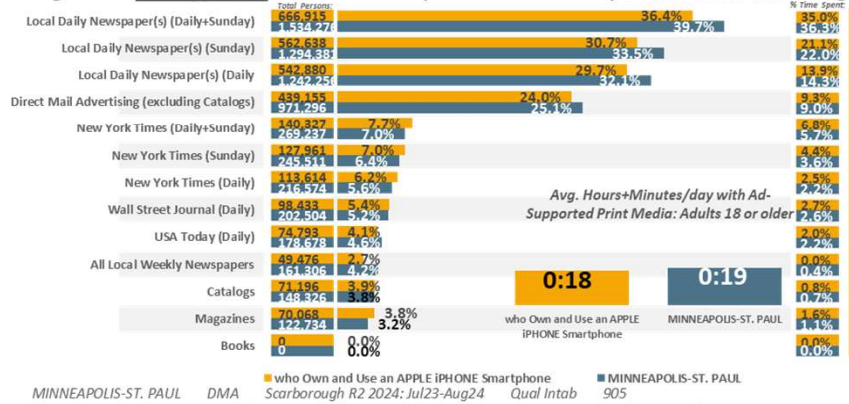
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



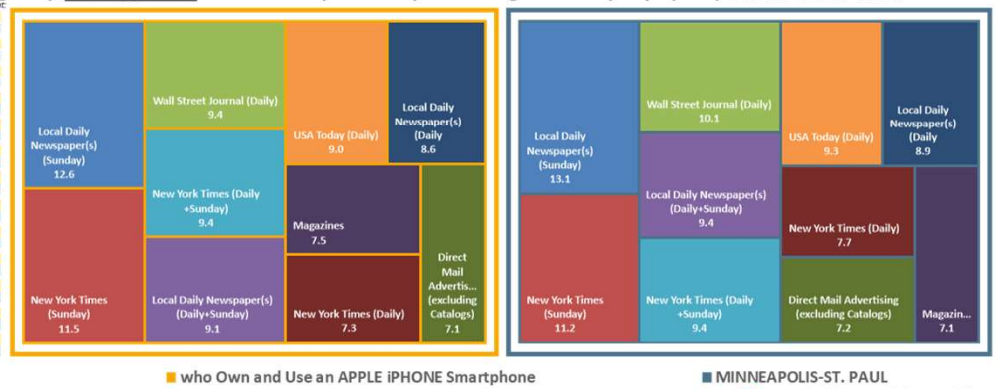
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 905

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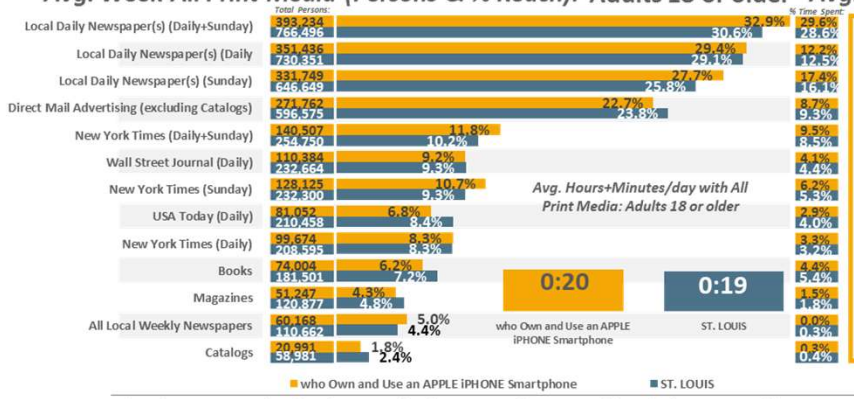
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

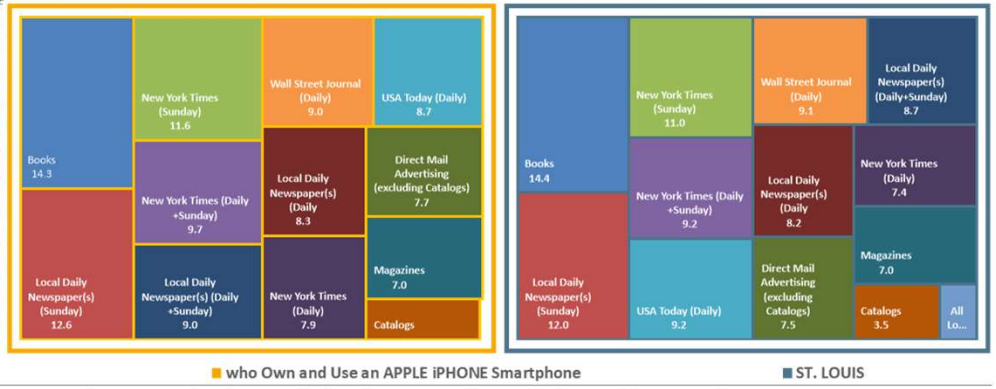


393,234 or 32.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

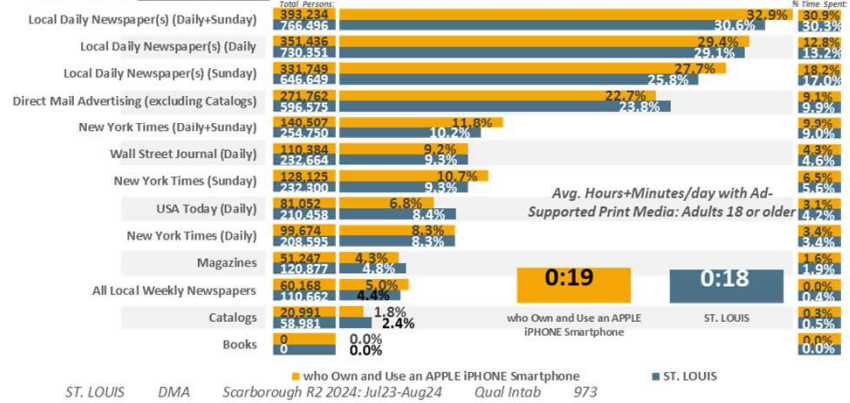
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



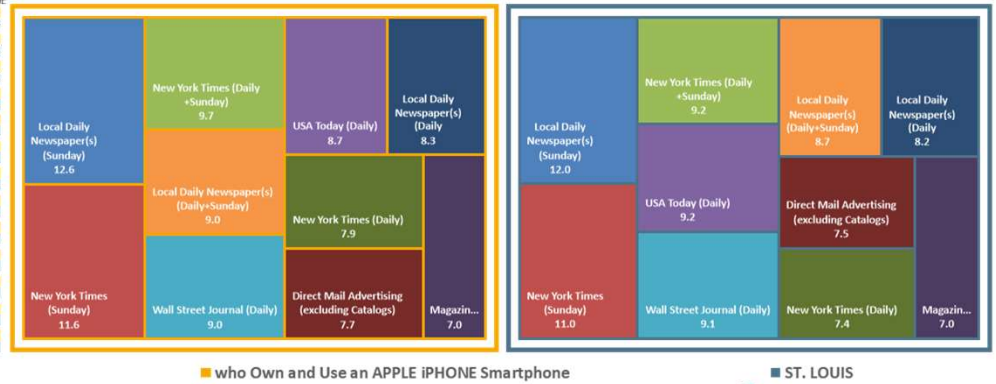
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 973

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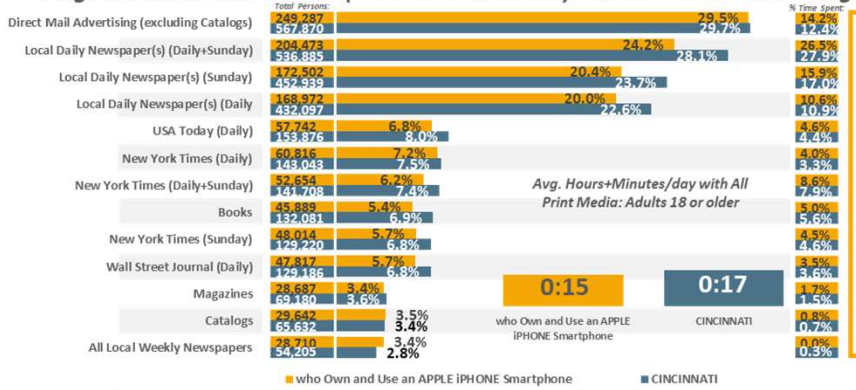
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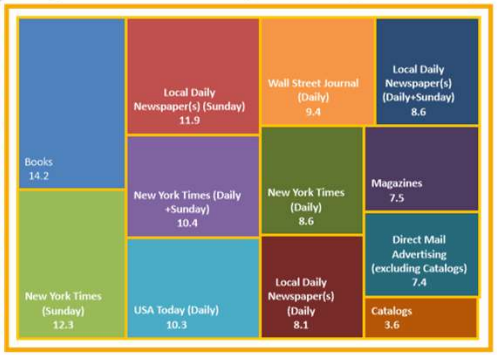
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

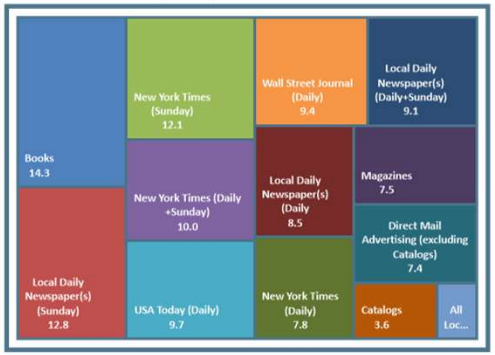


204,473 or 24.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

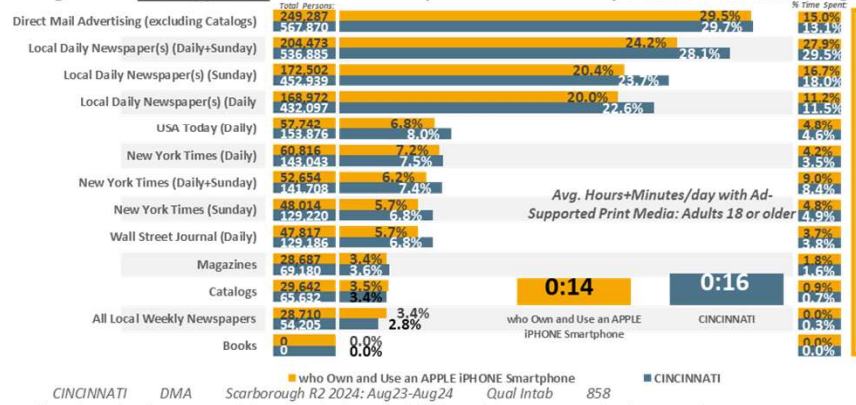
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

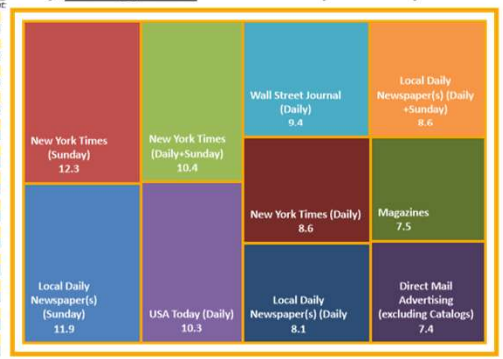


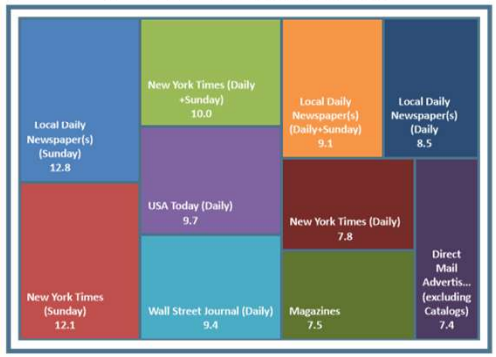




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 858

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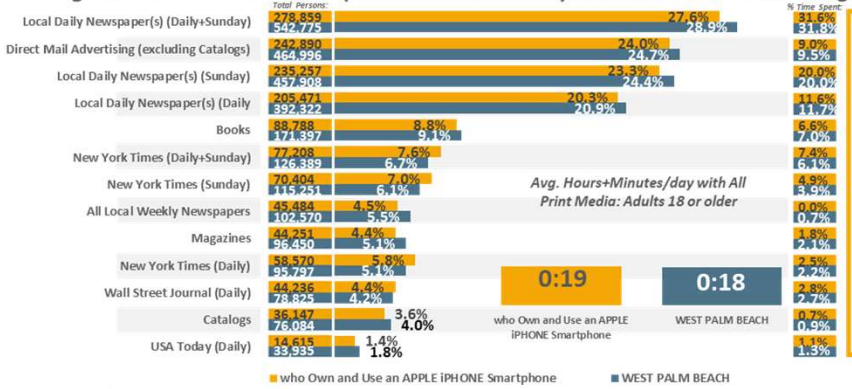
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

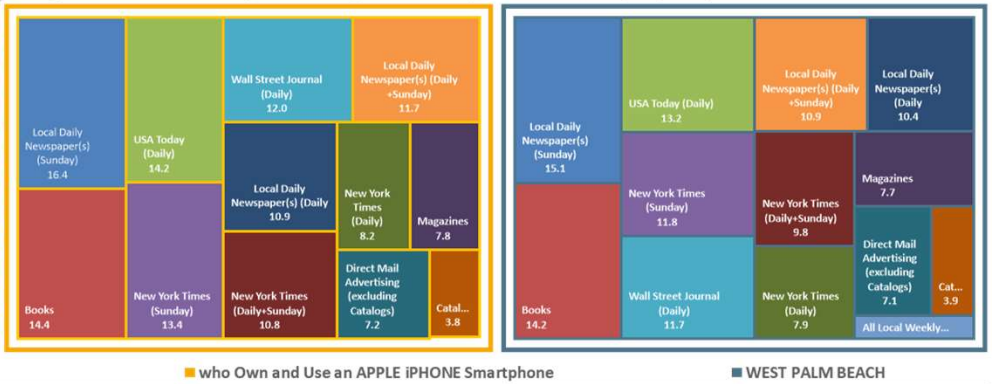


278,859 or 27.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

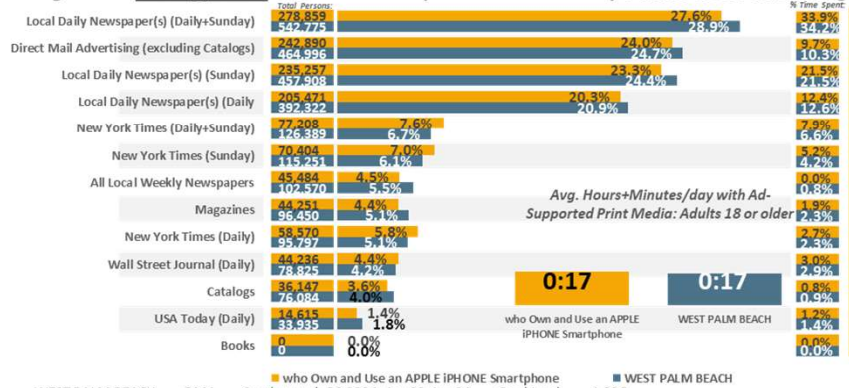
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



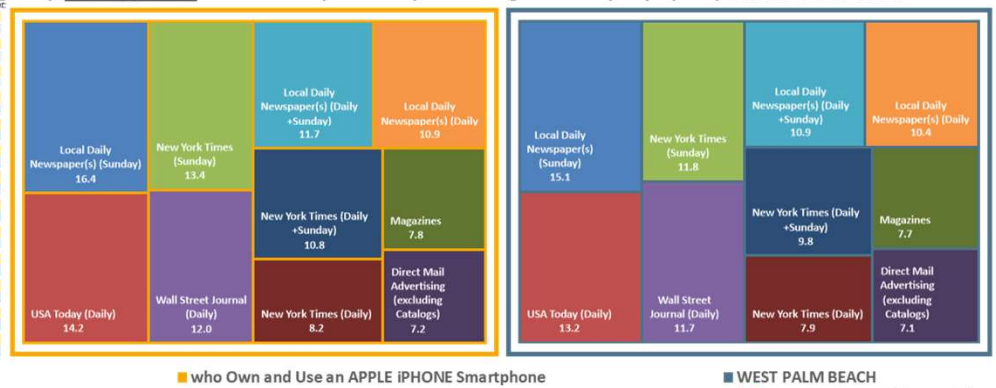
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,236

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