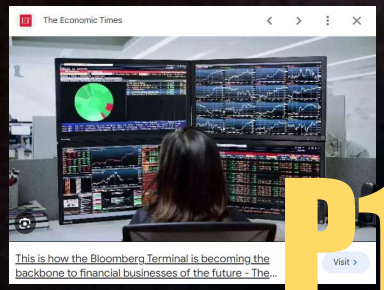
USA+4 non-Shane Co. DMAs – P18+ who Plan to GET MARRIED in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, CINCINNATI, and WEST PALM BEACH – BOCA RATON DMA P18+ who Plan to GET MARRIED in the next 12 months as of SEPTEMBER 2024.



Shane Co.

YOUR FRIEND & JEWELER

USA

CHI

WDC

CIN

WPB

P18+

(Private) Tom Shane, Founder and CEO

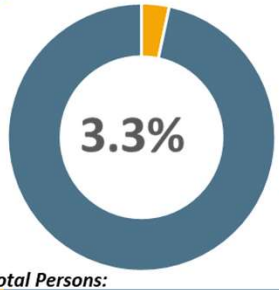
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Lifestyle changes/events personally plan to do next 12 mths: Get married

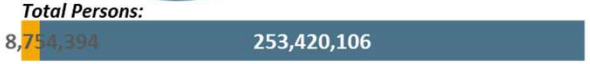
USA

3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 35.2 years old (27.8% younger than average) and have a $89,814 (2.9% lower than average) annual household income.

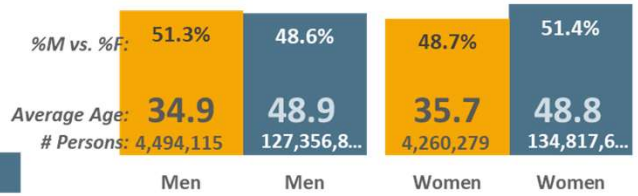
Percent of Market: Adults 18 or older



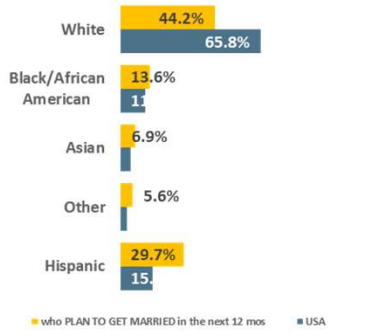
Total Persons:



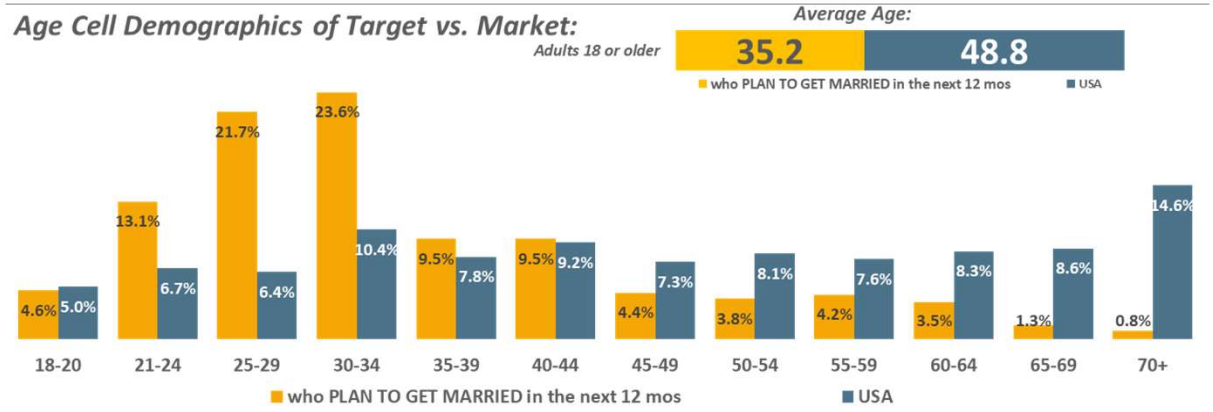
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

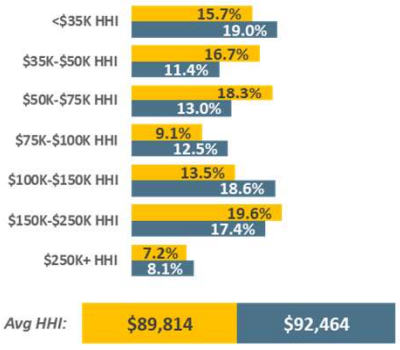


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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

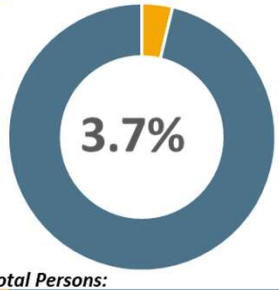
HHI of Target vs. Market:



Avg HHI:

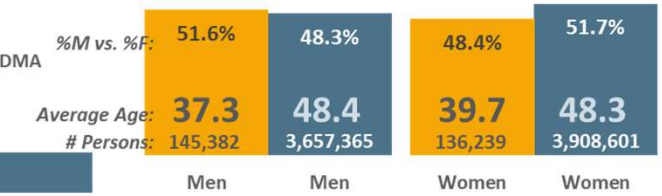
3.7% or 281,621 of CHICAGO DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 38.2 years old (21.% younger than average) and have a $119,197 (11.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

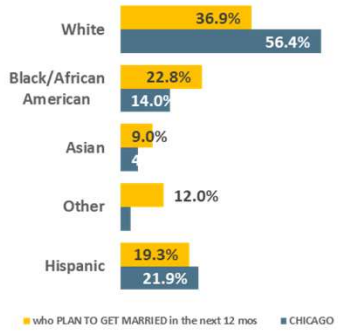


Total Persons:
281,621 | 7,284,345

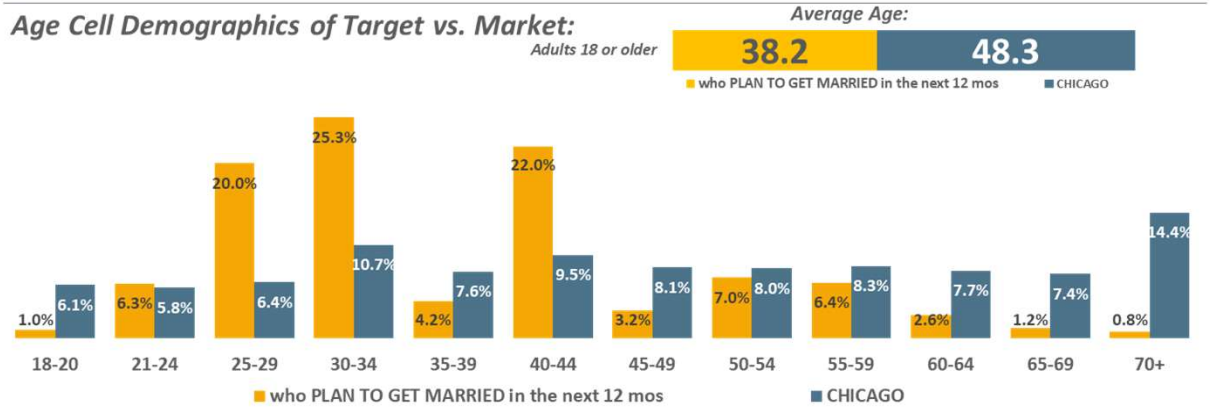
Gender of Target vs. Market: Adults 18 or older



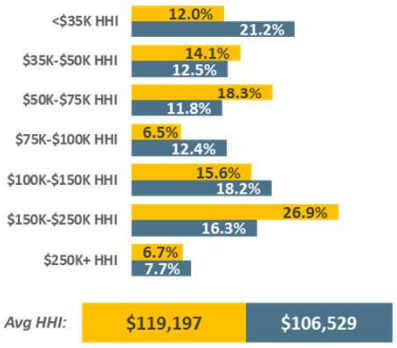
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



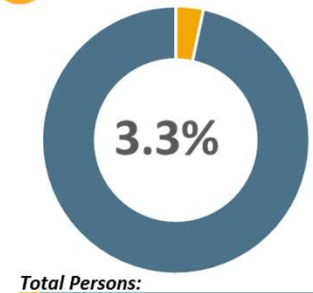
Avg HHI: $119,197 | $106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

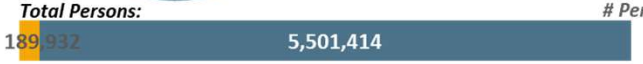
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3.3% or 189,932 of WASHINGTON, DC DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 35.4 years old (25.7% younger than average) and have a $146,018 (9.6% higher than average) annual household income.

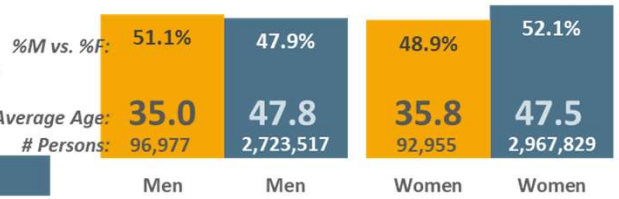
Percent of Market: Adults 18 or older



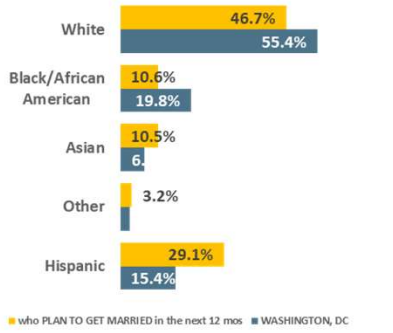
Total Persons:



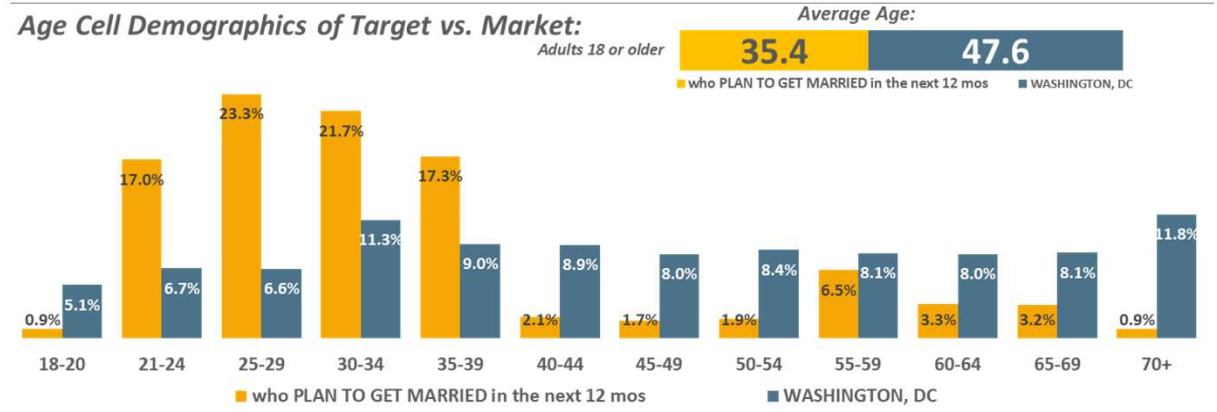
Gender of Target vs. Market: Adults 18 or older



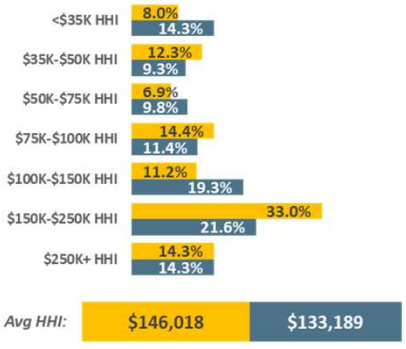
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $146,018 | $133,189

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

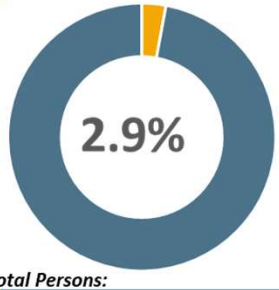
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Lifestyle changes/events personally plan to do next 12 mths: Get married

CIN

2.9% or 55,661 of CINCINNATI DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 36.1 years old (26.1% younger than average) and have a $85,580 (10.5% lower than average) annual household income.

Percent of Market: Adults 18 or older



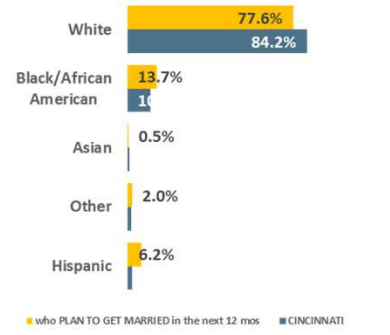
Total Persons:

55,661	1,857,696

Gender of Target vs. Market: Adults 18 or older

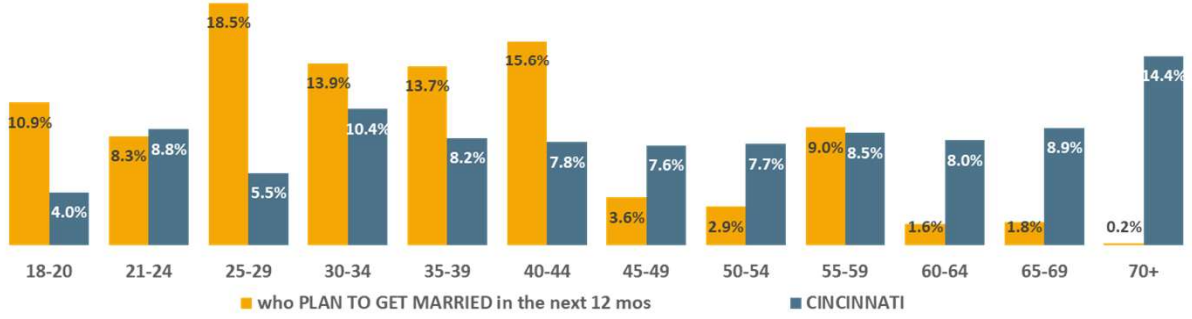
	Men	Men	Women	Women
%M vs. %F:	48.6%	48.5%	51.4%	51.5%
Average Age:	36.6	49.1	35.8	48.6
# Persons:	27,074	928,066	28,587	985,291

Ethnicity of Target vs. Market:

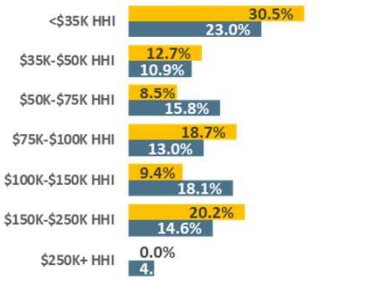


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 36.1	48.8



HHI of Target vs. Market:



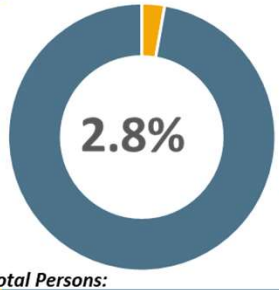
Avg HHI:	$85,580	$95,581

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

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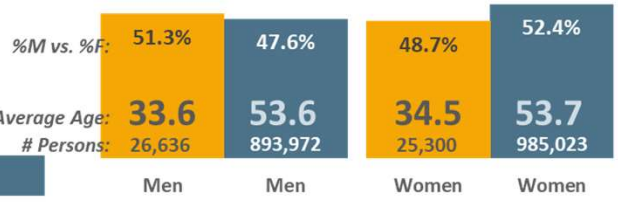
2.8% or 51,936 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older PLAN TO GET MARRIED in the next...
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 34.1 years old (36.4% younger than average) and have a $89,370 (7.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

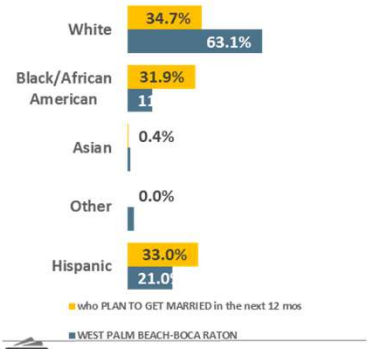


Total Persons:
51,936 | 1,827,059

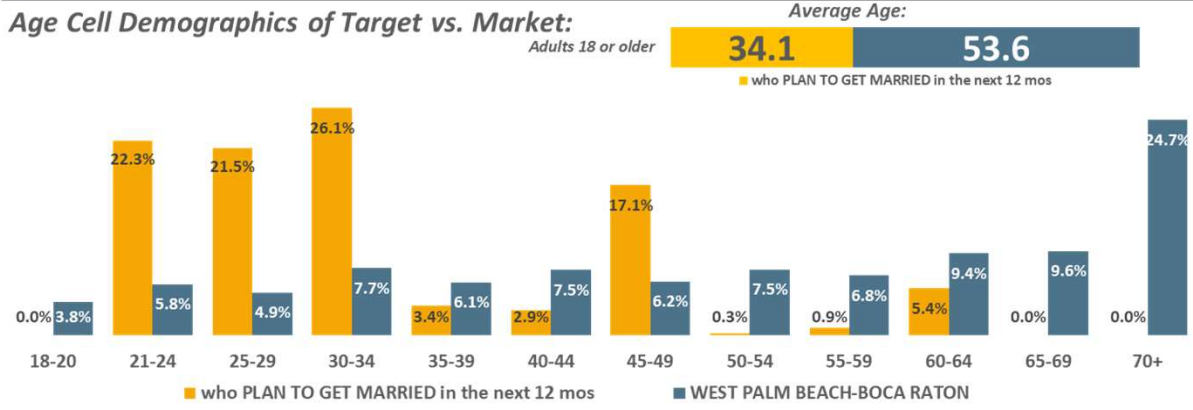
Gender of Target vs. Market: Adults 18 or older



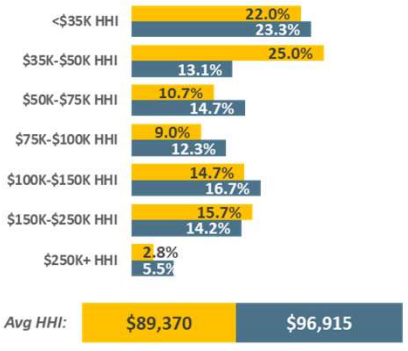
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



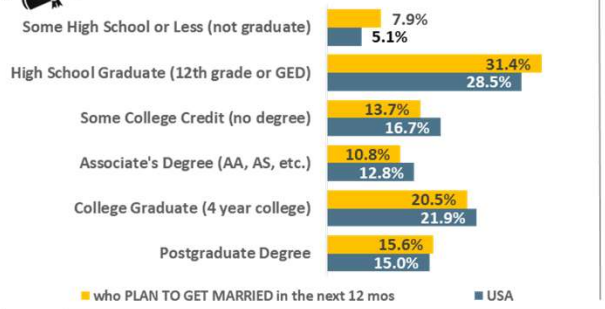
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Lifestyle changes/events personally plan to do next 12 mths: Get married

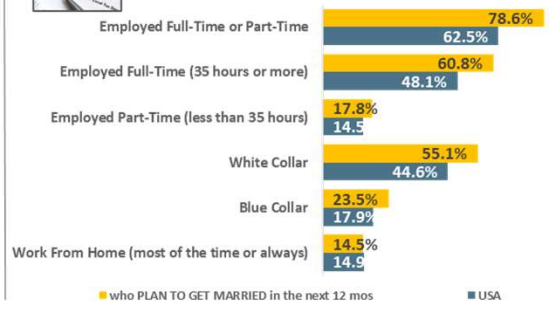


3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 1.9% less likely to be a college graduate, 26.6% more likely to work full-time, 100.% less likely to be married, 30.6% more likely to be a parent of 1 or more children under 18.

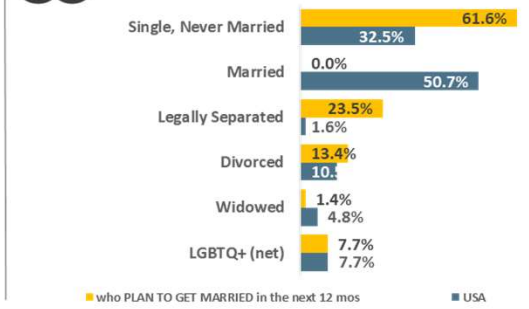
Education Levels: Adults 18 or older



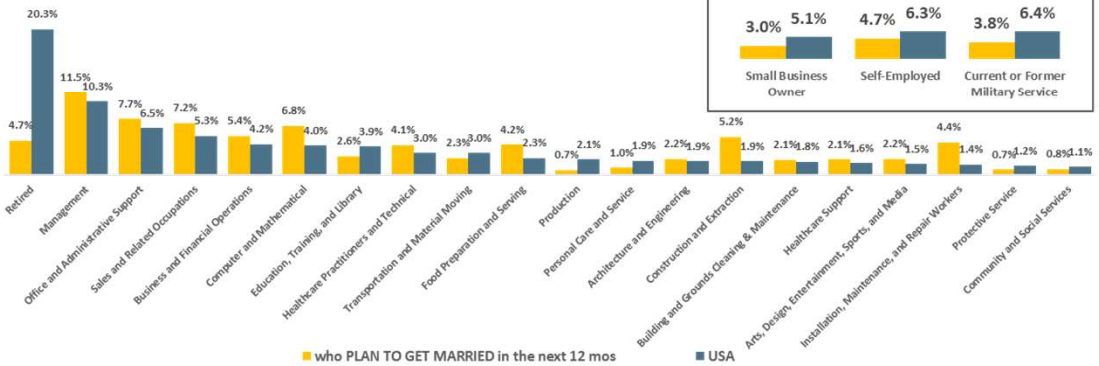
Employment: Adults 18 or older



Marital Status: Adults 18 or older

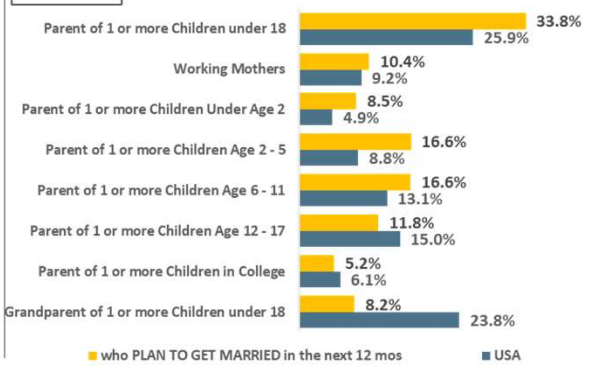


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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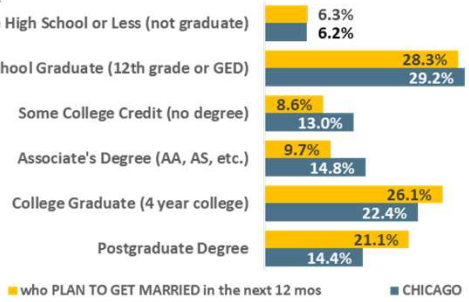
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married

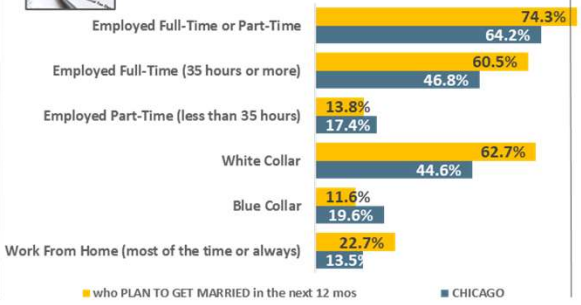


3.7% or 281,621 of CHICAGO DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 28.2% more likely to be a college graduate, 29.4% more likely to work full-time, 100.% less likely to be married, 19.% more likely to be a parent of 1 or more children under 18.

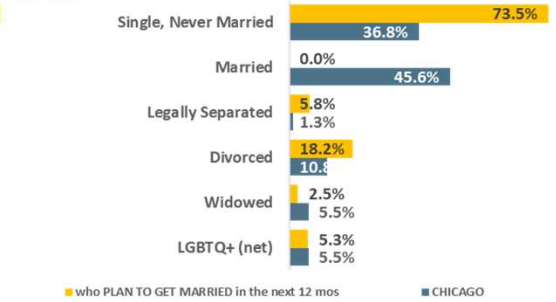
Education Levels: Adults 18 or older



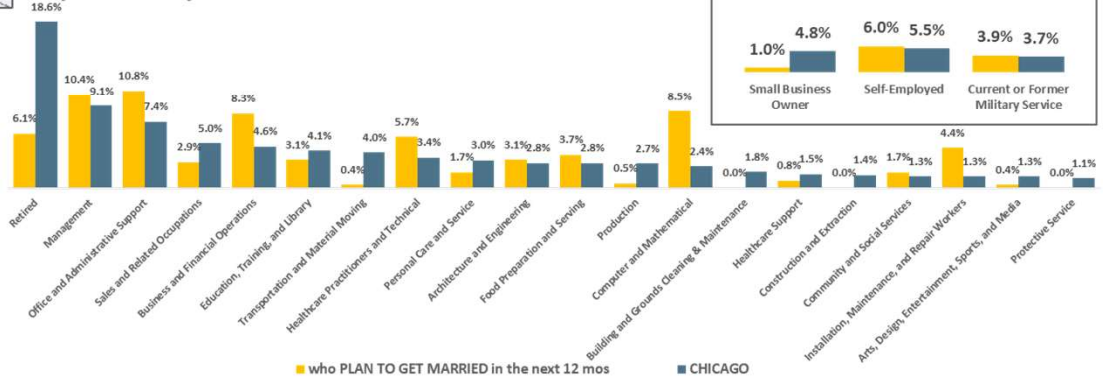
Employment: Adults 18 or older



Marital Status: Adults 18 or older

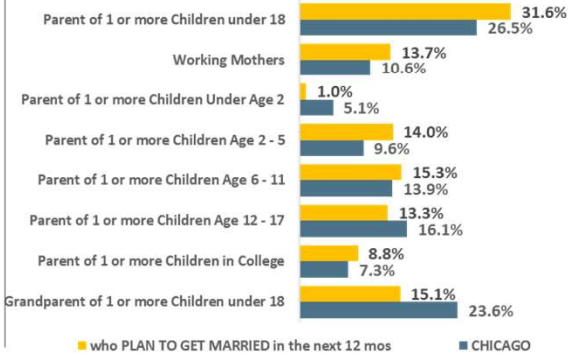


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



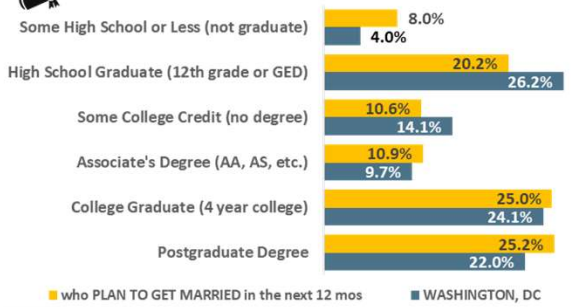
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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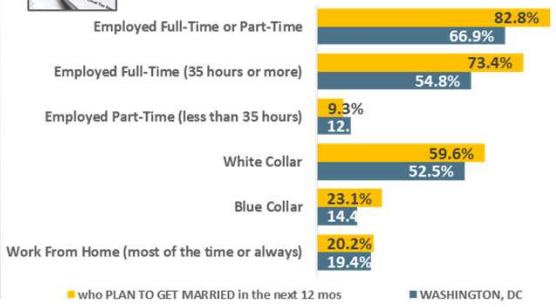
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.3% or 189,932 of WASHINGTON, DC DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 9.1% more likely to be a college graduate, 34.% more likely to work full-time, 100.% less likely to be married, 12.5% less likely to be a parent of 1 or more children under 18.

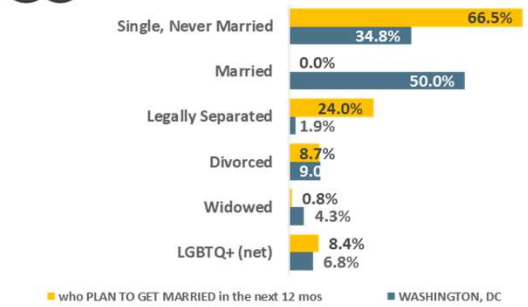
Education Levels: Adults 18 or older



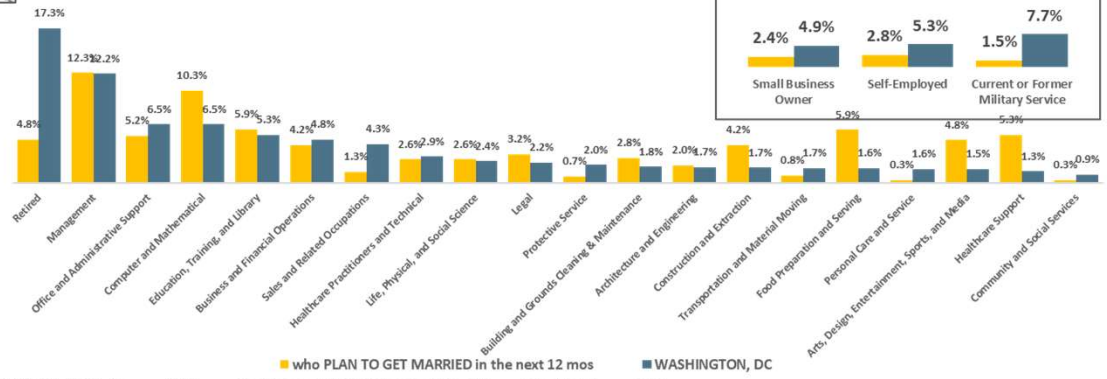
Employment: Adults 18 or older



Marital Status: Adults 18 or older

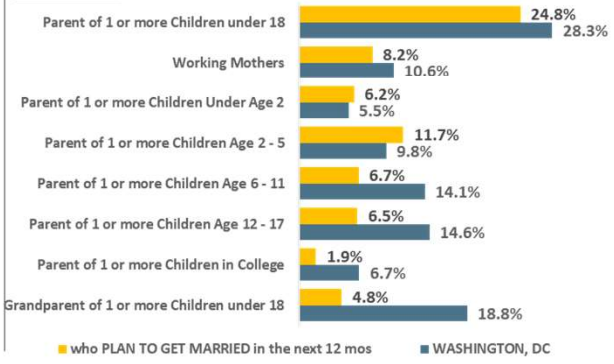


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

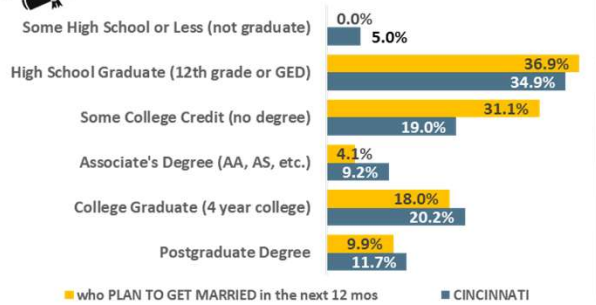
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Lifestyle changes/events personally plan to do next 12 mths: Get married

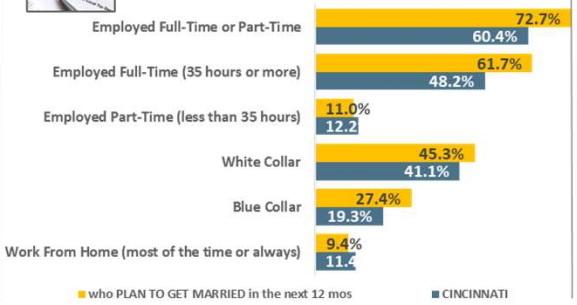


2.9% or 55,661 of CINCINNATI DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 12.9% less likely to be a college graduate, 28.% more likely to work full-time, 100.% less likely to be married, 34.1% less likely to be a parent of 1 or more children under 18.

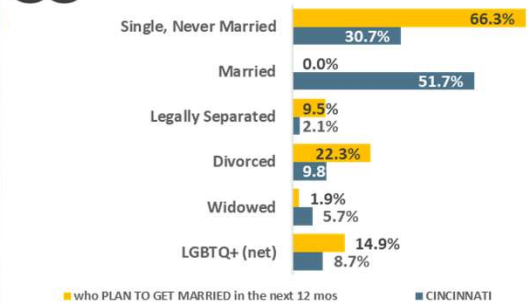
Education Levels: Adults 18 or older



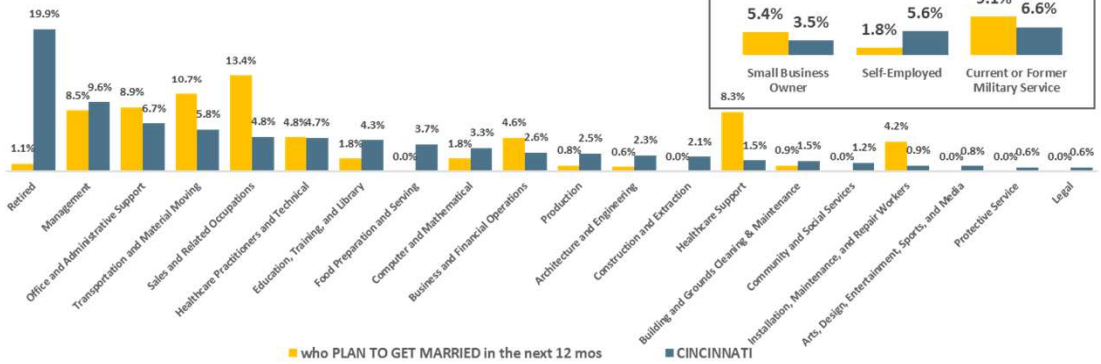
Employment: Adults 18 or older



Marital Status: Adults 18 or older

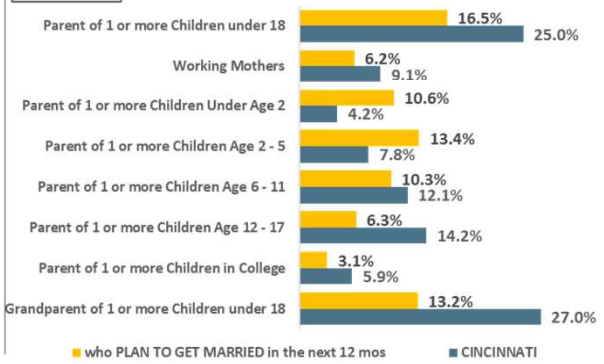


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



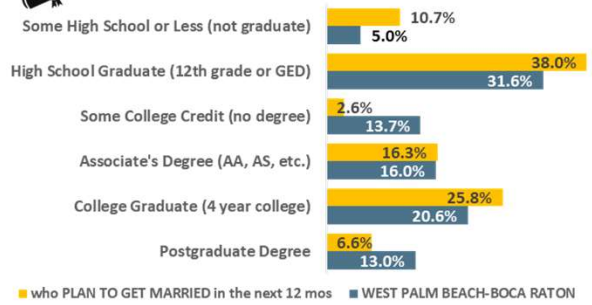
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Lifestyle changes/events personally plan to do next 12 mths: Get married

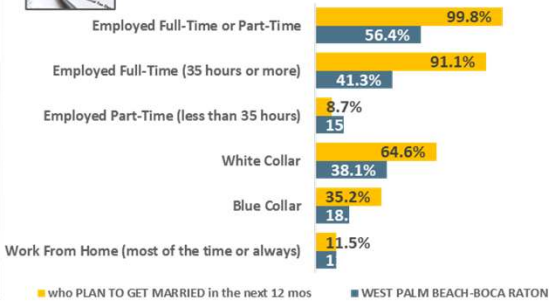


2.8% or 51,936 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older PLAN TO GET MARRIED in the next... Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 3.7% less likely to be a college graduate, 120.7% more likely to work full-time, 100.% less likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.

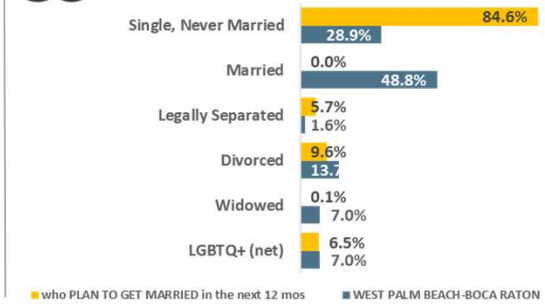
Education Levels: Adults 18 or older



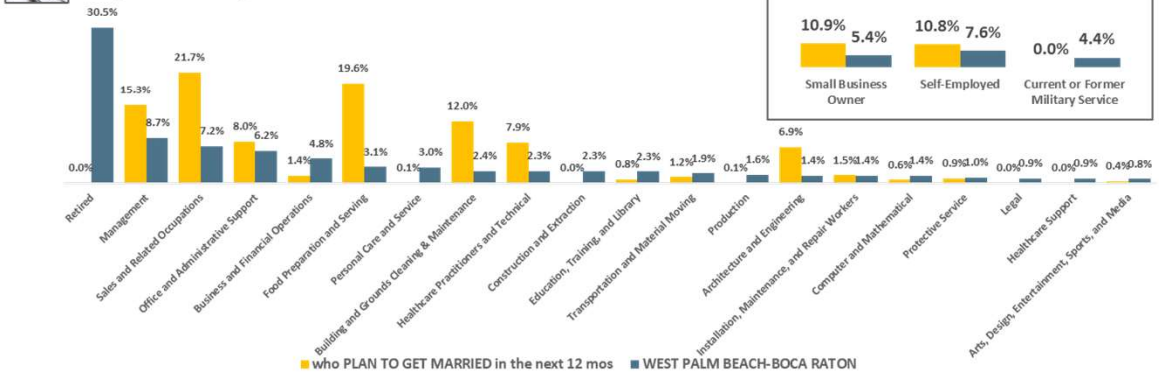
Employment: Adults 18 or older



Marital Status: Adults 18 or older

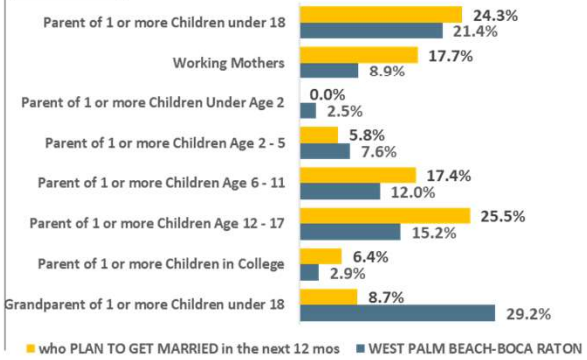


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

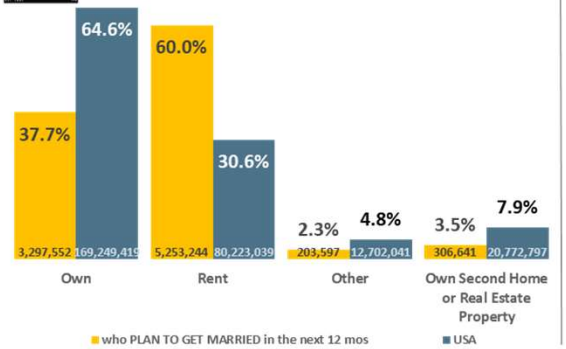
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Lifestyle changes/events personally plan to do next 12 mths: Get married

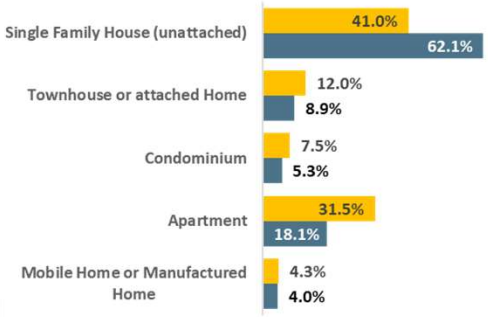
USA

3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 41.7% less likely to own their home, 5.4% more likely to own a higher valued home, 34.% less likely to have a single-family home, 11.4% less likely to have a dog.

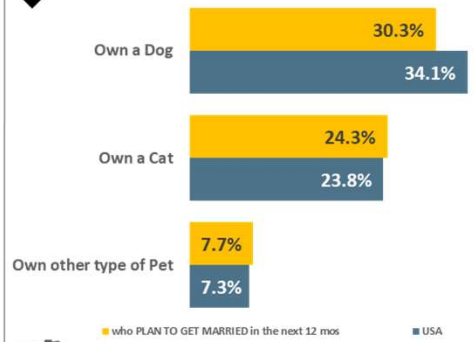
Own/Rent/Other: Adults 18 or older



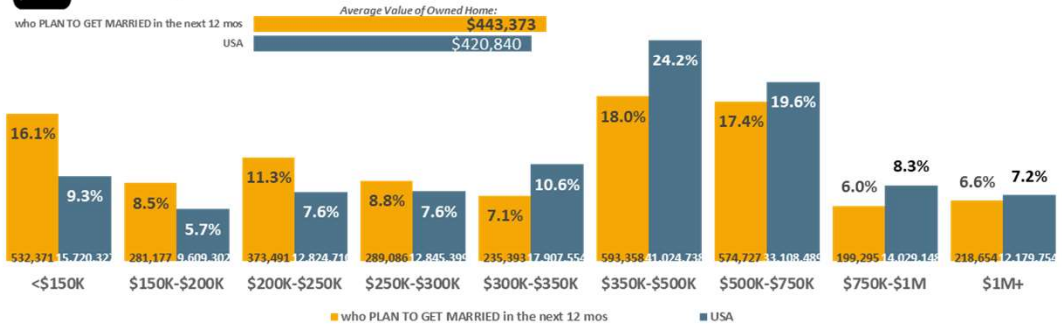
Type of Home: Adults 18 or older



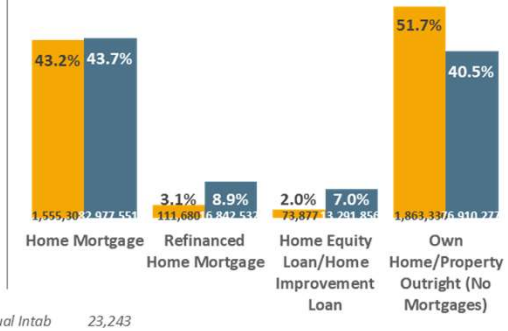
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *592*

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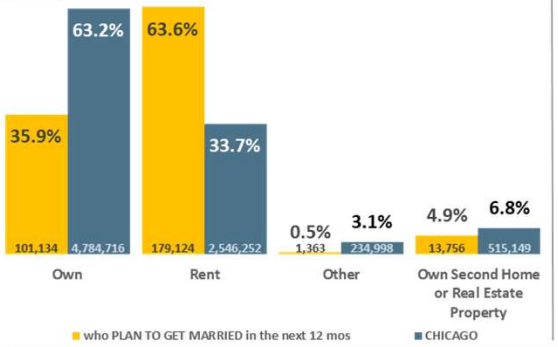
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Lifestyle changes/events personally plan to do next 12 mths: Get married

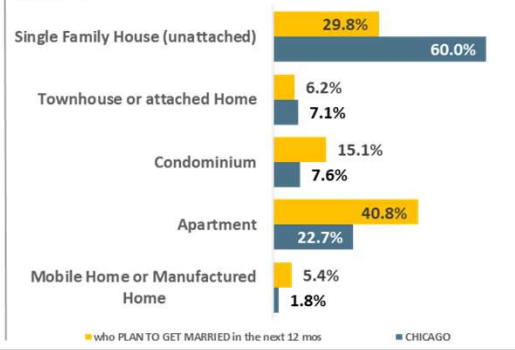


3.7% or 281,621 of CHICAGO DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 43.2% less likely to own their home, 11.4% more likely to own a lower valued home, 50.3% less likely to have a single-family home, 26.% less likely to have a dog.

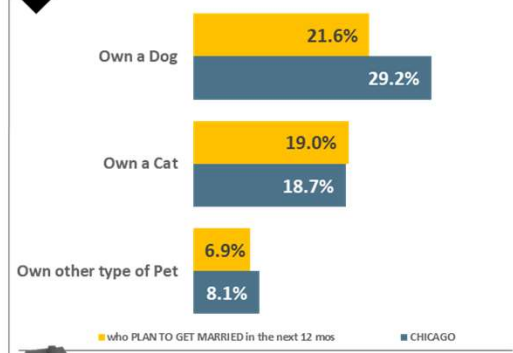
Own/Rent/Other: Adults 18 or older



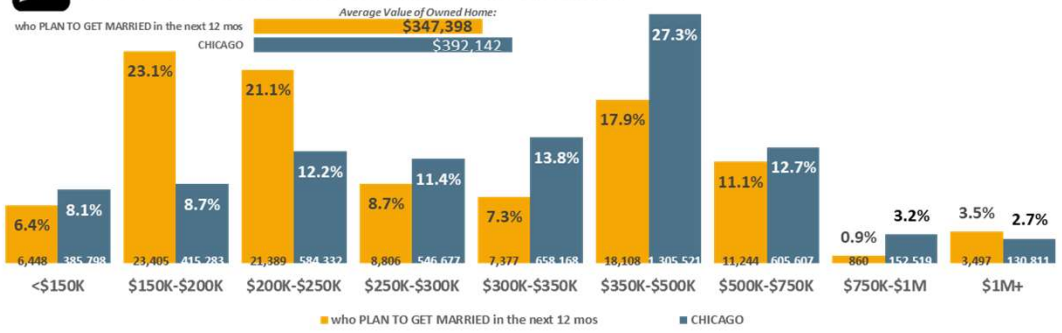
Type of Home: Adults 18 or older



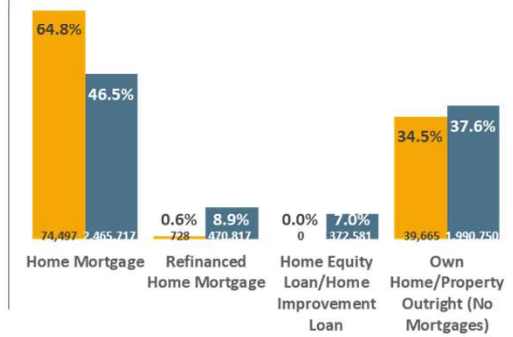
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

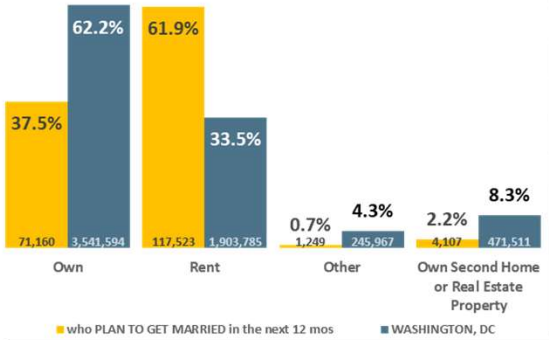
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Lifestyle changes/events personally plan to do next 12 mths: Get married

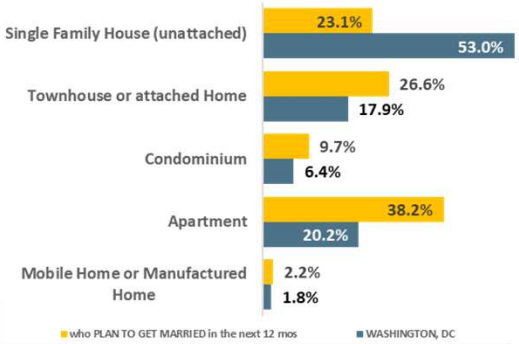


3.3% or 189,932 of WASHINGTON, DC DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 39.8% less likely to own their home, 12.2% more likely to own a lower valued home, 56.4% less likely to have a single-family home, 13.5% more likely to have a dog.

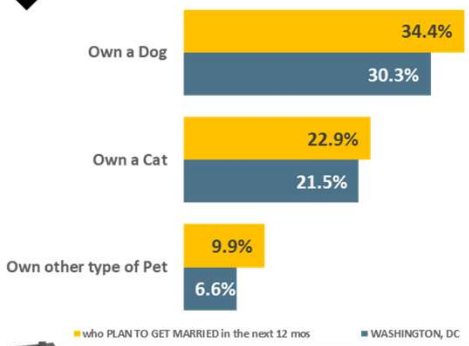
Own/Rent/Other: Adults 18 or older



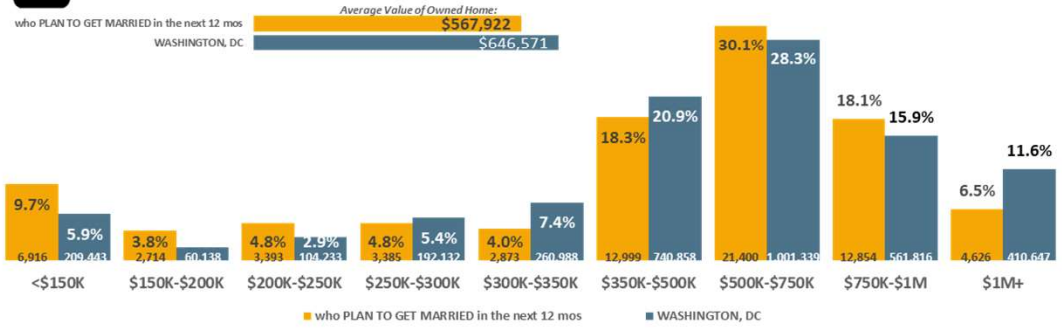
Type of Home: Adults 18 or older



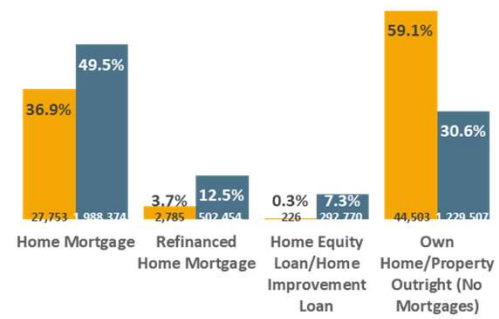
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

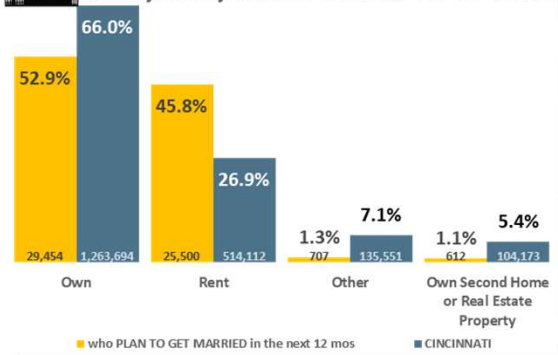
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Lifestyle changes/events personally plan to do next 12 mths: Get married

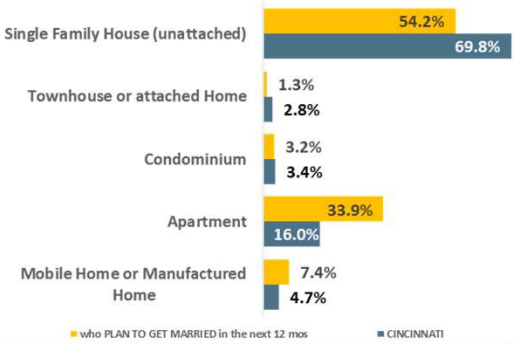


2.9% or 55,661 of CINCINNATI DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 19.9% less likely to own their home, 21.9% more likely to own a lower valued home, 22.4% less likely to have a single-family home, .9% more likely to have a dog.

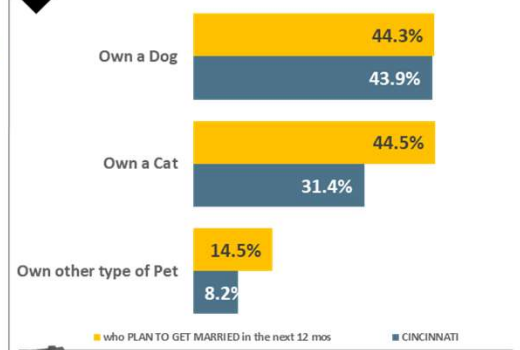
Own/Rent/Other: Adults 18 or older



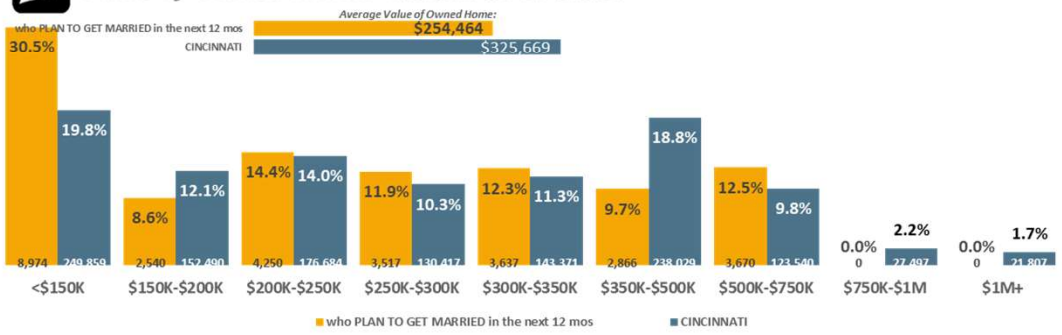
Type of Home: Adults 18 or older



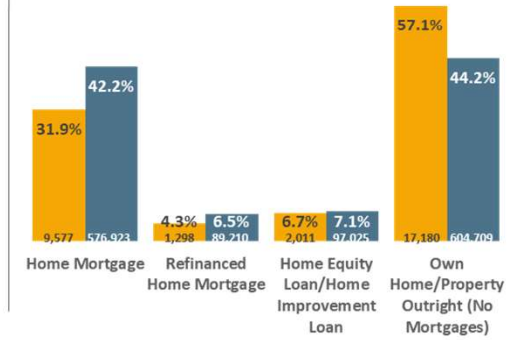
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

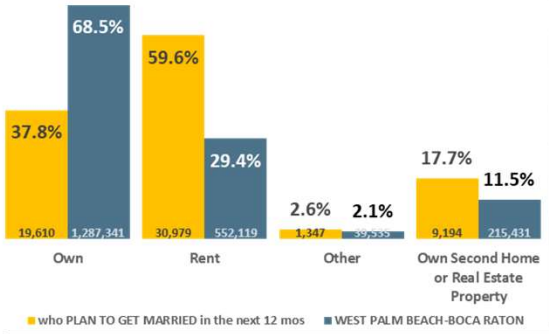
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Lifestyle changes/events personally plan to do next 12 mths: Get married

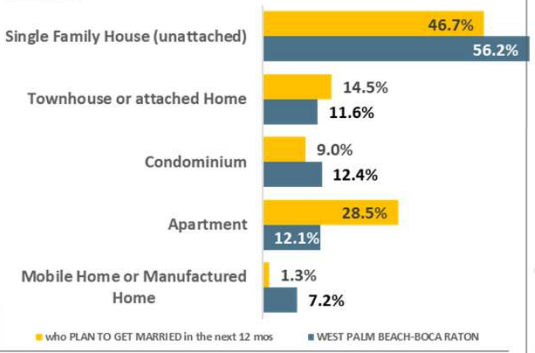


2.8% or 51,936 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older PLAN TO GET MARRIED in the next 12... Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 44.9% less likely to own their home, 21.4% more likely to own a higher valued home, 16.9% less likely to have a single-family home, 21.9% more likely to have a dog.

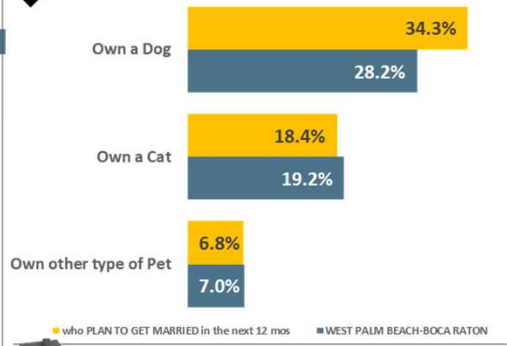
Own/Rent/Other: Adults 18 or older



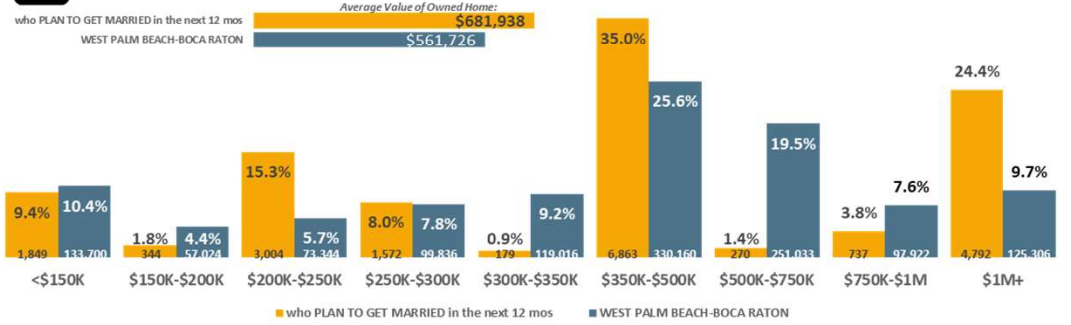
Type of Home: Adults 18 or older



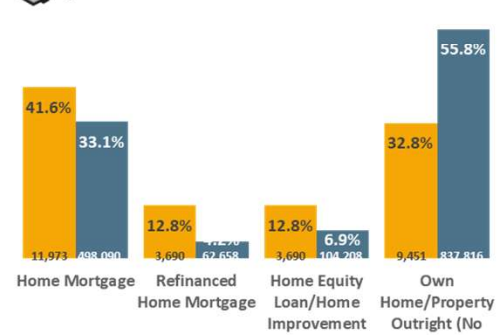
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

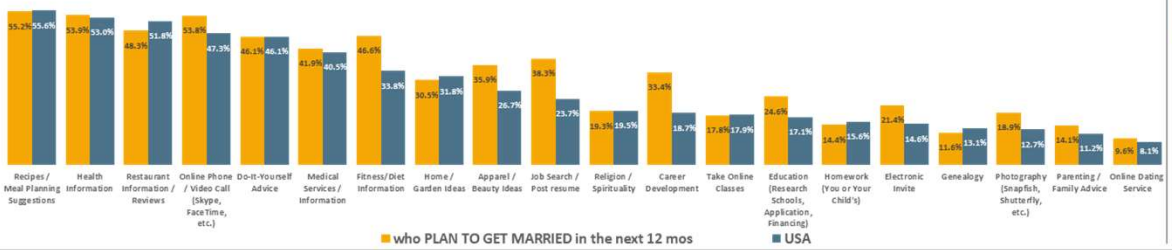
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Lifestyle changes/events personally plan to do next 12 mths: Get married

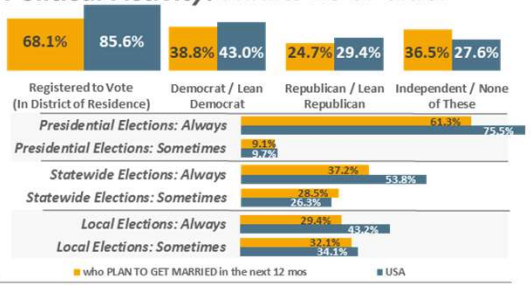


3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are .% more likely to look up D-I-Y advice online, 31.9% less likely to always vote in local elections, 51.3% more likely to belong to a gym, .1% less likely to fly domestic past yr.

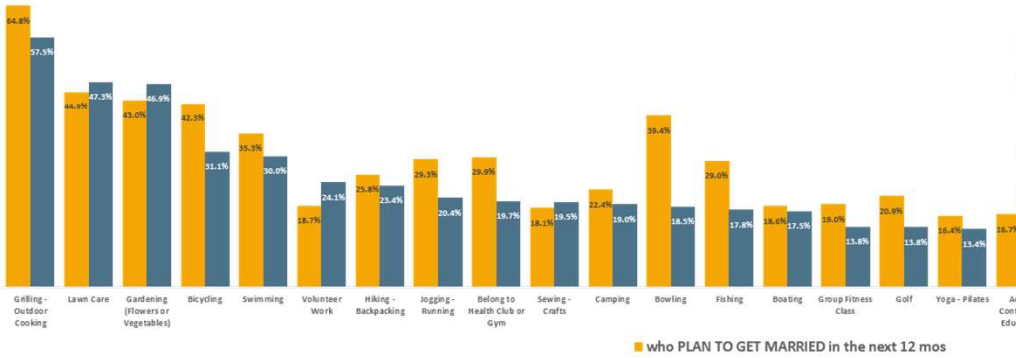
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



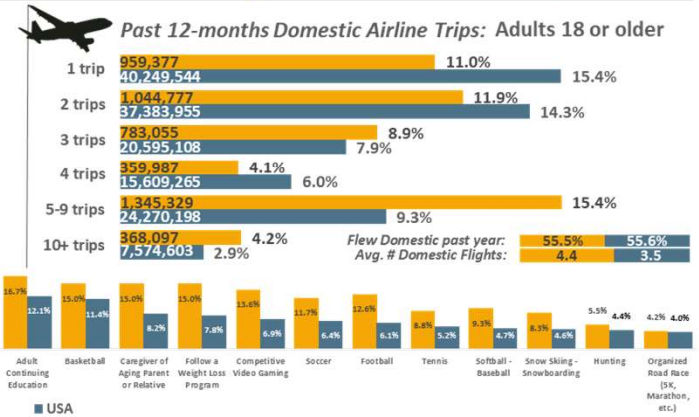
Political Activity: Adults 18 or older



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 592

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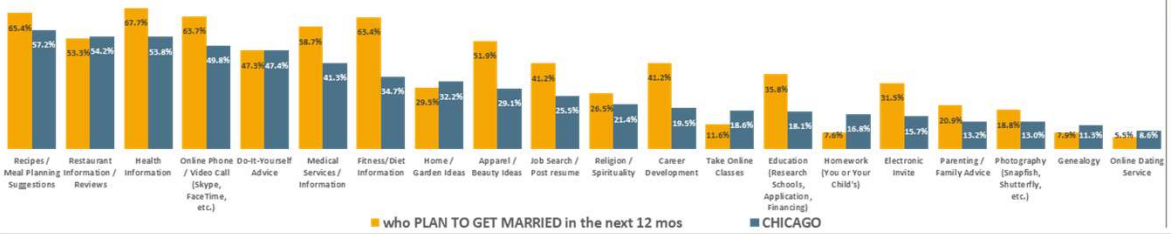
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married

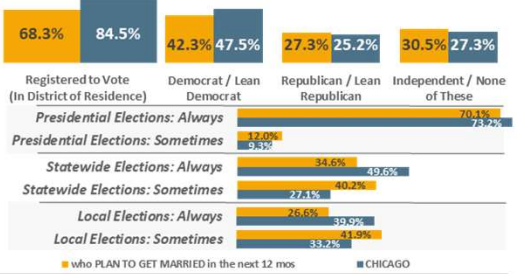


3.7% or 281,621 of CHICAGO DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are .2% less likely to look up D-I-Y advice online, 33.3% less likely to always vote in local elections, 95.8% more likely to belong to a gym, 17.7% more likely to fly domestic past yr.

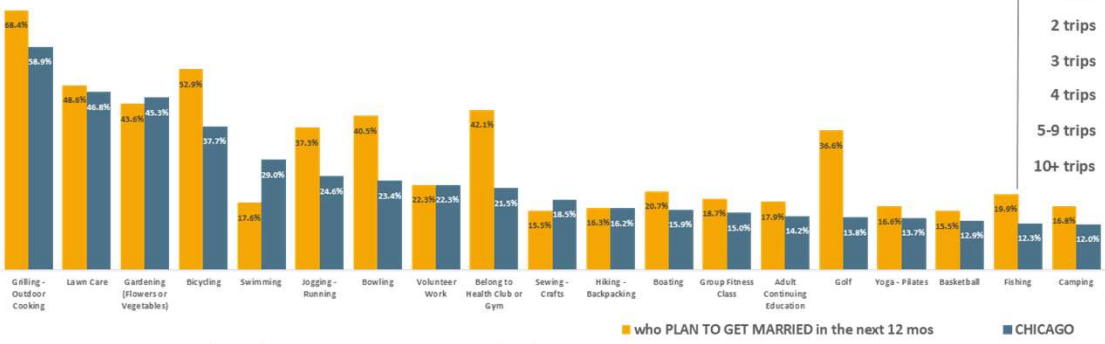
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



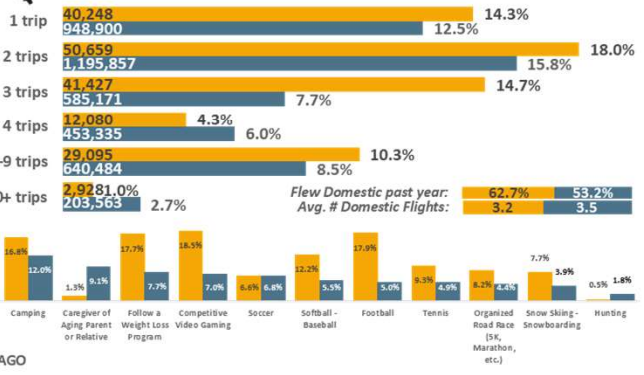
Political Activity: Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

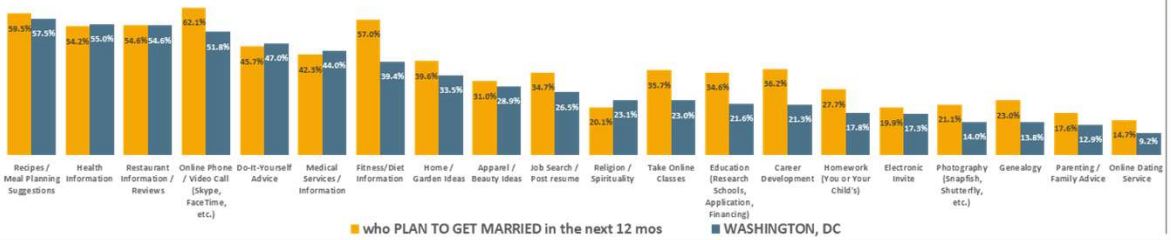
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Lifestyle changes/events personally plan to do next 12 mths: Get married

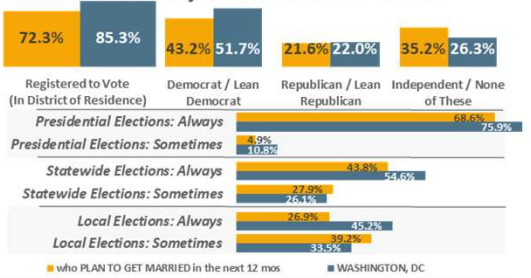


3.3% or 189,932 of WASHINGTON, DC DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 2.9% less likely to look up D-I-Y advice online, 40.5% less likely to always vote in local elections, 87.1% more likely to belong to a gym, 17.% more likely to fly domestic past yr.

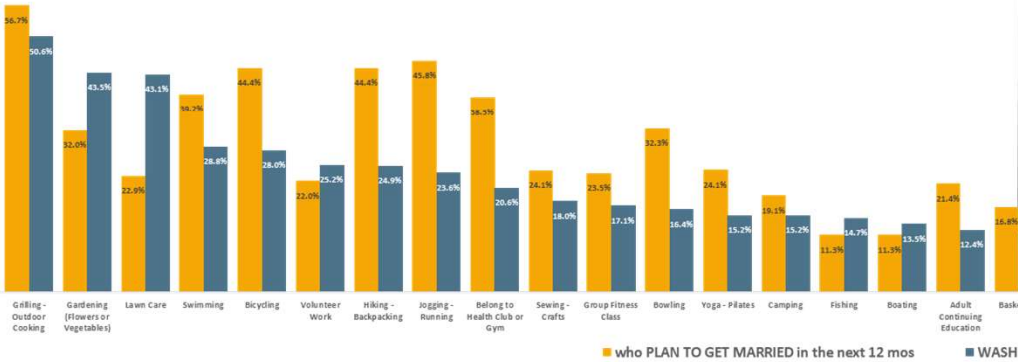
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



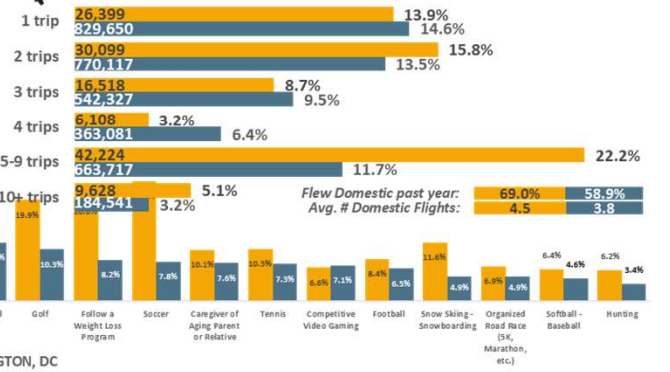
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

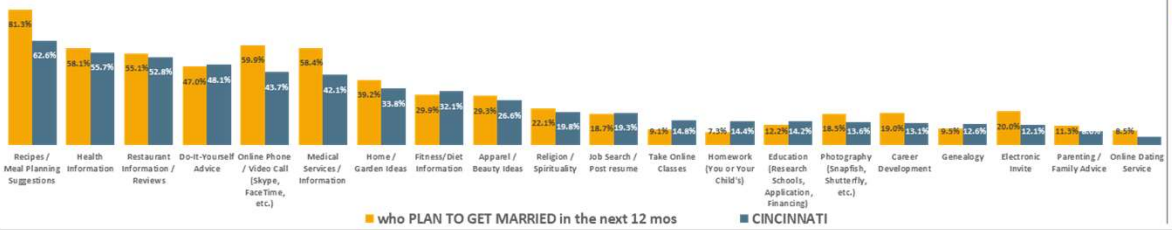
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Lifestyle changes/events personally plan to do next 12 mths: Get married

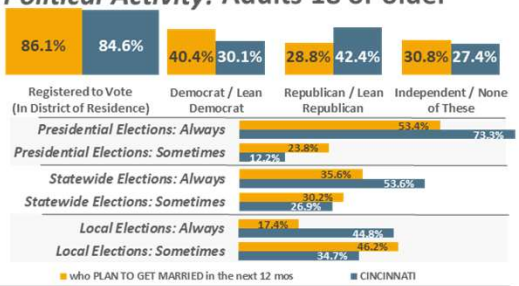


2.9% or 55,661 of CINCINNATI DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 2.2% less likely to look up D-I-Y advice online, 61.2% less likely to always vote in local elections, .2% more likely to belong to a gym, 9.% more likely to fly domestic past yr.

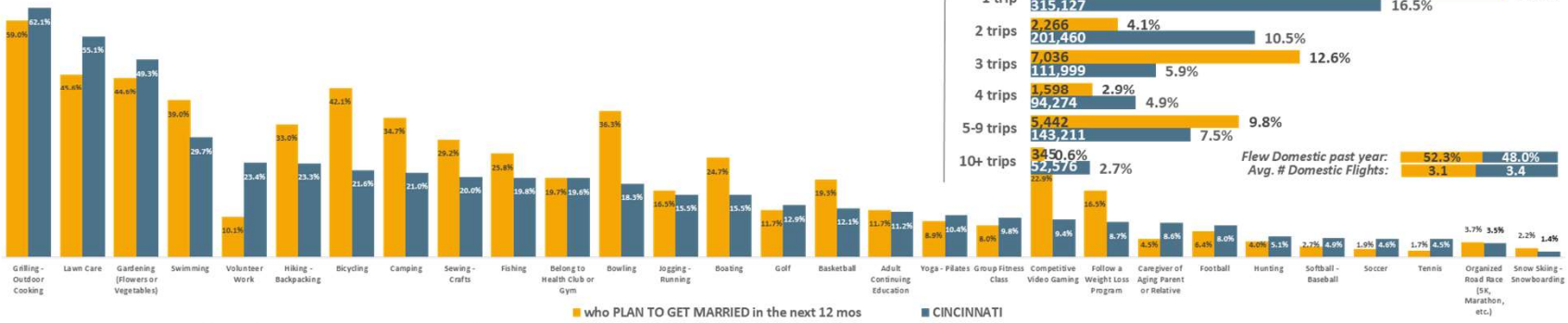
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

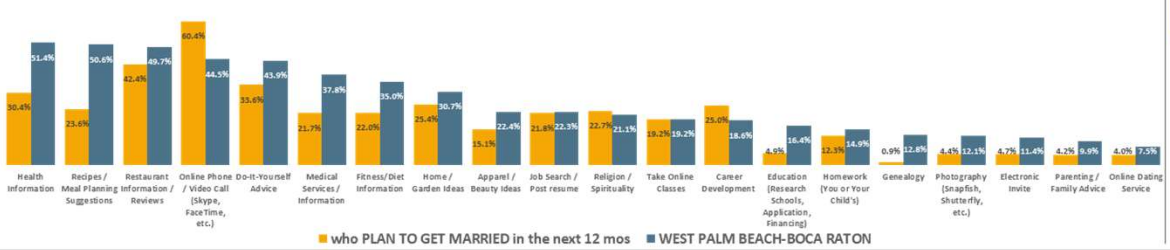
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

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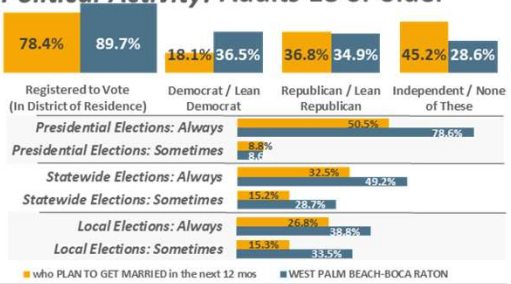
Lifestyle changes/events personally plan to do next 12 mths: Get married

2.8% or 51,936 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older PLAN TO GET MARRIED in the… Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 23.3% less likely to look up D-I-Y advice online, 31.% less likely to always vote in local elections, 97.% more likely to belong to a gym, 27.5% less likely to fly domestic past yr.

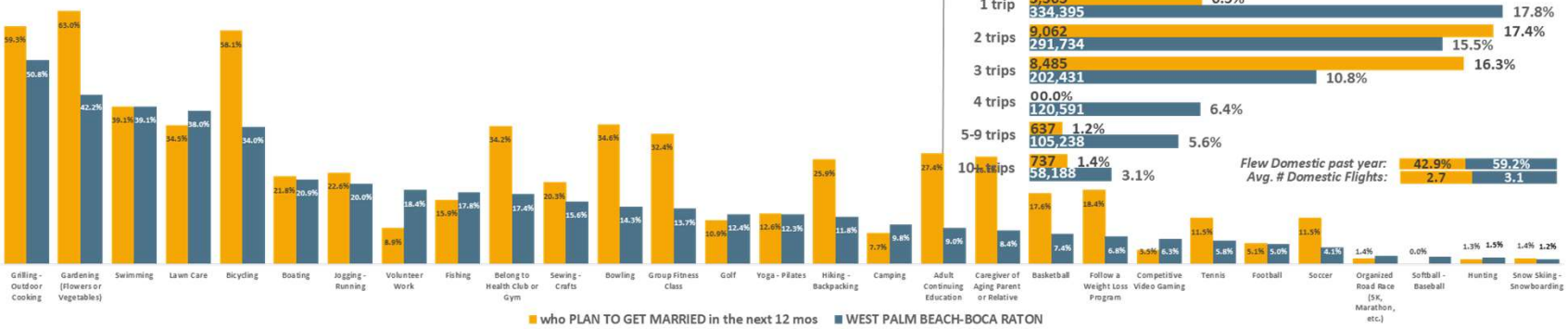
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

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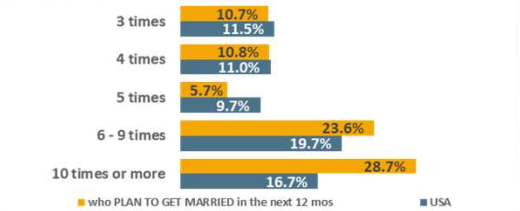
Lifestyle changes/events personally plan to do next 12 mths: Get married



3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 4.2% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 62.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



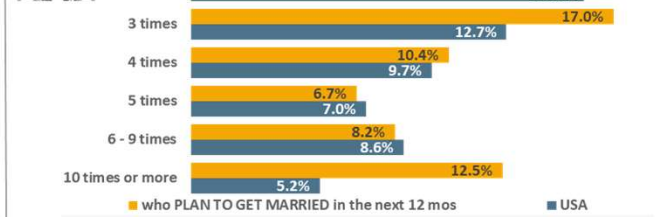


Total Monthly QSR Users: 91.4% 87.7% — 7,998,630 — 229,822,149

Avg. Monthly QSR Meals: 8.0 — 6.3

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





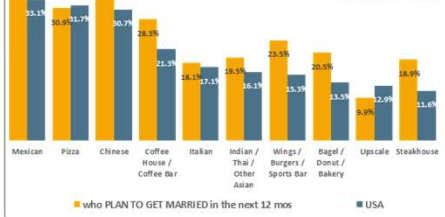
Total Monthly Sit-Down Restaurant Users: 83.4% 74.7% — 7,302,245 — 195,761,148

Avg. Monthly Sit-Down Restaurant Meals: 5.1 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who PLAN TO GET MARRIED in the next 12 mos 2,422,338 — 27.7%

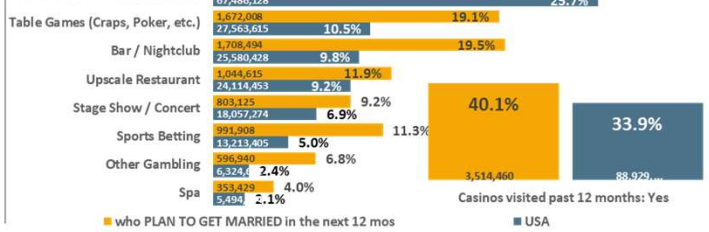
USA [illegible] — 18.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





40.1% — 3,514,460

33.9% — 88,929,...

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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

Lifestyle changes/events personally plan to do next 12 mths: Get married



3.7% or 281,621 of CHICAGO DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 7.6% more likely to use QSRs past mo., 17.8% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 108.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



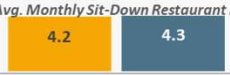
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

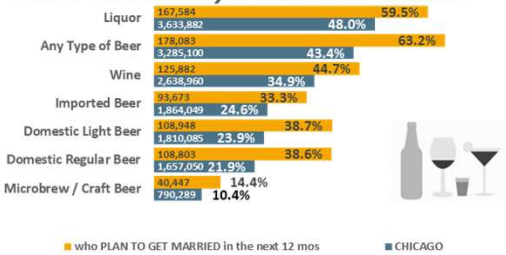
(Sit-Down Restaurants Used Past 30-days)



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

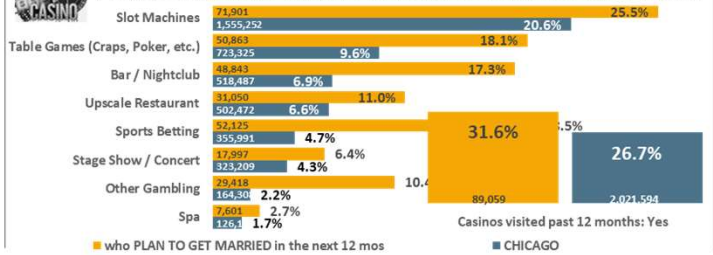


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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Lifestyle changes/events personally plan to do next 12 mths: Get married



3.3% or 189,932 of WASHINGTON, DC DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 2.6% less likely to use QSRs past mo., 6.4% less likely to use Sit-Down Restaurants past mo., 12.2% more likely to use Casinos past yr., 30.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

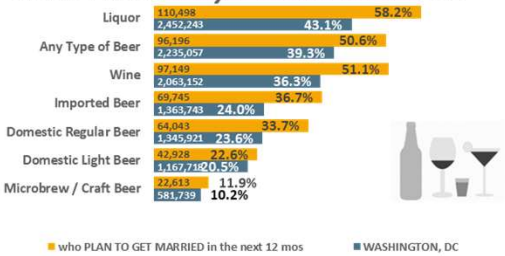
(Sit-Down Restaurants Used Past 30-days)



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

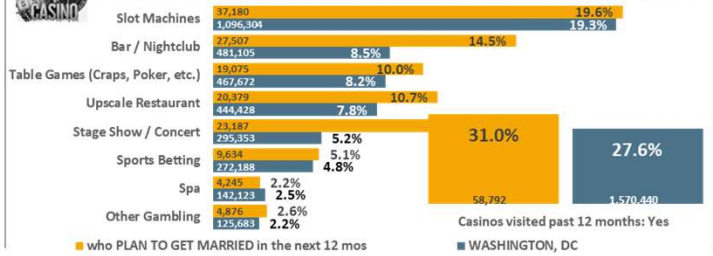


Drank Past 30-days: Adults 18 or older

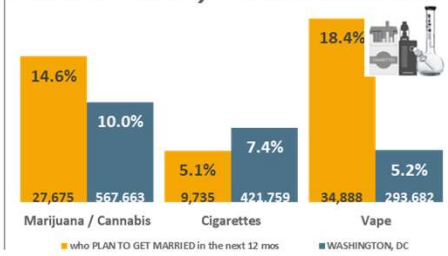


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Lifestyle changes/events personally plan to do next 12 mths: Get married



2.9% or 55,661 of CINCINNATI DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 2.4% less likely to use QSRs past mo., 8.% more likely to use Sit-Down Restaurants past mo., 62.1% more likely to use Casinos past yr., 5.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



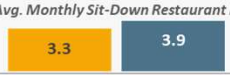
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

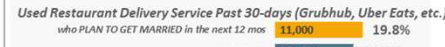


Top-10 Cuisines: Adults 18 or older

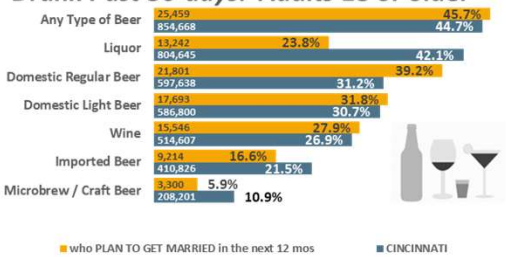
(Sit-Down Restaurants Used Past 30-days)



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

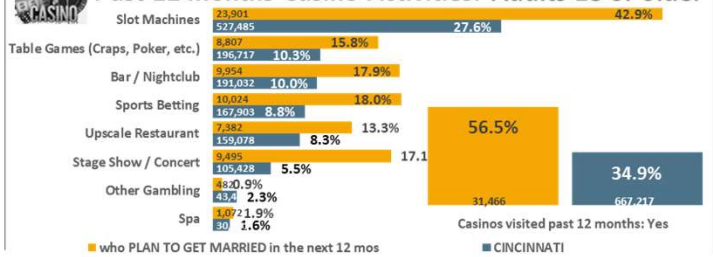


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Lifestyle changes/events personally plan to do next 12 mths: Get married

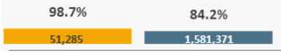


2.8% or 51,936 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older PLAN TO GET MARRIED in the next 12... Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 17.3% more likely to use QSRs past mo., 20.4% more likely to use Sit-Down Restaurants past mo., 28.7% less likely to use Casinos past yr., 57.4% 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:



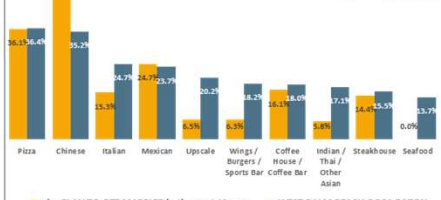
Avg. Monthly Sit-Down Restaurant Meals:



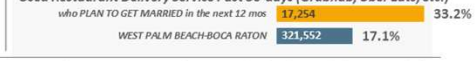
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

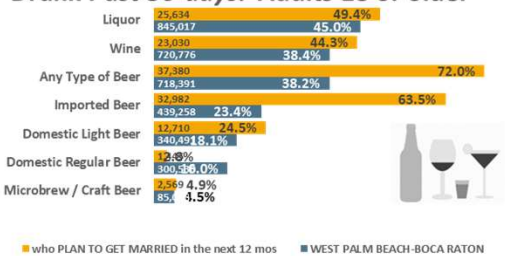




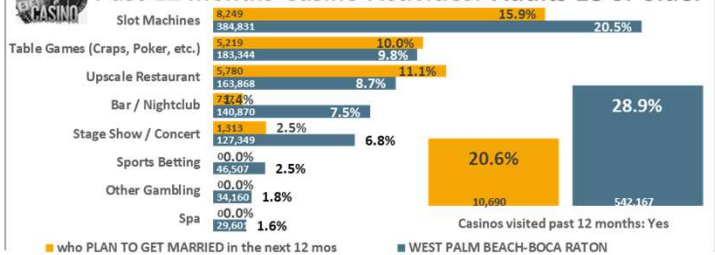
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



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



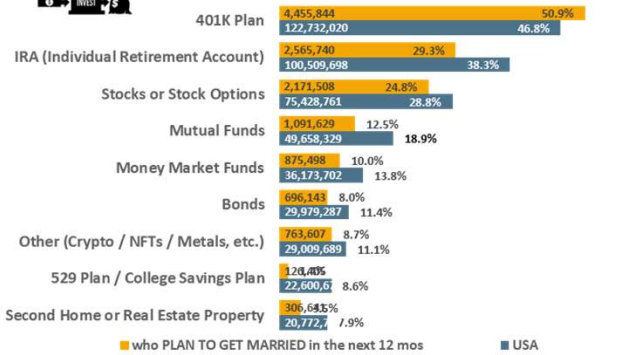
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Lifestyle changes/events personally plan to do next 12 mths: Get married

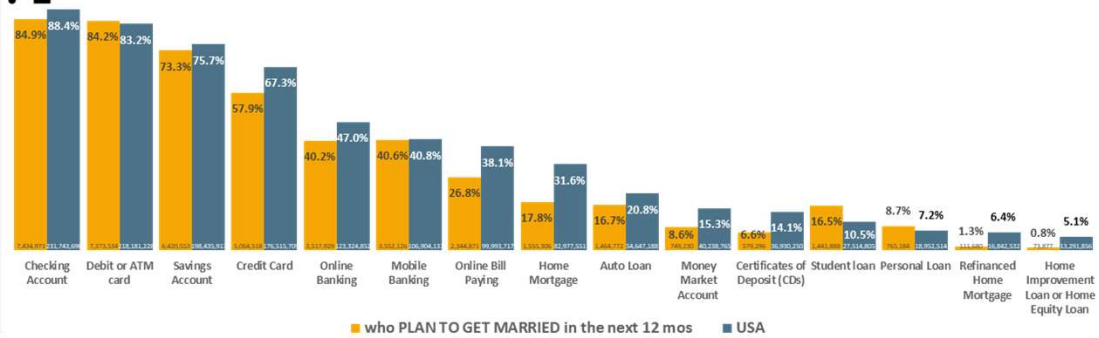


3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 8.7% more likely to have a 401K, 19.7% less likely to have an Auto Loan, 17.7% more likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



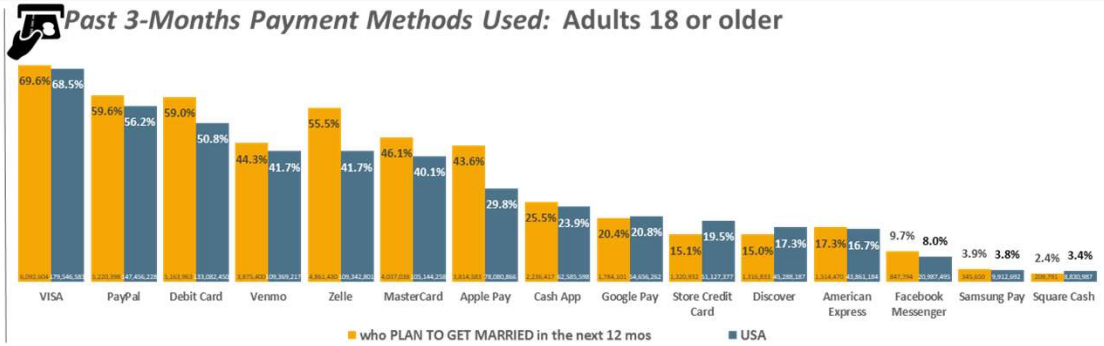
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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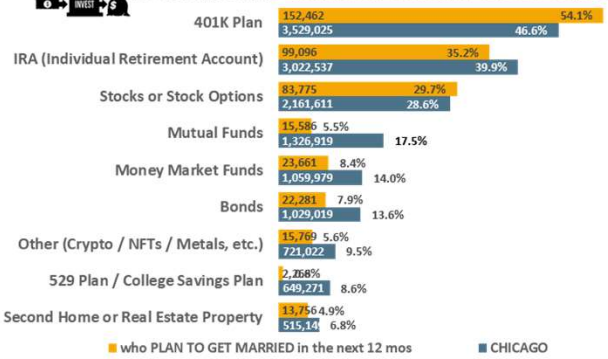
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married

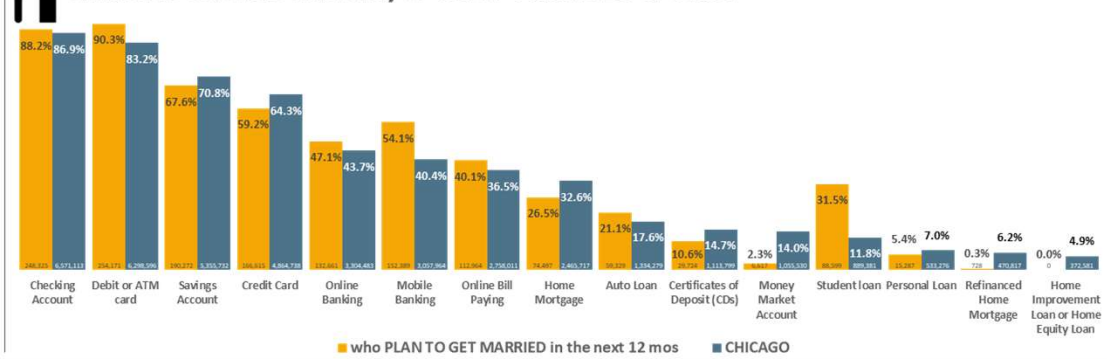


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Investments Owned: Adults 18 or older



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

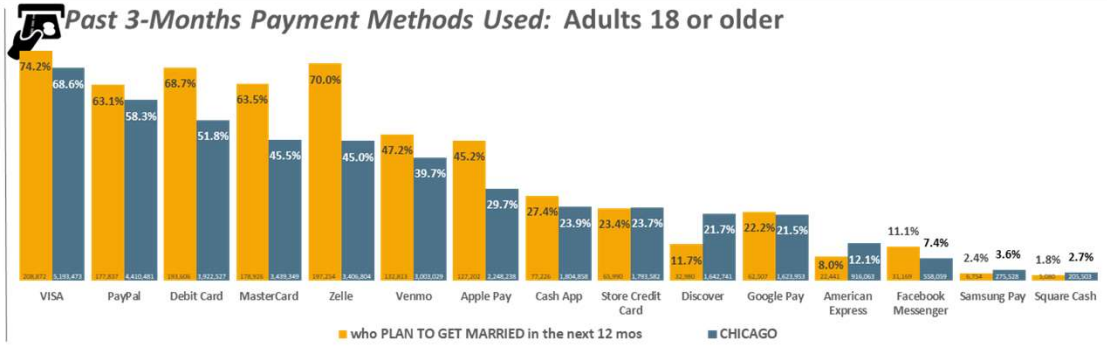


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

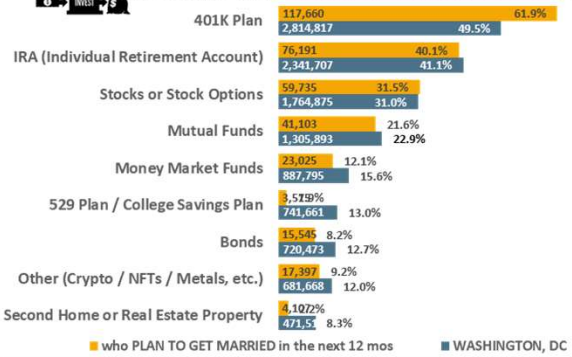
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Lifestyle changes/events personally plan to do next 12 mths: Get married

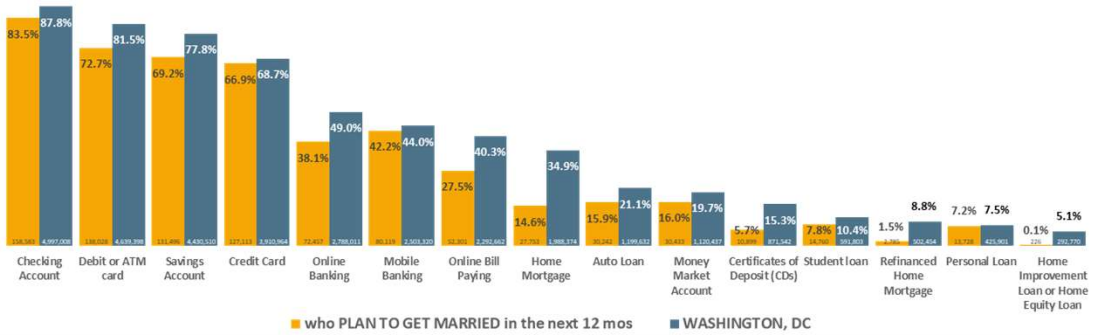


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Investments Owned: Adults 18 or older



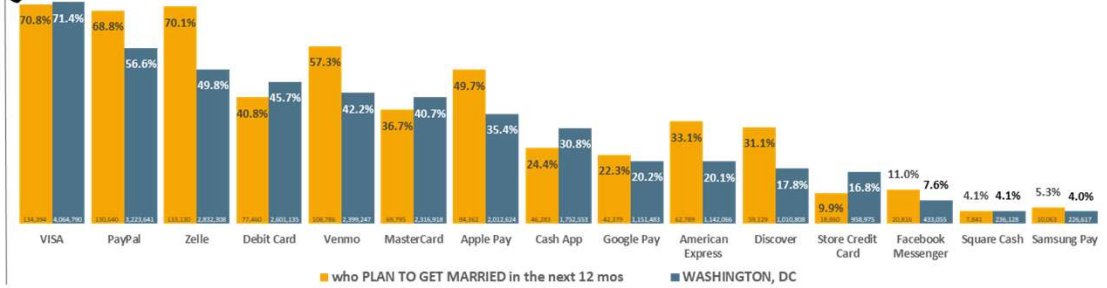
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Lifestyle changes/events personally plan to do next 12 mths: Get married

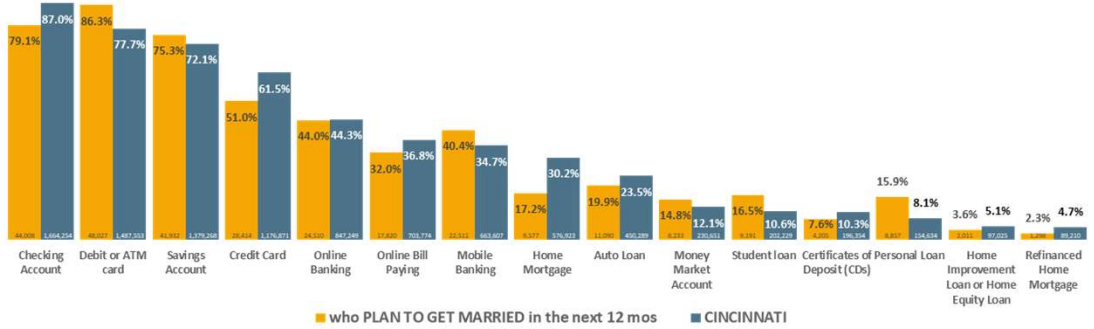


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Investments Owned: Adults 18 or older



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

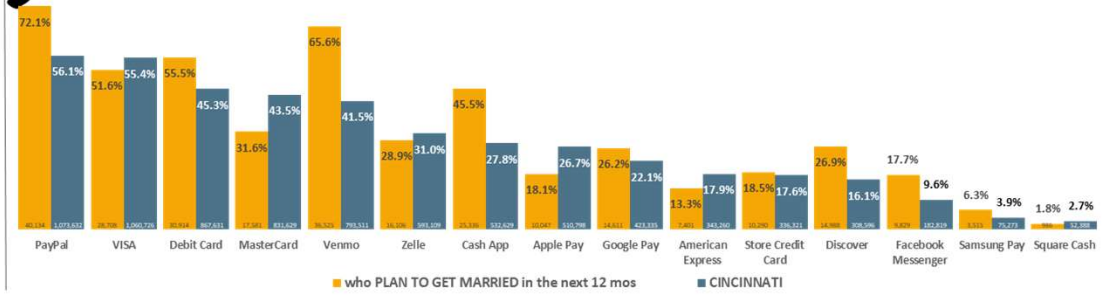


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



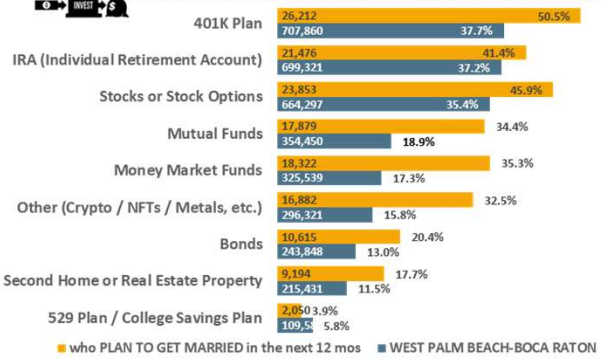
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Lifestyle changes/events personally plan to do next 12 mths: Get married

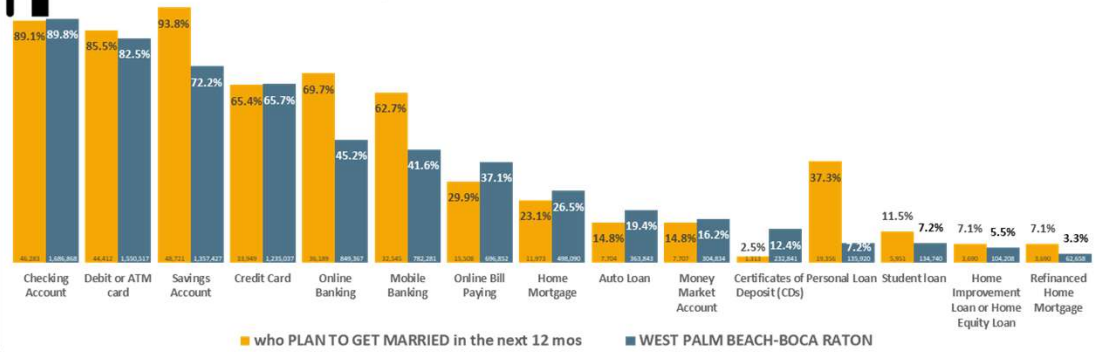


2.8% or 51,936 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older PLAN TO GET MARRIED in the... Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 34.% more likely to have a 401K, 23.4% less likely to have an Auto Loan, 19.6% more likely to Invest/Trade Stocks Online, 18.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



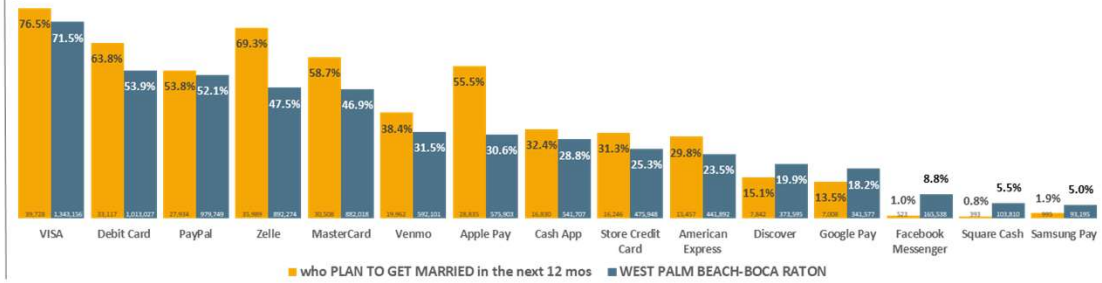
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

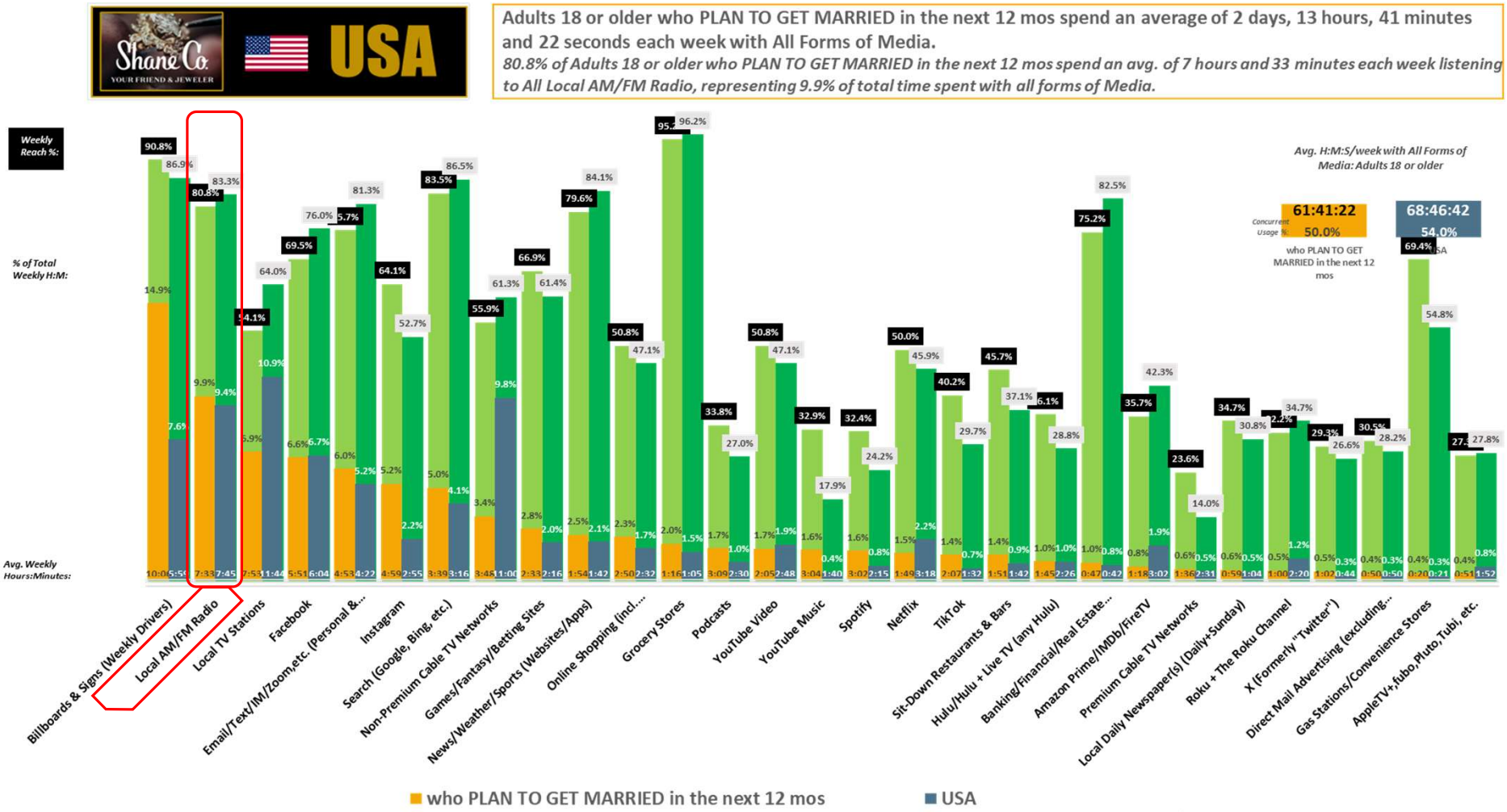


Past 3-Months Payment Methods Used: Adults 18 or older



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Lifestyle changes/events personally plan to do next 12 mths: Get married

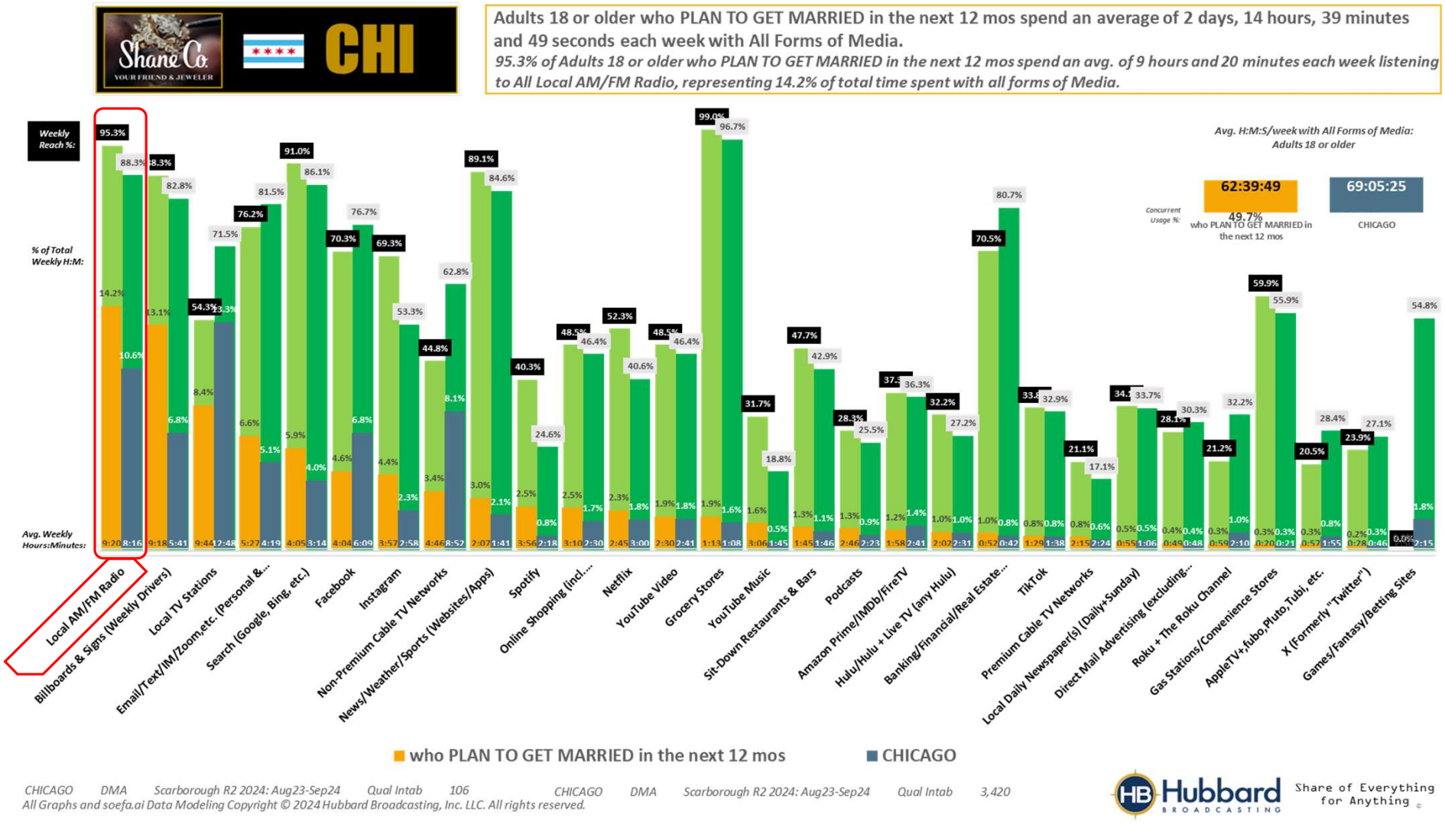


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

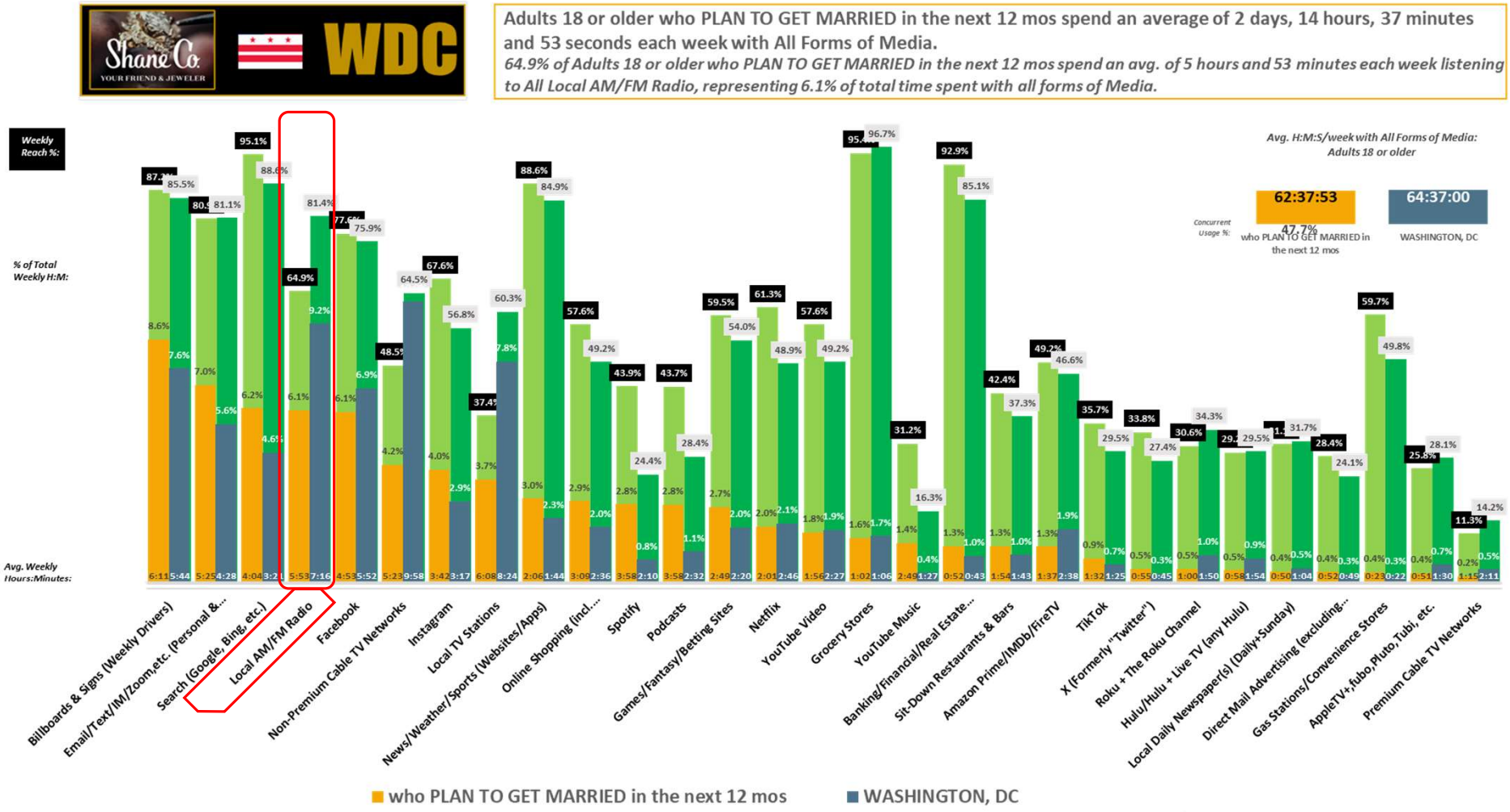


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Lifestyle changes/events personally plan to do next 12 mths: Get married

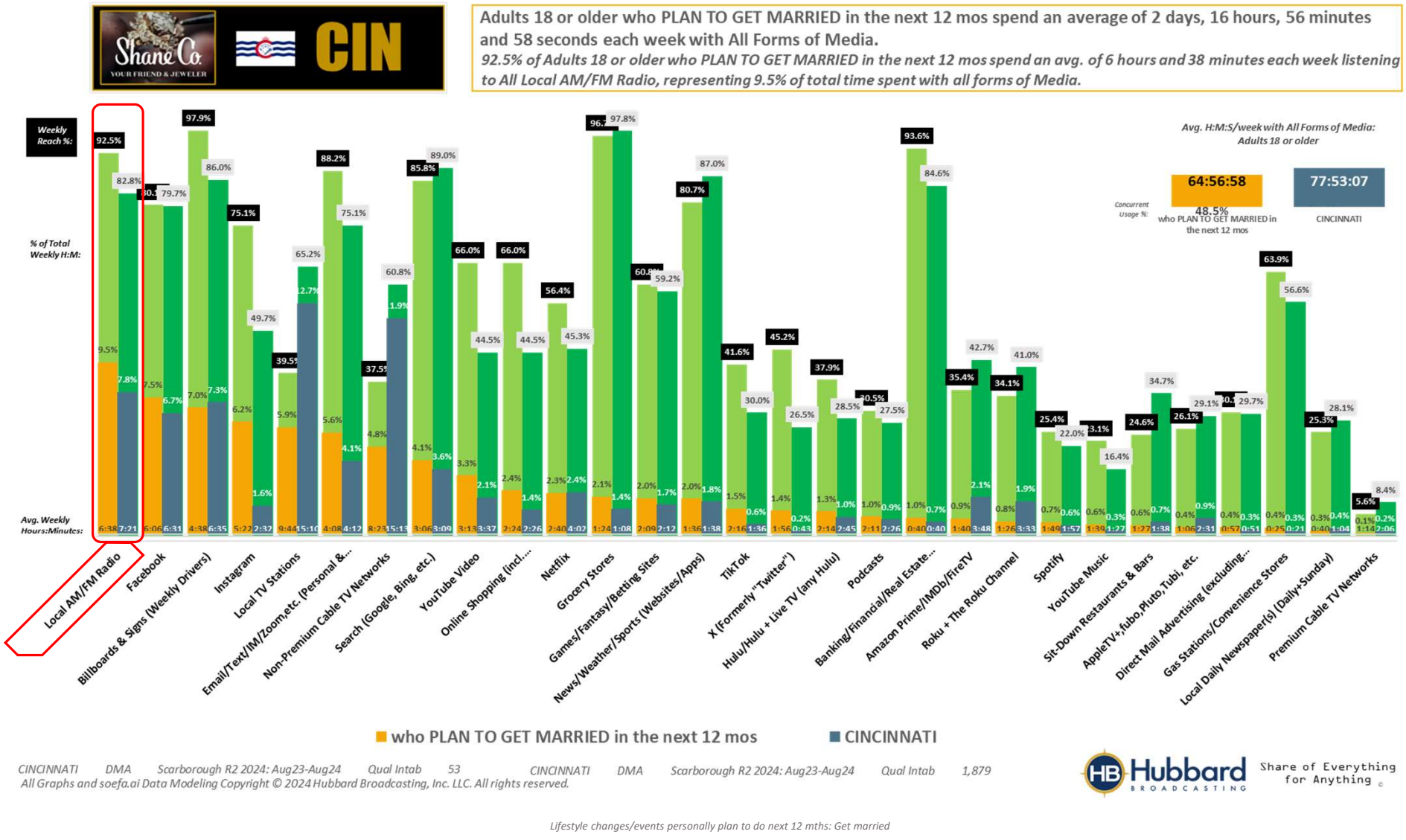


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Lifestyle changes/events personally plan to do next 12 mths: Get married

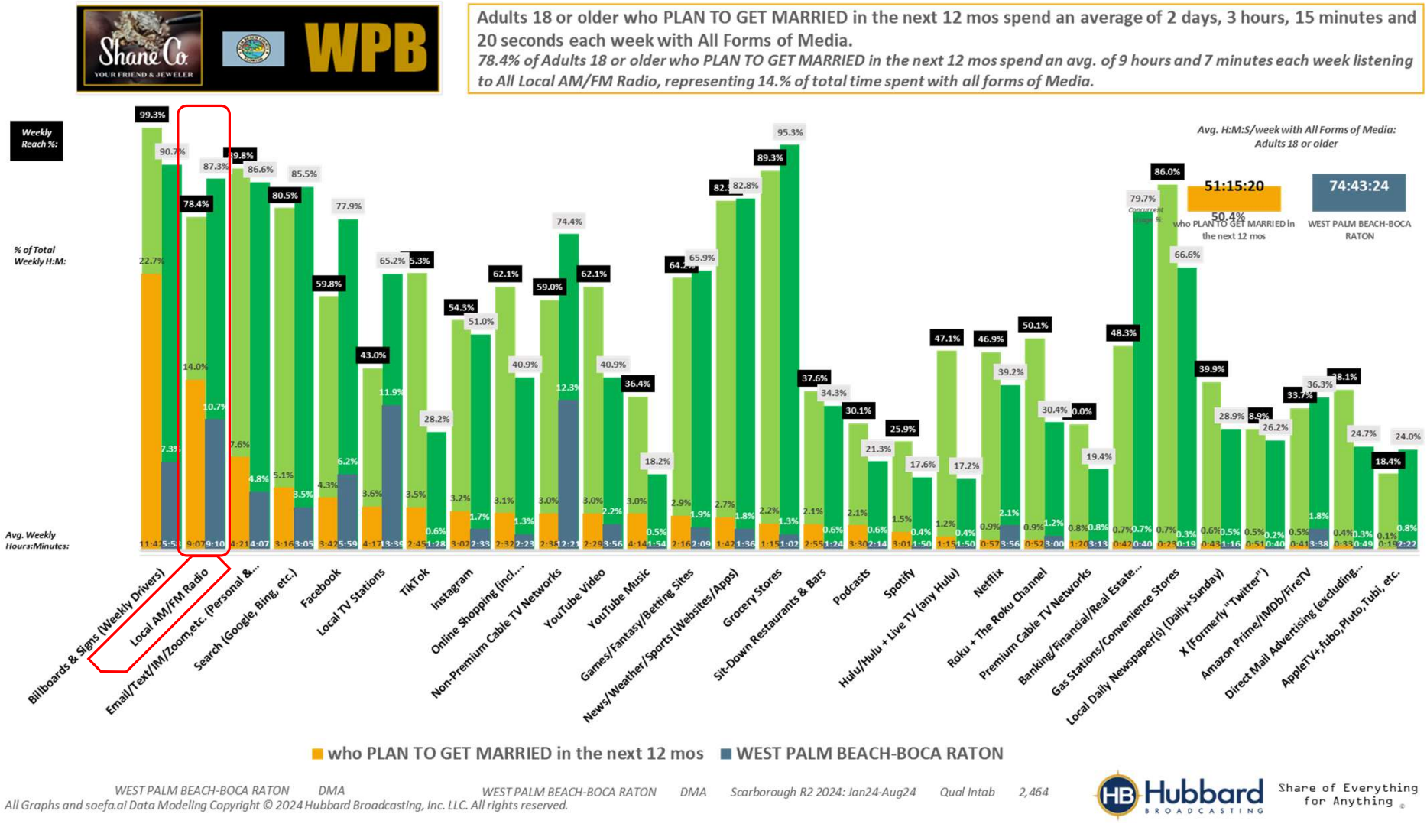


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Lifestyle changes/events personally plan to do next 12 mths: Get married

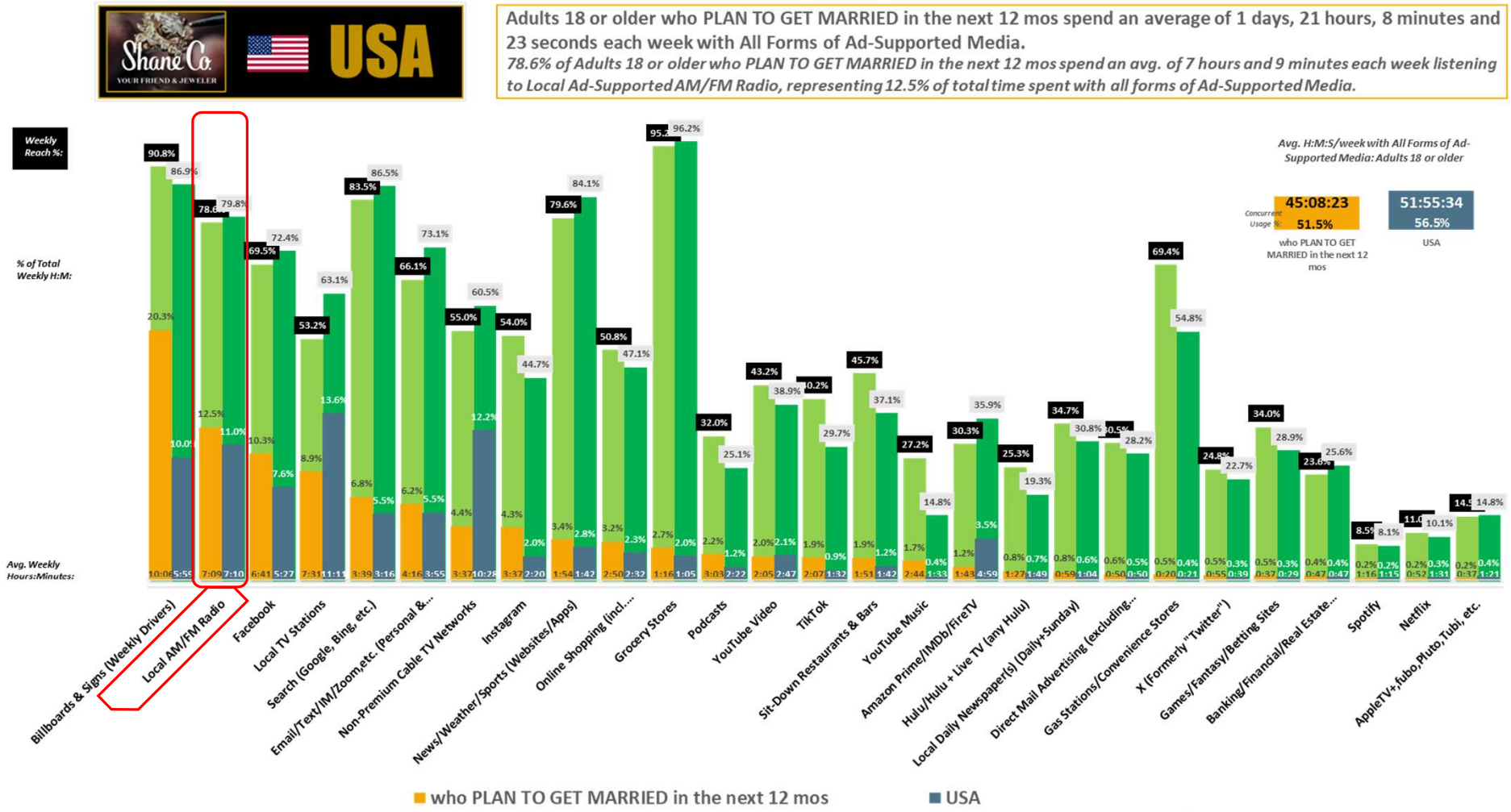


WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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Lifestyle changes/events personally plan to do next 12 mths: Get married

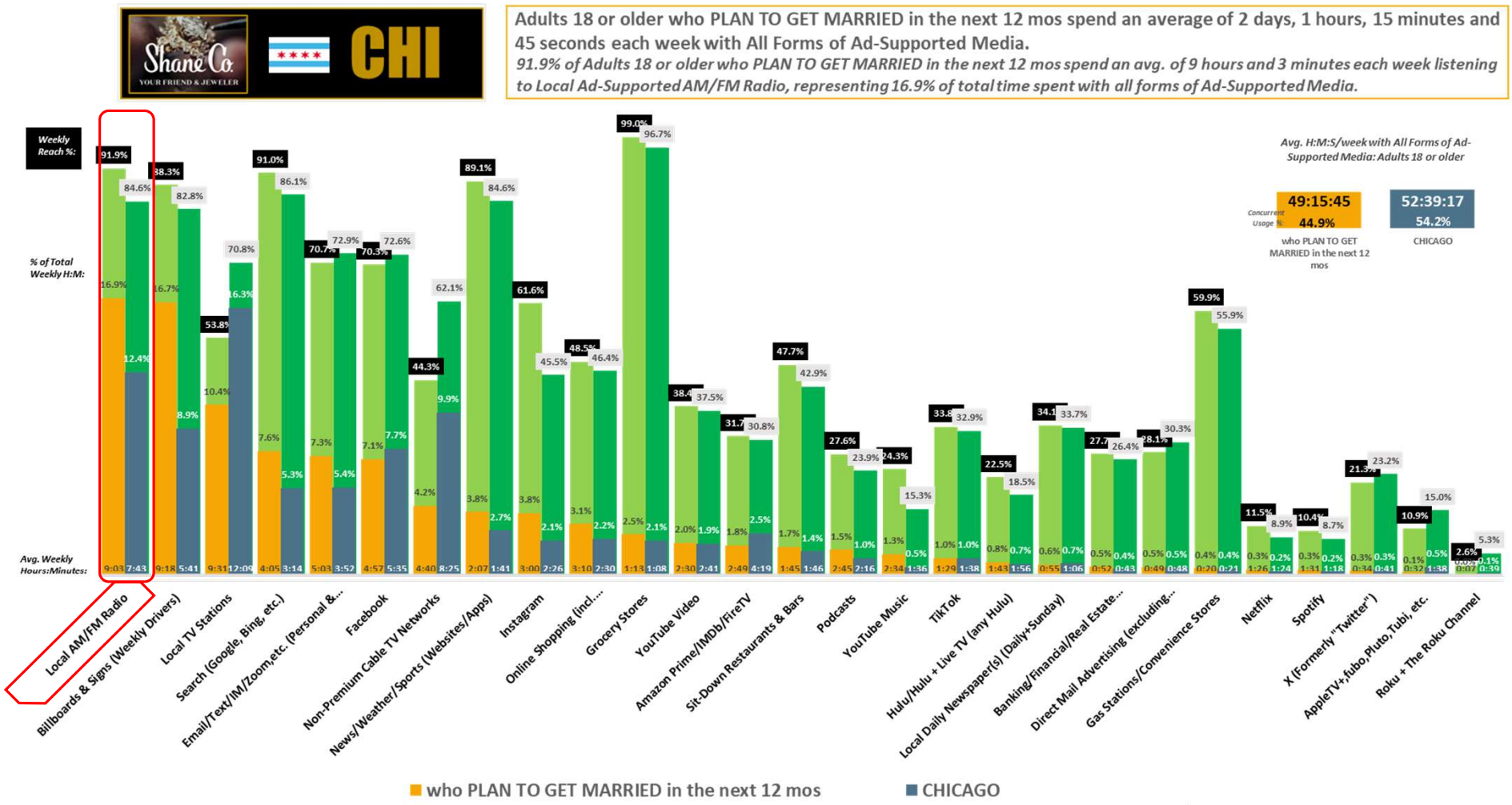


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

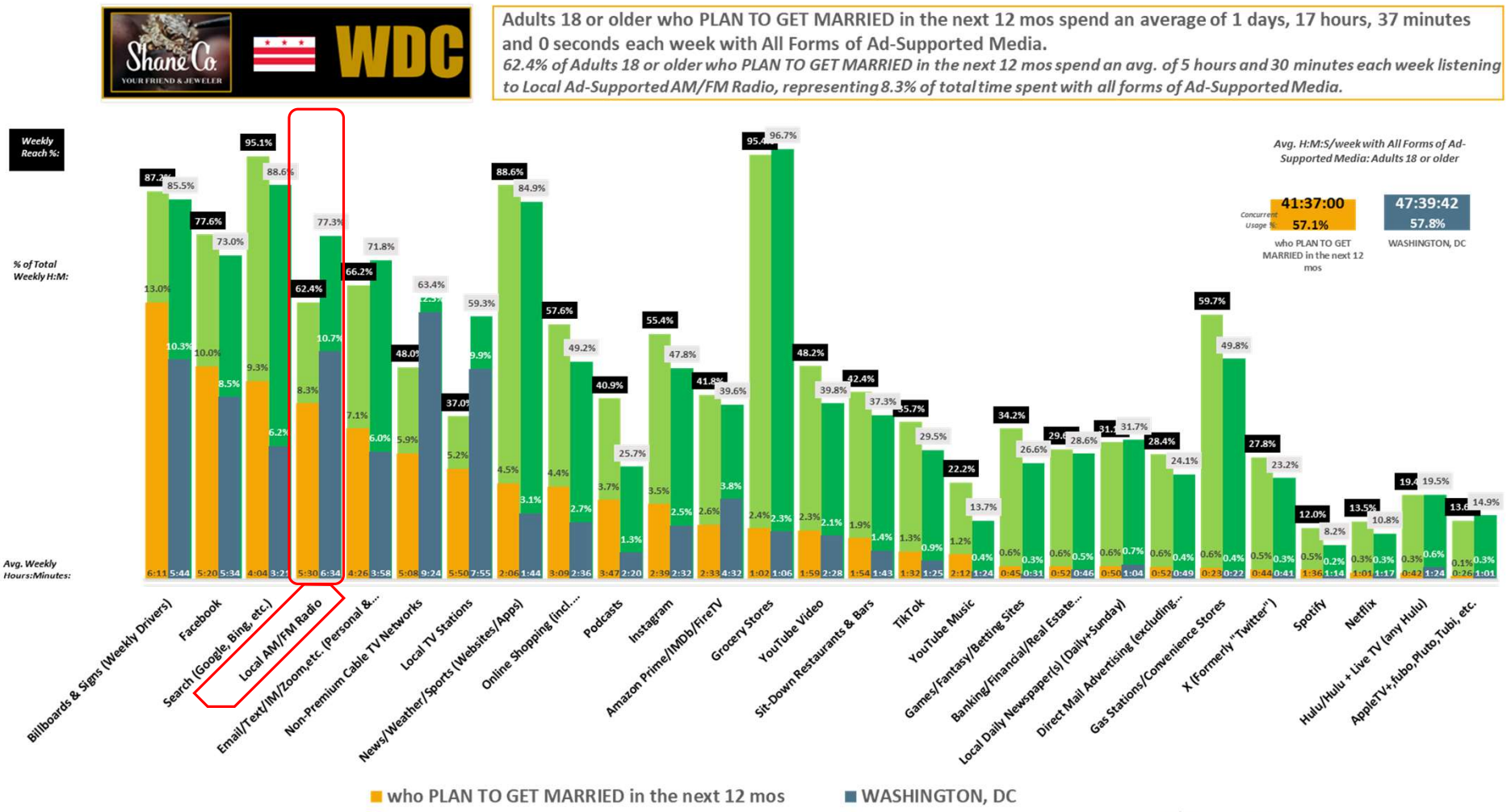


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Lifestyle changes/events personally plan to do next 12 mths: Get married

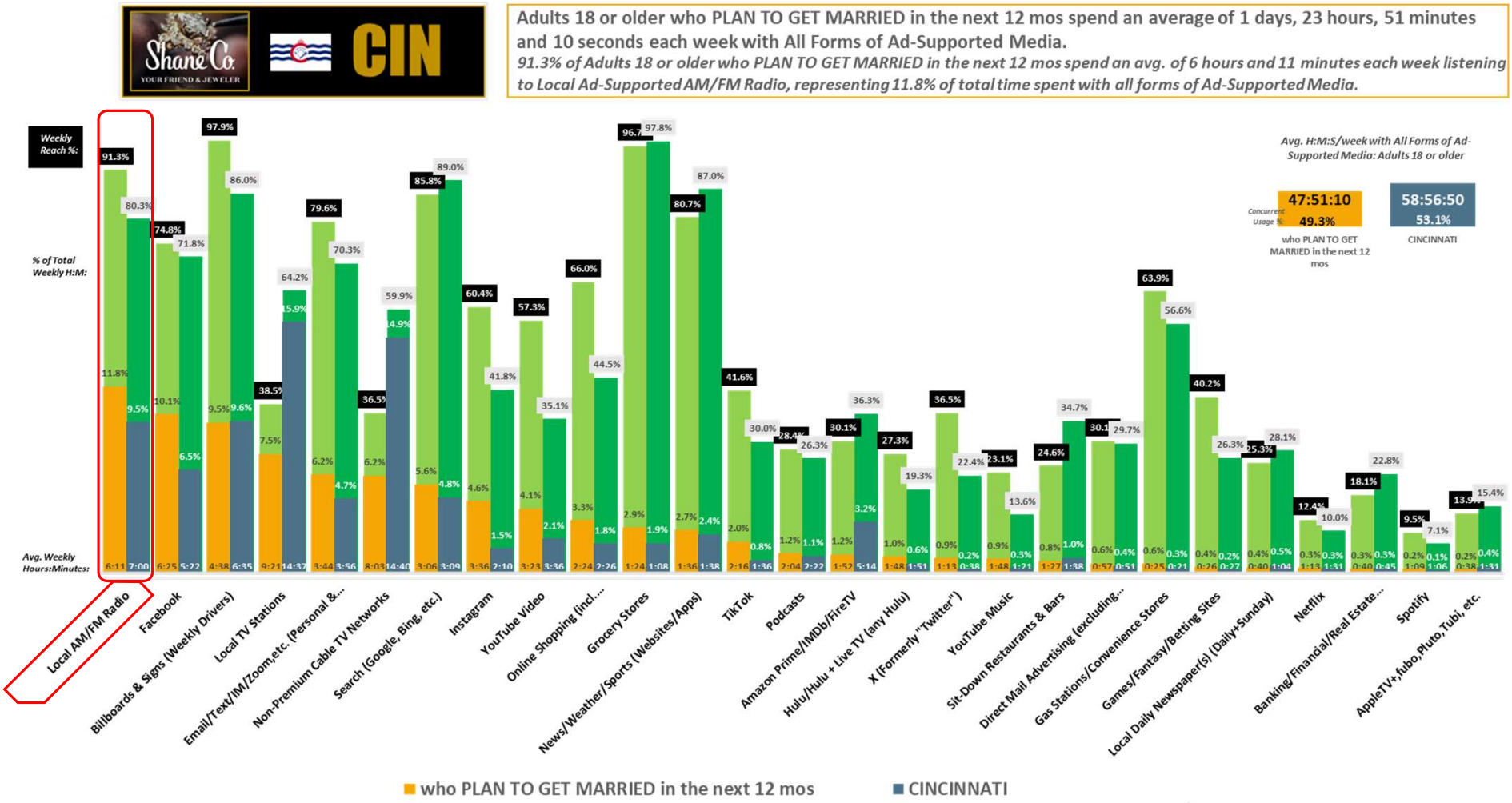


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Lifestyle changes/events personally plan to do next 12 mths: Get married

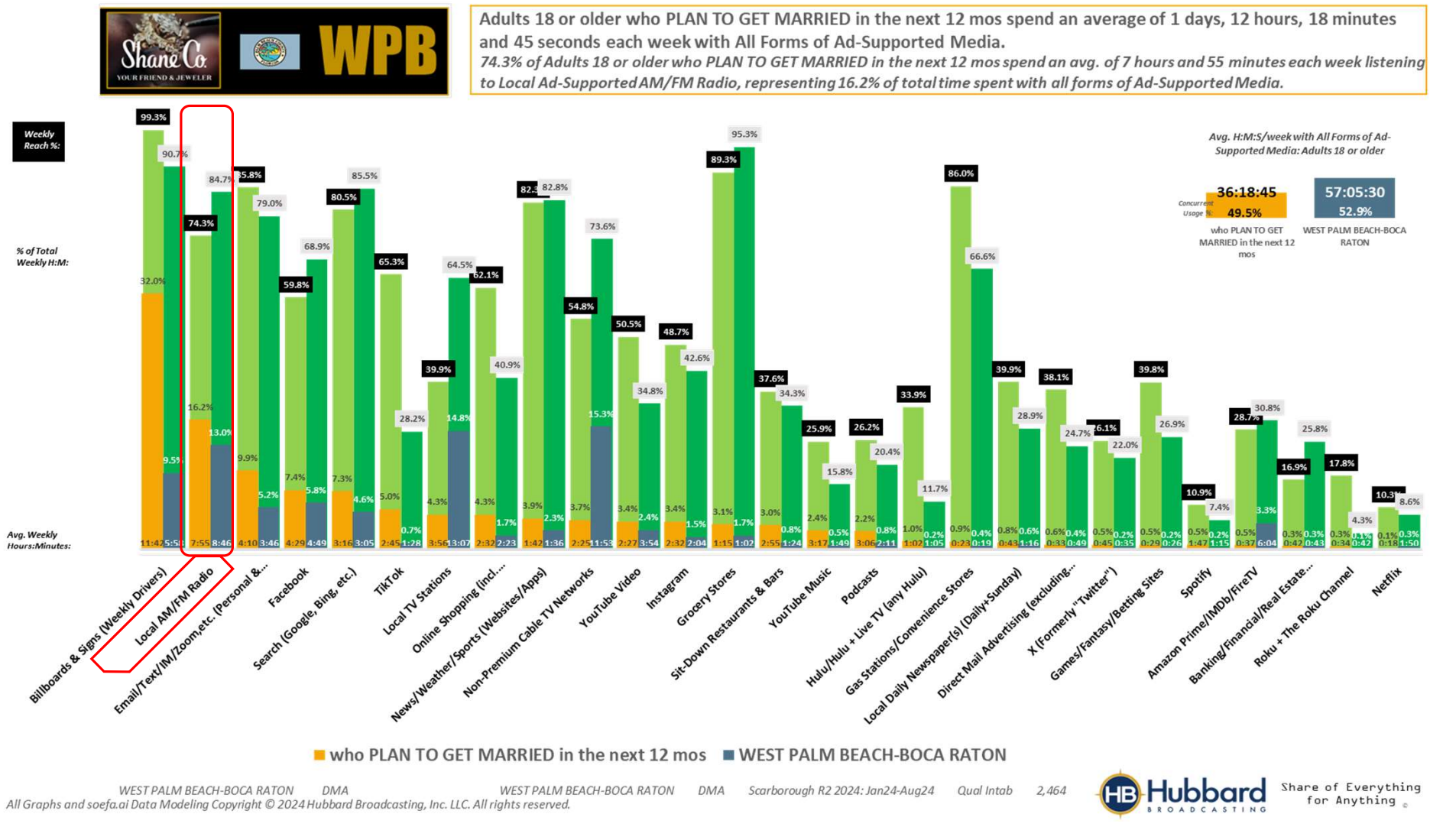


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Lifestyle changes/events personally plan to do next 12 mths: Get married



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

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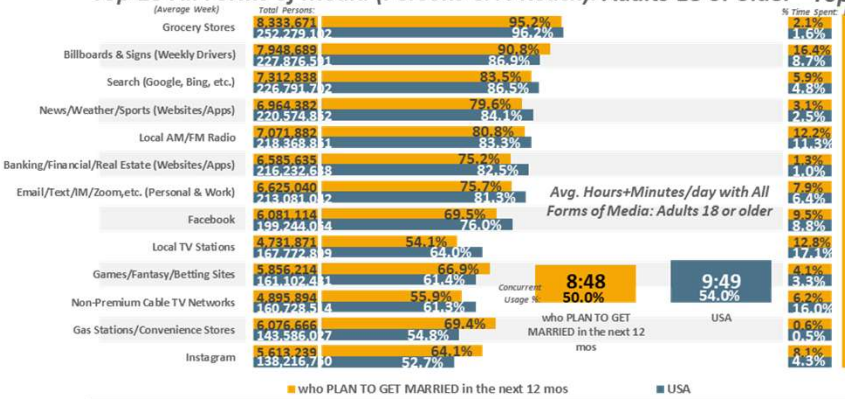
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Lifestyle changes/events personally plan to do next 12 mths: Get married

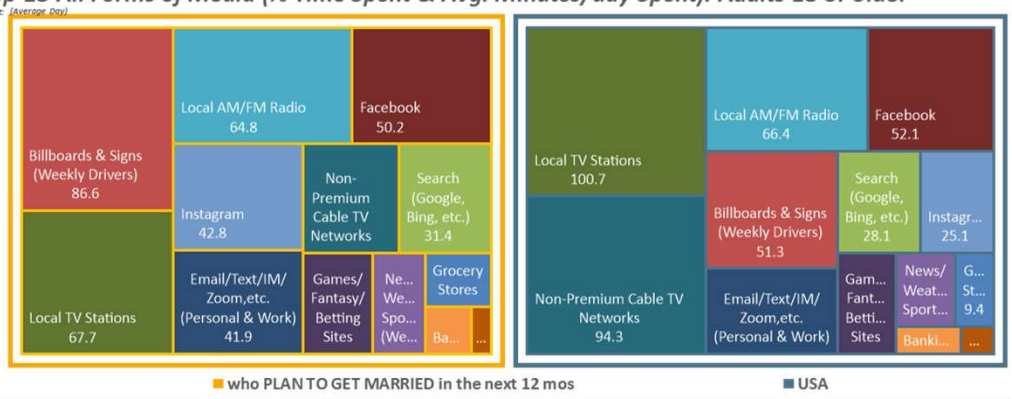


Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

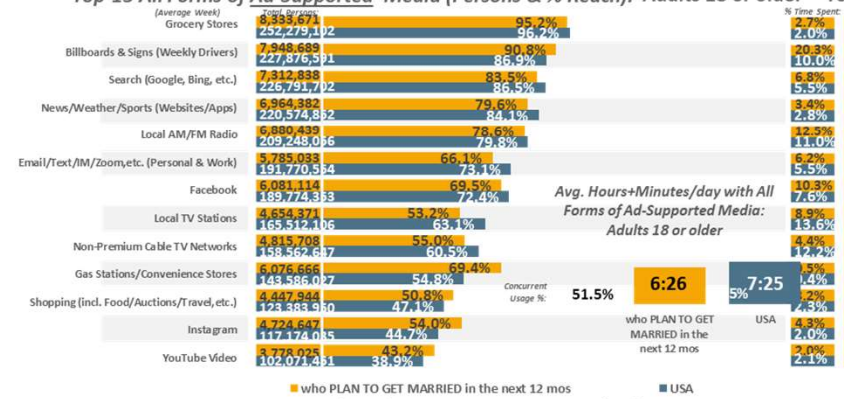
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



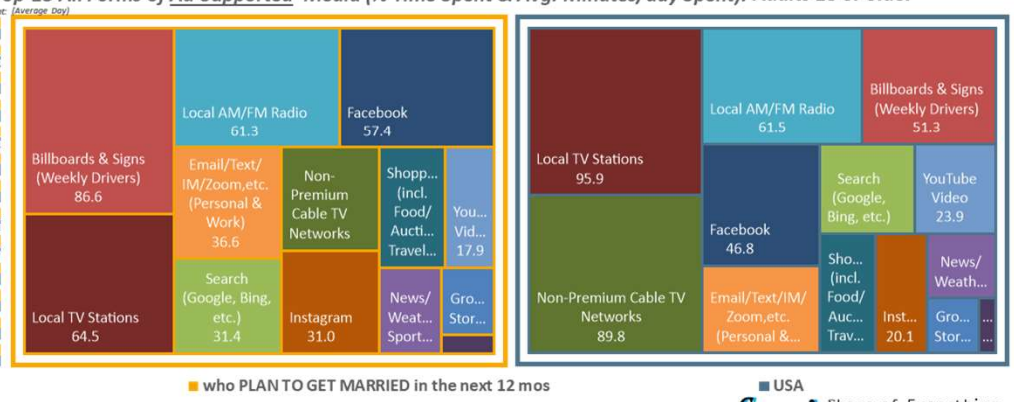
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***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 592

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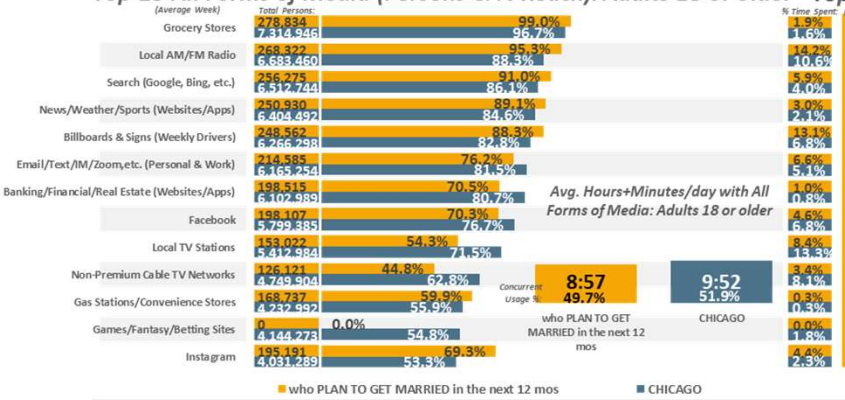
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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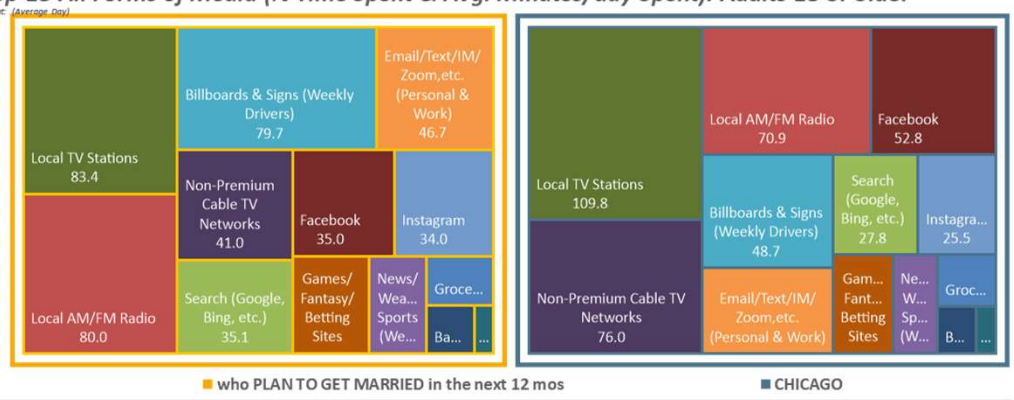
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 91.9% listen to Local AM/FM Radio for an avg. of 77.7 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

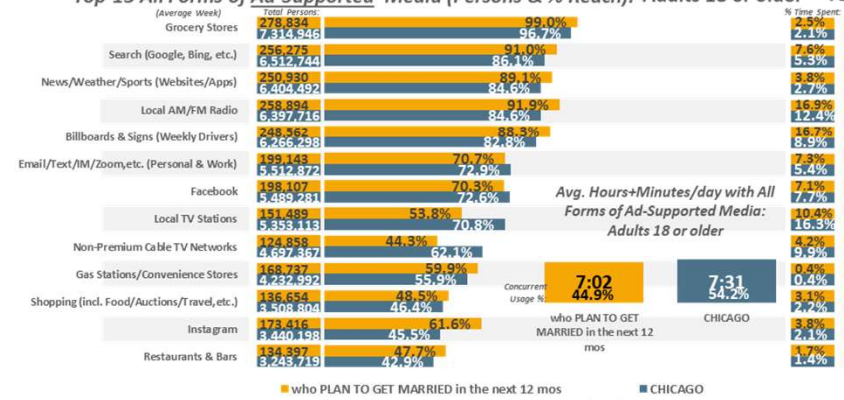
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



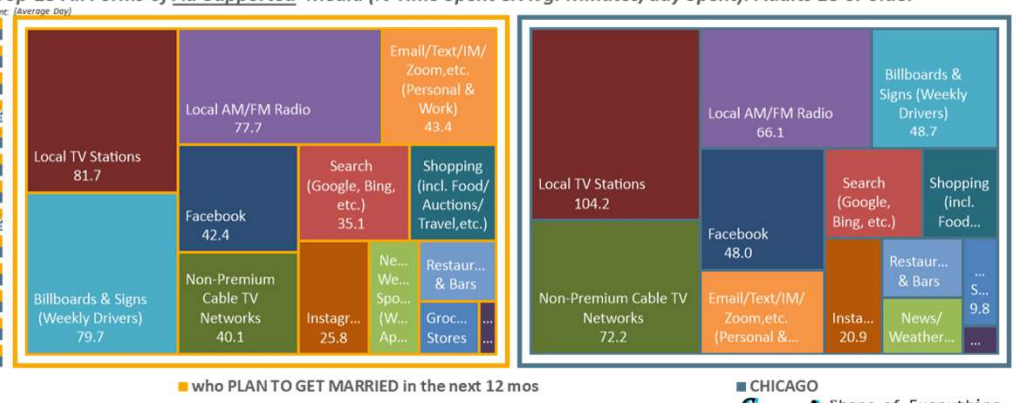
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

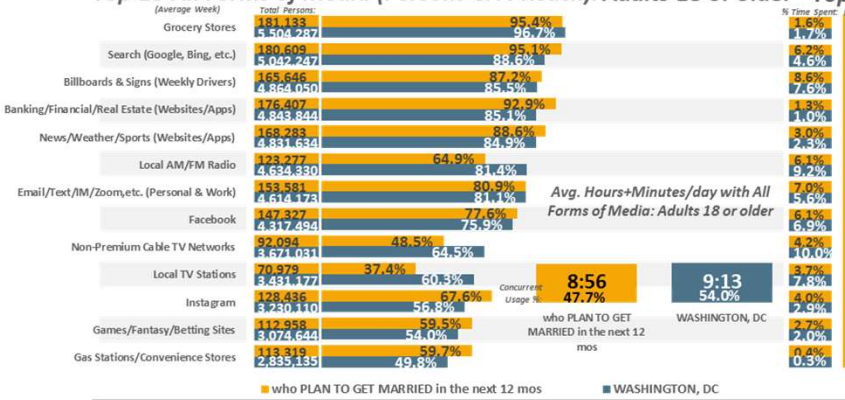
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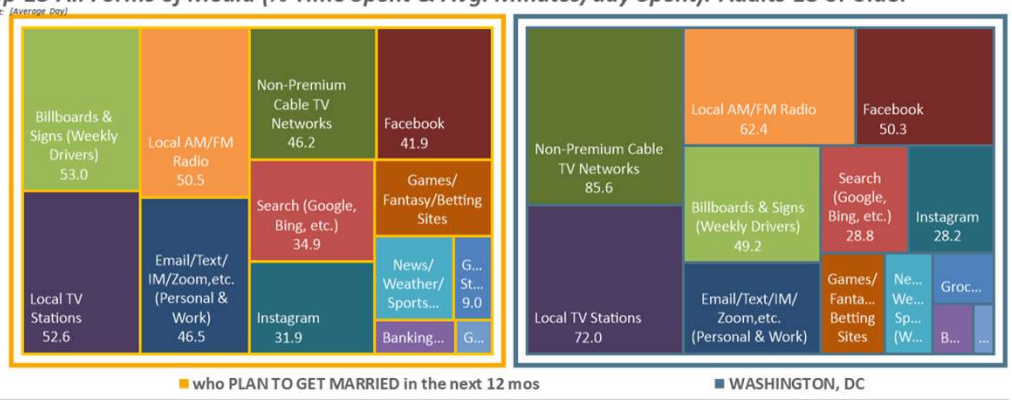
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 5 hours and 56 minutes each day with All Forms of Ad-Supported Media. 62.4% listen to Local AM/FM Radio for an avg. of 47.2 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

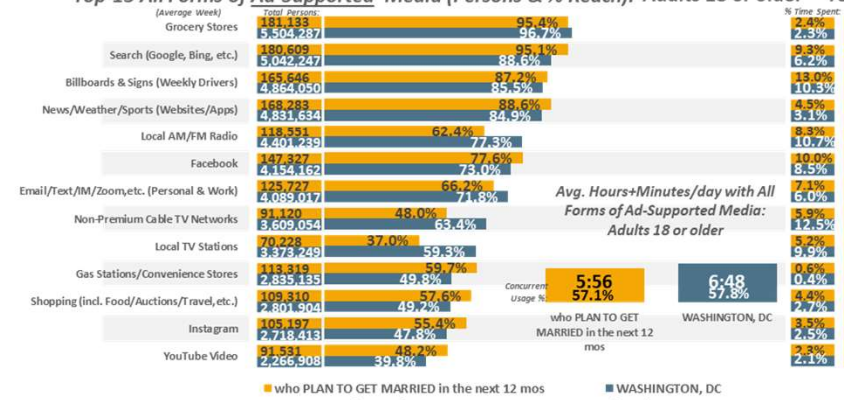
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



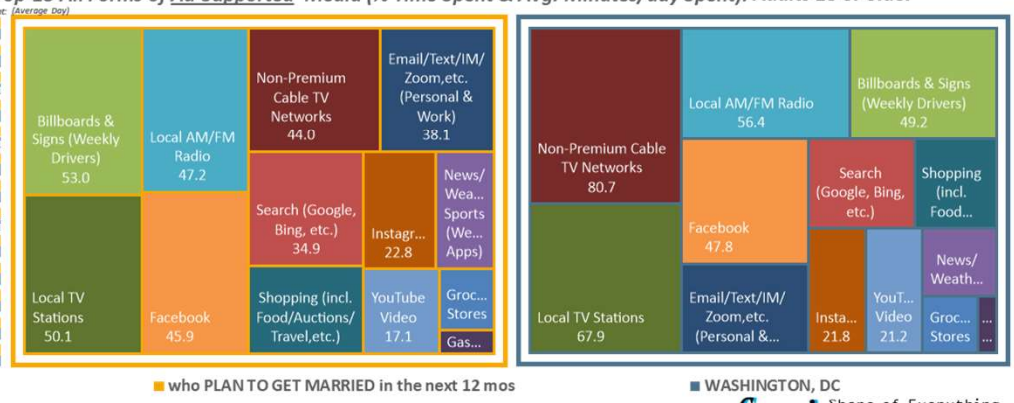
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

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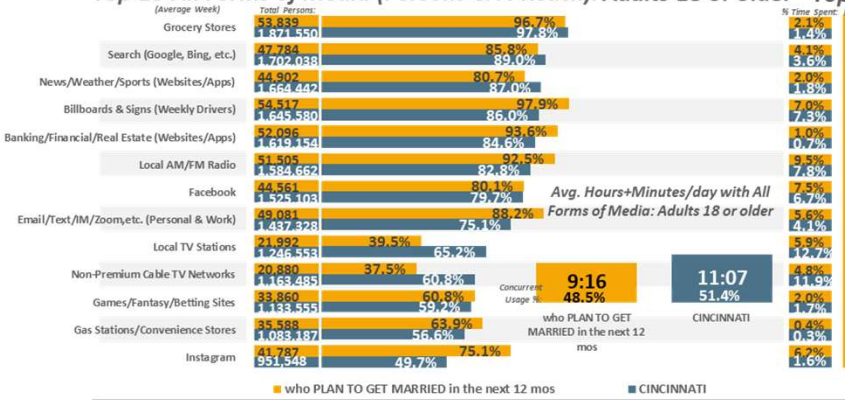
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Lifestyle changes/events personally plan to do next 12 mths: Get married

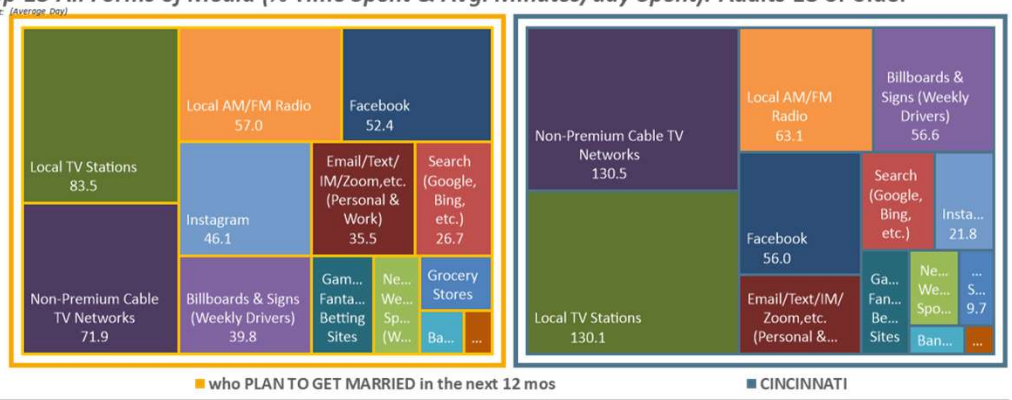


Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 91.3% listen to Local AM/FM Radio for an avg. of 53.1 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

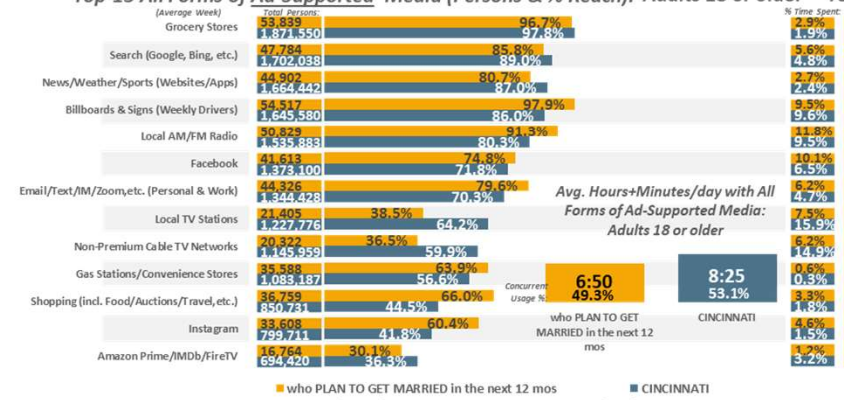
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



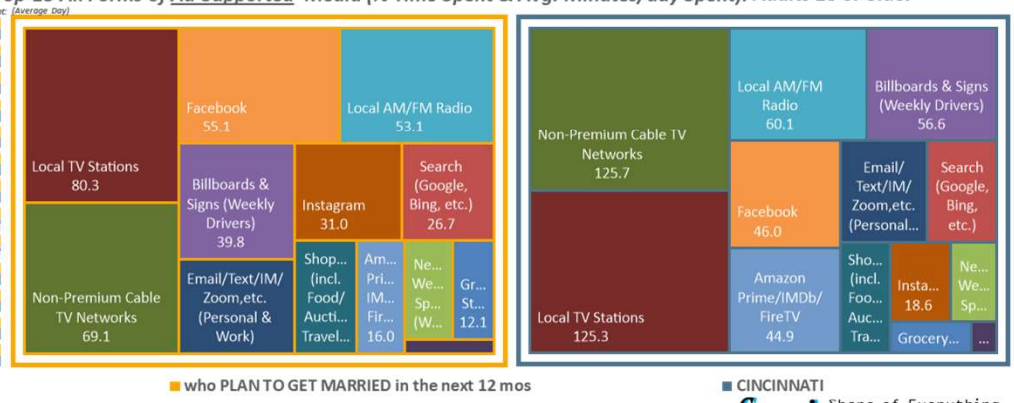
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

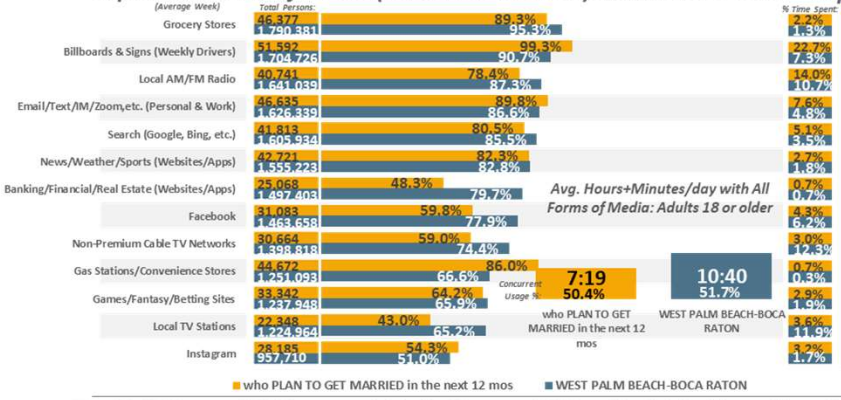
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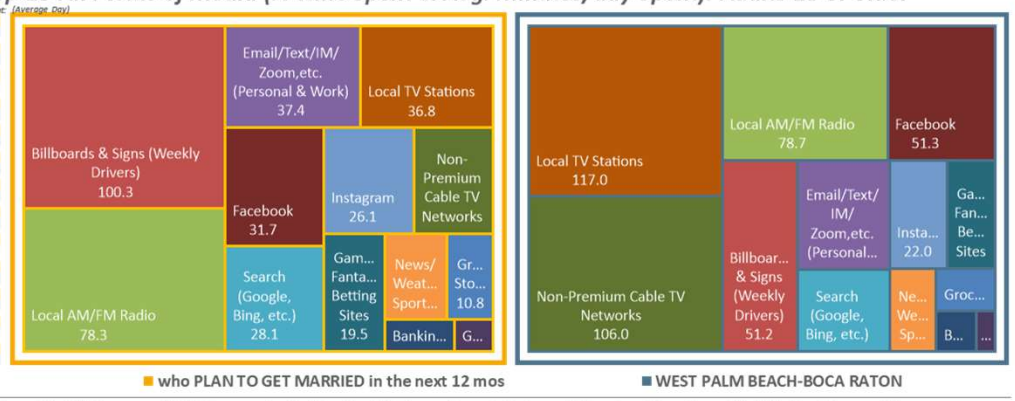
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 5 hours and 11 minutes each day with All Forms of Ad-Supported Media. 74.3% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

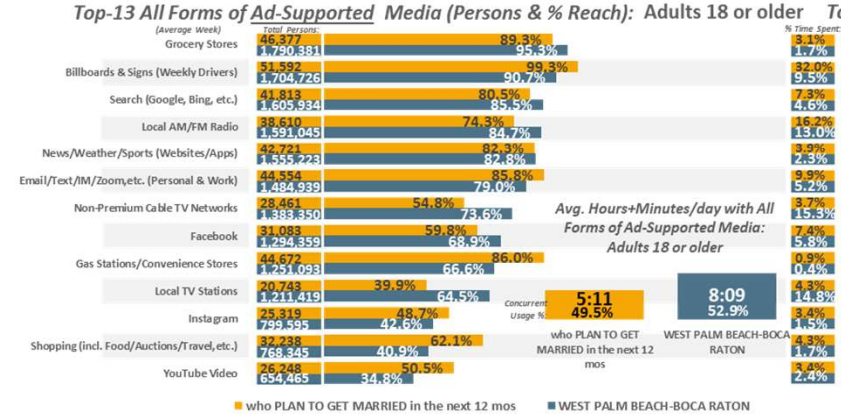
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



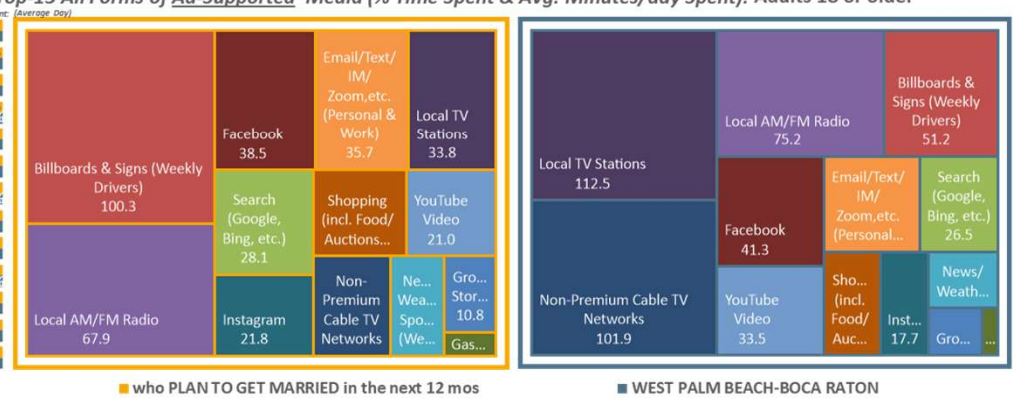
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA

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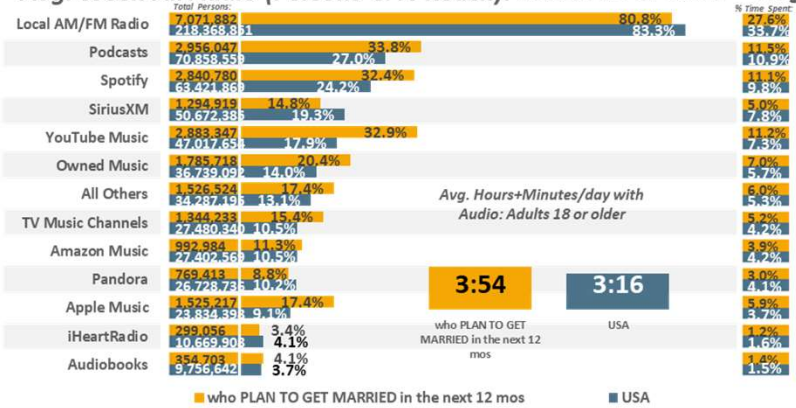
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Lifestyle changes/events personally plan to do next 12 mths: Get married

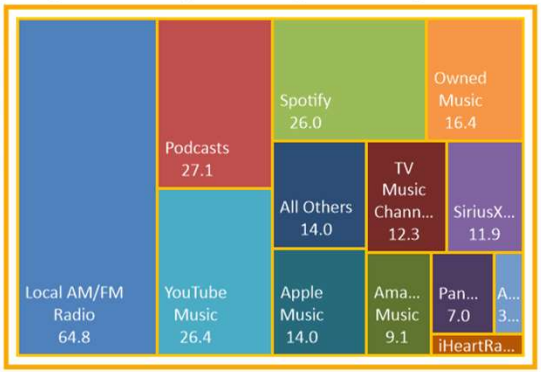


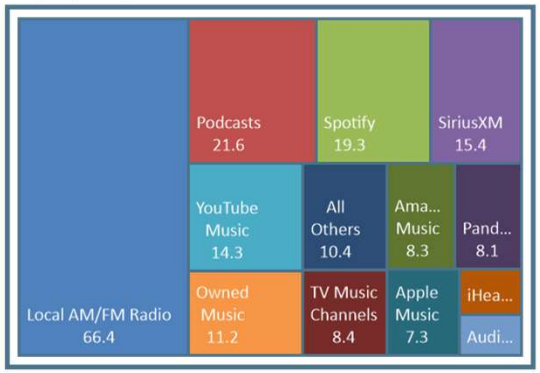
6,880,439 or 78.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

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

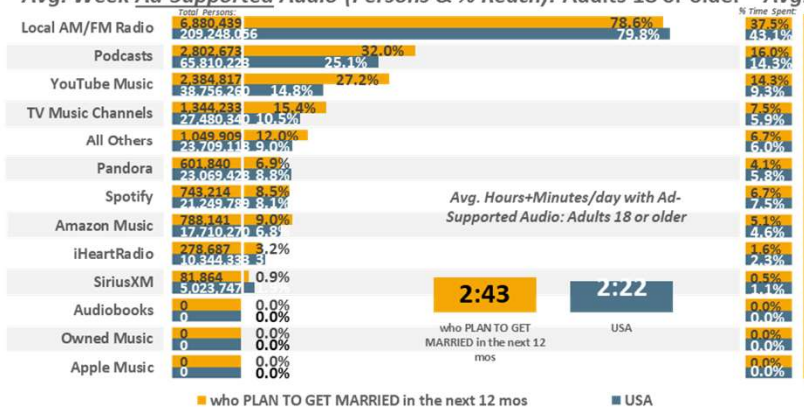


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

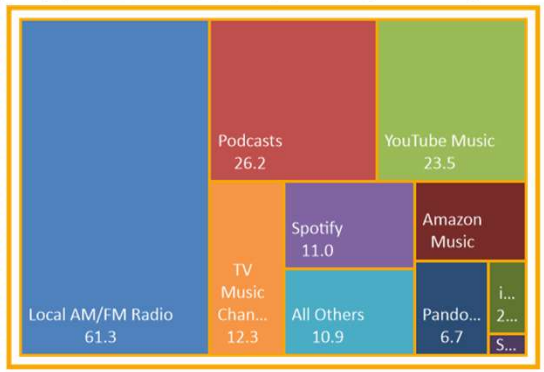


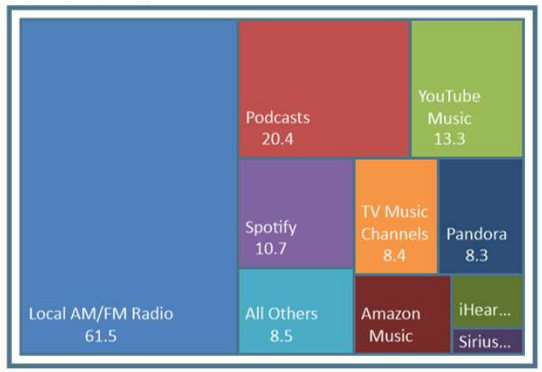


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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 592

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

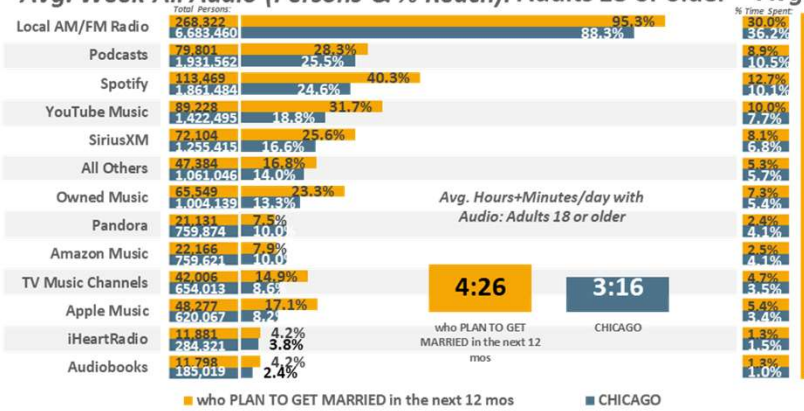
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Lifestyle changes/events personally plan to do next 12 mths: Get married

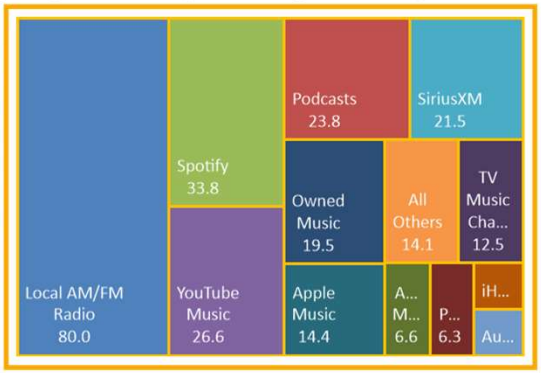


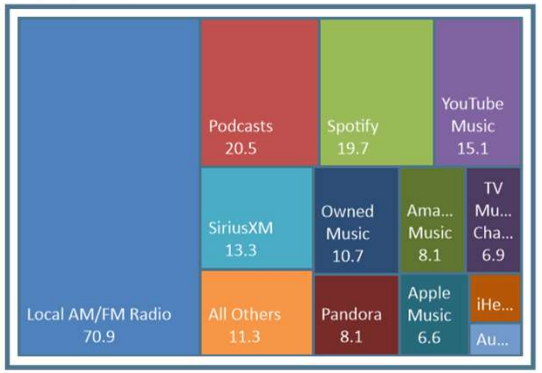
258,894 or 91.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

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

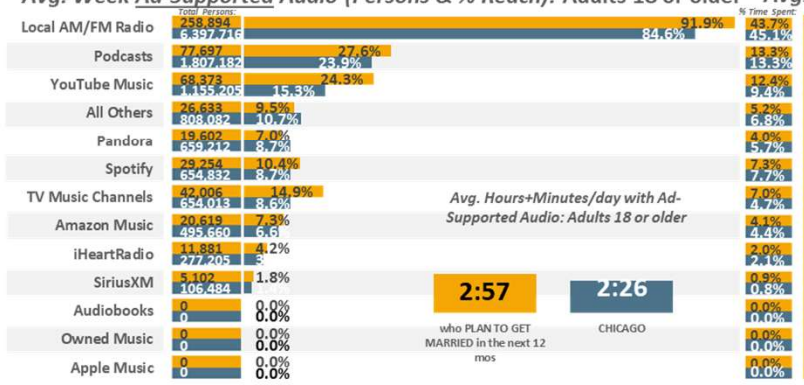


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

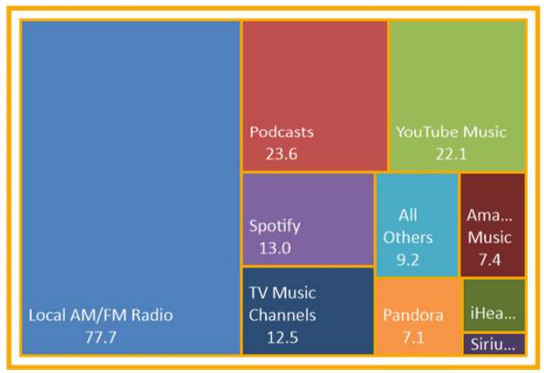


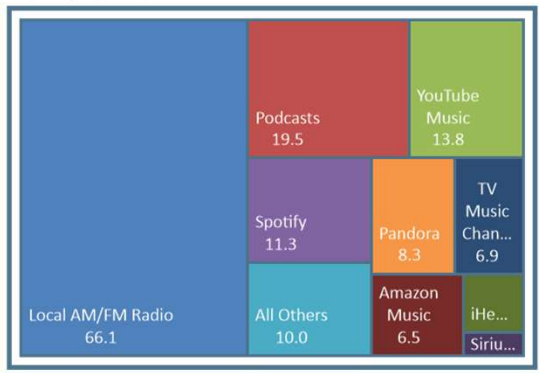


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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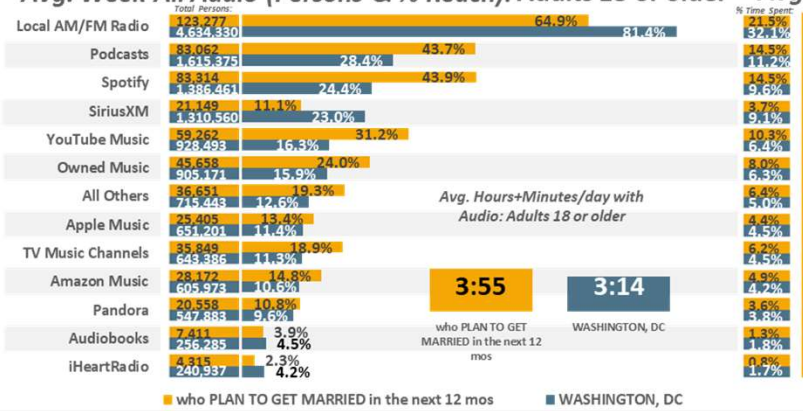
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Lifestyle changes/events personally plan to do next 12 mths: Get married

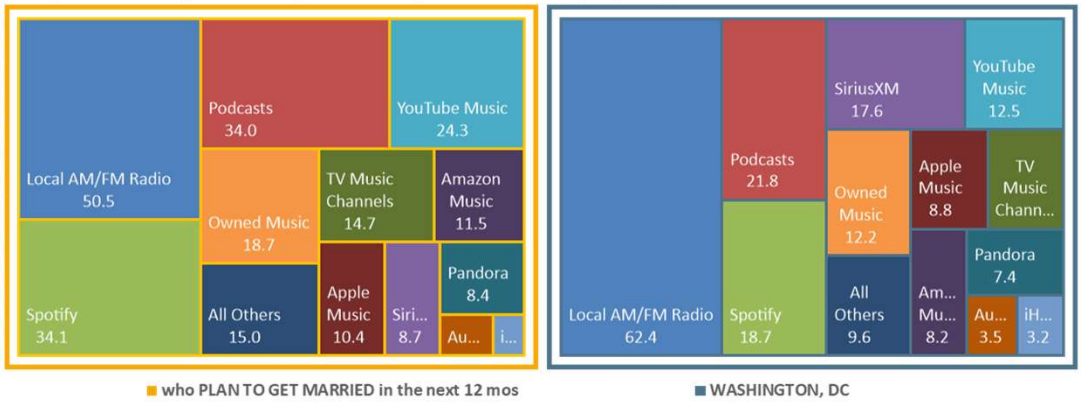


118,551 or 62.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 47.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Audio.

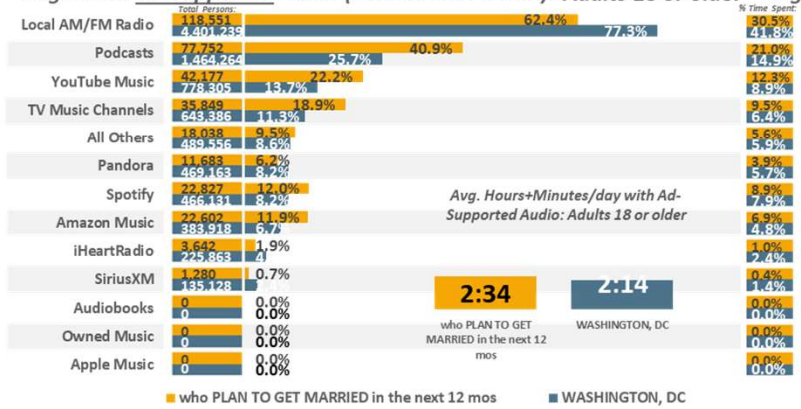
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



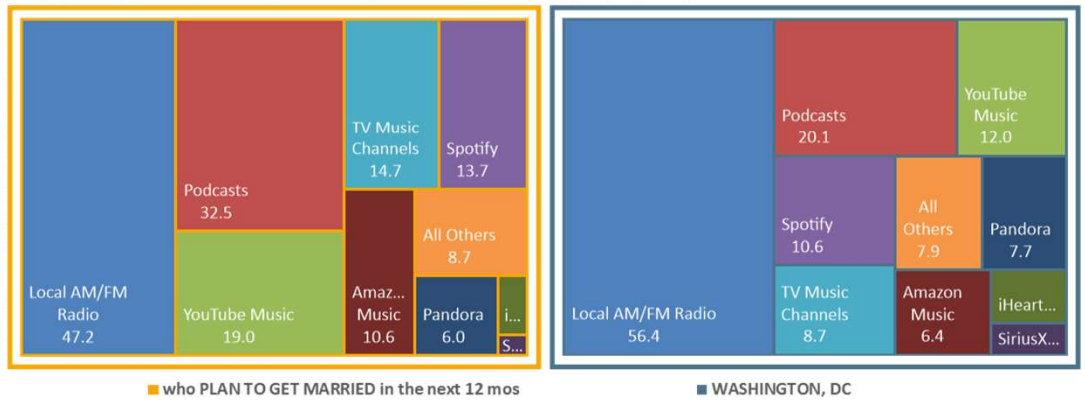
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

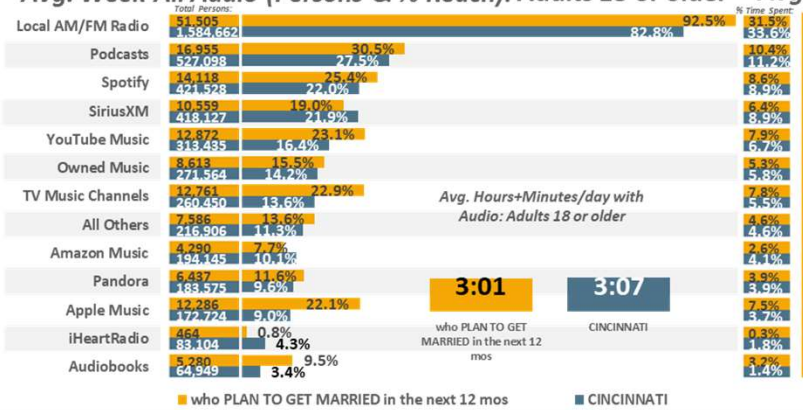
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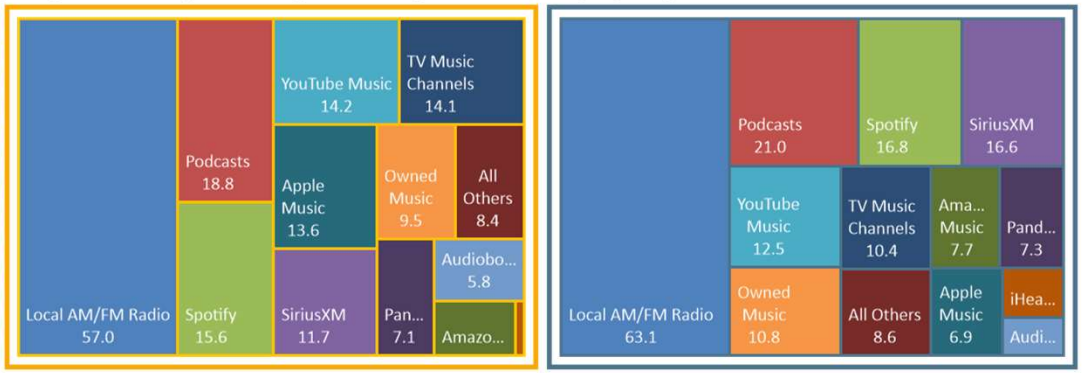
Lifestyle changes/events personally plan to do next 12 mths: Get married

50,829 or 91.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

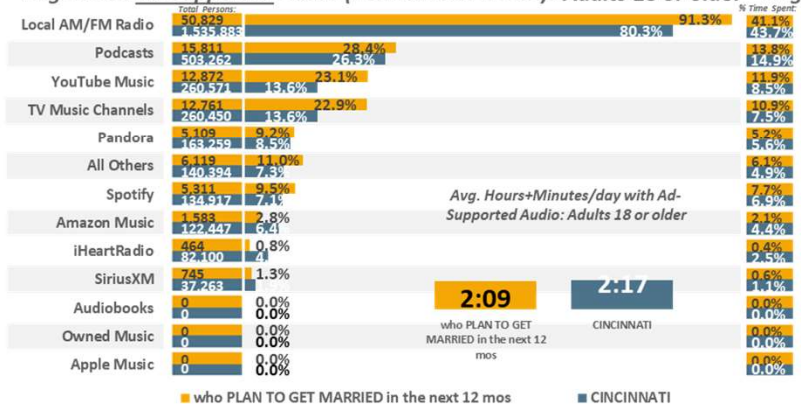
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



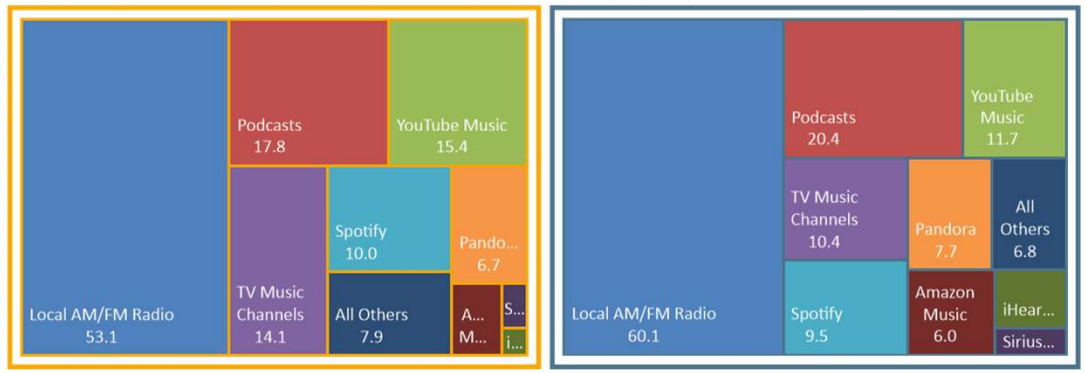
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

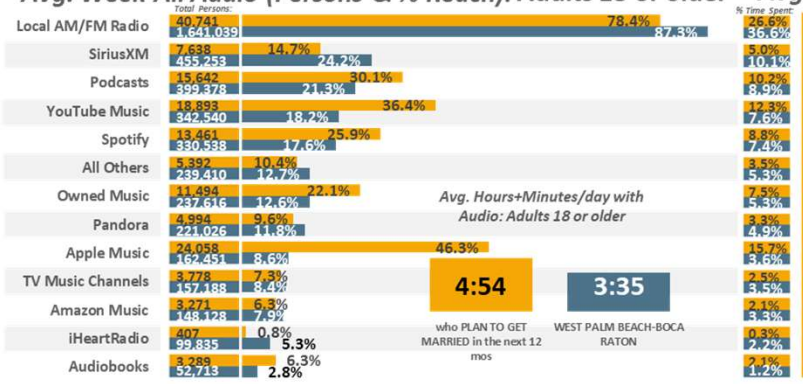
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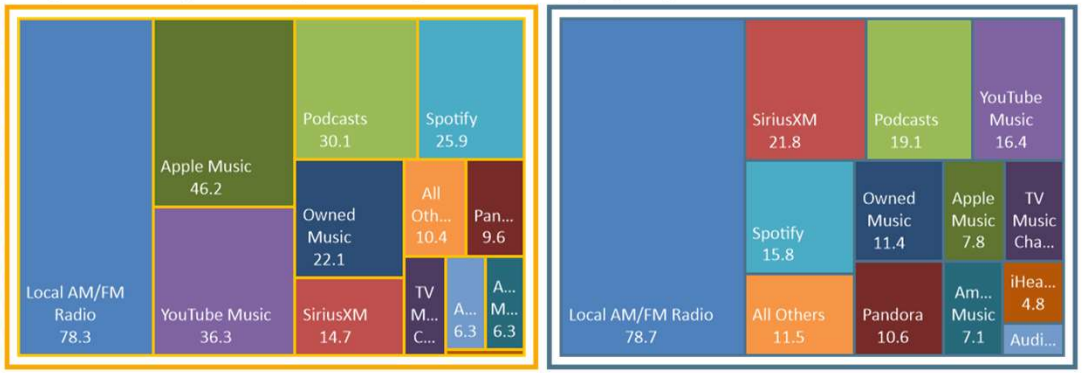
Lifestyle changes/events personally plan to do next 12 mths: Get married

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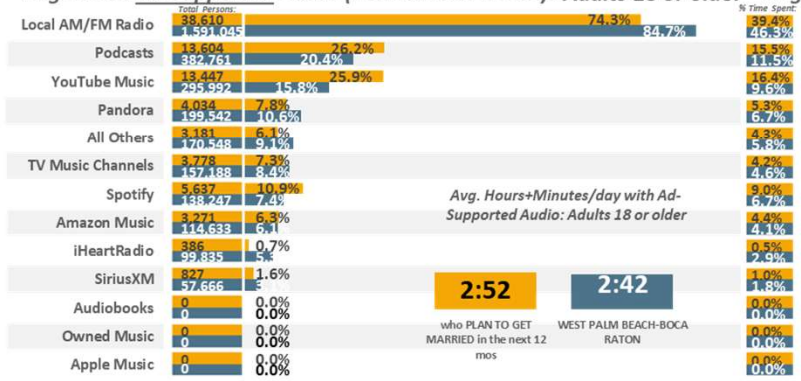
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



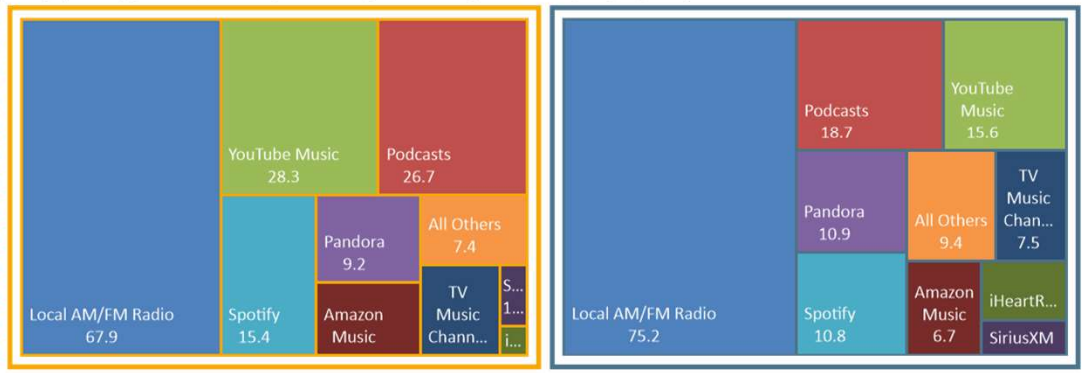
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

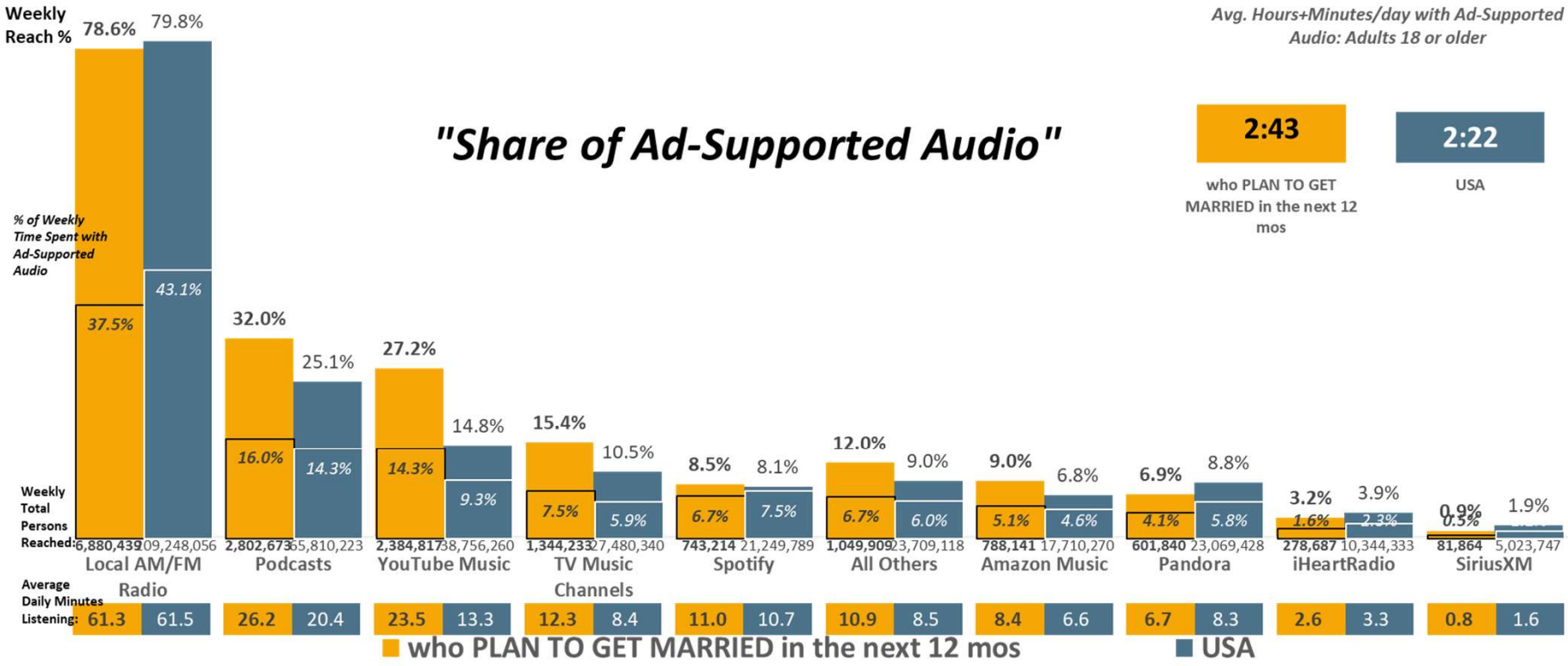
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Lifestyle changes/events personally plan to do next 12 mths: Get married



6,880,439 or 78.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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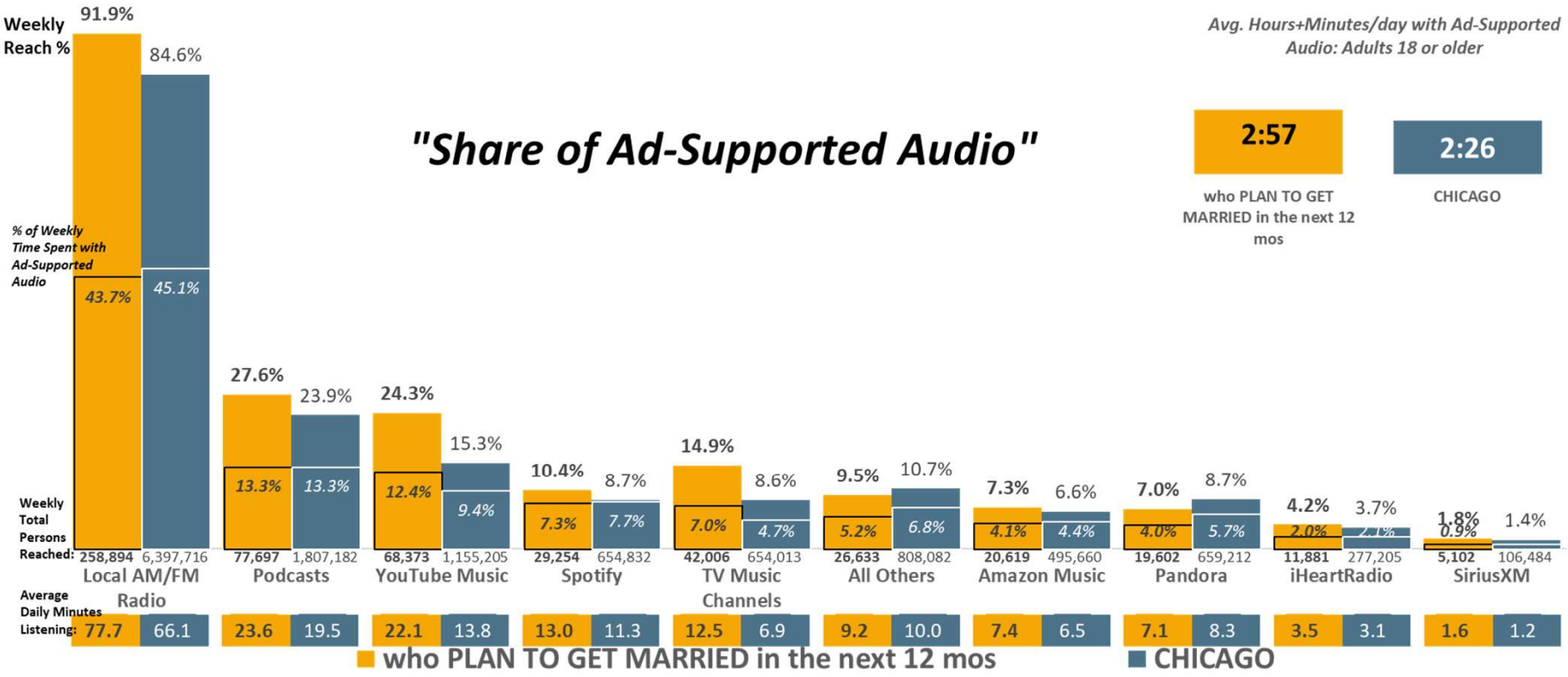
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married



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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

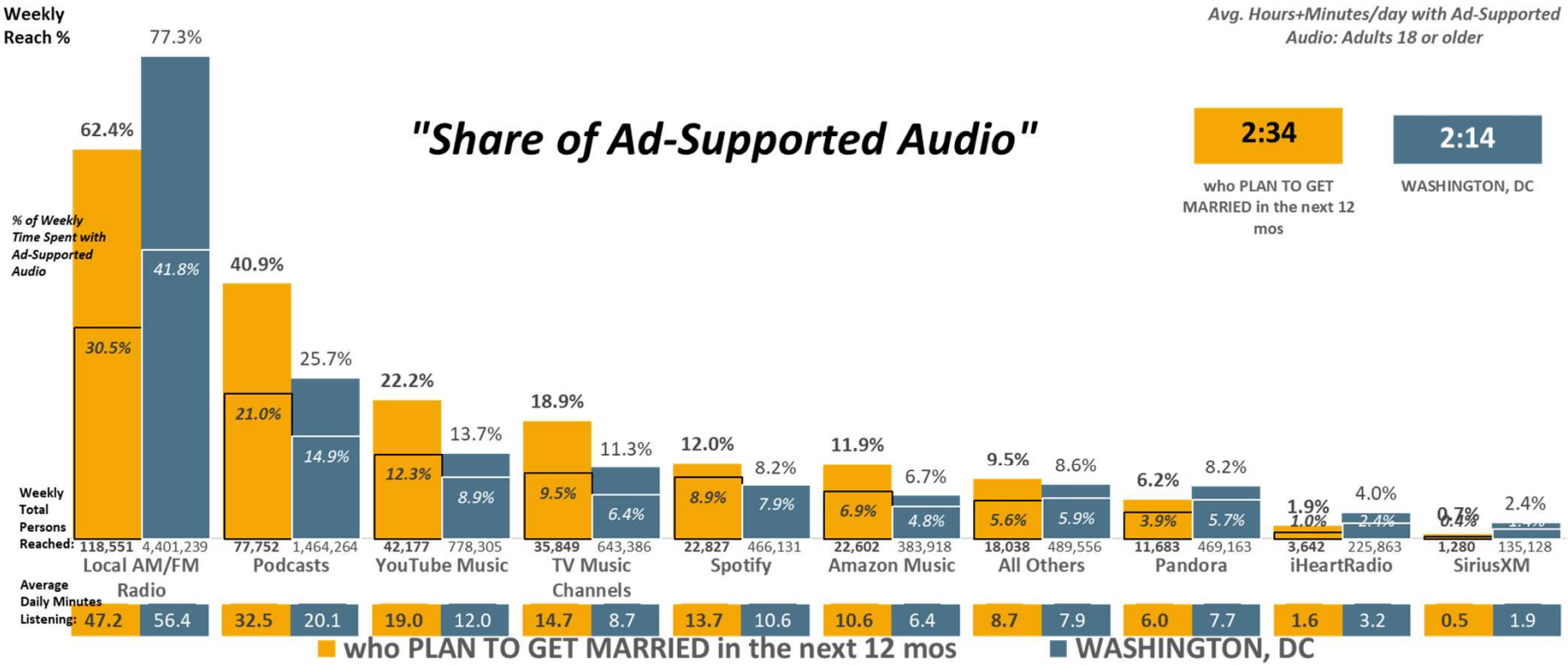
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Lifestyle changes/events personally plan to do next 12 mths: Get married



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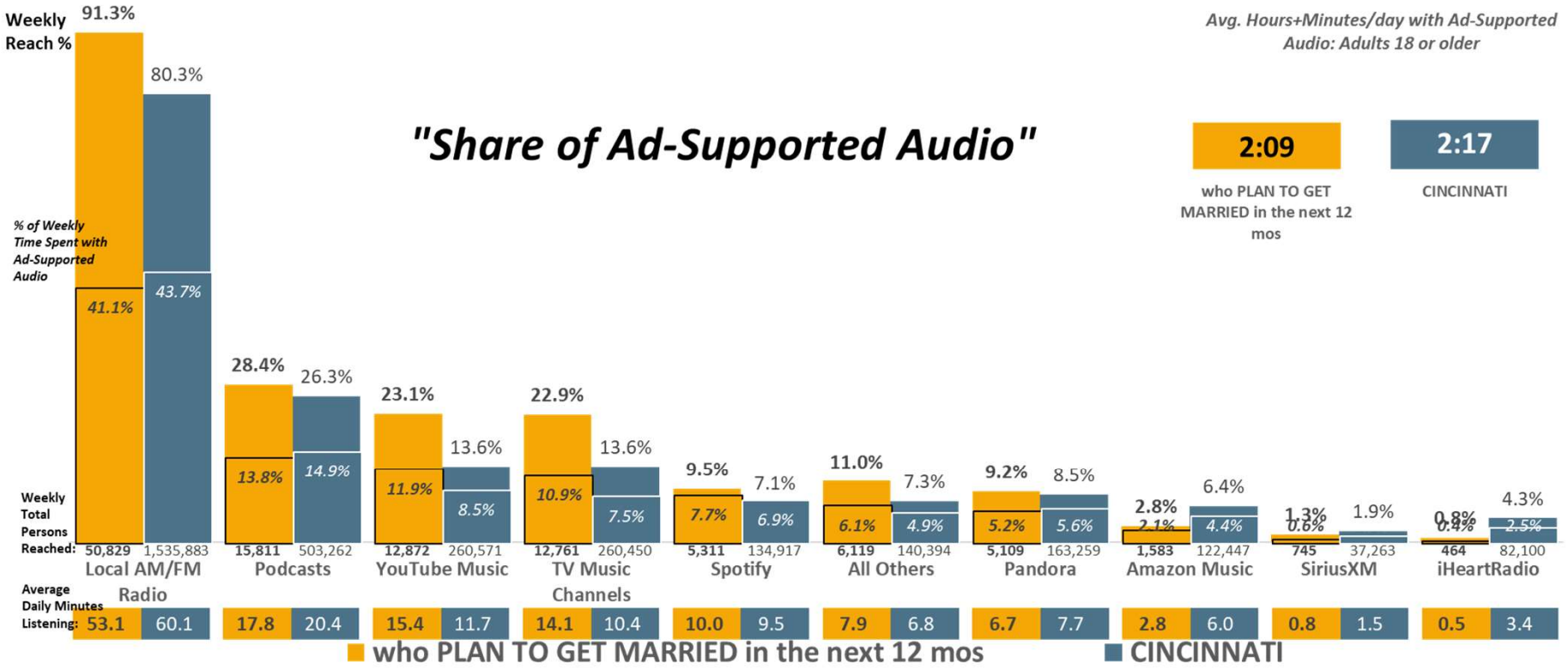
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Lifestyle changes/events personally plan to do next 12 mths: Get married

50,829 or 91.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



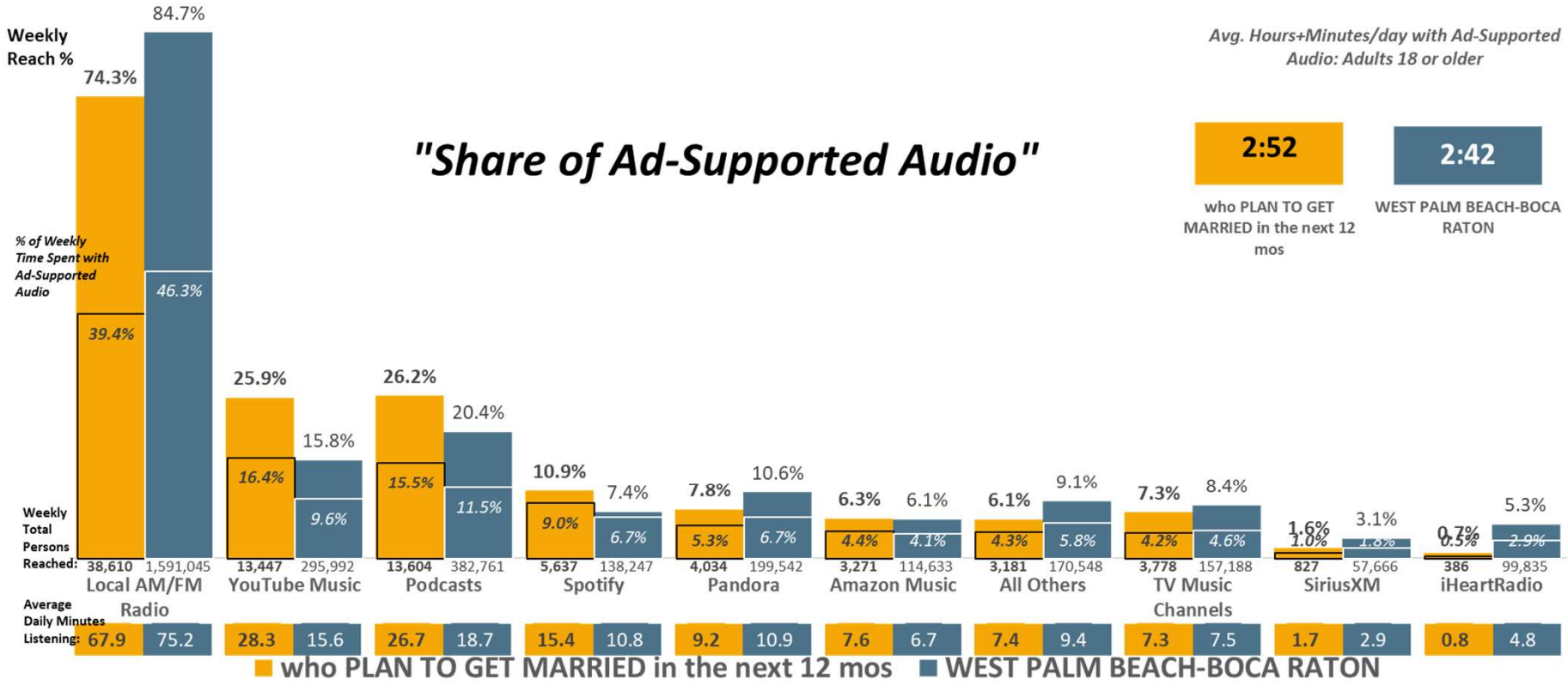
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Lifestyle changes/events personally plan to do next 12 mths: Get married

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WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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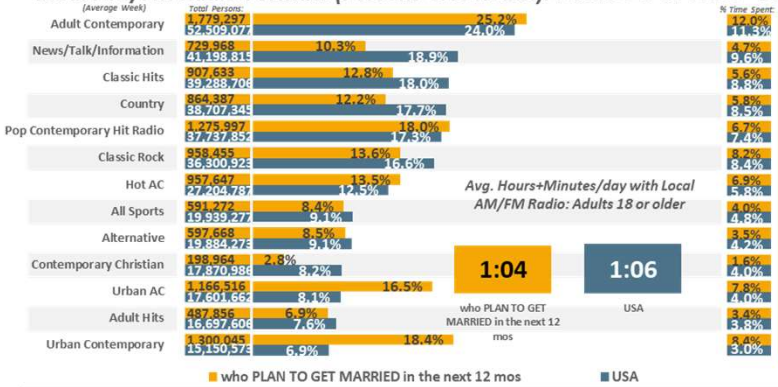
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Lifestyle changes/events personally plan to do next 12 mths: Get married

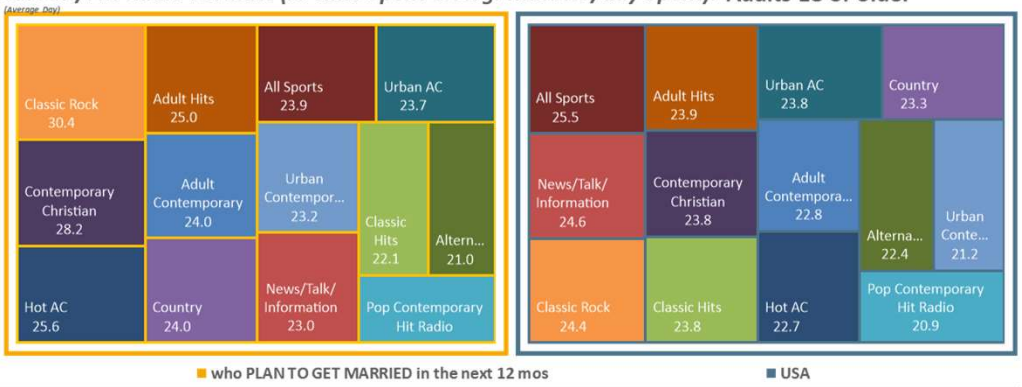


6,880,439 or 78.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban Contemporary, Pop Contemporary Hit Radio, Urban AC, and Classic Rock.

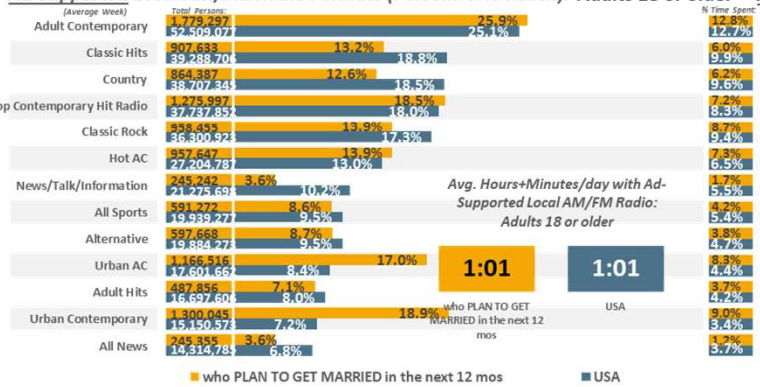
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



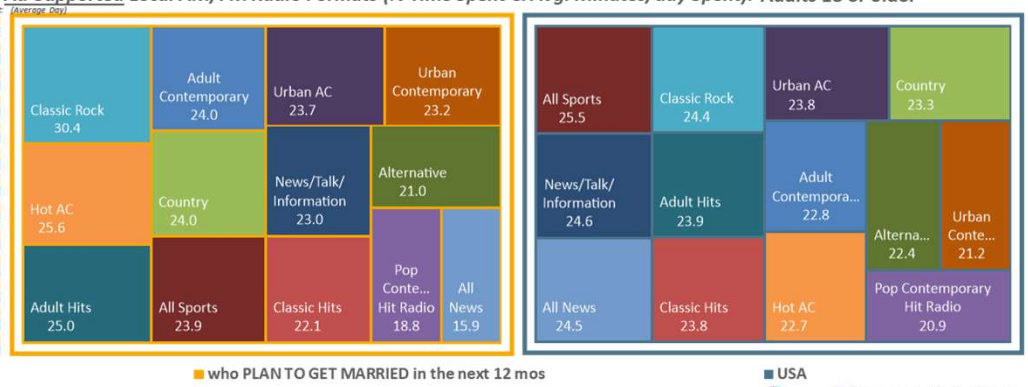
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 592

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

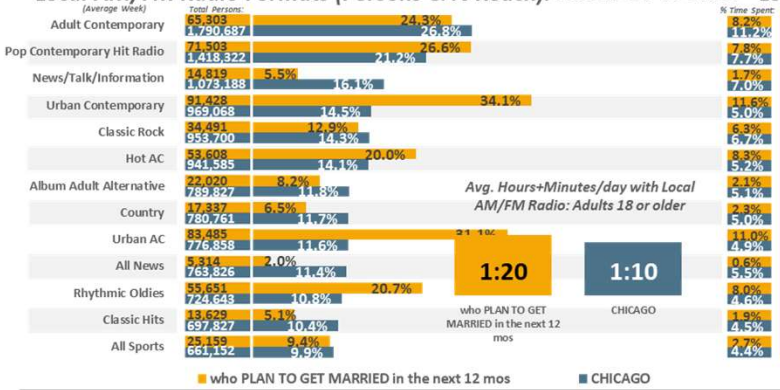
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Lifestyle changes/events personally plan to do next 12 mths: Get married

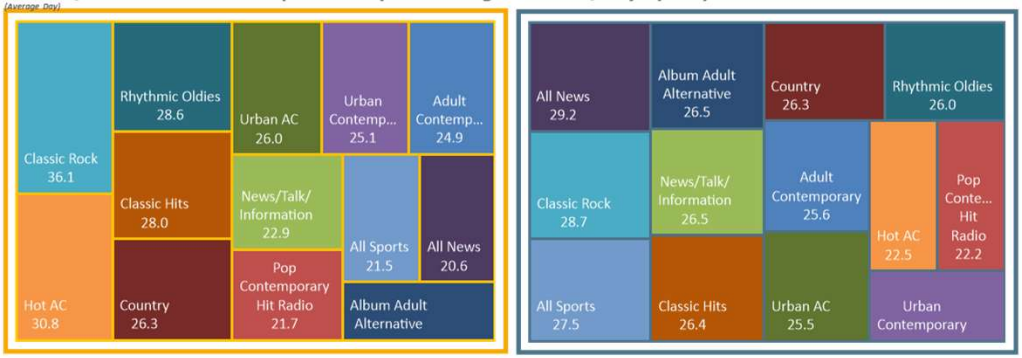


258,894 or 91.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Urban AC, Pop Contemporary Hit Radio, Adult Contemporary, and Rhythmic Oldies.

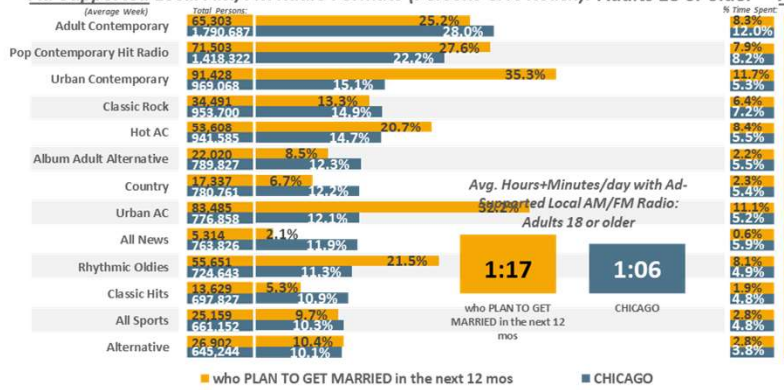
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



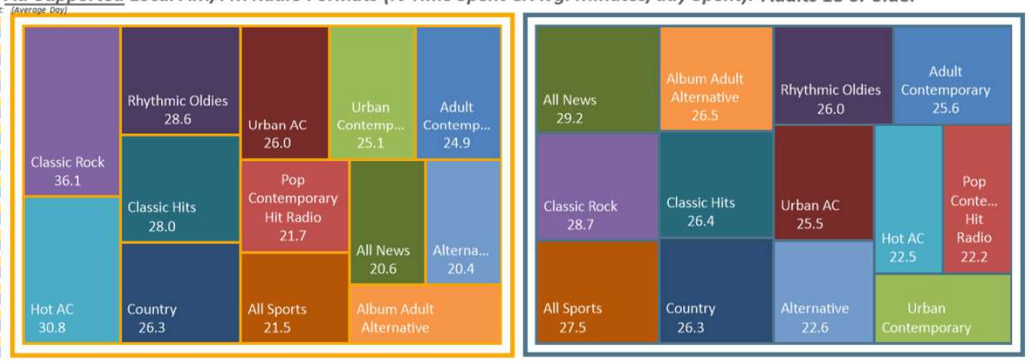
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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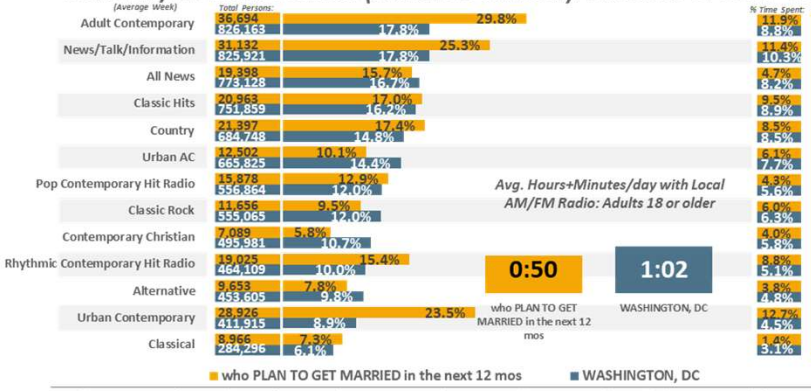
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Lifestyle changes/events personally plan to do next 12 mths: Get married

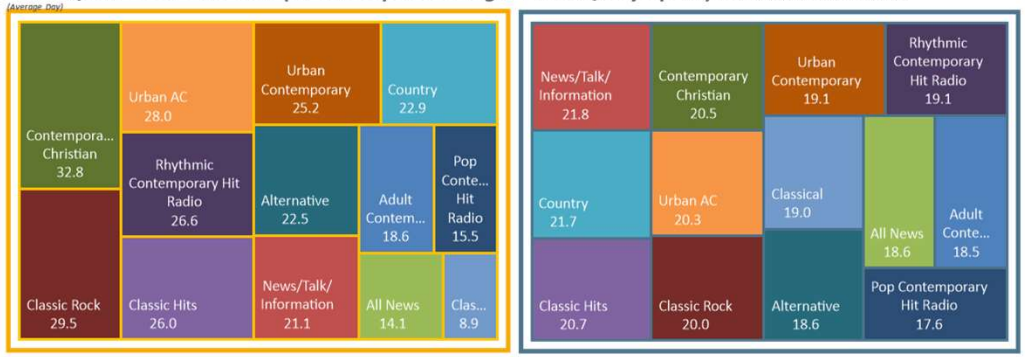


118,551 or 62.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban Contemporary, Country, Classic Hits, and All News.

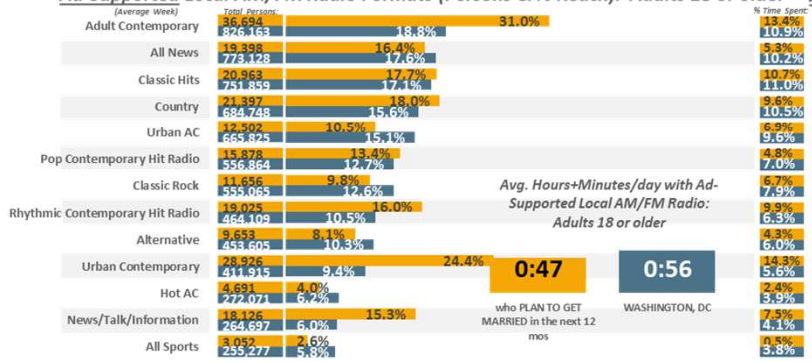
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



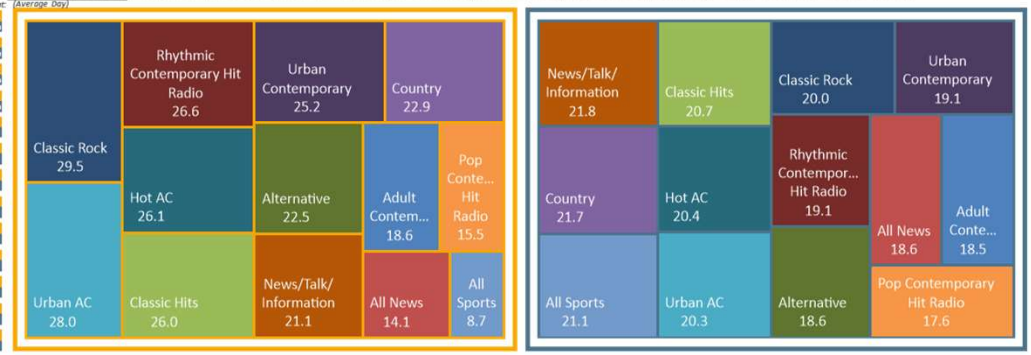
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

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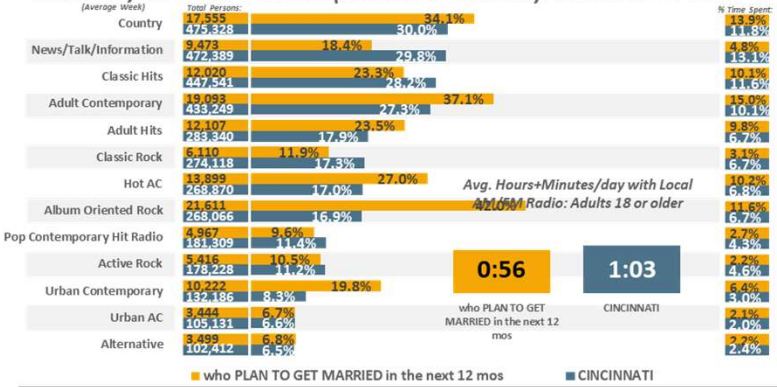
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Lifestyle changes/events personally plan to do next 12 mths: Get married

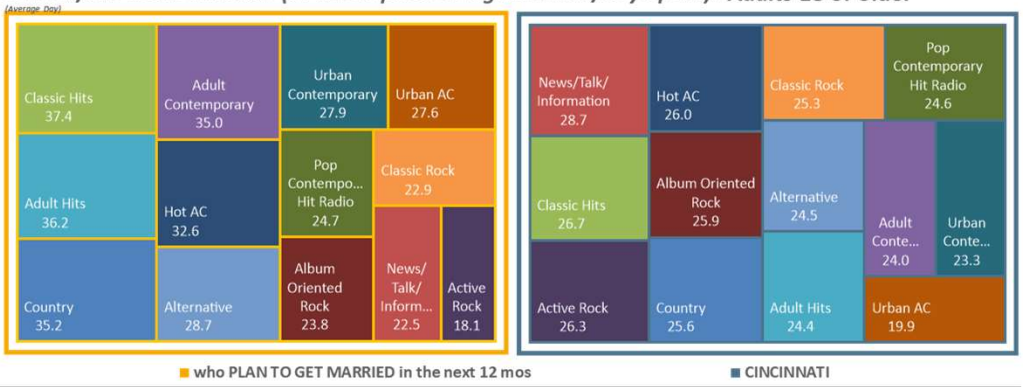


50,829 or 91.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Album Oriented Rock, Adult Contemporary, Country, Hot AC, and Adult Hits.

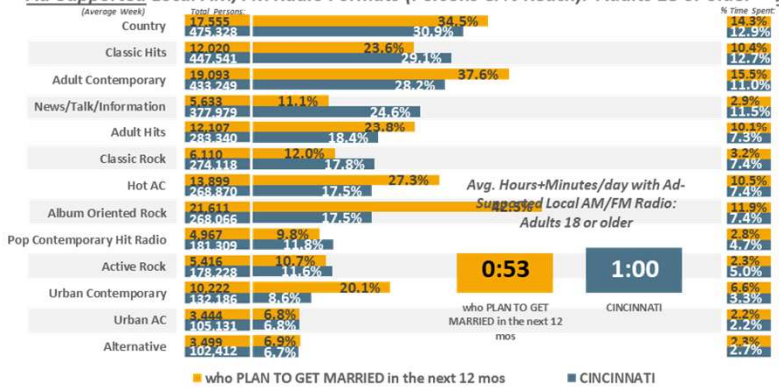
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



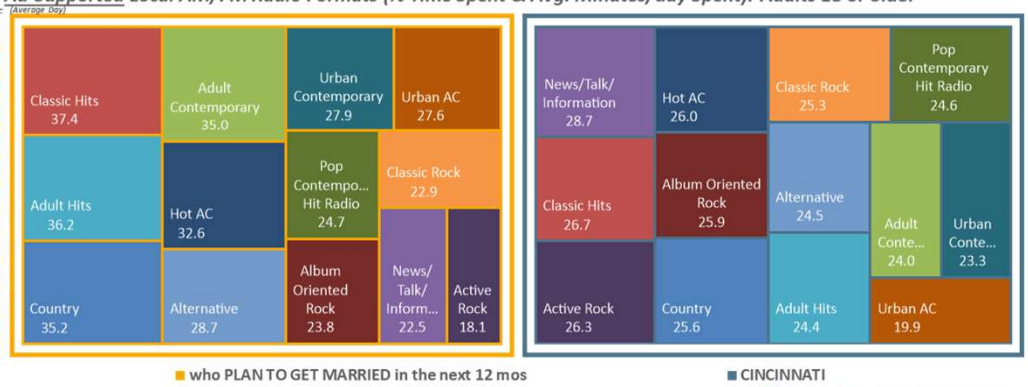
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

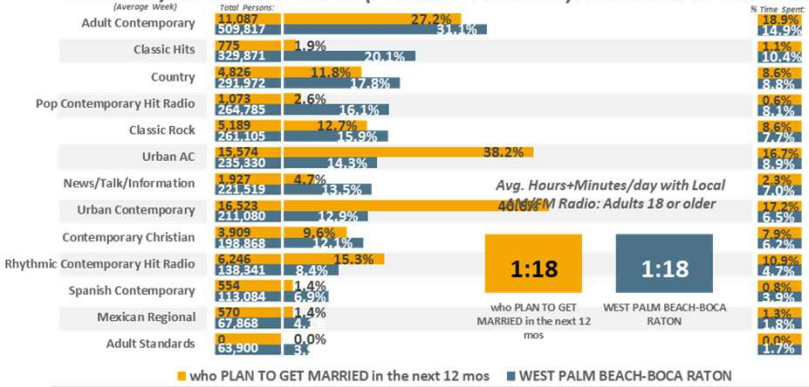
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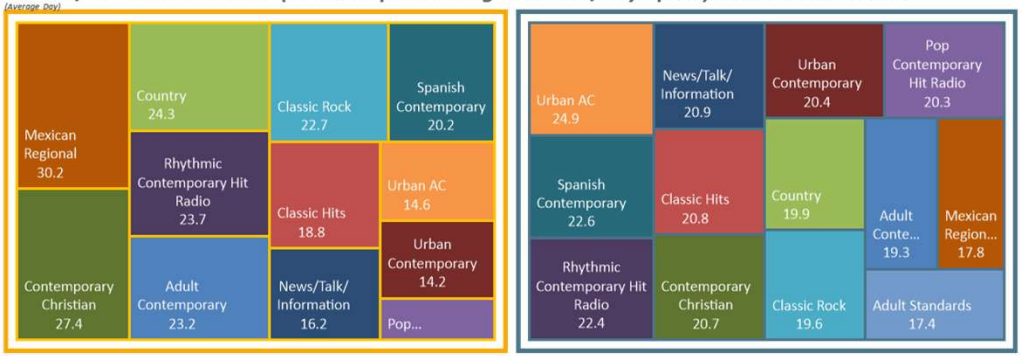
Lifestyle changes/events personally plan to do next 12 mths: Get married

38,610 or 74.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Urban AC, Adult Contemporary, Rhythmic Contemporary Hit Radio, and Classic Rock.

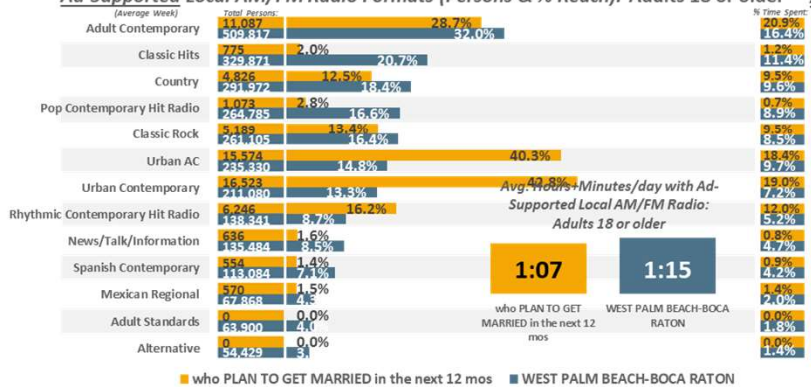
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



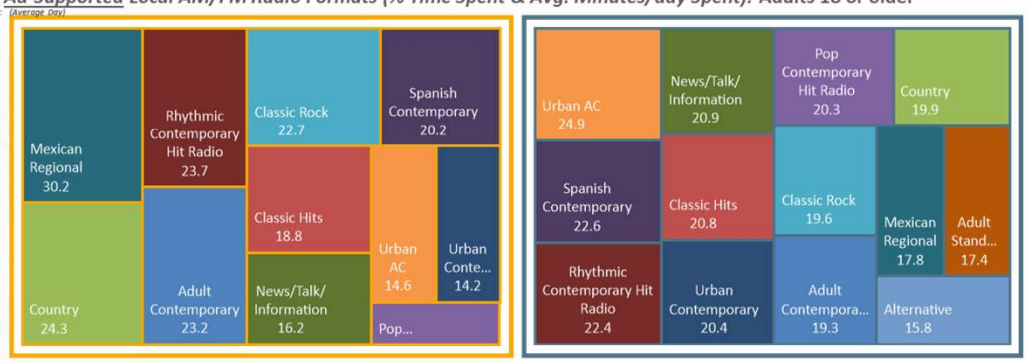
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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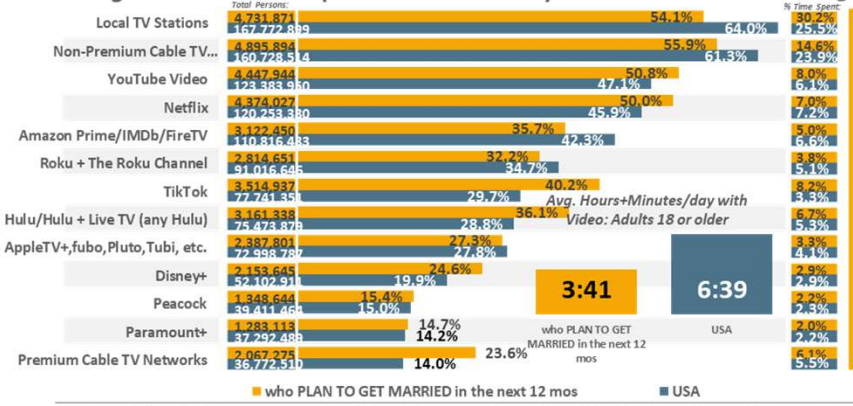
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Lifestyle changes/events personally plan to do next 12 mths: Get married

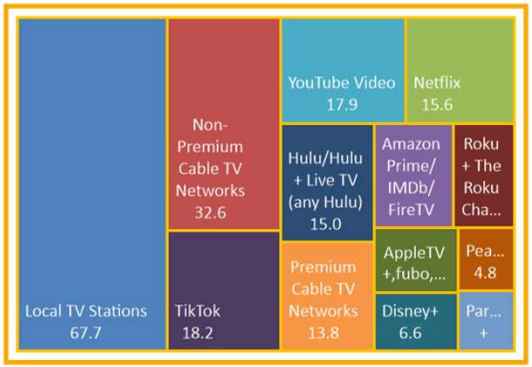


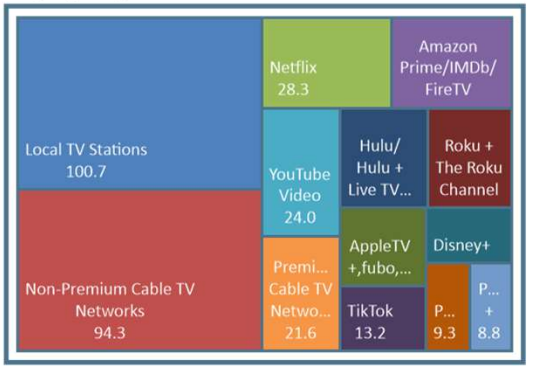
4,654,371 or 53.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

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

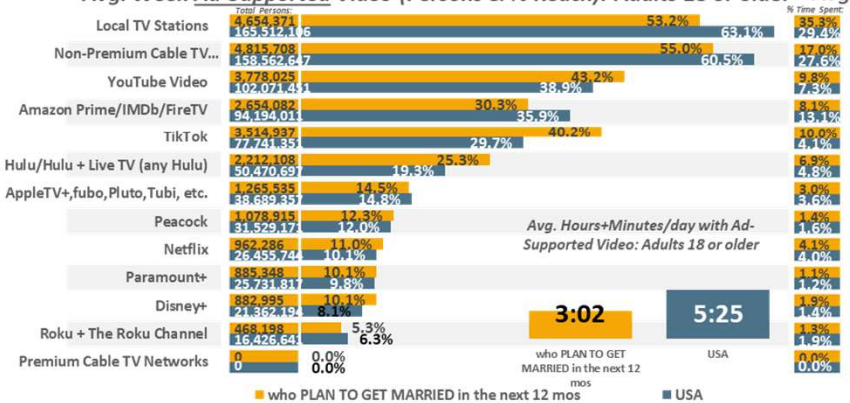


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

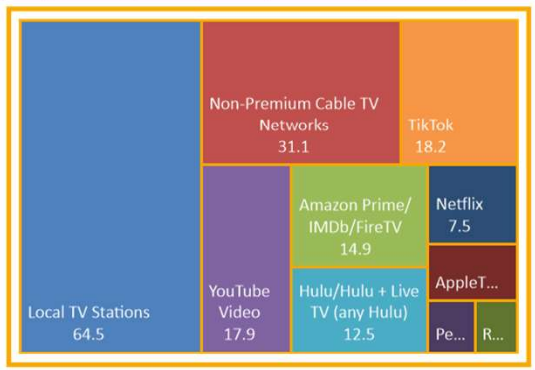


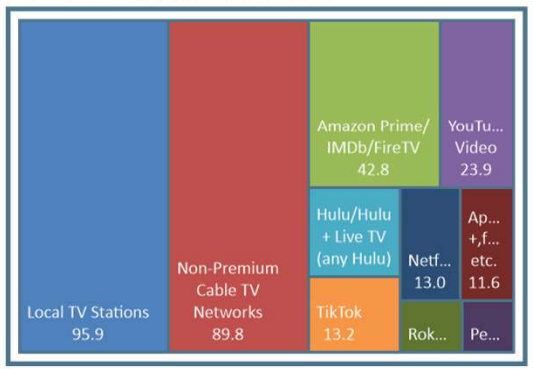


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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

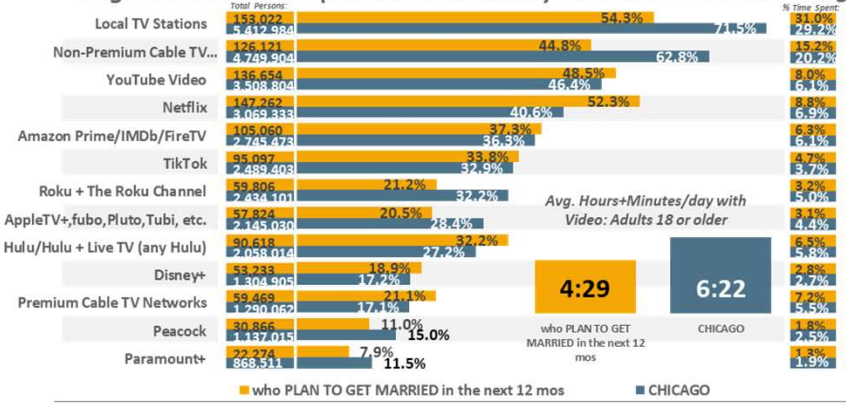
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Lifestyle changes/events personally plan to do next 12 mths: Get married

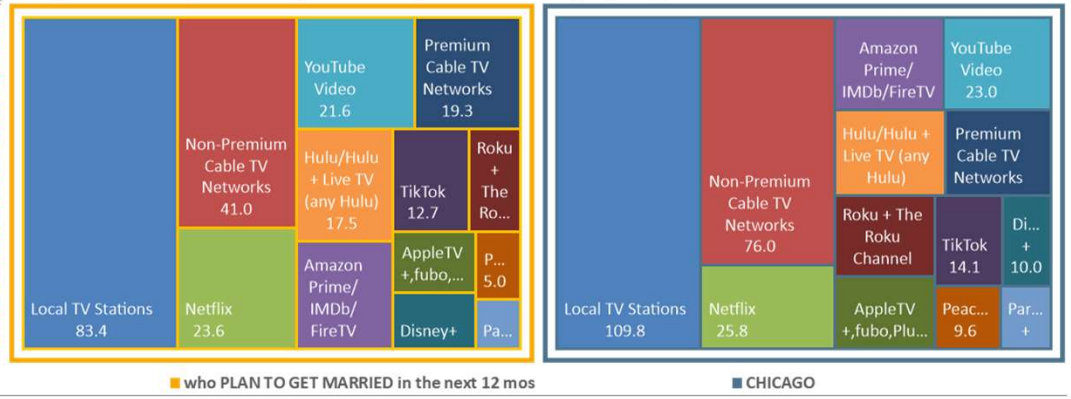


151,489 or 53.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 81.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Video.

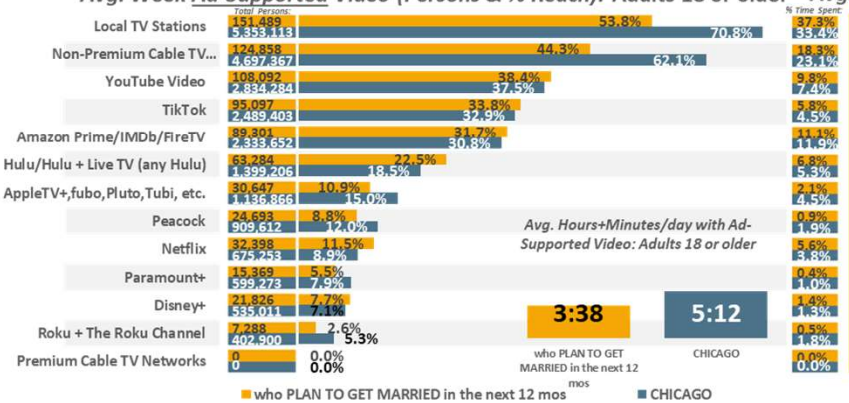
Avg. Week All Video (Persons & % Reach): Adults 18 or older



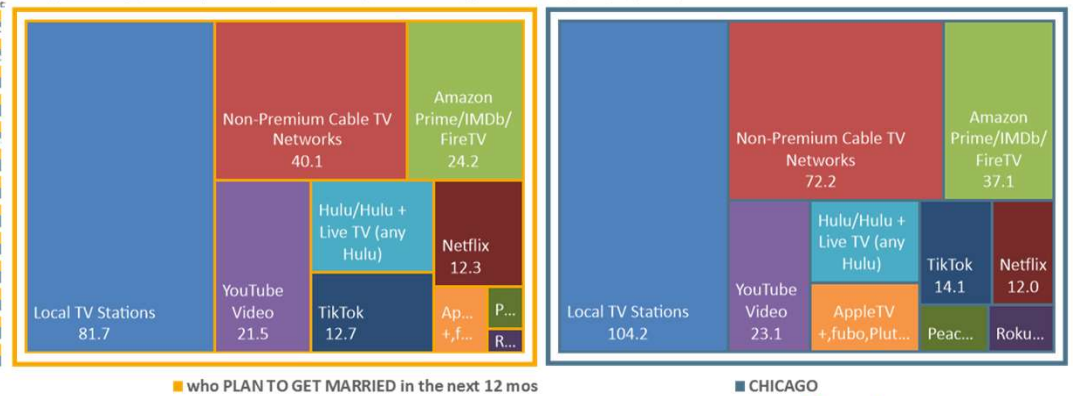
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

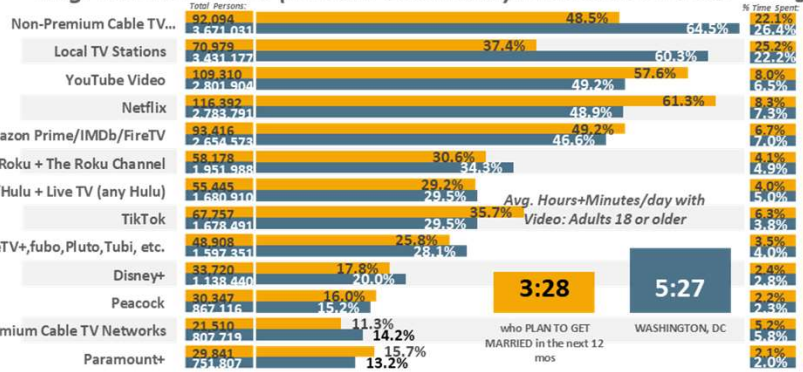
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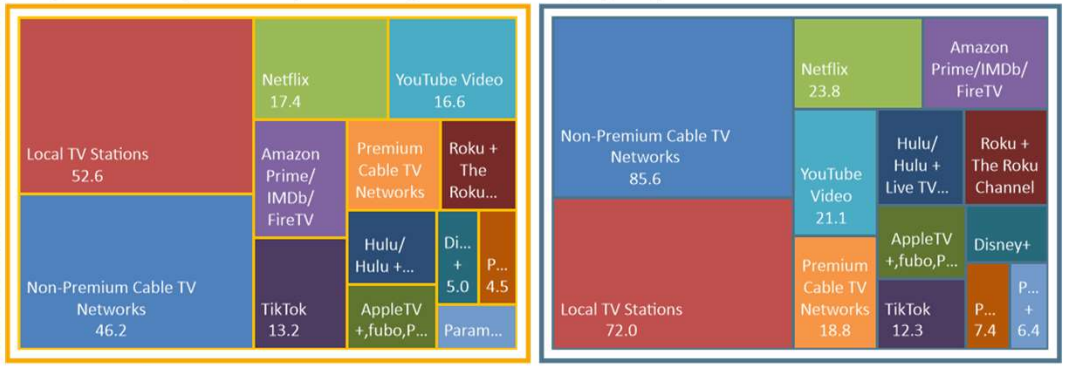
Lifestyle changes/events personally plan to do next 12 mths: Get married

70,228 or 37.% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 50.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

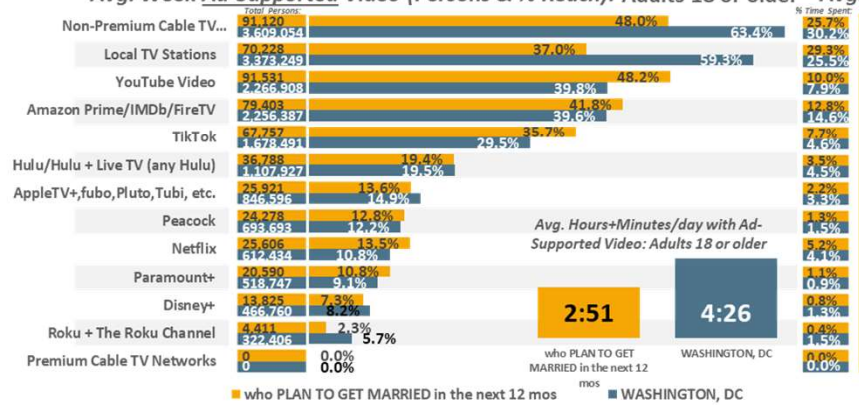
Avg. Week All Video (Persons & % Reach): Adults 18 or older



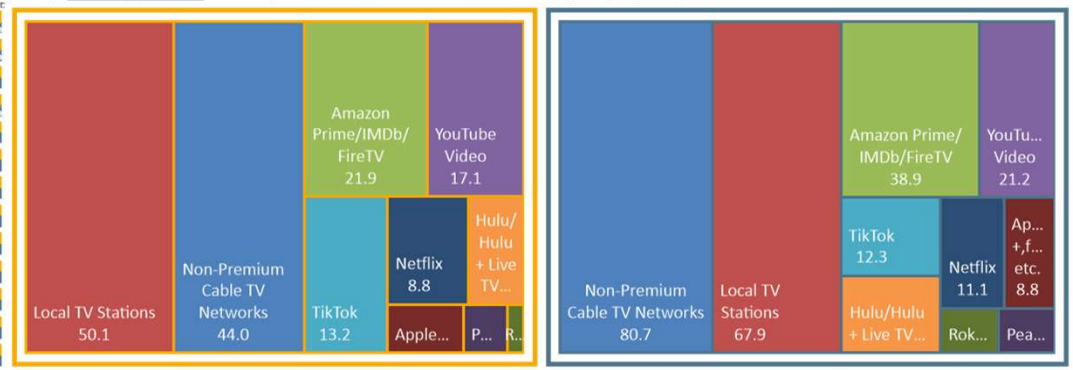
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

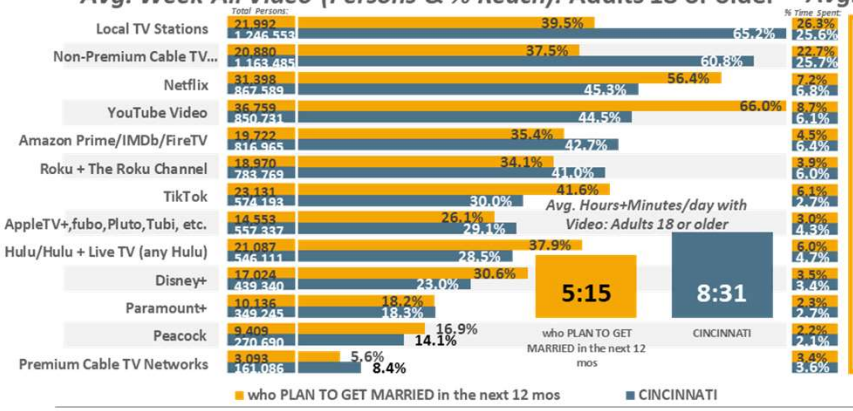
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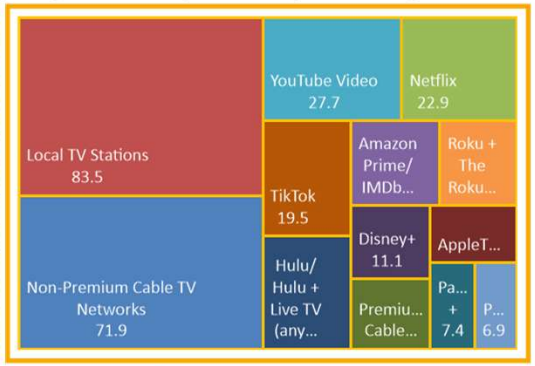
Lifestyle changes/events personally plan to do next 12 mths: Get married

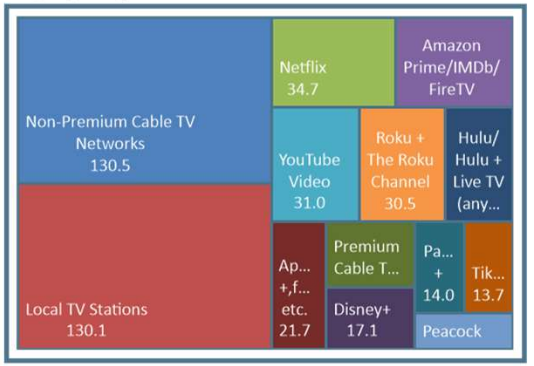
21,405 or 38.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

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

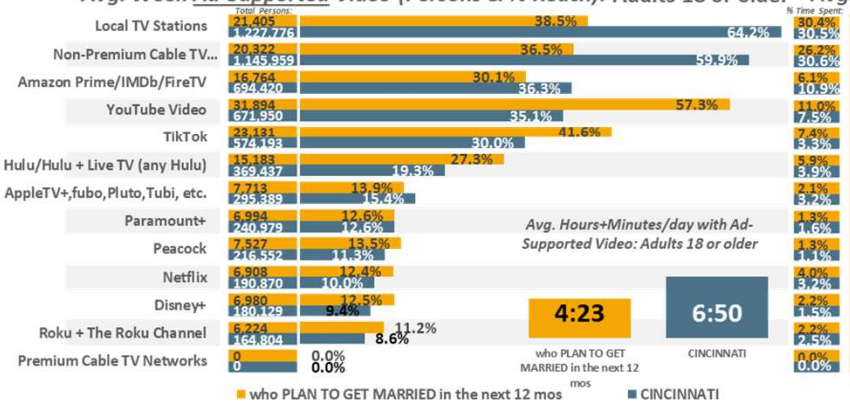


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

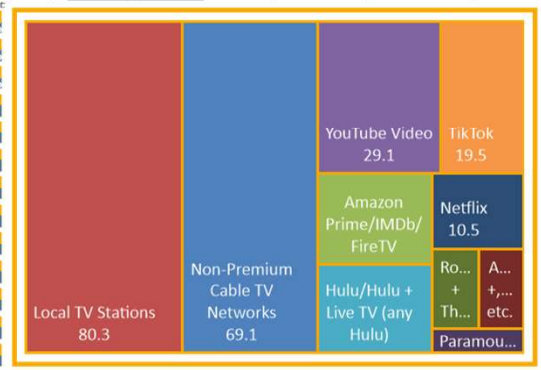


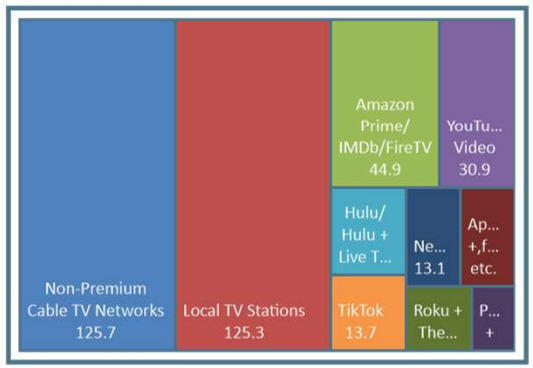


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

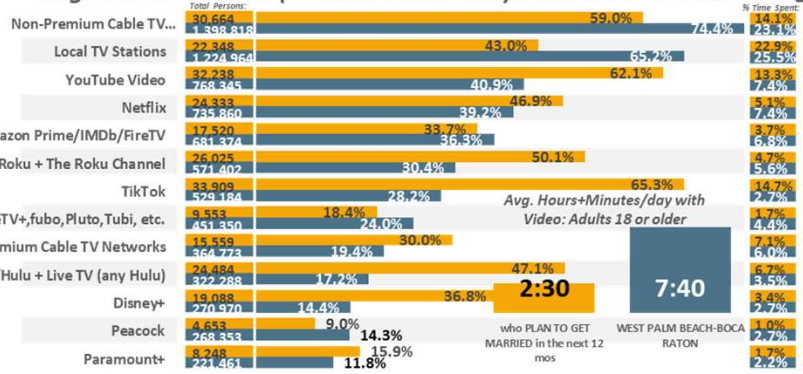
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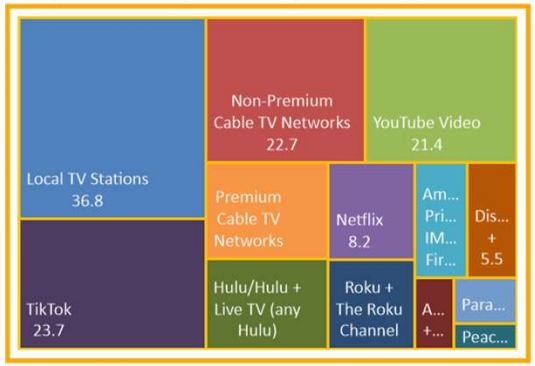
Lifestyle changes/events personally plan to do next 12 mths: Get married

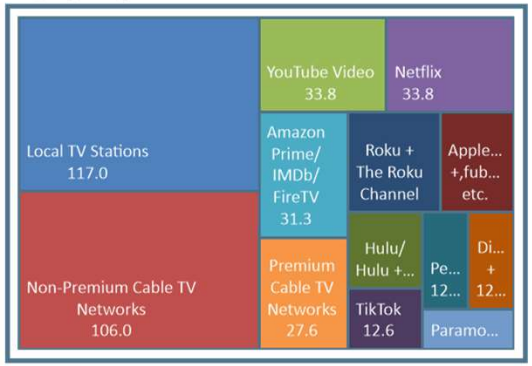
20,743 or 39.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 33.8 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

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

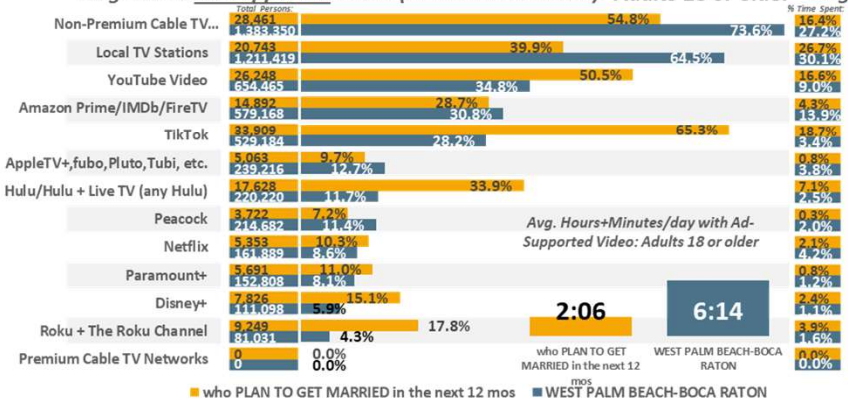


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

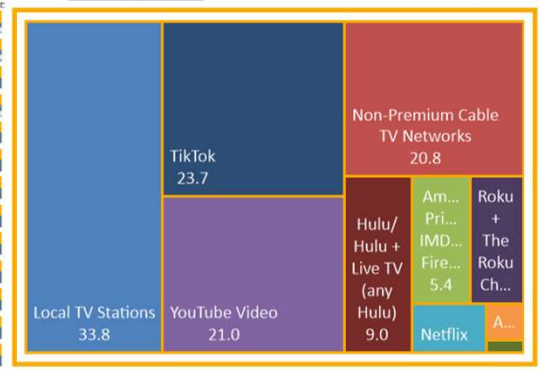


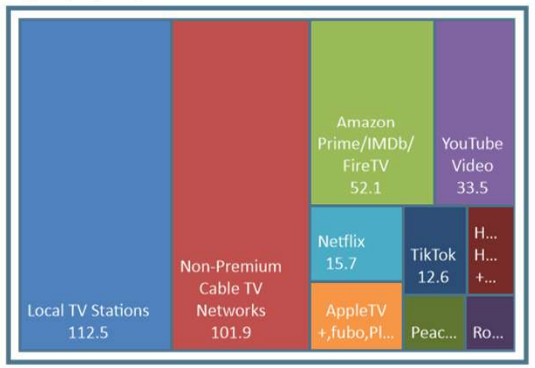


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

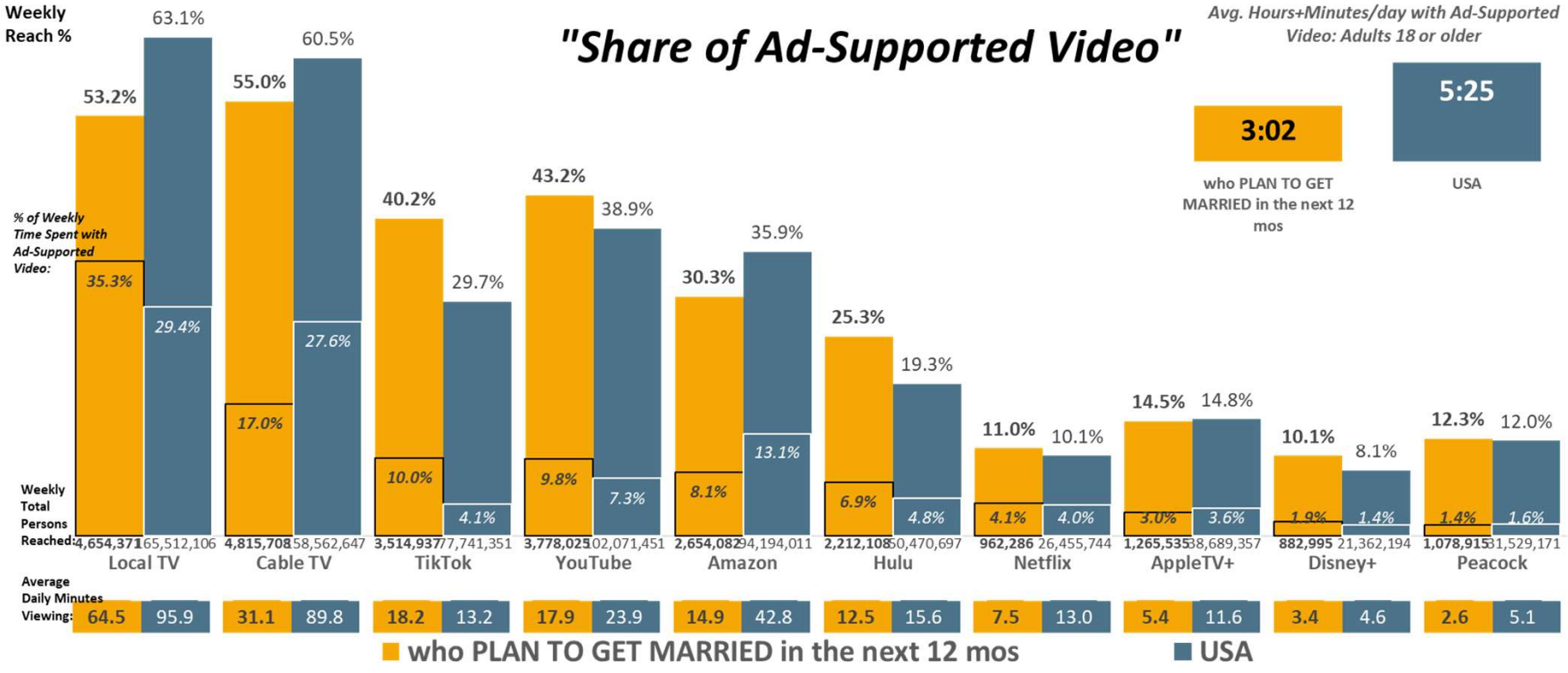
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Lifestyle changes/events personally plan to do next 12 mths: Get married



4,654,371 or 53.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

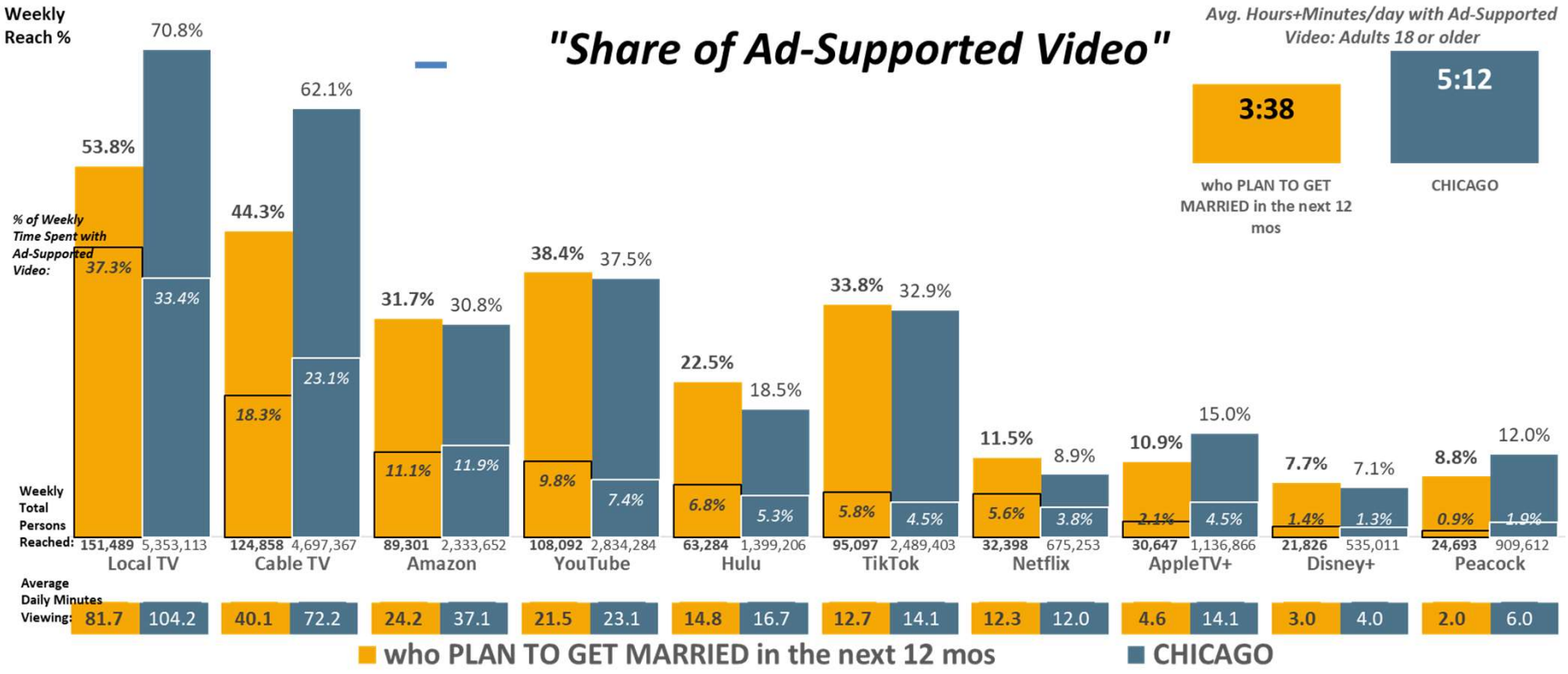
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

151,489 or 53.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 81.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Video.



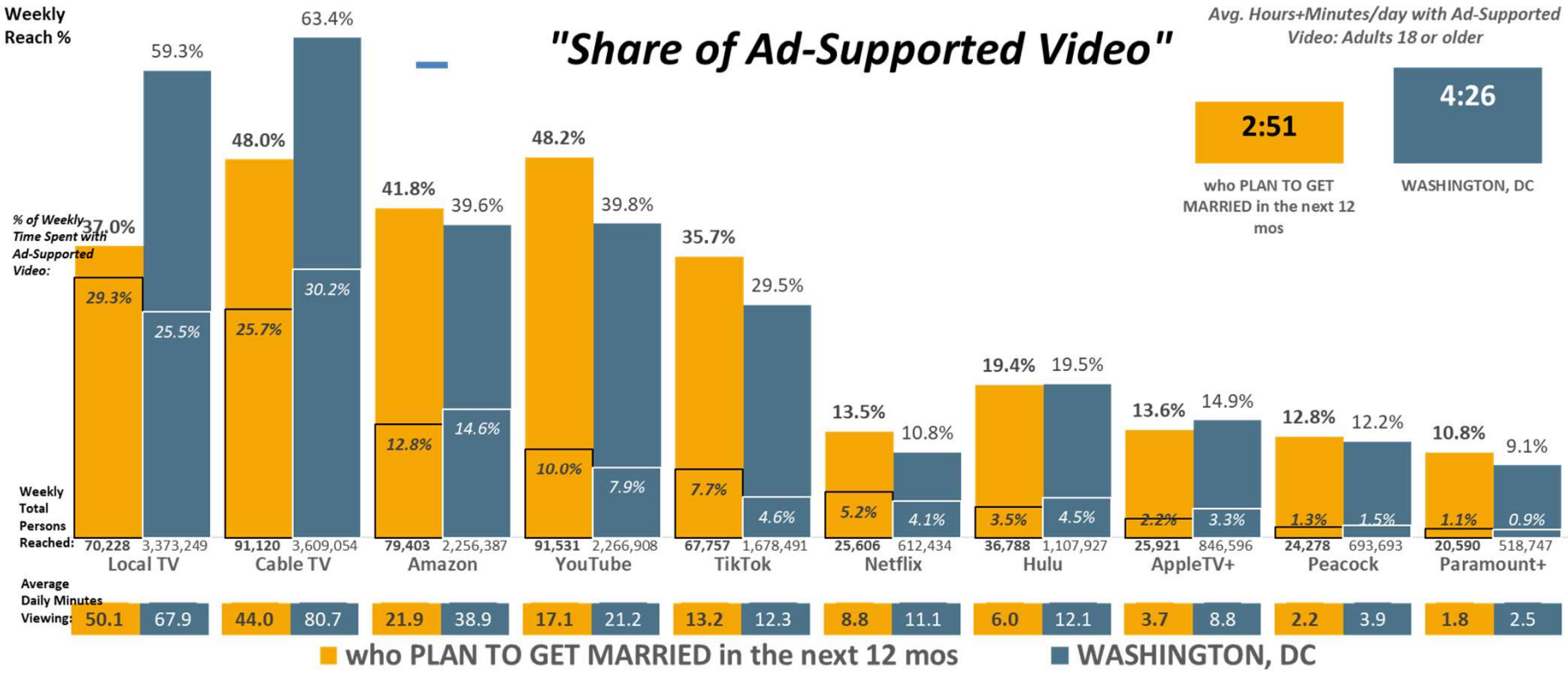
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Lifestyle changes/events personally plan to do next 12 mths: Get married

70,228 or 37.% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 50.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

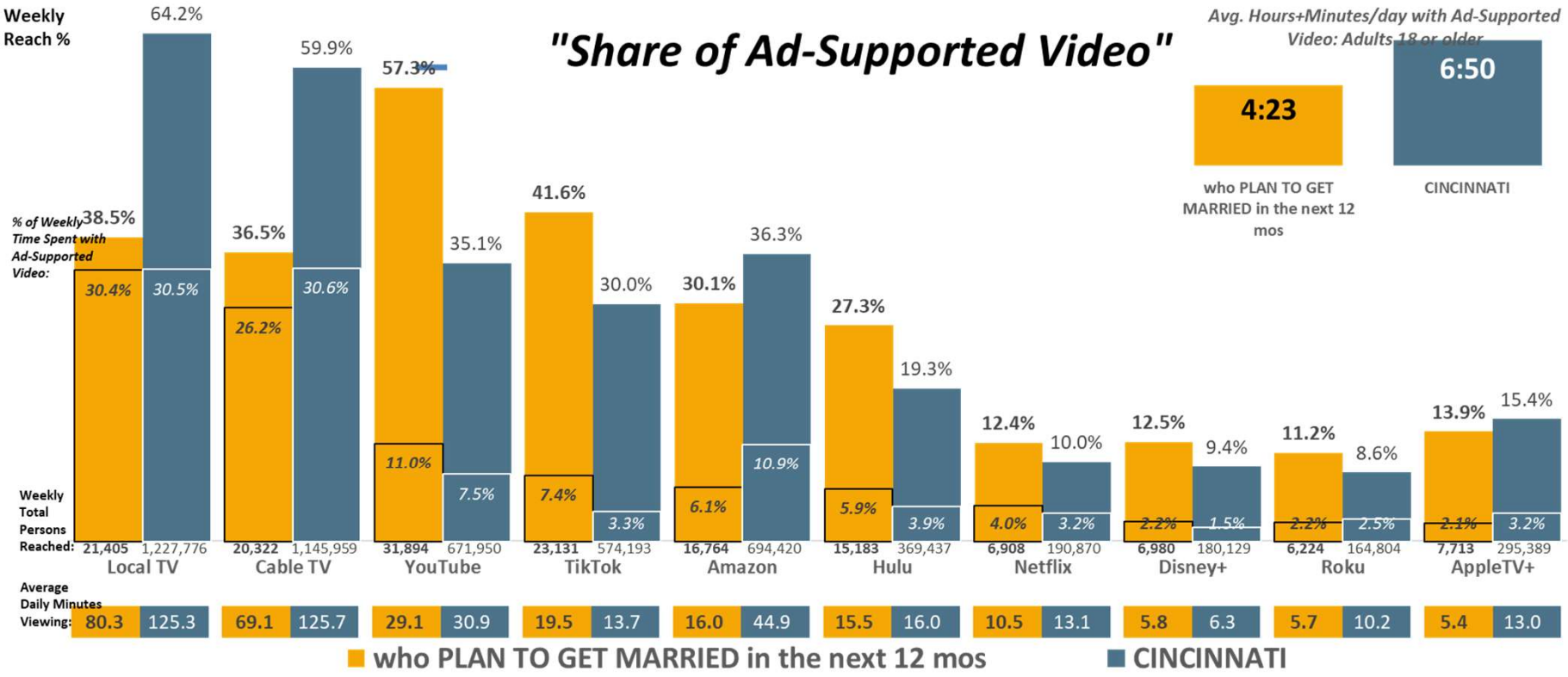
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Lifestyle changes/events personally plan to do next 12 mths: Get married



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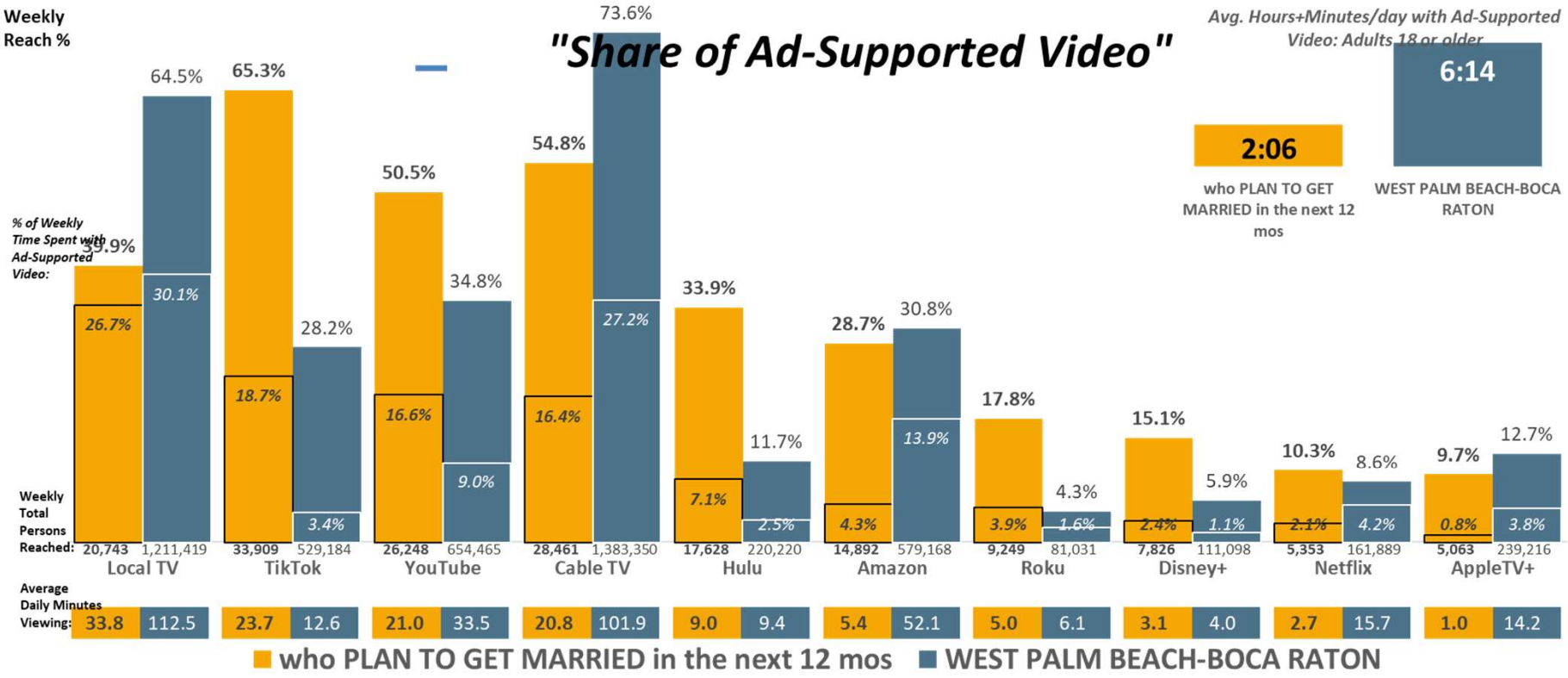
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Lifestyle changes/events personally plan to do next 12 mths: Get married

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WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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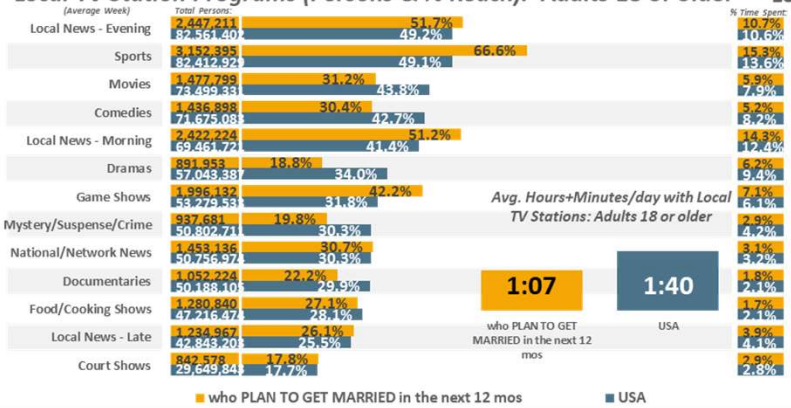
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Lifestyle changes/events personally plan to do next 12 mths: Get married

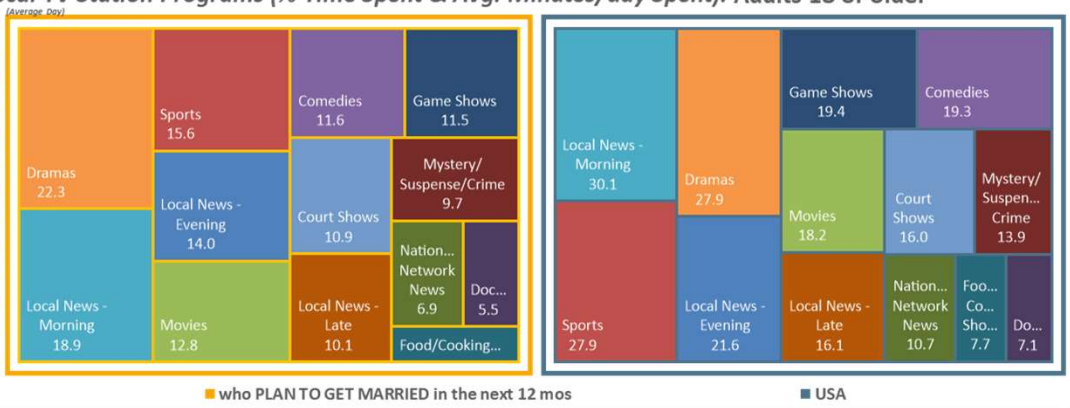


4,654,371 or 53.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Movies, and Comedies.

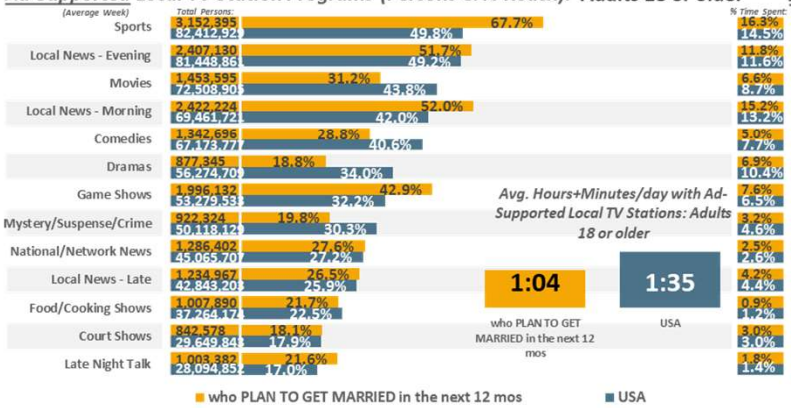
Local TV Station Programs (Persons & % Reach): Adults 18 or older



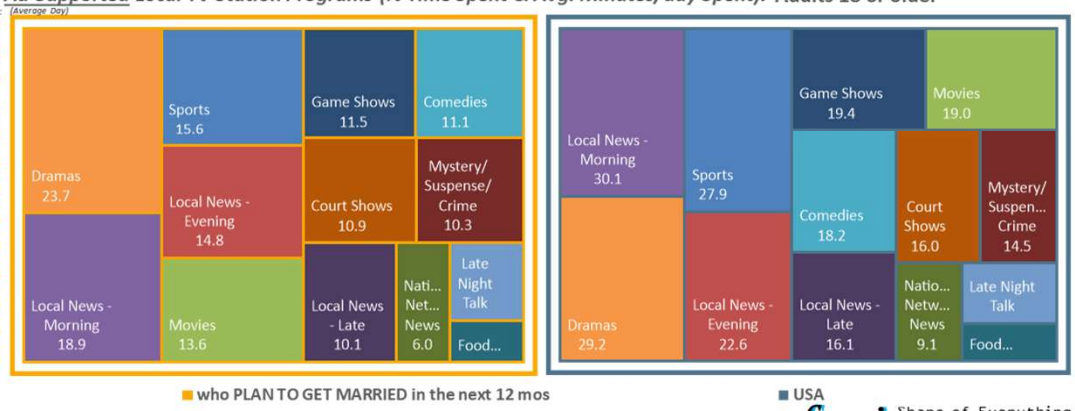
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 592

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

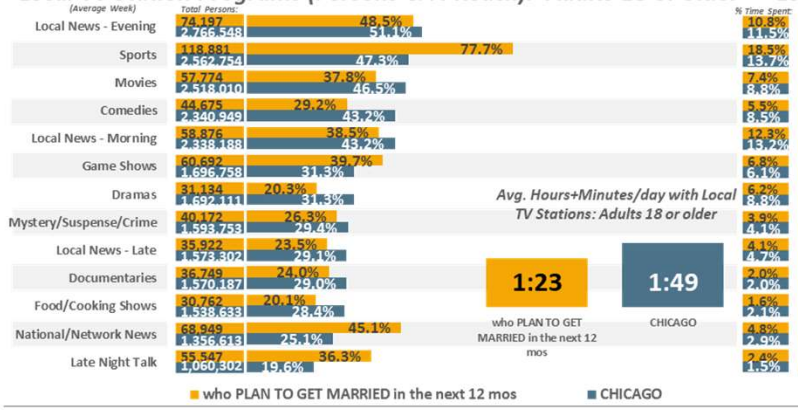
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Lifestyle changes/events personally plan to do next 12 mths: Get married

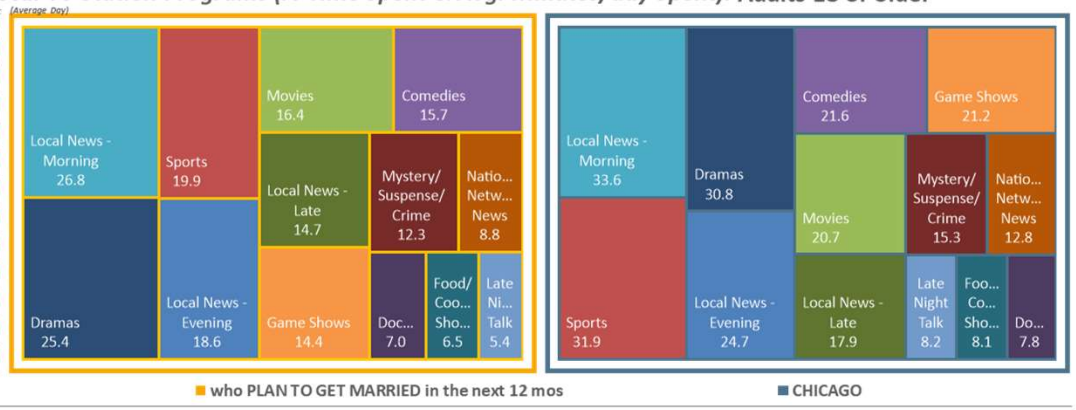


151,489 or 53.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Game Shows, Local News - Morning, and Movies.

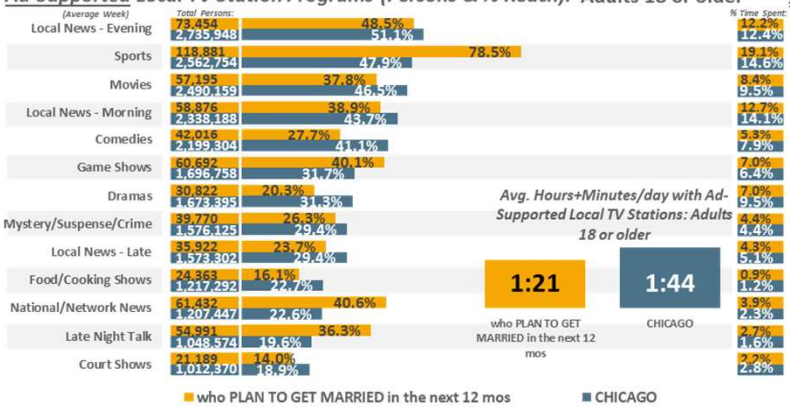
Local TV Station Programs (Persons & % Reach): Adults 18 or older



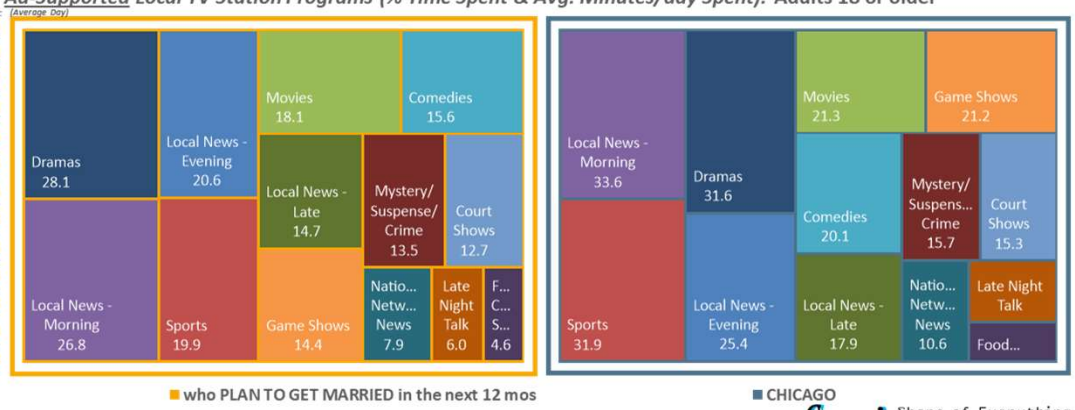
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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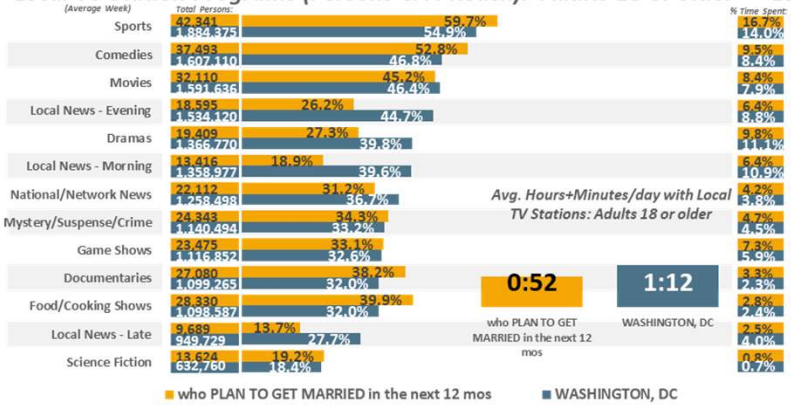
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Lifestyle changes/events personally plan to do next 12 mths: Get married

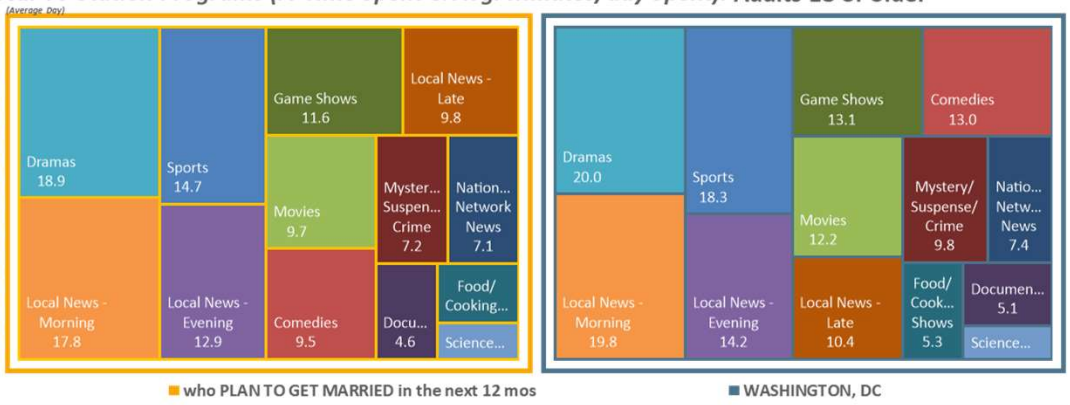


70,228 or 37.% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Mystery/Suspense/Crime, Game Shows, and Food/Cooking Shows.

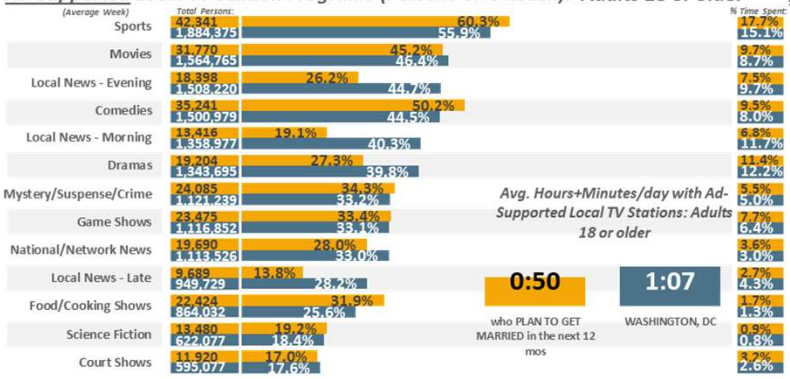
Local TV Station Programs (Persons & % Reach): Adults 18 or older



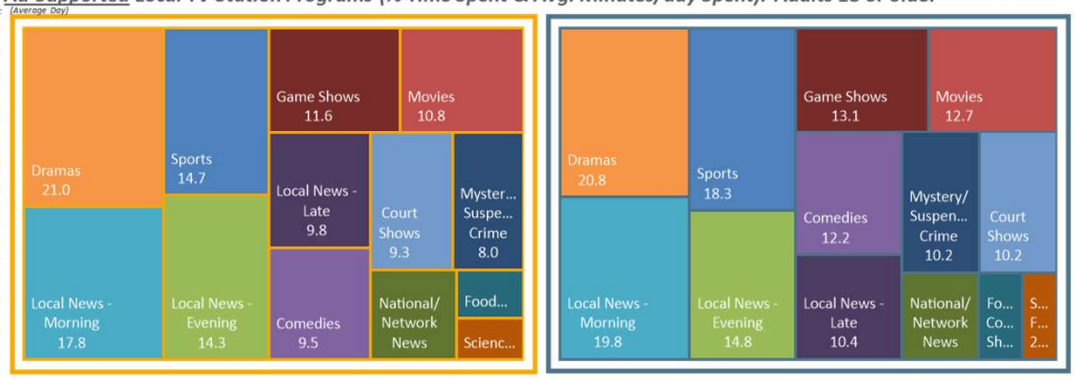
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

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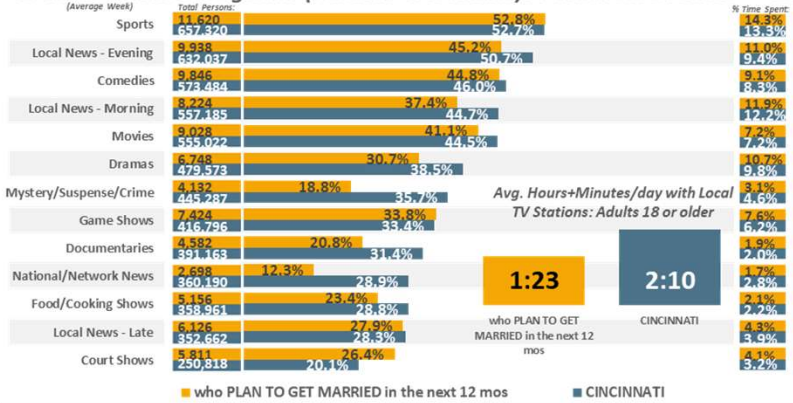
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Lifestyle changes/events personally plan to do next 12 mths: Get married

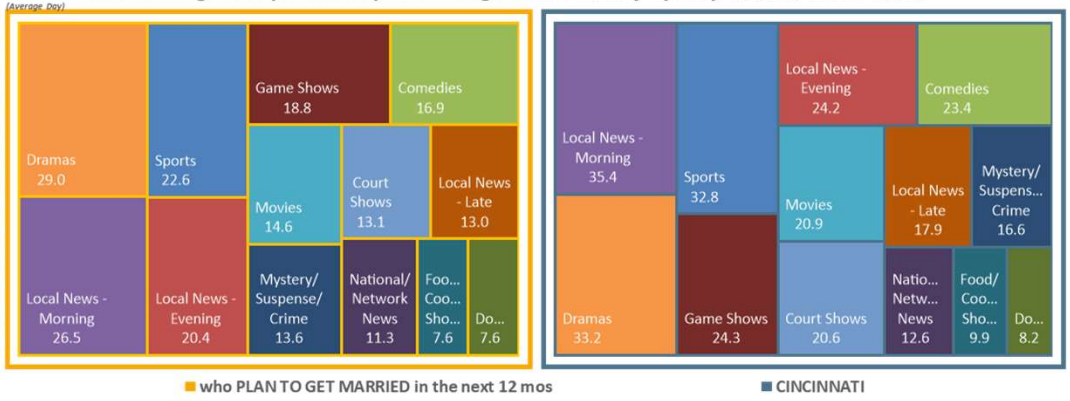


21,405 or 38.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Game Shows.

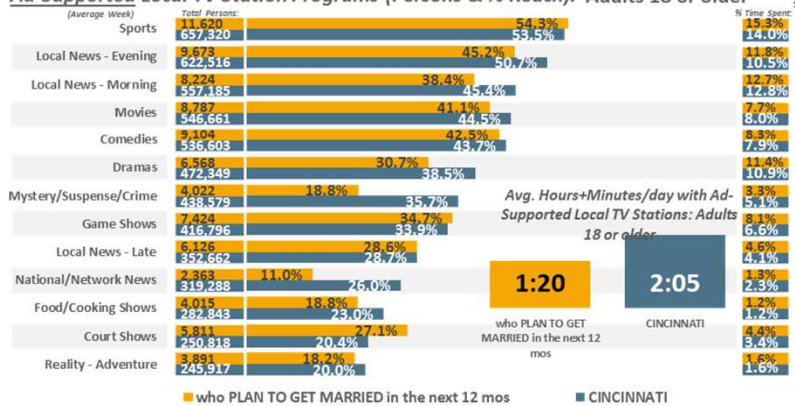
Local TV Station Programs (Persons & % Reach): Adults 18 or older



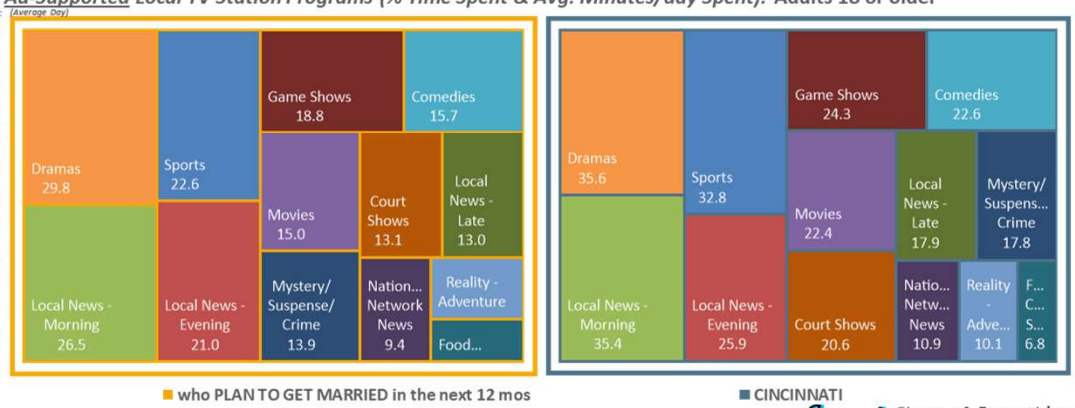
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

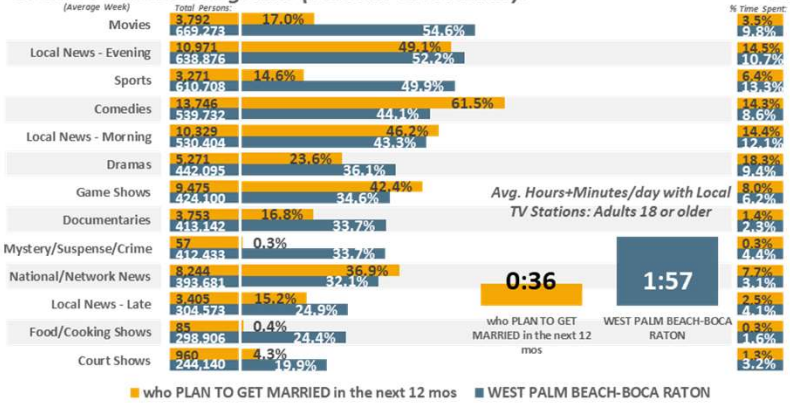
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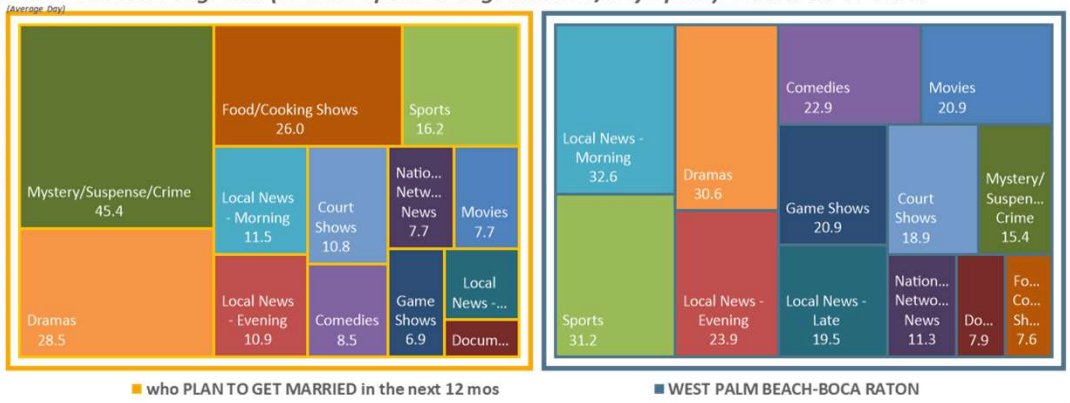
Lifestyle changes/events personally plan to do next 12 mths: Get married

20,743 or 39.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Game Shows, National/Network News, and Dramas.

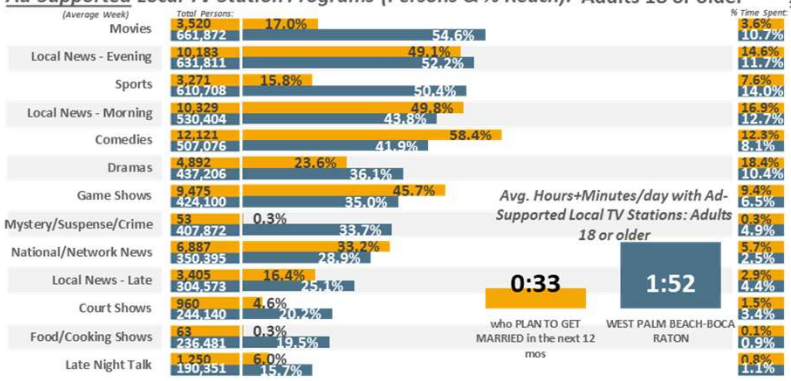
Local TV Station Programs (Persons & % Reach): Adults 18 or older



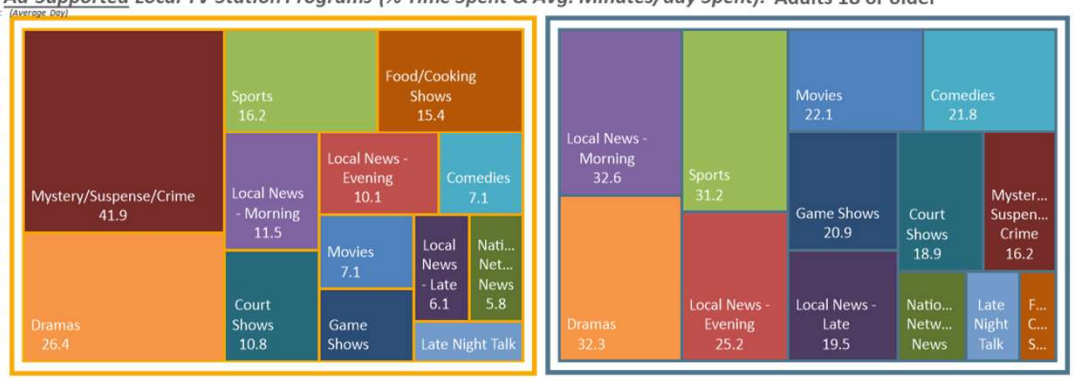
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

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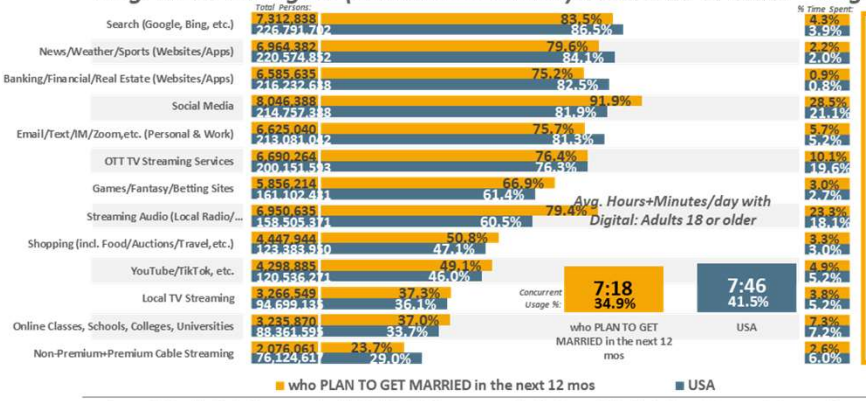
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Lifestyle changes/events personally plan to do next 12 mths: Get married

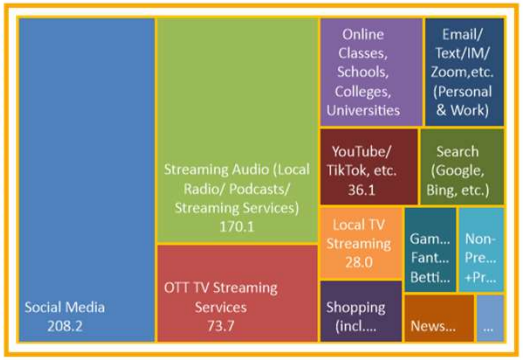


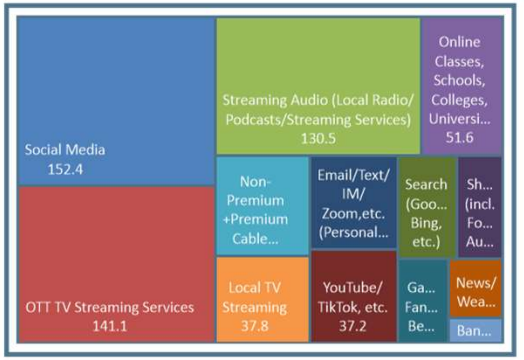
7,059,526 or 80.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 182.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Digital Media.

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

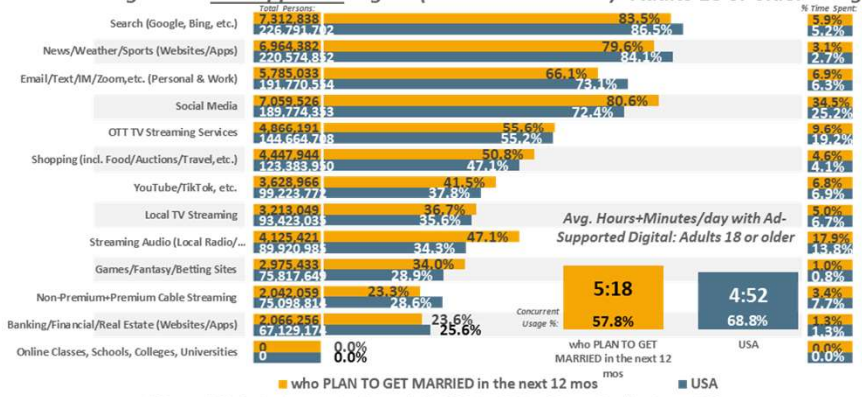


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

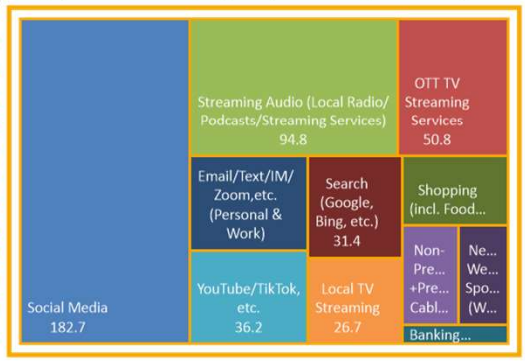


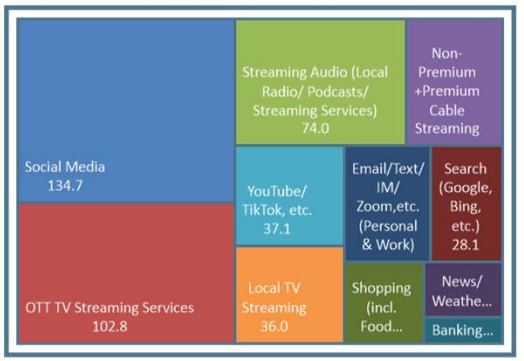


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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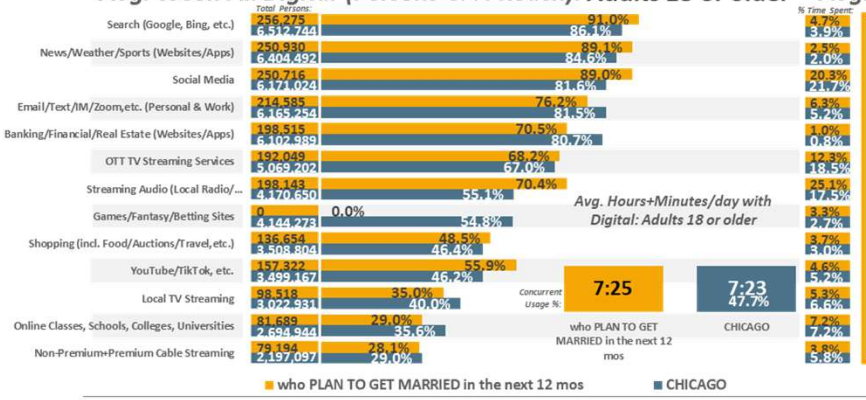
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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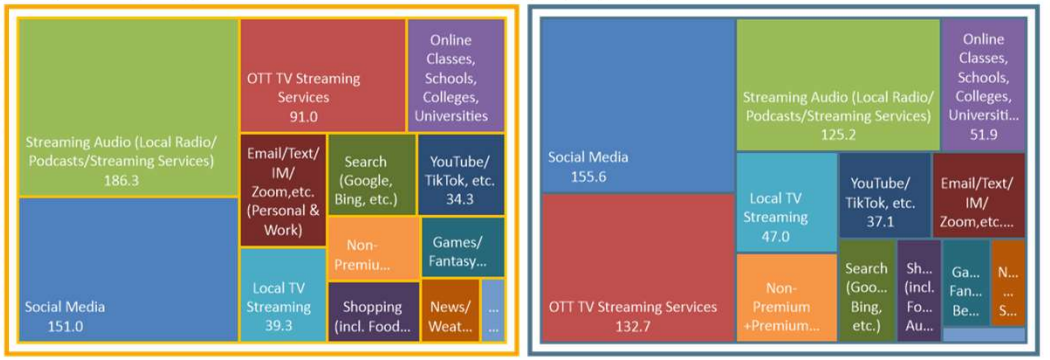
Lifestyle changes/events personally plan to do next 12 mths: Get married

232,183 or 82.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 139.8 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

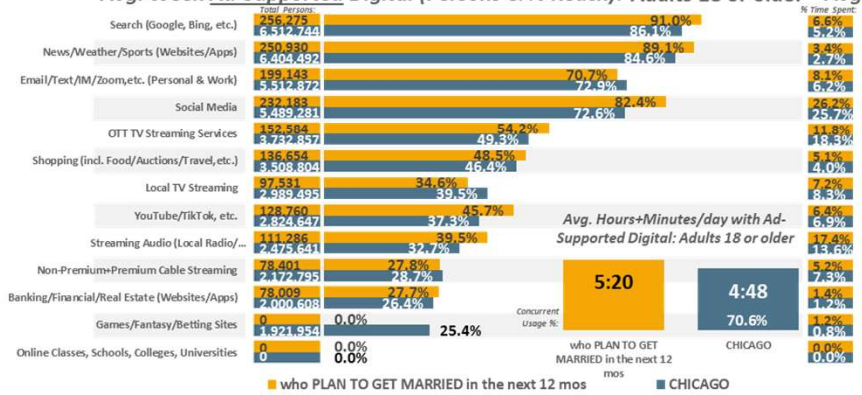
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



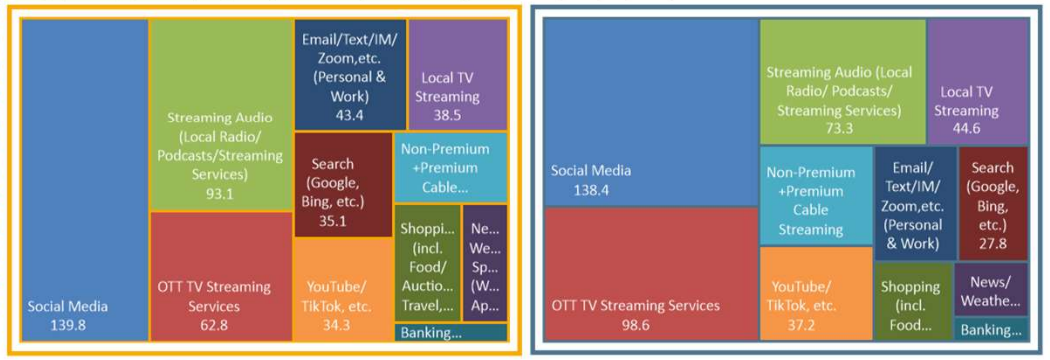
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

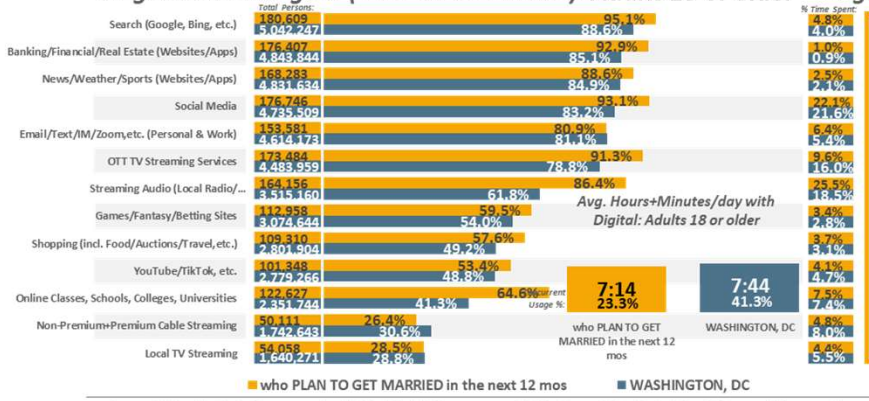
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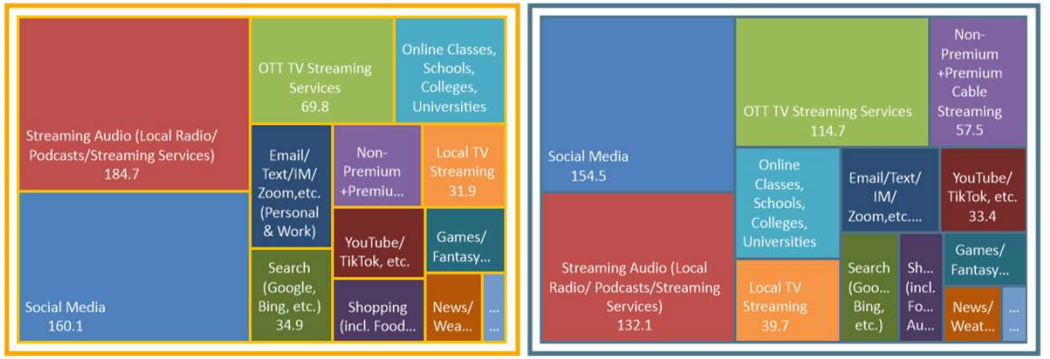
Lifestyle changes/events personally plan to do next 12 mths: Get married

150,898 or 79.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 136.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

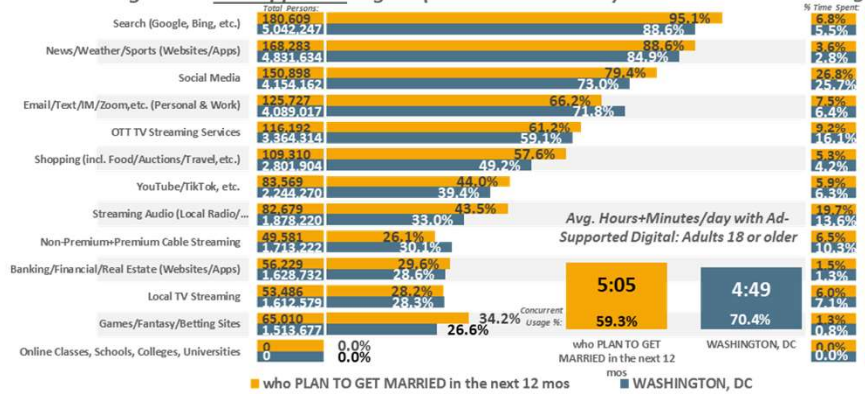
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



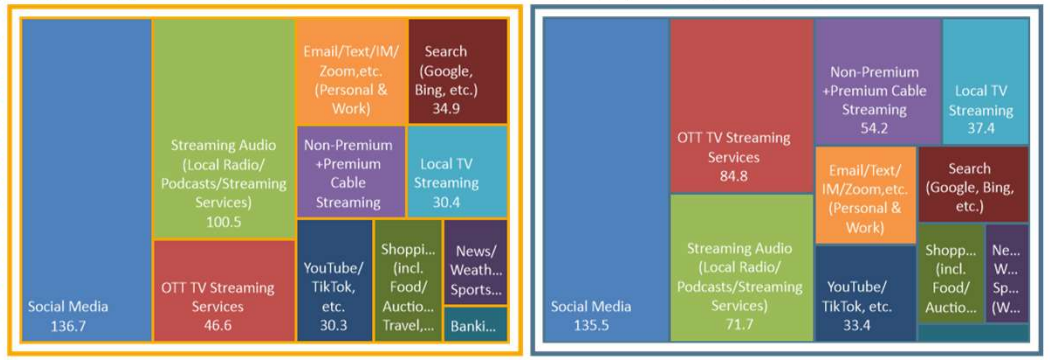
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

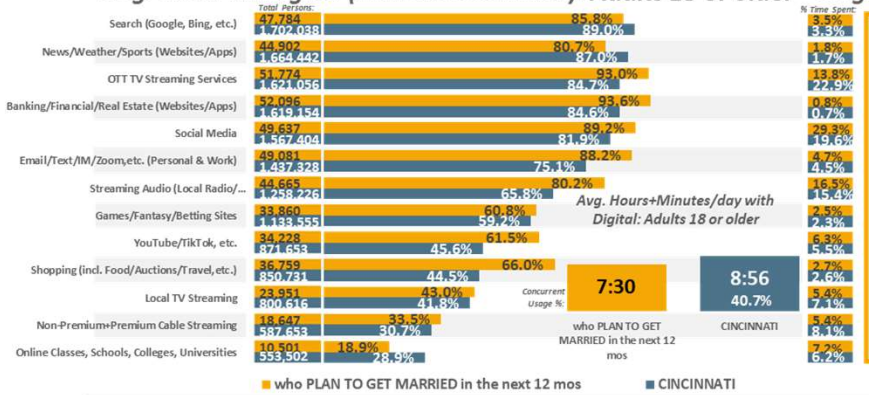
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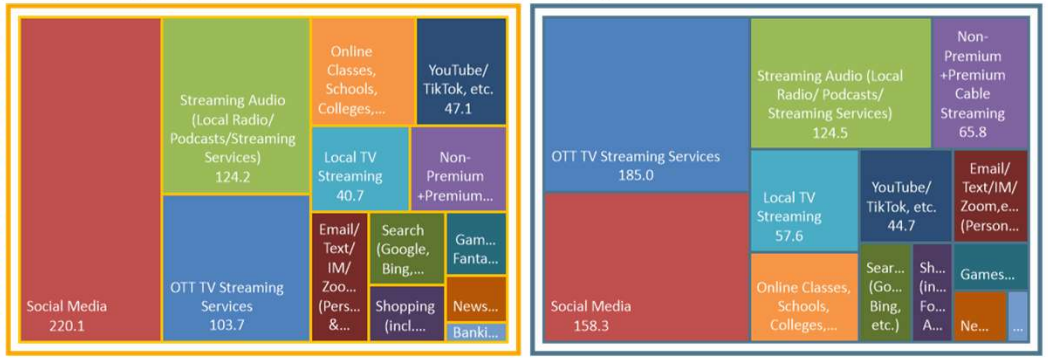
Lifestyle changes/events personally plan to do next 12 mths: Get married

41,613 or 74.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 184.6 minutes every day representing 33.7% of all time spent daily with Ad-Supported Digital Media.

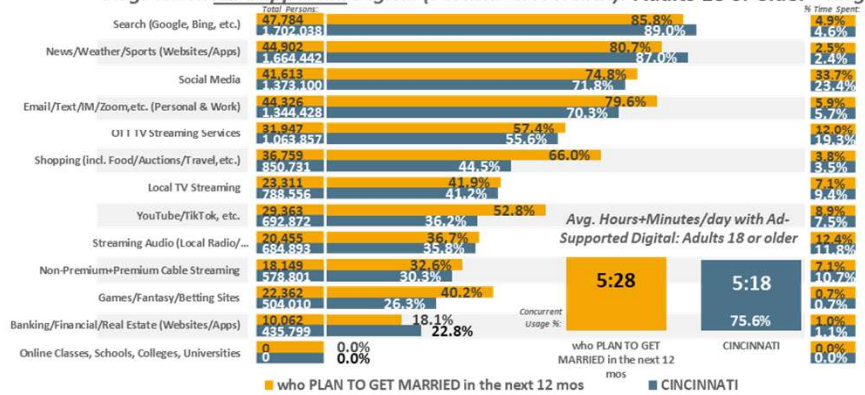
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



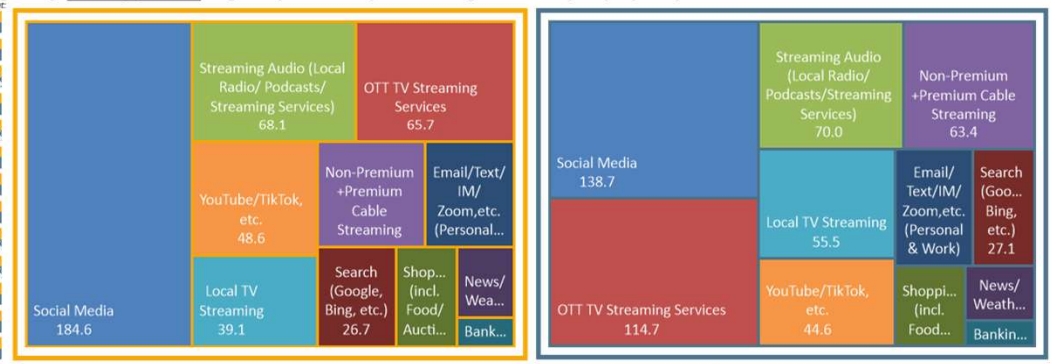
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

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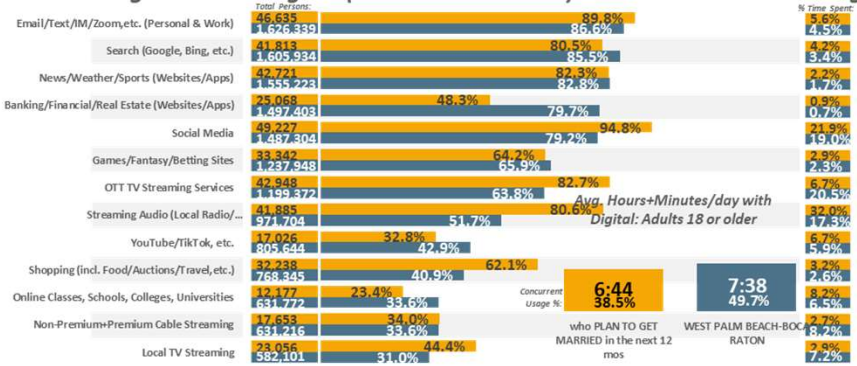
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Lifestyle changes/events personally plan to do next 12 mths: Get married

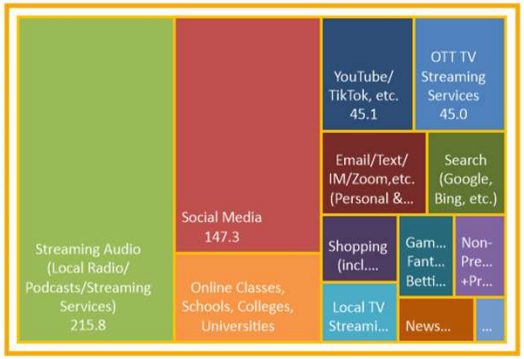


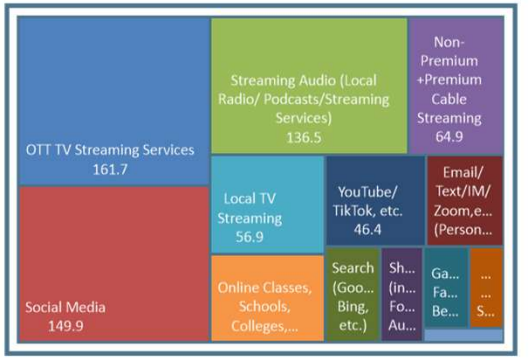
46,094 or 88.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 137.9 minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

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



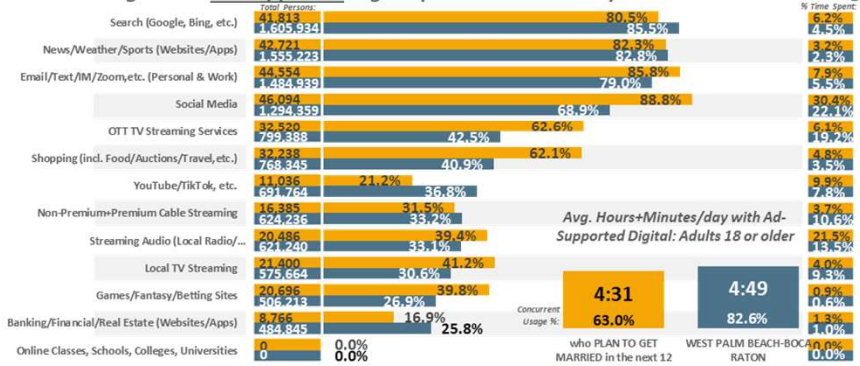
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



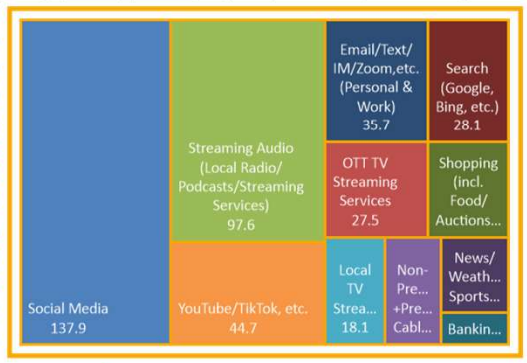


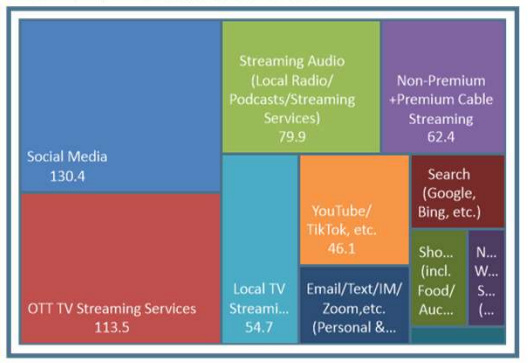
who PLAN TO GET MARRIED in the next 12 mos ■ WEST PALM BEACH-BOCA RATON

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 PLAN TO GET MARRIED in the next 12 mos ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

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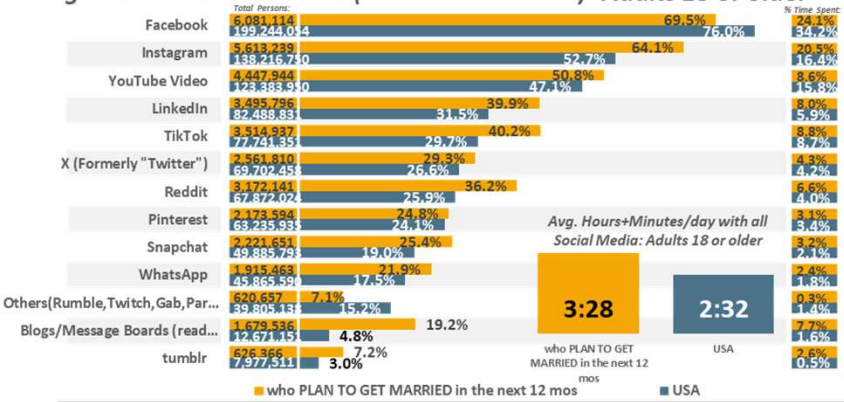
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Lifestyle changes/events personally plan to do next 12 mths: Get married

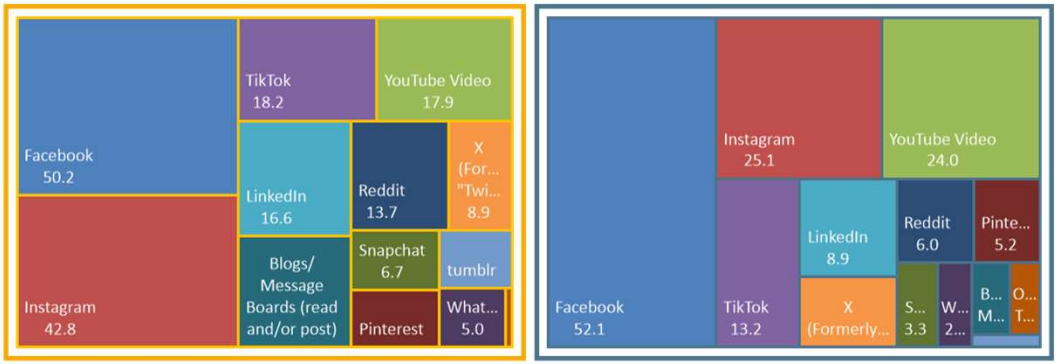


6,081,114 or 69.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 57.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

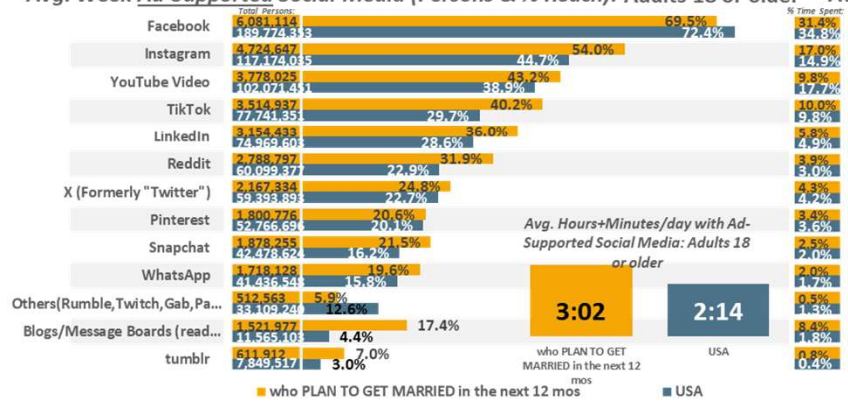
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



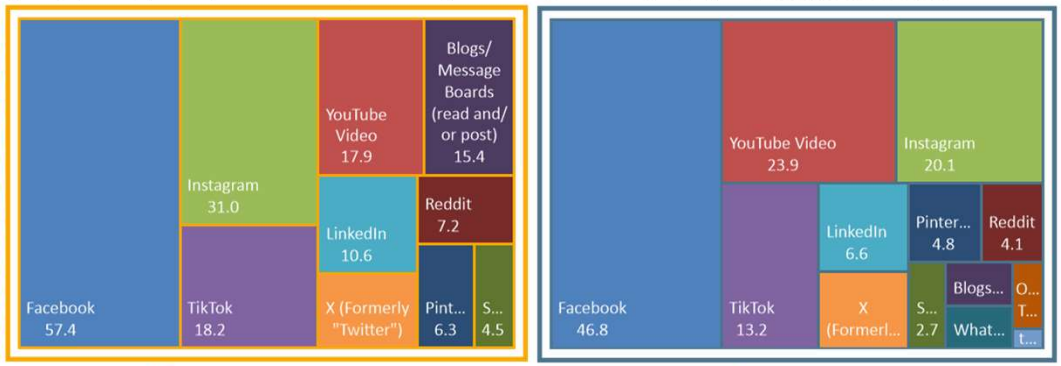
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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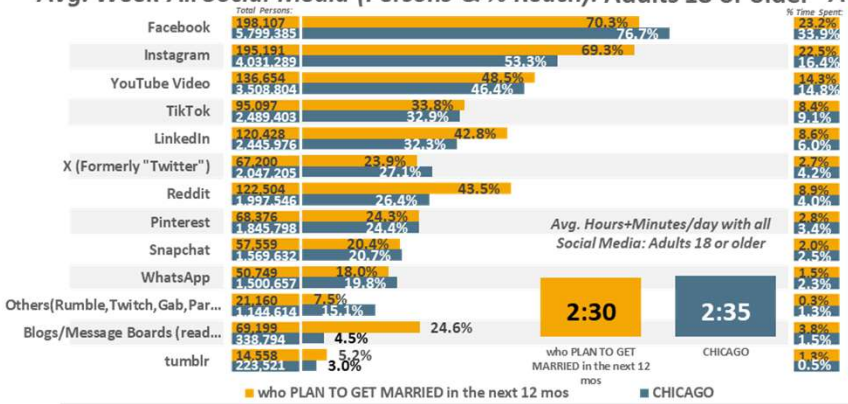
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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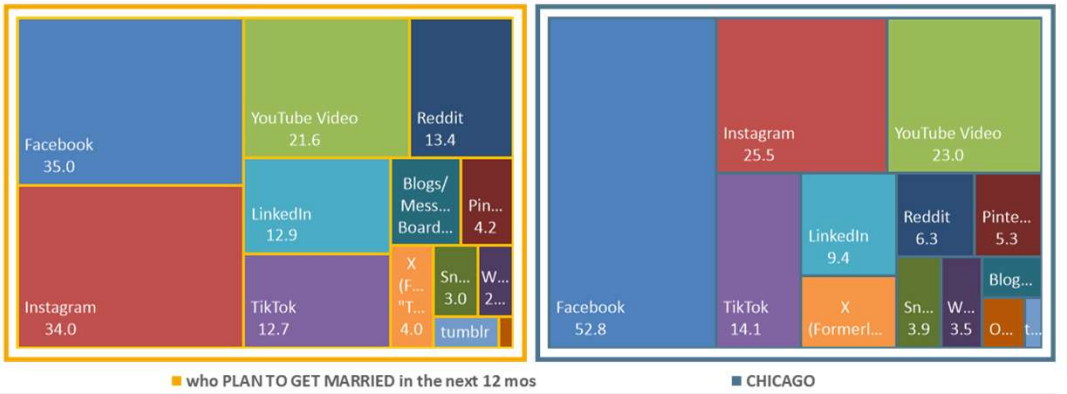
Lifestyle changes/events personally plan to do next 12 mths: Get married

198,107 or 70.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 42.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.

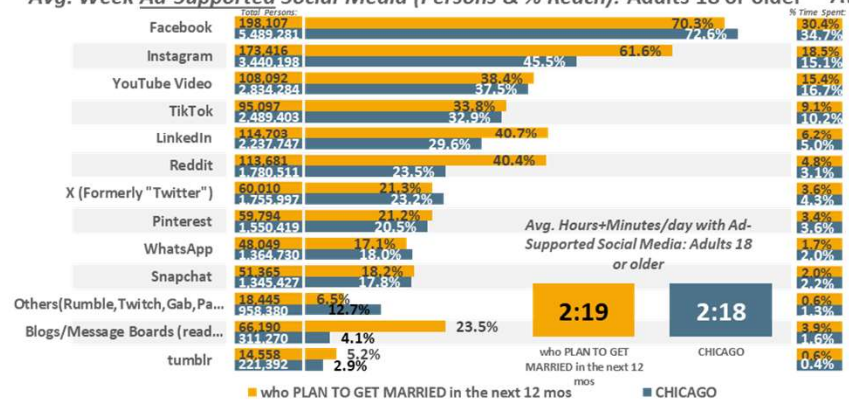
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



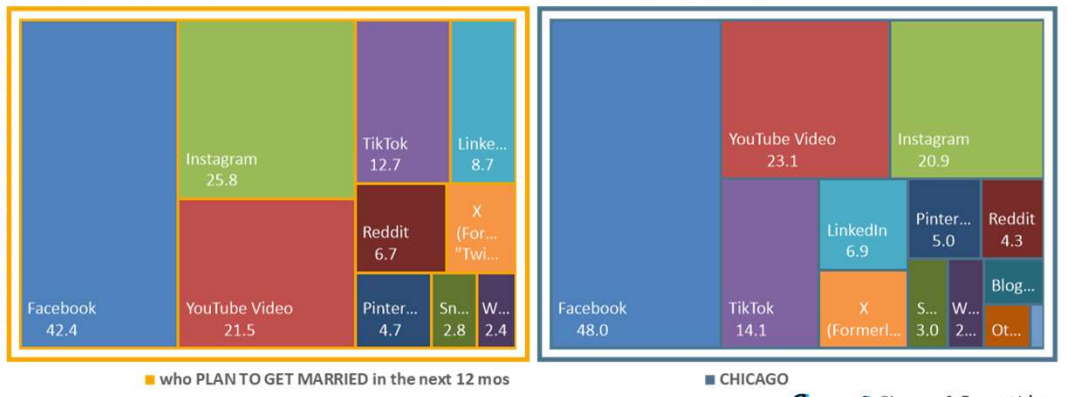
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

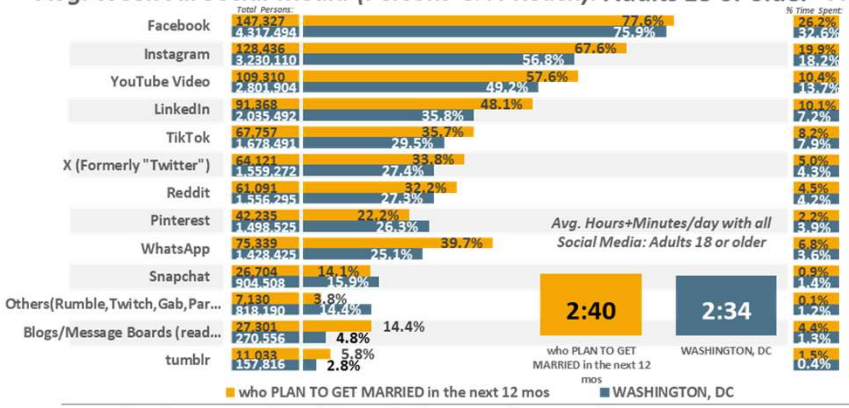
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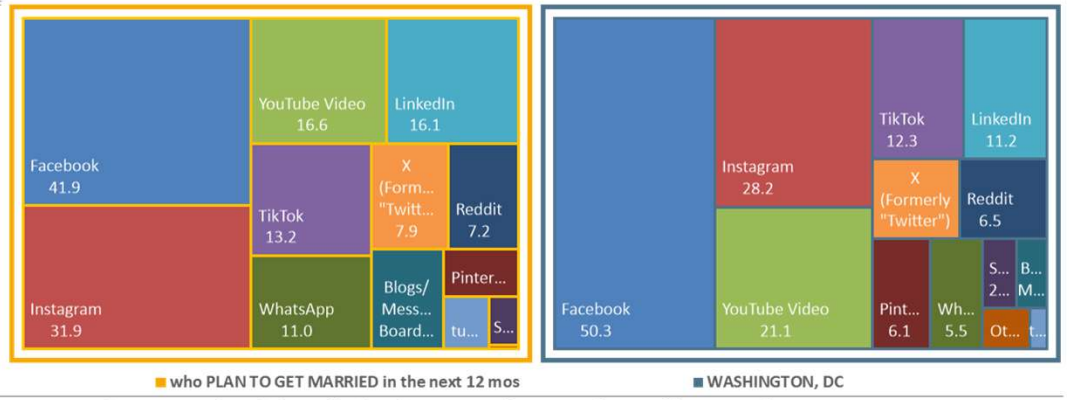
Lifestyle changes/events personally plan to do next 12 mths: Get married

147,327 or 77.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 45.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

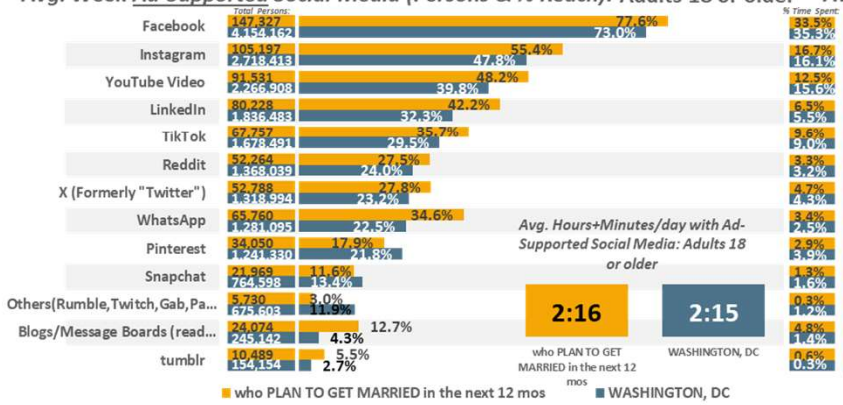
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



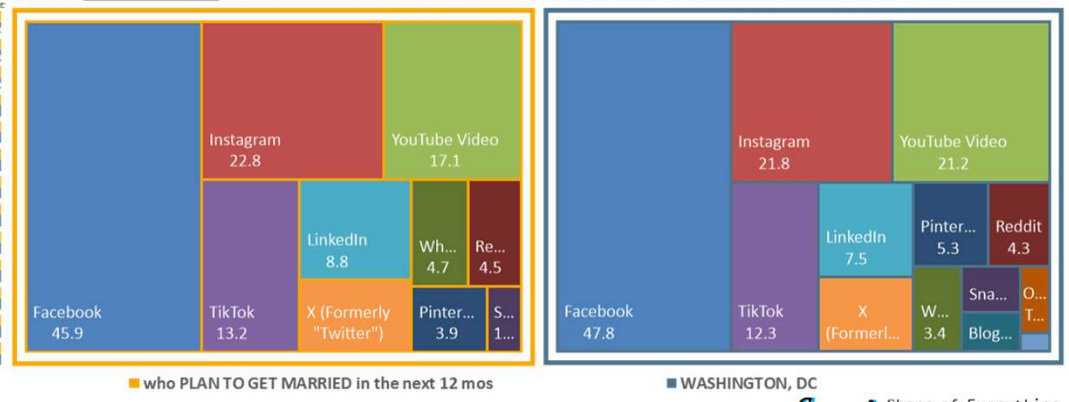
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

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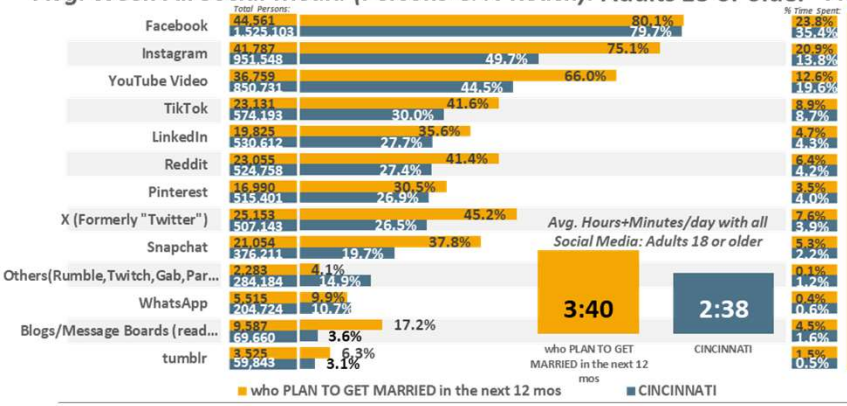
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Lifestyle changes/events personally plan to do next 12 mths: Get married

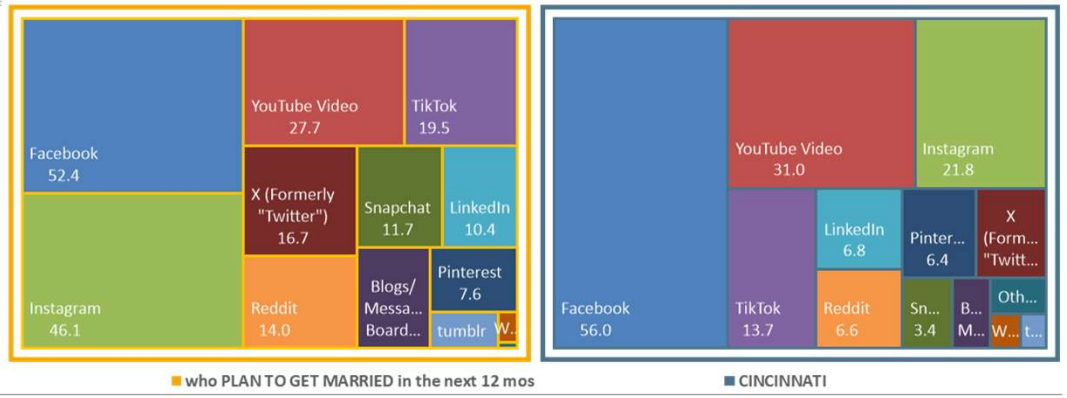


41,613 or 74.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 55.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

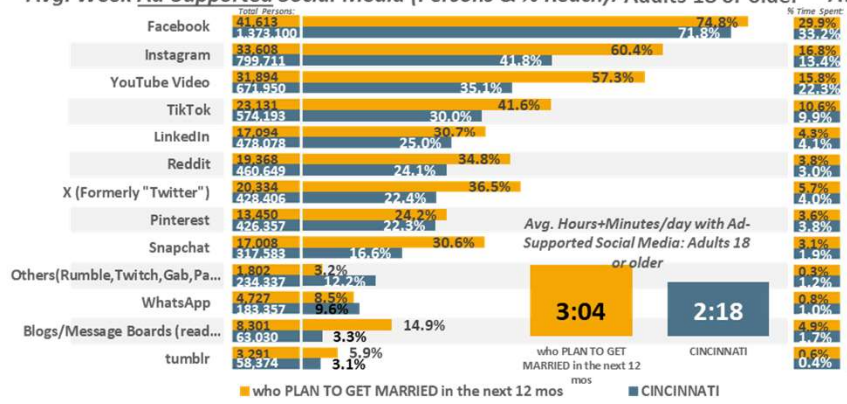
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



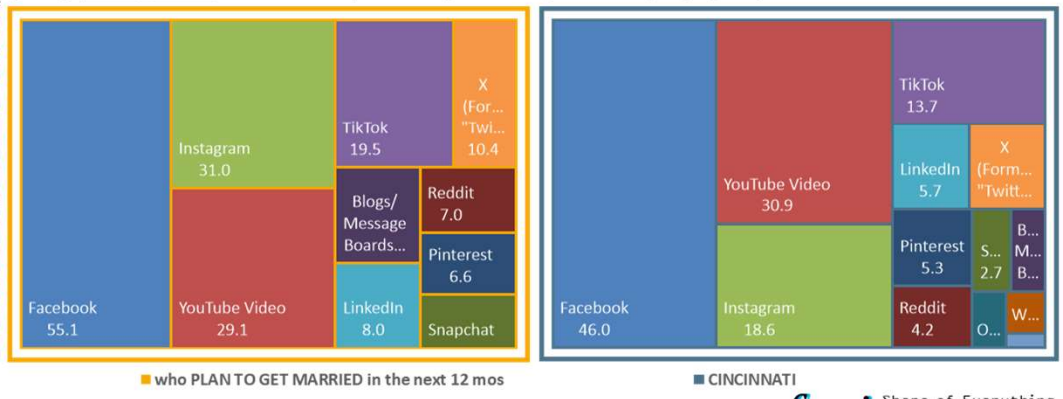
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 53

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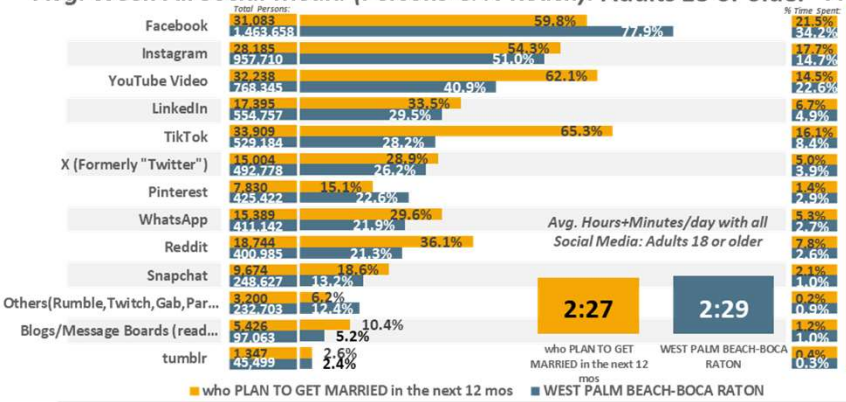
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Lifestyle changes/events personally plan to do next 12 mths: Get married

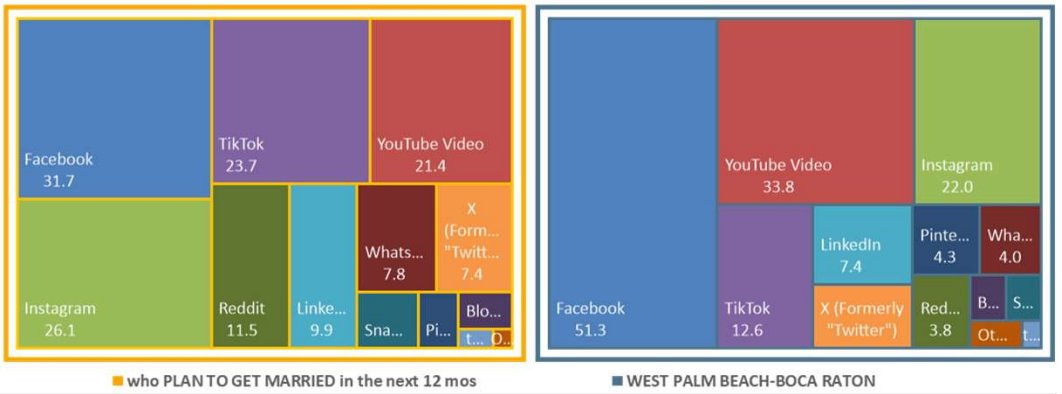


31,083 or 59.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 38.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.

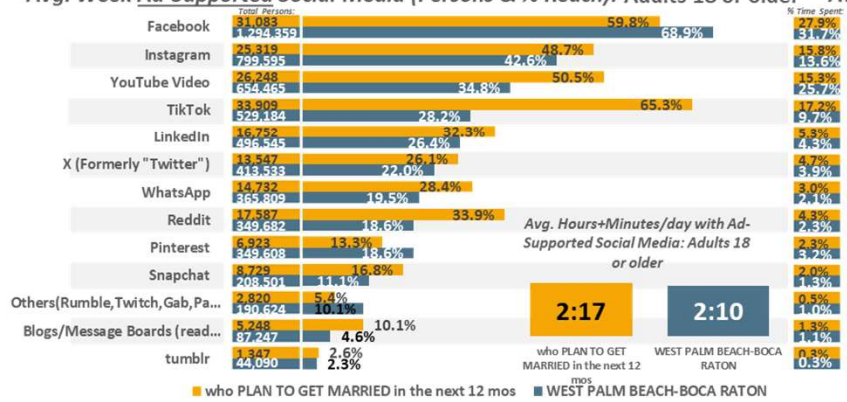
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



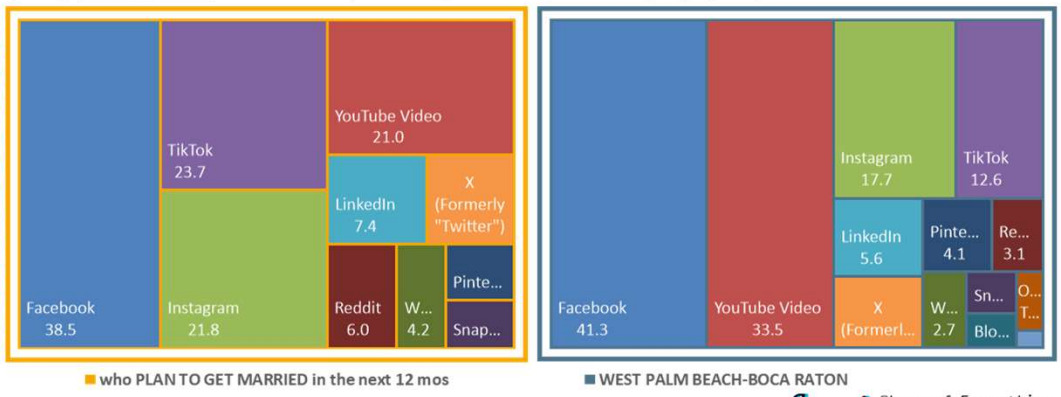
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

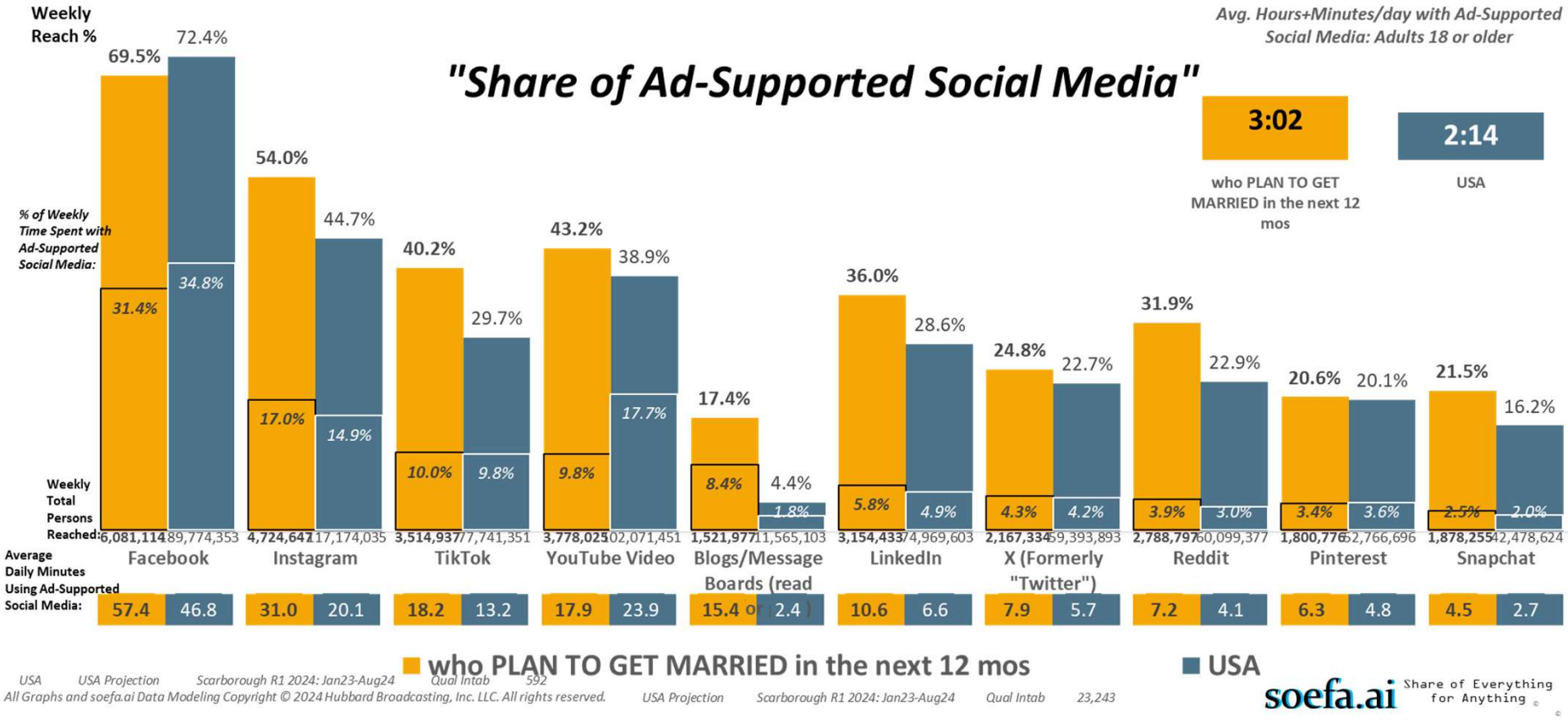
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Lifestyle changes/events personally plan to do next 12 mths: Get married

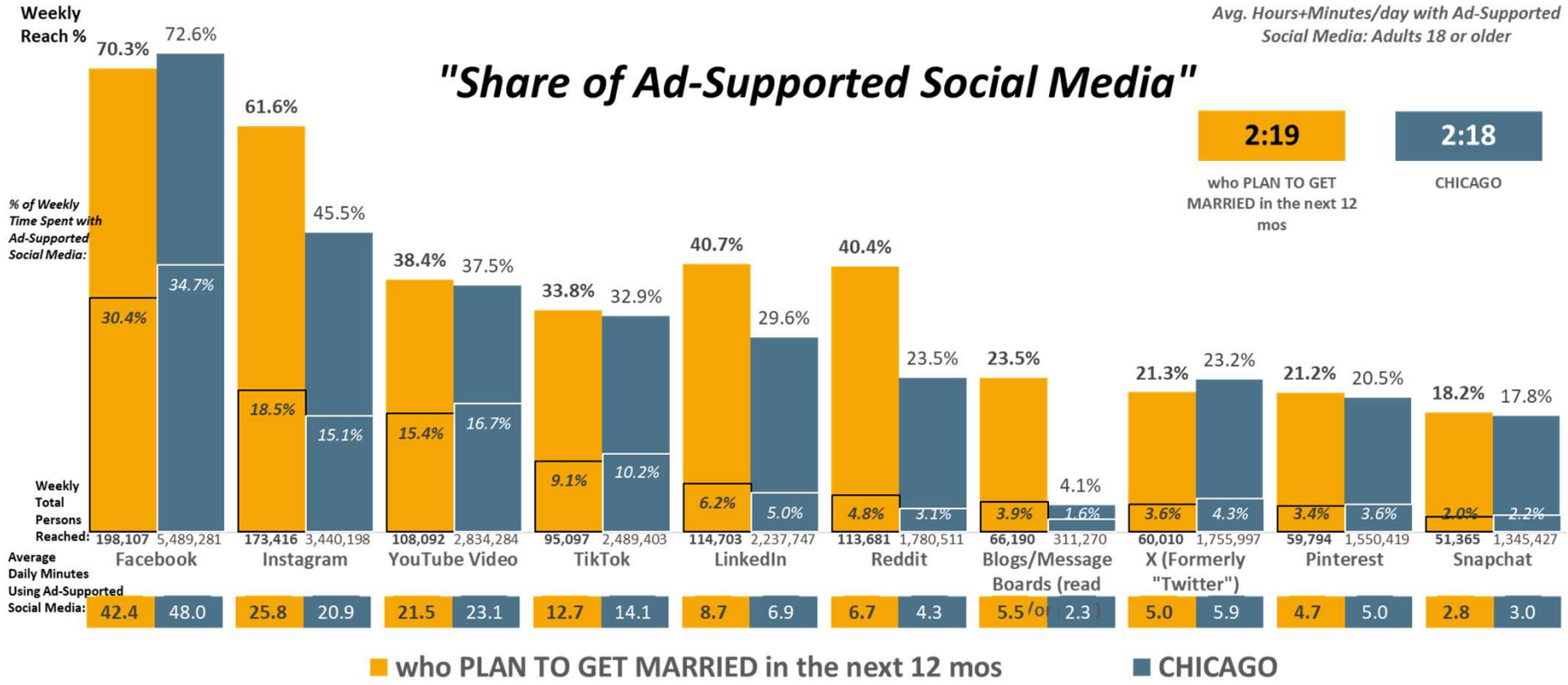


6,081,114 or 69.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 57.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



Lifestyle changes/events personally plan to do next 12 mths: Get married

198,107 or 70.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 42.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.



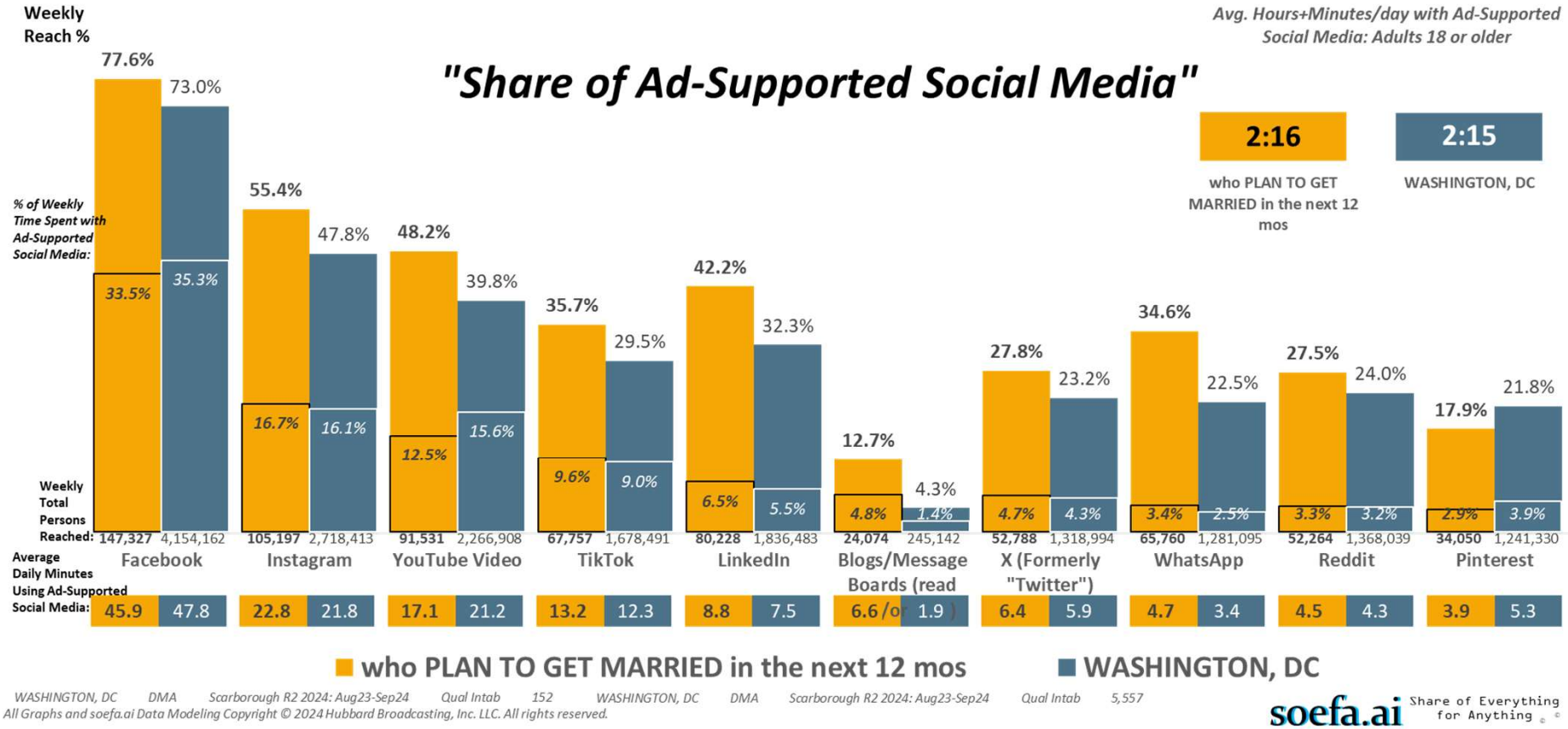
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Lifestyle changes/events personally plan to do next 12 mths: Get married

147,327 or 77.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 45.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



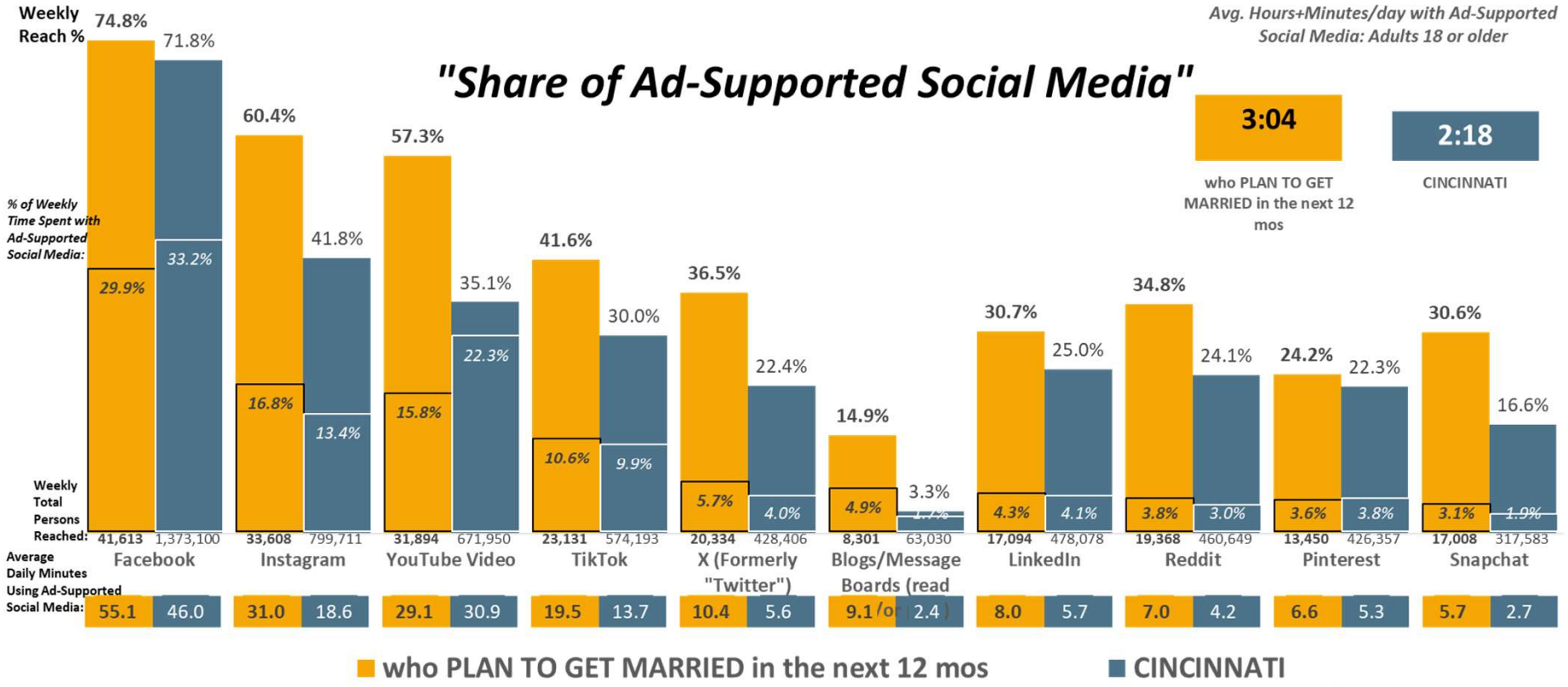
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Lifestyle changes/events personally plan to do next 12 mths: Get married

41,613 or 74.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 55.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.



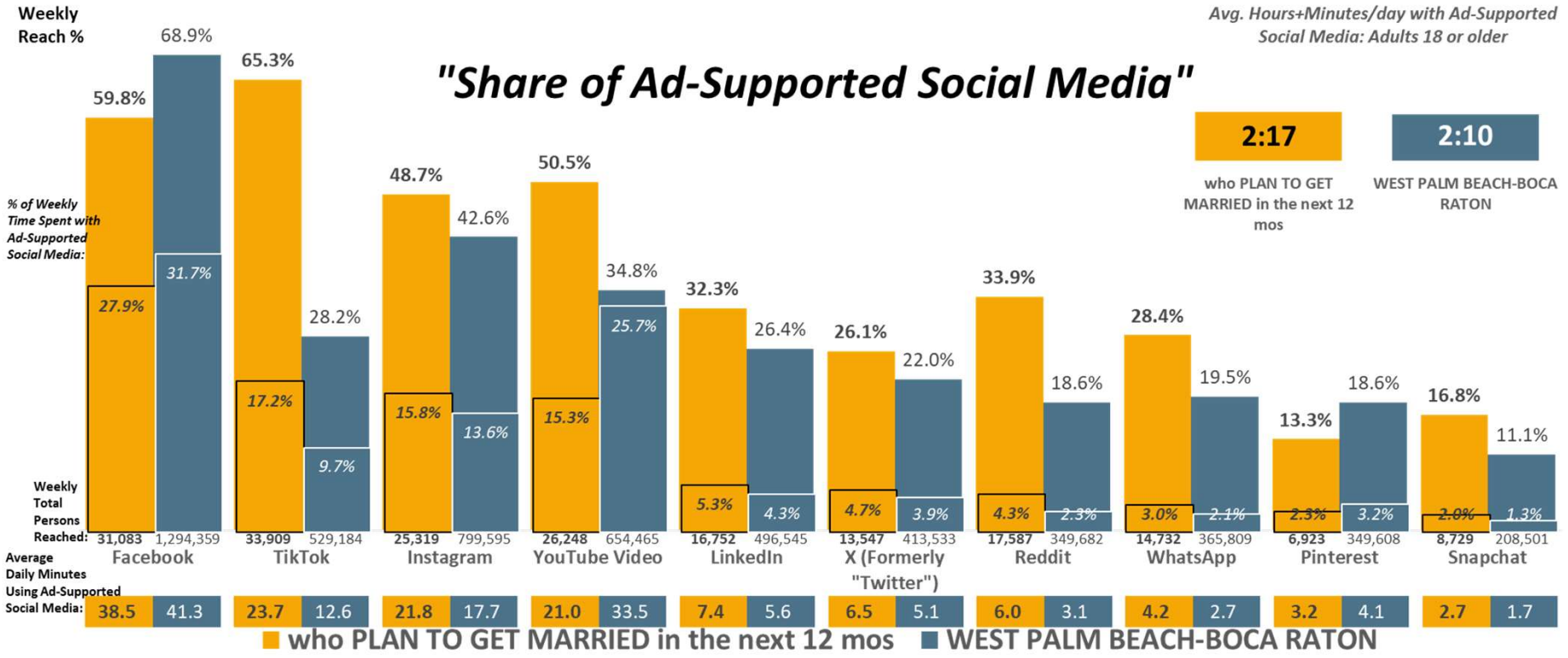
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Lifestyle changes/events personally plan to do next 12 mths: Get married

31,083 or 59.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 38.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

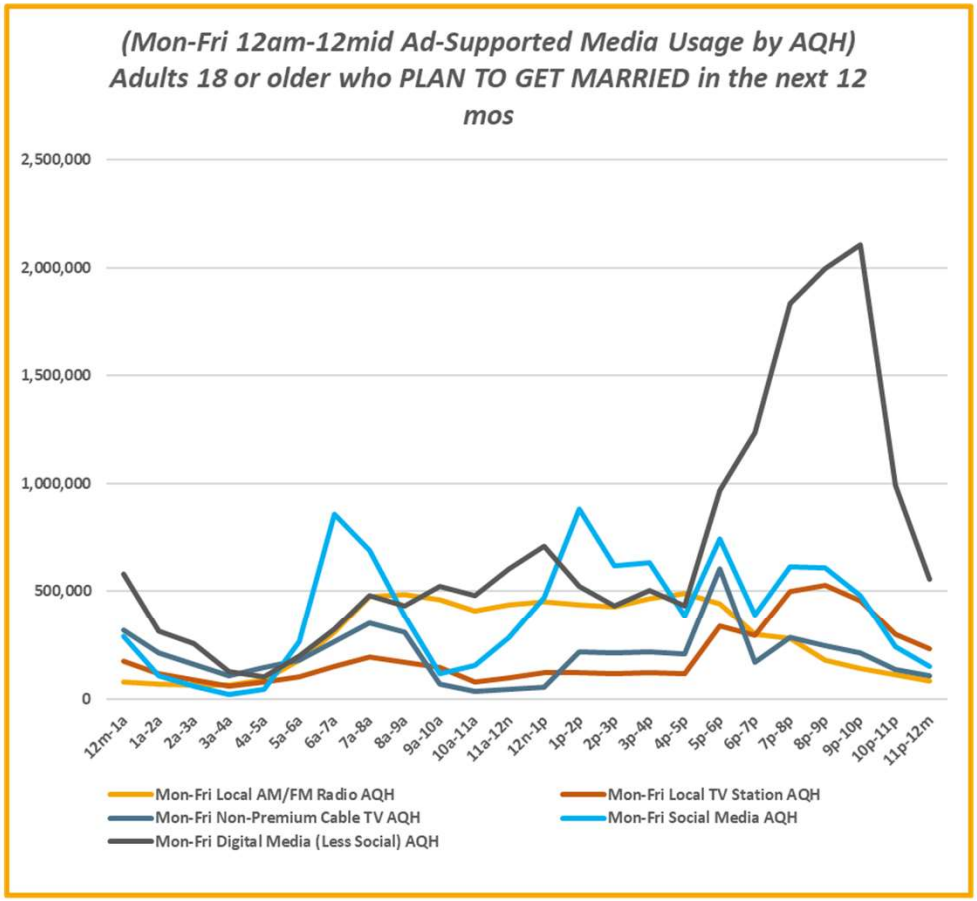
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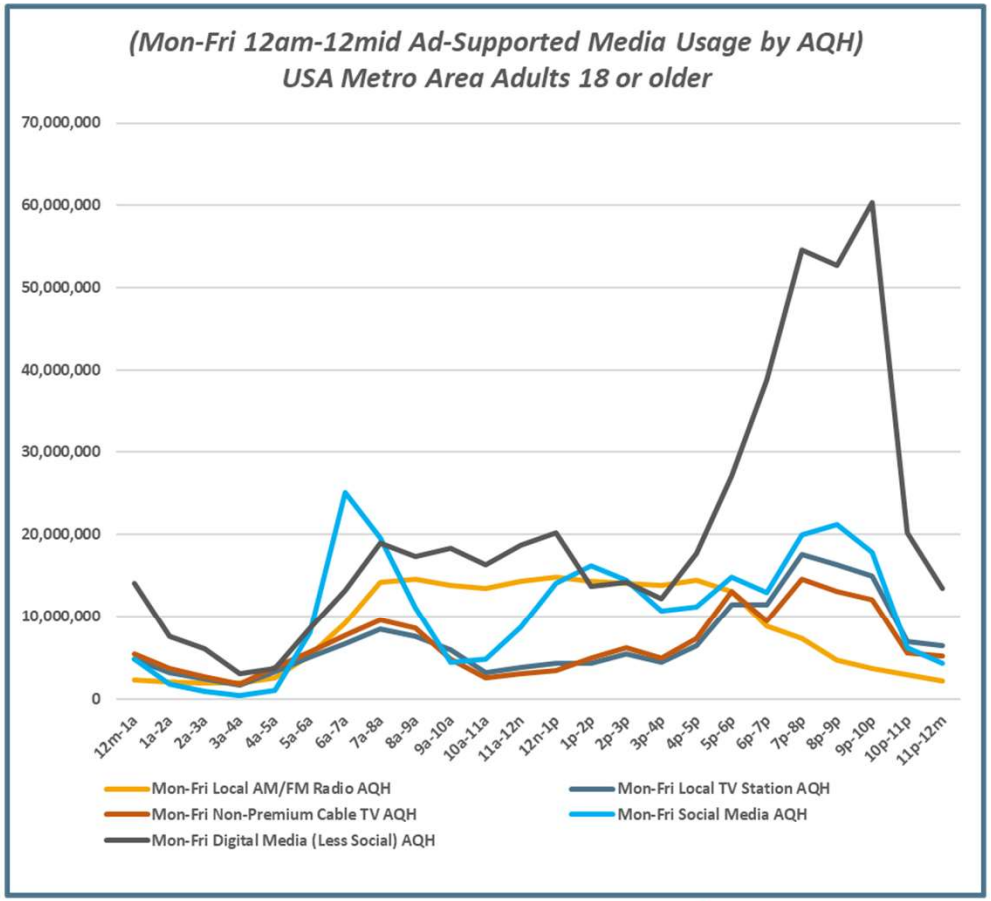
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 587,273; Social Media: 507,664; Local Radio: 427,991; Non-Prem. Cable: 210,055; Local TV: 156,389 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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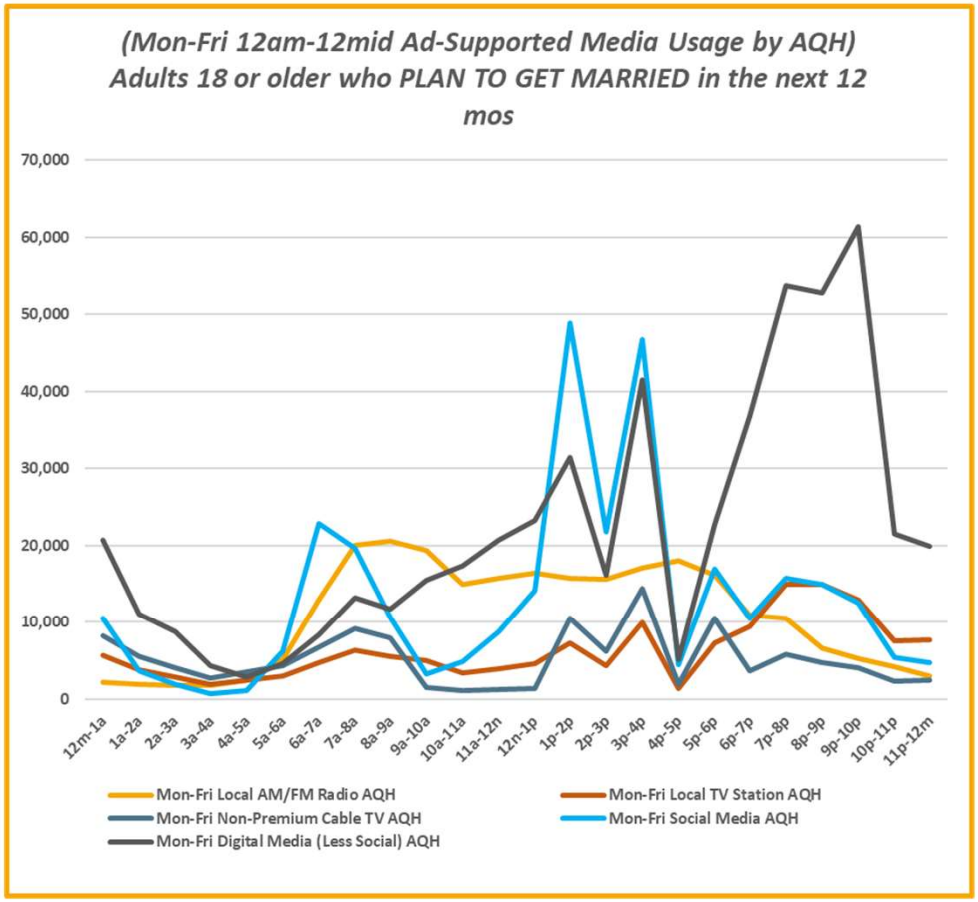
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

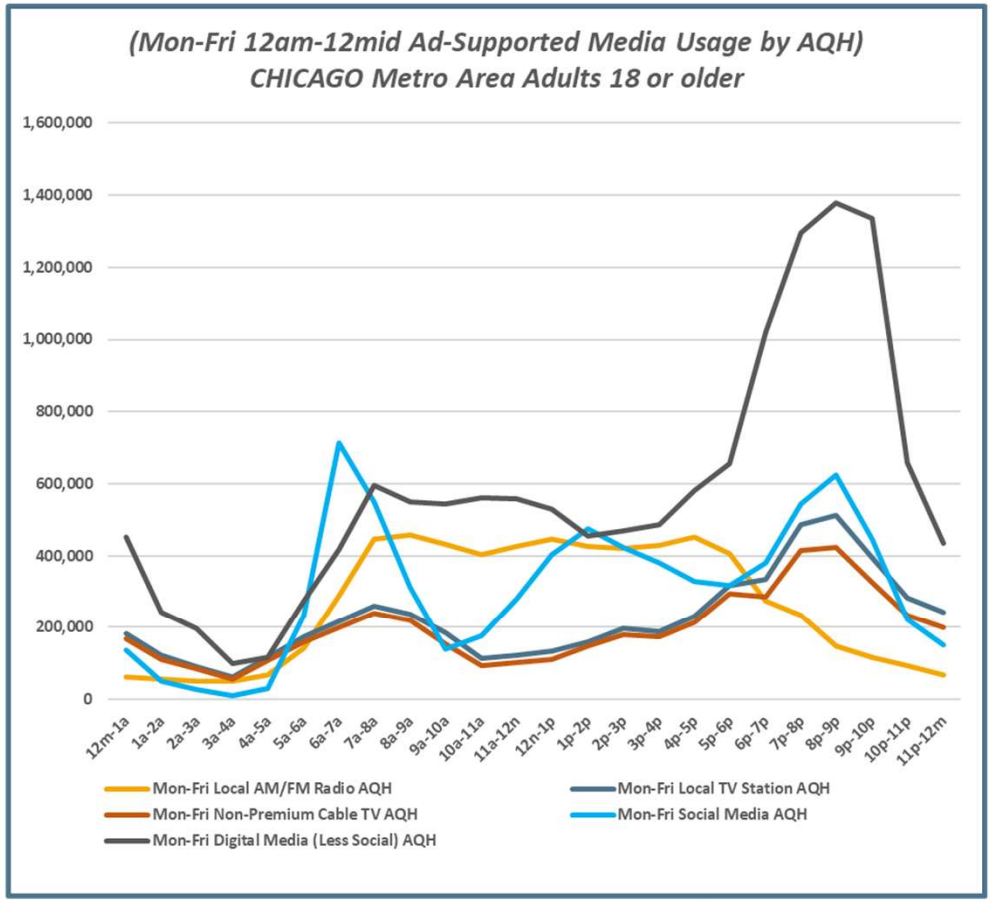
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,325; Social Media: 17,968; Local Radio: 16,446; Non-Prem. Cable: 5,899; Local TV: 5,650 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





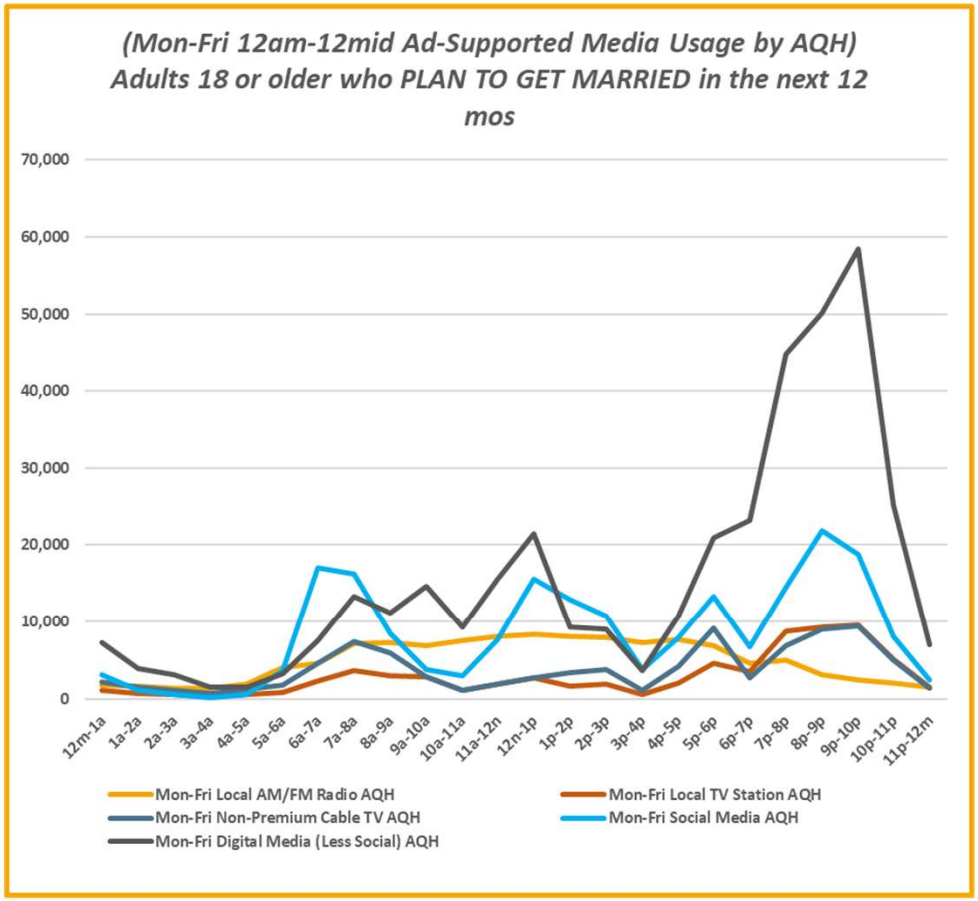
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

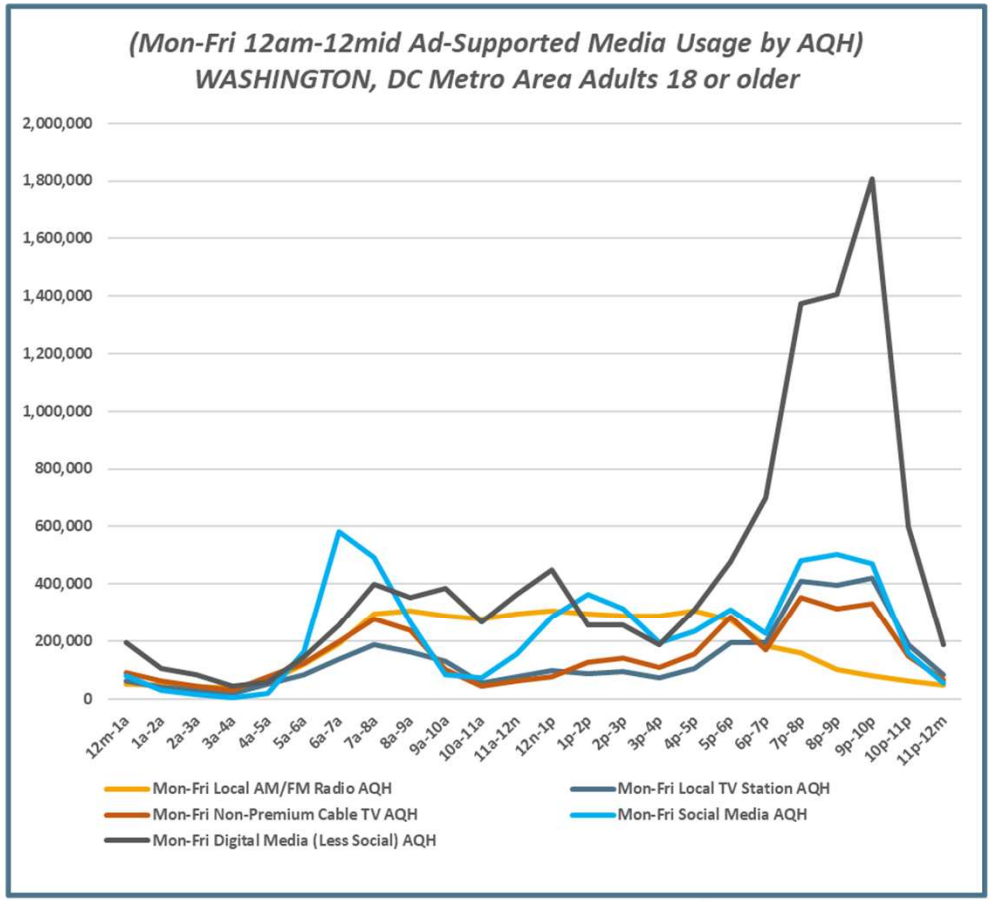
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Lifestyle changes/events personally plan to do next 12 mths: Get married

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,054; Social Media: 9,793; Local Radio: 7,097; Non-Prem. Cable: 3,908; Local TV: 2,450 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

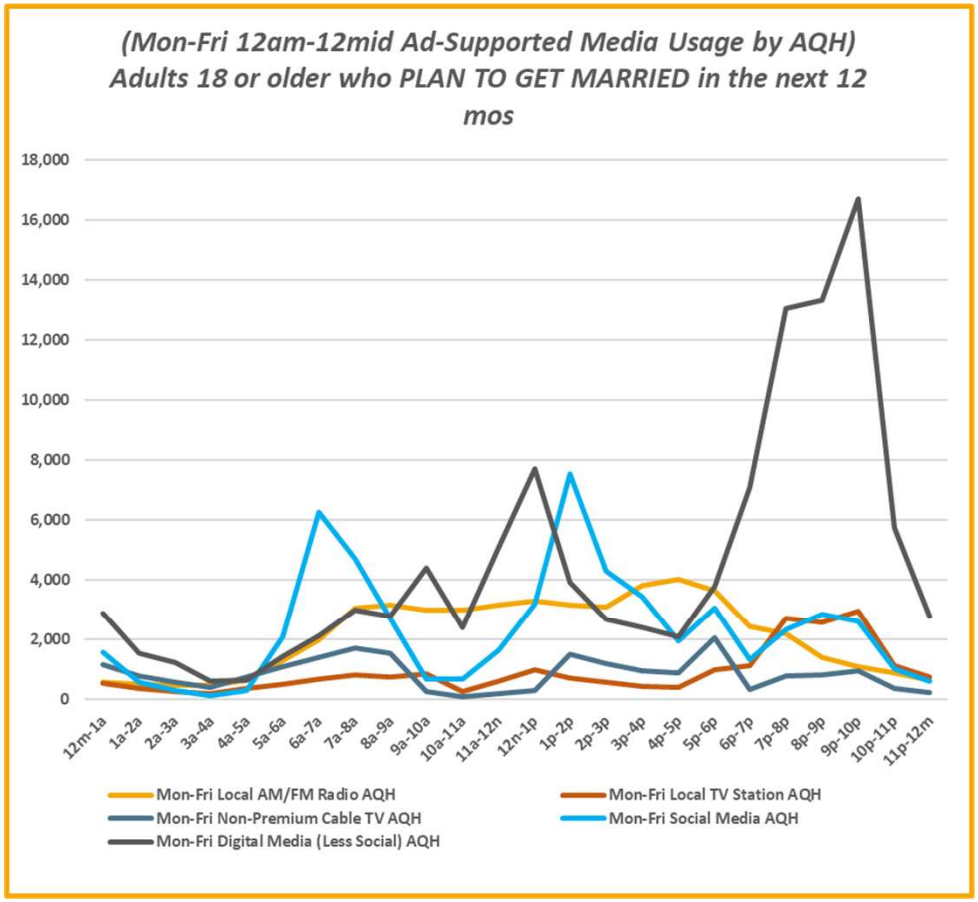
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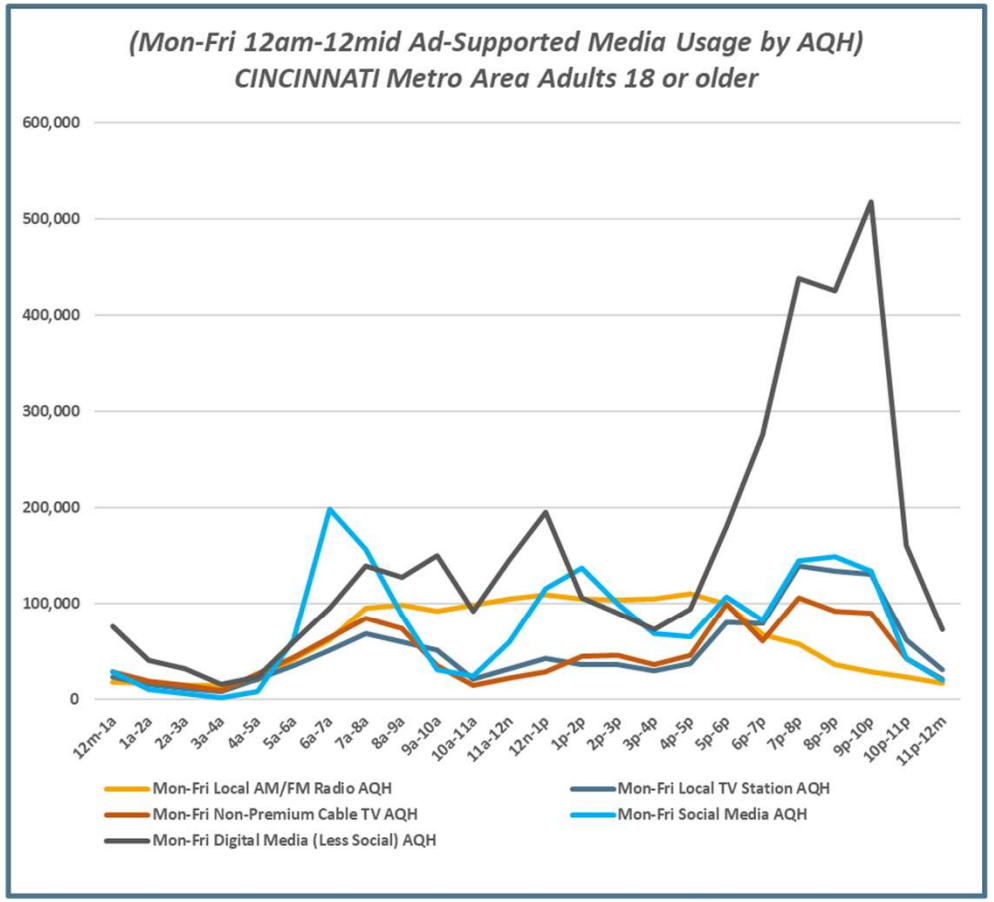
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,802; Social Media: 3,185; Local Radio: 3,134; Non-Prem. Cable: 956; Local TV: 699 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





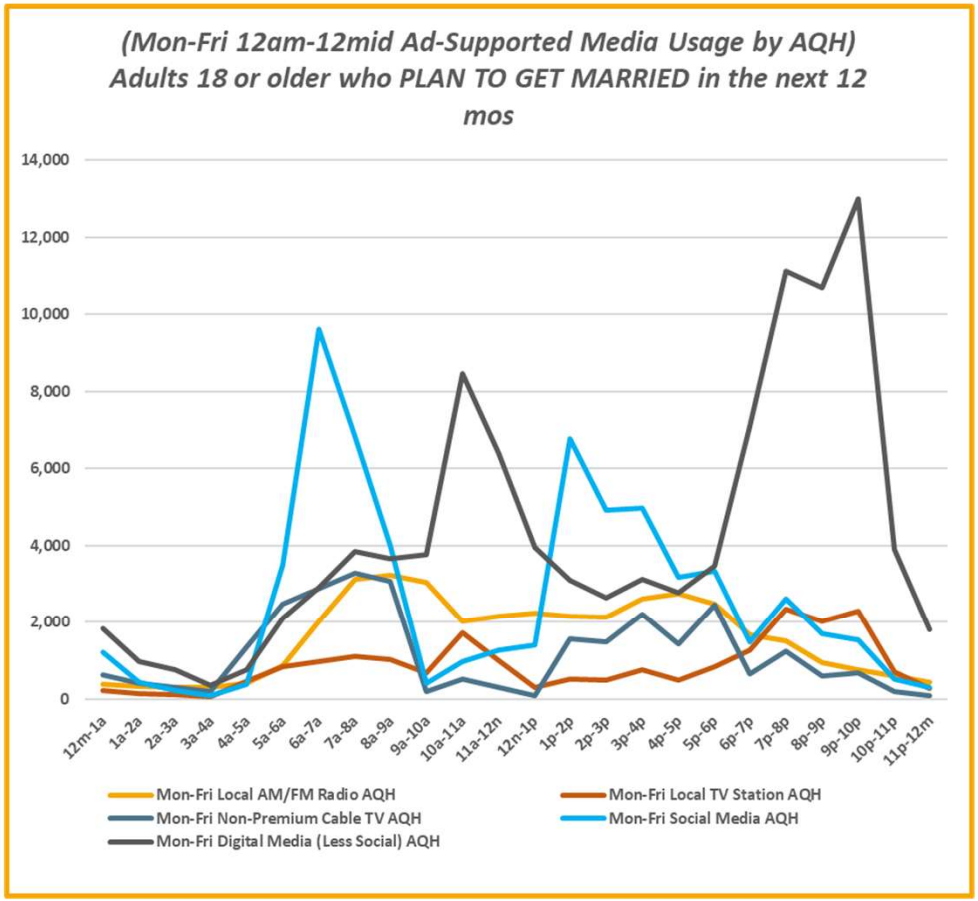
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

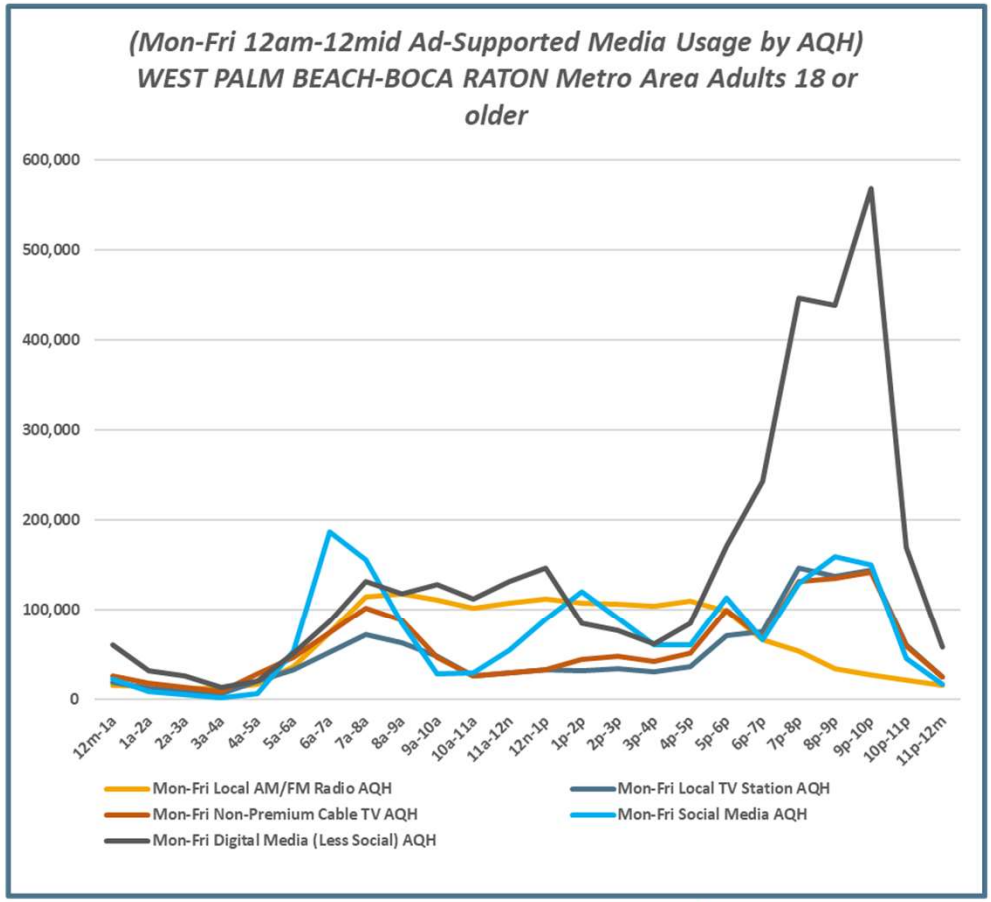
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Lifestyle changes/events personally plan to do next 12 mths: Get married

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,251; Social Media: 3,786; Local Radio: 2,436; Non-Prem. Cable: 1,554; Local TV: 864 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





WEST PALM BEACH-BOCA RATON DMA

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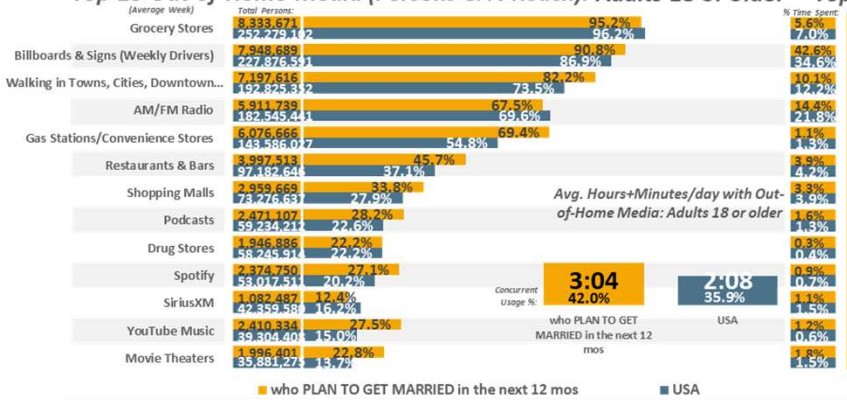
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Lifestyle changes/events personally plan to do next 12 mths: Get married

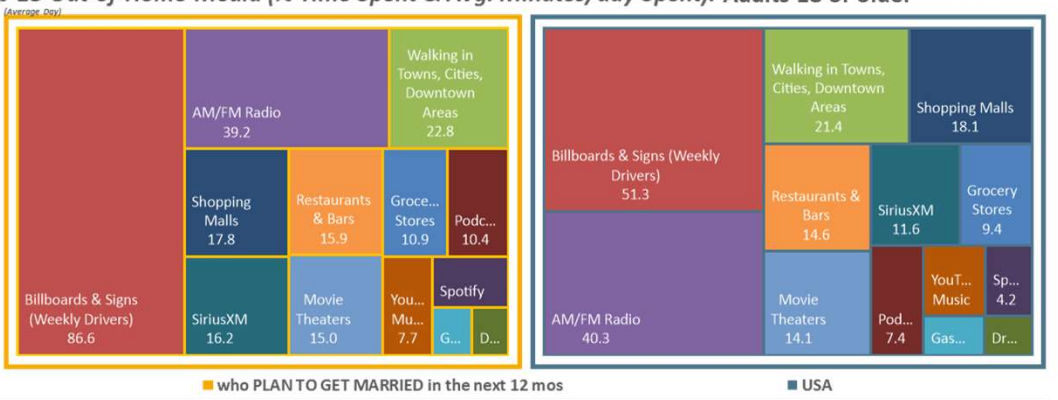


7,948,689 or 90.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 86.6 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/day.

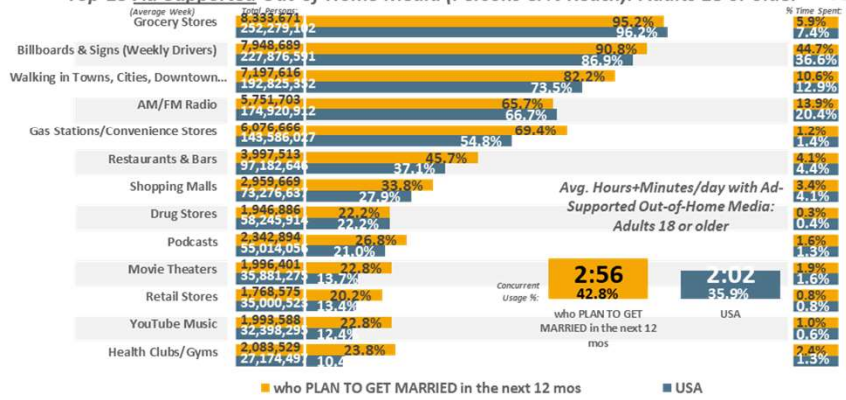
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



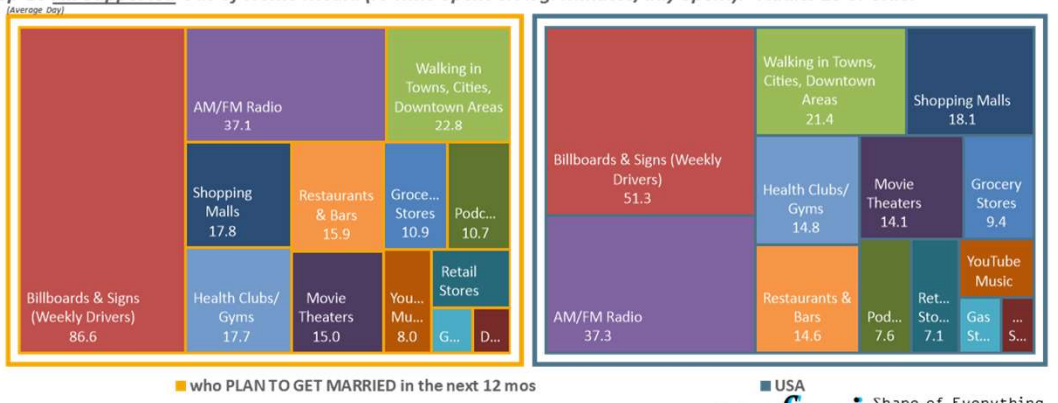
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 592

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

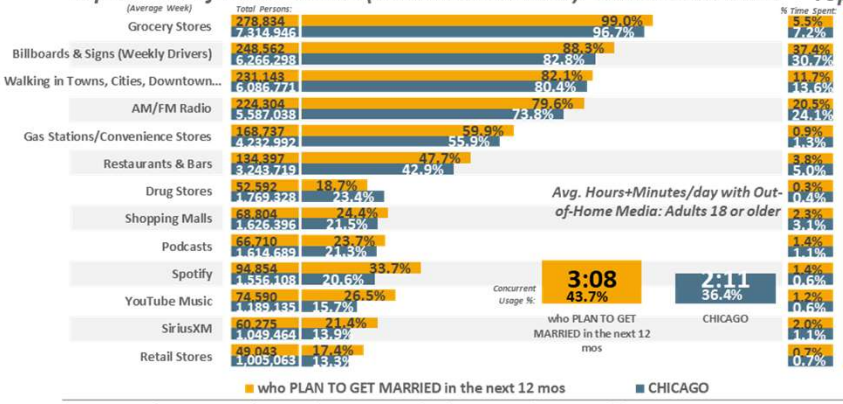
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Lifestyle changes/events personally plan to do next 12 mths: Get married

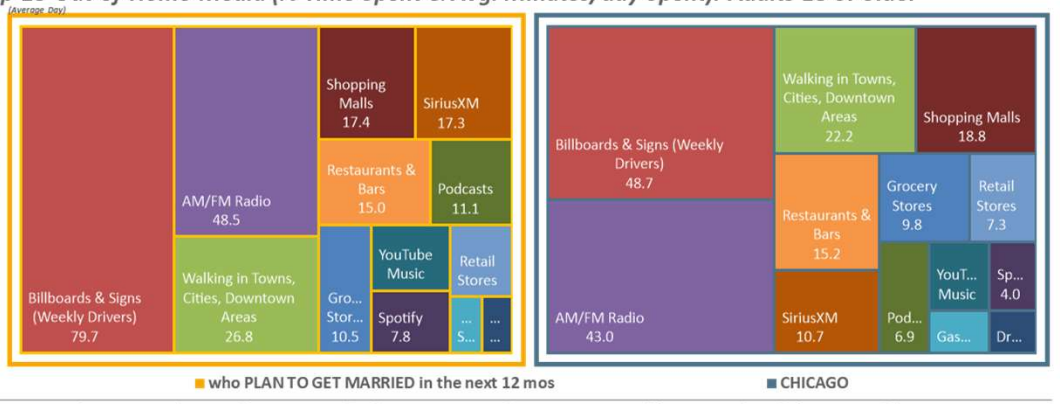


248,562 or 88.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 79.7 minutes per day driving, seeing Billboards and Signs. 76.8% Listen to Local Radio Stations Out-of-Home for an average of 47.1 minutes/day.

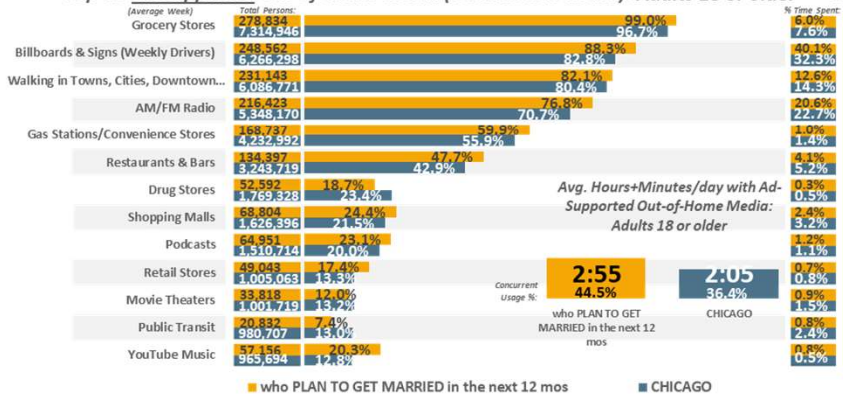
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



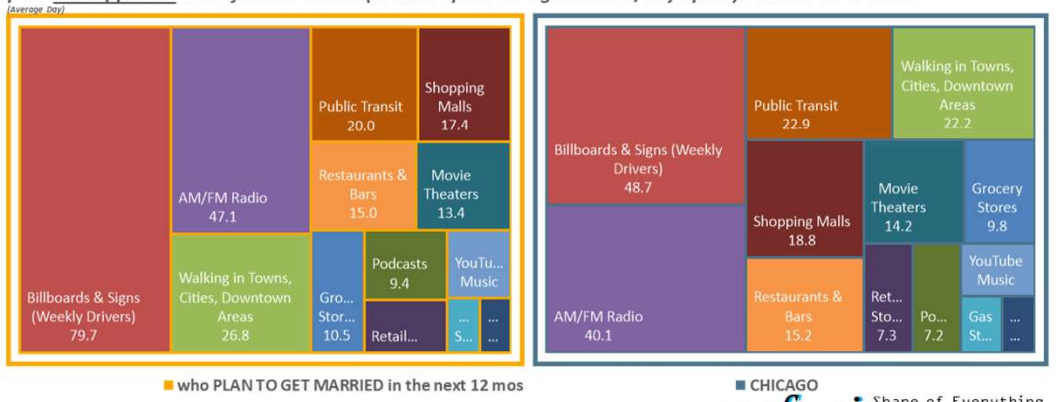
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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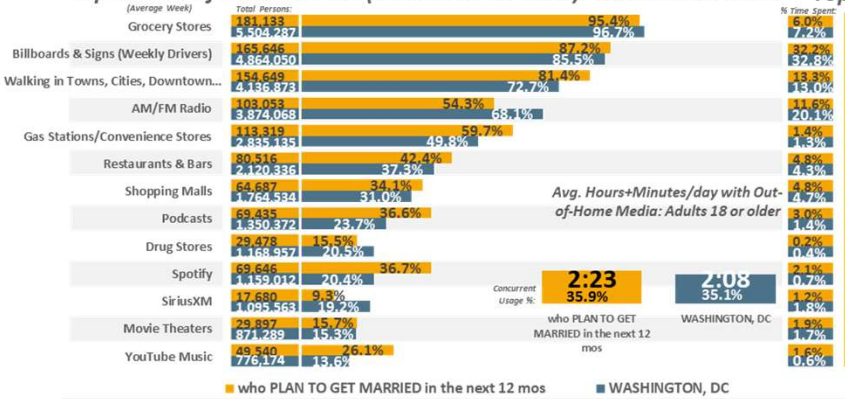
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Lifestyle changes/events personally plan to do next 12 mths: Get married

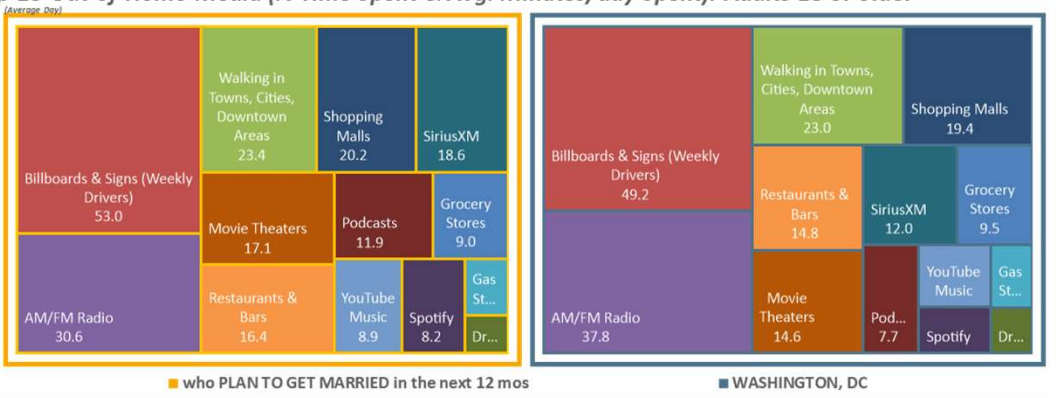


165,646 or 87.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 53. minutes per day driving, seeing Billboards and Signs. 52.2% Listen to Local Radio Stations Out-of-Home for an average of 28.6 minutes/day.

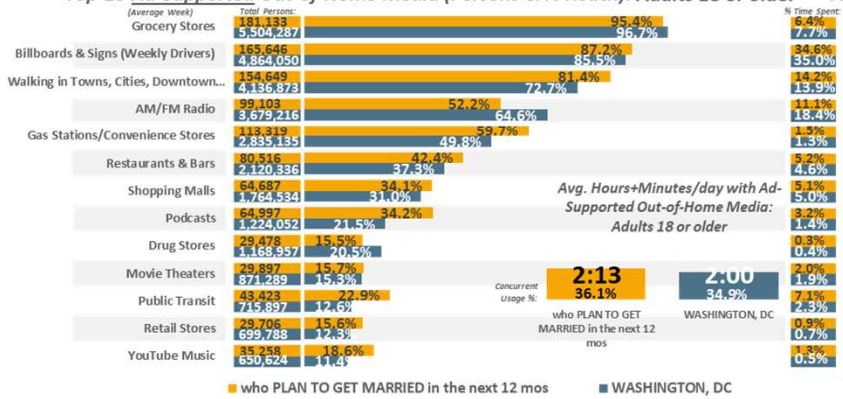
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

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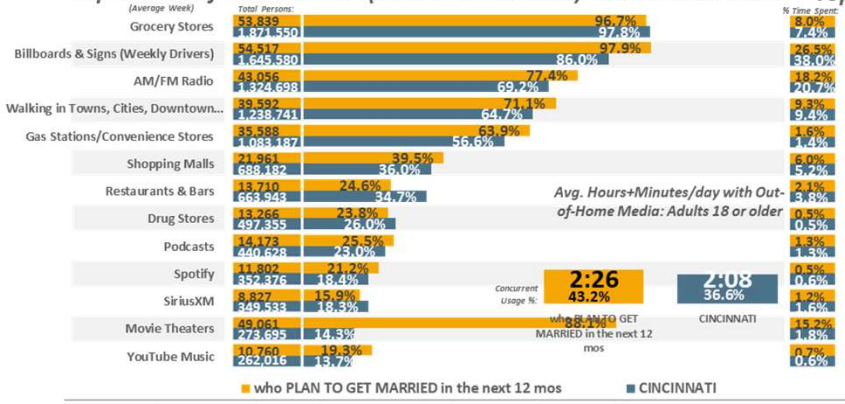
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Lifestyle changes/events personally plan to do next 12 mths: Get married



54,517 or 97.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 39.8 minutes per day driving, seeing Billboards and Signs. 76.3% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minutes/day.

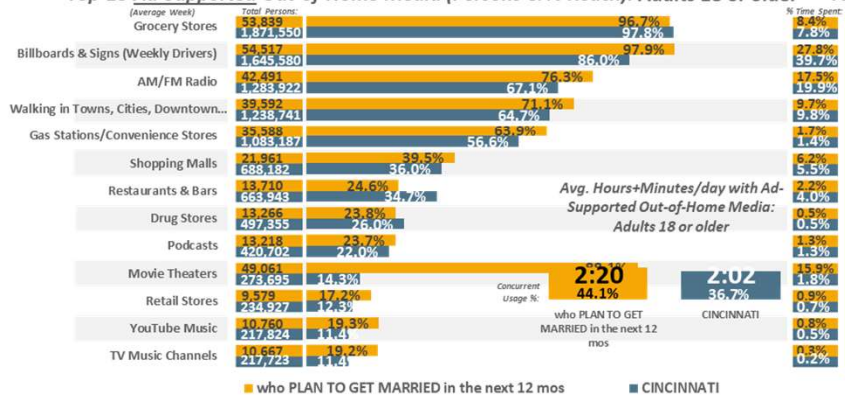
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



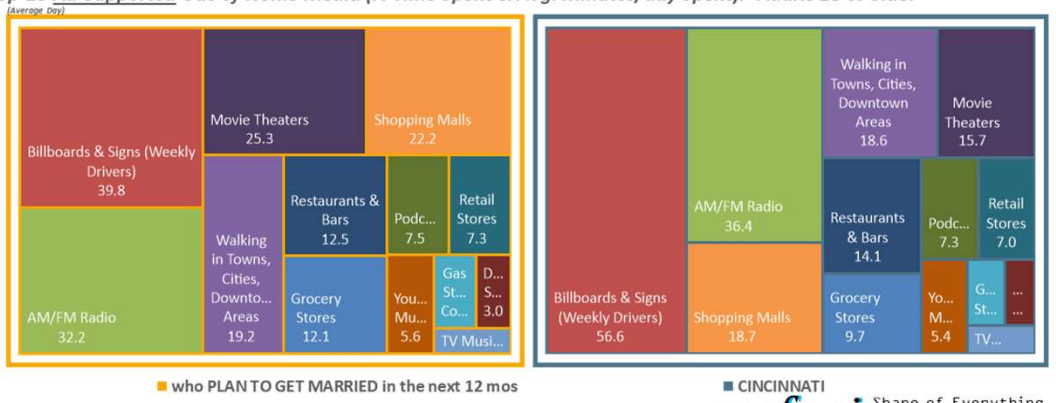
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 53

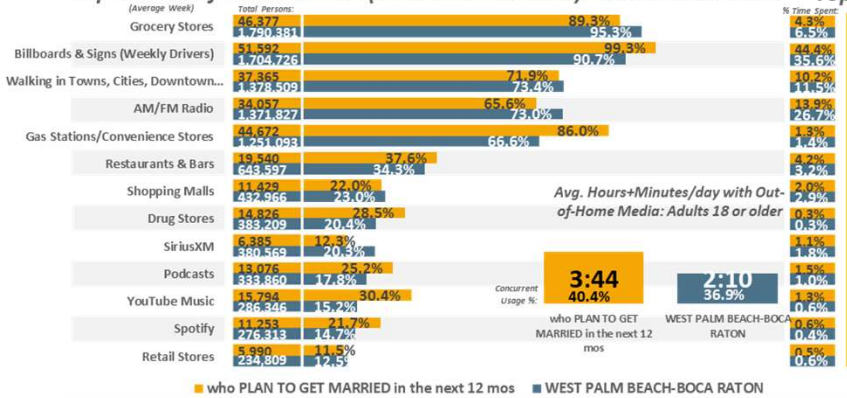
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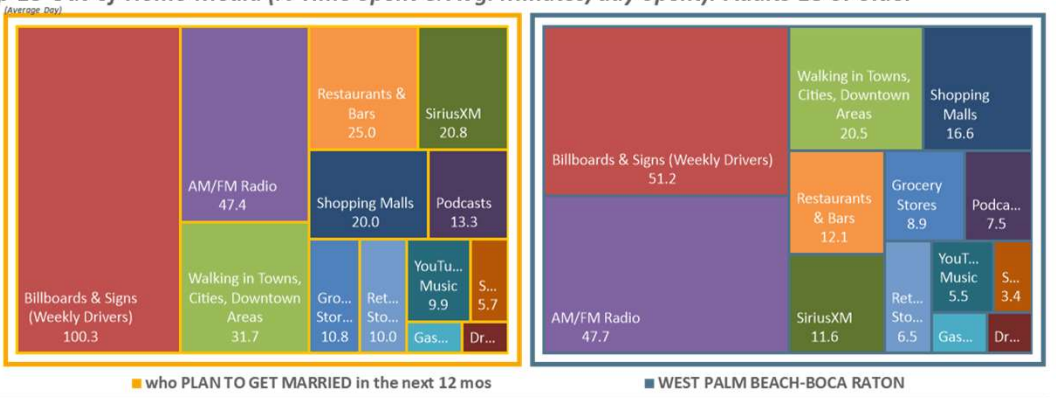
Lifestyle changes/events personally plan to do next 12 mths: Get married

51,592 or 99.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 100.3 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

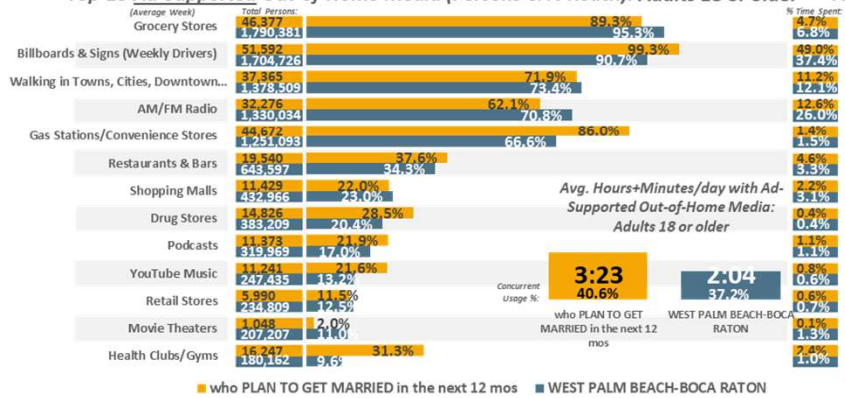
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42

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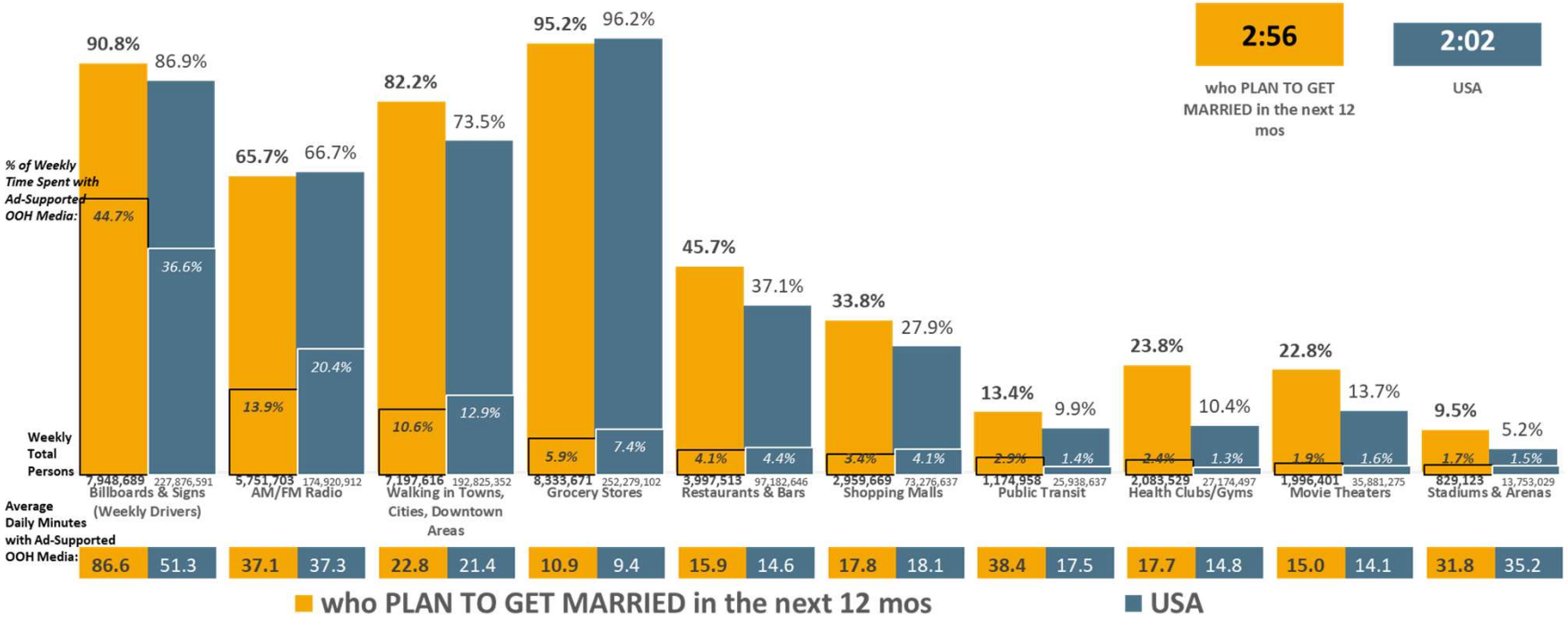
Lifestyle changes/events personally plan to do next 12 mths: Get married



7,948,689 or 90.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 86.6 minutes per day driving, seeing Billboards and Signs representing 44.7% 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 592

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

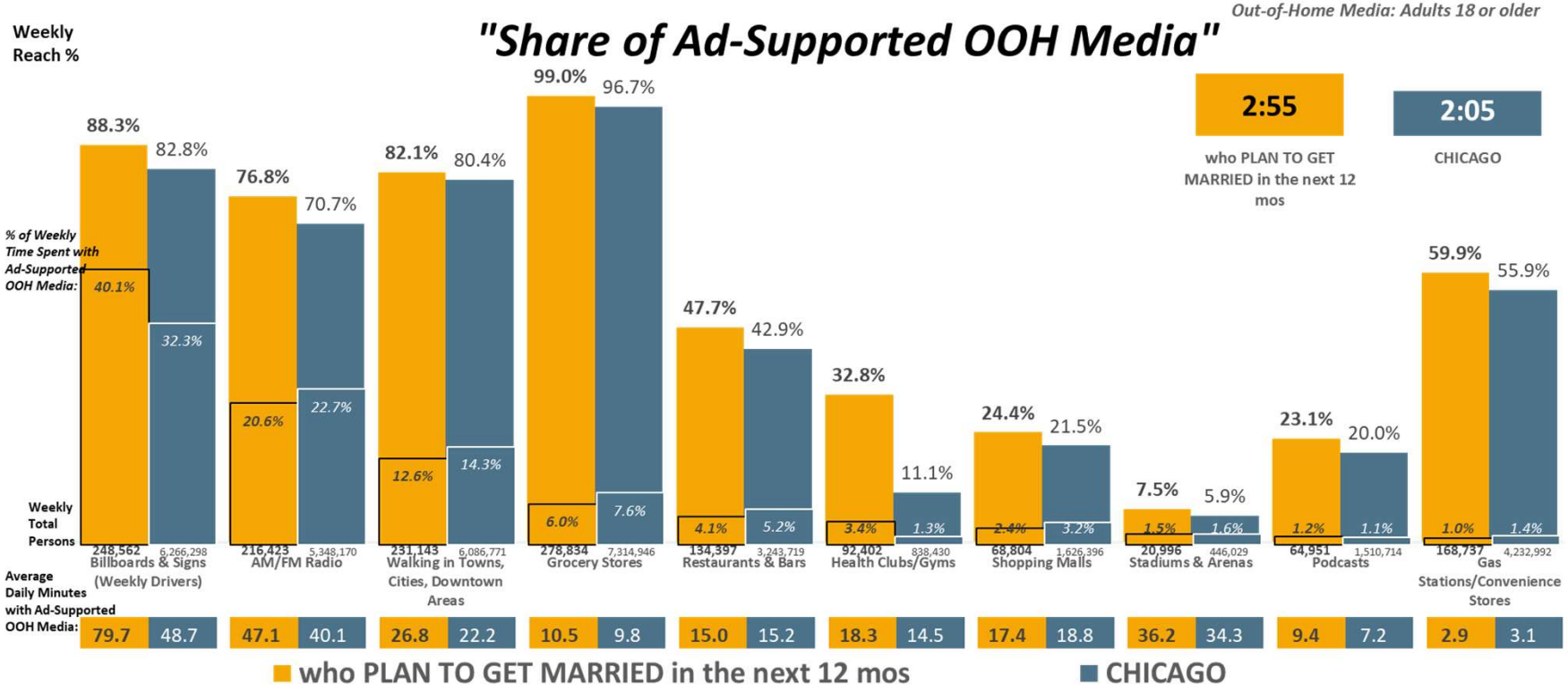
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Lifestyle changes/events personally plan to do next 12 mths: Get married



248,562 or 88.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 79.7 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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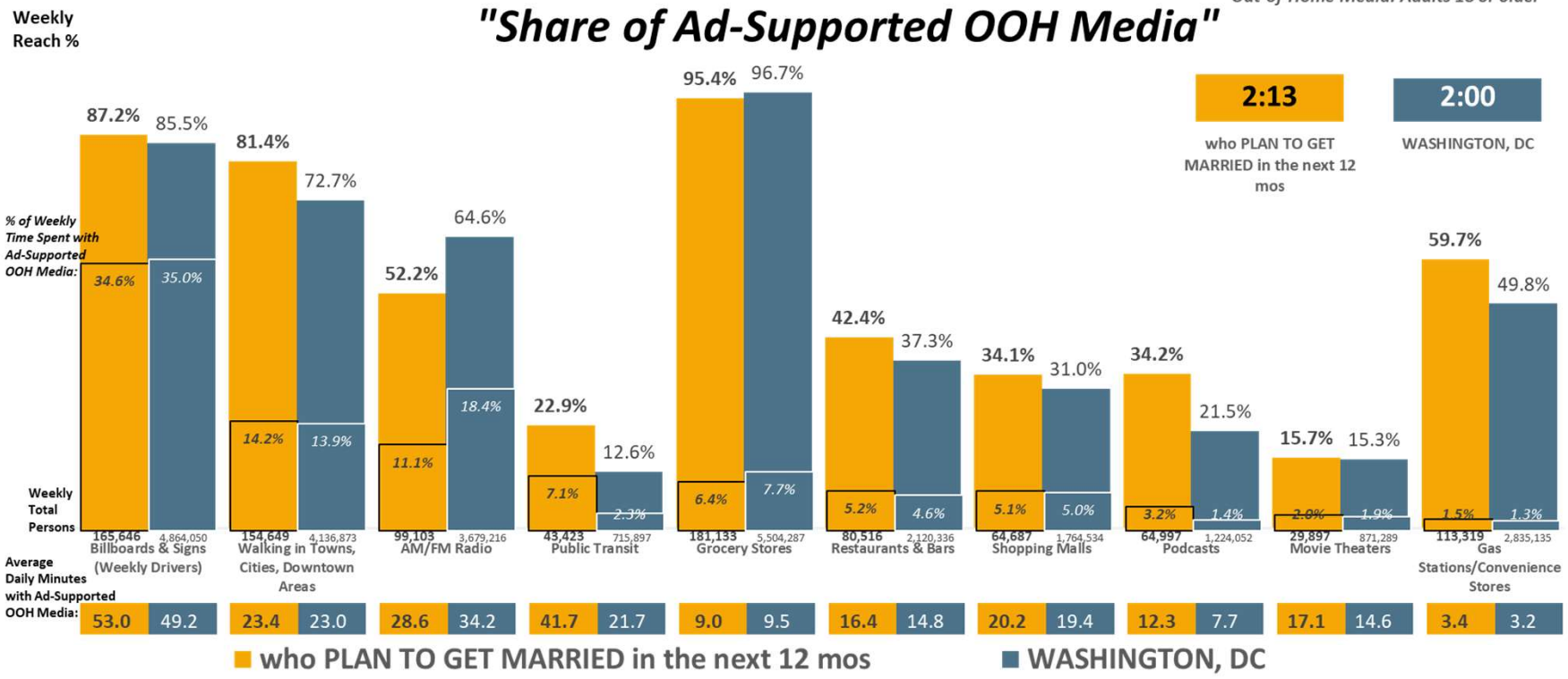
Lifestyle changes/events personally plan to do next 12 mths: Get married



165,646 or 87.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

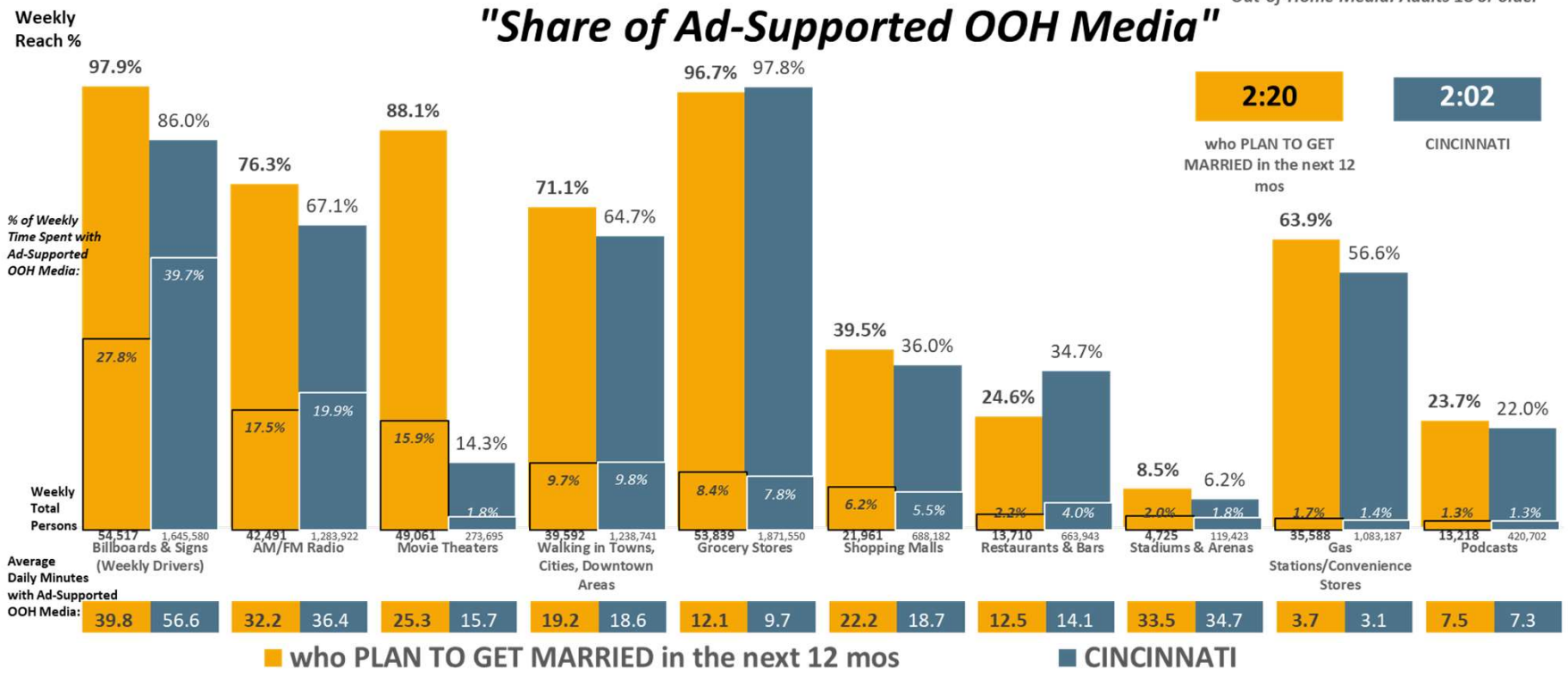
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Lifestyle changes/events personally plan to do next 12 mths: Get married

54,517 or 97.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 39.8 minutes per day driving, seeing Billboards and Signs representing 27.8% 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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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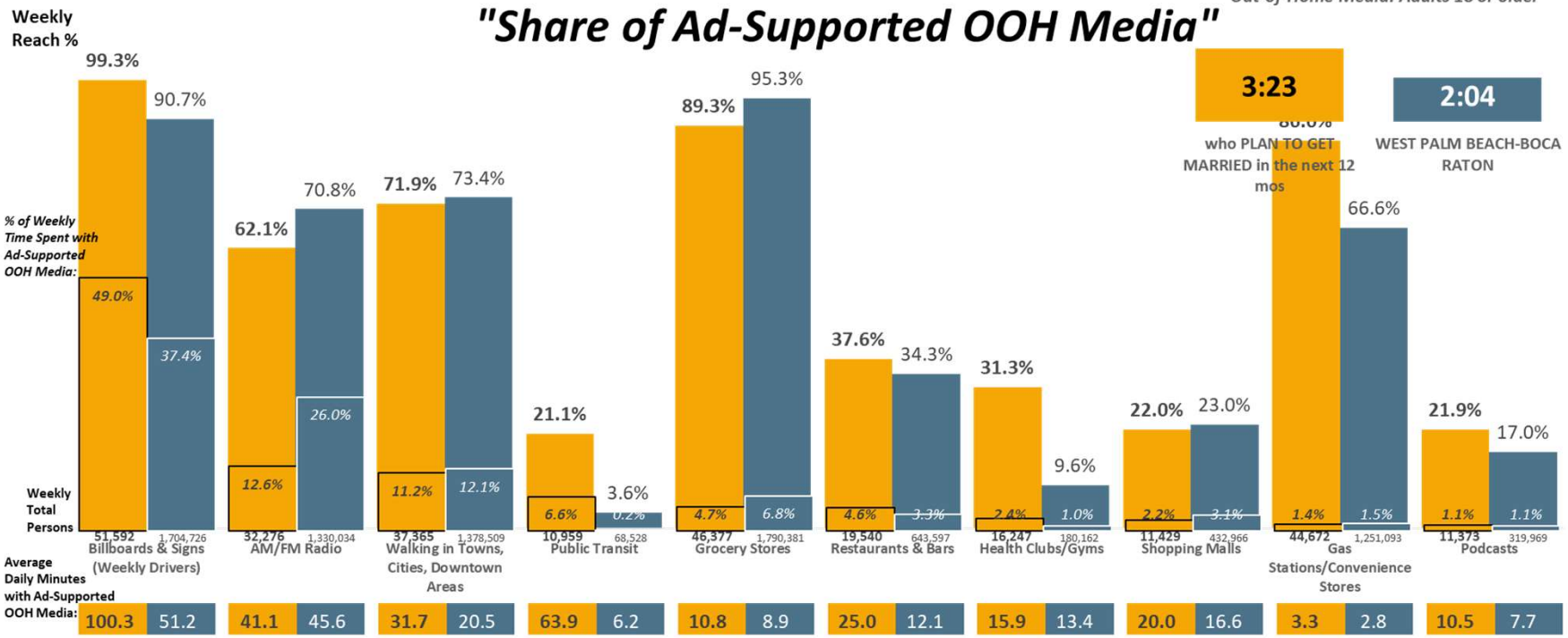
Lifestyle changes/events personally plan to do next 12 mths: Get married



51,592 or 99.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 100.3 minutes per day driving, seeing Billboards and Signs representing 49.% 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-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 42WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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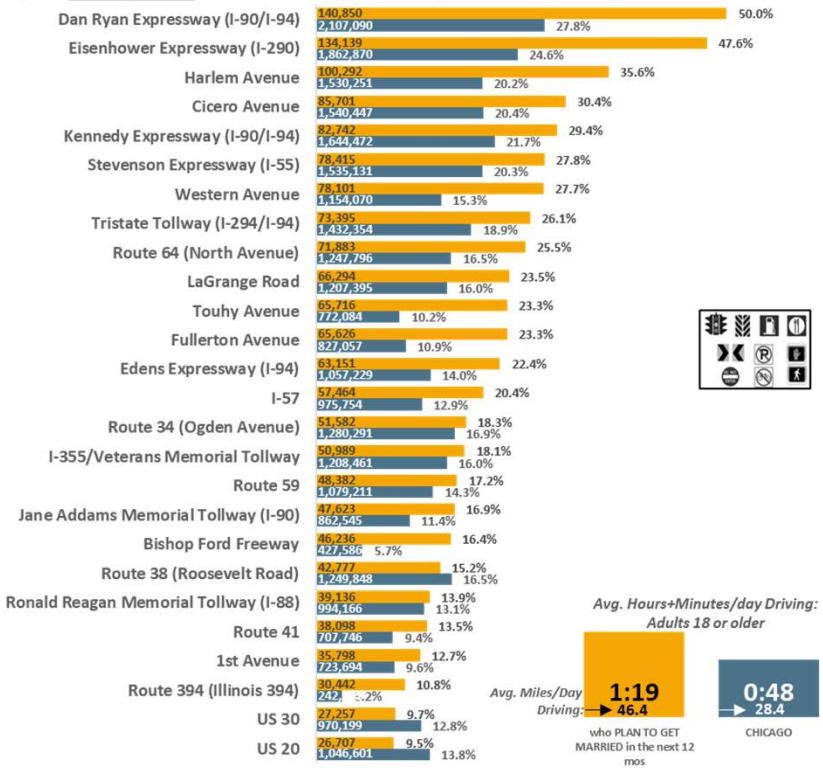
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Lifestyle changes/events personally plan to do next 12 mths: Get married



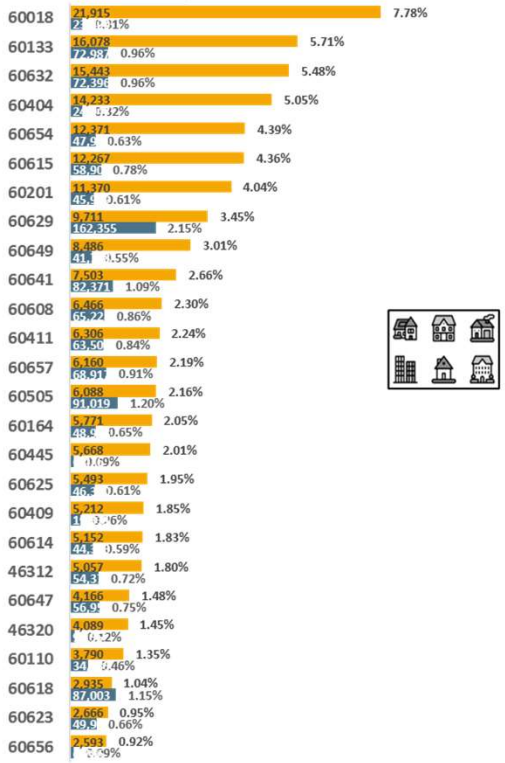
248,562 or 88.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 79.7 minutes per day driving an average of 46.4 miles each day and are 190.5% more likely to use Bishop Ford Freeway than the Metro average.

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

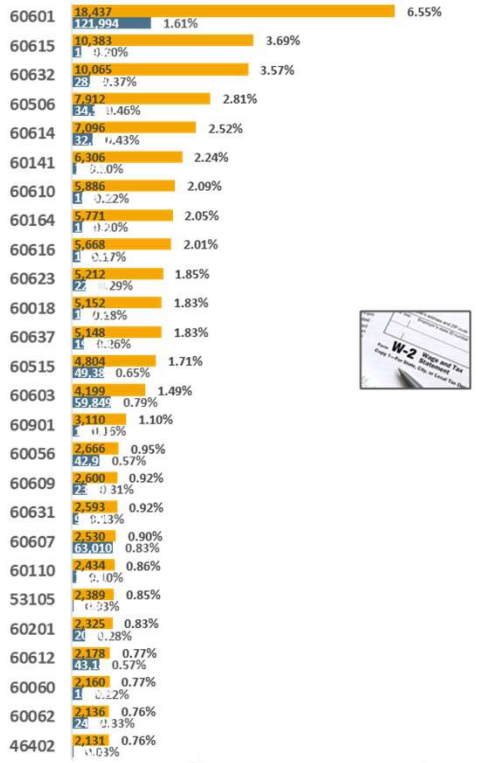


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

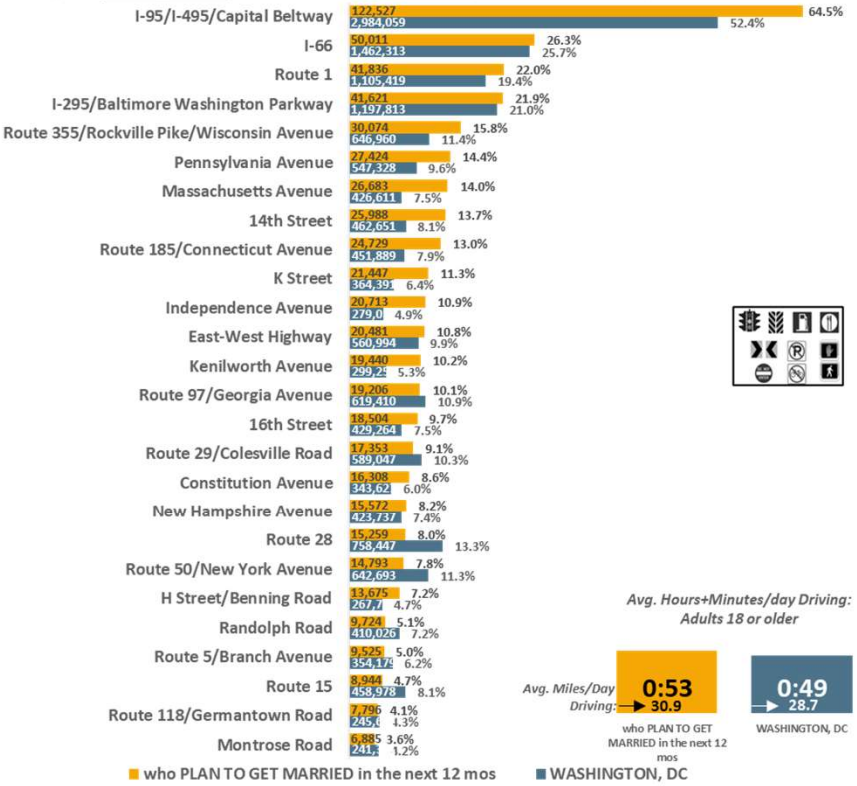
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Lifestyle changes/events personally plan to do next 12 mths: Get married



165,646 or 87.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 53. minutes per day driving an average of 30.9 miles each day and are 122.4% more likely to use Independence Avenue than the Metro average.

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



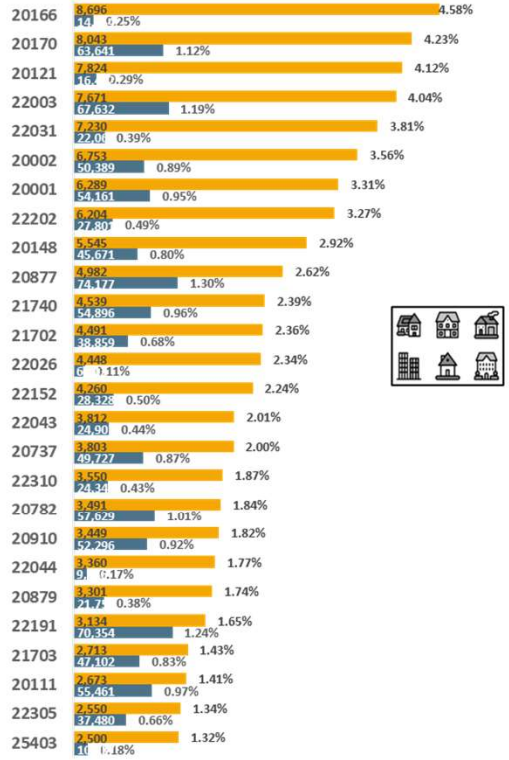
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 30.9

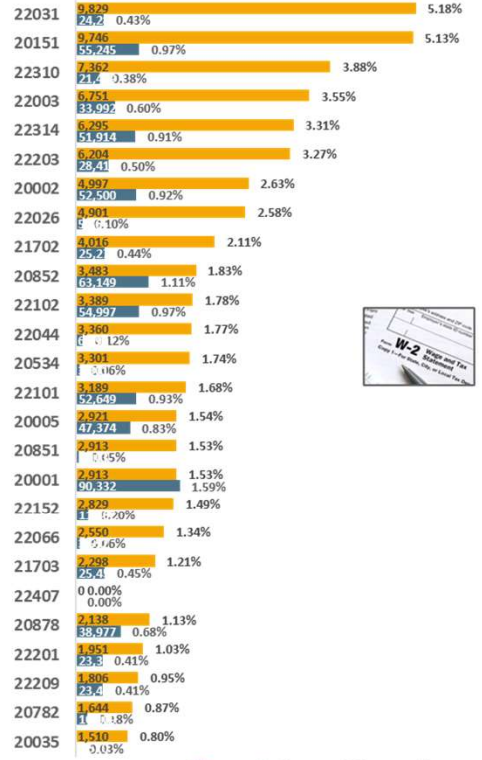
0:53 who PLAN TO GET MARRIED in the next 12 mos

0:49 → 28.7 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

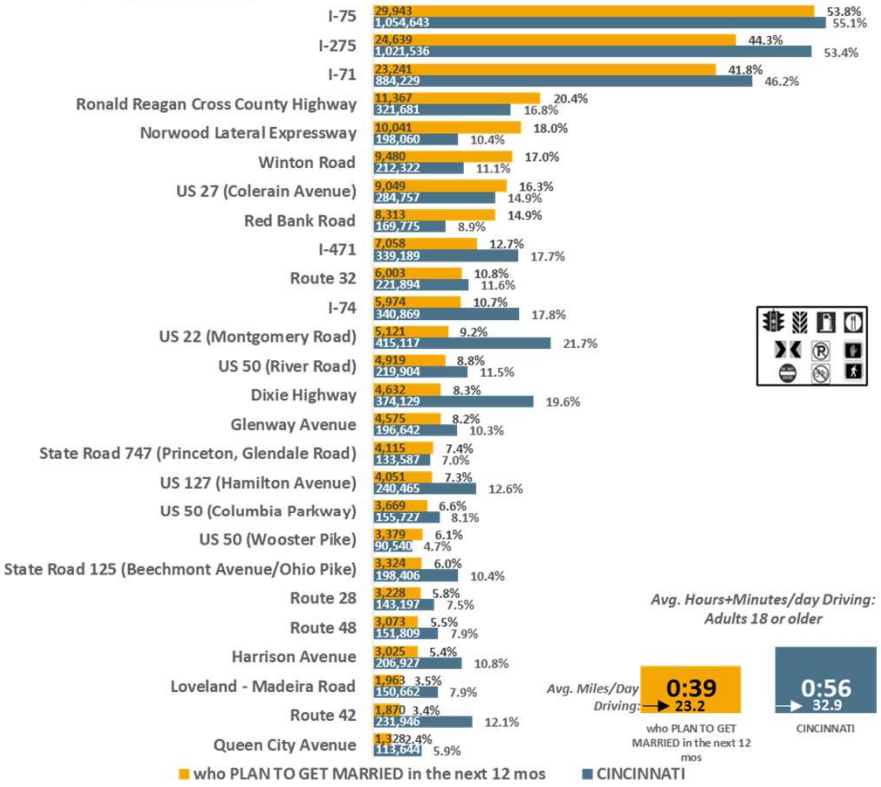
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Lifestyle changes/events personally plan to do next 12 mths: Get married



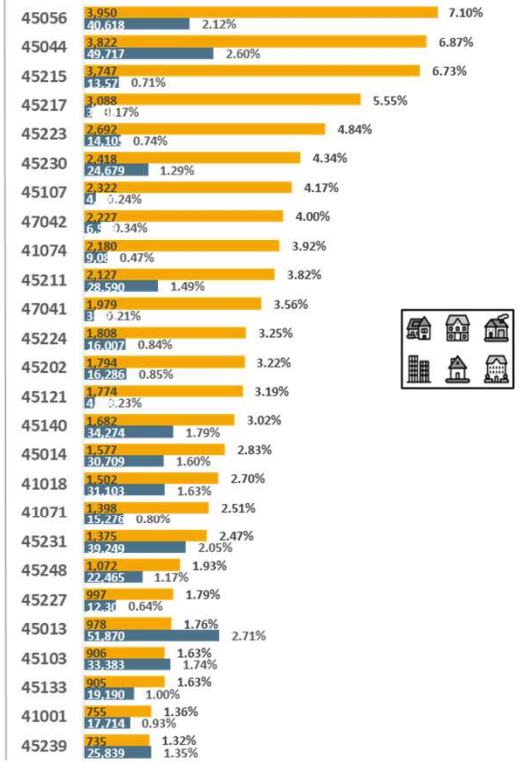
54,517 or 97.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 39.8 minutes per day driving an average of 23.2 miles each day and are 74.3% more likely to use Norwood Lateral Expressway than the Metro average.

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

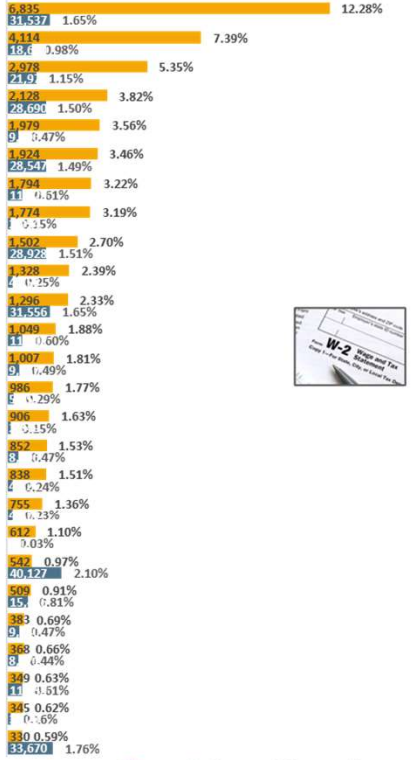


Avg. Hours+Minutes/day Driving: Adults 18 or older

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 53

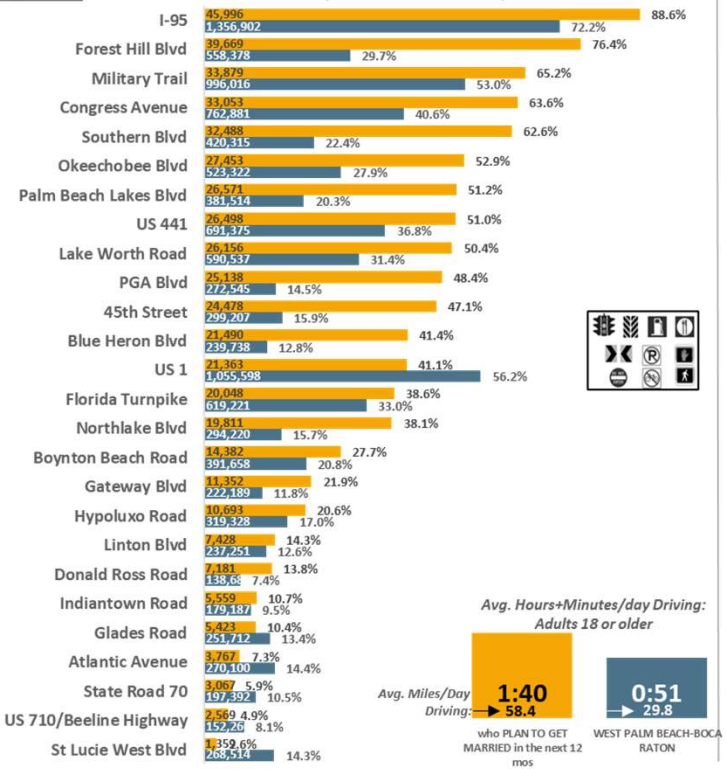
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Lifestyle changes/events personally plan to do next 12 mths: Get married

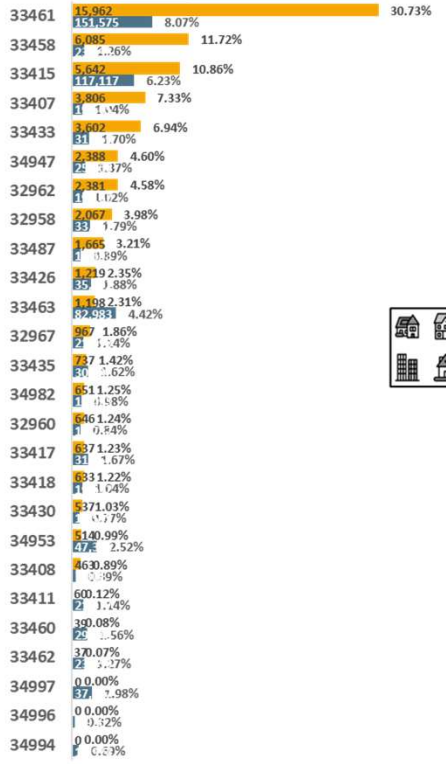


51,592 or 99.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 100.3 minutes per day driving an average of 58.4 miles each day and are 233.7% more likely to use PGA Blvd than the Metro average.

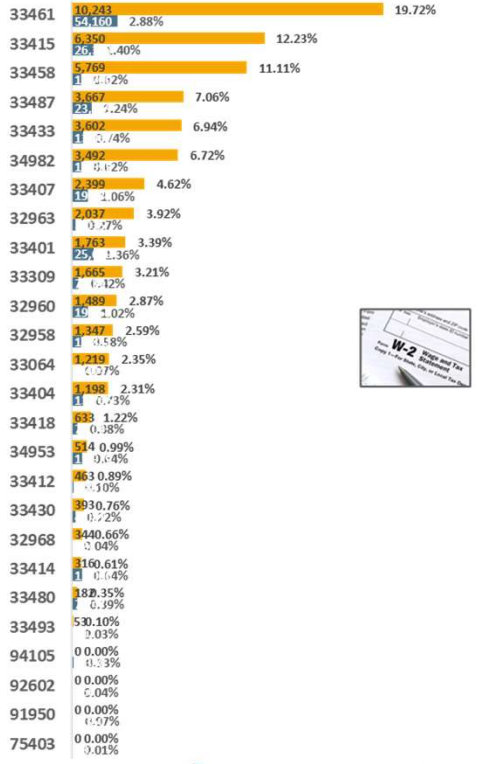
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

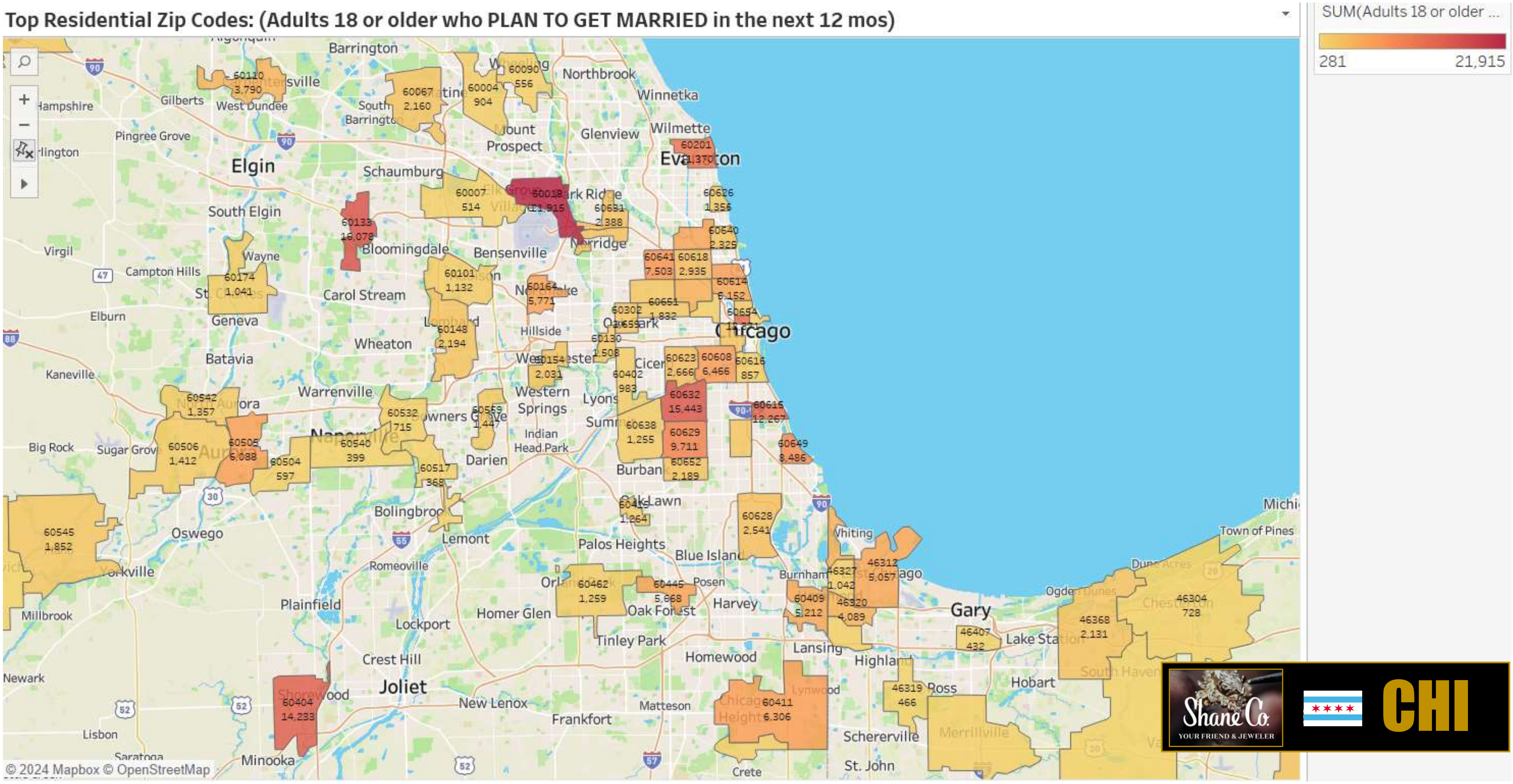


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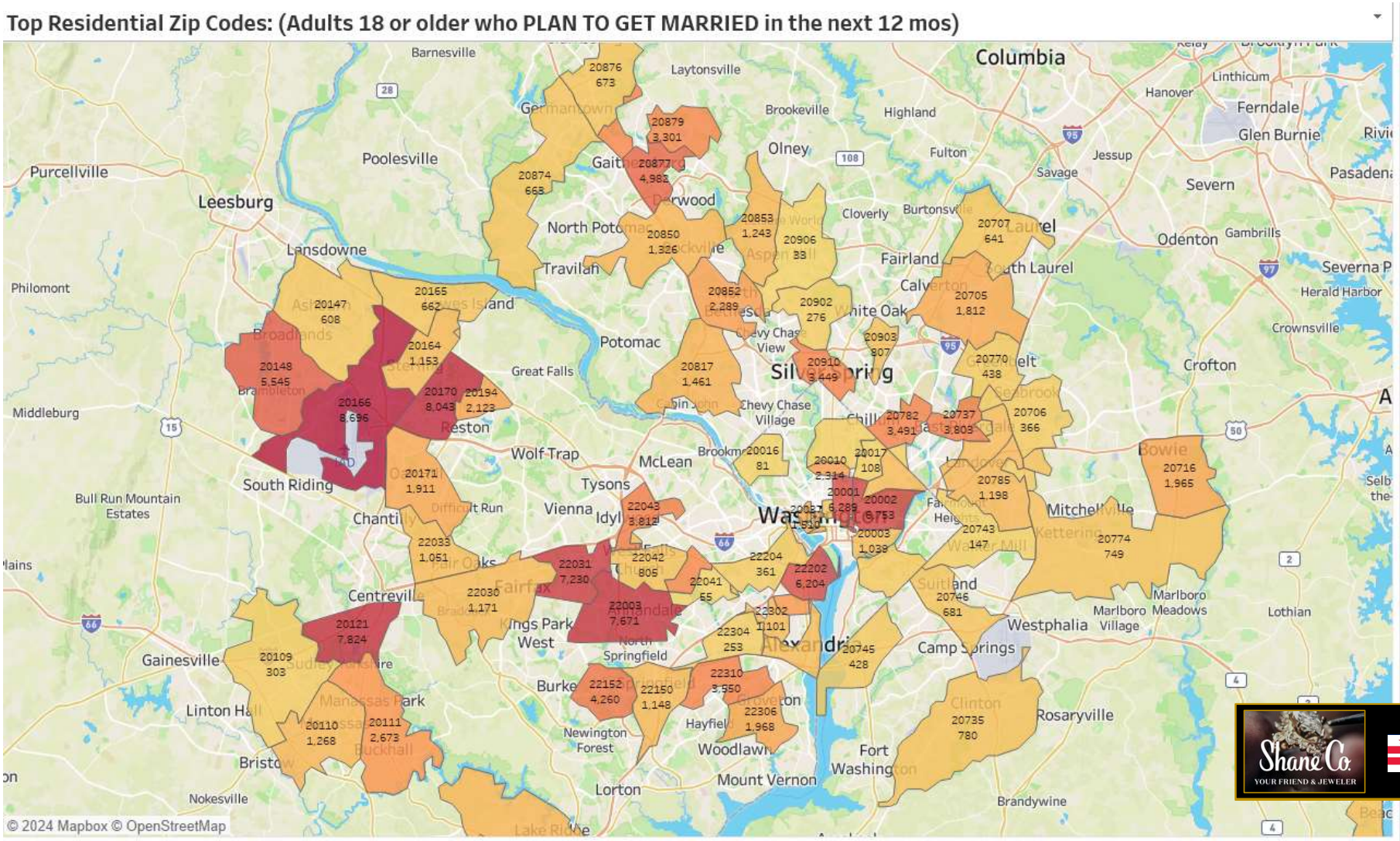
Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



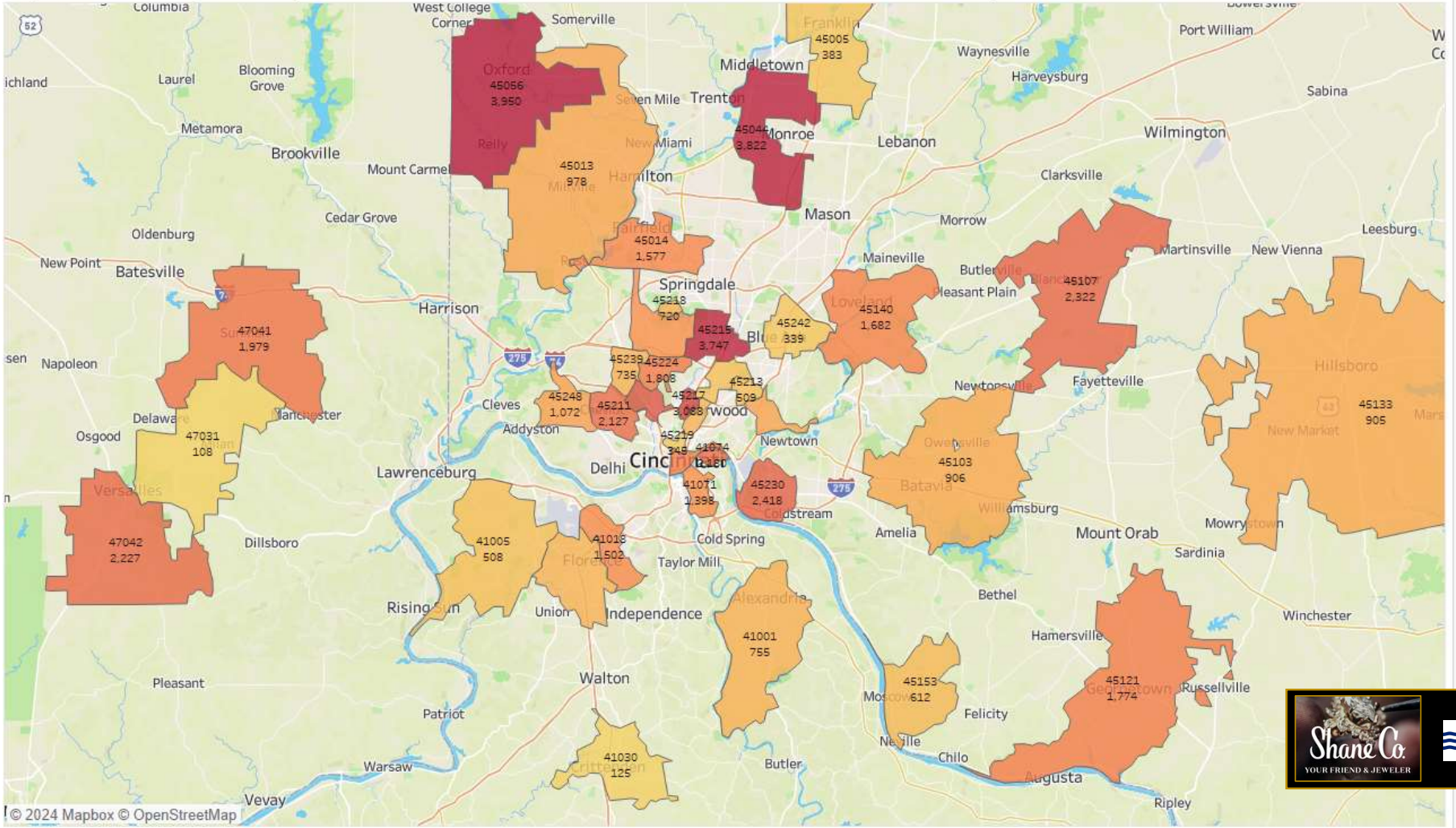
Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



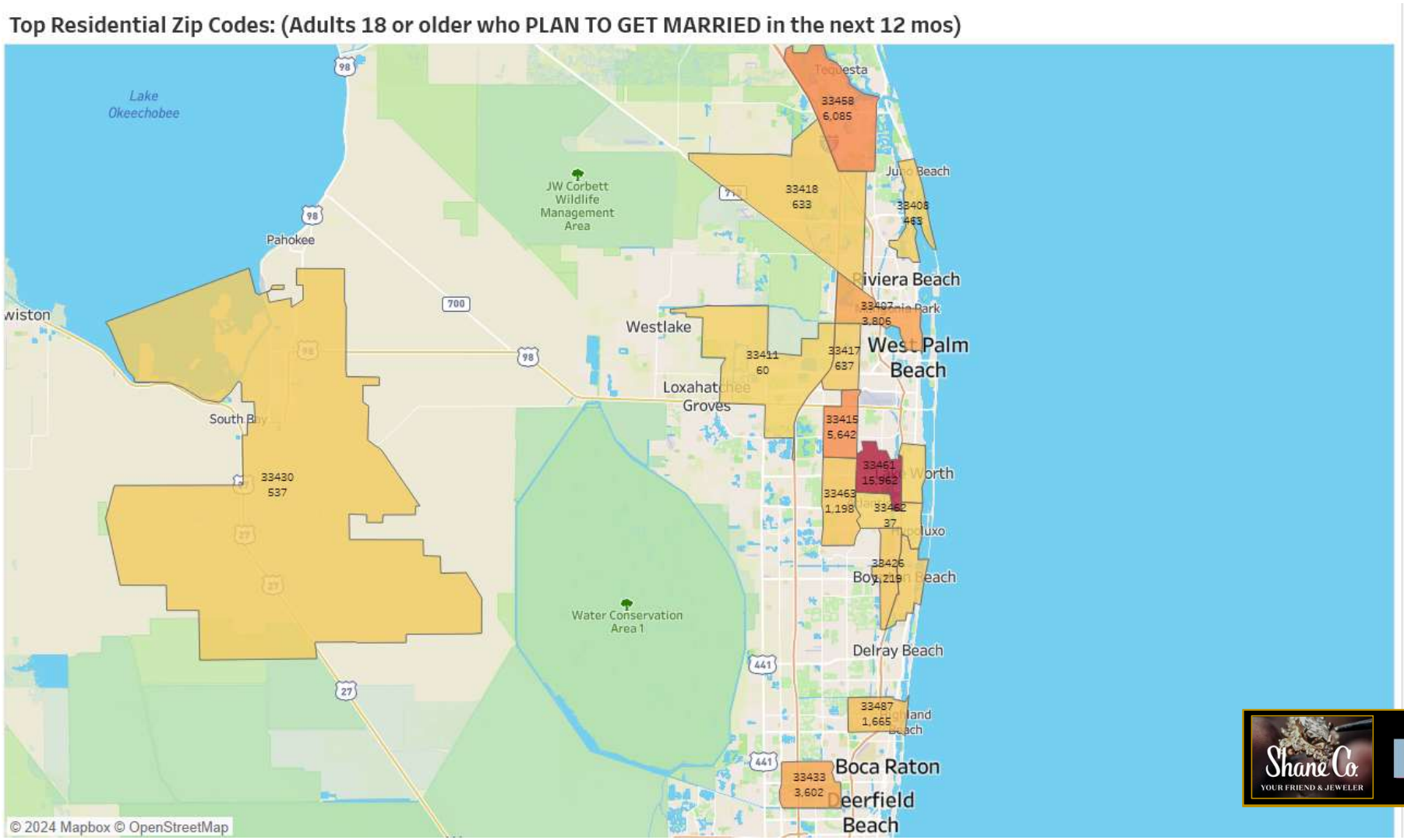
Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



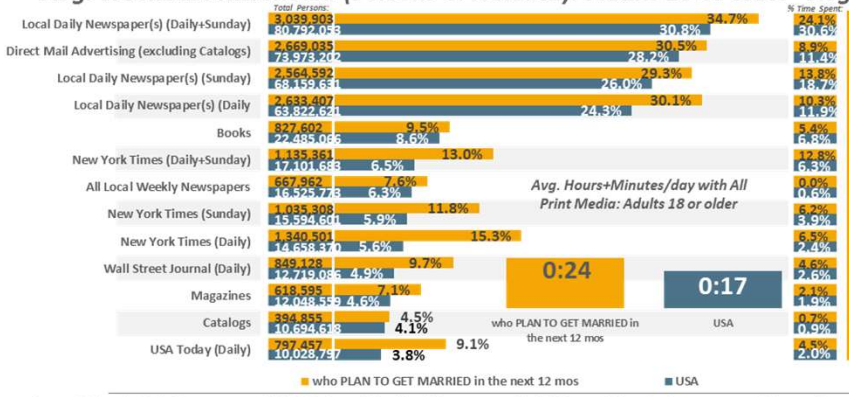
Shane Co.
YOUR FRIEND & JEWELER
WPB

Lifestyle changes/events personally plan to do next 12 mths: Get married

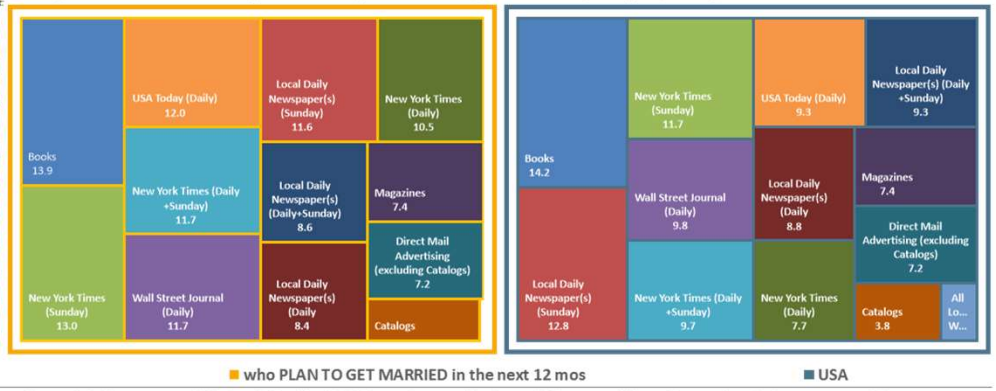


3,039,903 or 34.7% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

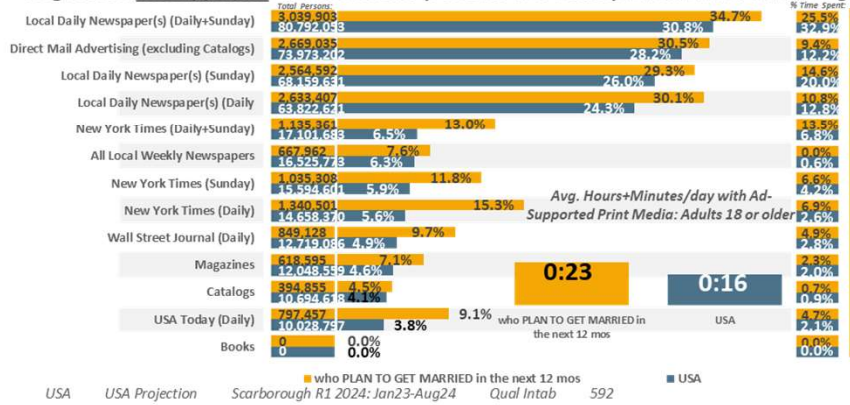
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



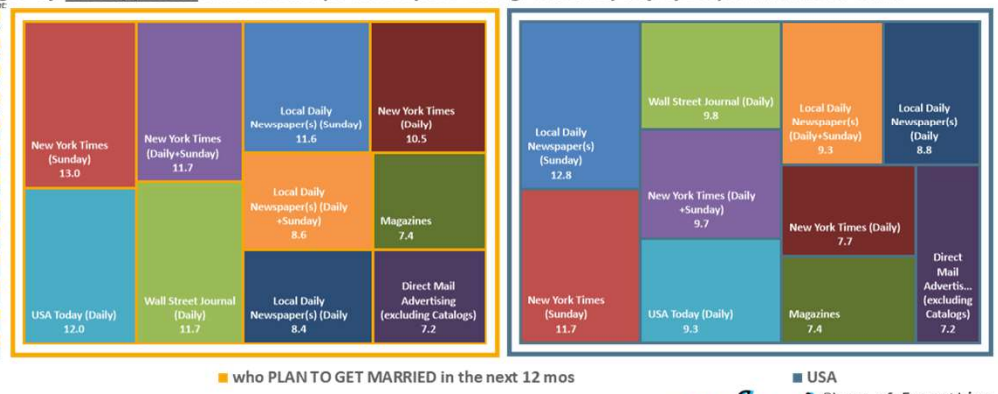
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 592

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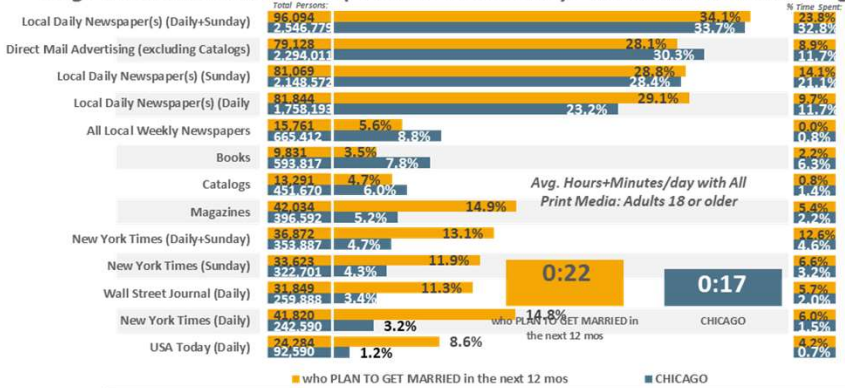
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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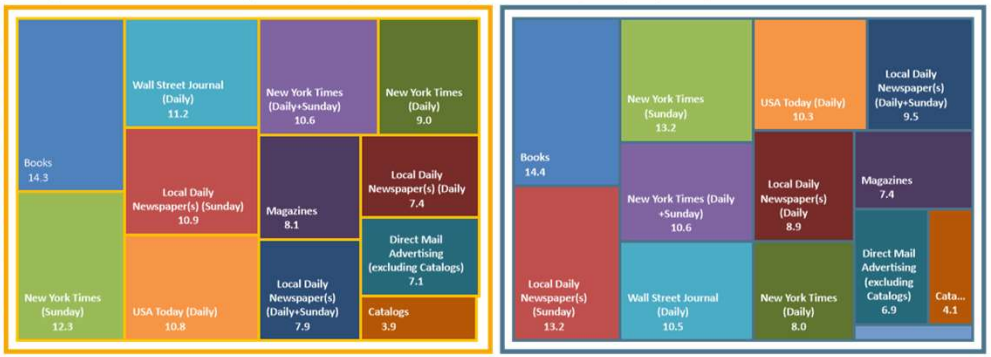
Lifestyle changes/events personally plan to do next 12 mths: Get married

96,094 or 34.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 24.3% of all time spent daily with All forms of Print Media.

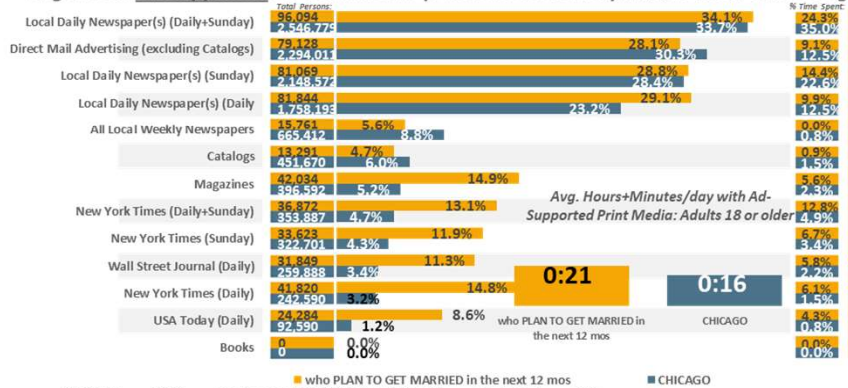
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 106

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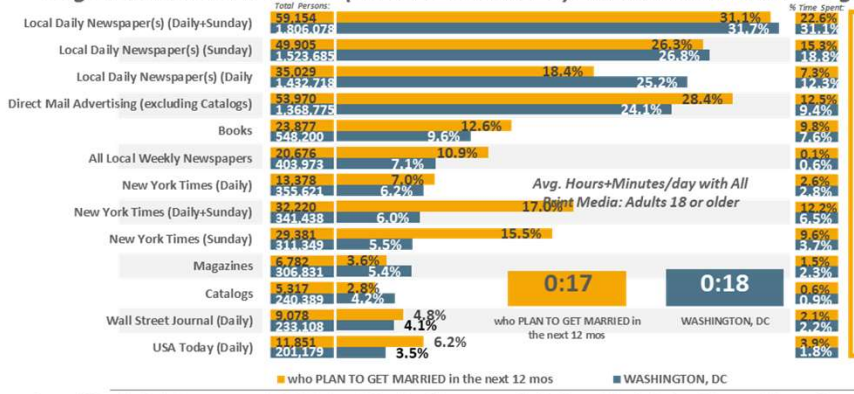
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Lifestyle changes/events personally plan to do next 12 mths: Get married

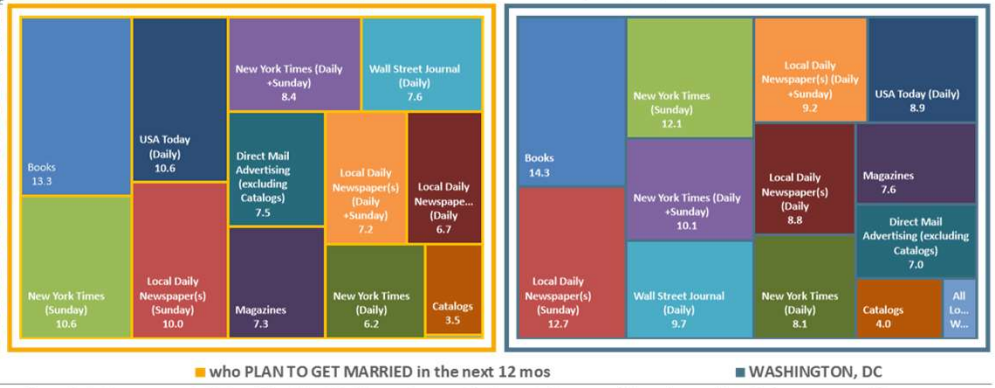


59,154 or 31.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 25.% of all time spent daily with All forms of Print Media.

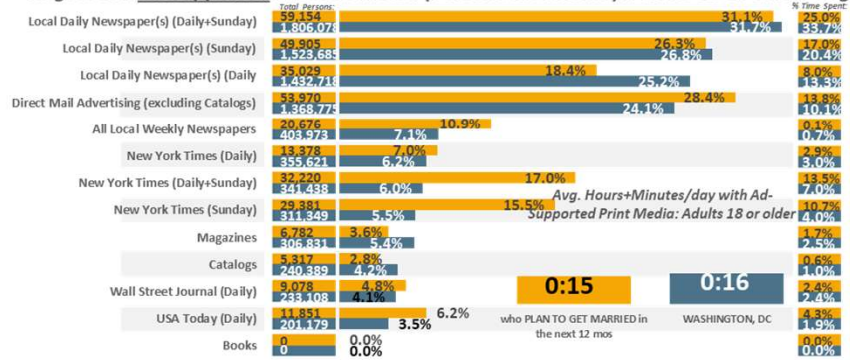
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



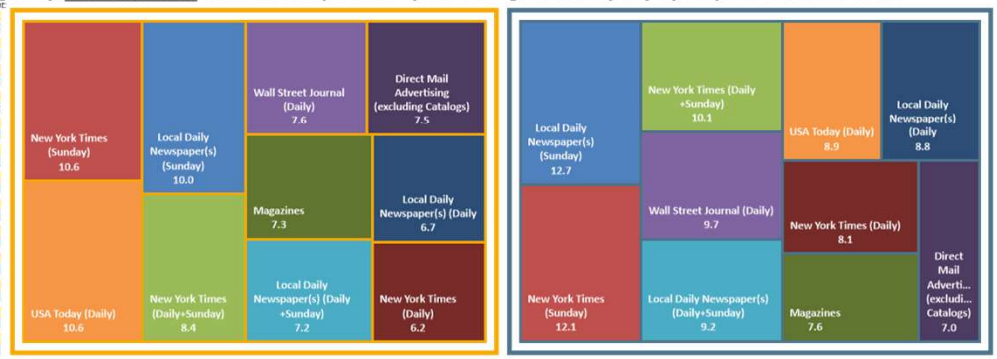
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 152

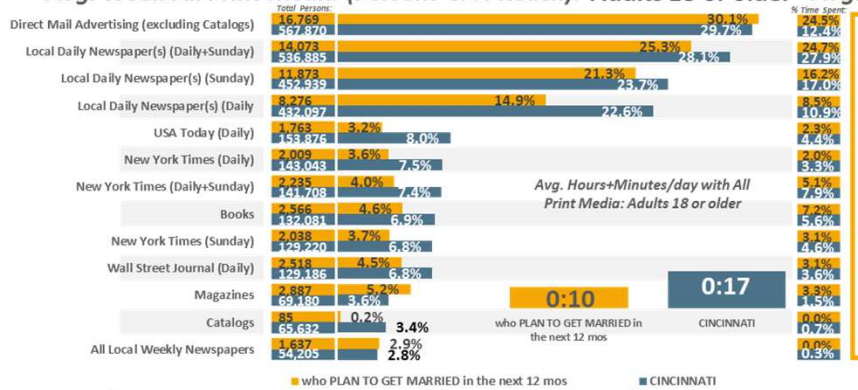
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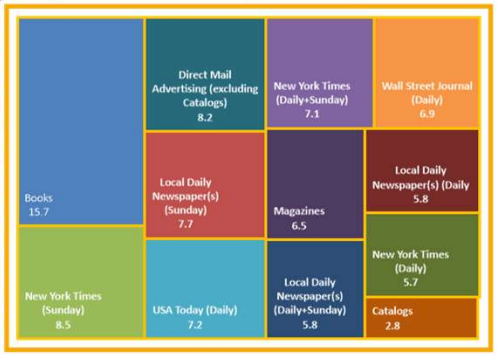
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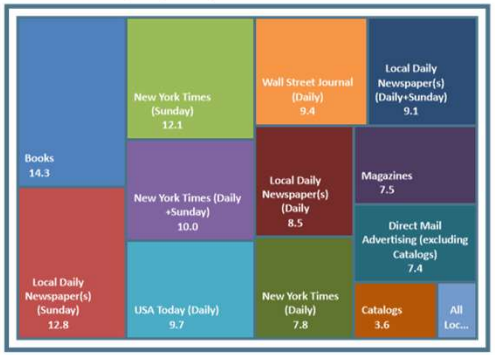
Lifestyle changes/events personally plan to do next 12 mths: Get married

14,073 or 25.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.8 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

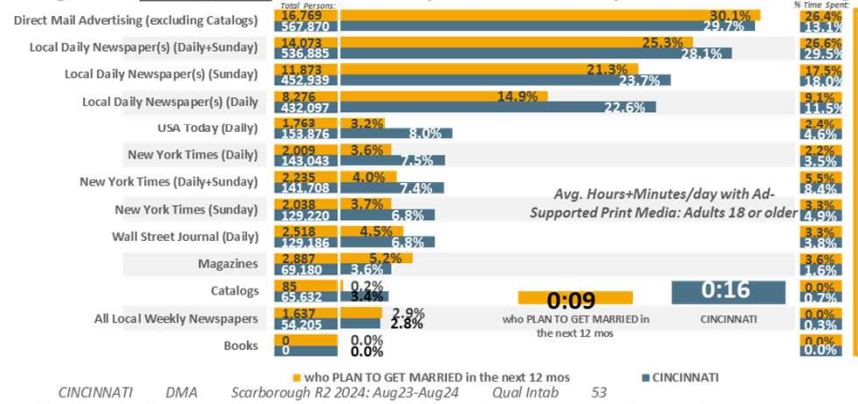
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



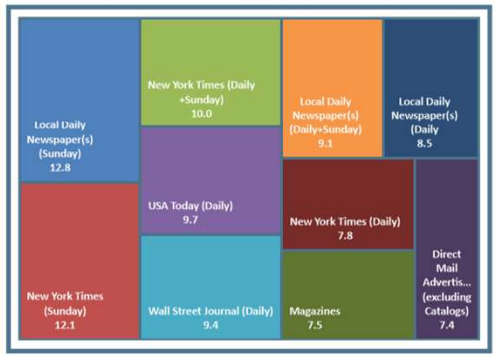




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 53

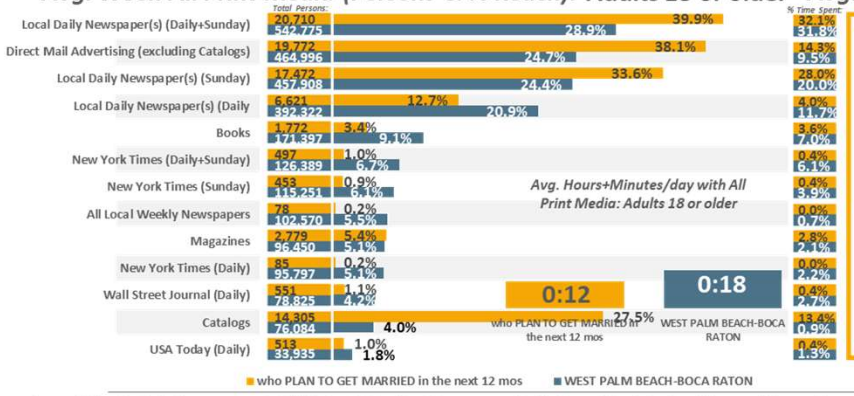
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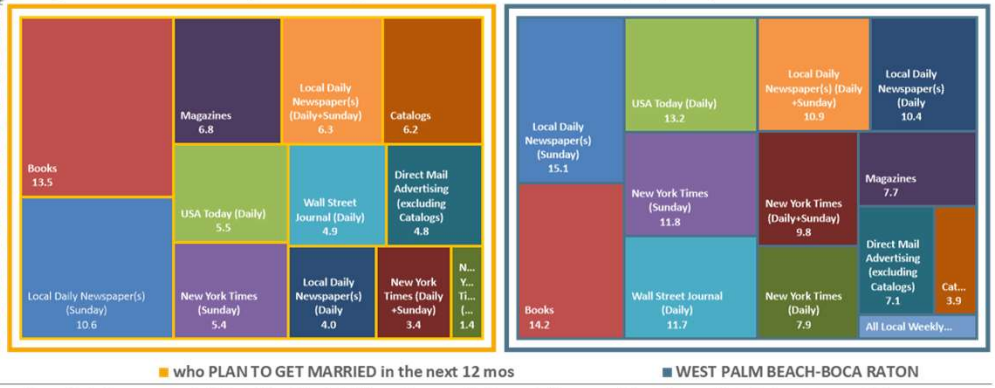
Lifestyle changes/events personally plan to do next 12 mths: Get married

20,710 or 39.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.3 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

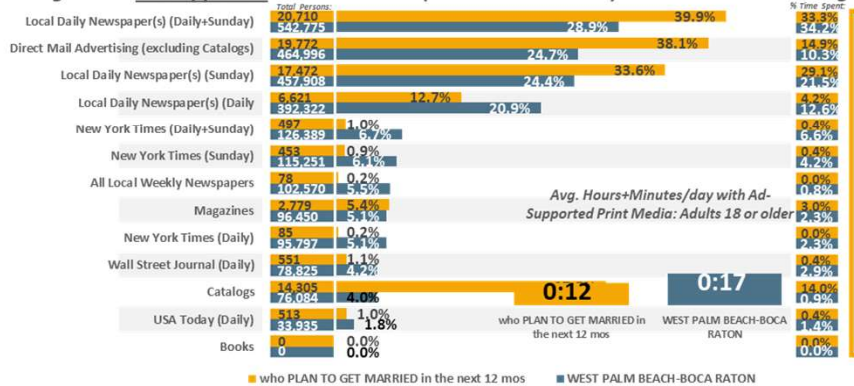
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



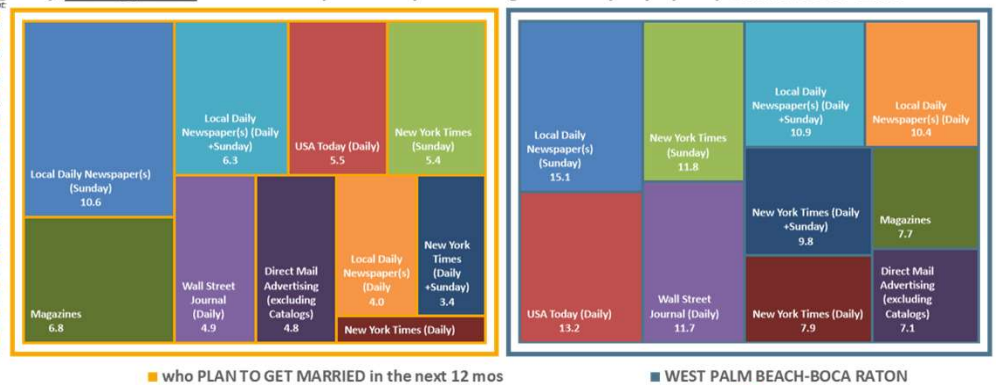
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

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Lifestyle changes/events personally plan to do next 12 mths: Get married