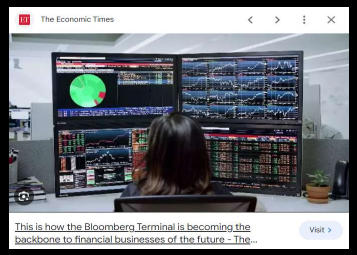
USA–5 Demos of the CHICAGO, IL DMA vs. the USA…

Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles









P18+, P25-54, W25-54, M25-54, P50+

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

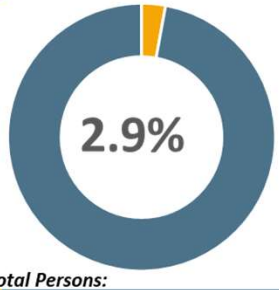
HUBBARD BROADCASTING INC. HB INC.

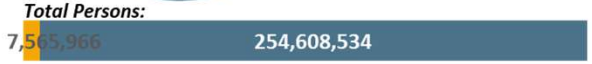


P18+

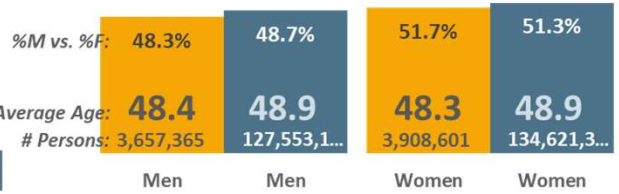
2.9% or 7,565,966 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Typical Adults 18 or older who Live in the CHICAGO, IL, DMA are 48.3 years old (1.1% younger than average) and have a $106,529 (16.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

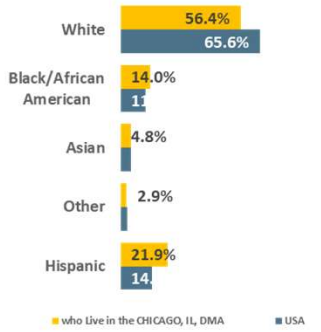




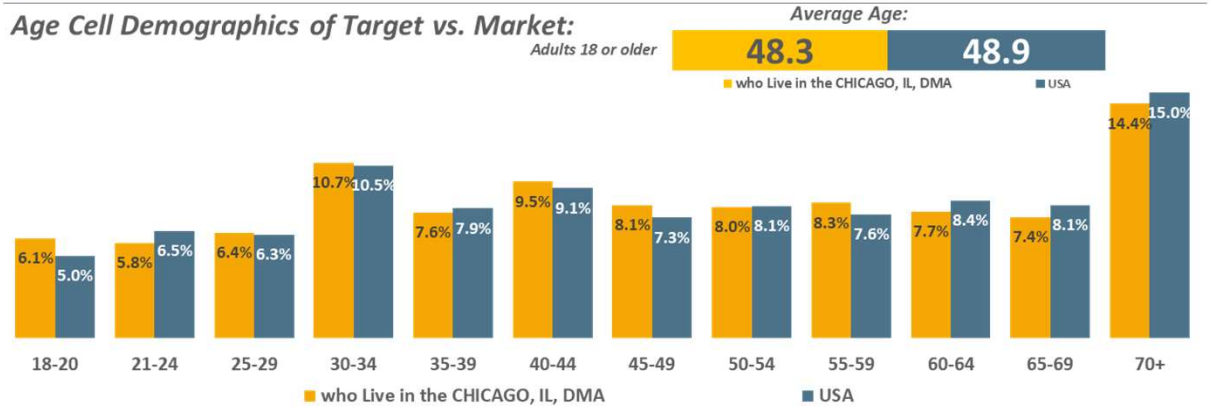
Gender of Target vs. Market: Adults 18 or older



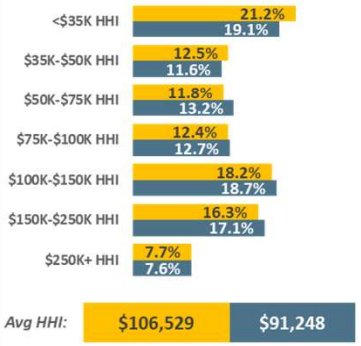
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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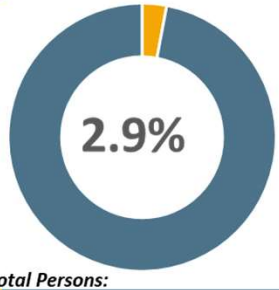
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



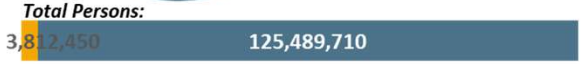
P25-54

2.9% or 3,812,450 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 40.1 years old (.2% older than average) and have a $119,441 (17.6% higher than average) annual household income.

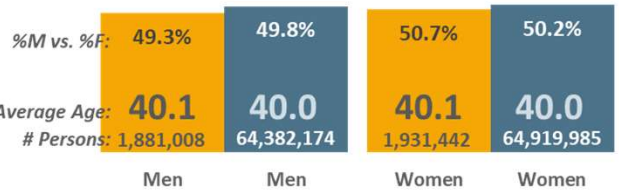
Percent of Market: Adults 25 - 54



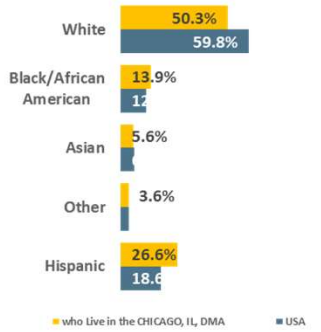
Total Persons:



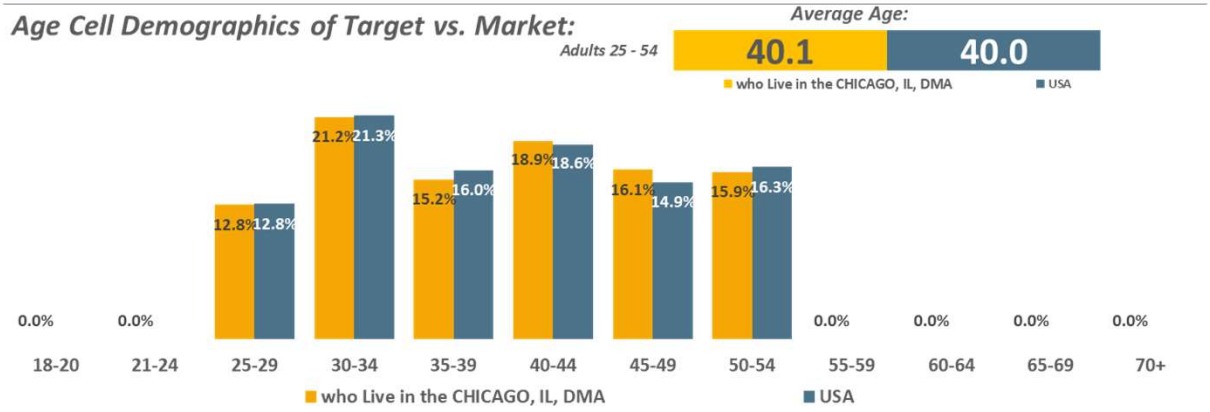
Gender of Target vs. Market: Adults 25 - 54



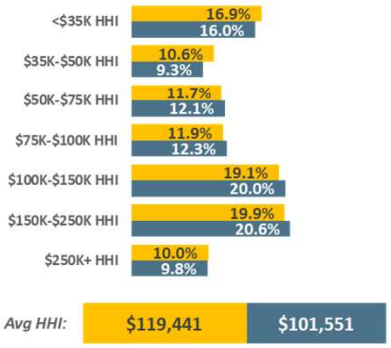
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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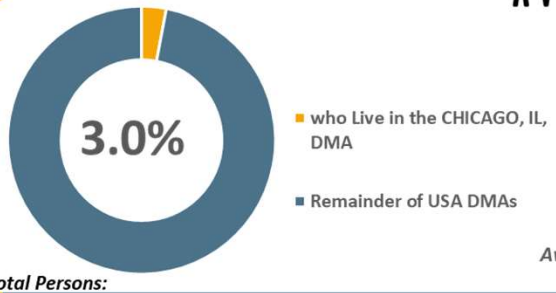
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



W25-54

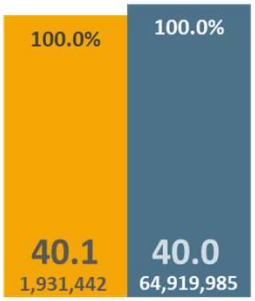
3.% or 1,931,442 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Women 25 - 54 who Live in the CHICAGO, IL, DMA are 40.1 years old (.1% older than average) and have a $104,895 (16.2% higher than average) annual household income.

Percent of Market: Women 25 - 54

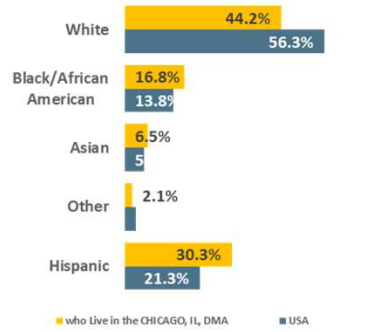


Total Persons:
1,931,442 | 62,988,543

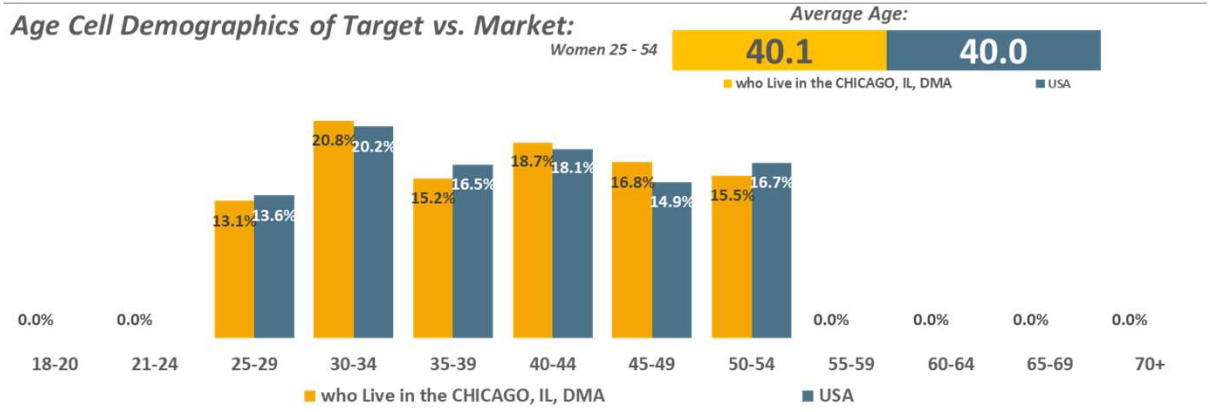
Gender of Target vs. Market: Women 25 - 54



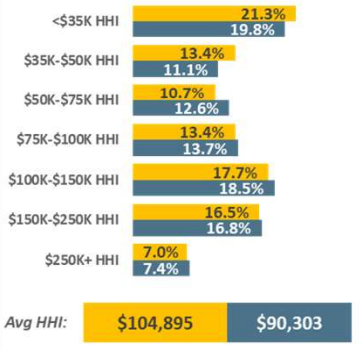
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $104,895 | $90,303

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

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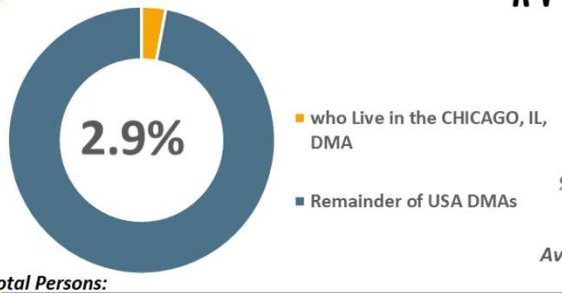
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M25-54

2.9% or 1,881,008 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Men 25 - 54 who Live in the CHICAGO, IL, DMA are 40.1 years old (.2% older than average) and have a $134,377 (19.% higher than average) annual household income.

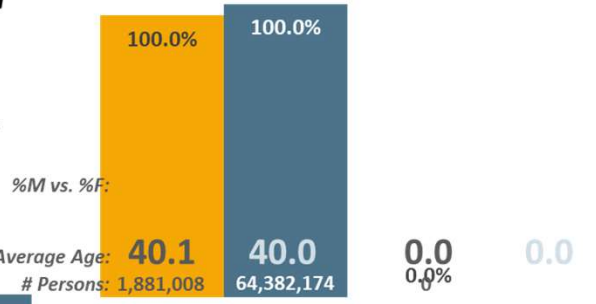
Percent of Market: Men 25 - 54



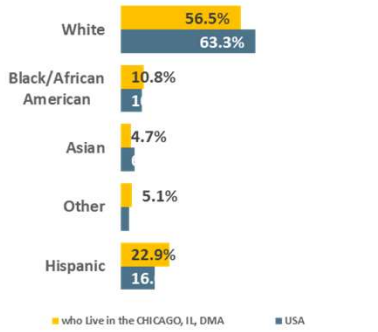
Total Persons:



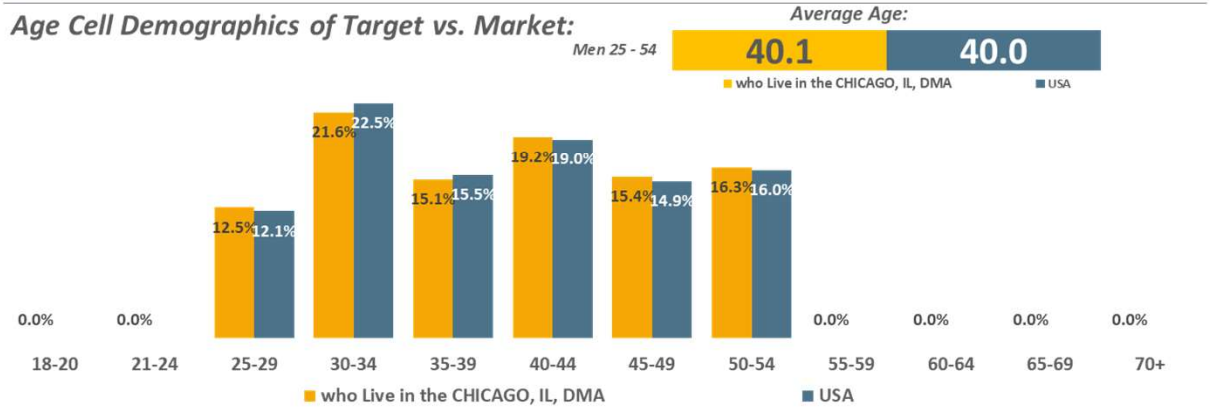
Gender of Target vs. Market: Men 25 - 54



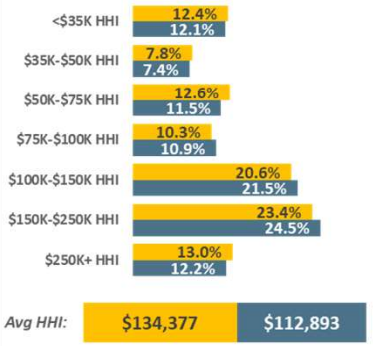
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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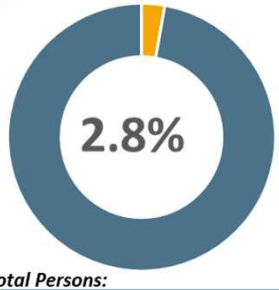
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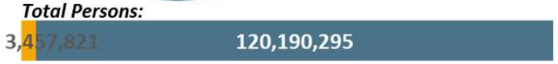
P50+

2.8% or 3,457,821 of USA Adults 50 or older Live in the CHICAGO, IL, DMA.
Typical Adults 50 or older who Live in the CHICAGO, IL, DMA are 65.4 years old (.4% younger than average) and have a $94,619 (8.7% higher than average) annual household income.

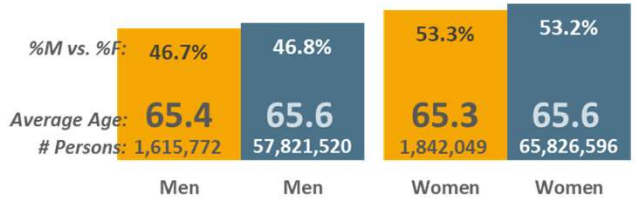
Percent of Market: Adults 50 or older



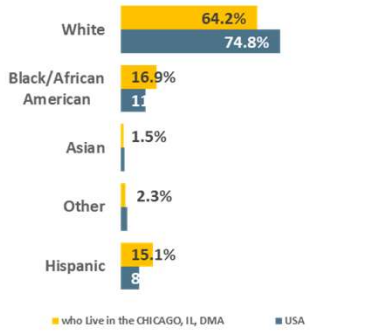
Total Persons:



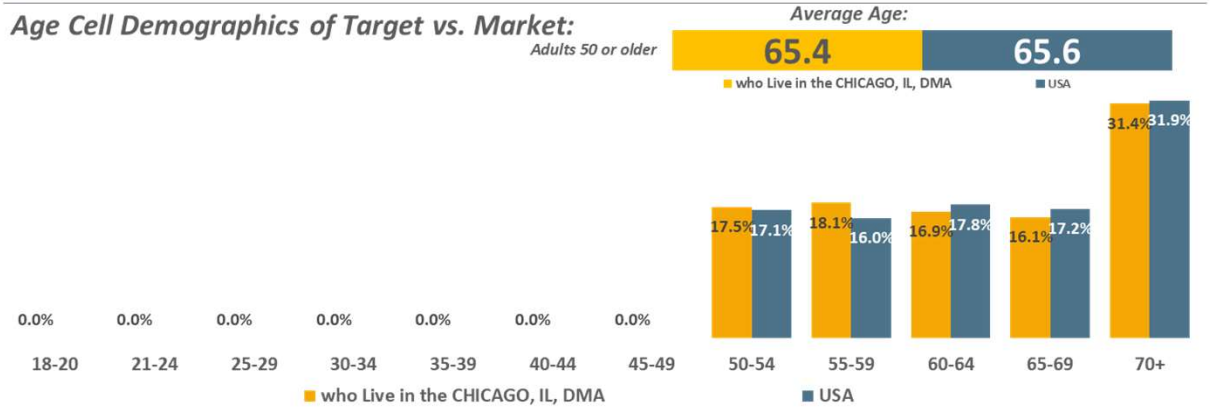
Gender of Target vs. Market: Adults 50 or older



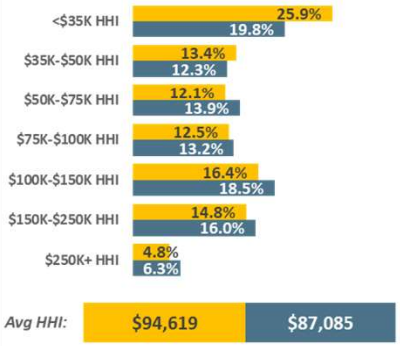
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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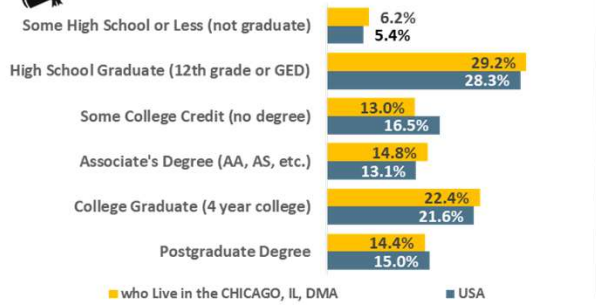
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



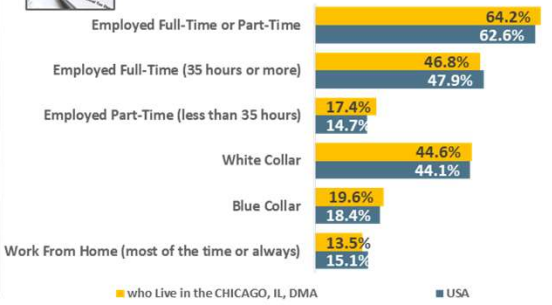
P18+

2.9% or 7,565,966 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are .6% more likely to be a college graduate, 2.3% less likely to work full-time, 10.2% less likely to be married, .4% more likely to be a parent of 1 or more children under 18.

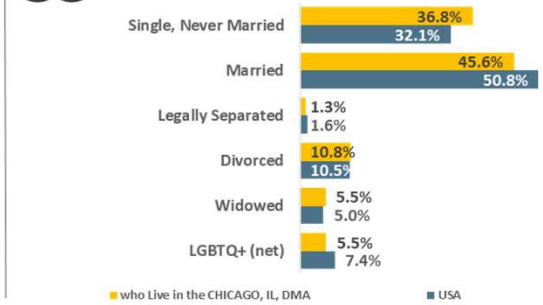
Education Levels: Adults 18 or older



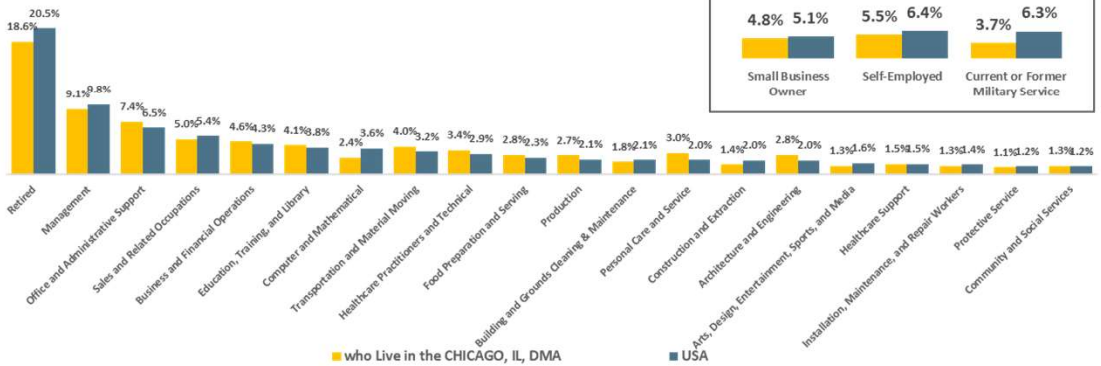
Employment: Adults 18 or older



Marital Status: Adults 18 or older

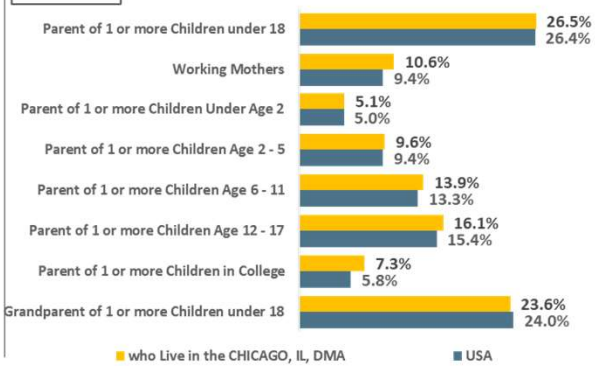


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

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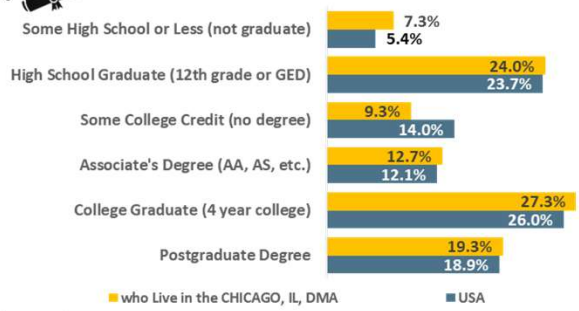
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



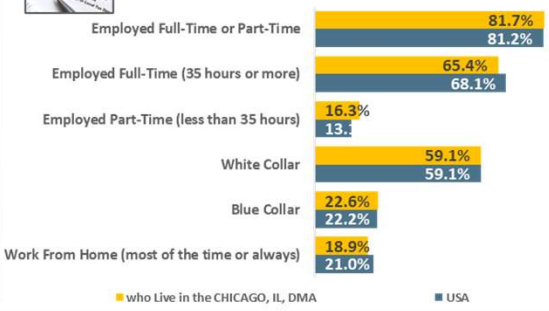
P25-54

2.9% or 3,812,450 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 3.9% more likely to be a college graduate, 3.9% less likely to work full-time, 8.3% less likely to be married, .% more likely to be a parent of 1 or more children under 18.

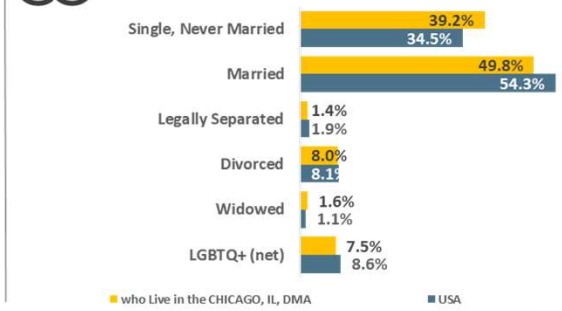
Education Levels: Adults 25 - 54



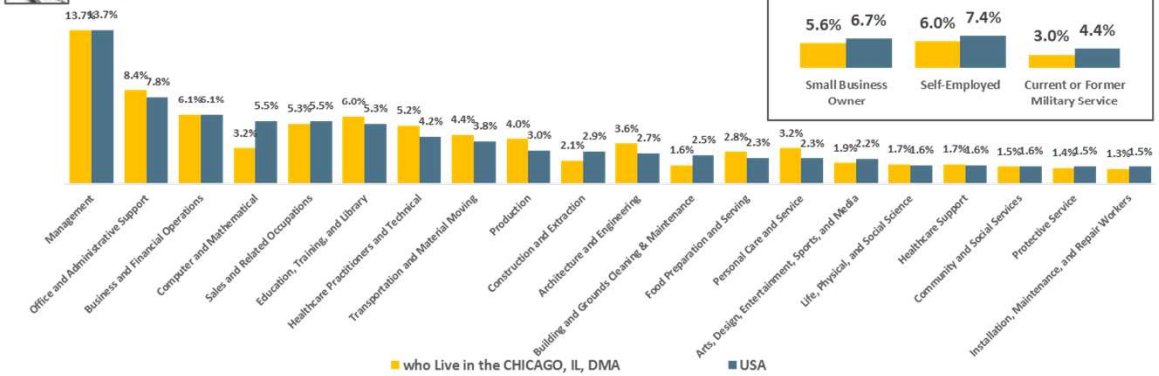
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

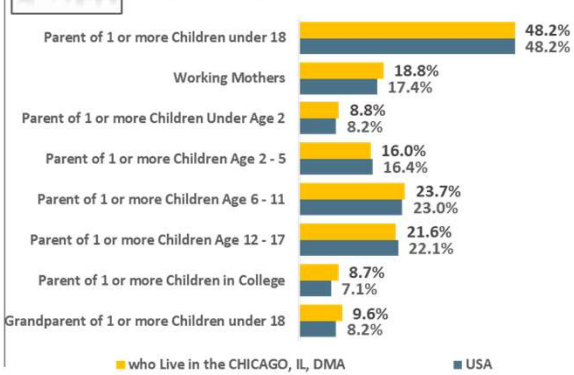


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



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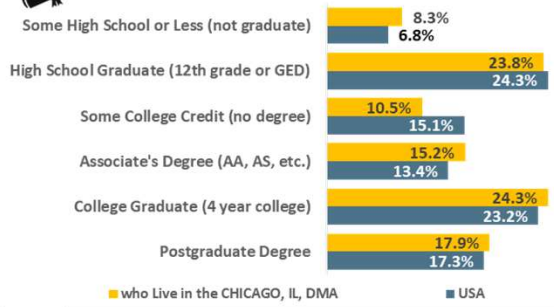
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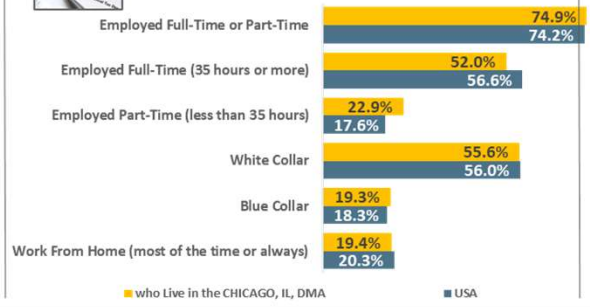
W25-54

3.% or 1,931,442 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 4.1% more likely to be a college graduate, 8.2% less likely to work full-time, 4.1% less likely to be married, 15.% more likely to be a grandparent of 1 or more children under 18.

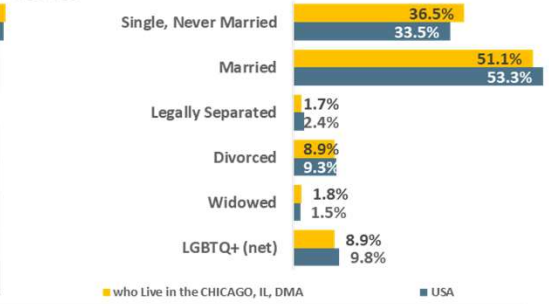
Education Levels: Women 25 - 54



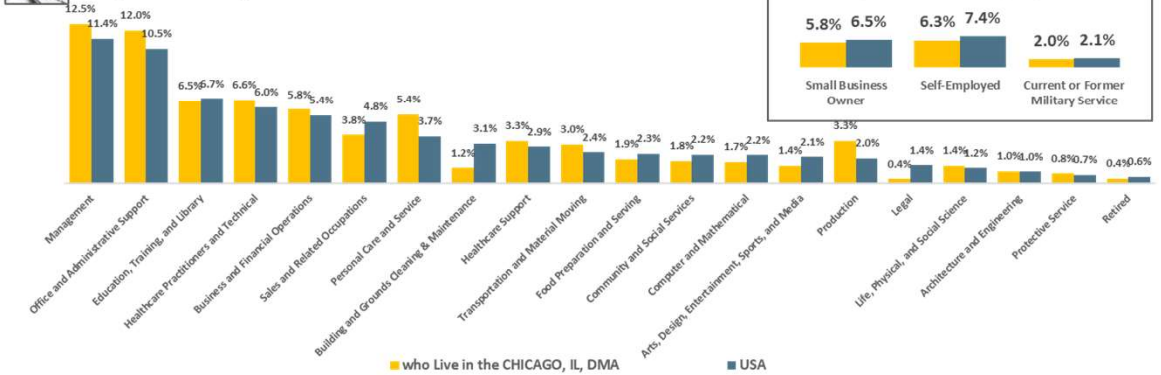
Employment: Women 25 - 54



Marital Status: Women 25 - 54

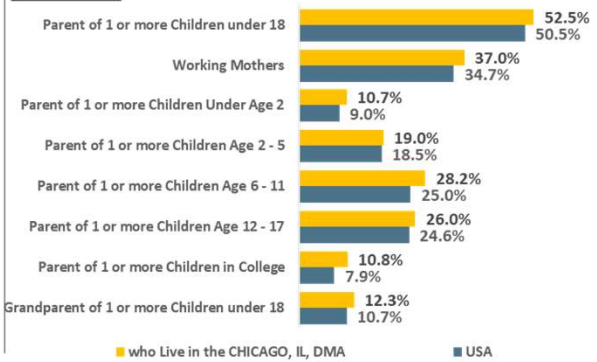


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



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

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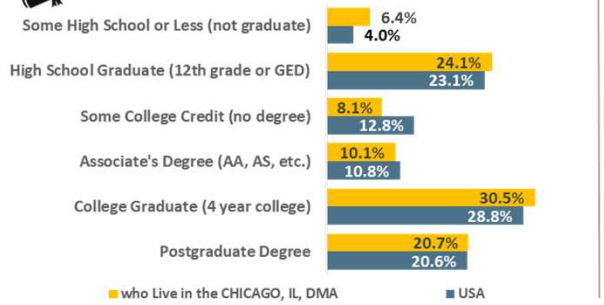
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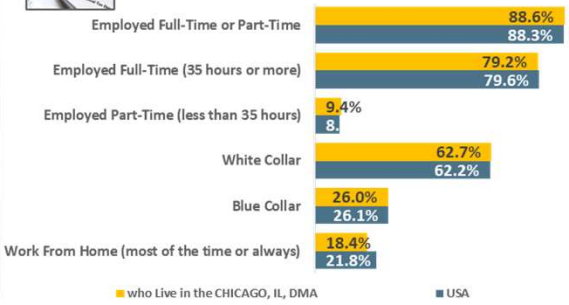
M25-54

2.9% or 1,881,008 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 3.8% more likely to be a college graduate, .5% less likely to work full-time, 12.4% less likely to be married, 4.4% less likely to be a parent of 1 or more children under 18.

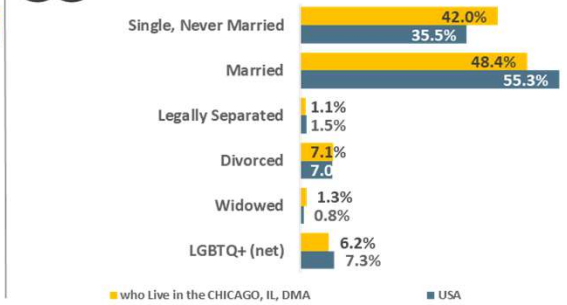
Education Levels: Men 25 - 54



Employment: Men 25 - 54



Marital Status: Men 25 - 54

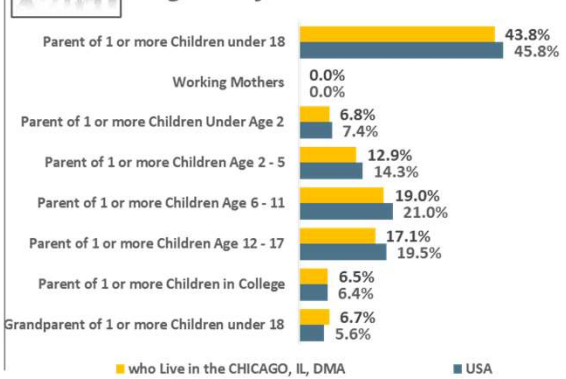


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



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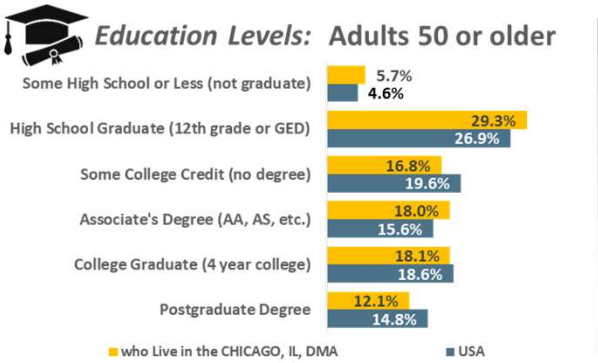
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



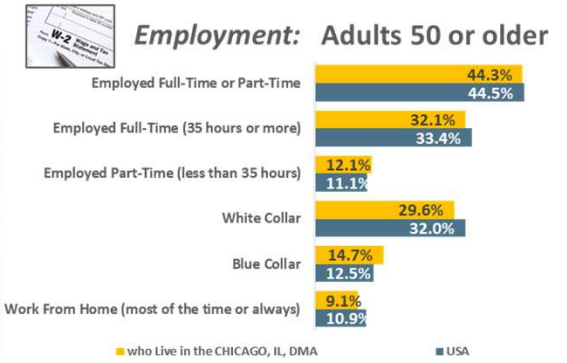
P50+

2.8% or 3,457,821 of USA Adults 50 or older Live in the CHICAGO, IL, DMA.
Adults 50 or older who Live in the CHICAGO, IL, DMA are 9.4% less likely to be a college graduate, 3.8% less likely to work full-time, 11.9% less likely to be married, 2.% less likely to be a grandparent of 1 or more children under 18.

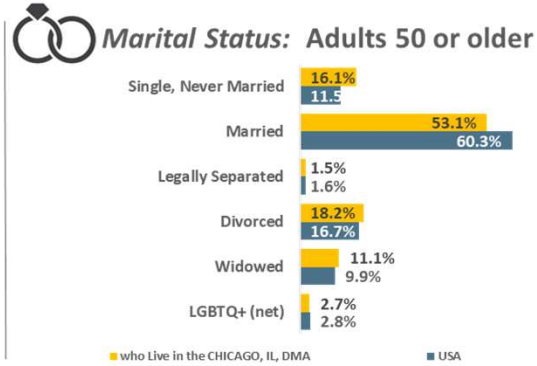
Education Levels: Adults 50 or older



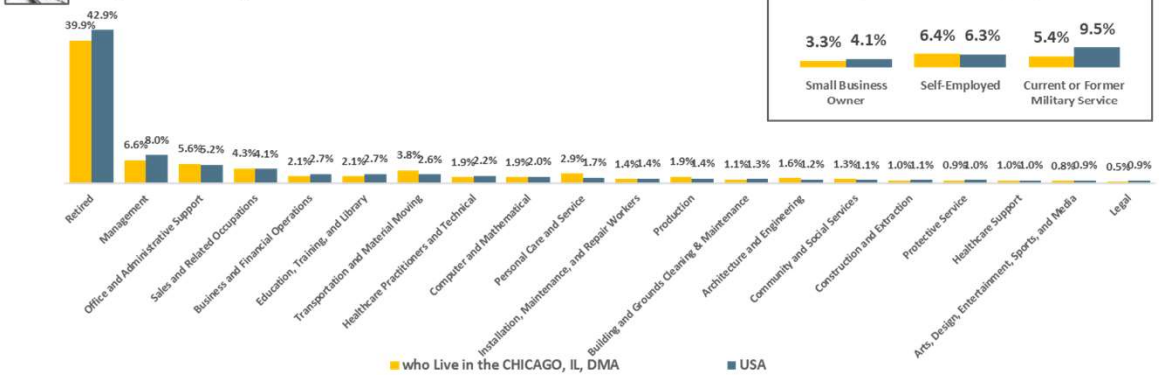
Employment: Adults 50 or older



Marital Status: Adults 50 or older

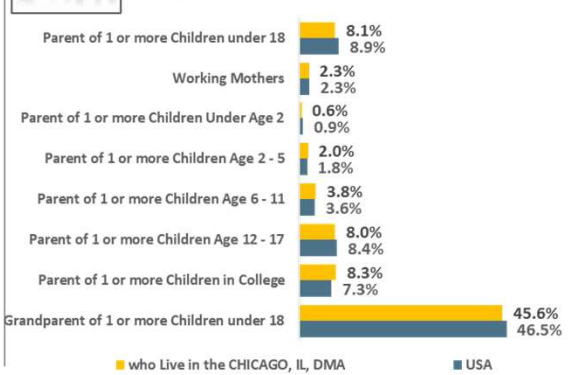


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



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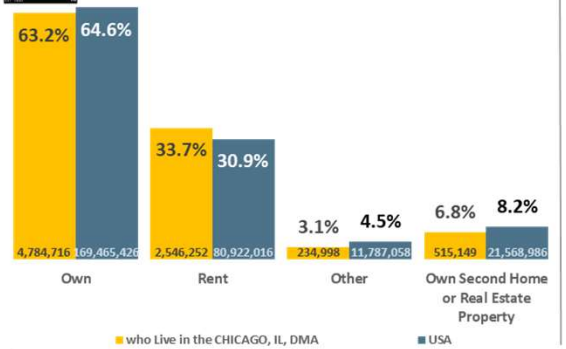
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



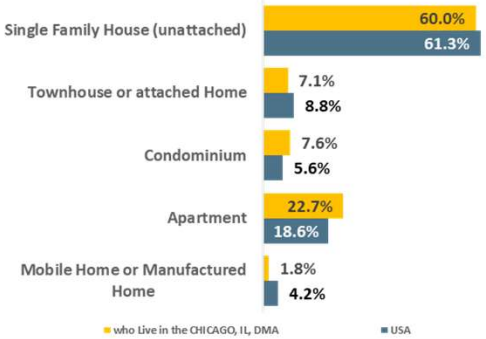
P18+

2.9% or 7,565,966 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 2.2% less likely to own their home, 6.3% more likely to own a lower valued home, 2.1% less likely to have a single-family home, 13.2% less likely to have a dog.

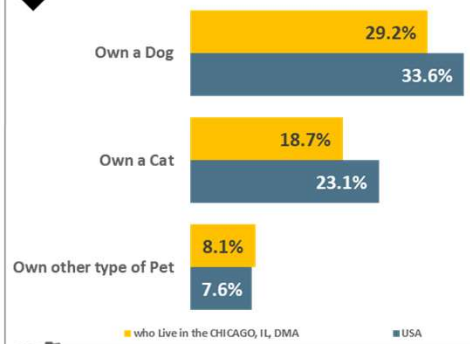
Own/Rent/Other: Adults 18 or older



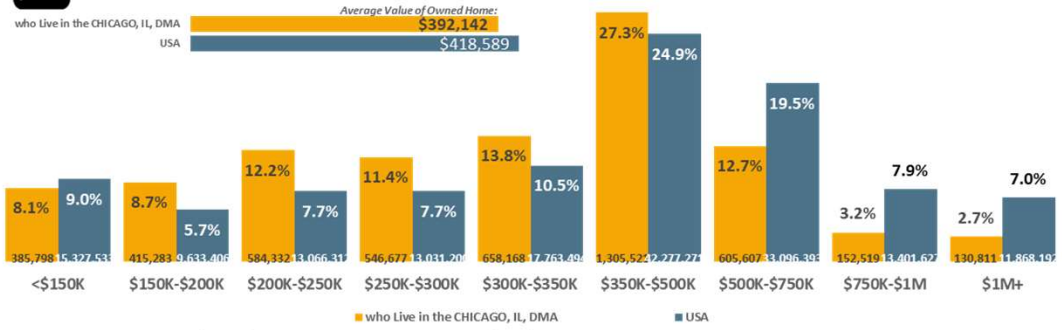
Type of Home: Adults 18 or older



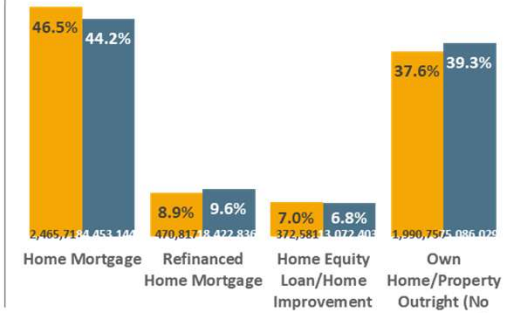
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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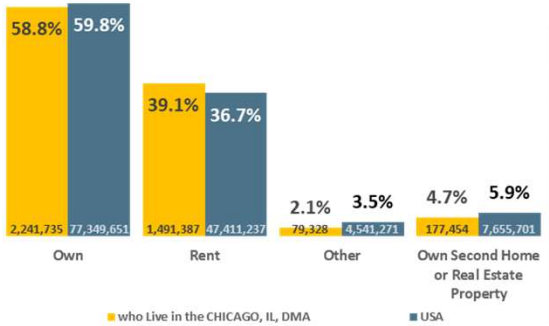
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



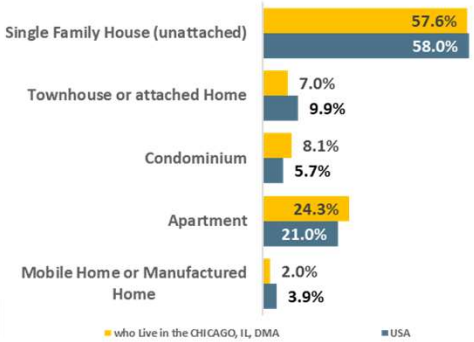
P25-54

2.9% or 3,812,450 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 1.7% less likely to own their home, 2.6% more likely to own a lower valued home, .7% less likely to have a single-family home, 14.4% less likely to have a dog.

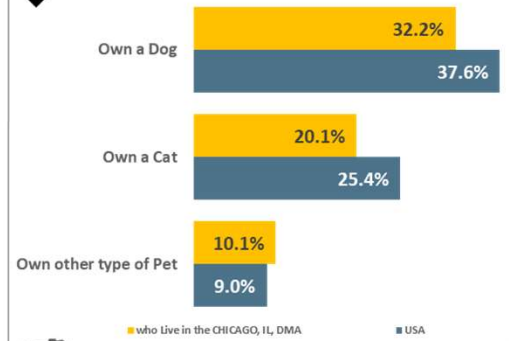
Own/Rent/Other: Adults 25 - 54



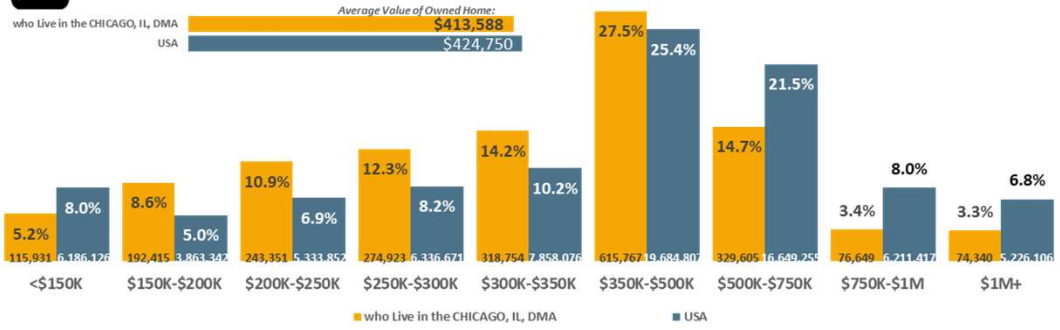
Type of Home: Adults 25 - 54



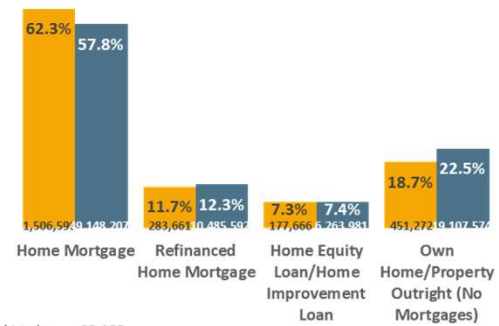
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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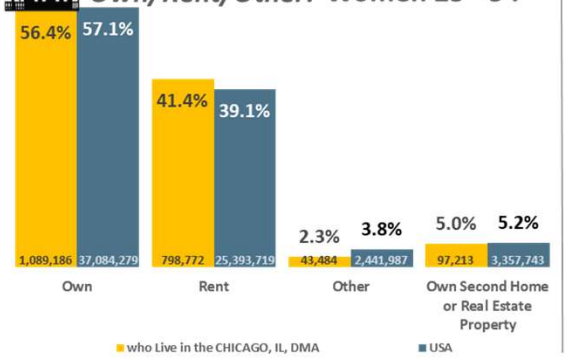
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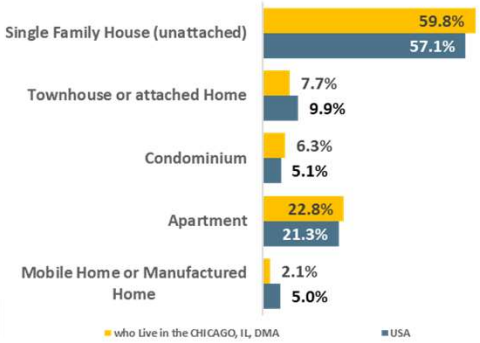
W25-54

3.% or 1,931,442 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 1.3% less likely to own their home, 1.1% more likely to own a higher valued home, 4.8% more likely to have a single-family home, 12.2% less likely to have a dog.

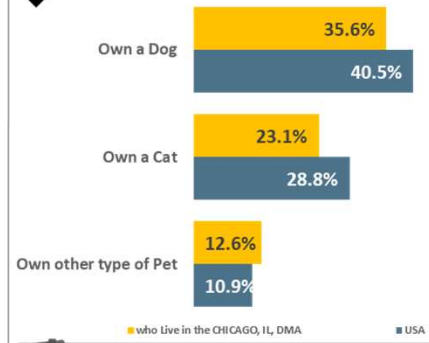
Own/Rent/Other: Women 25 - 54



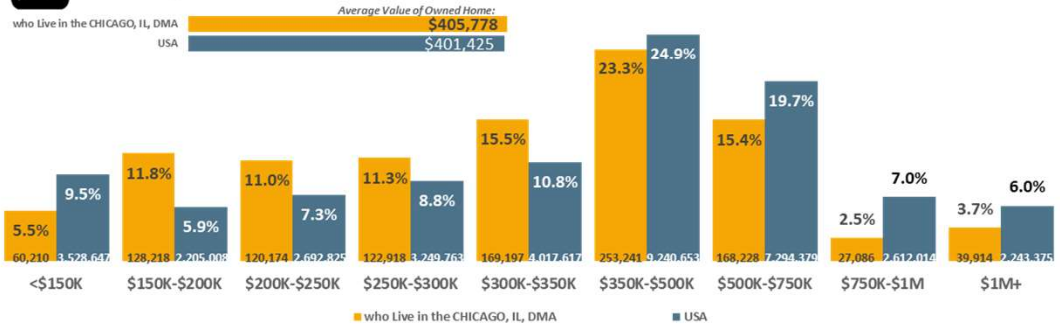
Type of Home: Women 25 - 54



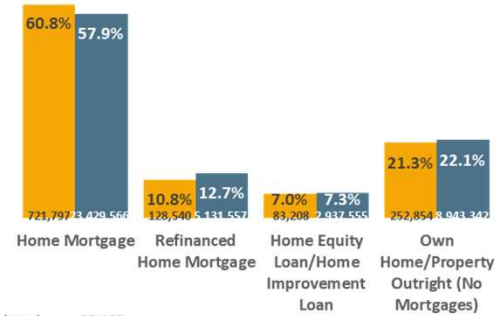
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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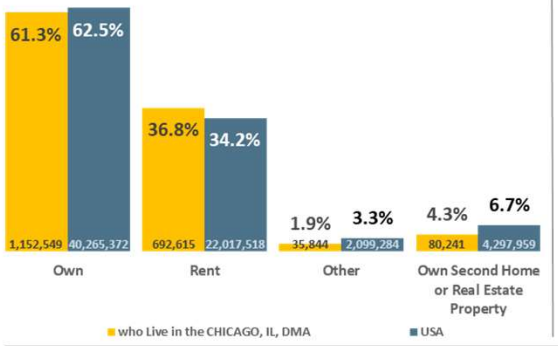
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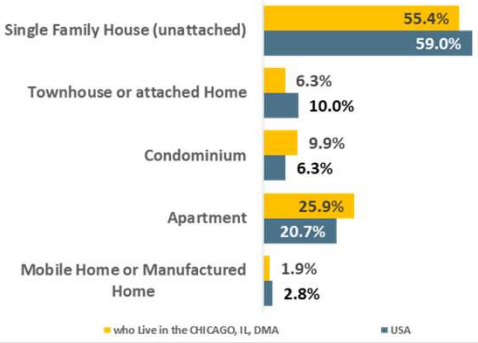
M25-54

2.9% or 1,881,008 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 2.% less likely to own their home, 5.7% more likely to own a lower valued home, 6.1% less likely to have a single-family home, 17.1% less likely to have a dog.

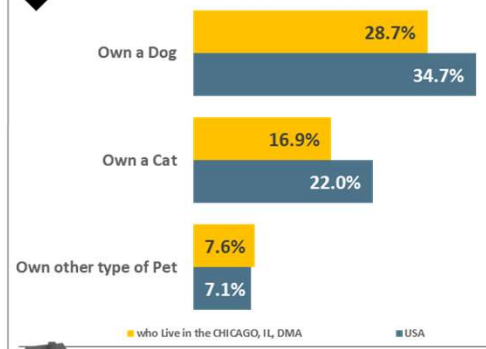
Own/Rent/Other: Men 25 - 54



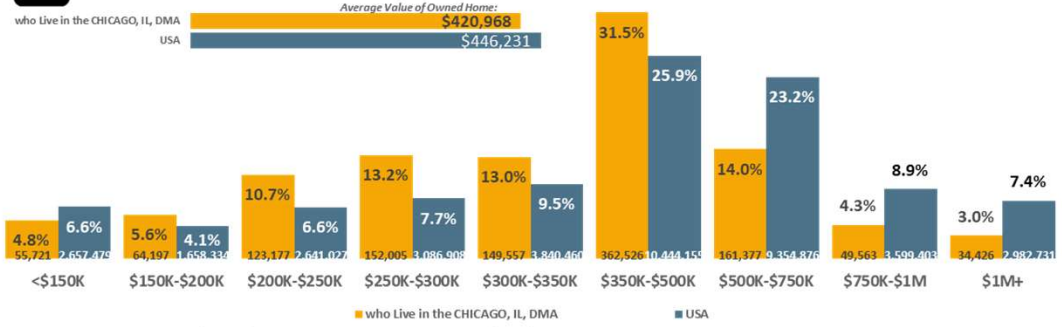
Type of Home: Men 25 - 54



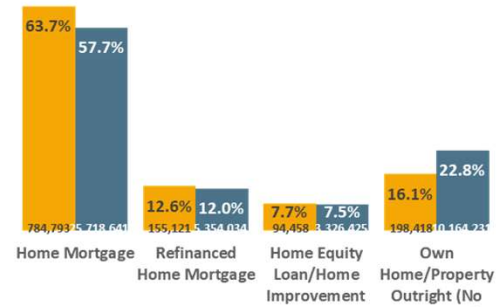
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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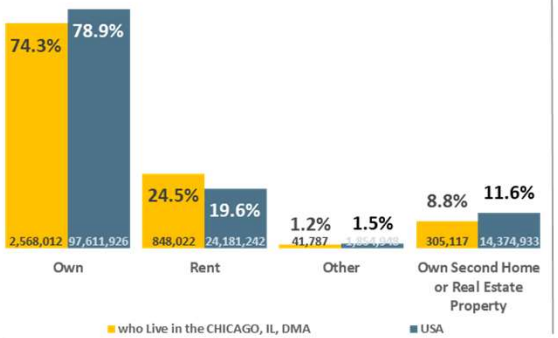
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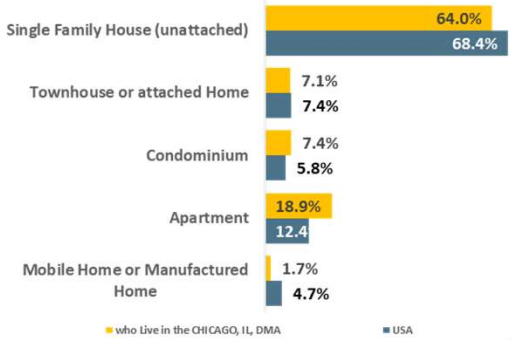
P50+

2.8% or 3,457,821 of USA Adults 50 or older Live in the CHICAGO, IL, DMA.
Adults 50 or older who Live in the CHICAGO, IL, DMA are 5.9% less likely to own their home, 12.6% more likely to own a lower valued home, 6.5% less likely to have a single-family home, 11.% less likely to have a dog.

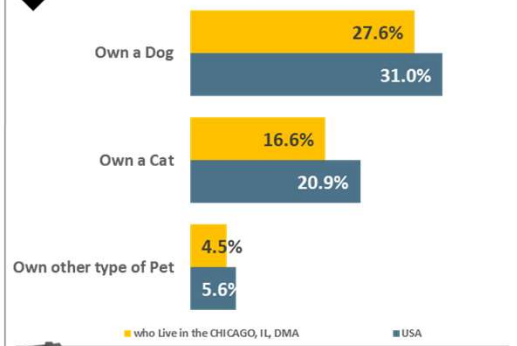
Own/Rent/Other: Adults 50 or older



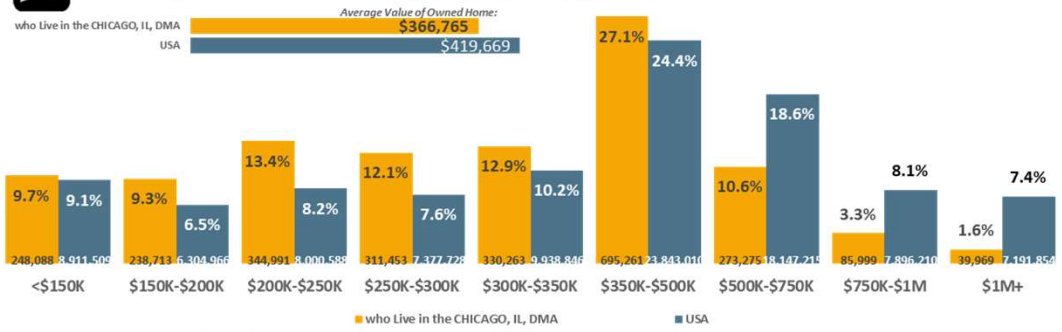
Type of Home: Adults 50 or older



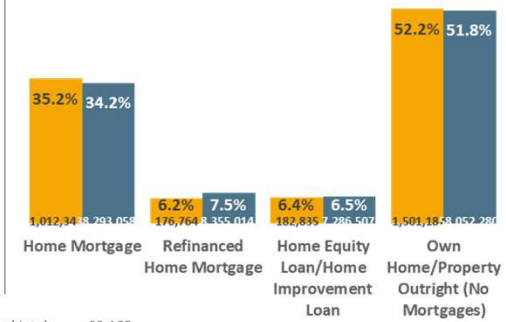
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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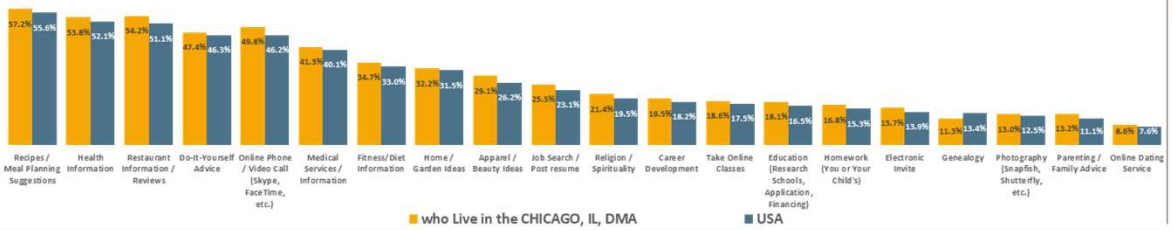
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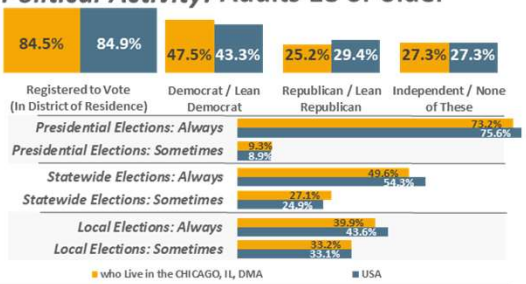
P18+

2.9% or 7,565,966 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 2.3% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 10.8% more likely to belong to a gym, 2.3% less likely to fly domestic past yr.

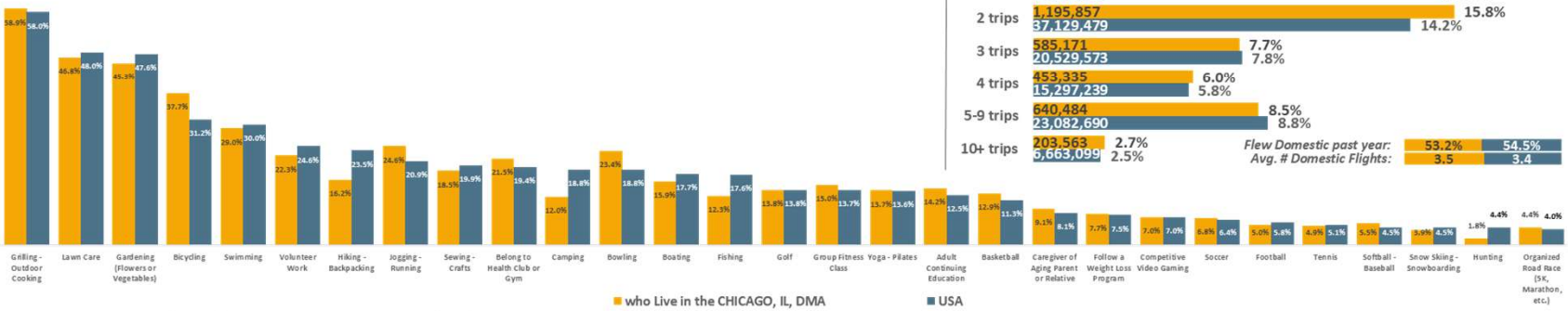
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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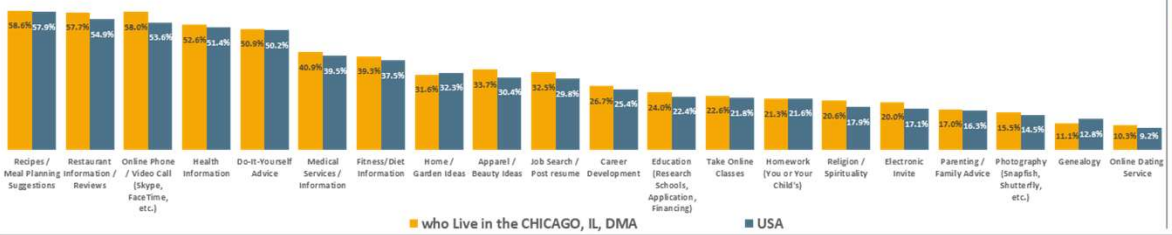
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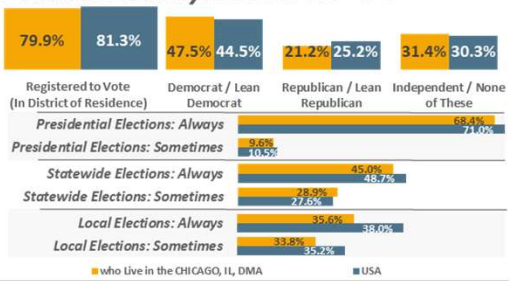
P25-54

2.9% or 3,812,450 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 1.4% more likely to look up D-I-Y advice online, 6.3% less likely to always vote in local elections, 13.6% more likely to belong to a gym, 1.9% less likely to fly domestic past yr.

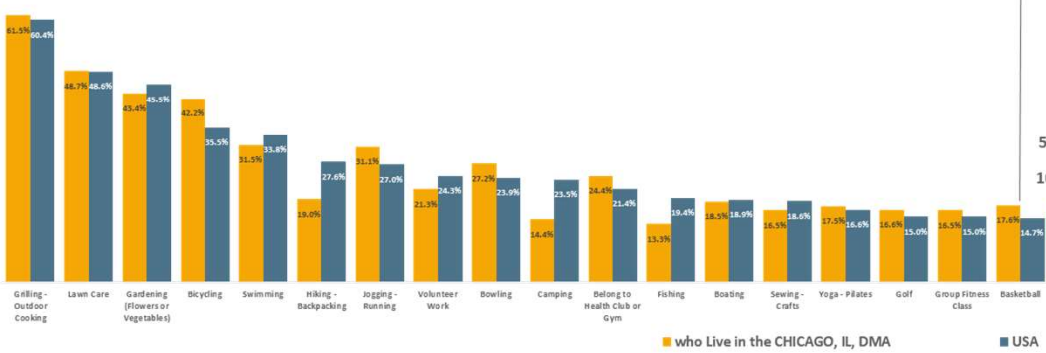
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



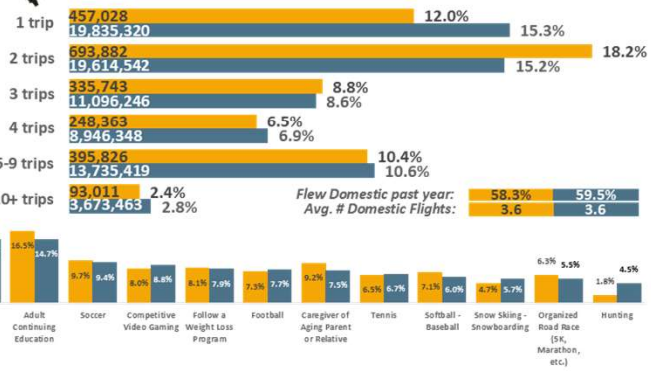
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



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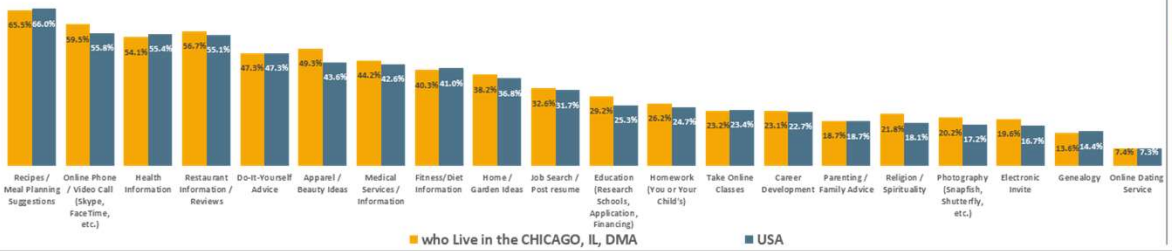
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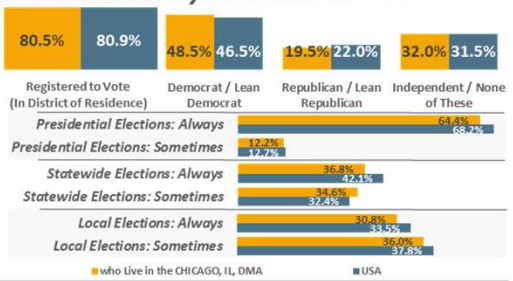
W25-54

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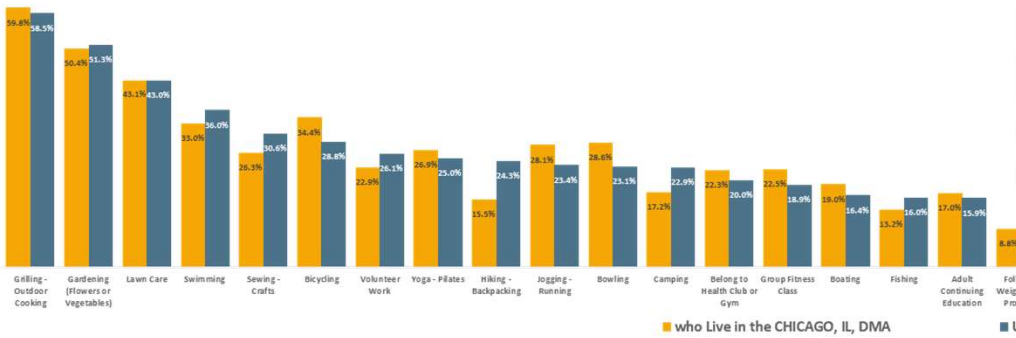
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



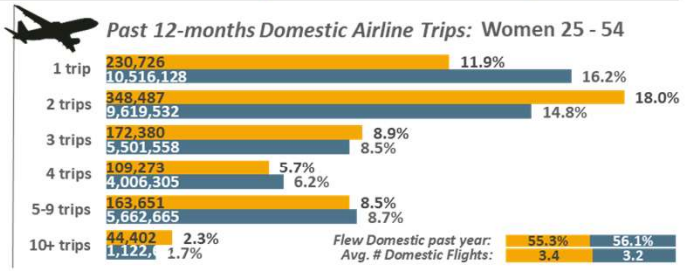
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54



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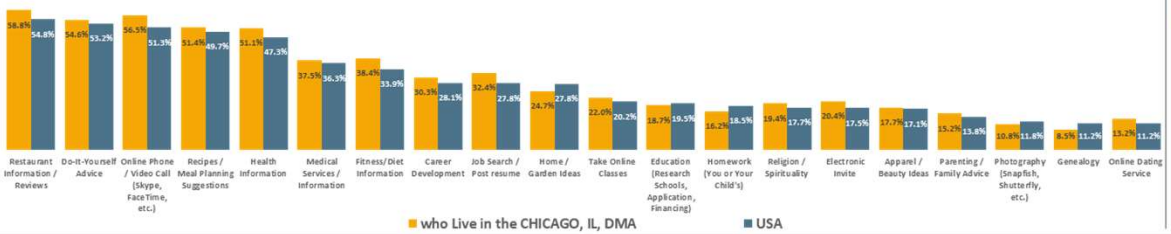
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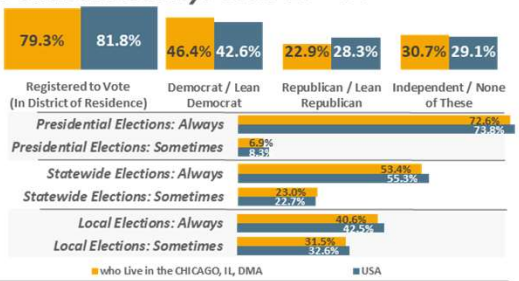
M25-54

2.9% or 1,881,008 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 2.6% more likely to look up D-I-Y advice online, 4.5% less likely to always vote in local elections, 15.7% more likely to belong to a gym, 2.3% less likely to fly domestic past yr.

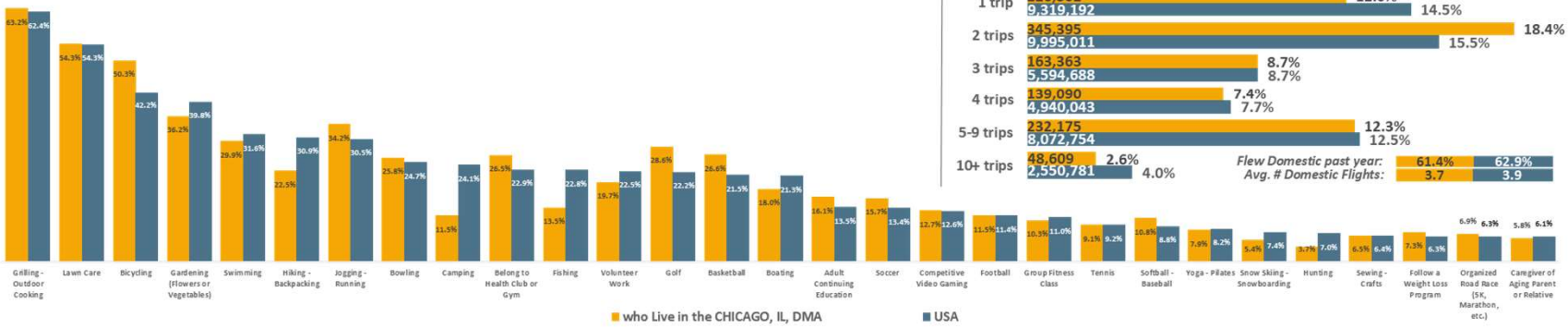
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

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

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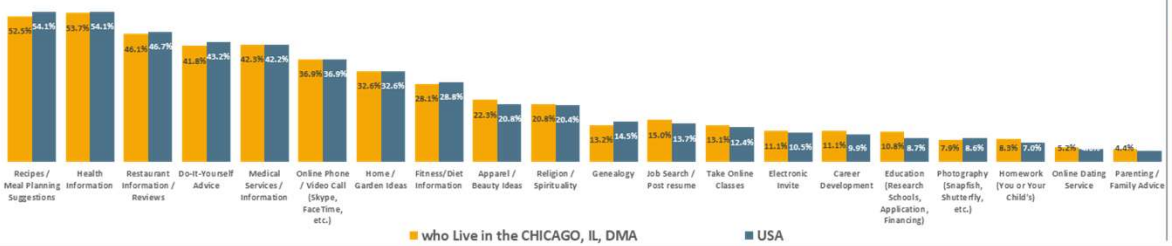
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



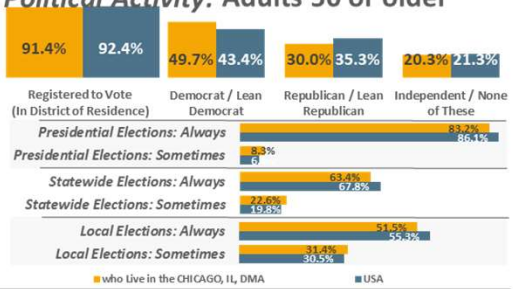
P50+

2.8% or 3,457,821 of USA Adults 50 or older Live in the CHICAGO, IL, DMA.
Adults 50 or older who Live in the CHICAGO, IL, DMA are 3.3% less likely to look up D-I-Y advice online, 6.9% less likely to always vote in local elections, 1.3% less likely to belong to a gym, 5.9% less likely to fly domestic past yr.

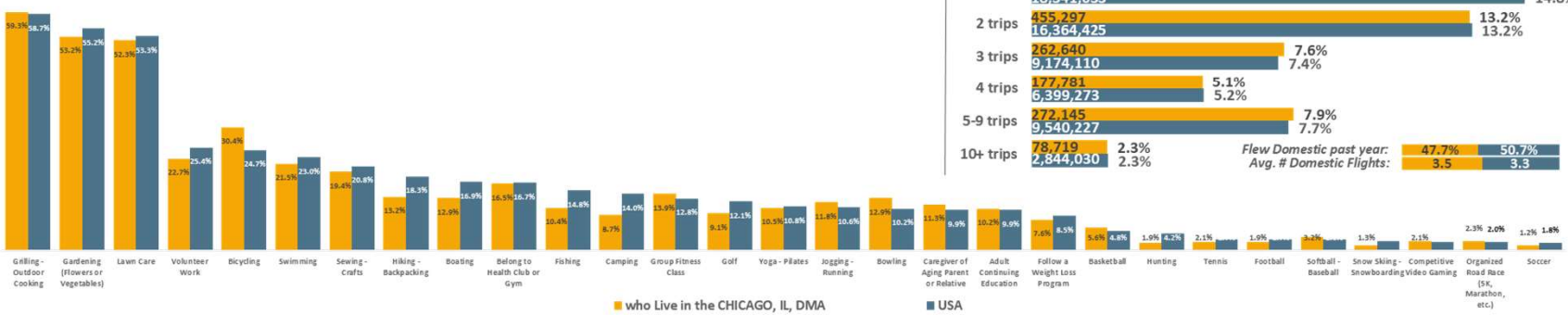
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

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

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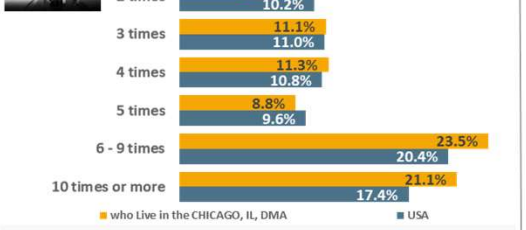


P18+

2.9% or 7,565,966 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 2.1% more likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 18.2% less likely to use Casinos past yr., 10.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



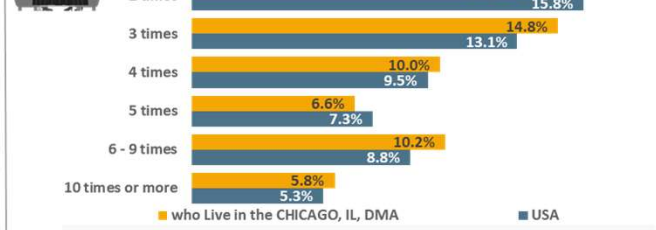


Total Monthly QSR Users:
89.8% 88.0%
6,792,616 230,624,1 68

Avg. Monthly QSR Meals:
7.1 6.4

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





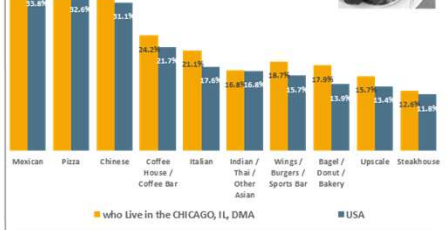
Total Monthly Sit-Down Restaurant Users:
74.6% 75.3%
5,644,005 197,332,5 55

Avg. Monthly Sit-Down Restaurant Meals:
4.3 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





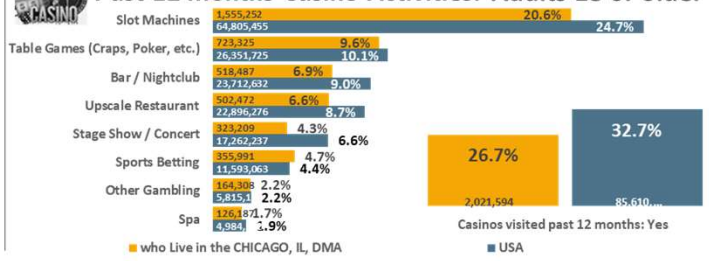
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 1,603,744 21.2%
USA 18.4%

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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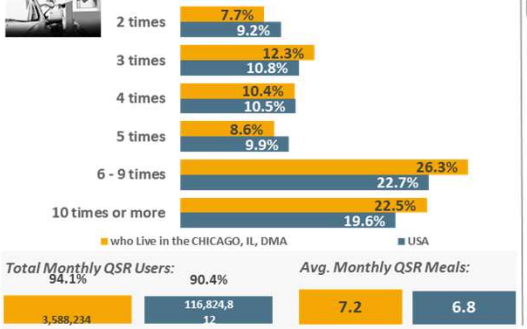


P25-54

2.9% or 3,812,450 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 4.2% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 24.6% less likely to use Casinos past yr., 10.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



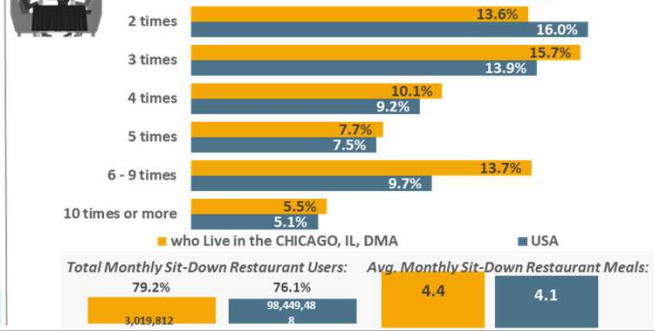


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54





Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 - 54

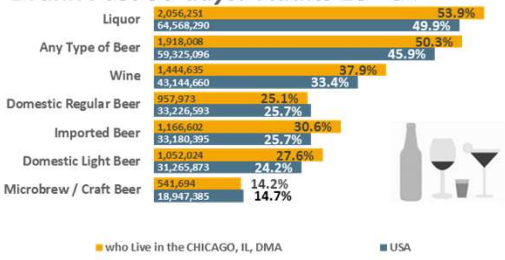
(Sit-Down Restaurants Used Past 30-days)



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

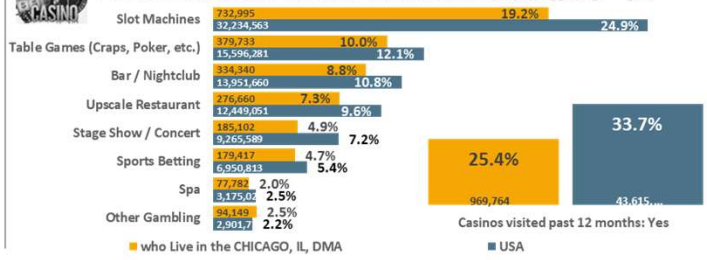


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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W25-54

3.% or 1,931,442 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 2.8% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 22.5% less likely to use Casinos past yr., 18.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



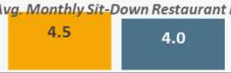
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)

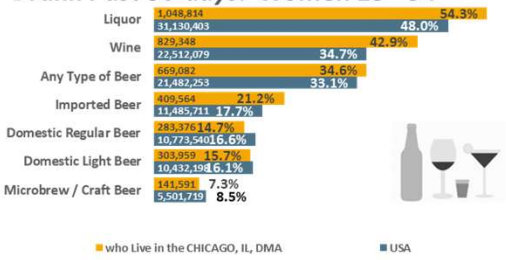


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



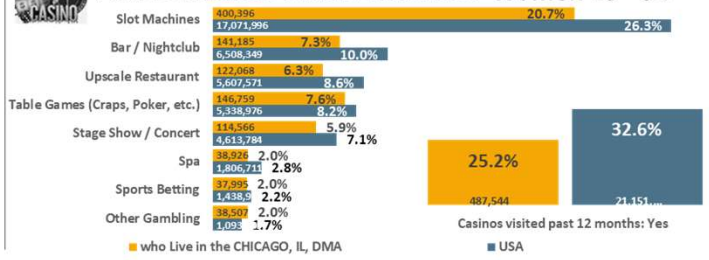


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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M25-54

2.9% or 1,881,008 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 5.6% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 26.5% less likely to use Casinos past yr., 2.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
94.3%
1,773,389
89.3%
57,473,507

Avg. Monthly QSR Meals:
7.3
6.9

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:
80.1%
1,507,542
76.9%
49,499,829

Avg. Monthly Sit-Down Restaurant Meals:
4.4
4.2

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 428,734 22.8%
USA 21.1%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54



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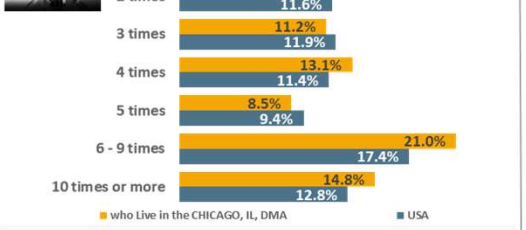


P50+

2.8% or 3,457,821 of USA Adults 50 or older Live in the CHICAGO, IL, DMA.
Adults 50 or older who Live in the CHICAGO, IL, DMA are 1.% more likely to use QSRs past mo., 5.6% less likely to use Sit-Down Restaurants past mo., 16.4% less likely to use Casinos past yr., 14.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



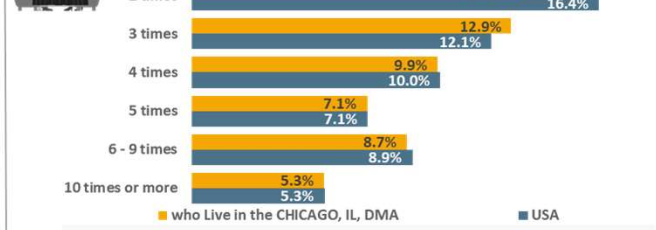


Total Monthly QSR Users:
85.3%
84.4%
2,949,614
104,400,7
38

Avg. Monthly QSR Meals:
6.3
5.7

Past 30-days Sit-Down Restaurant Users: Adults 50 or older





Total Monthly Sit-Down Restaurant Users:
70.8%
75.1%
2,449,855
92,828,93
7

Avg. Monthly Sit-Down Restaurant Meals:
4.2
4.1

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



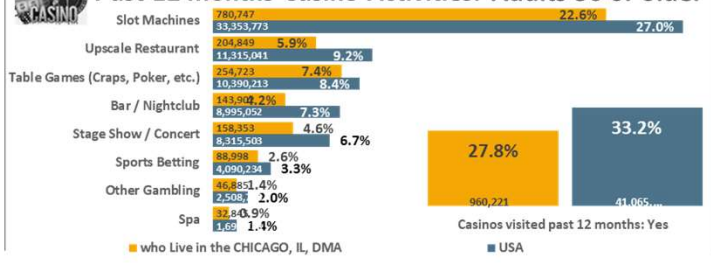
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 446,501 12.9%
USA 10.3%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



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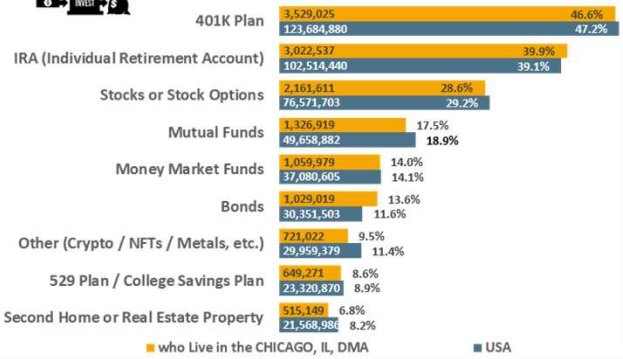


P18+

2.9% or 7,565,966 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.1% less likely to have a 401K, 15.3% less likely to have an Auto Loan, 2.8% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

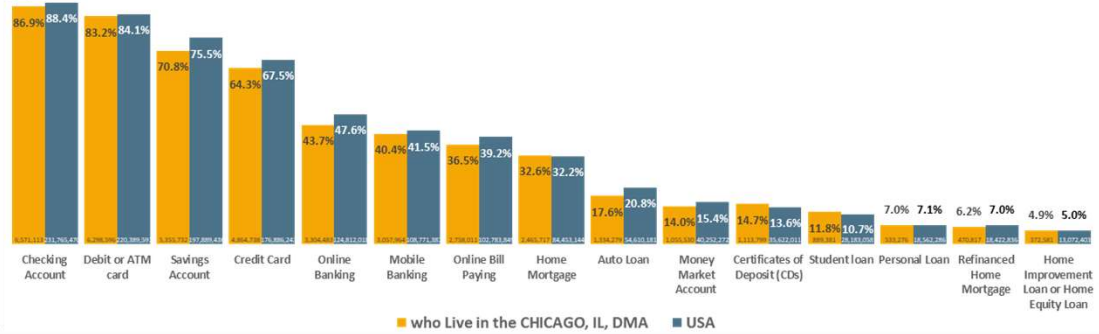
Investments Owned: Adults 18 or older





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





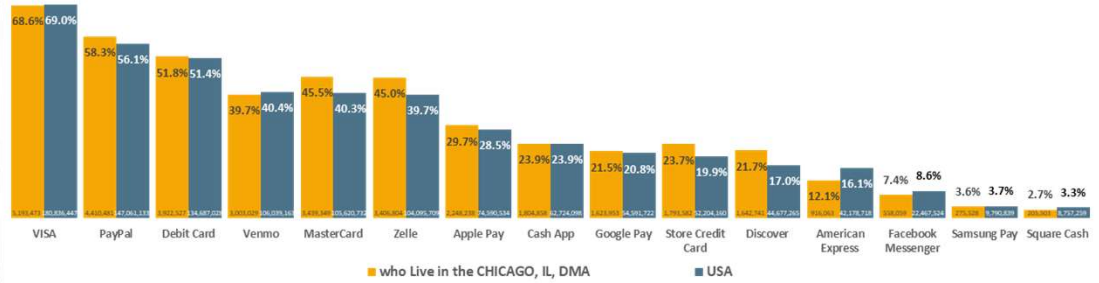
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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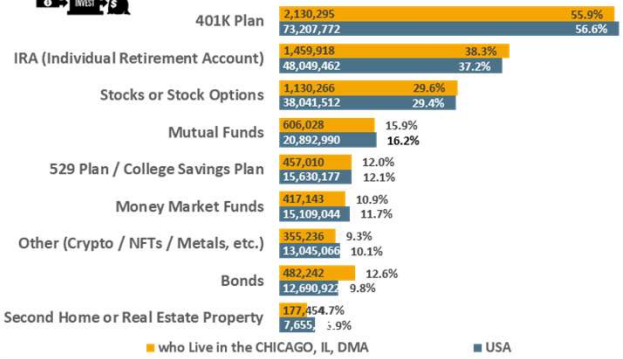


P25-54

2.9% or 3,812,450 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 1.3% less likely to have a 401K, 13.6% less likely to have an Auto Loan, .9% less likely to Invest/Trade Stocks Online, 2.8% more likely to pay with their Debit Card.

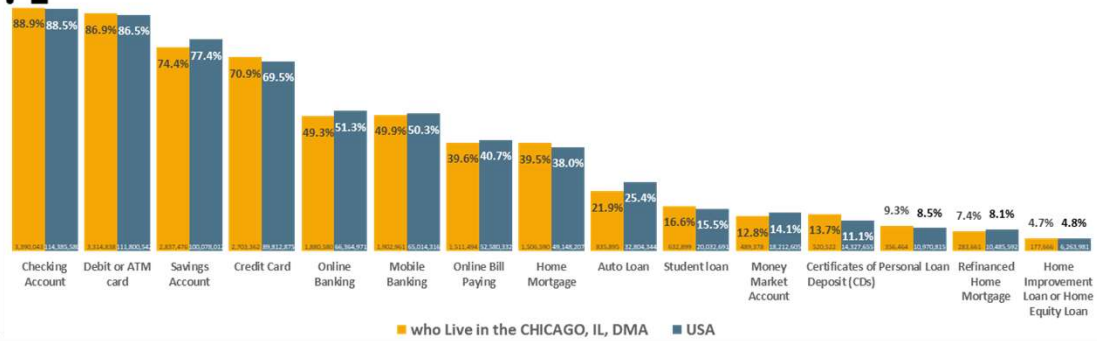
Investments Owned: Adults 25 - 54





Financial Services Has and/or Uses: Adults 25 - 54





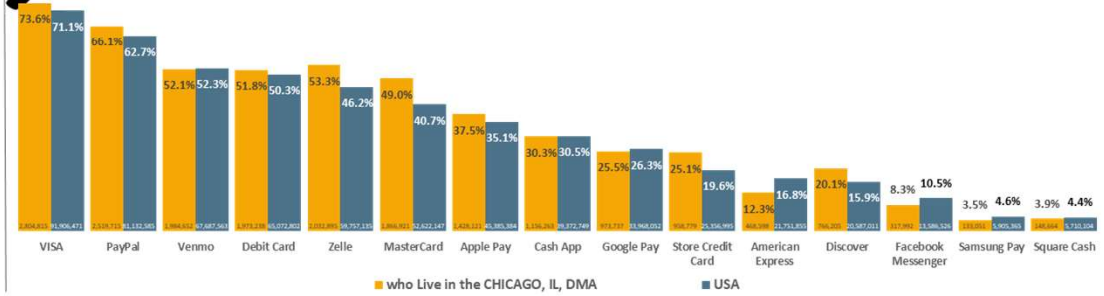
Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54





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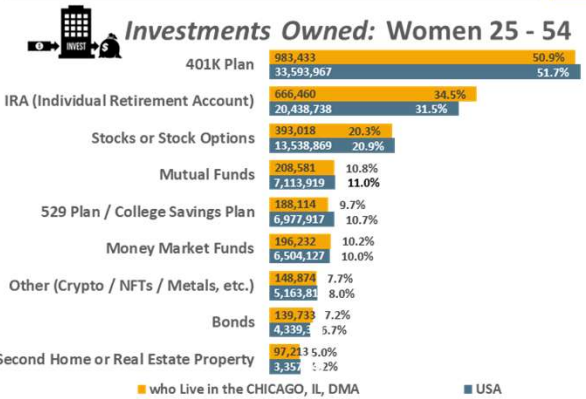
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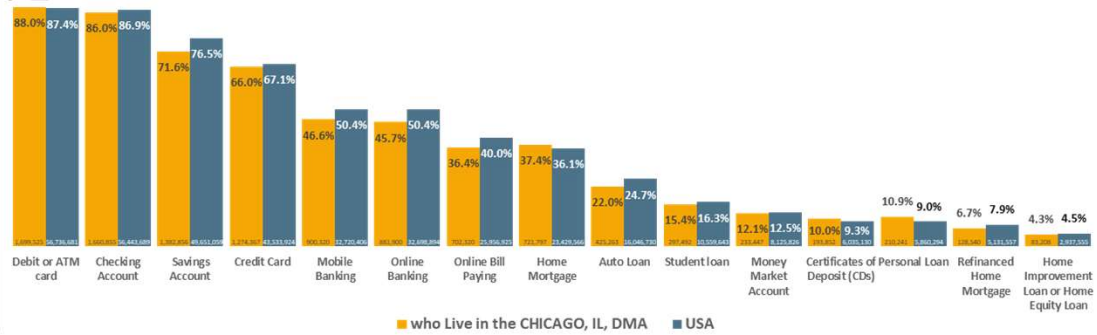
W25-54

3.% or 1,931,442 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 1.6% less likely to have a 401K, 10.9% less likely to have an Auto Loan, 6.2% less likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

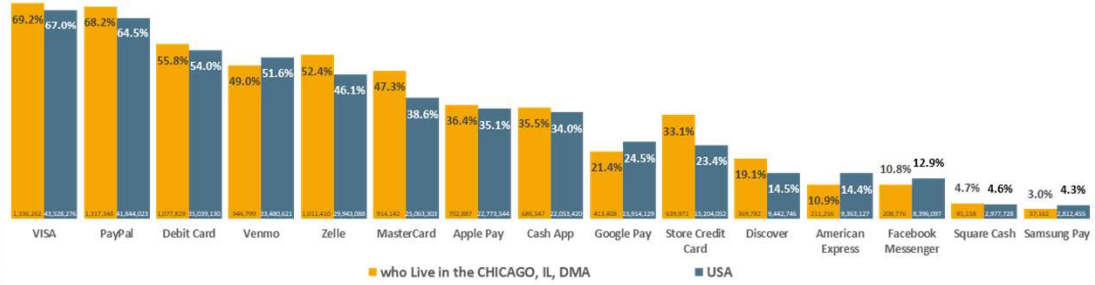


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



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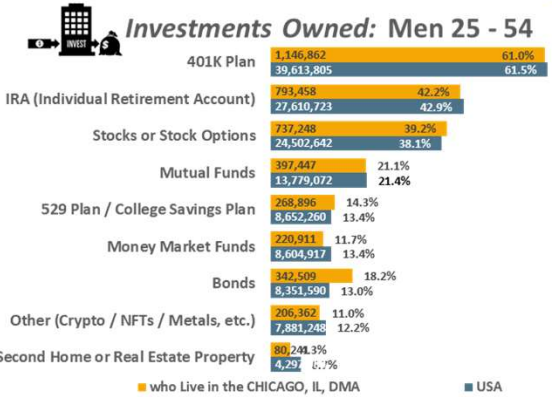
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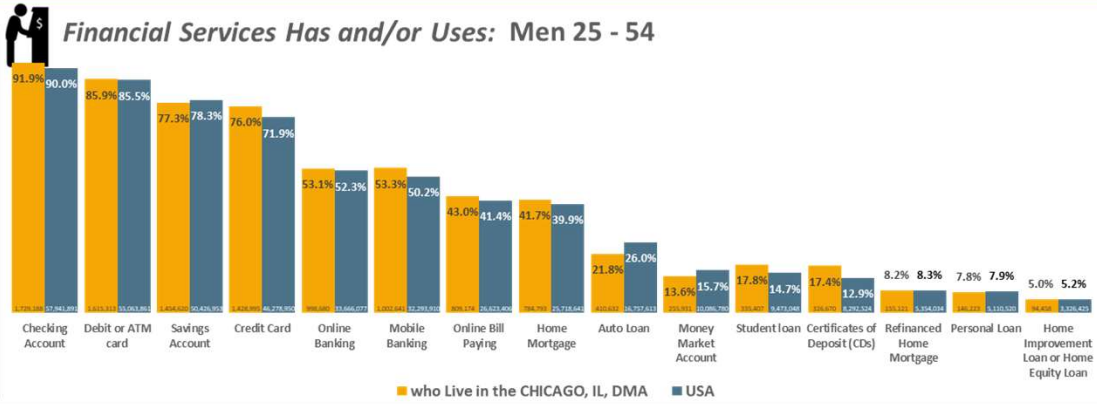
M25-54

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Men 25 - 54 who Live in the CHICAGO, IL, DMA are .9% less likely to have a 401K, 16.1% less likely to have an Auto Loan, 2.% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

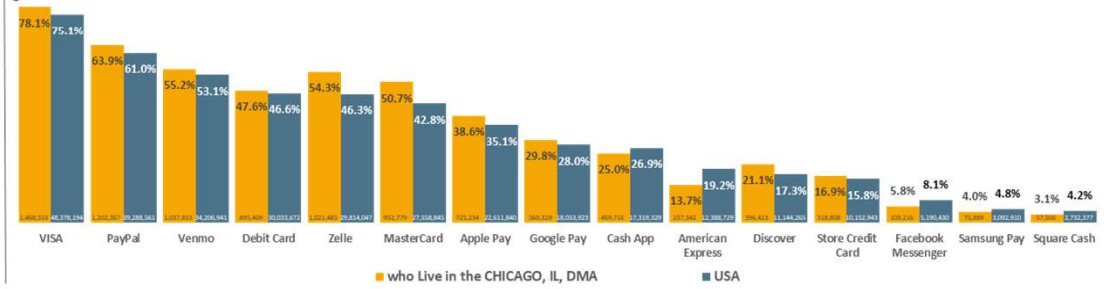


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 54



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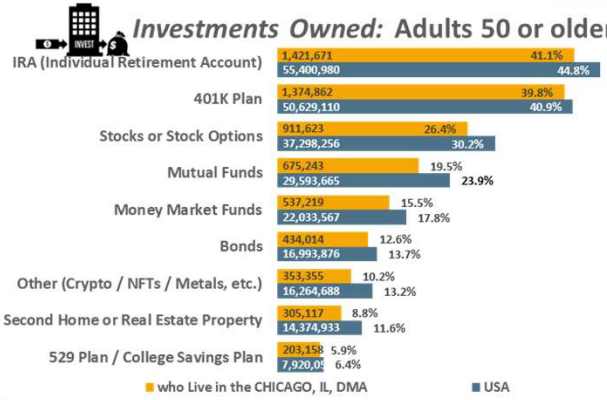
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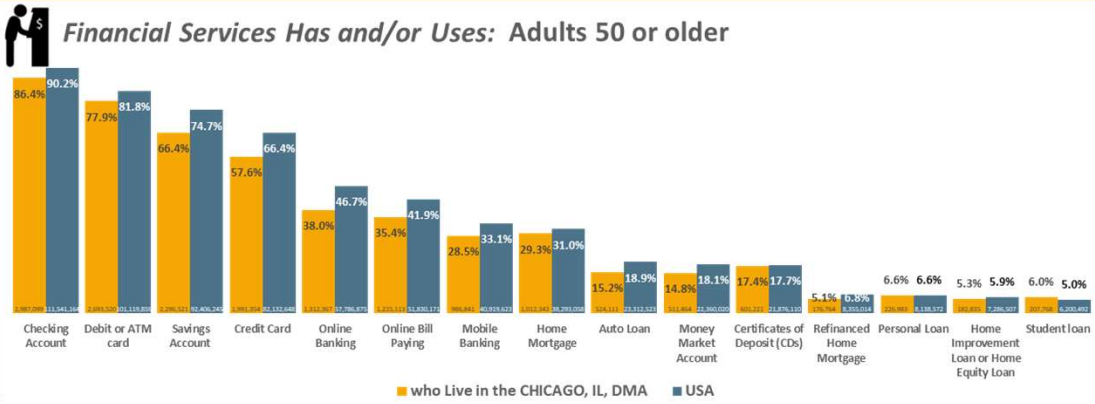
P50+

2.8% or 3,457,821 of USA Adults 50 or older Live in the CHICAGO, IL, DMA.
Adults 50 or older who Live in the CHICAGO, IL, DMA are 2.9% less likely to have a 401K, 19.6% less likely to have an Auto Loan, 5.1% less likely to Invest/Trade Stocks Online, 3.9% less likely to pay with their Debit Card.

Investments Owned: Adults 50 or older



Financial Services Has and/or Uses: Adults 50 or older

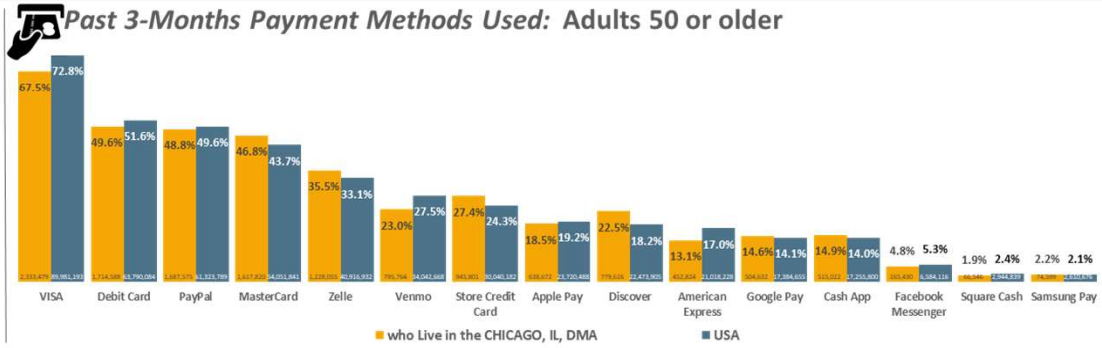


Professional Services Used:* Adults 50 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 50 or older



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

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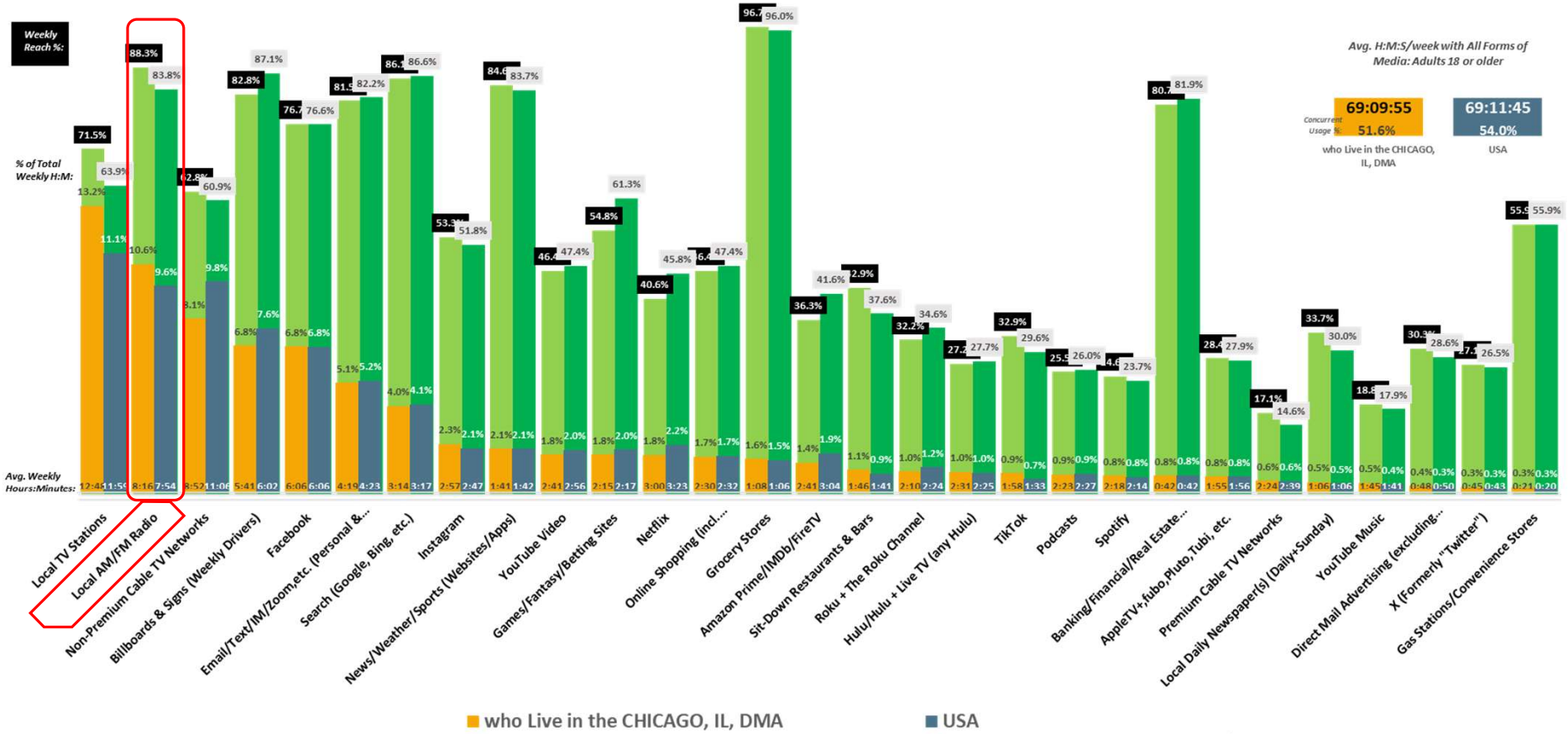
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188



P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 21 hours, 9 minutes and 55 seconds each week with All Forms of Media.

88.3% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188

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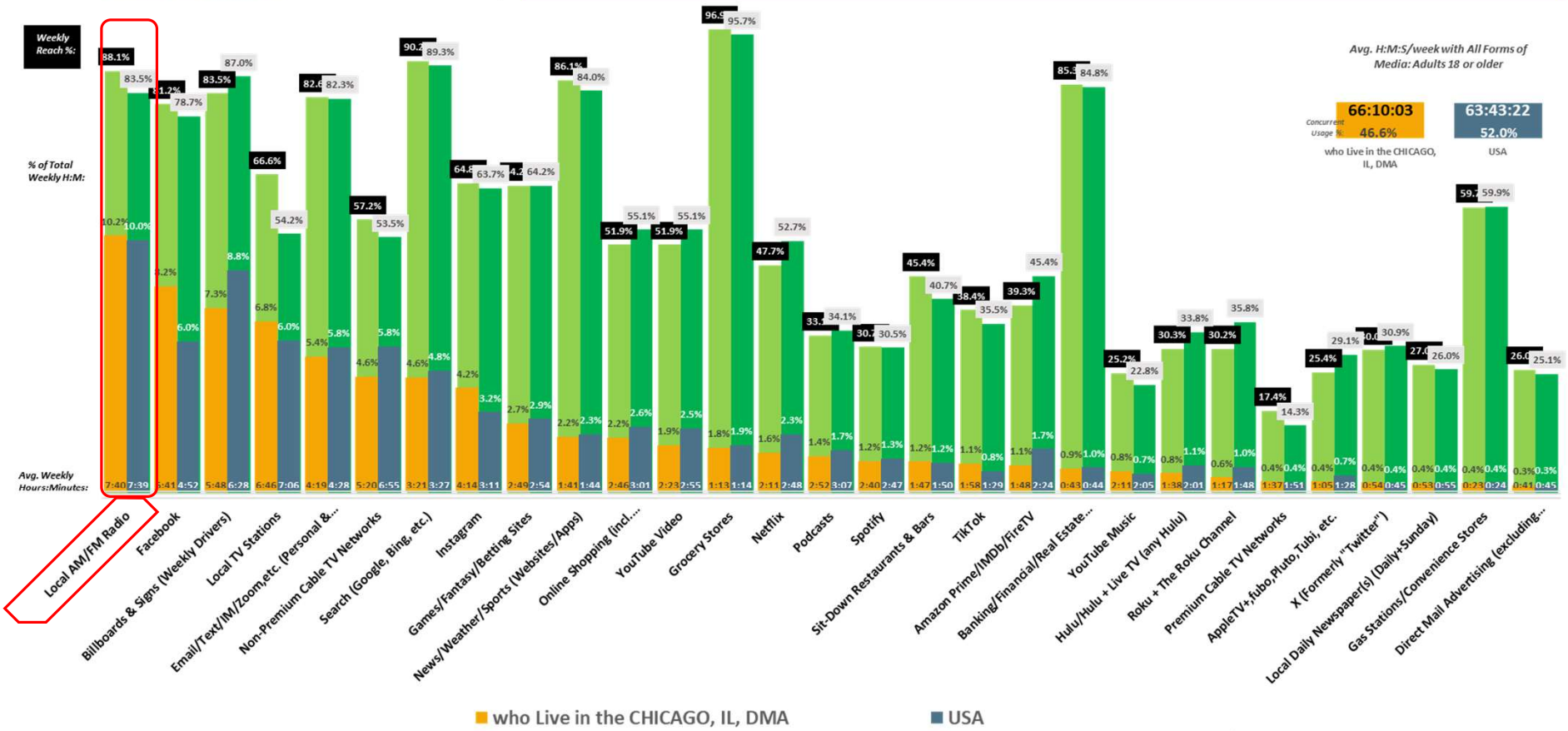
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P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 18 hours, 10 minutes and 3 seconds each week with All Forms of Media.

88.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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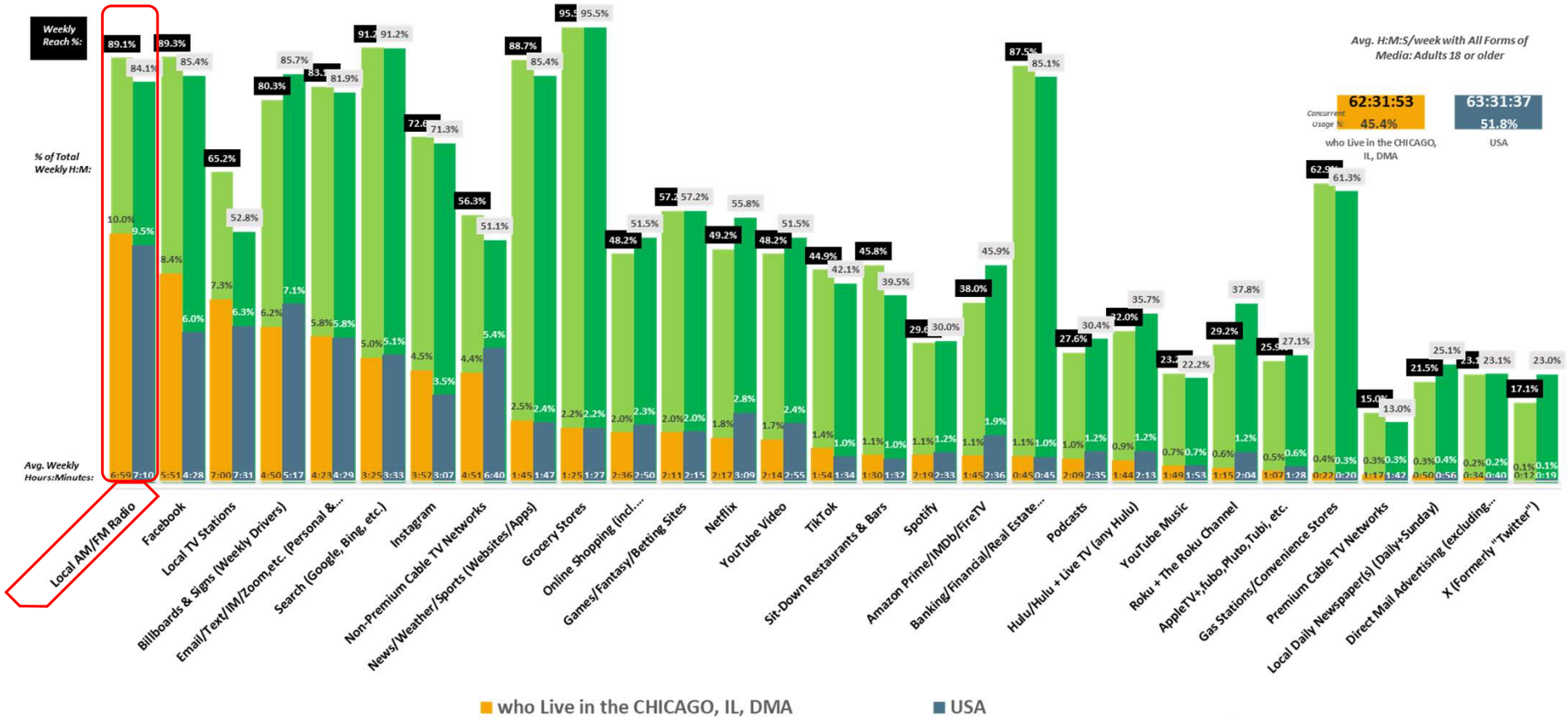
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W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 14 hours, 31 minutes and 53 seconds each week with All Forms of Media.

89.1% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 6 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



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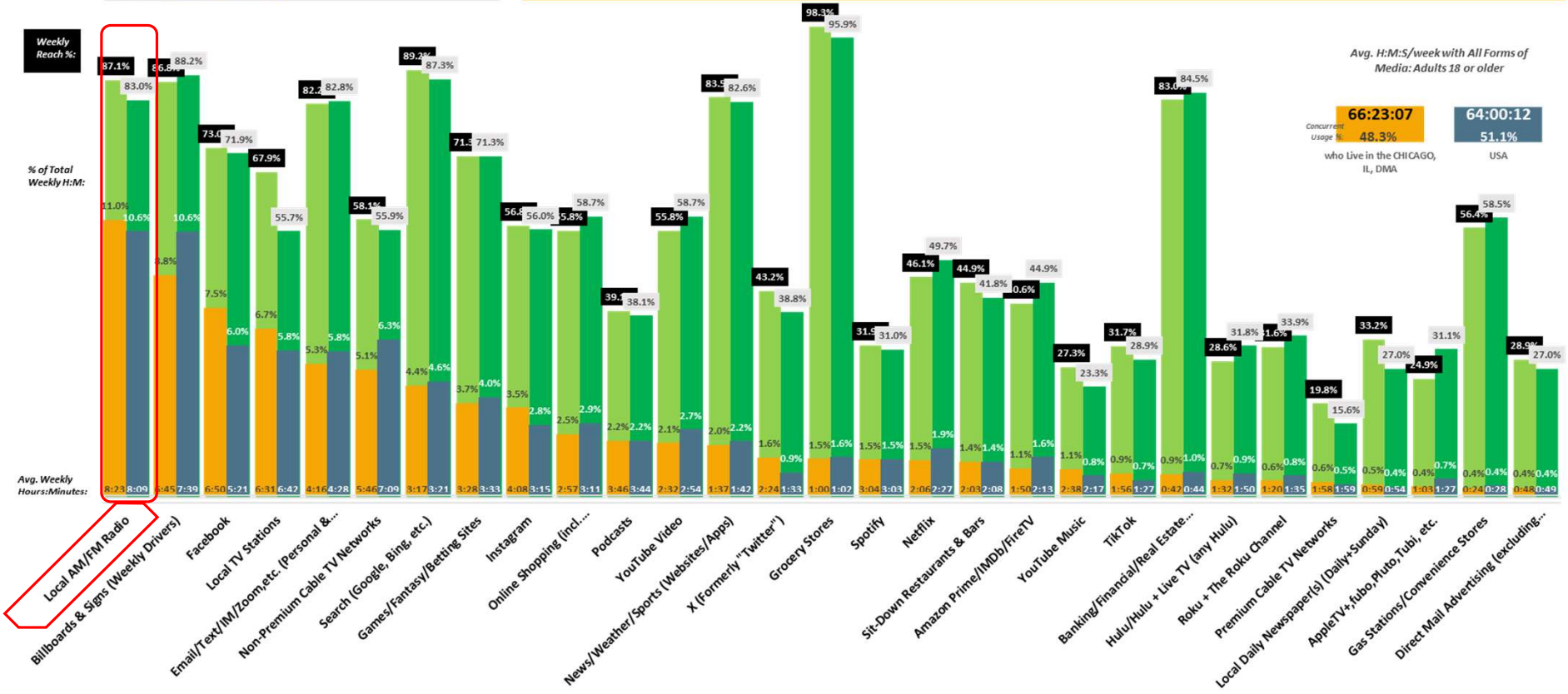
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M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 18 hours, 23 minutes and 7 seconds each week with All Forms of Media.

87.1% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



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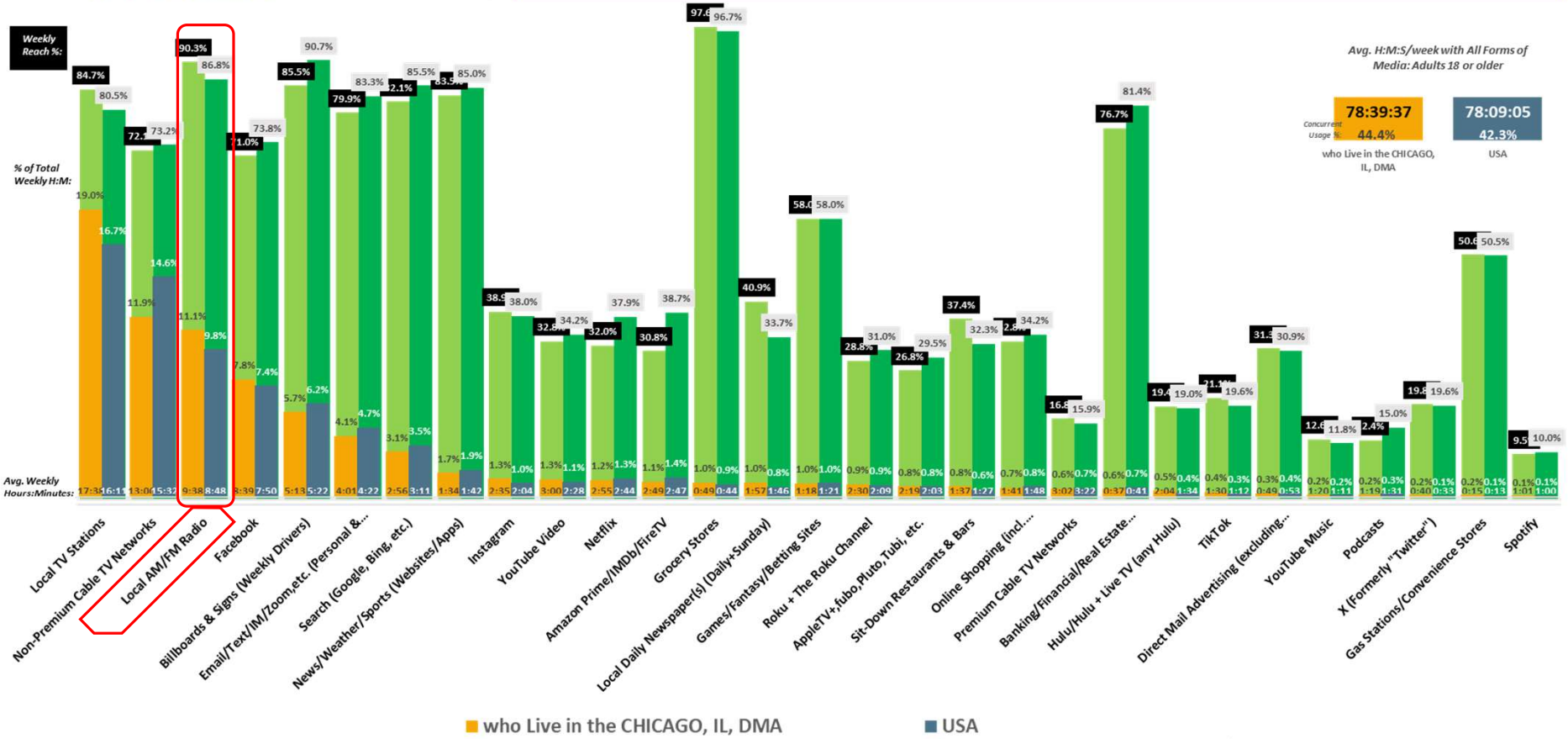
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P50+

Adults 50 or older who Live in the CHICAGO, IL, DMA spend an average of 3 days, 6 hours, 39 minutes and 37 seconds each week with All Forms of Media.

90.3% of Adults 50 or older who Live in the CHICAGO, IL, DMA spend an avg. of 9 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.



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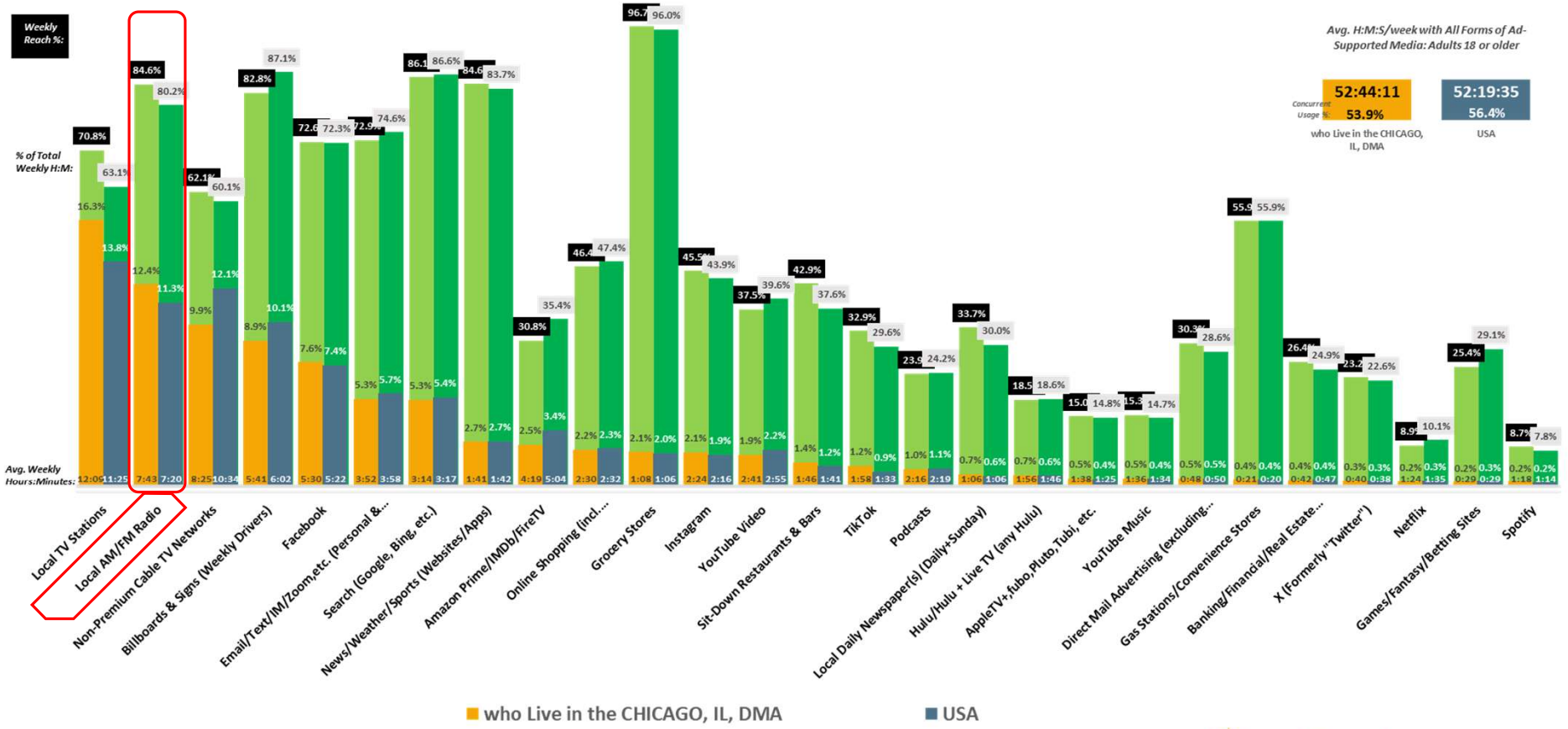
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P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 4 hours, 44 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

84.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



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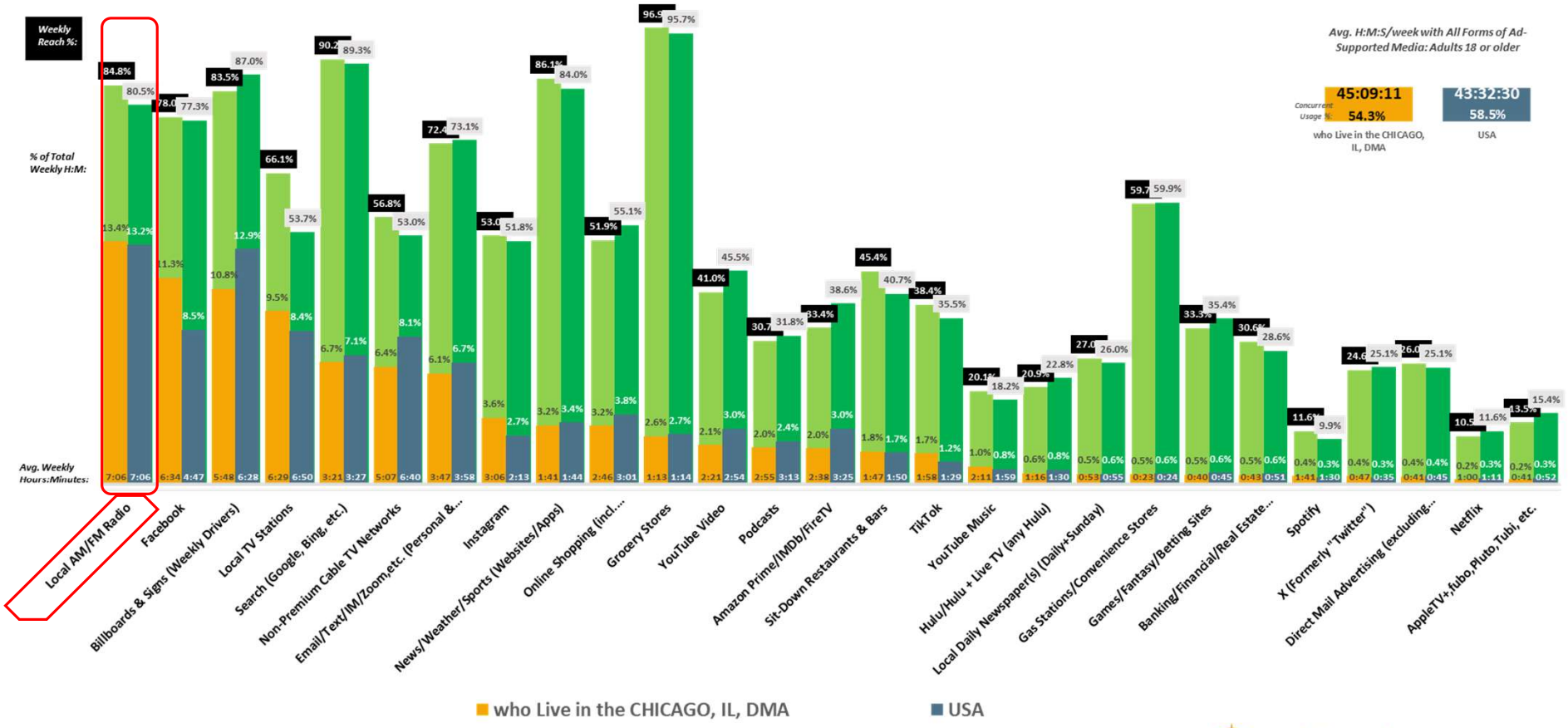
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P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 21 hours, 9 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

84.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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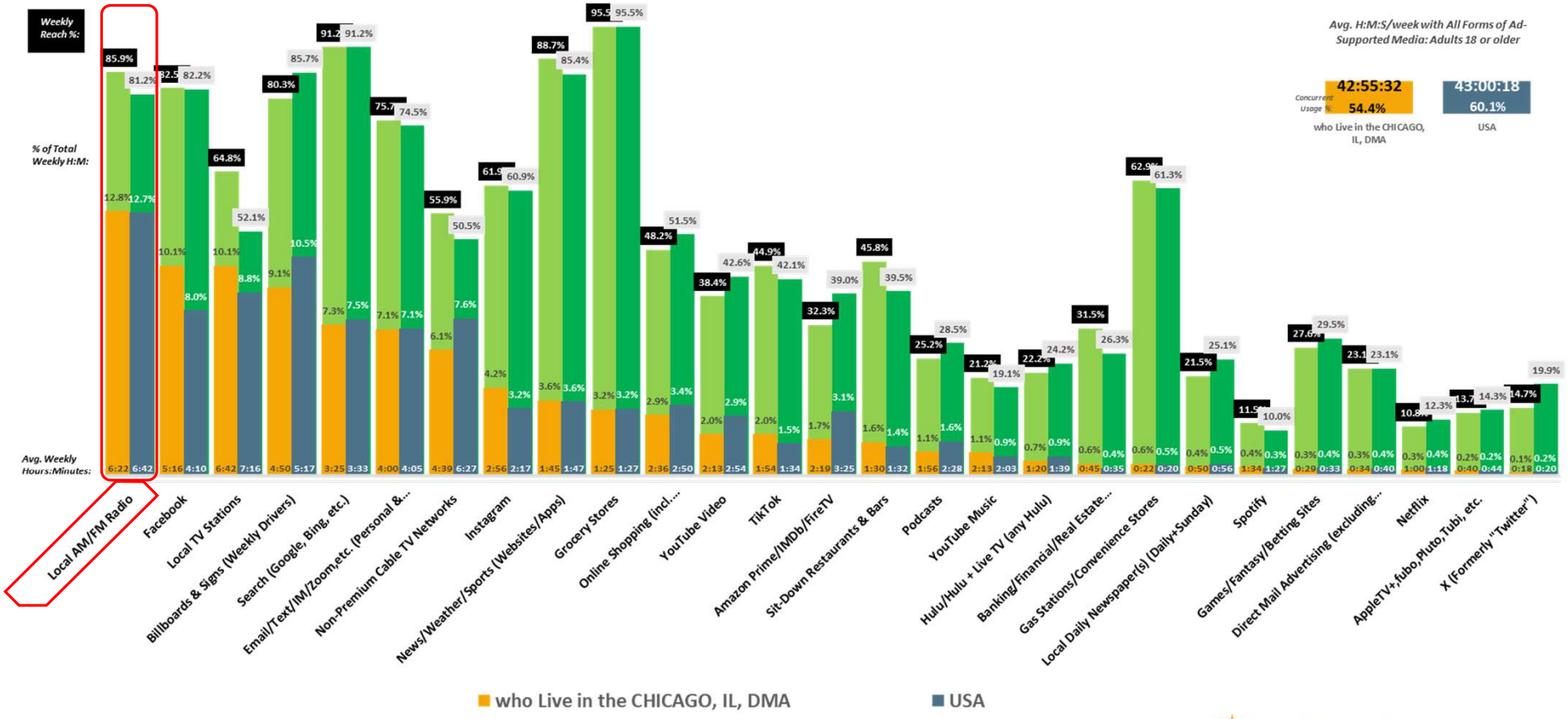
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W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 18 hours, 55 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

85.9% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 6 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



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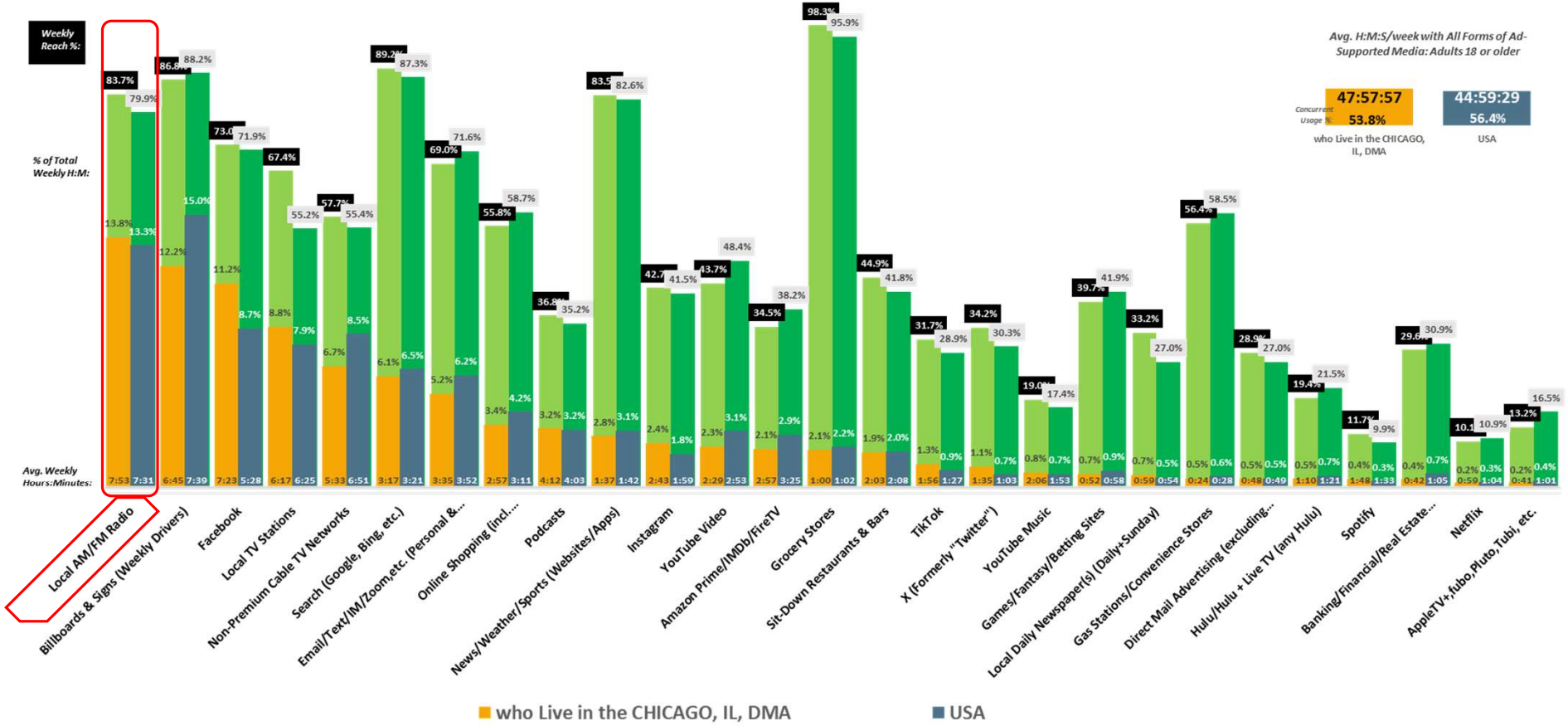
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M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 23 hours, 57 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

83.7% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Media.



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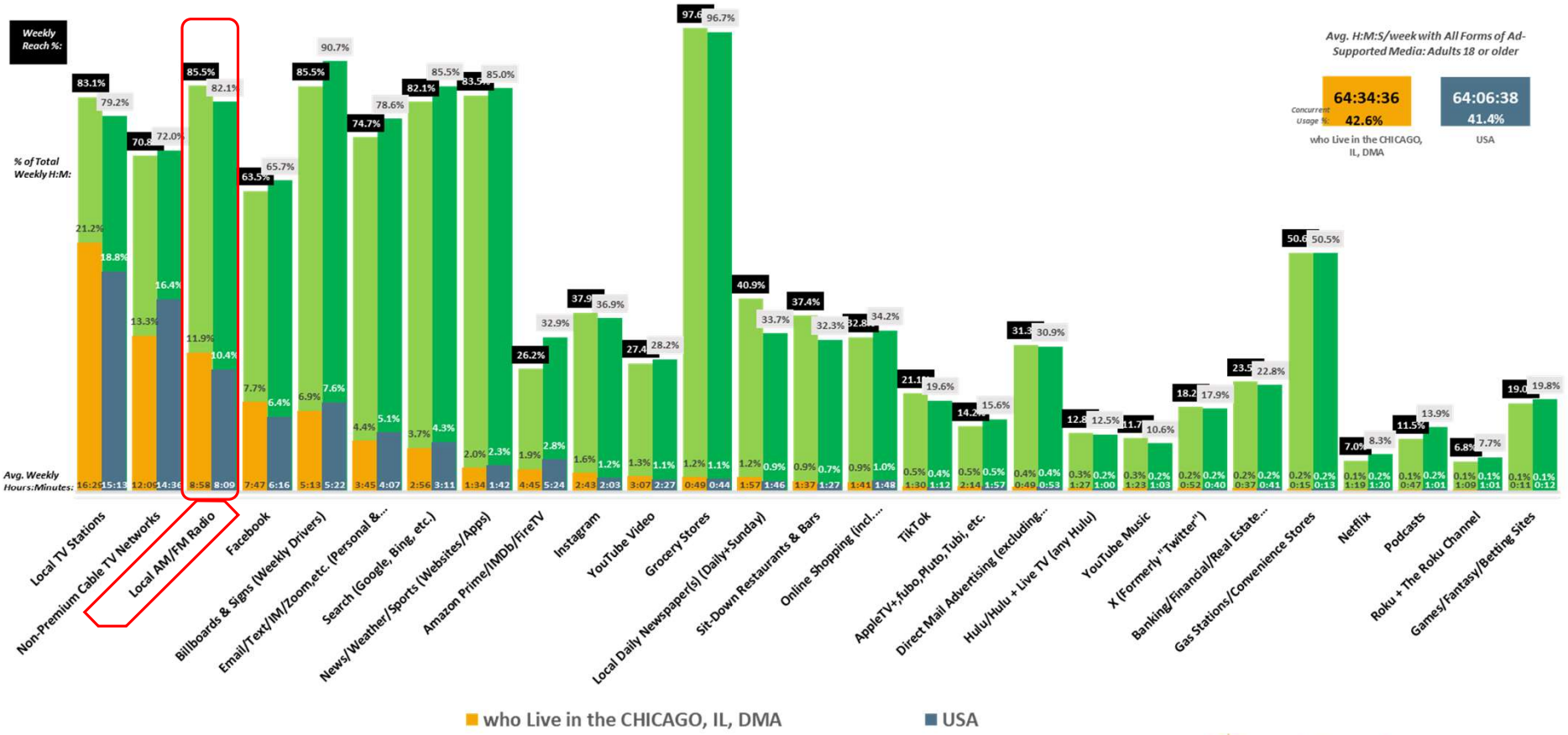
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P50+

Adults 50 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 16 hours, 34 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

85.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



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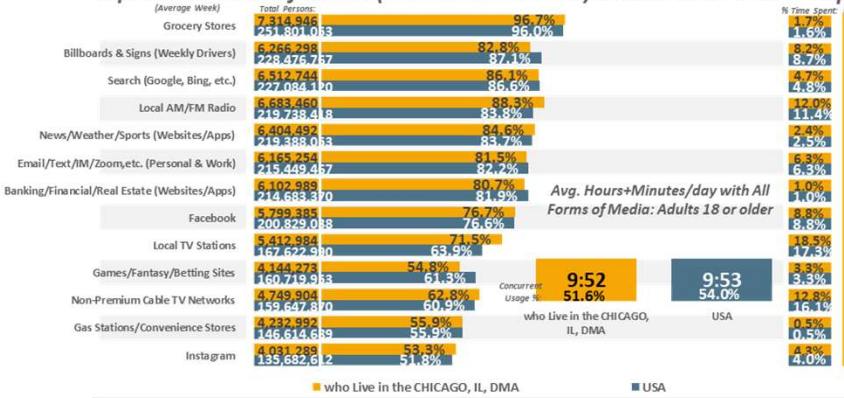
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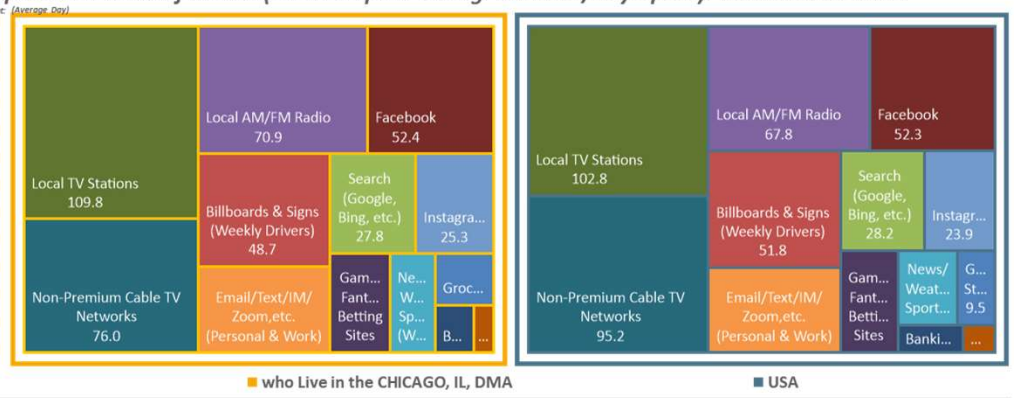
P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

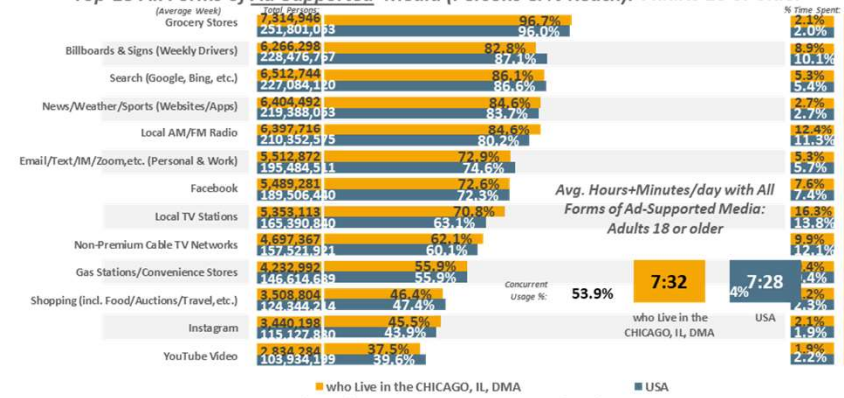
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



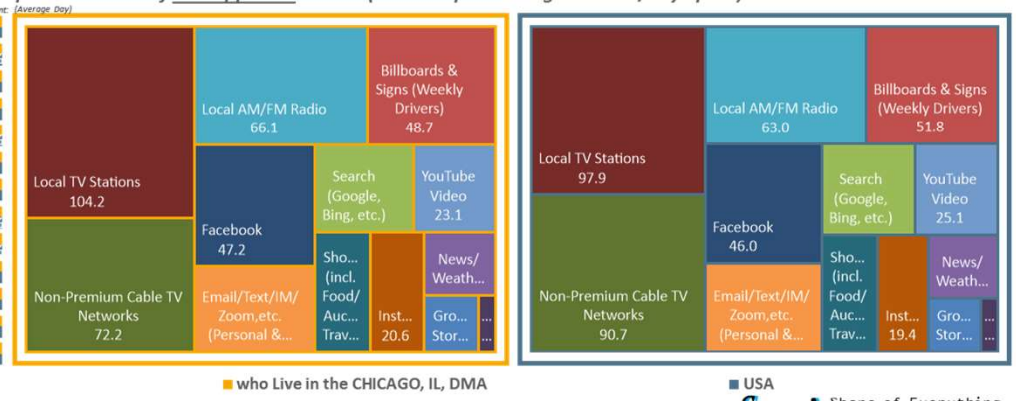
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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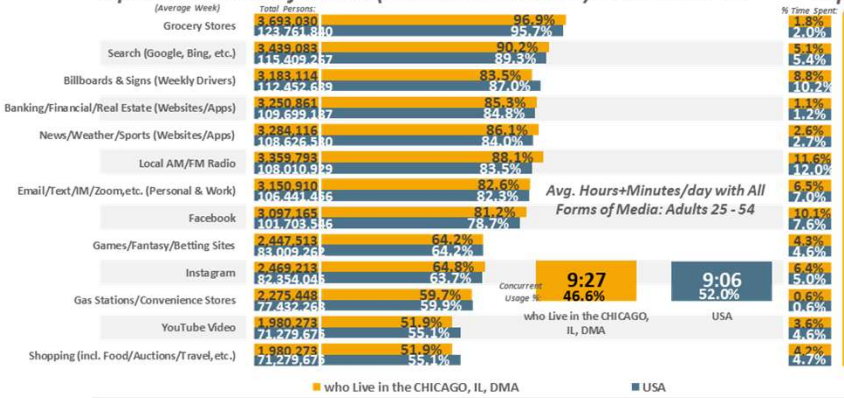
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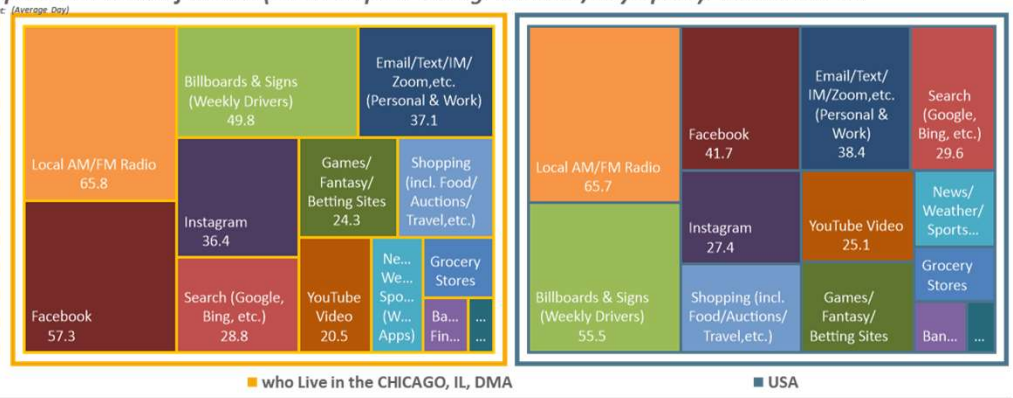
P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 61. minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

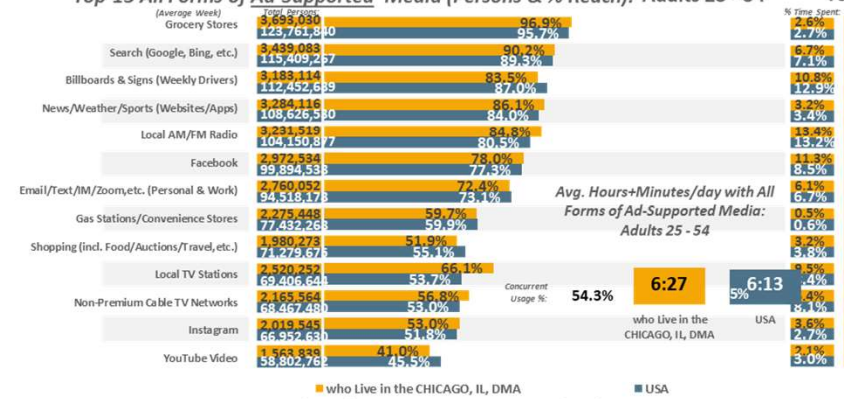
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



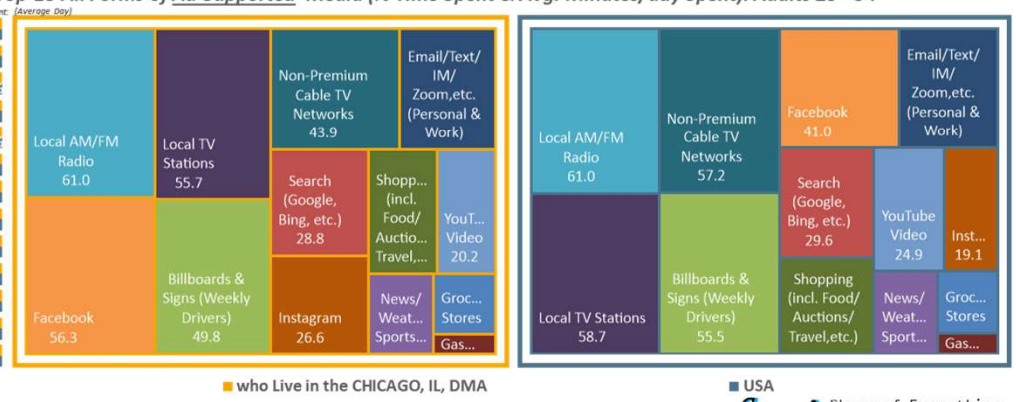
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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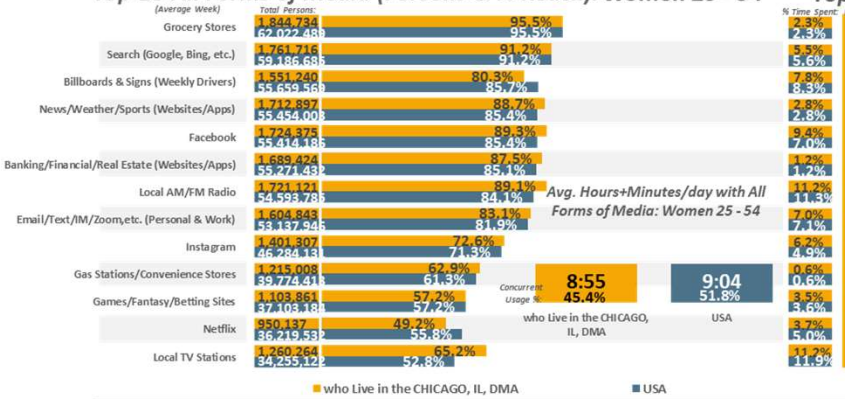
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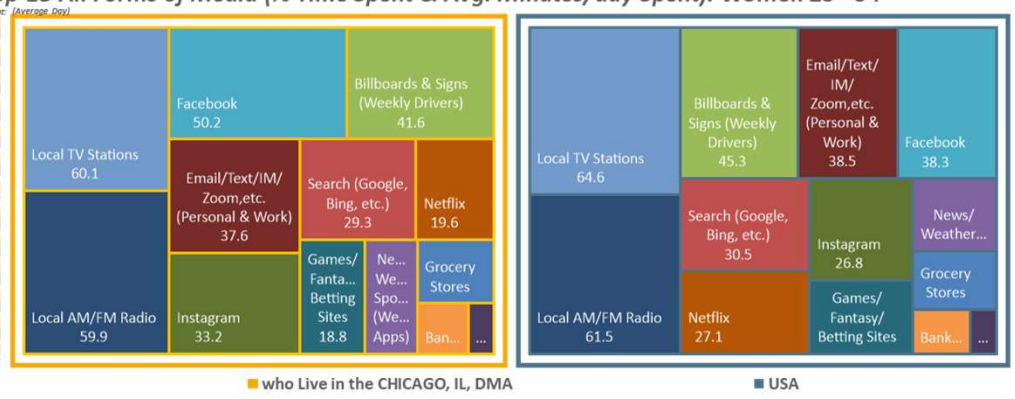
W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 7 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

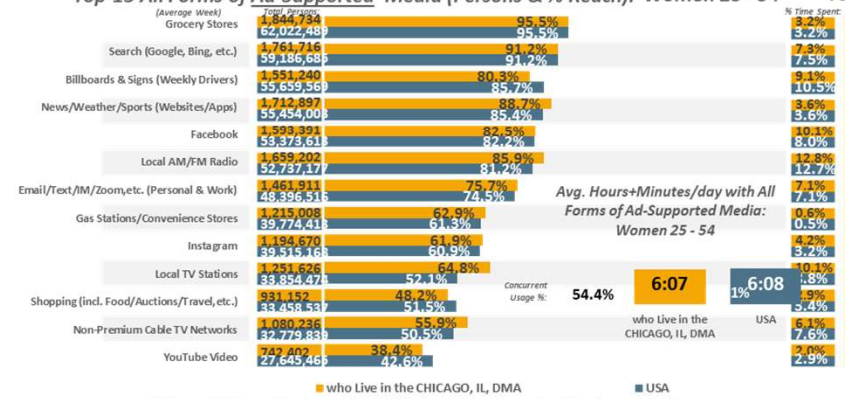
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



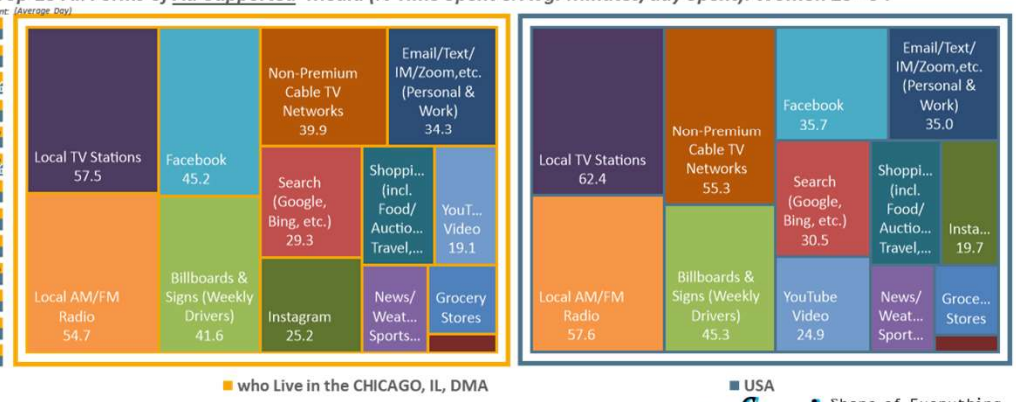
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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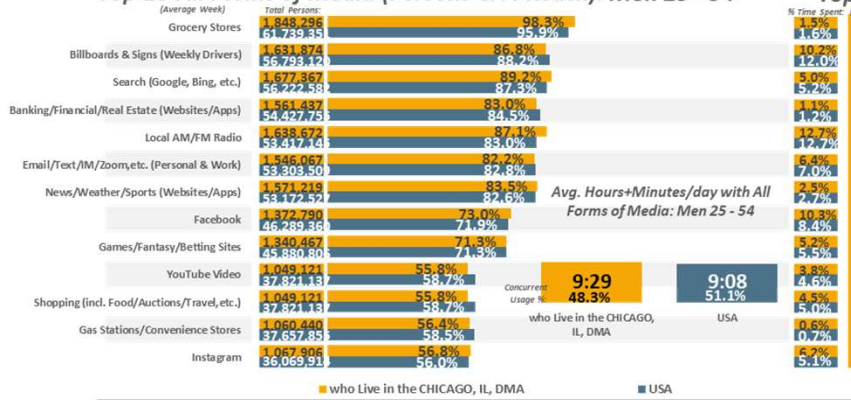
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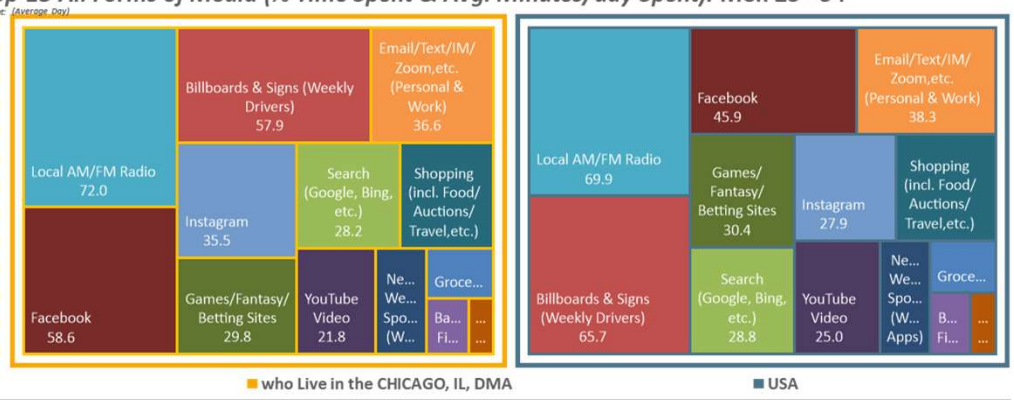
M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

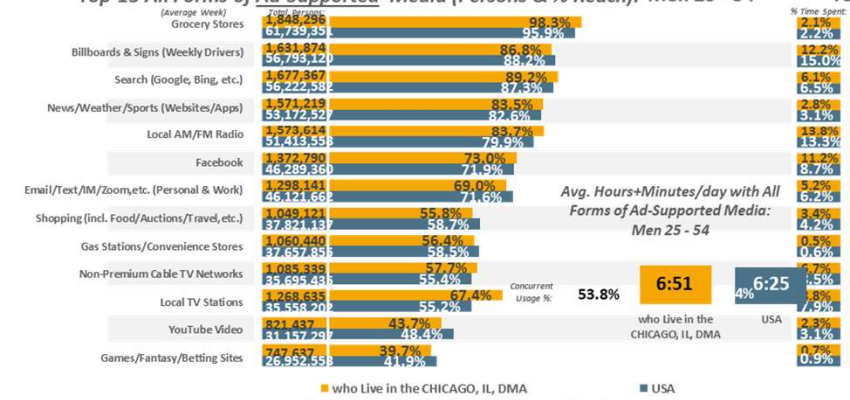
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



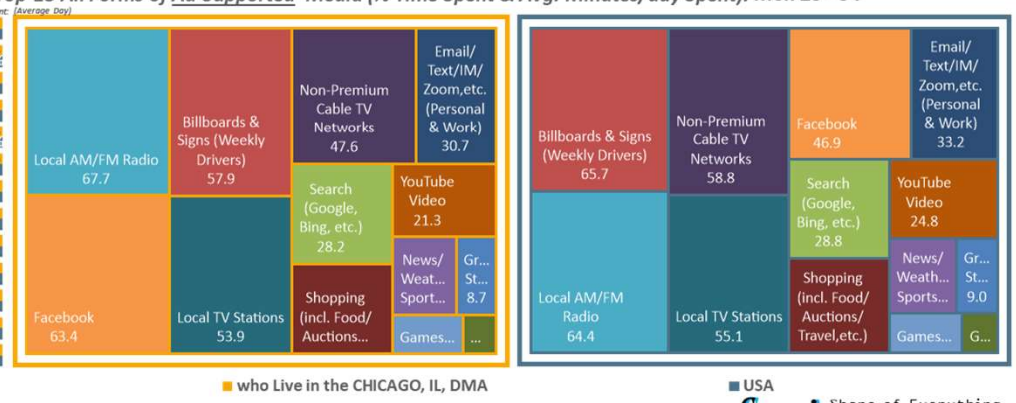
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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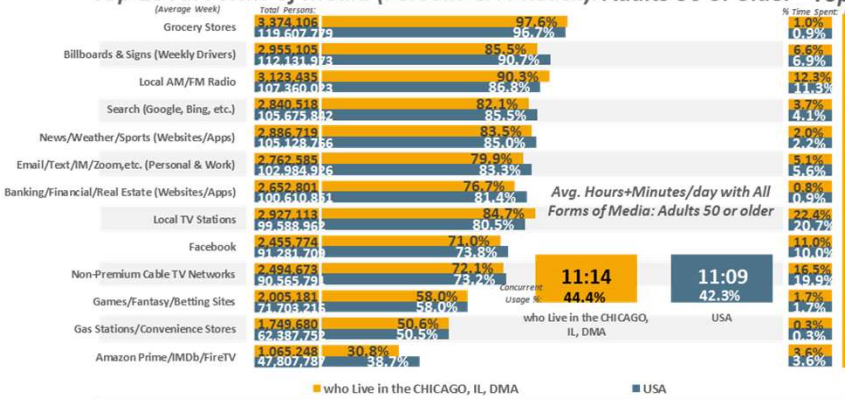
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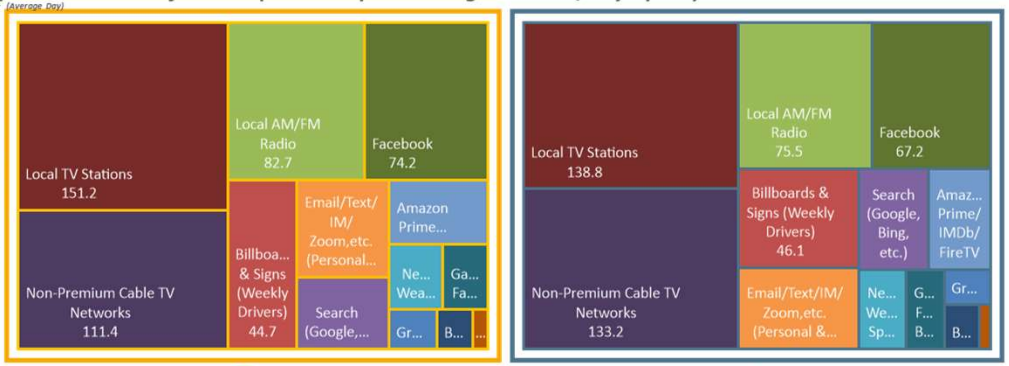
P50+

Adults 50 or older who Live in the CHICAGO, IL, DMA spend an average of 9 hours and 13 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 76.9 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

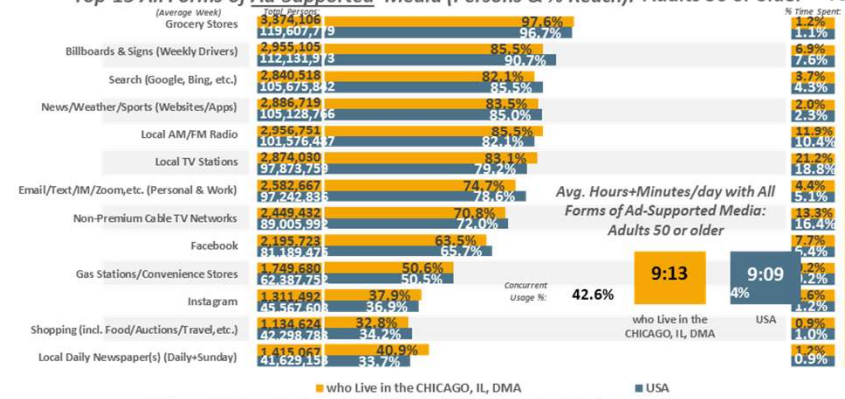
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



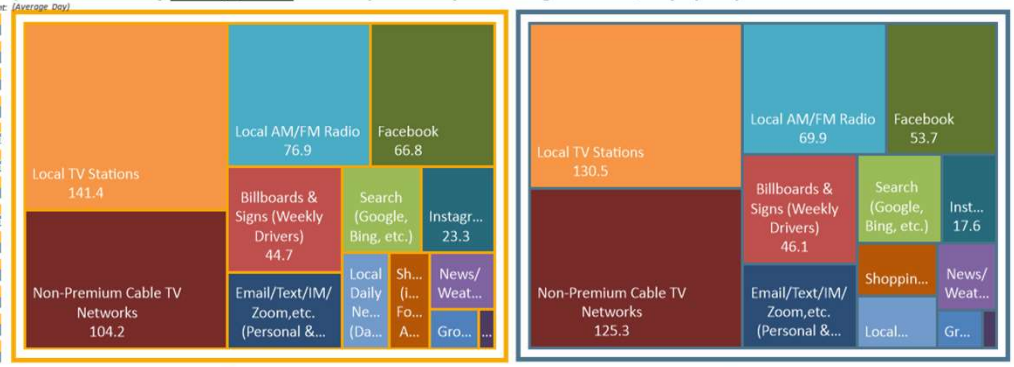
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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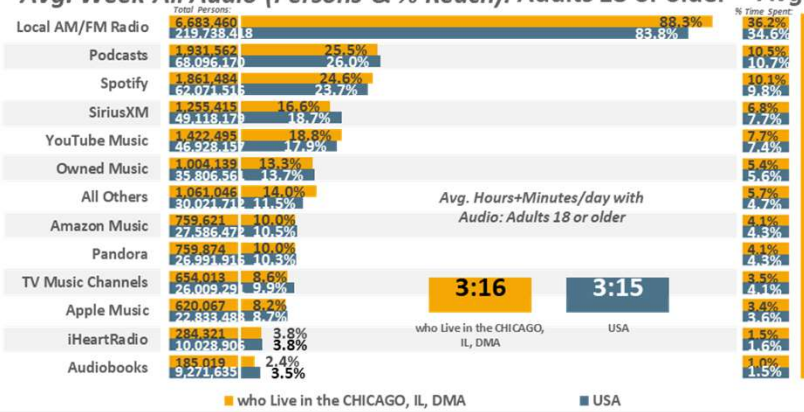
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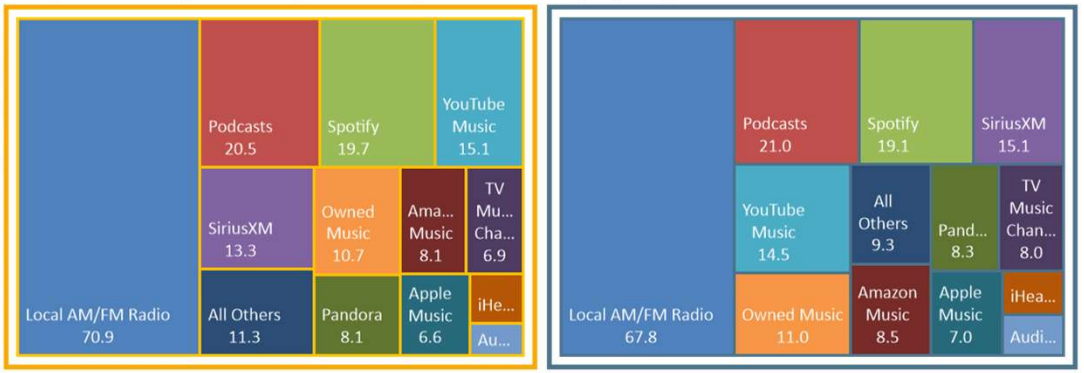
P18+

6,397,716 or 84.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

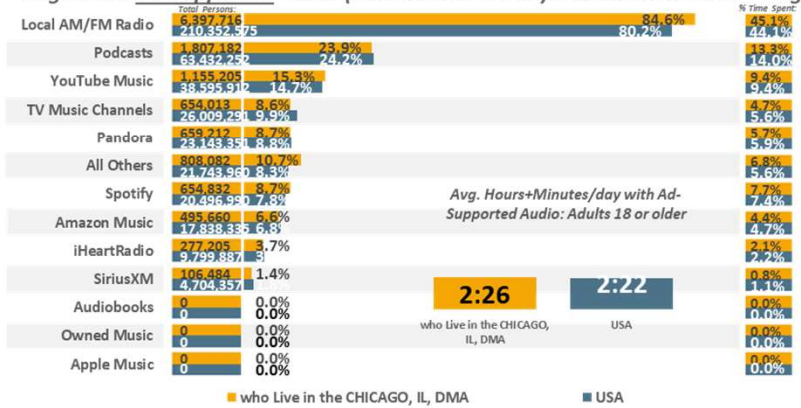
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



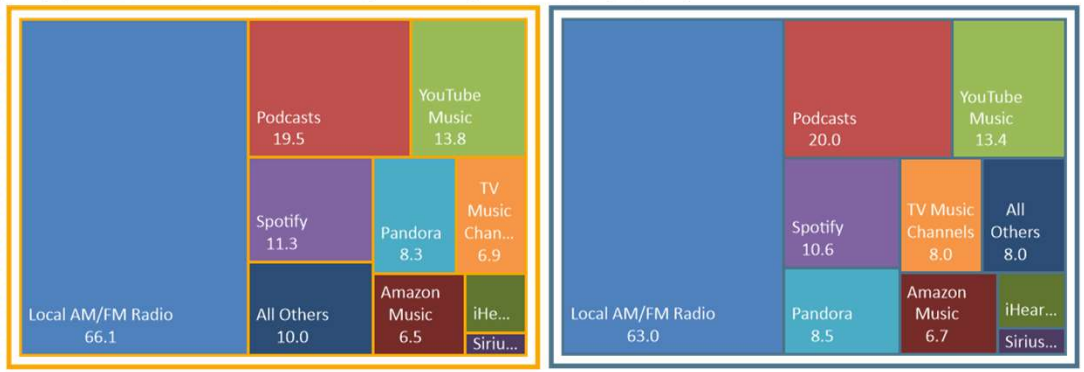
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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Scarborough R1 2024: Jan23-Aug24 USA Projection

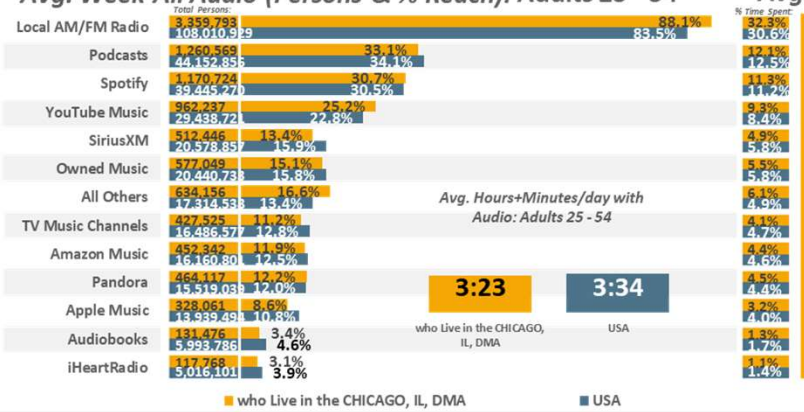
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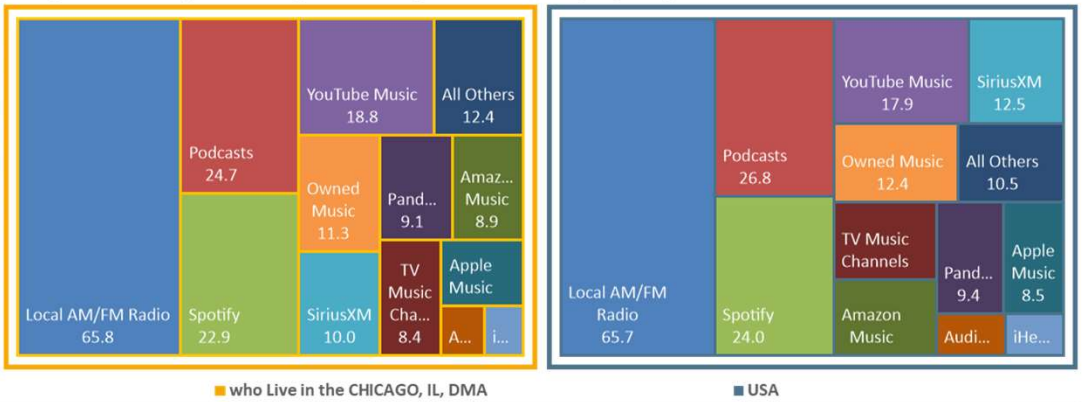
P25-54

3,231,519 or 84.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

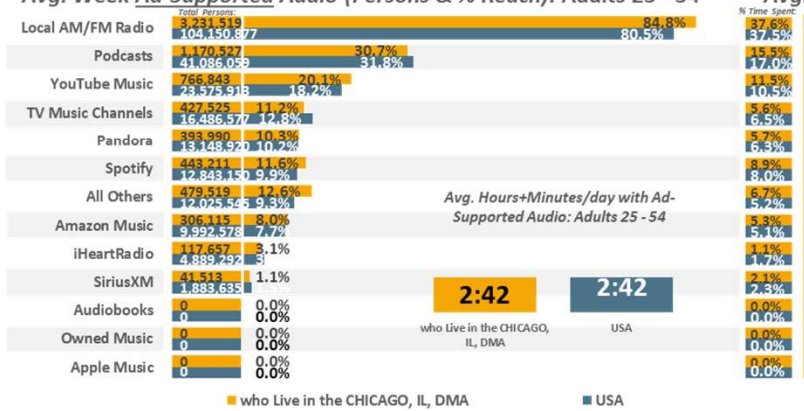
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



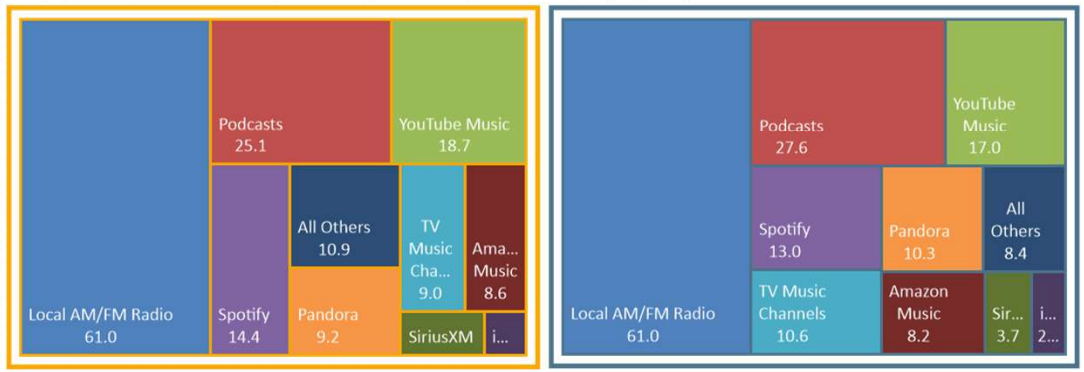
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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

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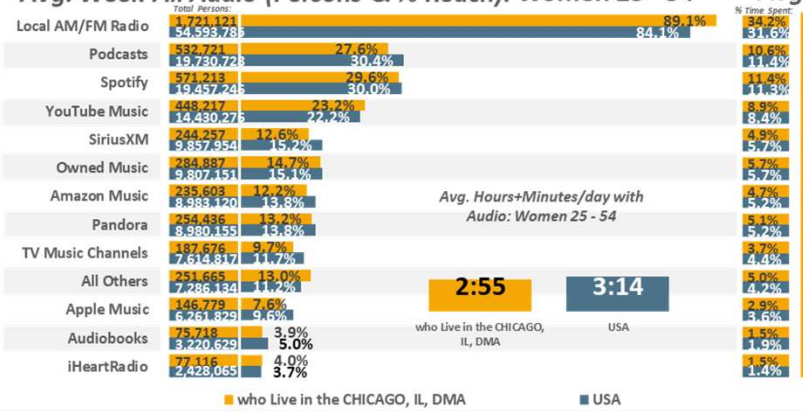
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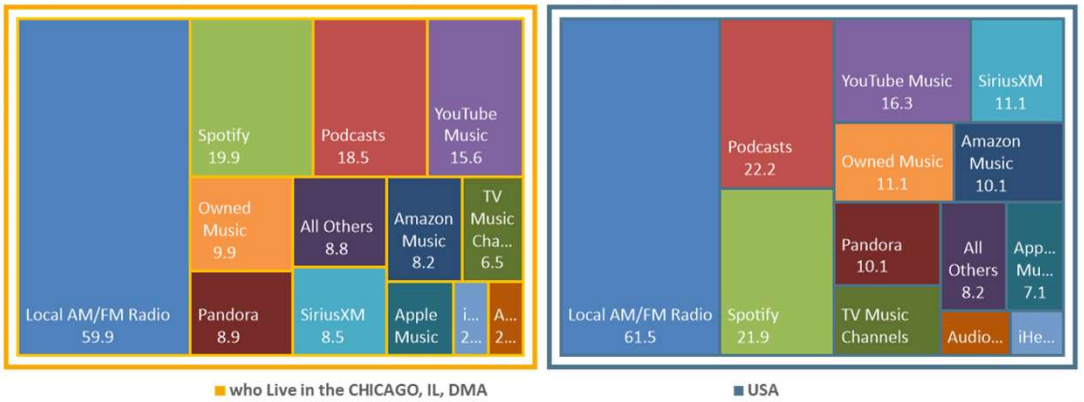
W25-54

1,659,202 or 85.9% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

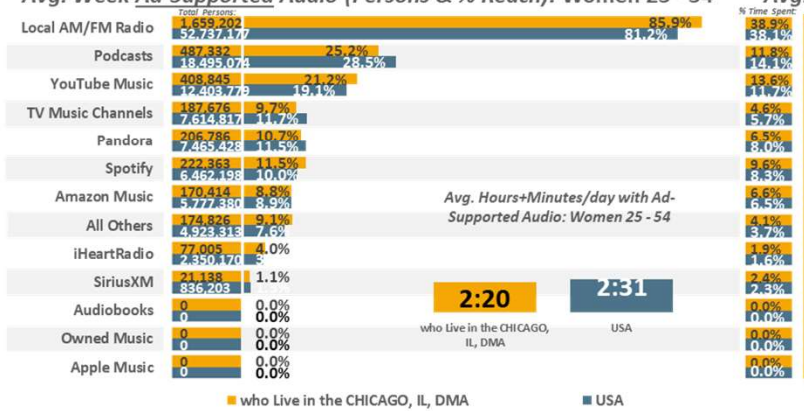
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



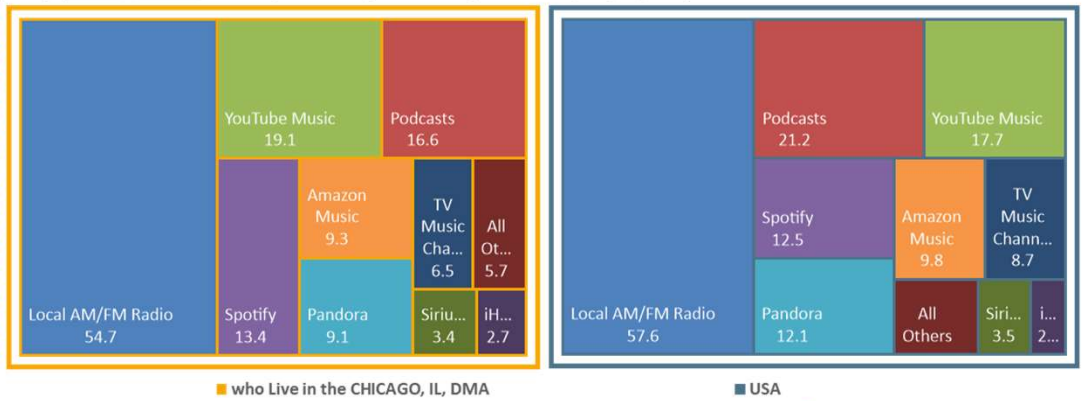
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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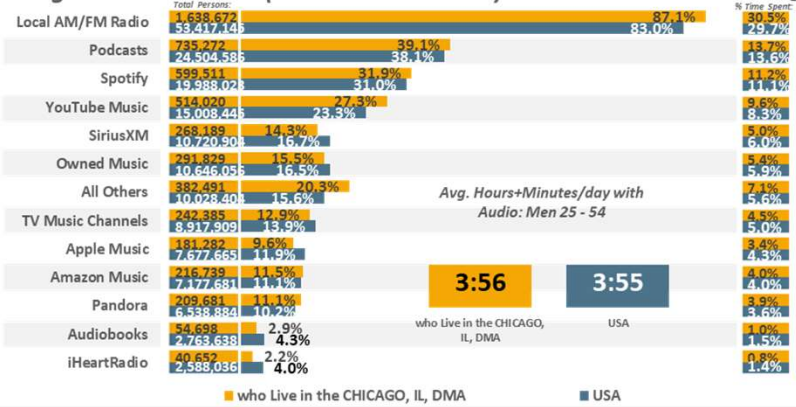
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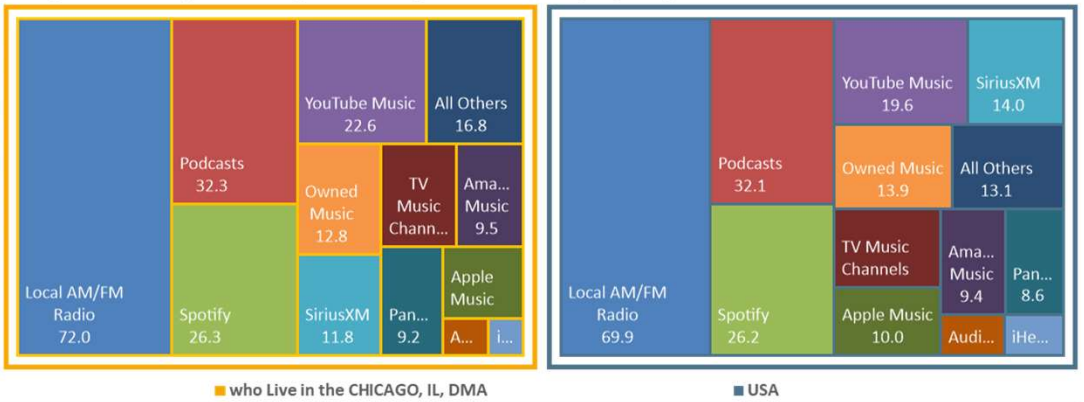
M25-54

1,573,614 or 83.7% of Men 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

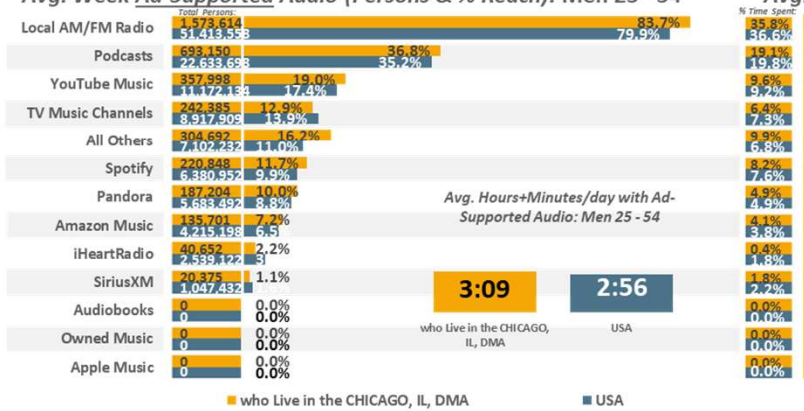
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



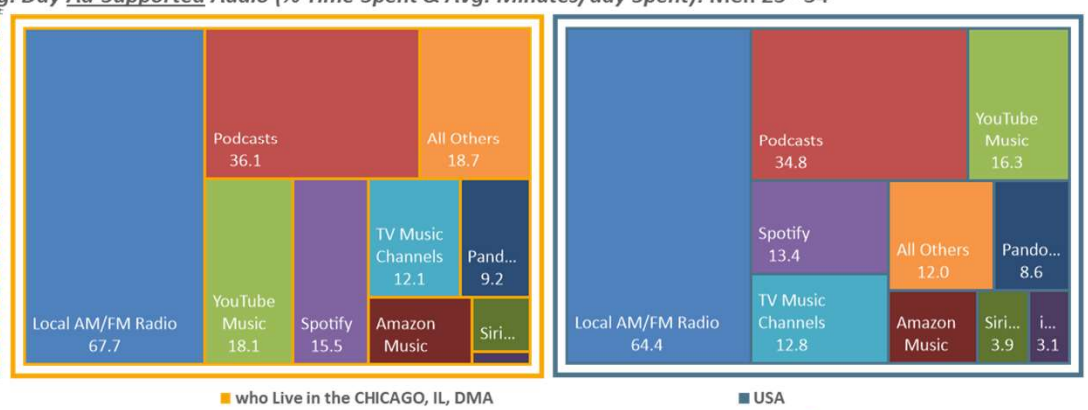
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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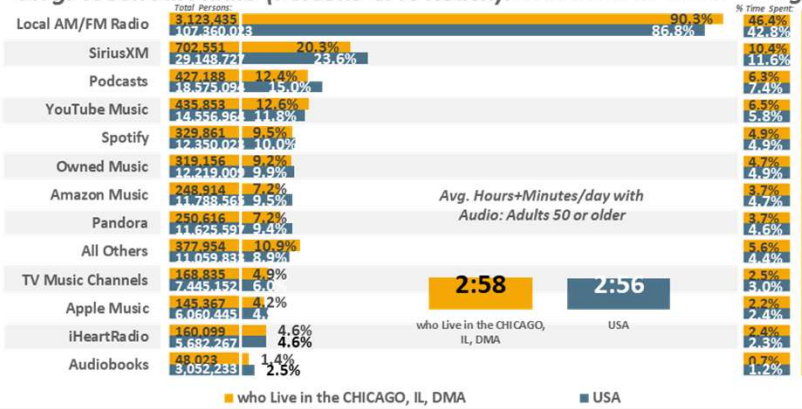
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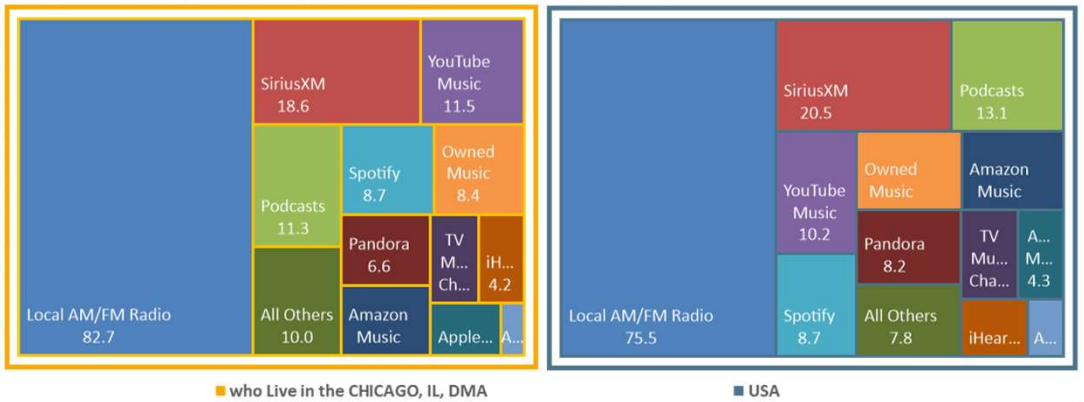
P50+

2,956,751 or 85.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 76.9 minutes every day representing 55.1% of all time spent daily with Ad-Supported Audio.

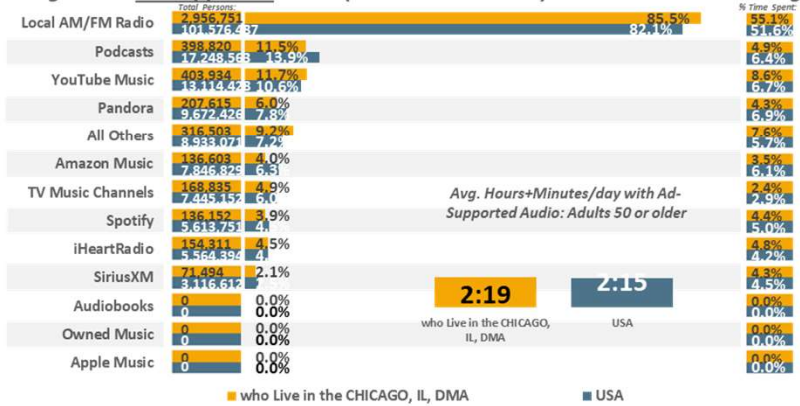
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



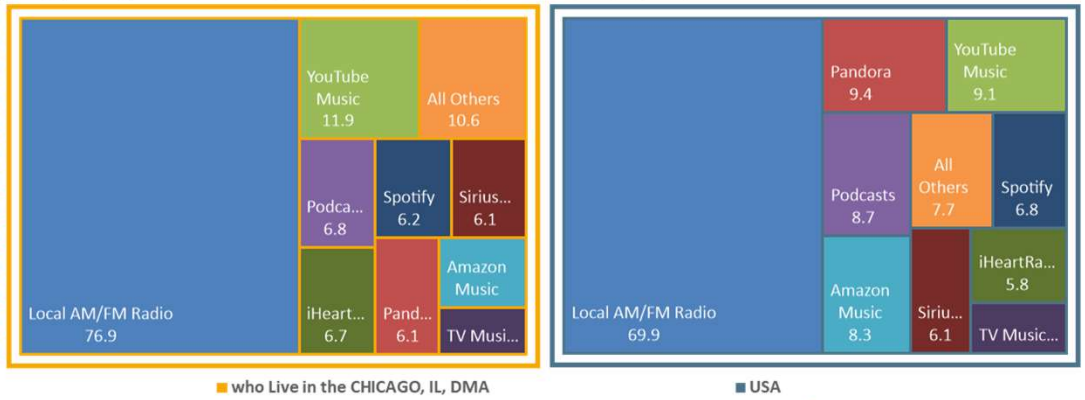
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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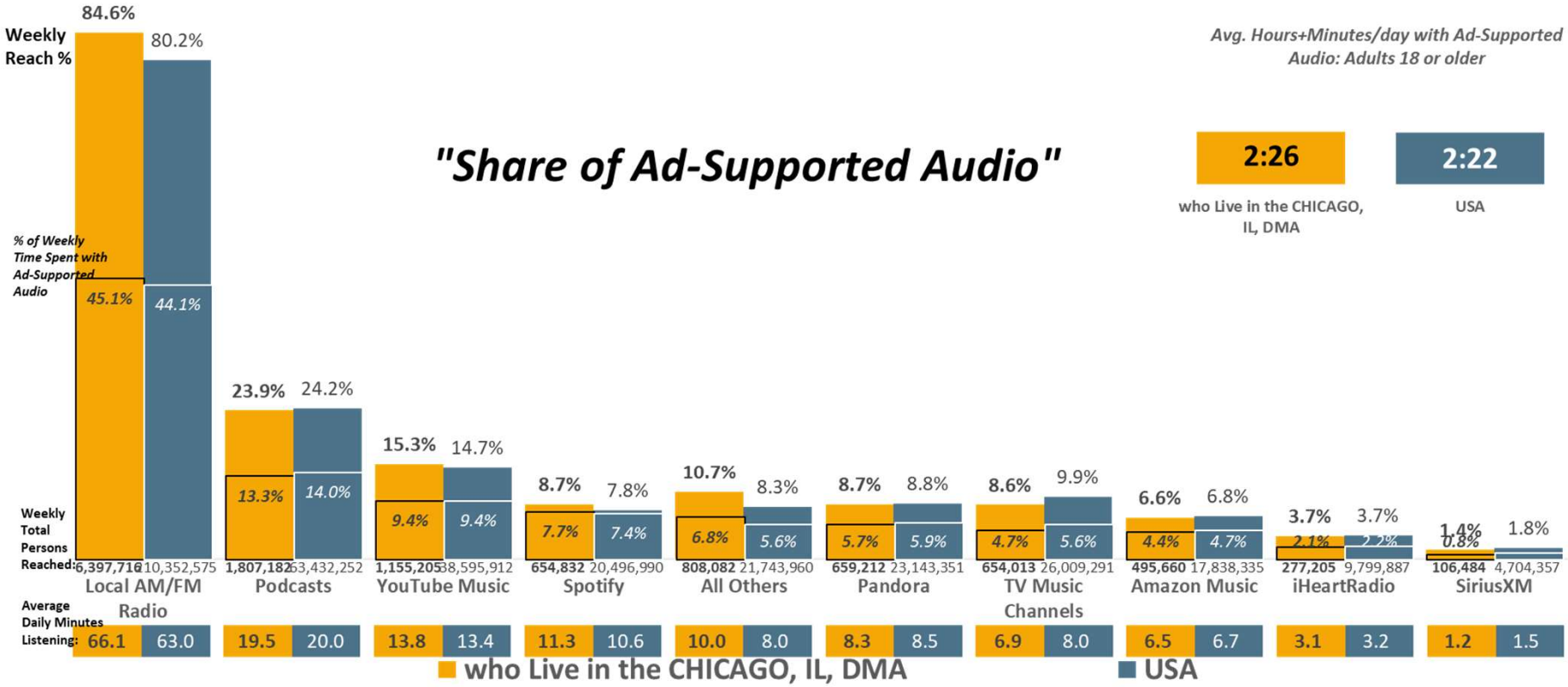
Scarborough R1 2024: Jan23-Aug24 USA Projection

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P18+

6,397,716 or 84.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



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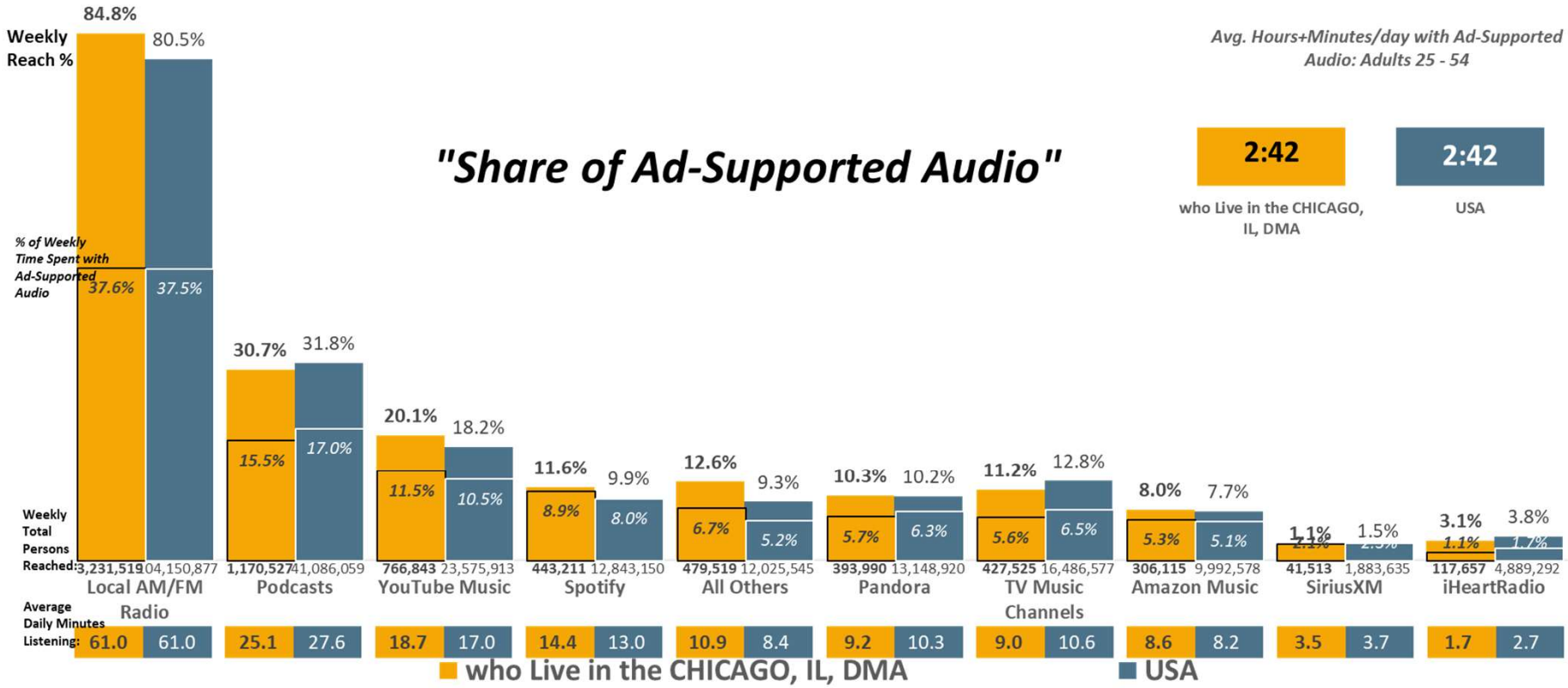
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P25-54

3,231,519 or 84.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



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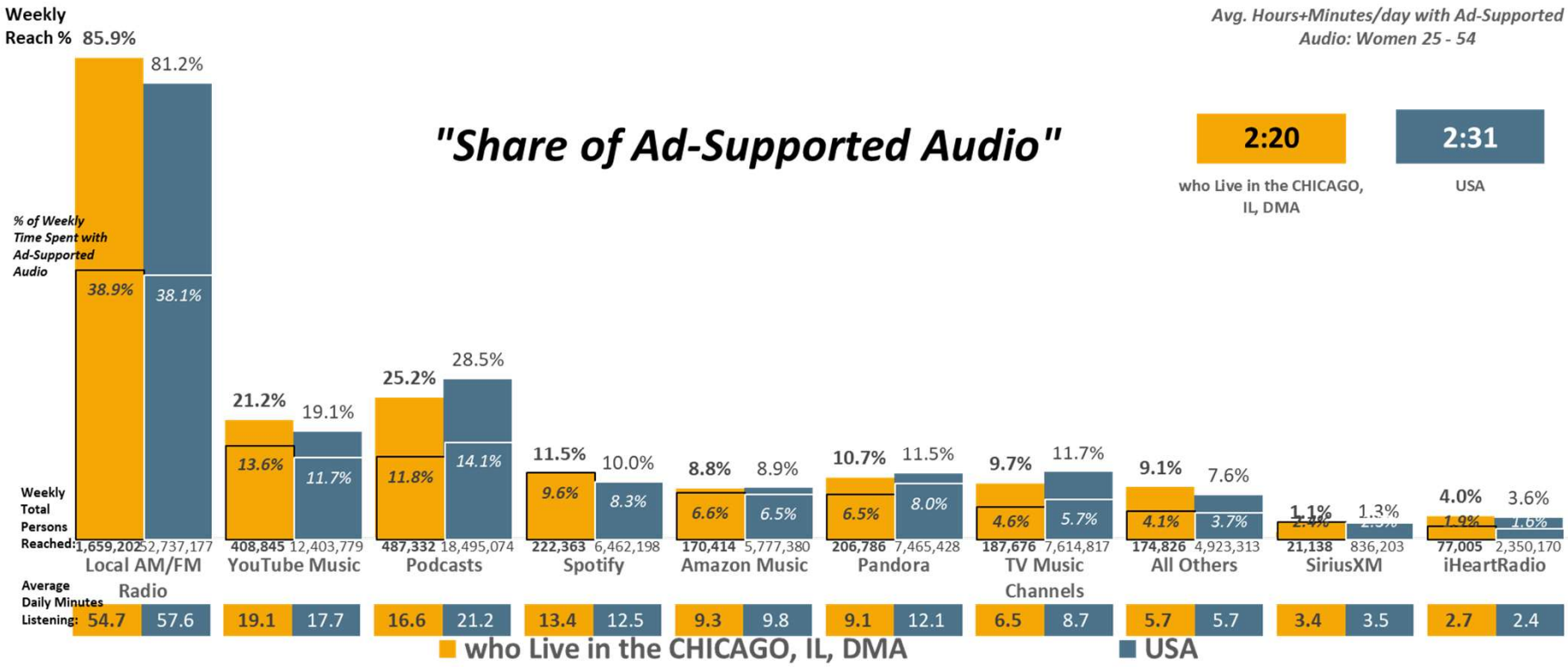
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W25-54

1,659,202 or 85.9% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



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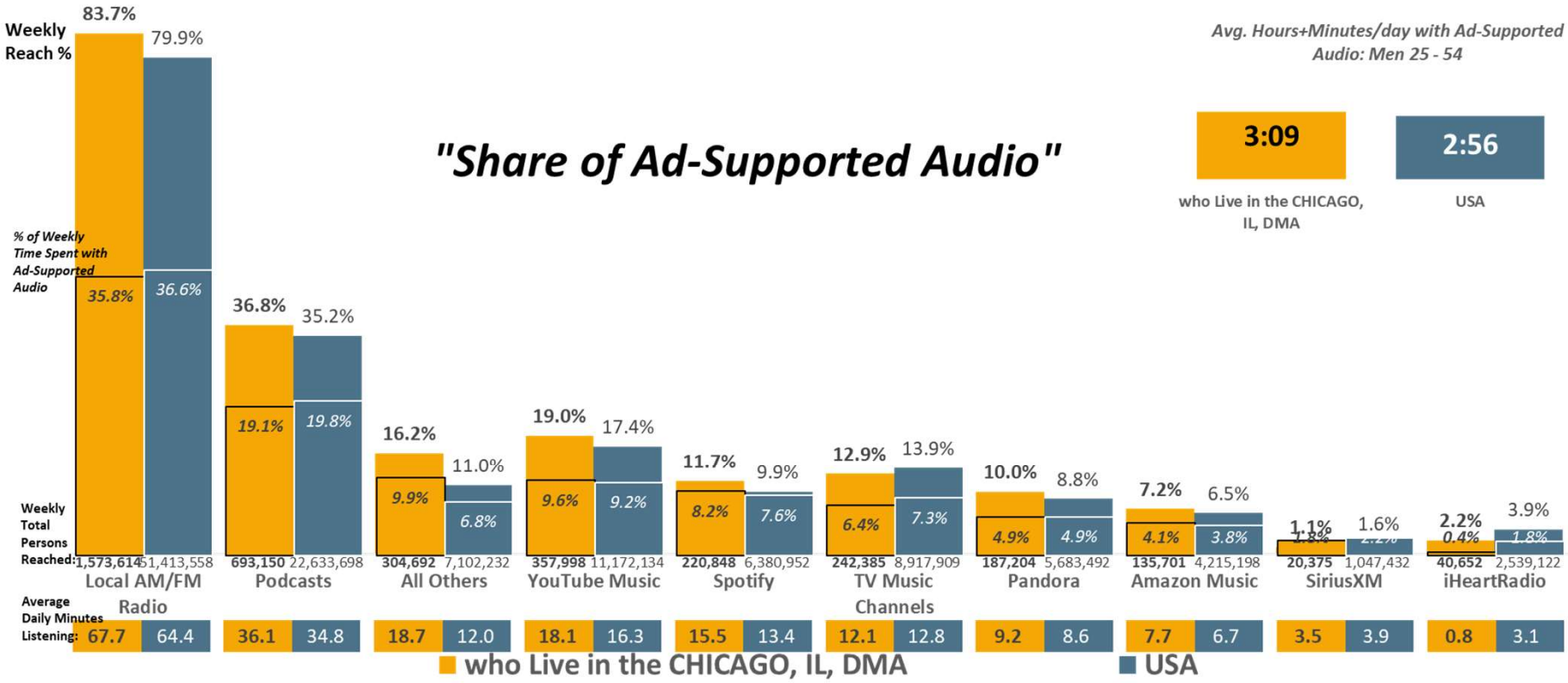
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M25-54

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P50+

2,956,751 or 85.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 76.9 minutes every day representing 55.1% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 50 or older

2:19	2:15
who Live in the CHICAGO, IL, DMA	USA

	Local AM/FM Radio	YouTube Music	All Others	Podcasts	iHeartRadio	Spotify	SiriusXM	Pandora	Amazon Music	TV Music Channels
Weekly Reach %	85.5% / 82.1%	11.7% / 10.6%	9.2% / 7.2%	11.5% / 13.9%	4.5% / 4.5%	3.9% / 4.5%	2.1% / 2.5%	6.0% / 7.8%	4.0% / 6.3%	4.9% / 6.0%
% of Weekly Time Spent with Ad-Supported Audio	55.1% / 51.6%	8.6% / 6.7%	7.6% / 5.7%	4.9% / 6.4%	4.8% / 4.2%	4.4% / 5.0%	4.3% / 4.5%	4.3% / 6.9%	3.5% / 6.1%	2.4% / 2.9%
Weekly Total Persons Reached:	2,956,751 / 101,576,487	403,934 / 13,114,428	316,503 / 8,933,071	398,820 / 17,248,563	154,311 / 5,564,394	136,152 / 5,613,751	71,494 / 3,116,612	207,615 / 9,672,426	136,603 / 7,846,829	168,835 / 7,445,152
Average Daily Minutes Listening:	76.9 / 69.9	11.9 / 9.1	10.6 / 7.7	6.8 / 8.7	6.7 / 5.8	6.2 / 6.8	6.1 / 6.1	6.1 / 9.4	4.9 / 8.3	3.3 / 3.9

■ who Live in the CHICAGO, IL, DMA ■ USA

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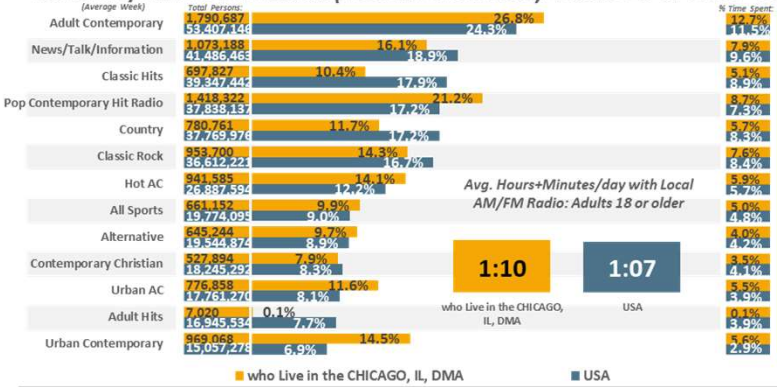
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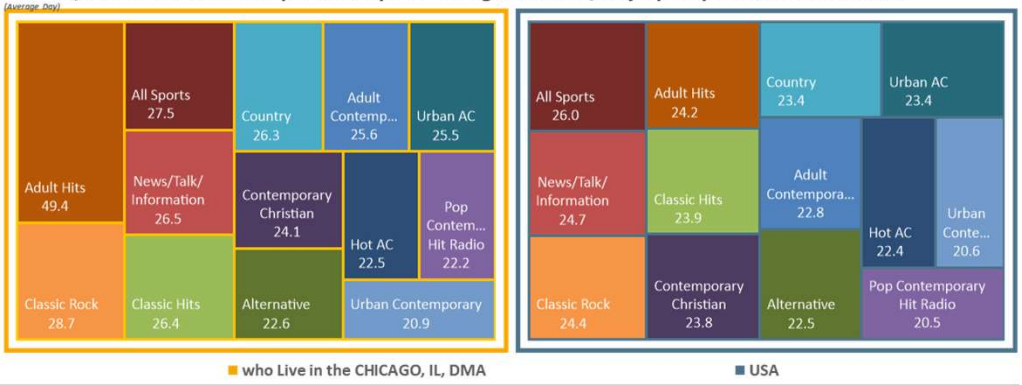
P18+

6,397,716 or 84.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Classic Rock, and Hot AC.

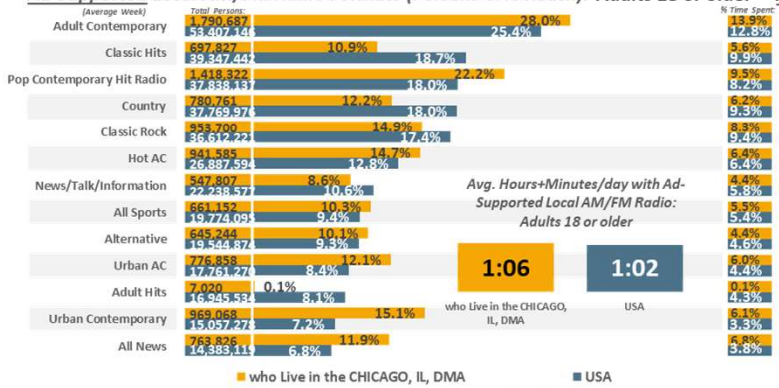
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



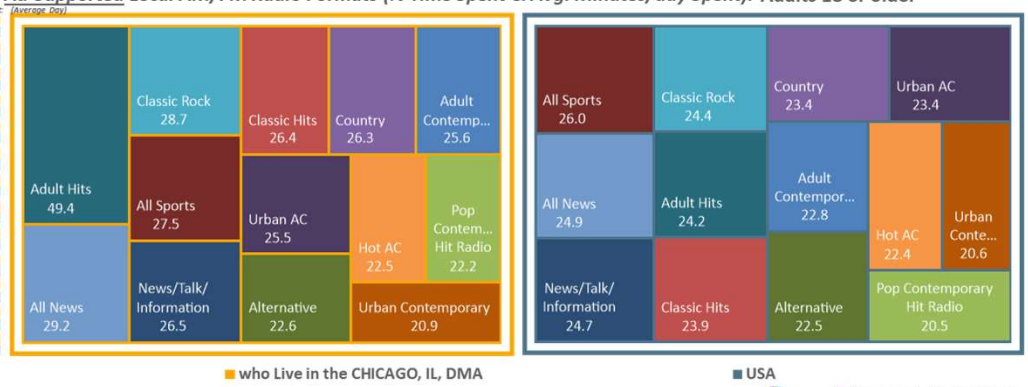
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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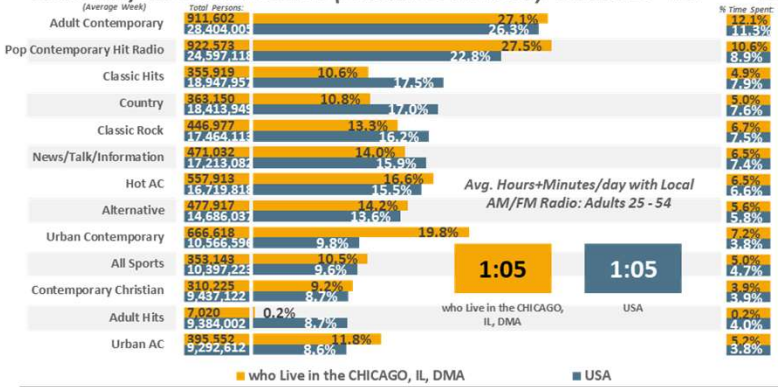
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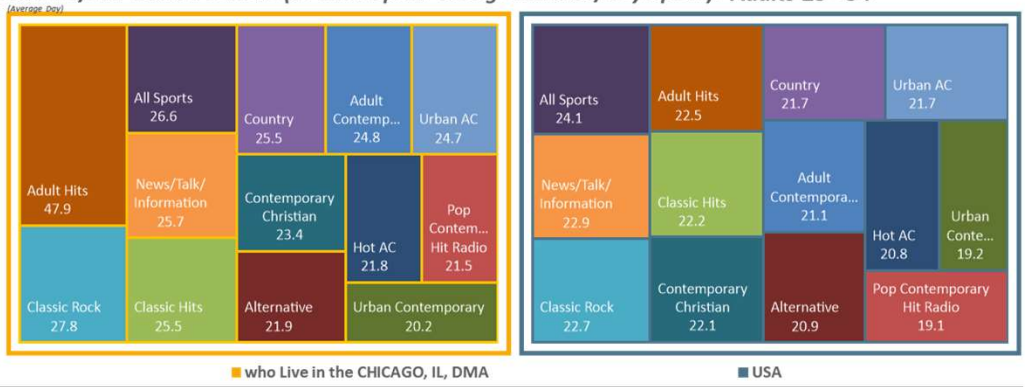
P25-54

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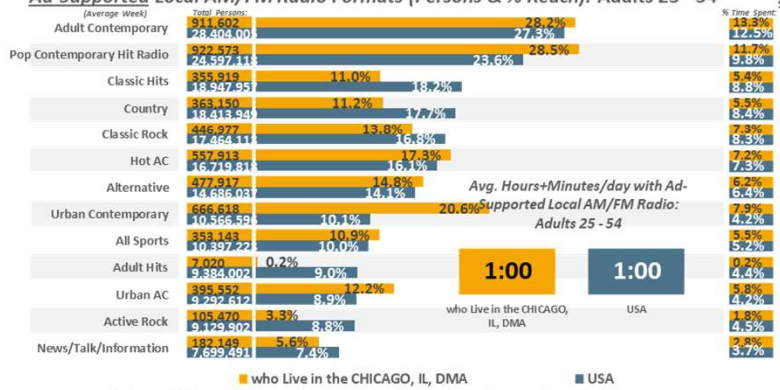
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



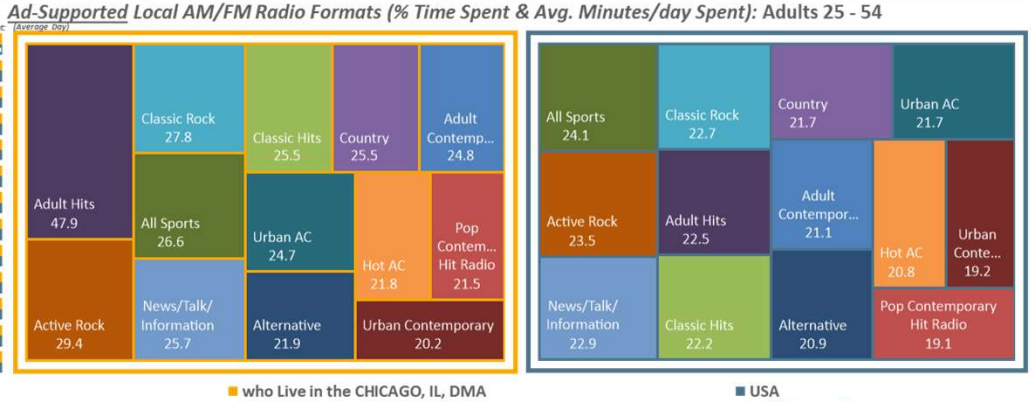
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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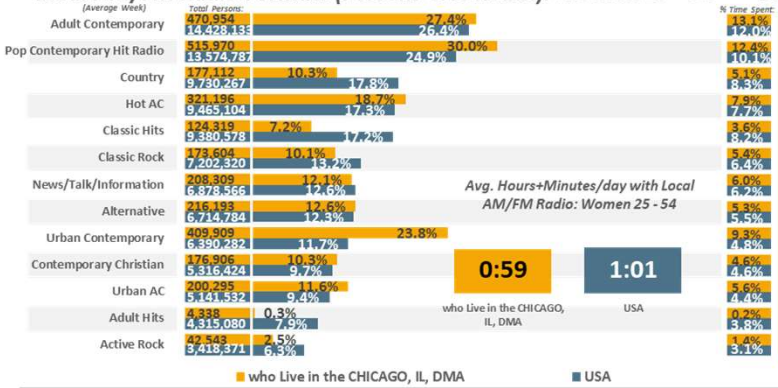
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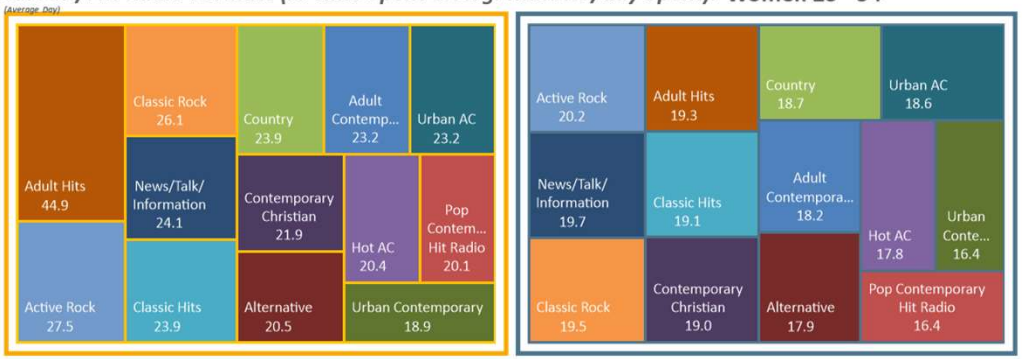
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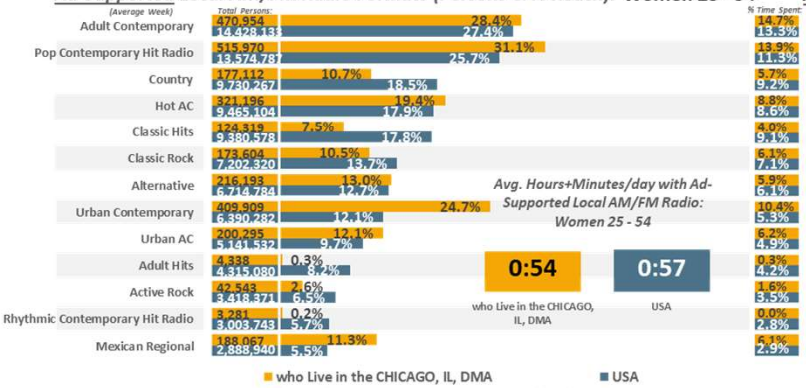
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



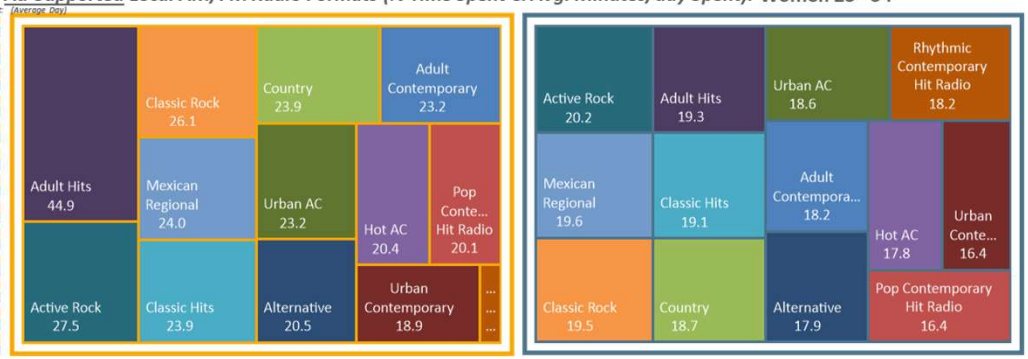
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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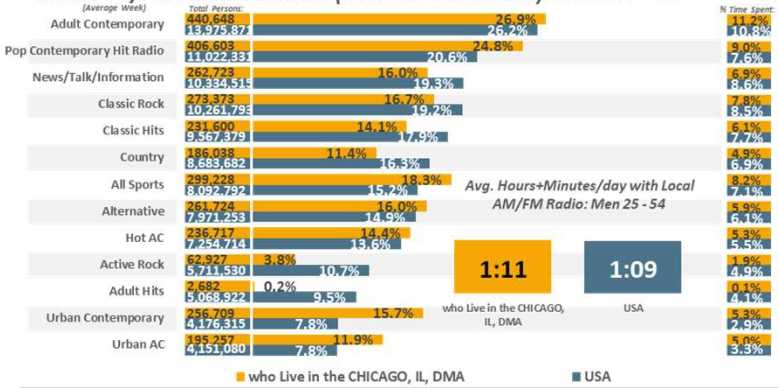
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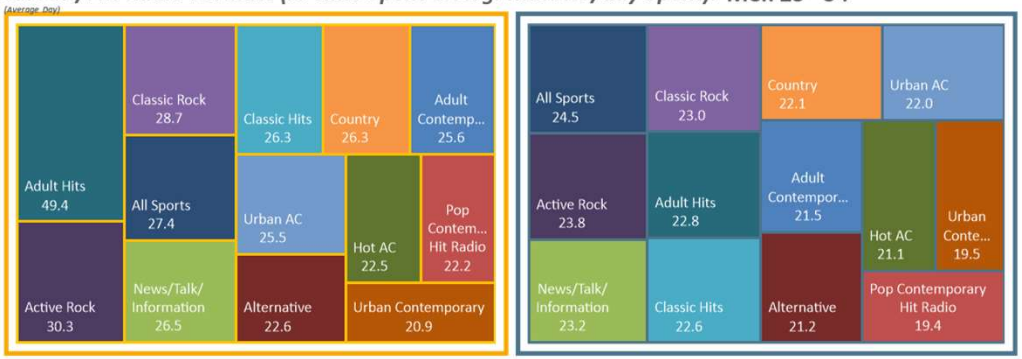
M25-54

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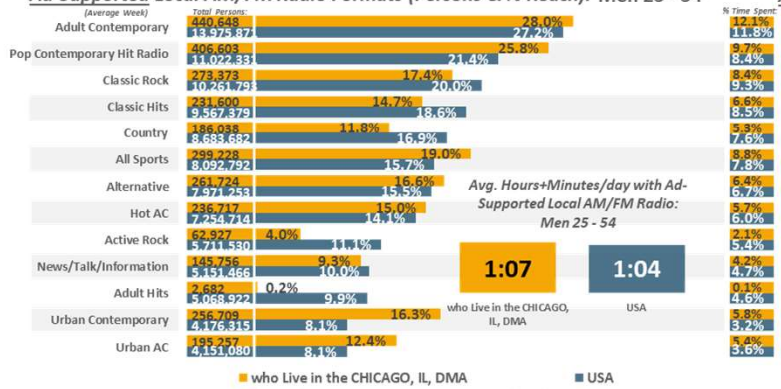
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



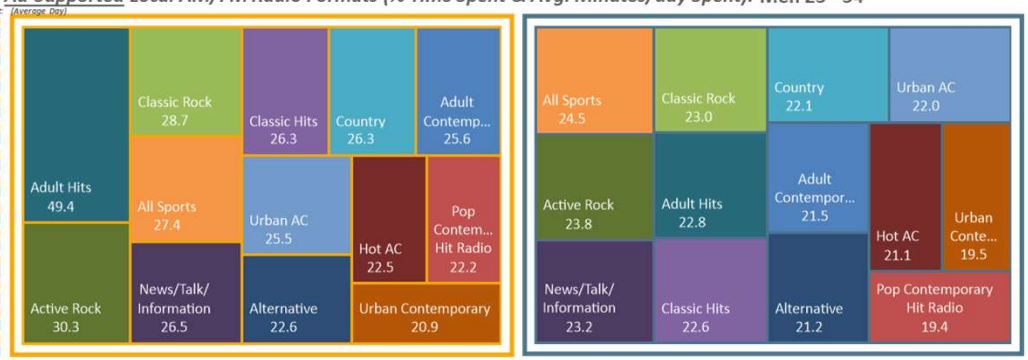
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188

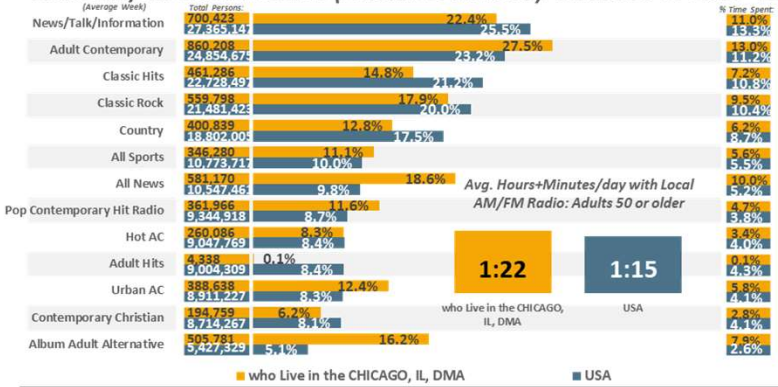
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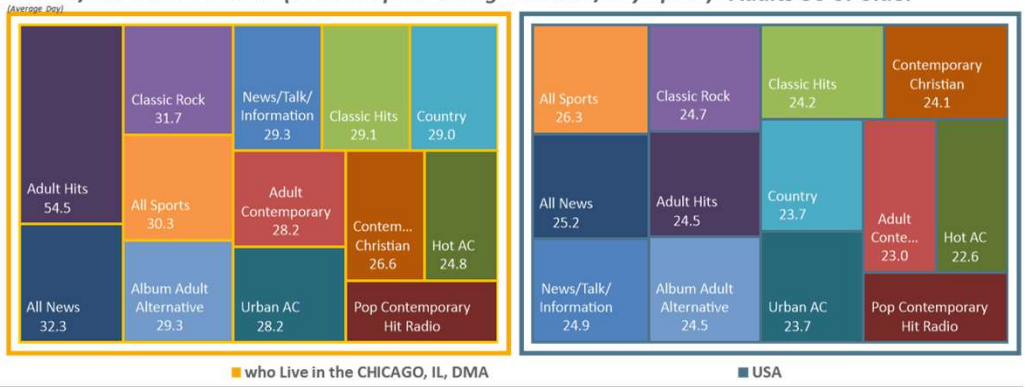
P50+

2,956,751 or 85.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Rock, Album Adult Alternative, and Classic Hits.

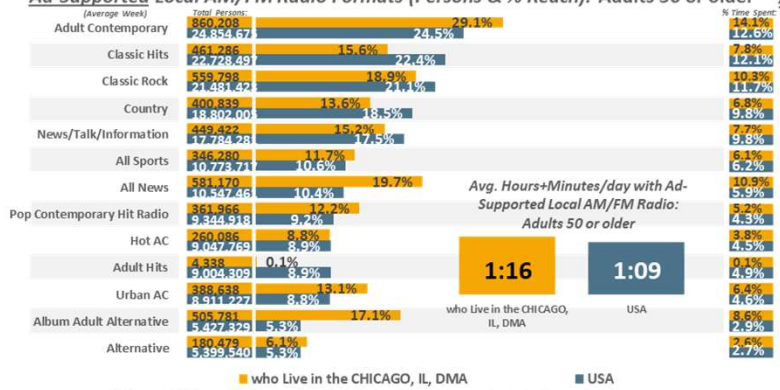
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



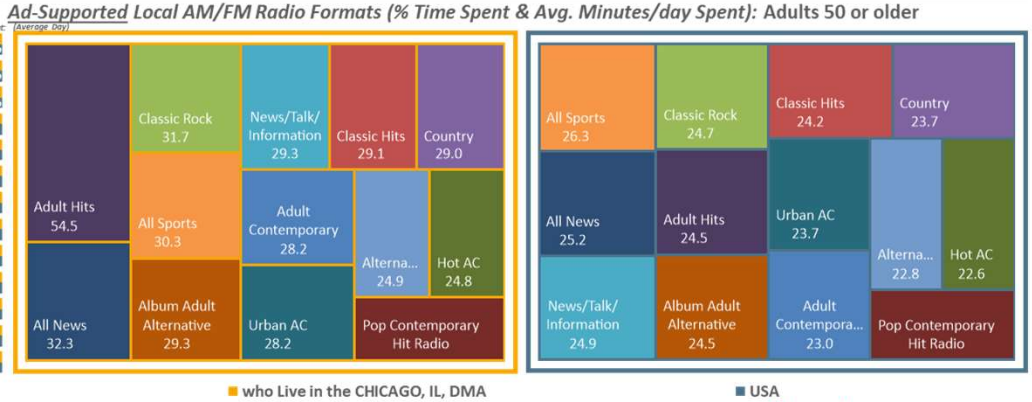
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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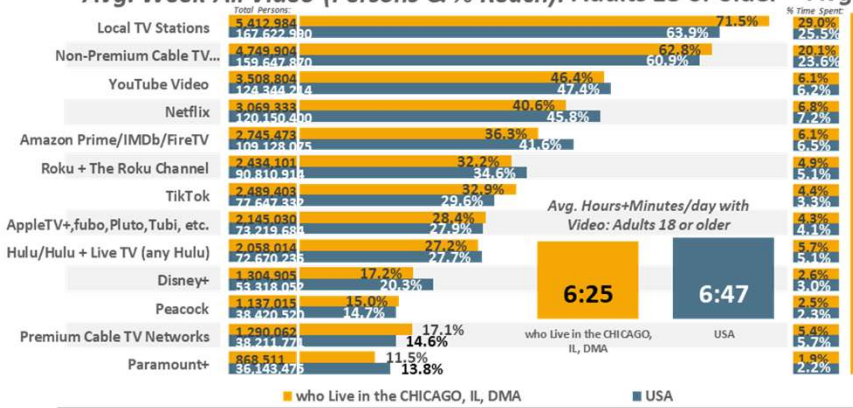
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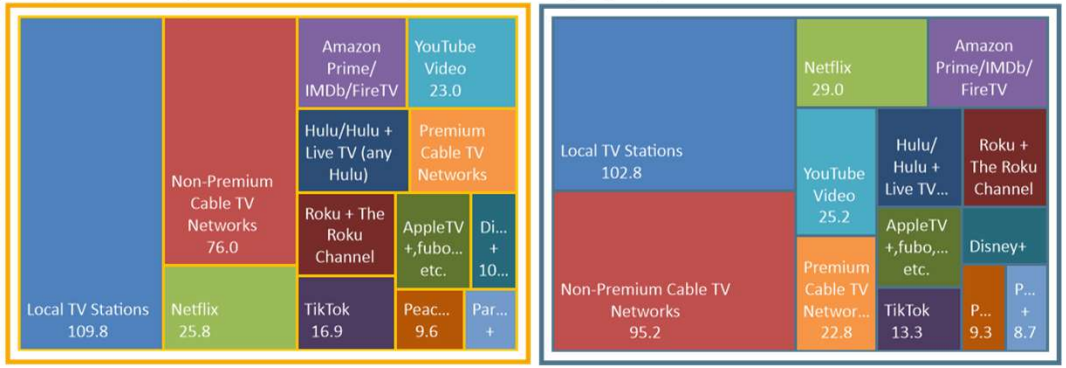
P18+

5,353,113 or 70.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 104.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

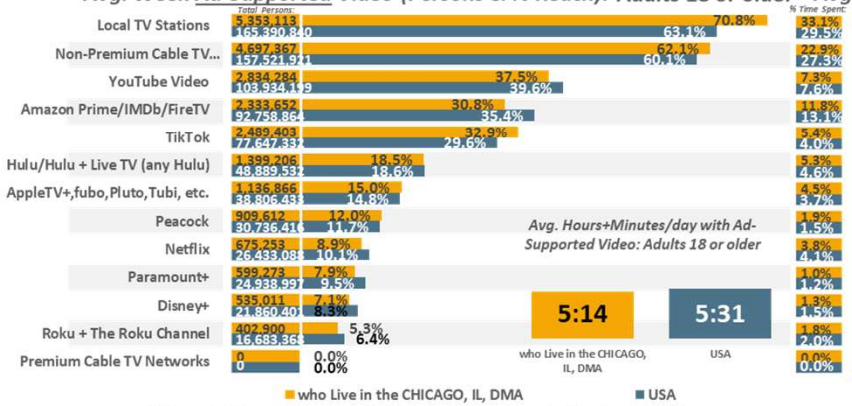
Avg. Week All Video (Persons & % Reach): Adults 18 or older



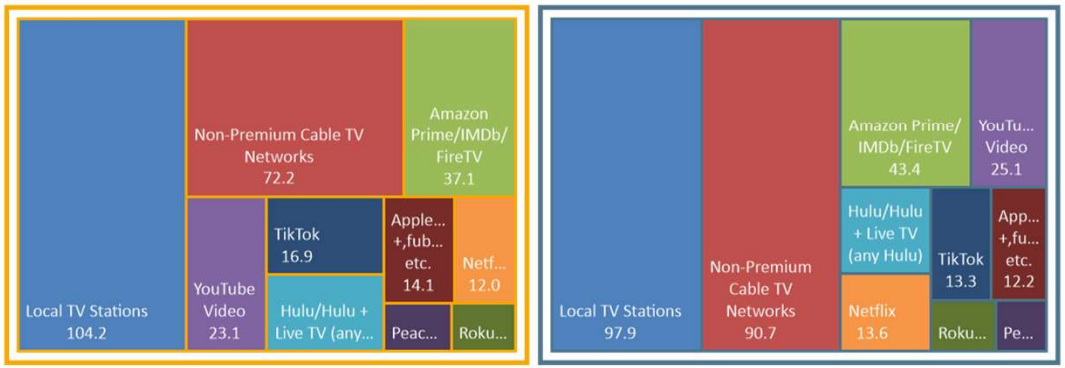
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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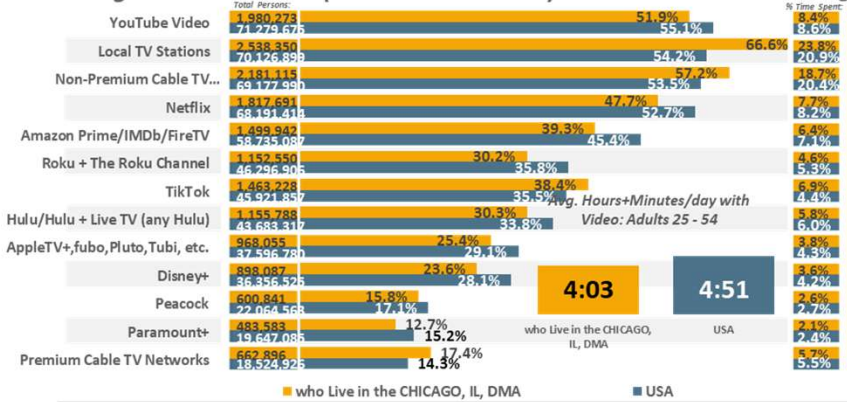
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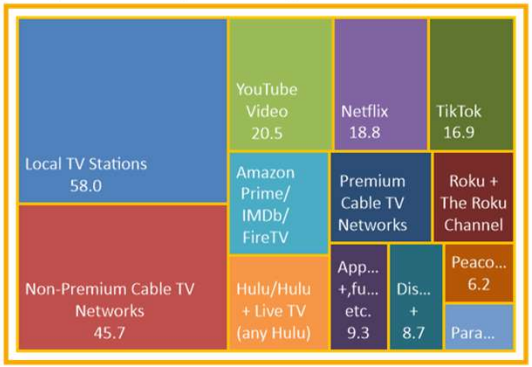
P25-54

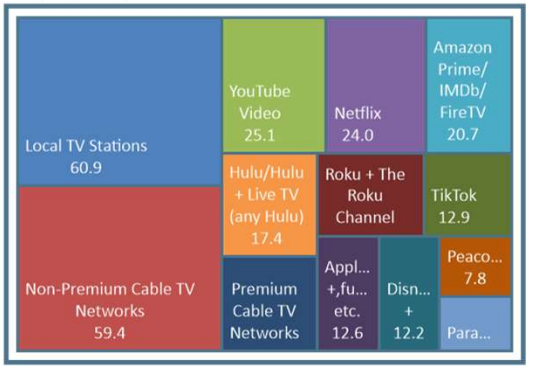
2,520,252 or 66.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 55.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

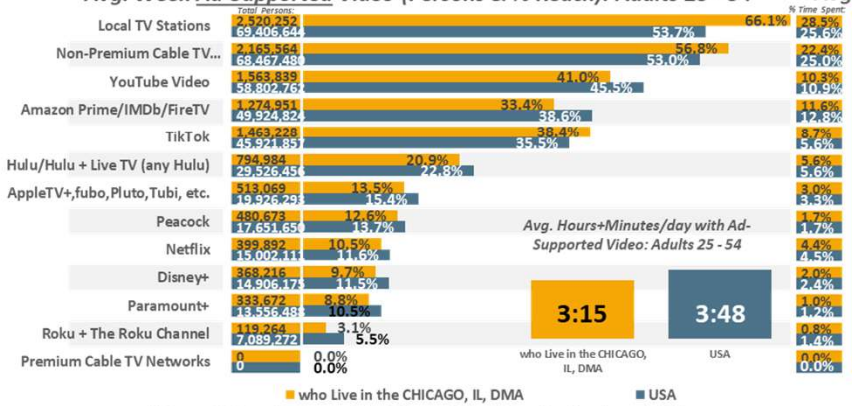


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

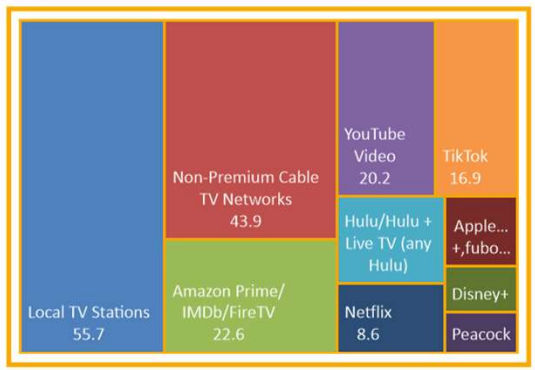


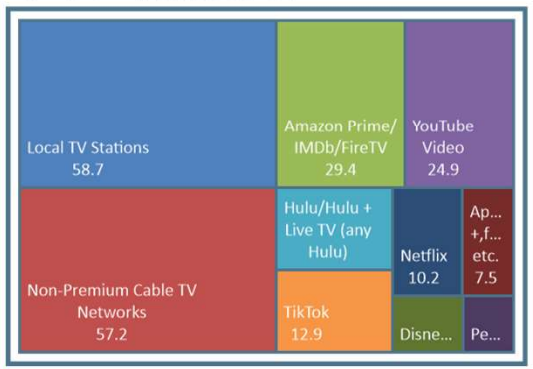


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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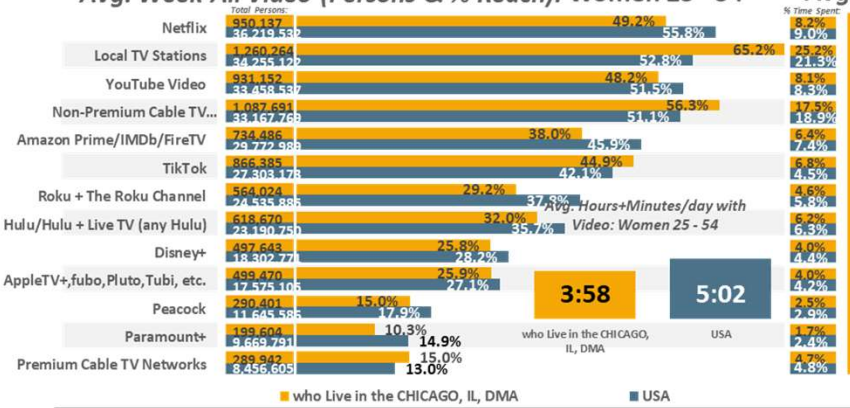
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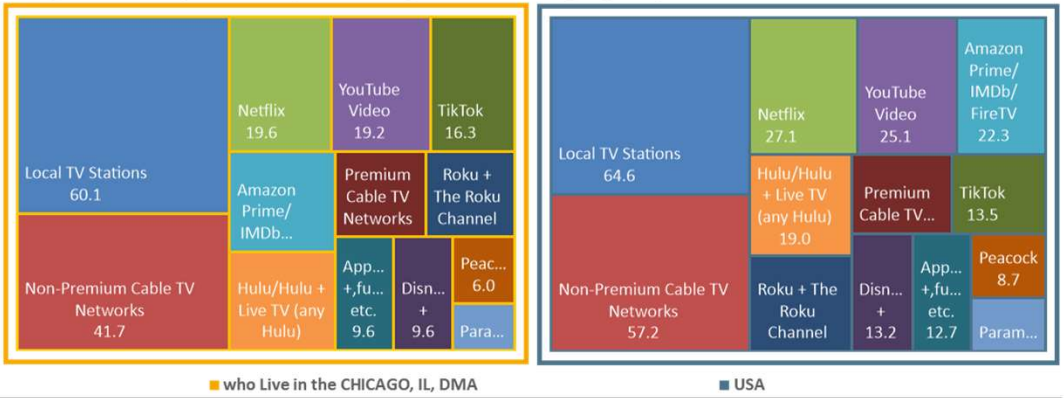
W25-54

1,251,626 or 64.8% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 57.5 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

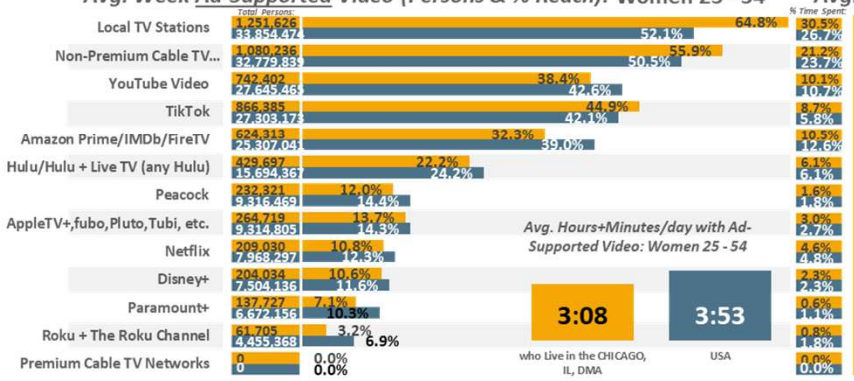
Avg. Week All Video (Persons & % Reach): Women 25 - 54



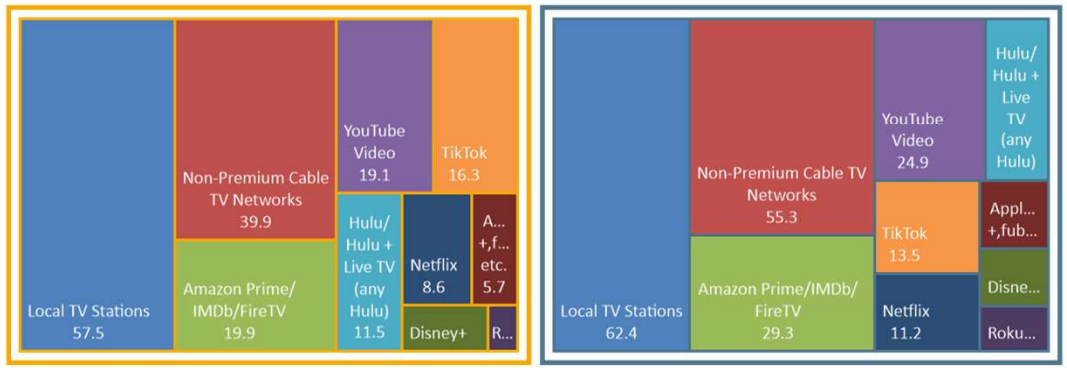
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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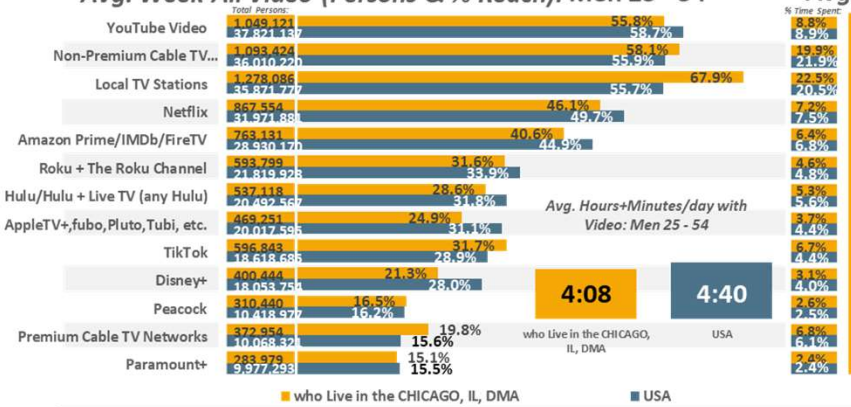
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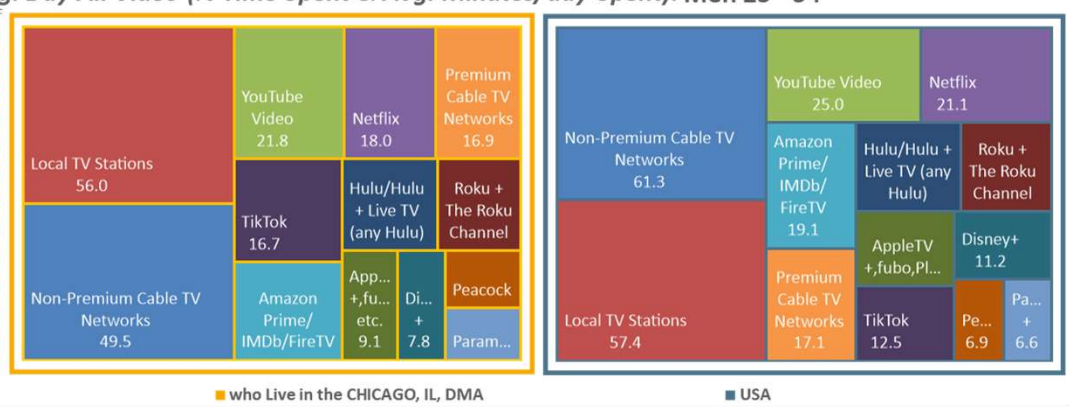
M25-54

1,268,635 or 67.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 53.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

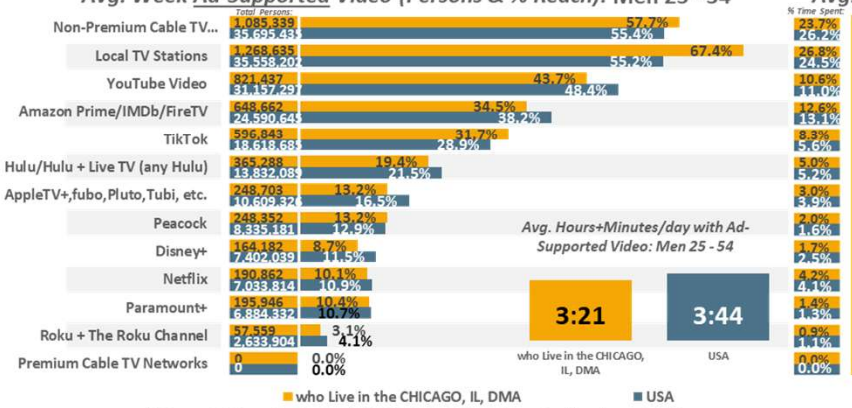
Avg. Week All Video (Persons & % Reach): Men 25 - 54



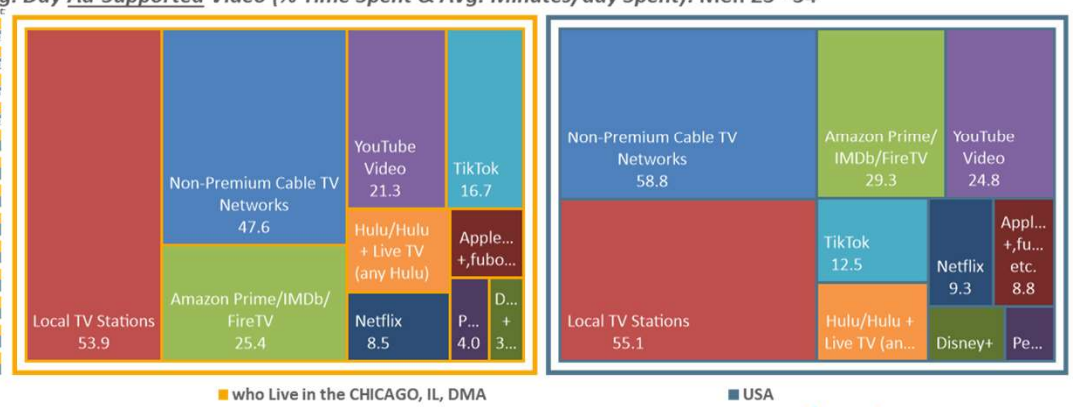
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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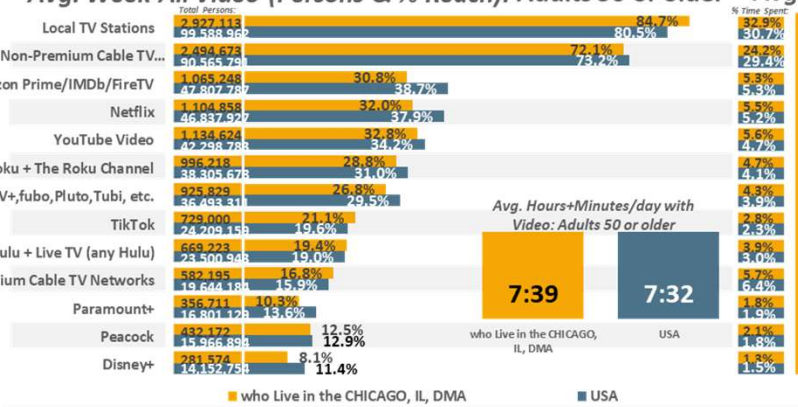
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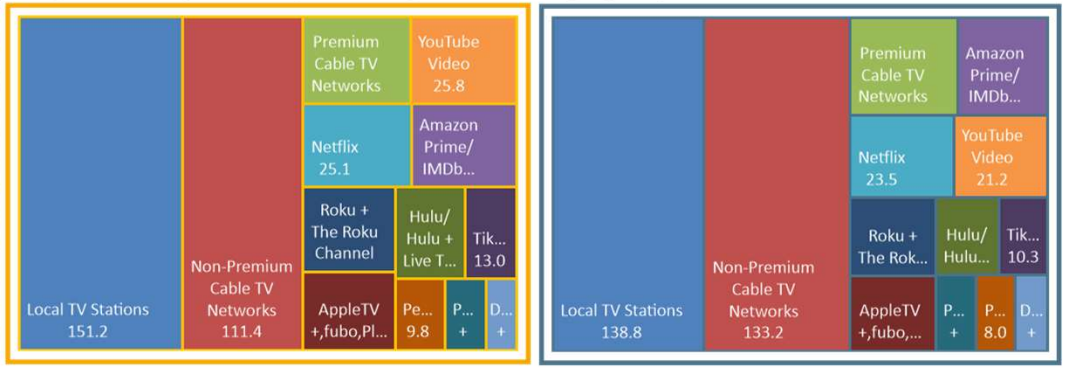
P50+

2,874,030 or 83.1% of Adults 50 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 141.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

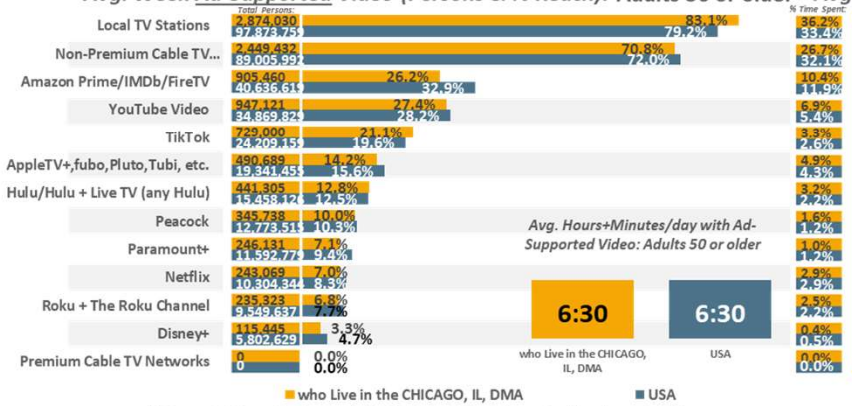
Avg. Week All Video (Persons & % Reach): Adults 50 or older



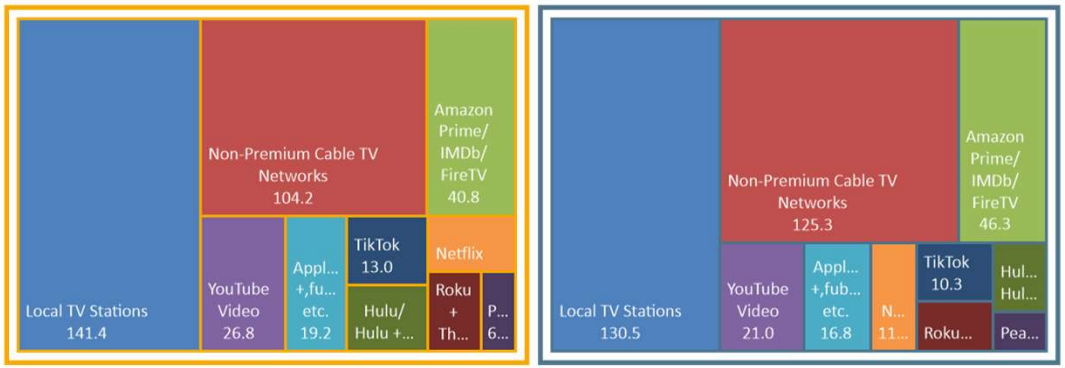
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 50 or older



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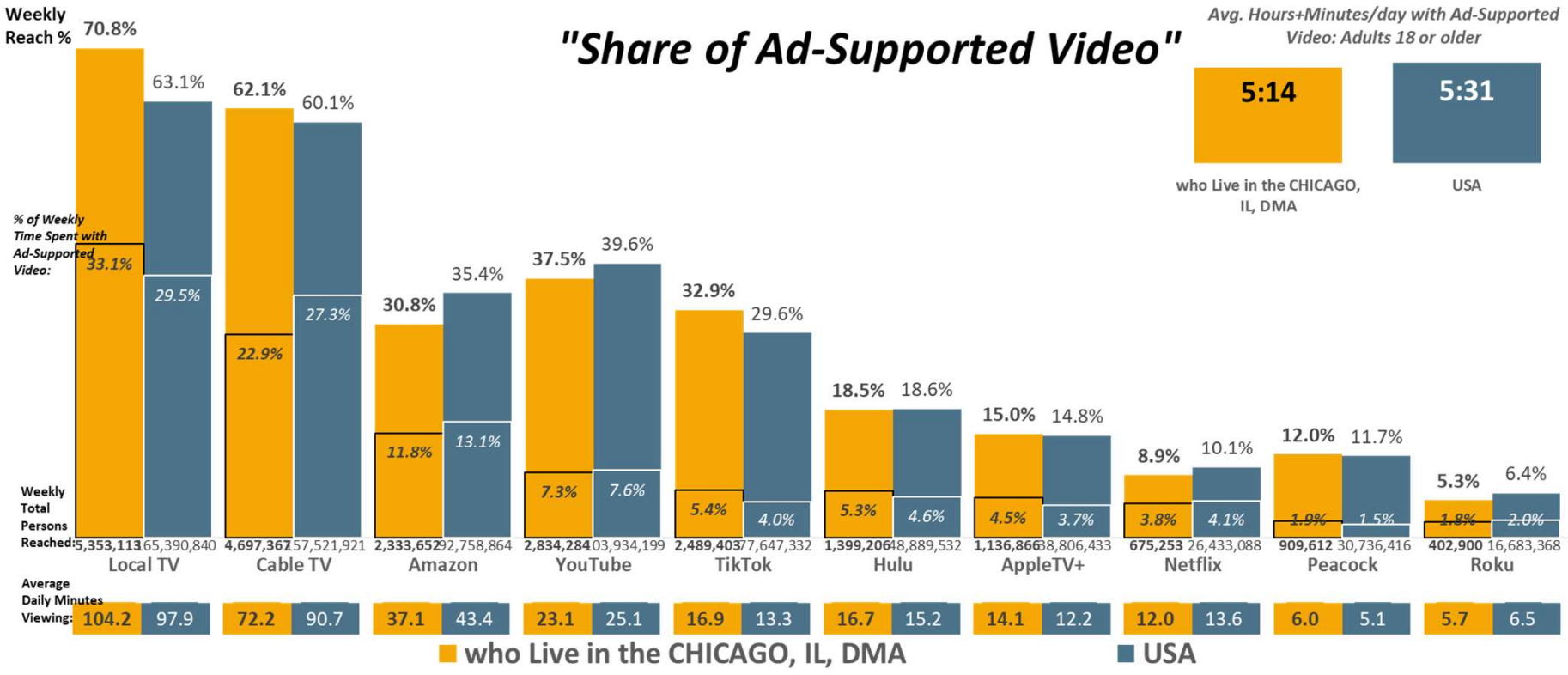
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P18+

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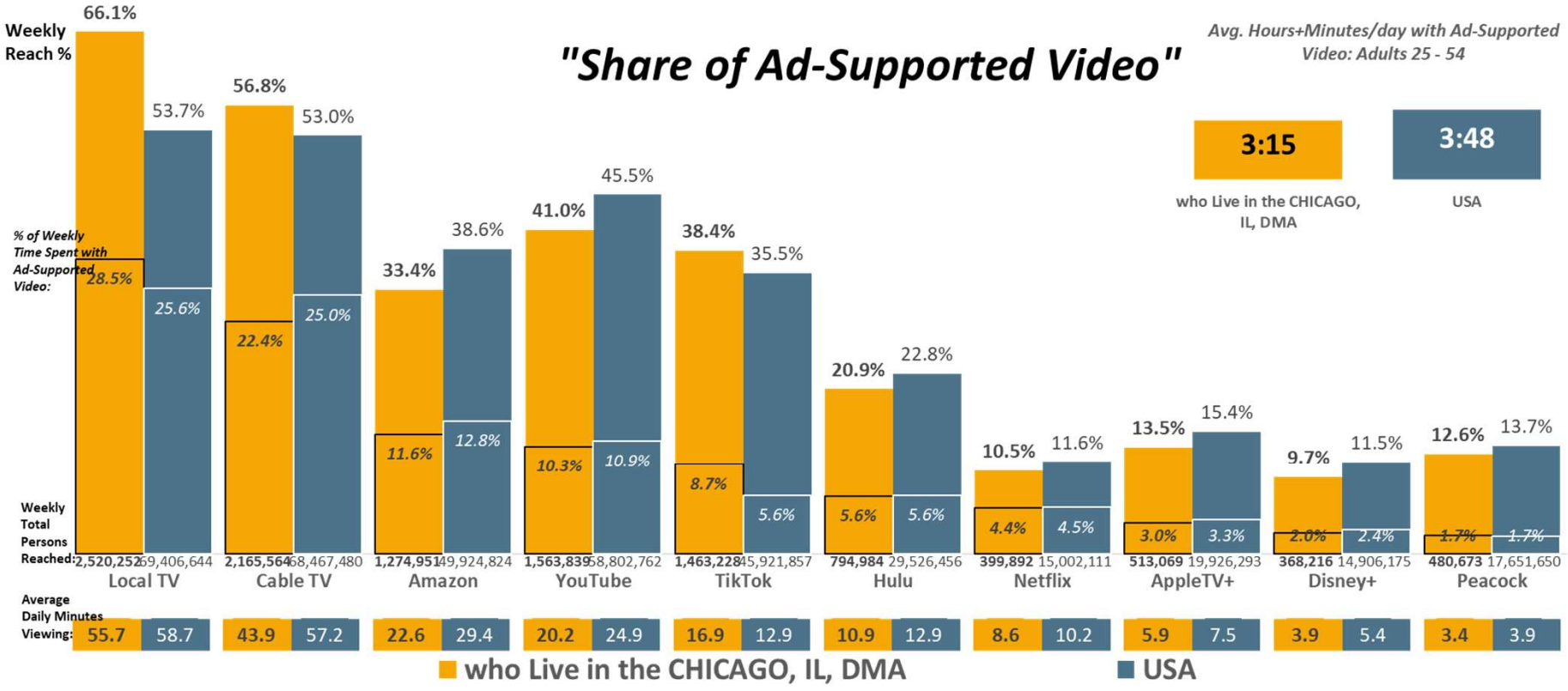
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P25-54

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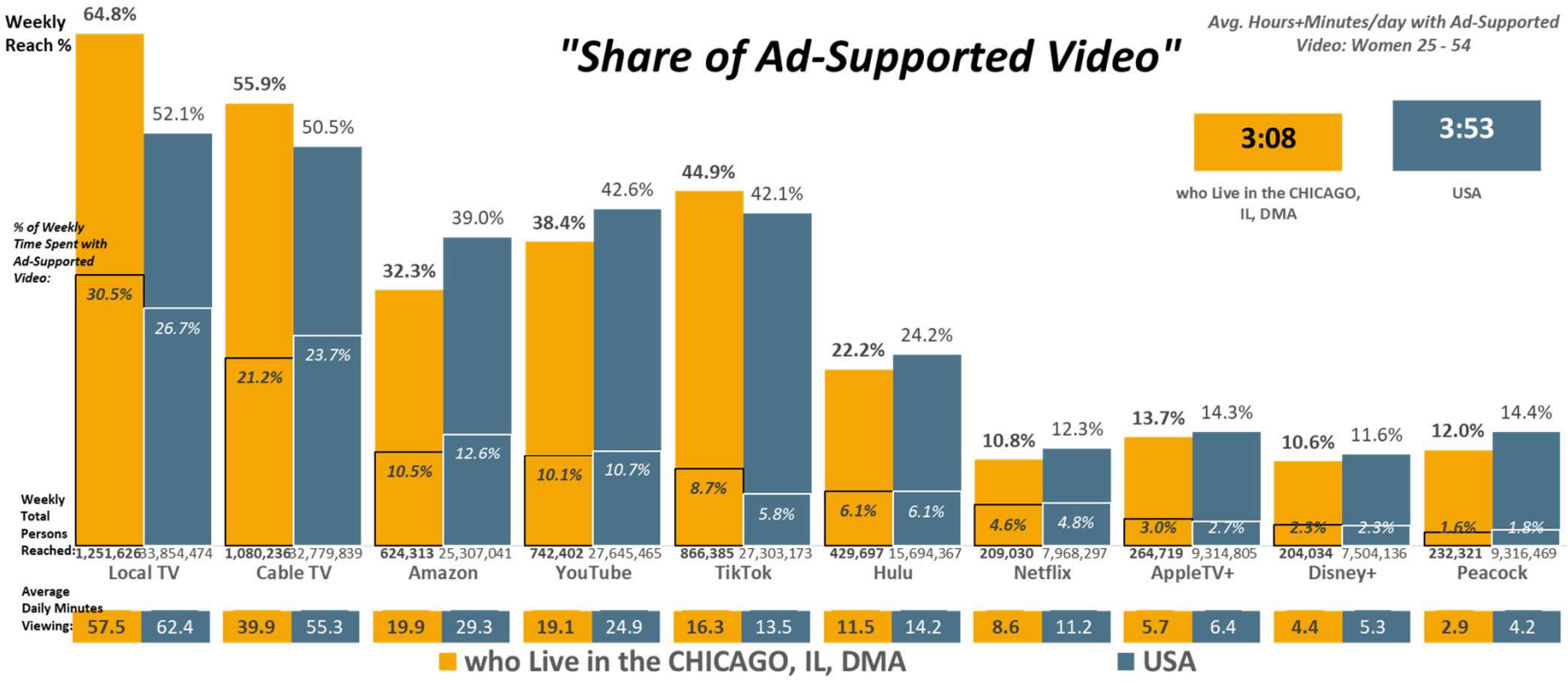
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W25-54

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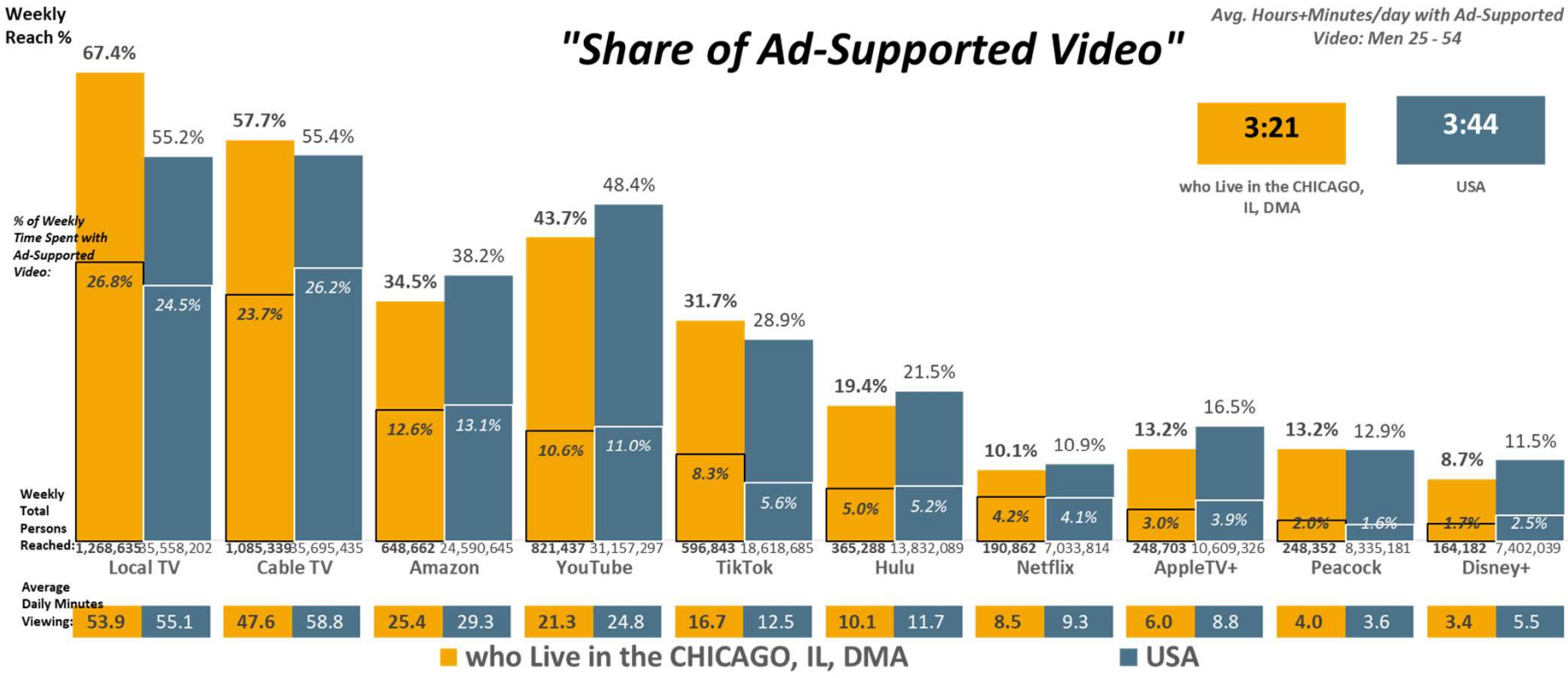
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M25-54

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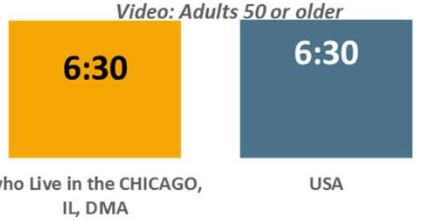


P50+

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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 50 or older



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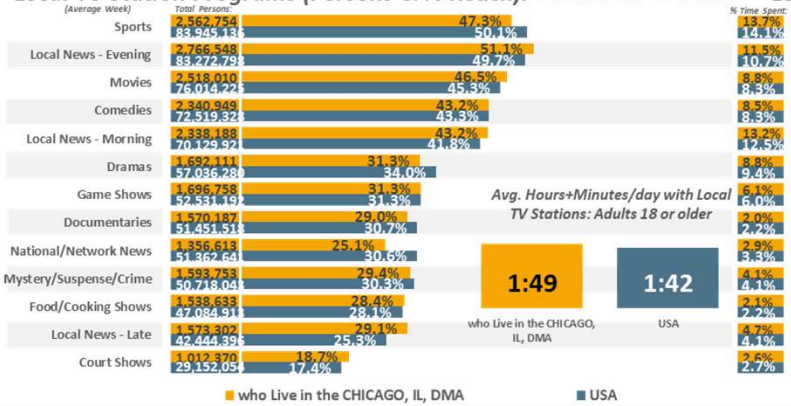
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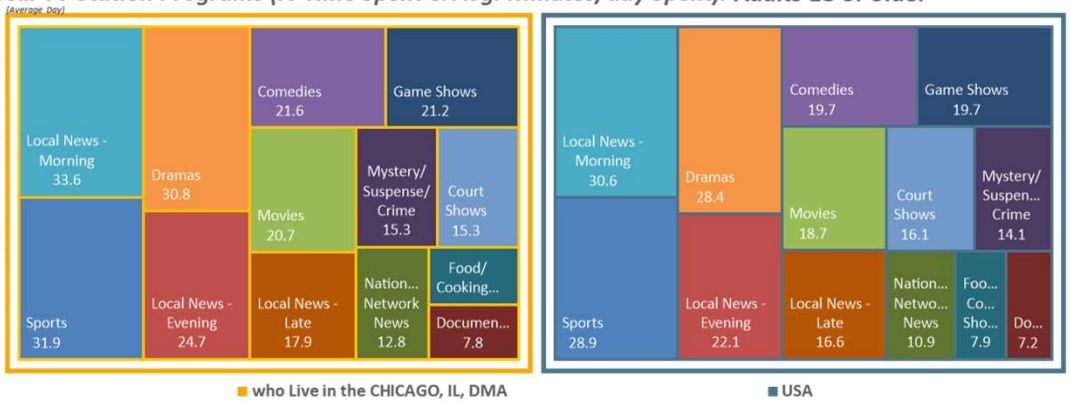
P18+

5,353,113 or 70.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Game Shows.

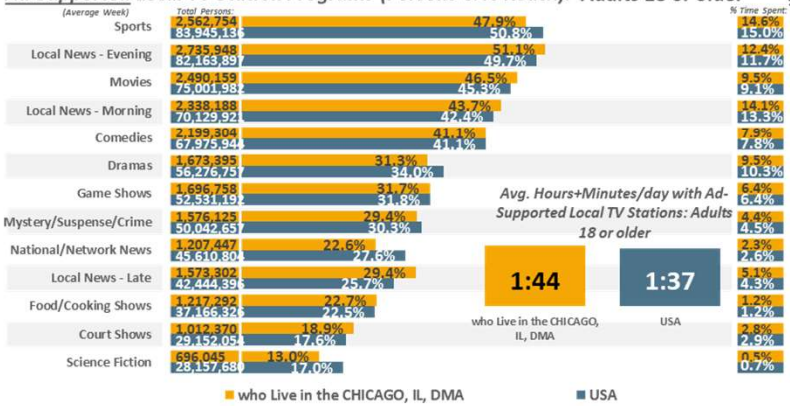
Local TV Station Programs (Persons & % Reach): Adults 18 or older



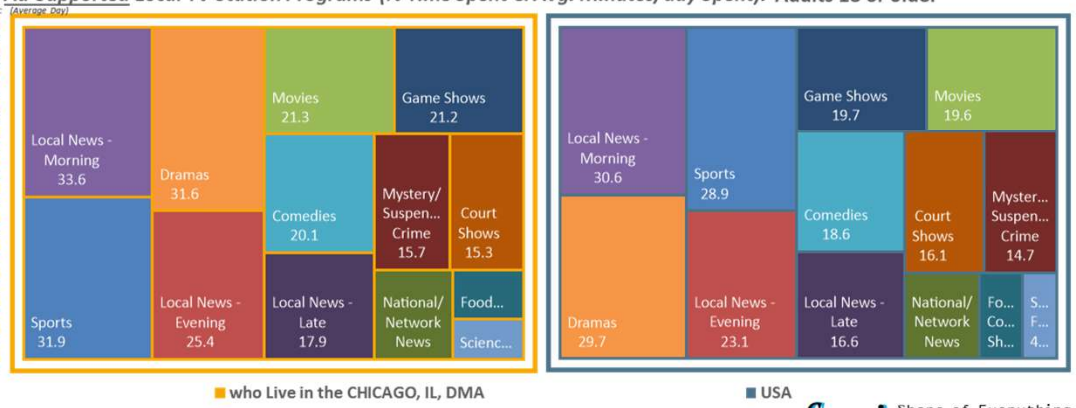
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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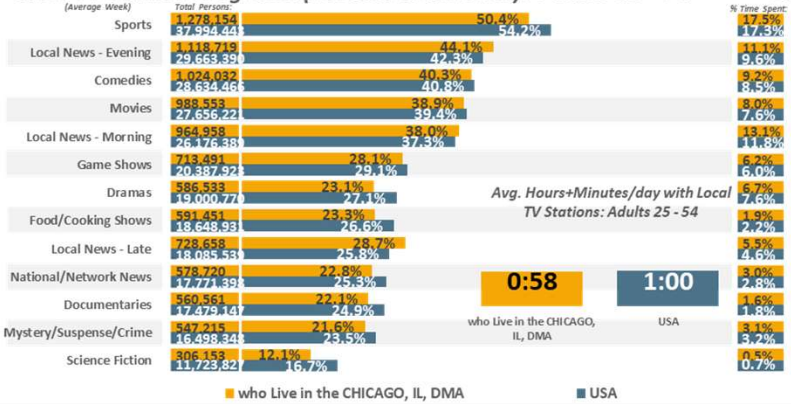
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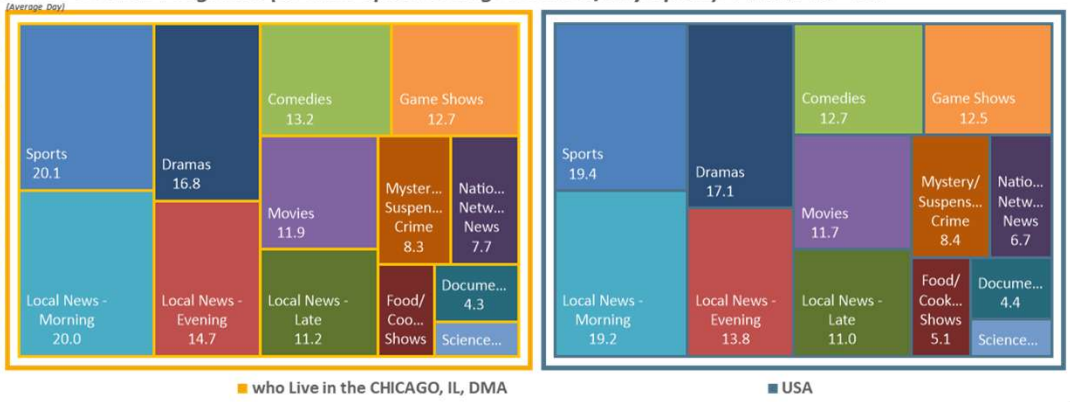
P25-54

2,520,252 or 66.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Local News - Late.

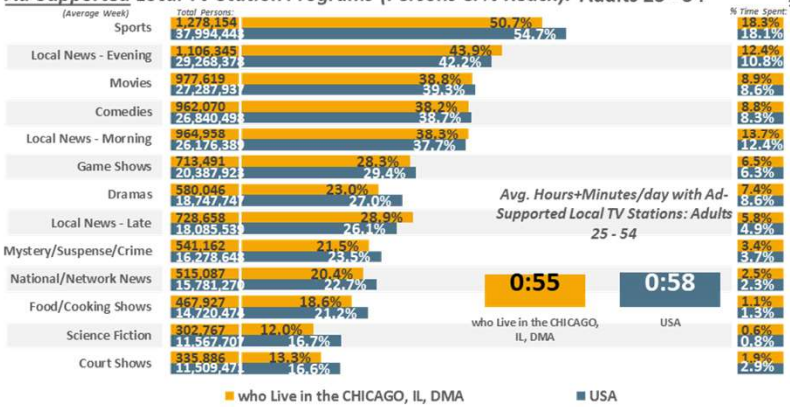
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



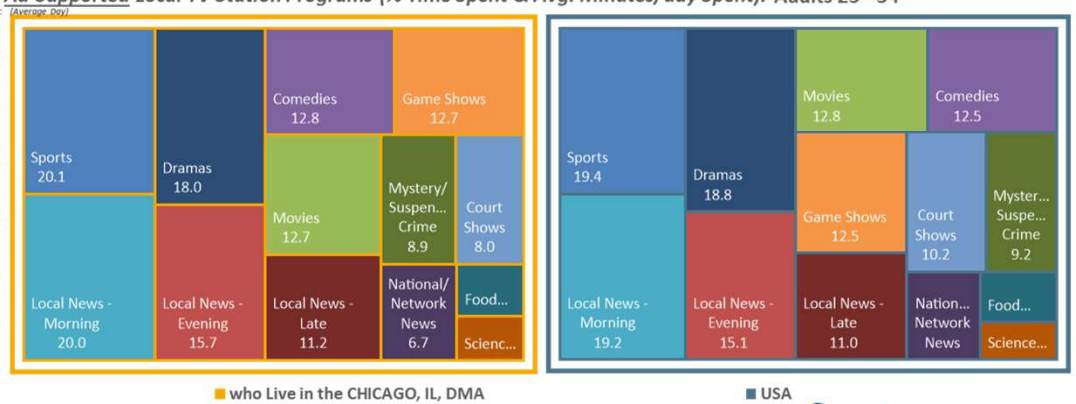
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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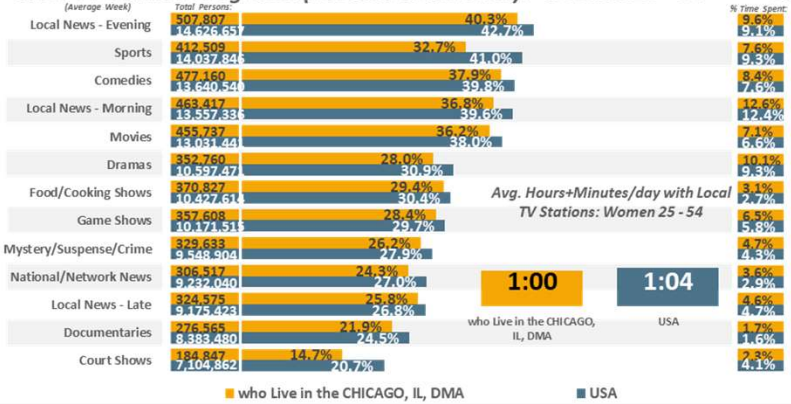
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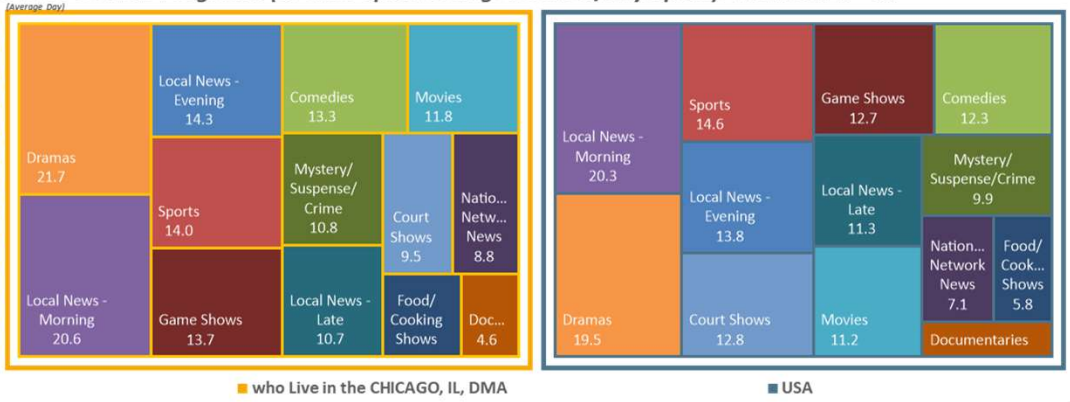
W25-54

1,251,626 or 64.8% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Comedies, Sports, and Game Shows.

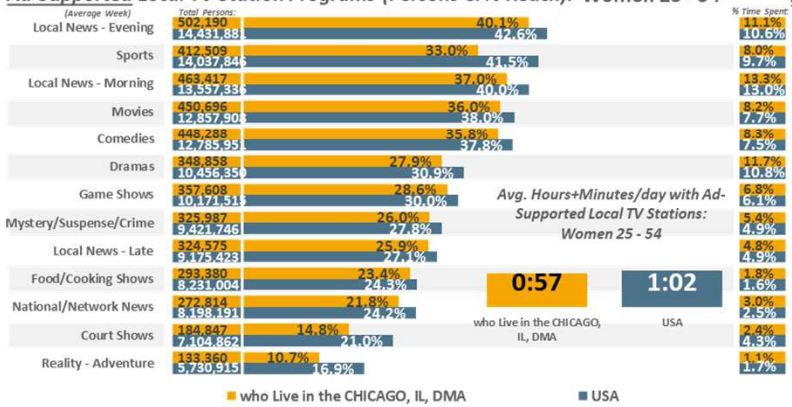
Local TV Station Programs (Persons & % Reach): Women 25 - 54



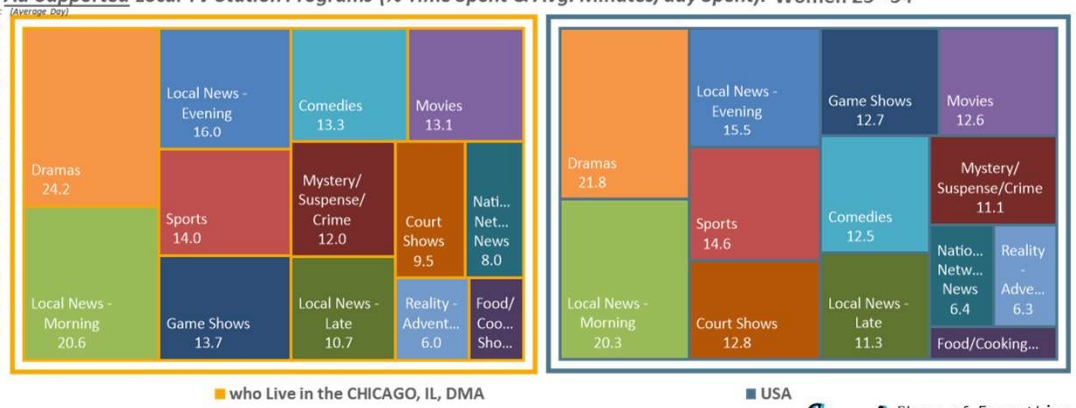
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188

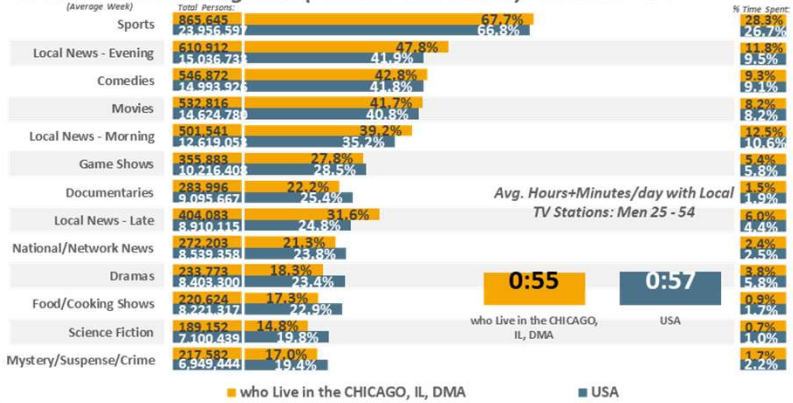
soefa.ai Share of Everything for Anything ©



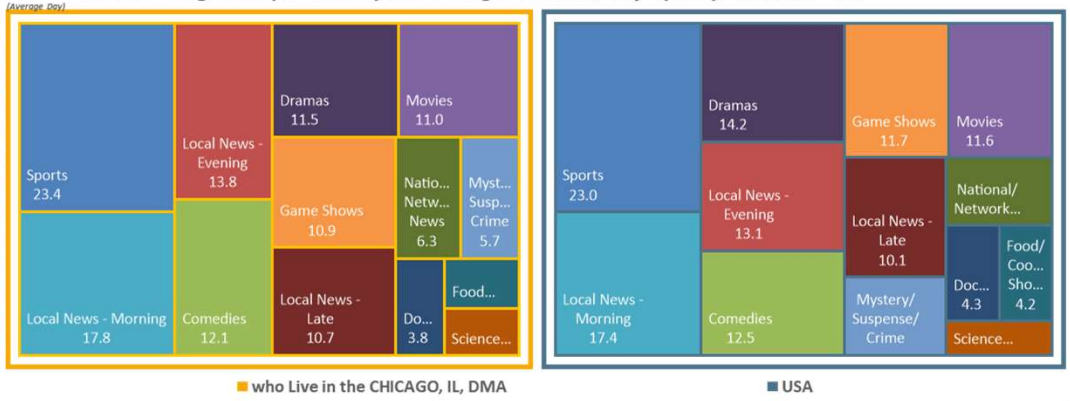
M25-54

1,268,635 or 67.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Local News - Late.

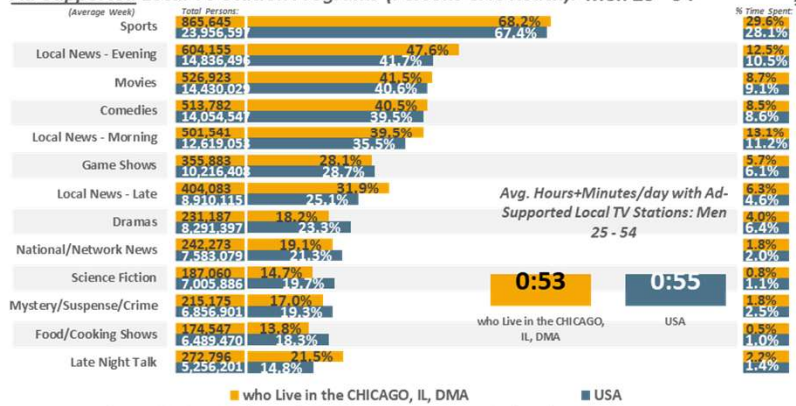
Local TV Station Programs (Persons & % Reach): Men 25 - 54



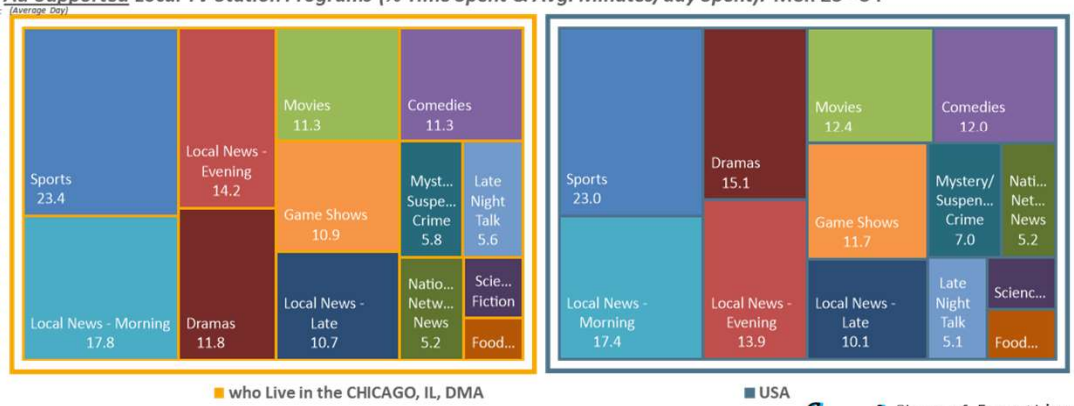
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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

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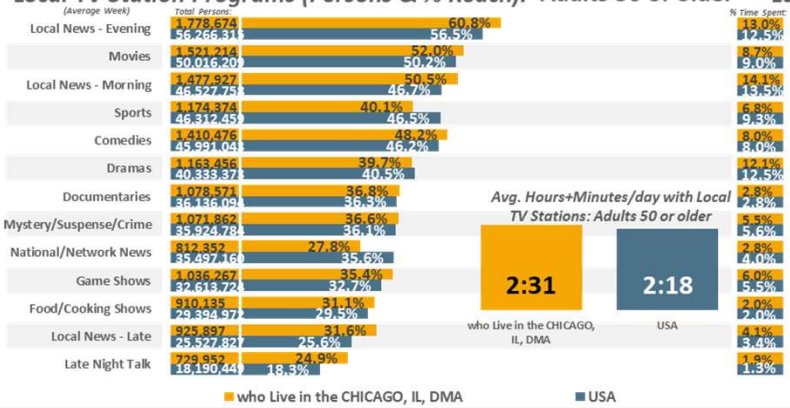
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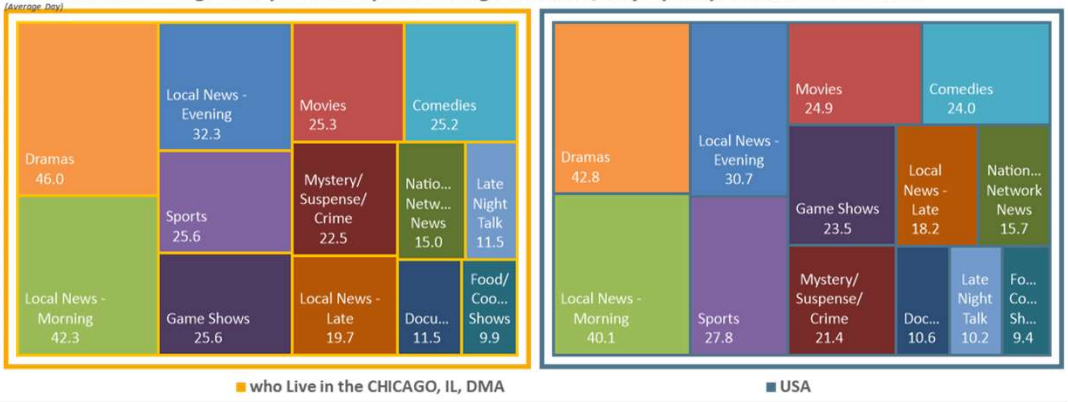
P50+

2,874,030 or 83.1% of Adults 50 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Sports, and Dramas.

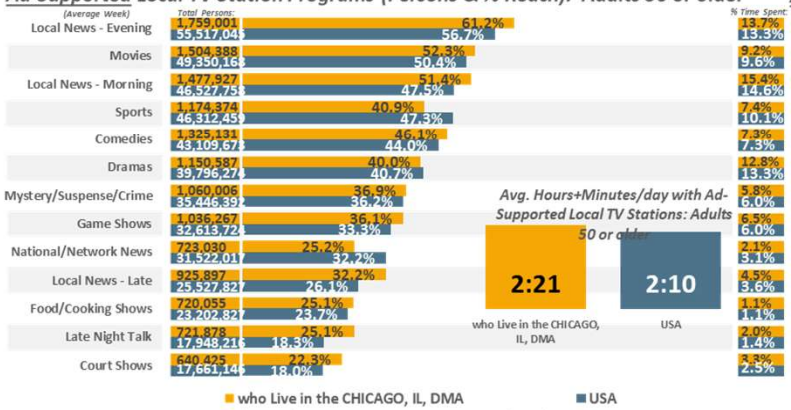
Local TV Station Programs (Persons & % Reach): Adults 50 or older



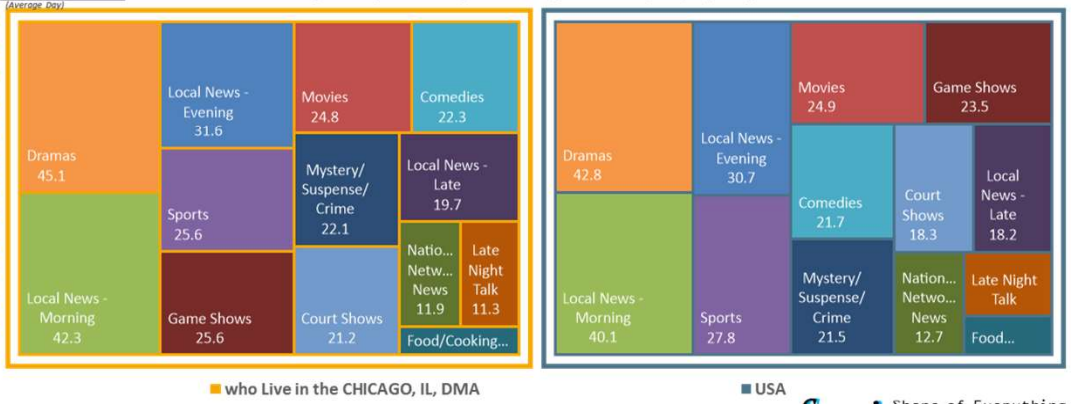
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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

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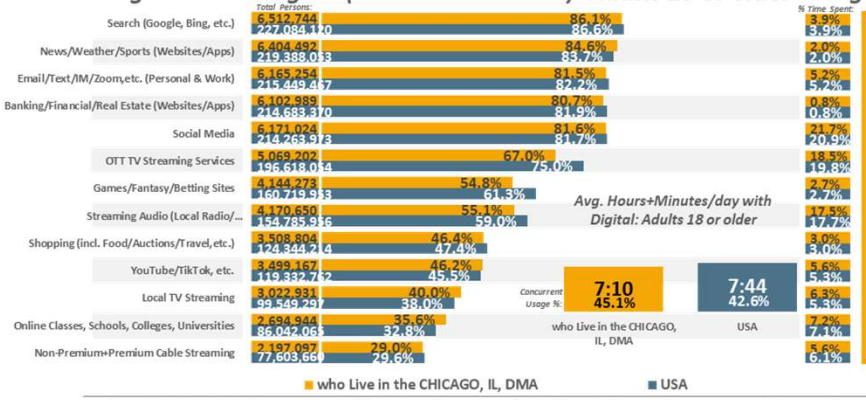
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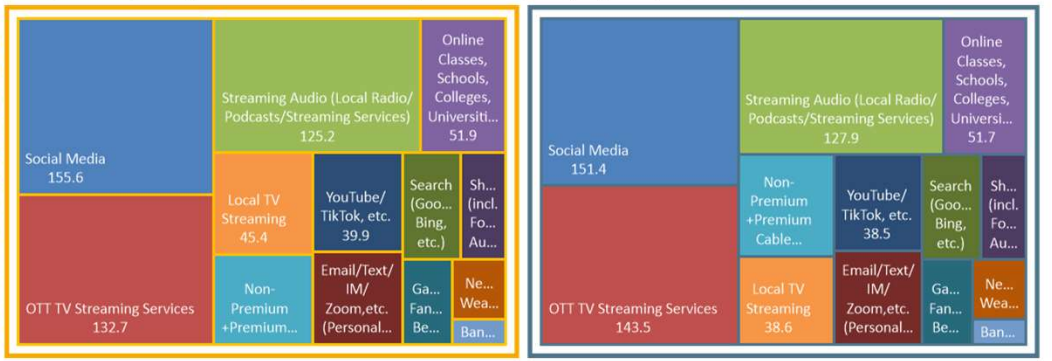
P18+

5,489,281 or 72.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 138.4 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

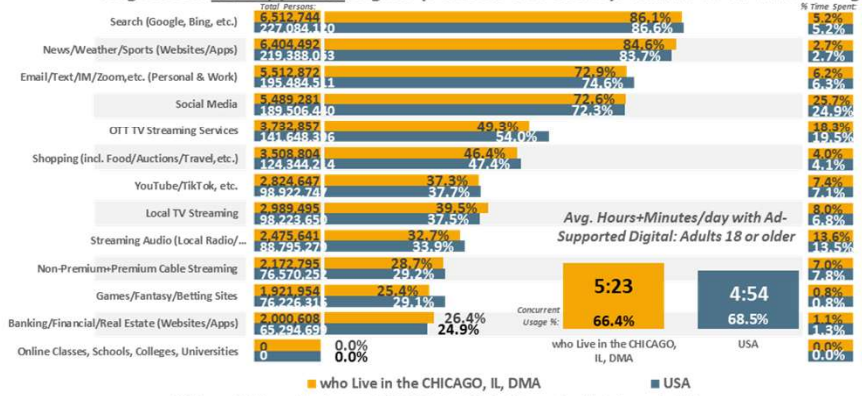
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



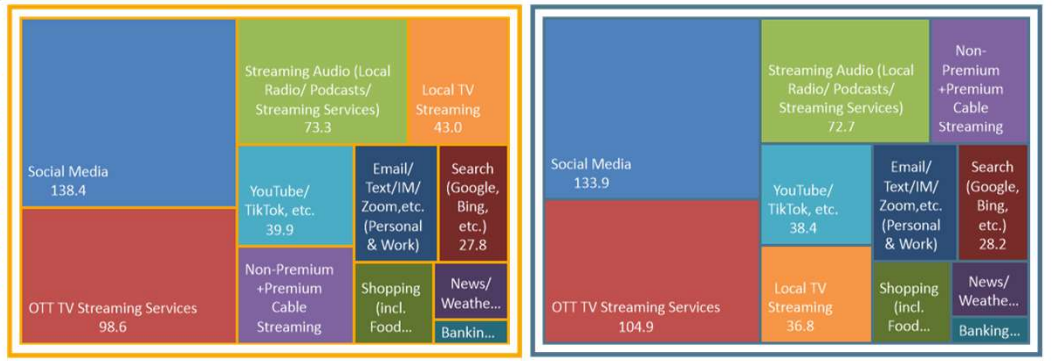
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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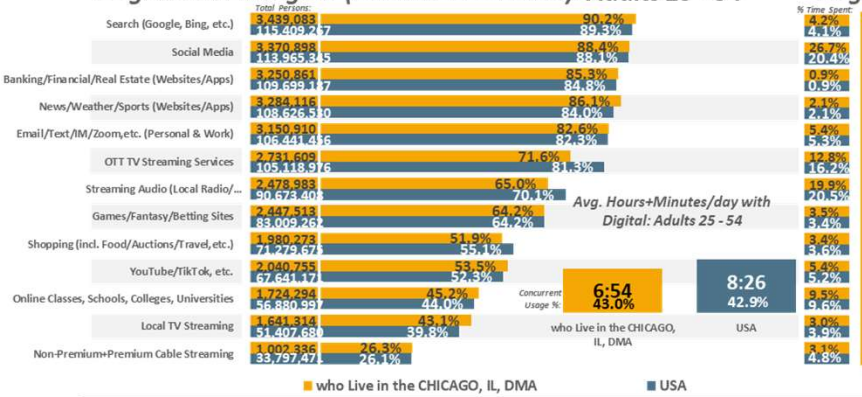
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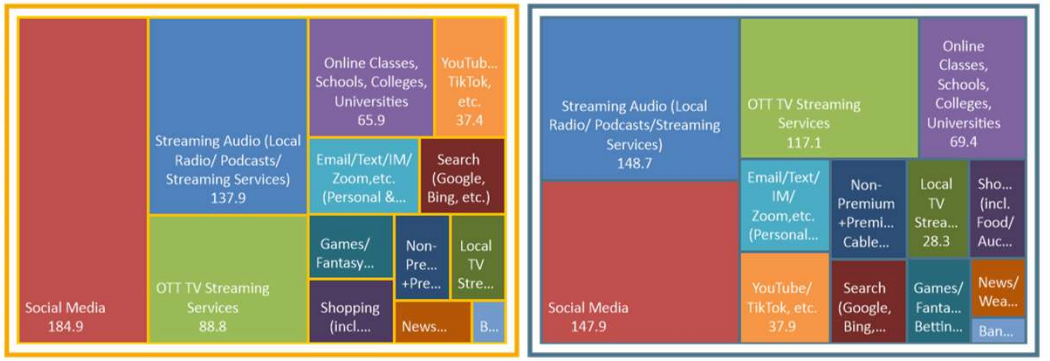
P25-54

2,972,534 or 78.% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 33.9% of all time spent daily with Ad-Supported Digital Media.

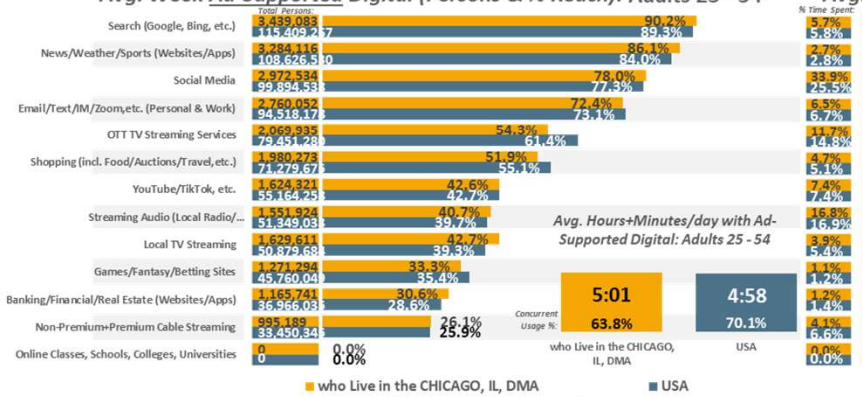
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



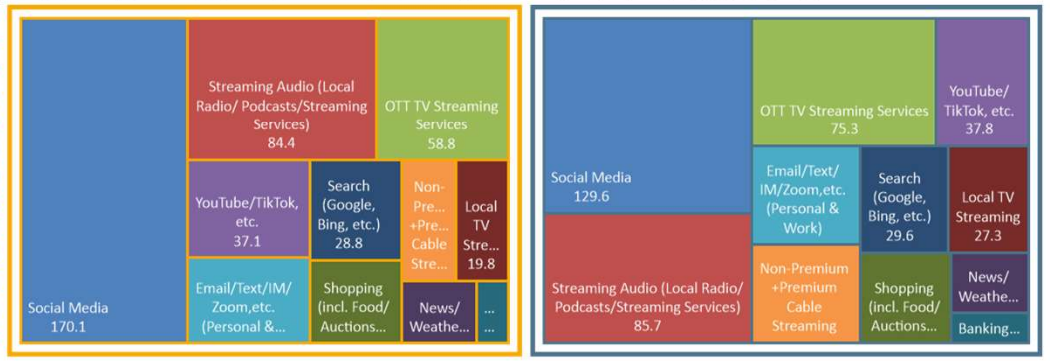
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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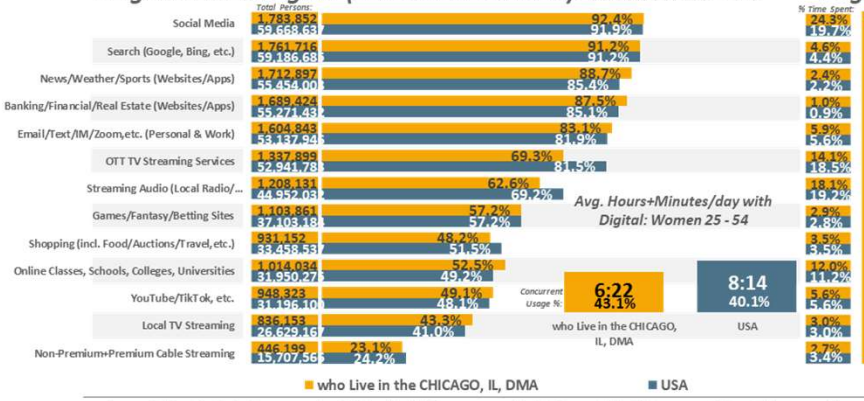
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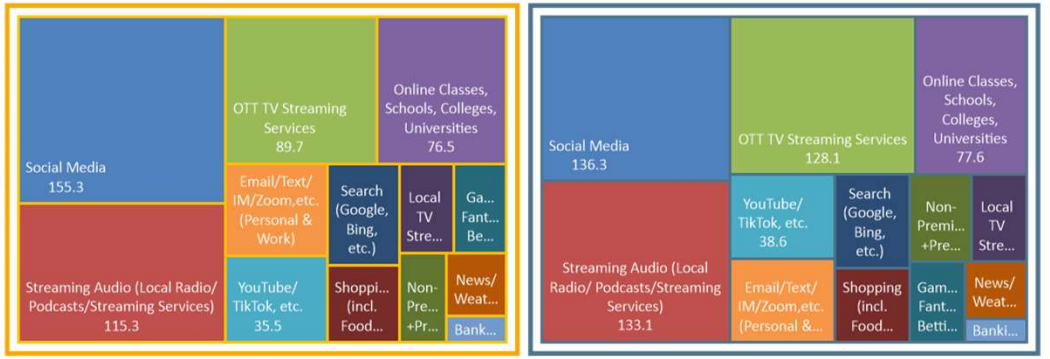
W25-54

1,593,391 or 82.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

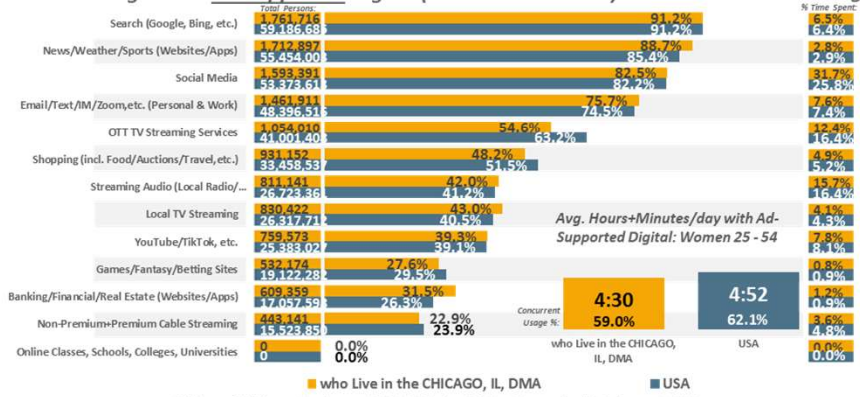
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



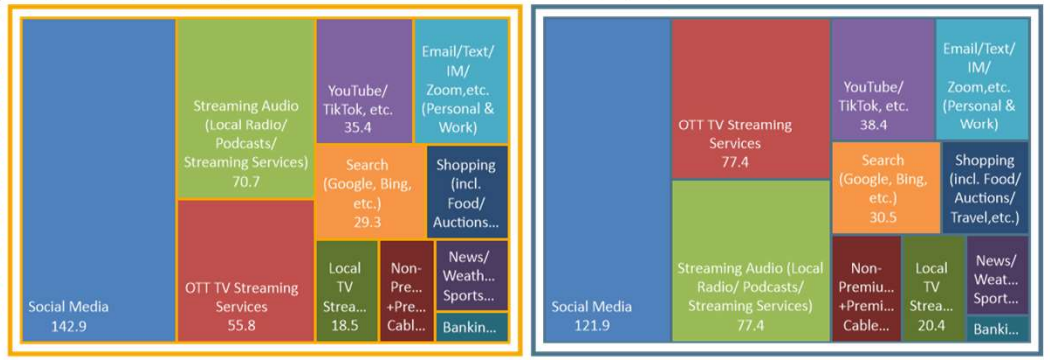
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Women 25 - 54



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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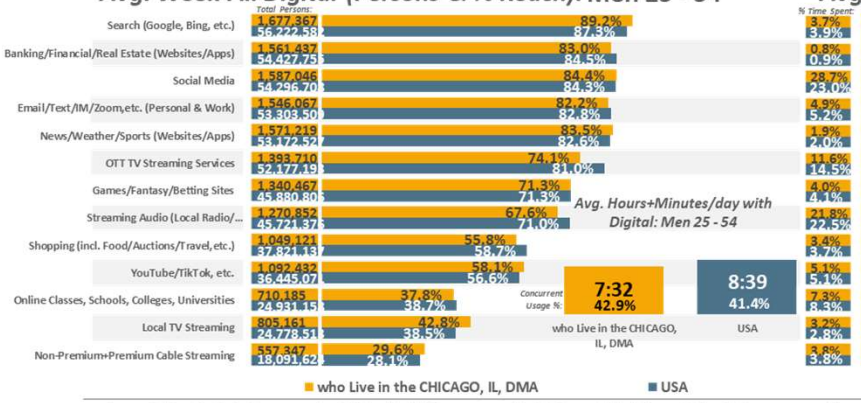
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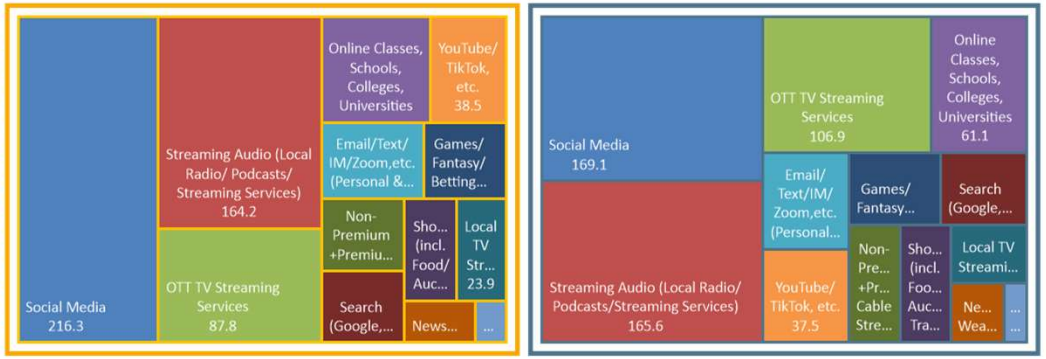
M25-54

1,379,143 or 73.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 35.4% of all time spent daily with Ad-Supported Digital Media.

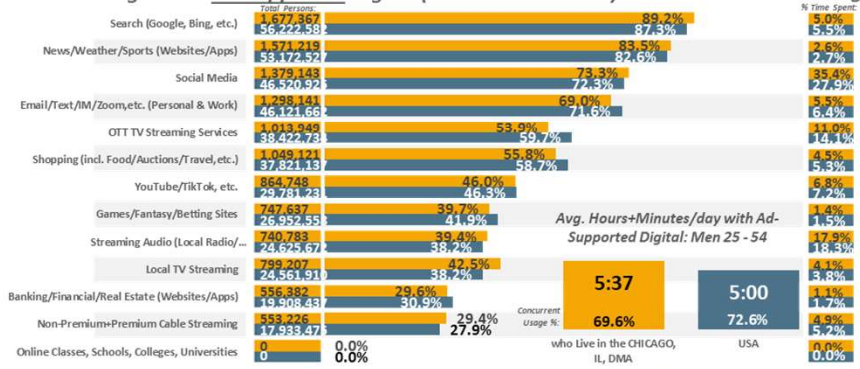
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



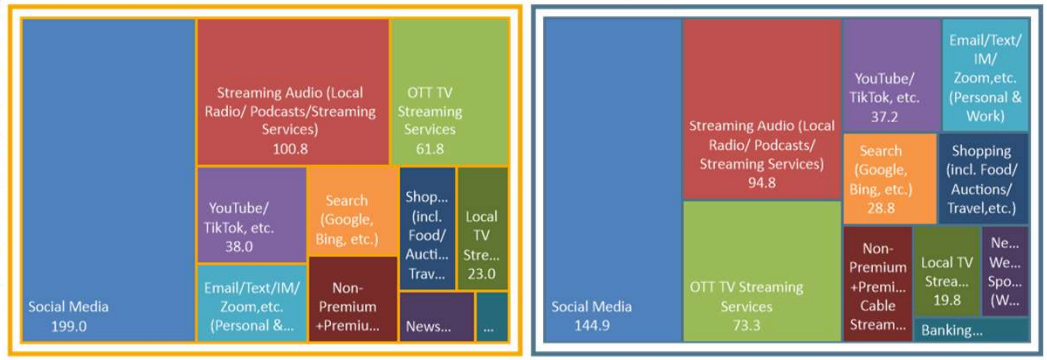
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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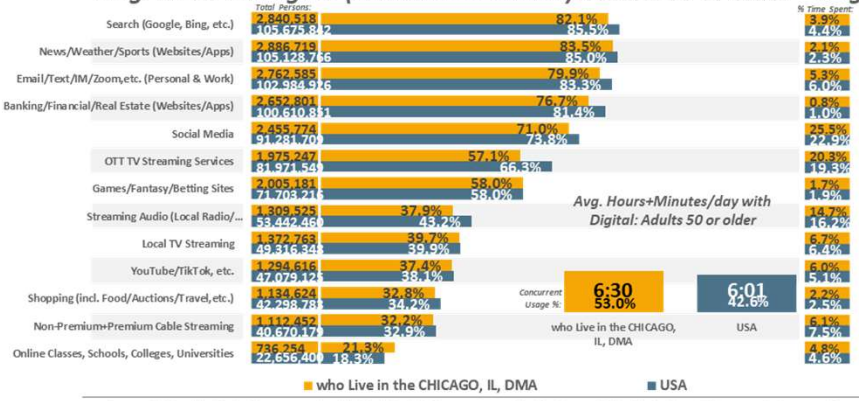
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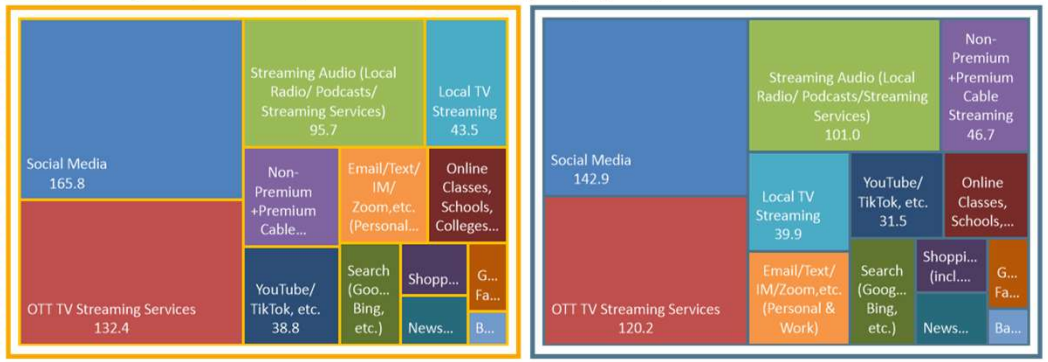
P50+

2,195,723 or 63.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 148.2 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

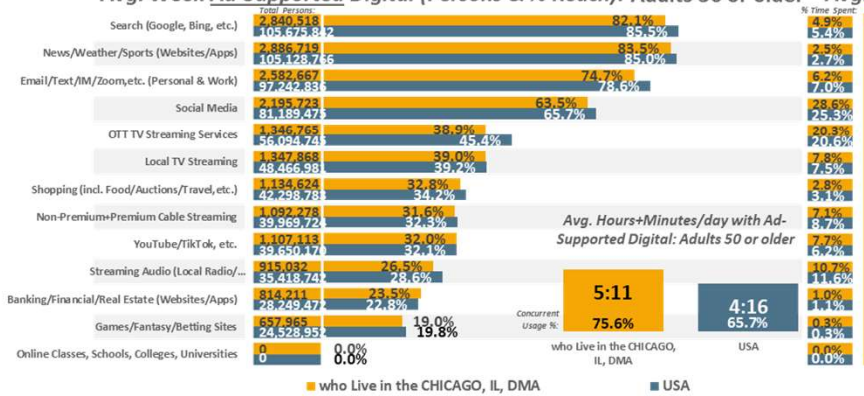
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



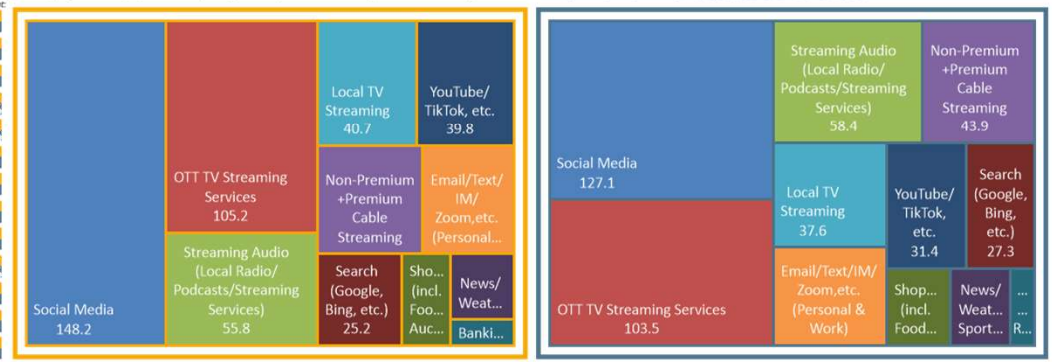
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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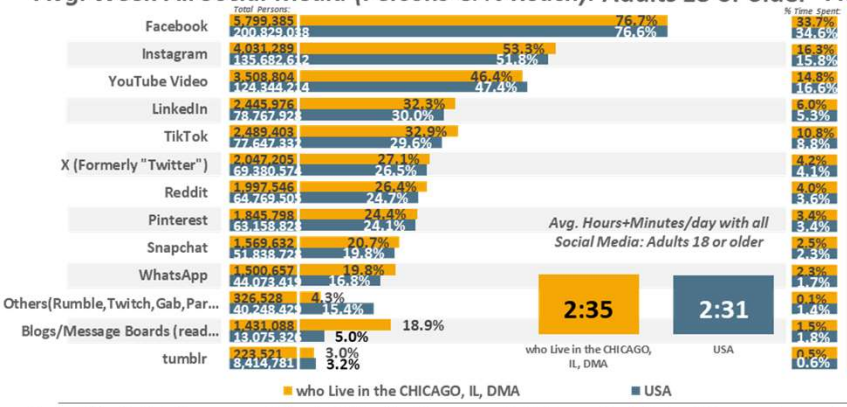
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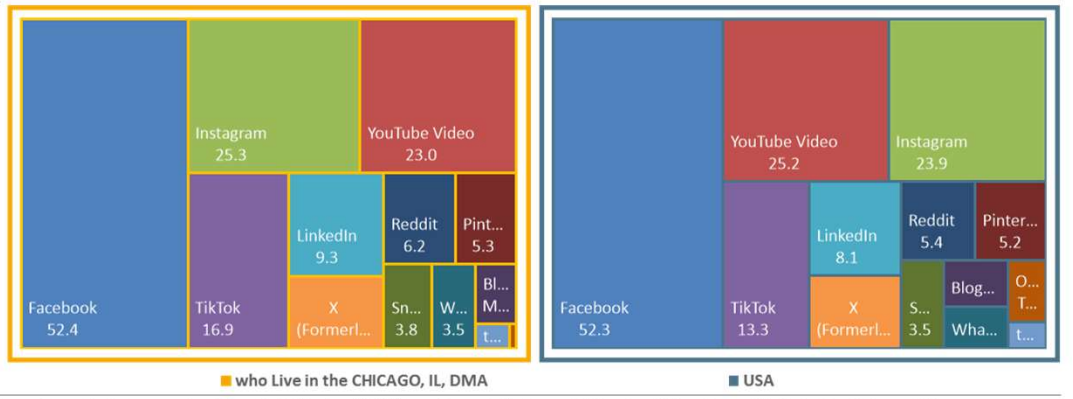
P18+

5,489,281 or 72.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

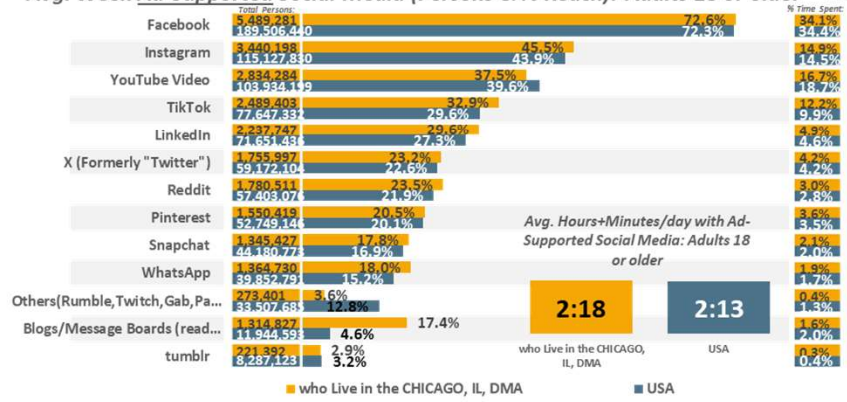
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



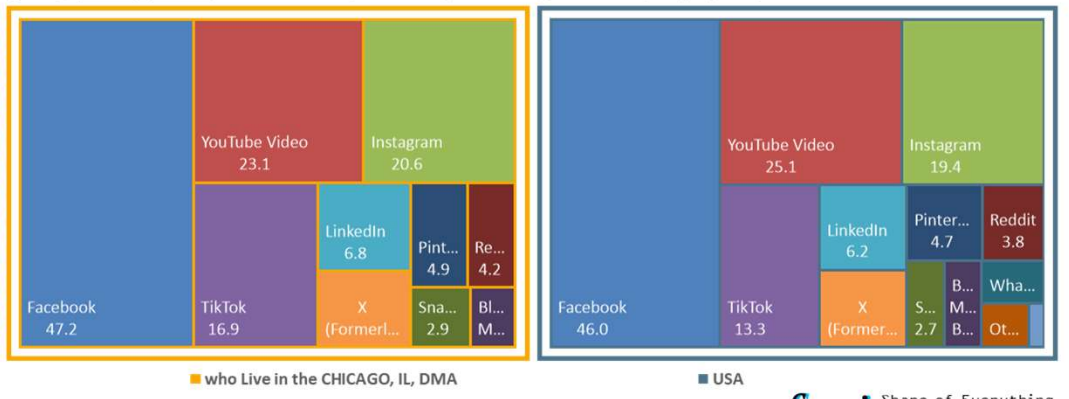
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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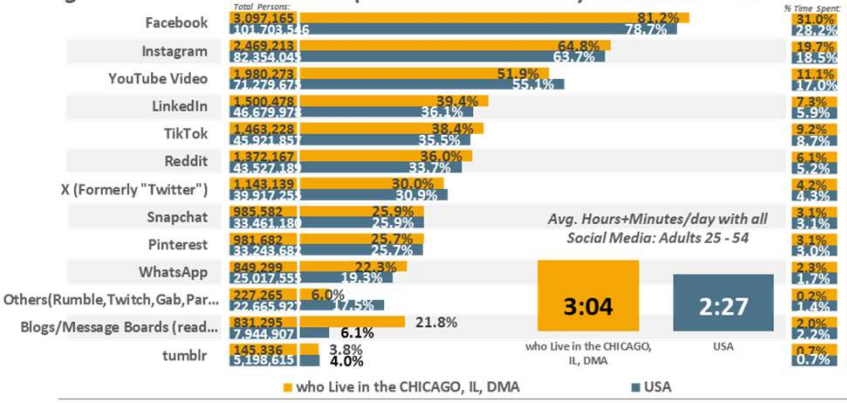
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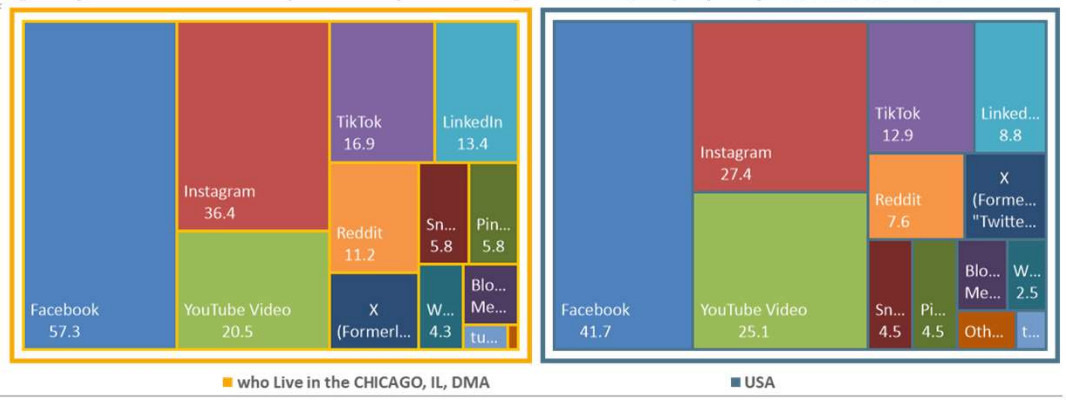
P25-54

2,972,534 or 78.% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

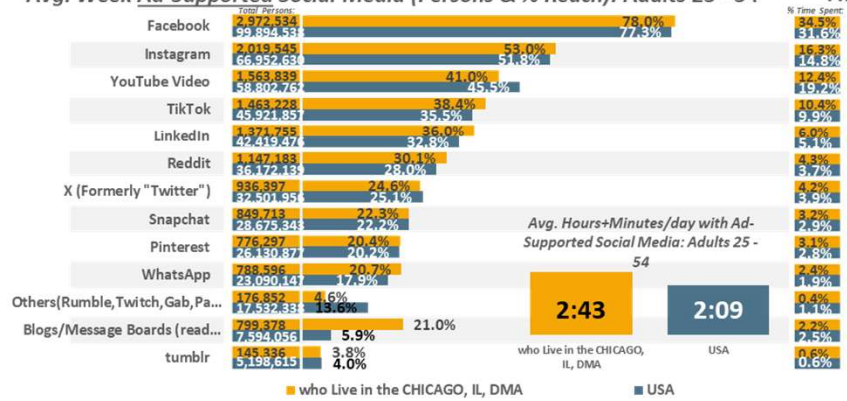
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



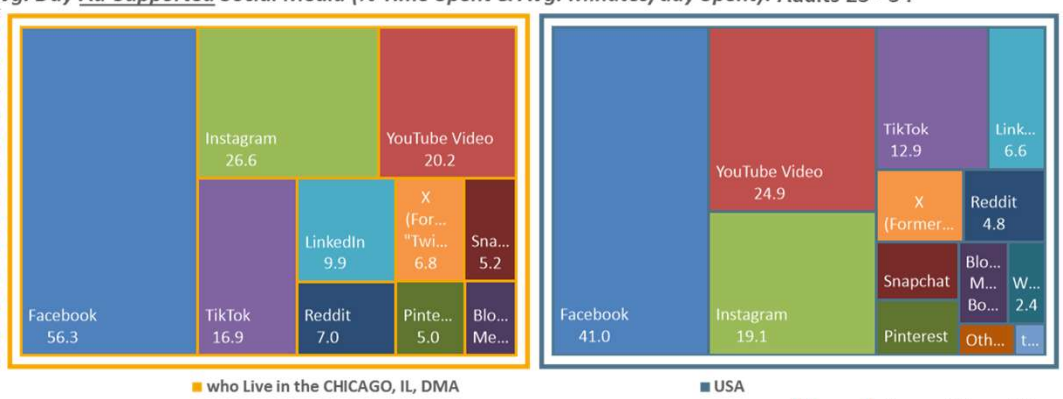
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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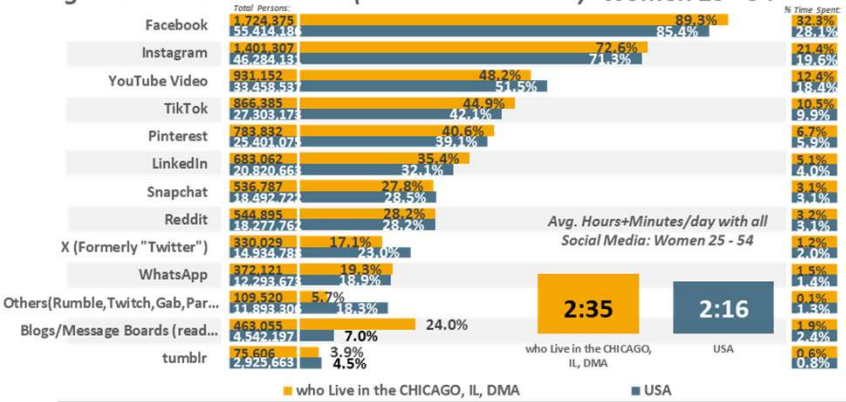
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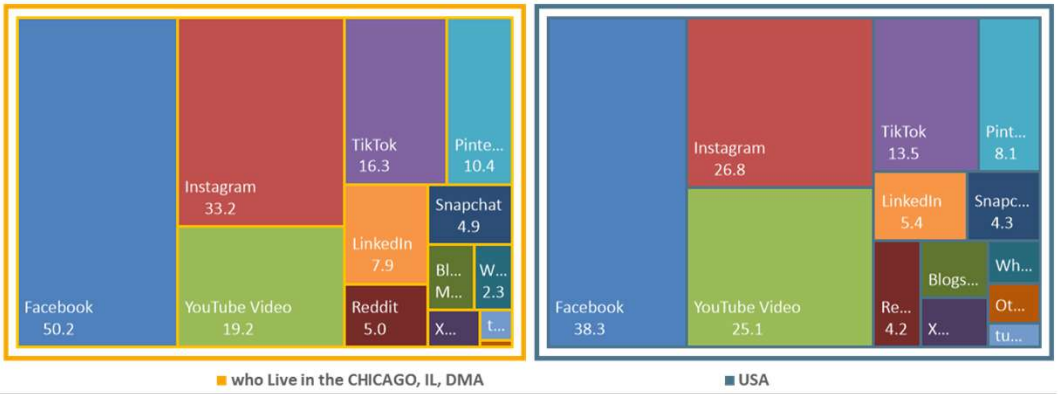
W25-54

1,593,391 or 82.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 45.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

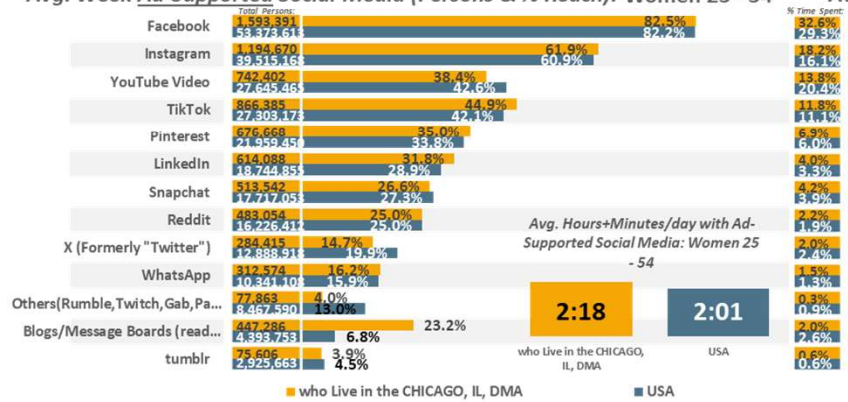
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



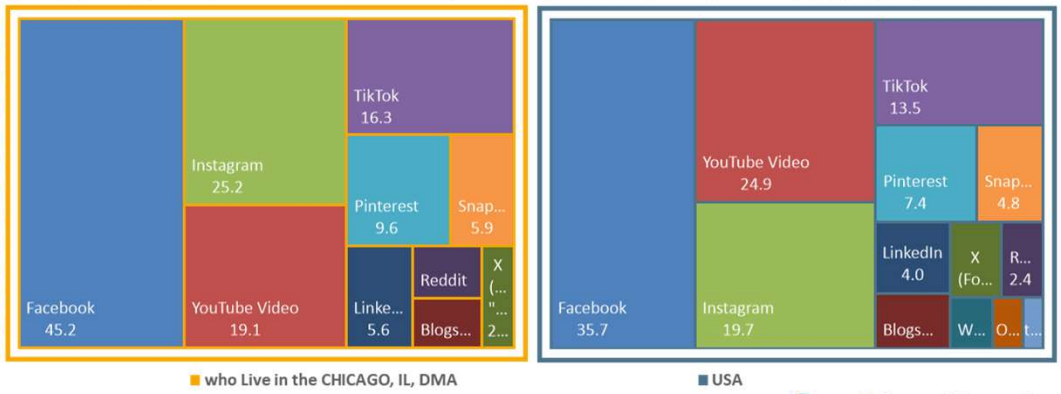
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,188

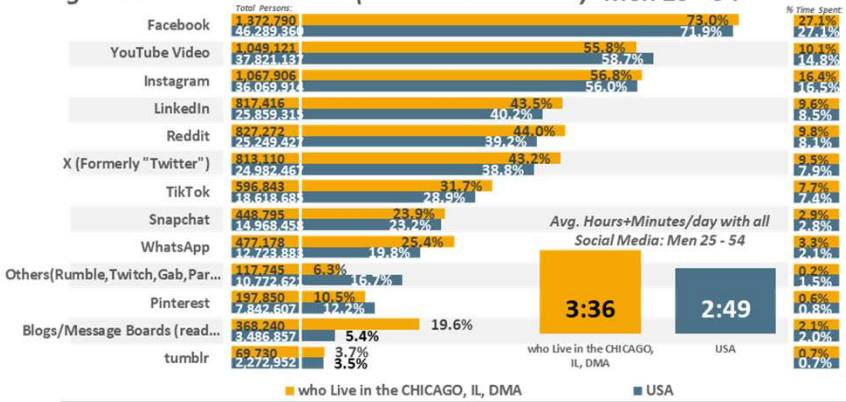
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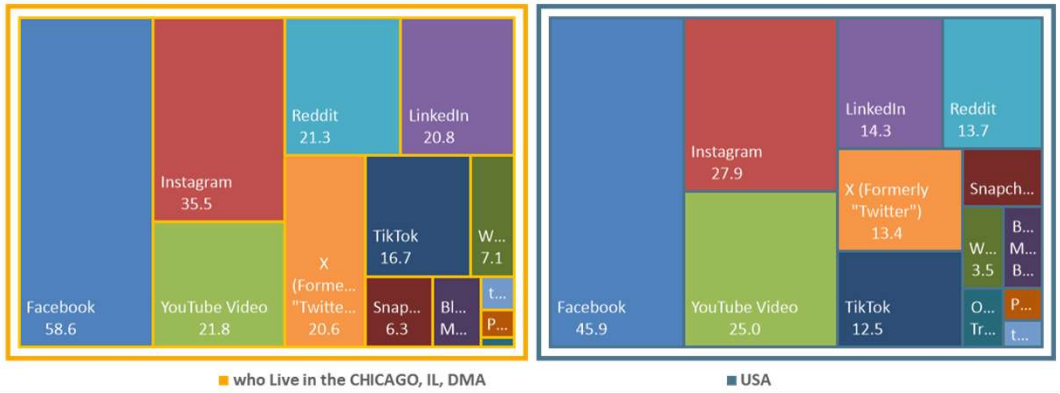
M25-54

1,372,790 or 73.% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 63.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

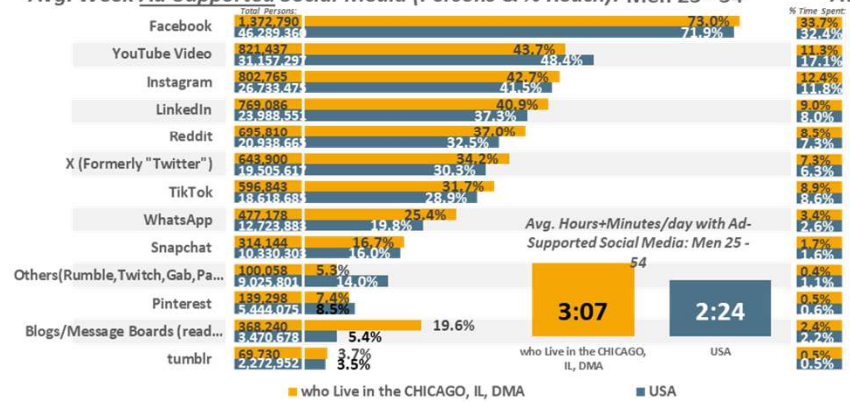
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



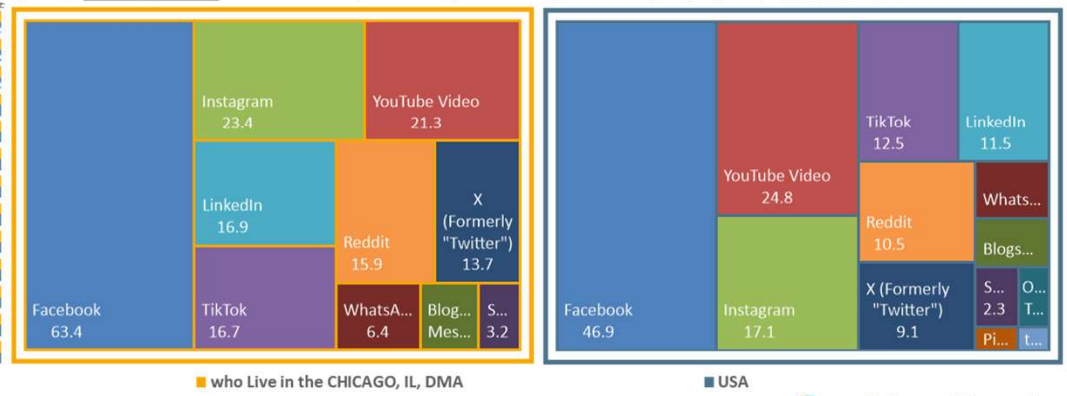
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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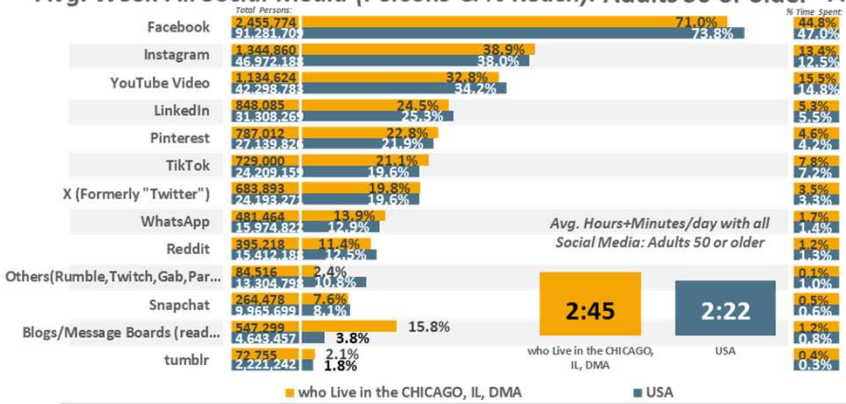
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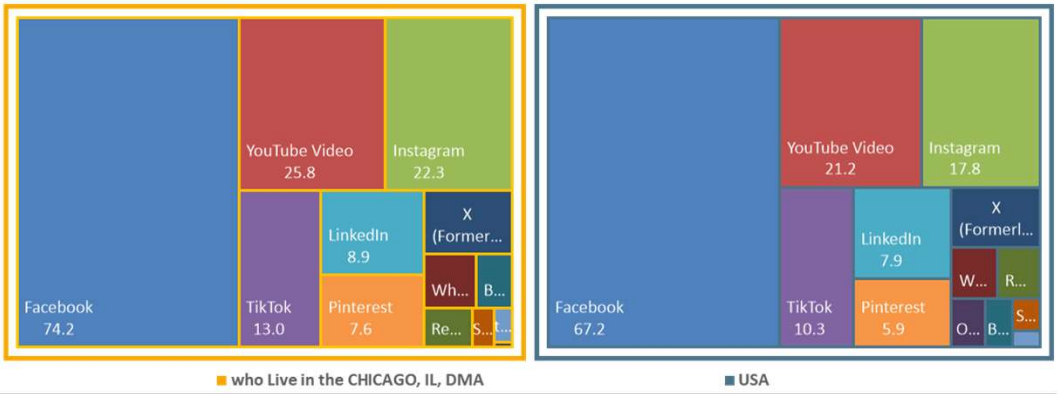
P50+

2,195,723 or 63.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 66.8 minutes every day representing 45.% of all time spent daily with Ad-Supported Social Media.

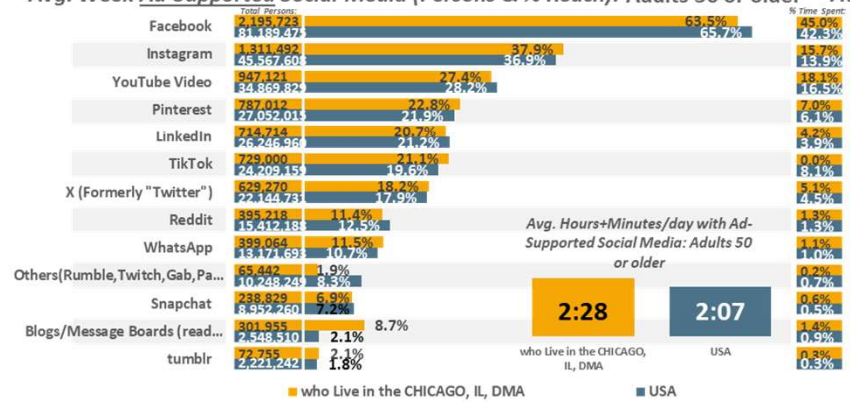
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



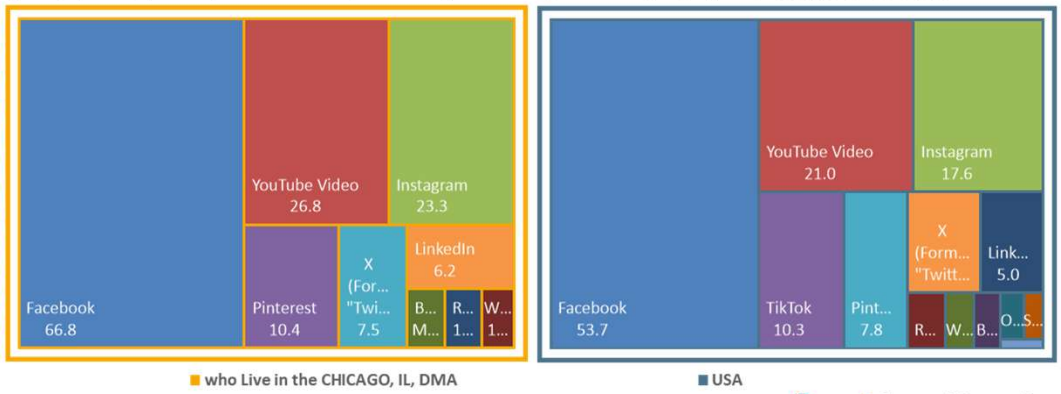
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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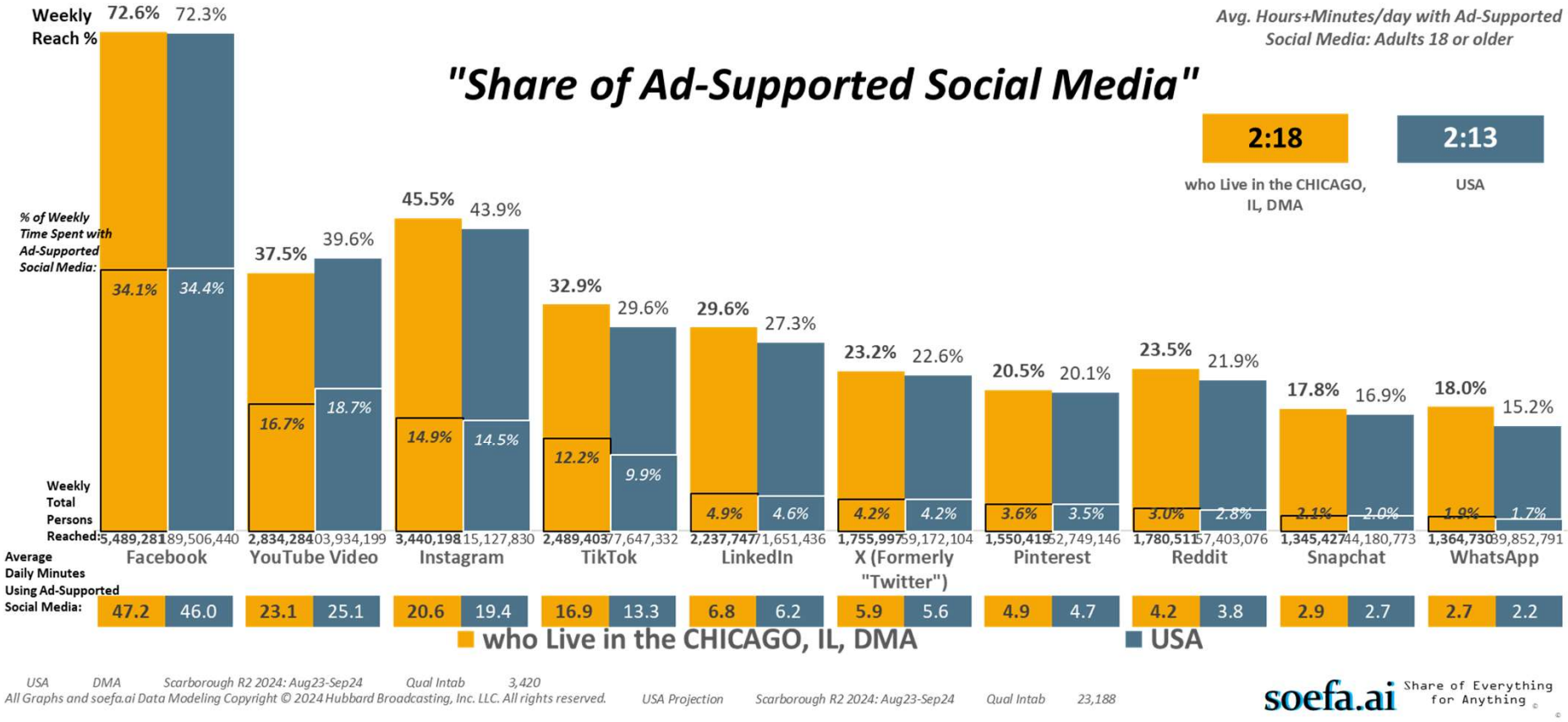
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P18+

5,489,281 or 72.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



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P25-54

2,972,534 or 78.% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 25 - 54

	who Live in the CHICAGO, IL, DMA	USA
Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 25 - 54	2:43	2:09

	Facebook	Instagram	YouTube Video	TikTok	LinkedIn	Reddit	X (Formerly "Twitter")	Snapchat	Pinterest	WhatsApp
Weekly Reach %	78.0% / 77.3%	53.0% / 51.8%	41.0% / 45.5%	38.4% / 35.5%	36.0% / 32.8%	30.1% / 28.0%	24.6% / 25.1%	22.3% / 22.2%	20.4% / 20.2%	20.7% / 17.9%
% of Weekly Time Spent with Ad-Supported Social Media:	34.5% / 31.6%	16.3% / 14.8%	12.4% / 19.2%	10.4% / 9.9%	6.0% / 5.1%	4.3% / 3.7%	4.2% / 3.9%	3.2% / 2.9%	3.1% / 2.8%	2.4% / 1.9%
Weekly Total Persons Reached:	2,972,534 / 99,894,538	2,019,545 / 66,952,630	1,563,839 / 68,802,762	1,463,228 / 45,921,857	1,371,755 / 42,419,476	1,147,183 / 36,172,139	936,397 / 32,501,956	849,713 / 28,675,343	776,297 / 26,130,877	788,596 / 23,090,147
Average Daily Minutes Using Ad-Supported Social Media:	56.3 / 41.0	26.6 / 19.1	20.2 / 24.9	16.9 / 12.9	9.9 / 6.6	7.0 / 4.8	6.8 / 5.1	5.2 / 3.8	5.0 / 3.6	3.9 / 2.4

■ who Live in the CHICAGO, IL, DMA ■ USA

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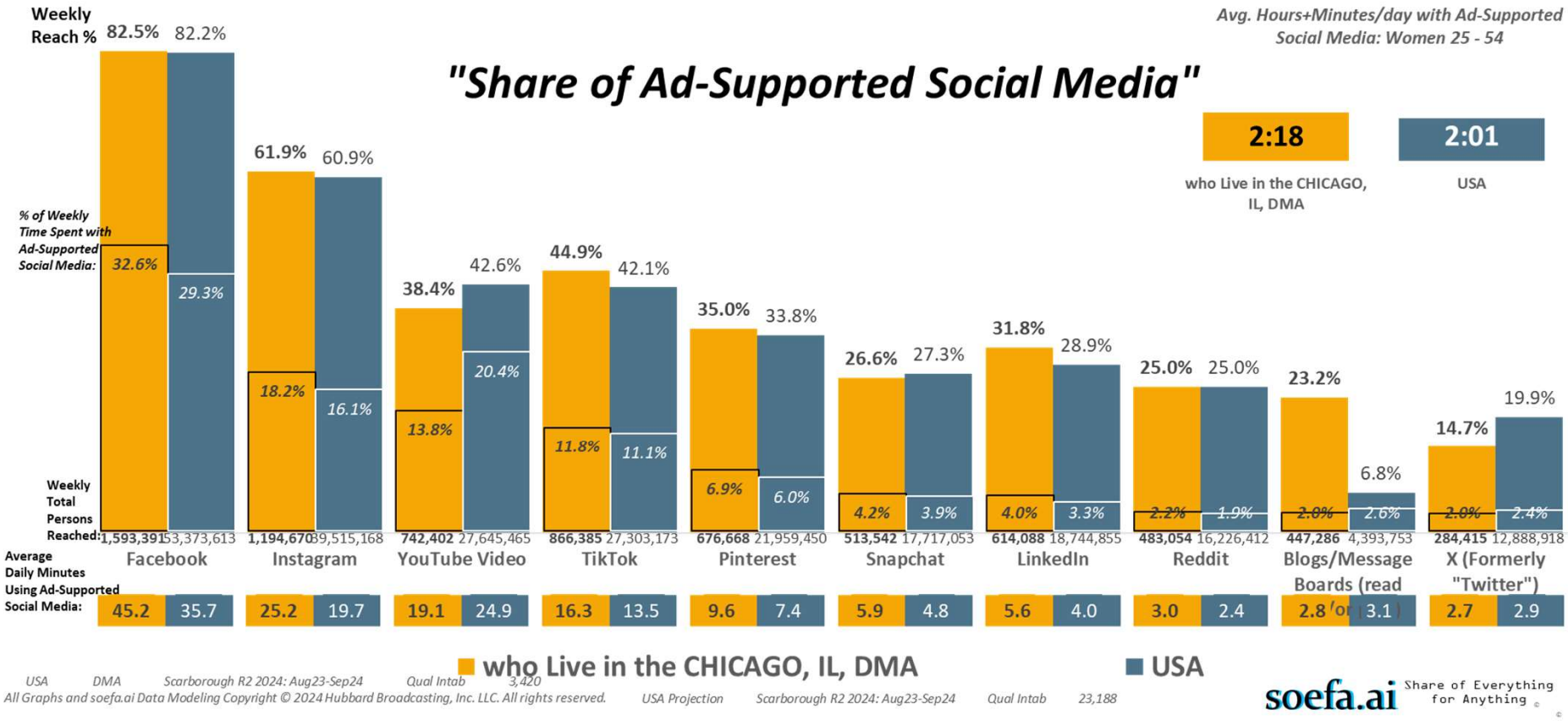
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W25-54

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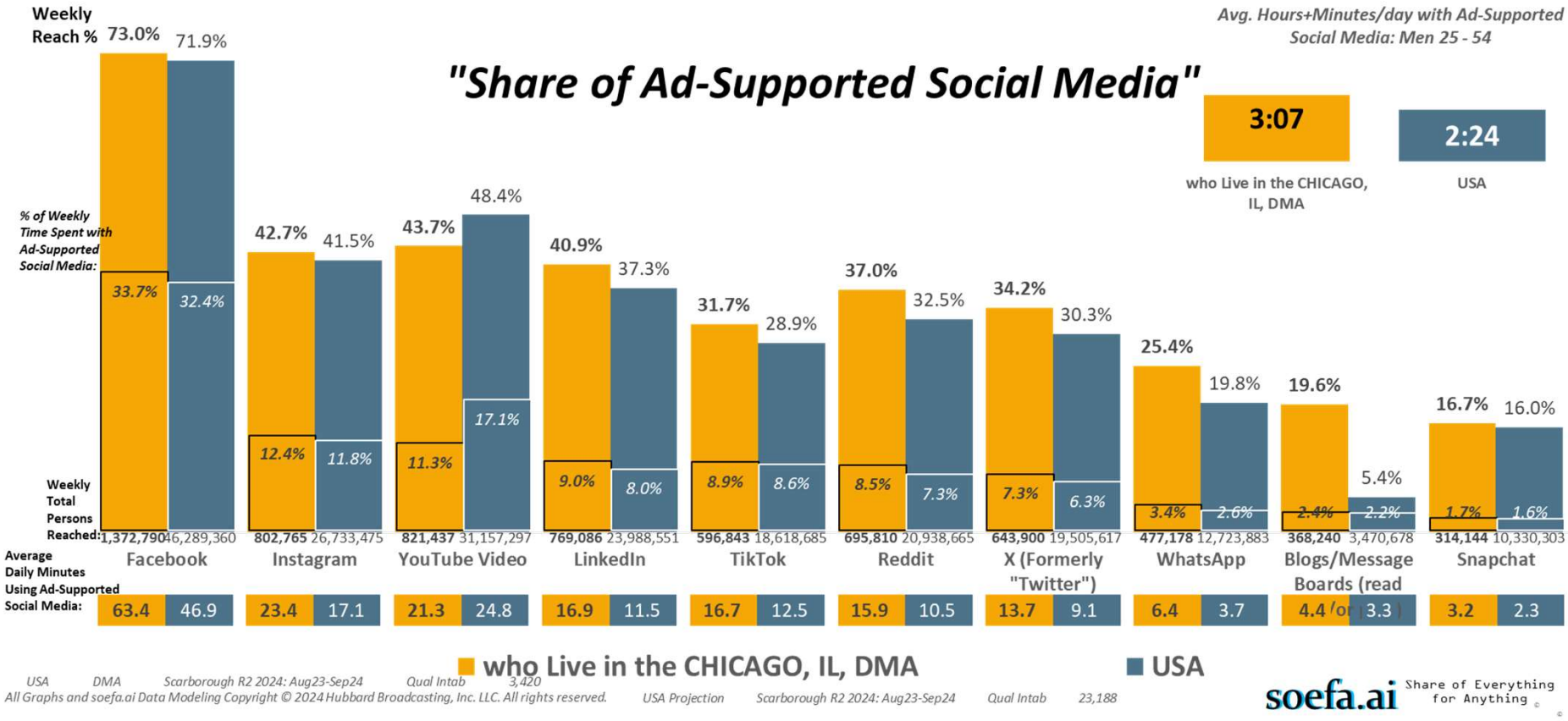
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M25-54

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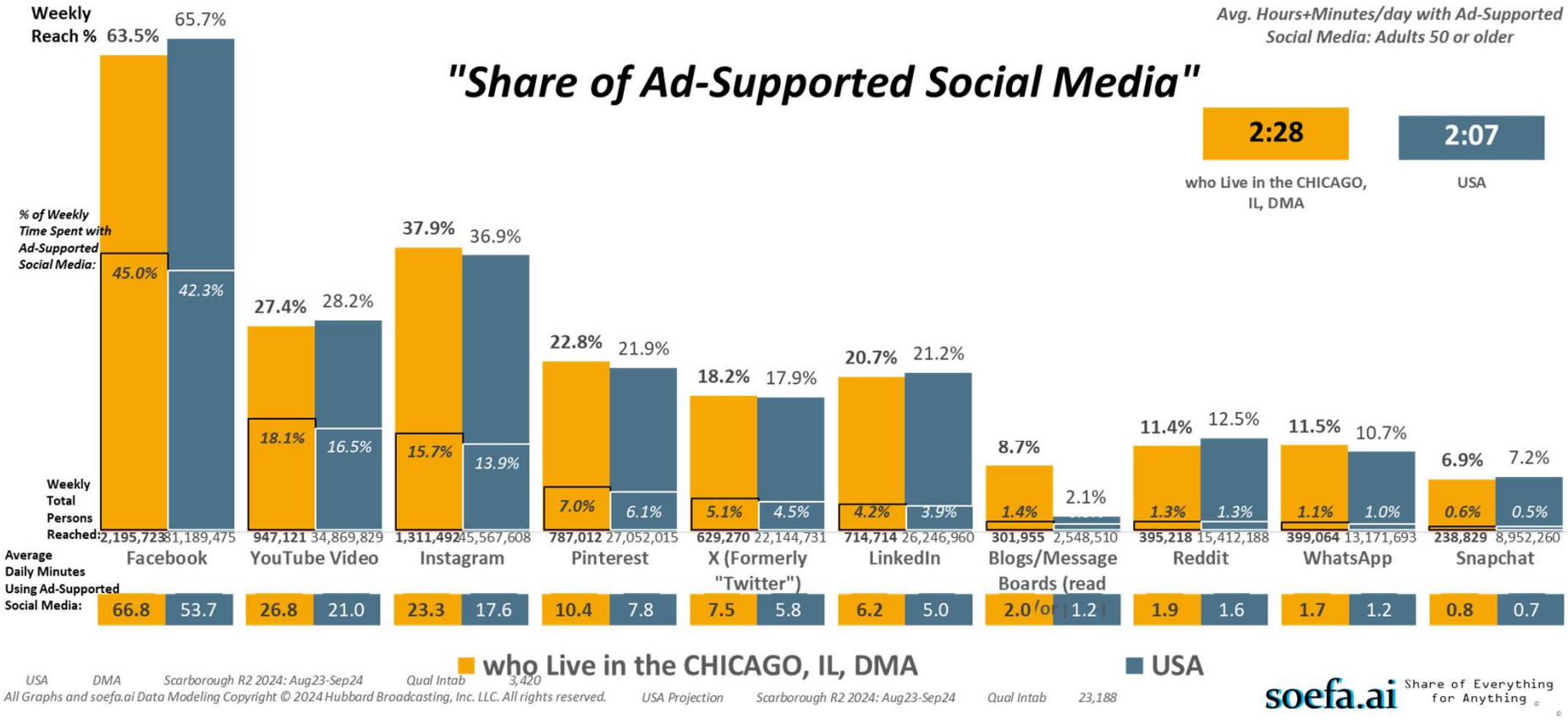
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P50+

2,195,723 or 63.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 66.8 minutes every day representing 45.% of all time spent daily with Ad-Supported Social Media.



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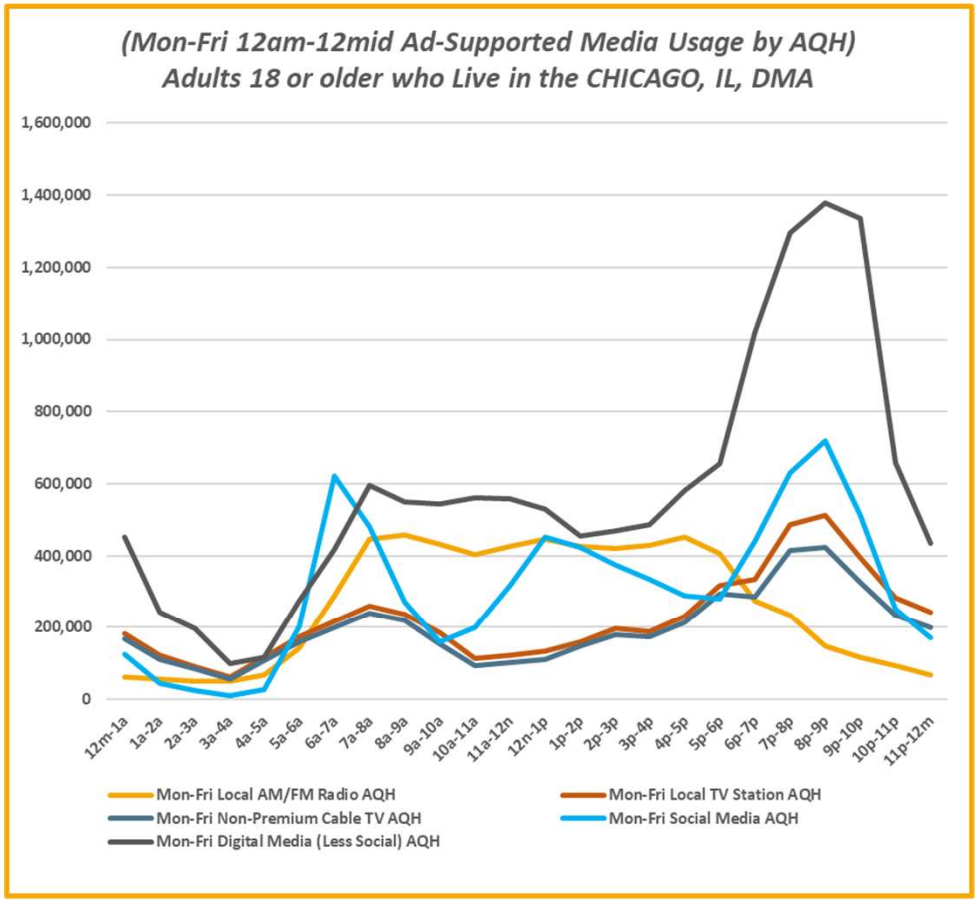
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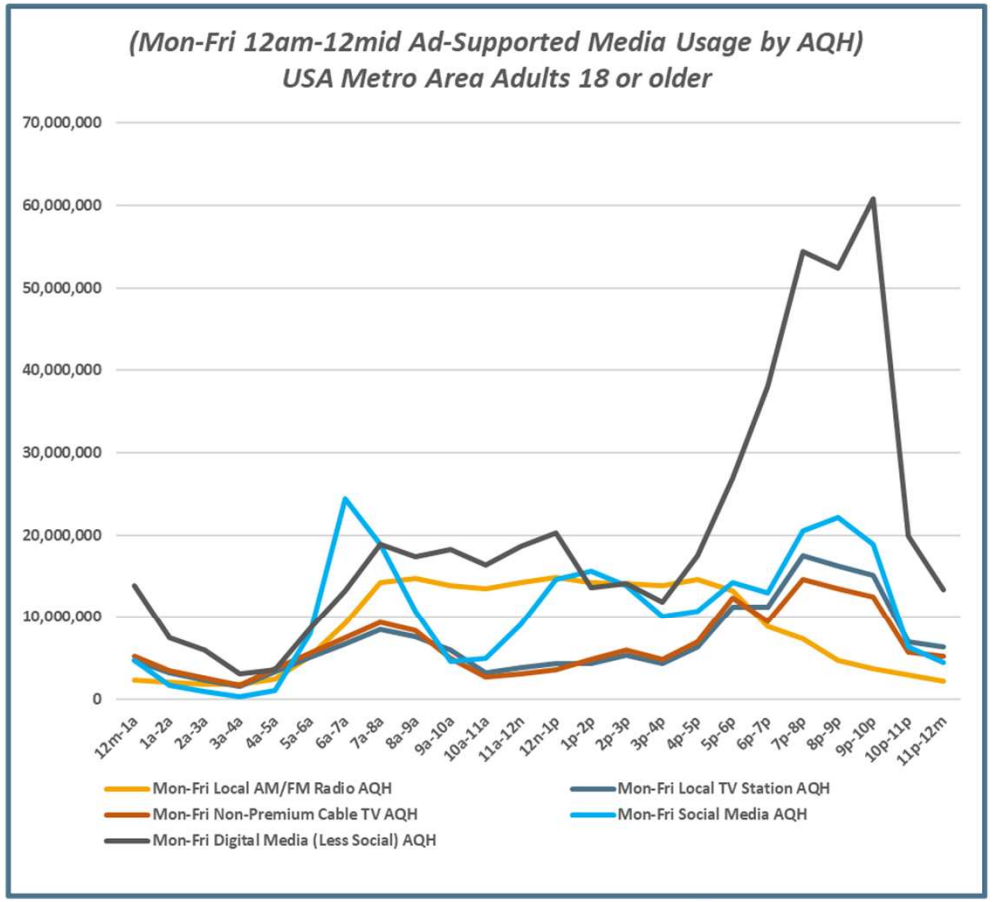
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 571,088; Local Radio: 408,287; Social Media: 357,018; Local TV: 207,305; Non-Prem. Cable: 185,723 reaching Adults 18 or older who Live in the CHICAGO, IL, DMA.





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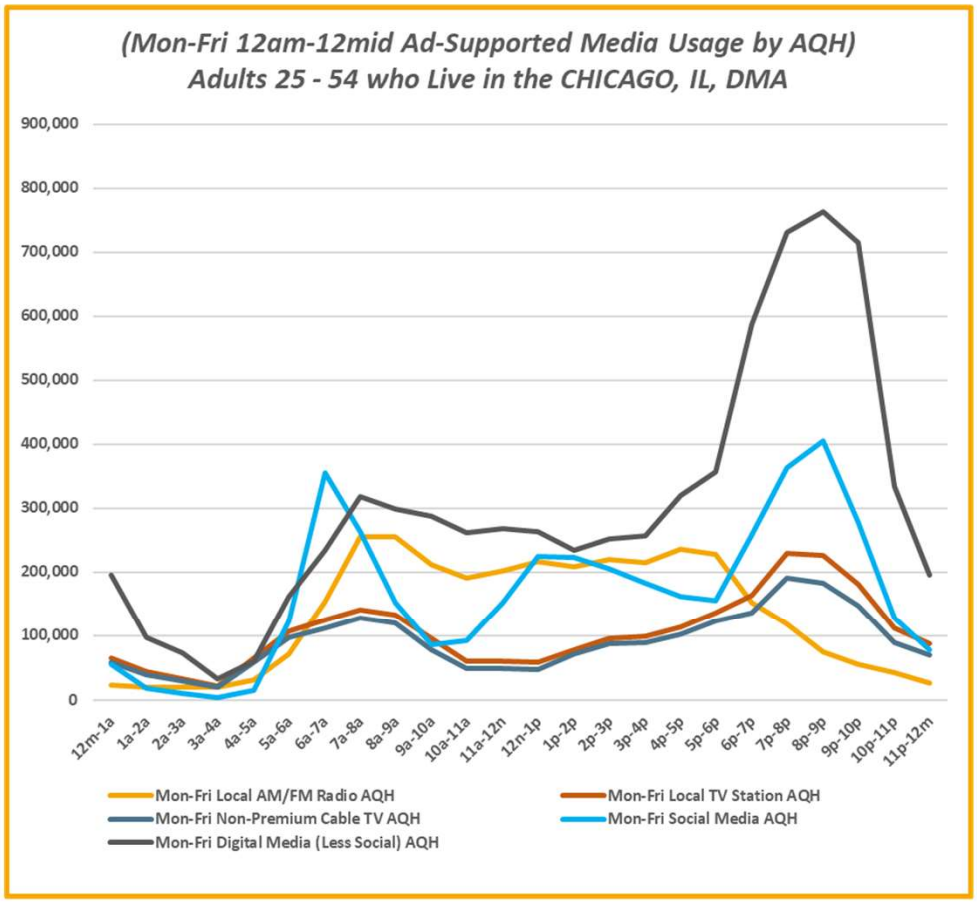
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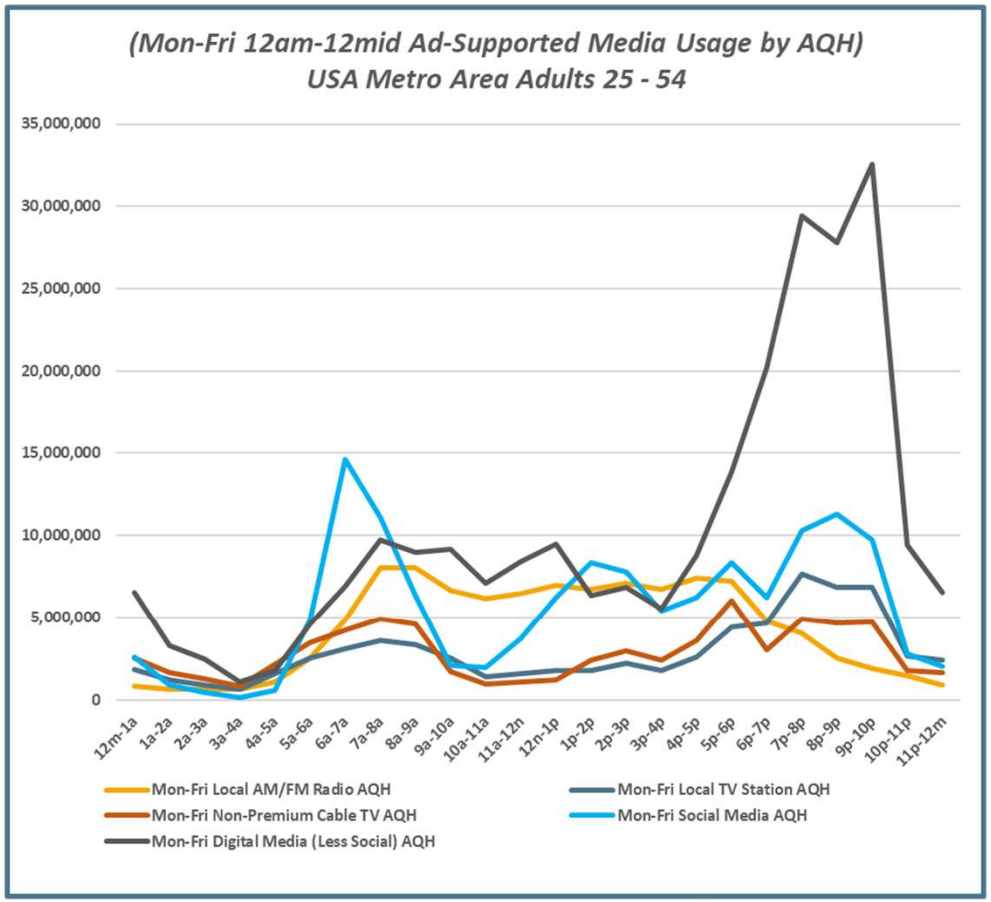
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 302,708; Local Radio: 210,586; Social Media: 193,083; Local TV: 104,163; Non-Prem. Cable: 91,230 reaching Adults 25 - 54 who Live in the CHICAGO, IL, DMA.





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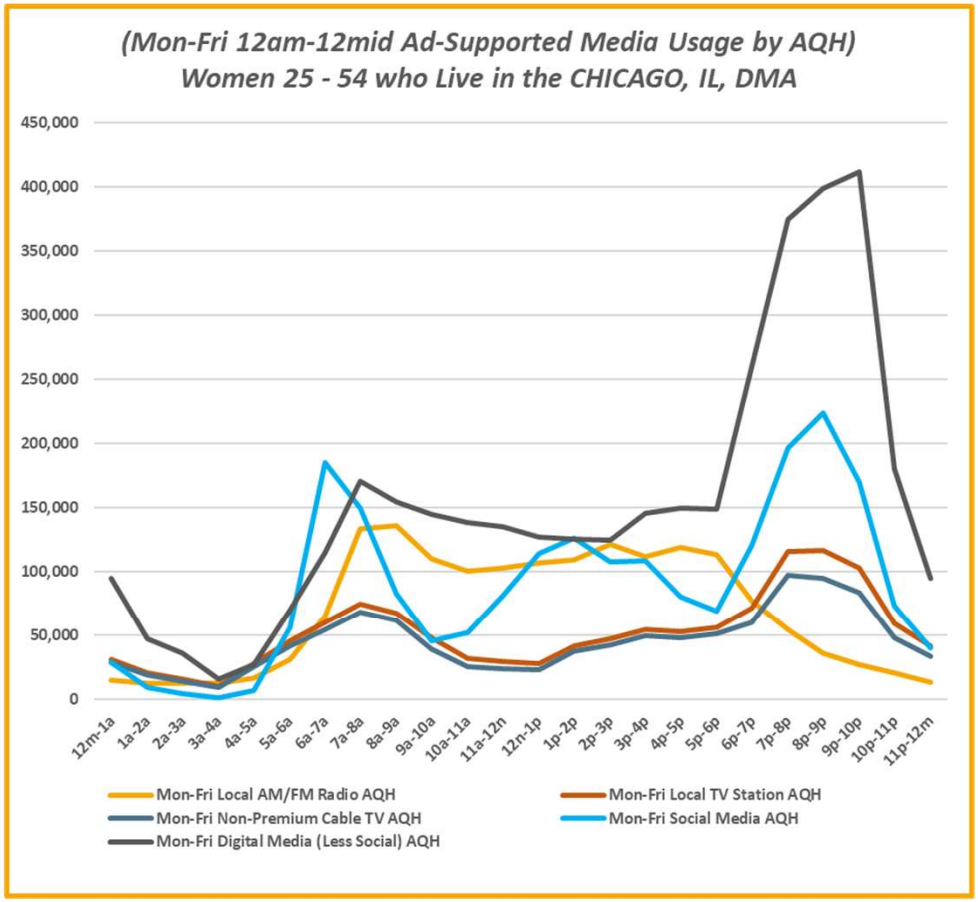
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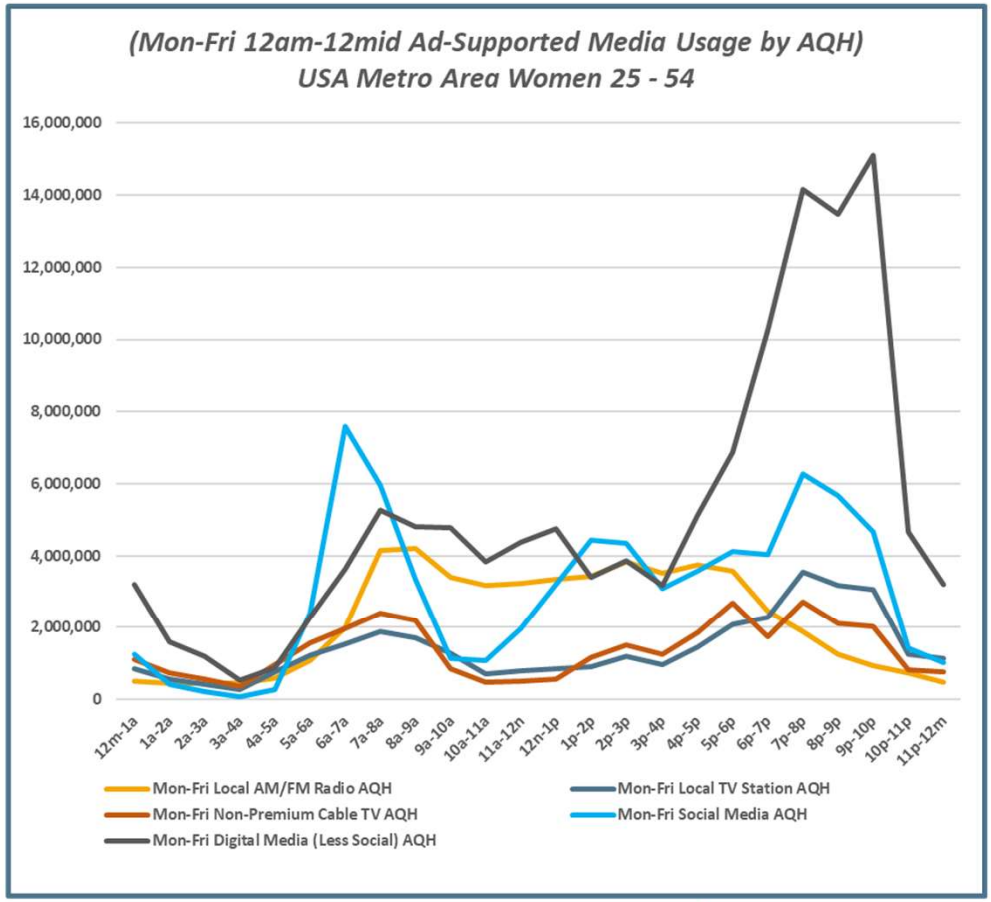
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 149,180; Local Radio: 108,303; Social Media: 101,855; Local TV: 50,958; Non-Prem. Cable: 44,920 reaching Women 25 - 54 who Live in the CHICAGO, IL, DMA.





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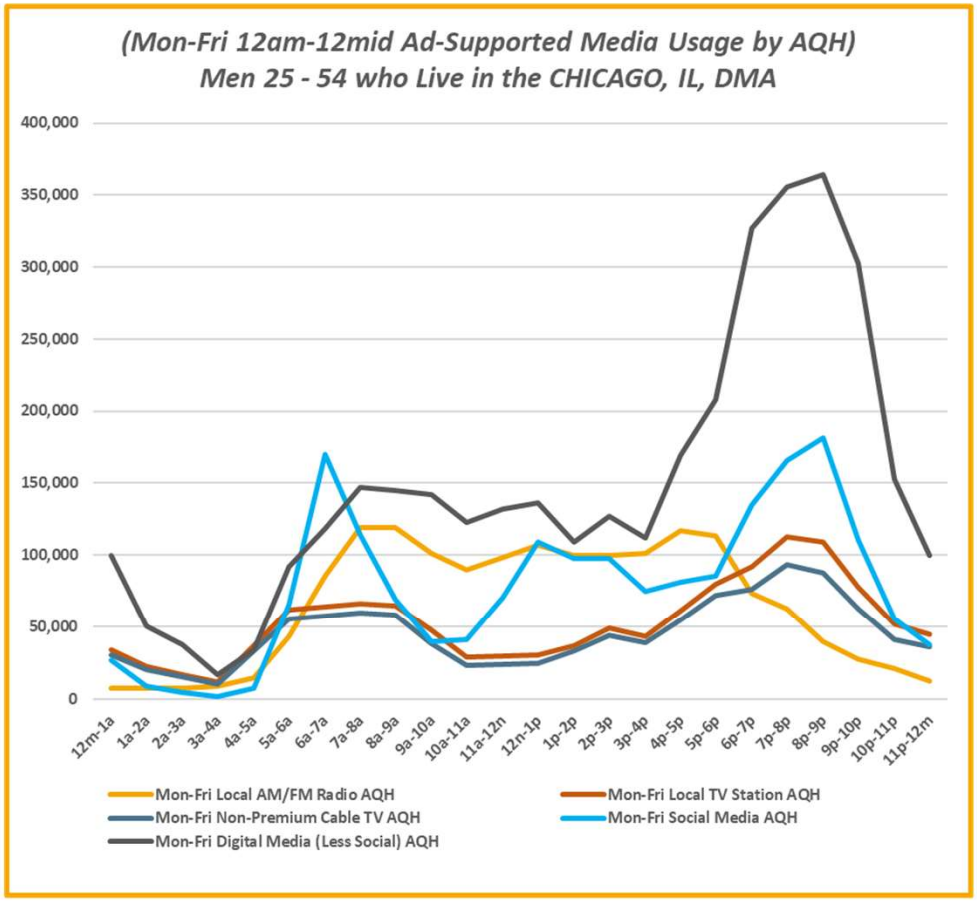
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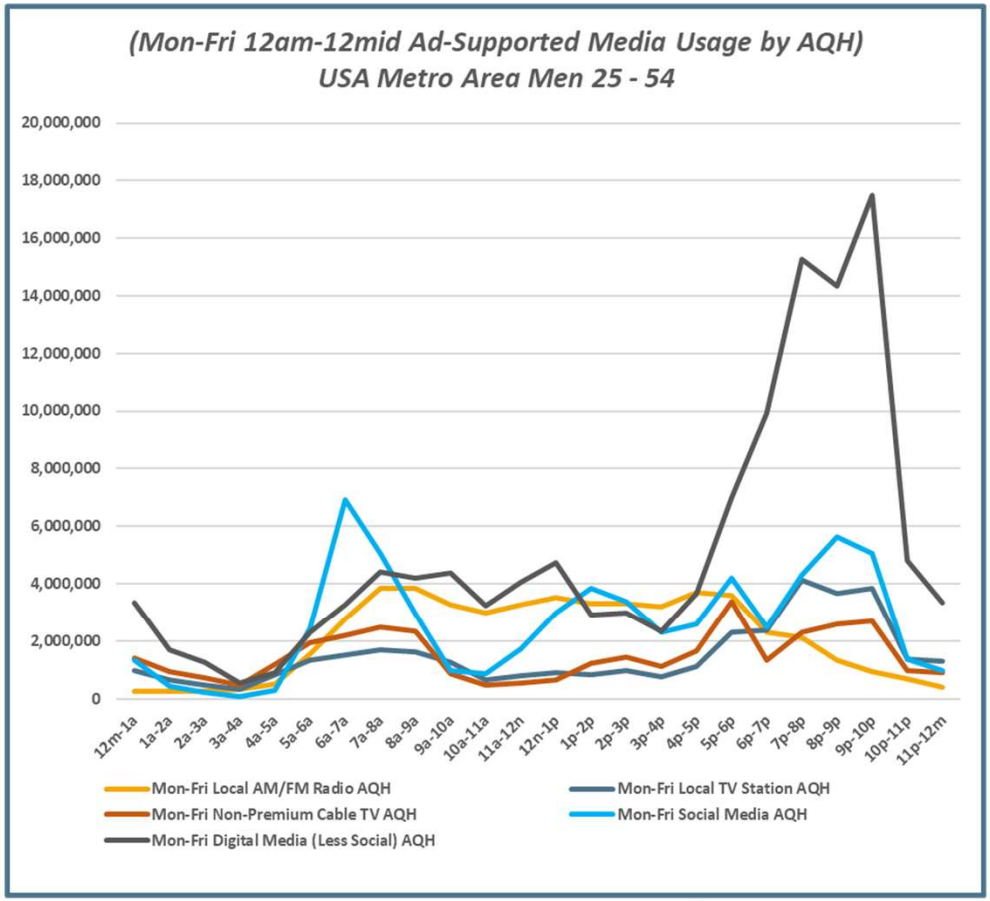
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 153,499; Local Radio: 101,857; Social Media: 91,032; Local TV: 53,215; Non-Prem. Cable: 46,312 reaching Men 25 - 54 who Live in the CHICAGO, IL, DMA.





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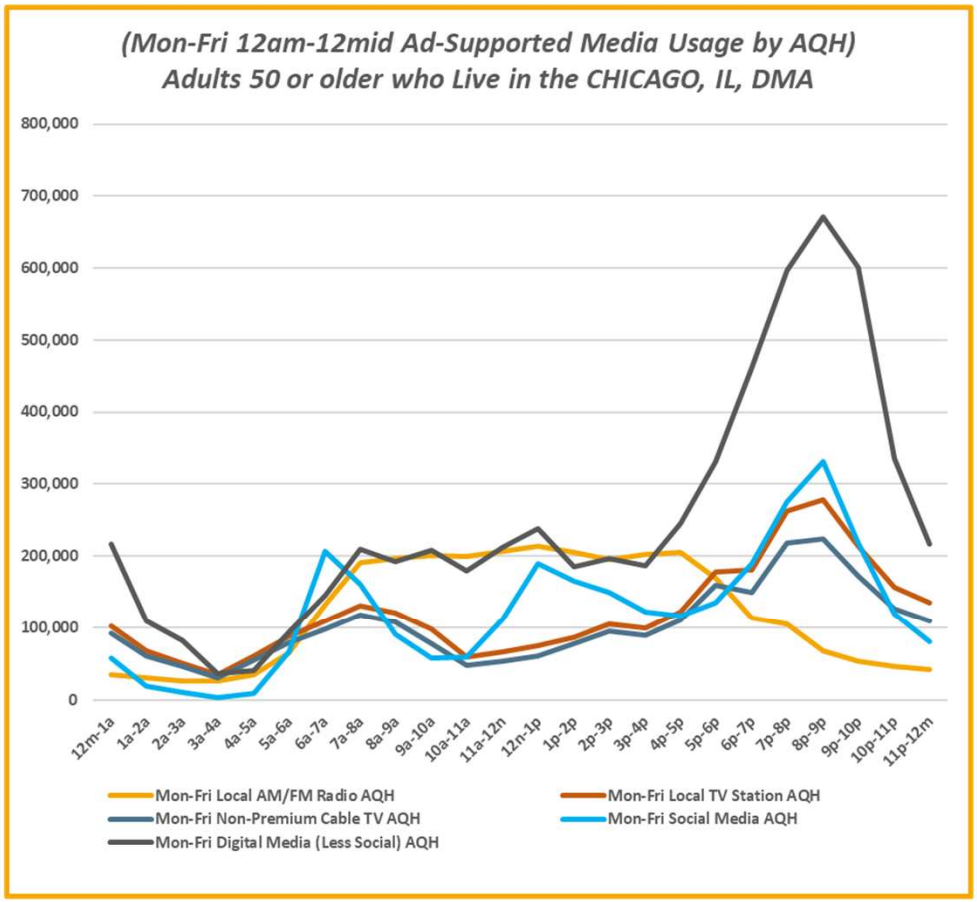
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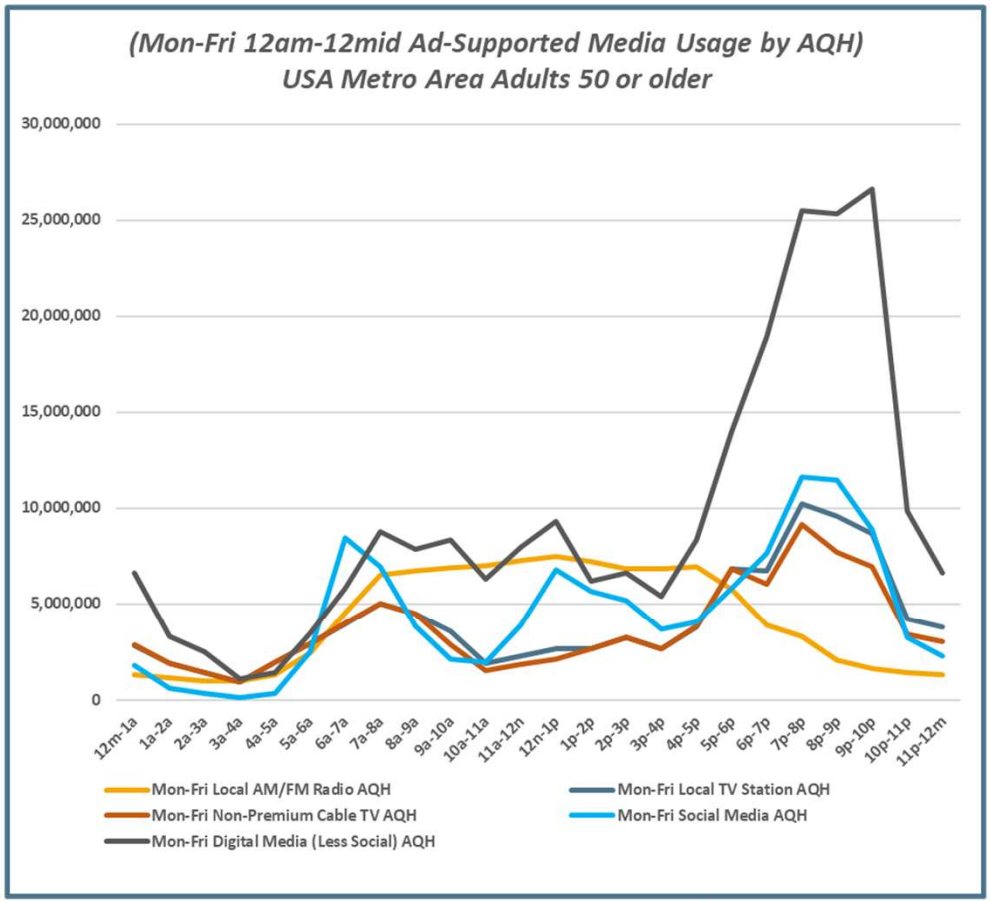
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 230,181; Local Radio: 186,934; Social Media: 134,885; Local TV: 109,686; Non-Prem. Cable: 95,468 reaching Adults 50 or older who Live in the CHICAGO, IL, DMA.





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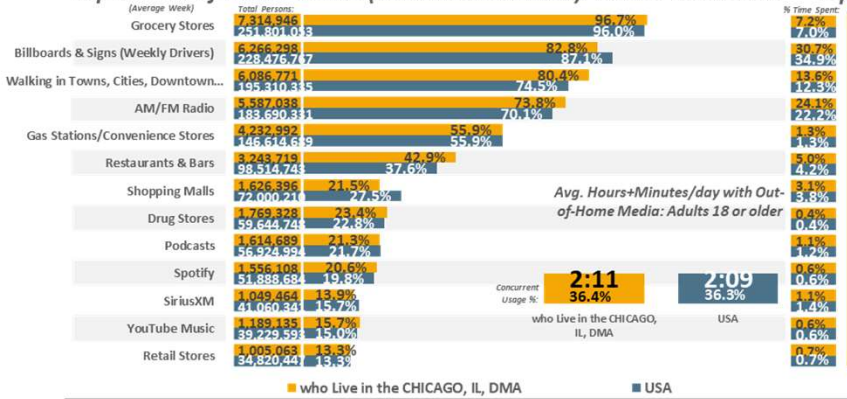
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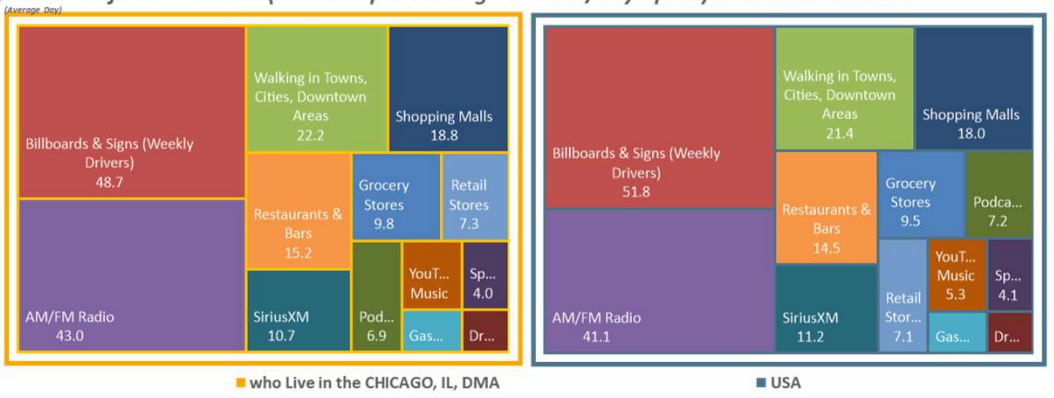
P18+

6,266,298 or 82.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

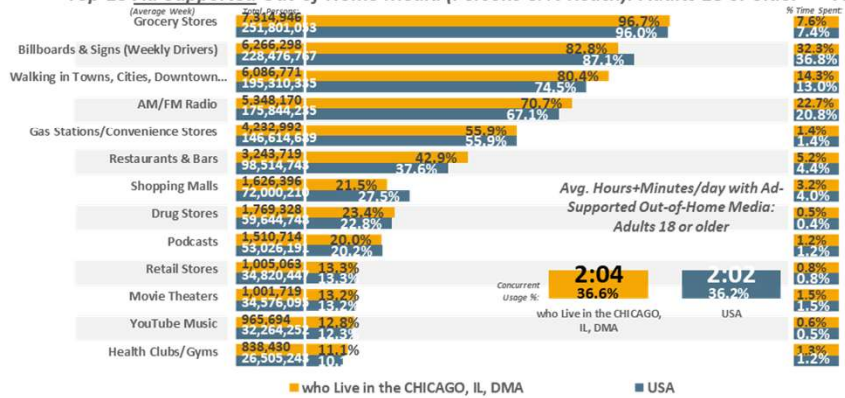
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



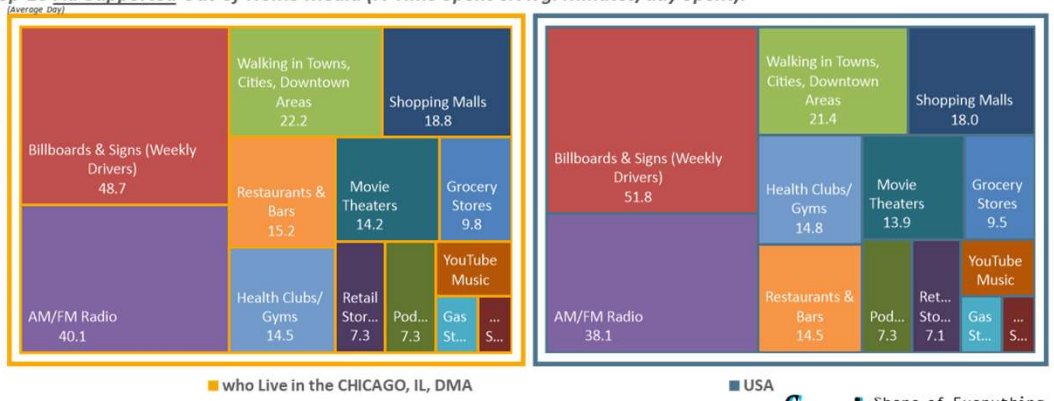
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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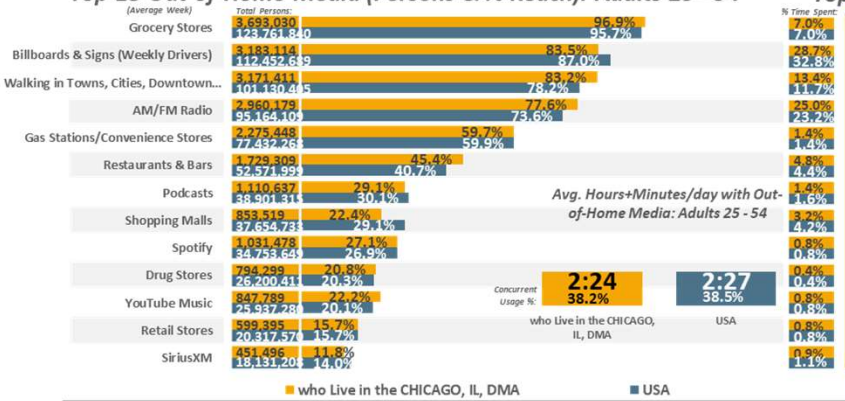
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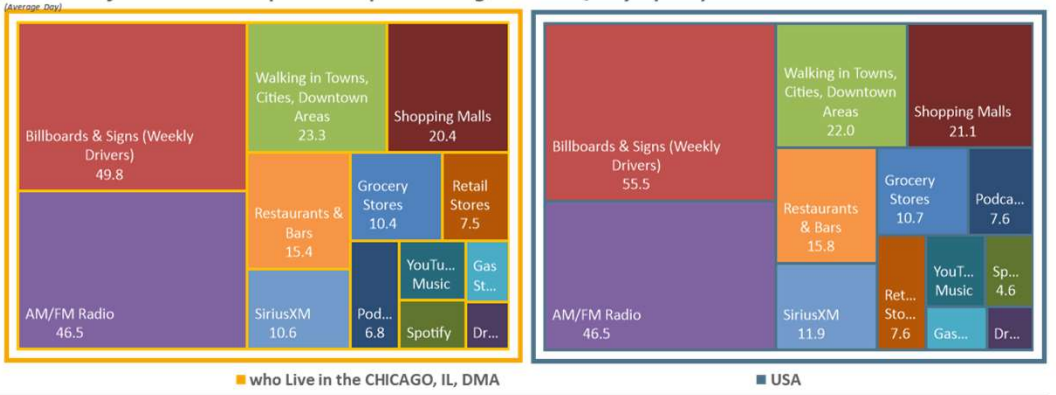
P25-54

3,183,114 or 83.5% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 49.8 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

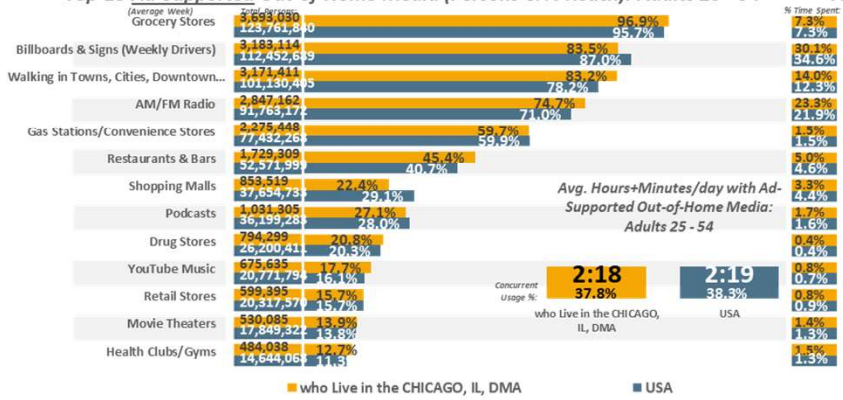
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



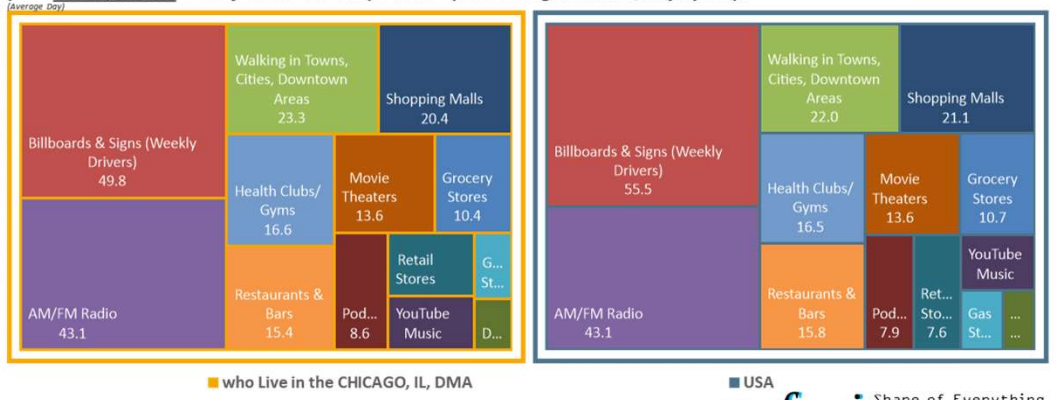
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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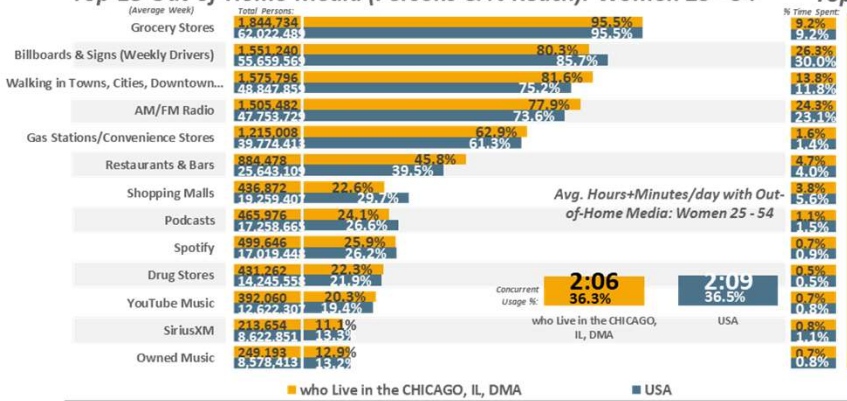
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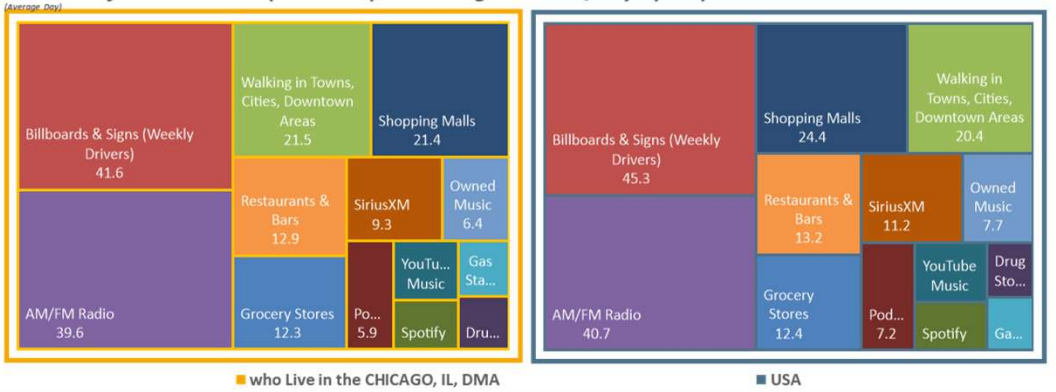
W25-54

1,551,240 or 80.3% of Women 25 - 54 who Live in the CHICAGO, IL DMA spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

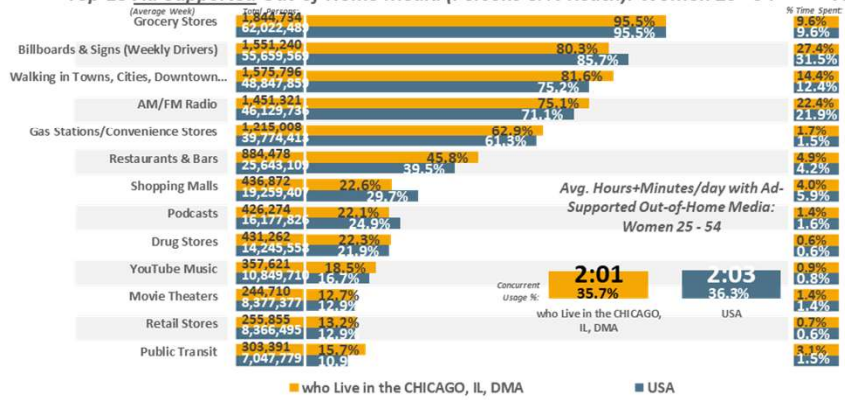
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



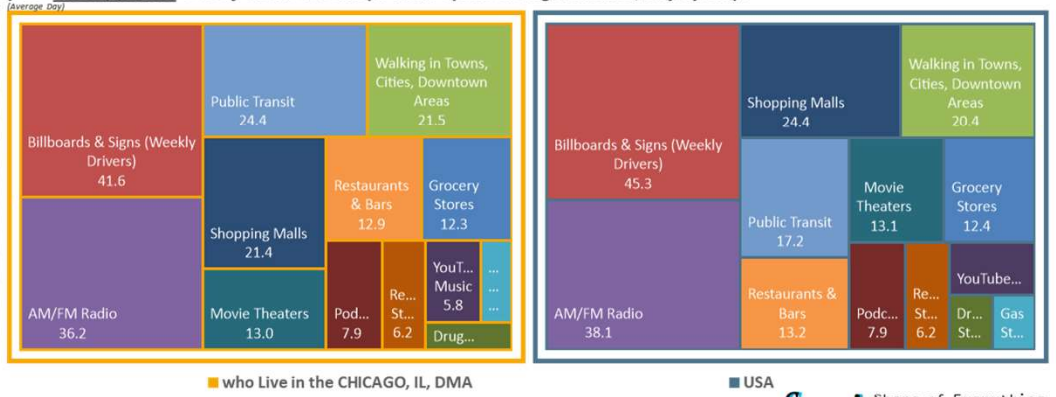
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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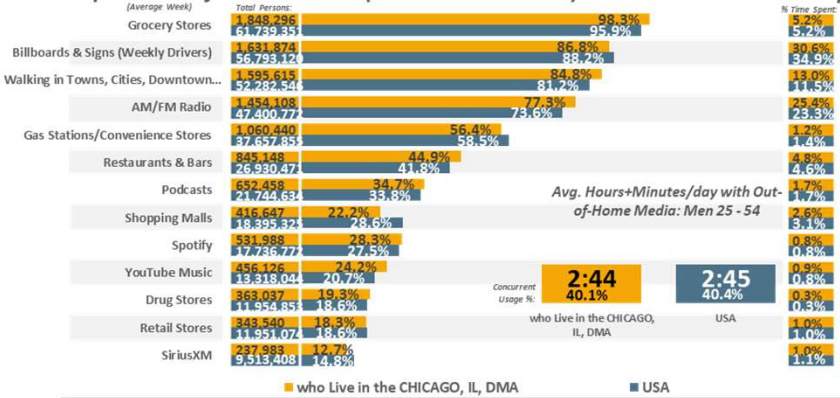
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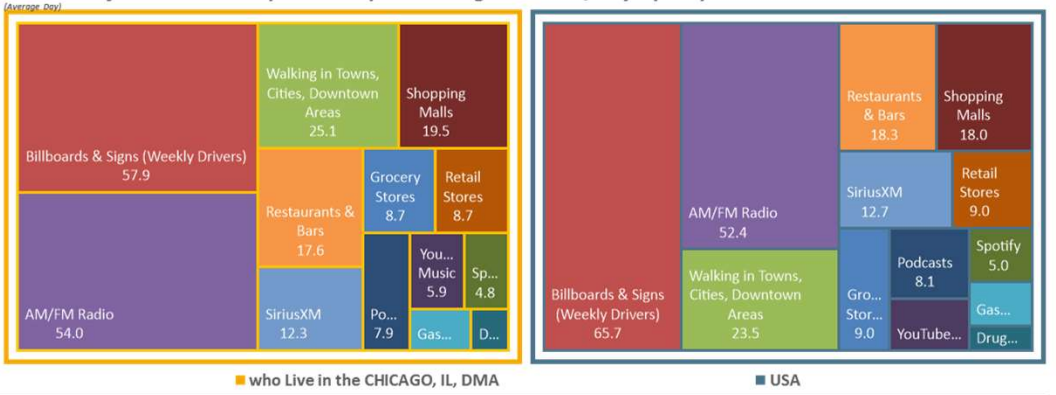
M25-54

1,631,874 or 86.8% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minutes/day.

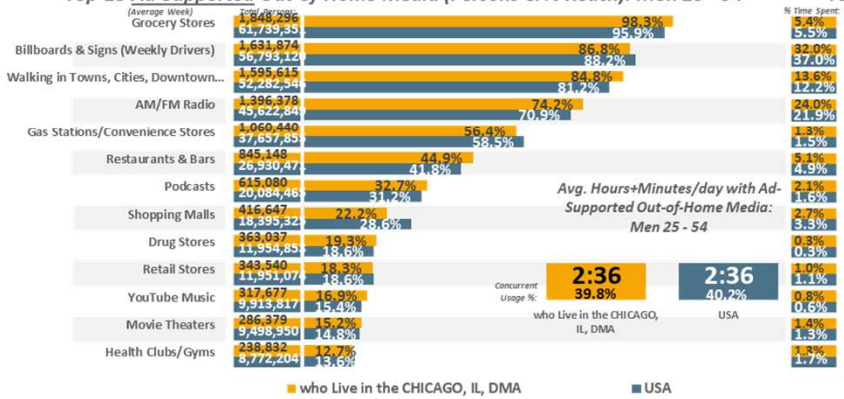
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



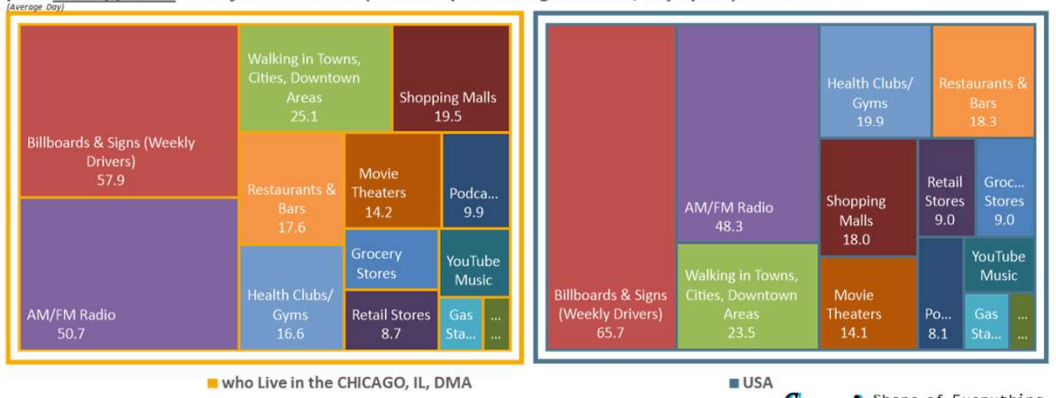
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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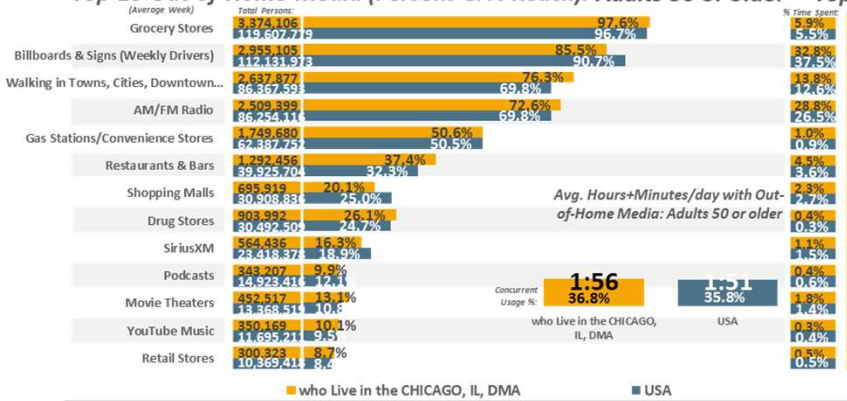
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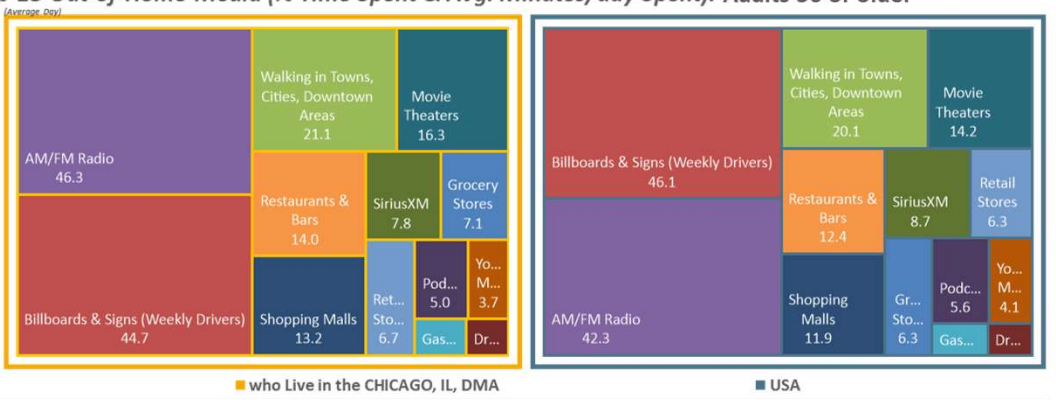
P50+

2,955,105 or 85.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA spend an average of 44.7 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

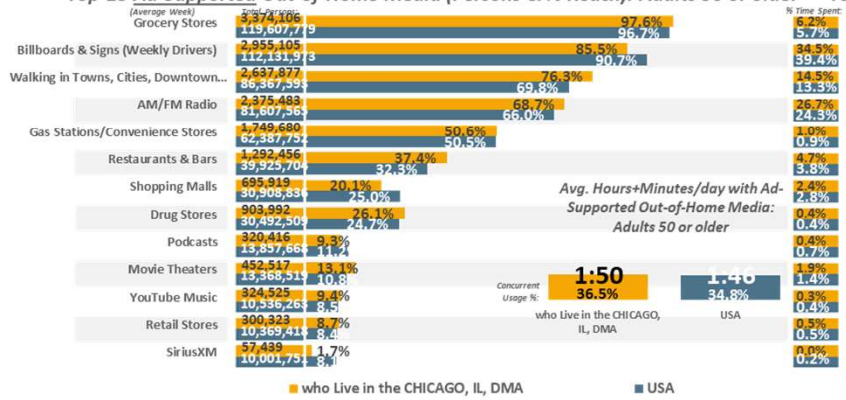
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



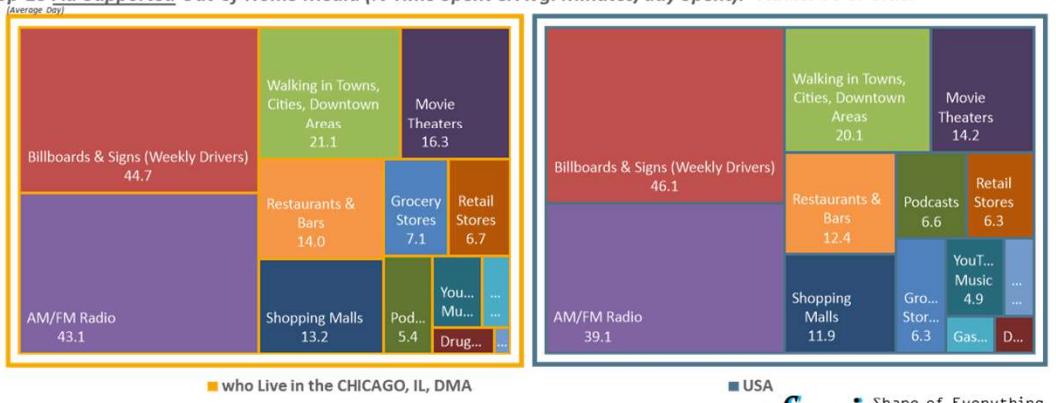
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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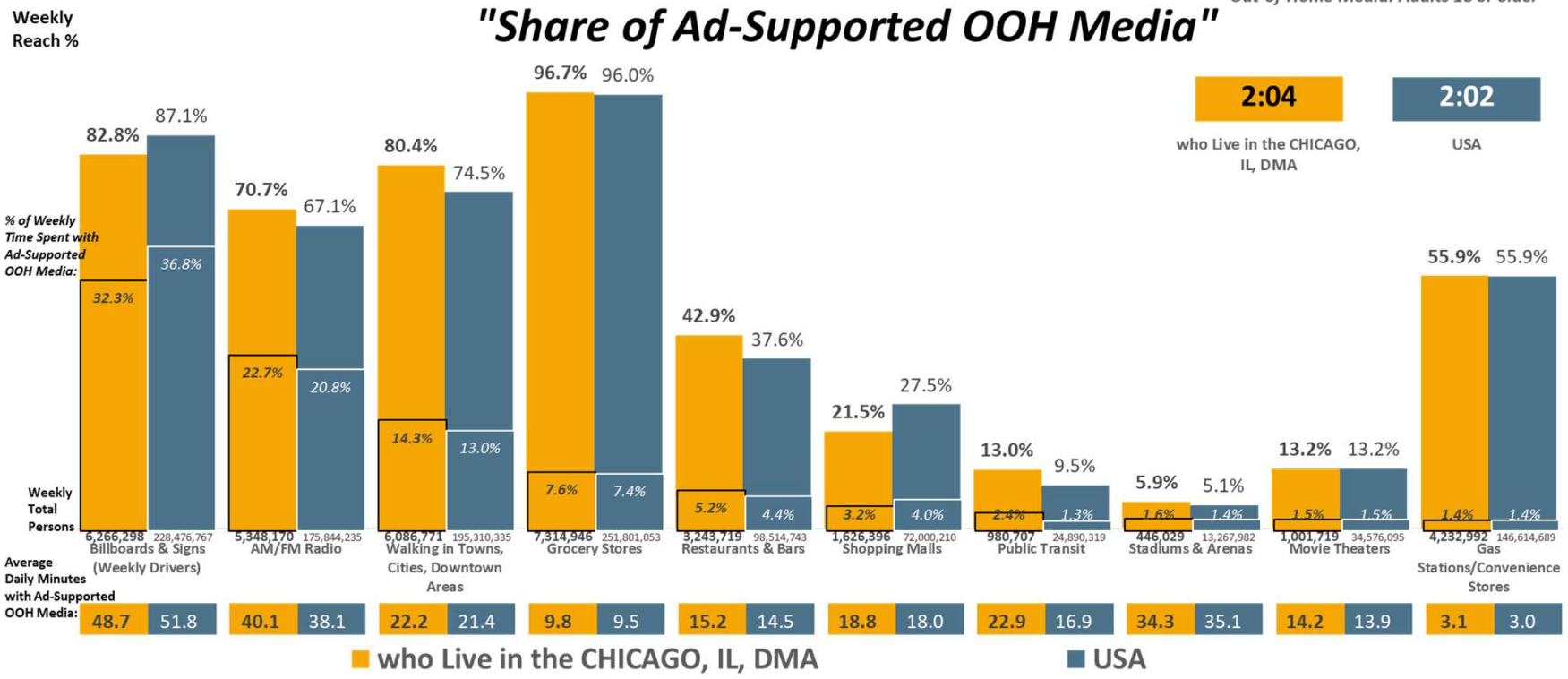


P18+

6,266,298 or 82.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 48.7 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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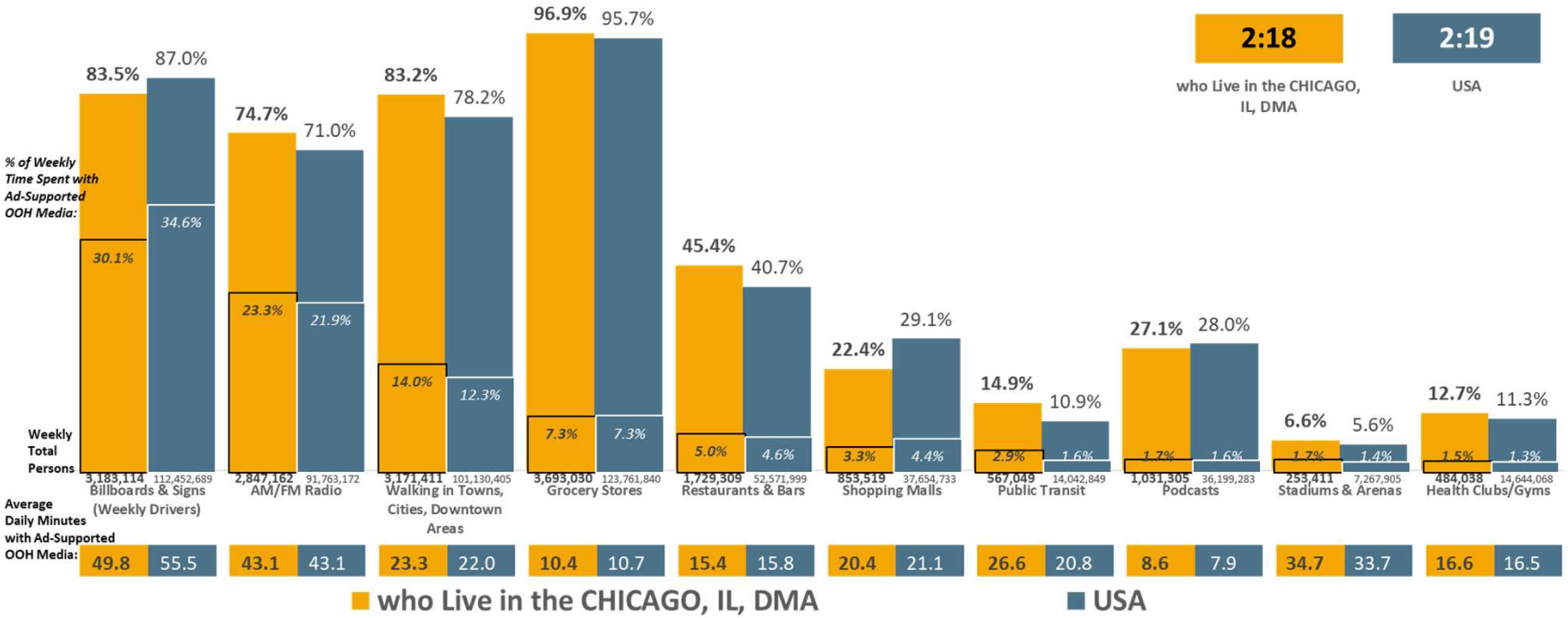


P25-54

3,183,114 or 83.5% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 49.8 minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



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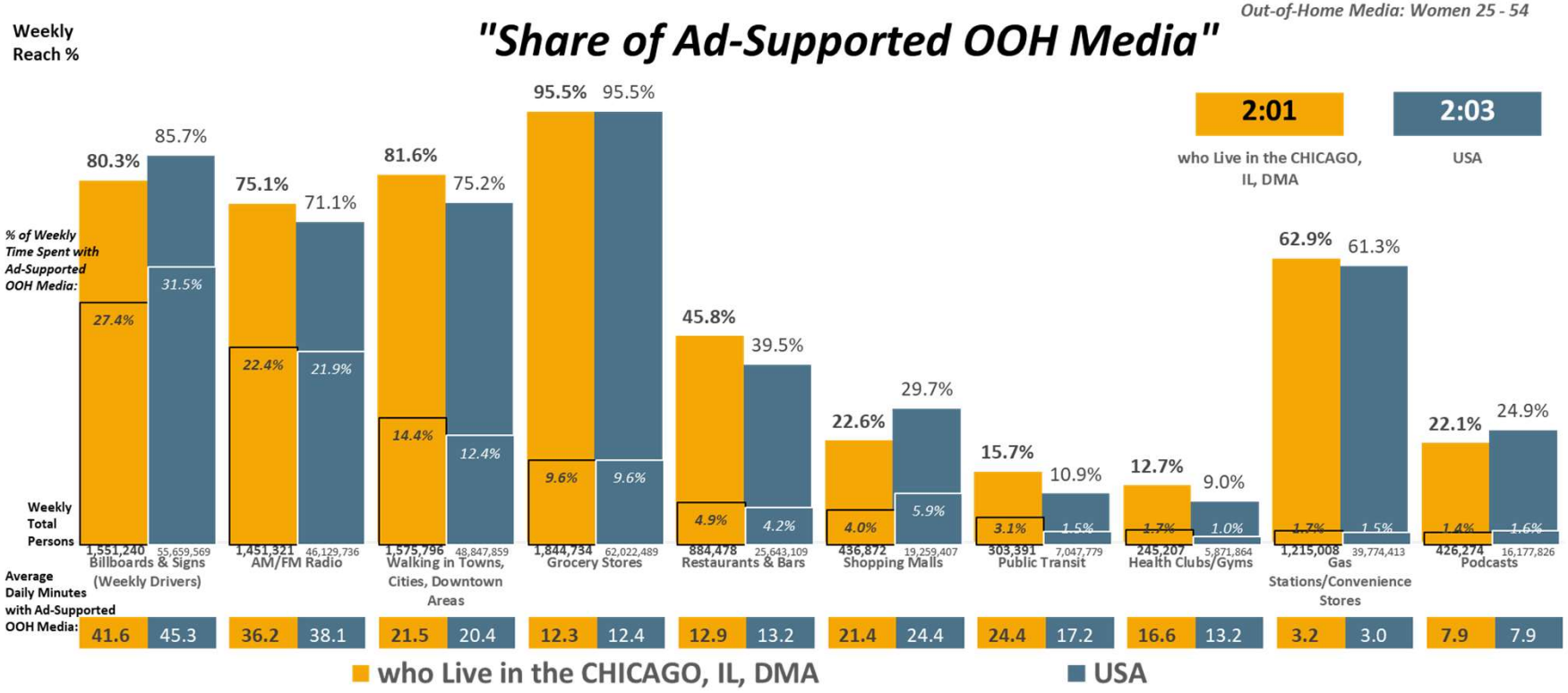


W25-54

1,551,240 or 80.3% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 27.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



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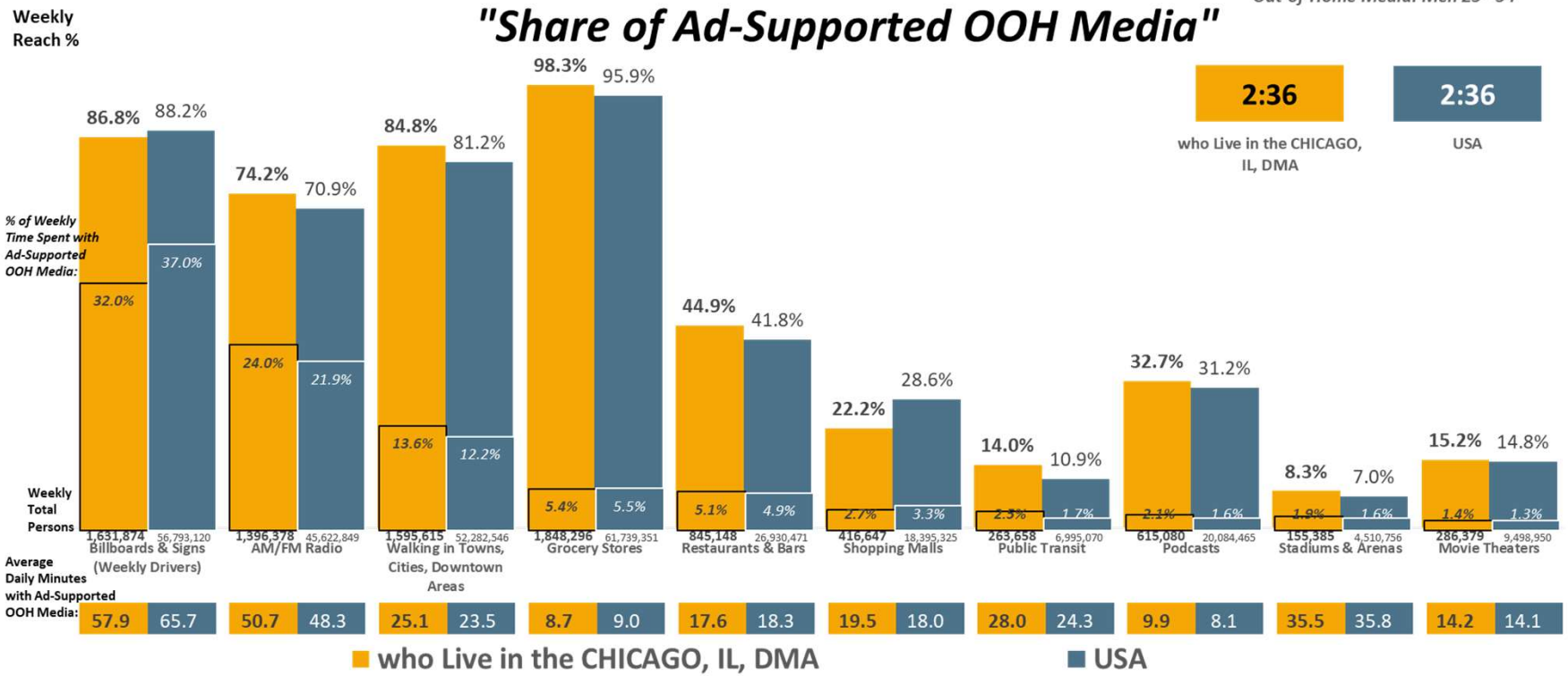


M25-54

1,631,874 or 86.8% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 32.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



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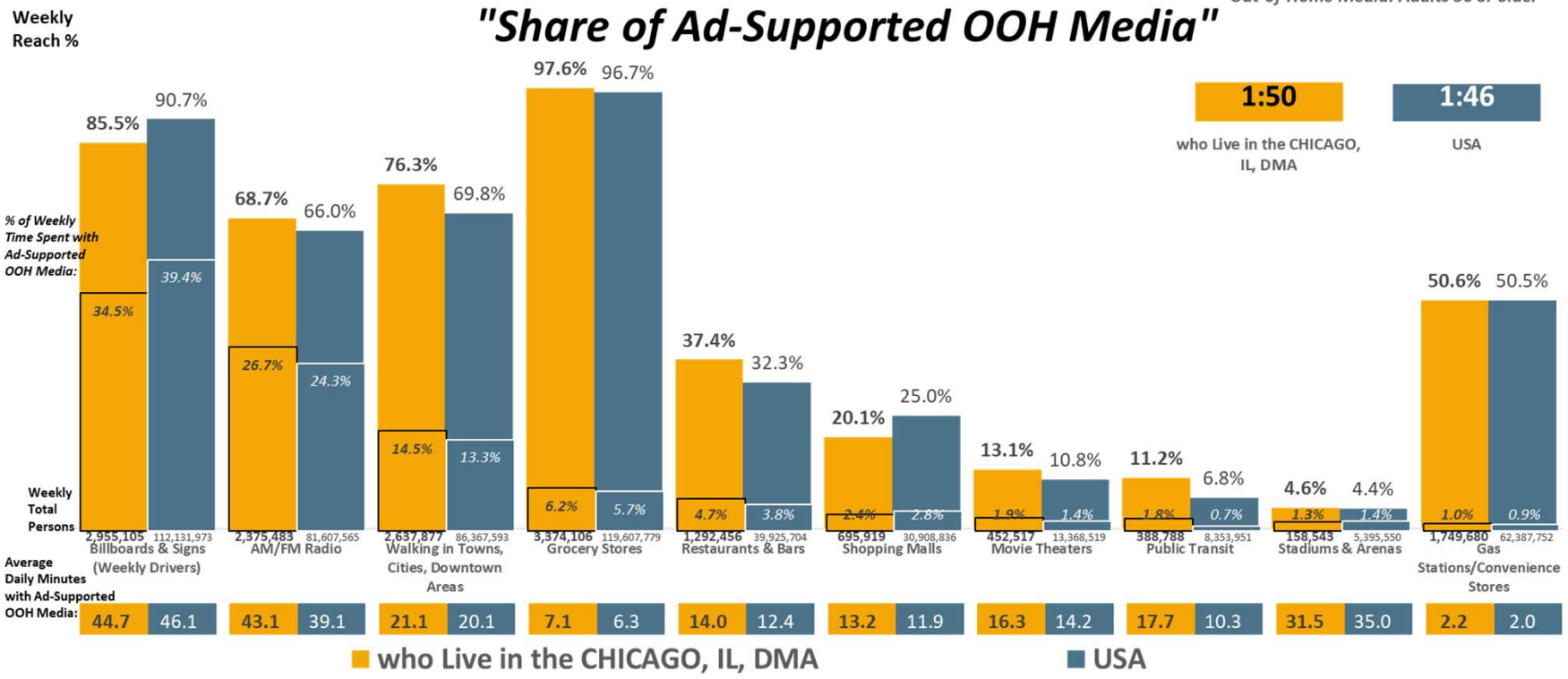


P50+

2,955,105 or 85.5% of Adults 50 or older who Live in the CHICAGO, IL, DMA spend an average of 44.7 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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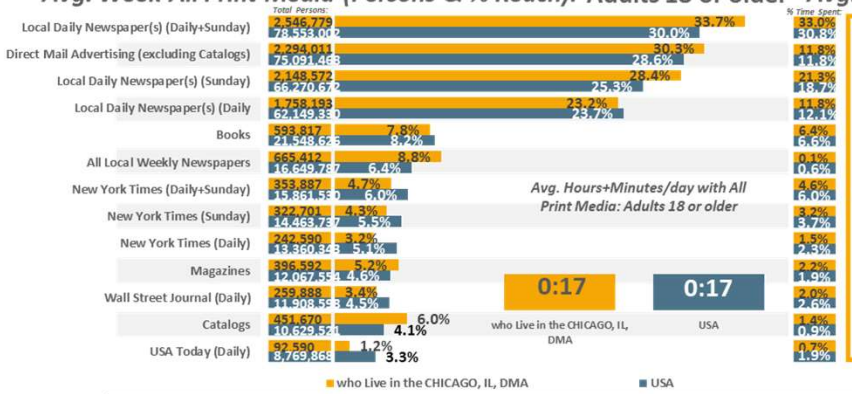
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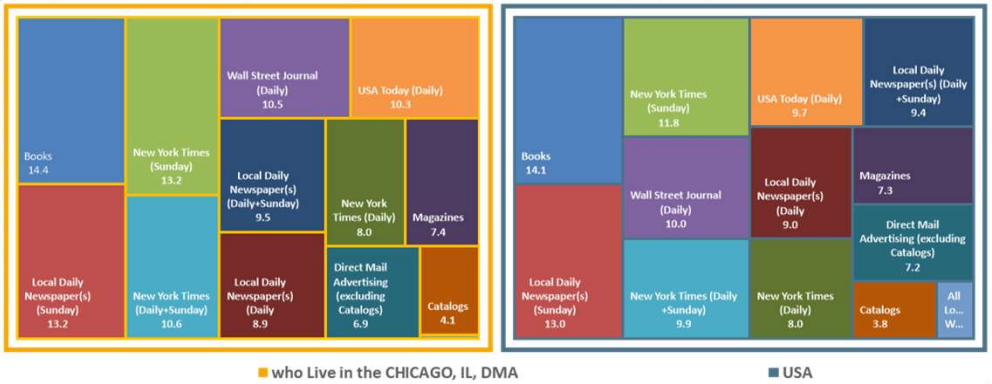
P18+

2,546,779 or 33.7% of Adults 18 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 35.3% of all time spent daily with All forms of Print Media.

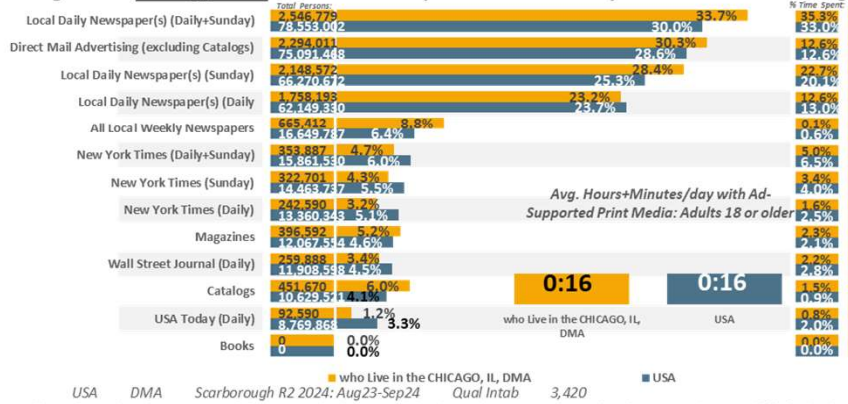
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



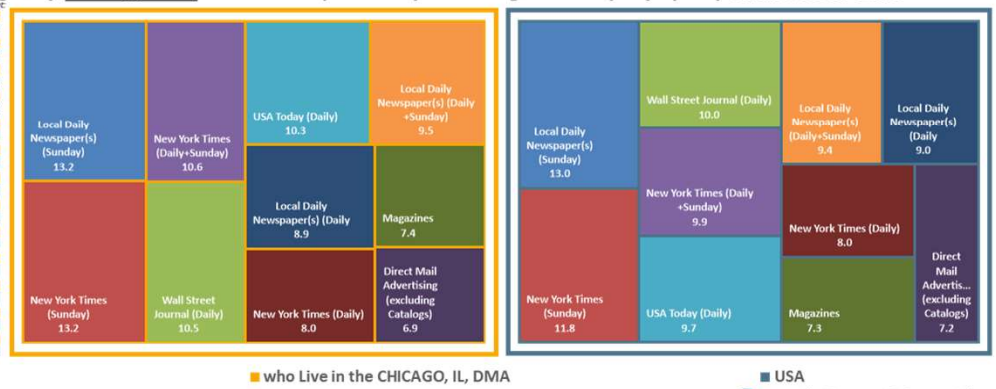
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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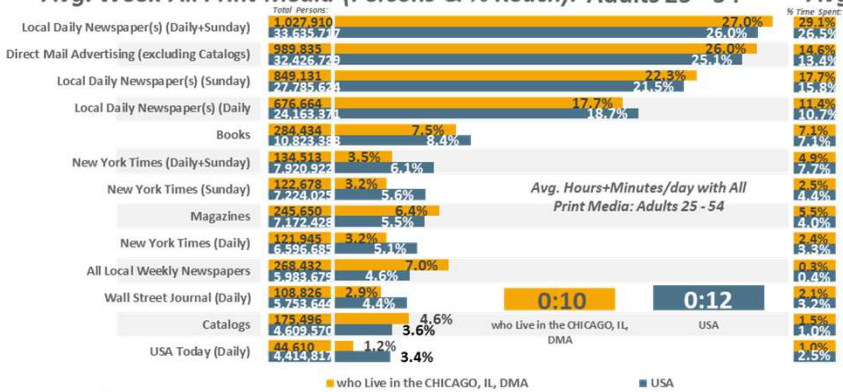
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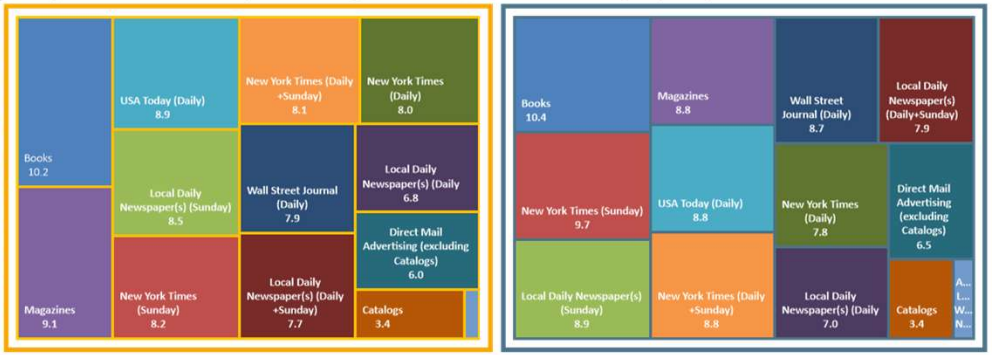
P25-54

1,027,910 or 27.% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

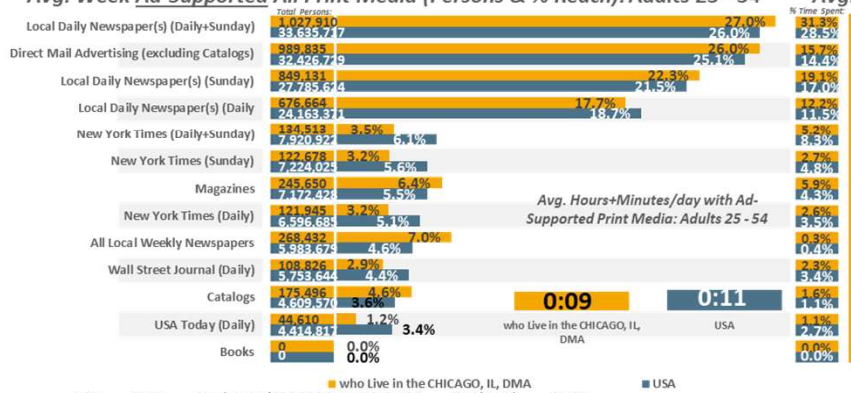
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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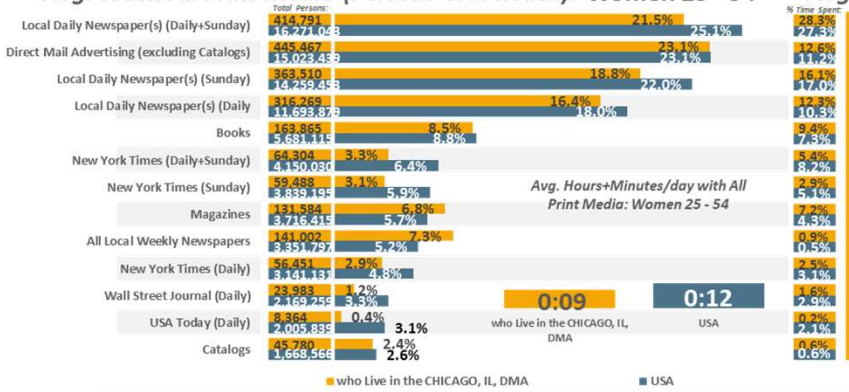
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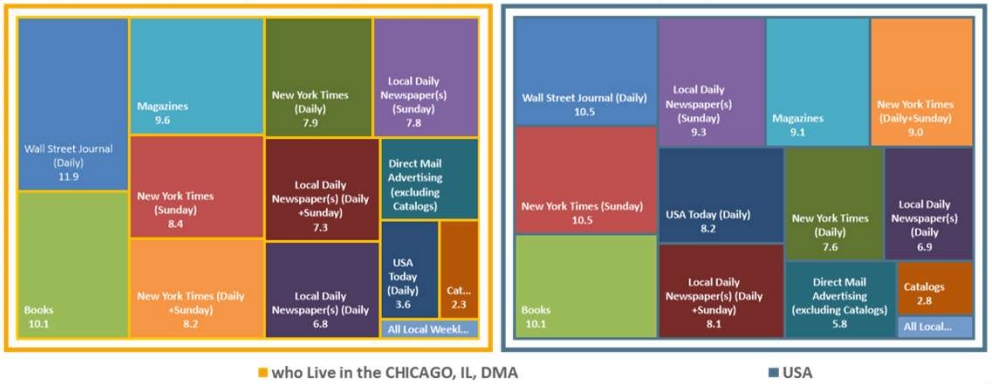
W25-54

414,791 or 21.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

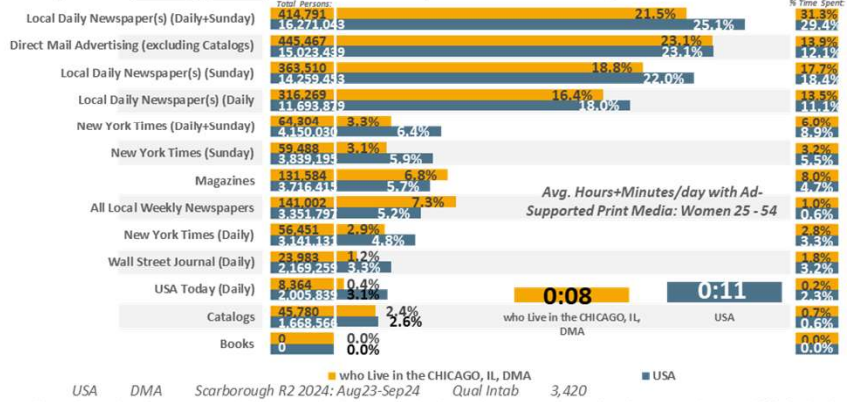
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



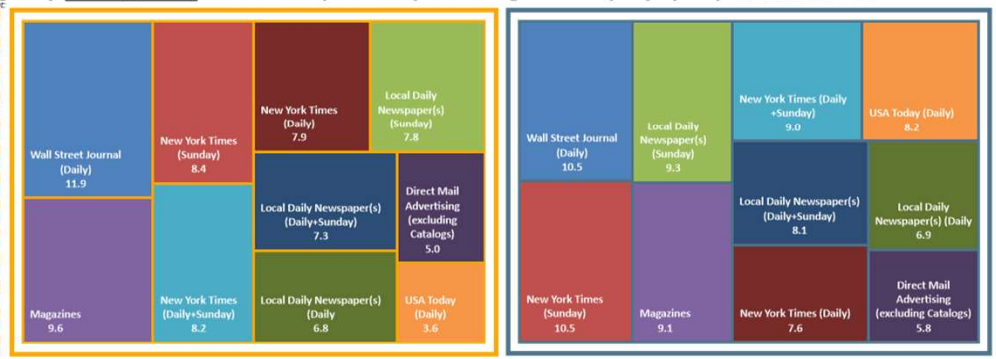
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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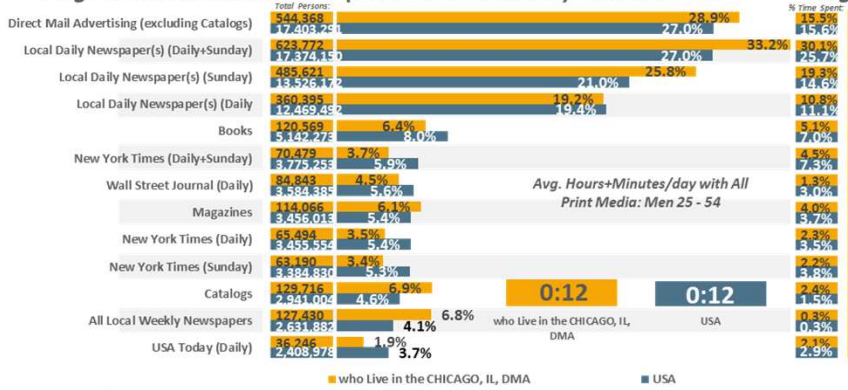
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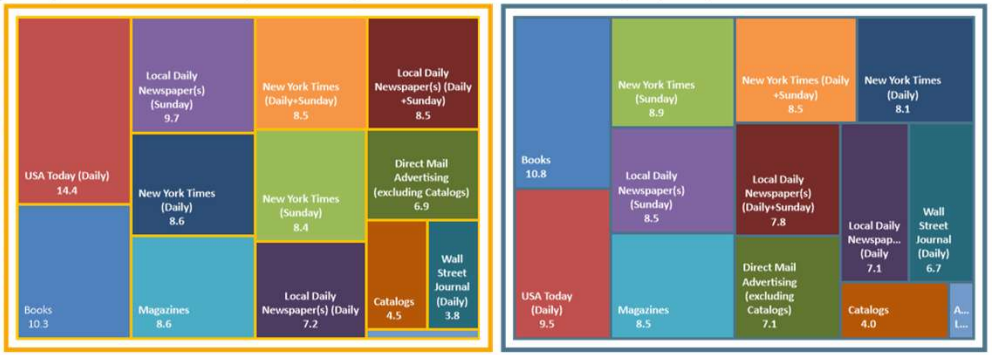
M25-54

623,772 or 33.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

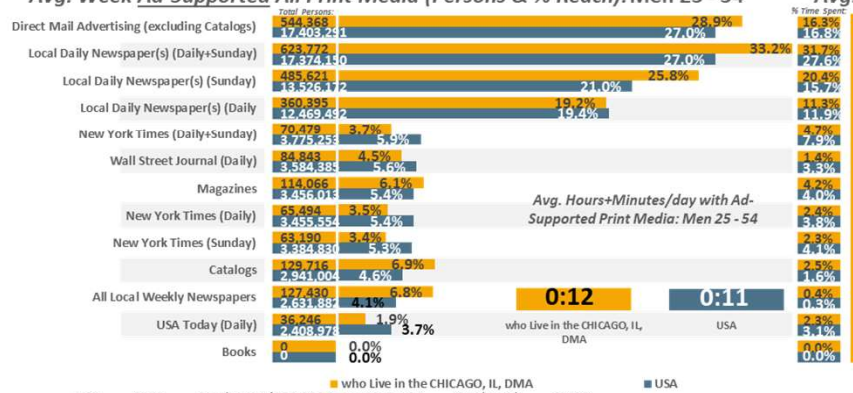
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



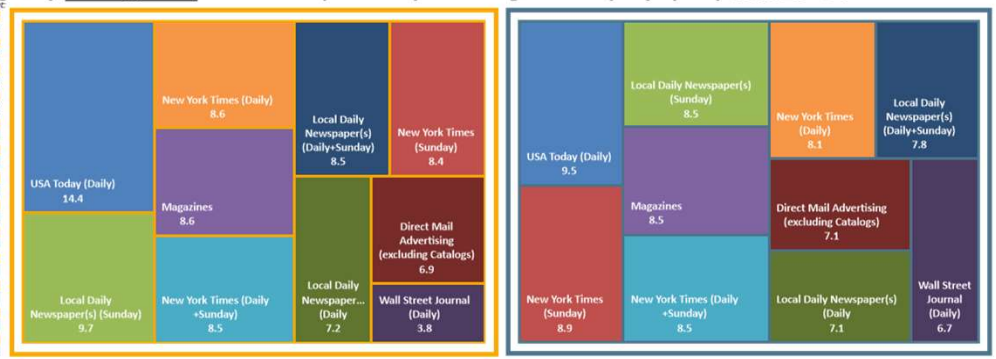
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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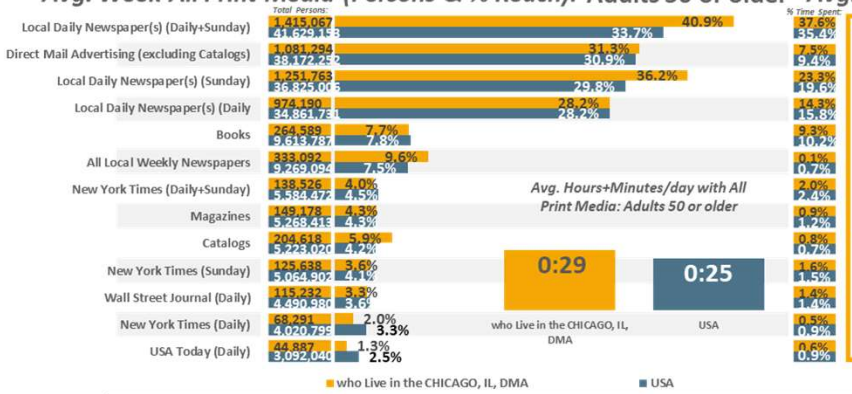
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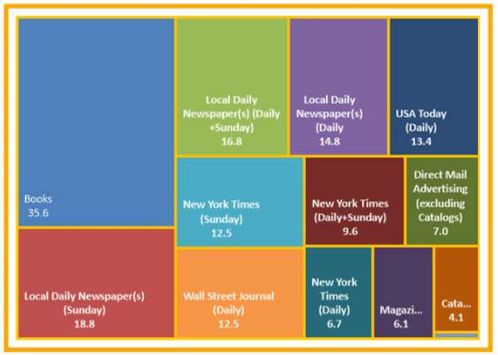


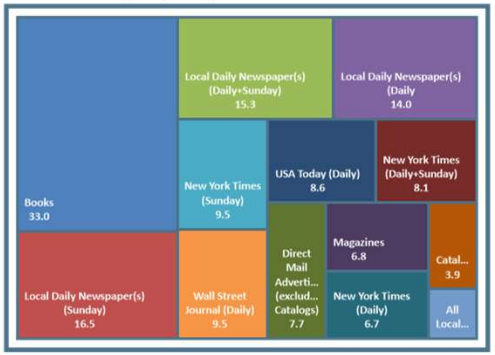
P50+

1,415,067 or 40.9% of Adults 50 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.8 minutes every day representing 41.5% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 50 or older

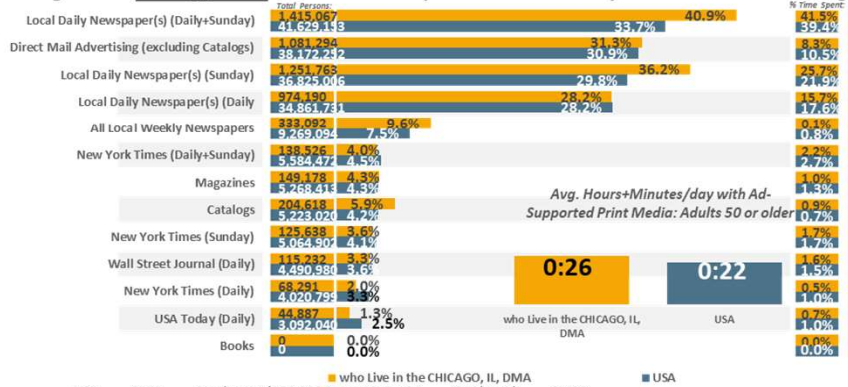


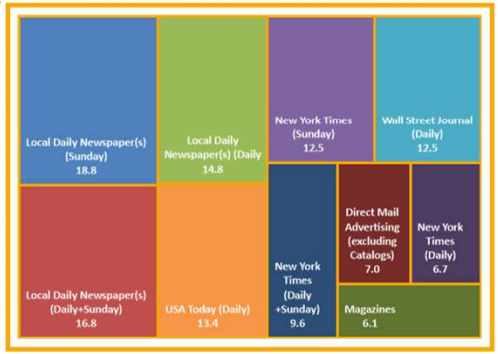


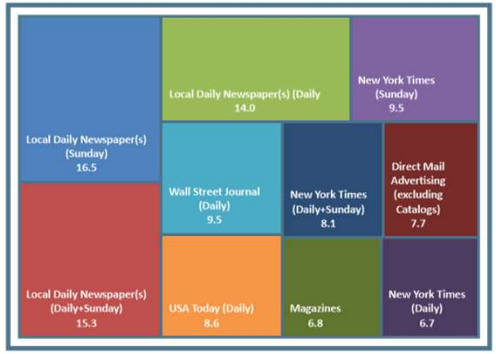


■ who Live in the CHICAGO, IL, DMA ■ USA ■ who Live in the CHICAGO, IL, DMA ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older *Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 50 or older







■ who Live in the CHICAGO, IL, DMA ■ USA ■ who Live in the CHICAGO, IL, DMA ■ USA

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