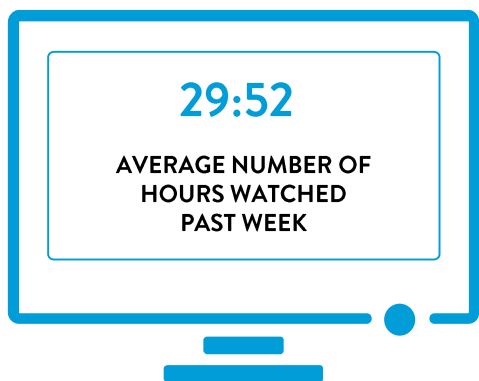
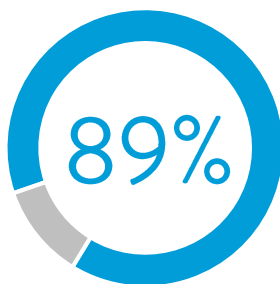


MEDIA HABITS OF THE NON-COLLEGIATE WHITE MALE



LISTEN
TO RADIO



23%
MORE LIKELY



TO HAVE DRIVEN 250+ MILES PAST WEEK



3 IN 5

READ DIGITAL/PRINT NEWSPAPER

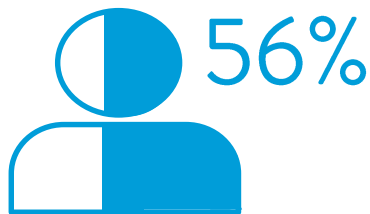


14%

MORE LIKELY TO
READ SPORTS SECTION

55%

WATCH SPORTS
PROGRAMMING



USED SOCIAL NETWORKING
IN THE PAST MONTH



TO USE INTERNET/APPS PAST MONTH FOR
FANTASY FOOTBALL/SPORTS INFORMATION

FOR MORE INFORMATION

CONTACT: LOCALINFO@NIELSEN.COM

VISIT: WWW.SCARBOROUGH.COM

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Source: Nielsen Scarborough USA+, Release 1, 2015. Base= U.S. Adults Registered To Vote In Their District Of Residence

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