



Target Profile

NEW YORK (Metro Survey Area)
 SCARBOROUGH R1 2022: MAR21-APR22
 ADULTS 18+

WHAT I Want to Know About Them	WHO I am Looking At (M-S 6am-mid cume: TOTL-AF OR Ways used Internet/apps in past 30 days on any device:Audio content: Listen to a local radio station online)			WHO I am Looking At (Daily newspapers e-Edition - Cume: Any daily newspaper e-Edition OR Daily newspapers print edition - Cume: Any daily newspaper print edition OR Sunday newspapers e-Edition - Cume: Any Sunday newspaper e-Edition OR Sunday newspapers print edition - Cume: Any Sunday newspaper print edition)			WHO I am Looking At Broadcast TV networks/stations watched past 7 days: Any broadcast viewing past 7 days		
	<i>Target Persons*</i>	% of Target	Index	Target Persons	% of Target	Index	Target Persons	% of Target	Index
Demographic summaries									
Age summaries									
Adults 18 - 49	6,578,971	51.8%	98	4,171,620	50.7%	95	5,014,990	45.2%	85
Adults 25 - 54	6,534,948	51.5%	100	3,993,745	48.5%	94	5,313,419	47.9%	93
Adults 25 - 49	5,270,096	41.5%	98	3,264,197	39.7%	94	4,158,265	37.5%	88
Adults 18 - 34	3,456,003	27.2%	93	2,311,775	28.1%	96	2,450,351	22.1%	76