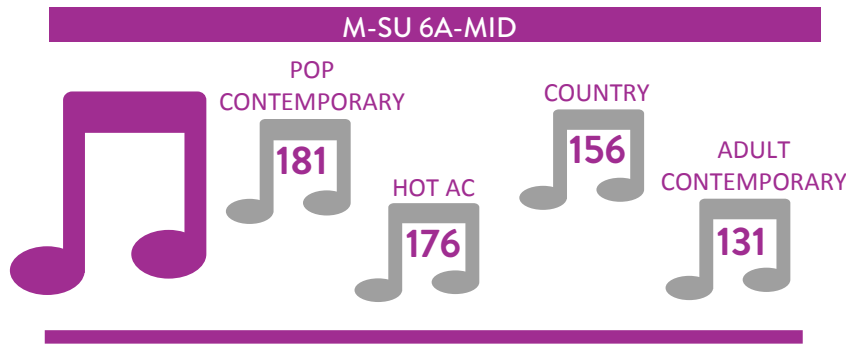


# MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER

## RADIO FORMAT PREFERENCES



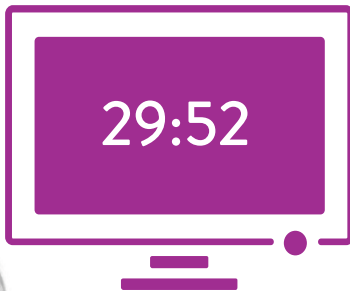
INDEXED AGAINST U.S. ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

1 IN 3

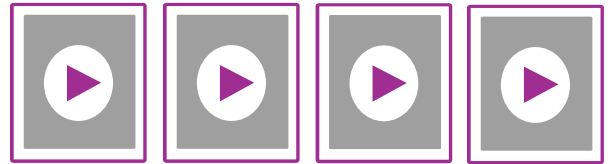


VISITED A NEWSPAPER WEBSITE IN THE PAST MONTH

## AVERAGE HOURS VIEWED TV PAST WEEK



23%  
MORE LIKELY



TO VIEW DIGITAL VIDEO DISPLAYS AT 4+ PLACES IN THE PAST MONTH

## SOCIAL MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER

### WEBSITE/APPS USED PAST 30 DAYS



INDEXED AGAINST U.S. ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE



78%  
MORE LIKELY

TO SPEND 3+ HOURS DAILY AVERAGE TIME SOCIAL NETWORKING

FOR MORE INFORMATION

CONTACT: LOCALINFO@NIELSEN.COM

VISIT: WWW.SCARBOROUGH.COM