

Analysis of Media Bias

In consideration of a change of venue motion

December 15, 2023



WatchPost:
ANALYTICS

This document reviews media coverage within the United States relating to the January 6, 2021 protest at the US Capitol.

Specifically, the media exposure in different states is analyzed to assess the extent to which the frequency of specific messages via media present a potential bias that impacts jurors.

Selected markets are compared to show the extent to which there are variations in federal court jurisdictions with respect to the role of media in shaping Potential jurors' opinions and understanding.

Findings

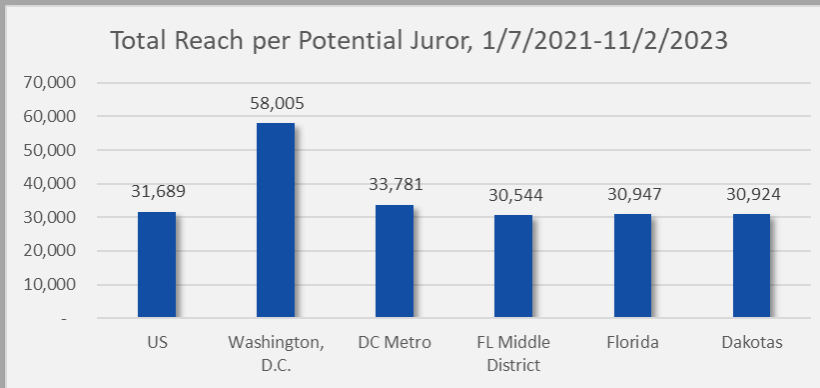
1. The quantity of media mentions in D.C. is significantly and uniquely higher than the rest of the country.
2. The media influence in D.C. is 82% higher than the US average.
3. Local media in D.C. for Jan 6 accounts for 51% of total media influence, compared to 11% nationally.
4. Washington D.C. had significantly higher media influence across time. This continues through 2023.
5. Every search term relating to January 6 shows that Washington, D.C. has a higher level of prominence than the US as a whole – 57% higher.
6. All comparison geographies have similar total media influence, except for Washington, D.C.

Executive Summary

News coverage in the United States from January 6, 2021, through November 2, 2023, was compiled from Meltwater, a reputable and comprehensive media analytics site.

Search terms relating to the protest in Washington, D.C. were identified and summarized by geography to identify if there are systemic differences in media exposure across markets. There were a total of 1,494,847 unique media mentions included in the study.

The reach of each media mention is determined based on data such as the size of the subscriber base, monthly visitors to a website, media rating agencies, and other similar methodologies.



The quantity of media mentions in D.C. is significantly and uniquely higher than the rest of the country.

The media had a reach of 58k mentions per voter in D.C., which is almost double the mentions per potential juror across the United States.

Average across states is 31,586. Standard deviation is 3,879.
Washington, D.C. is 6.8 standard deviations away from the mean.
The next closest state is Missouri, which is 0.6 standard deviations away.

Converting “Reach” into “Viewership” can be complicated based on the type of media, time of day, day of week, and many other factors. For the purposes of this study, an average of 2.5% of “Reach” is considered to be influential to a potential juror*. That is, it is the average number of mentions that a potential juror may have viewed or read. To be clear that this is not “viewership”, the term “media influence” is used.

Executive Summary

TOTAL	All Search Terms						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	150,642	616	2,788	5,926	10,651	646
	Per Potential Juror	792	1,451	845	764	774	773
	Index	55	100	58	53	53	53

The media influence in D.C. is 82% higher than the US average.

The average potential juror has likely been exposed to 792 media mentions since January 6, 2021. In Washington D.C., it is 1,450.

* This percentage is used by PR agencies to calculate the advertising value of earned media, as provided by Meltwater.

Executive Summary

The presence of local media is much higher in Washington, D.C. than elsewhere. Most news about January 6 has come from national media. In addition, local media in many parts of the country include syndicated national stories, so even “local media” includes national news and articles.

Beyond the national coverage, the local media in Washington, D.C. has had extensive influence when it comes to January 6.

TOTAL	All Search Terms						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	150,642	616	2,788	5,926	10,651	646
	Per Potential Juror	792	1,451	845	764	774	773
	Index	55	100	58	53	53	53
Local Media Influence	LMI (est) in MM	16,781	317	464	463	959	58
	% Local	11%	51%	17%	8%	9%	9%
	Per Potential Juror	88	747	141	60	70	69
	Index	12	100	19	8	9	9

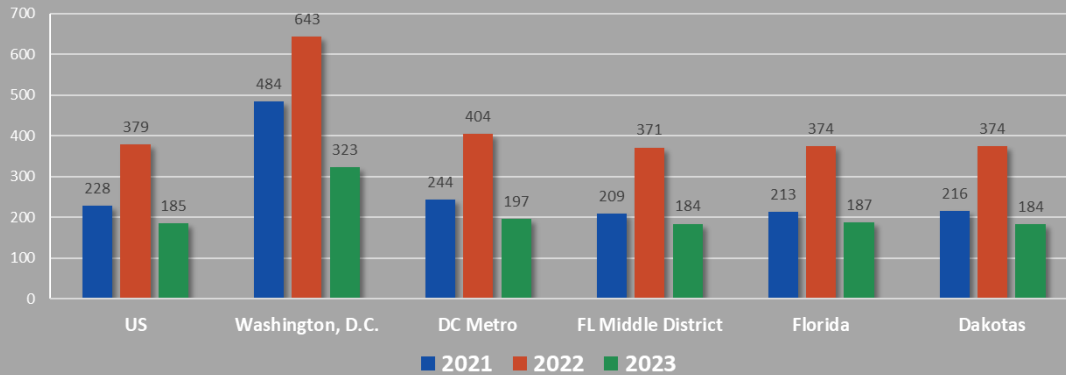
Local media in D.C. for Jan 6 accounts for 51% of total media influence, compared to 11% nationally.

The average potential juror has likely been exposed to 88 local media mentions since January 6, 2021. In Washington D.C., it is 746.

Executive Summary

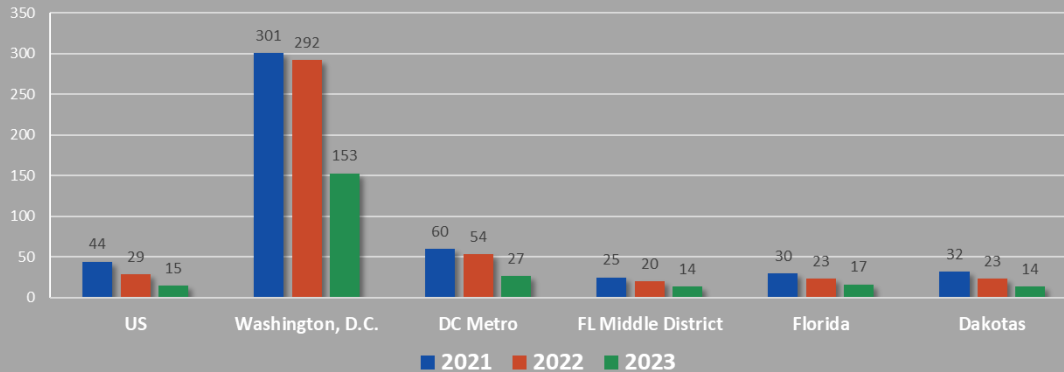
2022 had a lot of media influence overall, with the average potential juror having one national mention per day to which they've been exposed. This has declined in 2023 through November. However, the presence of the House Select Committee in Washington, D.C. in 2022 had a significant impact on media coverage locally.

All search terms Total Media Influence



Washington D.C. had significantly higher media influence across time, and continues through 2023.

All search terms Local Media Influence



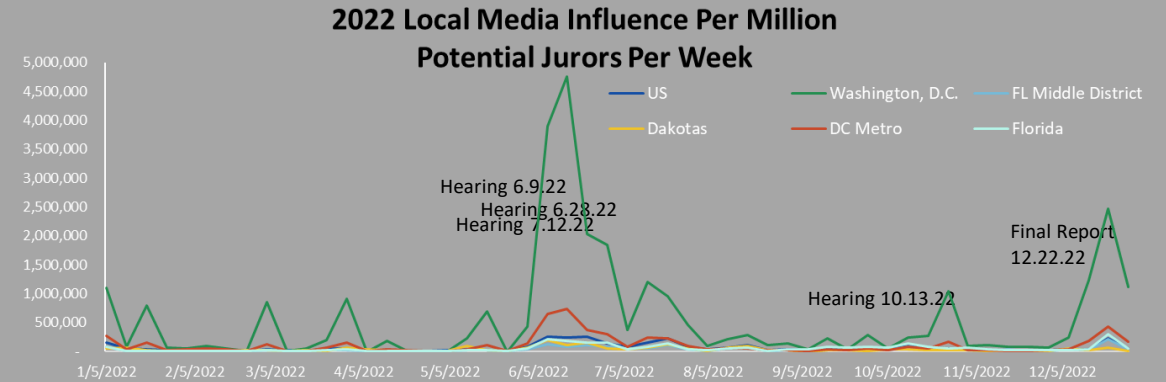
The D.C. local coverage of January 6 events continues to be 5X-10X higher than other markets.

Executive Summary

In 2022, the House of Representatives created a House Select Committee to investigate January 6.

- While there was plenty of national news coverage, the District of Columbia had a significant spike in local media dedicated to the Committee.
- In fact, 30% of their news on the Committee came from local sources, as compared to under 5% nationally.

Potential jurors in Washington, D.C. were much more exposed to the activities of the select committee in the local media at the time.



Search terms relating to terminology the media uses when presenting January 6 information all show a similar pattern. Potential jurors in D.C. are much more likely to have been influenced by media, both overall, and among local media.

Executive Summary

Per Potential Juror	Total Media Influence			Local Media Influence		
	US	Washington, D.C.	% diff	US	Washington, D.C.	% diff
Capitol Attack	114	158	39%	10	55	436%
Insurrection	463	787	70%	65	389	496%
Domestic Terrorism	47	68	46%	5	27	415%
Seditious Conspiracy	57	84	47%	5	32	531%
White Supremacy	96	145	51%	10	59	483%
House Select Committee	98	124	27%	3	30	766%
Proud Boys	94	149	58%	11	66	512%
Enrique Tarrio	26	44	67%	3	21	538%
Average	124	195	57%	14	85	498%

Every search term relating to January 6 shows that Washington, D.C. has a higher level of prominence than the US as a whole – 57% higher.

Search terms relating to terminology the media uses when presenting January 6 information all show a similar pattern. Potential jurors in D.C. are much more likely to have been influenced by media, both overall, and among local media.

Total Media Influence		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Capitol Attack	Per Potential Juror	114	158	115	112	112	112
	Index to DC	72	100	73	71	71	71
Insurrection	Per Potential Juror	463	787	480	442	448	448
	Index to DC	59	100	61	56	57	57
Domestic Terrorism	Per Potential Juror	47	68	48	45	45	46
	Index to DC	68	100	70	66	66	67
Seditious Conspiracy	Per Potential Juror	57	84	59	57	58	56
	Index to DC	68	100	70	68	69	67
White Supremacy	Per Potential Juror	96	145	100	92	94	94
	Index to DC	66	100	69	64	64	65
House Select Committee	Per Potential Juror	98	124	100	96	97	97
	Index to DC	79	100	81	77	78	78
Proud Boys	Per Potential Juror	94	149	97	92	94	92
	Index to DC	63	100	65	61	63	62
Enrique Tarrio	Per Potential Juror	26	44	27	26	27	26
	Index to DC	60	100	62	60	62	59
Hurricane Idalia	Per Potential Juror	228	317	229	285	281	230
	Index to DC	72	100	72	90	88	72

All comparison geographies have similar total media influence, except for Washington, D.C.

Hurricane Idalia, however, has a more balanced media exposure in Florida markets.

Executive Summary

Executive Summary

Local Media Influence shows a similar pattern across all geographies. Potential jurors in D.C. are much more likely to have been influenced by local media.

Local Media Influence		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Capitol Attack	Per Potential Juror	10	55	11	8	9	9
	Index to DC	19	100	21	15	16	16
Insurrection	Per Potential Juror	65	389	82	44	50	50
	Index to DC	17	100	21	11	13	13
Domestic Terrorism	Per Potential Juror	5	27	6	3	4	4
	Index to DC	19	100	24	12	14	16
Seditious Conspiracy	Per Potential Juror	5	32	7	5	6	4
	Index to DC	16	100	21	16	18	14
White Supremacy	Per Potential Juror	10	59	14	6	7	8
	Index to DC	17	100	23	11	13	13
House Select Committee	Per Potential Juror	3	30	6	2	3	3
	Index to DC	12	100	19	6	9	9
Proud Boys	Per Potential Juror	11	66	14	8	10	8
	Index to DC	16	100	21	13	16	13
Enrique Tarrio	Per Potential Juror	3	21	4	3	4	3
	Index to DC	16	100	20	16	20	13
Hurricane Idalia	Per Potential Juror	4	25	5	24	13	4
	Index to DC	16	100	19	93	52	17

Local media is similar across all geographies except Washington, D.C., and to a smaller extent, DC Metro, encompassing 42 counties around D.C.

Again it can be seen that Hurricane Idalia exhibits a much more balanced media influence.

Appendix

- Company and Leadership overview
- Methodology
- Specific Search Term Findings



Watchpost Analytics LLC. is a marketing analytics firm focused on identifying and understanding audiences for consumer marketers, non-profits, and business-to-business companies to improve the effectiveness and efficiencies of their marketing, customer service, and fundraising. This also includes database management, data sciences and predictive modeling, and marketing deployment through multiple marketing channels.



Brad Rukstales, Chief Executive Officer

B.S., Economics/Political Science, **Indiana University**
MBA, Corporate Strategy/Finance, **The University of Michigan**

Brad is a businessman, entrepreneur, data scientist, marketing consultant, and philanthropist. His career spans over 30 years, starting as a statistician and data consultant. Brad then moved to the marketing and advertising world, working for the largest digital marketing agency (part of Omnicom), and serving as EVP and COO for their analytics division, InfoWorks. During this time, he authored both peer-reviewed and industry articles, and guest lectured at several midwestern universities.

In 2002 Brad founded CAC Group, a customer analytics consultancy. CAC Group, later Cogensia, grew into one of the largest independent customer analytics and marketing firms in the U.S., with more than 40 employees, and several offices around the country. Cogensia brought big data analytics and consumer data into the hands of digital marketers.

His leadership has included head of the Digital Marketing Association's analytics council, serving on the board of local Chicago marketing associations, and national marketing award councils. Cogensia won the prestigious "Presidents Award" for cross-channel marketing from the Chicago Association of Direct Marketing.

Beyond his business and analytic work, Brad has served as the president of his church congregation. He also built a non-profit foundation, which has worked around the world, including micro-lending in South Africa, helping an orphanage in India, and fulfilling many needs in his local community.

There are five core steps to conducting this analysis. Each step has specific actions and decisions to ensure data integrity:



Methodology:
Analytic Framework

- Focus on nation-wide coverage (local / national)
- Multi-channel:
 - TV
 - Online
 - Print
 - Radio
- Estimate of media reach
- Use of search terms to find relevant topics

- Evaluation of:
 - Media types
 - National vs local coverage
 - Correctness and relevancy of metrics
- Assignment of geography via business rules
 - Local
 - Nat'l, by adult population

- Convert "reach" into media influence
- Identify special cases and outliers for treatment (ex. US House of Representatives)

- Calculate media influence per potential juror for each search term:
 - Geographic dispersion calculation from media source and potential jury pool by state
 - Voter records by state to establish jury pool

- Analyze and review geographic differences among search terms
- Assess the scaling of results (2x or 10x)
- Findings for appropriate use of information for Change of Venue (yes/no + context)

There are several companies that compile data directly from news sources, social media, and online, for analysis, monitoring, and media evaluation.

- Often used by brands, PR firms, and advertising agencies to assess the influence of their advertising.

A well-known supplier, Meltwater, was chosen due to the extent to which it covers both national and regional media exceptionally well.

Fields available for each article / mention

- Date
- Headline
- URL
- Source
- Influencer/Writer
- Country/State/City
- "Hit sentence"
- Keywords / Key phrases
- Social Media Shares
- Language
- Reach

Methodology:

Media Data Collection

Findings

- LOCATION is the location *of the publisher or website*. For instance, MSN.com is Washington State.
- Since MSN.com has national reach, a method of dispersing their reach across the United States was needed.
 - While MSN.com (for example) knows their reach by, say, State, this is not public information.
 - Publications and websites identified as “National” all faced the same issue.
- National Voter information was used for the purposes of dispersing estimated reach beyond a source state, and across all States.
 - The percentage of Potential jurors in a state, relative to the entire country, was applied to the reach for a source, removing the home state bias from the data.
 - While perhaps suitable for purposes here, this does not in any way capture any other impacts of a source, such as political leaning, that would be disparate among states. Example: Washington Post’s per capita readership is assumed to be the same across all states.

Methodology: Data Assessment

Findings

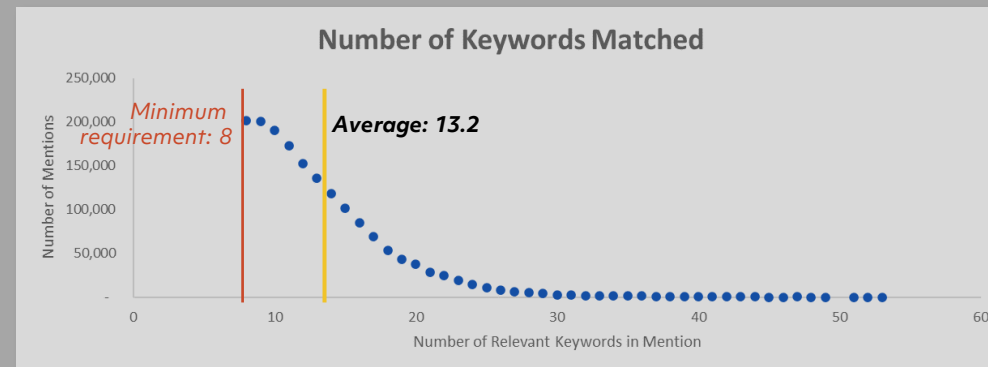
- There are unique cases where location information required manual recalibration. Example:
 - “News Channel Nebraska” publishes under different state regions, with secondary domains (such as central.newschannelnebraska.com, panhandle.newschannelnebraska.com, etc.)
 - An article will appear, say, 8 times, with the “News Channel Nebraska” overall reach applying to each region. In effect, this gave “News Channel Nebraska” 8x the article count and reach than it should have.
 - Manual adjustments were coded to eliminate this impact, and have a single “News Channel Nebraska” source.
- Another Example:
 - U.S. House of Representatives issues press releases. Each one has the same reach, even though the press releases come from individual congressmen and congresswomen. These press releases are directed towards constituents, so this reach must be adjusted.
 - Each press release was assigned to the congressperson’s state, and their state’s potential juror percentage was applied to the reach numbers,.

Methodology:

Data Assessment

Findings

- Search terms relating to terminology the media uses when presenting January 6 information are analyzed.
- Meltwater provides dozens of tags for articles. For the purposes of this study, relevant keywords were those that were in the top 10,000 tags by frequency among the articles.
 - These were manually reviewed to remove high frequency keywords that did not apply to January 6 (“School Massacre”) or are generic (“AP Photographer”).
- An article must have 8 or more relevant keywords to be included. This removed approximately 30% of articles (it varied by search term). The removed articles were mostly unrelated to January 6, and the ones that remained were much more likely to be January 6-related.



Methodology: Data Assessment

Calibration of Reach into Media Influence

For the purposes of this study, it was decided that a default adjustment would be used to calibrate “reach” (subscribers, visitors to website in a month, etc.) into a metric of possible viewership, regardless of the source of the mention (print, online, TV, Radio).

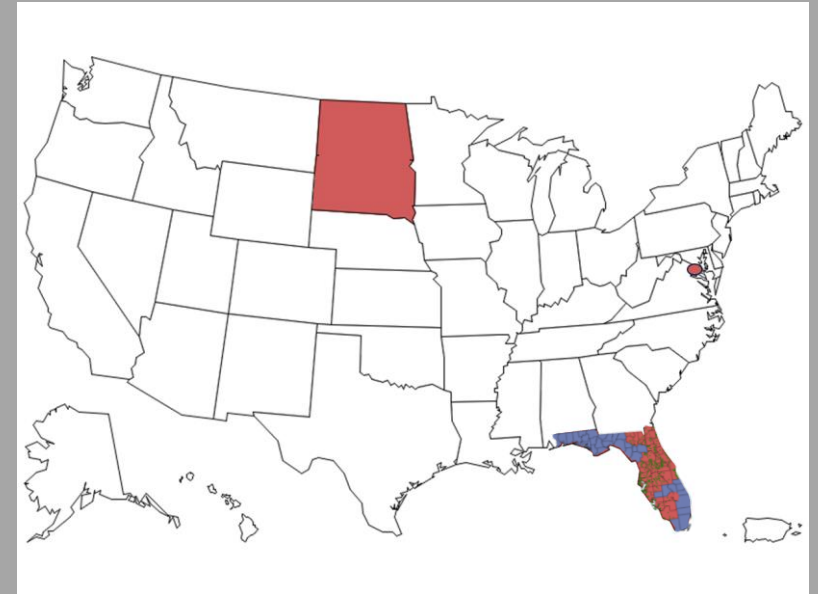
While it would be ideal to know the exact viewership of each article / mention, it is outside the scope of this study, and not available with any accuracy outside of online news sources. All sources have a 2.5% adjustment factor applied, which Meltwater provides as its estimate of viewership to calculate the value of unearned media for PR firms, and for earned media for advertisers.

Methodology: Media Influence Metric Design

Geographic reporting

Given the objective of understanding bias among potential jurisdictions:

- Each Search is conducted comparing all 50 states and the District of Columbia.
- For consistent comparison, five geographies are analyzed across all search terms:
 - Washington, D.C.
 - DC Metro Area
 - Florida
 - Middle District of Florida
 - The Dakotas (combined into a single unit due to sparseness of data individually)



Methodology: Geographic Reporting

Criteria for searches

- Source must:
 - be in English, located in the United States
 - have a state noted in the data
 - Be a “news source”
- Specific dates were 1/6/2021-11/2/2023
- Each search was conducted separately. The searches were:

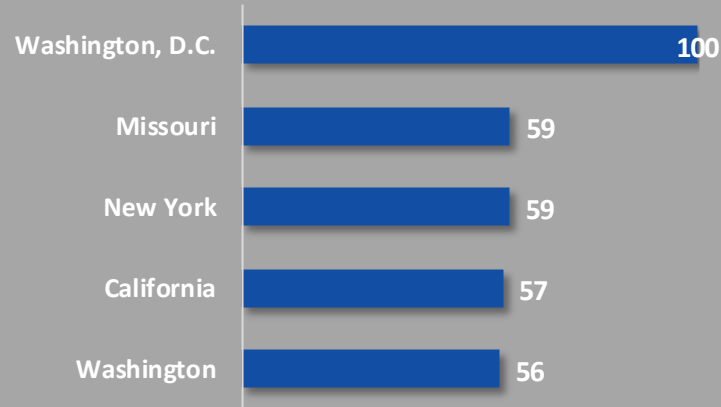
Search Key	Title	Full Search
CA	Capitol Attack	"Capitol Attack"
DOMT	Domestic Terrorism	"Domestic Terrorism"
ET	Enrique Tarrío	"Enrique Tarrío" OR ("Enrique" AND "Tarrío")
HSC	January 6 Select Committee	"House Select Committee"
IAN	Hurricane Ian	"Hurricane Ian"
INSR	Insurrection	"Insurrection"
J621	1/6/2021	"January 6 2021"
PB	Proud Boys	"Proud Boys" OR "Proud Boy"
SedC	Seditious Conspiracy	"Seditious Conspiracy"
WHS	White Supremacy	"White Supremacy"

Methodology:
Meltwater
Selections

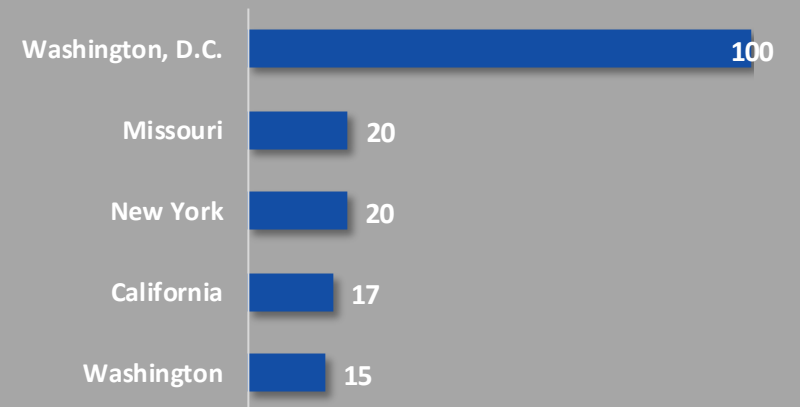
All Search Terms

TOTAL	All Search Terms						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	150,642	616	2,788	5,926	10,651	646
	Per Potential Juror	792	1,451	845	764	774	773
	Index	55	100	58	53	53	53
Local Media Influence	LMI (est) in MM	16,781	317	464	463	959	58
	% Local	11%	51%	17%	8%	9%	9%
	Per Potential Juror	88	747	141	60	70	69
	Index	12	100	19	8	9	9

Total Media Influence



Local Media Influence

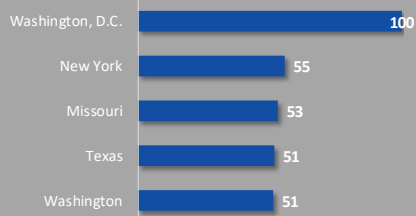


All Search Terms

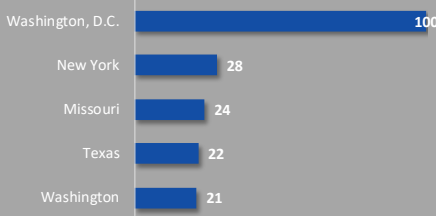
2021	All Search Terms						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	43,343	206	804	1,619	2,934	180
	Per Potential Juror	228	485	244	209	213	216
	Index	47	100	50	43	44	44
Local Media Influence	LMI (est) in MM	8,449	128	198	195	408	27
	% Local	19%	62%	25%	12%	14%	15%
	Per Potential Juror	44	301	60	25	30	32
	Index	15	100	20	8	10	11

2022	All Search Terms						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	72,081	273	1,335	2,879	5,149	312
	Per Potential Juror	379	643	404	371	374	374
	Index	59	100	63	58	58	58
Local Media Influence	LMI (est) in MM	5,426	124	177	159	323	19
	% Local	8%	45%	13%	6%	6%	6%
	Per Potential Juror	29	292	54	20	24	23
	Index	10	100	18	7	8	8

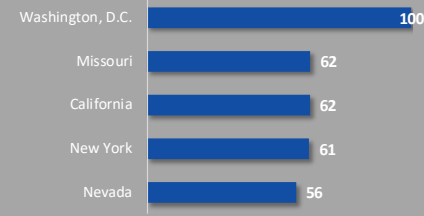
Total Media Influence



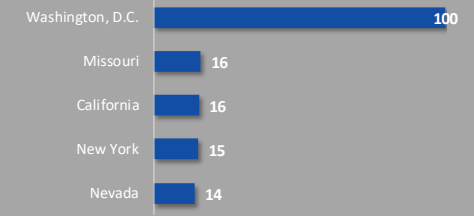
Local Media Influence



Total Media Influence

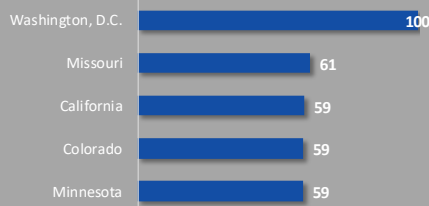


Local Media Influence

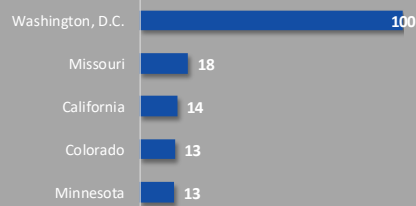


2023	All Search Terms						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	35,218	137	649	1,428	2,568	153
	Per Potential Juror	185	323	197	184	187	183
	Index	57	100	61	57	58	57
Local Media Influence	LMI (est) in MM	2,905	65	88	109	228	11
	% Local	8%	47%	14%	8%	9%	7%
	Per Potential Juror	15	153	27	14	17	14
	Index	10	100	17	9	11	9

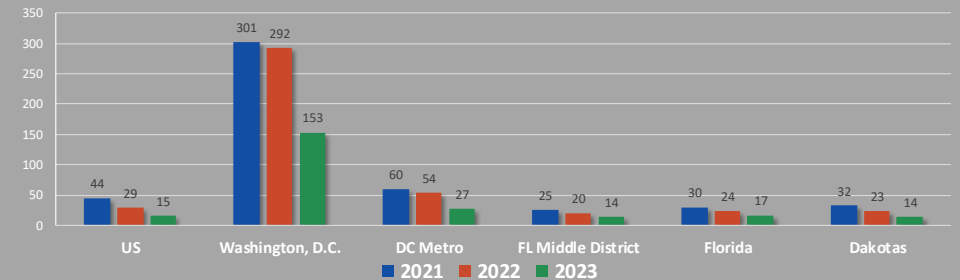
Total Media Influence



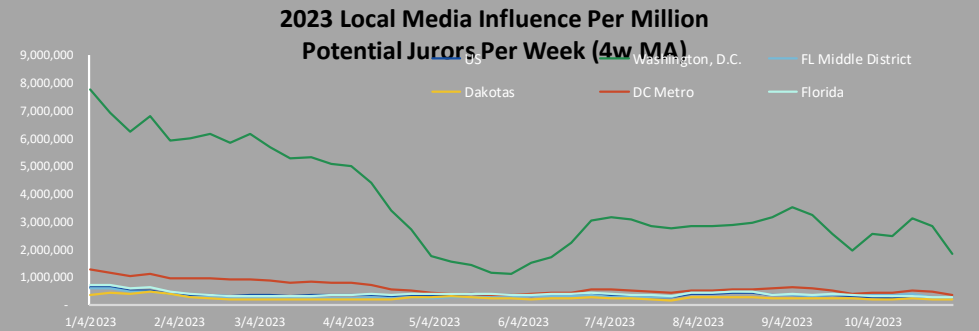
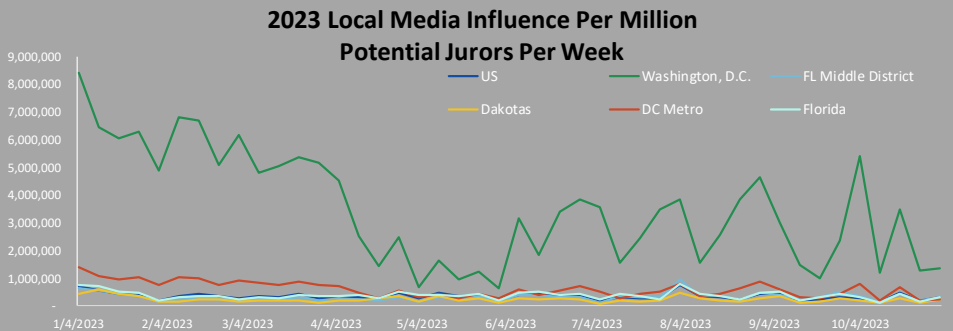
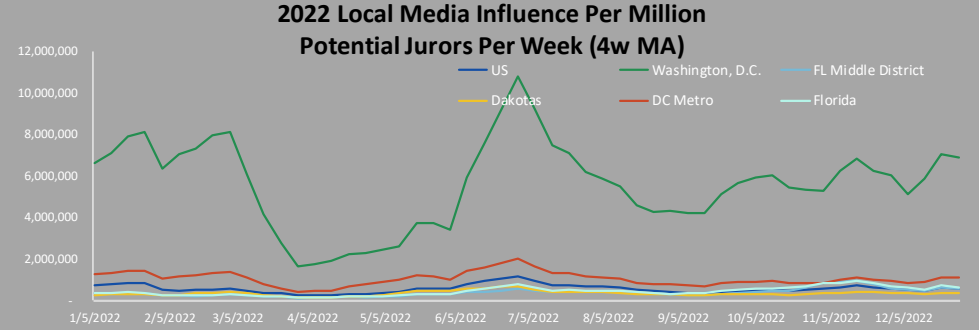
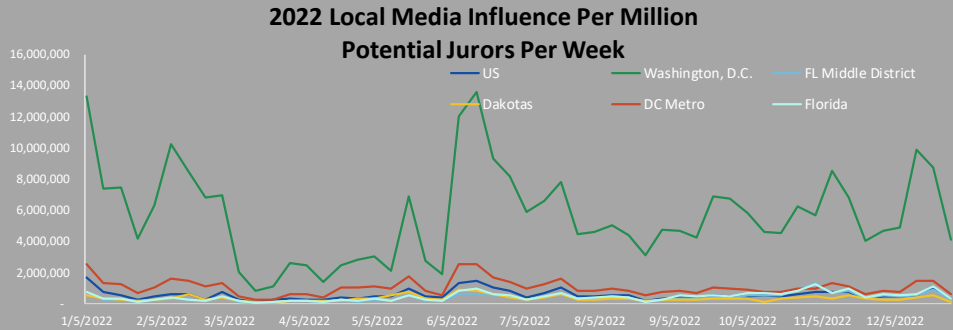
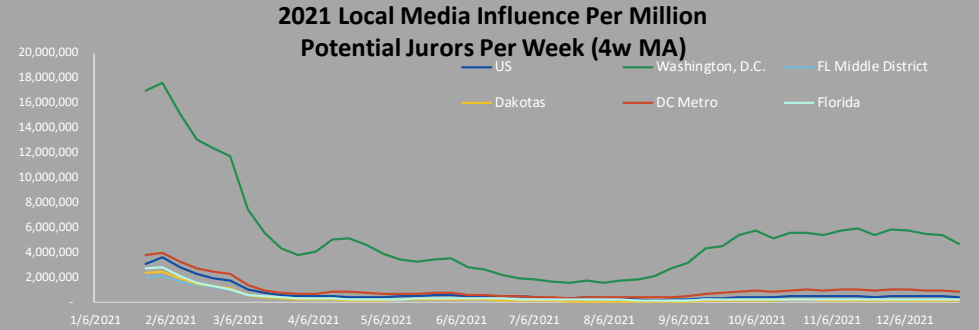
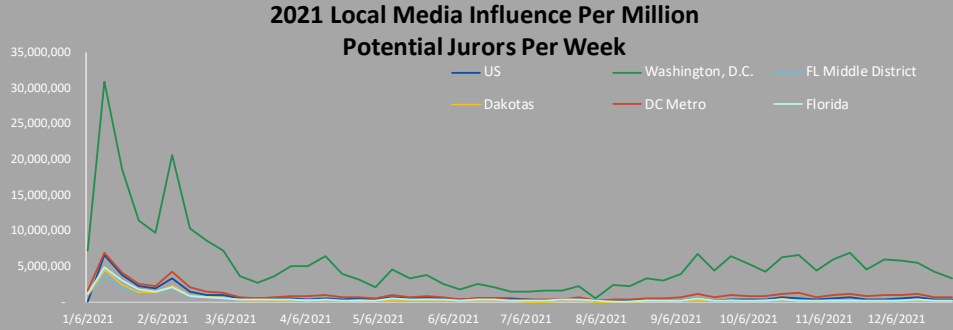
Local Media Influence



All Search Terms Local Media Influence



All Search Terms



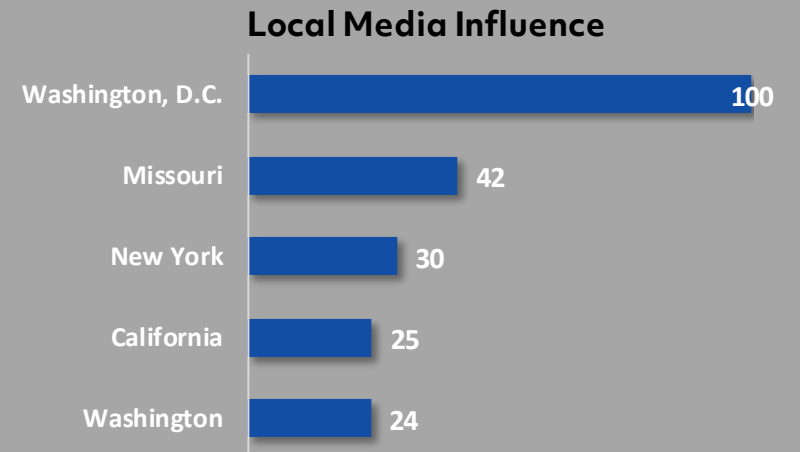
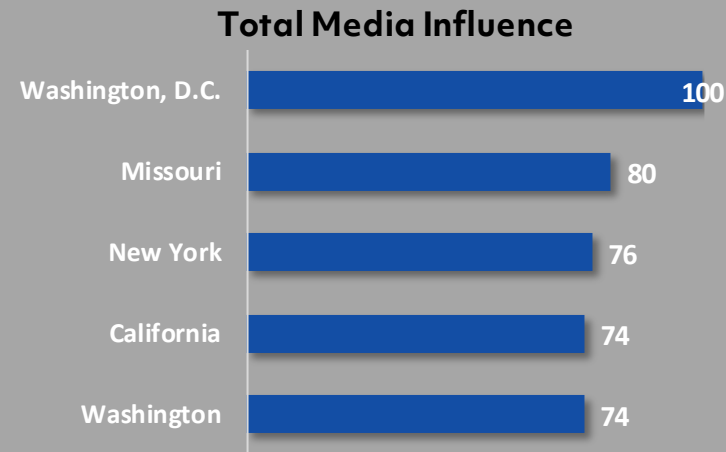
All Search Terms

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	8,265,693	31,748	143,733	309,063	555,445	39,803
	Per Adult	31,689	58,005	33,781	30,544	30,947	30,924
	Reach to Potential Jurors (MM)	6,026,655	24,623	111,476	236,950	425,918	25,847
	Raw Reach per Potential Juror	31,689	58,005	33,781	30,544	30,947	30,924
	Media Influence (Est exposure)	150,666	616	2,787	5,924	10,648	646
	Media Infl Per Potential Juror	792	1,450	845	764	774	773
2021	Raw Reach (MM)	2,378,212	10,604	41,463	84,421	153,003	11,108
	Per Adult	9,118	19,374	9,745	8,343	8,525	8,630
	Reach to Potential Jurors (MM)	1,733,994	8,224	32,158	64,724	117,324	7,213
	Raw Reach per Potential Juror	9,118	19,374	9,745	8,343	8,525	8,630
	Media Influence (Est exposure)	43,350	206	804	1,618	2,933	180
	Media Infl Per Potential Juror	228	484	244	209	213	216
2022	Raw Reach (MM)	3,955,067	14,074	68,804	150,169	268,535	19,244
	Per Adult	15,163	25,714	16,171	14,841	14,961	14,951
	Reach to Potential Jurors (MM)	2,883,705	10,915	53,363	115,130	205,914	12,497
	Raw Reach per Potential Juror	15,163	25,714	16,171	14,841	14,961	14,951
	Media Influence (Est exposure)	72,093	273	1,334	2,878	5,148	312
	Media Infl Per Potential Juror	379	643	404	371	374	374
2023	Raw Reach (MM)	1,932,414	7,070	33,466	74,473	133,907	9,452
	Per Adult	7,409	12,918	7,865	7,360	7,461	7,343
	Reach to Potential Jurors (MM)	1,408,955	5,484	25,956	57,096	102,680	6,138
	Raw Reach per Potential Juror	7,409	12,918	7,865	7,360	7,461	7,343
	Media Influence (Est exposure)	35,224	137	649	1,427	2,567	153
	Media Infl Per Potential Juror	185	323	197	184	187	184

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	920,742	16,336	23,920	24,132	50,031	3,558
	Per Adult	3,530	29,846	5,622	2,385	2,787	2,765
	Reach to Potential Jurors (MM)	671,329	12,670	18,552	18,502	38,364	2,311
	Raw Reach per Potential Juror	3,530	29,846	5,622	2,385	2,787	2,765
	Media Influence (Est exposure)	16,783	317	464	463	959	58
	Media Infl Per Potential Juror	88.2	746.2	140.5	59.6	69.7	69.1
2021	Raw Reach (MM)	463,606	6,586	10,231	10,149	21,257	1,660
	Per Adult	1,777	12,034	2,405	1,003	1,184	1,289
	Reach to Potential Jurors (MM)	338,023	5,108	7,935	7,781	16,300	1,078
	Raw Reach per Potential Juror	1,777	12,034	2,405	1,003	1,184	1,289
	Media Influence (Est exposure)	8,451	128	198	195	408	27
	Media Infl Per Potential Juror	44.4	300.8	60.1	25.1	29.6	32.2
2022	Raw Reach (MM)	297,729	6,399	9,145	8,291	16,870	1,196
	Per Adult	1,141	11,692	2,149	819	940	930
	Reach to Potential Jurors (MM)	217,079	4,963	7,092	6,356	12,936	777
	Raw Reach per Potential Juror	1,141	11,692	2,149	819	940	930
	Media Influence (Est exposure)	5,427	124	177	159	323	19
	Media Infl Per Potential Juror	28.5	292.3	53.7	20.5	23.5	23.2
2023	Raw Reach (MM)	159,408	3,350	4,544	5,693	11,904	702
	Per Adult	611	6,120	1,068	563	663	546
	Reach to Potential Jurors (MM)	116,227	2,598	3,525	4,365	9,128	456
	Raw Reach per Potential Juror	611	6,120	1,068	563	663	546
	Media Influence (Est exposure)	2,906	65	88	109	228	11
	Media Infl Per Potential Juror	15.3	153.0	26.7	14.1	16.6	13.6

Capitol Attack

TOTAL	Capitol Attack						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	21,665	67	380	867	1,546	94
	Per Potential Juror	114	158	115	112	112	112
	Index	72	100	73	71	71	71
Local Media Influence	LMI (est) in MM	1,936	23	37	62	117	7
	% Local	9%	34%	10%	7%	8%	8%
	Per Potential Juror	10	55	11	8	9	9
	Index	19	100	21	15	16	16

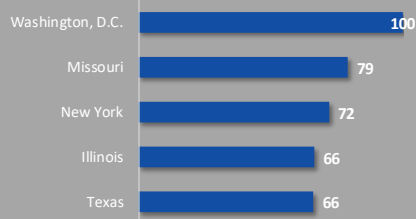


Capitol Attack

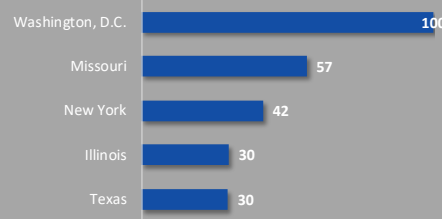
2021	Capitol Attack						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	5,199	19	91	197	354	22
	Per Potential Juror	27	44	28	25	26	26
	Index	62	100	62	57	58	60
Local Media Influence	LMI (est) in MM	829	9	15	19	38	3
	% Local	16%	48%	17%	10%	11%	13%
	Per Potential Juror	4	21	5	2	3	3
	Index	20	100	22	12	13	16

2022	Capitol Attack						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	12,338	36	217	500	890	54
	Per Potential Juror	65	85	66	64	65	64
	Index	76	100	77	76	76	76
Local Media Influence	LMI (est) in MM	701	10	15	25	48	3
	% Local	6%	28%	7%	5%	5%	5%
	Per Potential Juror	4	24	5	3	3	3
	Index	15	100	19	13	15	13

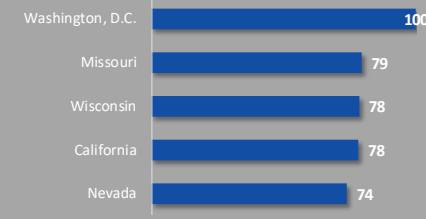
Total Media Influence



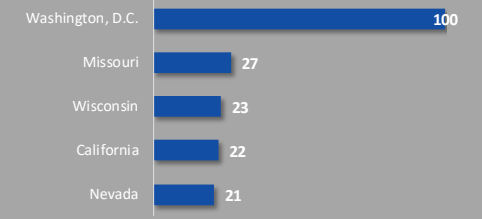
Local Media Influence



Total Media Influence

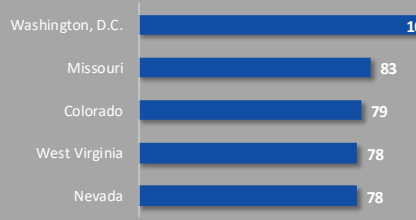


Local Media Influence

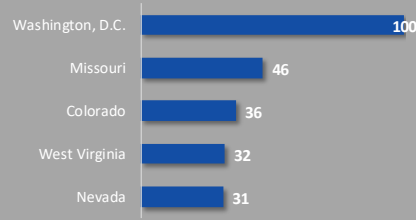


2023	Capitol Attack						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	4,128	12	71	170	301	18
	Per Potential Juror	22	29	22	22	22	22
	Index	75	100	75	76	75	74
Local Media Influence	LMI (est) in MM	407	4	7	18	32	2
	% Local	10%	32%	10%	11%	10%	9%
	Per Potential Juror	2	9	2	2	2	2
	Index	23	100	22	25	24	22

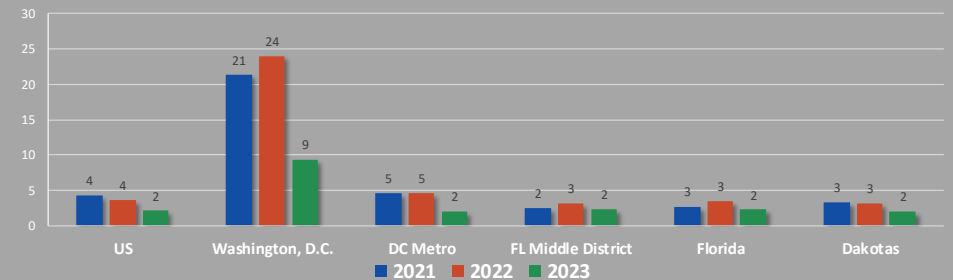
Total Media Influence



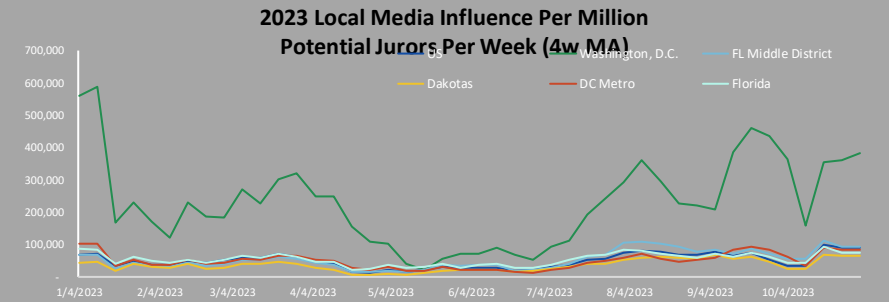
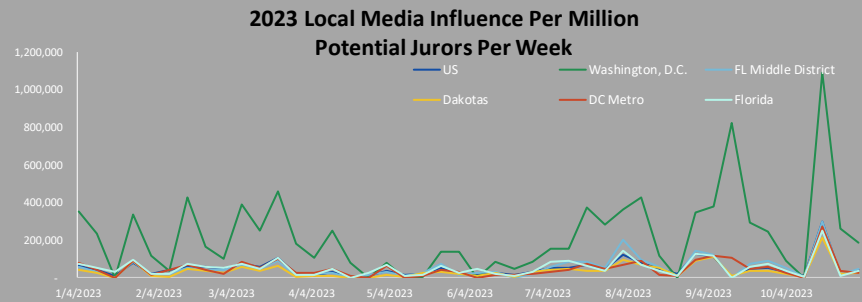
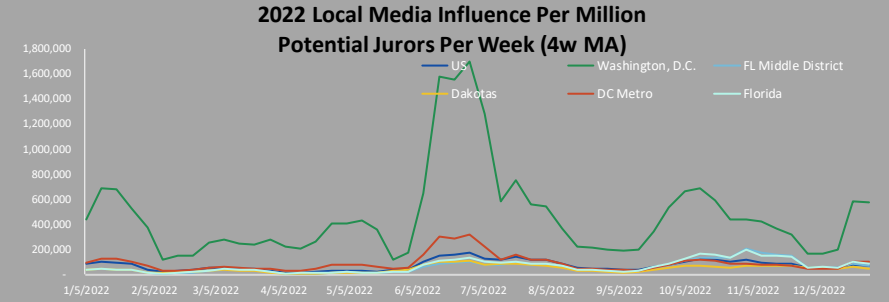
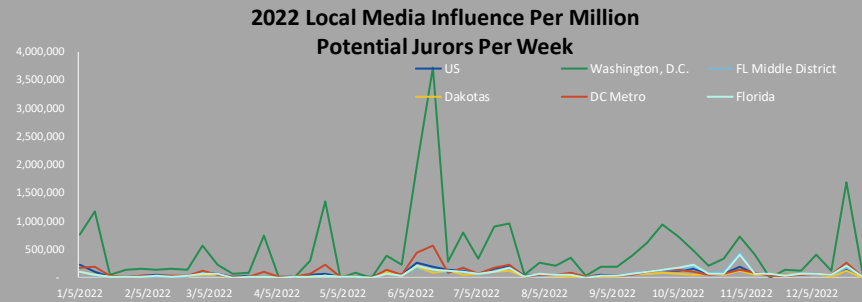
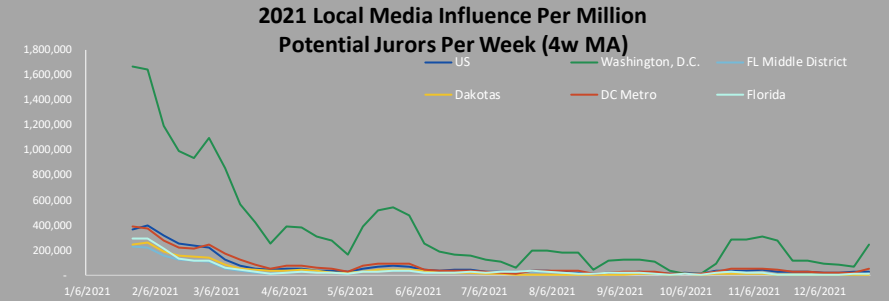
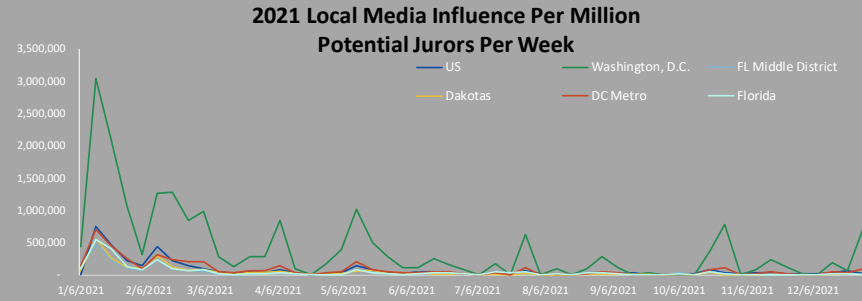
Local Media Influence



Capitol Attack Local Media Influence



Capitol Attack



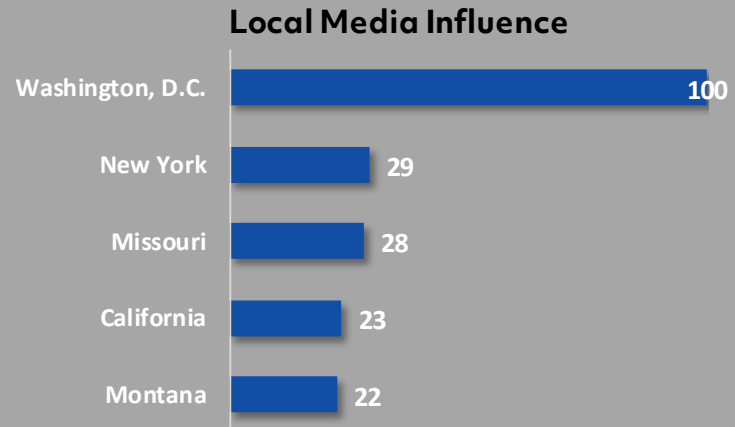
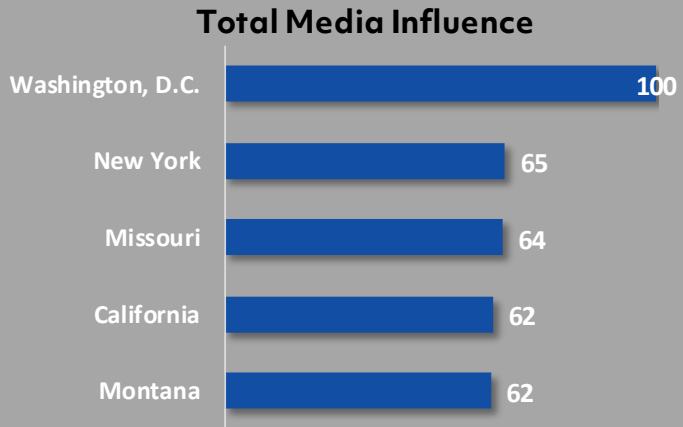
Capitol Attack

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	1,188,734	3,465	19,583	45,207	80,613	5,782
	Per Adult	4,557	6,331	4,603	4,468	4,491	4,492
	Reach to Potential Jurors (MM)	866,726	2,687	15,188	34,659	61,815	3,755
	Raw Reach per Potential Juror	4,557	6,331	4,603	4,468	4,491	4,492
	Media Influence (Est exposure)	21,668	67	380	866	1,545	94
	Media Infl Per Potential Juror	114	158	115	112	112	112
2021	Raw Reach (MM)	285,241	968	4,698	10,295	18,476	1,358
	Per Adult	1,094	1,769	1,104	1,017	1,029	1,055
	Reach to Potential Jurors (MM)	207,974	751	3,644	7,893	14,168	882
	Raw Reach per Potential Juror	1,094	1,769	1,104	1,017	1,029	1,055
	Media Influence (Est exposure)	5,199	19	91	197	354	22
	Media Infl Per Potential Juror	27	44	28	25	26	26
2022	Raw Reach (MM)	676,988	1,862	11,205	26,054	46,440	3,313
	Per Adult	2,595	3,403	2,633	2,575	2,587	2,574
	Reach to Potential Jurors (MM)	493,603	1,444	8,690	19,975	35,610	2,151
	Raw Reach per Potential Juror	2,595	3,403	2,633	2,575	2,587	2,574
	Media Influence (Est exposure)	12,340	36	217	499	890	54
	Media Infl Per Potential Juror	65	85	66	64	65	64
2023	Raw Reach (MM)	226,505	634	3,681	8,858	15,697	1,112
	Per Adult	868	1,159	865	875	875	864
	Reach to Potential Jurors (MM)	165,148	492	2,855	6,791	12,037	722
	Raw Reach per Potential Juror	868	1,159	865	875	875	864
	Media Influence (Est exposure)	4,129	12	71	170	301	18
	Media Infl Per Potential Juror	22	29	22	22	22	22

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	106,226	1,193	1,925	3,213	6,125	441
	Per Adult	407	2,181	453	318	341	342
	Reach to Potential Jurors (MM)	77,451	926	1,493	2,463	4,696	286
	Raw Reach per Potential Juror	407	2,181	453	318	341	342
	Media Influence (Est exposure)	1,936	23	37	62	117	7
	Media Infl Per Potential Juror	10.2	54.5	11.3	7.9	8.5	8.6
2021	Raw Reach (MM)	45,476	465	787	993	1,978	174
	Per Adult	174	850	185	98	110	135
	Reach to Potential Jurors (MM)	33,157	361	610	762	1,516	113
	Raw Reach per Potential Juror	174	850	185	98	110	135
	Media Influence (Est exposure)	829	9	15	19	38	3
	Media Infl Per Potential Juror	4.4	21.3	4.6	2.5	2.8	3.4
2022	Raw Reach (MM)	38,442	523	789	1,283	2,501	162
	Per Adult	147	955	185	127	139	126
	Reach to Potential Jurors (MM)	28,029	405	612	984	1,918	105
	Raw Reach per Potential Juror	147	955	185	127	139	126
	Media Influence (Est exposure)	701	10	15	25	48	3
	Media Infl Per Potential Juror	3.7	23.9	4.6	3.2	3.5	3.1
2023	Raw Reach (MM)	22,309	206	350	936	1,646	104
	Per Adult	86	376	82	93	92	81
	Reach to Potential Jurors (MM)	16,266	159	271	718	1,262	68
	Raw Reach per Potential Juror	86	376	82	93	92	81
	Media Influence (Est exposure)	407	4	7	18	32	2
	Media Infl Per Potential Juror	2.1	9.4	2.1	2.3	2.3	2.0

Insurrection

TOTAL	Insurrection						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	88,074	334	1,585	3,427	6,173	374
	Per Potential Juror	463	787	480	442	448	448
	Index	59	100	61	56	57	57
Local Media Influence	LMI (est) in MM	12,399	165	271	338	694	42
	% Local	14%	49%	17%	10%	11%	11%
	Per Potential Juror	65	389	82	44	50	50
	Index	17	100	21	11	13	13

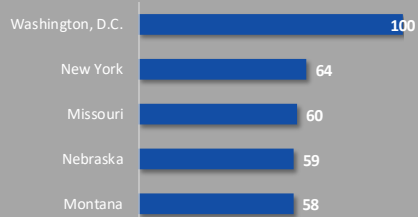


Insurrection

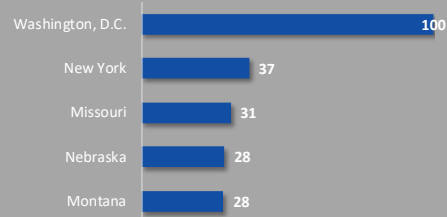
2021	Insurrection						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	32,496	137	582	1,208	2,193	135
	Per Potential Juror	171	322	176	156	159	161
	Index	53	100	55	48	49	50
Local Media Influence	LMI (est) in MM	6,624	79	133	152	320	21
	% Local	20%	58%	23%	13%	15%	16%
	Per Potential Juror	35	186	40	20	23	25
	Index	19	100	22	11	13	14

2022	Insurrection						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	38,867	131	697	1,541	2,757	166
	Per Potential Juror	204	309	211	199	200	199
	Index	66	100	68	64	65	64
Local Media Influence	LMI (est) in MM	4,072	54	93	121	238	13
	% Local	10%	41%	13%	8%	9%	8%
	Per Potential Juror	21	126	28	16	17	16
	Index	17	100	22	12	14	13

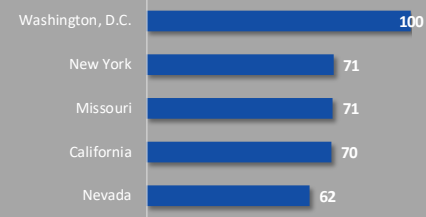
Total Media Influence



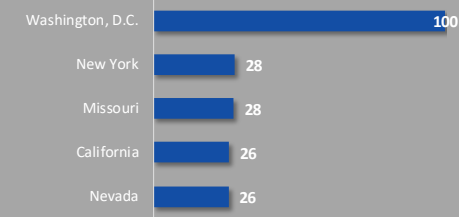
Local Media Influence



Total Media Influence

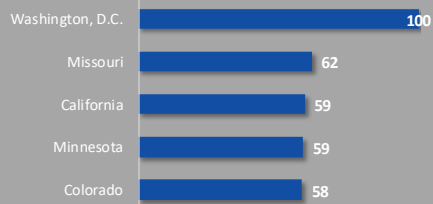


Local Media Influence

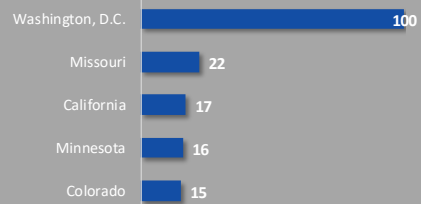


2023	Insurrection						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	16,711	66	305	678	1,223	73
	Per Potential Juror	88	156	92	87	89	88
	Index	56	100	59	56	57	56
Local Media Influence	LMI (est) in MM	1,703	33	45	65	136	7
	% Local	10%	49%	15%	10%	11%	10%
	Per Potential Juror	9	77	14	8	10	9
	Index	12	100	18	11	13	11

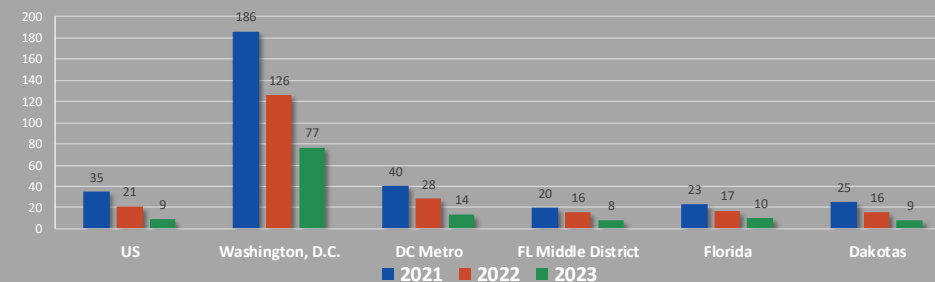
Total Media Influence



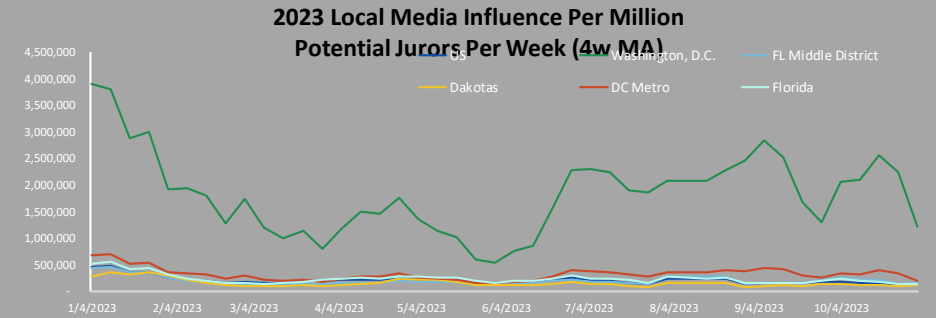
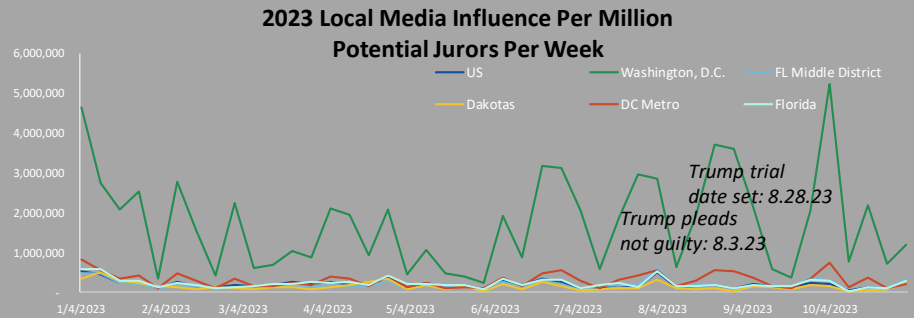
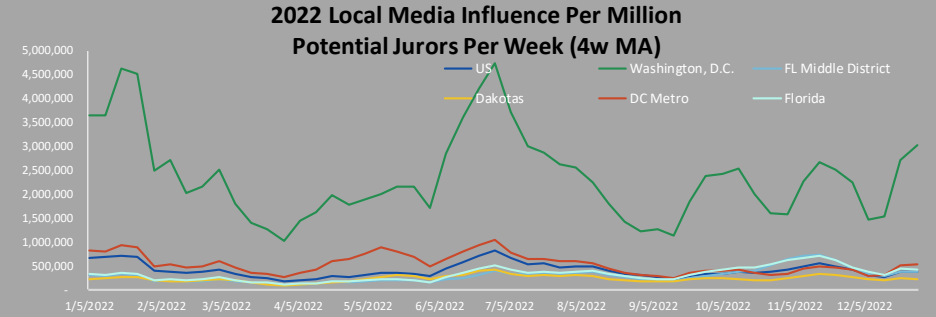
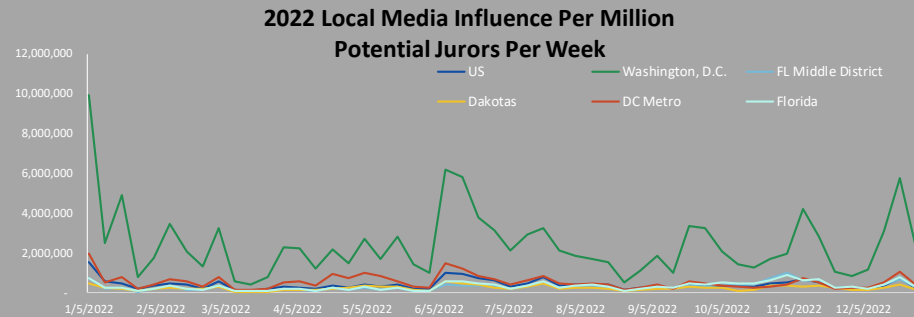
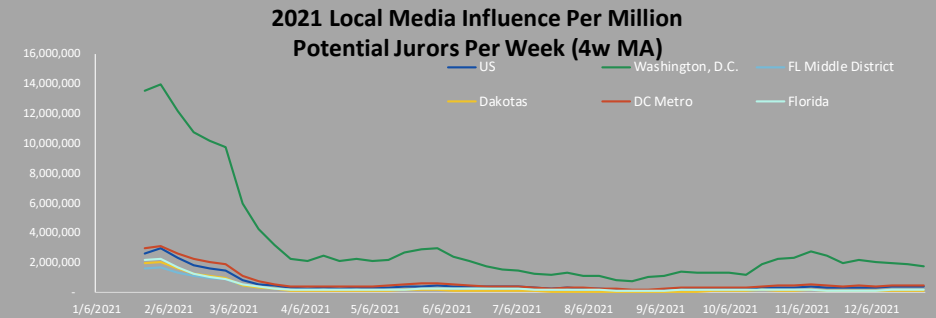
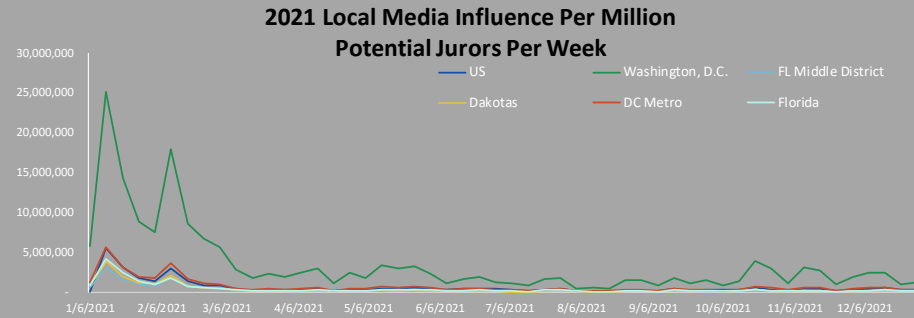
Local Media Influence



Insurrection Local Media Influence



Insurrection



Insurrection

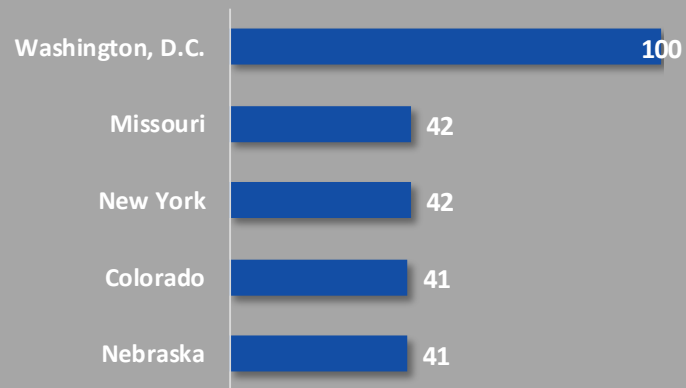
		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	4,832,587	17,220	81,696	178,712	321,905	23,076
	Per Adult	18,527	31,462	19,201	17,662	17,935	17,928
	Reach to Potential Jurors (MM)	3,523,520	13,356	63,361	137,014	246,838	14,985
	Raw Reach per Potential Juror	18,527	31,462	19,201	17,662	17,935	17,928
	Media Influence (Est exposure)	88,088	334	1,584	3,425	6,171	375
	Media Infl Per Potential Juror	463	787	480	442	448	448
2021	Raw Reach (MM)	1,783,068	7,048	30,014	63,008	114,382	8,318
	Per Adult	6,836	12,878	7,054	6,227	6,373	6,463
	Reach to Potential Jurors (MM)	1,300,065	5,467	23,279	48,307	87,709	5,402
	Raw Reach per Potential Juror	6,836	12,878	7,054	6,227	6,373	6,463
	Media Influence (Est exposure)	32,502	137	582	1,208	2,193	135
	Media Infl Per Potential Juror	171	322	176	156	159	162
2022	Raw Reach (MM)	2,132,595	6,764	35,949	80,363	143,766	10,250
	Per Adult	8,176	12,358	8,449	7,942	8,010	7,963
	Reach to Potential Jurors (MM)	1,554,910	5,246	27,881	61,612	110,240	6,656
	Raw Reach per Potential Juror	8,176	12,358	8,449	7,942	8,010	7,963
	Media Influence (Est exposure)	38,873	131	697	1,540	2,756	166
	Media Infl Per Potential Juror	204	309	211	199	200	199
2023	Raw Reach (MM)	916,924	3,408	15,732	35,341	63,757	4,508
	Per Adult	3,515	6,226	3,698	3,493	3,552	3,503
	Reach to Potential Jurors (MM)	668,545	2,643	12,202	27,095	48,889	2,928
	Raw Reach per Potential Juror	3,515	6,226	3,698	3,493	3,552	3,503
	Media Influence (Est exposure)	16,714	66	305	677	1,222	73
	Media Infl Per Potential Juror	88	156	92	87	89	88

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	680,314	8,507	13,963	17,635	36,183	2,586
	Per Adult	2,608	15,543	3,282	1,743	2,016	2,009
	Reach to Potential Jurors (MM)	496,028	6,598	10,829	13,520	27,745	1,679
	Raw Reach per Potential Juror	2,608	15,543	3,282	1,743	2,016	2,009
	Media Influence (Est exposure)	12,401	165	271	338	694	42
	Media Infl Per Potential Juror	65.2	388.6	82.0	43.6	50.4	50.2
2021	Raw Reach (MM)	363,449	4,069	6,857	7,937	16,696	1,313
	Per Adult	1,393	7,435	1,612	784	930	1,020
	Reach to Potential Jurors (MM)	264,996	3,156	5,318	6,085	12,803	853
	Raw Reach per Potential Juror	1,393	7,435	1,612	784	930	1,020
	Media Influence (Est exposure)	6,625	79	133	152	320	21
	Media Infl Per Potential Juror	34.8	185.9	40.3	19.6	23.3	25.5
2022	Raw Reach (MM)	223,441	2,758	4,806	6,302	12,395	828
	Per Adult	857	5,039	1,130	623	691	644
	Reach to Potential Jurors (MM)	162,915	2,139	3,728	4,832	9,505	538
	Raw Reach per Potential Juror	857	5,039	1,130	623	691	644
	Media Influence (Est exposure)	4,073	53	93	121	238	13
	Media Infl Per Potential Juror	21.4	126.0	28.2	15.6	17.3	16.1
2023	Raw Reach (MM)	93,424	1,680	2,299	3,395	7,091	445
	Per Adult	358	3,069	540	336	395	345
	Reach to Potential Jurors (MM)	68,117	1,303	1,783	2,603	5,438	289
	Raw Reach per Potential Juror	358	3,069	540	336	395	345
	Media Influence (Est exposure)	1,703	33	45	65	136	7
	Media Infl Per Potential Juror	9.0	76.7	13.5	8.4	9.9	8.6

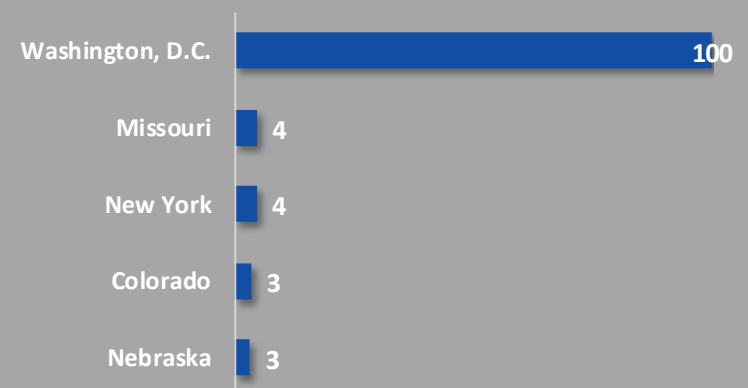
1/6/2021

TOTAL	1/6/2021						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	31,734	174	650	1,278	2,270	137
	Per Potential Juror	167	411	197	165	165	164
	Index	41	100	48	40	40	40
Local Media Influence	LMI (est) in MM	1,050	106	117	26	49	2
	% Local	3%	61%	18%	2%	2%	2%
	Per Potential Juror	6	250	36	3	4	3
	Index	2	100	14	1	1	1

Total Media Influence



Local Media Influence

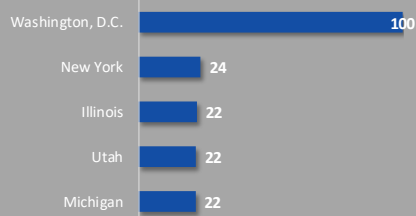


1/6/2021

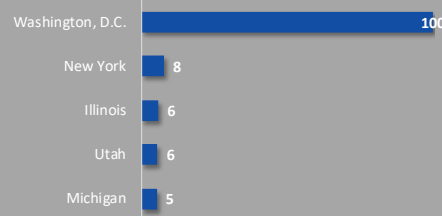
2021	1/6/2021						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	3,462	39	88	138	242	14
	Per Potential Juror	18	92	27	18	18	17
	Index	20	100	29	19	19	19
Local Media Influence	LMI (est) in MM	468	32	36	16	25	1
	% Local	14%	83%	41%	11%	10%	8%
	Per Potential Juror	2	77	11	2	2	1
	Index	3	100	14	3	2	2

2022	1/6/2021						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	18,397	92	370	741	1,315	80
	Per Potential Juror	97	216	112	95	96	96
	Index	45	100	52	44	44	44
Local Media Influence	LMI (est) in MM	369	51	57	5	10	1
	% Local	2%	56%	15%	1%	1%	1%
	Per Potential Juror	2	121	17	1	1	1
	Index	2	100	14	1	1	1

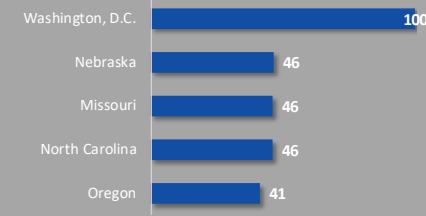
Total Media Influence



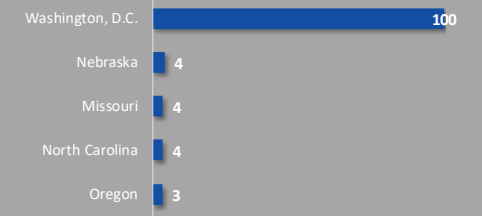
Local Media Influence



Total Media Influence

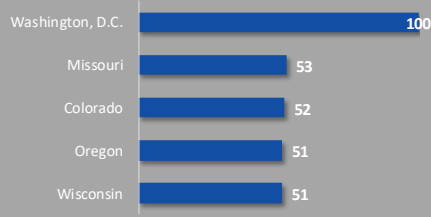


Local Media Influence

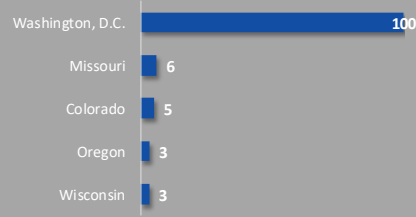


2023	1/6/2021						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	9,875	44	192	399	713	43
	Per Potential Juror	52	103	58	51	52	52
	Index	51	100	57	50	50	50
Local Media Influence	LMI (est) in MM	213	22	24	5	14	1
	% Local	2%	51%	13%	1%	2%	1%
	Per Potential Juror	1	52	7	1	1	1
	Index	2	100	14	1	2	1

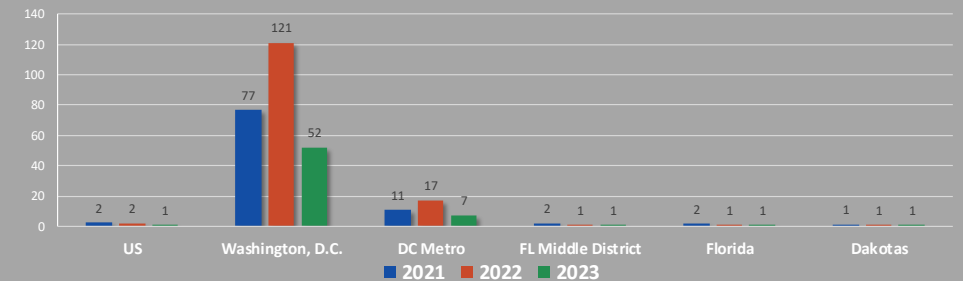
Total Media Influence



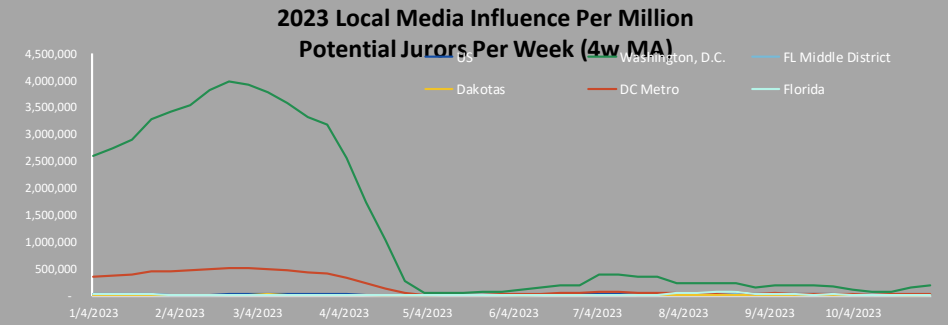
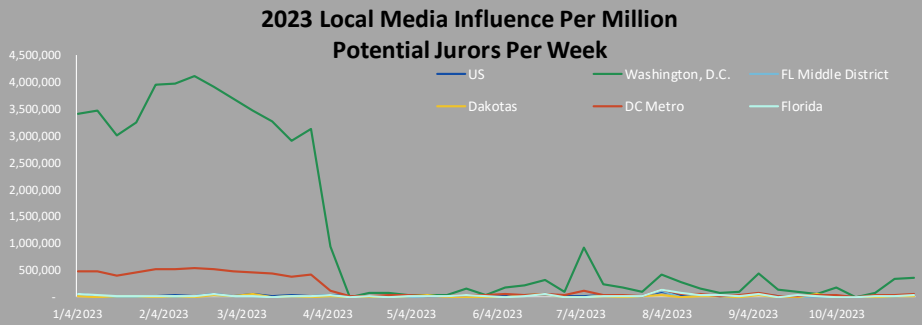
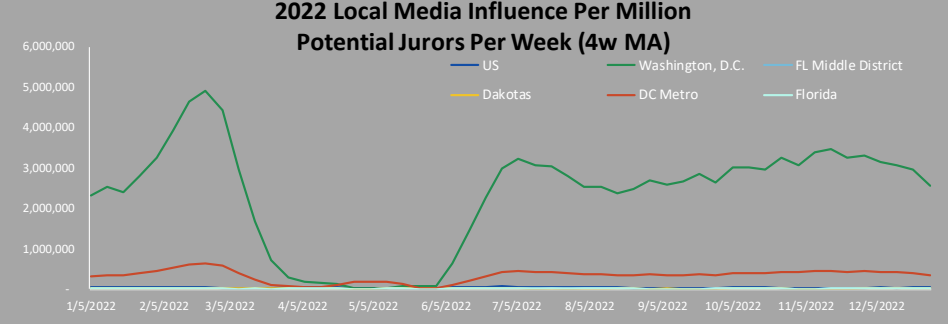
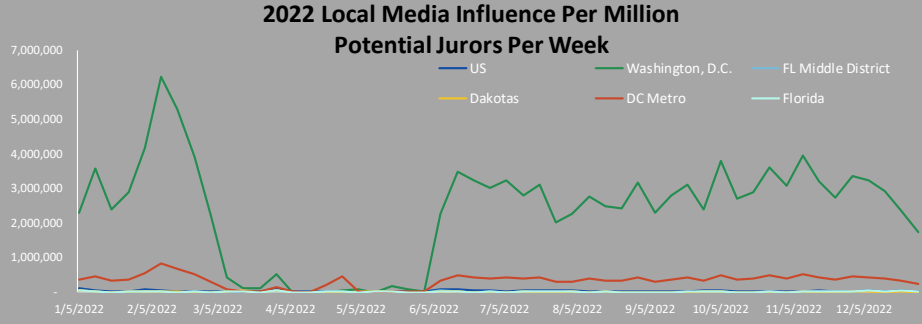
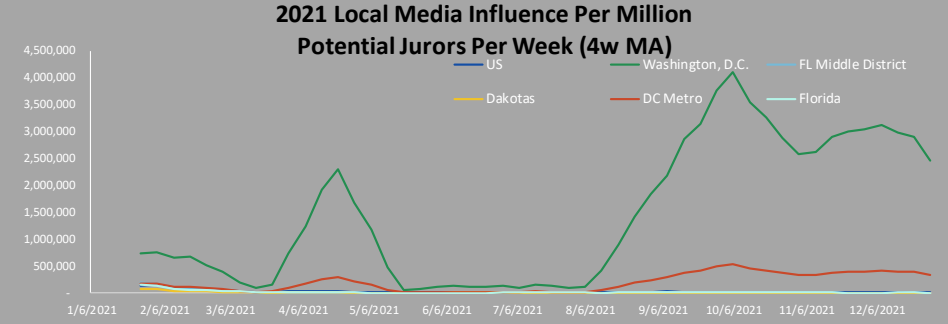
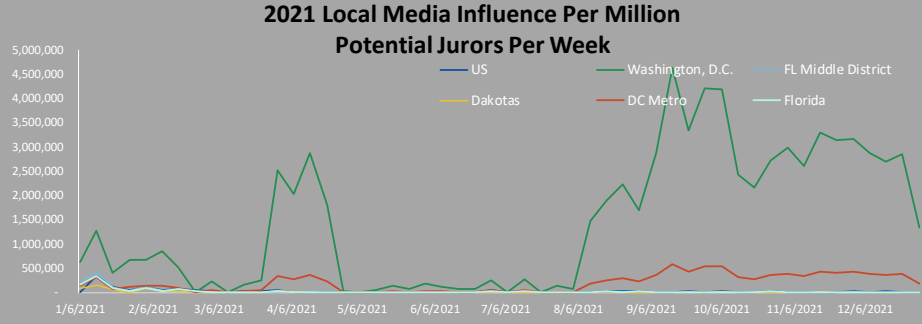
Local Media Influence



1/6/2021 Local Media Influence



1/6/2021



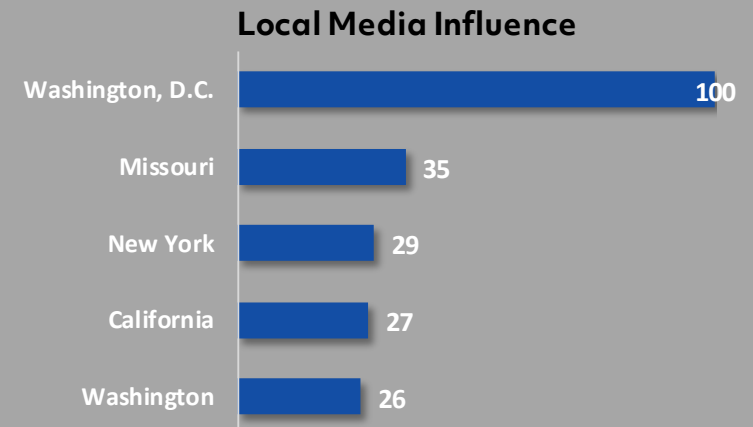
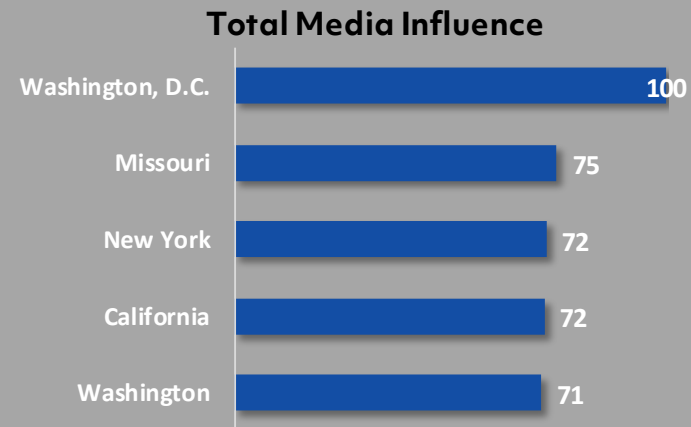
1/6/2021

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	1,741,222	8,993	33,506	66,652	118,385	8,461
	Per Adult	6,676	16,430	7,875	6,587	6,596	6,574
	Reach to Potential Jurors (MM)	1,269,554	6,974	25,987	51,100	90,778	5,494
	Raw Reach per Potential Juror	6,676	16,430	7,875	6,587	6,596	6,574
	Media Influence (Est exposure)	31,739	174	650	1,278	2,269	137
	Media Infl Per Potential Juror	167	411	197	165	165	164
2021	Raw Reach (MM)	189,967	2,020	4,535	7,200	12,605	884
	Per Adult	728	3,690	1,066	712	702	687
	Reach to Potential Jurors (MM)	138,508	1,567	3,517	5,520	9,666	574
	Raw Reach per Potential Juror	728	3,690	1,066	712	702	687
	Media Influence (Est exposure)	3,463	39	88	138	242	14
	Media Infl Per Potential Juror	18	92	27	18	18	17
2022	Raw Reach (MM)	1,009,419	4,725	19,065	38,618	68,591	4,923
	Per Adult	3,870	8,633	4,481	3,817	3,822	3,825
	Reach to Potential Jurors (MM)	735,985	3,665	14,786	29,607	52,596	3,197
	Raw Reach per Potential Juror	3,870	8,633	4,481	3,817	3,822	3,825
	Media Influence (Est exposure)	18,400	92	370	740	1,315	80
	Media Infl Per Potential Juror	97	216	112	95	96	96
2023	Raw Reach (MM)	541,835	2,248	9,907	20,833	37,188	2,655
	Per Adult	2,077	4,107	2,328	2,059	2,072	2,062
	Reach to Potential Jurors (MM)	395,061	1,743	7,683	15,972	28,516	1,724
	Raw Reach per Potential Juror	2,077	4,107	2,328	2,059	2,072	2,062
	Media Influence (Est exposure)	9,877	44	192	399	713	43
	Media Infl Per Potential Juror	52	103	58	51	52	52

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	57,639	5,460	6,043	1,341	2,536	153
	Per Adult	221	9,975	1,420	133	141	119
	Reach to Potential Jurors (MM)	42,025	4,235	4,687	1,028	1,944	100
	Raw Reach per Potential Juror	221	9,975	1,420	133	141	119
	Media Influence (Est exposure)	1,051	106	117	26	49	2
	Media Infl Per Potential Juror	5.5	249.4	35.5	3.3	3.5	3.0
2021	Raw Reach (MM)	25,682	1,675	1,855	827	1,301	73
	Per Adult	98	3,061	436	82	72	57
	Reach to Potential Jurors (MM)	18,725	1,299	1,439	634	997	47
	Raw Reach per Potential Juror	98	3,061	436	82	72	57
	Media Influence (Est exposure)	468	32	36	16	25	1
	Media Infl Per Potential Juror	2.5	76.5	10.9	2.0	1.8	1.4
2022	Raw Reach (MM)	20,257	2,649	2,929	246	526	42
	Per Adult	78	4,841	688	24	29	32
	Reach to Potential Jurors (MM)	14,770	2,055	2,272	189	403	27
	Raw Reach per Potential Juror	78	4,841	688	24	29	32
	Media Influence (Est exposure)	369	51	57	5	10	1
	Media Infl Per Potential Juror	1.9	121.0	17.2	0.6	0.7	0.8
2023	Raw Reach (MM)	11,699	1,135	1,259	268	709	38
	Per Adult	45	2,074	296	26	40	30
	Reach to Potential Jurors (MM)	8,530	881	976	206	544	25
	Raw Reach per Potential Juror	45	2,074	296	26	40	30
	Media Influence (Est exposure)	213	22	24	5	14	1
	Media Infl Per Potential Juror	1.1	51.9	7.4	0.7	1.0	0.7

Domestic Terrorism

TOTAL	Domestic Terrorism						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	8,849	29	158	346	622	38
	Per Potential Juror	47	68	48	45	45	46
	Index	69	100	70	66	66	67
Local Media Influence	LMI (est) in MM	980	11	21	25	52	4
	% Local	11%	39%	13%	7%	8%	10%
	Per Potential Juror	5	27	6	3	4	4
	Index	20	100	24	12	14	16

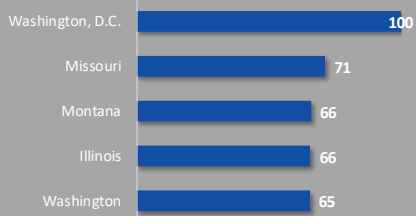


Domestic Terrorism

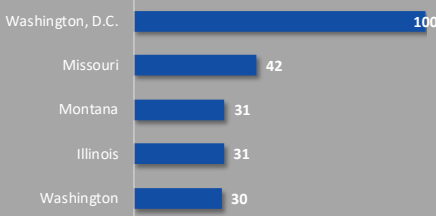
2021	Domestic Terrorism						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	3,127	12	55	118	215	13
	Per Potential Juror	16	27	17	15	16	16
	Index	61	100	62	56	57	58
Local Media Influence	LMI (est) in MM	519	6	10	12	26	2
	% Local	17%	49%	18%	10%	12%	13%
	Per Potential Juror	3	13	3	2	2	2
	Index	20	100	22	11	14	16

2022	Domestic Terrorism						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	3,687	11	66	146	260	16
	Per Potential Juror	19	25	20	19	19	20
	Index	77	100	79	75	75	78
Local Media Influence	LMI (est) in MM	296	3	7	8	14	1
	% Local	8%	29%	10%	5%	6%	9%
	Per Potential Juror	2	7	2	1	1	2
	Index	22	100	28	14	15	25

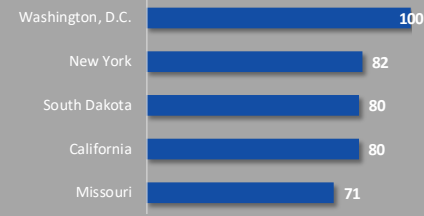
Total Media Influence



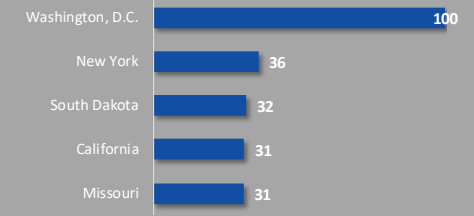
Local Media Influence



Total Media Influence

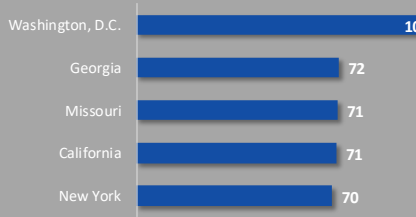


Local Media Influence

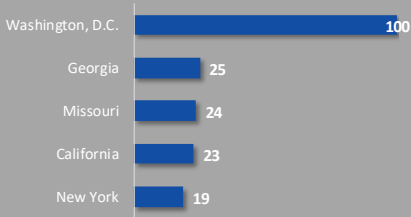


2023	Domestic Terrorism						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	2,035	7	37	82	147	9
	Per Potential Juror	11	16	11	11	11	10
	Index	68	100	72	67	68	66
Local Media Influence	LMI (est) in MM	165	2	5	5	12	0
	% Local	8%	37%	13%	7%	8%	5%
	Per Potential Juror	1	6	1	1	1	0
	Index	15	100	24	12	14	8

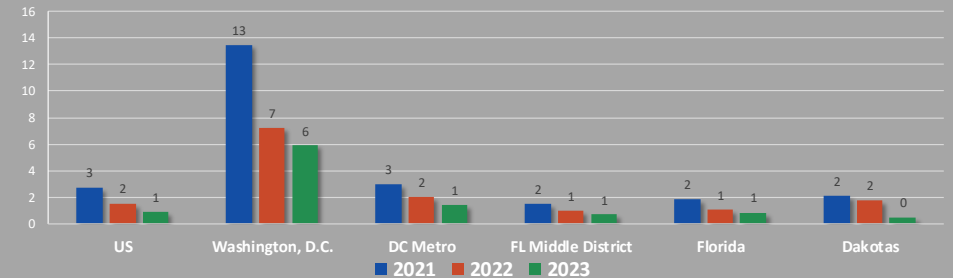
Total Media Influence



Local Media Influence

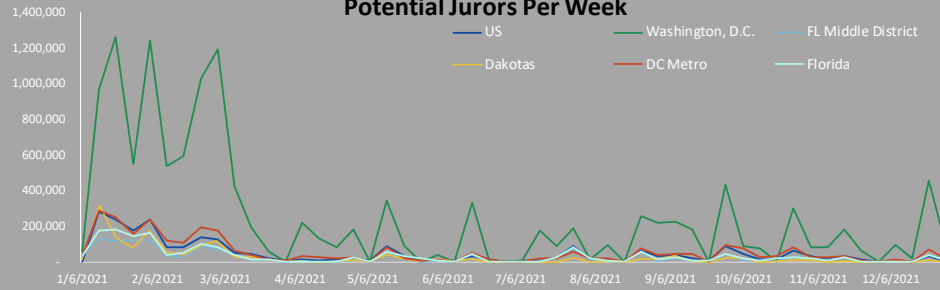


Domestic Terrorism Local Media Influence

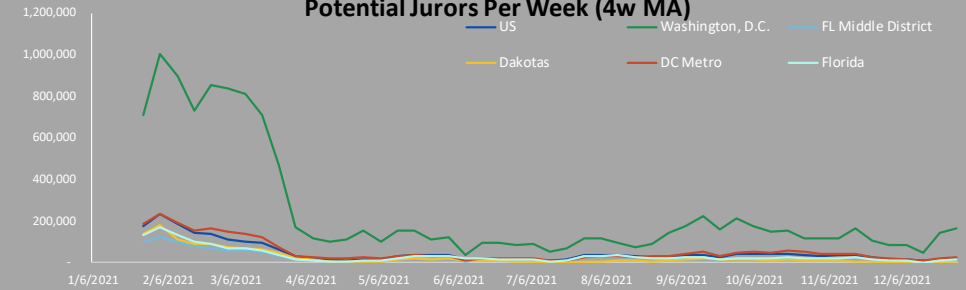


Domestic Terrorism

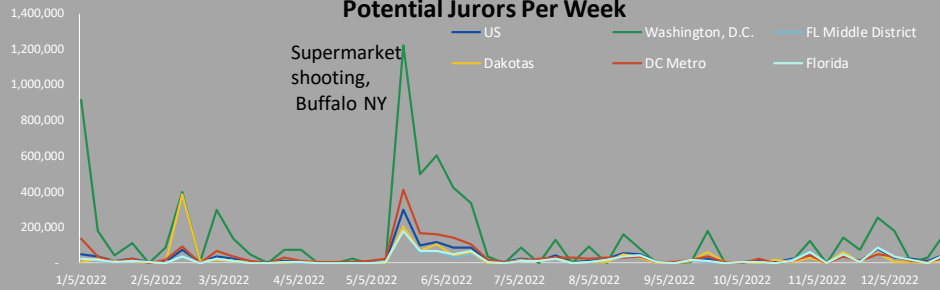
2021 Local Media Influence Per Million Potential Jurors Per Week



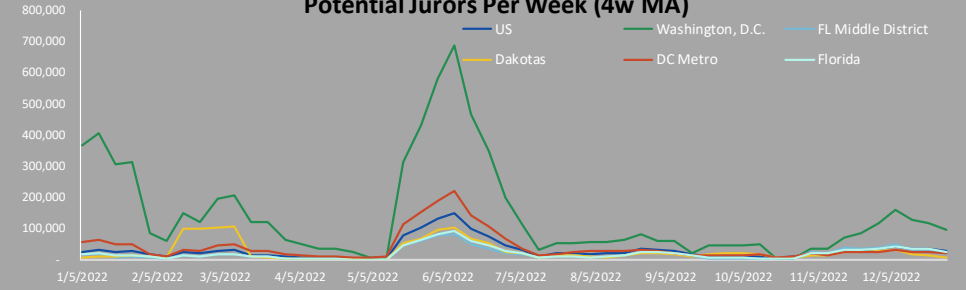
2021 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



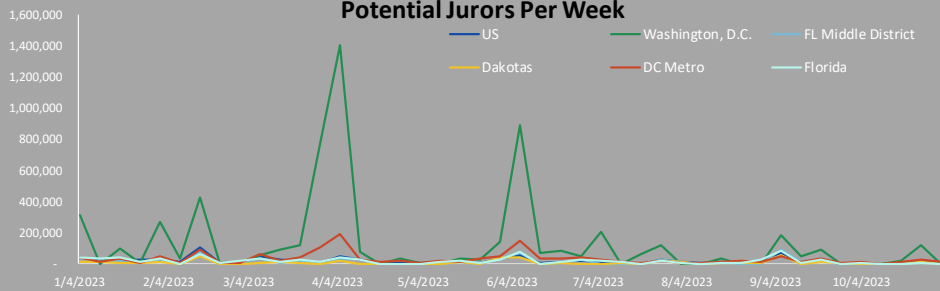
2022 Local Media Influence Per Million Potential Jurors Per Week



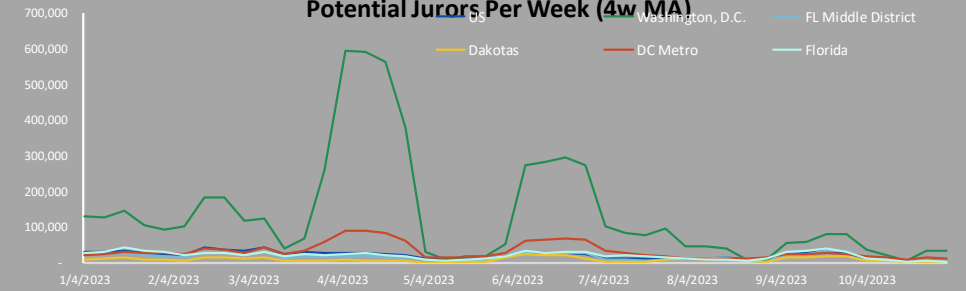
2022 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



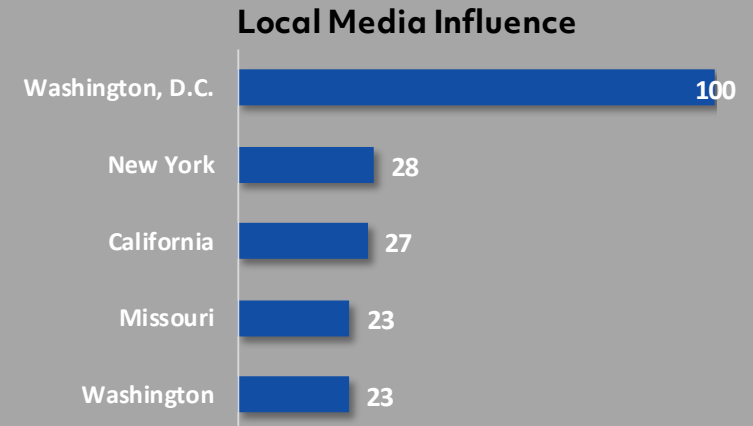
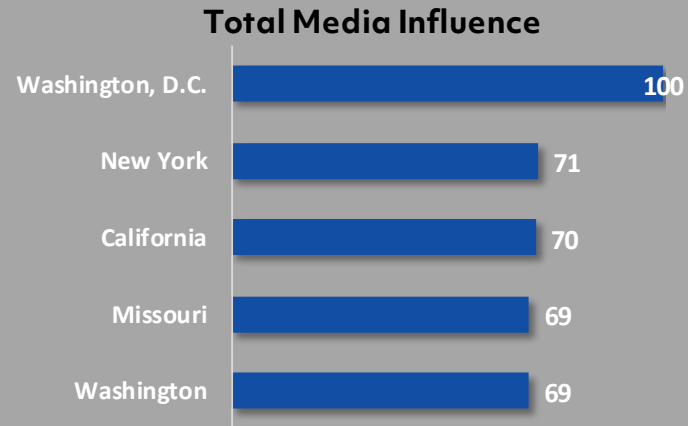
Domestic Terrorism

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	485,531	1,487	8,138	18,035	32,416	2,356
	Per Adult	1,861	2,717	1,913	1,782	1,806	1,830
	Reach to Potential Jurors (MM)	354,009	1,153	6,312	13,827	24,857	1,530
	Raw Reach per Potential Juror	1,861	2,717	1,913	1,782	1,806	1,830
	Media Influence (Est exposure)	8,850	29	158	346	621	38
	Media Infl Per Potential Juror	47	68	48	45	45	46
2021	Raw Reach (MM)	171,573	594	2,844	6,159	11,190	814
	Per Adult	658	1,086	668	609	623	632
	Reach to Potential Jurors (MM)	125,097	461	2,205	4,722	8,581	529
	Raw Reach per Potential Juror	658	1,086	668	609	623	632
	Media Influence (Est exposure)	3,127	12	55	118	215	13
	Media Infl Per Potential Juror	16	27	17	15	16	16
2022	Raw Reach (MM)	202,306	548	3,381	7,616	13,556	1,011
	Per Adult	776	1,002	795	753	755	785
	Reach to Potential Jurors (MM)	147,505	425	2,622	5,839	10,395	656
	Raw Reach per Potential Juror	776	1,002	795	753	755	785
	Media Influence (Est exposure)	3,688	11	66	146	260	16
	Media Infl Per Potential Juror	19	25	20	19	19	20
2023	Raw Reach (MM)	111,652	344	1,913	4,260	7,670	531
	Per Adult	428	629	450	421	427	413
	Reach to Potential Jurors (MM)	81,408	267	1,484	3,266	5,881	345
	Raw Reach per Potential Juror	428	629	450	421	427	413
	Media Influence (Est exposure)	2,035	7	37	82	147	9
	Media Infl Per Potential Juror	11	16	11	11	11	10

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	53,797	581	1,095	1,287	2,708	225
	Per Adult	206	1,061	257	127	151	175
	Reach to Potential Jurors (MM)	39,224	451	850	987	2,076	146
	Raw Reach per Potential Juror	206	1,061	257	127	151	175
	Media Influence (Est exposure)	981	11	21	25	52	4
	Media Infl Per Potential Juror	5.2	26.5	6.4	3.2	3.8	4.4
2021	Raw Reach (MM)	28,477	294	509	608	1,344	108
	Per Adult	109	537	120	60	75	84
	Reach to Potential Jurors (MM)	20,763	228	395	466	1,030	70
	Raw Reach per Potential Juror	109	537	120	60	75	84
	Media Influence (Est exposure)	519	6	10	12	26	2
	Media Infl Per Potential Juror	2.7	13.4	3.0	1.5	1.9	2.1
2022	Raw Reach (MM)	16,242	158	346	399	753	92
	Per Adult	62	289	81	39	42	72
	Reach to Potential Jurors (MM)	11,842	122	268	306	577	60
	Raw Reach per Potential Juror	62	289	81	39	42	72
	Media Influence (Est exposure)	296	3	7	8	14	2
	Media Infl Per Potential Juror	1.6	7.2	2.0	1.0	1.0	1.8
2023	Raw Reach (MM)	9,078	129	240	281	611	25
	Per Adult	35	235	56	28	34	19
	Reach to Potential Jurors (MM)	6,619	100	186	216	469	16
	Raw Reach per Potential Juror	35	235	56	28	34	19
	Media Influence (Est exposure)	165	2	5	5	12	0
	Media Infl Per Potential Juror	0.9	5.9	1.4	0.7	0.9	0.5

White Supremacist

TOTAL	White Supremacy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	18,318	62	330	717	1,289	78
	Per Potential Juror	96	145	100	92	94	94
	Index	66	100	69	64	64	65
Local Media Influence	LMI (est) in MM	1,930	25	45	48	102	6
	% Local	11%	41%	14%	7%	8%	8%
	Per Potential Juror	10	59	14	6	7	8
	Index	17	100	23	11	13	13

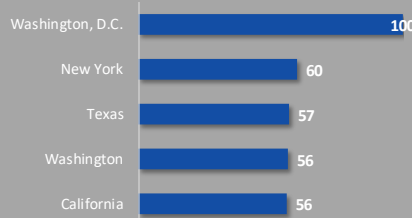


White Supremacist

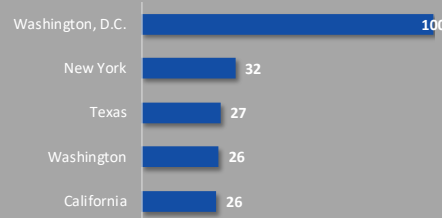
2021	White Supremacy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	4,567	20	84	168	306	19
	Per Potential Juror	24	47	26	22	22	22
	Index	51	100	54	46	47	47
Local Media Influence	LMI (est) in MM	913	12	21	19	42	3
	% Local	20%	59%	25%	11%	14%	14%
	Per Potential Juror	5	28	6	2	3	3
	Index	17	100	23	9	11	11

2022	White Supremacy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	8,619	27	156	343	613	38
	Per Potential Juror	45	63	47	44	45	45
	Index	72	100	75	70	71	71
Local Media Influence	LMI (est) in MM	581	9	16	15	31	2
	% Local	7%	33%	10%	4%	5%	6%
	Per Potential Juror	3	21	5	2	2	3
	Index	15	100	23	9	11	13

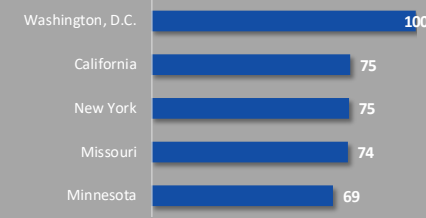
Total Media Influence



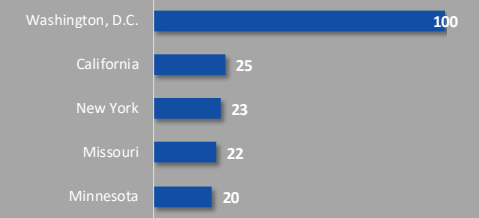
Local Media Influence



Total Media Influence

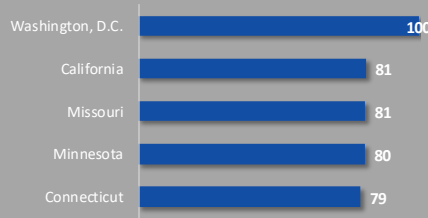


Local Media Influence

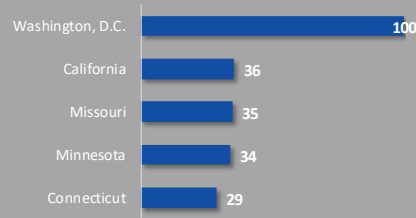


2023	White Supremacy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	5,131	15	90	206	370	22
	Per Potential Juror	27	35	27	27	27	26
	Index	77	100	78	76	76	75
Local Media Influence	LMI (est) in MM	436	4	8	14	30	1
	% Local	9%	30%	9%	7%	8%	7%
	Per Potential Juror	2	10	3	2	2	2
	Index	22	100	24	18	21	17

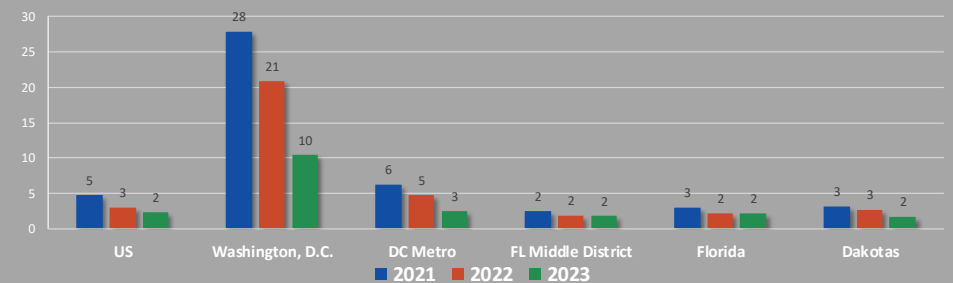
Total Media Influence



Local Media Influence

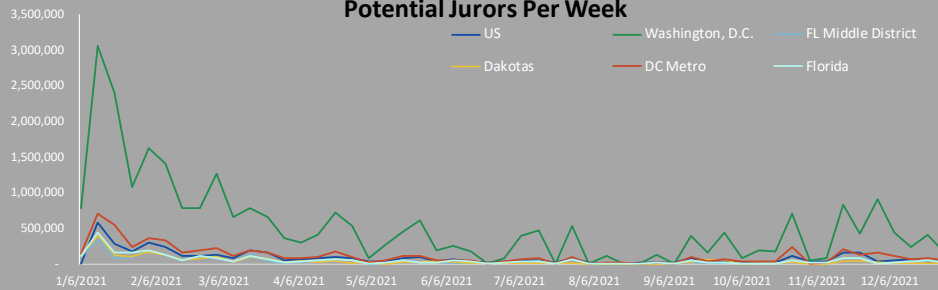


White Supremacy Local Media Influence

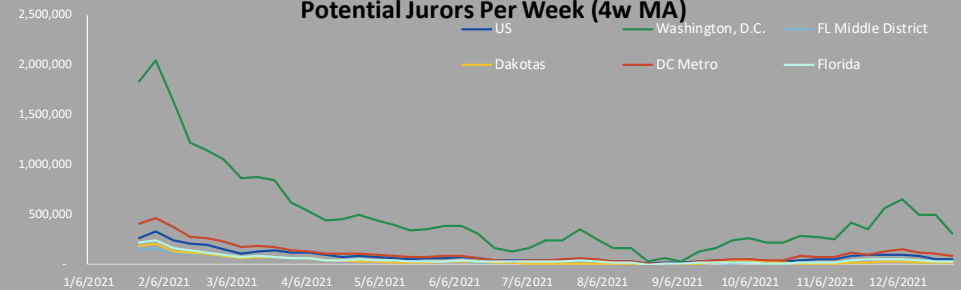


White Supremacist

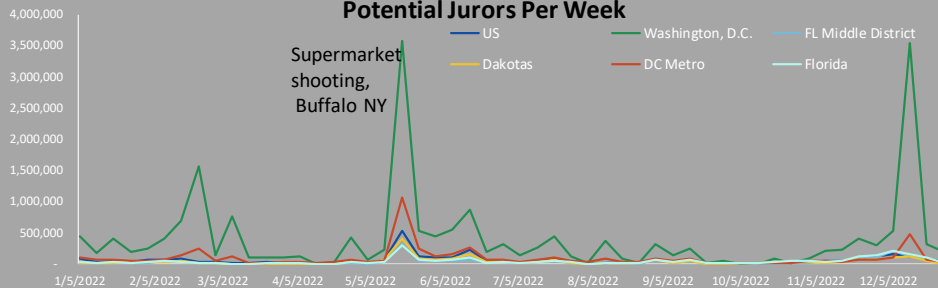
2021 Local Media Influence Per Million Potential Jurors Per Week



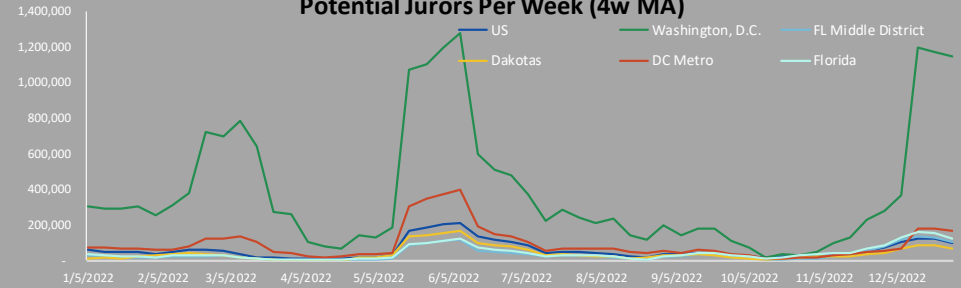
2021 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



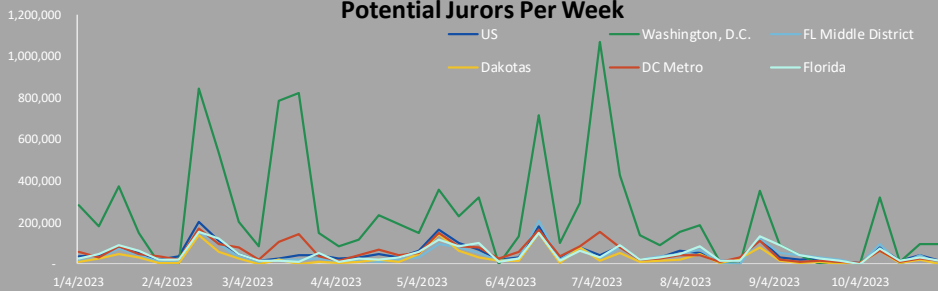
2022 Local Media Influence Per Million Potential Jurors Per Week



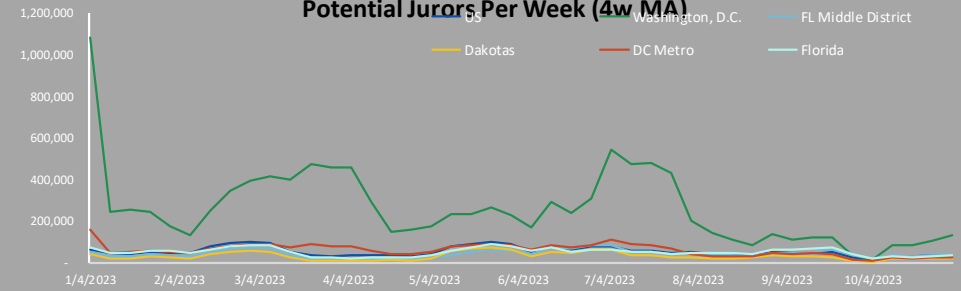
2022 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



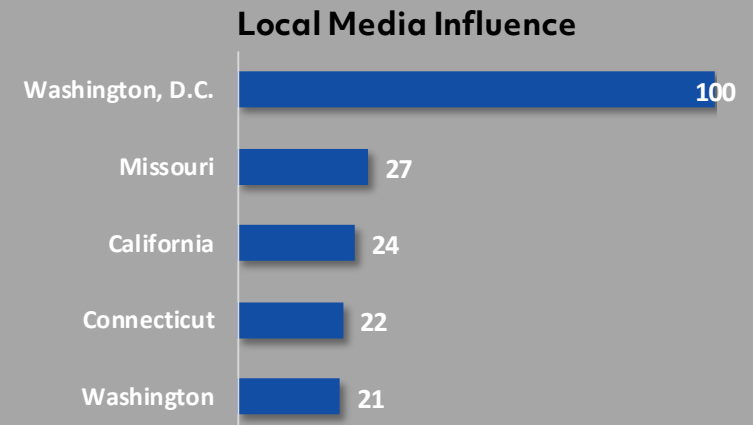
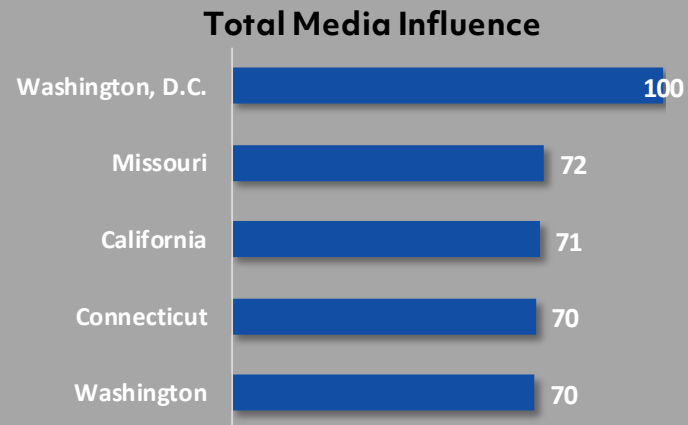
White Supremacist

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	1,005,087	3,180	16,990	37,400	67,220	4,832
	Per Adult	3,853	5,811	3,993	3,696	3,745	3,754
	Reach to Potential Jurors (MM)	732,825	2,467	13,177	28,674	51,544	3,138
	Raw Reach per Potential Juror	3,853	5,811	3,993	3,696	3,745	3,754
	Media Influence (Est exposure)	18,321	62	329	717	1,289	78
	Media Infl Per Potential Juror	96	145	100	92	94	94
2021	Raw Reach (MM)	250,597	1,031	4,340	8,778	15,963	1,153
	Per Adult	961	1,884	1,020	868	889	895
	Reach to Potential Jurors (MM)	182,714	800	3,366	6,730	12,241	748
	Raw Reach per Potential Juror	961	1,884	1,020	868	889	895
	Media Influence (Est exposure)	4,568	20	84	168	306	19
	Media Infl Per Potential Juror	24	47	26	22	22	22
2022	Raw Reach (MM)	472,935	1,380	8,016	17,877	31,972	2,318
	Per Adult	1,813	2,522	1,884	1,767	1,781	1,801
	Reach to Potential Jurors (MM)	344,825	1,071	6,217	13,706	24,516	1,506
	Raw Reach per Potential Juror	1,813	2,522	1,884	1,767	1,781	1,801
	Media Influence (Est exposure)	8,621	27	155	343	613	38
	Media Infl Per Potential Juror	45	63	47	44	45	45
2023	Raw Reach (MM)	281,555	769	4,633	10,745	19,285	1,361
	Per Adult	1,079	1,405	1,089	1,062	1,074	1,058
	Reach to Potential Jurors (MM)	205,286	596	3,593	8,238	14,788	884
	Raw Reach per Potential Juror	1,079	1,405	1,089	1,062	1,074	1,058
	Media Influence (Est exposure)	5,132	15	90	206	370	22
	Media Infl Per Potential Juror	27	35	27	27	27	26

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	105,887	1,294	2,322	2,518	5,345	395
	Per Adult	406	2,364	546	249	298	307
	Reach to Potential Jurors (MM)	77,204	1,003	1,801	1,930	4,098	257
	Raw Reach per Potential Juror	406	2,364	546	249	298	307
	Media Influence (Est exposure)	1,930	25	45	48	102	6
	Media Infl Per Potential Juror	10.1	59.1	13.6	6.2	7.4	7.7
2021	Raw Reach (MM)	50,074	611	1,070	999	2,165	163
	Per Adult	192	1,115	251	99	121	127
	Reach to Potential Jurors (MM)	36,509	473	829	766	1,660	106
	Raw Reach per Potential Juror	192	1,115	251	99	121	127
	Media Influence (Est exposure)	913	12	21	19	42	3
	Media Infl Per Potential Juror	4.8	27.9	6.3	2.5	3.0	3.2
2022	Raw Reach (MM)	31,869	455	821	767	1,621	142
	Per Adult	122	831	193	76	90	110
	Reach to Potential Jurors (MM)	23,236	353	637	588	1,243	92
	Raw Reach per Potential Juror	122	831	193	76	90	110
	Media Influence (Est exposure)	581	9	16	15	31	2
	Media Infl Per Potential Juror	3.1	20.8	4.8	1.9	2.3	2.8
2023	Raw Reach (MM)	23,945	228	431	751	1,558	90
	Per Adult	92	417	101	74	87	70
	Reach to Potential Jurors (MM)	17,458	177	334	576	1,195	59
	Raw Reach per Potential Juror	92	417	101	74	87	70
	Media Influence (Est exposure)	436	4	8	14	30	1
	Media Infl Per Potential Juror	2.3	10.4	2.5	1.9	2.2	1.7

Seditious Conspiracy

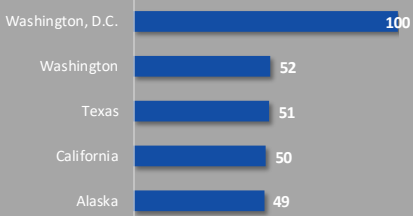
TOTAL	Seditious Conspiracy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	10,844	36	194	442	796	47
	Per Potential Juror	57	84	59	57	58	56
	Index	68	100	70	68	69	67
Local Media Influence	LMI (est) in MM	957	13	22	39	80	4
	% Local	9%	38%	11%	9%	10%	8%
	Per Potential Juror	5	32	7	5	6	4
	Index	16	100	21	16	18	14



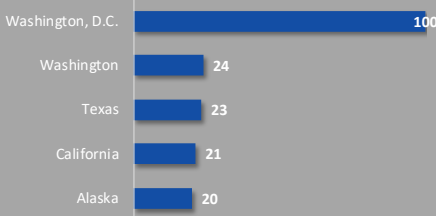
2021	Seditious Conspiracy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	269	1	5	10	19	1
	Per Potential Juror	1	3	2	1	1	1
	Index	45	100	50	41	44	46
Local Media Influence	LMI (est) in MM	49	1	1	1	3	0
	% Local	18%	63%	26%	11%	17%	21%
	Per Potential Juror	0	2	0	0	0	0
	Index	13	100	21	7	12	15

2022	Seditious Conspiracy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	6,829	22	122	278	497	30
	Per Potential Juror	36	52	37	36	36	36
	Index	69	100	71	68	69	68
Local Media Influence	LMI (est) in MM	497	8	12	19	38	2
	% Local	7%	36%	10%	7%	8%	6%
	Per Potential Juror	3	19	4	2	3	2
	Index	14	100	20	13	15	12

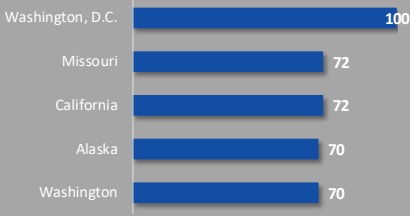
Total Media Influence



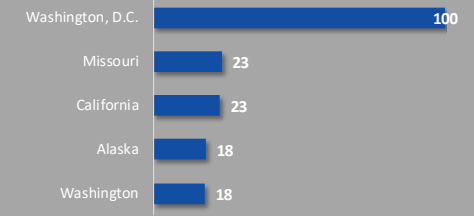
Local Media Influence



Total Media Influence

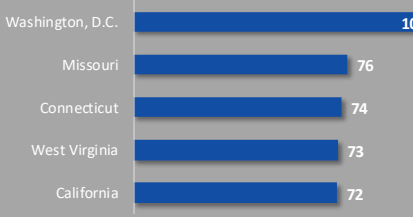


Local Media Influence

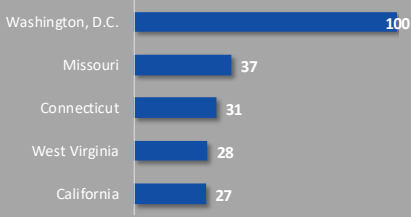


2023	Seditious Conspiracy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	3,746	12	66	154	280	16
	Per Potential Juror	20	28	20	20	20	19
	Index	70	100	71	70	72	68
Local Media Influence	LMI (est) in MM	412	5	8	18	39	2
	% Local	11%	38%	12%	12%	14%	9%
	Per Potential Juror	2	11	3	2	3	2
	Index	20	100	23	22	26	17

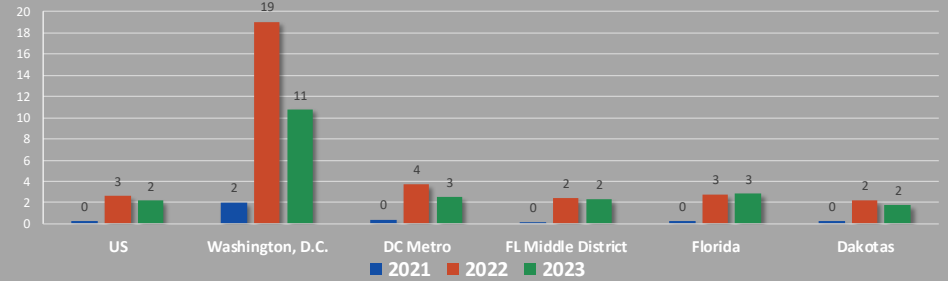
Total Media Influence



Local Media Influence



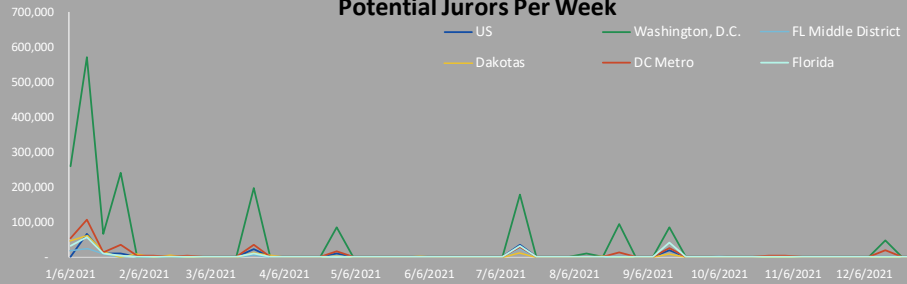
Seditious Conspiracy Local Media Influence



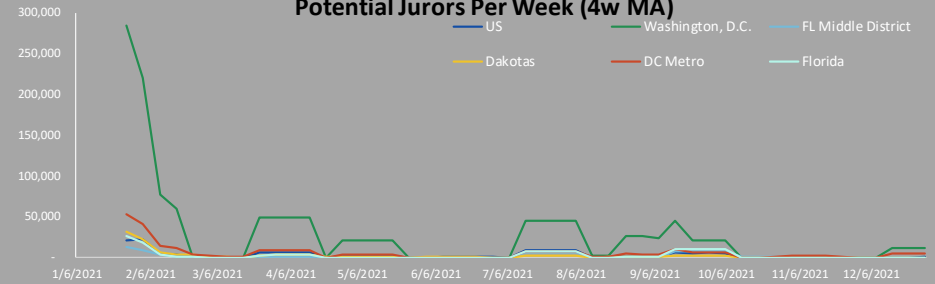
Seditious Conspiracy

Seditious Conspiracy

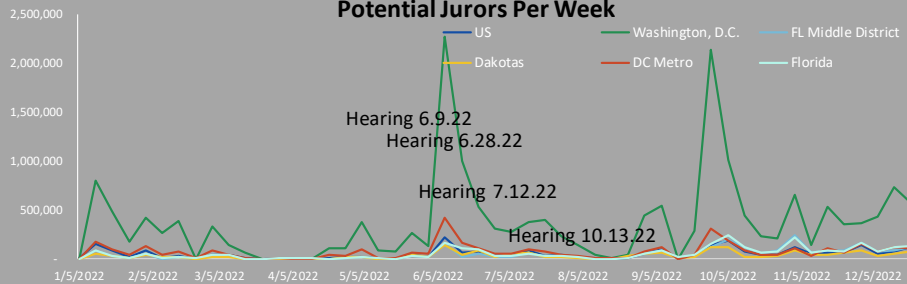
2021 Local Media Influence Per Million Potential Jurors Per Week



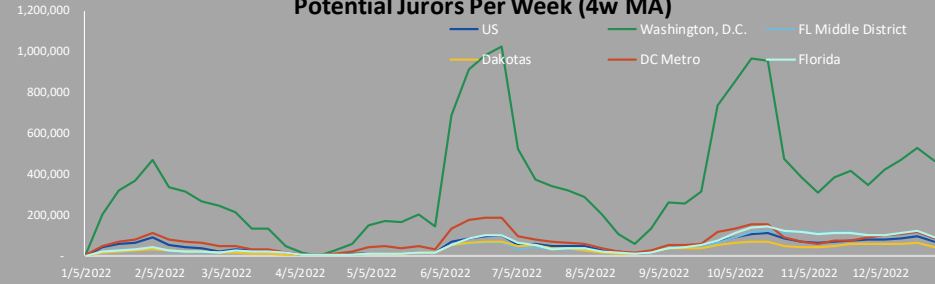
2021 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



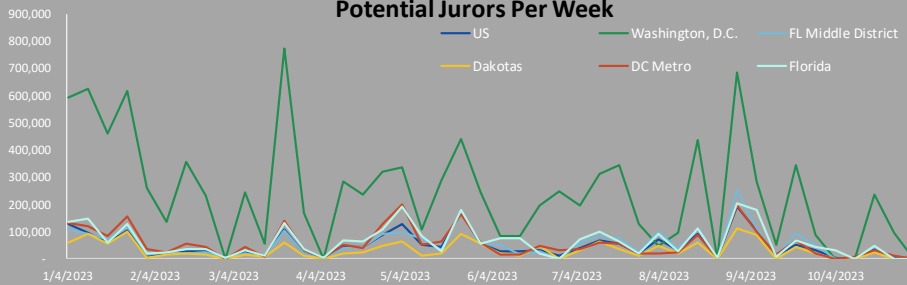
2022 Local Media Influence Per Million Potential Jurors Per Week



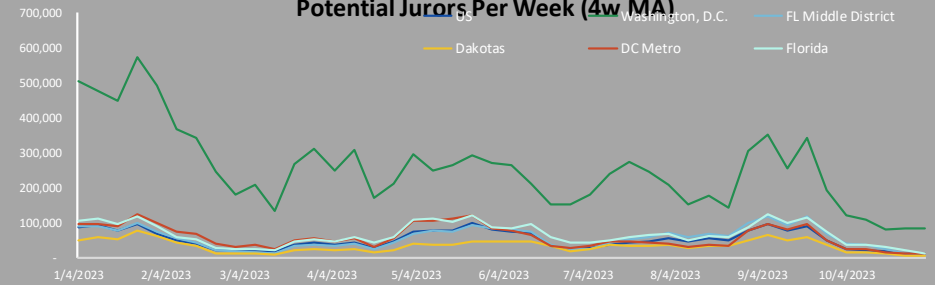
2022 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



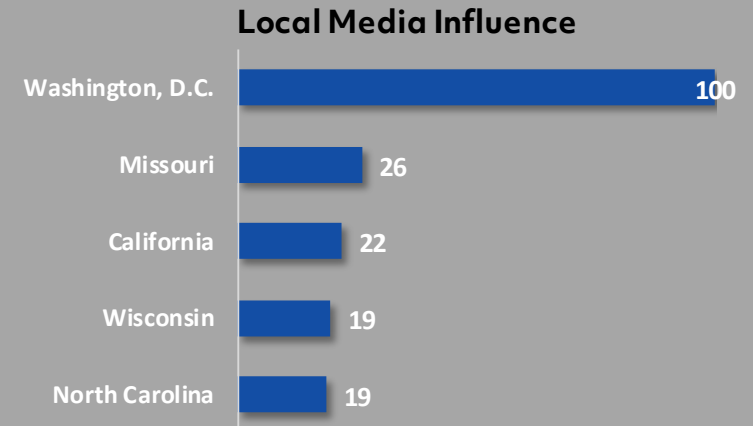
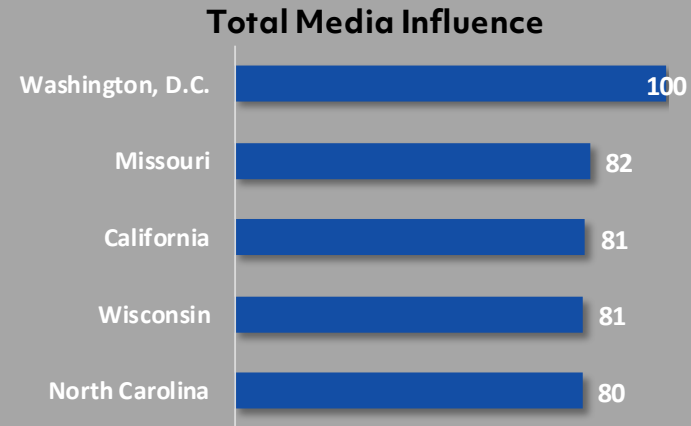
Seditious Conspiracy

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	595,008	1,833	9,984	23,060	41,509	2,901
	Per Adult	2,281	3,349	2,347	2,279	2,313	2,254
	Reach to Potential Jurors (MM)	433,830	1,422	7,744	17,679	31,830	1,884
	Raw Reach per Potential Juror	2,281	3,349	2,347	2,279	2,313	2,254
	Media Influence (Est exposure)	10,846	36	194	442	796	47
	Media Infl Per Potential Juror	57	84	59	57	58	56
2021	Raw Reach (MM)	14,776	69	269	529	1,003	75
	Per Adult	57	127	63	52	56	59
	Reach to Potential Jurors (MM)	10,774	54	208	406	769	49
	Raw Reach per Potential Juror	57	127	63	52	56	59
	Media Influence (Est exposure)	269	1	5	10	19	1
	Media Infl Per Potential Juror	1	3	2	1	1	1
2022	Raw Reach (MM)	374,691	1,145	6,306	14,476	25,897	1,829
	Per Adult	1,436	2,093	1,482	1,431	1,443	1,421
	Reach to Potential Jurors (MM)	273,193	888	4,891	11,099	19,858	1,188
	Raw Reach per Potential Juror	1,436	2,093	1,482	1,431	1,443	1,421
	Media Influence (Est exposure)	6,830	22	122	277	496	30
	Media Infl Per Potential Juror	36	52	37	36	36	36
2023	Raw Reach (MM)	205,541	618	3,410	8,055	14,609	996
	Per Adult	788	1,130	801	796	814	774
	Reach to Potential Jurors (MM)	149,863	480	2,644	6,175	11,202	647
	Raw Reach per Potential Juror	788	1,130	801	796	814	774
	Media Influence (Est exposure)	3,747	12	66	154	280	16
	Media Infl Per Potential Juror	20	28	20	20	20	19

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	52,527	695	1,135	2,016	4,181	224
	Per Adult	201	1,270	267	199	233	174
	Reach to Potential Jurors (MM)	38,298	539	881	1,545	3,206	145
	Raw Reach per Potential Juror	201	1,270	267	199	233	174
	Media Influence (Est exposure)	957	13	22	39	80	4
	Media Infl Per Potential Juror	5.0	31.7	6.7	5.0	5.8	4.3
2021	Raw Reach (MM)	2,666	44	71	59	170	16
	Per Adult	10	80	17	6	9	12
	Reach to Potential Jurors (MM)	1,944	34	55	45	130	10
	Raw Reach per Potential Juror	10	80	17	6	9	12
	Media Influence (Est exposure)	49	1	1	1	3	0
	Media Infl Per Potential Juror	0.3	2.0	0.4	0.1	0.2	0.3
2022	Raw Reach (MM)	27,246	416	638	998	1,989	115
	Per Adult	104	761	150	99	111	89
	Reach to Potential Jurors (MM)	19,865	323	495	765	1,525	75
	Raw Reach per Potential Juror	104	761	150	99	111	89
	Media Influence (Est exposure)	497	8	12	19	38	2
	Media Infl Per Potential Juror	2.6	19.0	3.8	2.5	2.8	2.2
2023	Raw Reach (MM)	22,616	235	426	958	2,022	93
	Per Adult	87	428	100	95	113	72
	Reach to Potential Jurors (MM)	16,489	182	330	735	1,550	60
	Raw Reach per Potential Juror	87	428	100	95	113	72
	Media Influence (Est exposure)	412	5	8	18	39	2
	Media Infl Per Potential Juror	2.2	10.7	2.5	2.4	2.8	1.8

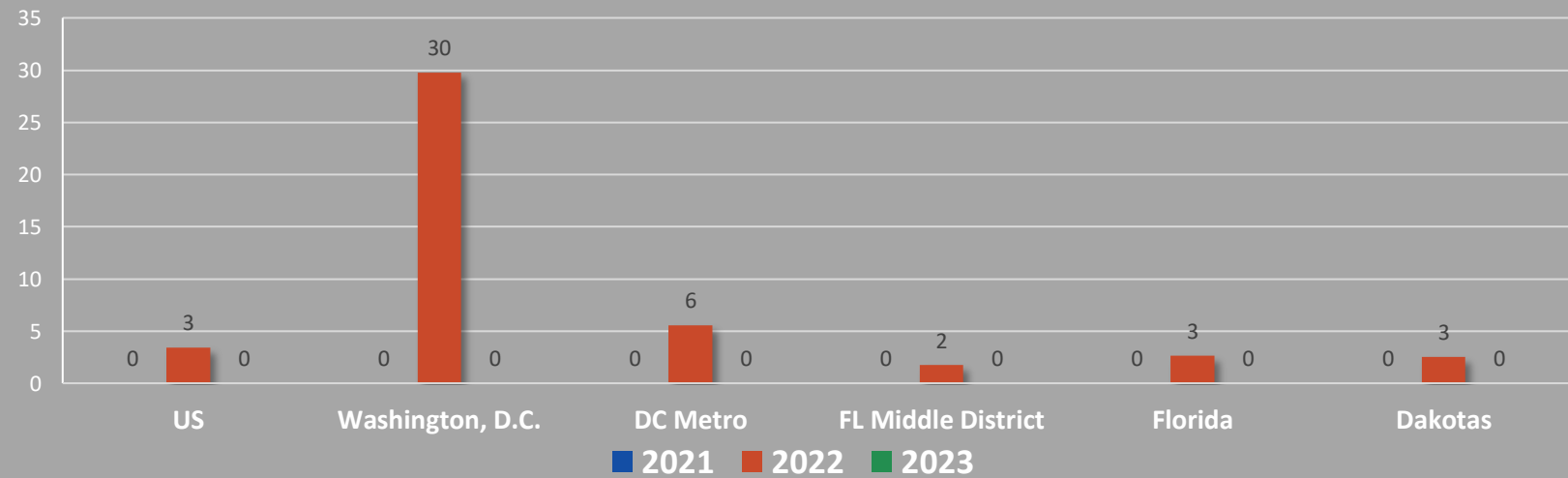
January 6
Select
Committee

TOTAL	House Select Committee						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	18,629	53	330	747	1,338	81
	Per Potential Juror	98	124	100	96	97	97
	Index	79	100	81	77	78	78
Local Media Influence	LMI (est) in MM	654	13	18	14	37	2
	% Local	4%	24%	6%	2%	3%	3%
	Per Potential Juror	3	30	6	2	3	3
	Index	12	100	19	6	9	9

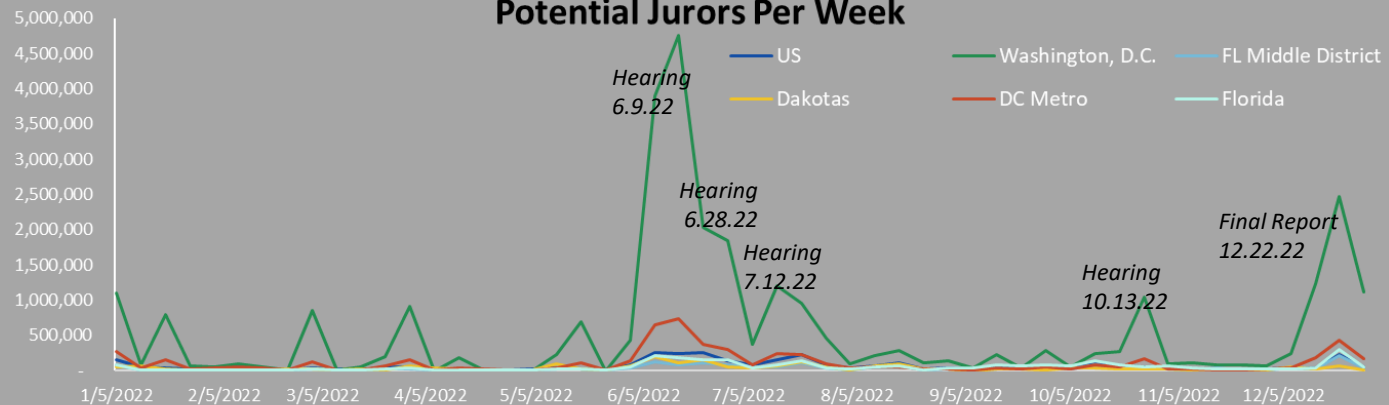


January 6
Select
Committee

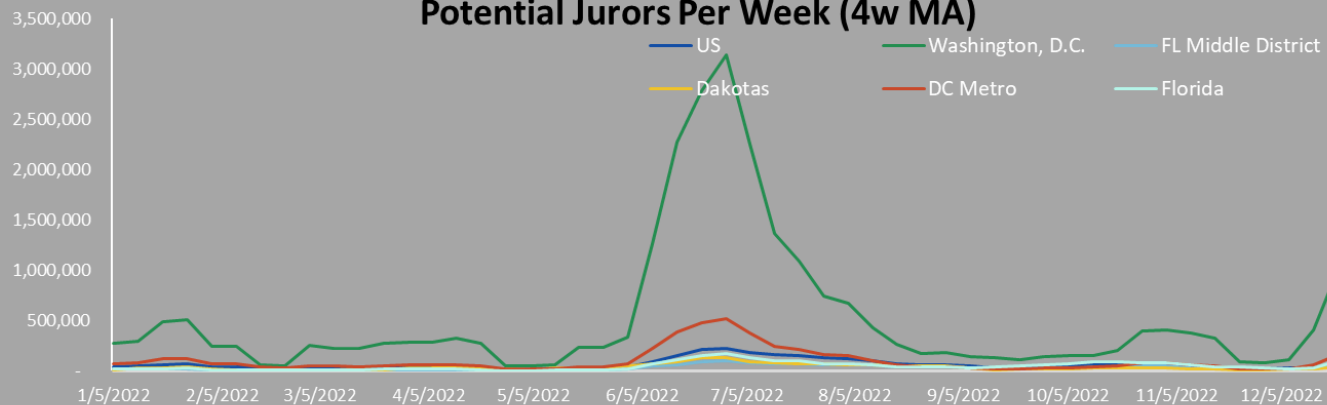
House Select Committee Local Media Influence



2022 Local Media Influence Per Million
Potential Jurors Per Week



2022 Local Media Influence Per Million
Potential Jurors Per Week (4w MA)



January 6 Select Committee

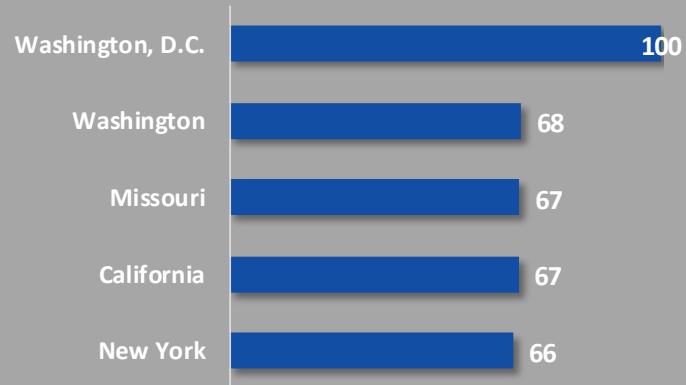
		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	1,022,141	2,721	17,035	38,966	69,772	4,998
	Per Adult	3,919	4,972	4,004	3,851	3,887	3,883
	Reach to Potential Jurors (MM)	745,260	2,111	13,212	29,874	53,501	3,246
	Raw Reach per Potential Juror	3,919	4,972	4,004	3,851	3,887	3,883
	Media Influence (Est exposure)	18,632	53	330	747	1,338	81
	Media Infl Per Potential Juror	98	124	100	96	97	97
2021	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2022	Raw Reach (MM)	1,022,141	2,721	17,035	38,966	69,772	4,998
	Per Adult	3,919	4,972	4,004	3,851	3,887	3,883
	Reach to Potential Jurors (MM)	745,260	2,111	13,212	29,874	53,501	3,246
	Raw Reach per Potential Juror	3,919	4,972	4,004	3,851	3,887	3,883
	Media Influence (Est exposure)	18,632	53	330	747	1,338	81
	Media Infl Per Potential Juror	98	124	100	96	97	97
2023	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	35,883	652	947	706	1,906	131
	Per Adult	138	1,191	223	70	106	102
	Reach to Potential Jurors (MM)	26,163	506	735	541	1,462	85
	Raw Reach per Potential Juror	138	1,191	223	70	106	102
	Media Influence (Est exposure)	654	13	18	14	37	2
	Media Infl Per Potential Juror	3.4	29.8	5.6	1.7	2.7	2.5
2021	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2022	Raw Reach (MM)	35,883	652	947	706	1,906	131
	Per Adult	138	1,191	223	70	106	102
	Reach to Potential Jurors (MM)	26,163	506	735	541	1,462	85
	Raw Reach per Potential Juror	138	1,191	223	70	106	102
	Media Influence (Est exposure)	654	13	18	14	37	2
	Media Infl Per Potential Juror	3.4	29.8	5.6	1.7	2.7	2.5
2023	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-

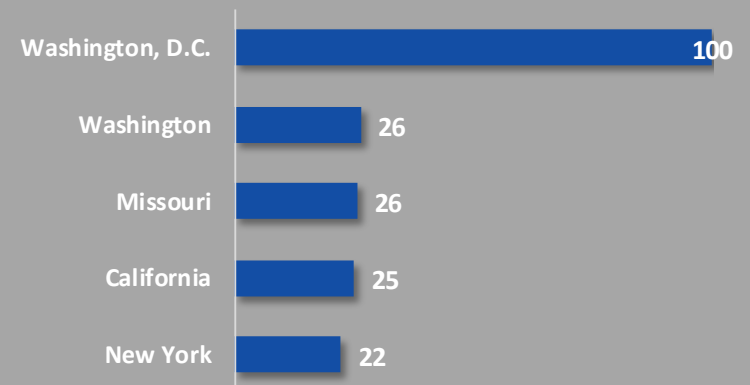
Proud Boys

TOTAL	Proud Boys						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	17,905	63	321	711	1,291	77
	Per Potential Juror	94	149	97	92	94	92
	Index	63	100	65	61	63	62
Local Media Influence	LMI (est) in MM	2,041	28	45	64	142	7
	% Local	11%	44%	14%	9%	11%	9%
	Per Potential Juror	11	66	14	8	10	8
	Index	16	100	21	13	16	13

Total Media Influence



Local Media Influence

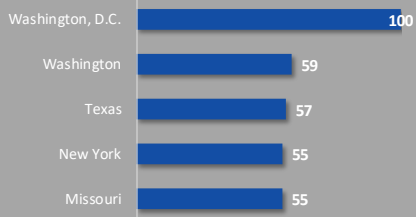


Proud Boys

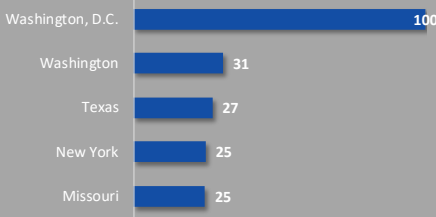
2021	Proud Boys						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	4,721	21	86	179	326	20
	Per Potential Juror	25	49	26	23	24	24
	Index	50	100	53	47	48	48
Local Media Influence	LMI (est) in MM	921	12	20	24	51	3
	% Local	20%	59%	23%	13%	16%	16%
	Per Potential Juror	5	29	6	3	4	4
	Index	17	100	21	11	13	13

2022	Proud Boys						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	8,244	26	147	331	597	36
	Per Potential Juror	43	62	45	43	43	43
	Index	70	100	71	68	70	68
Local Media Influence	LMI (est) in MM	631	9	15	20	46	2
	% Local	8%	36%	10%	6%	8%	6%
	Per Potential Juror	3	22	4	3	3	3
	Index	15	100	20	12	15	11

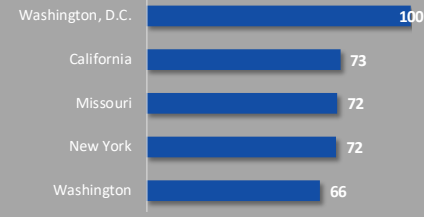
Total Media Influence



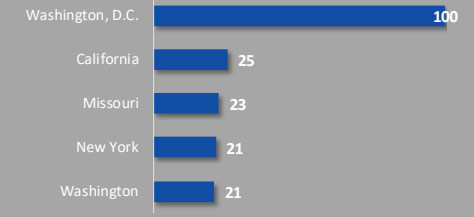
Local Media Influence



Total Media Influence

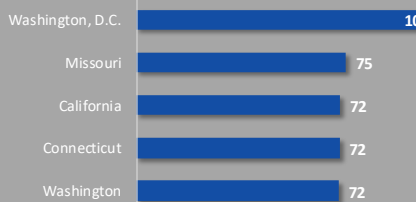


Local Media Influence

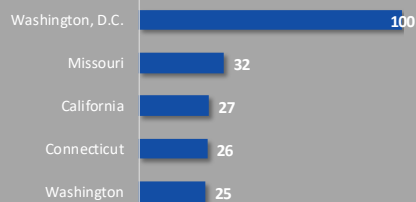


2023	Proud Boys						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	4,940	16	88	201	367	21
	Per Potential Juror	26	37	27	26	27	25
	Index	69	100	71	69	71	68
Local Media Influence	LMI (est) in MM	490	6	10	20	45	2
	% Local	10%	38%	12%	10%	12%	8%
	Per Potential Juror	3	14	3	3	3	2
	Index	18	100	22	18	23	15

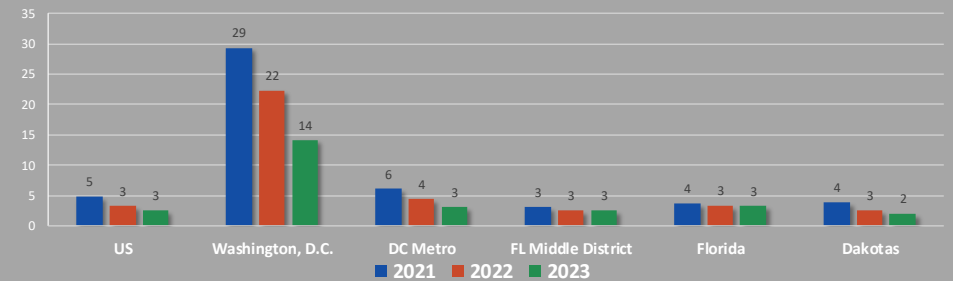
Total Media Influence



Local Media Influence

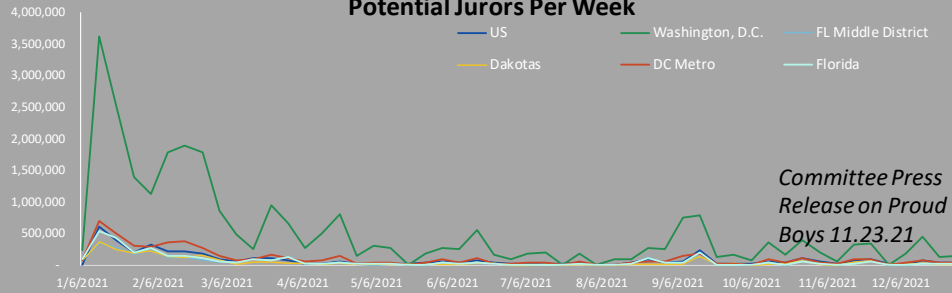


Proud Boys Local Media Influence

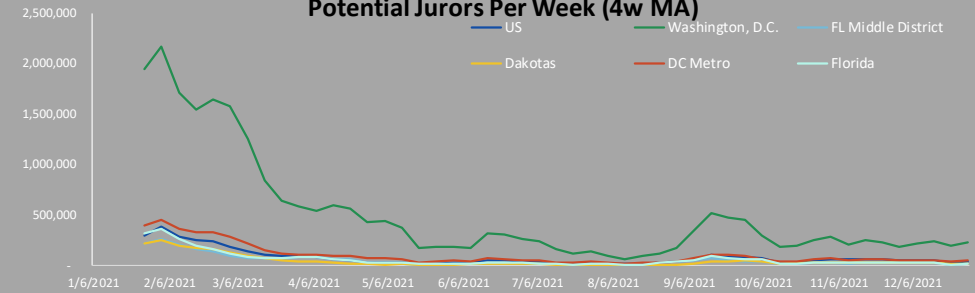


Proud Boys

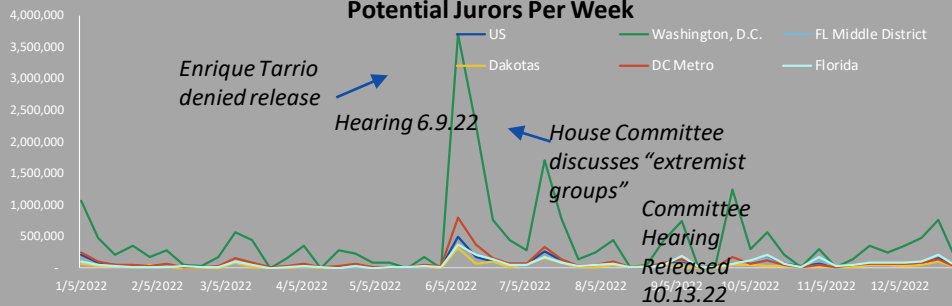
2021 Local Media Influence Per Million Potential Jurors Per Week



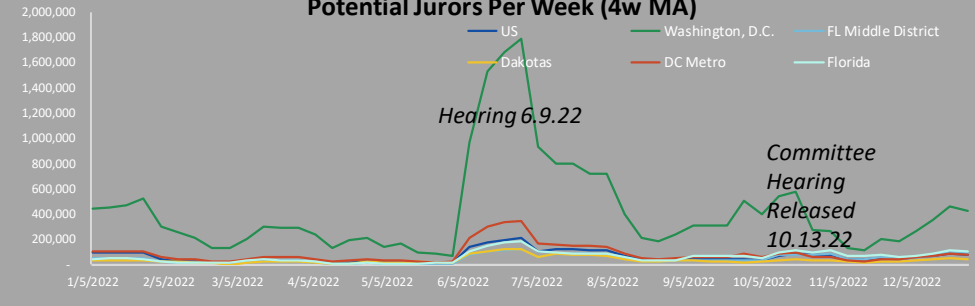
2021 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



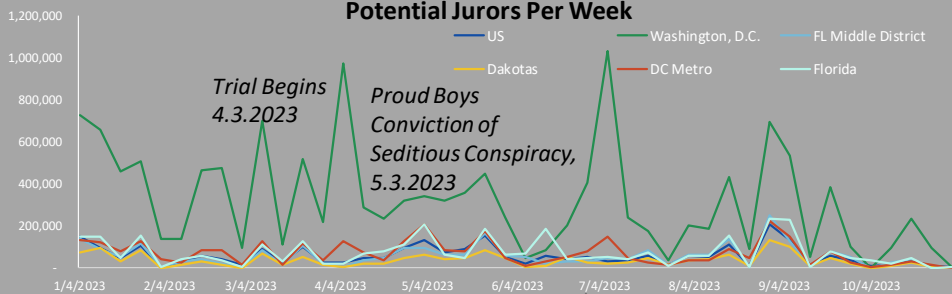
2022 Local Media Influence Per Million Potential Jurors Per Week



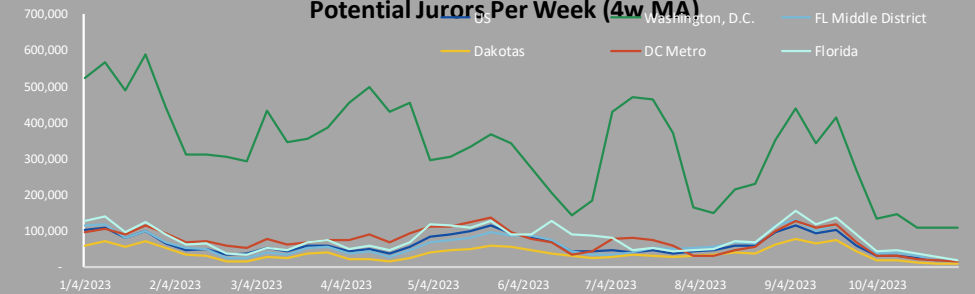
2022 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



Capitol rioter linked to Proud Boys gets 5 years in prison for pepper-spraying police

Proud Boys

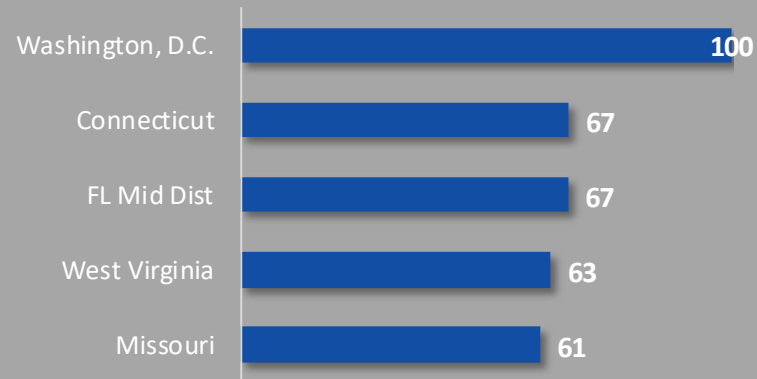
		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	982,451	3,264	16,525	37,100	67,310	4,733
	Per Adult	3,767	5,964	3,884	3,667	3,750	3,677
	Reach to Potential Jurors (MM)	716,322	2,532	12,816	28,443	51,614	3,073
	Raw Reach per Potential Juror	3,767	5,964	3,884	3,667	3,750	3,677
	Media Influence (Est exposure)	17,908	63	320	711	1,290	77
	Media Infl Per Potential Juror	94	149	97	92	94	92
2021	Raw Reach (MM)	259,059	1,079	4,433	9,348	17,024	1,228
	Per Adult	993	1,972	1,042	924	948	954
	Reach to Potential Jurors (MM)	188,884	837	3,438	7,167	13,054	798
	Raw Reach per Potential Juror	993	1,972	1,042	924	948	954
	Media Influence (Est exposure)	4,722	21	86	179	326	20
	Media Infl Per Potential Juror	25	49	26	23	24	24
2022	Raw Reach (MM)	452,354	1,365	7,573	17,246	31,136	2,193
	Per Adult	1,734	2,494	1,780	1,704	1,735	1,704
	Reach to Potential Jurors (MM)	329,819	1,059	5,873	13,222	23,875	1,424
	Raw Reach per Potential Juror	1,734	2,494	1,780	1,704	1,735	1,704
	Media Influence (Est exposure)	8,245	26	147	331	597	36
	Media Infl Per Potential Juror	43	62	44	43	43	43
2023	Raw Reach (MM)	271,038	820	4,519	10,506	19,150	1,311
	Per Adult	1,039	1,498	1,062	1,038	1,067	1,019
	Reach to Potential Jurors (MM)	197,619	636	3,505	8,054	14,685	851
	Raw Reach per Potential Juror	1,039	1,498	1,062	1,038	1,067	1,019
	Media Influence (Est exposure)	4,940	16	88	201	367	21
	Media Infl Per Potential Juror	26	37	27	26	27	25

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	112,012	1,438	2,326	3,333	7,414	437
	Per Adult	429	2,627	547	329	413	340
	Reach to Potential Jurors (MM)	81,670	1,115	1,804	2,555	5,685	284
	Raw Reach per Potential Juror	429	2,627	547	329	413	340
	Media Influence (Est exposure)	2,042	28	45	64	142	7
	Media Infl Per Potential Juror	10.7	65.7	13.7	8.2	10.3	8.5
2021	Raw Reach (MM)	50,519	642	1,032	1,258	2,674	199
	Per Adult	194	1,173	242	124	149	155
	Reach to Potential Jurors (MM)	36,834	498	800	964	2,050	129
	Raw Reach per Potential Juror	194	1,173	242	124	149	155
	Media Influence (Est exposure)	921	12	20	24	51	3
	Media Infl Per Potential Juror	4.8	29.3	6.1	3.1	3.7	3.9
2022	Raw Reach (MM)	34,603	489	758	1,041	2,390	131
	Per Adult	133	893	178	103	133	102
	Reach to Potential Jurors (MM)	25,230	379	588	798	1,833	85
	Raw Reach per Potential Juror	133	893	178	103	133	102
	Media Influence (Est exposure)	631	9	15	20	46	2
	Media Infl Per Potential Juror	3.3	22.3	4.5	2.6	3.3	2.6
2023	Raw Reach (MM)	26,890	308	536	1,034	2,350	106
	Per Adult	103	562	126	102	131	83
	Reach to Potential Jurors (MM)	19,606	239	416	793	1,802	69
	Raw Reach per Potential Juror	103	562	126	102	131	83
	Media Influence (Est exposure)	490	6	10	20	45	2
	Media Infl Per Potential Juror	2.6	14.0	3.1	2.6	3.3	2.1

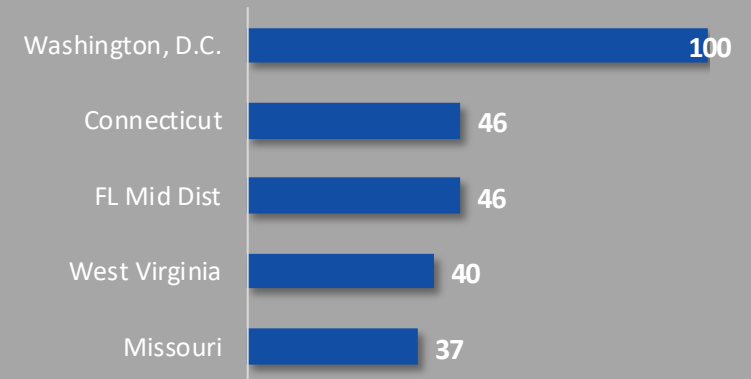
Proud Boys Trial

2023	Proud Boys + Tools + Seditious Conspiracy						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	102.1	0.5	1.8	5.5	8.0	0.4
	Per Potential Juror	0.5	1.1	0.5	0.7	0.6	0.5
	Index	50	100	50	67	54	49
Local Media Influence	LMI (est) in MM	25.0	0.3	0.4	2.4	2.4	0.1
	% Local	24%	62%	25%	43%	30%	22%
	Per Potential Juror	0.1	0.7	0.1	0.3	0.2	0.1
	Index	20	100	20	46	26	18

Total Media Influence

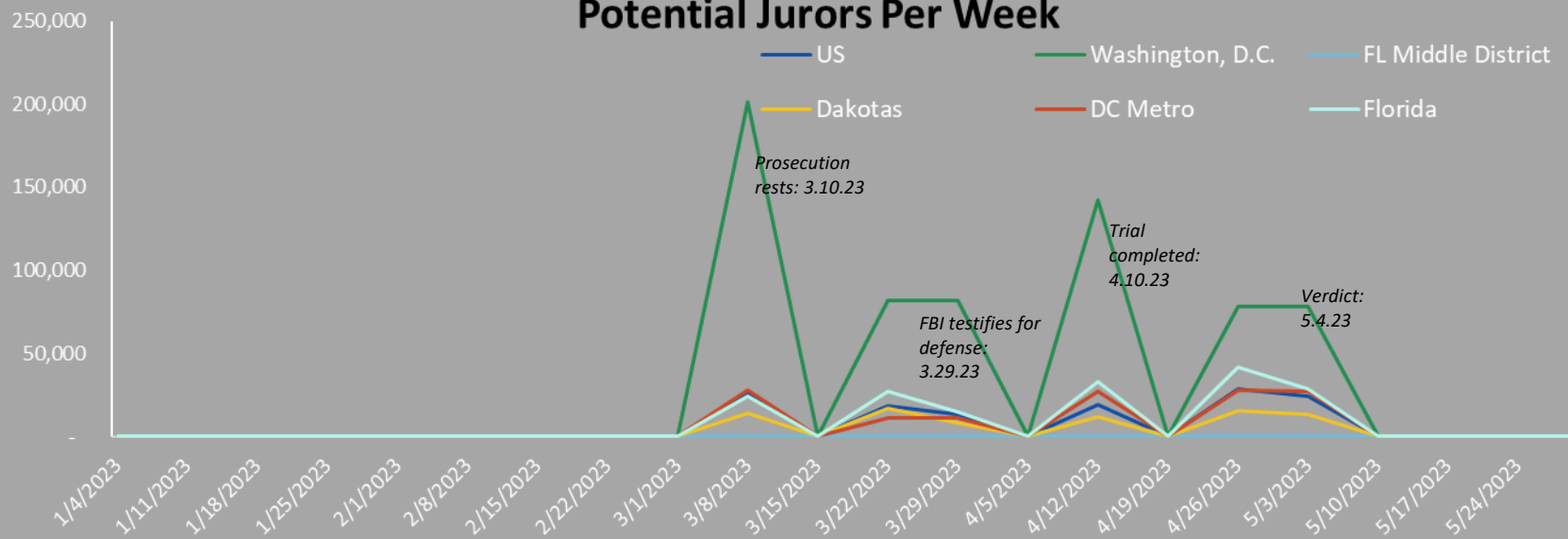


Local Media Influence



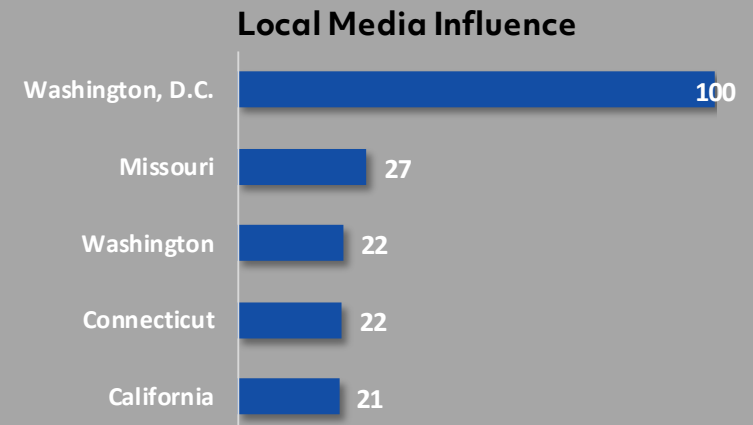
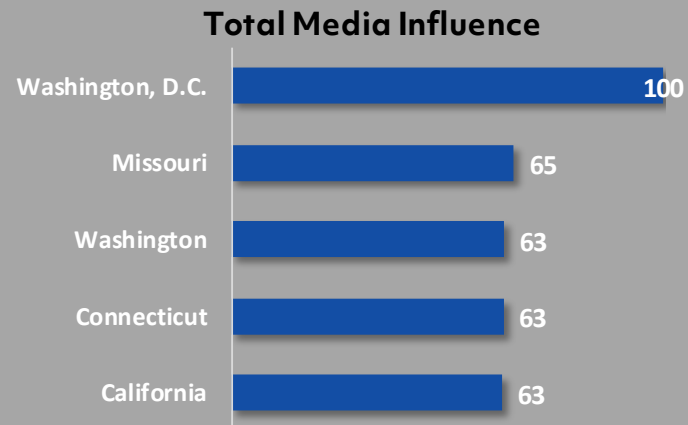
Proud Boys Trial

2023 Local Media Influence Per Million Potential Jurors Per Week



Enrique Tarrío

TOTAL	Enrique Tarrío						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	4,965	18	89	203	372	21
	Per Potential Juror	26	44	27	26	27	26
	Index	60	100	62	60	62	59
Local Media Influence	LMI (est) in MM	615	9	14	25	57	2
	% Local	12%	47%	15%	13%	15%	11%
	Per Potential Juror	3	21	4	3	4	3
	Index	16	100	20	16	20	13

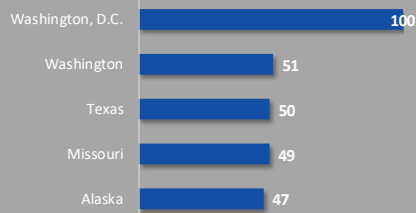


Enrique Tarrío

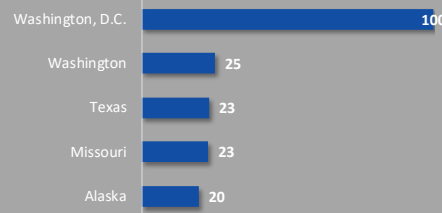
2021	Enrique Tarrío						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	600	3	11	23	44	2
	Per Potential Juror	3	7	3	3	3	3
	Index	43	100	47	41	44	41
Local Media Influence	LMI (est) in MM	127	2	3	4	10	0
	% Local	21%	66%	27%	17%	22%	16%
	Per Potential Juror	1	5	1	1	1	0
	Index	14	100	19	11	15	10

2022	Enrique Tarrío						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	2,249	8	40	92	167	10
	Per Potential Juror	12	18	12	12	12	12
	Index	66	100	67	65	67	65
Local Media Influence	LMI (est) in MM	199	3	4	8	18	1
	% Local	9%	40%	11%	9%	11%	8%
	Per Potential Juror	1	7	1	1	1	1
	Index	14	100	19	14	18	13

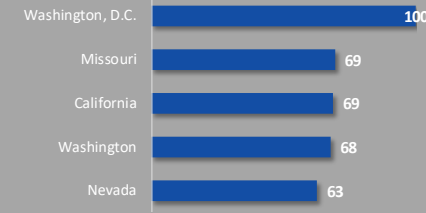
Total Media Influence



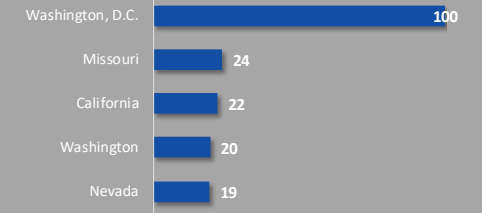
Local Media Influence



Total Media Influence

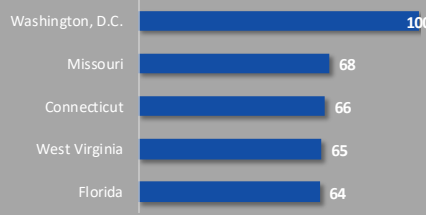


Local Media Influence

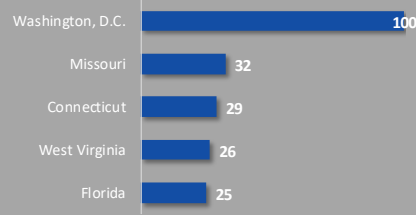


2023	Enrique Tarrío						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	2,116	8	38	88	162	9
	Per Potential Juror	11	18	11	11	12	11
	Index	61	100	63	62	64	60
Local Media Influence	LMI (est) in MM	289	4	6	14	29	1
	% Local	14%	47%	16%	15%	18%	12%
	Per Potential Juror	2	9	2	2	2	1
	Index	18	100	22	20	25	16

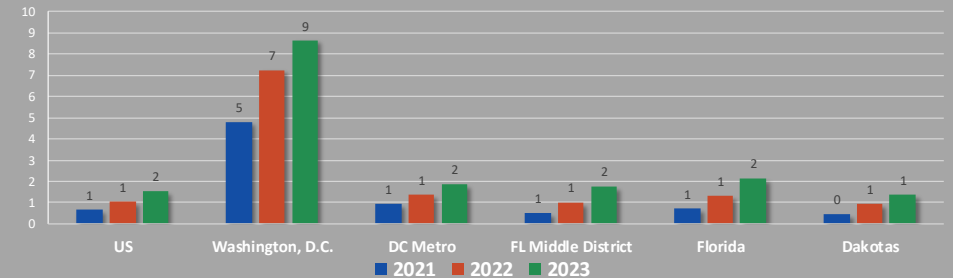
Total Media Influence



Local Media Influence

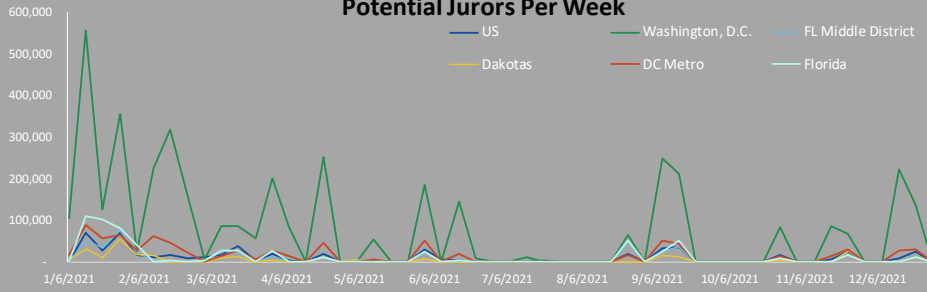


Enrique Tarrío Local Media Influence

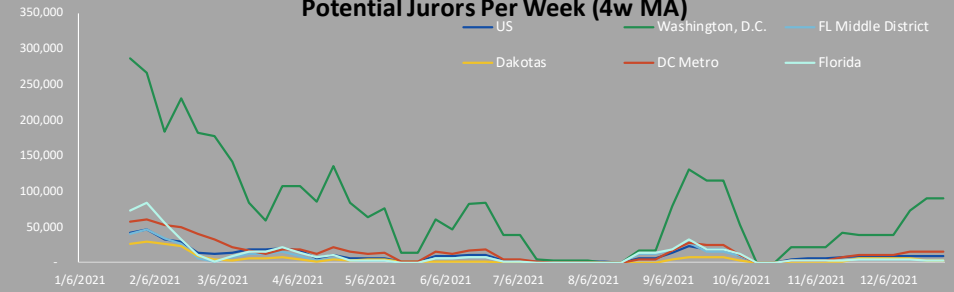


Enrique Tarrío

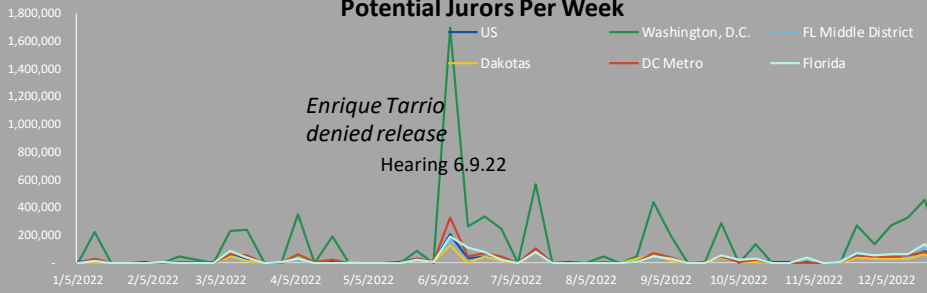
2021 Local Media Influence Per Million Potential Jurors Per Week



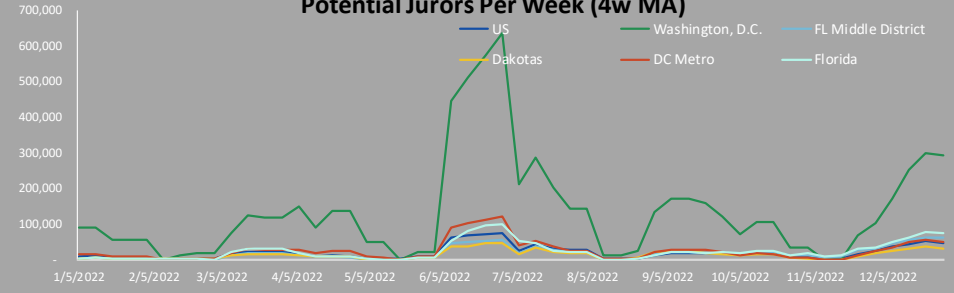
2021 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



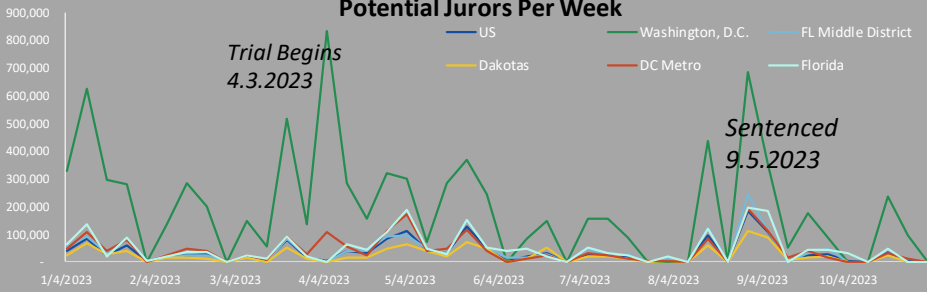
2022 Local Media Influence Per Million Potential Jurors Per Week



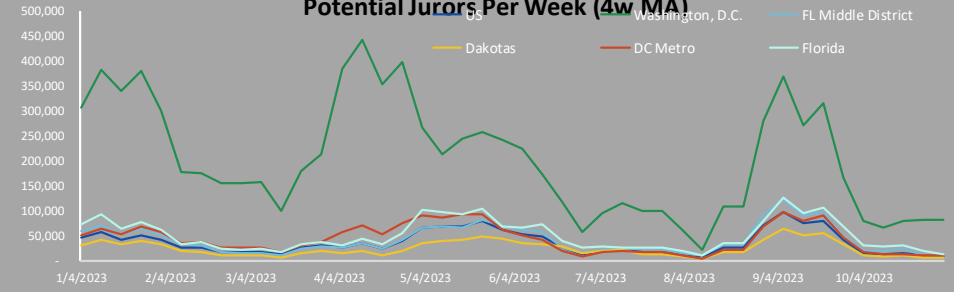
2022 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



Enrique Tarrío

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	272,452	952	4,598	10,586	19,415	1,320
	Per Adult	1,045	1,740	1,081	1,046	1,082	1,025
	Reach to Potential Jurors (MM)	198,650	739	3,566	8,116	14,888	857
	Raw Reach per Potential Juror	1,045	1,740	1,081	1,046	1,082	1,025
	Media Influence (Est exposure)	4,966	18	89	203	372	21
	Media Infl Per Potential Juror	26	43	27	26	27	26
2021	Raw Reach (MM)	32,926	159	582	1,212	2,297	152
	Per Adult	126	291	137	120	128	118
	Reach to Potential Jurors (MM)	24,007	123	451	929	1,761	99
	Raw Reach per Potential Juror	126	291	137	120	128	118
	Media Influence (Est exposure)	600	3	11	23	44	2
	Media Infl Per Potential Juror	3	7	3	3	3	3
2022	Raw Reach (MM)	123,427	394	2,065	4,774	8,686	603
	Per Adult	473	721	485	472	484	469
	Reach to Potential Jurors (MM)	89,993	306	1,602	3,660	6,660	392
	Raw Reach per Potential Juror	473	721	485	472	484	469
	Media Influence (Est exposure)	2,250	8	40	92	167	10
	Media Infl Per Potential Juror	12	18	12	12	12	12
2023	Raw Reach (MM)	116,099	399	1,951	4,599	8,433	565
	Per Adult	445	729	459	455	470	439
	Reach to Potential Jurors (MM)	84,650	309	1,513	3,526	6,466	367
	Raw Reach per Potential Juror	445	729	459	455	470	439
	Media Influence (Est exposure)	2,116	8	38	88	162	9
	Media Infl Per Potential Juror	11	18	11	11	12	11

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	33,725	451	704	1,325	2,988	142
	Per Adult	129	825	165	131	166	110
	Reach to Potential Jurors (MM)	24,589	350	546	1,016	2,291	92
	Raw Reach per Potential Juror	129	825	165	131	166	110
	Media Influence (Est exposure)	615	9	14	25	57	2
	Media Infl Per Potential Juror	3.2	20.6	4.1	3.3	4.2	2.8
2021	Raw Reach (MM)	6,954	105	158	204	510	24
	Per Adult	27	191	37	20	28	19
	Reach to Potential Jurors (MM)	5,070	81	123	157	391	15
	Raw Reach per Potential Juror	27	191	37	20	28	19
	Media Influence (Est exposure)	127	2	3	4	10	0
	Media Infl Per Potential Juror	0.7	4.8	0.9	0.5	0.7	0.5
2022	Raw Reach (MM)	10,920	158	230	410	944	48
	Per Adult	42	289	54	41	53	37
	Reach to Potential Jurors (MM)	7,962	123	178	314	724	31
	Raw Reach per Potential Juror	42	289	54	41	53	37
	Media Influence (Est exposure)	199	3	4	8	18	1
	Media Infl Per Potential Juror	1.0	7.2	1.4	1.0	1.3	0.9
2023	Raw Reach (MM)	15,851	188	316	710	1,534	70
	Per Adult	61	344	74	70	85	54
	Reach to Potential Jurors (MM)	11,557	146	245	545	1,177	45
	Raw Reach per Potential Juror	61	344	74	70	85	54
	Media Influence (Est exposure)	289	4	6	14	29	1
	Media Infl Per Potential Juror	1.5	8.6	1.9	1.8	2.1	1.4

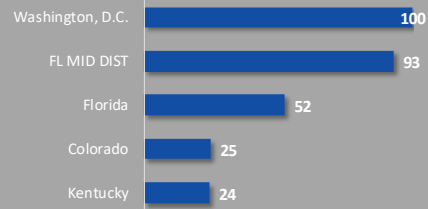
Hurricane Idalia

2023	Hurricane Idalia						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	6,436.3	23.4	113.9	413.0	591.6	28.4
	Per Potential Juror	33.8	55.1	34.5	53.2	43.0	34.0
	Index	61	100	63	97	78	62
Local Media Influence	LMI (est) in MM	788.2	10.8	15.8	182.4	182.7	3.6
	% Local	12%	46%	14%	44%	31%	13%
	Per Potential Juror	4.1	25.4	4.8	23.5	13.3	4.3
	Index	16	100	19	93	52	17

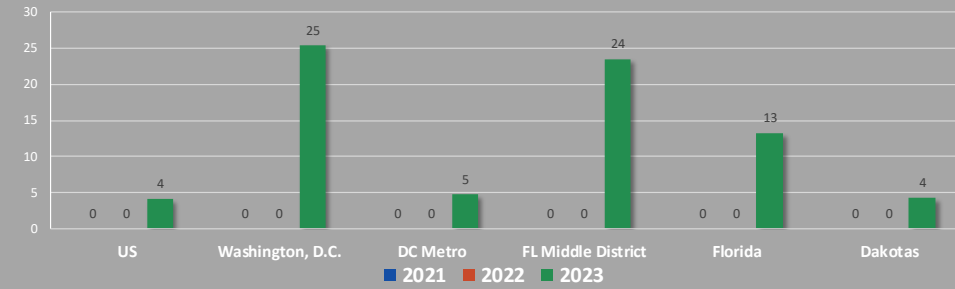
Total Media Influence



Local Media Influence

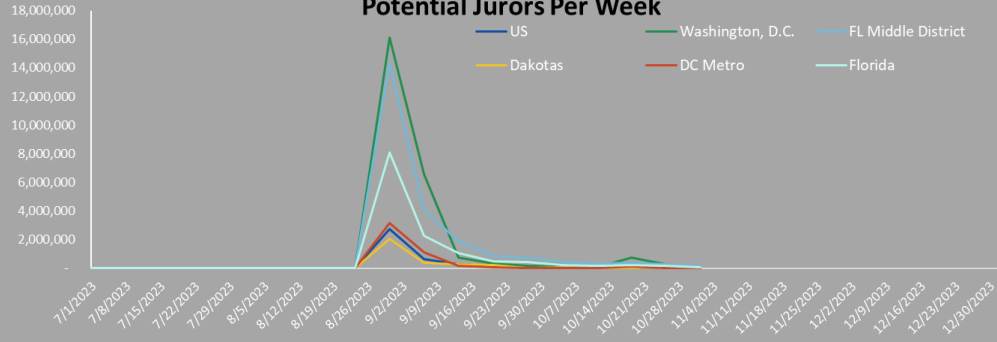


Hurricane Idalia Local Media Influence

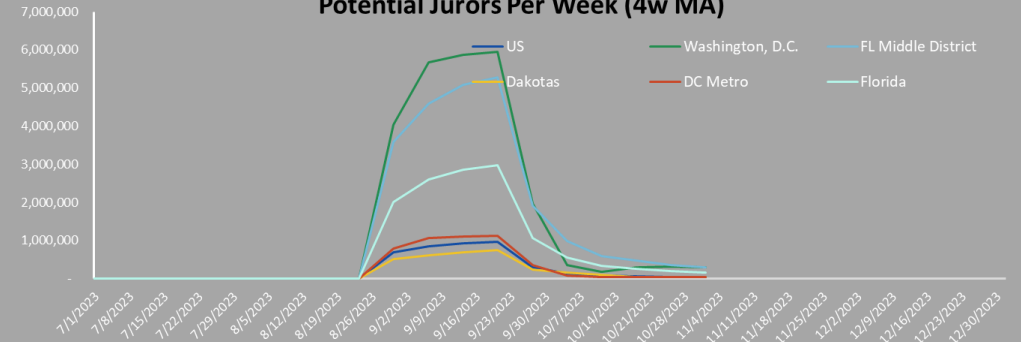


Hurricane Idalia

2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



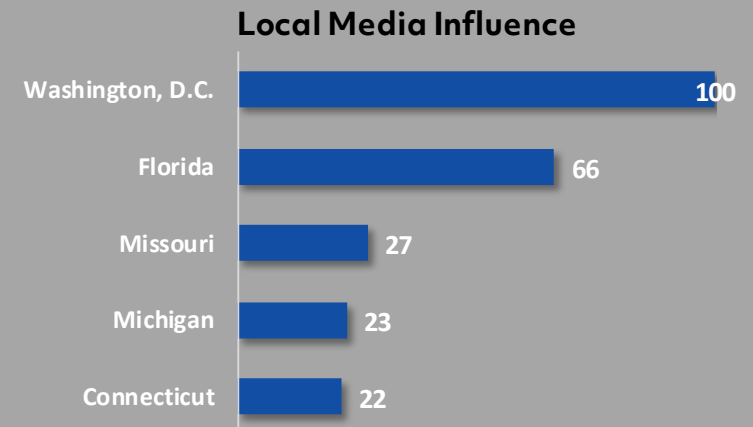
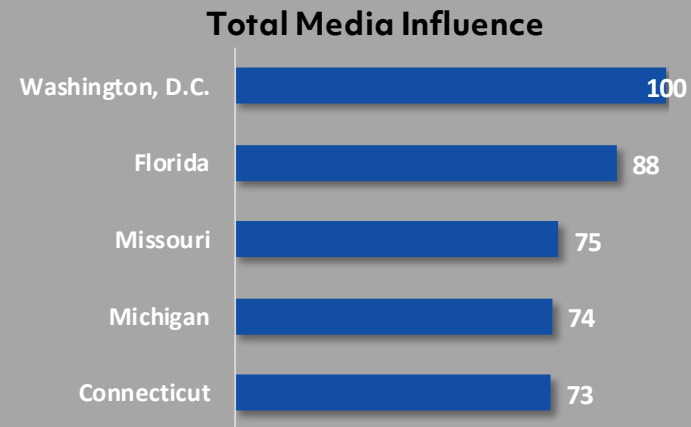
Hurricane Idalia

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	353,156	1,205	5,869	21,537	30,852	1,751
	Per Adult	1,354	2,202	1,379	2,128	1,719	1,360
	Reach to Potential Jurors (MM)	257,492	935	4,552	16,512	23,658	1,137
	Raw Reach per Potential Juror	1,354	2,202	1,379	2,128	1,719	1,360
	Media Influence (Est exposure)	6,437	23	114	413	591	28
	Media Infl Per Potential Juror	34	55	34	53	43	34
2021	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2022	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2023	Raw Reach (MM)	353,156	1,205	5,869	21,537	30,852	1,751
	Per Adult	1,354	2,202	1,379	2,128	1,719	1,360
	Reach to Potential Jurors (MM)	257,492	935	4,552	16,512	23,658	1,137
	Raw Reach per Potential Juror	1,354	2,202	1,379	2,128	1,719	1,360
	Media Influence (Est exposure)	6,437	23	114	413	591	28
	Media Infl Per Potential Juror	34	55	34	53	43	34

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	43,248	555	814	9,515	9,527	221
	Per Adult	166	1,014	191	940	531	172
	Reach to Potential Jurors (MM)	31,533	430	631	7,295	7,305	144
	Raw Reach per Potential Juror	166	1,014	191	940	531	172
	Media Influence (Est exposure)	788	11	16	182	183	4
	Media Infl Per Potential Juror	4.1	25.3	4.8	23.5	13.3	4.3
2021	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2022	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2023	Raw Reach (MM)	43,248	555	814	9,515	9,527	221
	Per Adult	166	1,014	191	940	531	172
	Reach to Potential Jurors (MM)	31,533	430	631	7,295	7,305	144
	Raw Reach per Potential Juror	166	1,014	191	940	531	172
	Media Influence (Est exposure)	788	11	16	182	183	4
	Media Infl Per Potential Juror	4.1	25.3	4.8	23.5	13.3	4.3

Hurricane Ian

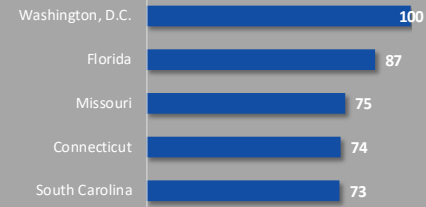
TOTAL	Hurricane Ian						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	43,439	135	755	2,214	3,862	192
	Per Potential Juror	228	317	229	285	281	230
	Index	72	100	72	90	88	72
Local Media Influence	LMI (est) in MM	3,781	46	66	595	991	18
	% Local	9%	34%	9%	27%	26%	9%
	Per Potential Juror	20	109	20	77	72	21
	Index	18	100	18	71	66	19



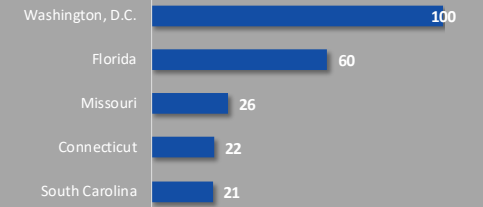
Hurricane Ian

2022	Hurricane Ian						
	State	US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Total Media Influence	TMI (est) in MM	36,435	113	635	1,818	3,167	161
	Per Potential Juror	192	266	192	234	230	193
	Index	72	100	72	88	87	73
Local Media Influence	LMI (est) in MM	2,976	38	54	452	744	14
	% Local	8%	34%	9%	25%	24%	9%
	Per Potential Juror	16	90	16	58	54	17
	Index	17	100	18	65	60	19

Total Media Influence

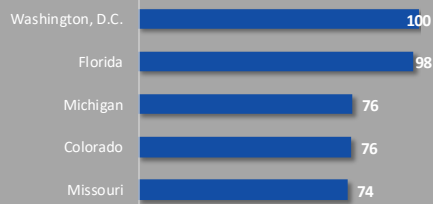


Local Media Influence

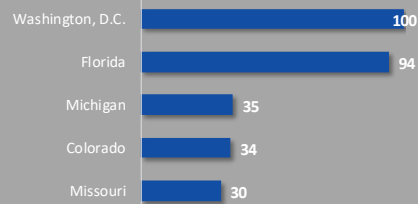


2023	Hurricane Ian						
	State	US	Washington, D.C.	DC Metro	FL	Florida	Dakotas
Total Media Influence	TMI (est) in MM	7,004	22	120	396	696	31
	Per Potential Juror	37	52	36	51	51	37
	Index	71	100	70	99	98	71
Local Media Influence	LMI (est) in MM	805	8	12	143	247	4
	% Local	11%	37%	10%	36%	35%	12%
	Per Potential Juror	4	19	4	18	18	4
	Index	22	100	19	97	94	23

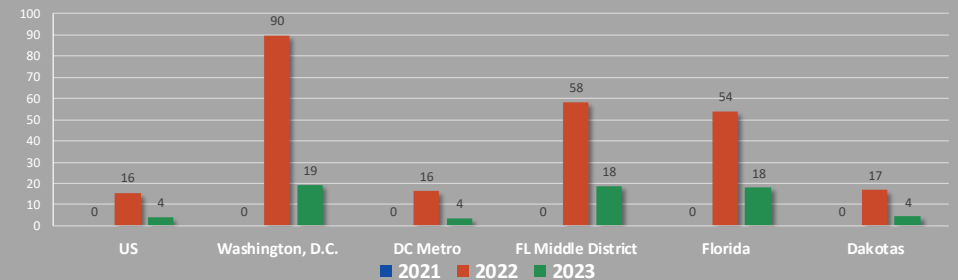
Total Media Influence



Local Media Influence

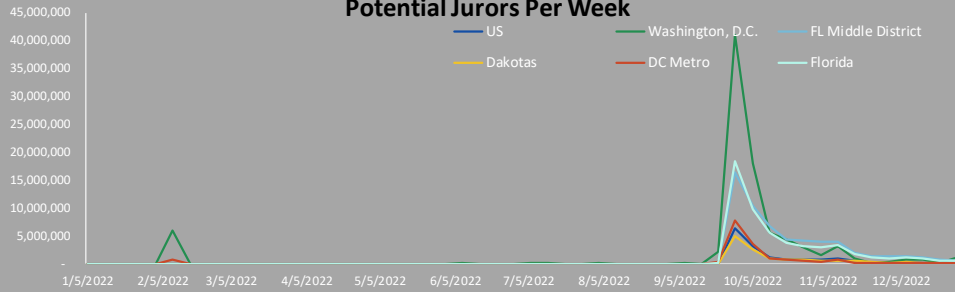


Hurricane Ian Local Media Influence

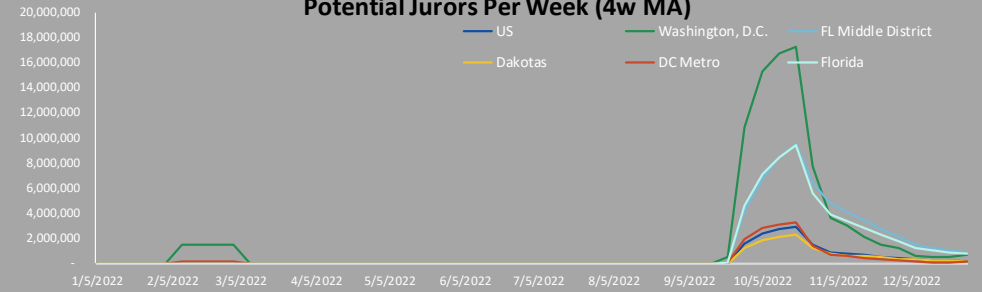


Hurricane Ian

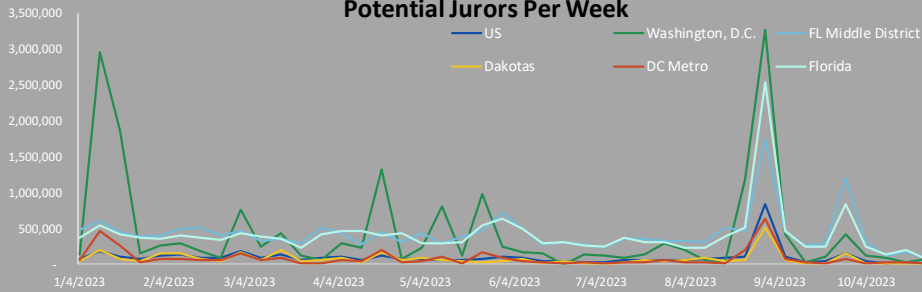
2022 Local Media Influence Per Million Potential Jurors Per Week



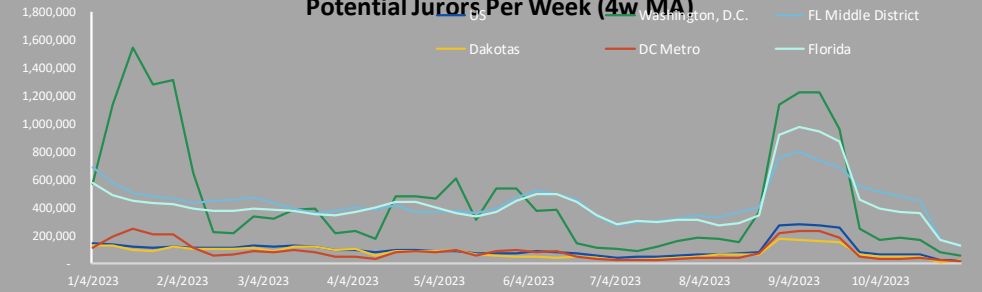
2022 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



2023 Local Media Influence Per Million Potential Jurors Per Week



2023 Local Media Influence Per Million Potential Jurors Per Week (4w MA)



Hurricane Ian

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Total	Raw Reach (MM)	2,383,489	6,943	38,901	115,460	201,420	11,825
	Per Adult	9,138	12,685	9,143	11,411	11,222	9,187
	Reach to Potential Jurors (MM)	1,737,841	5,385	30,171	88,520	154,450	7,679
	Raw Reach per Potential Juror	9,138	12,685	9,143	11,411	11,222	9,187
	Media Influence (Est exposure)	43,446	135	754	2,213	3,861	192
	Media Infl Per Potential Juror	228	317	229	285	281	230
2021	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2022	Raw Reach (MM)	1,999,167	5,812	32,739	94,786	165,142	9,924
	Per Adult	7,664	10,619	7,695	9,368	9,201	7,710
	Reach to Potential Jurors (MM)	1,457,626	4,508	25,392	72,670	126,632	6,444
	Raw Reach per Potential Juror	7,664	10,619	7,695	9,368	9,201	7,710
	Media Influence (Est exposure)	36,441	113	635	1,817	3,166	161
	Media Infl Per Potential Juror	192	265	192	234	230	193
2023	Raw Reach (MM)	384,321	1,131	6,162	20,673	36,278	1,902
	Per Adult	1,473	2,066	1,448	2,043	2,021	1,477
	Reach to Potential Jurors (MM)	280,215	877	4,779	15,850	27,818	1,235
	Raw Reach per Potential Juror	1,473	2,066	1,448	2,043	2,021	1,477
	Media Influence (Est exposure)	7,005	22	119	396	695	31
	Media Infl Per Potential Juror	37	52	36	51	51	37

		Reach and Influence Calculations					
		US	Washington, D.C.	DC Metro	FL Middle District	Florida	Dakotas
Populations	Potential Jurors	190,180,412	424,496	3,299,950	7,757,611	13,762,966	835,834
	Citizens	230,437,400	470,800	3,659,908	8,740,030	15,505,900	1,186,400
	Adults	260,836,730	547,328	4,254,822	10,118,554	17,948,469	1,287,145
Local	Raw Reach (MM)	207,488	2,377	3,405	31,047	51,687	1,087
	Per Adult	795	4,342	800	3,068	2,880	845
	Reach to Potential Jurors (MM)	151,283	1,843	2,641	23,803	39,634	706
	Raw Reach per Potential Juror	795	4,342	800	3,068	2,880	845
	Media Influence (Est exposure)	3,782	46	66	595	991	18
	Media Infl Per Potential Juror	19.9	108.6	20.0	76.7	72.0	21.1
2021	Raw Reach (MM)	-	-	-	-	-	-
	Per Adult	-	-	-	-	-	-
	Reach to Potential Jurors (MM)	-	-	-	-	-	-
	Raw Reach per Potential Juror	-	-	-	-	-	-
	Media Influence (Est exposure)	-	-	-	-	-	-
	Media Infl Per Potential Juror	-	-	-	-	-	-
2022	Raw Reach (MM)	163,299	1,960	2,792	23,568	38,814	864
	Per Adult	626	3,581	656	2,329	2,163	671
	Reach to Potential Jurors (MM)	119,064	1,520	2,165	18,069	29,763	561
	Raw Reach per Potential Juror	626	3,581	656	2,329	2,163	671
	Media Influence (Est exposure)	2,977	38	54	452	744	14
	Media Infl Per Potential Juror	15.7	89.5	16.4	58.2	54.1	16.8
2023	Raw Reach (MM)	44,189	417	613	7,478	12,873	223
	Per Adult	169	762	144	739	717	173
	Reach to Potential Jurors (MM)	32,219	323	476	5,734	9,871	145
	Raw Reach per Potential Juror	169	762	144	739	717	173
	Media Influence (Est exposure)	805	8	12	143	247	4
	Media Infl Per Potential Juror	4.2	19.0	3.6	18.5	17.9	4.3