**Boston**

**MARKET AT A GLANCE**

Comscore directly measures more than 1-in-2 of the 2,272,361 TV households in the Boston Comscore Market – the 5th largest market in the country. We also report on Boston’s more than 5.2 million unique desktop visitors to sites across the internet every month.

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**TV AUDIENCE INSIGHTS**

Comscore reports highly precise, stable and representative TV viewing information from all 210 markets. Pairing our massive scale measurement with data from best-in-class partners, we go beyond age/gender to find and reach high-value audiences based on behaviors, interests and lifestyles.

**AVERAGE AUDIENCE BY SEGMENT**

**FEBRUARY 2021**

<table>
<thead>
<tr>
<th>INCOME</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0–$74k</td>
<td>305,084</td>
</tr>
<tr>
<td>$75–$99k+</td>
<td>87,165</td>
</tr>
<tr>
<td>+$100k</td>
<td>302,230</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOUSEHOLDS W/ AGE RANGE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A25–54:</td>
<td>441,268</td>
</tr>
<tr>
<td>Men 35–64:</td>
<td>316,187</td>
</tr>
<tr>
<td>Women 18–34:</td>
<td>176,006</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTEND TO PURCHASE A CAR</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New:</td>
<td>46,578</td>
</tr>
<tr>
<td>Used:</td>
<td>160,776</td>
</tr>
</tbody>
</table>

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**DIGITAL AUDIENCE INSIGHTS**

Comscore local digital measurement provides insight into desktop digital audiences for all content types using local market definitions that are aligned with definitions in our Comscore TV audience insights.

**TOP LOCAL NEWS SOURCES**

**DOMAINS RANKED BY TOTAL DESKTOP UNIQUE VISITORS**

**FEBRUARY 2021**

1. Boston.com
2. Bostonglobe.com
3. WCVB.com
4. Masslive.com
5. Patch.com

**LOCAL REACH BY CATEGORY**

**UNIQUE VISITORS PER MONTH • DESKTOP**

- **Automotive:** 1.1M
- **Financial Services:** 2.6M
- **Food/Supermarket/Grocery:** 0.7M
- **Health:** 2.2M
- **Home Furnishings:** 1.0M

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Source: Comscore TV, U.S. and Comscore Media Metrix® Desktop, Comscore Markets, U.S.
LOCAL FOCUS

Comscore can help you identify areas of your local market to reach your key consumers so you can make the biggest impact with your ad dollars.

WHY COMSCORE?

Today’s media landscape is complex. We give you the local insights you need to advertise with precision.

• **Make smarter ad buys** using the most accurate and granular data on TV and digital audiences in your market

• **Confidently reach your target high value customers** on the channels, programming and times of day they are watching

• **Evaluate your success across platforms** to ensure you are making the most of your ad dollars

• **Comscore data** flows through TPPs

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.

To help you better understand the local advertising landscape across platforms, we created market snapshots of 27 key markets to provide you with a sample of the TV and digital audience insights our clients have access to. Click [here](#) to access additional snapshots.