USA+4 DMAs – P18+ who use a Pre-Paid Smartphone from BOOST MOBILE!

Complete Demographic & Media Use Profiles



boost mobile

boost mobile USA

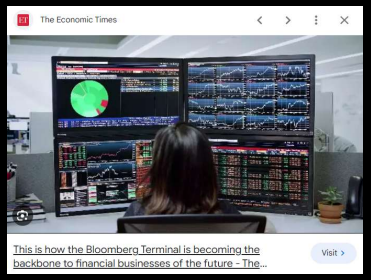
boost mobile CHI

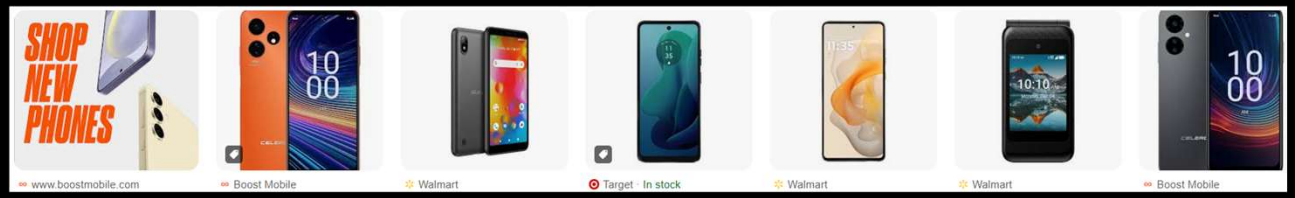
boost mobile WDC

boost mobile SEA

boost mobile PHX

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE as of March 31, 2025.**





P18+

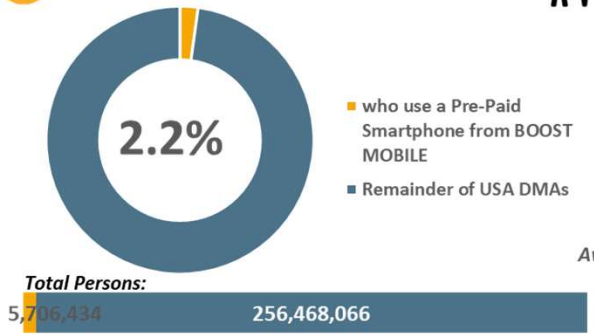
ECHOSTAR AT&T BlackRock Vanguard

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

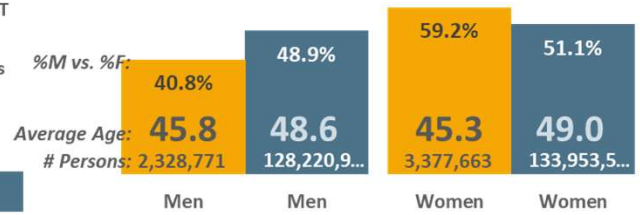
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 45.5 years old (6.7% younger than average) and have a $52,275 (44.2% lower than average) annual household income.

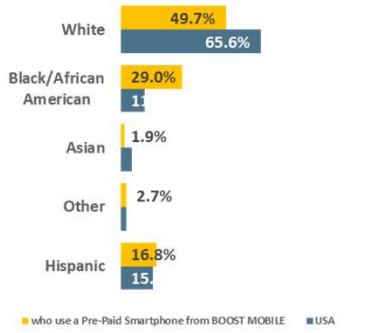
Percent of Market: Adults 18 or older



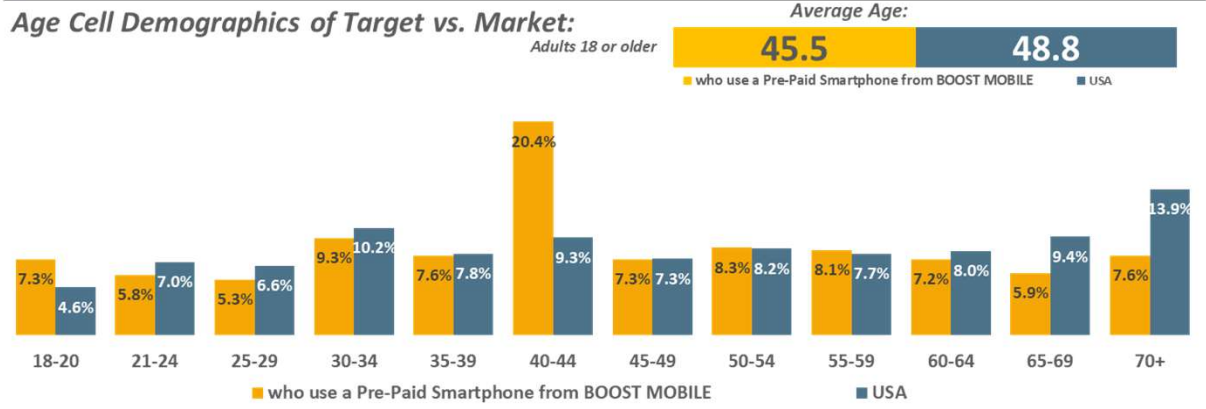
Gender of Target vs. Market: Adults 18 or older



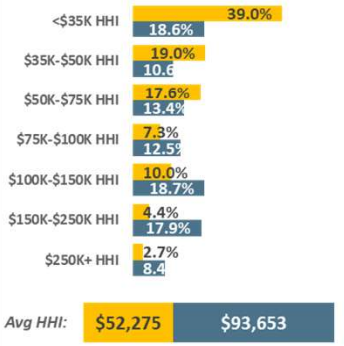
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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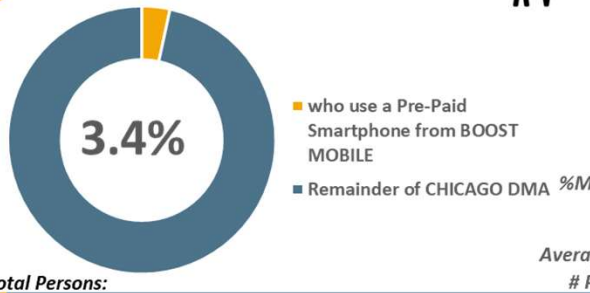
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

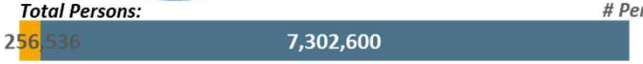
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.4% or 256,536 of CHICAGO DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 45.6 years old (5.8% younger than average) and have a $56,786 (46.5% lower than average) annual household income.

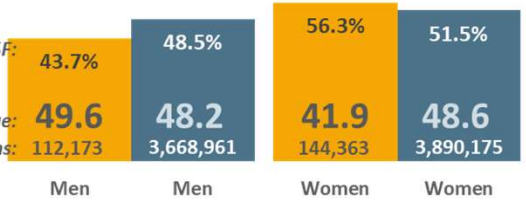
Percent of Market: Adults 18 or older



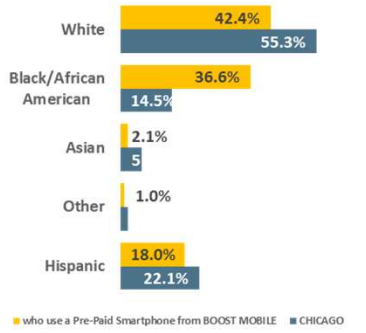
Total Persons:



Gender of Target vs. Market: Adults 18 or older

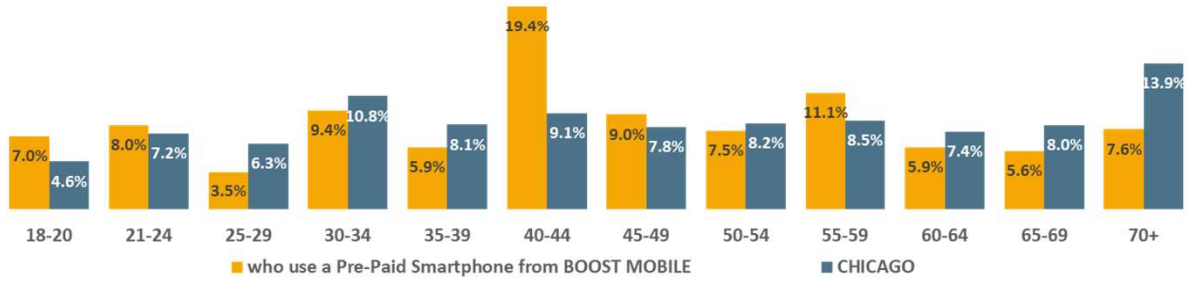


Ethnicity of Target vs. Market:

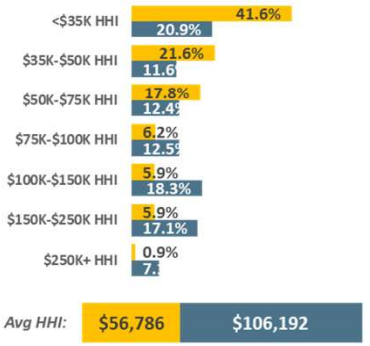


Age Cell Demographics of Target vs. Market:

Adults 18 or older — Average Age: 45.6 (who use a Pre-Paid Smartphone from BOOST MOBILE) / 48.4 (CHICAGO)



HHI of Target vs. Market:



Avg HHI: $56,786 / $106,192

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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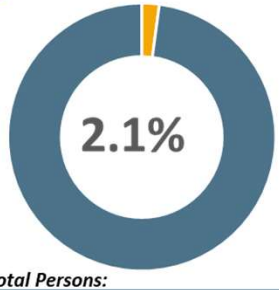
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.1% or 119,772 of WASHINGTON, DC DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 49.3 years old (3.4% older than average) and have a $62,642 (53.7% lower than average) annual household income.

Percent of Market: Adults 18 or older

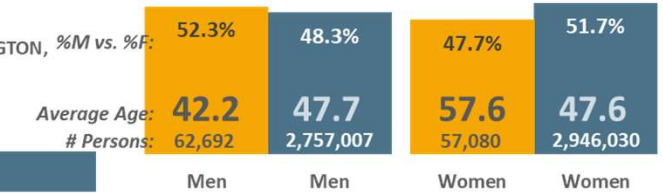


- who use a Pre-Paid Smartphone from BOOST MOBILE
- Remainder of WASHINGTON, DC DMA

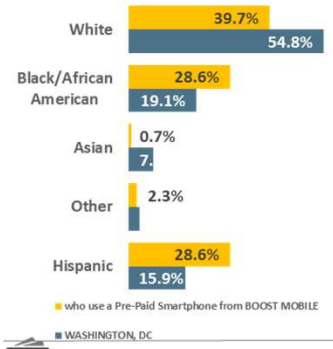
Total Persons:



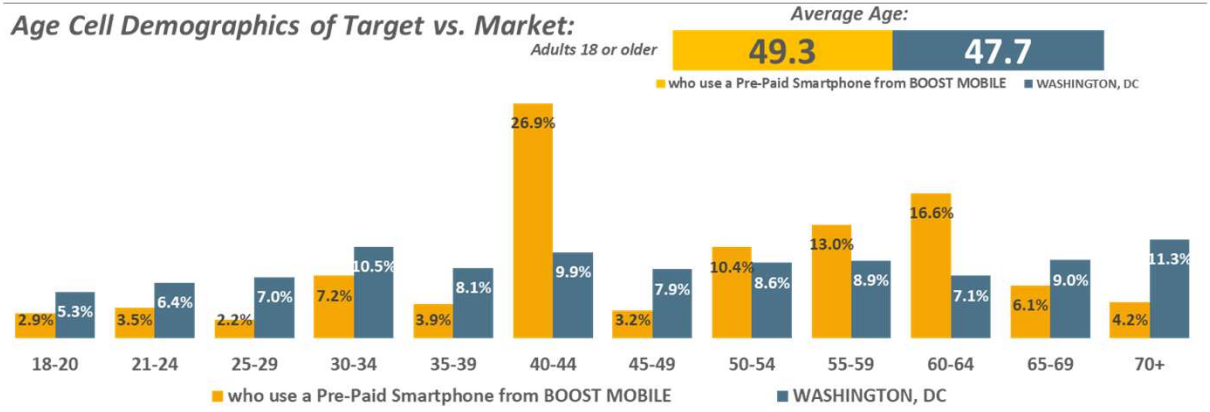
Gender of Target vs. Market: Adults 18 or older



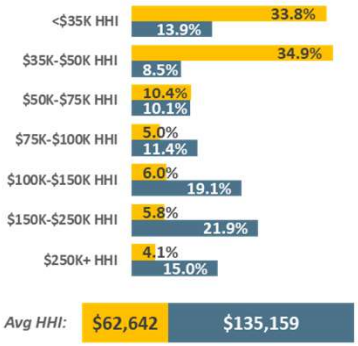
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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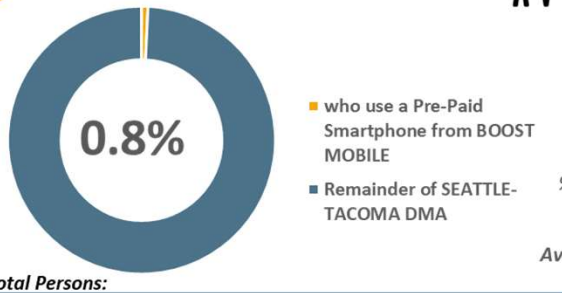
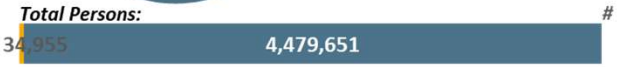
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

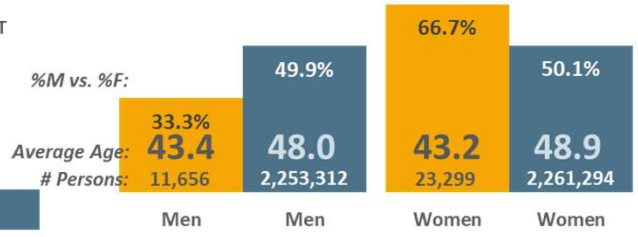
.8% or 34,955 of SEATTLE-TACOMA DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 43.3 years old (10.6% younger than average) and have a $75,443 (39.% lower than average) annual household income.

Percent of Market: Adults 18 or older

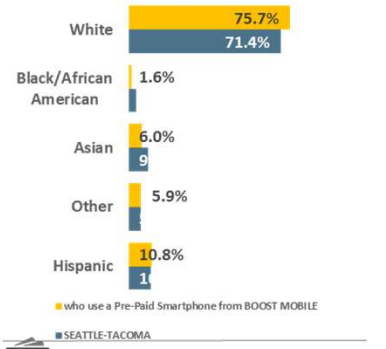




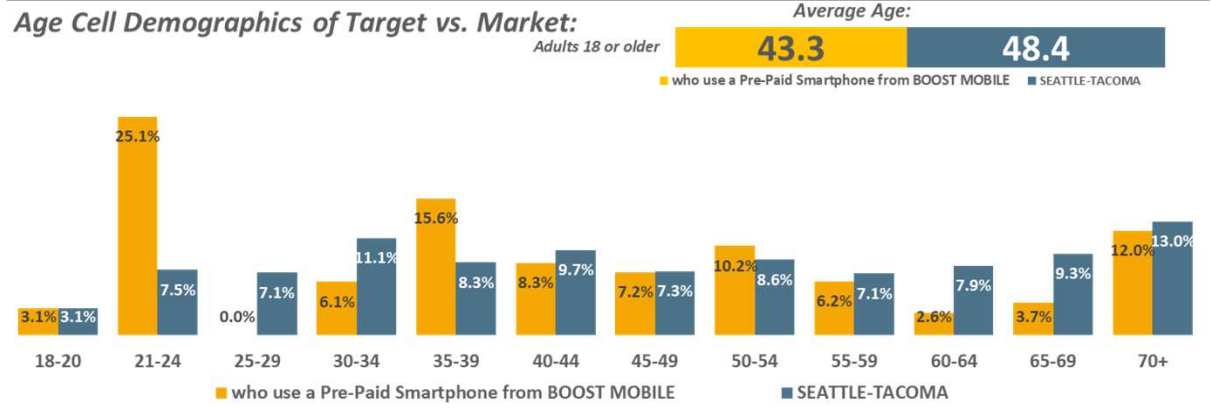
Gender of Target vs. Market: Adults 18 or older



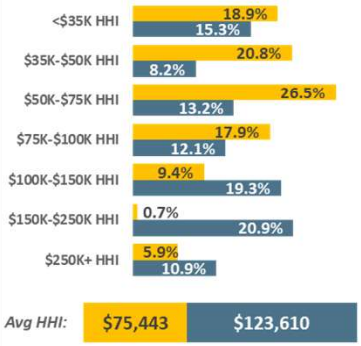
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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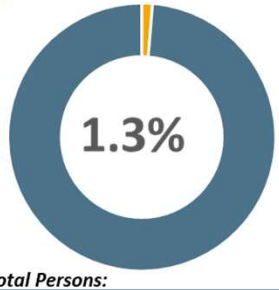
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.3% or 60,902 of PHOENIX DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 46.3 years old (5.6% younger than average) and have a $125,644 (23.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

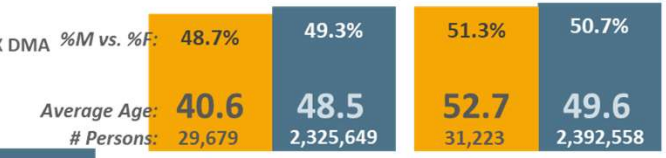


- who use a Pre-Paid Smartphone from BOOST MOBILE
- Remainder of PHOENIX DMA

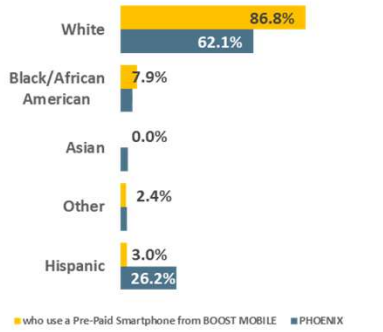
Total Persons:

60,902 | 4,657,305

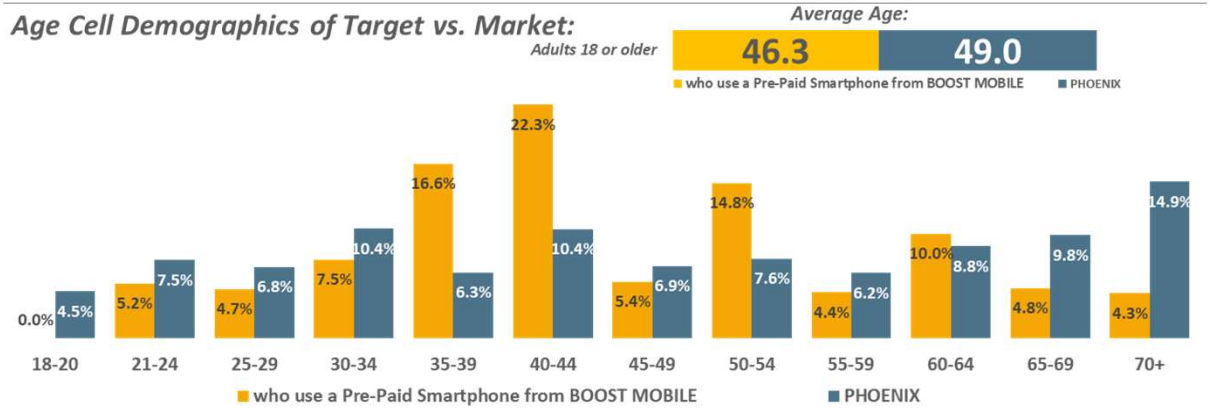
Gender of Target vs. Market: Adults 18 or older



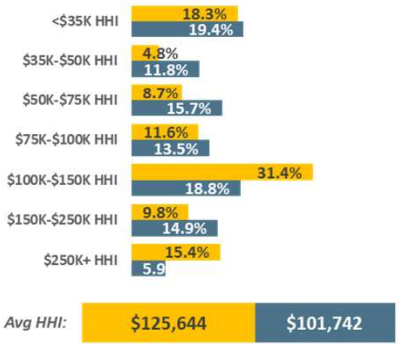
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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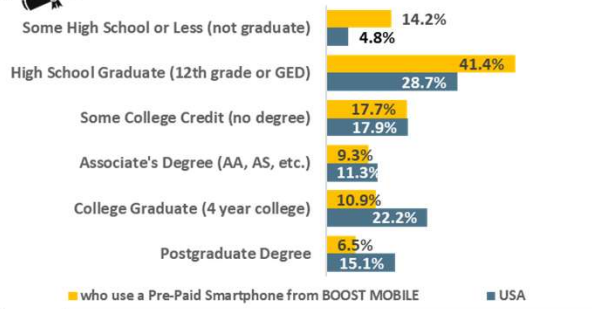
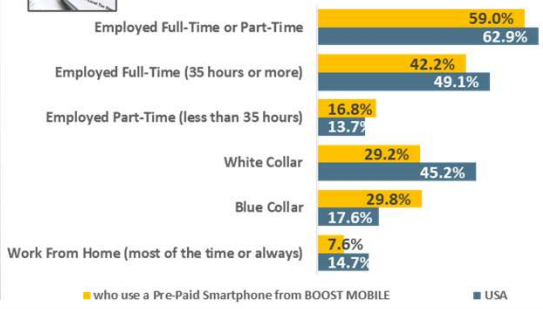
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 53.4% less likely to be a college graduate, 14.1% less likely to work full-time, 41.5% less likely to be married, 39.2% more likely to be a parent of 1 or more children under 18.

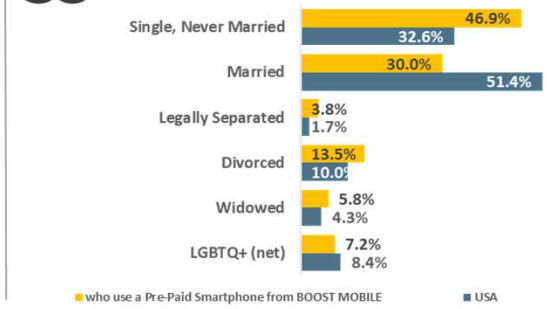
Education Levels: Adults 18 or older



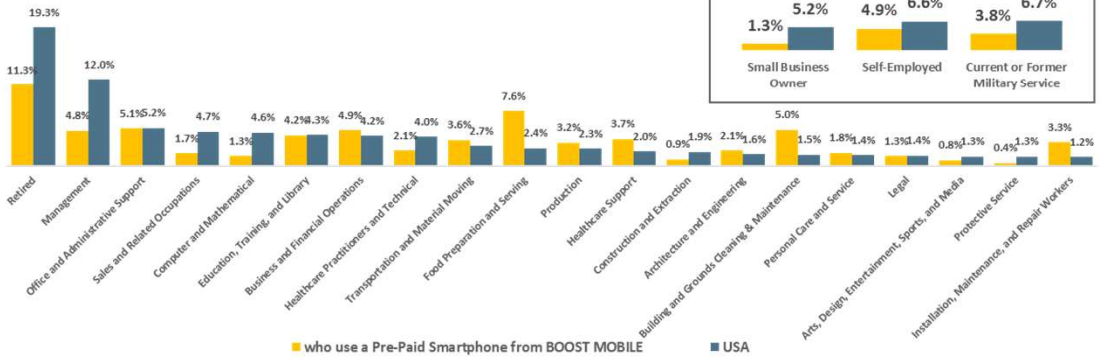
Employment: Adults 18 or older



Marital Status: Adults 18 or older

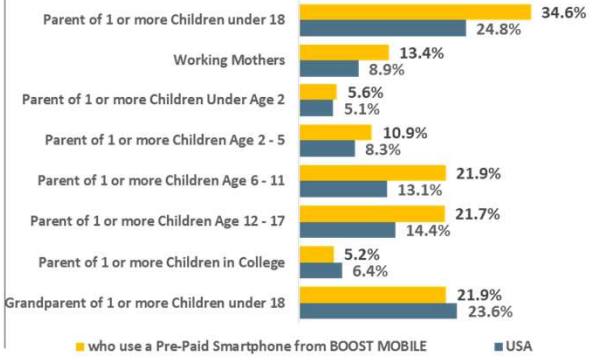


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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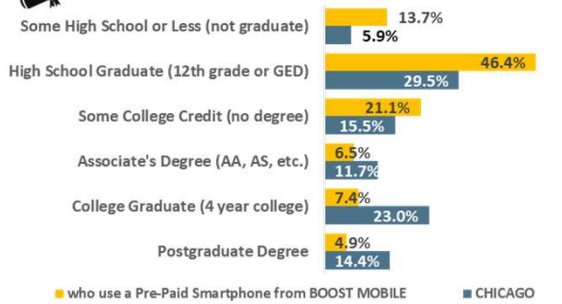
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

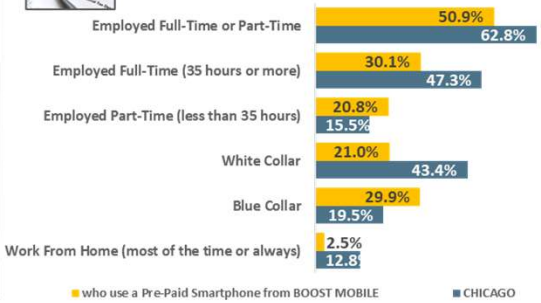
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.4% or 256,536 of CHICAGO DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 67.% less likely to be a college graduate, 36.5% less likely to work full-time, 56.5% less likely to be married, 3.7% less likely to be a parent of 1 or more children under 18.

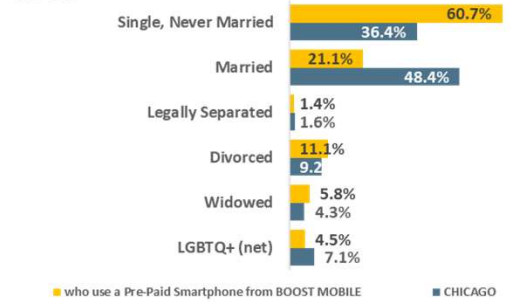
Education Levels: Adults 18 or older



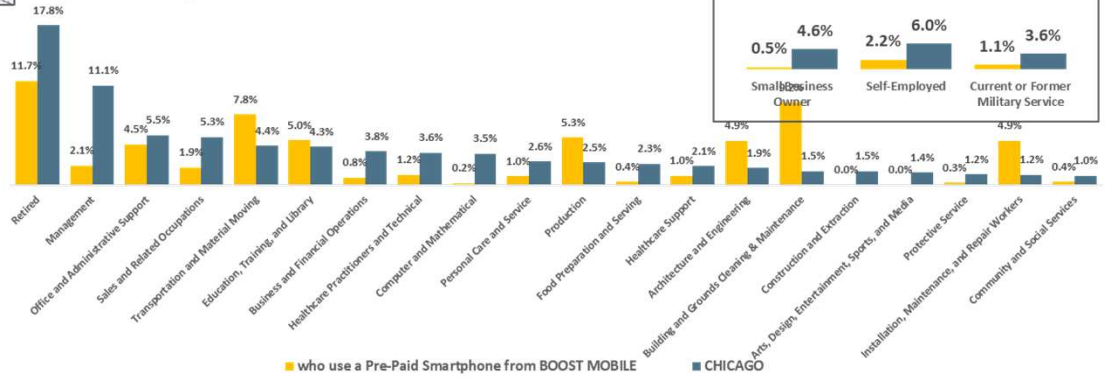
Employment: Adults 18 or older



Marital Status: Adults 18 or older

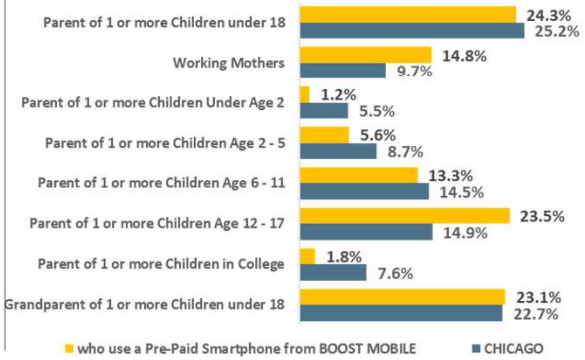


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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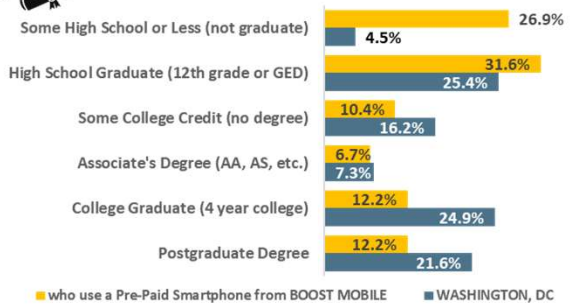
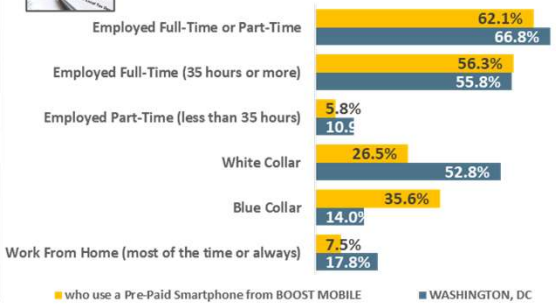
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.1% or 119,772 of WASHINGTON, DC DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 47.6% less likely to be a college graduate, .8% more likely to work full-time, 2.5% more likely to be married, 57.8% more likely to be a parent of 1 or more children under 18.

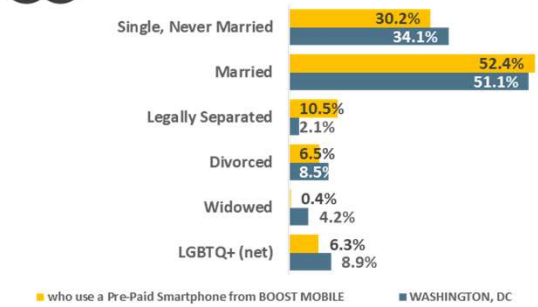
Education Levels: Adults 18 or older



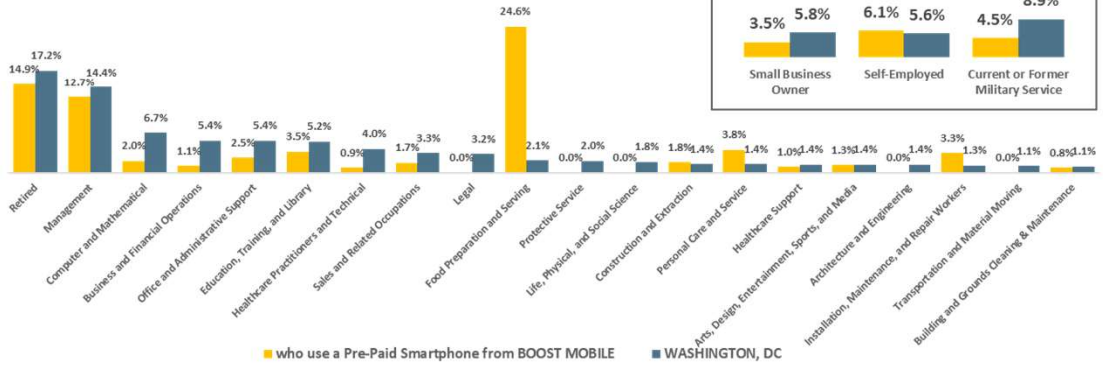
Employment: Adults 18 or older



Marital Status: Adults 18 or older

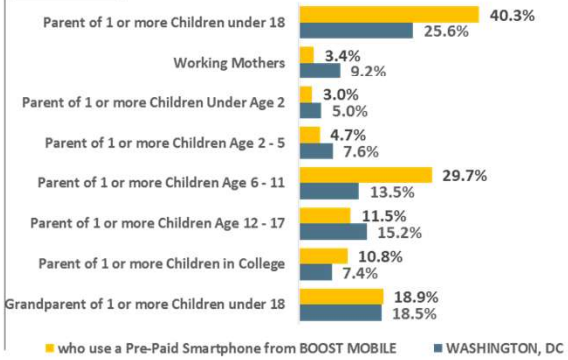


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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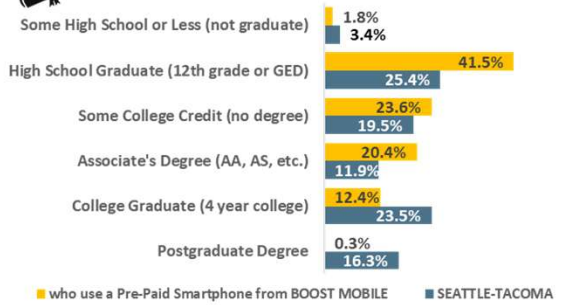
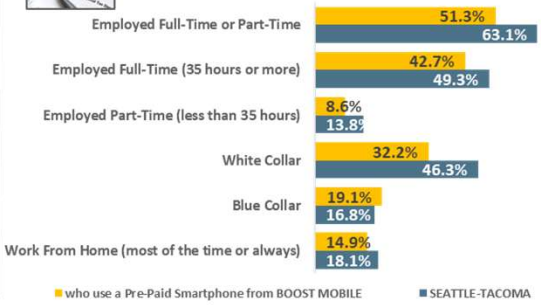
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

.8% or 34,955 of SEATTLE-TACOMA DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 68.2% less likely to be a college graduate, 13.5% less likely to work full-time, 35.8% less likely to be married, 4.7% less likely to be a parent of 1 or more children under 18.

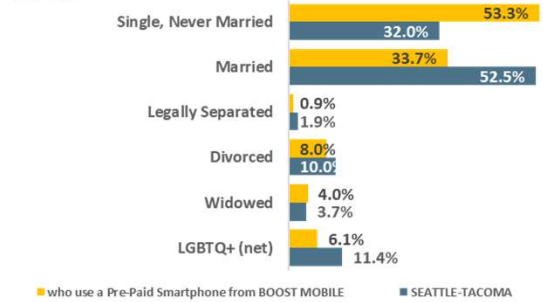
Education Levels: Adults 18 or older



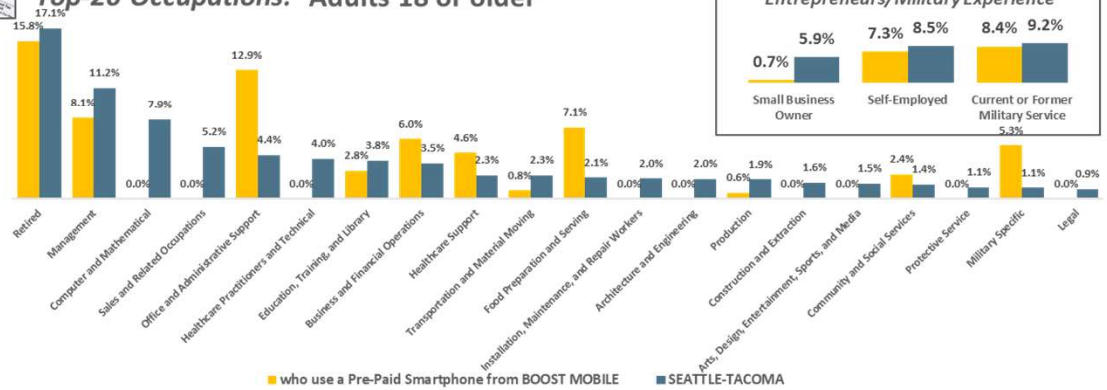
Employment: Adults 18 or older



Marital Status: Adults 18 or older

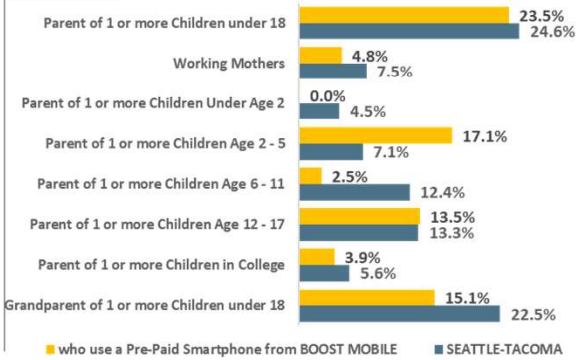


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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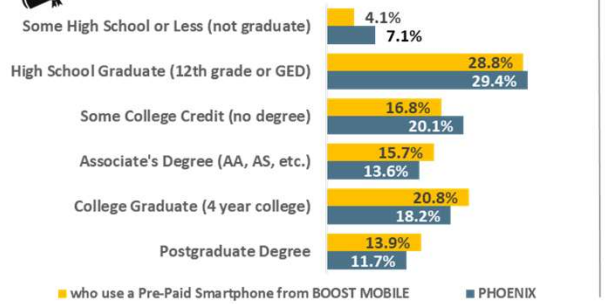
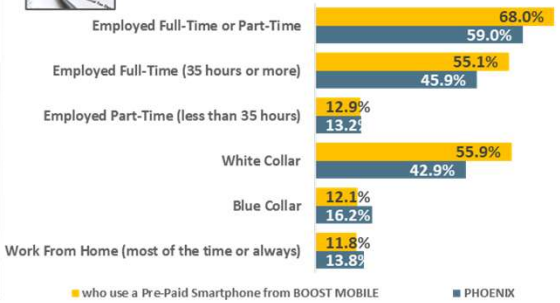
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.3% or 60,902 of PHOENIX DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 16.6% more likely to be a college graduate, 20.% more likely to work full-time, 3.6% less likely to be married, 159.4% more likely to be a parent of 1 or more children under 18.

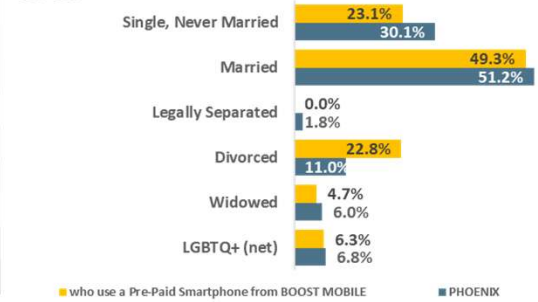
Education Levels: Adults 18 or older



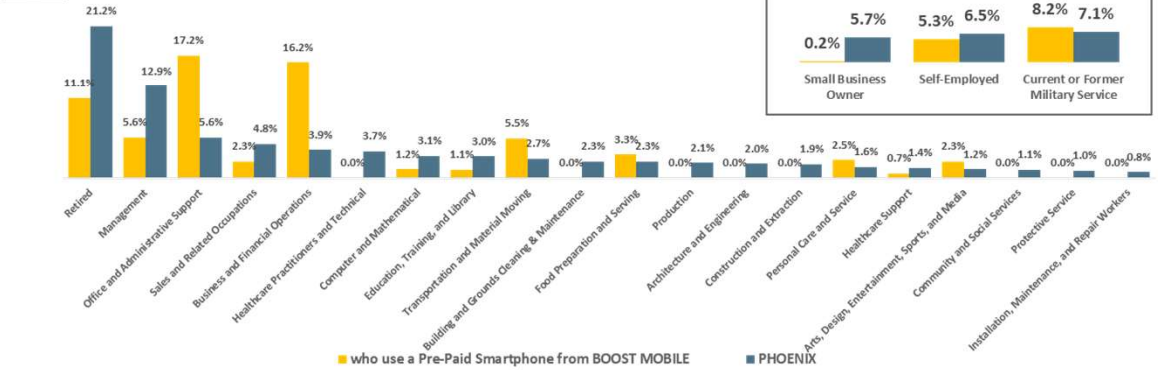
Employment: Adults 18 or older



Marital Status: Adults 18 or older

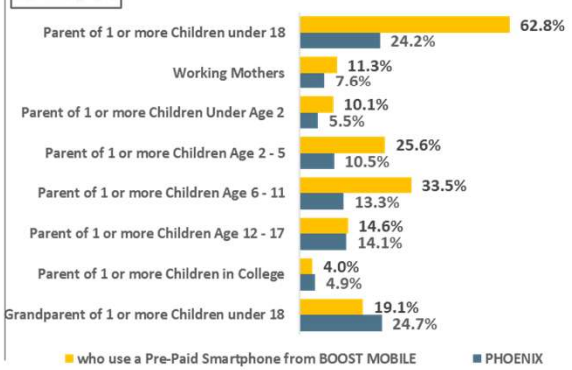


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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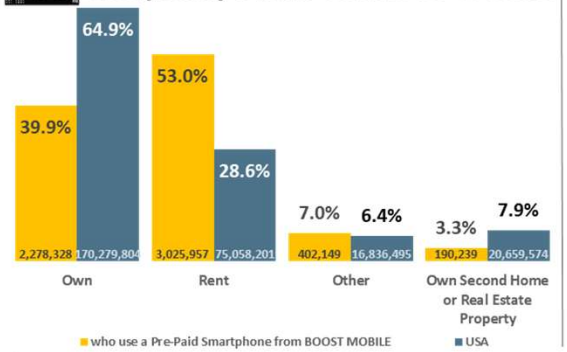
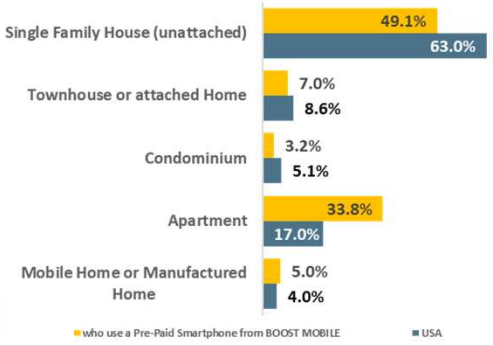
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 38.5% less likely to own their home, 10.6% more likely to own a lower valued home, 22.1% less likely to have a single-family home, 22.% less likely to have a dog.

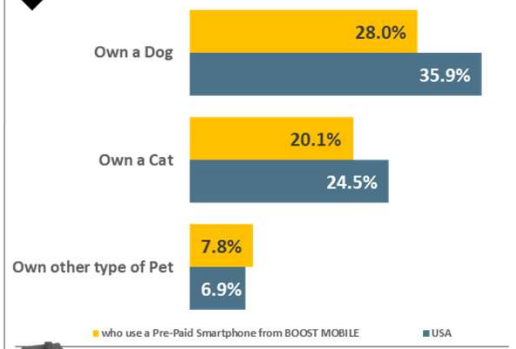
Own/Rent/Other: Adults 18 or older



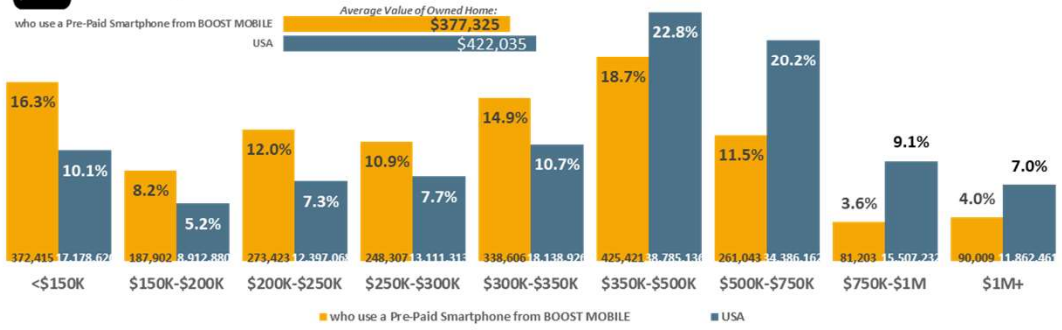
Type of Home: Adults 18 or older



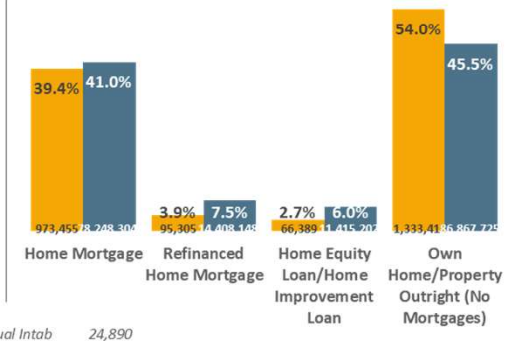
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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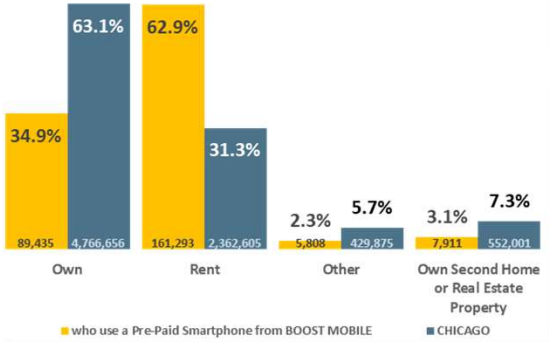
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

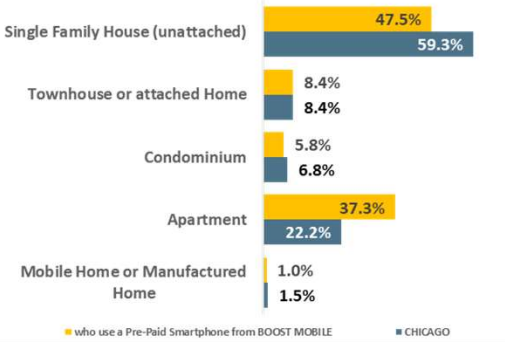
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.4% or 256,536 of CHICAGO DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 44.7% less likely to own their home, 26.3% more likely to own a lower valued home, 19.8% less likely to have a single-family home, 26.7% less likely to have a dog.

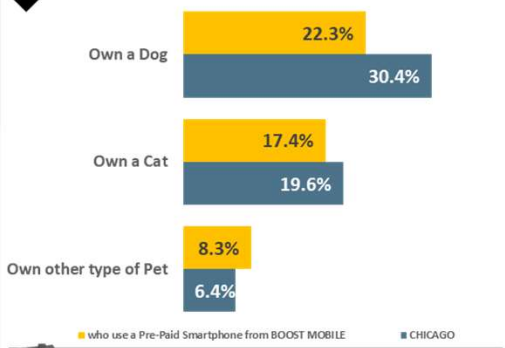
Own/Rent/Other: Adults 18 or older



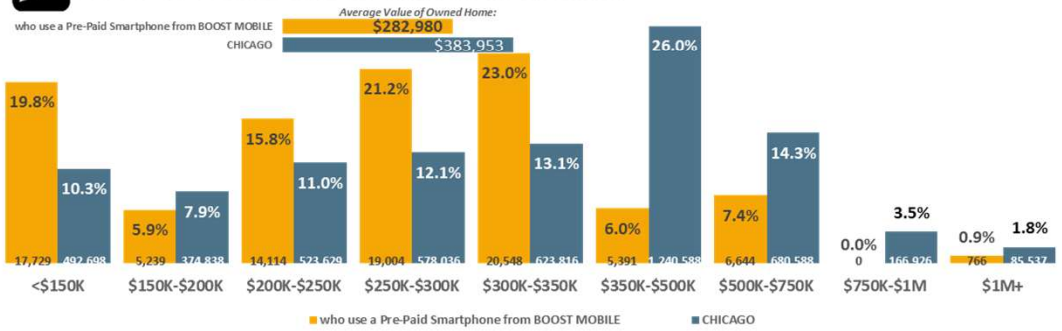
Type of Home: Adults 18 or older



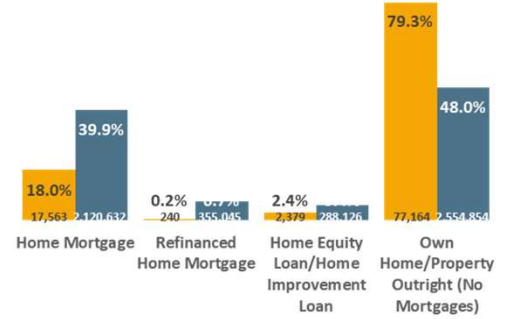
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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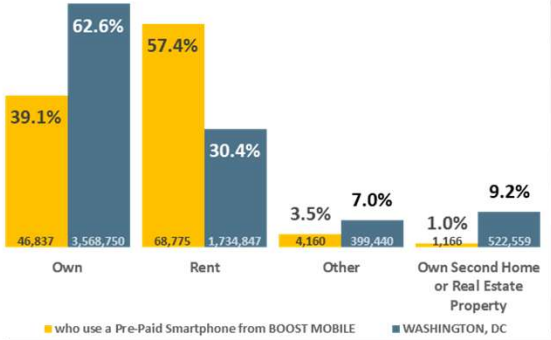
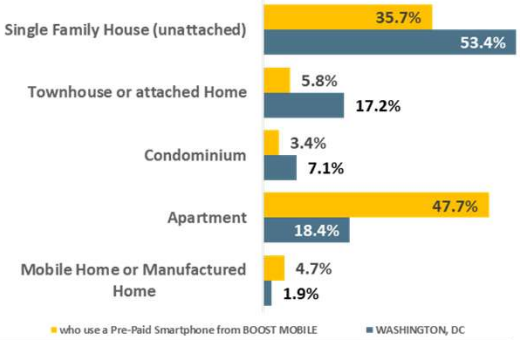
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.1% or 119,772 of WASHINGTON, DC DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 37.5% less likely to own their home, 24.9% more likely to own a lower valued home, 33.2% less likely to have a single-family home, 39.2% less likely to have a dog.

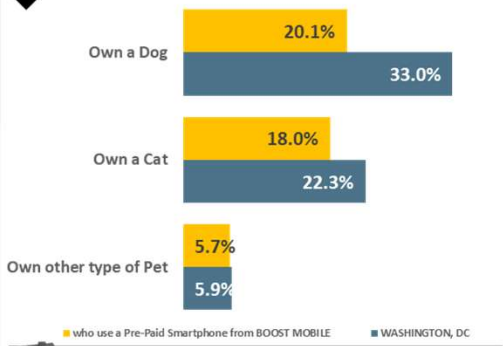
Own/Rent/Other: Adults 18 or older



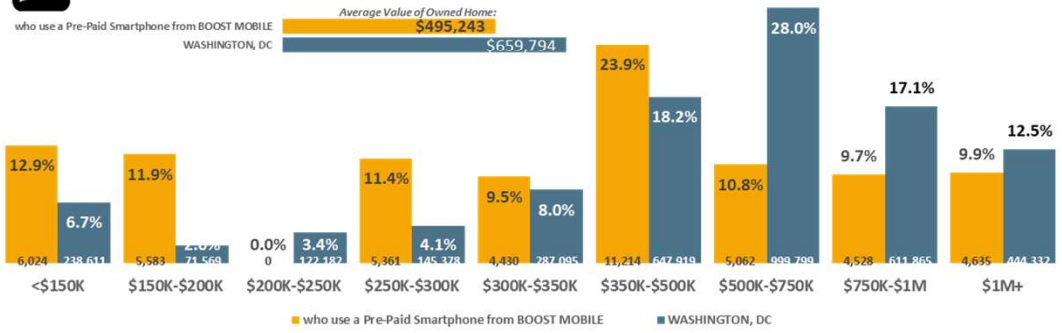
Type of Home: Adults 18 or older



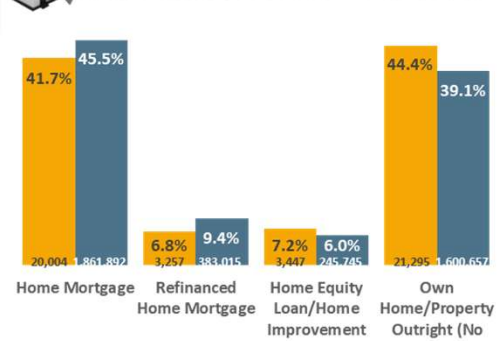
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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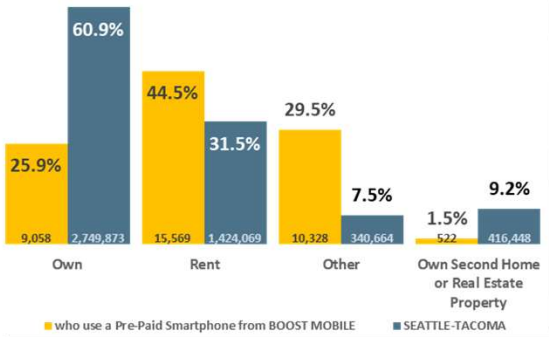
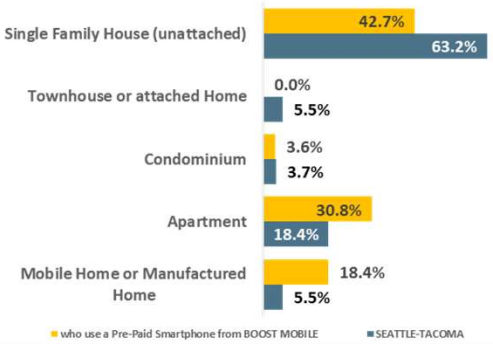
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

.8% or 34,955 of SEATTLE-TACOMA DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 57.5% less likely to own their home, 47.6% more likely to own a lower valued home, 32.3% less likely to have a single-family home, 18.7% less likely to have a dog.

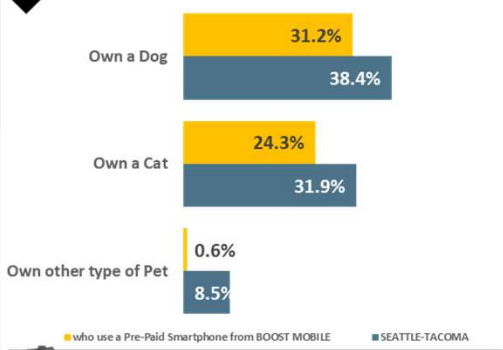
Own/Rent/Other: Adults 18 or older



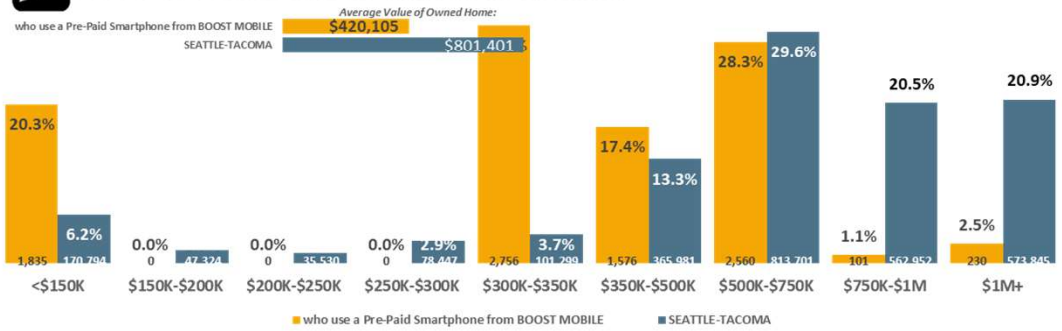
Type of Home: Adults 18 or older



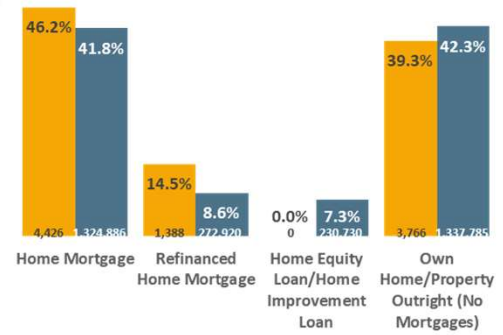
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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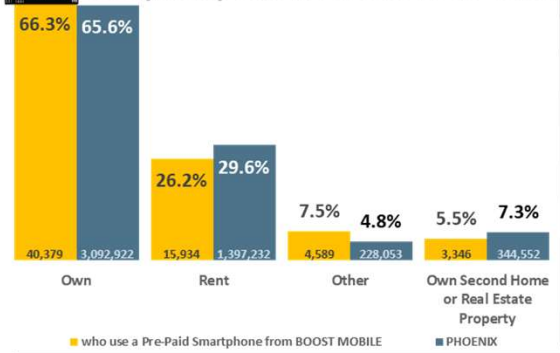
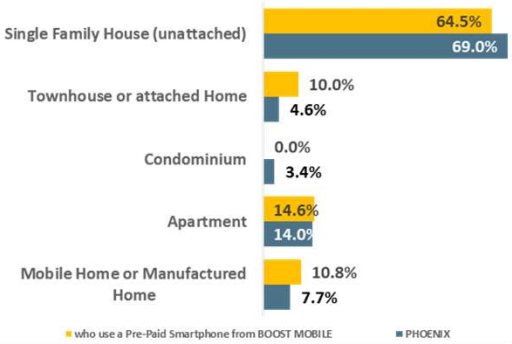
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.3% or 60,902 of PHOENIX DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 1.1% more likely to own their home, 22.7% more likely to own a higher valued home, 6.5% less likely to have a single-family home, 12.1% more likely to have a dog.

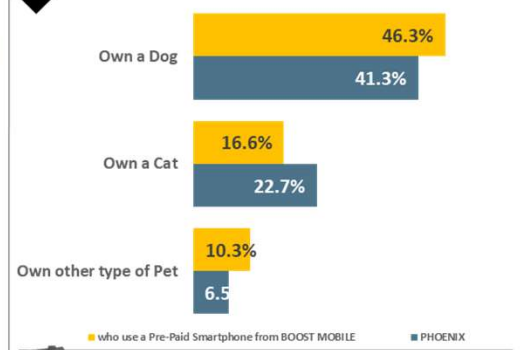
Own/Rent/Other: Adults 18 or older



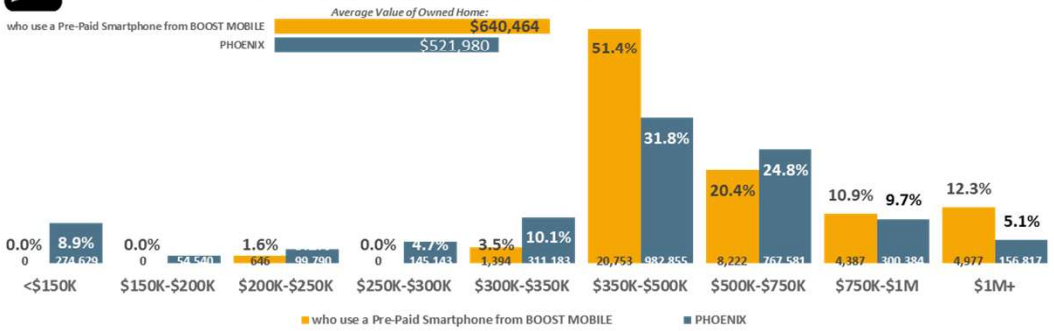
Type of Home: Adults 18 or older



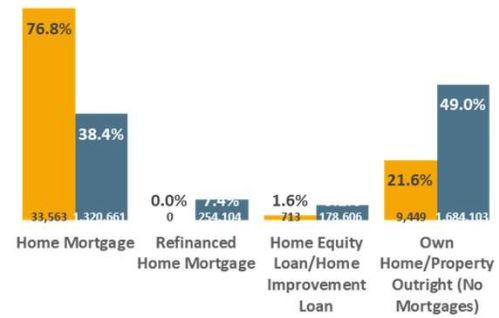
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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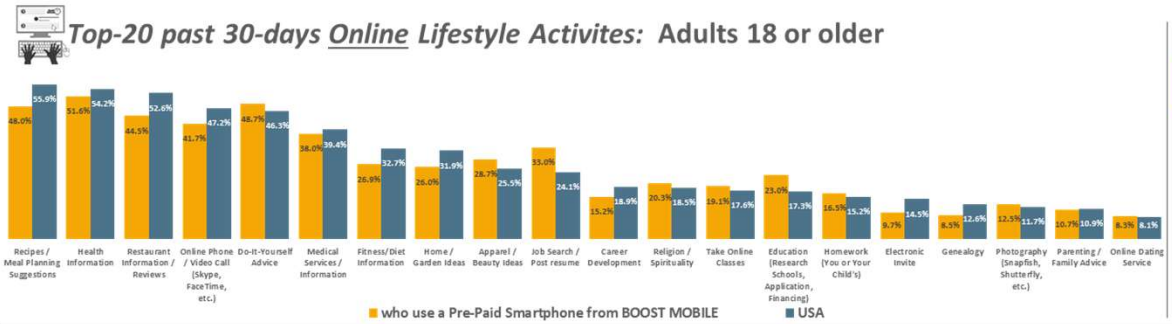
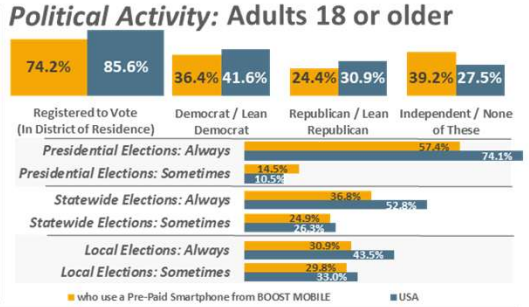
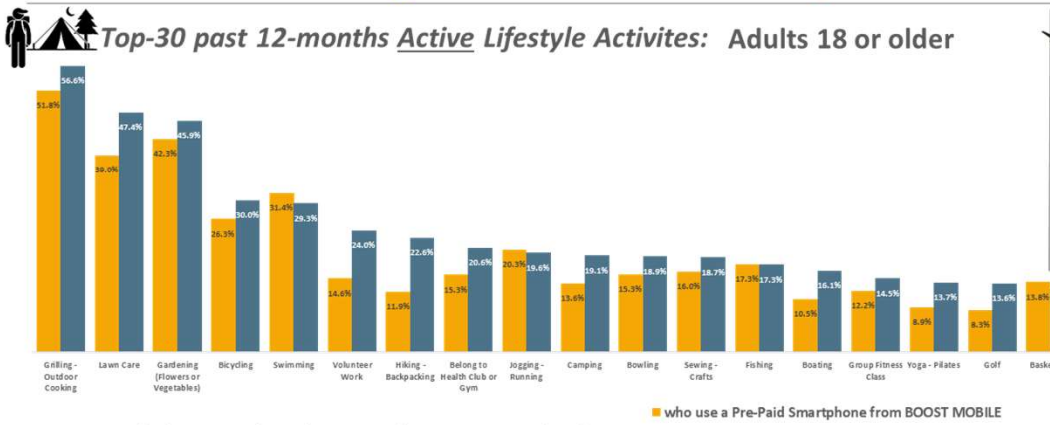
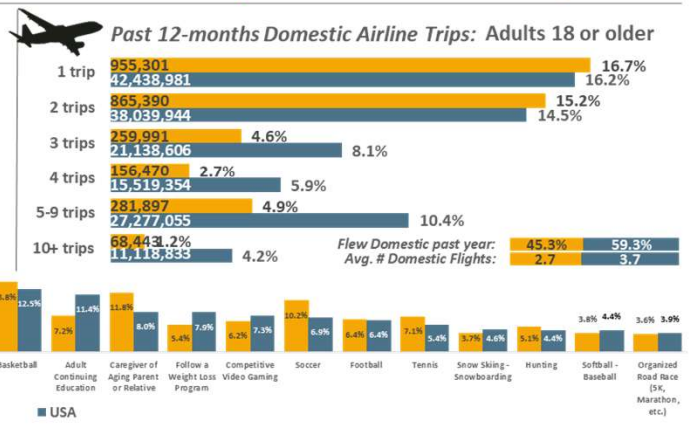
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 5.2% more likely to look up D-I-Y advice online, 28.9% less likely to always vote in local elections, 25.5% less likely to belong to a gym, 23.6% less likely to fly domestic past yr.









USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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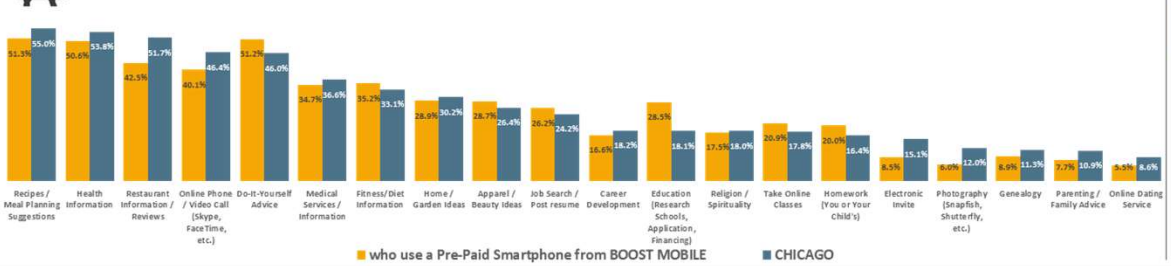
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

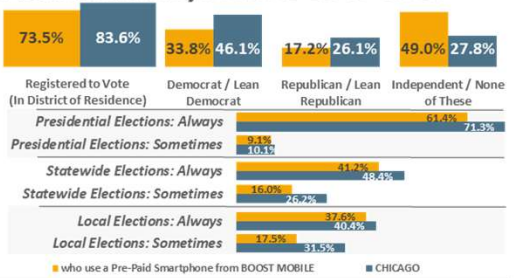
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.4% or 256,536 of CHICAGO DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 11.3% more likely to look up D-I-Y advice online, 6.9% less likely to always vote in local elections, 59.5% less likely to belong to a gym, 44.7% less likely to fly domestic past yr.

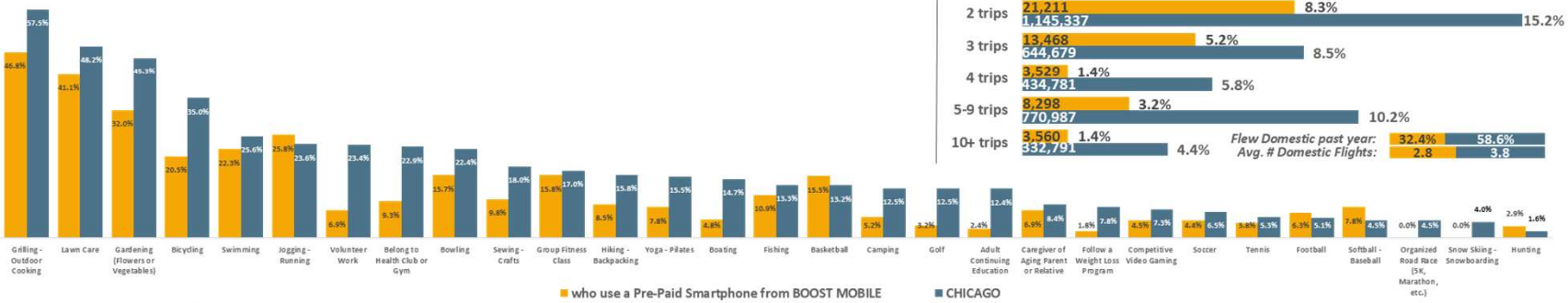
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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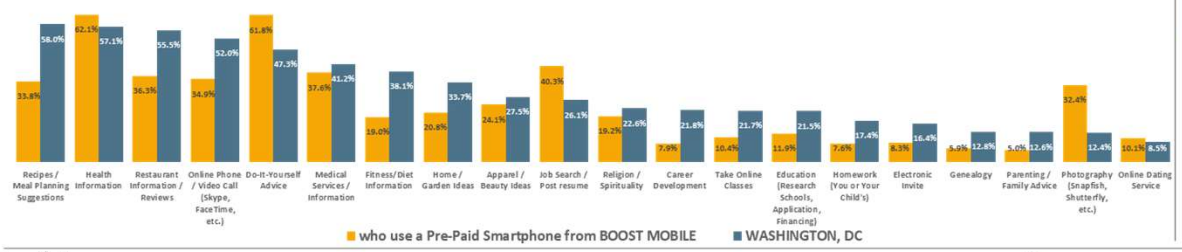
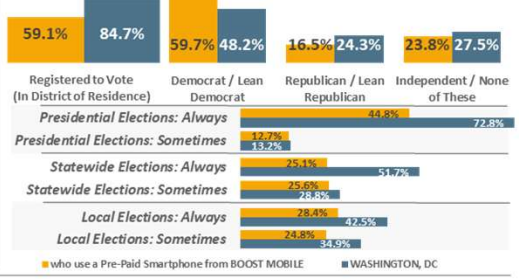
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.1% or 119,772 of WASHINGTON, DC DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST… Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 30.6% more likely to look up D-I-Y advice online, 33.1% less likely to always vote in local elections, 39.7% more likely to belong to a gym, 1.9% less likely to fly domestic past yr.

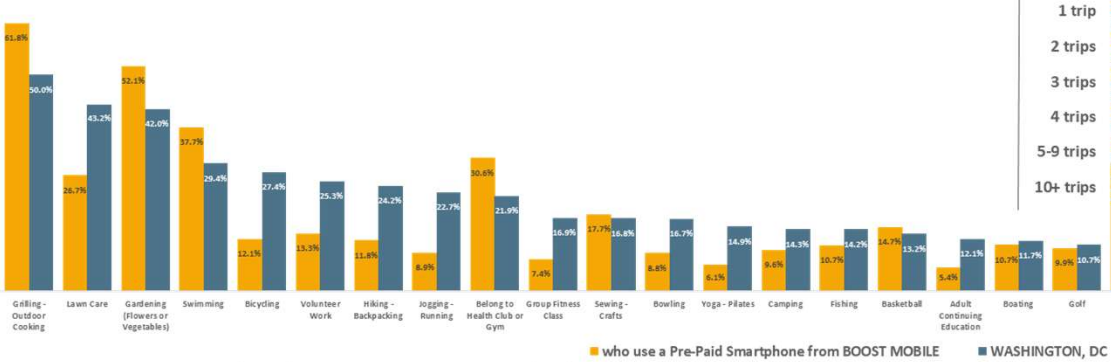
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



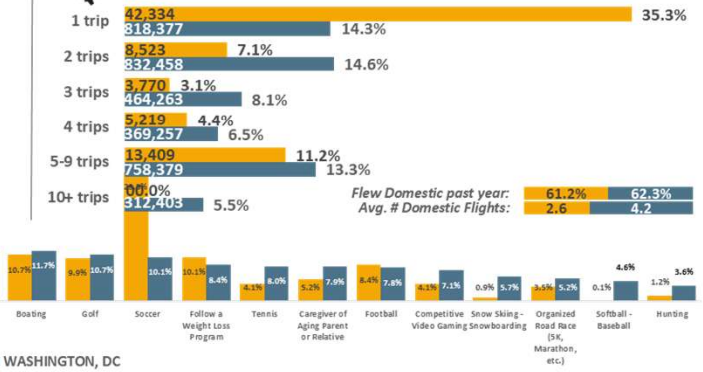
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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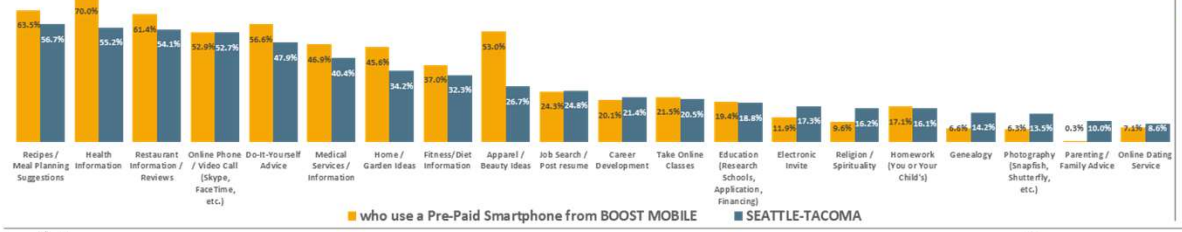
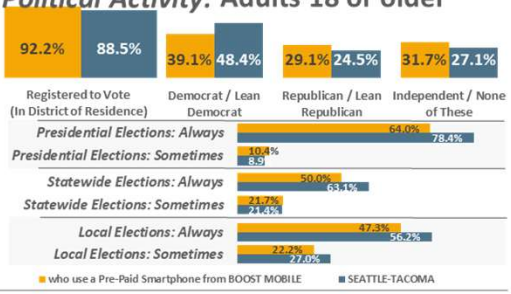
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

.8% or 34,955 of SEATTLE-TACOMA DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 18.3% more likely to look up D-I-Y advice online, 15.9% less likely to always vote in local elections, 80.8% less likely to belong to a gym, 53.8% less likely to fly domestic past yr.

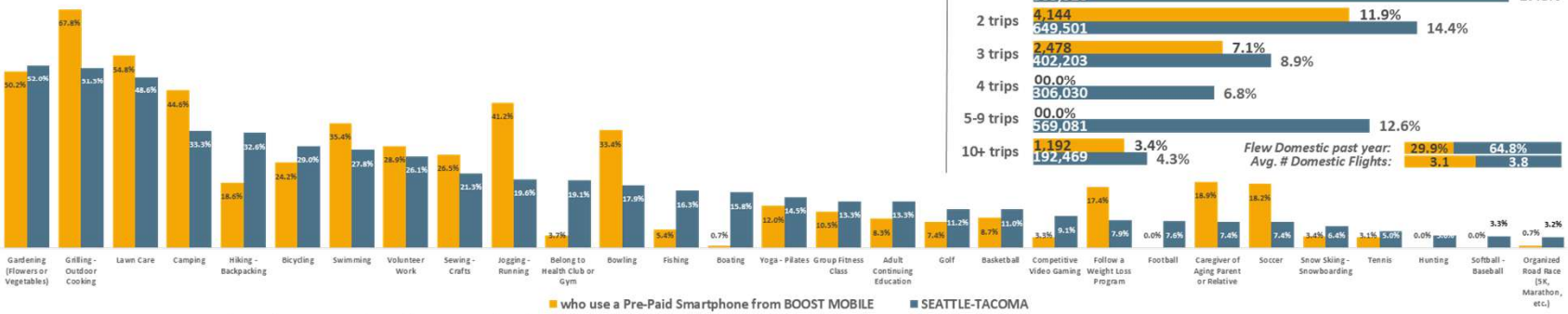
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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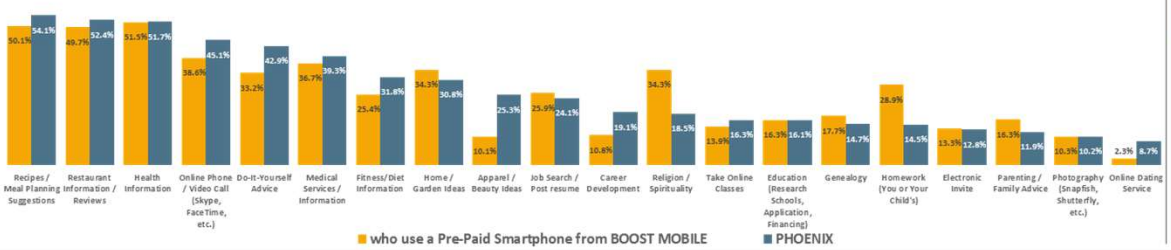
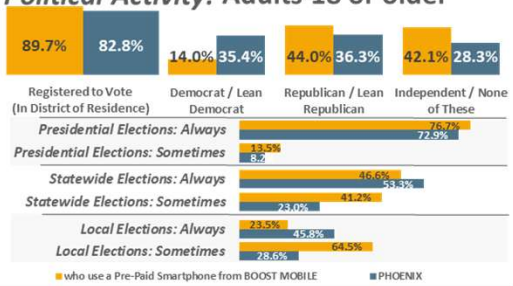
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.3% or 60,902 of PHOENIX DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 22.5% less likely to look up D-I-Y advice online, 48.7% less likely to always vote in local elections, 85.3% more likely to belong to a gym, 16.7% more likely to fly domestic past yr.

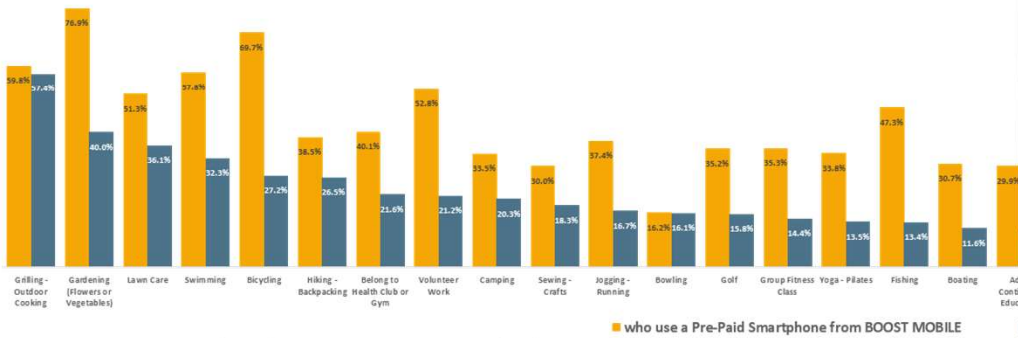
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



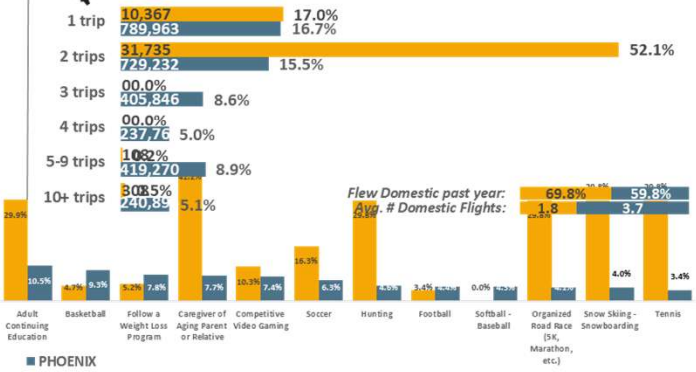
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile USA

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 3.5% more likely to use QSRs past mo., 19.4% less likely to use Sit-Down Restaurants past mo., 13.4% less likely to use Casinos past yr., 144.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

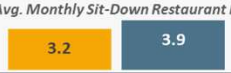
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

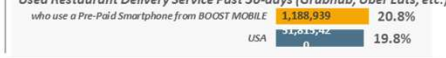


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

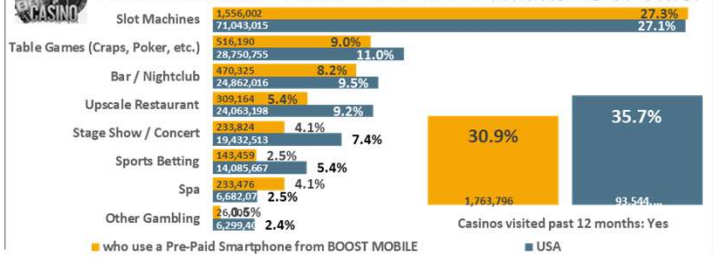


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



3.4% or 256,536 of CHICAGO DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 3.% more likely to use QSRs past mo., 26.4% less likely to use Sit-Down Restaurants past mo., 8.1% less likely to use Casinos past yr., 160.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



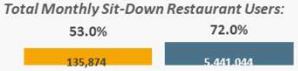
Avg. Monthly QSR Meals:



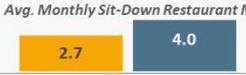
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

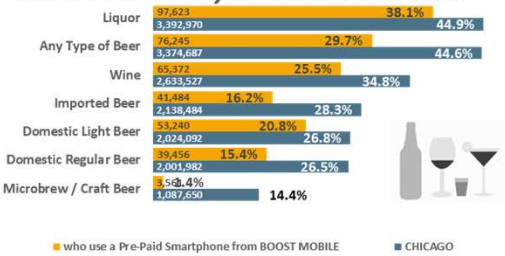
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

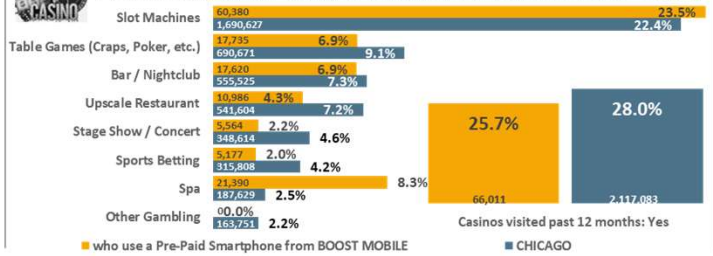


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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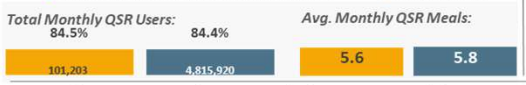
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.1% or 119,772 of WASHINGTON, DC DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are .1% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 19.7% more likely to use Casinos past yr., 35.9% more likely to smoke cigarettes.

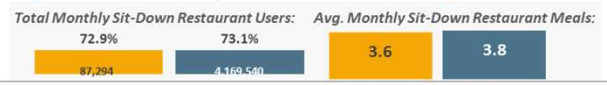
Past 30-days QSR Users: Adults 18 or older





Past 30-days Sit-Down Restaurant Users: Adults 18 or older

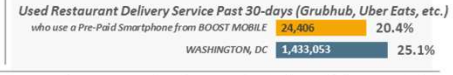




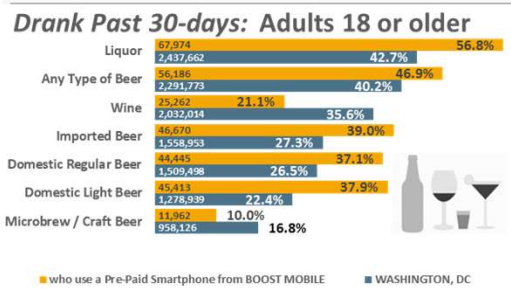
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





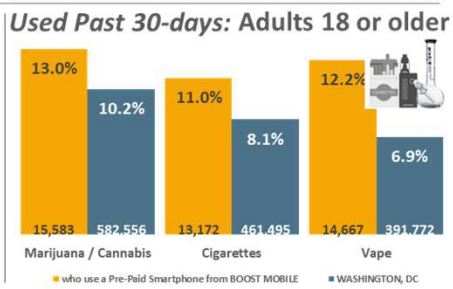
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

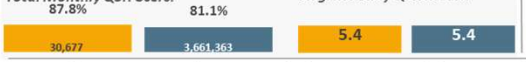


.8% or 34,955 of SEATTLE-TACOMA DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 8.2% more likely to use QSRs past mo., 45.4% less likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 83.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

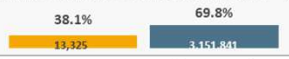


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

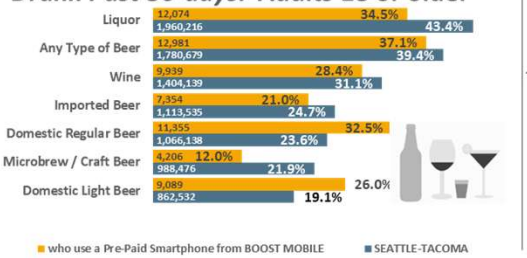
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

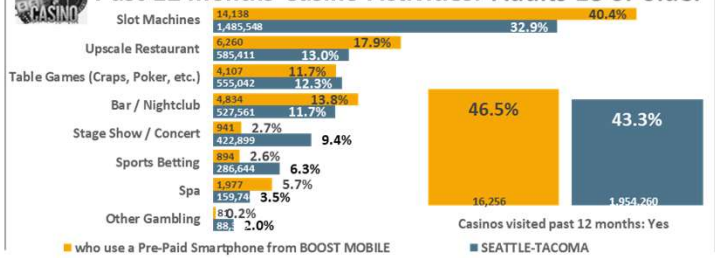


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.3% or 60,902 of PHOENIX DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 11.6% more likely to use QSRs past mo., 14.8% less likely to use Sit-Down Restaurants past mo., 58.1% less likely to use Casinos past yr., 23.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.5% 58,743 | 86.4% 4,078,176

Avg. Monthly QSR Meals: 5.8 | 7.0

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 62.5% 38,079 | 73.4% 3,463,510

Avg. Monthly Sit-Down Restaurant Meals: 2.8 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who use a Pre-Paid Smartphone from BOOST MOBILE 9,359 15.4%

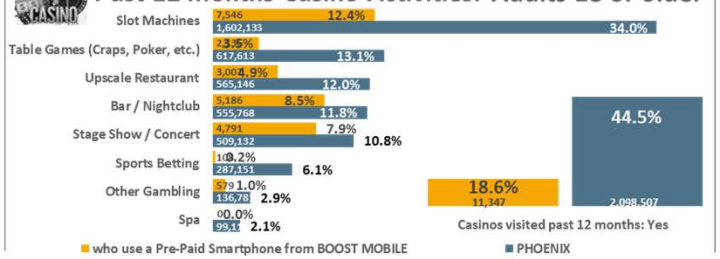
PHOENIX 860,876 18.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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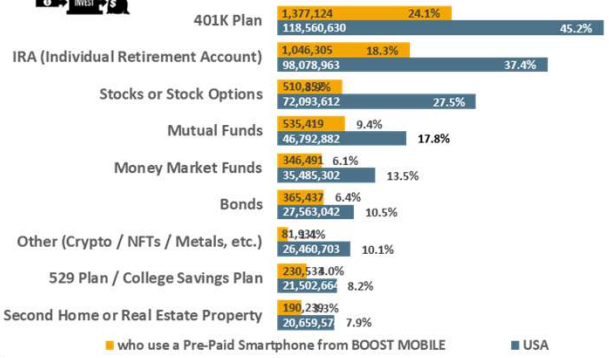
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

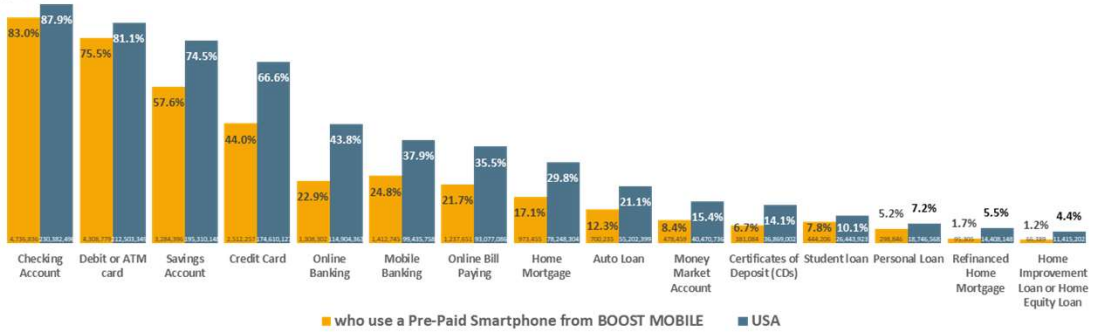
boost mobile USA

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 46.6% less likely to have a 401K, 41.7% less likely to have an Auto Loan, 48.5% less likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

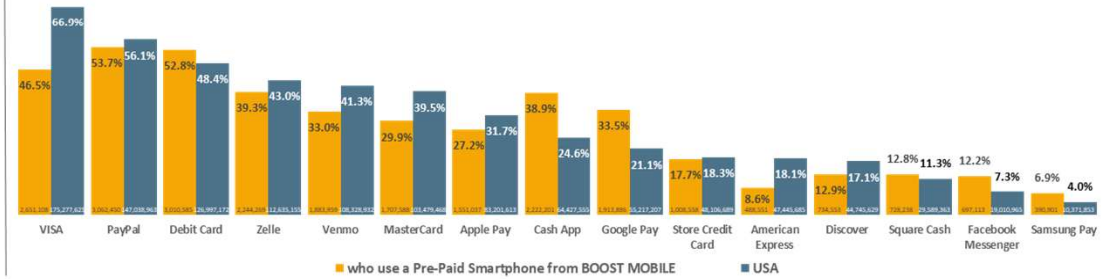


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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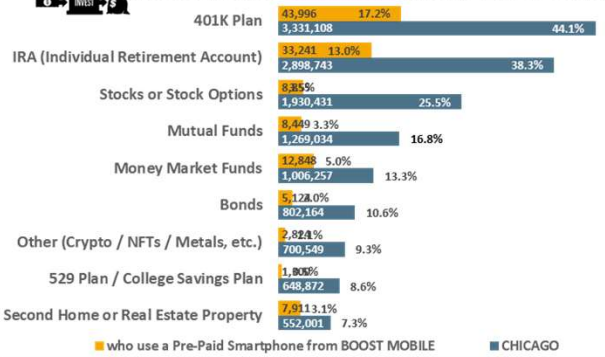
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

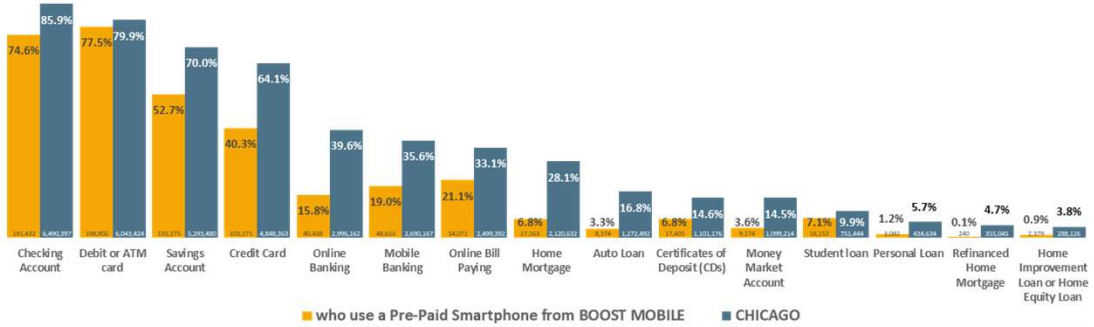
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.4% or 256,536 of CHICAGO DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 61.1% less likely to have a 401K, 80.6% less likely to have an Auto Loan, 73.1% less likely to Invest/Trade Stocks Online, 14.5% more likely to pay with their Debit Card.

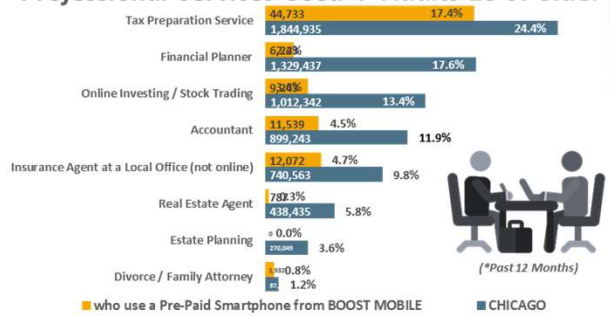
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

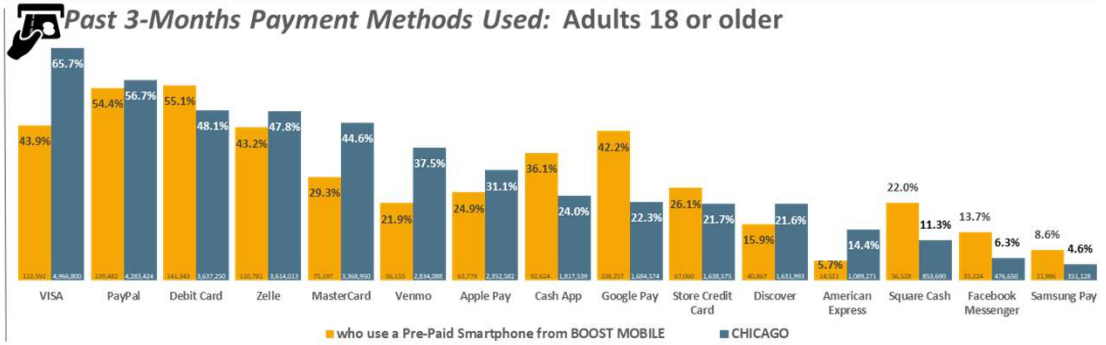


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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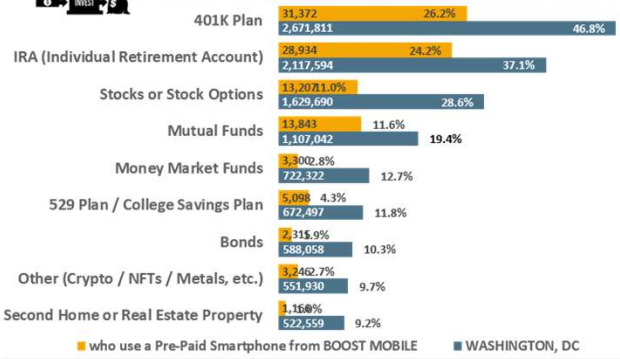
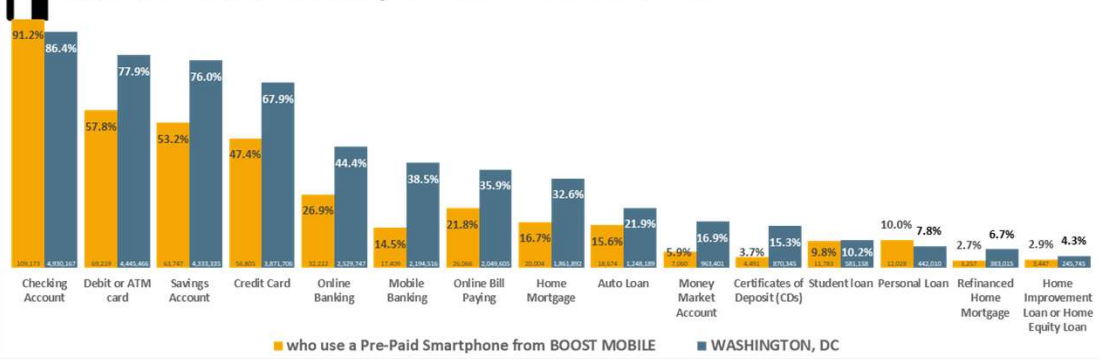
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.1% or 119,772 of WASHINGTON, DC DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 44.1% less likely to have a 401K, 28.8% less likely to have an Auto Loan, 62.3% less likely to Invest/Trade Stocks Online, 35.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

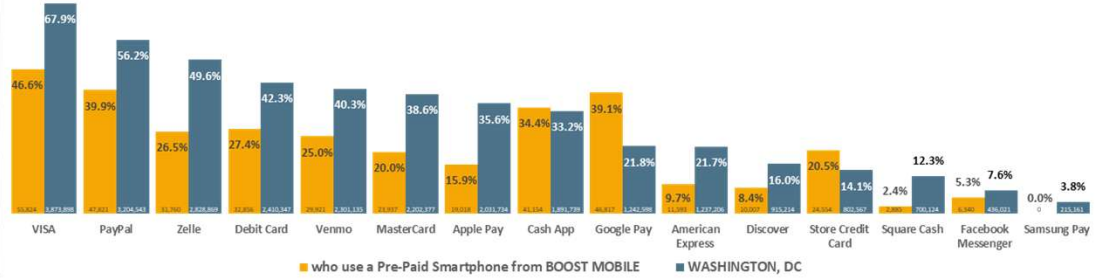


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



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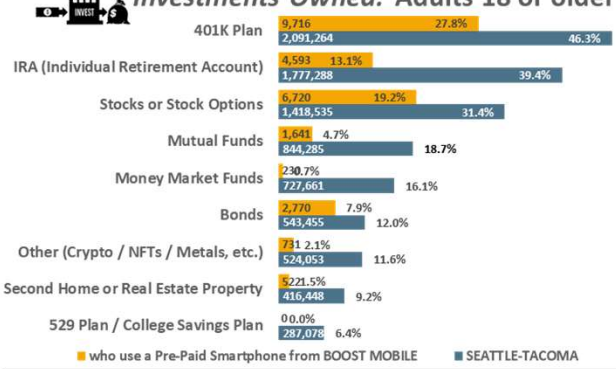
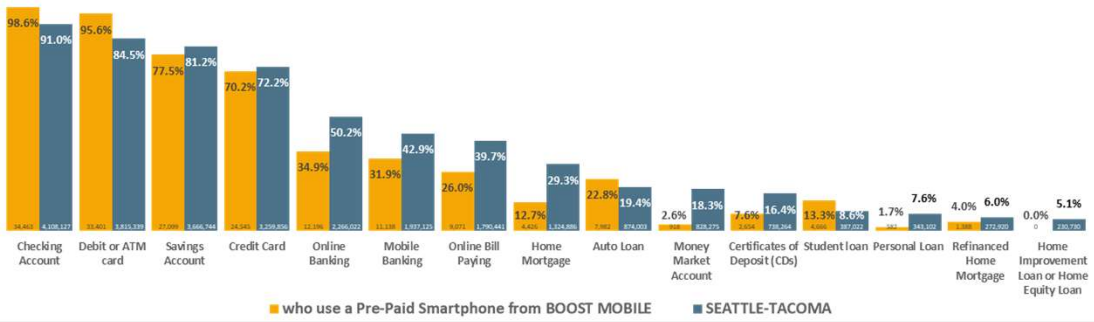
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

.8% or 34,955 of SEATTLE-TACOMA DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 40.% less likely to have a 401K, 18.% more likely to have an Auto Loan, 64.9% less likely to Invest/Trade Stocks Online, 72.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



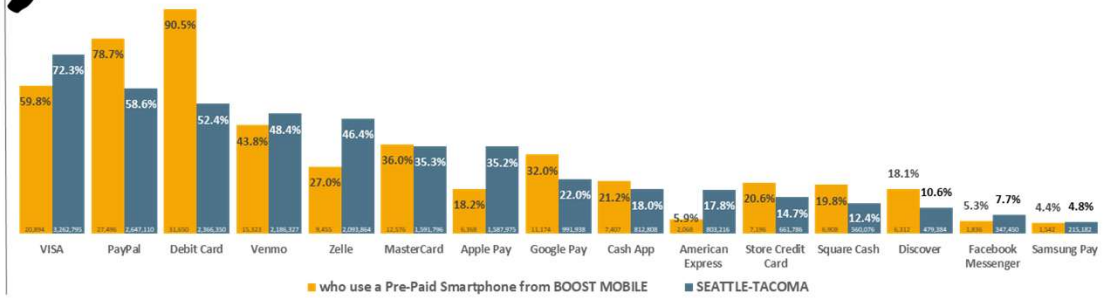
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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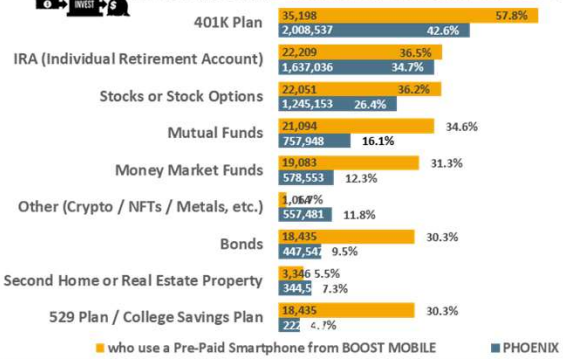
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

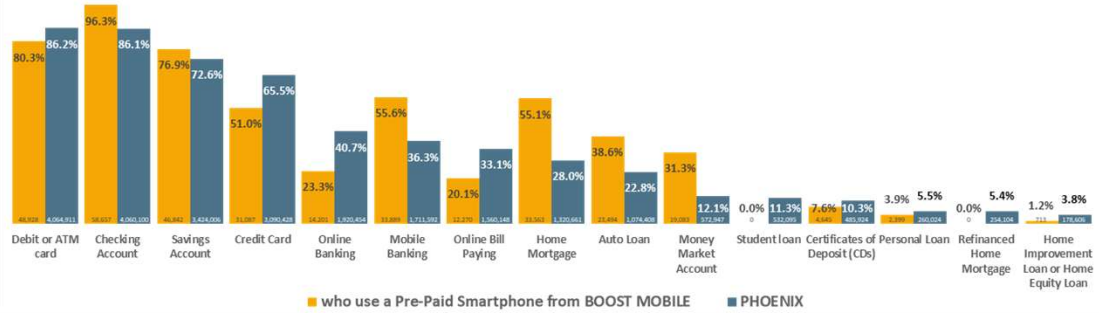
boost mobile PHX

1.3% or 60,902 of PHOENIX DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 35.8% more likely to have a 401K, 69.4% more likely to have an Auto Loan, 182.9% more likely to Invest/Trade Stocks Online, 19.9% more likely to pay with their Debit Card.

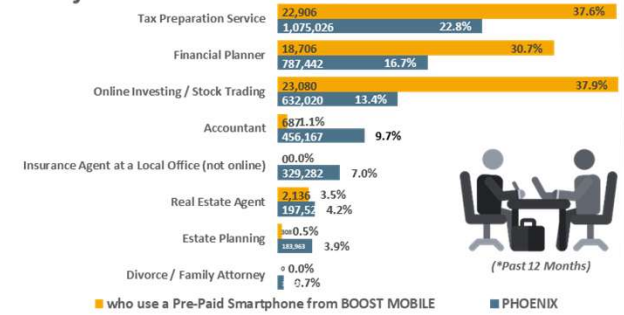
Investments Owned: Adults 18 or older



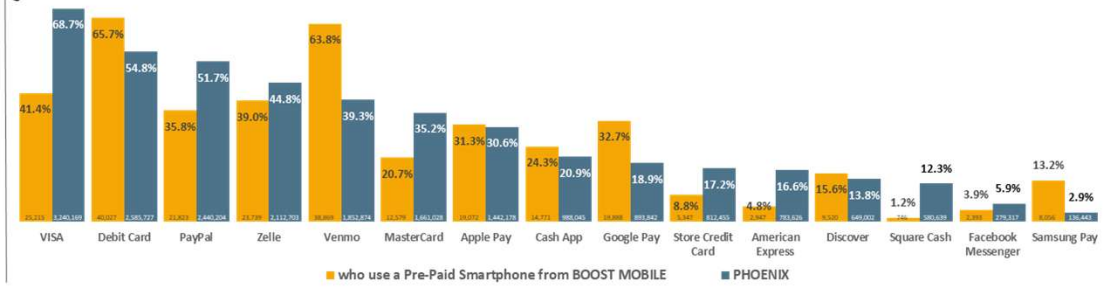
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



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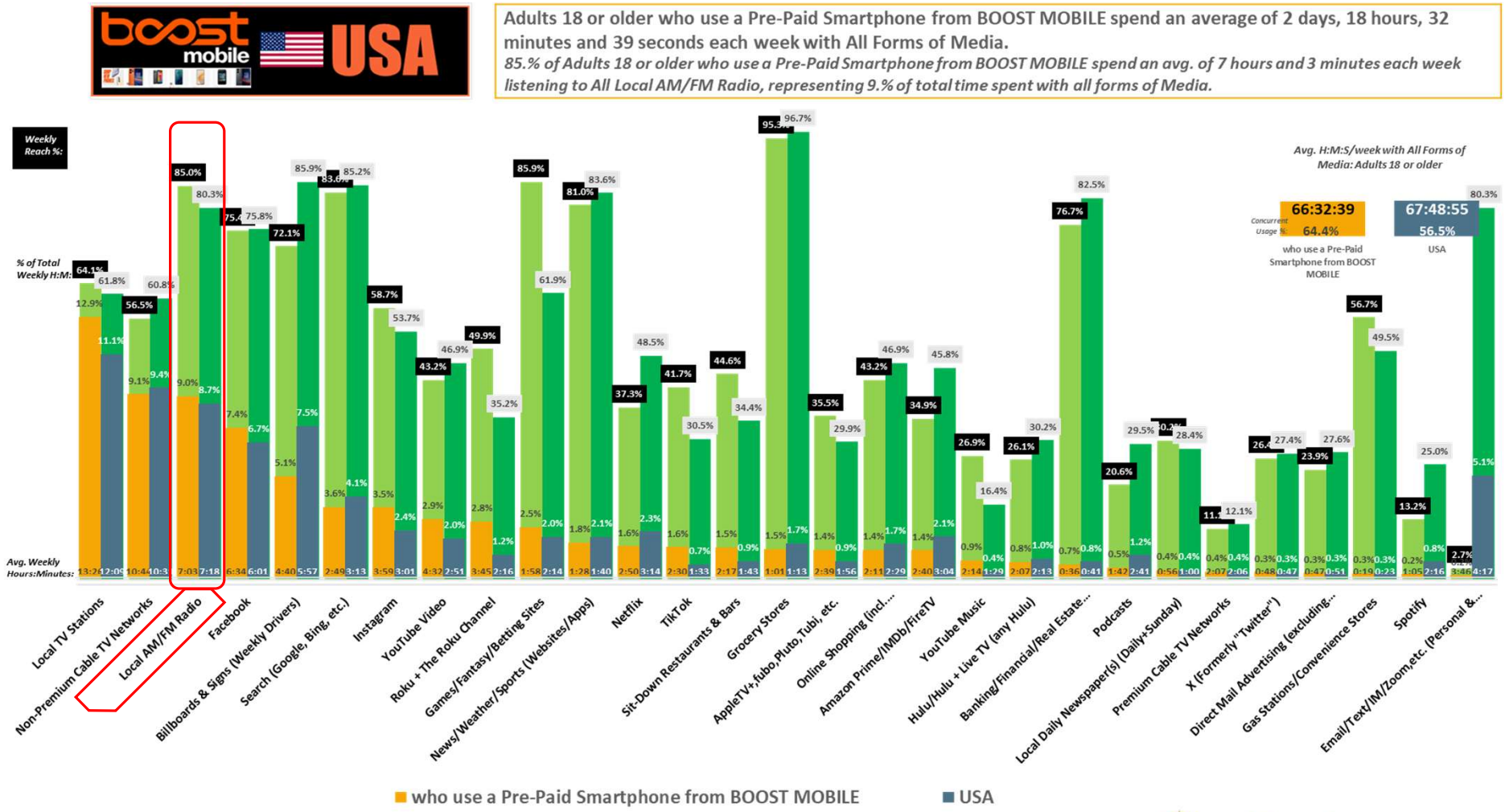
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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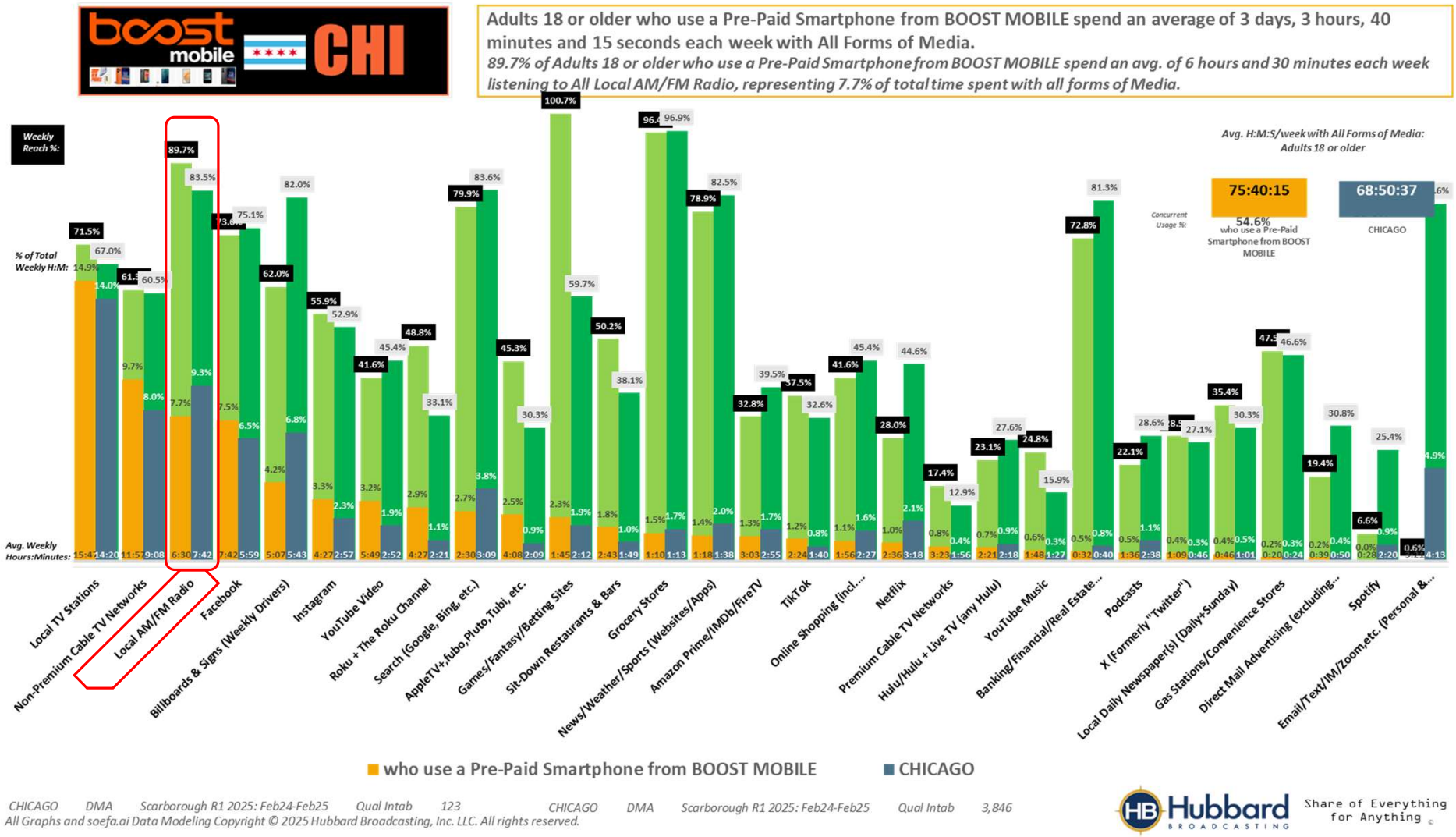
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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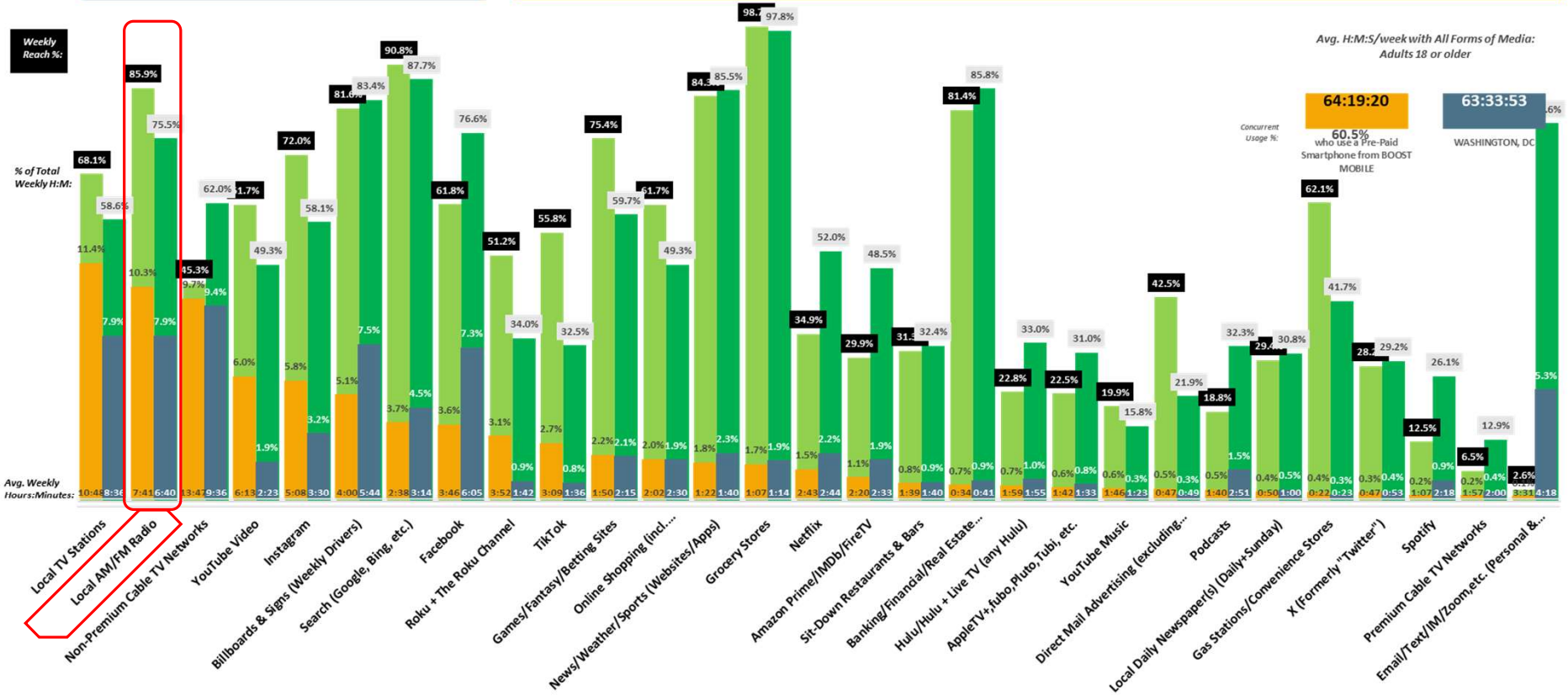
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 2 days, 16 hours, 19 minutes and 20 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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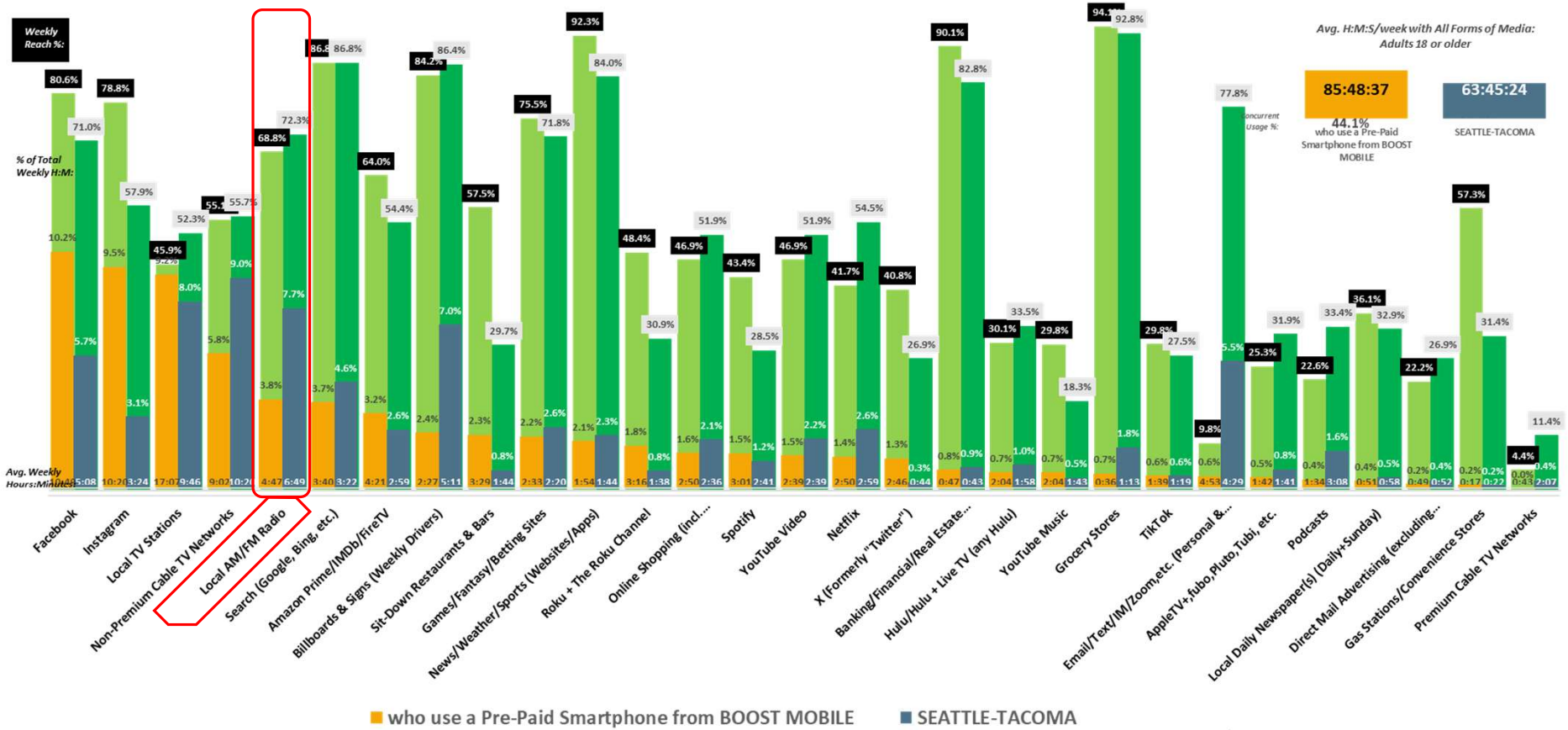
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 3 days, 13 hours, 48 minutes and 37 seconds each week with All Forms of Media.

68.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 4 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 3.8% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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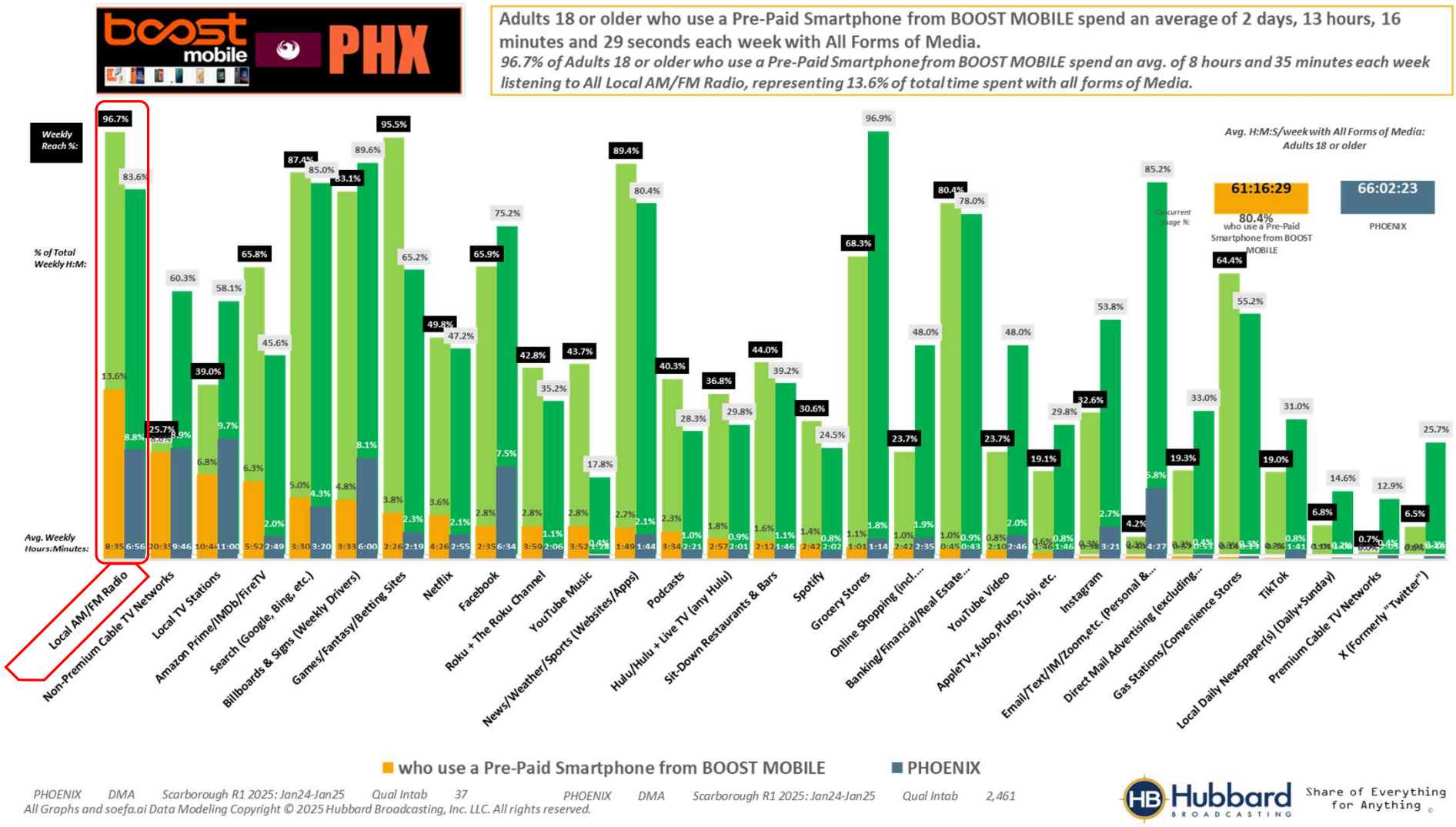
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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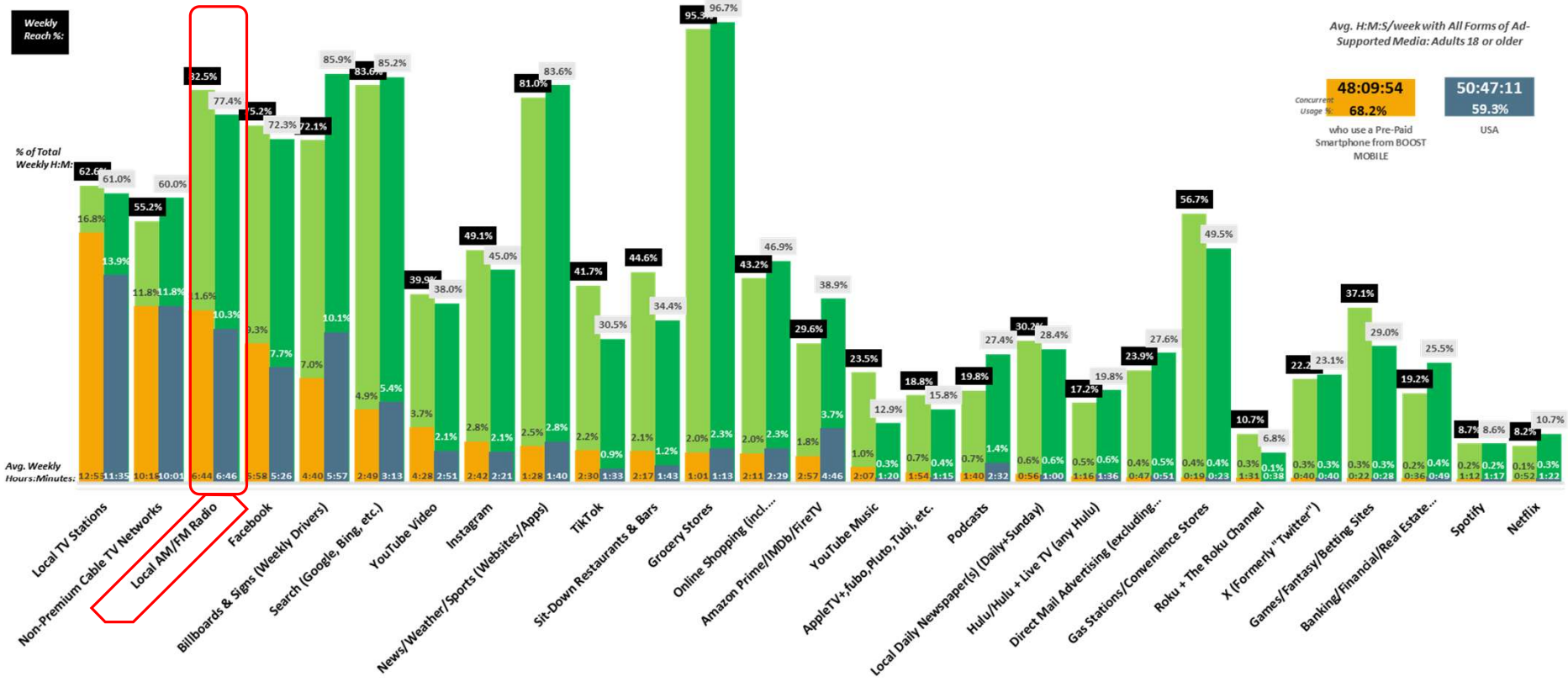
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 2 days, 0 hours, 9 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 6 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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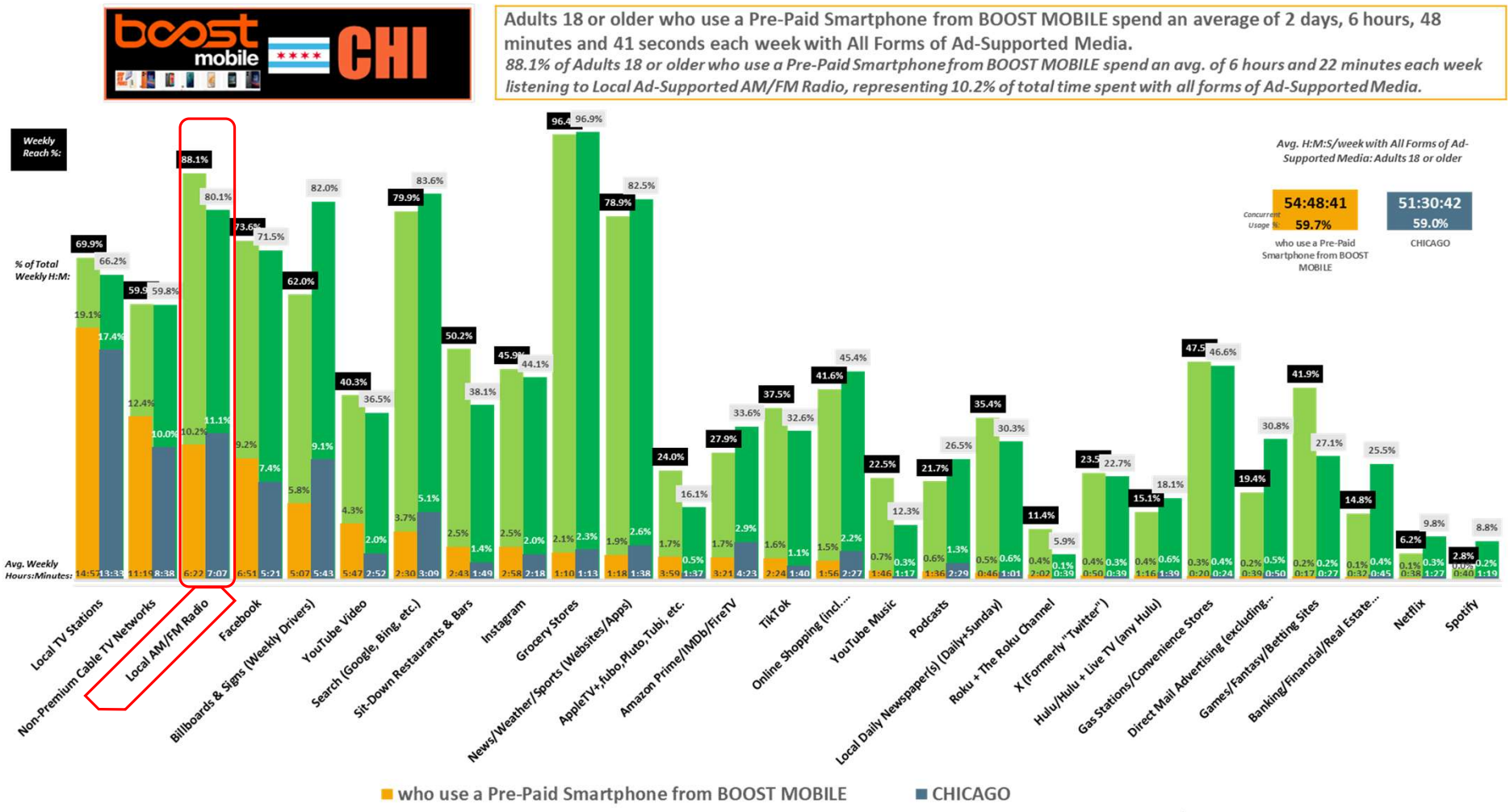
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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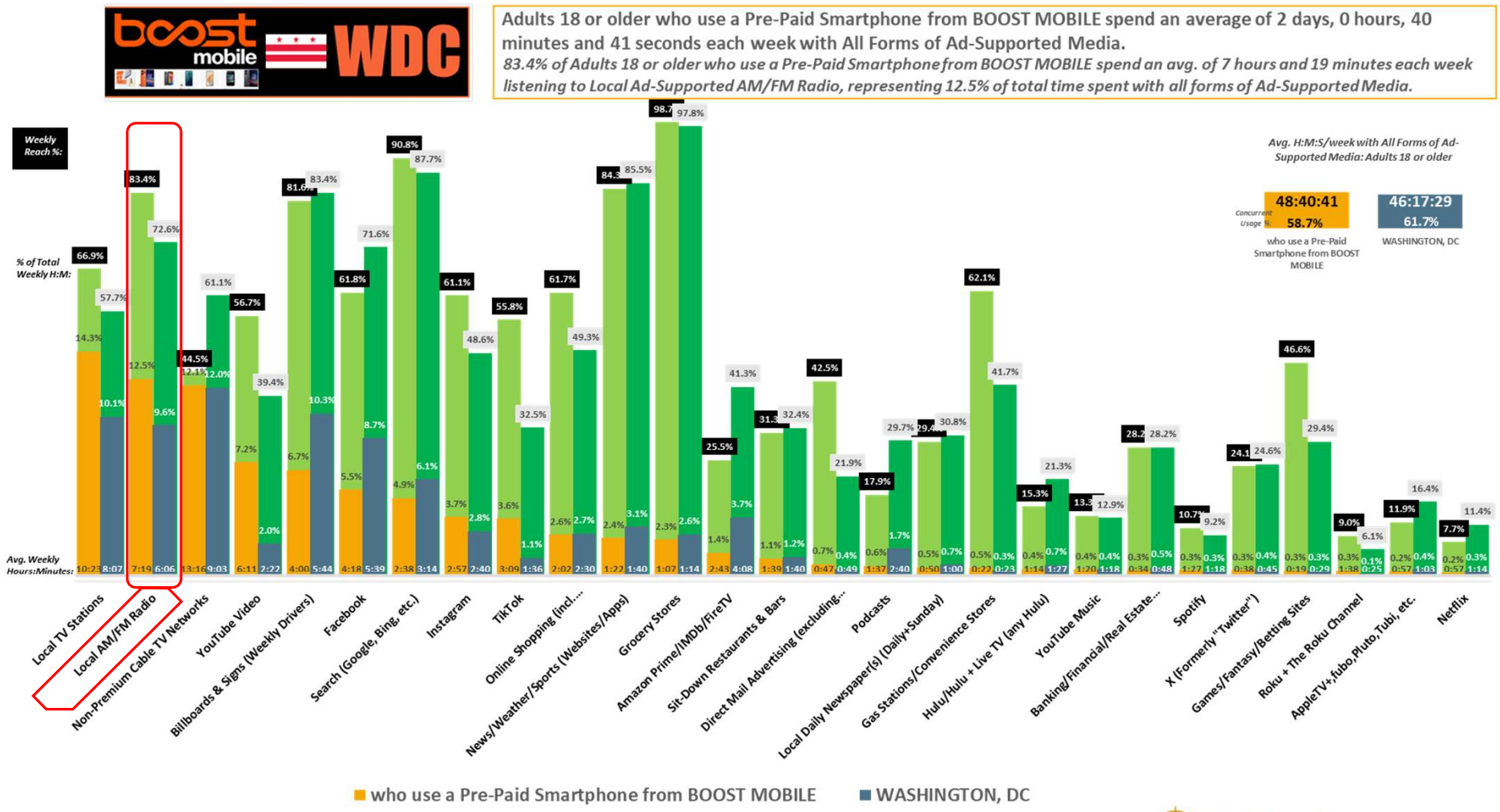
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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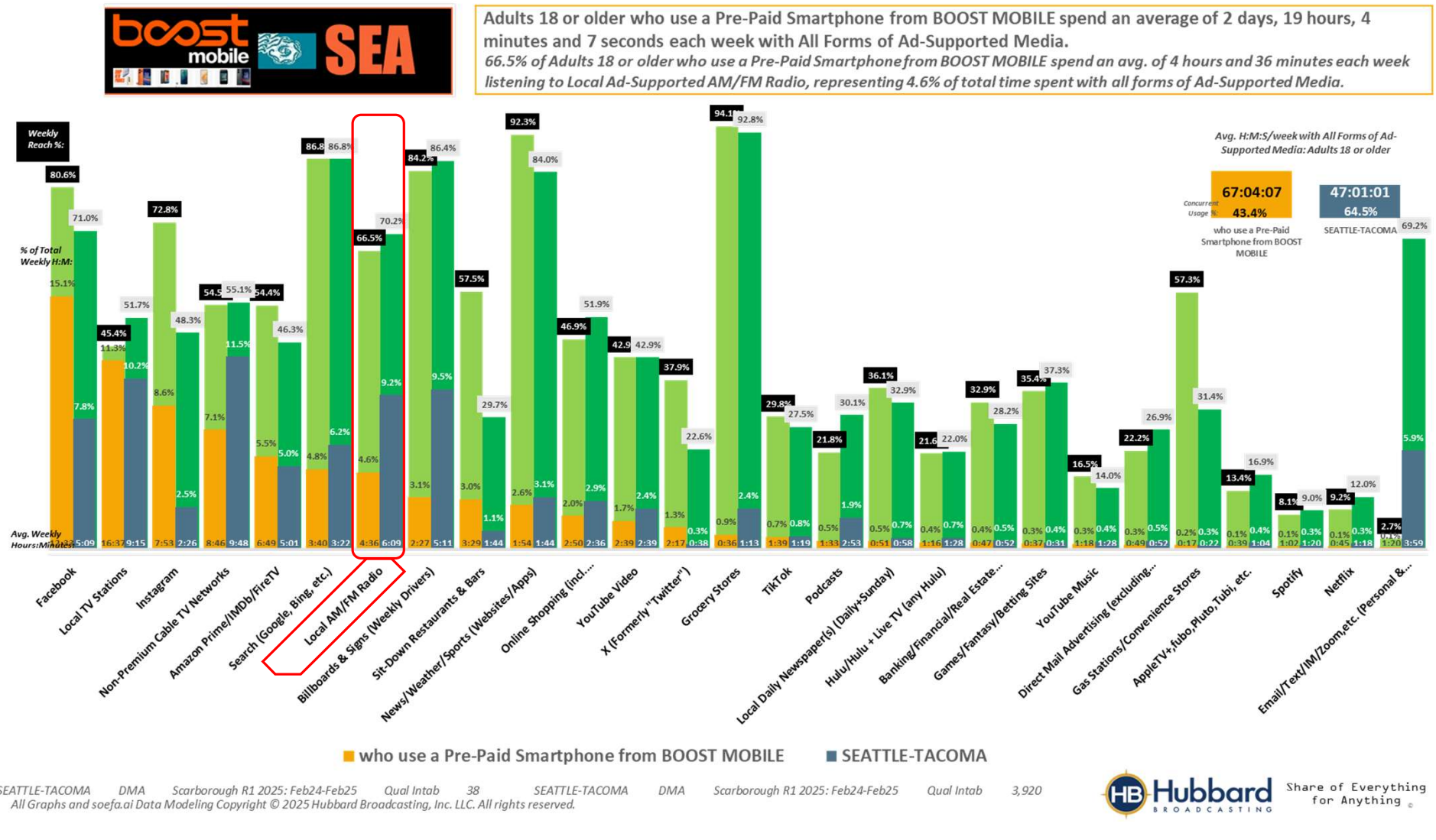
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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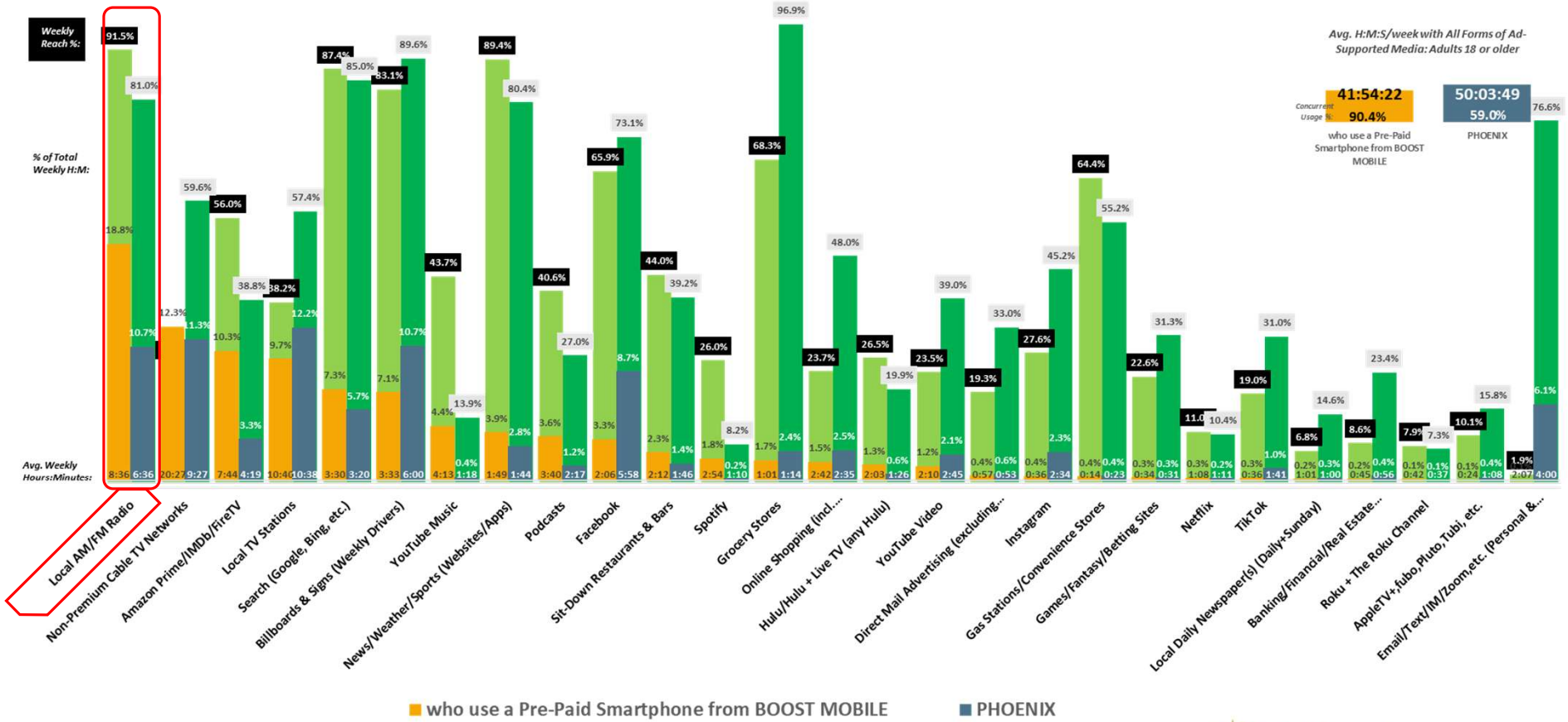
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 1 days, 17 hours, 54 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

91.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.8% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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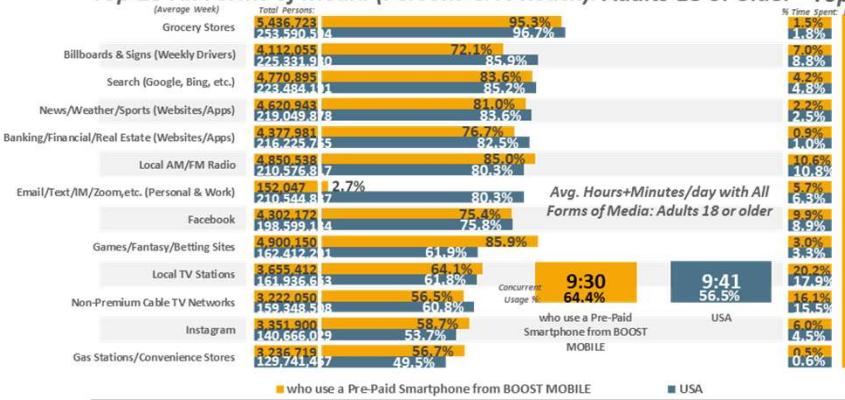
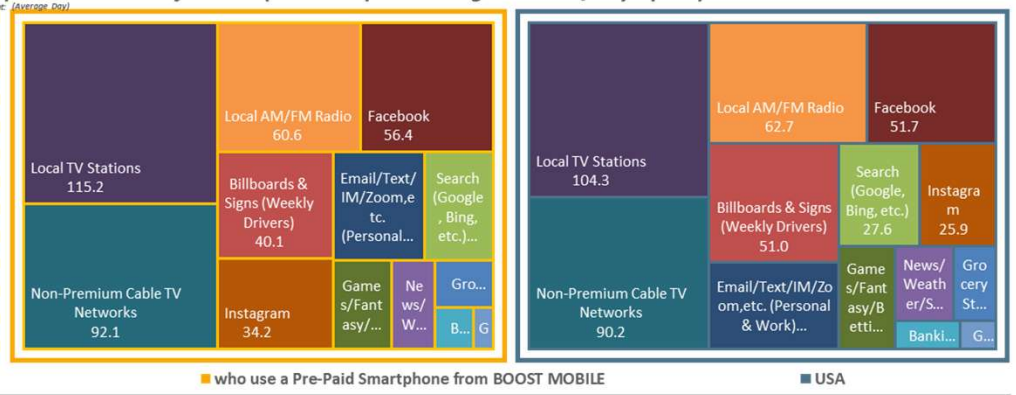
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

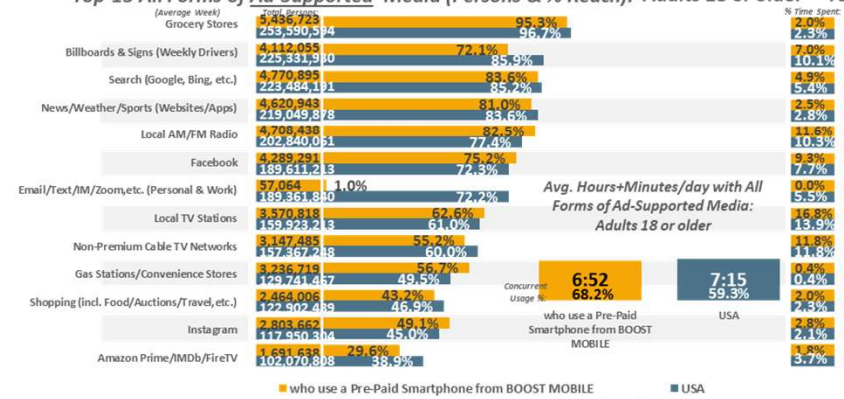
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



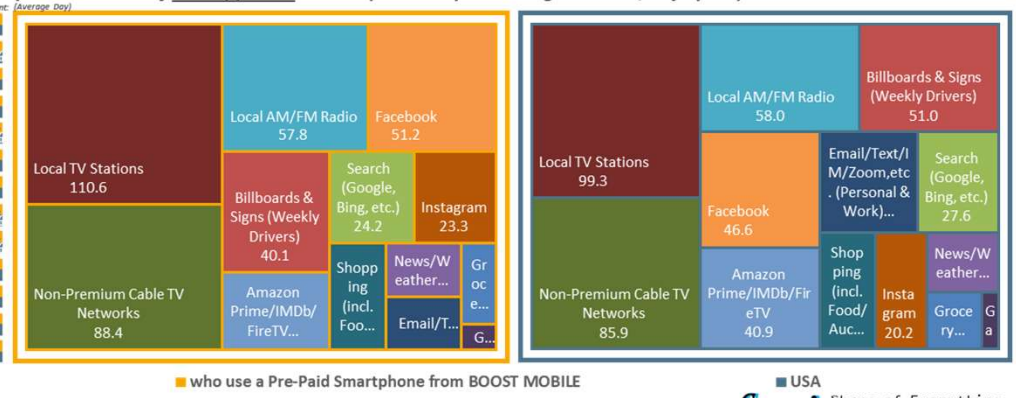
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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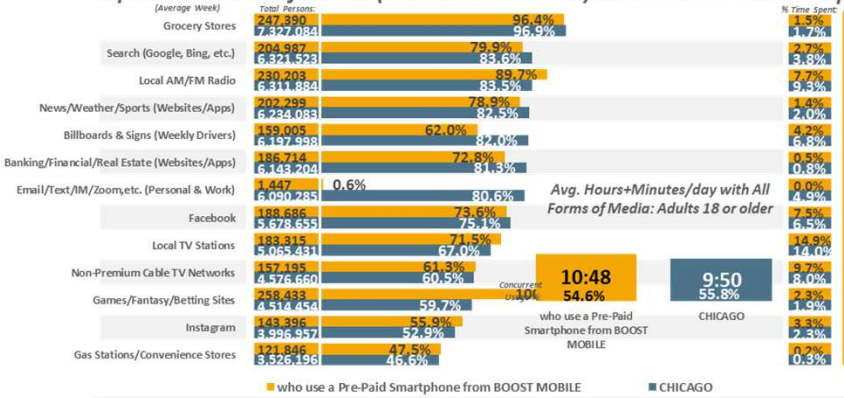
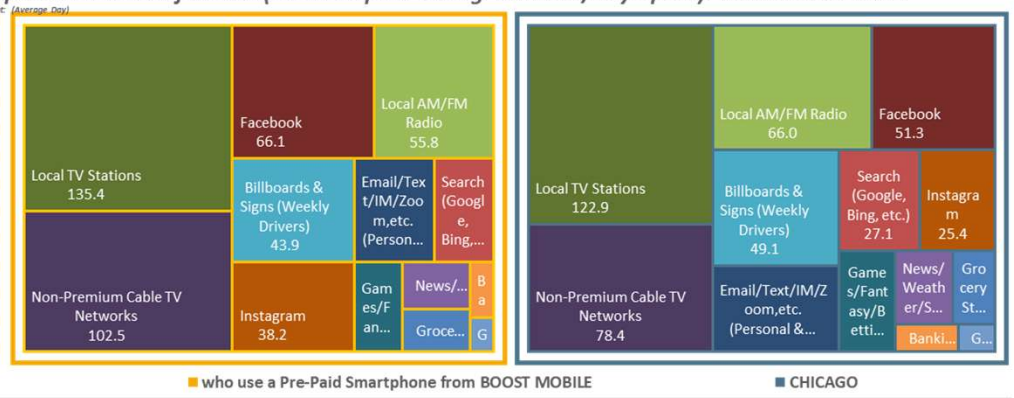
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 88.1% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

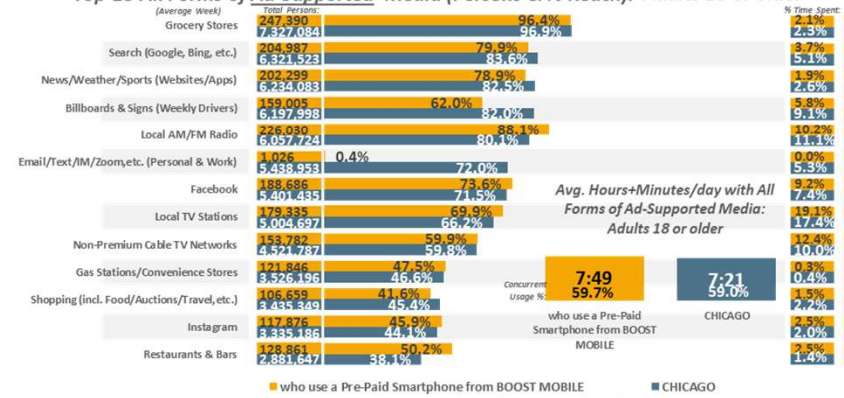
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



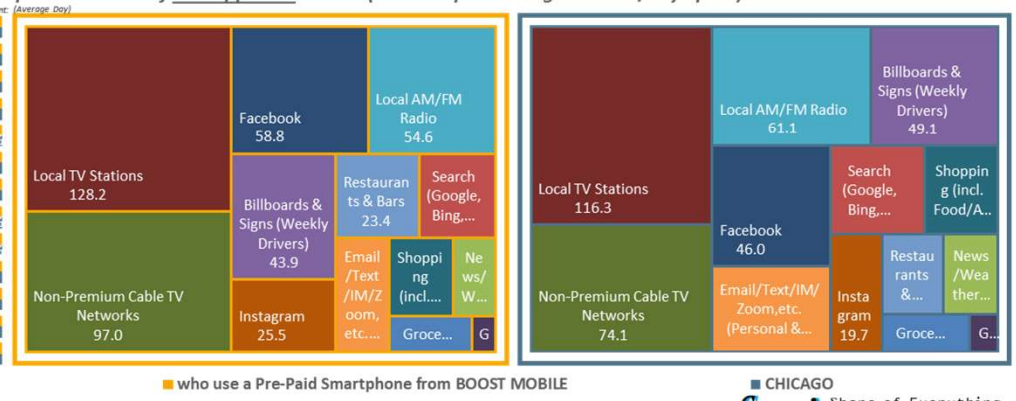
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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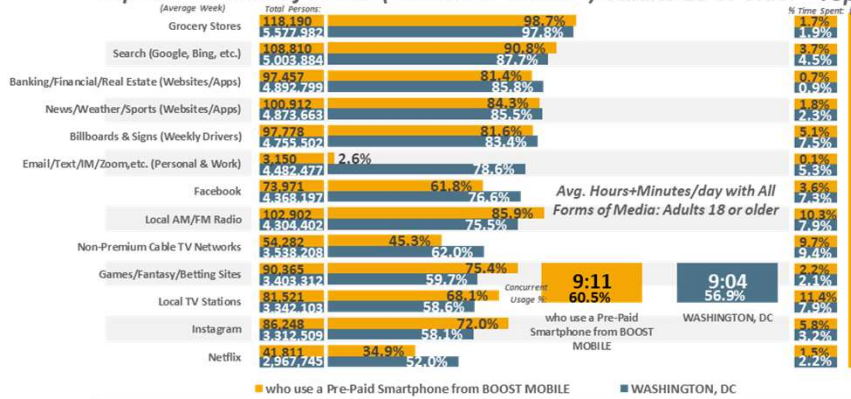
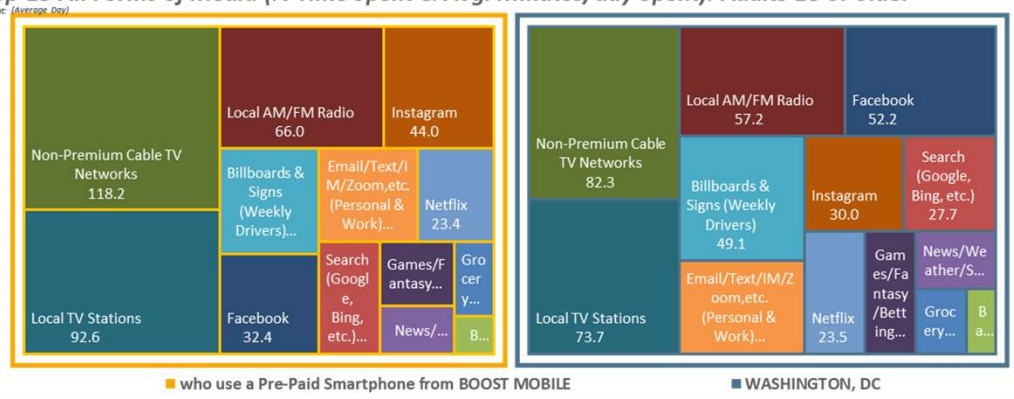
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

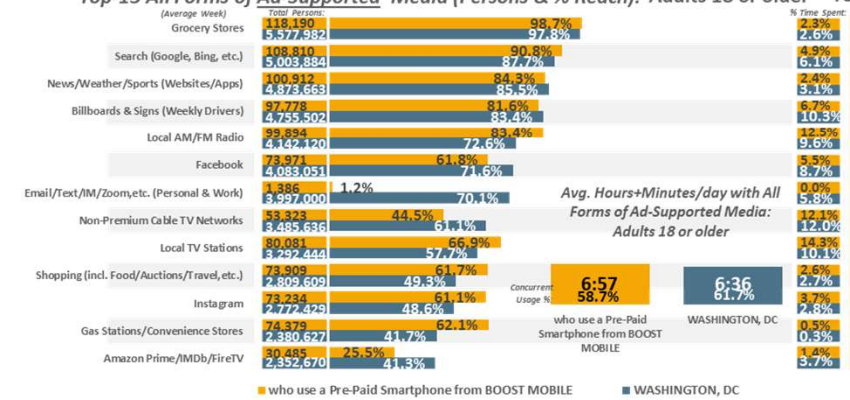
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



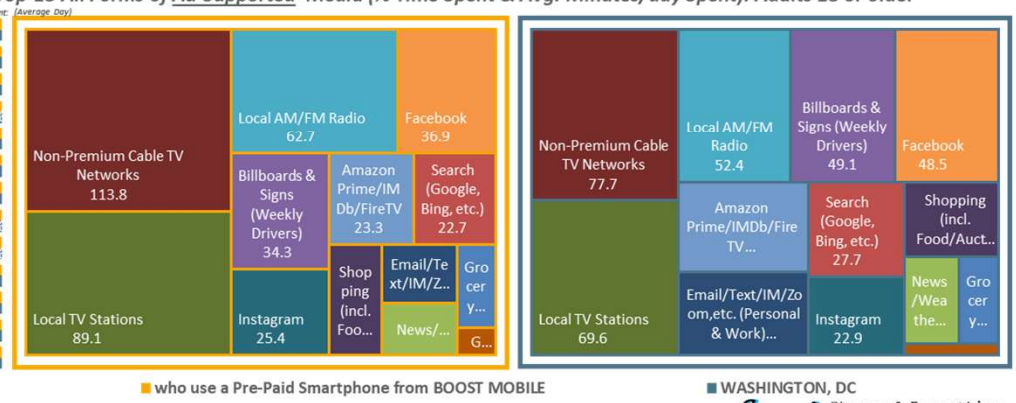
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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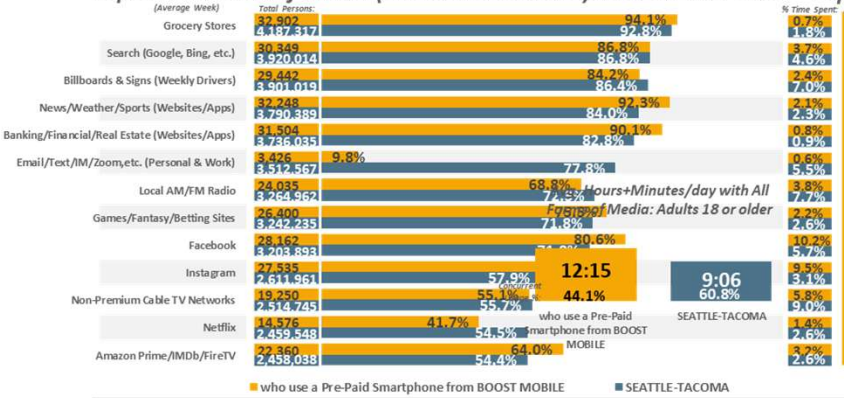
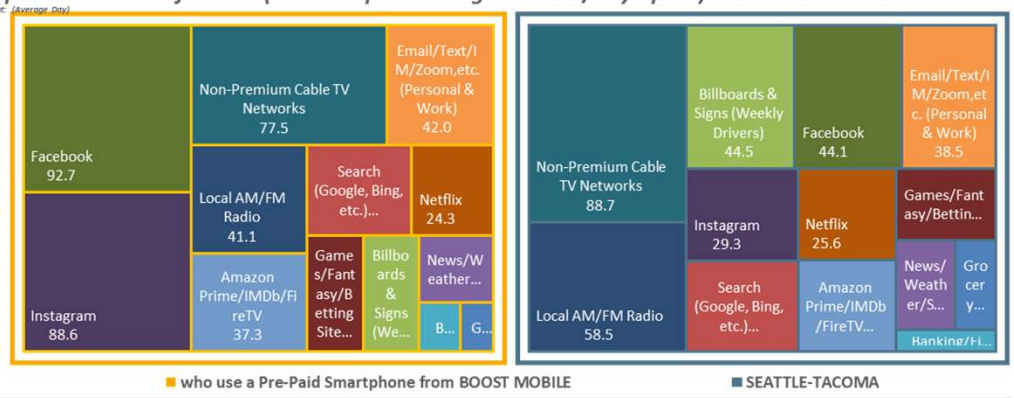
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 66.5% listen to Local AM/FM Radio for an avg. of 39.6 minutes/day. *(Local Radio delivers 4.6% of Time with Ad-Supported Media.)*

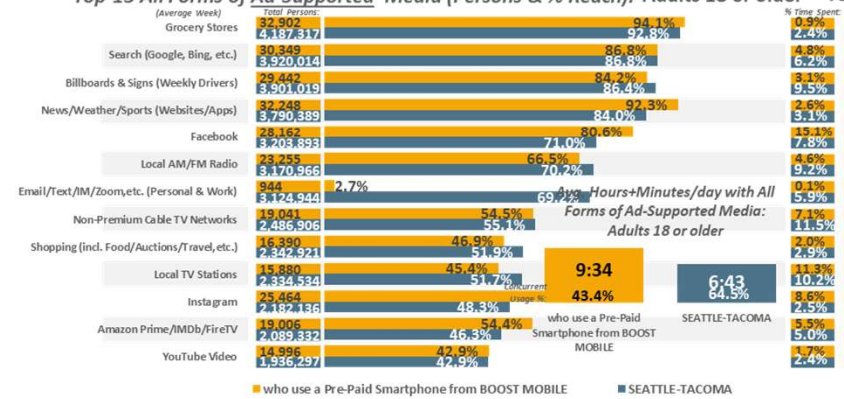
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



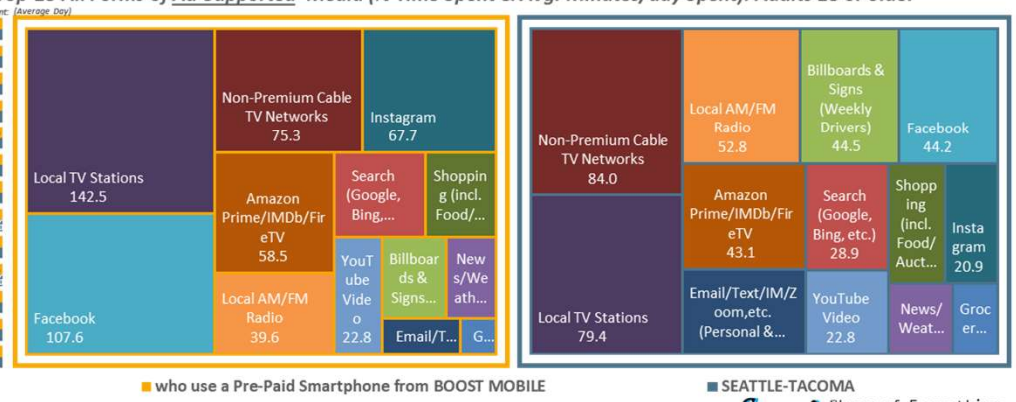
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***Top-13 All Forms of Ad-Supported Media (Persons & % Reach):* Adults 18 or older**



***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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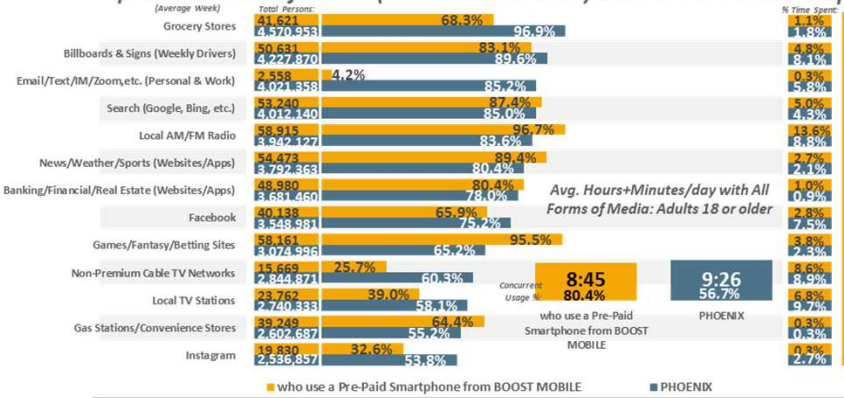
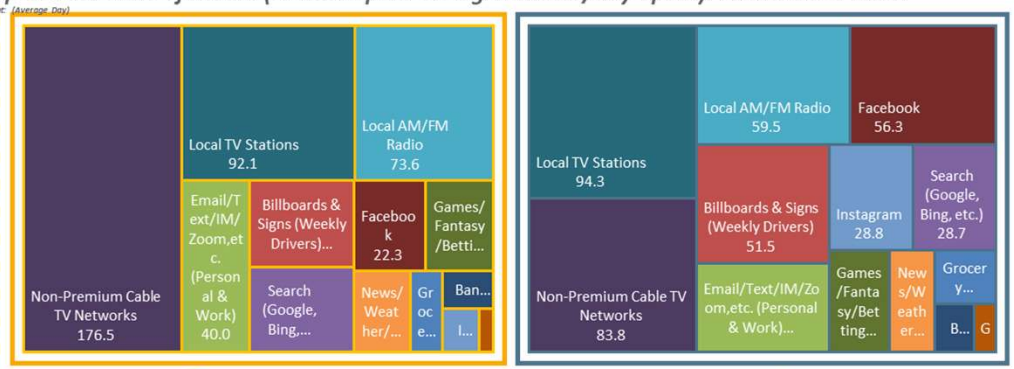
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 91.5% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. *(Local Radio delivers 18.8% of Time with Ad-Supported Media.)*

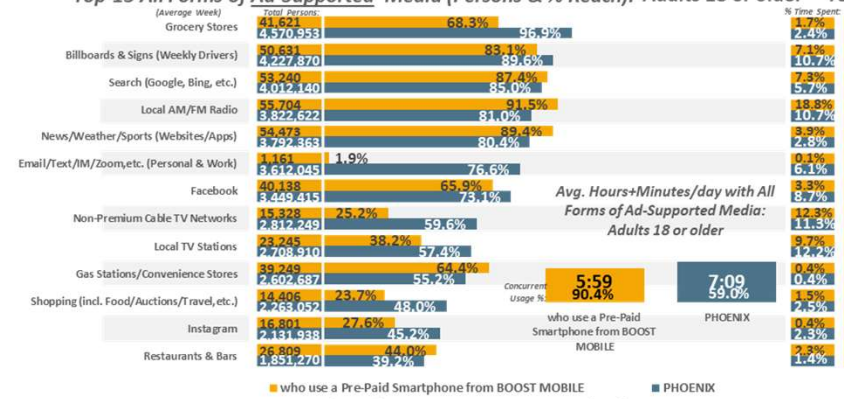
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



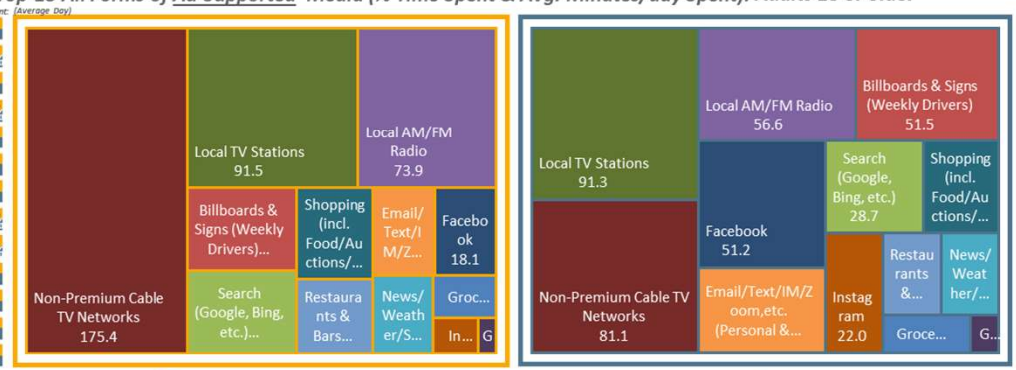
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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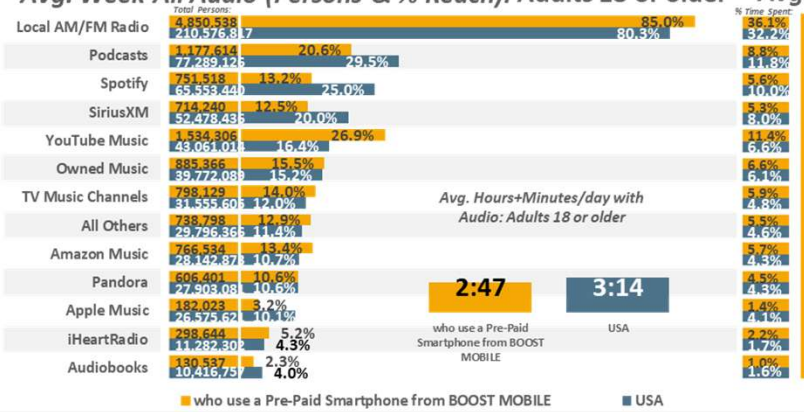
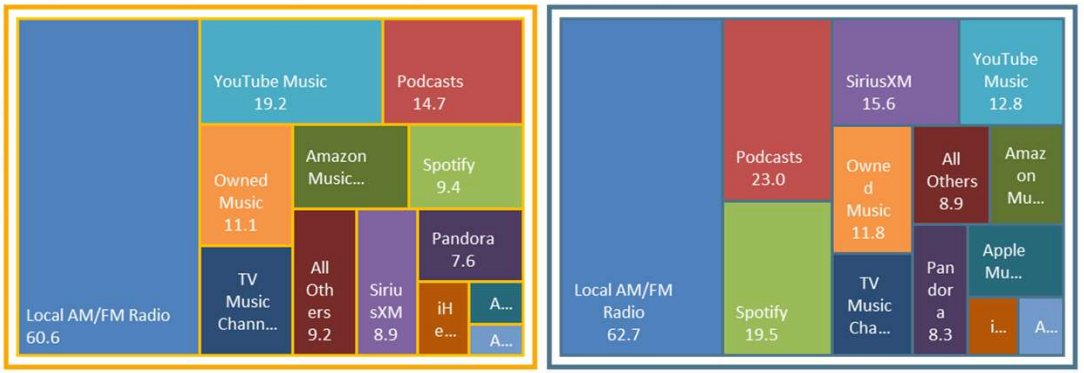
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,708,438 or 82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

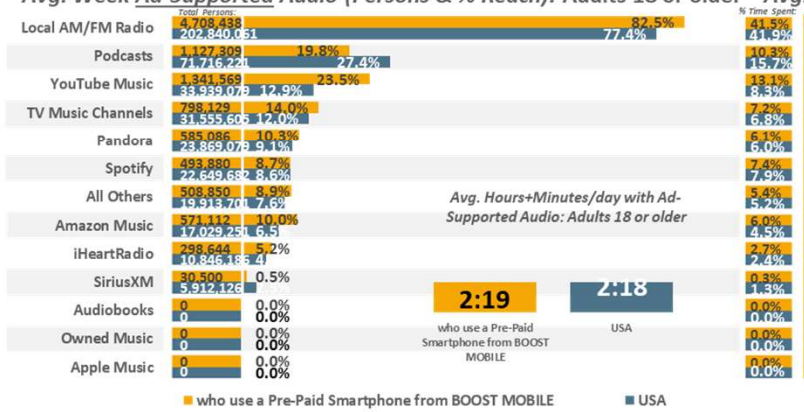
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



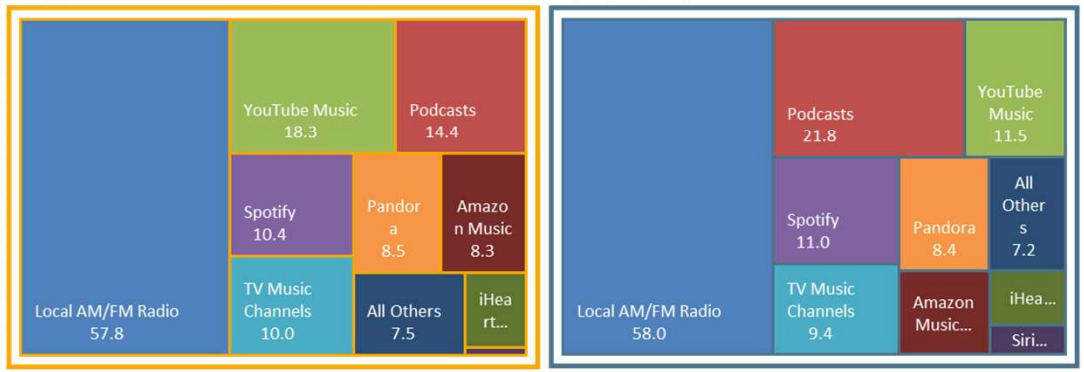
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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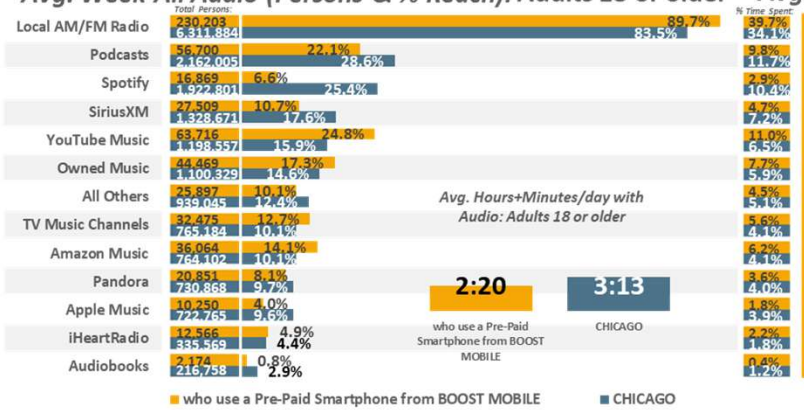
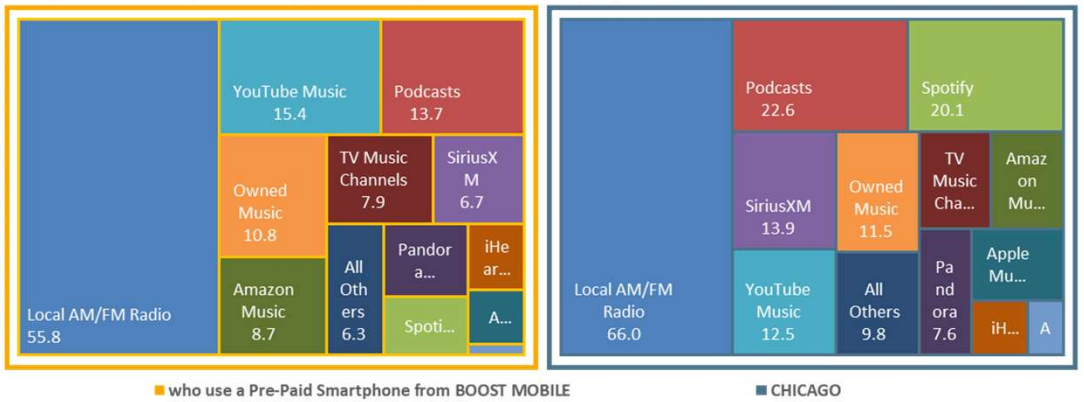
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

226,030 or 88.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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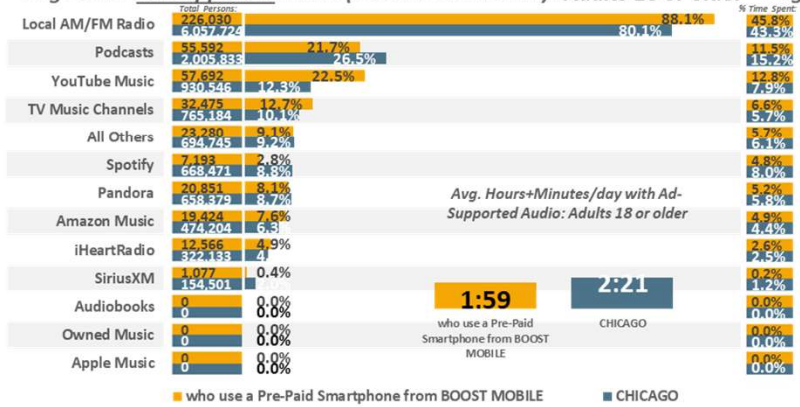
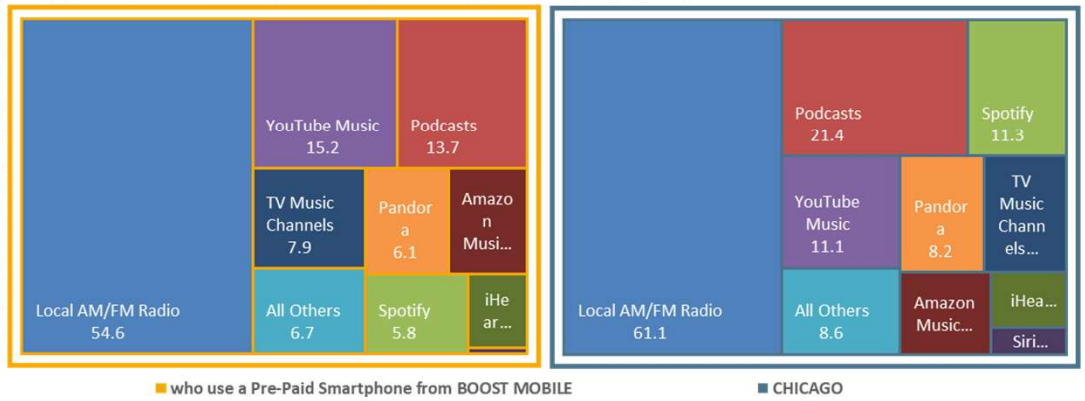


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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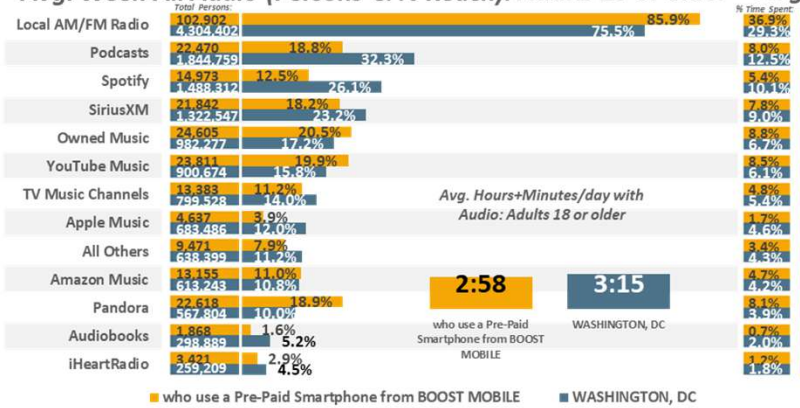
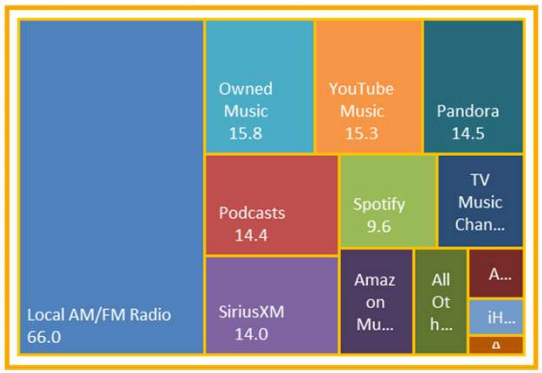
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

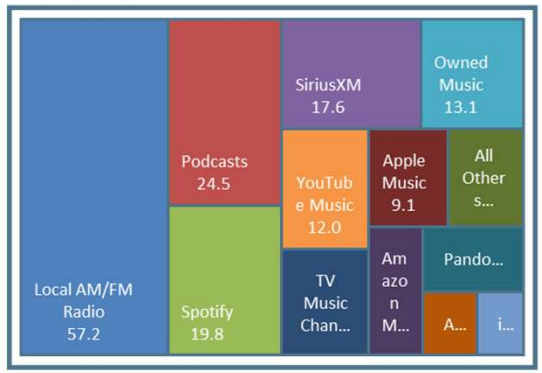
99,894 or 83.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older



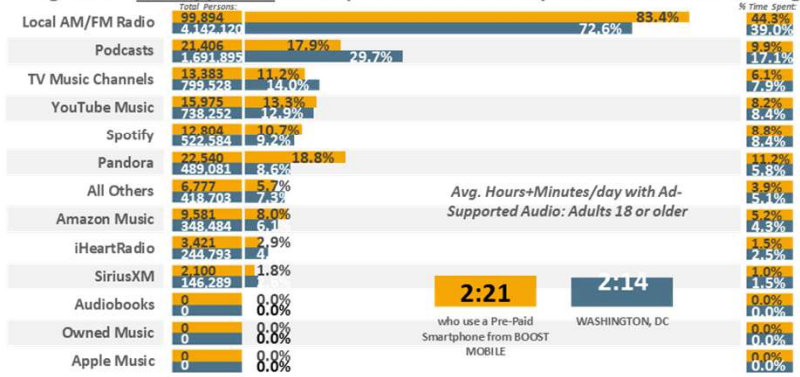
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



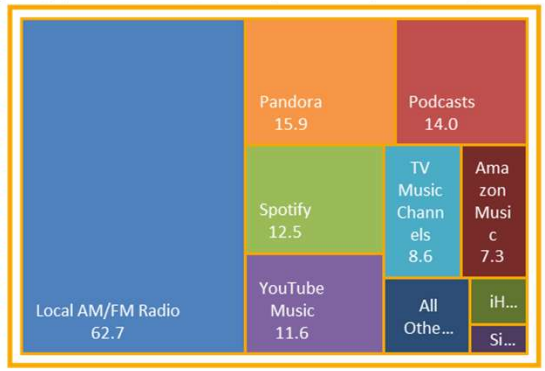


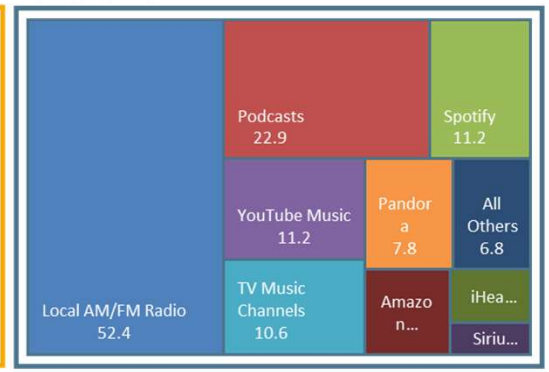
who use a Pre-Paid Smartphone from BOOST MOBILE ■ WASHINGTON, DC

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who use a Pre-Paid Smartphone from BOOST MOBILE ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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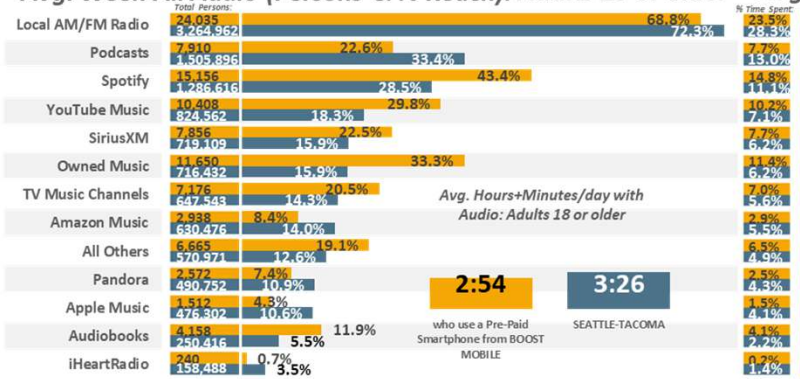
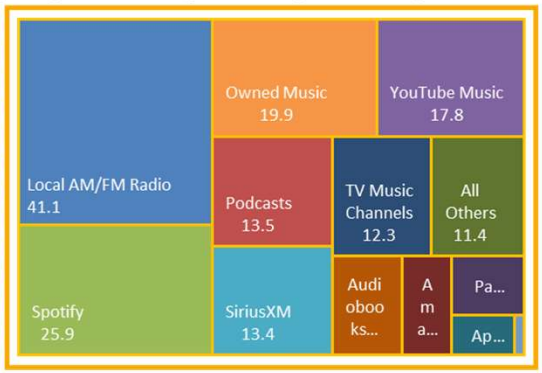
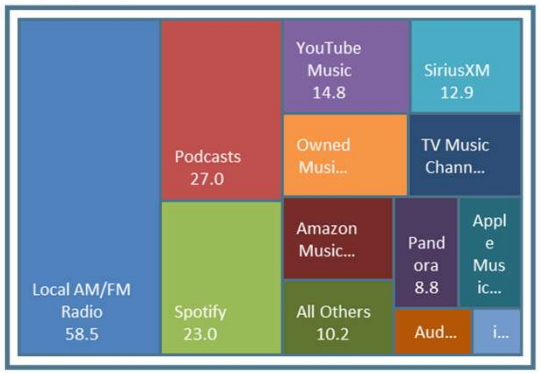
23,255 or 66.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 39.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

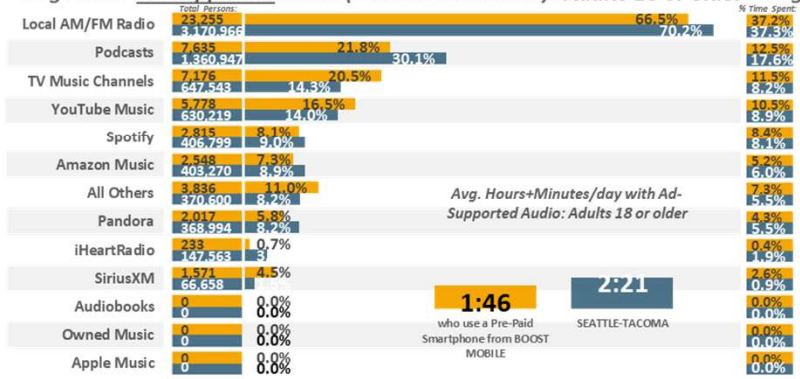


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

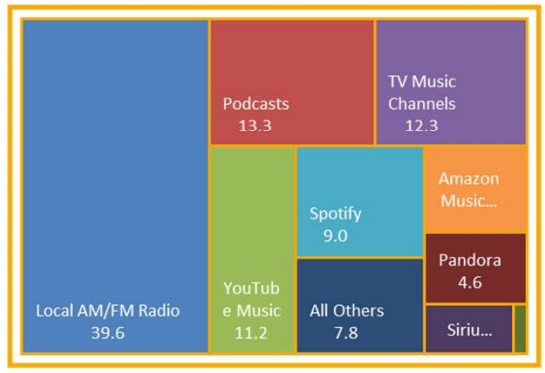


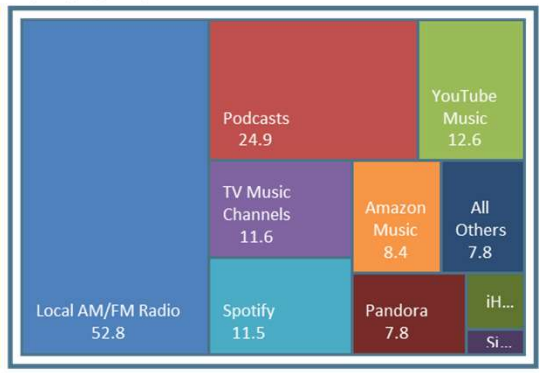


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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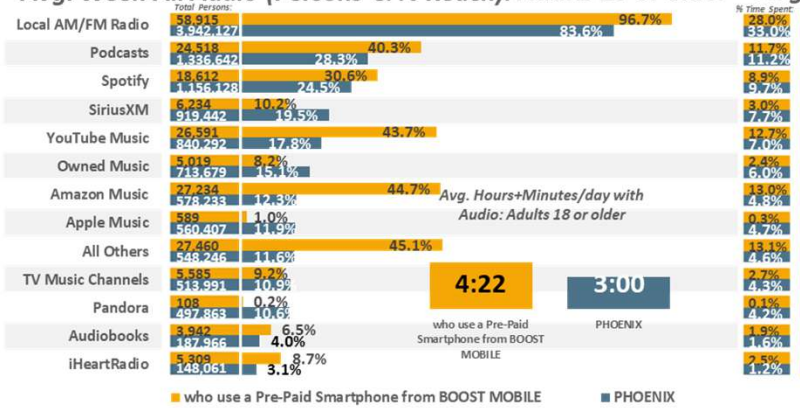
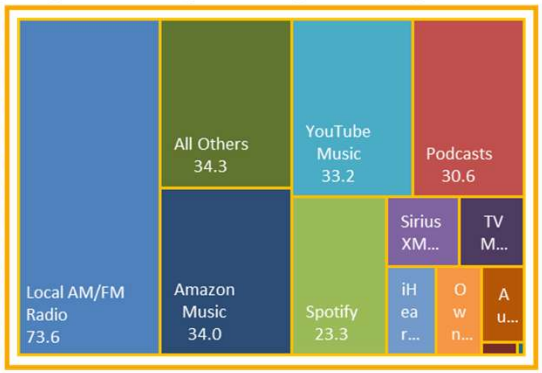
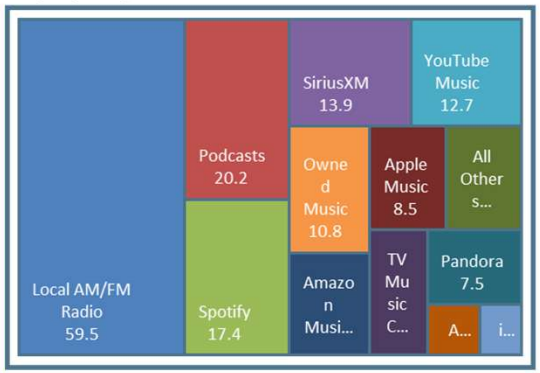
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

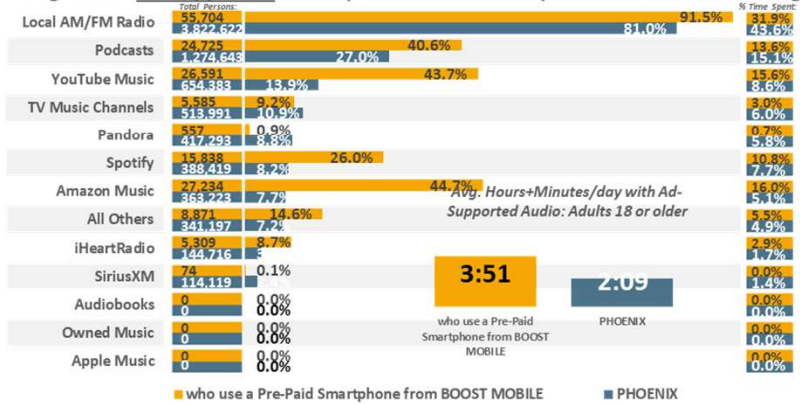


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

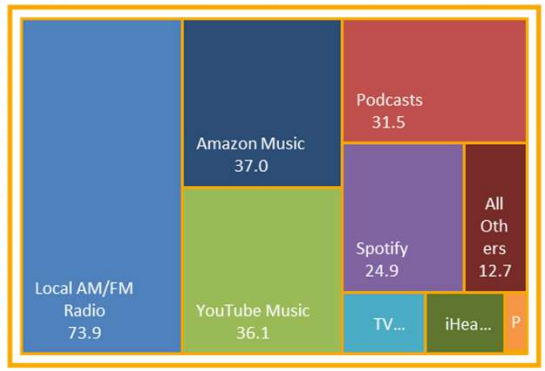


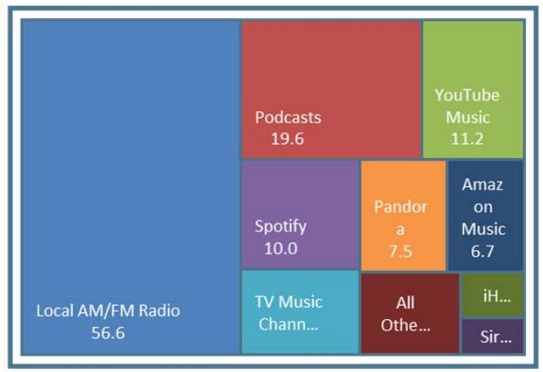


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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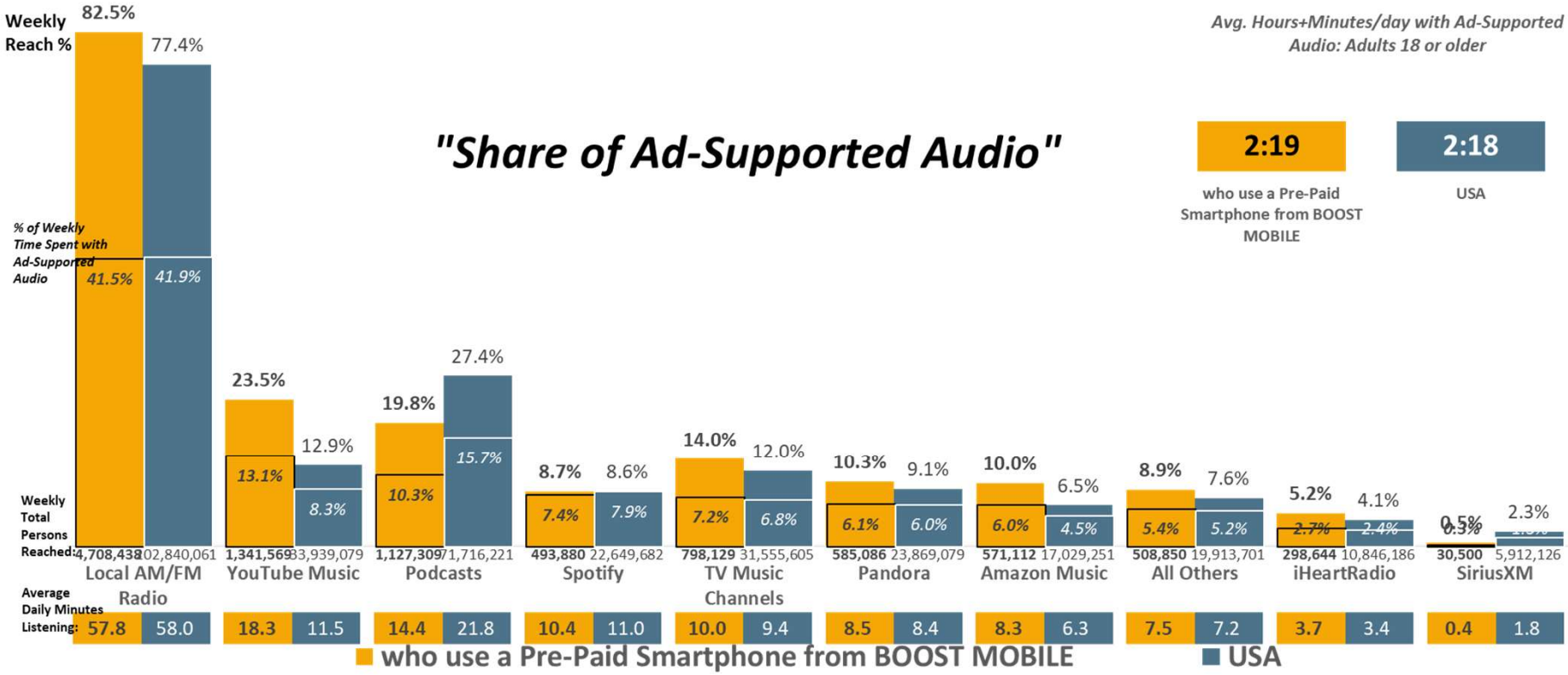

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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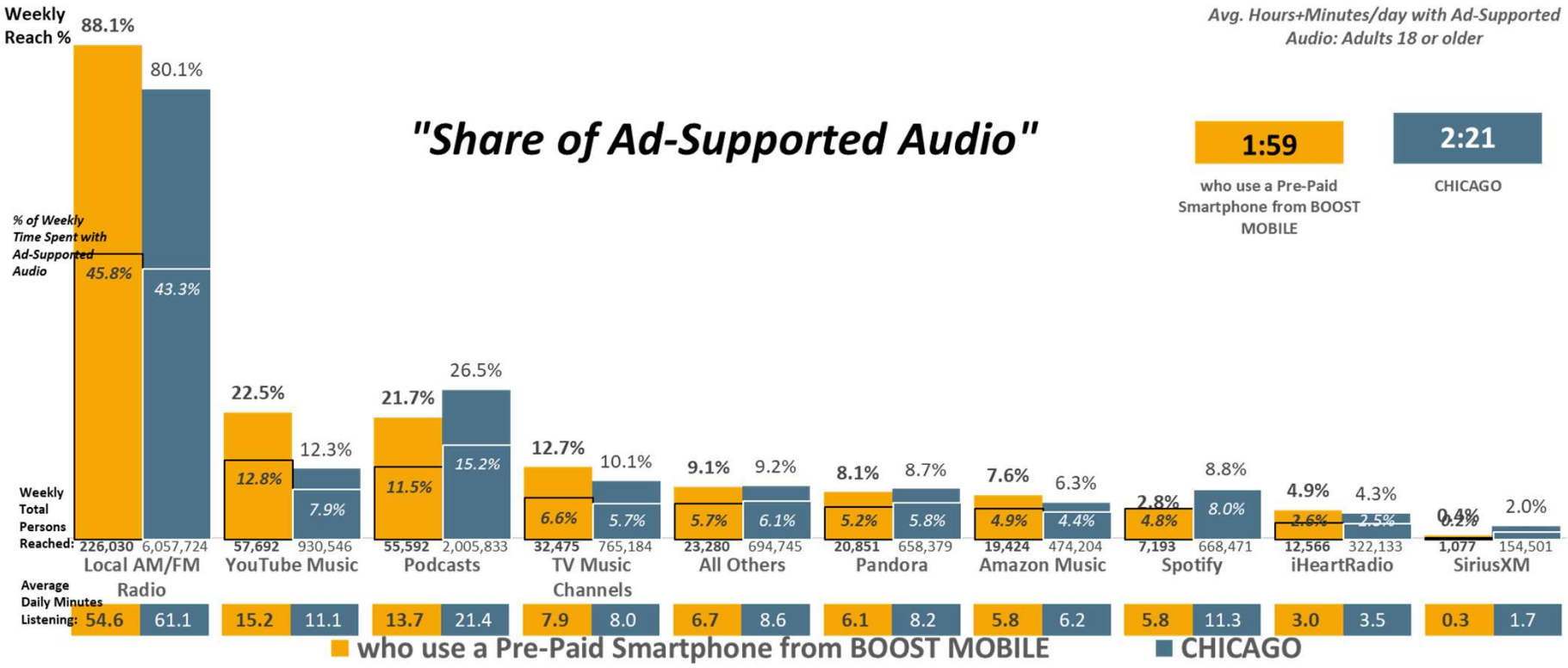

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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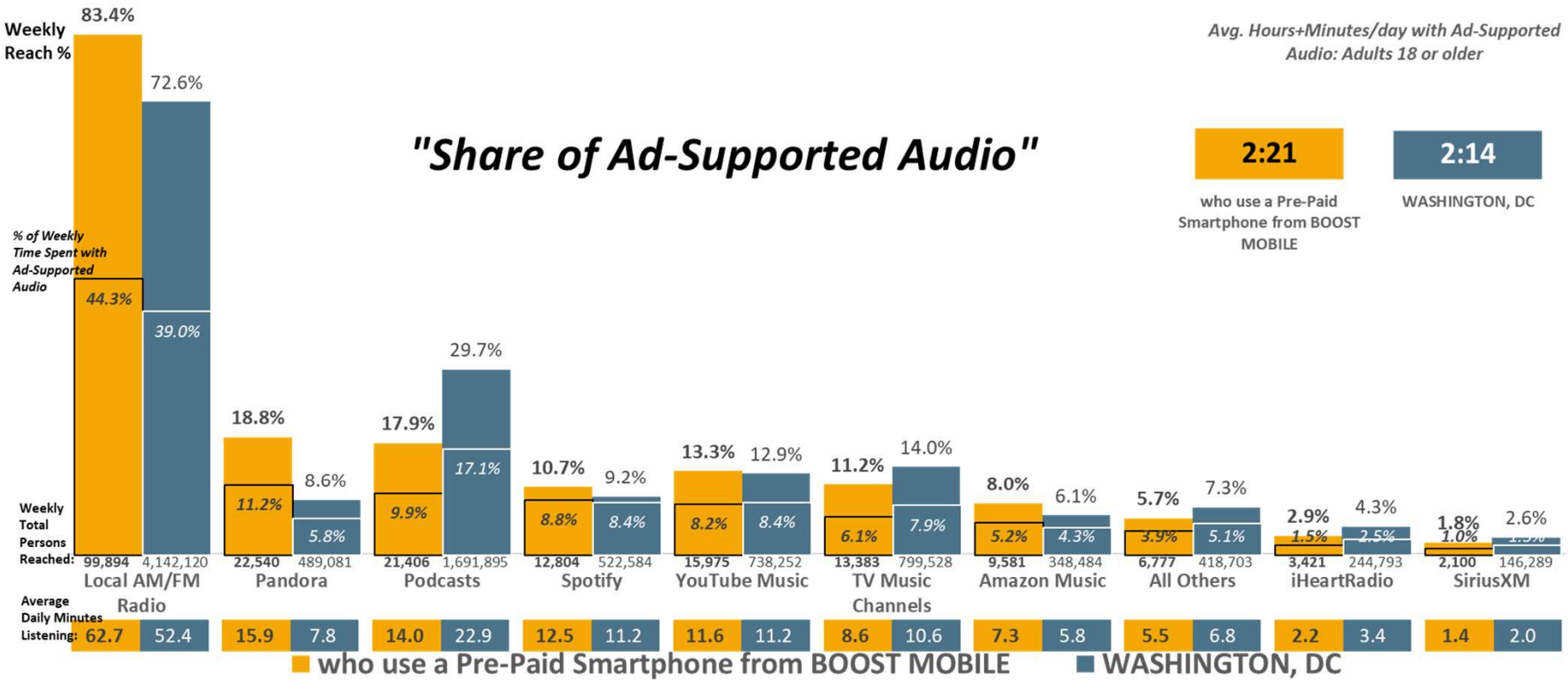

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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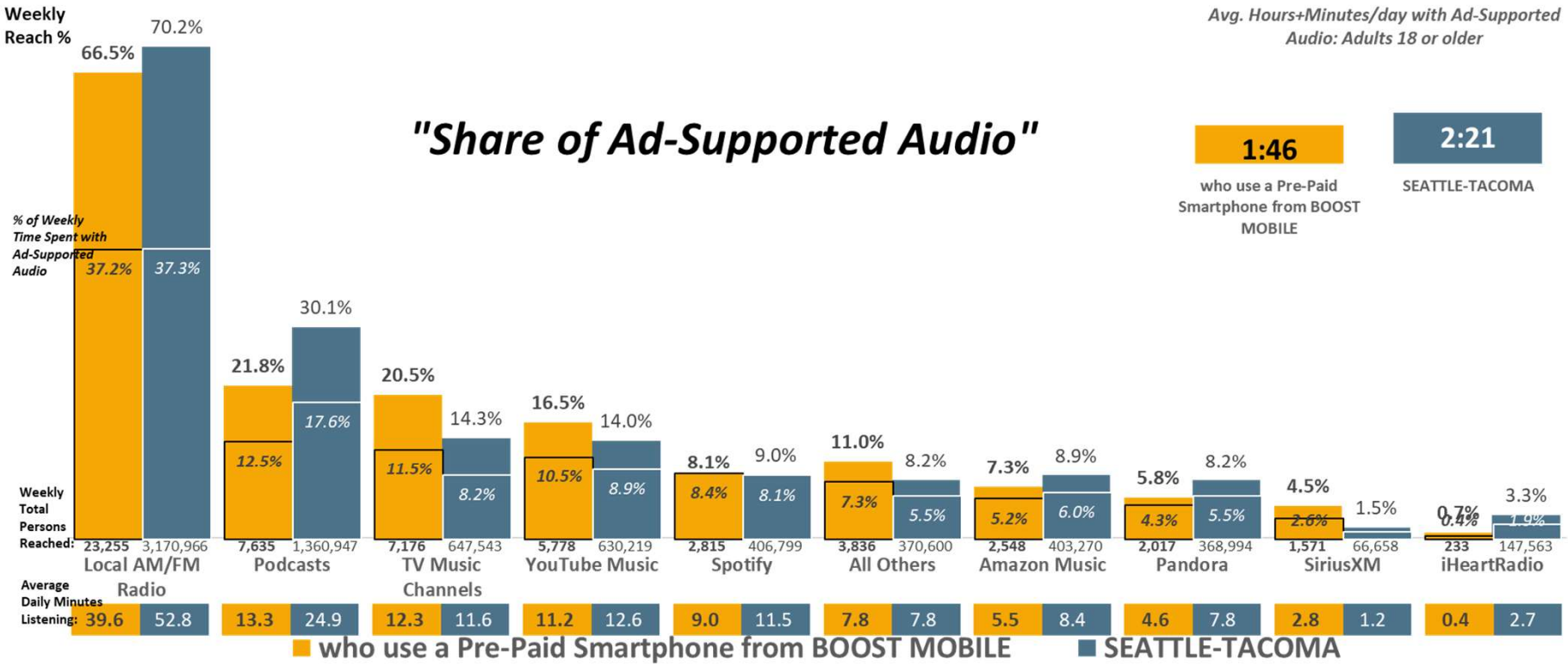

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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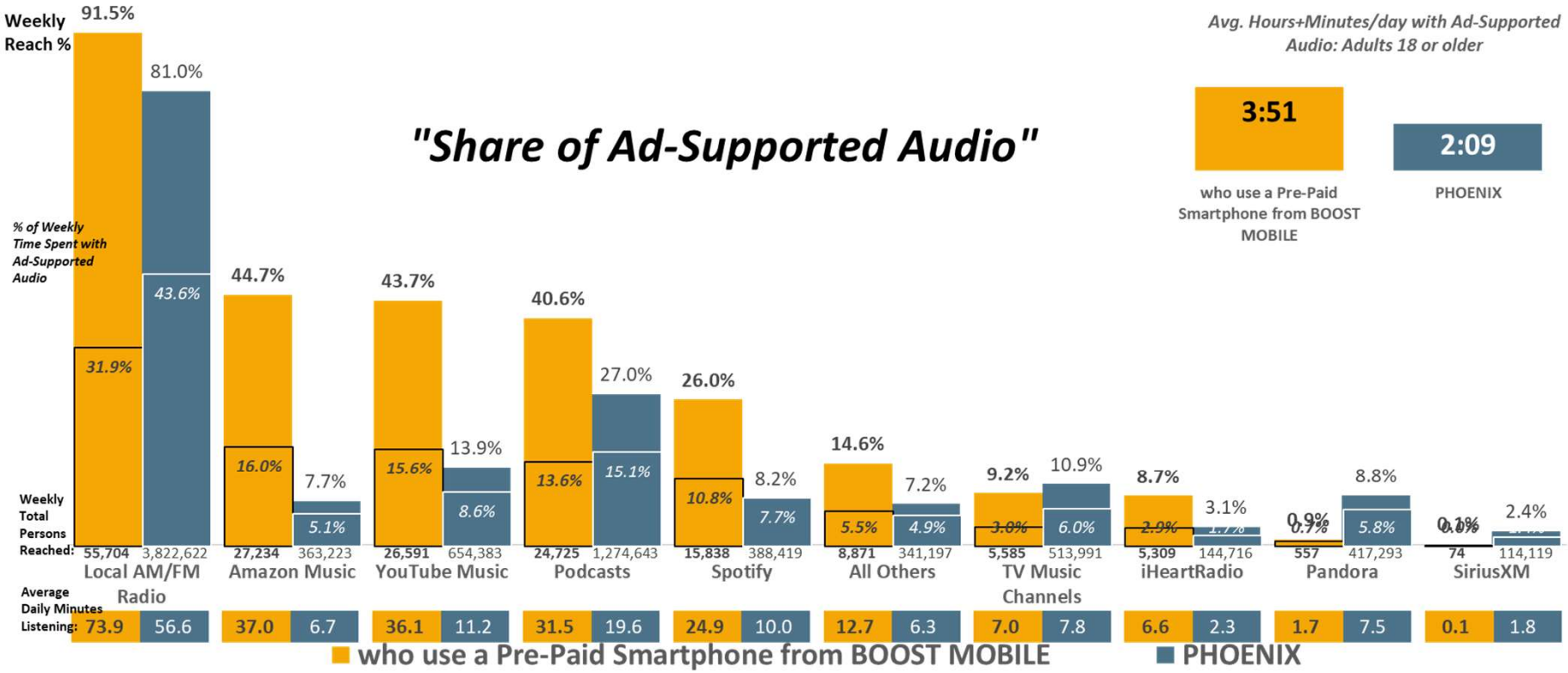

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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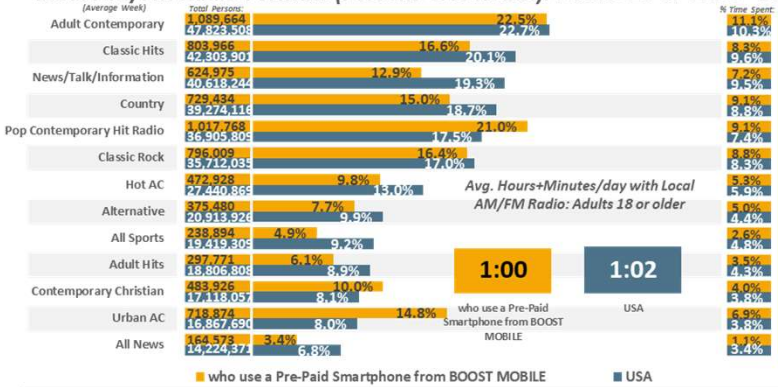
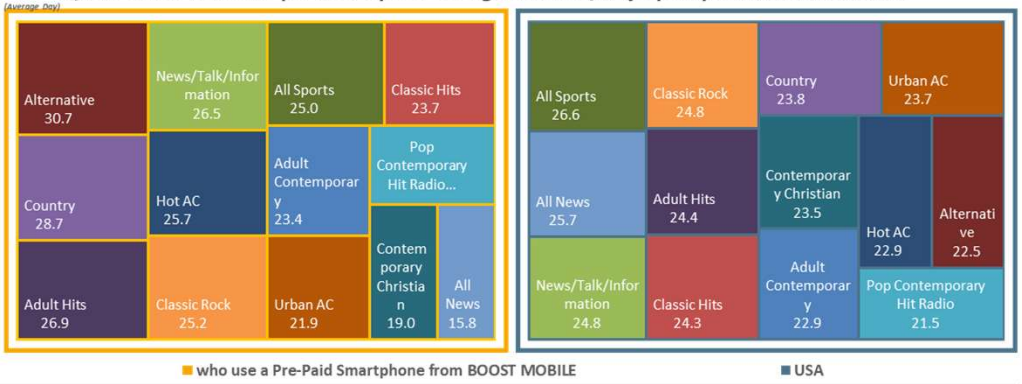
4,708,438 or 82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Classic Hits, and Classic Rock.

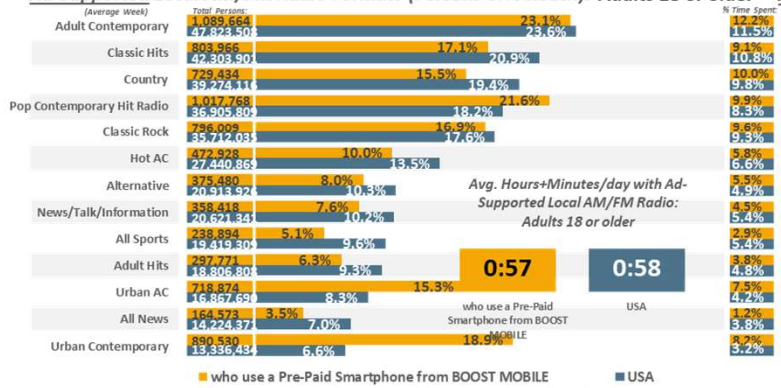
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



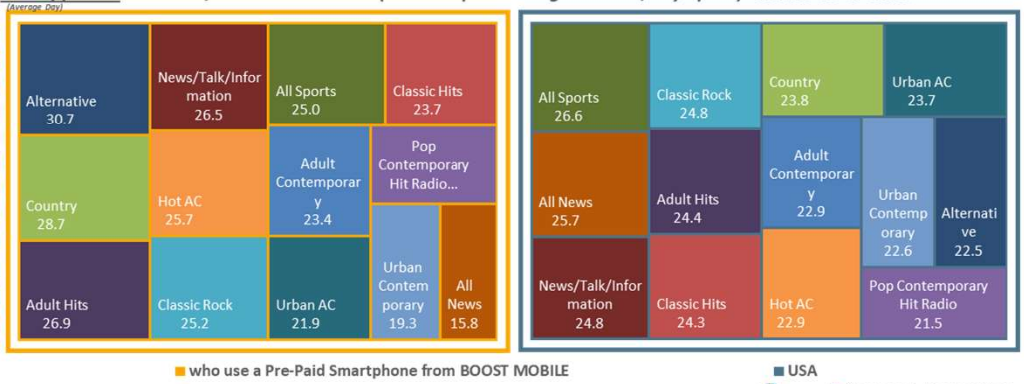
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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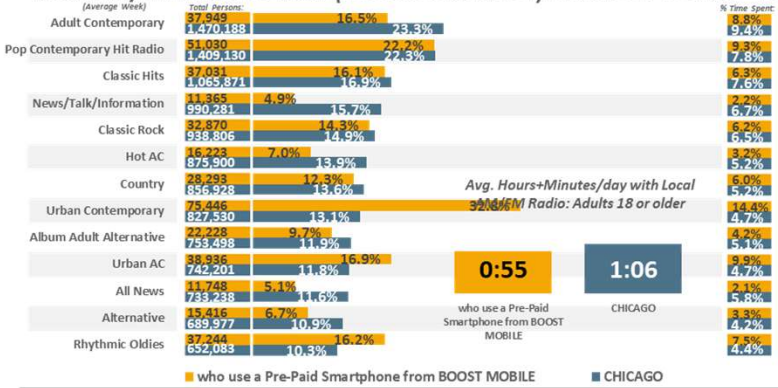
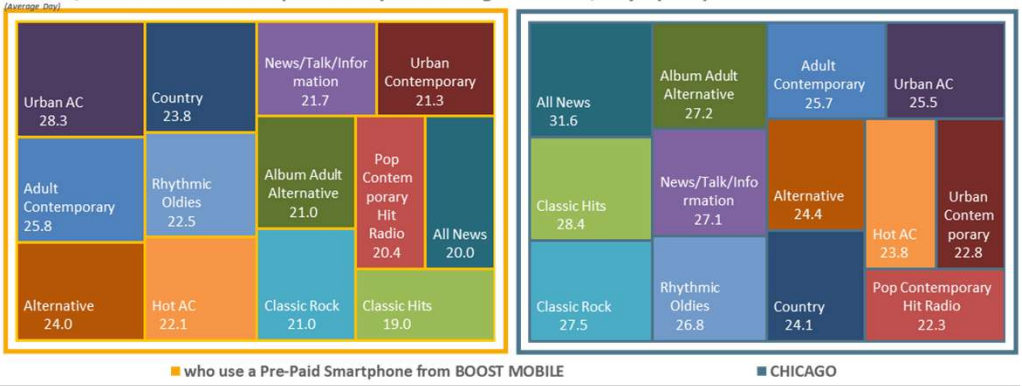
226,030 or 88.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Pop Contemporary Hit Radio, Urban AC, Adult Contemporary, and Rhythmic Oldies.

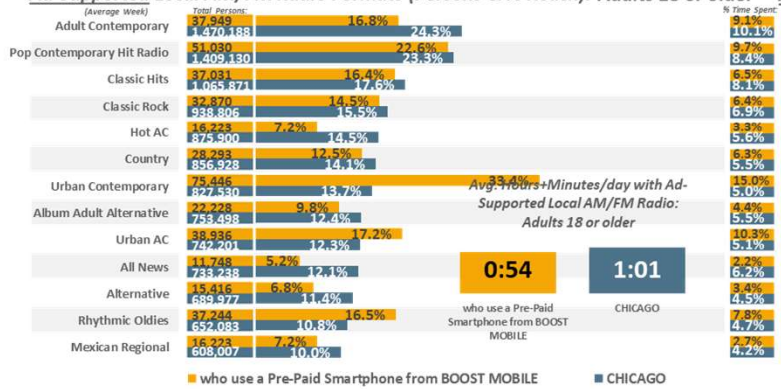
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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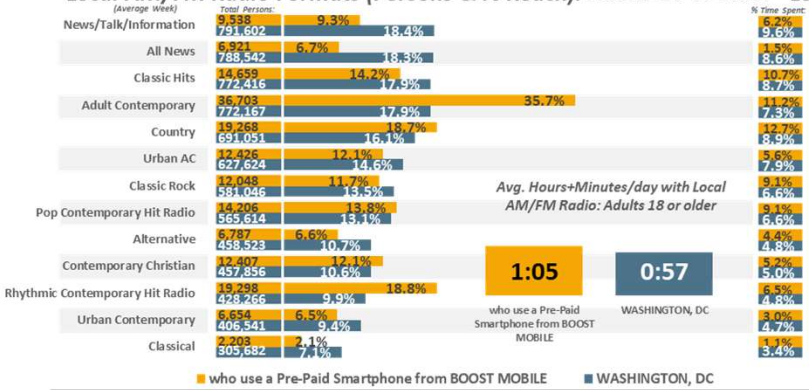
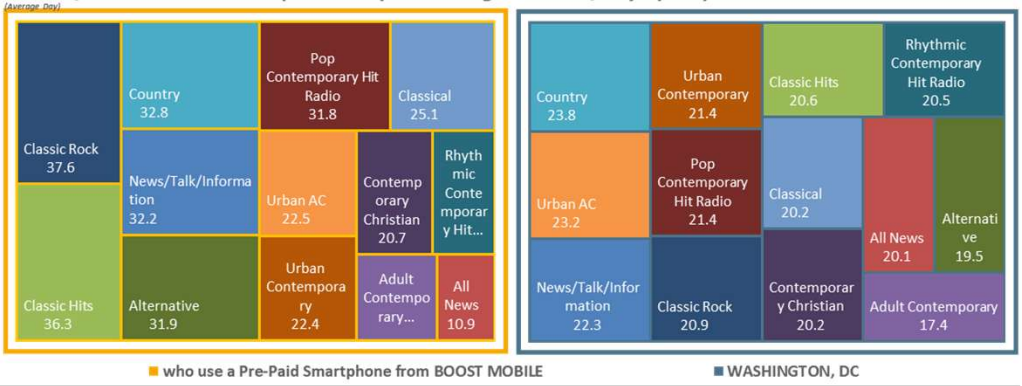
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

99,894 or 83.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Spanish Variety, Rhythmic Contemporary Hit Radio, Country, and Classic Hits.

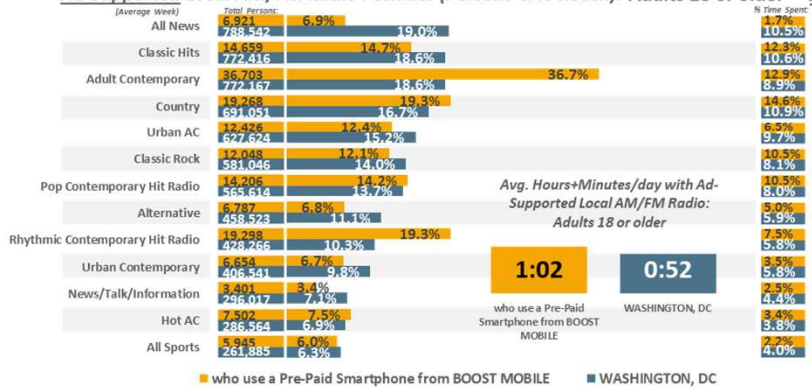
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



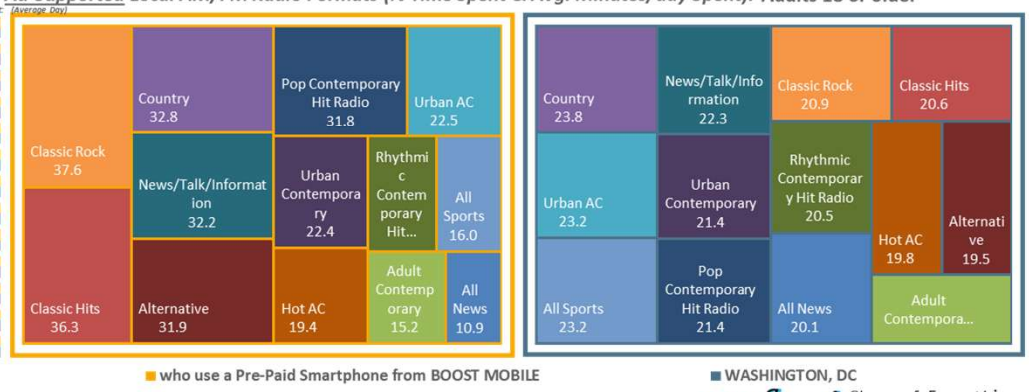
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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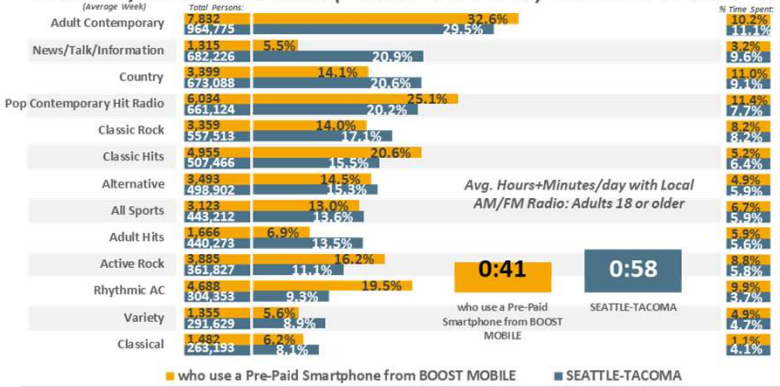
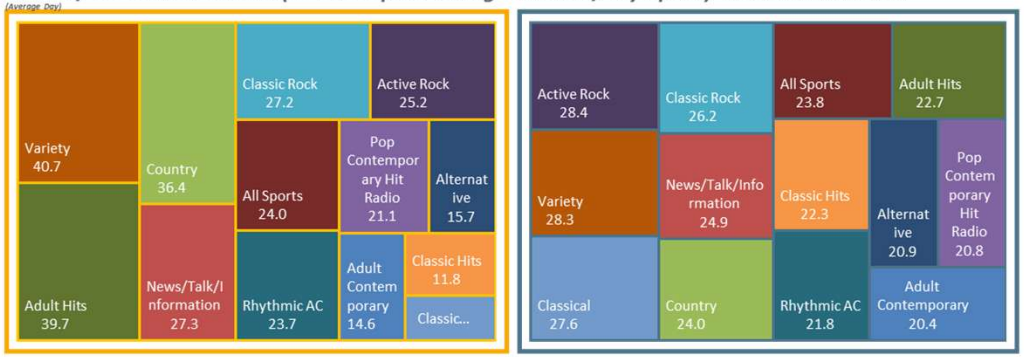
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

23,255 or 66.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Rhythmic AC, and Active Rock.

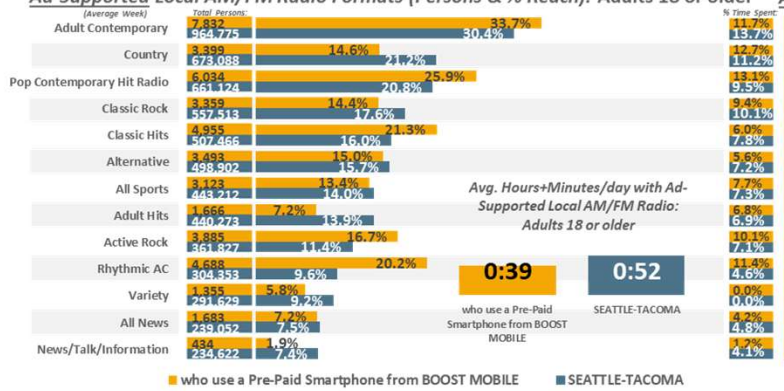
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



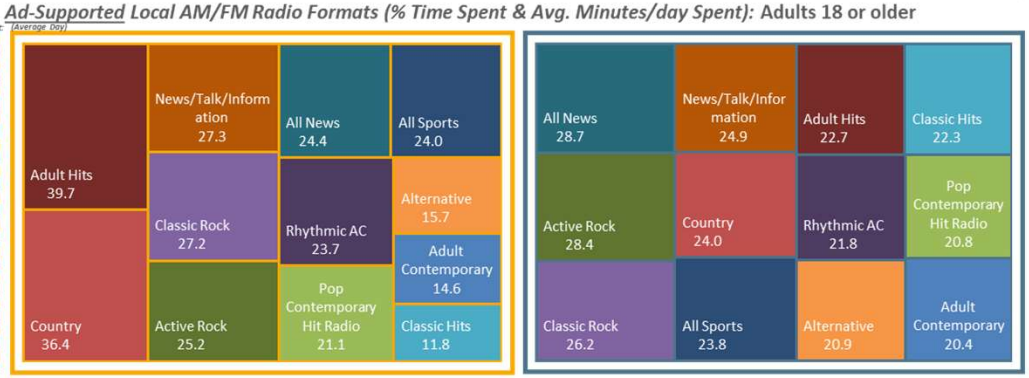
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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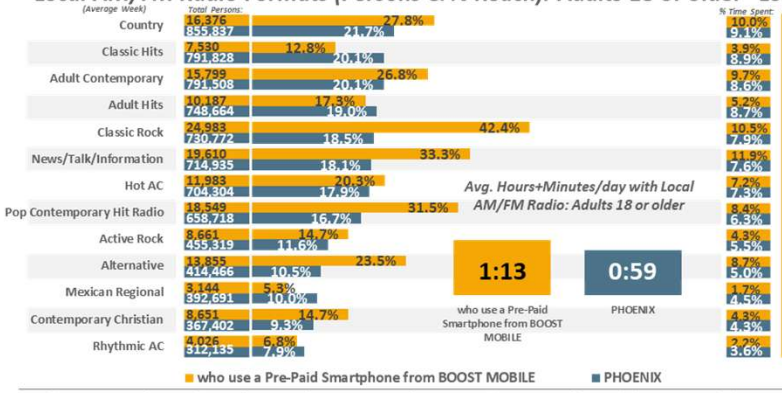
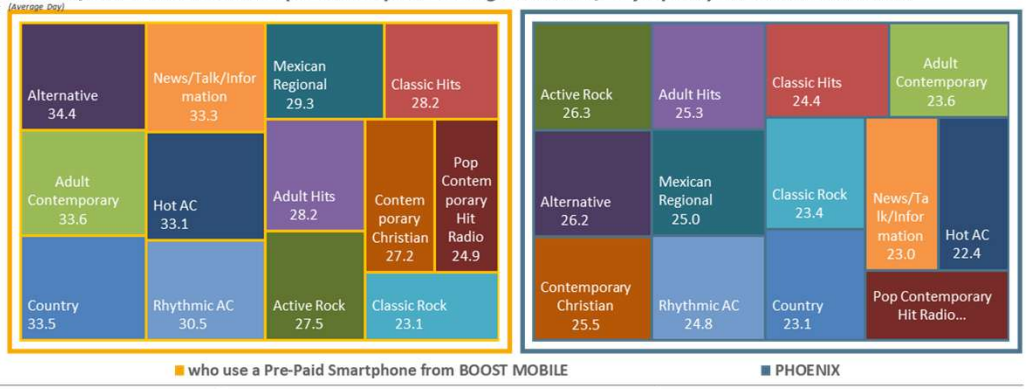
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

55,704 or 91.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, News/Talk/Information, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

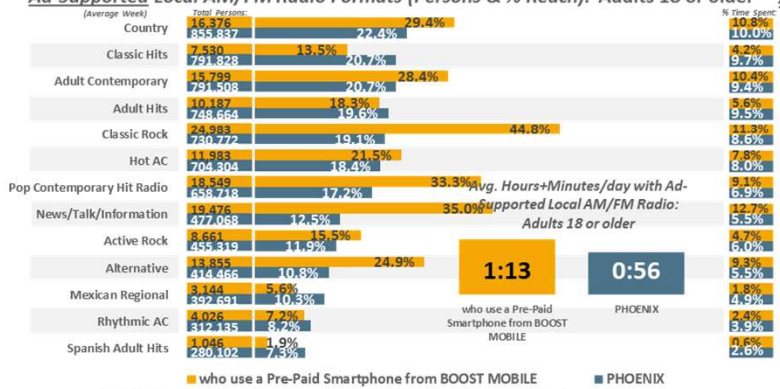
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



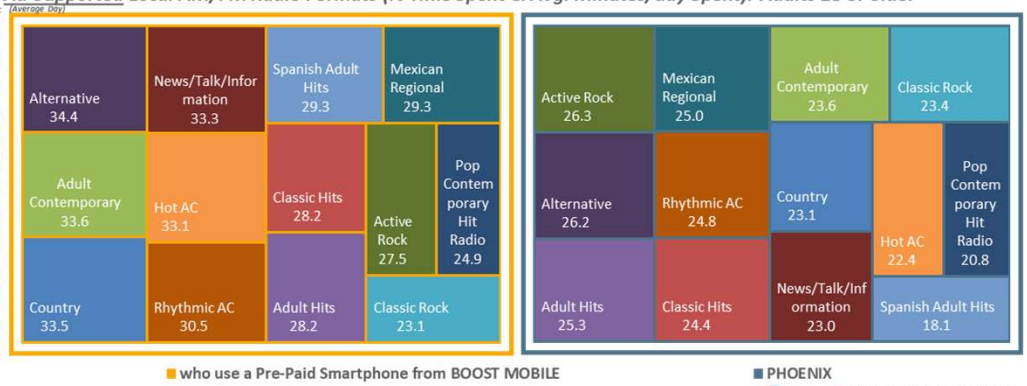
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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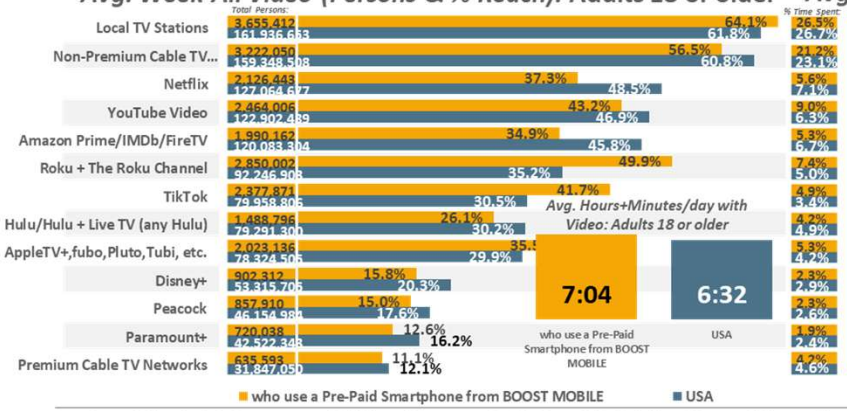
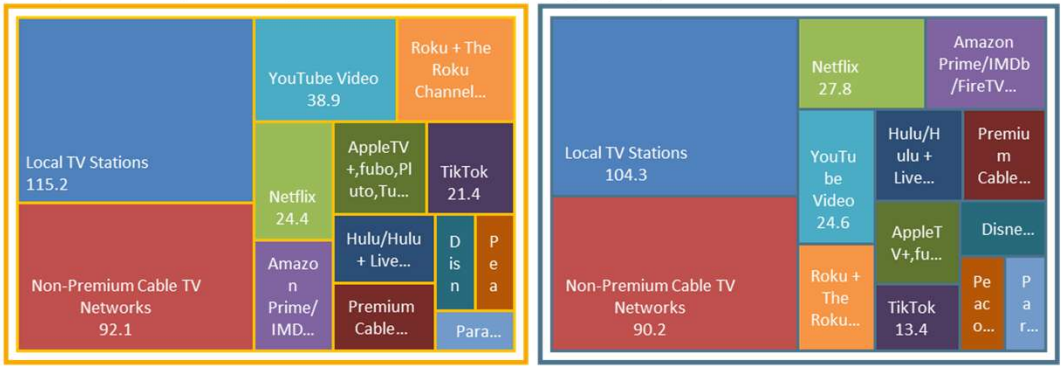
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3,570,818 or 62.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 110.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

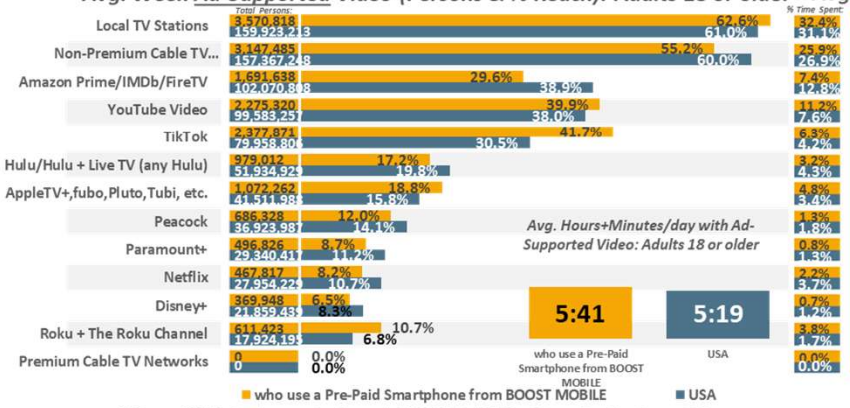
Avg. Week All Video (Persons & % Reach): Adults 18 or older



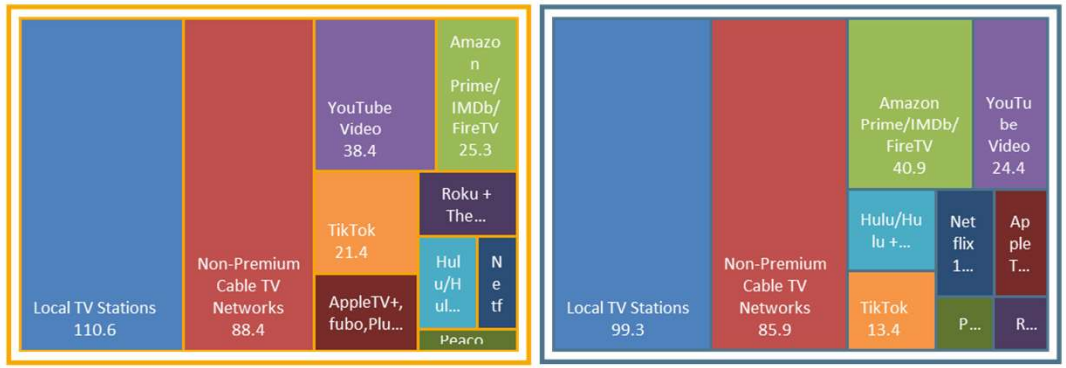
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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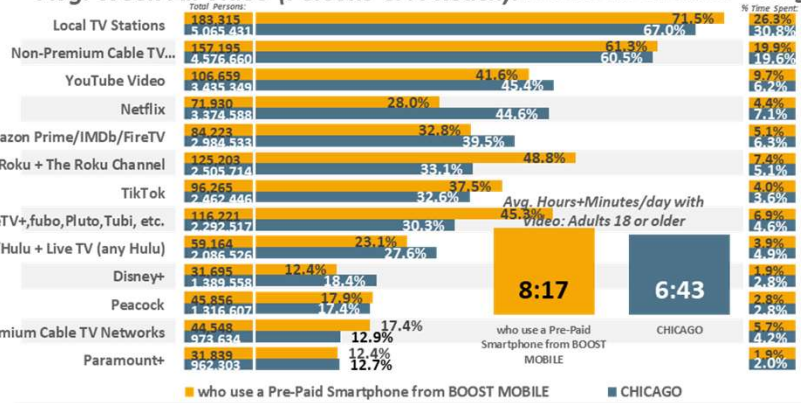
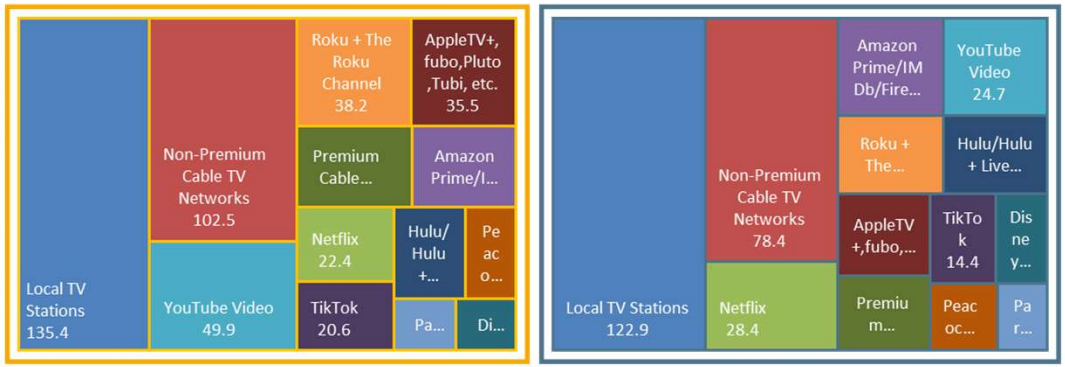
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

179,335 or 69.9% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 128.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

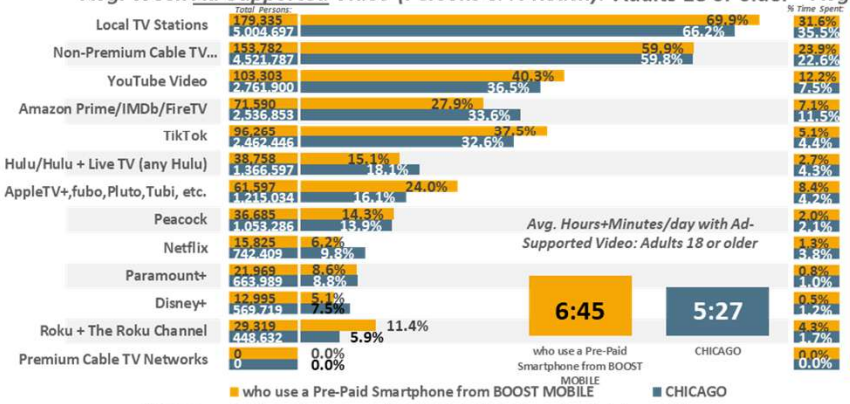
Avg. Week All Video (Persons & % Reach): Adults 18 or older



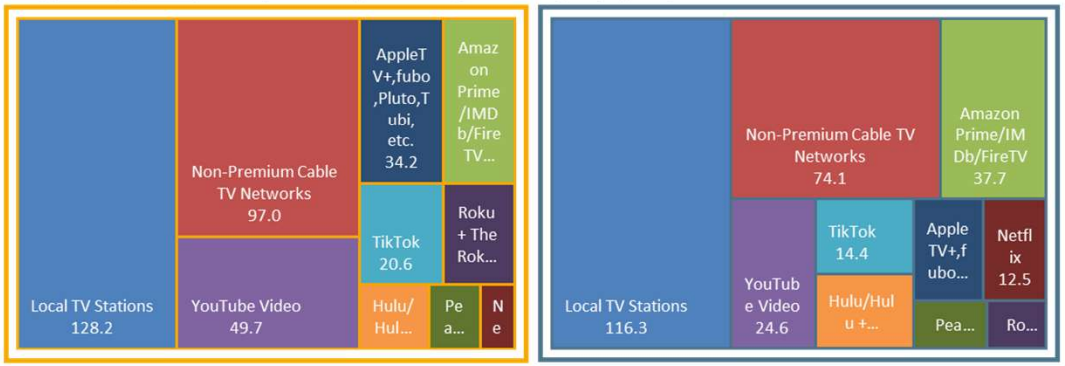
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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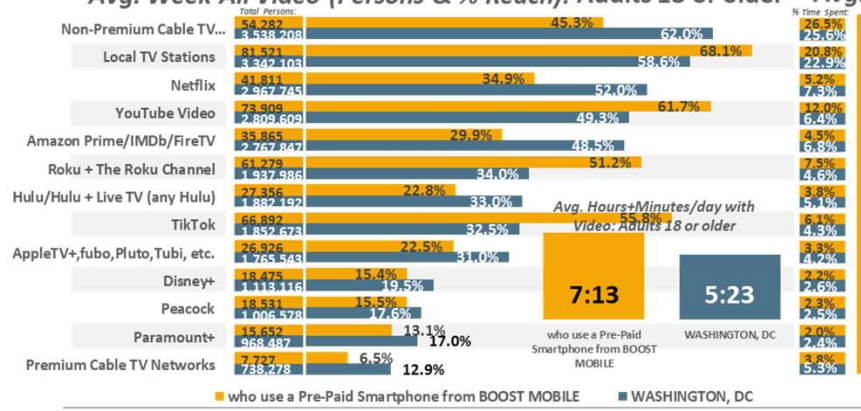
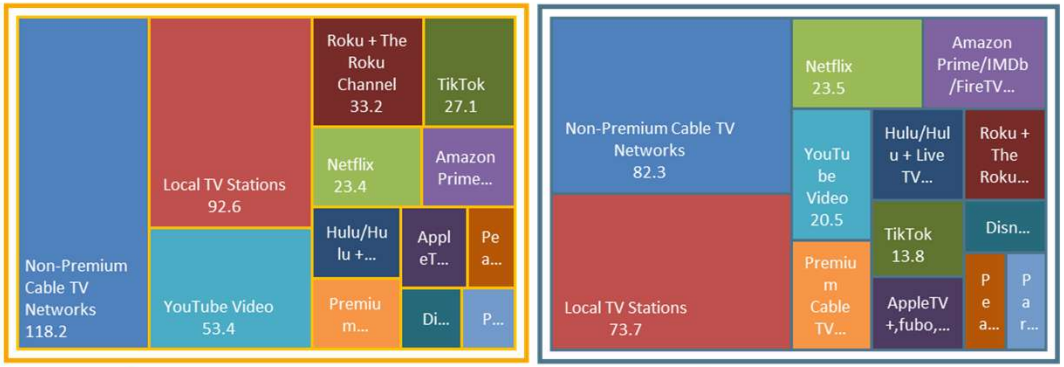
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

80,081 or 66.9% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

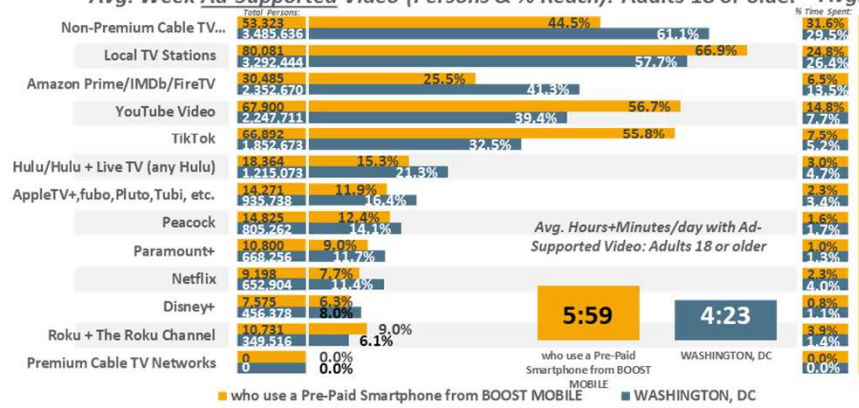
Avg. Week All Video (Persons & % Reach): Adults 18 or older



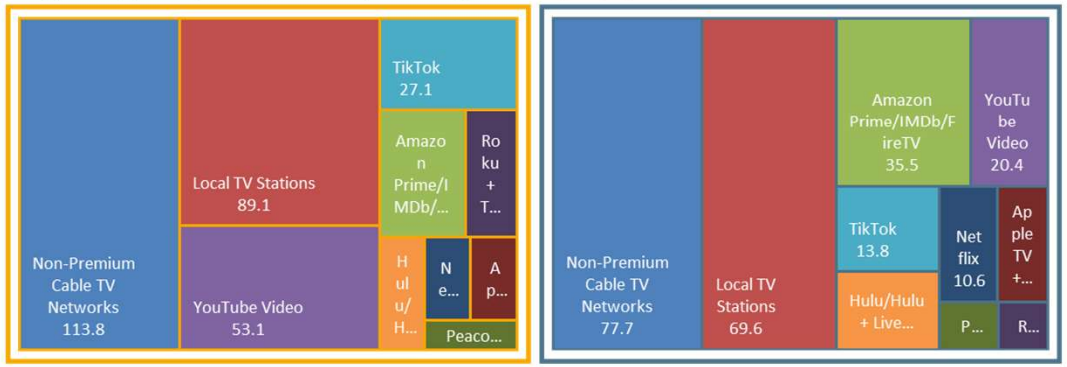
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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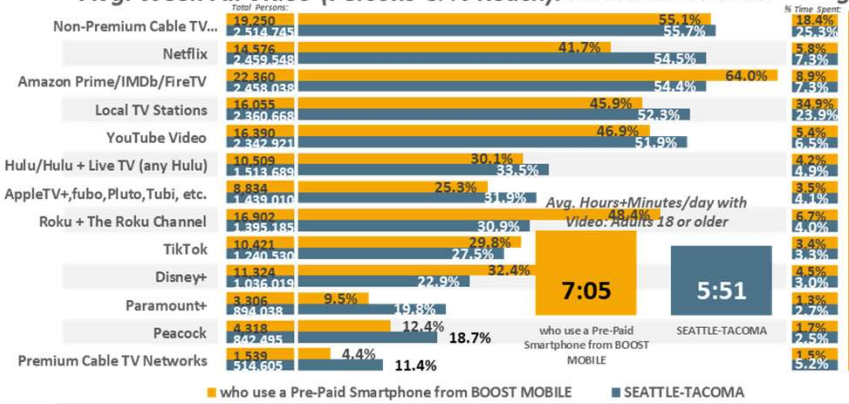
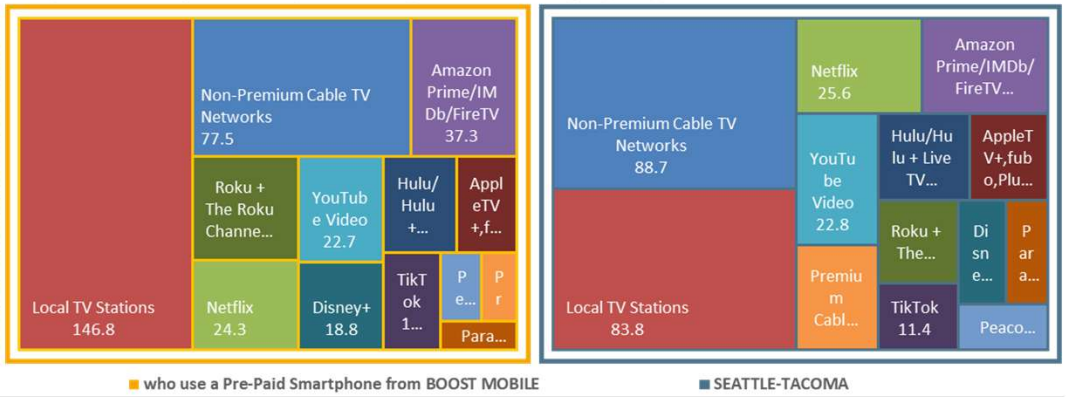
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

15,880 or 45.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 142.5 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.

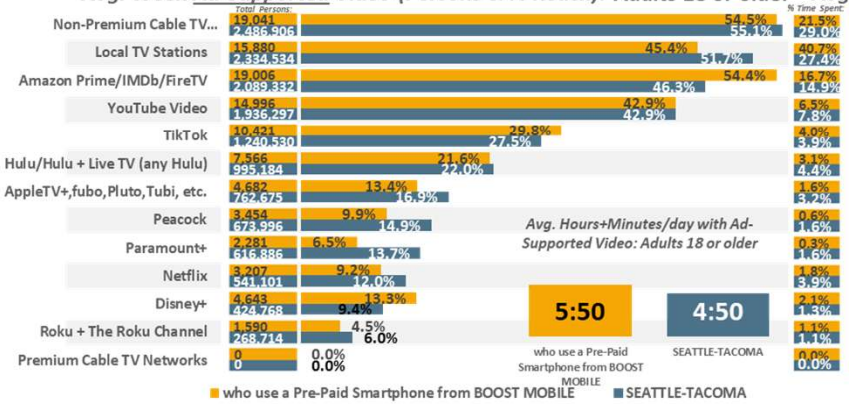
Avg. Week All Video (Persons & % Reach): Adults 18 or older



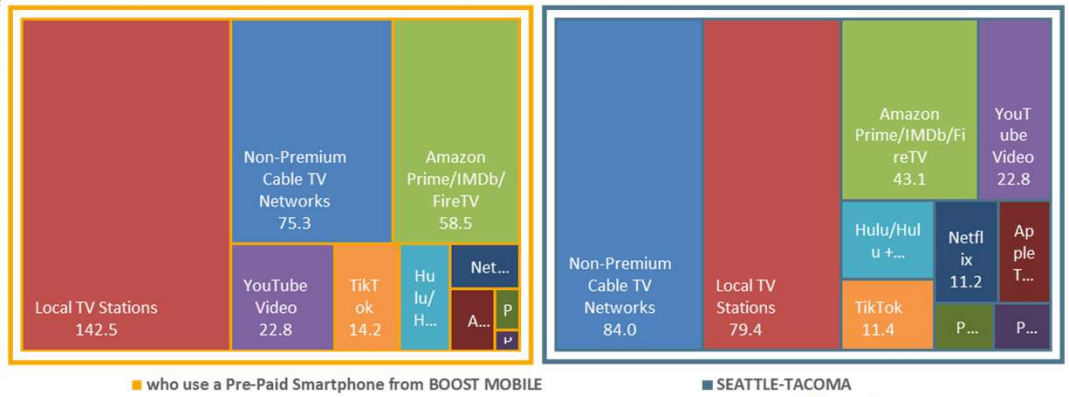
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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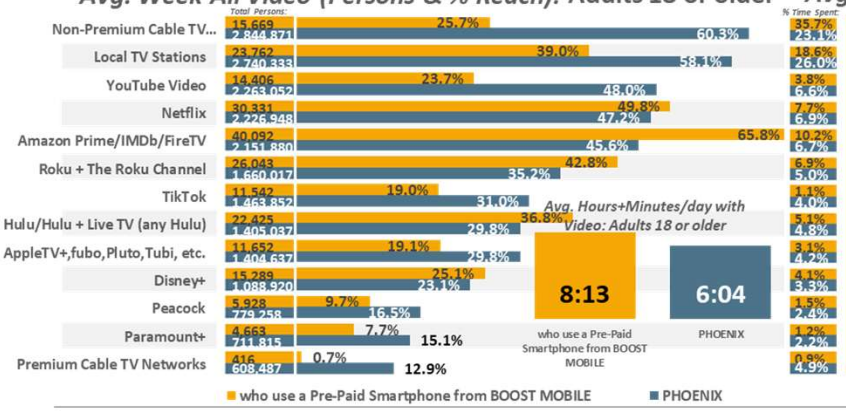
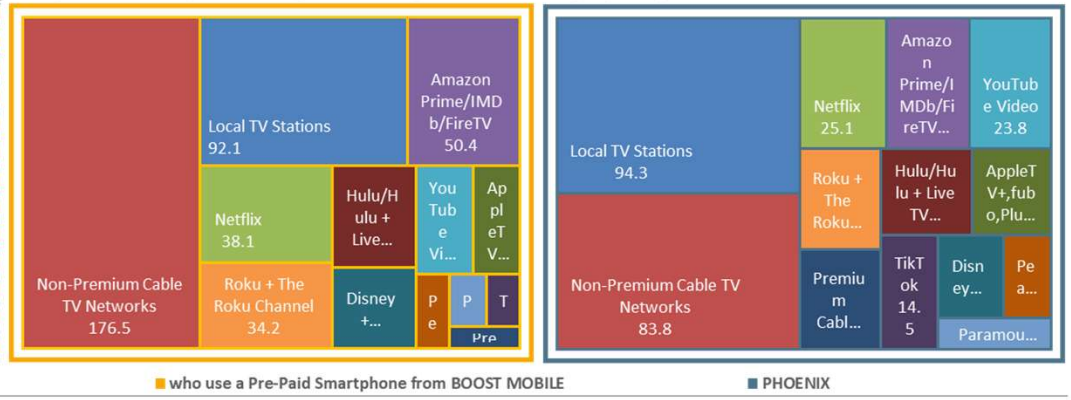
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

23,245 or 38.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

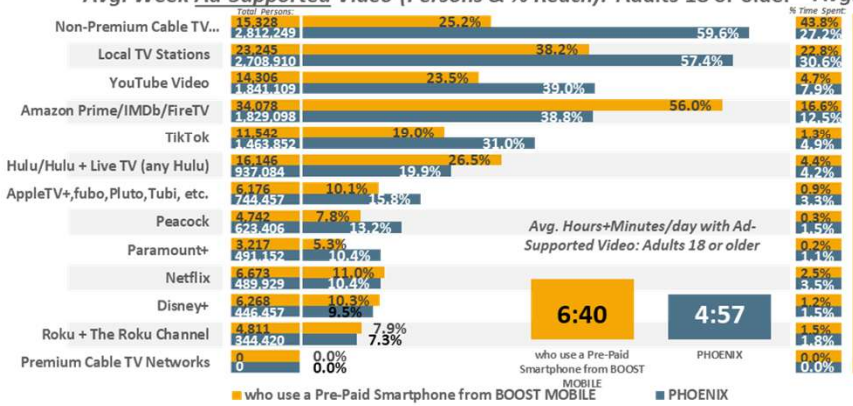
Avg. Week All Video (Persons & % Reach): Adults 18 or older



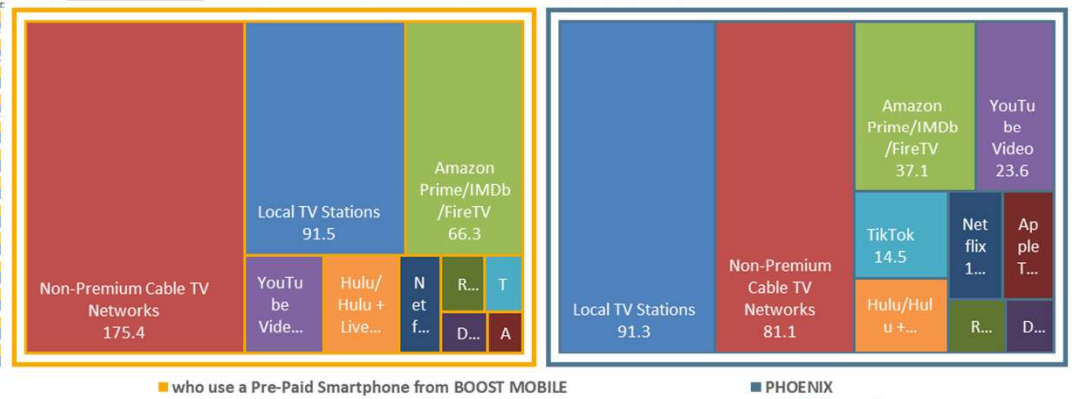
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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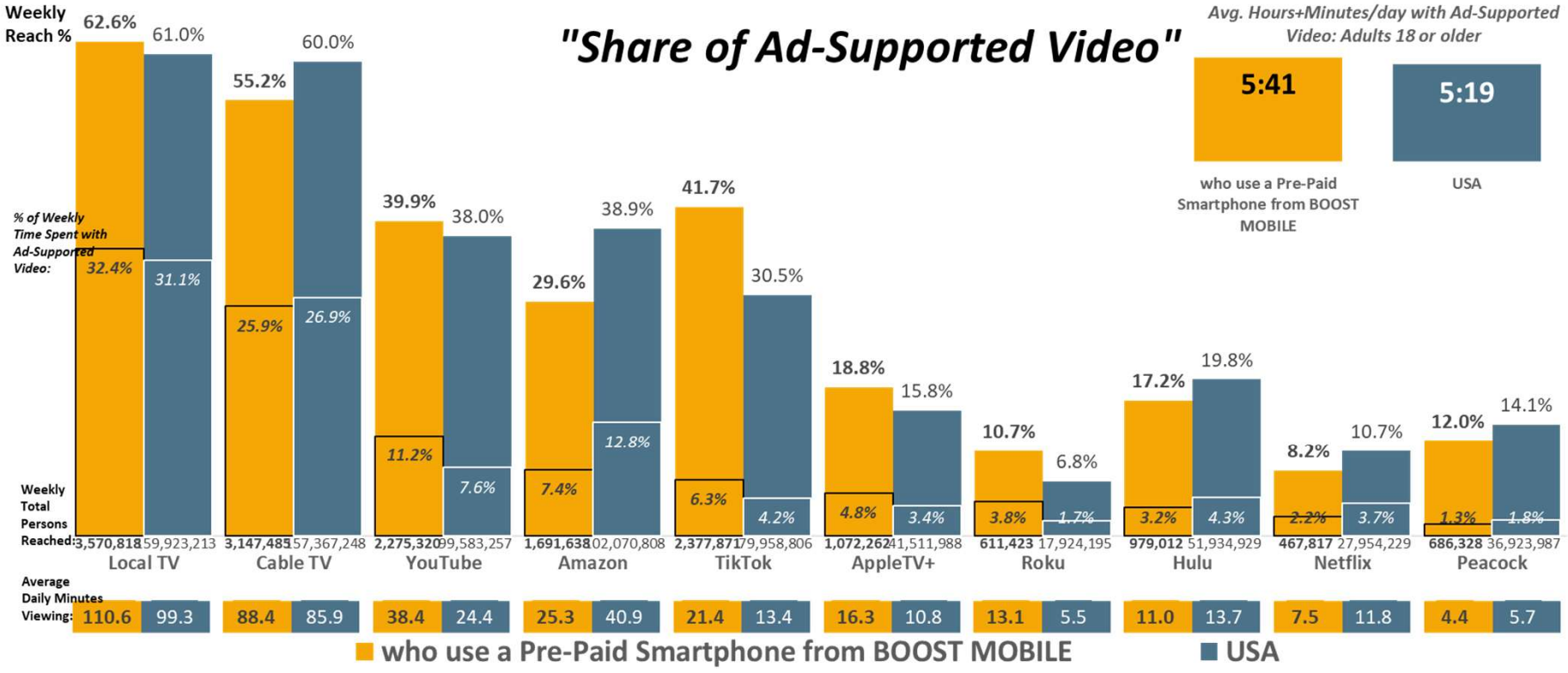

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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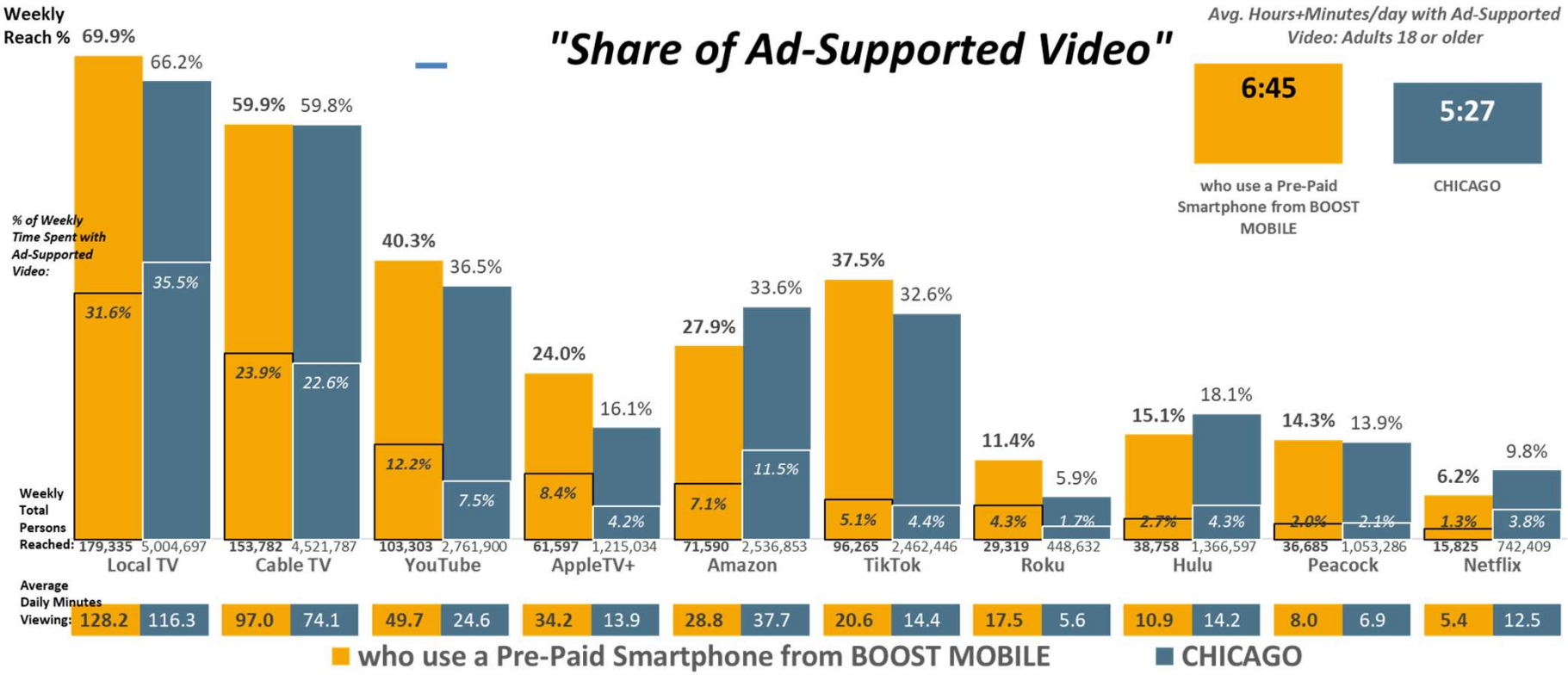

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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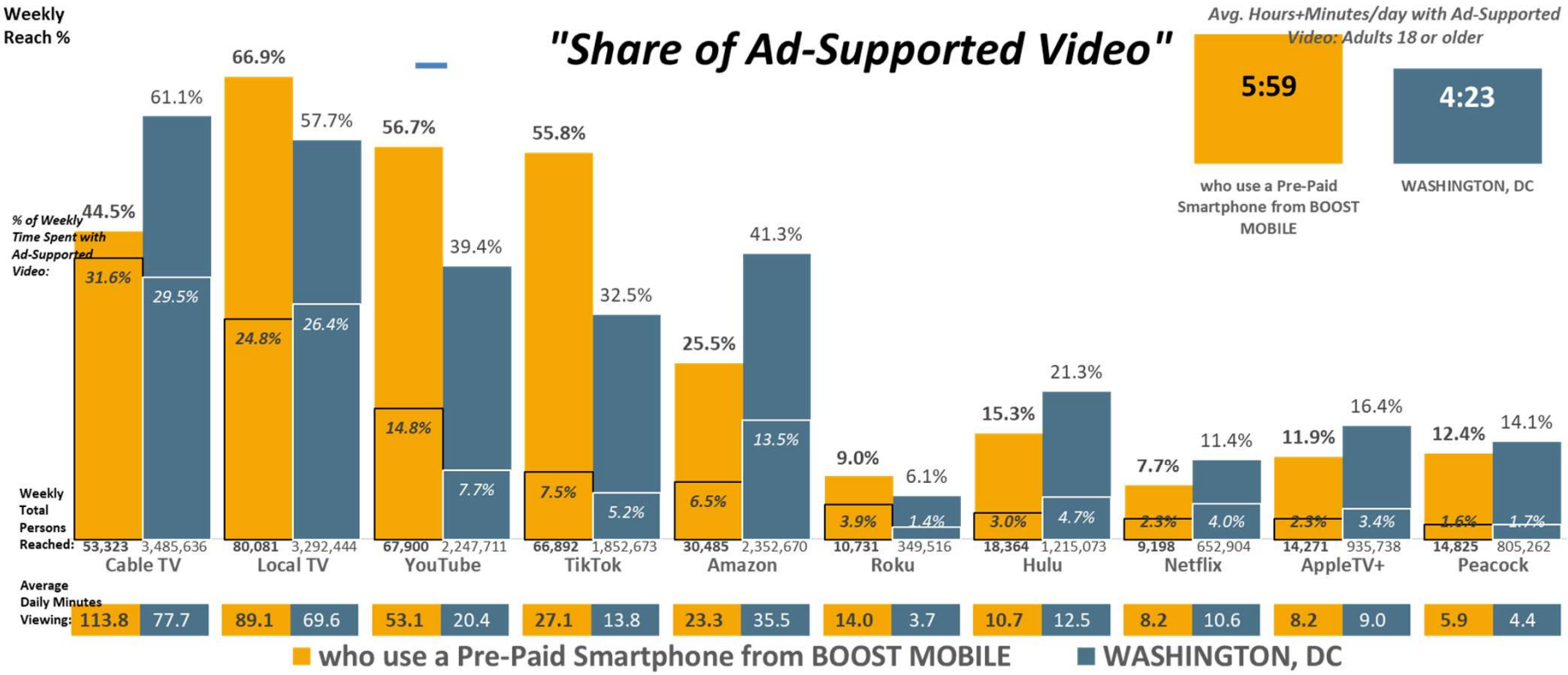

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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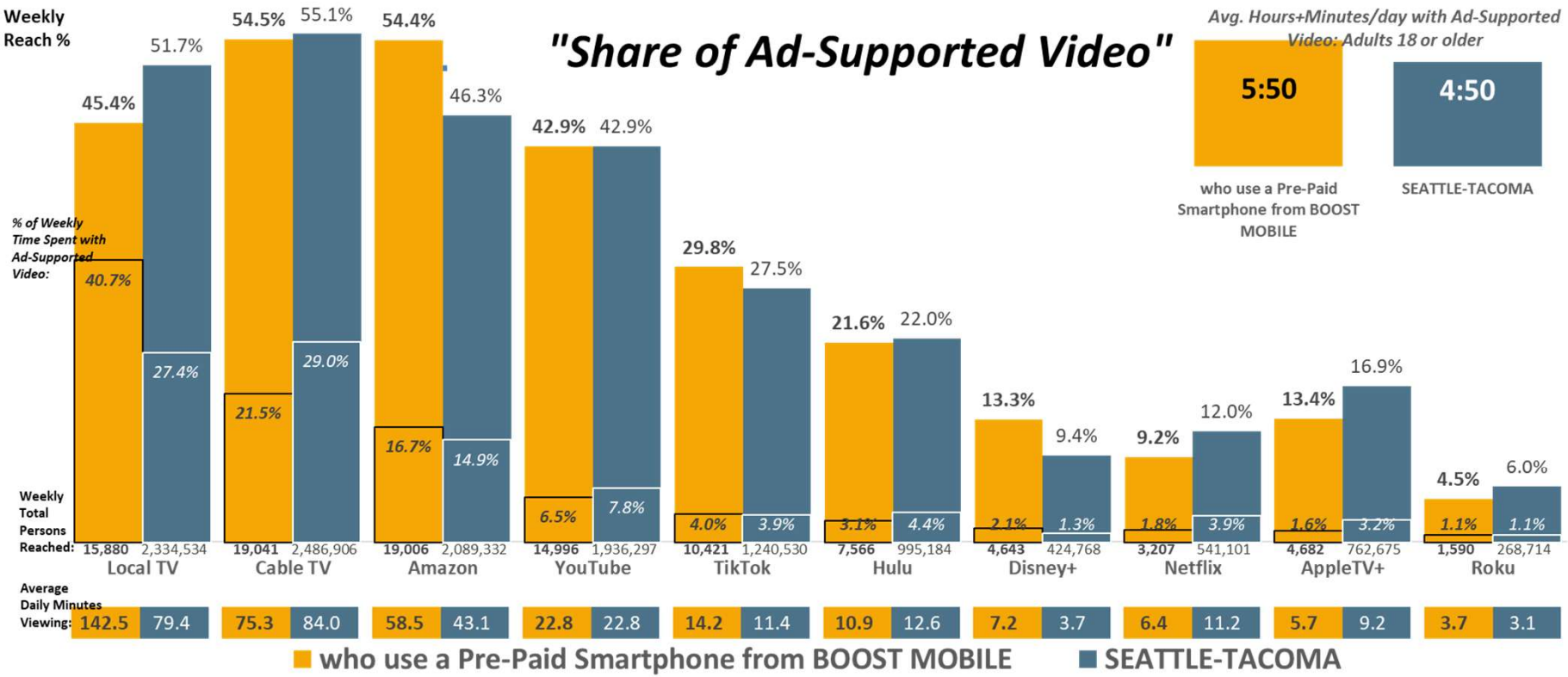
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

15,880 or 45.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 142.5 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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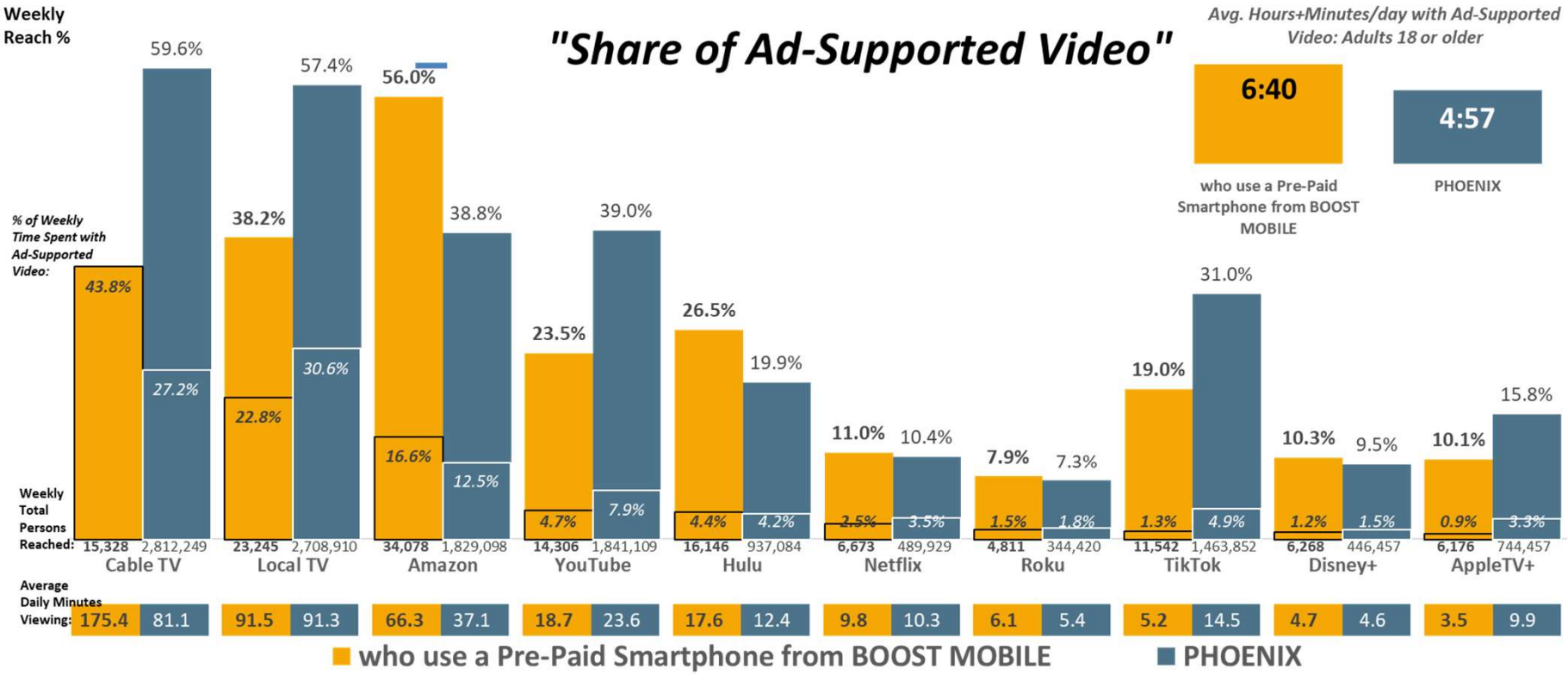
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

23,245 or 38.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 91.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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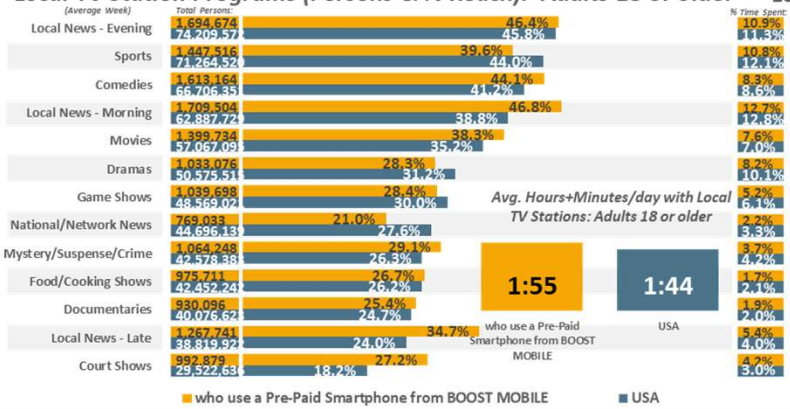
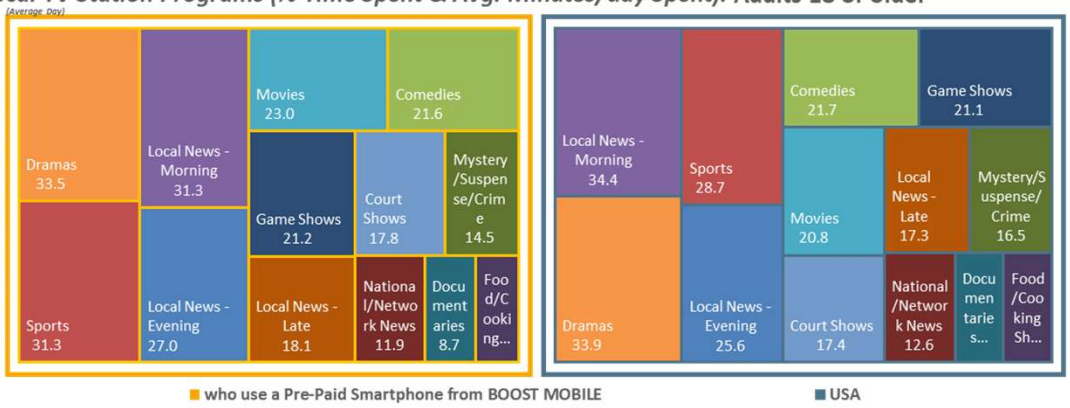
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3,570,818 or 62.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Movies, and Local News - Late.

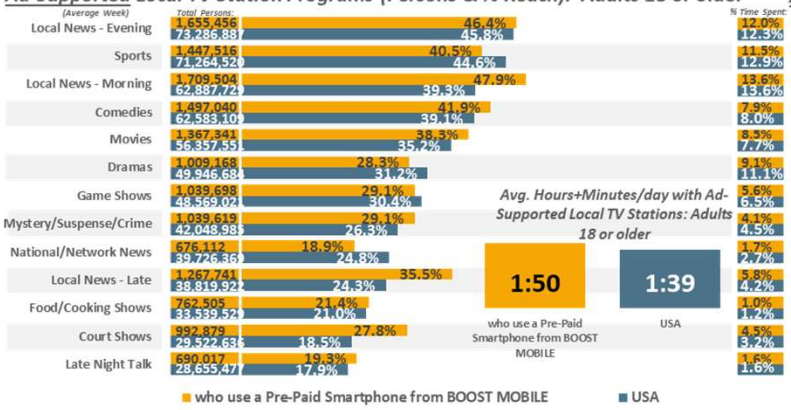
Local TV Station Programs (Persons & % Reach): Adults 18 or older



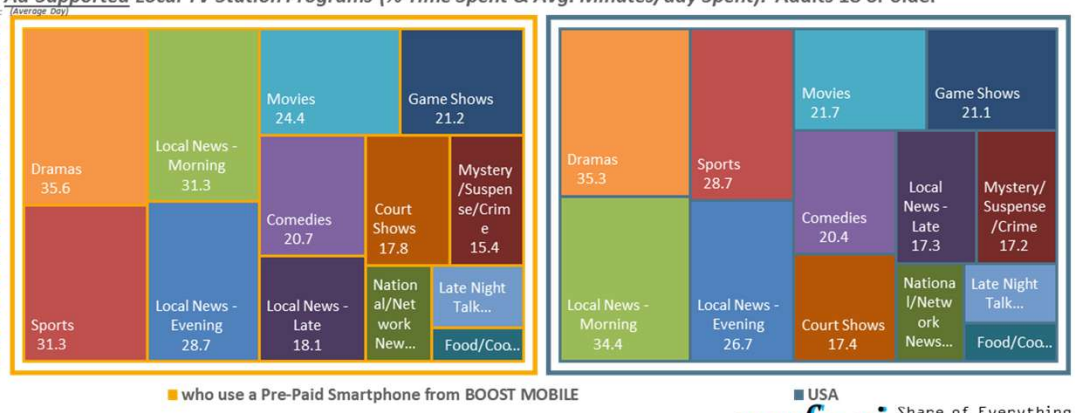
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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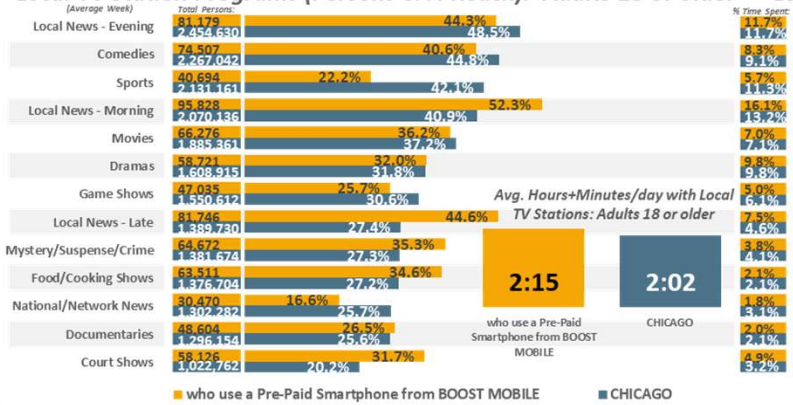
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile CHI

179,335 or 69.9% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Late, Local News - Evening, Comedies, Movies, and Mystery/Suspense/Crime

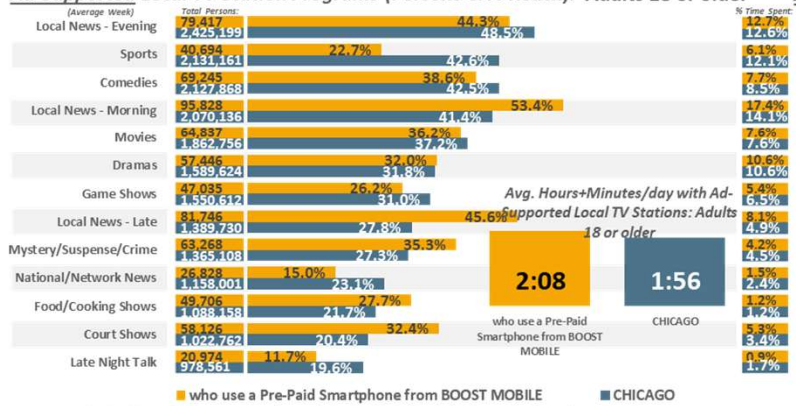
Local TV Station Programs (Persons & % Reach): Adults 18 or older



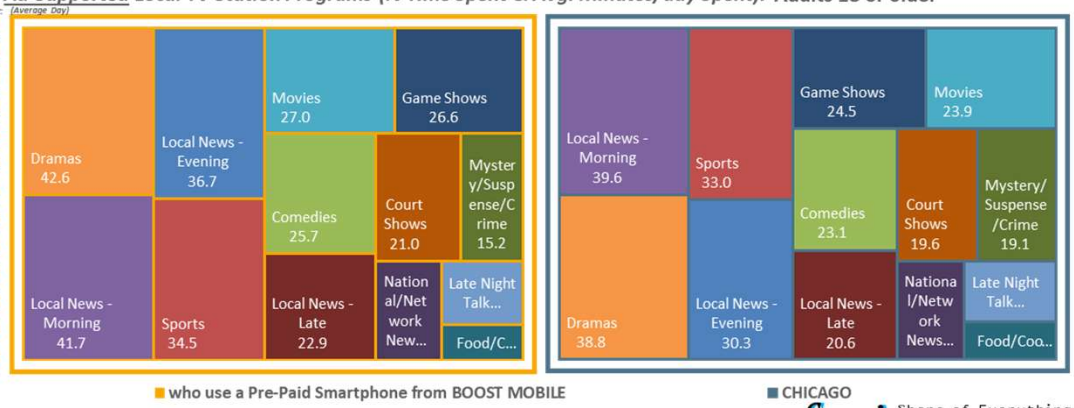
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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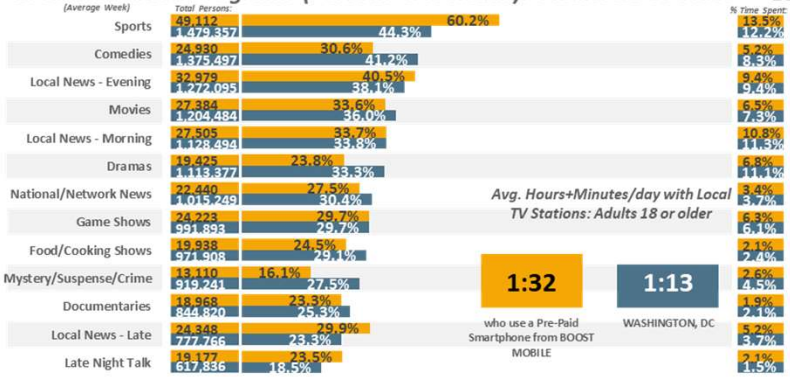
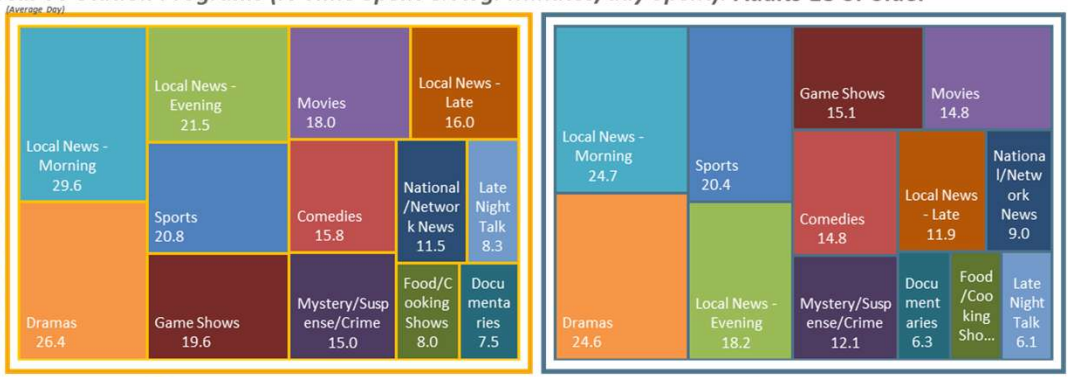
80,081 or 66.9% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Local News - Late, and Game Shows.

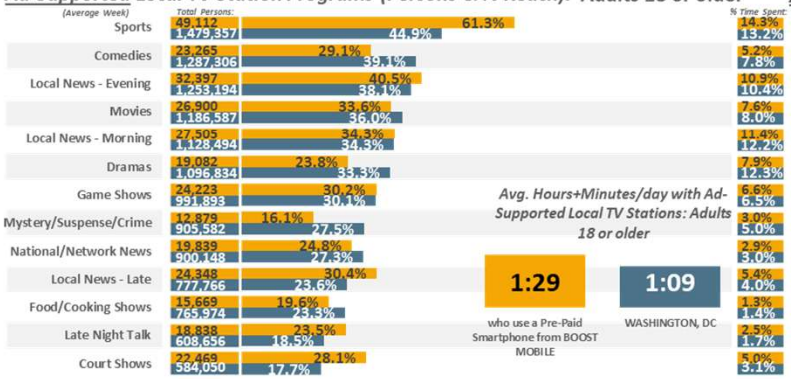
Local TV Station Programs (Persons & % Reach): Adults 18 or older



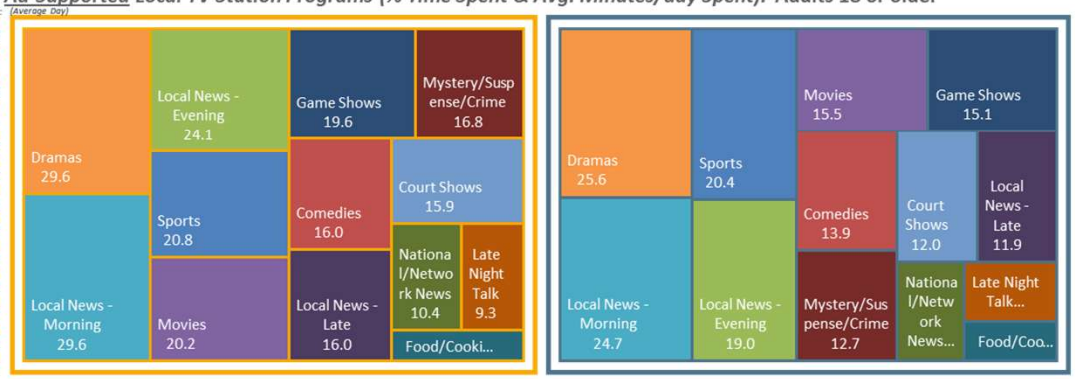
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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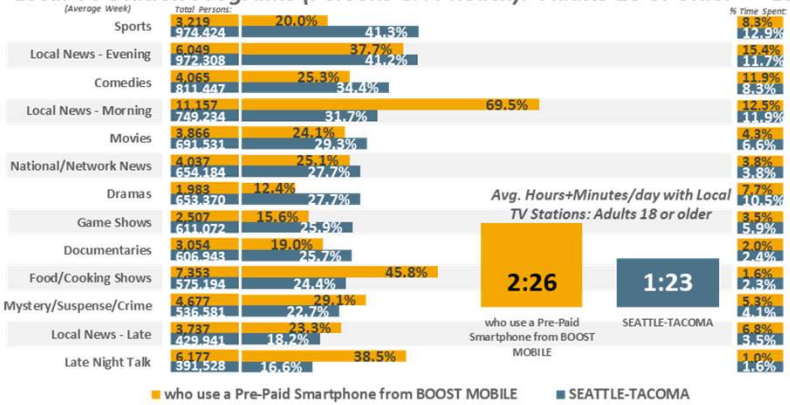
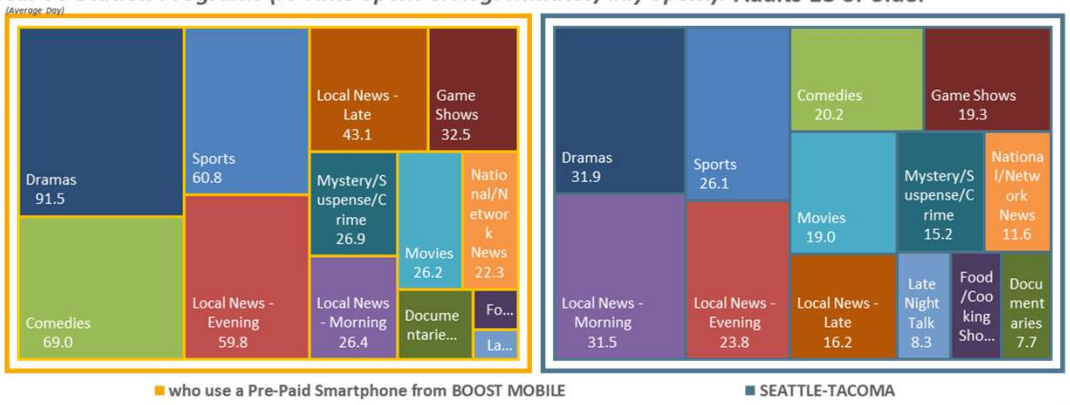
15,880 or 45.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Late Night Talk, Local News - Evening, Food/Cooking Shows, Mystery/Suspense/Crime, and

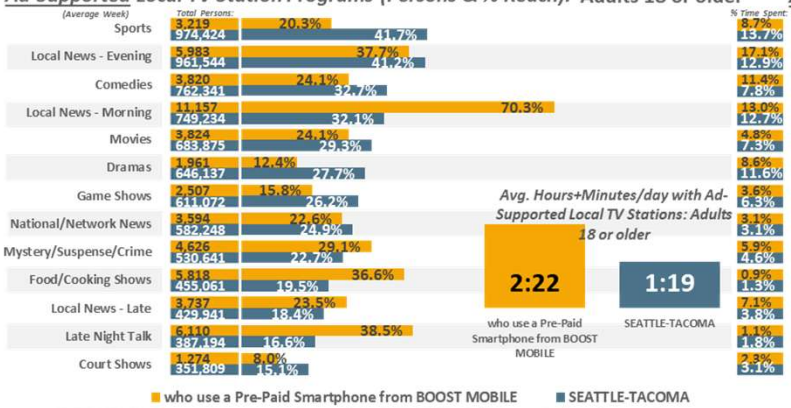
Local TV Station Programs (Persons & % Reach): Adults 18 or older



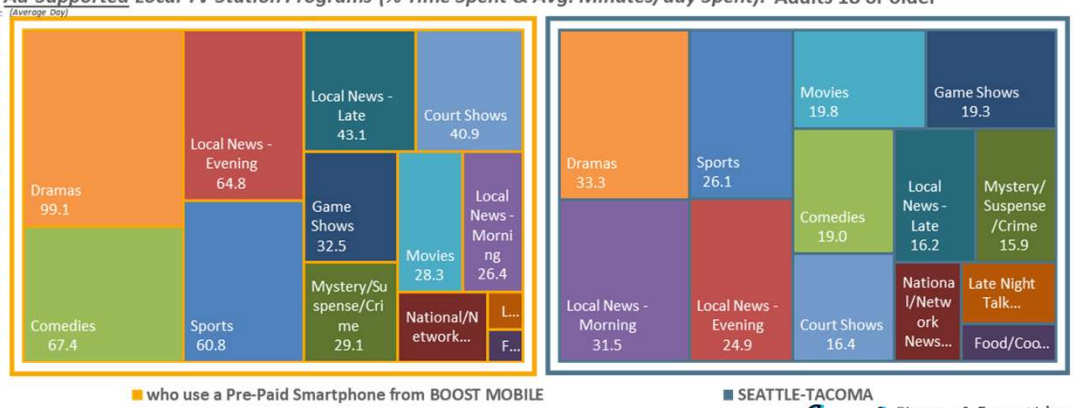
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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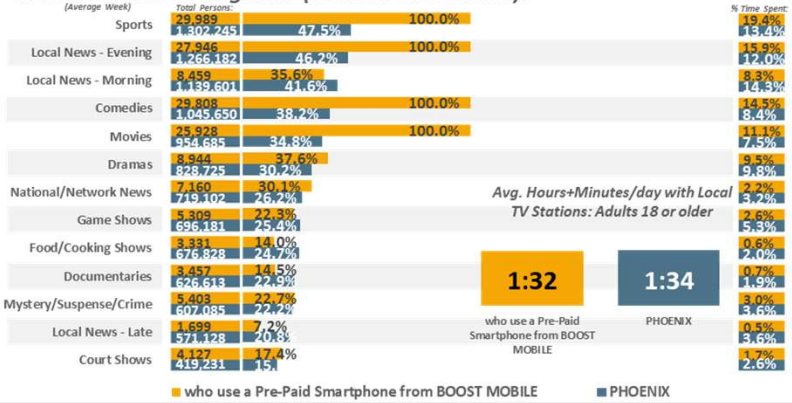
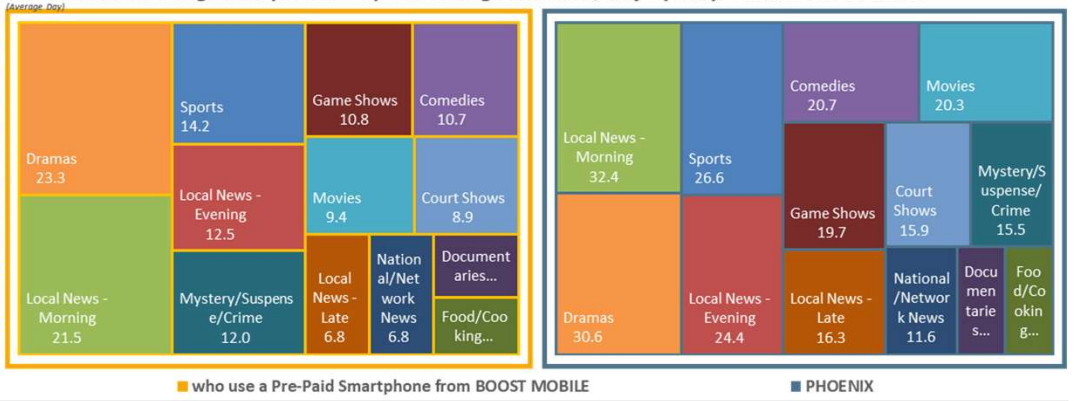
23,245 or 38.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

Local TV Station Programs (Persons & % Reach): Adults 18 or older



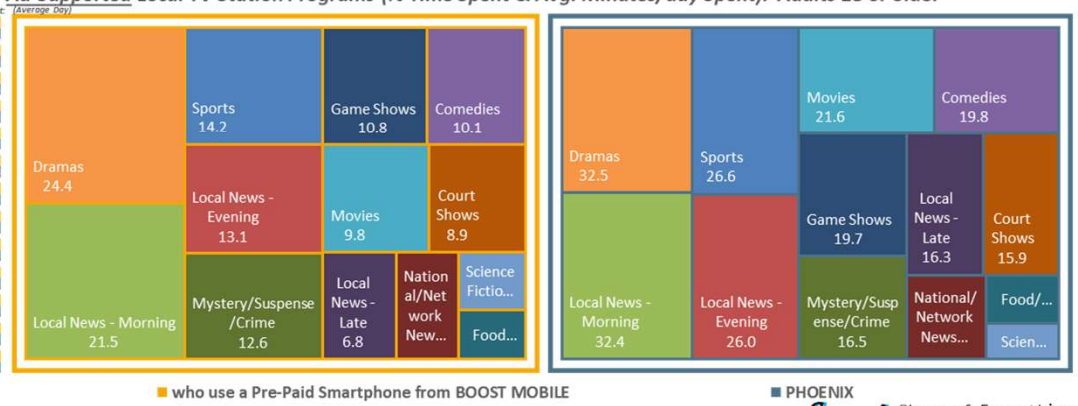
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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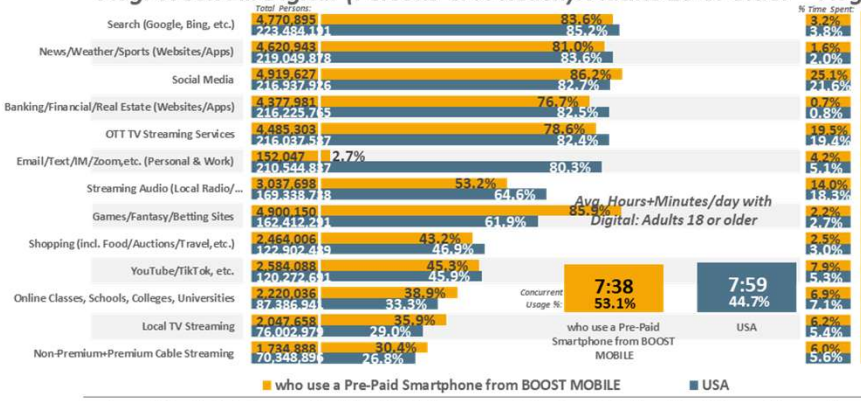
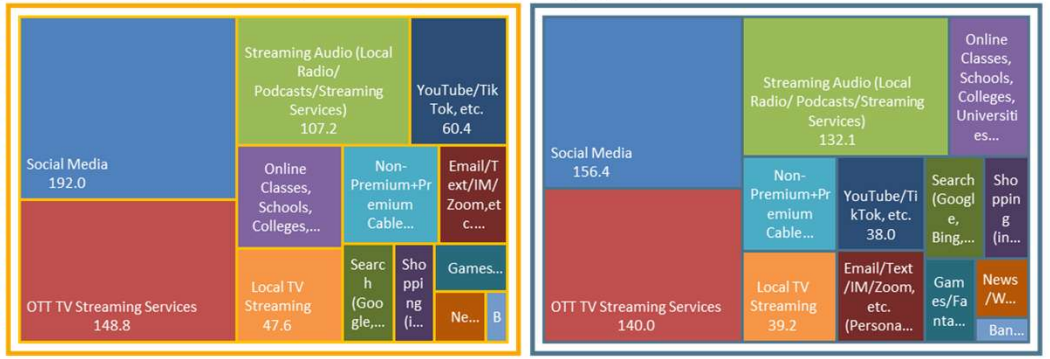
4,289,291 or 75.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 167.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

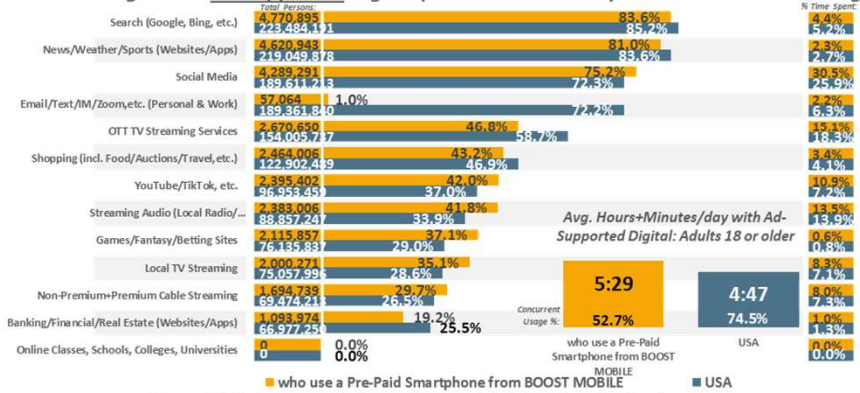
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



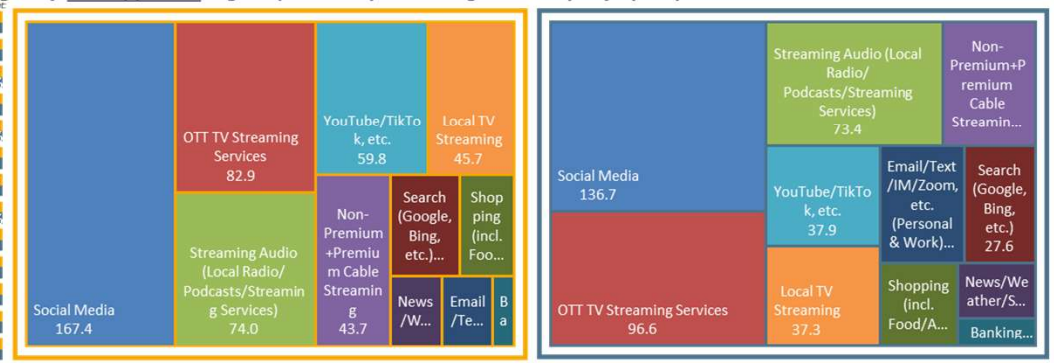
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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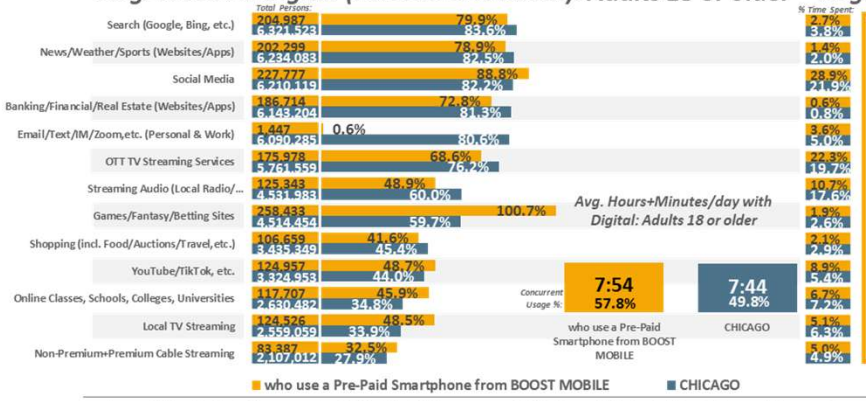
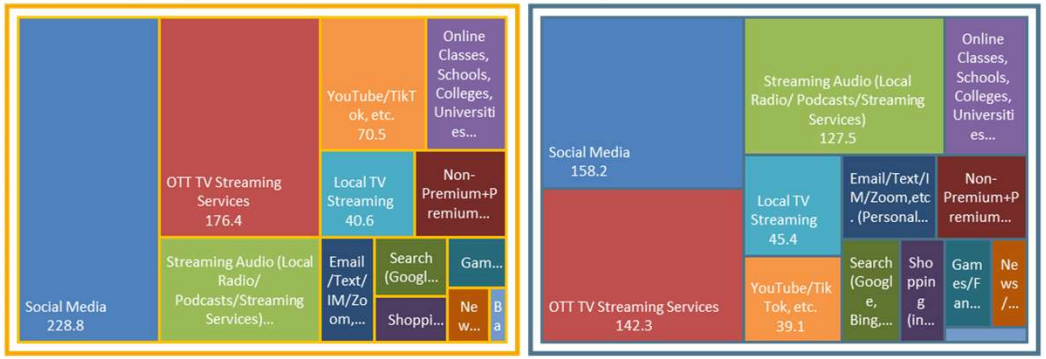
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

195,171 or 76.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 196.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

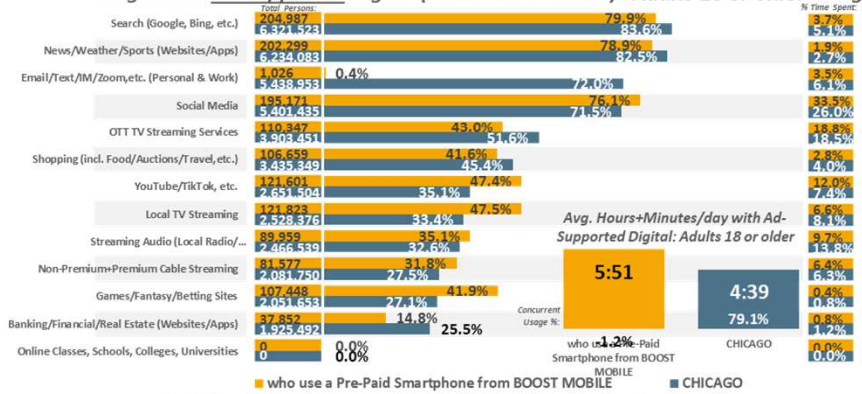
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



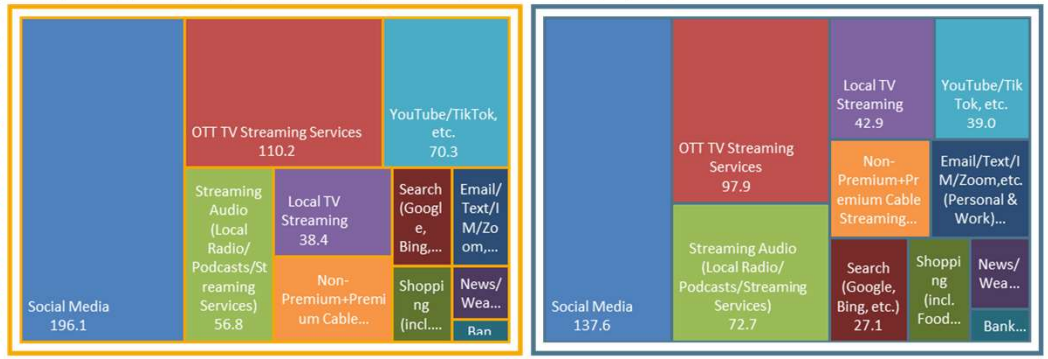
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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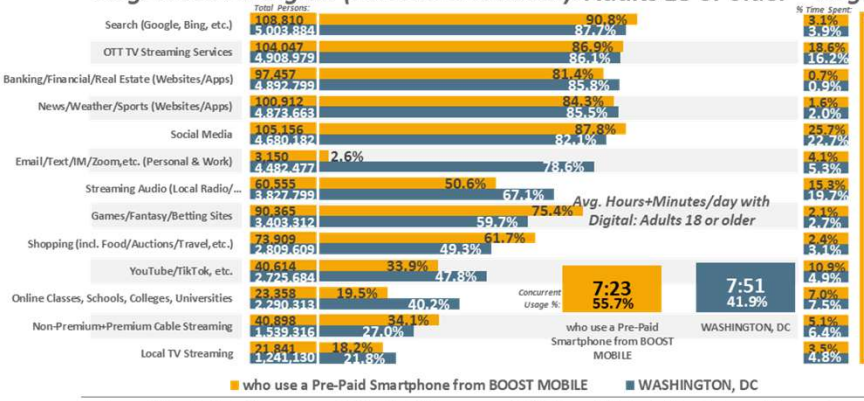
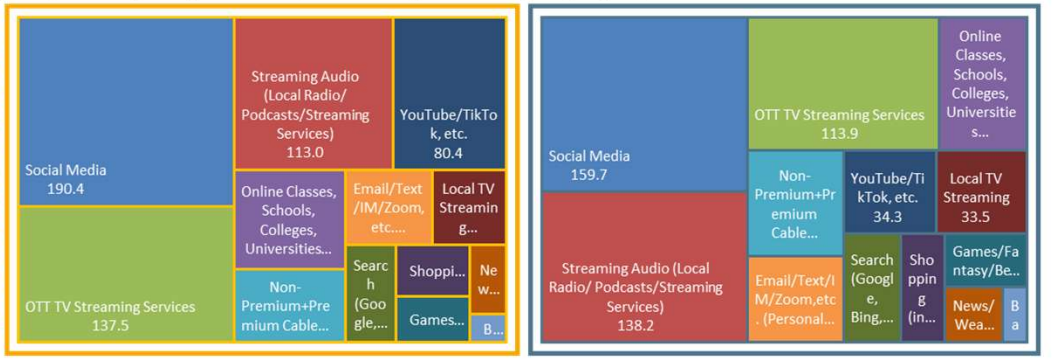
93,071 or 77.7% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 168.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

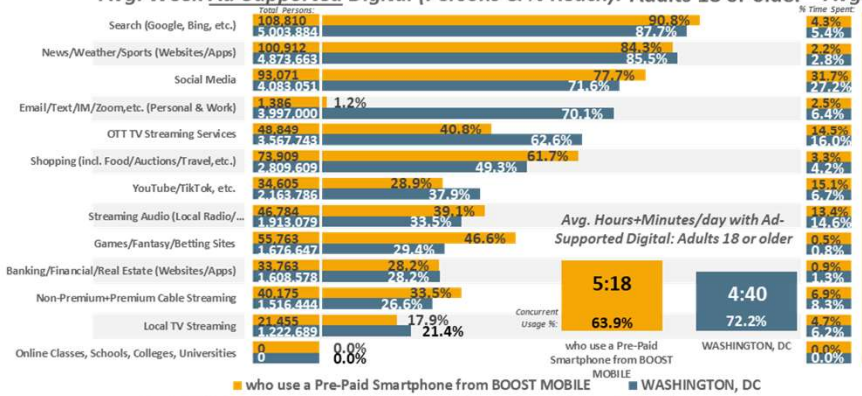
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



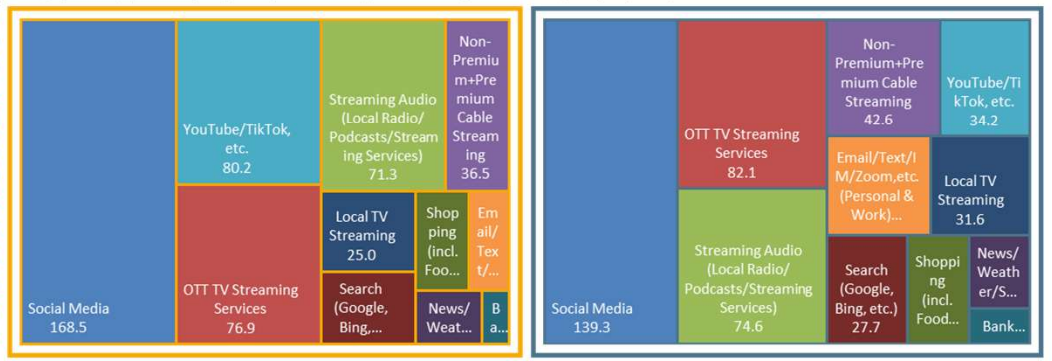
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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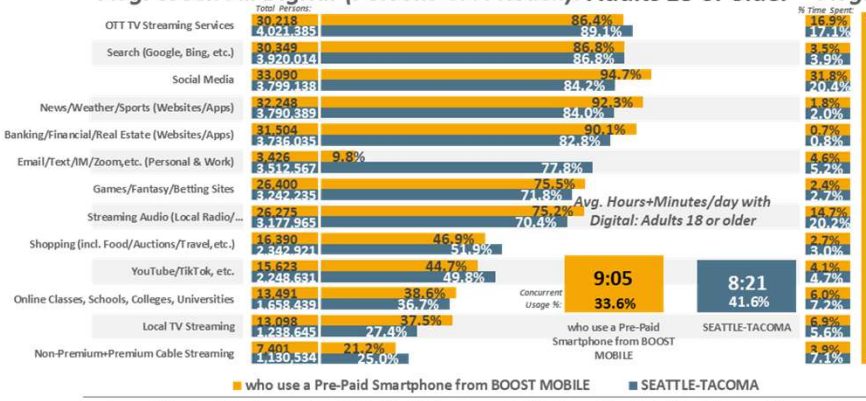
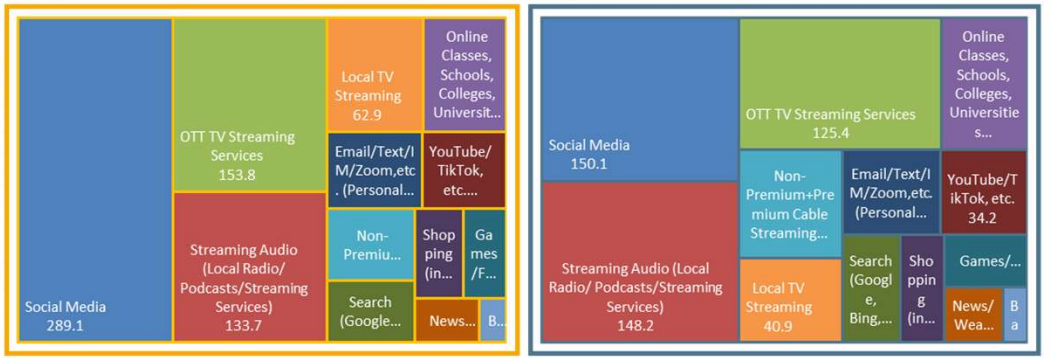
31,898 or 91.3% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 278.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Digital Media.

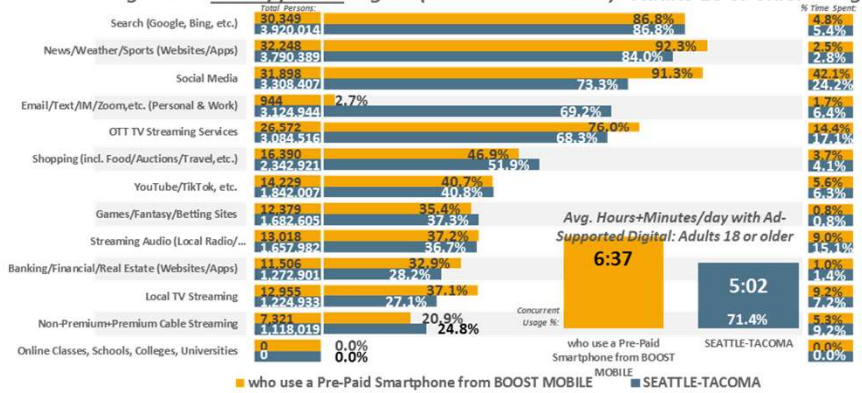
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



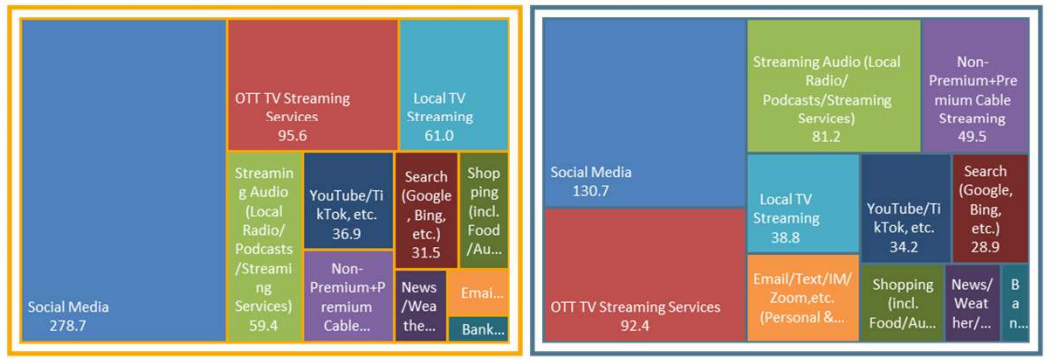
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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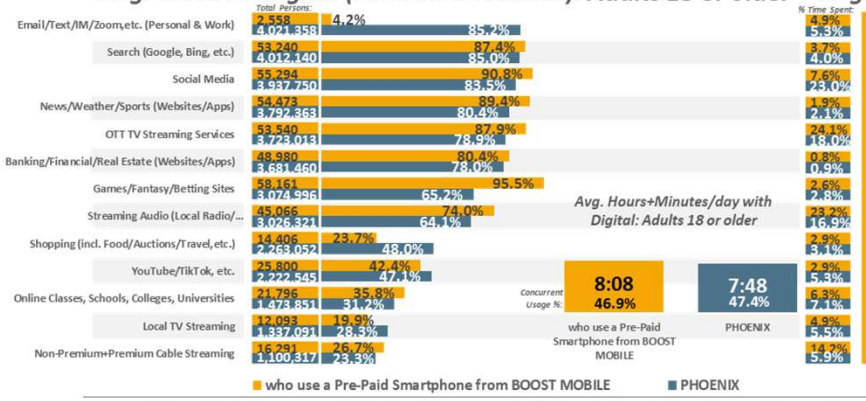
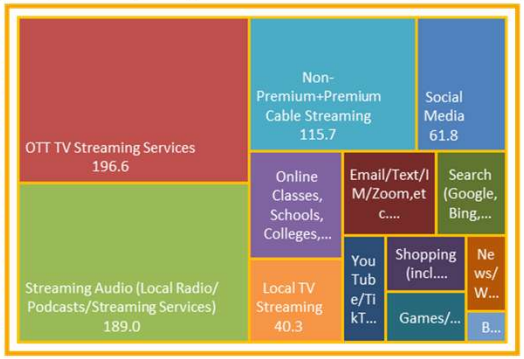
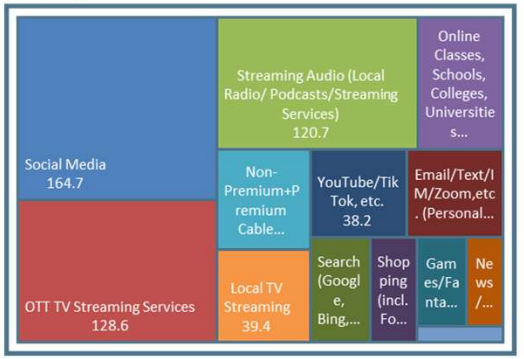
48,833 or 80.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 54.6 minutes every day representing 9.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

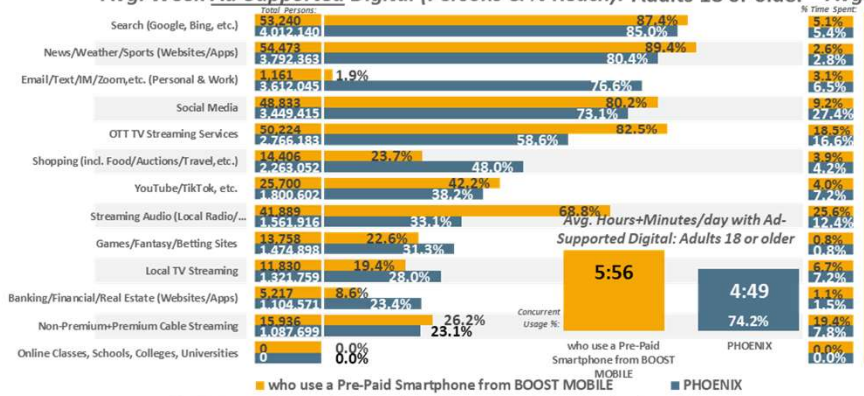


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

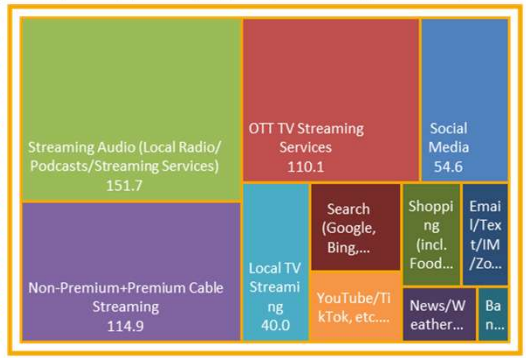


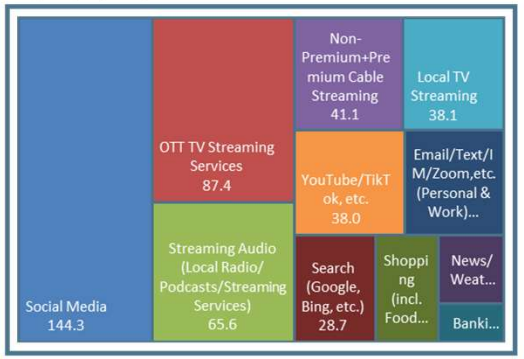


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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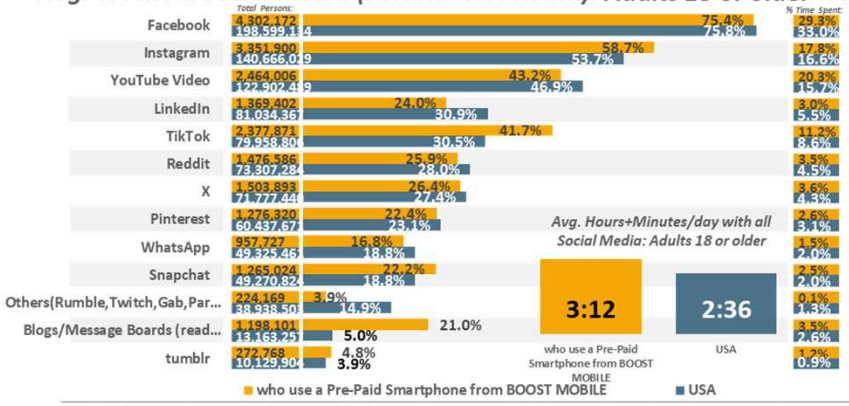
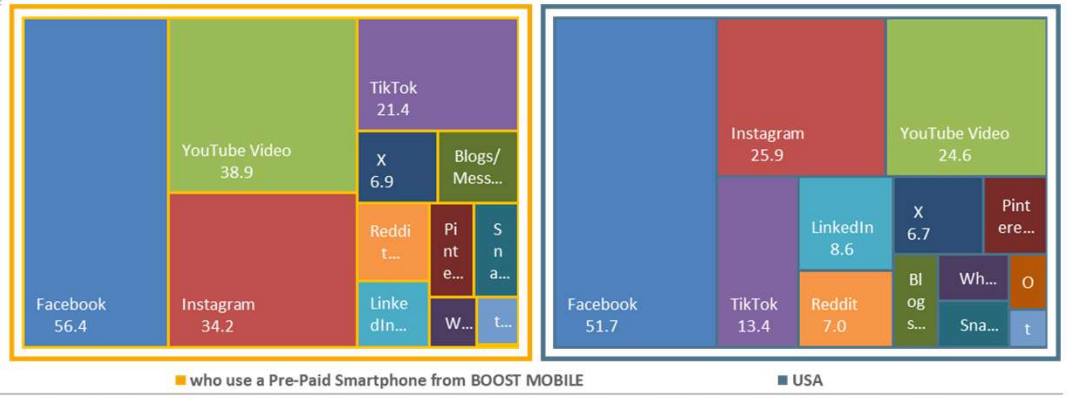
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,289,291 or 75.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 51.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

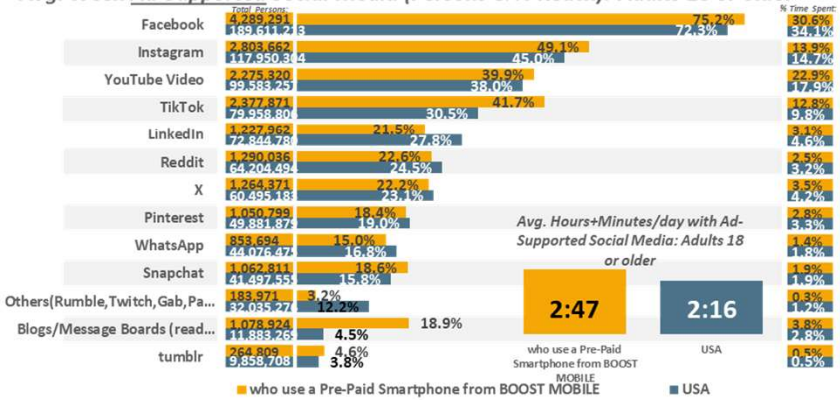
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



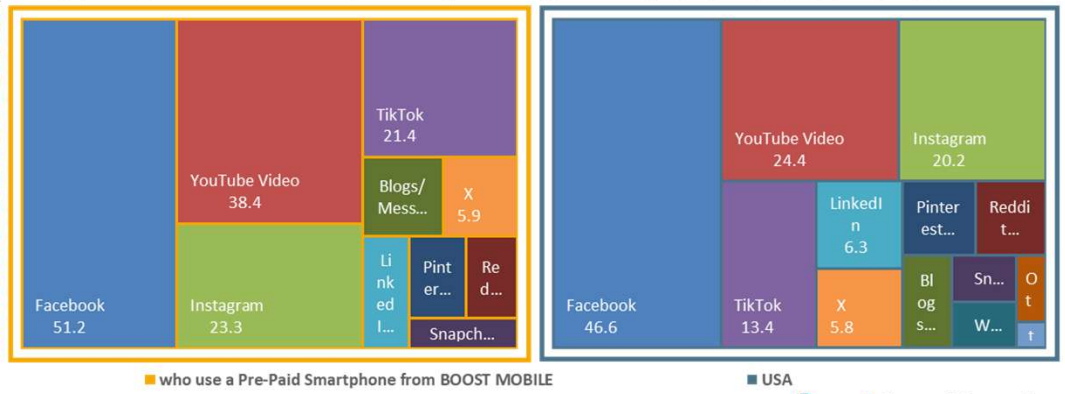
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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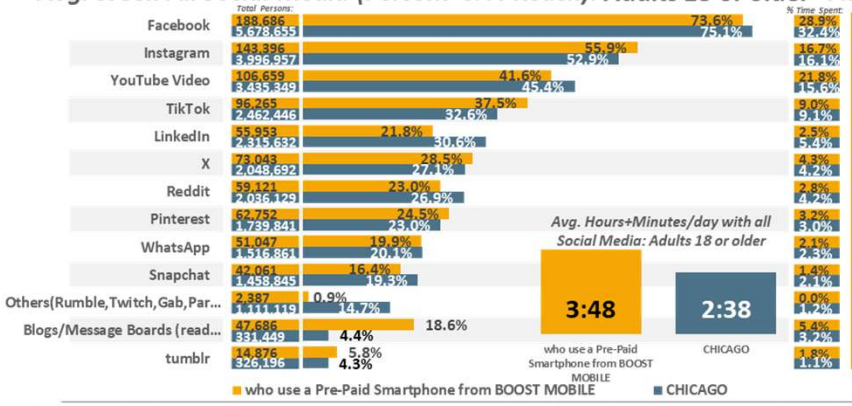
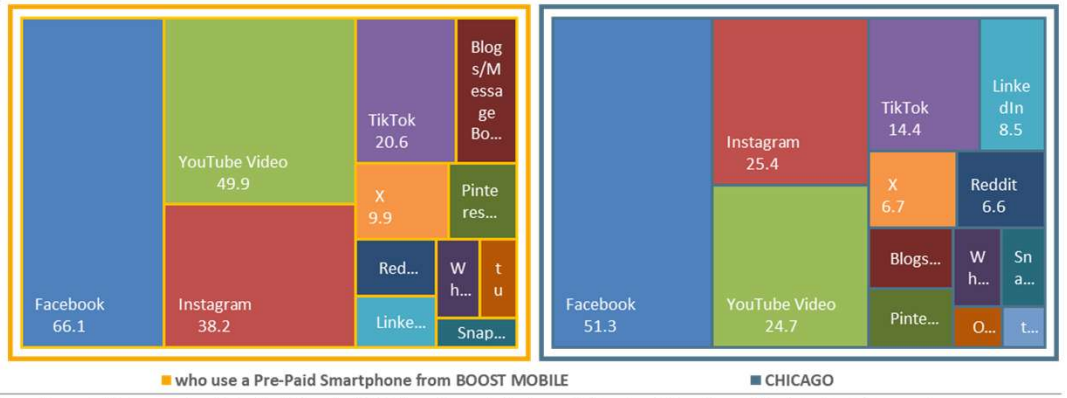
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

188,686 or 73.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 58.8 minutes every day representing 30.% of all time spent daily with Ad-Supported Social Media.

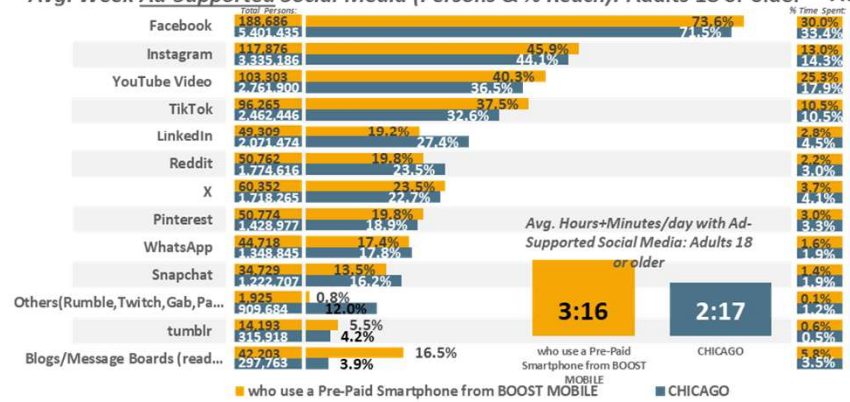
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



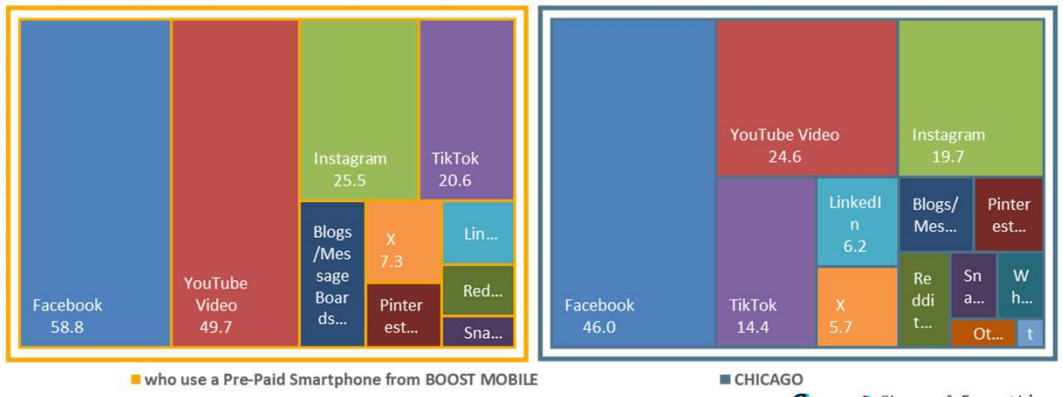
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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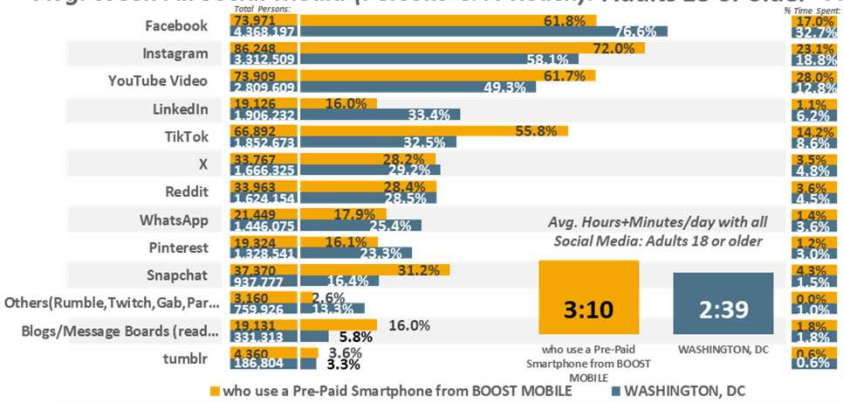
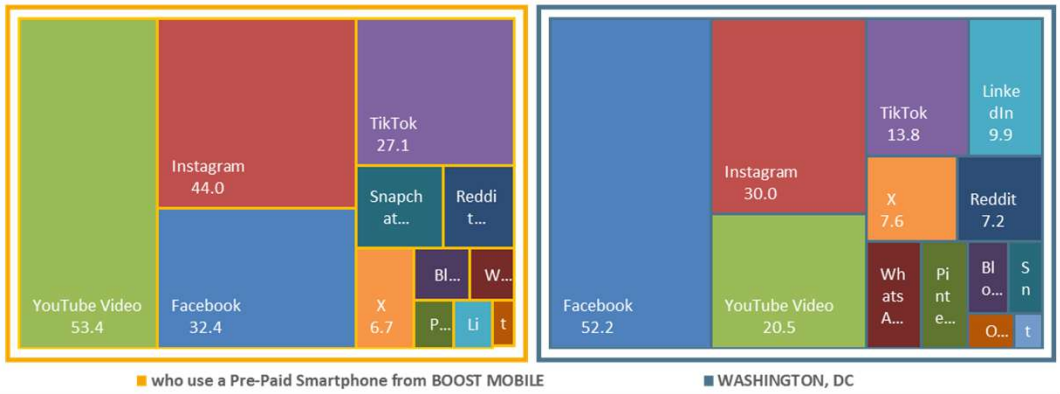
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

67,900 or 56.7% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported YouTube Video for an average of 53.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

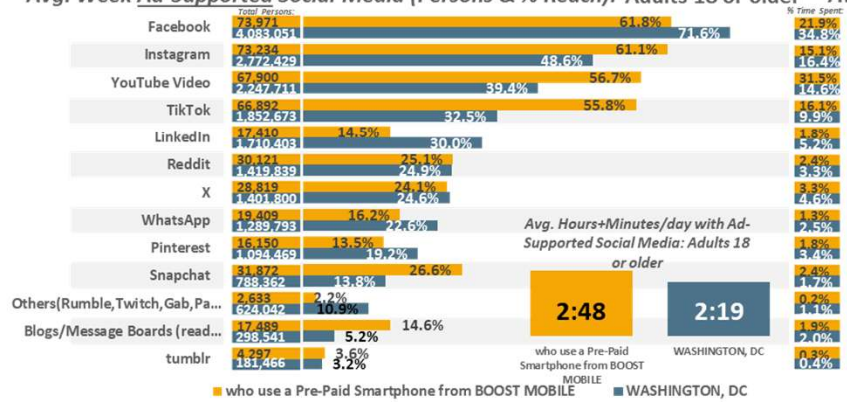


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

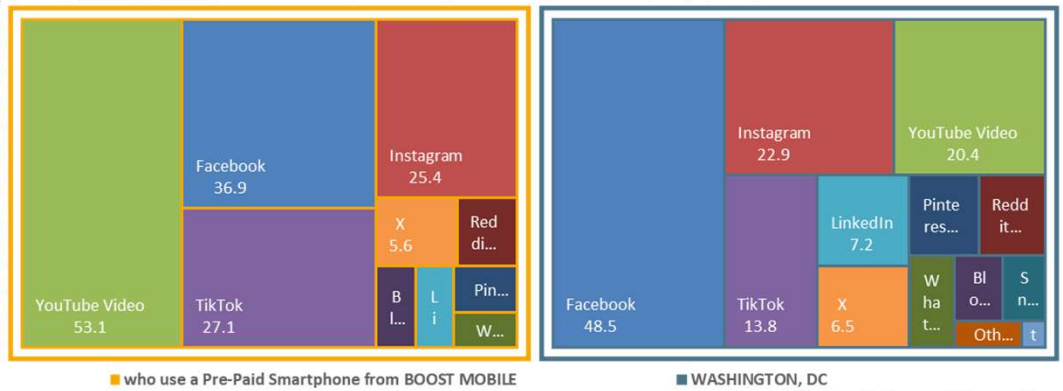


who use a Pre-Paid Smartphone from BOOST MOBILE ■ WASHINGTON, DC

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who use a Pre-Paid Smartphone from BOOST MOBILE ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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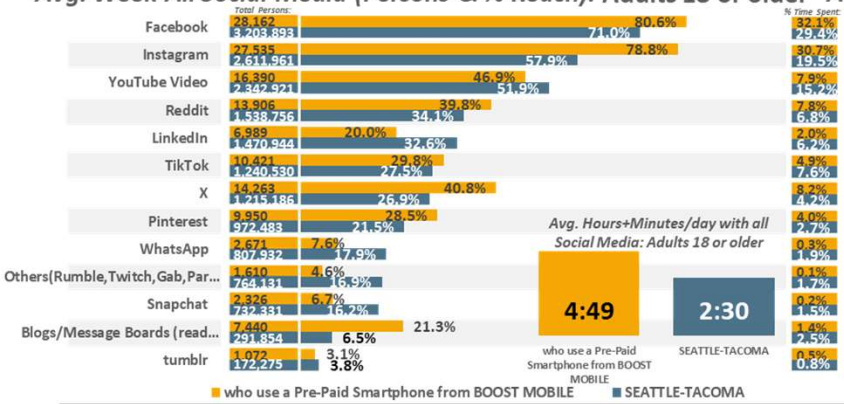
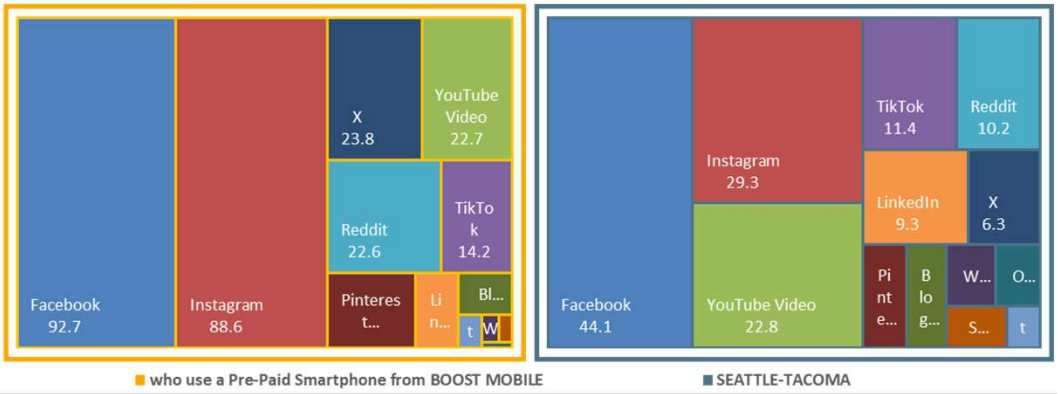
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

28,162 or 80.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 107.6 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

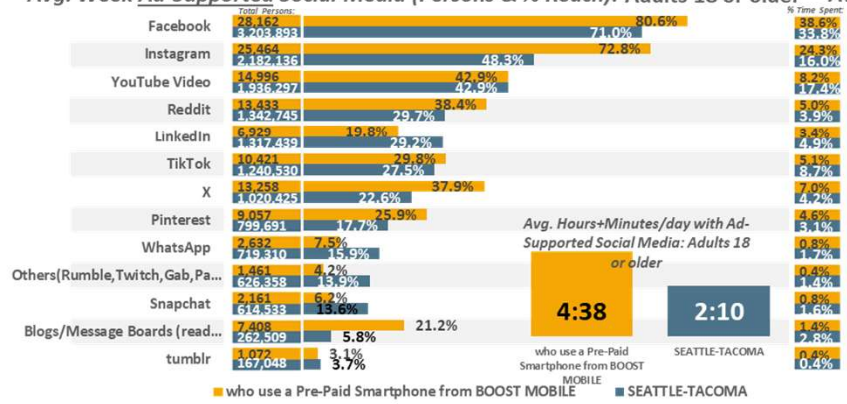
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



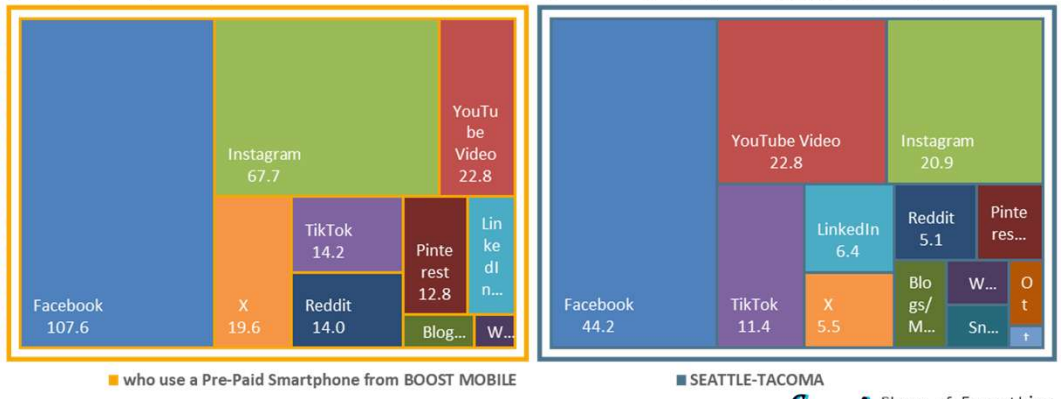
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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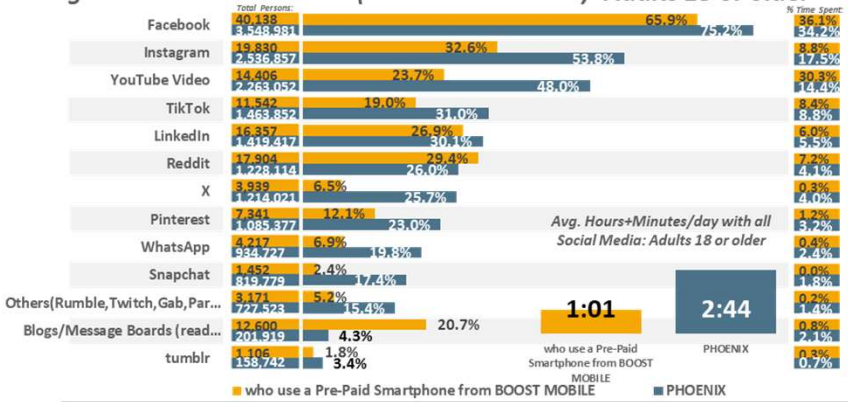
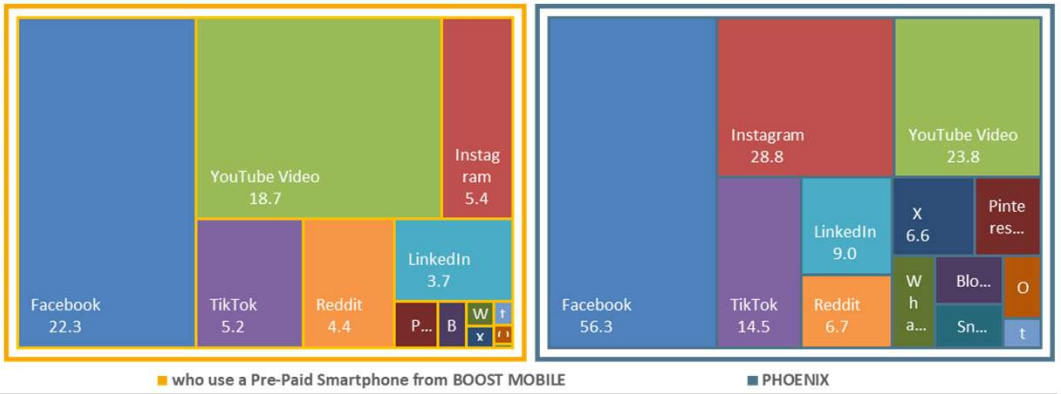
14,306 or 23.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported YouTube Video for an average of 18.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

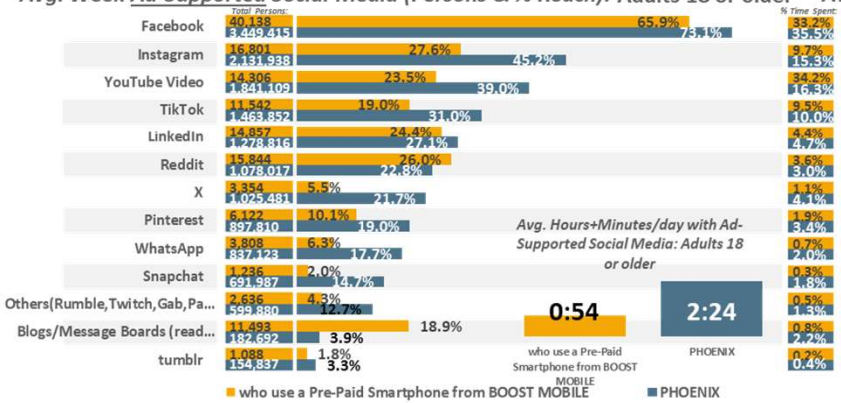
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



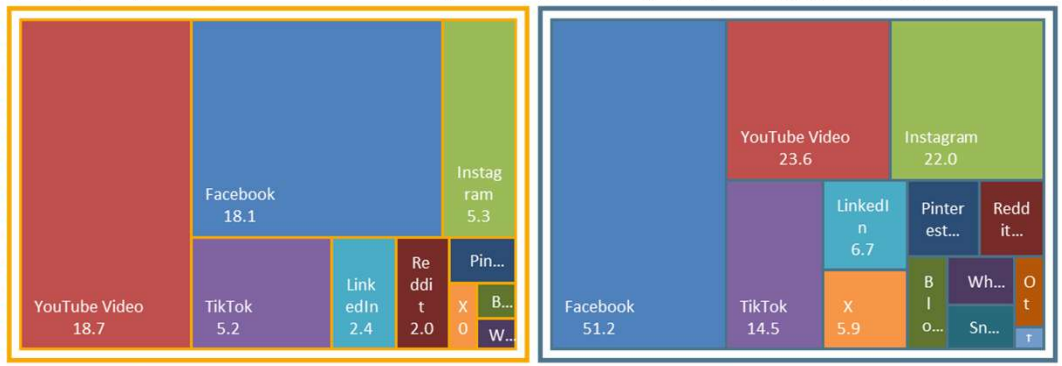
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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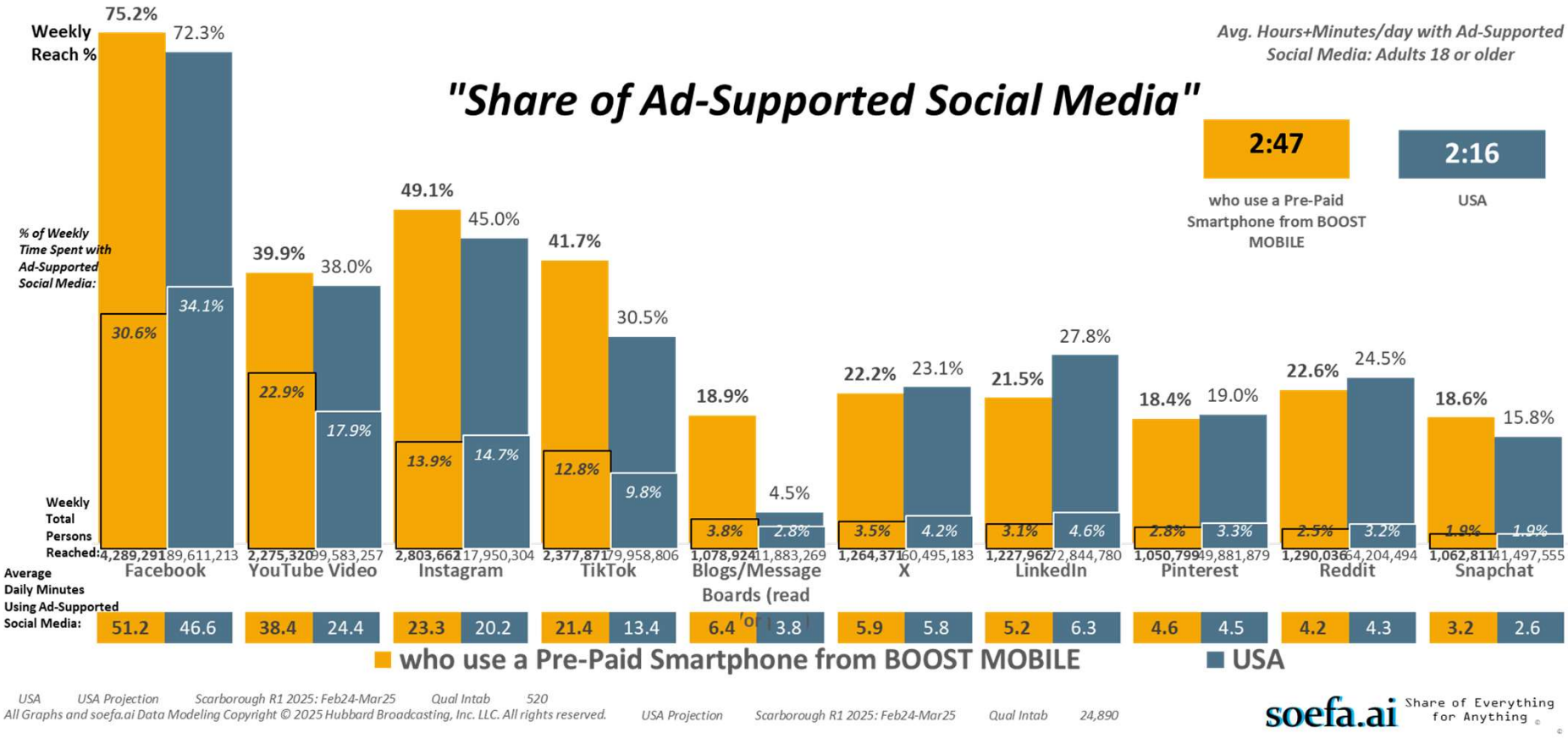

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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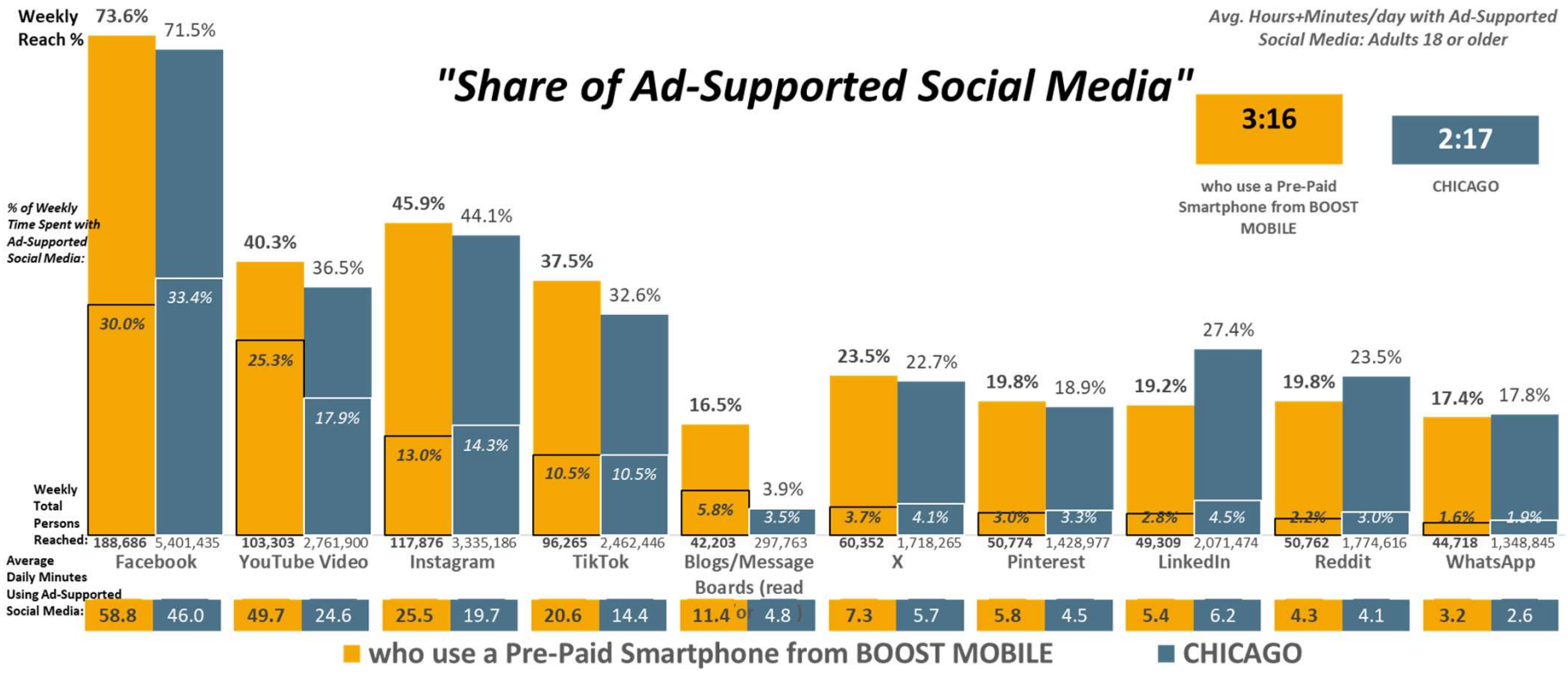

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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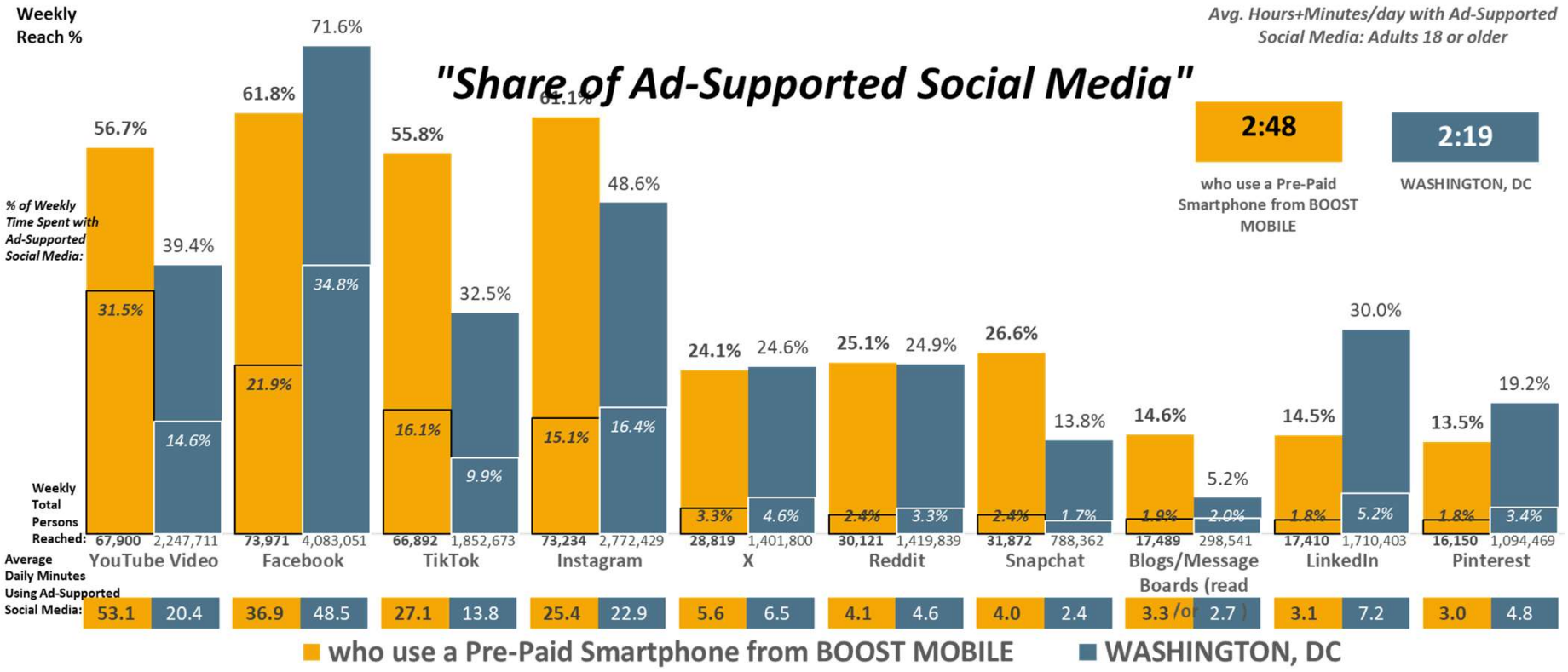

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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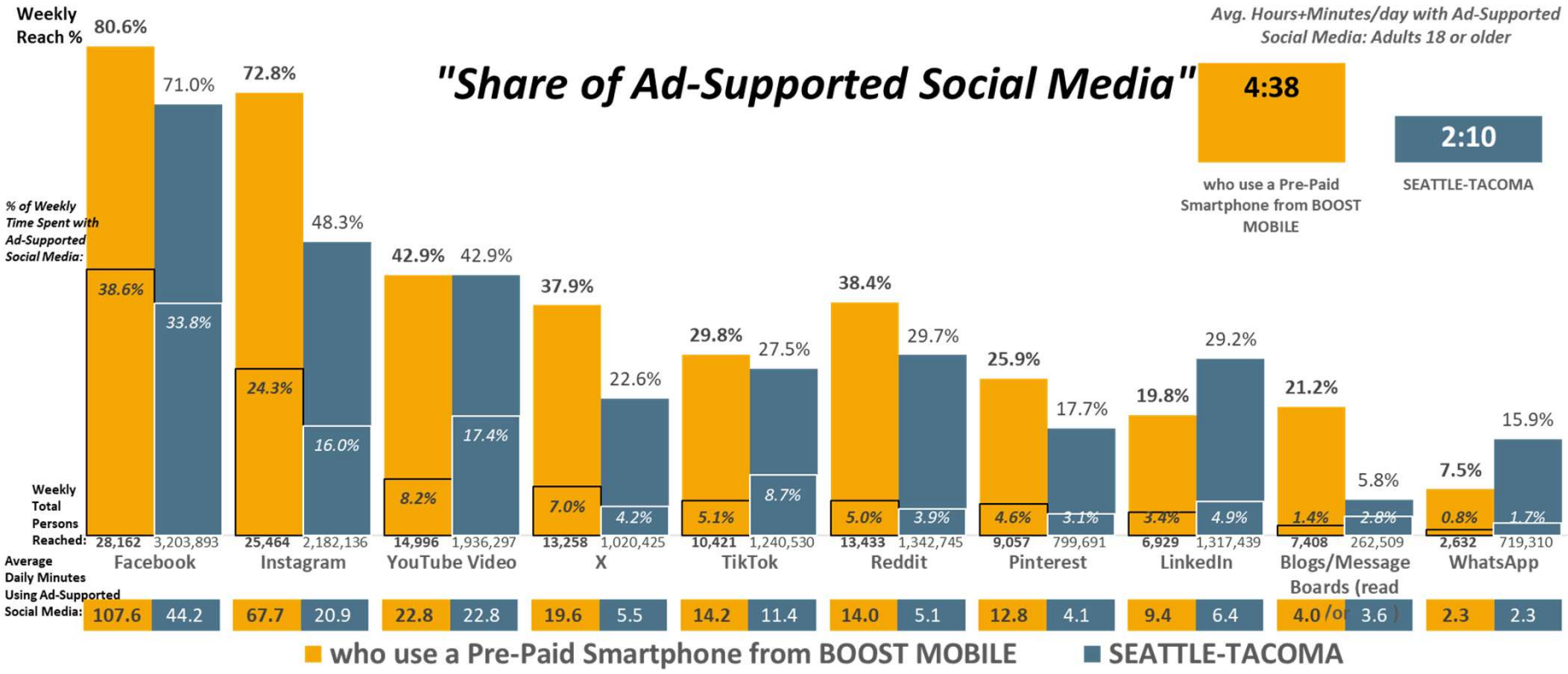
28,162 or 80.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 107.6 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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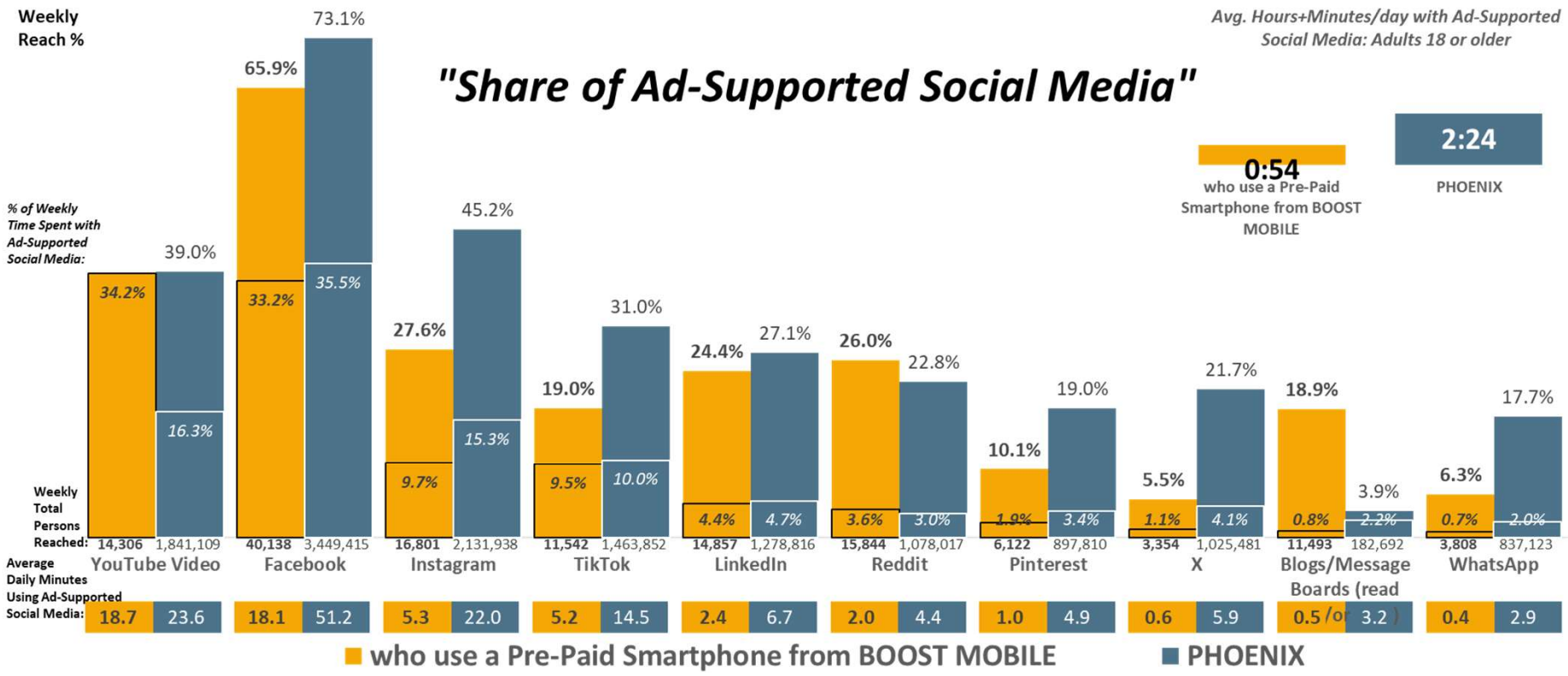

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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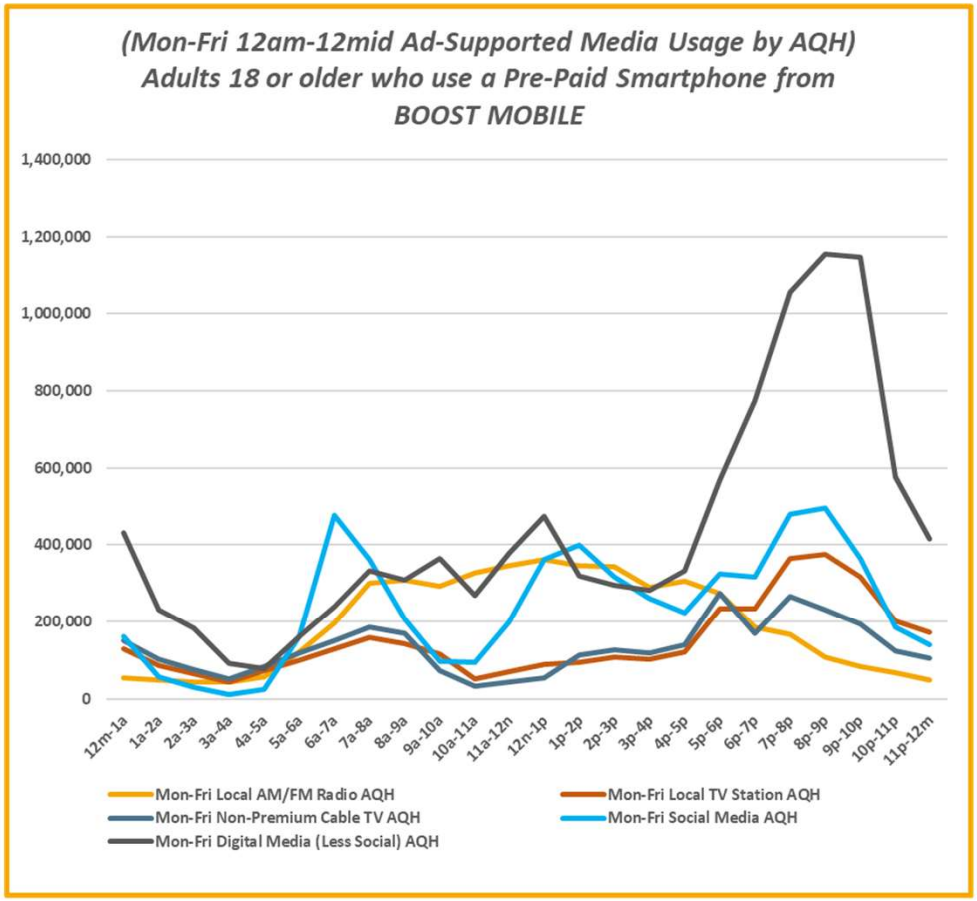
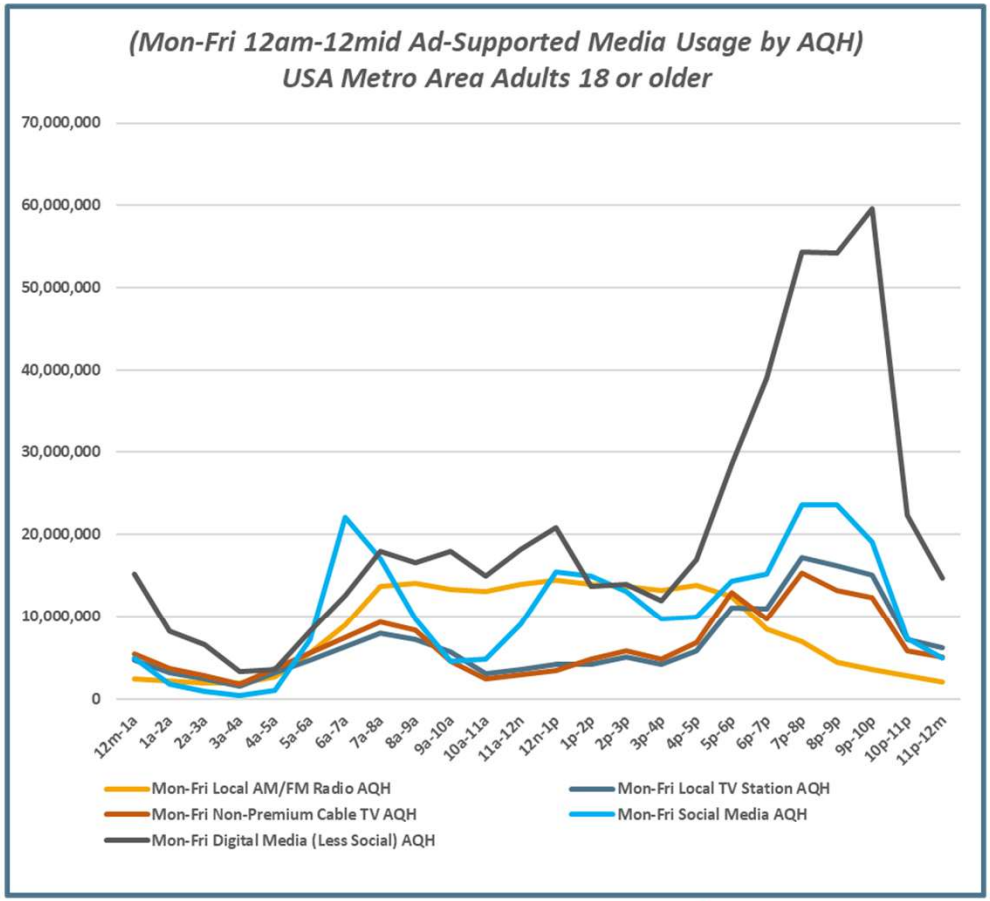
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 379,774; Local Radio: 298,085; Social Media: 279,831; Local TV: 126,730; Non-Prem. Cable: 126,662 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOB





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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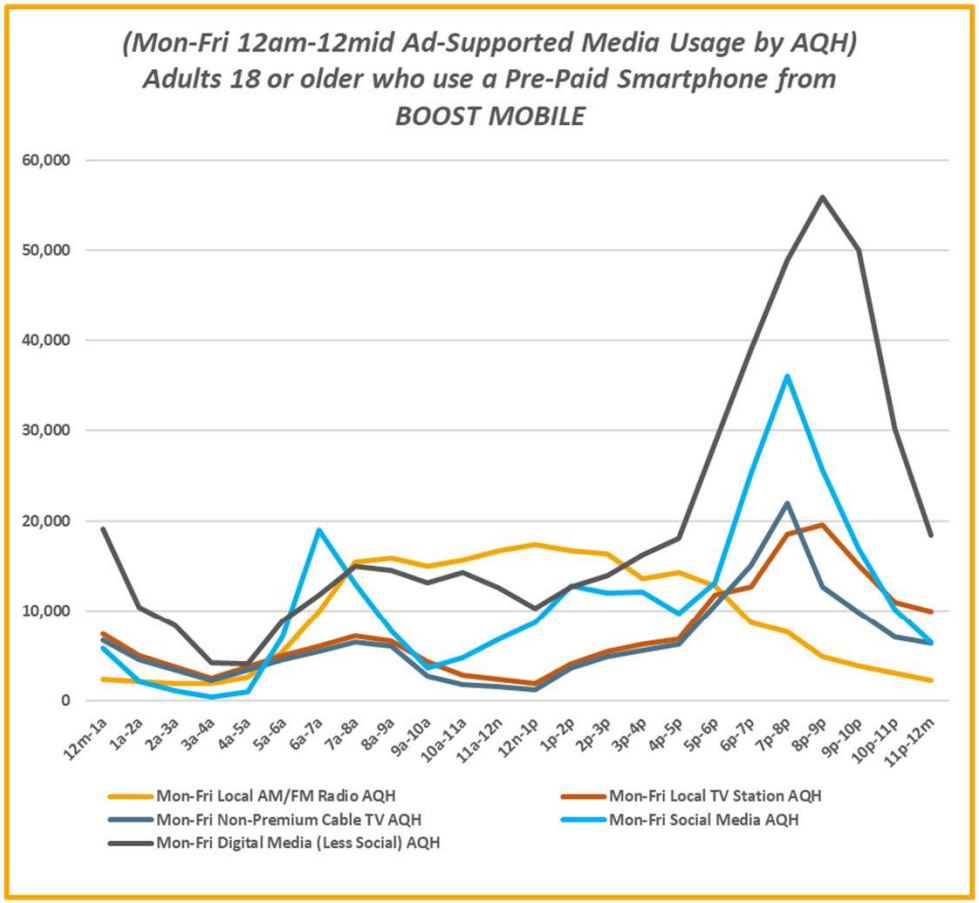
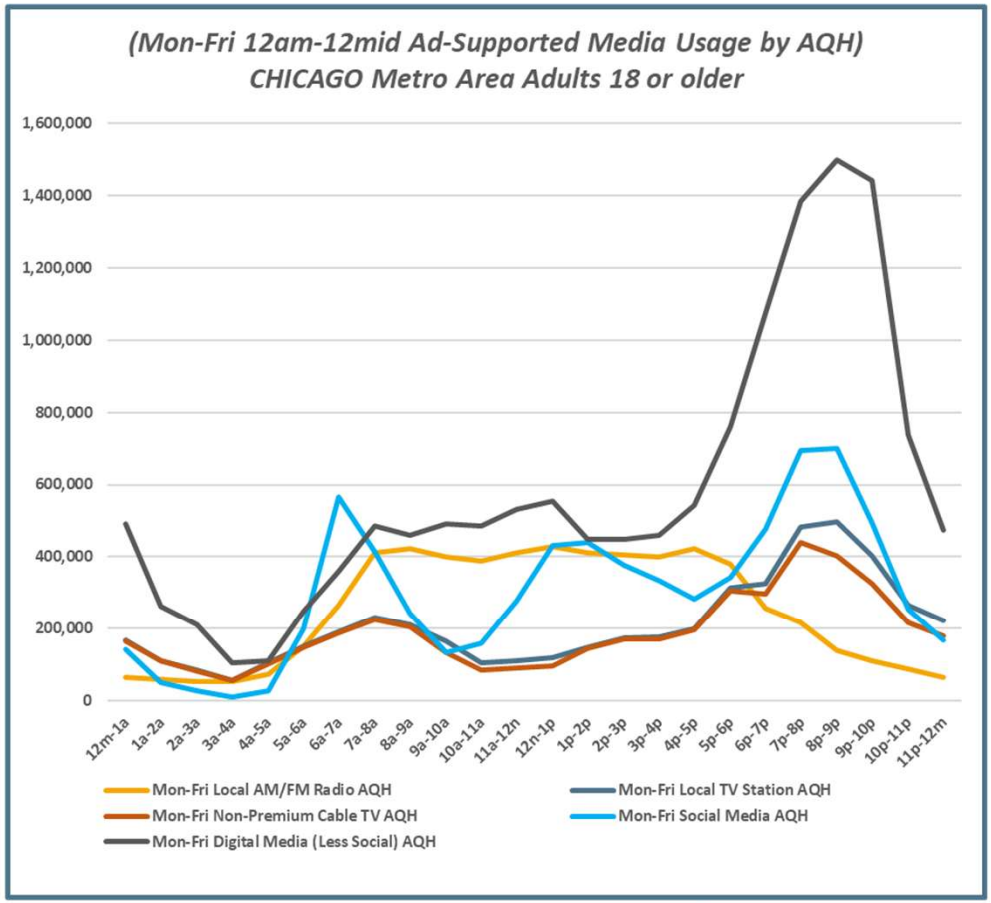
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,936; Local Radio: 14,478; Social Media: 11,438; Local TV: 6,003; Non-Prem. Cable: 5,480 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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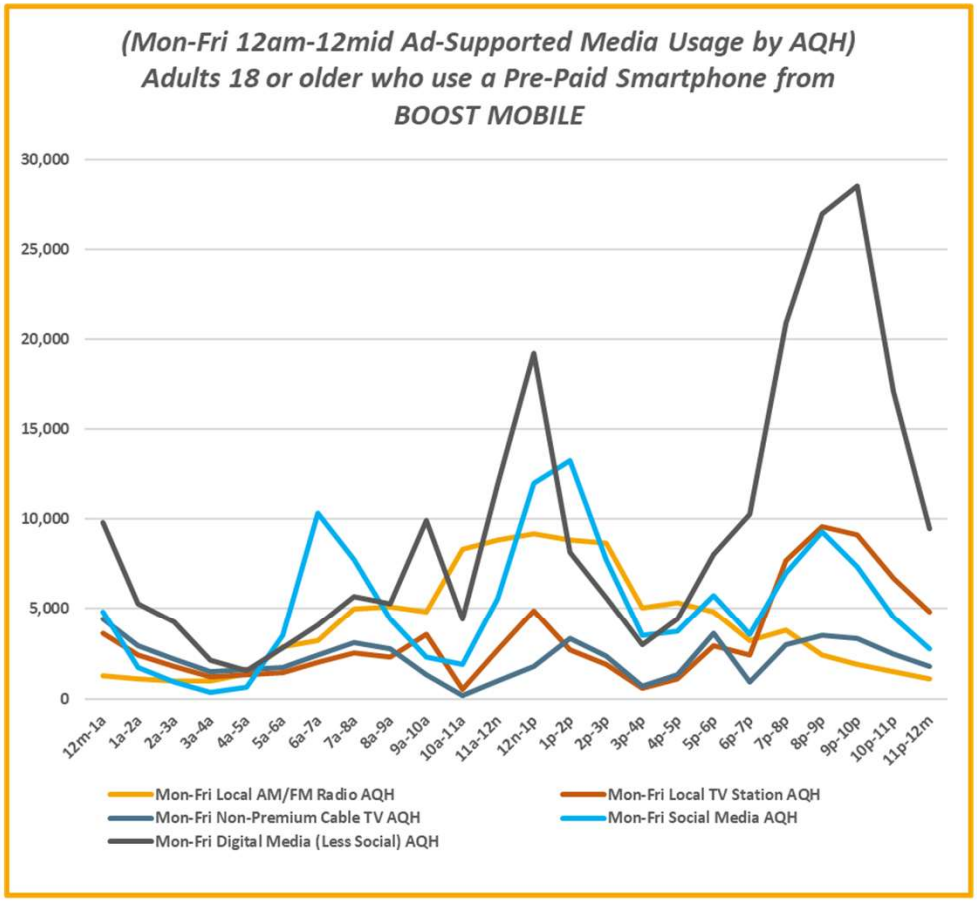
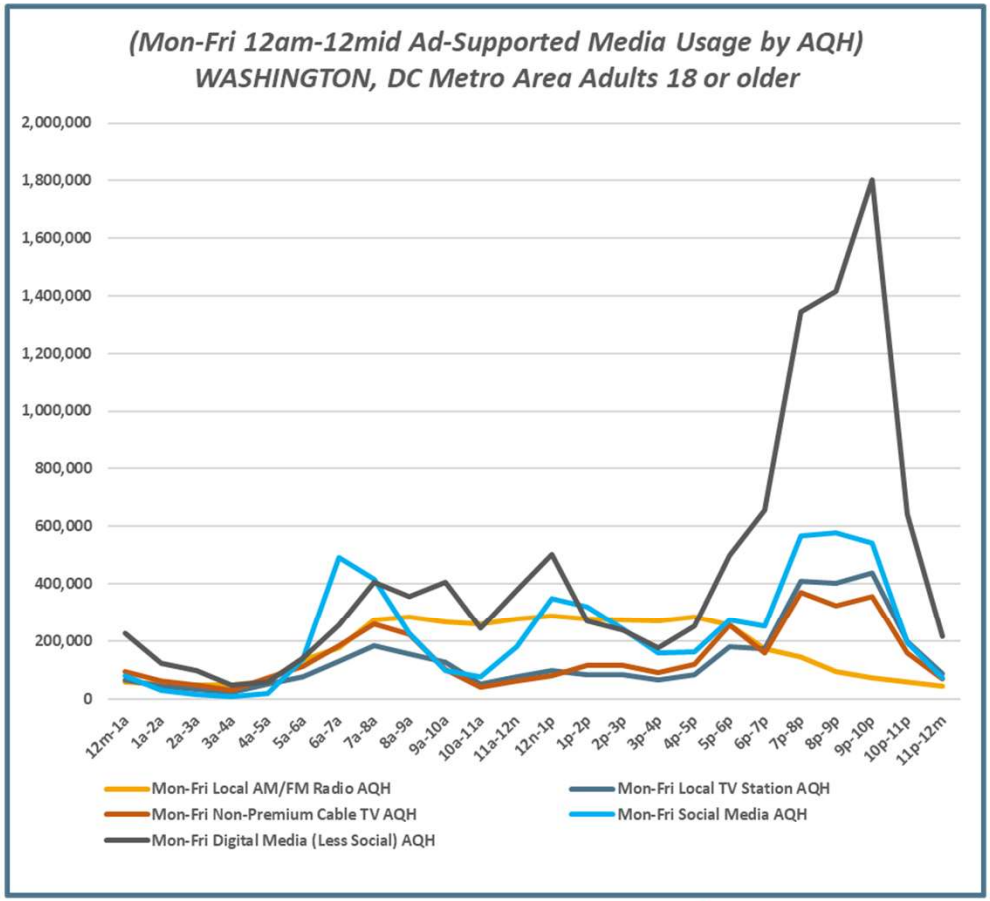
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,708; Social Media: 6,292; Local Radio: 6,197; Local TV: 2,327; Non-Prem. Cable: 1,910 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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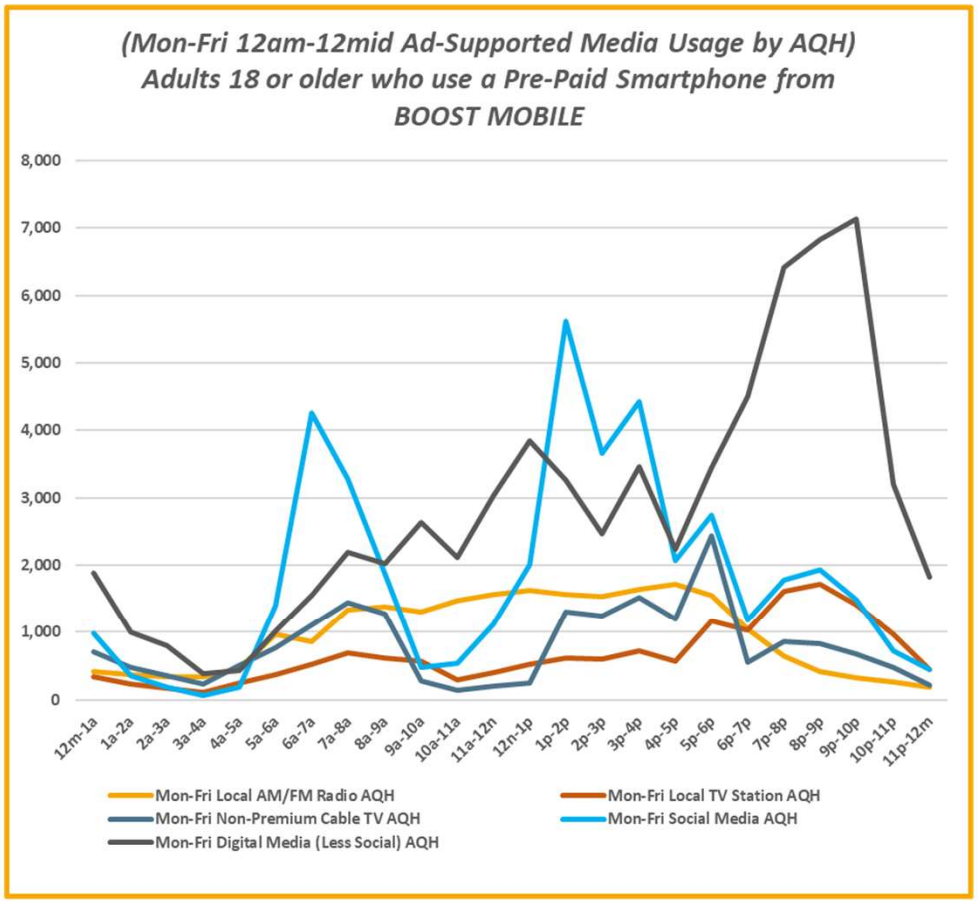
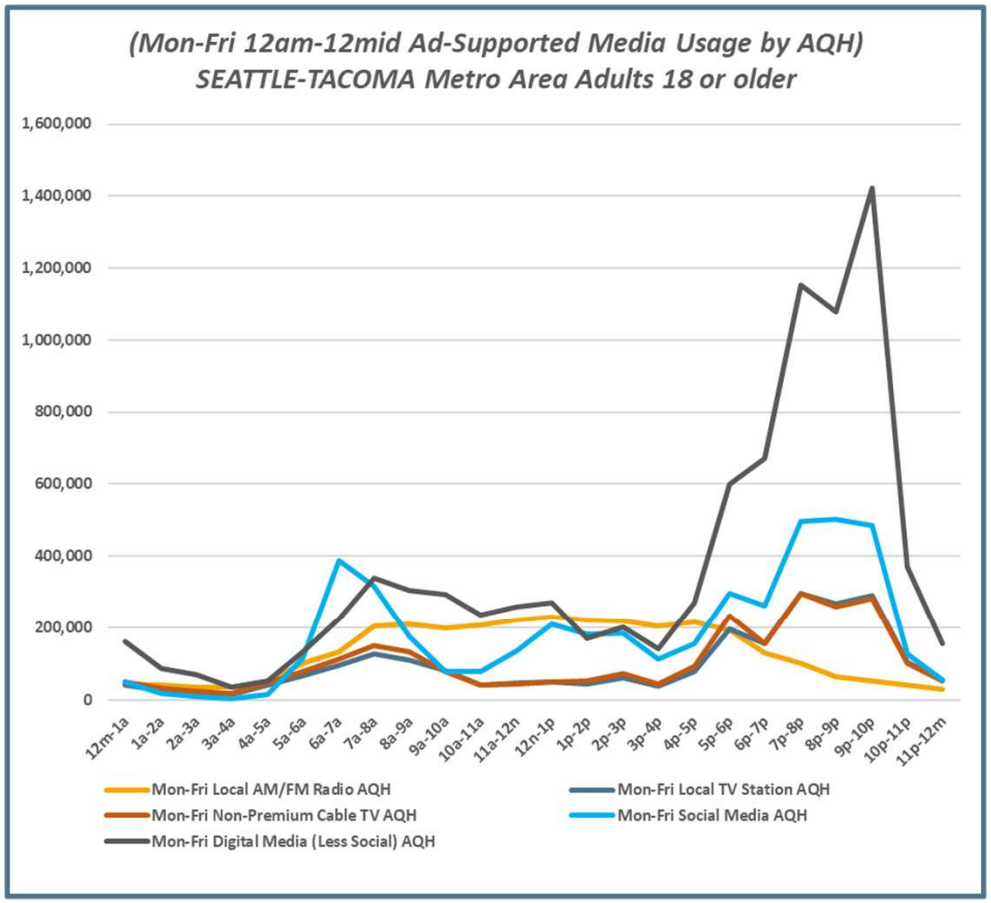
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,826; Social Media: 2,555; Local Radio: 1,428; Non-Prem. Cable: 995; Local TV: 637 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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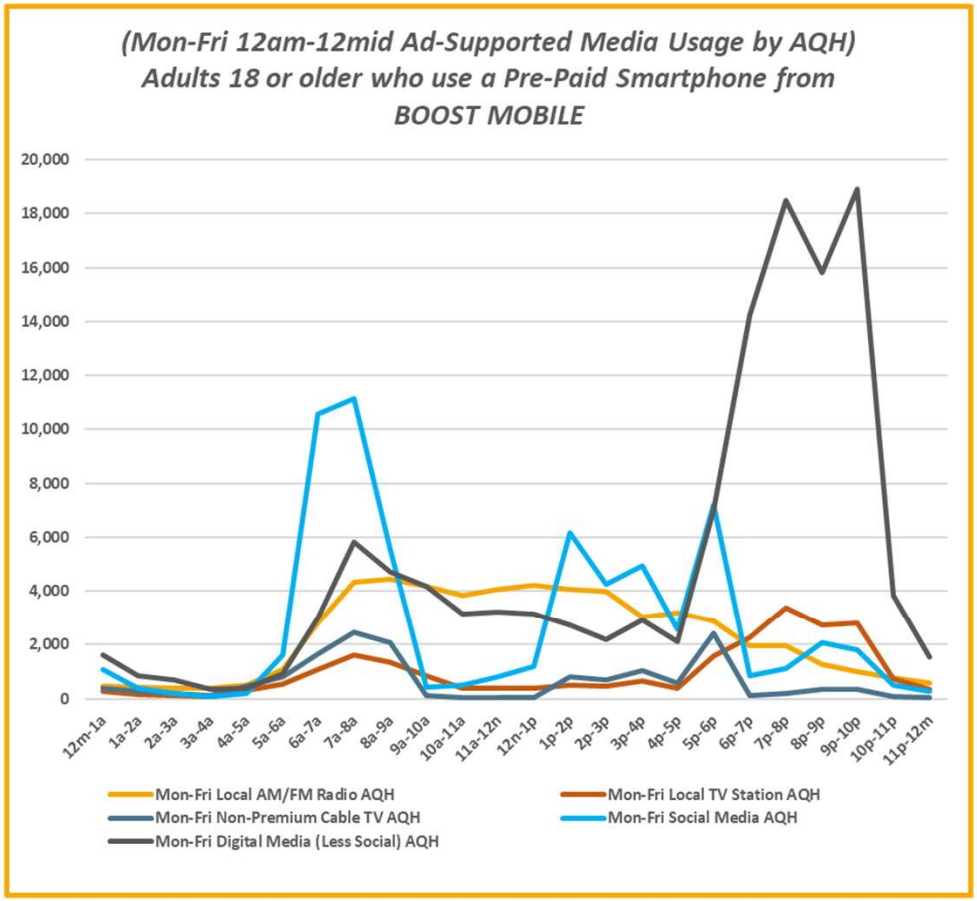
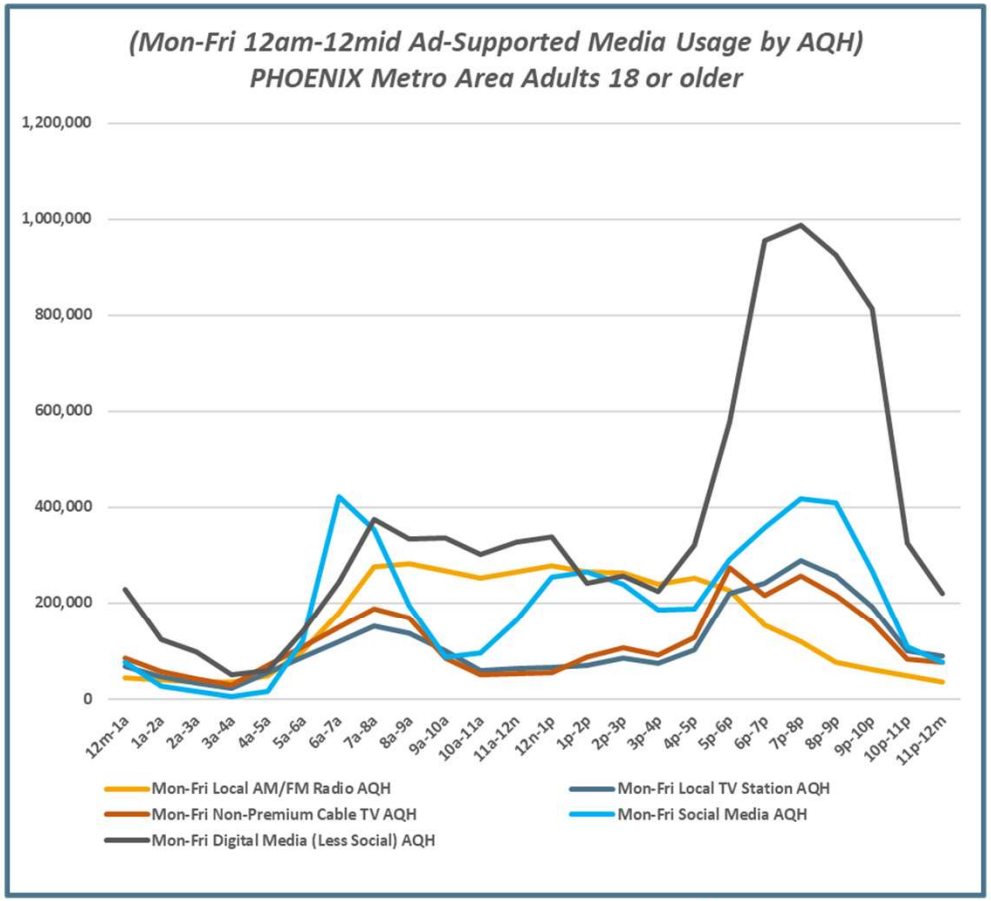
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,496; Social Media: 4,316; Local Radio: 3,610; Non-Prem. Cable: 926; Local TV: 908 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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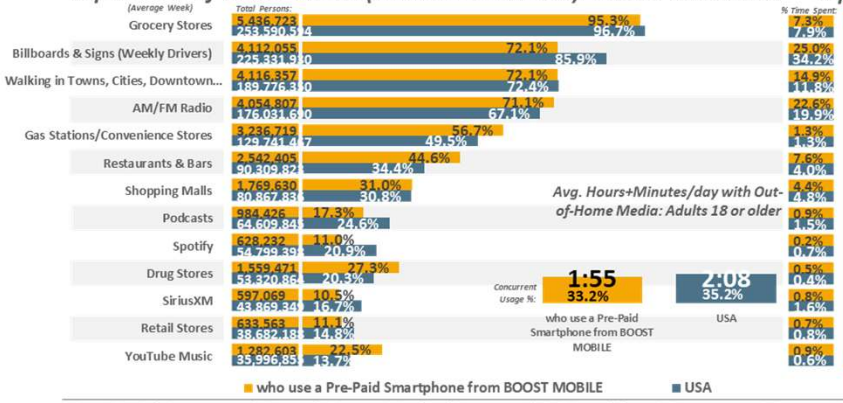
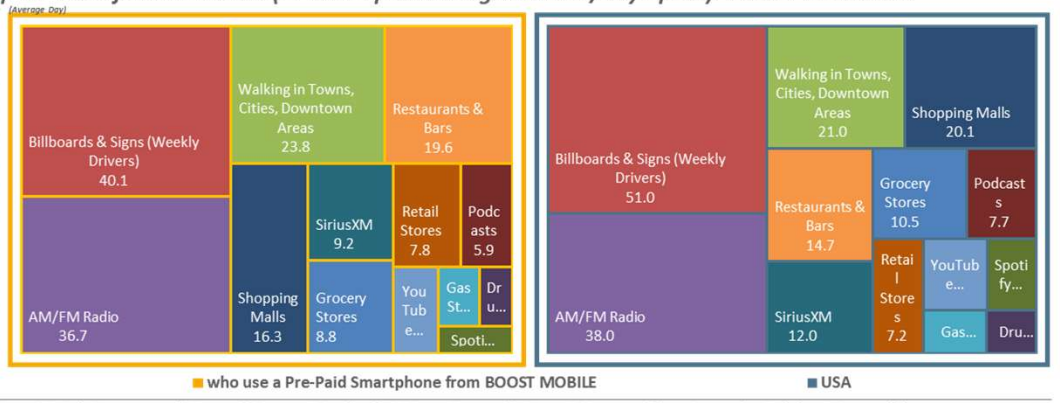
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,112,055 or 72.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day.

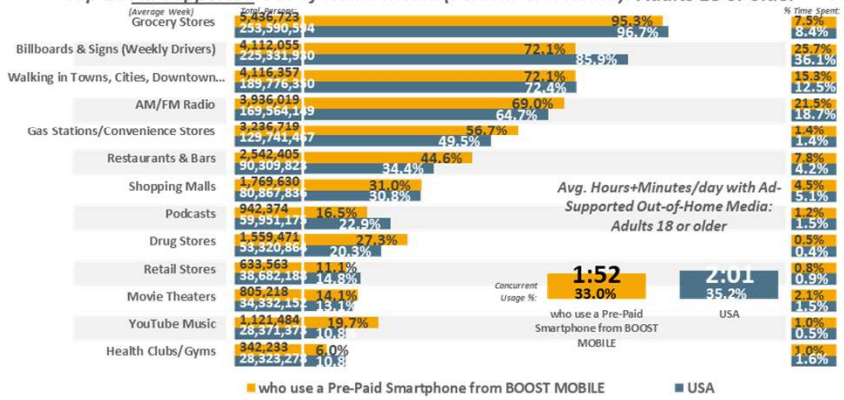
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



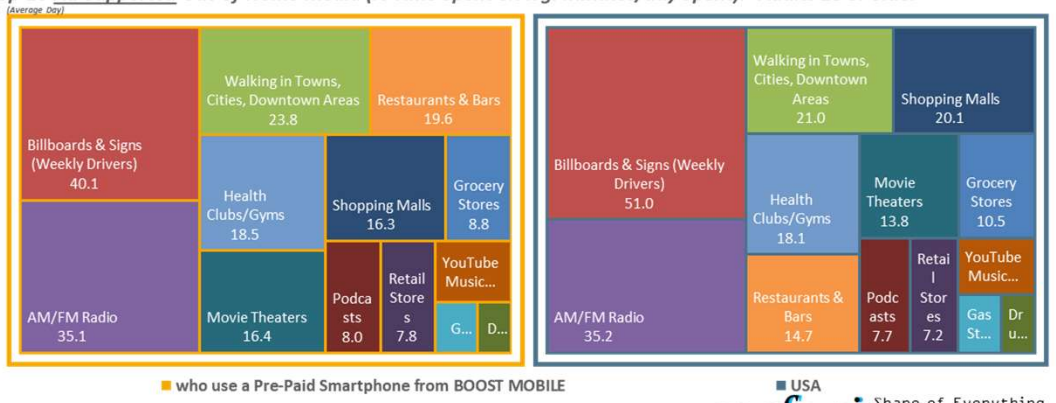
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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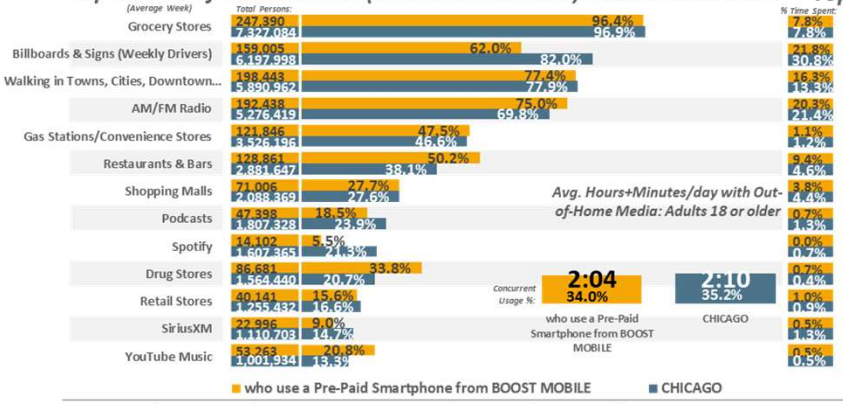
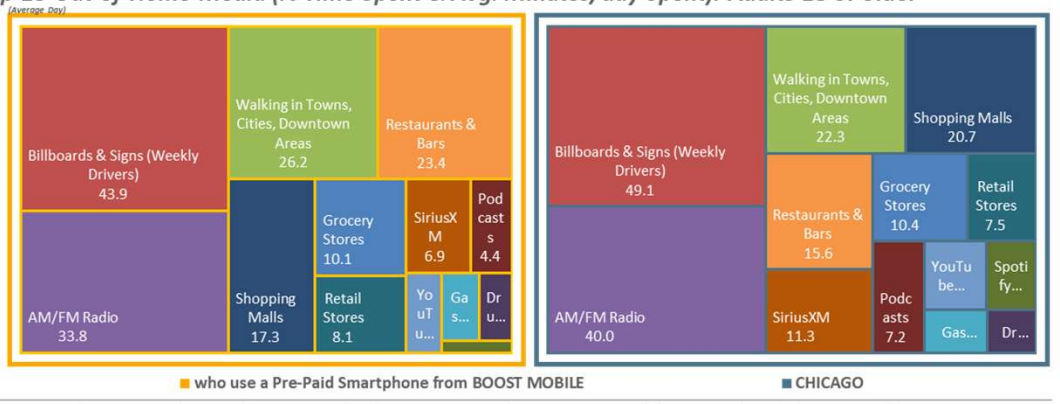
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

159,005 or 62.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 43.9 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/day.

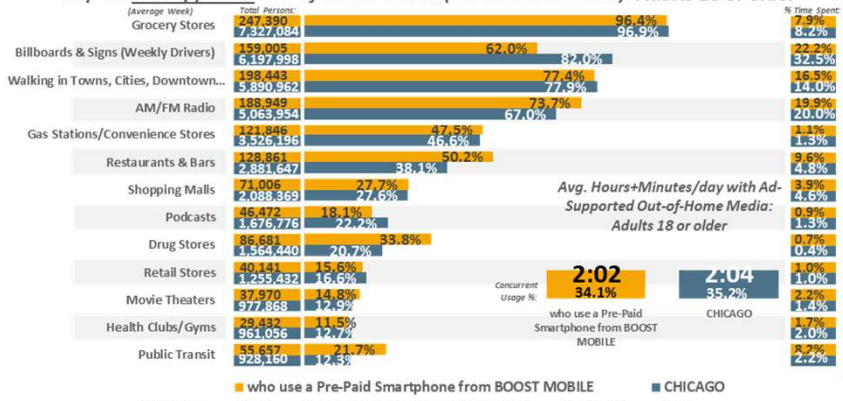
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



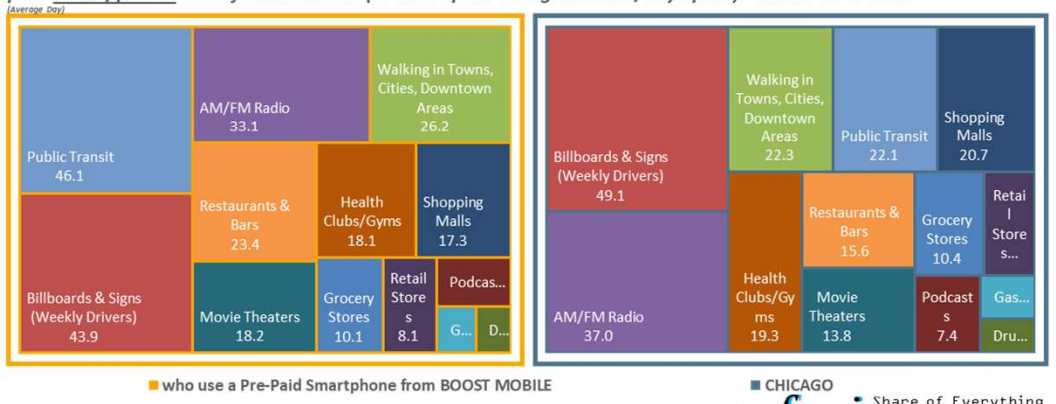
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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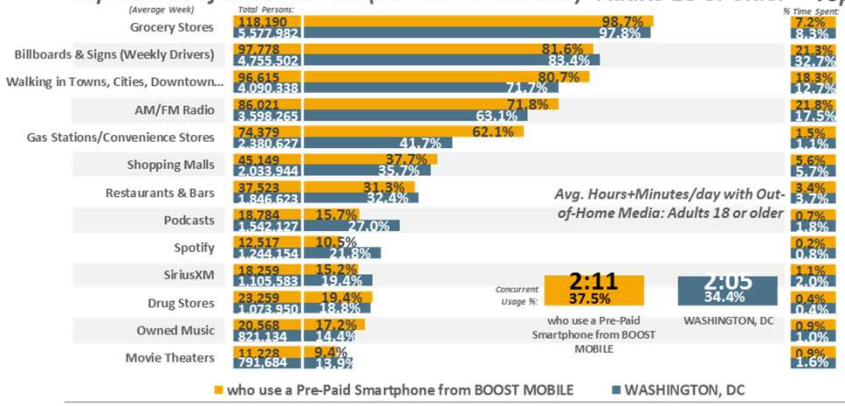
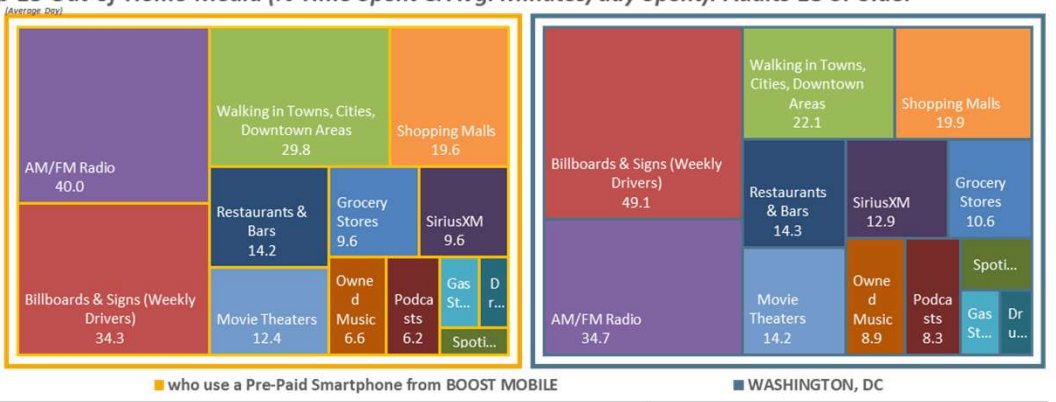
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

97,778 or 81.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 34.3 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/day.

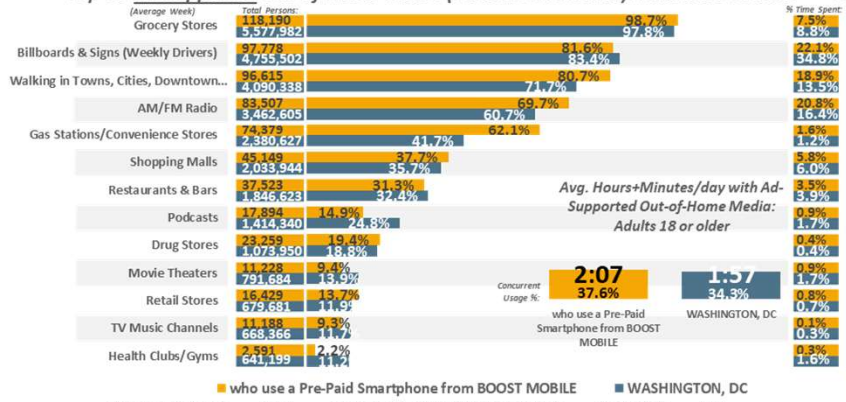
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



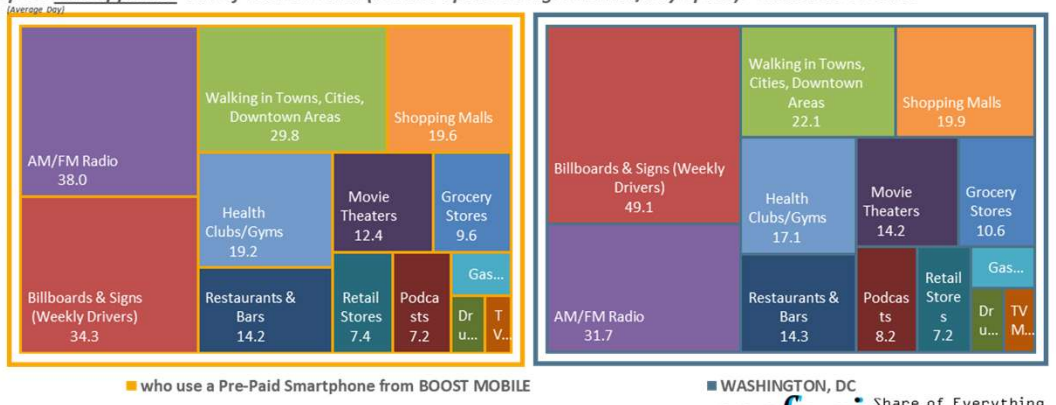
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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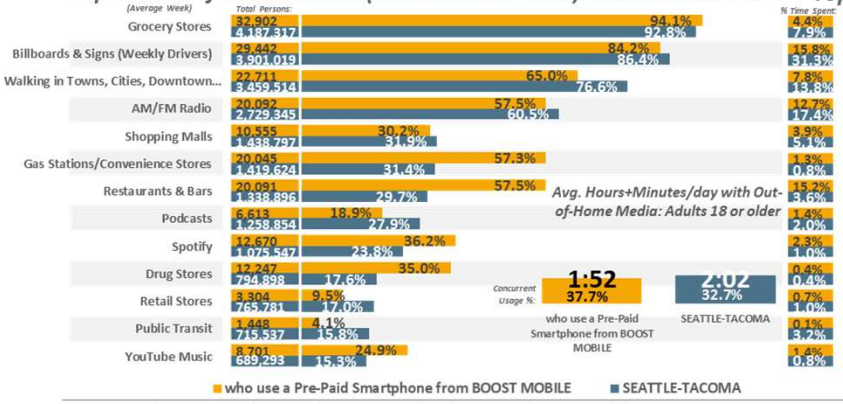
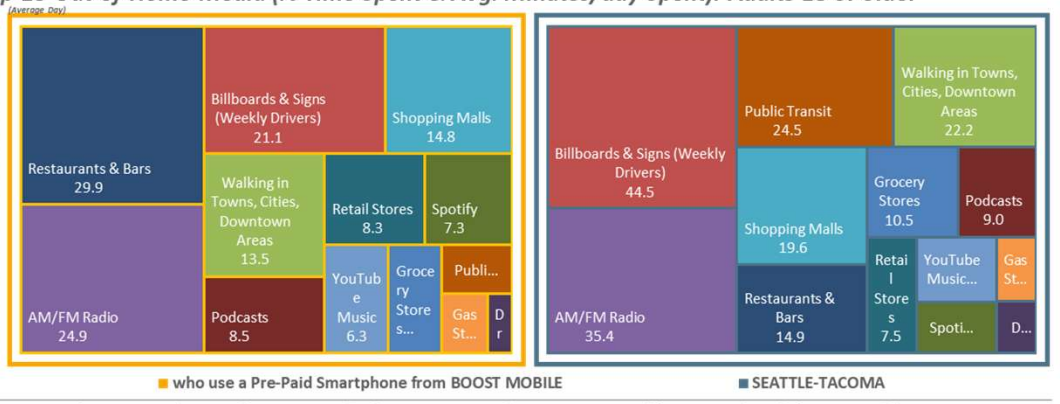
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

29,442 or 84.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 21.1 minutes per day driving, seeing Billboards and Signs. 55.6% Listen to Local Radio Stations Out-of-Home for an average of 24. minutes/day.

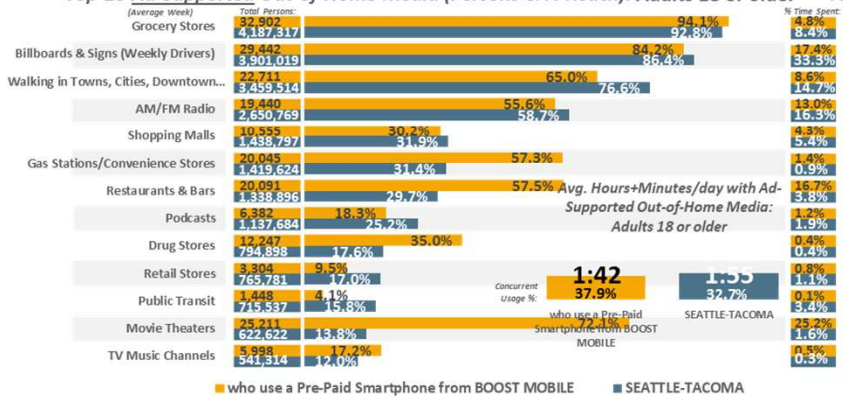
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



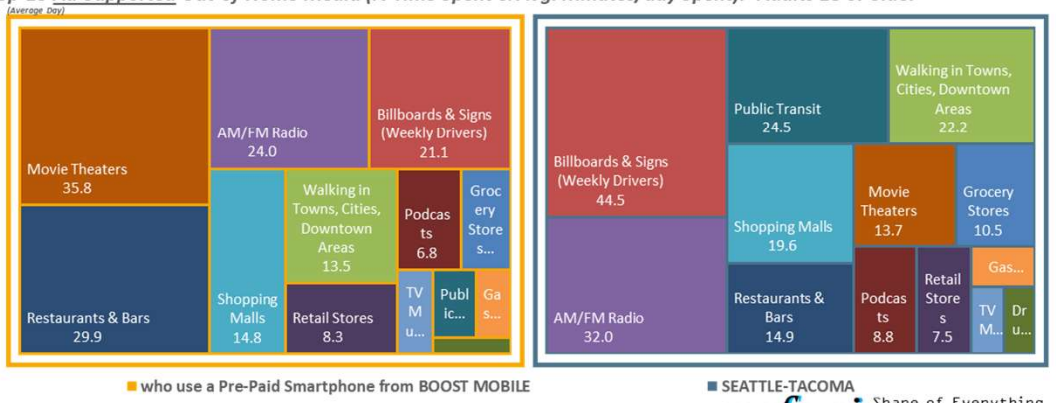
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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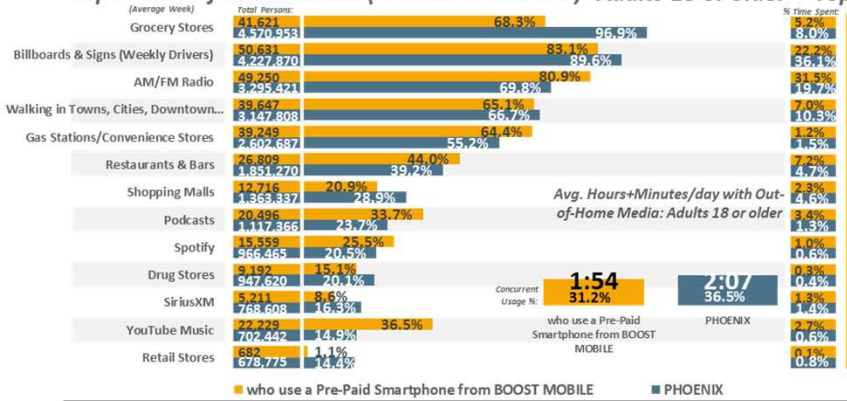
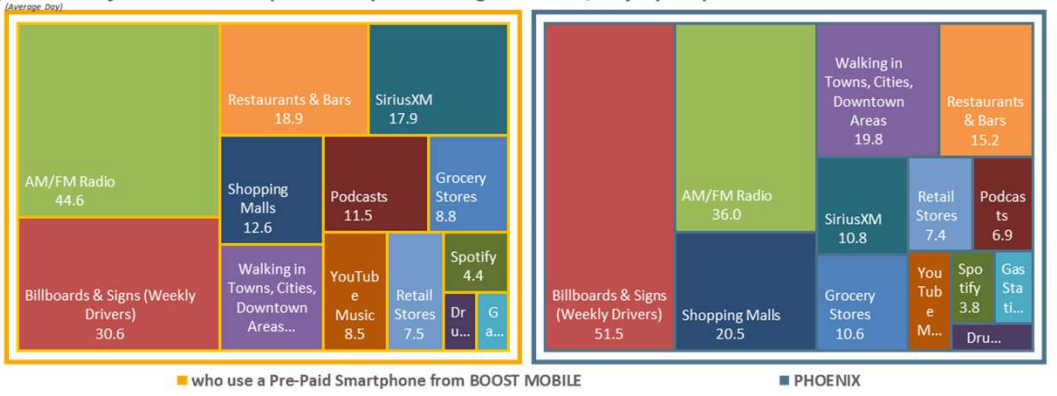
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

50,631 or 83.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 30.6 minutes per day driving, seeing Billboards and Signs. 76.5% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

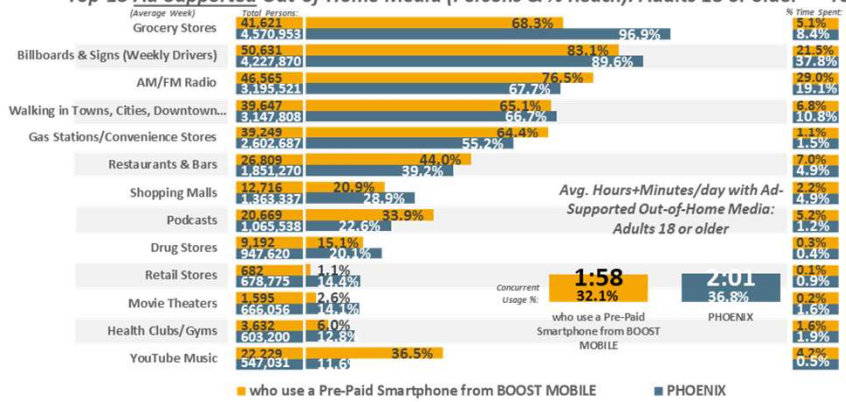
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



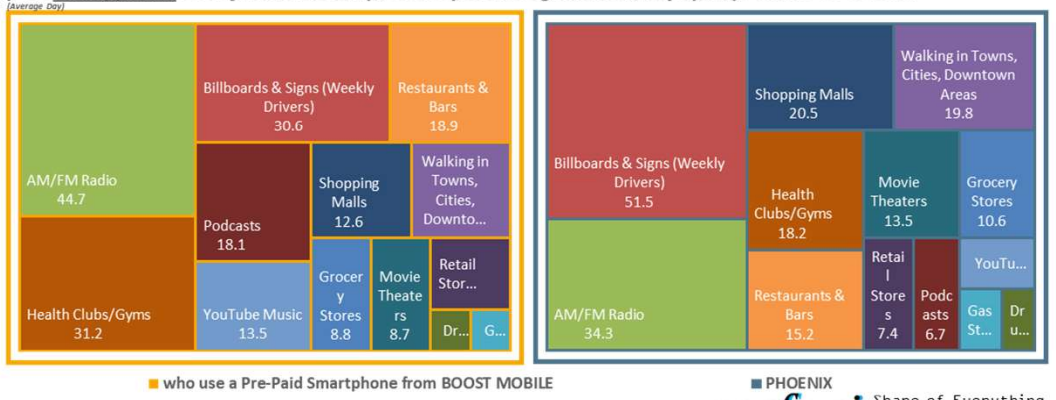
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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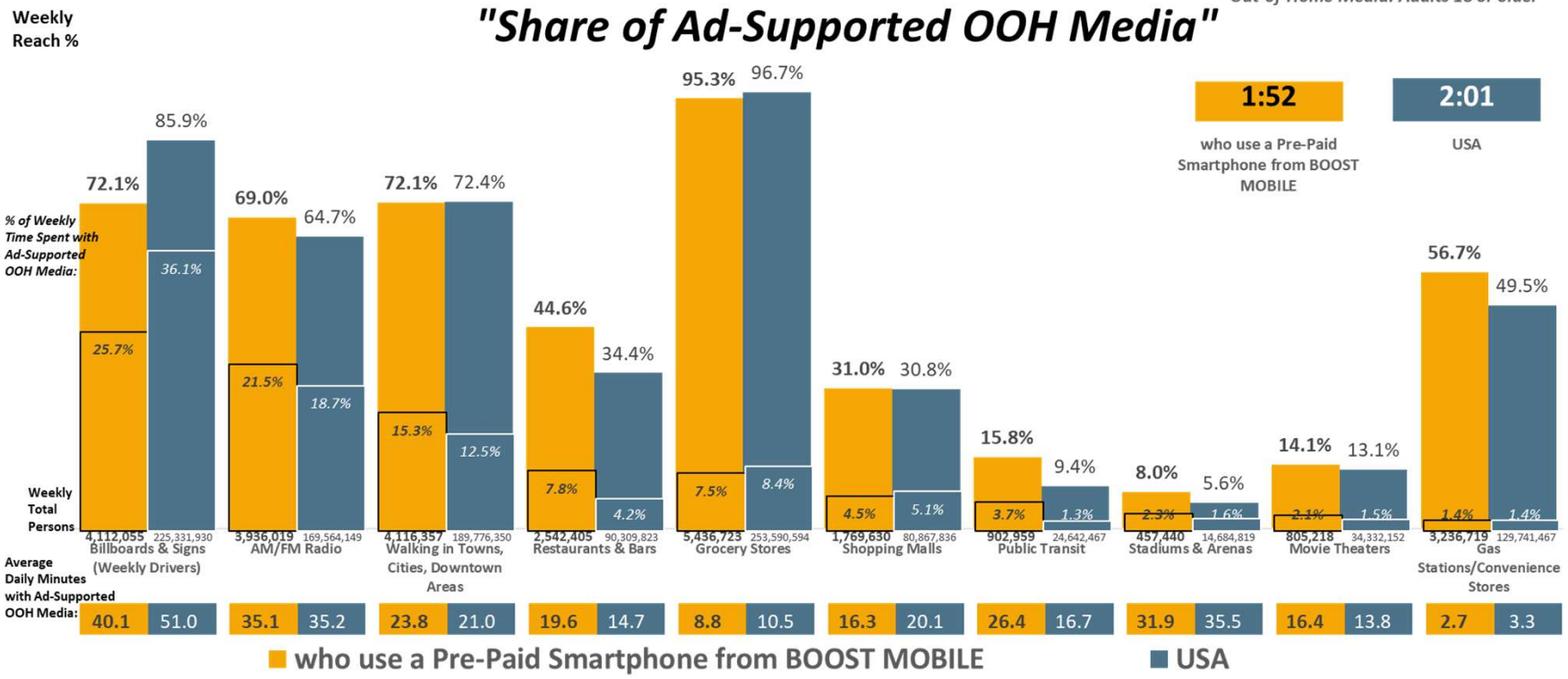
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,112,055 or 72.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 40.1 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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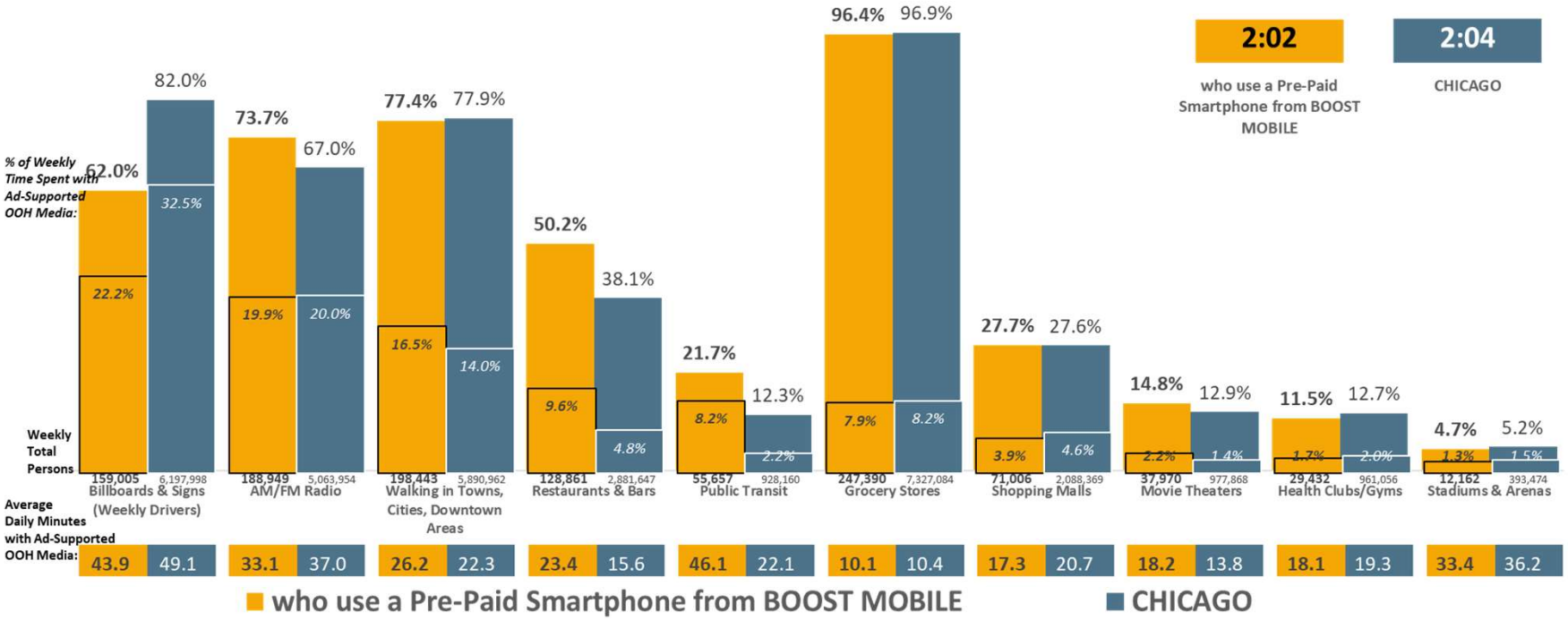
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

159,005 or 62.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 43.9 minutes per day driving, seeing Billboards and Signs representing 22.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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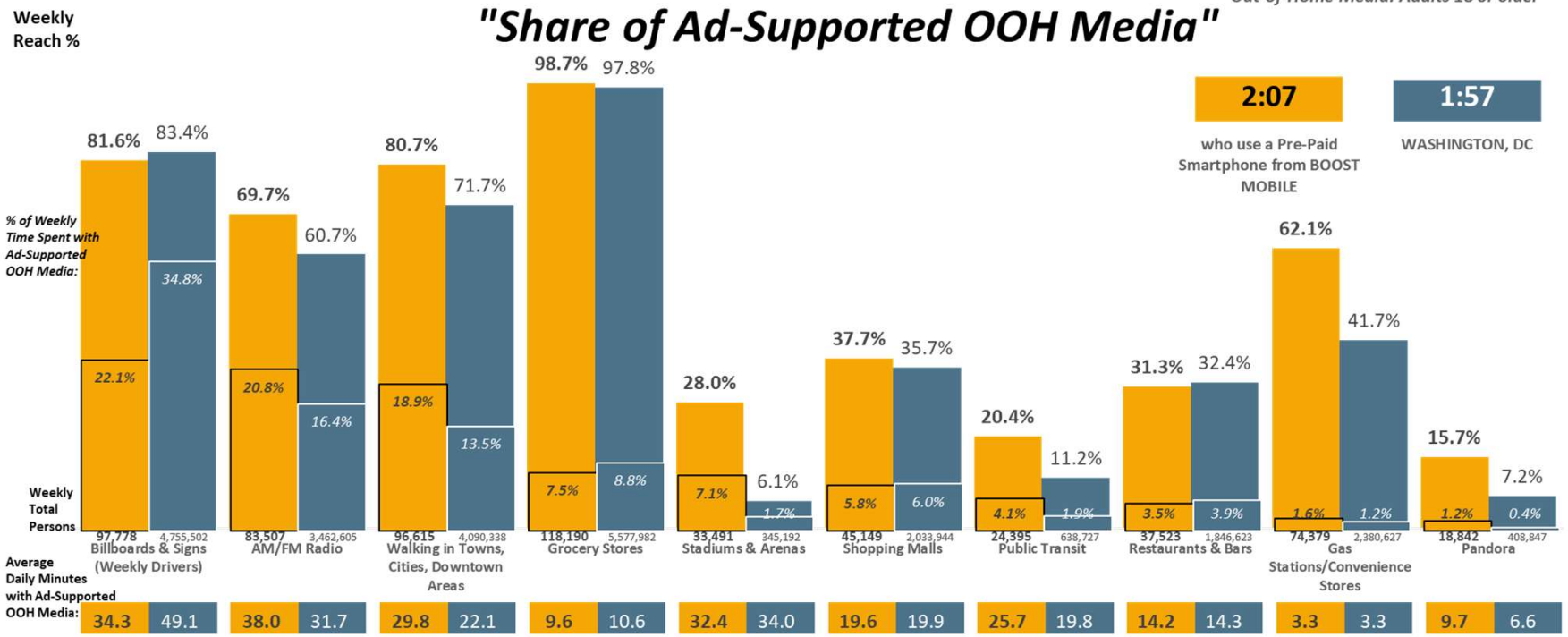
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

97,778 or 81.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 34.3 minutes per day driving, seeing Billboards and Signs representing 22.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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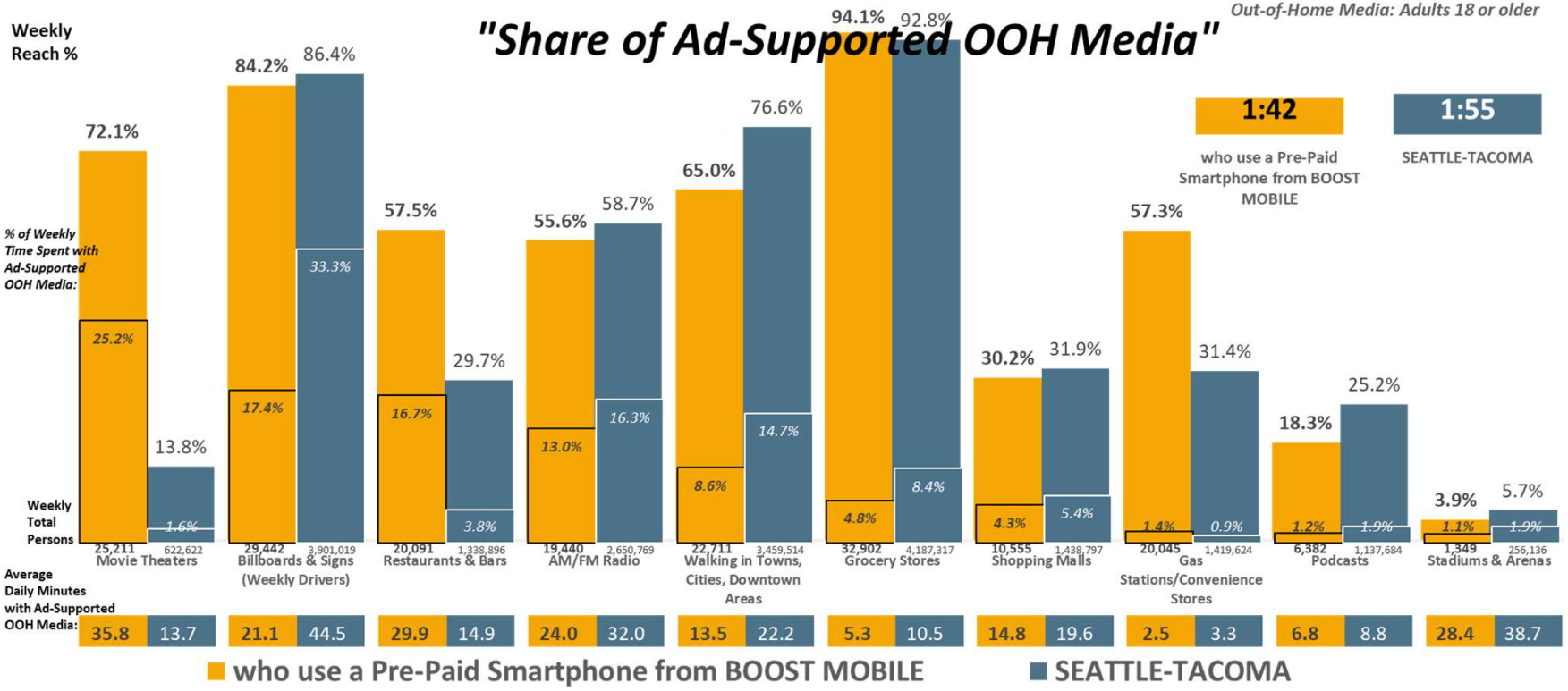
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

29,442 or 84.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 21.1 minutes per day driving, seeing Billboards and Signs representing 17.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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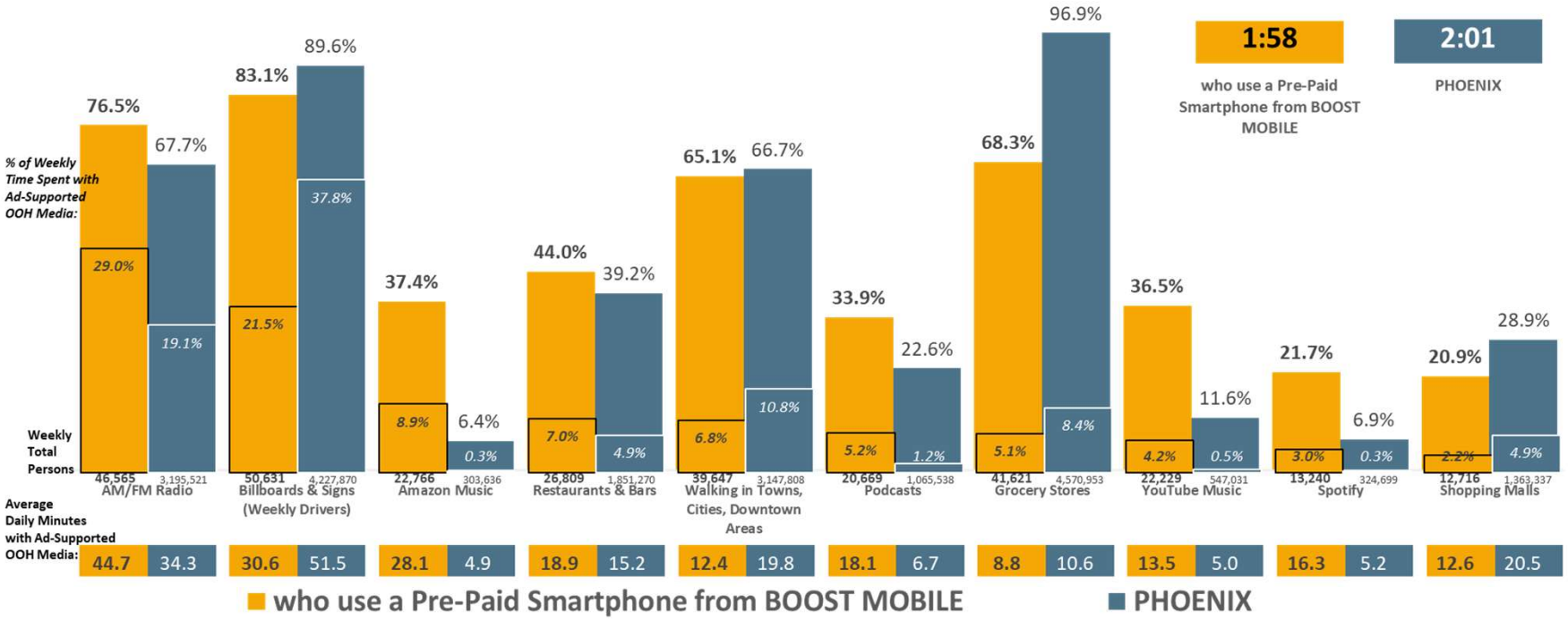
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

50,631 or 83.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 30.6 minutes per day driving, seeing Billboards and Signs representing 21.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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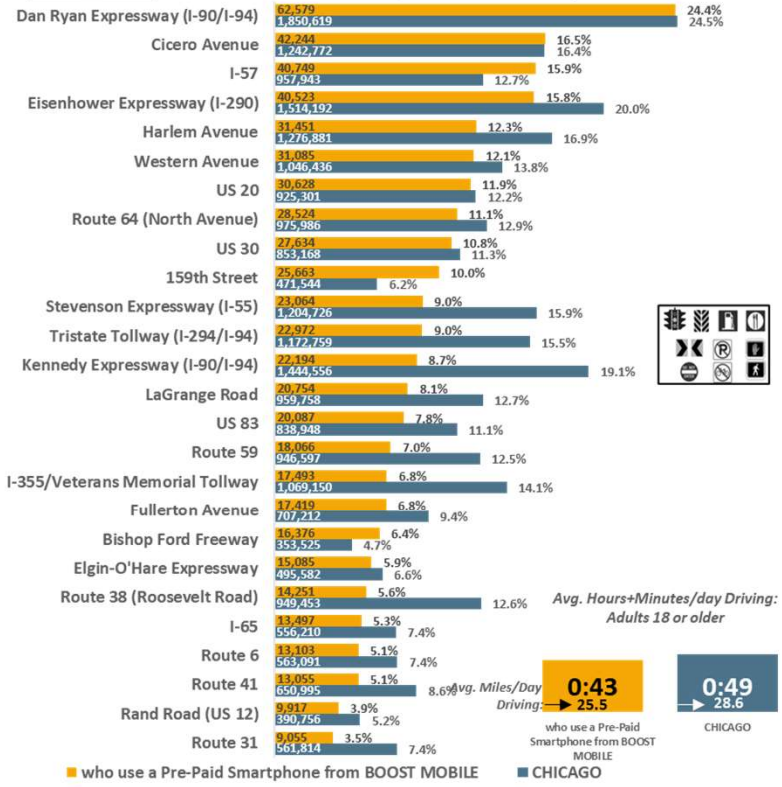
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

159,005 or 62.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 43.9 minutes per day driving an average of 25.5 miles each day and are 60.4% more likely to use 159th Street than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



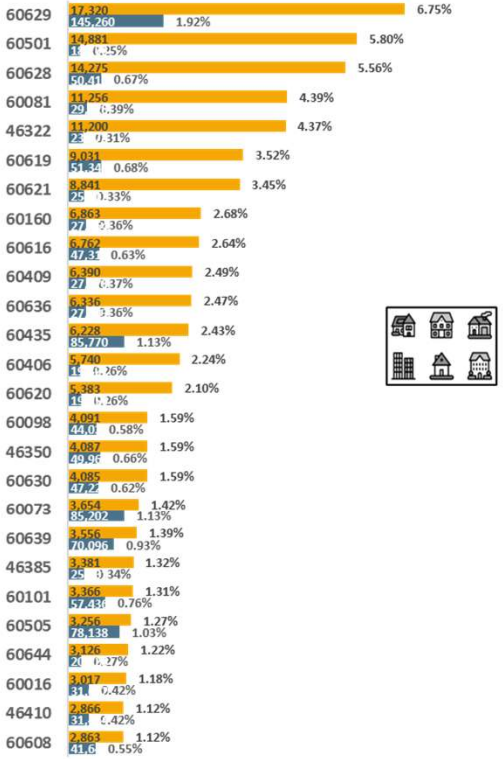
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 25.5

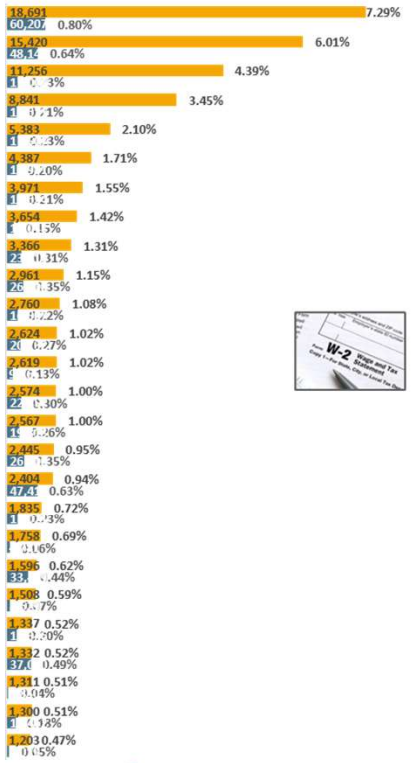
0:43 who use a Pre-Paid Smartphone from BOOST MOBILE

0:49 (28.6) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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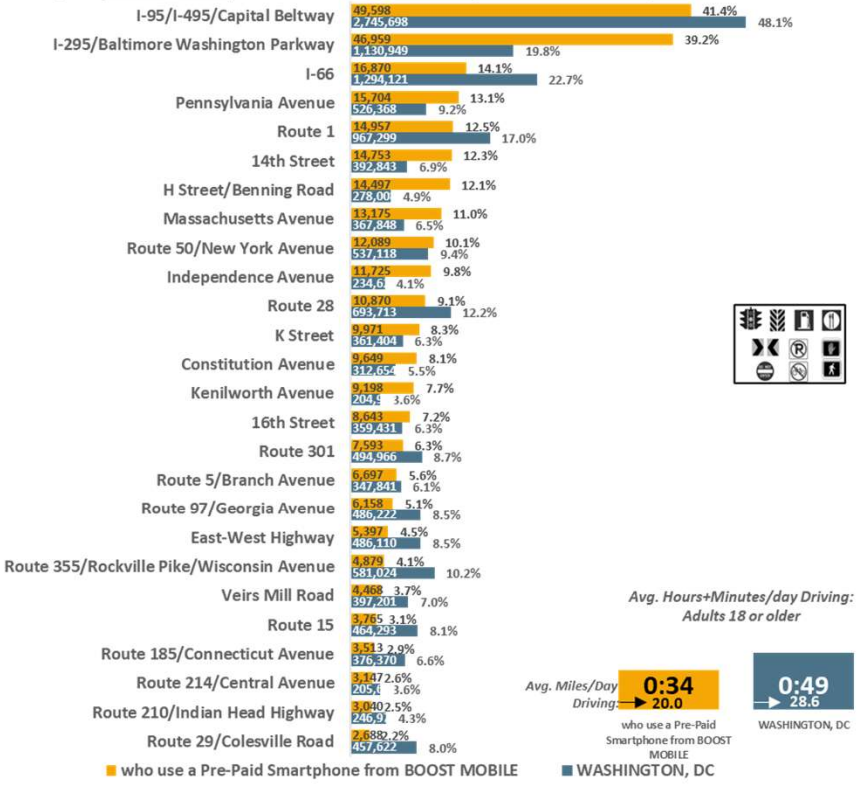
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

97,778 or 81.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 34.3 minutes per day driving an average of 20. miles each day and are 148.3% more likely to use H Street/Benning Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



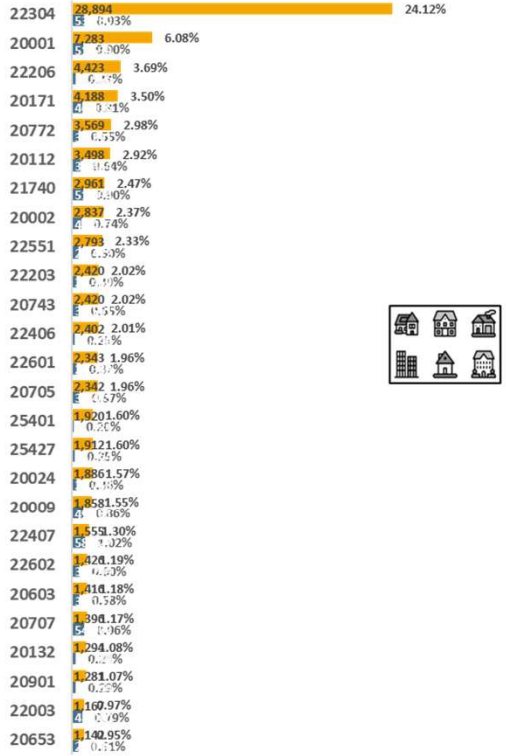
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

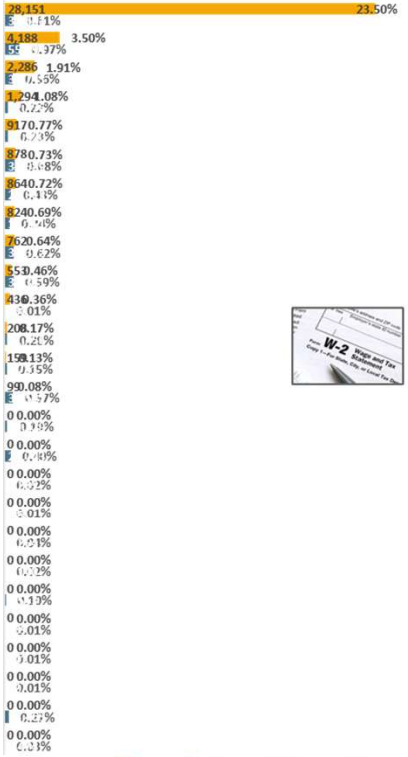
0:34 → 20.0 who use a Pre-Paid Smartphone from BOOST MOBILE

0:49 → 28.6 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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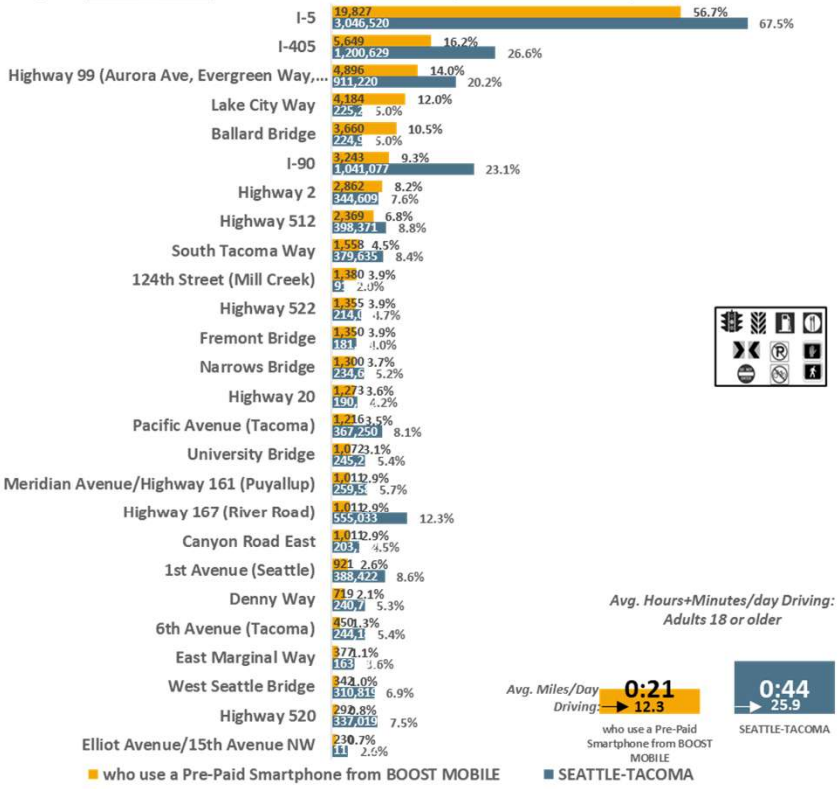
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



29,442 or 84.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 21.1 minutes per day driving an average of 12.3 miles each day and are 139.9% more likely to use Lake City Way than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

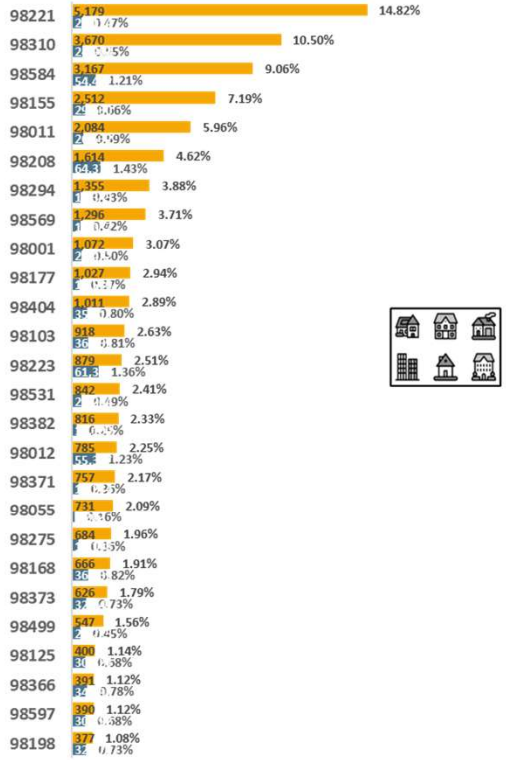


Avg. Hours+Minutes/day Driving: Adults 18 or older

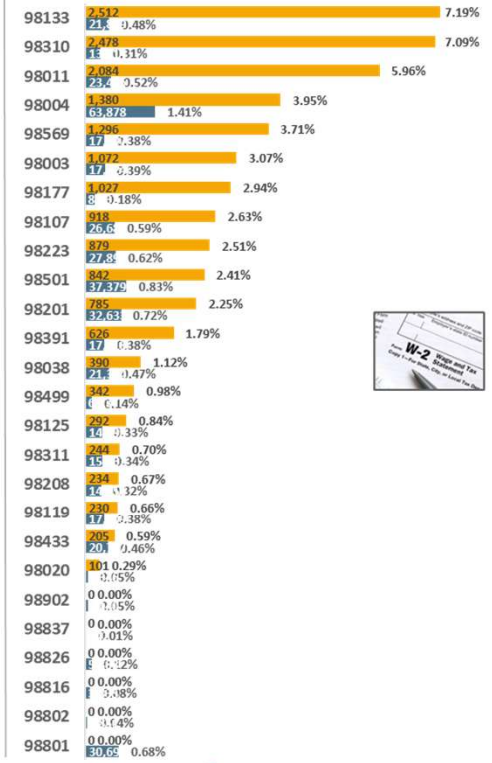
Avg. Miles/Day Driving: 0:21 → 12.3 who use a Pre-Paid Smartphone from BOOST MOBILE

0:44 → 25.9 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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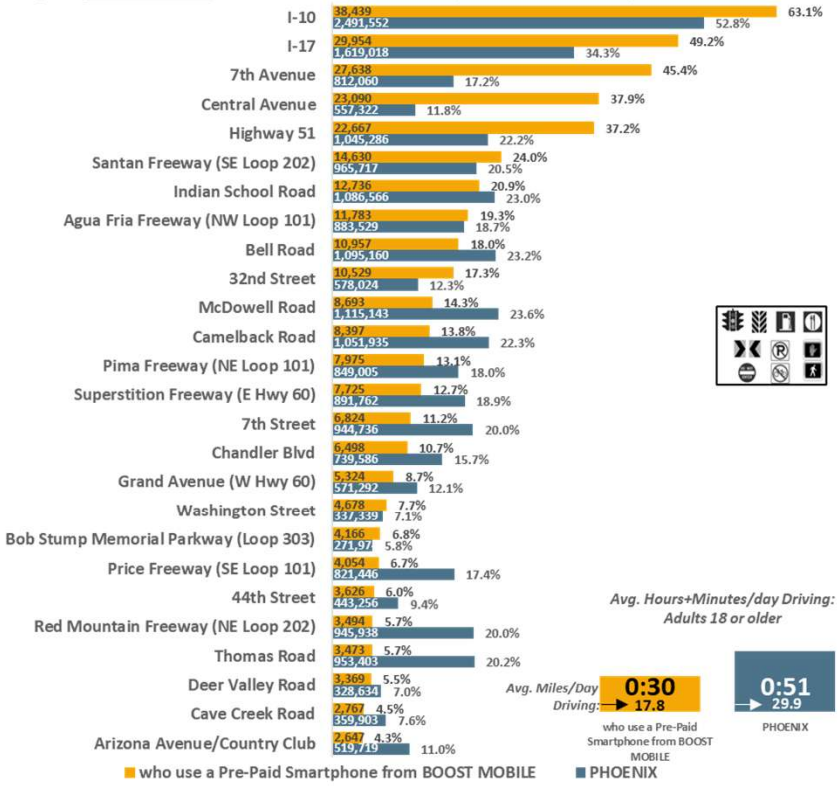
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile PHX

50,631 or 83.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 30.6 minutes per day driving an average of 17.8 miles each day and are 221.% more likely to use Central Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



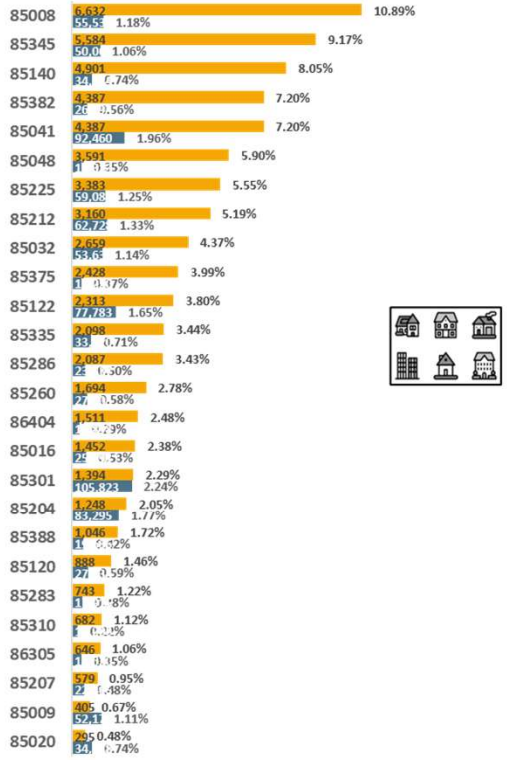
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

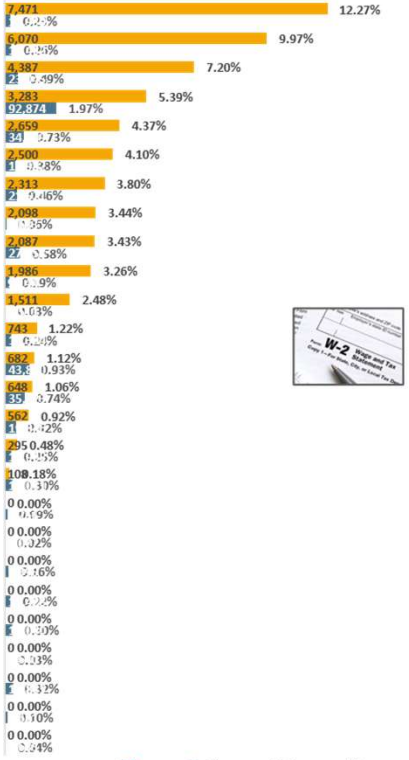
0:30 → 17.8 who use a Pre-Paid Smartphone from BOOST MOBILE

0:51 → 29.9 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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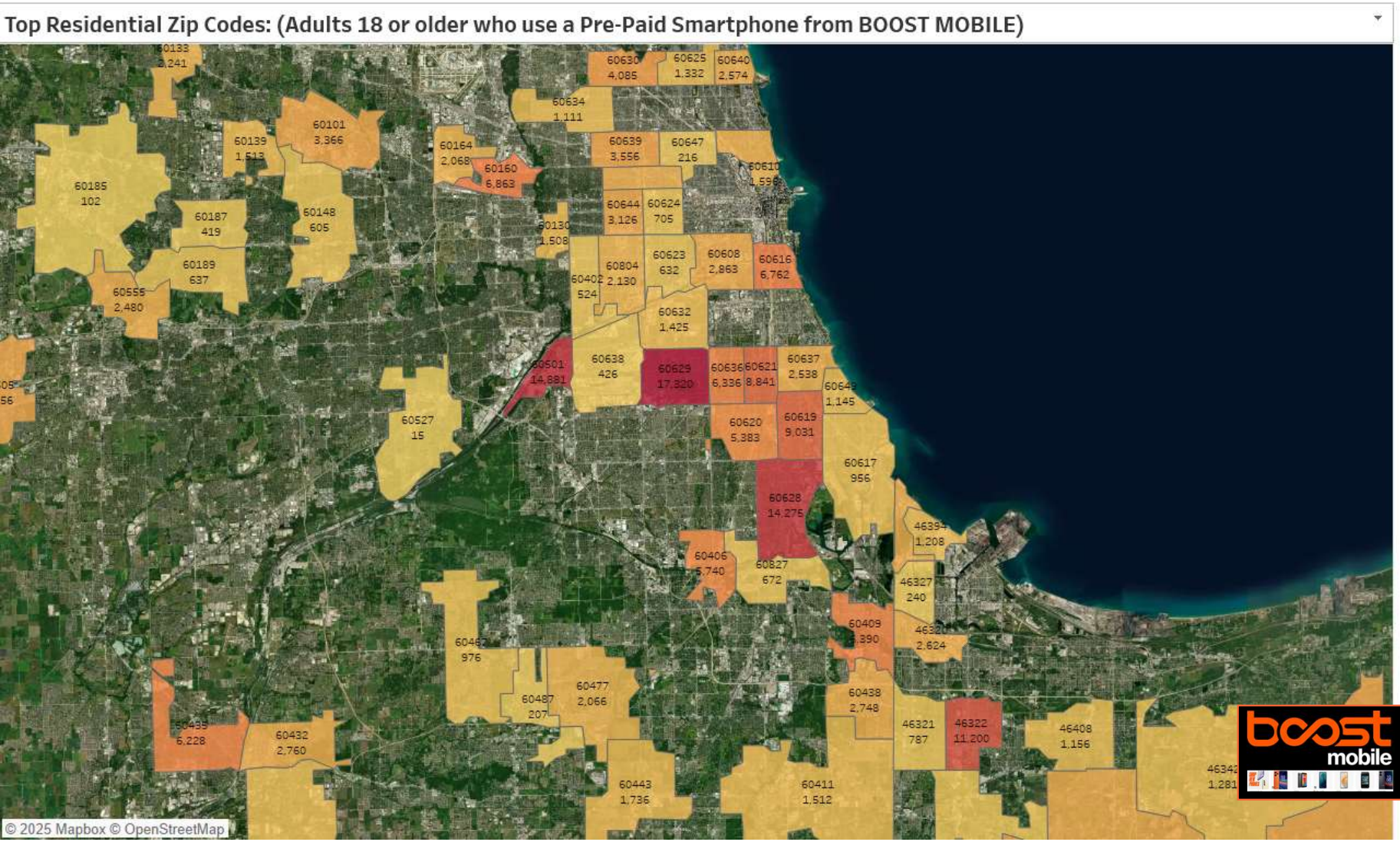
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



boost mobile CHI

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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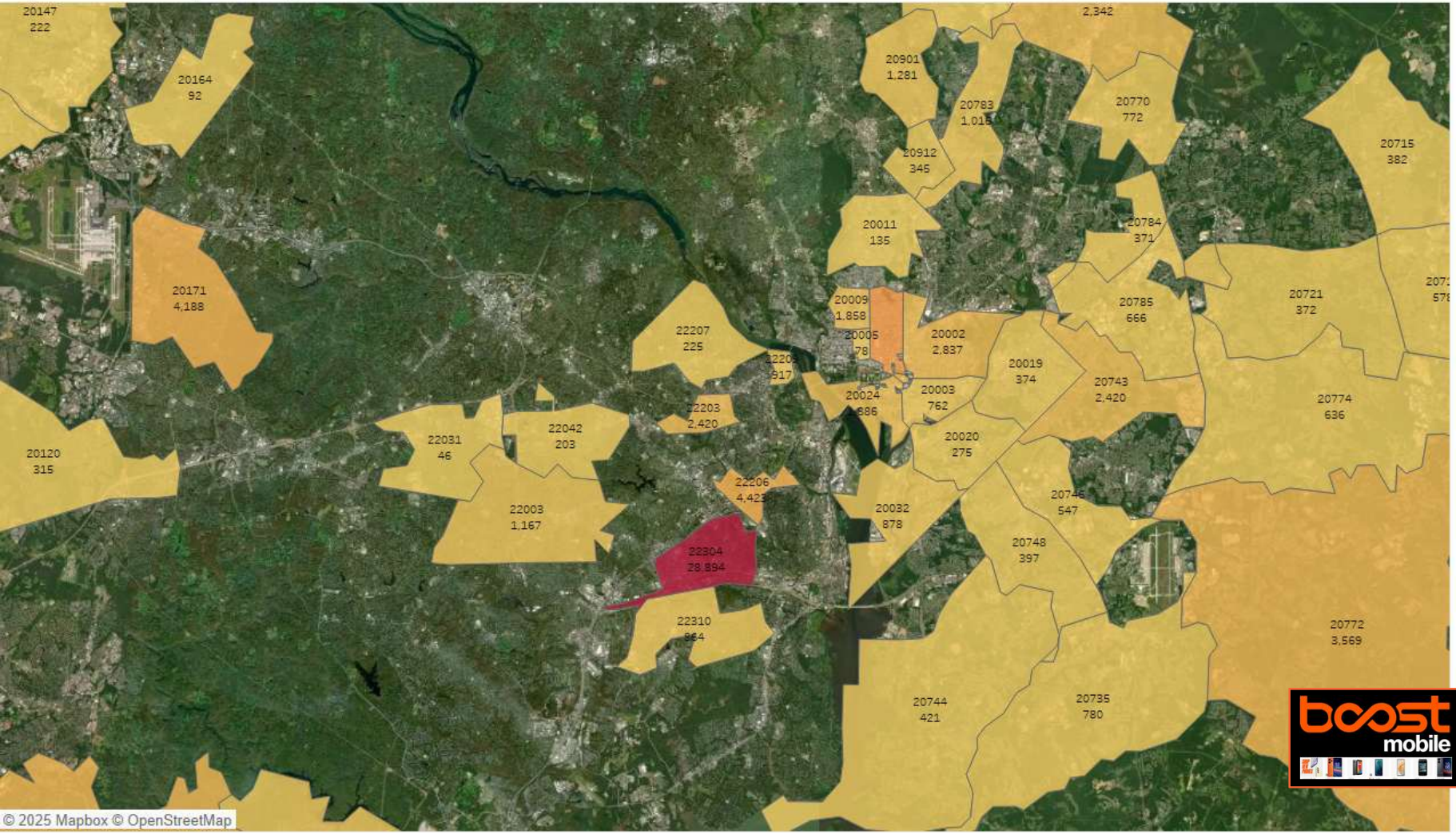
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



SUM(Adults 18 or older ...

25 28,894



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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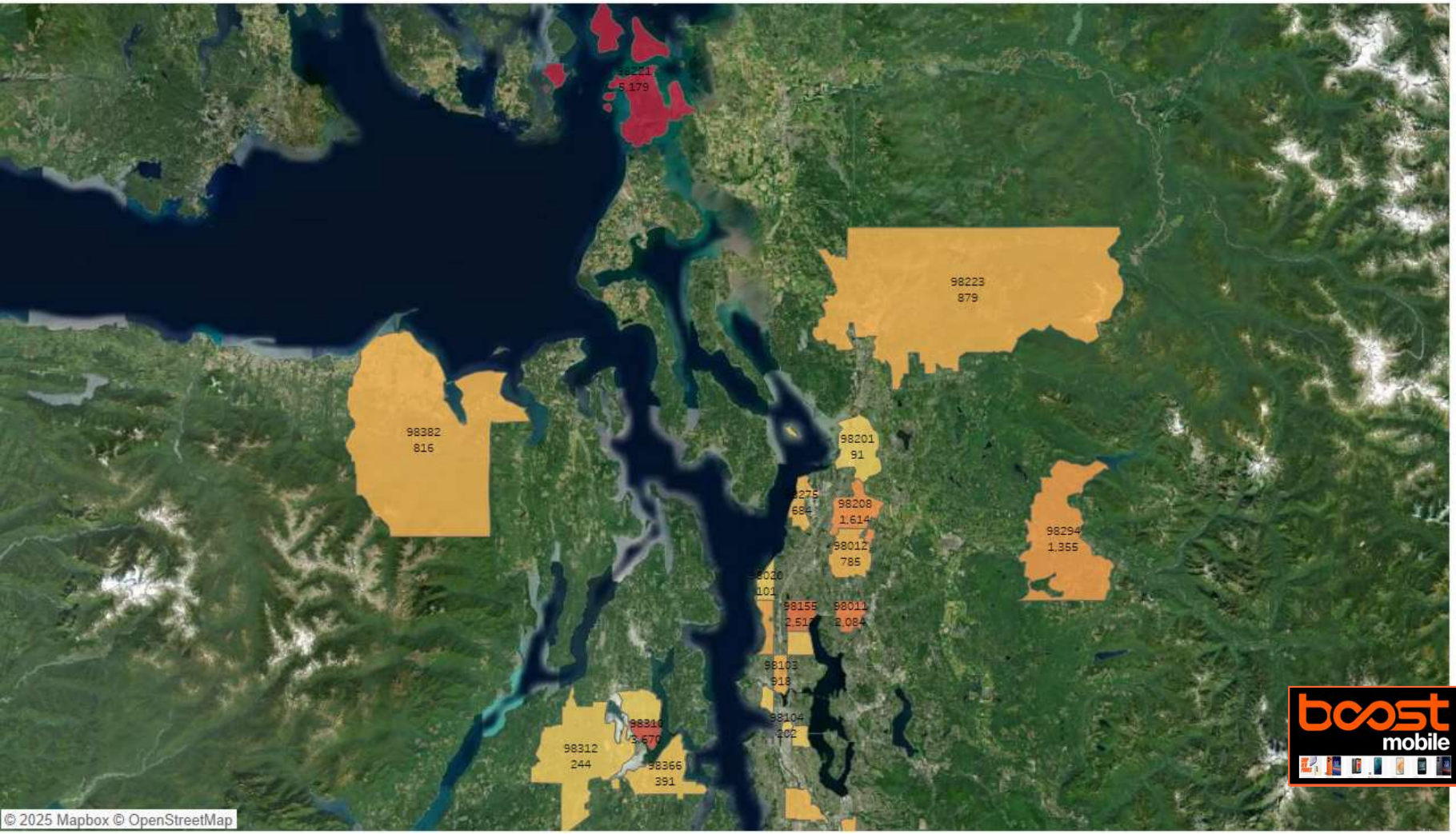
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



SUM(Adults 18 or older ...

81 5,179

boost mobile SEA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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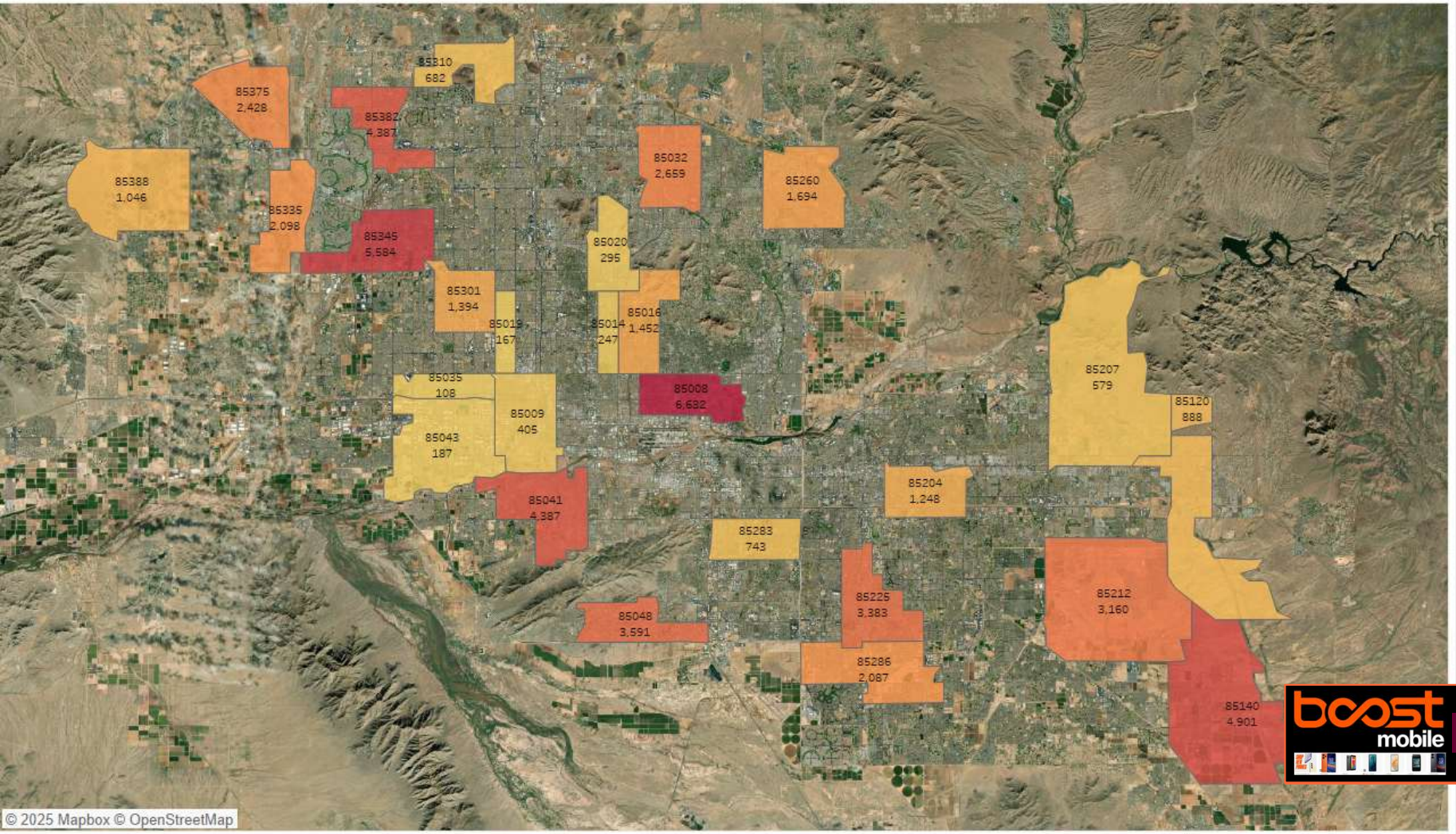
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



SUM(Adults 18 or older ...

108 6,632

boost mobile PHX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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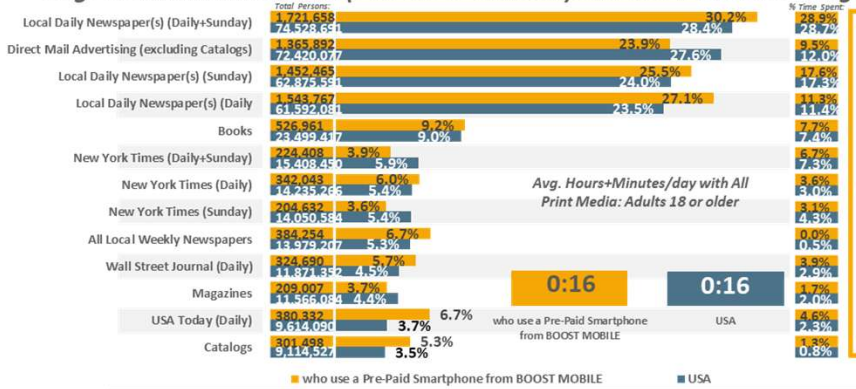
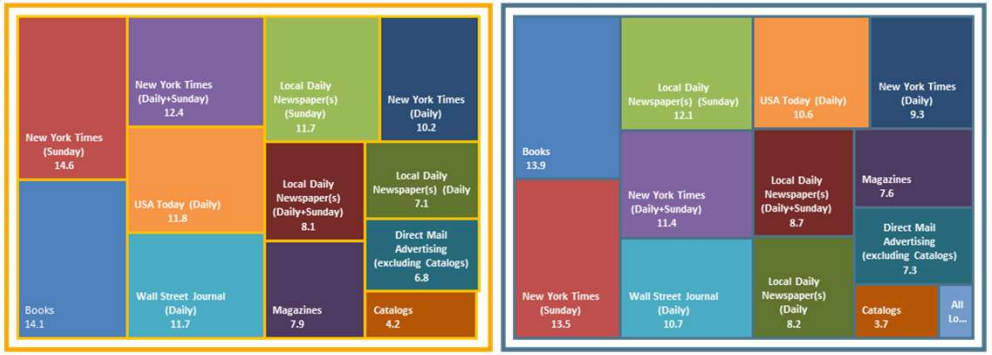
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1,721,658 or 30.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

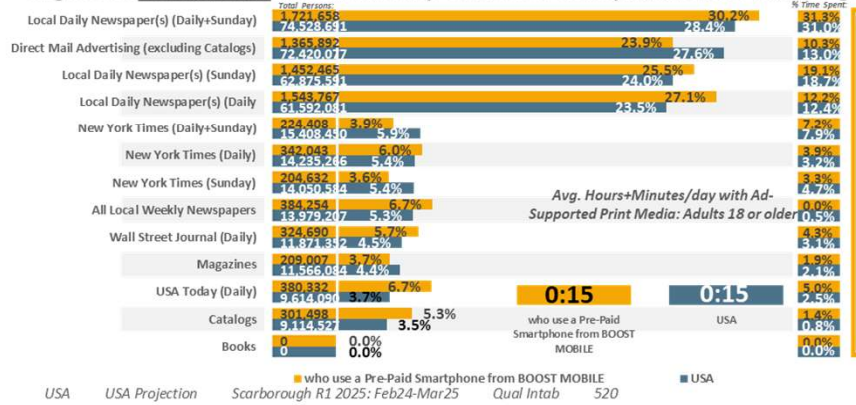
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



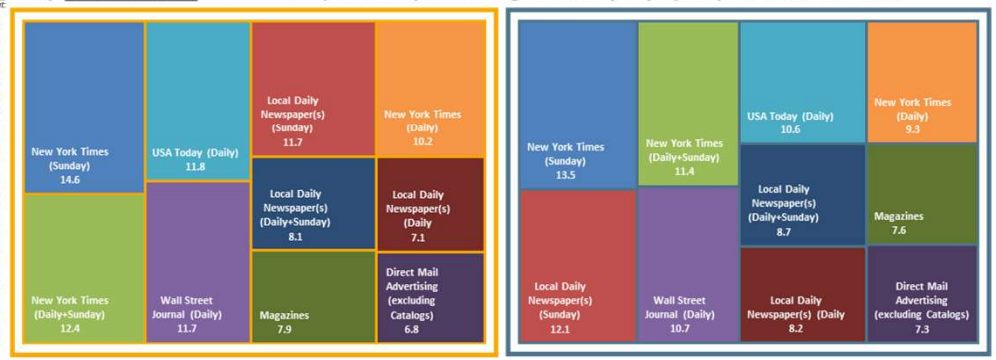
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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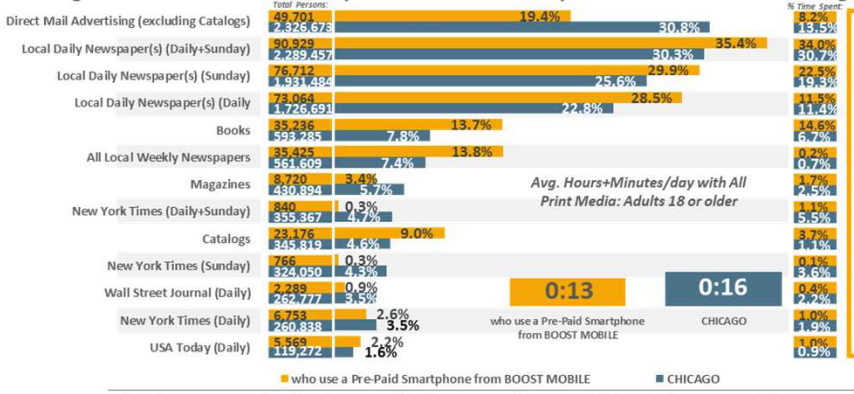
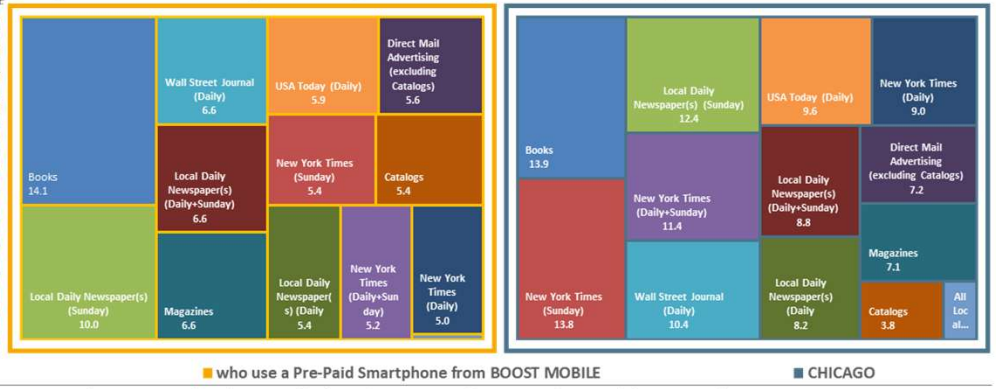
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

90,929 or 35.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 39.8% of all time spent daily with All forms of Print Media.

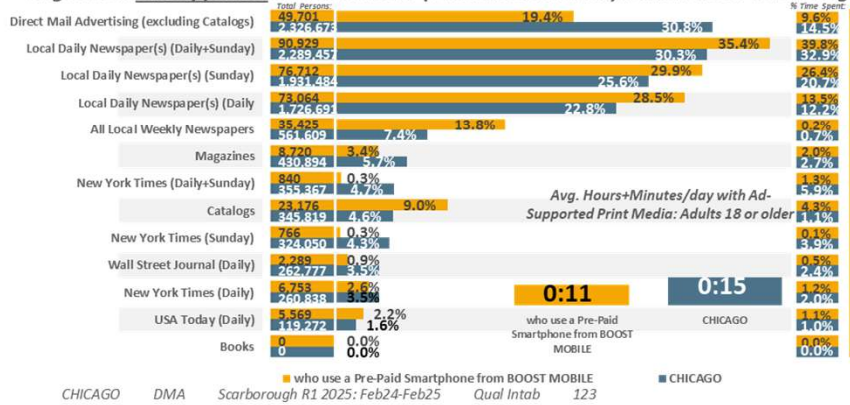
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



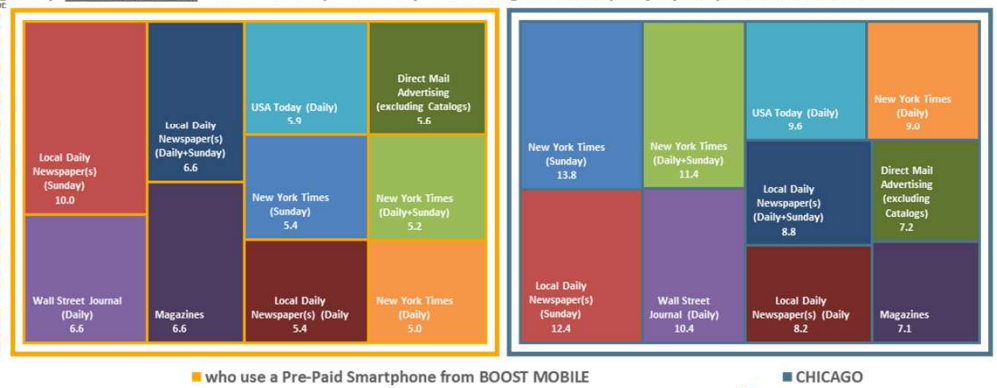
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 123

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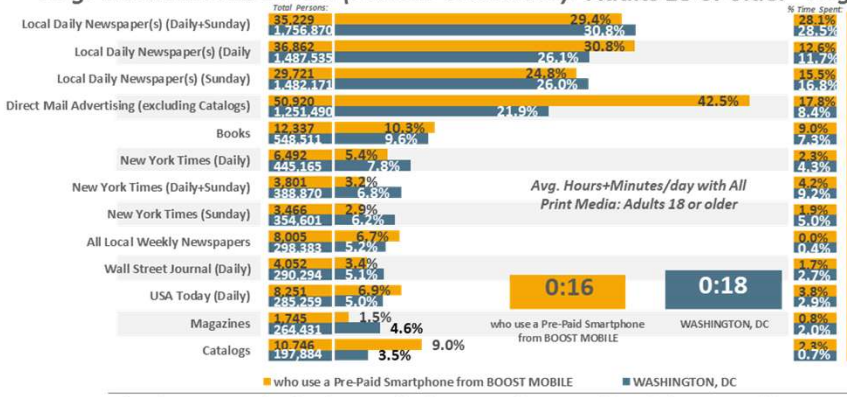
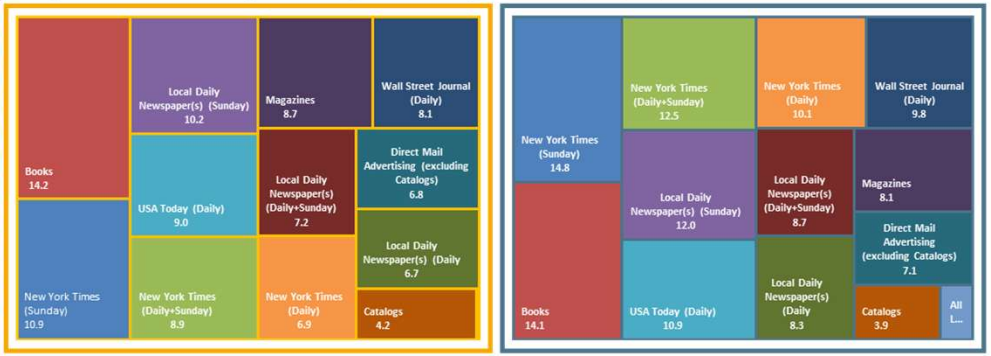
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

35,229 or 29.4% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

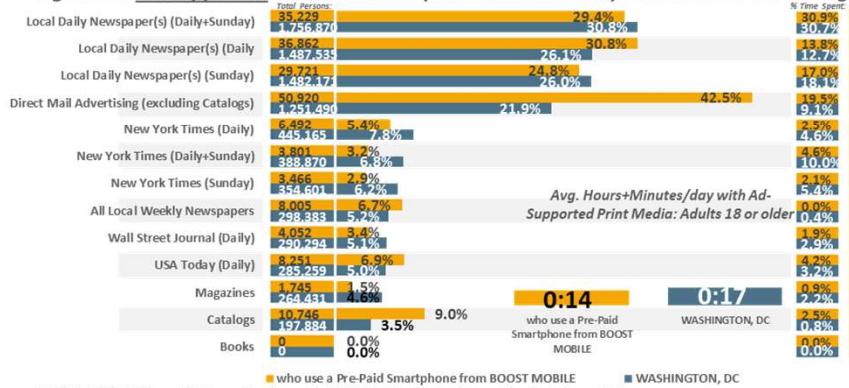
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



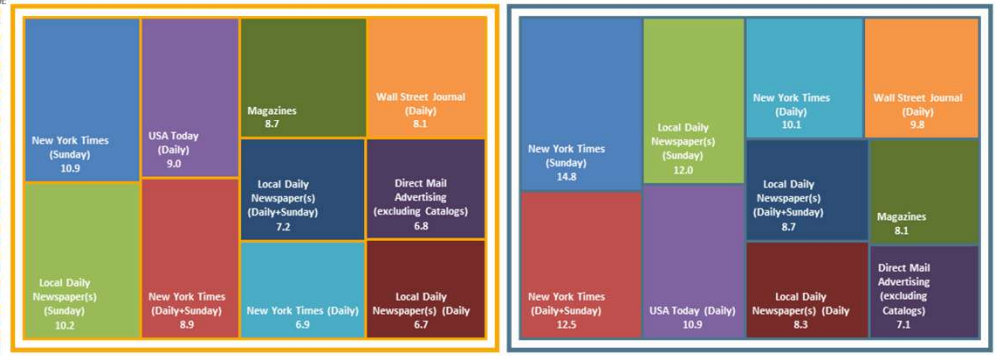
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 114

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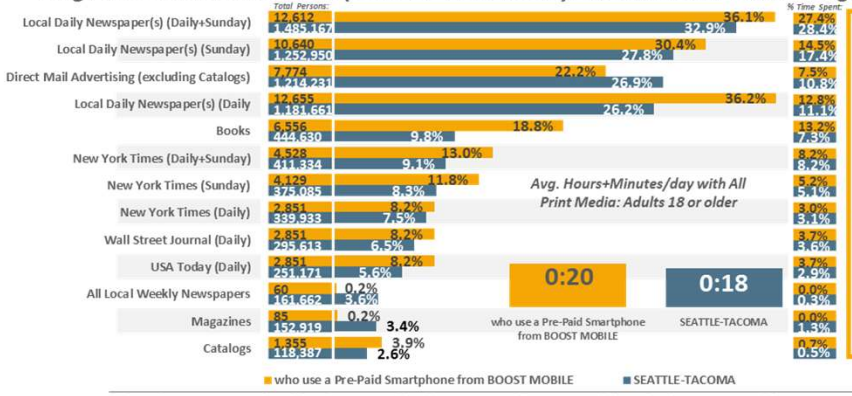
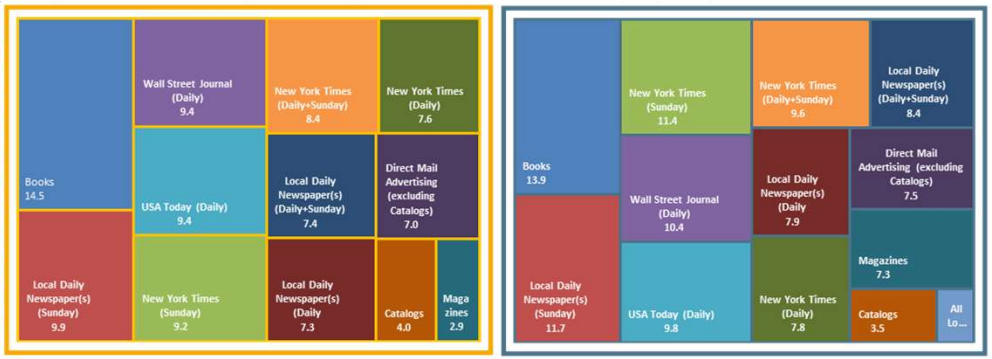
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

12,612 or 36.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

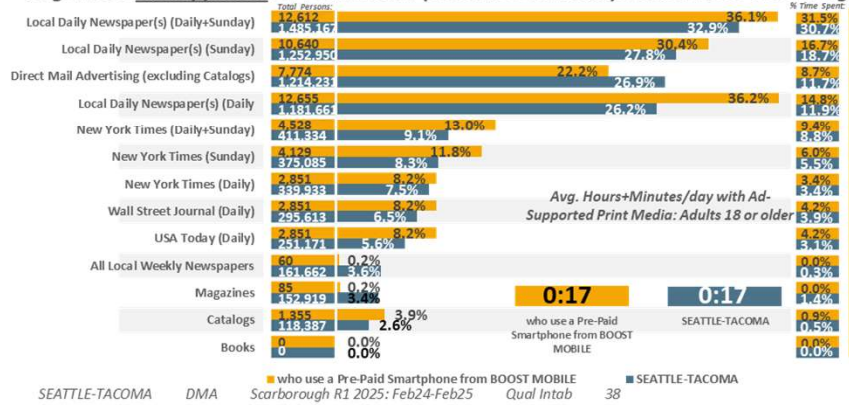
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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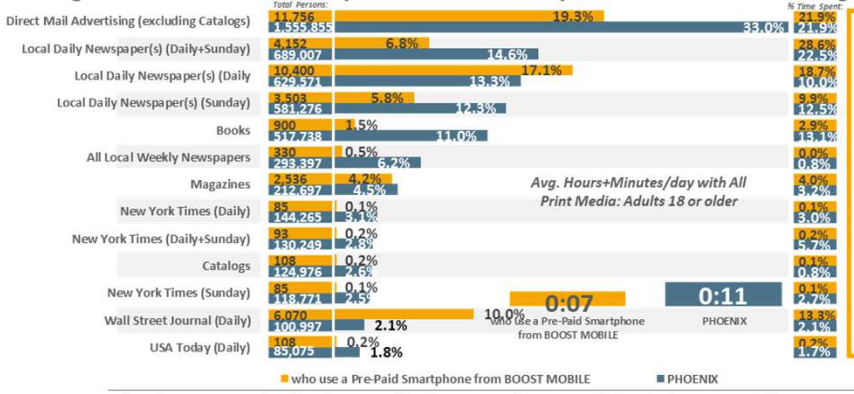
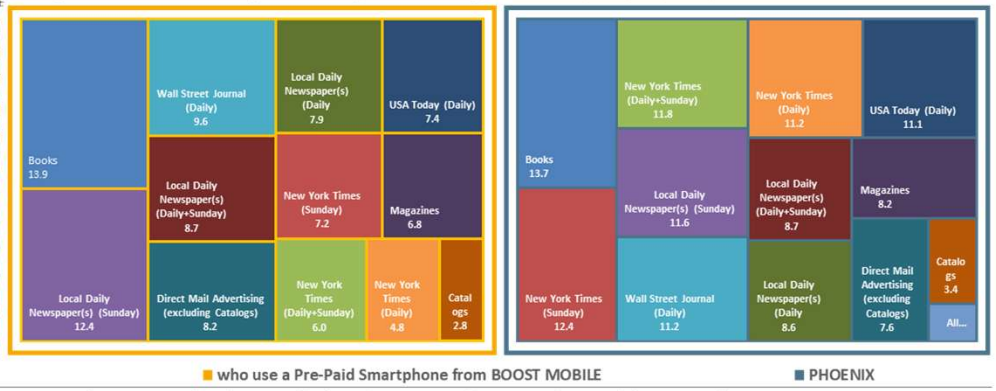
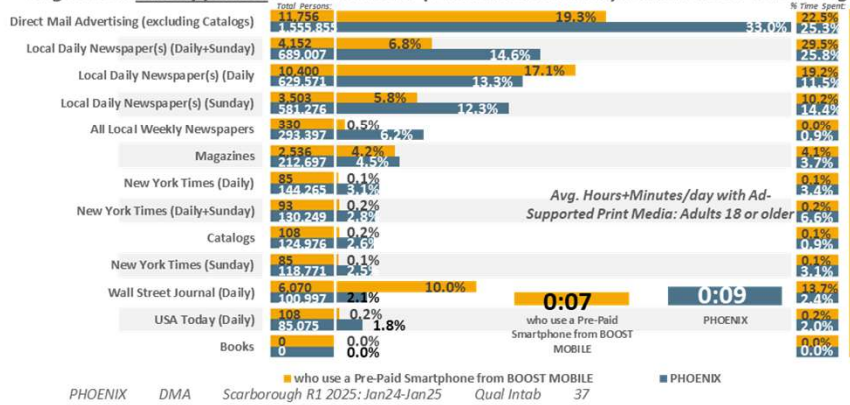
4,152 or 6.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

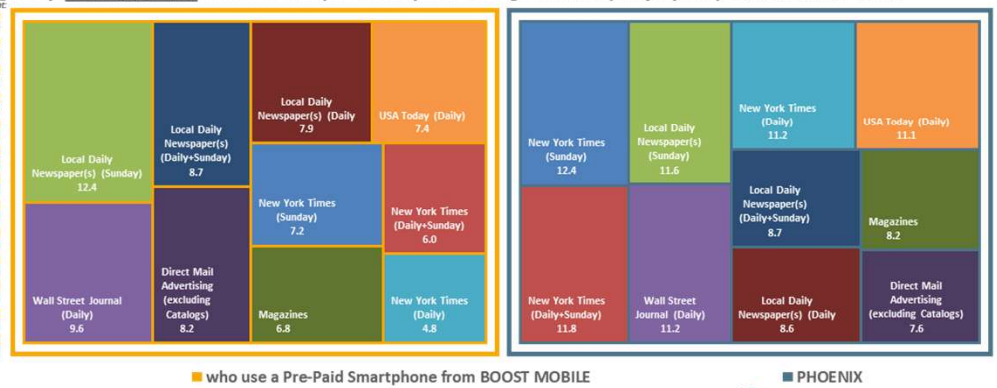
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older *Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 37

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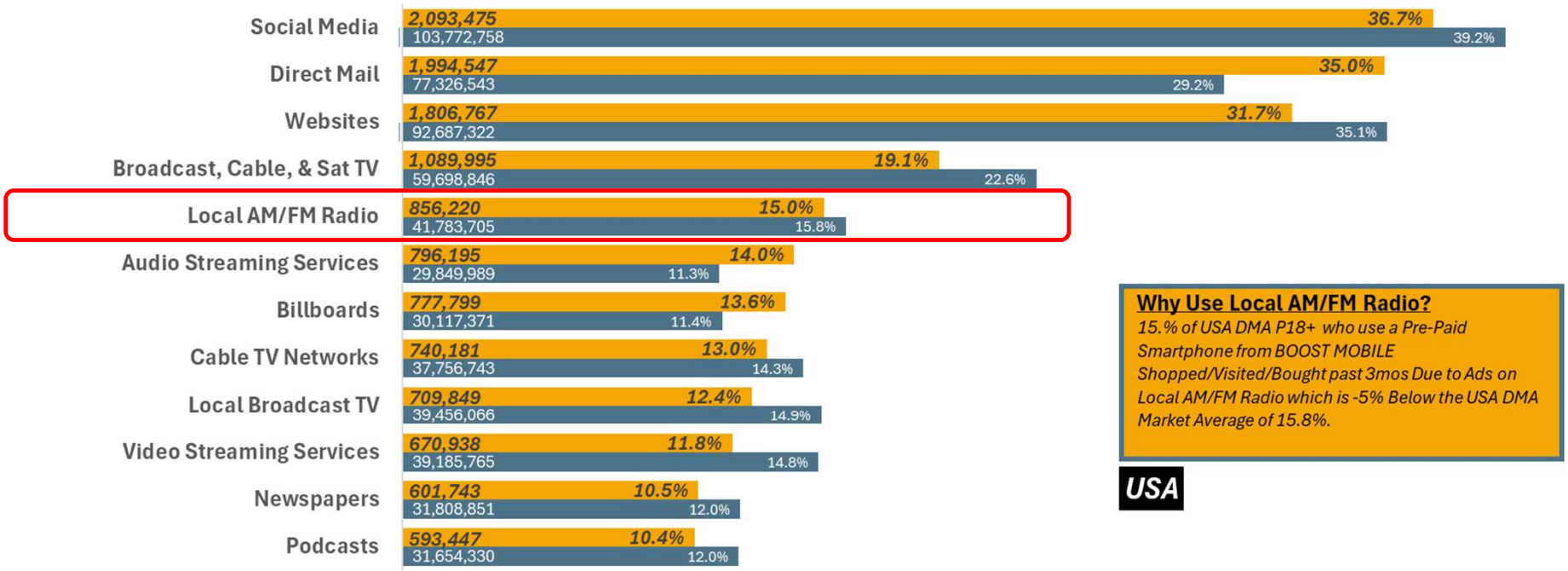
boost mobile USA

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.% of USA DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 520

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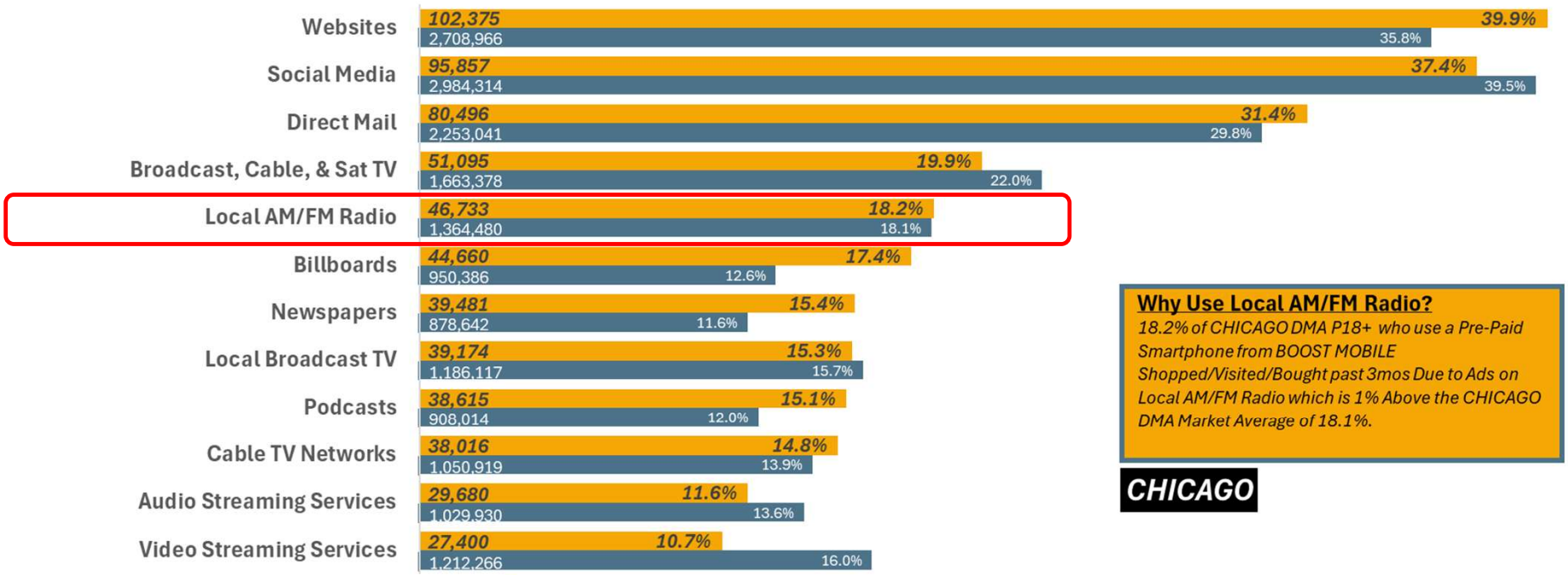
boost mobile CHI

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.2% of CHICAGO DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 123

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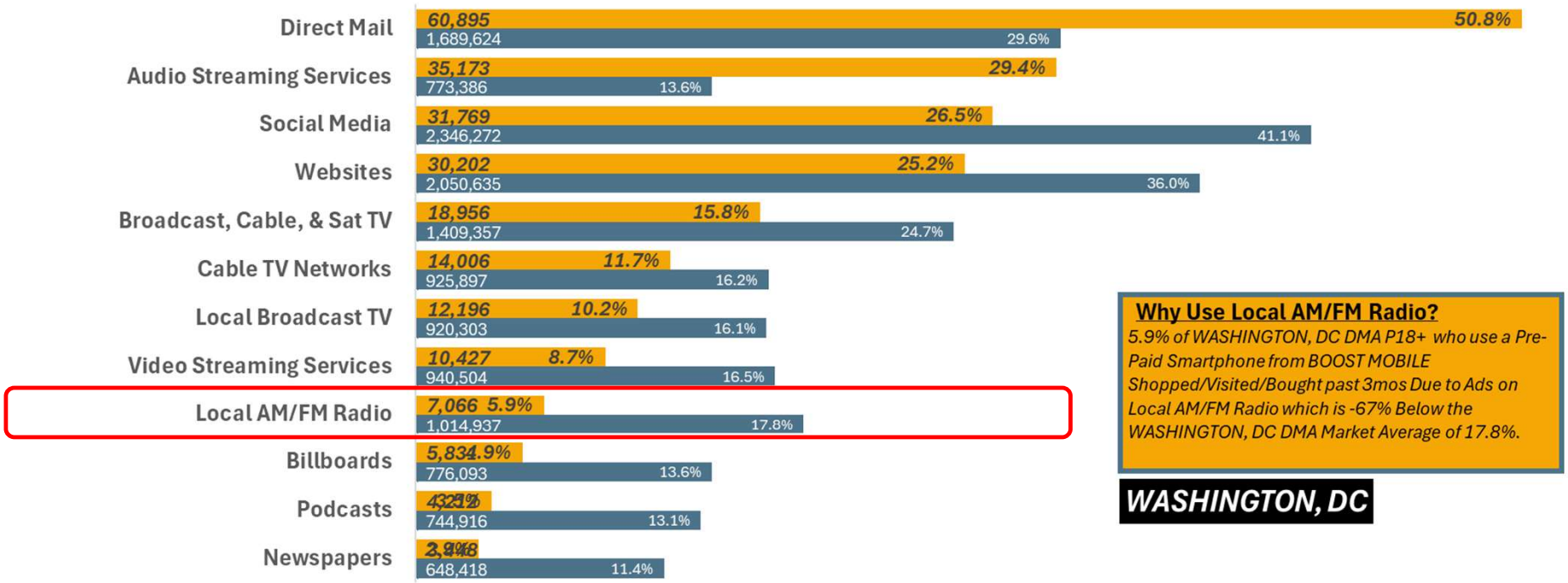
boost mobile WDC

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

5.9% of WASHINGTON, DC DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -67% Below the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 114

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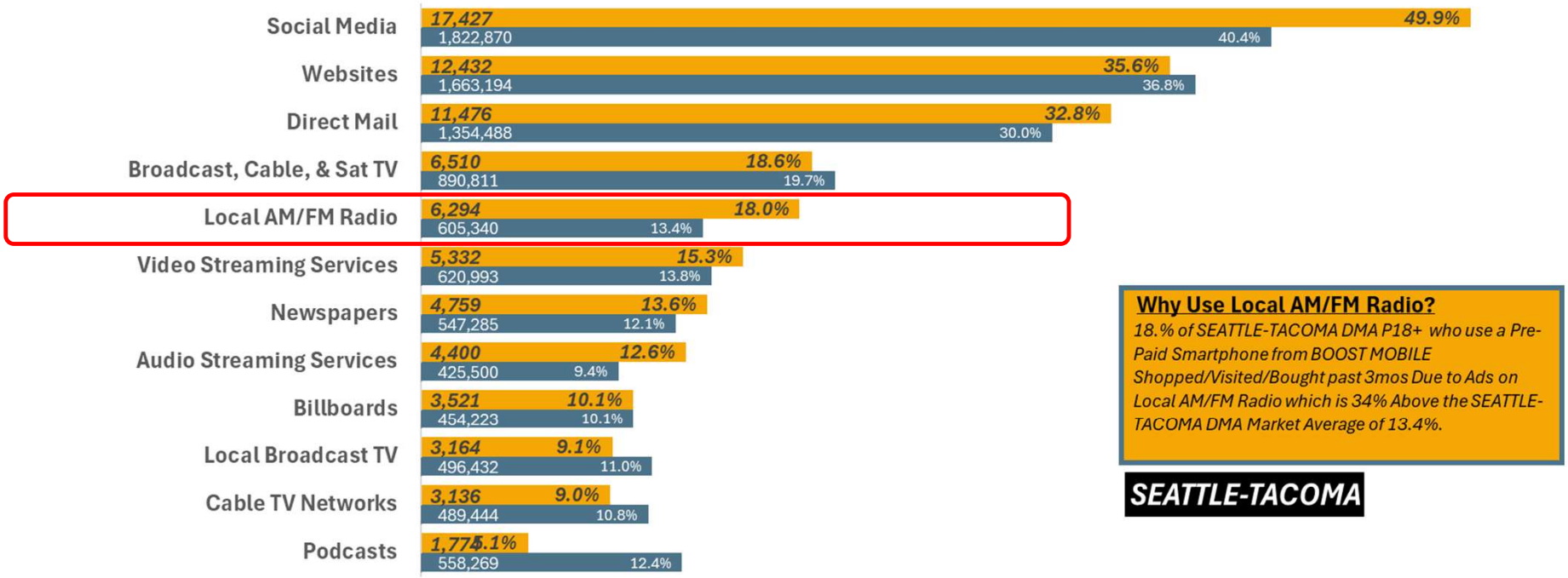
boost mobile SEA

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.% of SEATTLE-TACOMA DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 38

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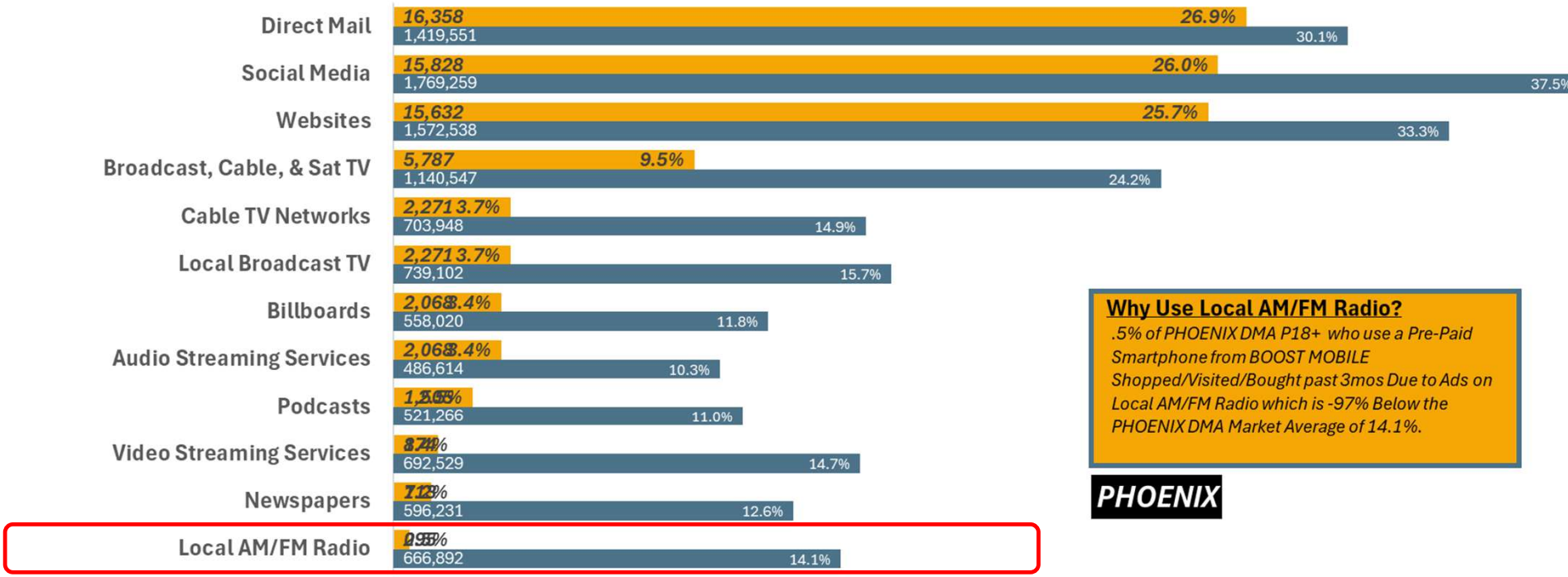
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile PHX

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

.5% of PHOENIX DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -97% Below the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 37

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