USA+4 DMAs – W25-54 who Bought Items on AMAZON in the past 3 months!

Complete Demographic & Media Use Profiles

amazon





amazon USA

amazon CHI

amazon WDC

amazon SEA

amazon PHX

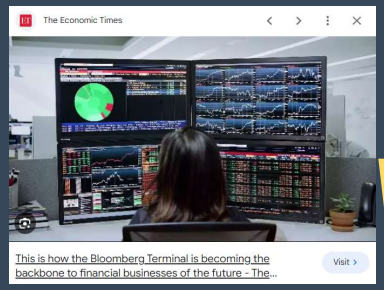
Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA W25-54 who Purchased Items on AMAZON in the past 3 months as of SEPTEMBER 2024!











Vanguard®

BLACKROCK

STATE STREET

W25-54

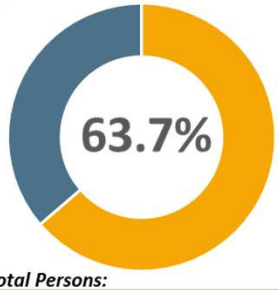
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 39.9 years old (.4% younger than average) and have a $100,566 (12.% higher than average) annual household income.

Percent of Market: Women 25 - 54

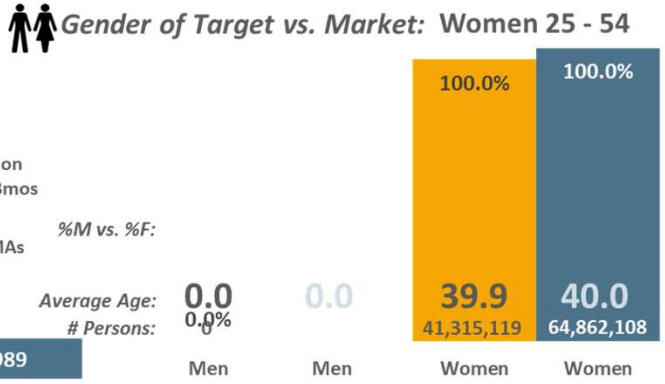


- who Purchased Items on AMAZON in the past 3mos
- Remainder of USA DMAs

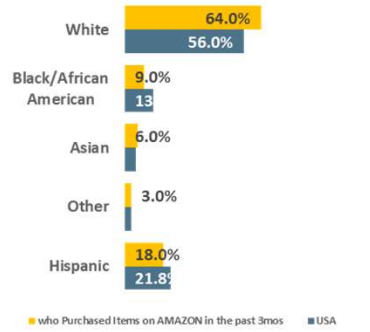
Total Persons:

41,315,119	23,546,989

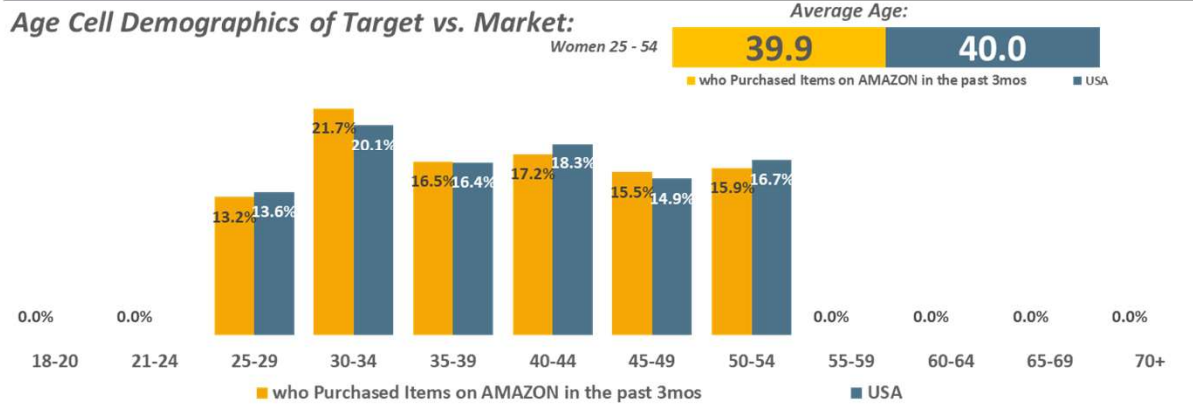
Gender of Target vs. Market: Women 25 - 54



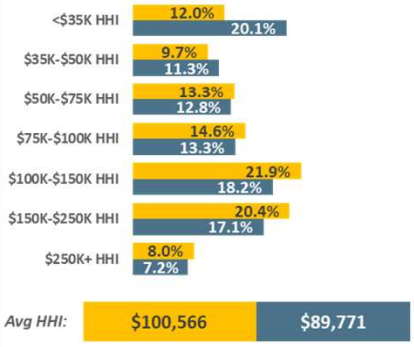
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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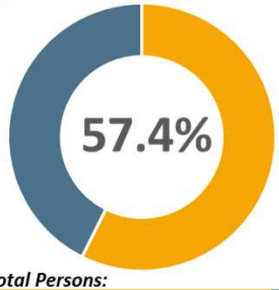
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon CHI

57.4% or 1,108,127 of CHICAGO DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 39.9 years old (.6% younger than average) and have a $126,318 (20.4% higher than average) annual household income.

Percent of Market: Women 25 - 54

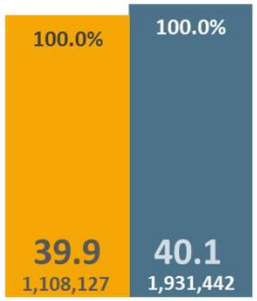


- who Purchased Items on AMAZON in the past 3mos
- Remainder of CHICAGO DMA

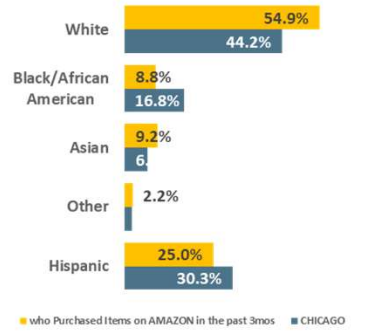
Total Persons:

1,108,127	823,315

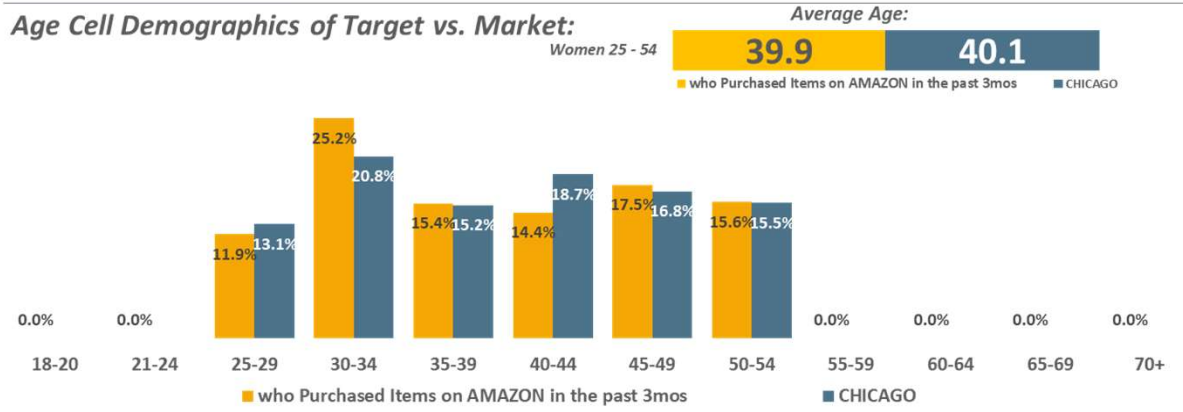
Gender of Target vs. Market: Women 25 - 54



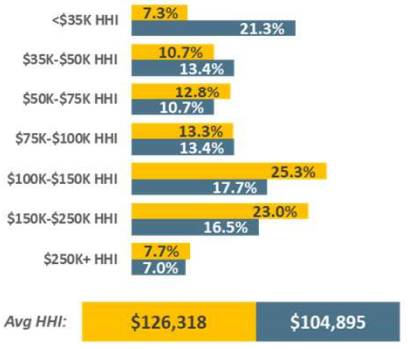
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



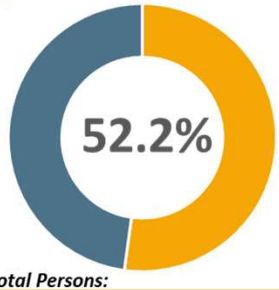
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

52.2% or 789,308 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 40.2 years old (.9% older than average) and have a $148,363 (15.% higher than average) annual household income.

Percent of Market: Women 25 - 54

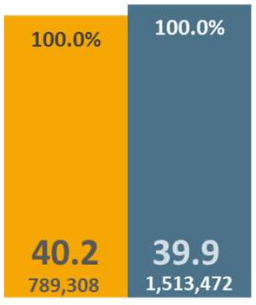


- who Purchased Items on AMAZON in the past 3mos
- Remainder of WASHINGTON, DC DMA

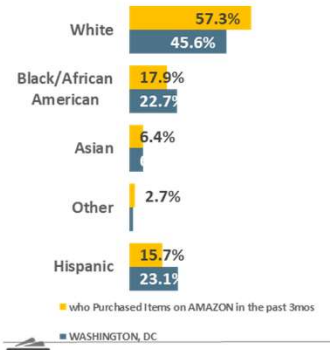
Total Persons:

789,308	724,164

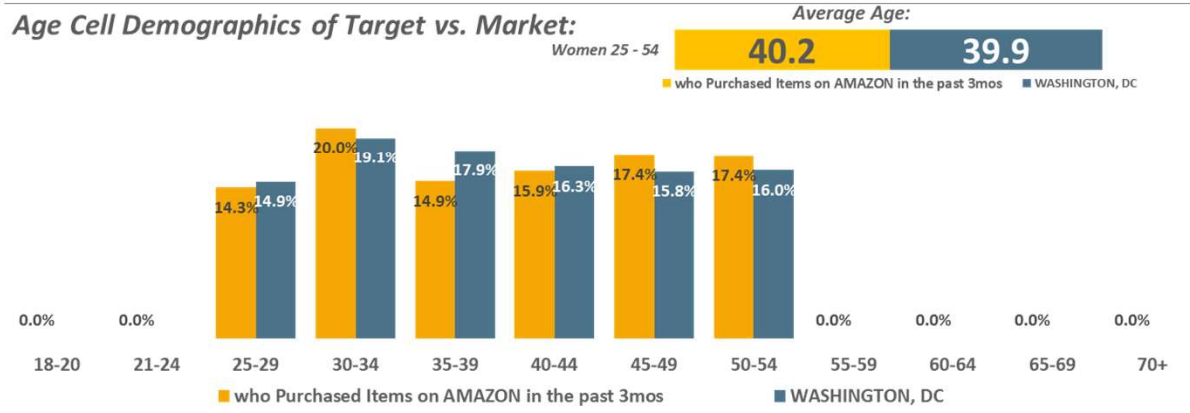
Gender of Target vs. Market: Women 25 - 54



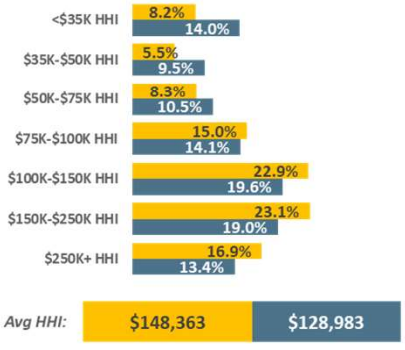
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

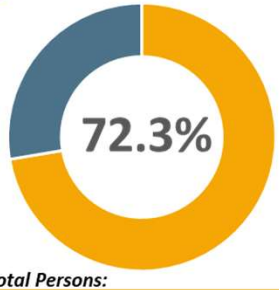
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon SEA

72.3% or 825,123 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 39.8 years old (.1% younger than average) and have a $126,466 (5.% higher than average) annual household income.

Percent of Market: Women 25 - 54

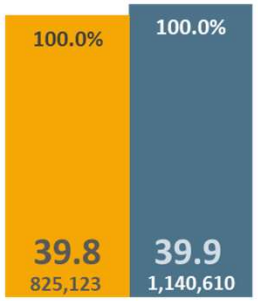


- who Purchased Items on AMAZON in the past 3mos
- Remainder of SEATTLE-TACOMA DMA

Total Persons:

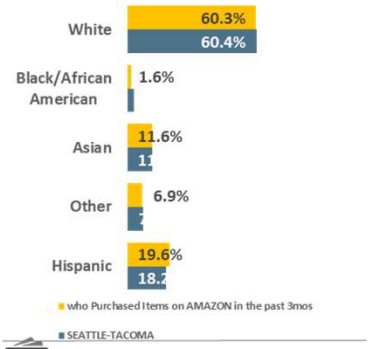
who Purchased Items on AMAZON in the past 3mos	Remainder of SEATTLE-TACOMA DMA
825,123	315,487

Gender of Target vs. Market: Women 25 - 54

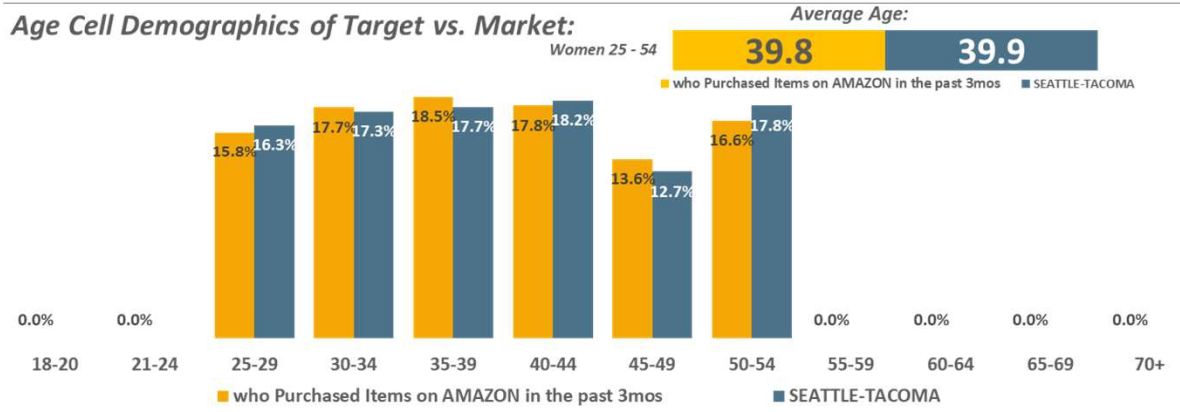


%M vs. %F:	Men	Men	Women	Women
Average Age:	0.0	0.0	39.8	39.9
# Persons:	0.0%		825,123	1,140,610

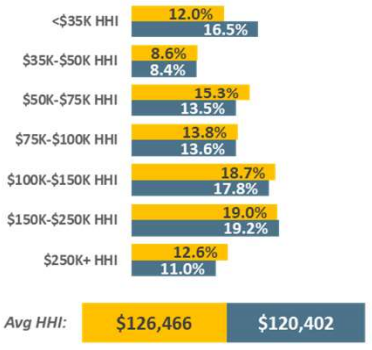
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

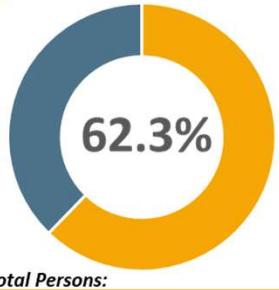
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon PHX

62.3% or 684,964 of PHOENIX DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 38.9 years old (3.2% younger than average) and have a $96,824 (8.7% higher than average) annual household income.

Percent of Market: Women 25 - 54

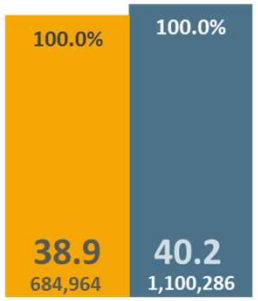


- who Purchased Items on AMAZON in the past 3mos
- Remainder of PHOENIX DMA

Total Persons:

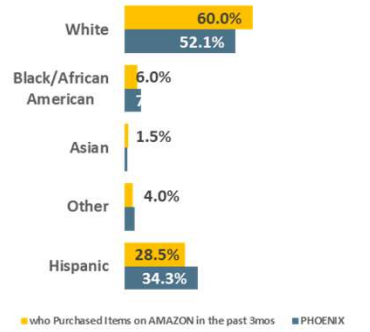
684,964	415,322

Gender of Target vs. Market: Women 25 - 54

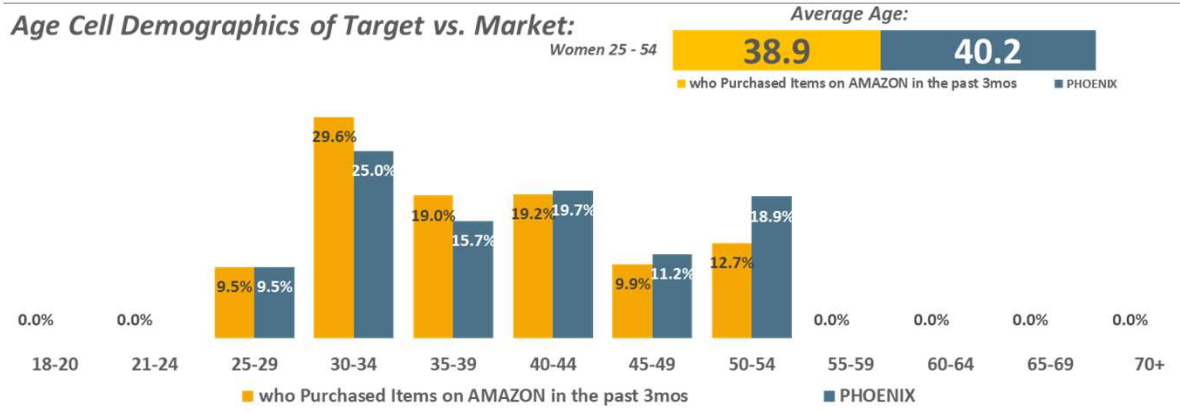


%M vs. %F:	0.0	0.0		
Average Age:	0.0		38.9	40.2
# Persons:	0.0%		684,964	1,100,286
	Men	Men	Women	Women

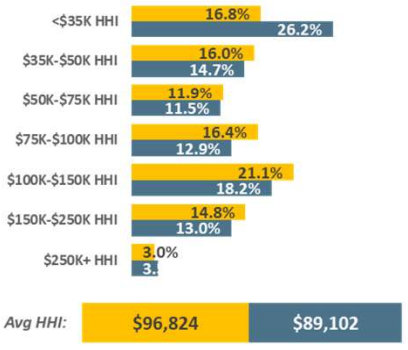
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

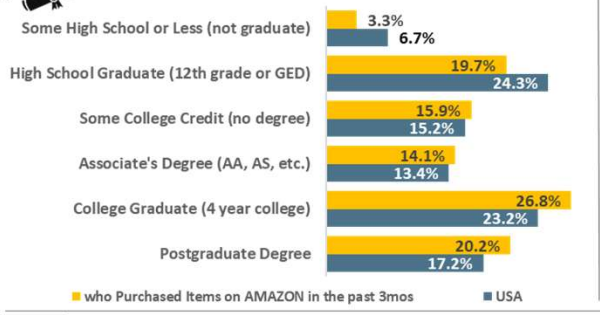
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 16.2% more likely to be a college graduate, 9.5% more likely to work full-time, 8.1% more likely to be married, 13.% less likely to be a grandparent of 1 or more children under 18.

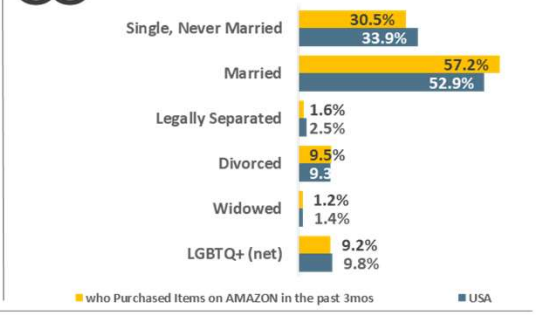
Education Levels: Women 25 - 54



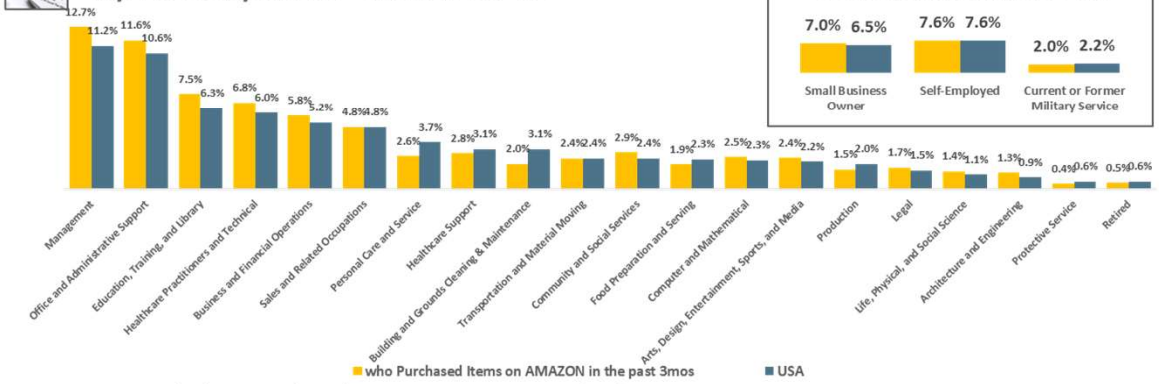
Employment: Women 25 - 54



Marital Status: Women 25 - 54

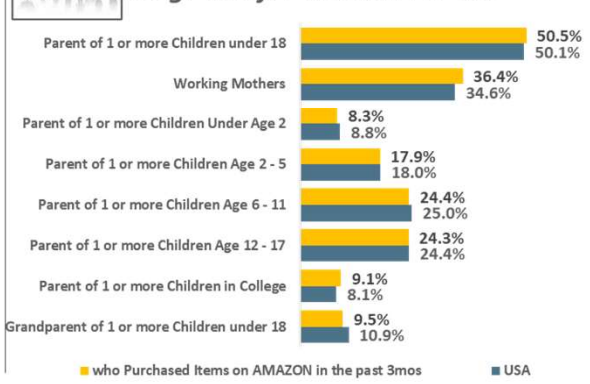


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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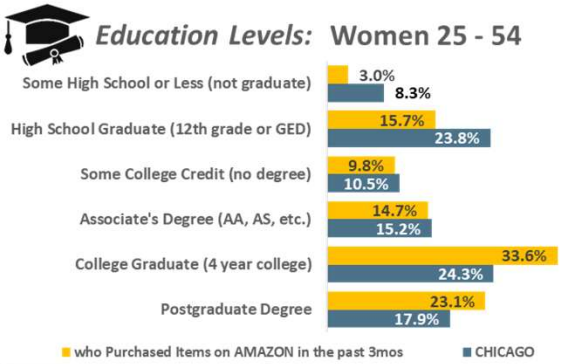
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

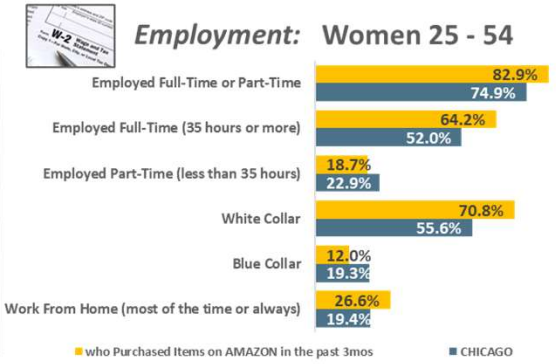


57.4% or 1,108,127 of CHICAGO DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 34.5% more likely to be a college graduate, 23.5% more likely to work full-time, 12.6% more likely to be married, 18.4% less likely to be a grandparent of 1 or more children under 18.

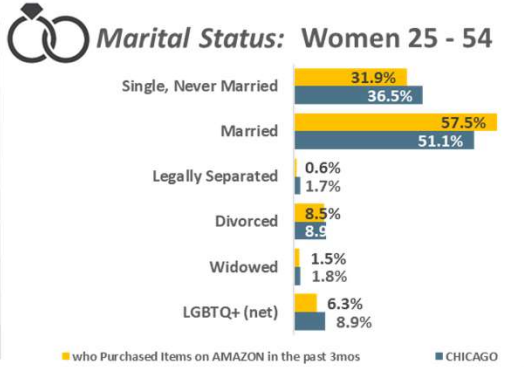
Education Levels: Women 25 - 54



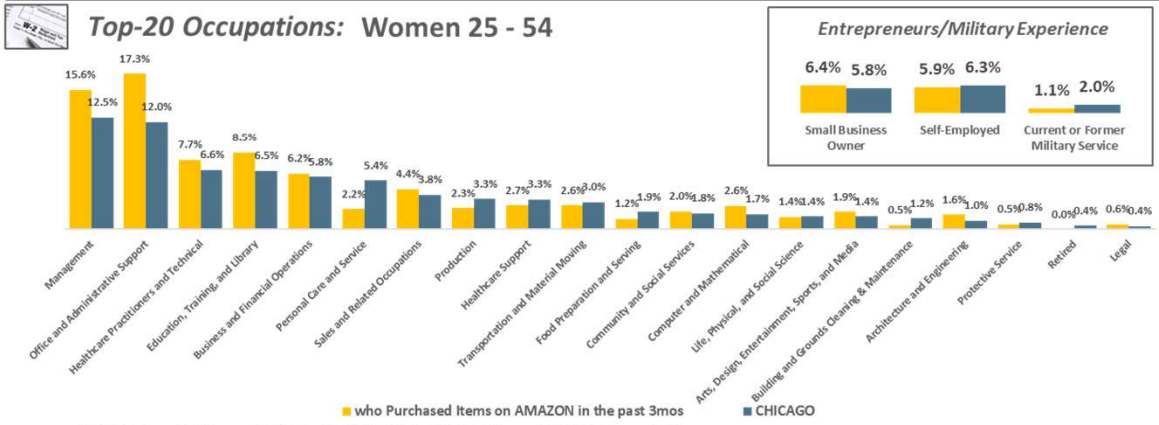
Employment: Women 25 - 54



Marital Status: Women 25 - 54

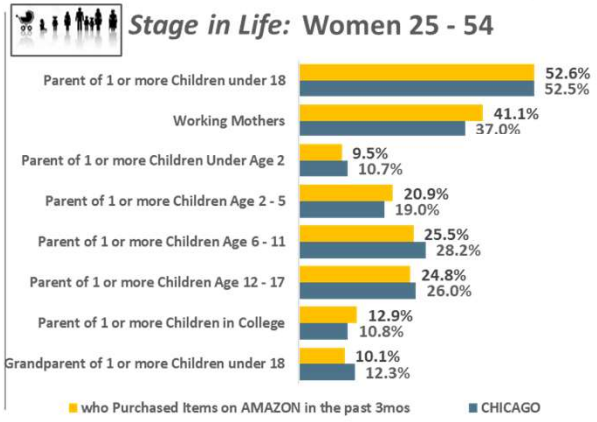


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

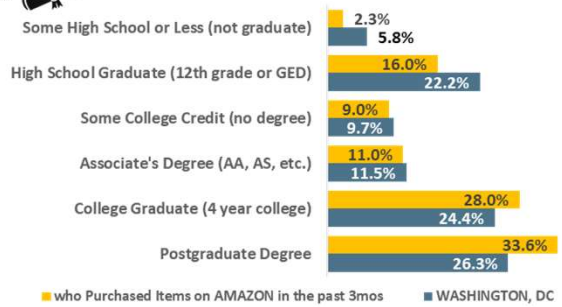
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

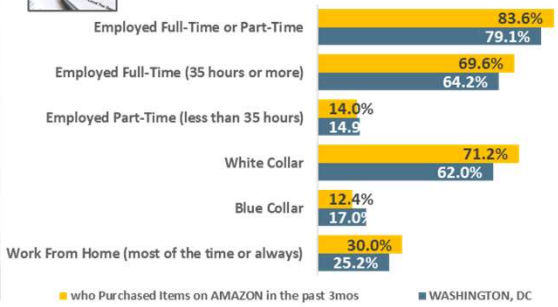


52.2% or 789,308 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 21.4% more likely to be a college graduate, 8.5% more likely to work full-time, 5.4% more likely to be married, 15.5% less likely to be a grandparent of 1 or more children under 18.

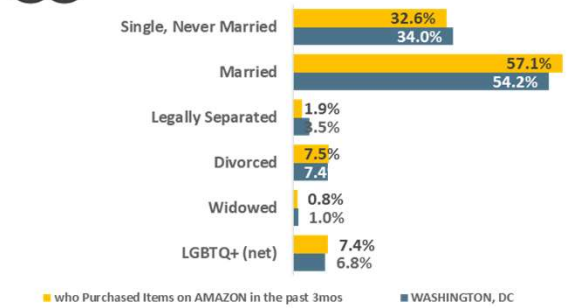
Education Levels: Women 25 - 54



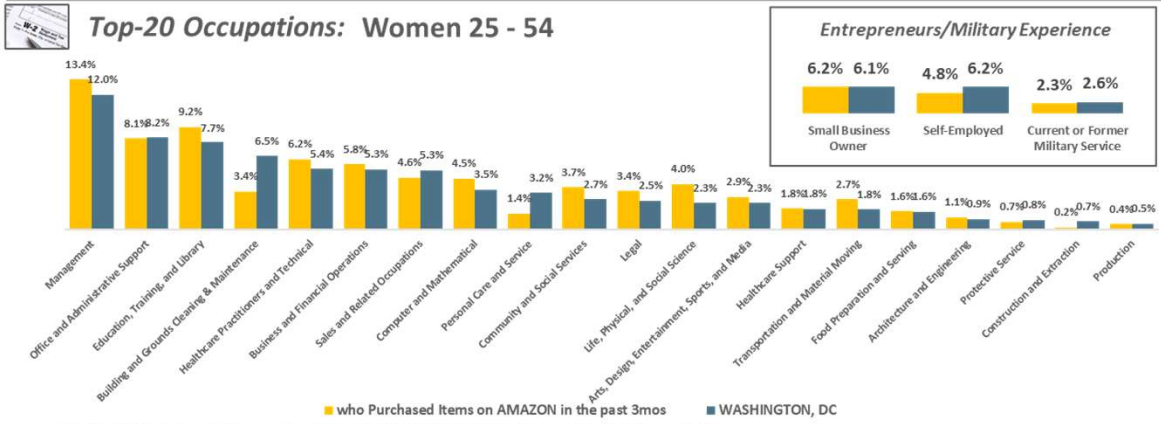
Employment: Women 25 - 54



Marital Status: Women 25 - 54

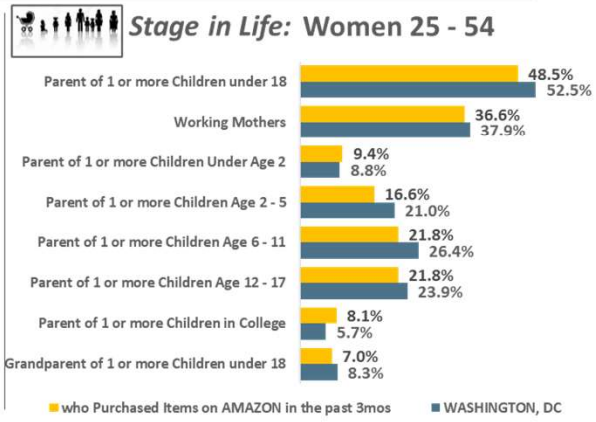


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

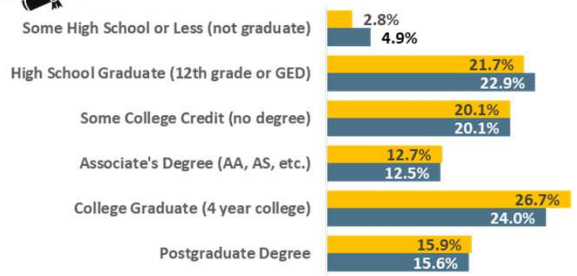
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

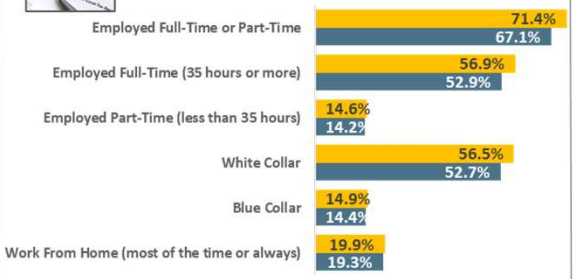
amazon SEA

72.3% or 825,123 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 7.6% more likely to be a college graduate, 7.5% more likely to work full-time, 4.9% more likely to be married, 8.6% less likely to be a grandparent of 1 or more children under 18.

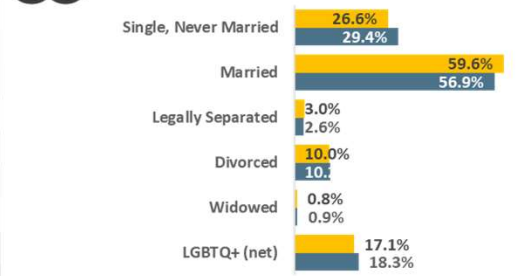
Education Levels: Women 25 - 54



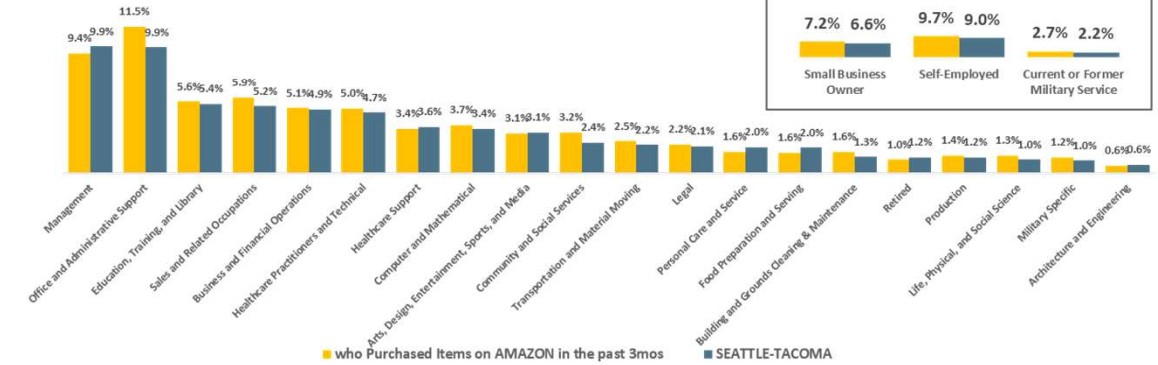
Employment: Women 25 - 54



Marital Status: Women 25 - 54

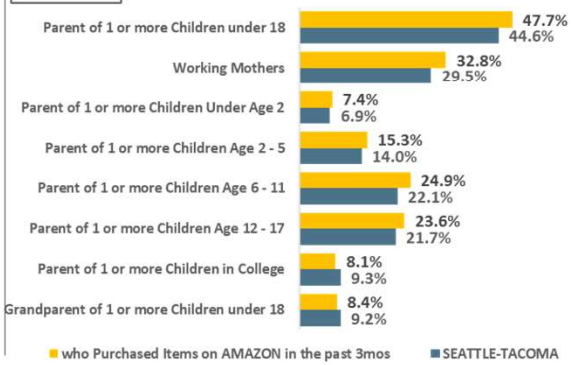


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

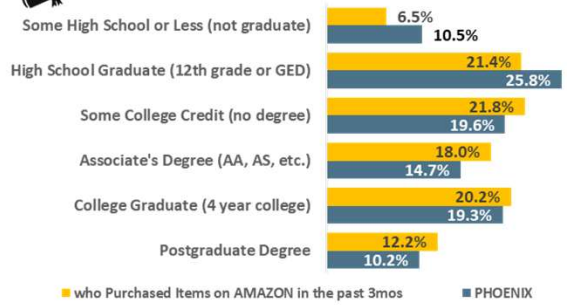
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

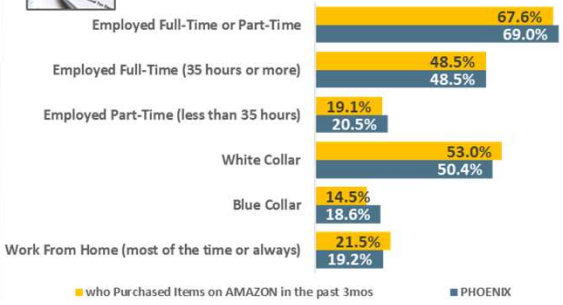
amazon PHX

62.3% or 684,964 of PHOENIX DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 9.7% more likely to be a college graduate, .1% more likely to work full-time, 1.7% more likely to be married, 32.3% less likely to be a grandparent of 1 or more children under 18.

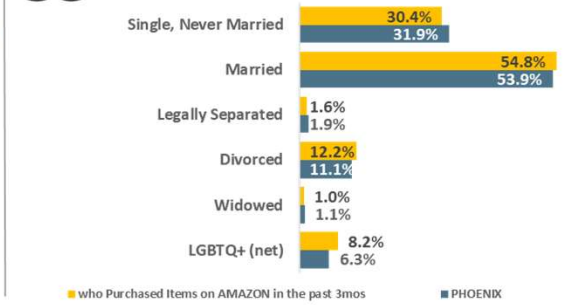
Education Levels: Women 25 - 54



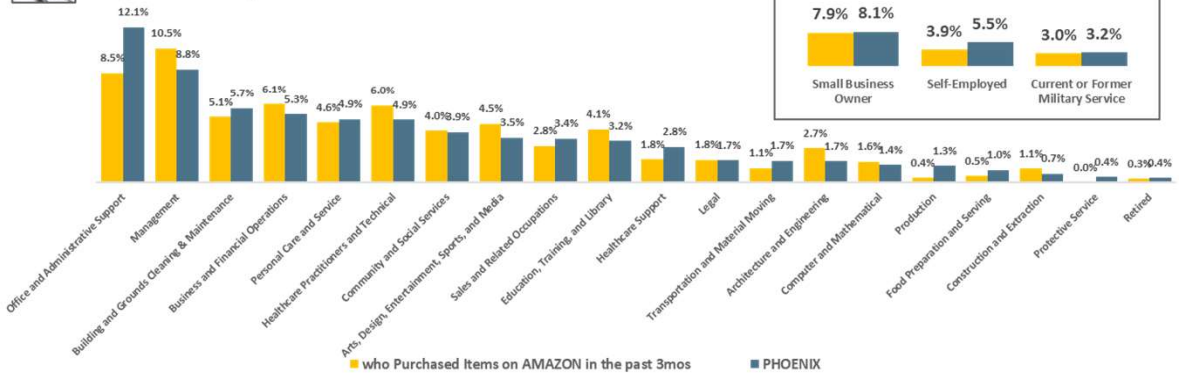
Employment: Women 25 - 54



Marital Status: Women 25 - 54

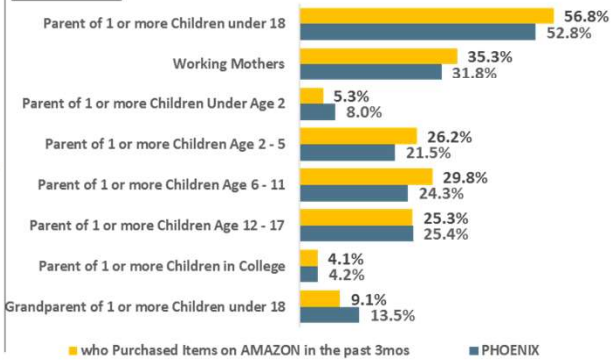


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

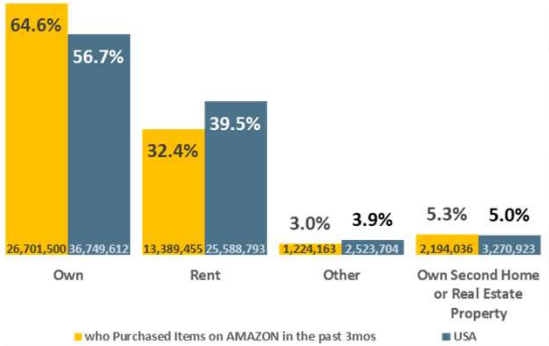
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

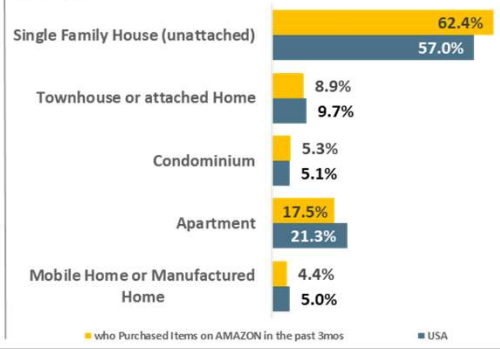
amazon USA

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 14.1% more likely to own their home, 20.4% more likely to own a higher valued home, 9.5% more likely to have a single-family home, 11.% more likely to have a dog.

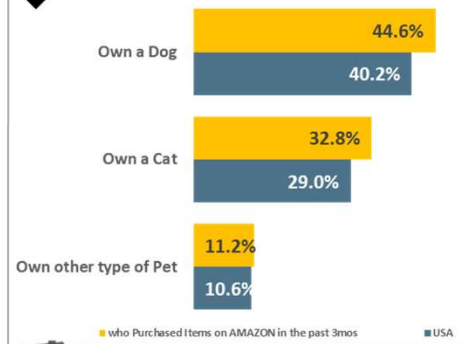
Own/Rent/Other: Women 25 - 54



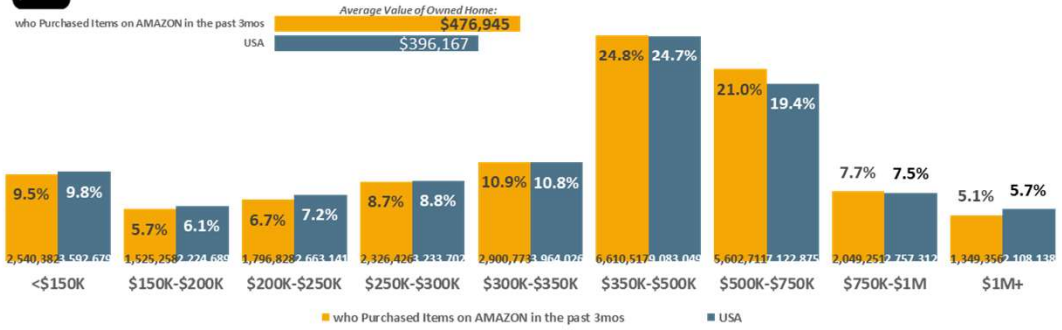
Type of Home: Women 25 - 54



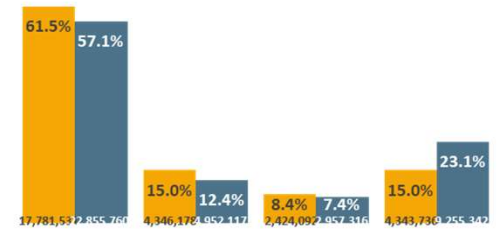
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *13,599*

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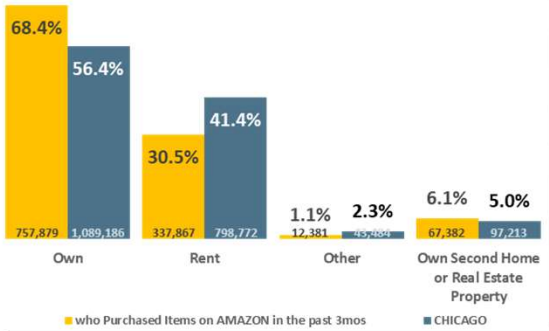
USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

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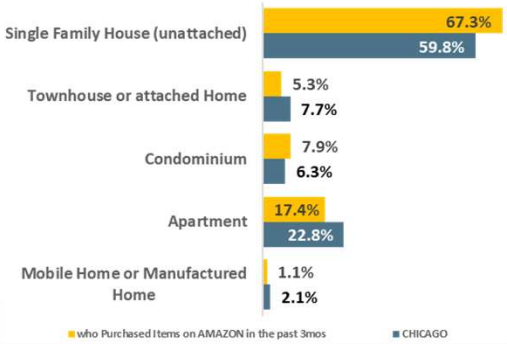
amazon CHI

57.4% or 1,108,127 of CHICAGO DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 21.3% more likely to own their home, 3.2% more likely to own a lower valued home, 12.5% more likely to have a single-family home, 13.2% more likely to have a dog.

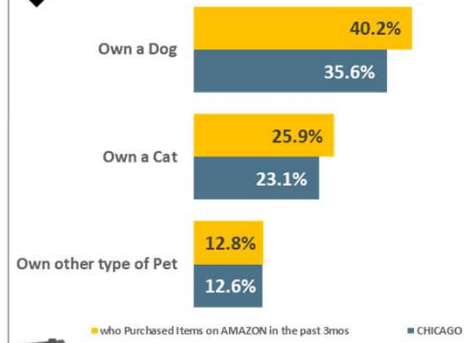
Own/Rent/Other: Women 25 - 54



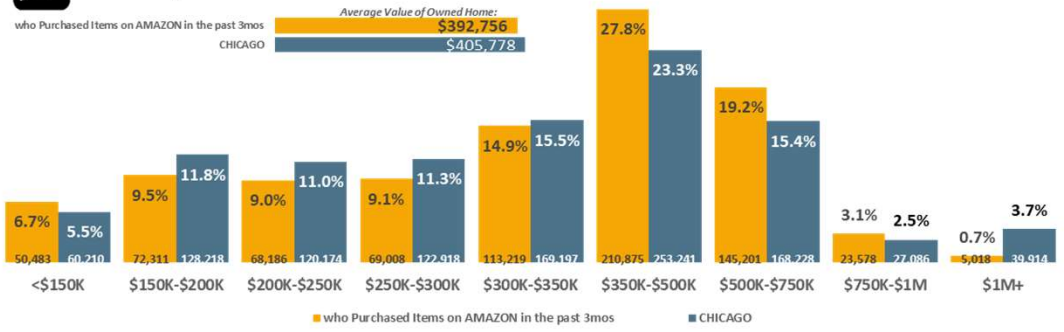
Type of Home: Women 25 - 54



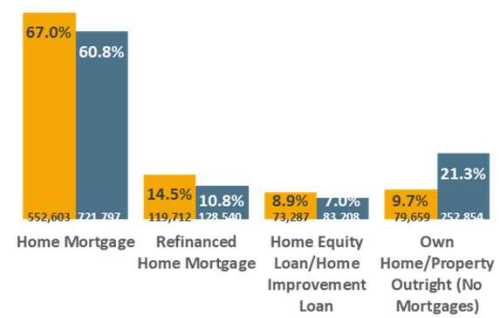
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



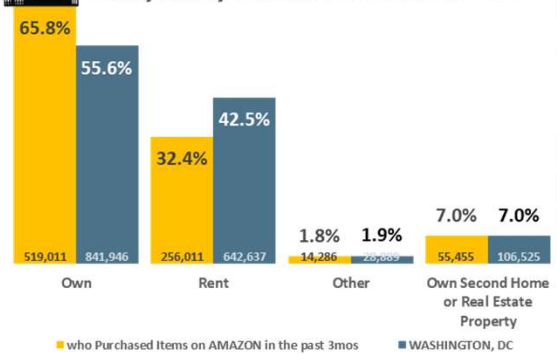
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

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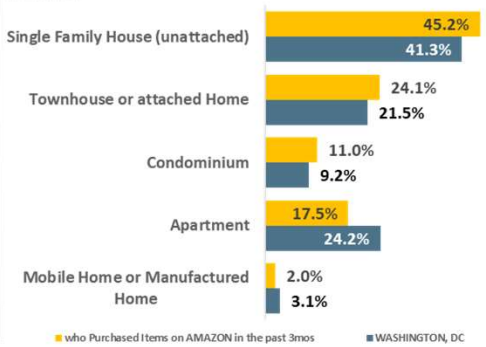
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

52.2% or 789,308 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 18.2% more likely to own their home, 4.8% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 16.5% more likely to have a dog.

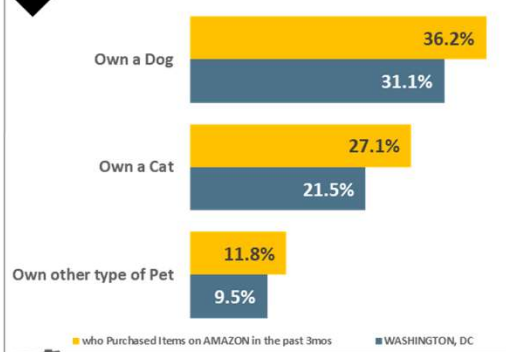
Own/Rent/Other: Women 25 - 54



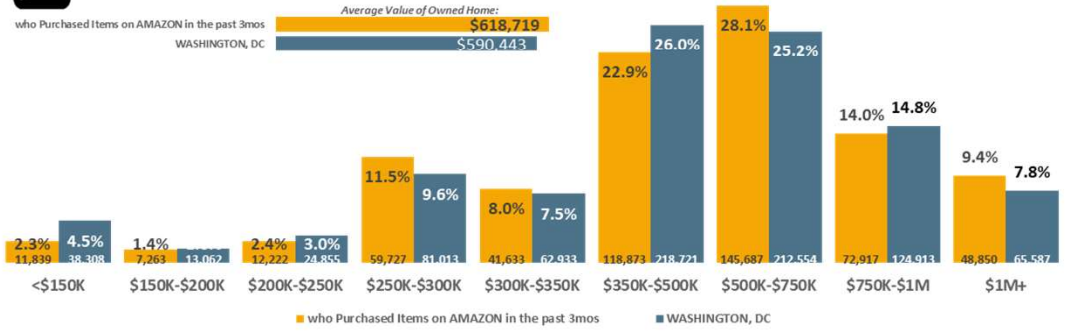
Type of Home: Women 25 - 54



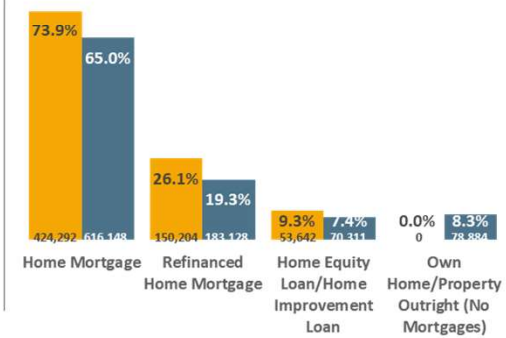
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

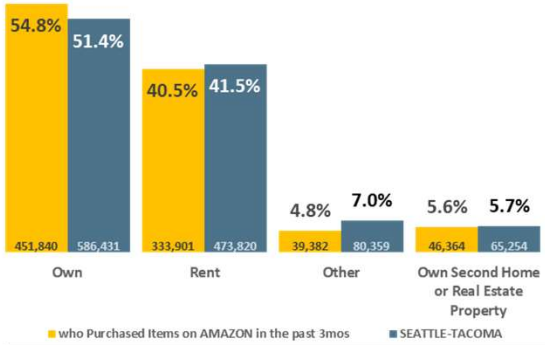
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

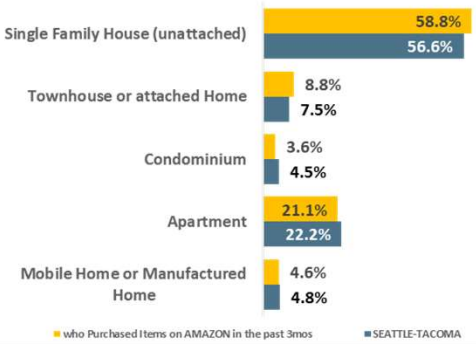
amazon SEA

72.3% or 825,123 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 6.5% more likely to own their home, .4% more likely to own a higher valued home, 3.9% more likely to have a single-family home, 3.5% more likely to have a dog.

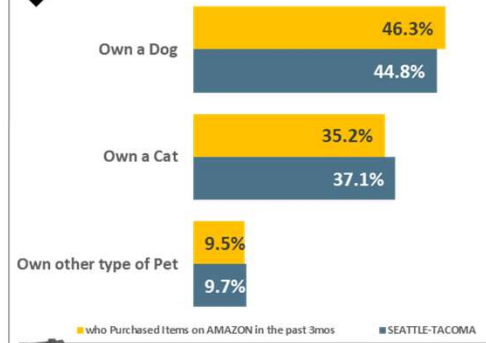
Own/Rent/Other: Women 25 - 54



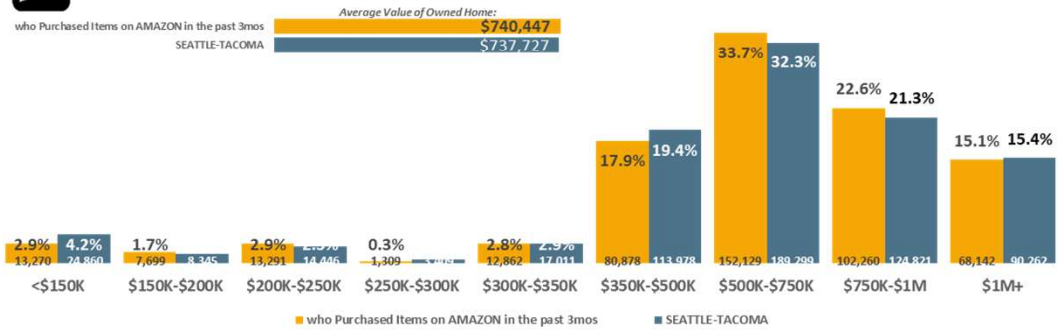
Type of Home: Women 25 - 54



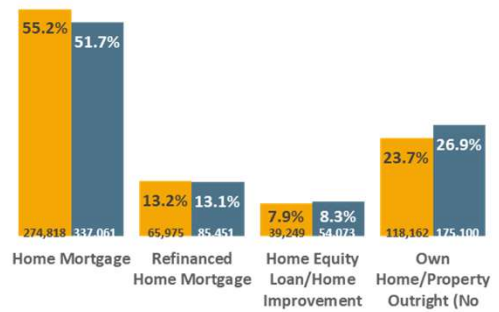
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

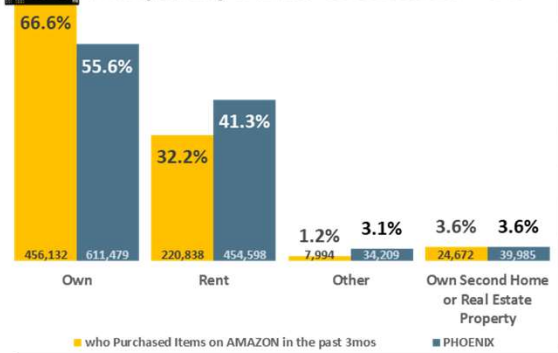
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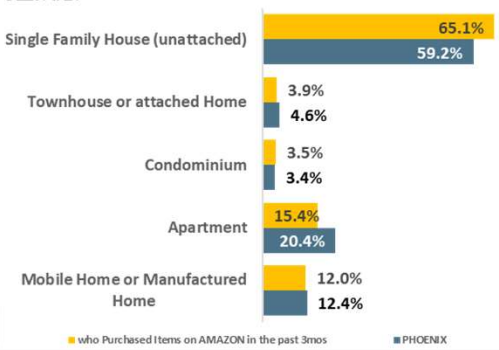
amazon PHX

62.3% or 684,964 of PHOENIX DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 19.8% more likely to own their home, 3.7% more likely to own a lower valued home, 9.9% more likely to have a single-family home, 5.8% more likely to have a dog.

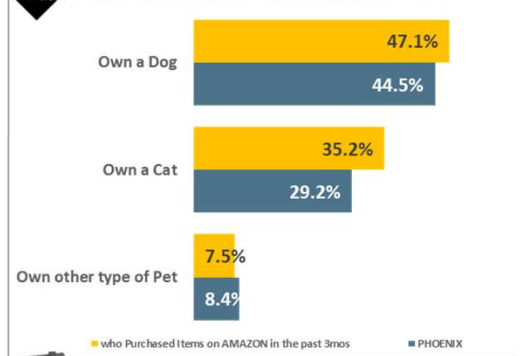
Own/Rent/Other: Women 25 - 54



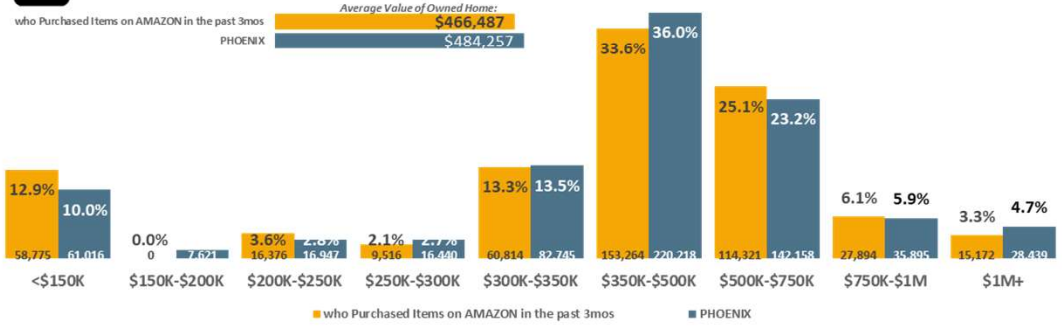
Type of Home: Women 25 - 54



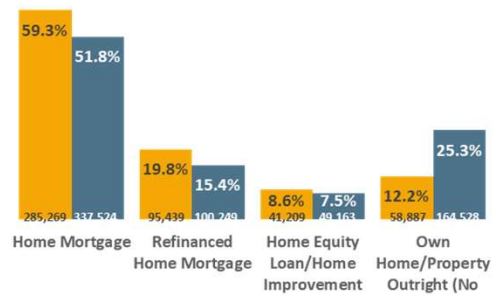
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

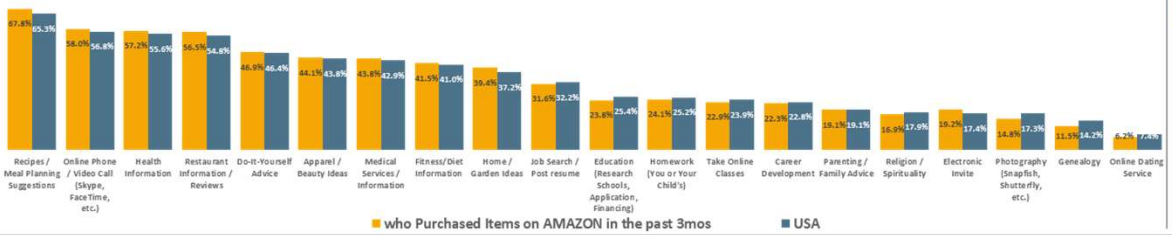
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

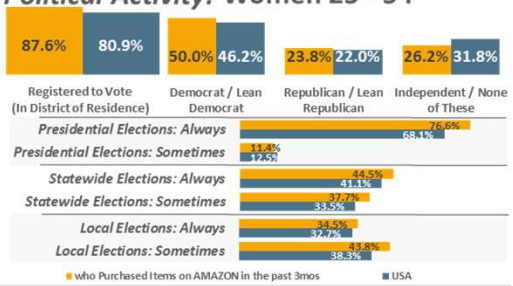
amazon USA

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.% more likely to look up D-I-Y advice online, 5.5% more likely to always vote in local elections, 5.1% more likely to belong to a gym, 10.4% more likely to fly domestic past yr.

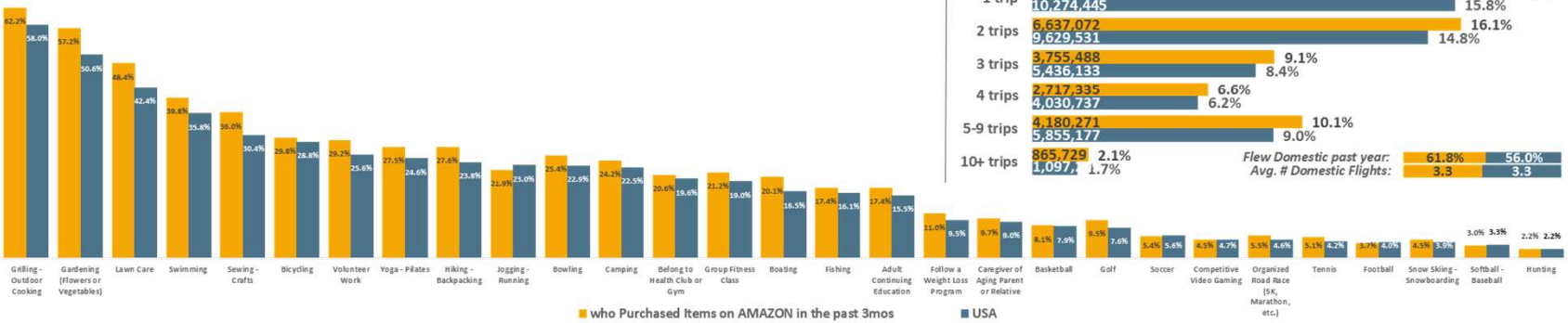
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

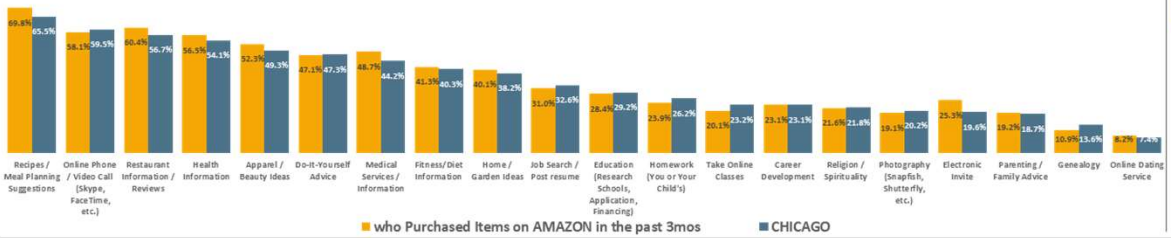
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

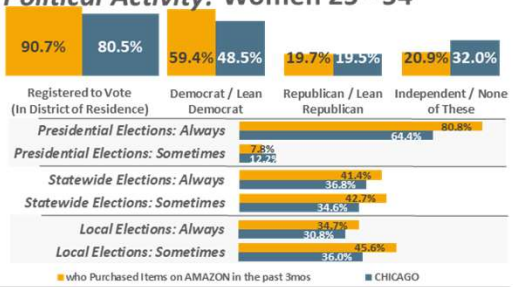
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

57.4% or 1,108,127 of CHICAGO DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are .4% less likely to look up D-I-Y advice online, 12.9% more likely to always vote in local elections, 2.% more likely to belong to a gym, 16.% more likely to fly domestic past yr.

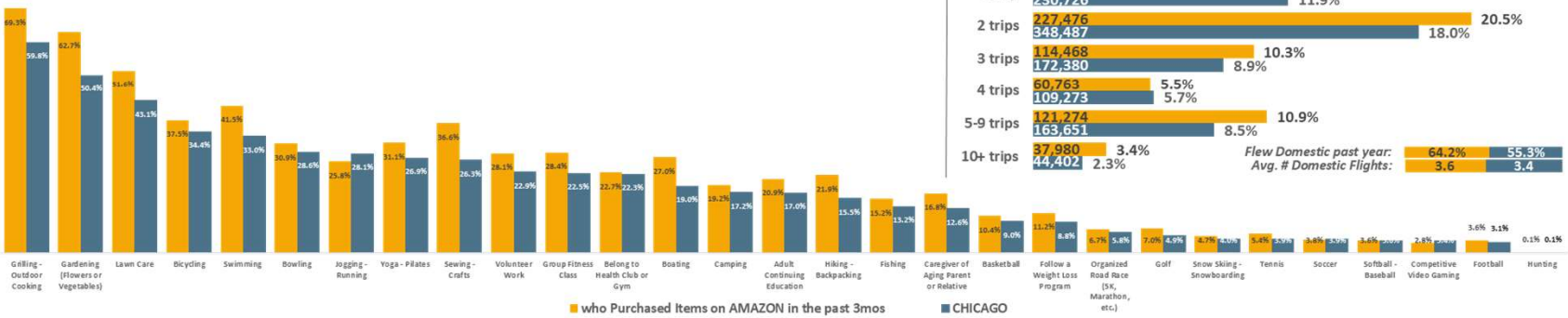
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

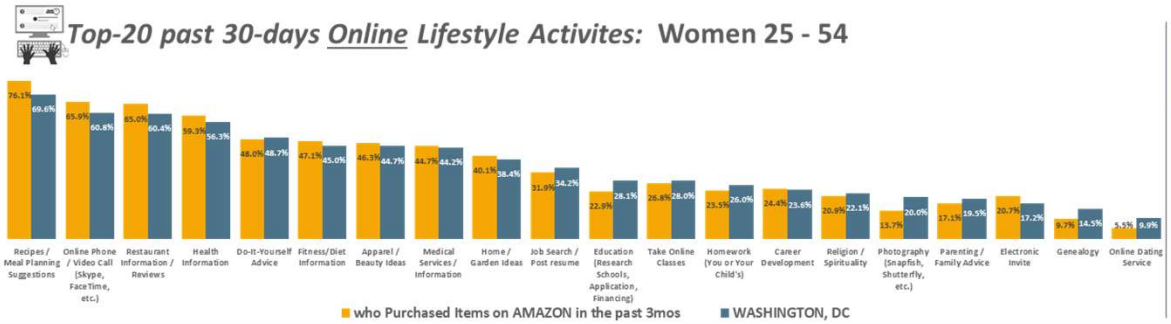
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

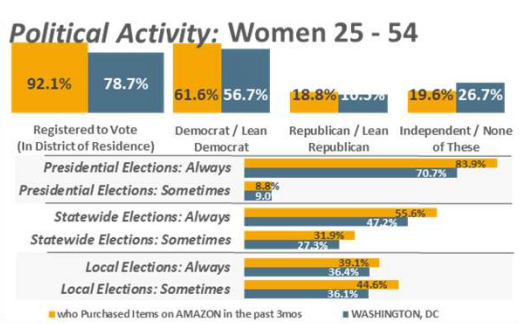
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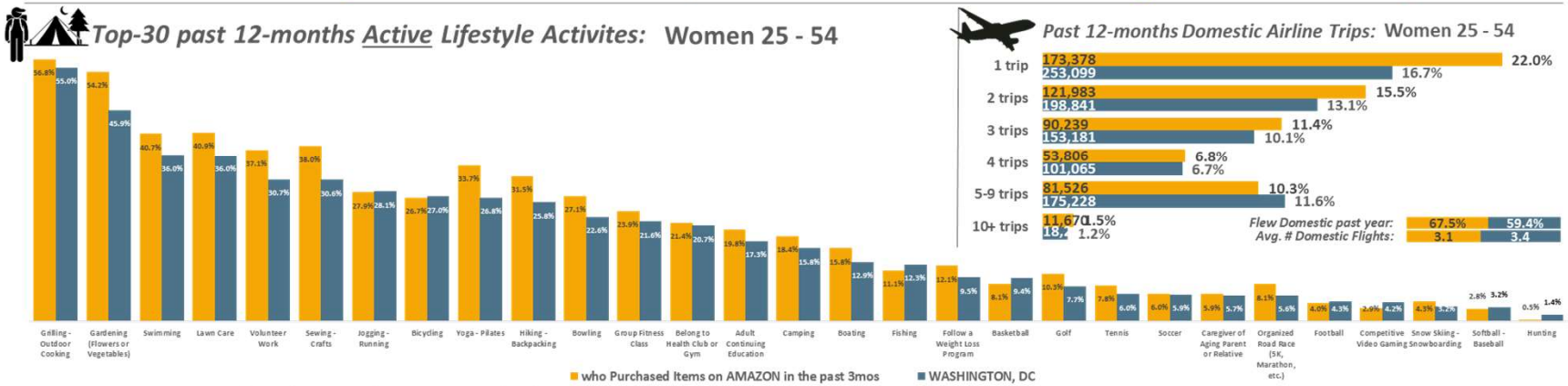
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



52.2% or 789,308 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.3% less likely to look up D-I-Y advice online, 7.6% more likely to always vote in local elections, 3.1% more likely to belong to a gym, 13.5% more likely to fly domestic past yr.







WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

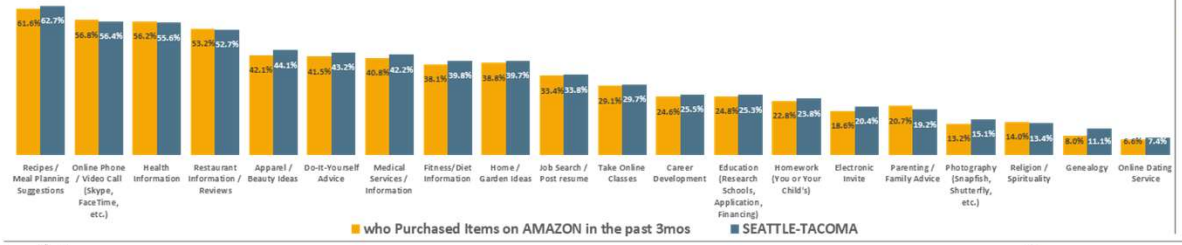
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

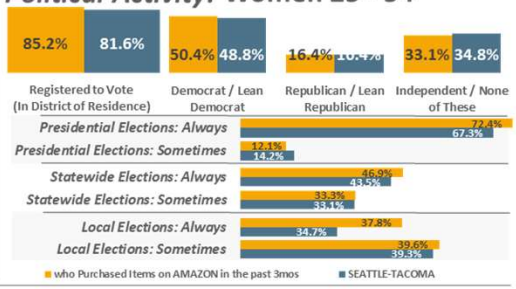


72.3% or 825,123 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 4.1% less likely to look up D-I-Y advice online, 9.% more likely to always vote in local elections, 4.7% more likely to belong to a gym, 3.4% more likely to fly domestic past yr.

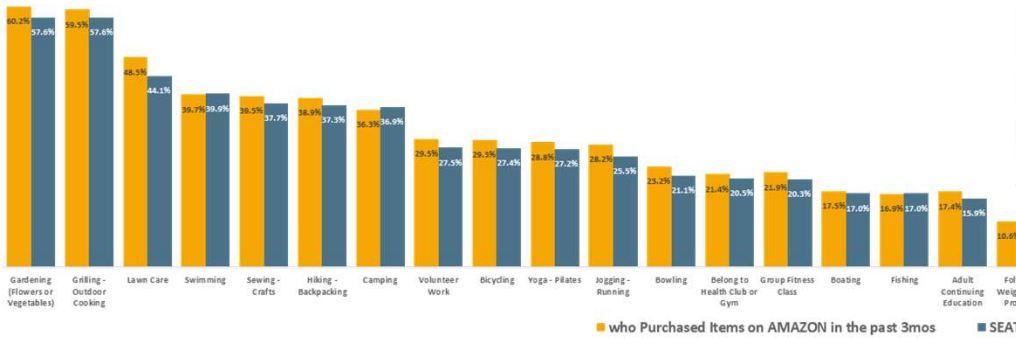
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



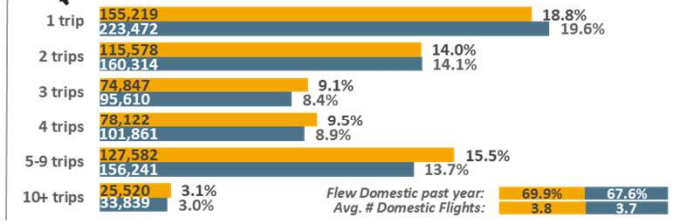
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

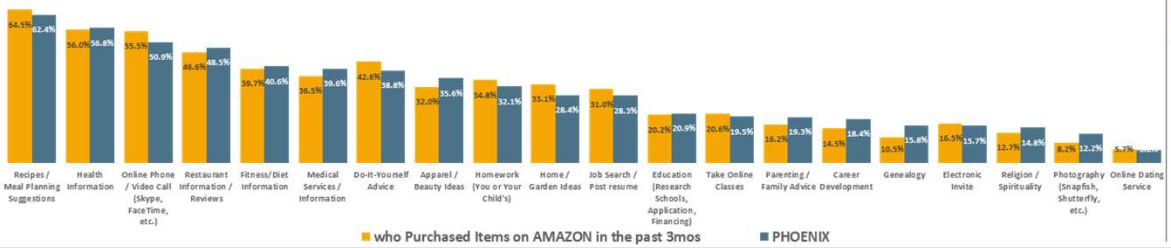
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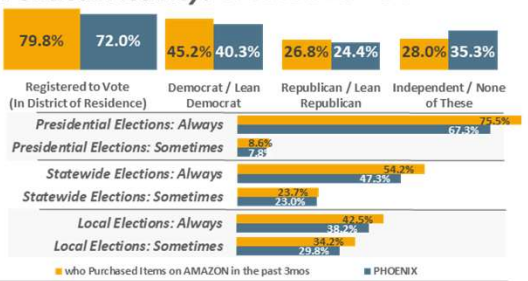


62.3% or 684,964 of PHOENIX DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 9.7% more likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 13.2% more likely to belong to a gym, 19.1% more likely to fly domestic past yr.

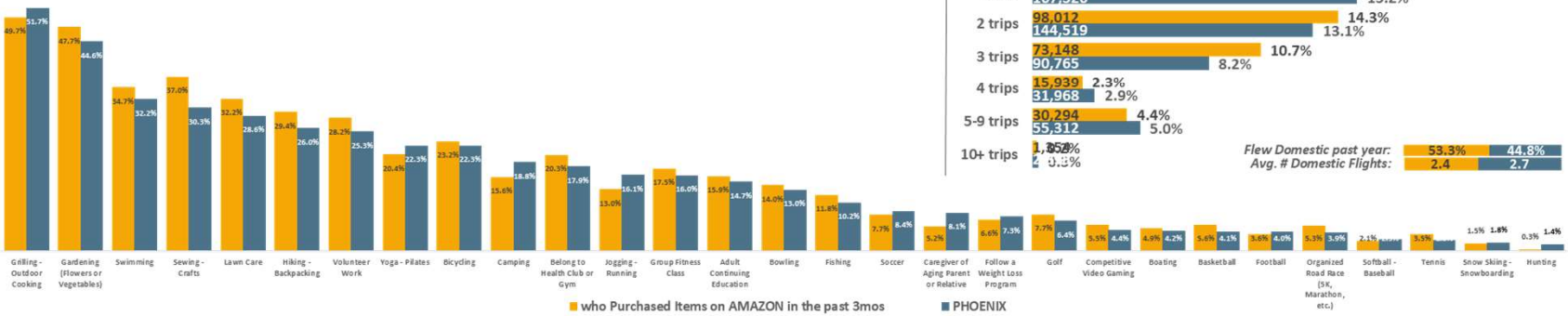
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.9% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 18.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



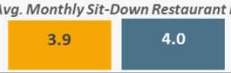
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

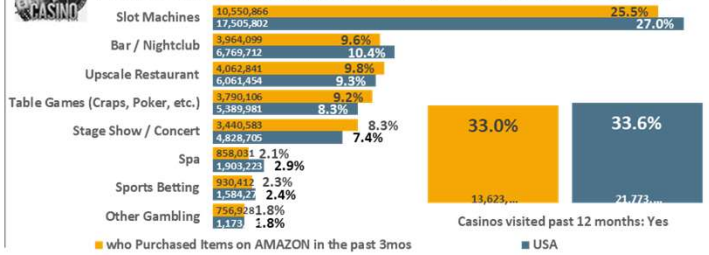


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon CHI

57.4% or 1,108,127 of CHICAGO DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 2.9% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 5.4% less likely to use Casinos past yr., 85.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

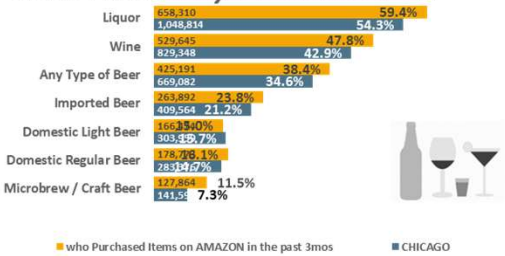
(Sit-Down Restaurants Used Past 30-days)



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

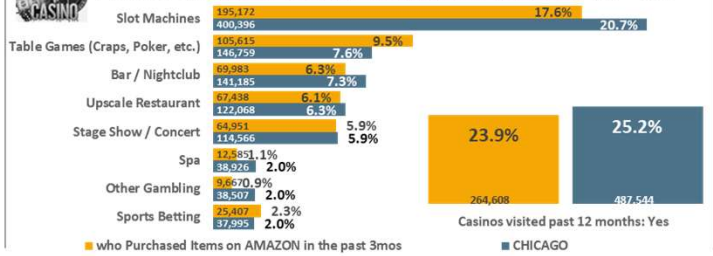


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

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52.2% or 789,308 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 4.% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 77.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 96.1% 758,417 | 92.4% 1,398,150

Avg. Monthly QSR Meals: 6.7 | 6.9

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users: 83.6% 660,028 | 77.7% 1,175,647

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.5

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items on AMAZON in the past 3mos 277,735 35.2%

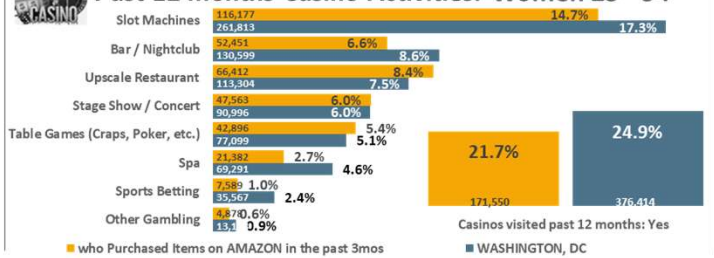
WASHINGTON, DC 520,596 34.4%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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72.3% or 825,123 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.4% more likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 6.4% less likely to use Casinos past yr., 78.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 88.4% 729,356 | 87.2% 994,397

Avg. Monthly QSR Meals: 5.4 | 5.3

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users: 72.4% 597,029 | 70.2% 800,578

Avg. Monthly Sit-Down Restaurant Meals: 3.4 | 3.3

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

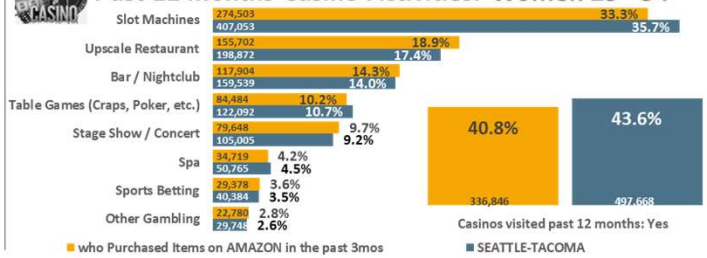
who Purchased Items on AMAZON in the past 3mos	192,834	23.4%
SEATTLE-TACOMA	272,612	23.9%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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62.3% or 684,964 of PHOENIX DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 2.3% more likely to use QSRs past mo., 7.5% more likely to use Sit-Down Restaurants past mo., 15.6% less likely to use Casinos past yr., 82.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



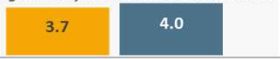
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

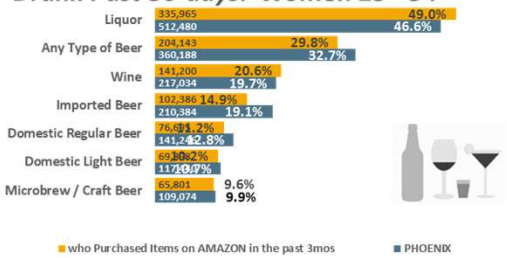
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Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

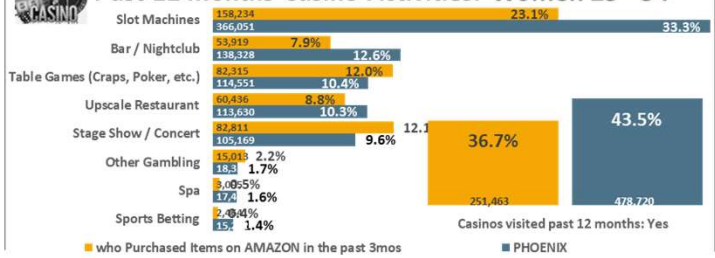


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



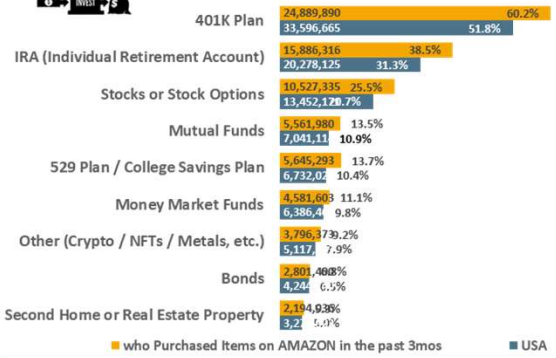
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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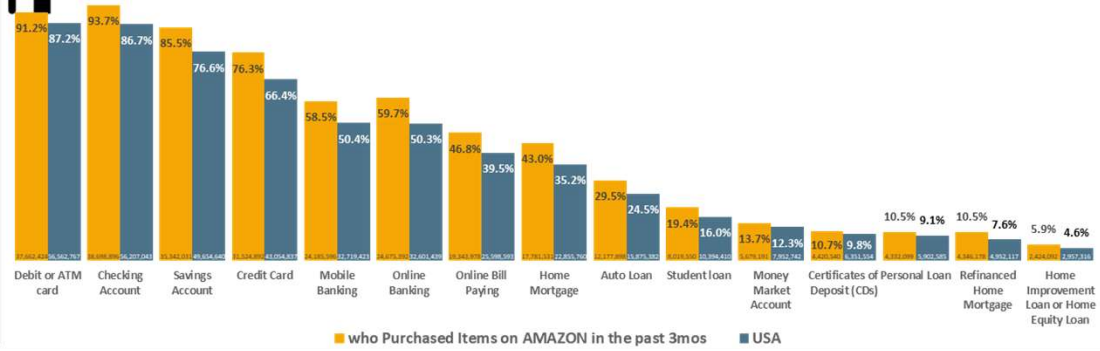
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 16.3% more likely to have a 401K, 20.4% more likely to have an Auto Loan, 23.5% more likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

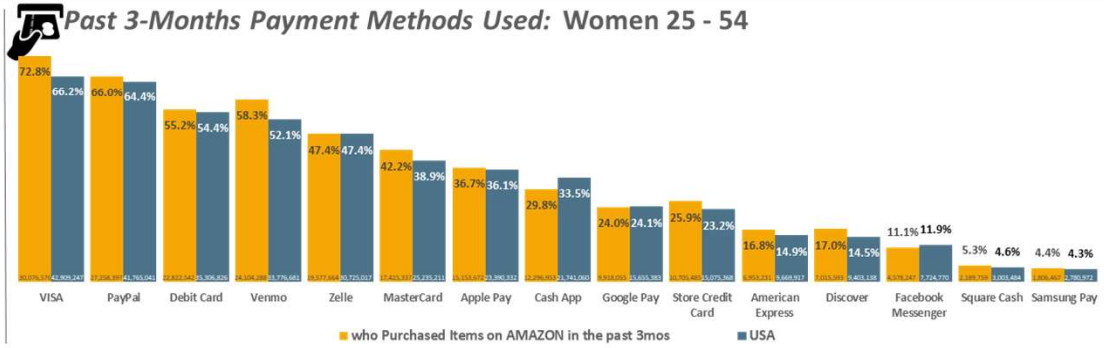


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

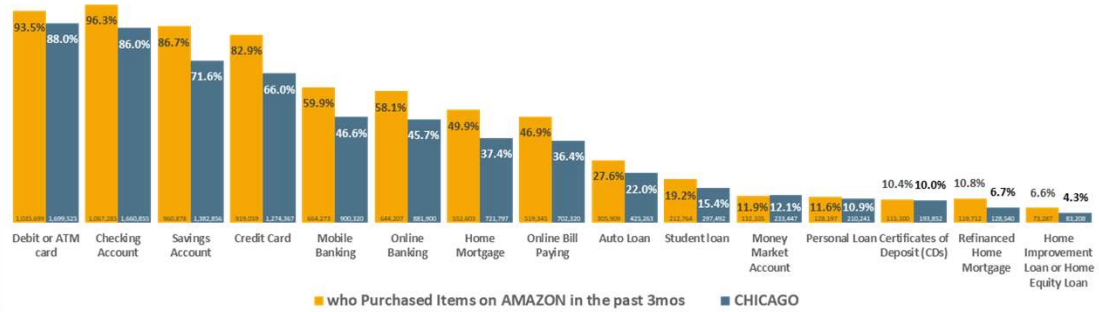
amazon CHI

57.4% or 1,108,127 of CHICAGO DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 29.7% more likely to have a 401K, 25.4% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

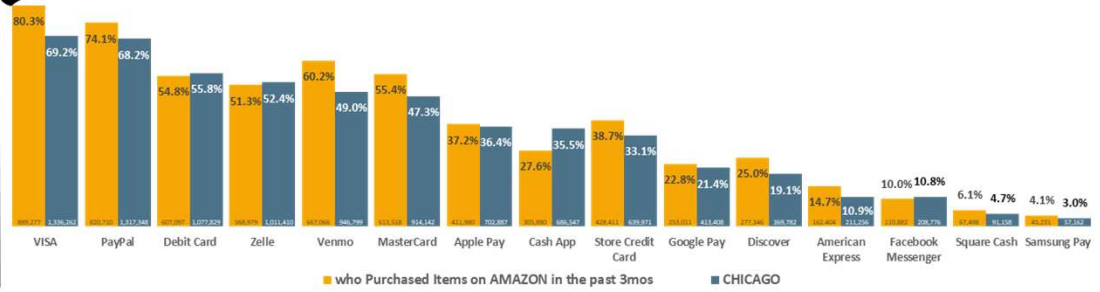


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

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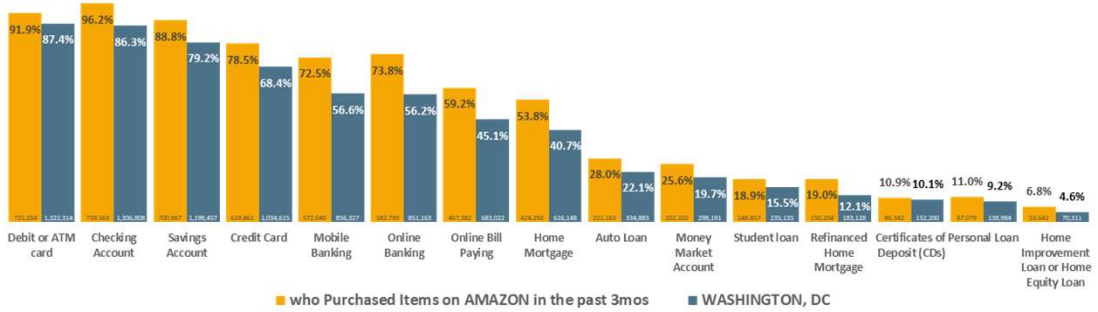
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Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

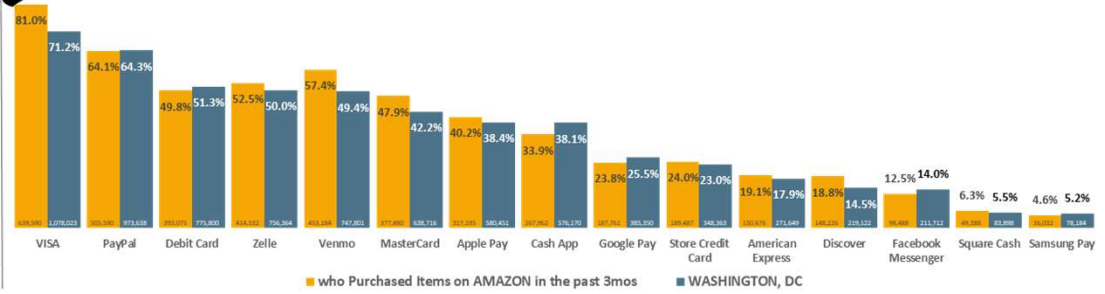


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

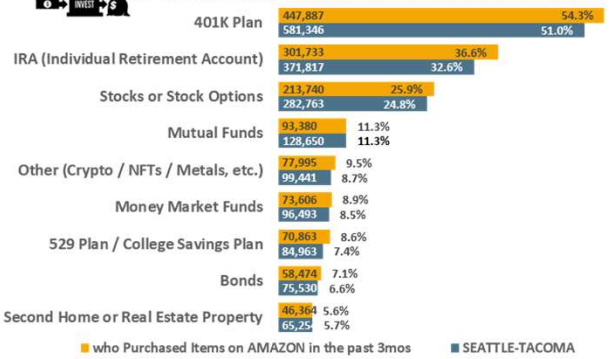
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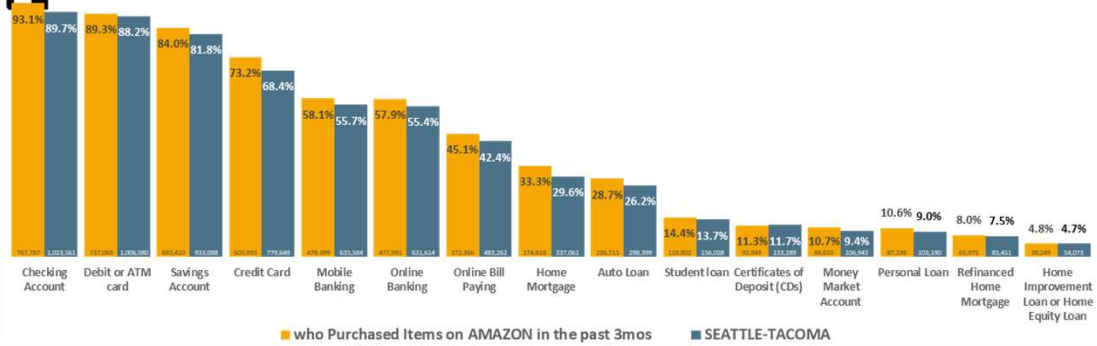
amazon SEA

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Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

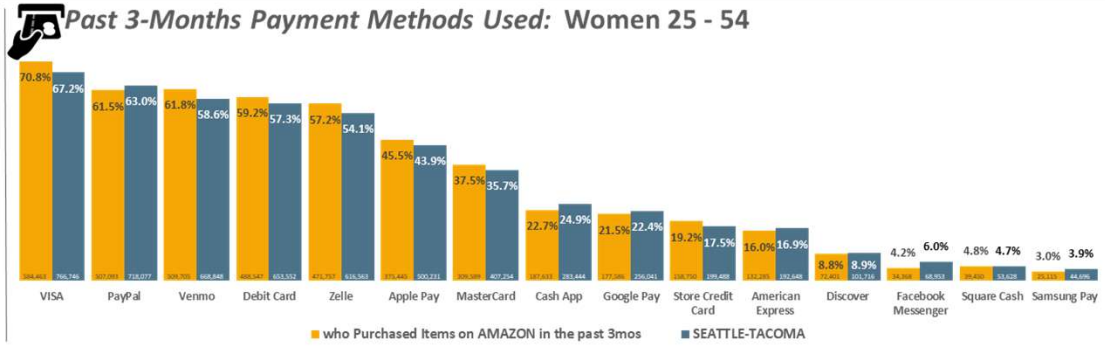


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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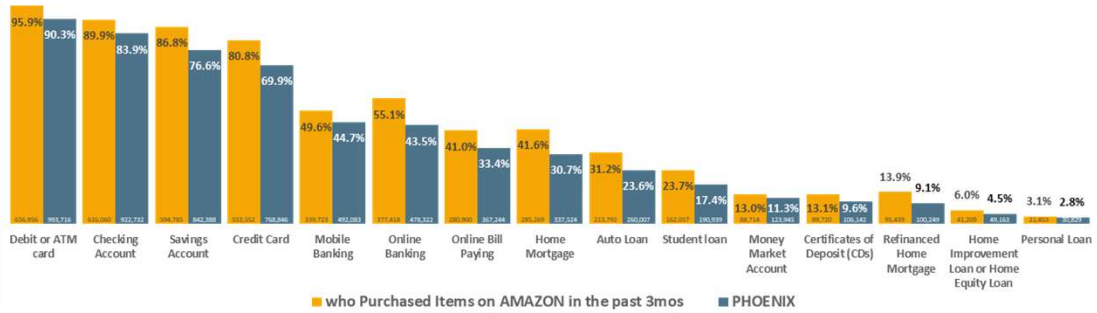
amazon PHX

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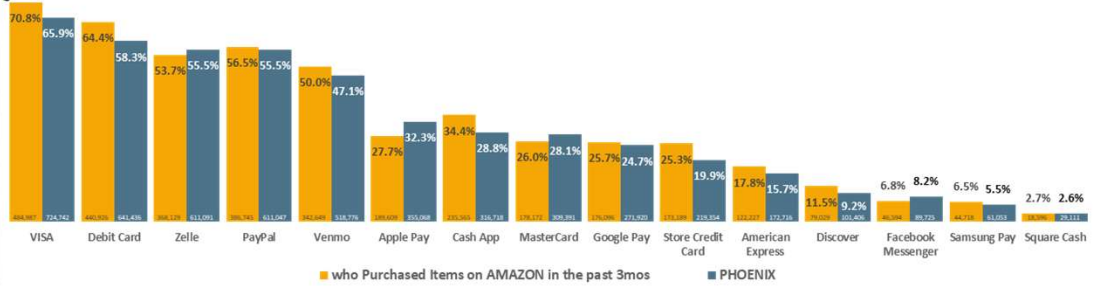


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

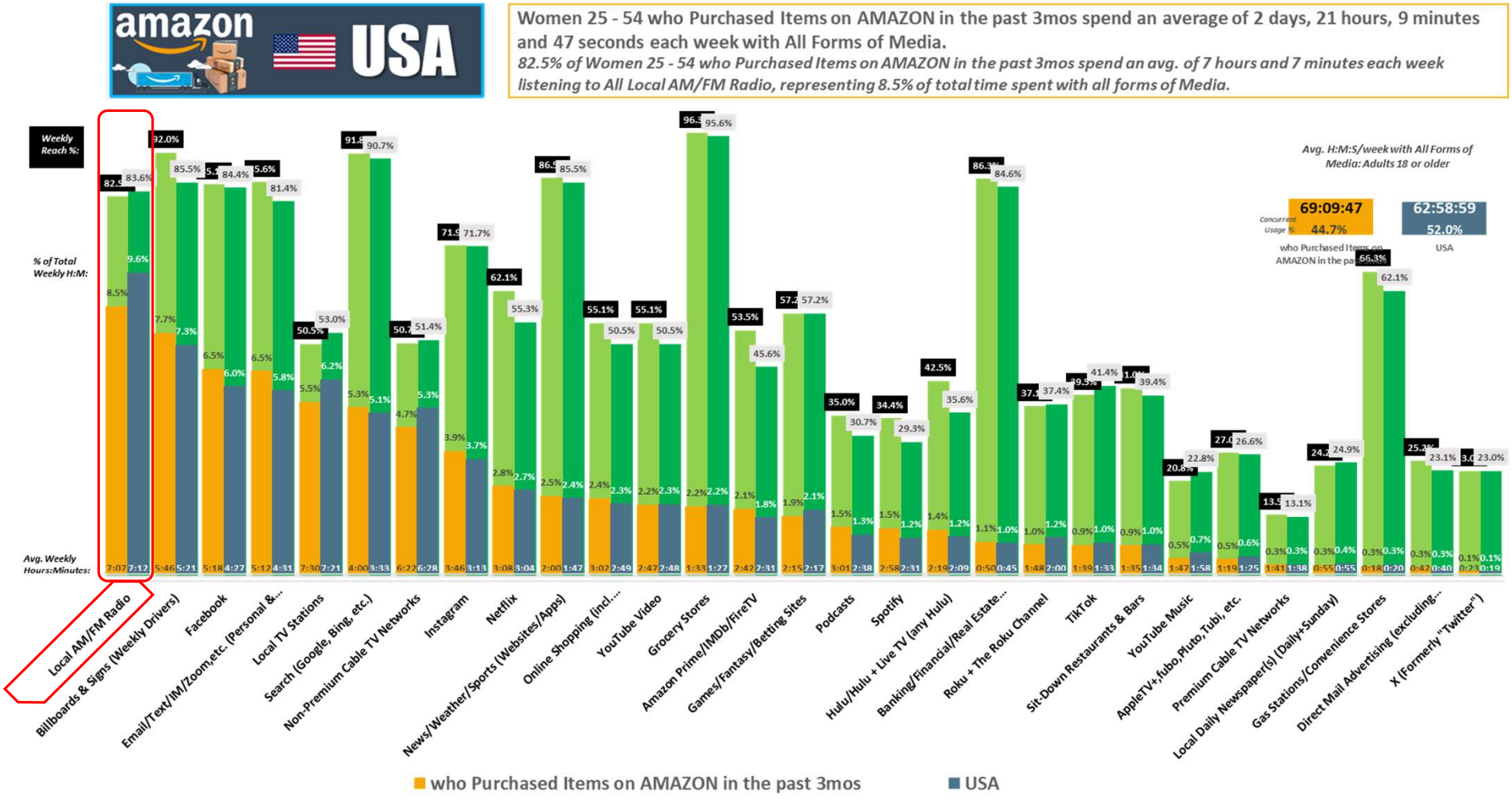
Past 3-Months Payment Methods Used: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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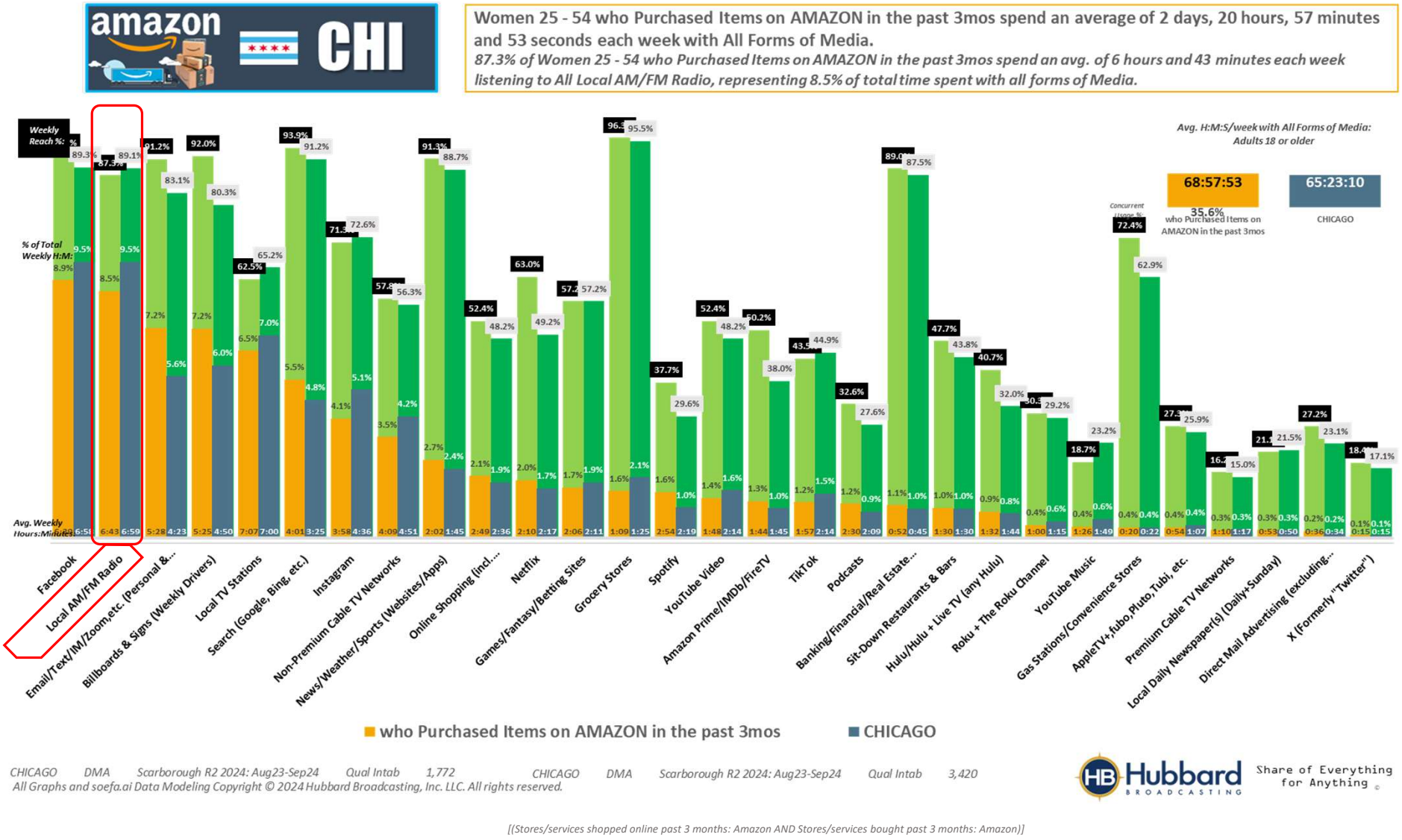


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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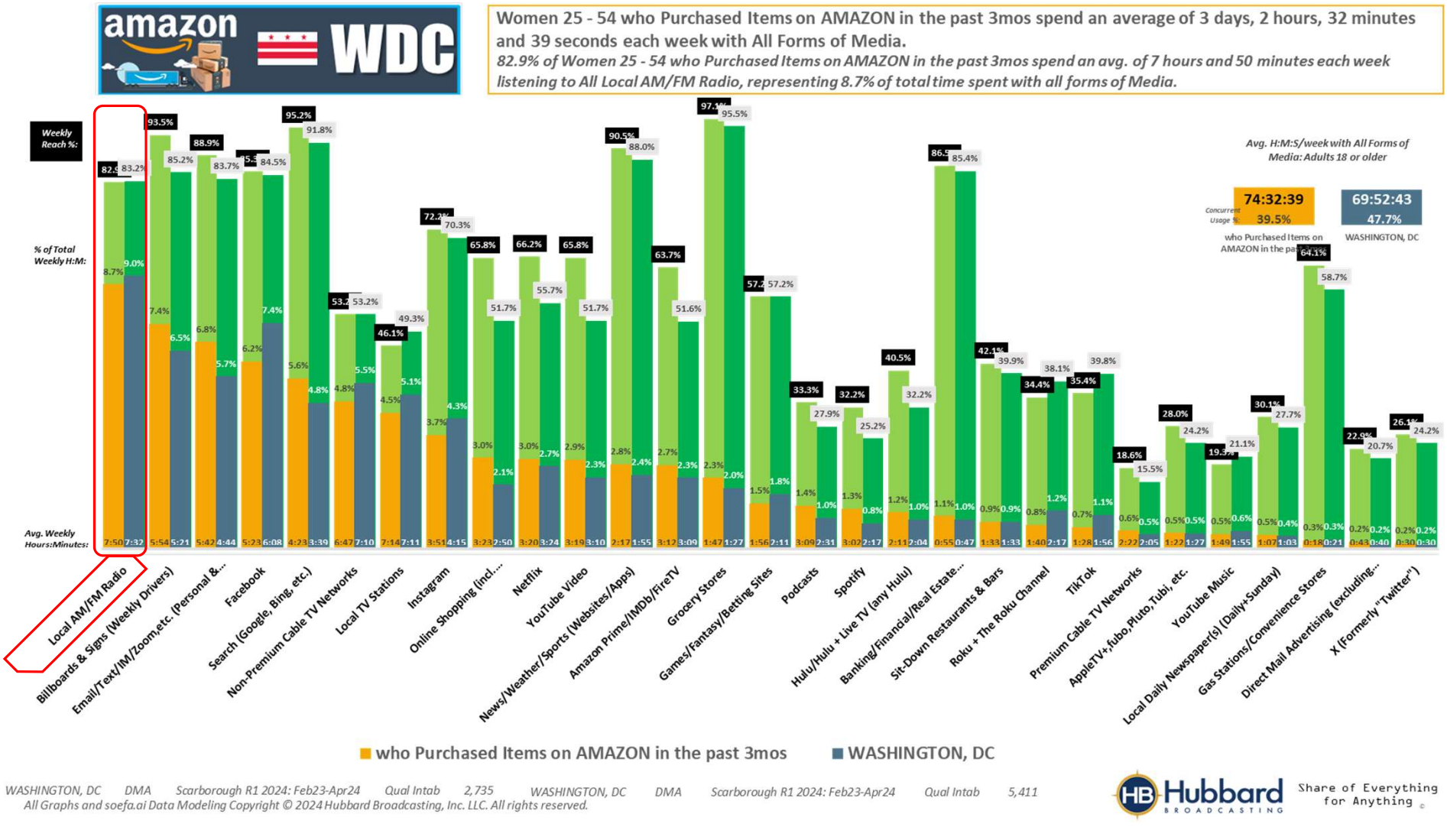


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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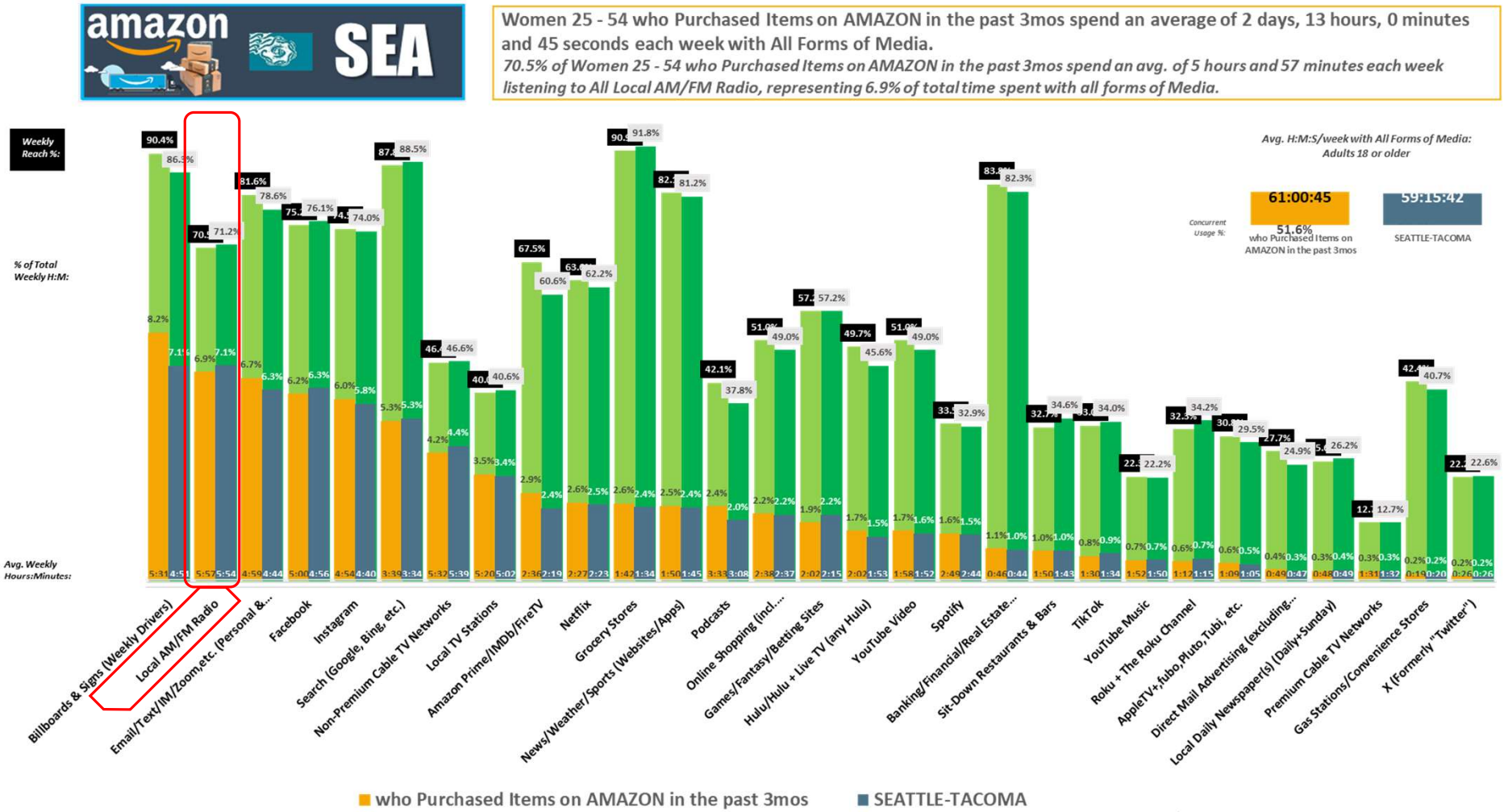


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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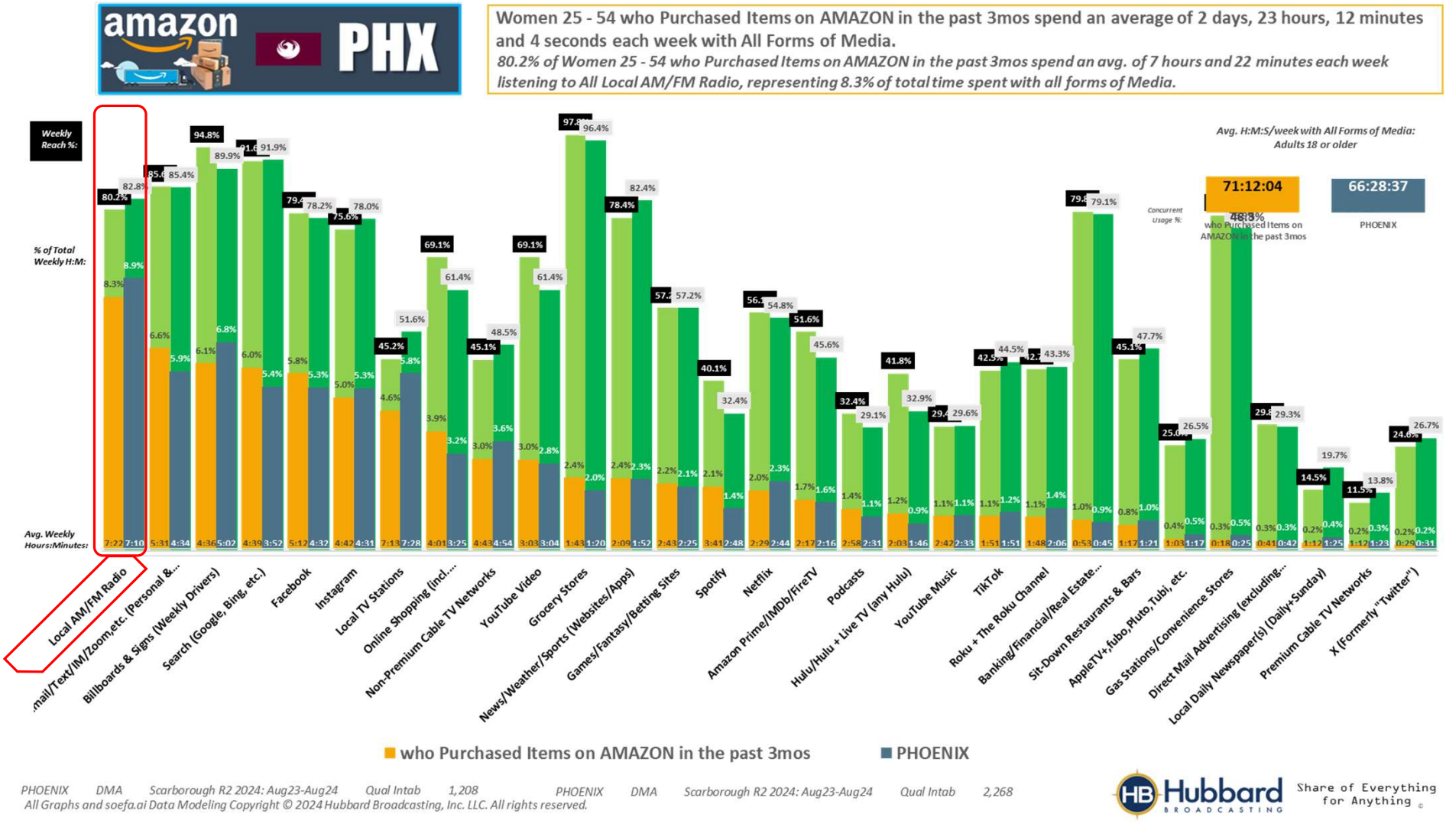


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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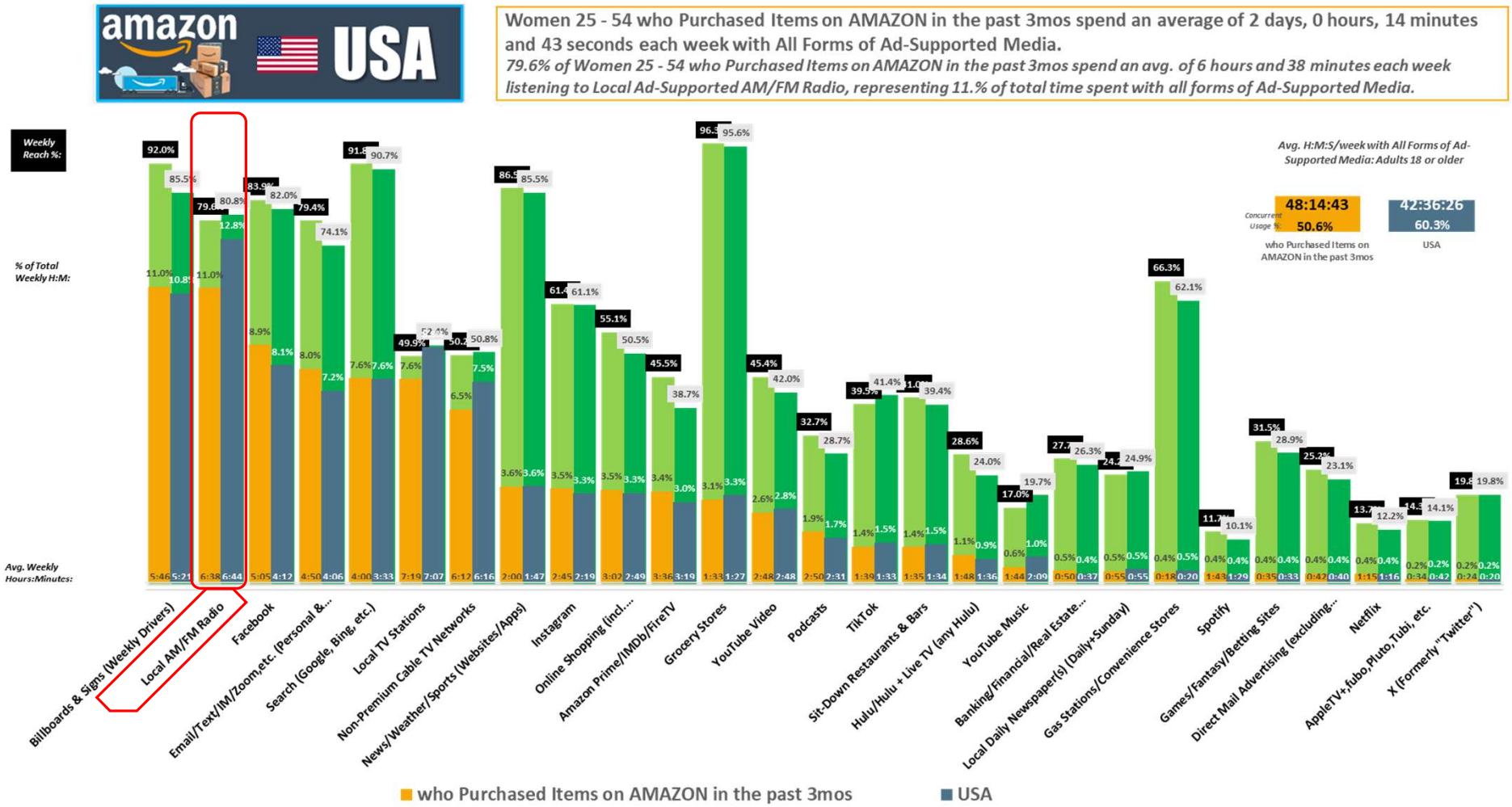


PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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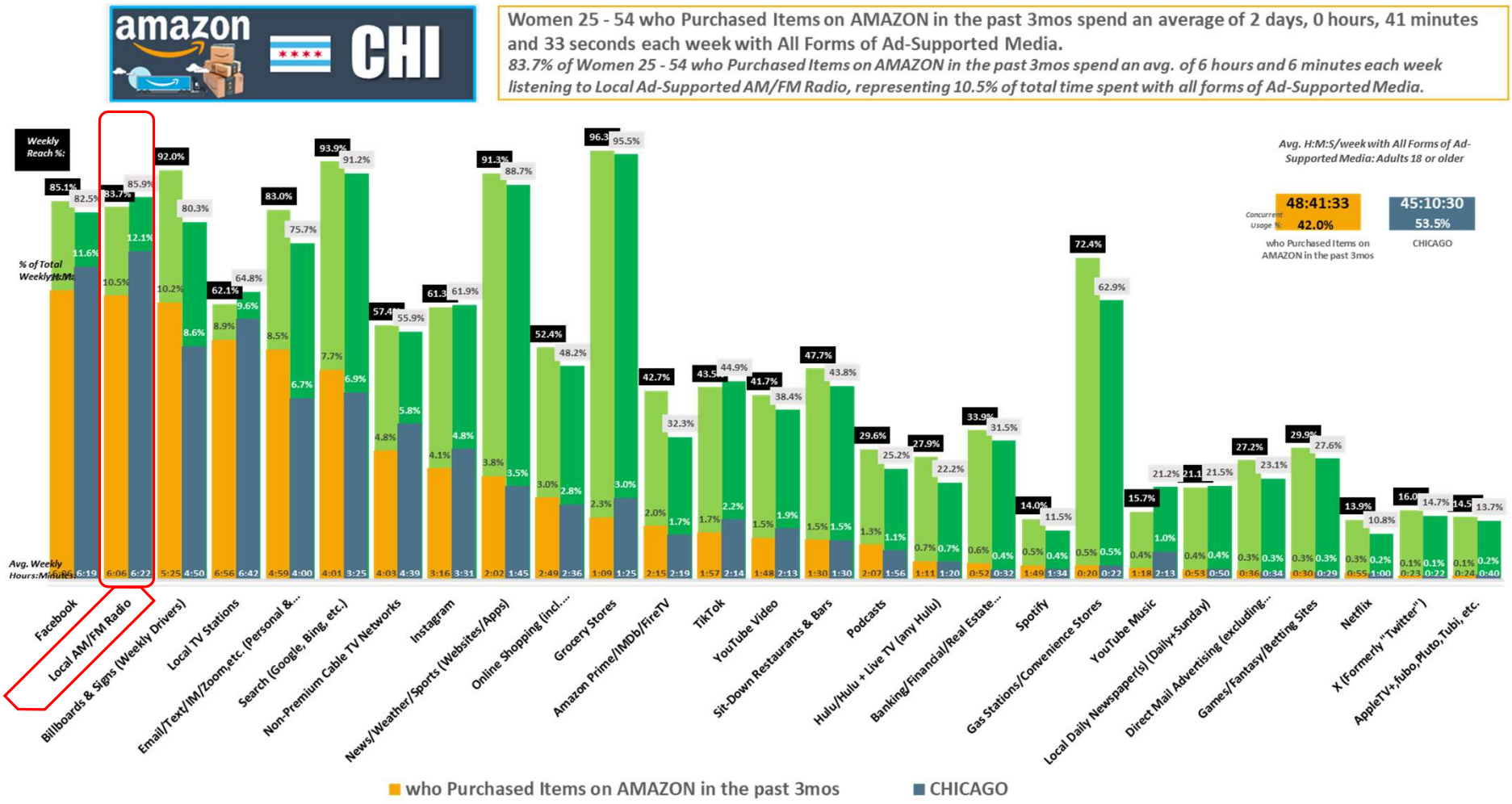


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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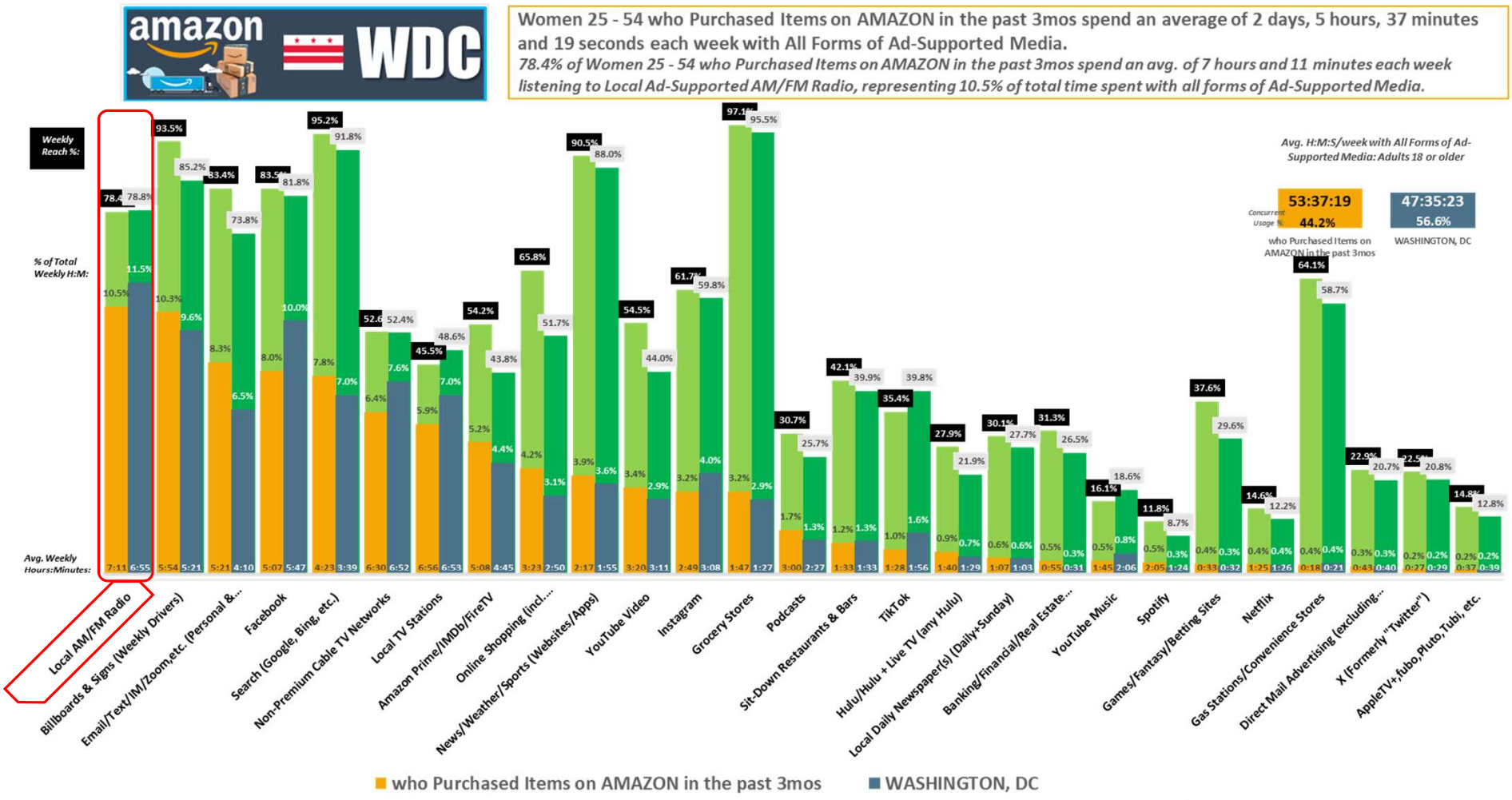


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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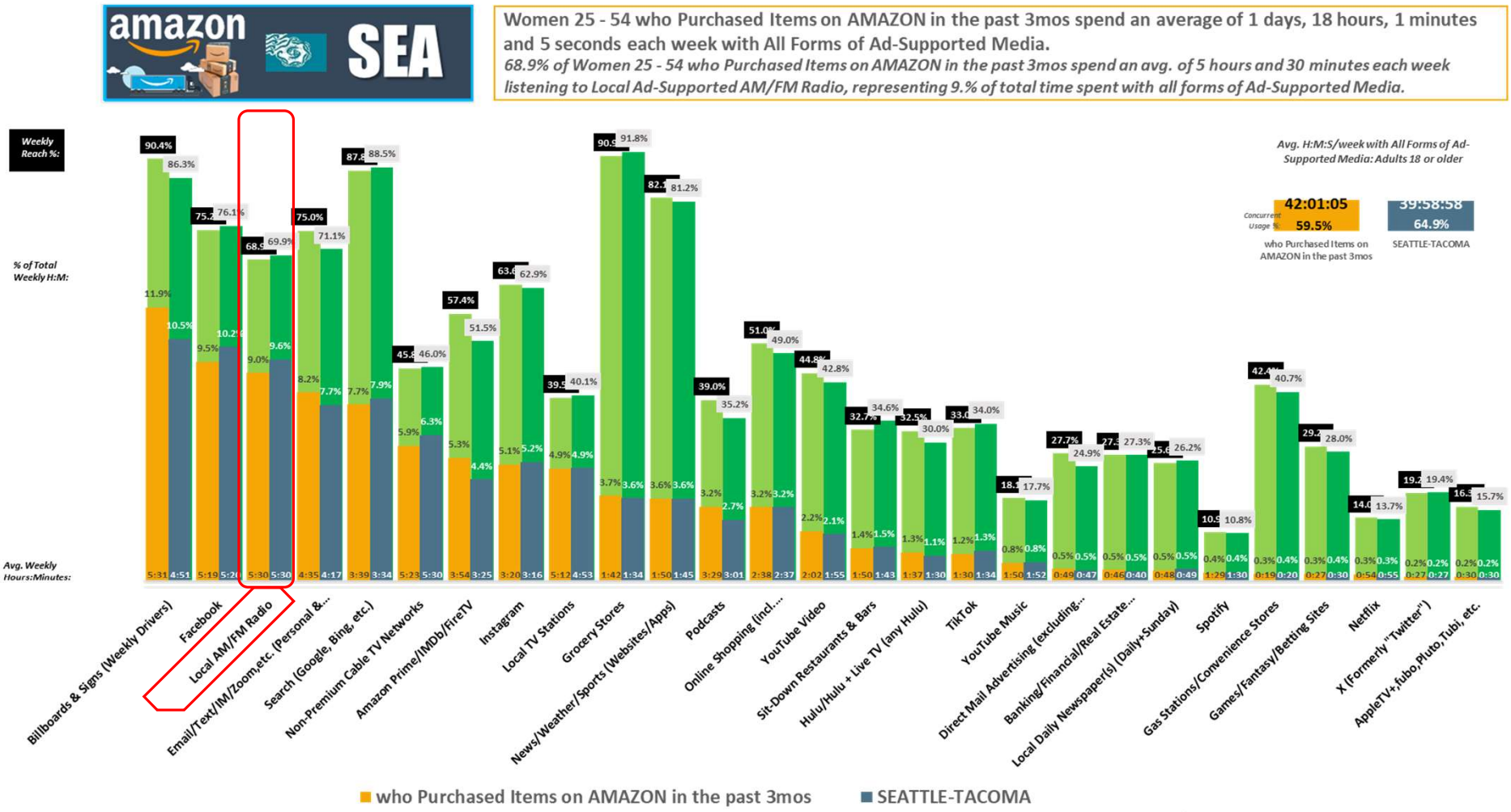


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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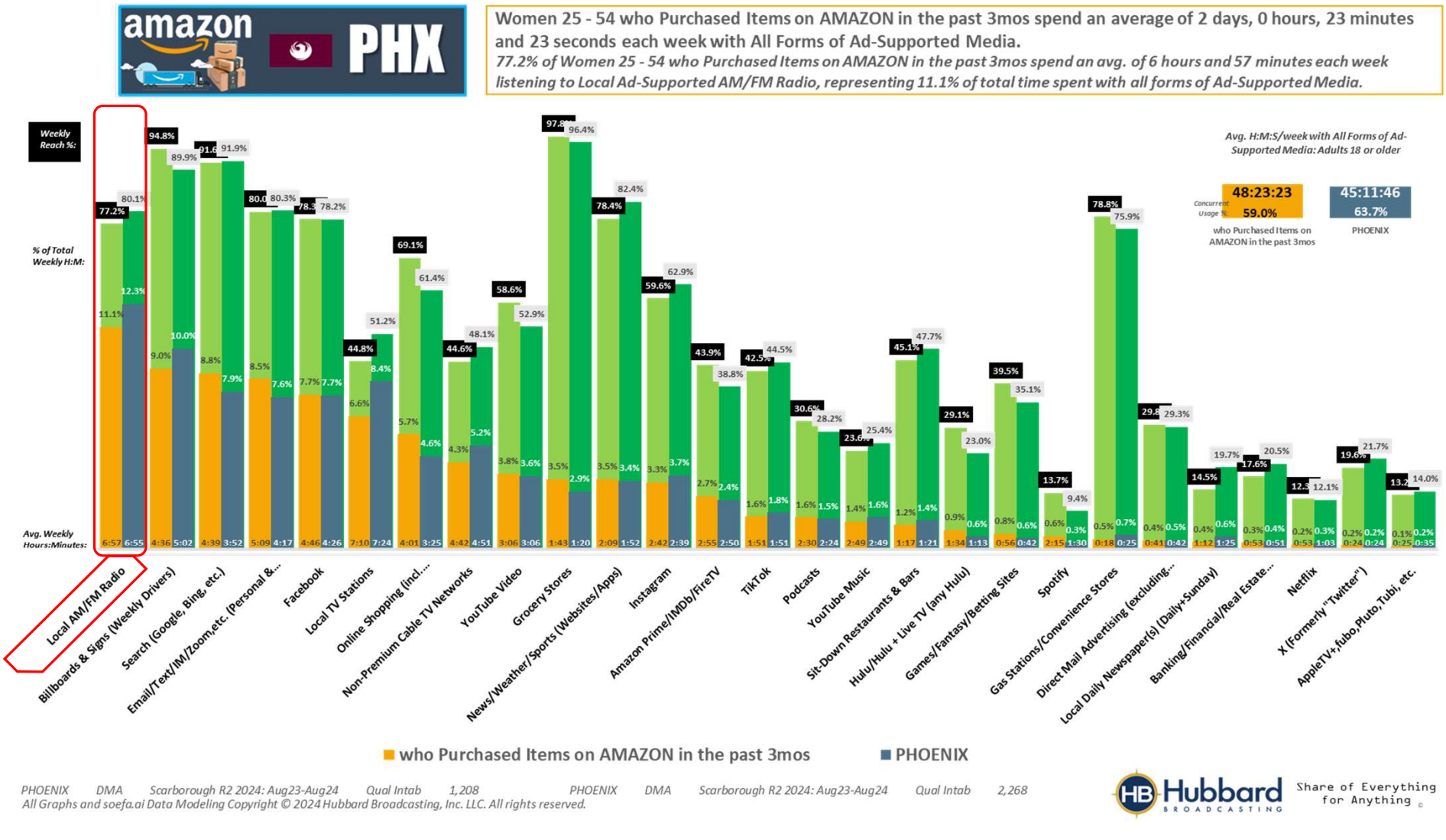


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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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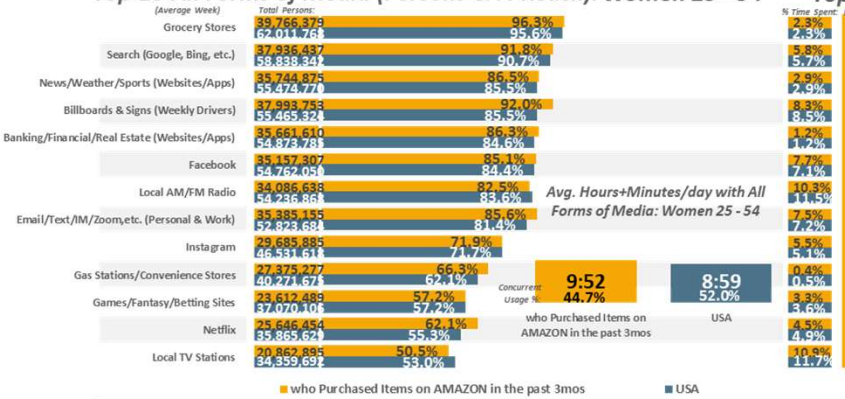
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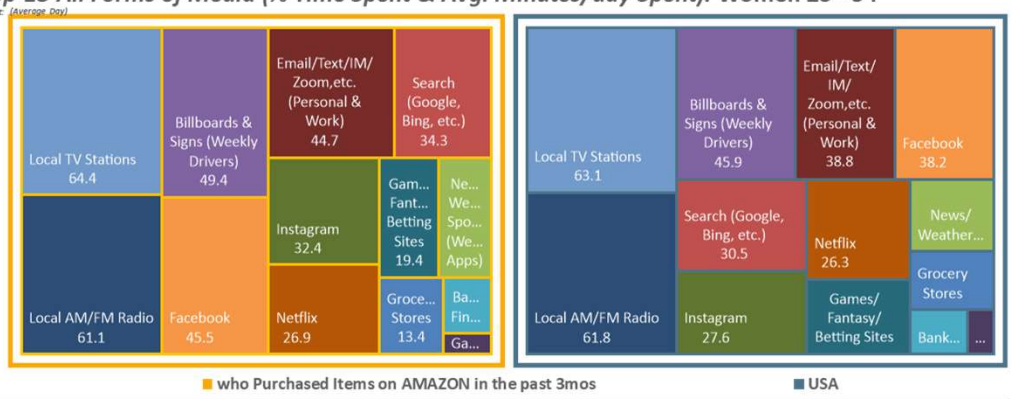


Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

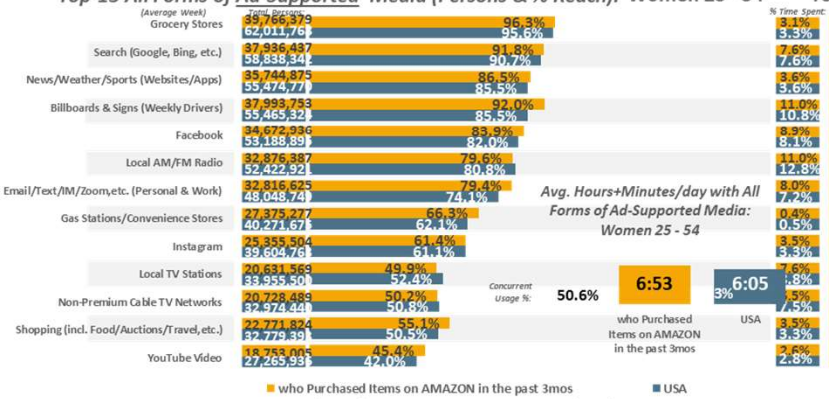
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



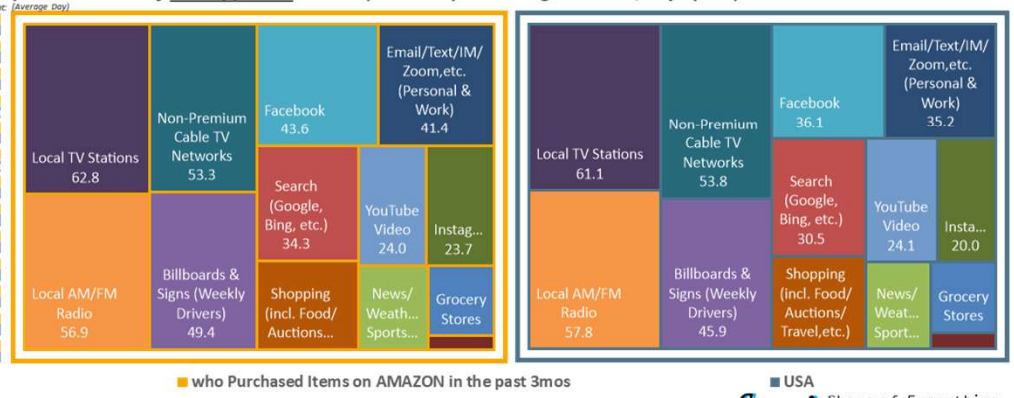
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

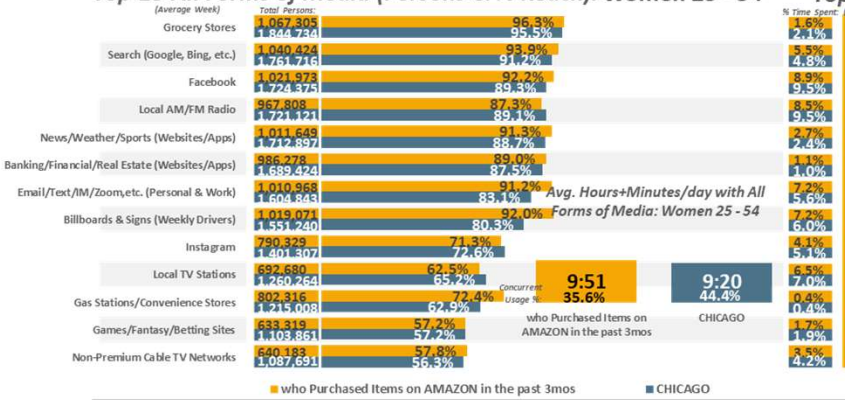
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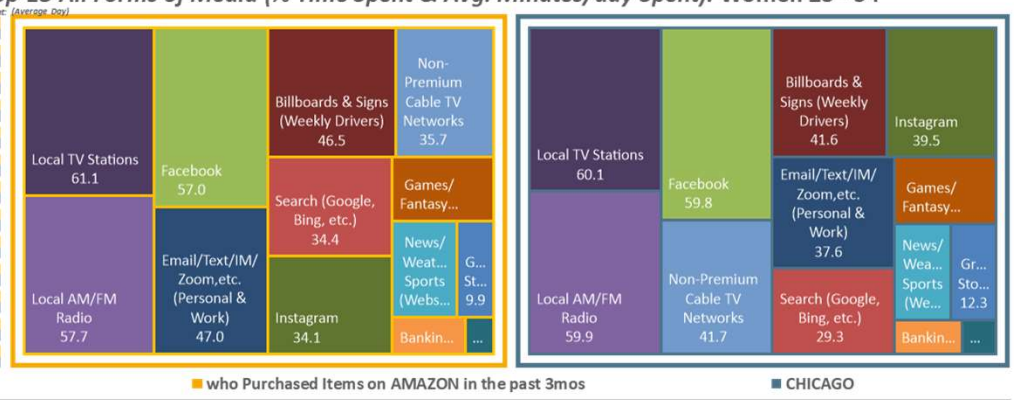
amazon CHI

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 52.3 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

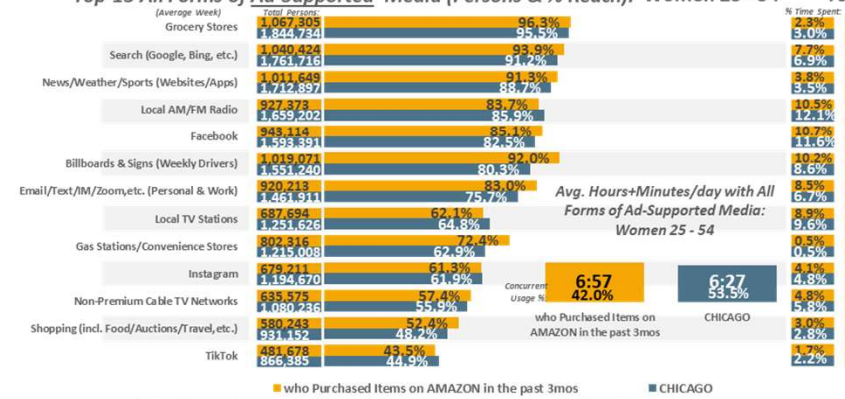
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



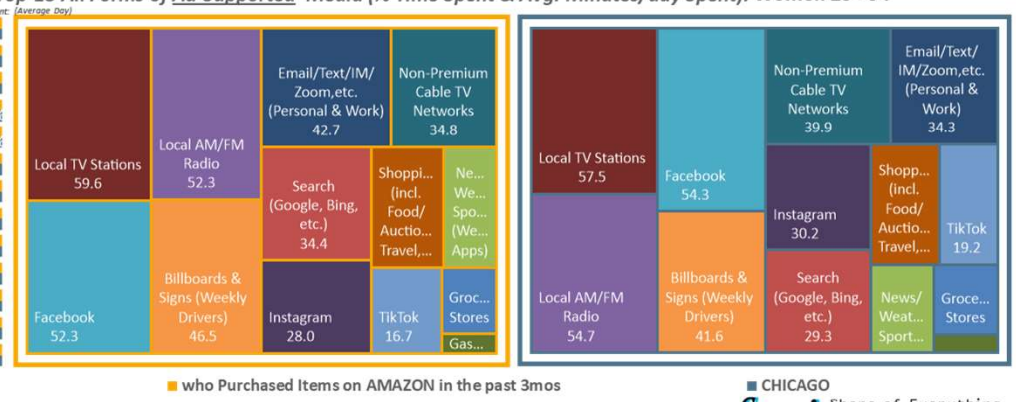
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

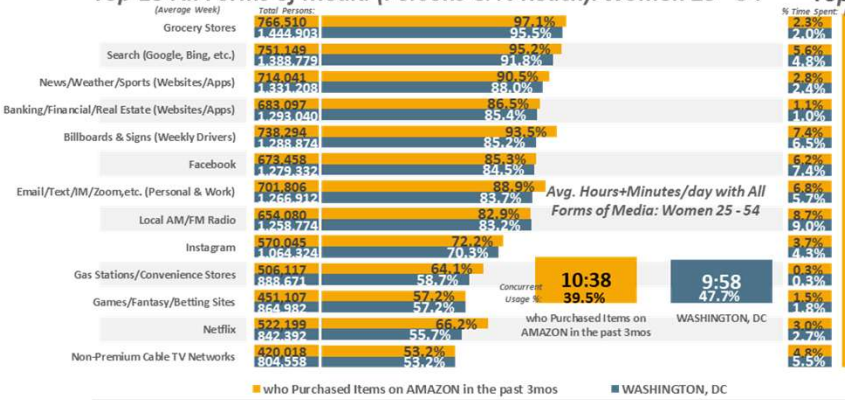
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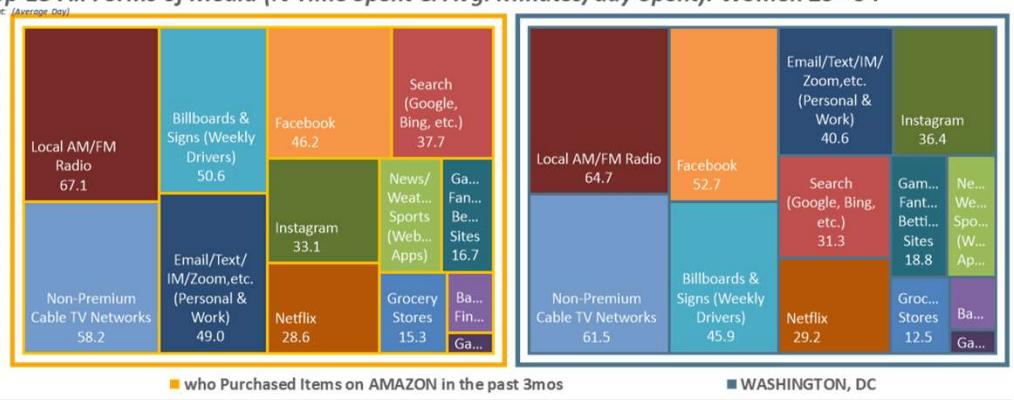
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

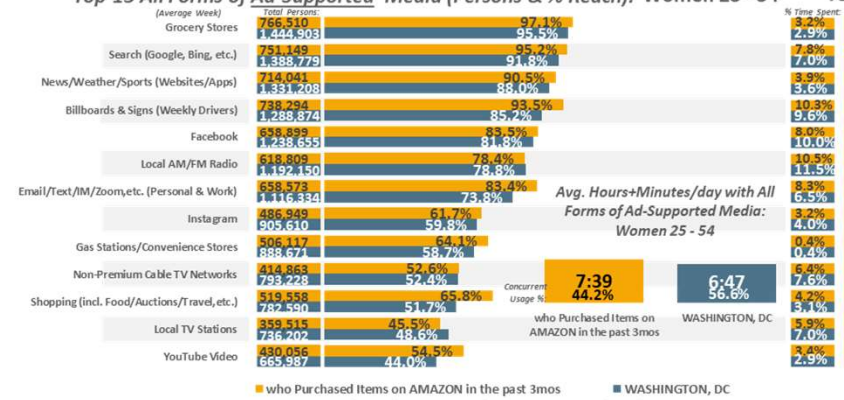
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



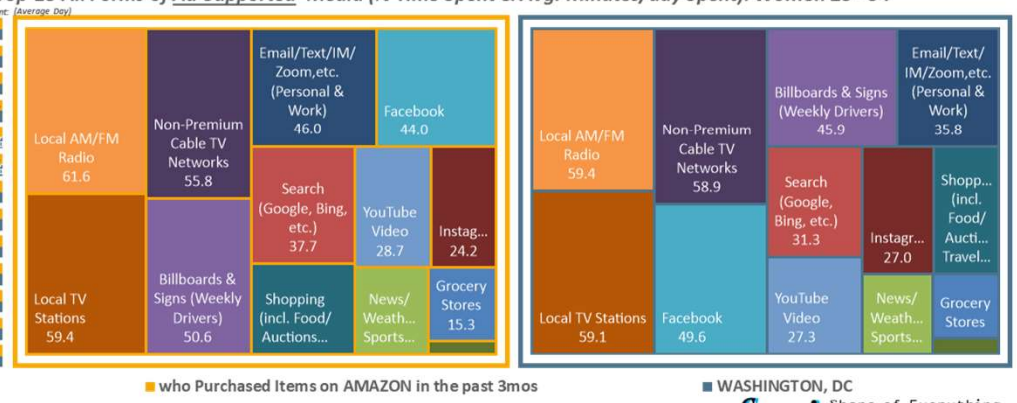
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

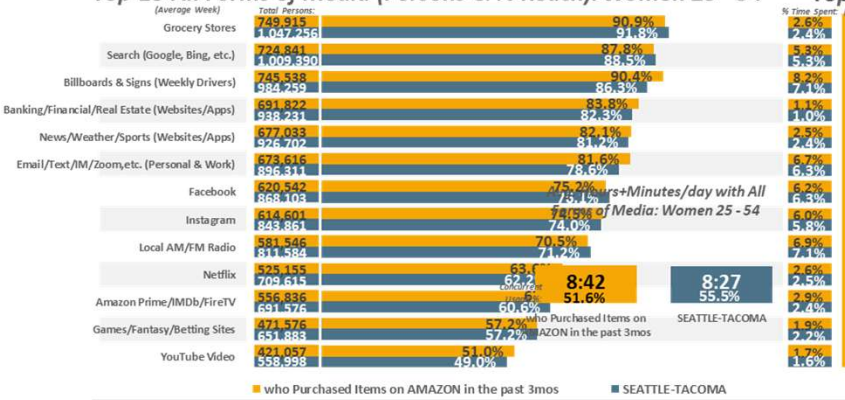
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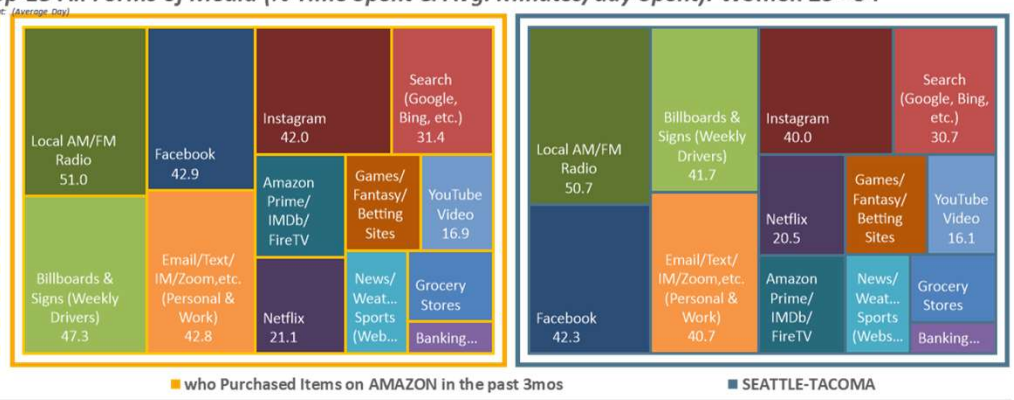
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 6 hours and 0 minutes each day with All Forms of Ad-Supported Media. 68.9% listen to Local AM/FM Radio for an avg. of 47.2 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

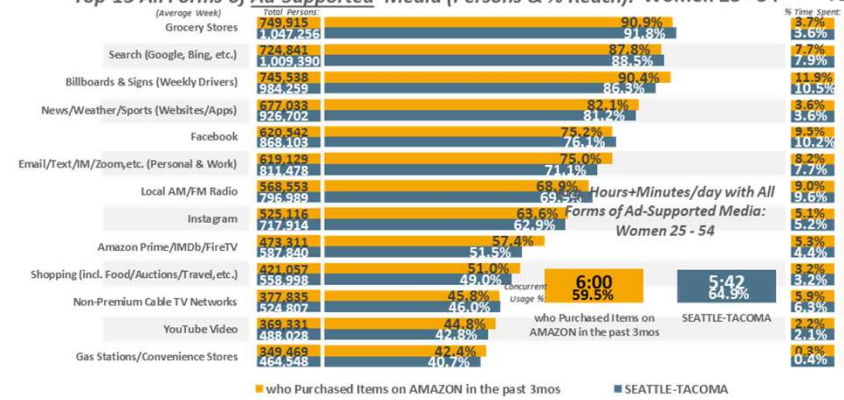
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



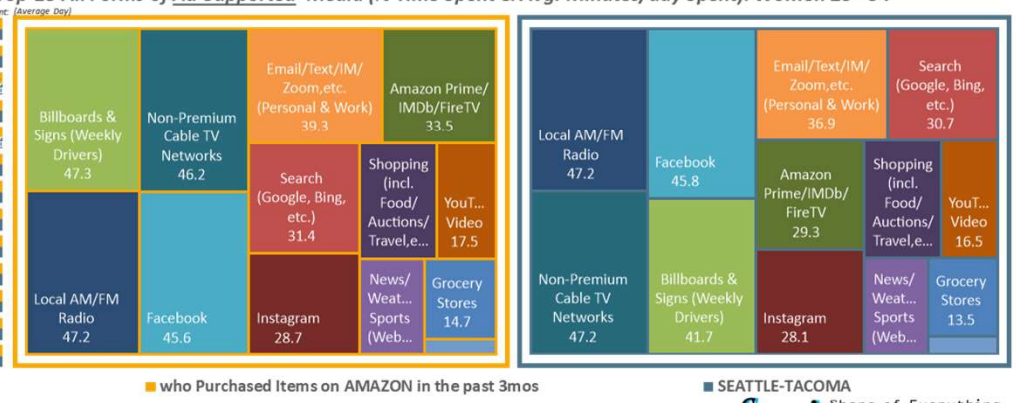
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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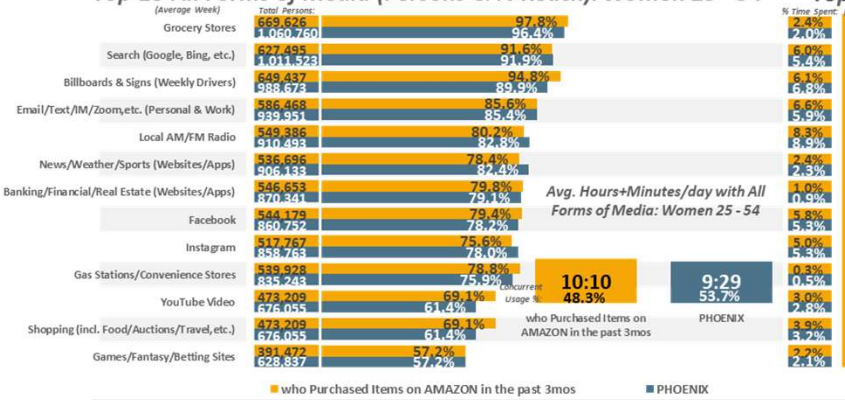
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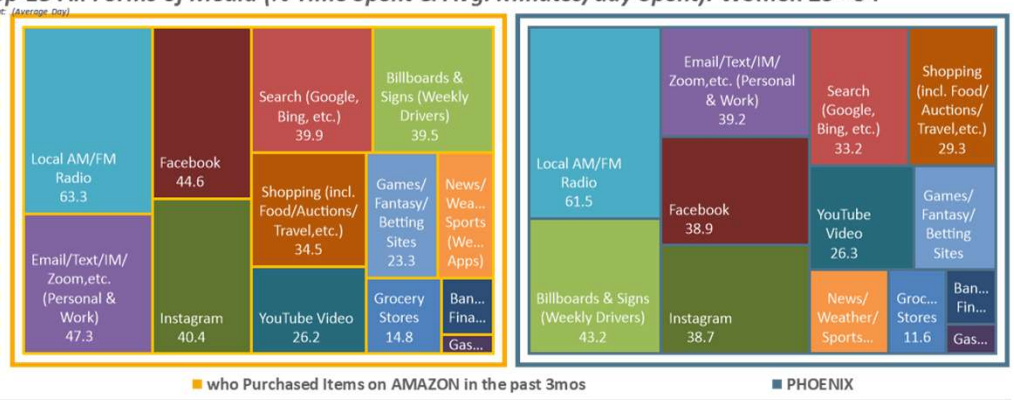
amazon PHX

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

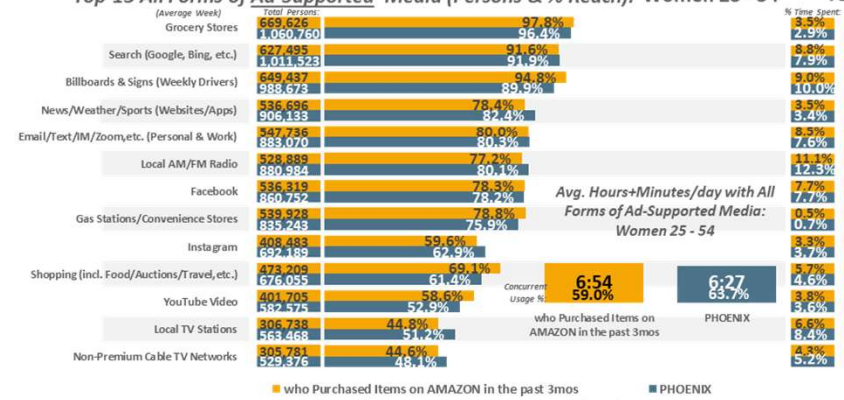
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



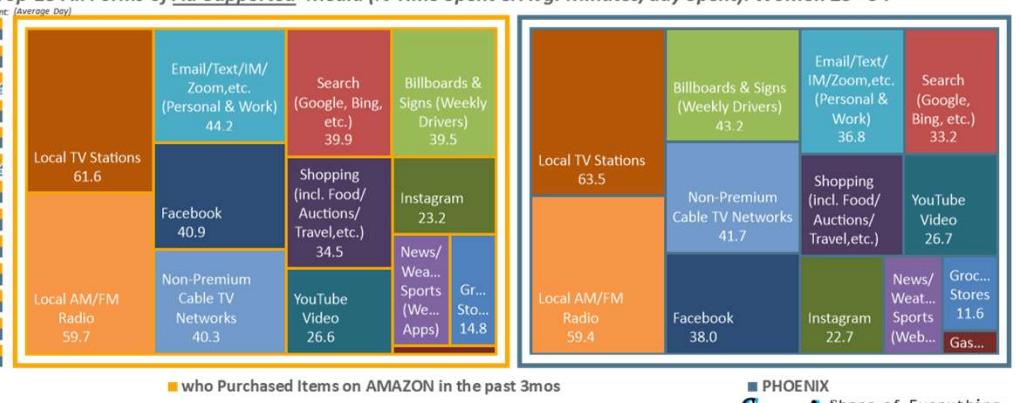
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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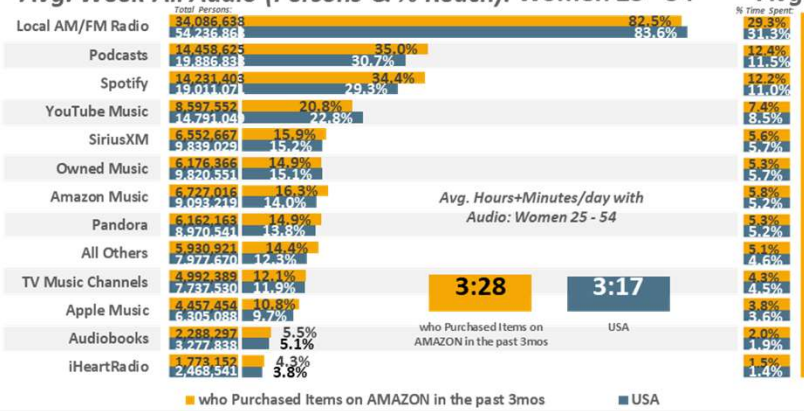
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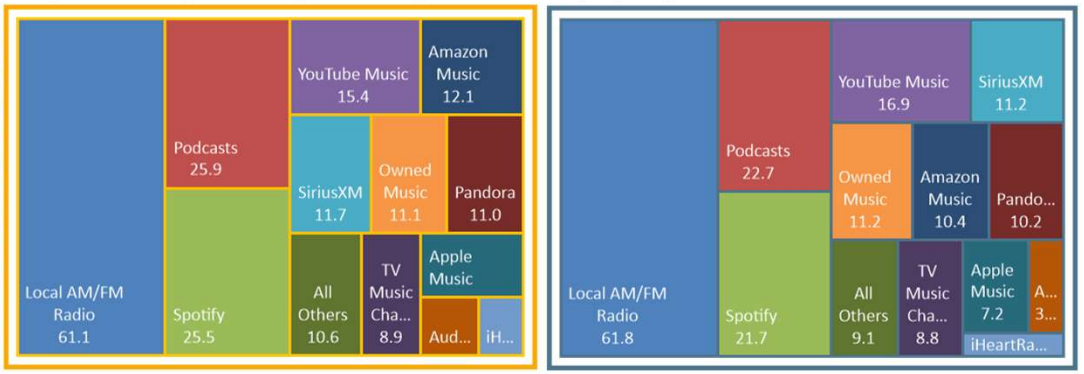


32,876,387 or 79.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

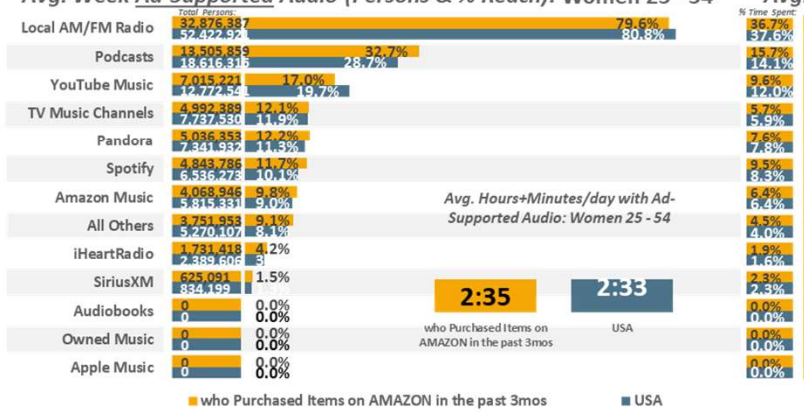
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



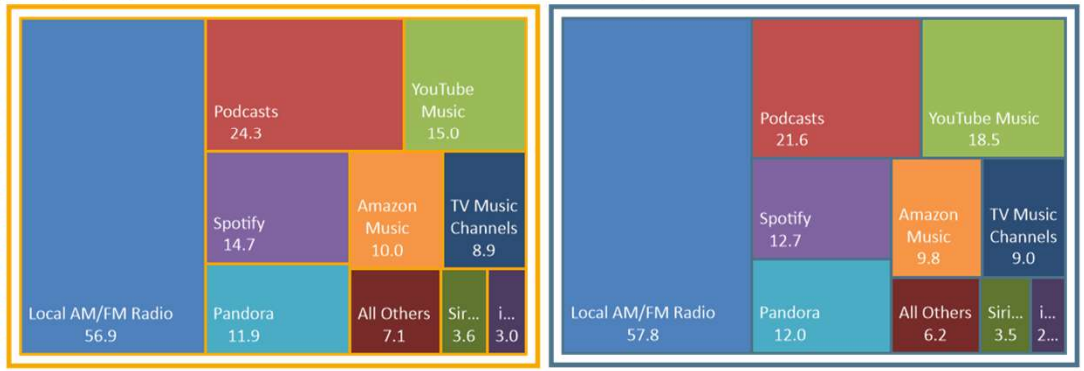
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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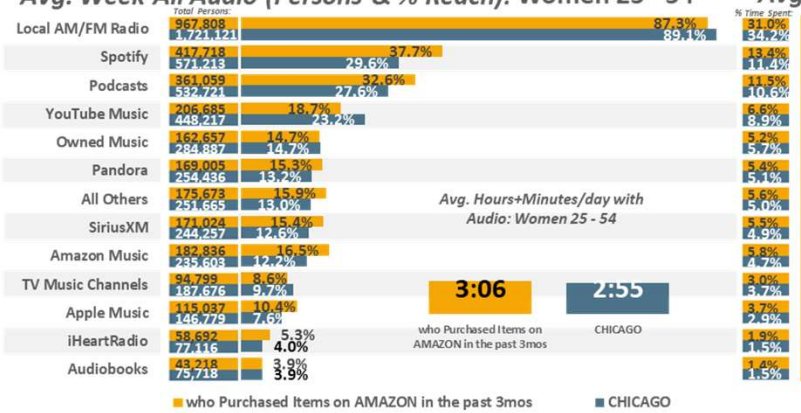
Scarborough R2 2024: Aug23-Sep24 USA Projection

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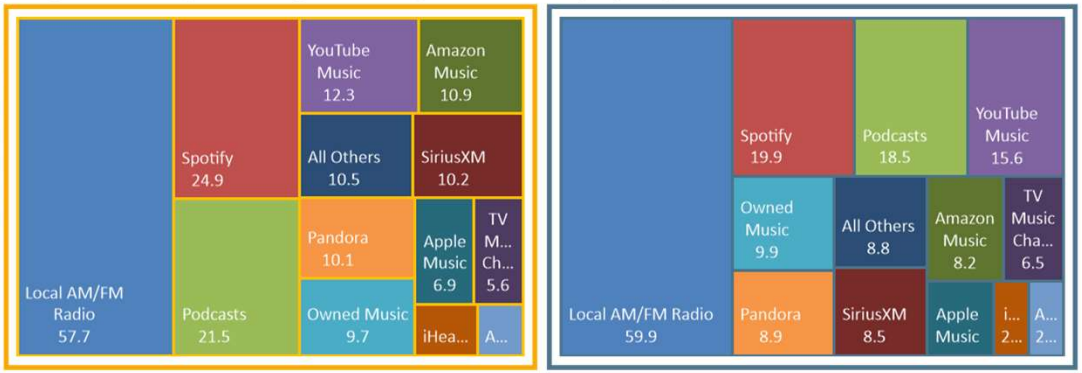
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

927,373 or 83.7% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

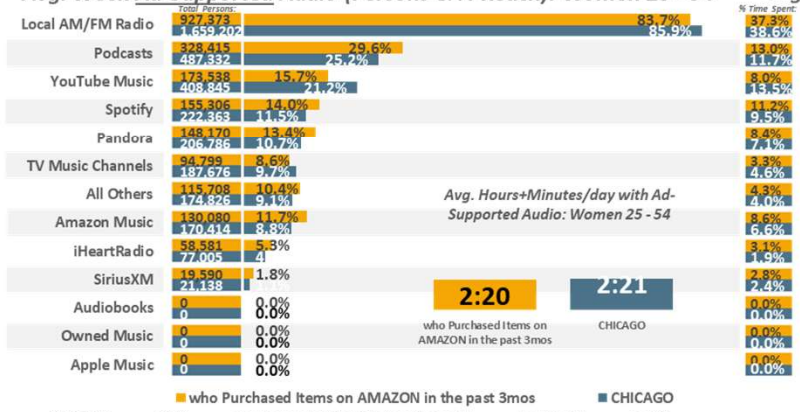
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



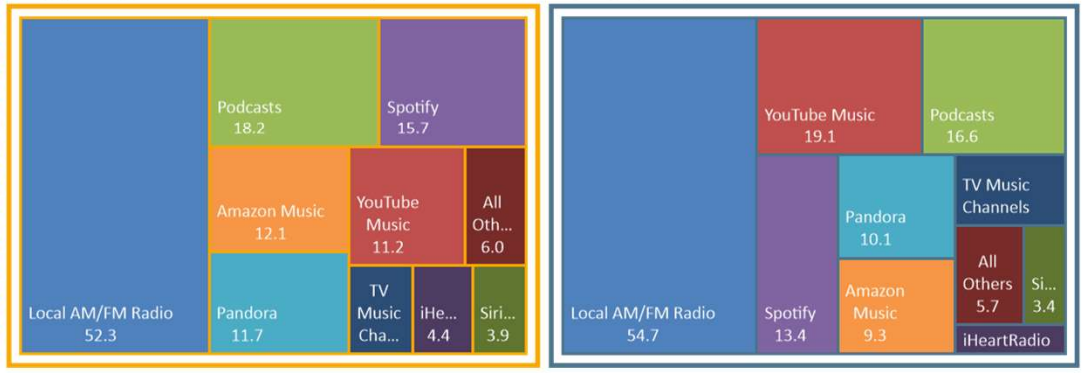
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

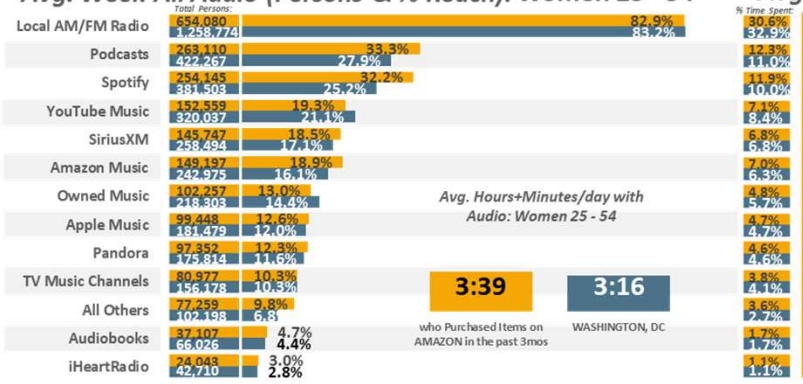
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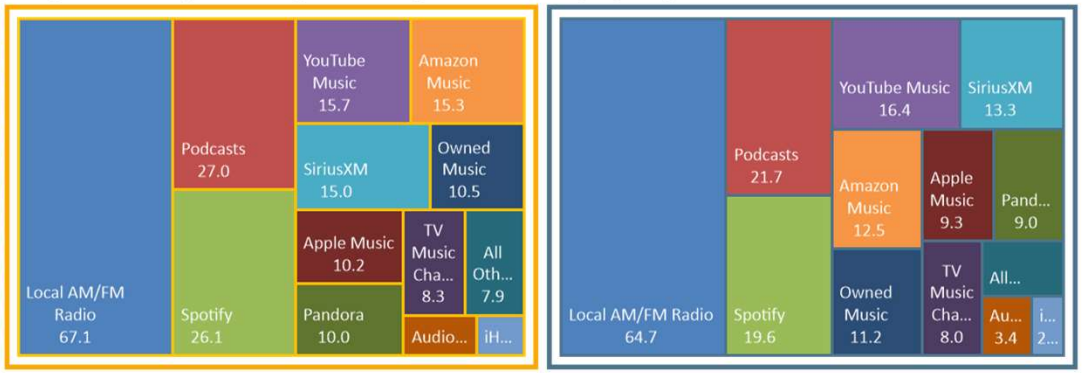
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

618,809 or 78.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

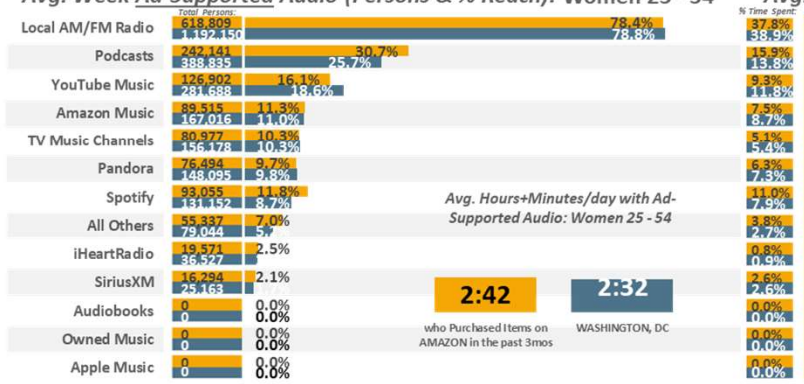
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



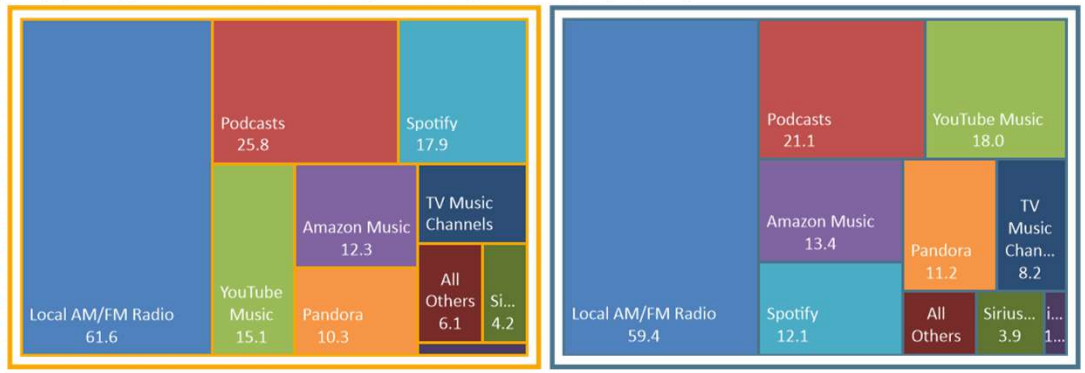
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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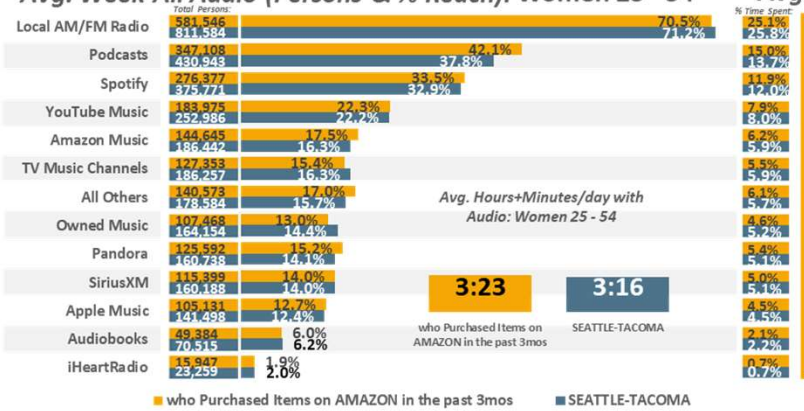
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

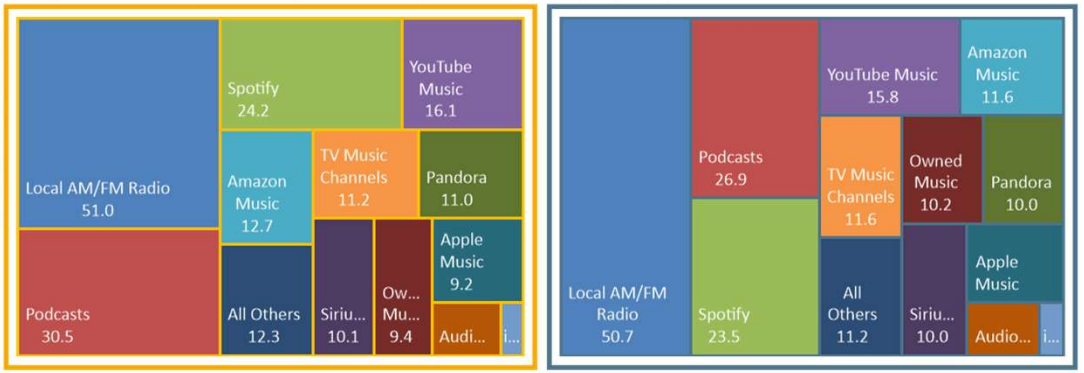
amazon SEA

568,553 or 68.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 47.2 minutes every day representing 31.% of all time spent daily with Ad-Supported Audio.

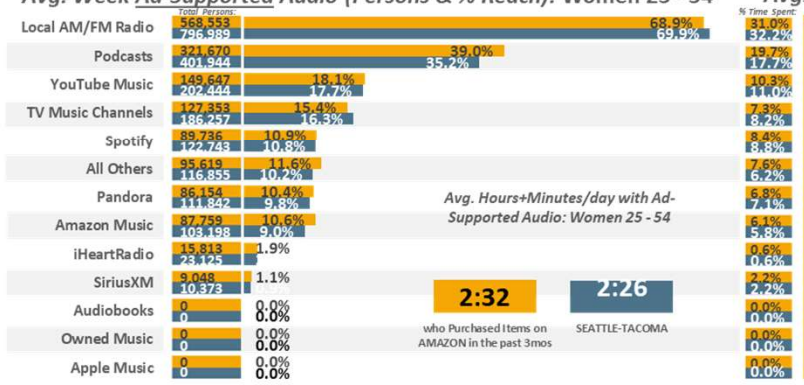
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



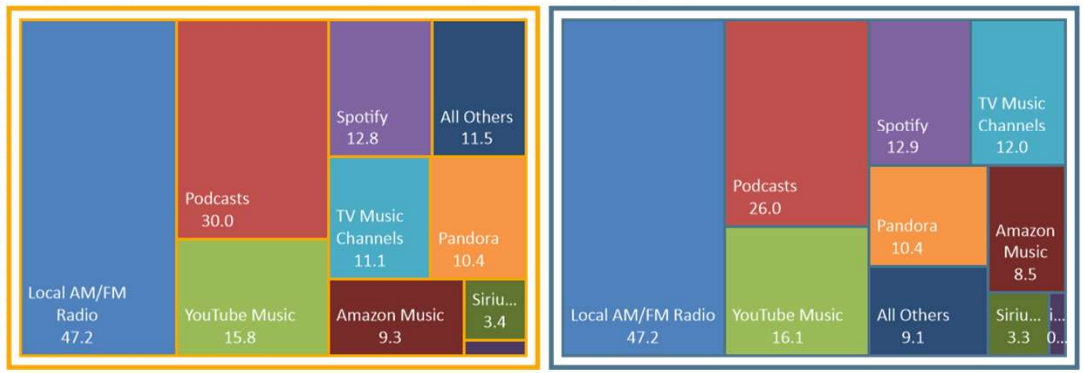
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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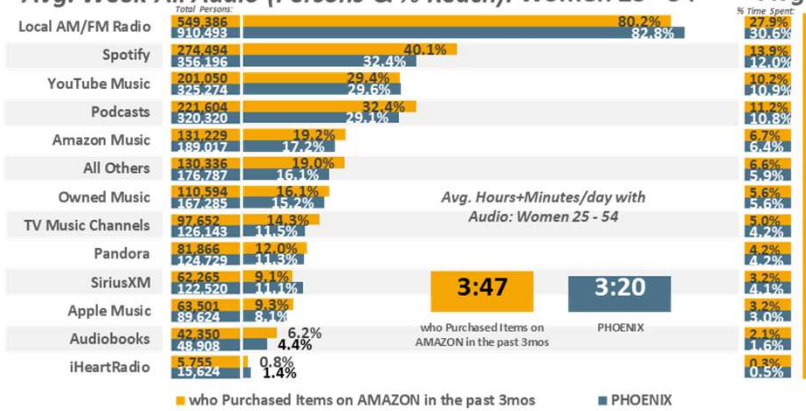
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

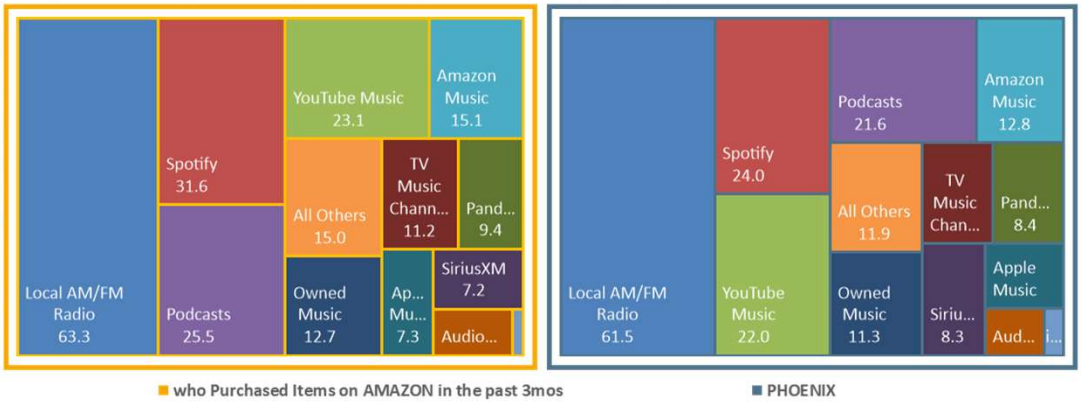
amazon PHX

528,889 or 77.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

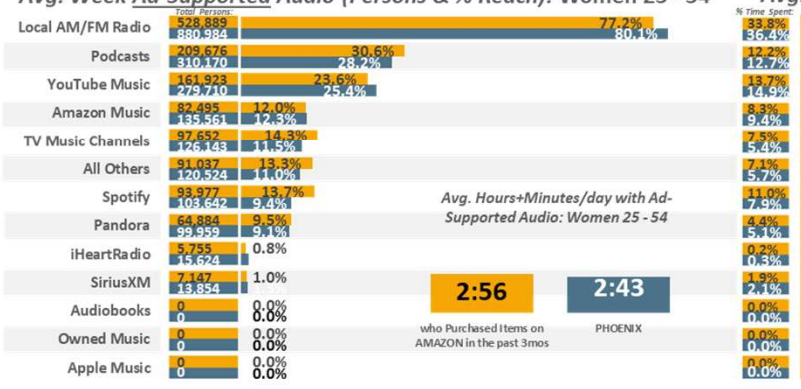
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



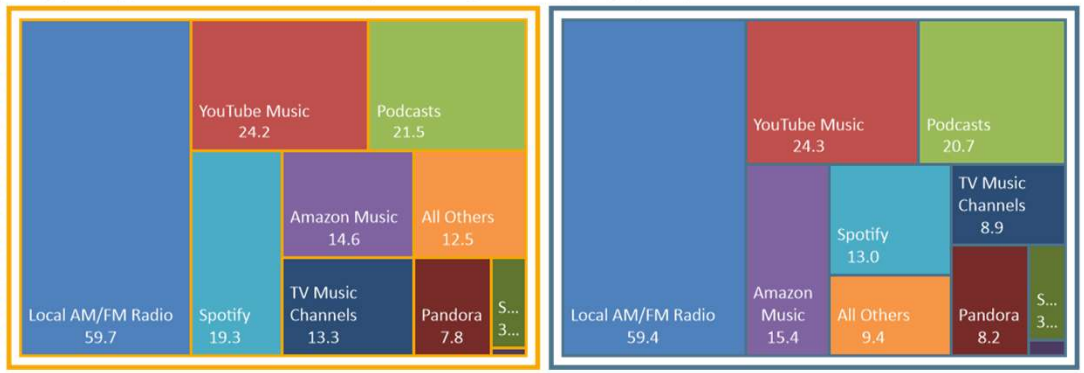
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

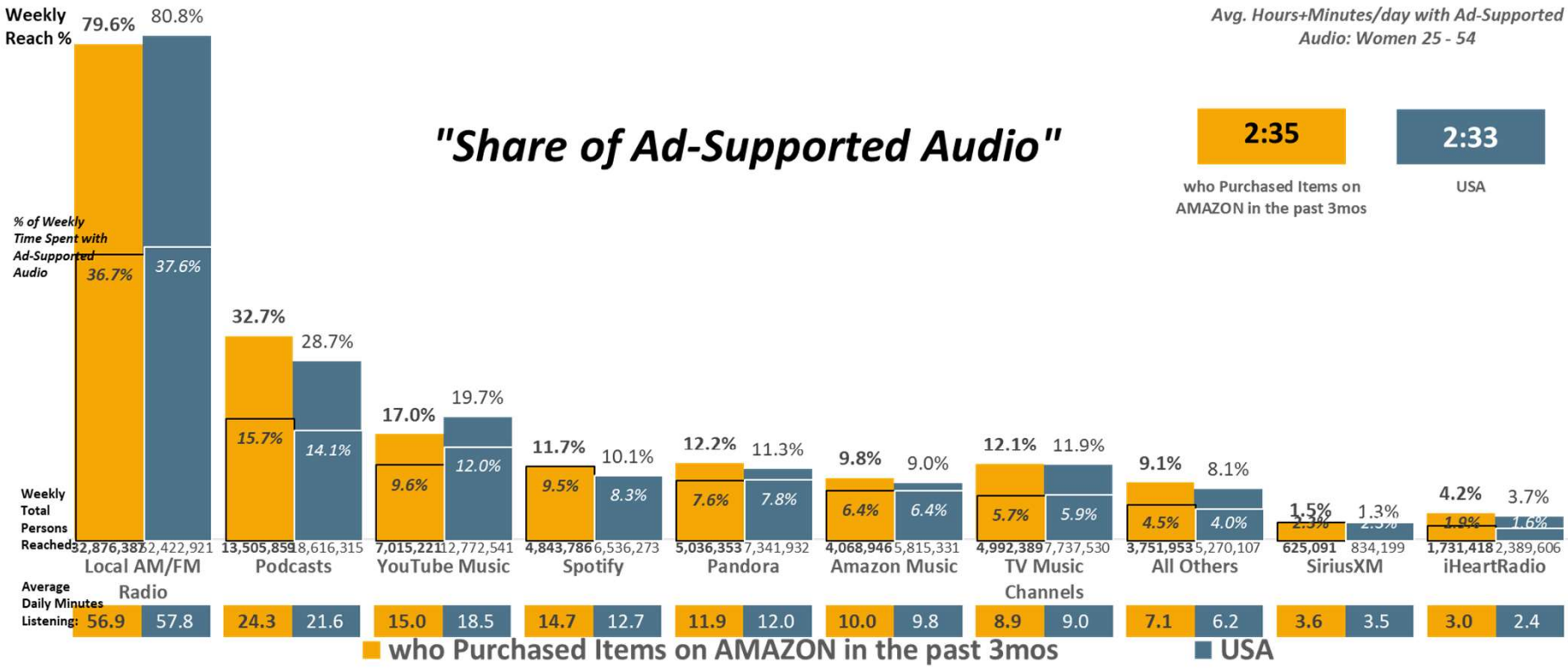
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32,876,387 or 79.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

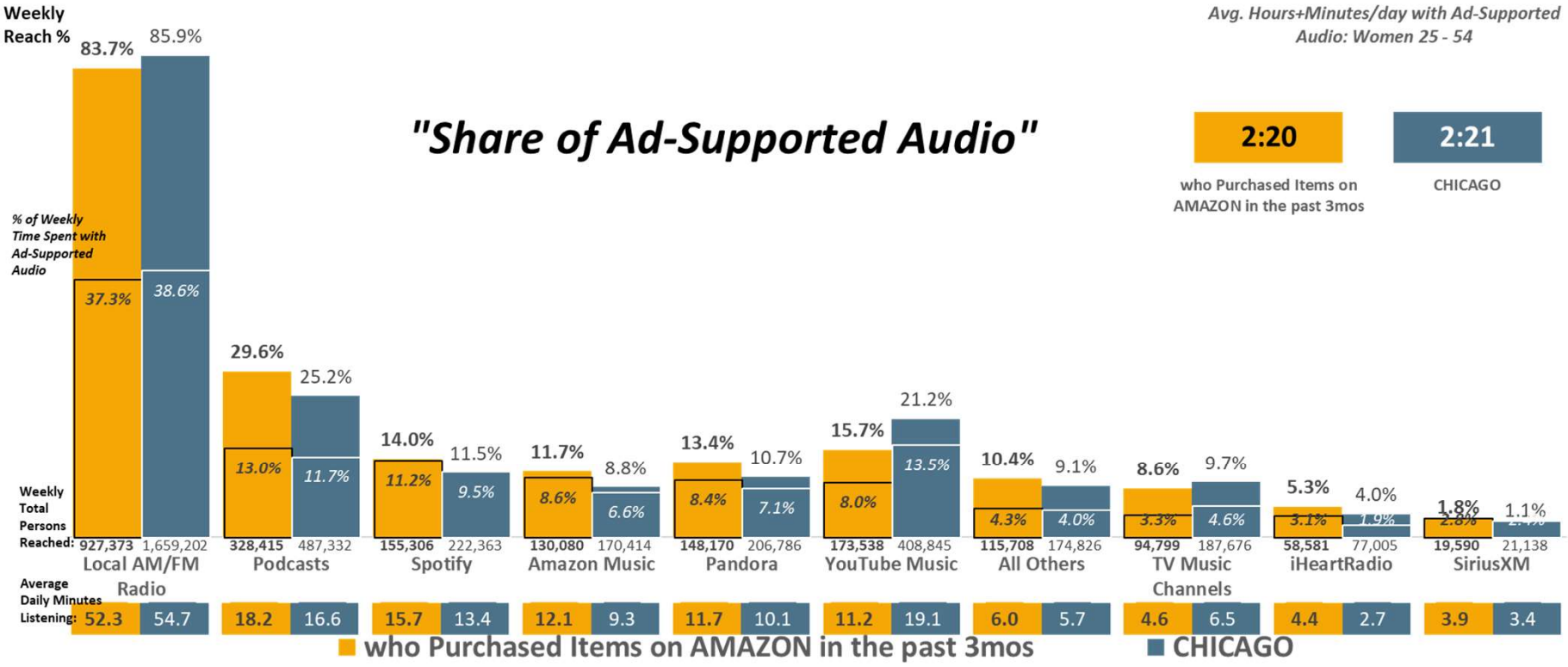
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

927,373 or 83.7% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



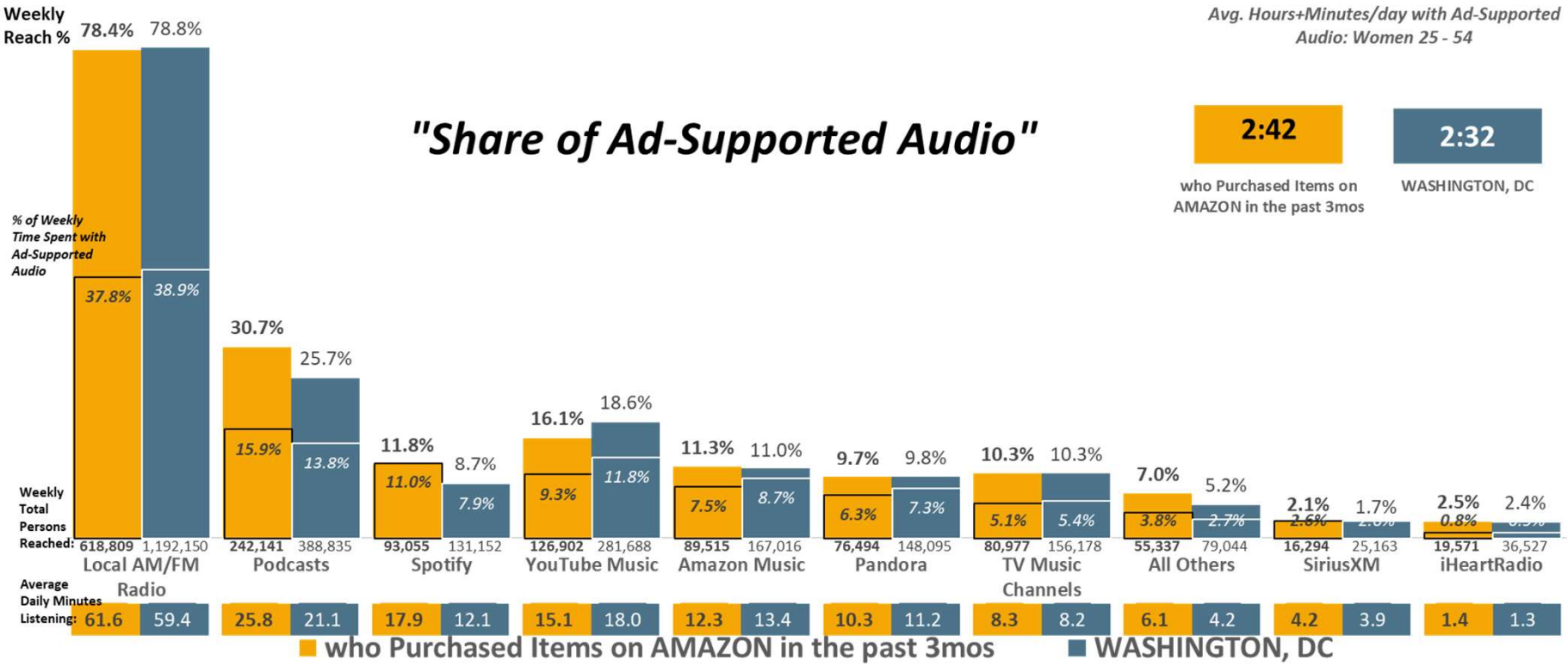
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

618,809 or 78.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.



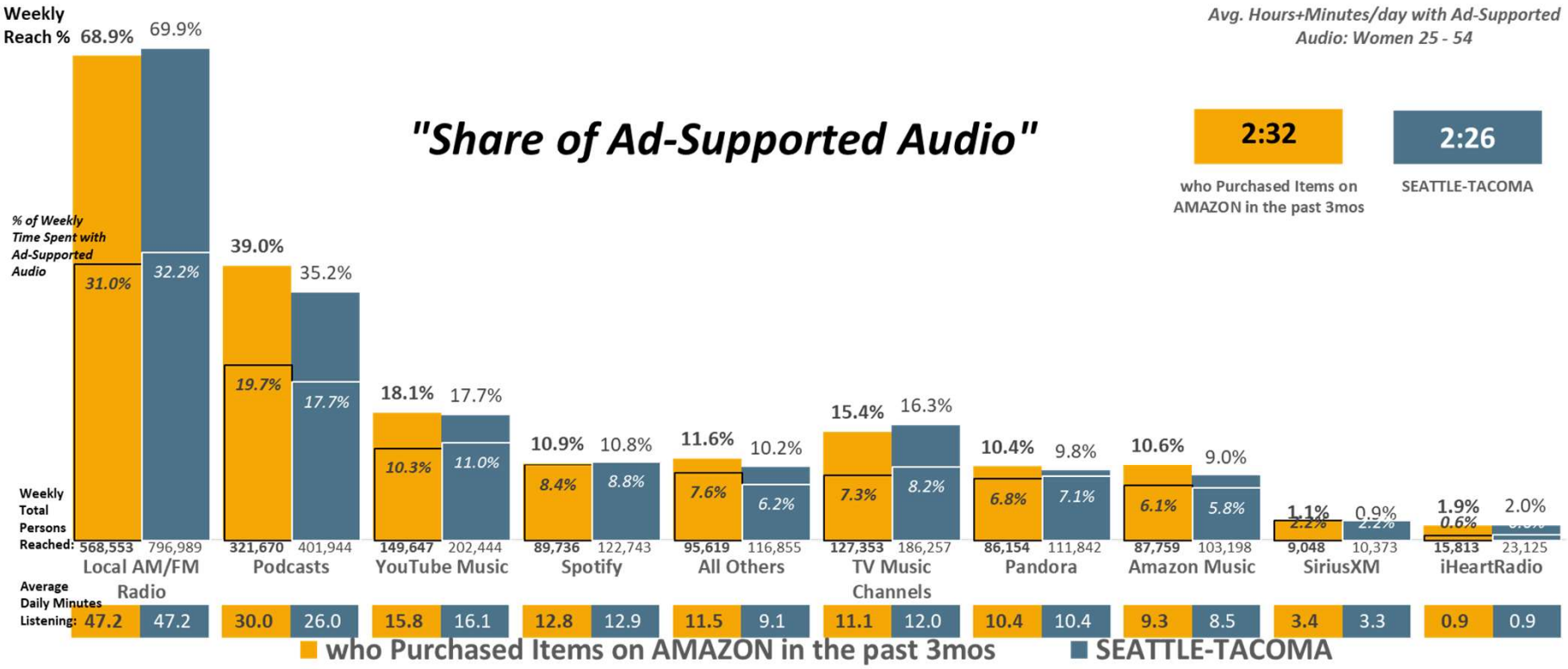
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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568,553 or 68.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 47.2 minutes every day representing 31.% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

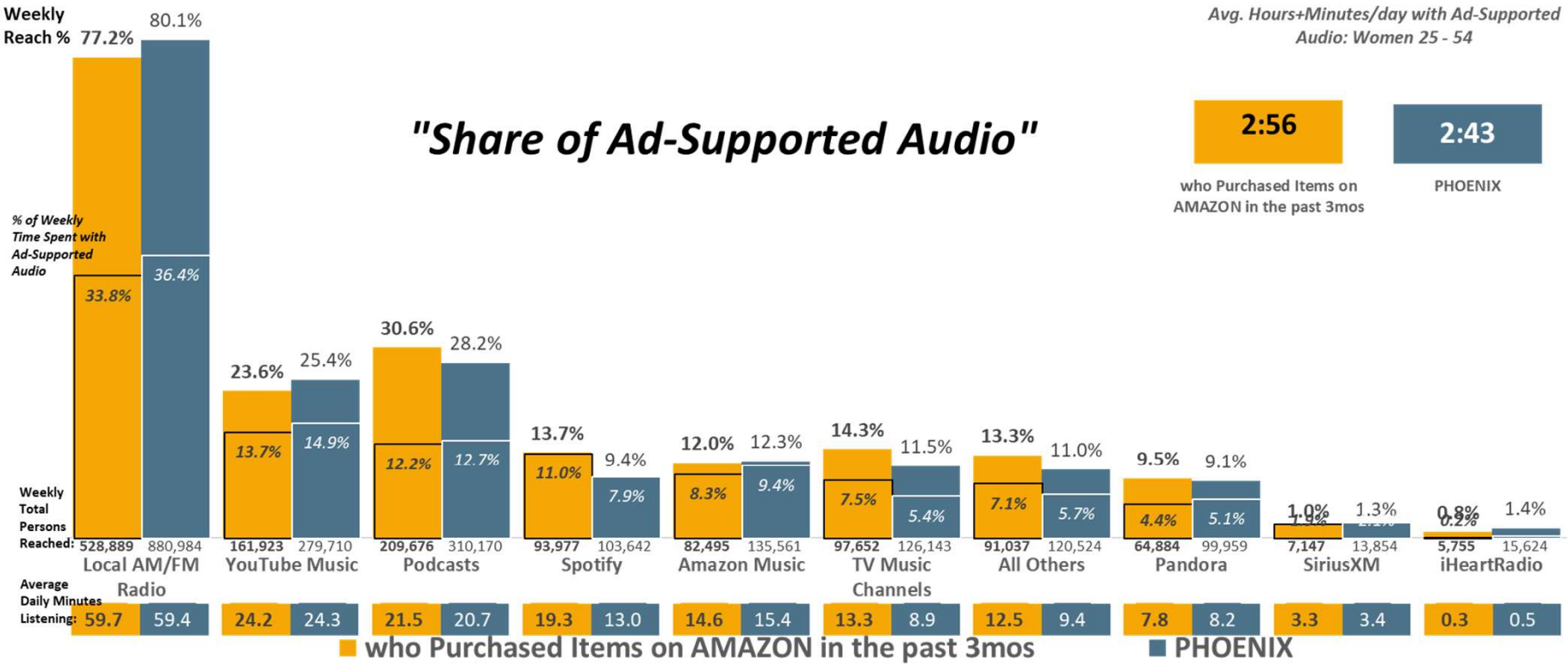
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amazon PHX

528,889 or 77.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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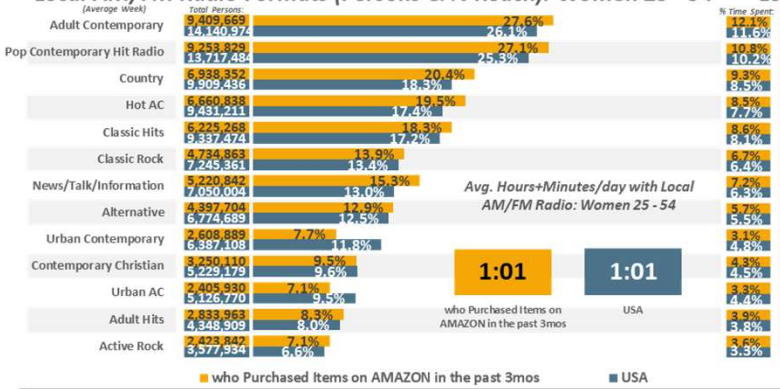
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

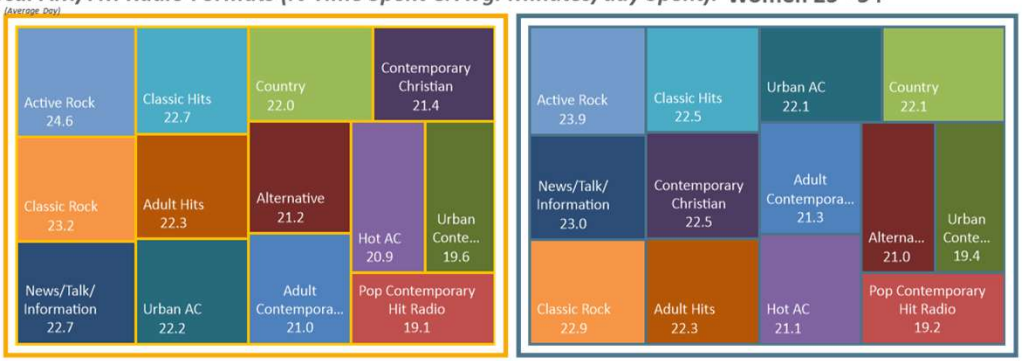


32,876,387 or 79.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

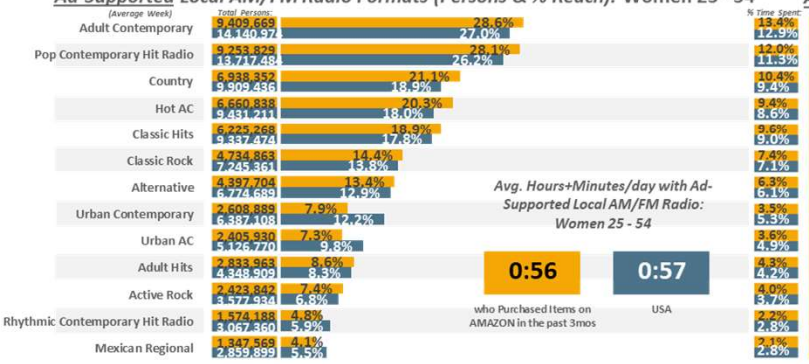
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



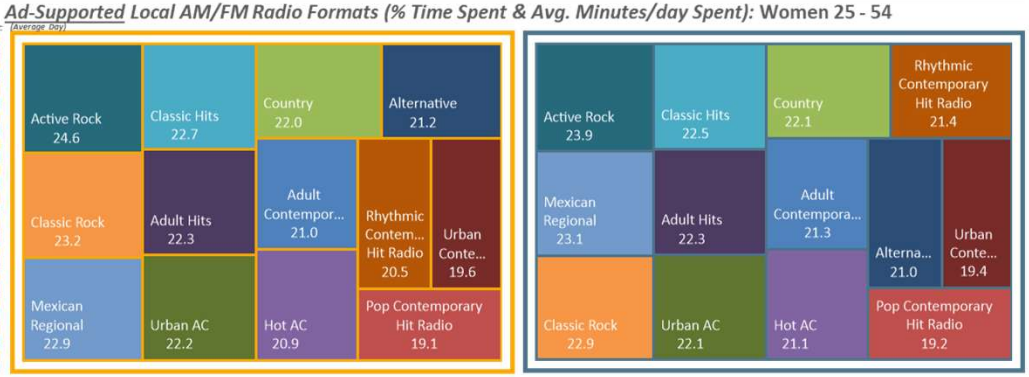
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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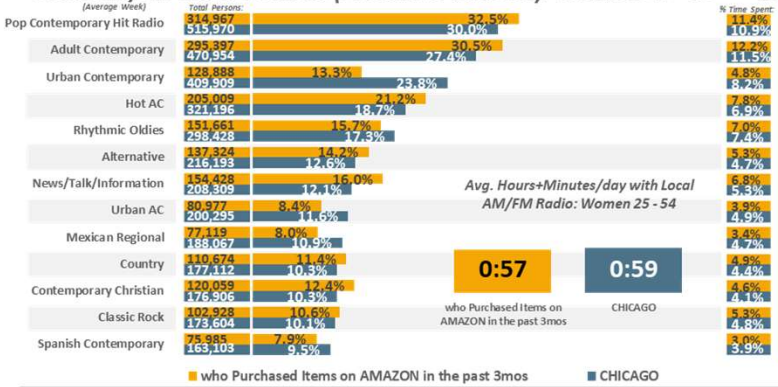
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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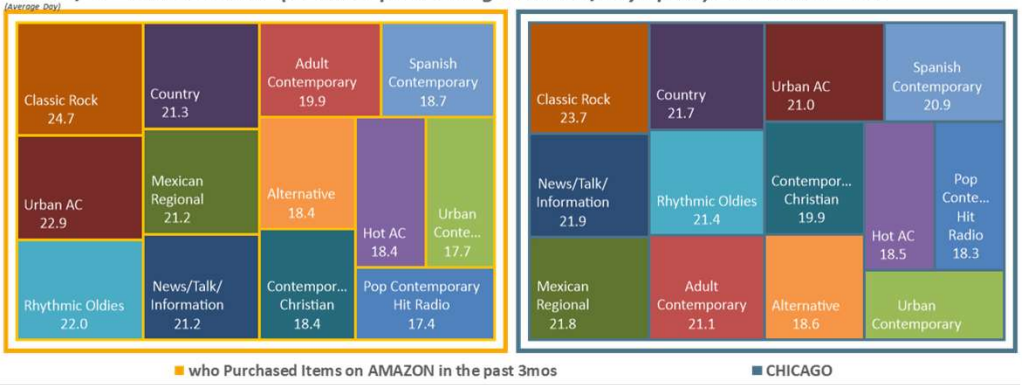
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

927,373 or 83.7% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Rhythmic Oldies, and Alternative.

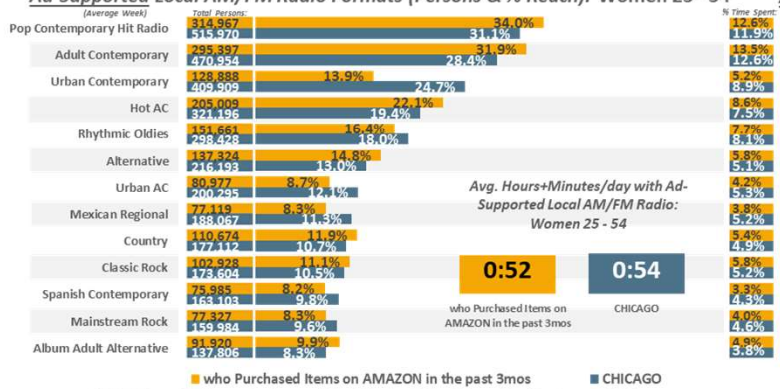
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



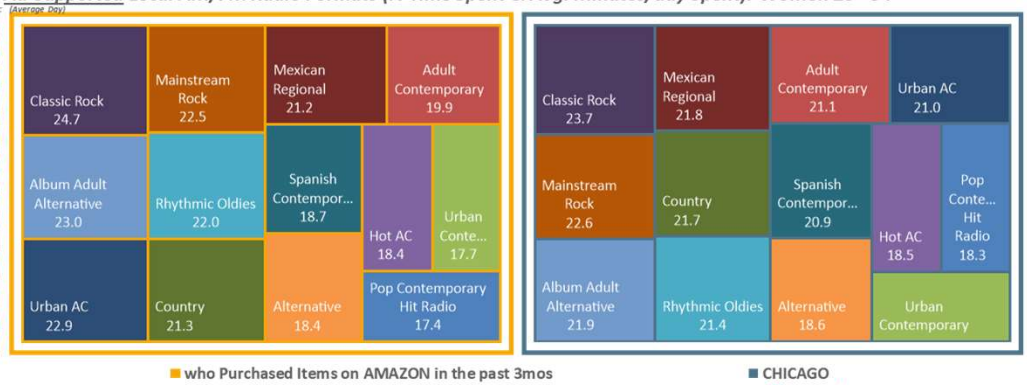
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

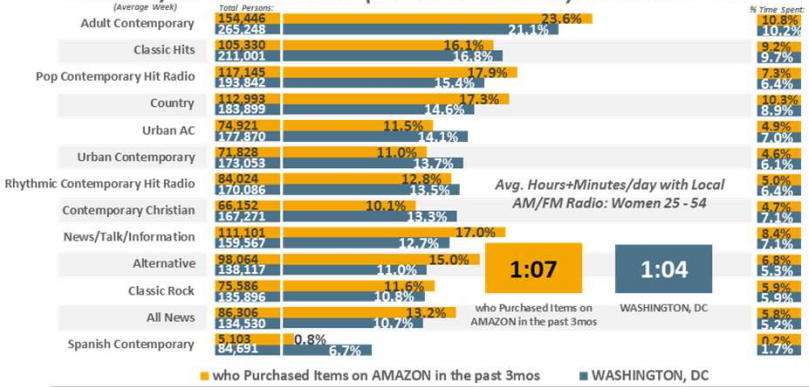
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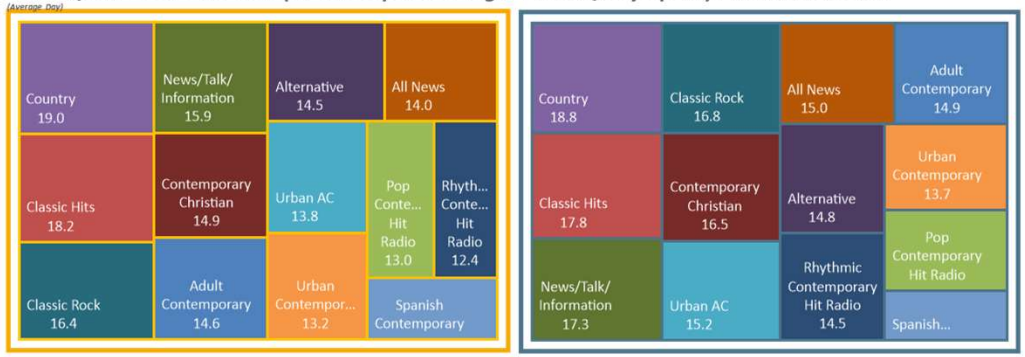
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618,809 or 78.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Alternative.

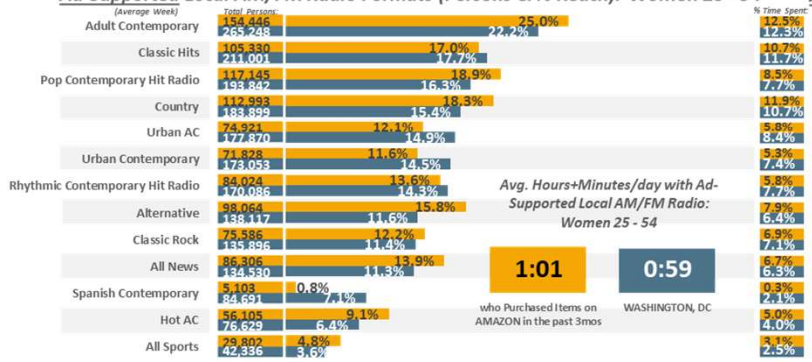
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



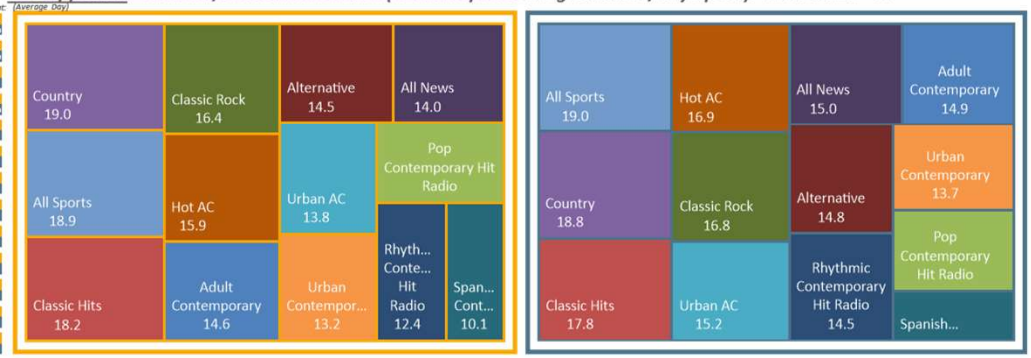
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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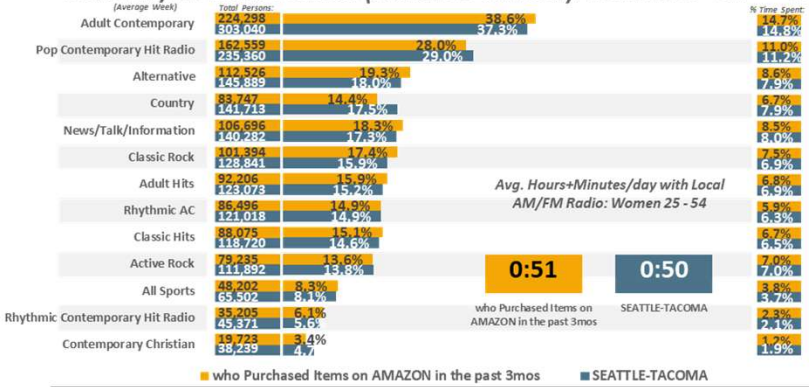
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

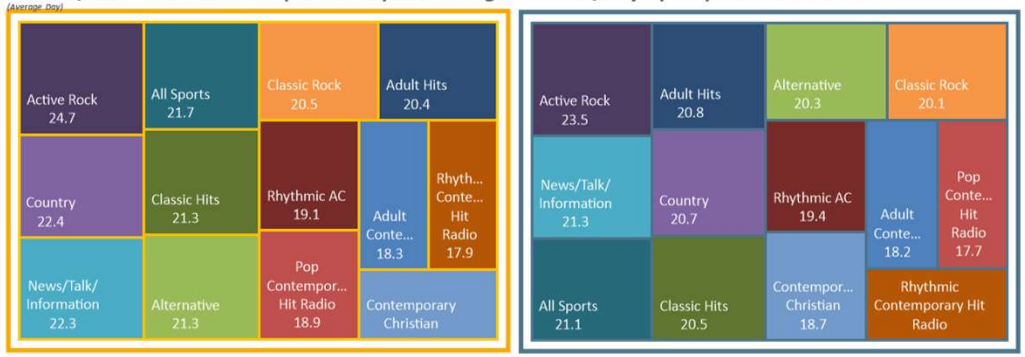
amazon SEA

568,553 or 68.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Adult Hits.

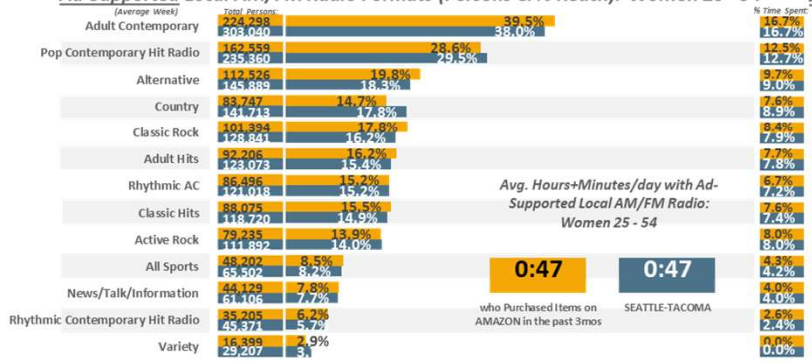
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



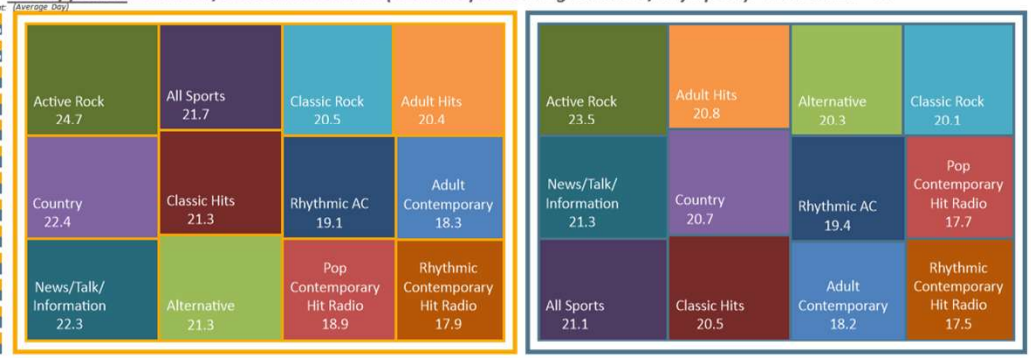
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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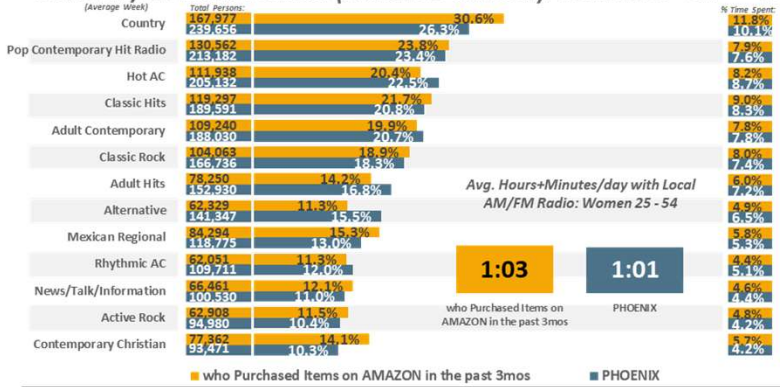
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

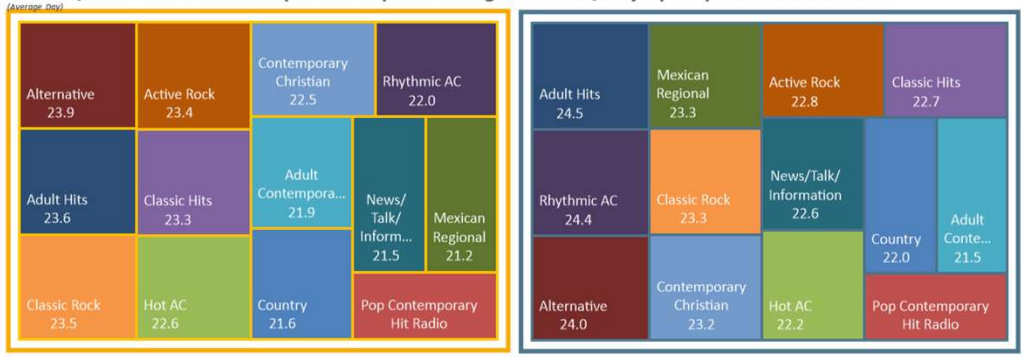
amazon PHX

528,889 or 77.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Adult Contemporary.

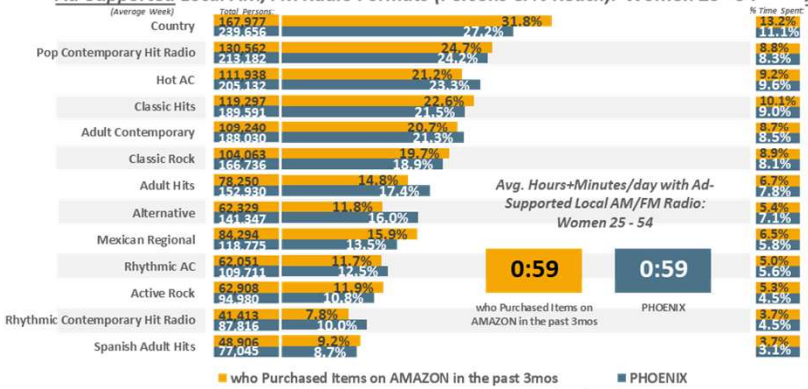
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



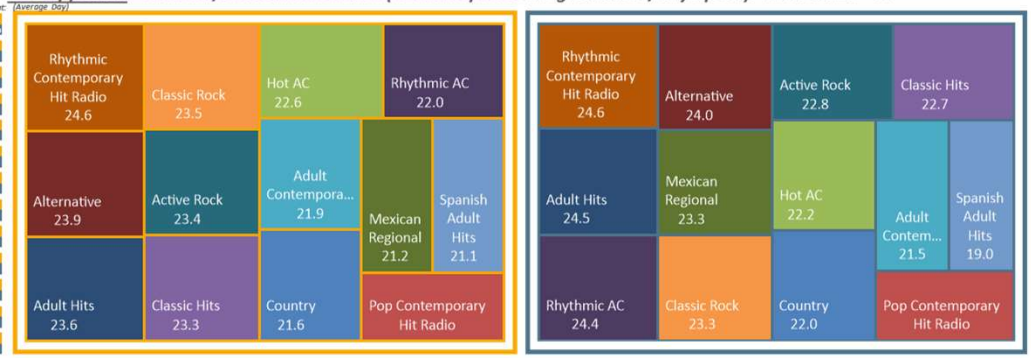
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

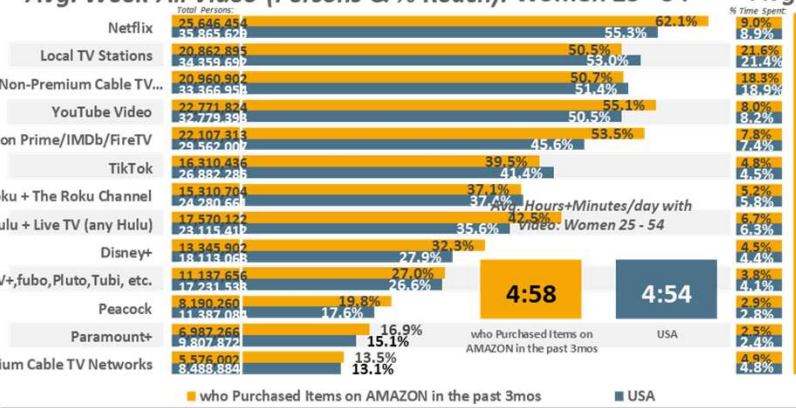
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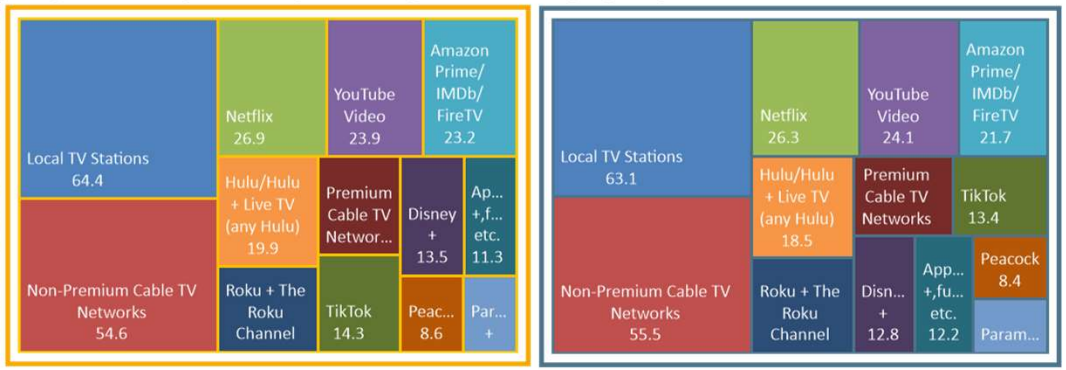
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

20,631,569 or 49.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 54

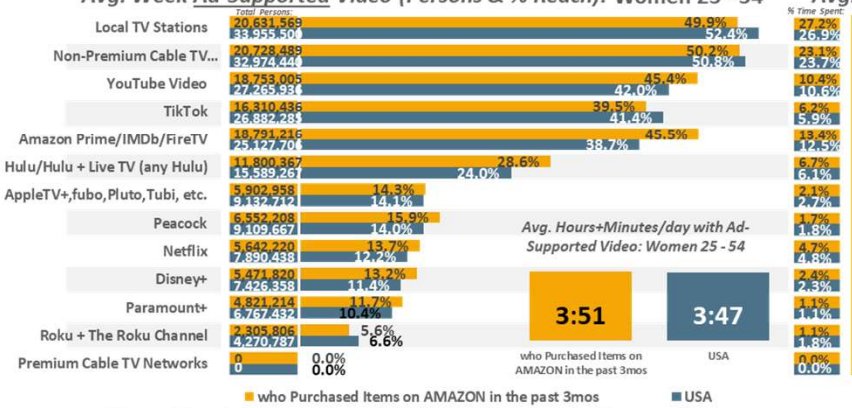


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

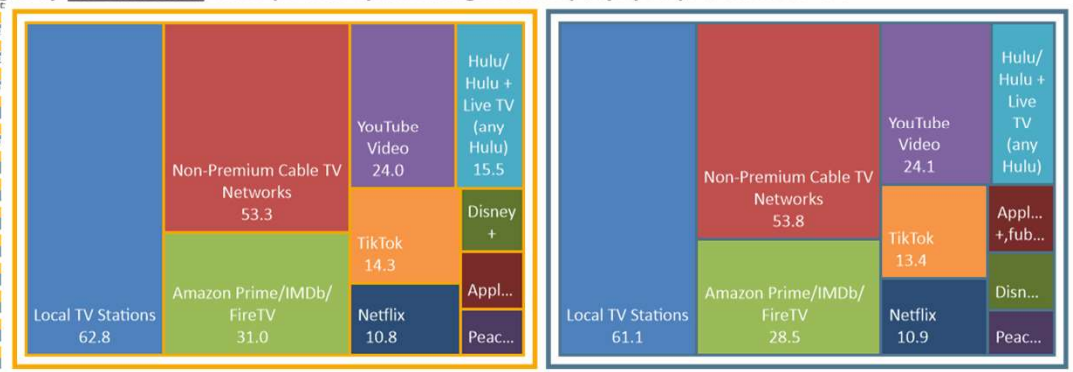


who Purchased Items on AMAZON in the past 3mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



who Purchased Items on AMAZON in the past 3mos ■ USA

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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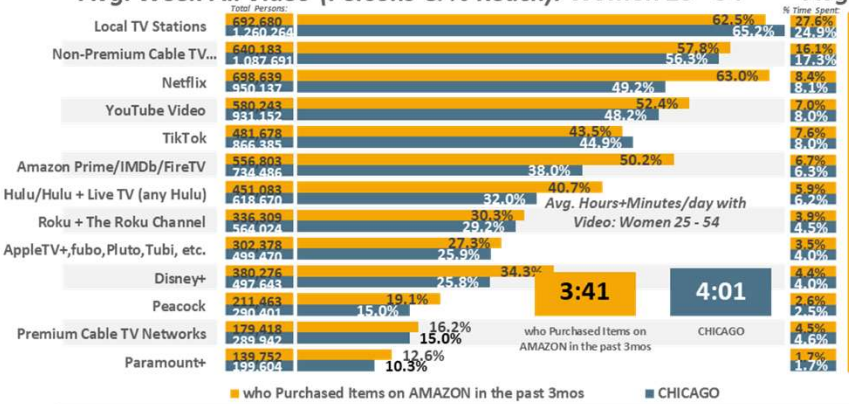
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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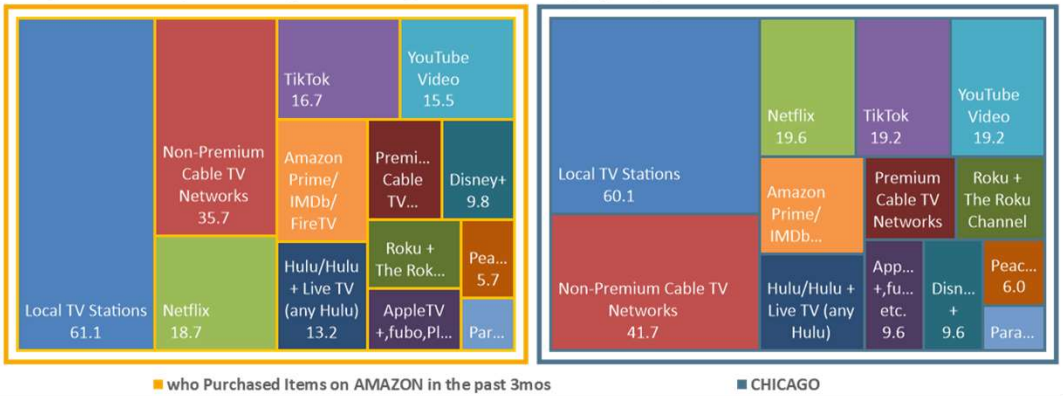
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

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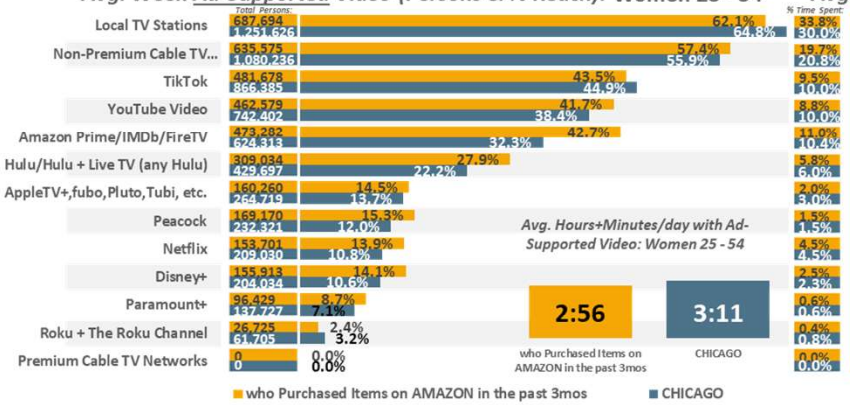
Avg. Week All Video (Persons & % Reach): Women 25 - 54



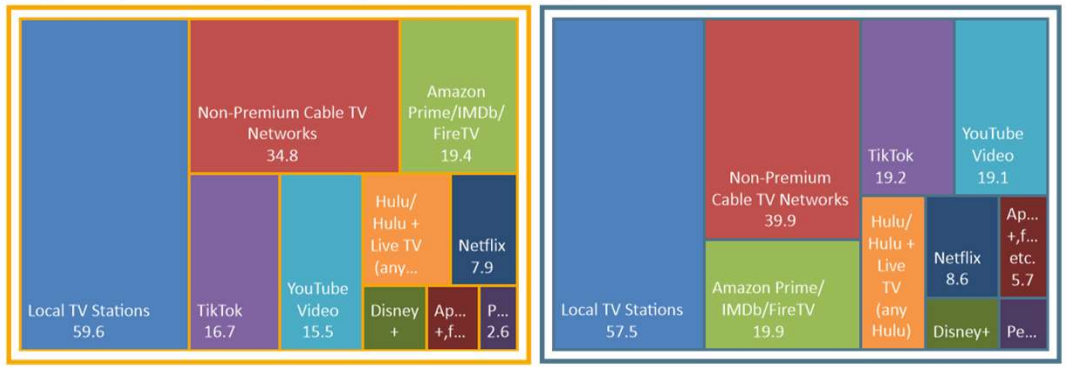
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

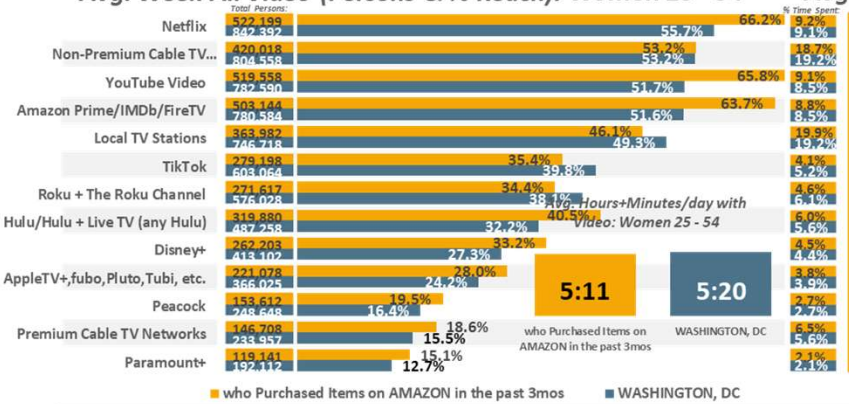
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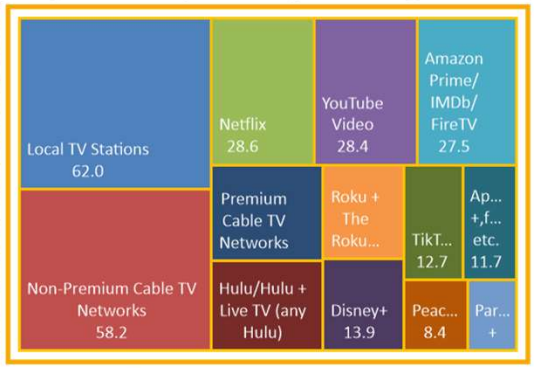
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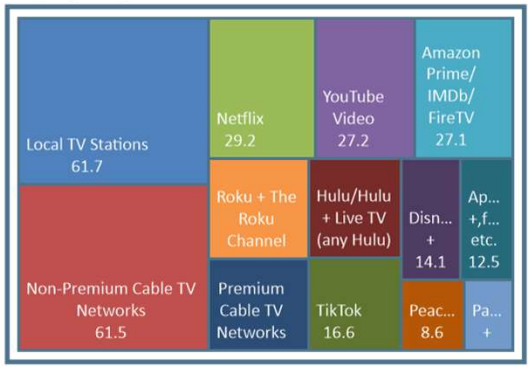
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Avg. Week All Video (Persons & % Reach): Women 25 - 54

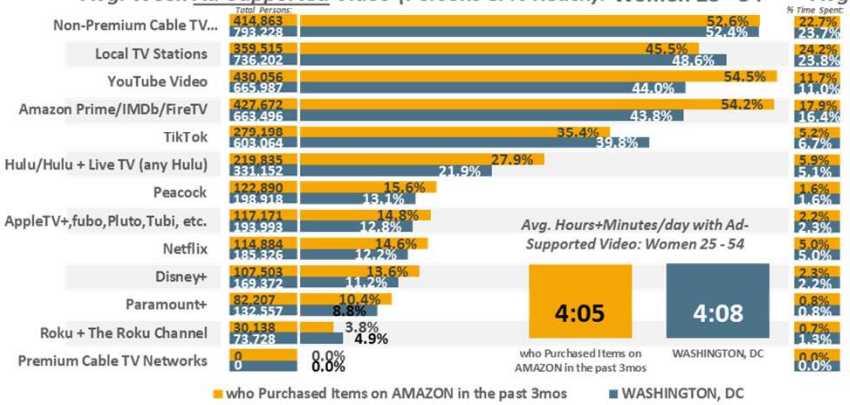


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

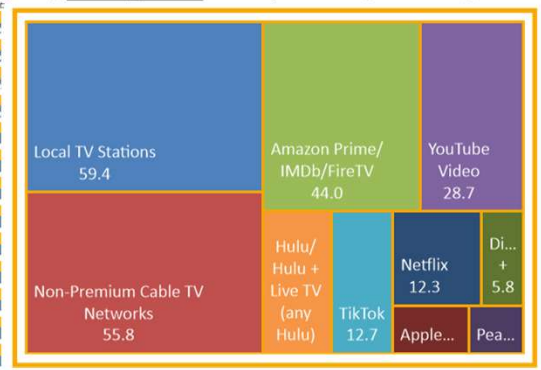


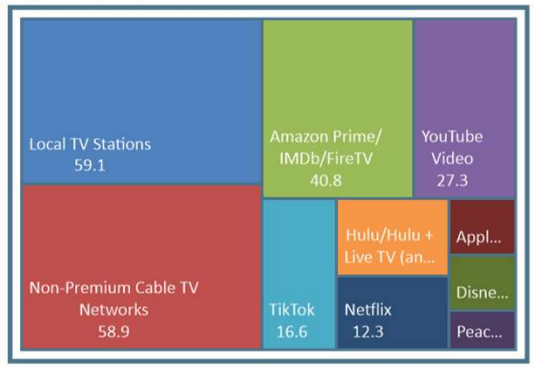


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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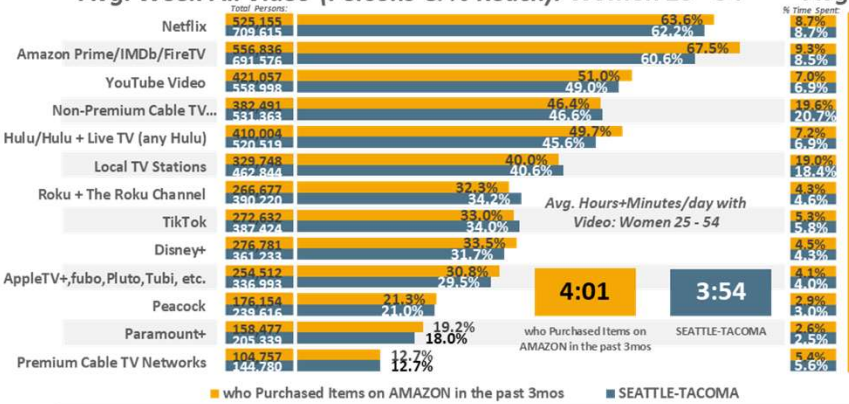
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

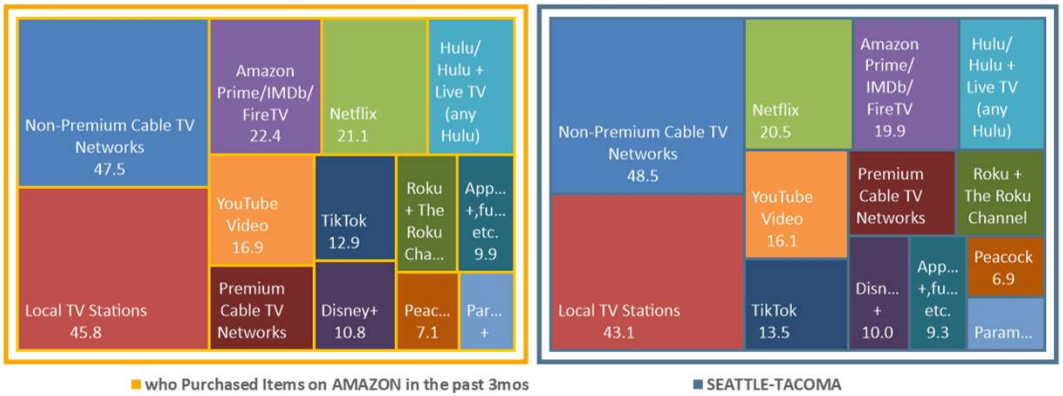


325,734 or 39.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations for an average of 44.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

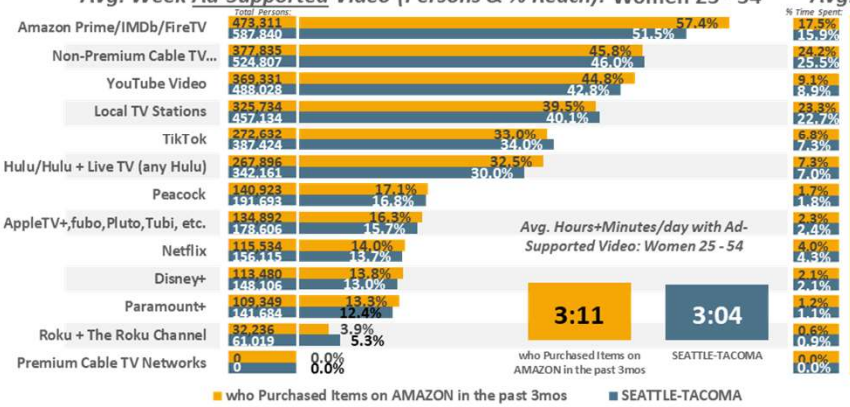
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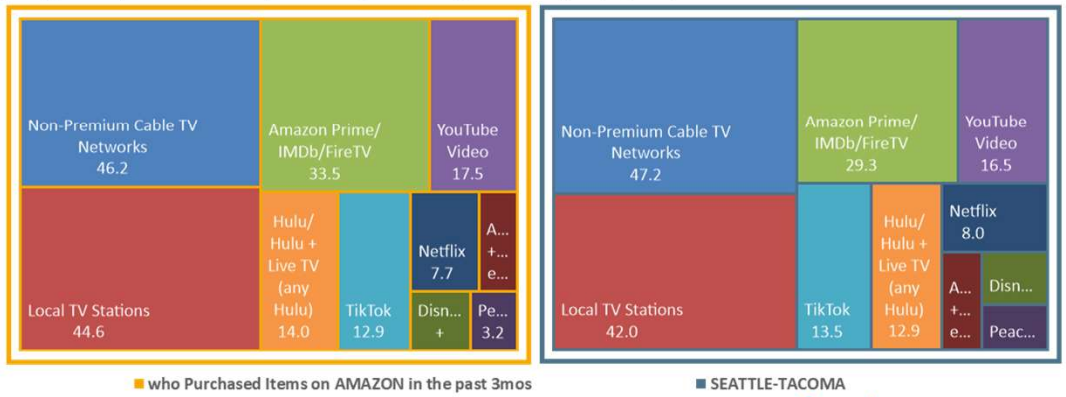
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

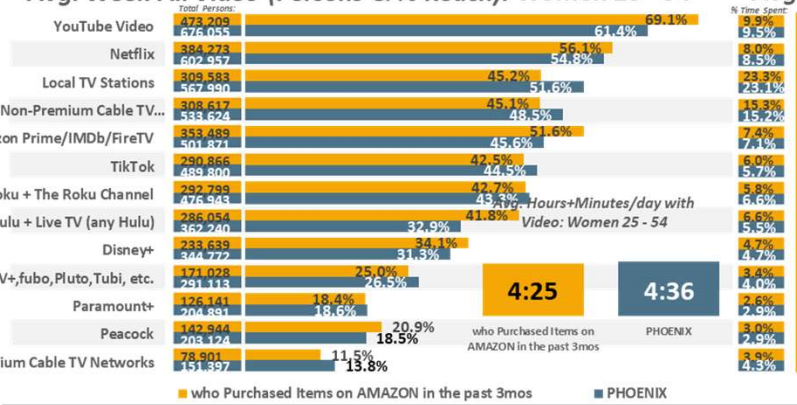
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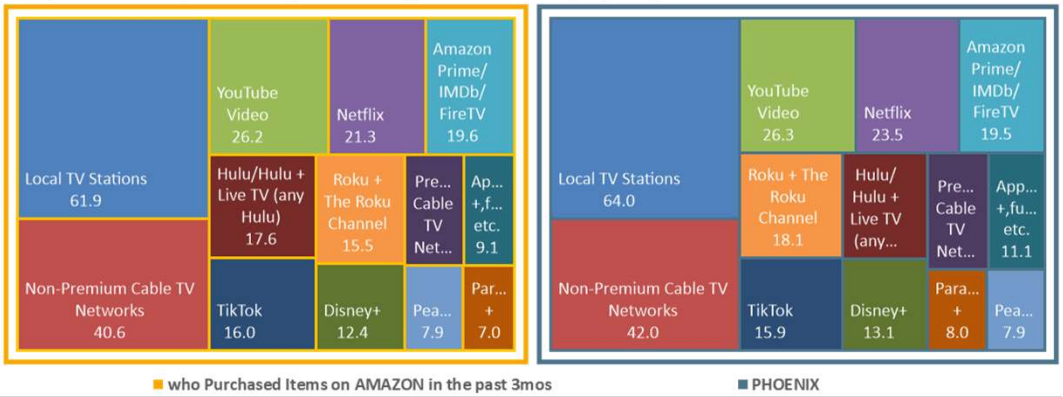
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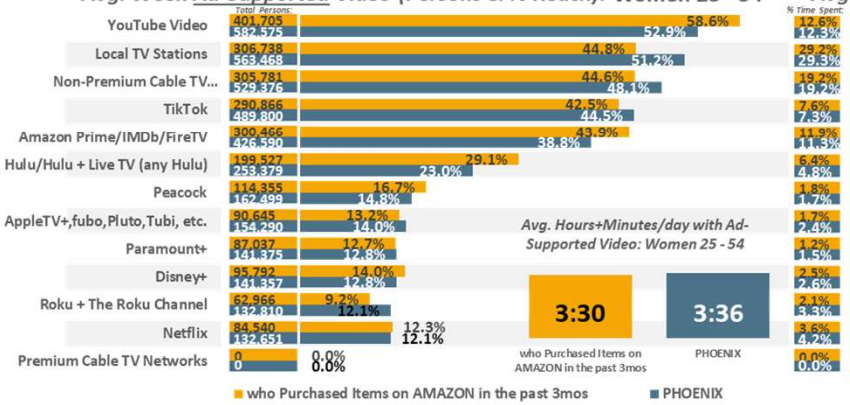
Avg. Week All Video (Persons & % Reach): Women 25 - 54



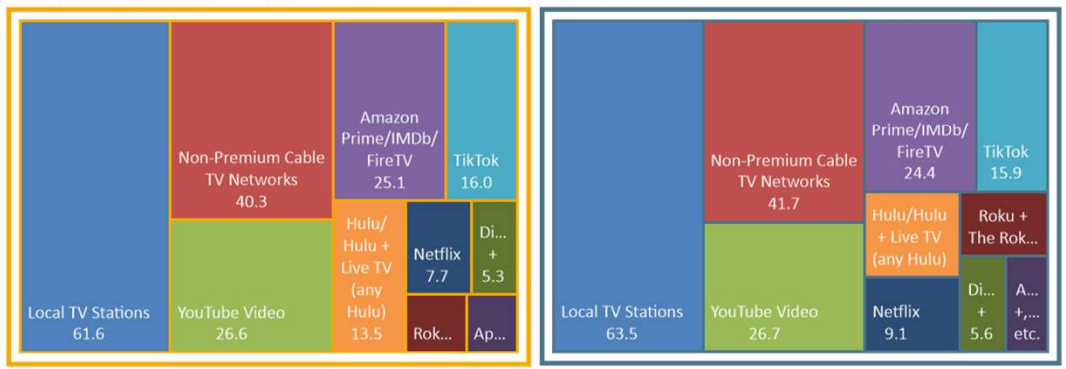
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

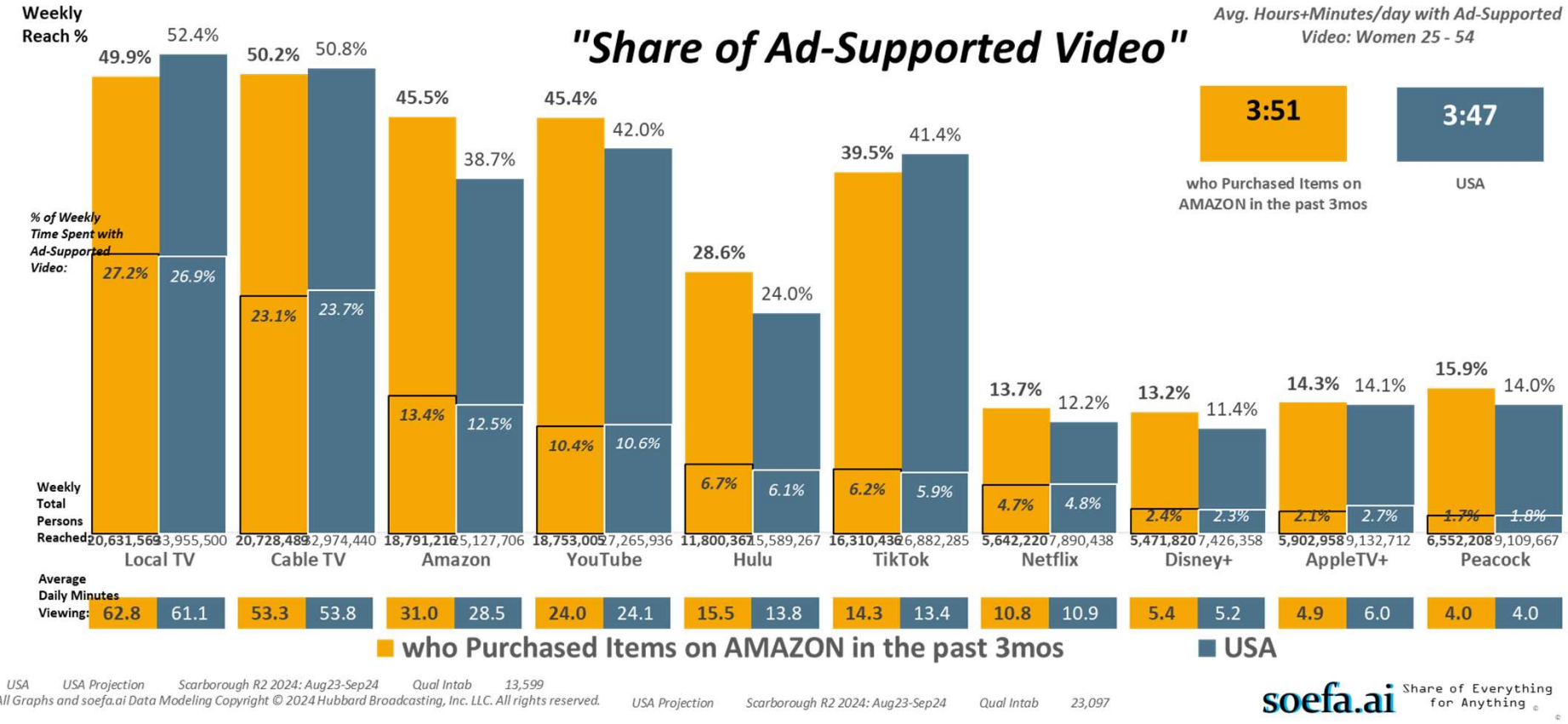
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20,631,569 or 49.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

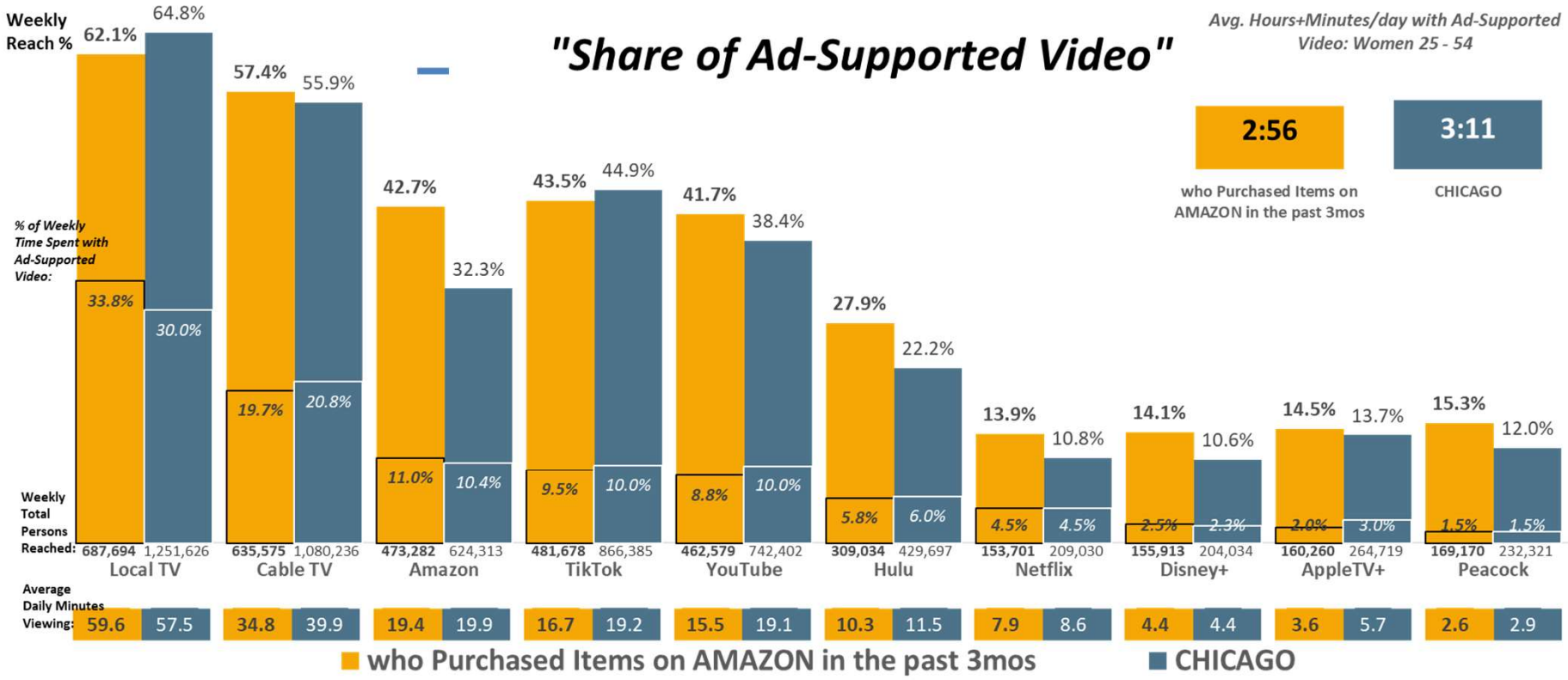
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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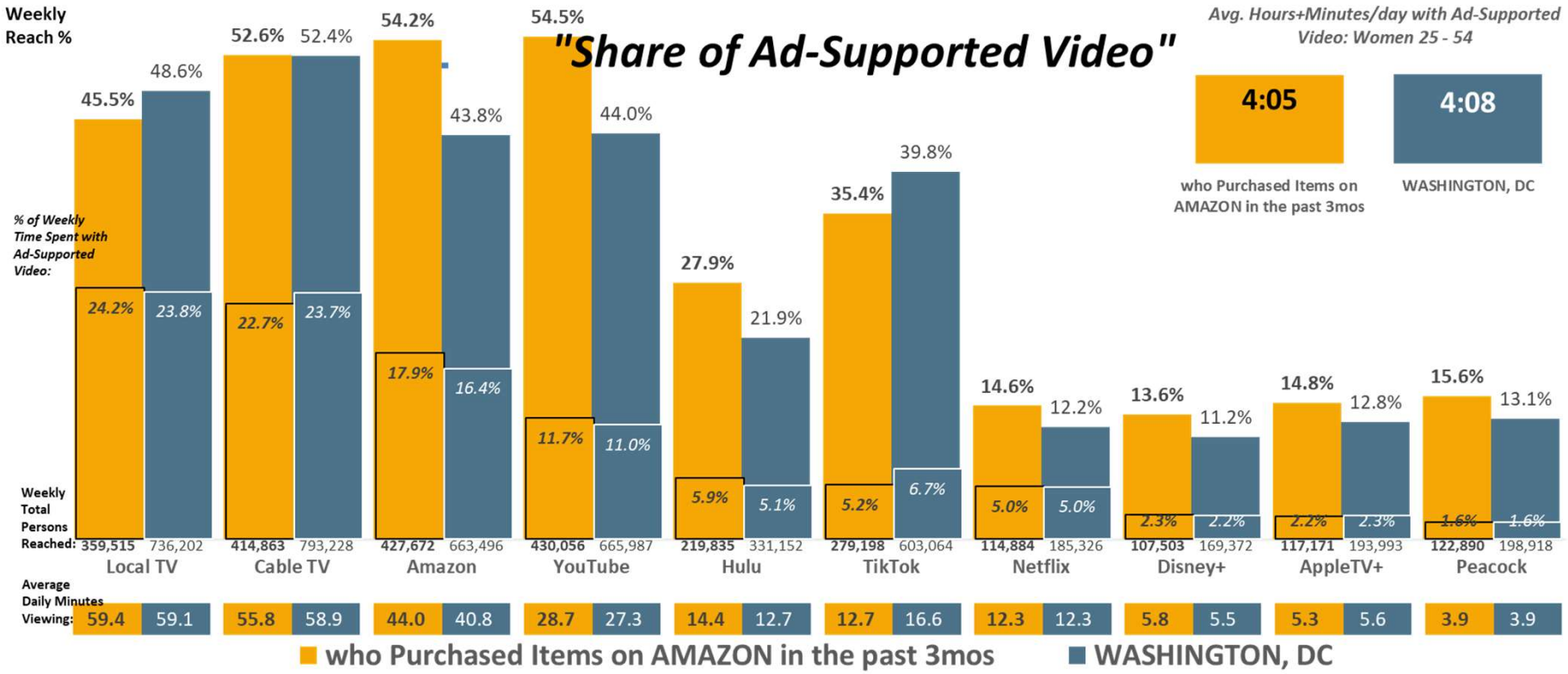
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

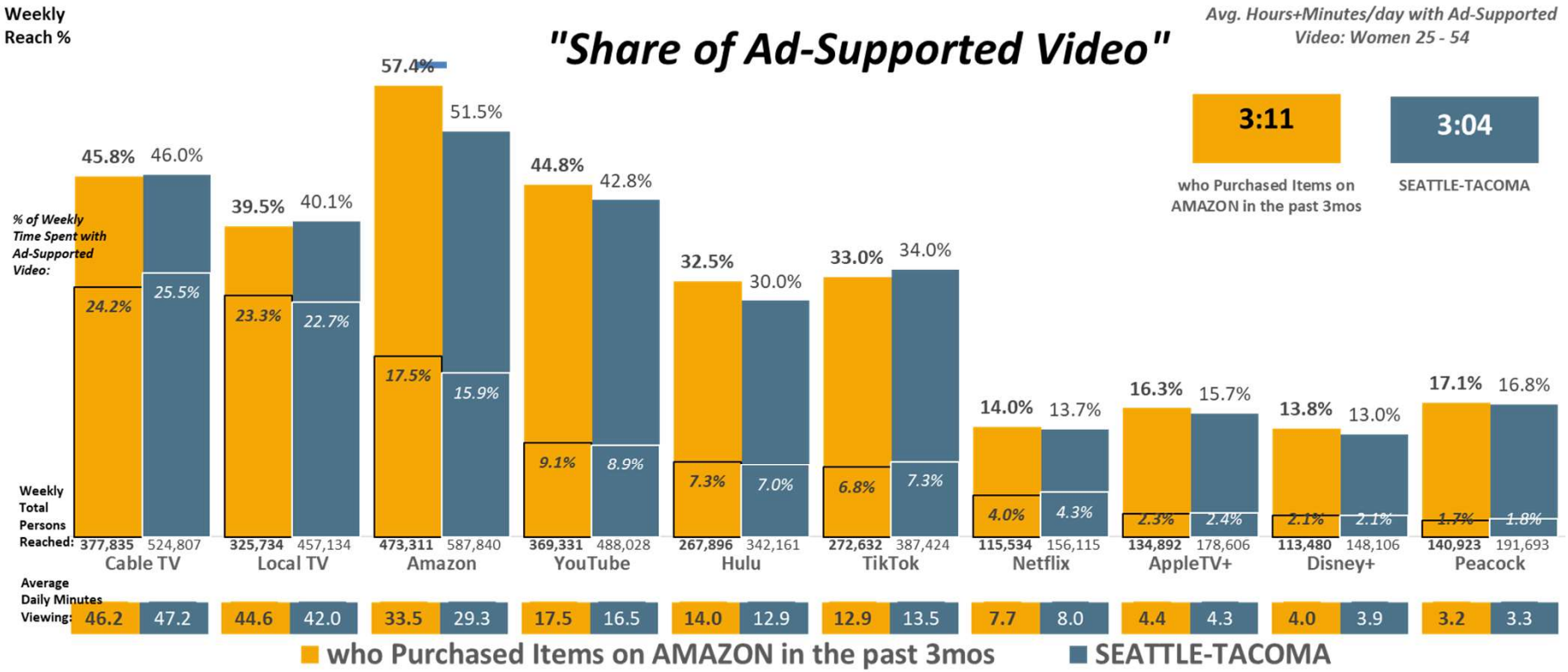
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amazon SEA

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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

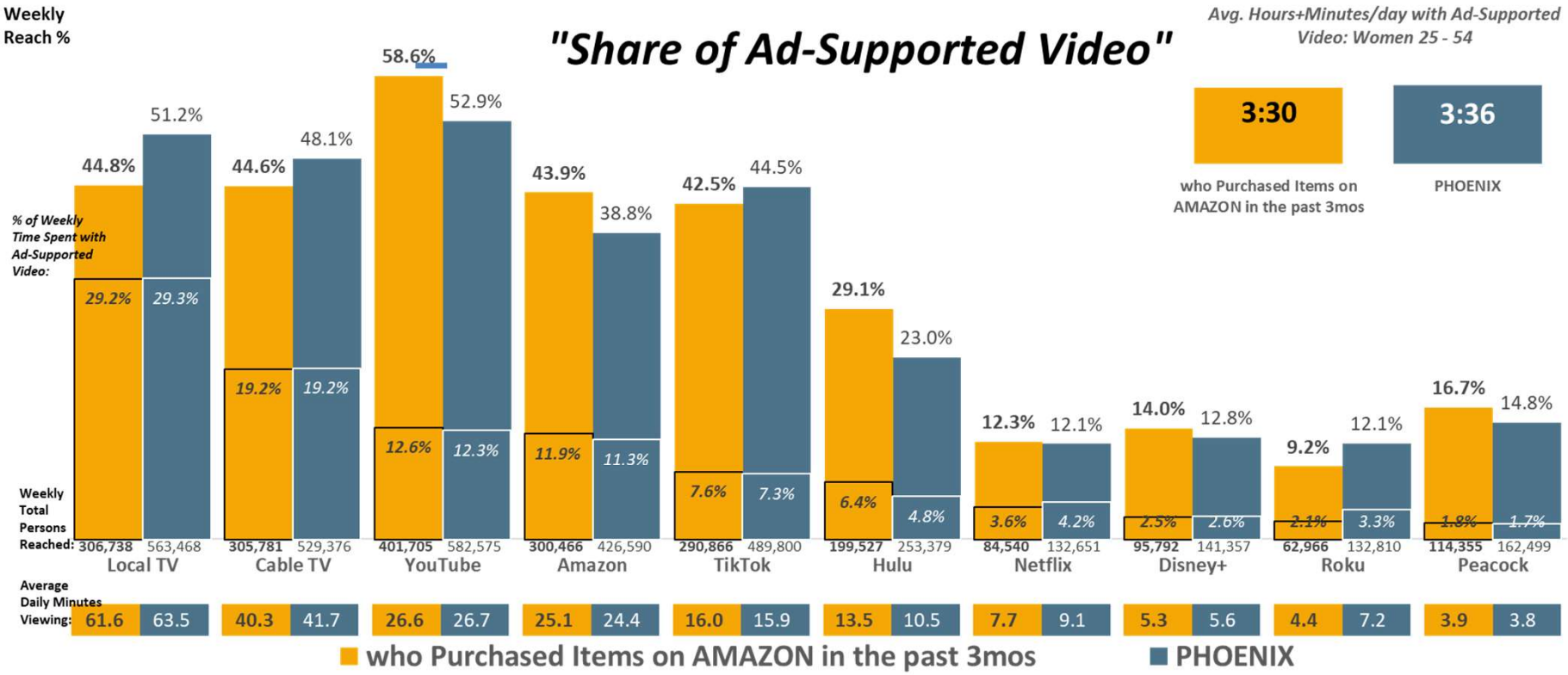
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amazon PHX

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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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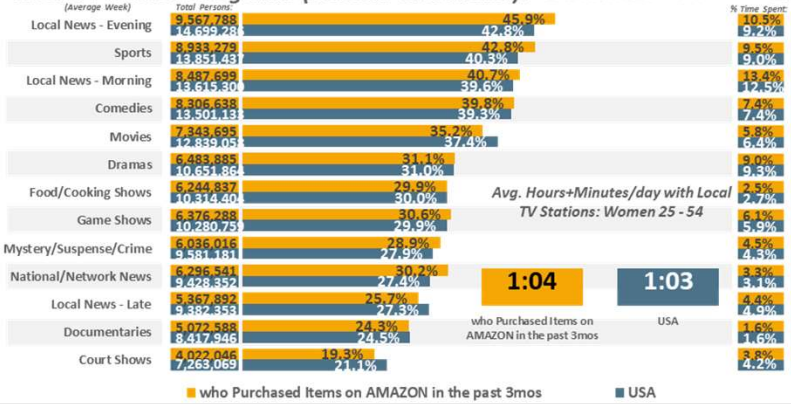
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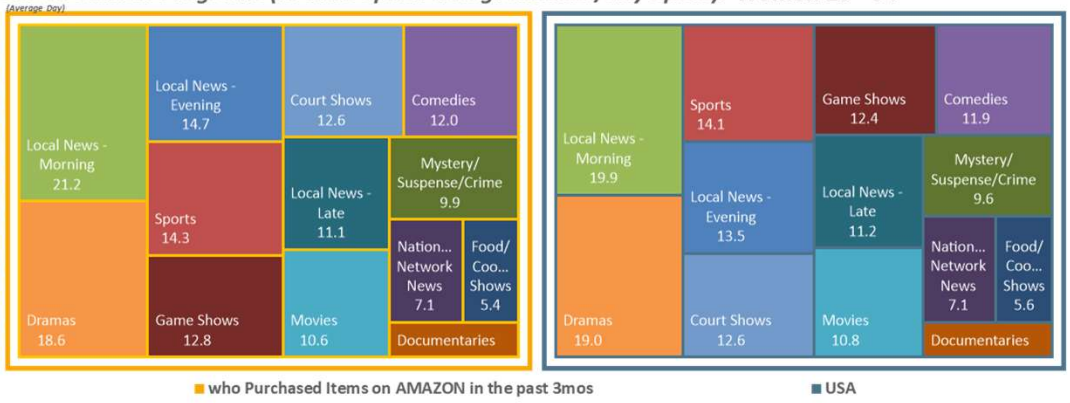


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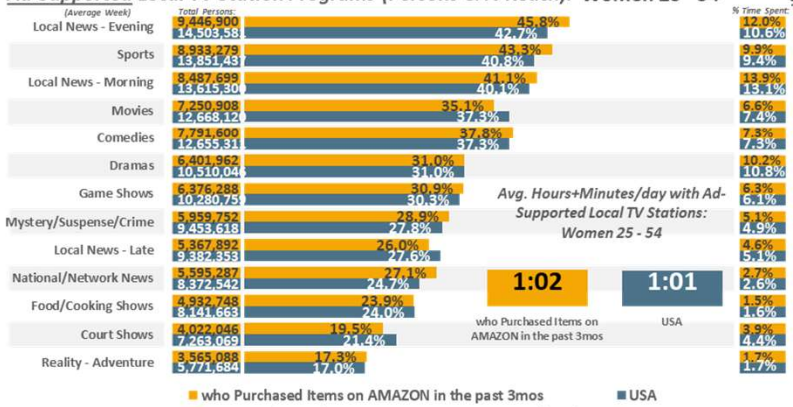
Local TV Station Programs (Persons & % Reach): Women 25 - 54



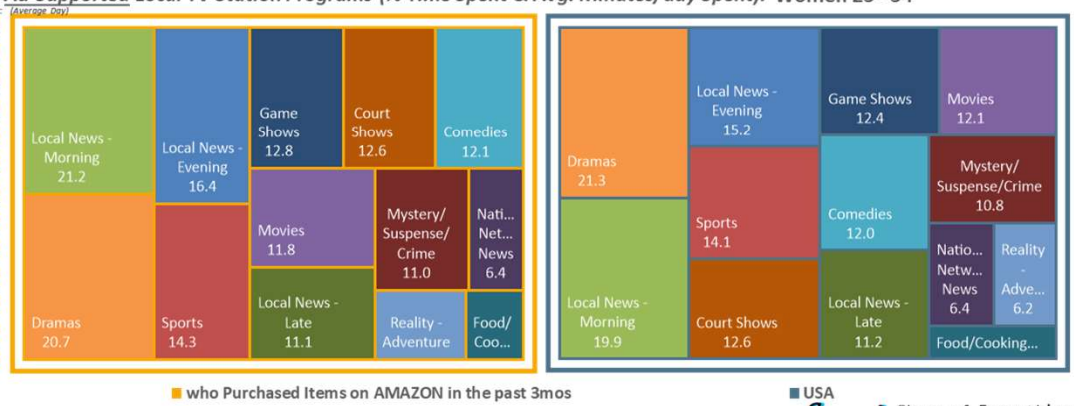
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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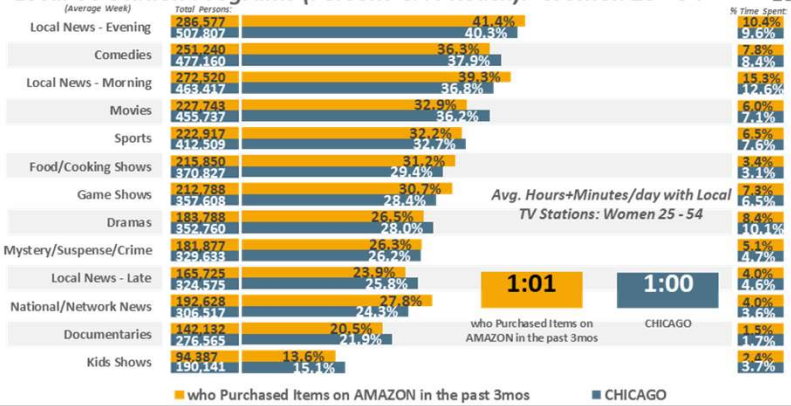
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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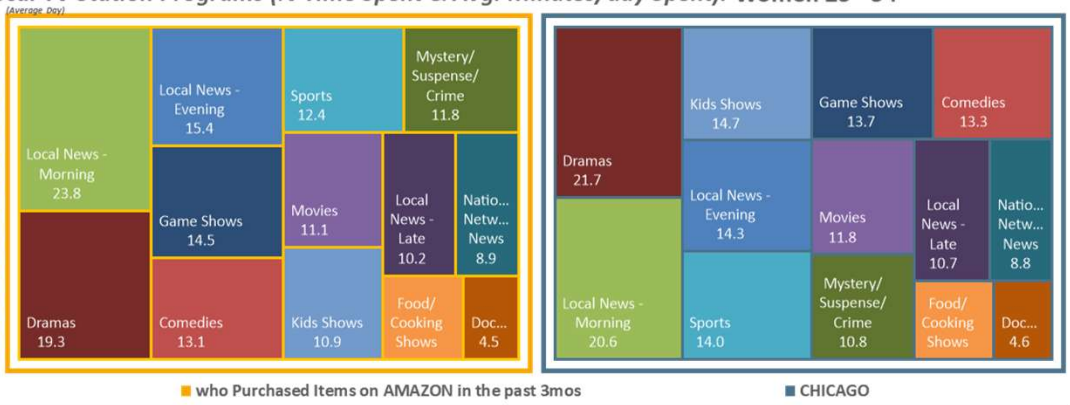
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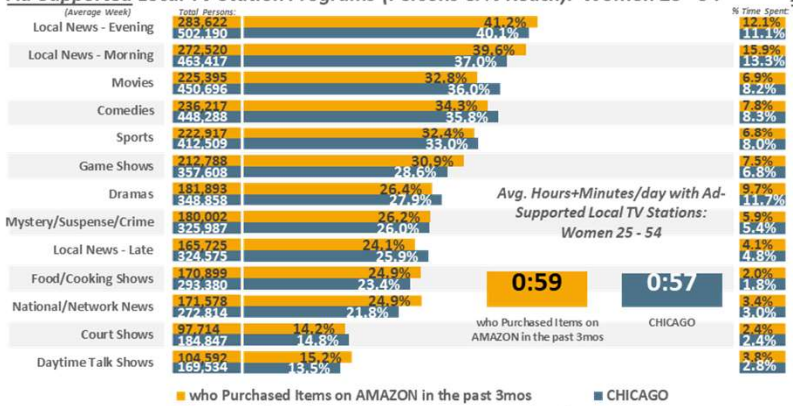
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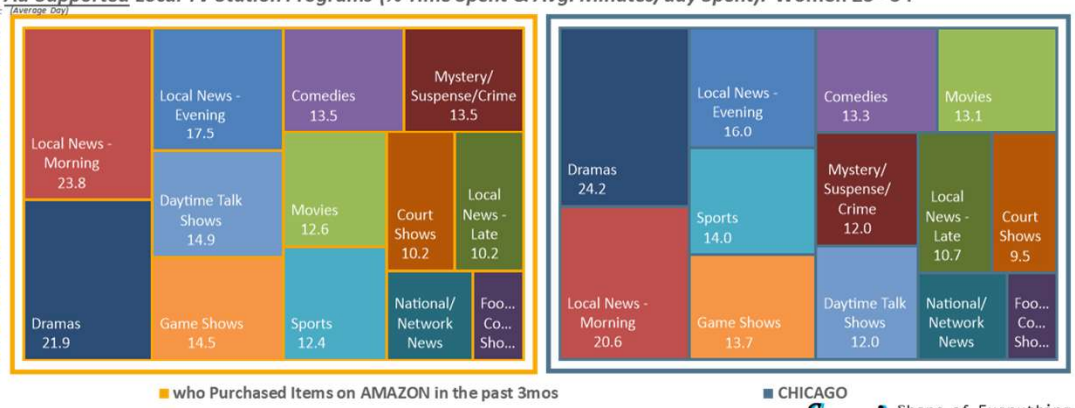
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

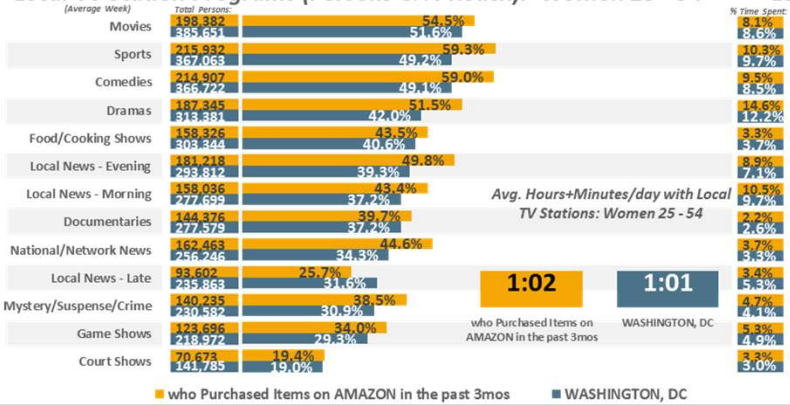
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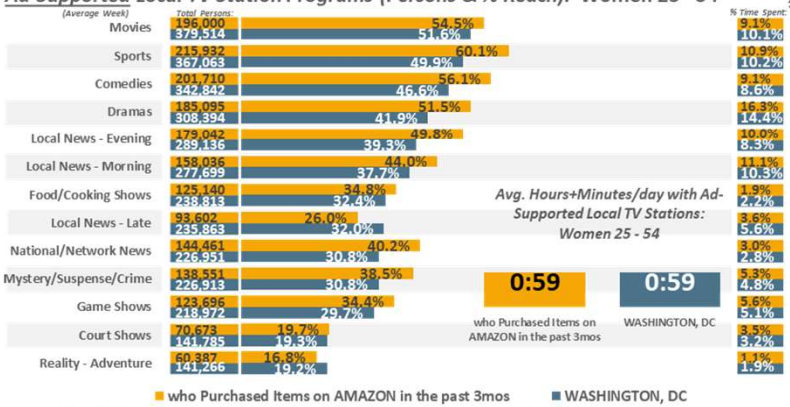
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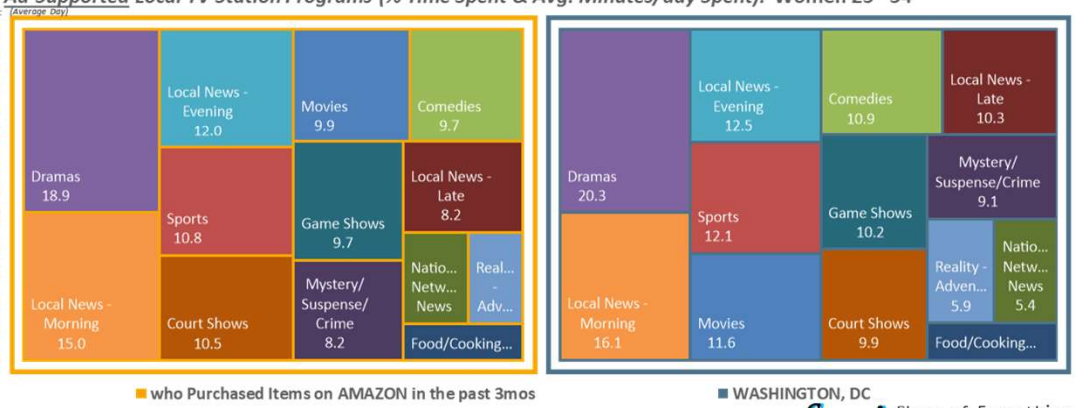
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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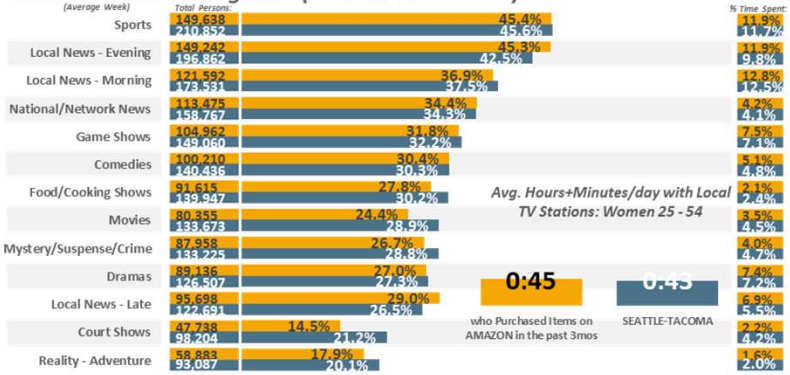
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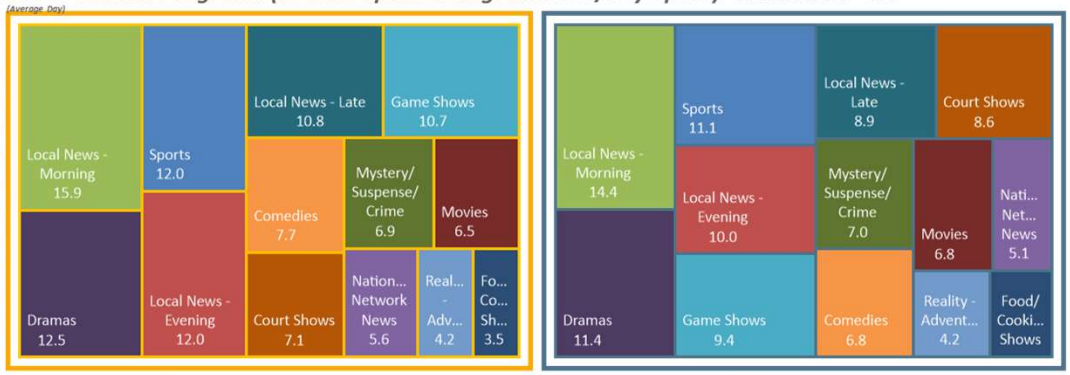
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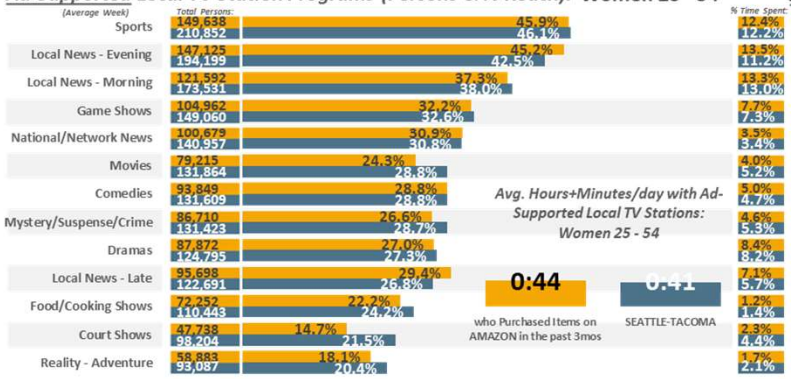
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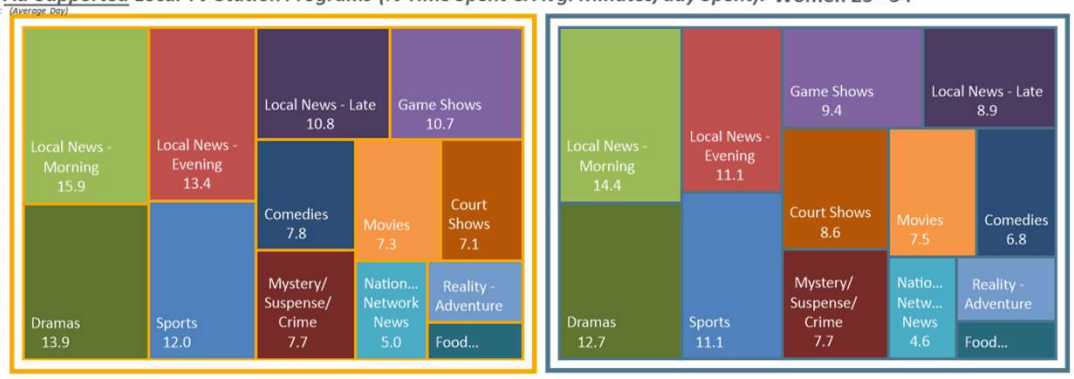
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Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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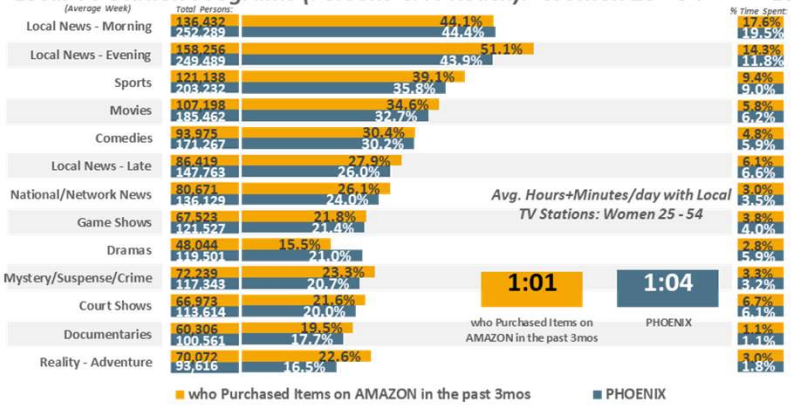
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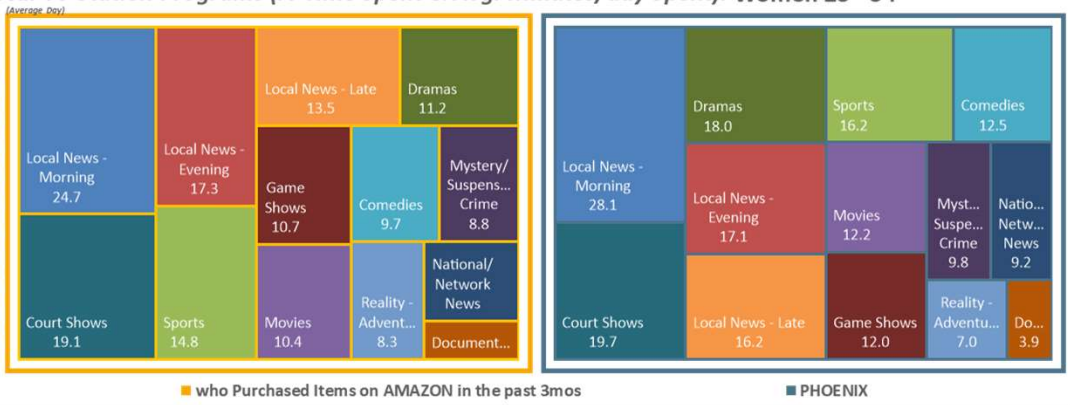
amazon PHX

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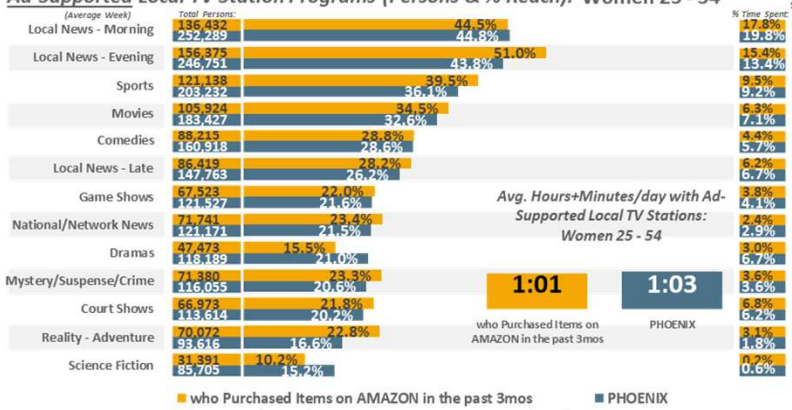
Local TV Station Programs (Persons & % Reach): Women 25 - 54



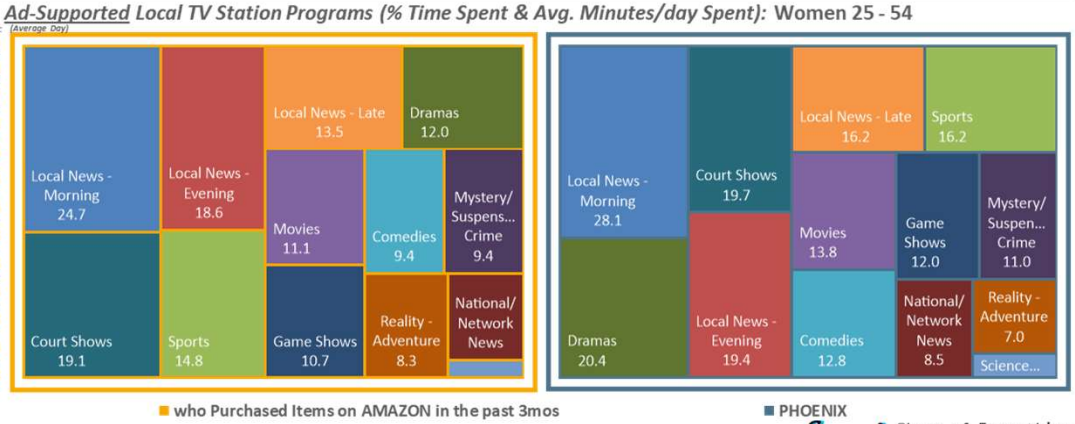
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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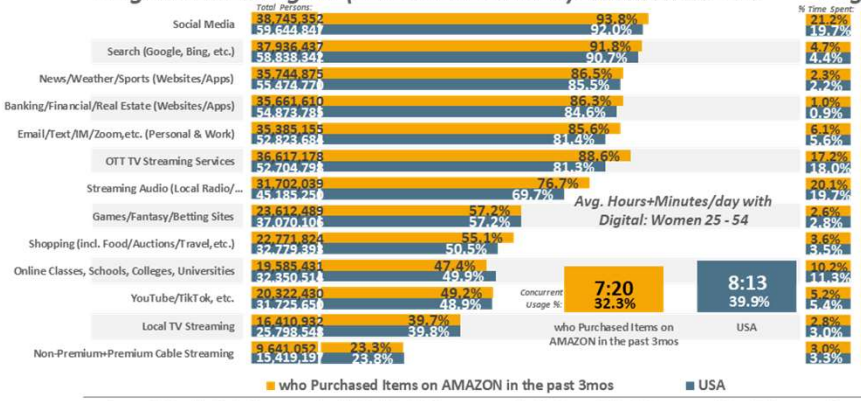
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

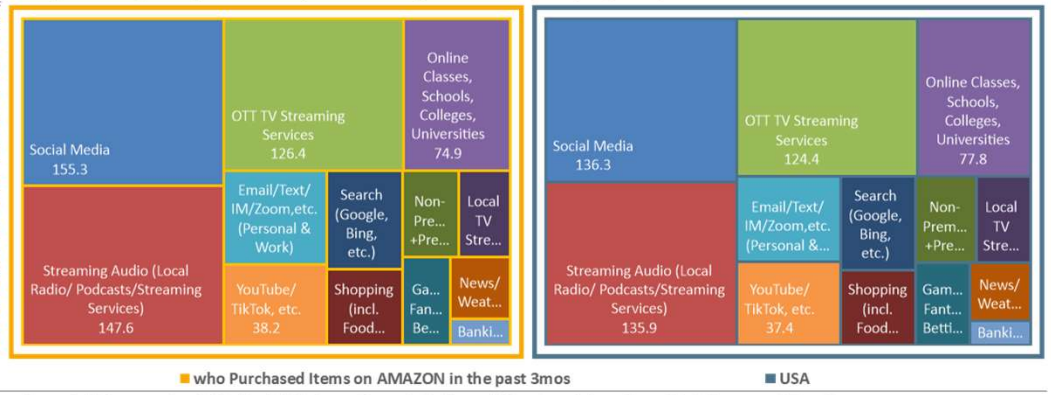


34,672,936 or 83.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

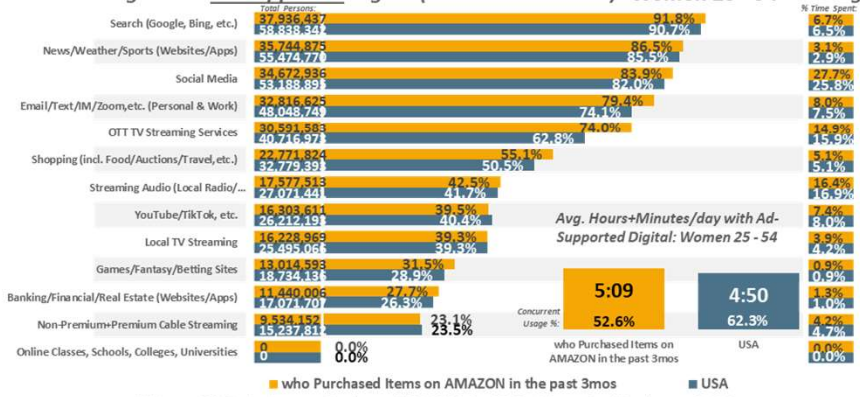
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



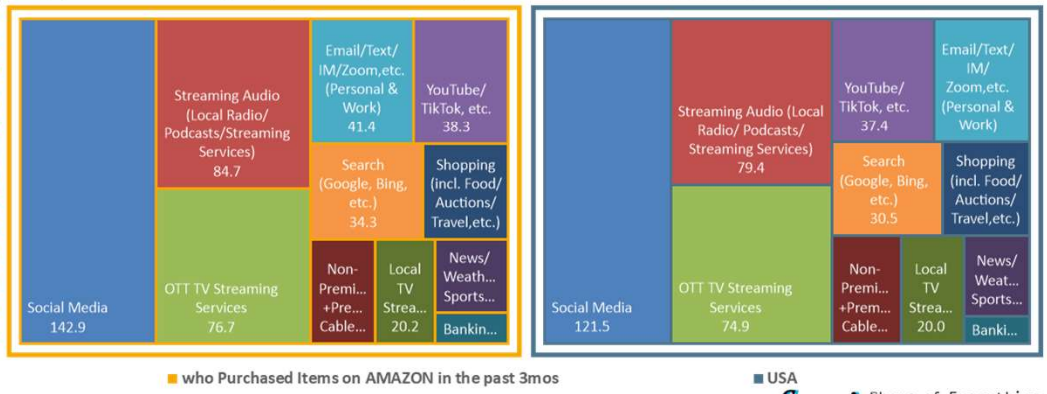
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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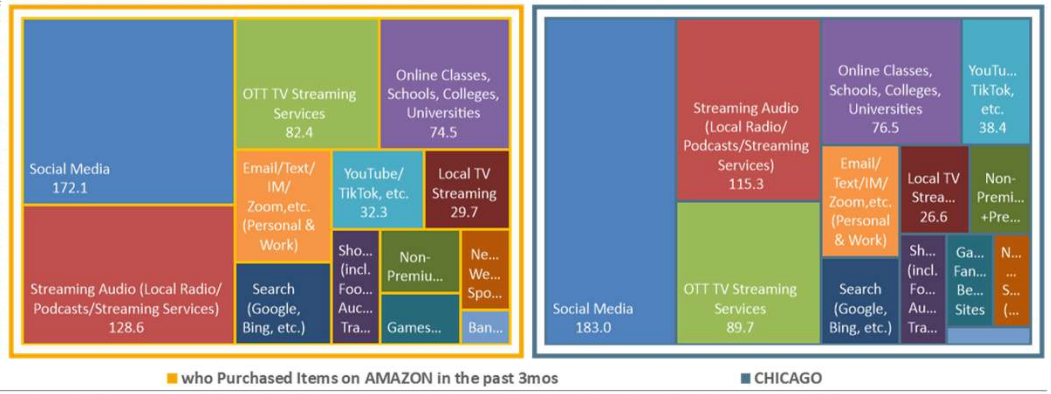
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

943,114 or 85.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 158.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

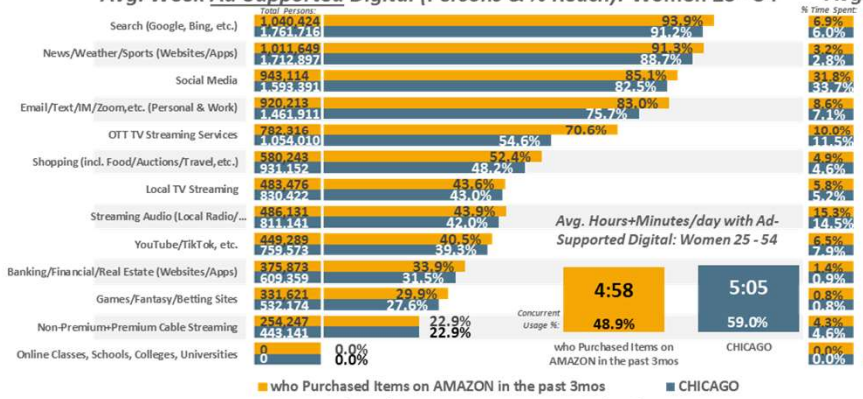
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



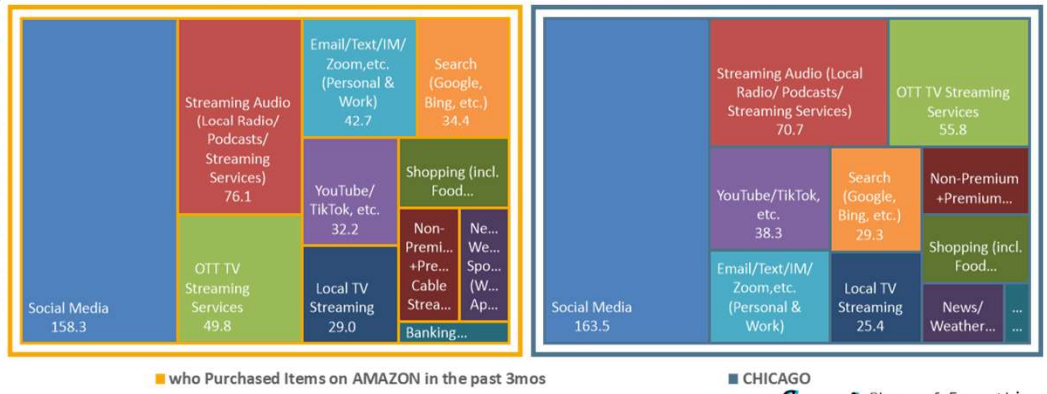
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

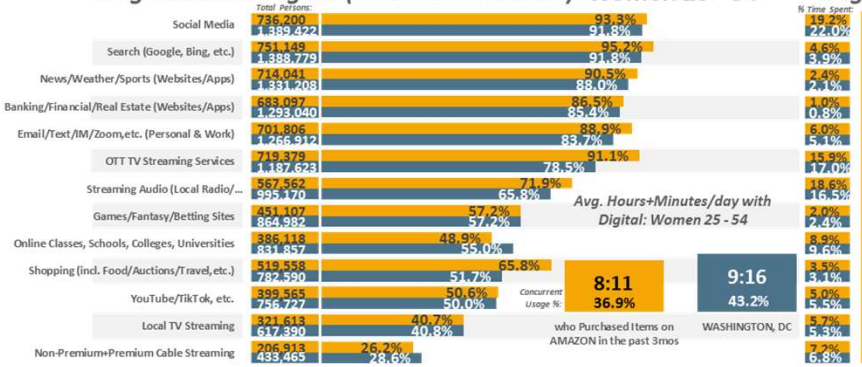
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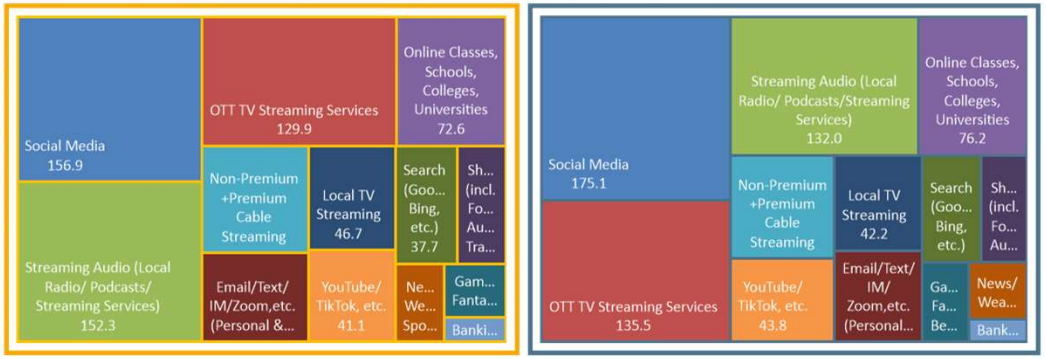
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

658,899 or 83.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 144.3 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

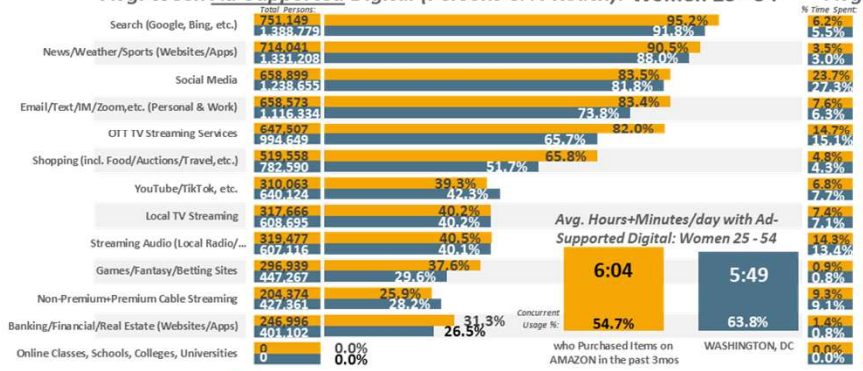
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



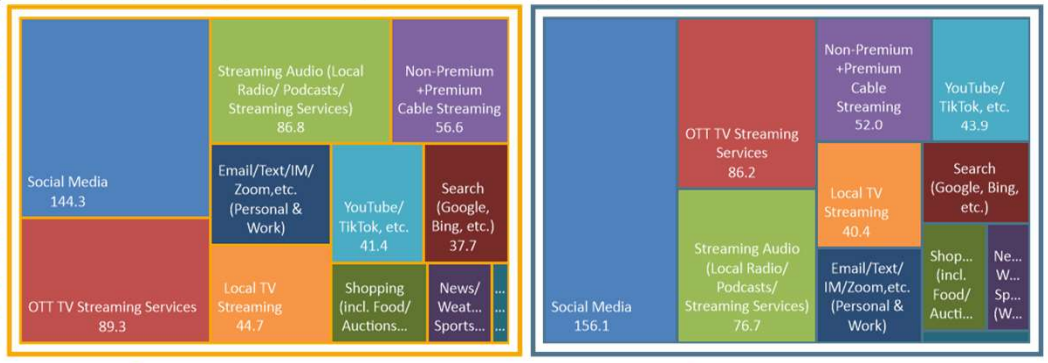
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

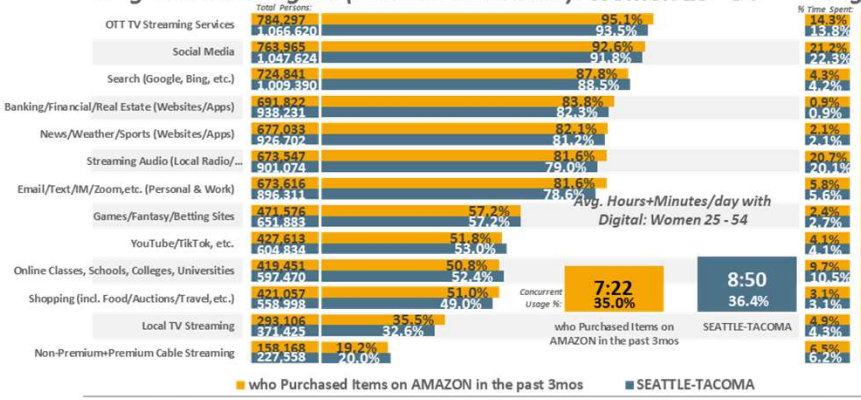
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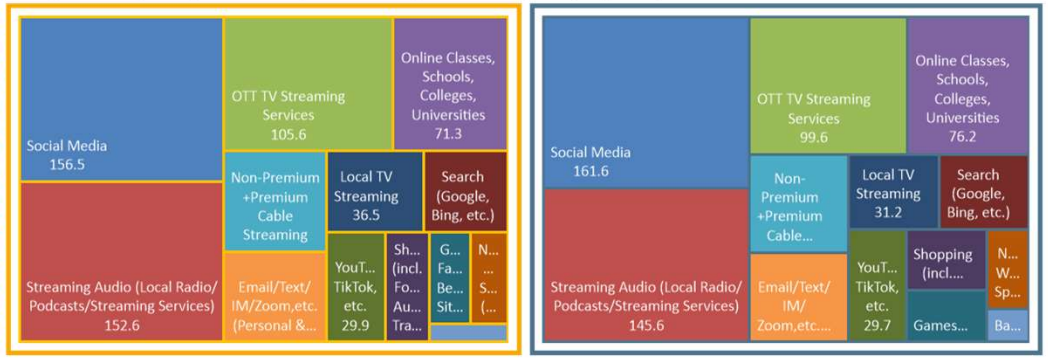
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

683,887 or 82.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 144. minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

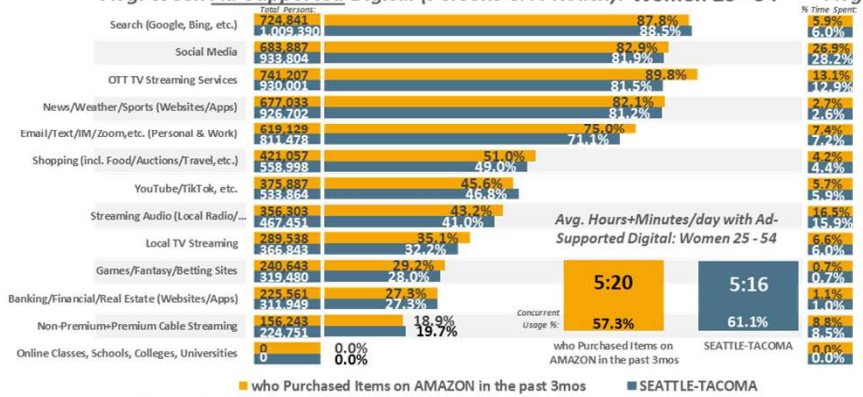
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



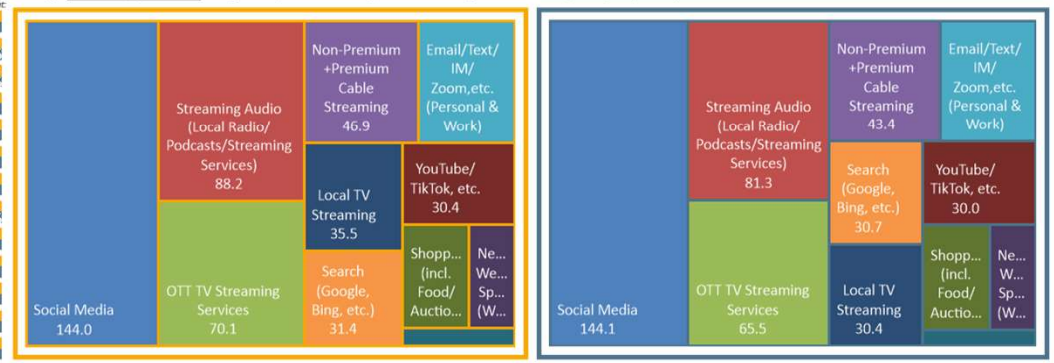
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

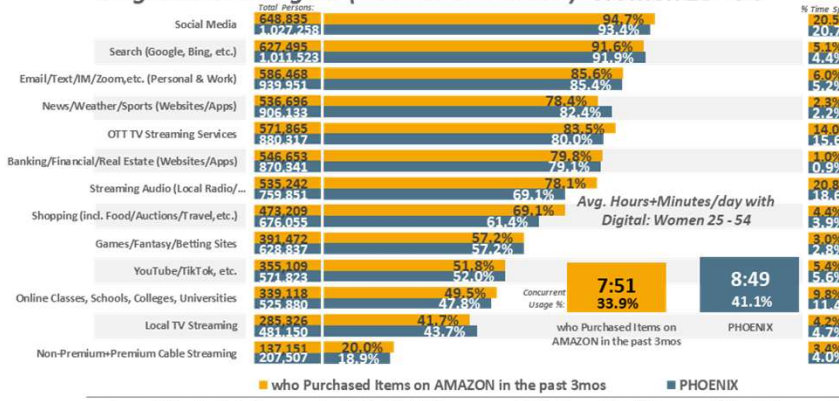
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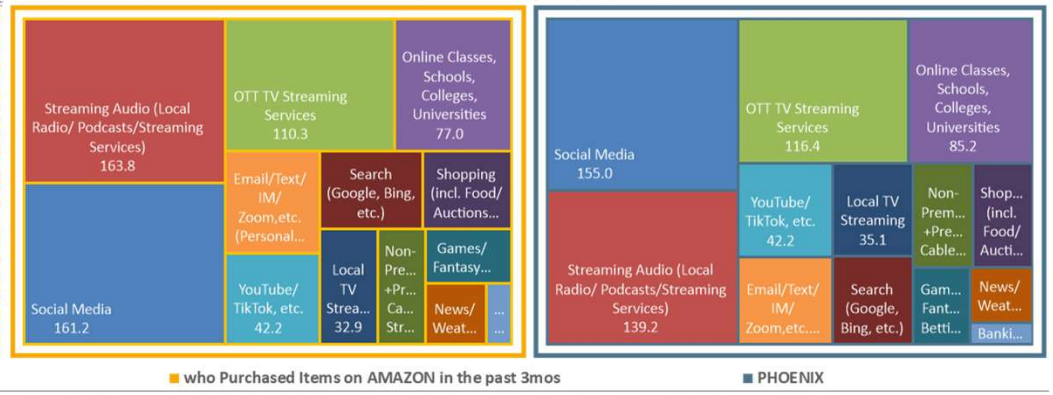
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

536,319 or 78.3% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 148.3 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

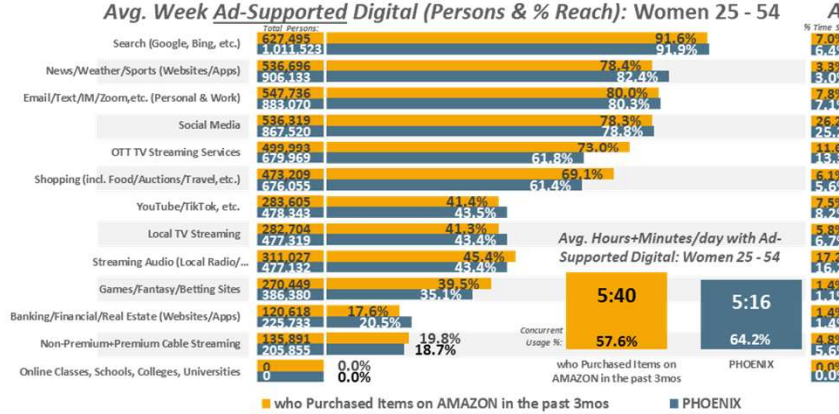
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



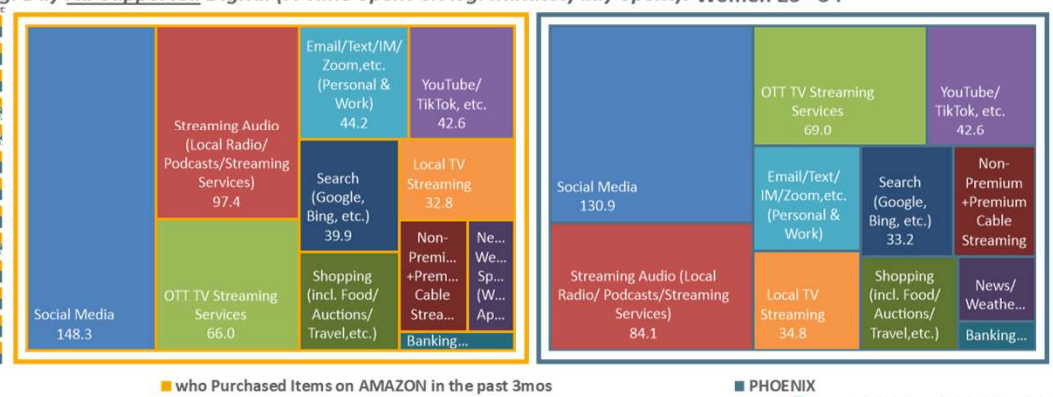
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

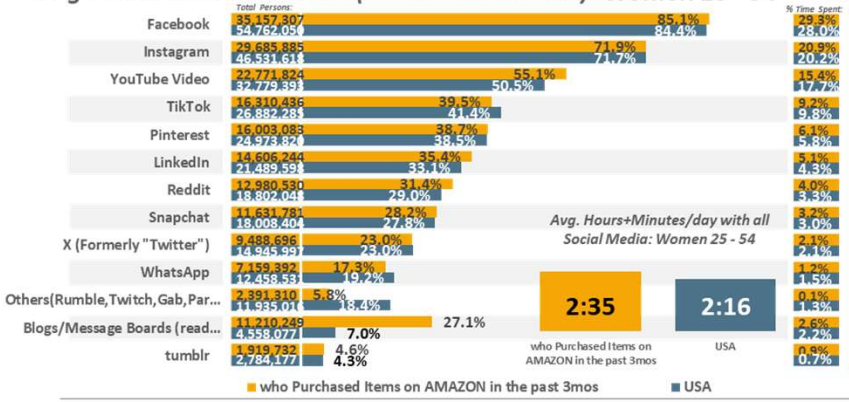
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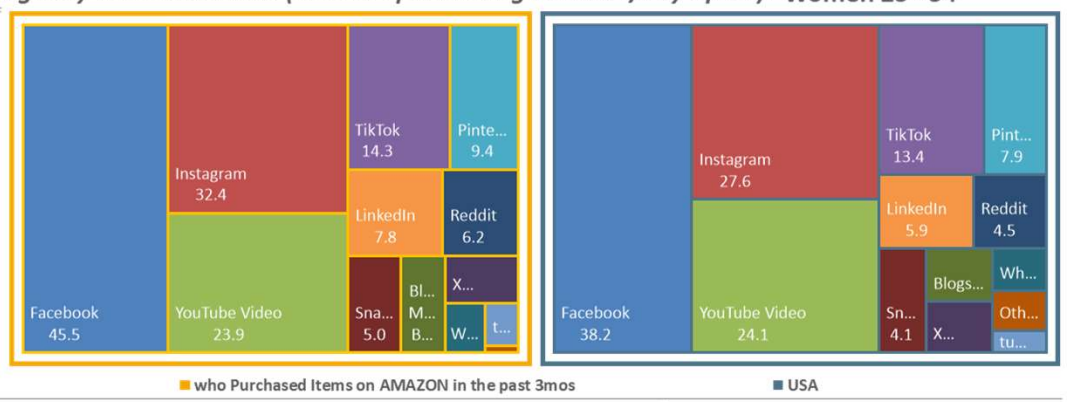
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

34,672,936 or 83.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

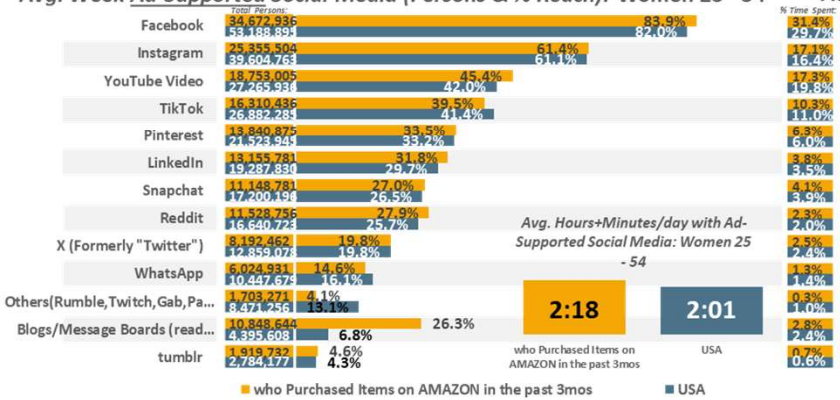
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



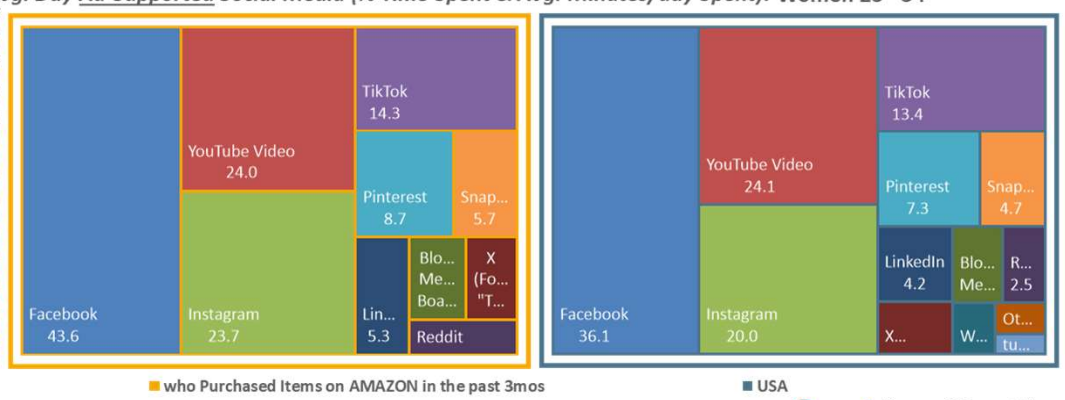
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

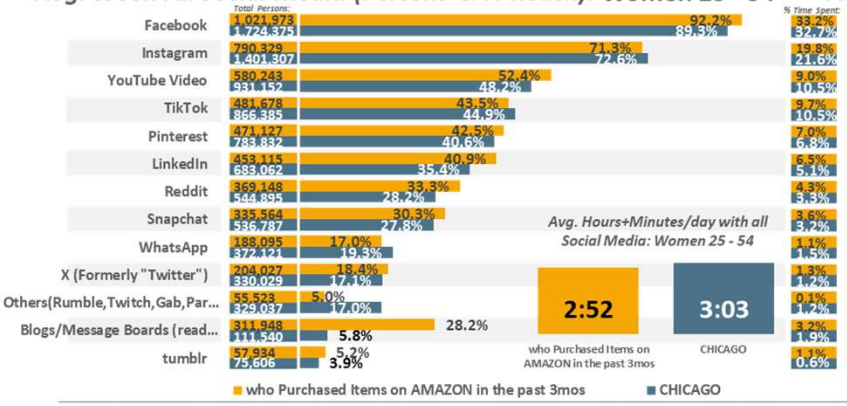
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

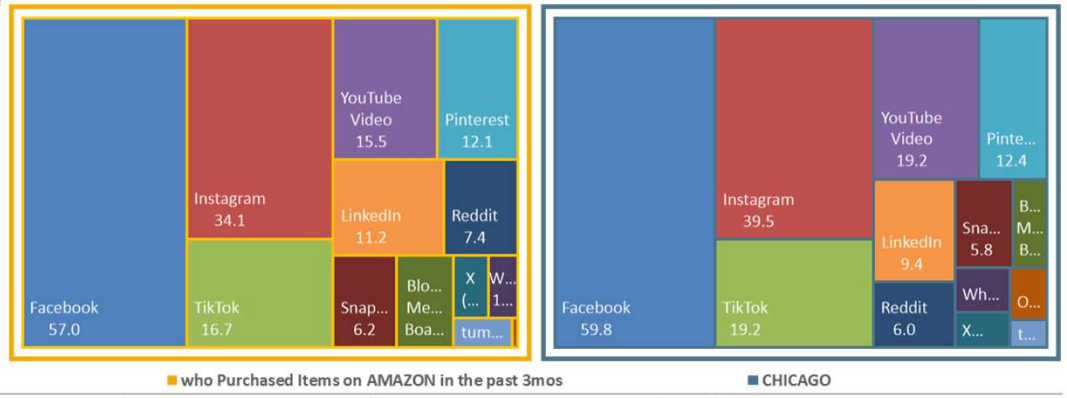
amazon CHI

943,114 or 85.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 52.3 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

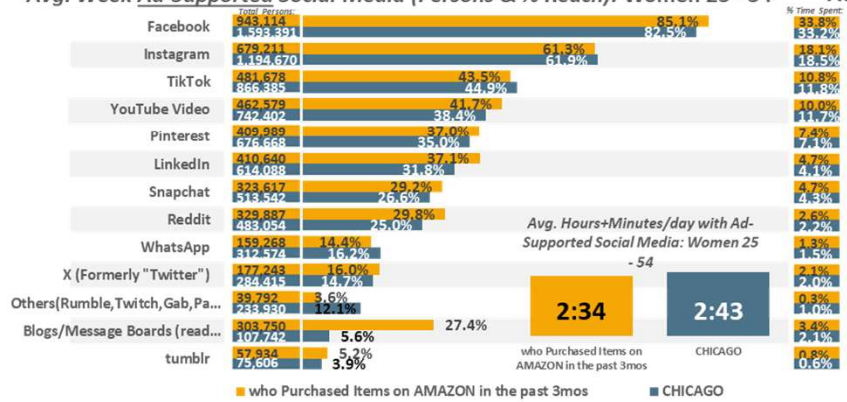
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



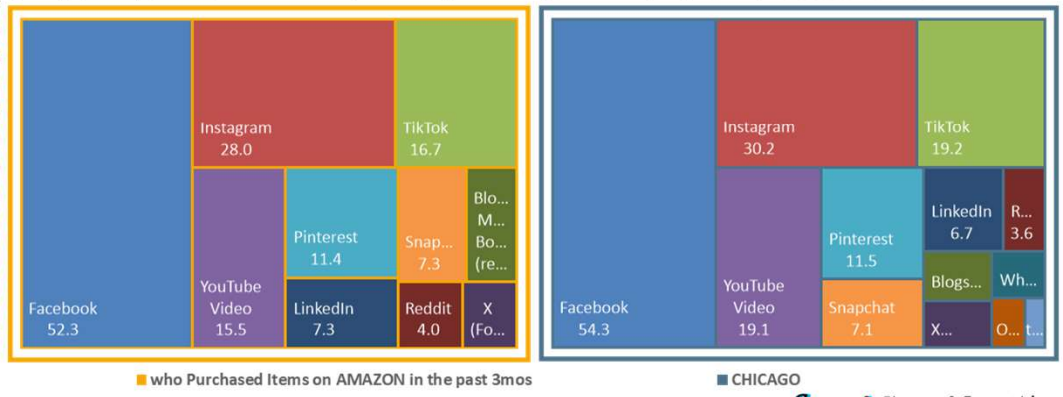
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

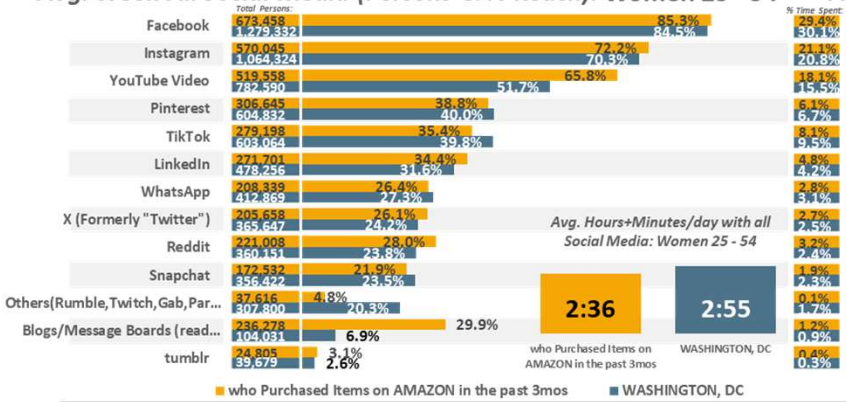
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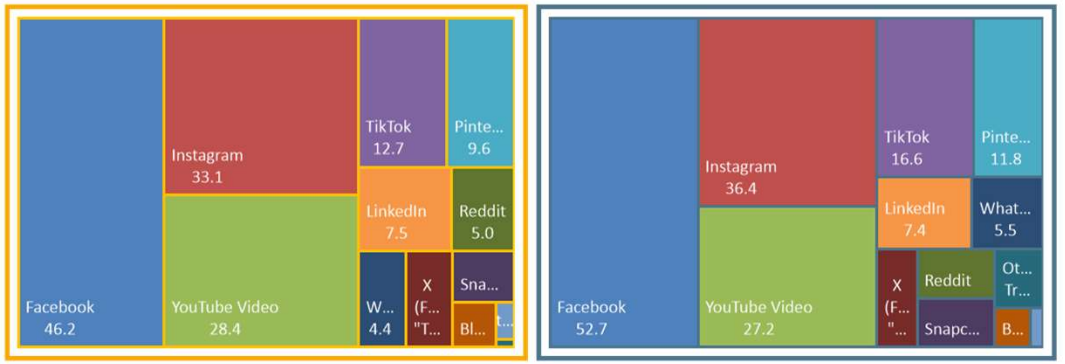
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

658,899 or 83.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 44. minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

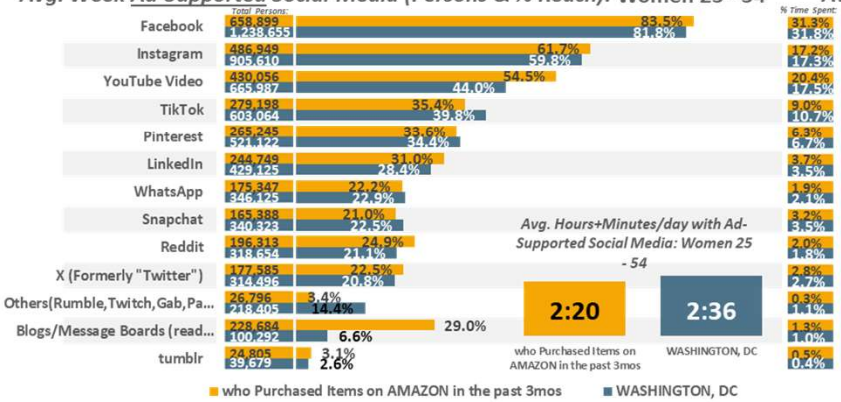


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

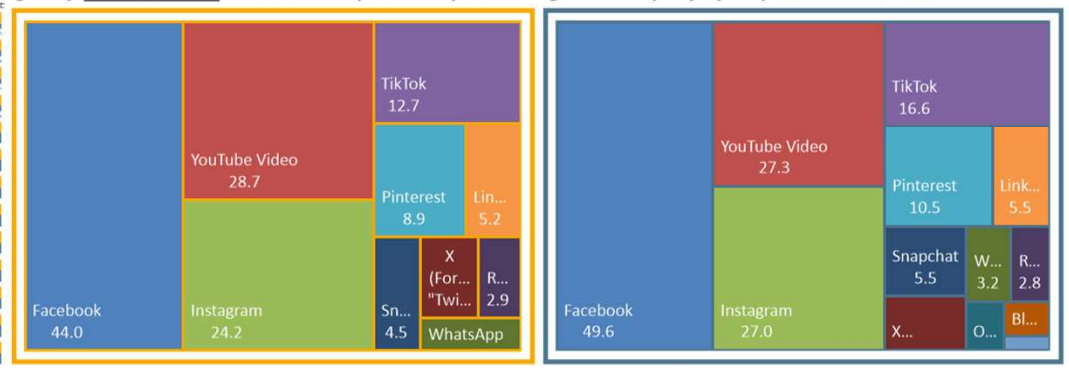


who Purchased Items on AMAZON in the past 3mos ■ WASHINGTON, DC

Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



who Purchased Items on AMAZON in the past 3mos ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

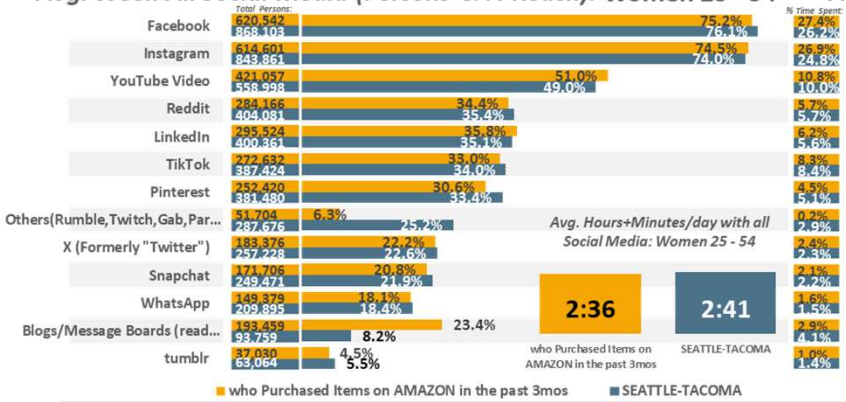
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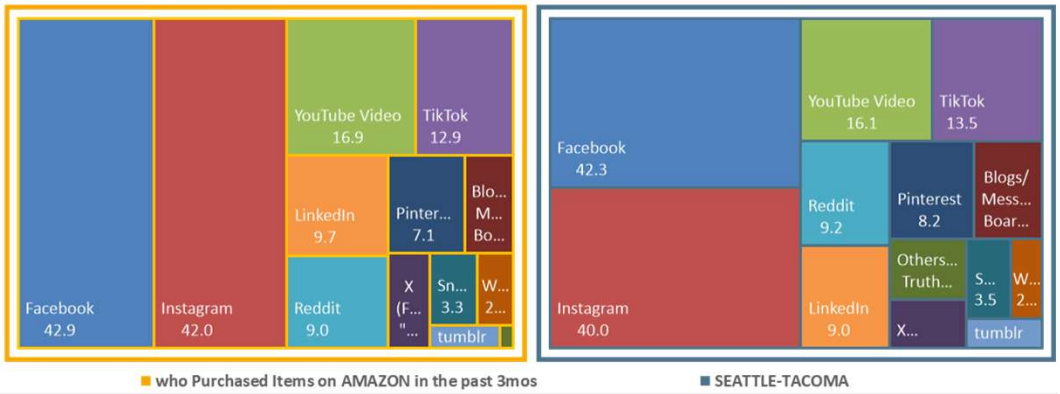
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

620,542 or 75.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 45.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

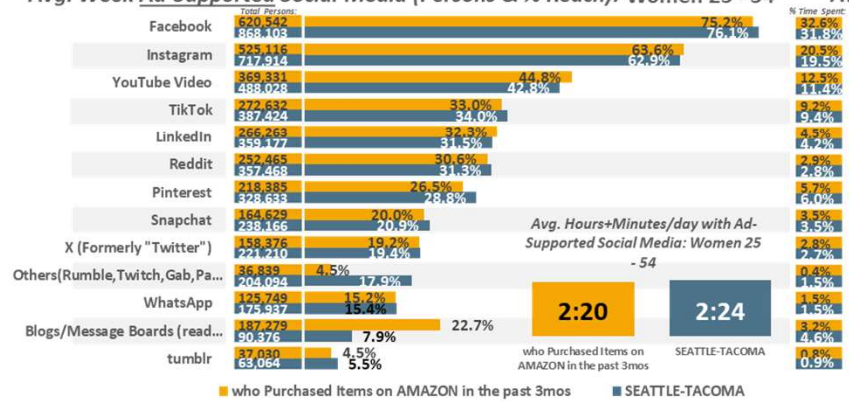
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



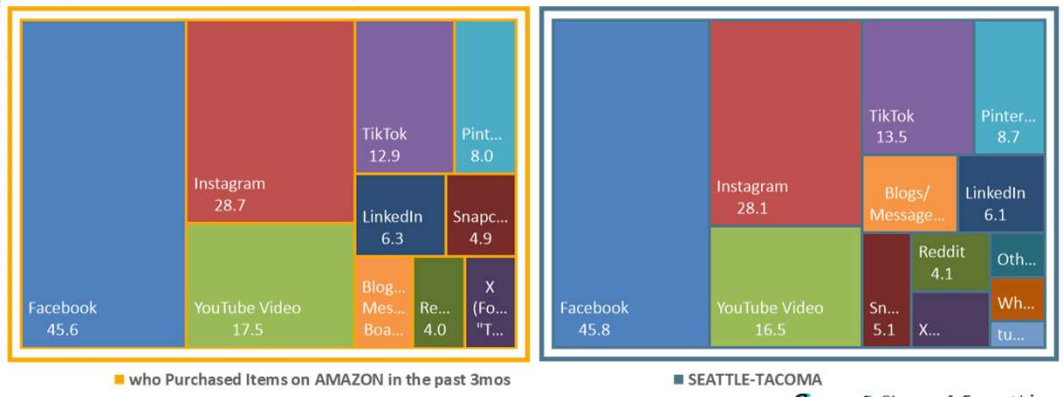
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

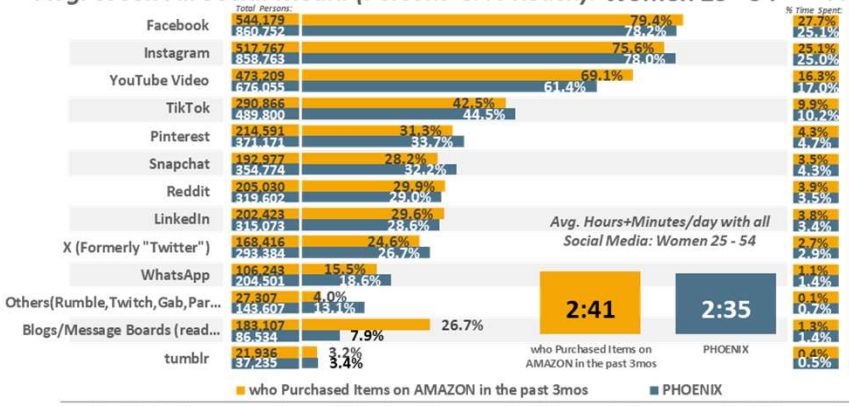
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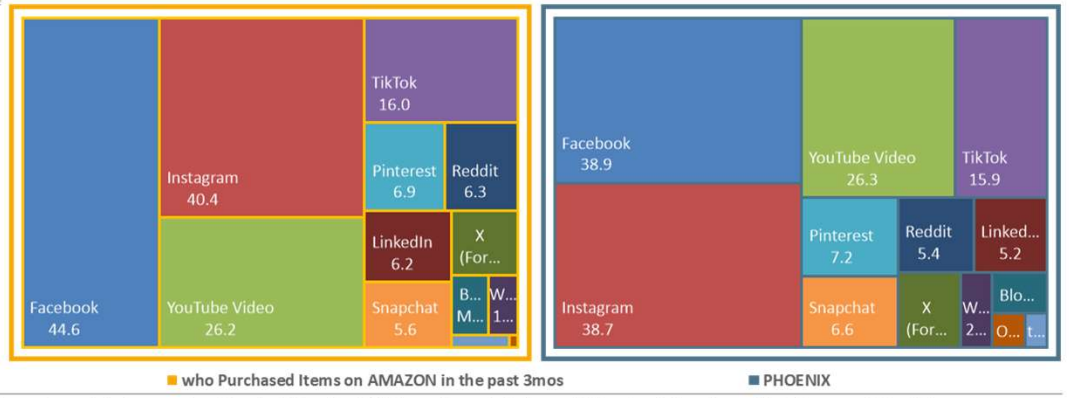
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

536,319 or 78.3% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 40.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

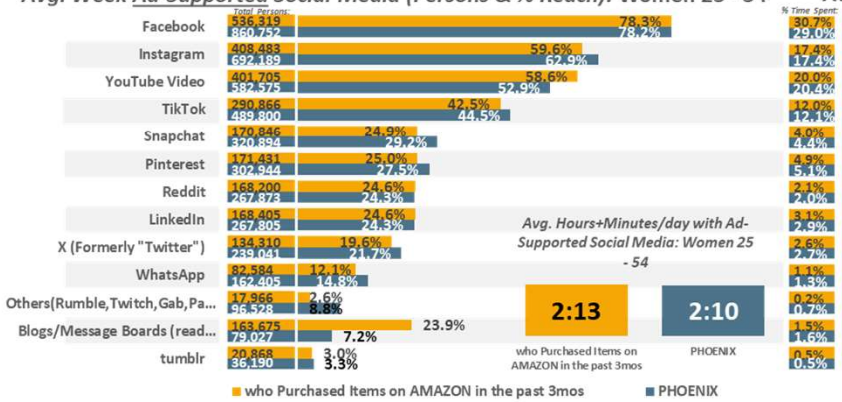
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



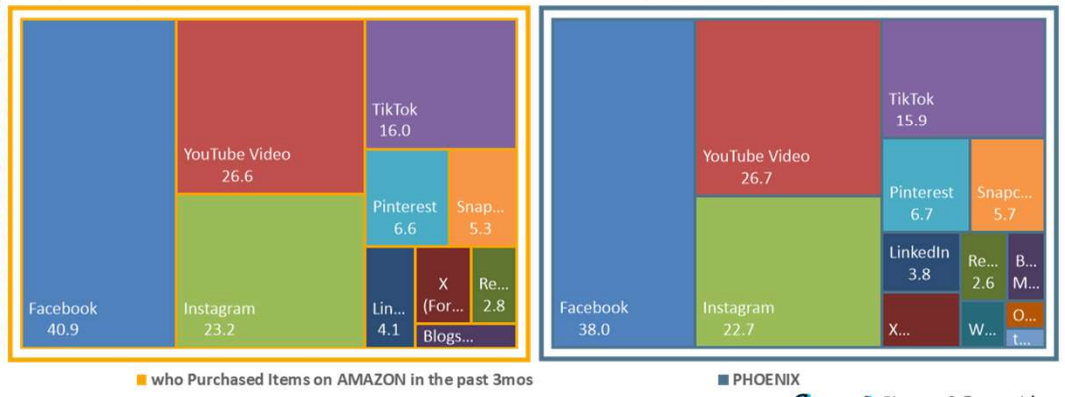
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

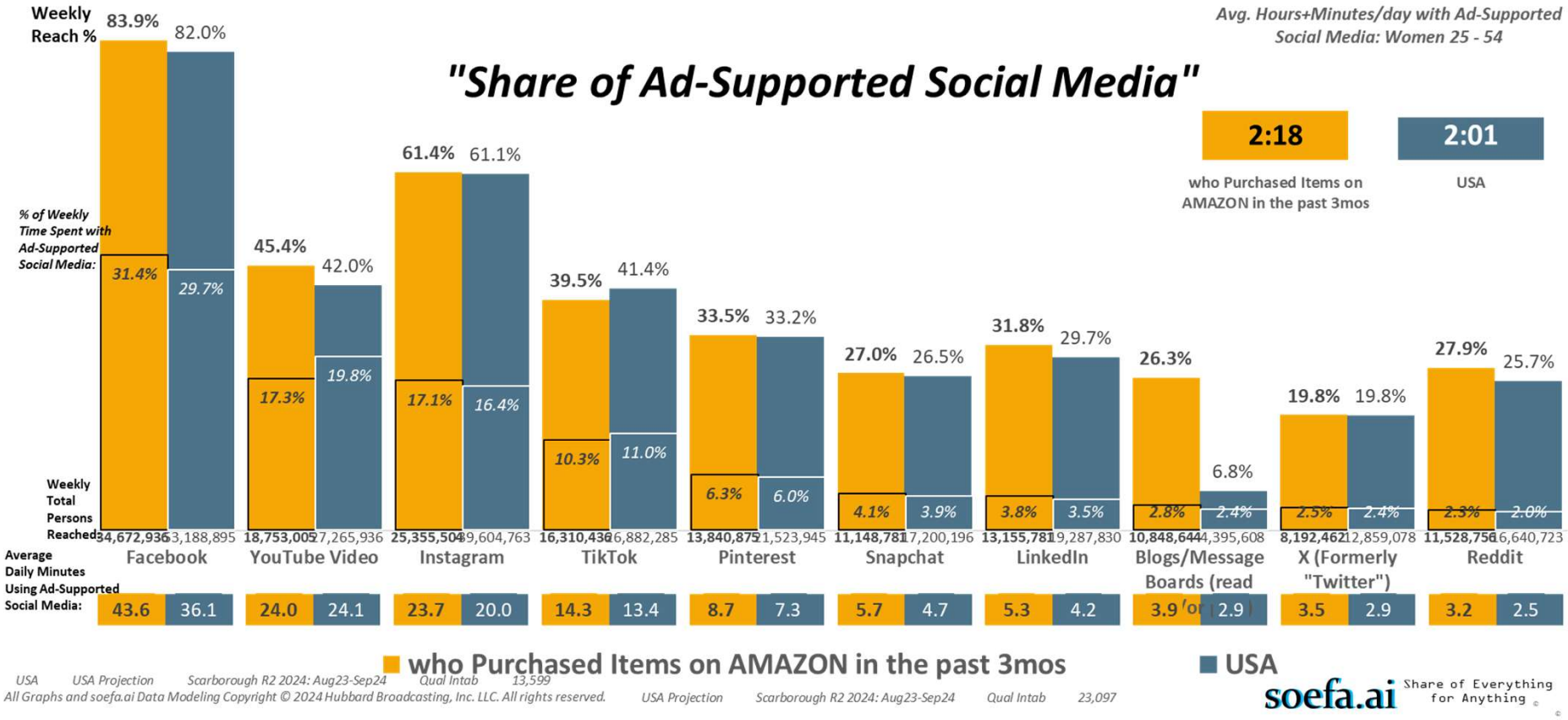
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

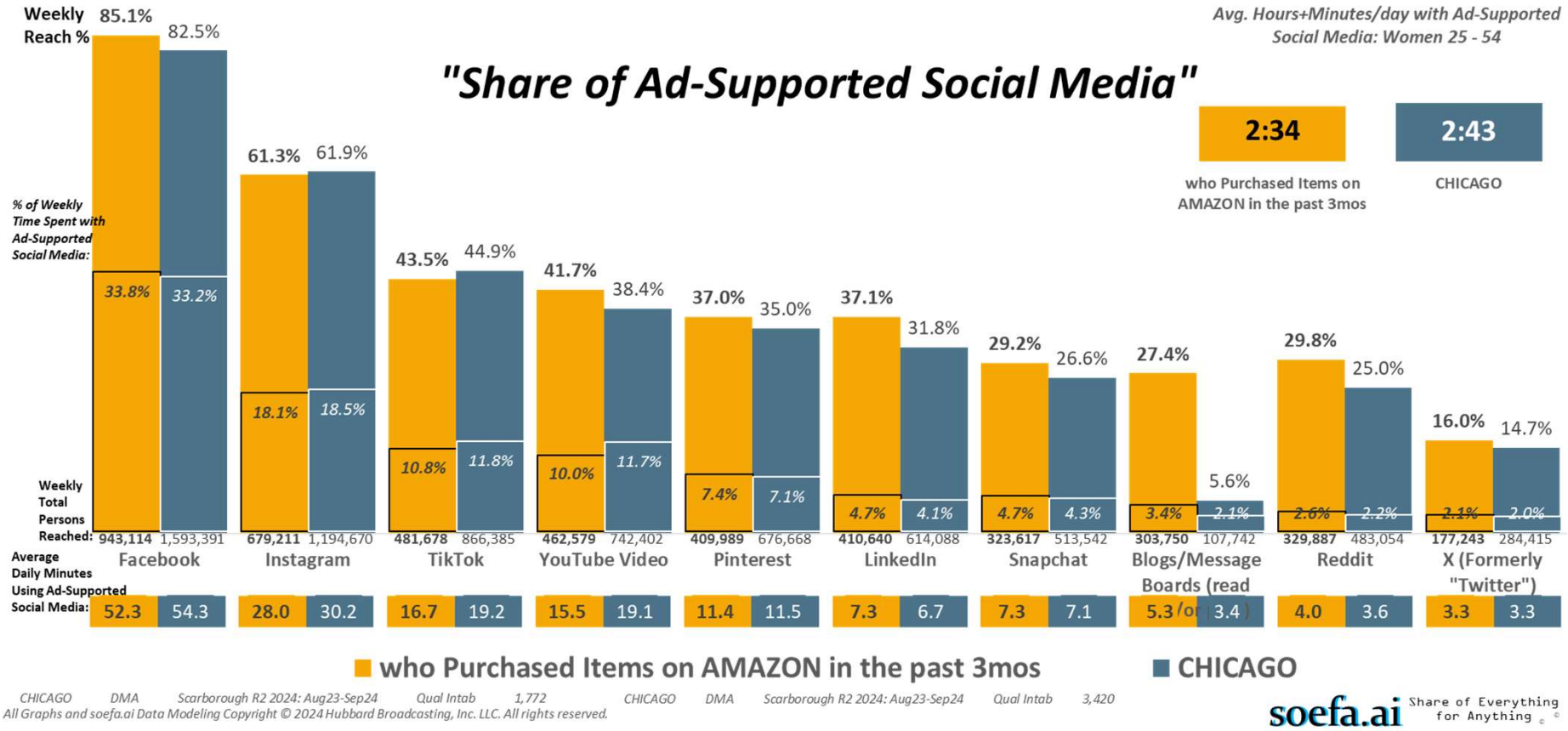


34,672,936 or 83.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

943,114 or 85.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 52.3 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



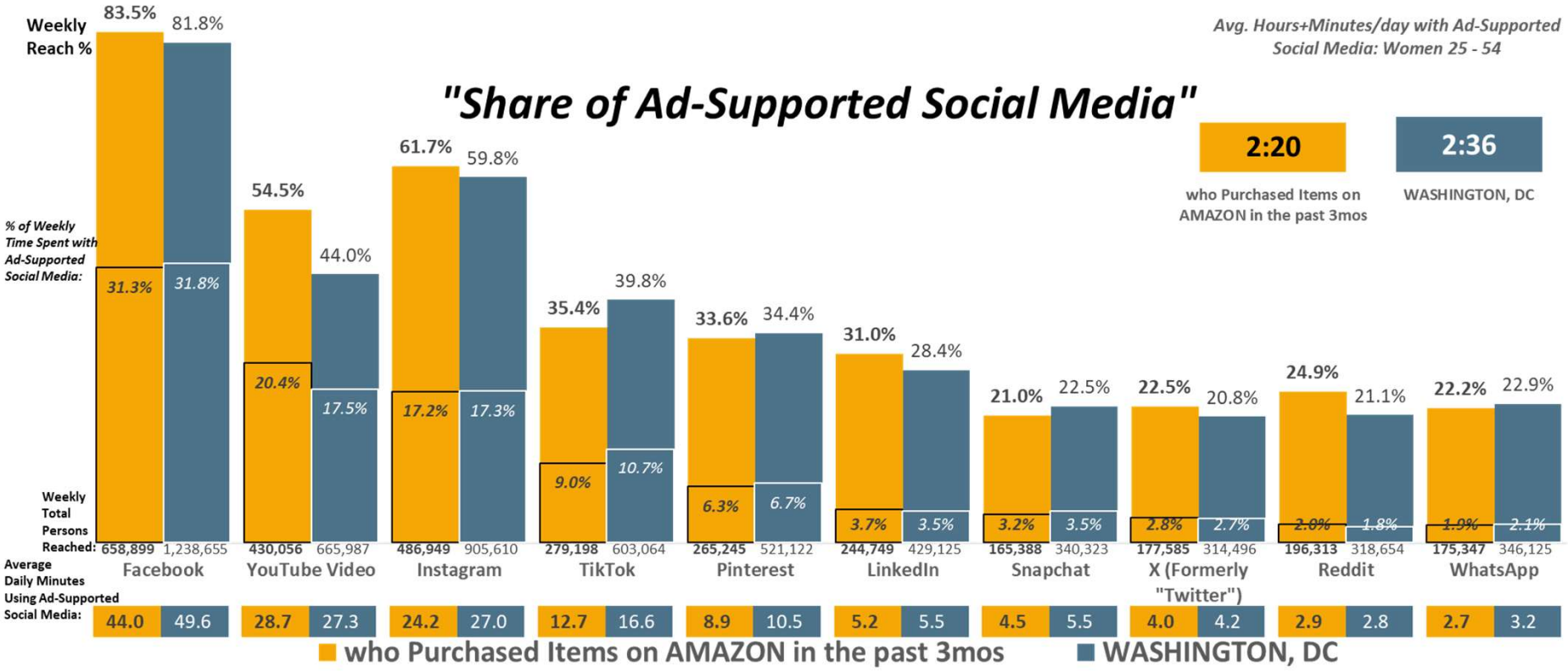
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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658,899 or 83.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 44. minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.



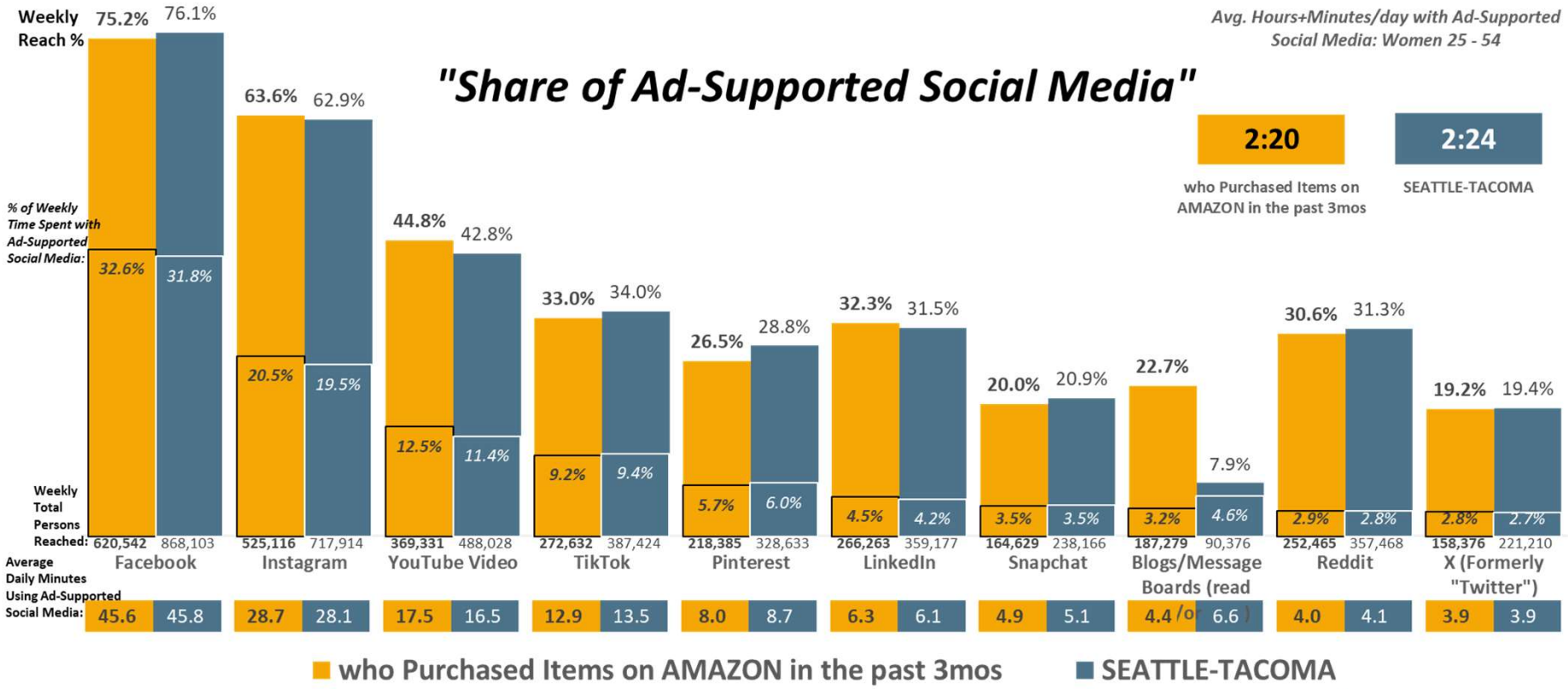
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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620,542 or 75.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 45.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



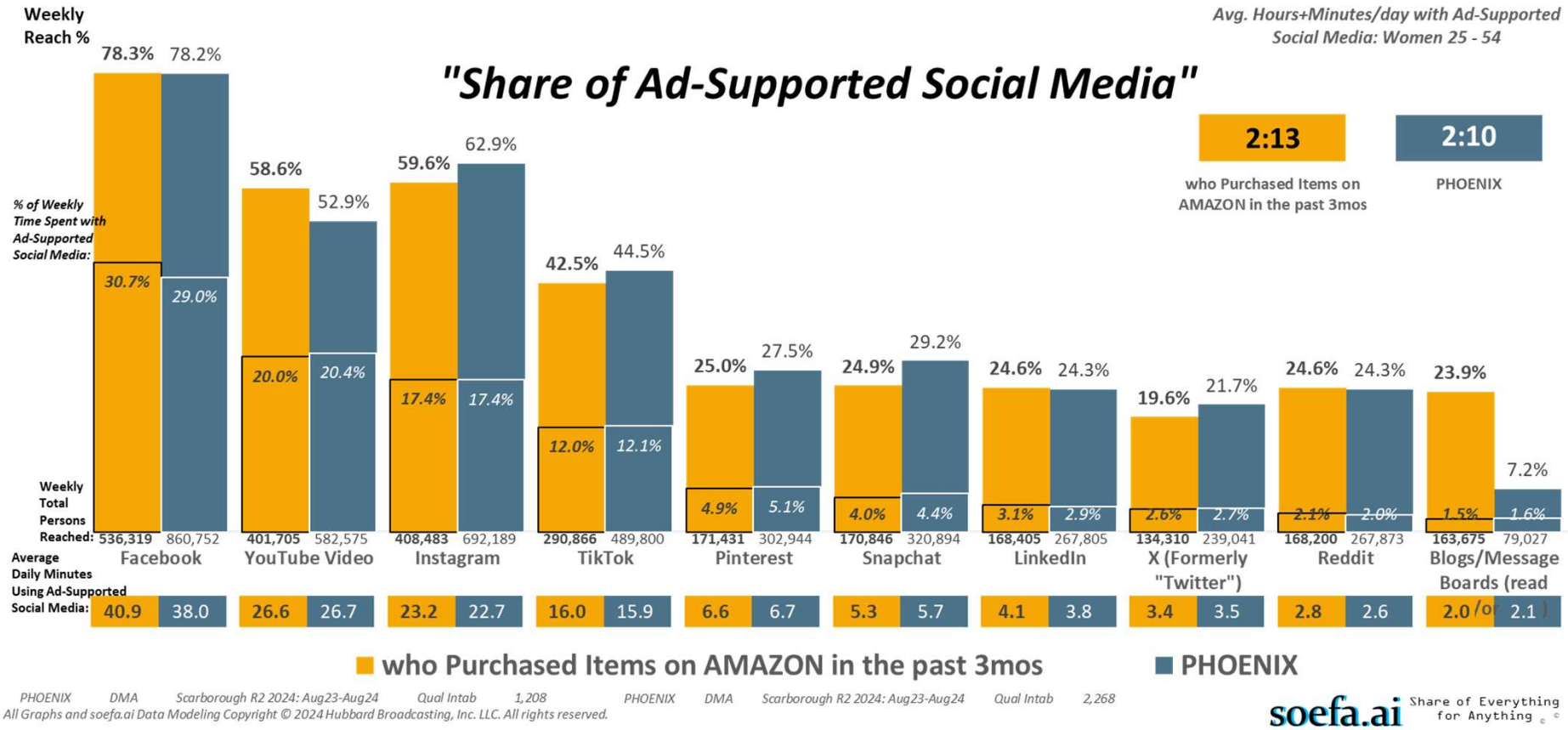
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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536,319 or 78.3% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 40.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

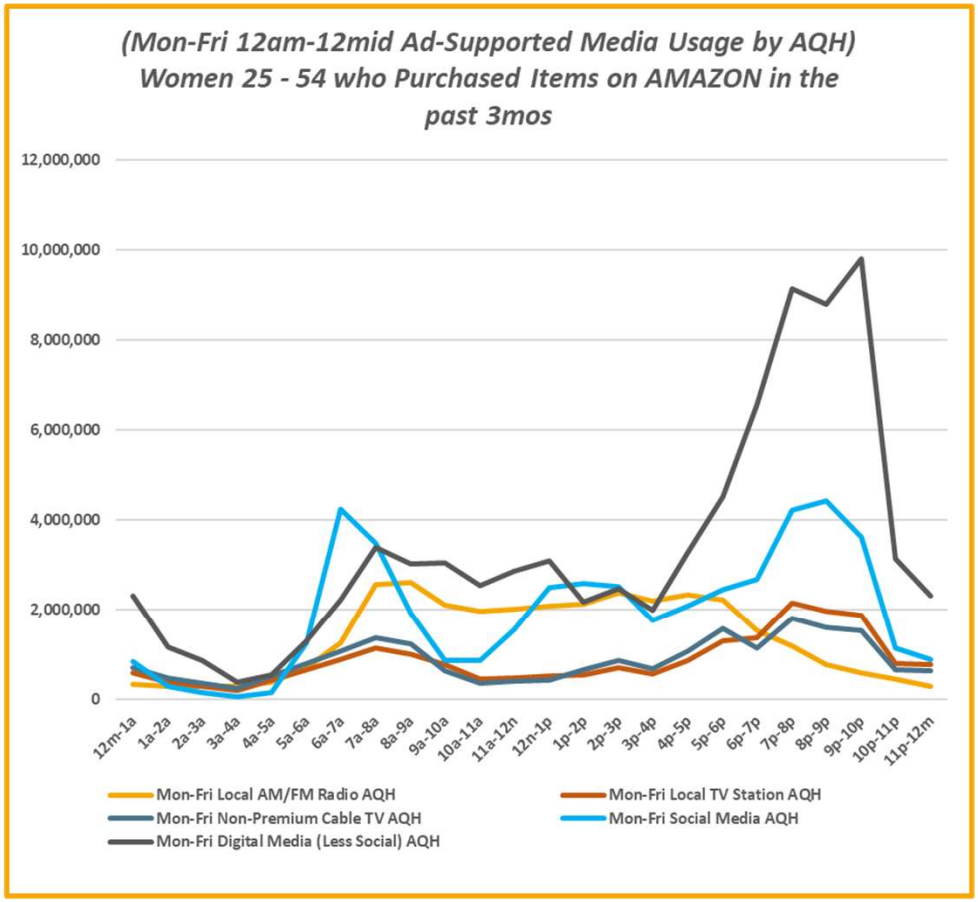
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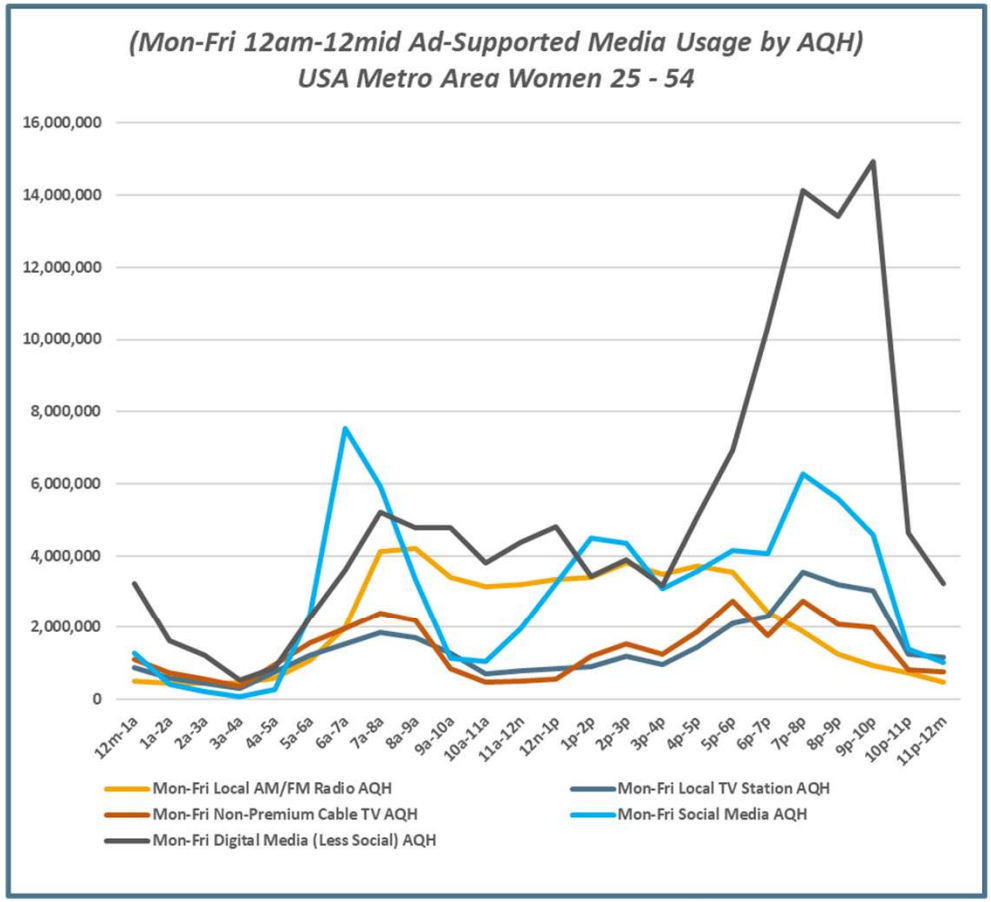
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,165,799; Social Media: 2,268,402; Local Radio: 2,105,299; Non-Prem. Cable: 880,184; Local TV: 813,207 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

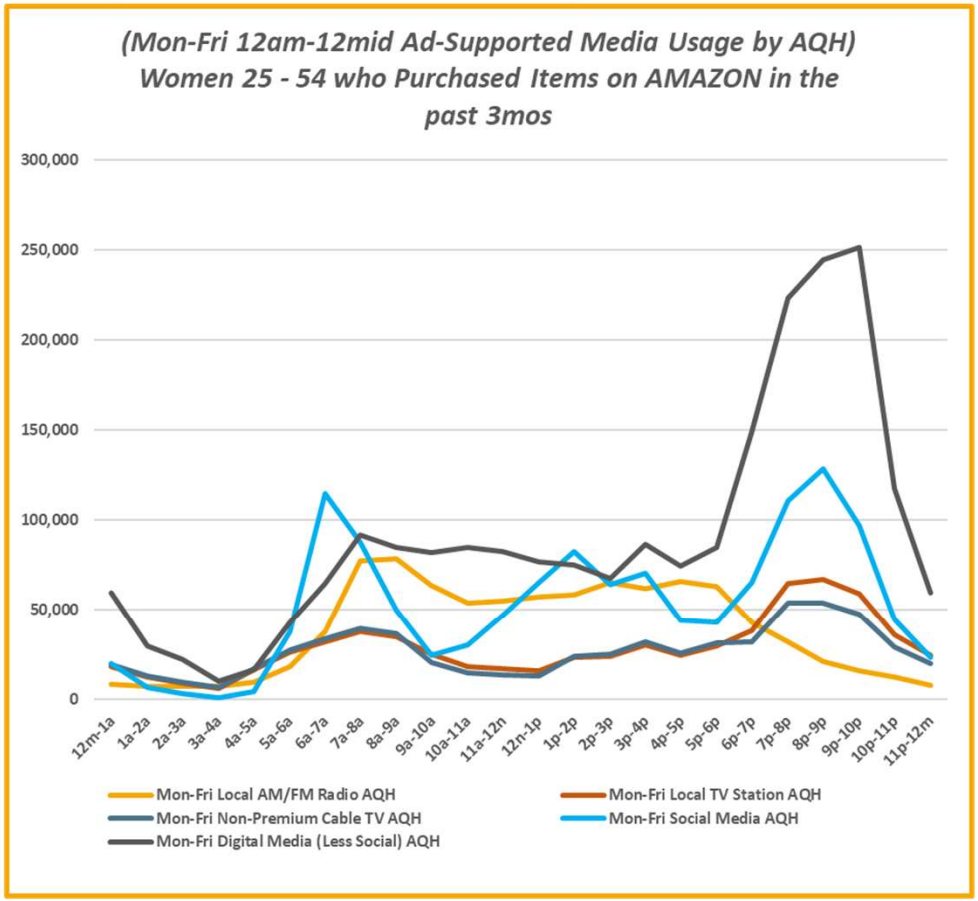
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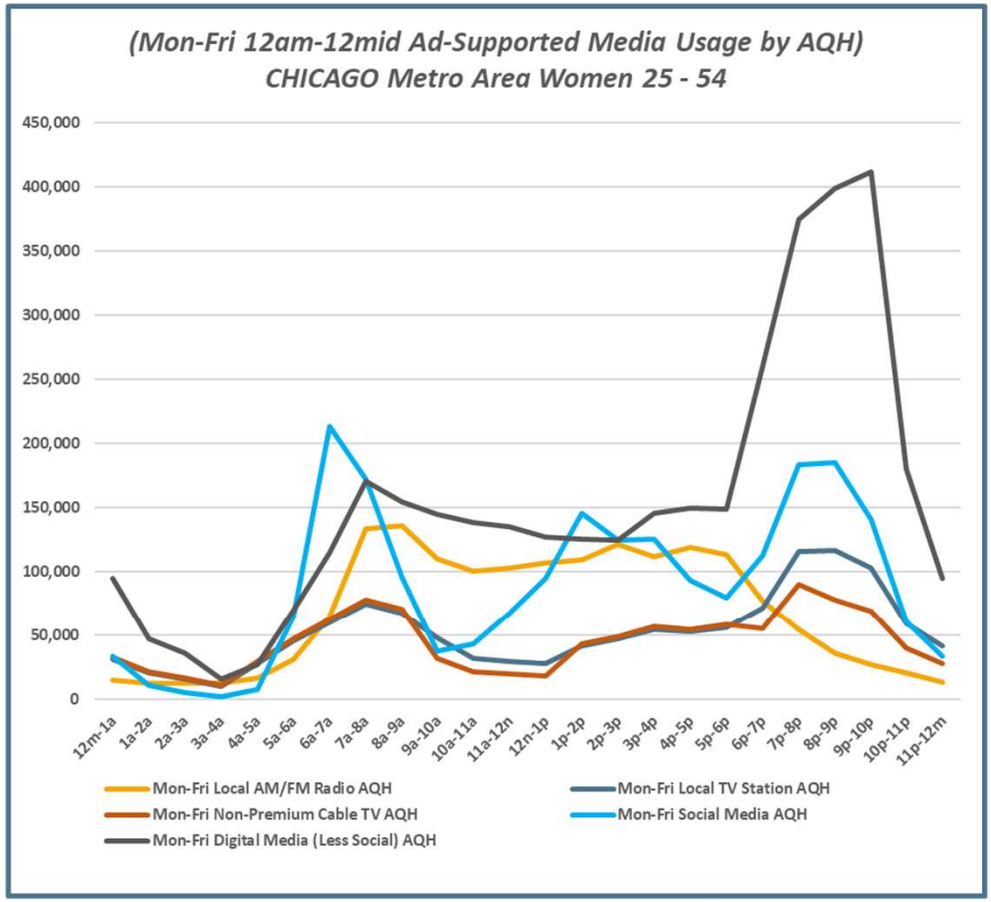
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 84,992; Social Media: 60,491; Local Radio: 60,053; Local TV: 26,853; Non-Prem. Cable: 26,121 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

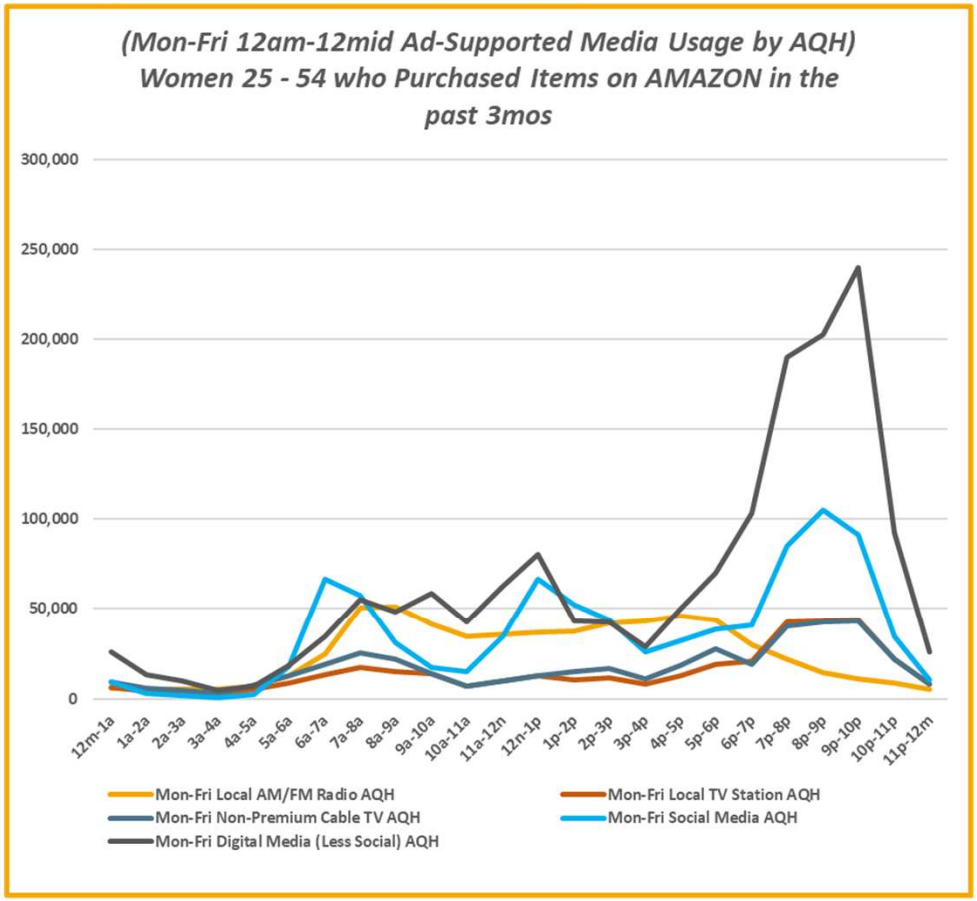
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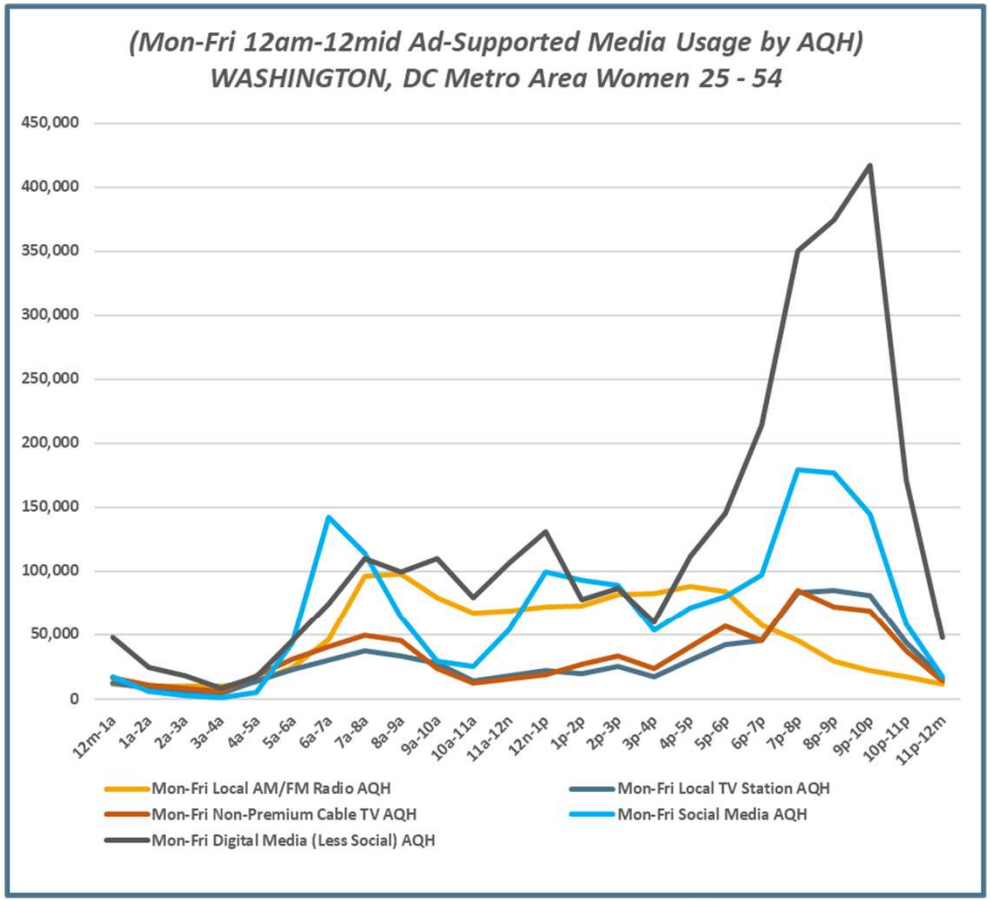
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,351; Social Media: 40,180; Local Radio: 39,772; Non-Prem. Cable: 16,669; Local TV: 13,159 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

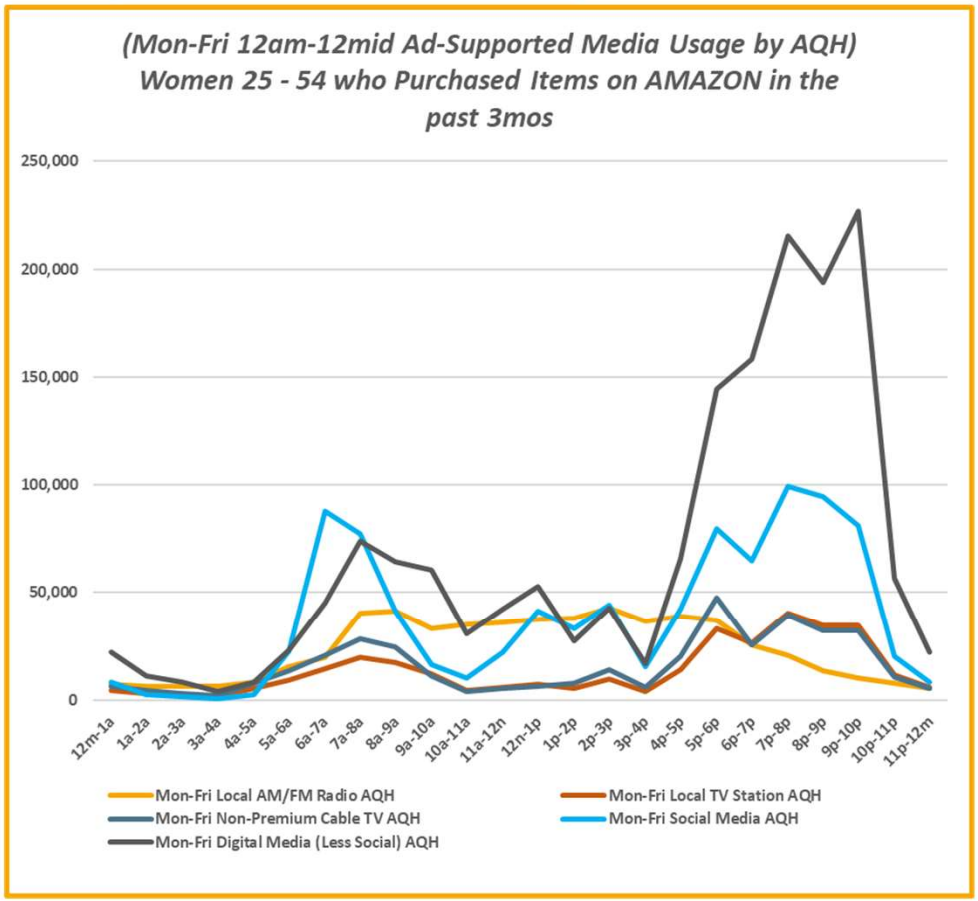
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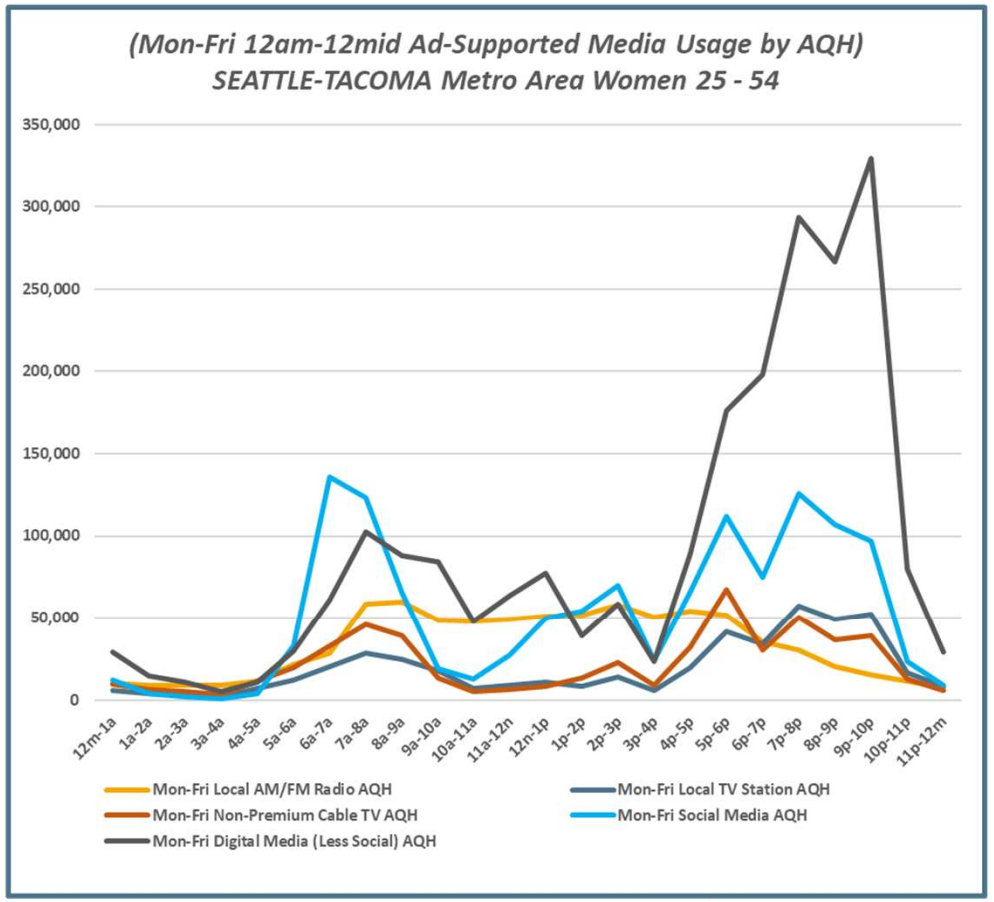
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 63,494; Social Media: 44,304; Local Radio: 35,514; Non-Prem. Cable: 17,029; Local TV: 13,316 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

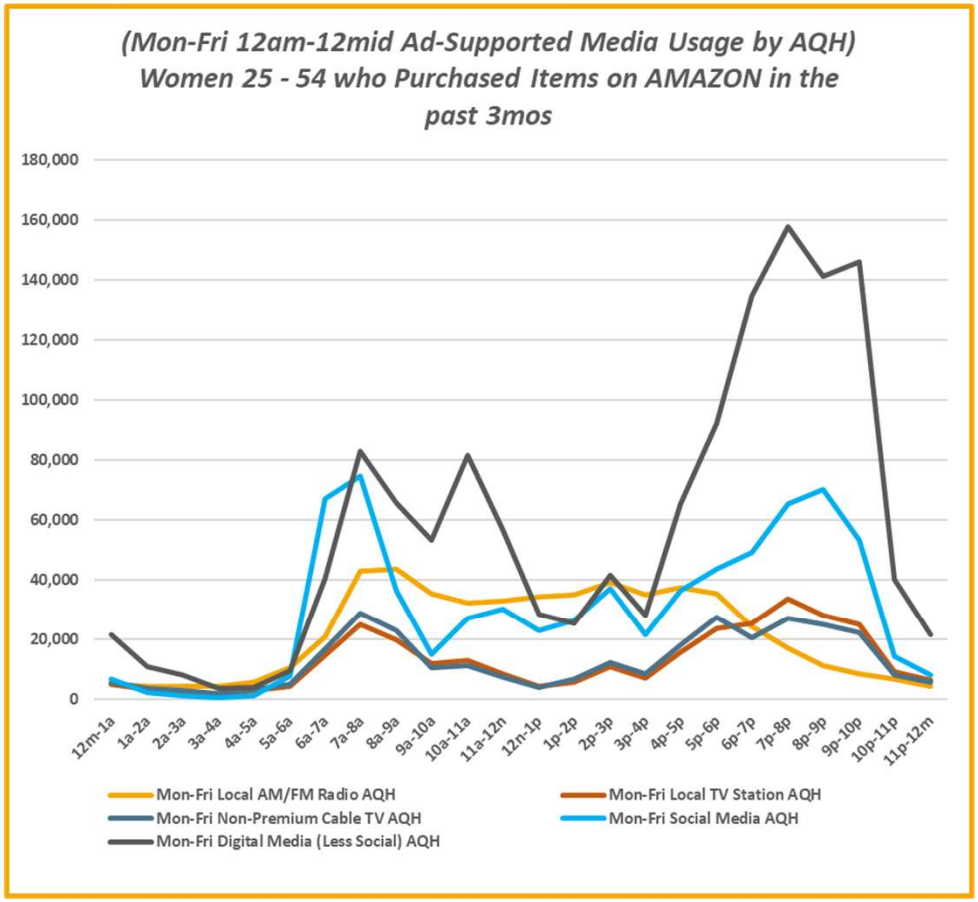
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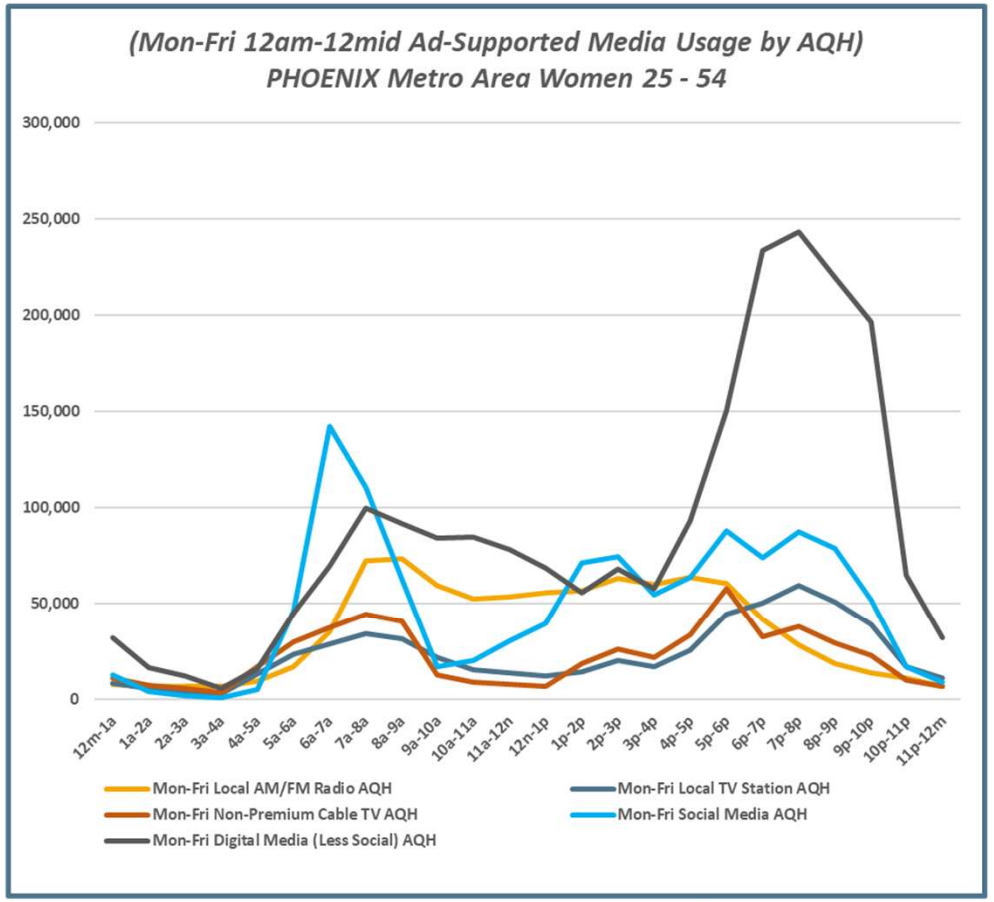
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,289; Social Media: 37,544; Local Radio: 34,433; Non-Prem. Cable: 15,011; Local TV: 14,241 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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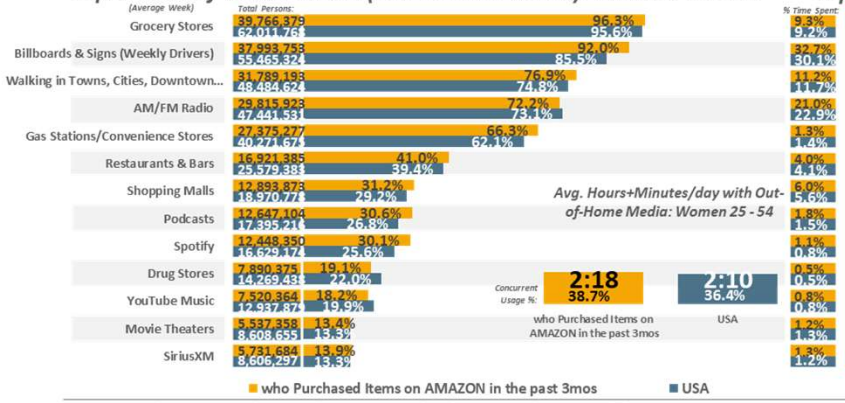
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

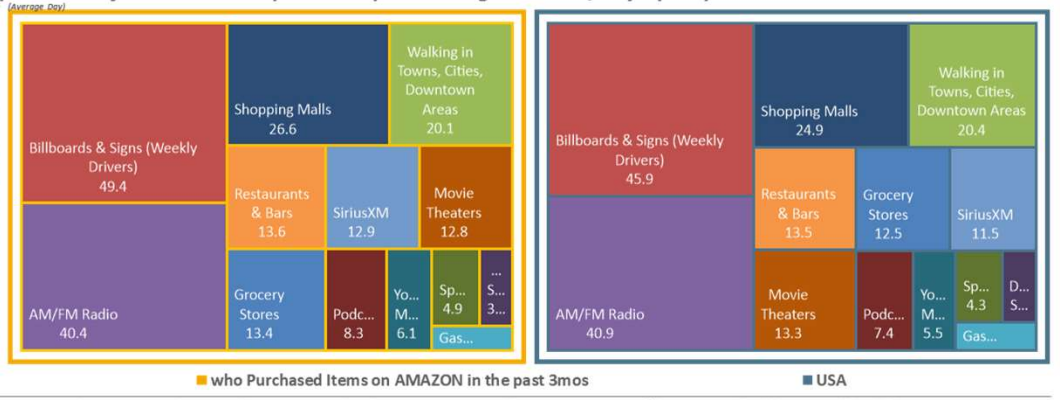
amazon USA

37,993,753 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

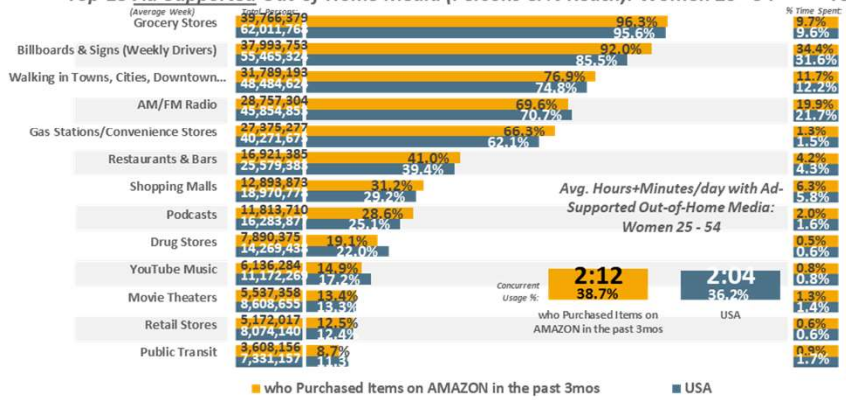
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



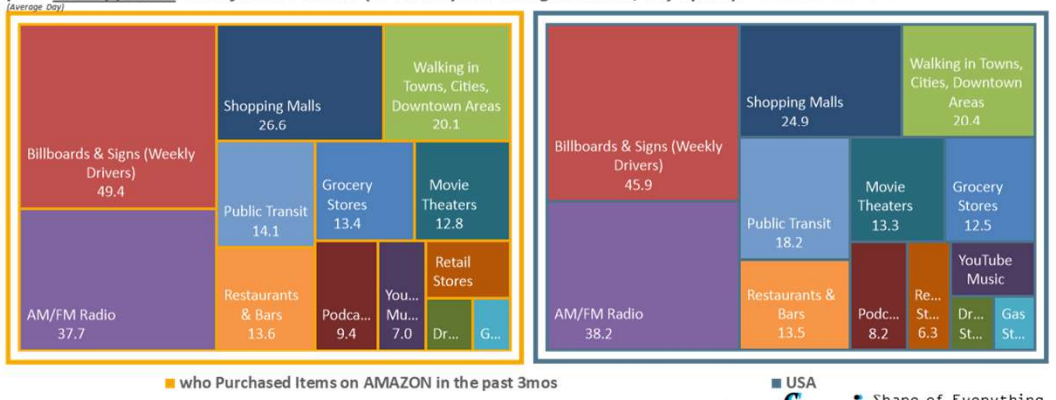
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

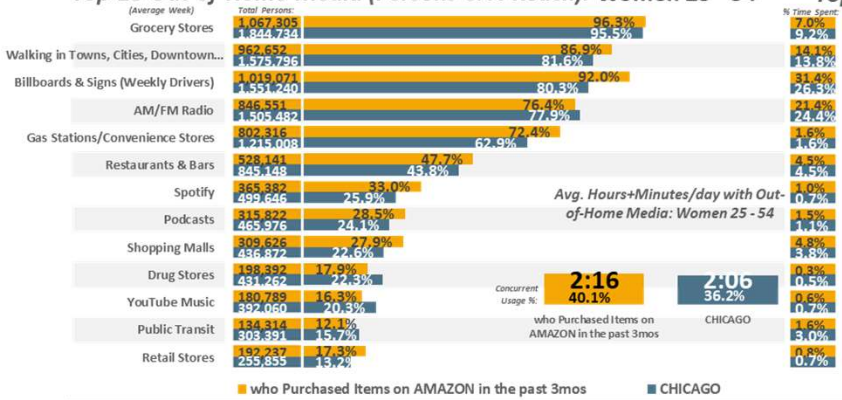
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

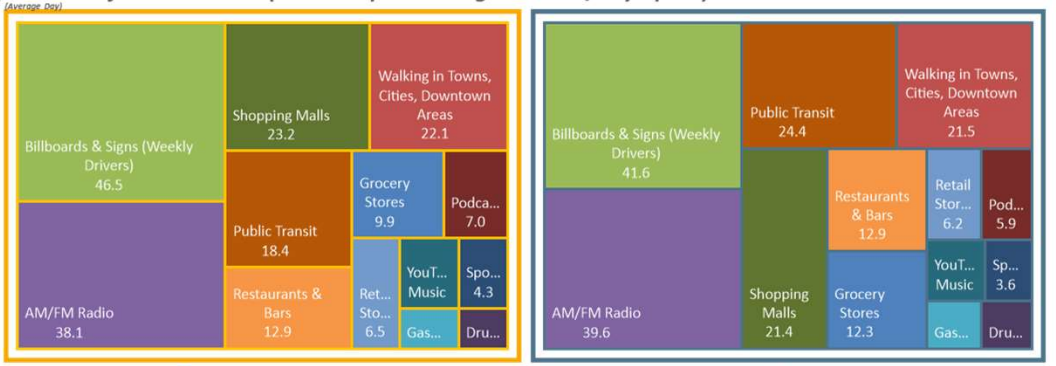
amazon CHI

1,019,071 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 46.5 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minutes/day.

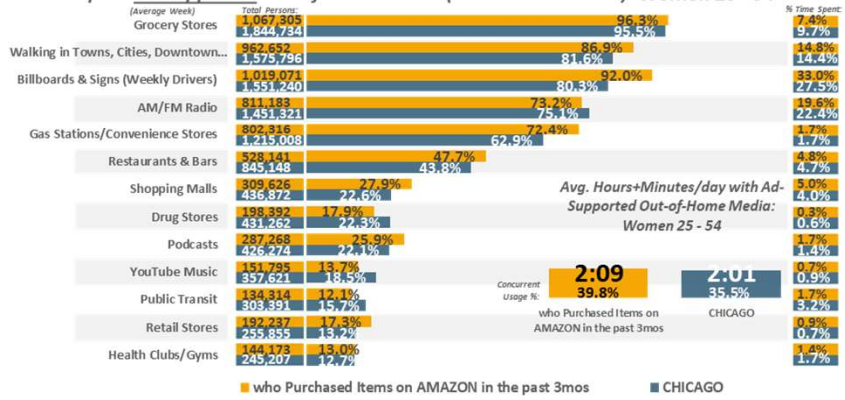
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



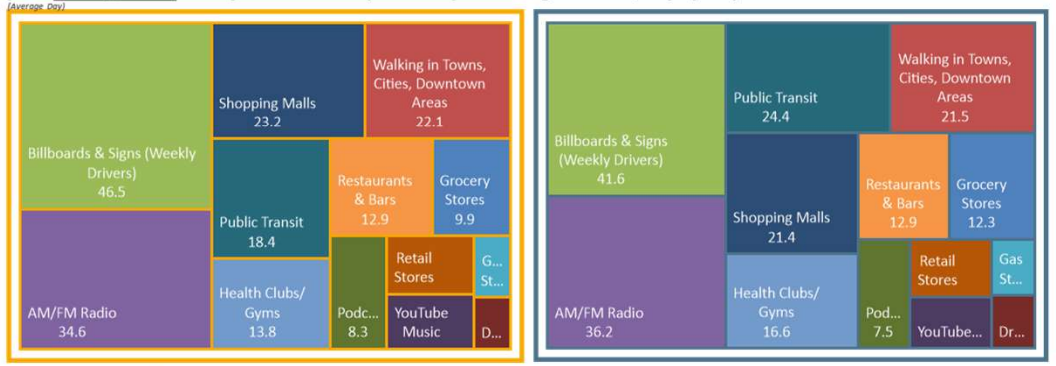
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

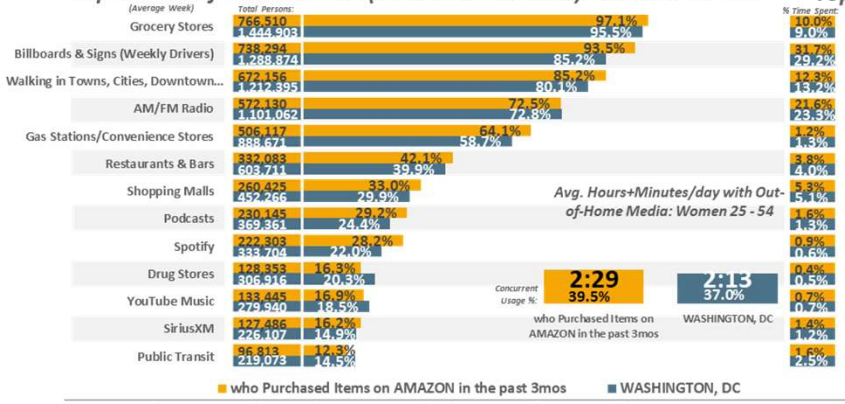
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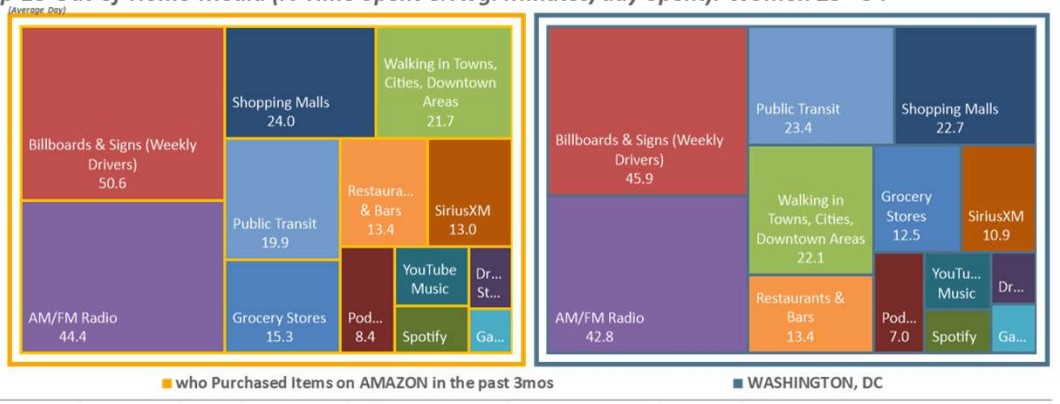
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

738,294 or 93.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

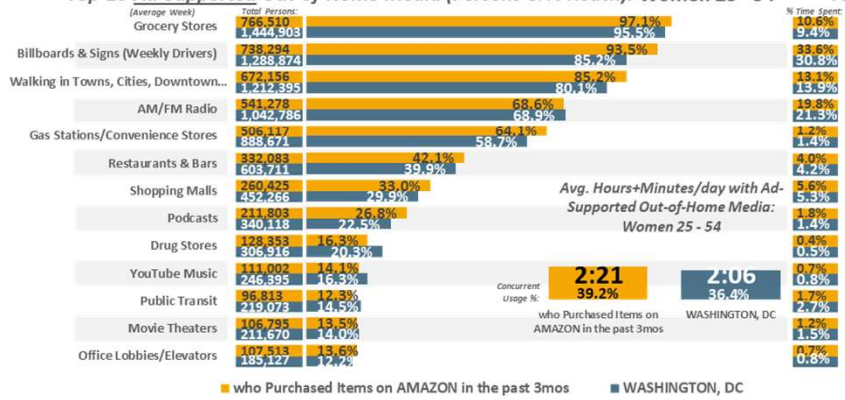
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



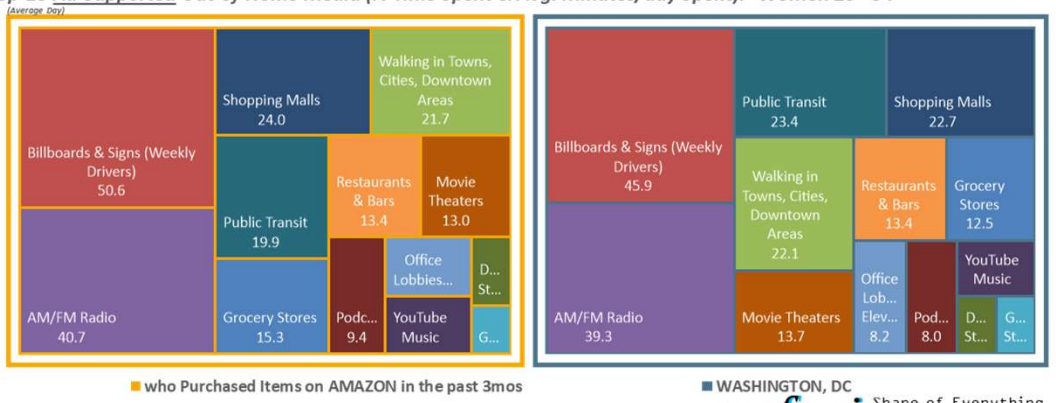
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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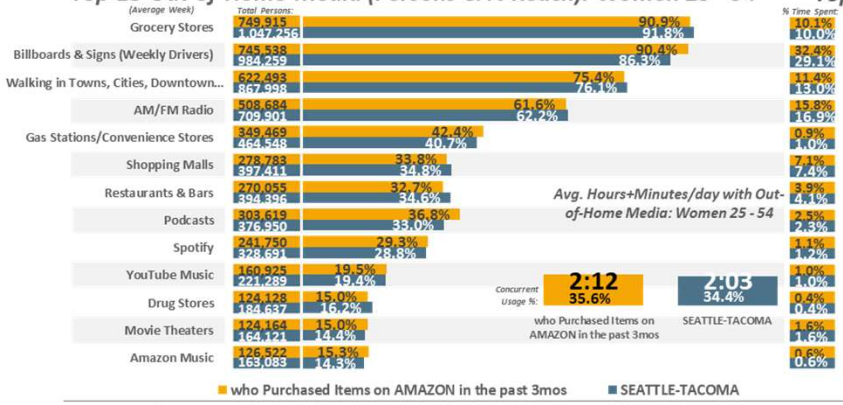
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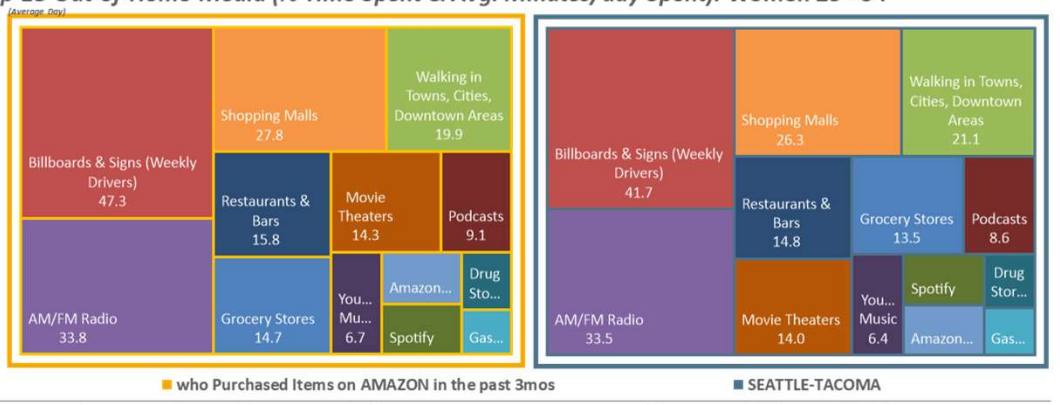
amazon SEA

745,538 or 90.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

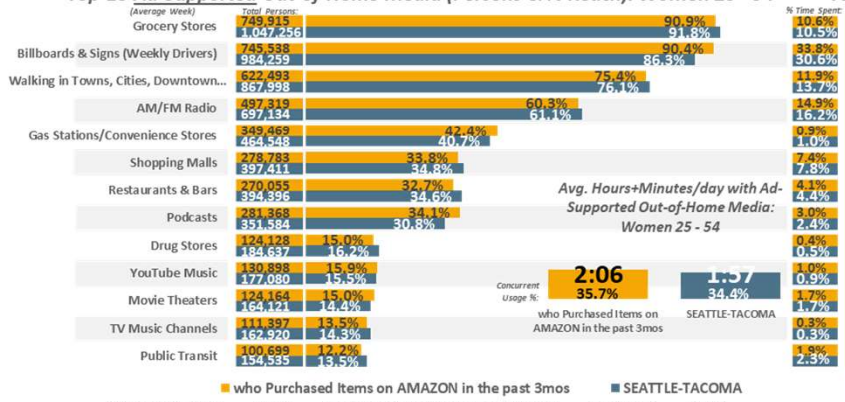
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



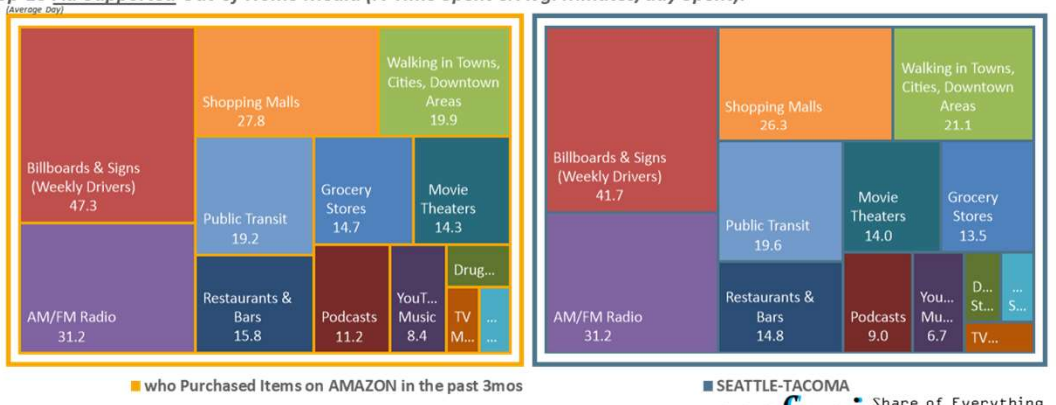
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

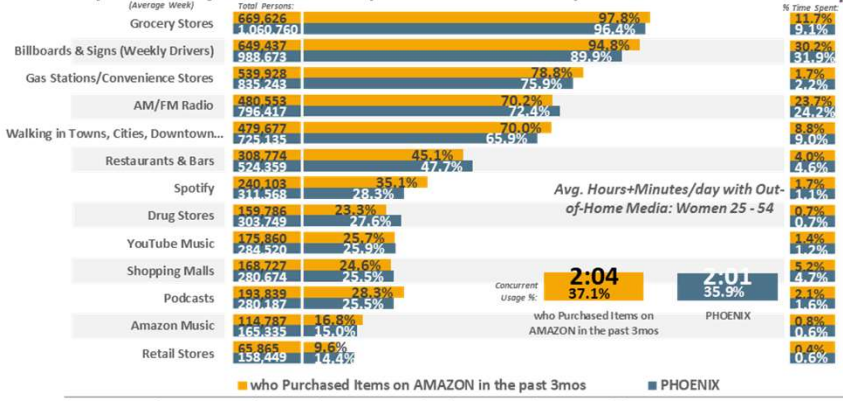
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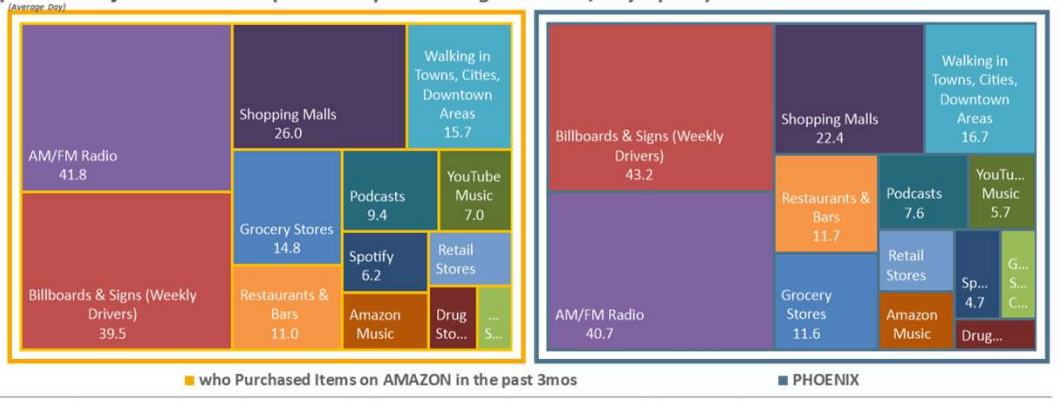
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

649,437 or 94.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

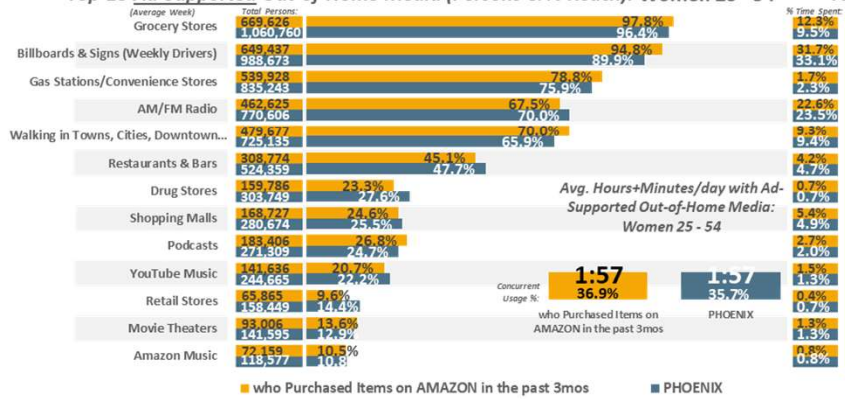
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



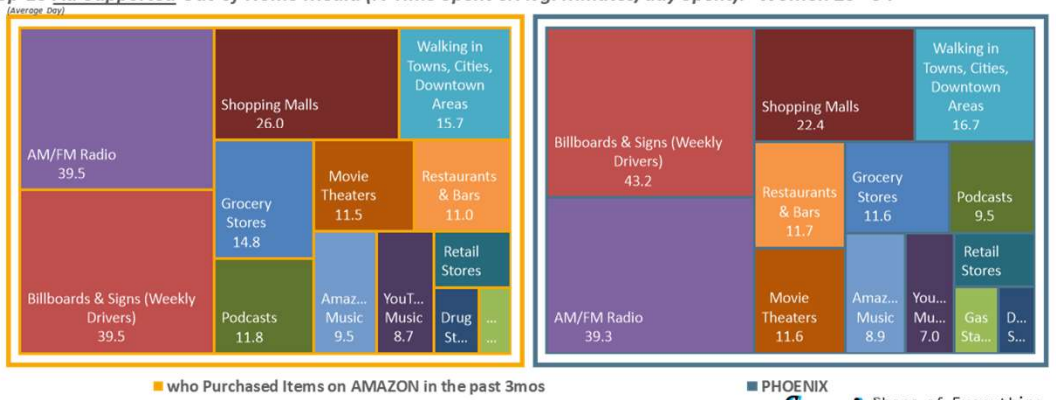
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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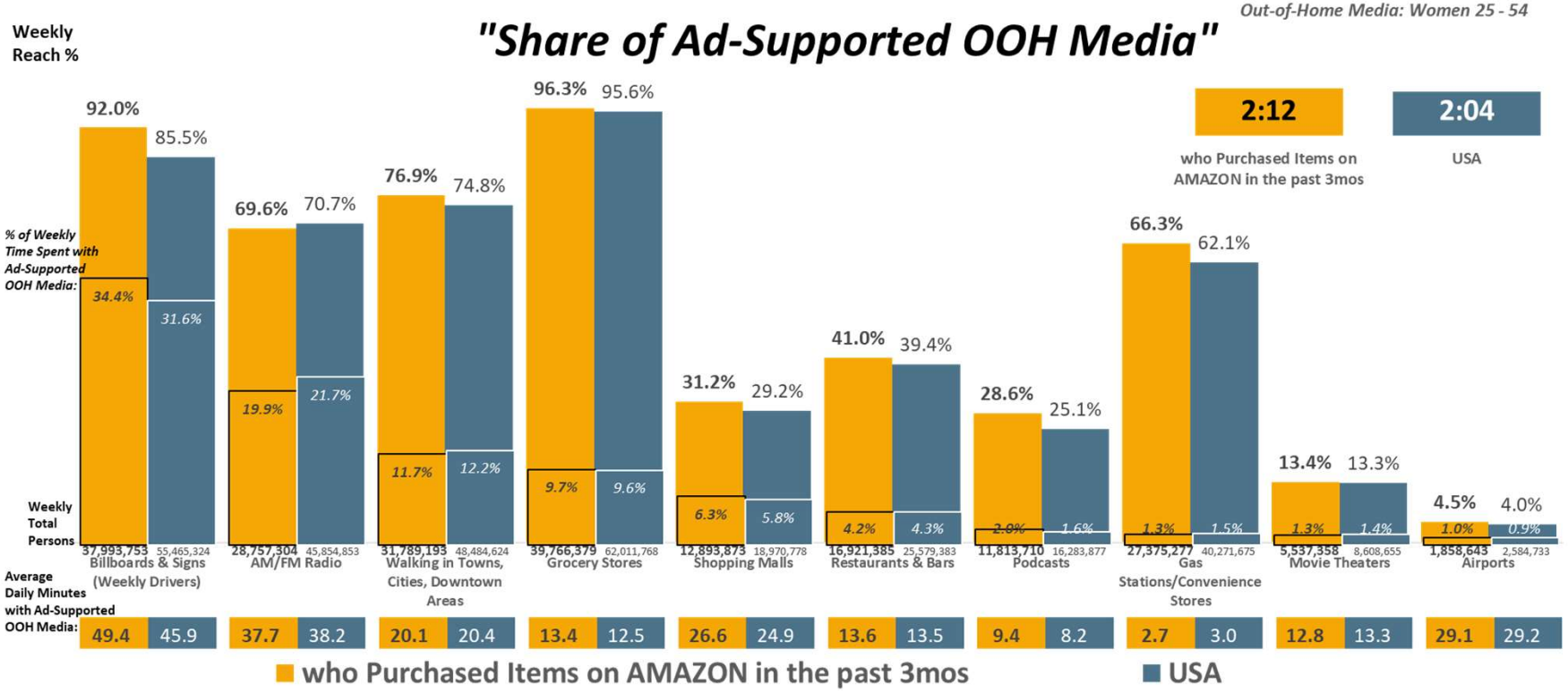
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37,993,753 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

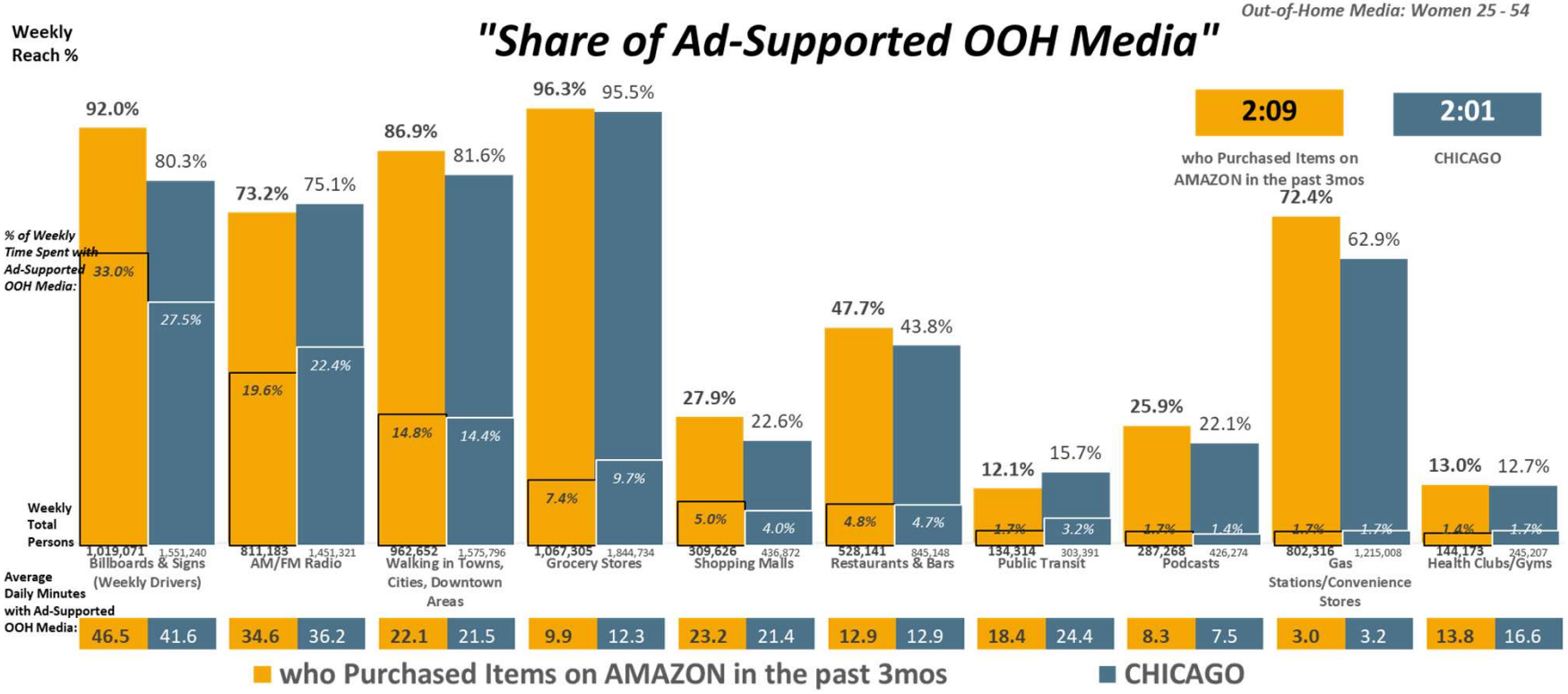
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1,019,071 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 46.5 minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

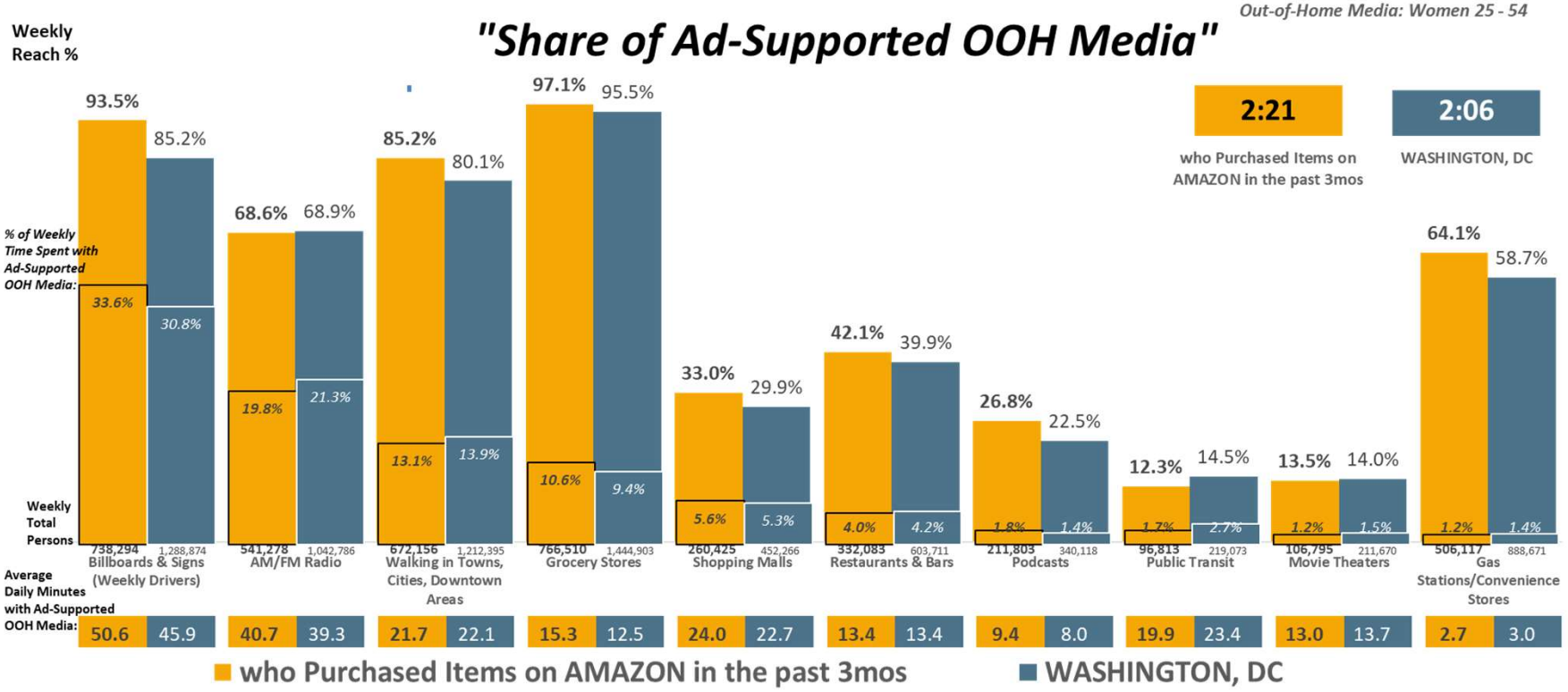
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738,294 or 93.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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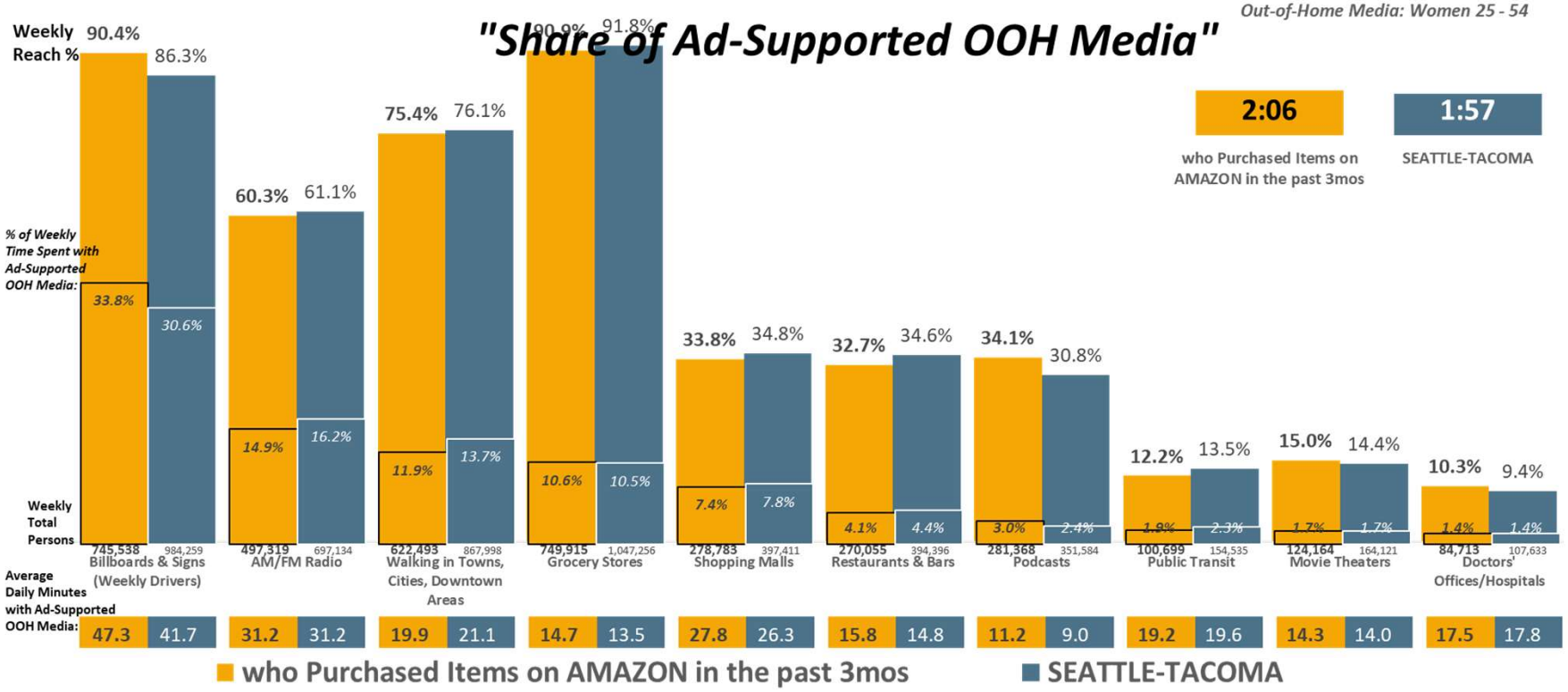
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[{Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon}]

745,538 or 90.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 47.3 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

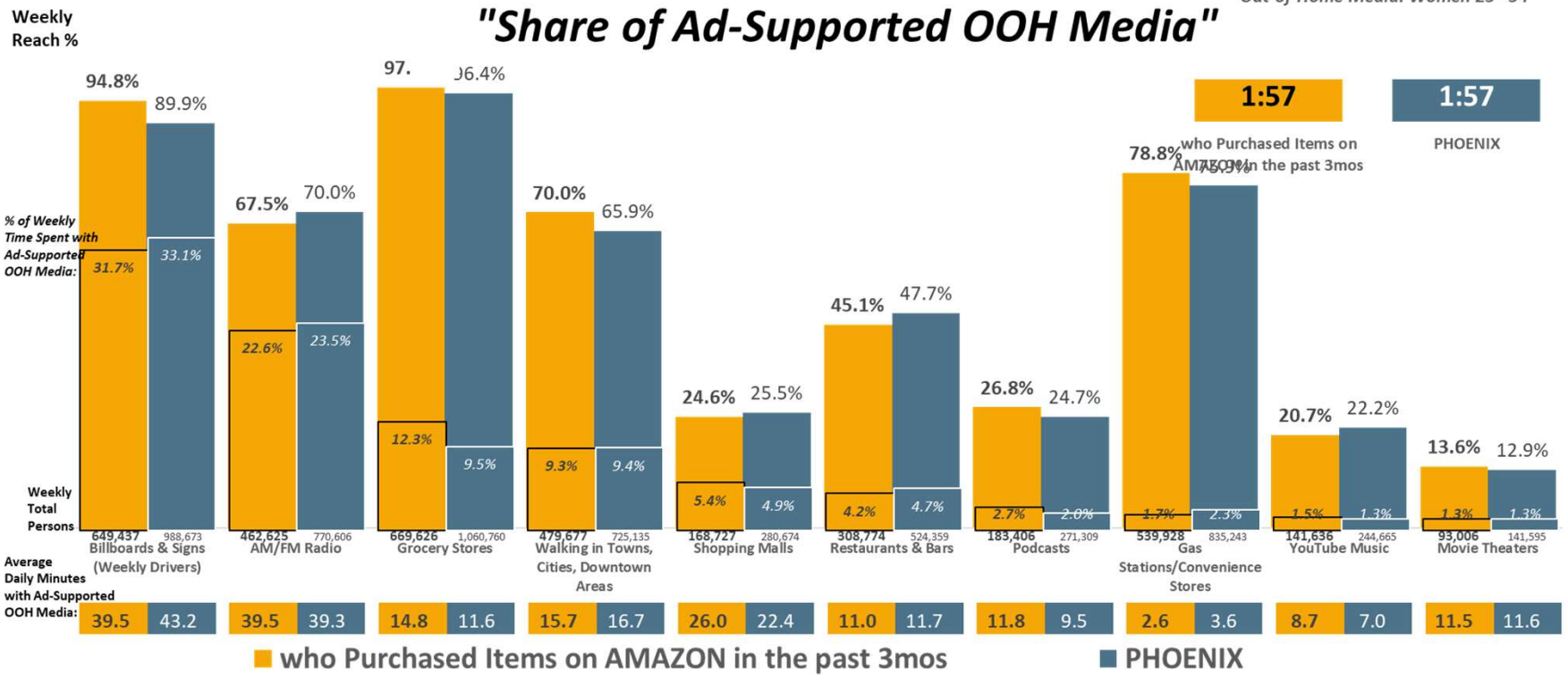
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[{Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon}]

649,437 or 94.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 31.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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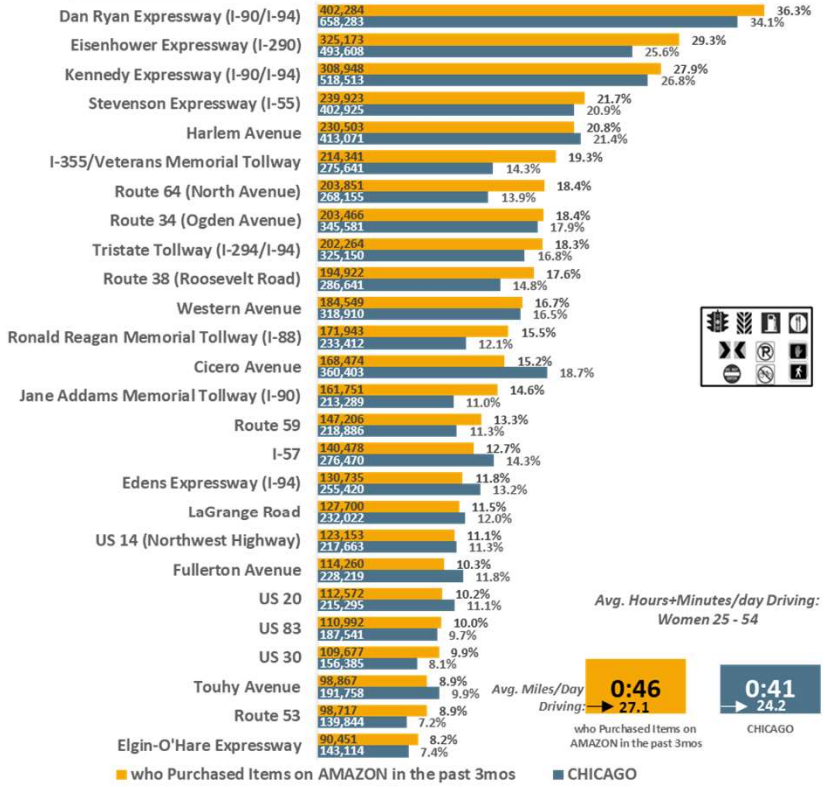
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[{Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon}]



1,019,071 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 46.5 minutes per day driving an average of 27.1 miles each day and are 35.5% more likely to use I-355/Veterans Memorial Tollway than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



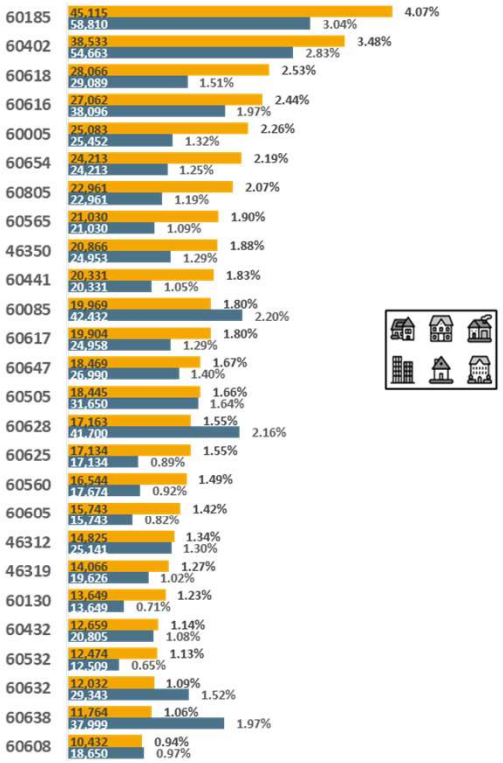
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving: → 27.1

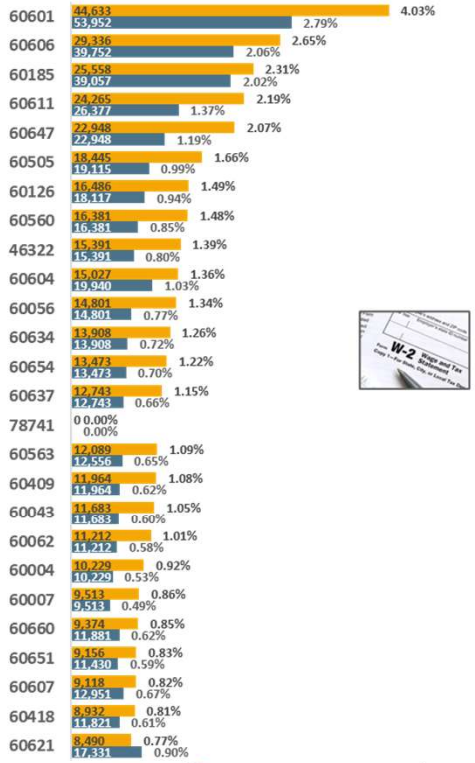
0:46 who Purchased Items on AMAZON in the past 3mos

0:41 → 24.2 CHICAGO

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

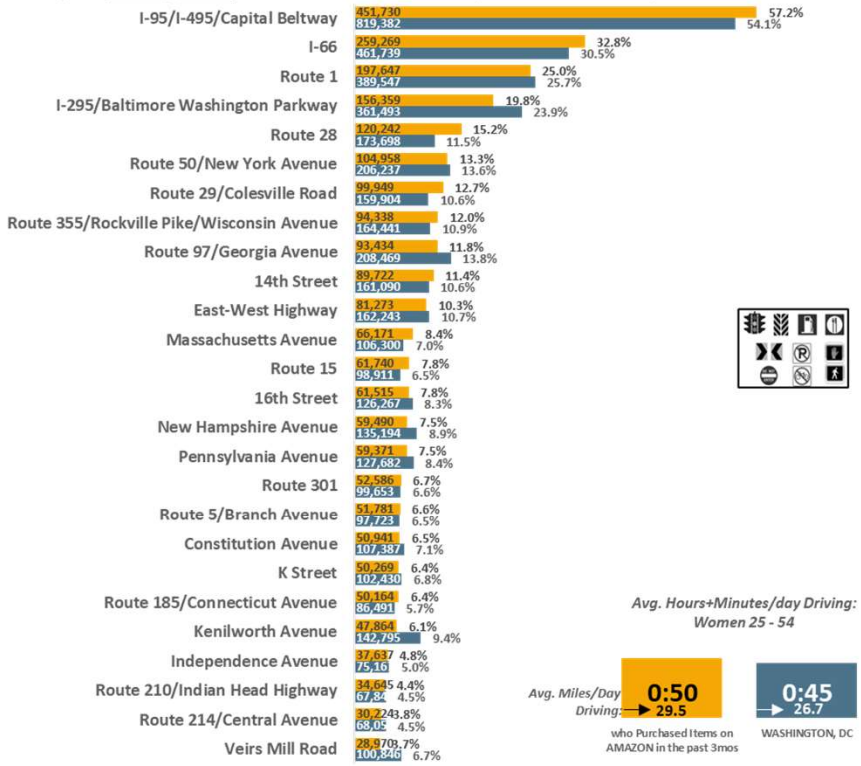
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



738,294 or 93.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 50.6 minutes per day driving an average of 29.5 miles each day and are 32.7% more likely to use Route 28 than the Metro average.

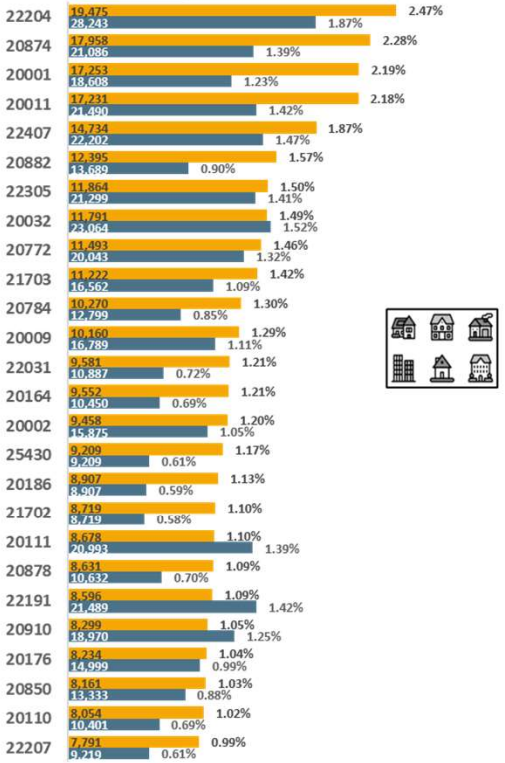
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



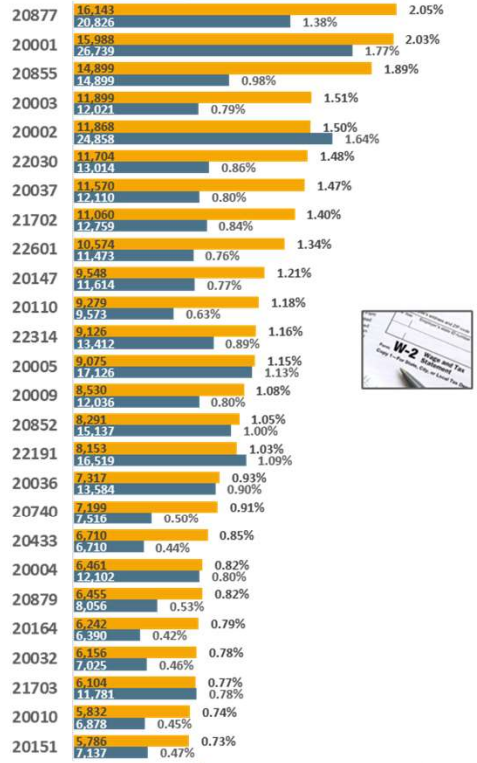
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

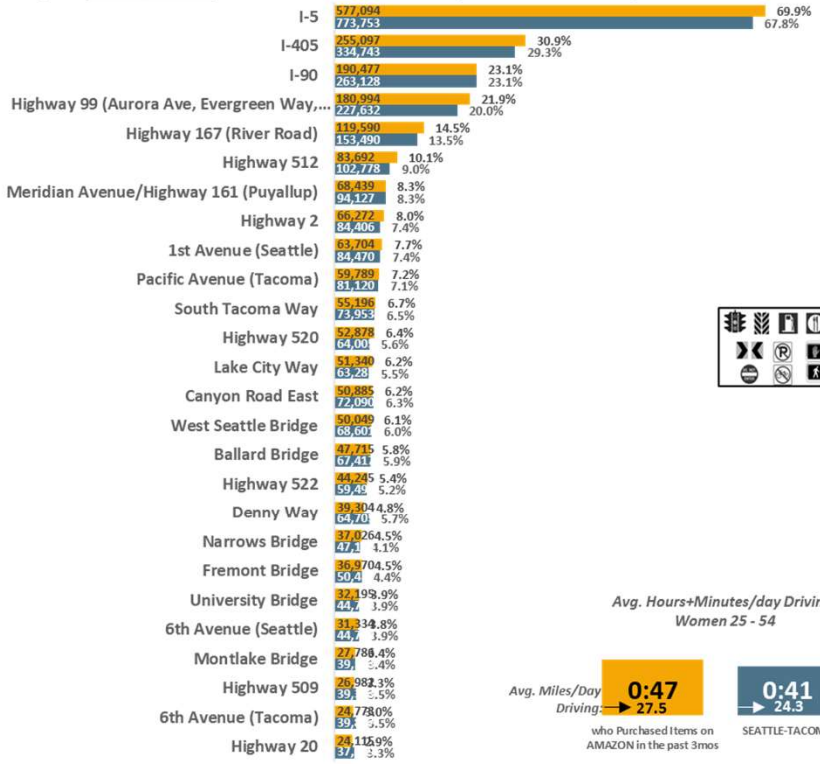
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



745,538 or 90.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 47.3 minutes per day driving an average of 27.5 miles each day and are 14.2% more likely to use Highway 520 than the Metro average.

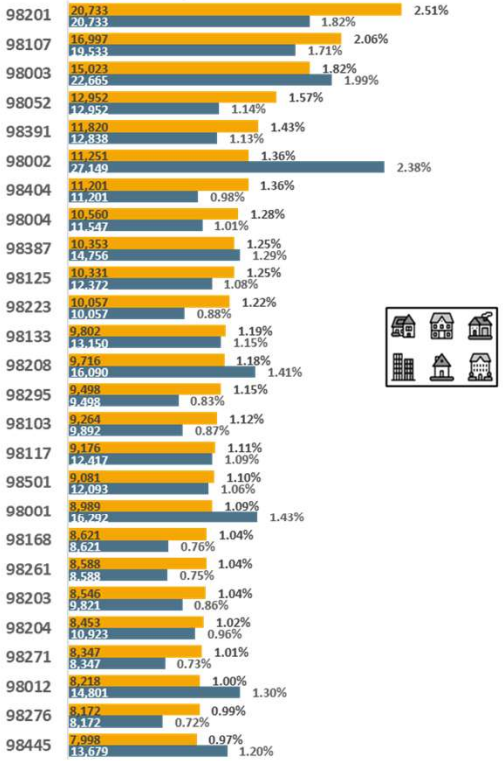
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



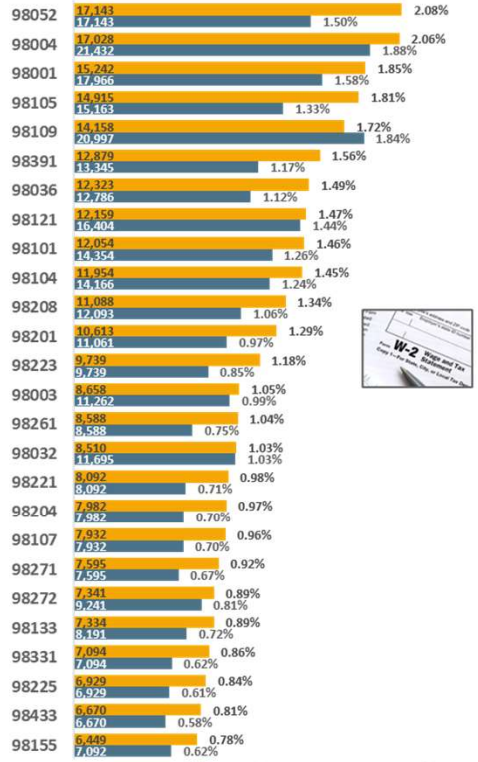
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

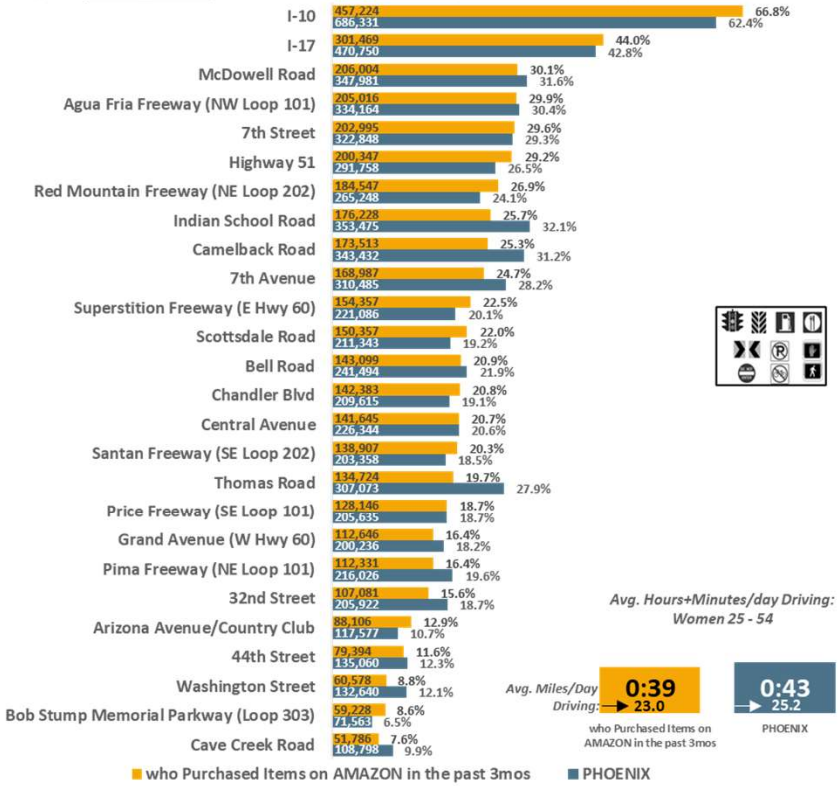
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



649,437 or 94.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 14.3% more likely to use Scottsdale Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



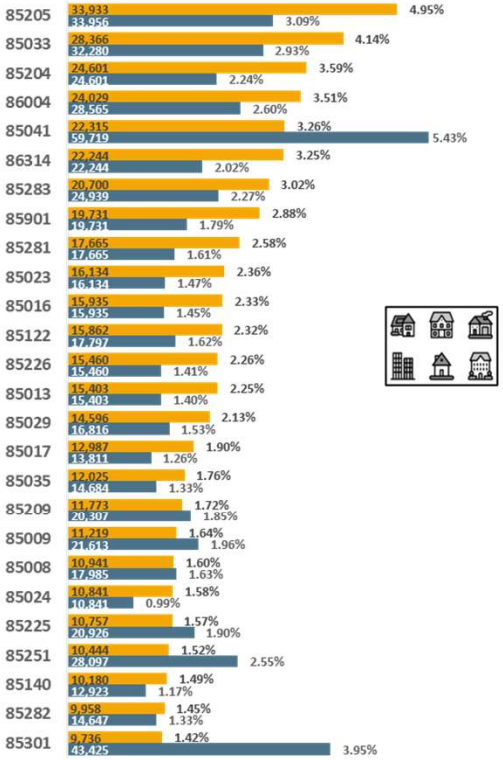
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving: → 23.0

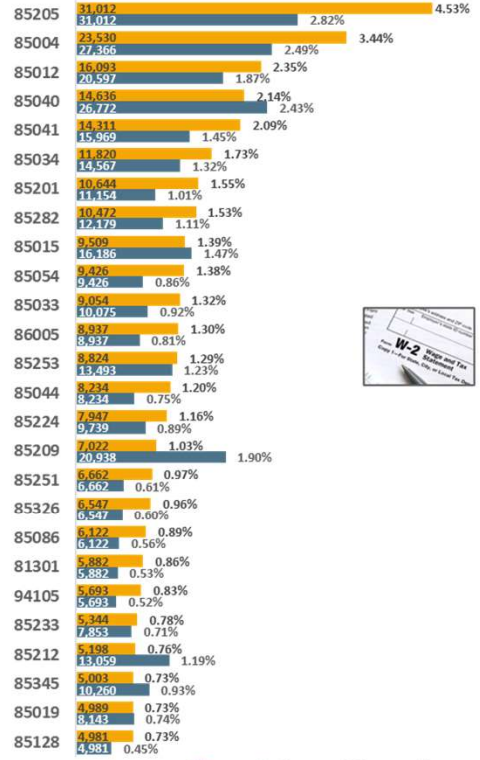
0:39 who Purchased Items on AMAZON in the past 3mos

0:43 → 25.2 PHOENIX

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



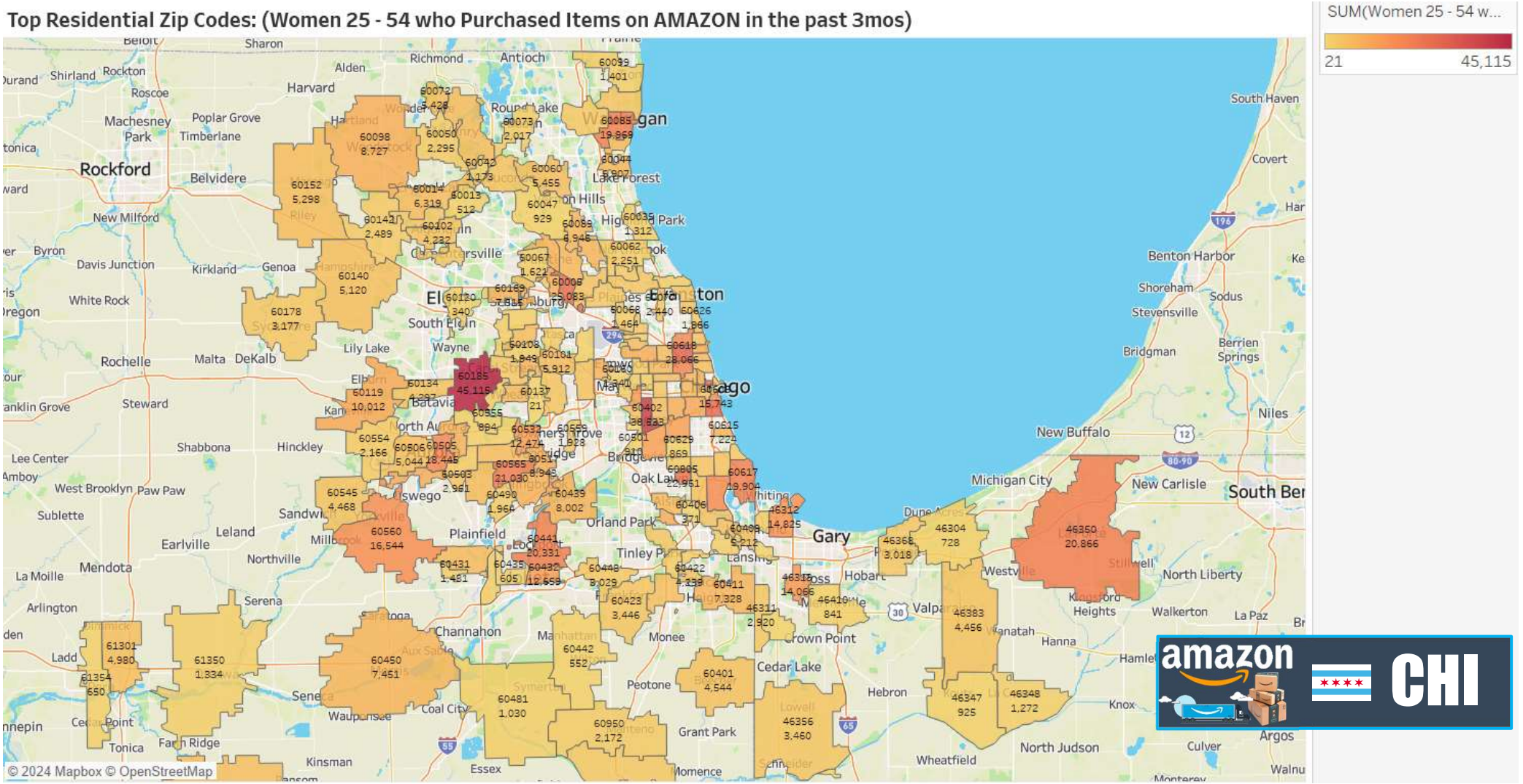
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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



amazon CHI

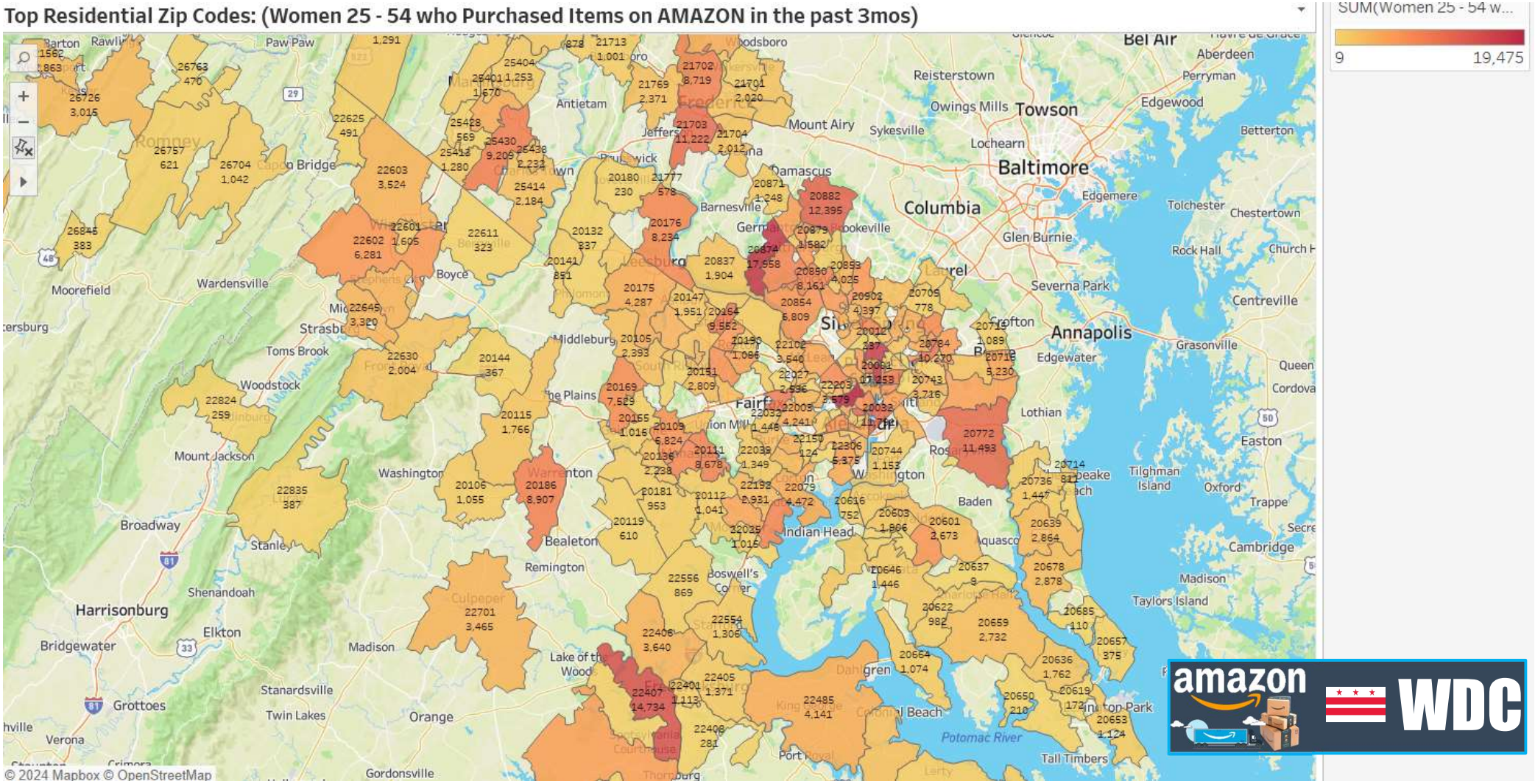
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



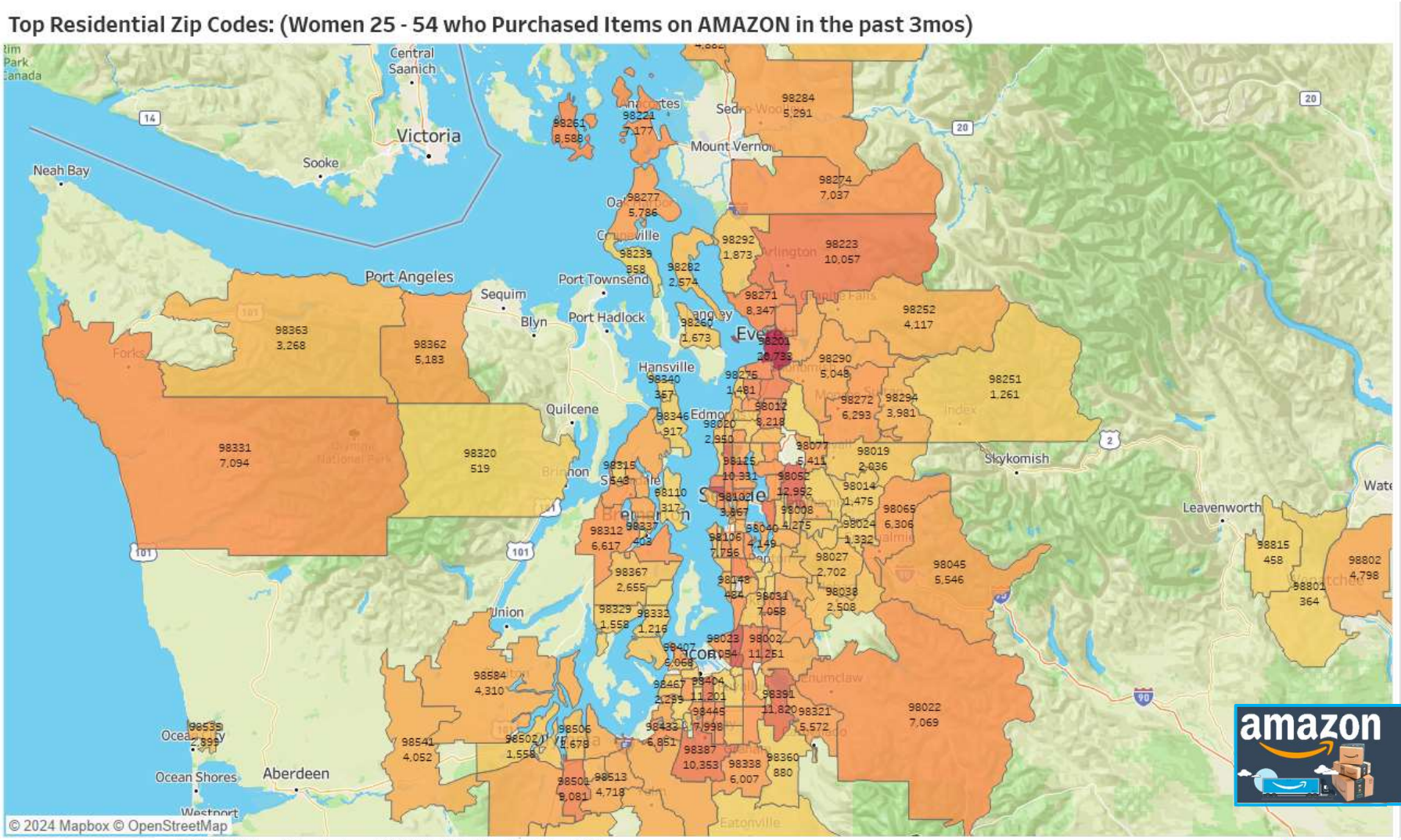
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



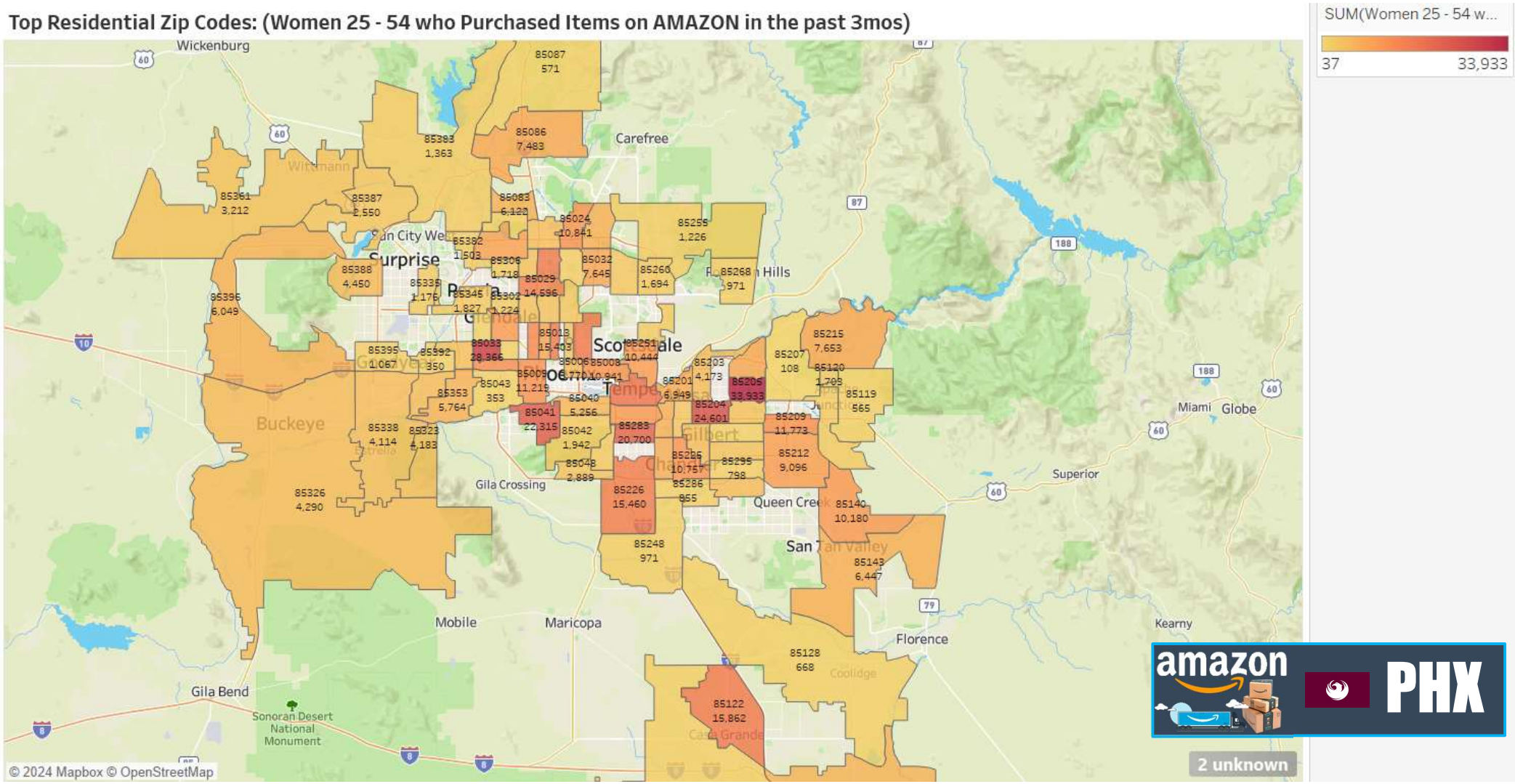
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

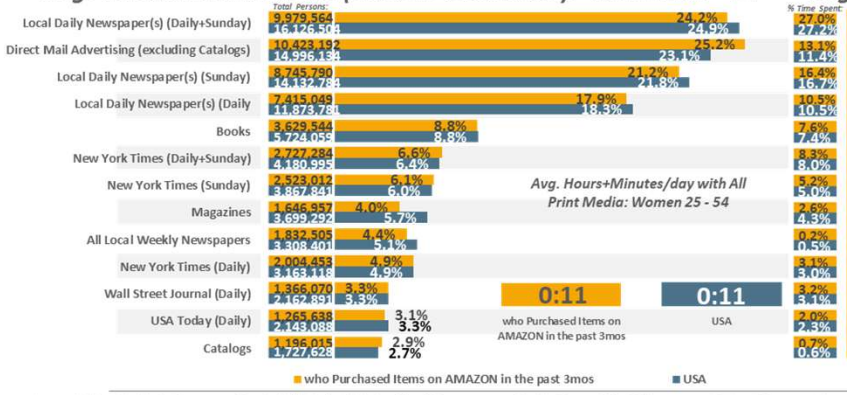
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9,979,564 or 24.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

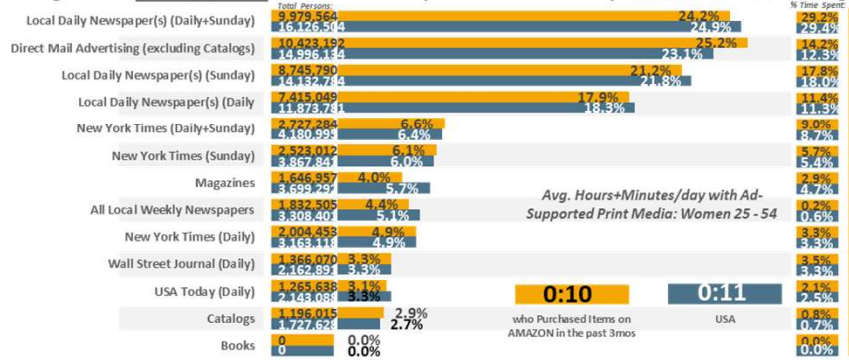
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



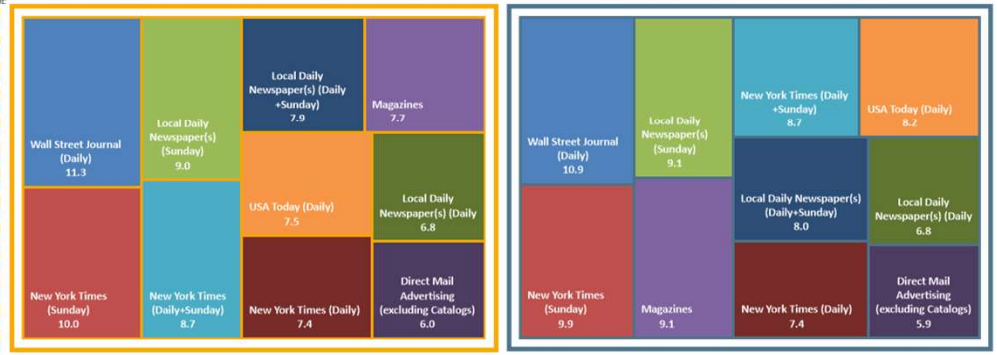
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

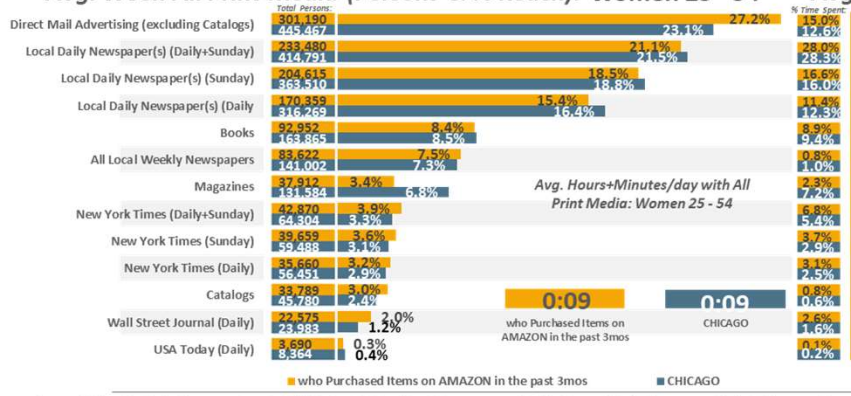
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon = CHI

233,480 or 21.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

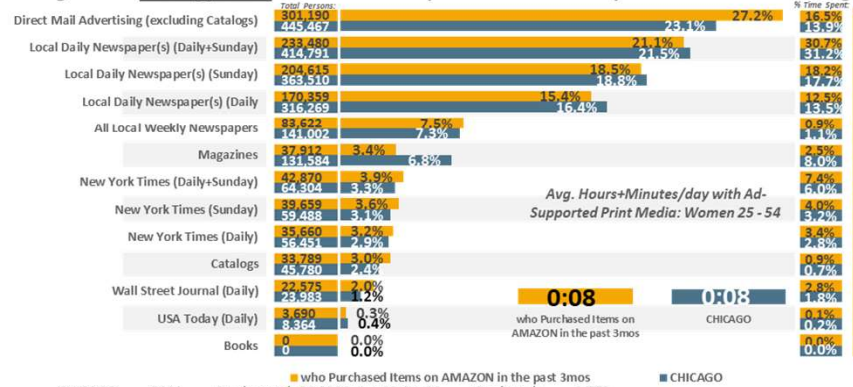
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



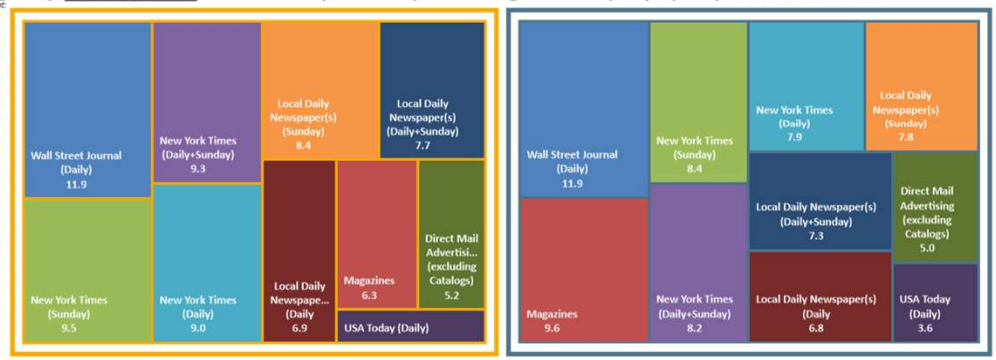
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,772

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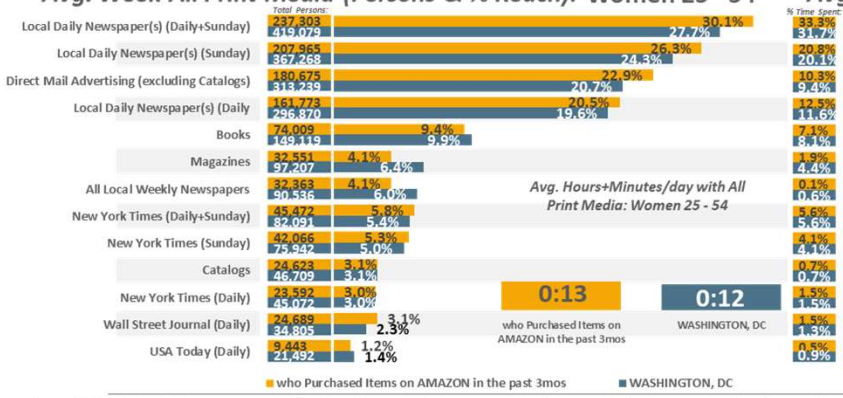
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

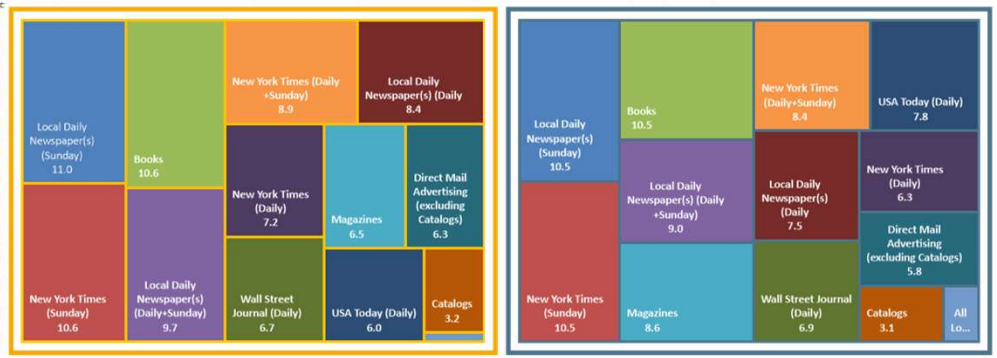
amazon WDC

237,303 or 30.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

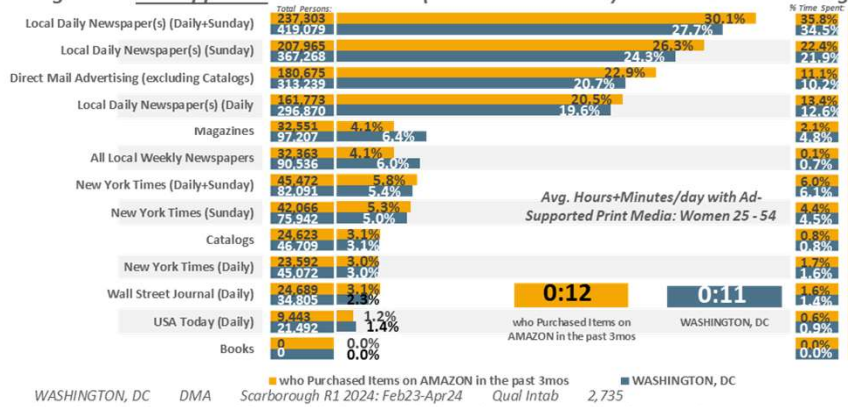
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,735

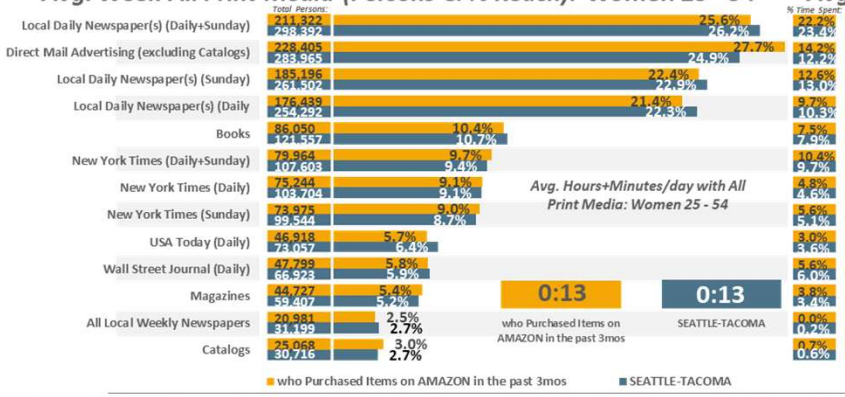
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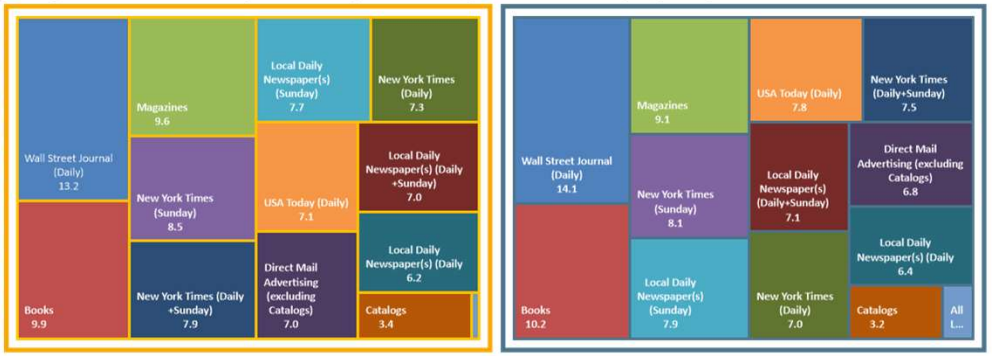
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

211,322 or 25.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 24.% of all time spent daily with All forms of Print Media.

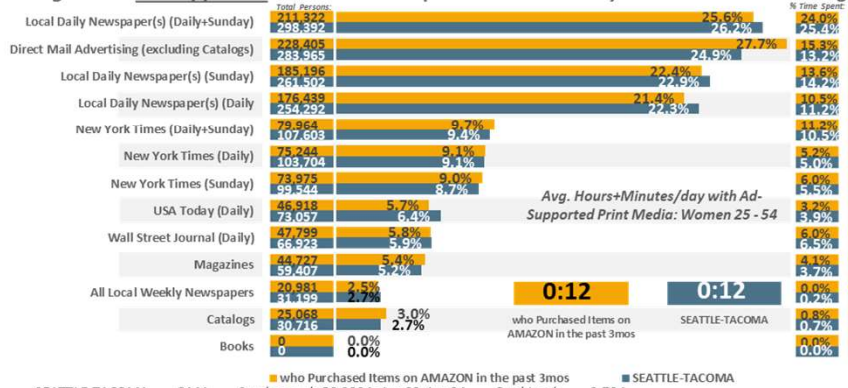
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



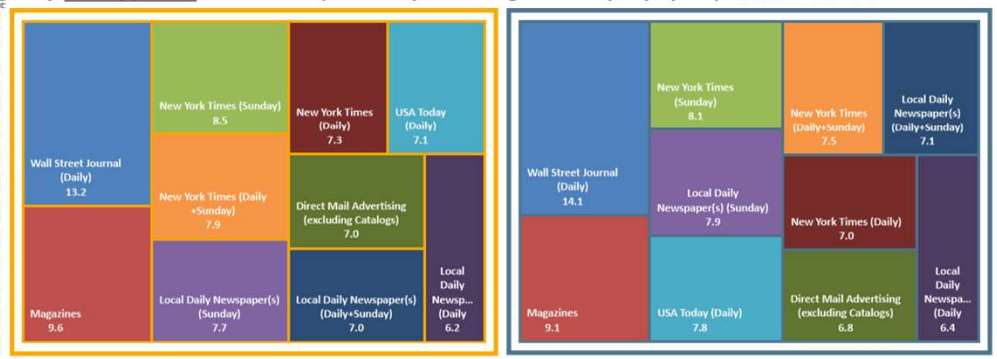
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,704

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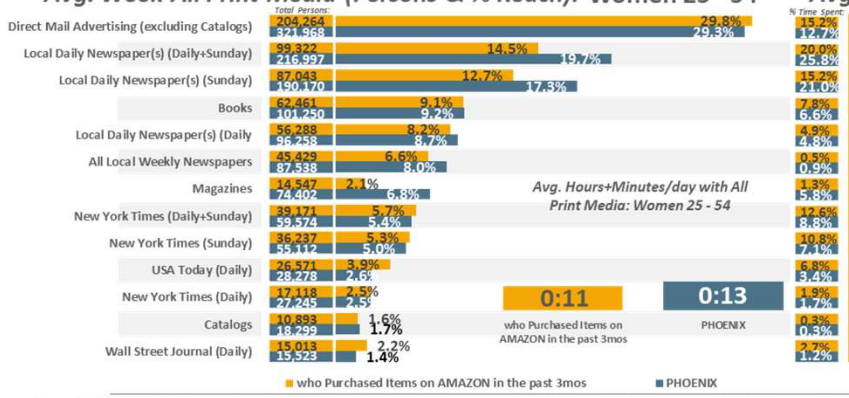
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

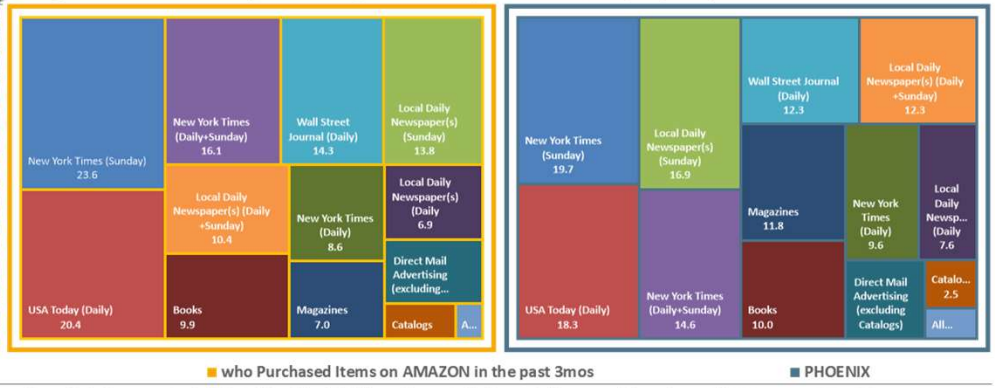


99,322 or 14.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 21.7% of all time spent daily with All forms of Print Media.

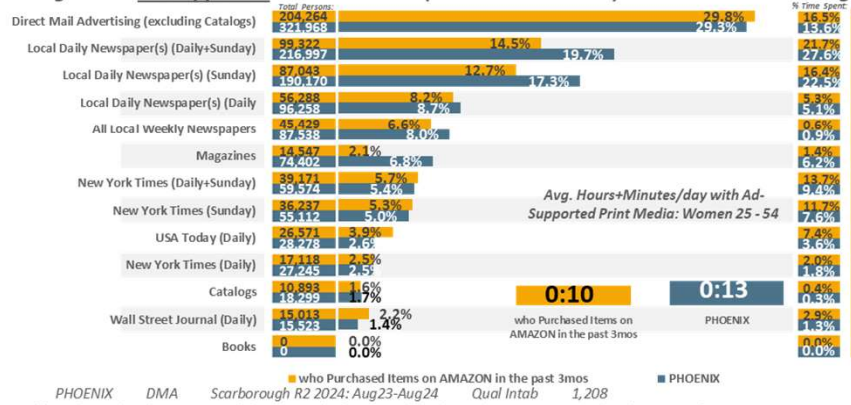
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,208

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]