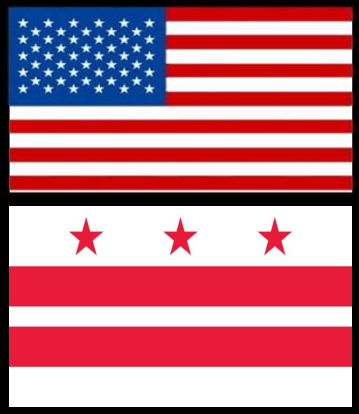
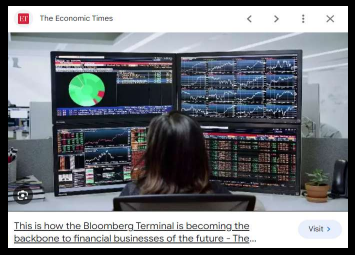
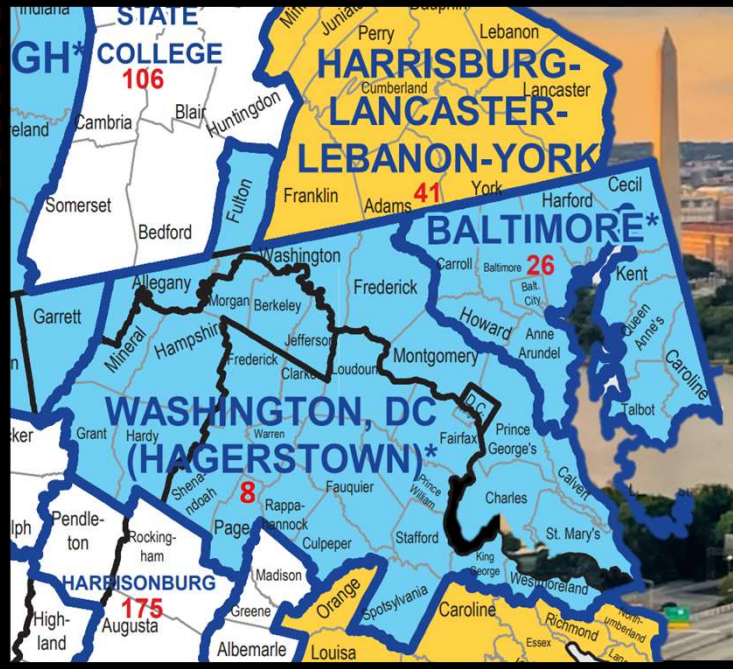
USA–5 WASHINGTON, DC DMA PRO TEAM past 12mos GAME ATTENDERS!

Brand New Data as of August 31, 2025!

Complete Demographic & Media Use Profiles









DMA

#8 P18+

WDC

WDC

WDC

WDC

WDC

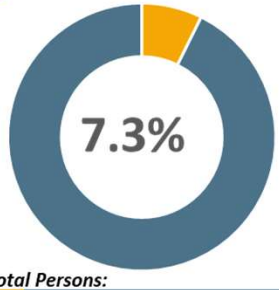
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Events attended/places visited past 12 months: Washington Capitals hockey game Events attended/places visited past 12 months: Washington Commanders football game Events attended/places visited past 12 months: Washington Mystics women's basketball game Events attended/places visited past 12 months: Washington Nationals baseball game Events attended/places visited past 12 months: Washington Wizards basketball game

HUBBARD BROADCASTING INC. HB INC.

7.3% or 418,310 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos are 48. years old (.1% older than average) and have a $195,589 (42.7% higher than average) annual household income.

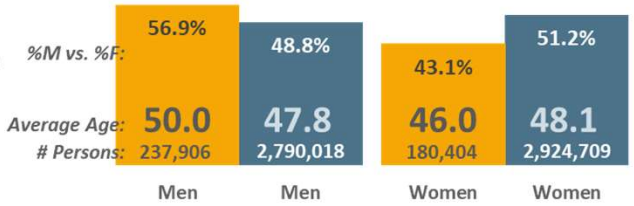
Percent of Market: Adults 18 or older



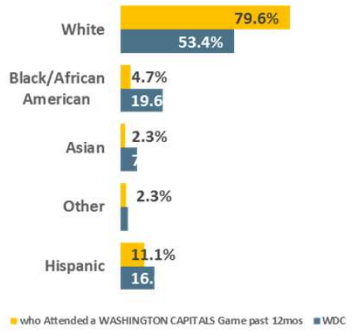
Total Persons:



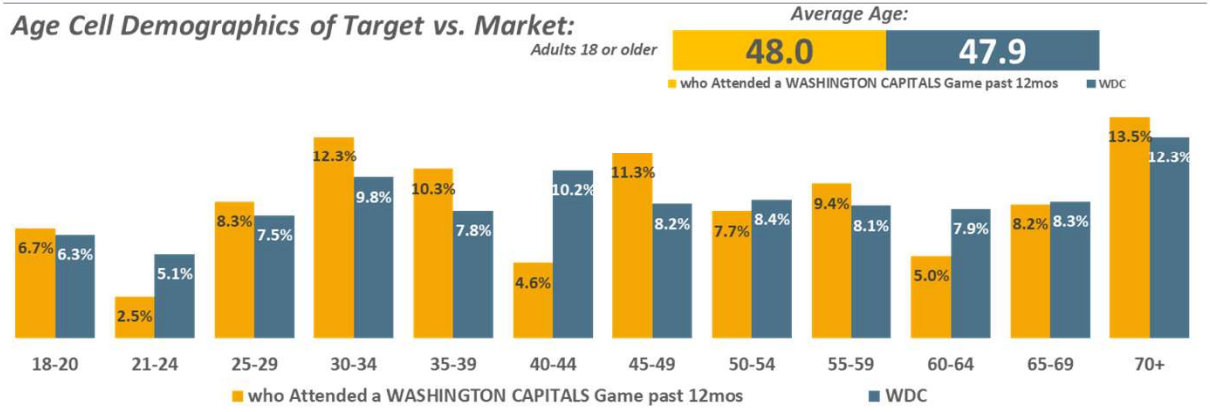
Gender of Target vs. Market: Adults 18 or older



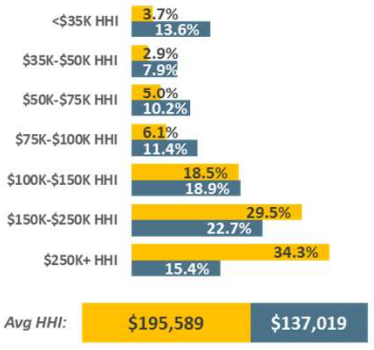
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



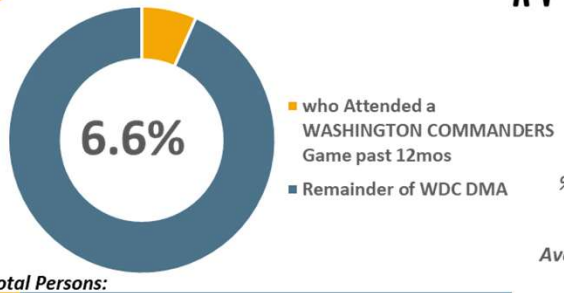
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

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Events attended/places visited past 12 months: Washington Capitals hockey game

6.6% or 379,978 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 47. years old (2.% younger than average) and have a $157,862 (15.2% higher than average) annual household income.

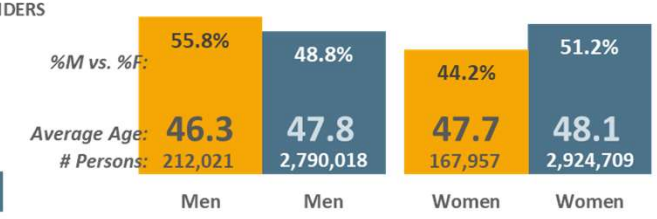
Percent of Market: Adults 18 or older



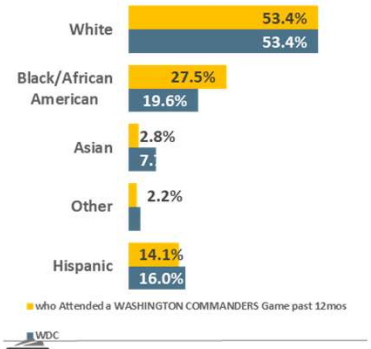
Total Persons:

379,978 | 5,334,749

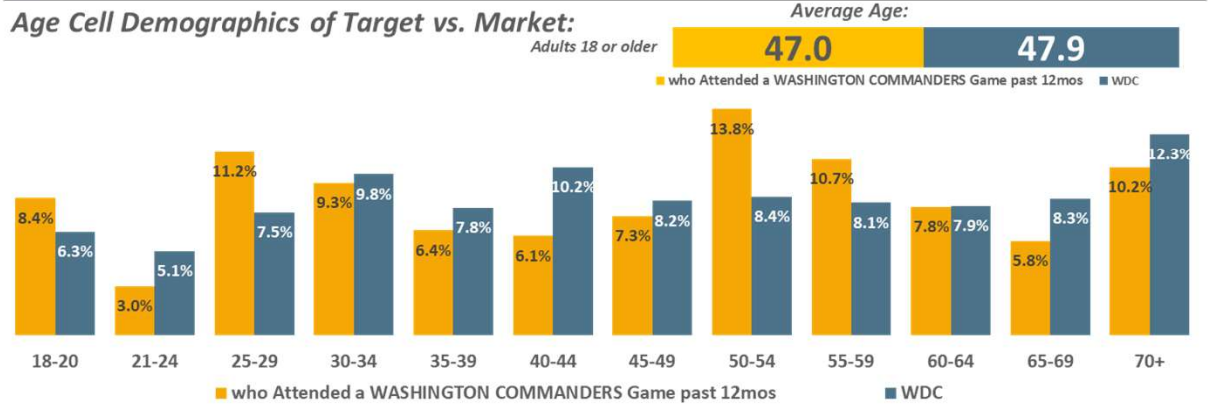
Gender of Target vs. Market: Adults 18 or older



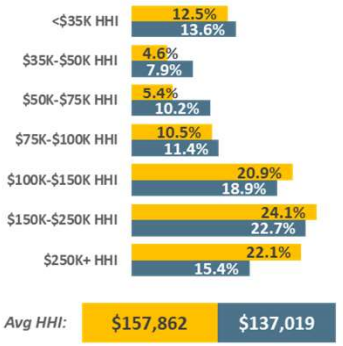
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



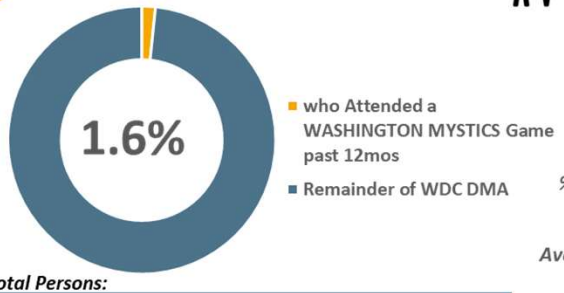
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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Events attended/places visited past 12 months: Washington Commanders football game

1.6% or 94,093 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos are 52. years old (8.6% older than average) and have a $141,559 (3.3% higher than average) annual household income.

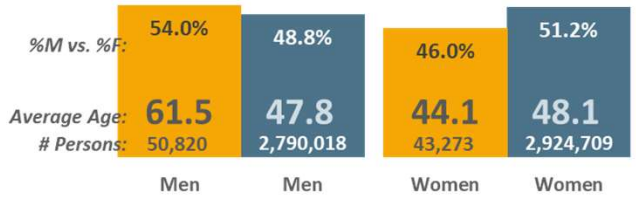
Percent of Market: Adults 18 or older



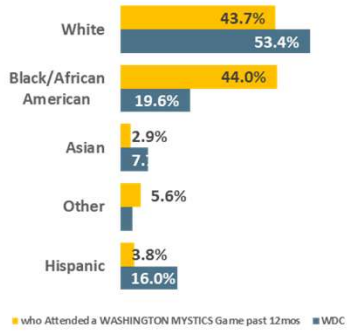
Total Persons:

94,093	5,620,634

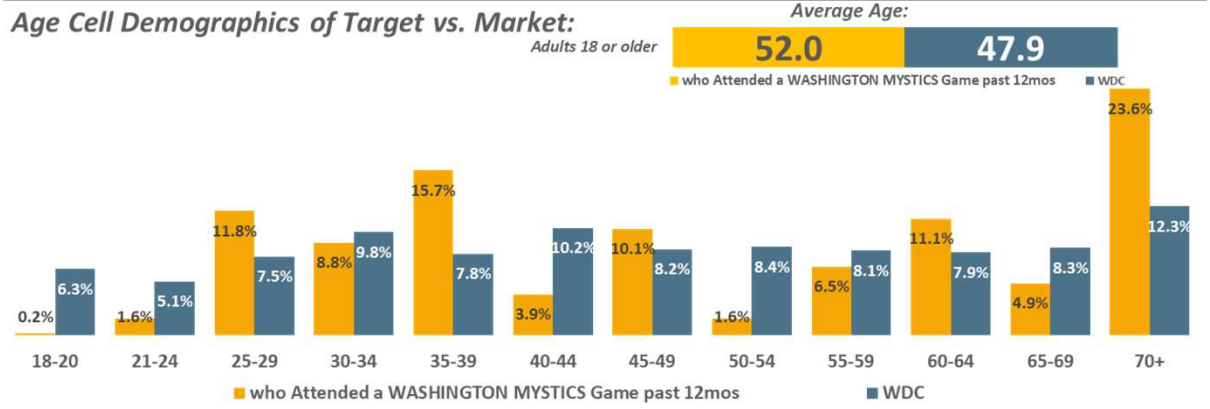
Gender of Target vs. Market: Adults 18 or older



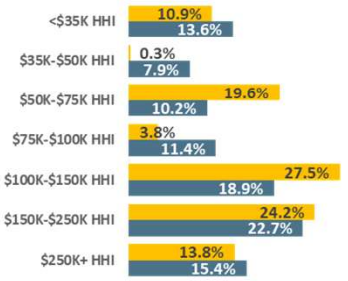
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$141,559	$137,019

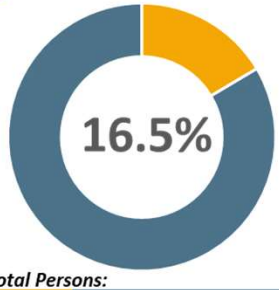
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

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Events attended/places visited past 12 months: Washington Mystics women's basketball game

16.5% or 941,001 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 46.7 years old (2.5% younger than average) and have a $181,757 (32.7% higher than average) annual household income.

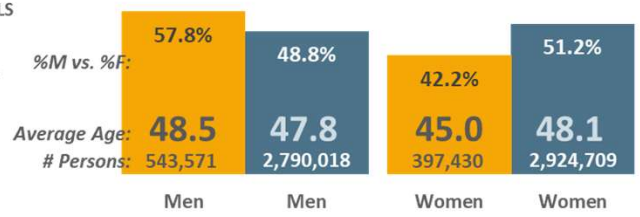
Percent of Market: Adults 18 or older



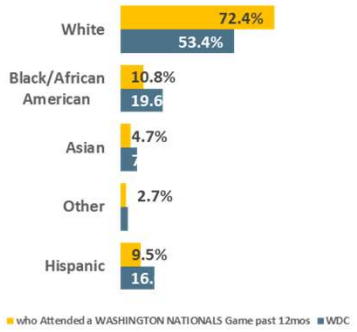
Total Persons:

941,001	4,773,726

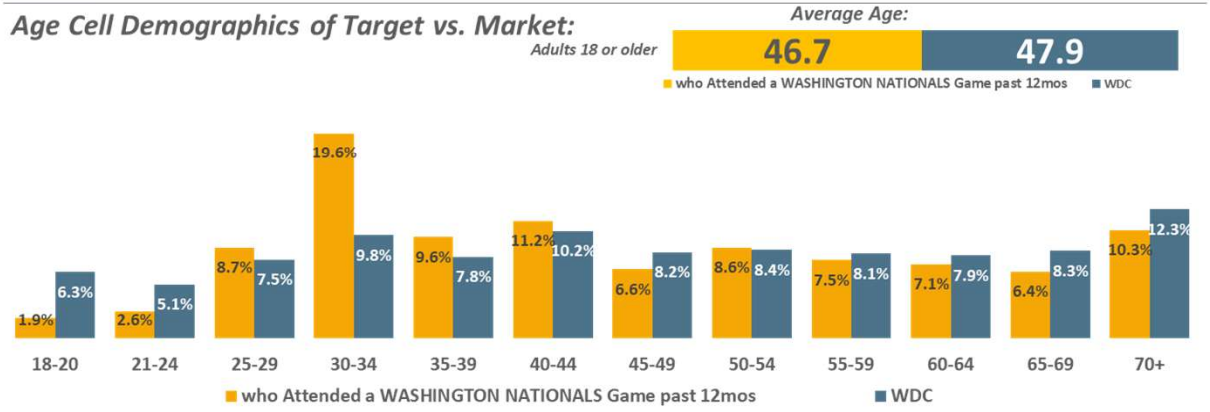
Gender of Target vs. Market: Adults 18 or older



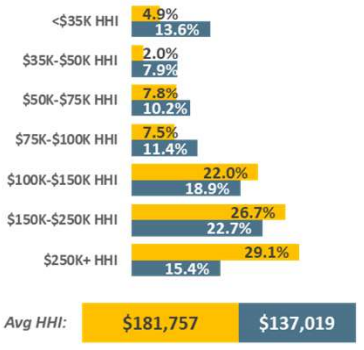
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

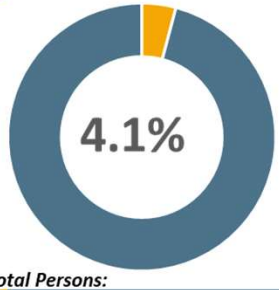
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Events attended/places visited past 12 months: Washington Nationals baseball game

WDC

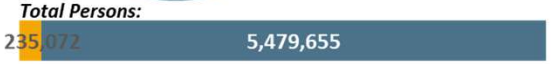
4.1% or 235,072 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 42. years old (12.4% younger than average) and have a $155,670 (13.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

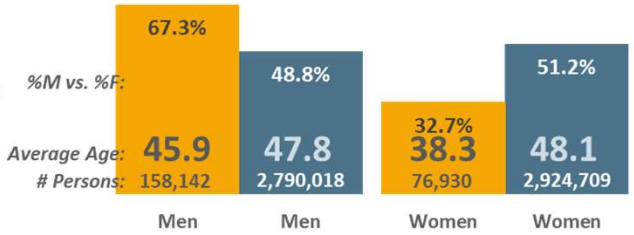


- who Attended a WASHINGTON WIZARDS Game past 12mos
- Remainder of WDC DMA

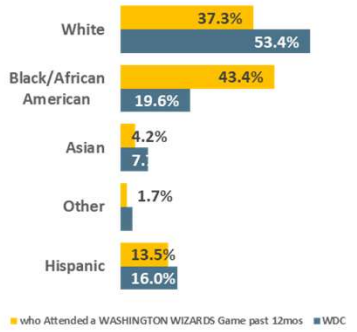
Total Persons:



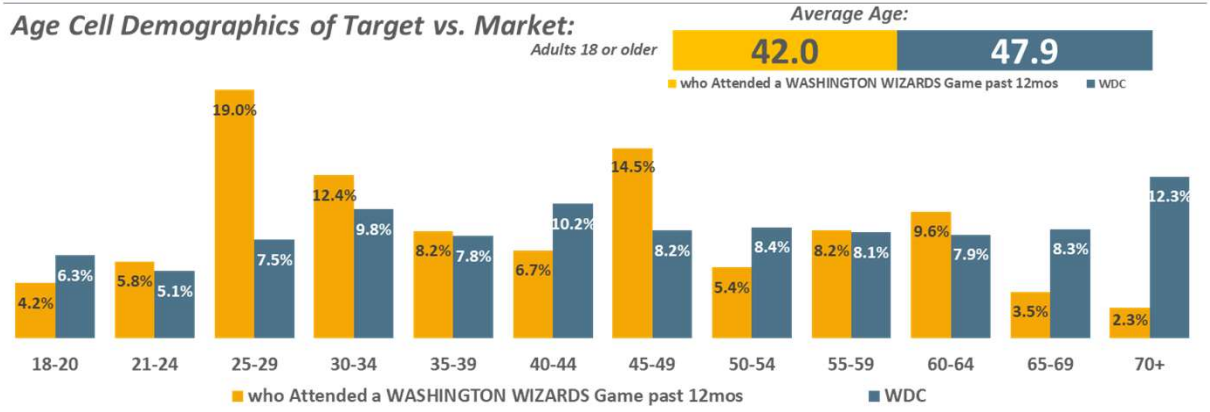
Gender of Target vs. Market: Adults 18 or older



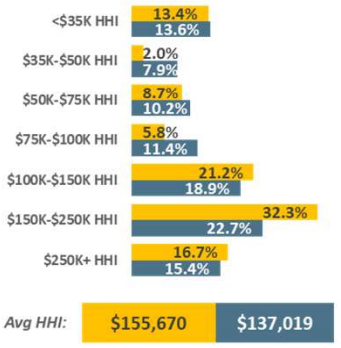
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



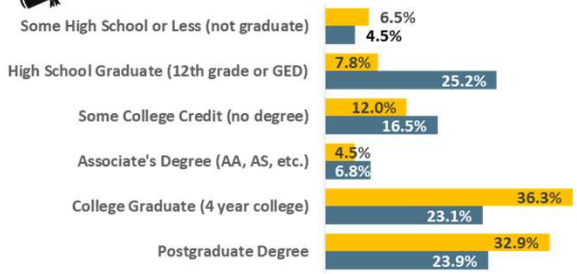
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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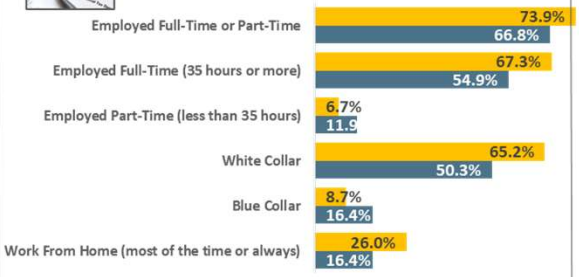
Events attended/places visited past 12 months: Washington Wizards basketball game

7.3% or 418,310 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos are 47.% more likely to be a college graduate, 22.6% more likely to work full-time, 17.6% more likely to be married, 1.5% more likely to be a parent of 1 or more children under 18.

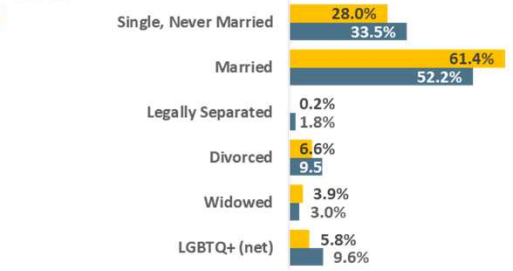
Education Levels: Adults 18 or older



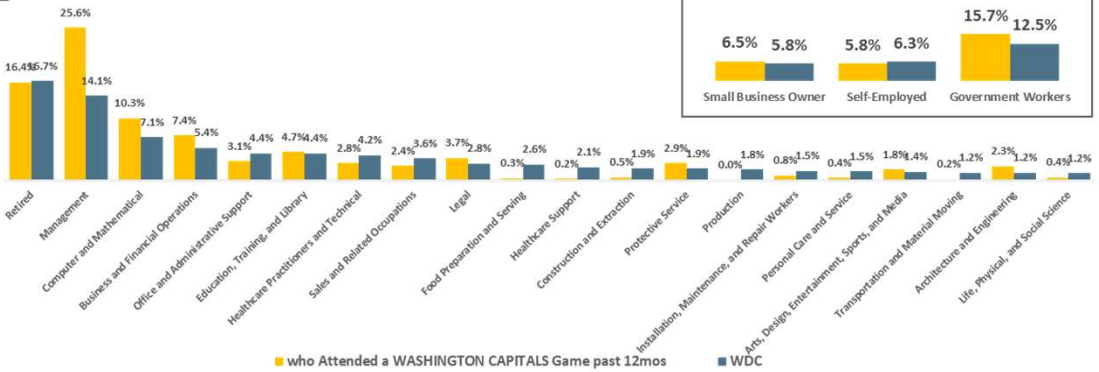
Employment: Adults 18 or older



Marital Status: Adults 18 or older

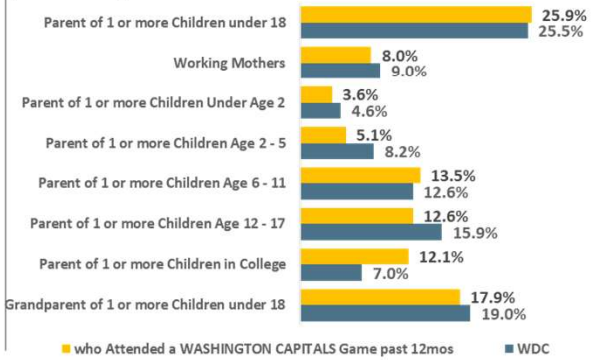


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

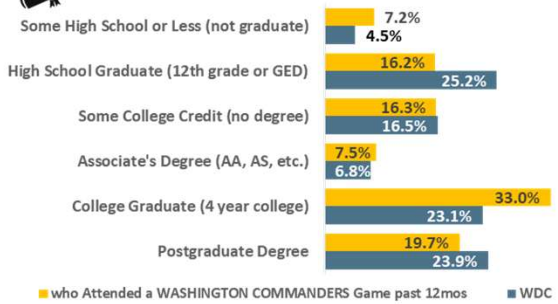
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Events attended/places visited past 12 months: Washington Capitals hockey game

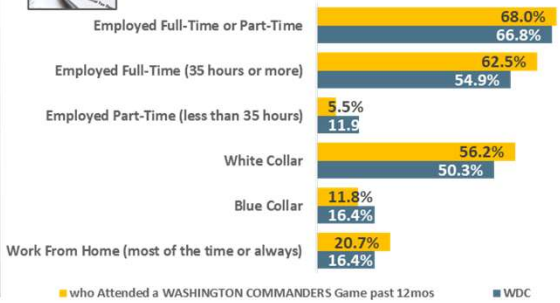
WASHINGTON COMMANDERS WDC

6.6% or 379,978 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 12.1% more likely to be a college graduate, 13.9% more likely to work full-time, 5.7% less likely to be married, 7.9% less likely to be a parent of 1 or more children under 18.

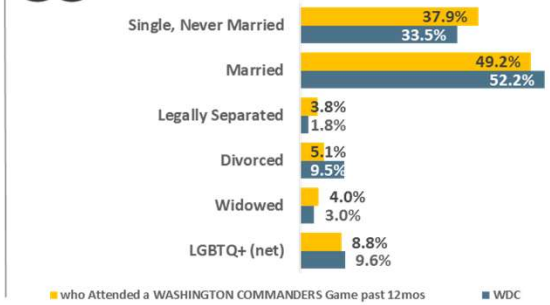
Education Levels: Adults 18 or older



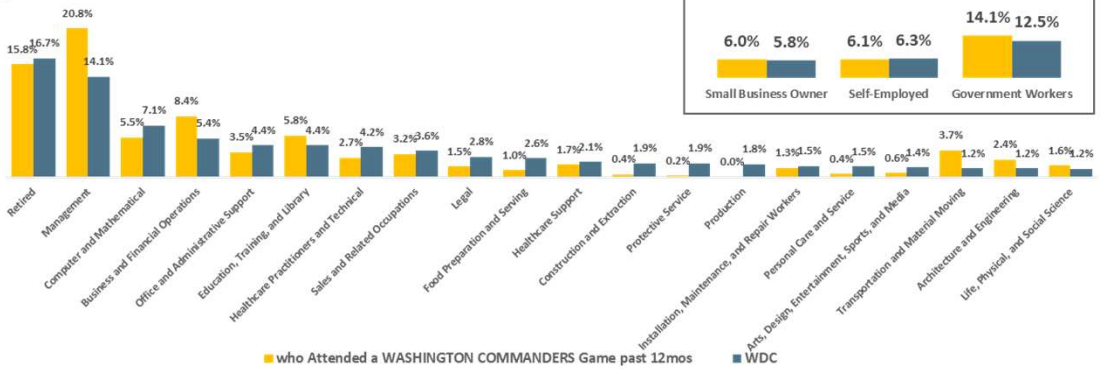
Employment: Adults 18 or older



Marital Status: Adults 18 or older

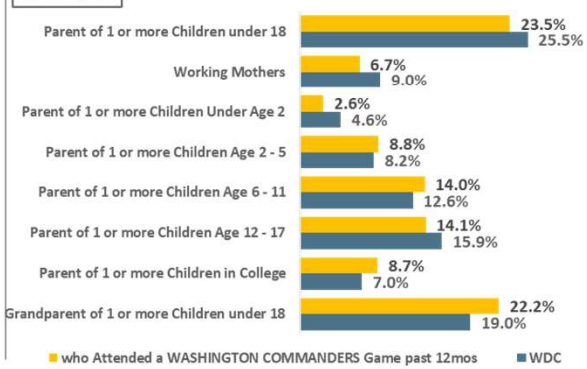


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

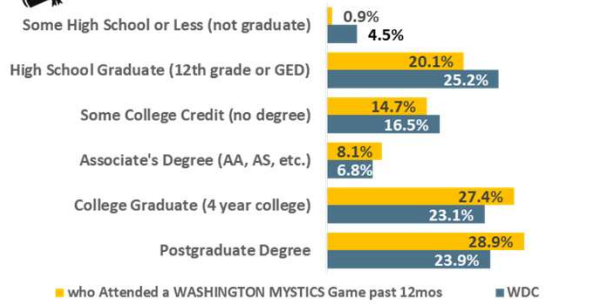
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Events attended/places visited past 12 months: Washington Commanders football game

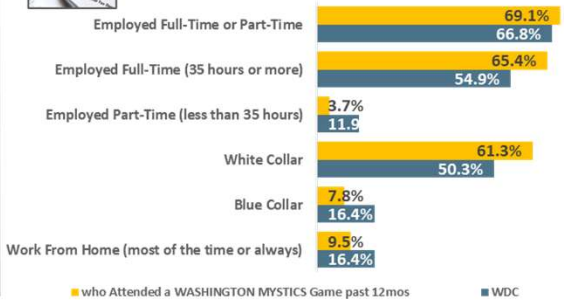
WDC

1.6% or 94,093 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos are 19.6% more likely to be a college graduate, 19.1% more likely to work full-time, 11.2% less likely to be married, 16.7% less likely to be a parent of 1 or more children under 18.

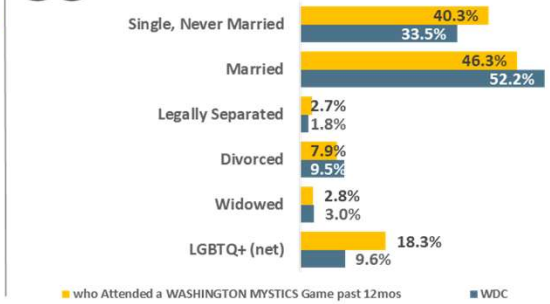
Education Levels: Adults 18 or older



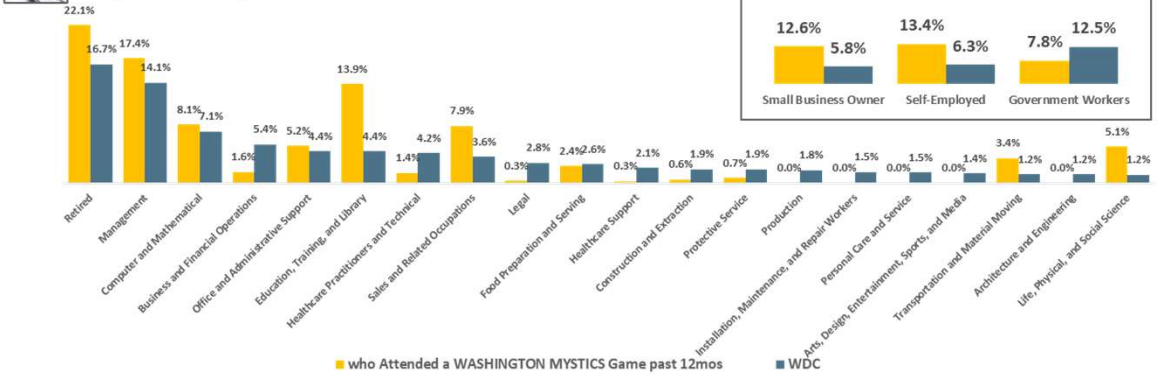
Employment: Adults 18 or older



Marital Status: Adults 18 or older

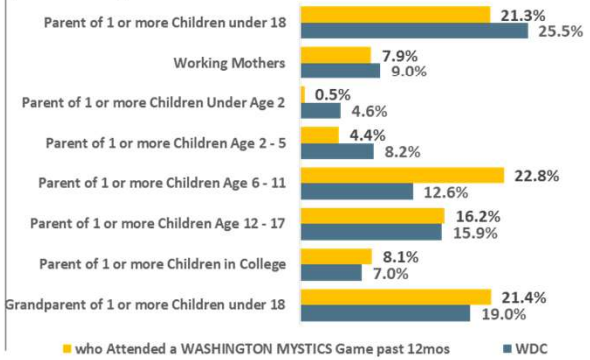


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

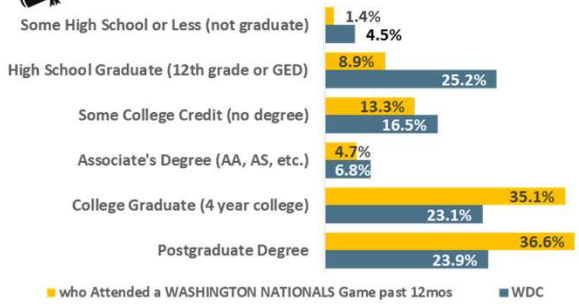
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

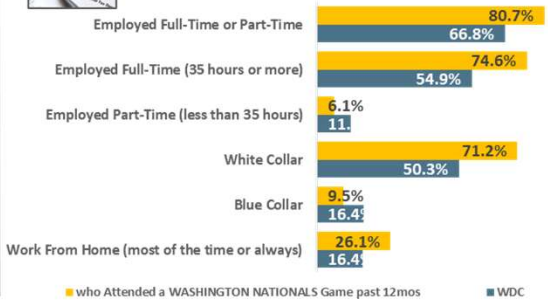
WDC

16.5% or 941,001 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 52.6% more likely to be a college graduate, 35.9% more likely to work full-time, 11.9% more likely to be married, 13.4% more likely to be a parent of 1 or more children under 18.

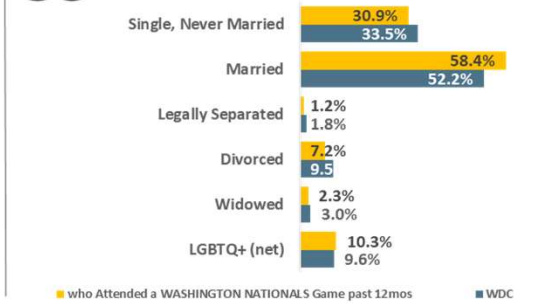
Education Levels: Adults 18 or older



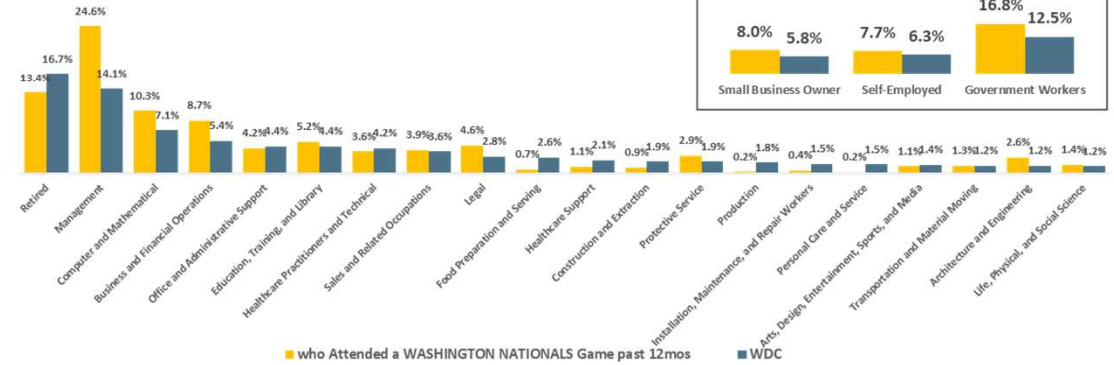
Employment: Adults 18 or older



Marital Status: Adults 18 or older

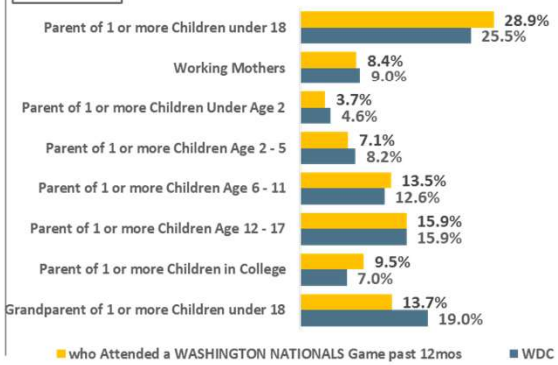


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

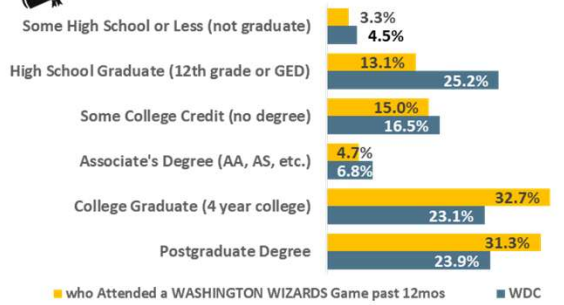
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Events attended/places visited past 12 months: Washington Nationals baseball game

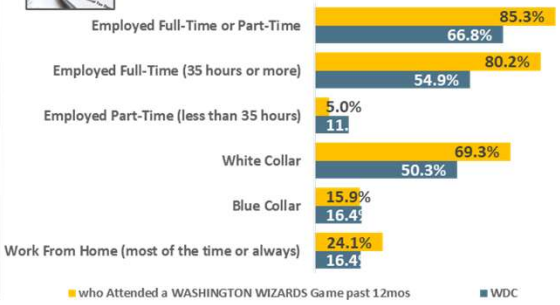
WDC

4.1% or 235,072 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 36.1% more likely to be a college graduate, 46.1% more likely to work full-time, 14.1% less likely to be married, 3.2% more likely to be a parent of 1 or more children under 18.

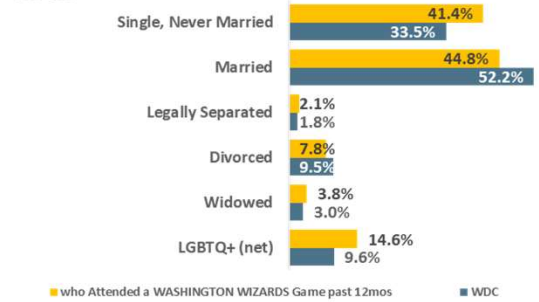
Education Levels: Adults 18 or older



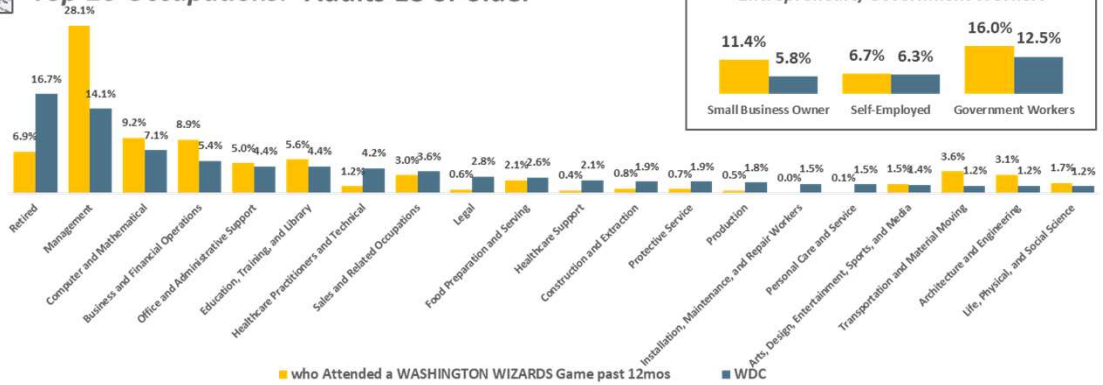
Employment: Adults 18 or older



Marital Status: Adults 18 or older

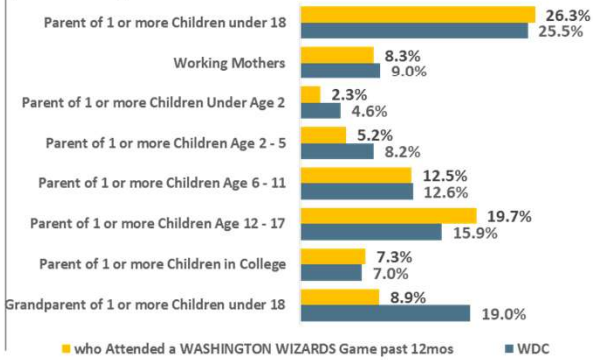


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



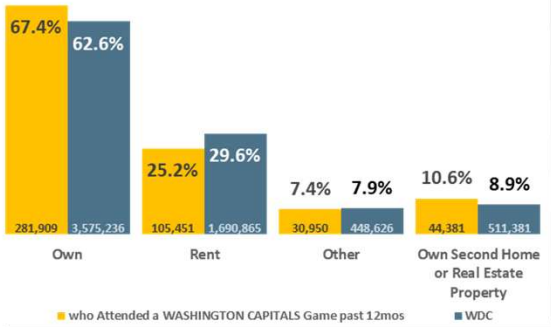
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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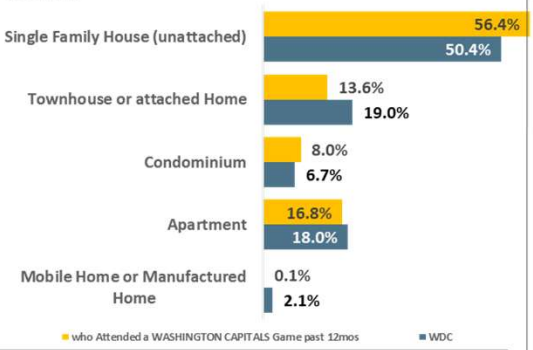
Events attended/places visited past 12 months: Washington Wizards basketball game

7.3% or 418,310 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos are 7.7% more likely to own their home, 35.7% more likely to own a higher valued home, 12.1% more likely to have a single-family home, 17.7% more likely to have a dog.

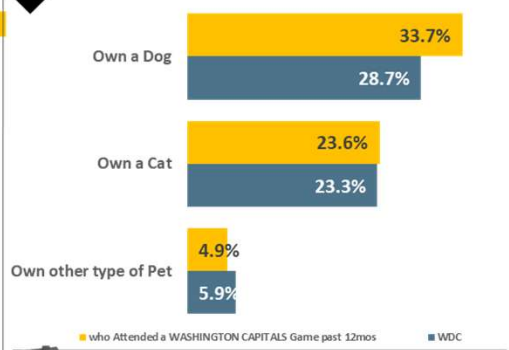
Own/Rent/Other: Adults 18 or older



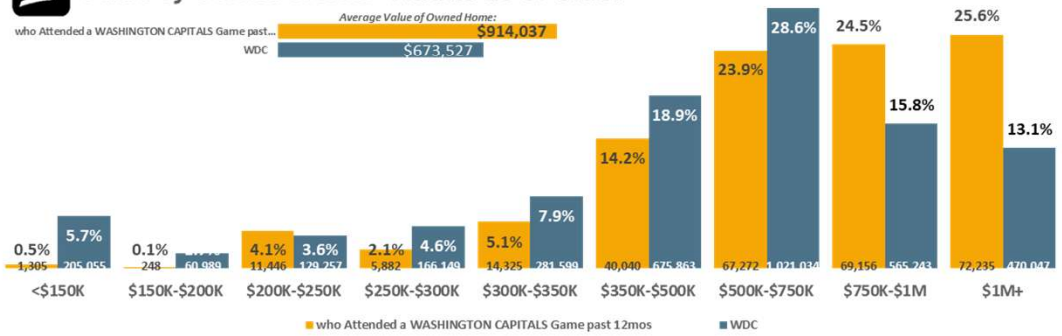
Type of Home: Adults 18 or older



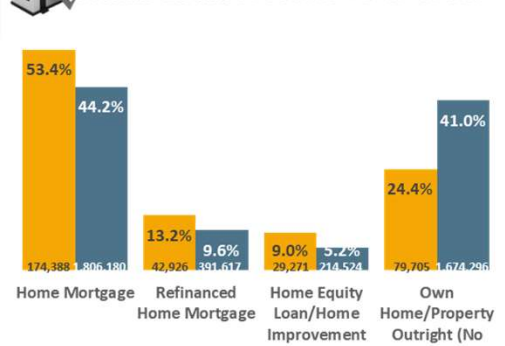
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

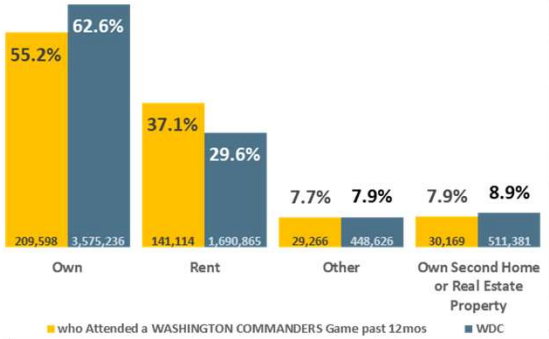
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Events attended/places visited past 12 months: Washington Capitals hockey game

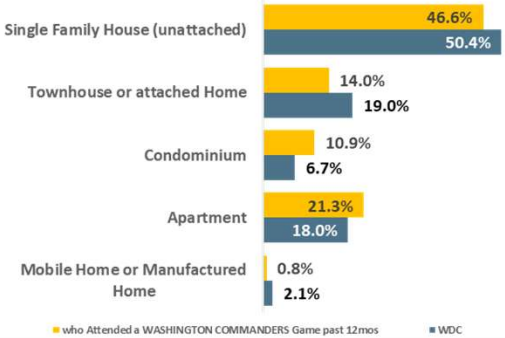
WASHINGTON COMMANDERS — WDC

6.6% or 379,978 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 11.8% less likely to own their home, 11.6% more likely to own a higher valued home, 7.6% less likely to have a single-family home, 2.1% less likely to have a dog.

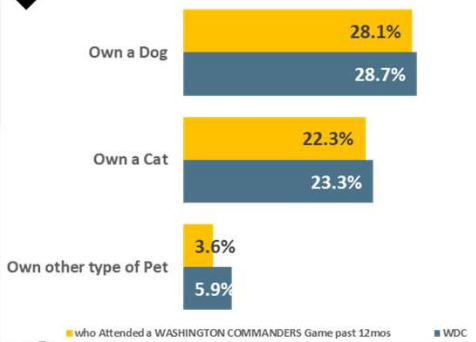
Own/Rent/Other: Adults 18 or older



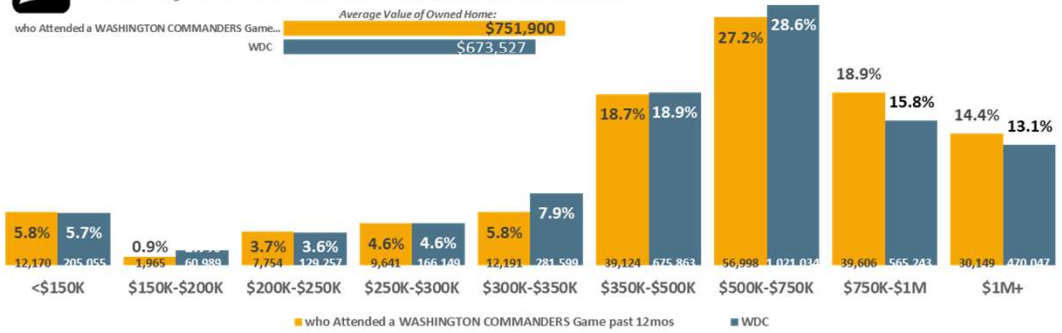
Type of Home: Adults 18 or older



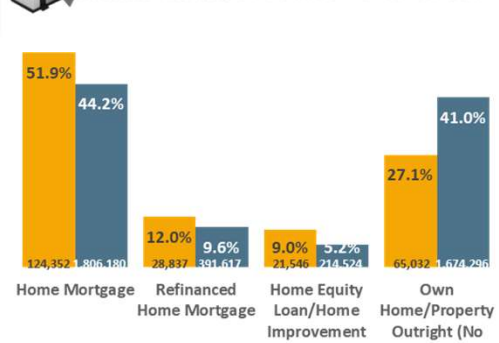
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



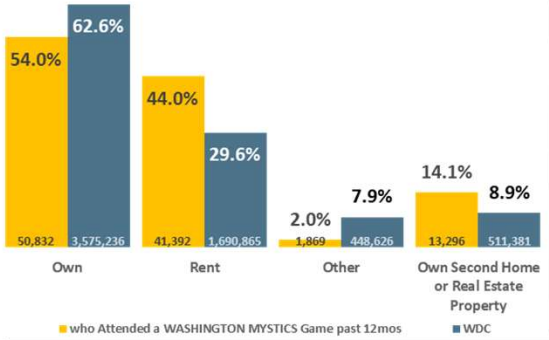
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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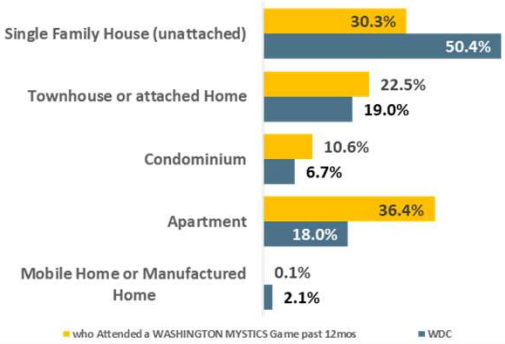
Events attended/places visited past 12 months: Washington Commanders football game

1.6% or 94,093 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos are 13.6% less likely to own their home, 11.1% more likely to own a lower valued home, 39.8% less likely to have a single-family home, 32.8% less likely to have a dog.

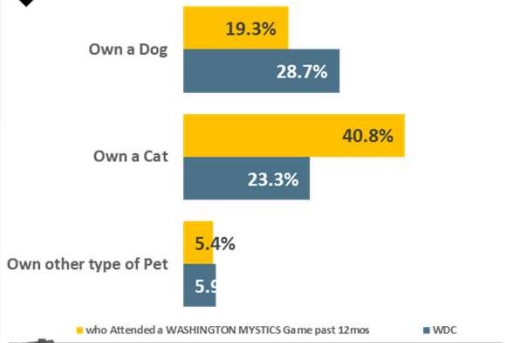
Own/Rent/Other: Adults 18 or older



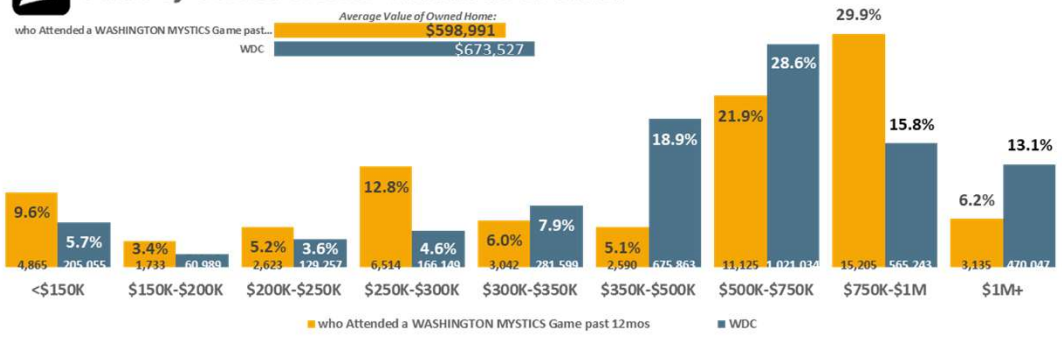
Type of Home: Adults 18 or older



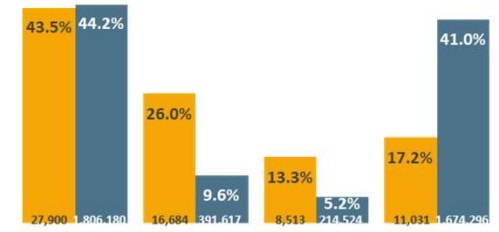
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

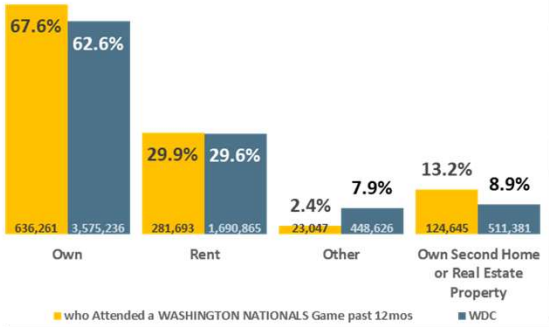
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

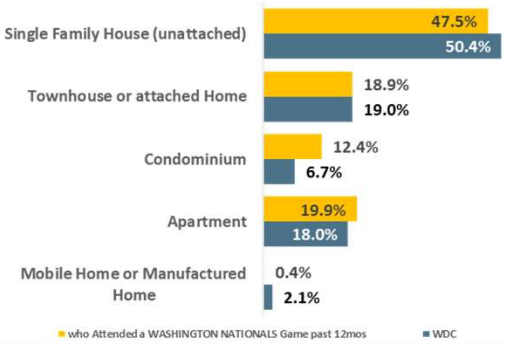
WDC

16.5% or 941,001 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 8.1% more likely to own their home, 29.3% more likely to own a higher valued home, 5.7% less likely to have a single-family home, 16.1% more likely to have a dog.

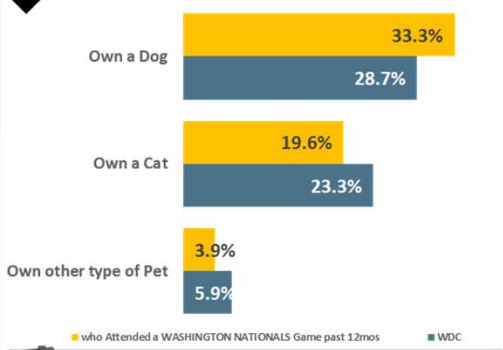
Own/Rent/Other: Adults 18 or older



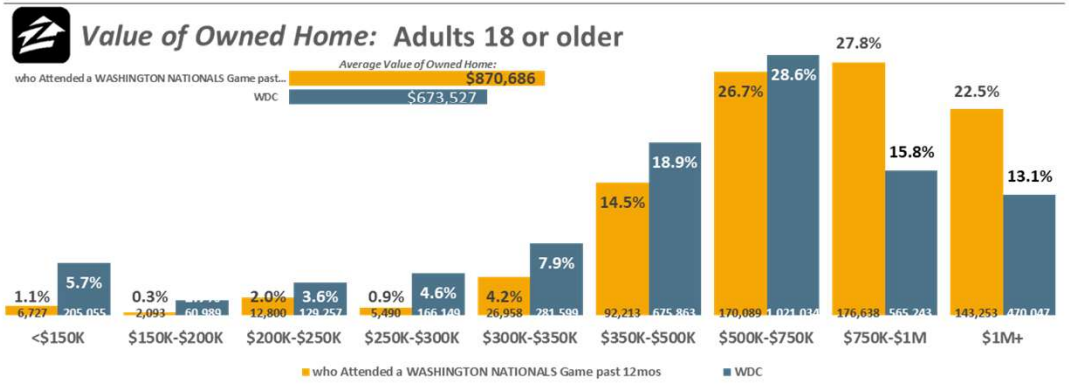
Type of Home: Adults 18 or older



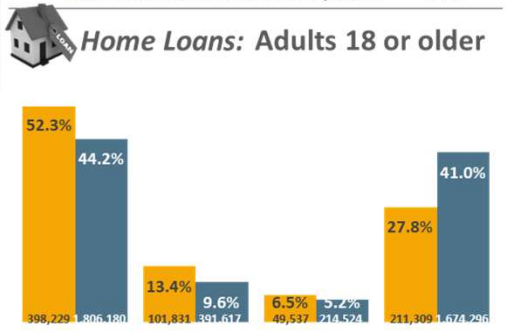
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

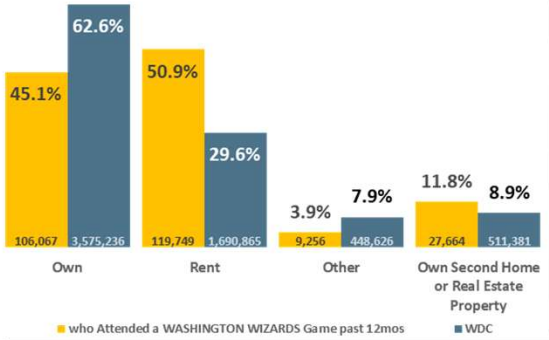
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Events attended/places visited past 12 months: Washington Nationals baseball game

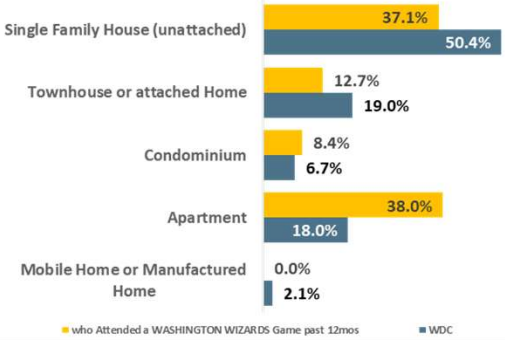
WDC

4.1% or 235,072 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 27.9% less likely to own their home, 14.5% more likely to own a higher valued home, 26.3% less likely to have a single-family home, 22.3% less likely to have a dog.

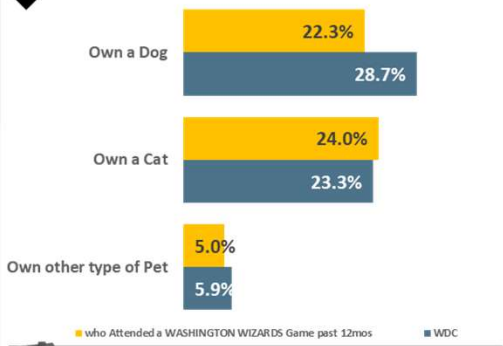
Own/Rent/Other: Adults 18 or older



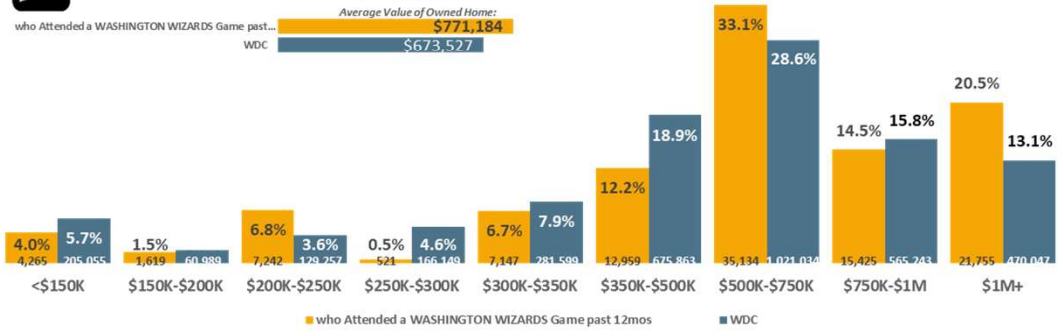
Type of Home: Adults 18 or older



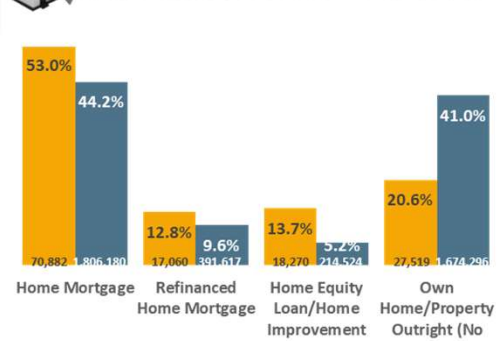
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



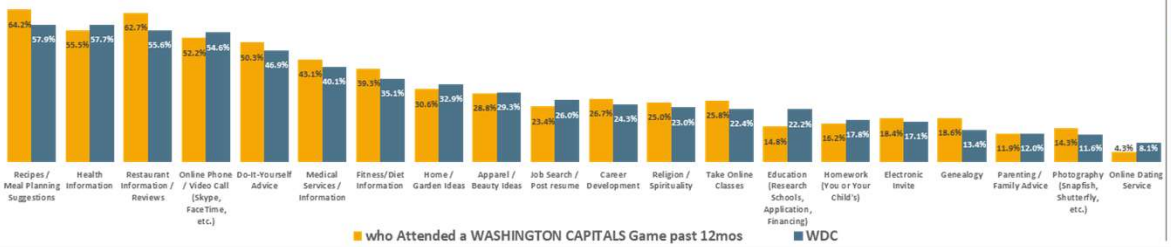
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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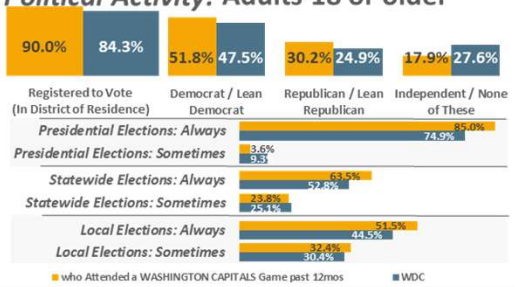
Events attended/places visited past 12 months: Washington Wizards basketball game

7.3% or 418,310 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos are 7.2% more likely to look up D-I-Y advice online, 15.9% more likely to always vote in local elections, 61.7% more likely to belong to a gym, 47.9% more likely to fly domestic past yr

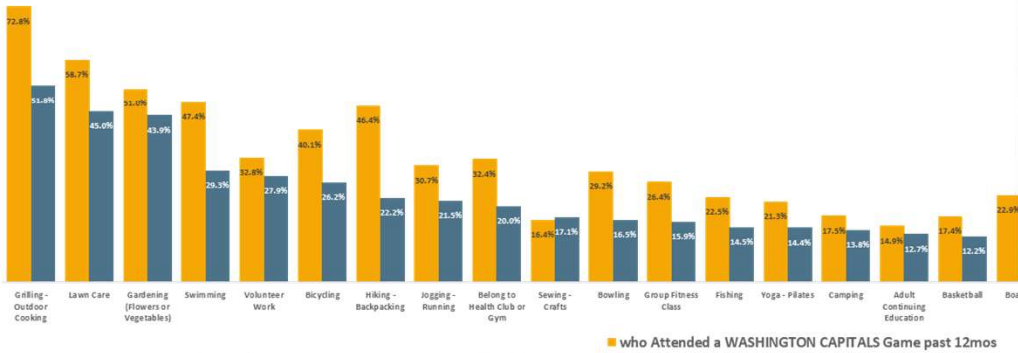
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



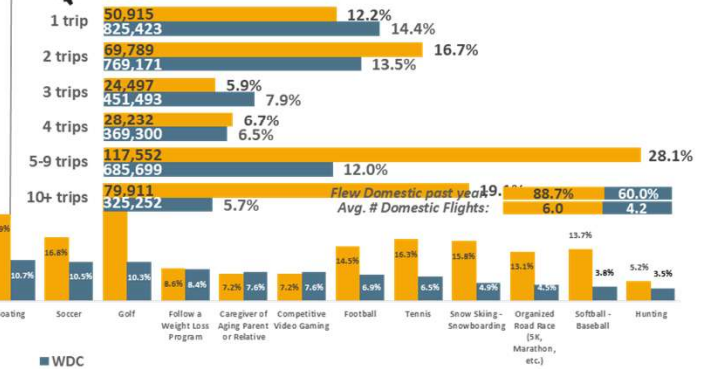
Political Activity: Adults 18 or older



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



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



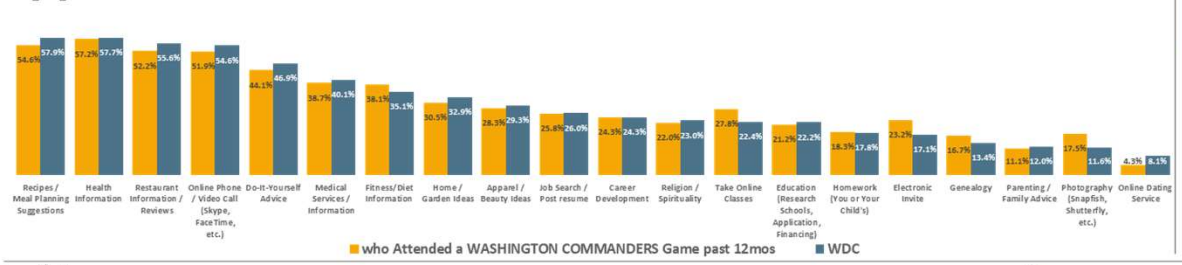
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

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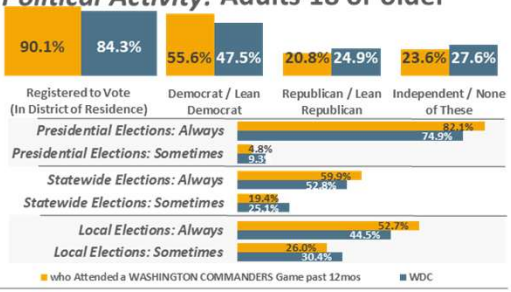
Events attended/places visited past 12 months: Washington Capitals hockey game

6.6% or 379,978 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 6.1% less likely to look up D-I-Y advice online, 18.6% more likely to always vote in local elections, 31.9% more likely to belong to a gym, 40.9% more likely to fly domestic past

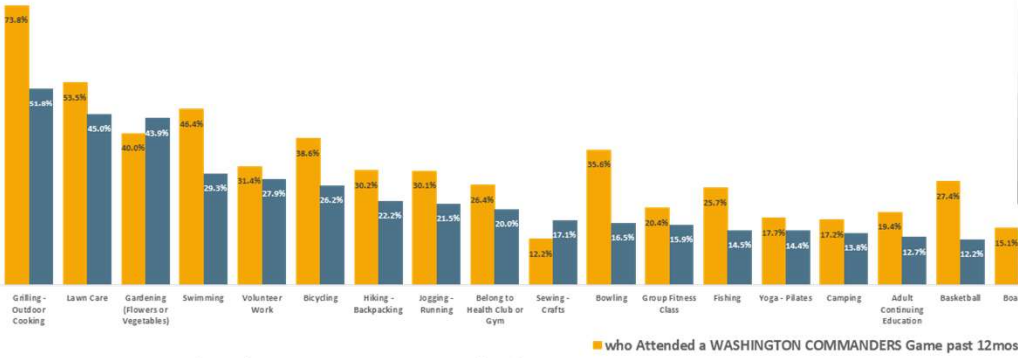
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



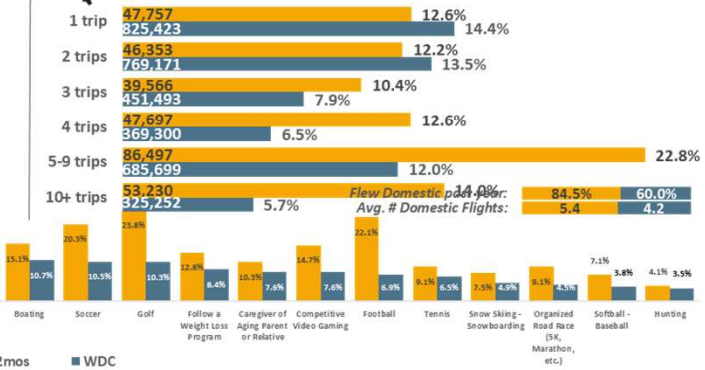
Political Activity: Adults 18 or older



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



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



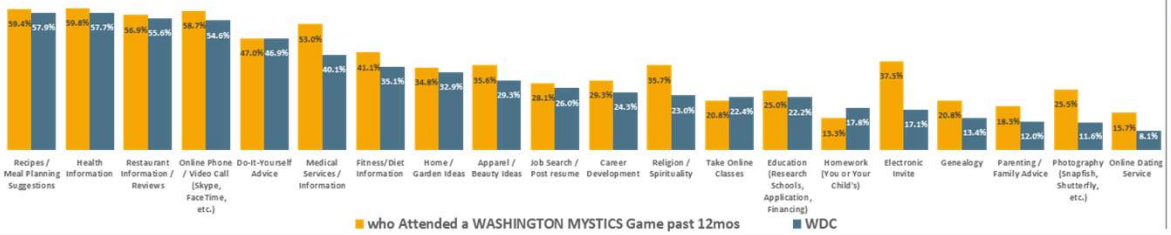
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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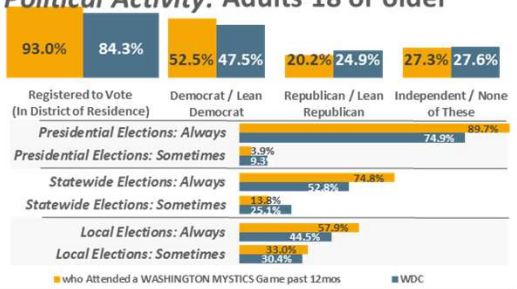
Events attended/places visited past 12 months: Washington Commanders football game

1.6% or 94,093 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos are .2% more likely to look up D-I-Y advice online, 30.1% more likely to always vote in local elections, 24.9% more likely to belong to a gym, 36.7% more likely to fly domestic past yr.

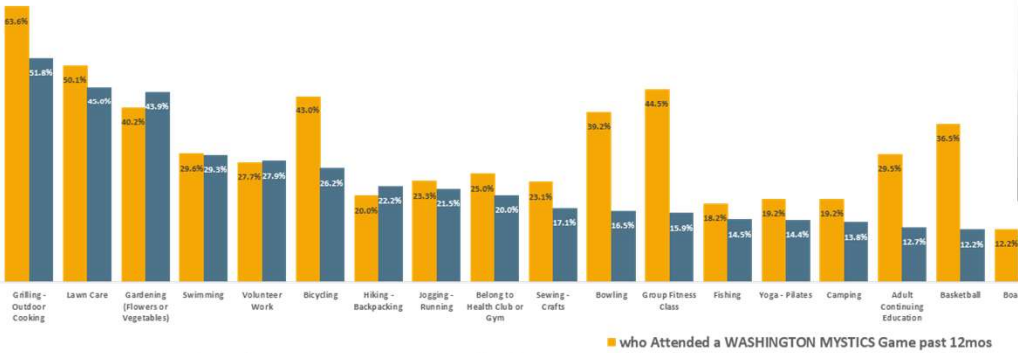
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



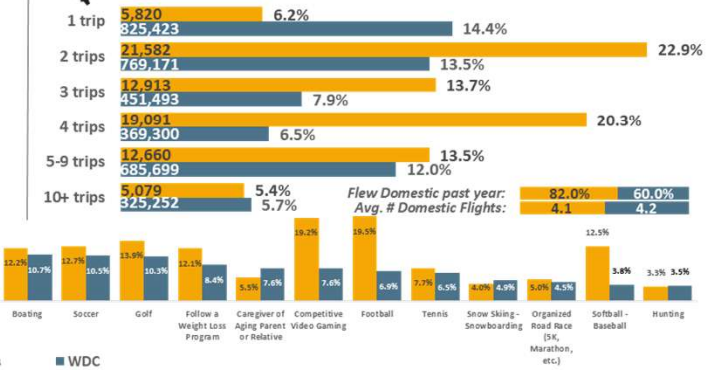
Political Activity: Adults 18 or older



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



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



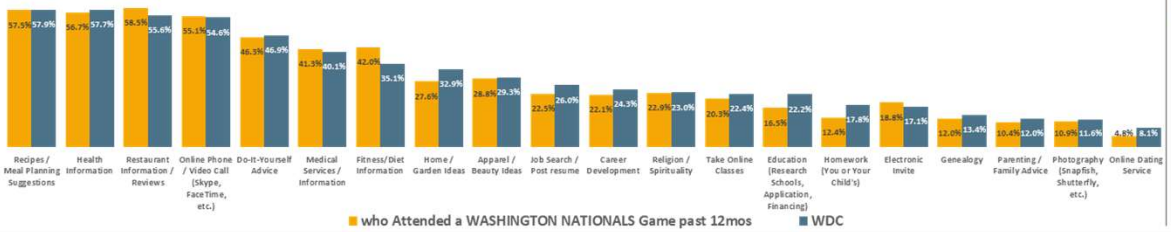
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

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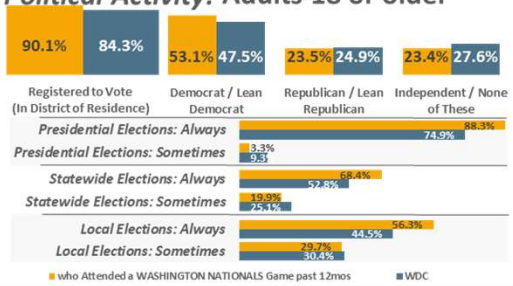
Events attended/places visited past 12 months: Washington Mystics women's basketball game

16.5% or 941,001 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 1.4% less likely to look up D-I-Y advice online, 26.5% more likely to always vote in local elections, 53.6% more likely to belong to a gym, 39.8% more likely to fly domestic past y

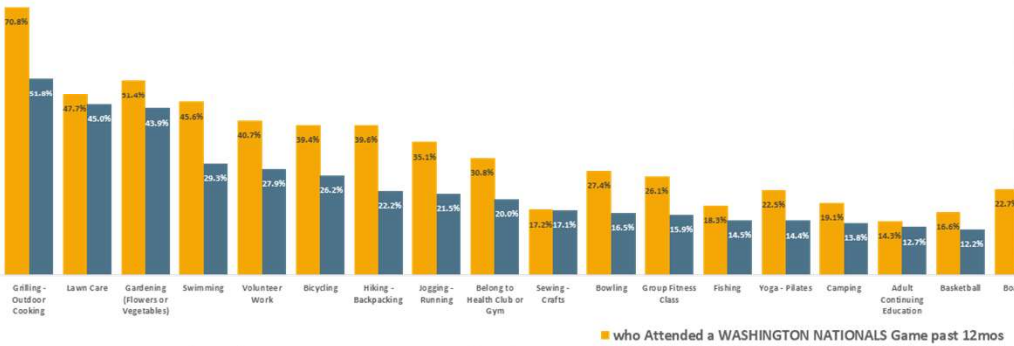
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



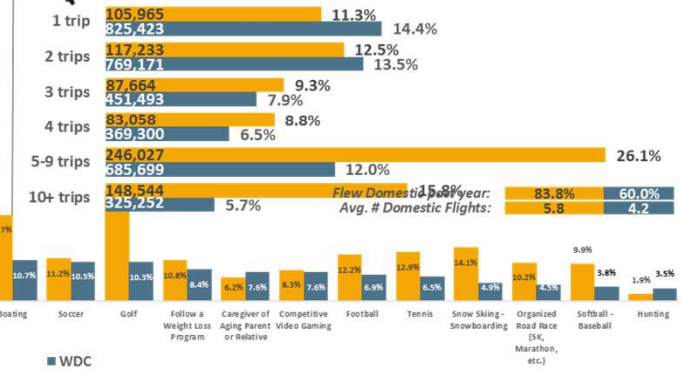
Political Activity: Adults 18 or older



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



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



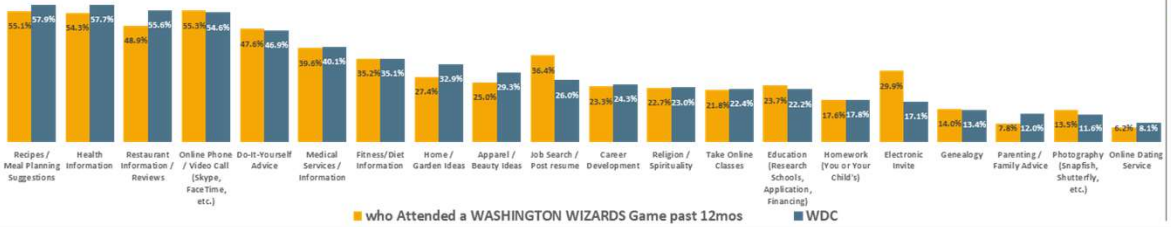
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

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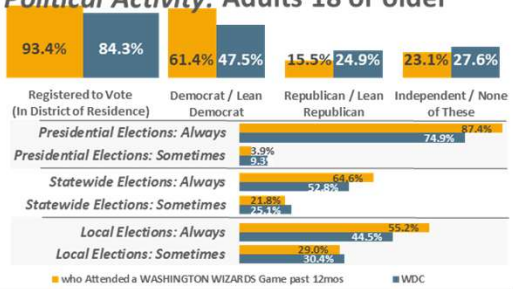
Events attended/places visited past 12 months: Washington Nationals baseball game

4.1% or 235,072 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 1.4% more likely to look up D-I-Y advice online, 24.5% more likely to always vote in local elections, 46.5% more likely to belong to a gym, 39.1% more likely to fly domestic past yr.

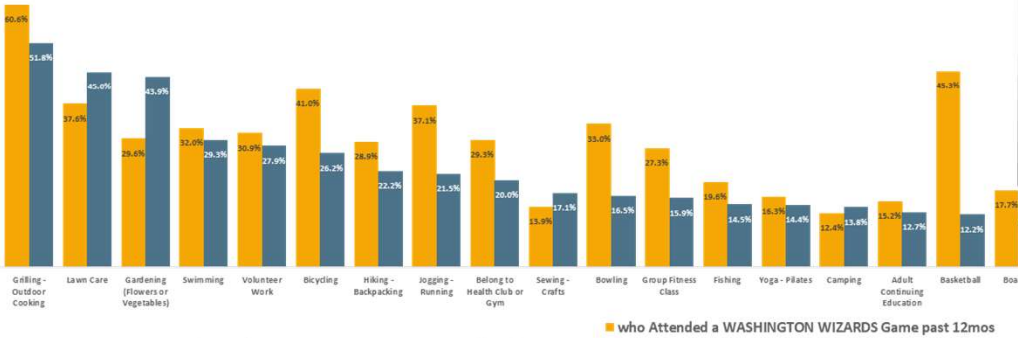
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



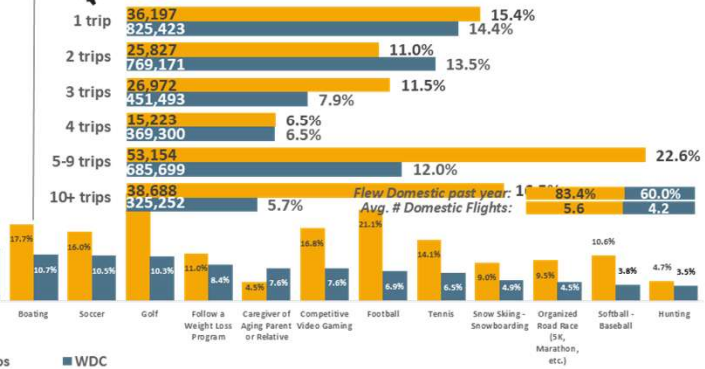
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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Events attended/places visited past 12 months: Washington Wizards basketball game

WDC

7.3% or 418,310 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos are 8.4% more likely to use QSRs past mo., 18.5% more likely to use Sit-Down Restaurants past mo., 27.3% more likely to use Casinos past yr., 35.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

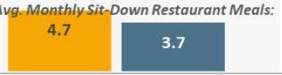
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

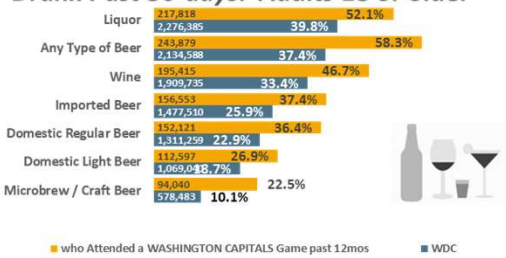
(Sit-Down Restaurants Used Past 30-days)



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

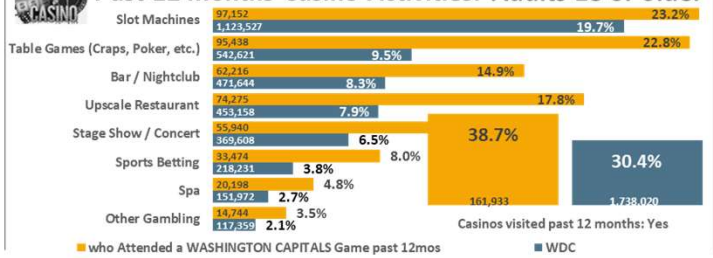


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

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Events attended/places visited past 12 months: Washington Capitals hockey game

WASHINGTON COMMANDERS — WDC

6.6% or 379,978 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 5.4% more likely to use QSRs past mo., 14.8% more likely to use Sit-Down Restaurants past mo., 89.5% more likely to use Casinos past yr., 71.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
1 time	3.9%	7.5%
2 times	6.0%	12.2%
3 times	14.1%	13.3%
4 times	9.7%	10.3%
5 times	14.6%	10.1%
6 - 9 times	18.8%	16.1%
10 times or more	20.3%	13.4%

Total Monthly QSR Users:	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
	87.3%	82.8%
	331,671	4,732,988

Avg. Monthly QSR Meals:	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
	7.0	5.9

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



	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
1 time	13.1%	16.3%
2 times	15.8%	15.7%
3 times	12.1%	12.0%
4 times	12.1%	9.6%
5 times	7.4%	7.6%
6 - 9 times	12.5%	7.2%
10 times or more	9.7%	3.7%

Total Monthly Sit-Down Restaurant Users:	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
	82.8%	72.1%
	314,444	4,118,427

Avg. Monthly Sit-Down Restaurant Meals:	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
	4.9	3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



who Attended a WASHINGTON COMMANDERS Game past 12mos — WDC

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

who Attended a WASHINGTON COMMANDERS Game...	139,935	36.8%
WDC	1,397,483	24.5%

Drank Past 30-days: Adults 18 or older



	who Attended a WASHINGTON COMMANDERS Game past 12mos		WDC	
Liquor	242,837	63.9%	2,276,385	39.8%
Any Type of Beer	224,976	59.2%	2,134,588	37.4%
Wine	180,703	47.6%	1,909,735	33.4%
Imported Beer	160,421	42.2%	1,477,510	25.9%
Domestic Regular Beer	127,491	33.6%	1,311,259	22.9%
Domestic Light Beer	127,491	33.6%	1,069,0	18.7%
Microbrew / Craft Beer	62,401	16.4%	578,483	10.1%

who Attended a WASHINGTON COMMANDERS Game past 12mos — WDC

Past 12 months Casino Activities: Adults 18 or older



	who Attended a WASHINGTON COMMANDERS Game past 12mos		WDC	
Slot Machines	133,732	35.2%	1,123,527	19.7%
Table Games (Craps, Poker, etc.)	97,848	25.8%	542,621	9.5%
Bar / Nightclub	94,875	25.0%	471,644	8.3%
Upscale Restaurant	81,045	21.3%	453,158	7.9%
Stage Show / Concert	60,438	57.6%	369,608	6.5%
Sports Betting	72,244		218,231	3.8%
Spa	26,392	6.9%	151,97	2.7%
Other Gambling	14,863	3.9%	117	2.1%

Casinos visited past 12 months: Yes	who Attended a WASHINGTON COMMANDERS Game past 12mos	WDC
	218,950	1,738,020
	30.4%	

who Attended a WASHINGTON COMMANDERS Game past 12mos — WDC

Used Past 30-days: Adults 18 or older



who Attended a WASHINGTON COMMANDERS Game past 12mos — WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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Events attended/places visited past 12 months: Washington Commanders football game



1.6% or 94,093 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos are 8.9% more likely to use QSRs past mo., 10.9% more likely to use Sit-Down Restaurants past mo., 98.9% more likely to use Casinos past yr., 17.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.2% 84,852 | 82.8% 4,732,988

Avg. Monthly QSR Meals: 8.3 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 79.9% 75,221 | 72.1% 4,118,427

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Attended a WASHINGTON MYSTICS Game past... 34,425 36.6%

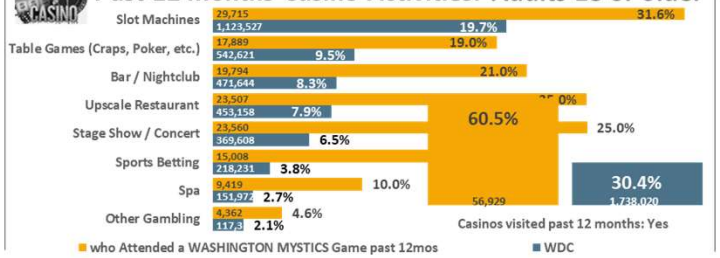
WDC 1,397,483 24.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

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Events attended/places visited past 12 months: Washington Mystics women's basketball game



16.5% or 941,001 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 2.9% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 30.7% more likely to use Casinos past yr., 28.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.2% 801,749 | 82.8% 4,732,988

Avg. Monthly QSR Meals: 6.4 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 83.0% 781,226 | 72.1% 4,118,427

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Attended a WASHINGTON NATIONALS Game past... 289,747 30.8%

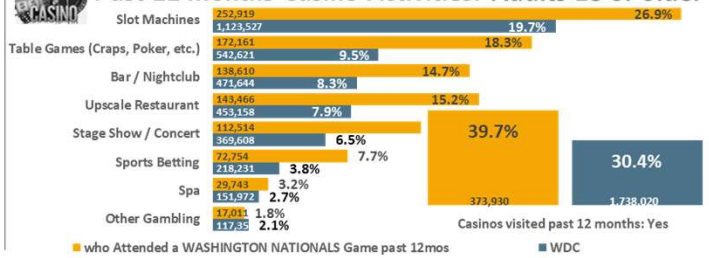
WDC 1,397,483 24.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

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Events attended/places visited past 12 months: Washington Nationals baseball game

WDC

4.1% or 235,072 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 10.8% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 72.6% more likely to use Casinos past yr., 38.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



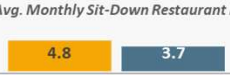
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

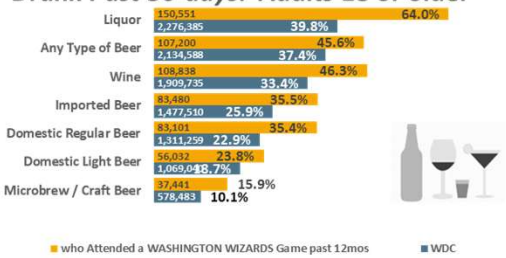
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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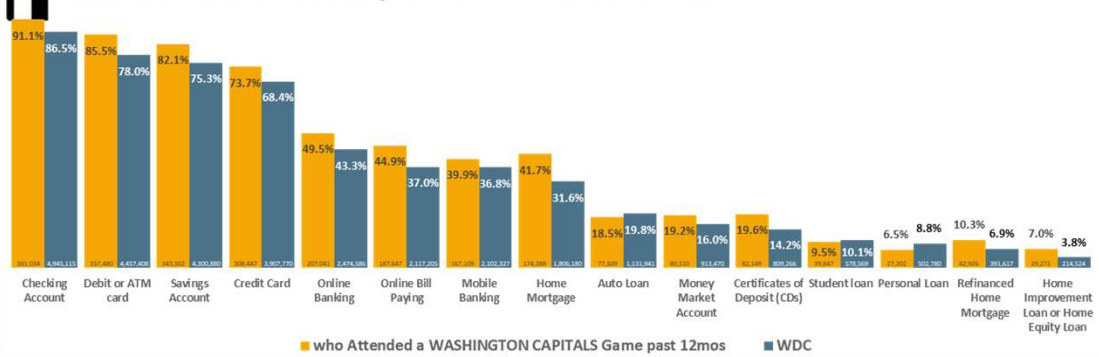
Events attended/places visited past 12 months: Washington Wizards basketball game

7.3% or 418,310 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos are 37.6% more likely to have a 401K, 6.5% less likely to have an Auto Loan, 31.8% more likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



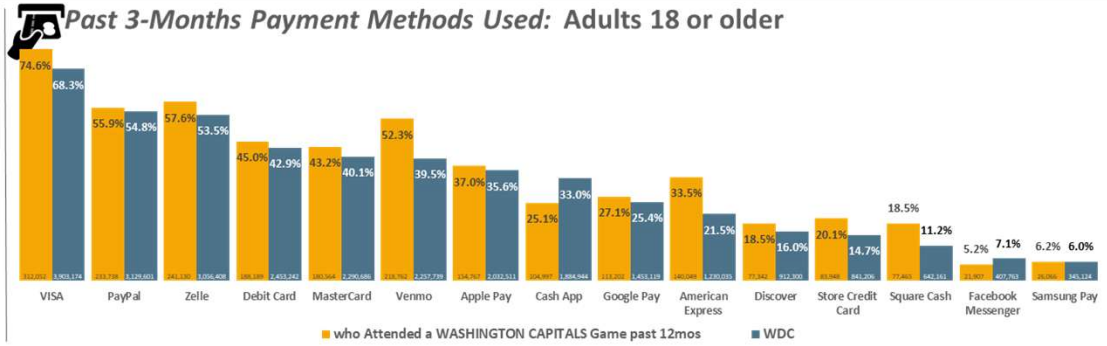
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

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Events attended/places visited past 12 months: Washington Capitals hockey game

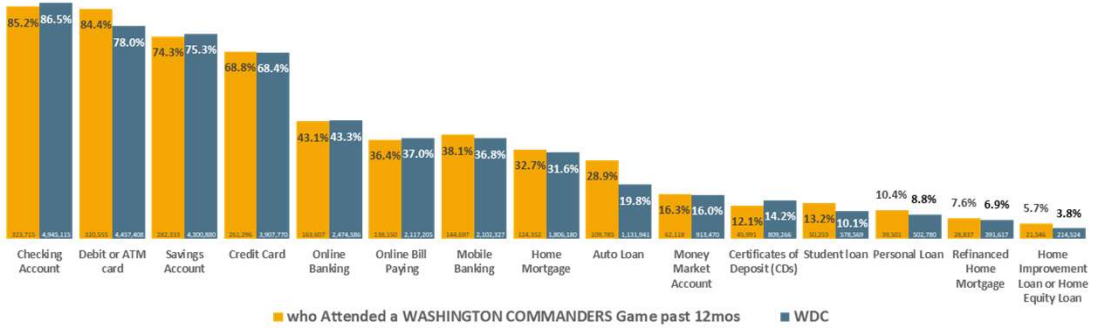
WASHINGTON COMMANDERS — WDC

6.6% or 379,978 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 10.3% more likely to have a 401K, 45.9% more likely to have an Auto Loan, 22.1% more likely to Invest/Trade Stocks Online, 31.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



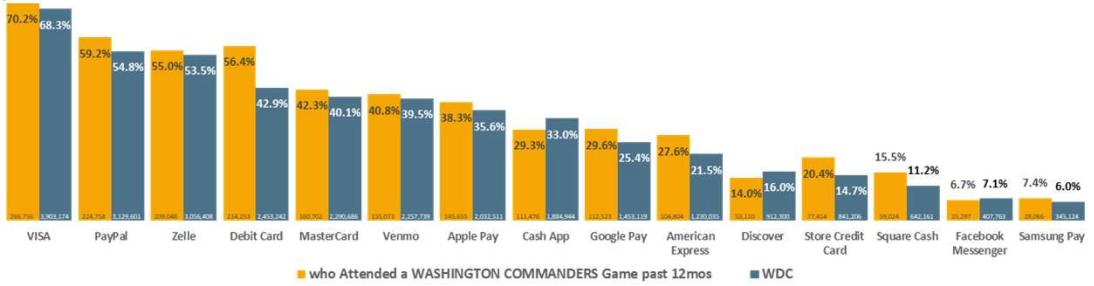
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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Events attended/places visited past 12 months: Washington Commanders football game

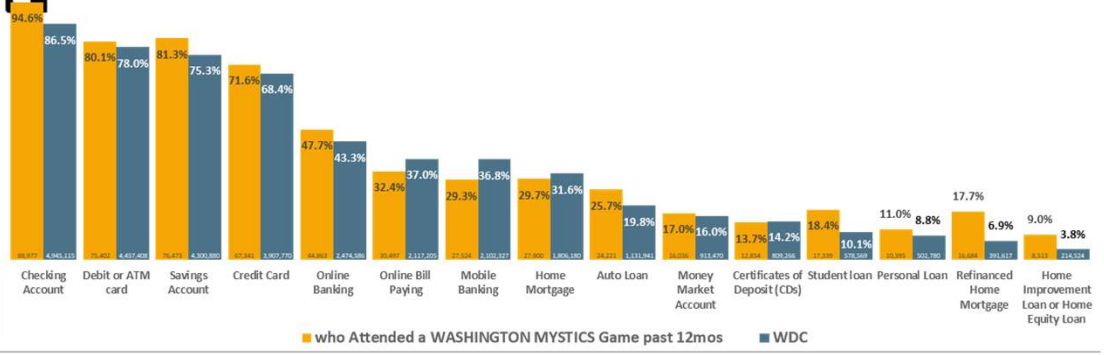
WDC

1.6% or 94,093 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos are 19.3% more likely to have a 401K, 30.% more likely to have an Auto Loan, 13.8% less likely to Invest/Trade Stocks Online, 3.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



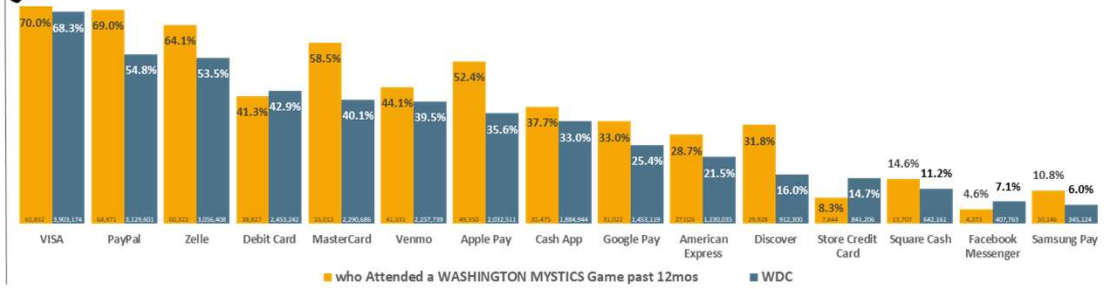
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

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Events attended/places visited past 12 months: Washington Mystics women's basketball game

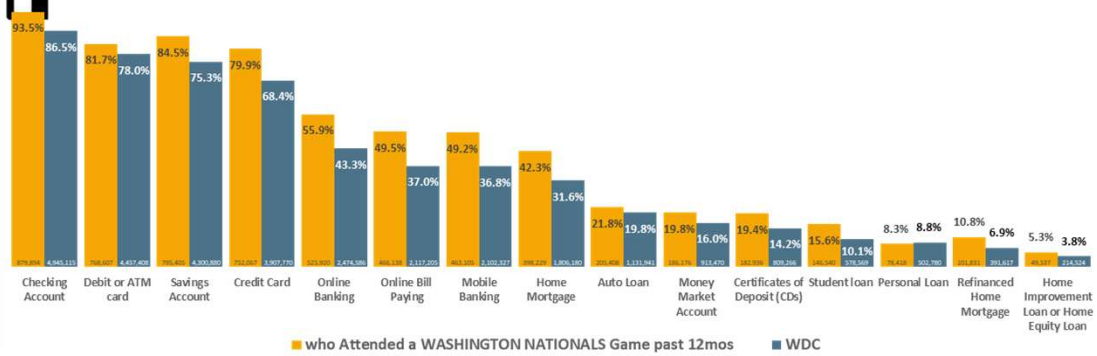
WDC

16.5% or 941,001 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 42.6% more likely to have a 401K, 10.2% more likely to have an Auto Loan, 63.6% more likely to Invest/Trade Stocks Online, 11.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



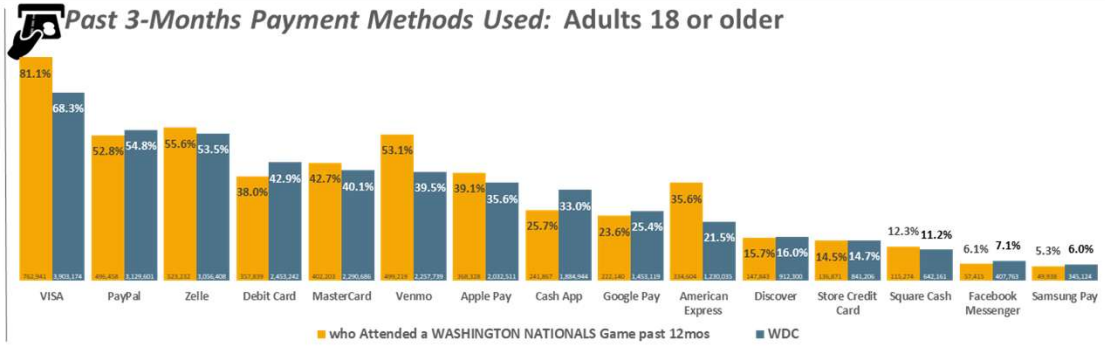
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

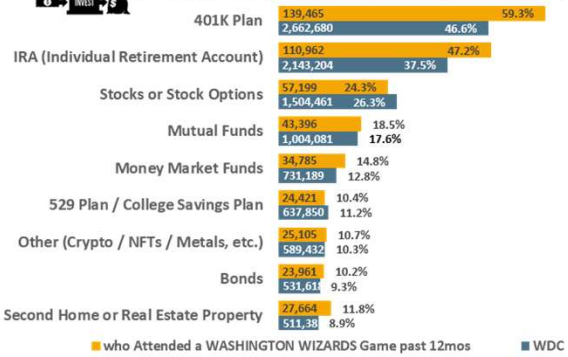
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Events attended/places visited past 12 months: Washington Nationals baseball game

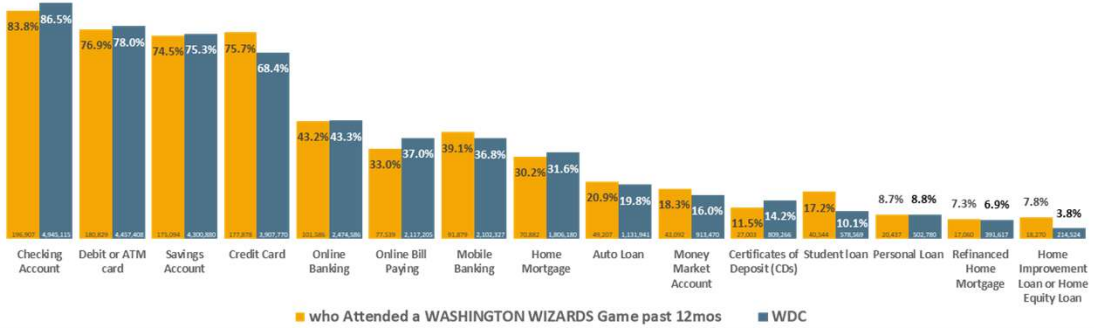
WDC

4.1% or 235,072 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 27.3% more likely to have a 401K, 5.7% more likely to have an Auto Loan, 49.7% more likely to Invest/Trade Stocks Online, 8.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



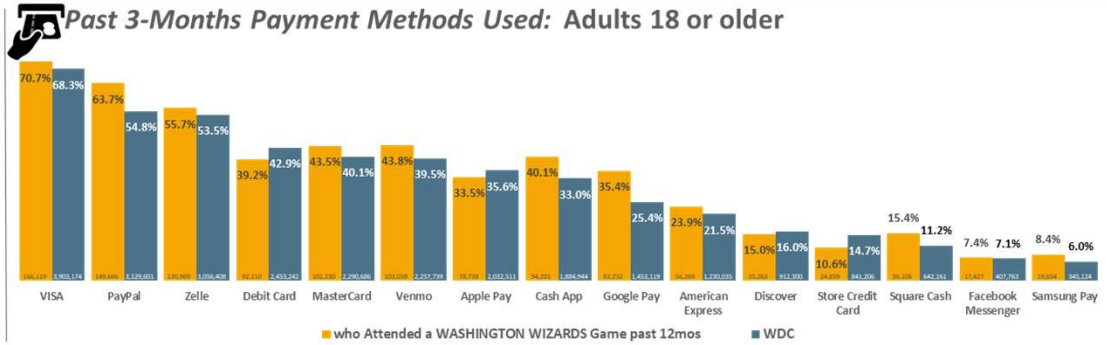
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



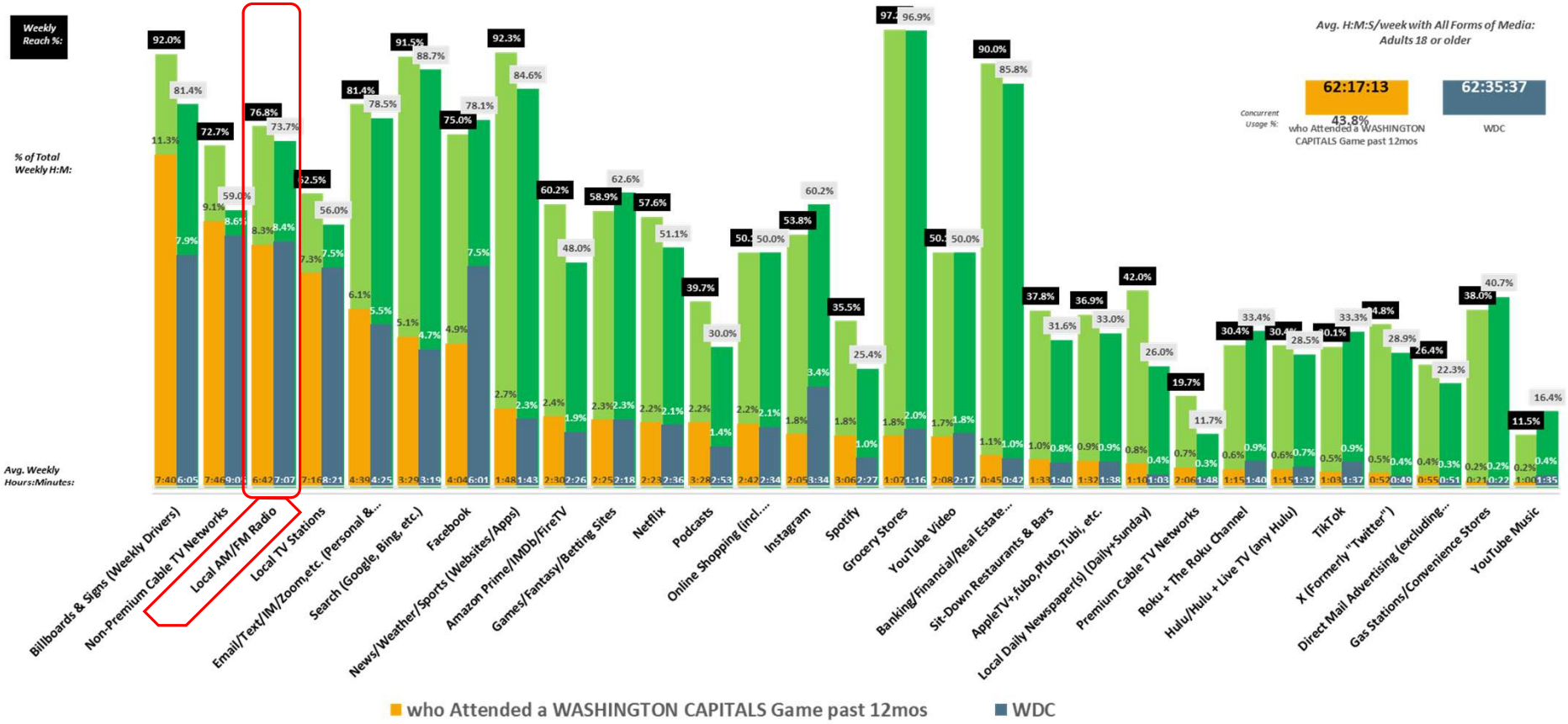
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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Events attended/places visited past 12 months: Washington Wizards basketball game

Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an average of 2 days, 14 hours, 17 minutes and 13 seconds each week with All Forms of Media.

76.8% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an avg. of 6 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

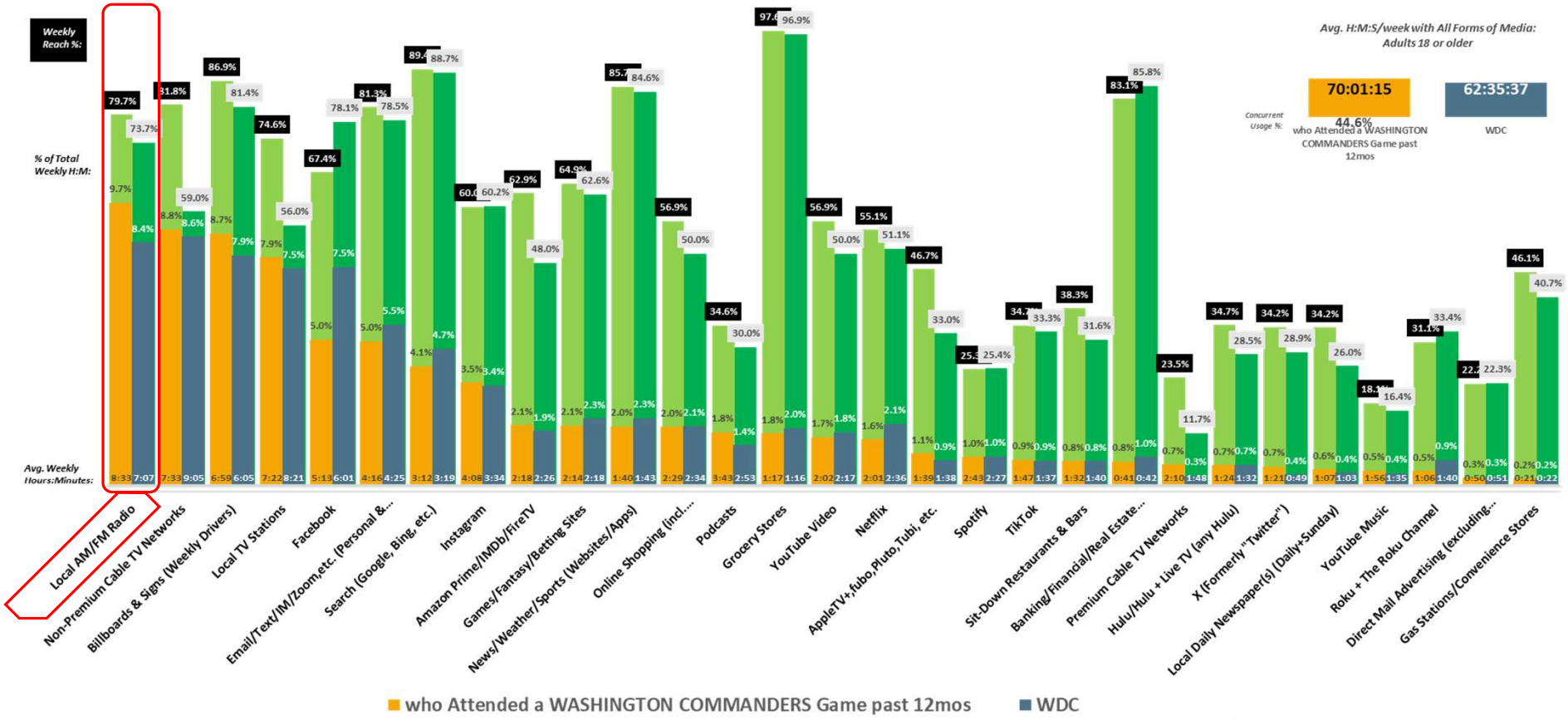
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Events attended/places visited past 12 months: Washington Capitals hockey game

Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 2 days, 22 hours, 1 minutes and 15 seconds each week with All Forms of Media.

79.7% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

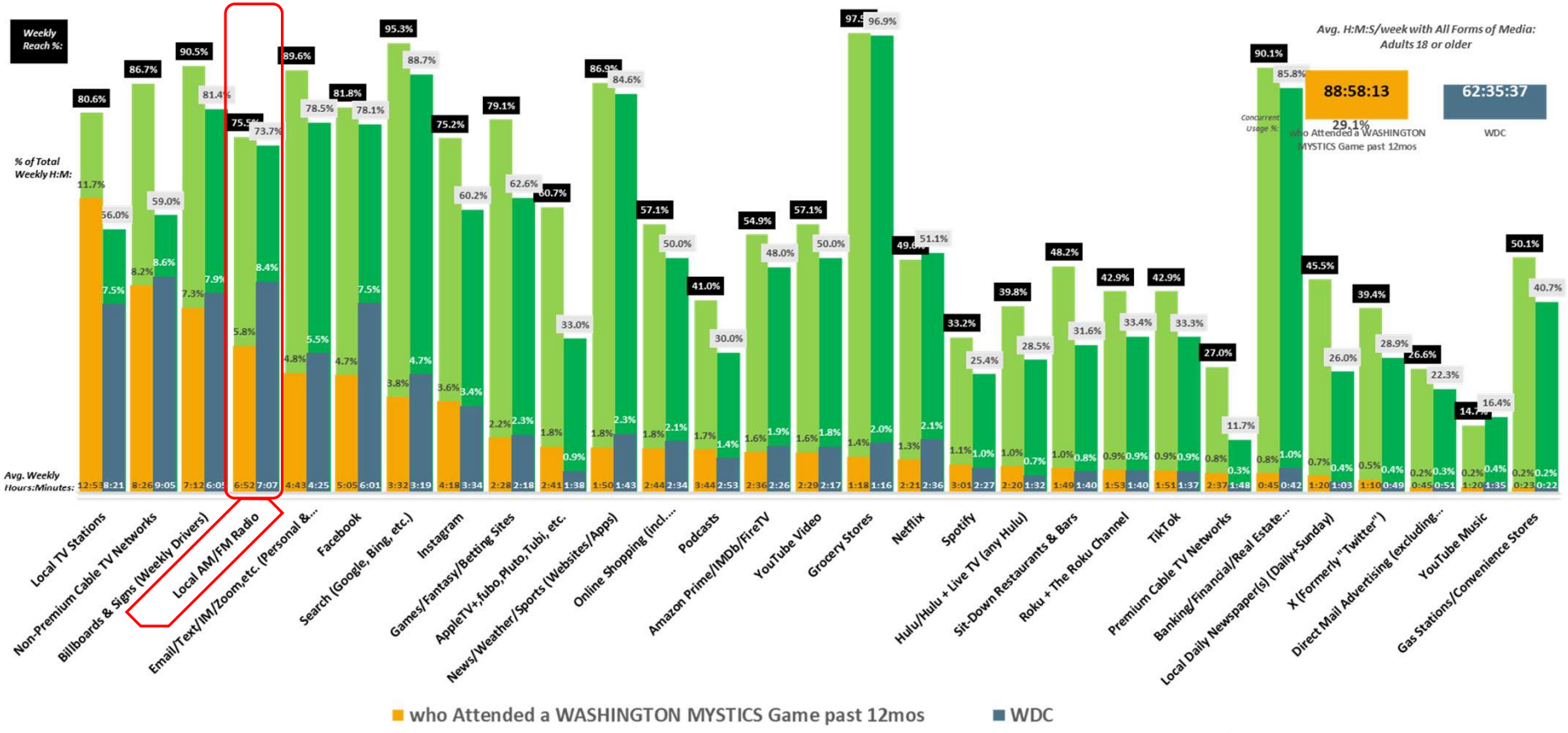
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Events attended/places visited past 12 months: Washington Commanders football game

Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an average of 3 days, 16 hours, 58 minutes and 13 seconds each week with All Forms of Media.

75.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an avg. of 6 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 5.8% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

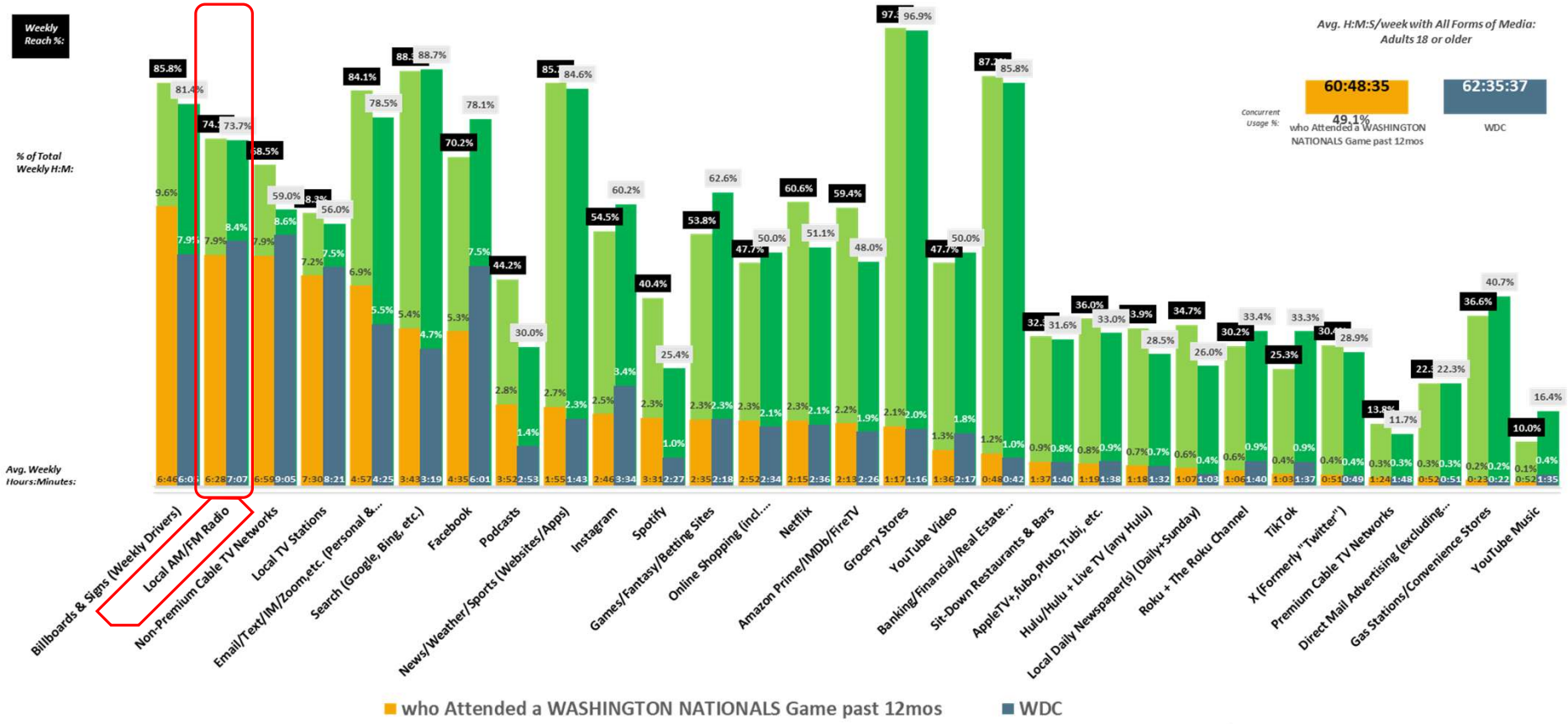
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 2 days, 12 hours, 48 minutes and 35 seconds each week with All Forms of Media.

74.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

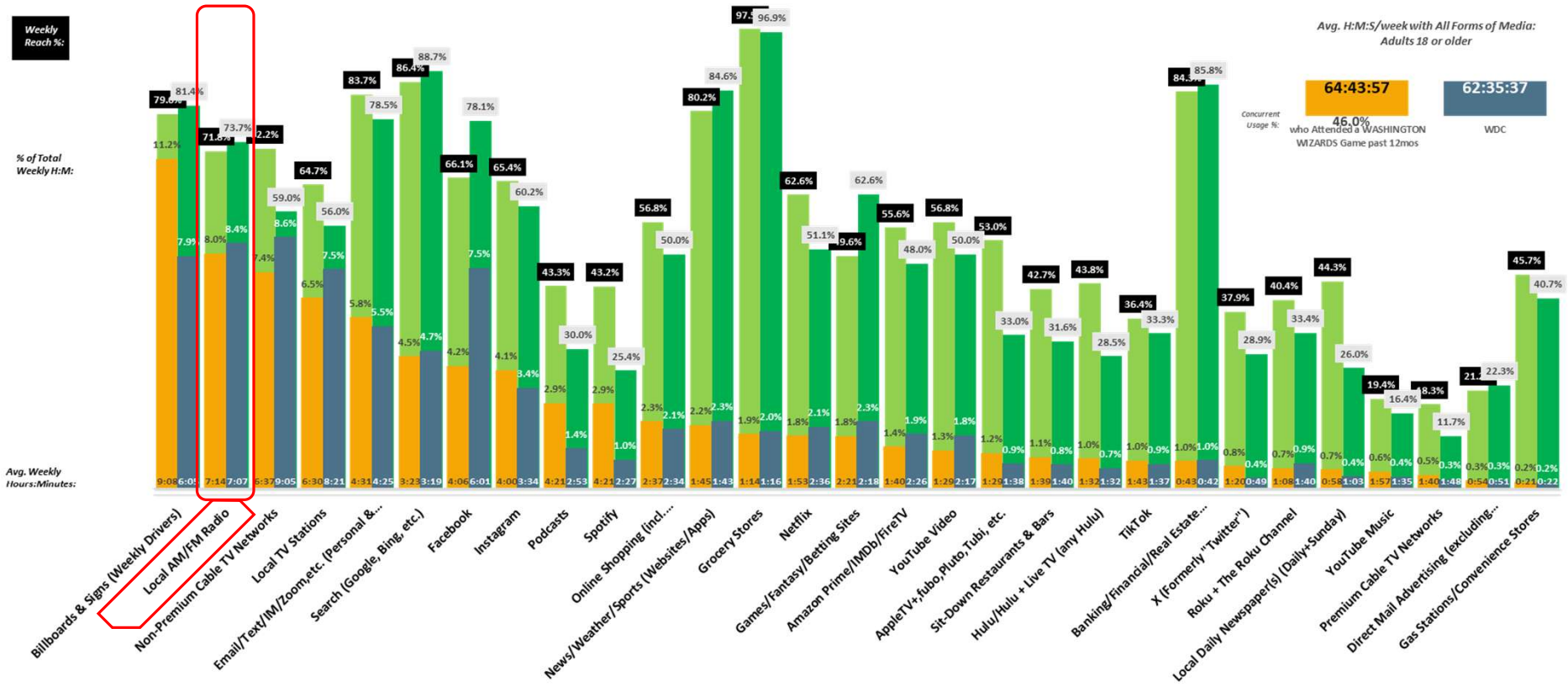
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Events attended/places visited past 12 months: Washington Nationals baseball game

Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 2 days, 16 hours, 43 minutes and 57 seconds each week with All Forms of Media.

71.8% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

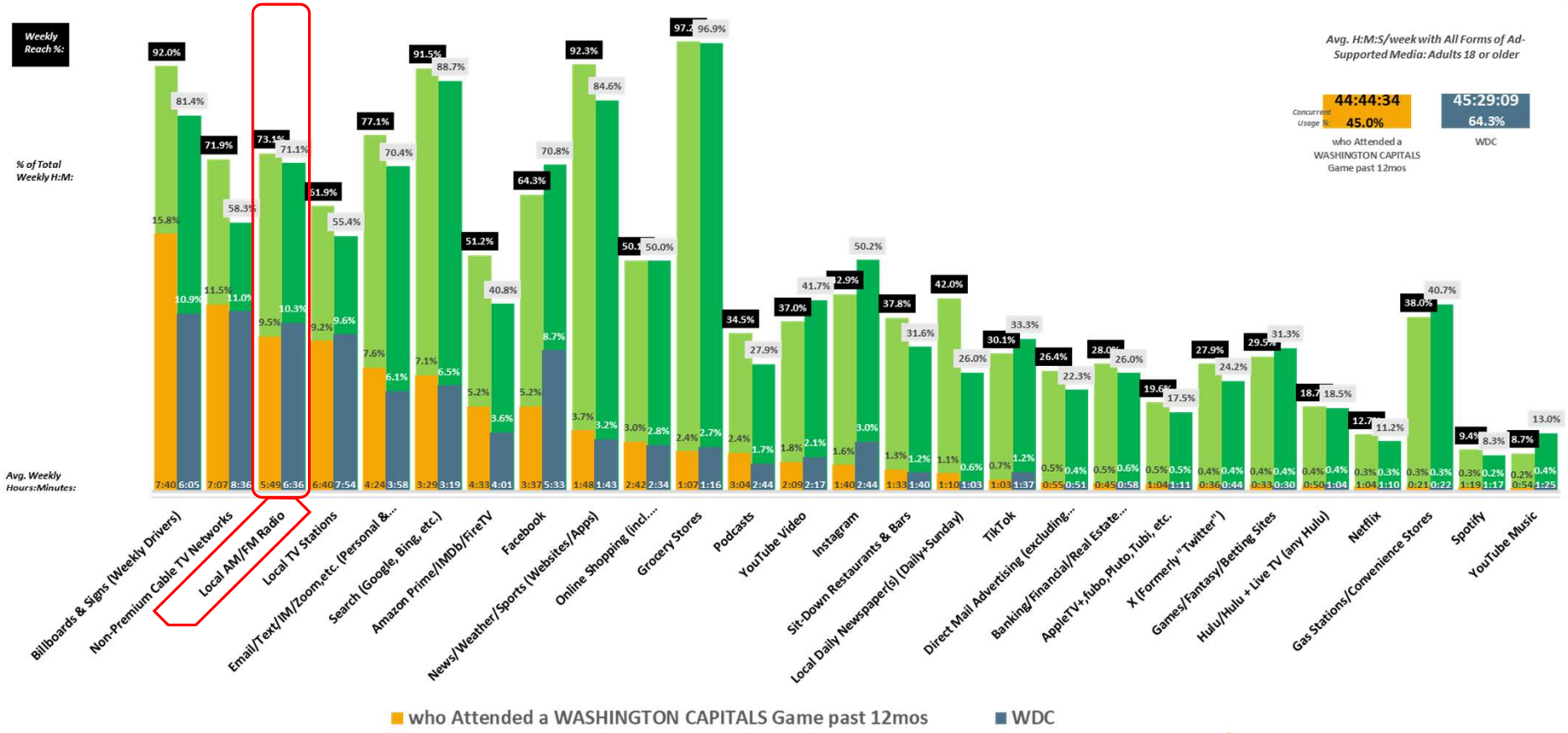
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Events attended/places visited past 12 months: Washington Wizards basketball game

Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an average of 1 days, 20 hours, 44 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

73.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an avg. of 5 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.

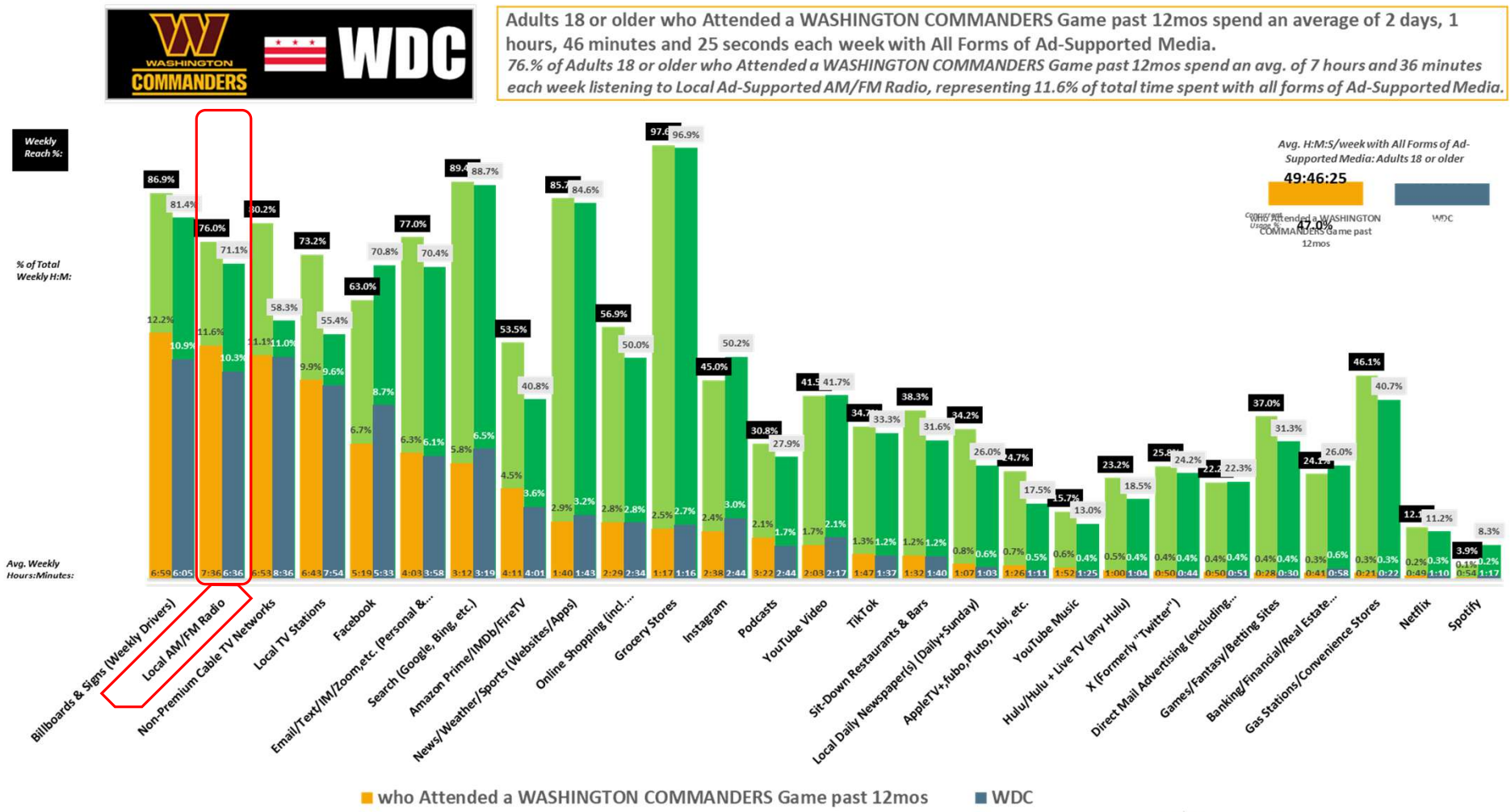


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Events attended/places visited past 12 months: Washington Capitals hockey game



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

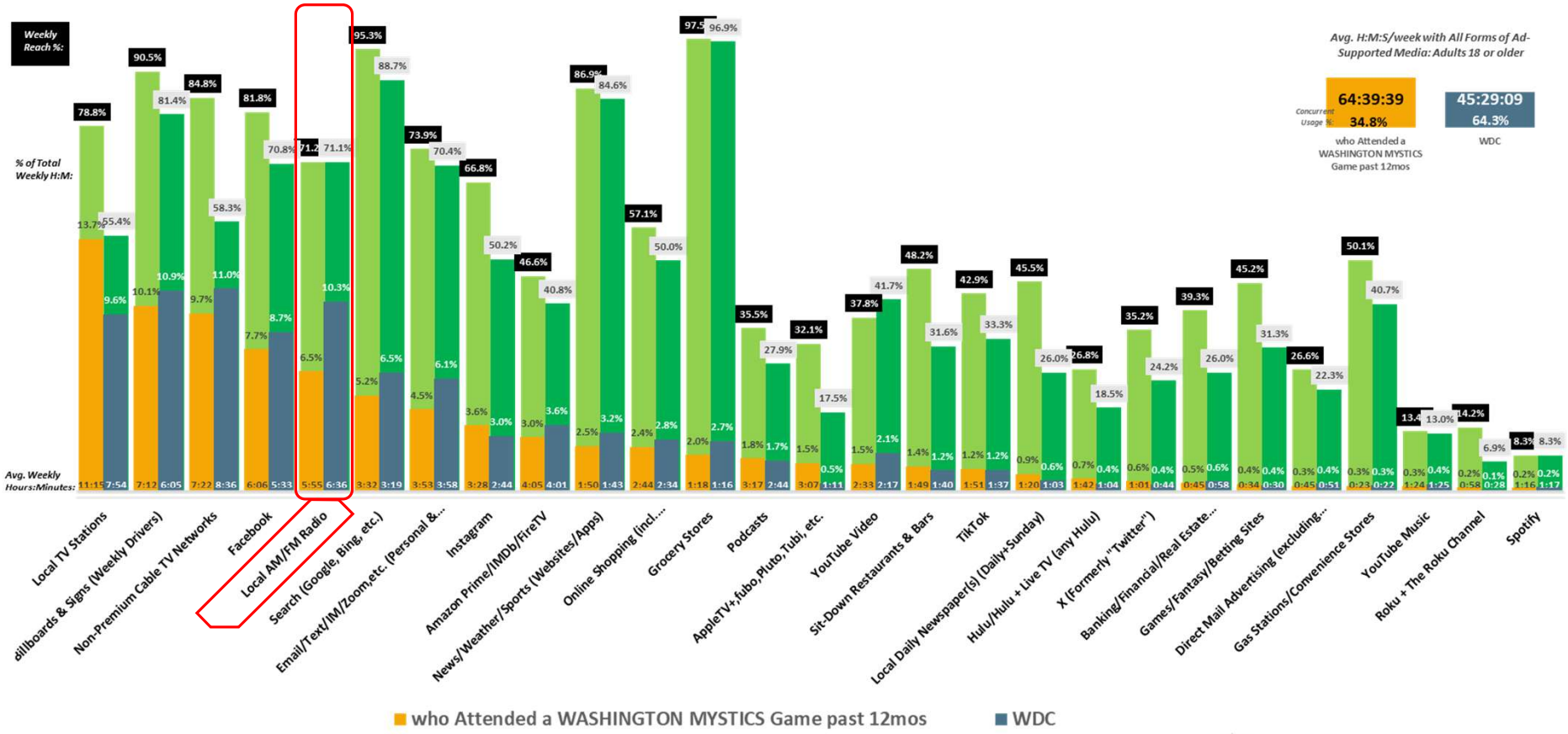
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Events attended/places visited past 12 months: Washington Commanders football game

Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an average of 2 days, 16 hours, 39 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

71.2% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an avg. of 5 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.5% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

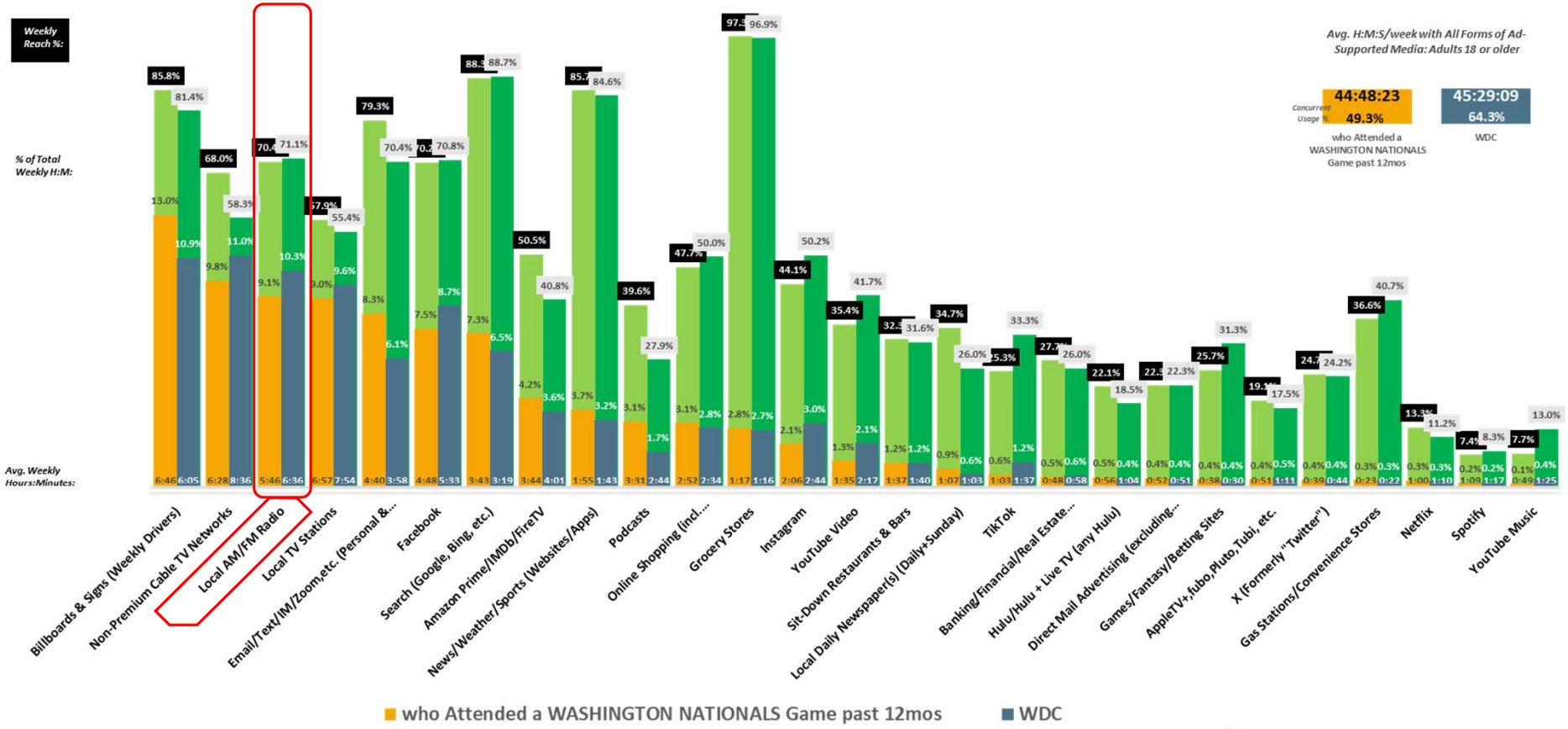
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 1 days, 20 hours, 48 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

70.4% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an avg. of 5 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

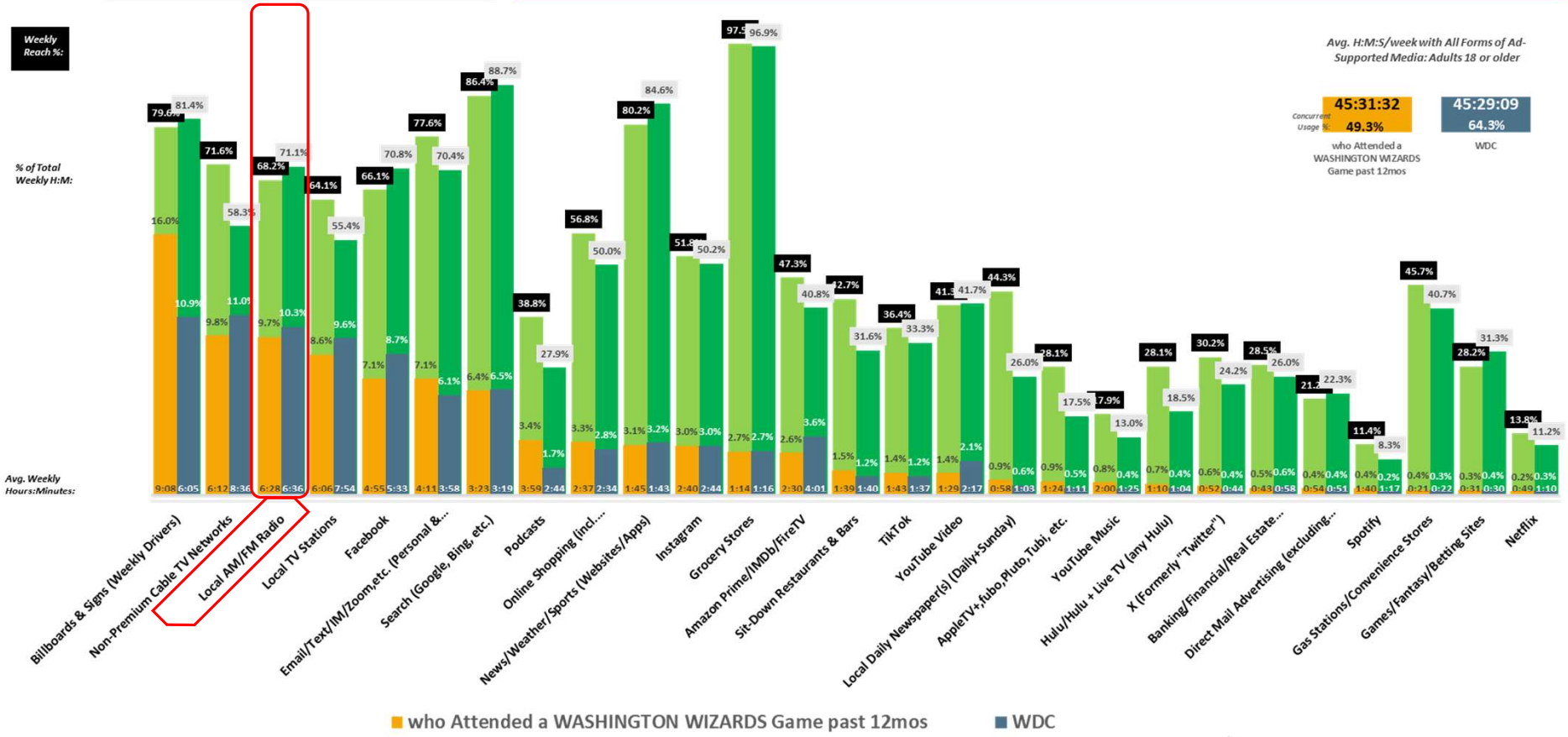
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Events attended/places visited past 12 months: Washington Nationals baseball game

Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 1 days, 21 hours, 31 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

68.2% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an avg. of 6 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

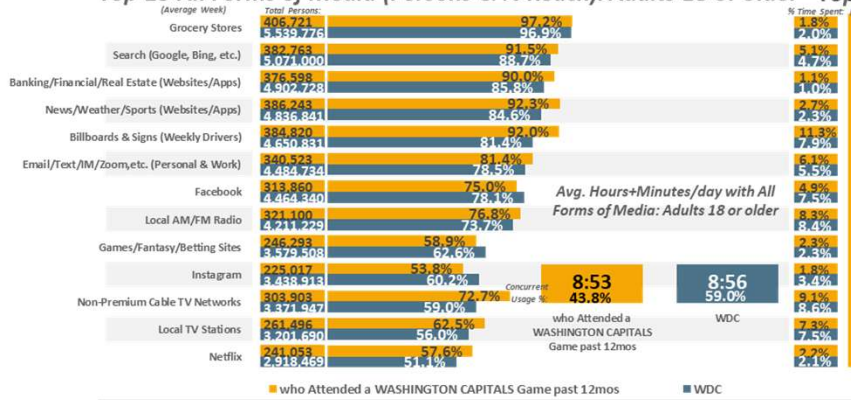
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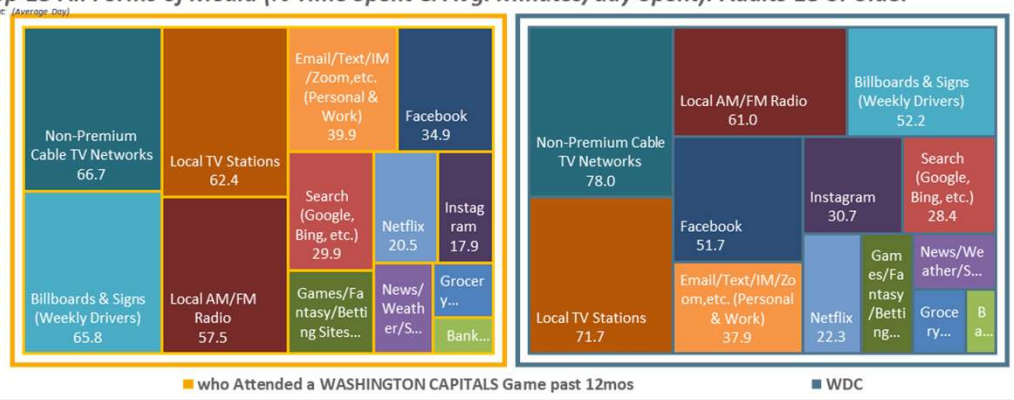
Events attended/places visited past 12 months: Washington Wizards basketball game

Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an average of 6 hours and 23 minutes each day with All Forms of Ad-Supported Media. 73.1% listen to Local AM/FM Radio for an avg. of 49.9 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

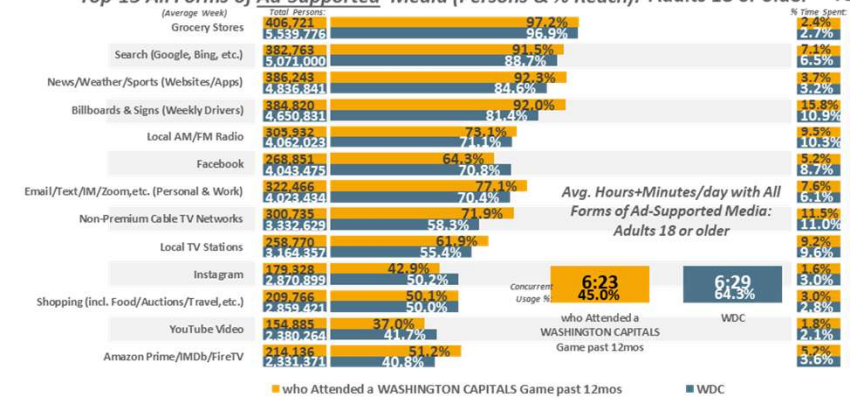
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



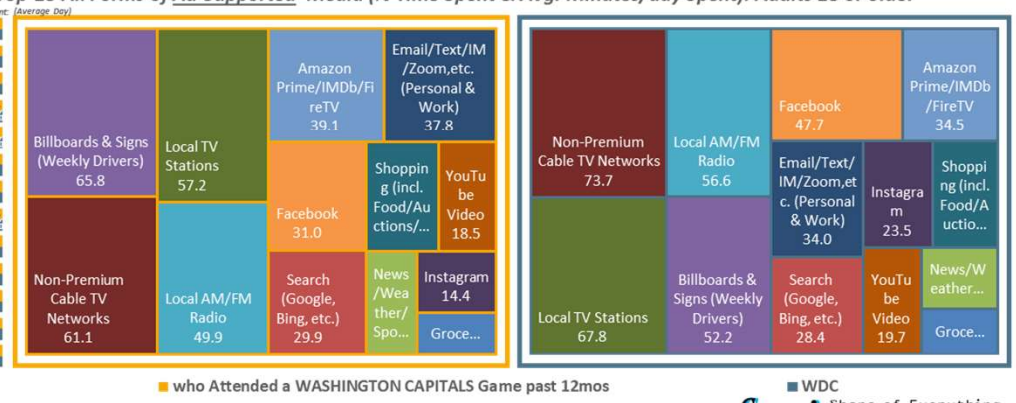
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

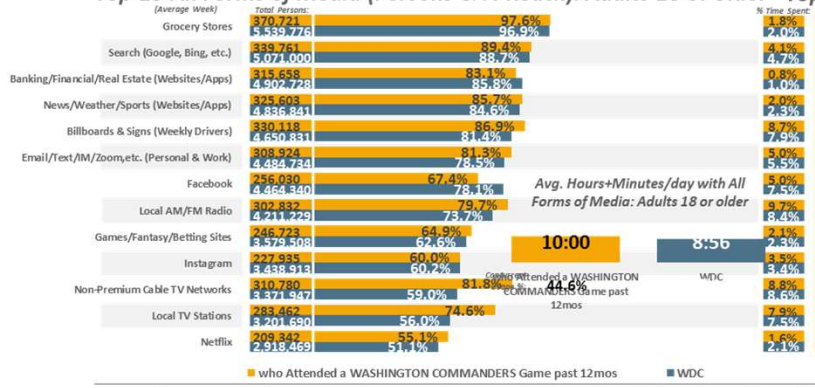
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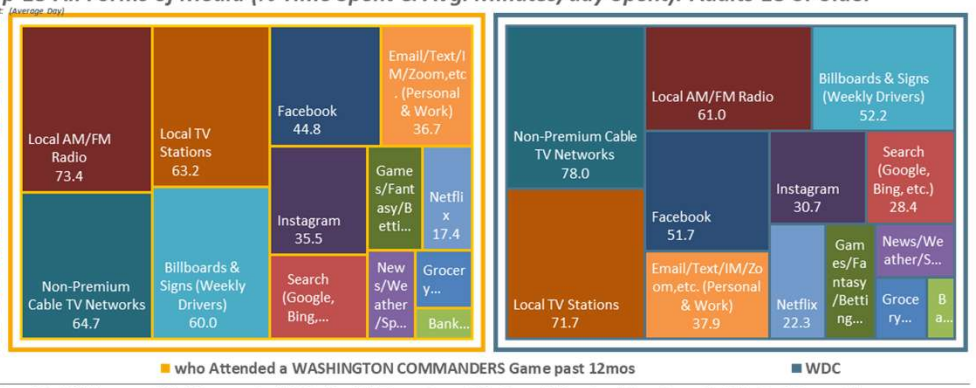
Events attended/places visited past 12 months: Washington Capitals hockey game

Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 76.% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

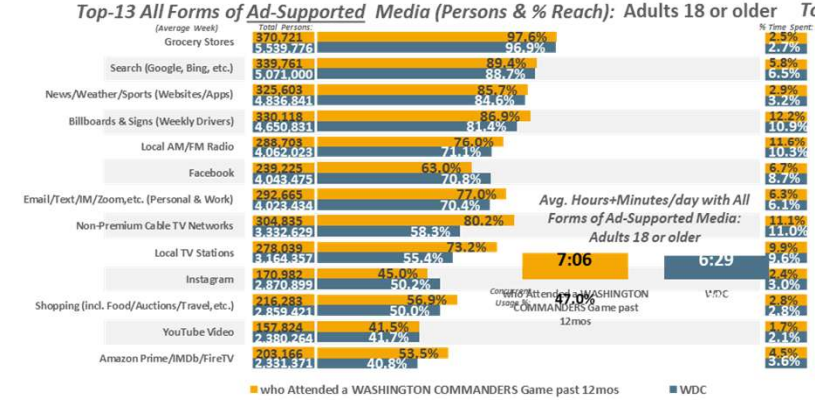
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



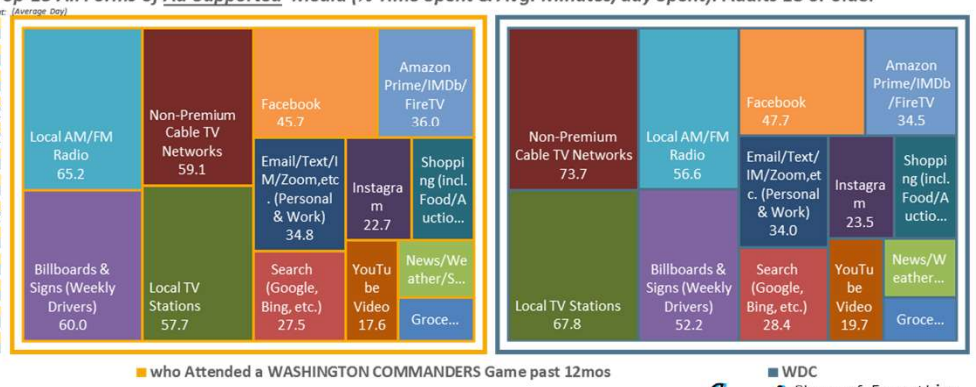
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

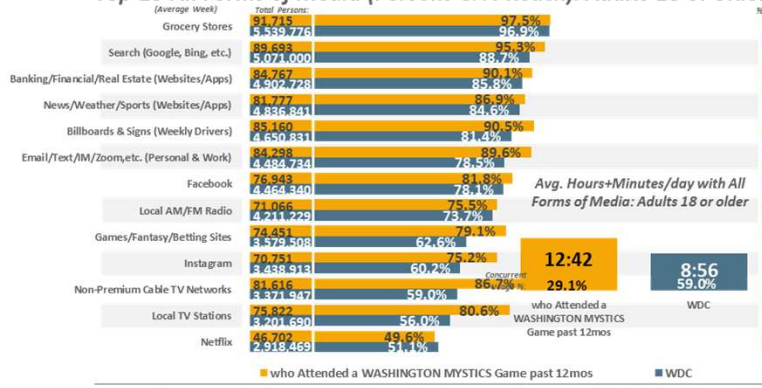
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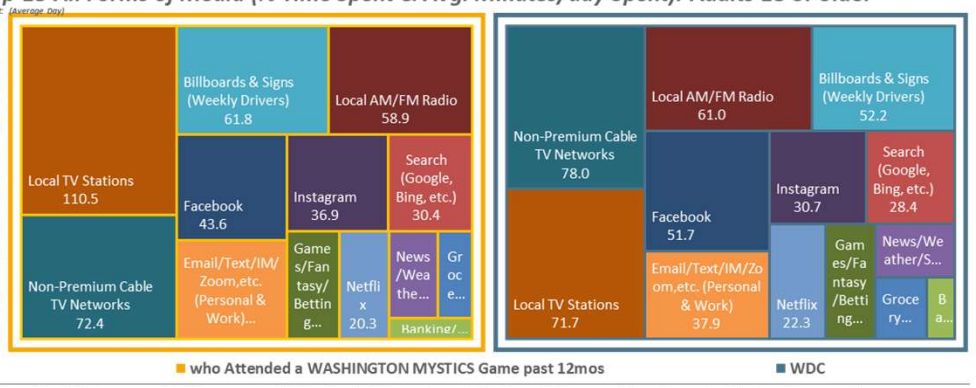
Events attended/places visited past 12 months: Washington Commanders football game

Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 50.8 minutes/day. *(Local Radio delivers 6.5% of Time with Ad-Supported Media.)*

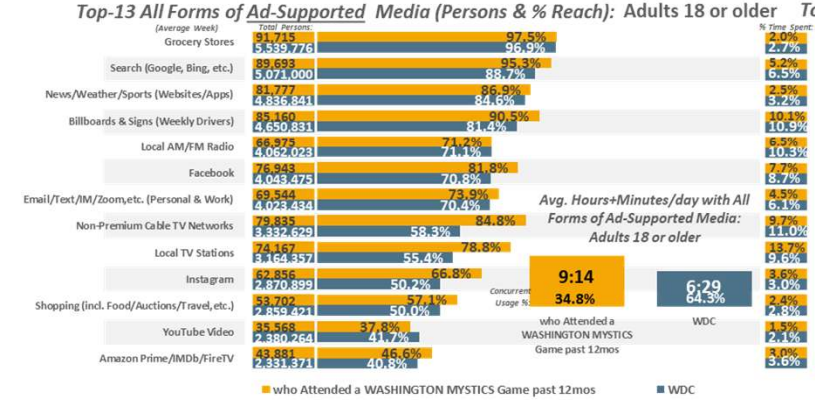
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



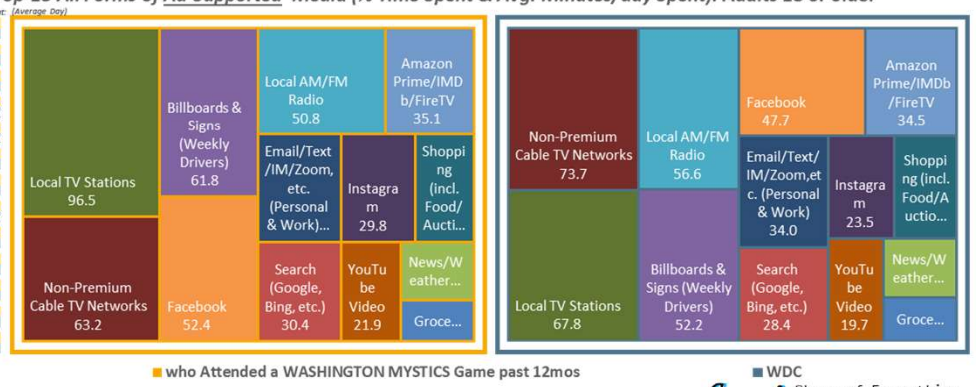
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

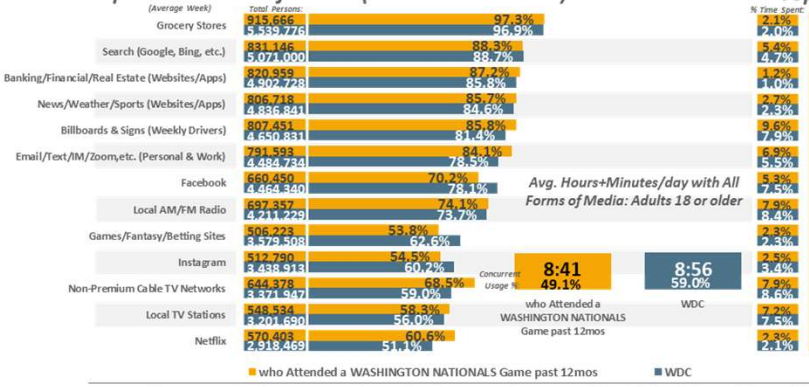
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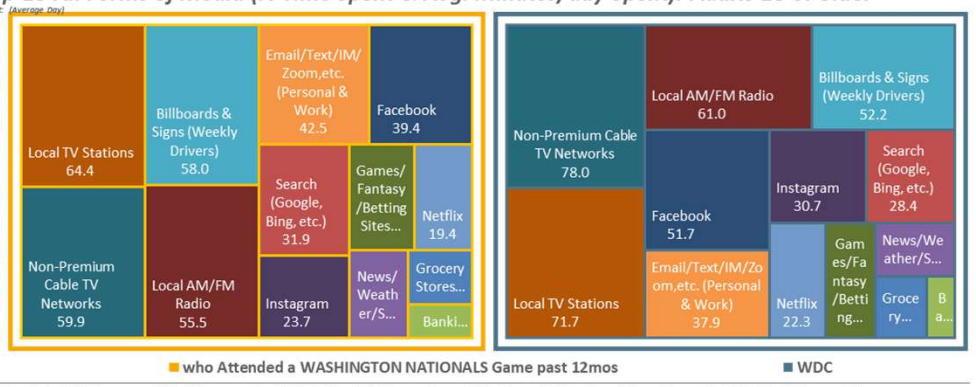
Events attended/places visited past 12 months: Washington Mystics women's basketball game

Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 6 hours and 24 minutes each day with All Forms of Ad-Supported Media. 70.4% listen to Local AM/FM Radio for an avg. of 49.5 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

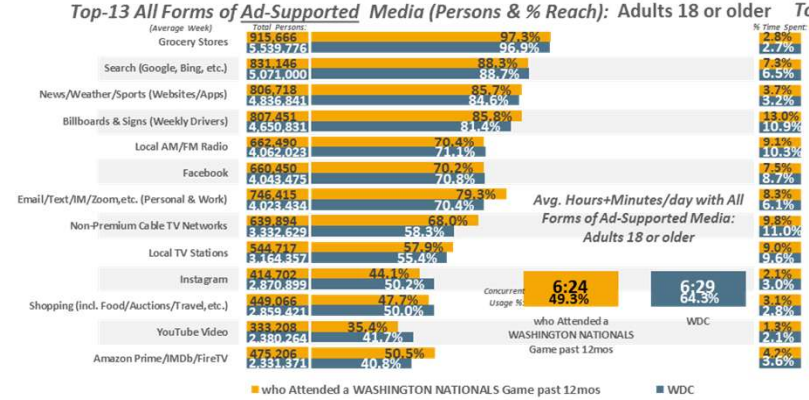
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



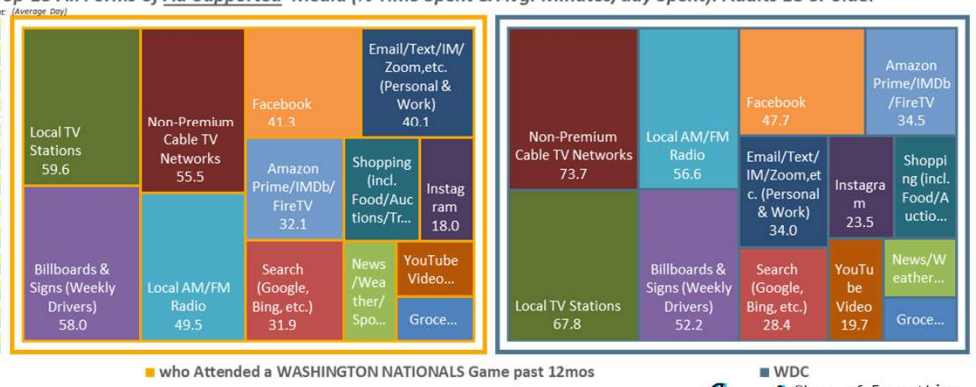
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

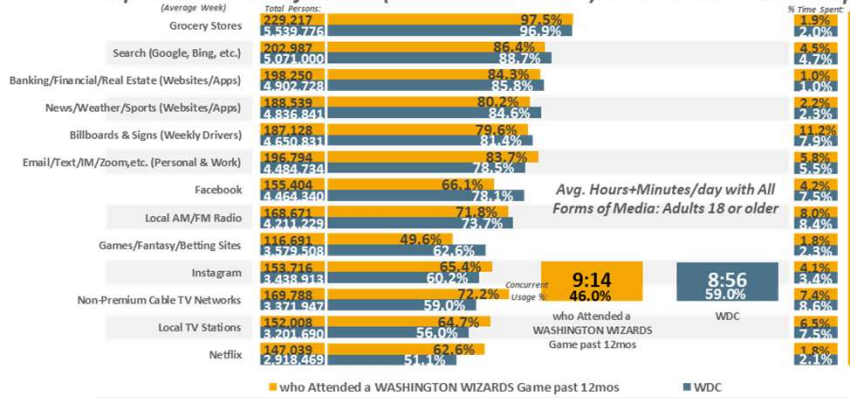
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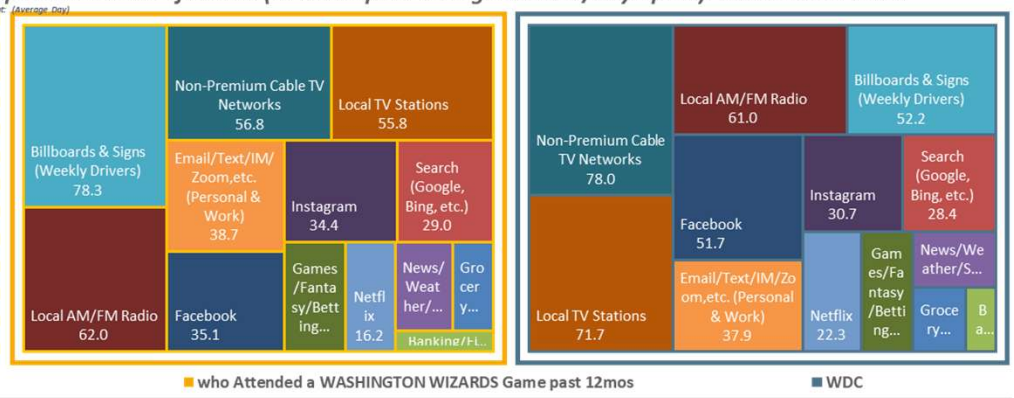
Events attended/places visited past 12 months: Washington Nationals baseball game

Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 68.2% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

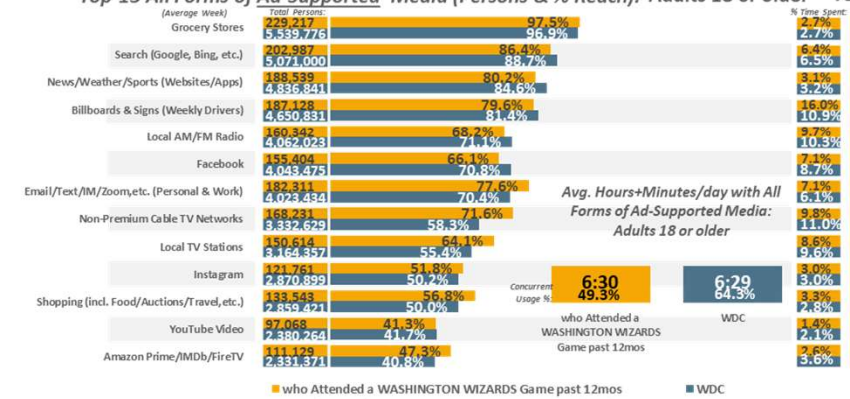
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



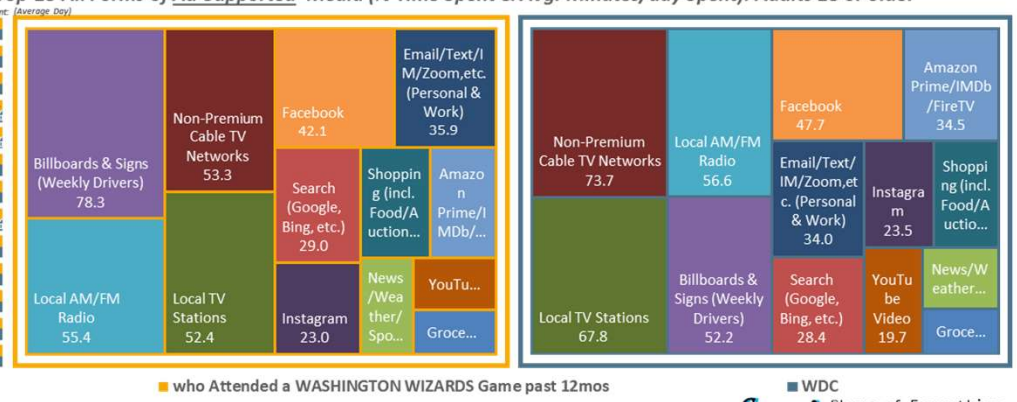
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

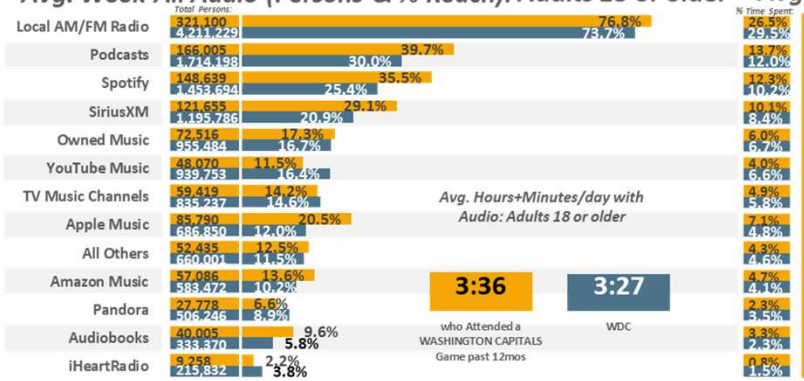
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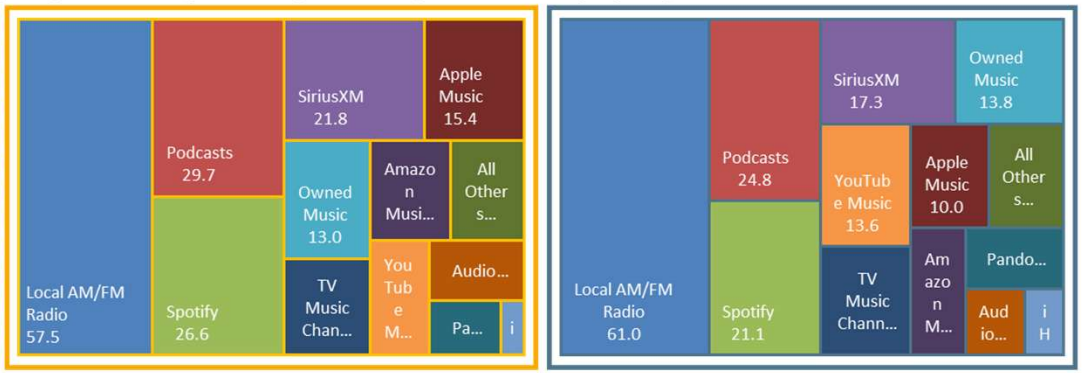
Events attended/places visited past 12 months: Washington Wizards basketball game

305,932 or 73.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

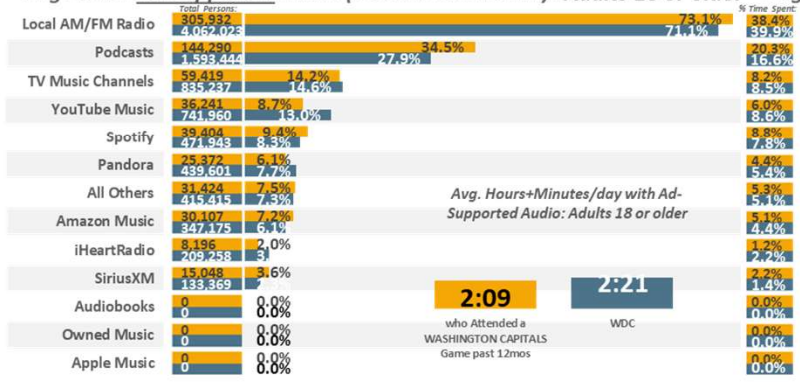
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



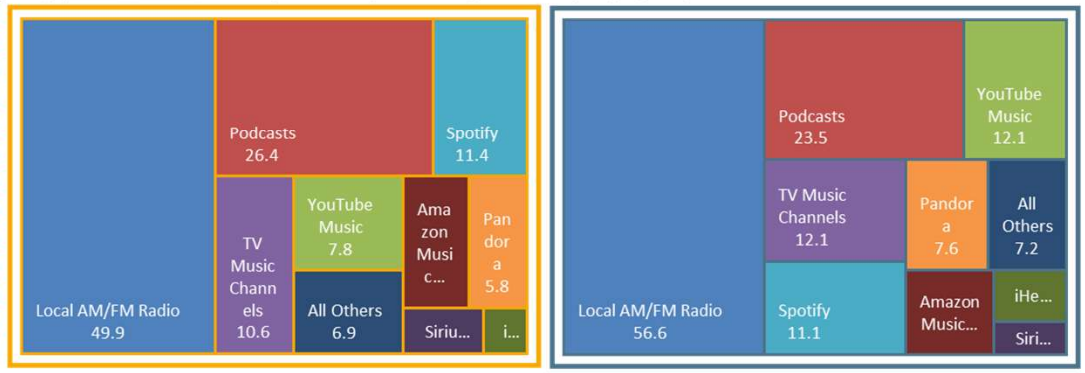
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

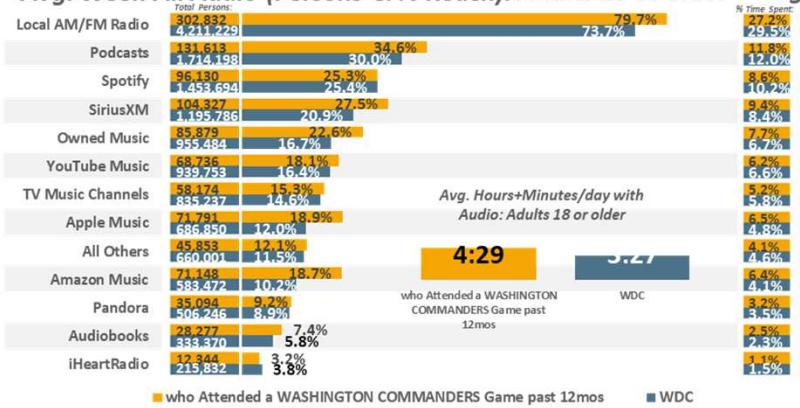
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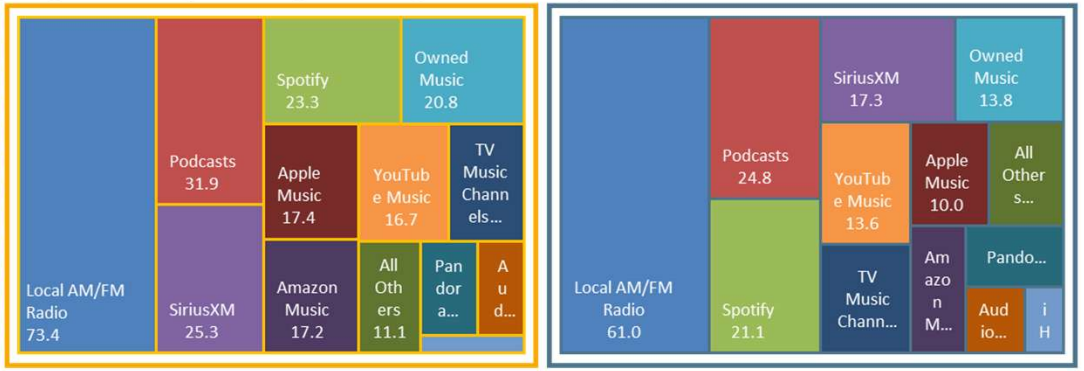
Events attended/places visited past 12 months: Washington Capitals hockey game

288,703 or 76.% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

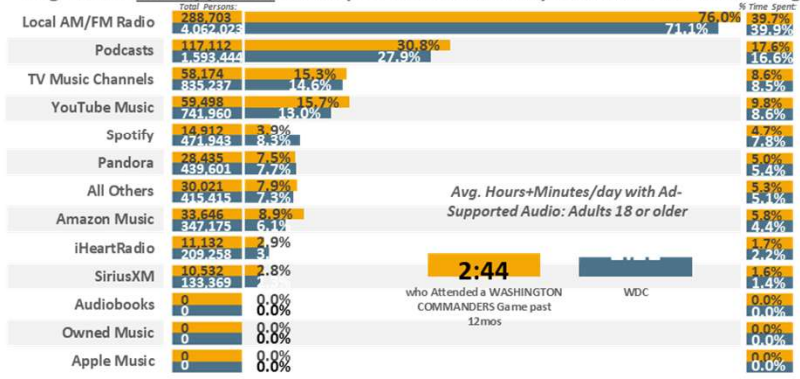
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



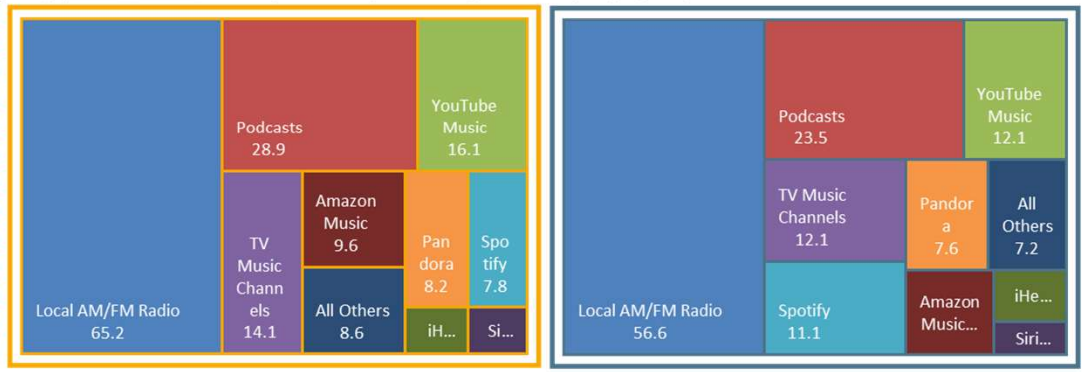
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

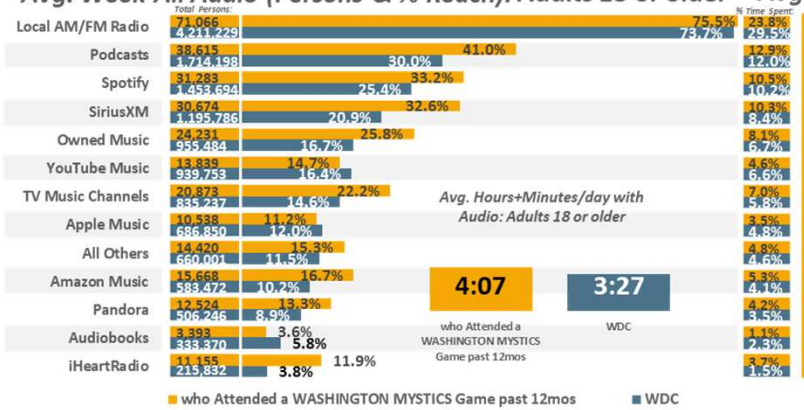
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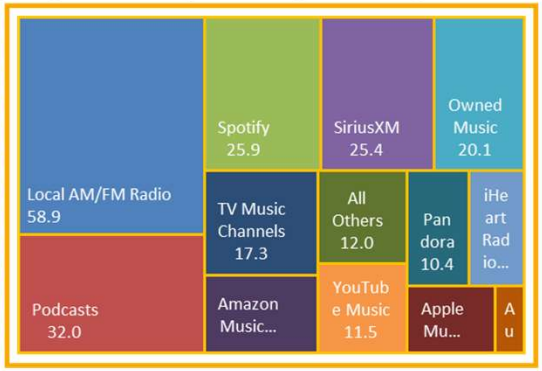
Events attended/places visited past 12 months: Washington Commanders football game

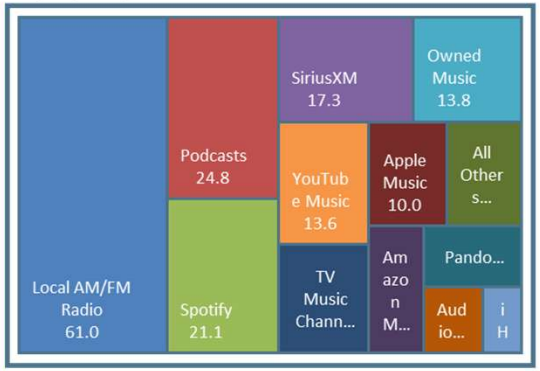
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Avg. Week All Audio (Persons & % Reach): Adults 18 or older

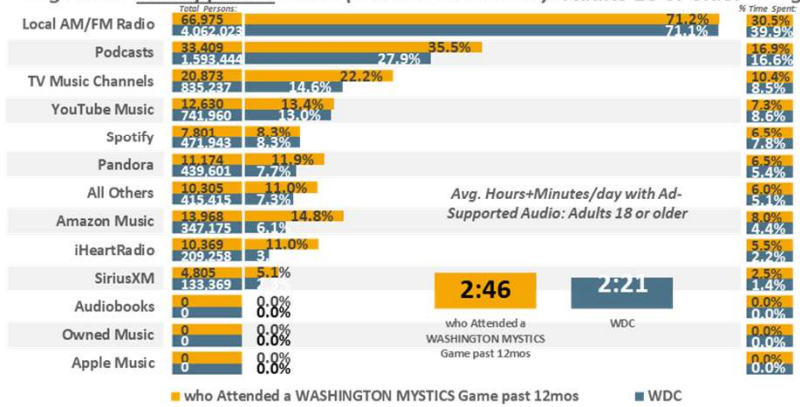


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

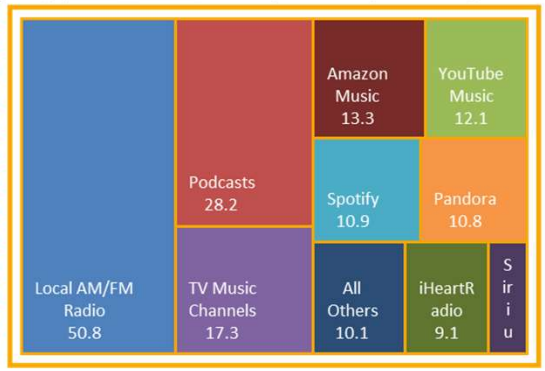


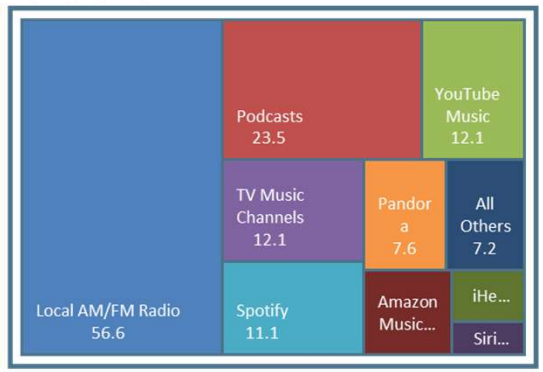


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

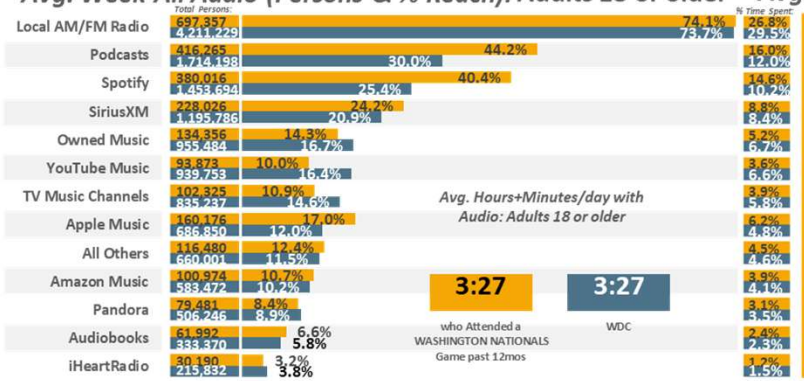
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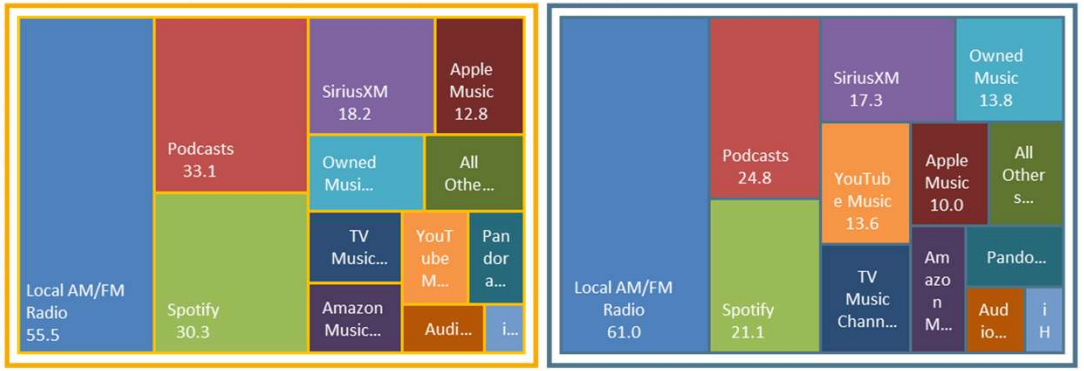
Events attended/places visited past 12 months: Washington Mystics women's basketball game

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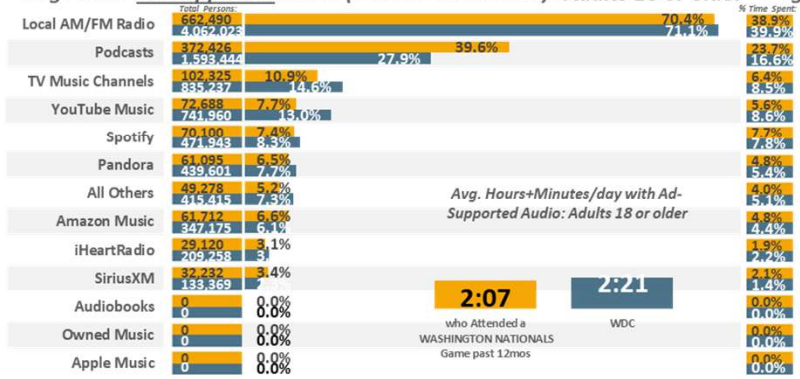
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



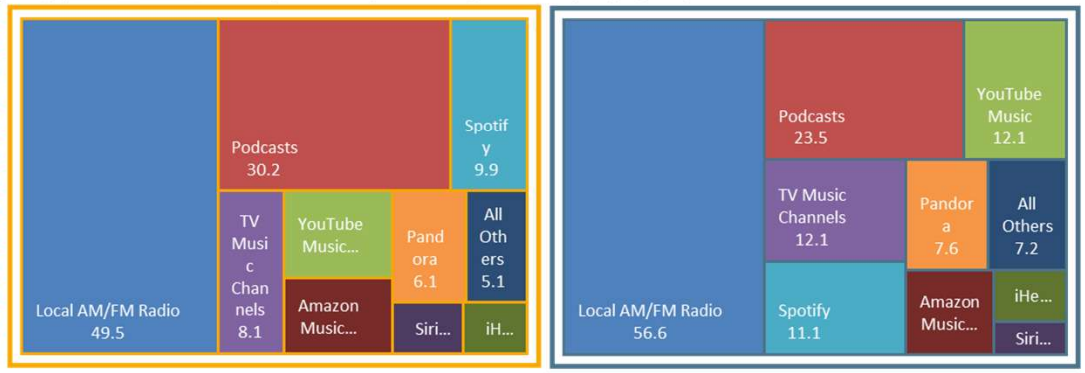
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

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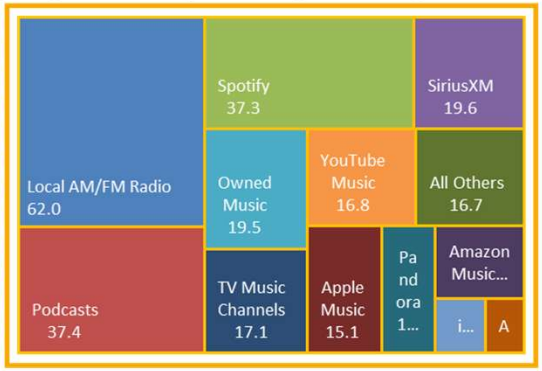
Events attended/places visited past 12 months: Washington Nationals baseball game

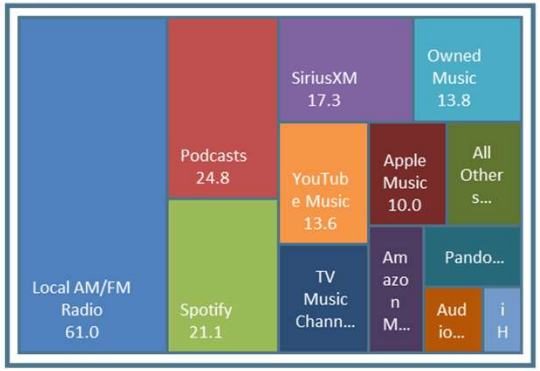
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Avg. Week All Audio (Persons & % Reach): Adults 18 or older

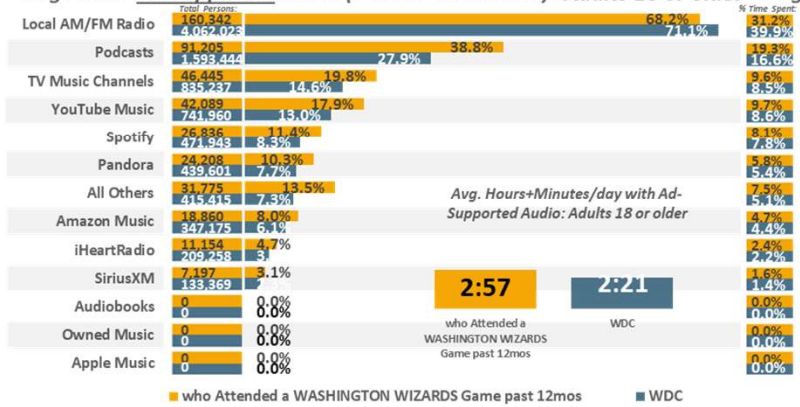


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

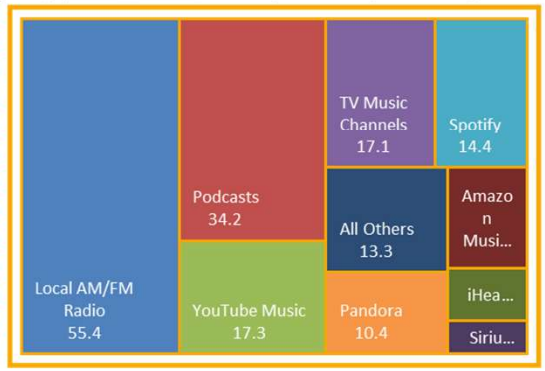


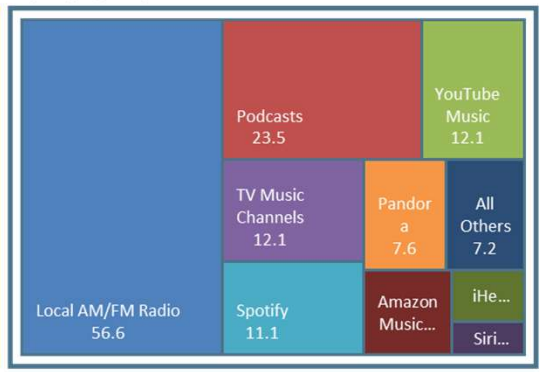


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





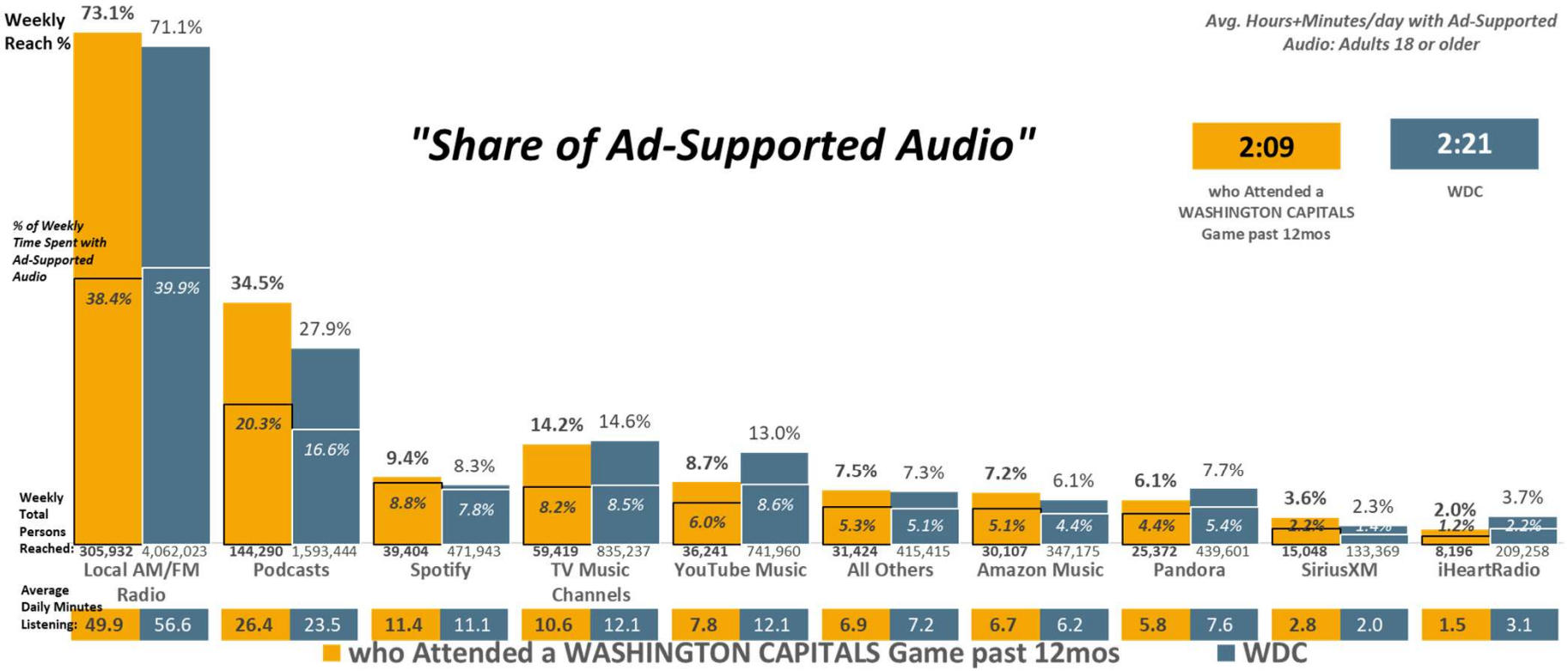
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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Events attended/places visited past 12 months: Washington Wizards basketball game

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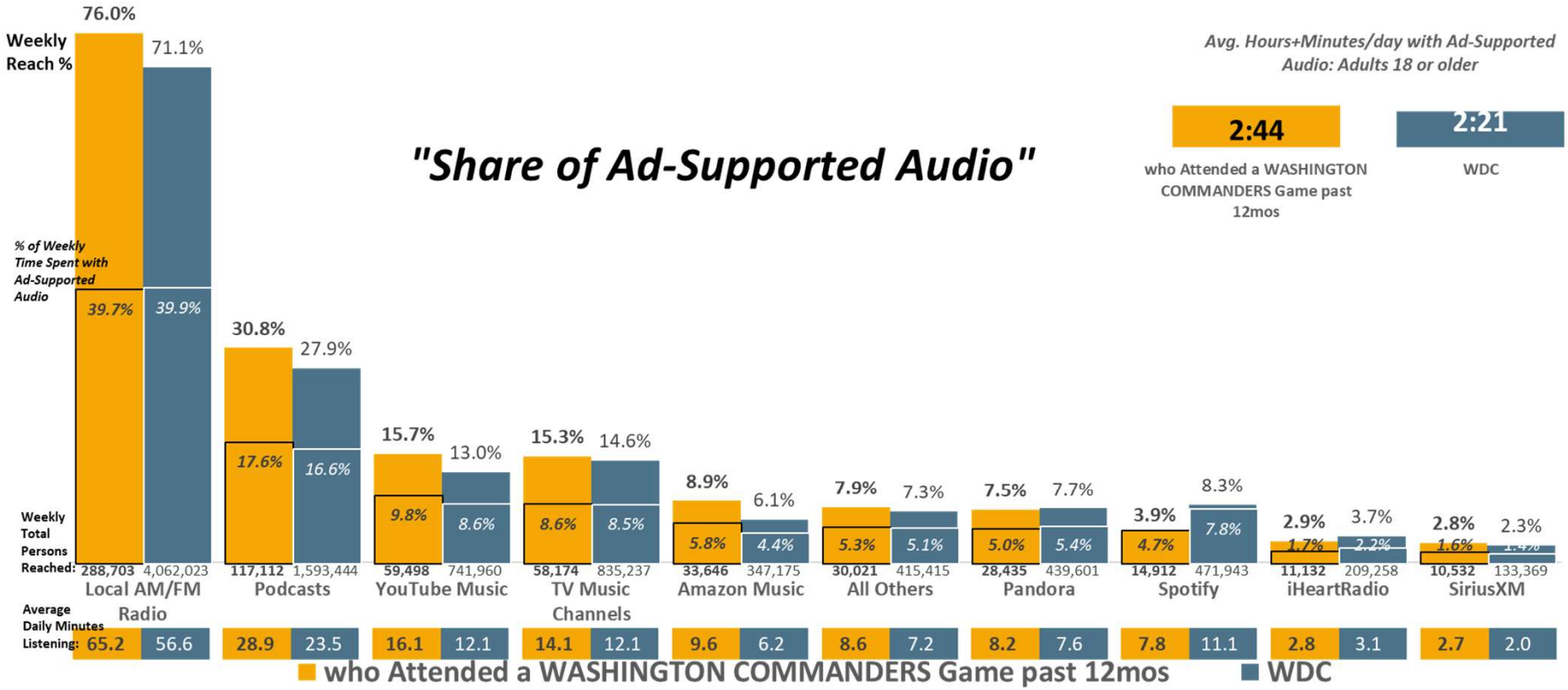
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Capitals hockey game

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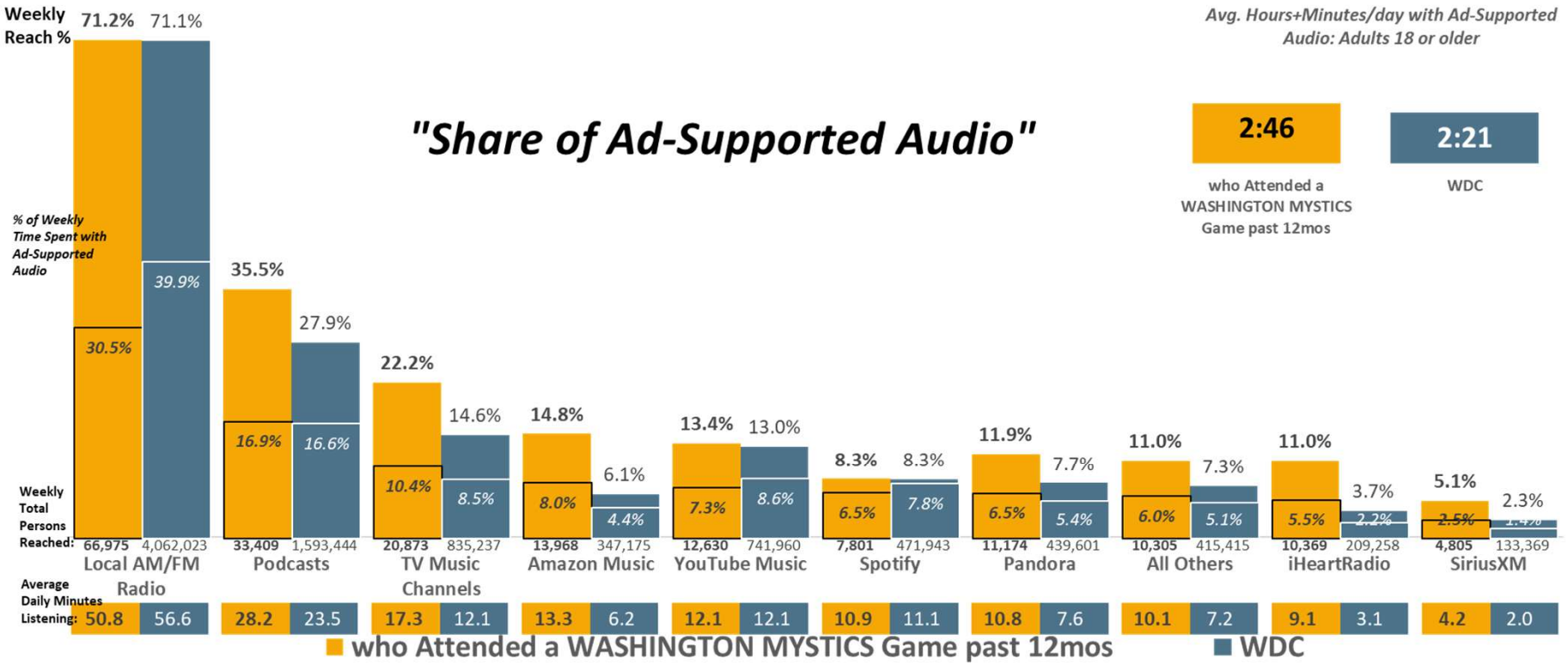
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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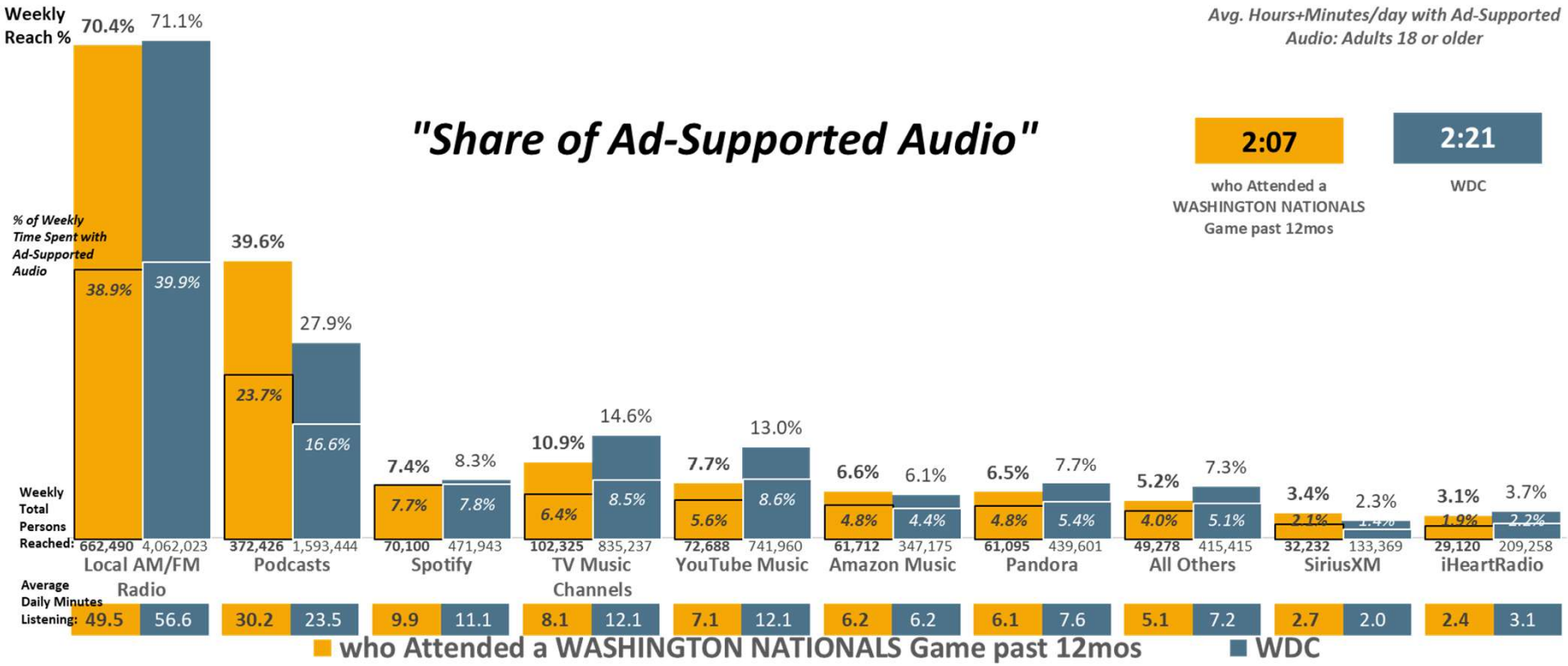
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Mystics women's basketball game

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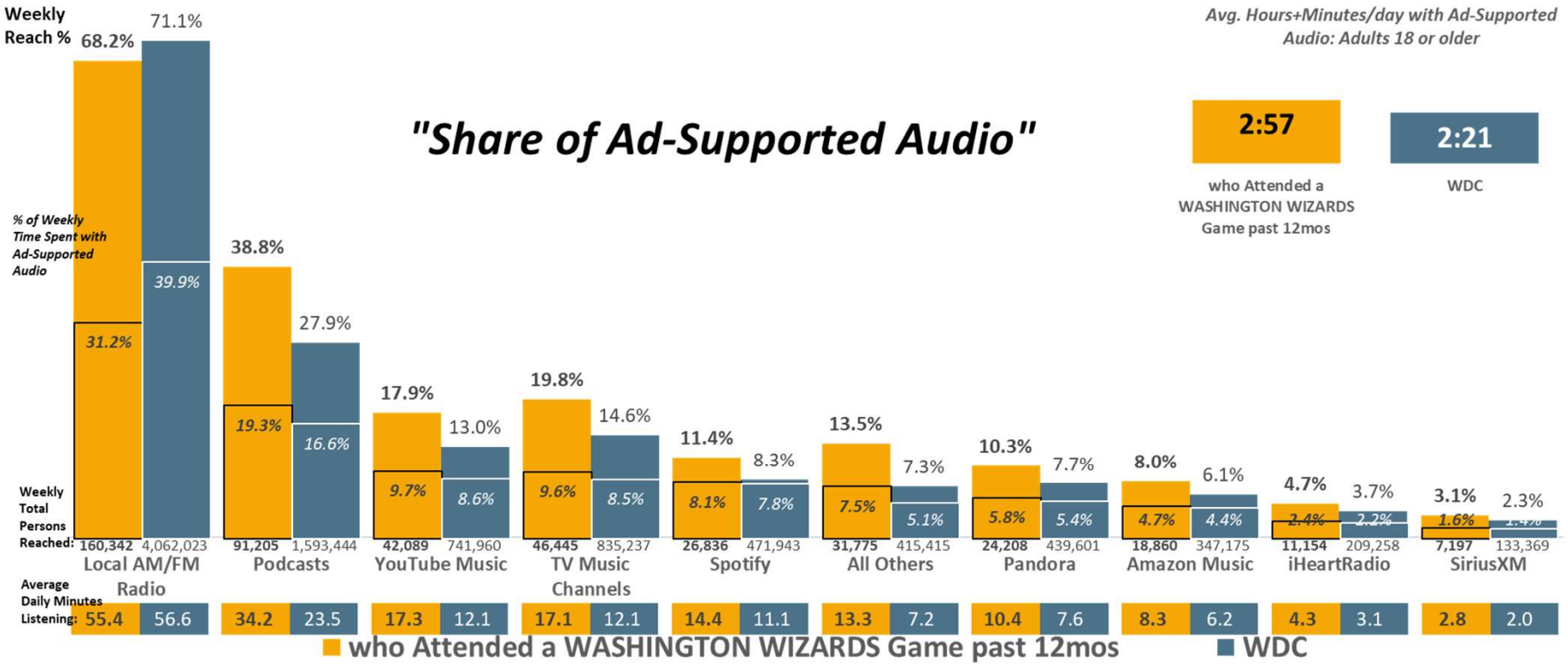
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

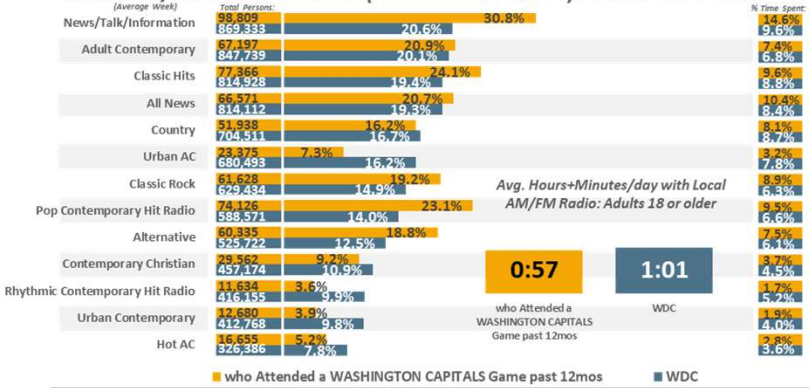
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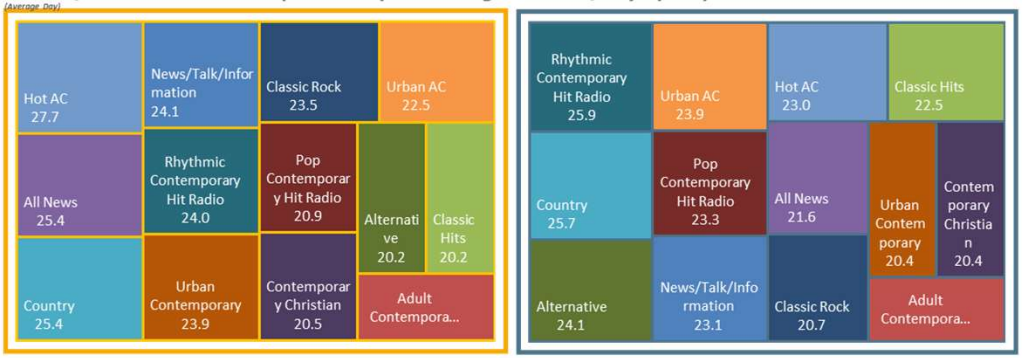
Events attended/places visited past 12 months: Washington Wizards basketball game

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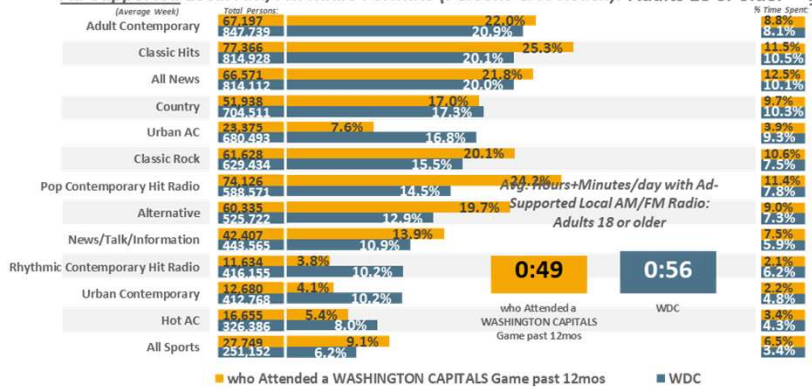
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



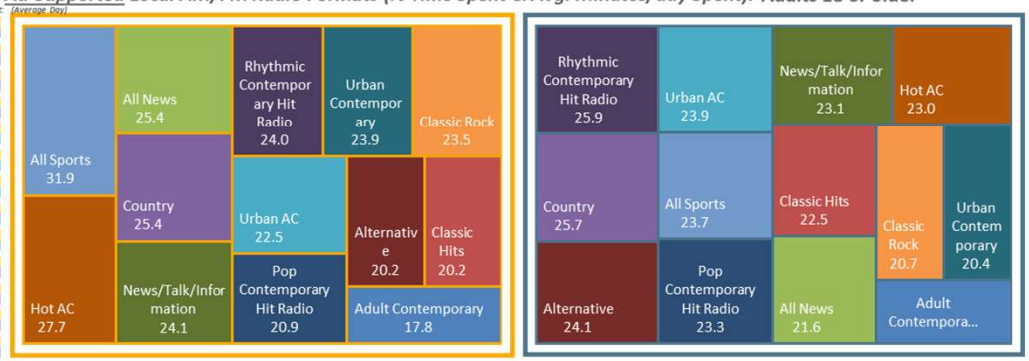
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

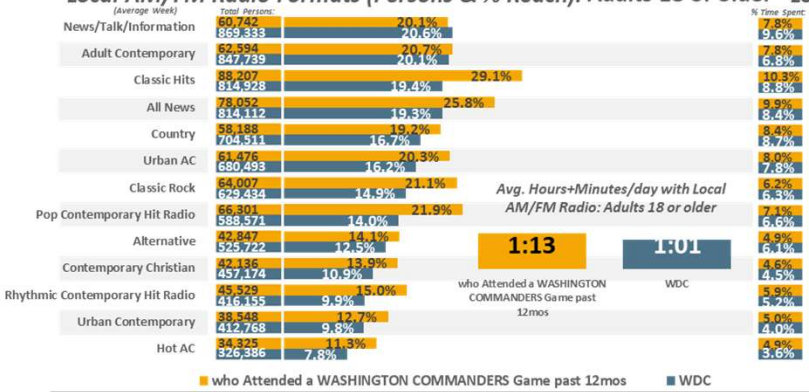
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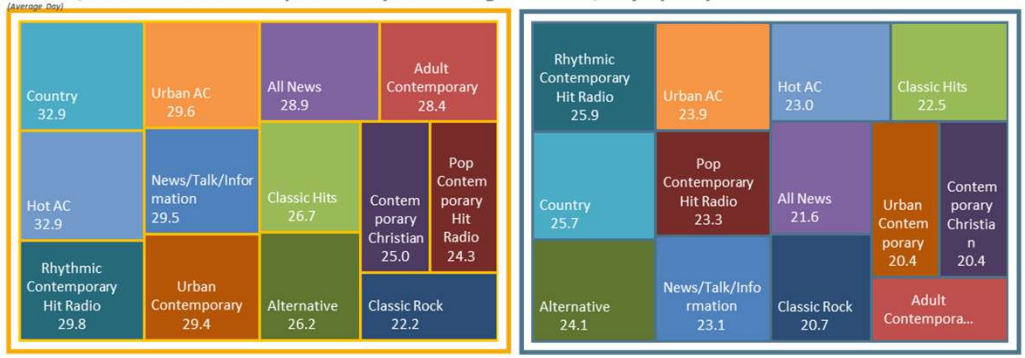
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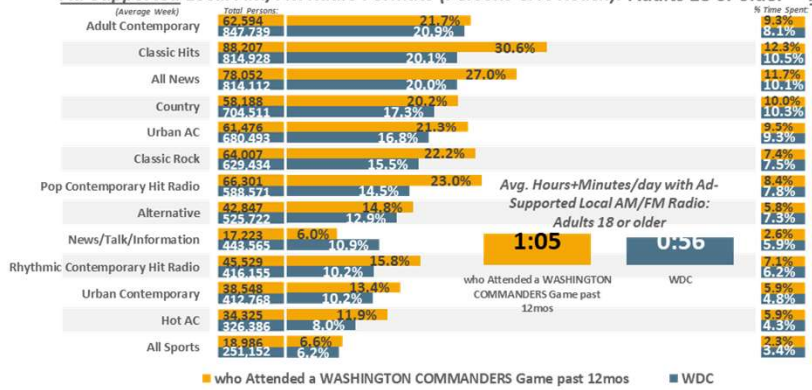
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



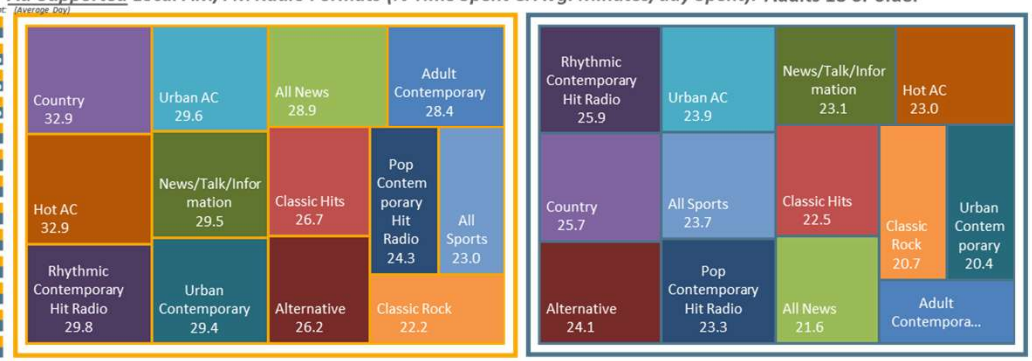
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

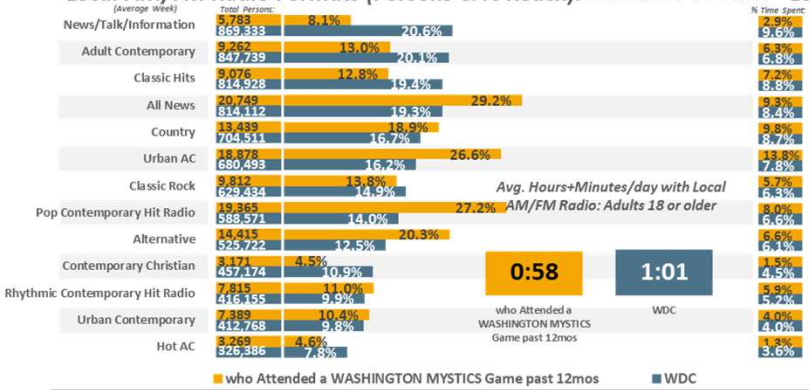
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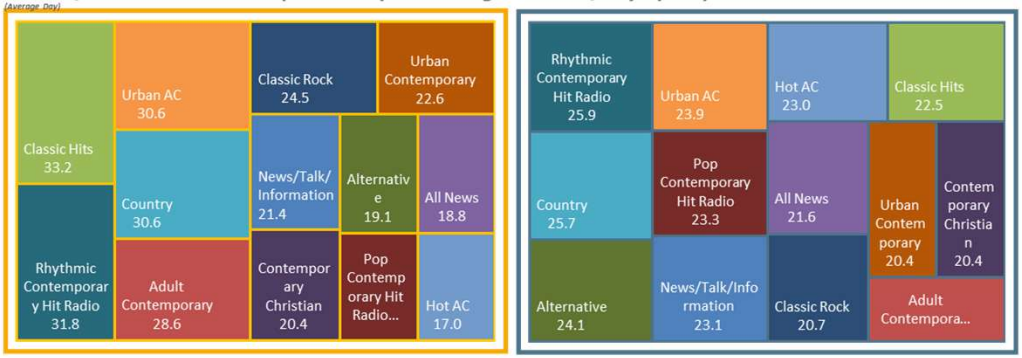
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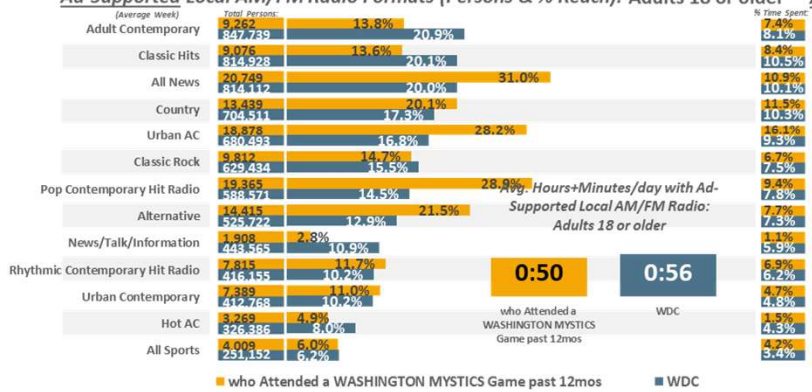
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



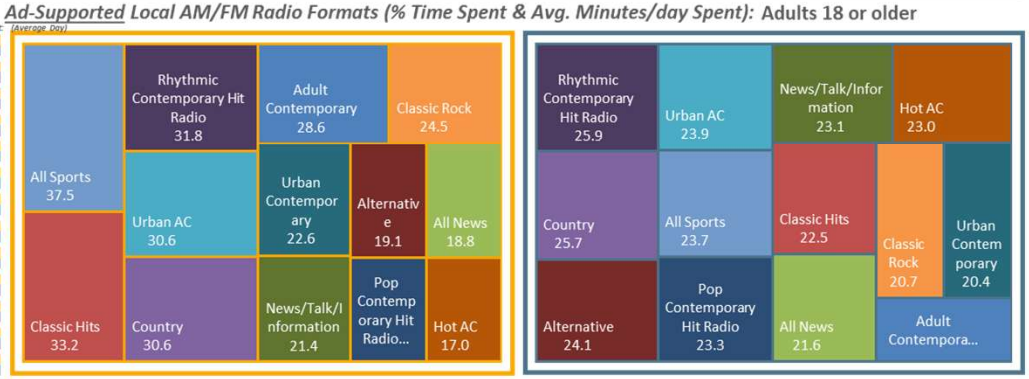
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

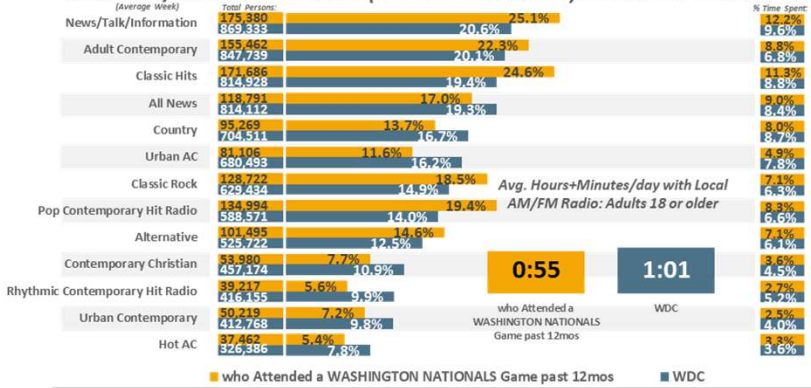
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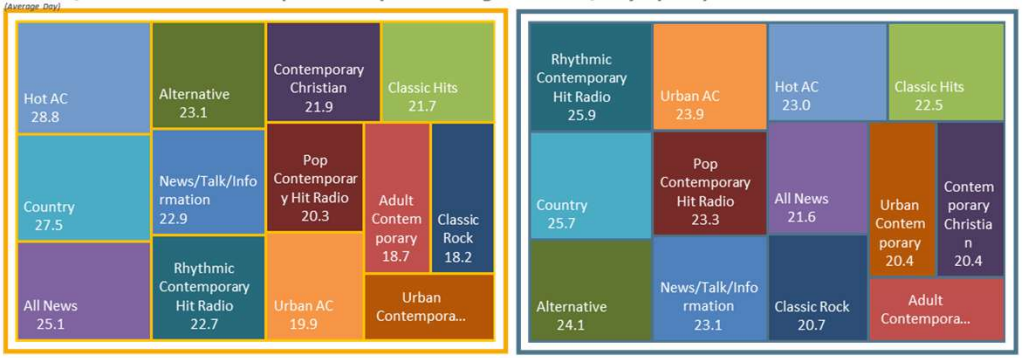
Events attended/places visited past 12 months: Washington Mystics women's basketball game

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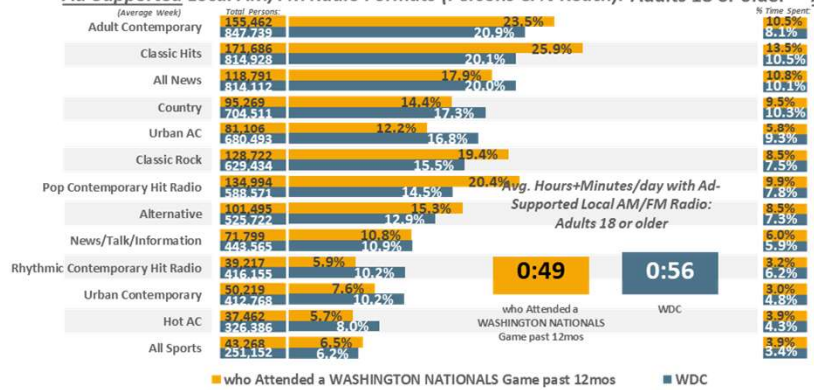
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



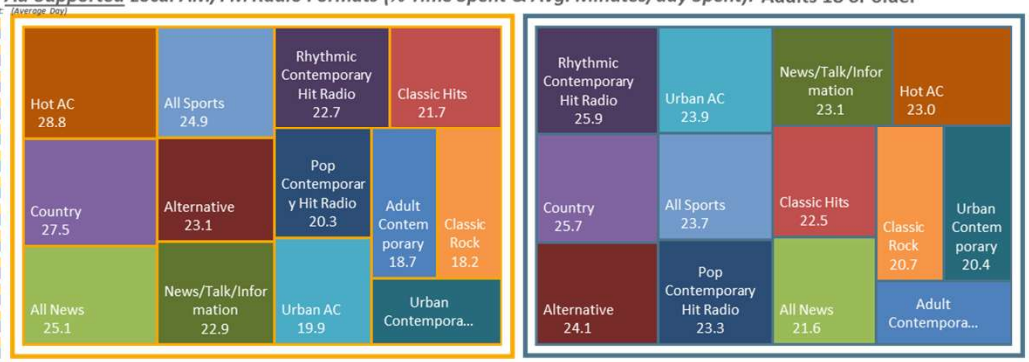
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

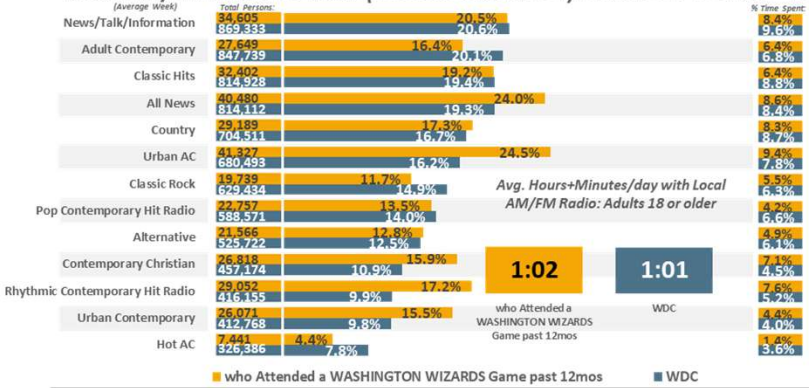
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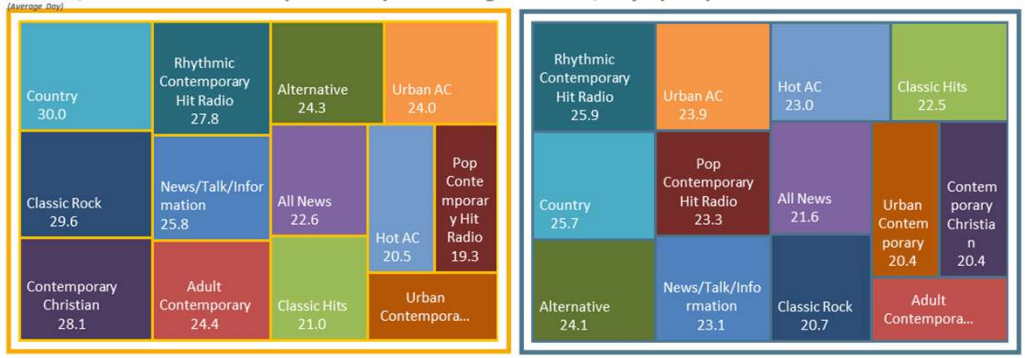
Events attended/places visited past 12 months: Washington Nationals baseball game

160,342 or 68.2% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, All News, Classic Hits, Country, and Rhythmic Contemporary Hit Radio.

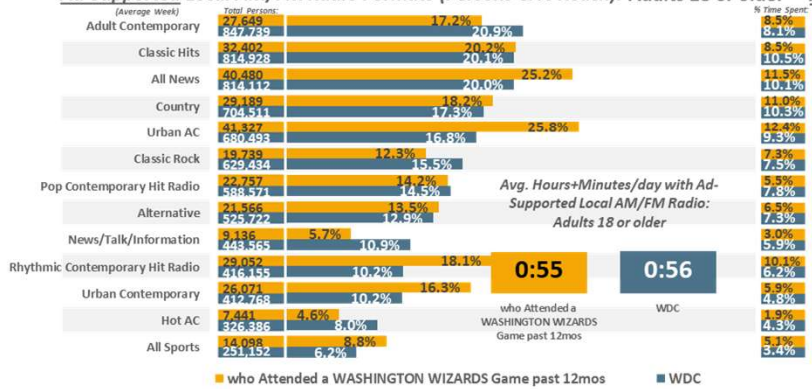
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



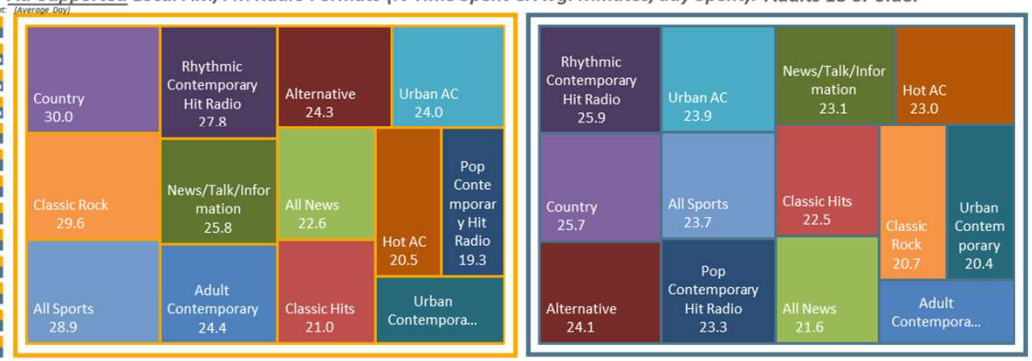
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

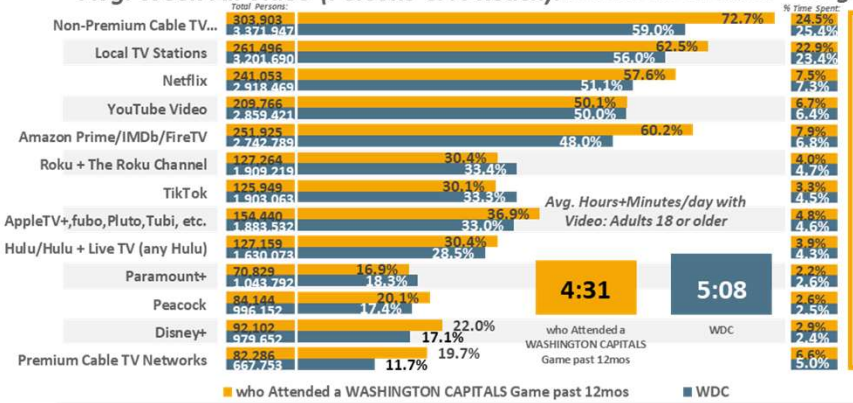
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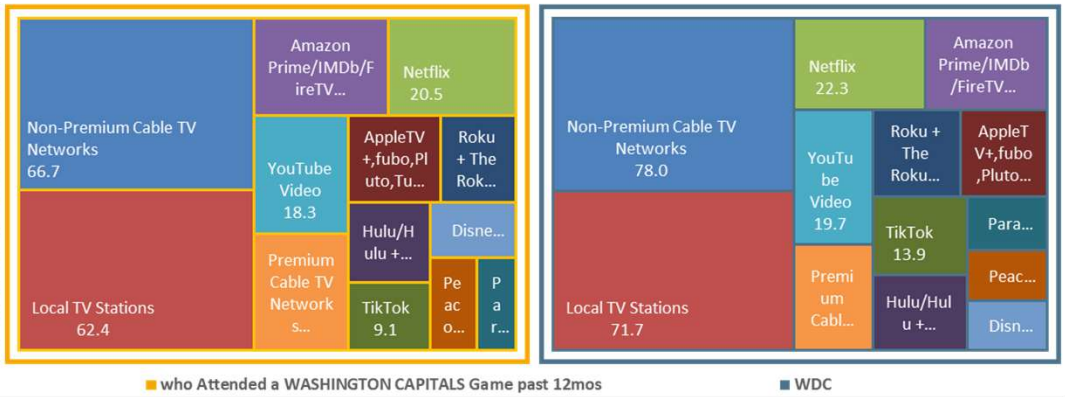
Events attended/places visited past 12 months: Washington Wizards basketball game

258,770 or 61.9% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos watch Ad-Supported Local TV Stations for an average of 57.2 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

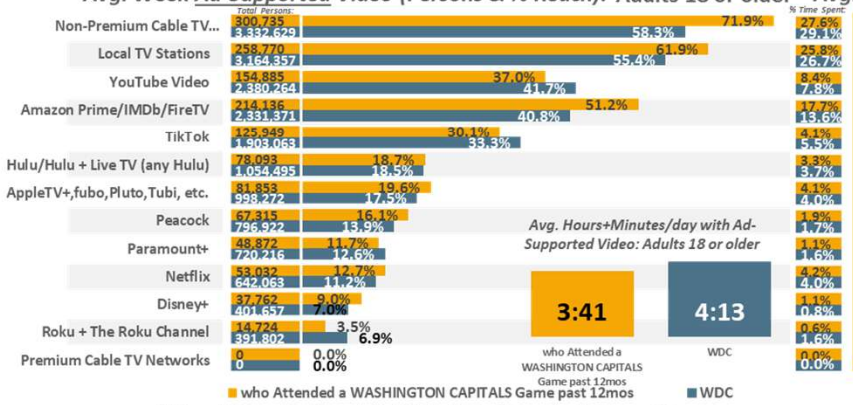
Avg. Week All Video (Persons & % Reach): Adults 18 or older



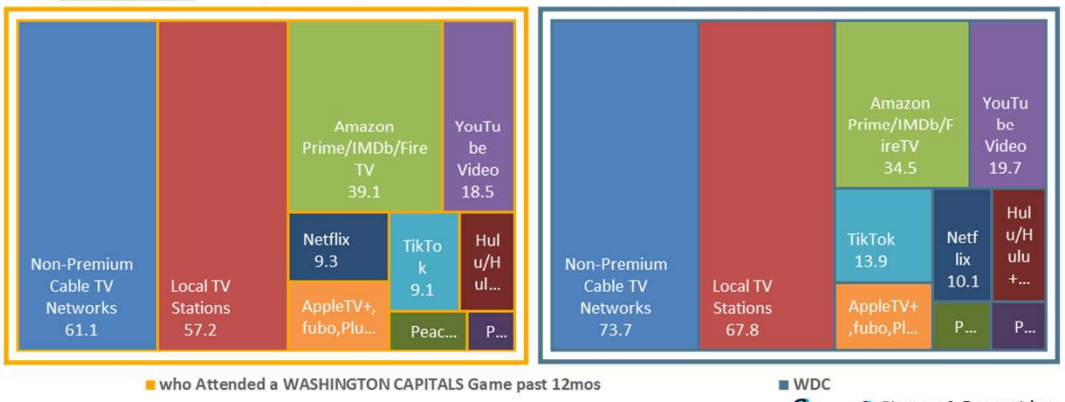
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

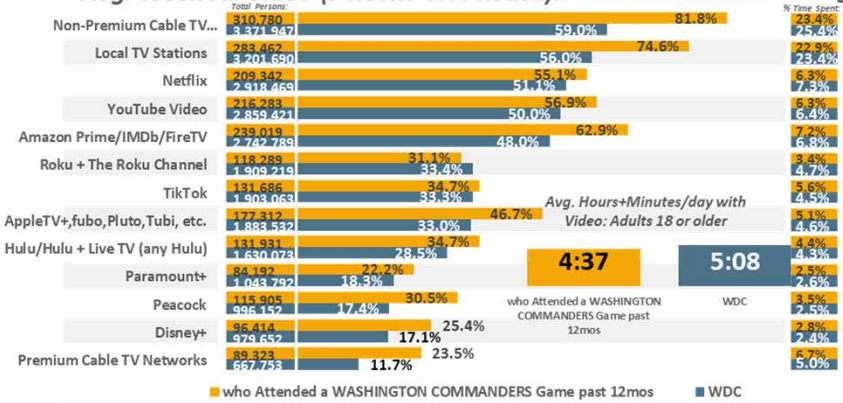
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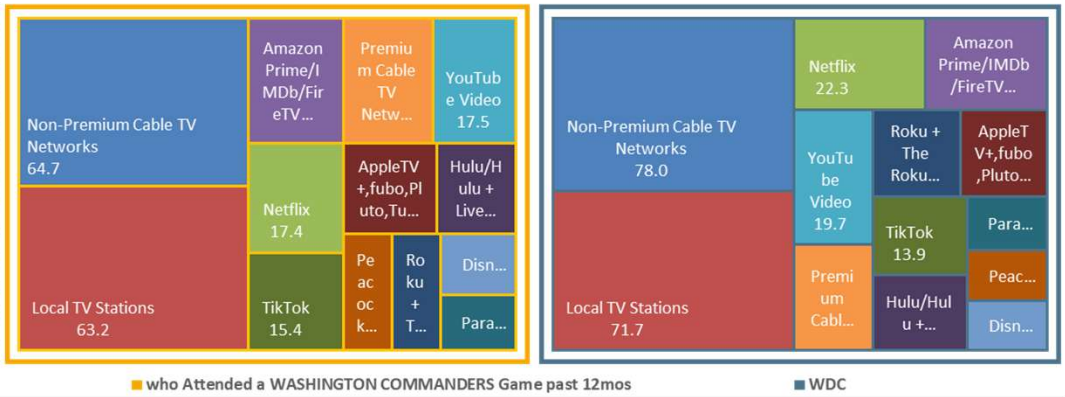
Events attended/places visited past 12 months: Washington Capitals hockey game

278,039 or 73.2% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos watch Ad-Supported Local TV Stations for an average of 57.7 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.

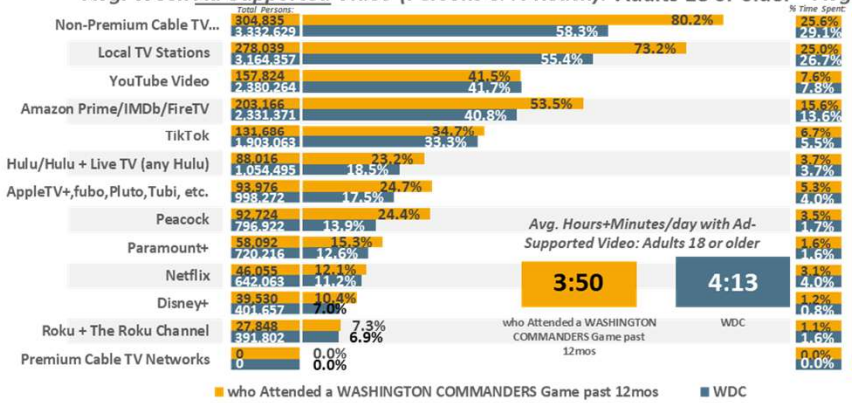
Avg. Week All Video (Persons & % Reach): Adults 18 or older



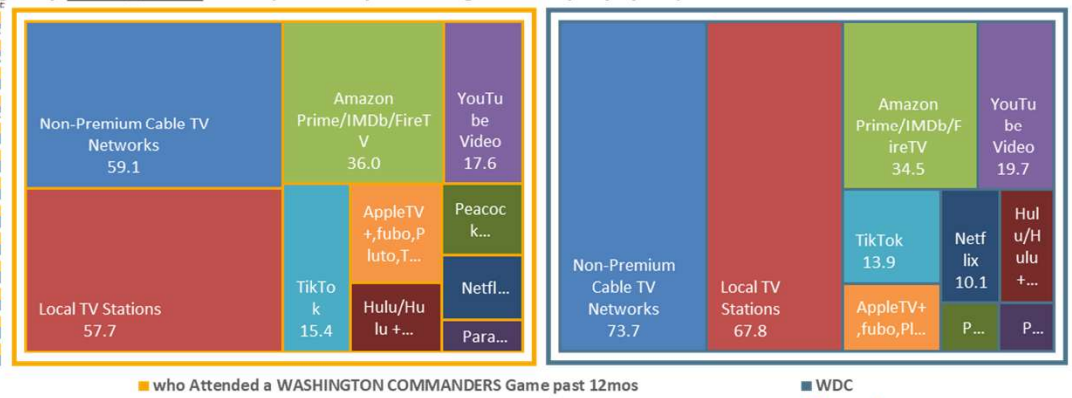
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

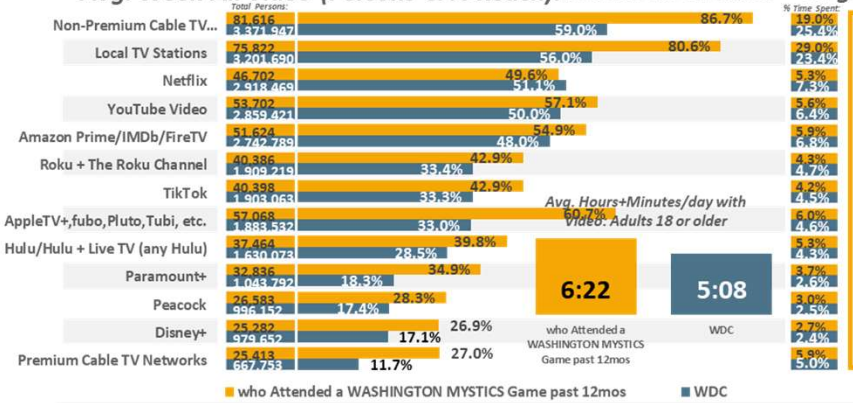
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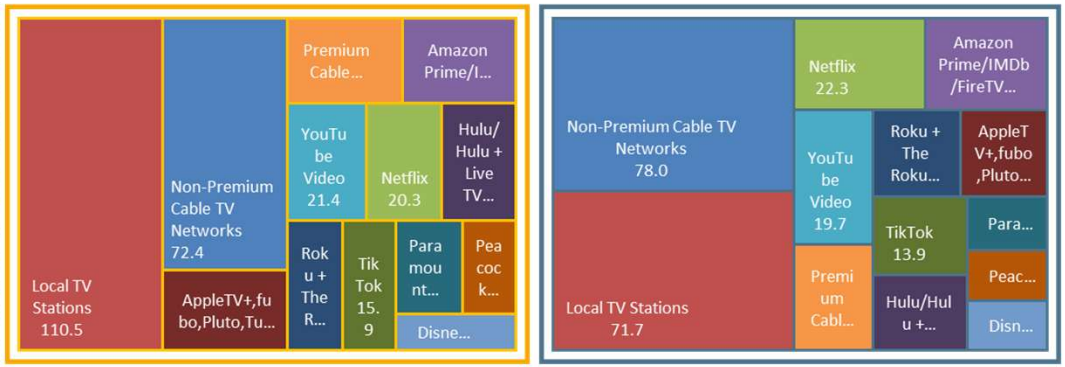
Events attended/places visited past 12 months: Washington Commanders football game

74,167 or 78.8% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos watch Ad-Supported Local TV Stations for an average of 96.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

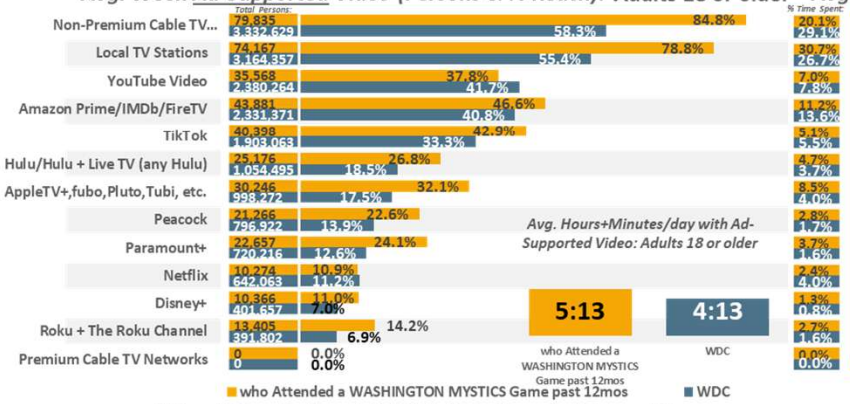
Avg. Week All Video (Persons & % Reach): Adults 18 or older



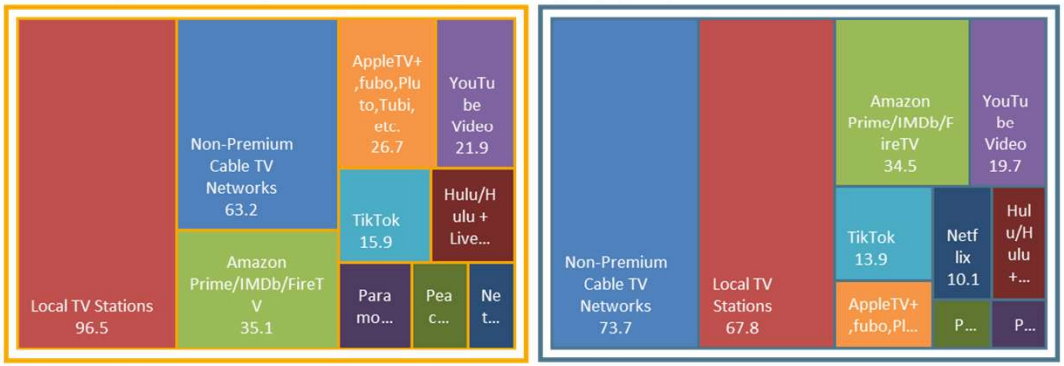
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

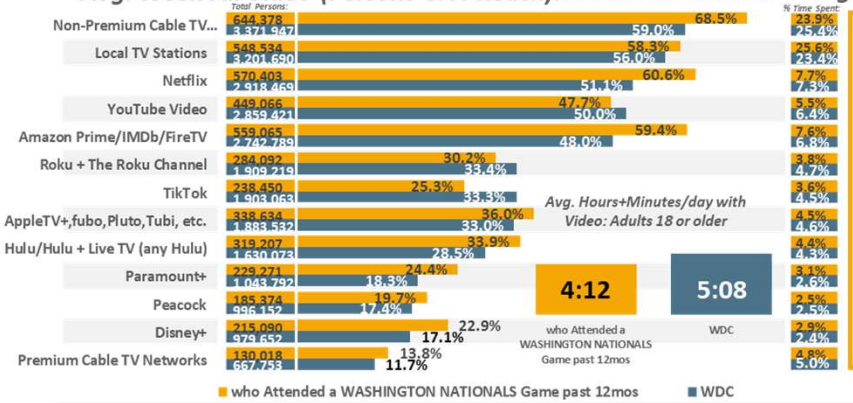
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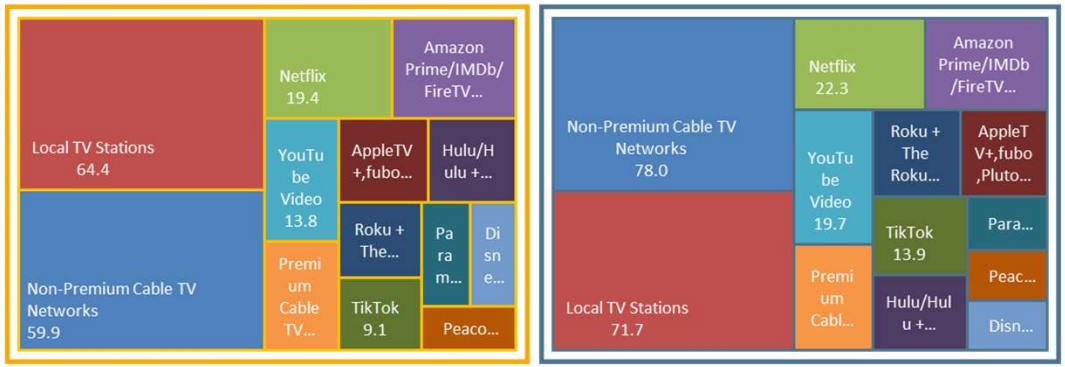
Events attended/places visited past 12 months: Washington Mystics women's basketball game

544,717 or 57.9% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

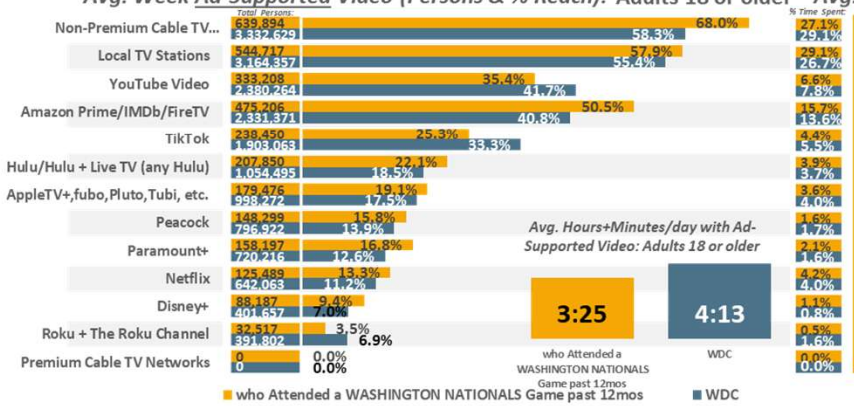
Avg. Week All Video (Persons & % Reach): Adults 18 or older



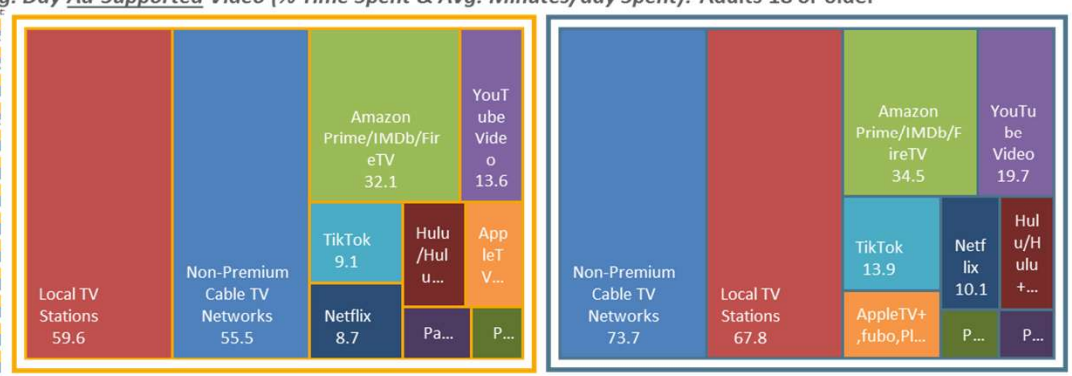
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

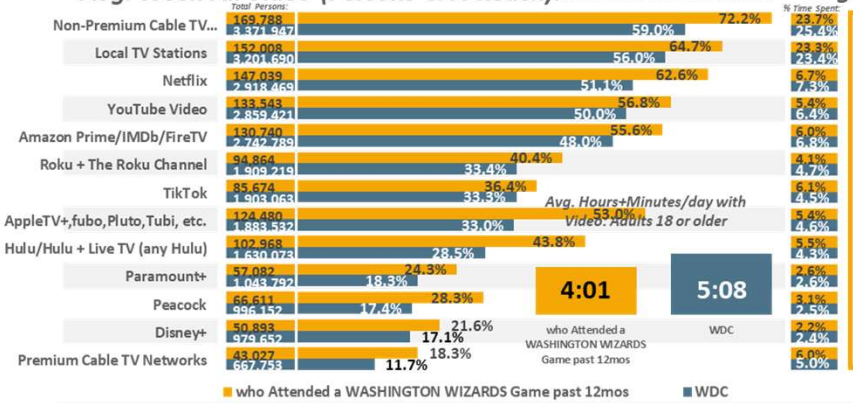
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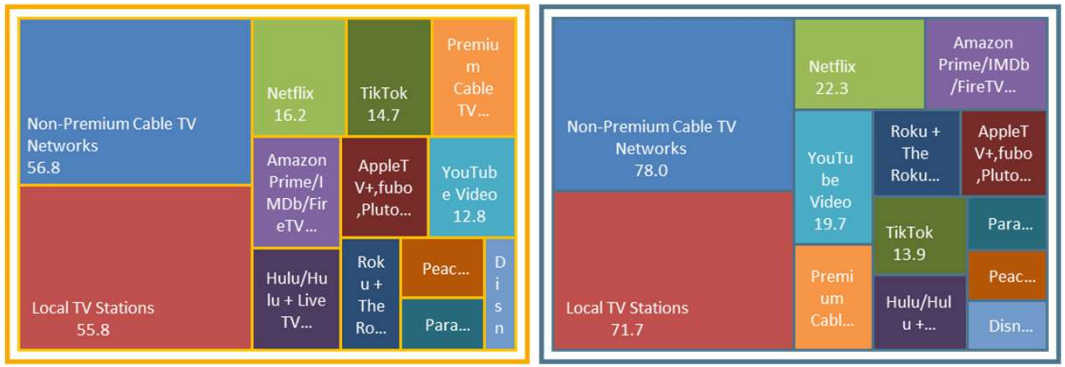
Events attended/places visited past 12 months: Washington Nationals baseball game

150,614 or 64.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos watch Ad-Supported Local TV Stations for an average of 52.4 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

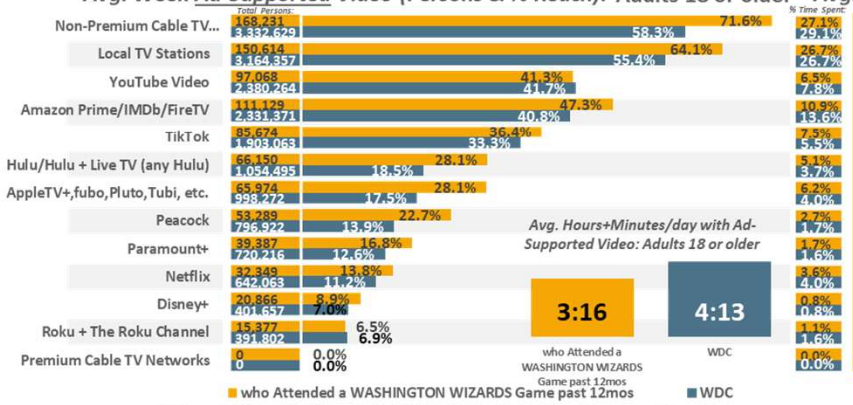
Avg. Week All Video (Persons & % Reach): Adults 18 or older



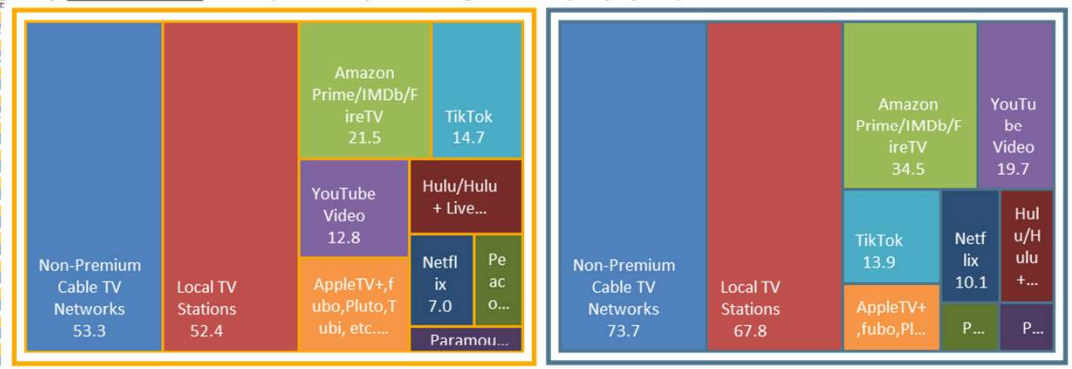
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



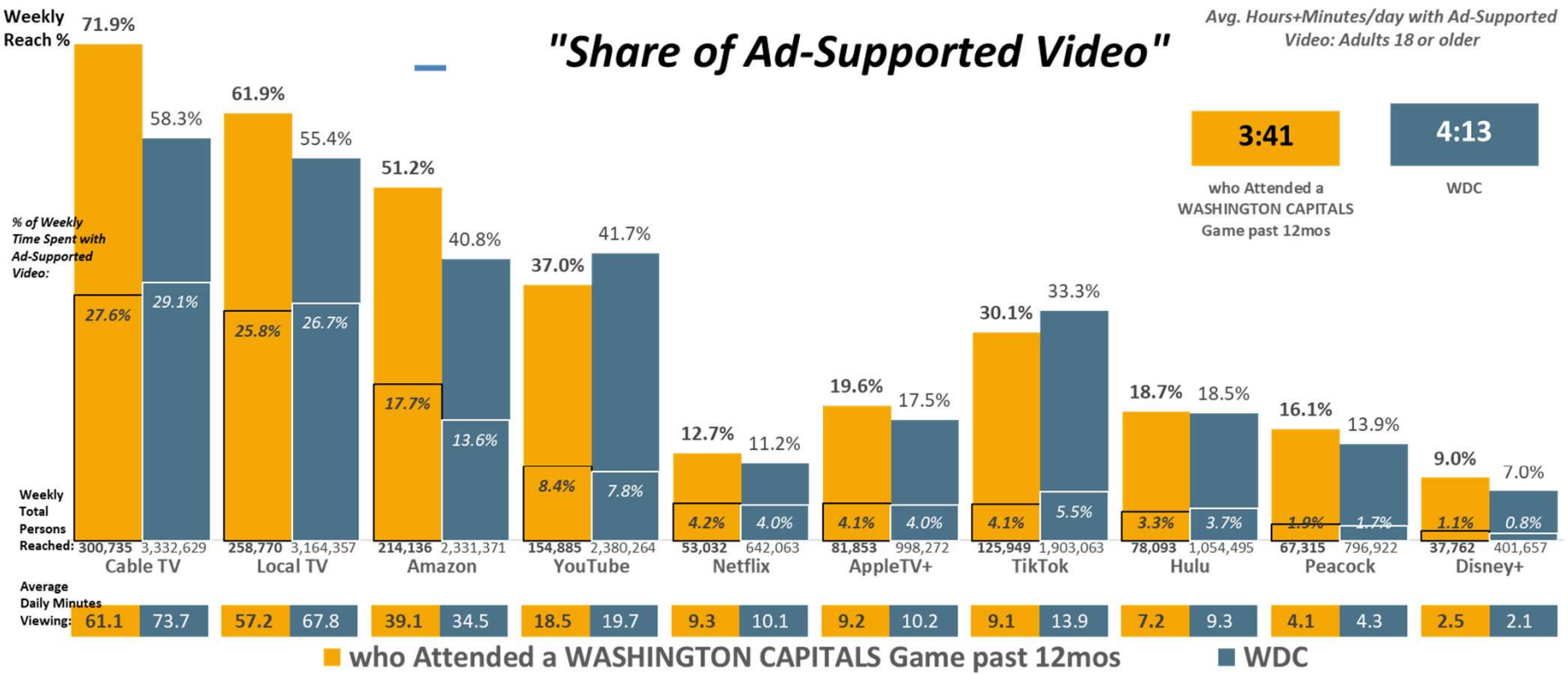
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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Events attended/places visited past 12 months: Washington Wizards basketball game

258,770 or 61.9% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos watch Ad-Supported Local TV Stations for an average of 57.2 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.



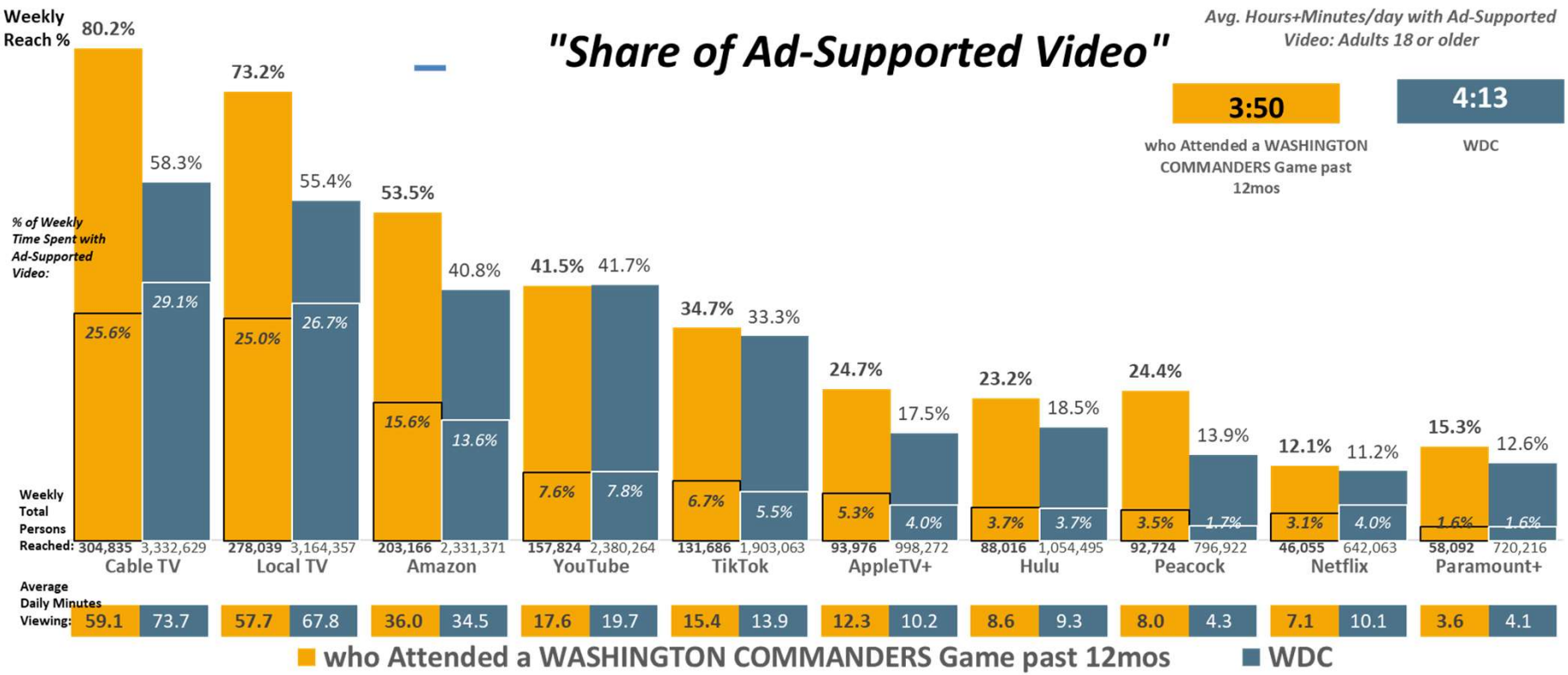
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Capitals hockey game

278,039 or 73.2% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos watch Ad-Supported Local TV Stations for an average of 57.7 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.



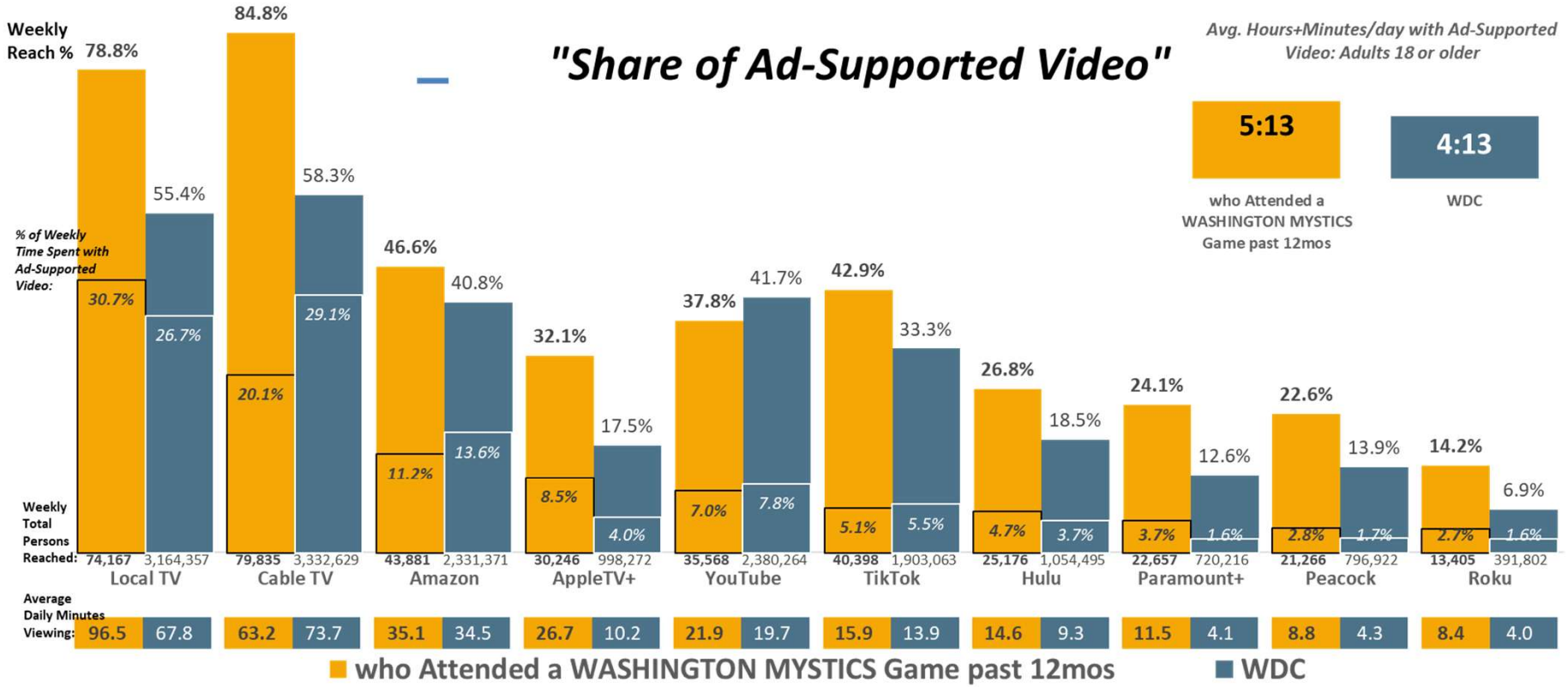
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Commanders football game

74,167 or 78.8% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos watch Ad-Supported Local TV Stations for an average of 96.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



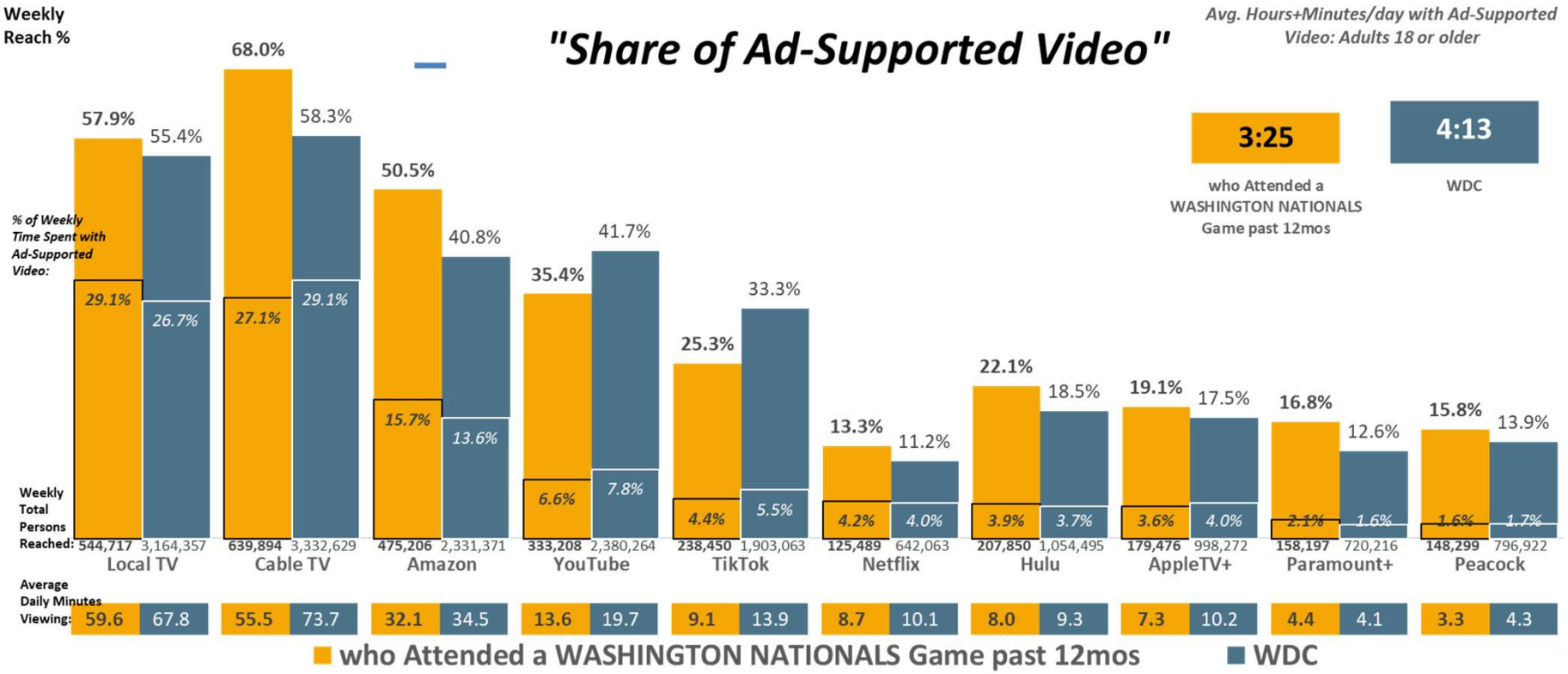
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Mystics women's basketball game

544,717 or 57.9% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



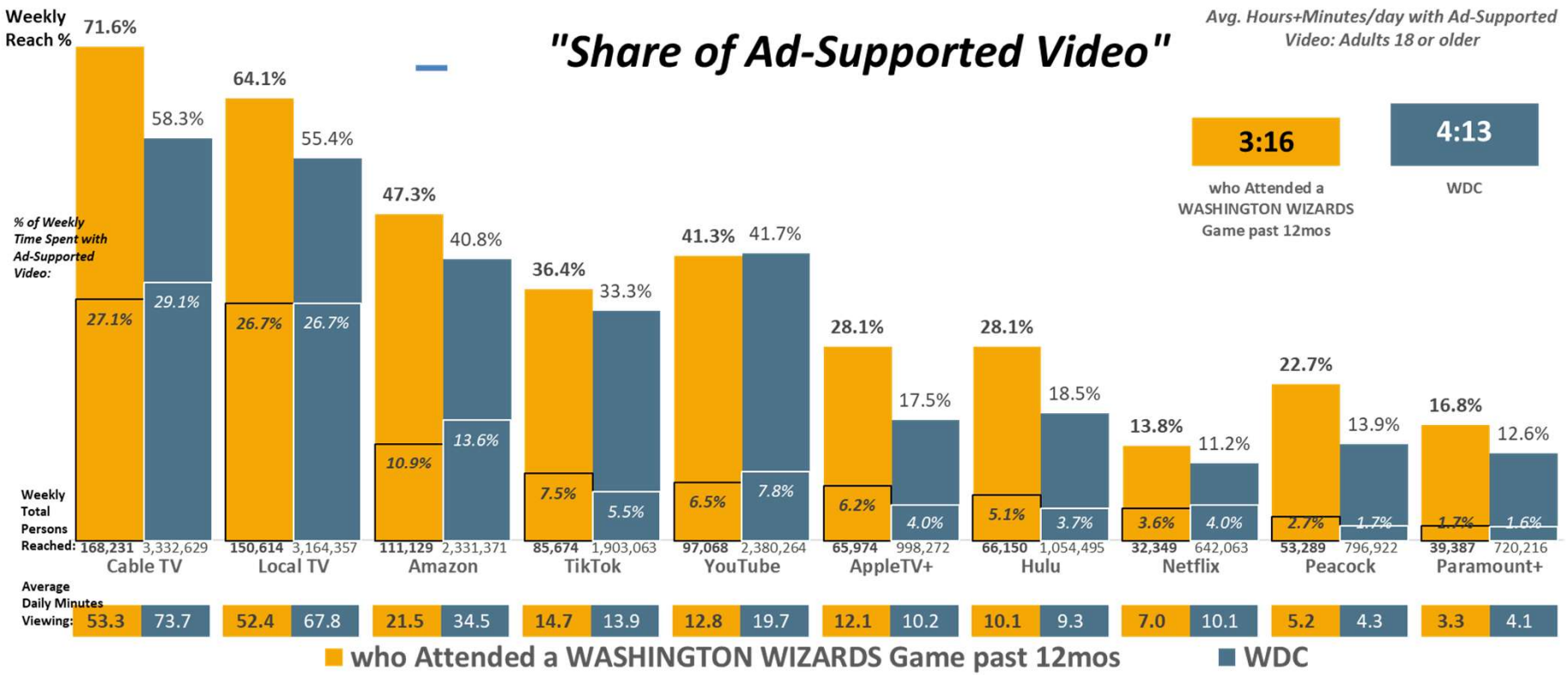
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Nationals baseball game

150,614 or 64.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos watch Ad-Supported Local TV Stations for an average of 52.4 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

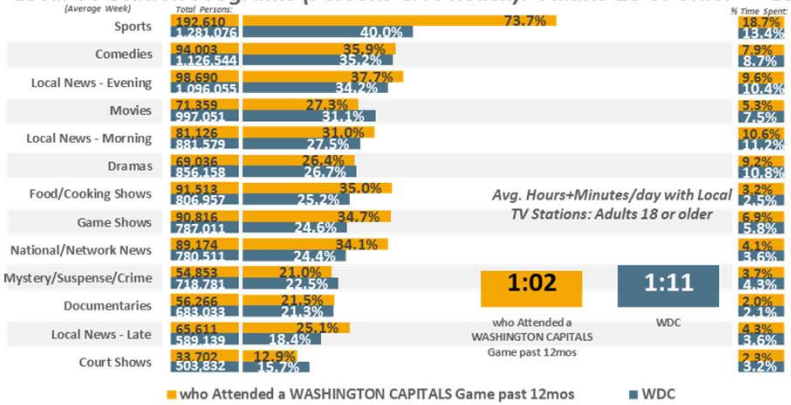
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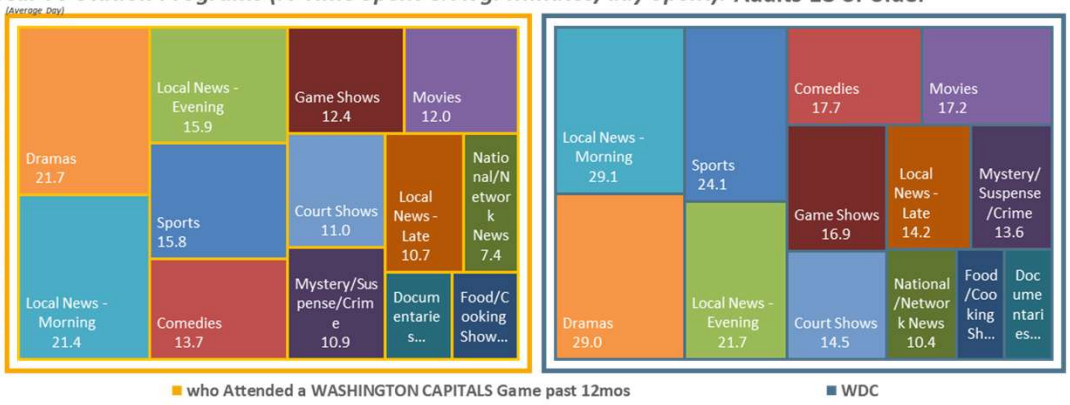
Events attended/places visited past 12 months: Washington Wizards basketball game

258,770 or 61.9% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Comedies, Local News - Morning, and National/Network News.

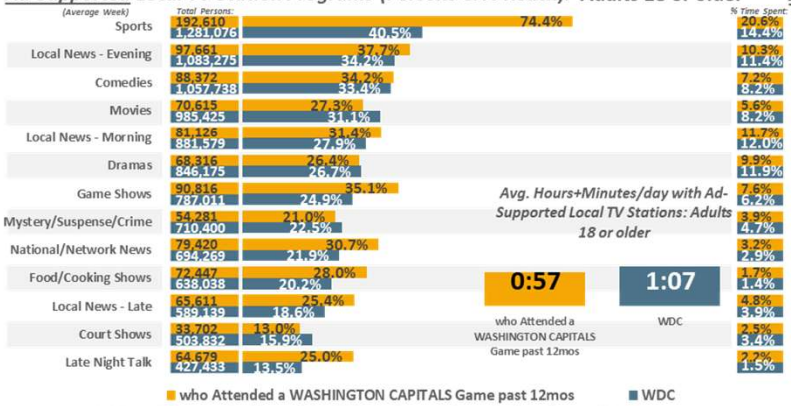
Local TV Station Programs (Persons & % Reach): Adults 18 or older



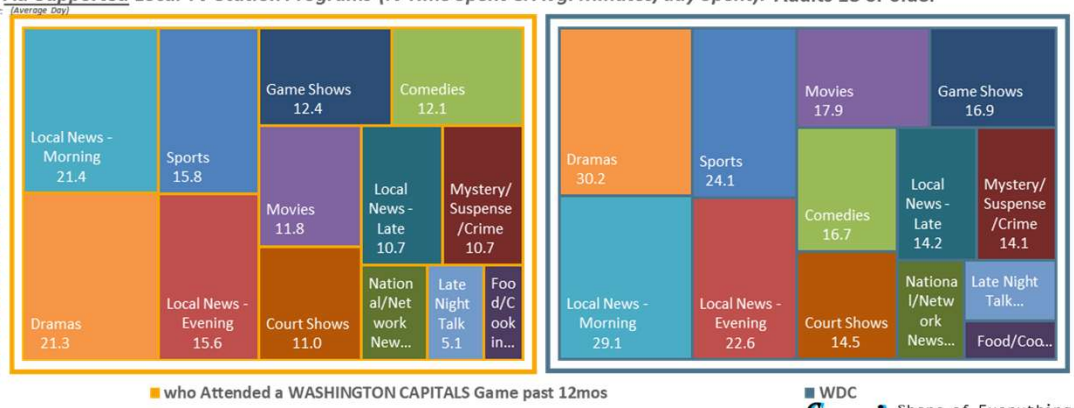
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

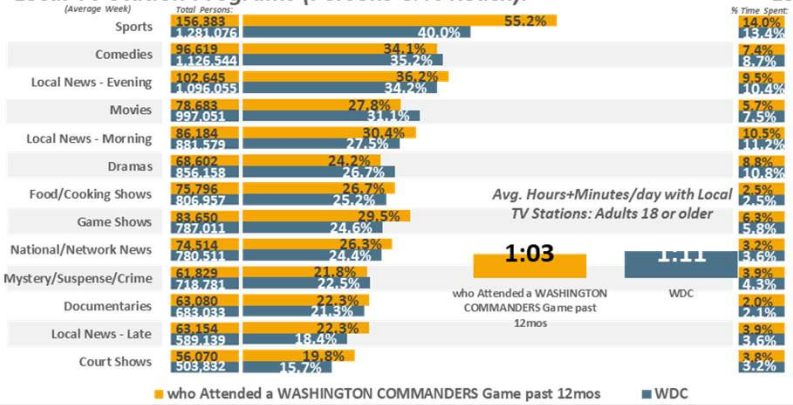
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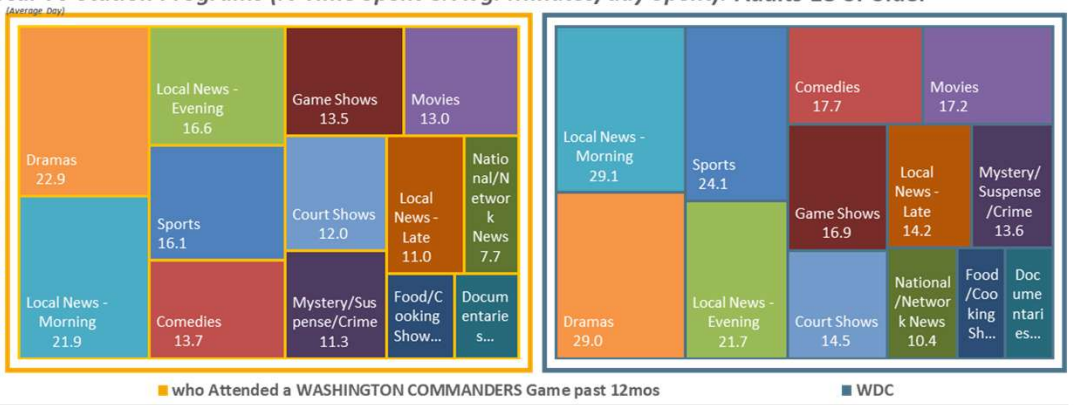
Events attended/places visited past 12 months: Washington Capitals hockey game

278,039 or 73.2% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

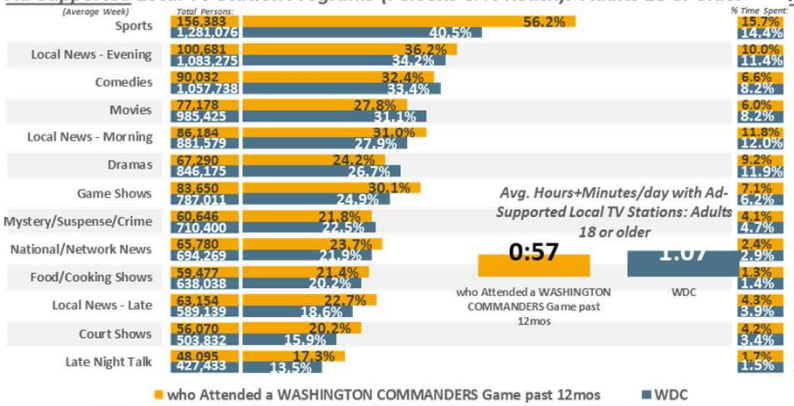
Local TV Station Programs (Persons & % Reach): Adults 18 or older



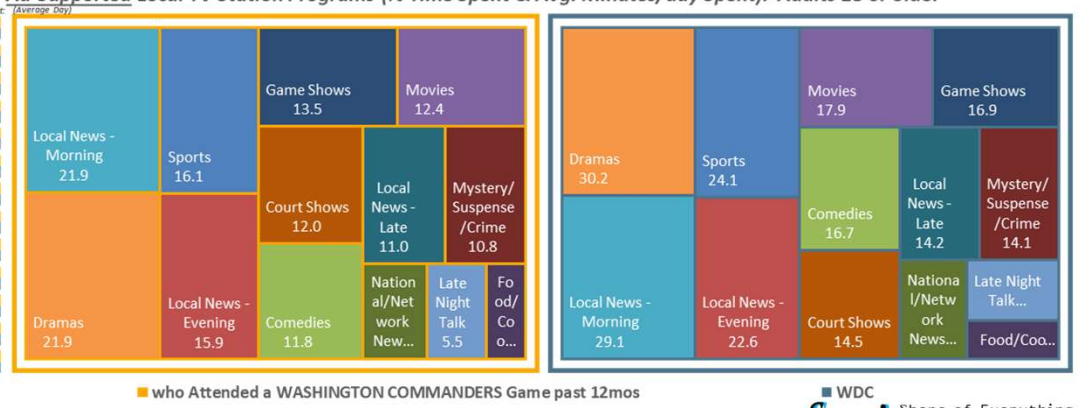
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

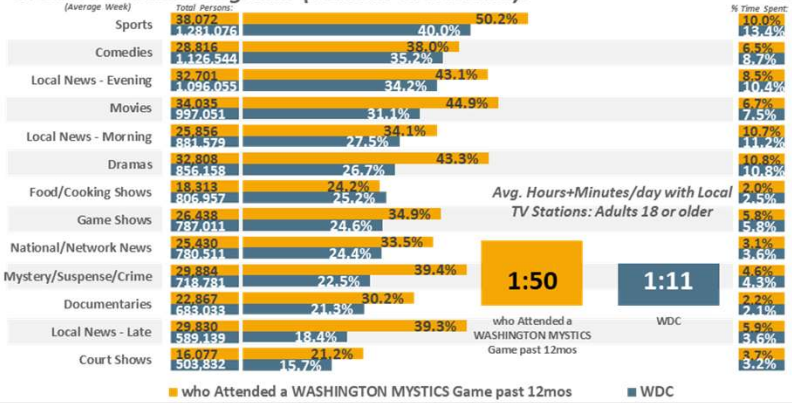
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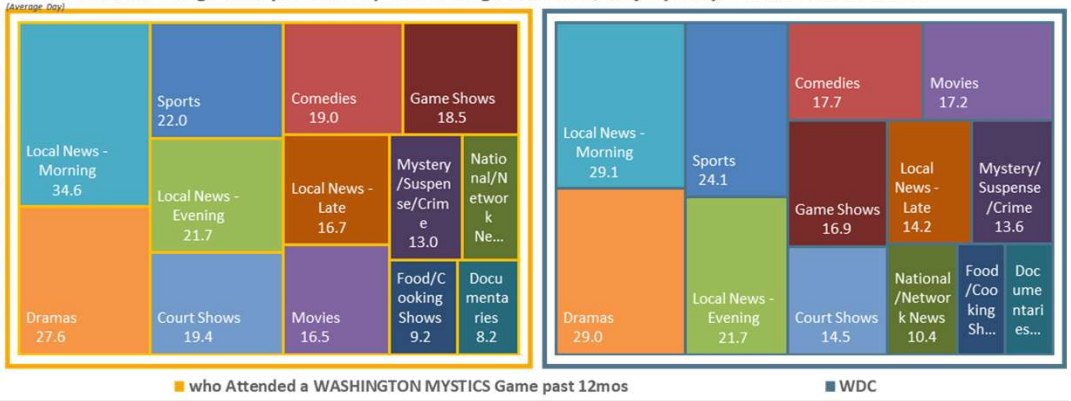
Events attended/places visited past 12 months: Washington Commanders football game

74,167 or 78.8% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Dramas, Local News - Evening, Local News - Late, and Mystery/Suspense/Crime.

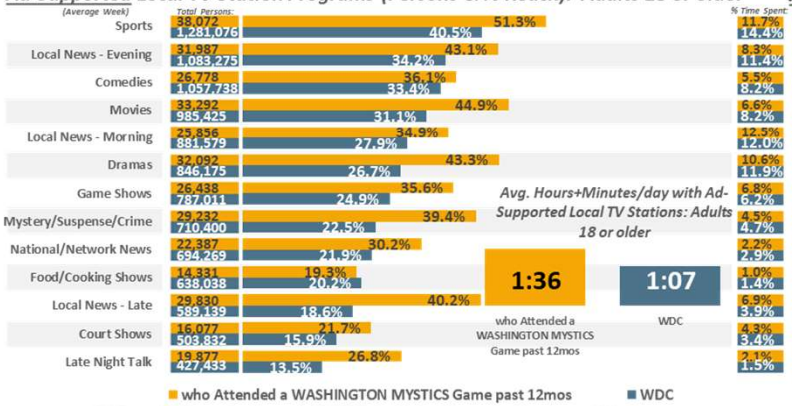
Local TV Station Programs (Persons & % Reach): Adults 18 or older



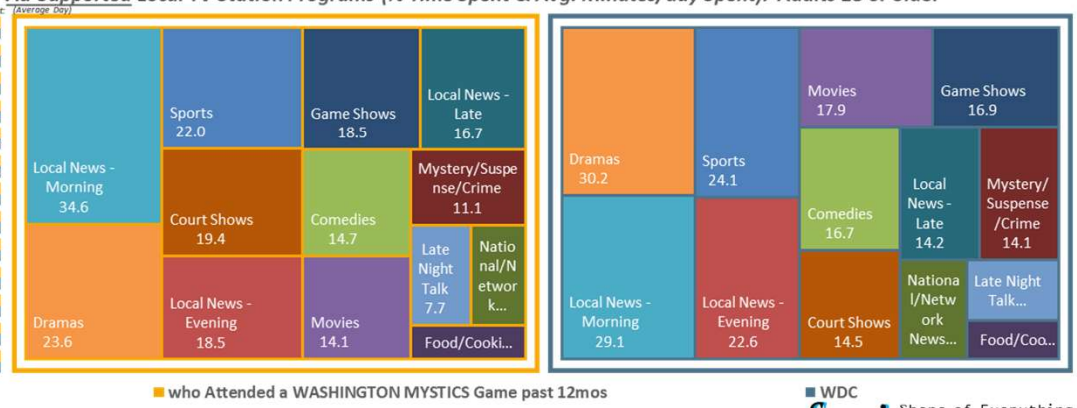
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

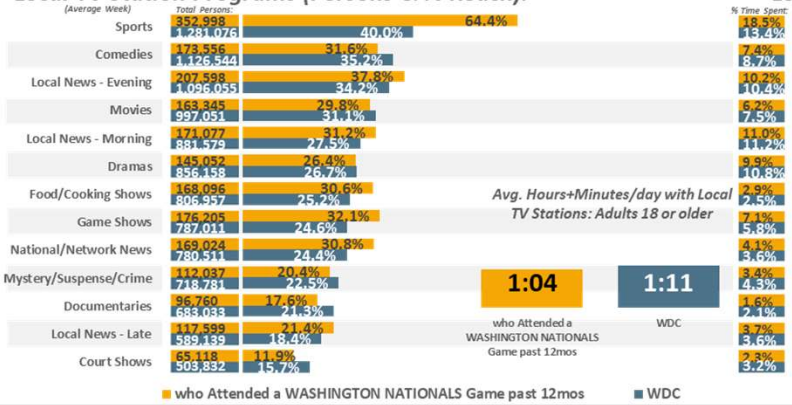
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

544,717 or 57.9% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Local News - Morning, Comedies, and Movies.

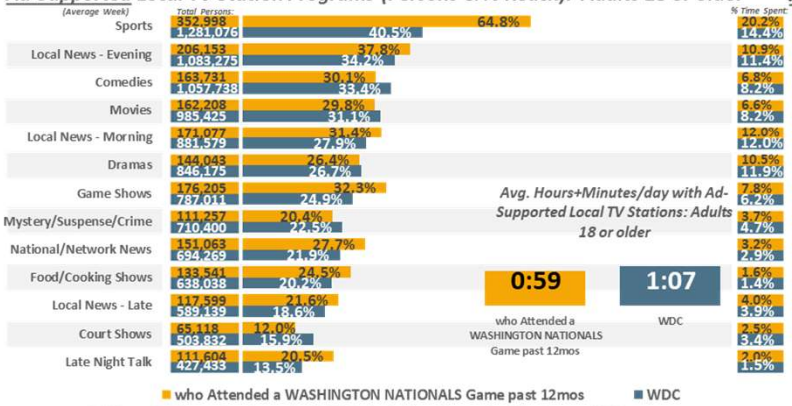
Local TV Station Programs (Persons & % Reach): Adults 18 or older



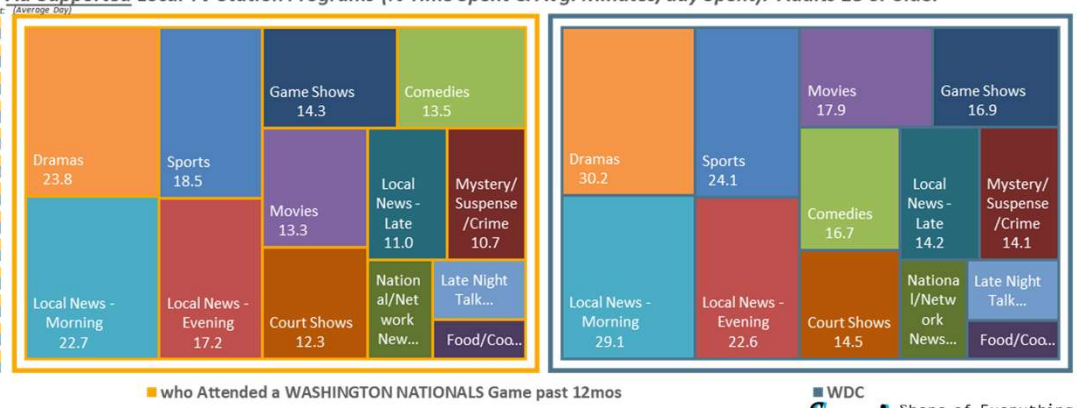
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

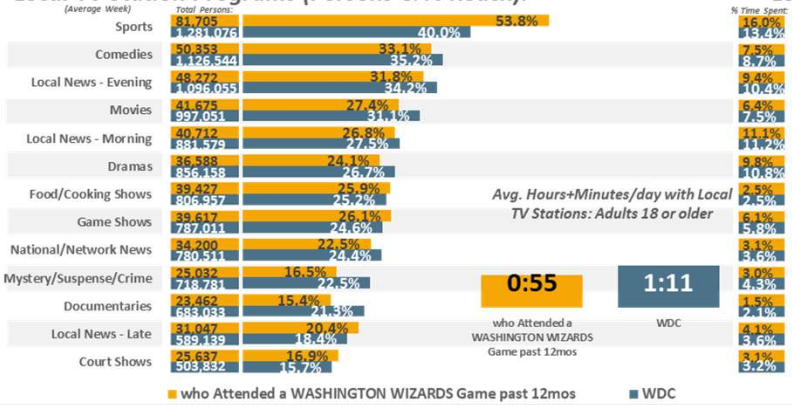
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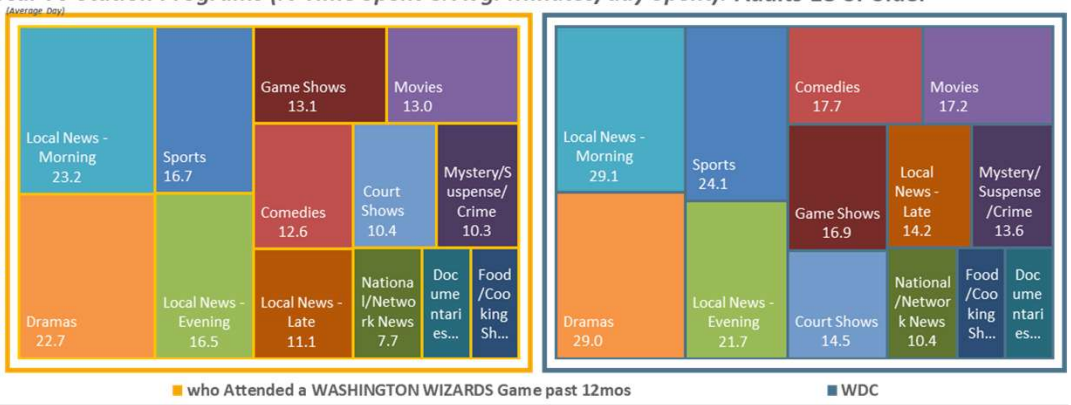
Events attended/places visited past 12 months: Washington Nationals baseball game

150,614 or 64.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Game Shows.

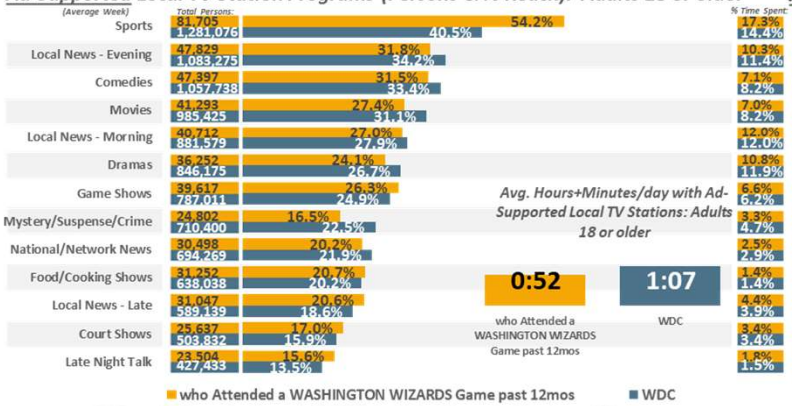
Local TV Station Programs (Persons & % Reach): Adults 18 or older



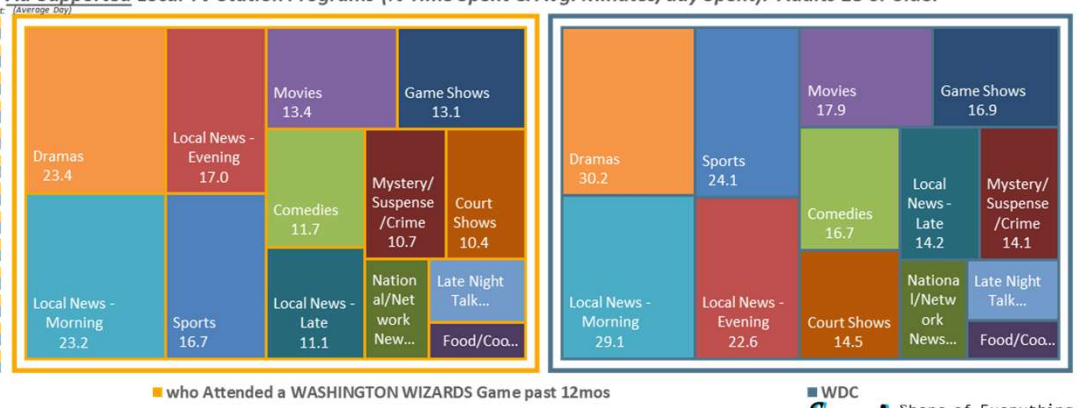
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

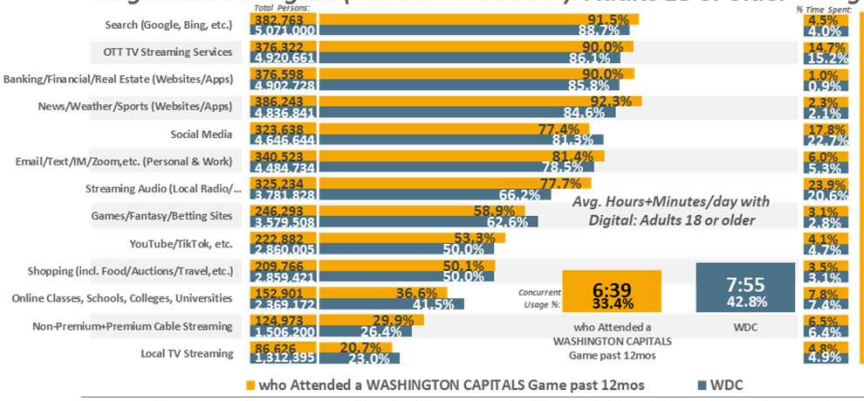
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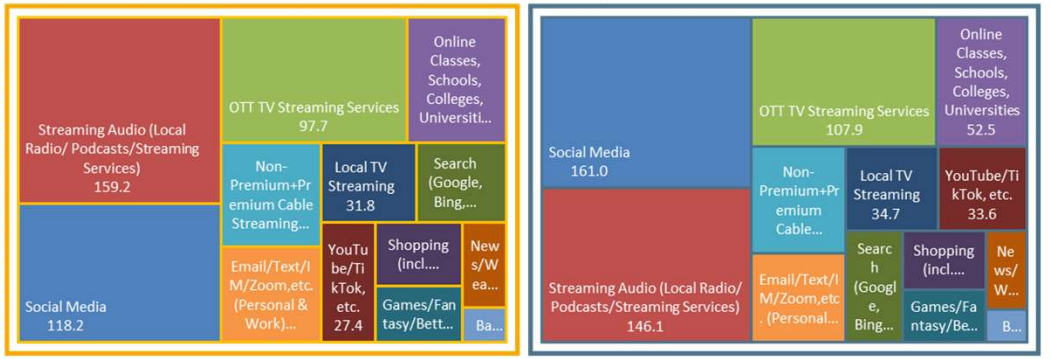
Events attended/places visited past 12 months: Washington Wizards basketball game

268,851 or 64.3% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos use Ad-Supported Social Media for an average of 98.2 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

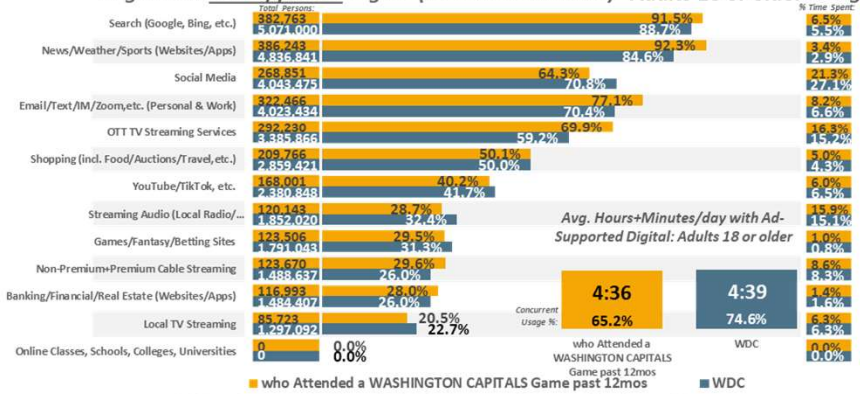
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



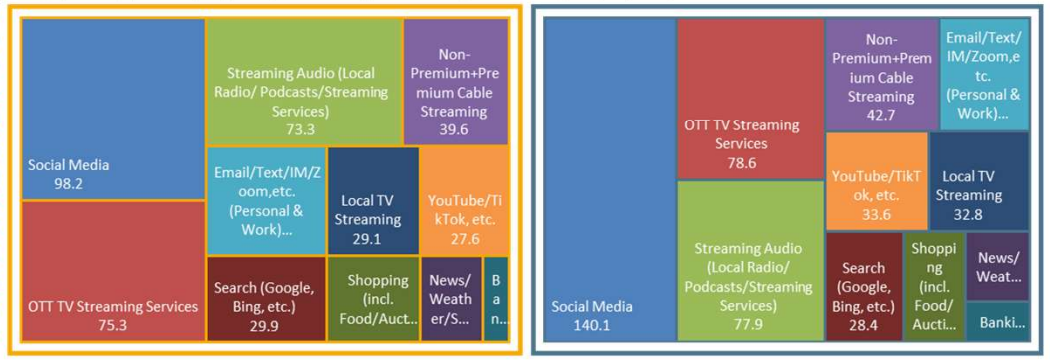
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

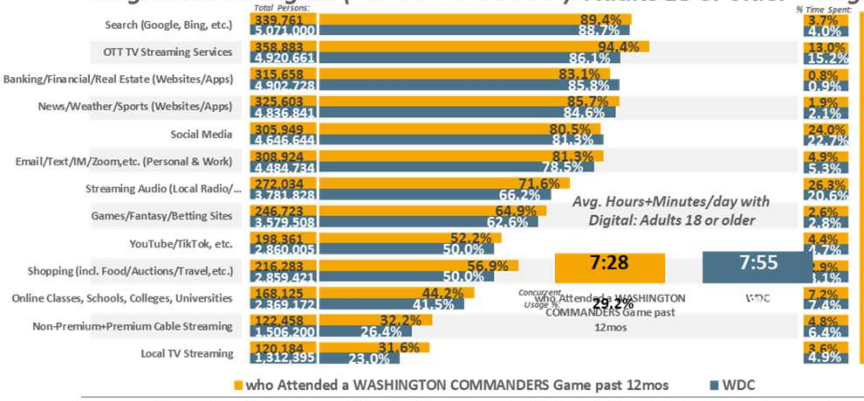
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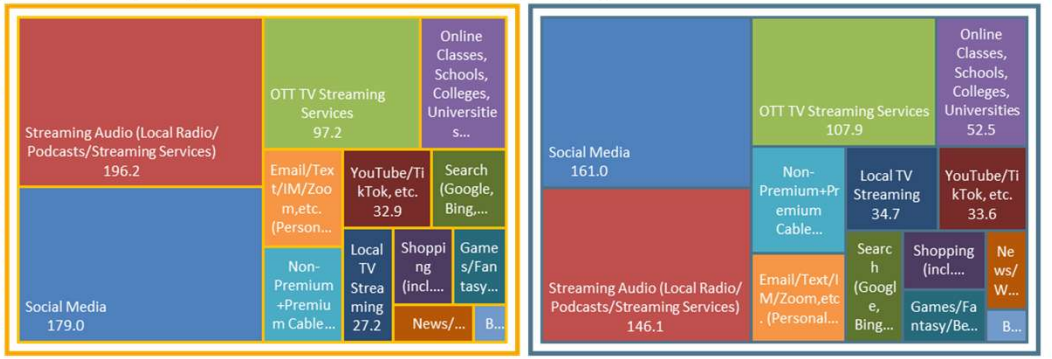
Events attended/places visited past 12 months: Washington Capitals hockey game

239,225 or 63.% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos use Ad-Supported Social Media for an average of 140. minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

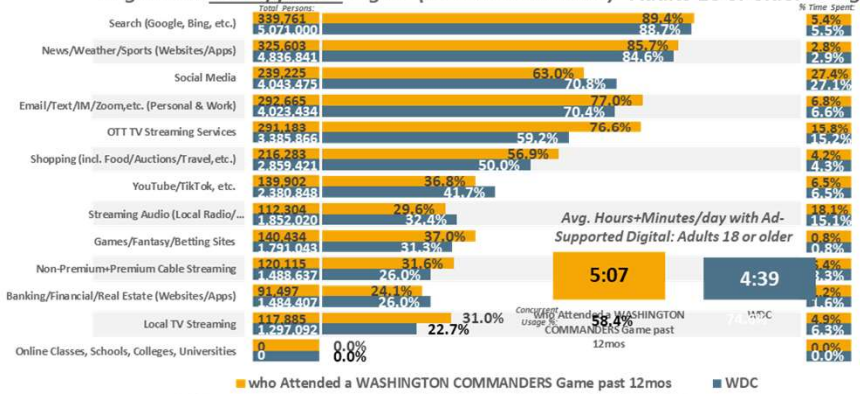
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



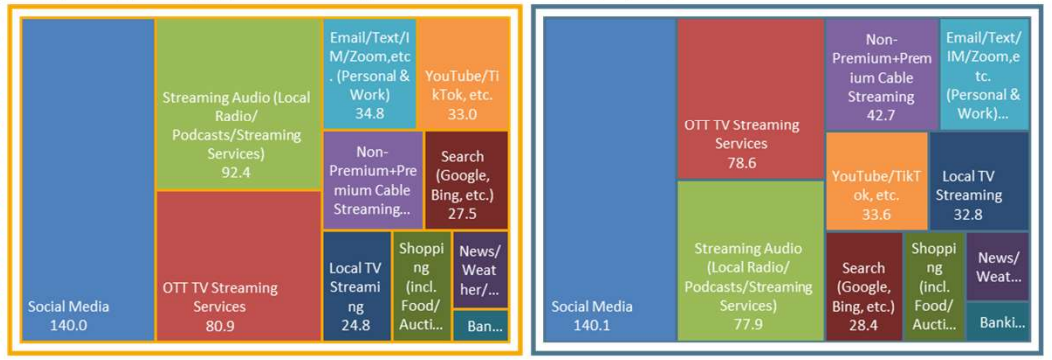
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

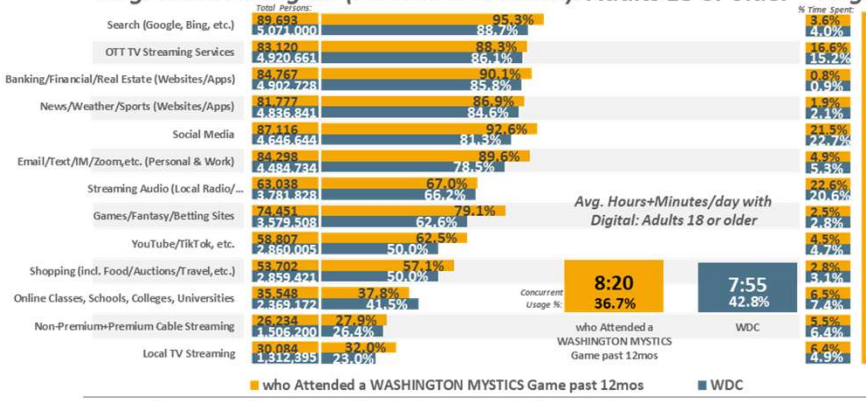
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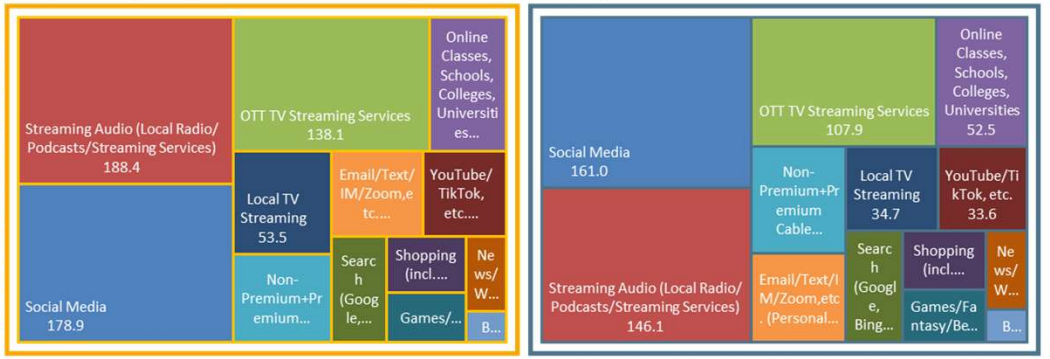
Events attended/places visited past 12 months: Washington Commanders football game

80,673 or 85.7% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos use Ad-Supported Social Media for an average of 165.7 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

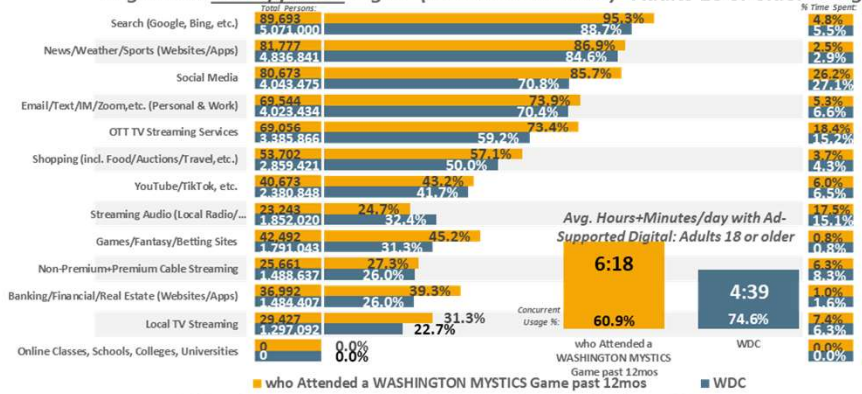
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



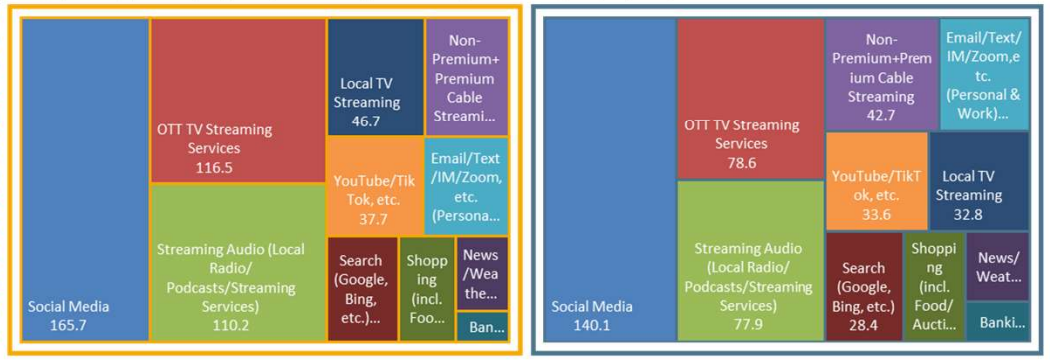
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



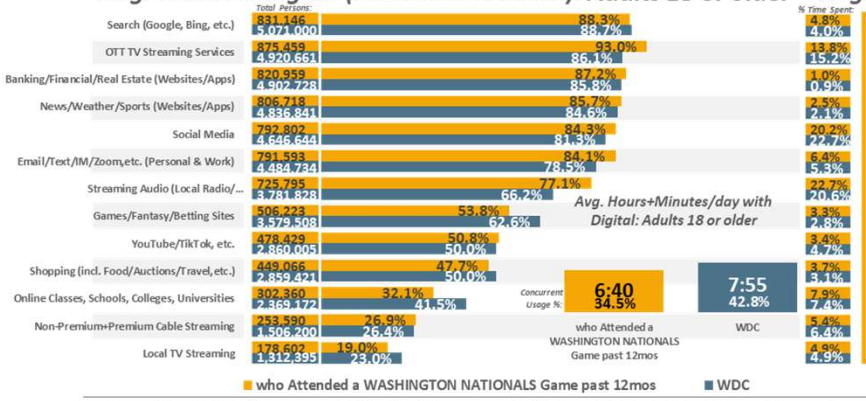
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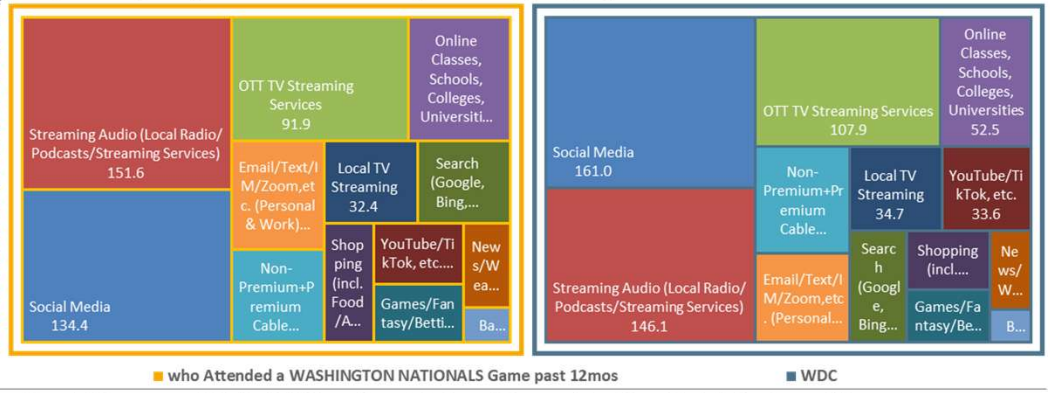
Events attended/places visited past 12 months: Washington Mystics women's basketball game

668,313 or 71.% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos use Ad-Supported Social Media for an average of 113.3 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

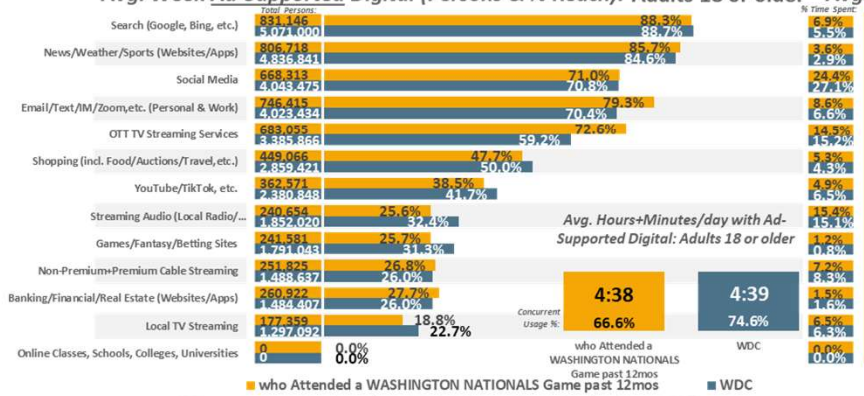
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



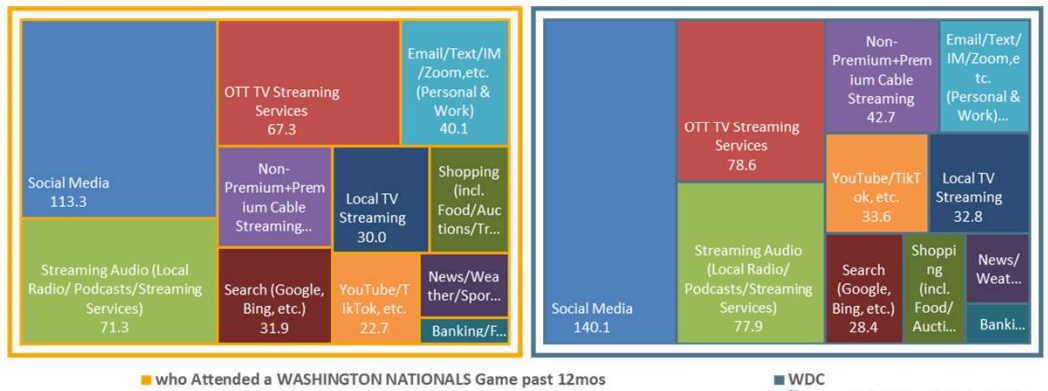
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

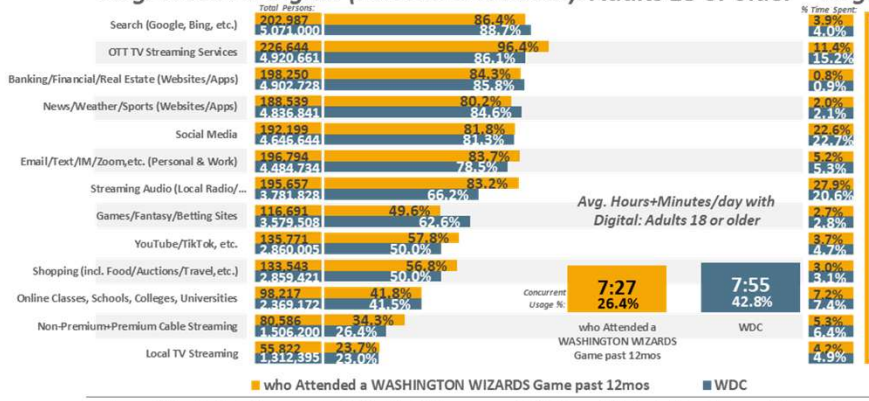
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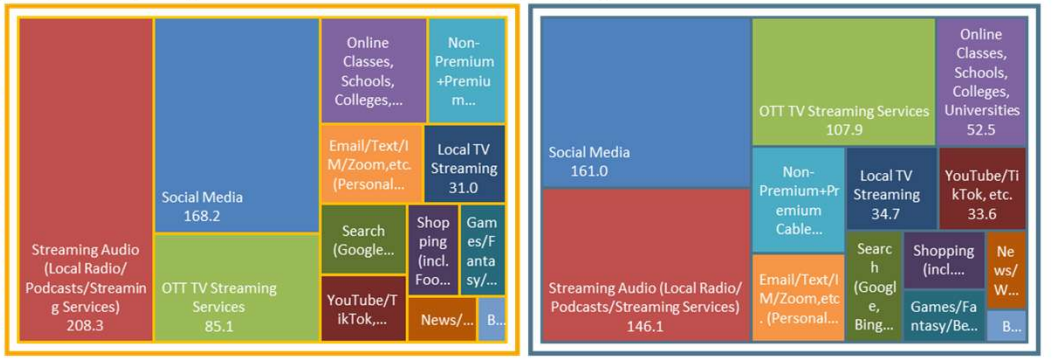
Events attended/places visited past 12 months: Washington Nationals baseball game

158,693 or 67.5% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos use Ad-Supported Social Media for an average of 138.9 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

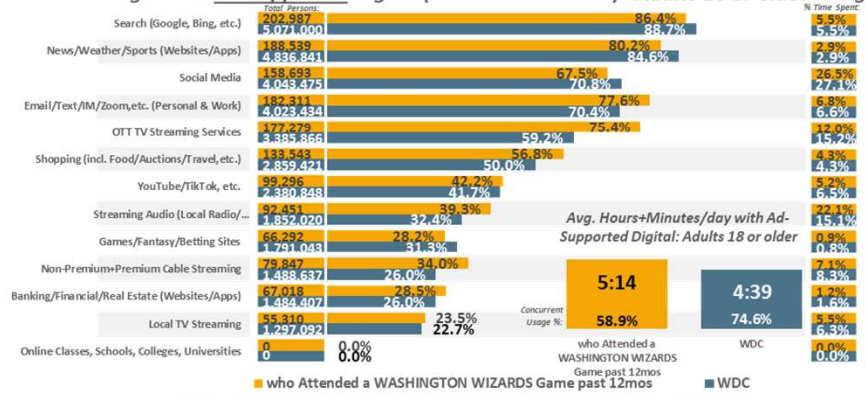
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



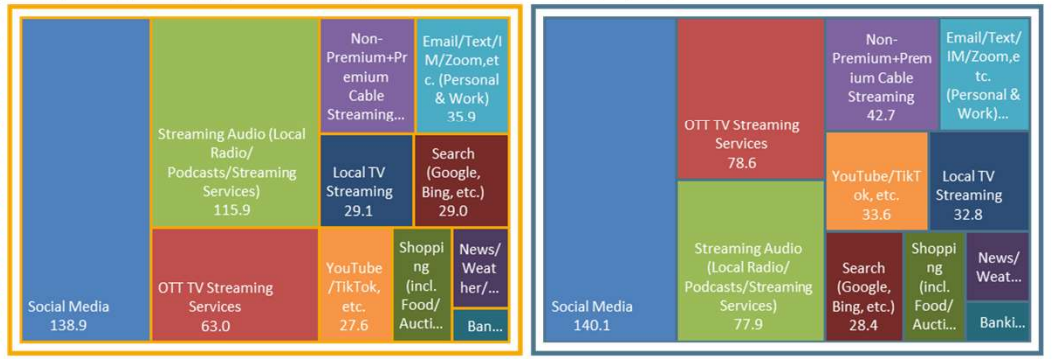
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

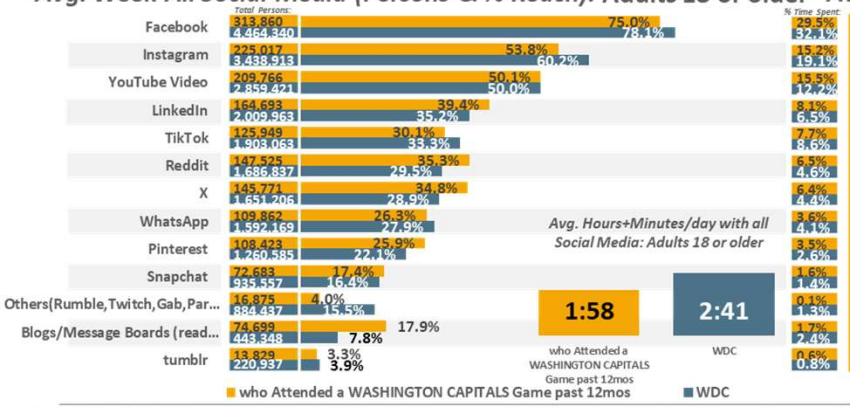
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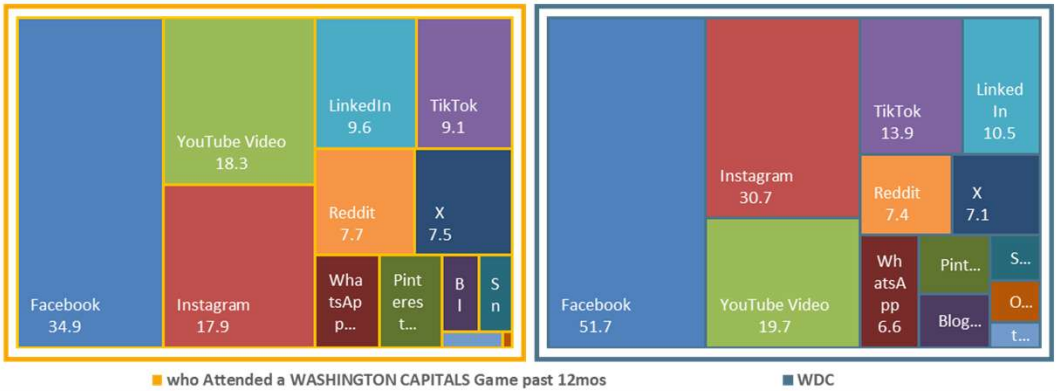
Events attended/places visited past 12 months: Washington Wizards basketball game

268,851 or 64.3% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos use Ad-Supported Facebook for an average of 31. minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

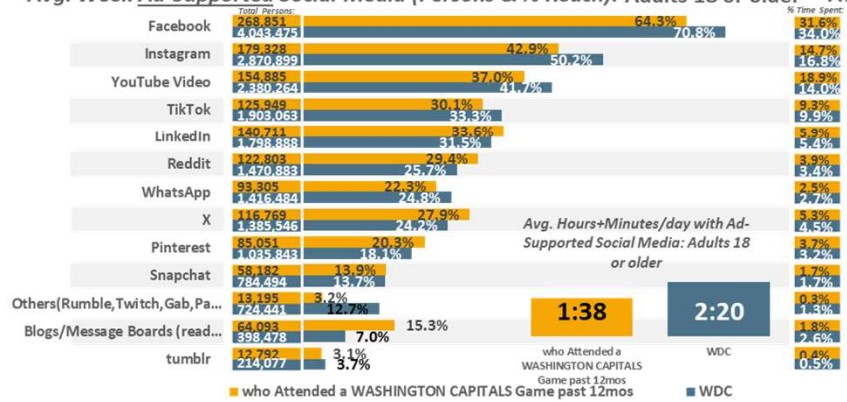
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



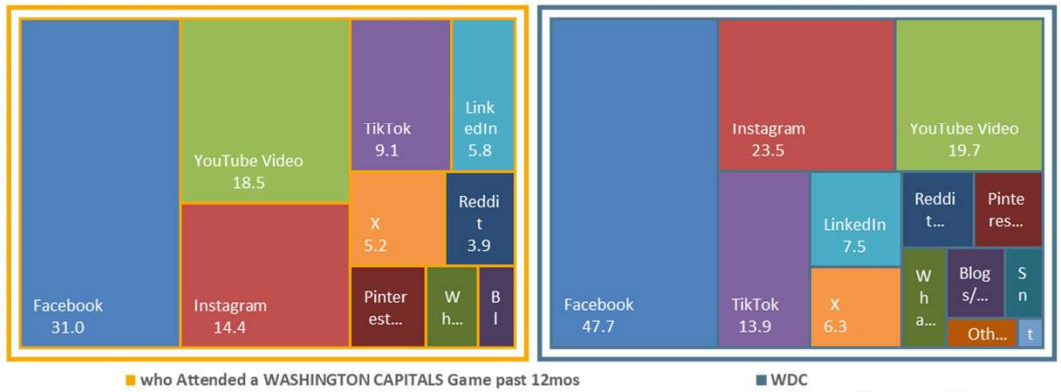
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

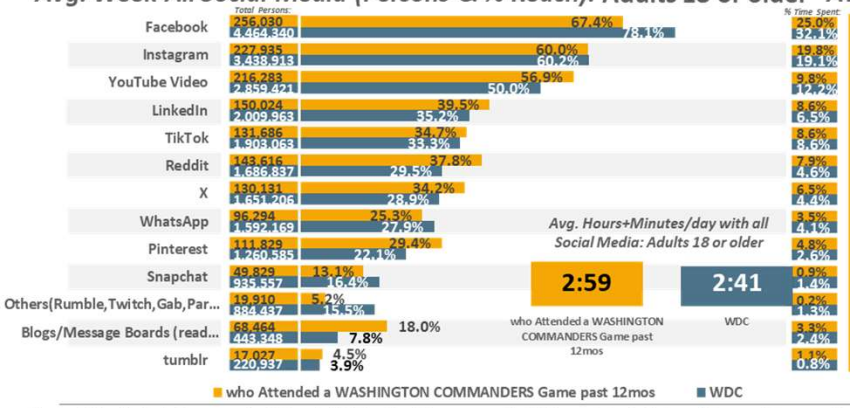
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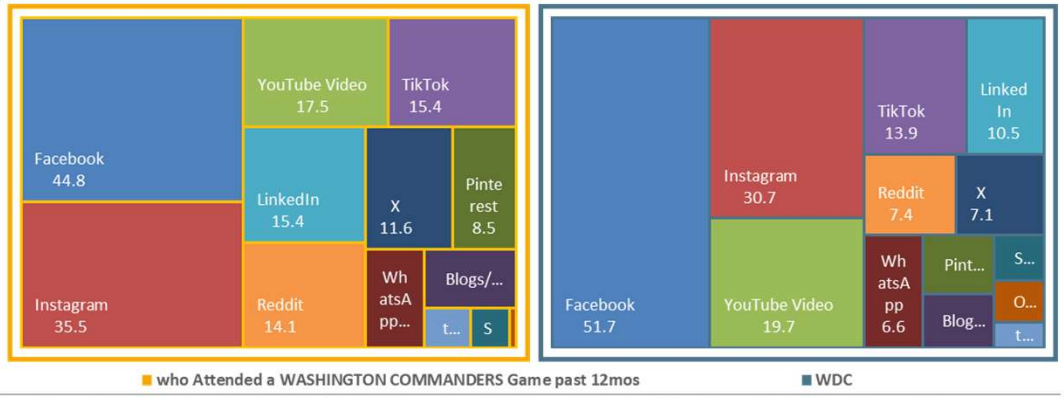
Events attended/places visited past 12 months: Washington Capitals hockey game

239,225 or 63.% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos use Ad-Supported Facebook for an average of 45.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

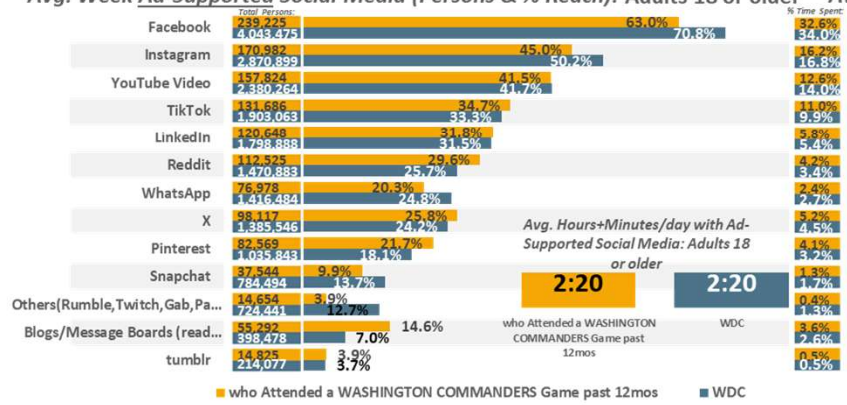
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



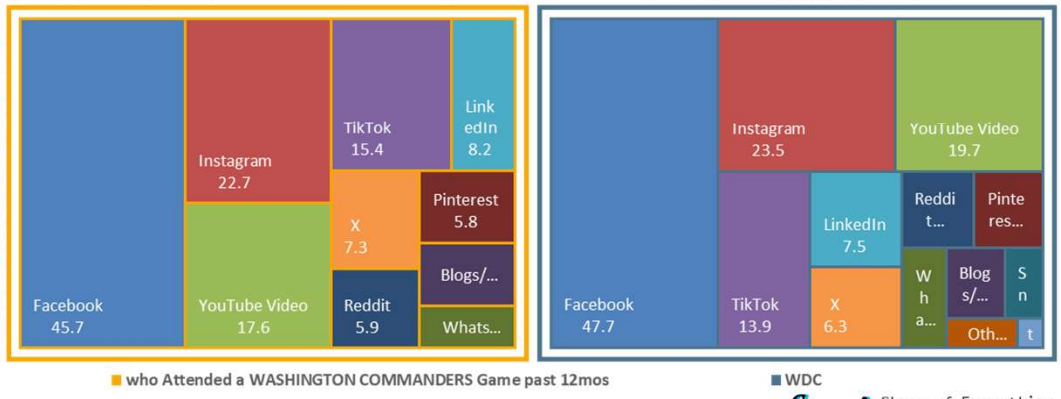
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

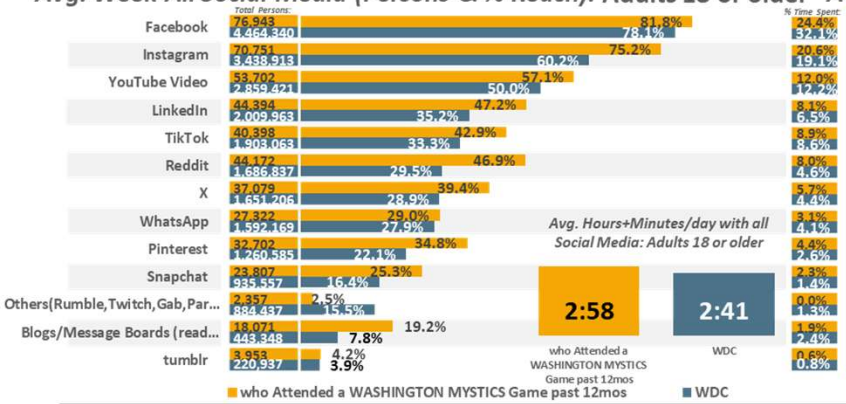
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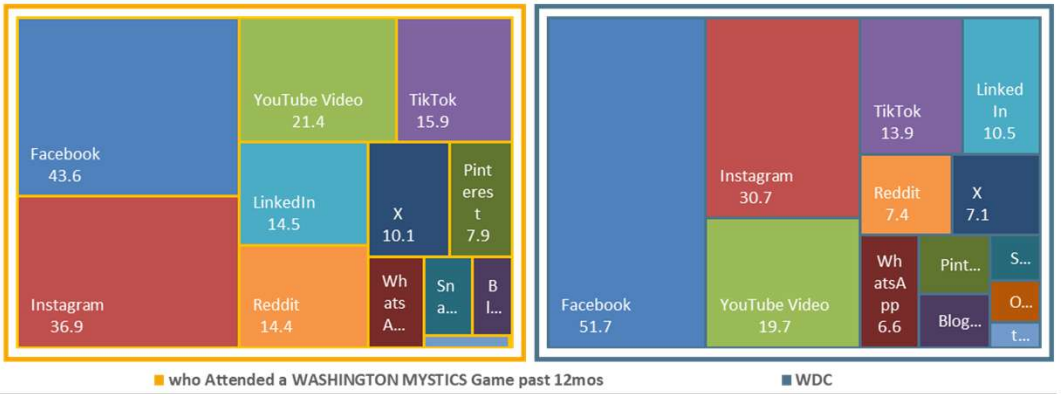
Events attended/places visited past 12 months: Washington Commanders football game

76,943 or 81.8% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos use Ad-Supported Facebook for an average of 52.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

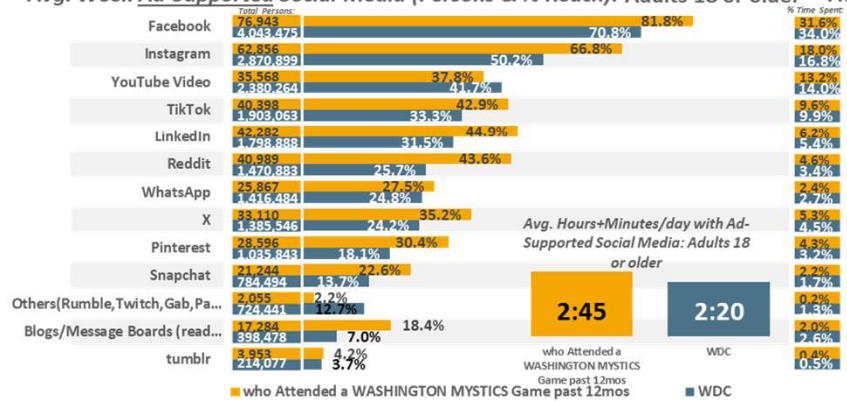
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



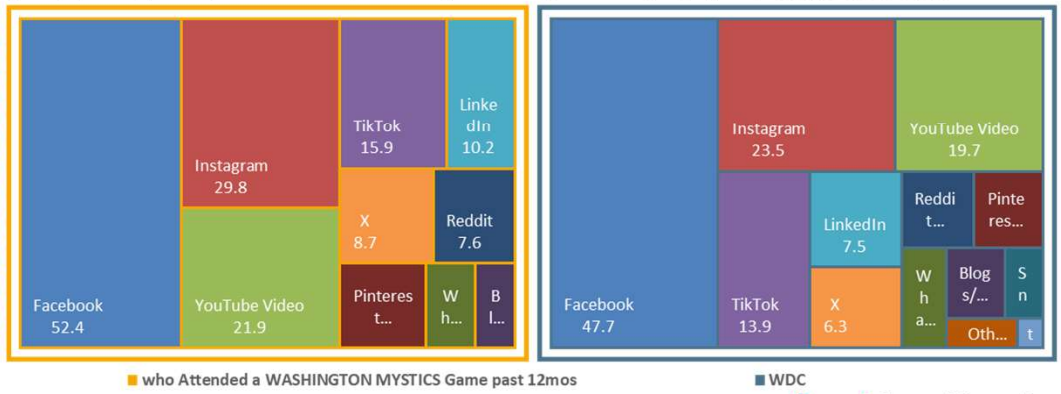
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

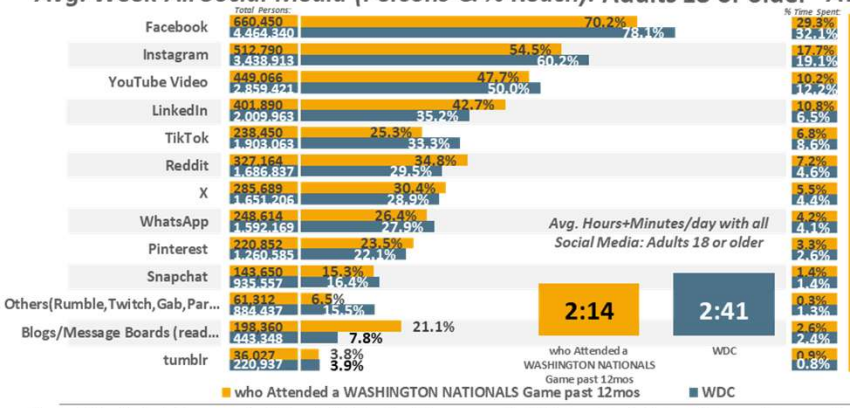
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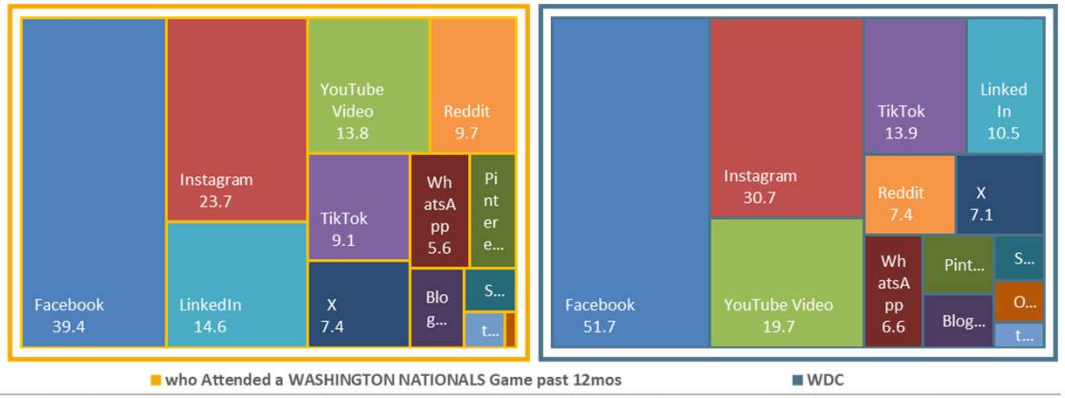
Events attended/places visited past 12 months: Washington Mystics women's basketball game

660,450 or 70.2% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos use Ad-Supported Facebook for an average of 41.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

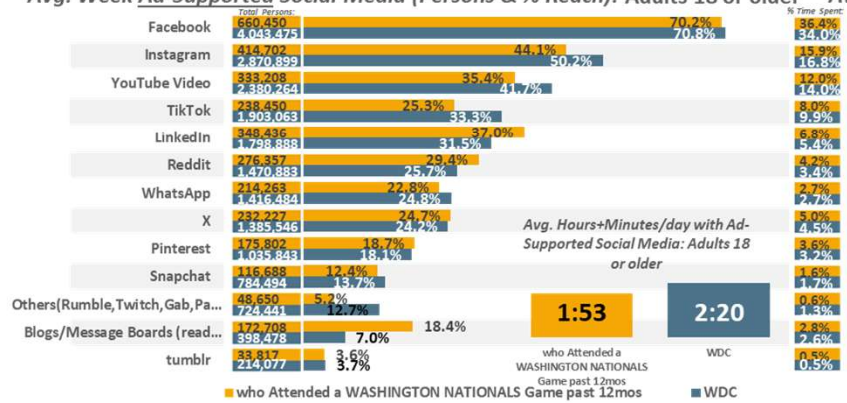
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



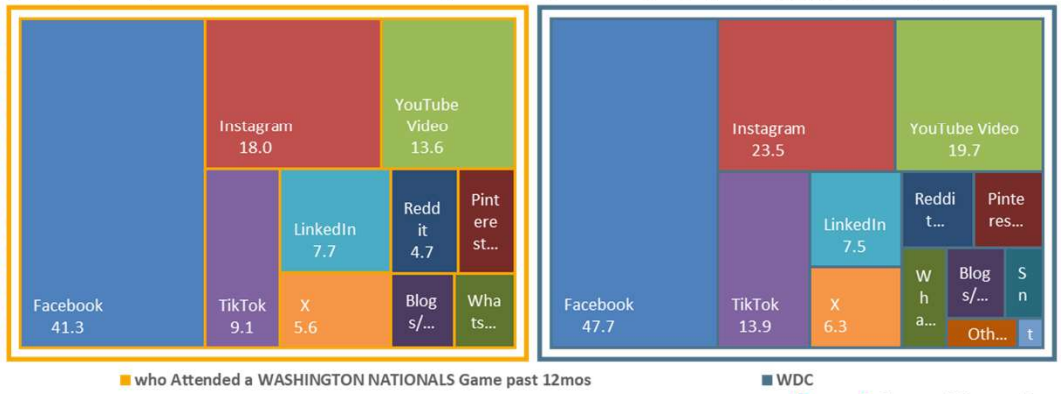
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

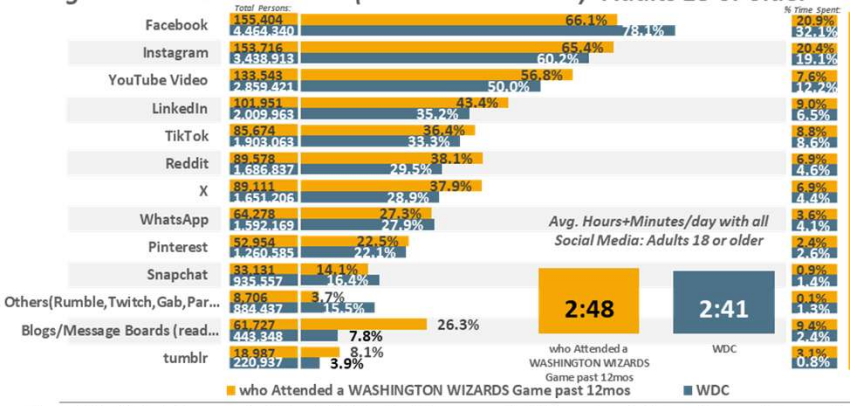
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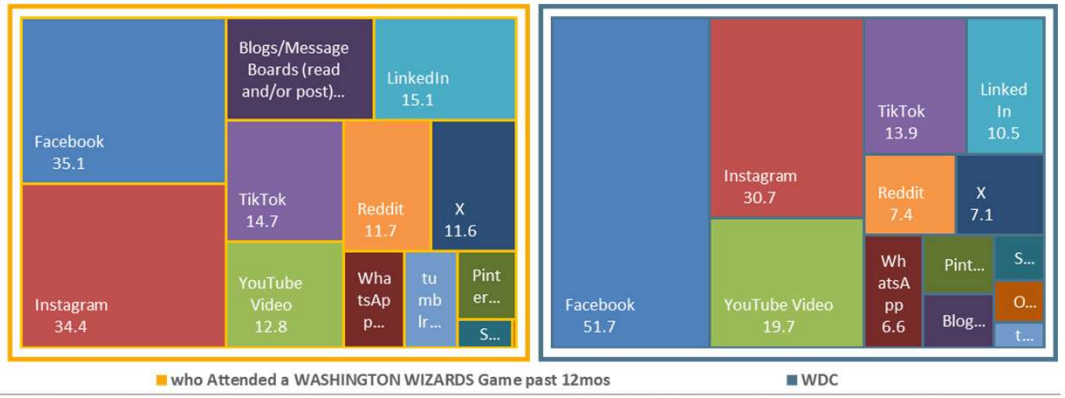
Events attended/places visited past 12 months: Washington Nationals baseball game

155,404 or 66.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos use Ad-Supported Facebook for an average of 42.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

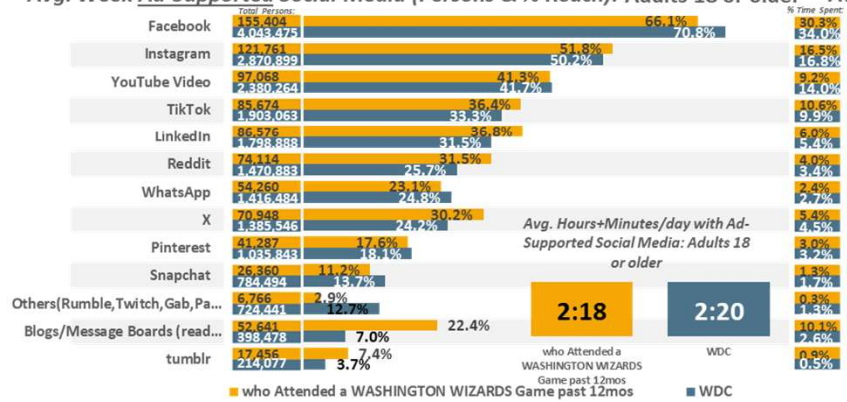
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



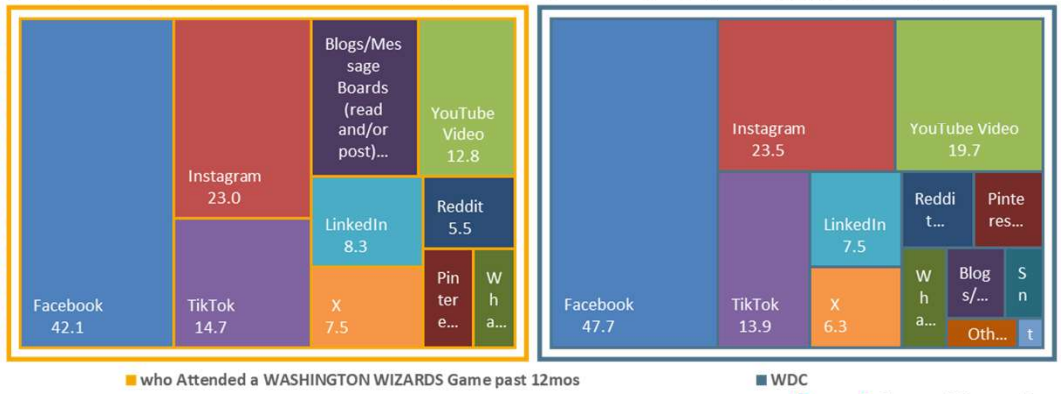
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



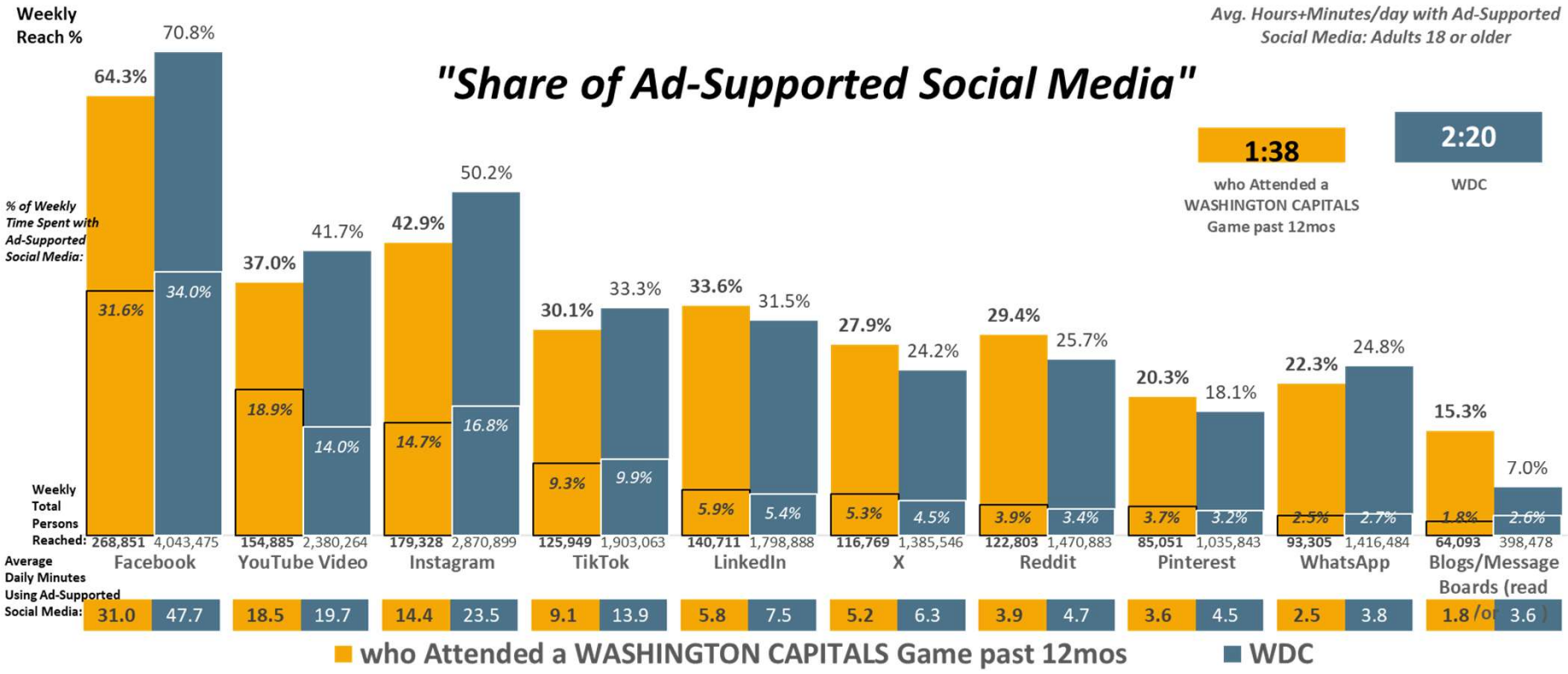
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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Events attended/places visited past 12 months: Washington Wizards basketball game

268,851 or 64.3% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos use Ad-Supported Facebook for an average of 31. minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



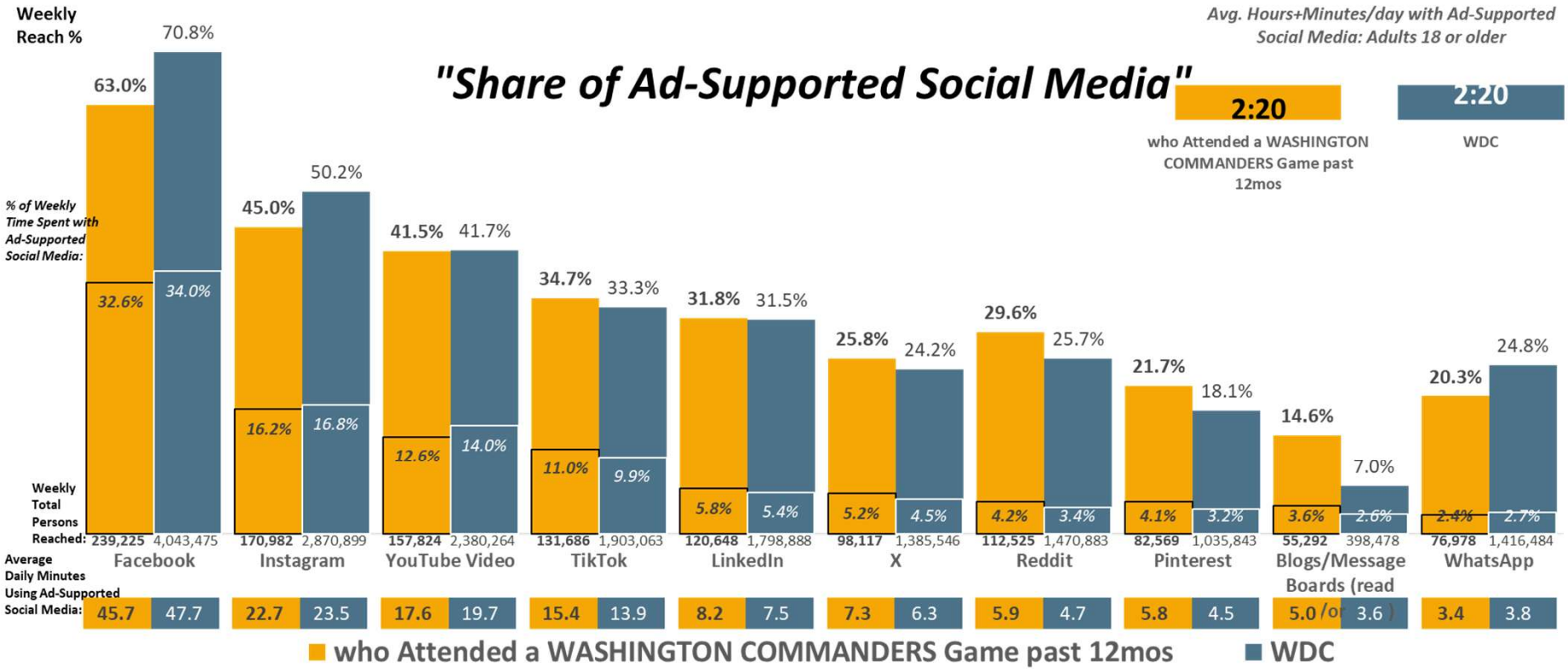
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Capitals hockey game

239,225 or 63.% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos use Ad-Supported Facebook for an average of 45.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



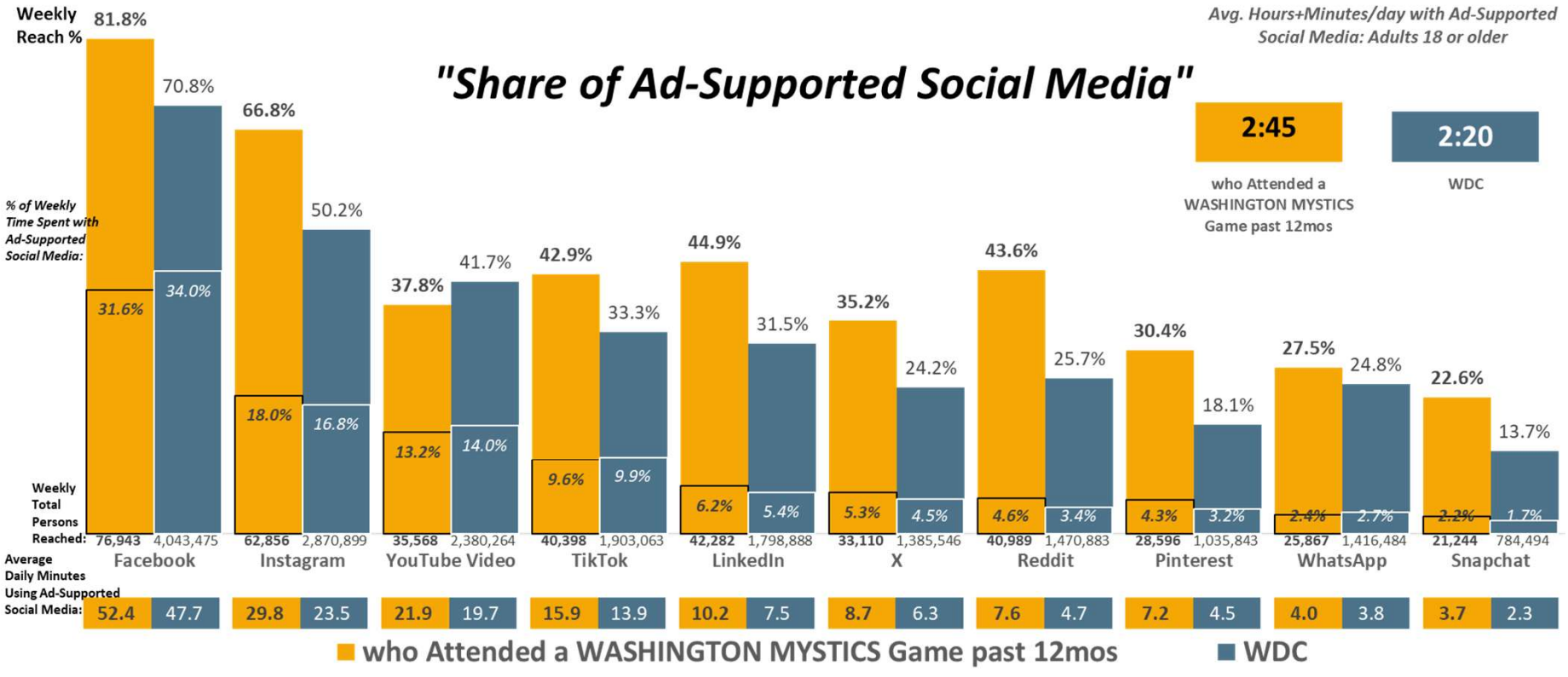
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Commanders football game

76,943 or 81.8% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos use Ad-Supported Facebook for an average of 52.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



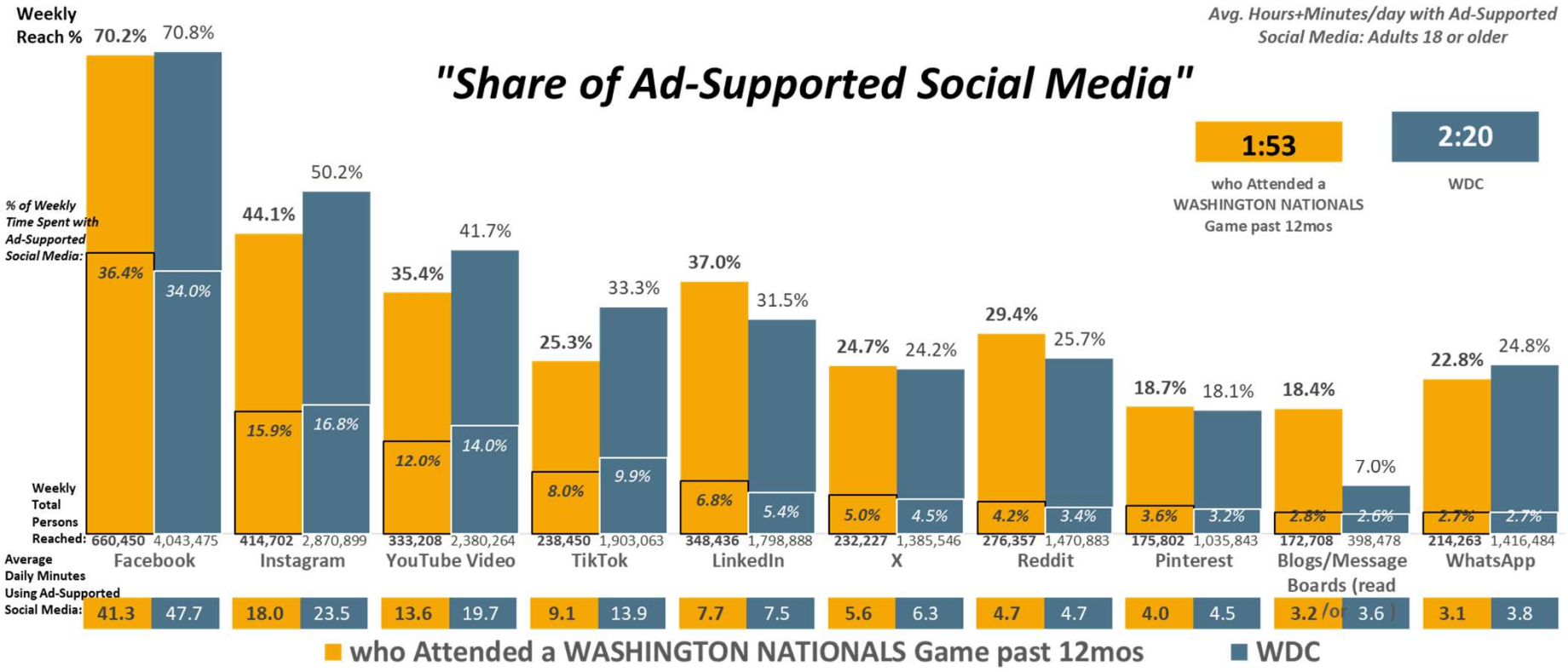
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Mystics women's basketball game

660,450 or 70.2% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos use Ad-Supported Facebook for an average of 41.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



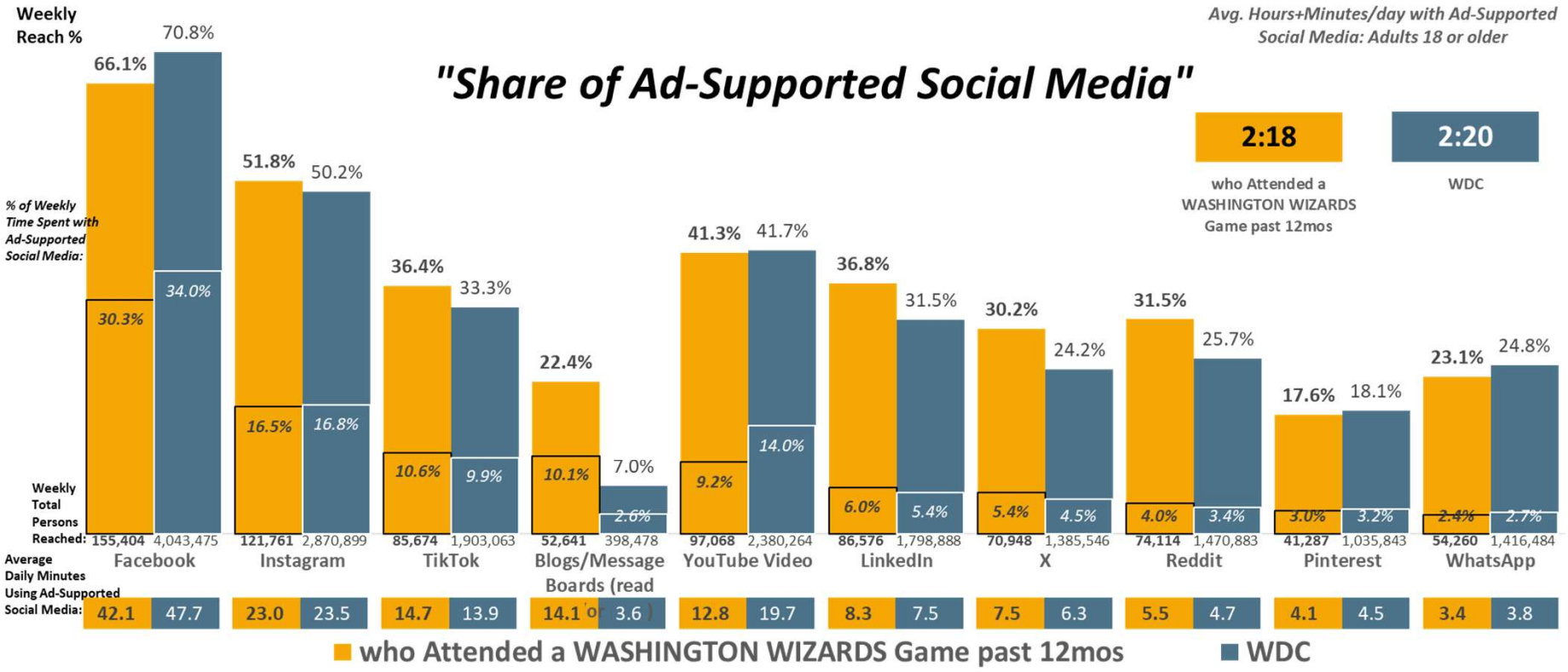
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Events attended/places visited past 12 months: Washington Nationals baseball game

155,404 or 66.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos use Ad-Supported Facebook for an average of 42.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



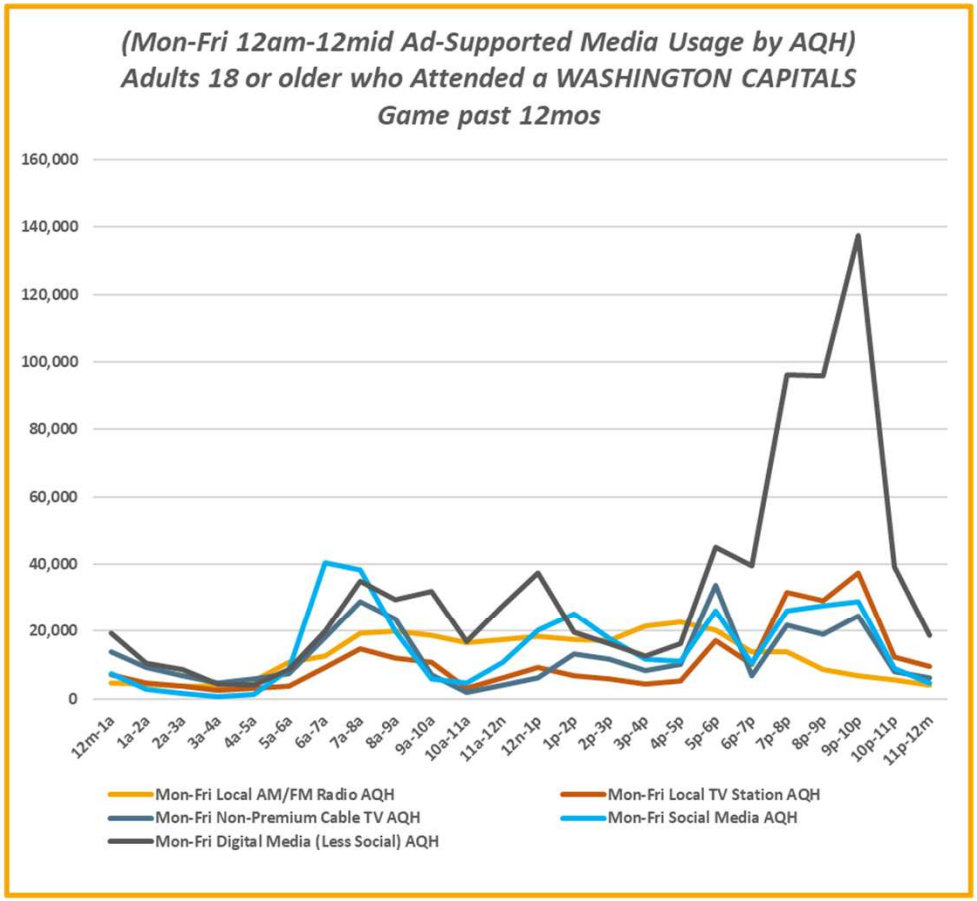
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

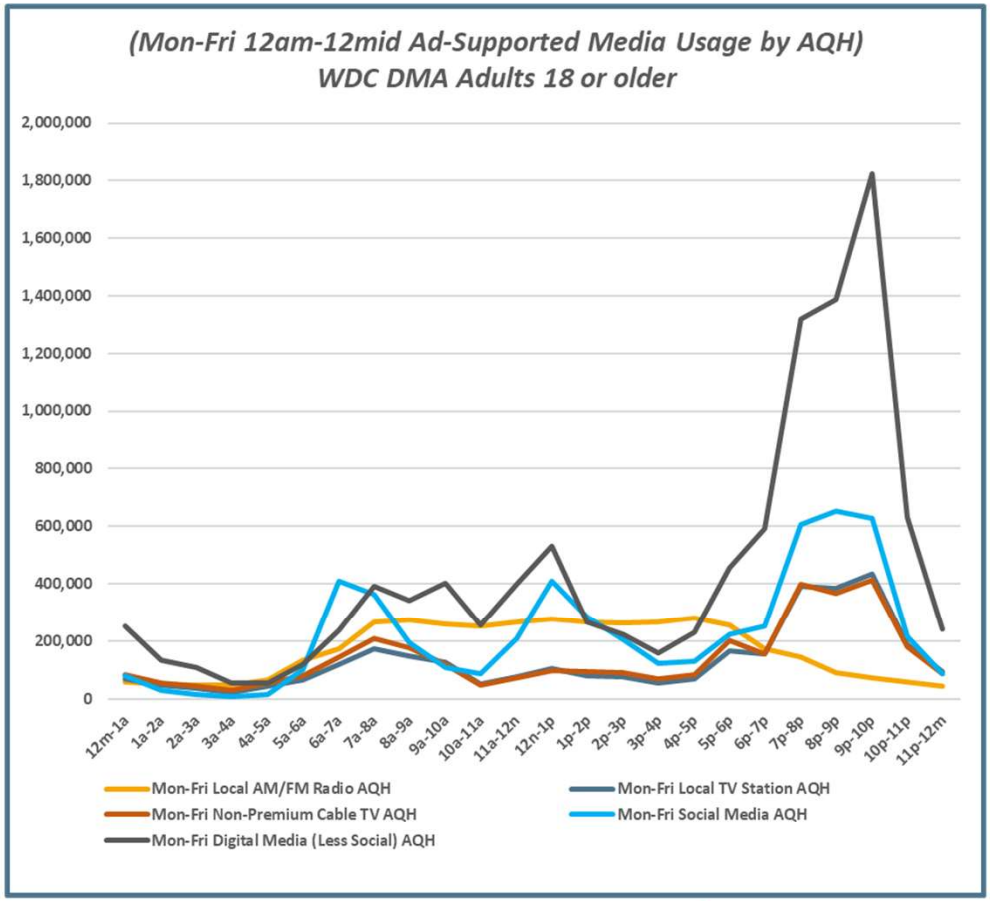
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Events attended/places visited past 12 months: Washington Wizards basketball game

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,686; Social Media: 18,629; Local Radio: 18,100; Non-Prem. Cable: 13,337; Local TV: 8,822 reaching Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos





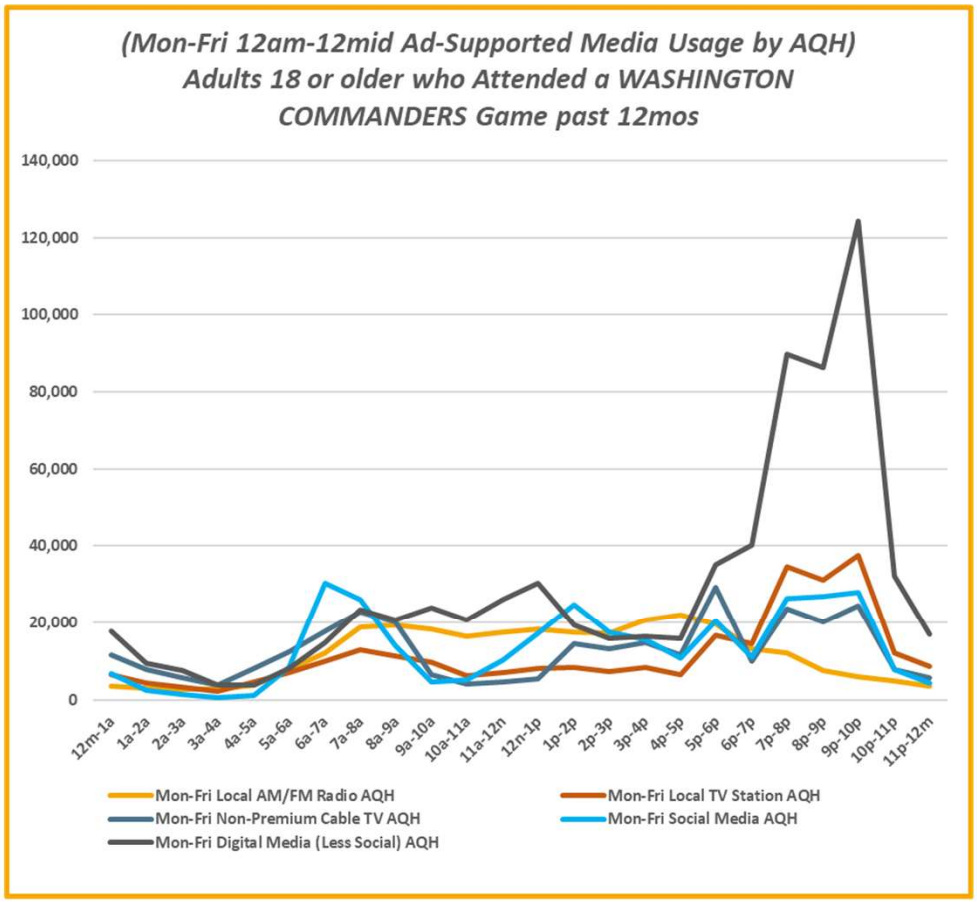
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

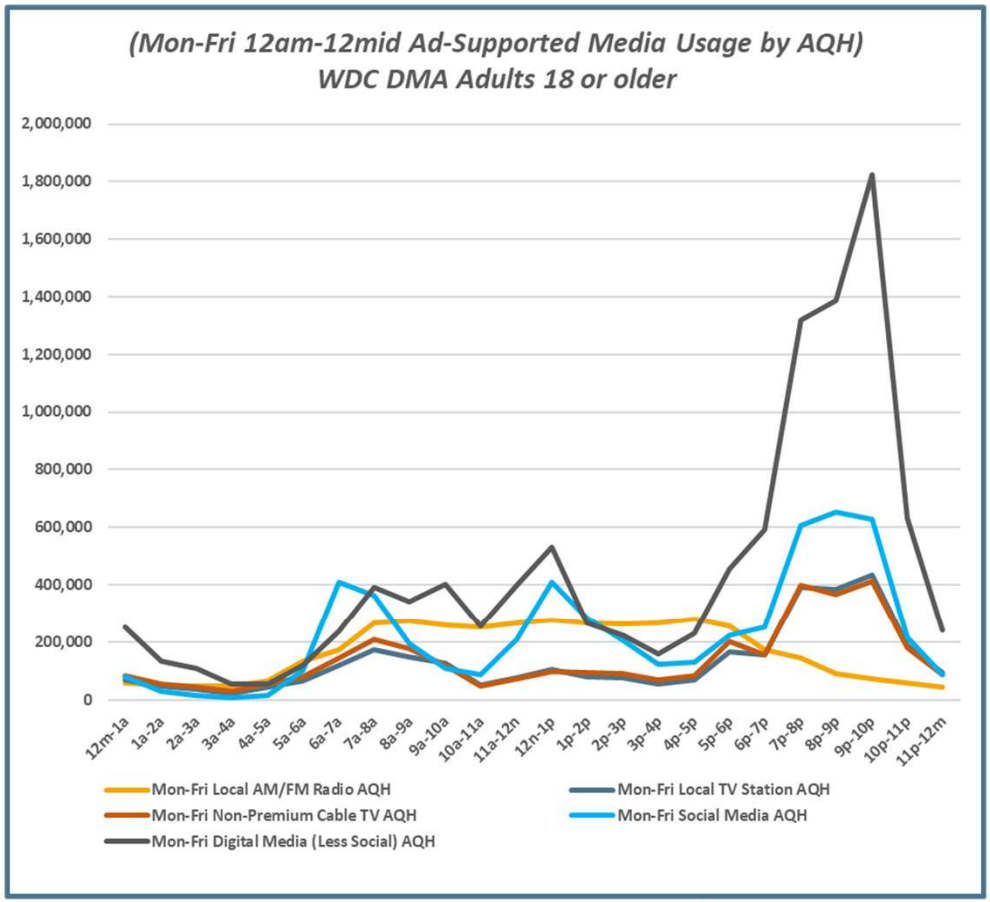
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Events attended/places visited past 12 months: Washington Capitals hockey game

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,254; Local Radio: 17,784; Social Media: 15,941; Non-Prem. Cable: 13,375; Local TV: 9,733 reaching Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12m





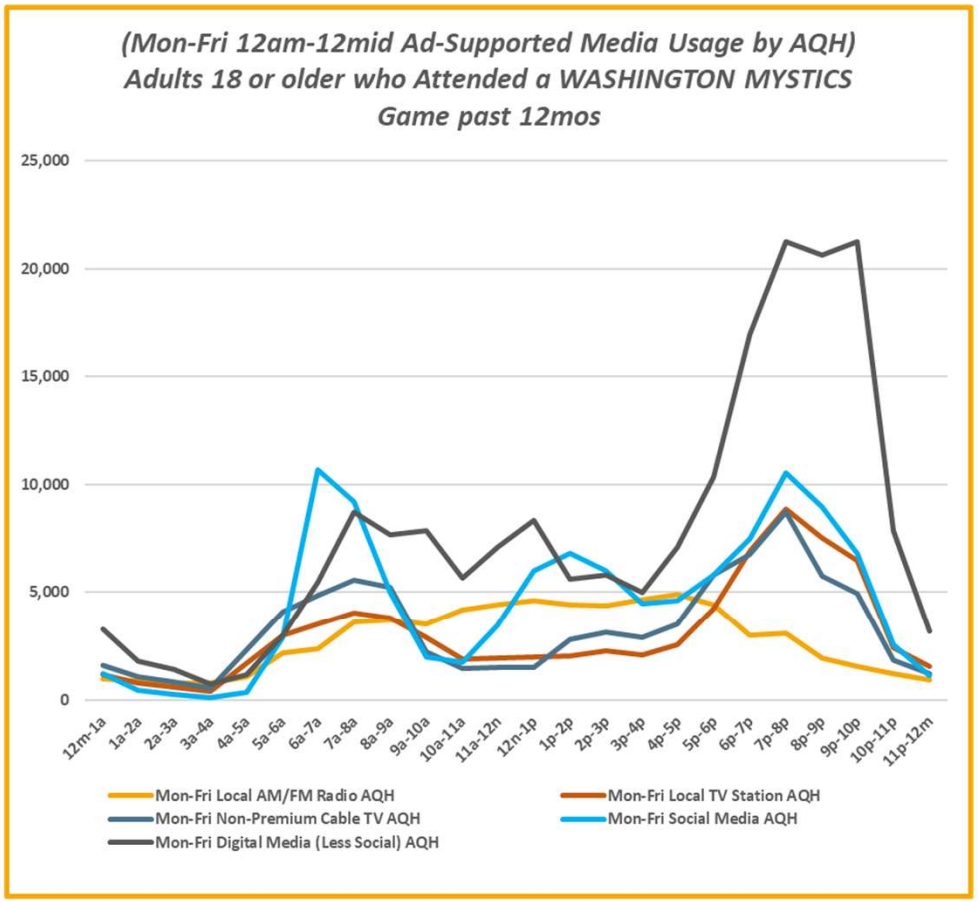
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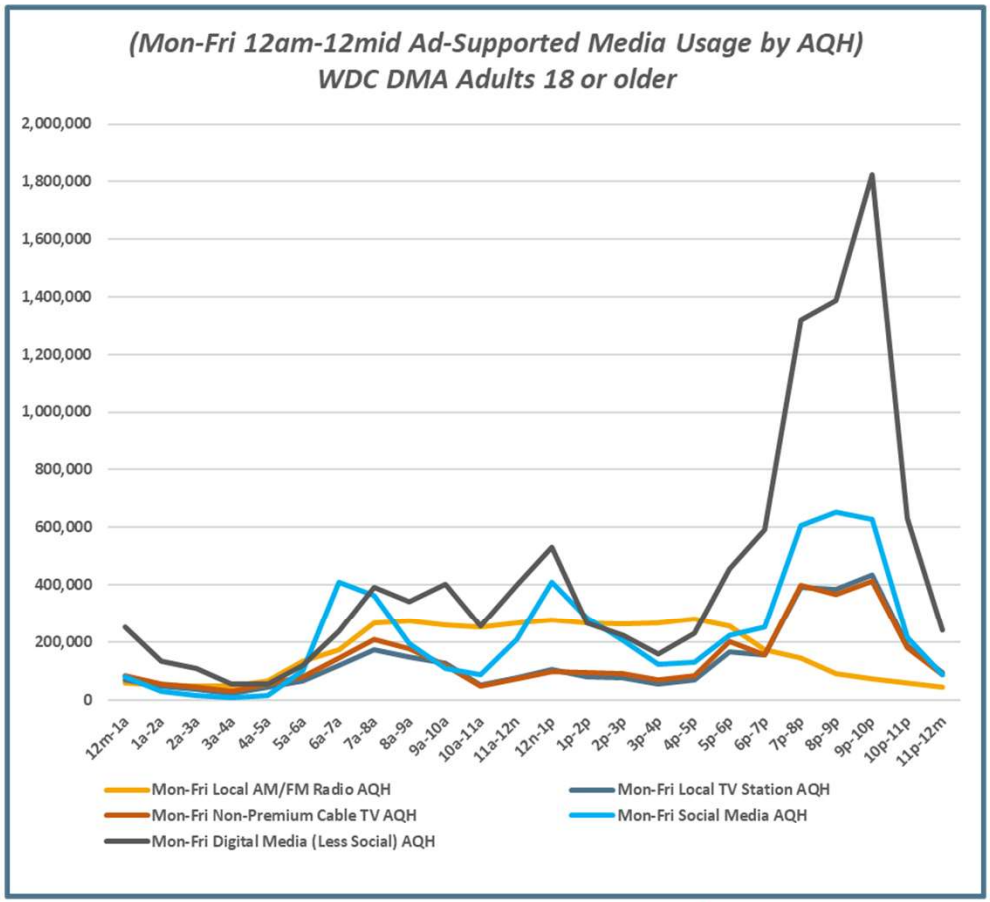
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Events attended/places visited past 12 months: Washington Commanders football game

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,809; Social Media: 5,615; Local Radio: 3,991; Non-Prem. Cable: 3,617; Local TV: 3,068 reaching Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos.





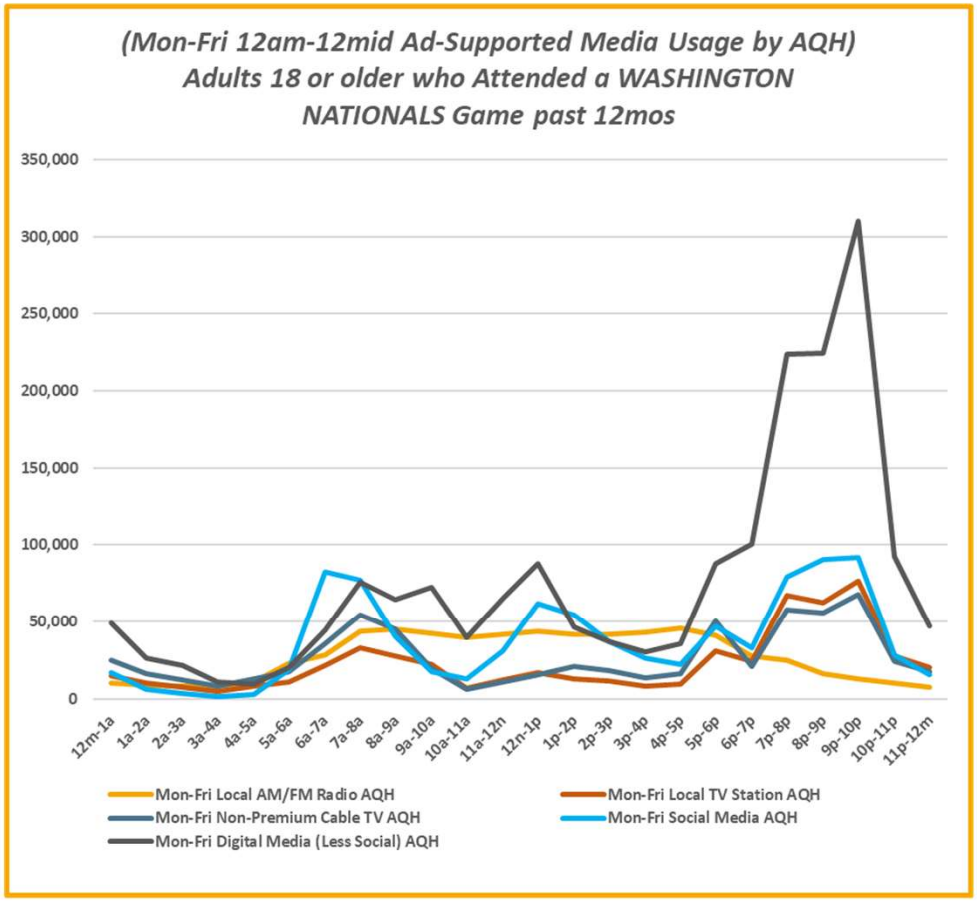
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

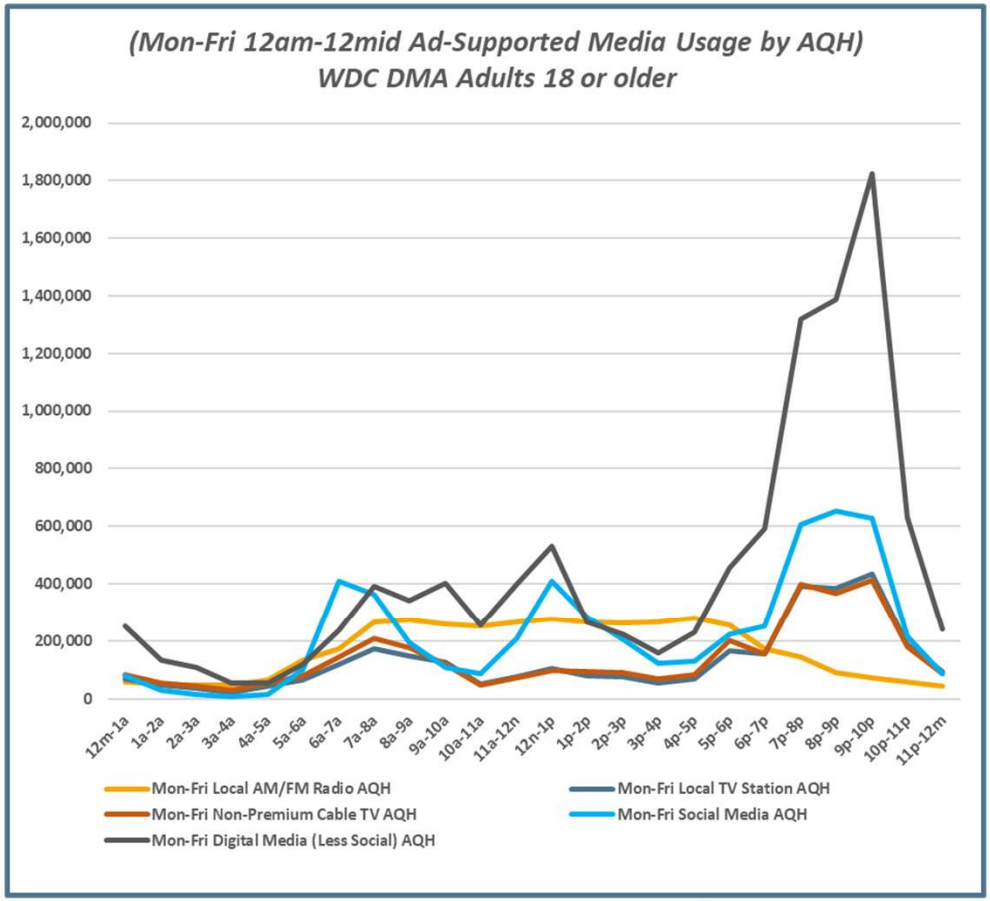
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,516; Social Media: 41,674; Local Radio: 40,315; Non-Prem. Cable: 25,037; Local TV: 18,134 reaching Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12m





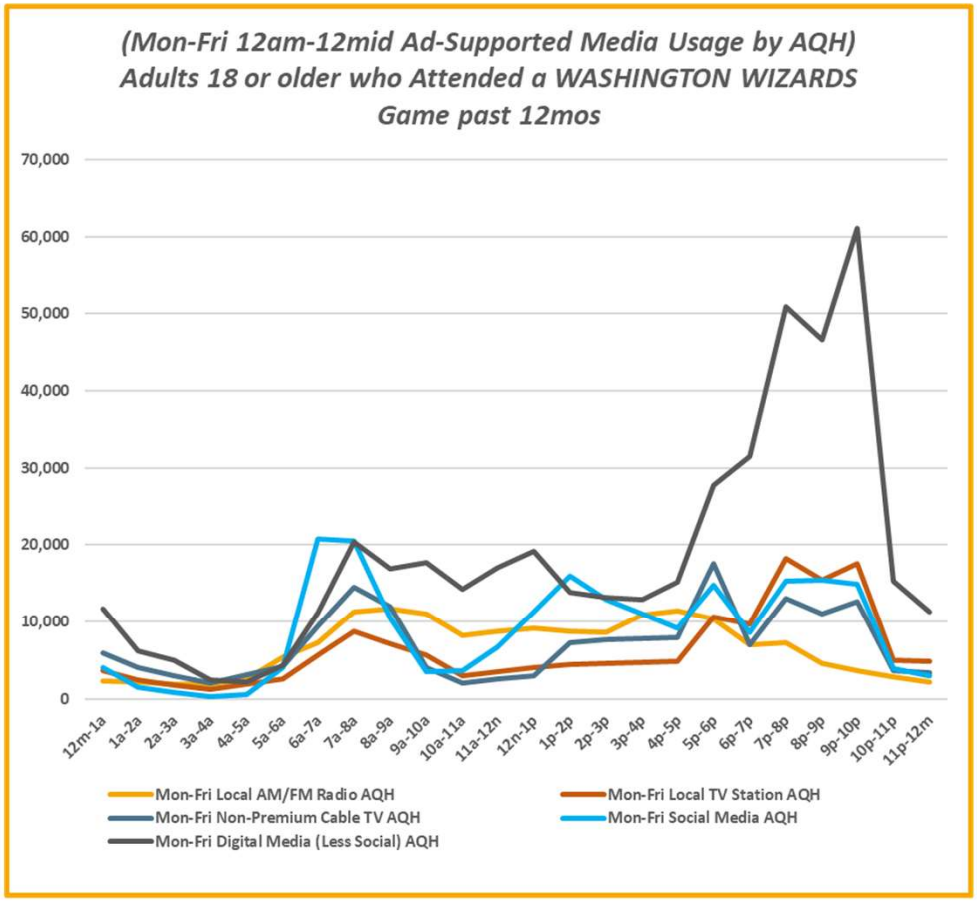
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

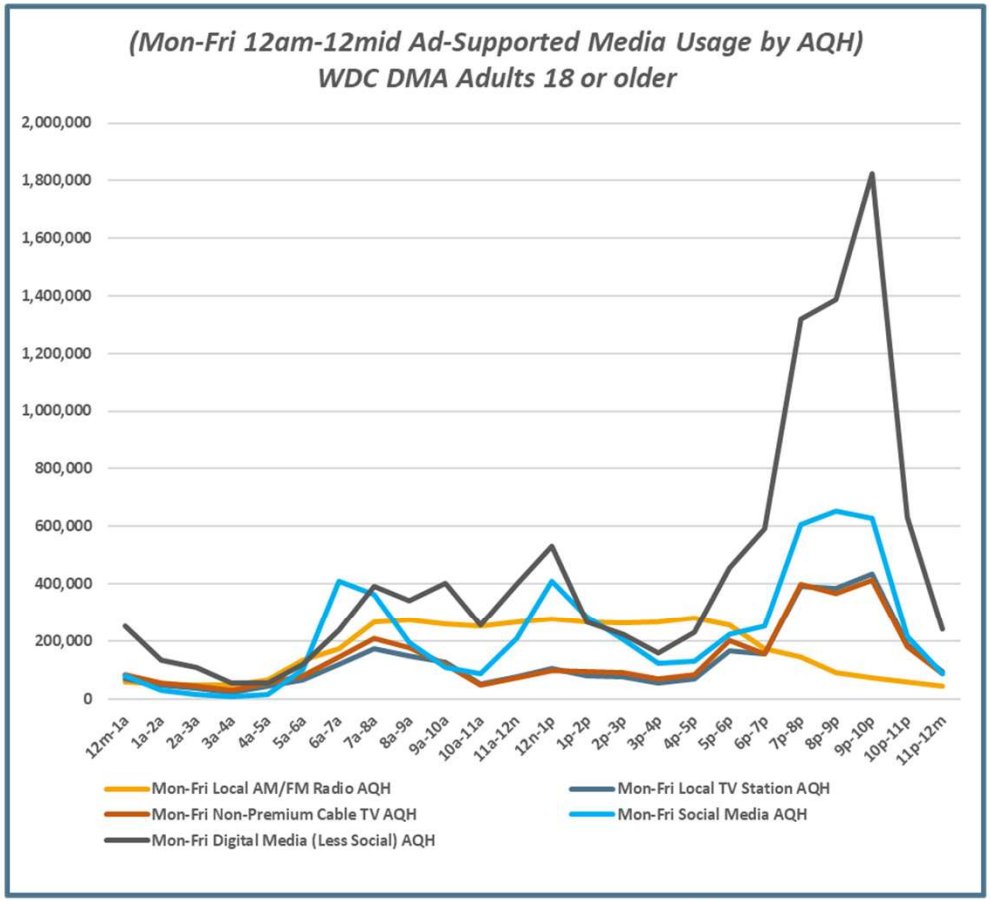
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Events attended/places visited past 12 months: Washington Nationals baseball game

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,740; Social Media: 11,457; Local Radio: 9,524; Non-Prem. Cable: 7,881; Local TV: 5,871 reaching Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos.





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

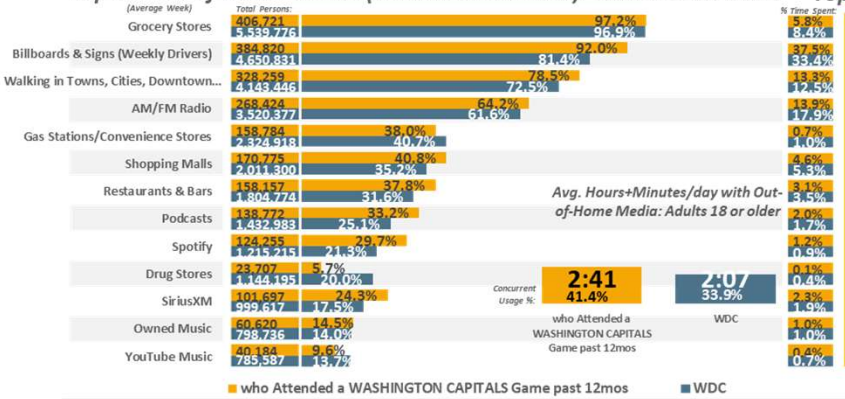
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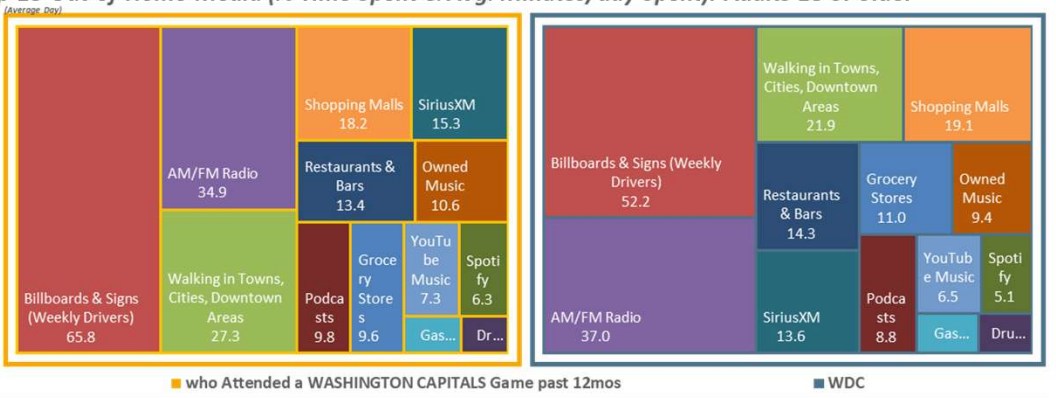
Events attended/places visited past 12 months: Washington Wizards basketball game

384,820 or 92.% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an average of 65.8 minutes per day driving, seeing Billboards and Signs. 61.1% Listen to Local Radio Stations Out-of-Home for an average of 30.2 minutes/day.

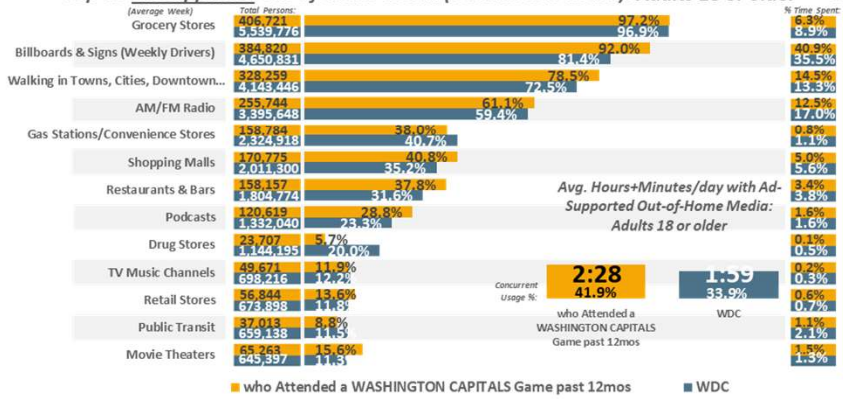
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



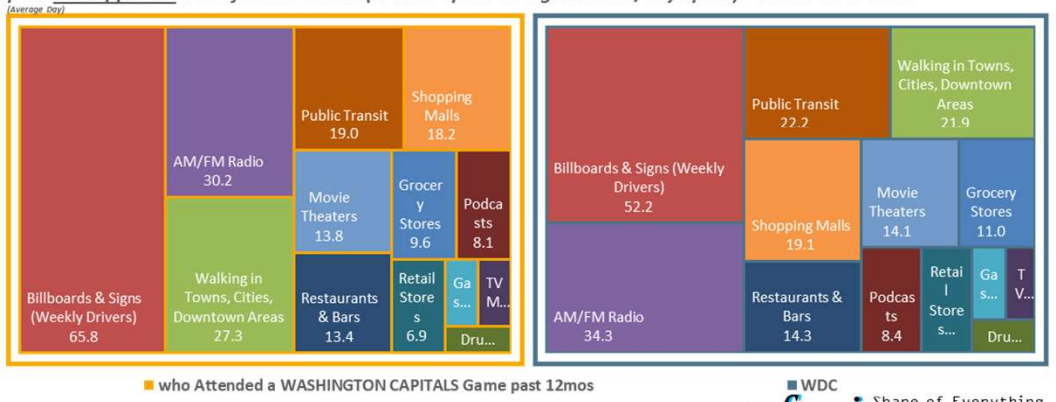
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

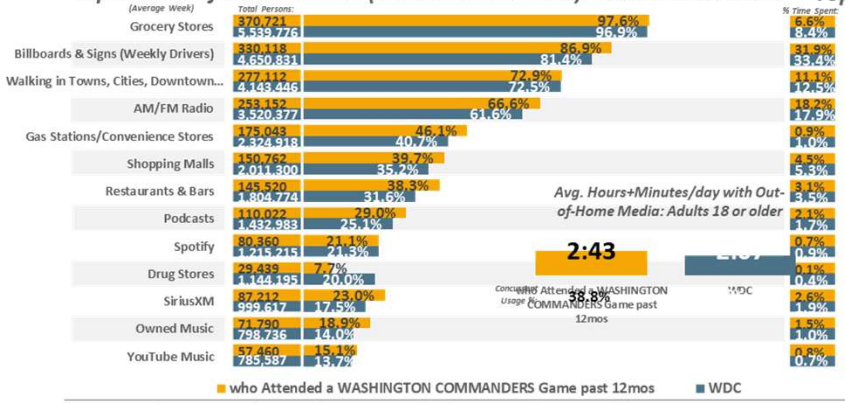
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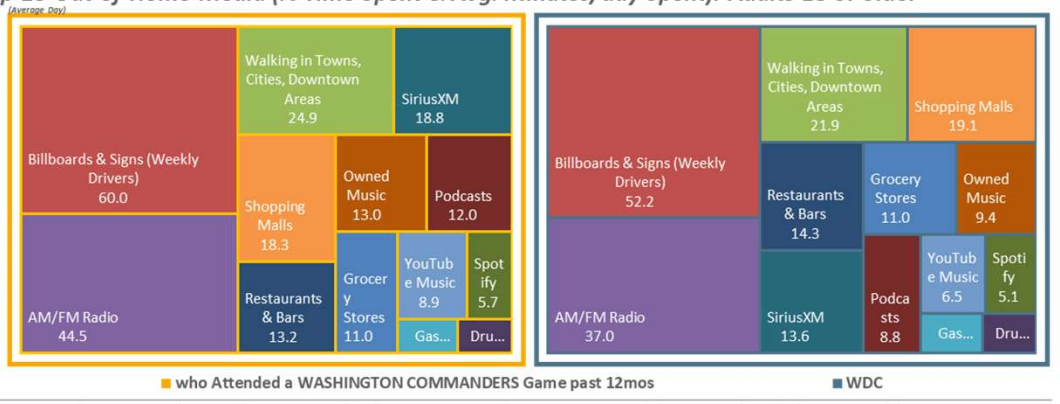
Events attended/places visited past 12 months: Washington Capitals hockey game

330,118 or 86.9% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 60. minutes per day driving, seeing Billboards and Signs. 63.5% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

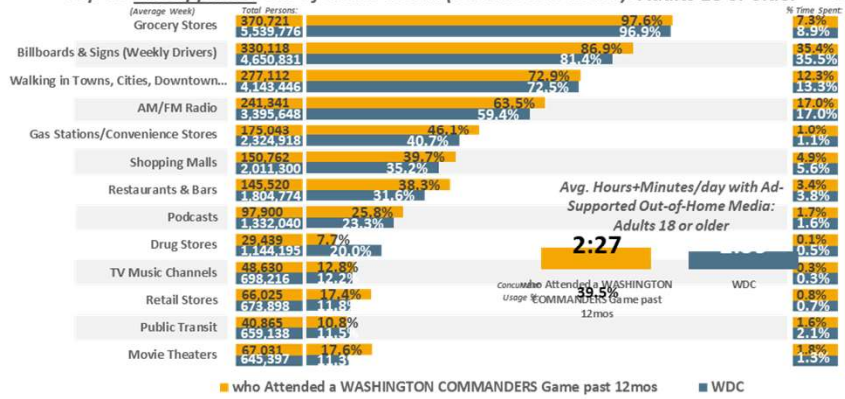
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



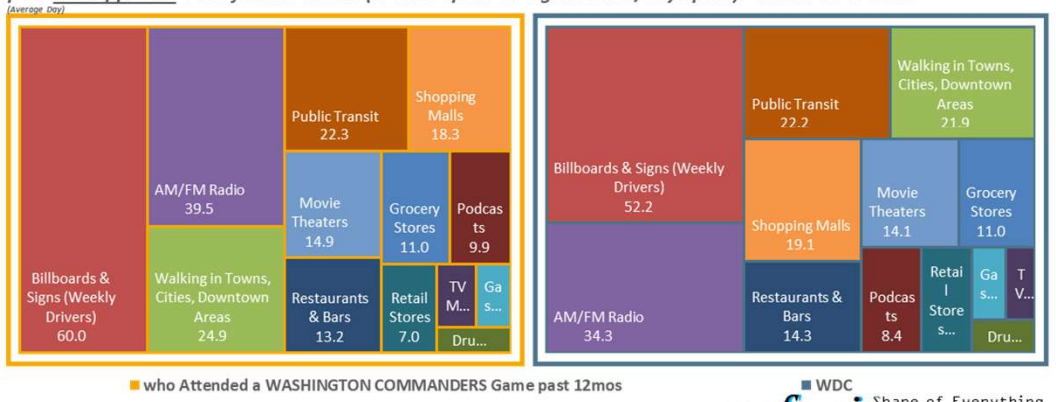
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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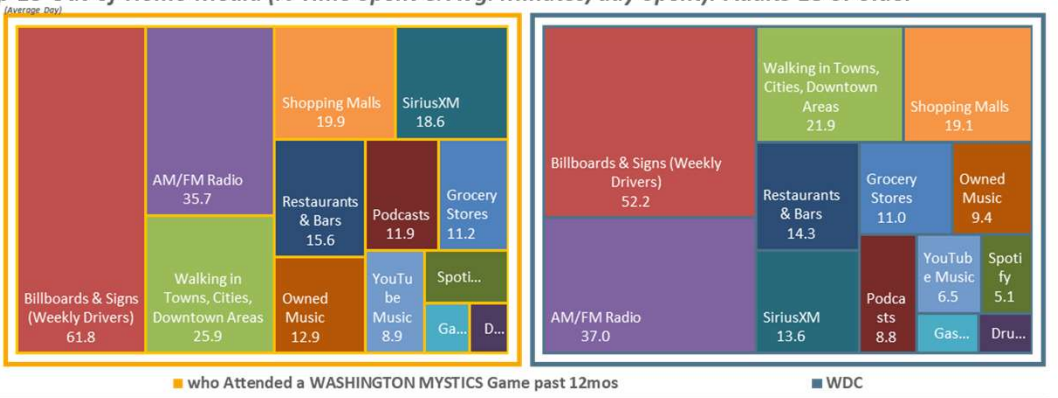
Events attended/places visited past 12 months: Washington Commanders football game

85,160 or 90.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 30.8 minutes/day.

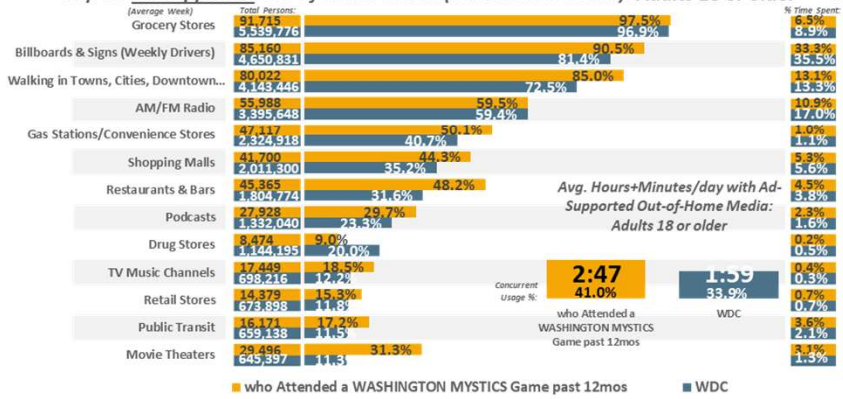
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



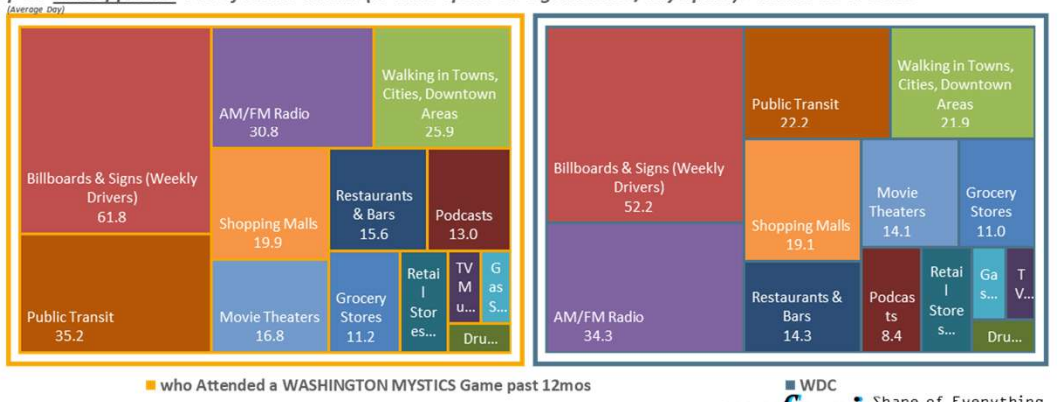
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

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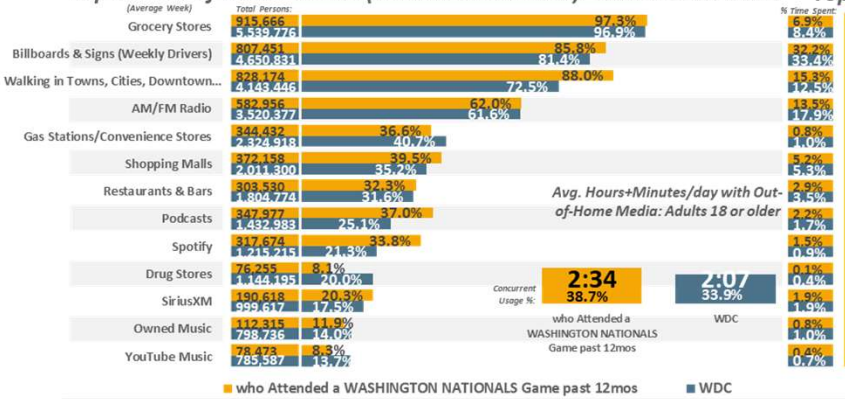
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

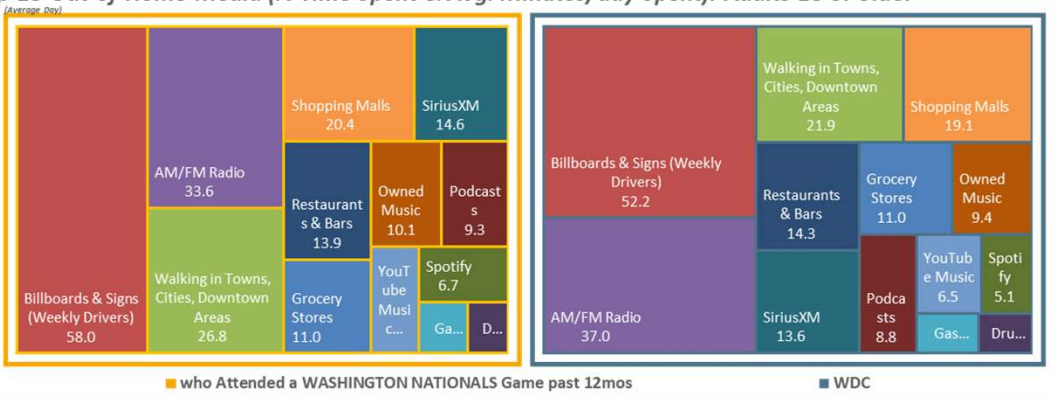
WDC

807,451 or 85.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 58. minutes per day driving, seeing Billboards and Signs. 58.9% Listen to Local Radio Stations Out-of-Home for an average of 30. minutes/day.

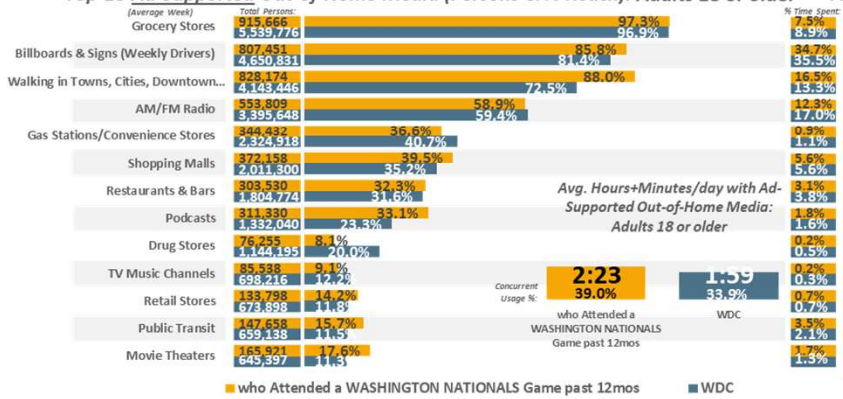
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



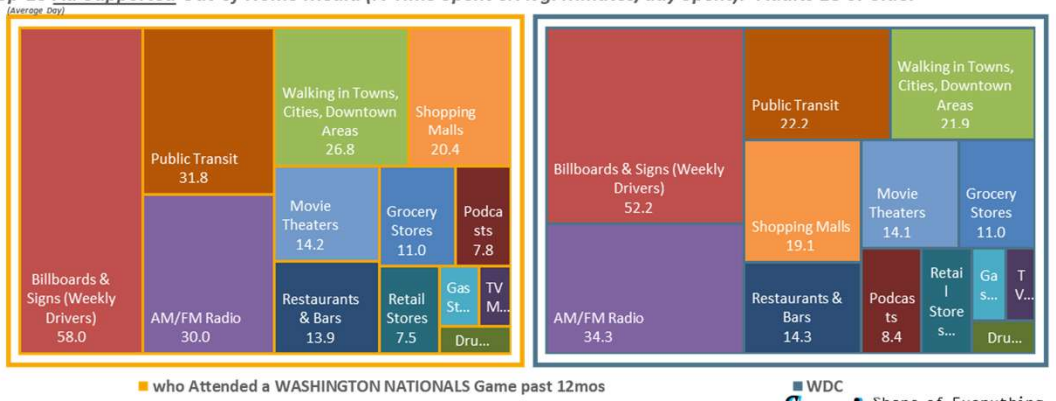
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

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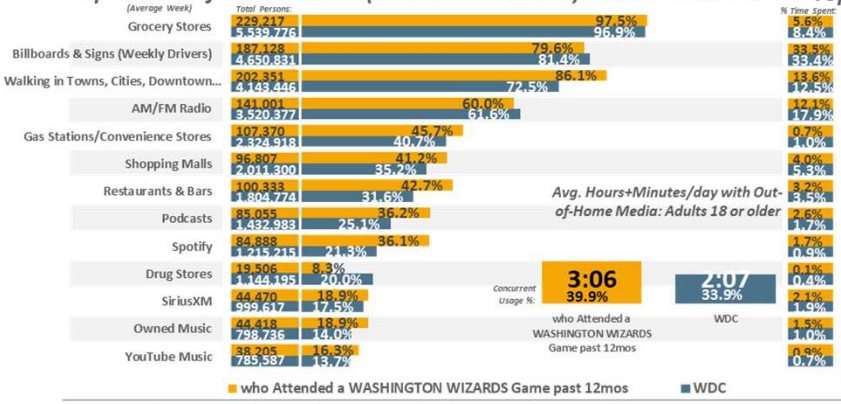
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Events attended/places visited past 12 months: Washington Nationals baseball game

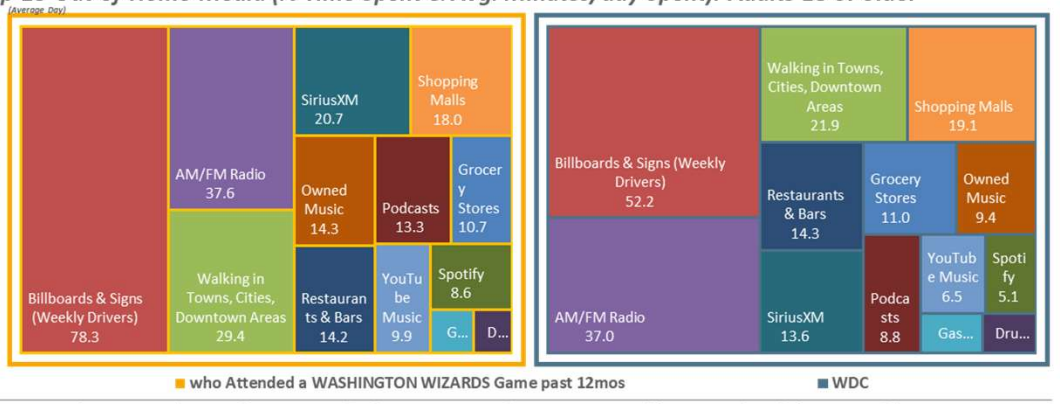
WDC

187,128 or 79.6% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs. 57.% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/day.

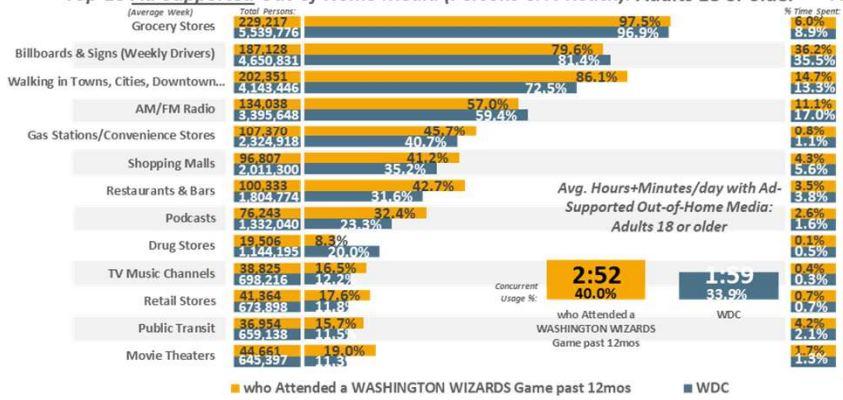
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



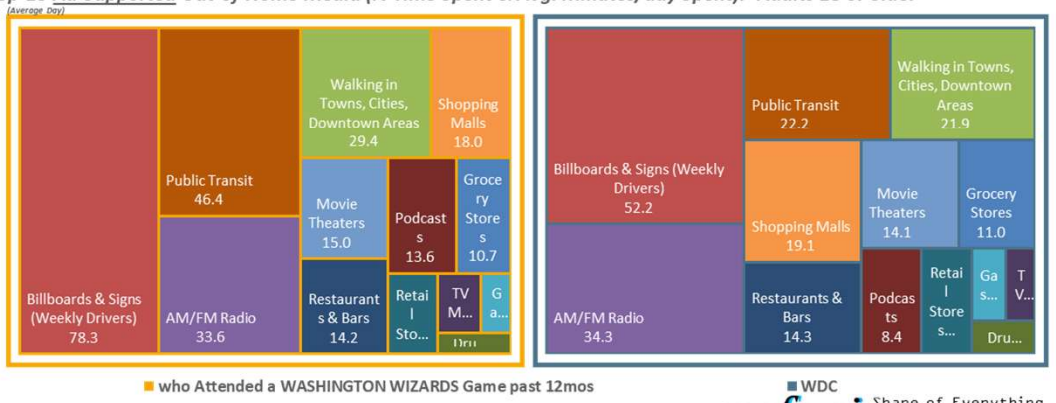
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

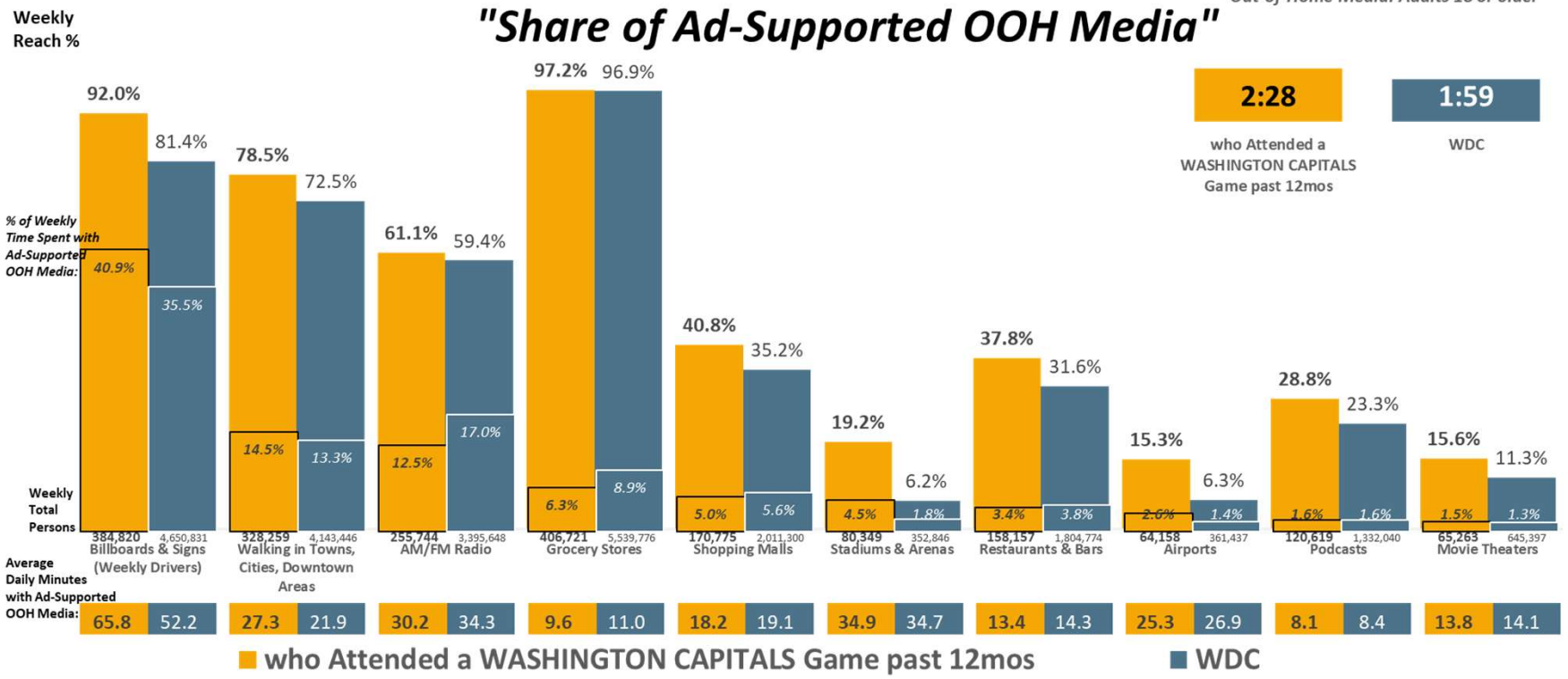
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Events attended/places visited past 12 months: Washington Wizards basketball game

384,820 or 92.% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an average of 65.8 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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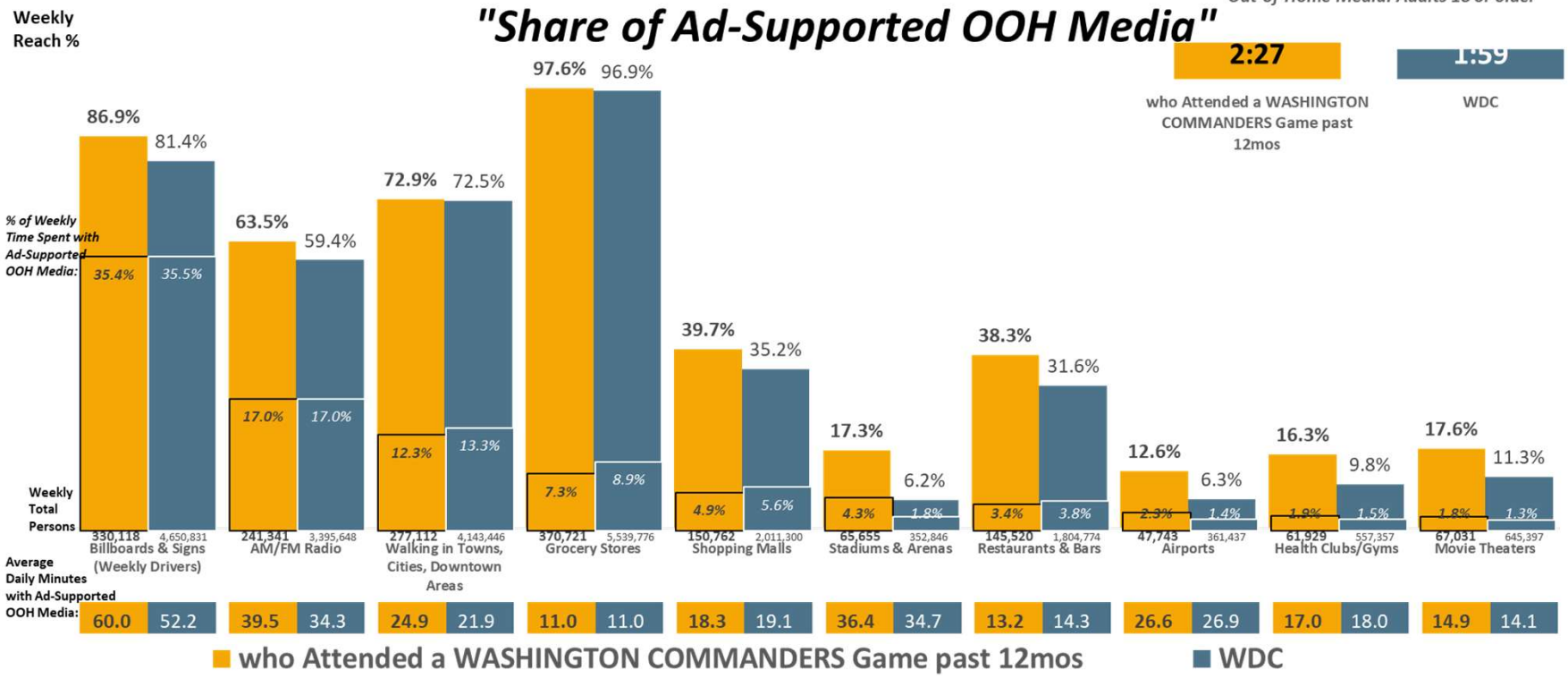
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Events attended/places visited past 12 months: Washington Capitals hockey game

330,118 or 86.9% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 60. minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

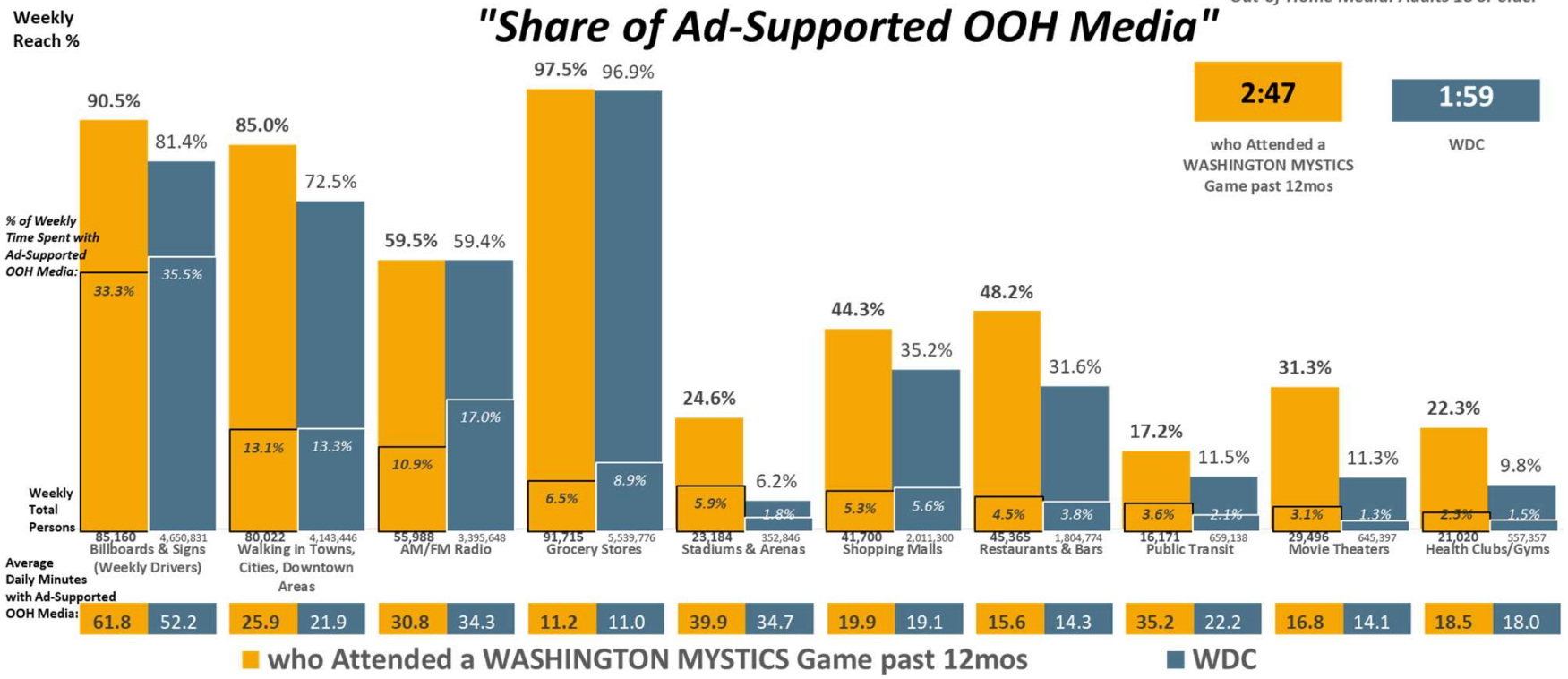
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Events attended/places visited past 12 months: Washington Commanders football game

85,160 or 90.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an average of 61.8 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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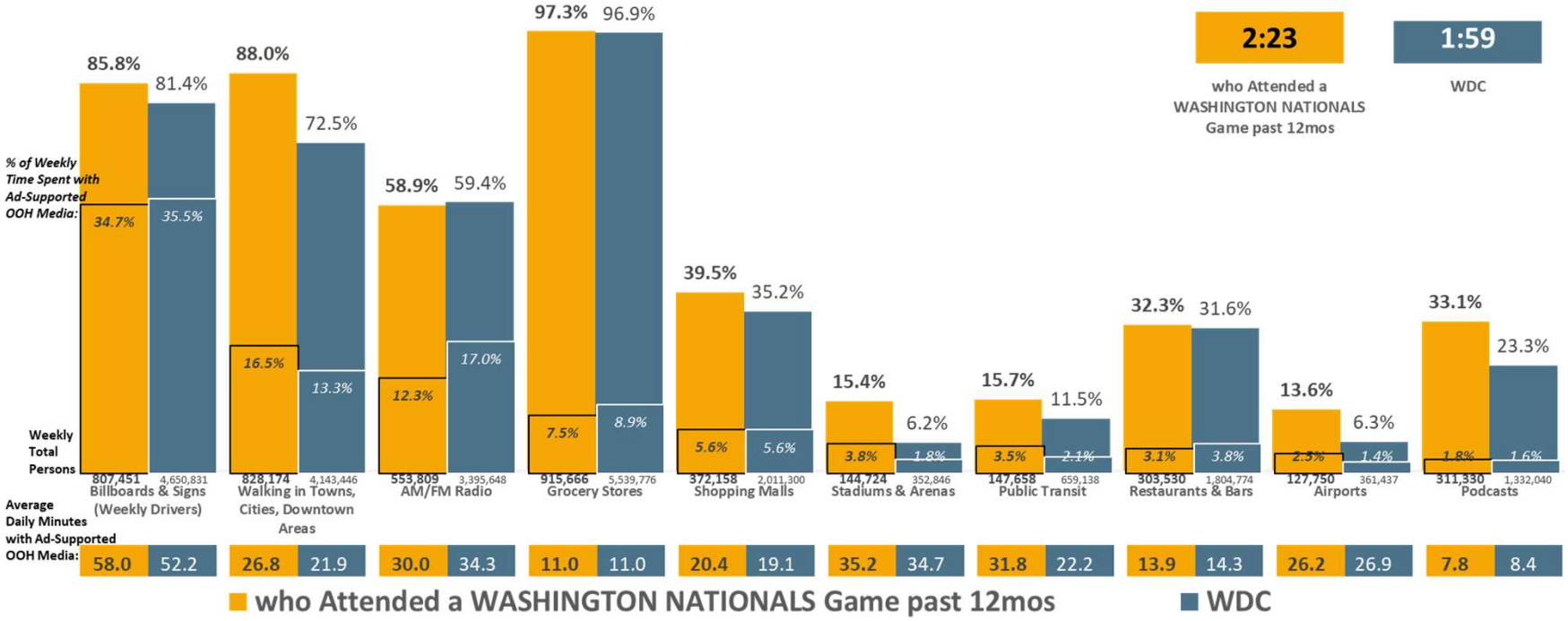
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

807,451 or 85.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 58. minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

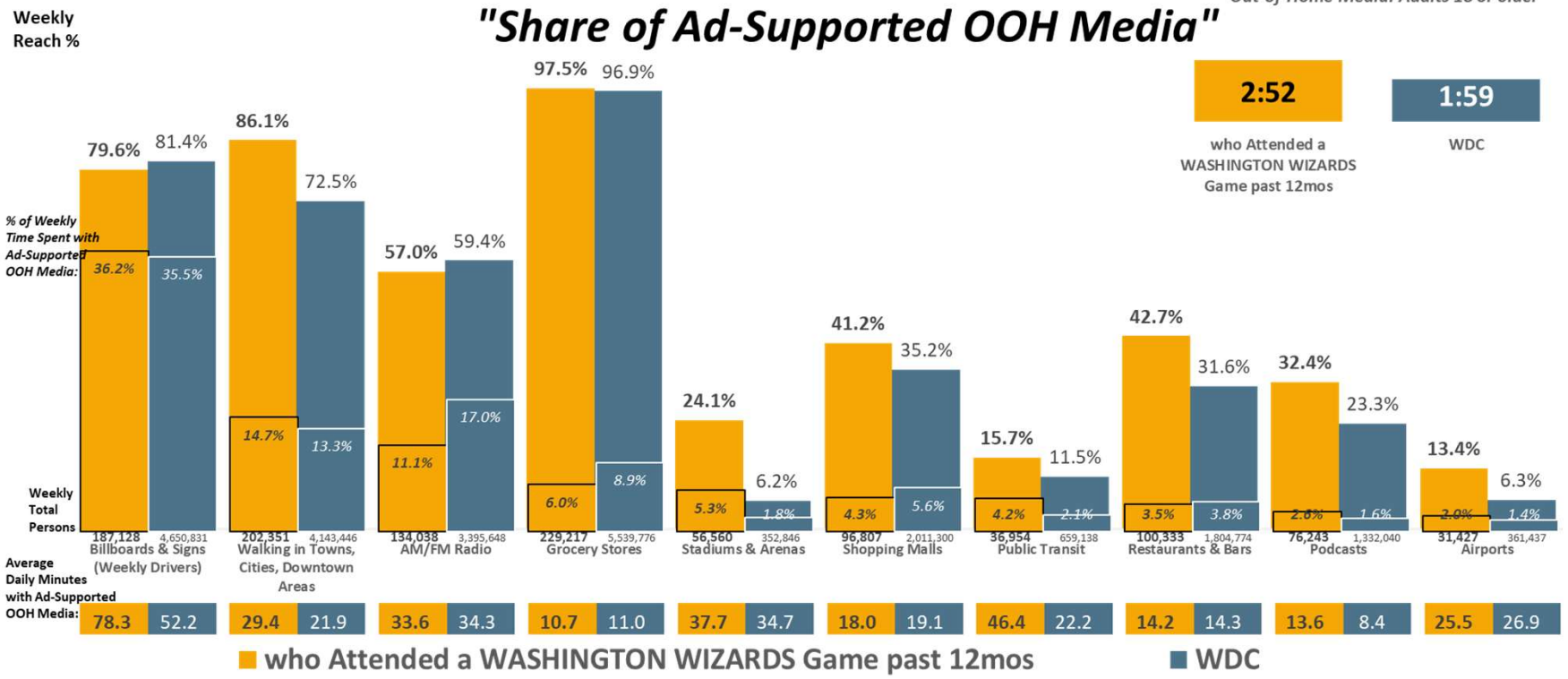
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Events attended/places visited past 12 months: Washington Nationals baseball game

187,128 or 79.6% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 78.3 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

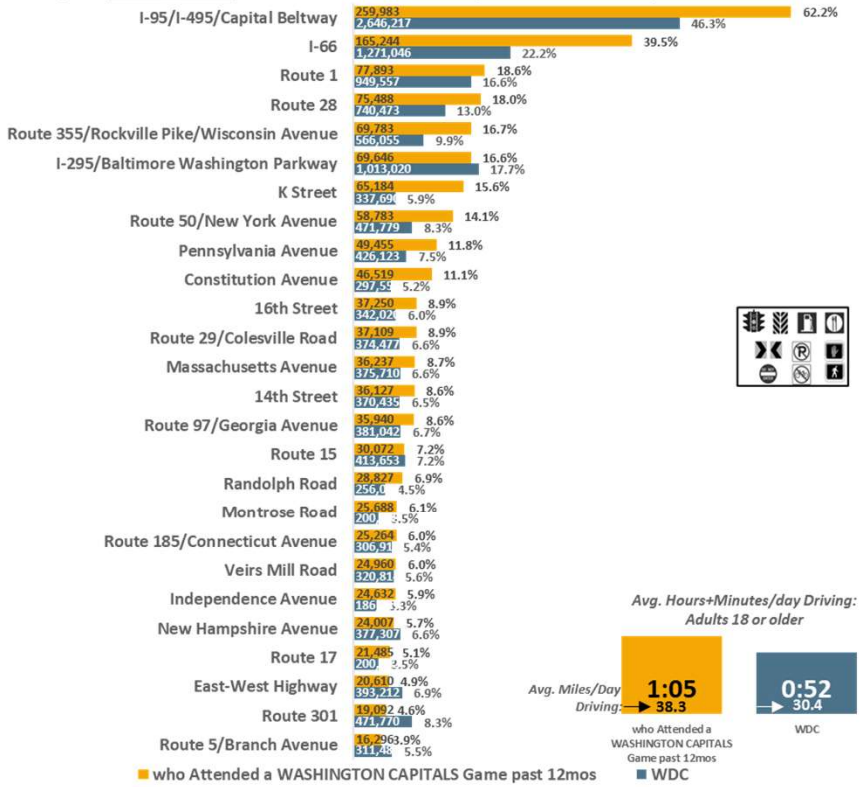
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Events attended/places visited past 12 months: Washington Wizards basketball game

384,820 or 92.% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos spend an average of 65.8 minutes per day driving an average of 38.3 miles each day and are 163.7% more likely to use K Street than the Metro average.

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



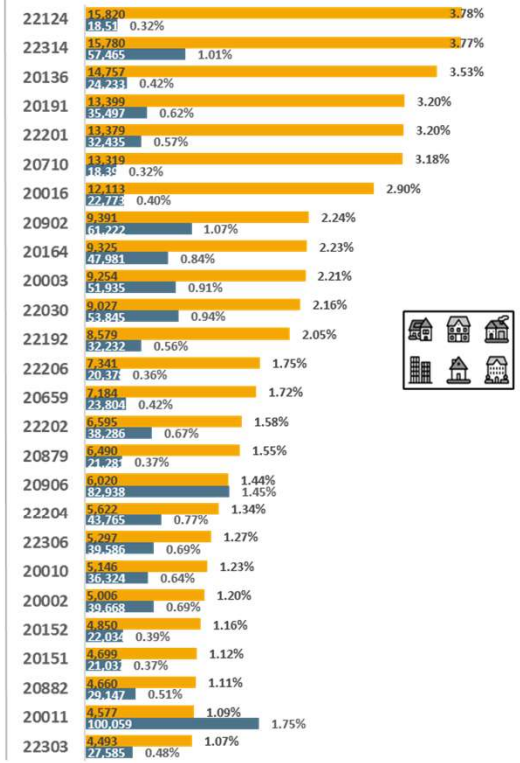
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 38.3

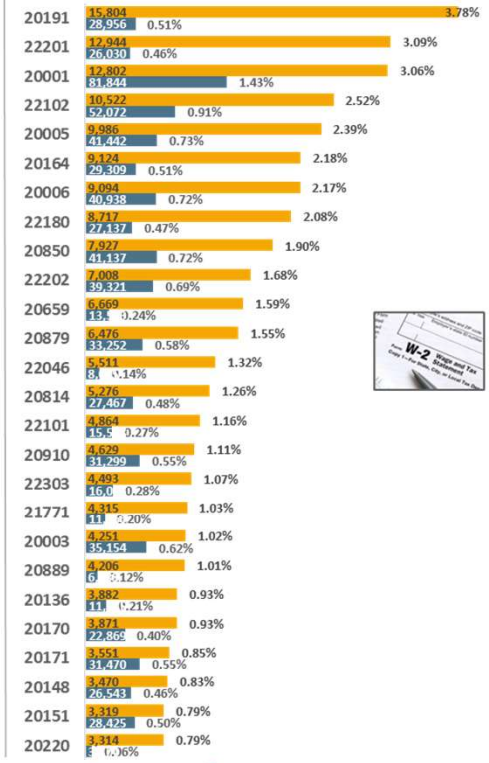
who Attended a WASHINGTON CAPITALS Game past 12mos

WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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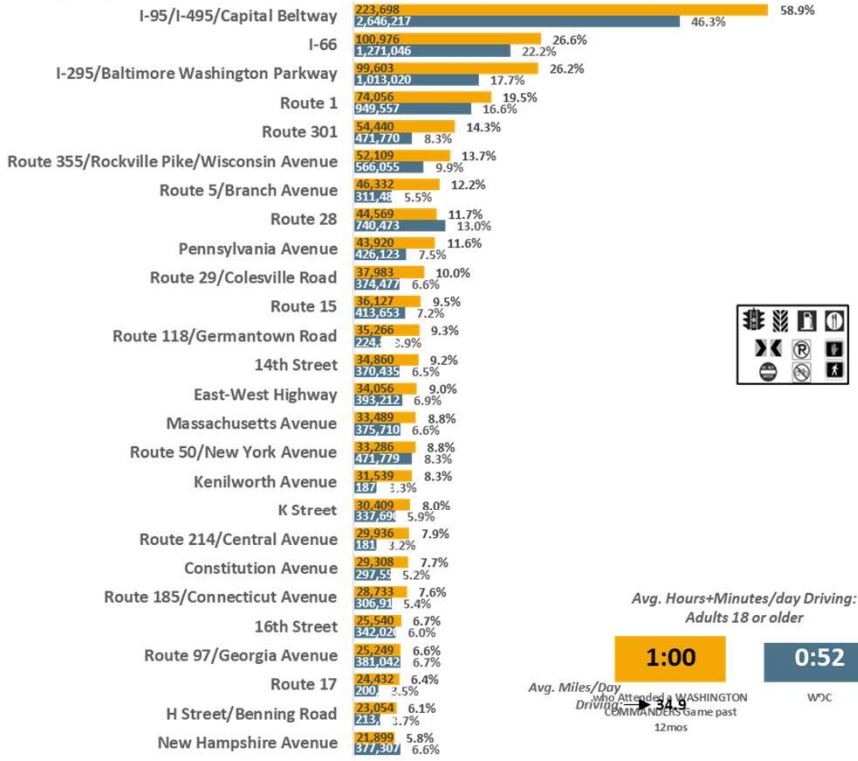
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

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Events attended/places visited past 12 months: Washington Capitals hockey game

330,118 or 86.9% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 60. minutes per day driving an average of 34.9 miles each day and are 153.1% more likely to use Kenilworth Avenue than the Metro average.

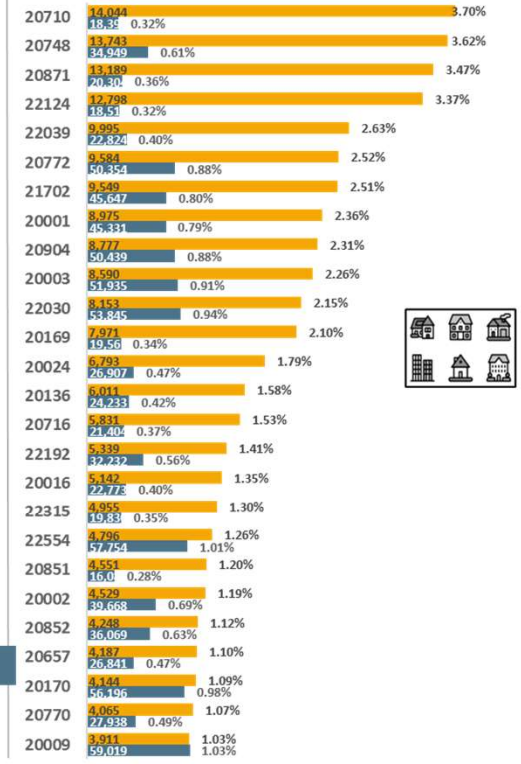
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



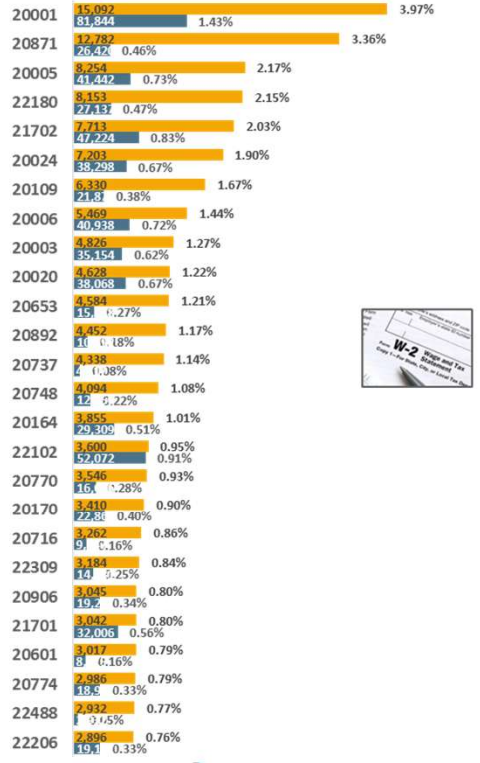
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 34.9 who Attended a WASHINGTON COMMANDERS Game past 12mos

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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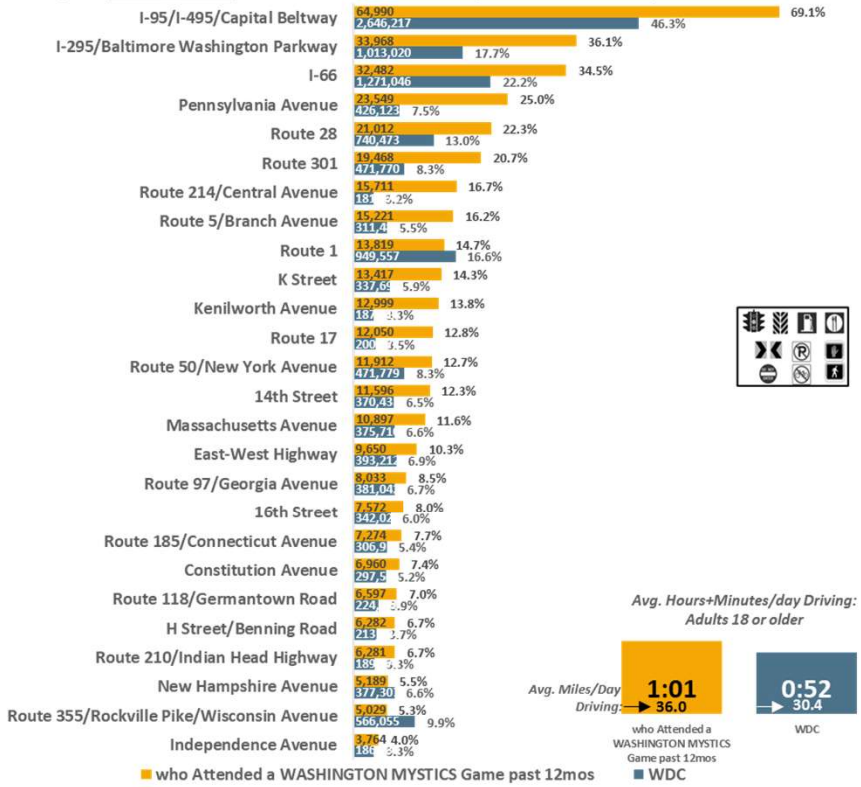
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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Events attended/places visited past 12 months: Washington Commanders football game

85,160 or 90.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos spend an average of 61.8 minutes per day driving an average of 36. miles each day and are 424.4% more likely to use Route 214/Central Avenue than the Metro average.

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



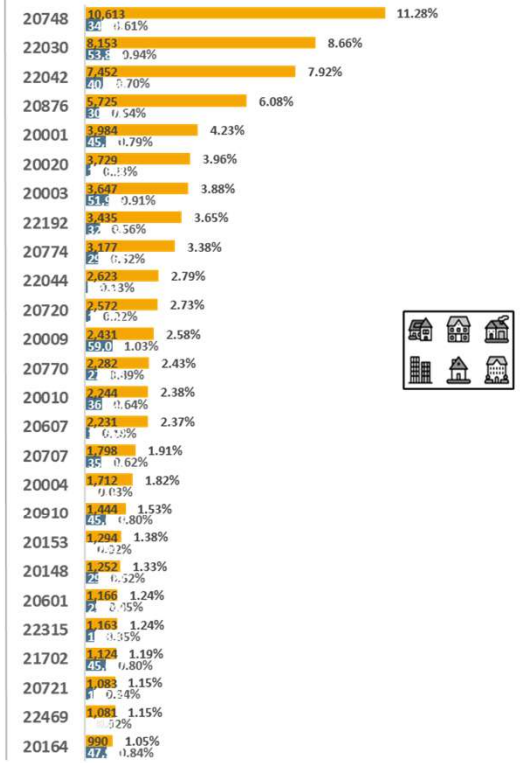
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 36.0

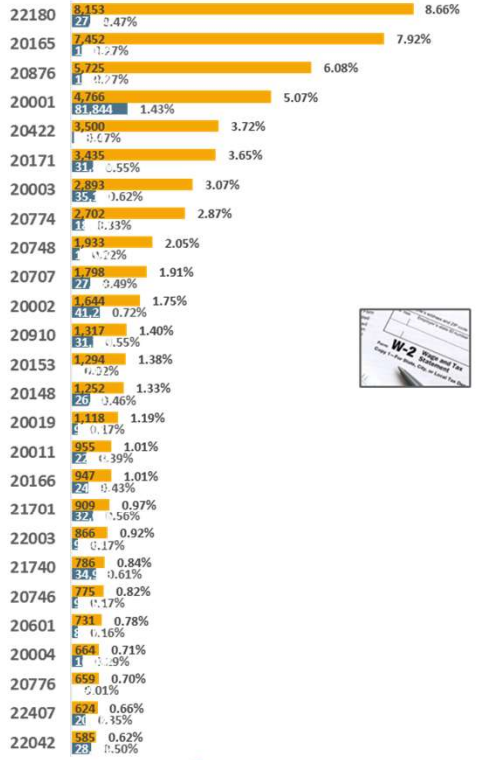
1:01 who Attended a WASHINGTON MYSTICS Game past 12mos

0:52 → 30.4 WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

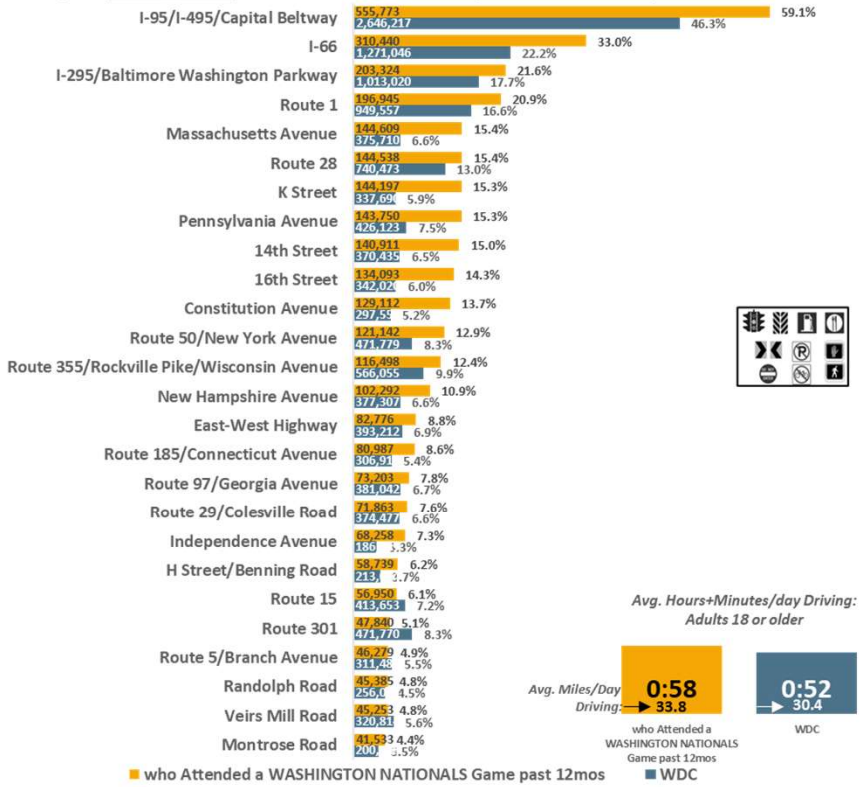
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

WDC

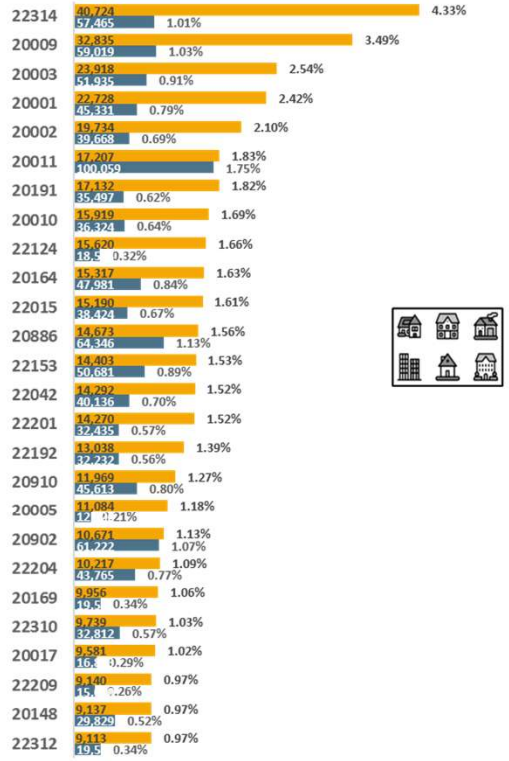
807,451 or 85.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 58. minutes per day driving an average of 33.8 miles each day and are 163.5% more likely to use Constitution Avenue than the Metro average.

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

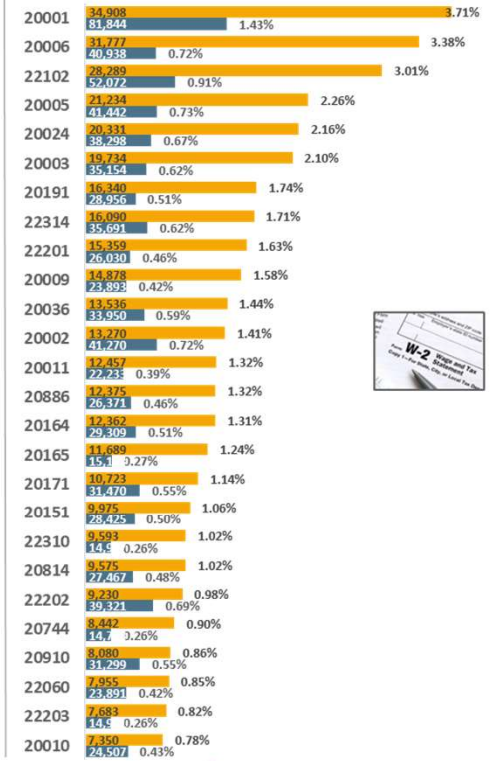


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

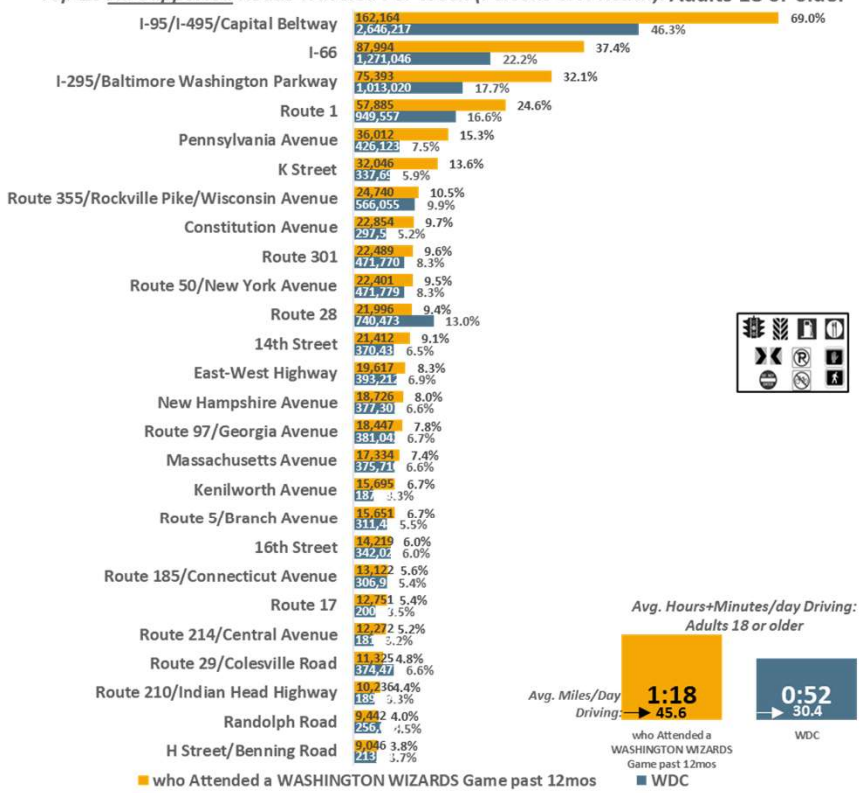
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Events attended/places visited past 12 months: Washington Nationals baseball game

WDC

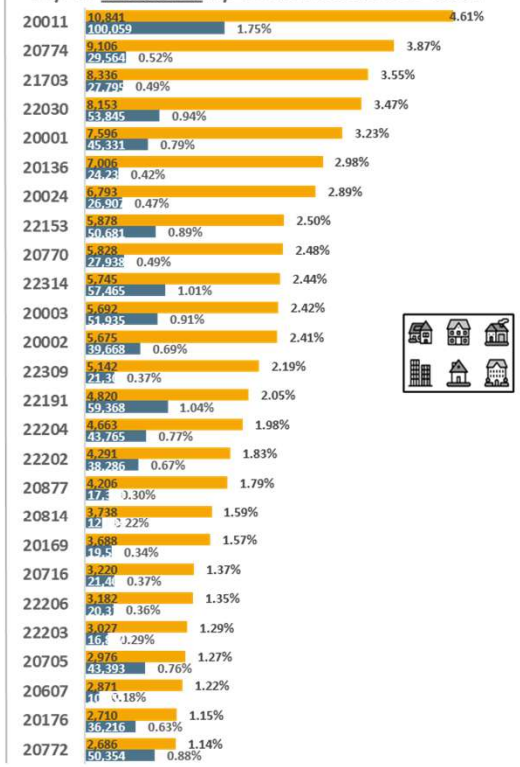
187,128 or 79.6% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 78.3 minutes per day driving an average of 45.6 miles each day and are 130.7% more likely to use K Street than the Metro average.

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

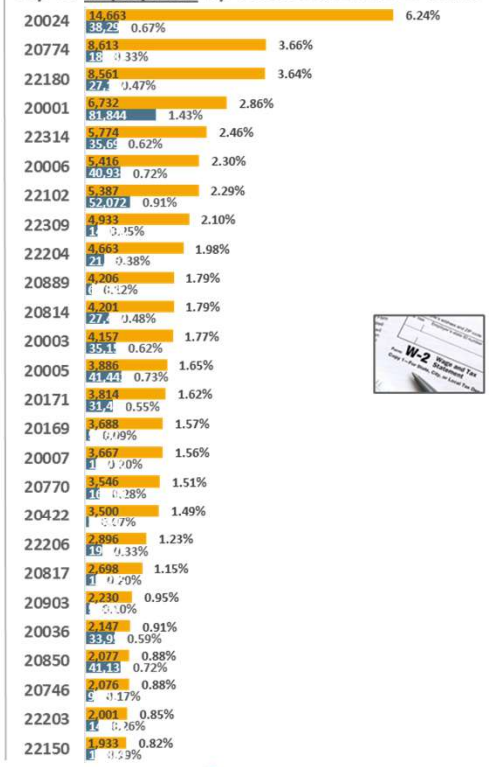


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



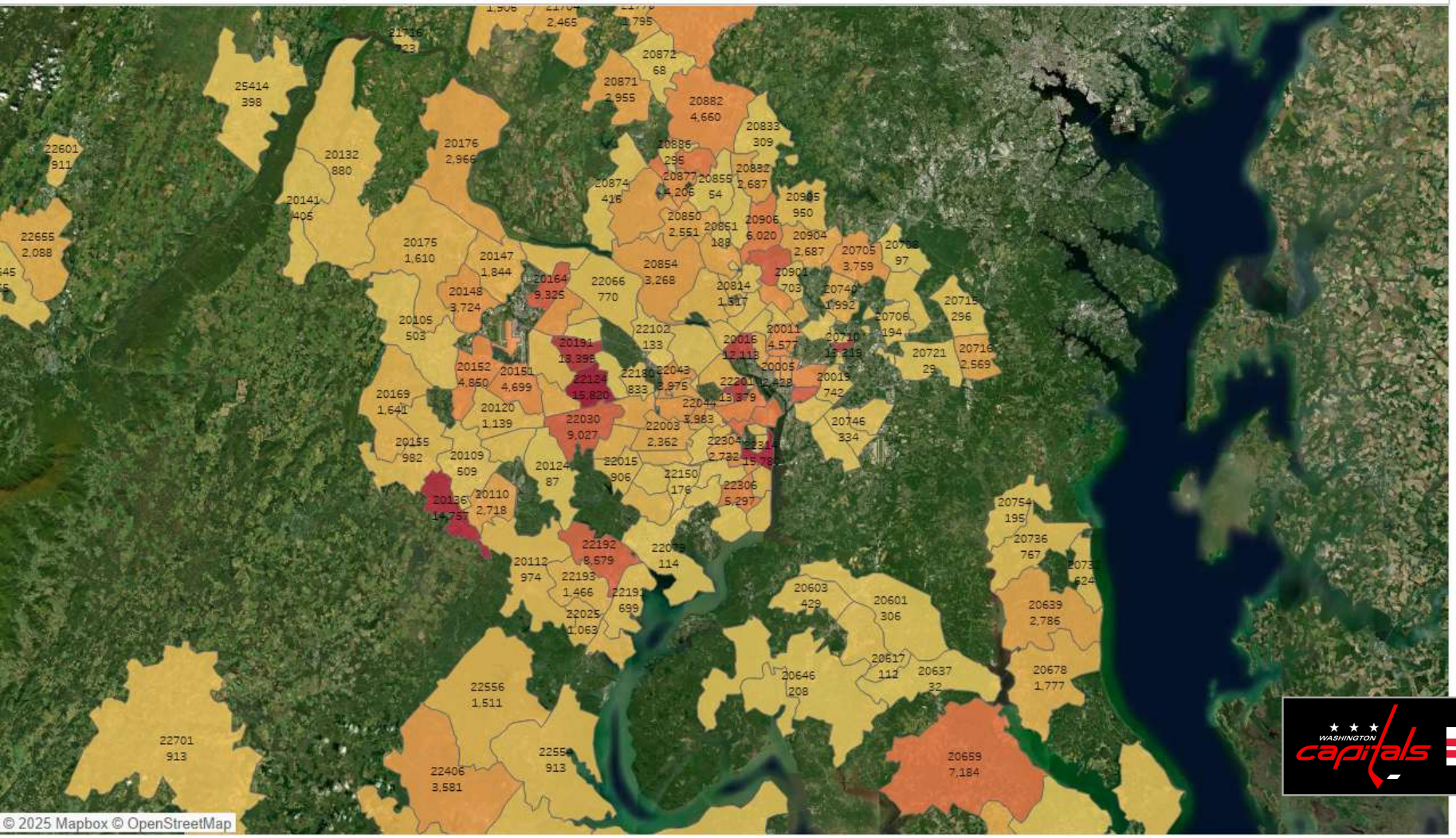
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

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Events attended/places visited past 12 months: Washington Wizards basketball game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos)



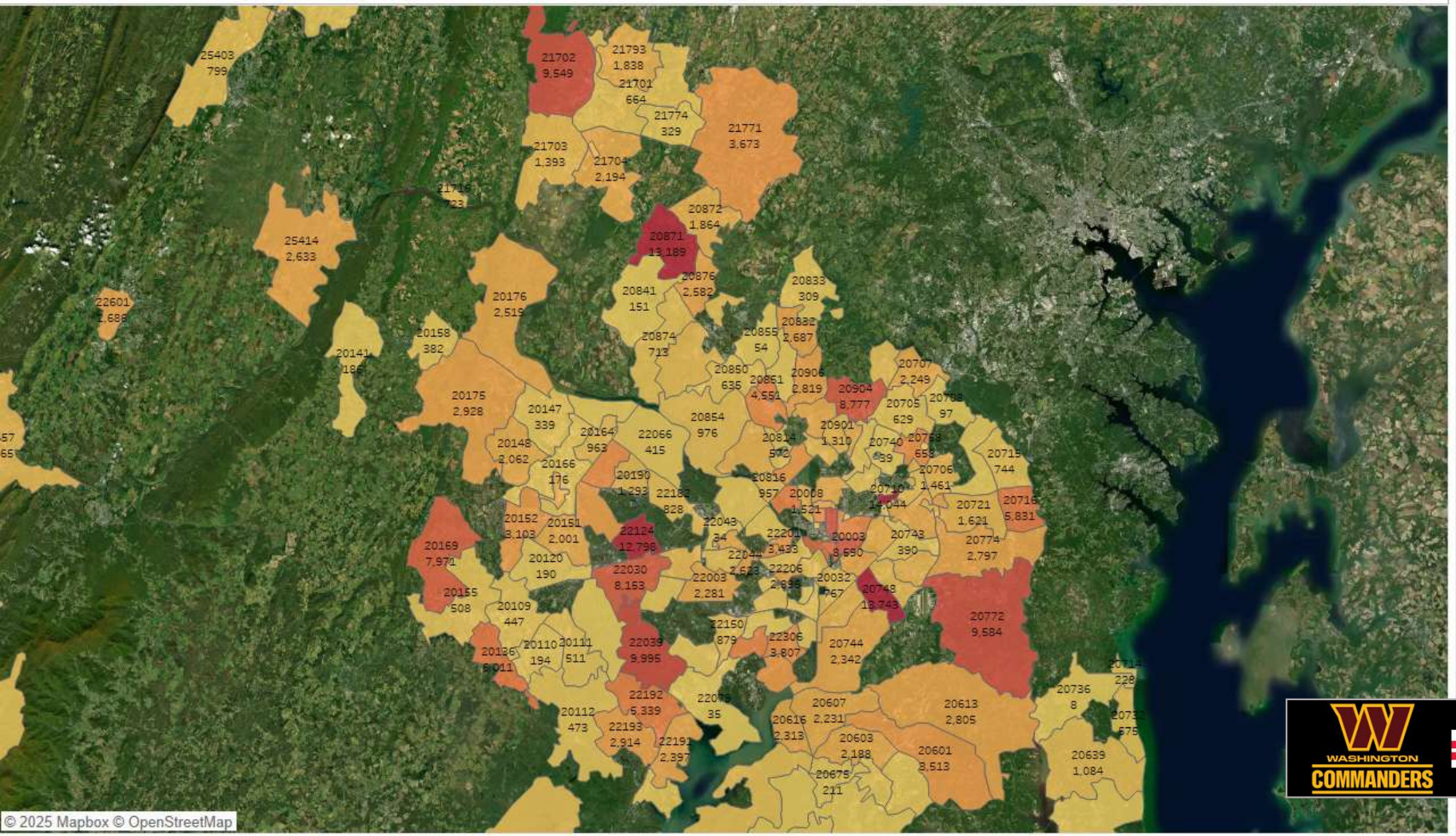
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

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Events attended/places visited past 12 months: Washington Capitals hockey game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos)



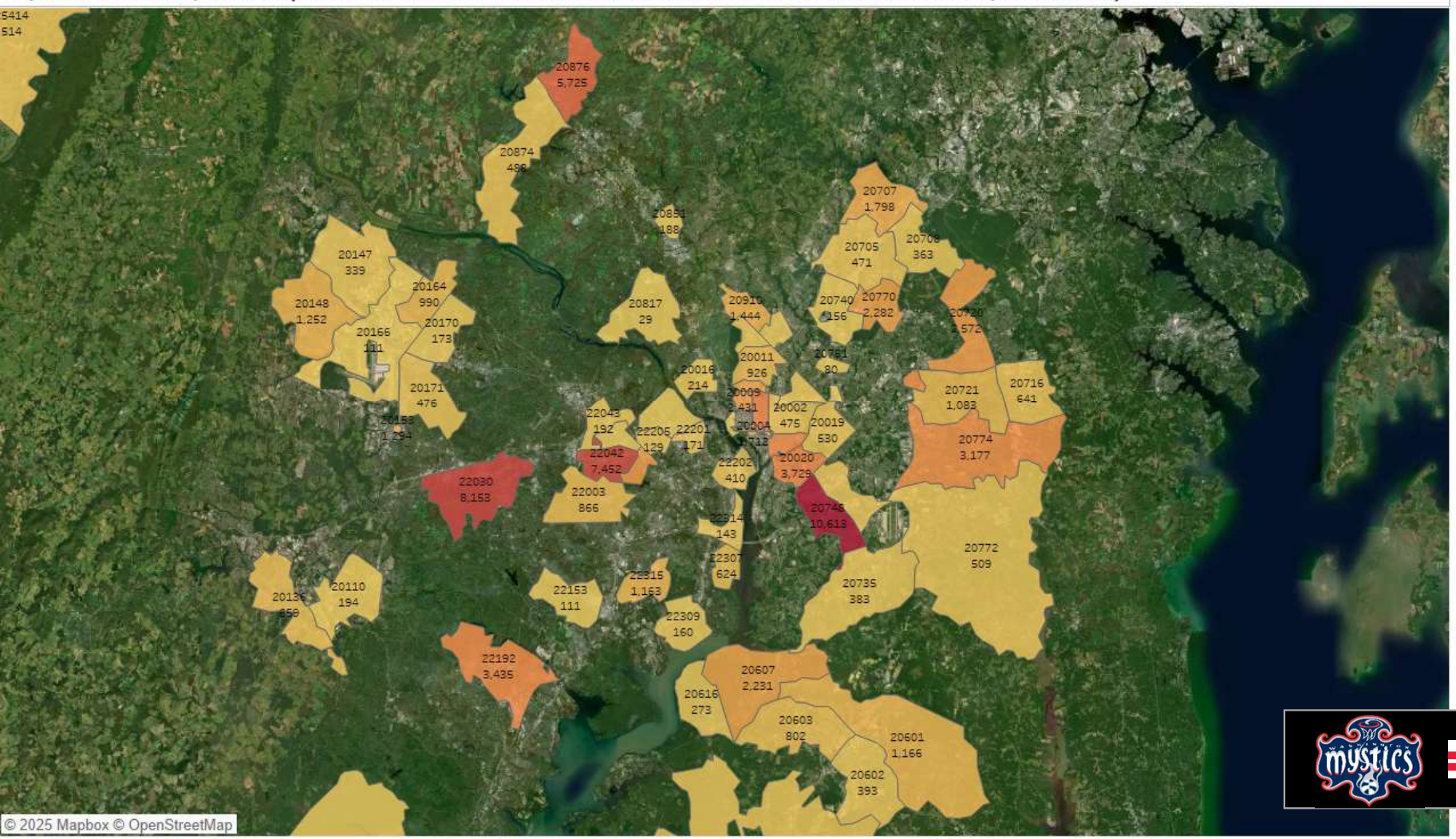
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

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Events attended/places visited past 12 months: Washington Commanders football game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos)



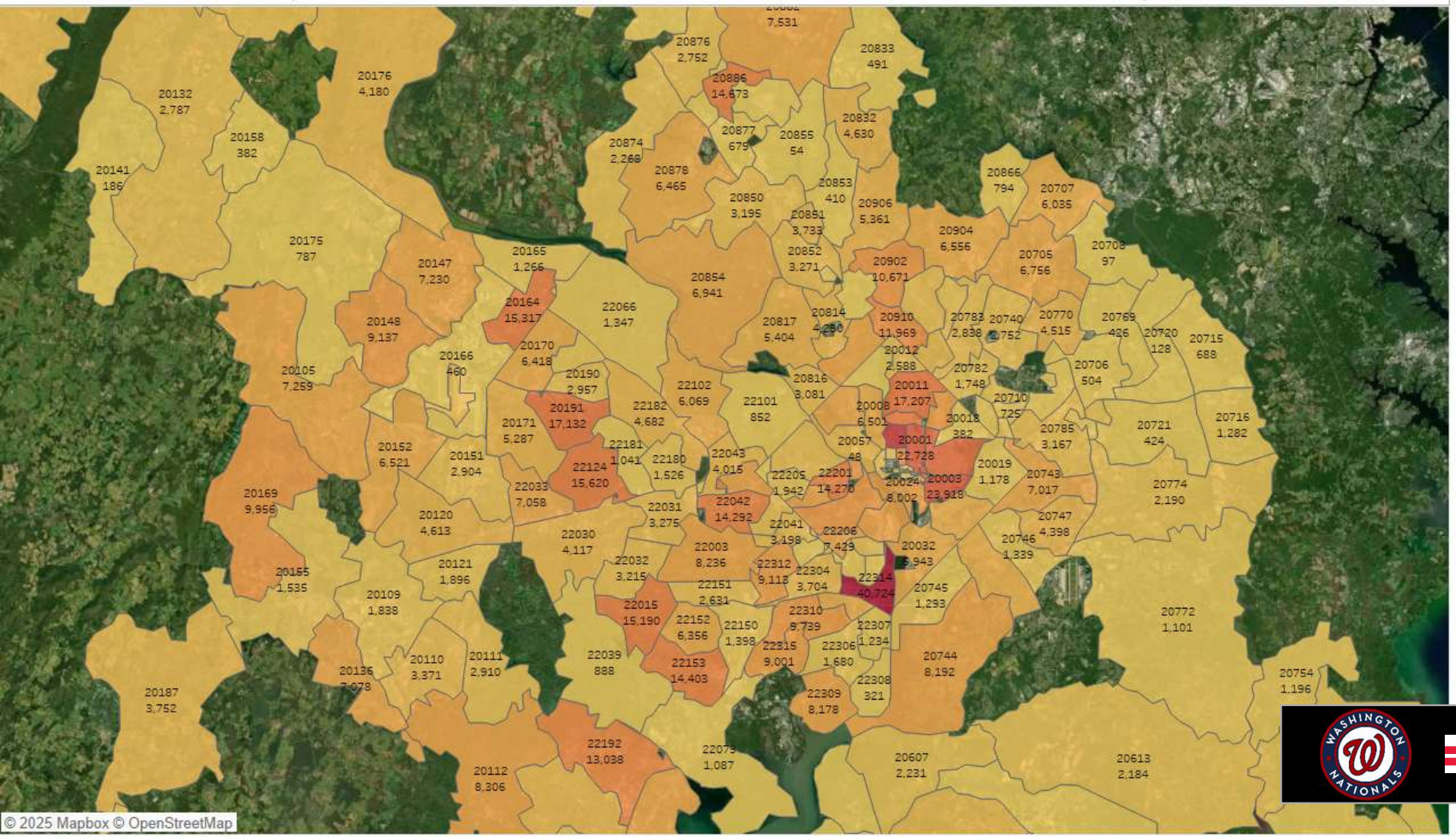
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

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Events attended/places visited past 12 months: Washington Mystics women's basketball game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos)



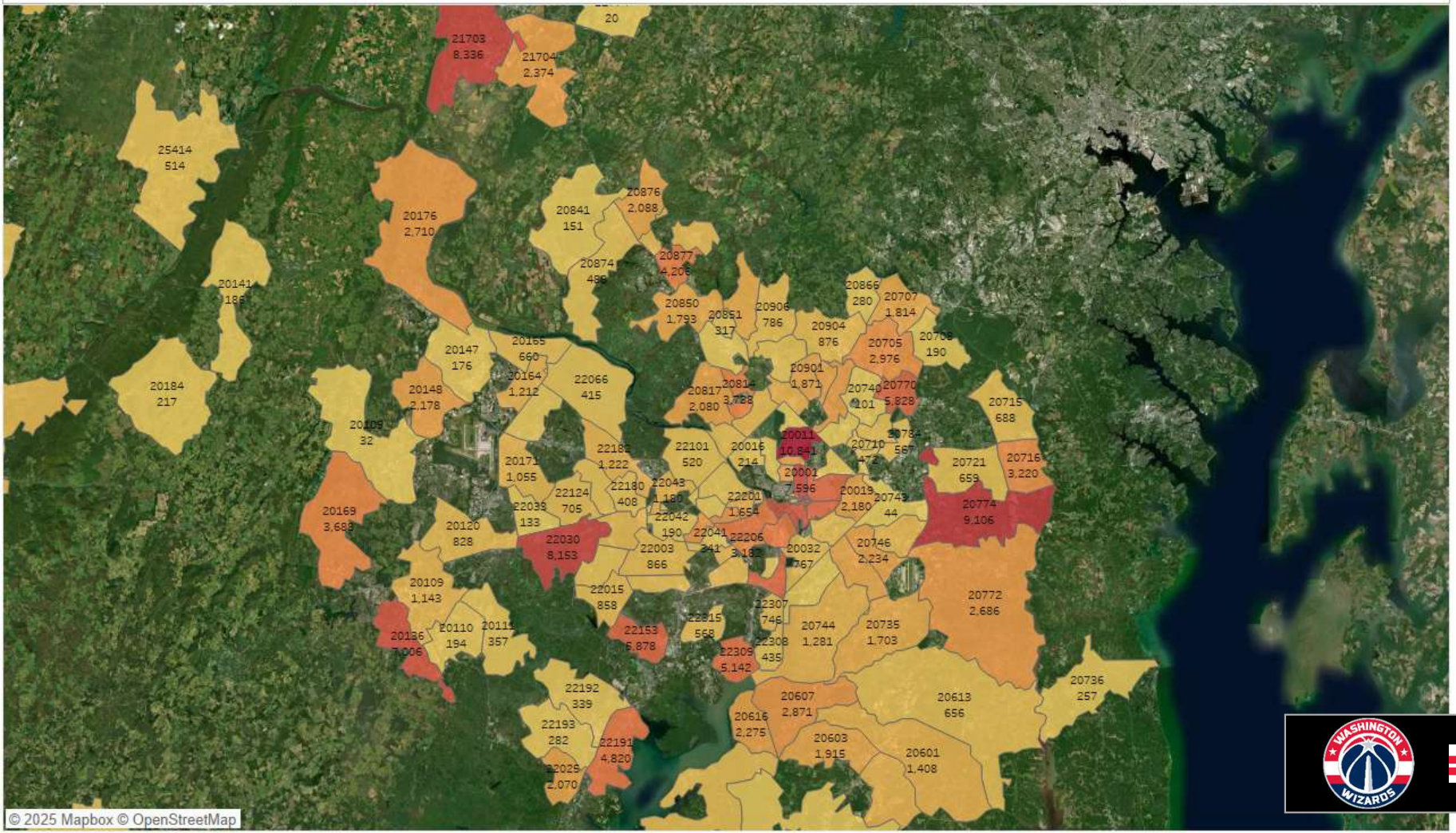
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

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Events attended/places visited past 12 months: Washington Nationals baseball game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos)



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

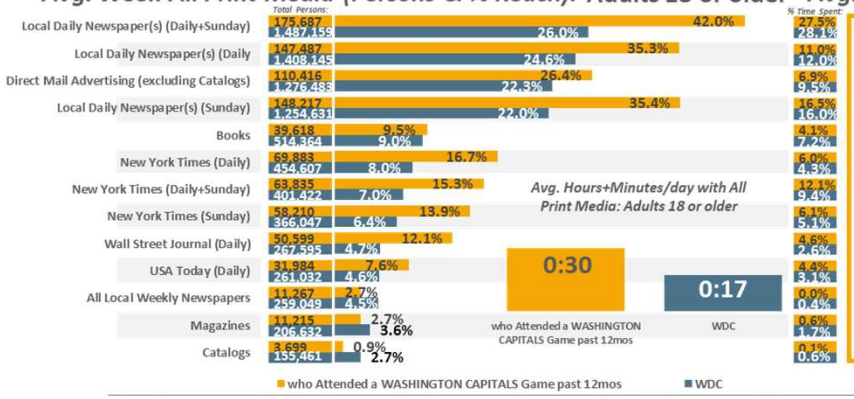
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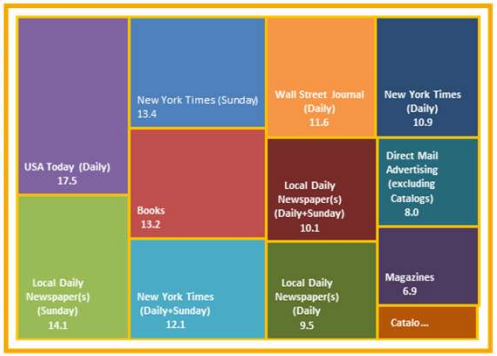
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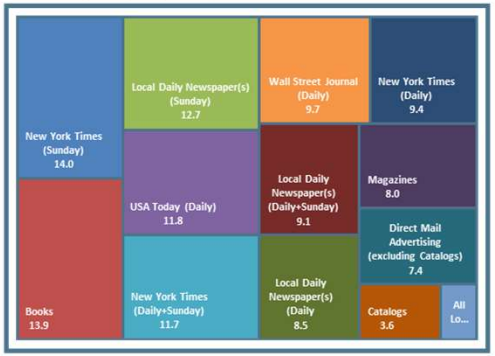
Events attended/places visited past 12 months: Washington Wizards basketball game

175,687 or 42.% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

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



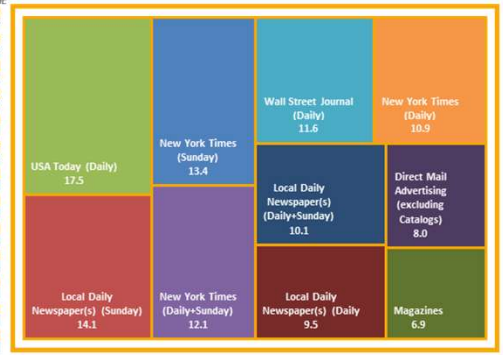


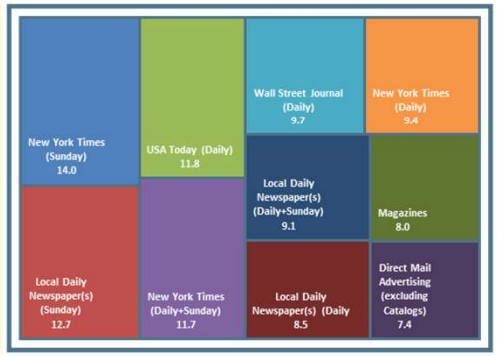


■ who Attended a WASHINGTON CAPITALS Game past 12mos ■ WDC

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







■ who Attended a WASHINGTON CAPITALS Game past 12mos ■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 481

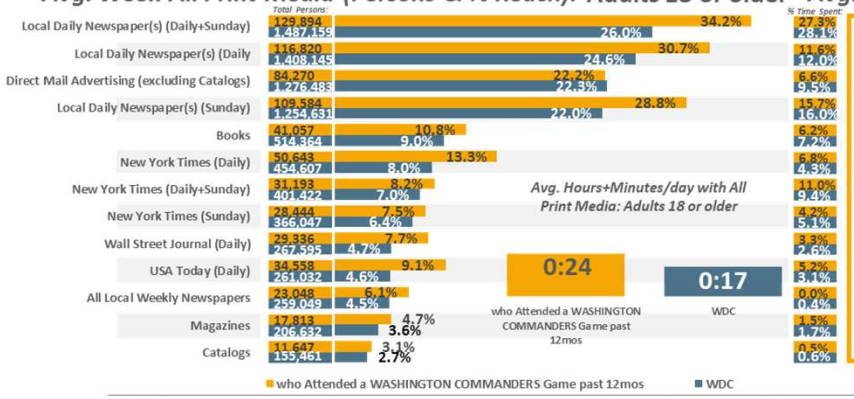
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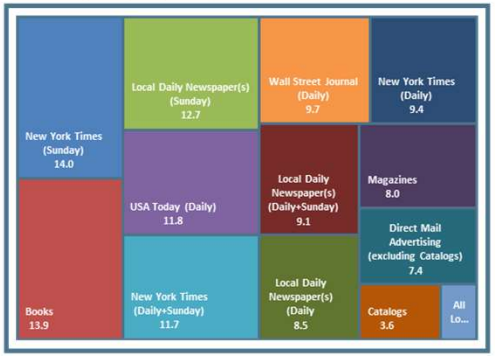
Events attended/places visited past 12 months: Washington Capitals hockey game

129,894 or 34.2% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

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

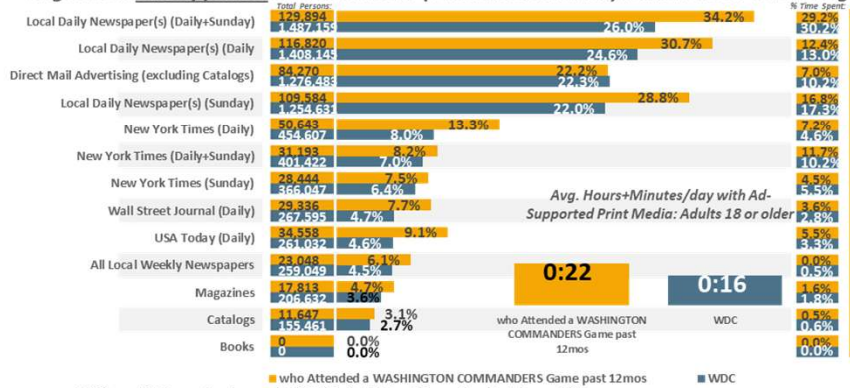


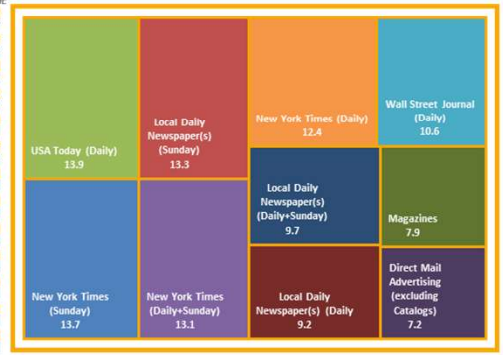


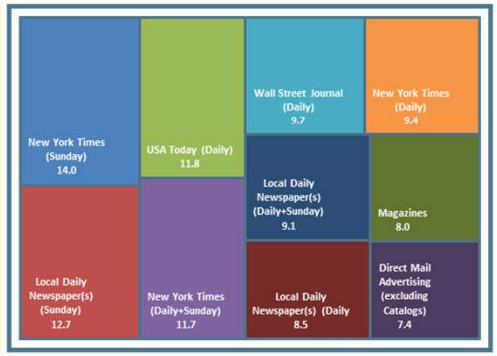


who Attended a WASHINGTON COMMANDERS Game past 12mos ■ WDC

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







who Attended a WASHINGTON COMMANDERS Game past 12mos ■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 381

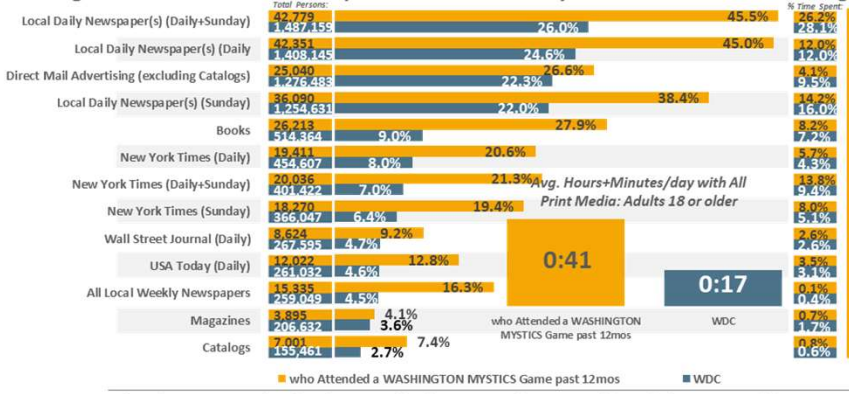
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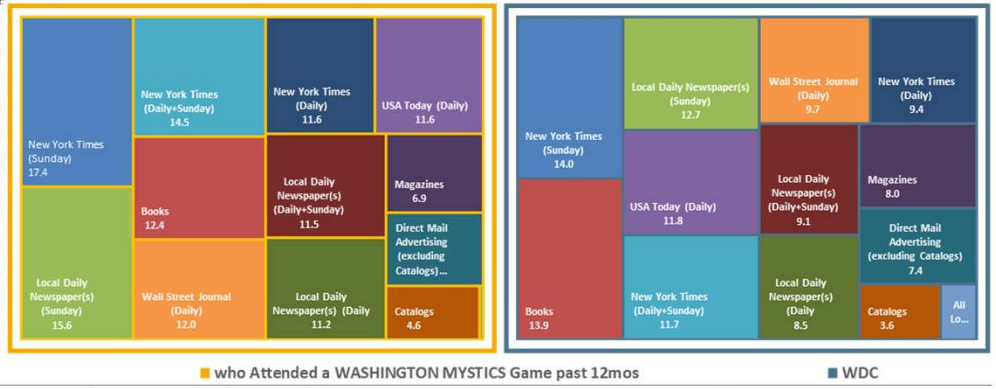
Events attended/places visited past 12 months: Washington Commanders football game

42,779 or 45.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

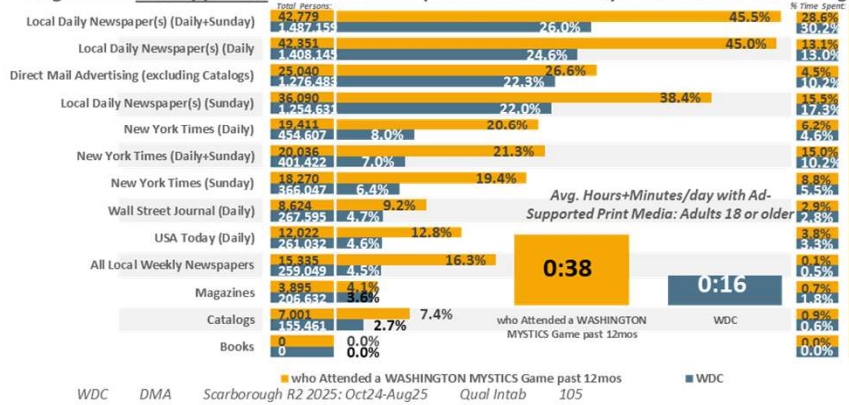
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



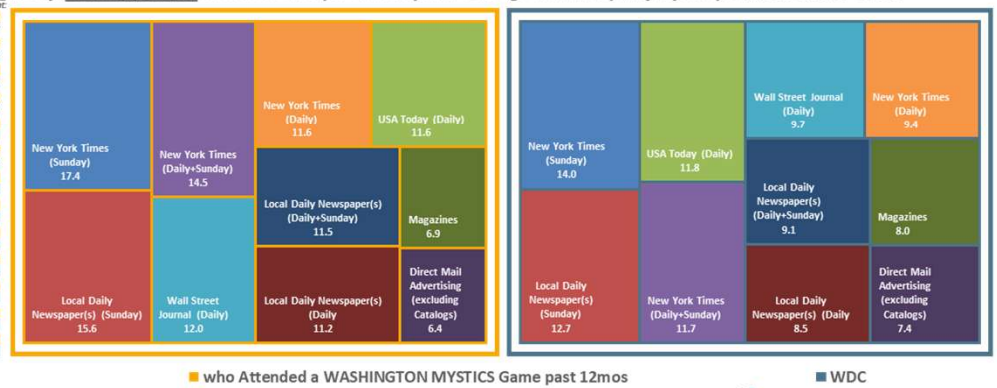
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 105

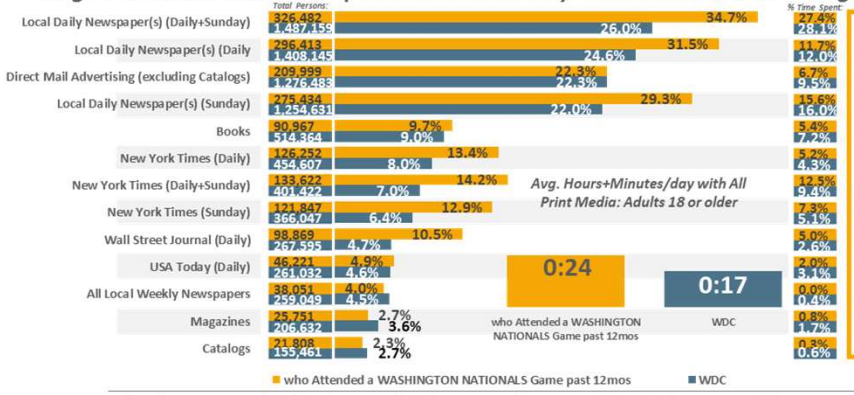
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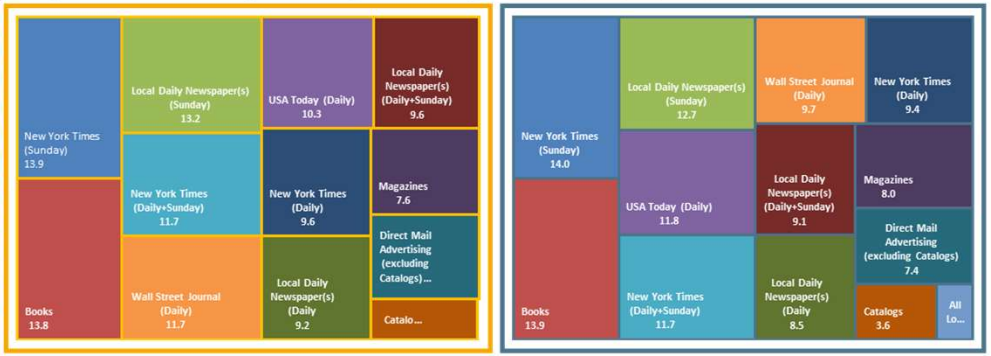
Events attended/places visited past 12 months: Washington Mystics women's basketball game

326,482 or 34.7% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

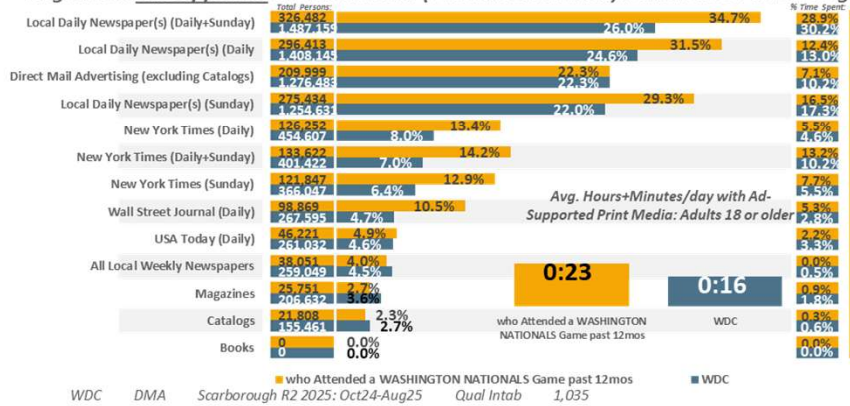
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



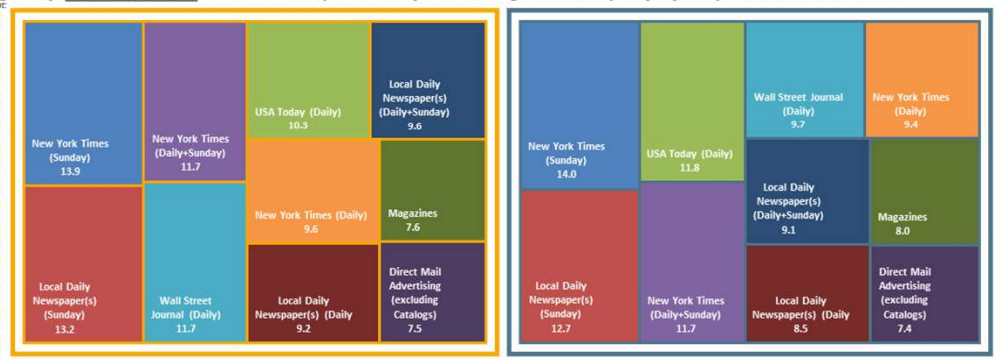
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,035

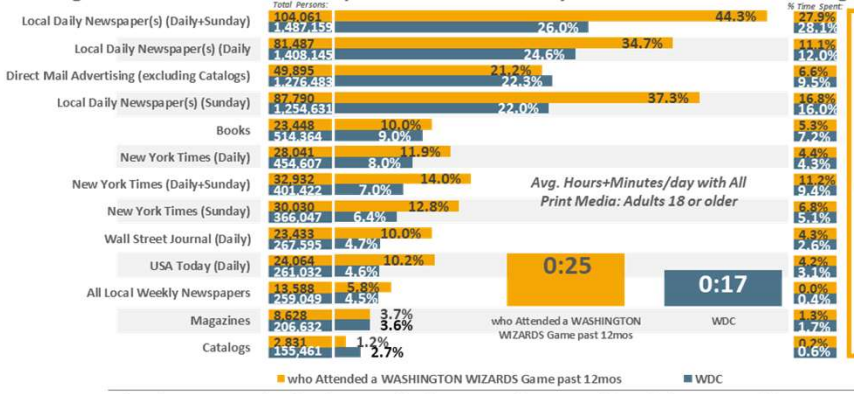
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Events attended/places visited past 12 months: Washington Nationals baseball game

104,061 or 44.3% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

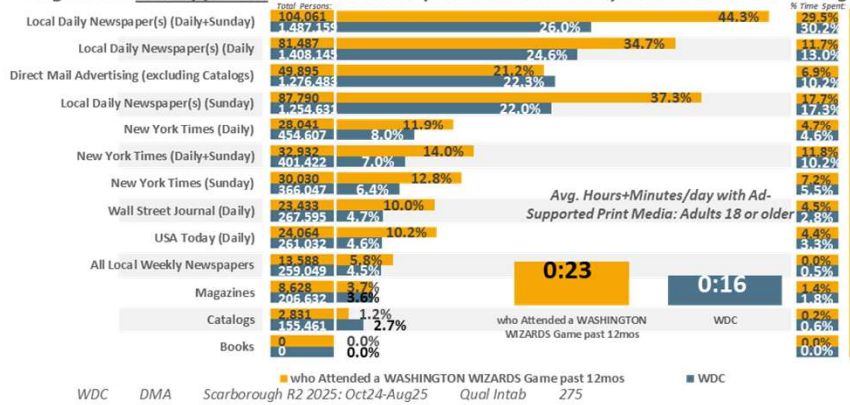
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 275

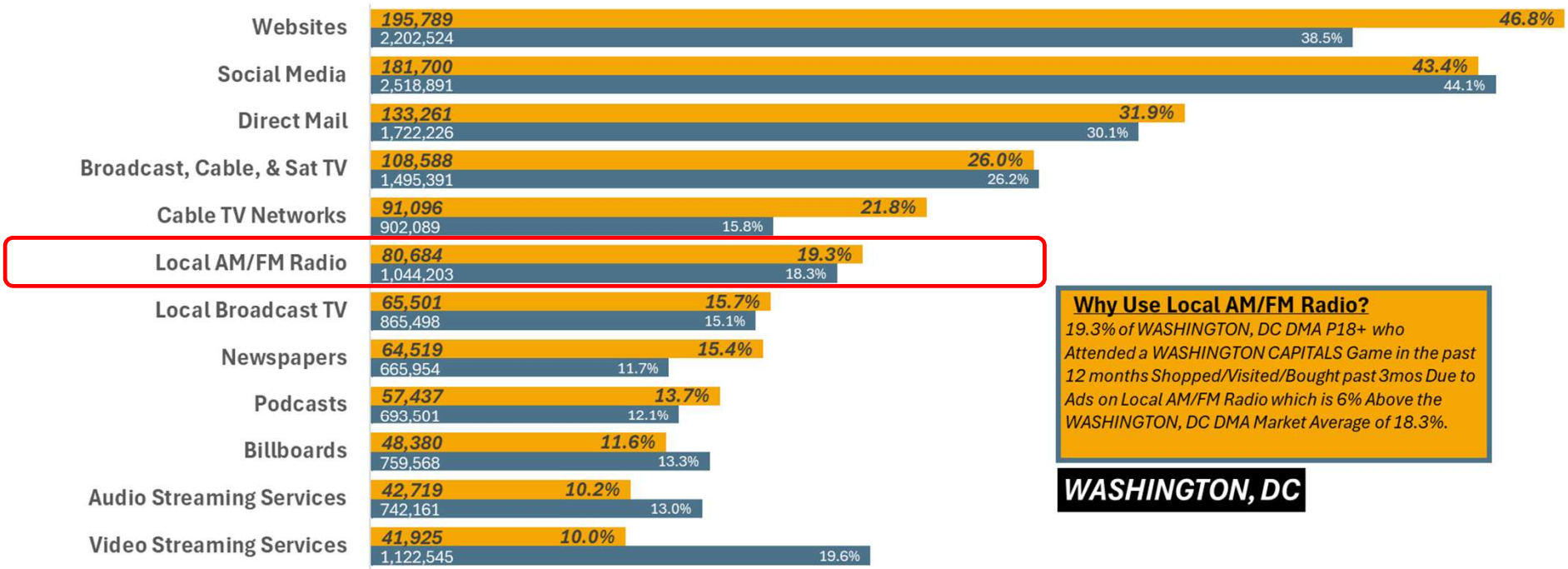
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Events attended/places visited past 12 months: Washington Wizards basketball game

"Advertising Actions"

P18+ who Attended a WASHINGTON CAPITALS Game in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.3% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON CAPITALS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 481

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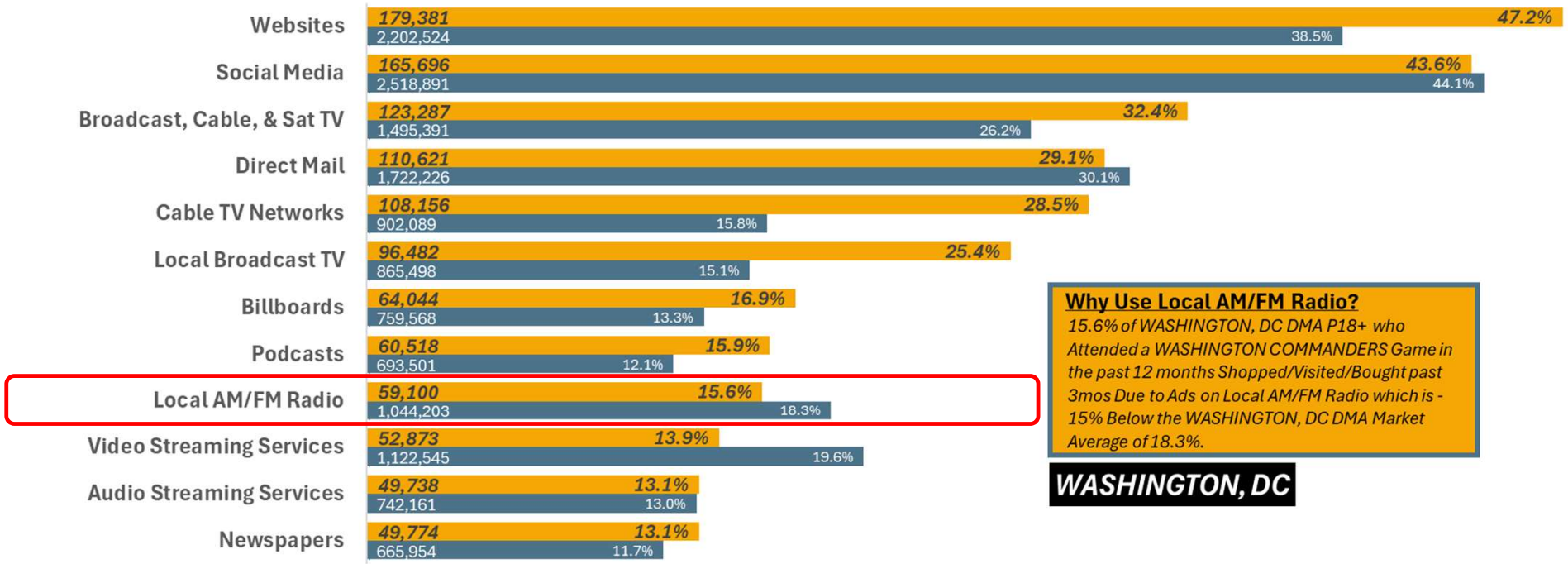
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Events attended/places visited past 12 months: Washington Capitals hockey game

WDC

"Advertising Actions"

P18+ who Attended a WASHINGTON COMMANDERS Game in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.6% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON COMMANDERS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 381

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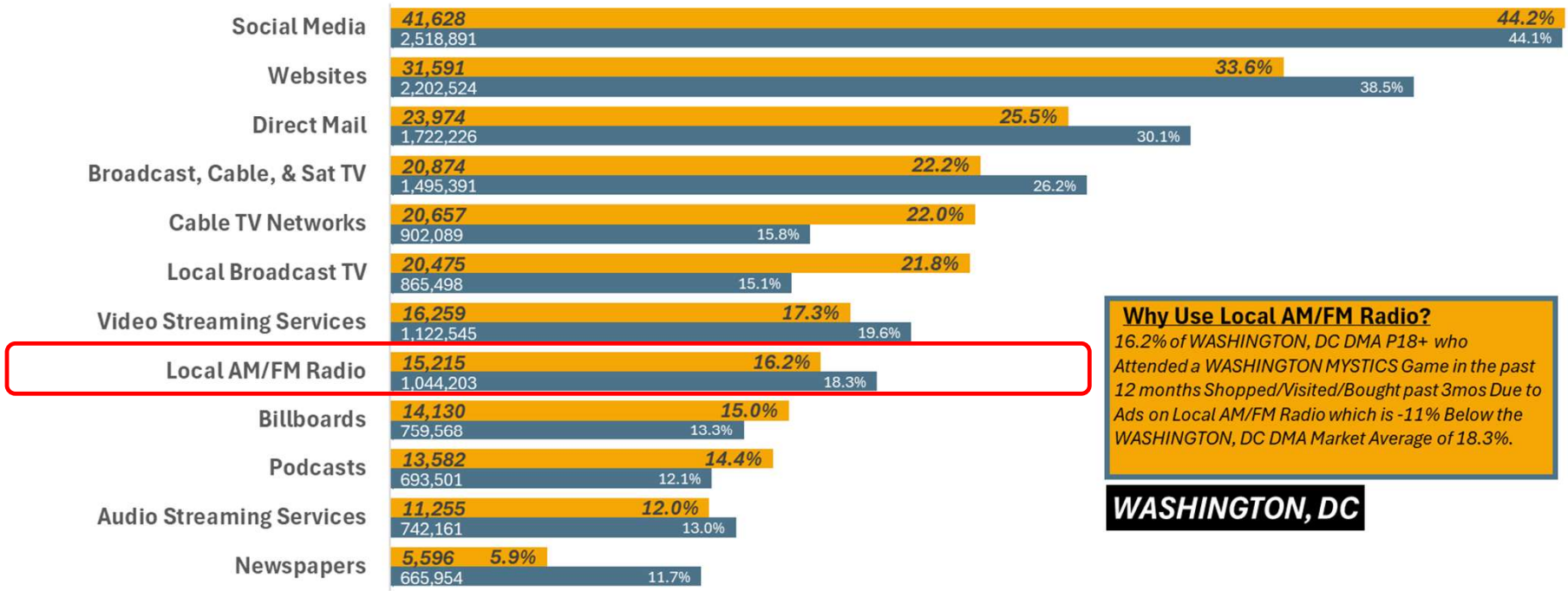
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Events attended/places visited past 12 months: Washington Commanders football game

WDC

"Advertising Actions"

P18+ who Attended a WASHINGTON MYSTICS Game in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.2% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON MYSTICS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 105

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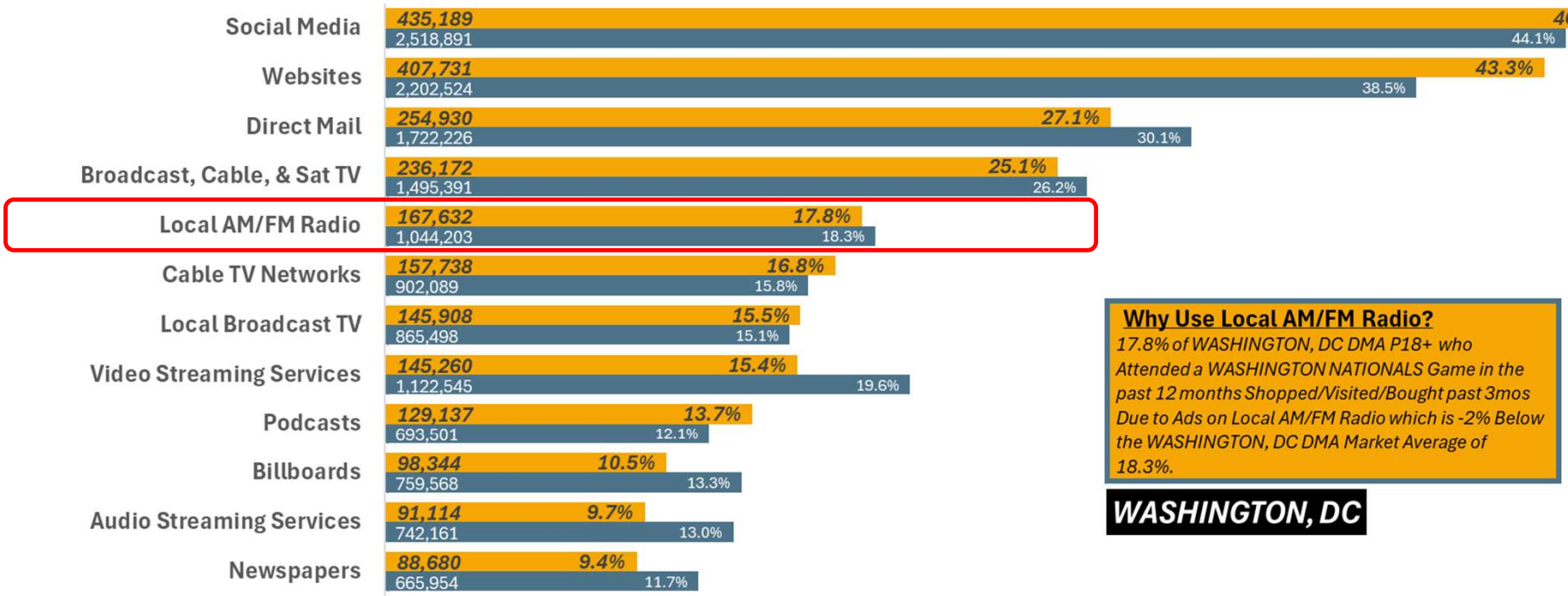
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

WDC

"Advertising Actions"

P18+ who Attended a WASHINGTON NATIONALS Game in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.8% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON NATIONALS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 1035

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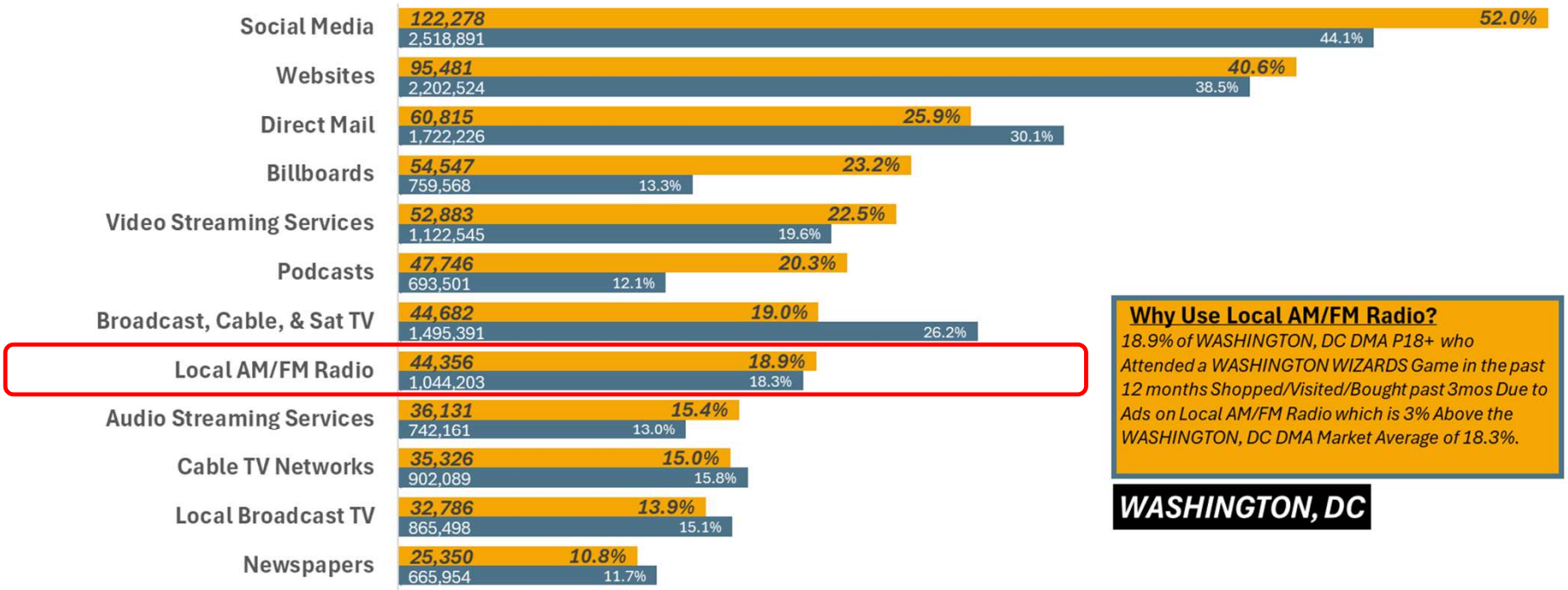
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Events attended/places visited past 12 months: Washington Nationals baseball game

WDC

"Advertising Actions"

P18+ who Attended a WASHINGTON WIZARDS Game in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.9% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON WIZARDS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 275

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Events attended/places visited past 12 months: Washington Wizards basketball game