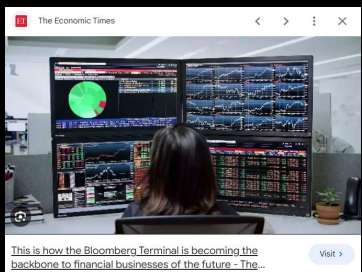


USA+4 DMAs – P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months as of March 31, 2026.**



Vanguard BlackRock

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

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers





6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 46.7 years old
 (4.3% younger than average) and have a \$123,615 (26.2% higher than average) annual household income.

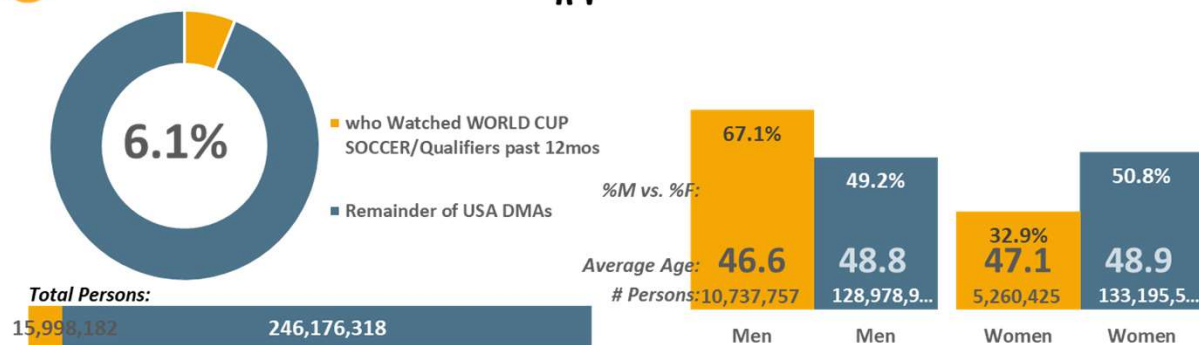


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

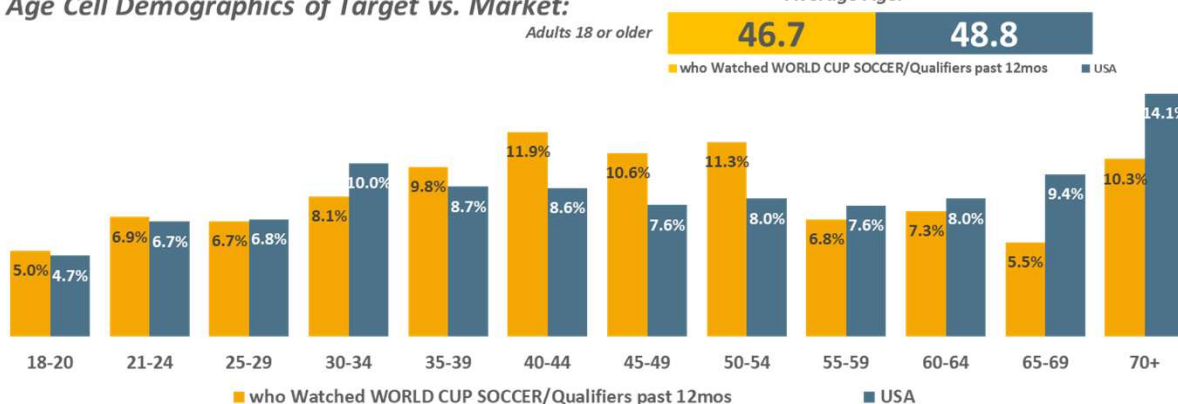
Ethnicity of Target vs. Market:



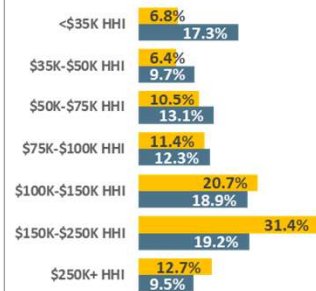
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$123,615 (Target) vs \$97,970 (Market)

USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



6.2% or 476,389 of CHI DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 45.6 years old
 (5.7% younger than average) and have a \$140,754 (25.1% higher than average) annual household income.

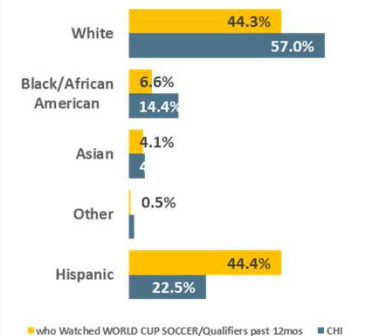
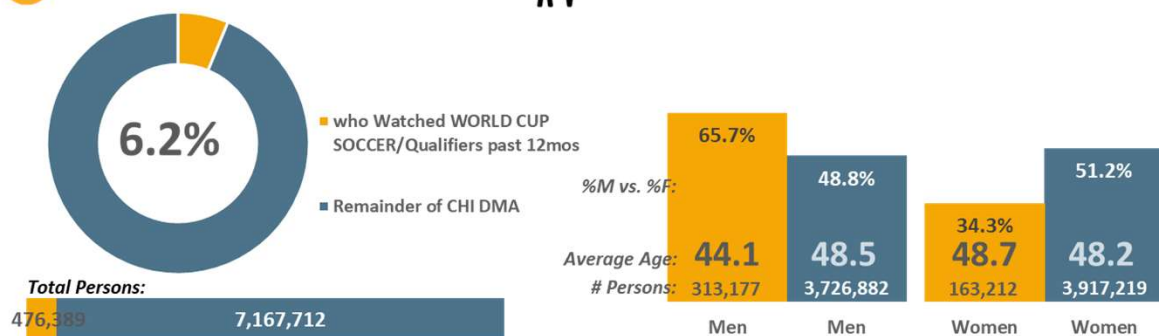


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

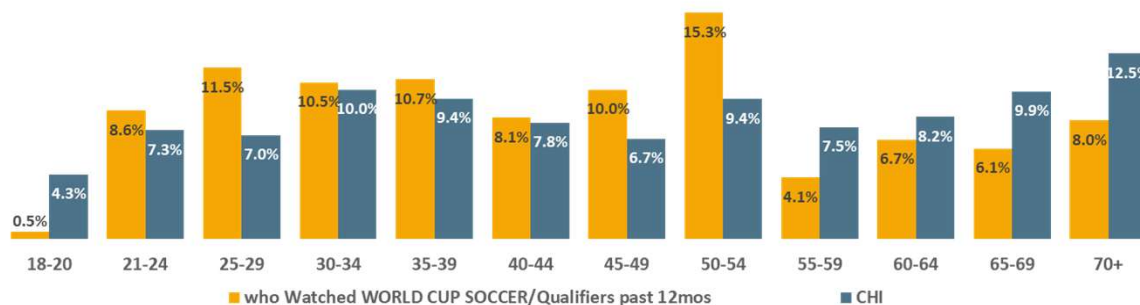


Age Cell Demographics of Target vs. Market:

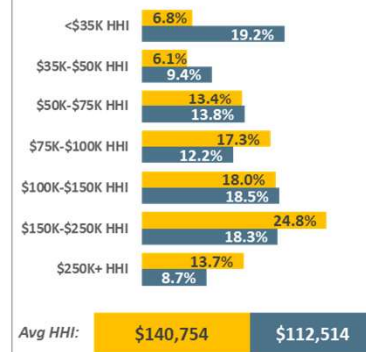
Average Age:

Adults 18 or older

45.6 (Target) vs 48.4 (Market)



HHI of Target vs. Market:





7.8% or 443,848 of WDC DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 46.1 years old
 (3.9% younger than average) and have a \$167,691 (22.4% higher than average) annual household income.

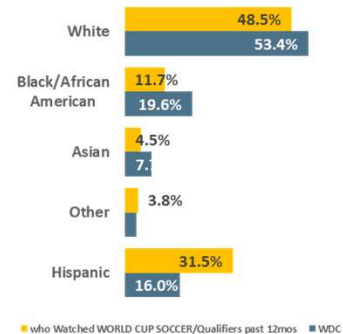
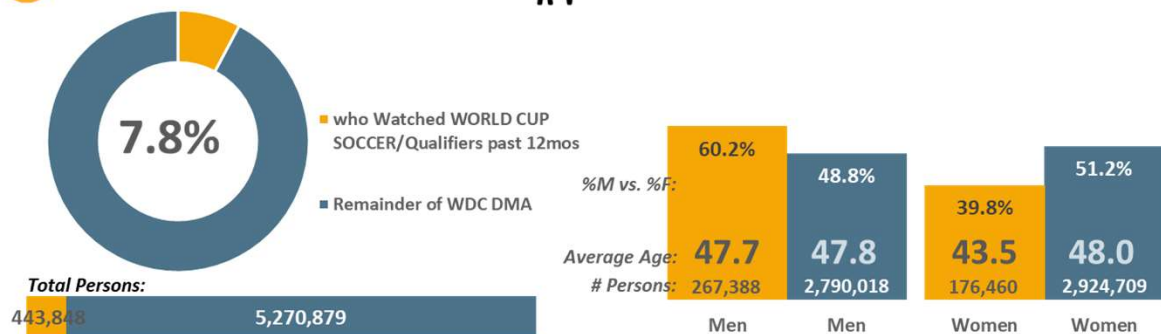


Percent of Market: Adults 18 or older



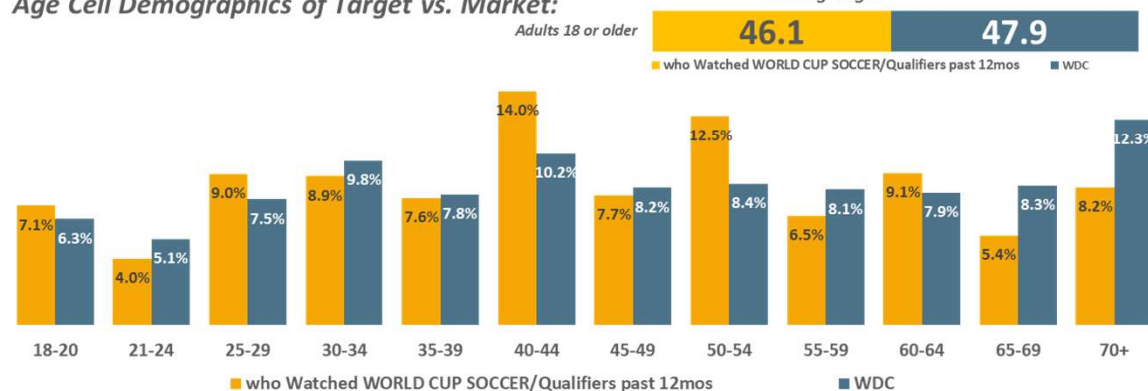
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

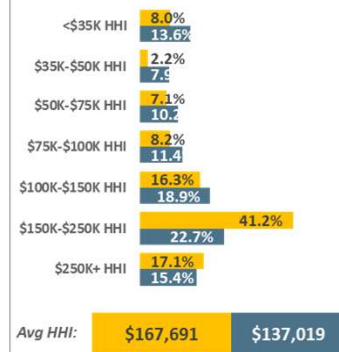


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





5.8% or 264,474 of SEA DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 49.4 years old
(2.4% older than average) and have a \$156,350 (21.5% higher than average) annual household income.

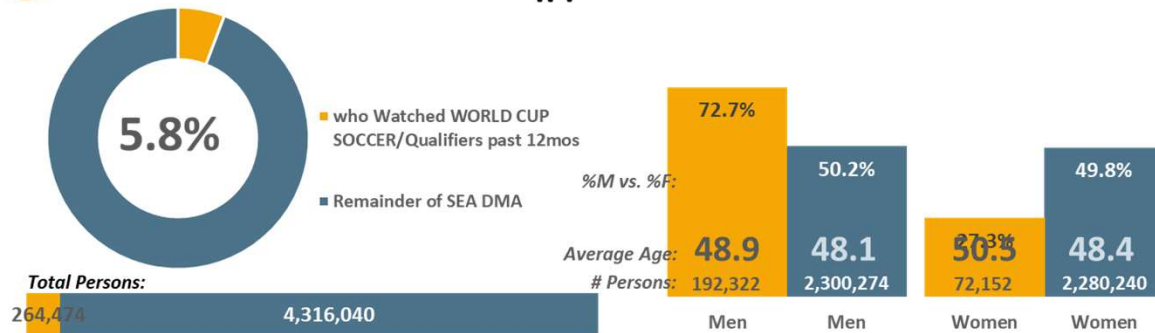


Percent of Market: Adults 18 or older

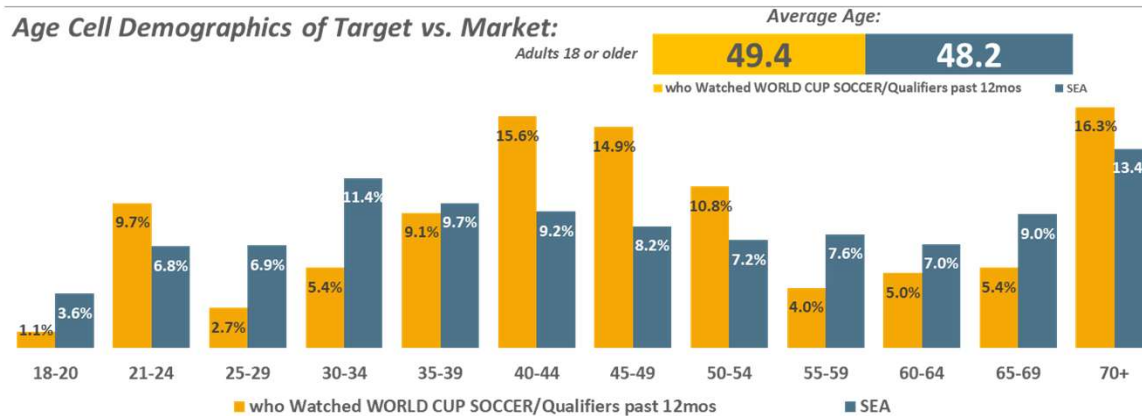


Gender of Target vs. Market: Adults 18 or older

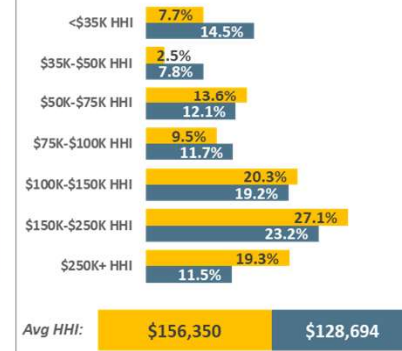
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



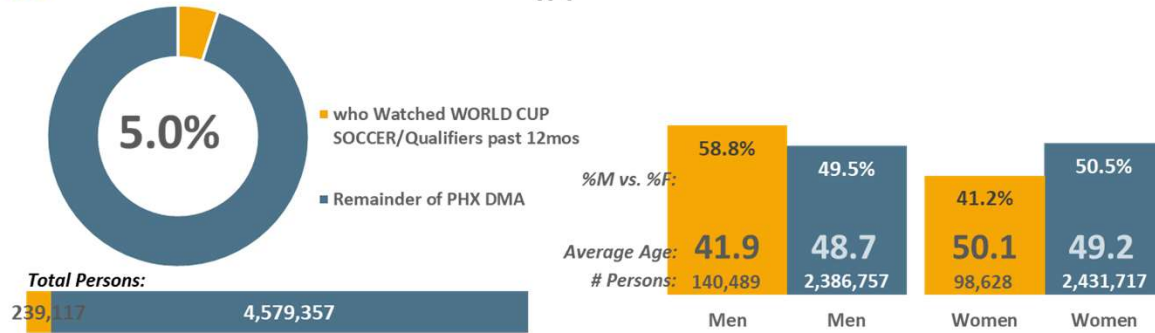
HHI of Target vs. Market:



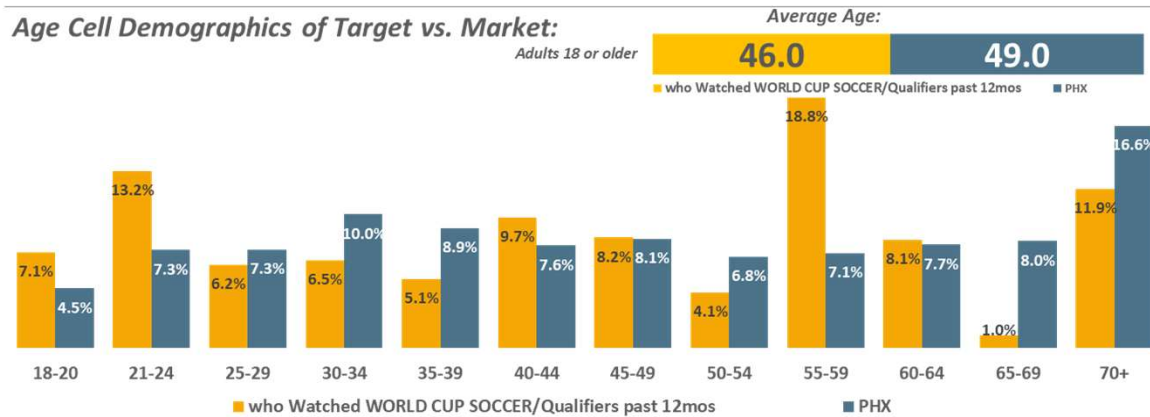


5.0% or 239,117 of PHX DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 46. years old (6.% younger than average) and have a \$120,313 (12.4% higher than average) annual household income.

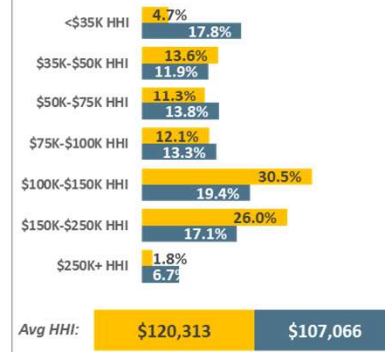
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

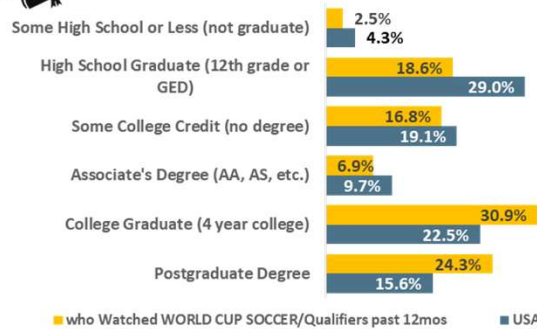




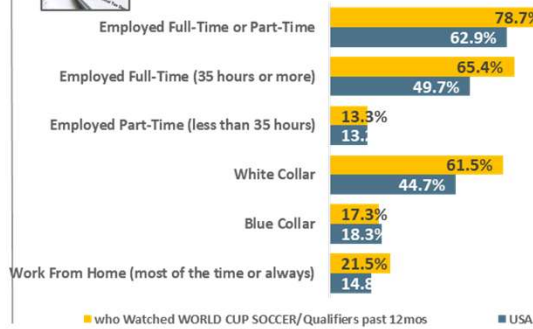
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 45.2% more likely to be a college graduate, 31.6% more likely to work full-time, 25.2% more likely to be married, 18.9% more likely to be a parent of 1 or more children under 18.



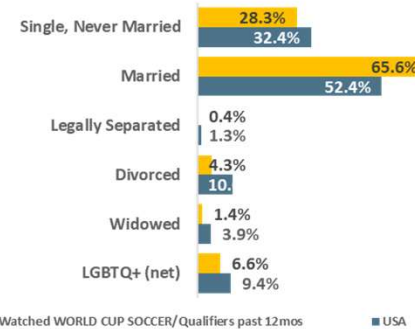
Education Levels: Adults 18 or older



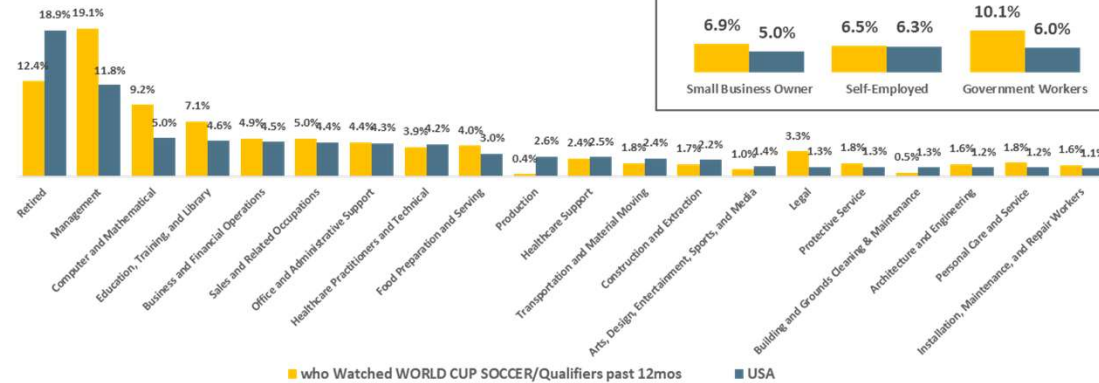
Employment: Adults 18 or older



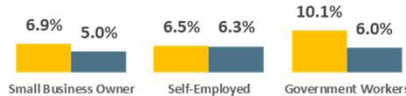
Marital Status: Adults 18 or older



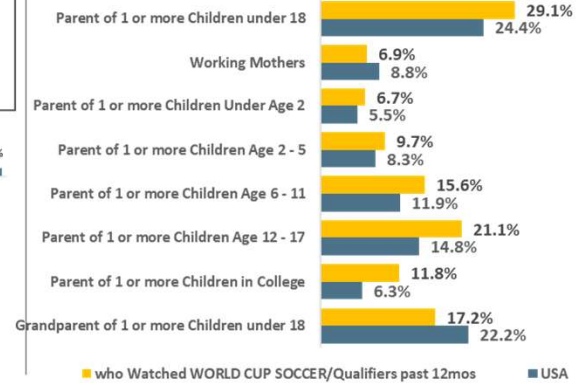
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

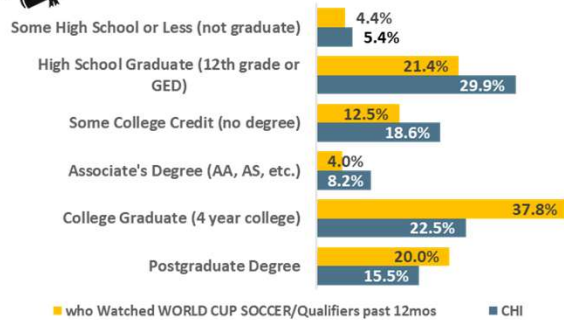
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



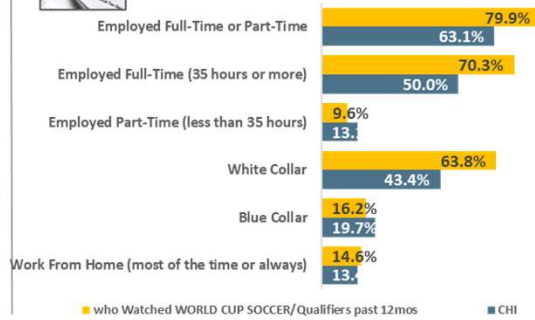
6.2% or 476,389 of CHI DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 52.4% more likely to be a college graduate, 40.7% more likely to work full-time, 17.1% more likely to be married, 3.% less likely to be a parent of 1 or more children under 18.



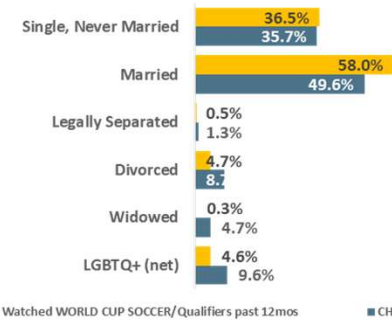
Education Levels: Adults 18 or older



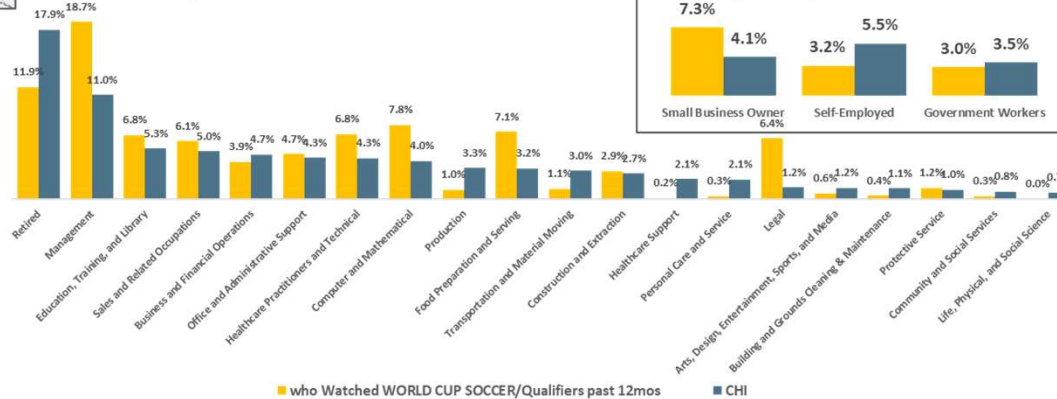
Employment: Adults 18 or older



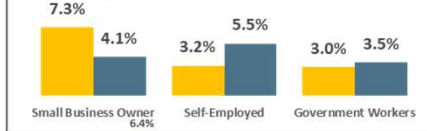
Marital Status: Adults 18 or older



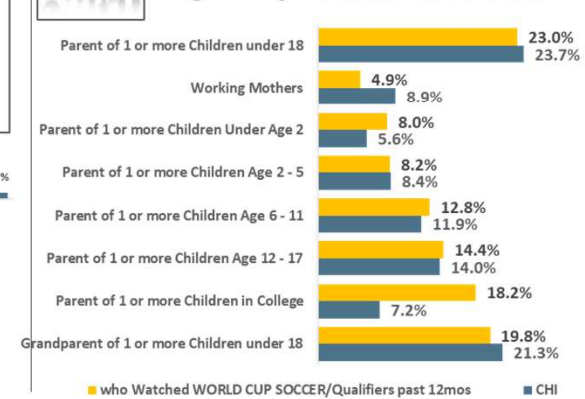
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

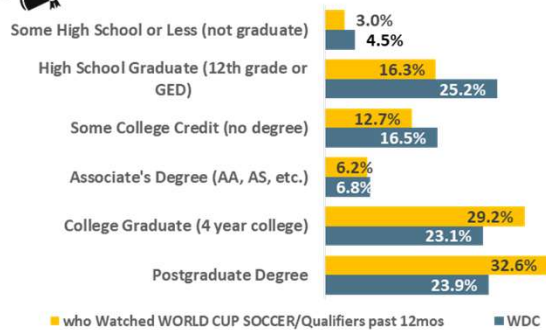




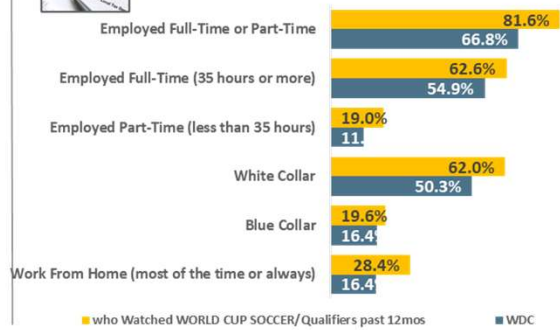
7.8% or 443,848 of WDC DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 31.5% more likely to be a college graduate, 14.% more likely to work full-time, 37.2% more likely to be married, 40.1% more likely to be a parent of 1 or more children under 18.



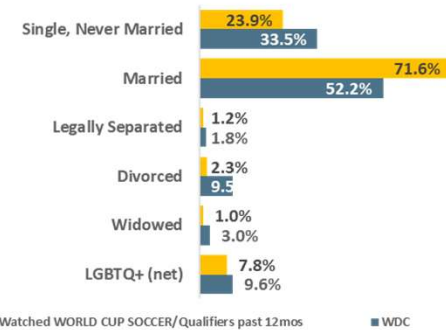
Education Levels: Adults 18 or older



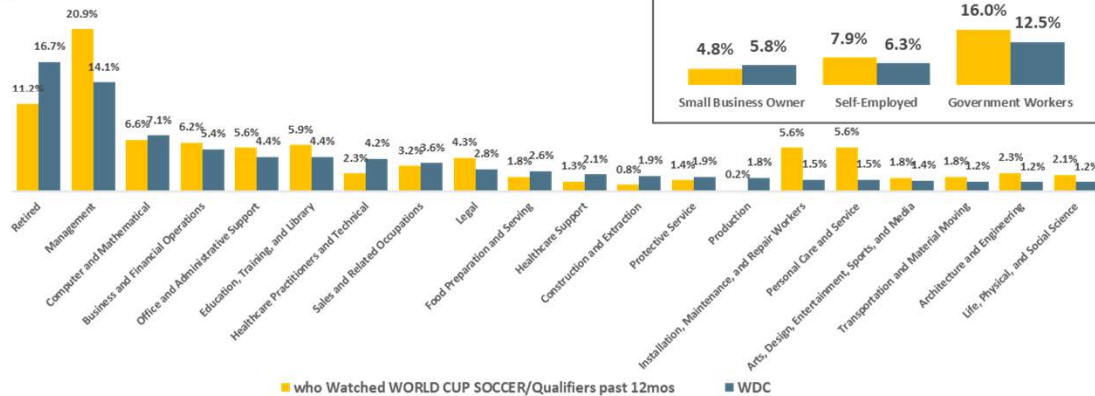
Employment: Adults 18 or older



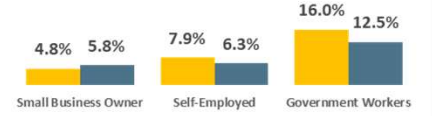
Marital Status: Adults 18 or older



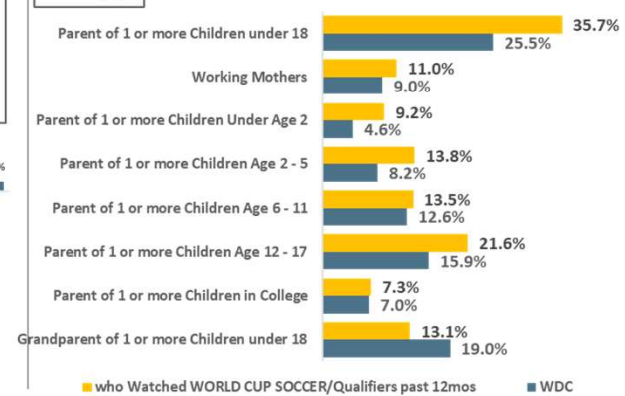
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

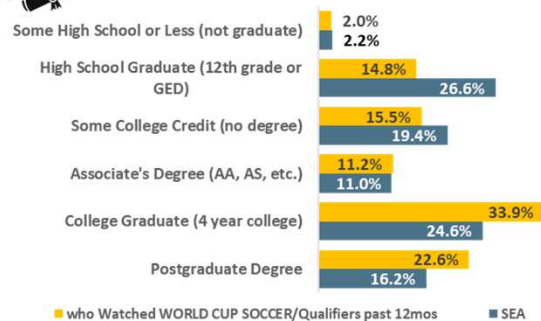




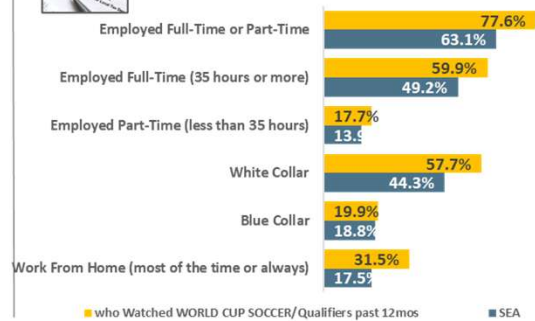
5.8% or 264,474 of SEA DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 38.4% more likely to be a college graduate, 21.8% more likely to work full-time, 32.3% more likely to be married, 16.% more likely to be a parent of 1 or more children under 18.



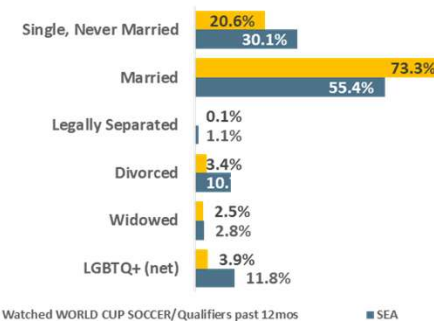
Education Levels: Adults 18 or older



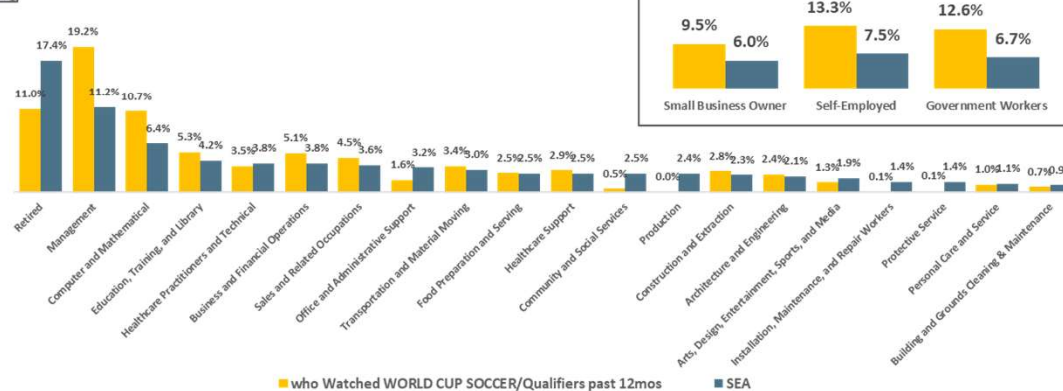
Employment: Adults 18 or older



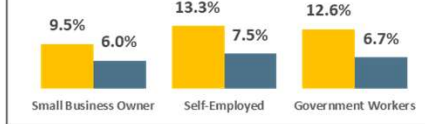
Marital Status: Adults 18 or older



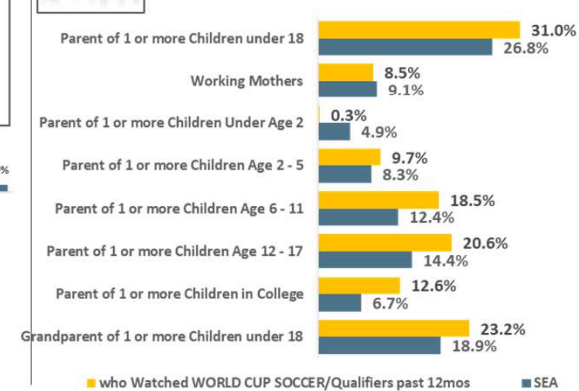
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

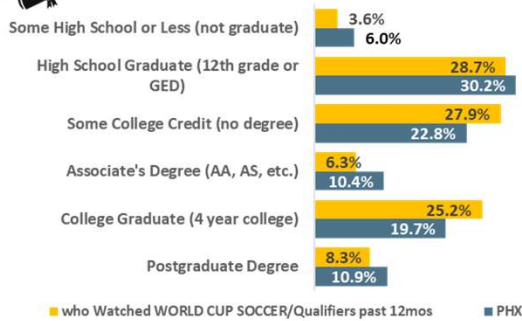




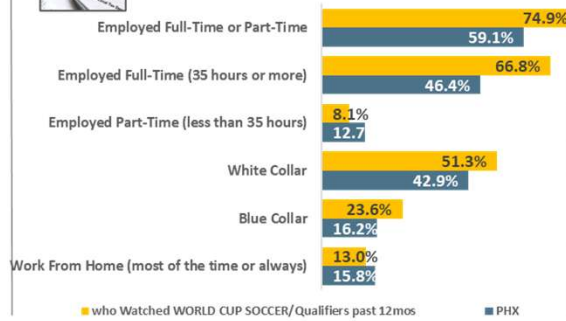
5.5% or 239,117 of PHX DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 9.4% more likely to be a college graduate, 43.9% more likely to work full-time, 11.5% more likely to be married, 17.1% less likely to be a parent of 1 or more children under 18.



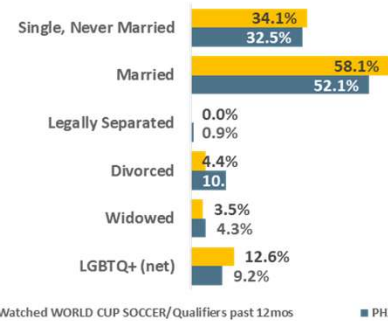
Education Levels: Adults 18 or older



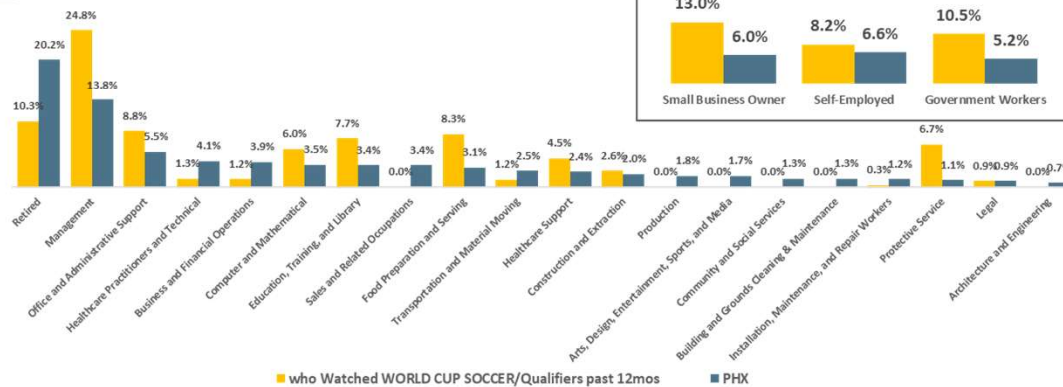
Employment: Adults 18 or older



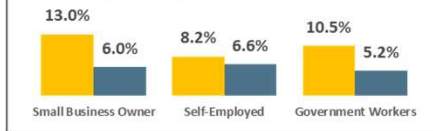
Marital Status: Adults 18 or older



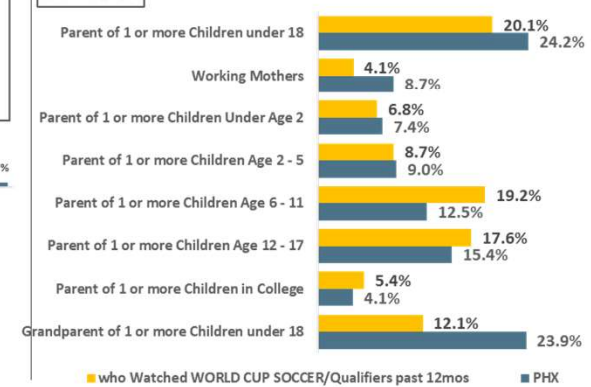
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

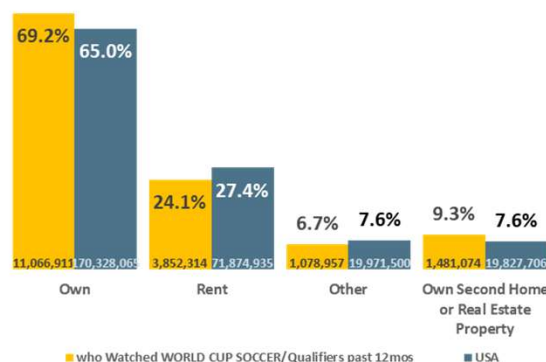




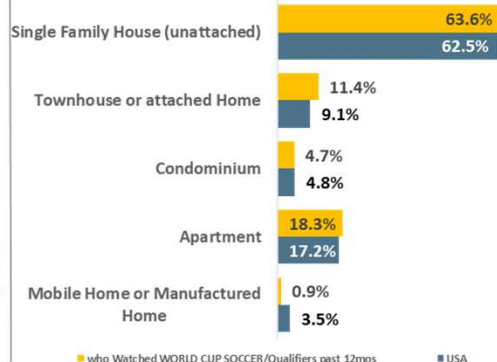
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 6.5% more likely to own their home, 37.5% more likely to own a higher valued home, 1.7% more likely to have a single-family home, 7.4% more likely to have a dog.



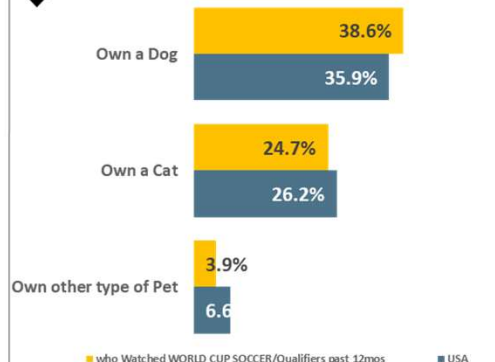
Own/Rent/Other: Adults 18 or older



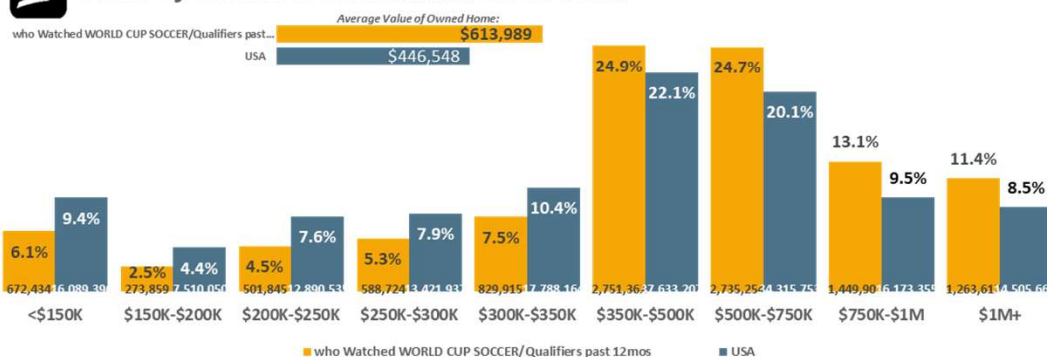
Type of Home: Adults 18 or older



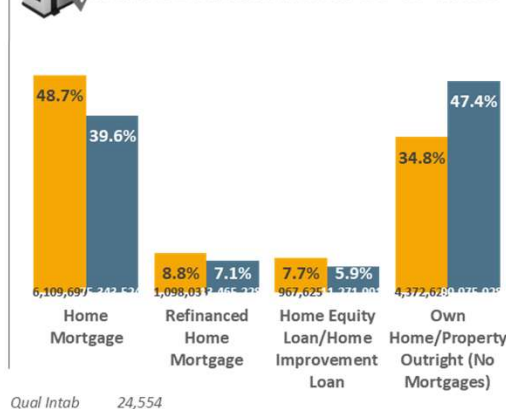
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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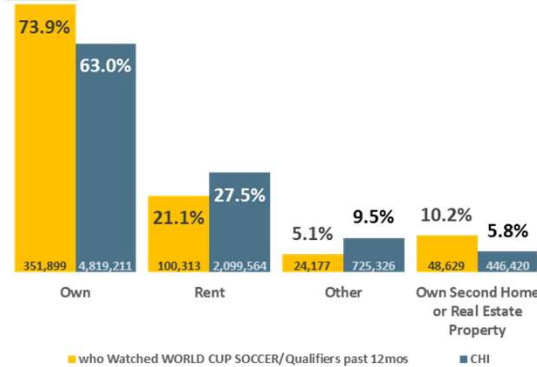
USA Projection Scarborough R1 2026: Sep24-Mar26
Qual Intab 24,554

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

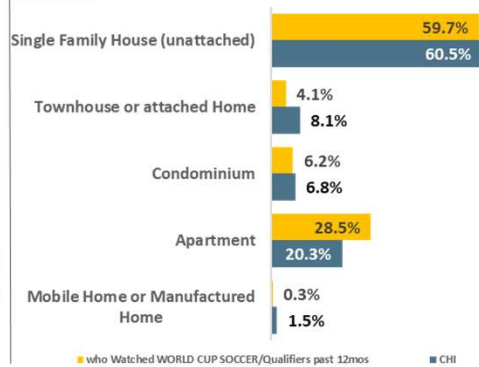


6.2% or 476,389 of CHI DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 17.2% more likely to own their home, 7% more likely to own a higher valued home, 1.4% less likely to have a single-family home, 11.8% more likely to have a dog.

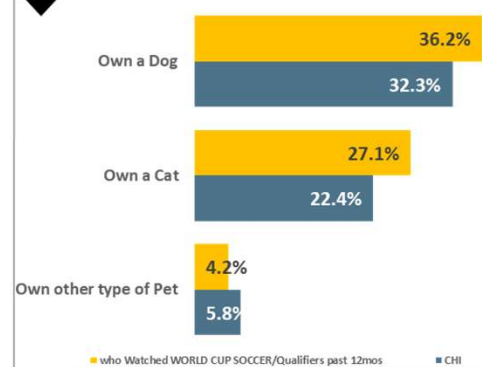
Own/Rent/Other: Adults 18 or older



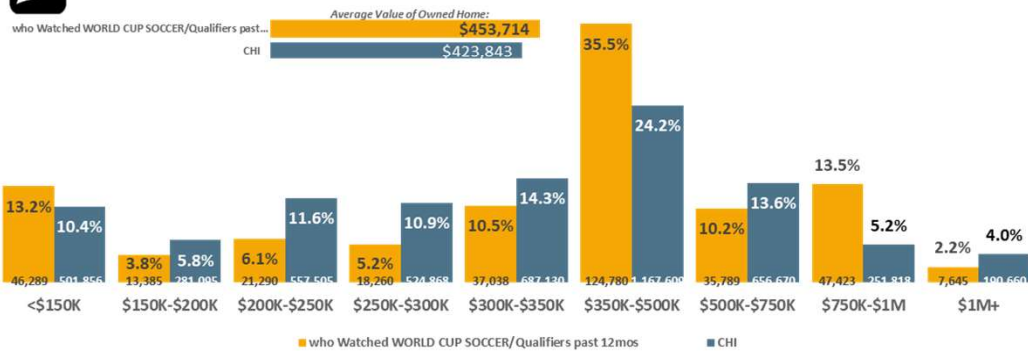
Type of Home: Adults 18 or older



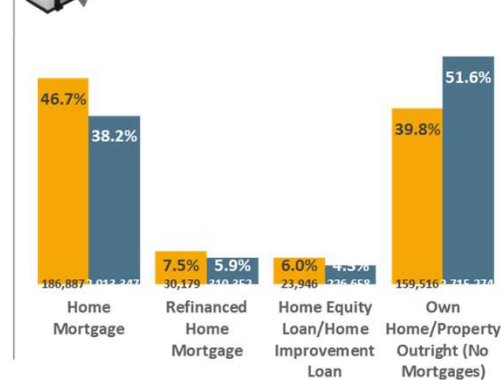
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



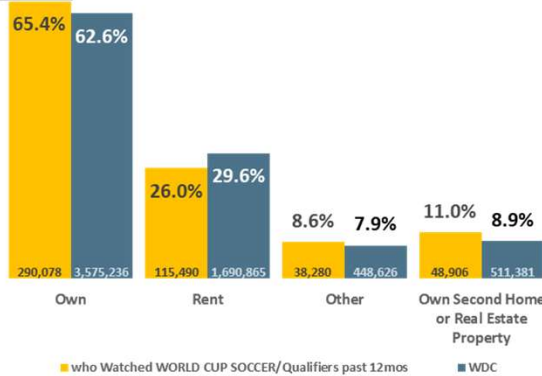
Home Loans: Adults 18 or older



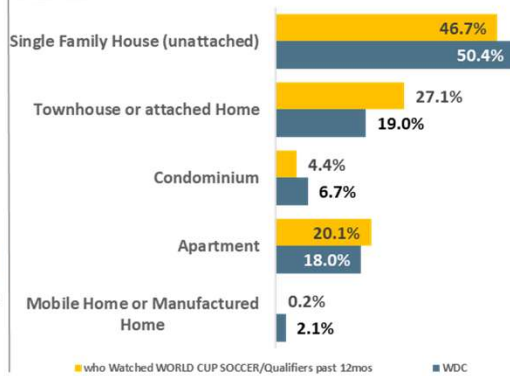


7.8% or 443,848 of WDC DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 4.5% more likely to own their home, 11.7% more likely to own a higher valued home, 7.2% less likely to have a single-family home, 26.% more likely to have a dog.

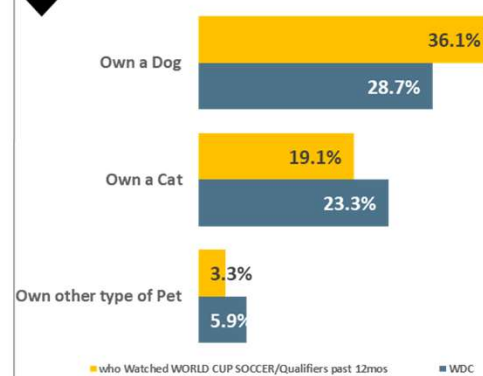
Own/Rent/Other: Adults 18 or older



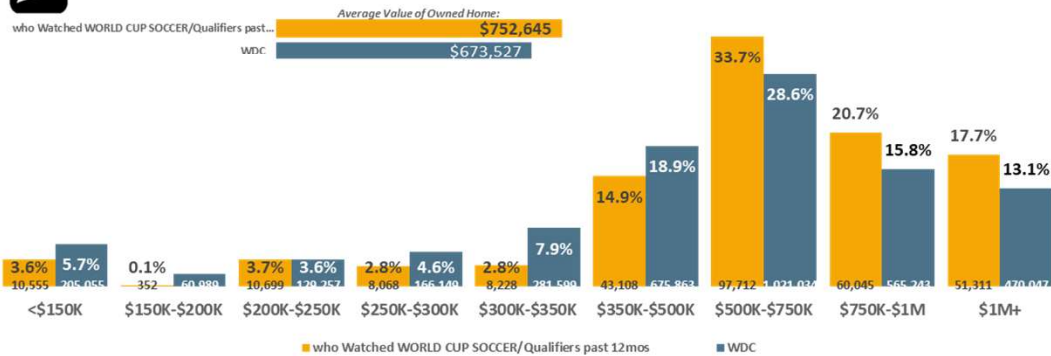
Type of Home: Adults 18 or older



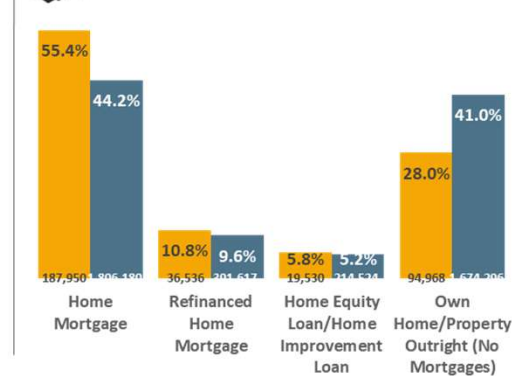
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

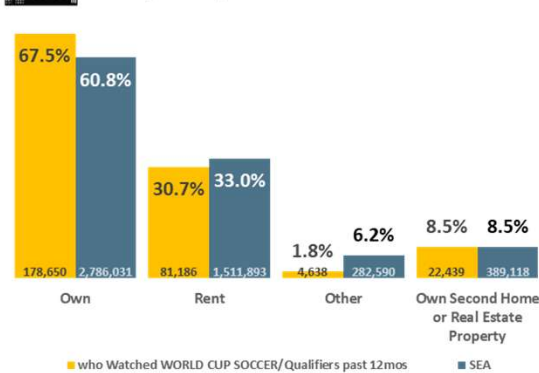




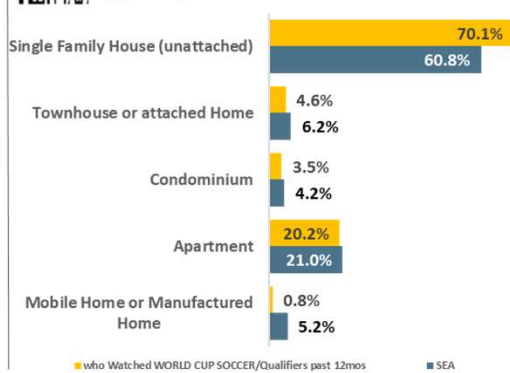
5.8% or 264,474 of SEA DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 11.1% more likely to own their home, 1.4% more likely to own a higher valued home, 15.4% more likely to have a single-family home, 11.2% less likely to have a dog.



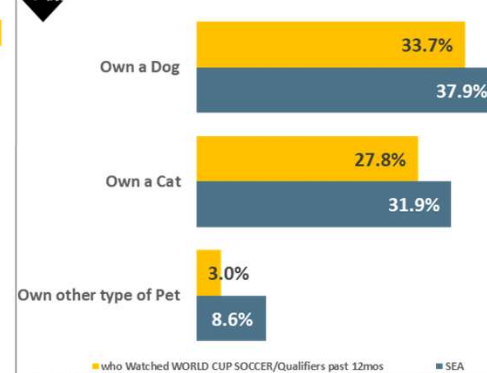
Own/Rent/Other: Adults 18 or older



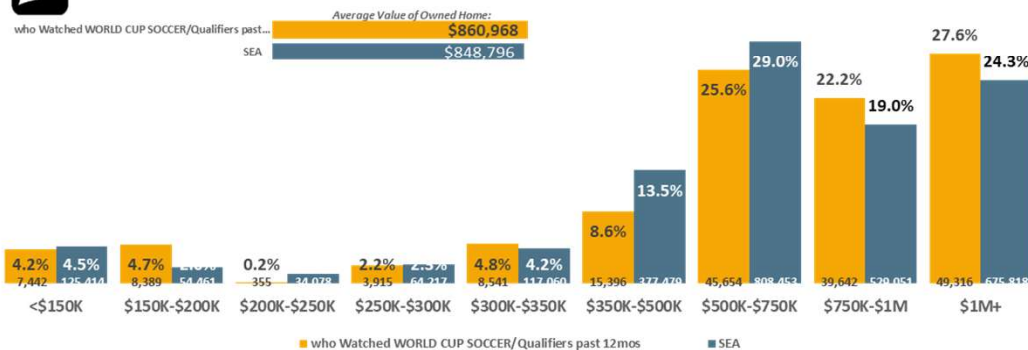
Type of Home: Adults 18 or older



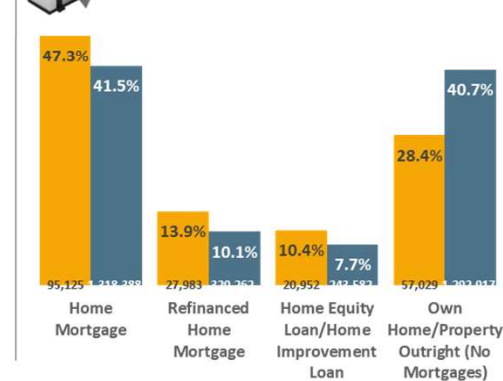
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



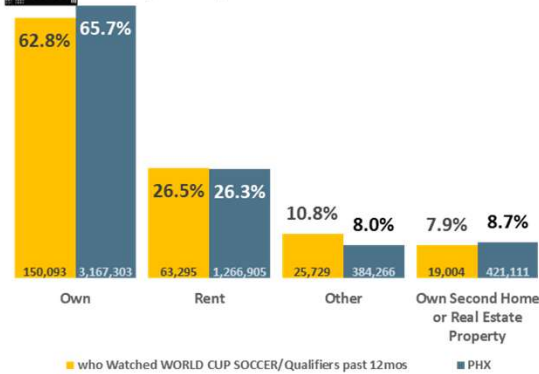
Home Loans: Adults 18 or older



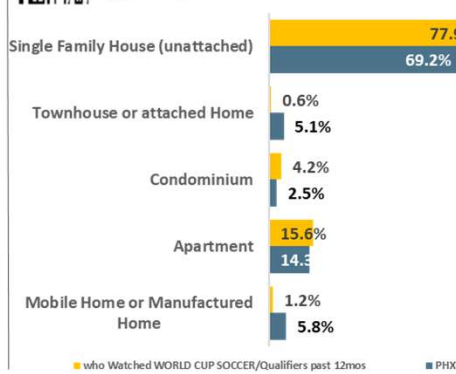


5.5% or 239,117 of PHX DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 4.5% less likely to own their home, 12.4% more likely to own a higher valued home, 12.5% more likely to have a single-family home, 13.5% more likely to have a dog.

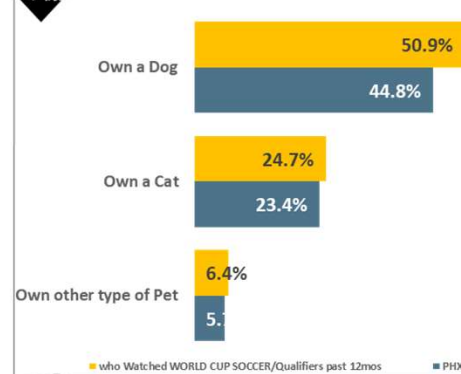
Own/Rent/Other: Adults 18 or older



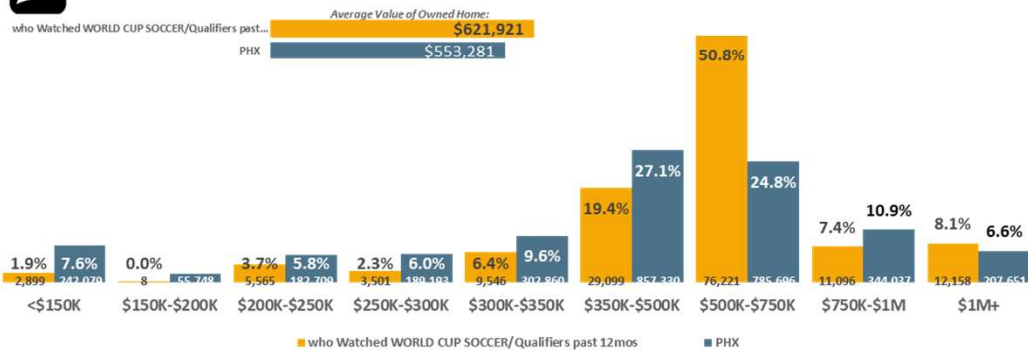
Type of Home: Adults 18 or older



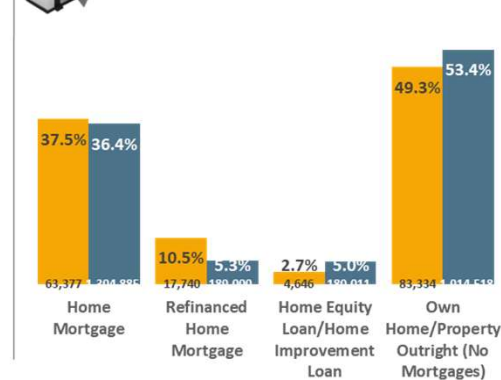
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

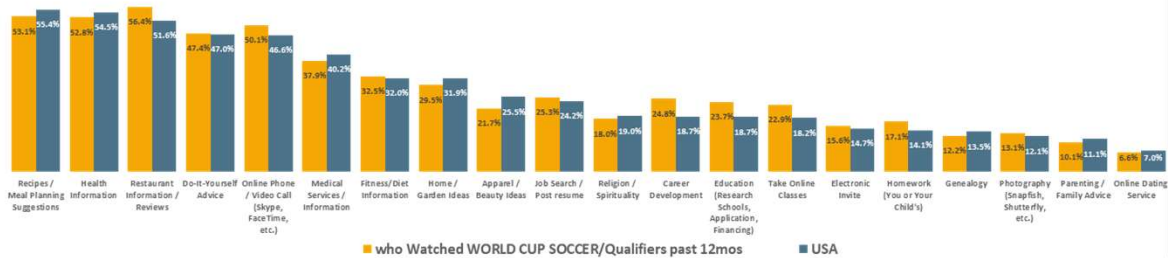




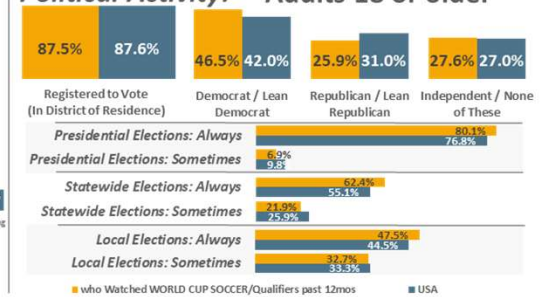
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
 Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are .7% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 42.6% more likely to belong to a gym, 26.2% more likely to fly domestic past yr.



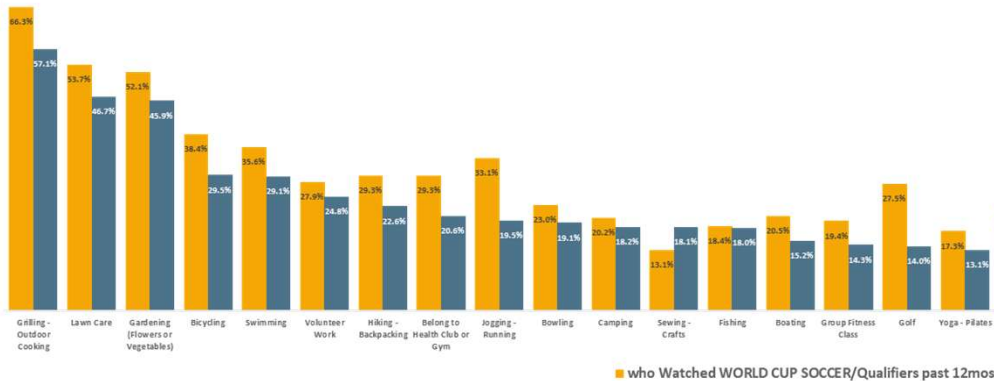
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



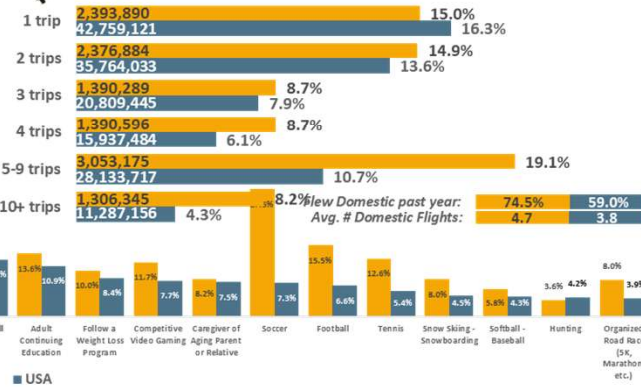
Political Activity: Adults 18 or older



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



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

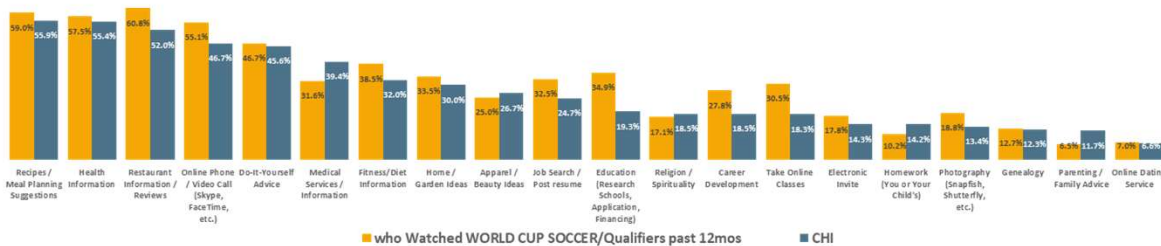




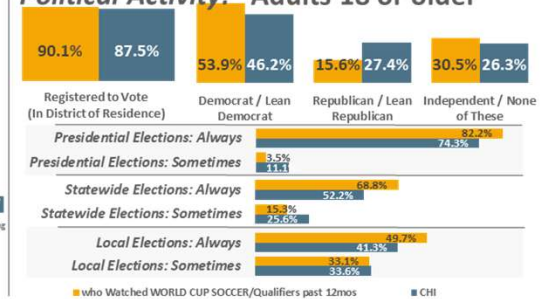
6.2% or 476,389 of CHI DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 2.4% more likely to look up D-I-Y advice online, 20.4% more likely to always vote in local elections, 21.5% more likely to belong to a gym, 20.4% more likely to fly domestic past yr



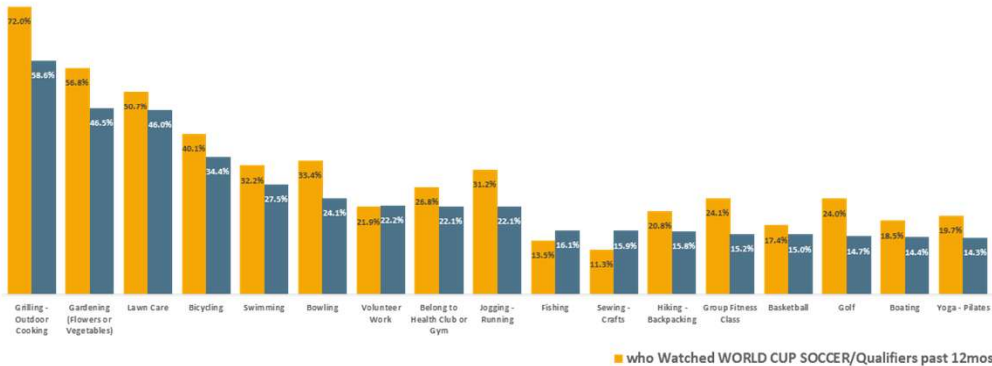
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



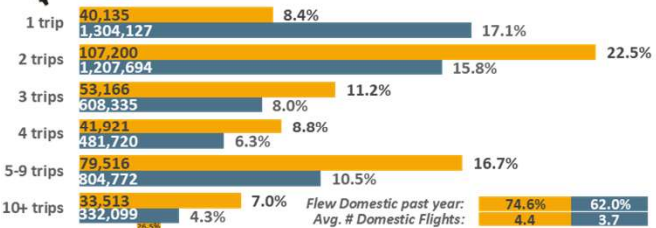
Political Activity: Adults 18 or older



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



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

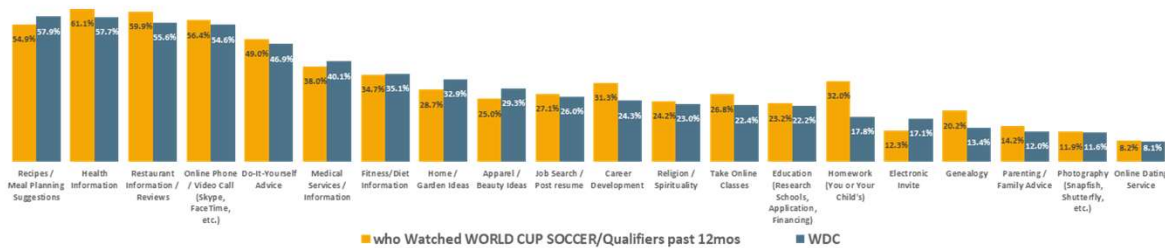




7.8% or 443,848 of WDC DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 4.3% more likely to look up D-I-Y advice online, 3.% less likely to always vote in local elections, 49.4% more likely to belong to a gym, 15.4% more likely to fly domestic past yr.

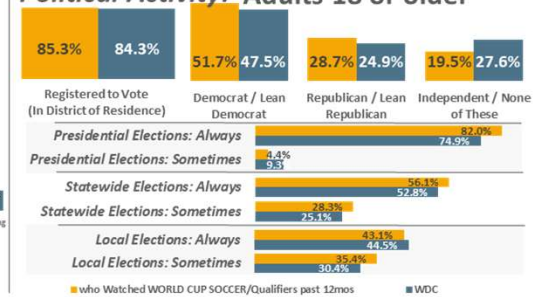


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Watched WORLD CUP SOCCER/Qualifiers past 12mos ■ WDC

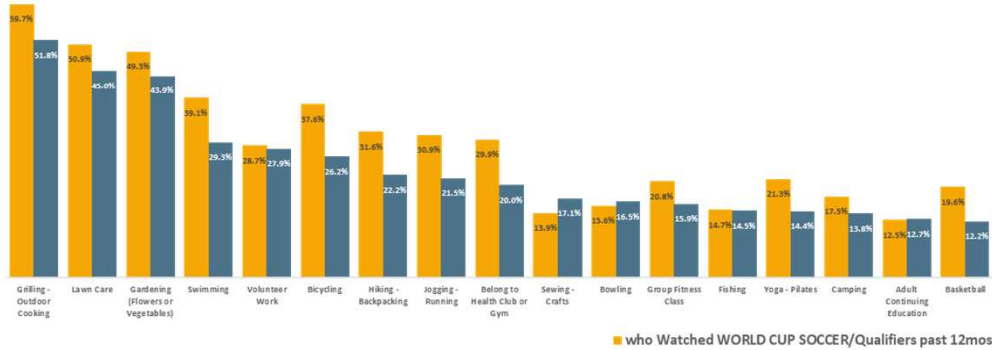
Political Activity: Adults 18 or older



■ who Watched WORLD CUP SOCCER/Qualifiers past 12mos ■ WDC



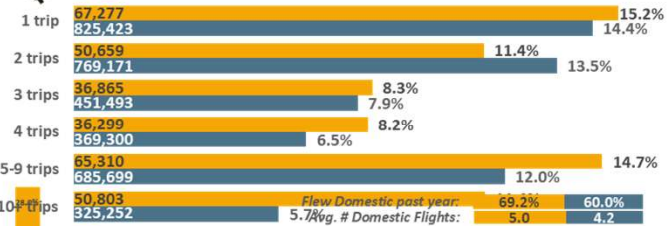
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Watched WORLD CUP SOCCER/Qualifiers past 12mos ■ WDC



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



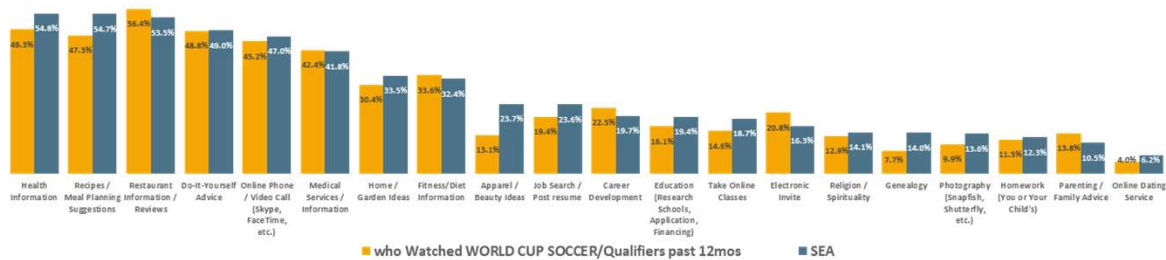
Flew Domestic past year: 69.2% (orange) vs 60.0% (blue)
Avg. # Domestic Flights: 5.0 (orange) vs 4.2 (blue)



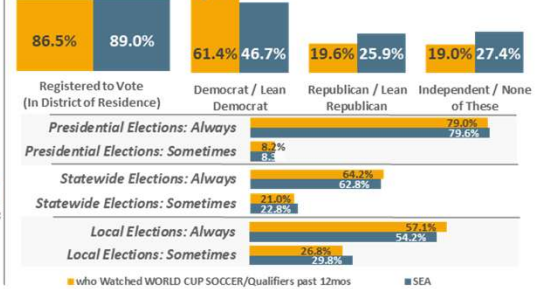
5.8% or 264,474 of SEA DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are .4% less likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 13.3% more likely to belong to a gym, 27.5% more likely to fly domestic past yr.



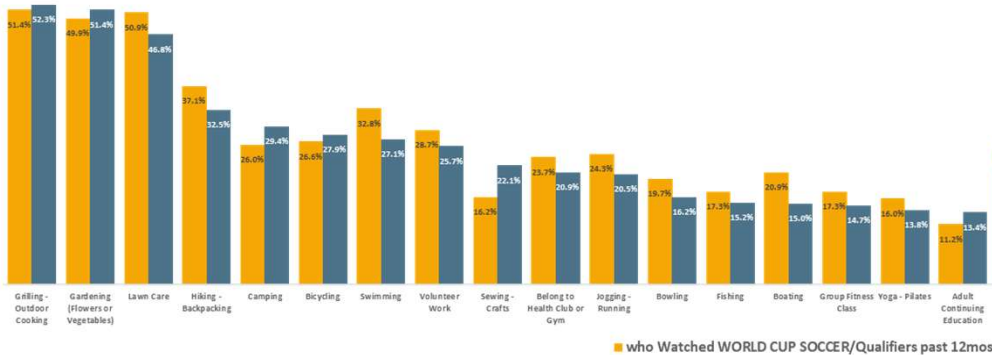
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



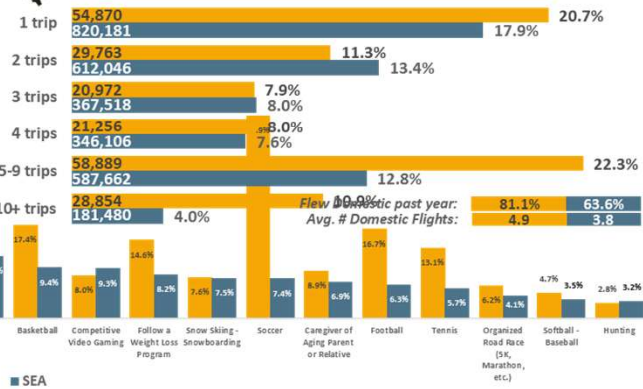
Political Activity: Adults 18 or older



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



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

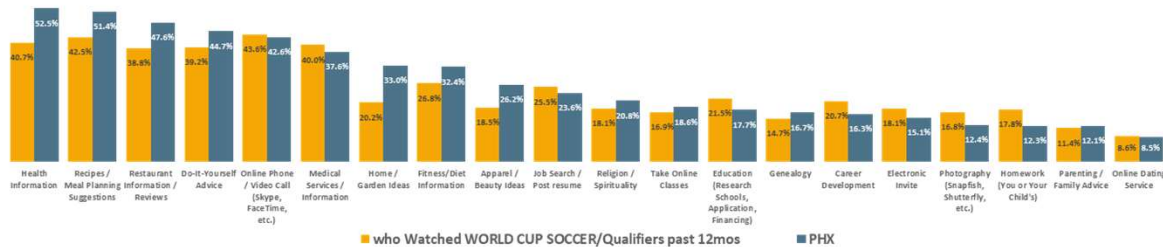




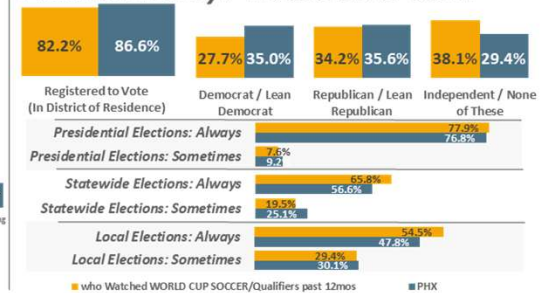
5.5% or 239,117 of PHX DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 12.3% less likely to look up D-I-Y advice online, 14.1% more likely to always vote in local elections, 23.8% more likely to belong to a gym, 47.5% more likely to fly domestic past y



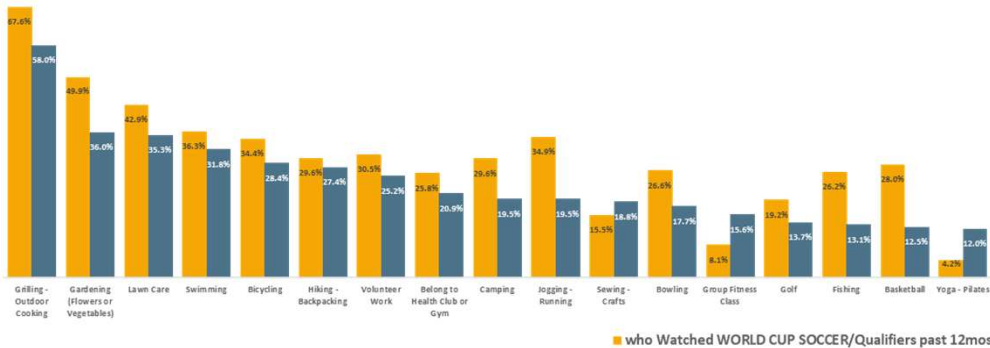
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



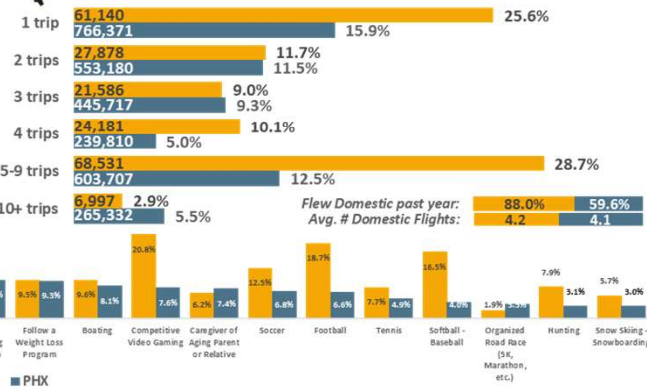
Political Activity: Adults 18 or older



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



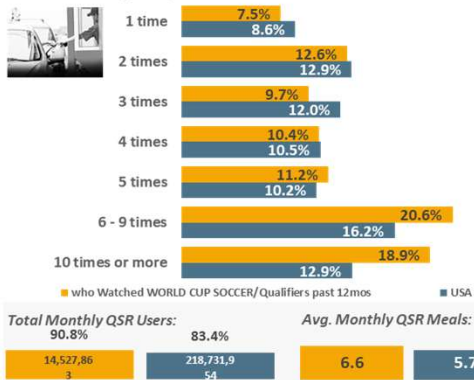
Past 12-months Domestic Airline Trips: Adults 18 or older



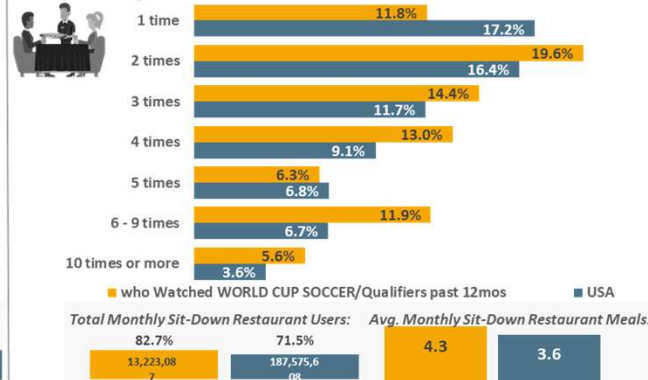


6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 8.8% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 15.% more likely to use Casinos past yr., 9.3% more likely to smoke cigarettes.

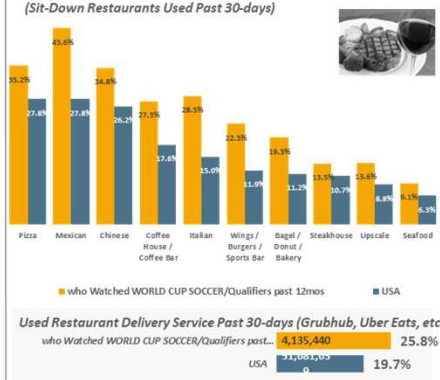
Past 30-days QSR Users: Adults 18 or older



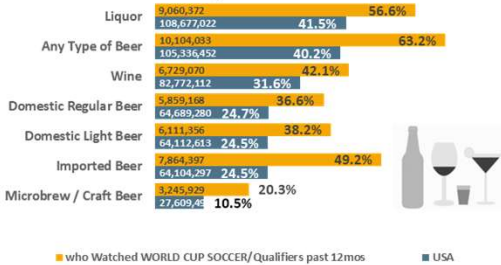
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



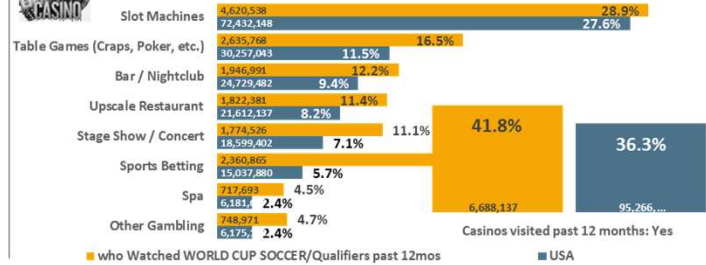
Top-10 Cuisines: Adults 18 or older



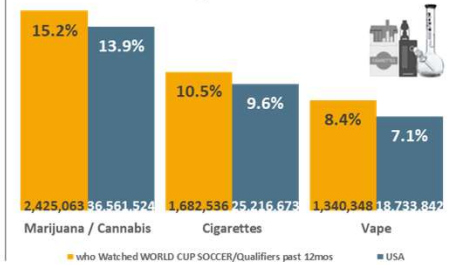
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



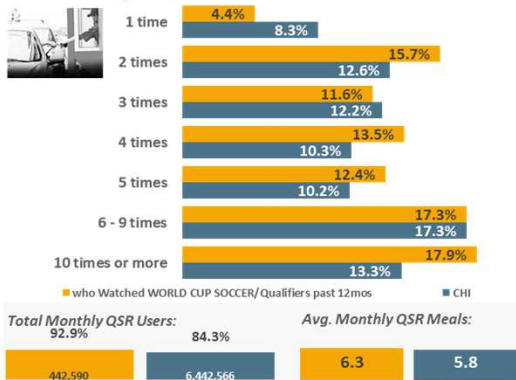
Used Past 30-days: Adults 18 or older



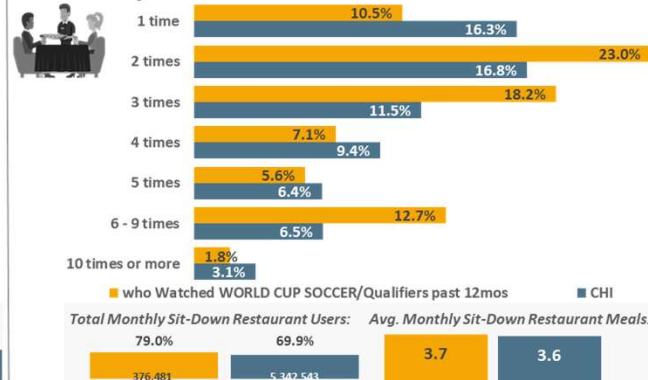


6.2% or 476,389 of CHI DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 10.2% more likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., .4% less likely to use Casinos past yr., 9.8% less likely to smoke cigarettes.

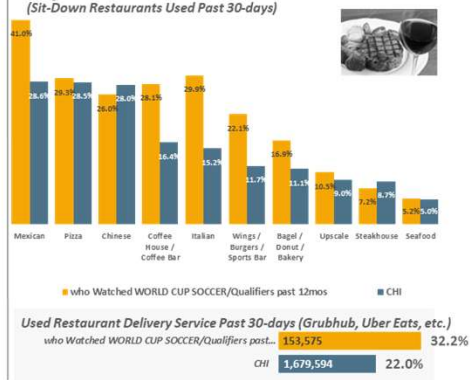
Past 30-days QSR Users: Adults 18 or older



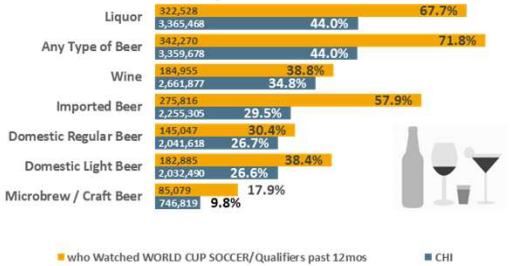
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



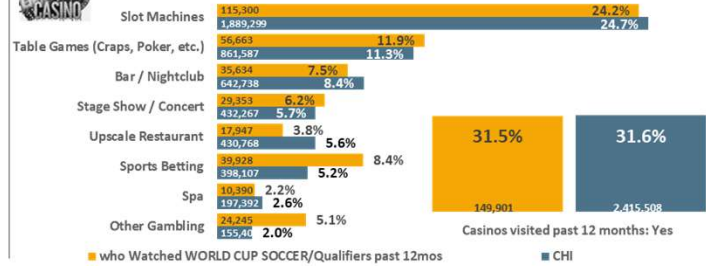
Top-10 Cuisines: Adults 18 or older



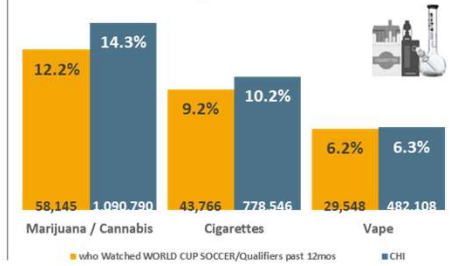
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



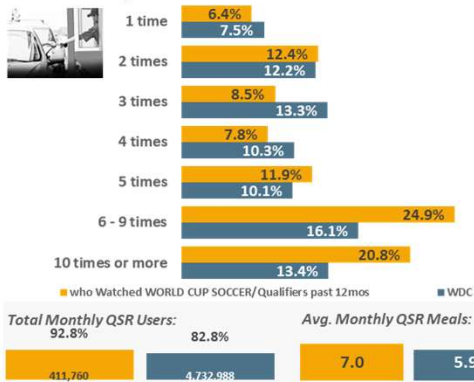
Used Past 30-days: Adults 18 or older



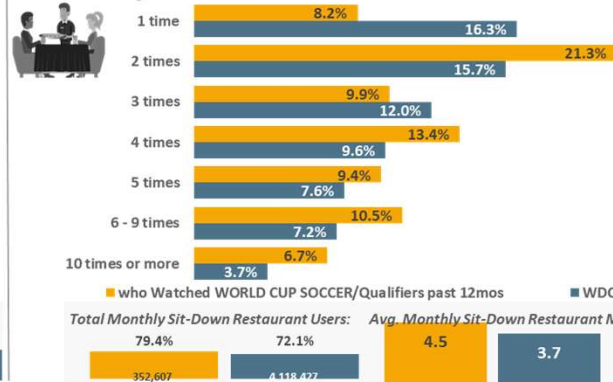


7.8% or 443,848 of WDC DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 12.% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 7.7% less likely to smoke cigarettes.

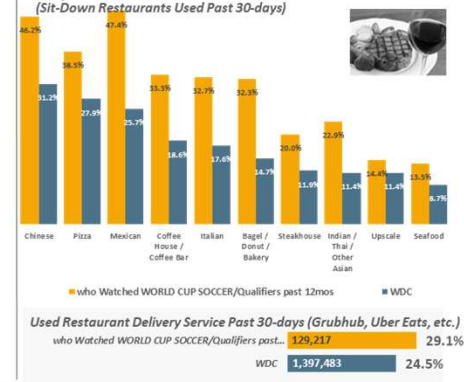
Past 30-days QSR Users: Adults 18 or older



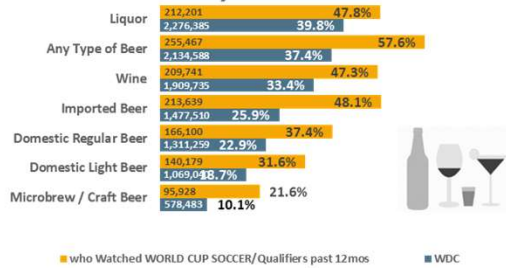
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



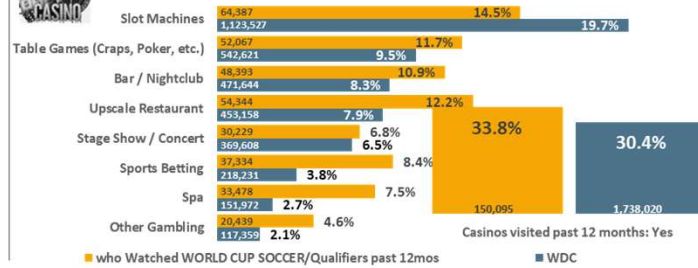
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



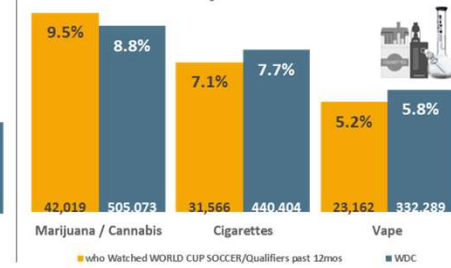
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



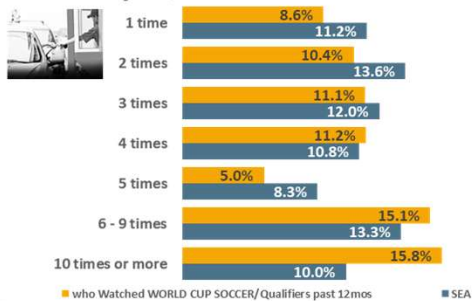
Used Past 30-days: Adults 18 or older





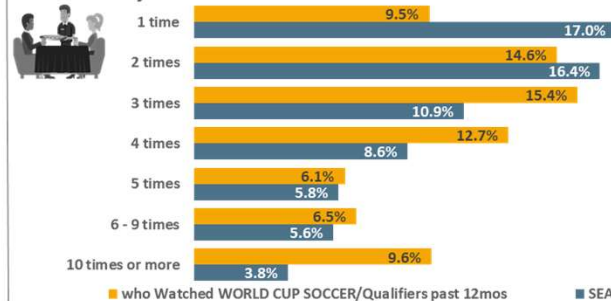
5.8% or 264,474 of SEA DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 2.4% less likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 9.2% more likely to use Casinos past yr., .8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



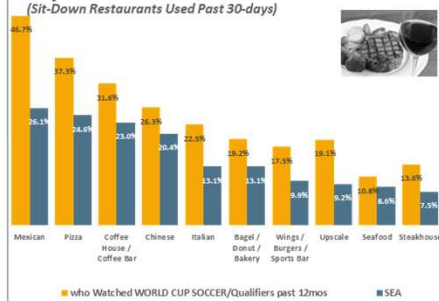
Total Monthly QSR Users: 77.2% (SEA) vs 79.2% (Who Watched)
Avg. Monthly QSR Meals: 6.2 (SEA) vs 5.2 (Who Watched)

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



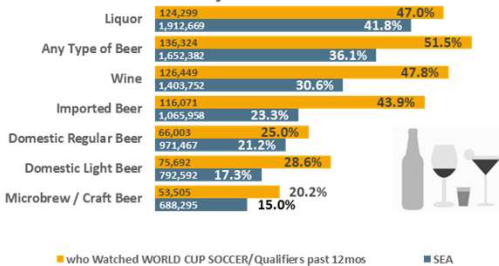
Total Monthly Sit-Down Restaurant Users: 74.4% (SEA) vs 68.1% (Who Watched)
Avg. Monthly Sit-Down Restaurant Meals: 4.8 (SEA) vs 3.6 (Who Watched)

Top-10 Cuisines: Adults 18 or older

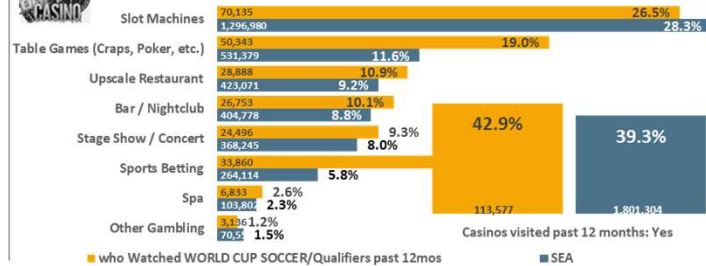


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 18.1% (SEA) vs 18.7% (Who Watched)

Drank Past 30-days: Adults 18 or older

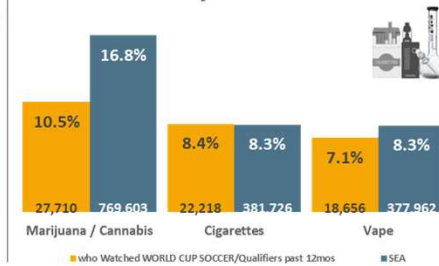


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
42.9% (SEA) vs 39.3% (Who Watched)

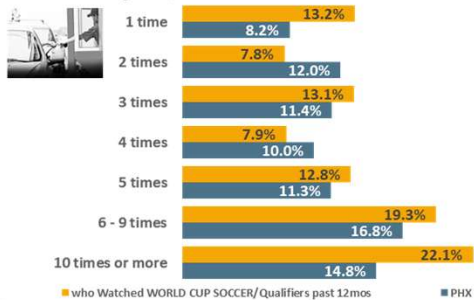
Used Past 30-days: Adults 18 or older



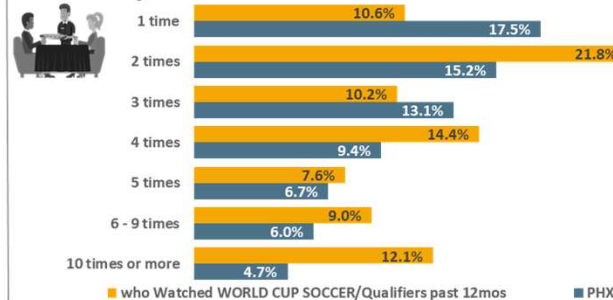


5.1% or 239,117 of PHX DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 13.9% more likely to use QSRs past mo., 17.9% more likely to use Sit-Down Restaurants past mo., 47.8% more likely to use Casinos past yr., 8.3% less likely to smoke cigarettes.

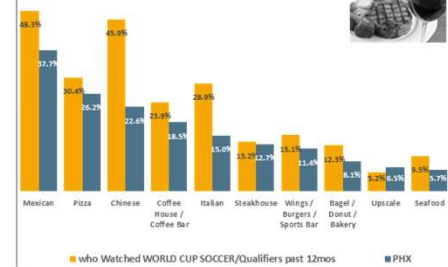
Past 30-days QSR Users: Adults 18 or older



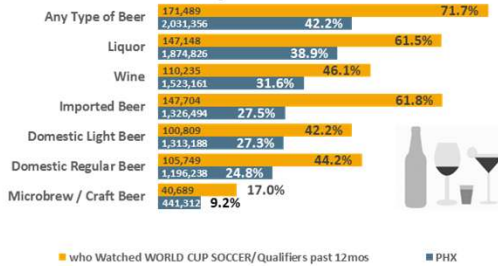
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



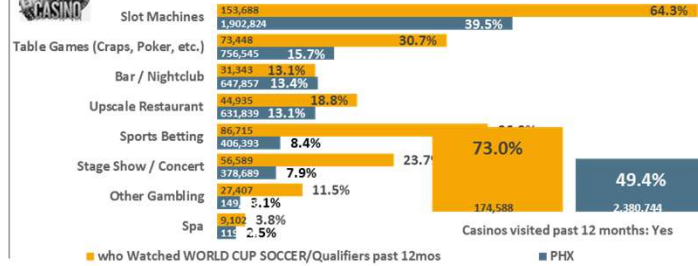
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



Drank Past 30-days: Adults 18 or older

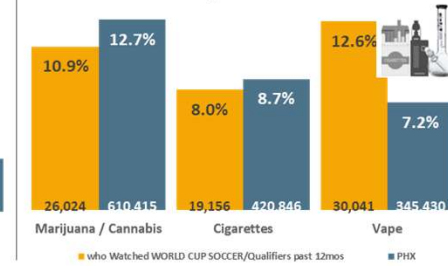


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





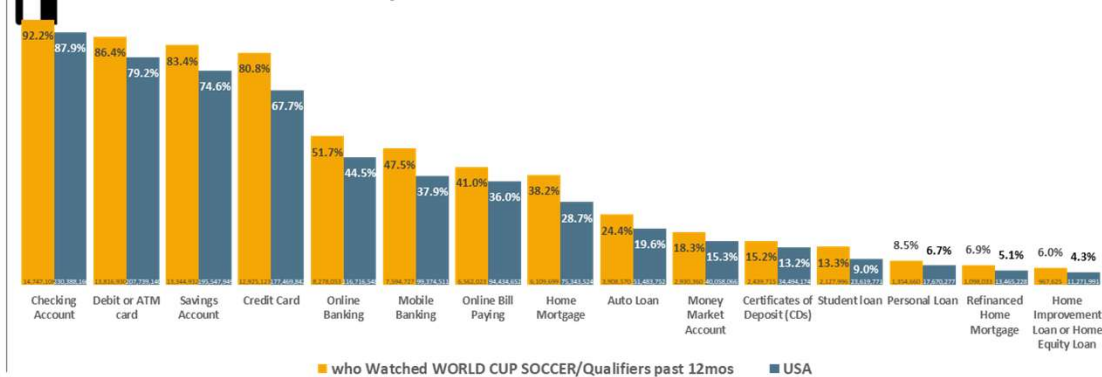
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 28.9% more likely to have a 401K, 24.4% more likely to have an Auto Loan, 49.2% more likely to Invest/Trade Stocks Online, 1.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



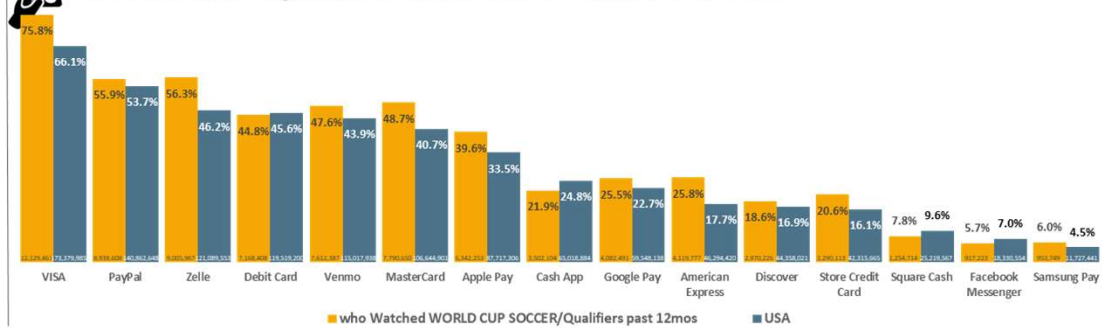
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

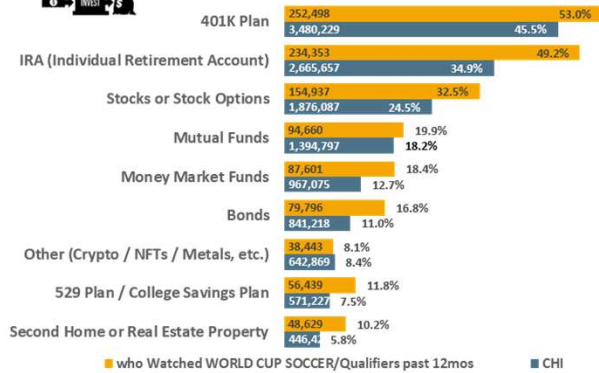




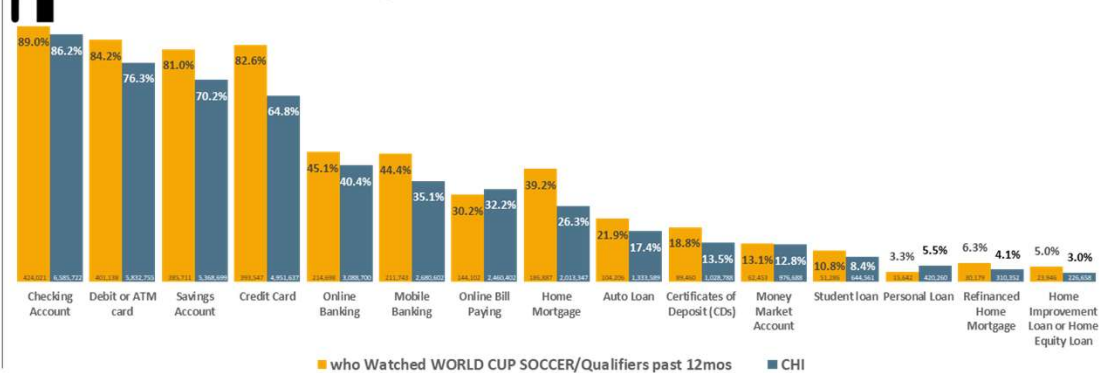
6.2% or 476,389 of CHI DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 16.4% more likely to have a 401K, 25.4% more likely to have an Auto Loan, 40.% more likely to Invest/Trade Stocks Online, .4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



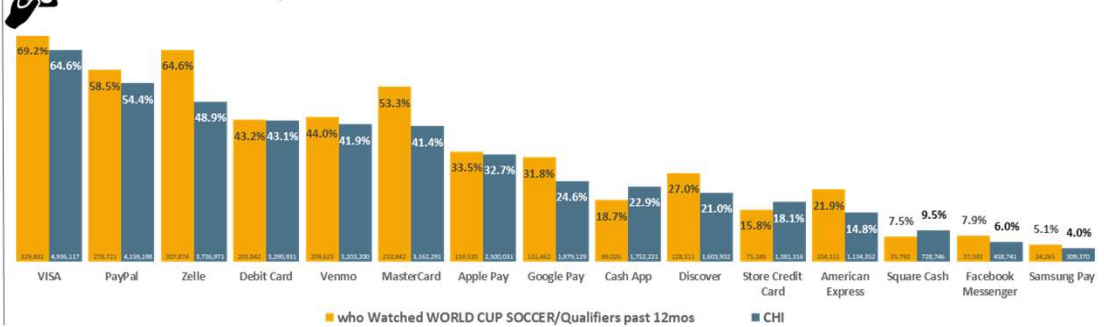
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

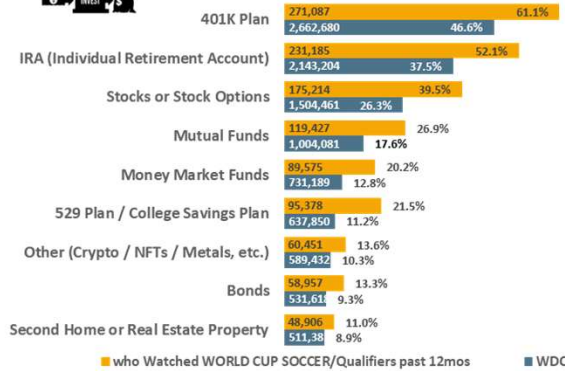




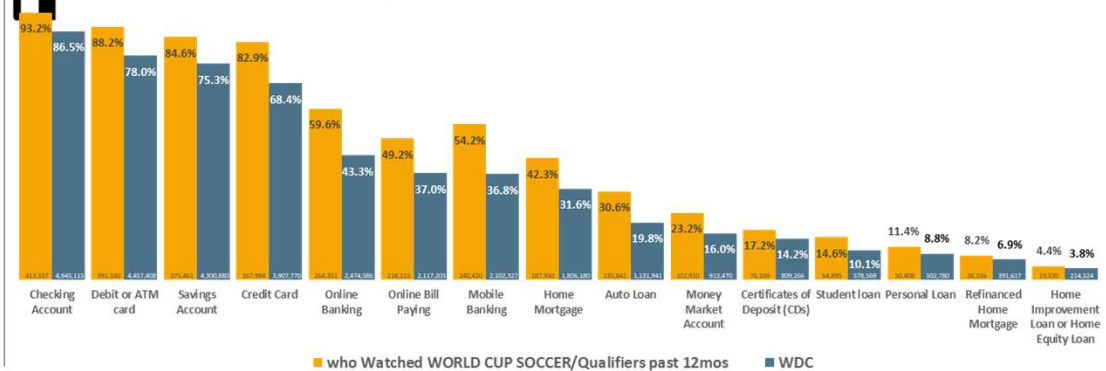
7.8% or 443,848 of WDC DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 31.1% more likely to have a 401K, 54.5% more likely to have an Auto Loan, 42.4% more likely to Invest/Trade Stocks Online, 9.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



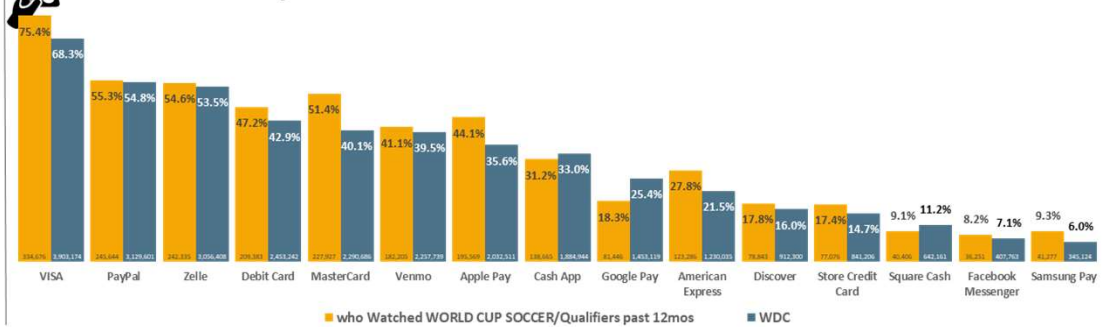
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

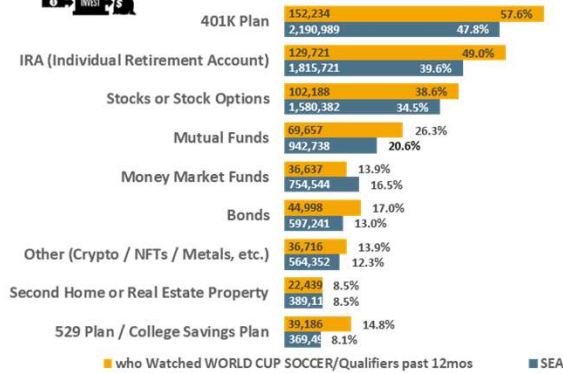




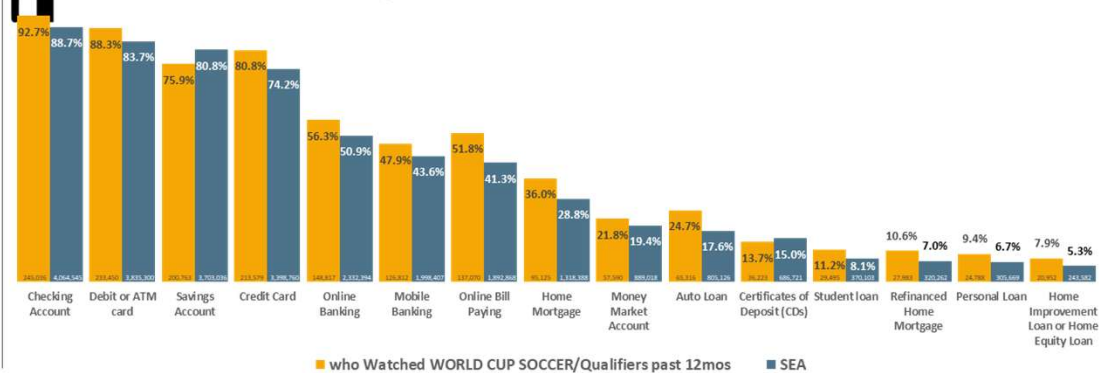
5.8% or 264,474 of SEA DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 20.3% more likely to have a 401K, 40.5% more likely to have an Auto Loan, 53.3% more likely to Invest/Trade Stocks Online, 16.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



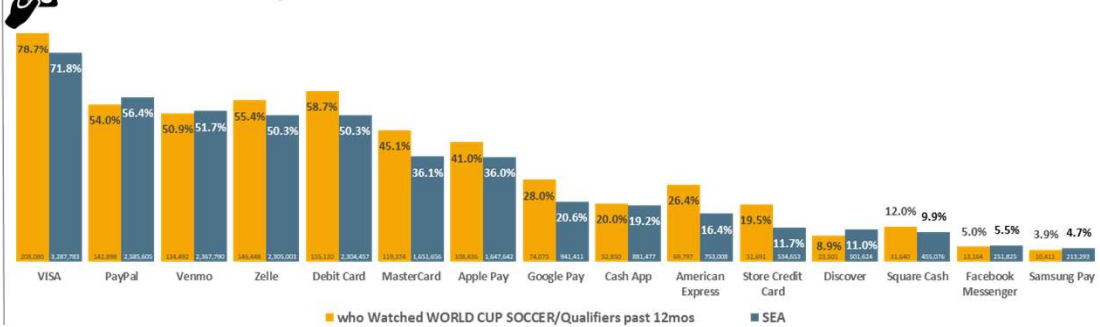
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

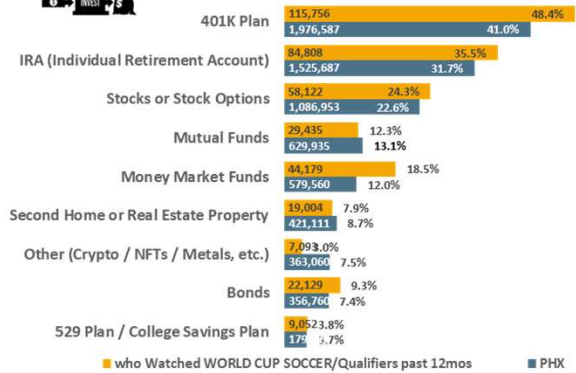




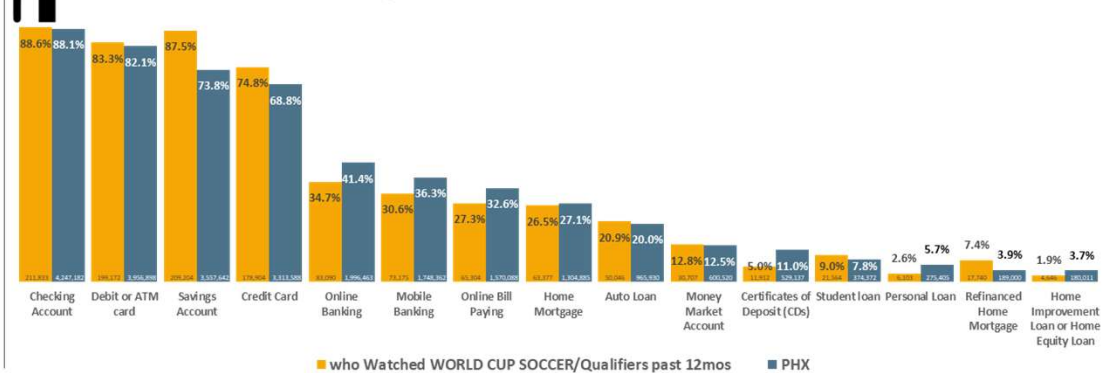
5.5% or 239,117 of PHX DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 18.8% more likely to have a 401K, 4.4% more likely to have an Auto Loan, 40.1% more likely to Invest/Trade Stocks Online, 30.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



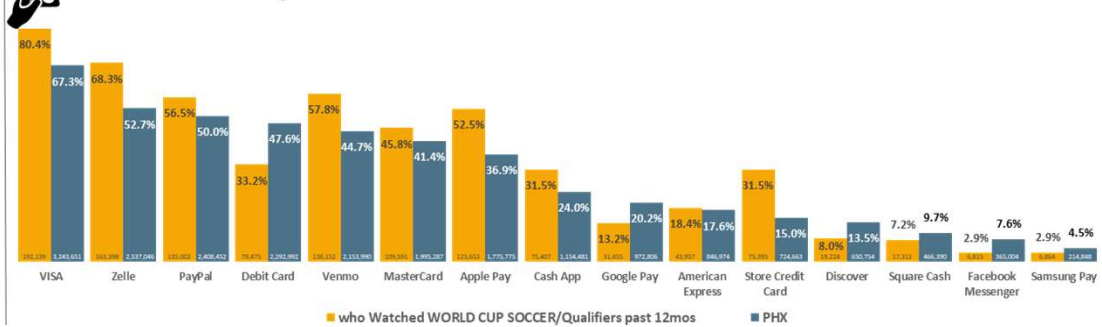
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

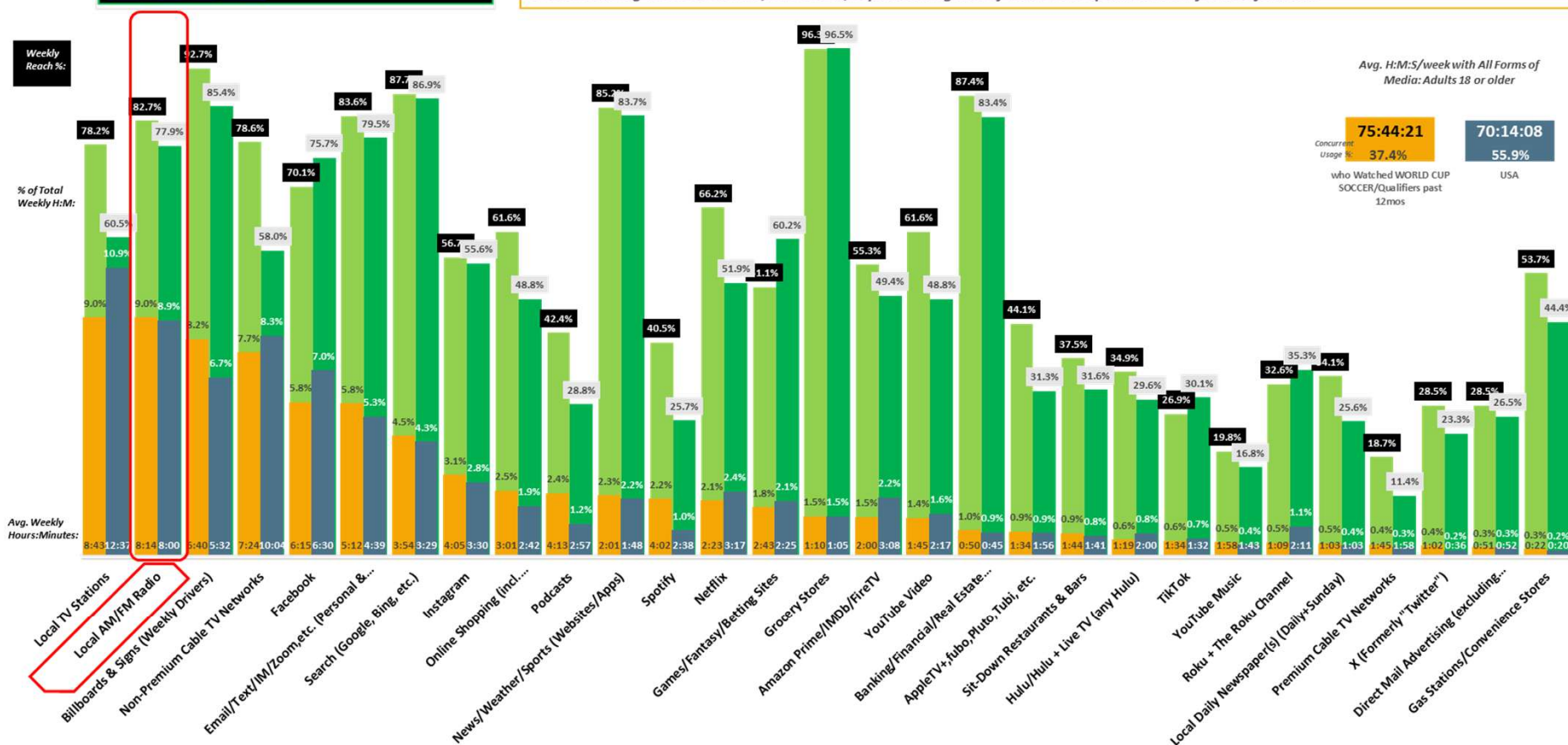


(*Past 12 Months)



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 3 hours, 44 minutes and 21 seconds each week with All Forms of Media.

82.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



who Watched WORLD CUP SOCCER/Qualifiers past 12mos

USA

USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

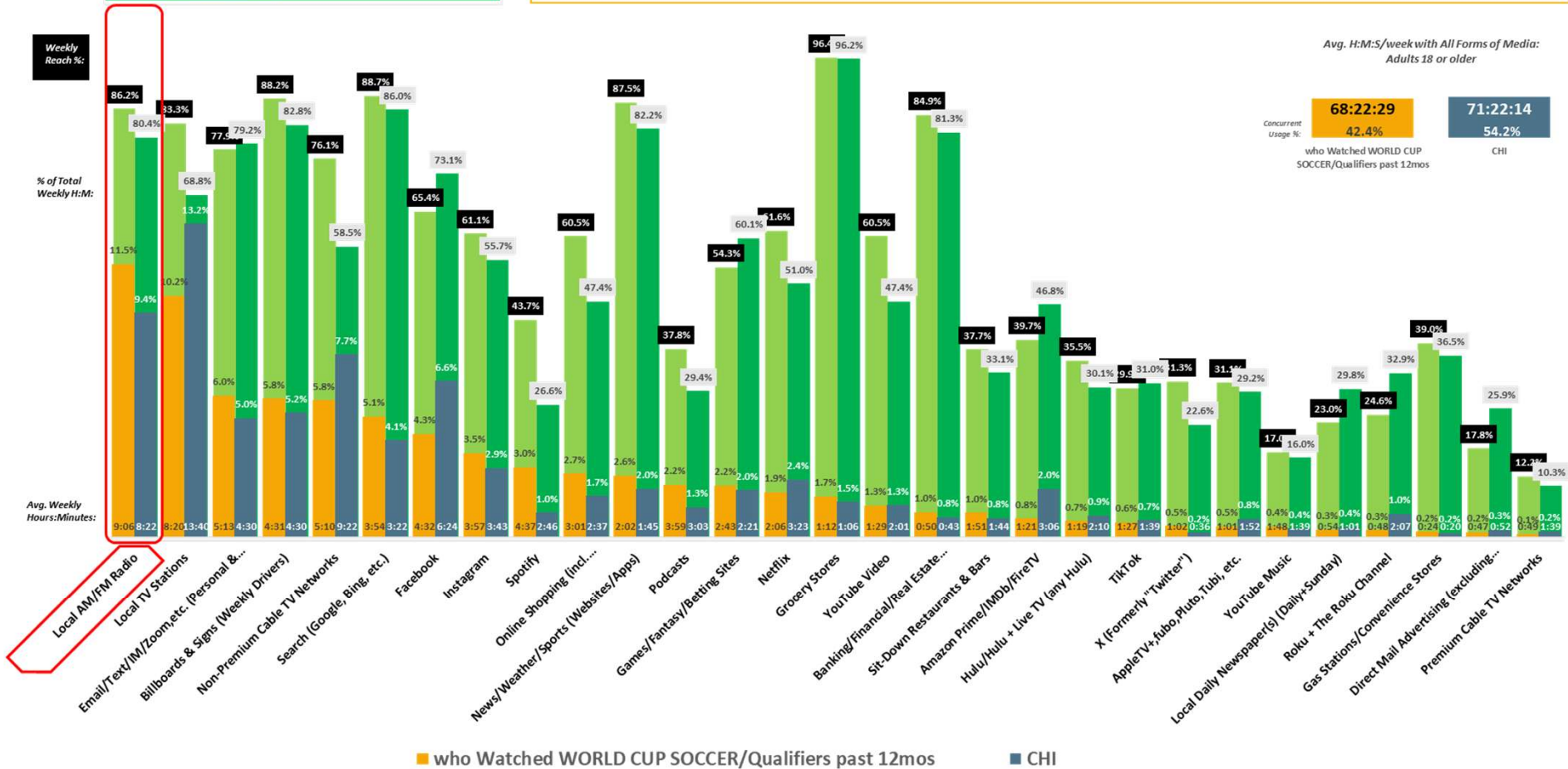
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



Share of Everything for Anything



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 20 hours, 22 minutes and 29 seconds each week with All Forms of Media.
86.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 9 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 11.5% of total time spent with all forms of Media.

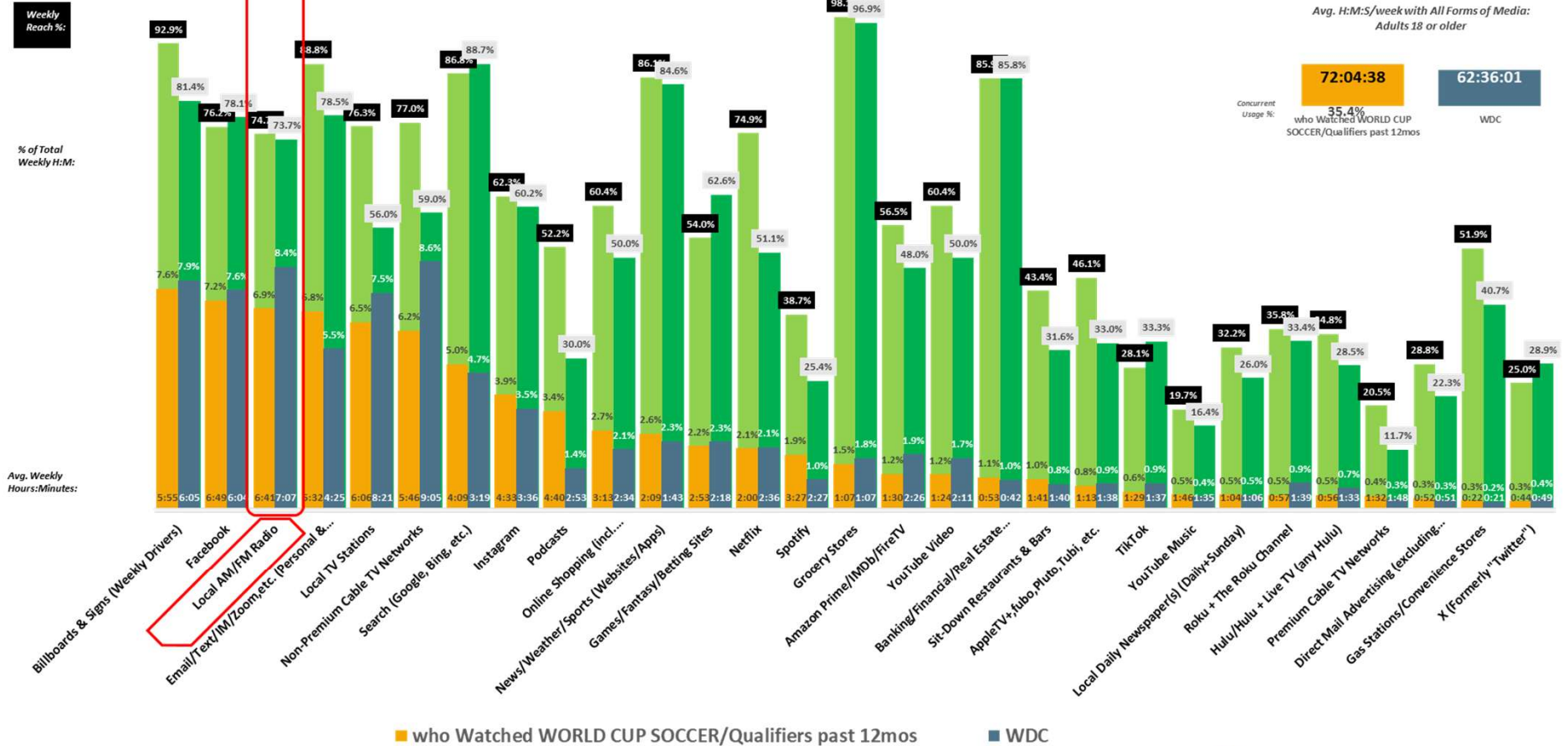


Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
68:22:29 42.4%
71:22:14 54.2%
who Watched WORLD CUP SOCCER/Qualifiers past 12mos
CHI

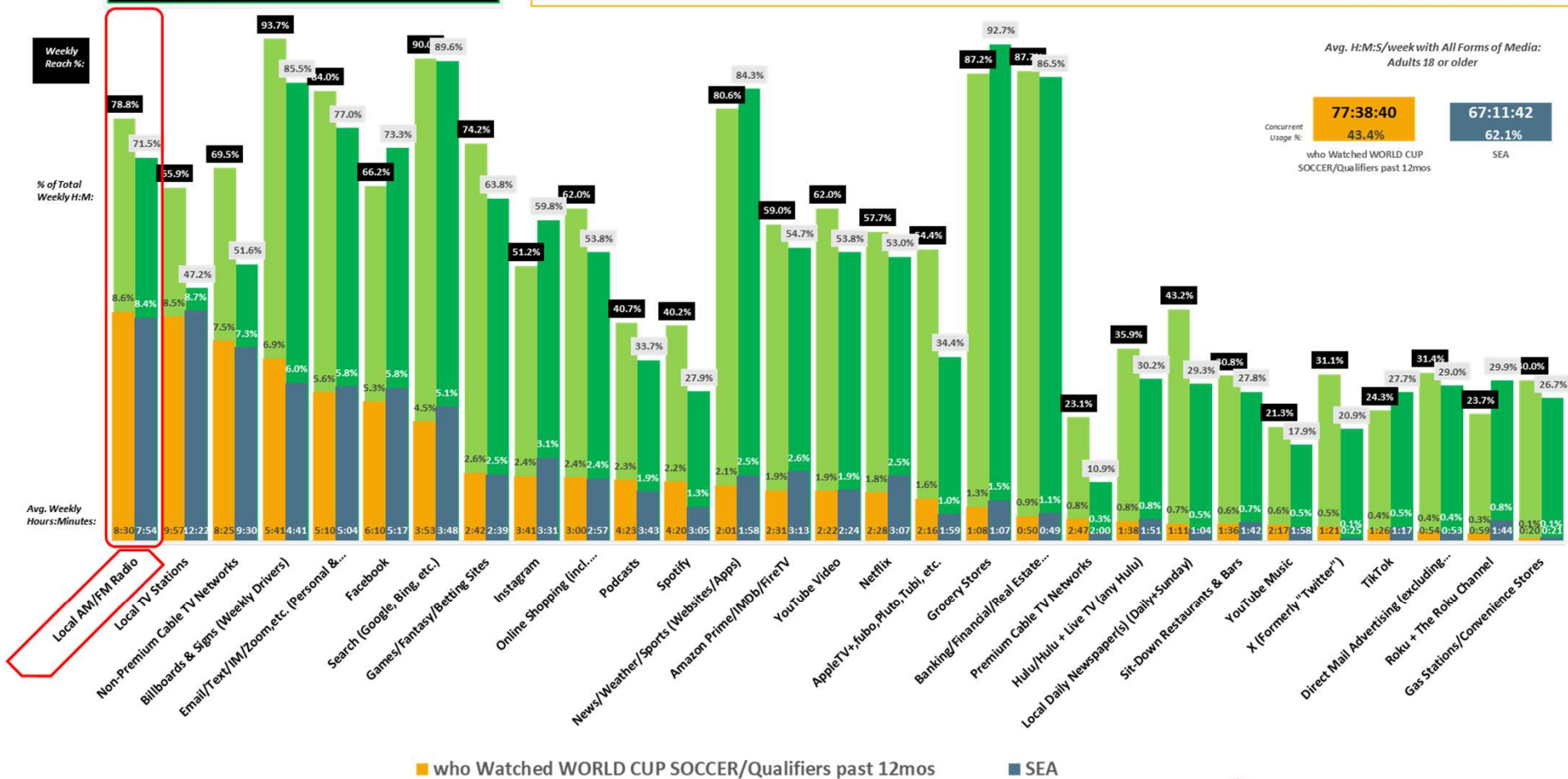


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 0 hours, 4 minutes and 38 seconds each week with All Forms of Media.
 74.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 6 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



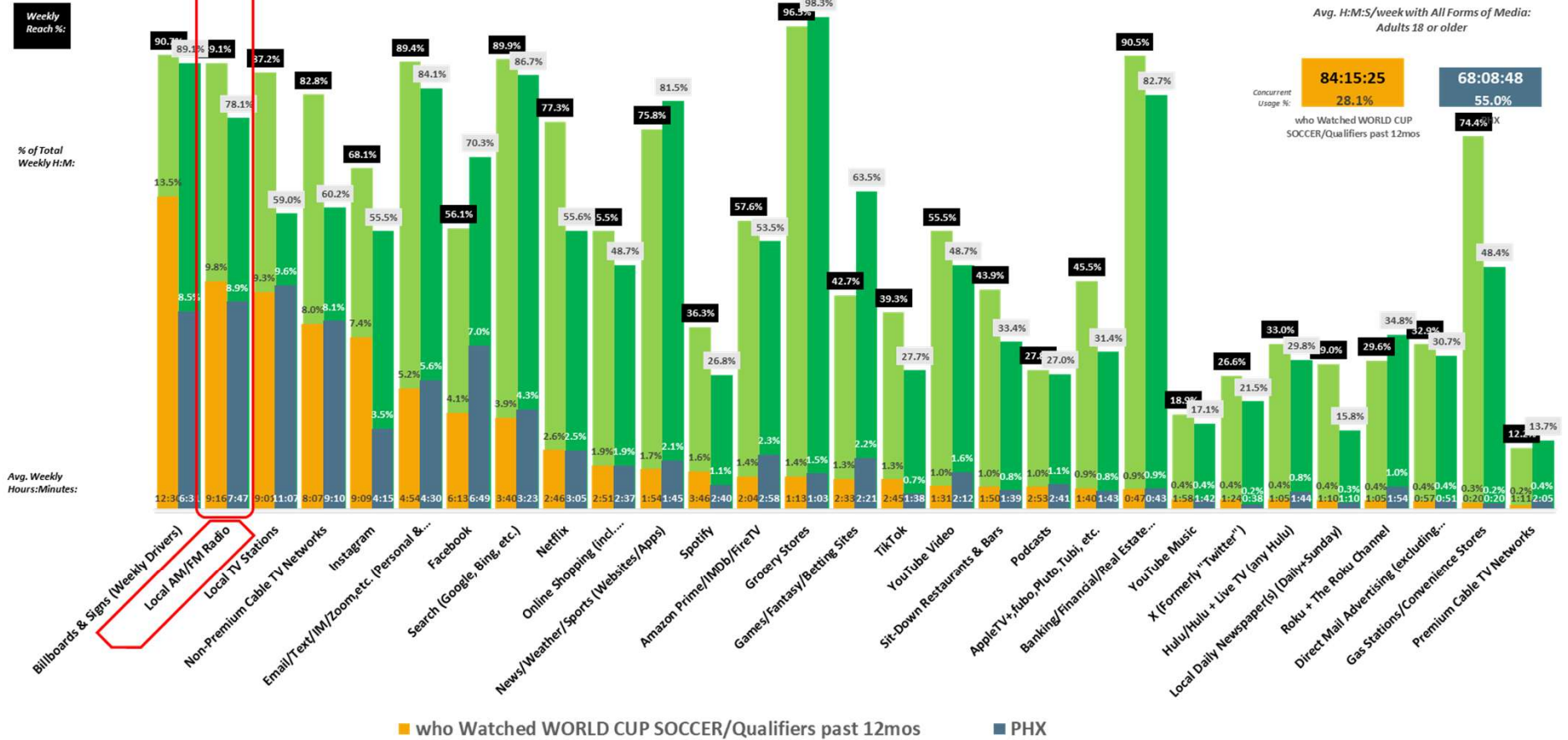


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 5 hours, 38 minutes and 40 seconds each week with All Forms of Media.
78.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



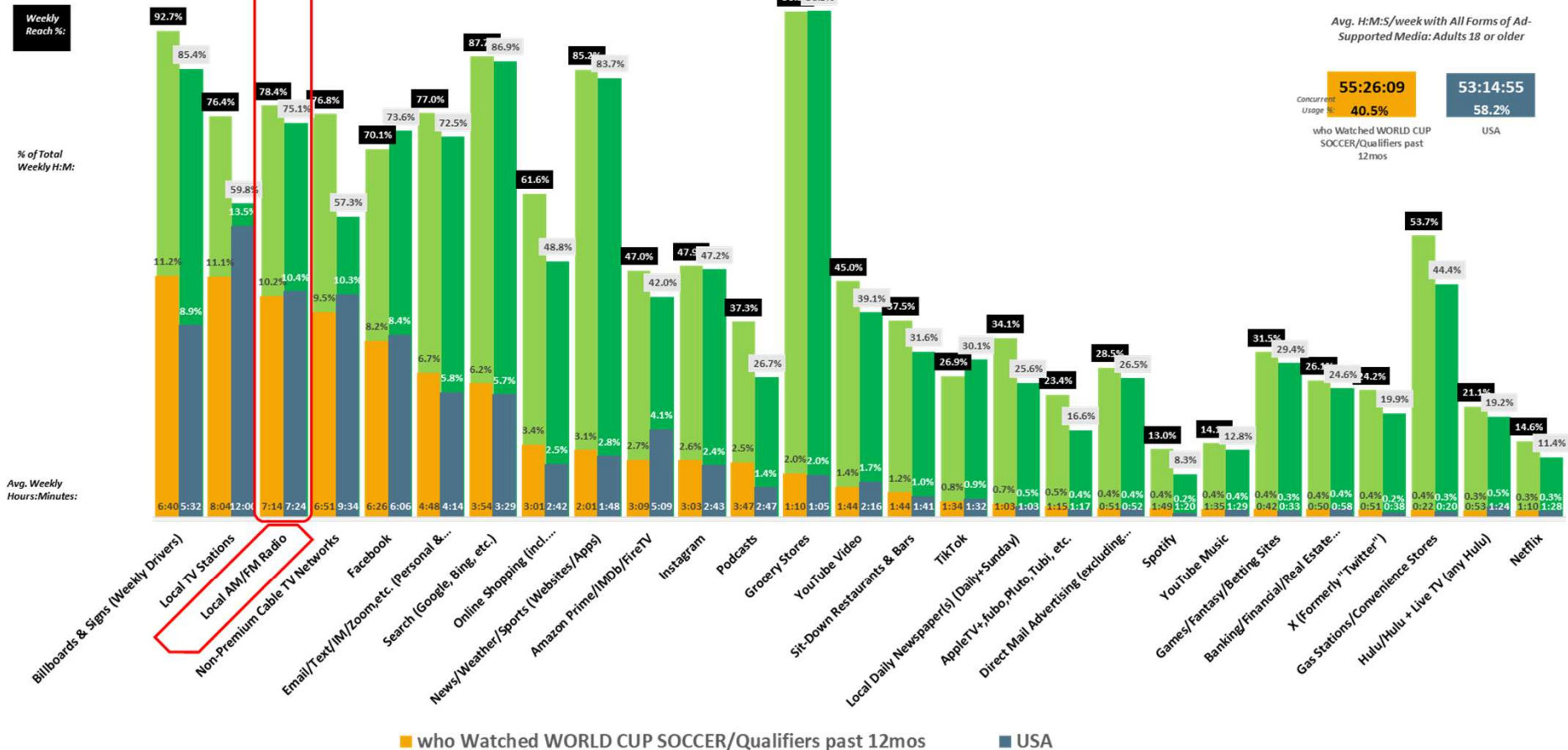


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 12 hours, 15 minutes and 25 seconds each week with All Forms of Media.
 89.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.





Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 7 hours, 26 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



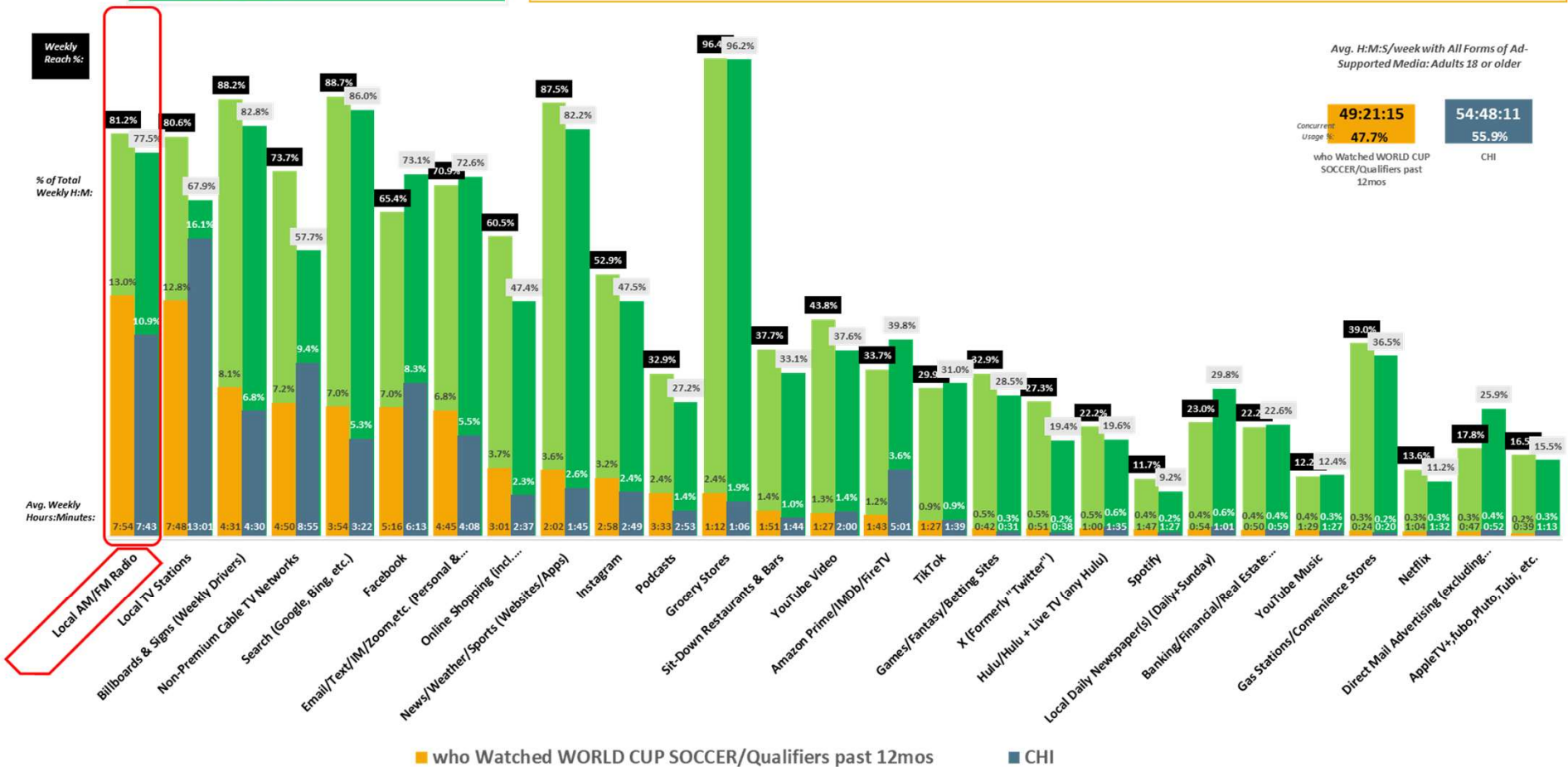
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	55:26:09	53:14:55
who Watched WORLD CUP SOCCER/Qualifiers past 12mos	40.5%	58.2%
USA		



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 1 hours, 21 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



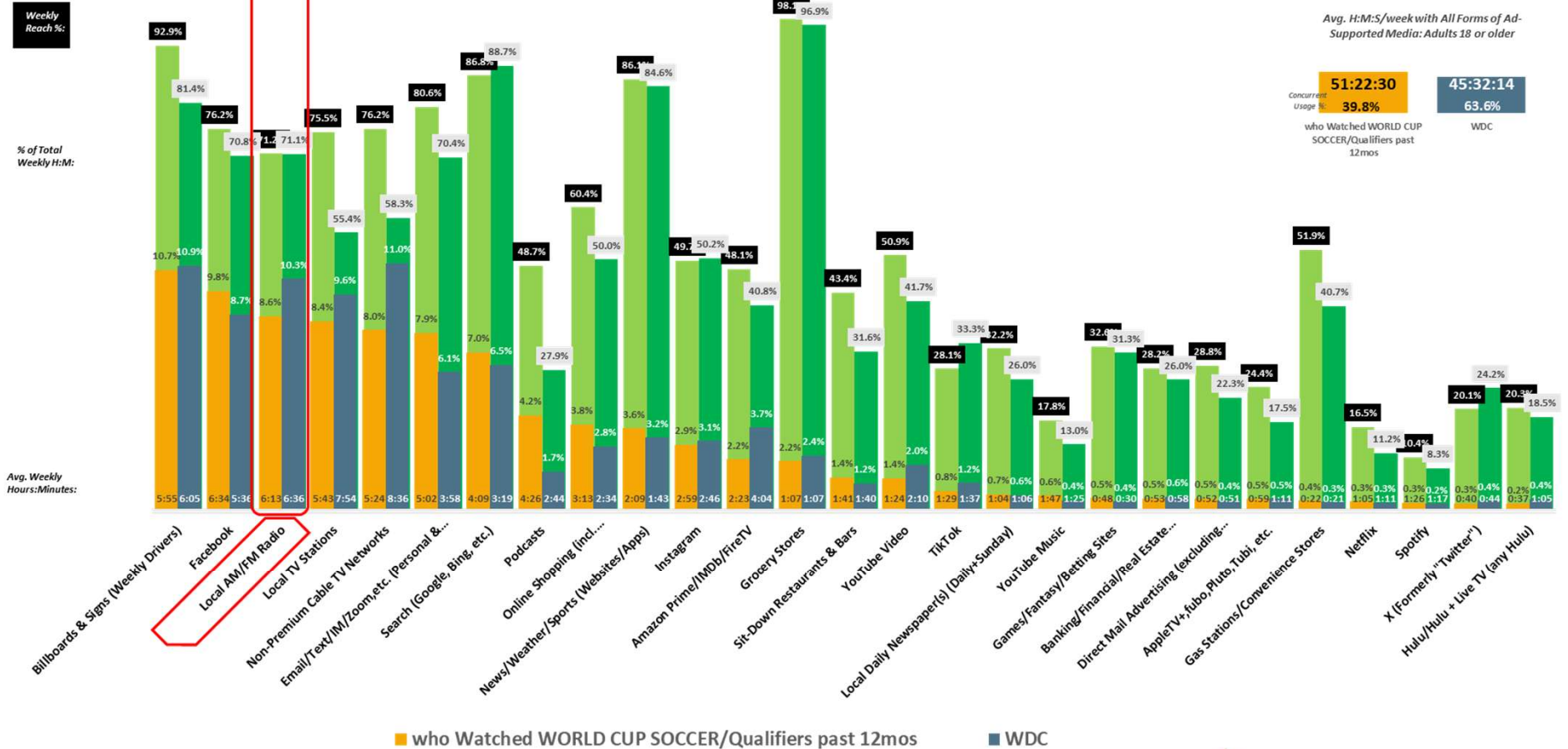
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

49:21:15
47.7%
who Watched WORLD CUP SOCCER/Qualifiers past 12mos

54:48:11
55.9%
CHI



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 3 hours, 22 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 71.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 6 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.

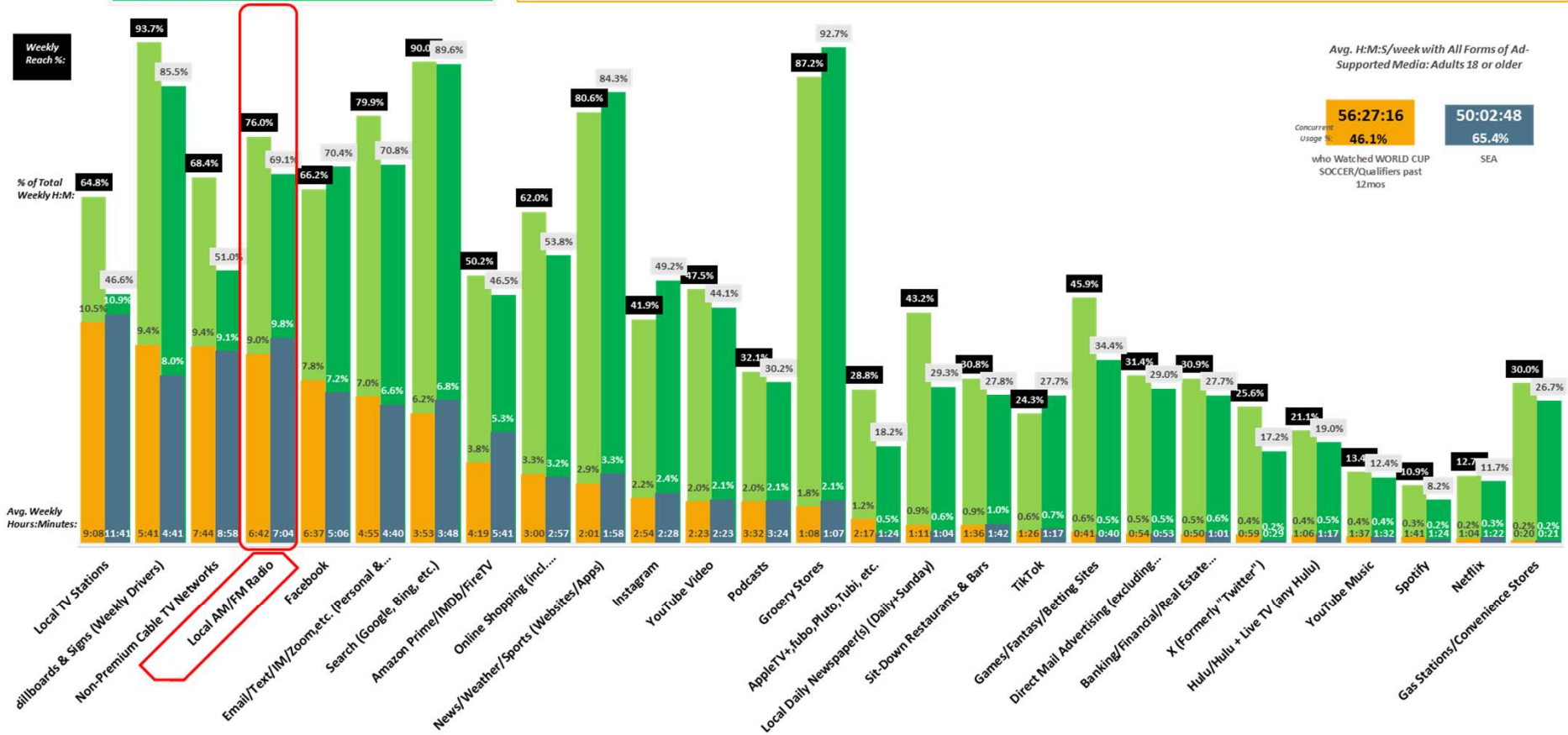


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

51:22:30	45:32:14
39.8%	63.6%
who Watched WORLD CUP SOCCER/Qualifiers past 12mos	WDC



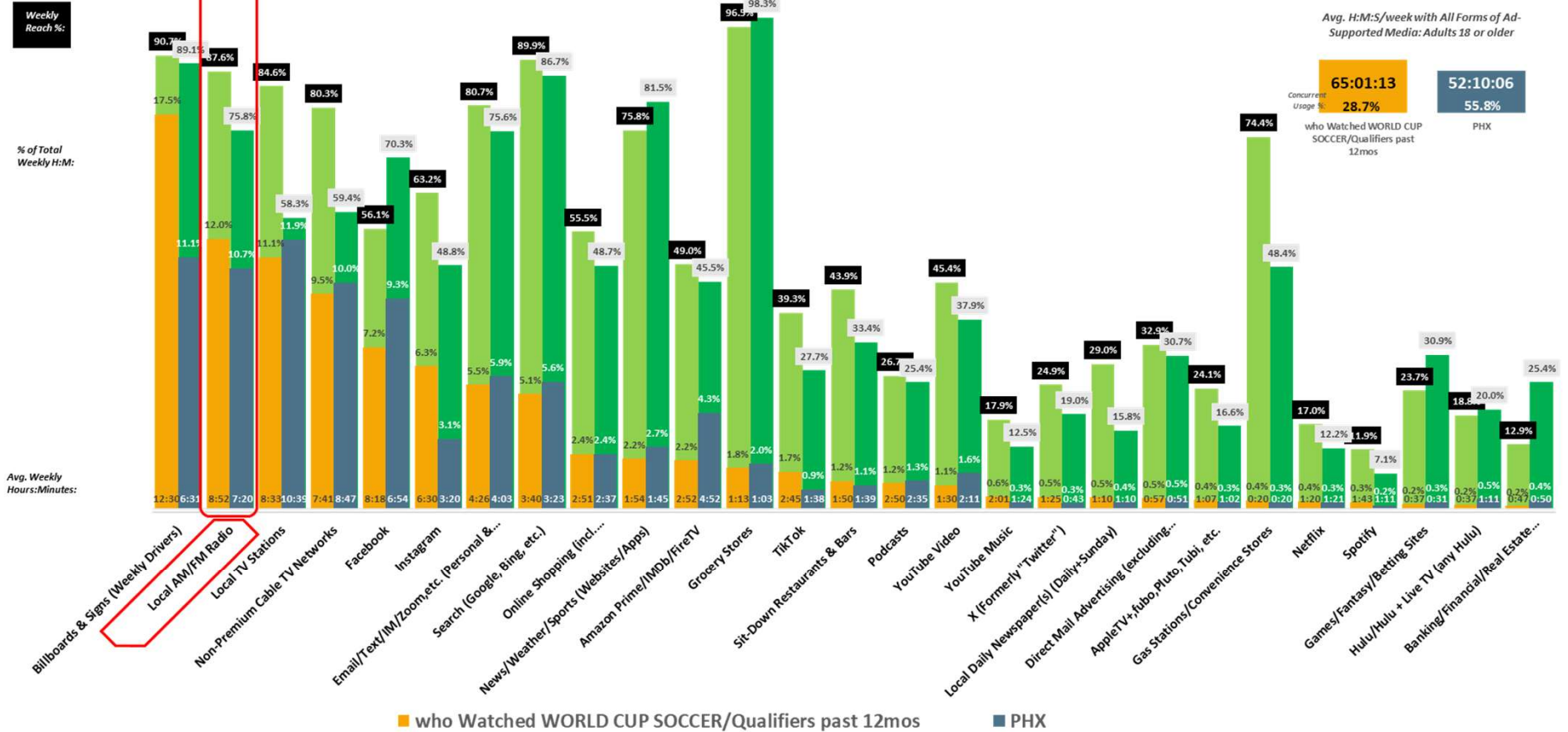
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 8 hours, 27 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
 76.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 6 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Media.



■ who Watched WORLD CUP SOCCER/Qualifiers past 12mos ■ SEA



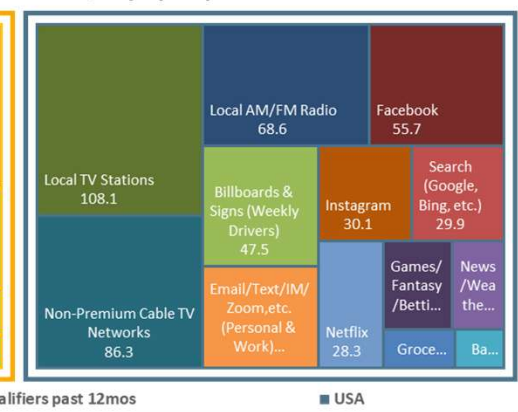
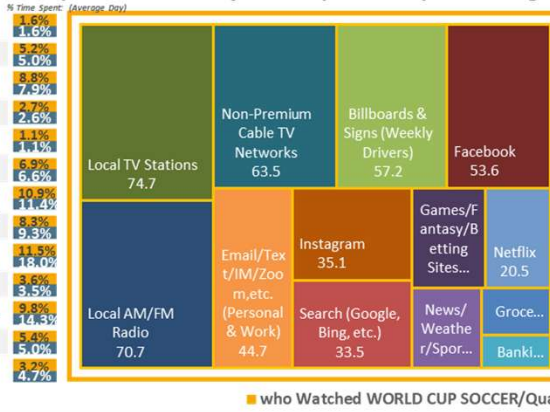
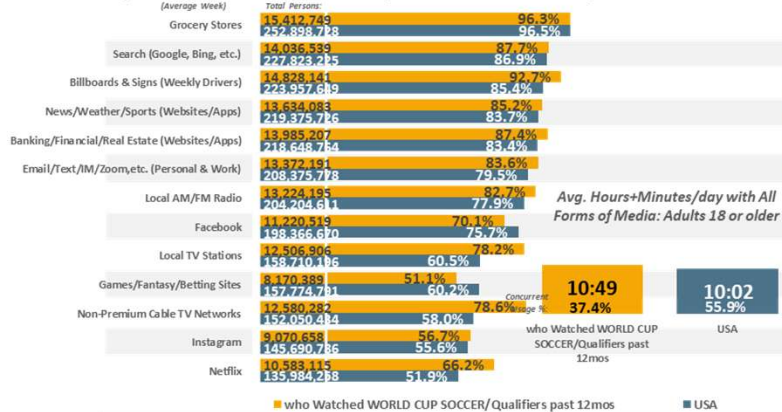
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 17 hours, 1 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
 87.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.



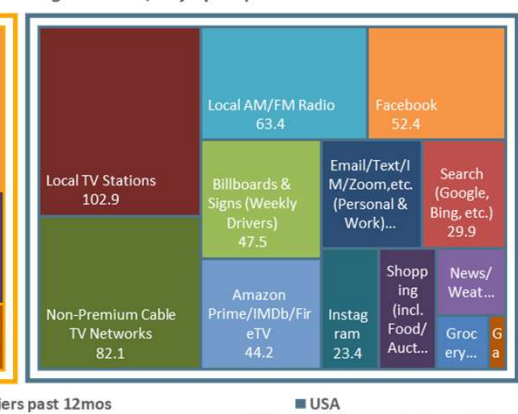
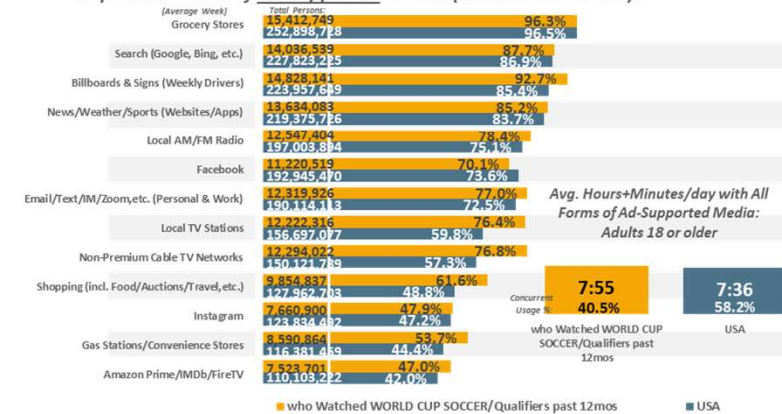


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 62. minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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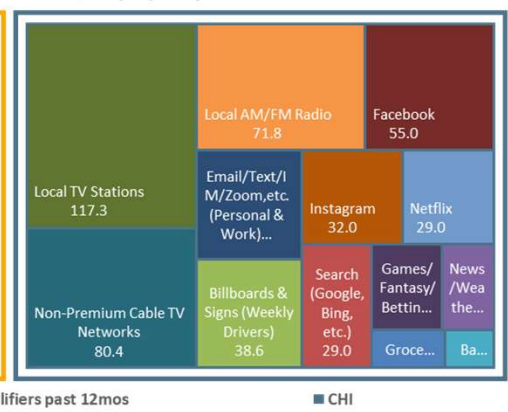
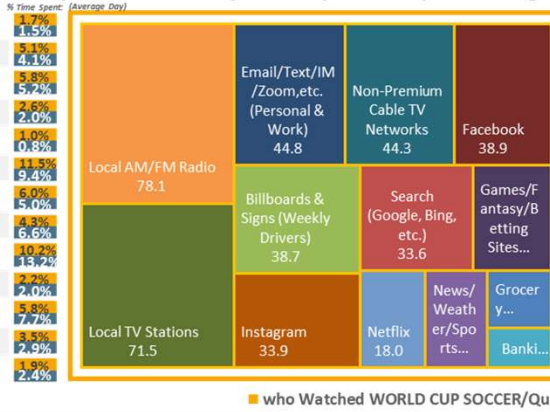
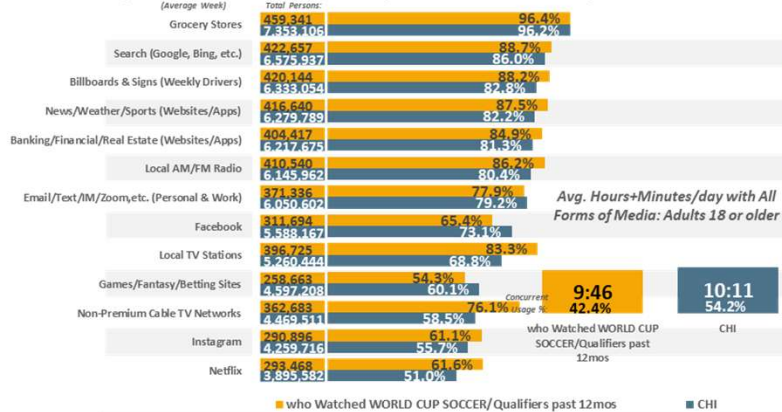
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. (Local Radio delivers 13.% of Time with Ad-Supported Media.)

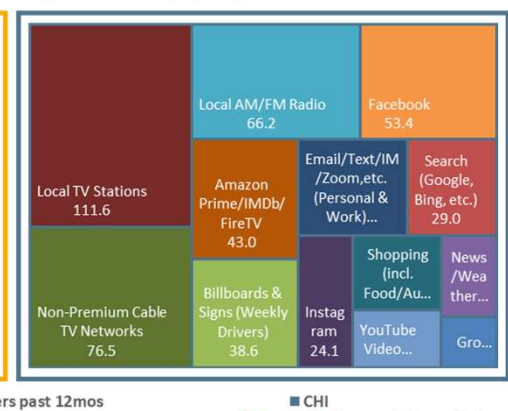
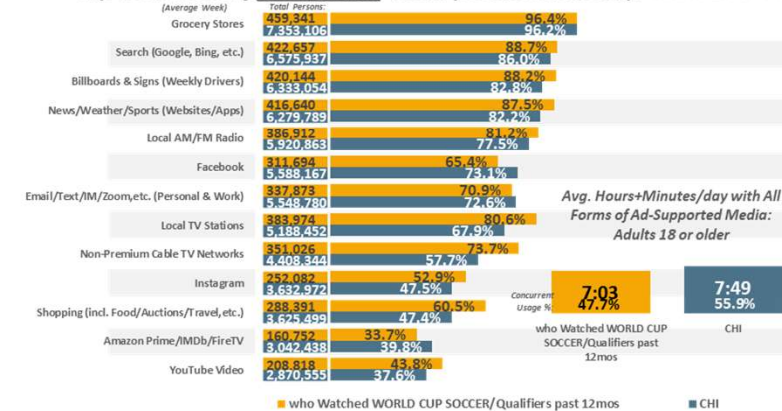
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 240
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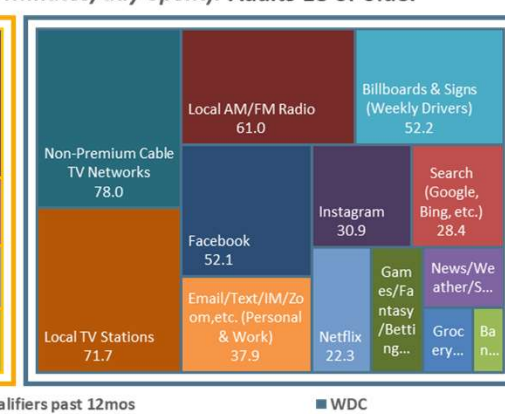
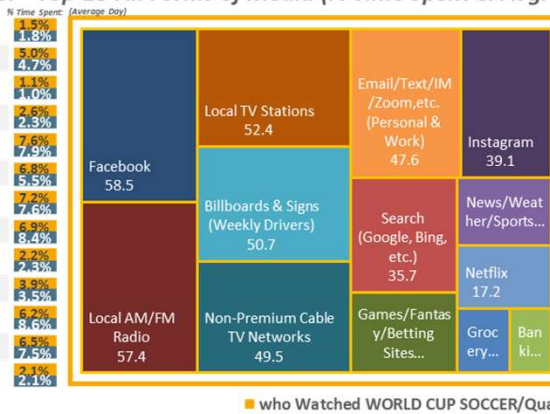
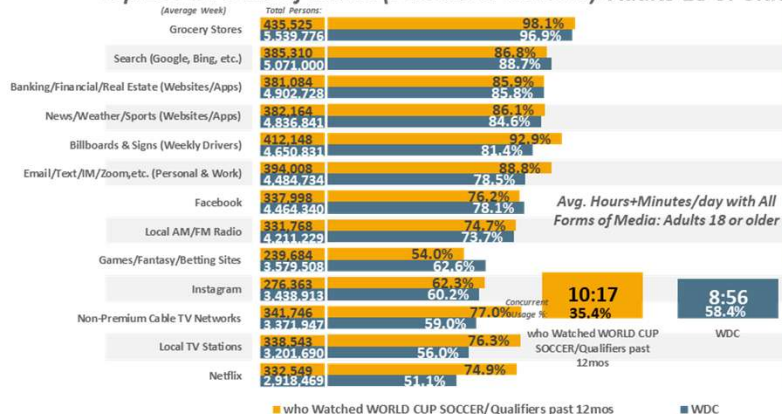
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

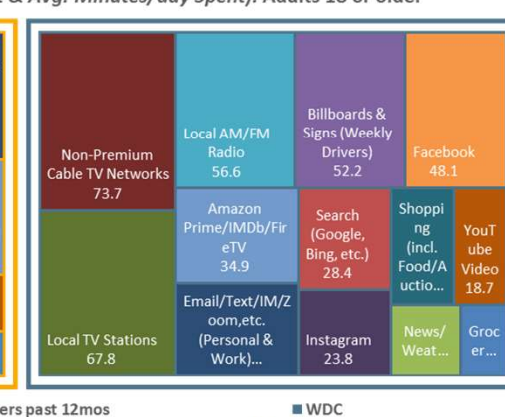
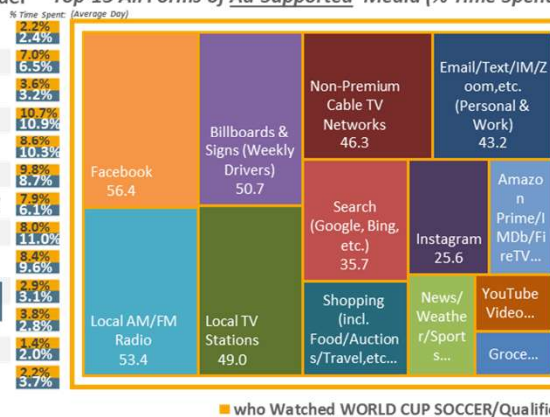
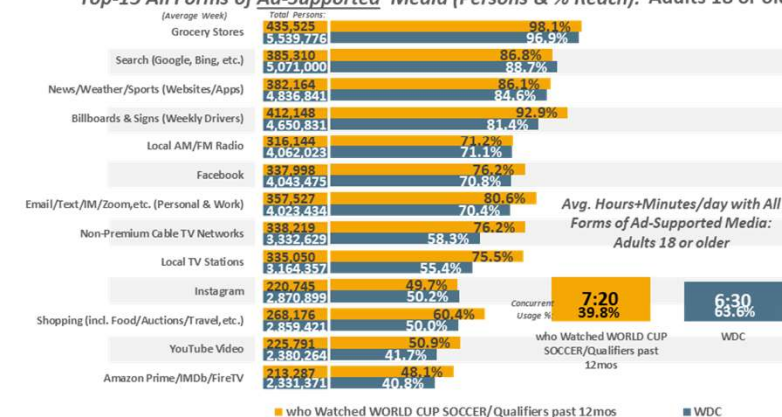


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 53.4 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

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**



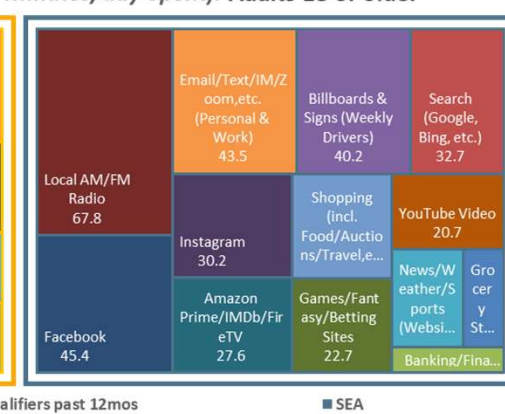
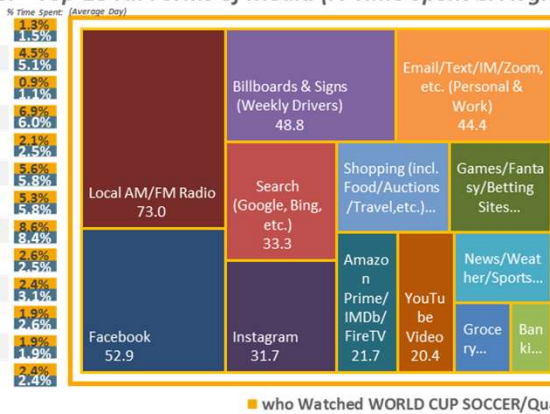
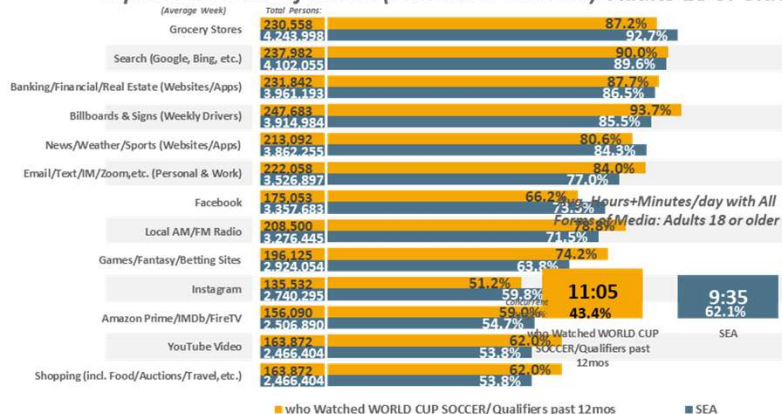
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



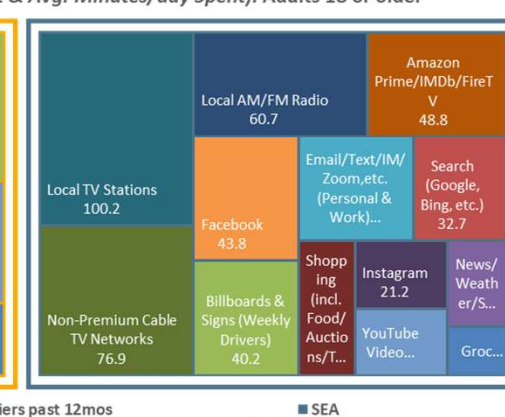
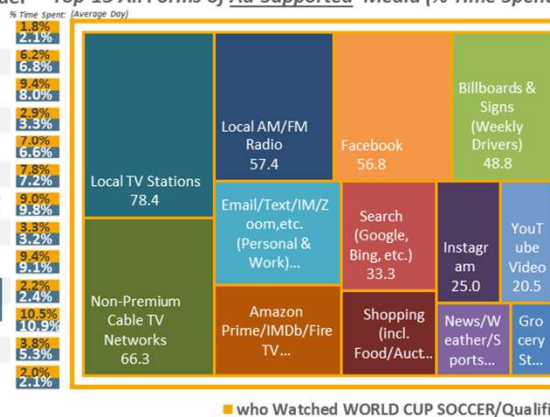
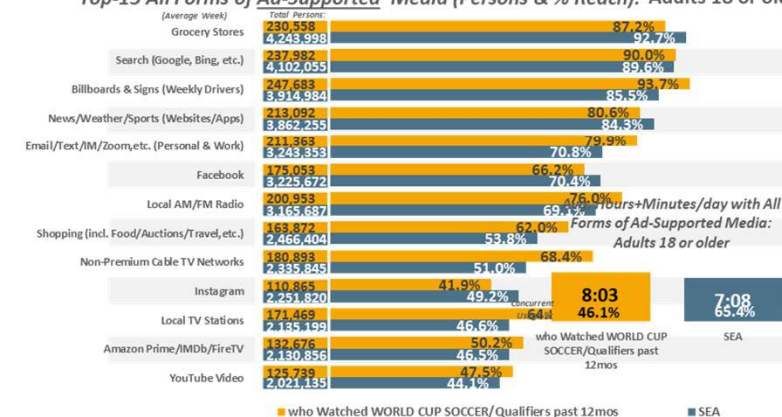


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 76.% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 269
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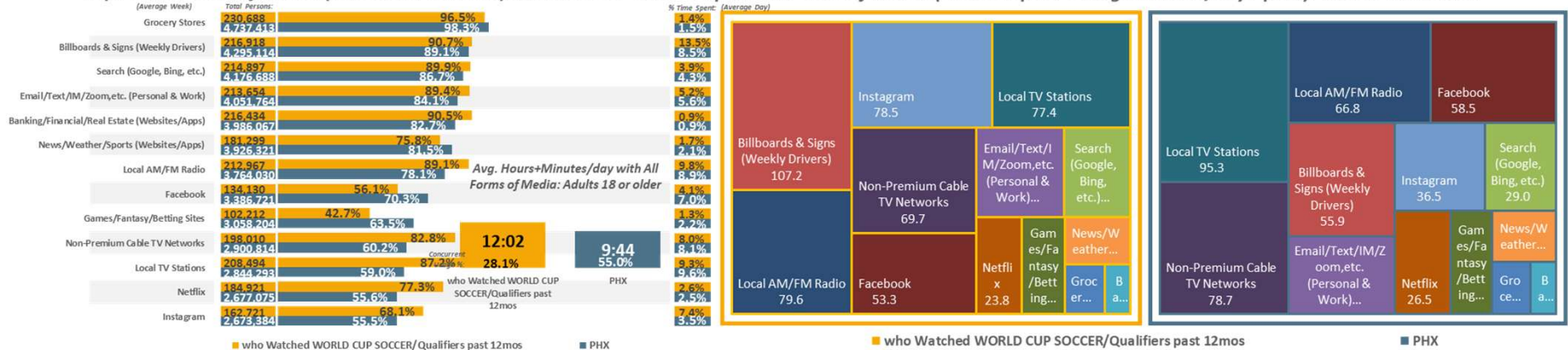
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

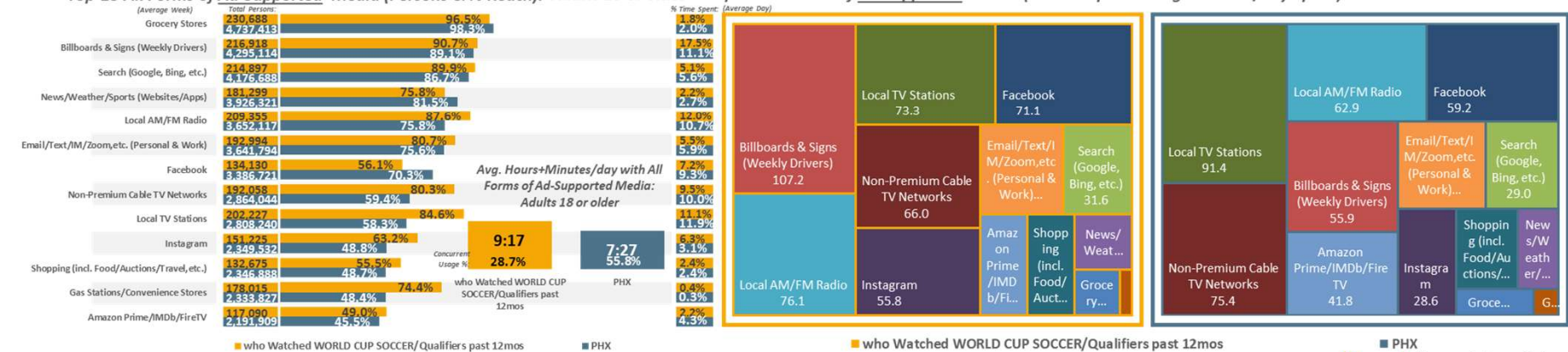


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 9 hours and 17 minutes each day with All Forms of Ad-Supported Media. 87.6% listen to Local AM/FM Radio for an avg. of 76.1 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

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



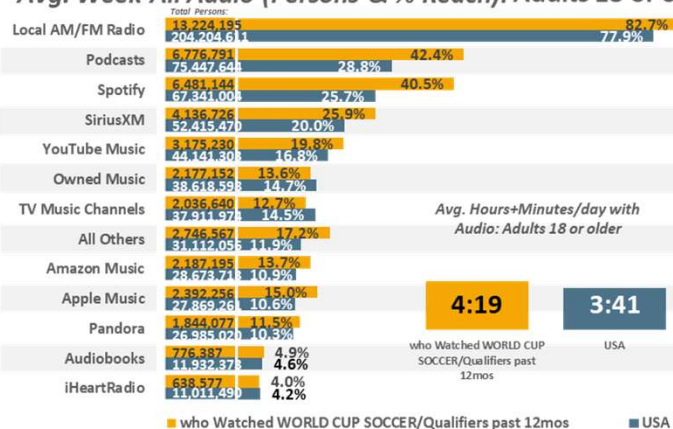
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



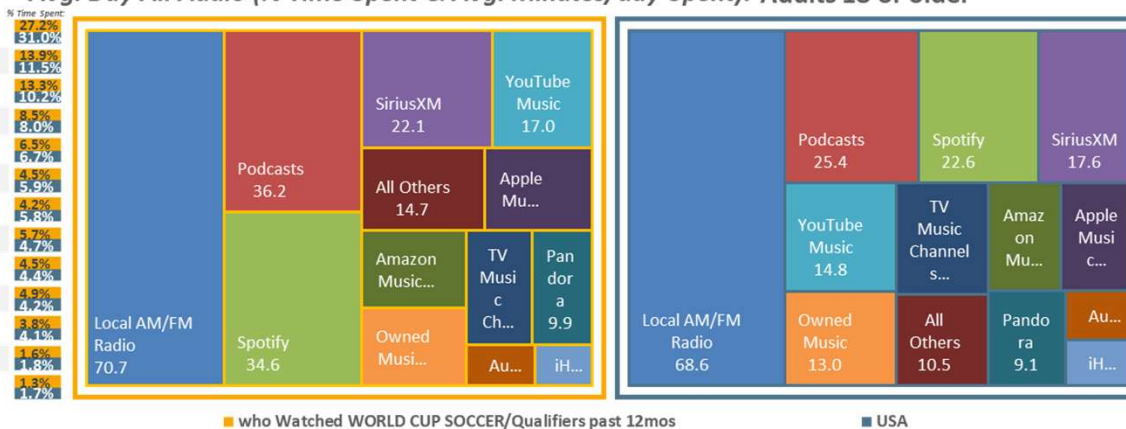


12,547,404 or 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

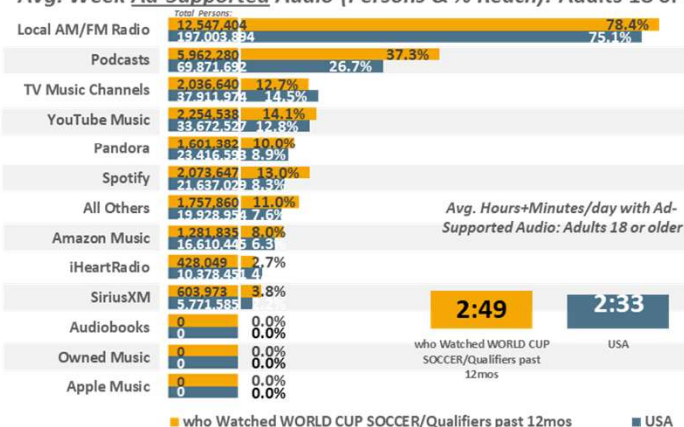
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



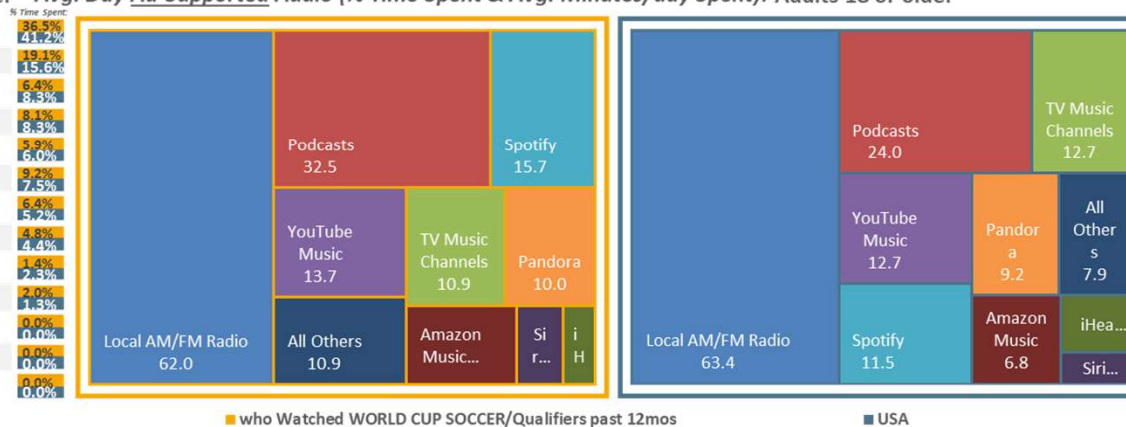
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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Scarborough R1 2026: Sep24-Mar26 USA Projection

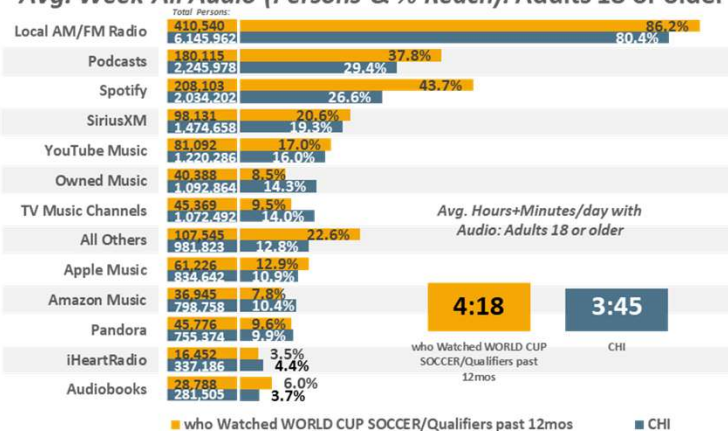
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

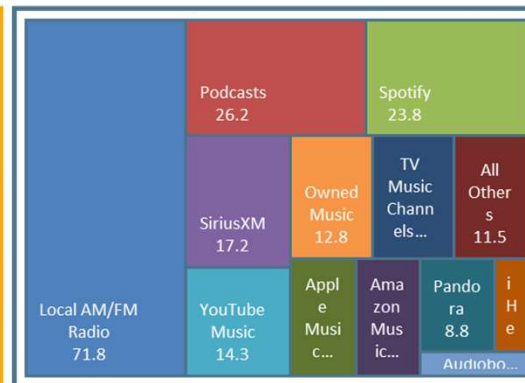
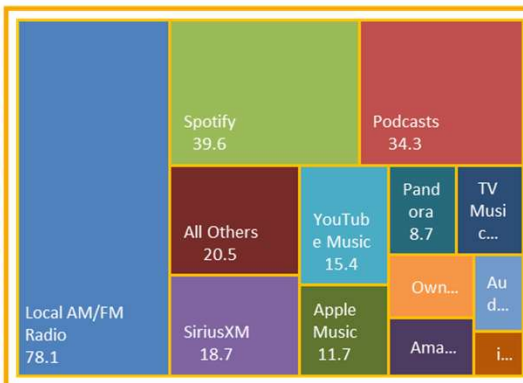


386,912 or 81.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

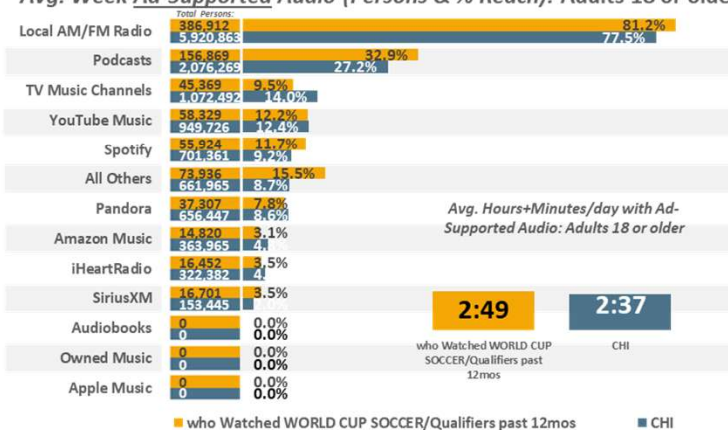
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



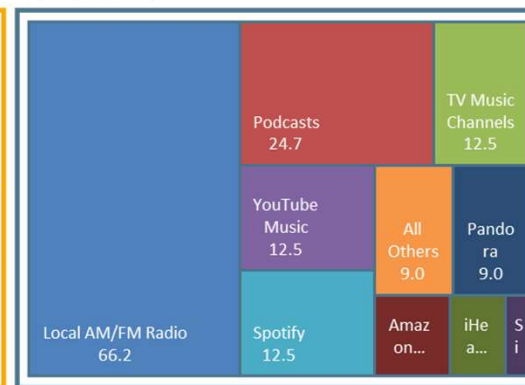
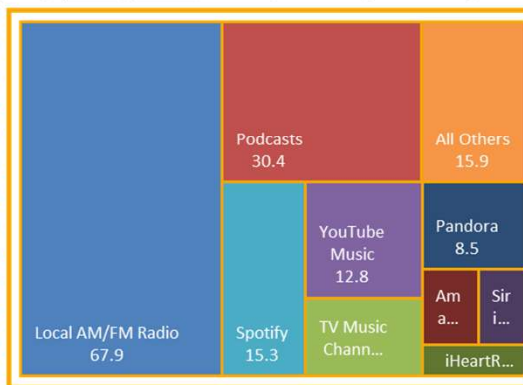
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



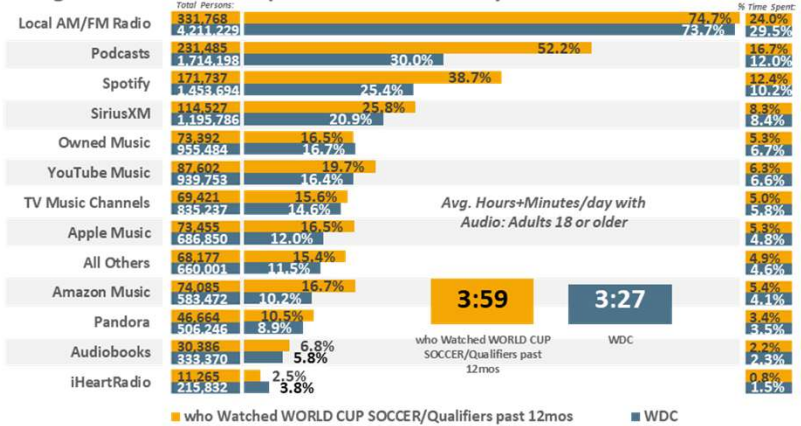
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



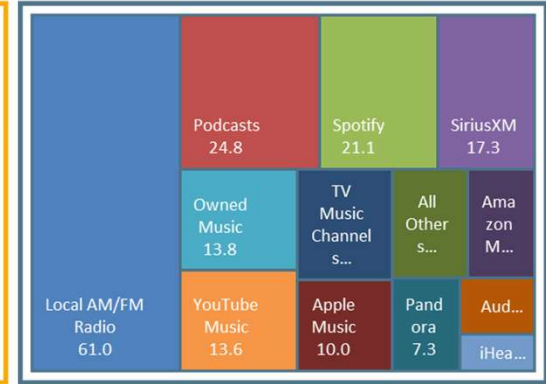
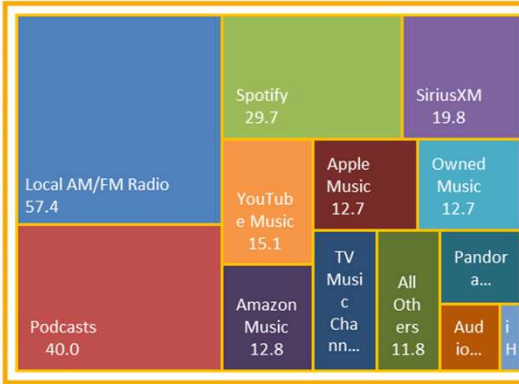


316,144 or 71.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

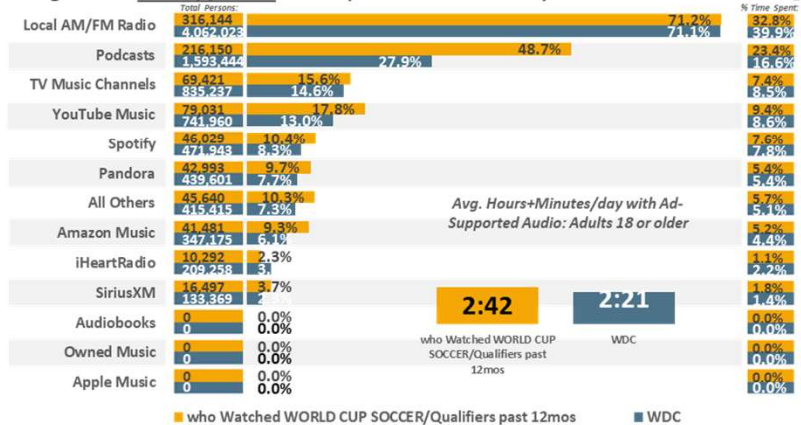
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



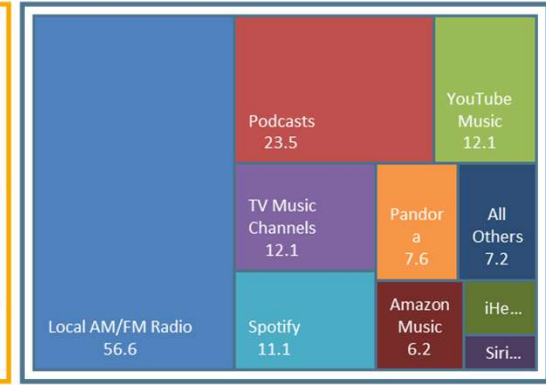
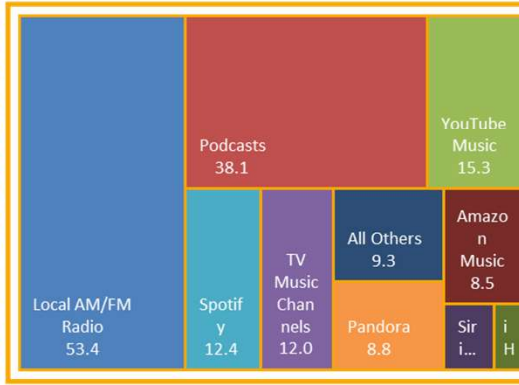
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



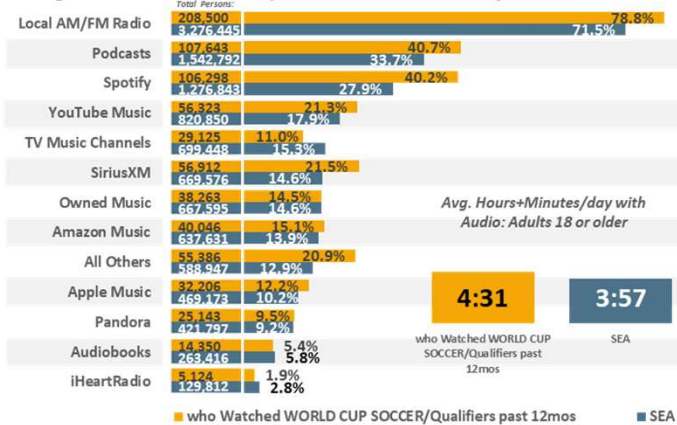
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



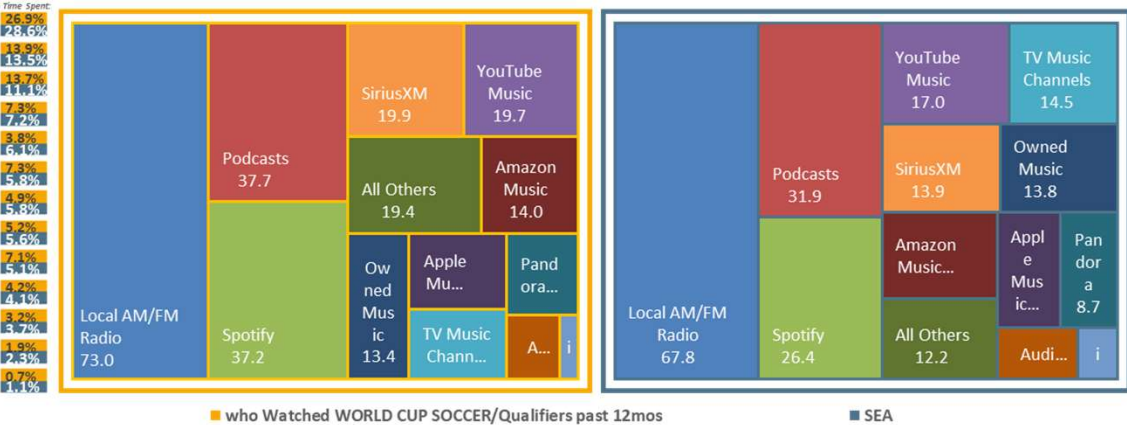


200,953 or 76.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

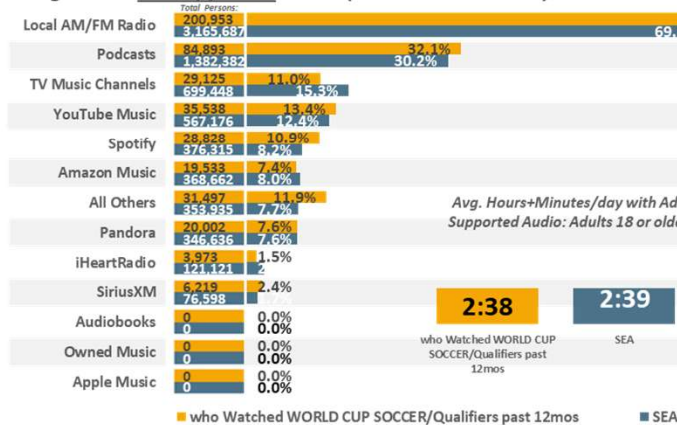
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



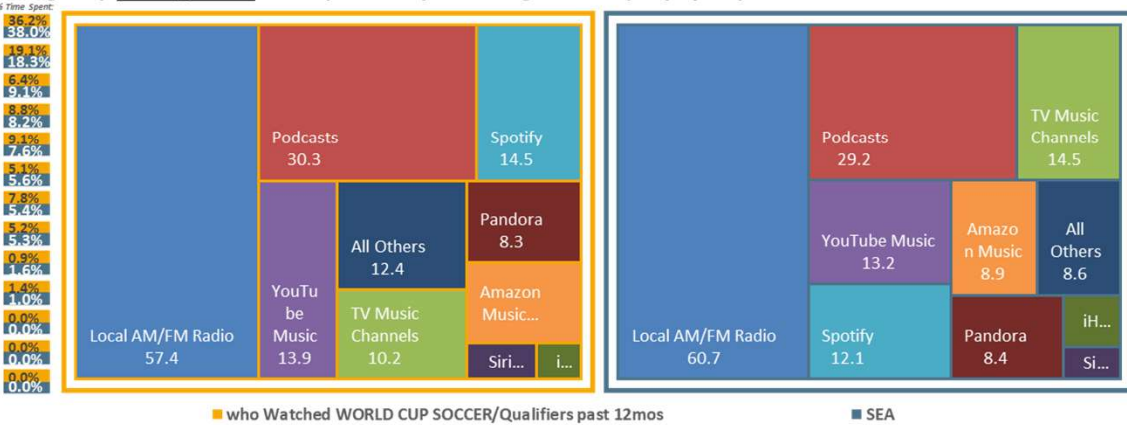
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



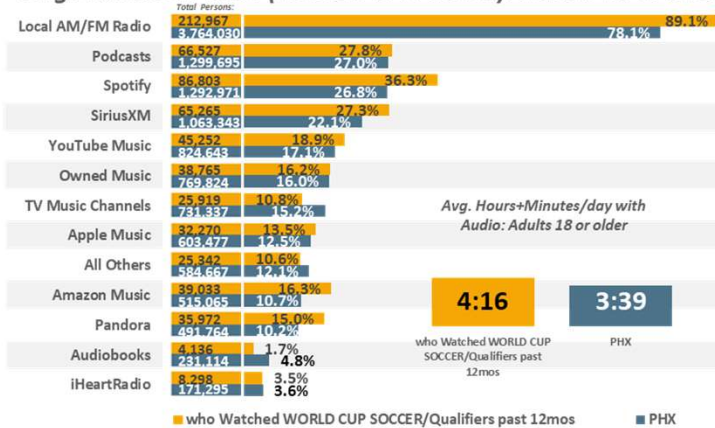
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



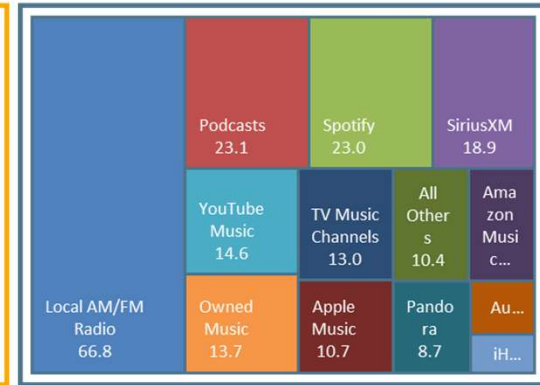
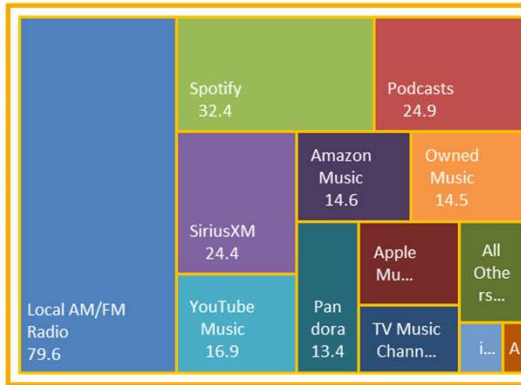


209,355 or 87.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

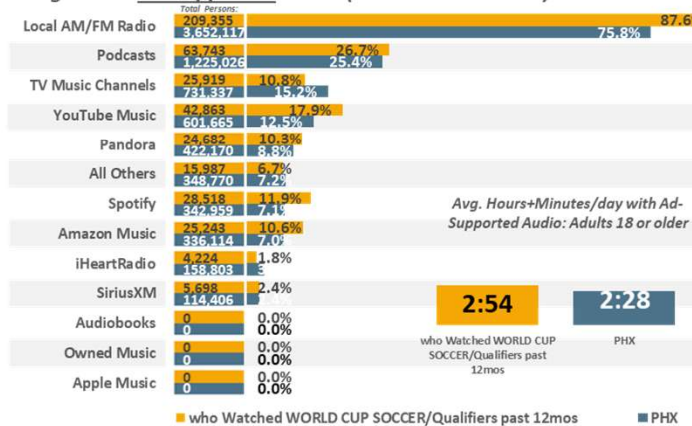
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



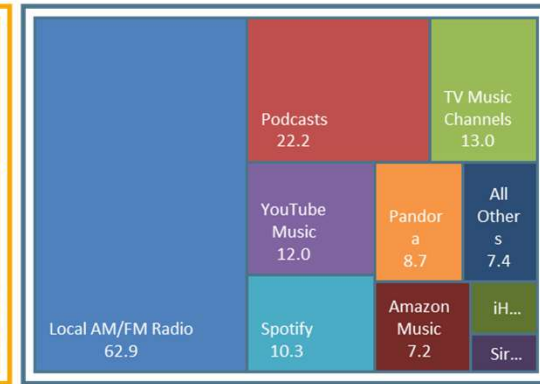
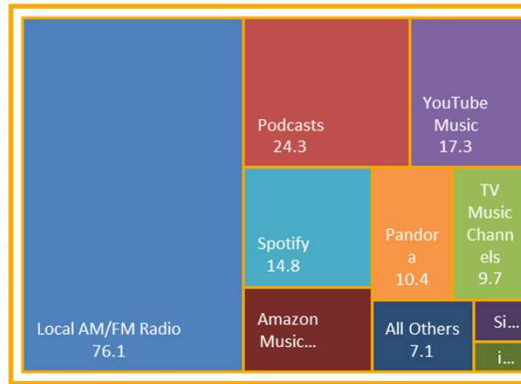
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

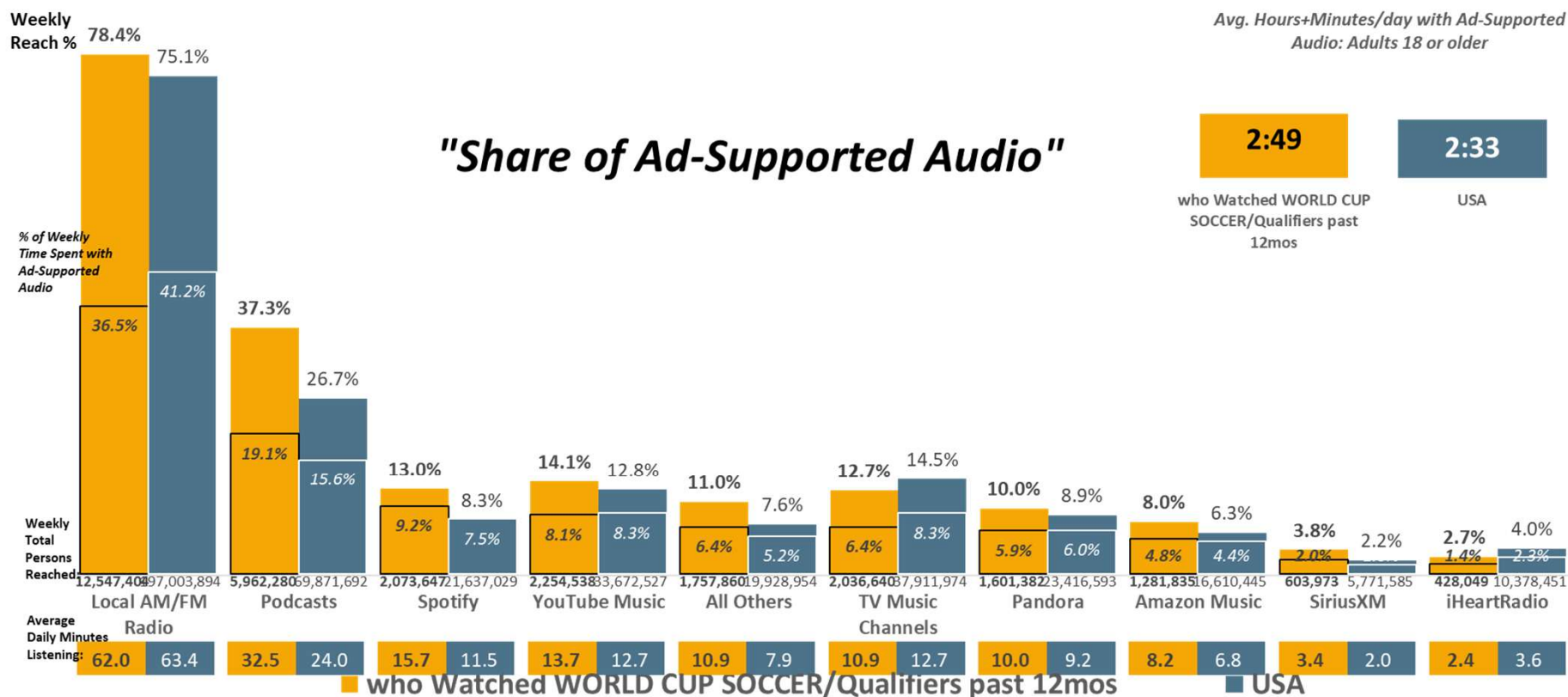


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



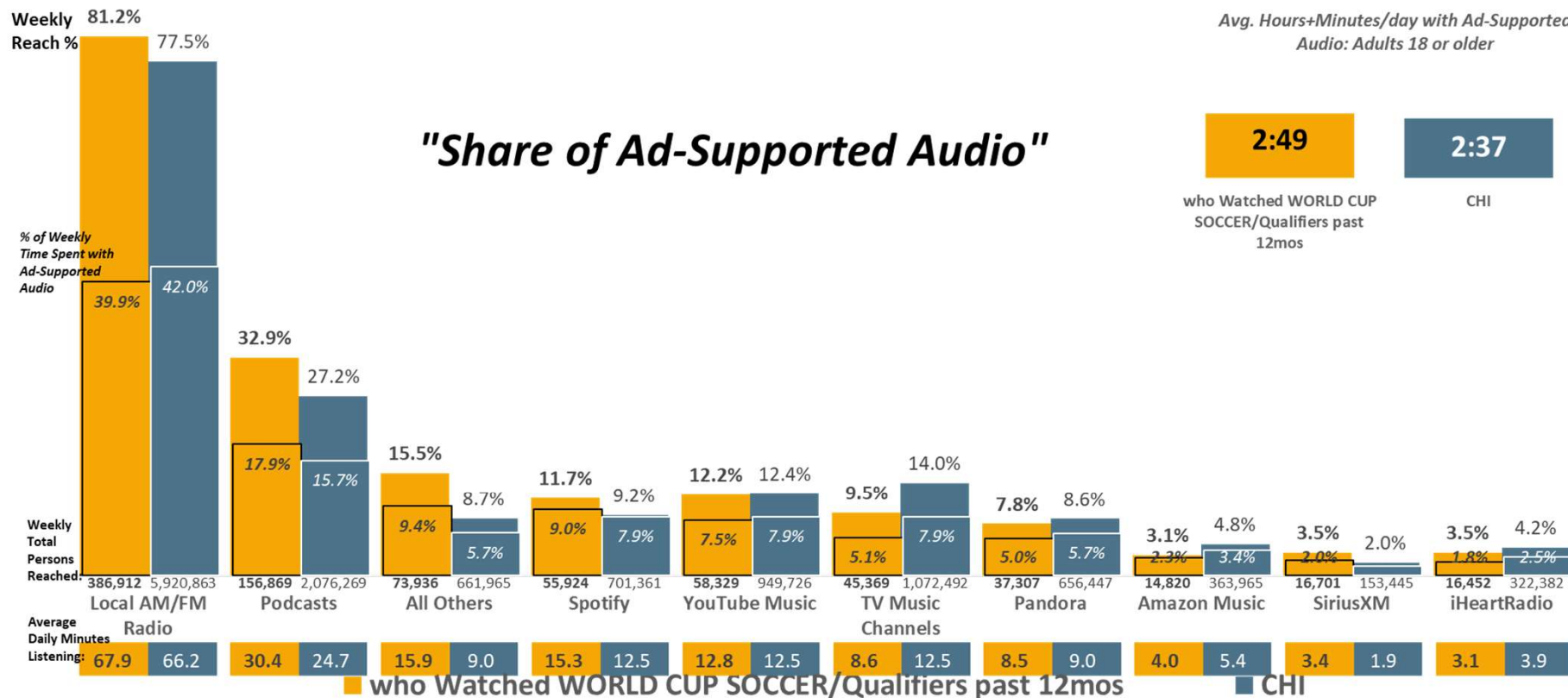


12,547,404 or 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.





386,912 or 81.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.





316,144 or 71.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:42

2:21

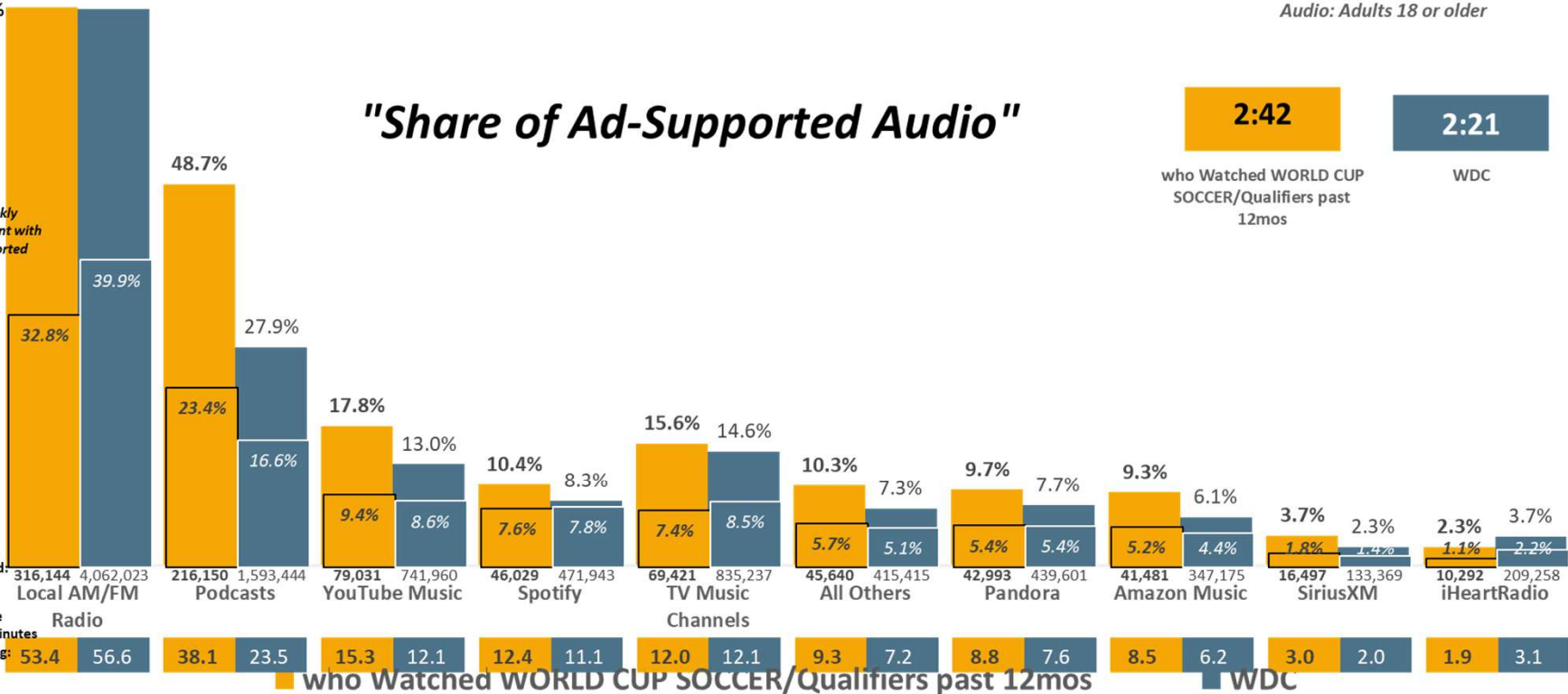
who Watched WORLD CUP SOCCER/Qualifiers past 12mos

WDC

% of Weekly Time Spent with Ad-Supported Audio

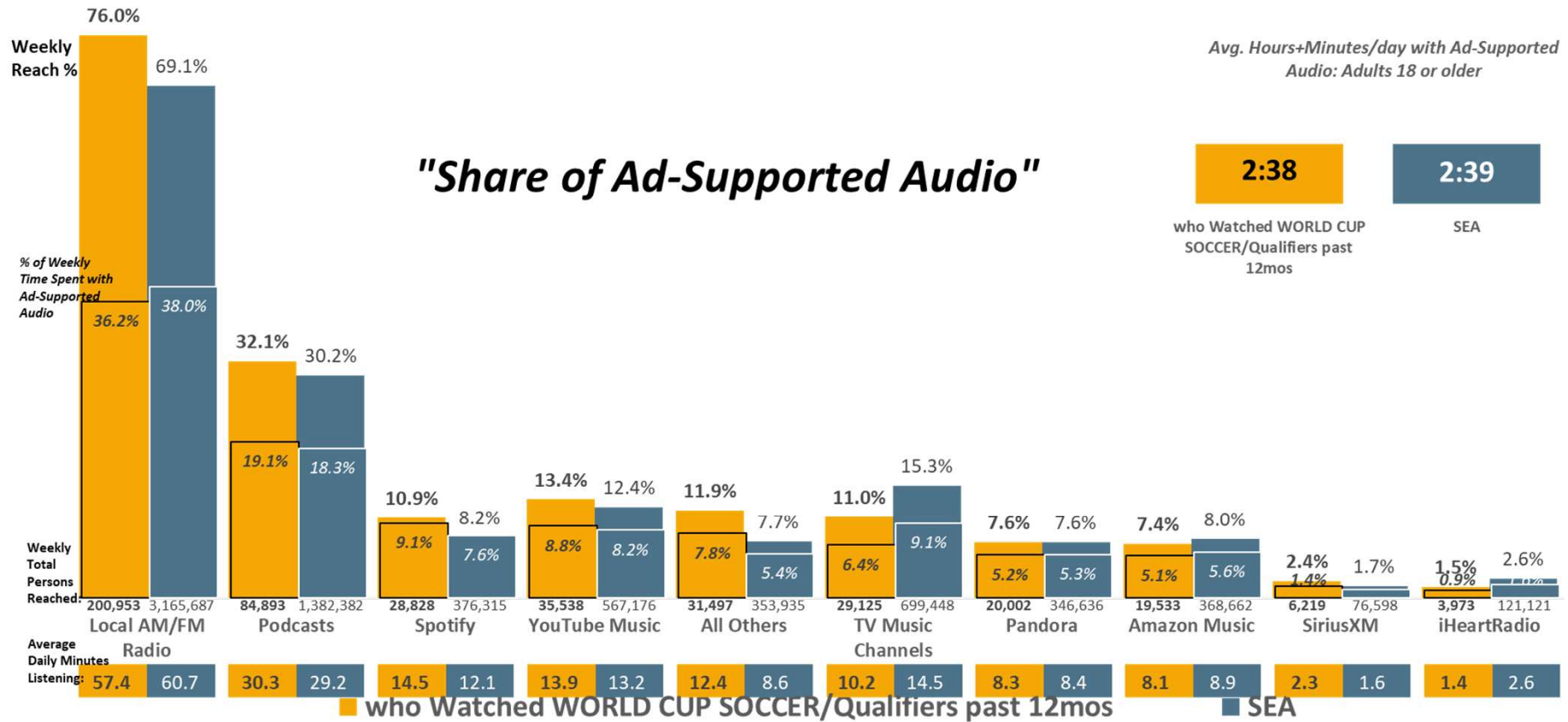
Weekly Total Persons Reached

Average Daily Minutes Listening





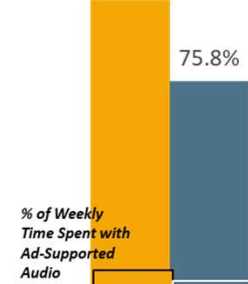
200,953 or 76.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



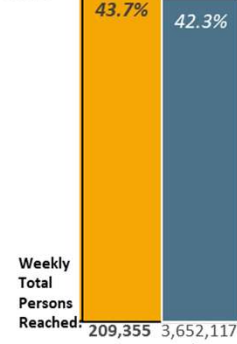


209,355 or 87.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

Weekly Reach %



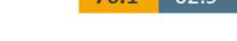
% of Weekly Time Spent with Ad-Supported Audio



Weekly Total Persons Reached



Average Daily Minutes Listening



"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:54

2:28

who Watched WORLD CUP SOCCER/Qualifiers past 12mos

PHX

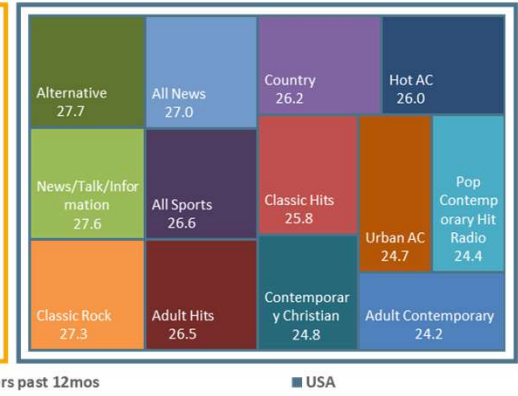
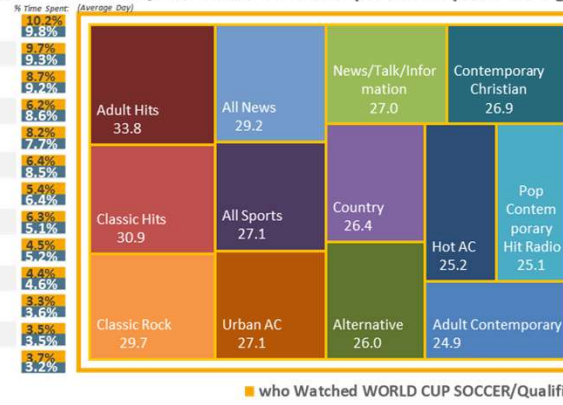
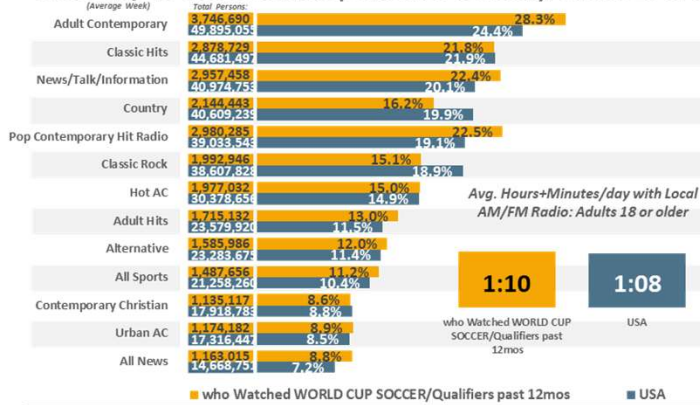
who Watched WORLD CUP SOCCER/Qualifiers past 12mos

PHX

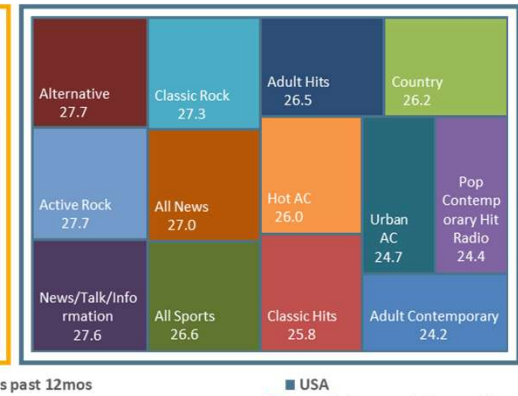
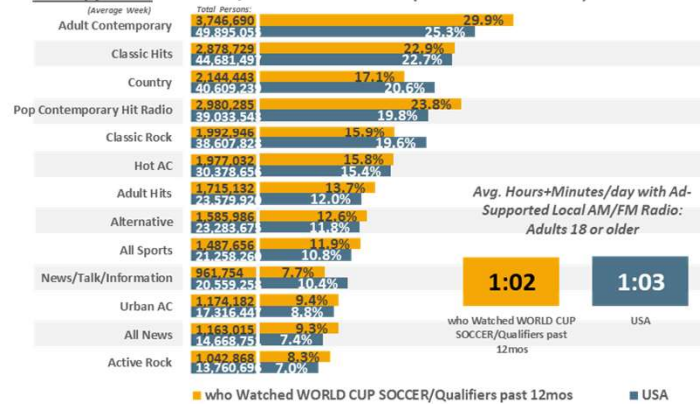


12,547,404 or 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

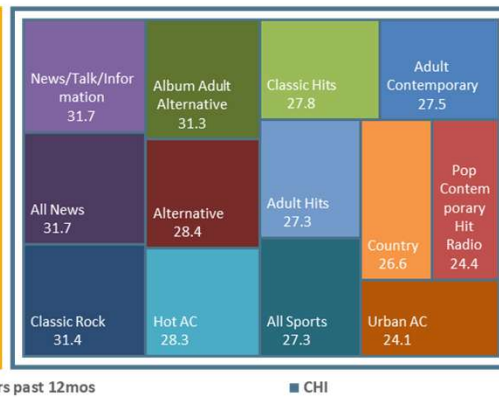
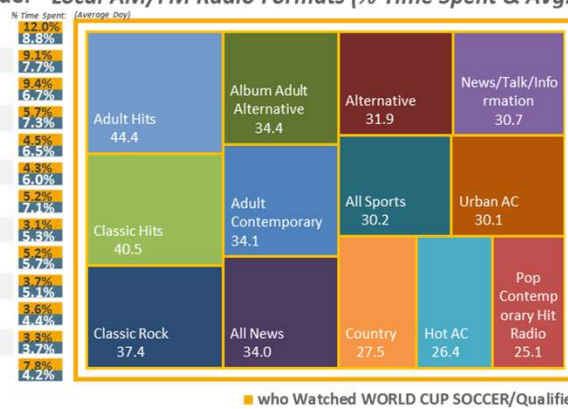
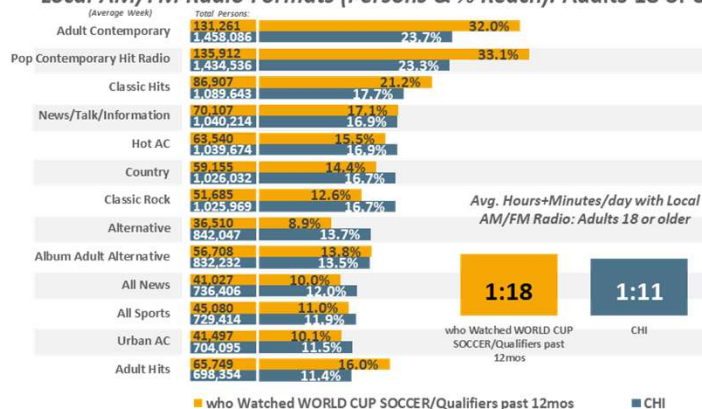
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

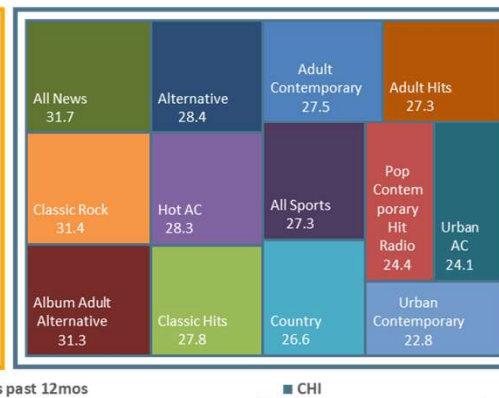
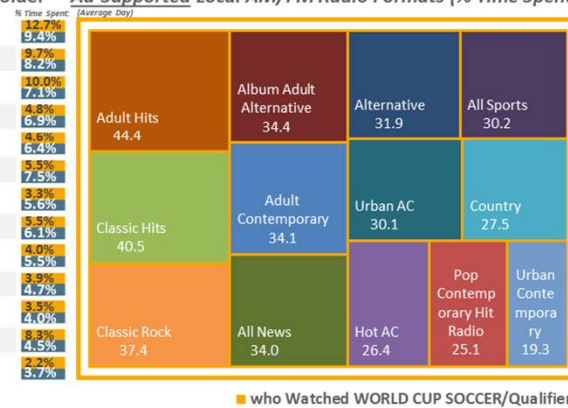
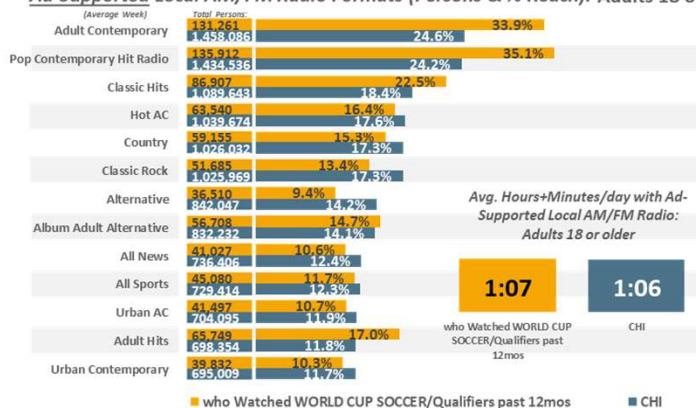


386,912 or 81.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Mexican Regional, Classic Hits, and Spanish Contempor

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 240
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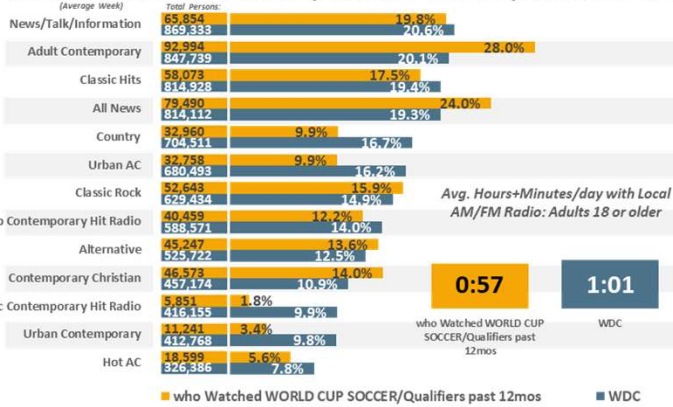
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

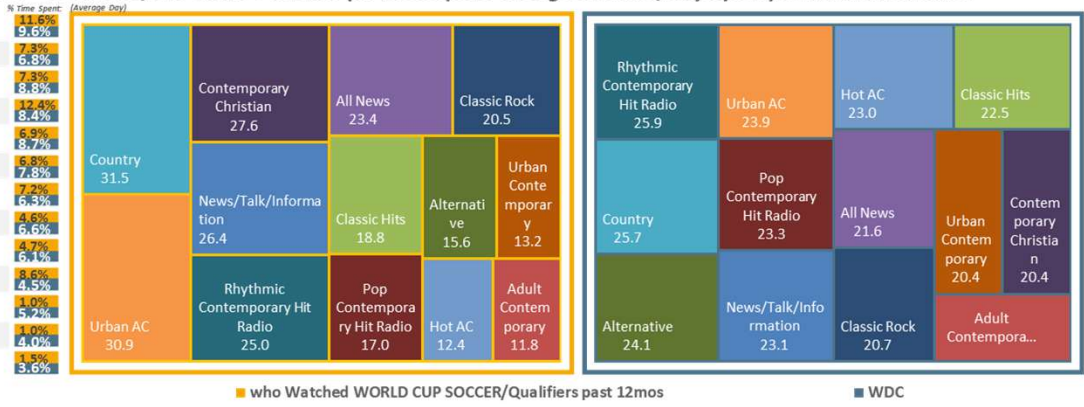


316,144 or 71.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Classic Rock, and Alternative.

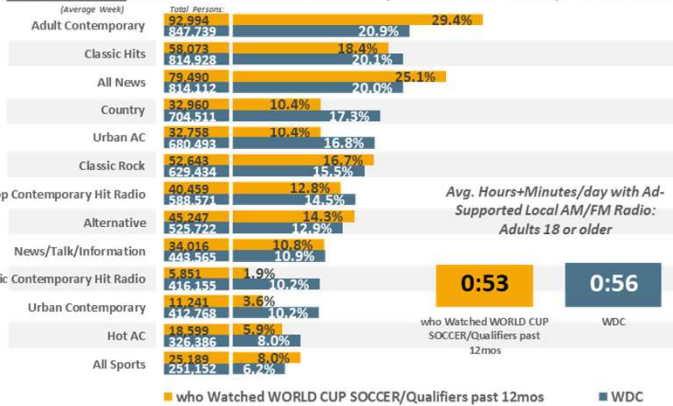
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



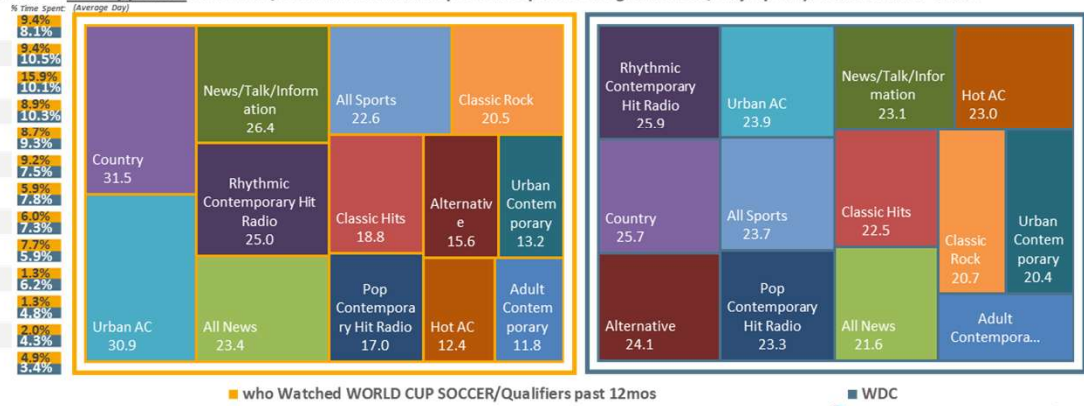
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



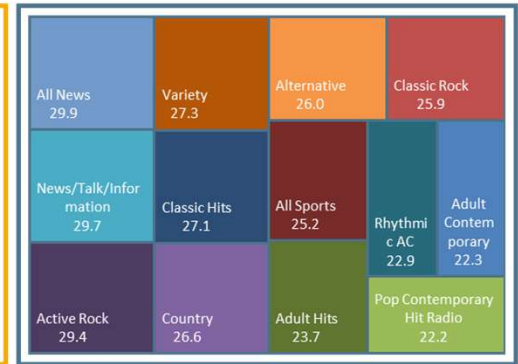
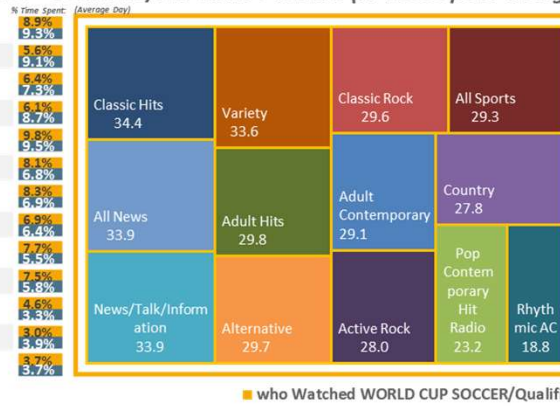
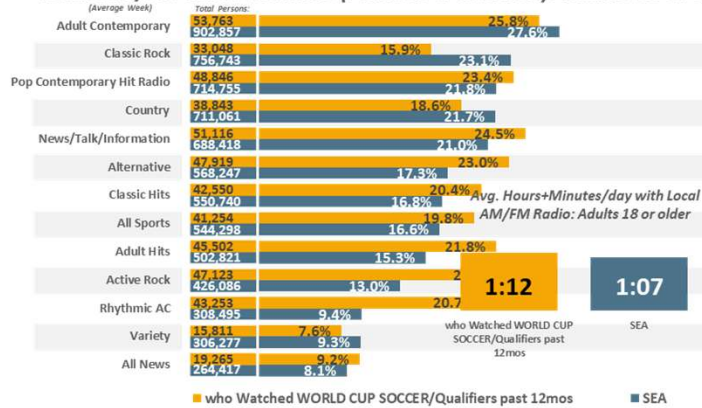
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



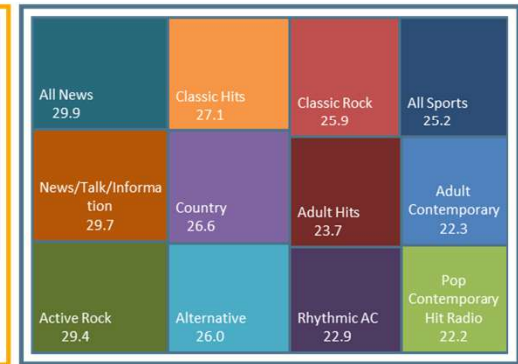
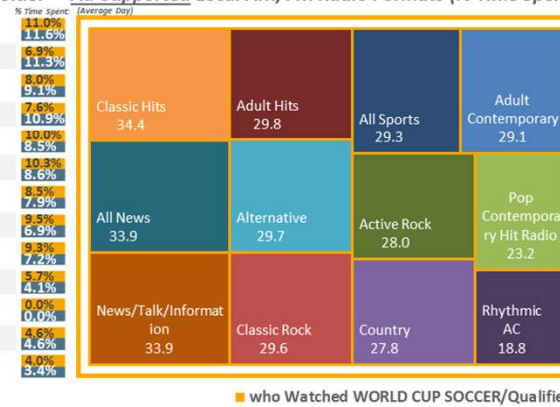
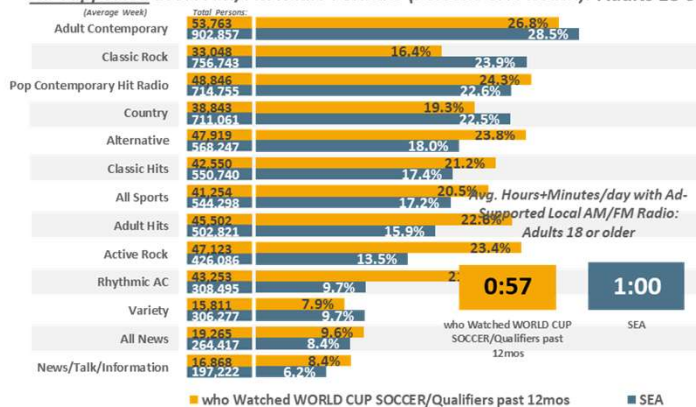


200,953 or 76.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Active Rock, and Adult Hits.

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



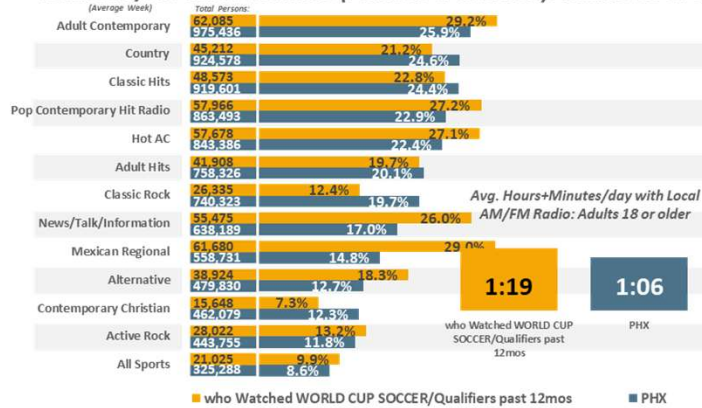
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





209,355 or 87.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Mexican Regional, Pop Contemporary Hit Radio, Hot AC, and Classic Hits.

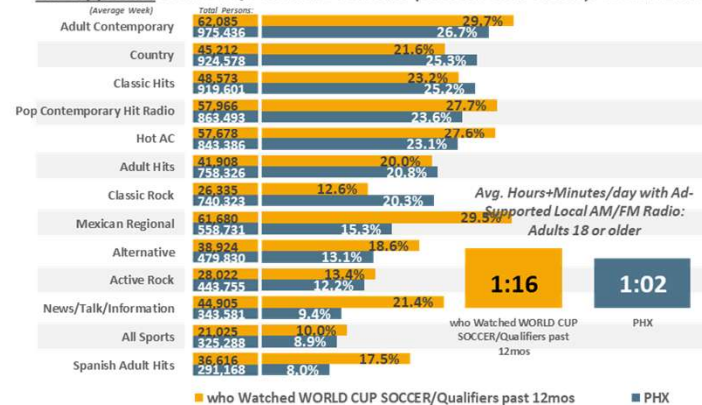
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



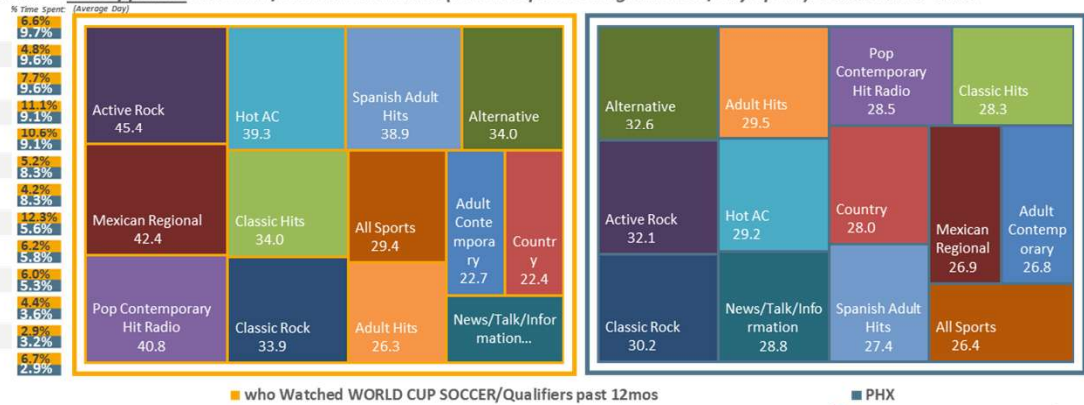
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

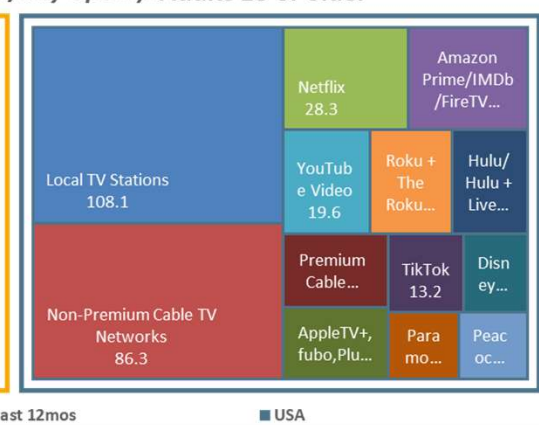
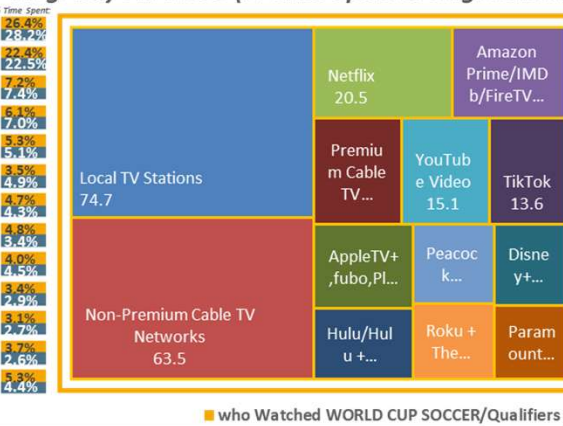
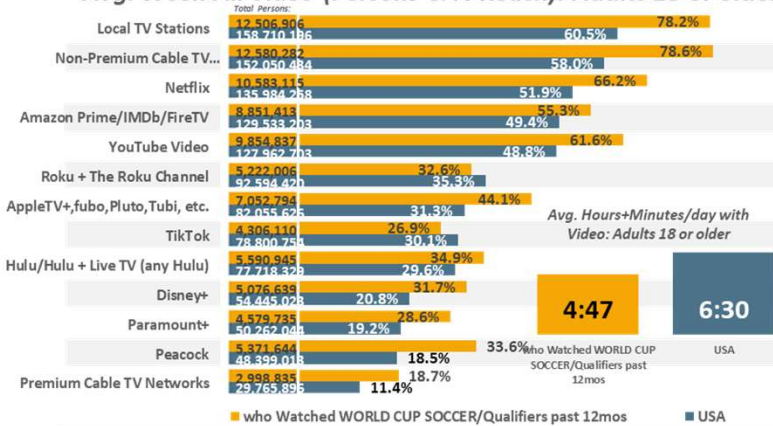




12,222,316 or 76.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

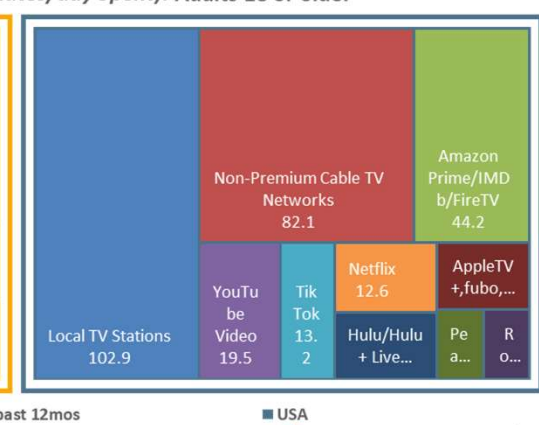
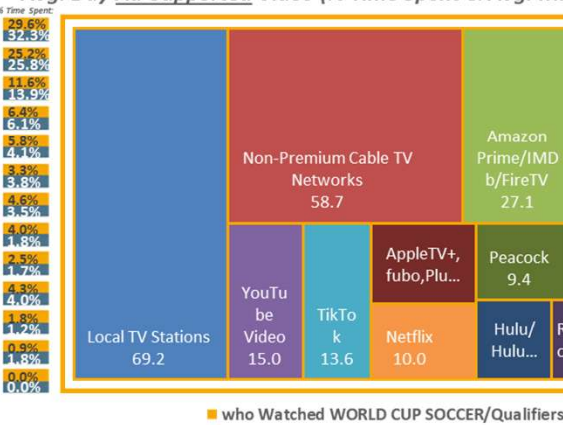
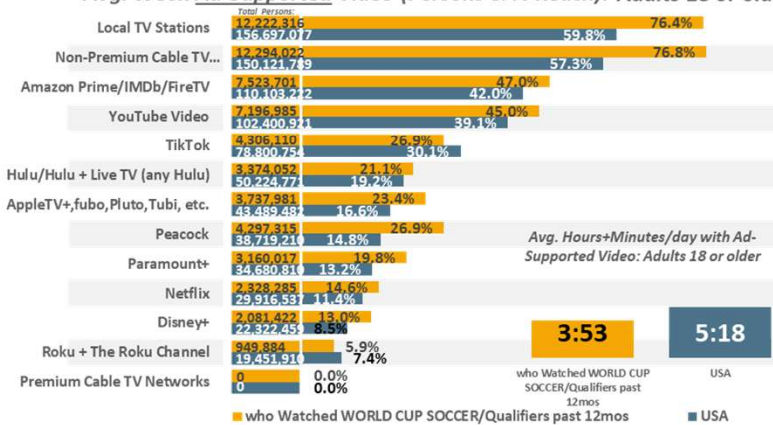
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

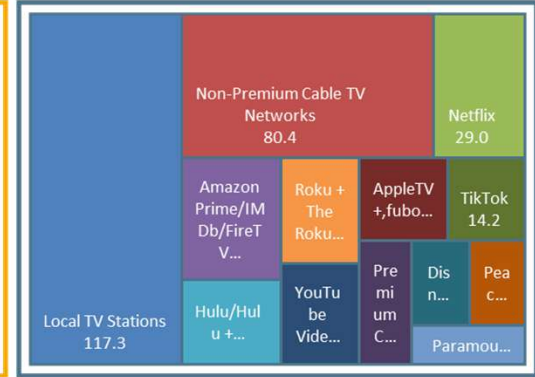
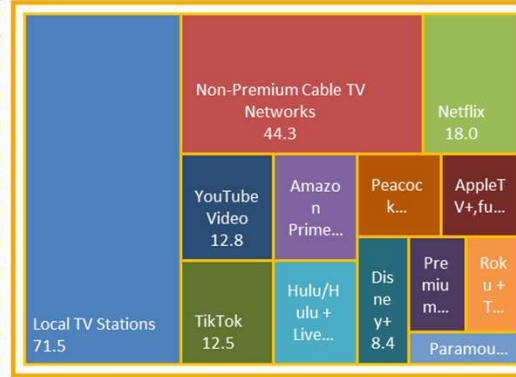
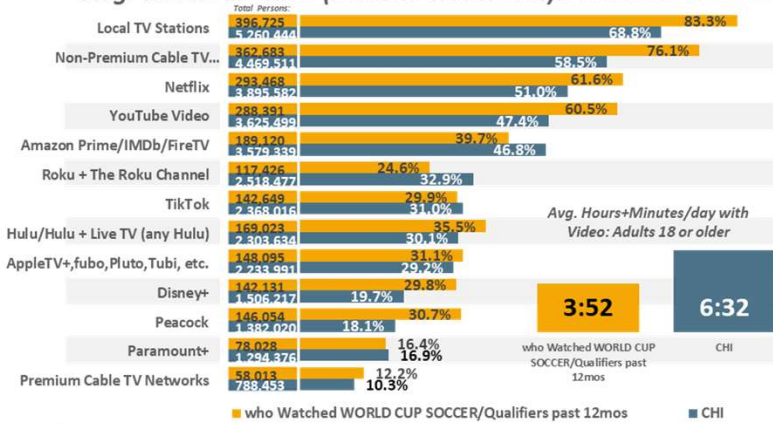




383,974 or 80.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 67. minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

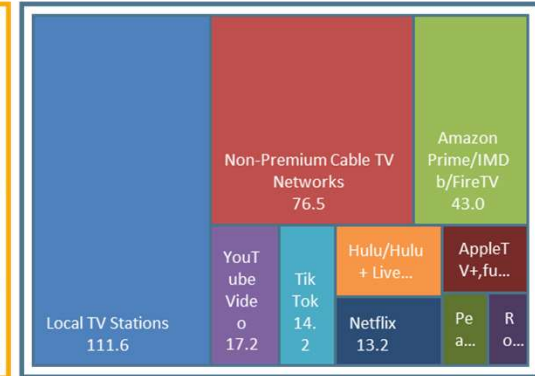
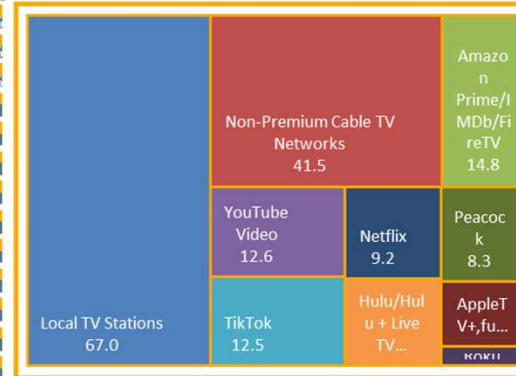
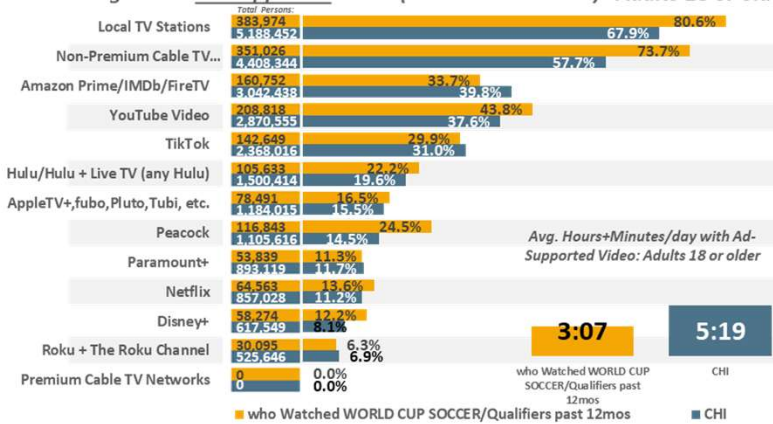
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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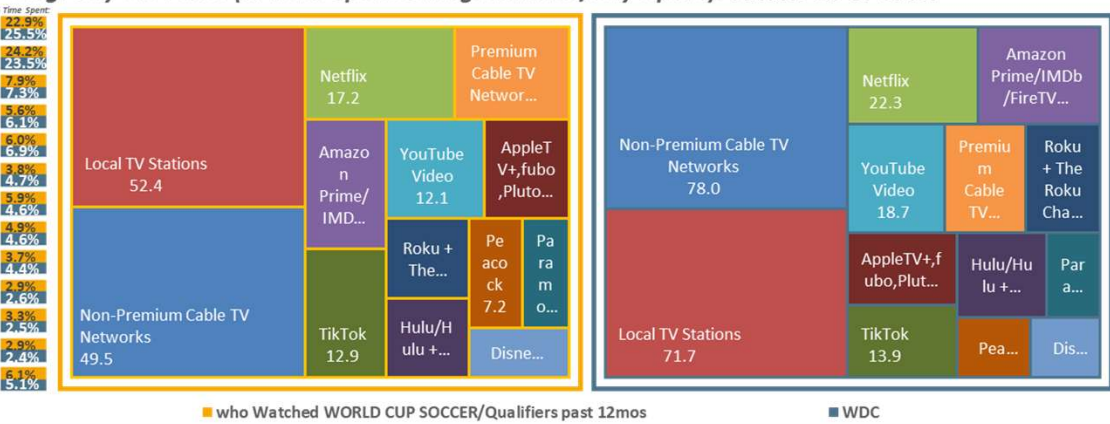
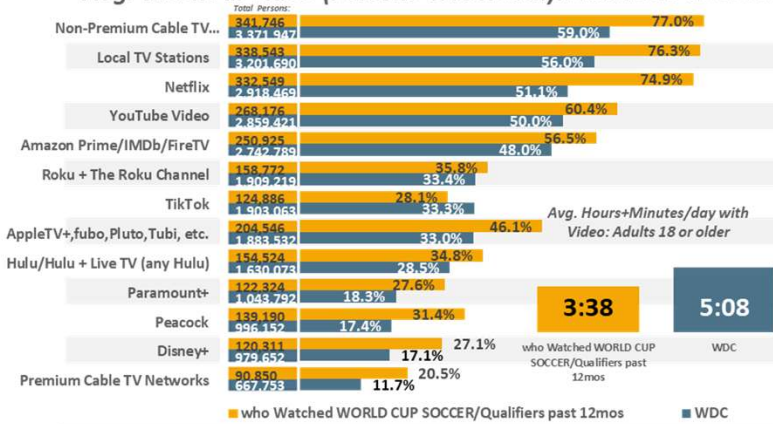
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



335,050 or 75.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 49. minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

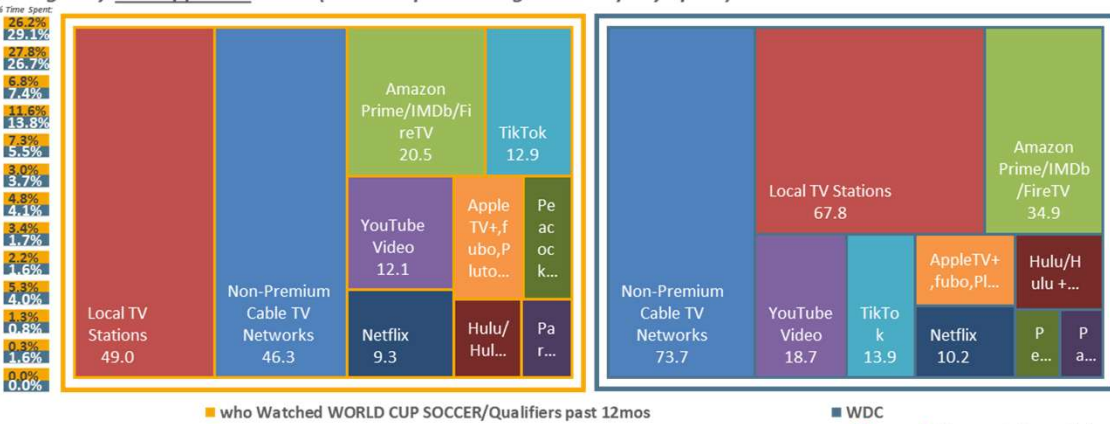
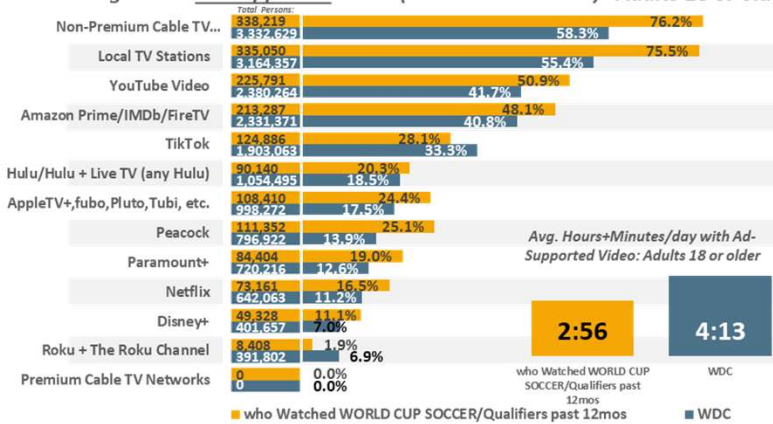
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

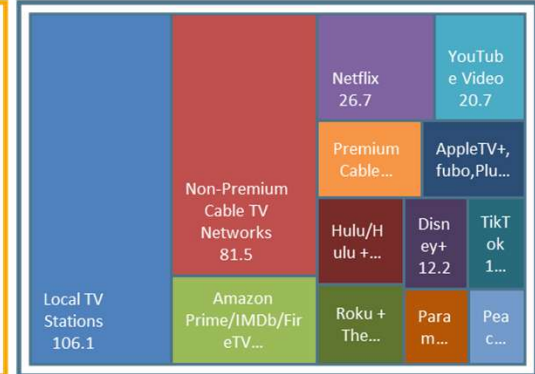
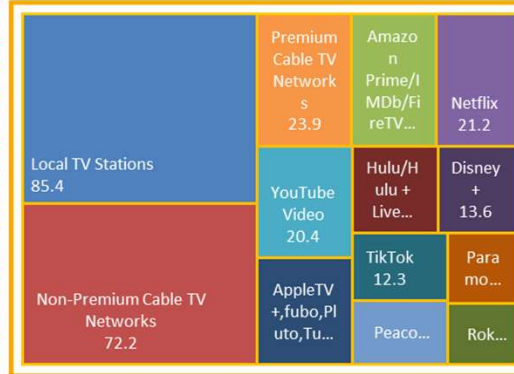
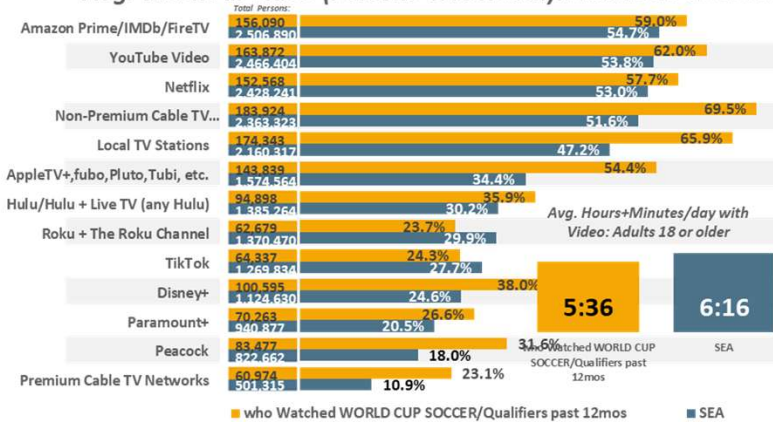




171,469 or 64.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 78.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

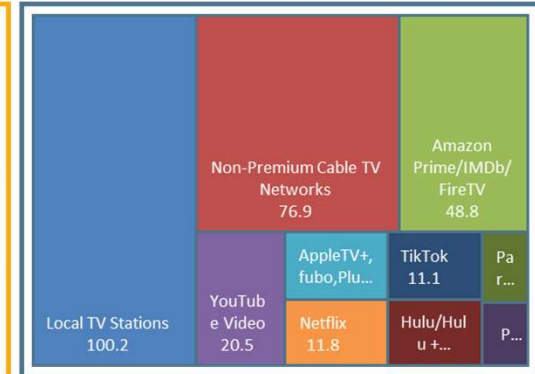
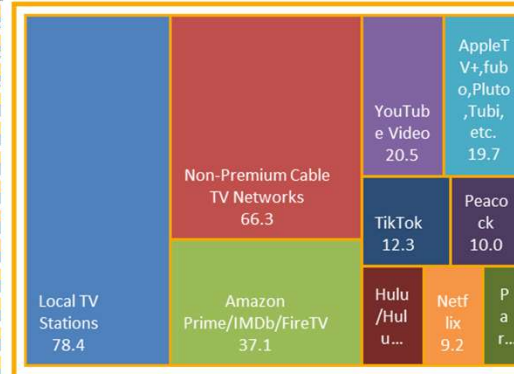
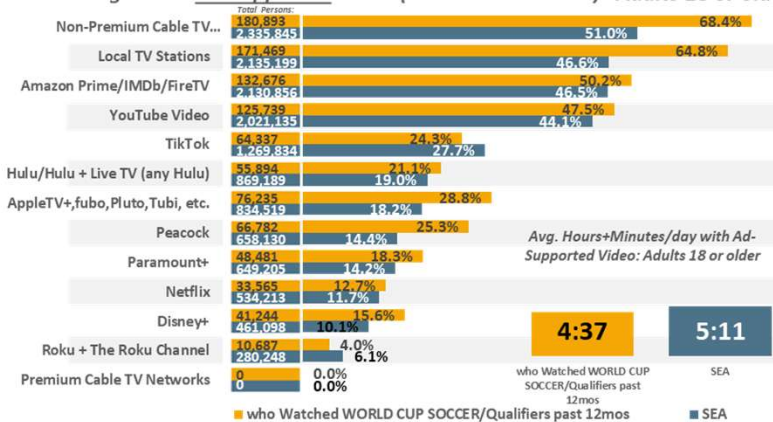
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

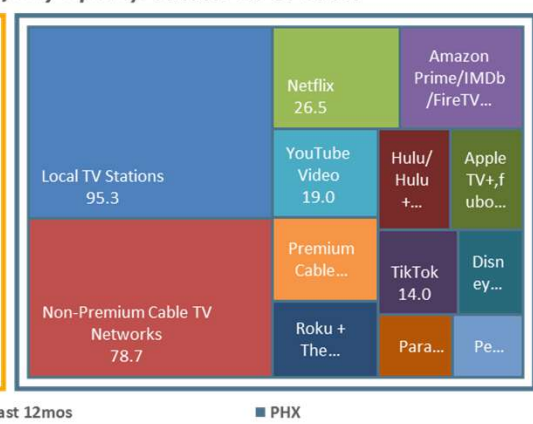
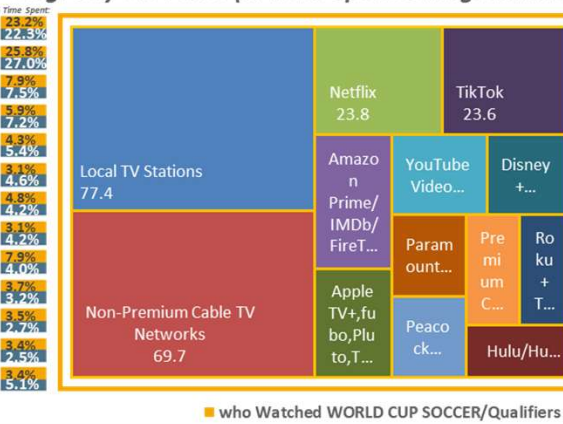
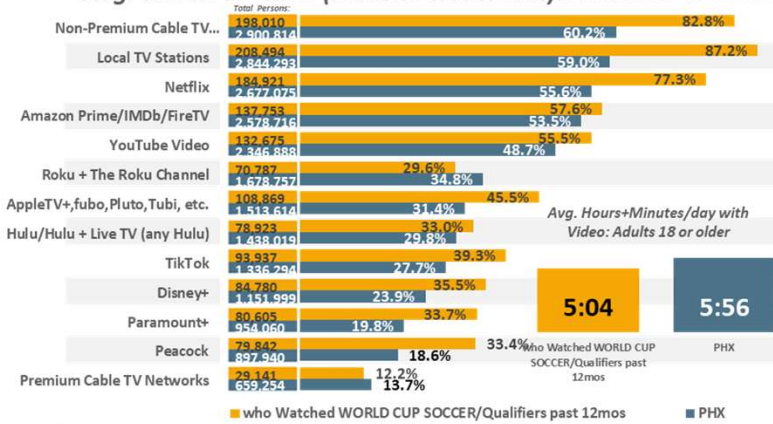




202,227 or 84.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

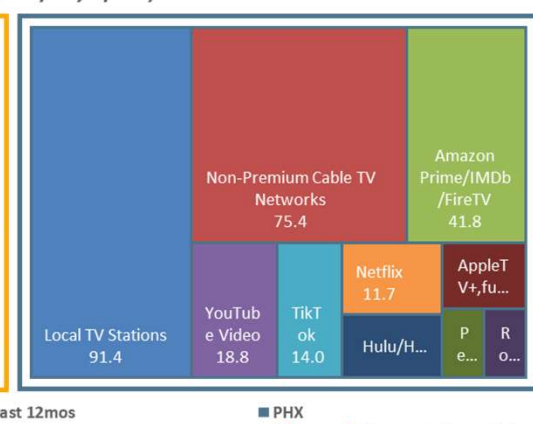
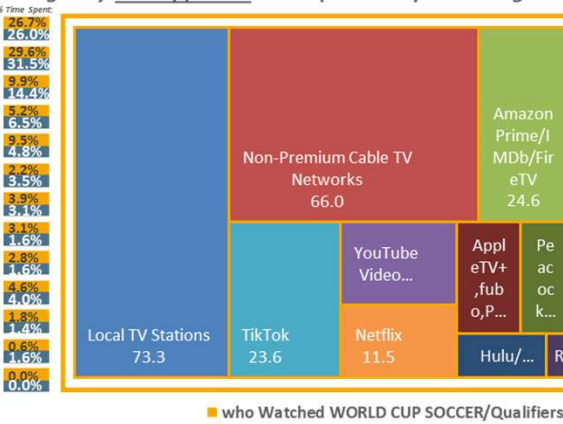
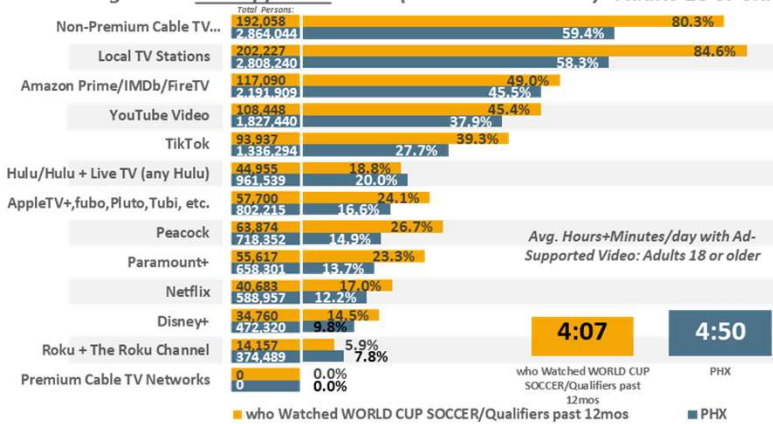
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

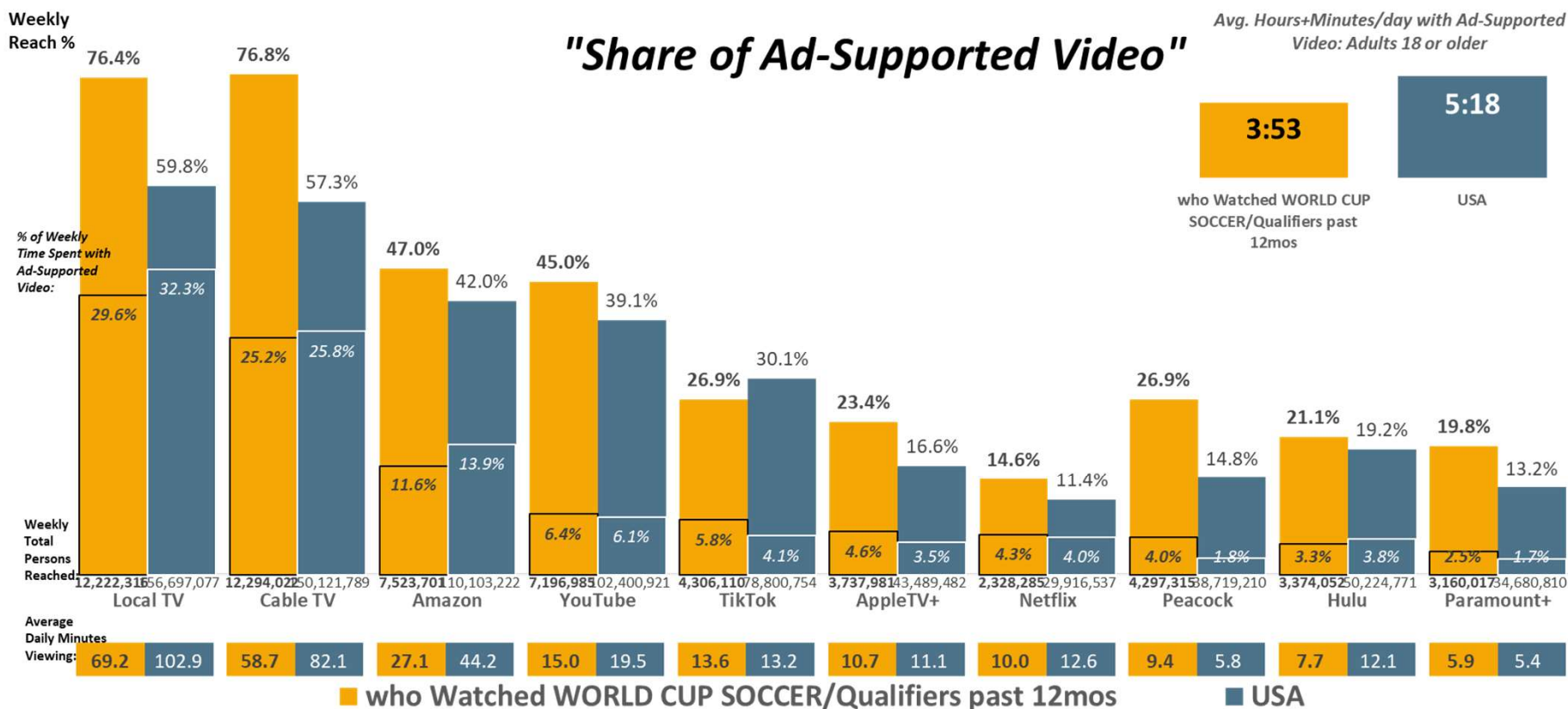
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





12,222,316 or 76.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

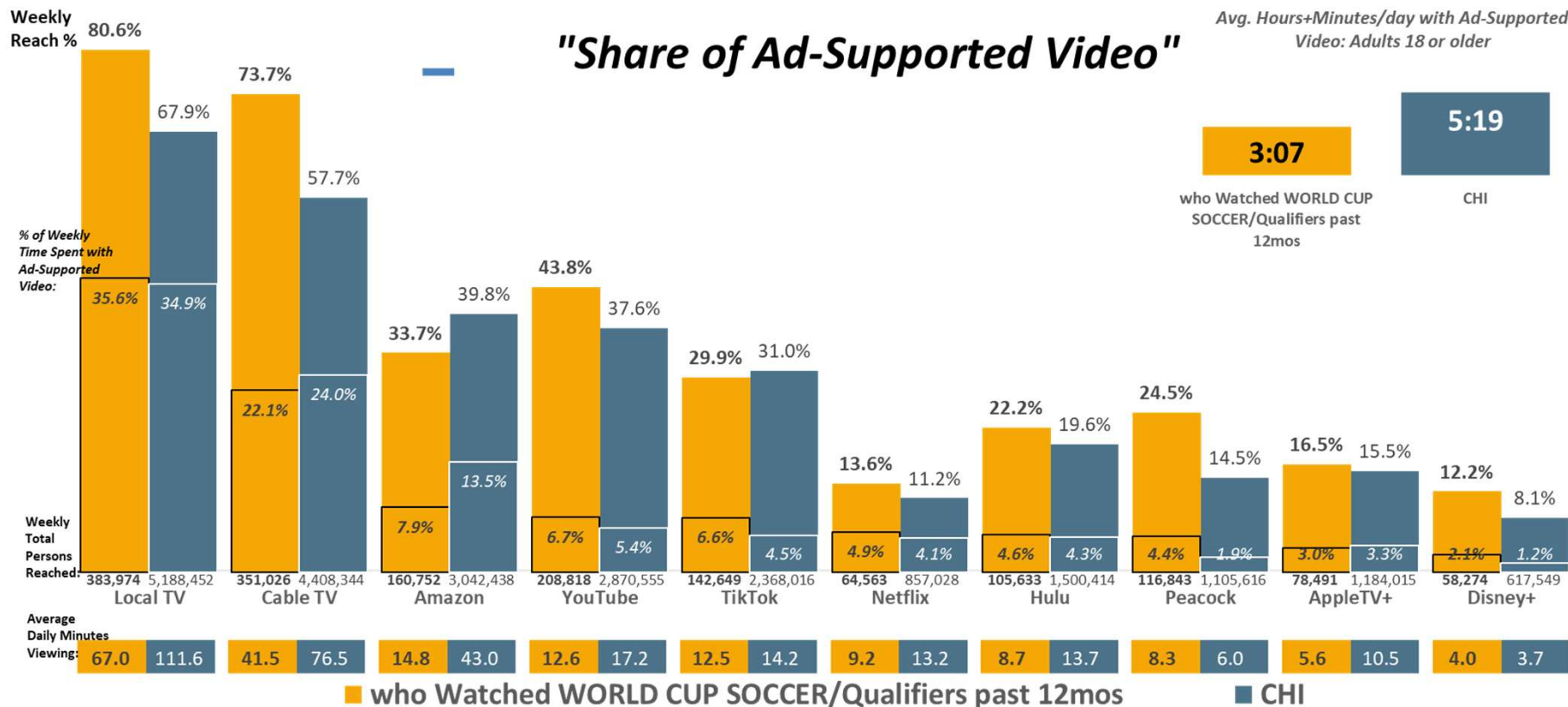
"Share of Ad-Supported Video"





383,974 or 80.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 67. minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

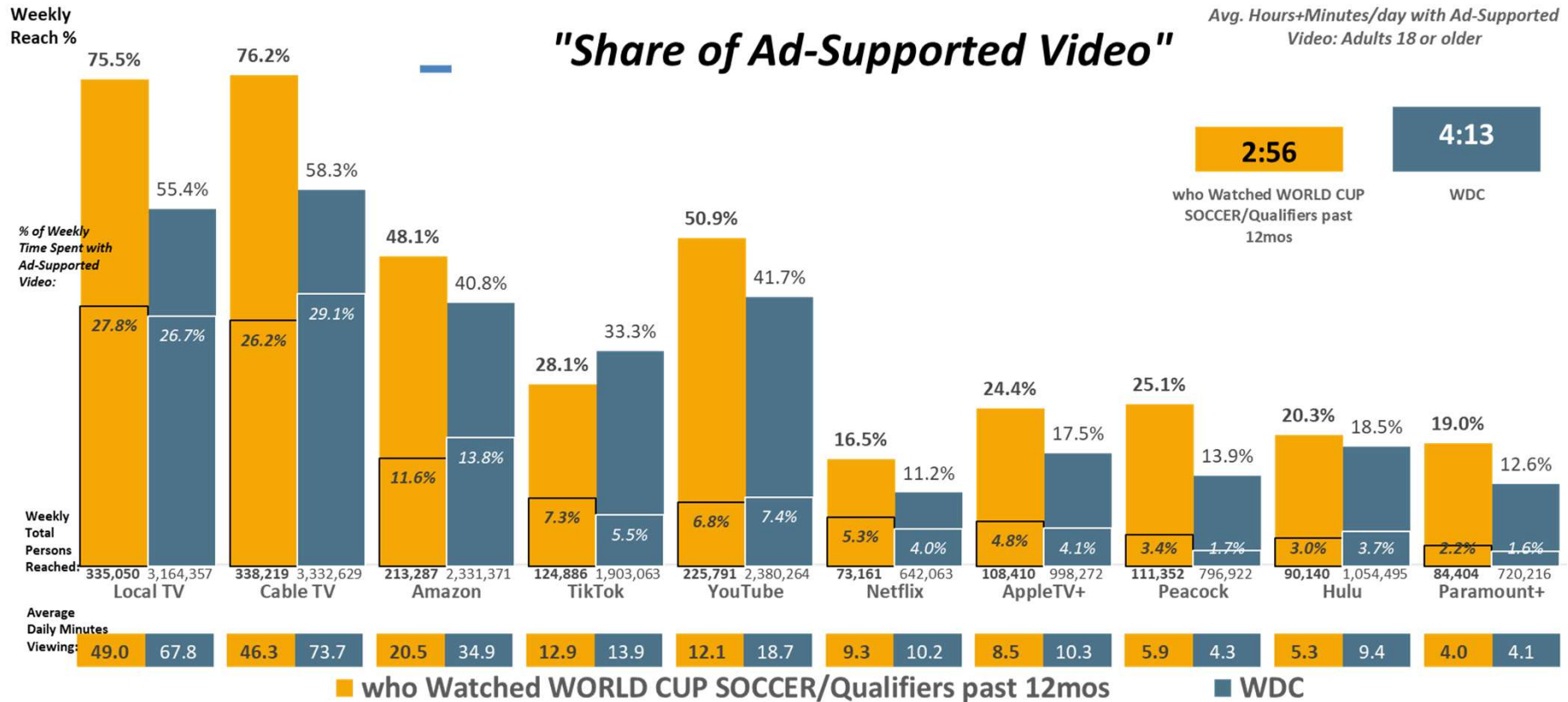
"Share of Ad-Supported Video"





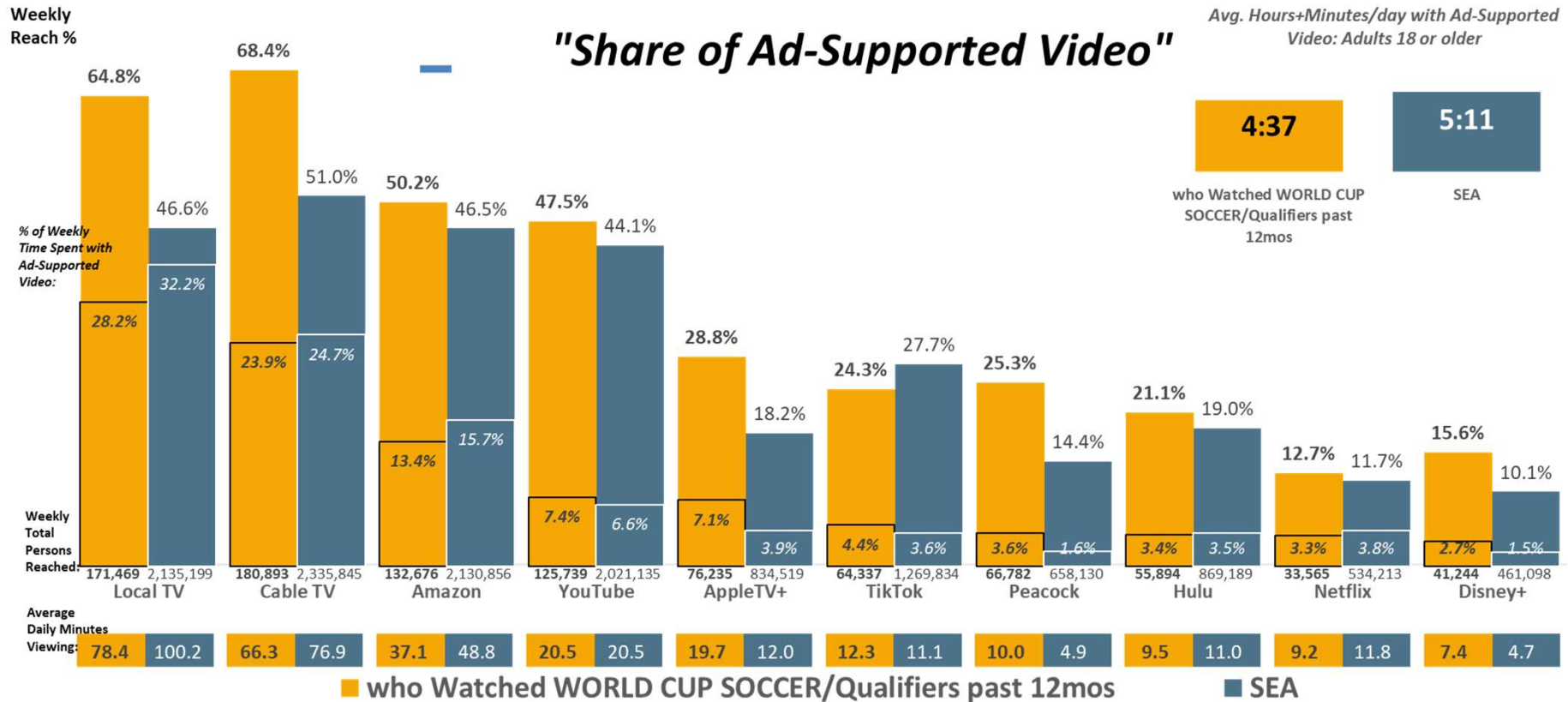
335,050 or 75.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 49. minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





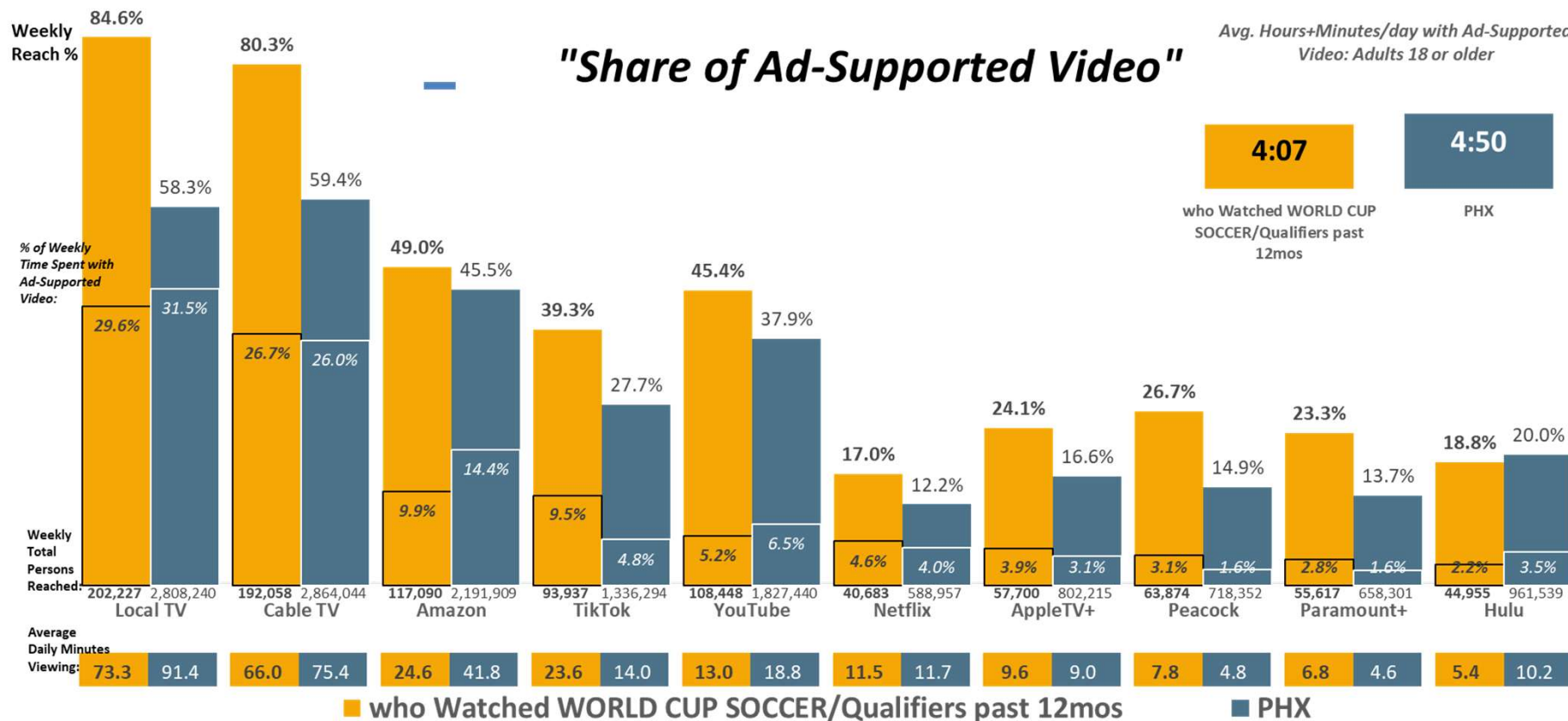
171,469 or 64.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 78.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.





202,227 or 84.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

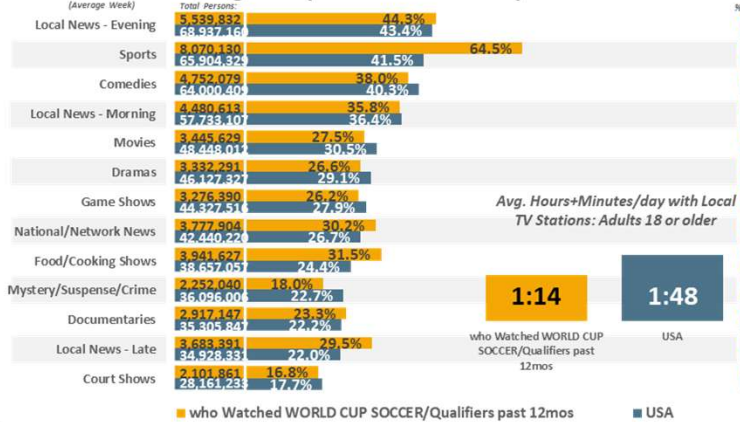
"Share of Ad-Supported Video"



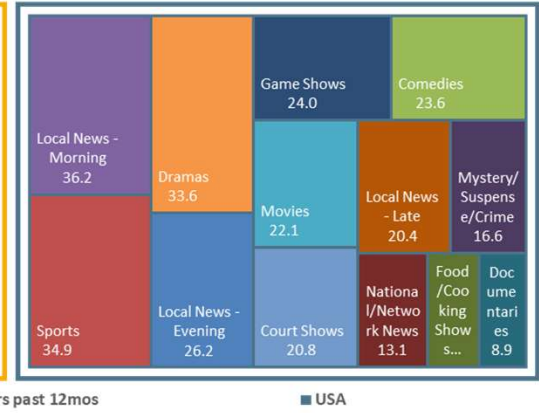
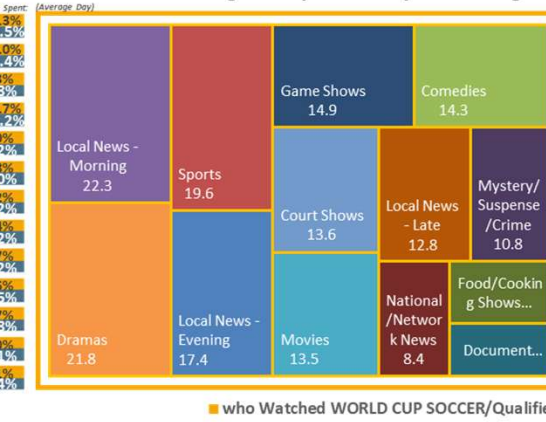


12,222,316 or 76.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

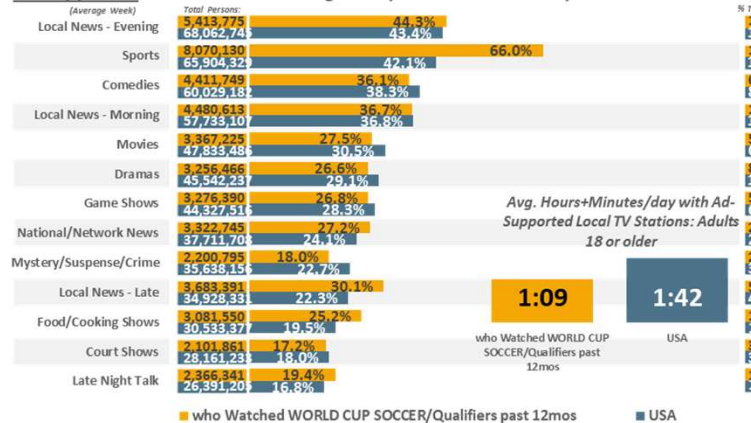
Local TV Station Programs (Persons & % Reach): Adults 18 or older



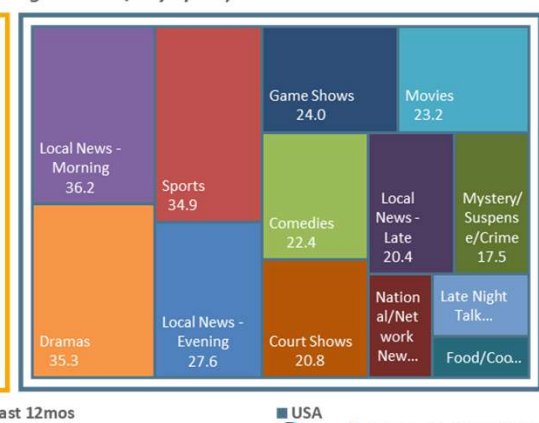
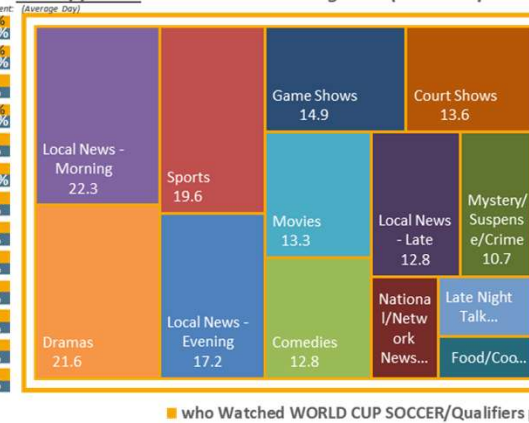
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

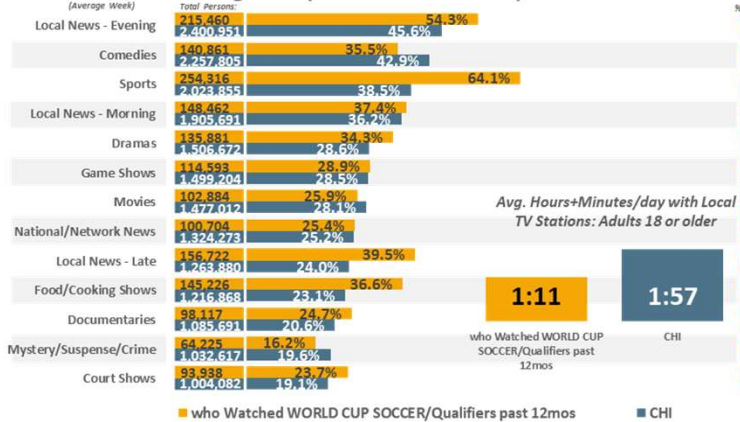
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

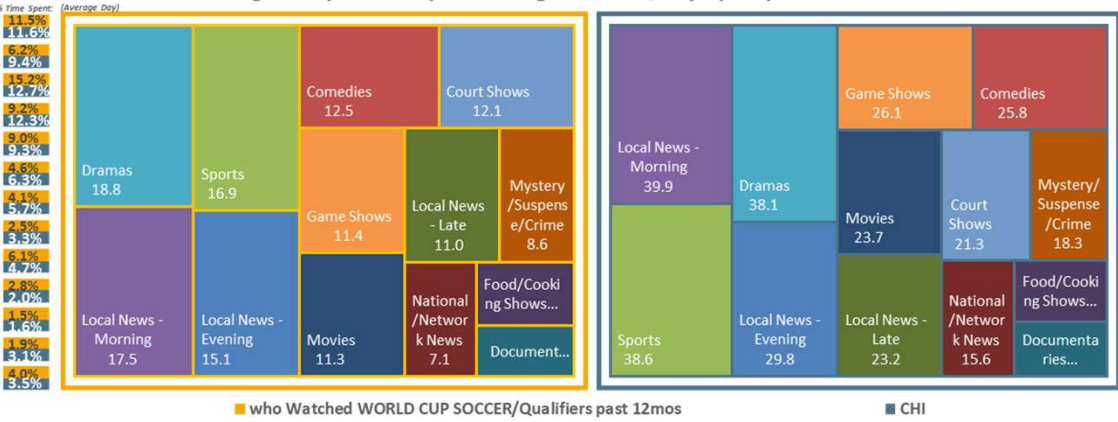


383,974 or 80.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Late, Local News - Morning, Dramas, and Comedies.

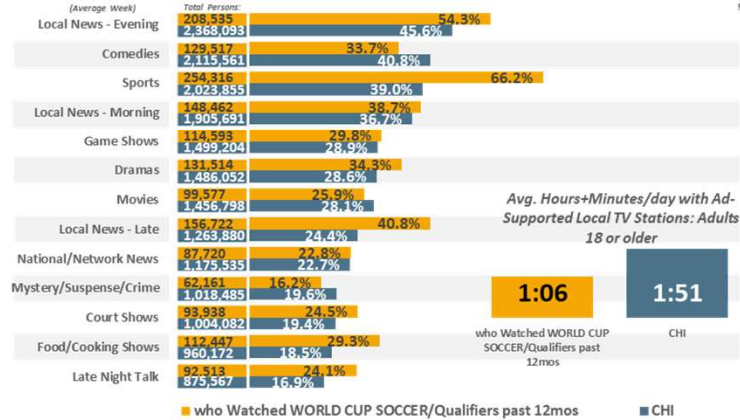
Local TV Station Programs (Persons & % Reach): Adults 18 or older



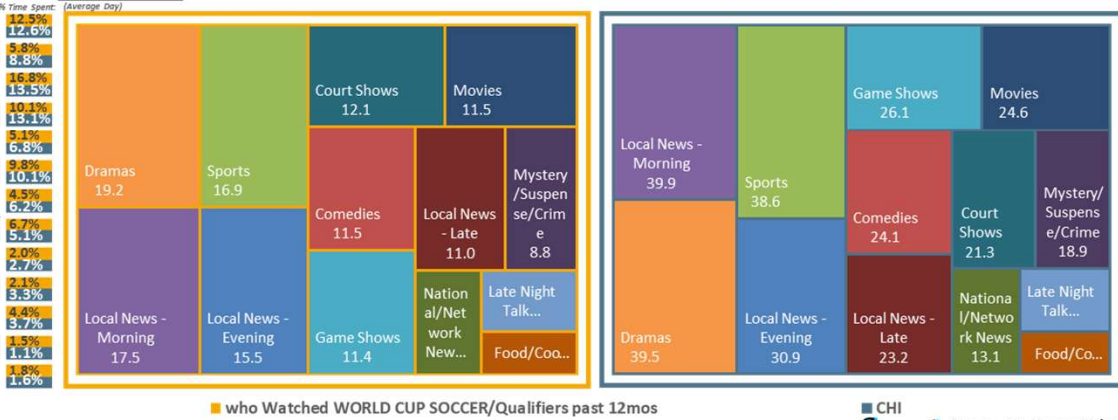
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



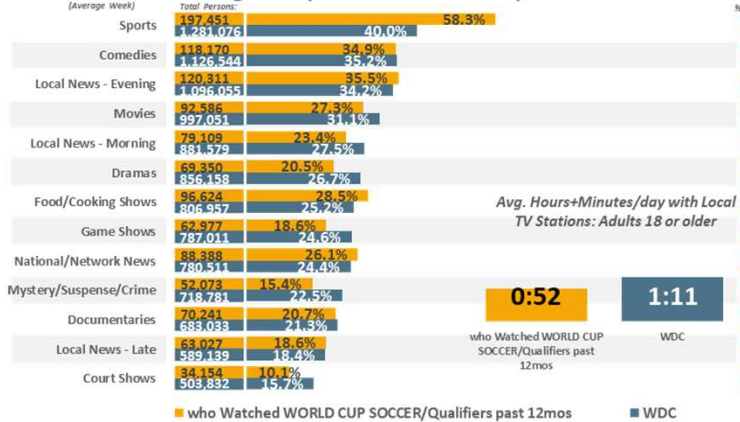
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



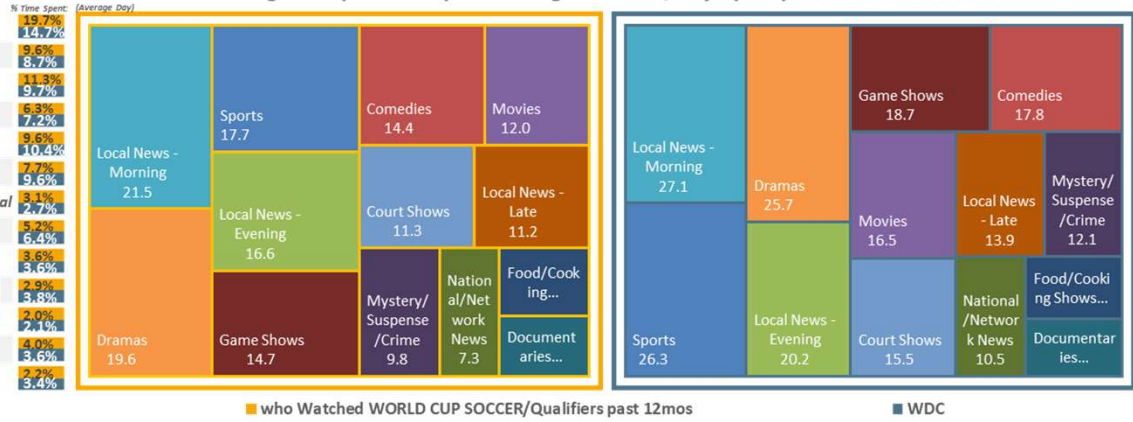


335,050 or 75.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and National/Network News.

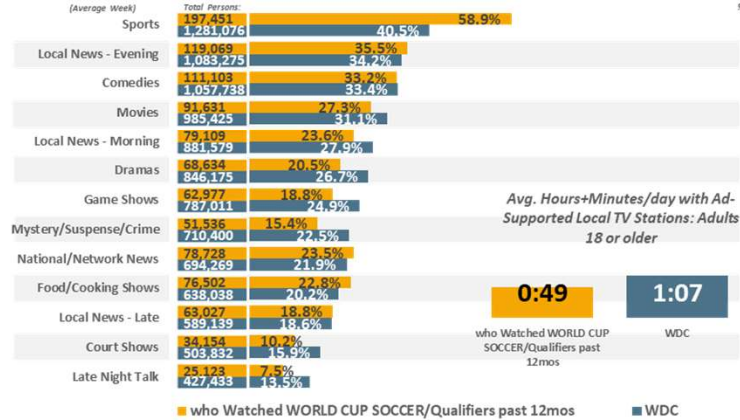
Local TV Station Programs (Persons & % Reach): Adults 18 or older



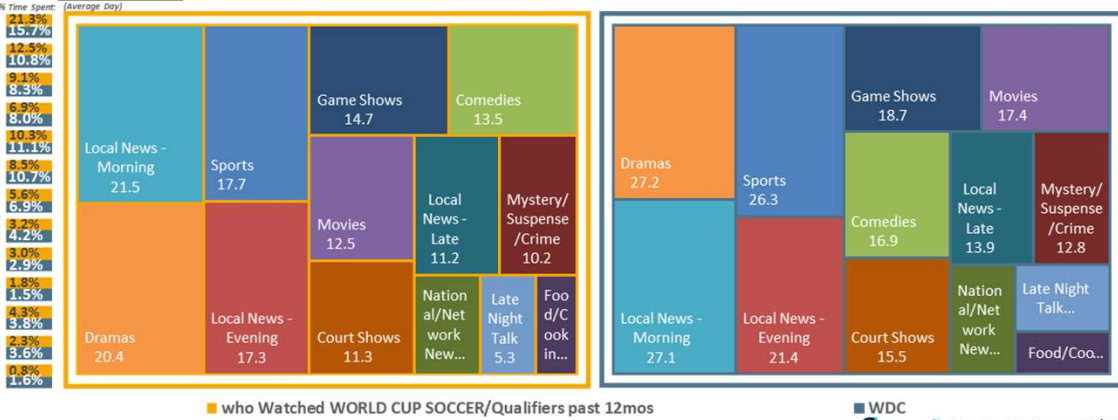
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 437
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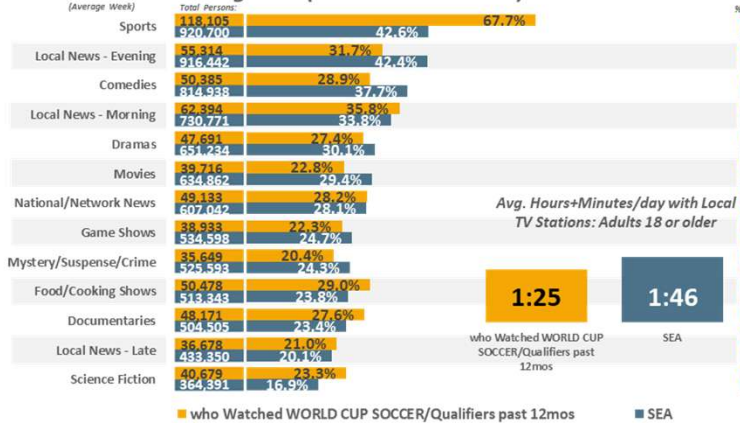
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

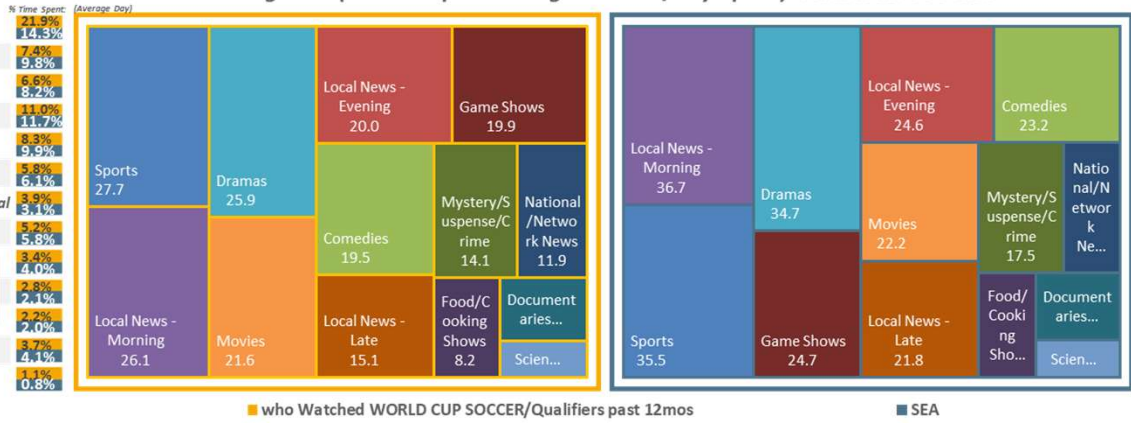


171,469 or 64.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Dramas, and National/Network News.

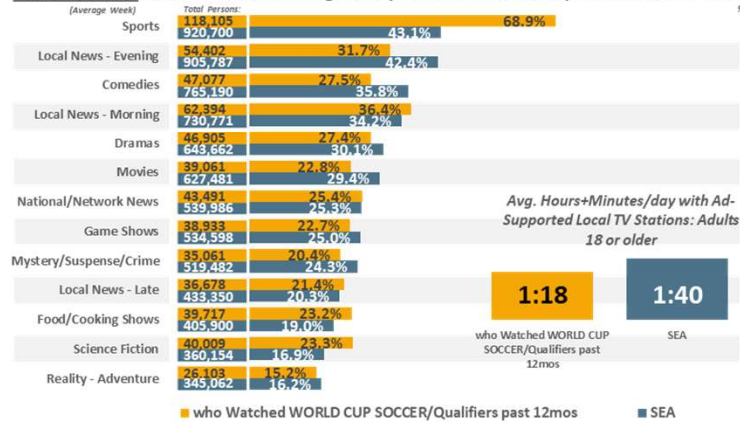
Local TV Station Programs (Persons & % Reach): Adults 18 or older



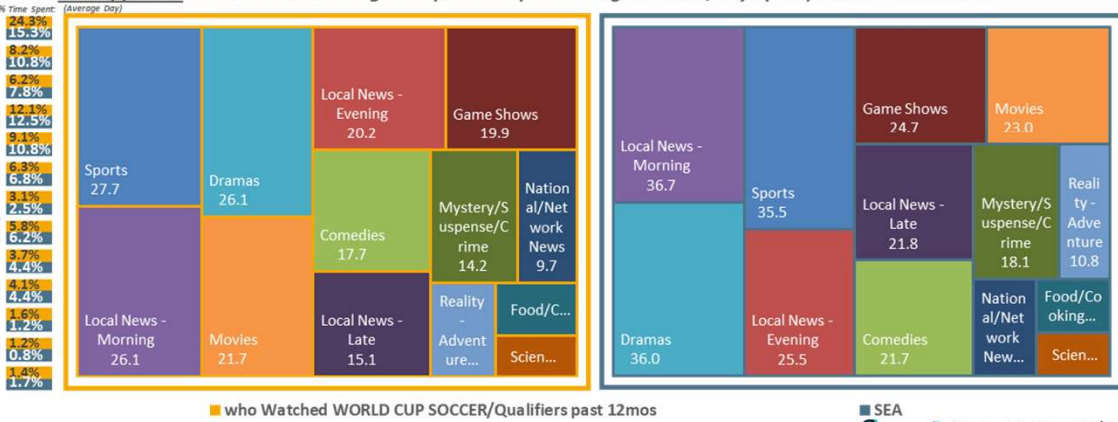
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



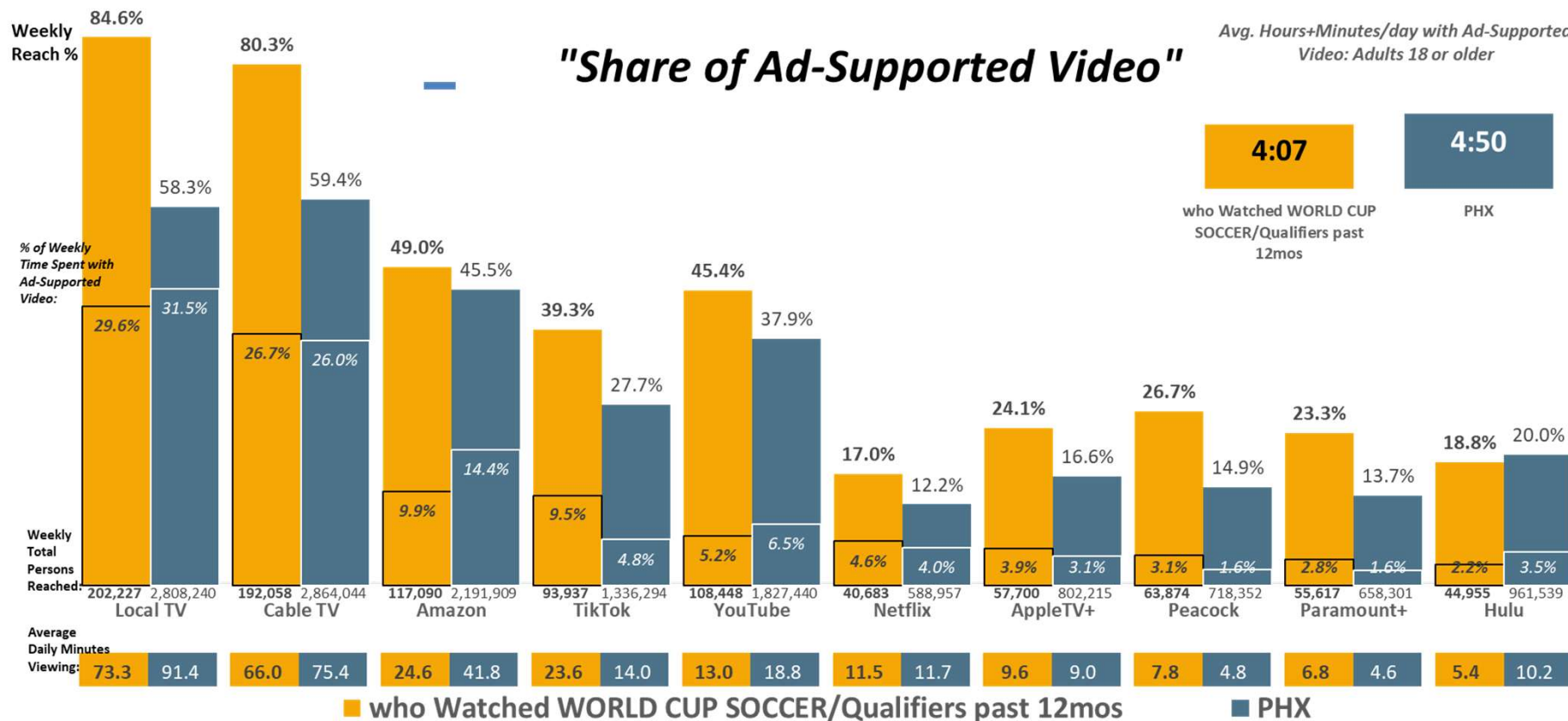
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





202,227 or 84.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

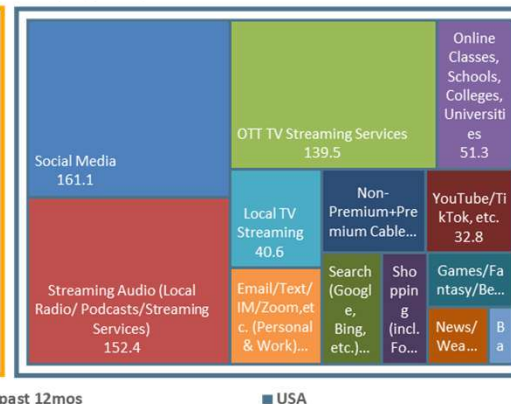
"Share of Ad-Supported Video"





Activity	Total Persons	% Time Spent
OTT TV Streaming Services	15,431,420	96.5%
Search (Google, Bing, etc.)	14,036,539	87.7%
Weather/Sports (Websites/Apps)	13,634,093	85.2%
Real Estate (Websites/Apps)	13,985,207	87.4%
Social Media	14,231,621	89.0%
Zoom, etc. (Personal & Work)	13,372,191	83.6%
Streaming Audio (Local Radio/Podcasts/Streaming Services)	13,211,378	82.6%
Games/Fantasy/Betting Sites	8,470,385	51.9%
Food/Auctions/Travel, etc.)	9,854,383	61.6%
YouTube/TikTok, etc.	7,135,286	44.6%
Schools, Colleges, Universities	6,729,462	42.1%
Local TV Streaming	5,935,058	37.1%
Premium Cable Streaming	5,046,533	31.5%

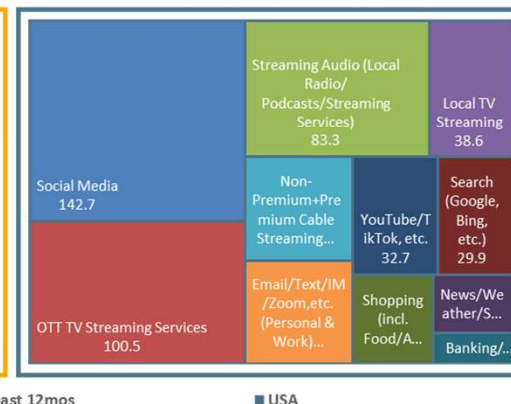
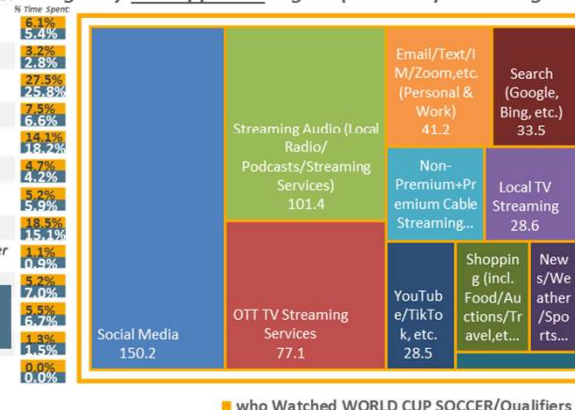
Activity	who Watched WORLD CUP SOCCER/Qualifiers past 12mos	USA
Avg. Hours+Minutes/day with Digital: Adults 18 or older	7:35	8:31
Concurrent Usage %	20.4%	36.3%



Category	Who Watched World Cup Soccer/Olympics past 12 mos	USA	% Time Spent
Search (Google, Bing, etc.)	14,036,539	22,185,725	87.7%
Weather/Sports (Websites/Apps)	12,584,088	21,675,725	85.7%
Social Media	12,525,934	192,945,410	78.3%
/Zoom, etc. (Personal & Work)	12,319,926	190,114,118	77.0%
OTT TV Streaming Services	10,897,753	160,327,914	68.1%
Food/Auctions/Travel, etc.)	9,854,837	127,662,713	61.6%
YouTube/TikTok, etc.	4,477,435	59,746,551	28.0%
Local Radio/ Podcasts/Streaming Services)	6,144,889	87,659,871	33.4%
Games/Fantasy/Betting Sites	5,032,937	77,007,061	31.5%
Local TV Streaming	5,800,008	69,231,441	26.4%
Cable/Premium Cable Streaming	4,931,701	65,405,051	25.3%
/Real Estate (Websites/Apps)	4,177,893	64,487,461	24.6%
Schools, Colleges, Universities	0	0	0.0%

Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older

Category	Who Watched World Cup Soccer/Olympics past 12mos	USA
Concurrent Usage %	5:28	5:06
who Watched WORLD CUP Soccer/Olympics past 12mos	51.2%	69.8%



USA Projection	Scarborough R1 2026: Sep24-Mar26	Oval Intab	24.554
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■ USA
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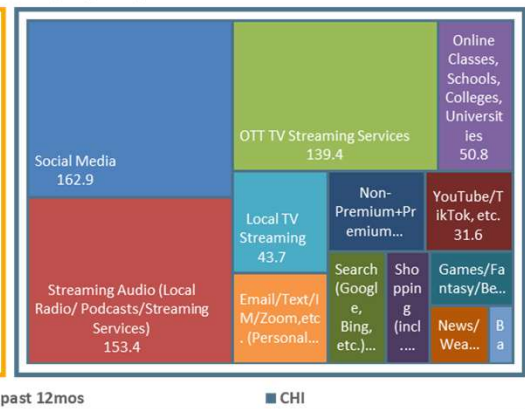
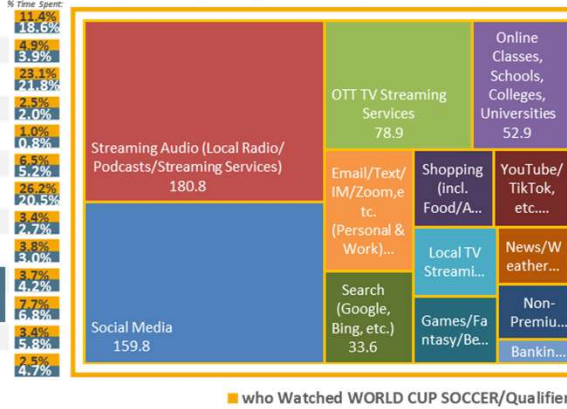
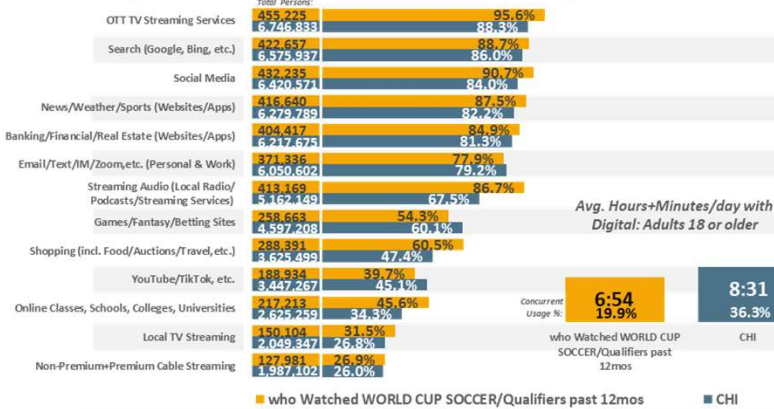
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



390,429 or 82.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 144.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

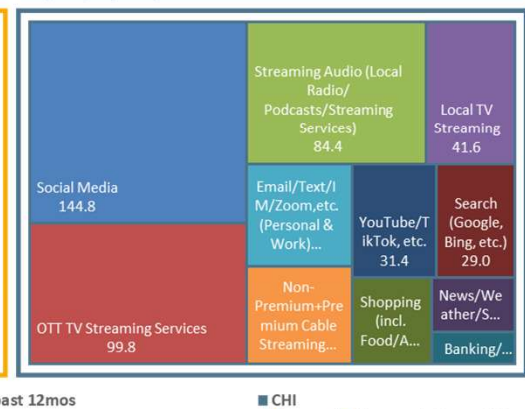
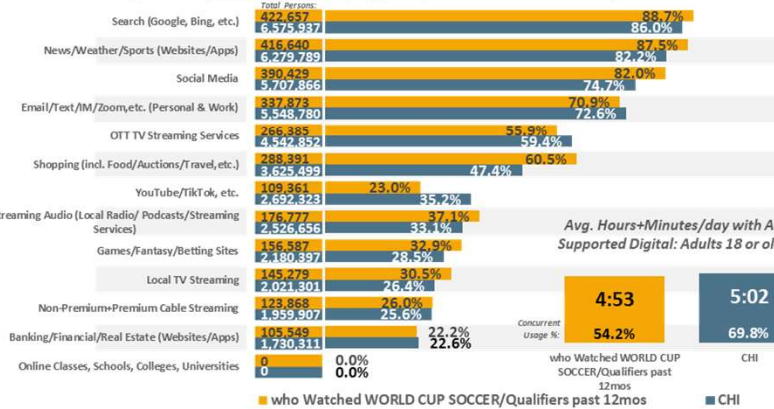
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

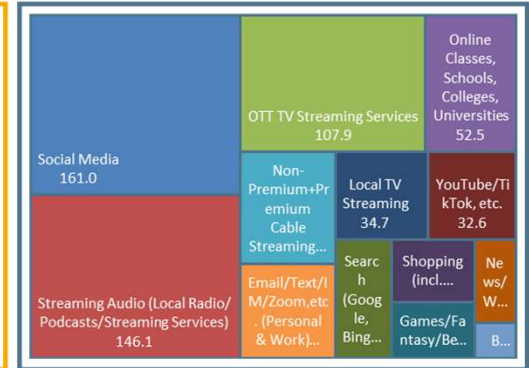
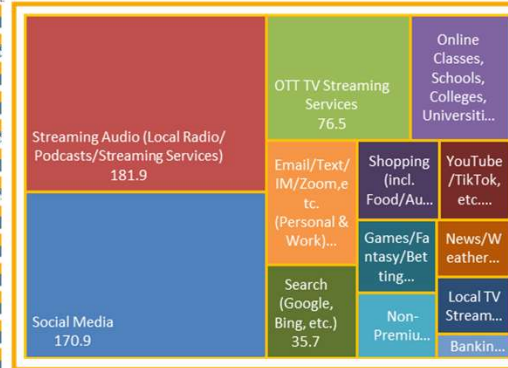
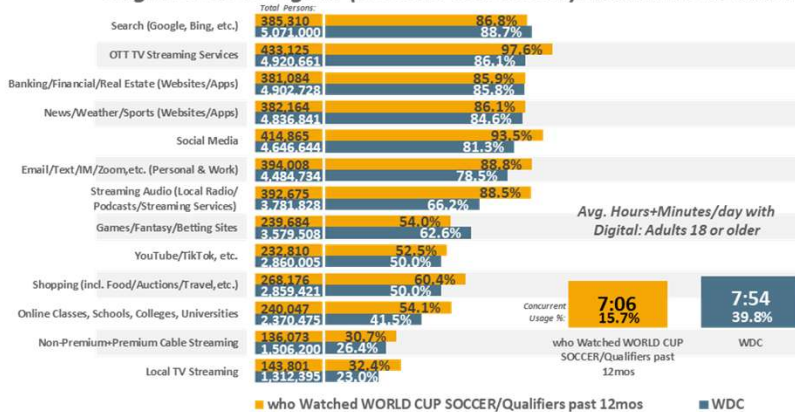




345,412 or 77.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 142.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

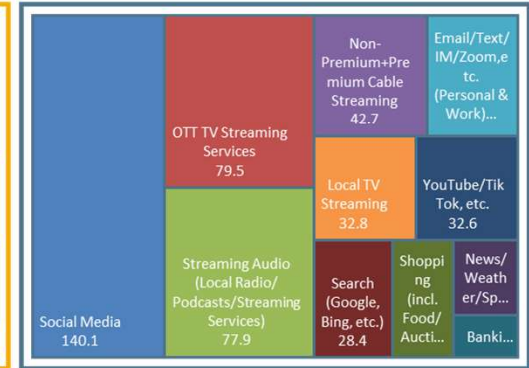
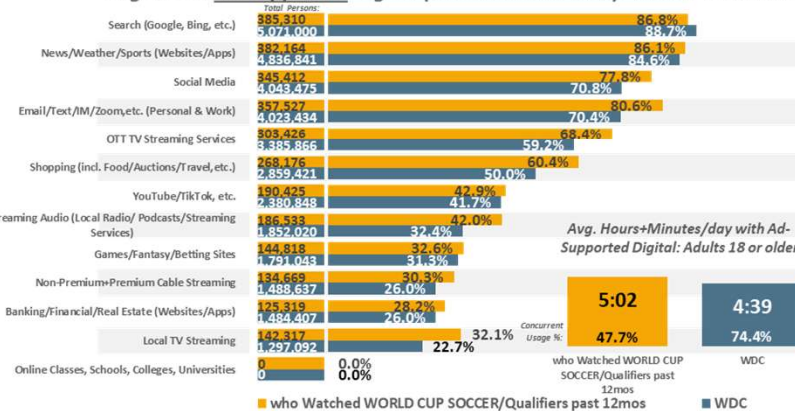
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

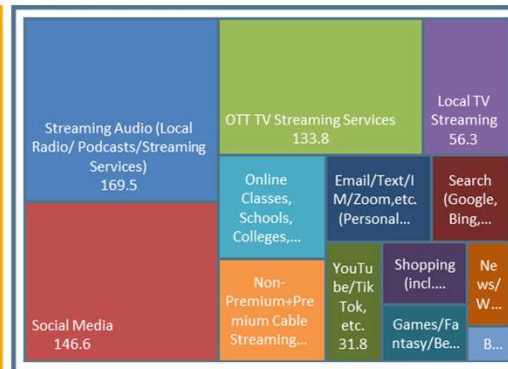
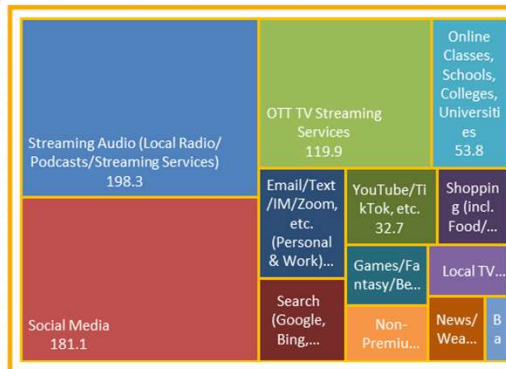
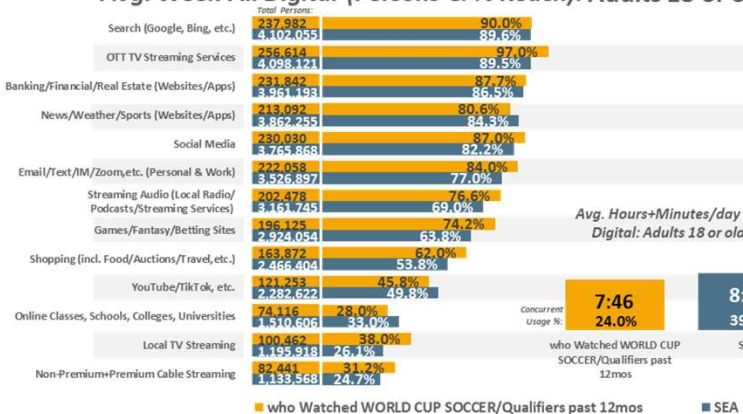




196,136 or 74.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 154.4 minutes every day representing 28.0% of all time spent daily with Ad-Supported Digital Media.

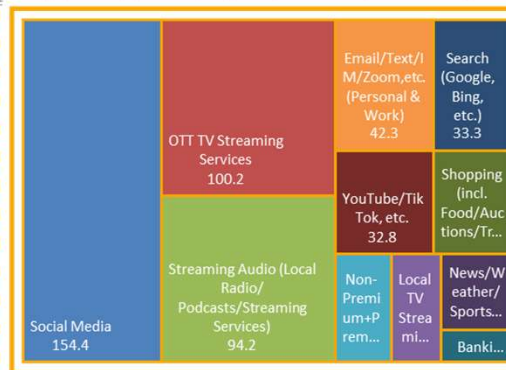
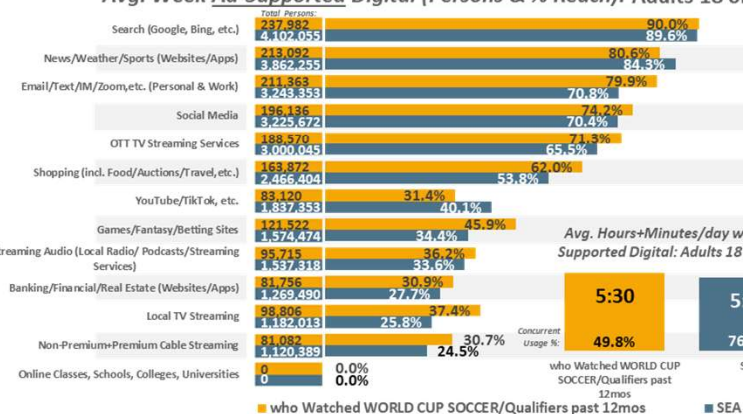
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

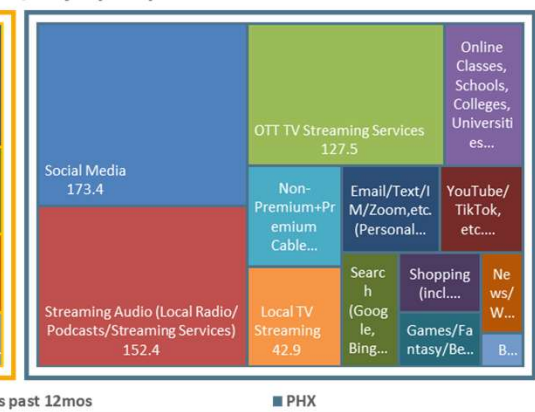
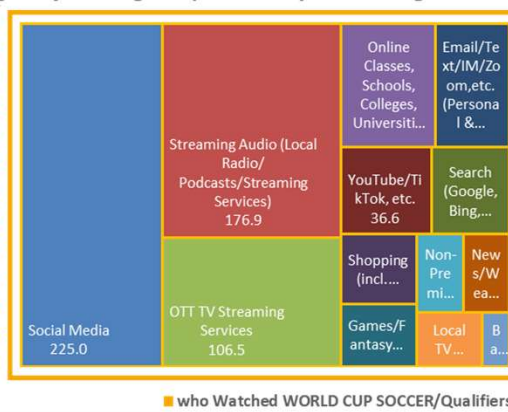
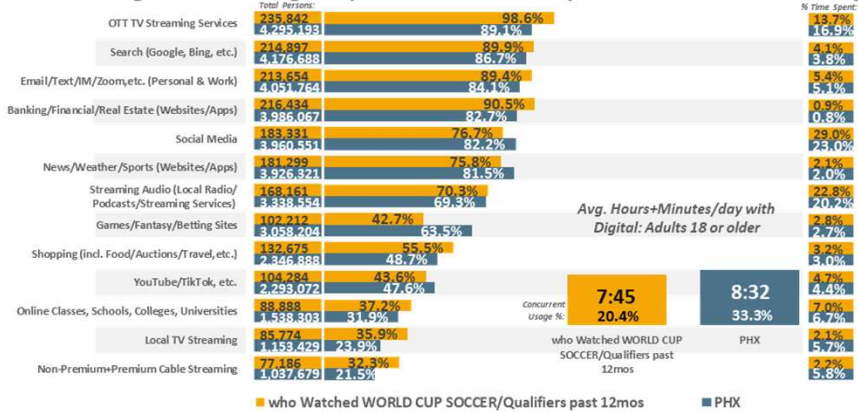
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



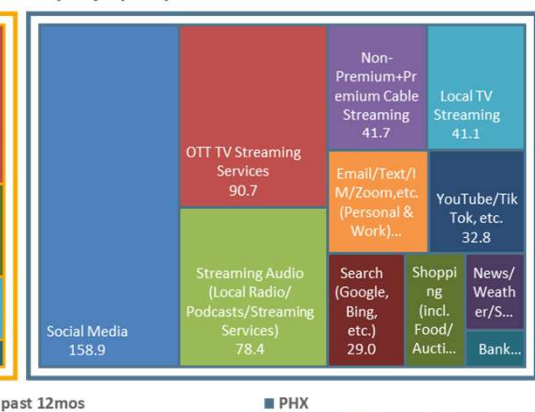
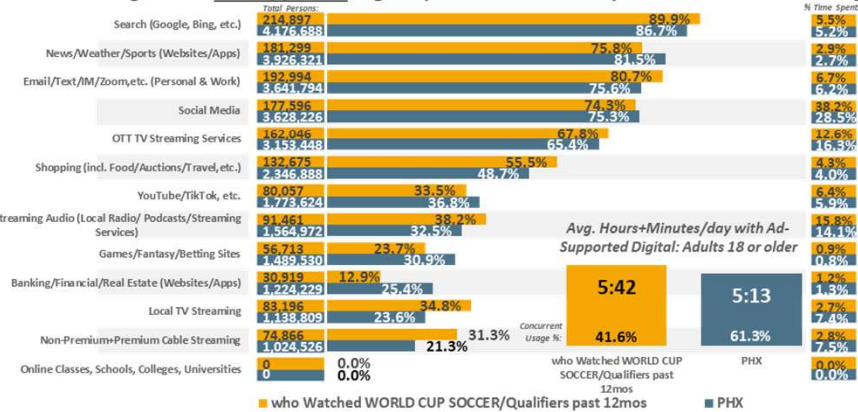


177,596 or 74.3% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 218. minutes every day representing 38.2% of all time spent daily with Ad-Supported Digital Media.

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



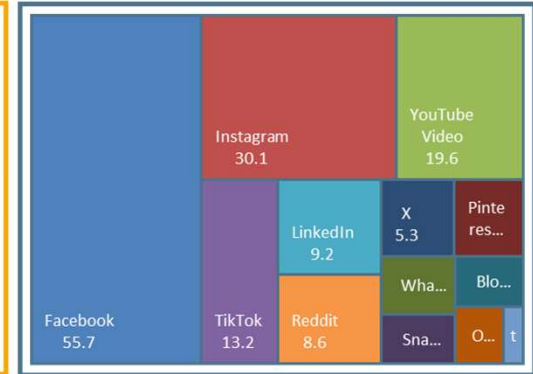
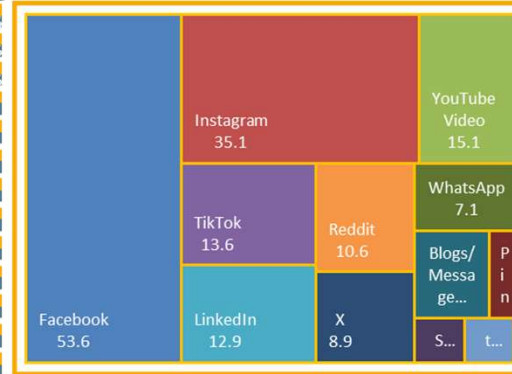
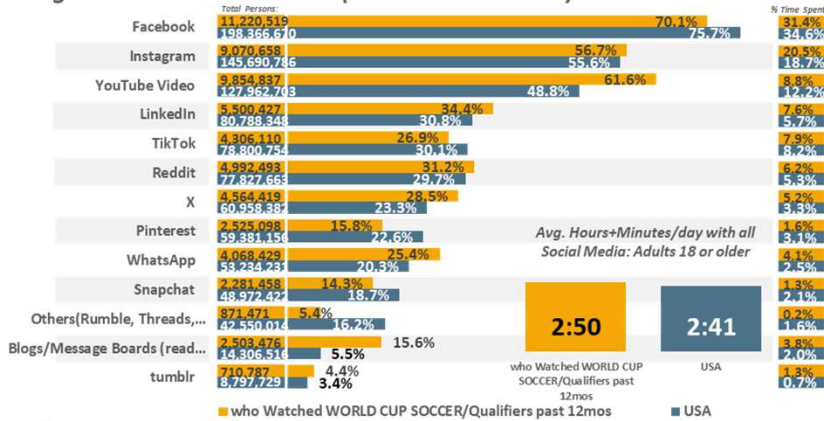
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



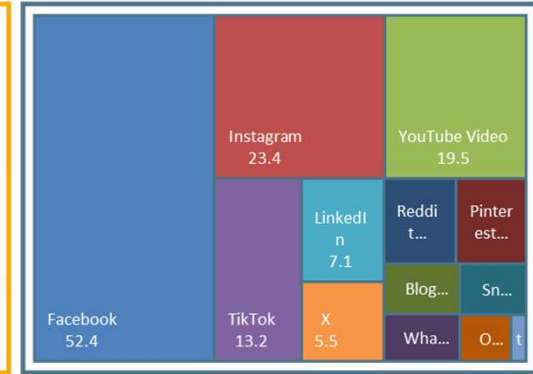
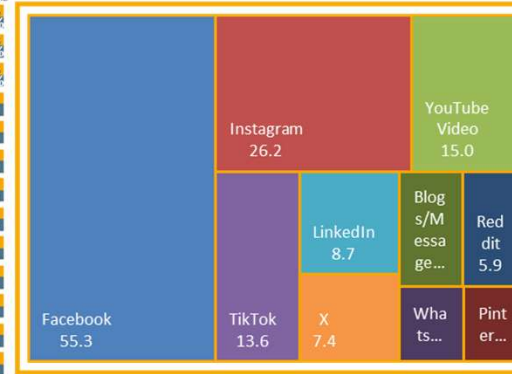
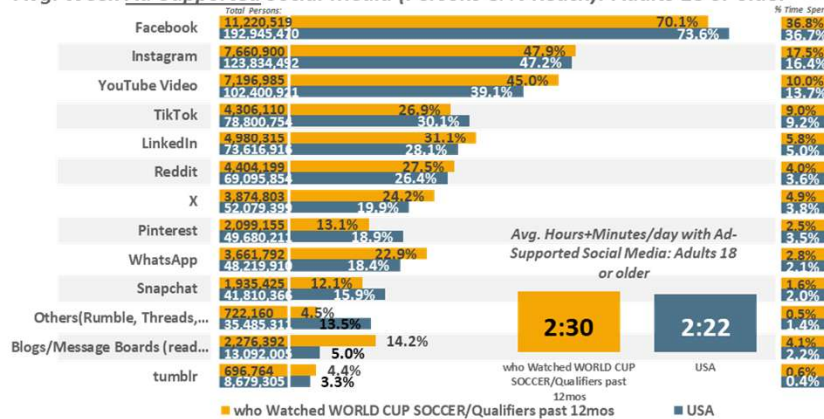


11,220,519 or 70.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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**



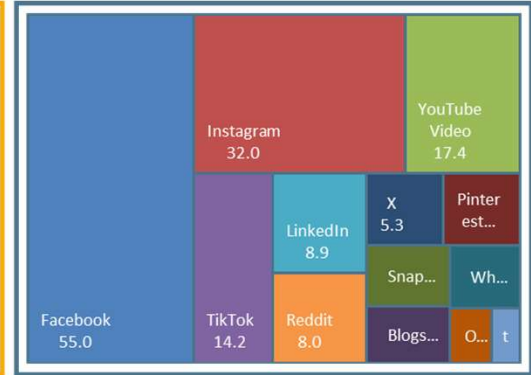
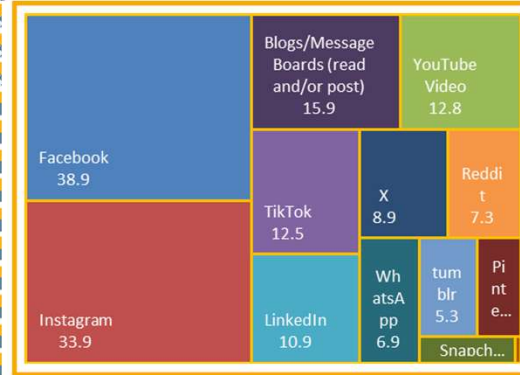
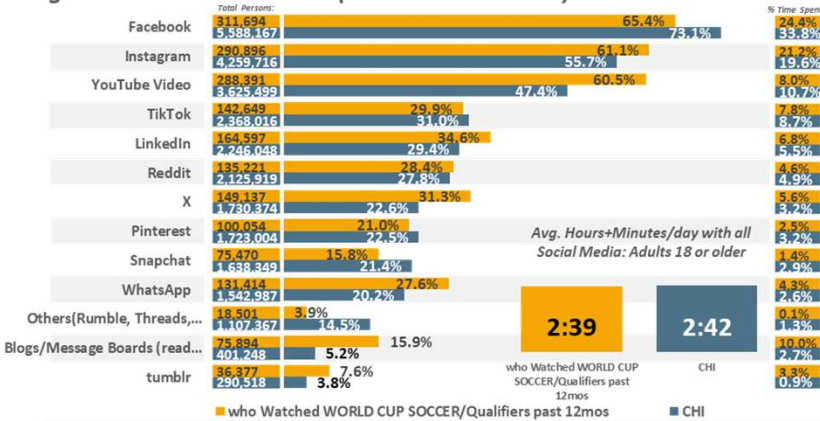
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



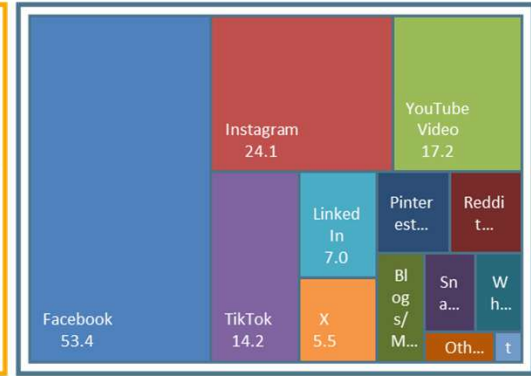
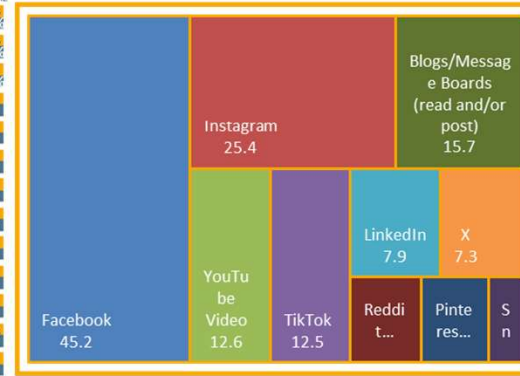
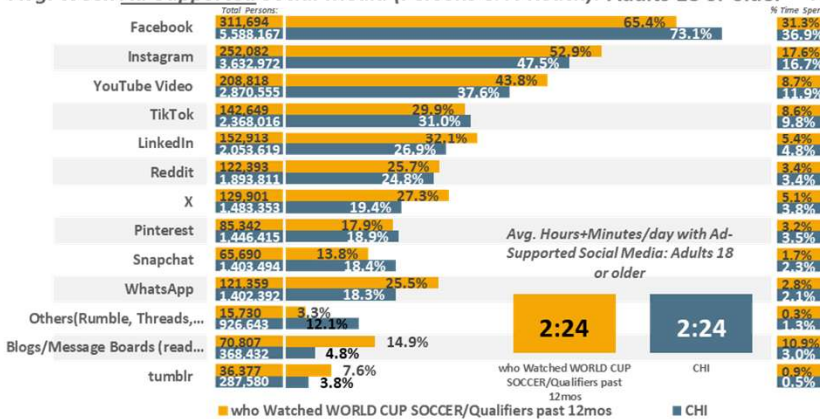


311,694 or 65.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 45.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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**



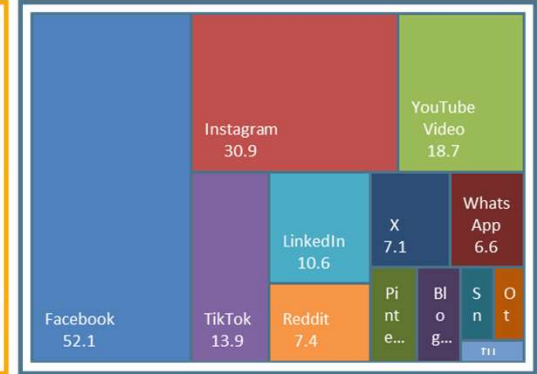
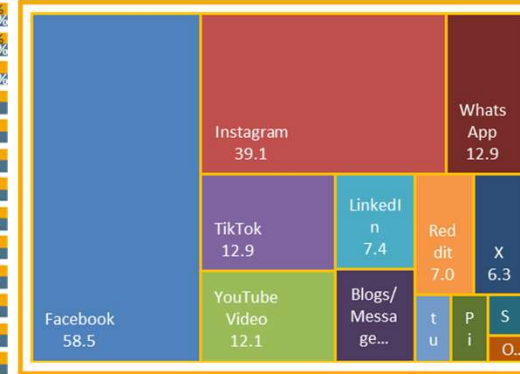
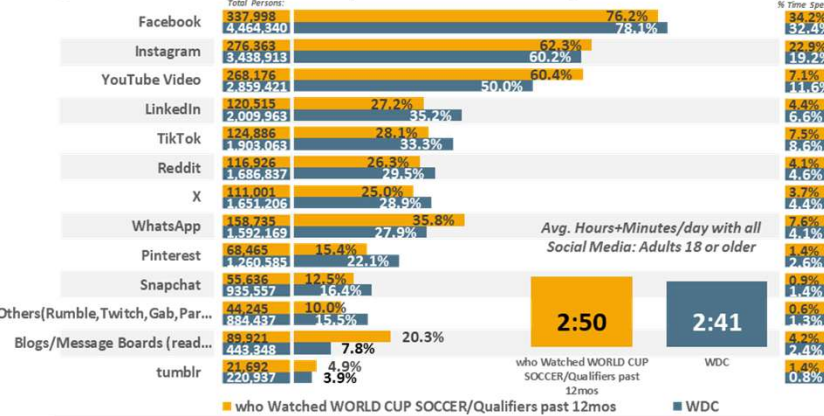
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



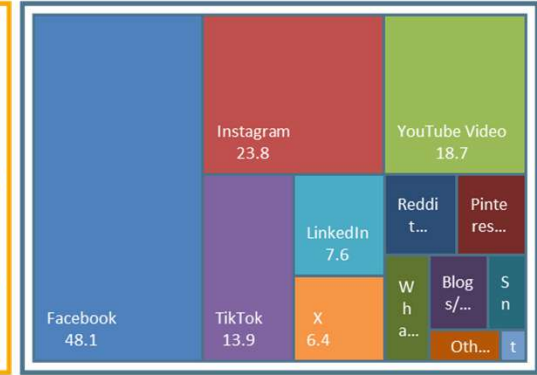
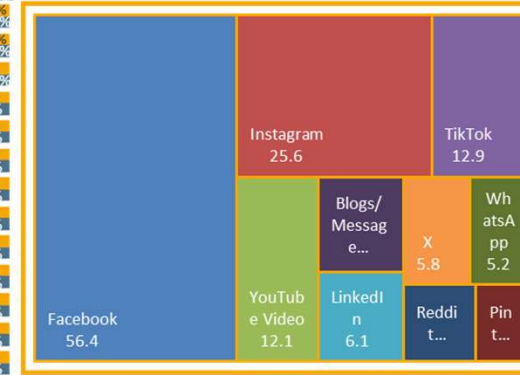
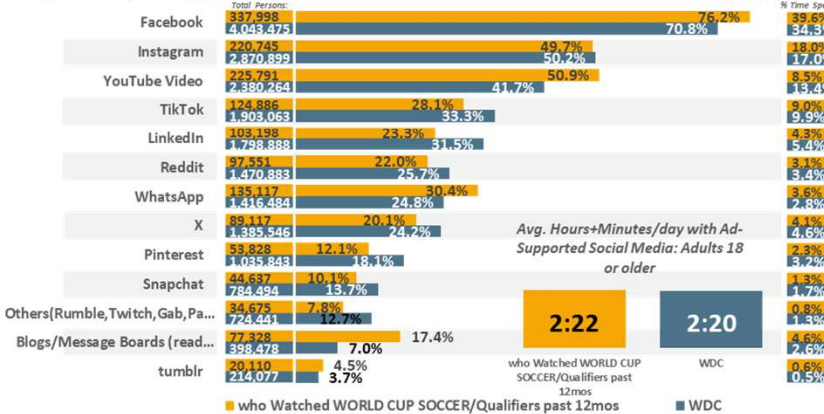


337,998 or 76.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 56.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

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**



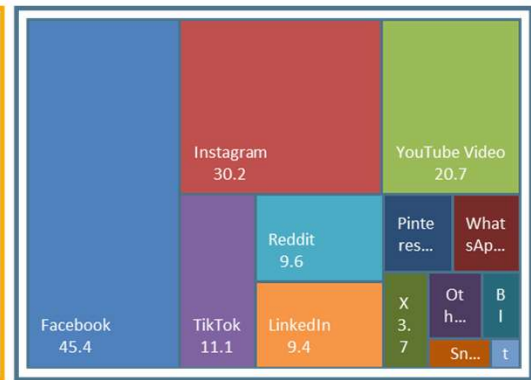
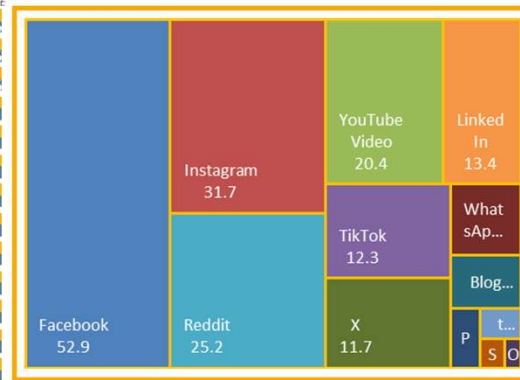
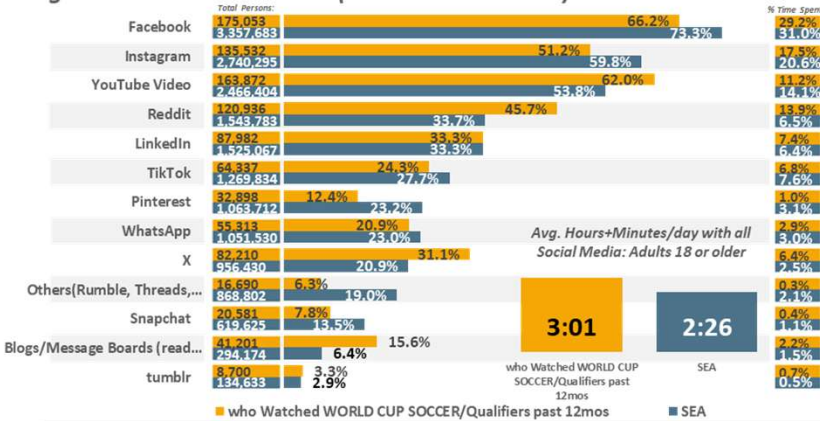
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



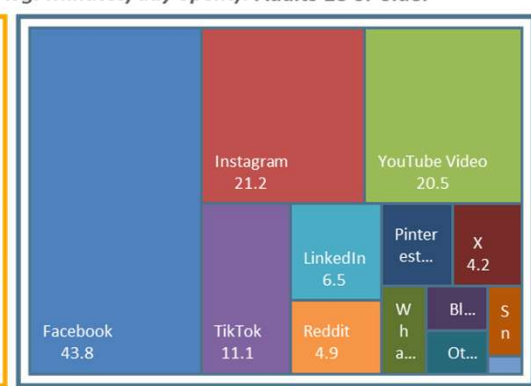
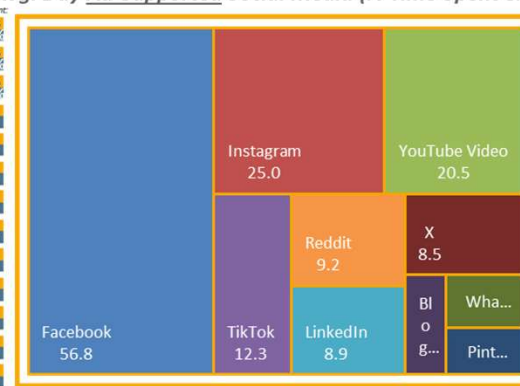
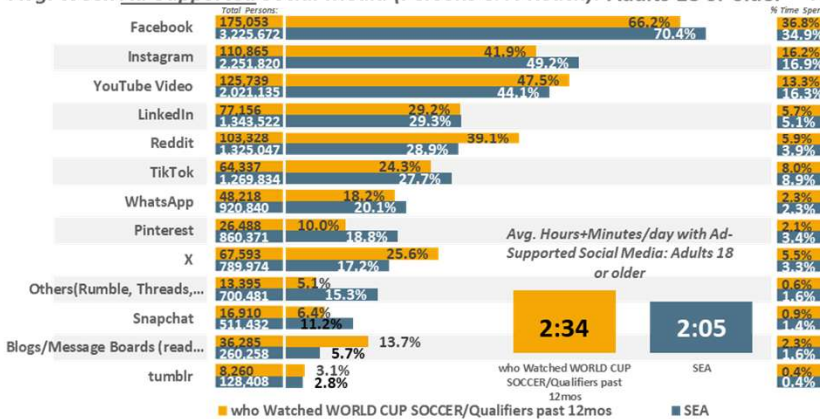


175,053 or 66.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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**



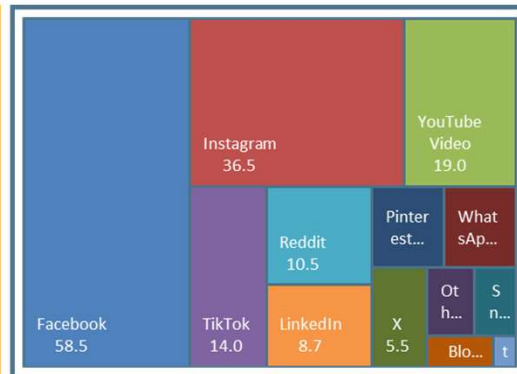
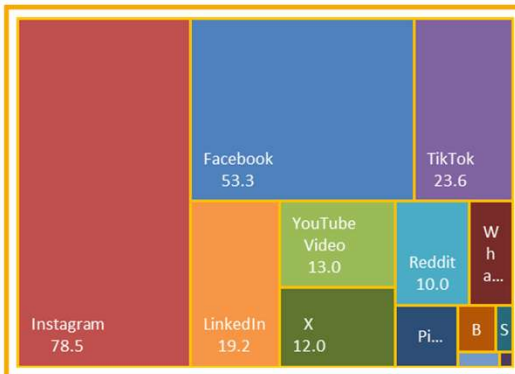
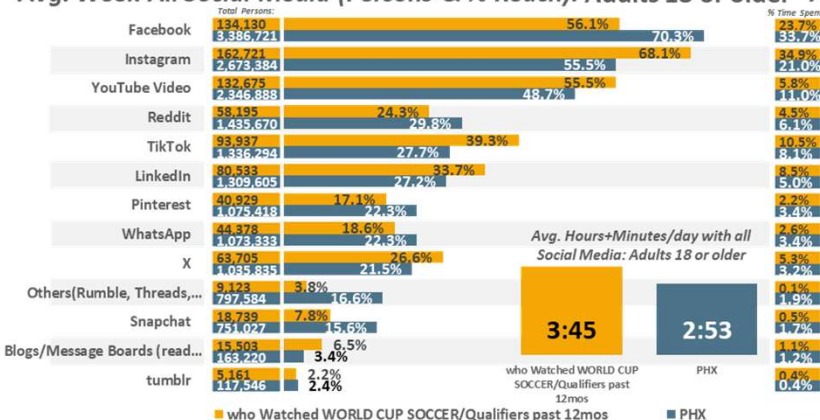
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



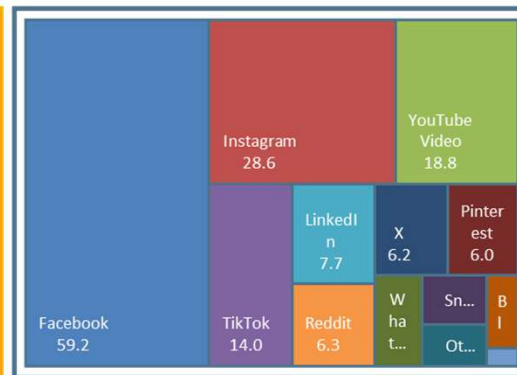
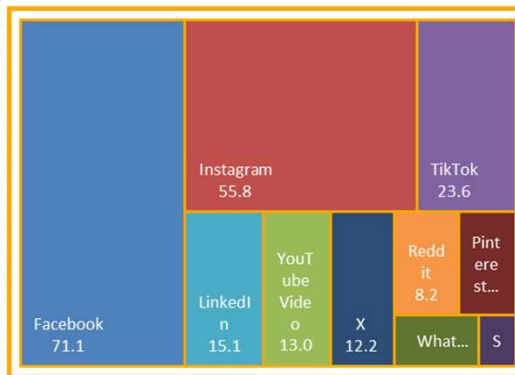
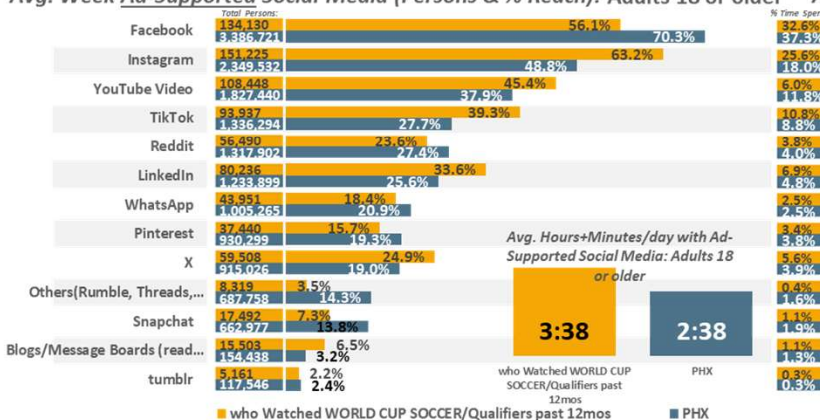


134,130 or 56.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 71.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

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**



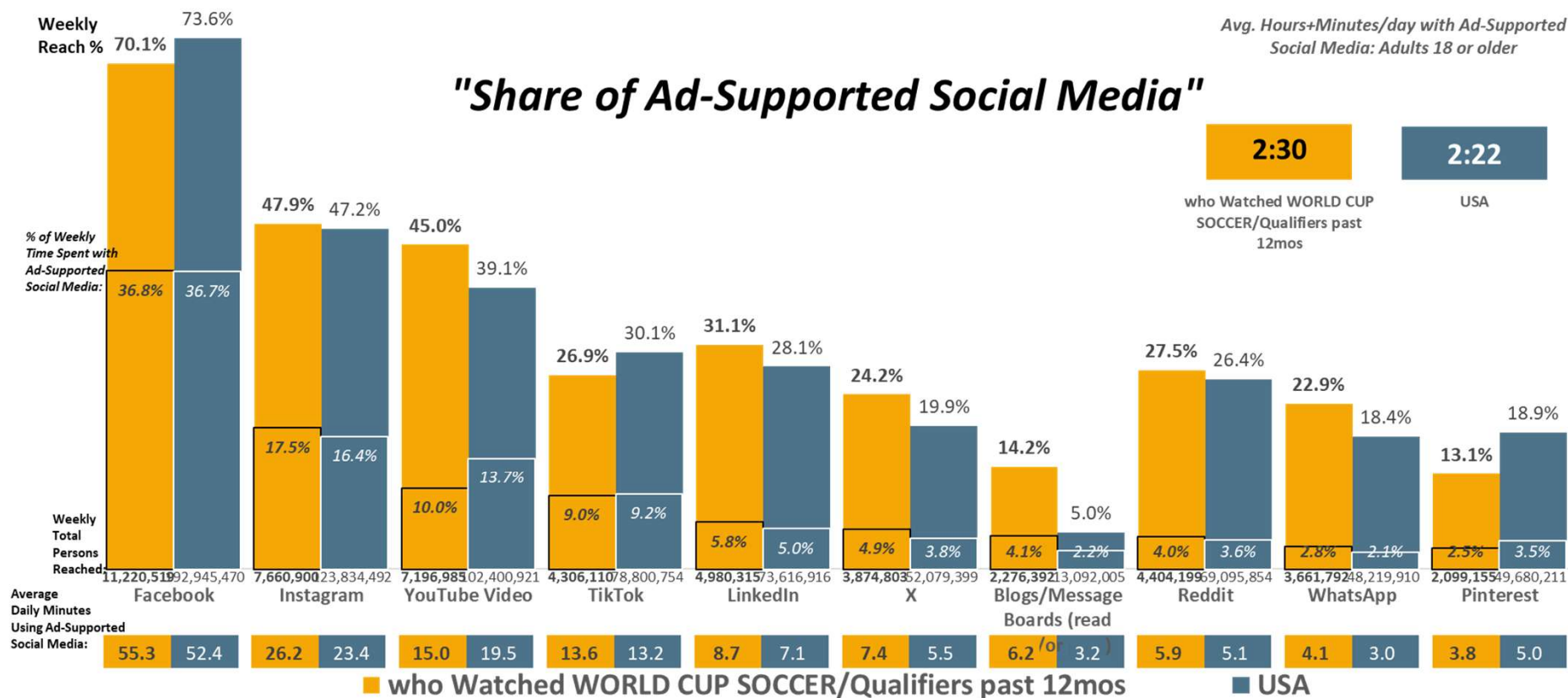
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





11,220,519 or 70.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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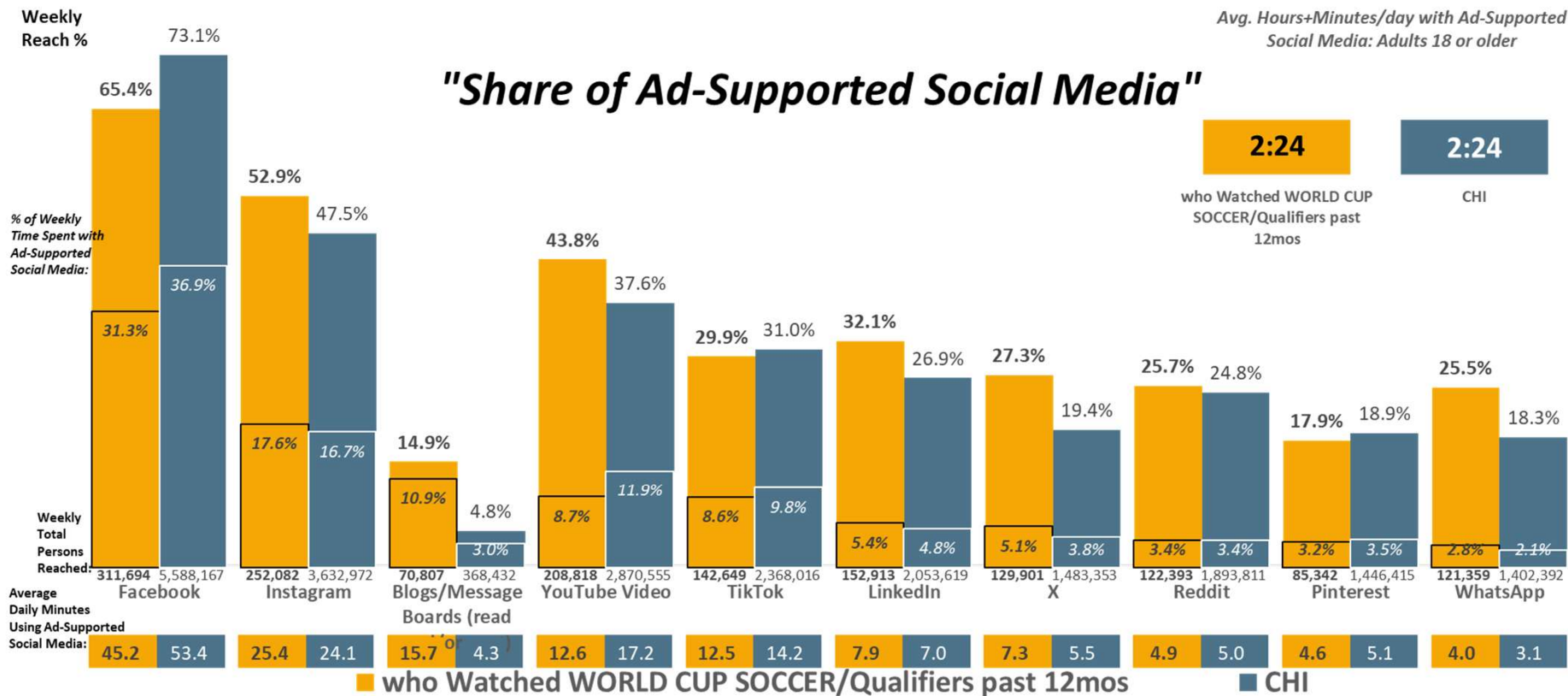
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



311,694 or 65.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 45.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

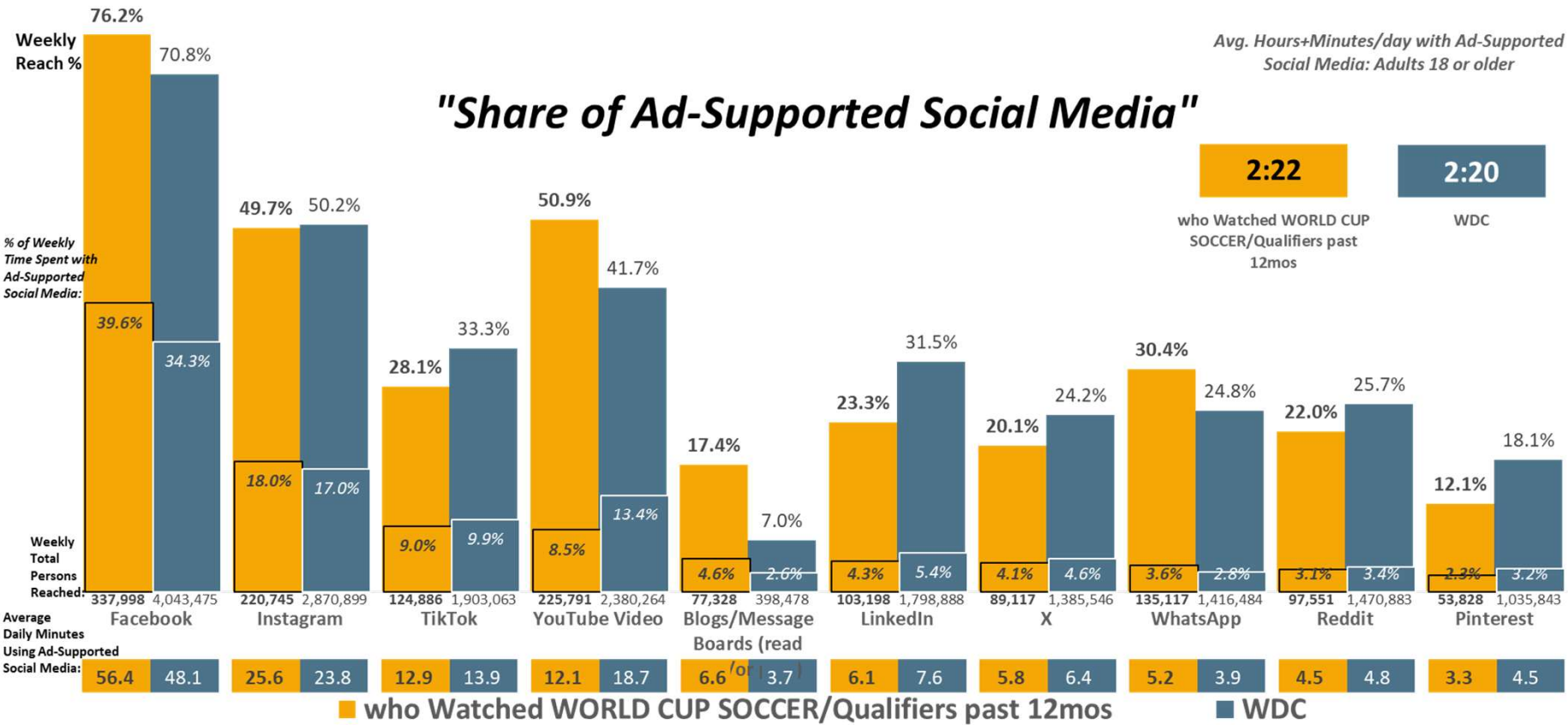
"Share of Ad-Supported Social Media"





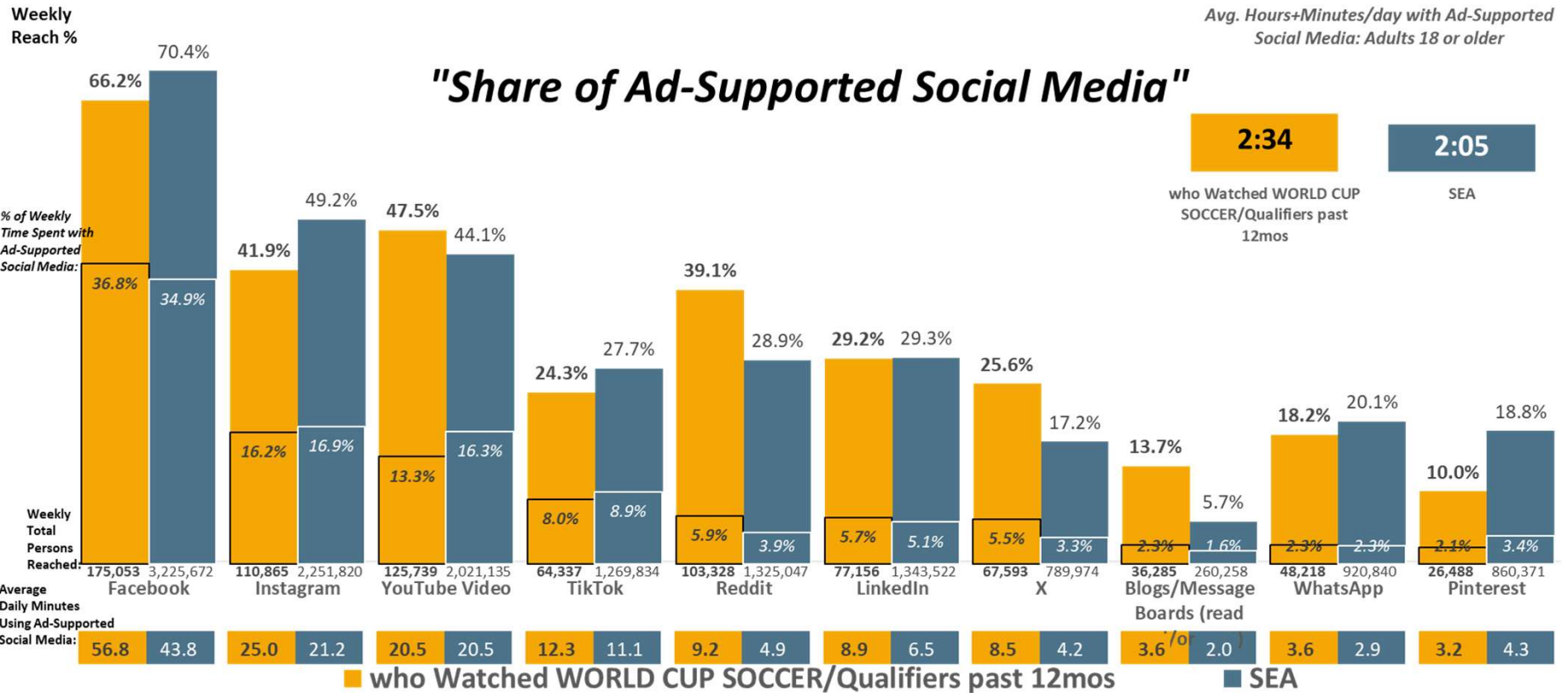
337,998 or 76.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 56.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



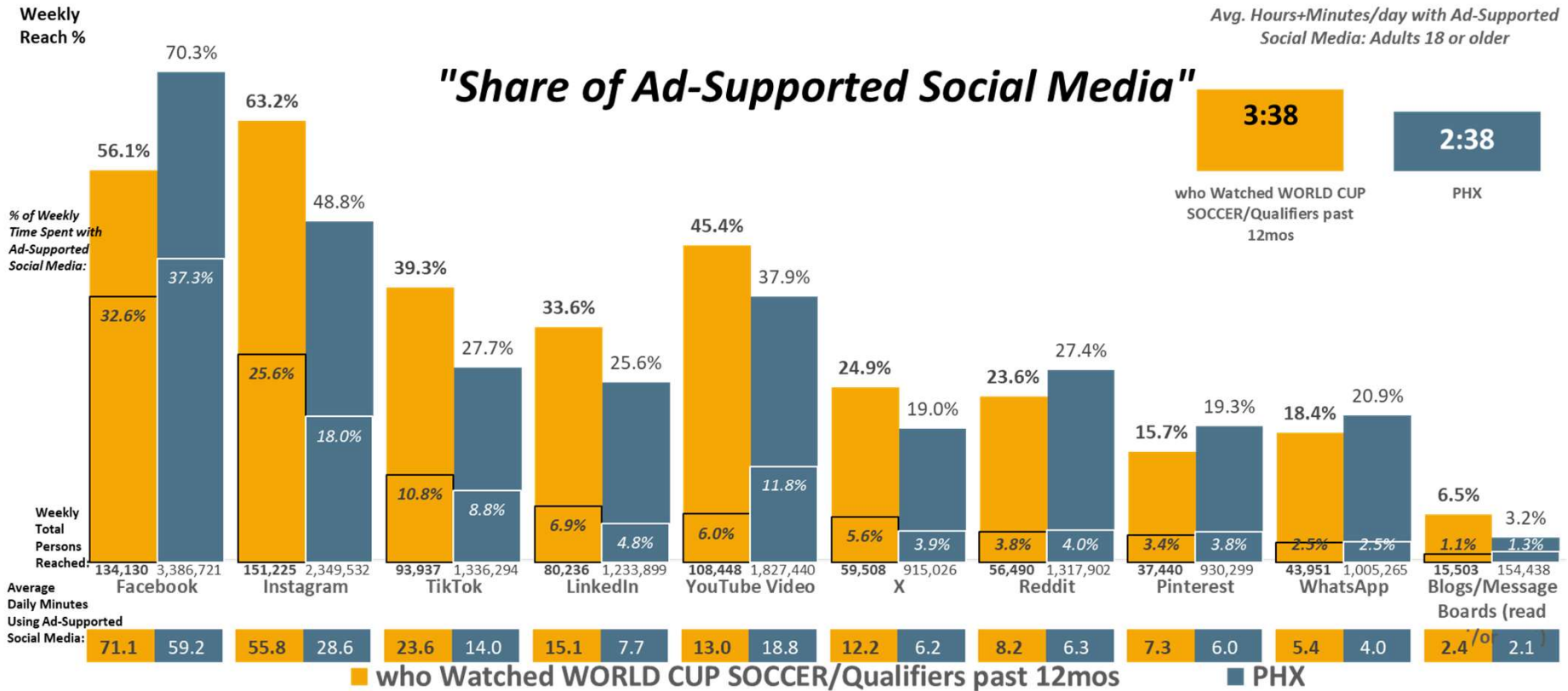


175,053 or 66.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.





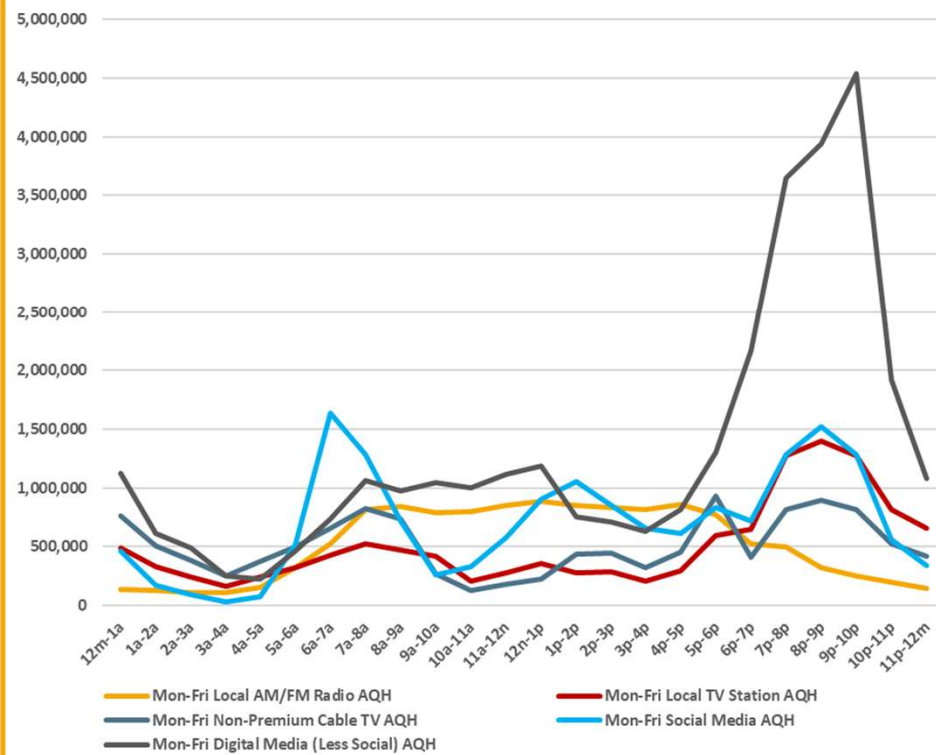
134,130 or 56.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 71.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



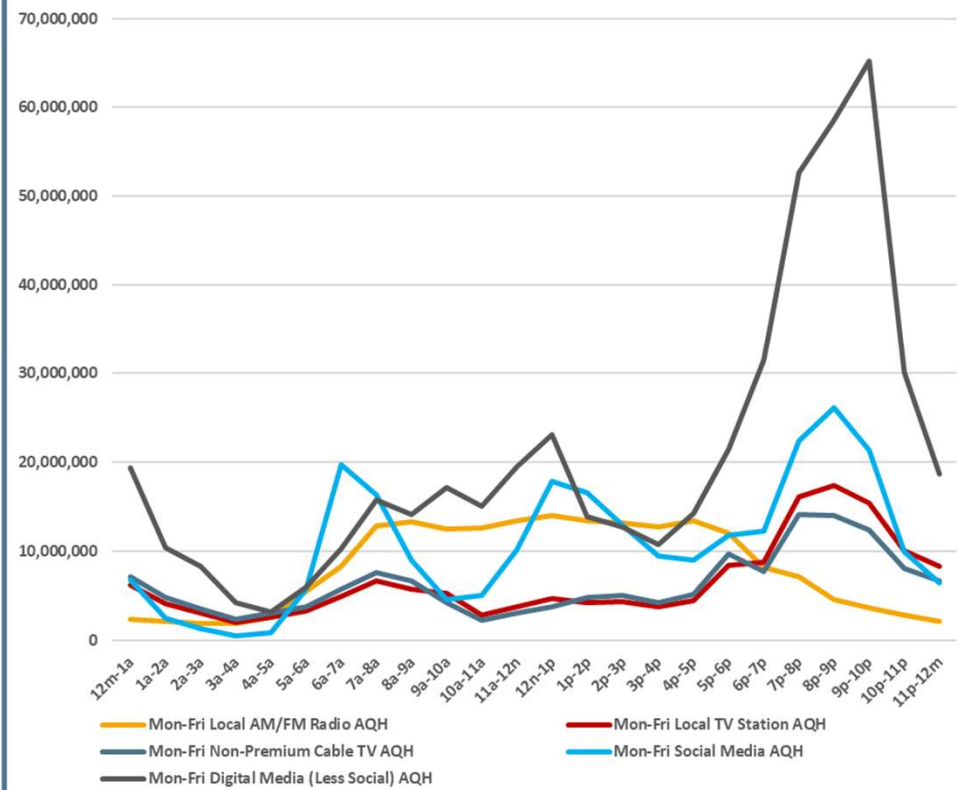


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,039,103; Social Media: 803,374; Local Radio: 781,890; Non-Prem. Cable: 464,042; Local TV: 384,786 reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched WORLD CUP
SOCCER/Qualifiers past 12mos



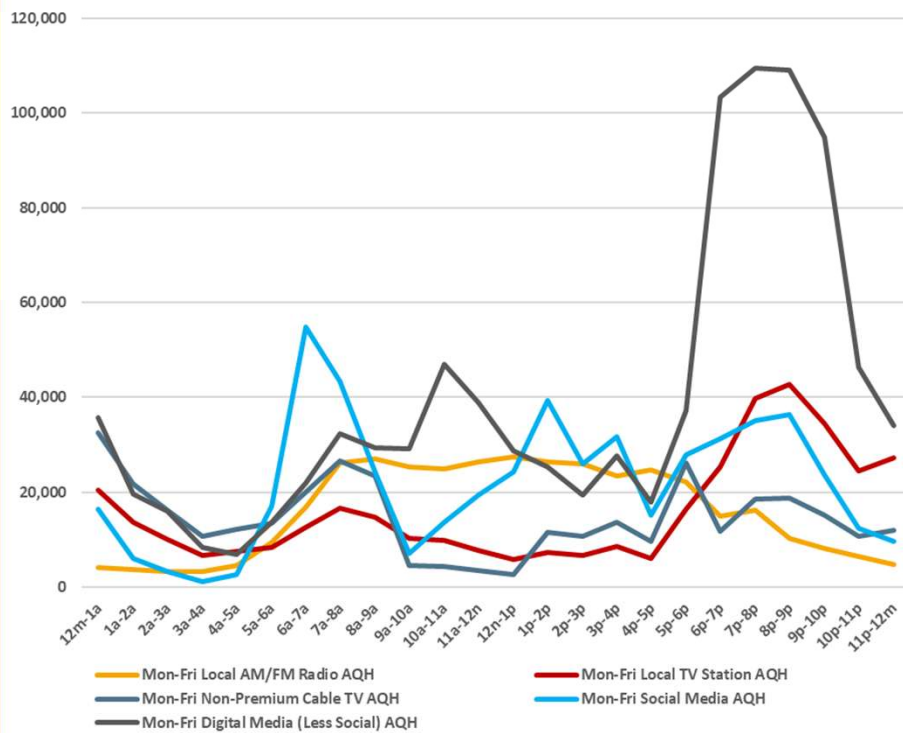
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



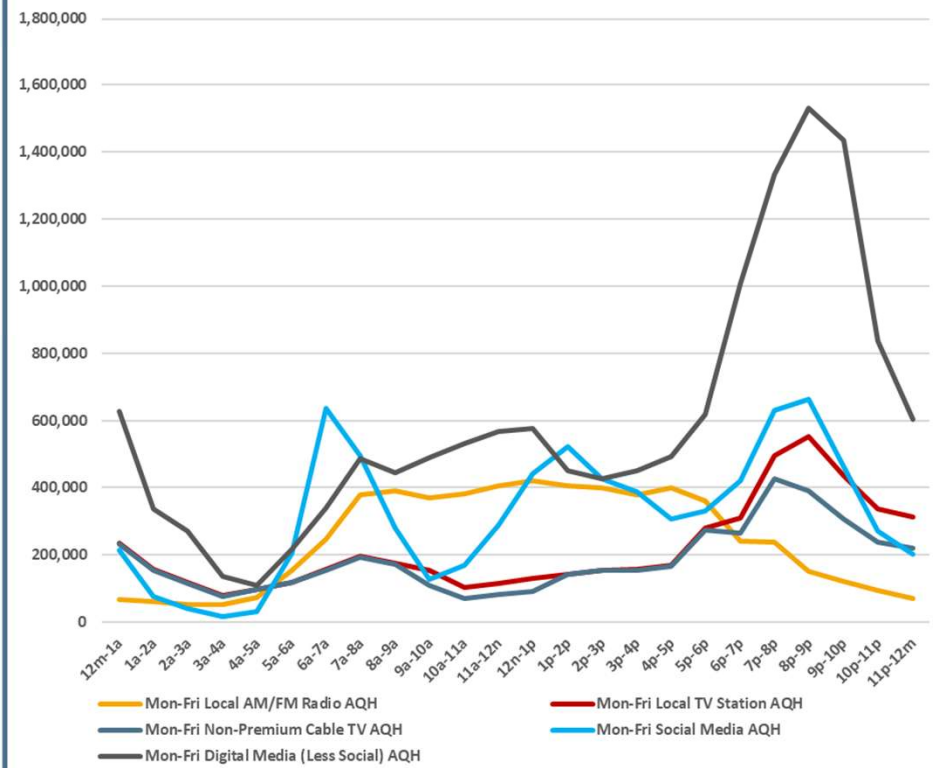


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,269; Social Media: 27,594; Local Radio: 24,043; Non-Prem. Cable: 12,987; Local TV: 11,409 reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mo

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched WORLD CUP
SOCCER/Qualifiers past 12mos



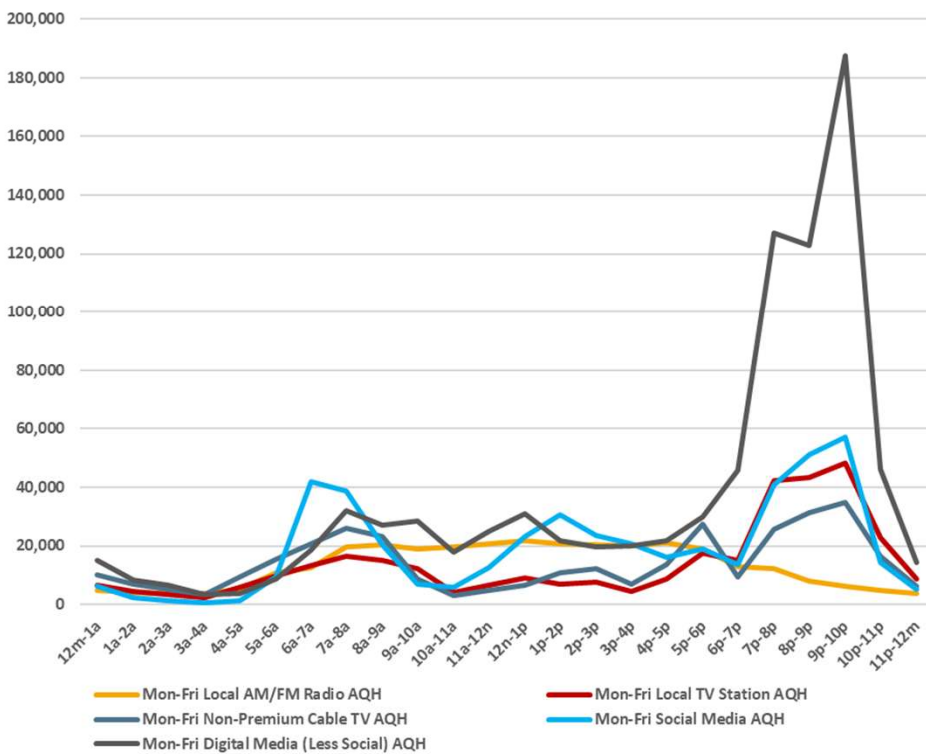
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



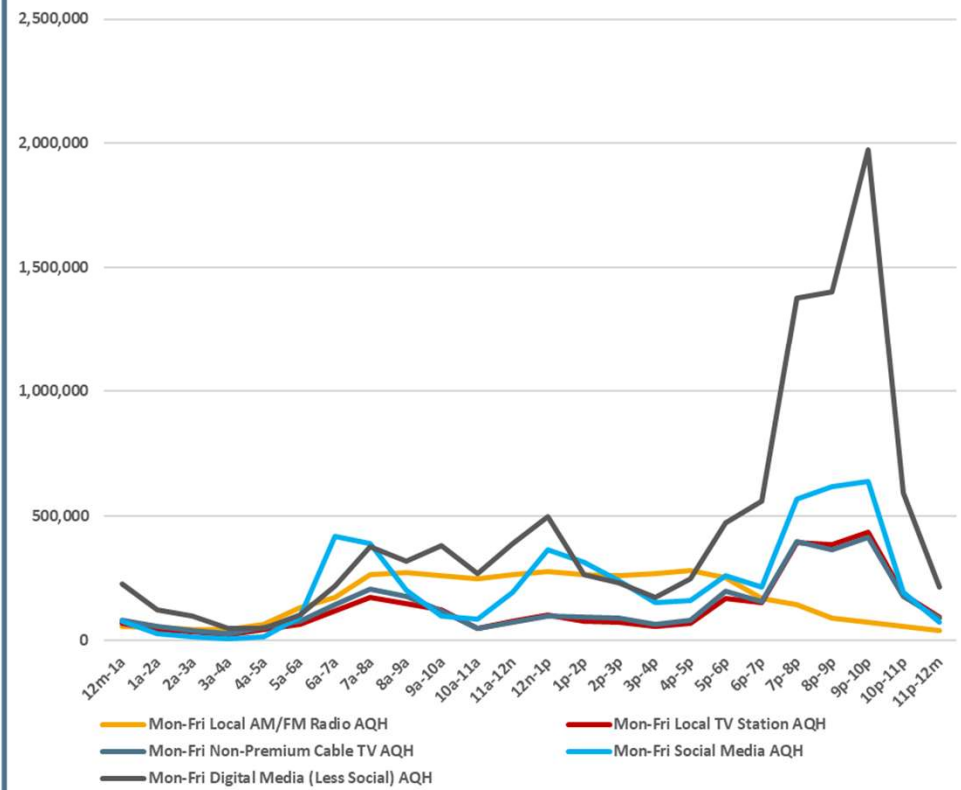


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,039;
Social Media: 21,024; Local Radio: 19,109; Non-Prem. Cable: 13,311; Local TV: 10,552
reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mo

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched WORLD CUP
SOCCER/Qualifiers past 12mos



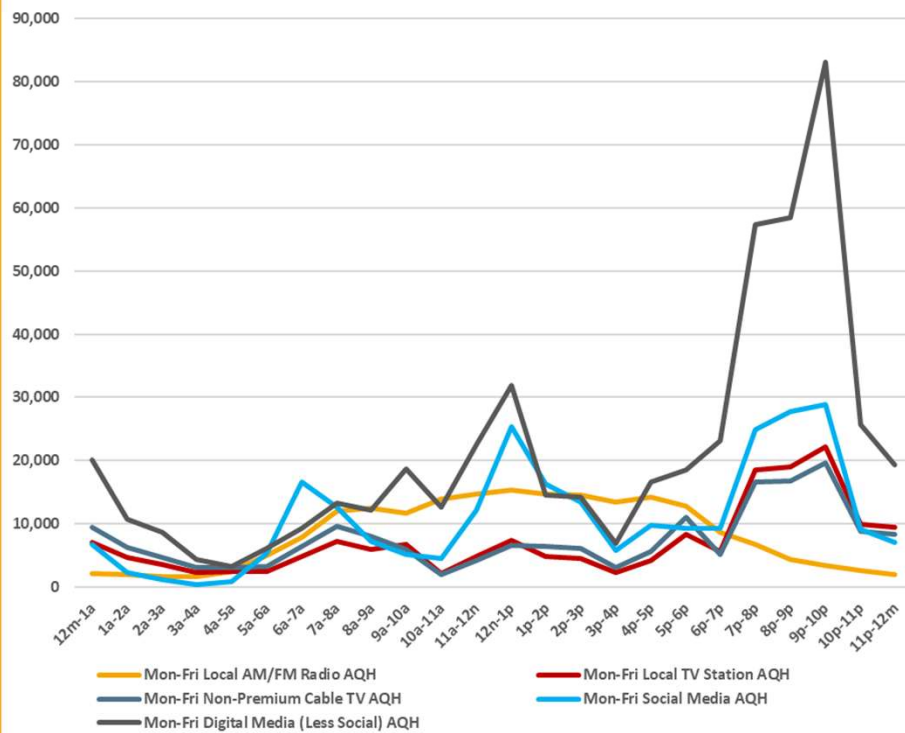
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



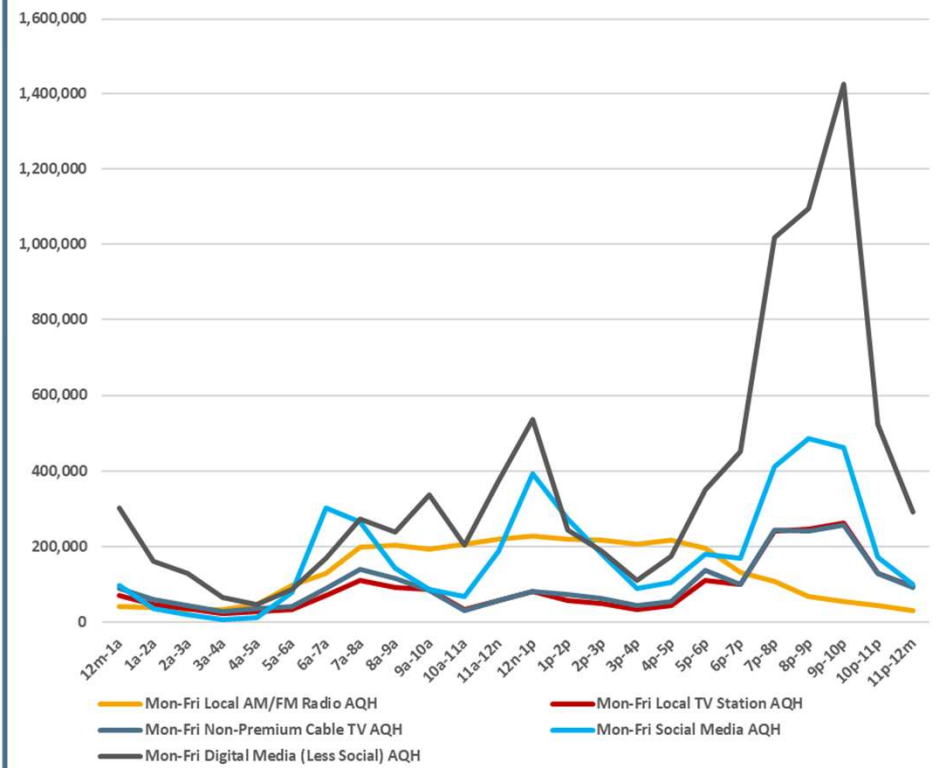


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,526;
Local Radio: 12,806; Social Media: 11,370; Non-Prem. Cable: 6,201; Local TV: 5,361
reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched WORLD CUP
SOCCER/Qualifiers past 12mos



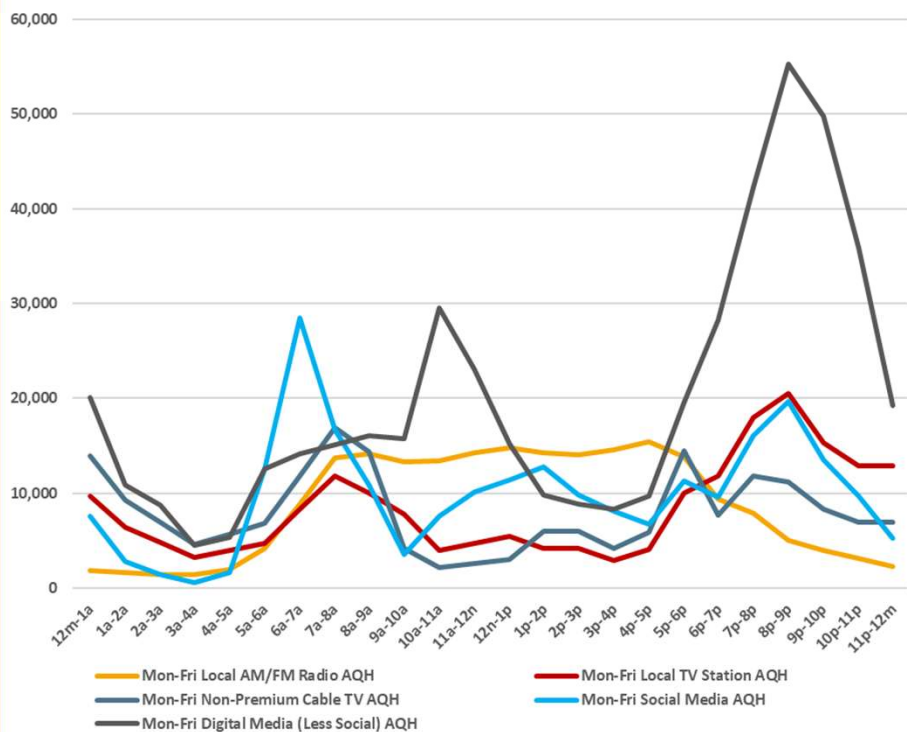
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



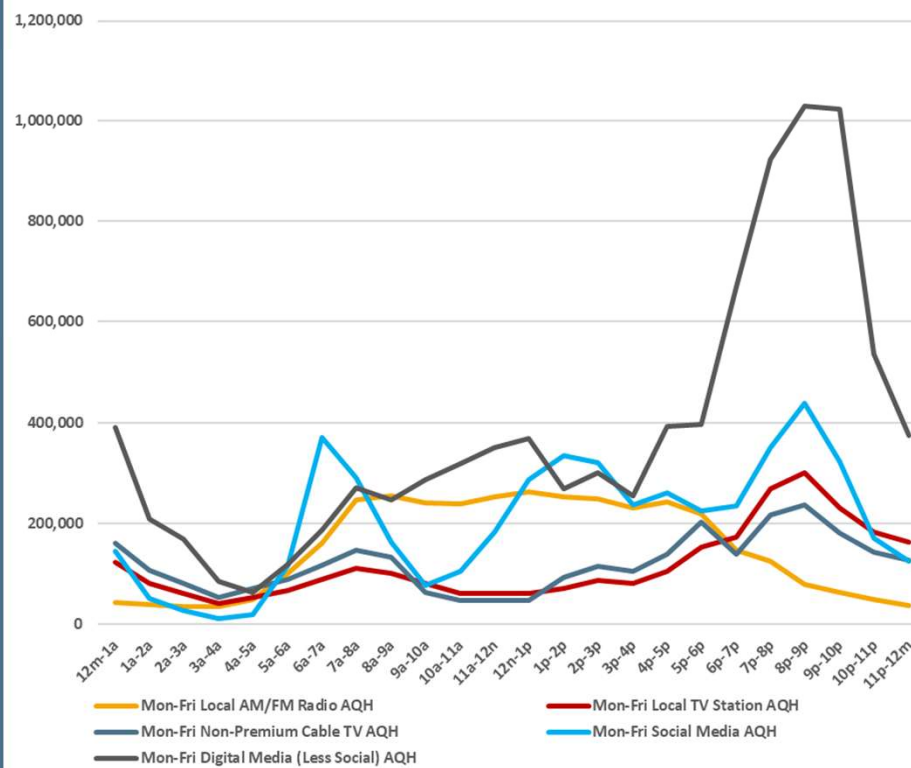


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,425; Local Radio: 13,402; Social Media: 11,329; Non-Prem. Cable: 7,651; Local TV: 6,884 reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched WORLD CUP
SOCCER/Qualifiers past 12mos



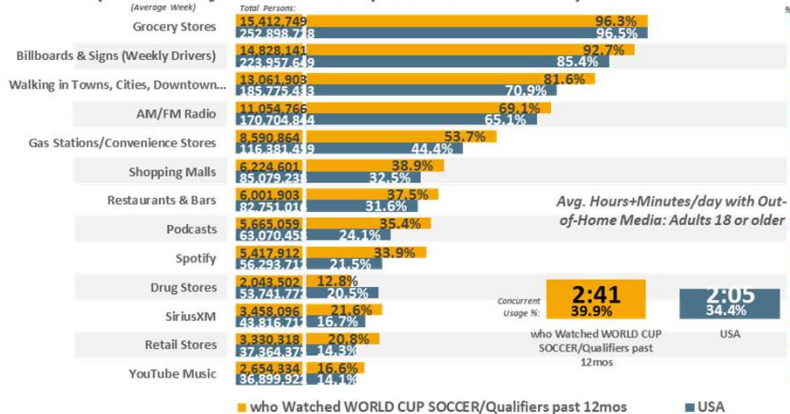
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



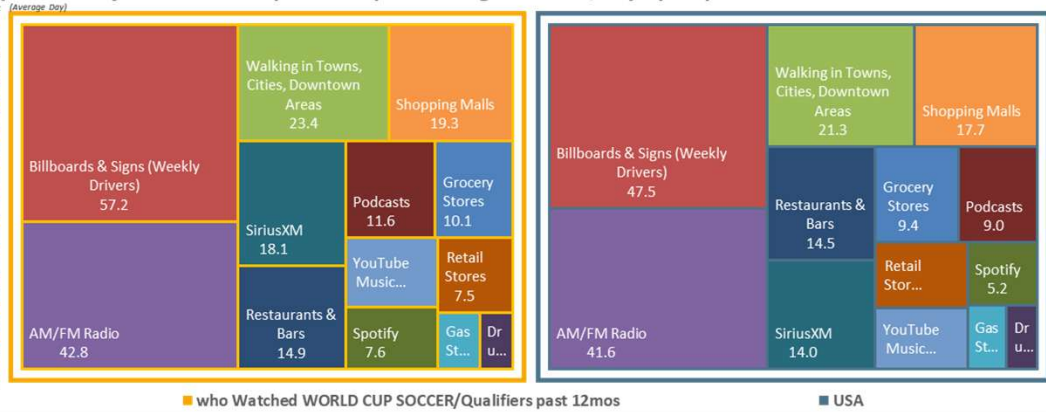


14,828,141 or 92.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day

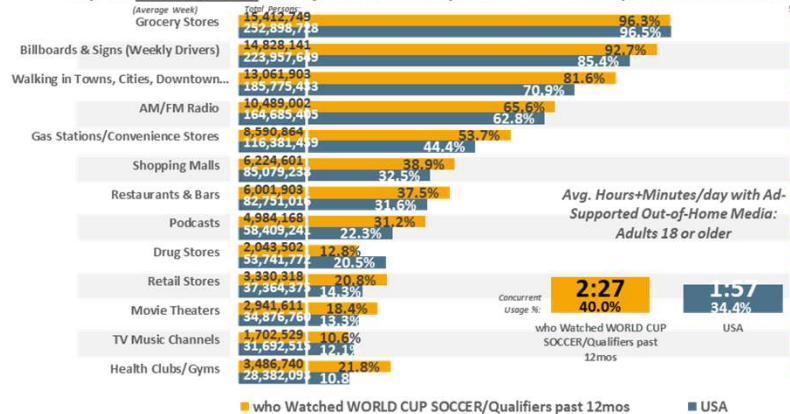
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



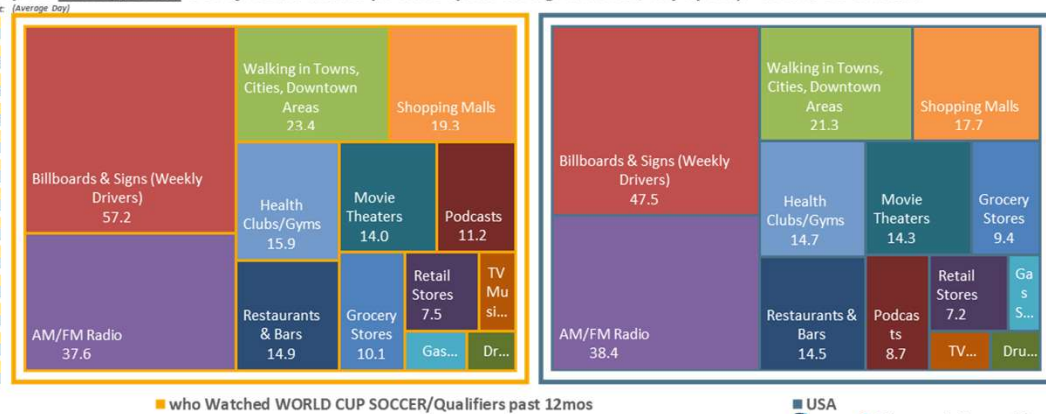
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

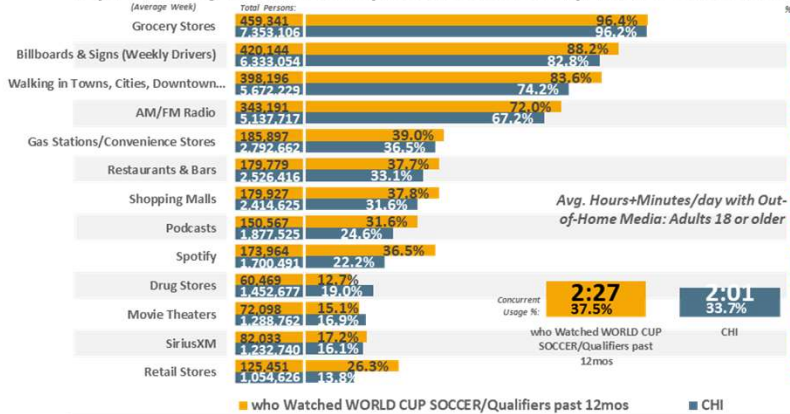
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

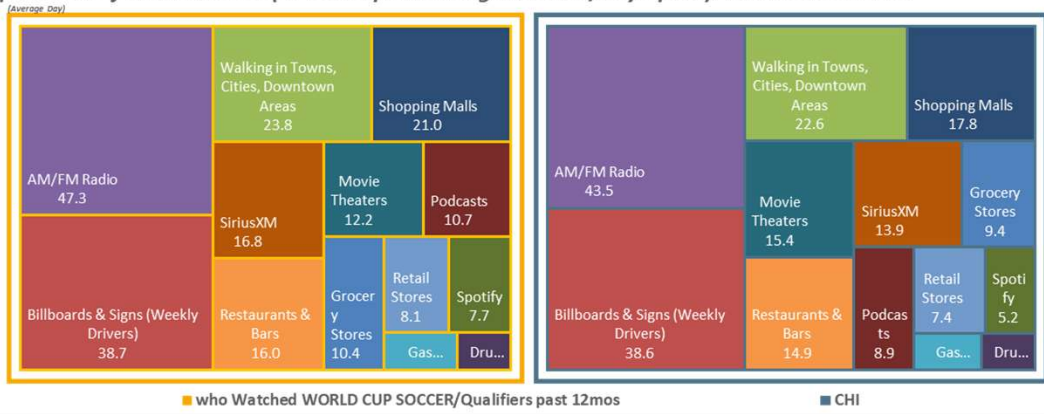


420,144 or 88.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 38.7 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

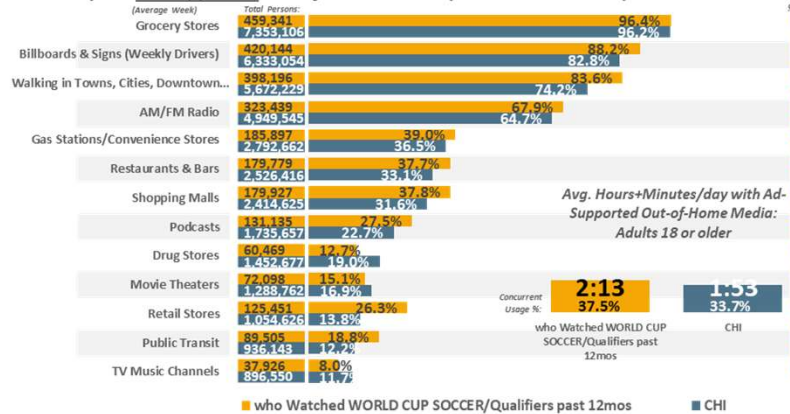
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



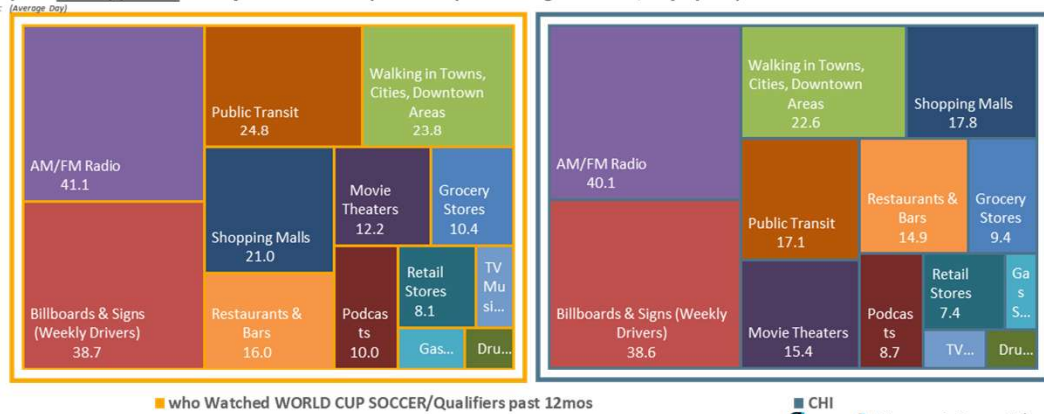
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



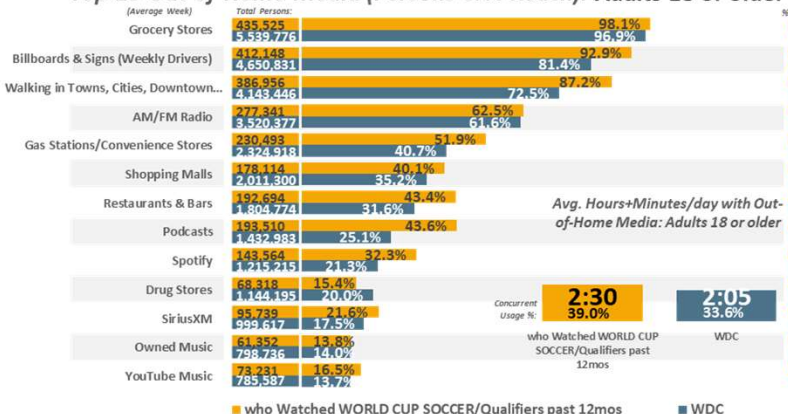
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



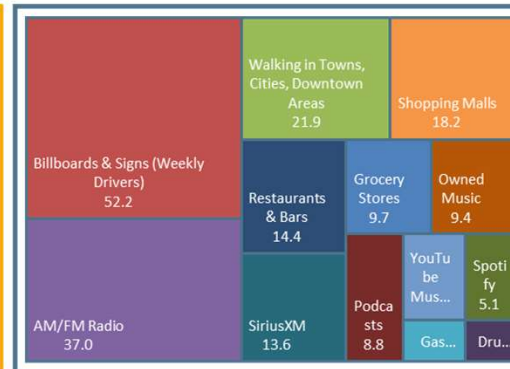
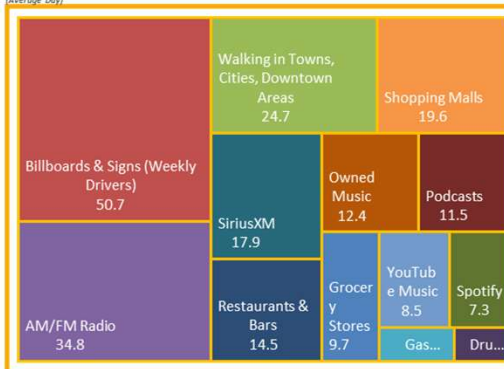


412,148 or 92.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minutes/day.

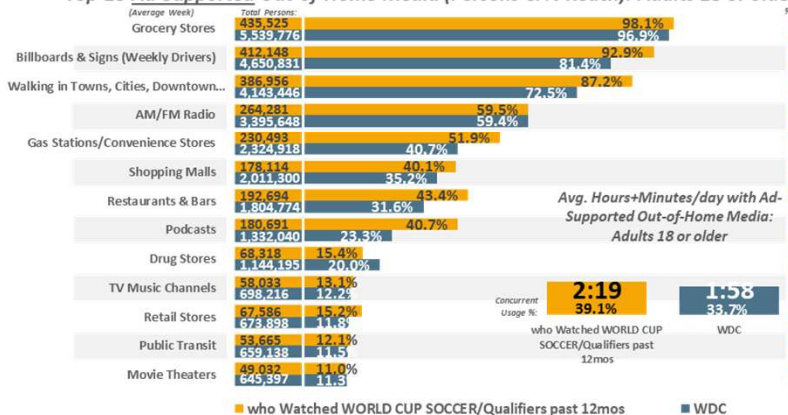
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



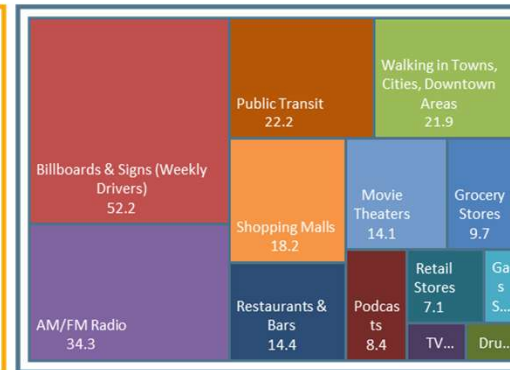
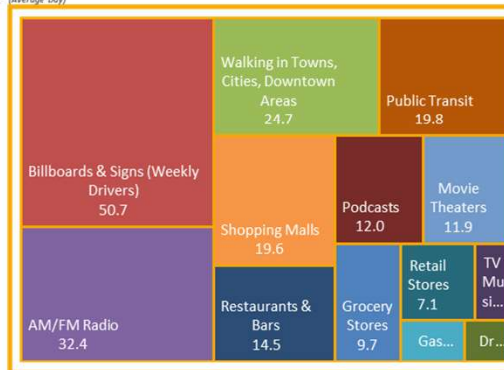
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



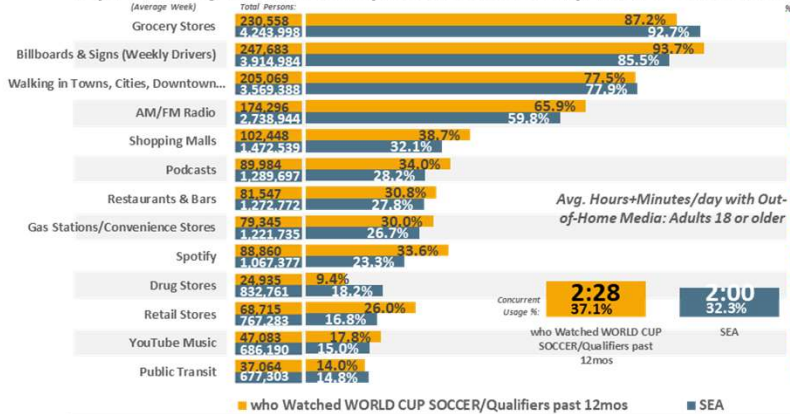
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



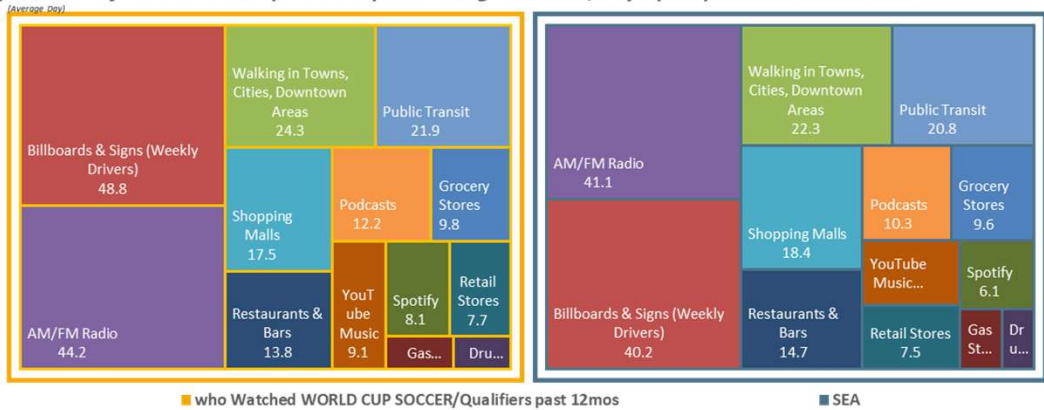


247,683 or 93.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 63.5% Listen to Local Radio Stations Out-of-Home for an average of 34.8 minutes/day.

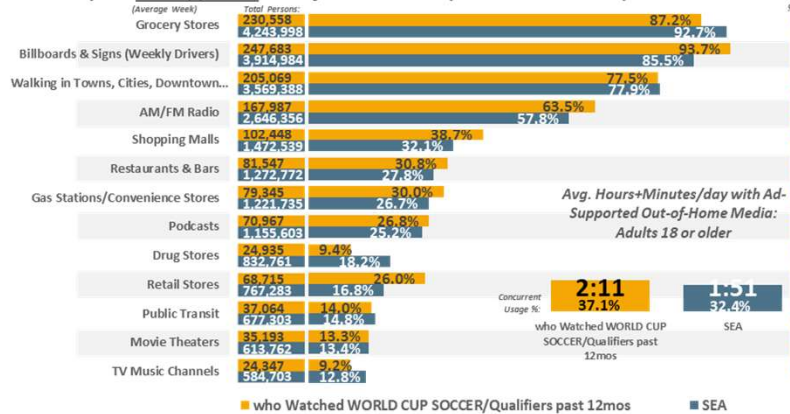
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



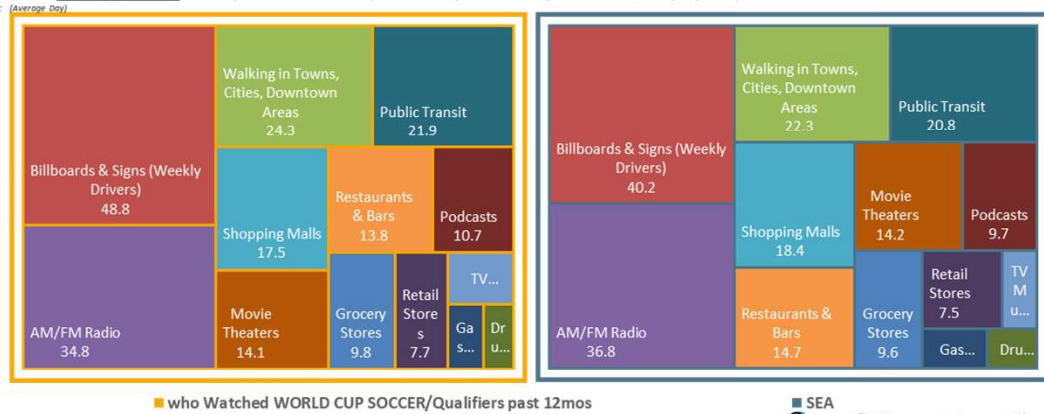
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

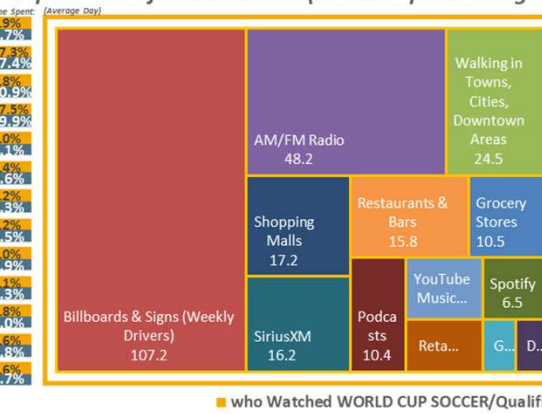


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

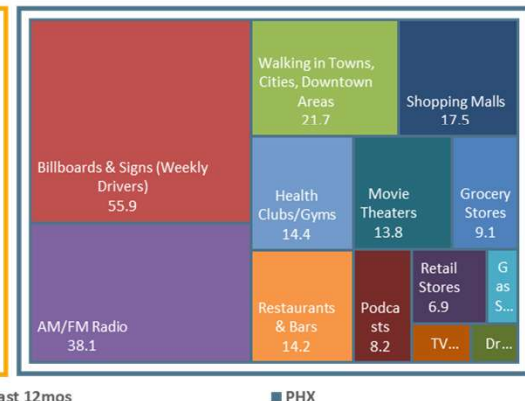




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

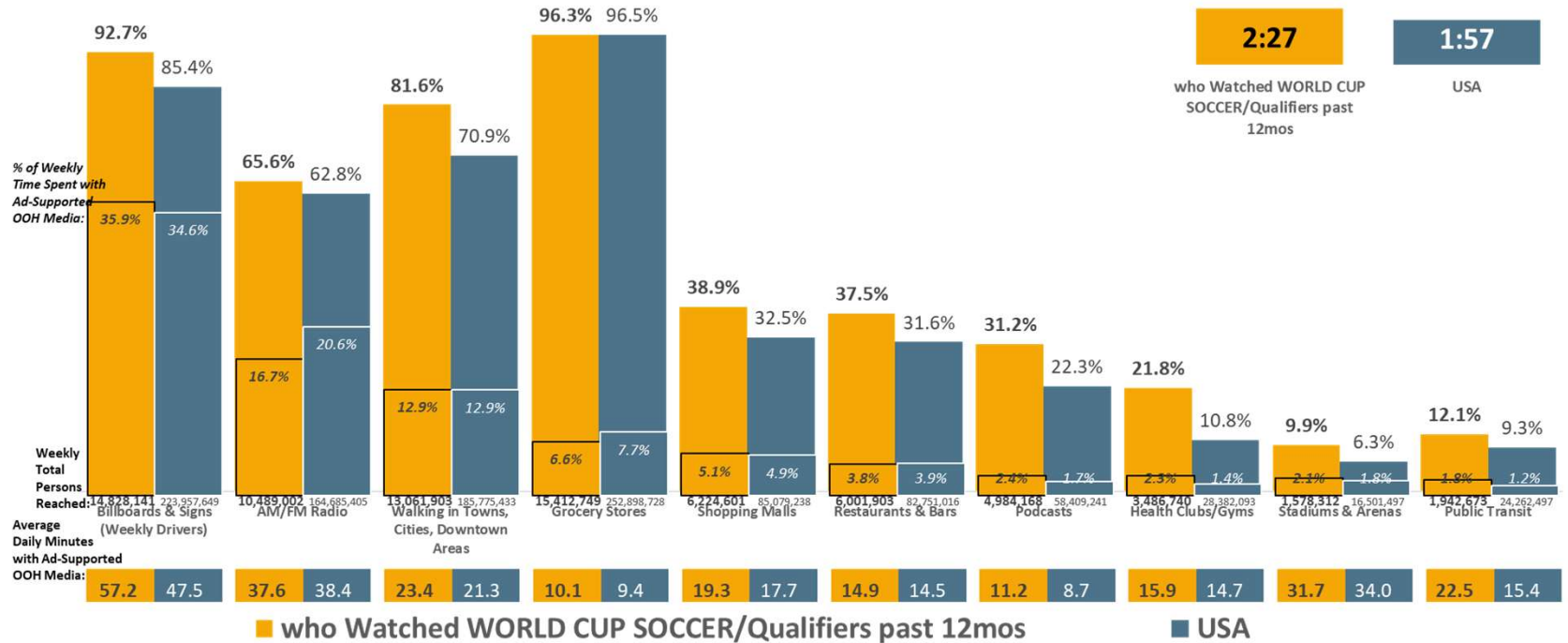


14,828,141 or 92.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

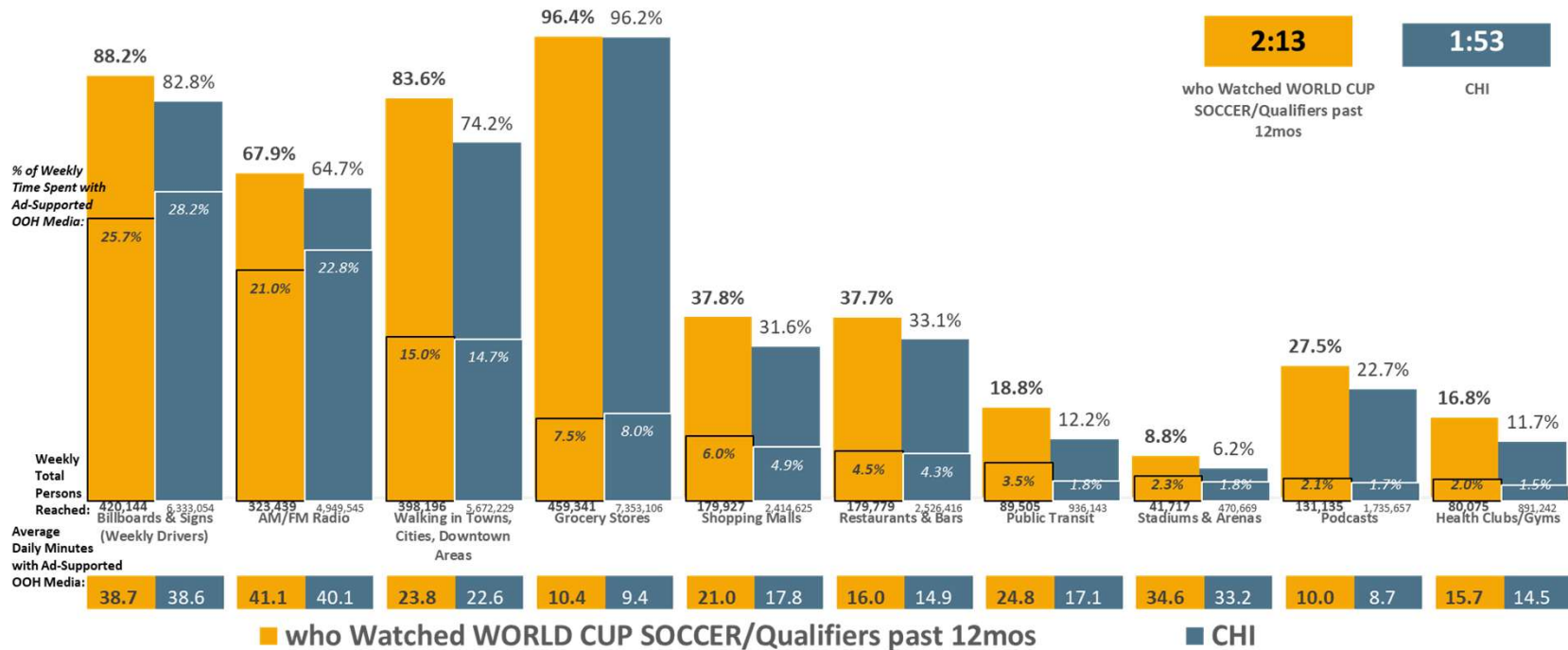


420,144 or 88.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 38.7 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 240
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

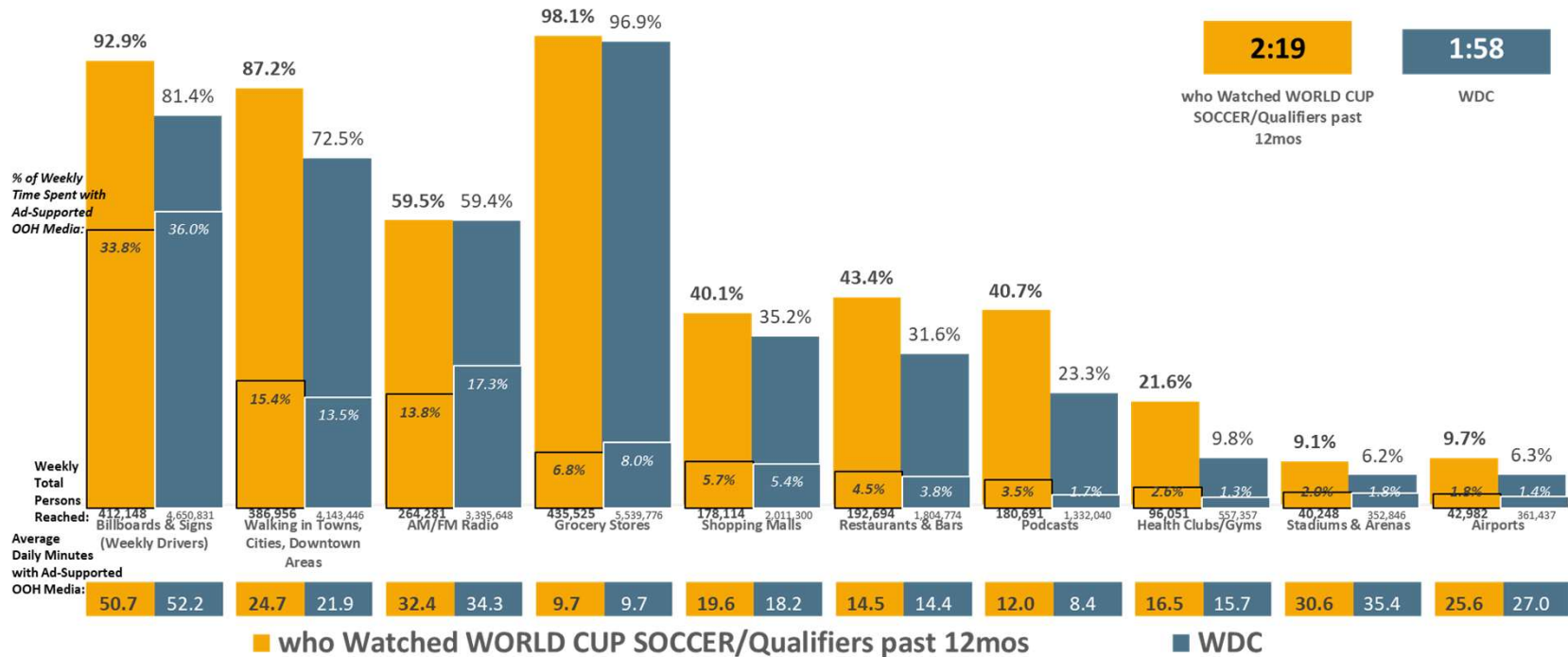


412,148 or 92.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:19

who Watched WORLD CUP SOCCER/Qualifiers past 12mos

1:58

WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 437 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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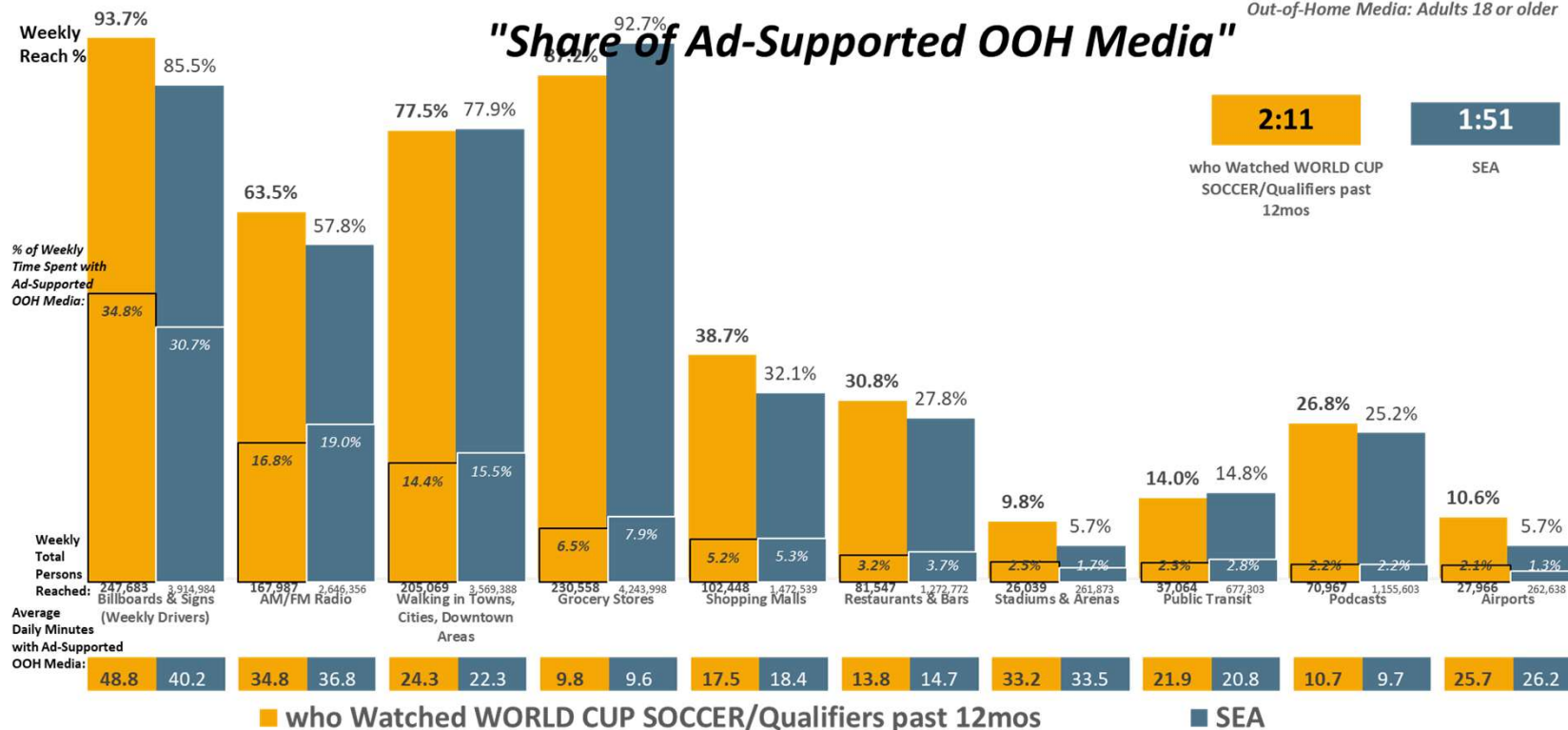
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



247,683 or 93.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 34.8% 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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 269
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SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

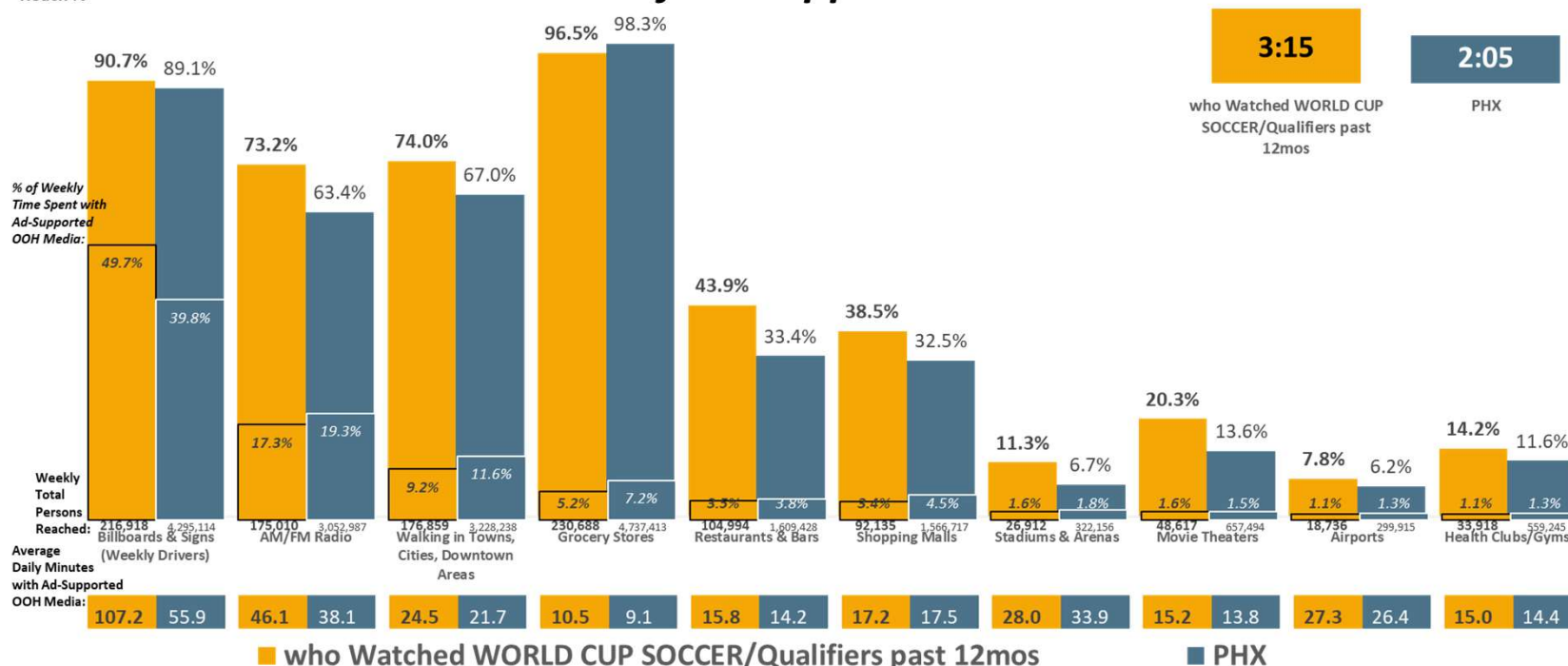


216,918 or 90.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 107.2 minutes per day driving, seeing Billboards and Signs representing 49.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:15
who Watched WORLD CUP SOCCER/Qualifiers past 12mos

2:05
PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 113
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

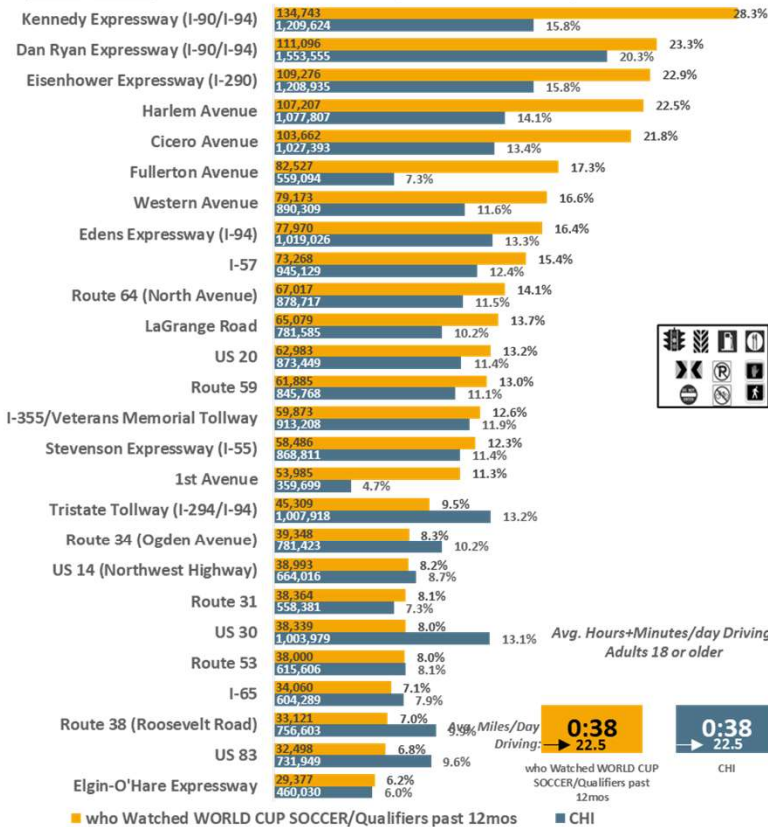
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

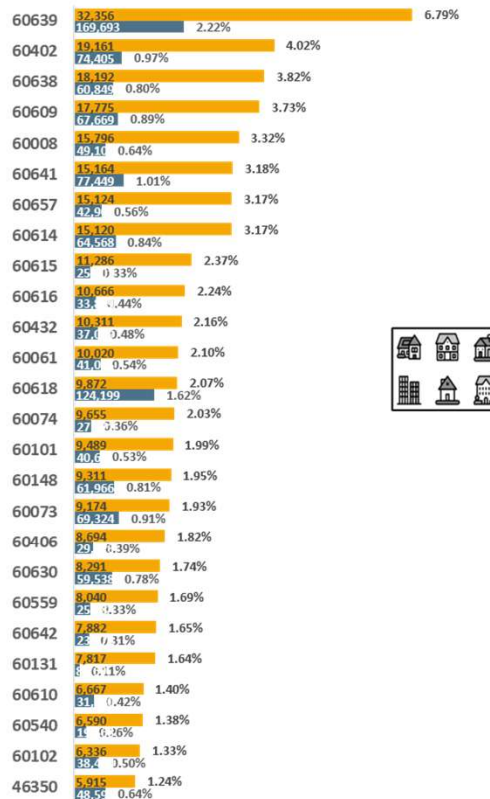


420,144 or 88.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 38.7 minutes per day driving an average of 22.5 miles each day and are 140.8% more likely to use 1st Avenue than the Metro average.

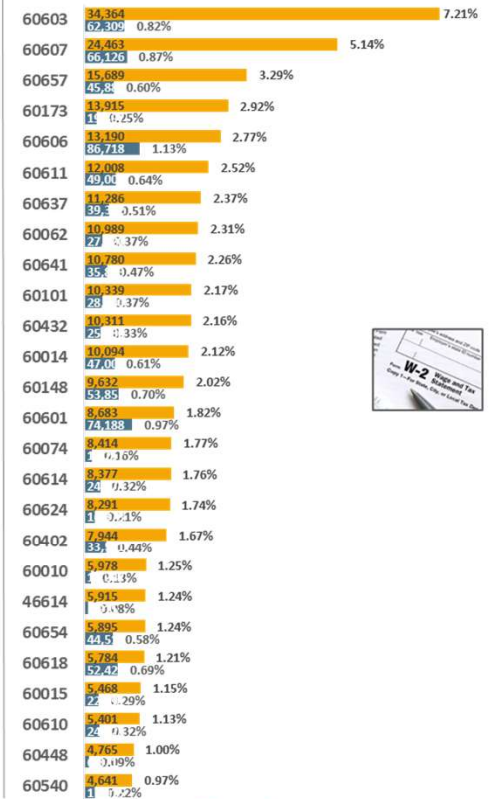
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



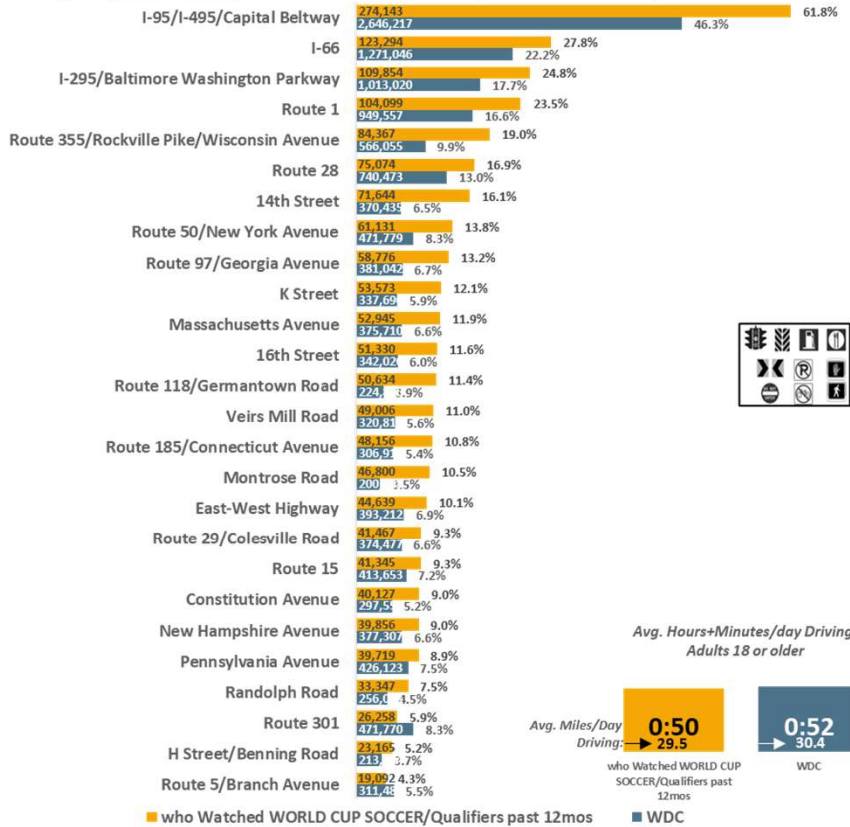
Top-26 Employment Zip Codes: Adults 18 or older



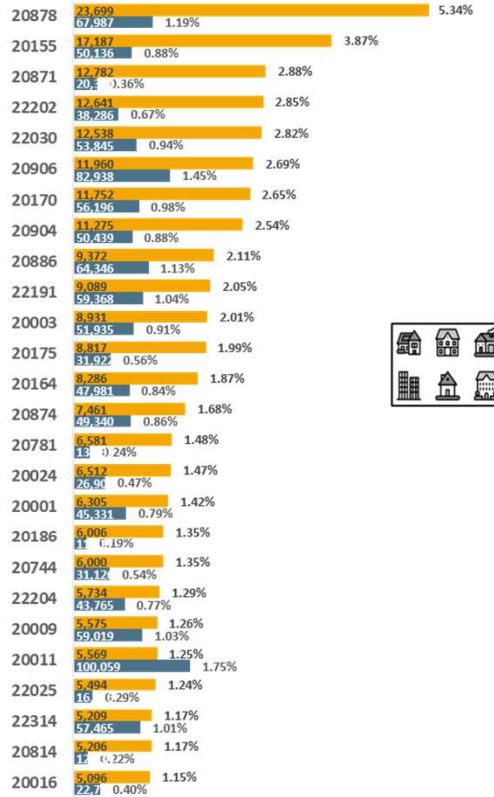


412,148 or 92.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 201.% more likely to use Montrose Road than the Metro average.

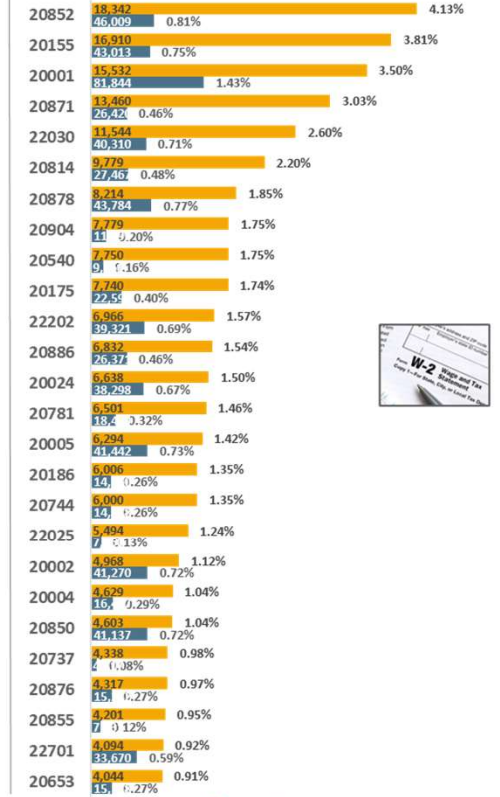
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



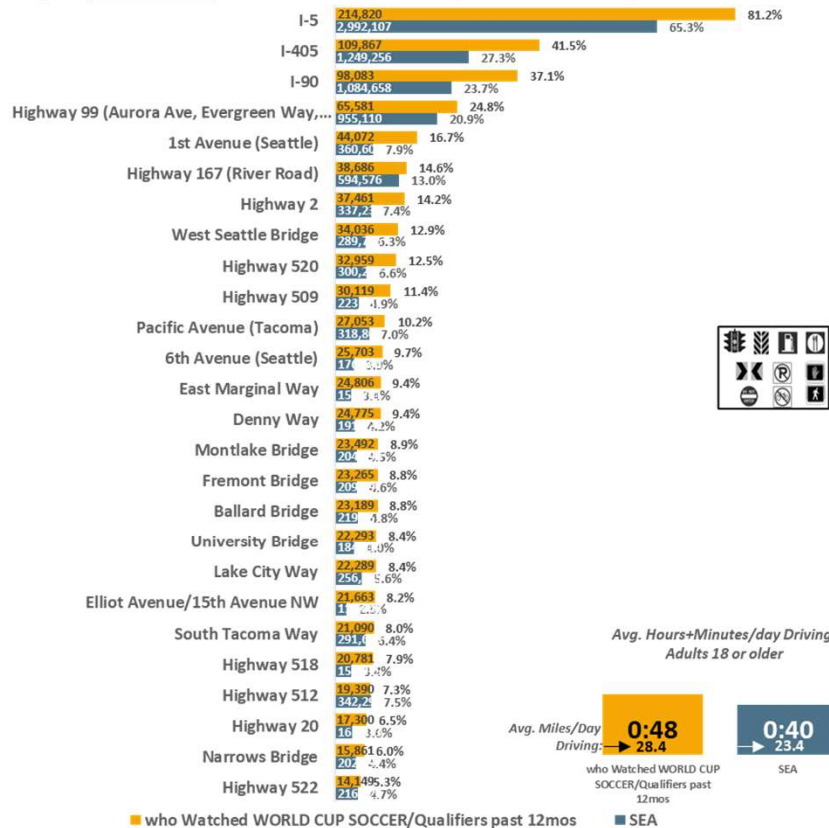
Top-26 Employment Zip Codes: Adults 18 or older



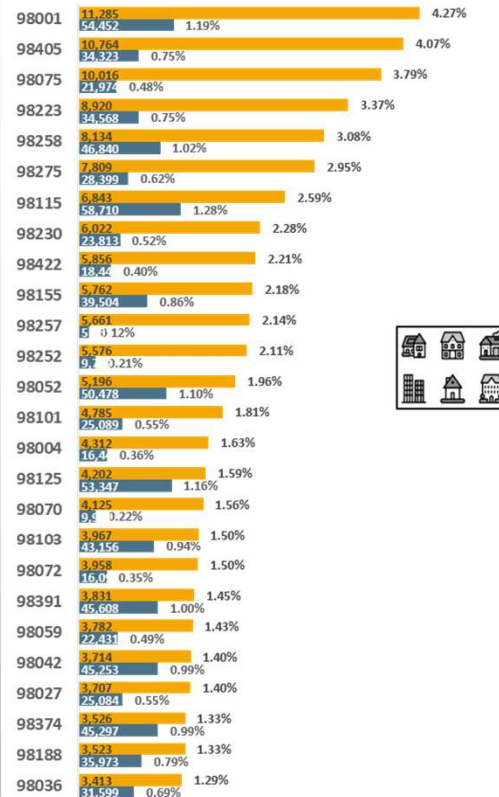


247,683 or 93.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 48.8 minutes per day driving an average of 28.4 miles each day and are 177.7% more likely to use East Marginal Way than the Metro average.

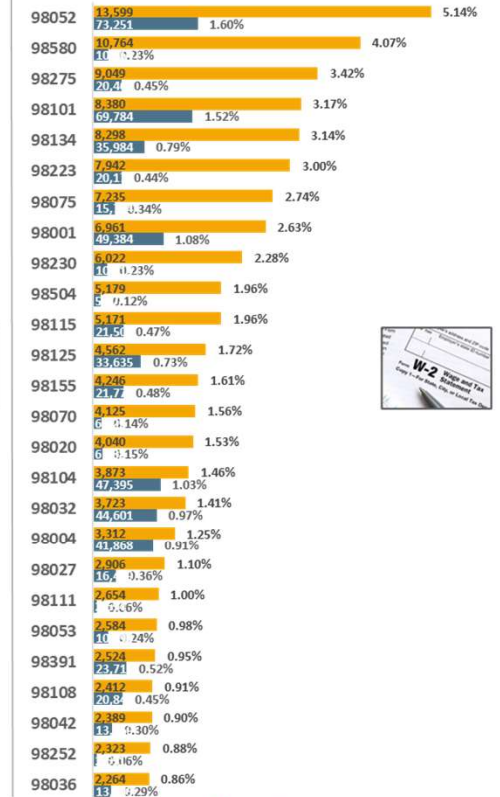
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



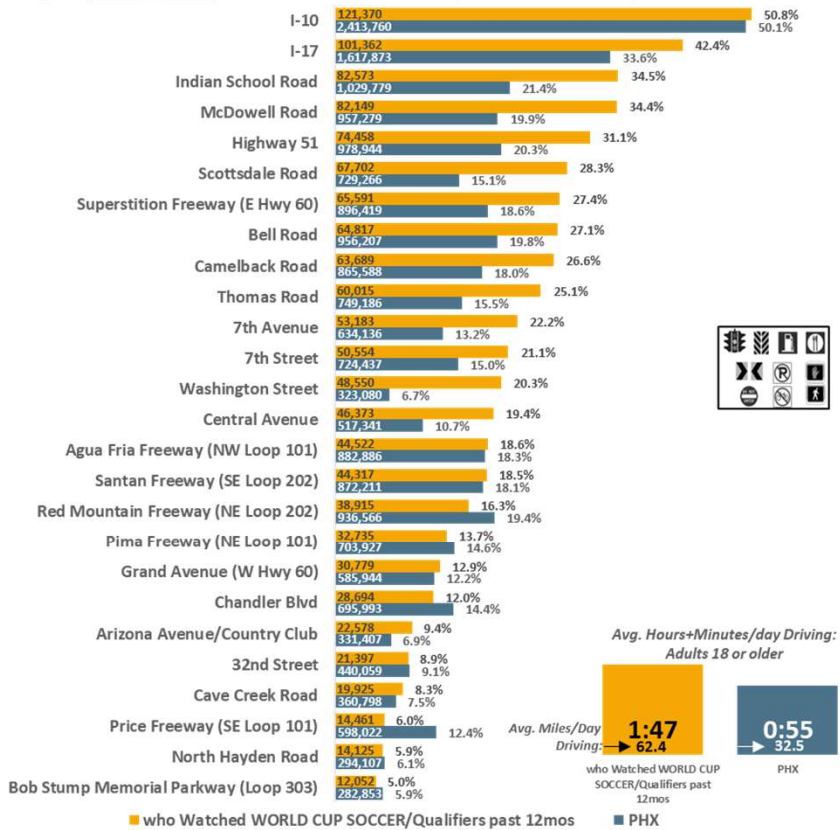
Top-26 Employment Zip Codes: Adults 18 or older



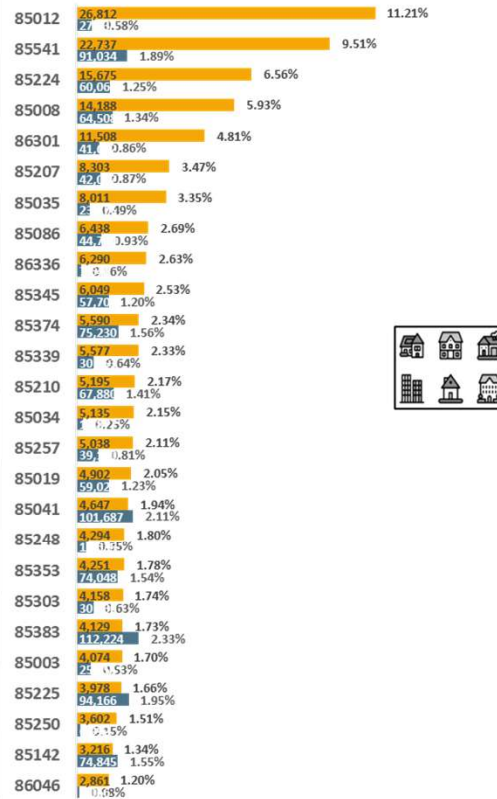


216,918 or 90.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 107.2 minutes per day driving an average of 62.4 miles each day and are 202.8% more likely to use Washington Street than the Metro average.

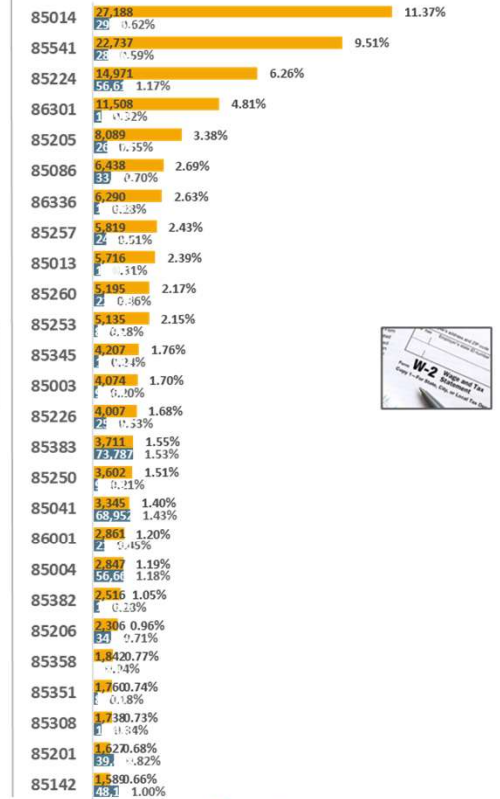
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



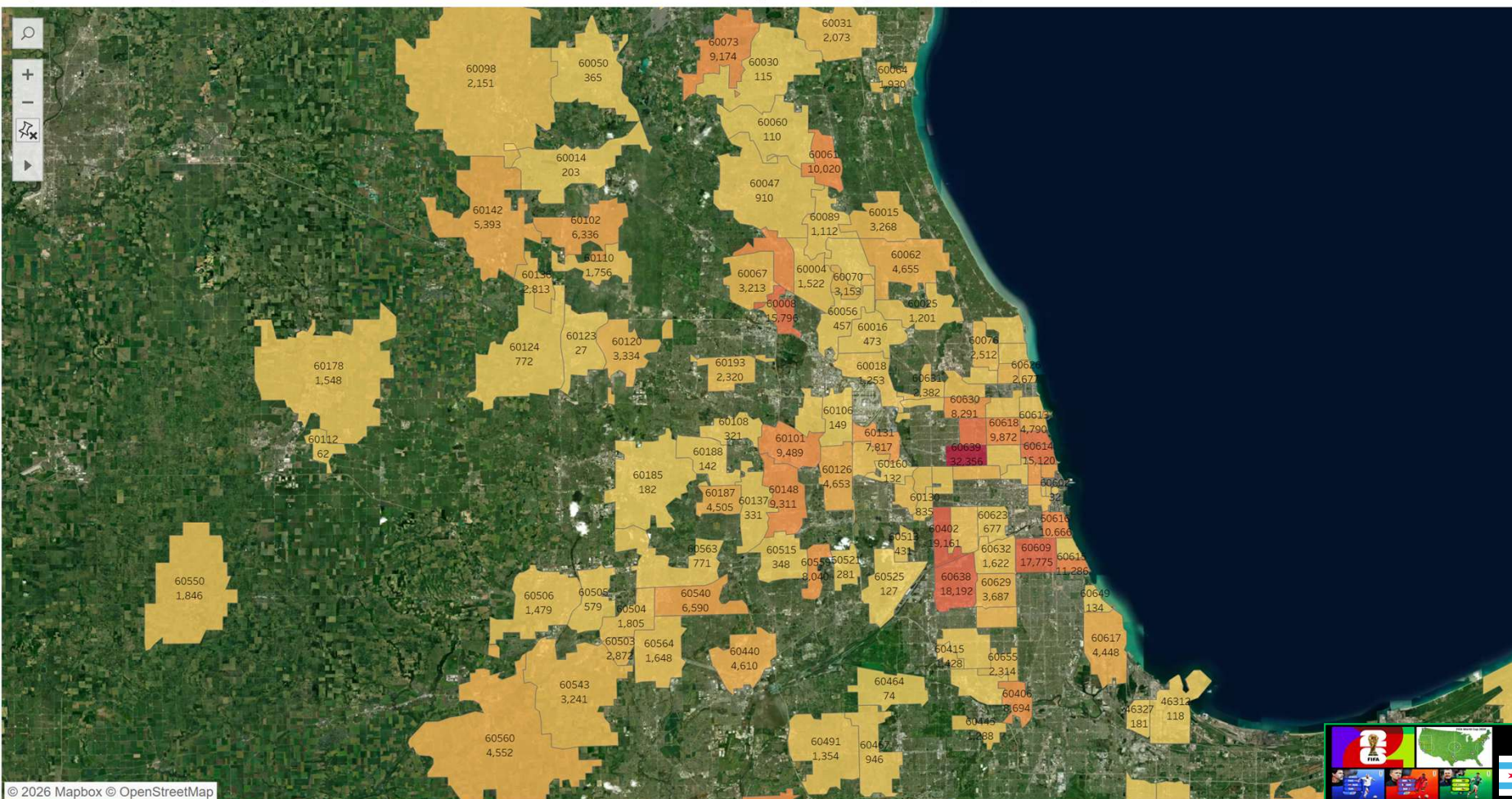
Top-26 Residential Zip Codes: Adults 18 or older



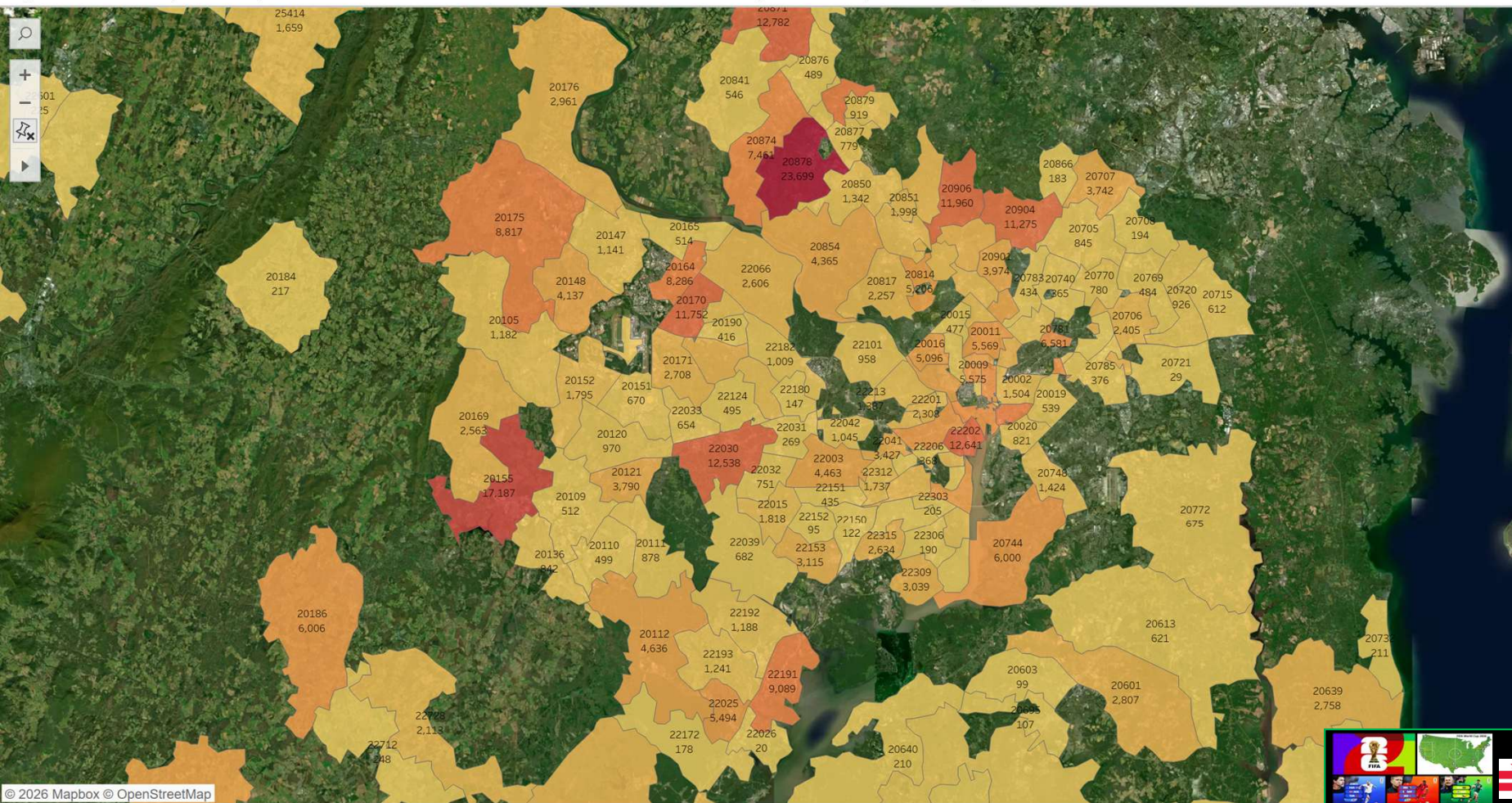
Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)

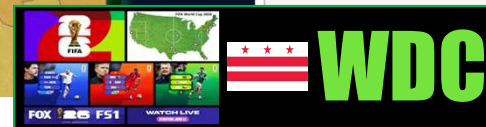


Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



SUM(Adults 18 or older...
7 23,699

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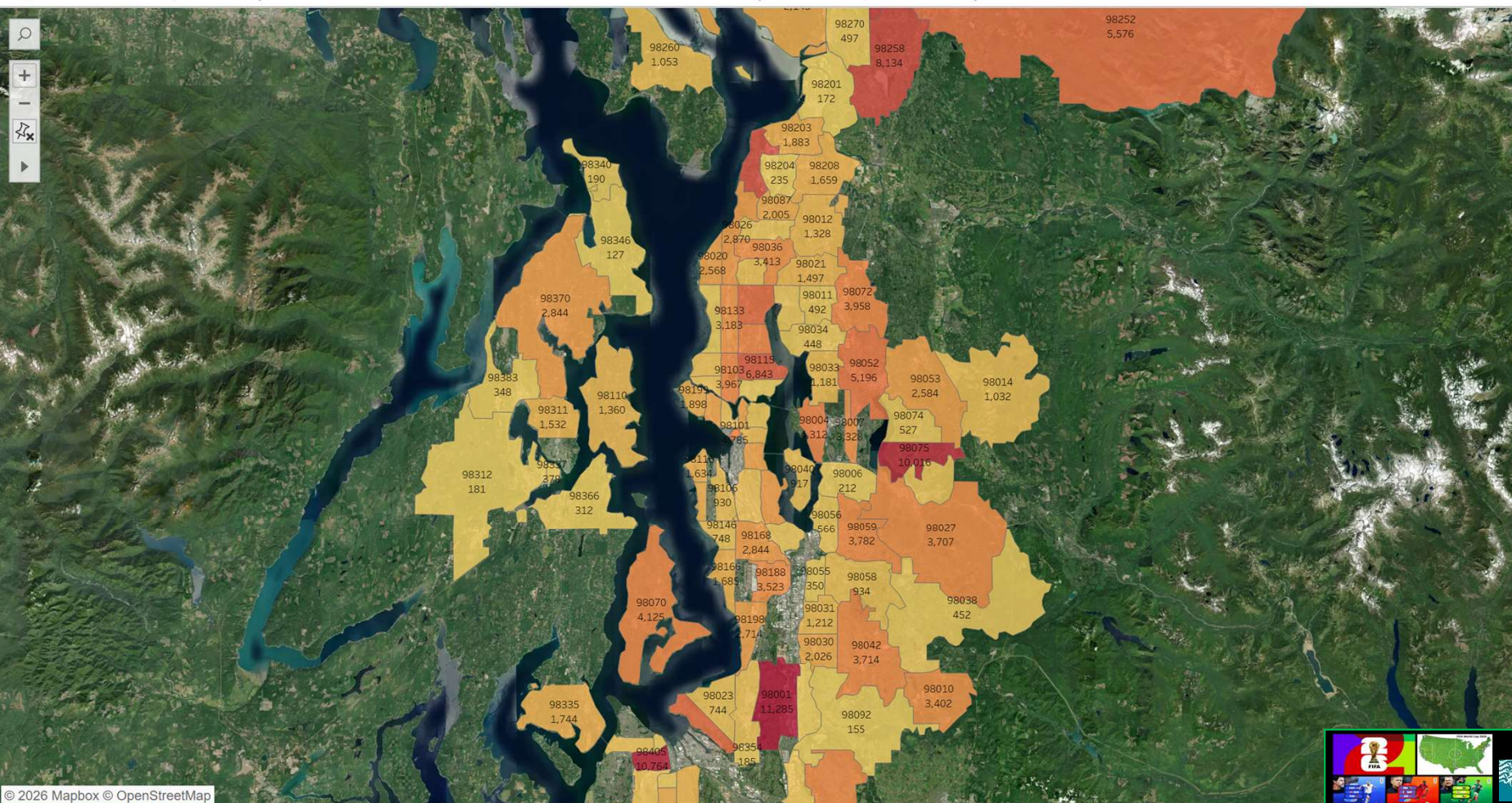


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 437
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

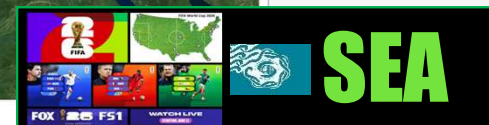
Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



SUM(Adults 18 or older...



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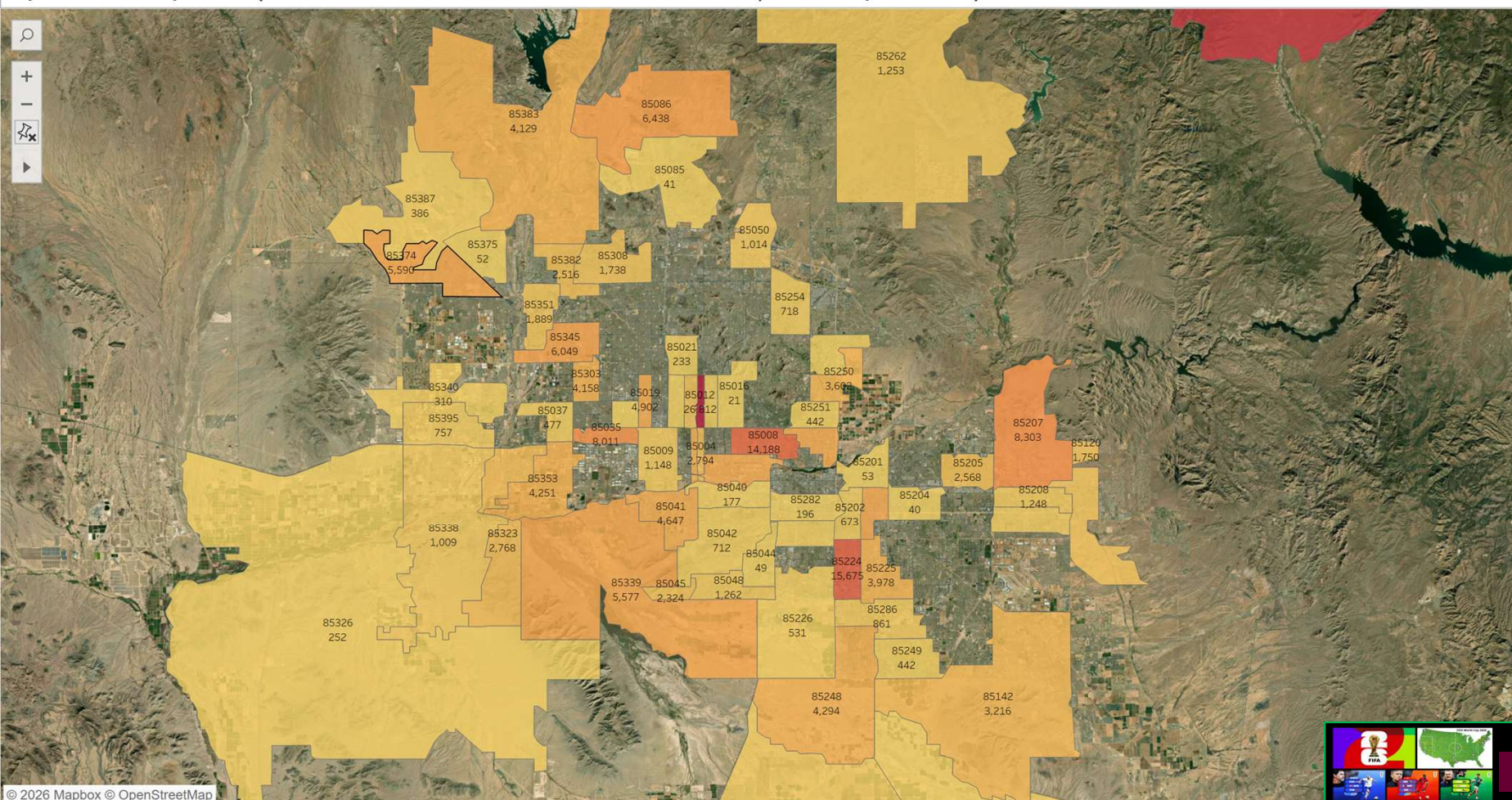
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intob
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269

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

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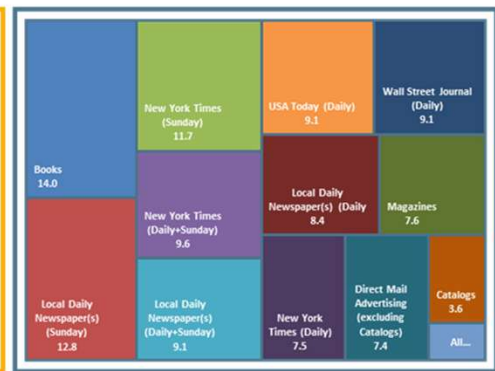
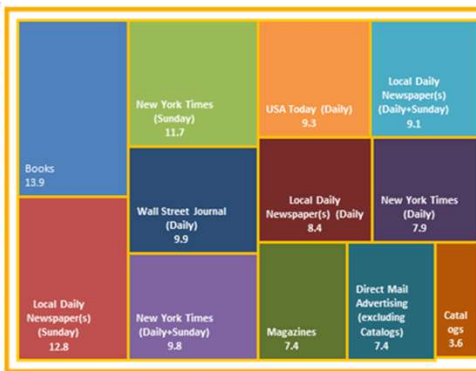
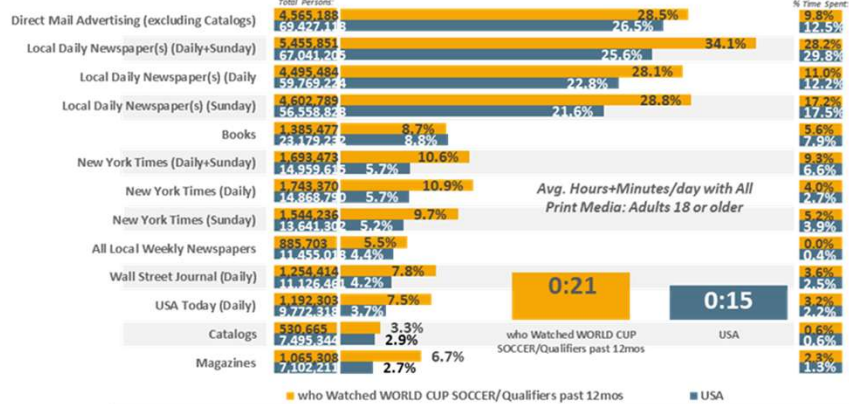
Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



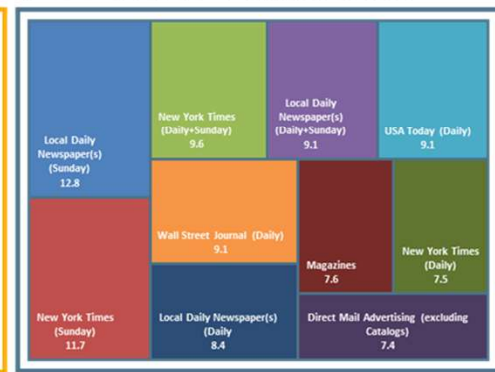
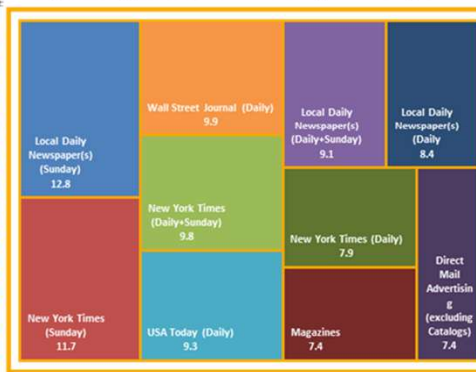
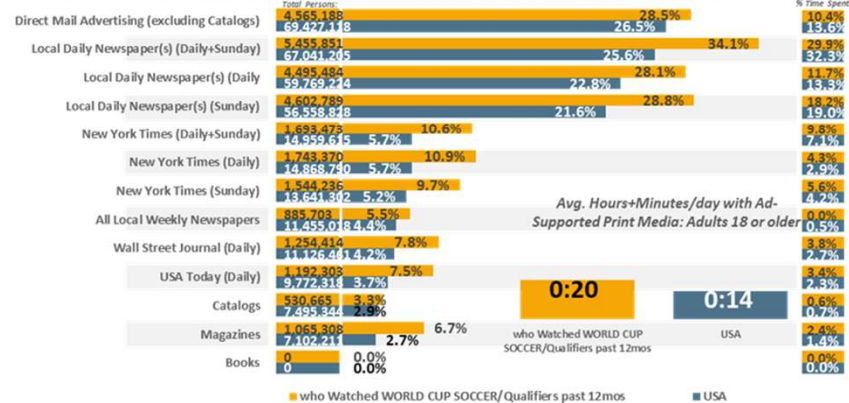


5,455,851 or 34.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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**



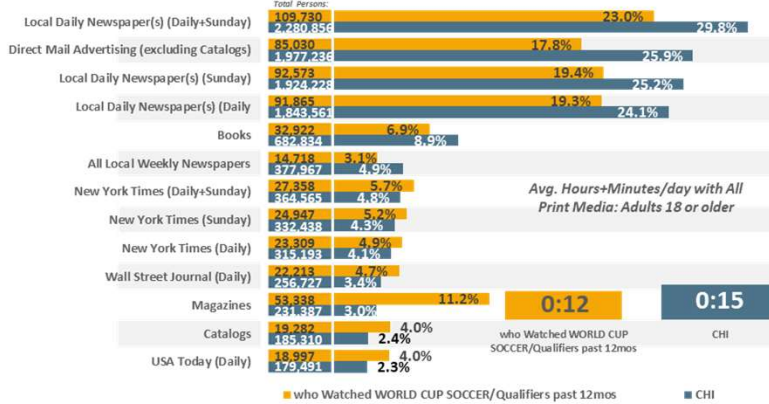
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



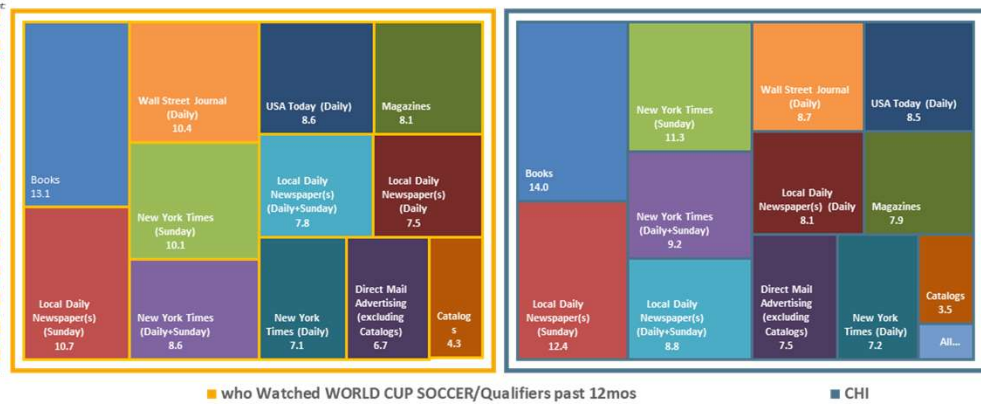


109,730 or 23.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

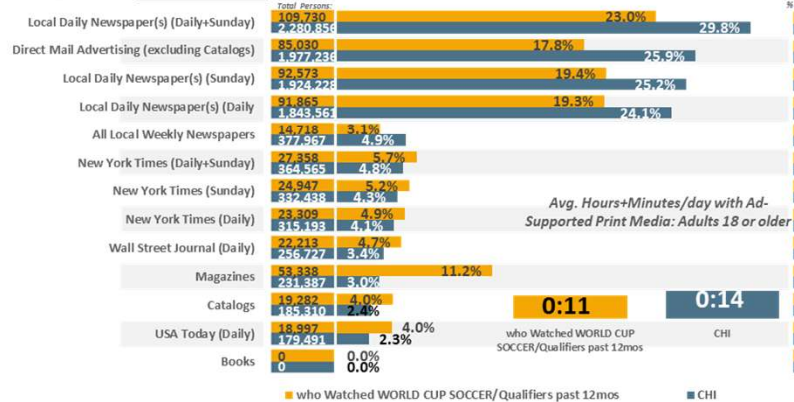
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



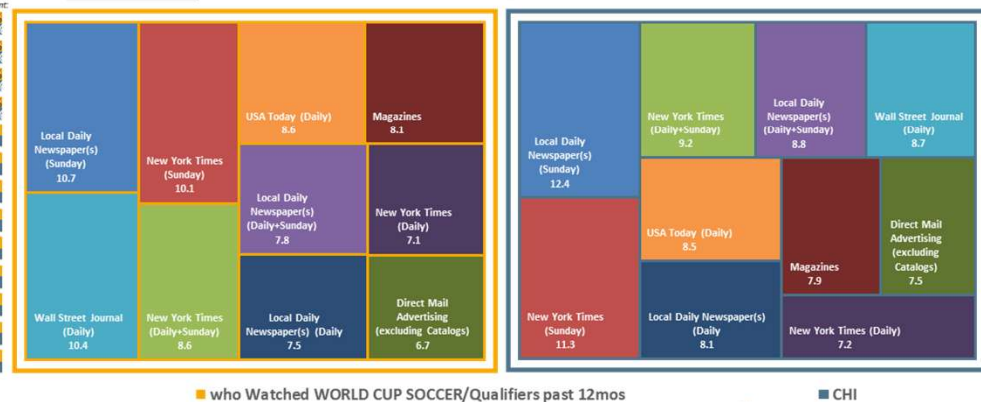
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



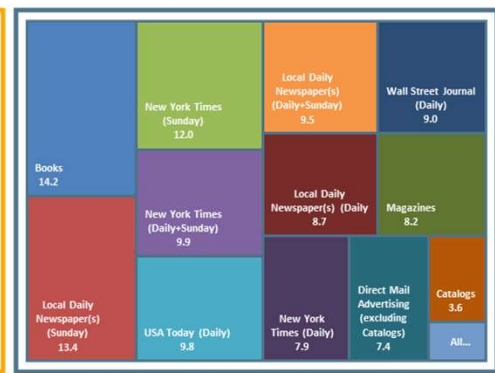
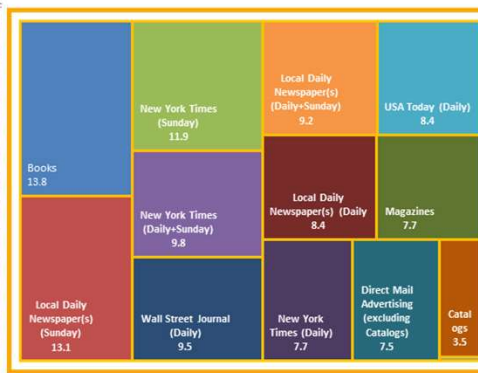
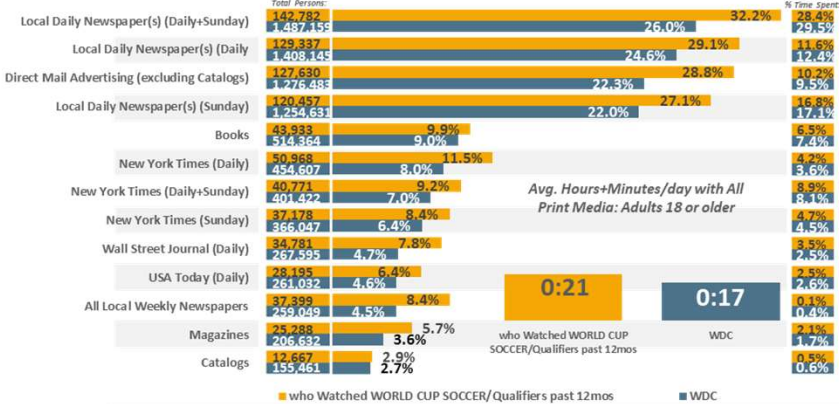
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



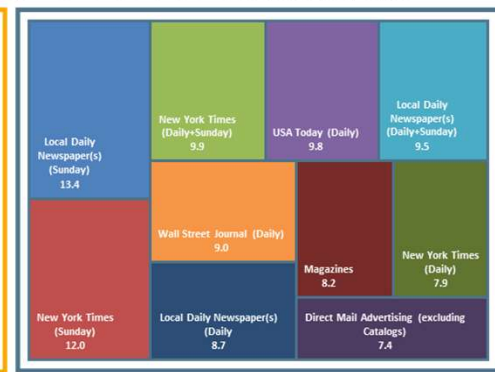
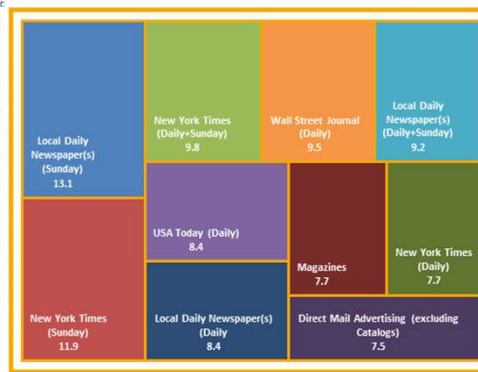
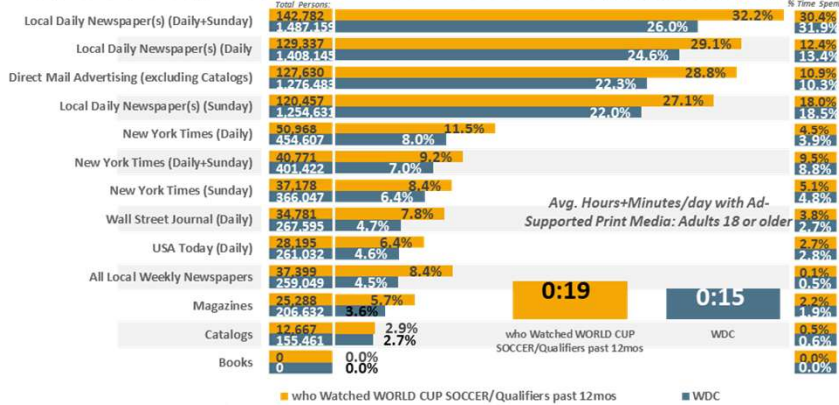


142,782 or 32.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

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**



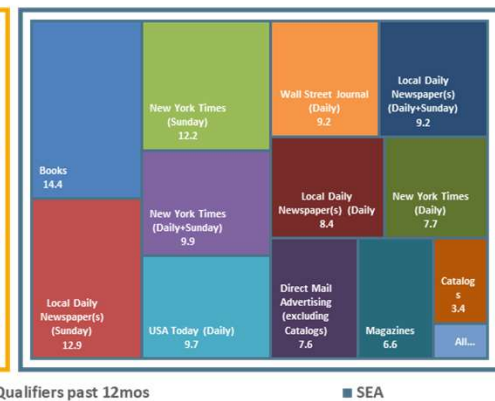
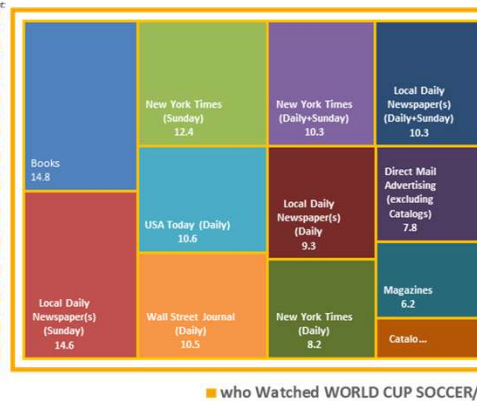
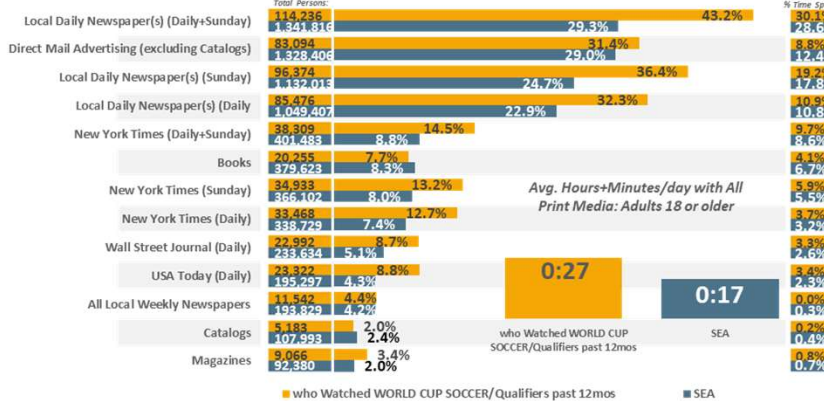
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



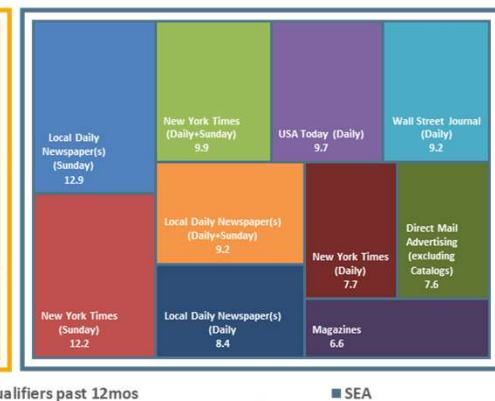
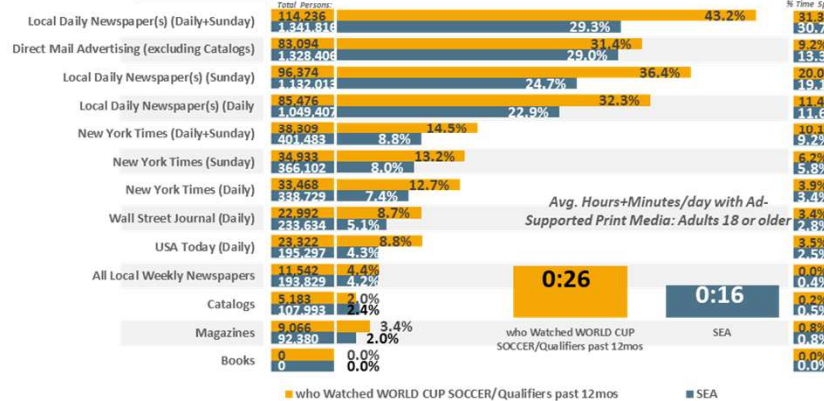


114,236 or 43.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



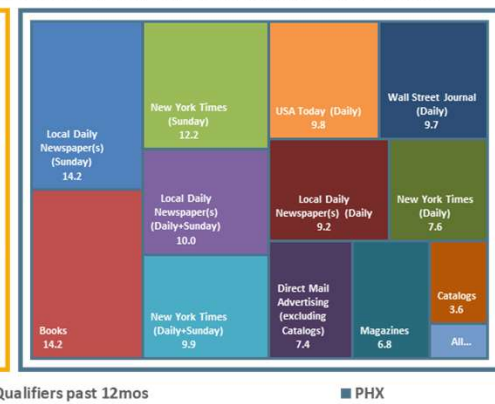
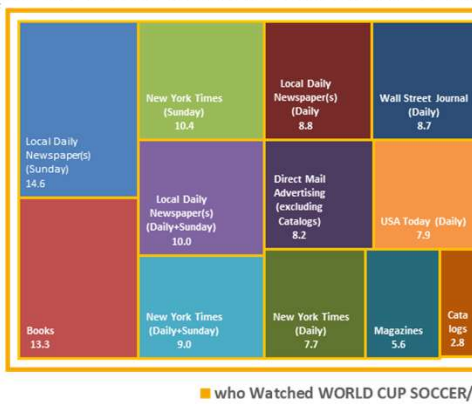
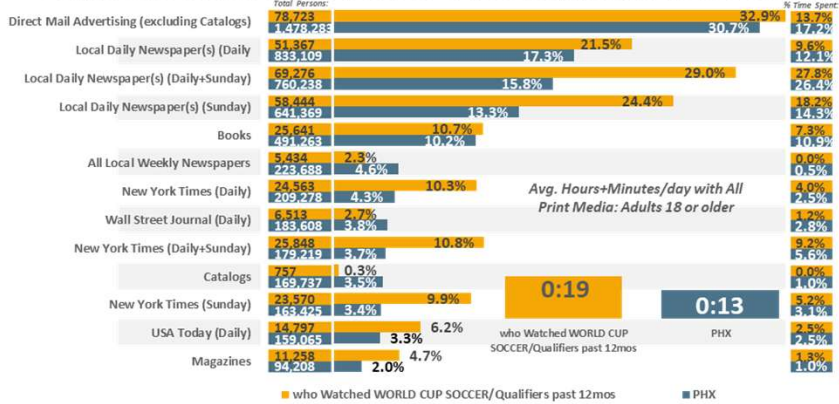
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



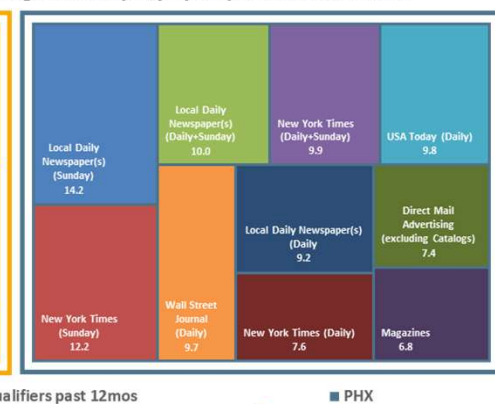
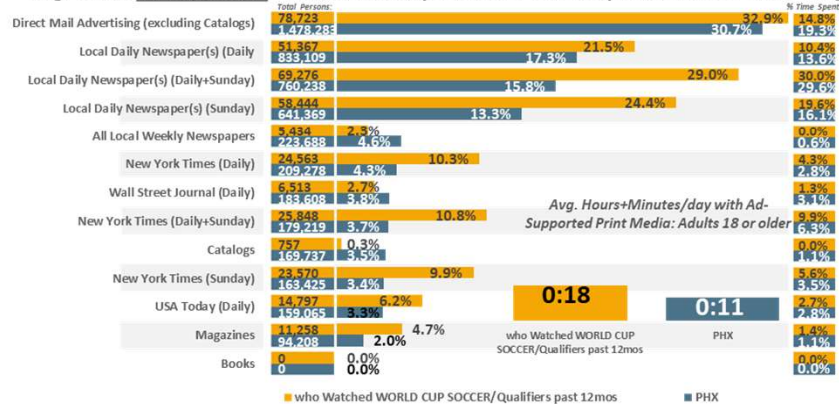


69,276 or 29.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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**



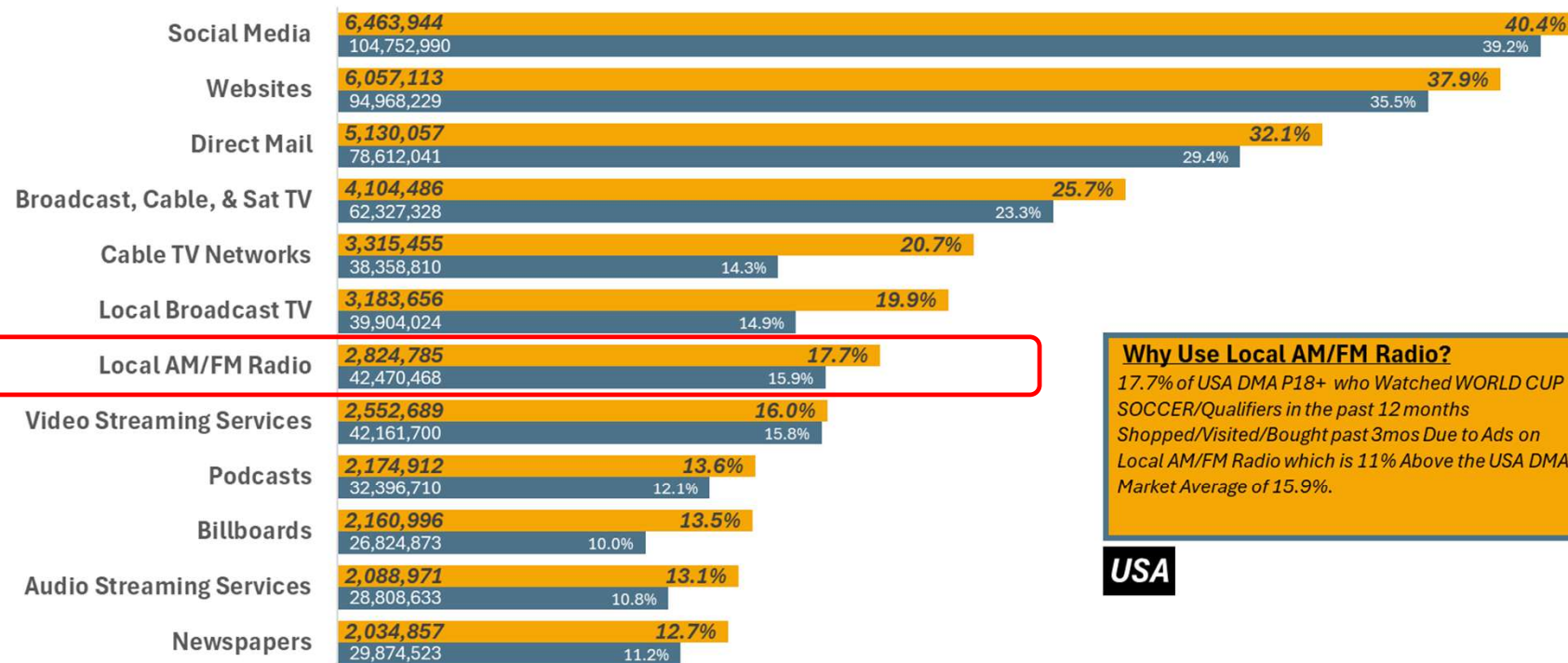
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.7% of USA DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.9%.

USA

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Sep24-Mar26 Qual Intab: 1494

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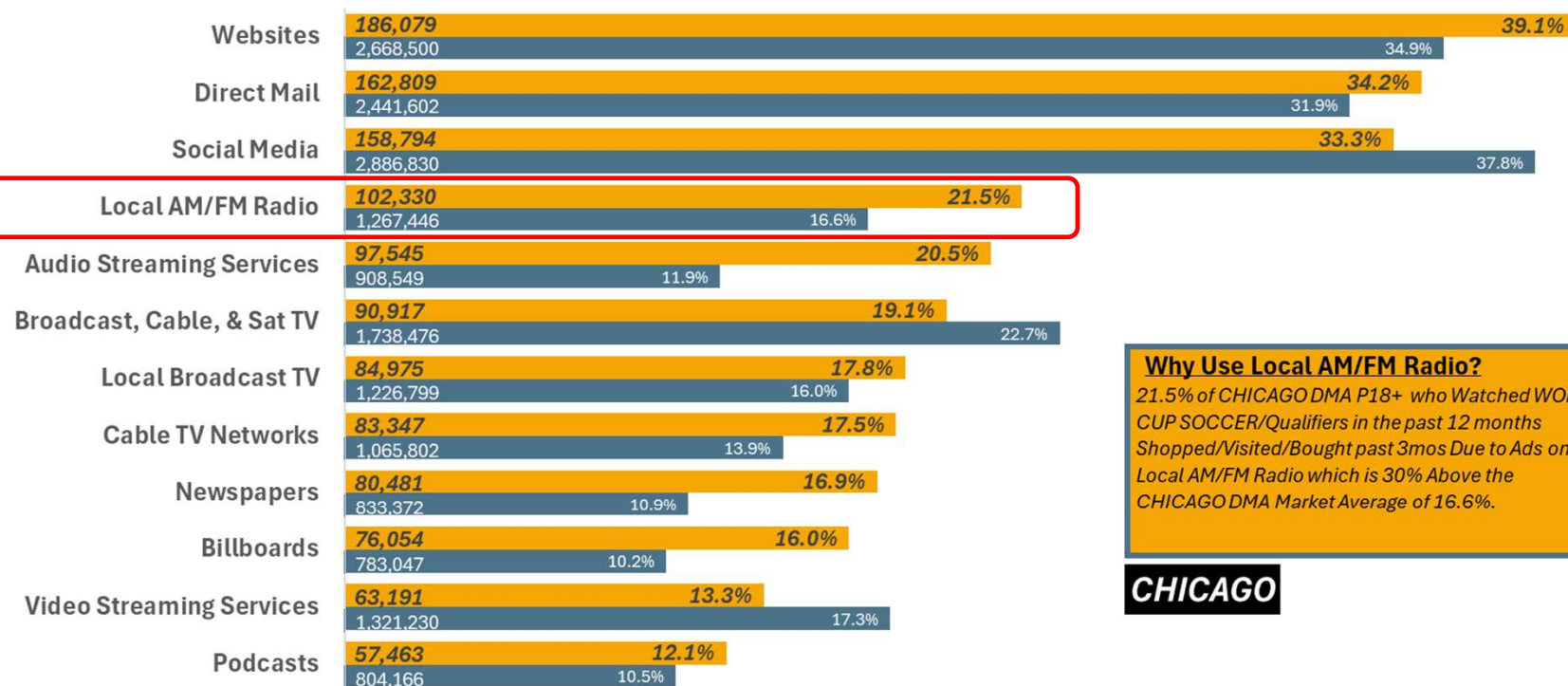
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



"Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

21.5% of CHICAGO DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 240

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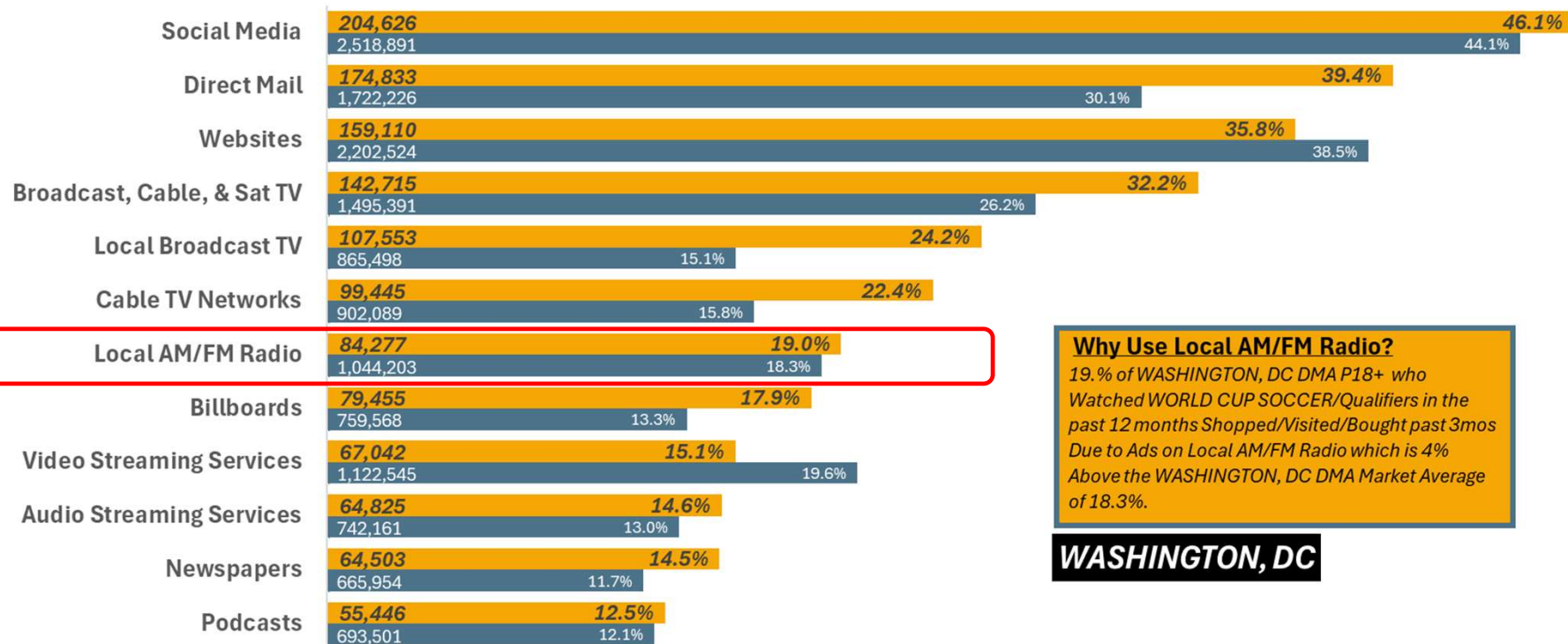
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



"Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

19.0% of WASHINGTON, DC DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 437

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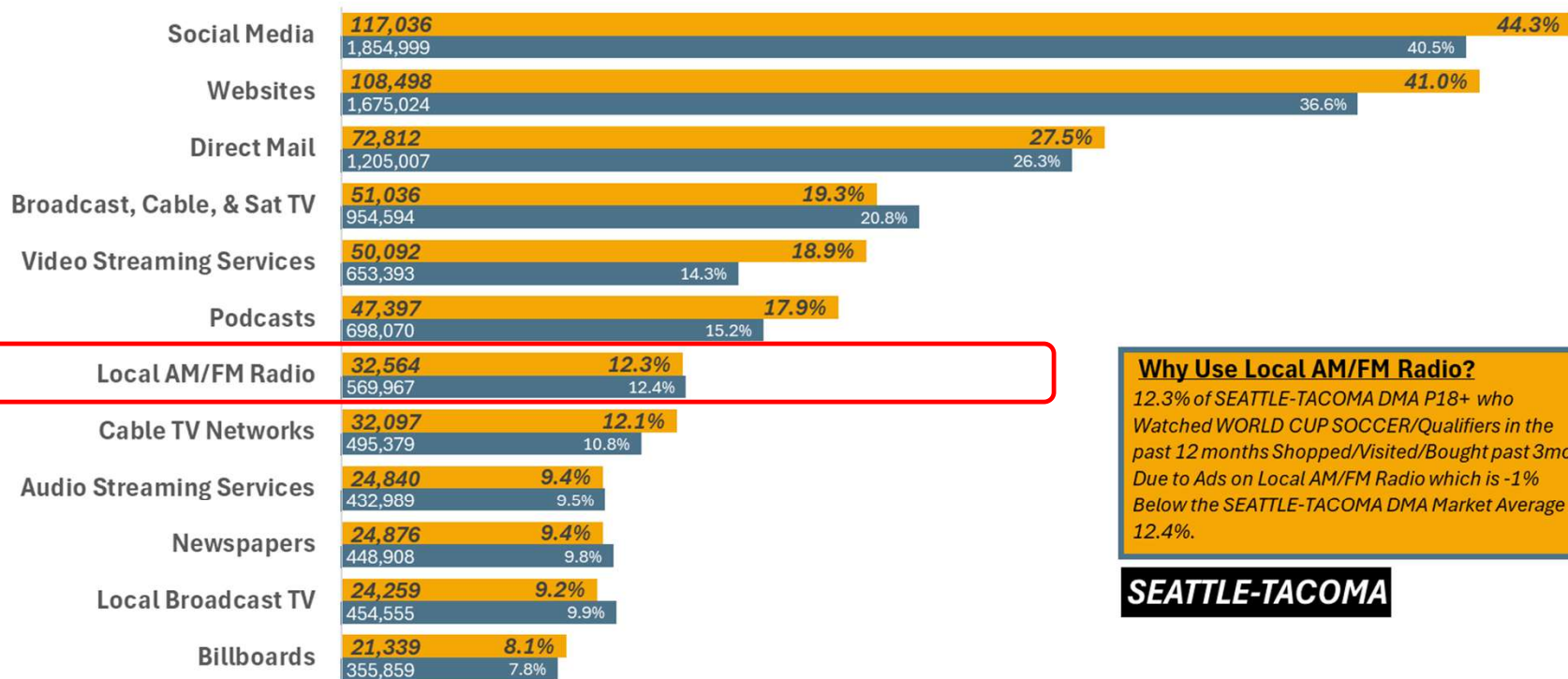
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



"Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.3% of SEATTLE-TACOMA DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

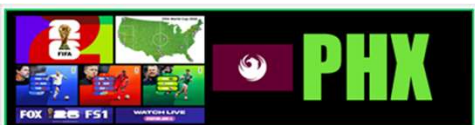
■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 269
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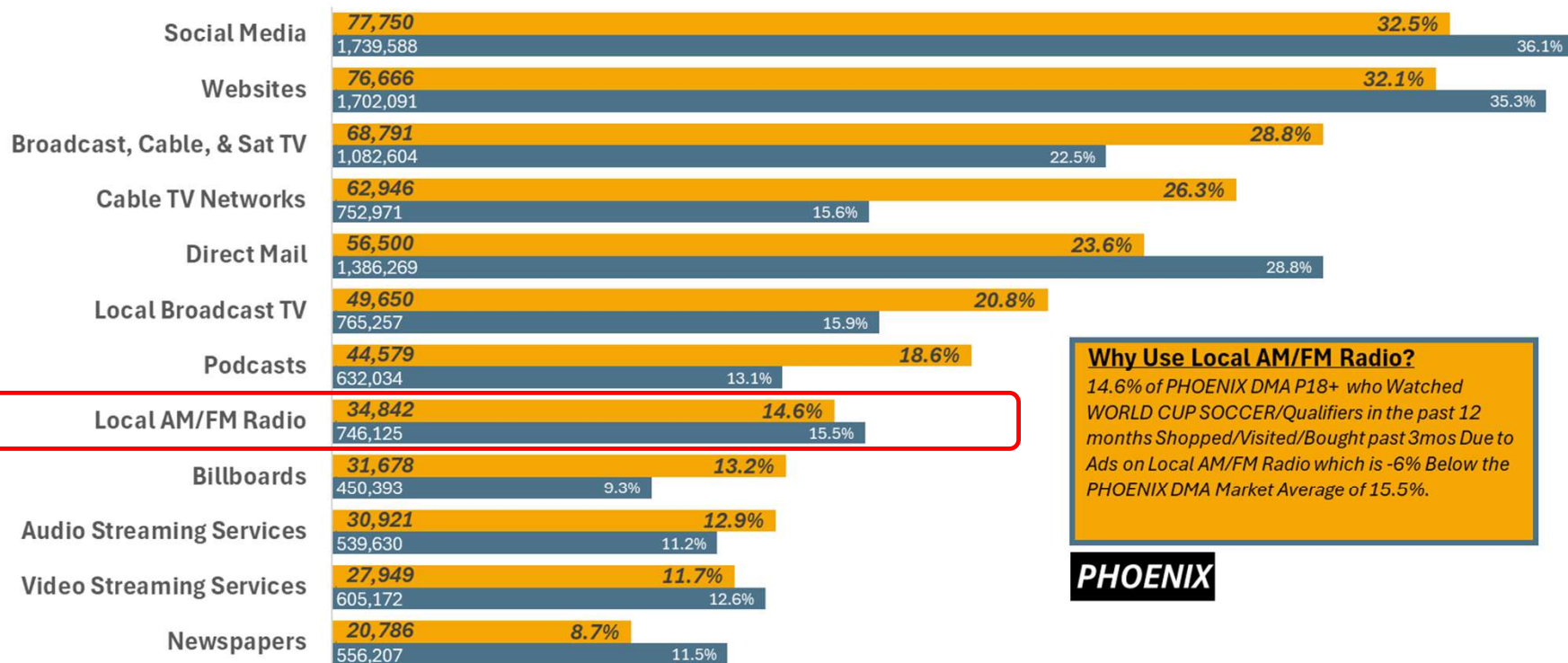
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for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



"Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

14.6% of PHOENIX DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 113

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers