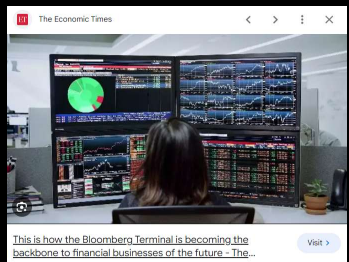


USA—5 Demos of the PHOENIX, AZ DMA vs. the USA... Brand New Data as of February 28, 2026! Complete Demographic & Media Use Profiles



This is how the Bloomberg Terminal is becoming the backbone to financial businesses of the future - The...



DMA #12

 PHOENIX, AZ DMA #12	P18+
 PHOENIX, AZ DMA #12	P25-54
 PHOENIX, AZ DMA #12	W25-54
 PHOENIX, AZ DMA #12	M25-54
 PHOENIX, AZ DMA #12	P35-64



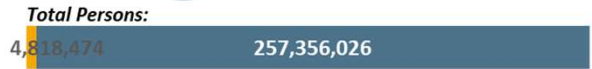
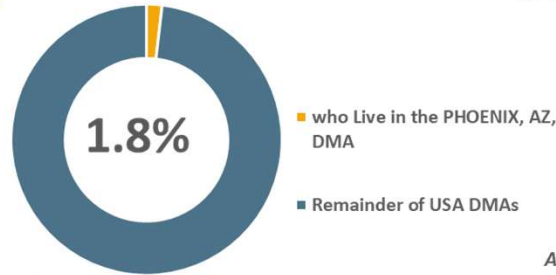
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!



P18+

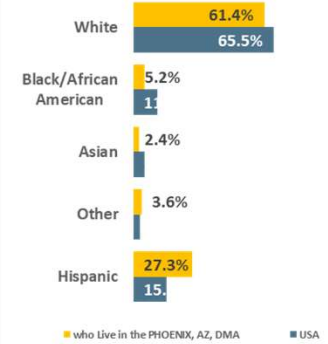
1.8% or 4,818,474 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
 Typical Adults 18 or older who Live in the PHOENIX, AZ, DMA are 49. years old (.3% older than average) and have a \$107,066 (11.8% higher than average) annual household income.

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

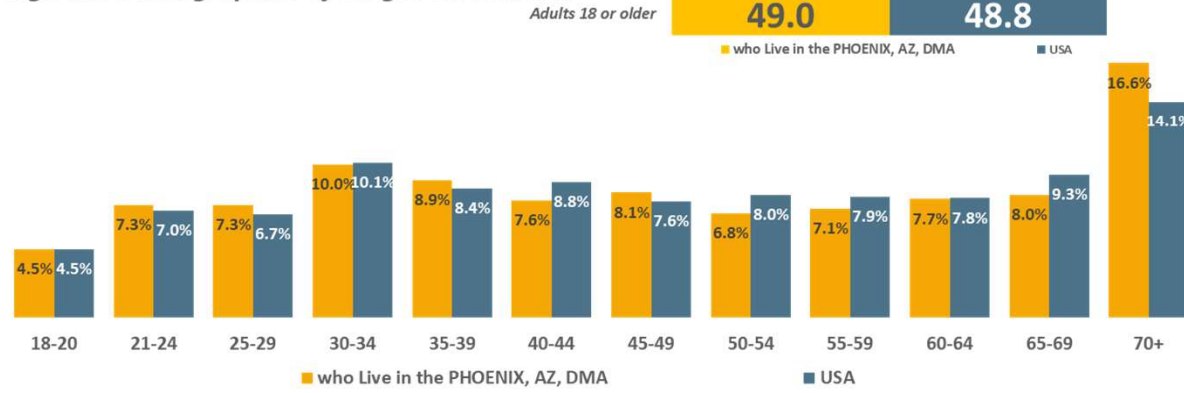


%M vs. %F:	Men	Men	Women	Women
	49.5%	49.2%	50.5%	50.8%
Average Age:	48.7	48.7	49.2	48.9
# Persons:	2,386,757	129,038,4...	2,431,717	133,136,0...

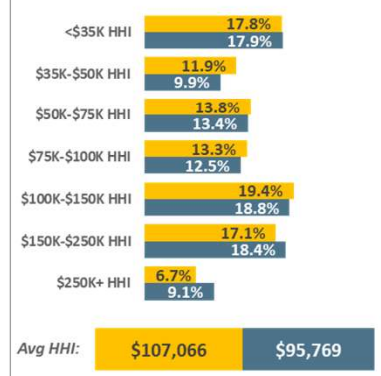
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

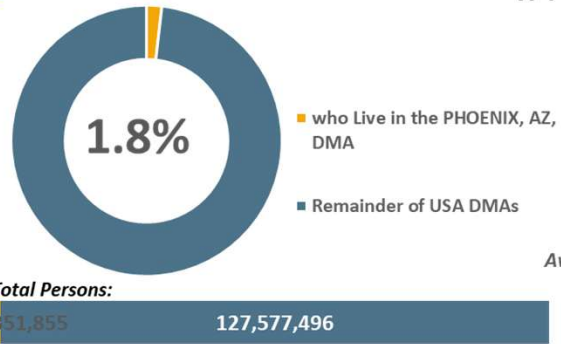


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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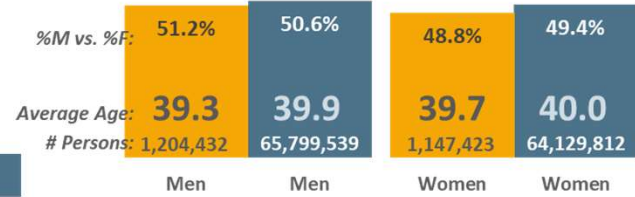


1.8% or 2,351,855 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
 Typical Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.5 years old (1.1% younger than average) and have a \$111,106 (9.6% higher than average) annual household income.

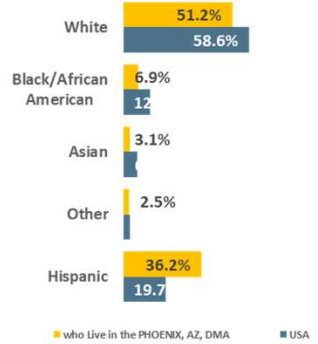
Percent of Market: Adults 25 - 54



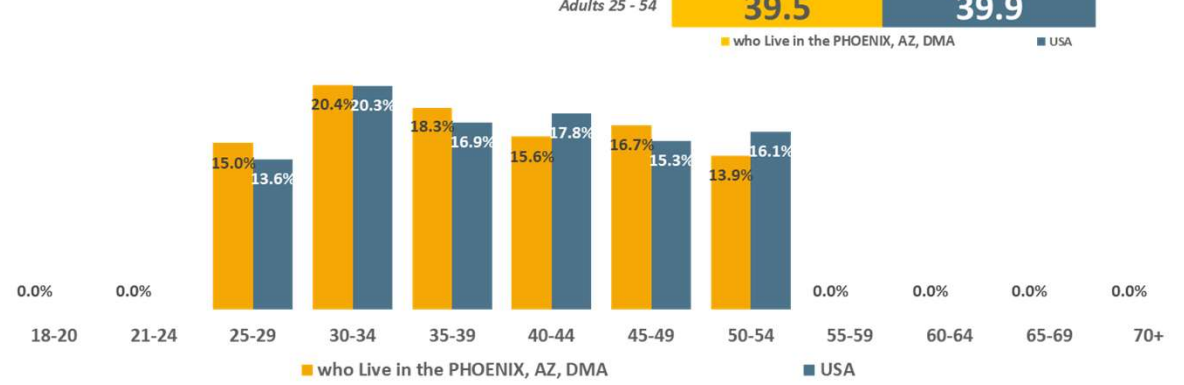
Gender of Target vs. Market: Adults 25 - 54



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

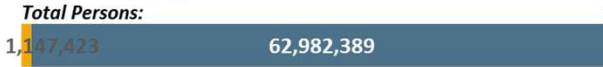
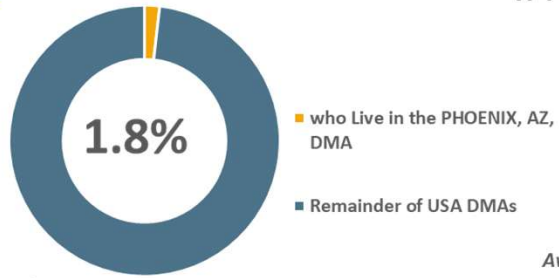


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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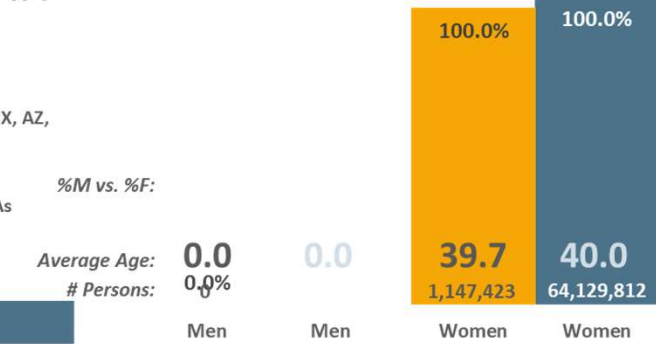


1.8% or 1,147,423 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
 Typical Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.7 years old (.7% younger than average)
 and have a \$98,775 (6.6% higher than average) annual household income.

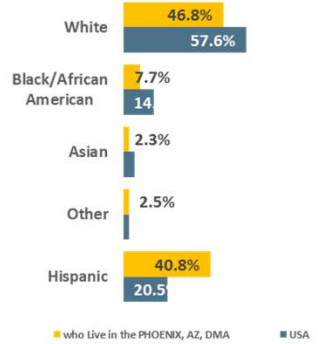
Percent of Market: Women 25 - 54



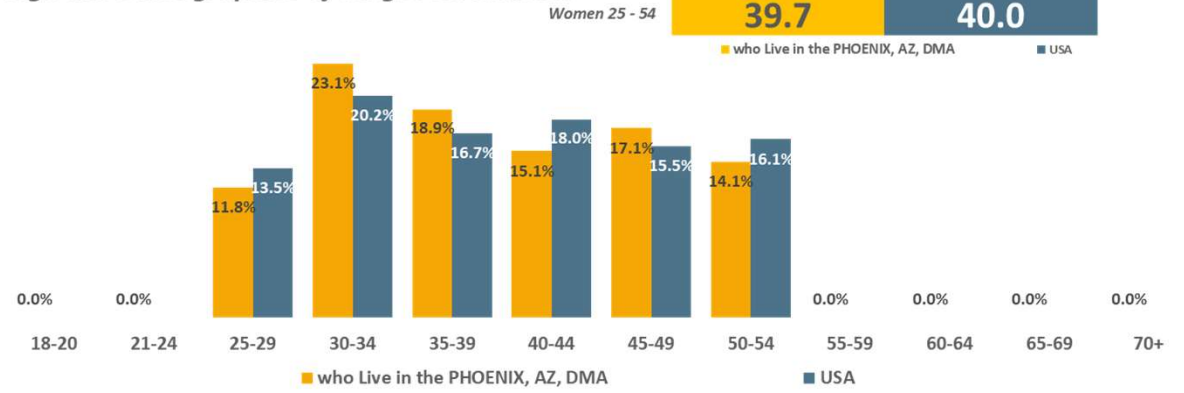
Gender of Target vs. Market: Women 25 - 54



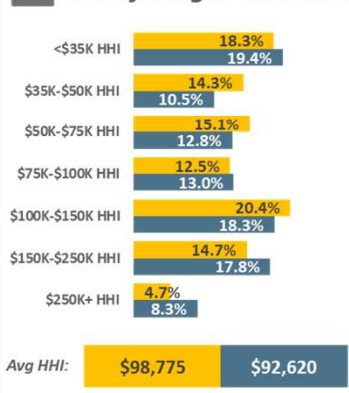
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

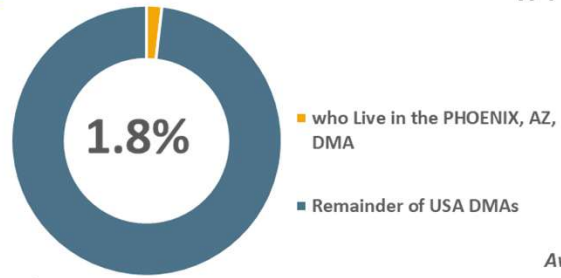


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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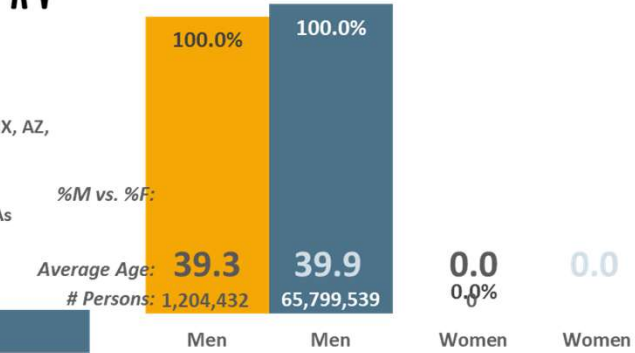
1.8% or 1,204,432 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
 Typical Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.3 years old (1.5% younger than average) and have a \$122,854 (11.7% higher than average) annual household income.

Percent of Market: Men 25 - 54

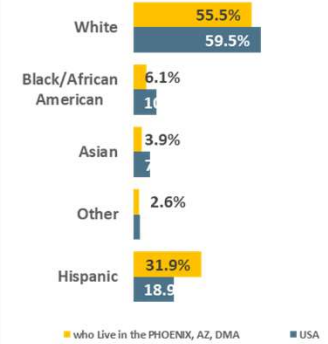


Total Persons:
 1,204,432 (Phoenix, AZ, DMA)
 64,595,107 (Remainder of USA DMAs)

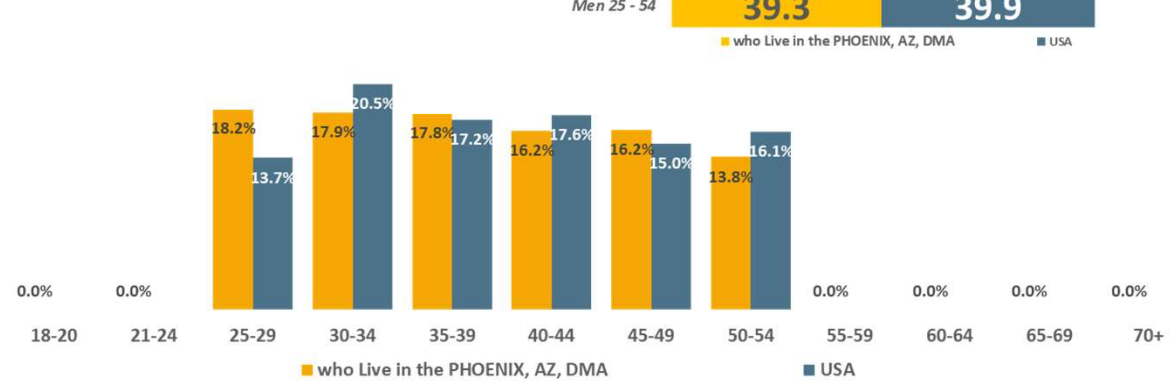
Gender of Target vs. Market: Men 25 - 54



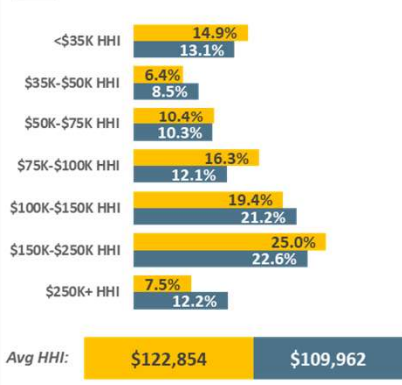
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:
 \$122,854 (Phoenix, AZ, DMA)
 \$109,962 (USA)

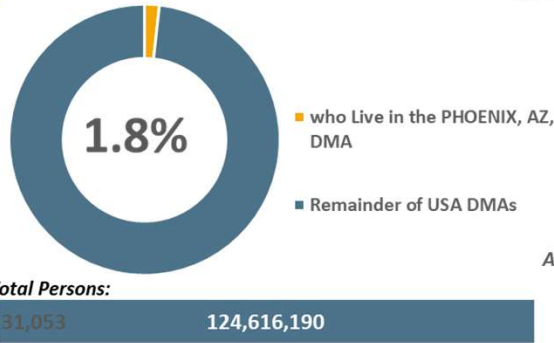
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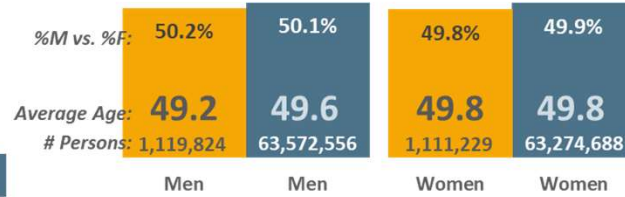
P35-64

1.8% or 2,231,053 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
 Typical Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 49.5 years old (.4% younger than average) and have a \$118,237 (10.8% higher than average) annual household income.

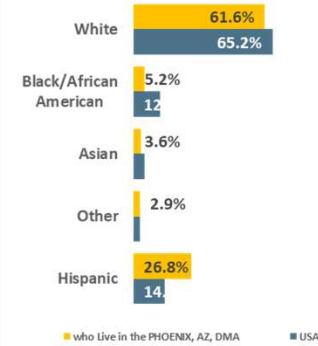
Percent of Market: Adults 35 - 64



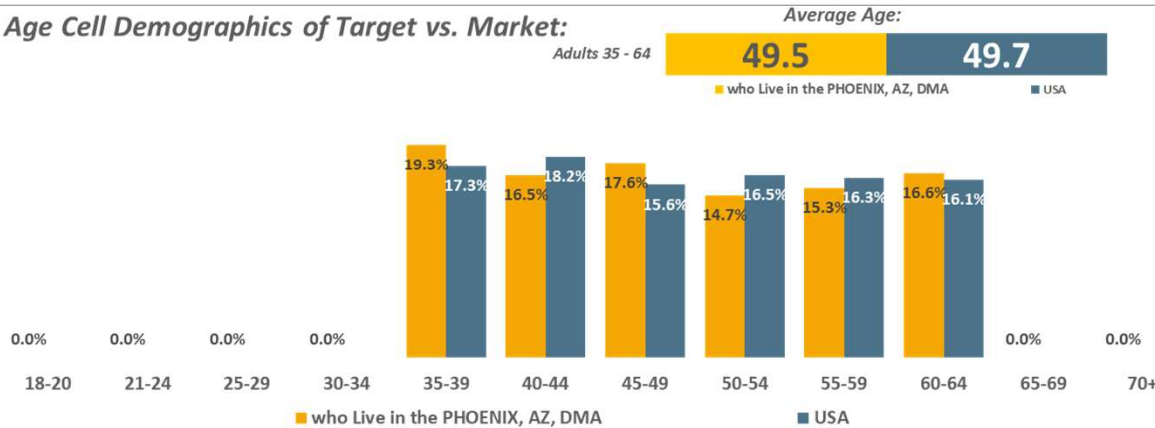
Gender of Target vs. Market: Adults 35 - 64



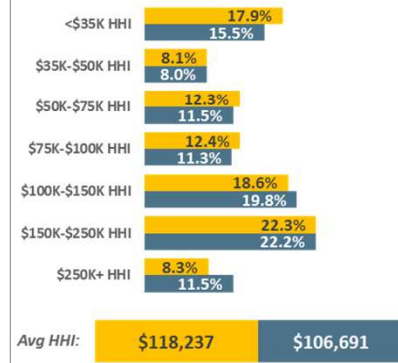
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



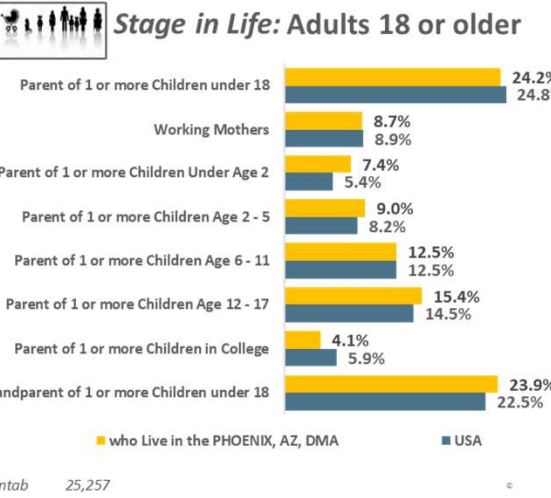
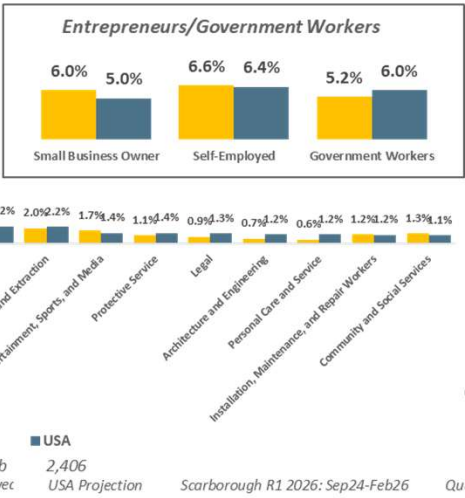
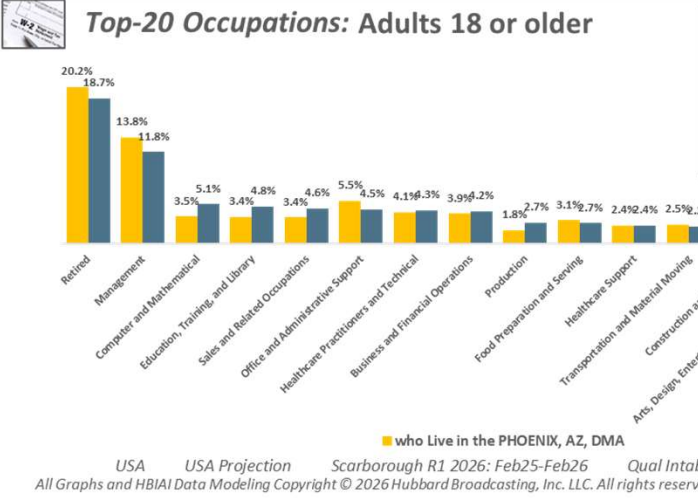
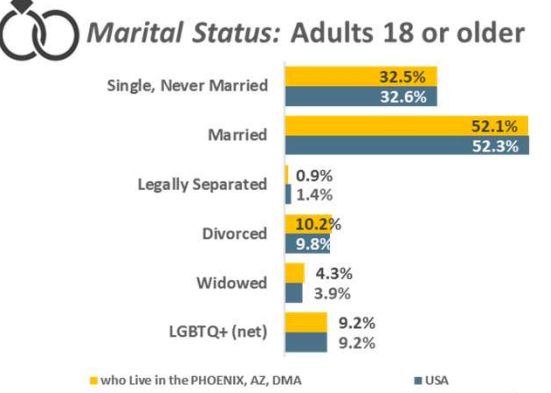
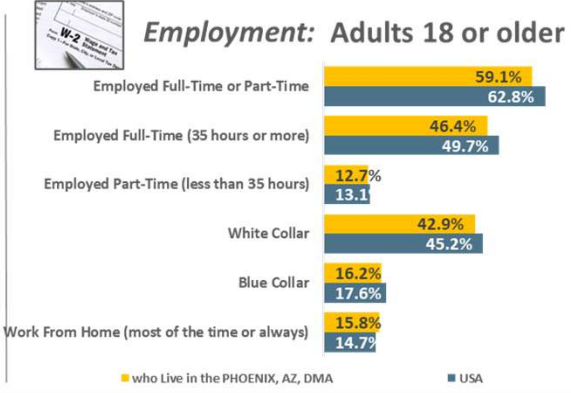
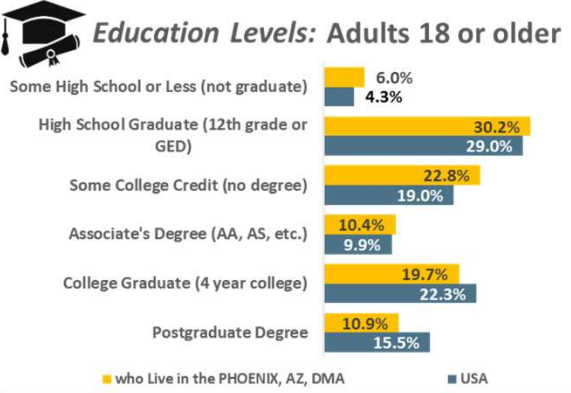
HHI of Target vs. Market:



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1.8% or 4,818,474 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
 Adults 18 or older who Live in the PHOENIX, AZ, DMA are 18.9% less likely to be a college graduate, 6.6% less likely to work full-time, .4% less likely to be married, 2.5% less likely to be a parent of 1 or more children under 18.

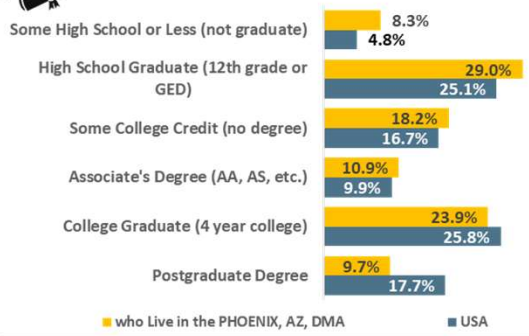


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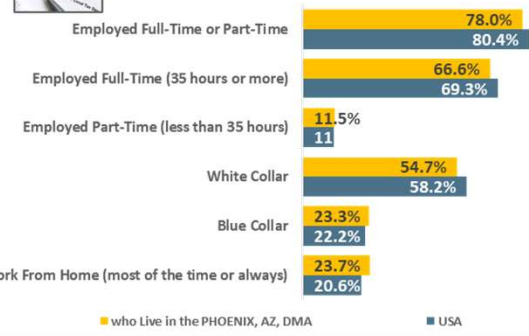
PHOENIX, AZ DMA #12 **P25-54**

1.8% or 2,351,855 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
 Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 22.6% less likely to be a college graduate, 3.9% less likely to work full-time, 1.6% less likely to be married, .6% more likely to be a parent of 1 or more children under 18.

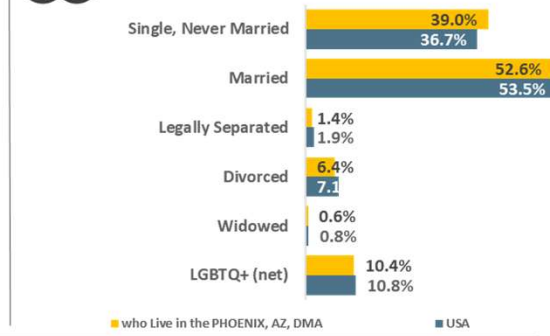
Education Levels: Adults 25 - 54



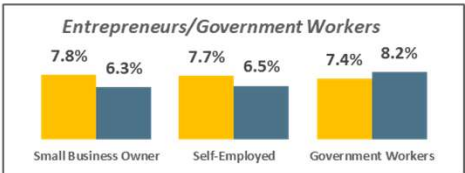
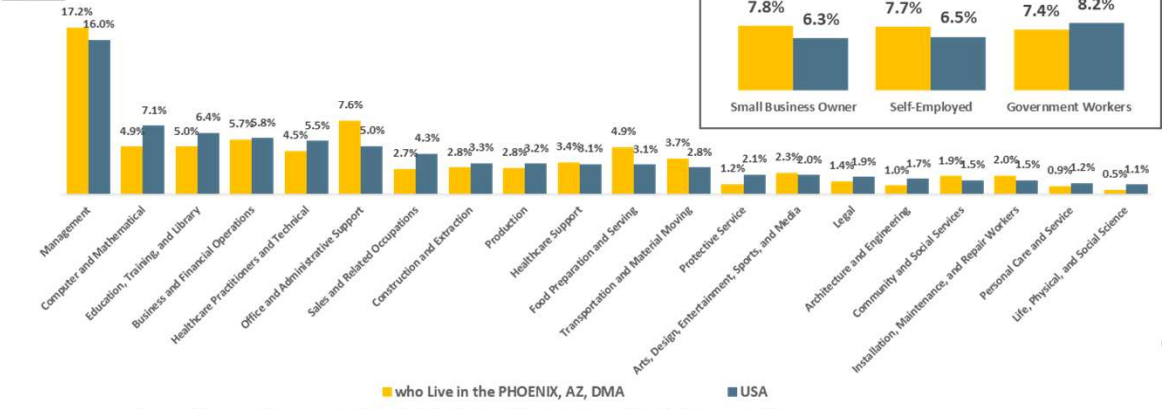
Employment: Adults 25 - 54



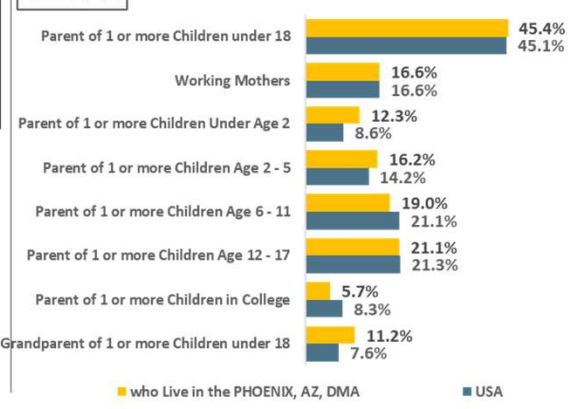
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54

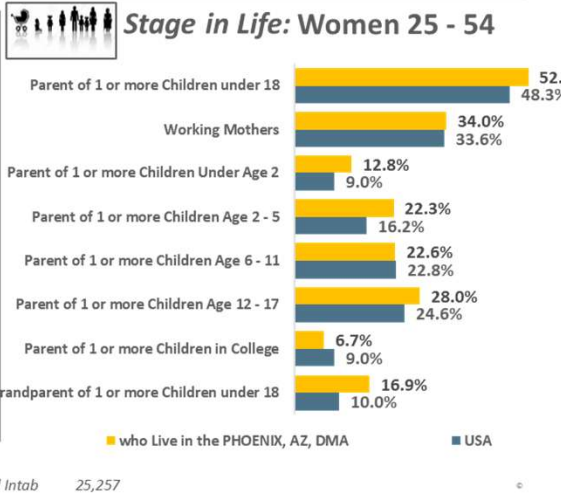
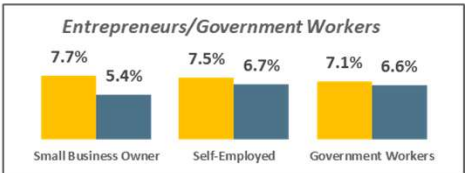
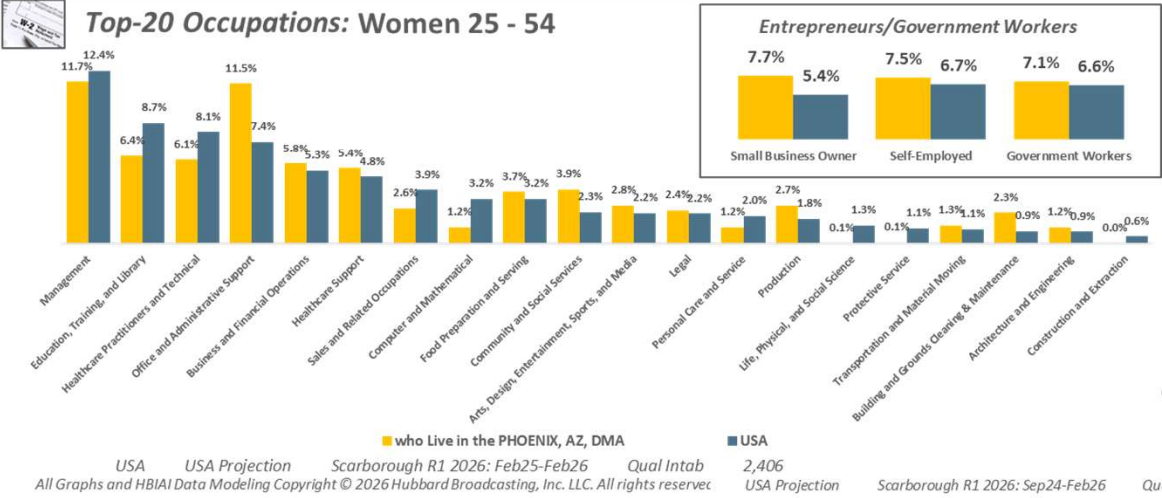
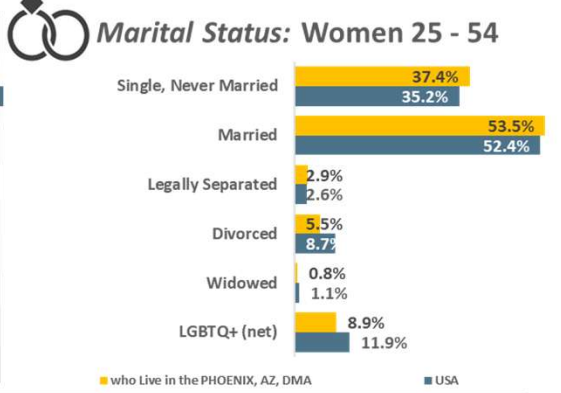
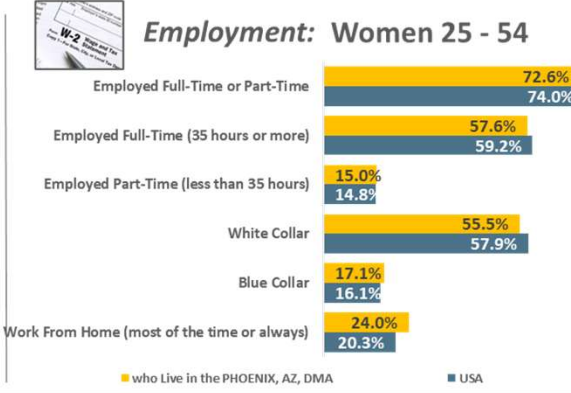
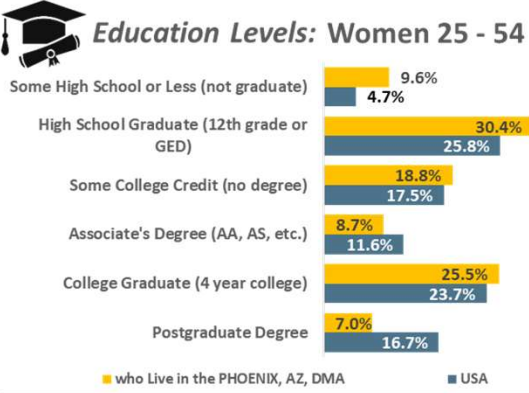


Stage in Life: Adults 25 - 54



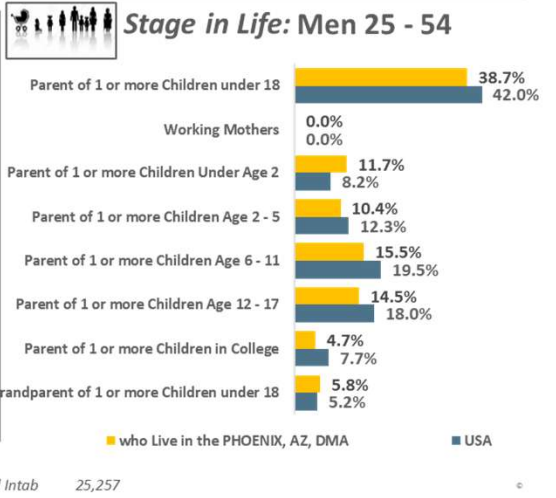
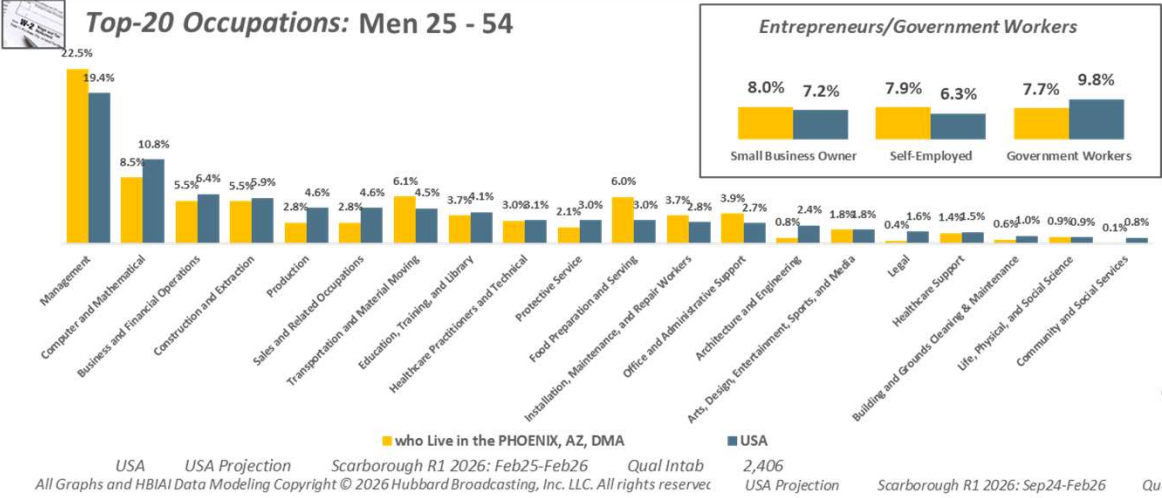
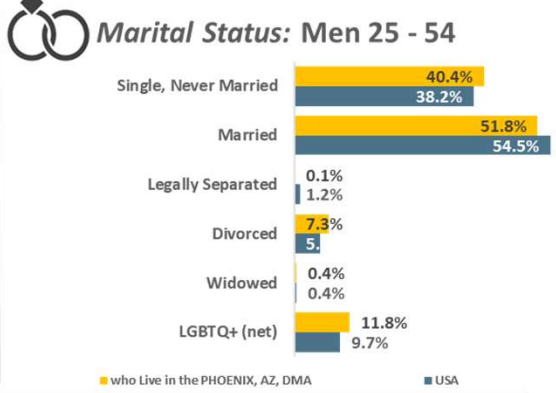
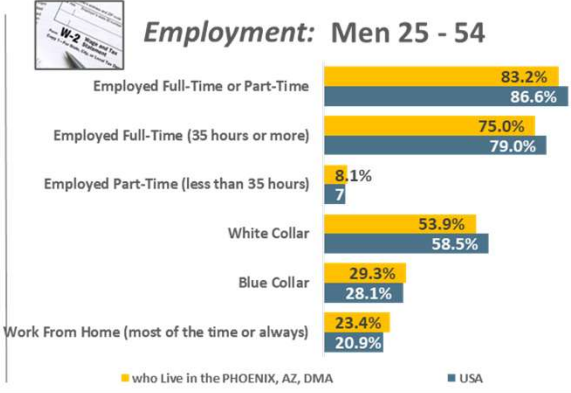
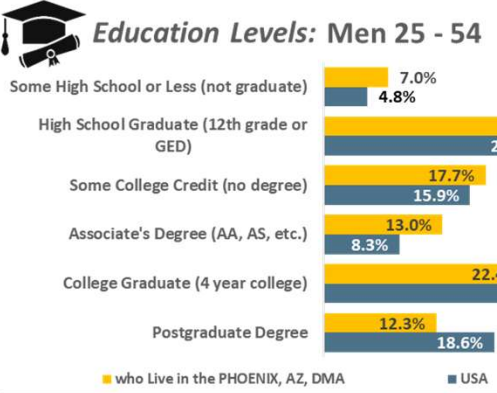
PHOENIX, AZ DMA #12 **W25-54**

1.8% or 1,147,423 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
 Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 19.6% less likely to be a college graduate, 2.7% less likely to work full-time, 2.1% more likely to be married, 8.4% more likely to be a parent of 1 or more children under 18.





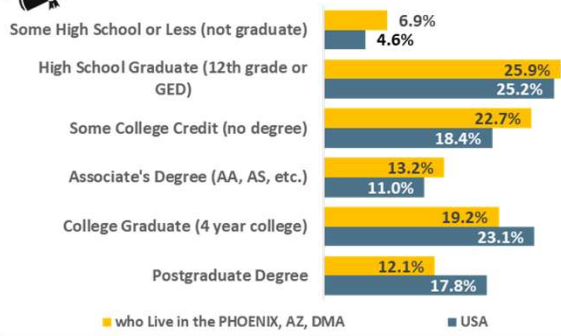
1.8% or 1,204,432 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
 Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 25.2% less likely to be a college graduate, 5.1% less likely to work full-time, 5.9% less likely to be married, 7.8% less likely to be a parent of 1 or more children under 18.



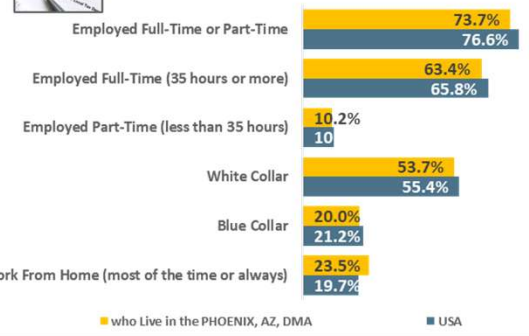


1.8% or 2,231,053 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
 Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 23.6% less likely to be a college graduate, 3.6% less likely to work full-time, .4% less likely to be married, 4.6% less likely to be a parent of 1 or more children under 18.

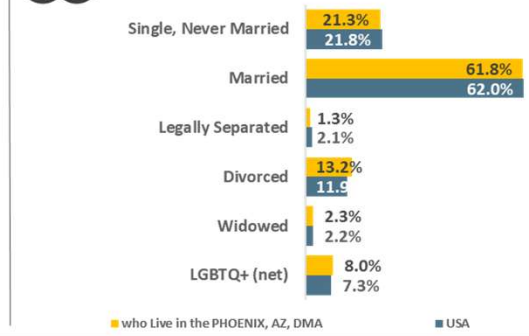
Education Levels: Adults 35 - 64



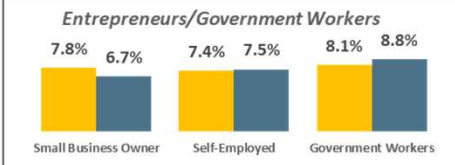
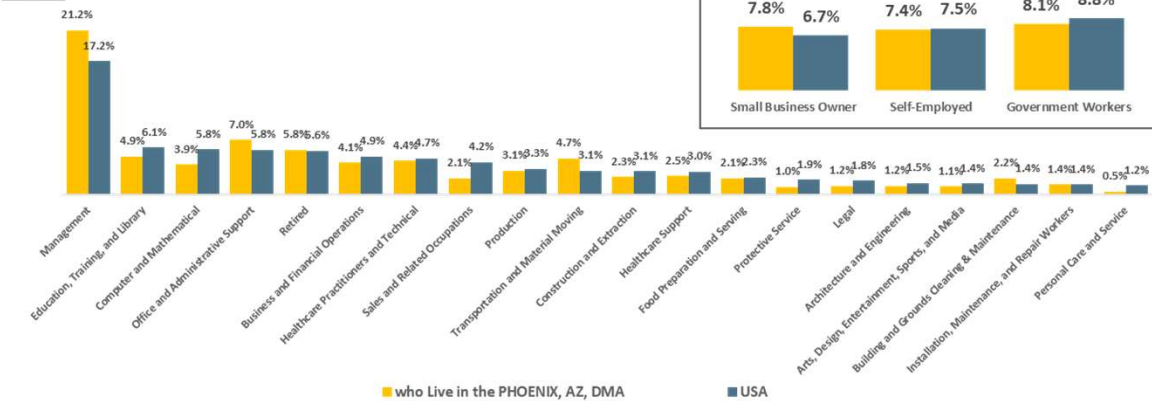
Employment: Adults 35 - 64



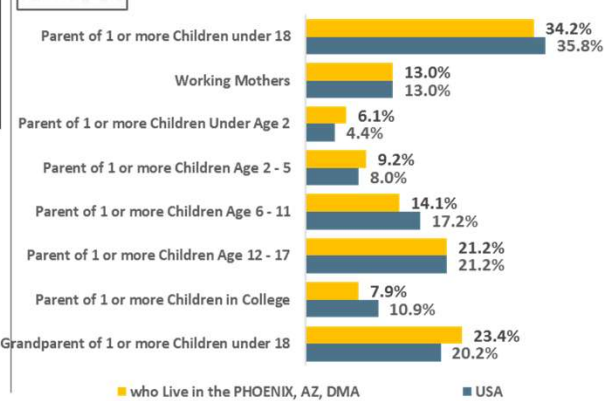
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64

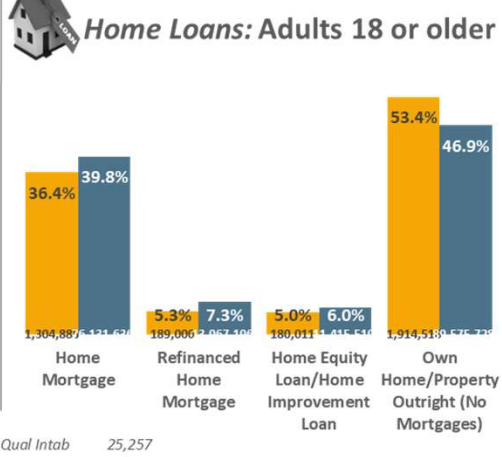
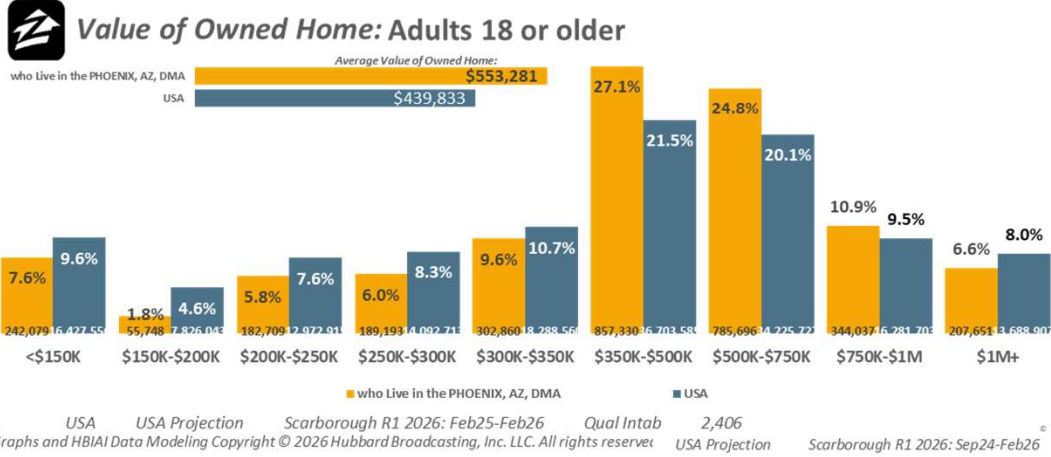
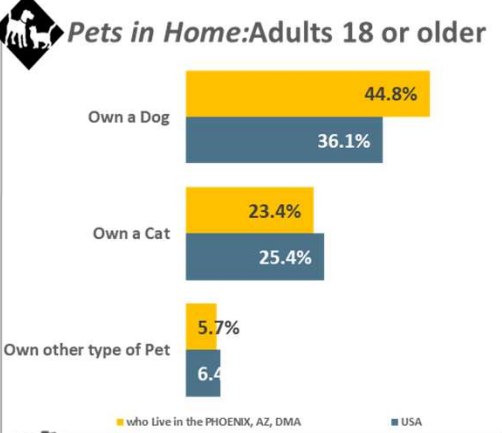
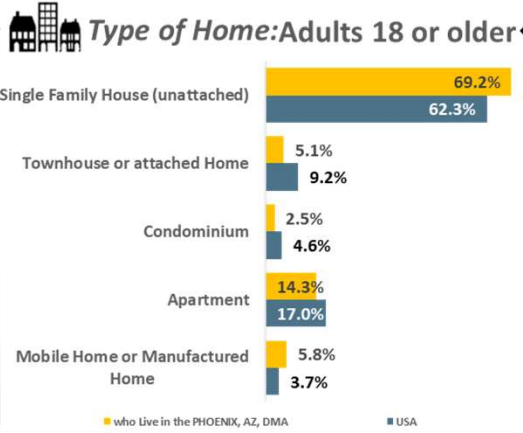
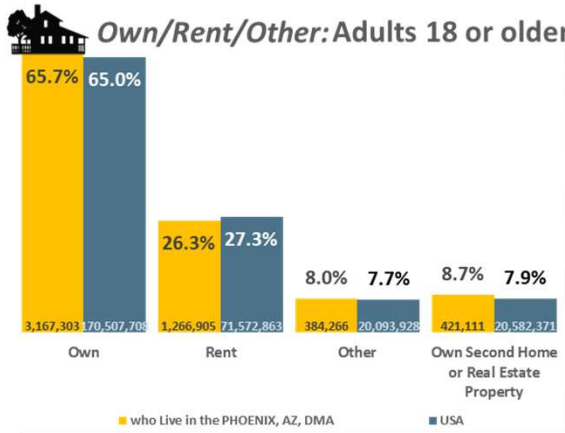


Stage in Life: Adults 35 - 64





1.8% or 4,818,474 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
 Adults 18 or older who Live in the PHOENIX, AZ, DMA are 1.1% more likely to own their home, 25.8% more likely to own a higher valued home, 11.1% more likely to have a single-family home, 24.1% more likely to have a dog.



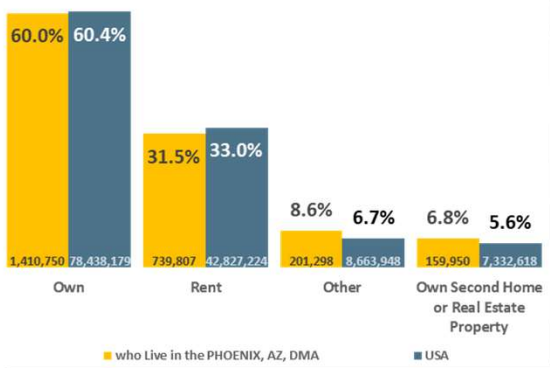
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PHOENIX, AZ DMA #12

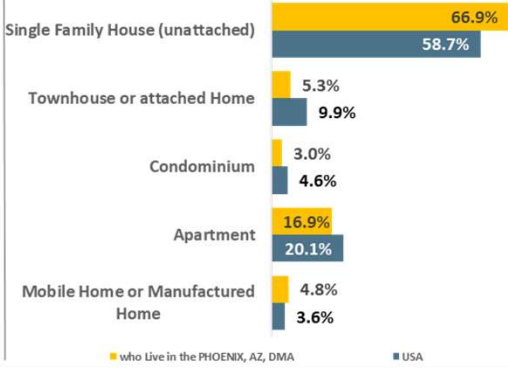
P25-54

1.8% or 2,351,855 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
 Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are .6% less likely to own their home, 17.1% more likely to own a higher valued home, 13.9% more likely to have a single-family home, 22.8% more likely to have a dog.

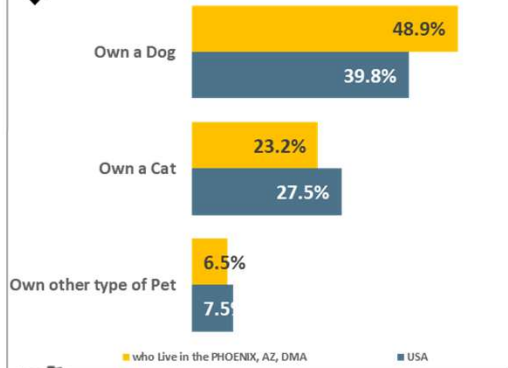
Own/Rent/Other: Adults 25 - 54



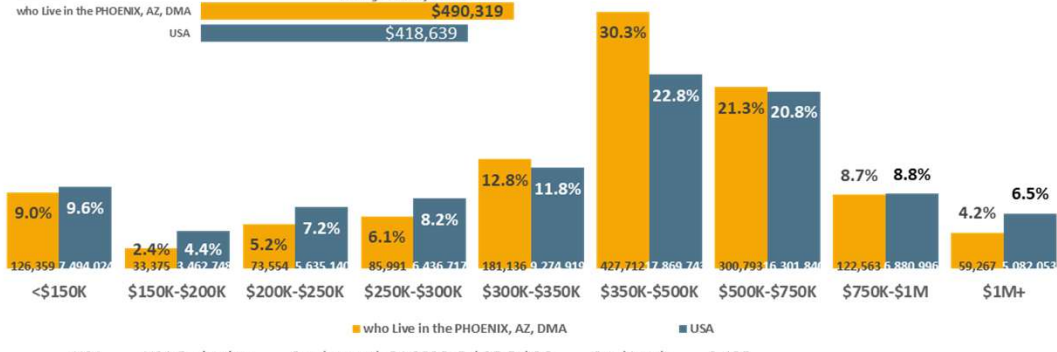
Type of Home: Adults 25 - 54



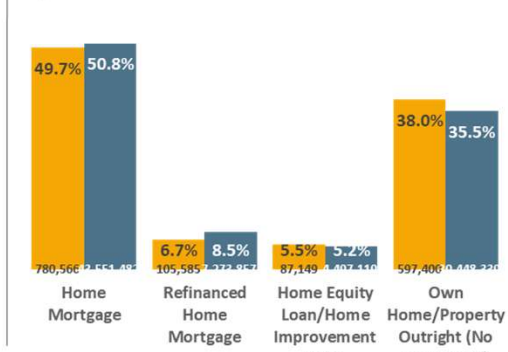
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

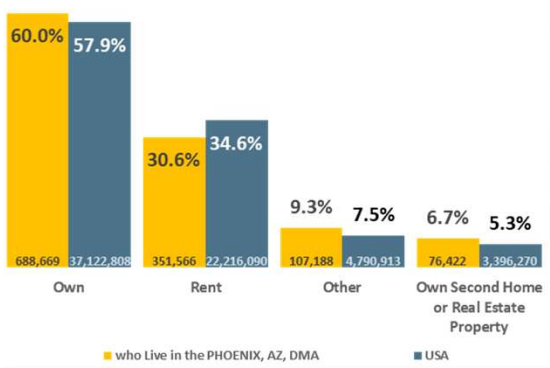


USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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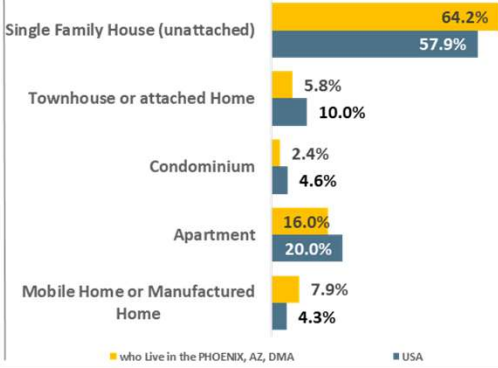
PHOENIX, AZ DMA #12
W25-54

1.8% or 1,147,423 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
 Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 3.7% more likely to own their home, 15.7% more likely to own a higher valued home, 10.8% more likely to have a single-family home, 21.7% more likely to have a dog.

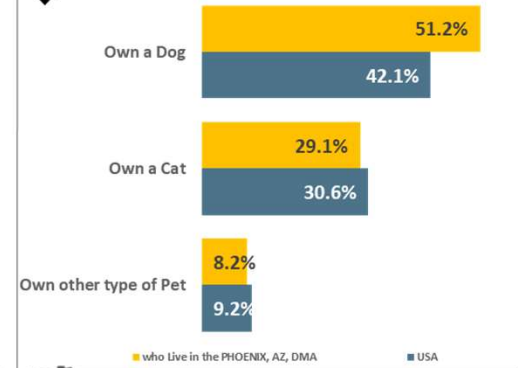
Own/Rent/Other: Women 25 - 54



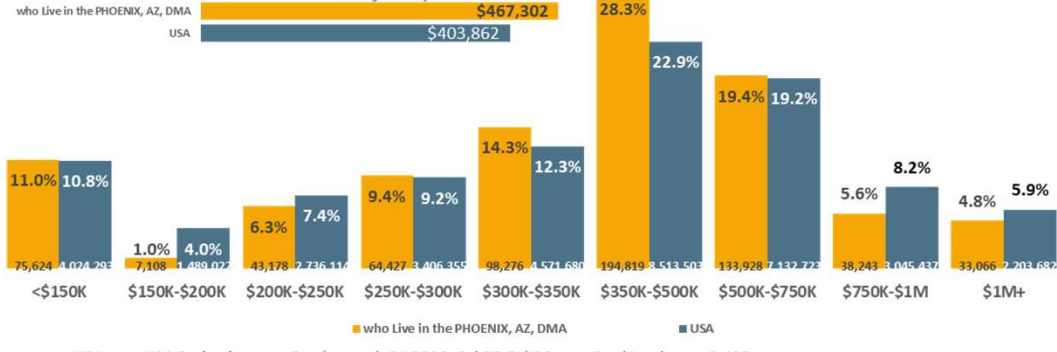
Type of Home: Women 25 - 54



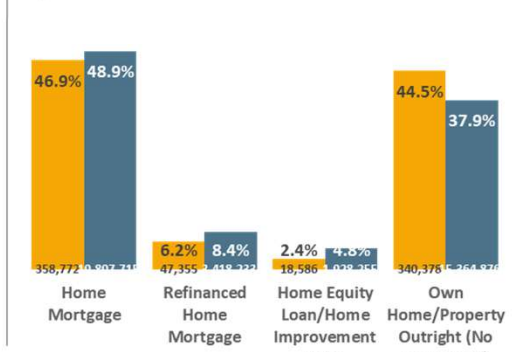
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



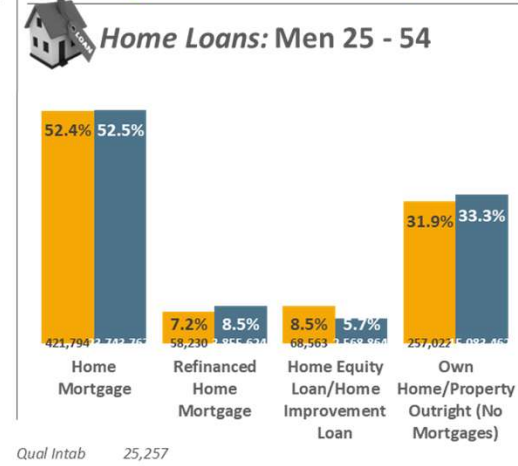
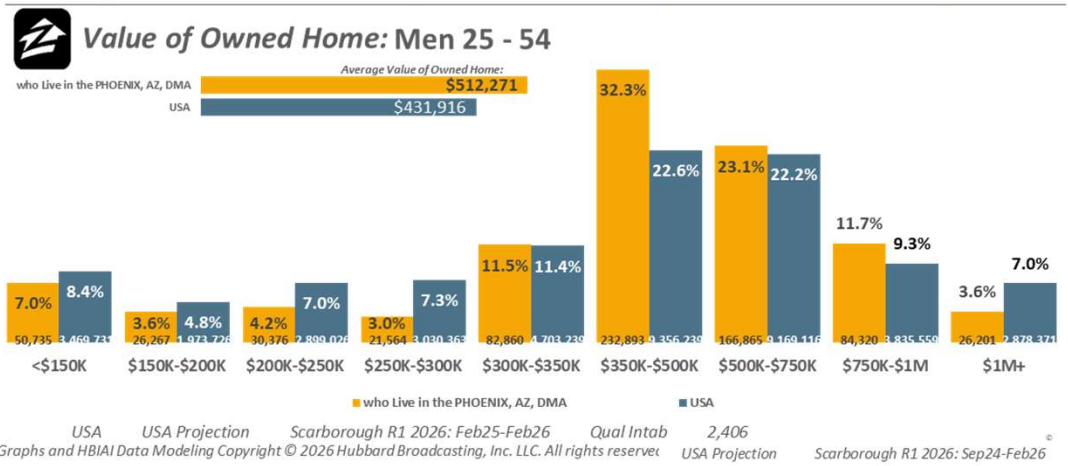
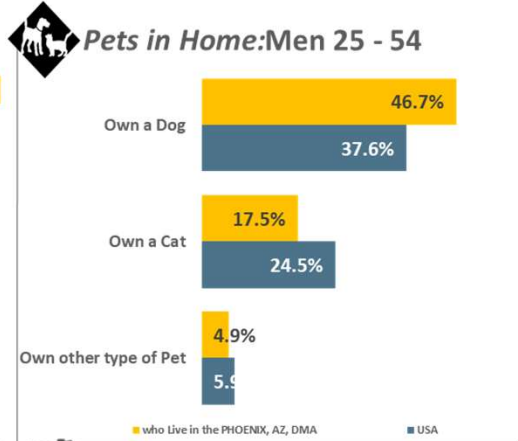
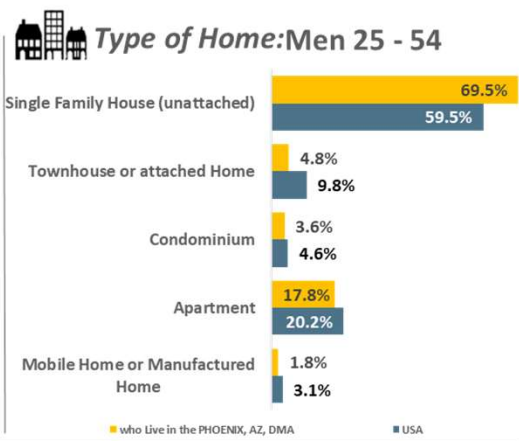
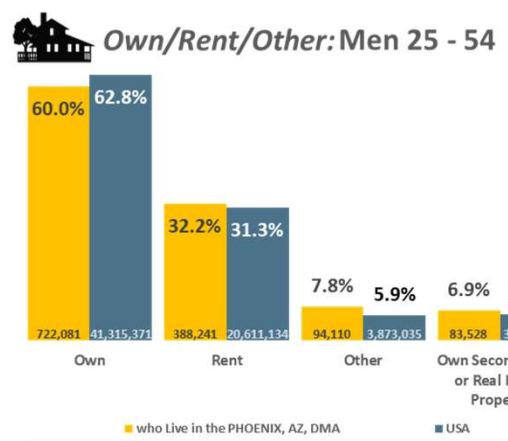
Home Loans: Women 25 - 54



USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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PHOENIX, AZ
DMA #12
M25-54

1.8% or 1,204,432 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 4.5% less likely to own their home, 18.6% more likely to own a higher valued home, 16.7% more likely to have a single-family home, 24.2% more likely to have a dog.



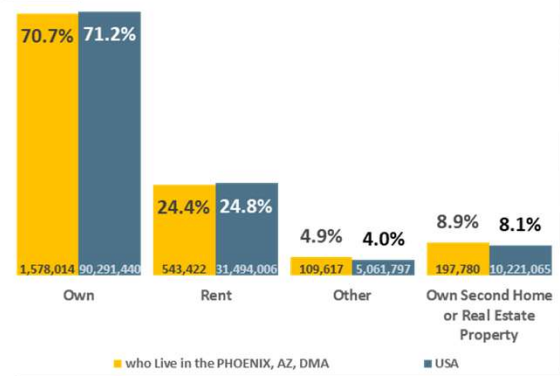
USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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PHOENIX, AZ DMA #12

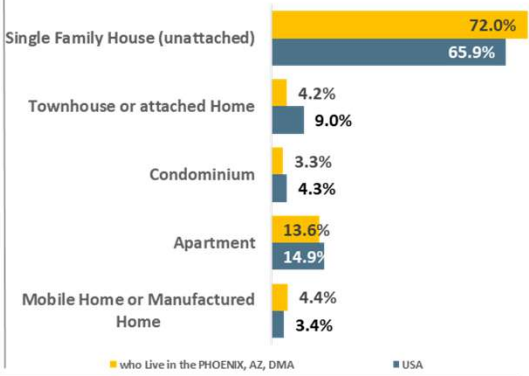
P35-64

1.8% or 2,231,053 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
 Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are .6% less likely to own their home, 26.4% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 18.2% more likely to have a dog.

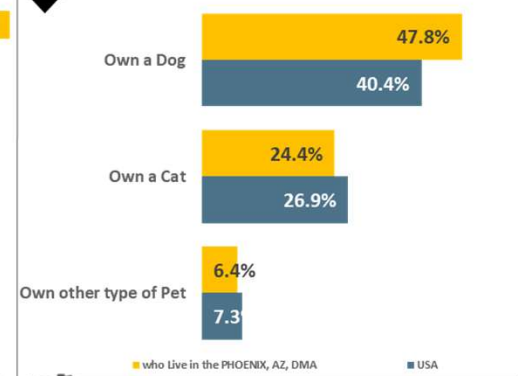
Own/Rent/Other: Adults 35 - 64



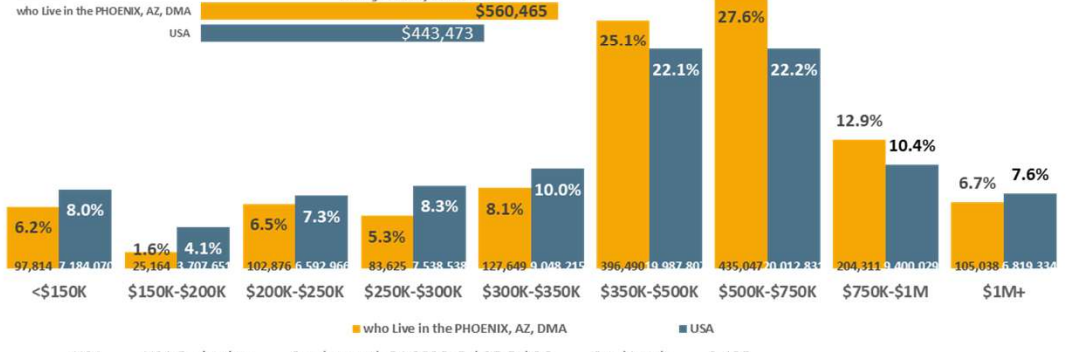
Type of Home: Adults 35 - 64



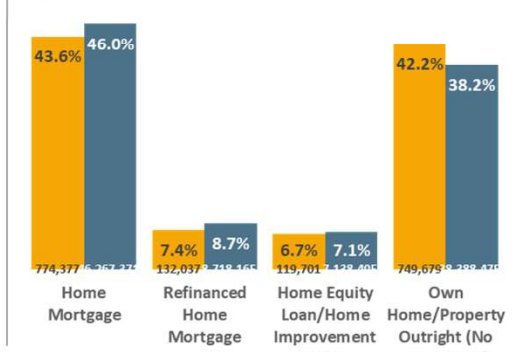
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

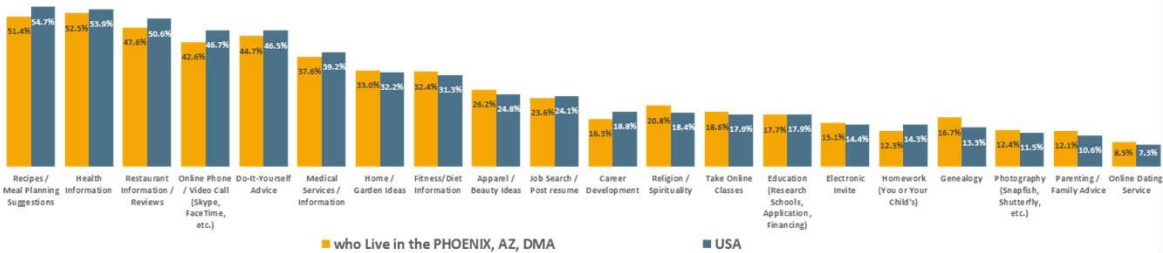


USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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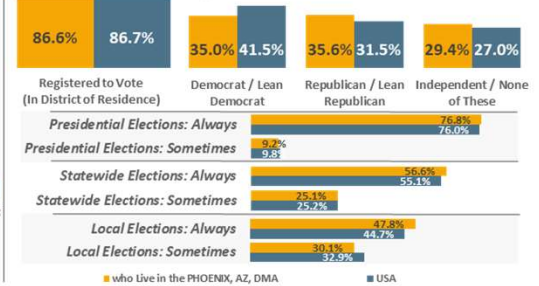


1.8% or 4,818,474 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
 Adults 18 or older who Live in the PHOENIX, AZ, DMA are 3.9% less likely to look up D-I-Y advice online, 7.7% more likely to always vote in local elections, 2.6% more likely to belong to a gym, 1.3% more likely to fly domestic past yr.

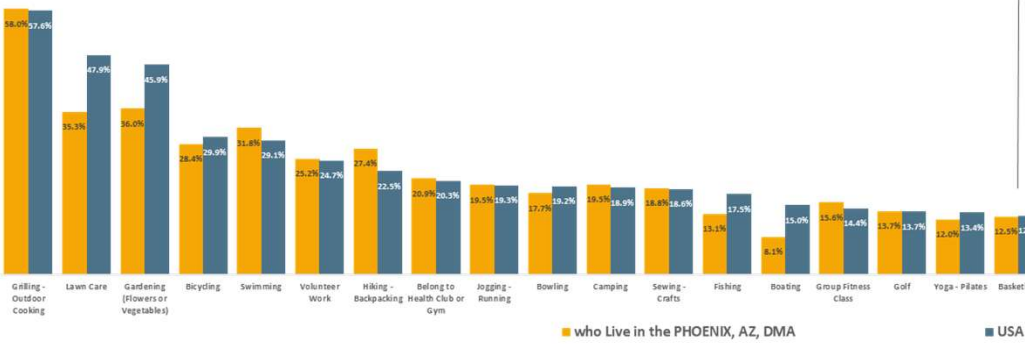
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



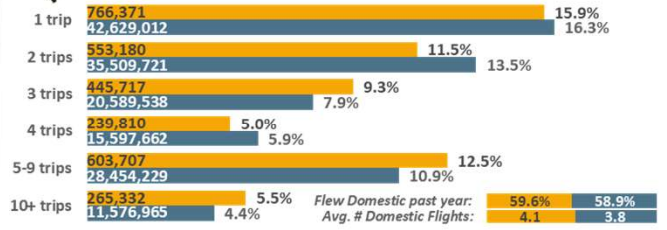
Political Activity: Adults 18 or older



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



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

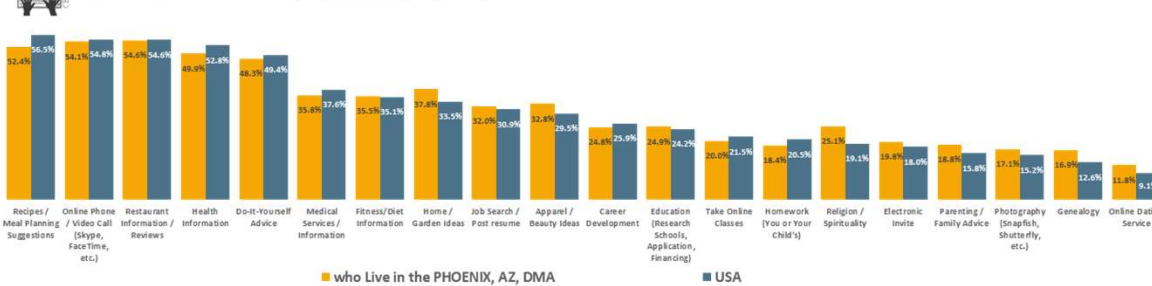


Flew Domestic past year: 59.6% (Phoenix) vs 58.9% (USA)
 Avg. # Domestic Flights: 4.1 (Phoenix) vs 3.8 (USA)

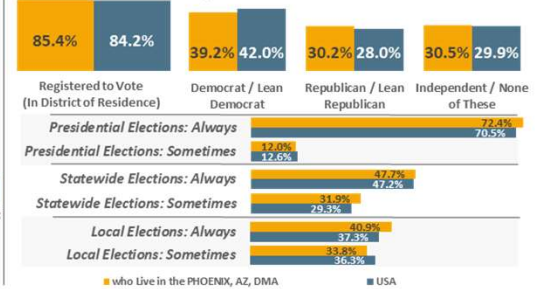


1.8% or 2,351,855 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
 Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 2.3% less likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 6.9% more likely to belong to a gym, 6.6% less likely to fly domestic past yr.

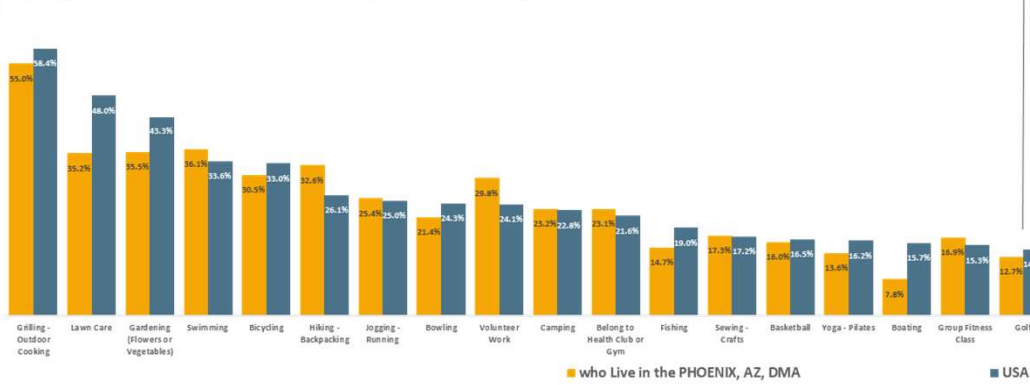
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



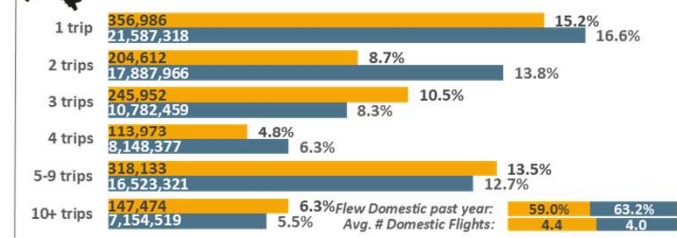
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 54



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

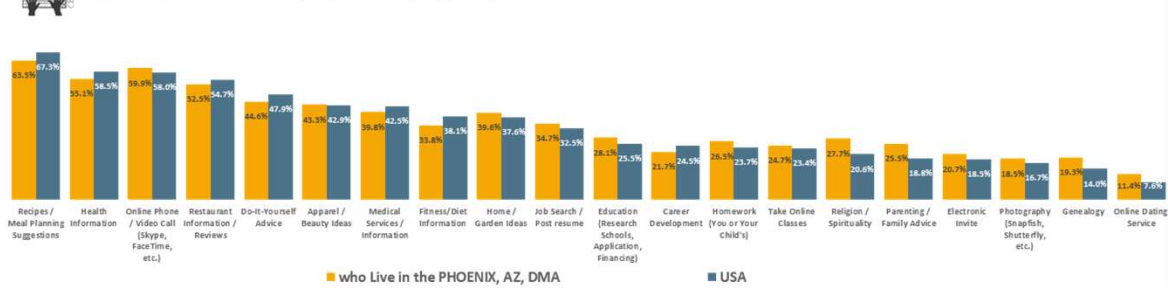




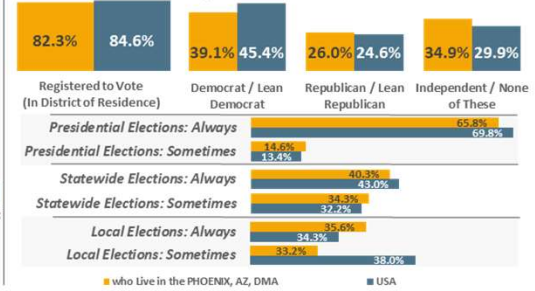
1.8% or 1,147,423 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.

Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 7.7% less likely to look up D-I-Y advice online, 3.9% more likely to always vote in local elections, 17.8% more likely to belong to a gym, 10.1% less likely to fly domestic past yr.

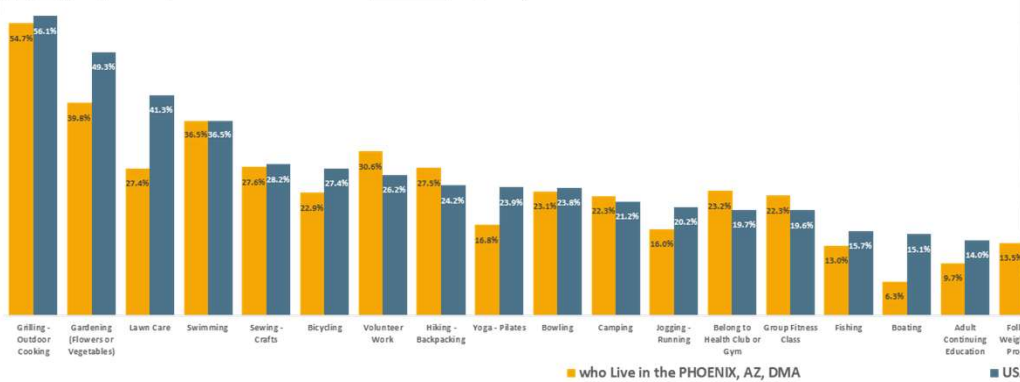
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



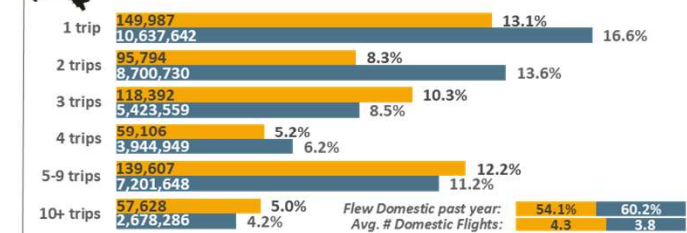
Political Activity: Women 25 - 54



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



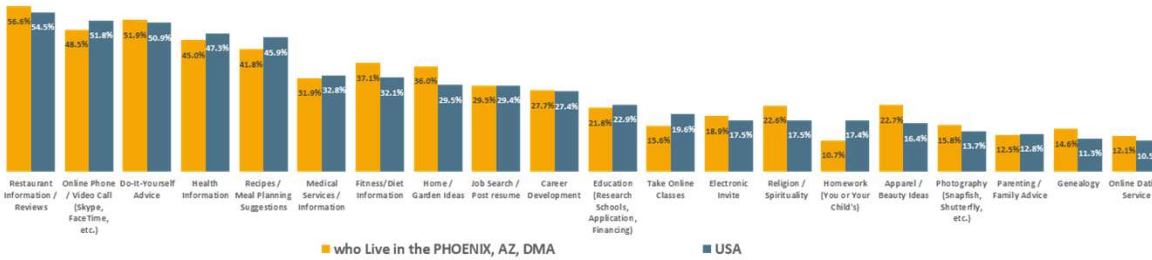
Past 12-months Domestic Airline Trips: Women 25 - 54



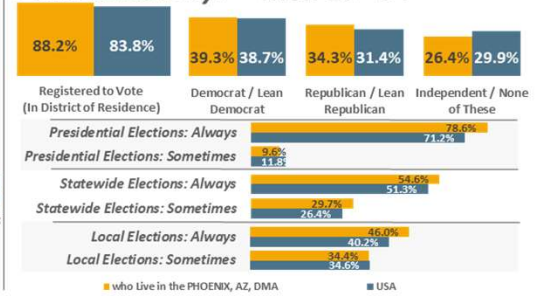


1.8% or 1,204,432 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
 Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 1.9% more likely to look up D-I-Y advice online, 14.3% more likely to always vote in local elections, 1.9% less likely to belong to a gym, 3.7% less likely to fly domestic past yr.

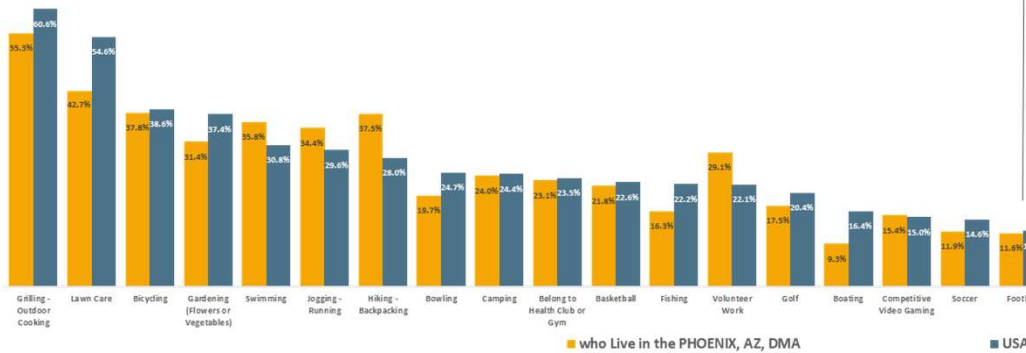
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



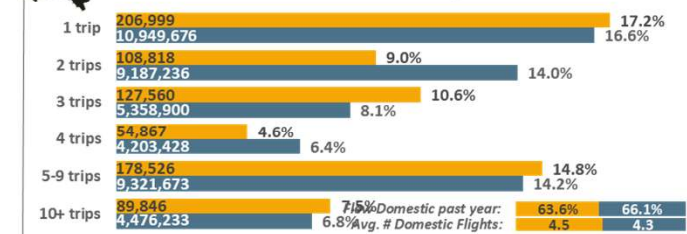
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



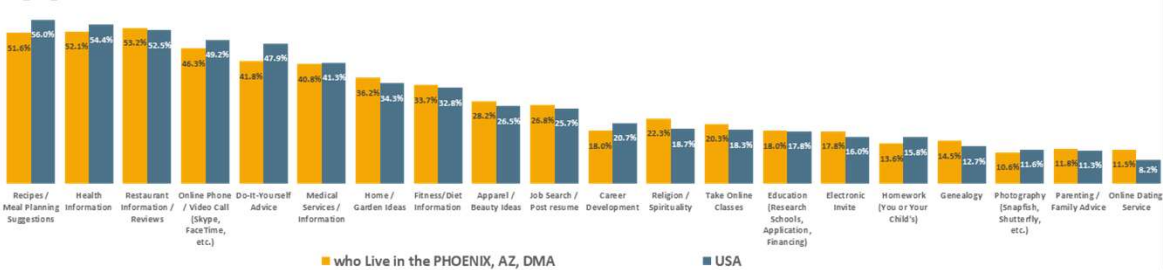
Past 12-months Domestic Airline Trips: Men 25 - 54



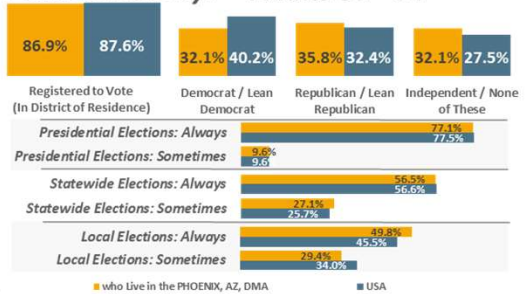


1.8% or 2,231,053 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
 Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 12.8% less likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 4.9% more likely to belong to a gym, 1.9% more likely to fly domestic past yr.

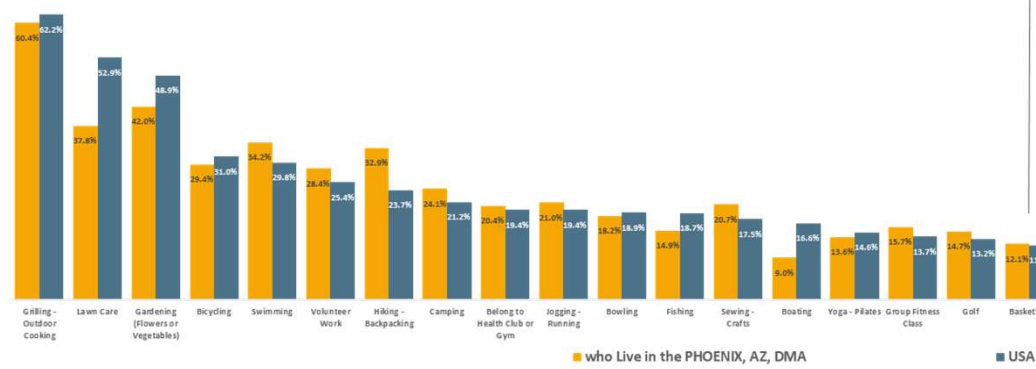
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



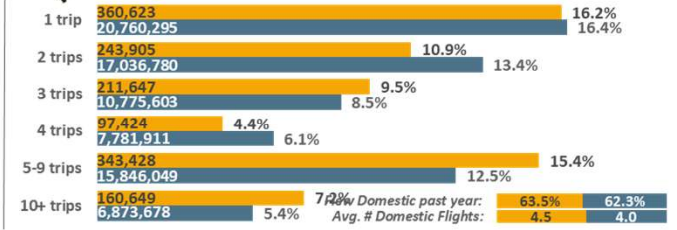
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

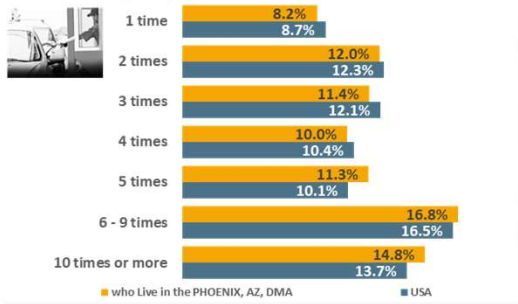


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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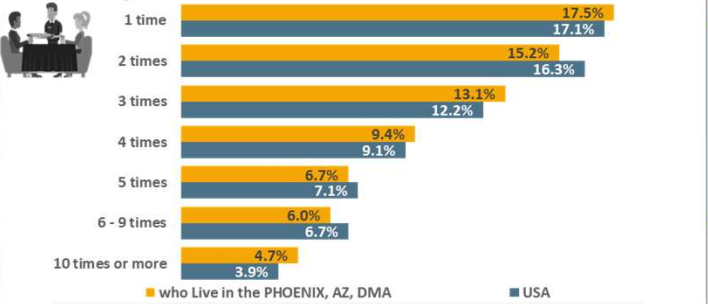
1.8% or 4,818,474 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
 Adults 18 or older who Live in the PHOENIX, AZ, DMA are .9% more likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., 35.5% more likely to use Casinos past yr., 7.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



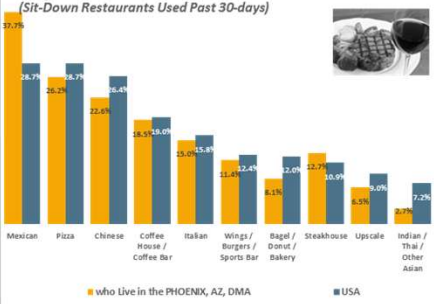
Total Monthly QSR Users:	84.5%	83.8%
Avg. Monthly QSR Meals:	6.0	5.9
	4,071,899	219,647,074

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



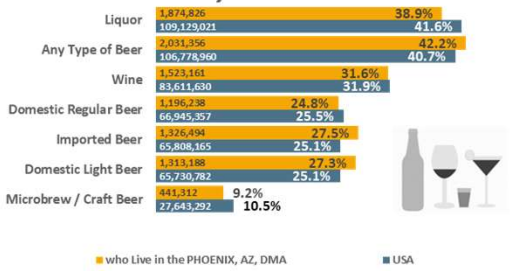
Total Monthly Sit-Down Restaurant Users:	72.7%	72.4%
Avg. Monthly Sit-Down Restaurant Meals:	3.8	3.7
	3,501,810	189,693,574

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

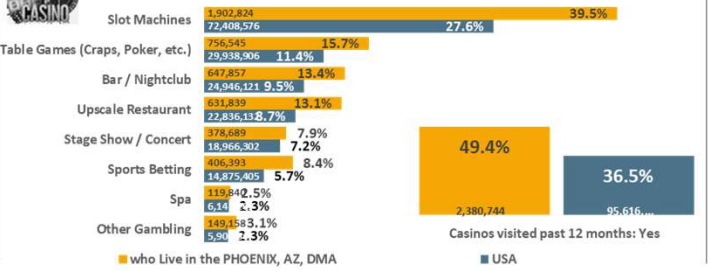


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	17.4%	19.8%
	837,313	219,647,074

Drank Past 30-days: Adults 18 or older

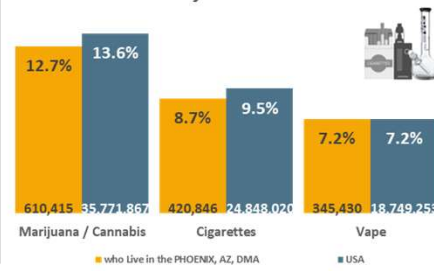


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes	49.4%	36.5%
	2,380,744	95,616,000

Used Past 30-days: Adults 18 or older



	610,415	35,771,867
	420,846	24,848,020
	345,430	18,749,255

USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab
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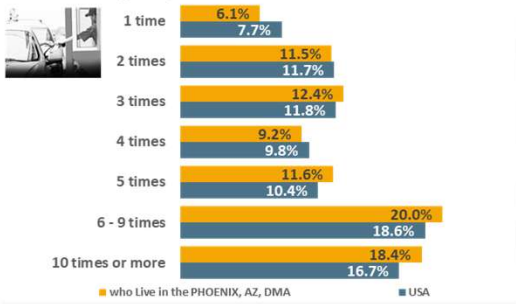
2,406 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

PHOENIX, AZ DMA #12

P25-54

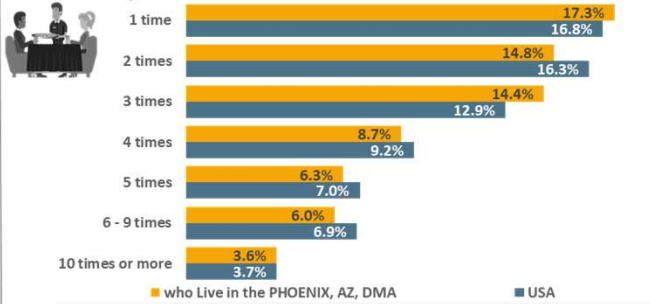
1.8% or 2,351,855 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
 Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 2.7% more likely to use QSRs past mo., 2.1% less likely to use Sit-Down Restaurants past mo., 30.0% more likely to use Casinos past yr., 17.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



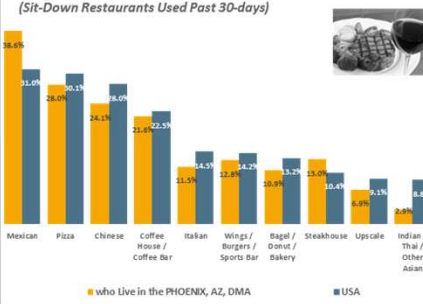
Metric	Phoenix, AZ, DMA	USA
Total Monthly QSR Users:	89.1%	86.8%
Avg. Monthly QSR Meals:	6.6	6.3

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



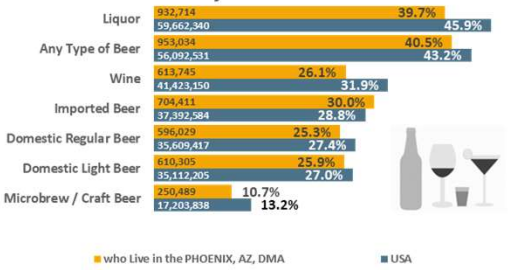
Metric	Phoenix, AZ, DMA	USA
Total Monthly Sit-Down Restaurant Users:	71.1%	72.7%
Avg. Monthly Sit-Down Restaurant Meals:	3.6	3.7

Top-10 Cuisines: Adults 25 - 54

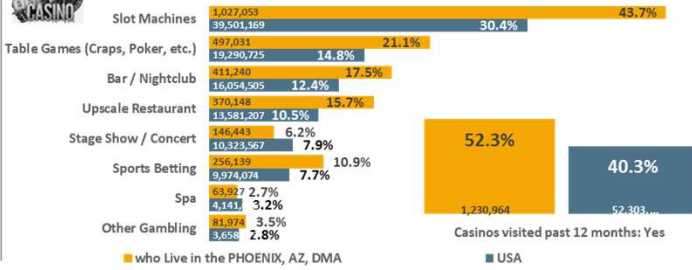


Metric	Phoenix, AZ, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	24.0%	24.9%

Drank Past 30-days: Adults 25 - 54

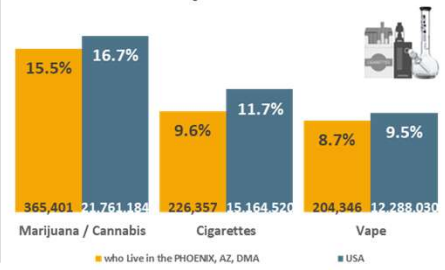


Past 12 months Casino Activities: Adults 25 - 54



Metric	Phoenix, AZ, DMA	USA
Casinos visited past 12 months: Yes	52.3%	40.3%

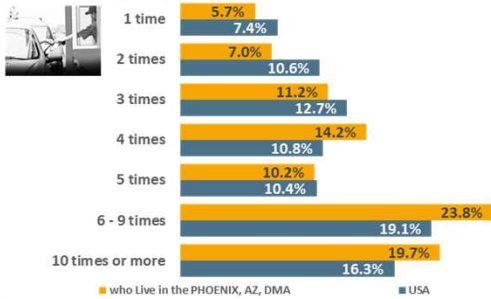
Used Past 30-days: Adults 25 - 54



PHOENIX, AZ DMA #12 W25-54

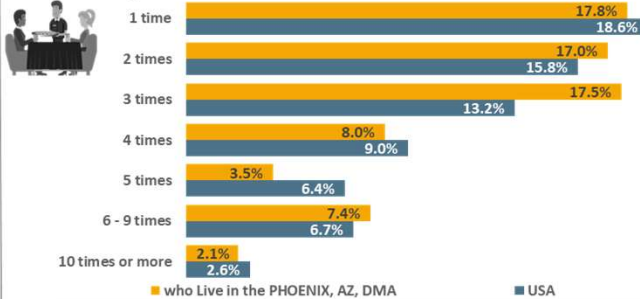
1.8% or 1,147,423 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
 Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 5.2% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 37.7% more likely to use Casinos past yr., 39.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



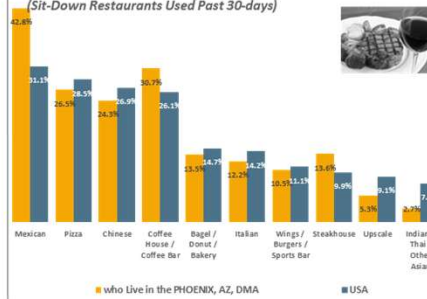
Metric	Phoenix, AZ, DMA	USA
Total Monthly QSR Users	91.9%	87.3%
Avg. Monthly QSR Meals	6.9	6.3

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



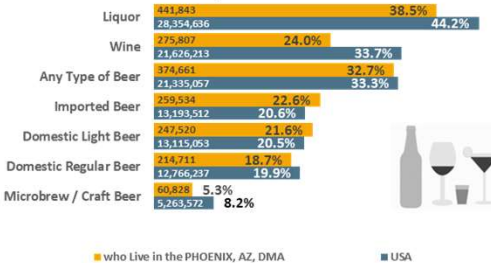
Metric	Phoenix, AZ, DMA	USA
Total Monthly Sit-Down Restaurant Users	73.4%	72.3%
Avg. Monthly Sit-Down Restaurant Meals	3.3	3.4

Top-10 Cuisines: Women 25 - 54

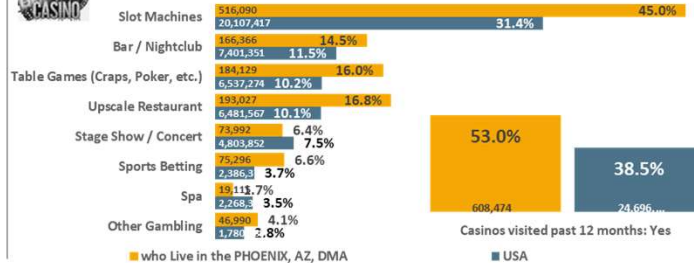


Metric	Phoenix, AZ, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	293,917 (25.6%)	1,179,627 (26.2%)

Drank Past 30-days: Women 25 - 54

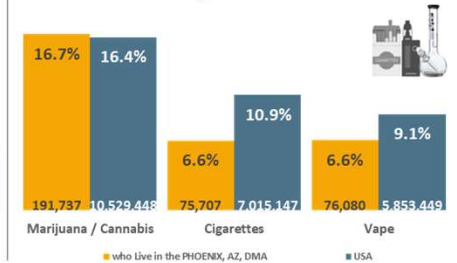


Past 12 months Casino Activities: Women 25 - 54



Metric	Phoenix, AZ, DMA	USA
Casinos visited past 12 months: Yes	53.0%	38.5%

Used Past 30-days: Women 25 - 54

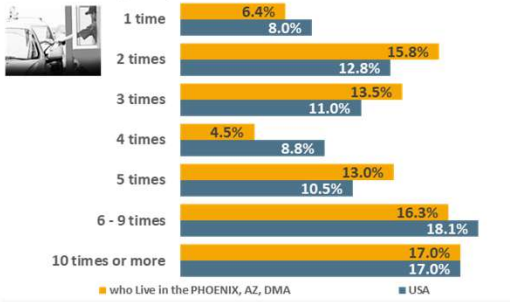


PHOENIX, AZ DMA #12

M25-54

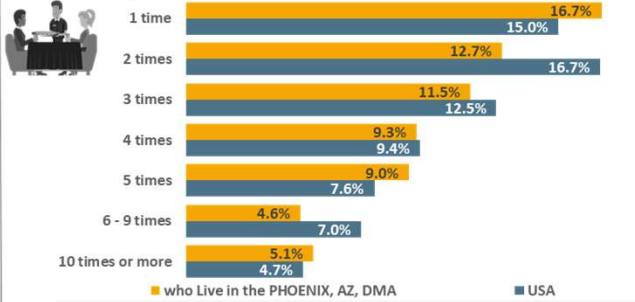
1.8% or 1,204,432 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
 Men 25 - 54 who Live in the PHOENIX, AZ, DMA are .3% more likely to use QSRs past mo., 5.5% less likely to use Sit-Down Restaurants past mo., 23.2% more likely to use Casinos past yr., 1% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



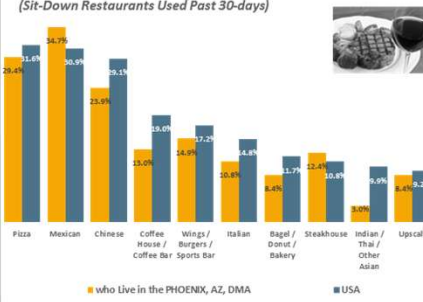
Total Monthly QSR Users:	86.5%	86.3%
Avg. Monthly QSR Meals:	6.2	6.3
	1,042,388	56,792,204

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



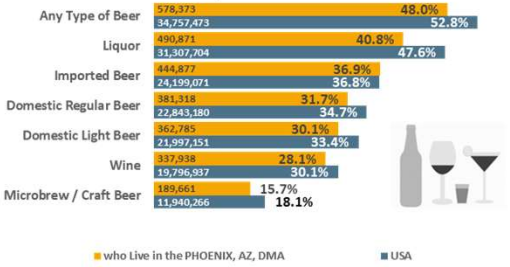
Total Monthly Sit-Down Restaurant Users:	69.0%	73.0%
Avg. Monthly Sit-Down Restaurant Meals:	3.9	3.9
	830,456	48,023,546

Top-10 Cuisines: Men 25 - 54 (Sit-Down Restaurants Used Past 30-days)

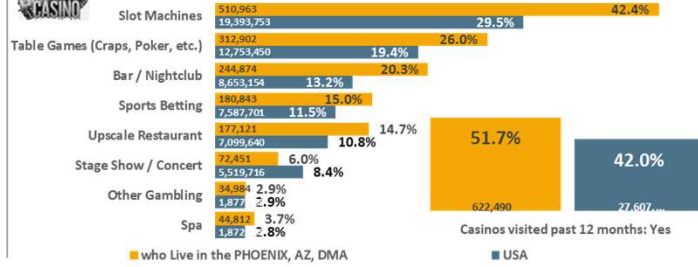


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	271,192	23.5%
	1,153,572	23.7%

Drank Past 30-days: Men 25 - 54

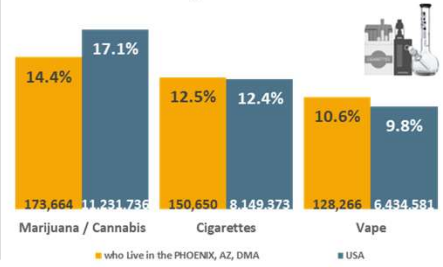


Past 12 months Casino Activities: Men 25 - 54



Casinos visited past 12 months: Yes	622,490	51.7%
	27,607,000	42.0%

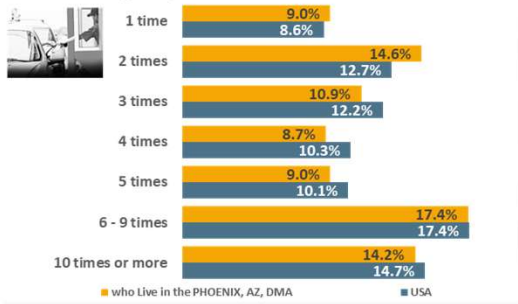
Used Past 30-days: Men 25 - 54



PHOENIX, AZ DMA #12
P35-64

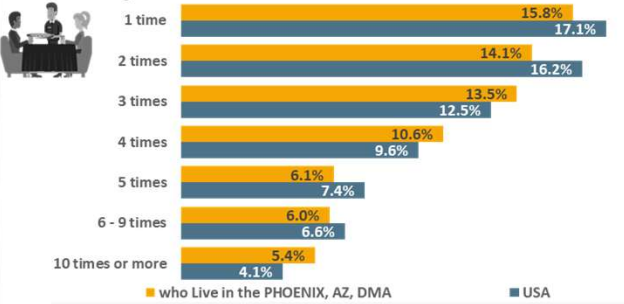
1.8% or 2,231,053 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 2.7% less likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 28.9% more likely to use Casinos past yr., 1.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



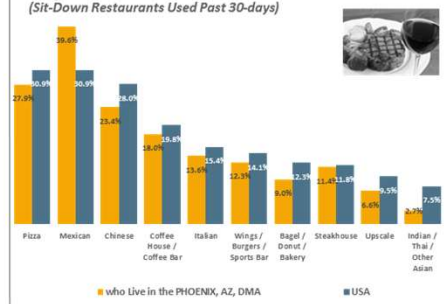
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
83.8%	86.1%	5.9	6.0
1,868,925	109,238,012		

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



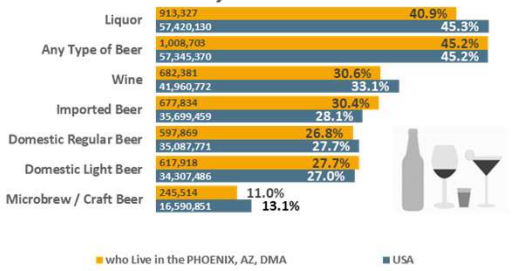
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
71.6%	73.4%	4.0	3.7
1,596,773	93,136,346		

Top-10 Cuisines: Adults 35 - 64
(Sit-Down Restaurants Used Past 30-days)

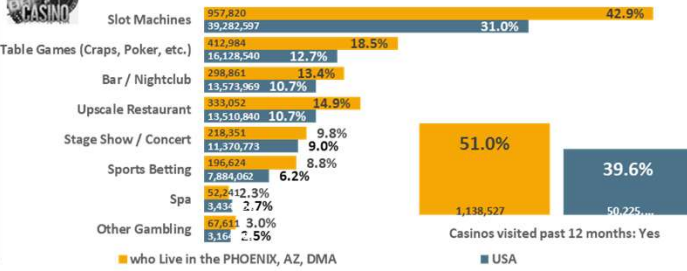


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	
Phoenix, AZ, DMA	16.0%
USA	19.9%
356,555	27,888,212

Drank Past 30-days: Adults 35 - 64

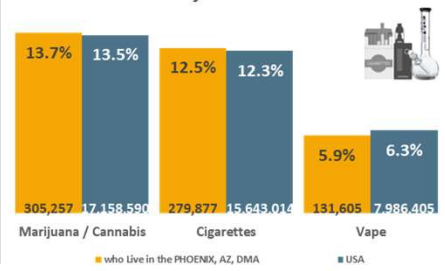


Past 12 months Casino Activities: Adults 35 - 64



Casinos visited past 12 months: Yes	
Phoenix, AZ, DMA	51.0%
USA	39.6%
1,138,527	50,225,000

Used Past 30-days: Adults 35 - 64



Used Past 30-days: Adults 35 - 64	
Phoenix, AZ, DMA	13.7%
USA	13.5%
805,257	17,158,590

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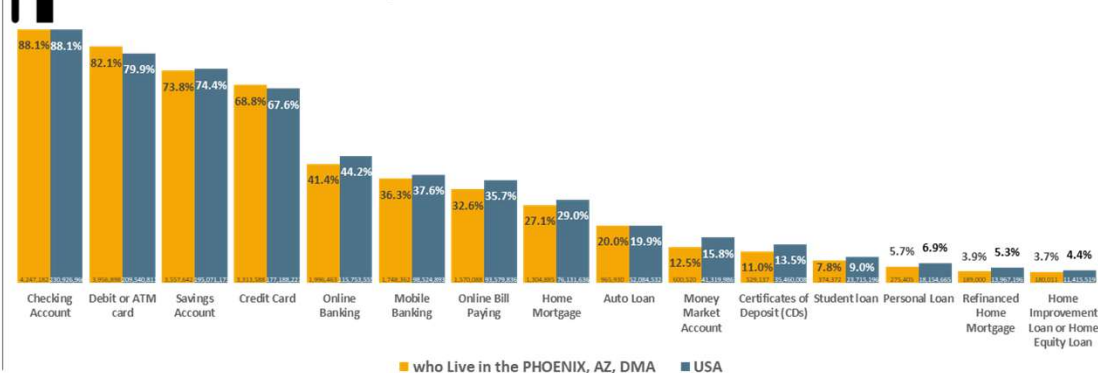
1.8% or 4,818,474 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
 Adults 18 or older who Live in the PHOENIX, AZ, DMA are 9% less likely to have a 401K, .9% more likely to have an Auto Loan, 5.3% less likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



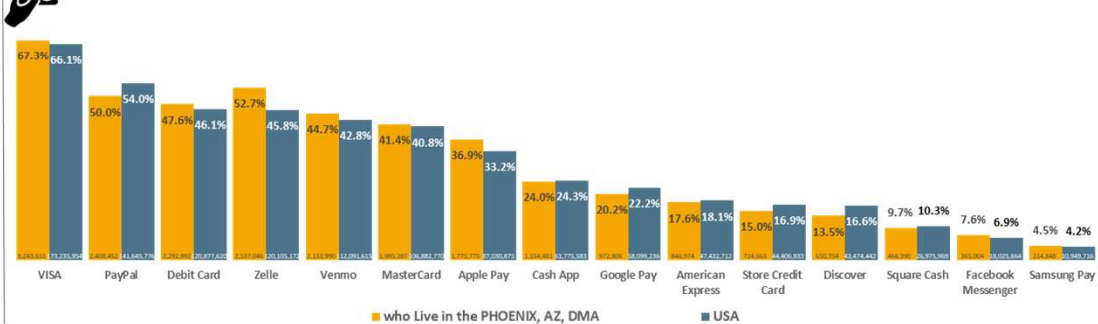
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



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P25-54

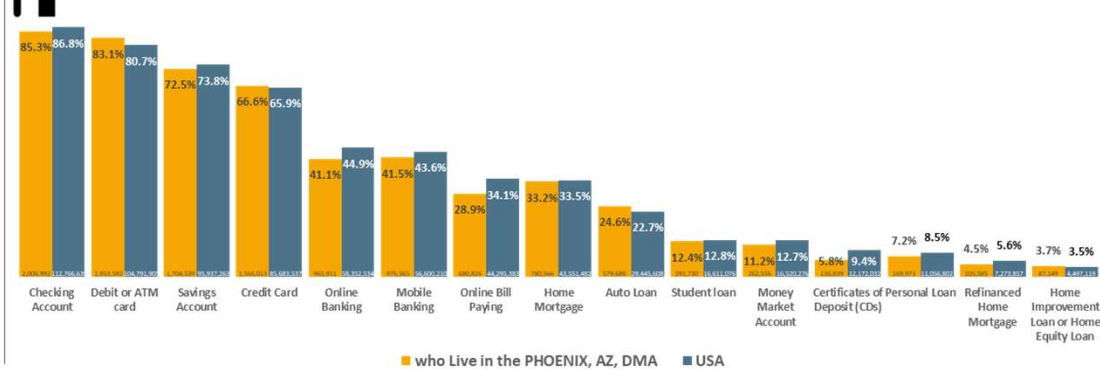
1.8% or 2,351,855 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
 Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 6.5% less likely to have a 401K, 8.8% more likely to have an Auto Loan, 12.8% less likely to Invest/Trade Stocks Online, 13.% more likely to pay with their Debit Card.



Investments Owned: Adults 25 - 54



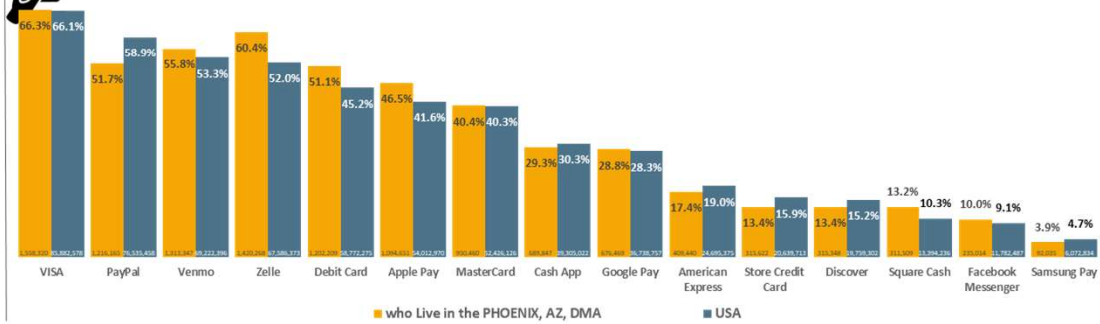
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



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



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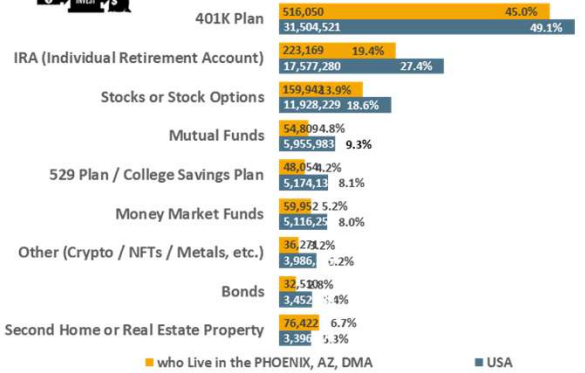
2,406 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

PHOENIX, AZ
DMA #12
W25-54

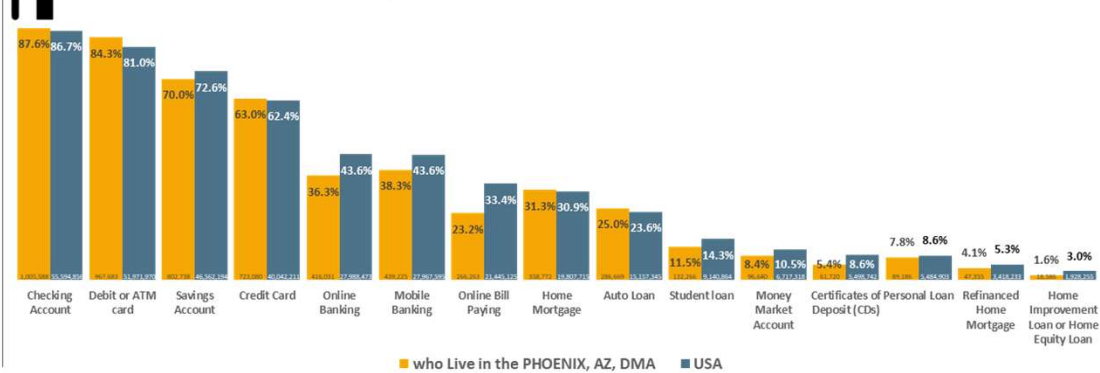
1.8% or 1,147,423 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 8.5% less likely to have a 401K, 5.7% more likely to have an Auto Loan, 21.2% less likely to Invest/Trade Stocks Online, 11.4% more likely to pay with their Debit Card.



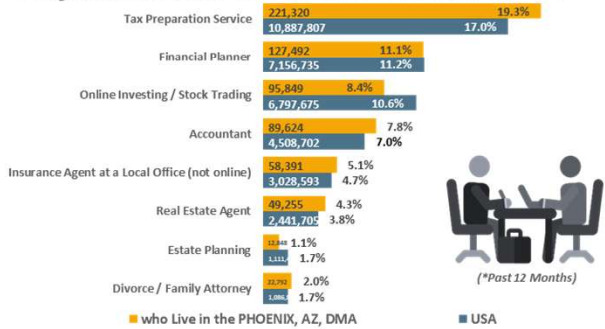
Investments Owned: Women 25 - 54



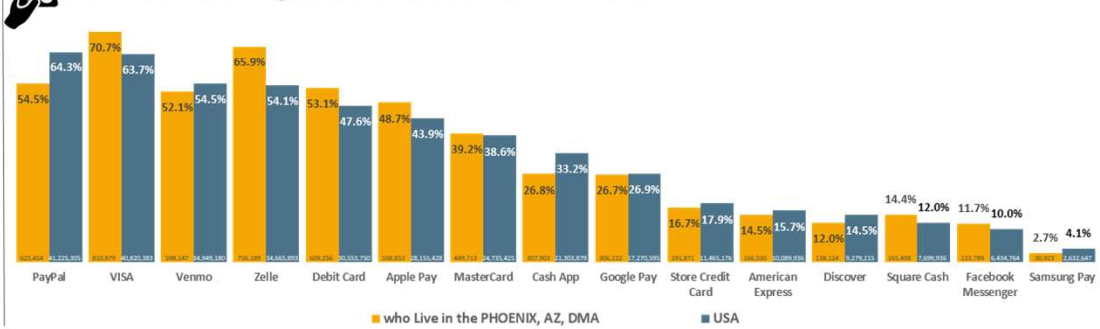
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



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



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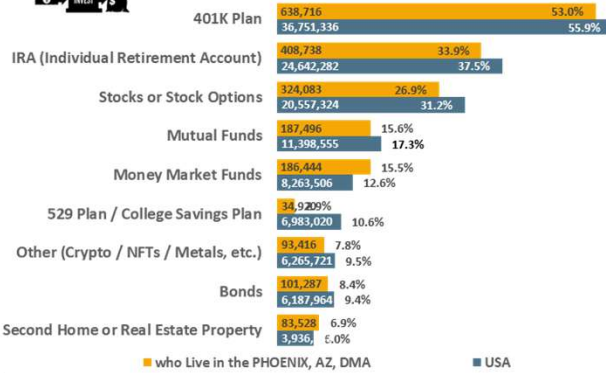


M25-54

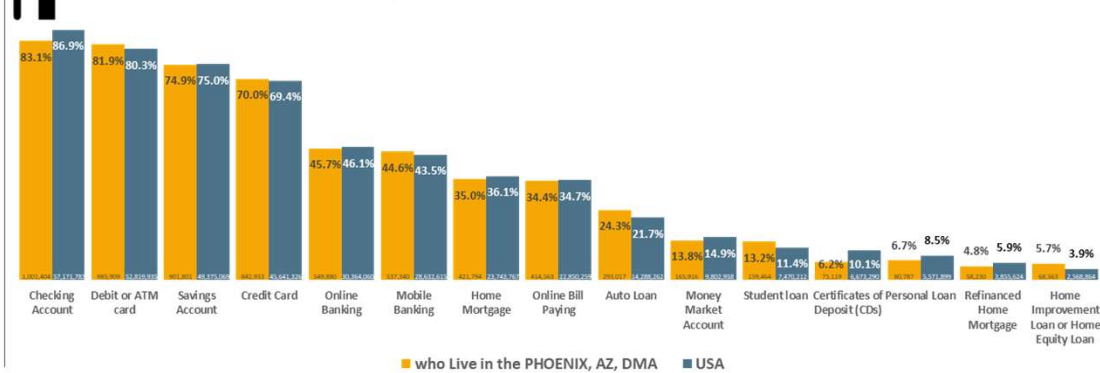
1.8% or 1,204,432 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
 Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 5.1% less likely to have a 401K, 12.% more likely to have an Auto Loan, 9.3% less likely to Invest/Trade Stocks Online, 14.8% more likely to pay with their Debit Card.



Investments Owned: Men 25 - 54



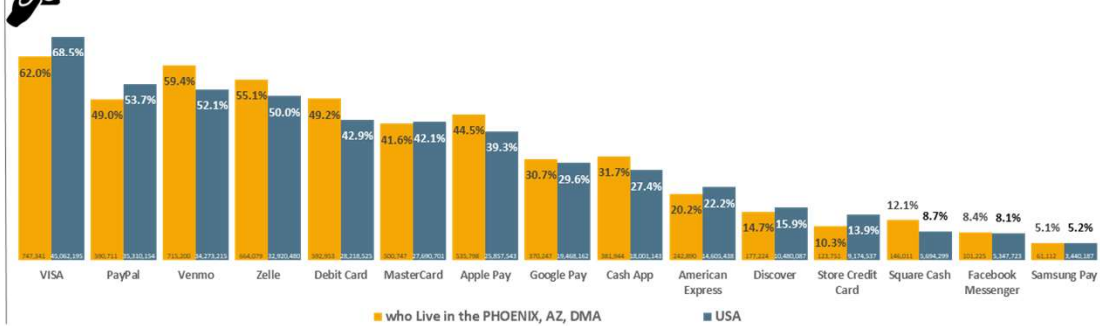
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54



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



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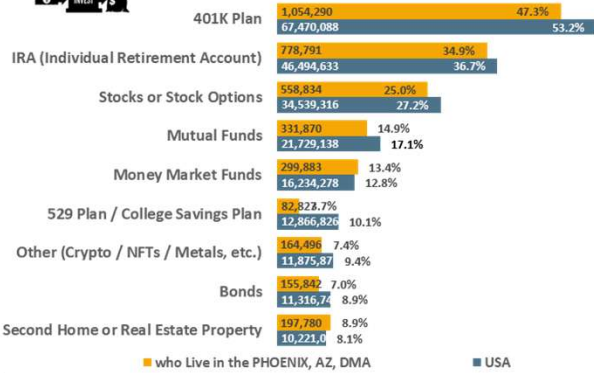
PHOENIX, AZ DMA #12

P35-64

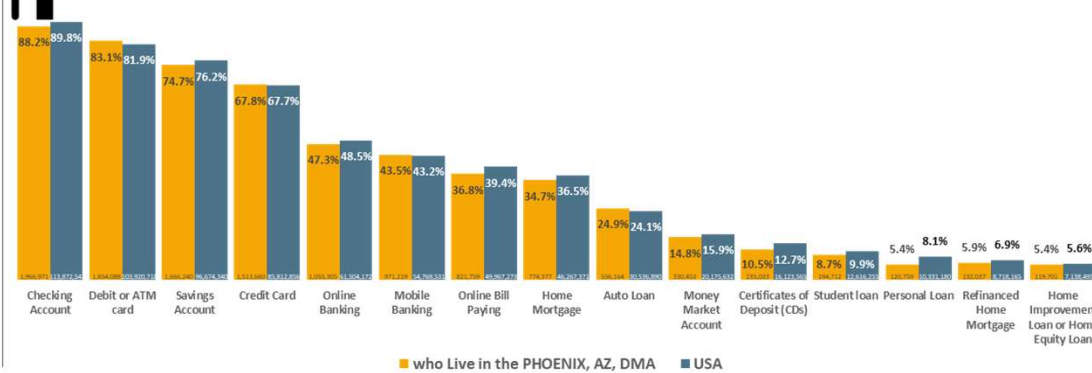
1.8% or 2,231,053 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
 Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 11.2% less likely to have a 401K, 3.5% more likely to have an Auto Loan, 6.4% more likely to Invest/Trade Stocks Online, 12.4% more likely to pay with their Debit Card.



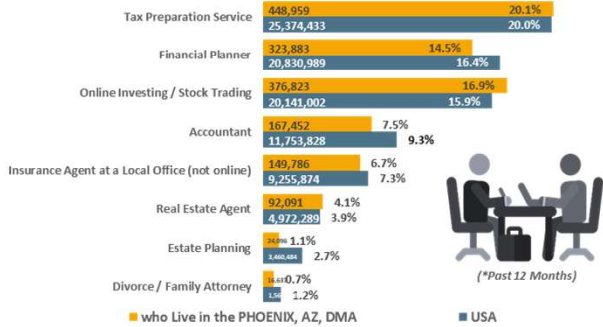
Investments Owned: Adults 35 - 64



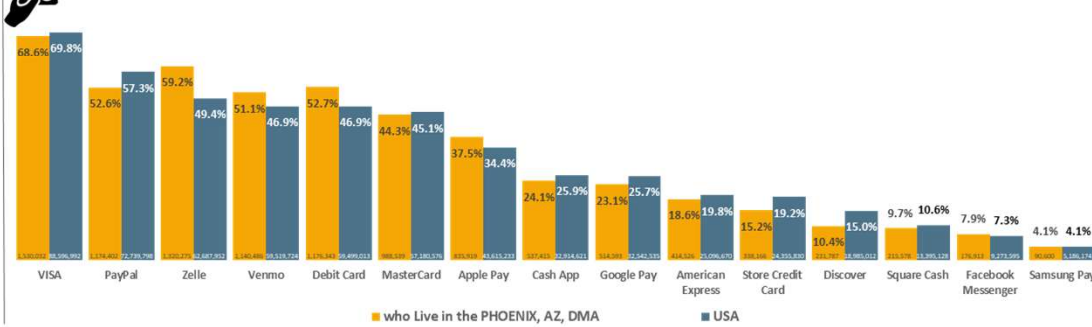
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64

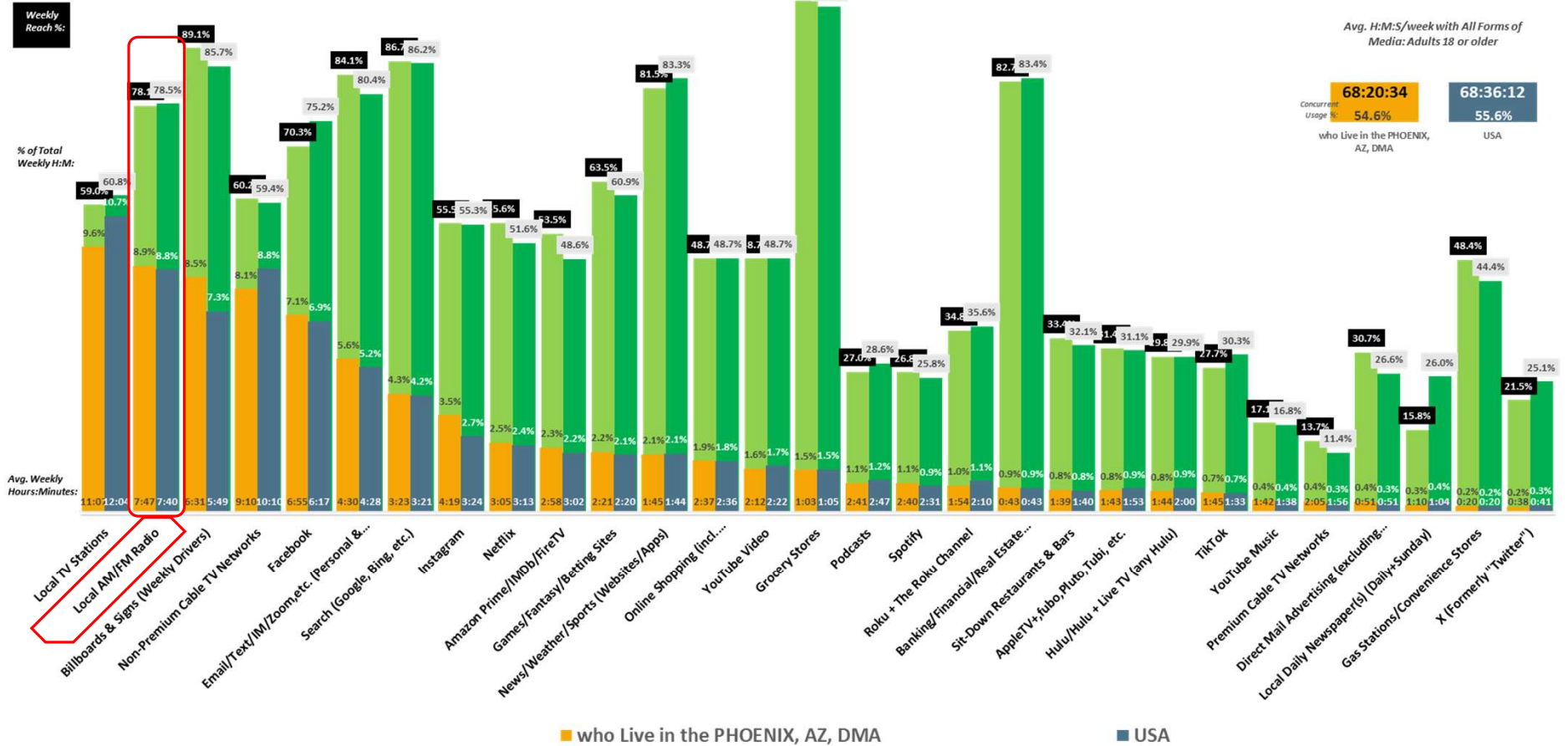


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Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 20 hours, 20 minutes and 34 seconds each week with All Forms of Media.
 78.1% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



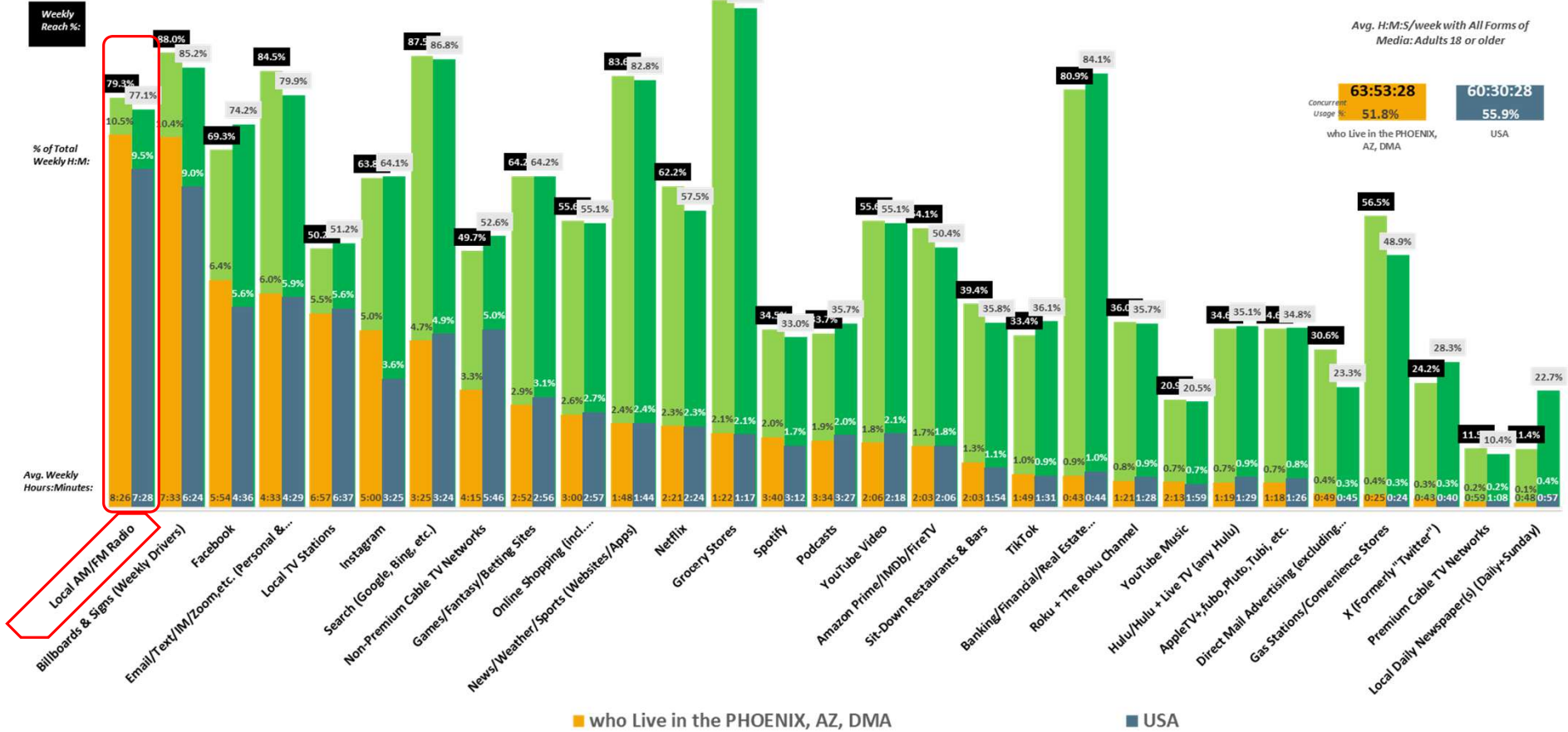
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Phoenix, AZ DMA	68:20:34
USA	68:36:12

Concurrent Usage: 54.6% (Phoenix, AZ DMA) vs 55.6% (USA)



Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 15 hours, 53 minutes and 28 seconds each week with All Forms of Media.
 79.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



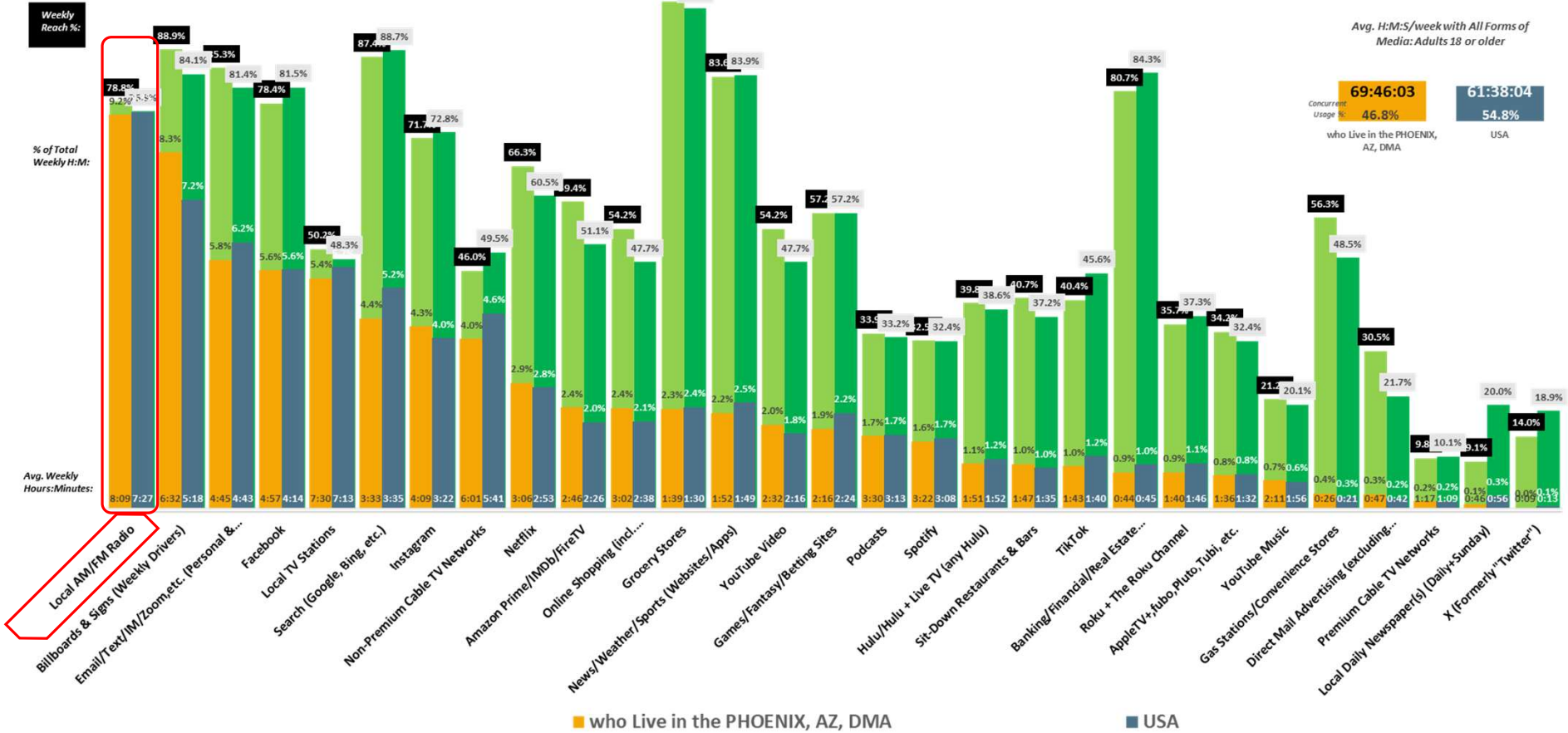
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Phoenix, AZ, DMA	63:53:28
USA	60:30:28

Concurrent Usage %: 51.8% (Phoenix, AZ, DMA) vs 55.9% (USA)



Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 21 hours, 46 minutes and 3 seconds each week with All Forms of Media.
 78.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



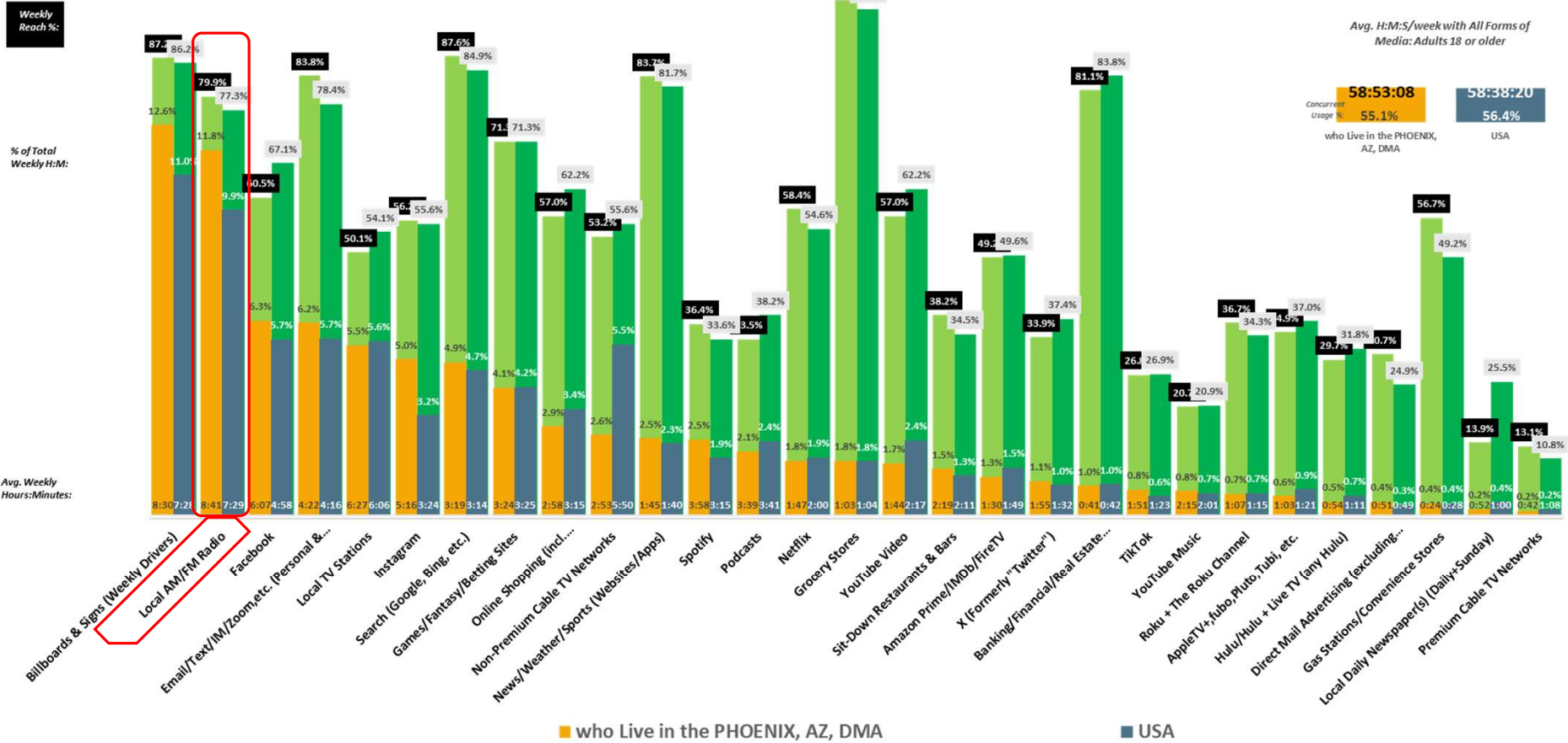
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Phoenix, AZ, DMA: 69:46:03 (46.8% Concurrent Usage)

USA: 61:38:04 (54.8% Concurrent Usage)



Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 10 hours, 53 minutes and 8 seconds each week with All Forms of Media.
 79.9% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.



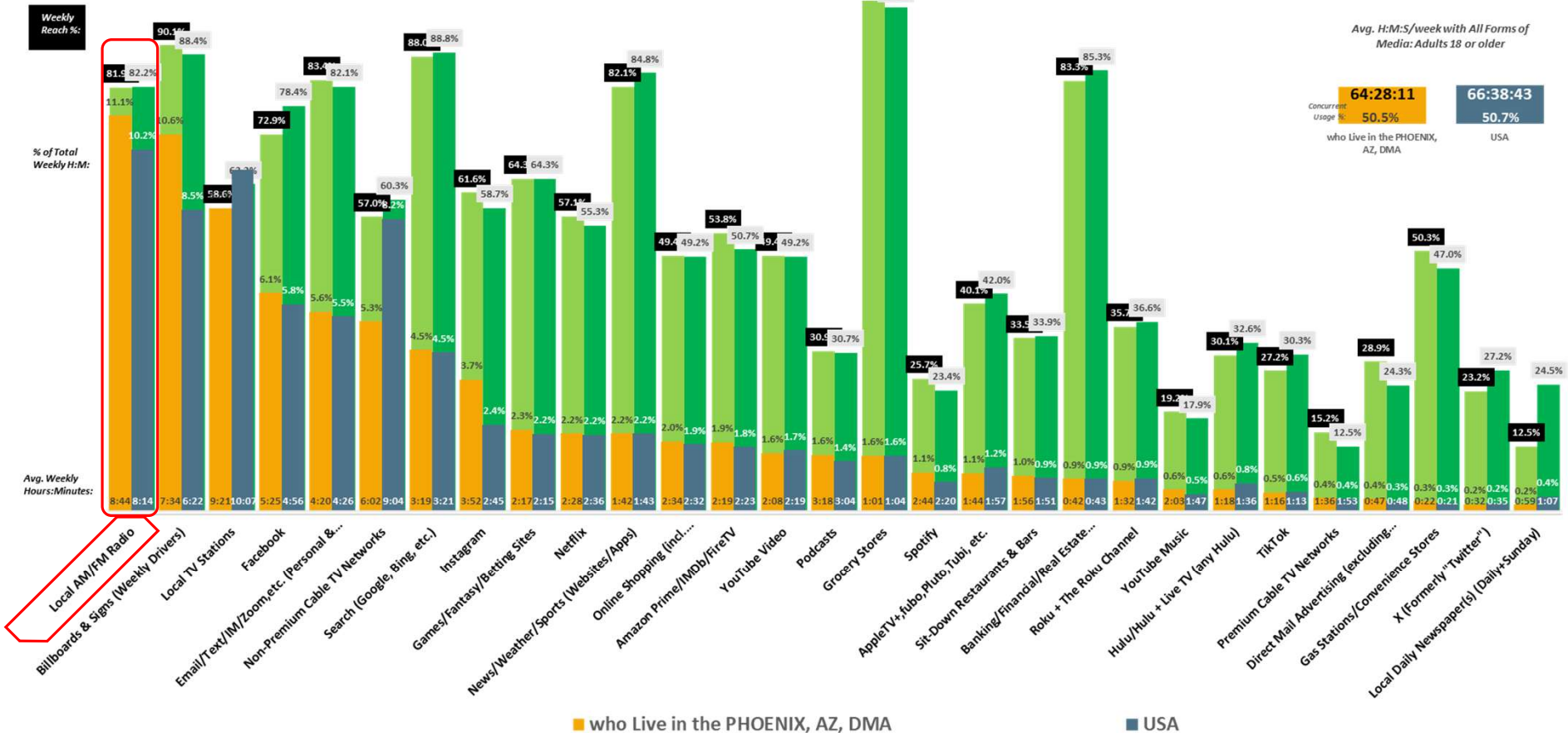
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Phoenix, AZ, DMA: 58:53:08 (55.1% concurrent usage)

USA: 58:38:20 (56.4% concurrent usage)



Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 16 hours, 28 minutes and 11 seconds each week with All Forms of Media.
 81.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.

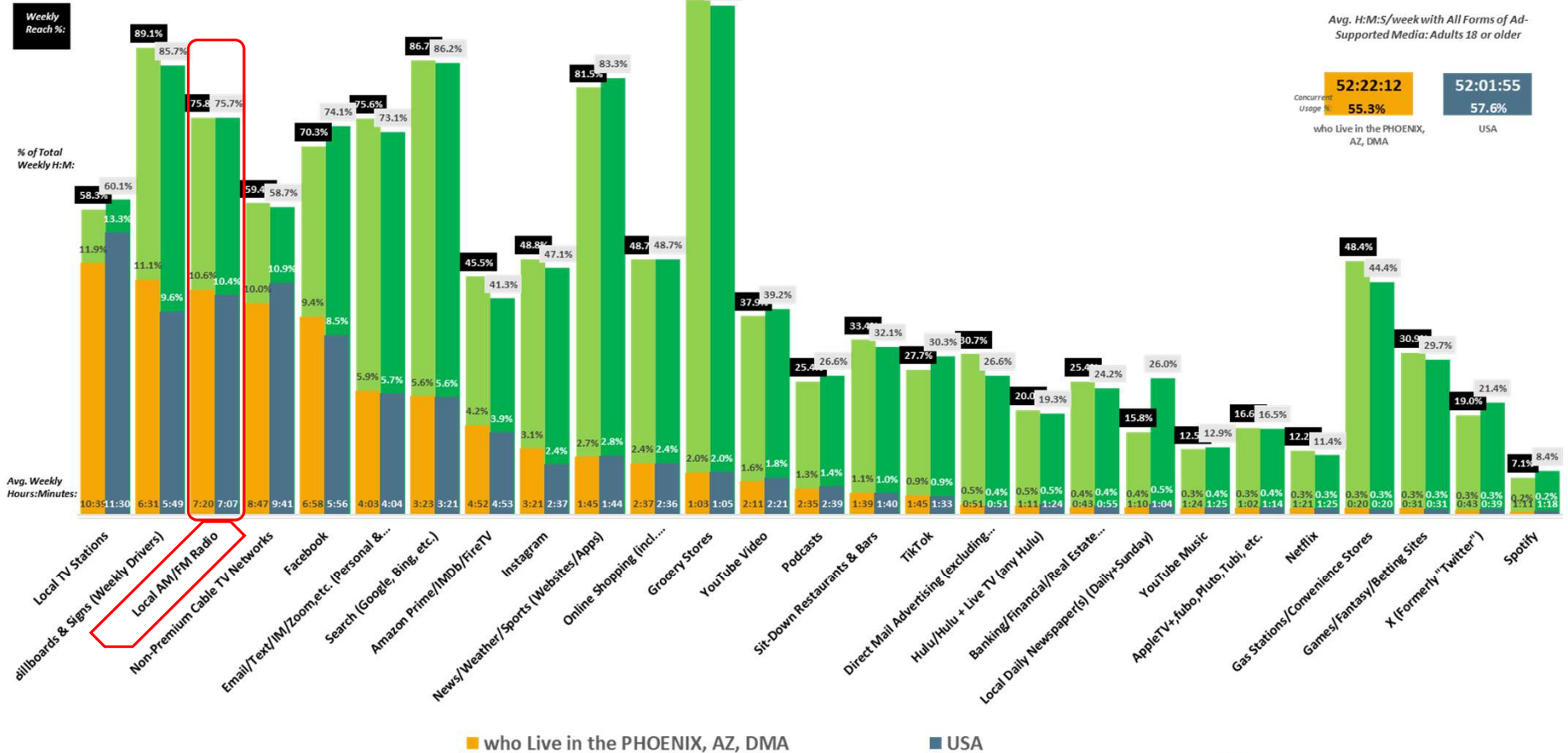


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: **64:28:11** (Phoenix, AZ, DMA) vs **66:38:43** (USA)



Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 4 hours, 22 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 75.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



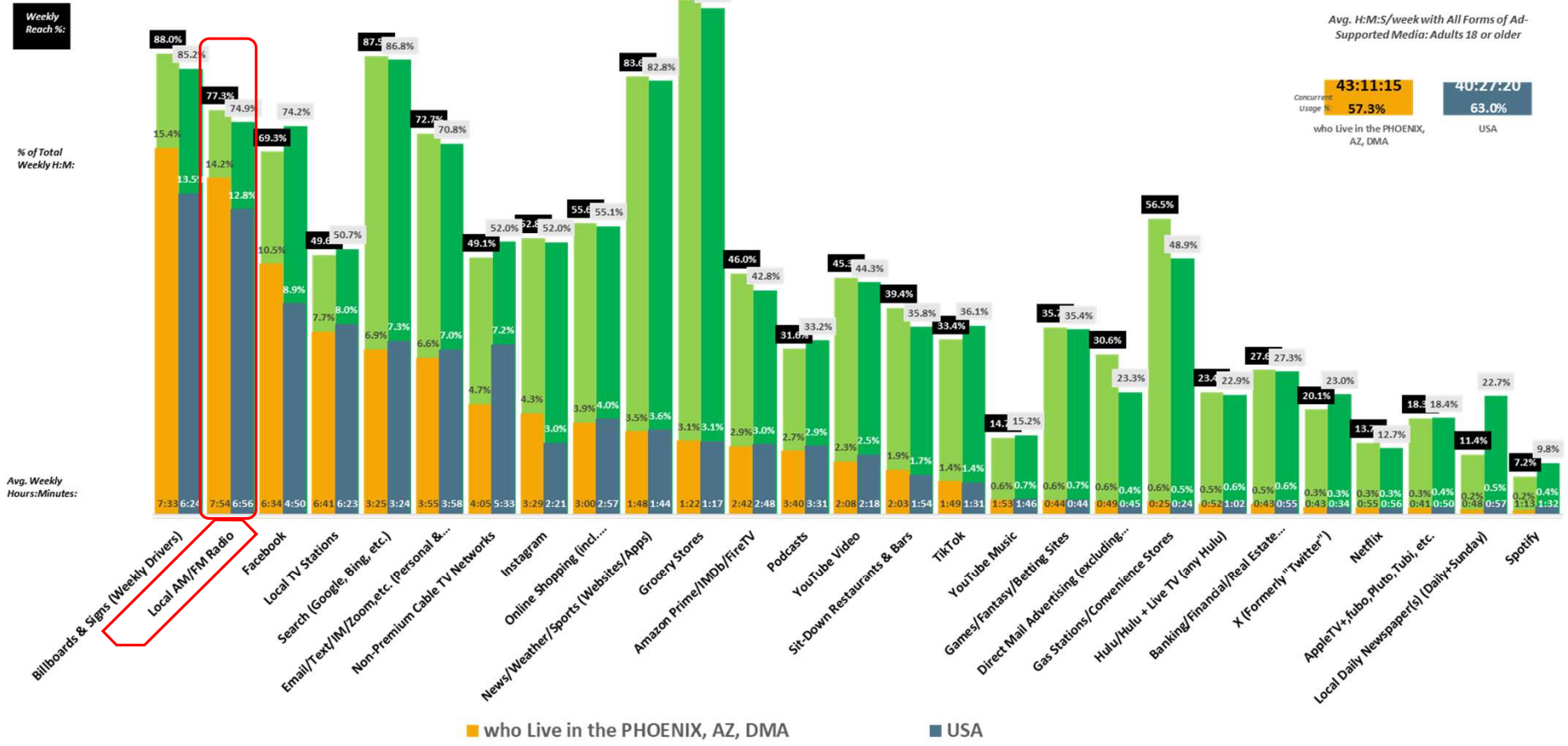
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Phoenix, AZ, DMA	52:22:12
USA	52:01:55

Concurrent Usage %: 55.3% (Phoenix, AZ, DMA) vs 57.6% (USA)

PHOENIX, AZ
DMA #12
P25-54

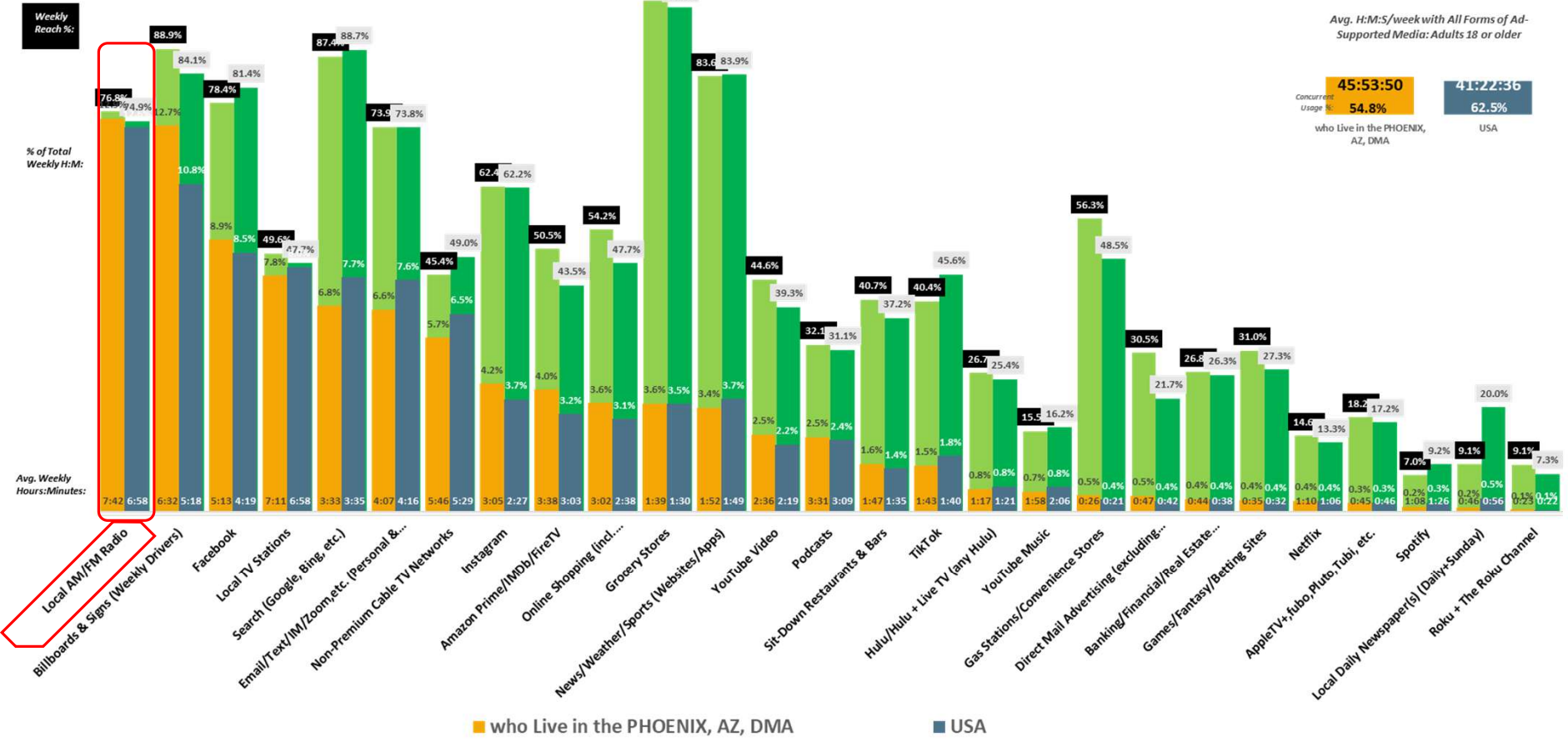
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 19 hours, 11 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
77.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



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Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 21 hours, 53 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 76.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



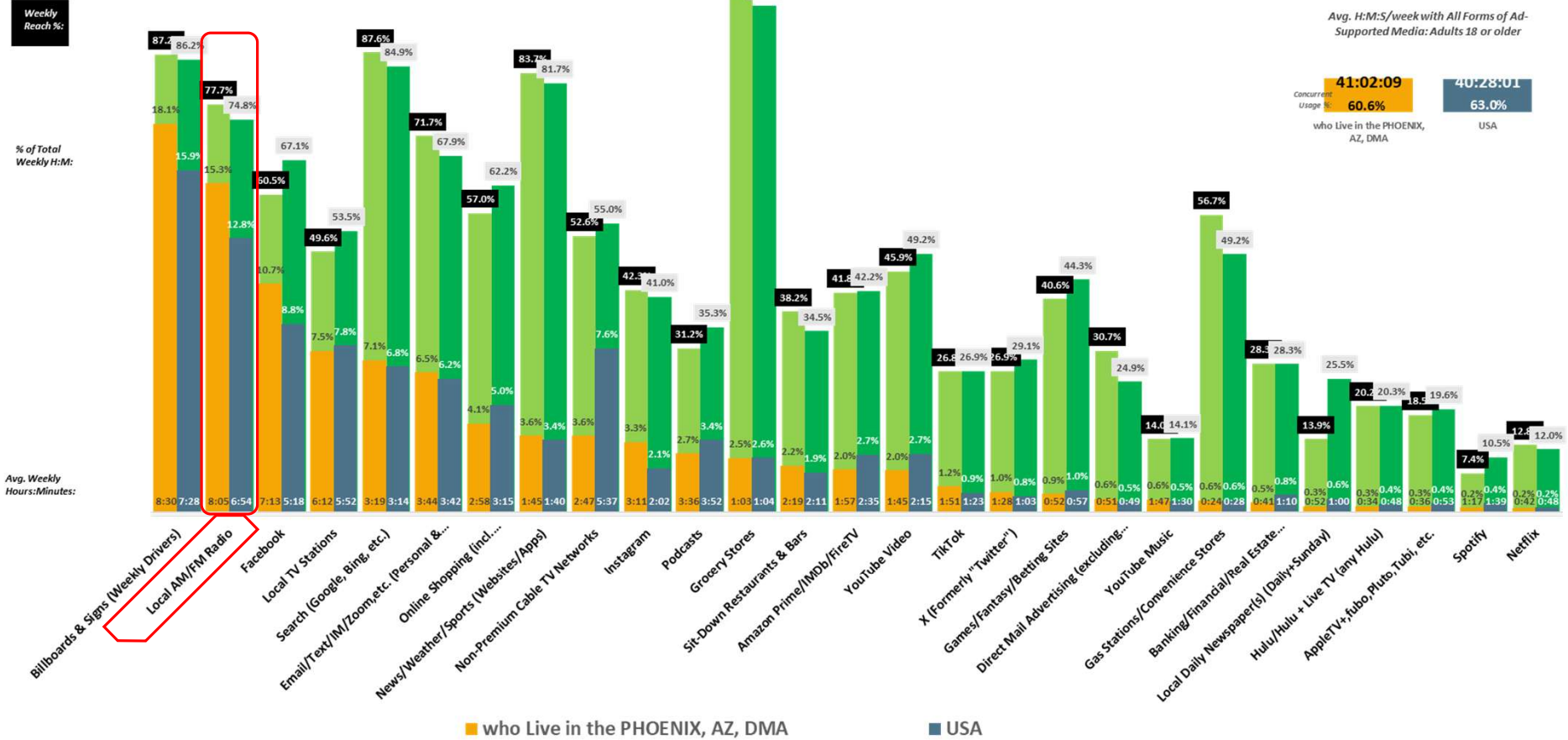
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Phoenix, AZ DMA	45:53:50
USA	41:22:36

Concurrent Usage %: Phoenix, AZ DMA (54.8%) vs USA (62.5%)



Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 17 hours, 2 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 77.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.3% of total time spent with all forms of Ad-Supported Media.



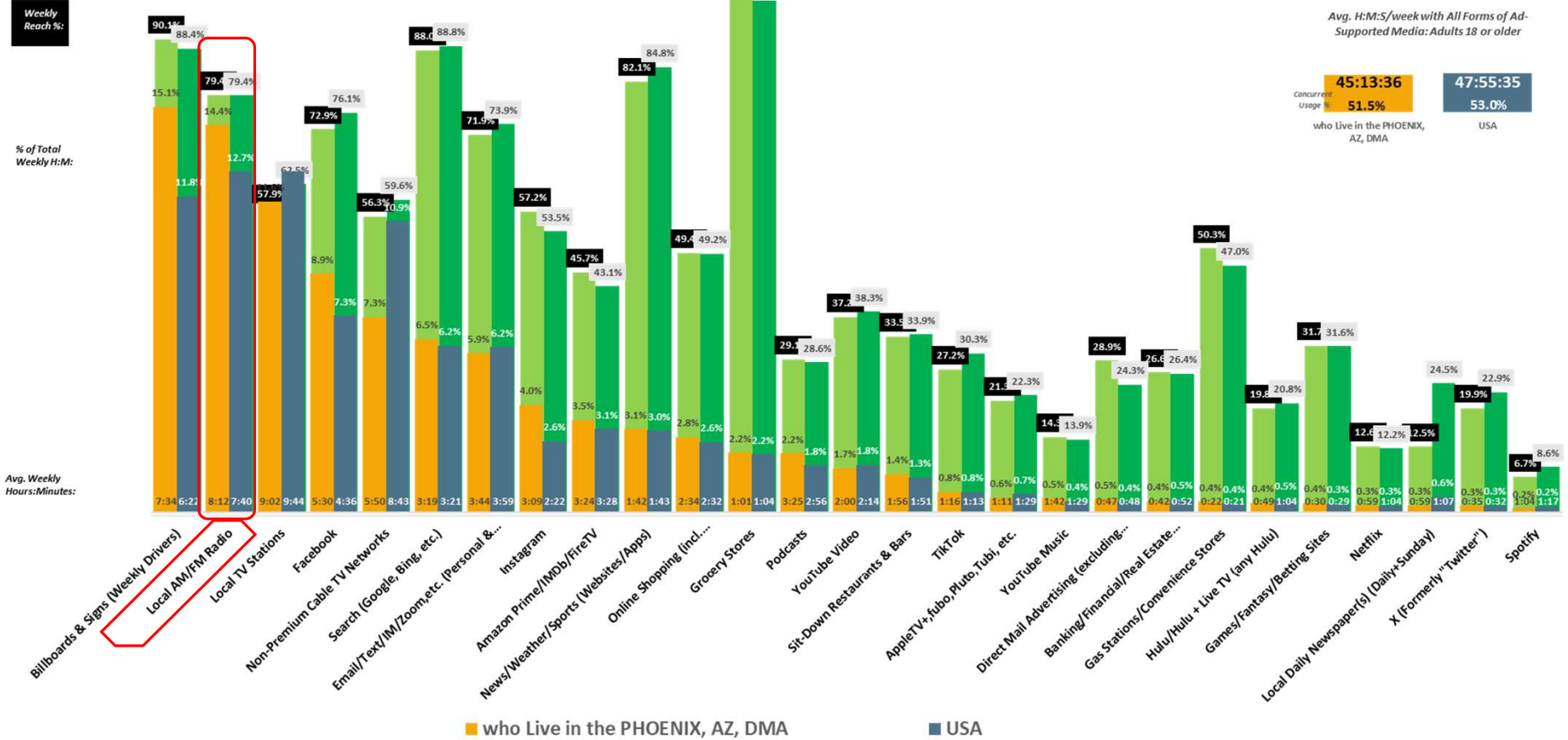
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Phoenix, AZ, DMA	41:02:09
USA	40:28:01

Concurrent Usage %: Phoenix, AZ, DMA (60.6%), USA (63.0%)



Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 21 hours, 13 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 79.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.4% 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

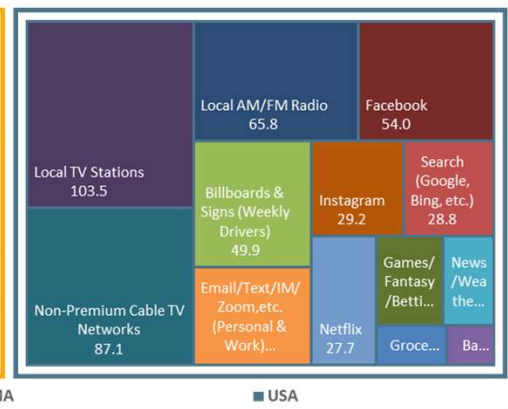
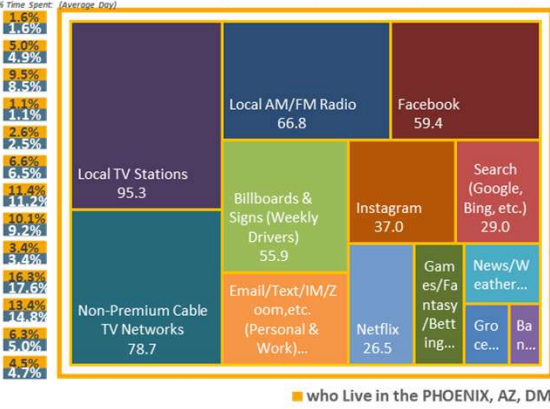
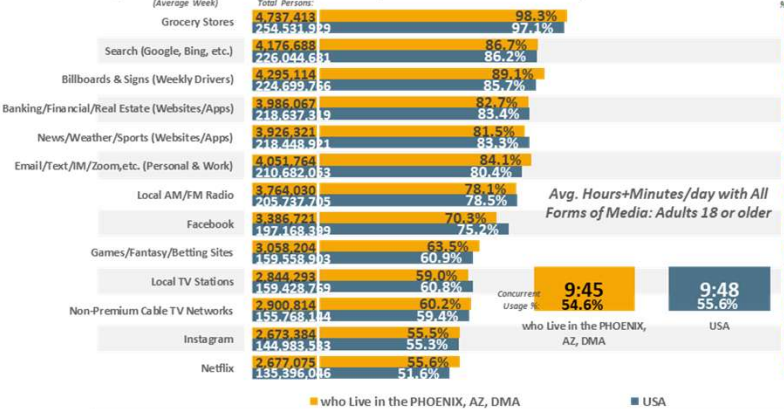
Phoenix, AZ, DMA	45:13:36
USA	47:55:35

Concurrent Usage %: Phoenix, AZ, DMA (51.5%), USA (53.0%)

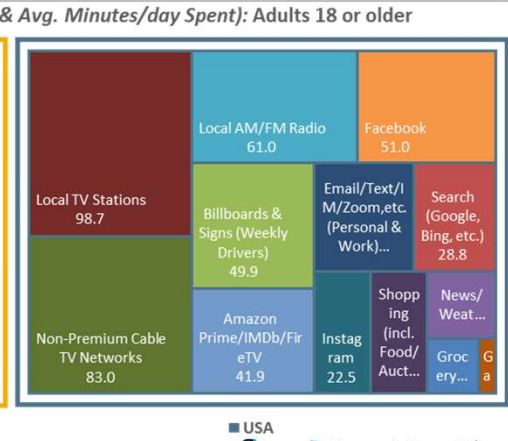
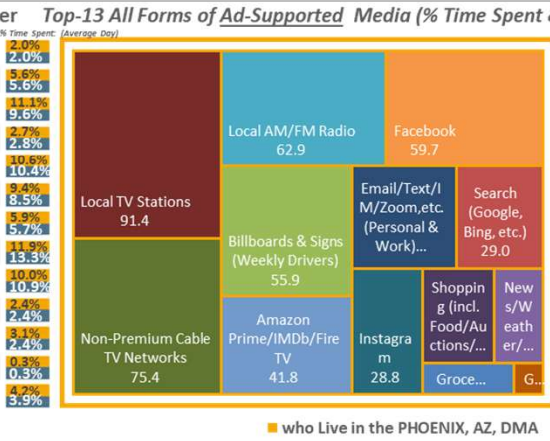
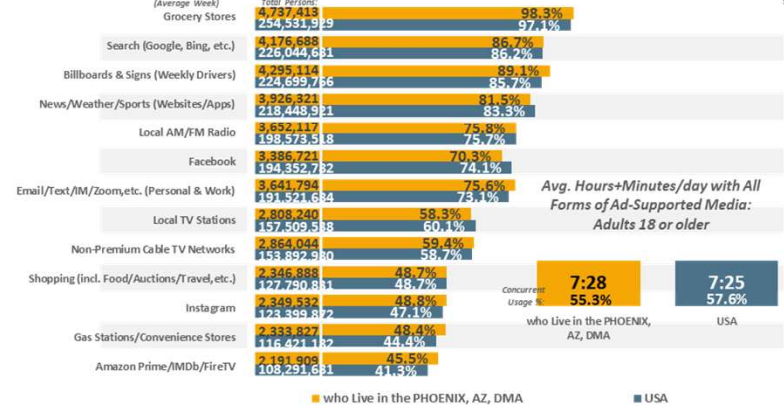


Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



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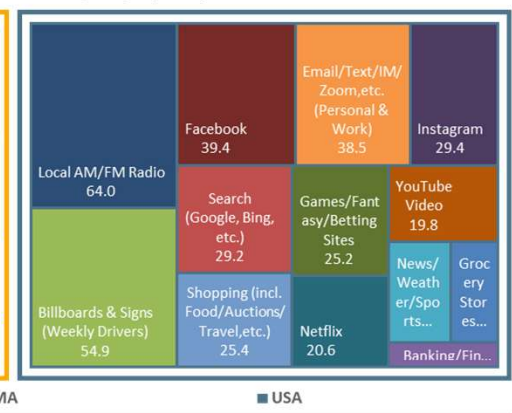
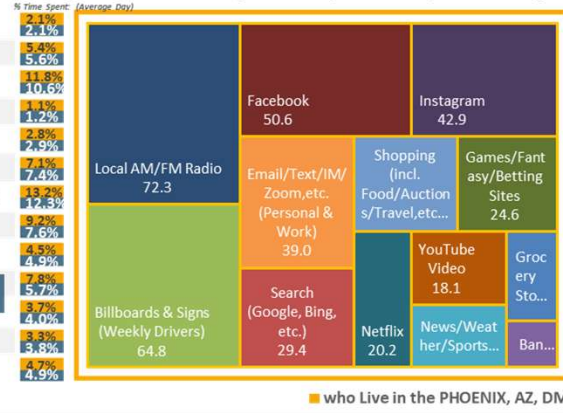
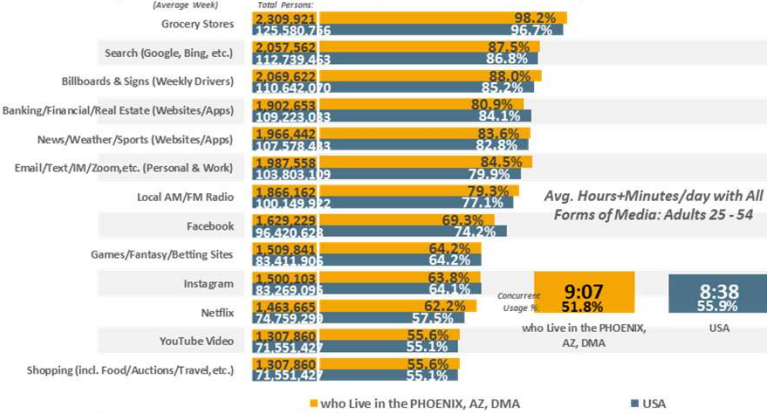




Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. (Local Radio delivers 14.2% of Time with Ad-Supported Media.)

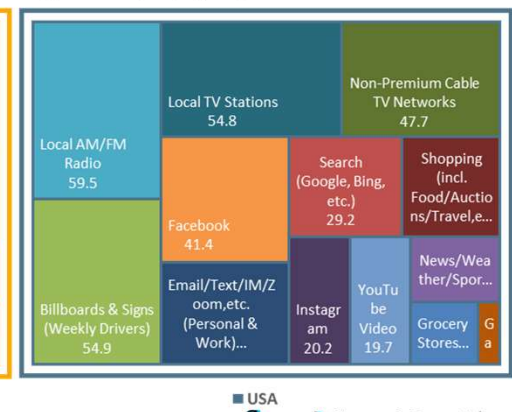
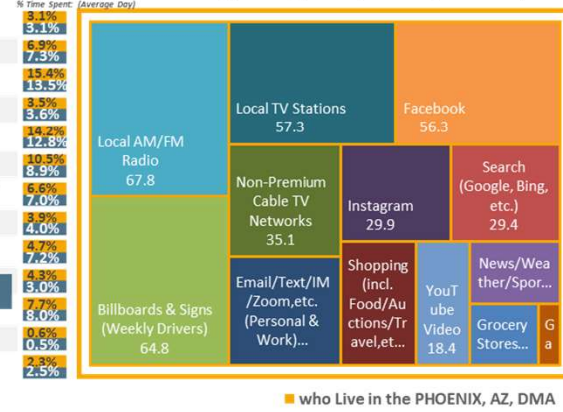
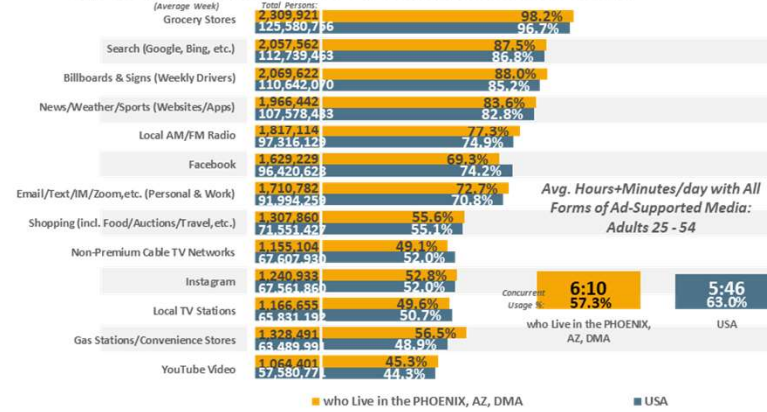
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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

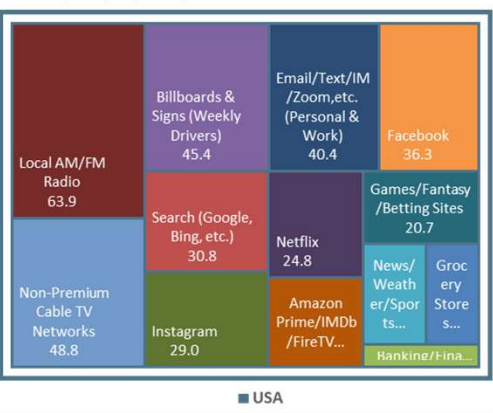
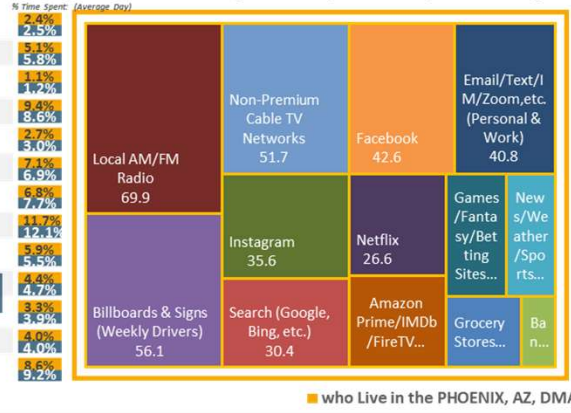
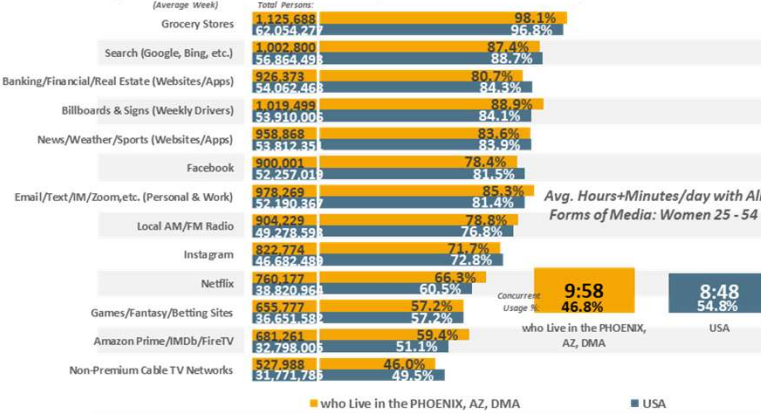




Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. (Local Radio delivers 12.9% of Time with Ad-Supported Media.)

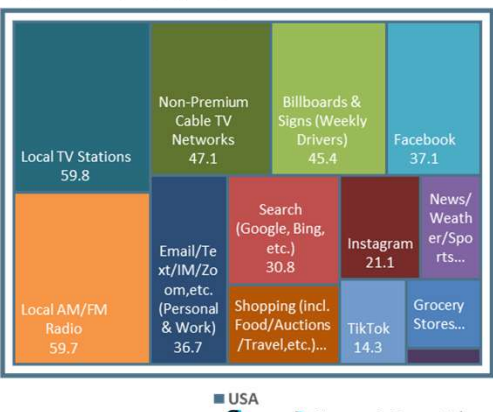
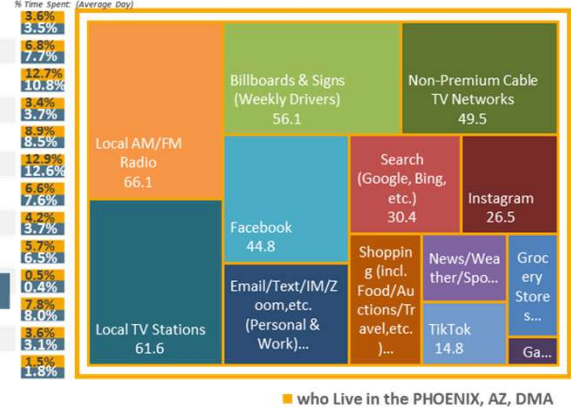
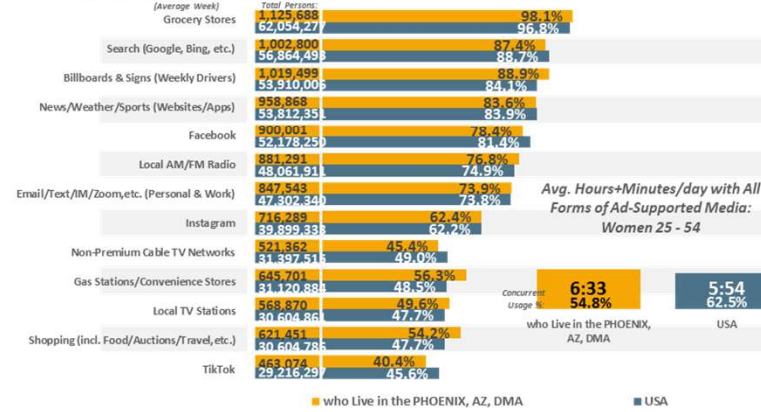
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54

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



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

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

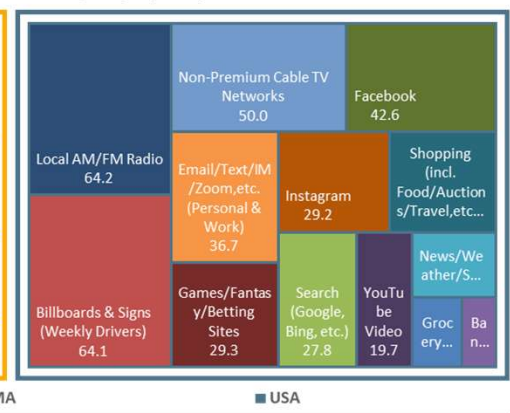
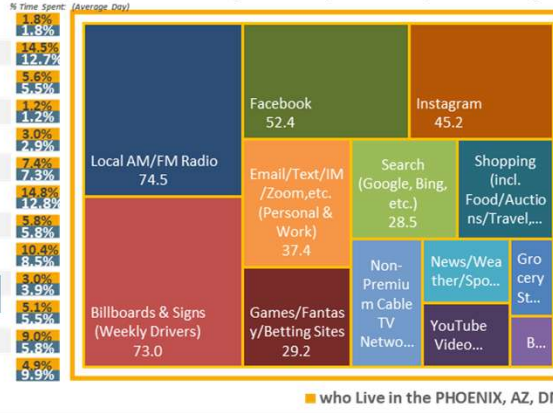
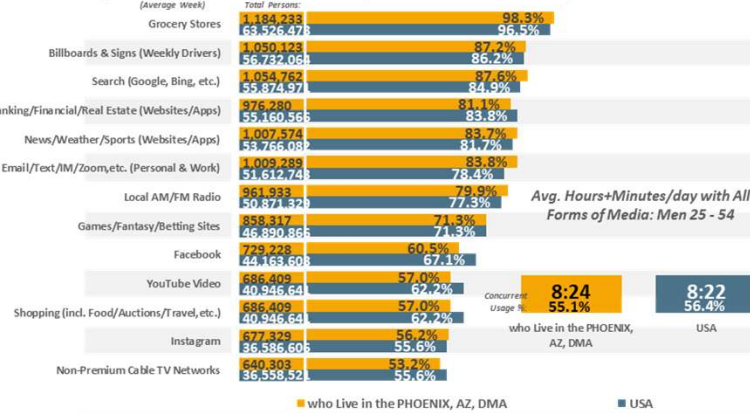




Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 5 hours and 51 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. (Local Radio delivers 15.3% of Time with Ad-Supported Media.)

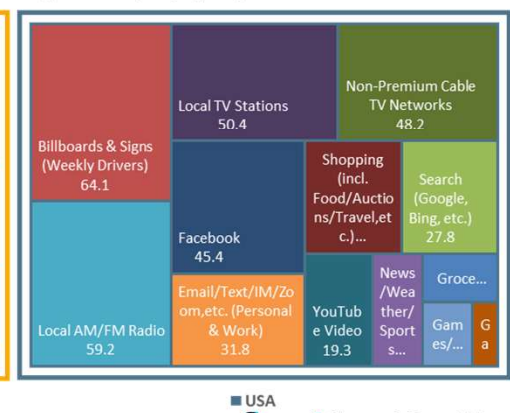
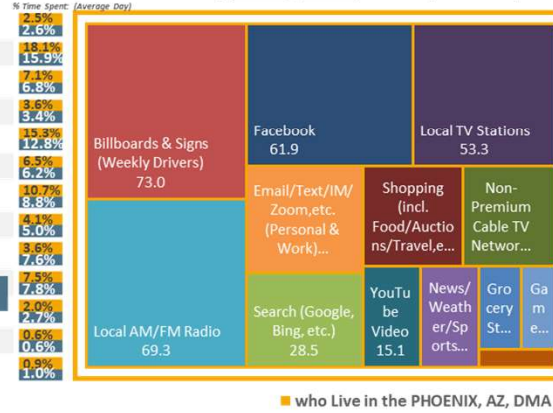
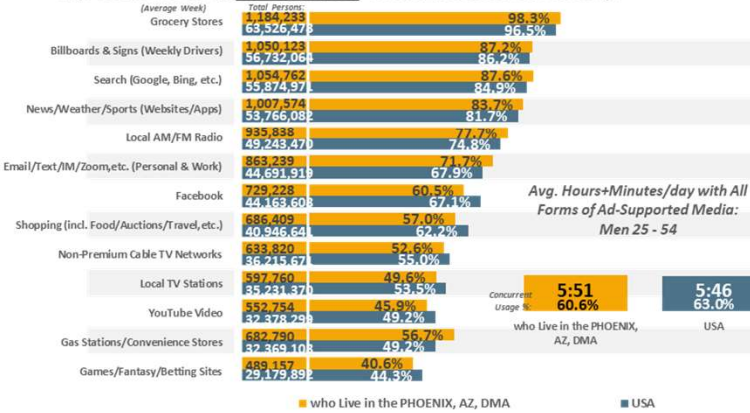
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

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



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

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

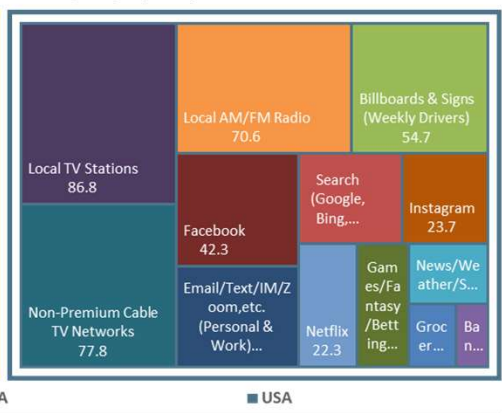
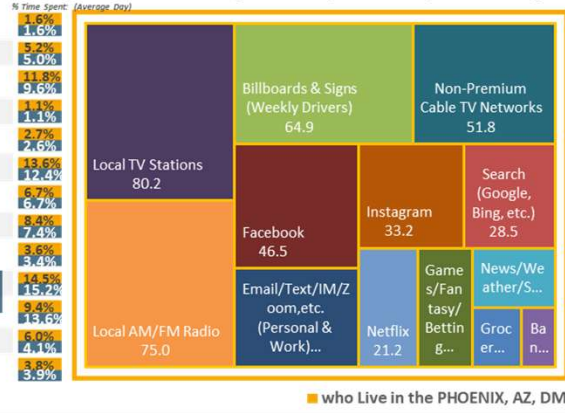
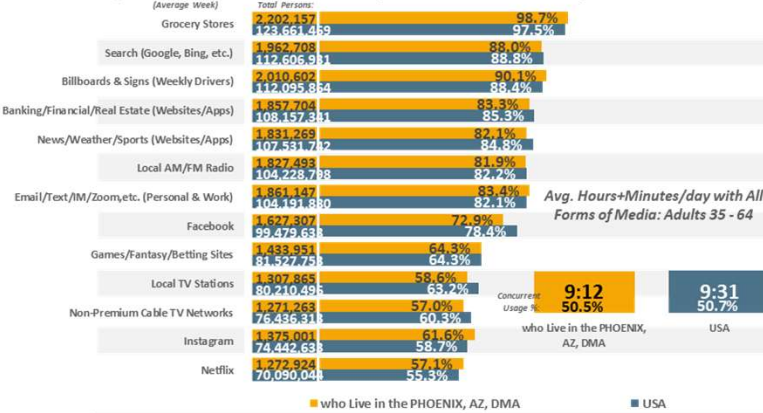




Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 70.4 minutes/day. (Local Radio delivers 14.4% of Time with Ad-Supported Media.)

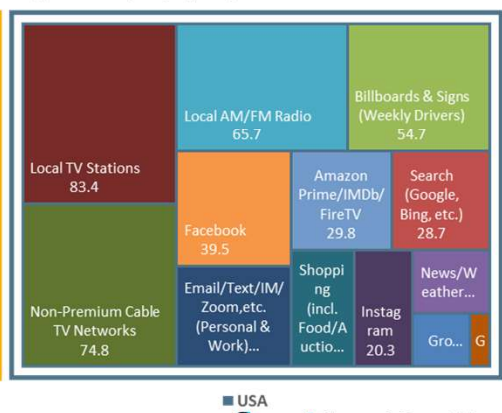
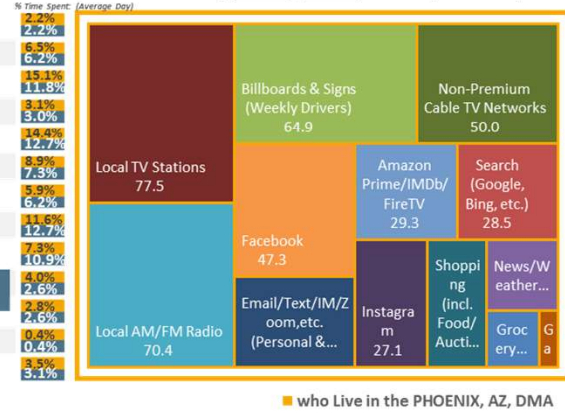
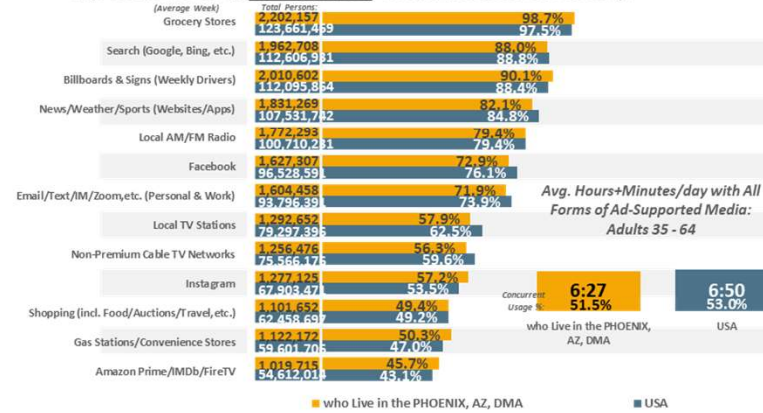
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64

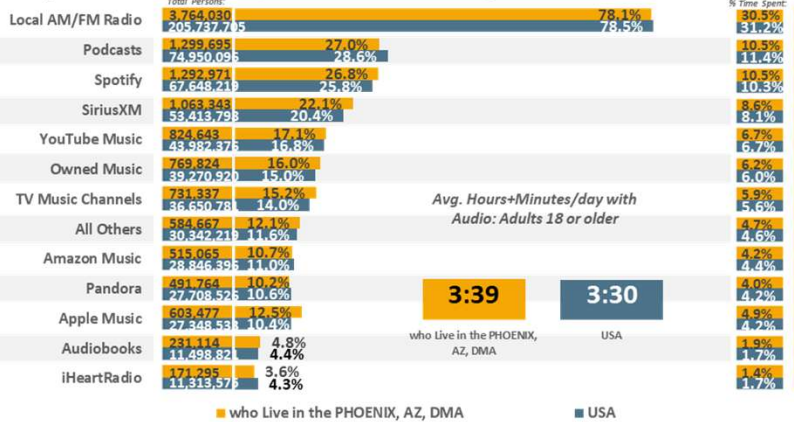
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



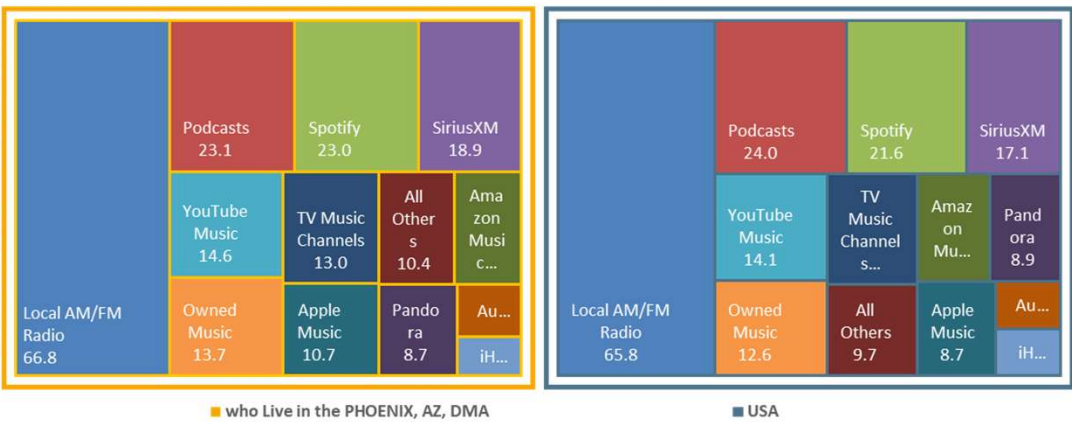


3,652,117 or 75.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

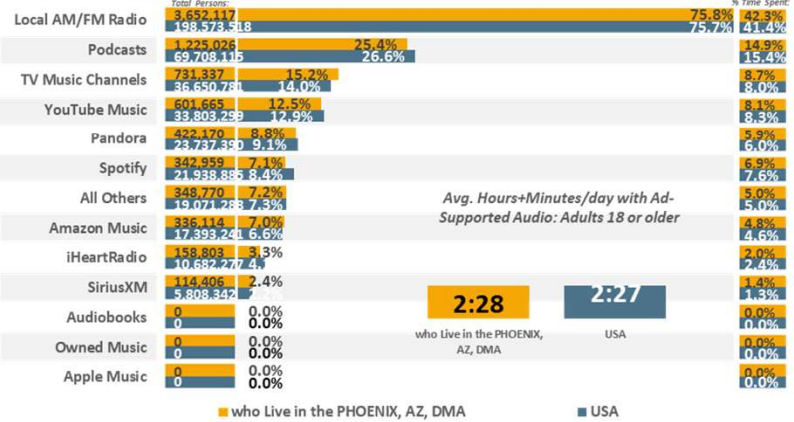
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



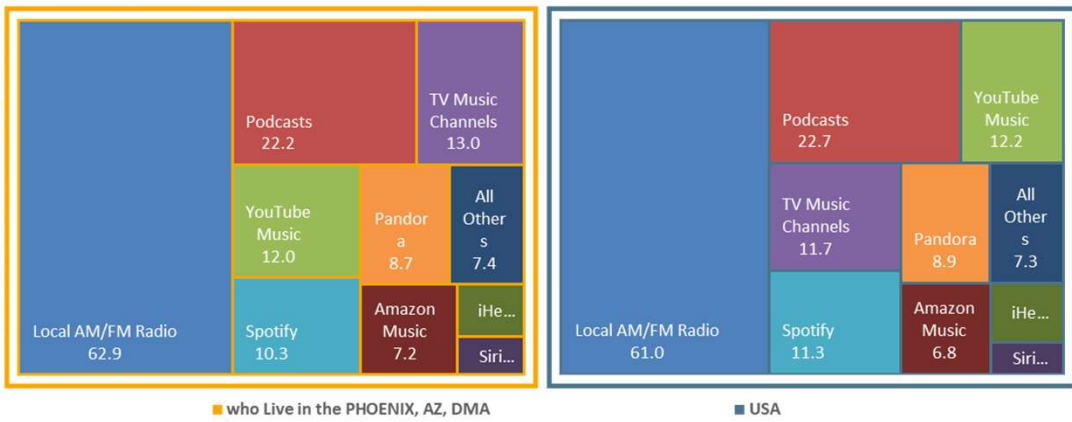
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



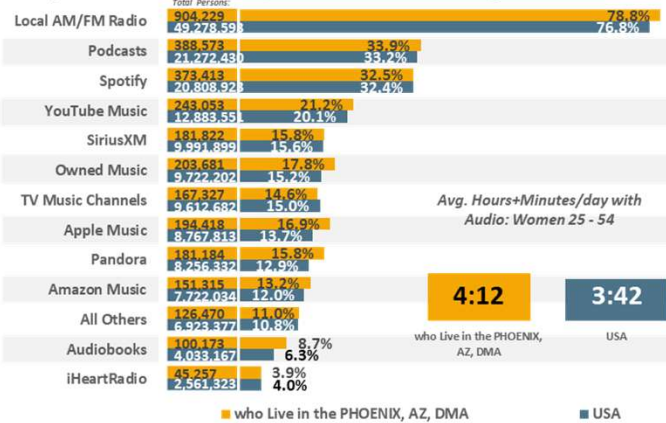
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



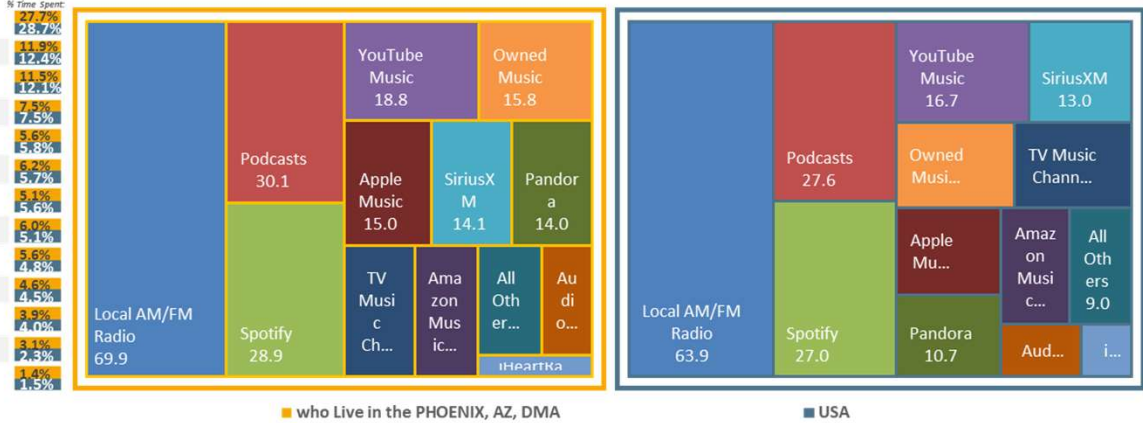


881,291 or 76.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

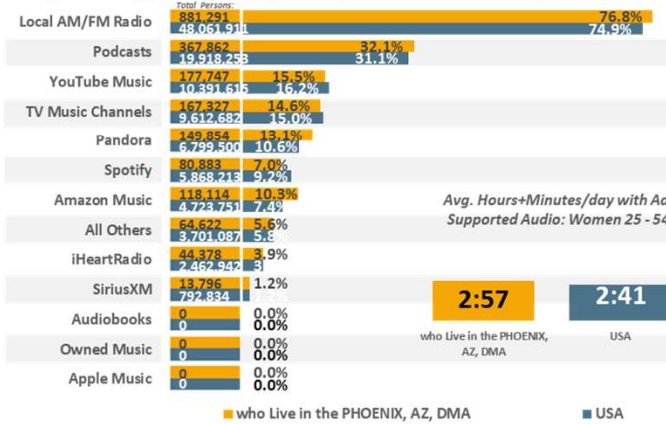
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



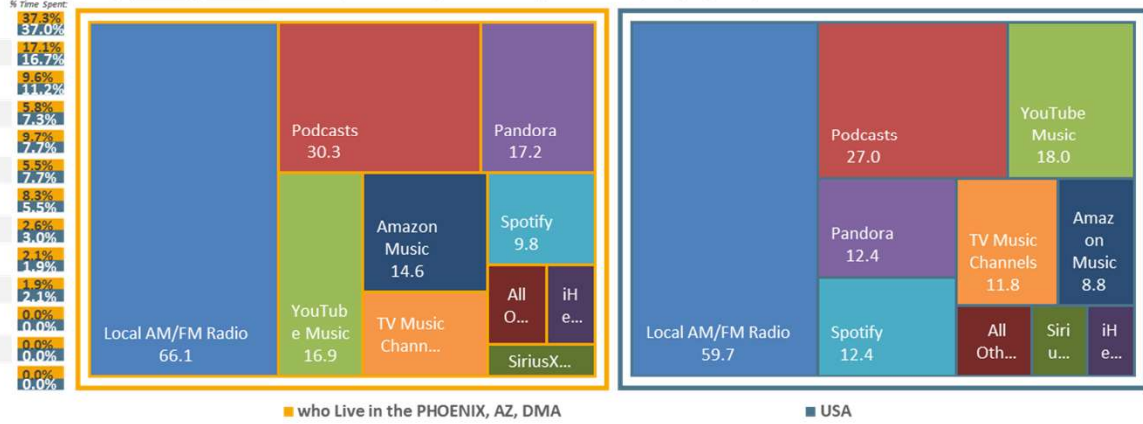
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



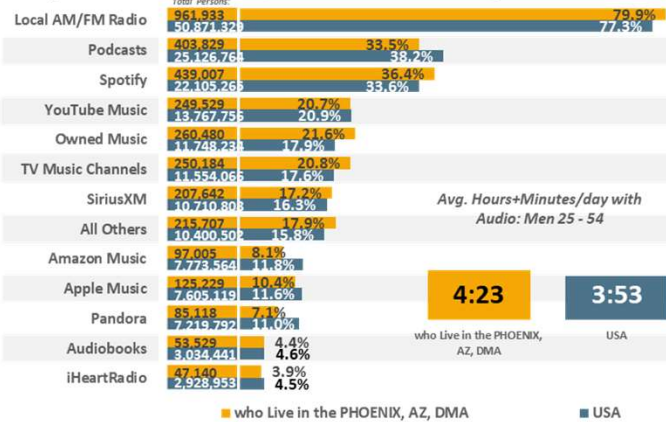
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



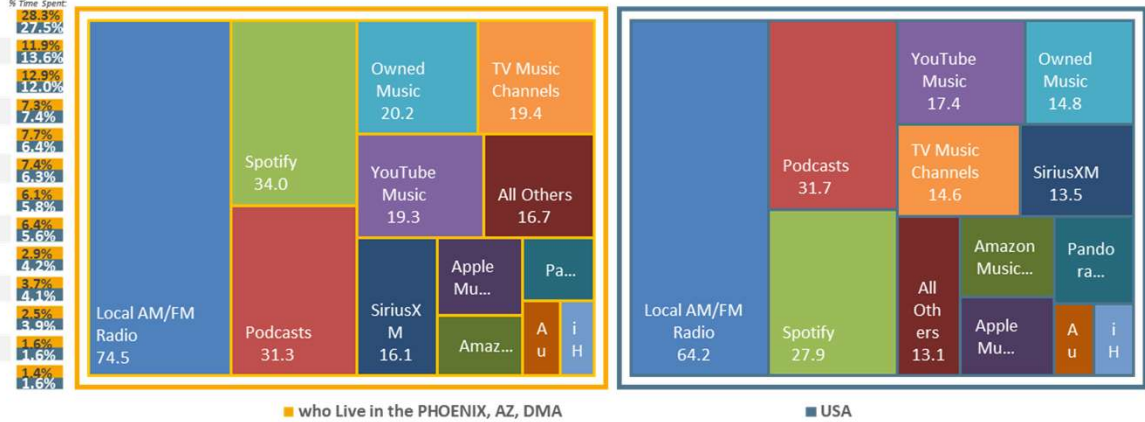


935,838 or 77.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

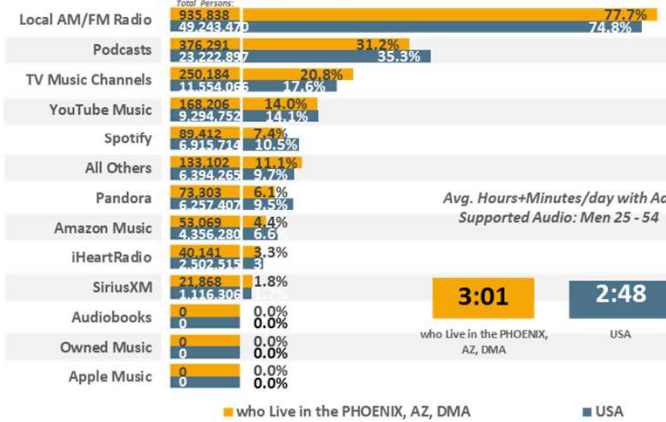
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



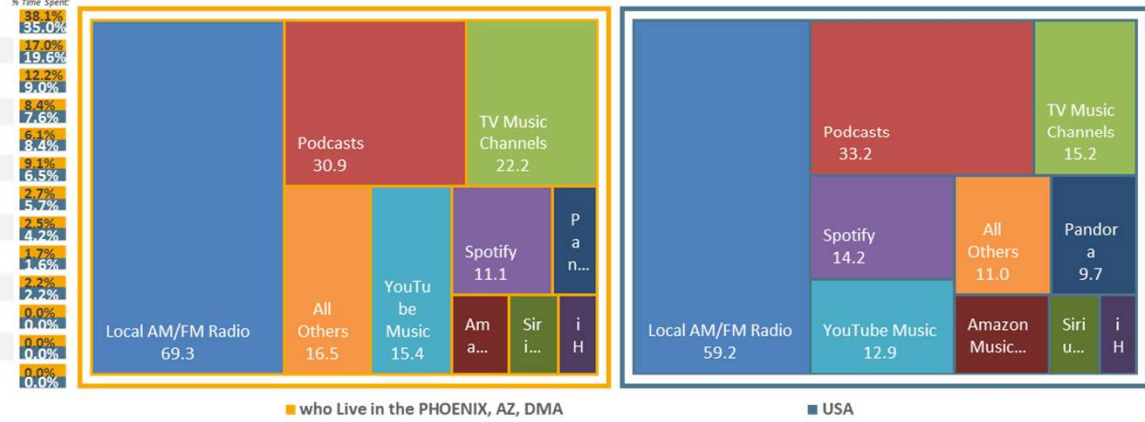
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



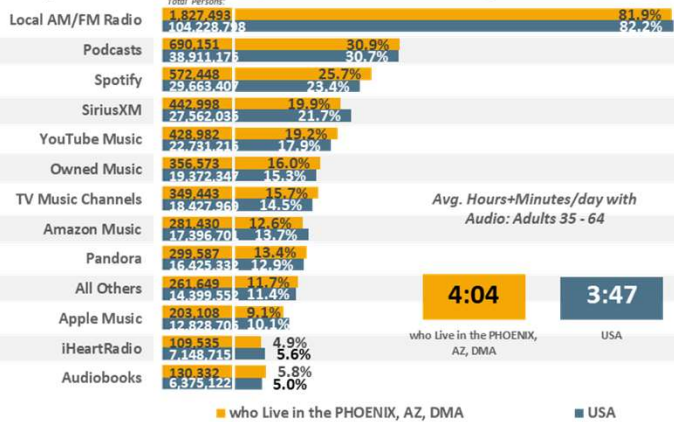
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



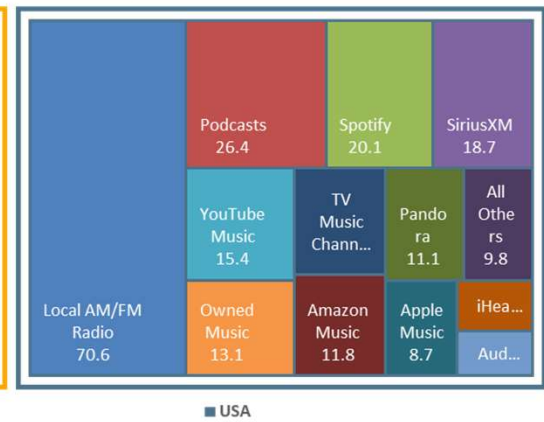
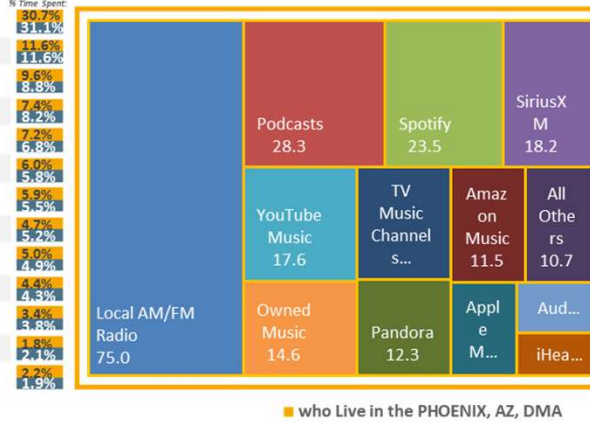


1,772,293 or 79.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

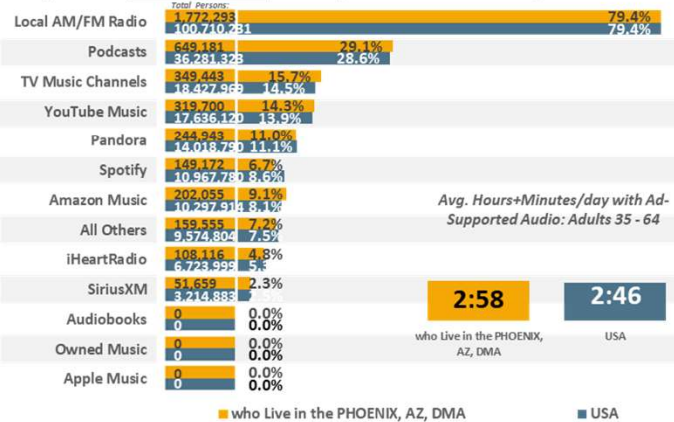
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



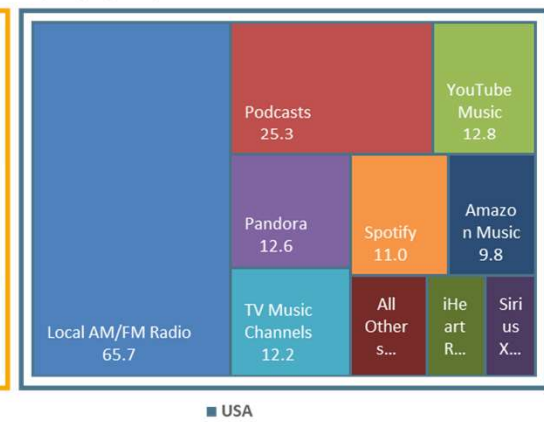
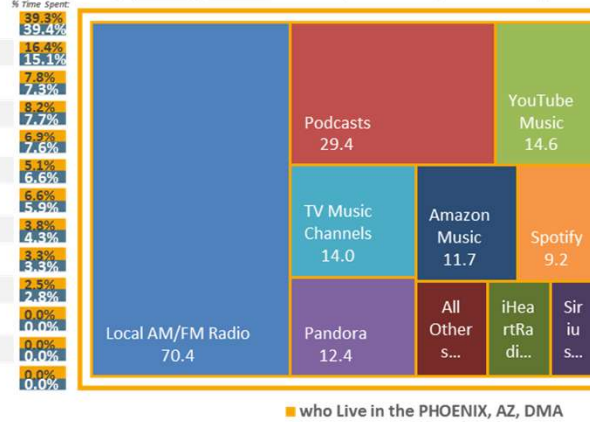
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64

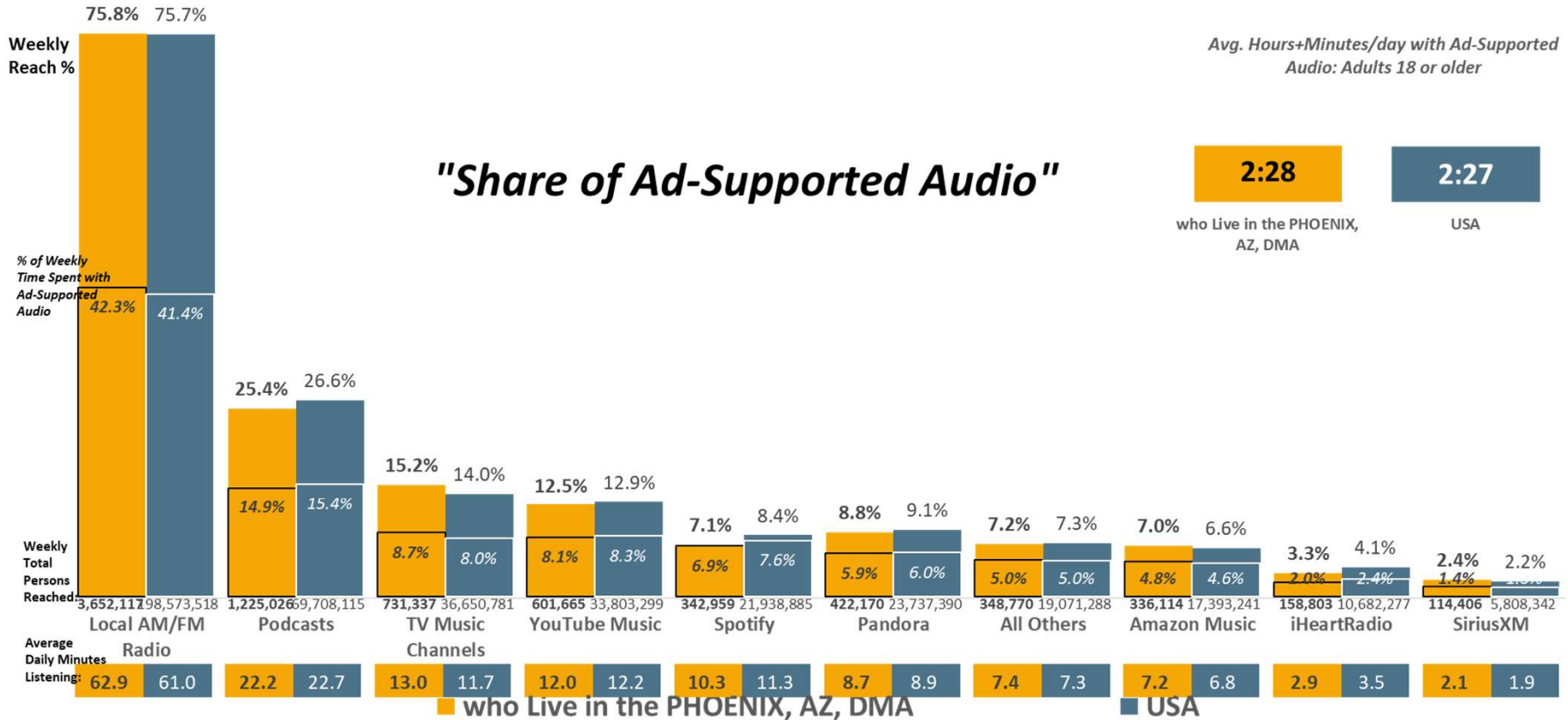


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



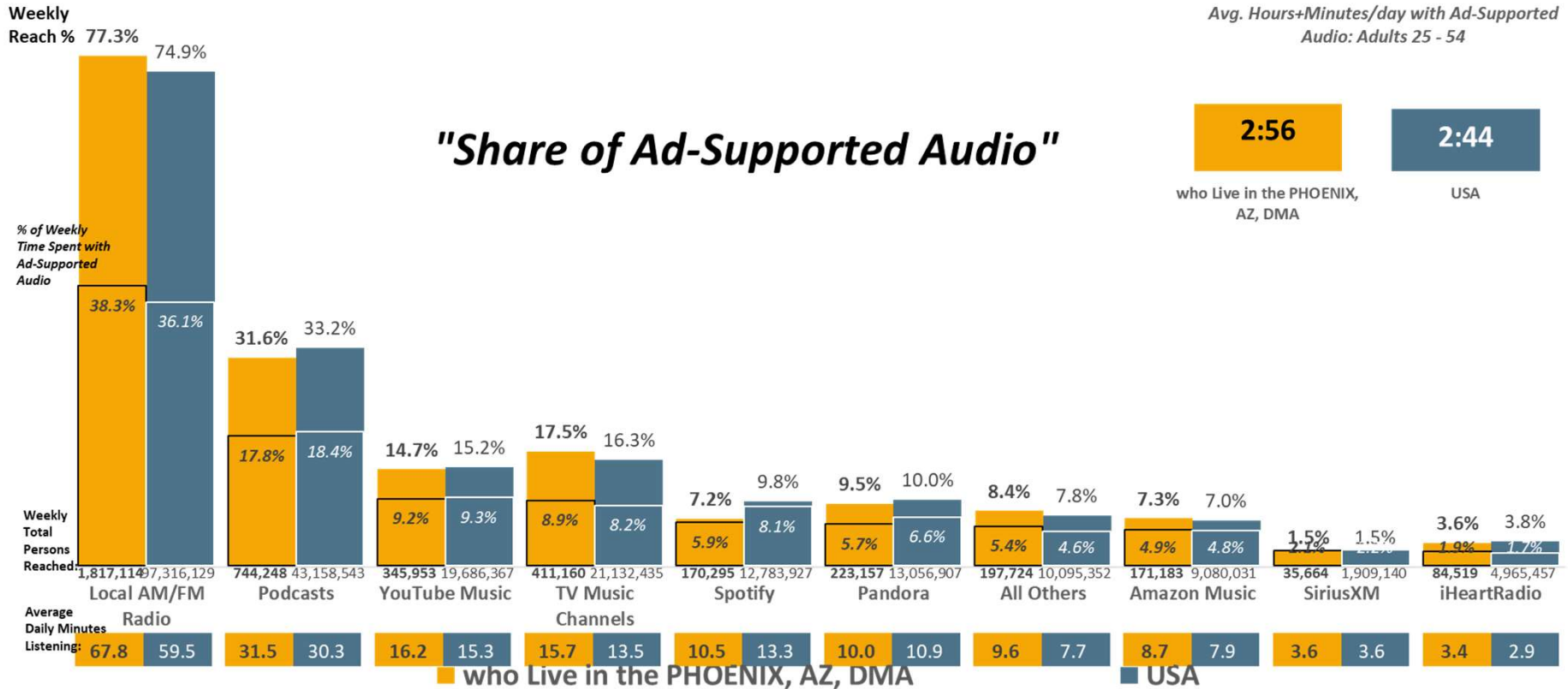


3,652,117 or 75.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



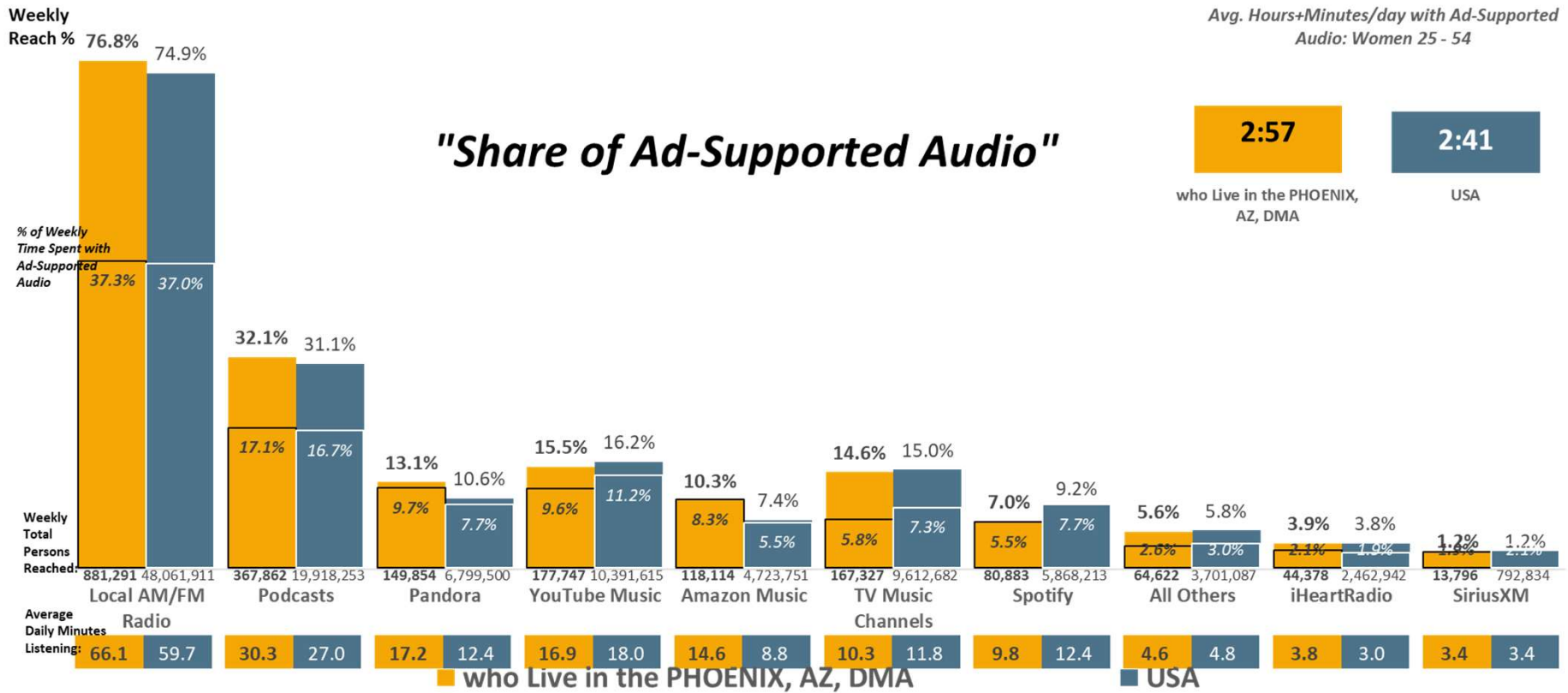


1,817,114 or 77.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



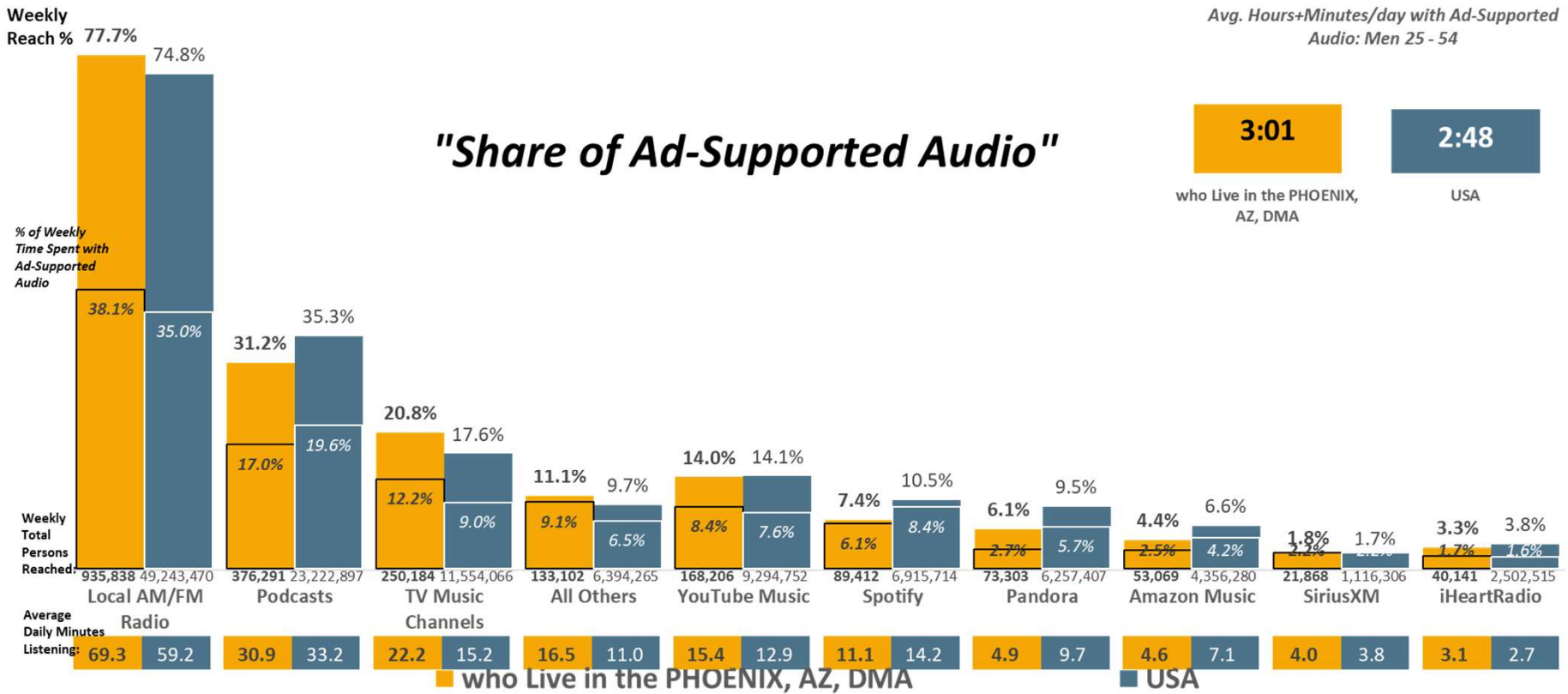


881,291 or 76.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



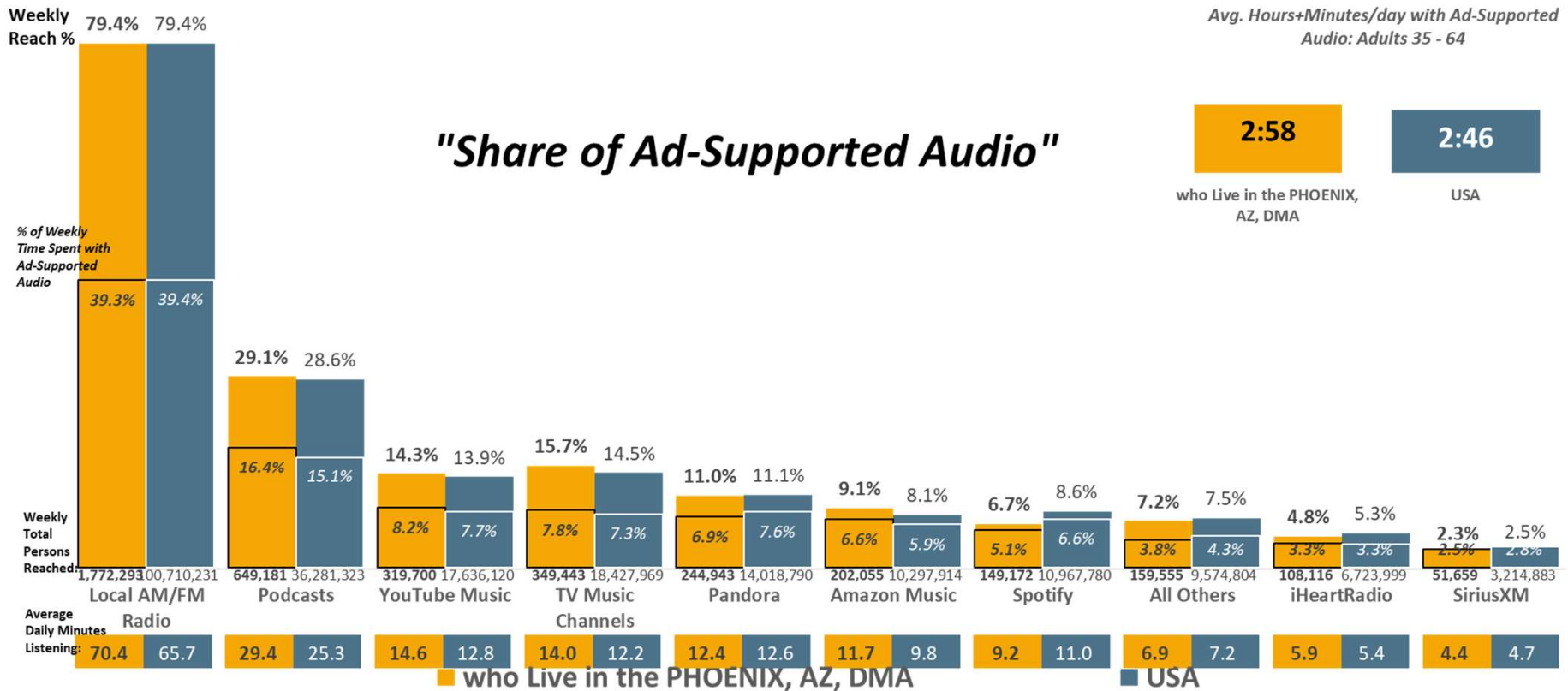


935,838 or 77.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.





1,772,293 or 79.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



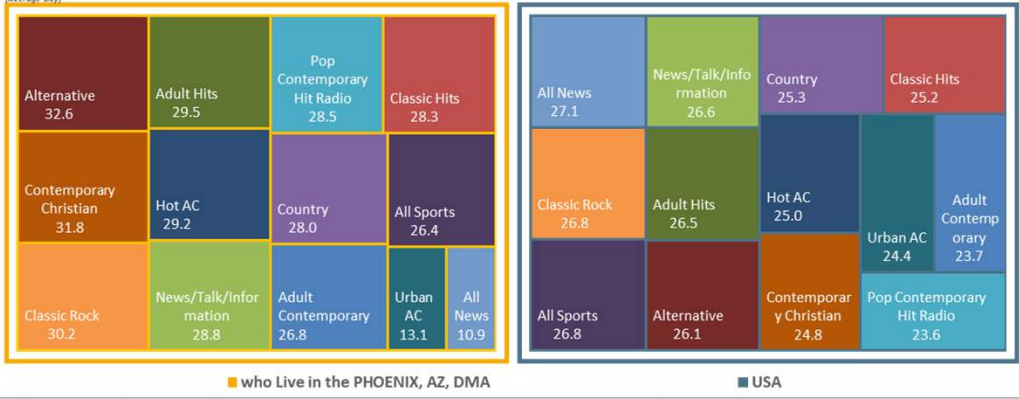


3,652,117 or 75.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Hot AC.

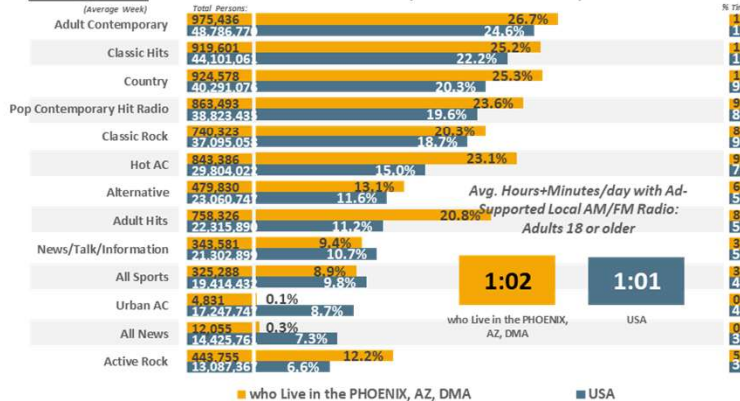
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



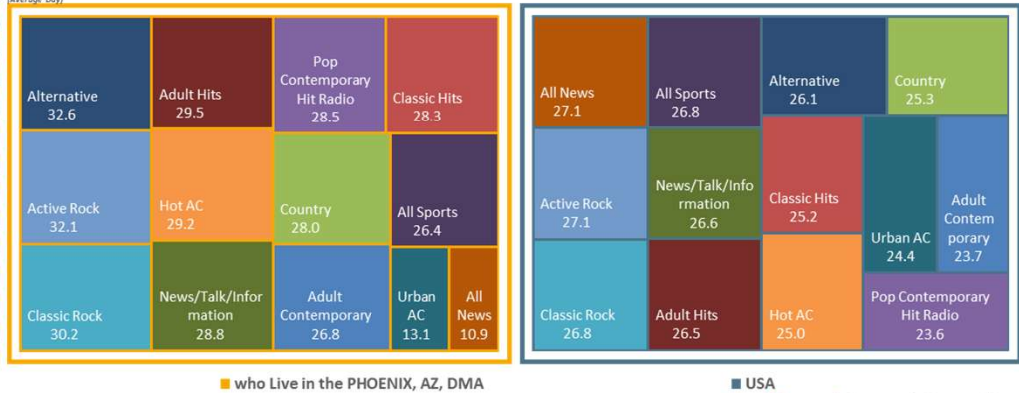
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



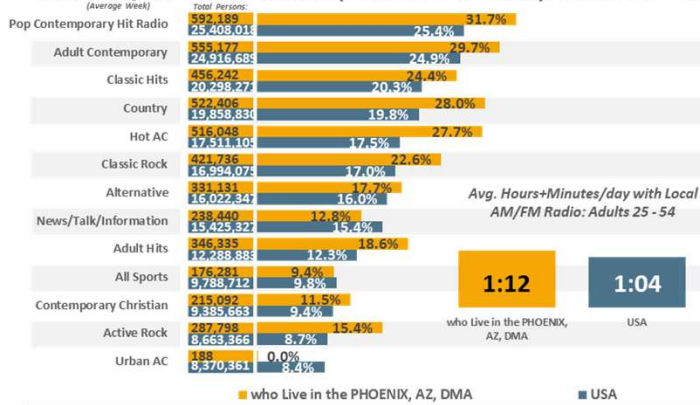
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



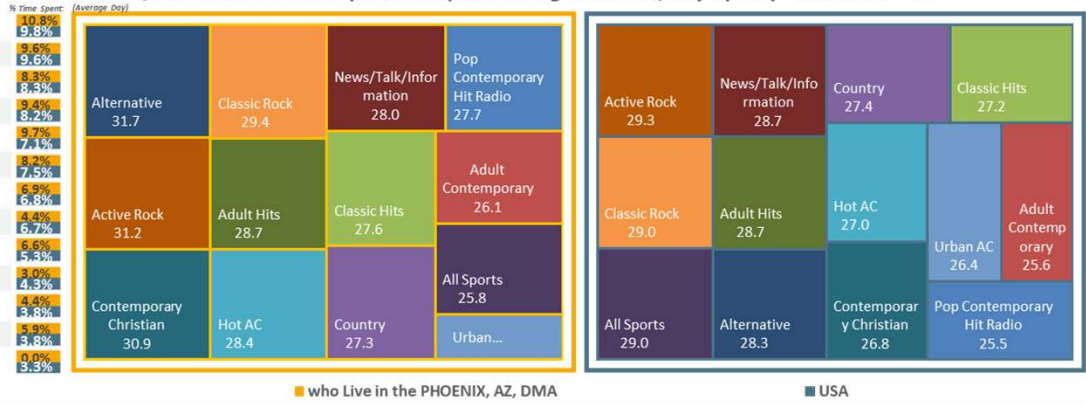


1,817,114 or 77.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Hot AC, and Classic Hits.

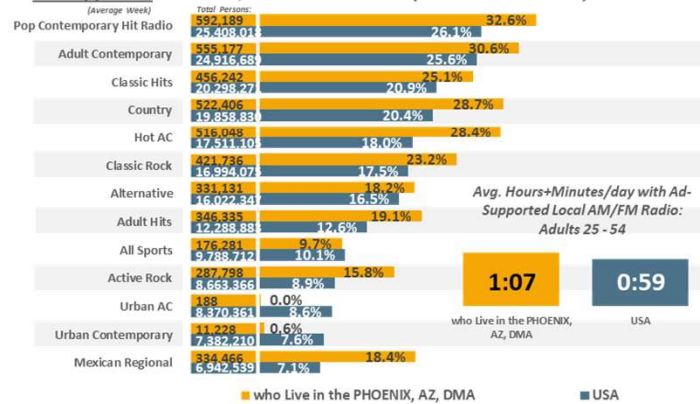
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



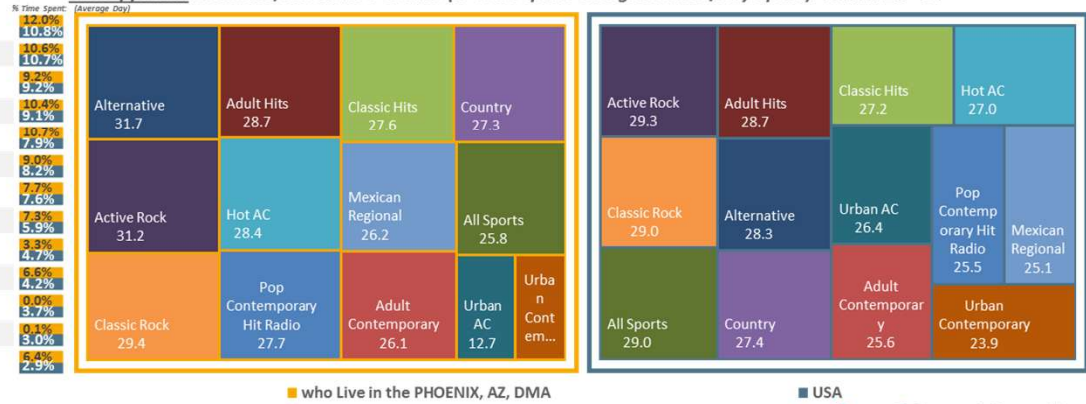
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



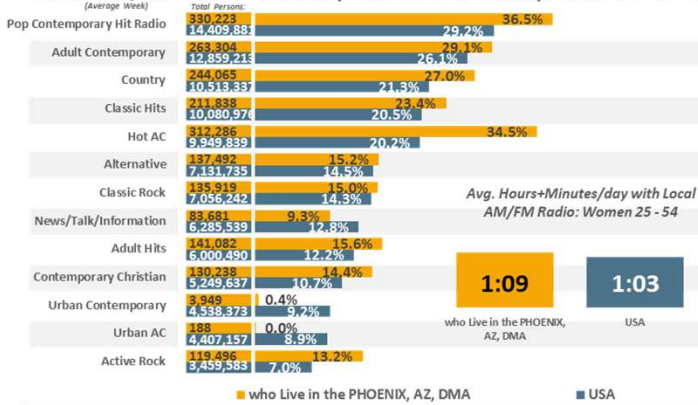
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

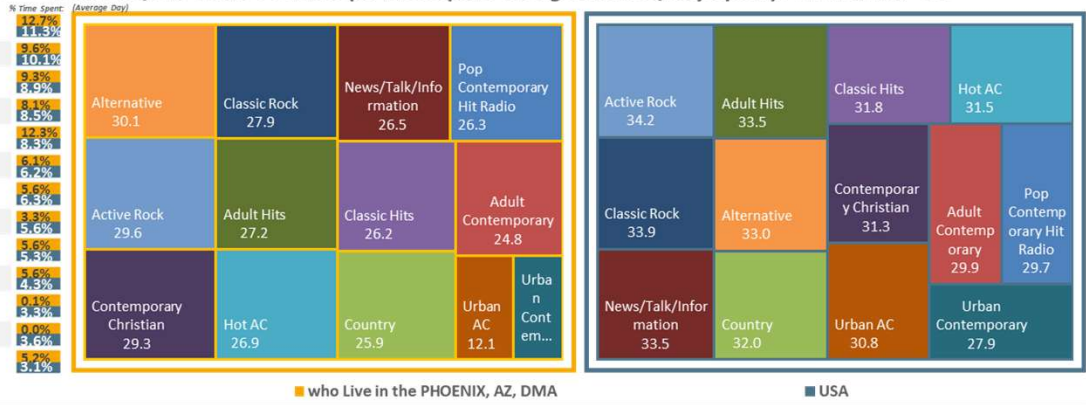


881,291 or 76.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Country, and Classic Hits.

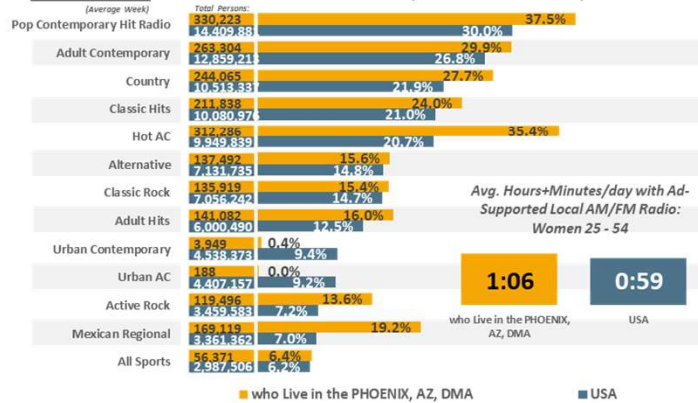
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



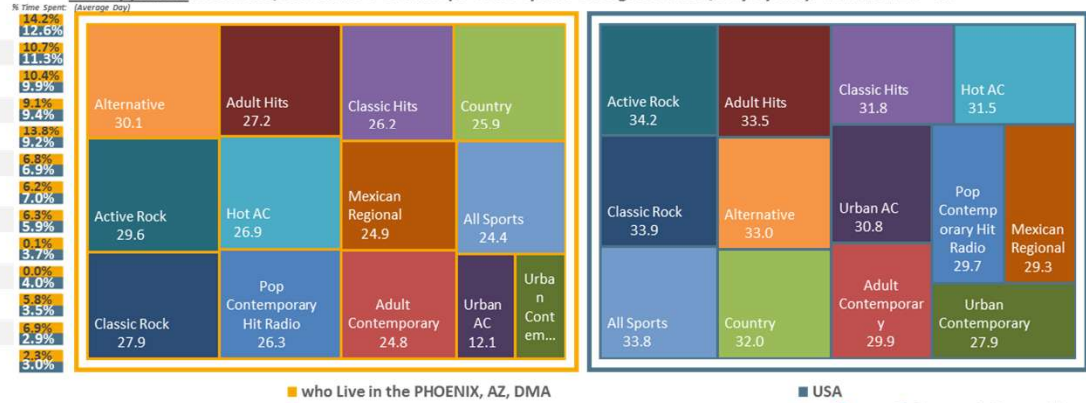
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



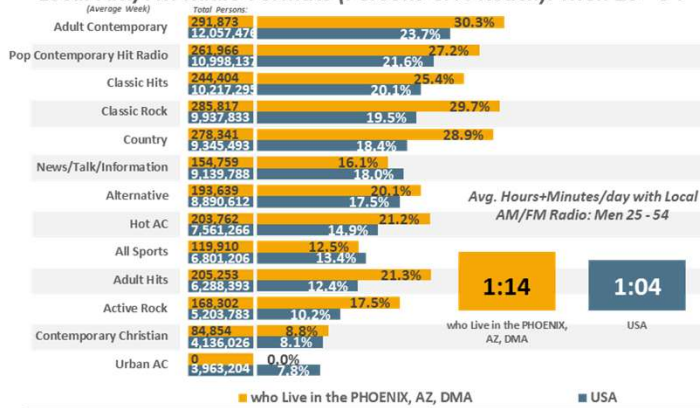
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



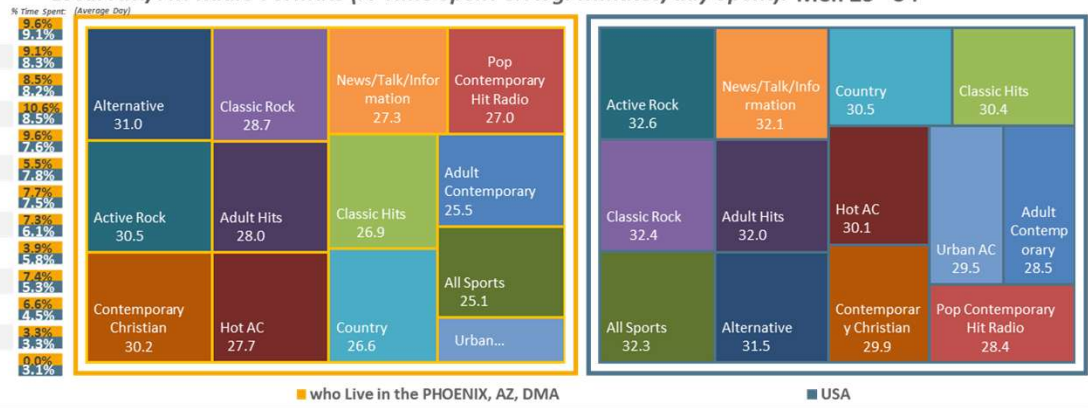


935,838 or 77.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Pop Contemporary Hit Radio, and Classic Hits.

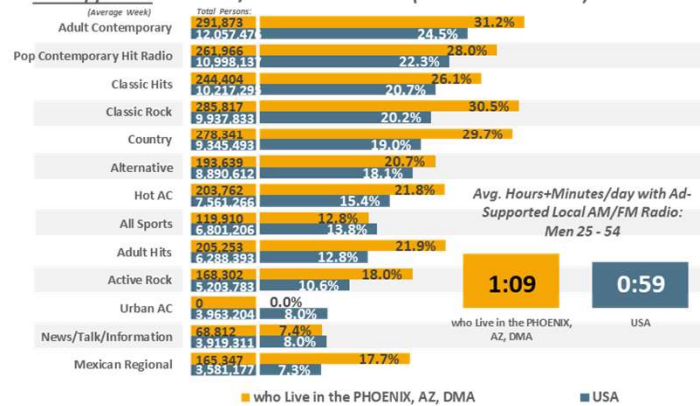
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



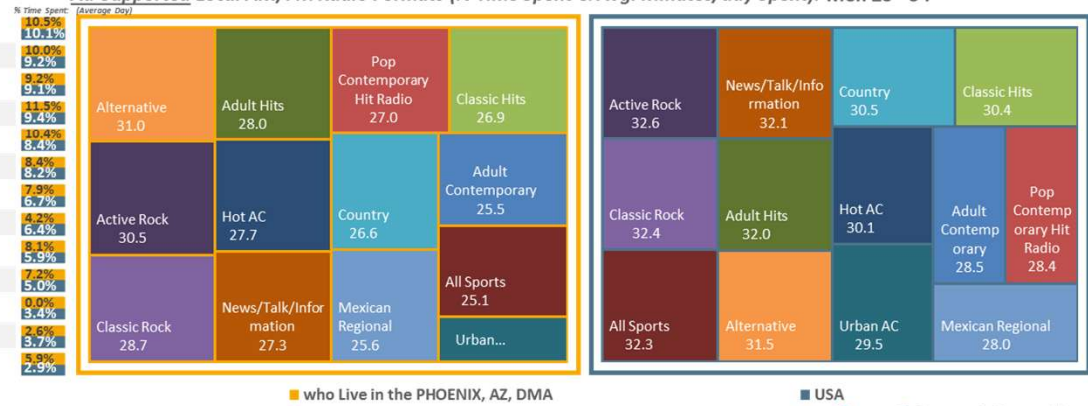
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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

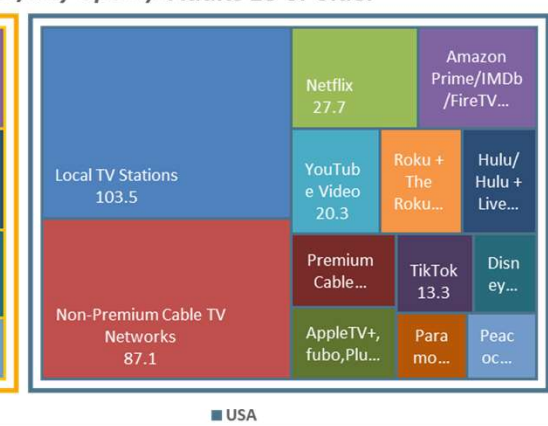
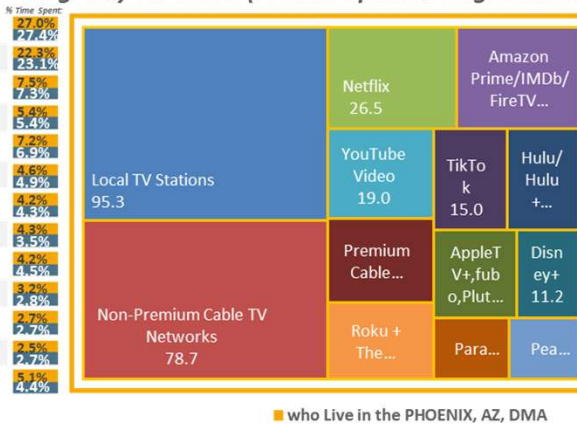
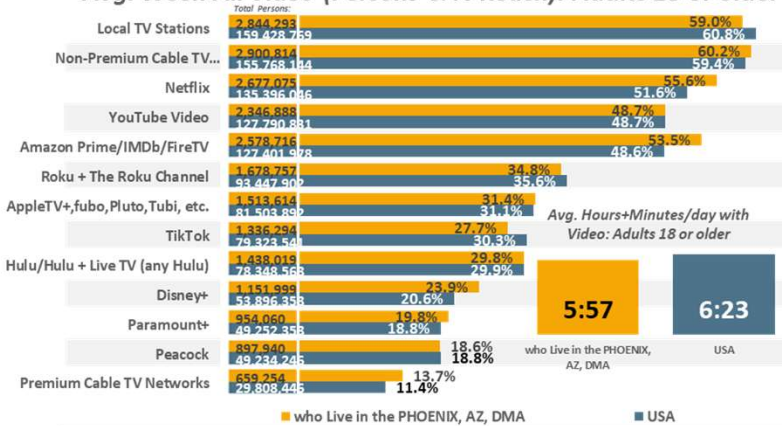




2,808,240 or 58.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

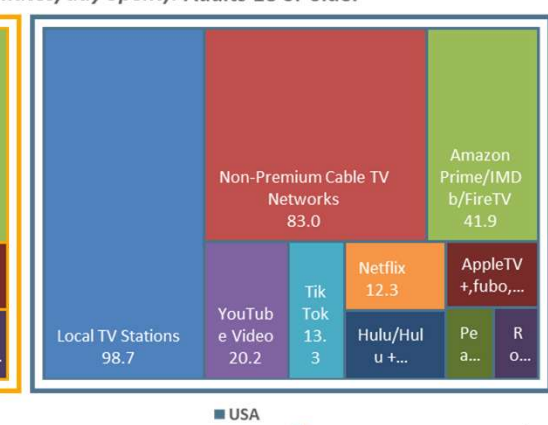
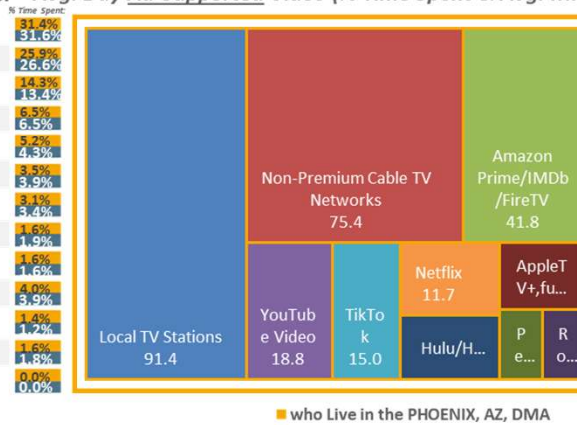
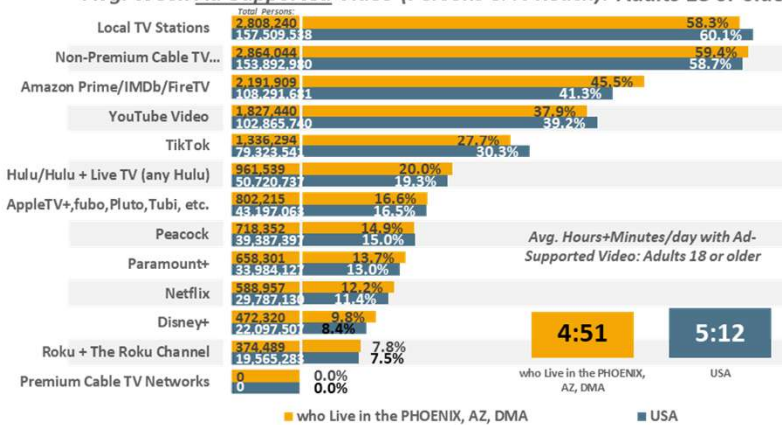
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

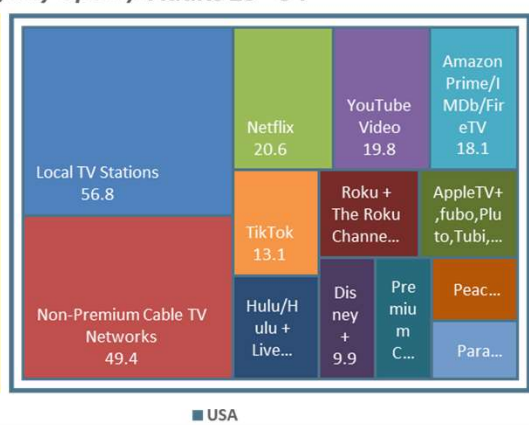
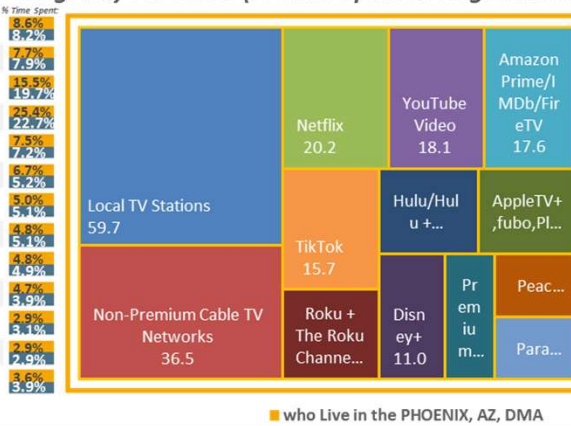
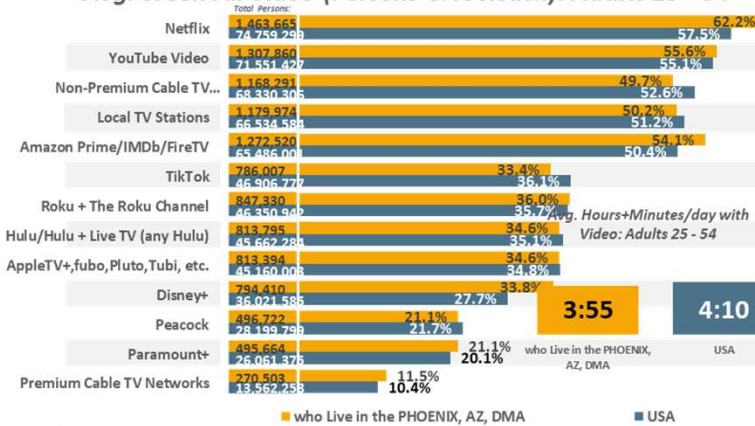




1,166,655 or 49.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 57.3 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

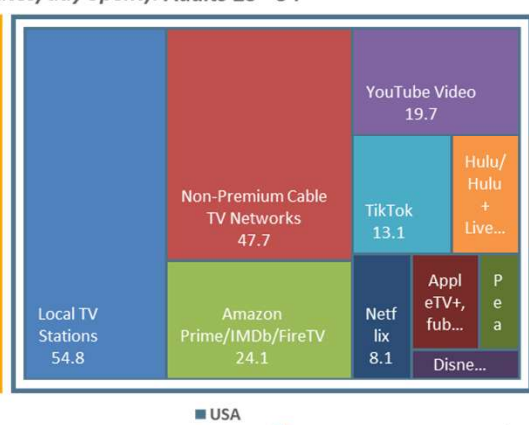
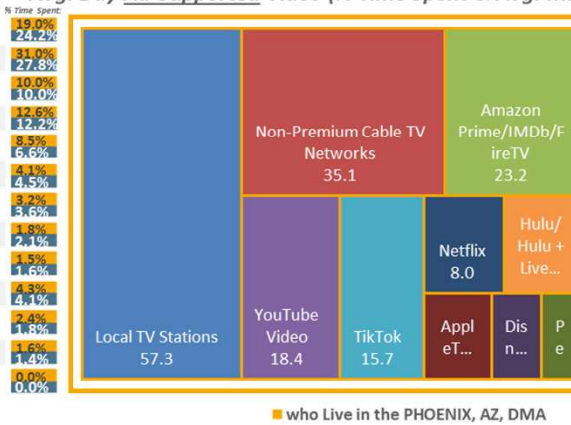
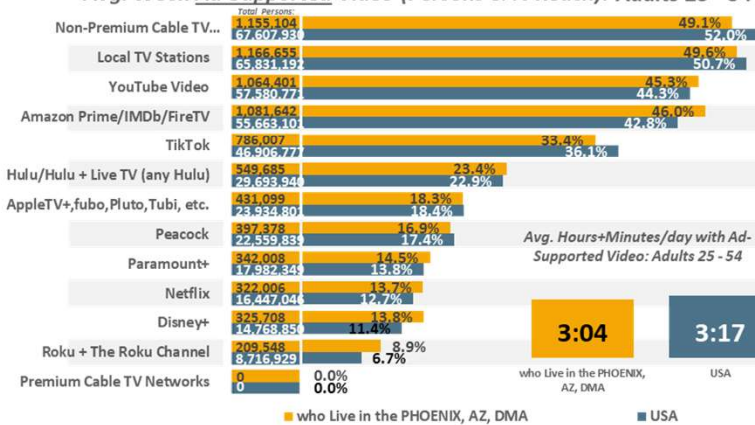
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

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



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

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

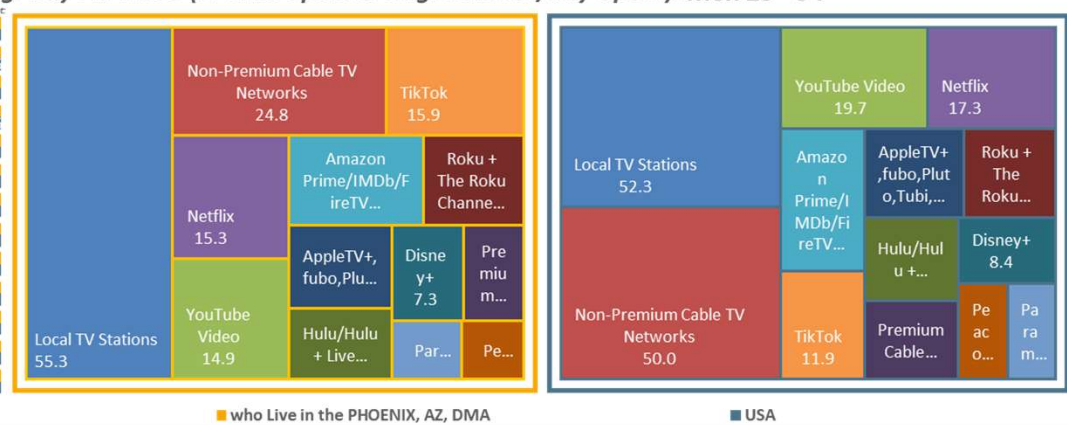
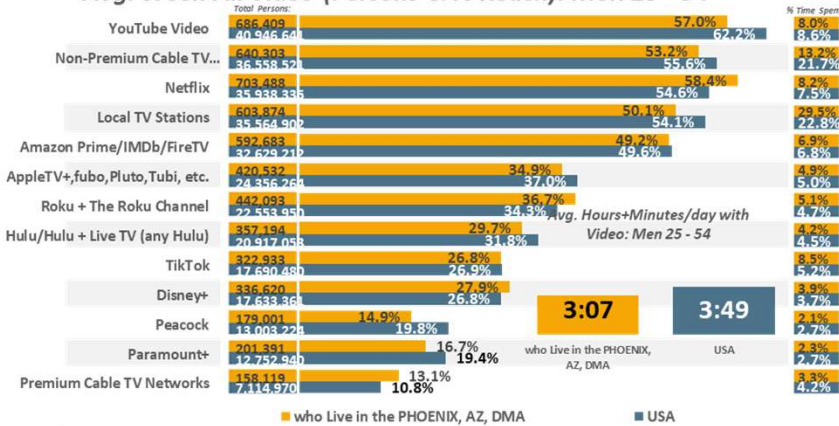




597,760 or 49.6% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 53.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

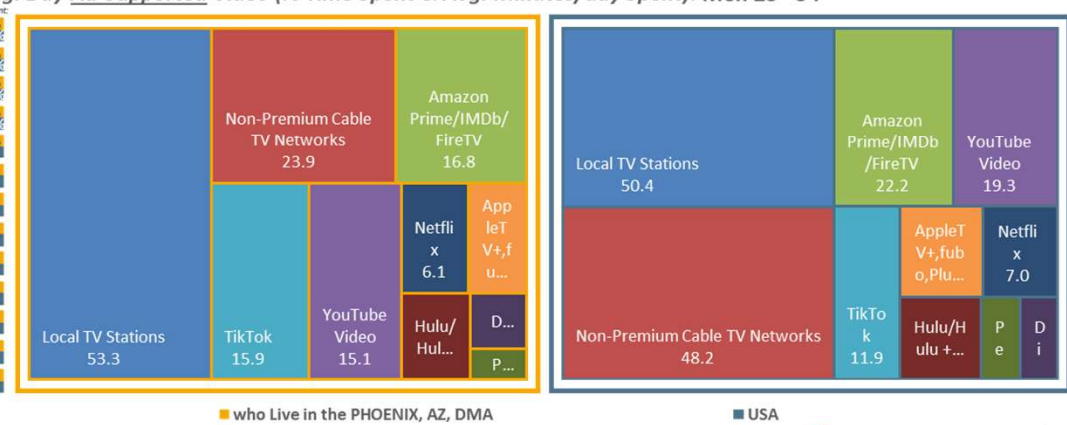
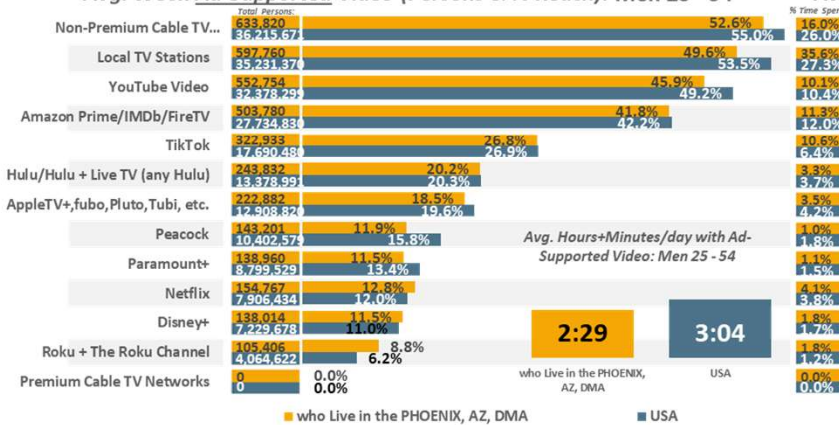
Avg. Week All Video (Persons & % Reach): Men 25 - 54

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



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

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

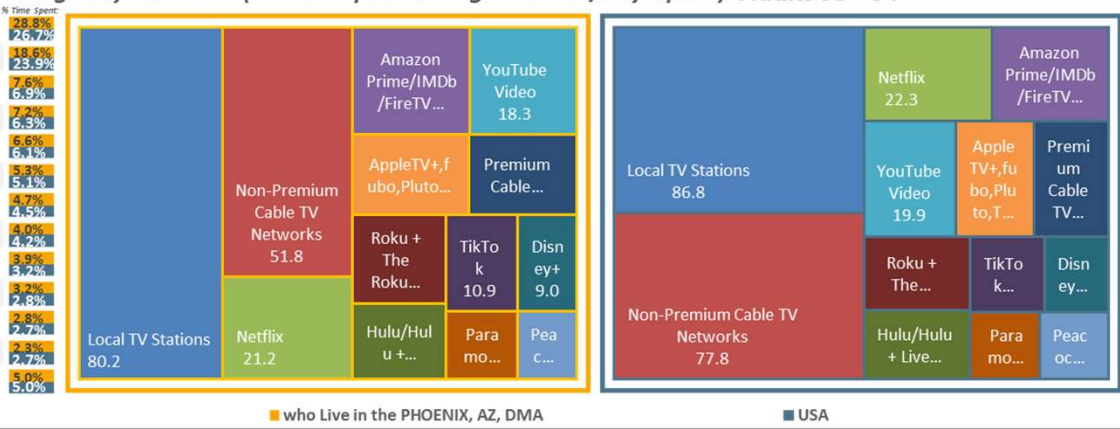
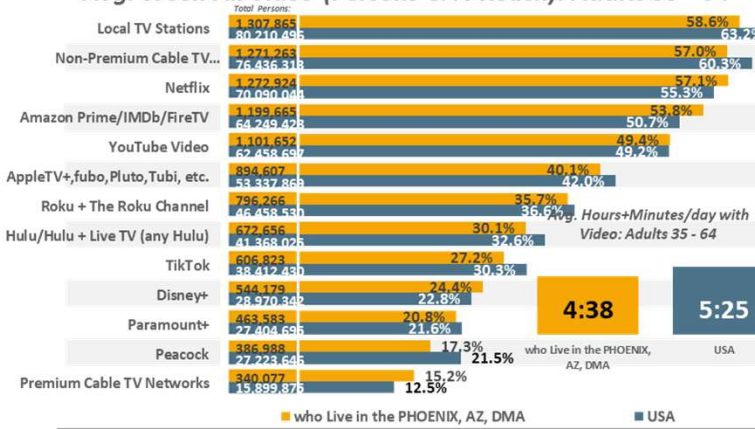




1,292,652 or 57.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

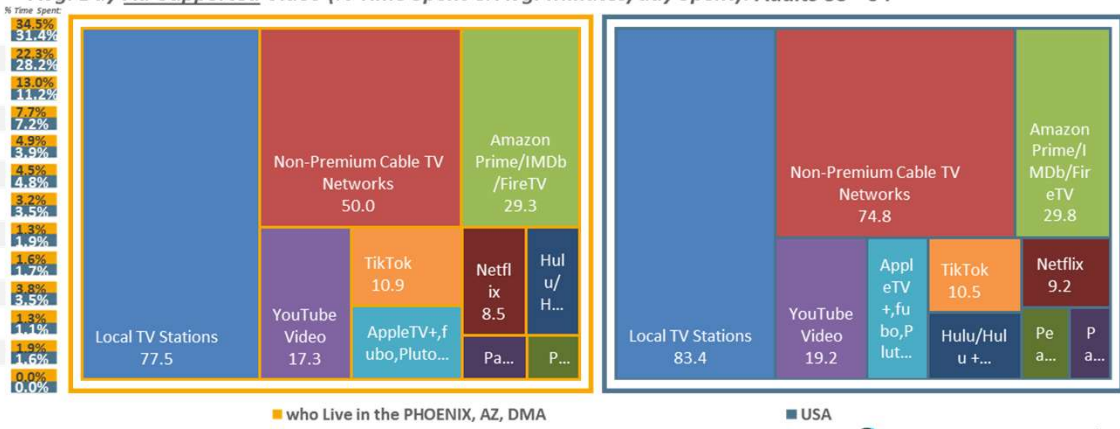
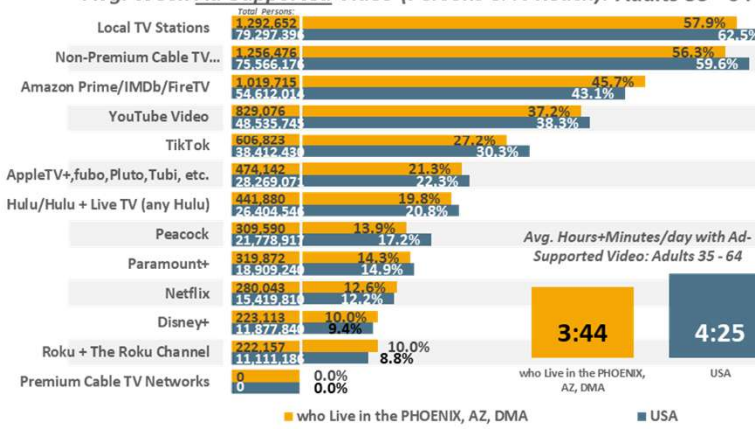
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



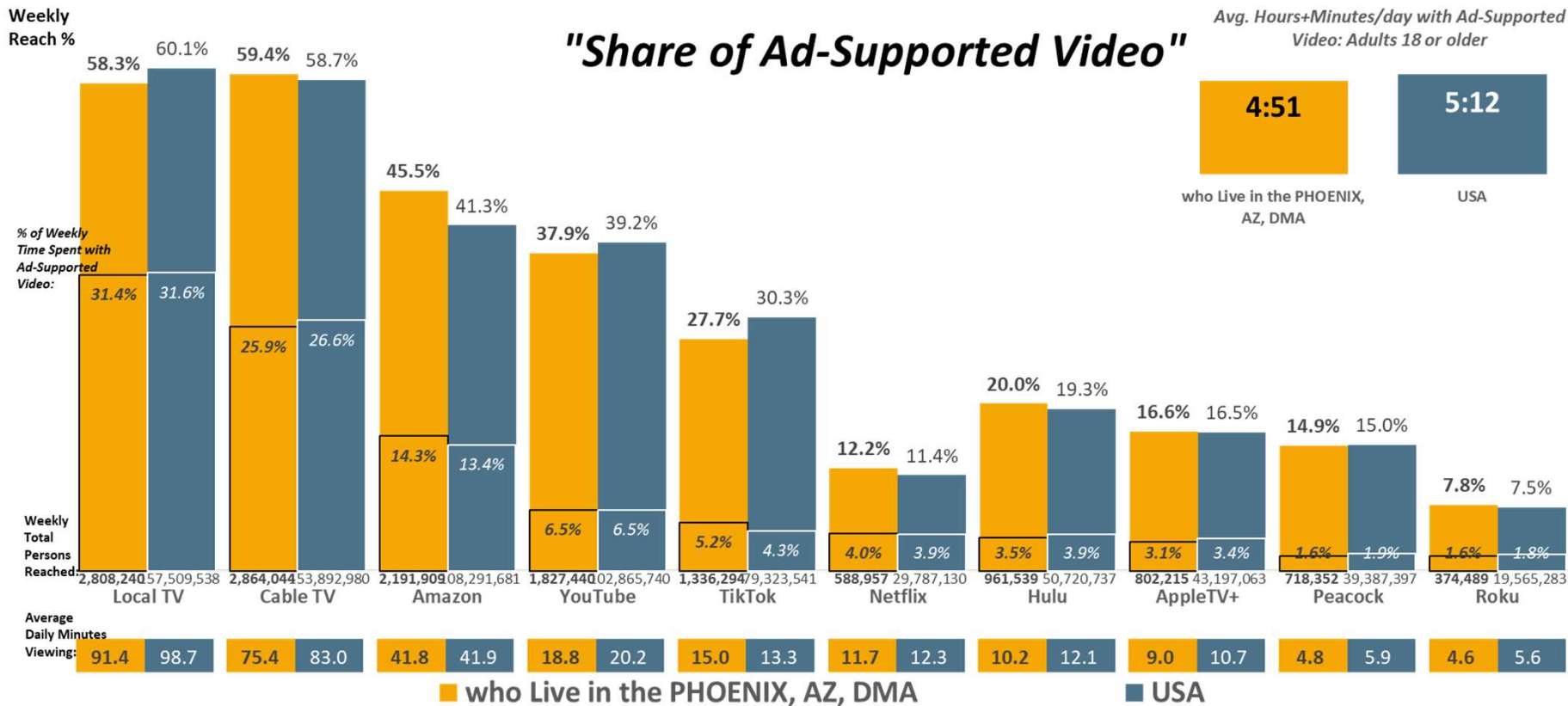
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



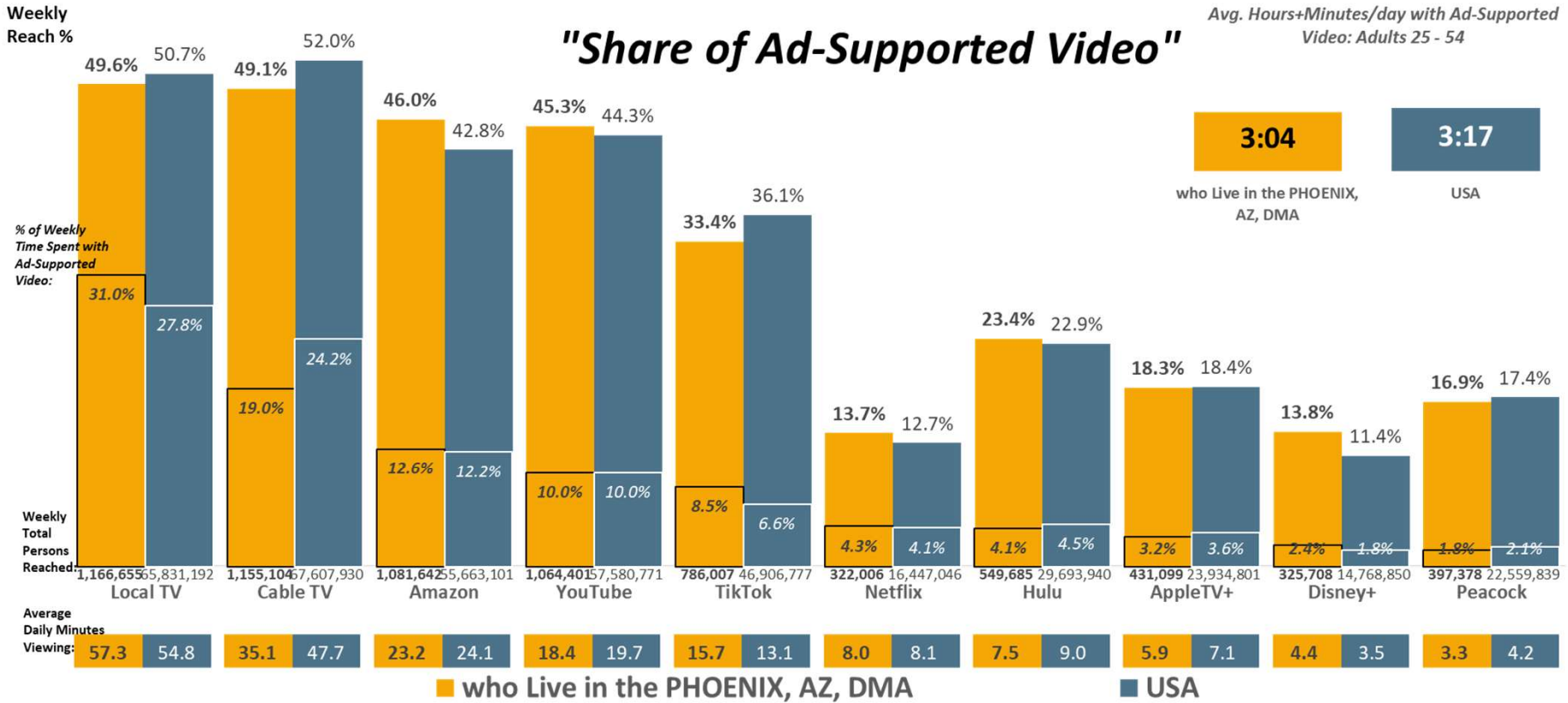


2,808,240 or 58.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.





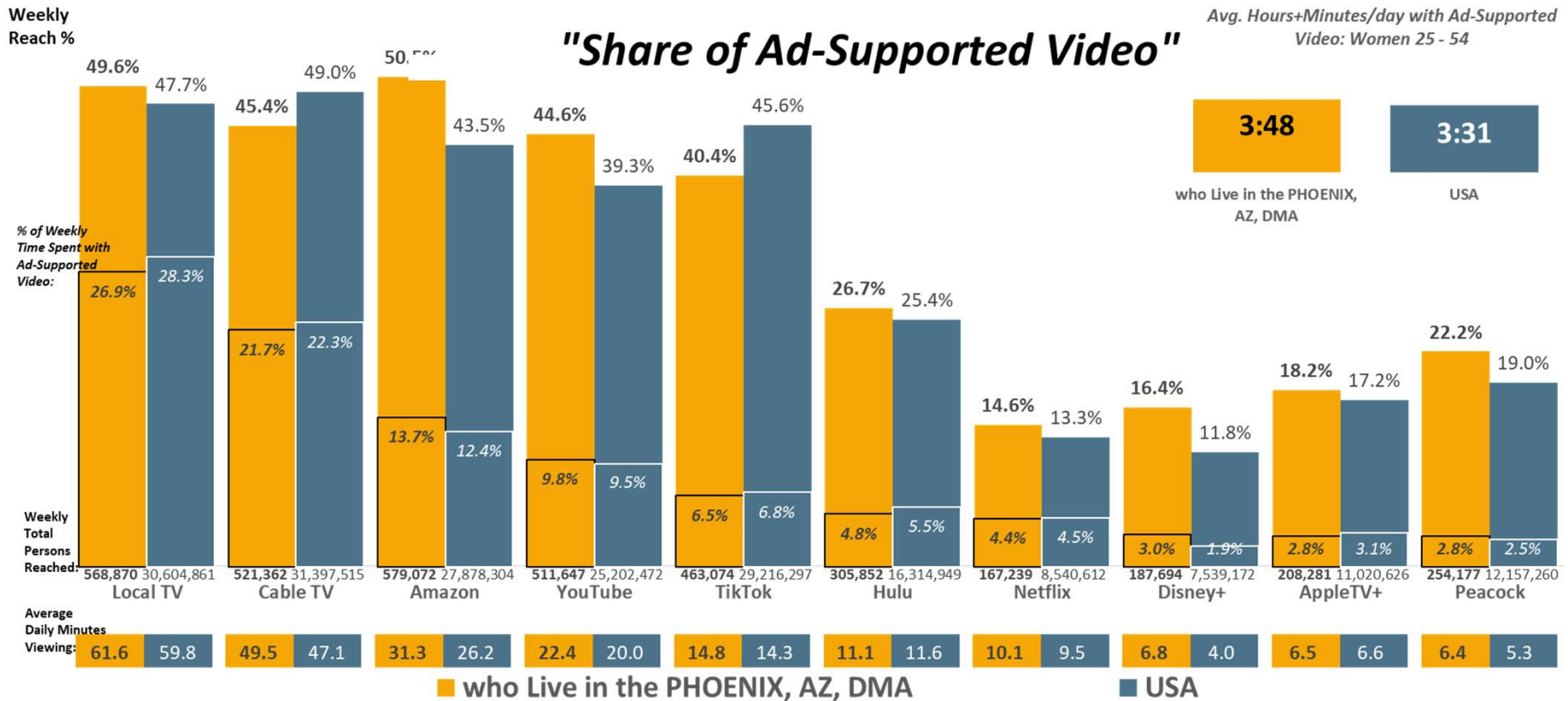
1,166,655 or 49.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 57.3 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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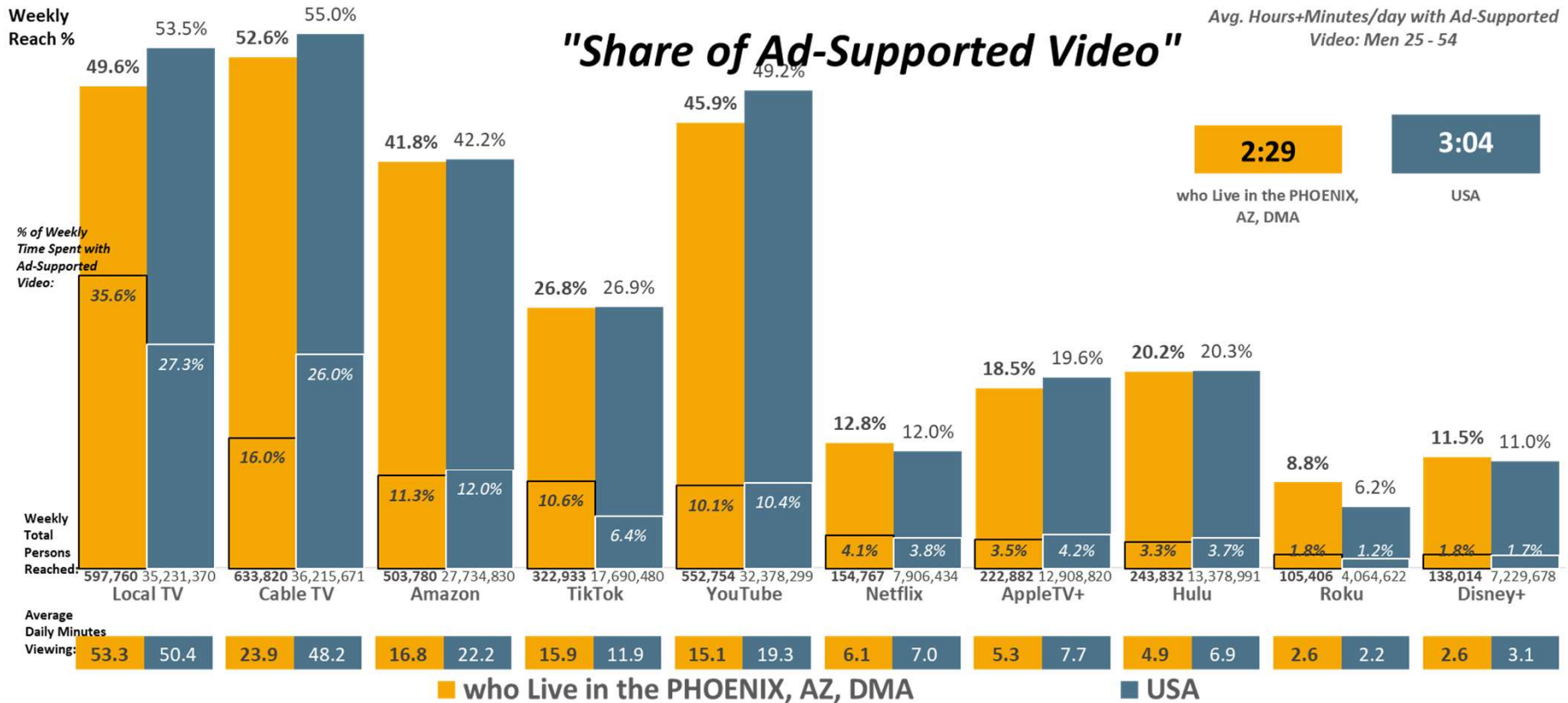


568,870 or 49.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 61.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.





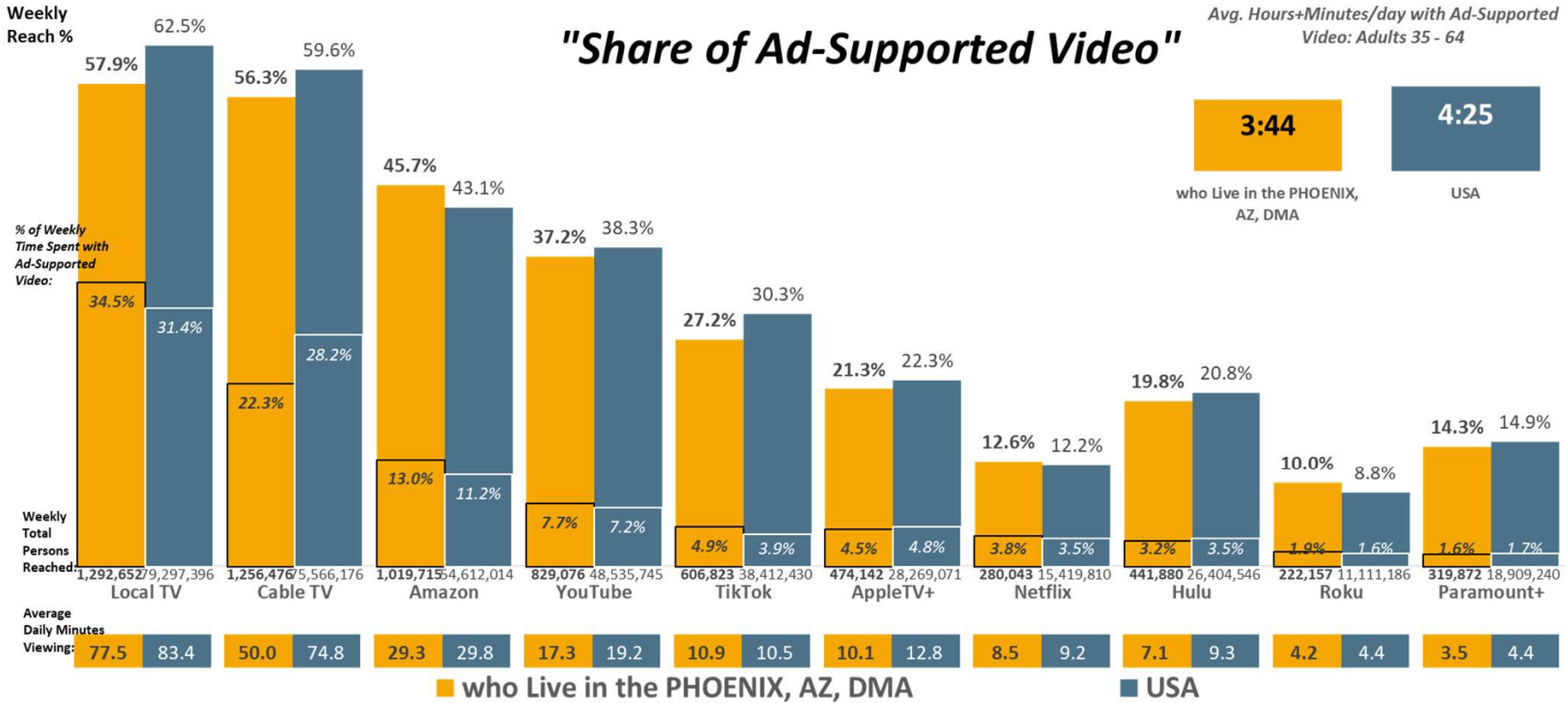
597,760 or 49.6% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 53.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.



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1,292,652 or 57.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

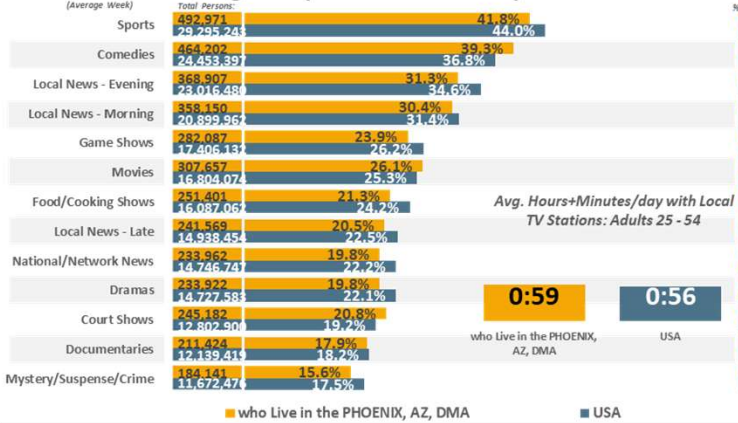


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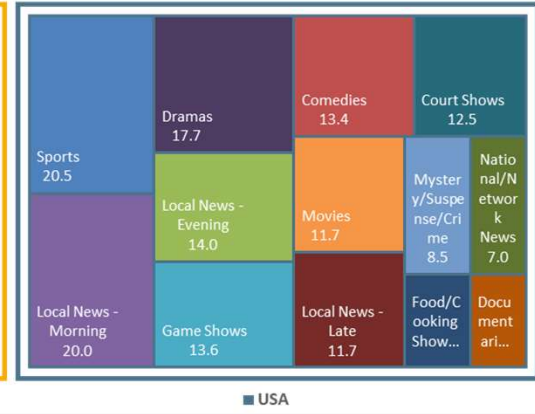
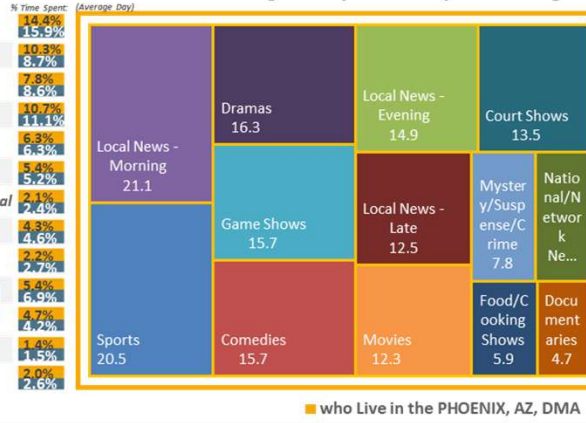


1,166,655 or 49.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

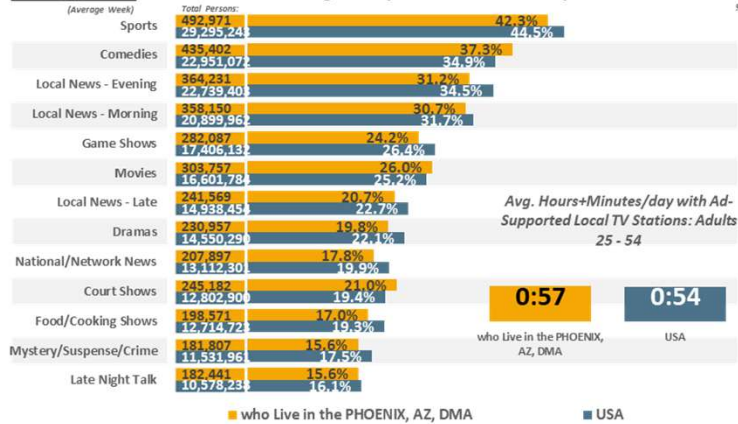
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



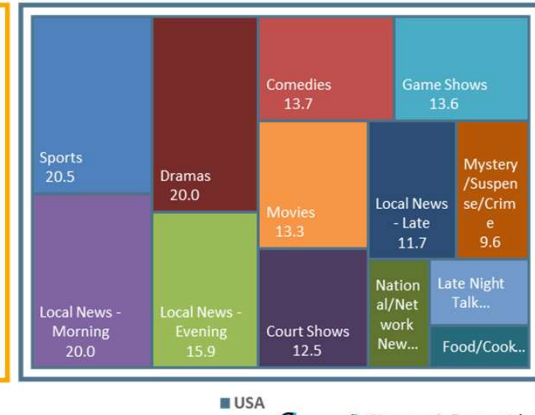
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



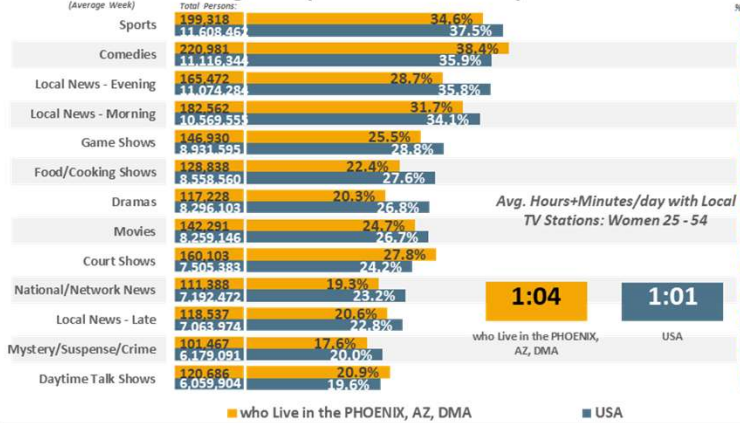
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



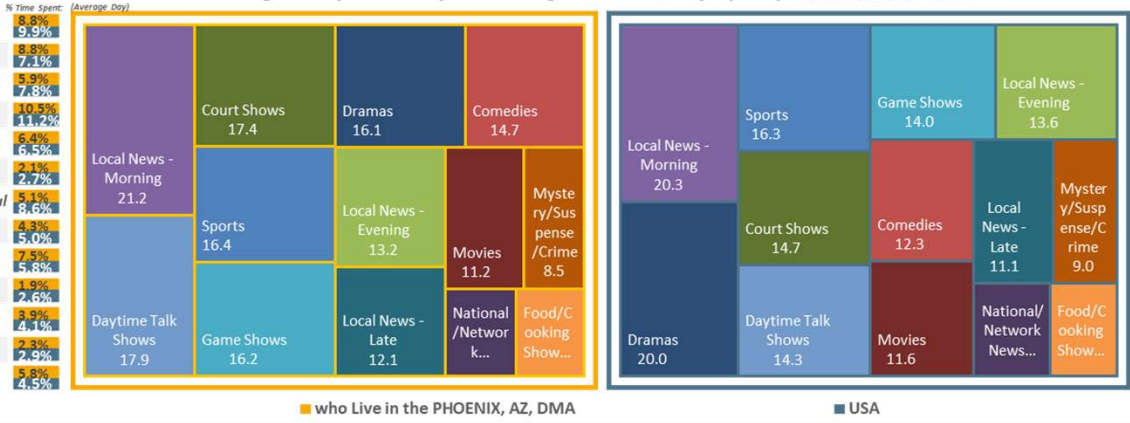


568,870 or 49.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Court Shows, and Game Shows.

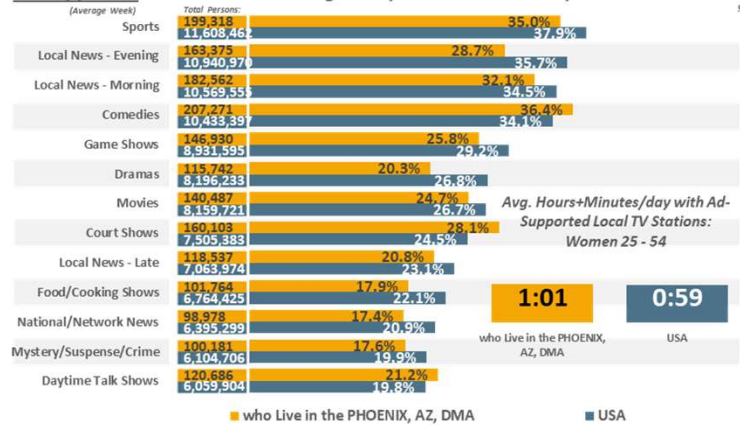
Local TV Station Programs (Persons & % Reach): Women 25 - 54



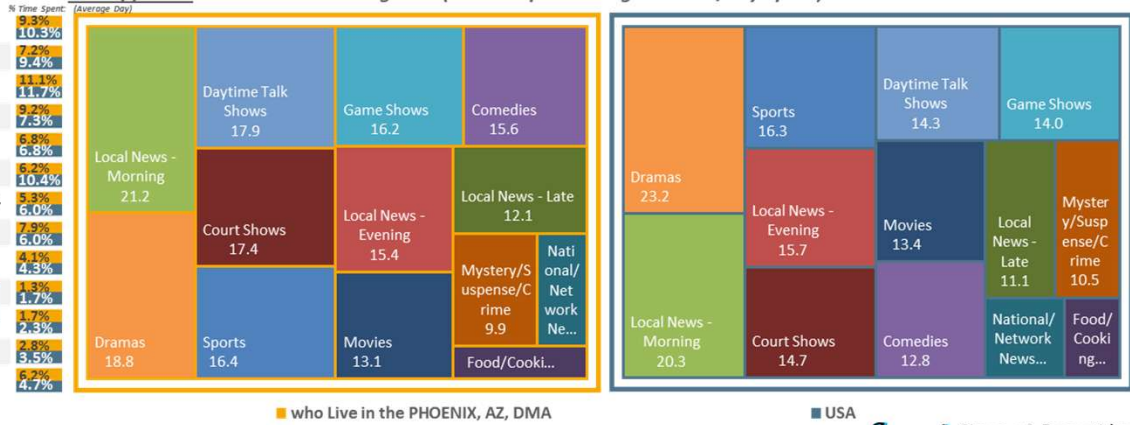
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



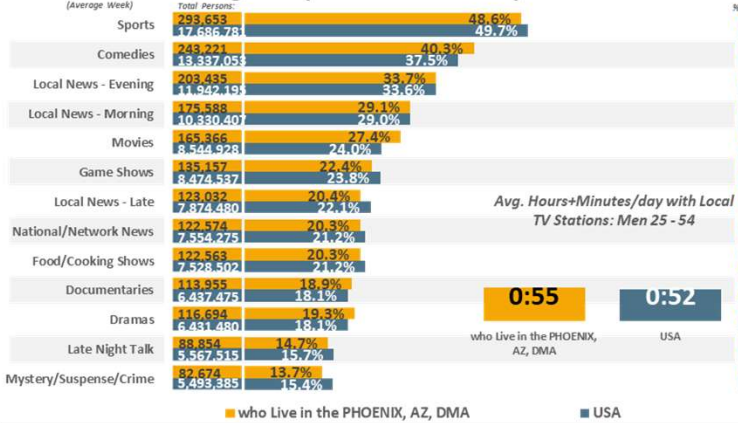
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



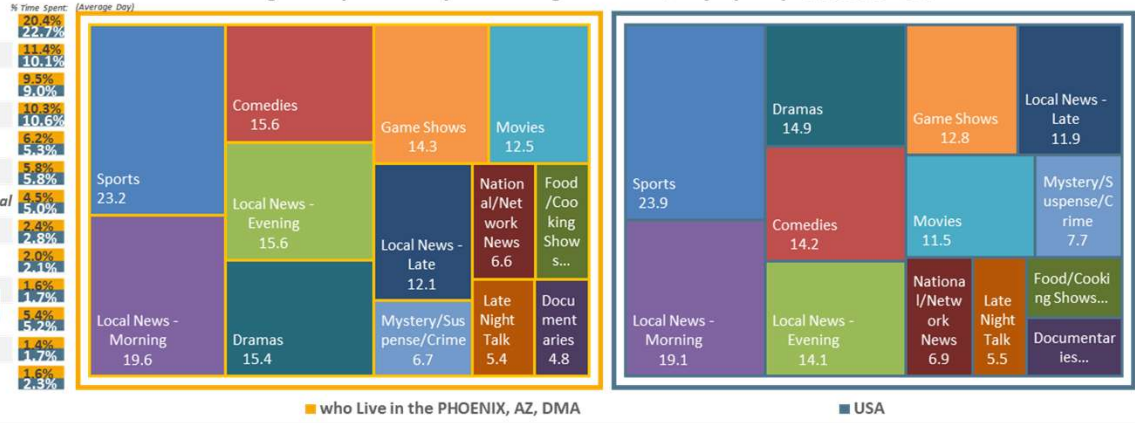


597,760 or 49.6% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

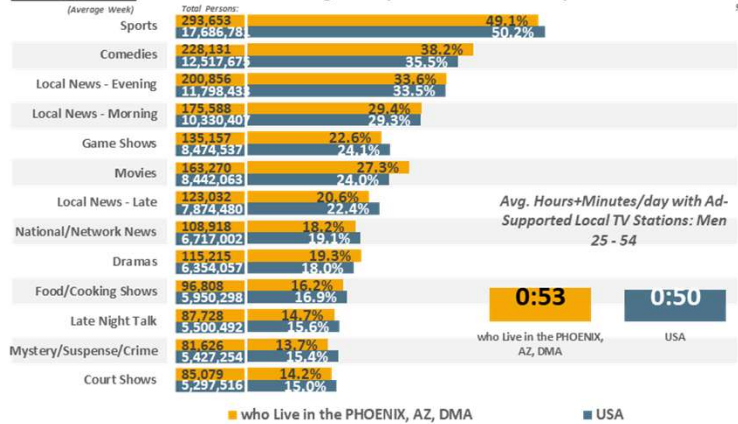
Local TV Station Programs (Persons & % Reach): Men 25 - 54



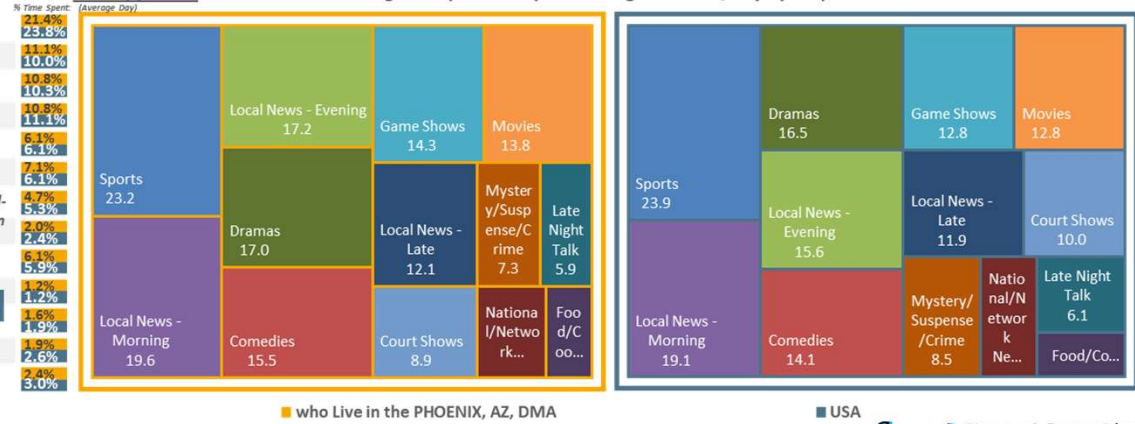
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



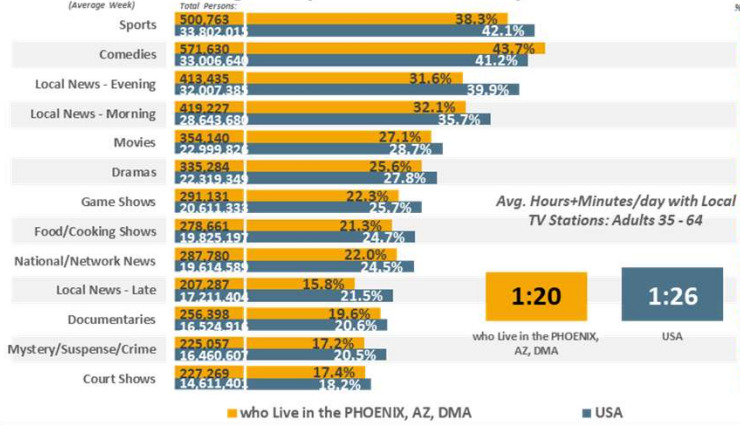
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



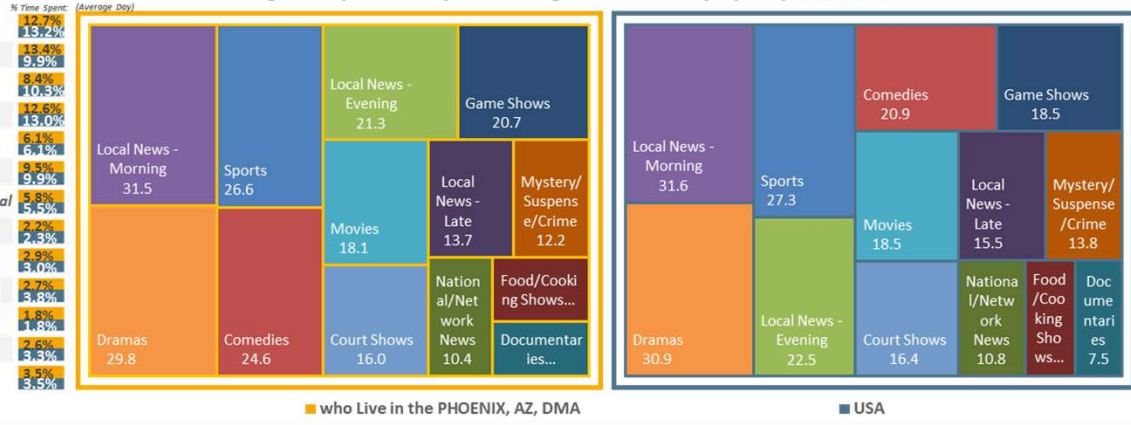


1,292,652 or 57.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Dramas.

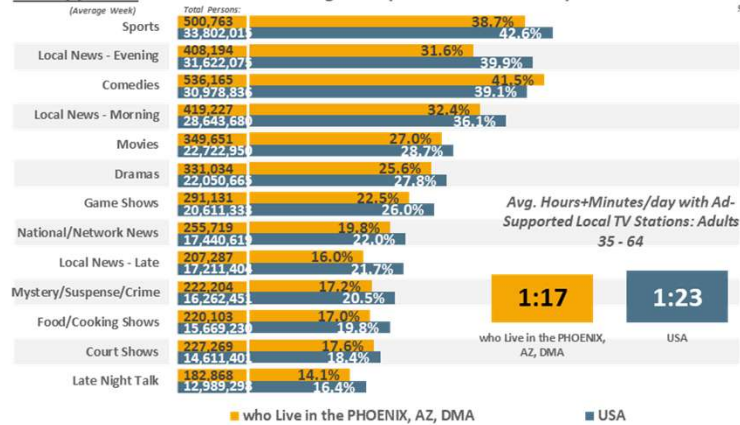
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



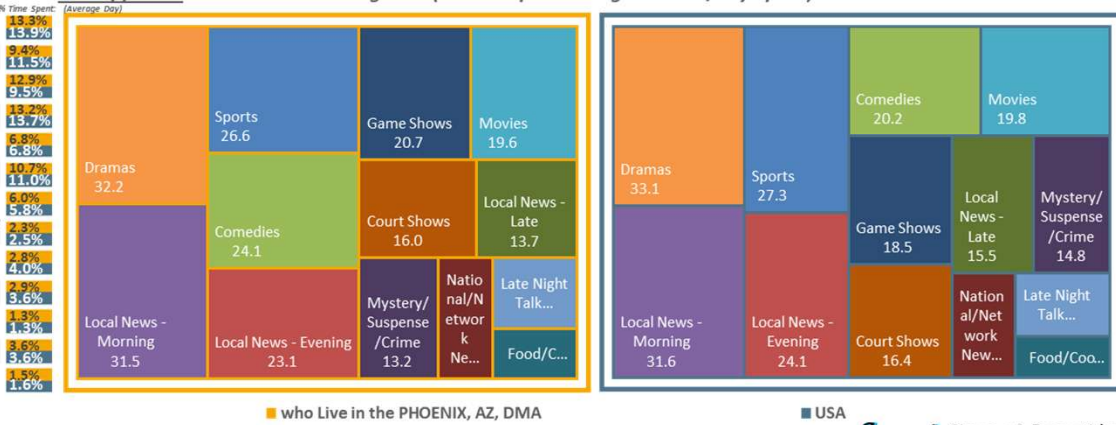
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

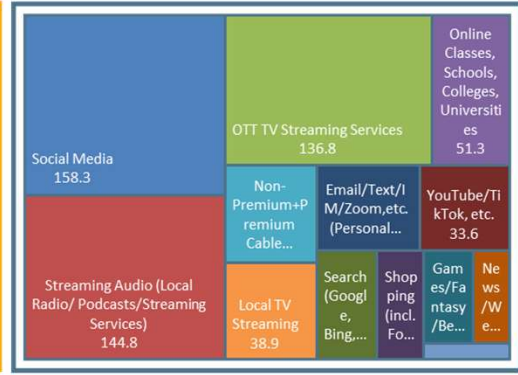
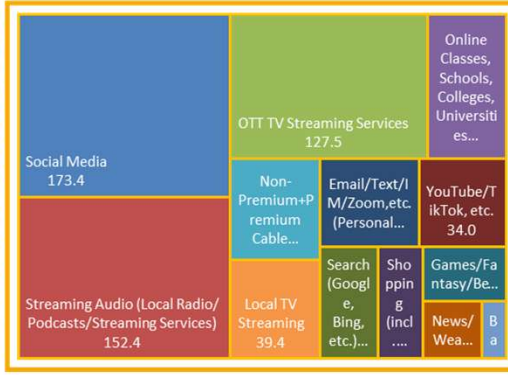
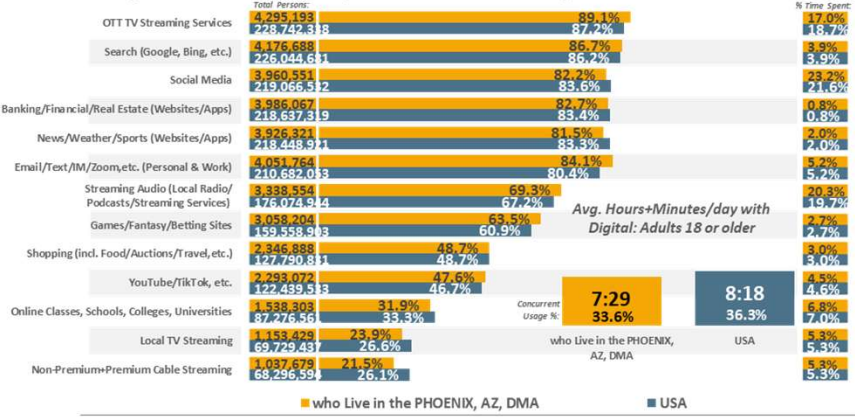




3,628,226 or 75.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 158.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

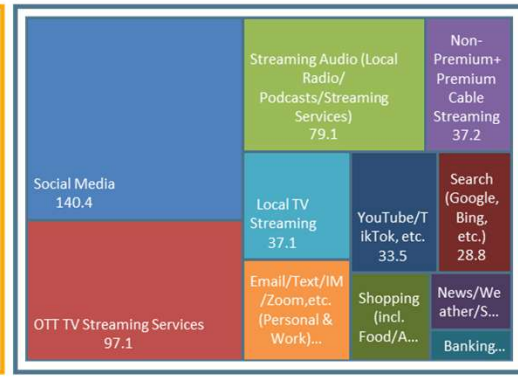
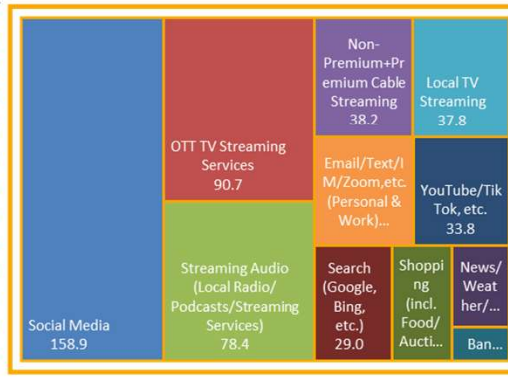
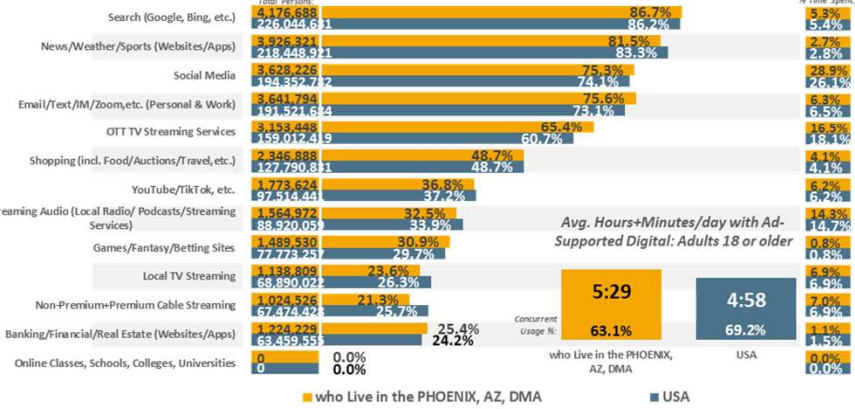
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

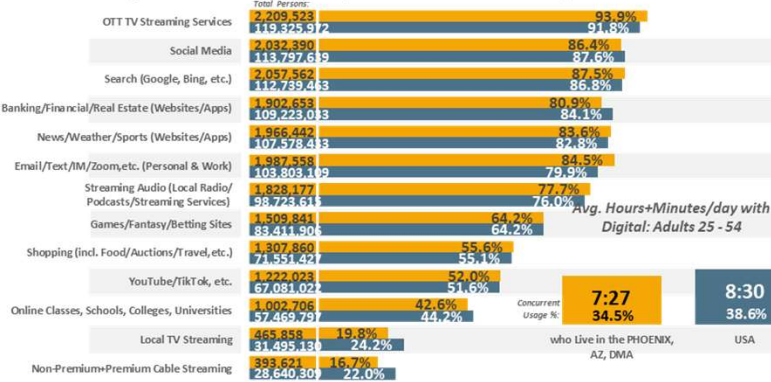
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



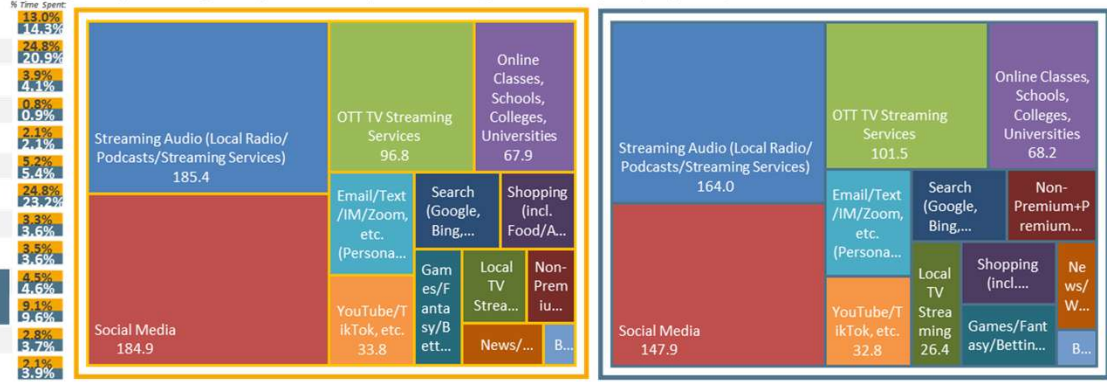


1,812,677 or 77.1% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Digital Media.

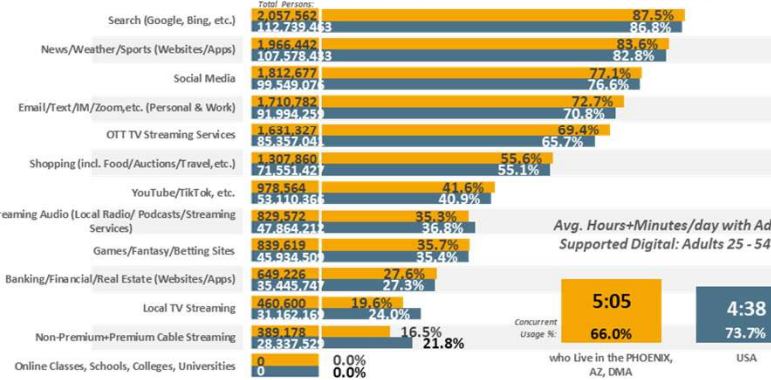
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



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



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



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



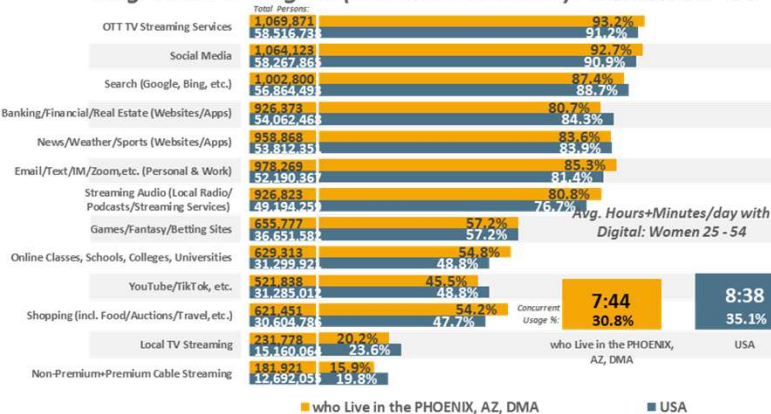
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

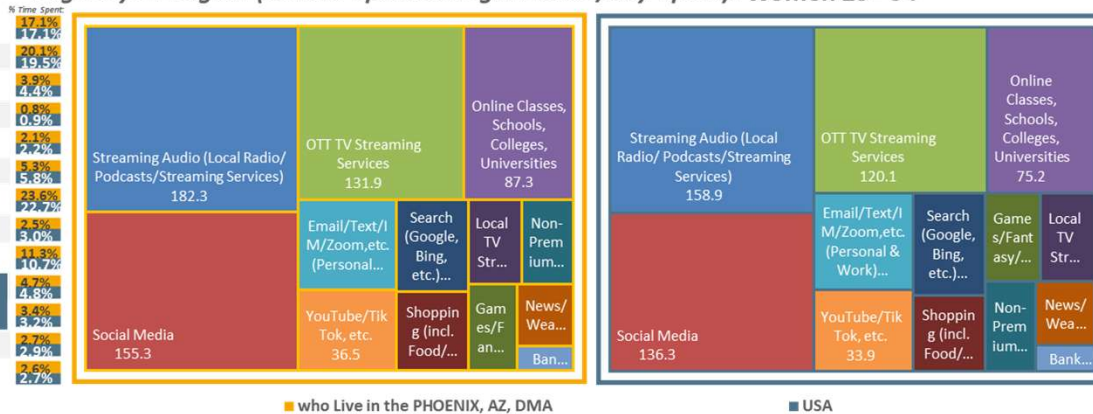


970,618 or 84.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

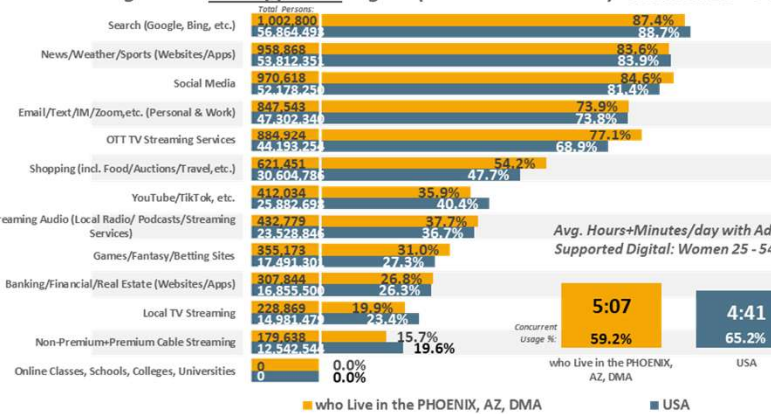
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



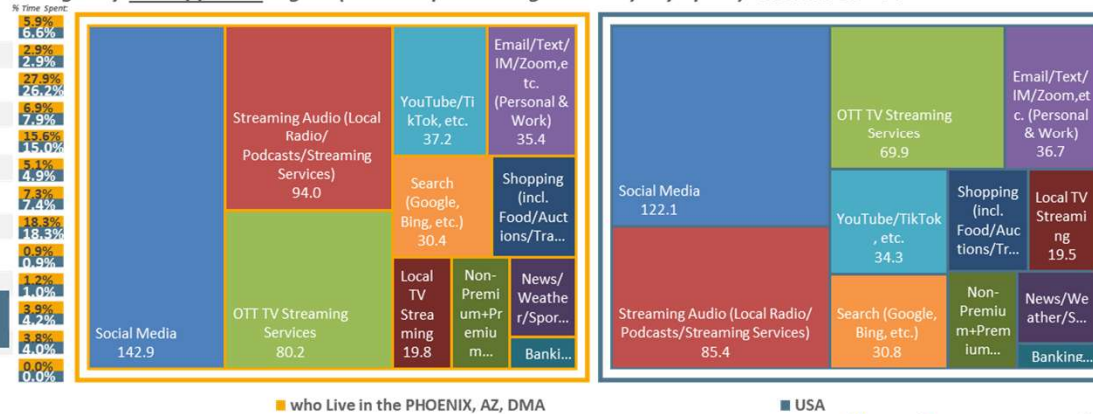
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



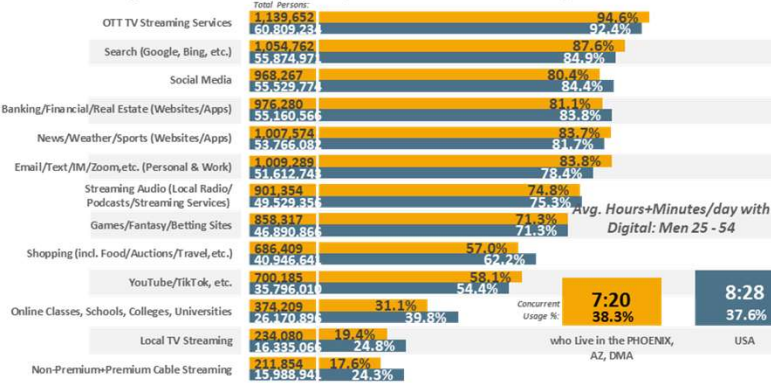
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



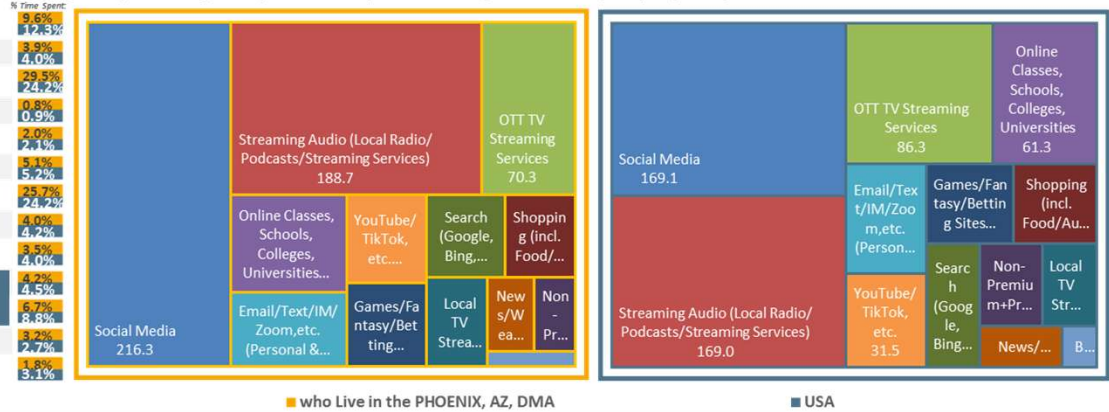


842,059 or 69.9% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 38.5% of all time spent daily with Ad-Supported Digital Media.

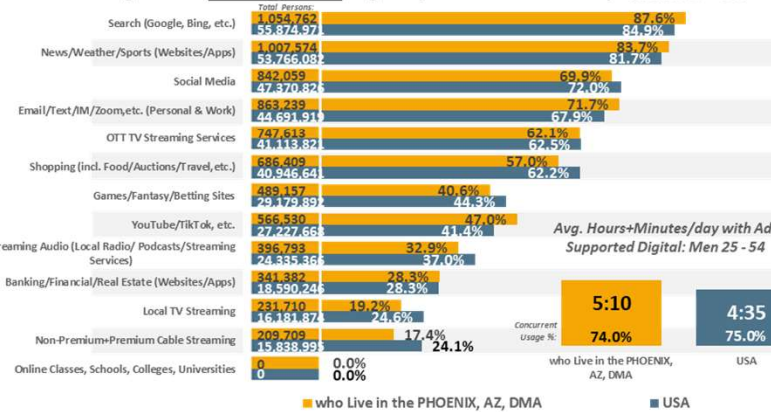
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



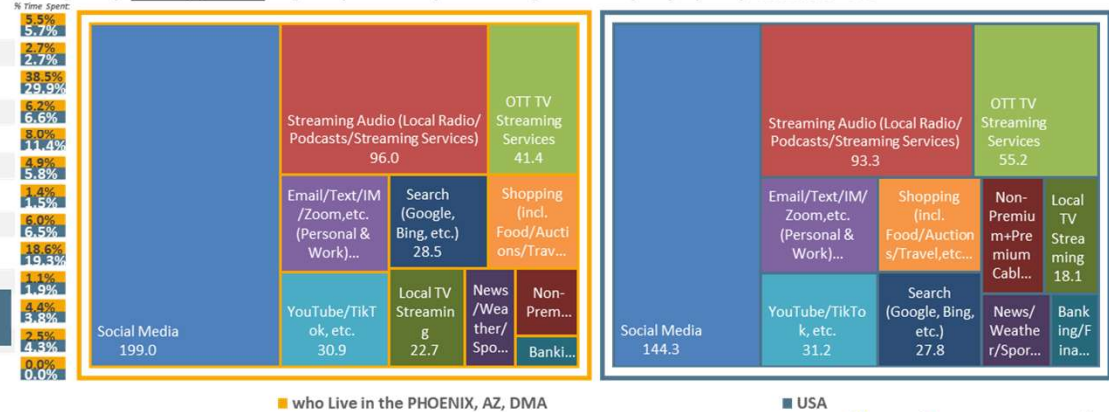
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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

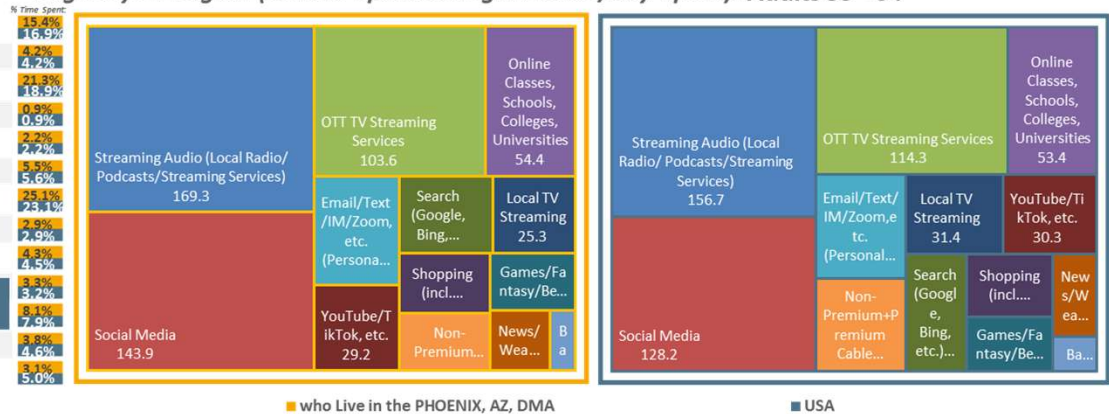
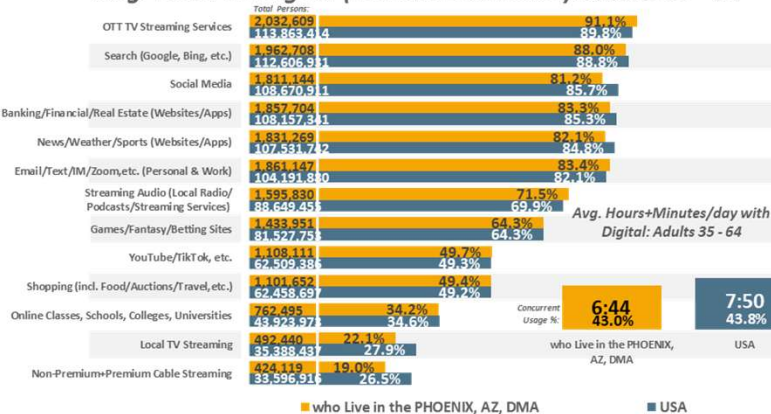




1,638,158 or 73.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

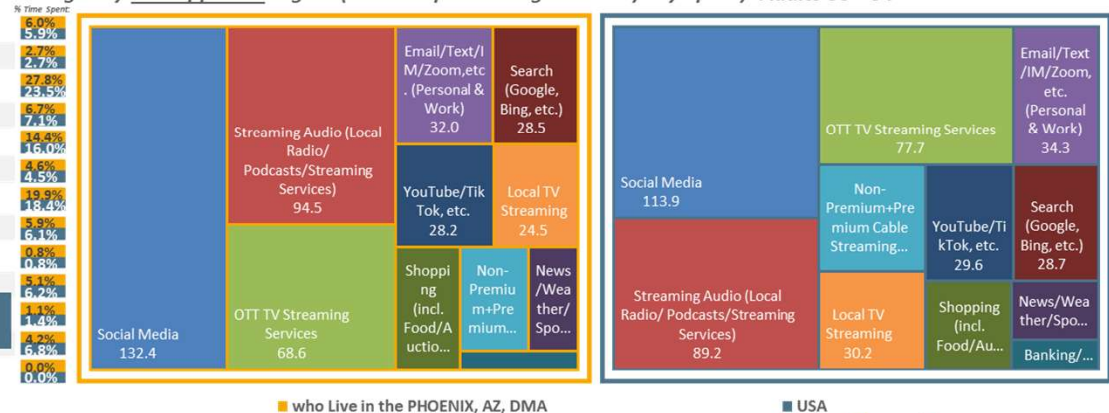
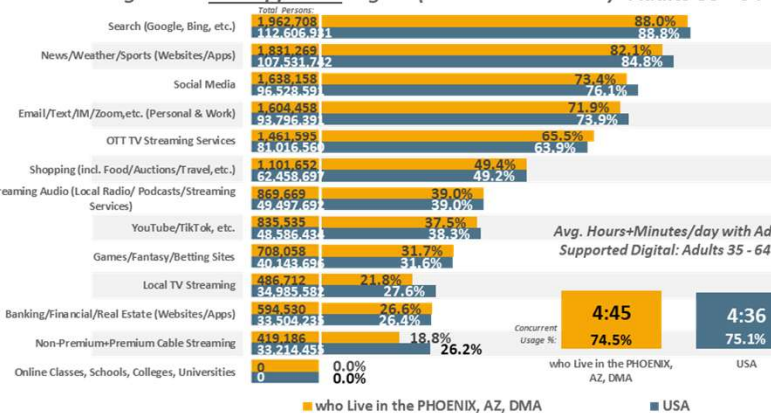
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64

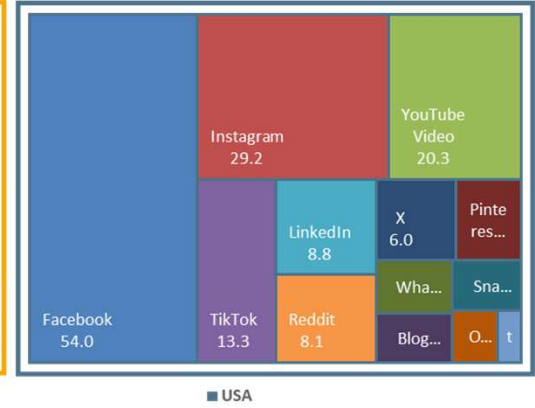
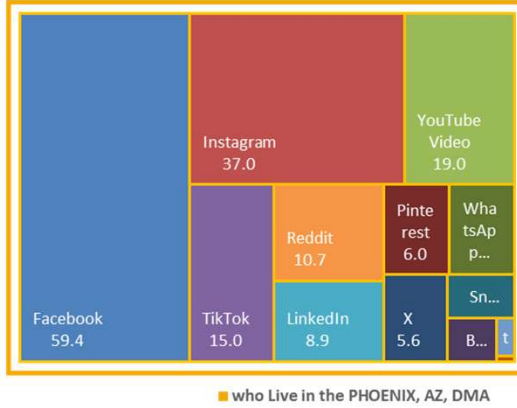
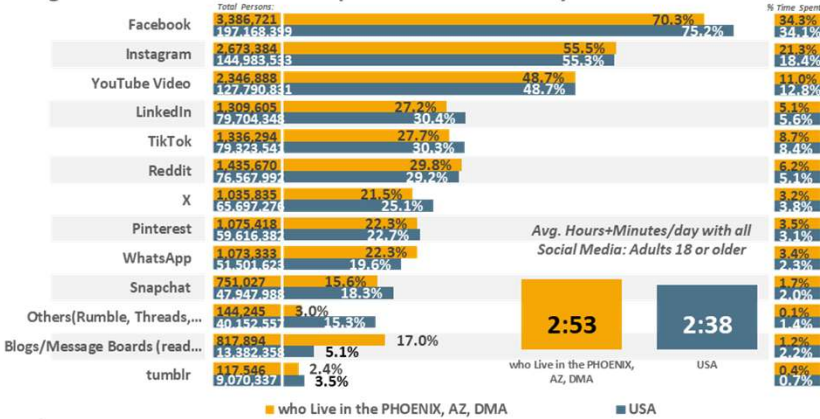
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



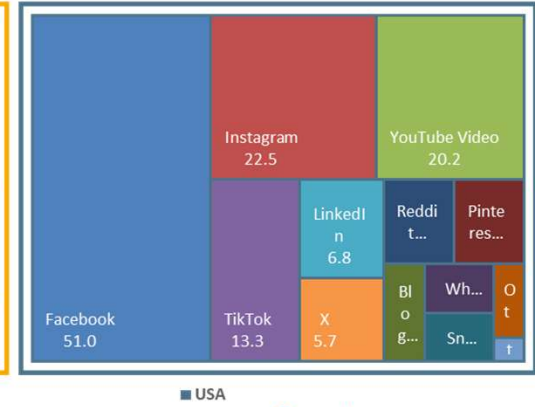
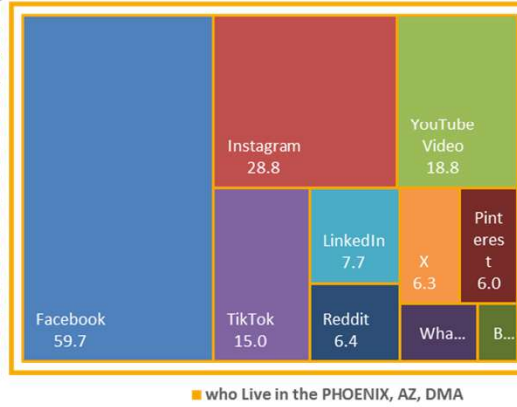
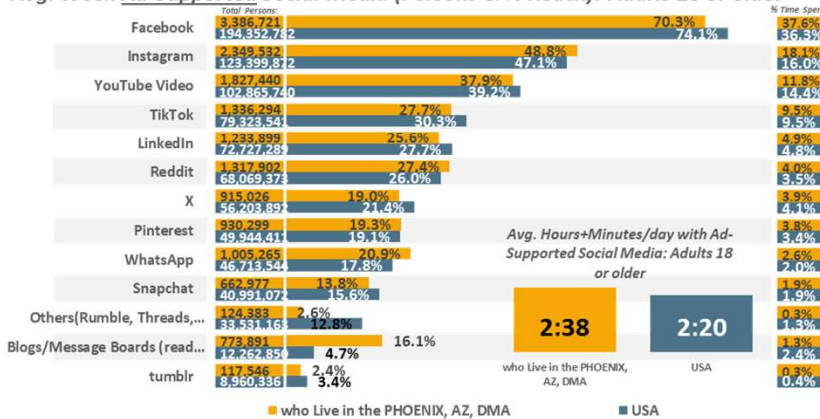


3,386,721 or 70.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 59.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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**



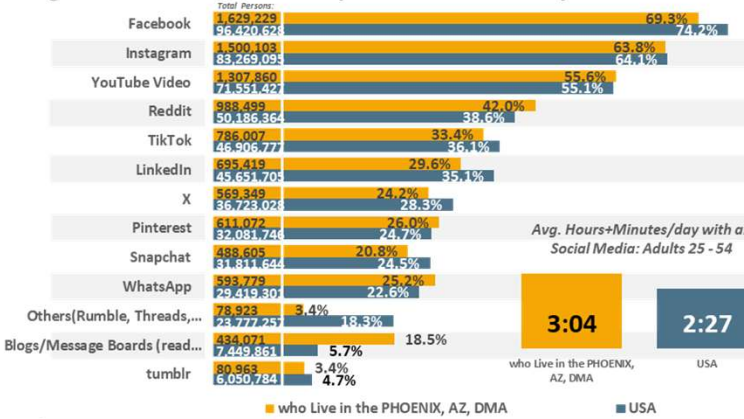
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



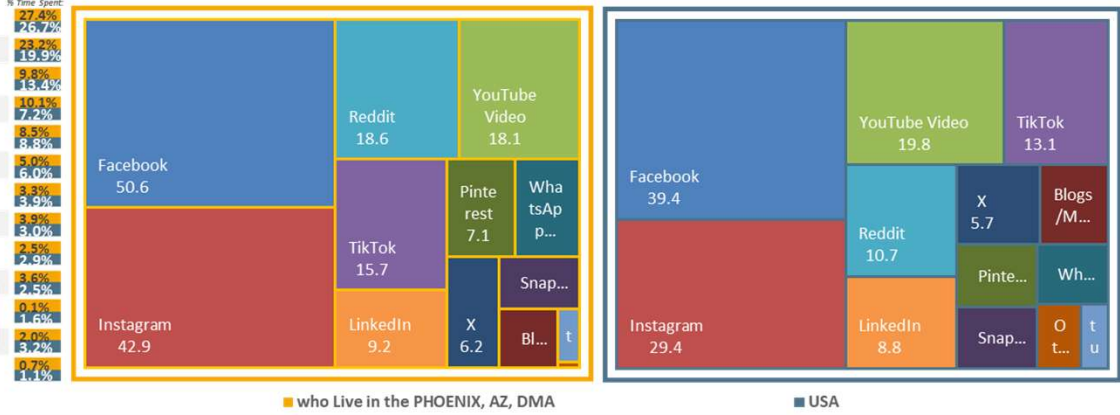


1,629,229 or 69.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

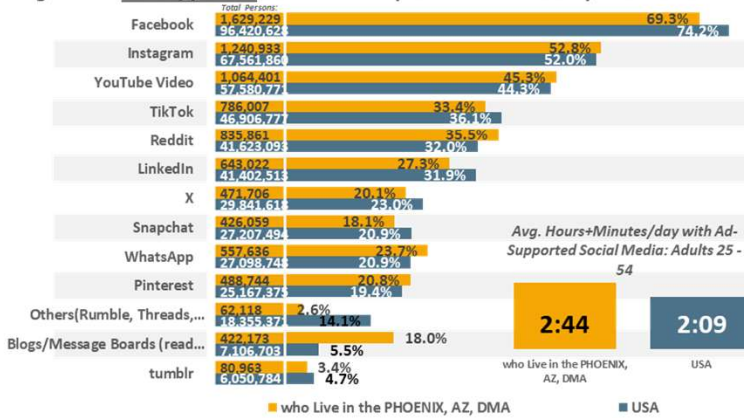
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



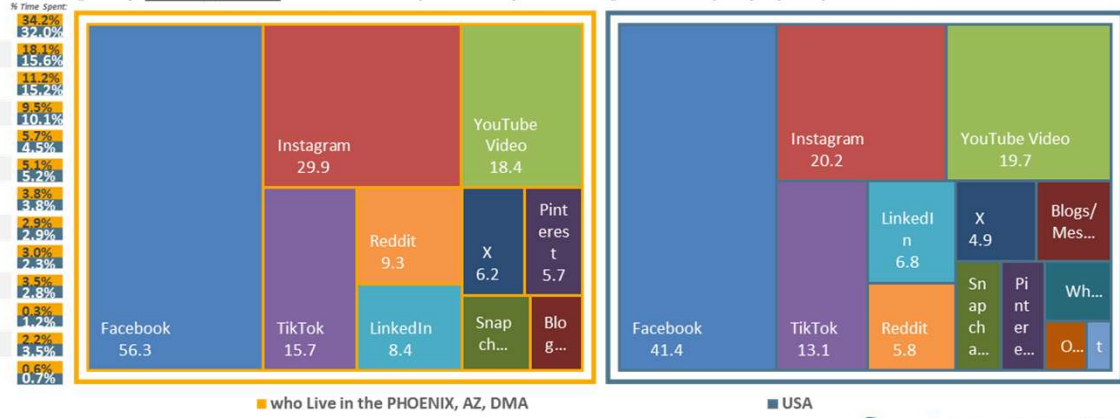
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



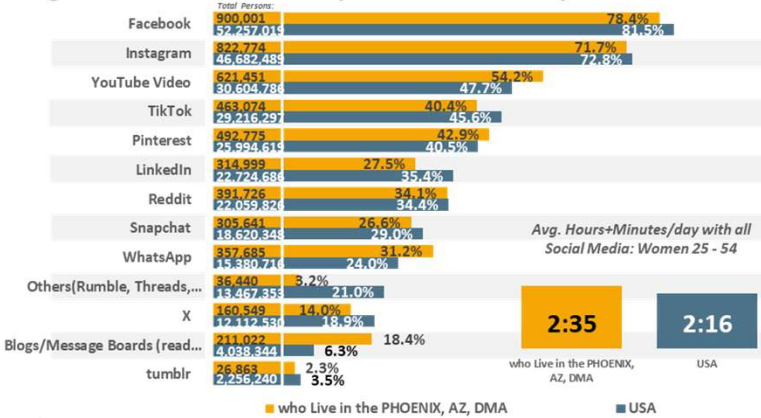
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



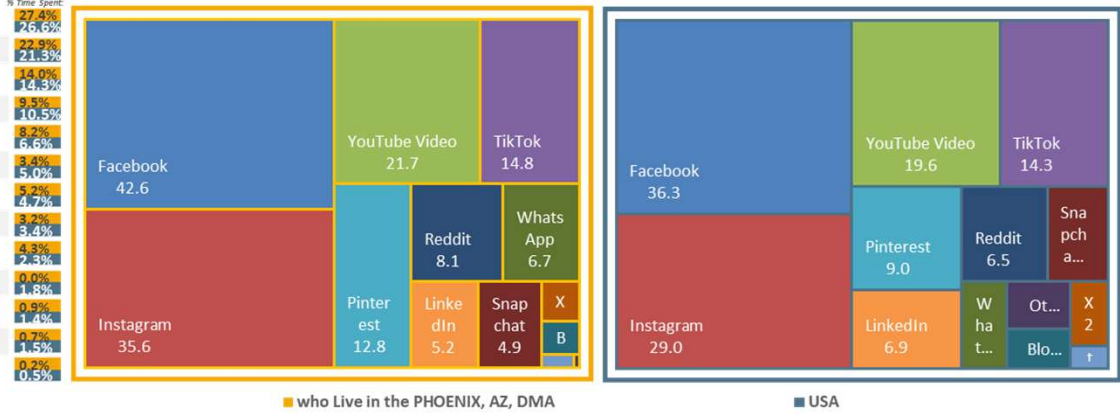


900,001 or 78.4% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 44.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

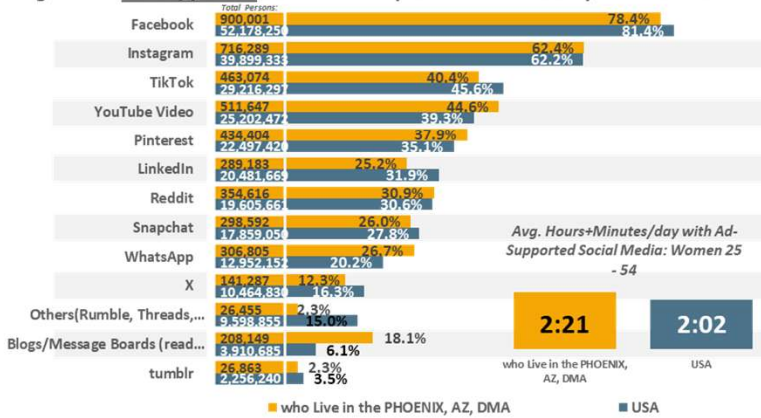
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



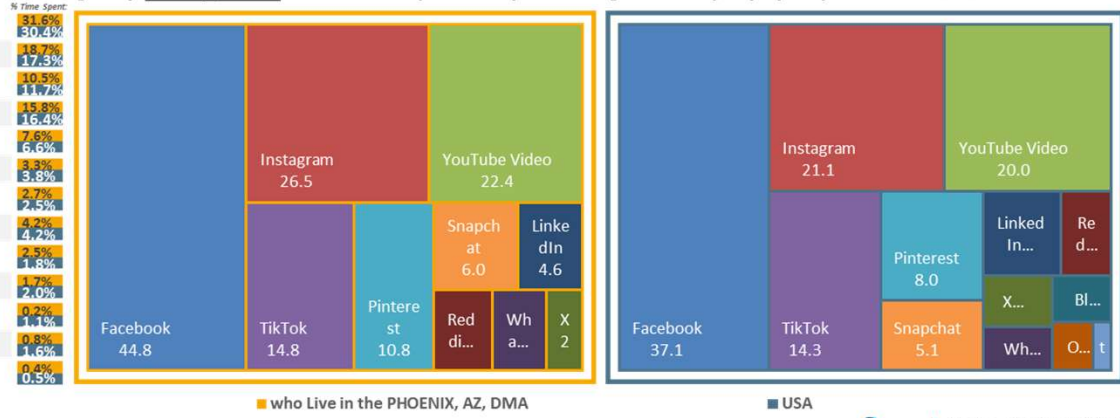
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



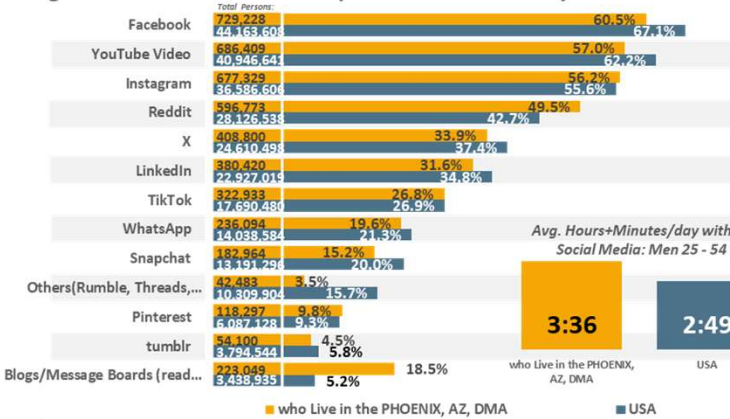
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



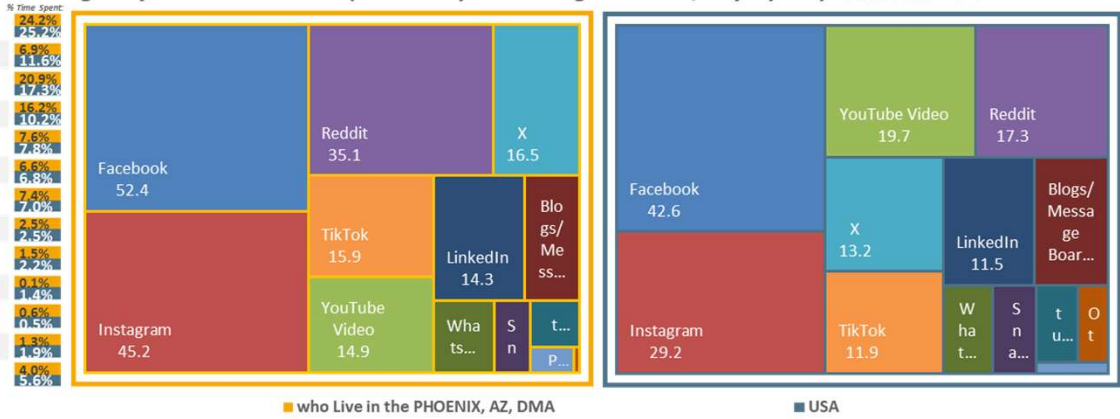


729,228 or 60.5% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 61.9 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

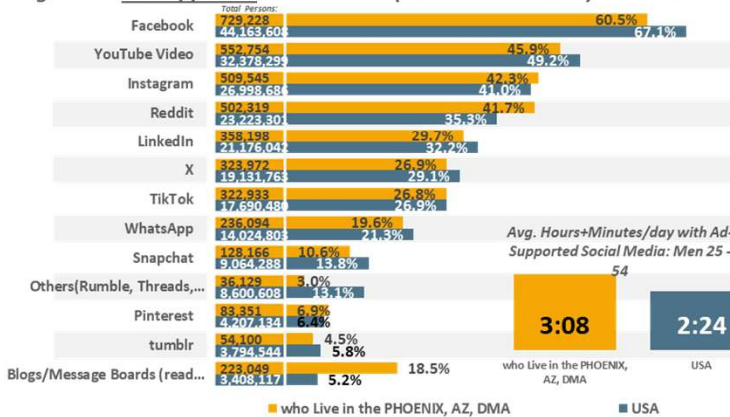
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



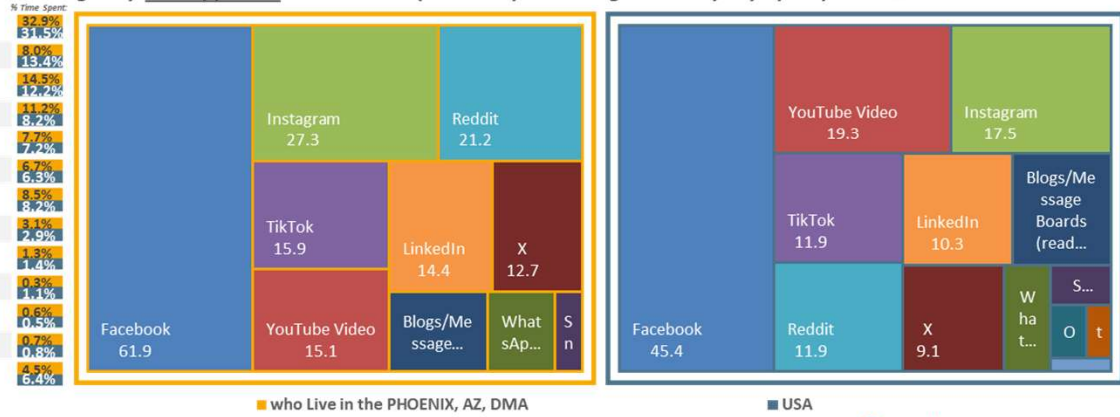
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



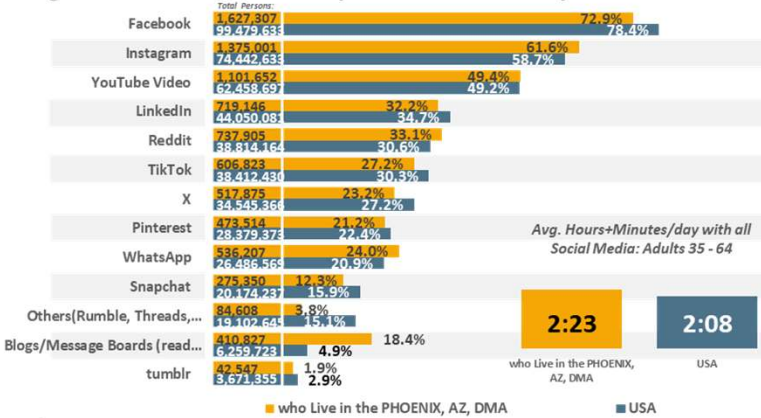
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



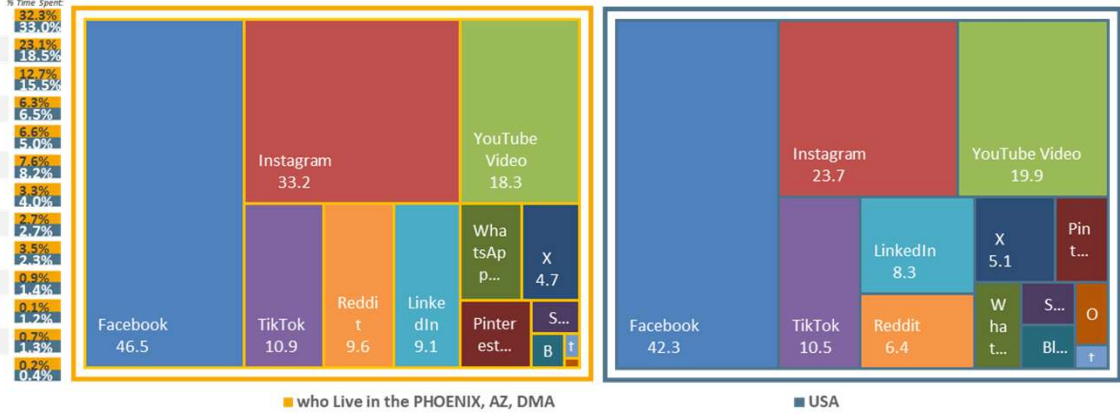


1,627,307 or 72.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

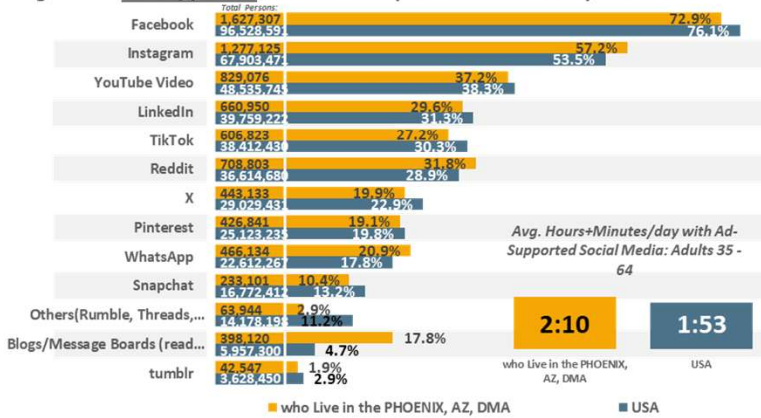
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



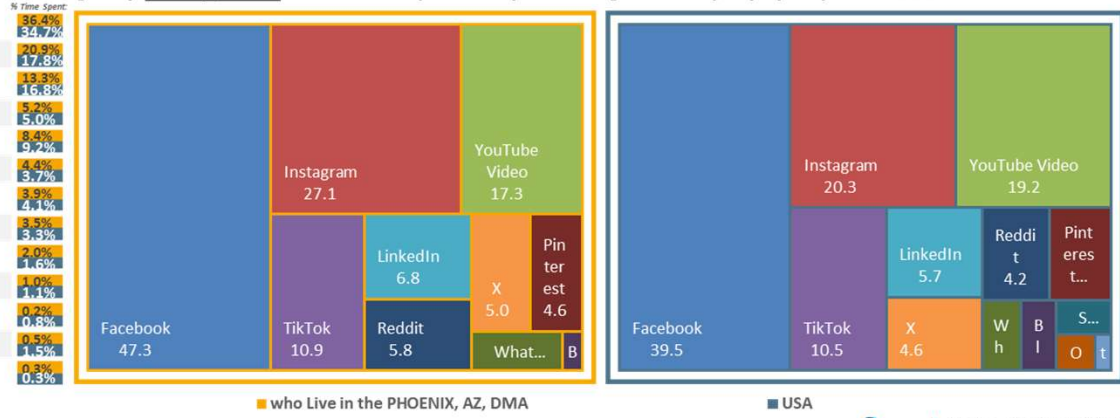
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

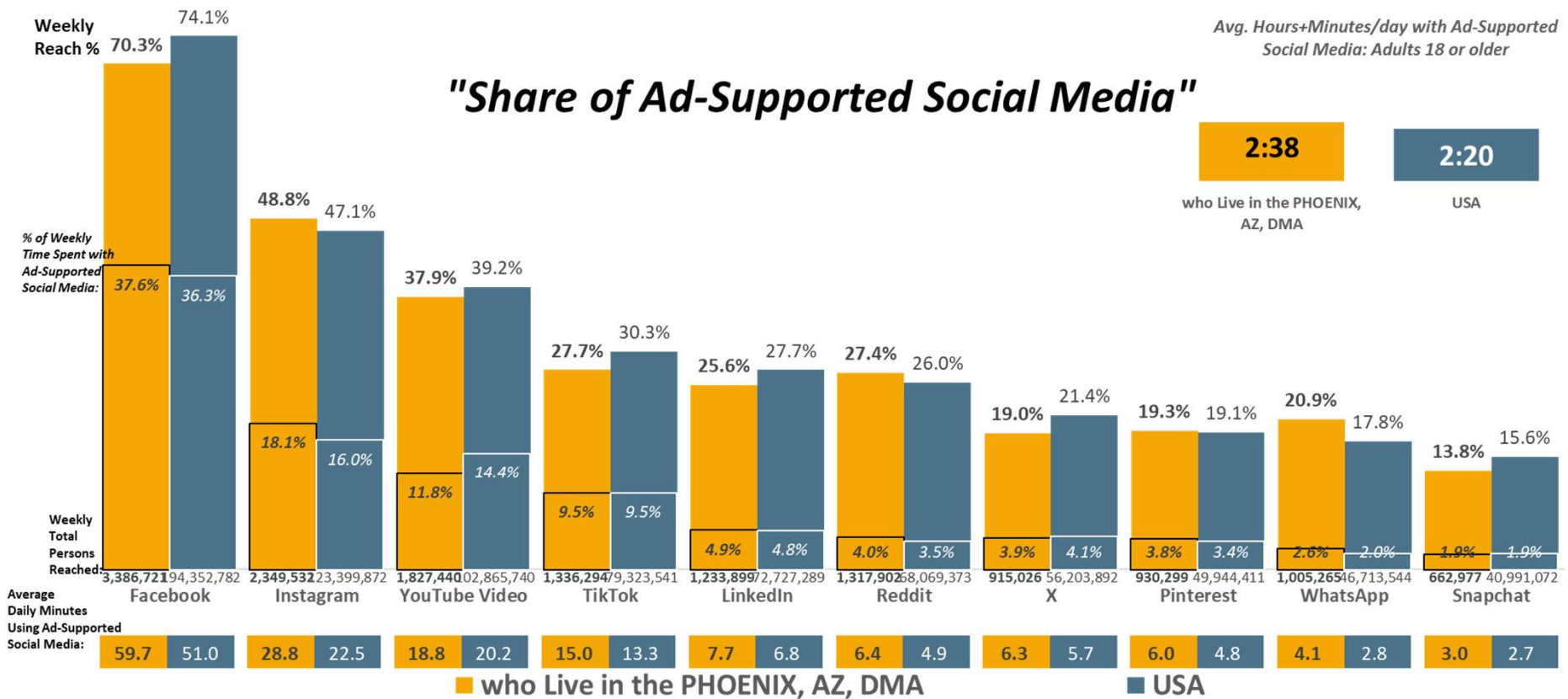




3,386,721 or 70.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 59.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

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

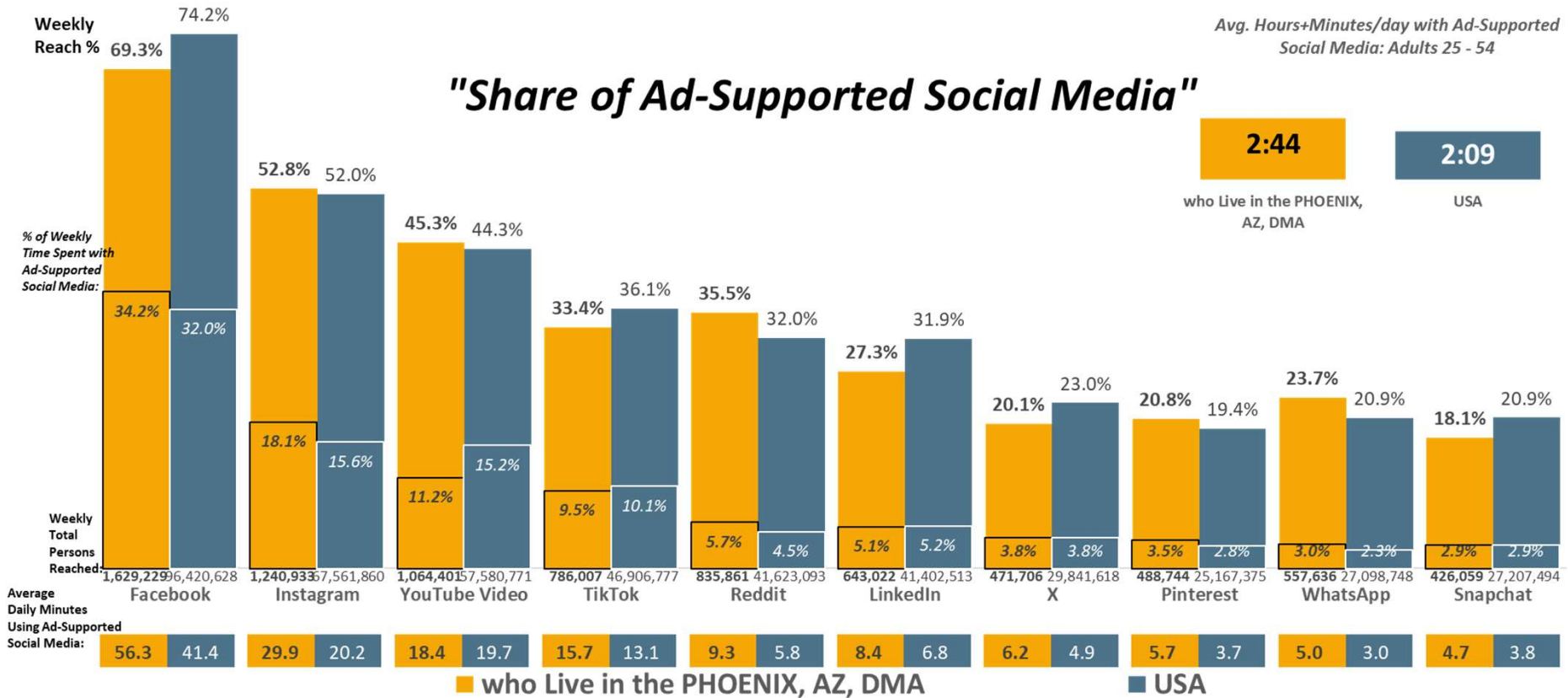


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257



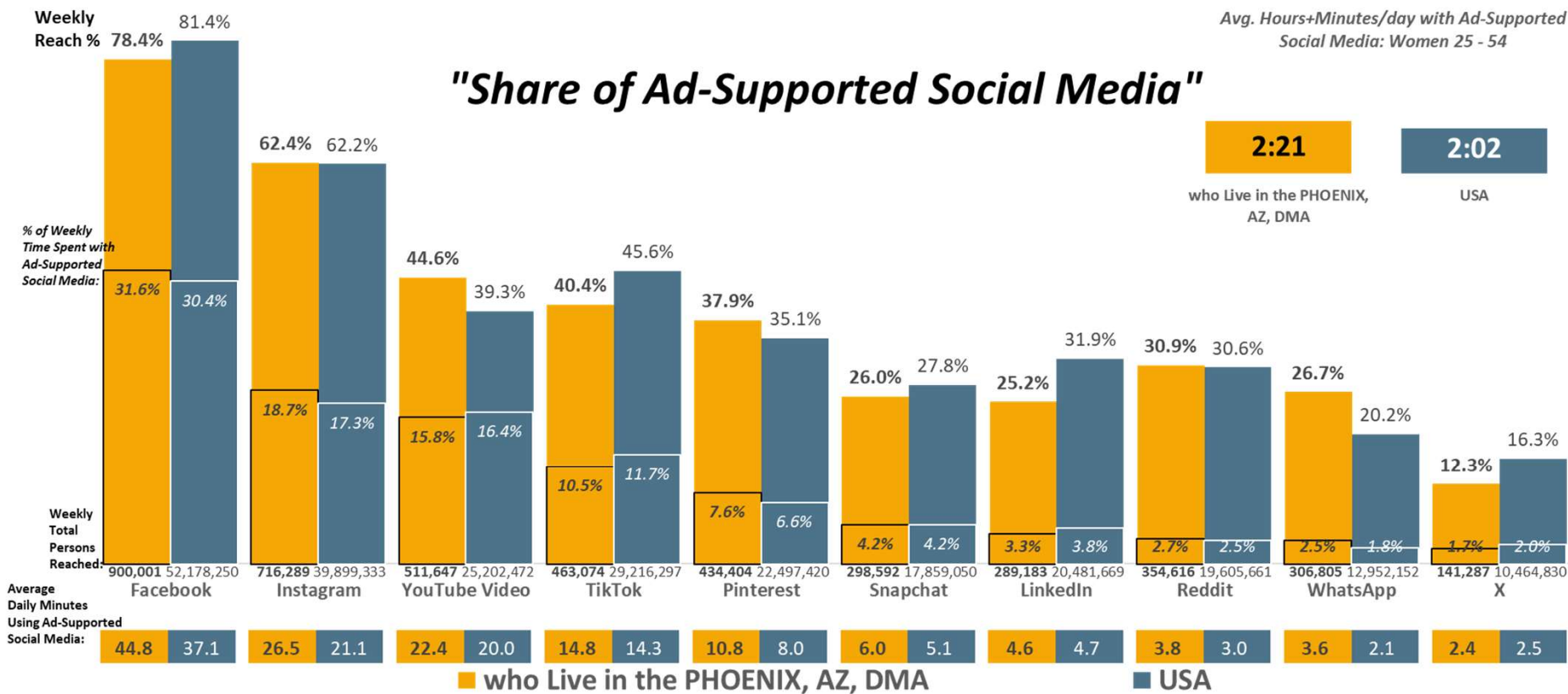
1,629,229 or 69.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 56.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



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900,001 or 78.4% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 44.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

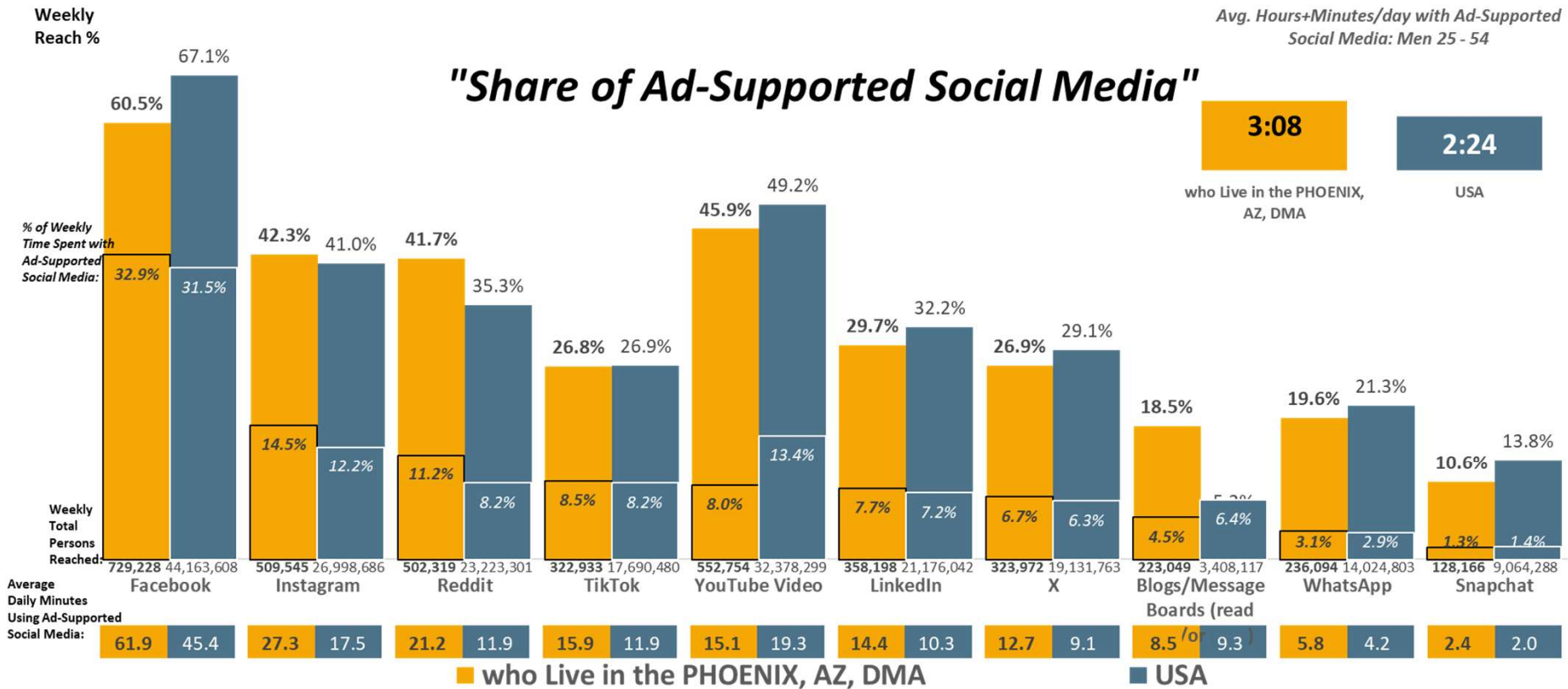


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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257



729,228 or 60.5% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 61.9 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



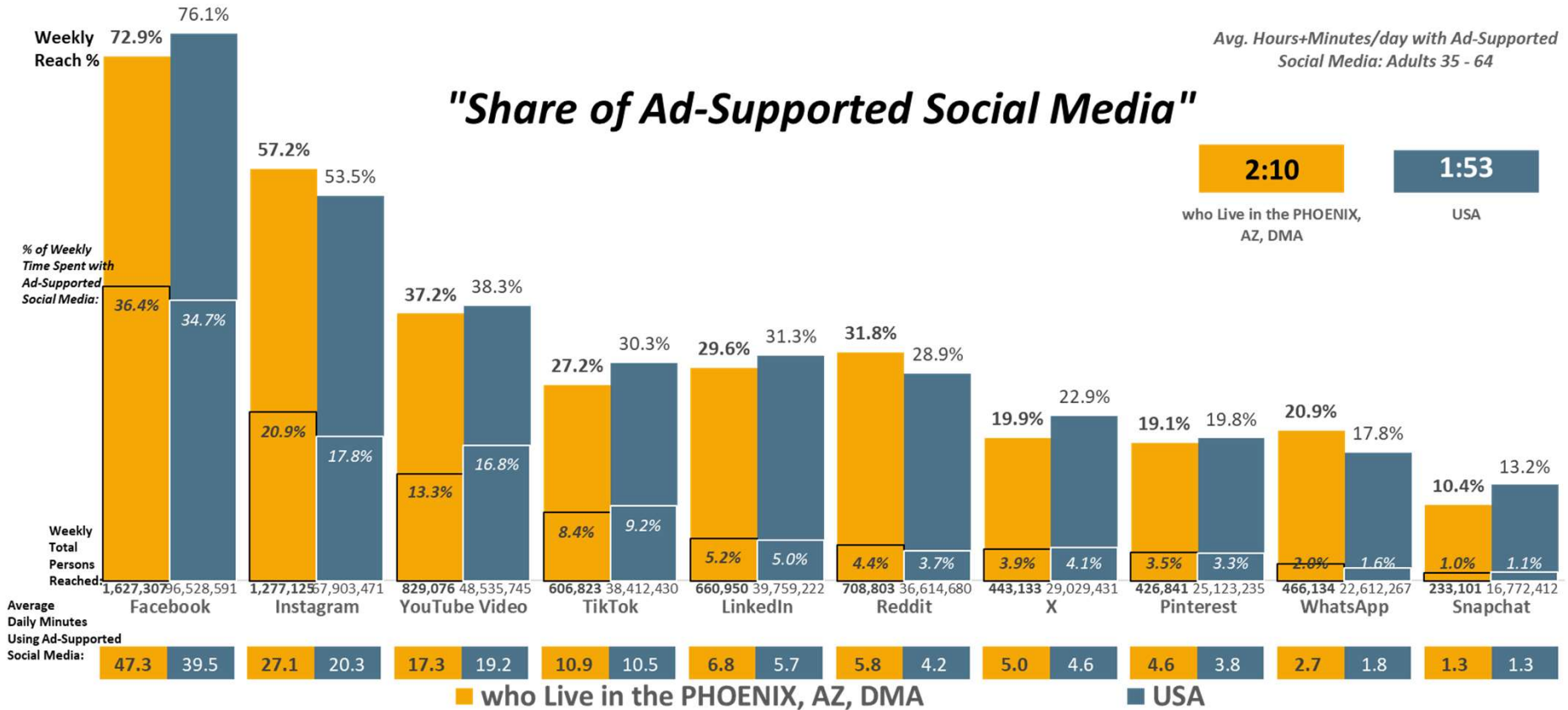
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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1,627,307 or 72.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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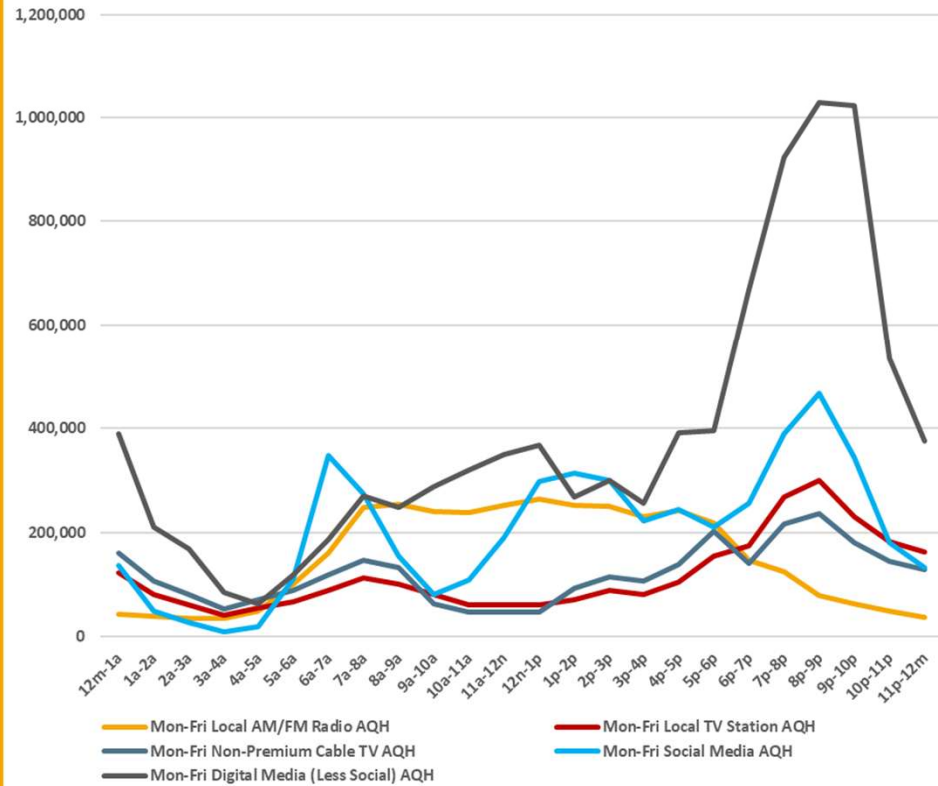
USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257



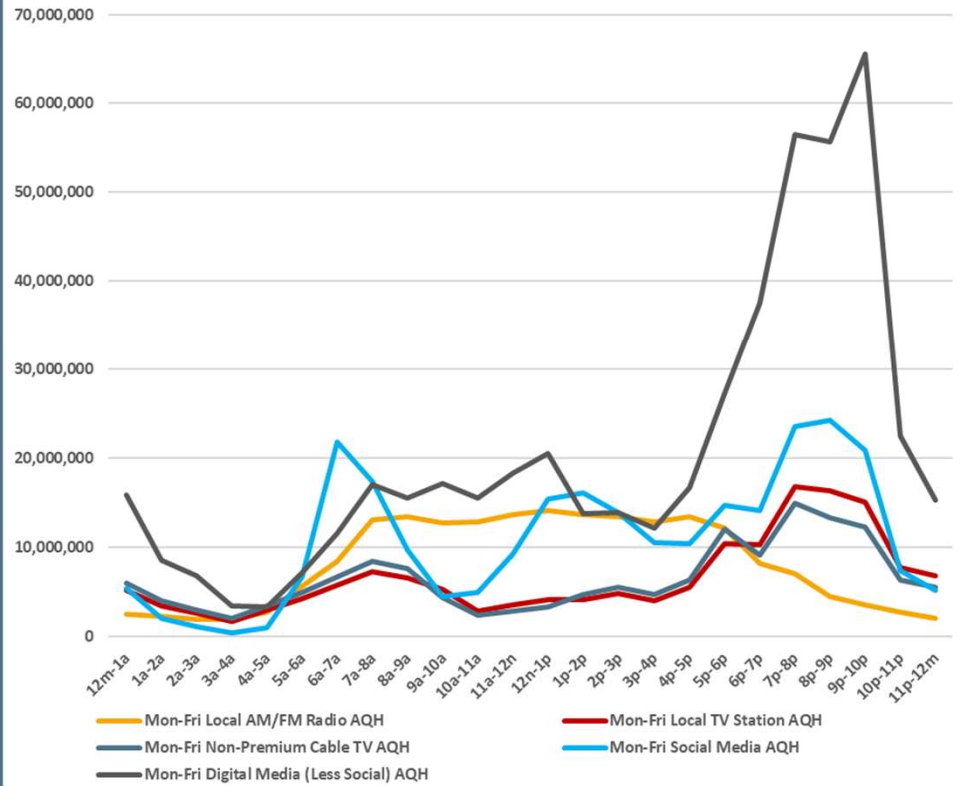
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 331,420; Social Media: 230,742; Local Radio: 230,557; Non-Prem. Cable: 107,540; Local TV: 95,092 reaching Adults 18 or older who Live in the PHOENIX, AZ, DMA.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the PHOENIX, AZ, DMA**



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

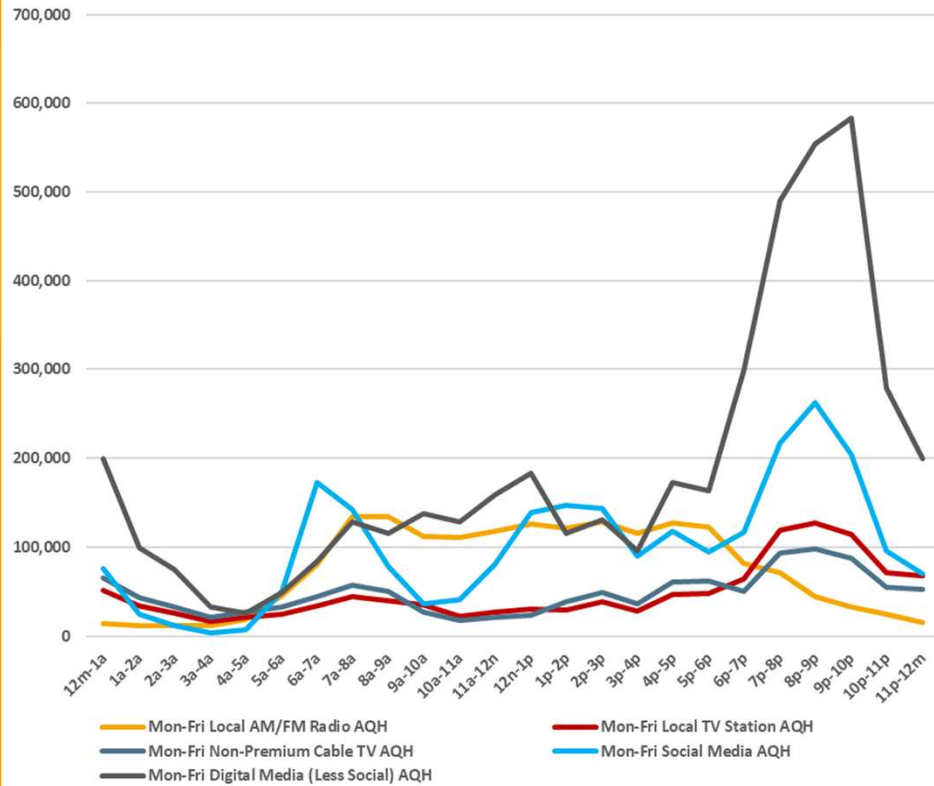




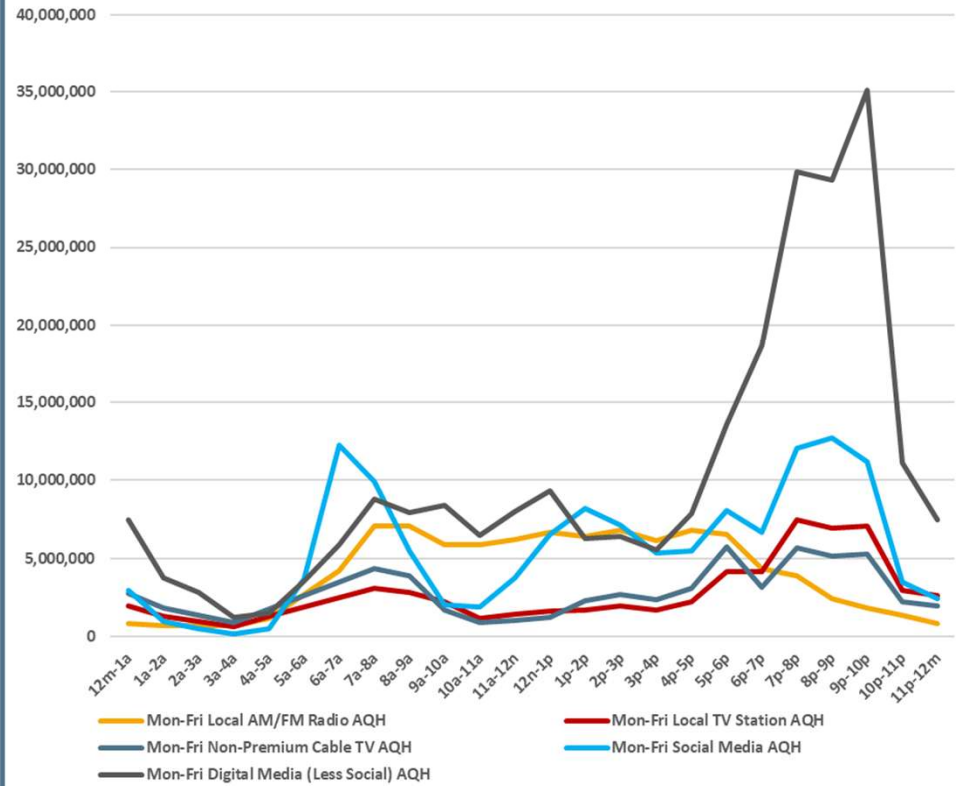
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 146,962; Local Radio: 116,350; Social Media: 107,882; Non-Prem. Cable: 41,652; Local TV: 37,808 reaching Adults 25 - 54 who Live in the PHOENIX, AZ, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA*



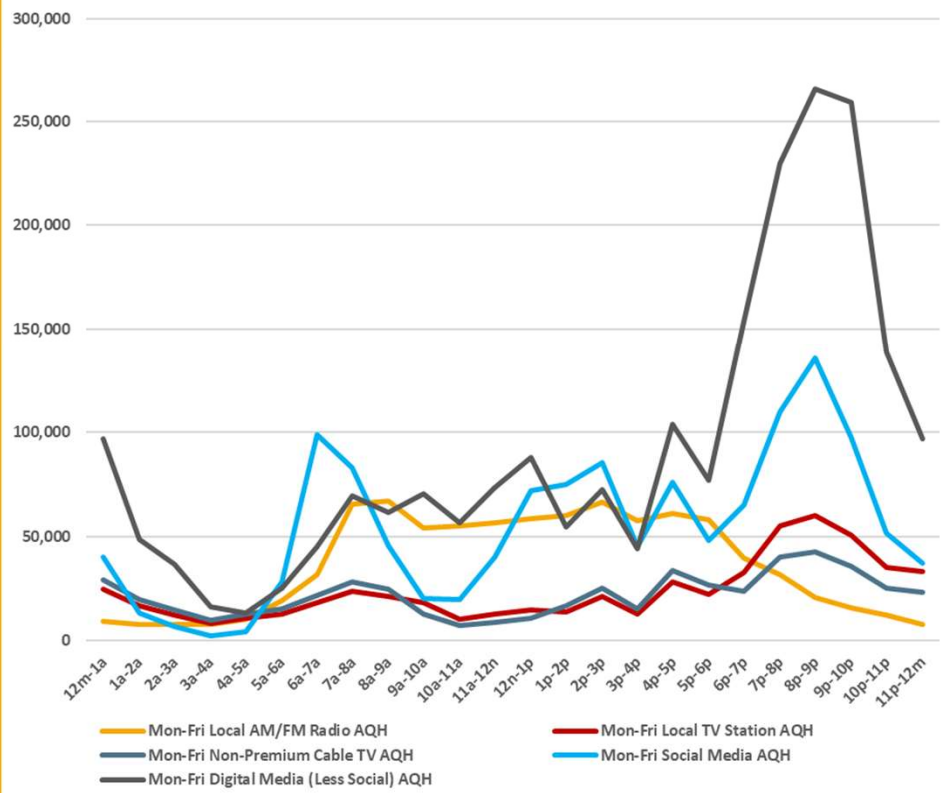
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54*



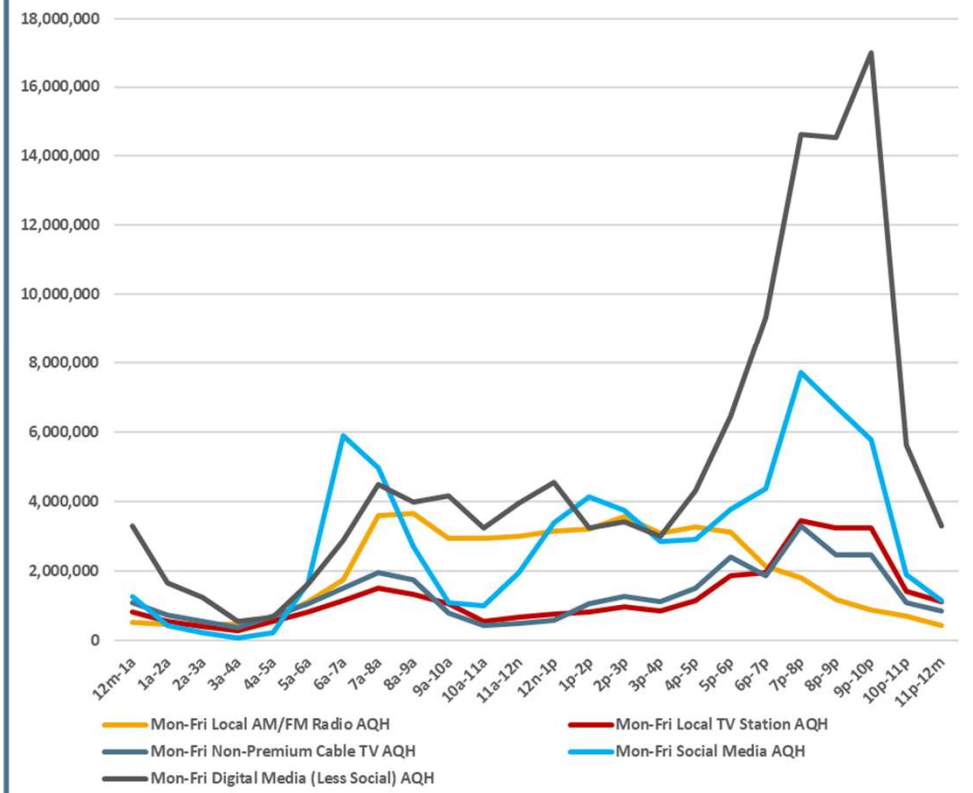


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 74,587; Social Media: 59,570; Local Radio: 56,287; Non-Prem. Cable: 19,525; Local TV: 19,186 reaching Women 25 - 54 who Live in the PHOENIX, AZ, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 who Live in the PHOENIX, AZ, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54

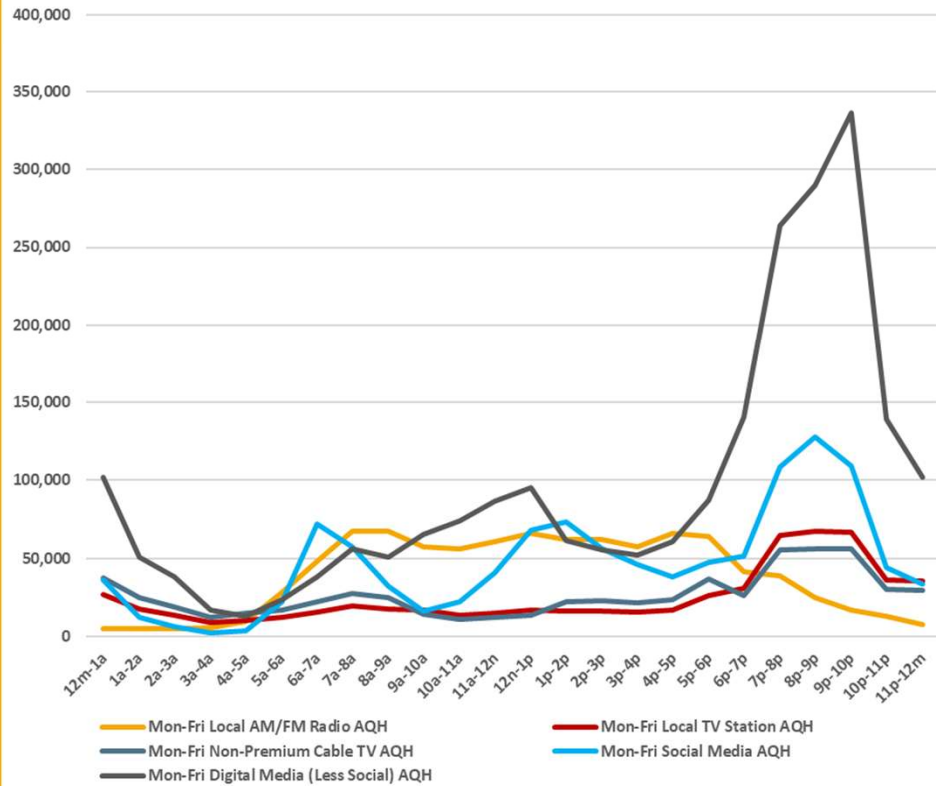




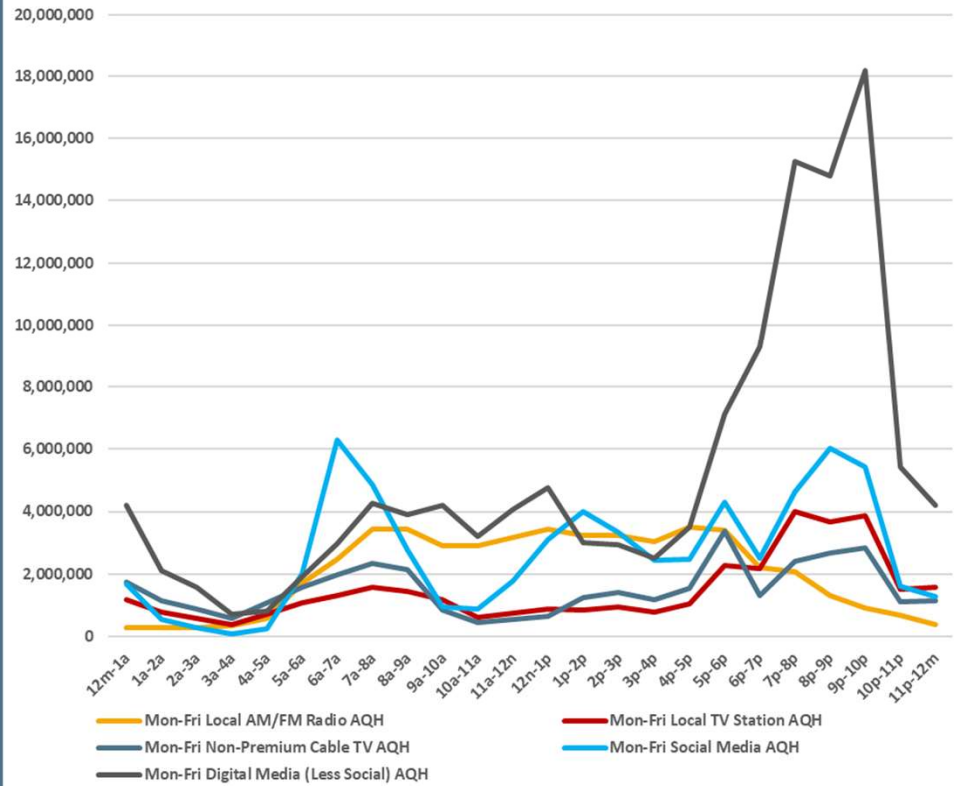
M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,108; Local Radio: 59,741; Social Media: 47,849; Non-Prem. Cable: 21,577; Local TV: 18,253 reaching Men 25 - 54 who Live in the PHOENIX, AZ, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Live in the PHOENIX, AZ, DMA



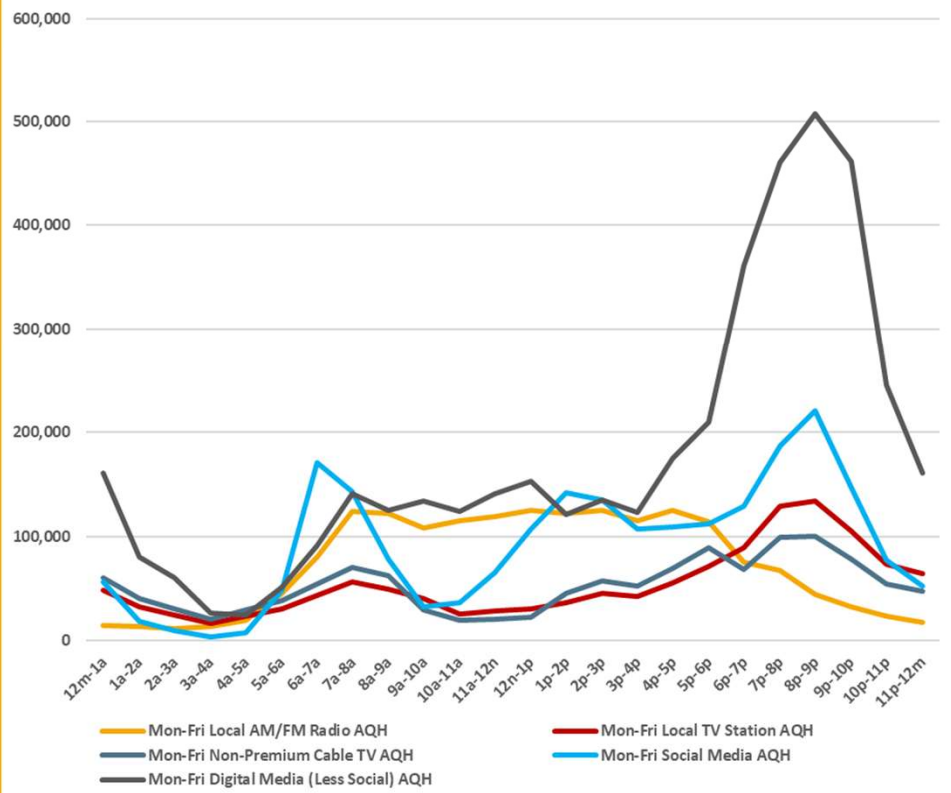
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54



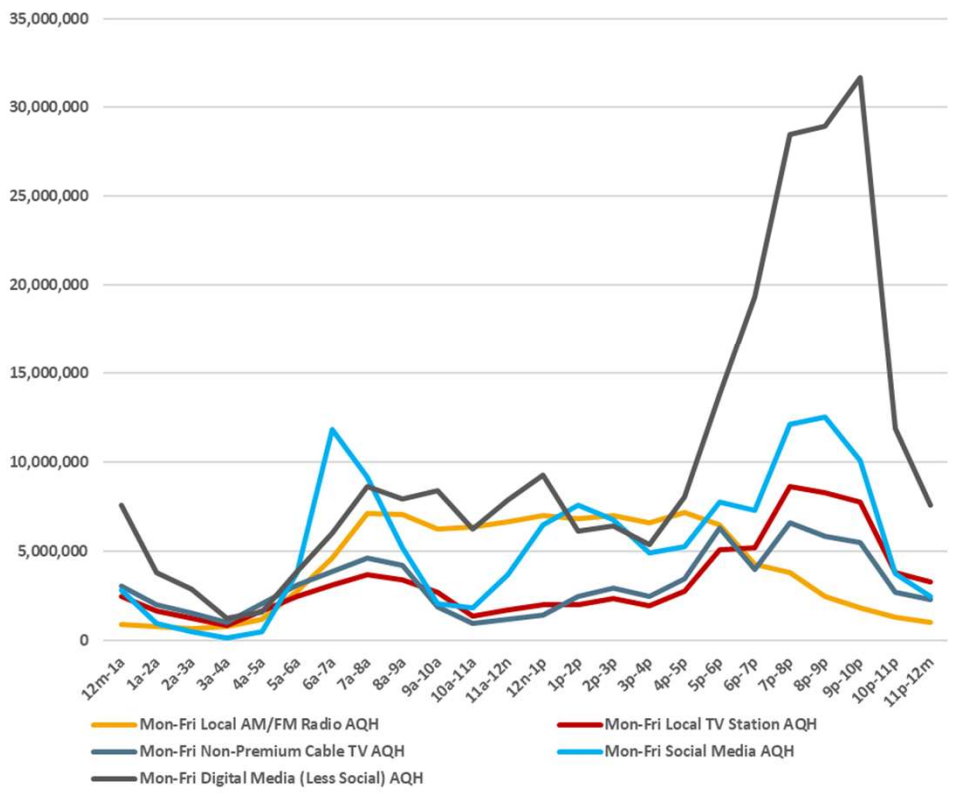


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 156,448; Local Radio: 113,144; Social Media: 105,192; Non-Prem. Cable: 50,771; Local TV: 47,182 reaching Adults 35 - 64 who Live in the PHOENIX, AZ, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA



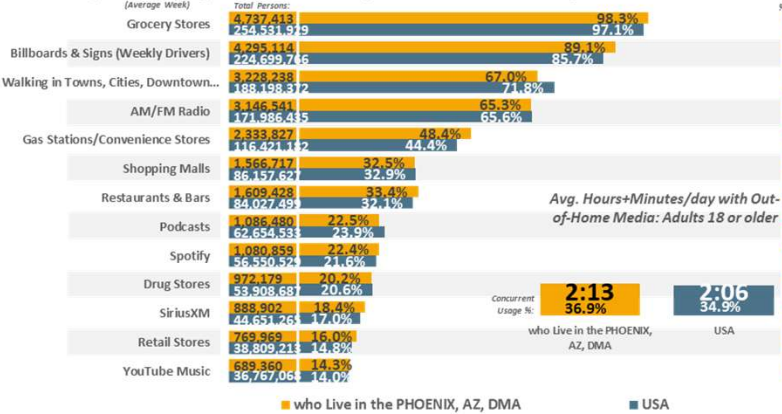
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64



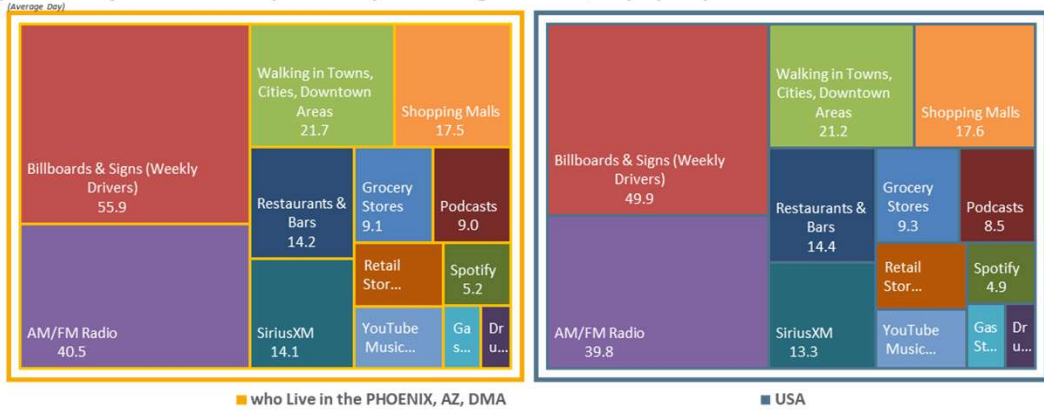


4,295,114 or 89.1% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

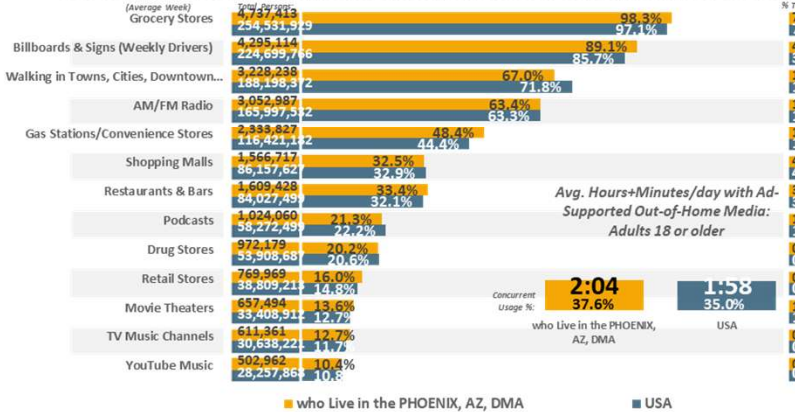
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



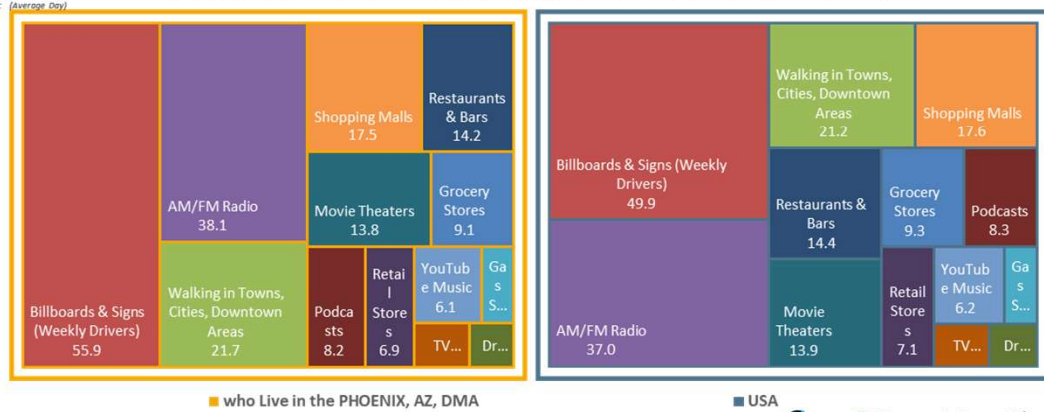
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



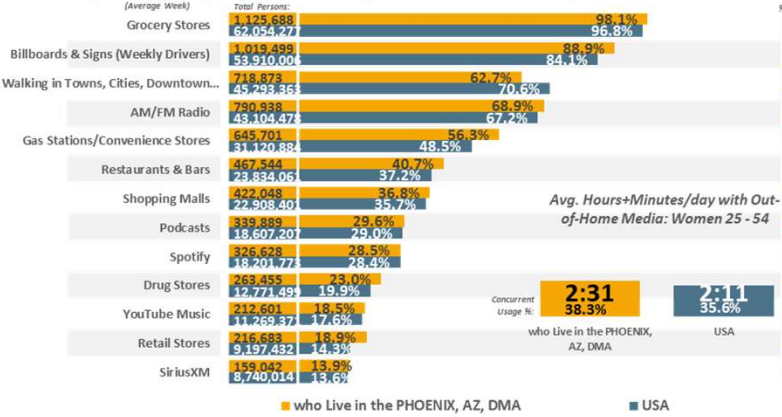
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



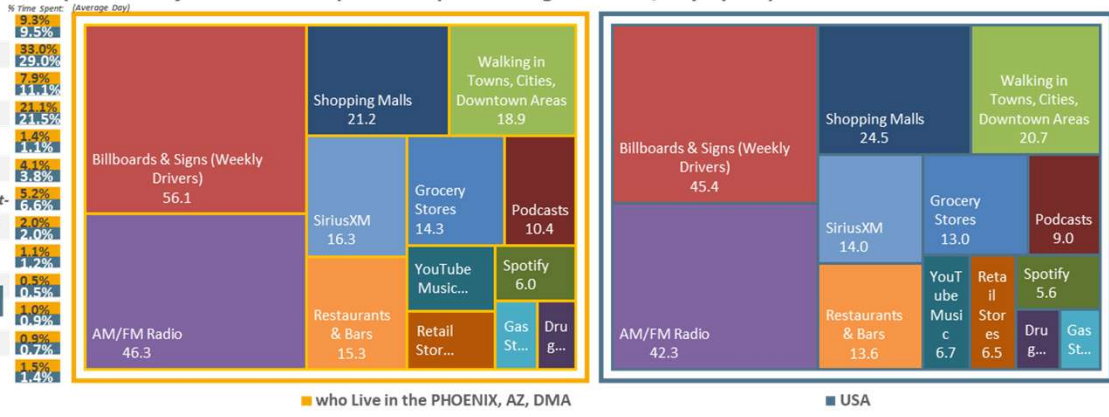


1,019,499 or 88.9% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes/day.

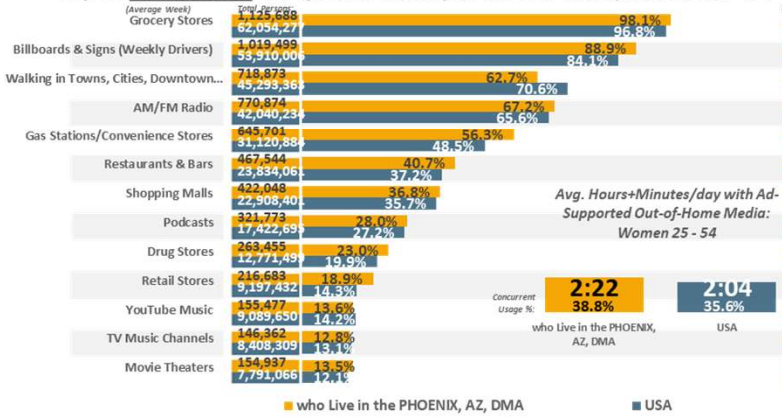
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



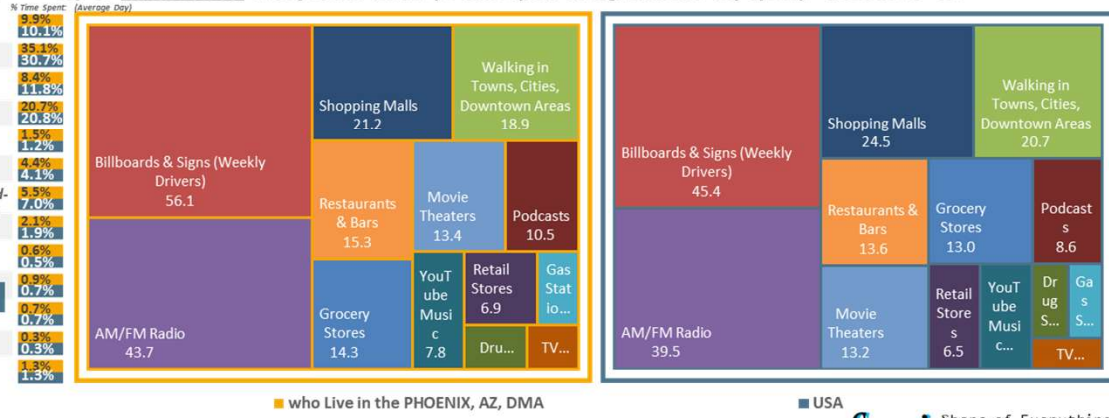
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



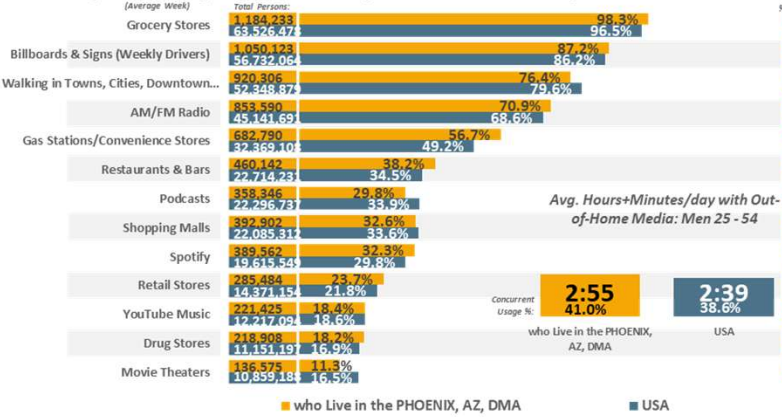
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



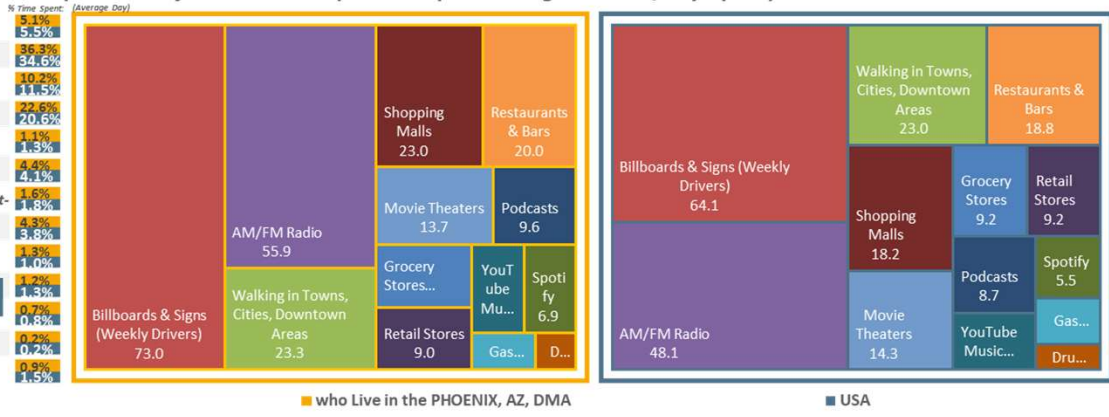


1,050,123 or 87.2% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 73. minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

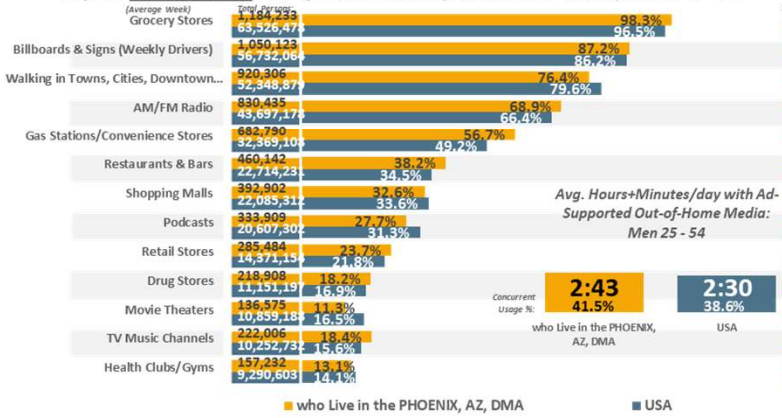
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



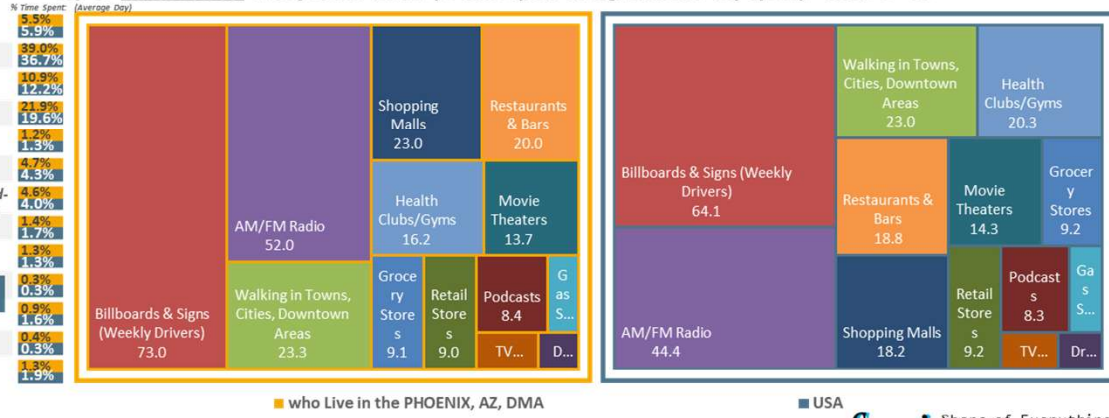
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



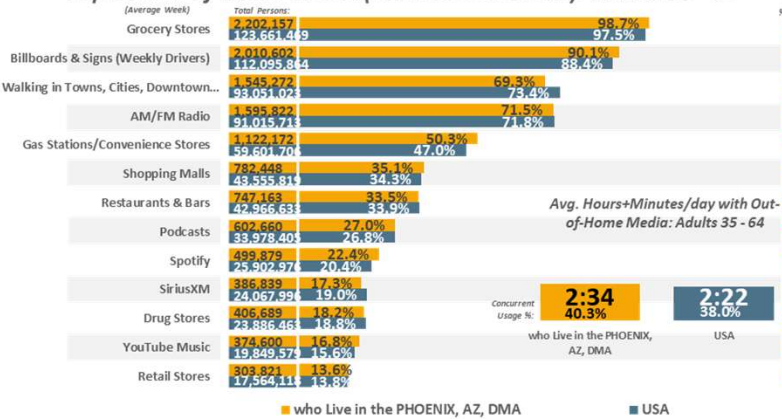
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



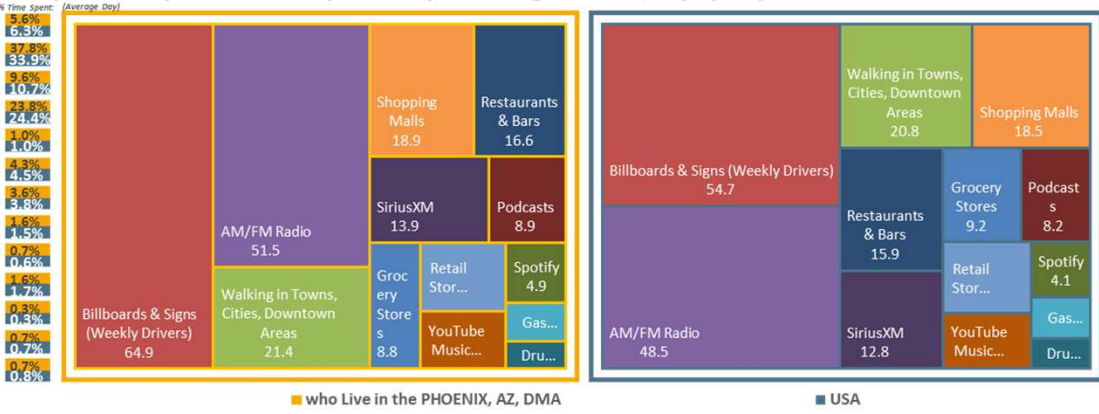


2,010,602 or 90.1% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 64.9 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

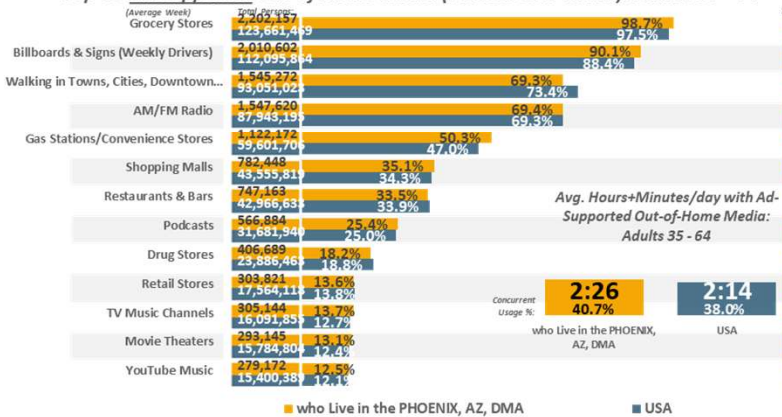
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



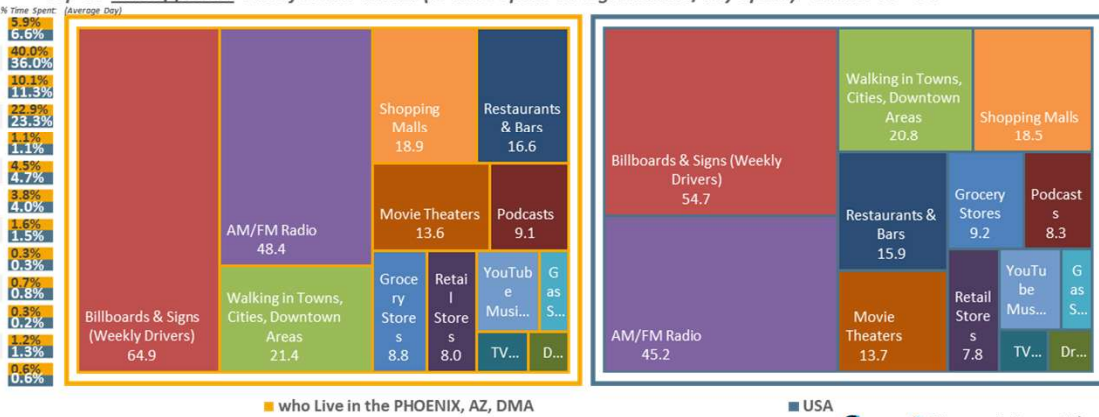
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



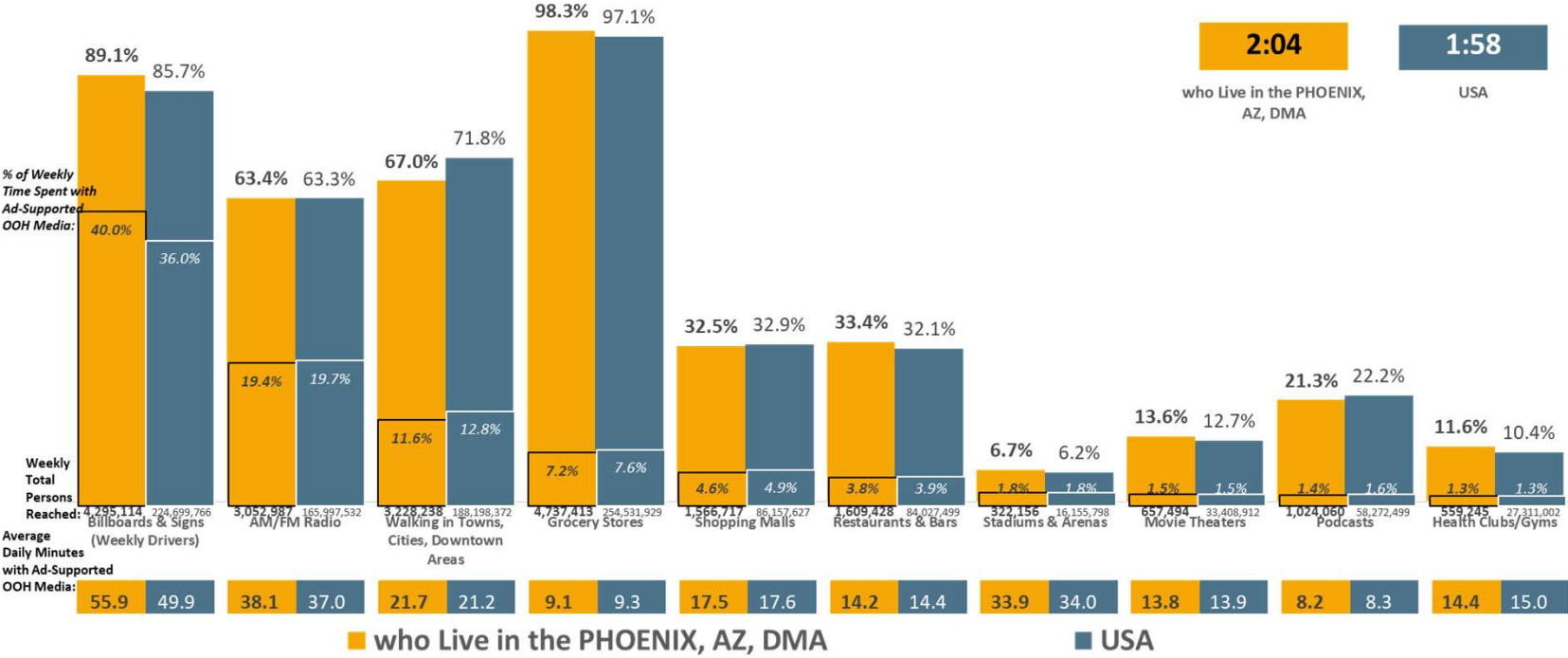


4,295,114 or 89.1% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 40.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:04
who Live in the PHOENIX, AZ, DMA

1:58
USA

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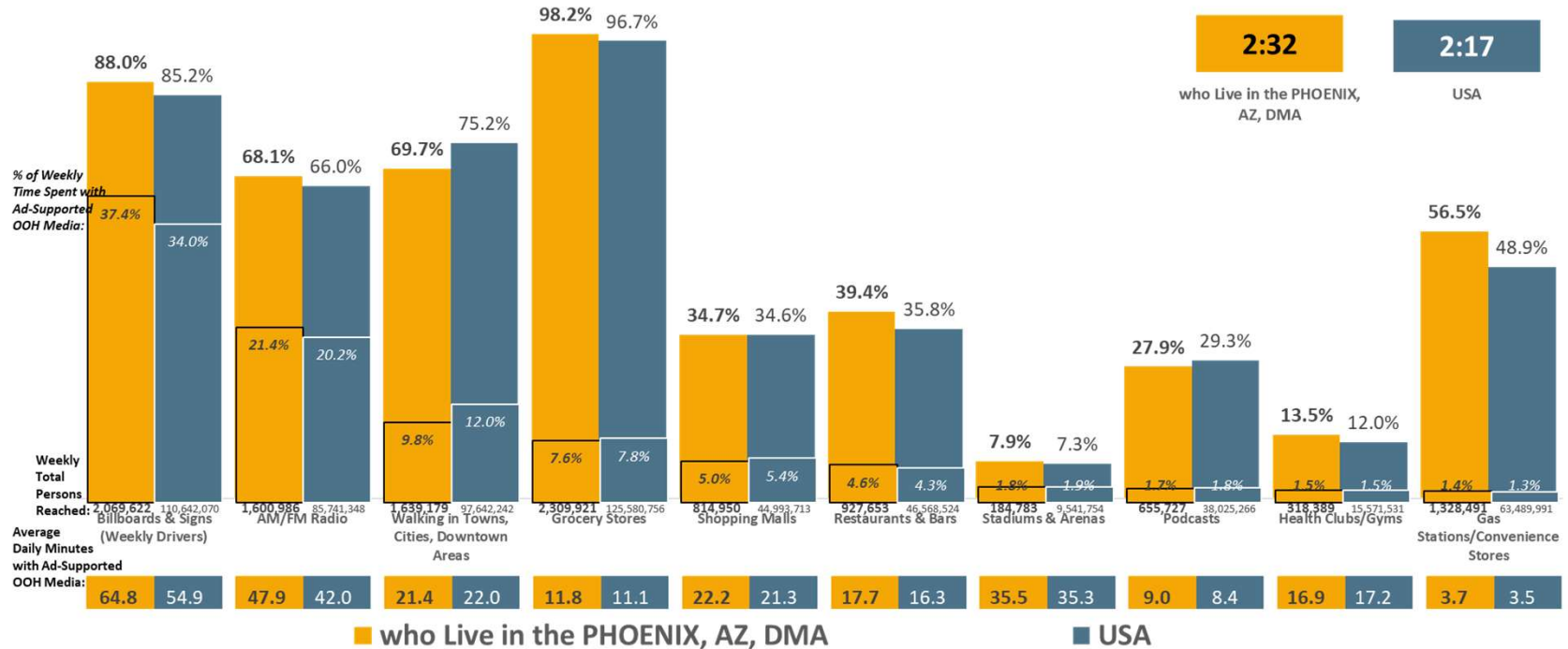


2,069,622 or 88.% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 64.8 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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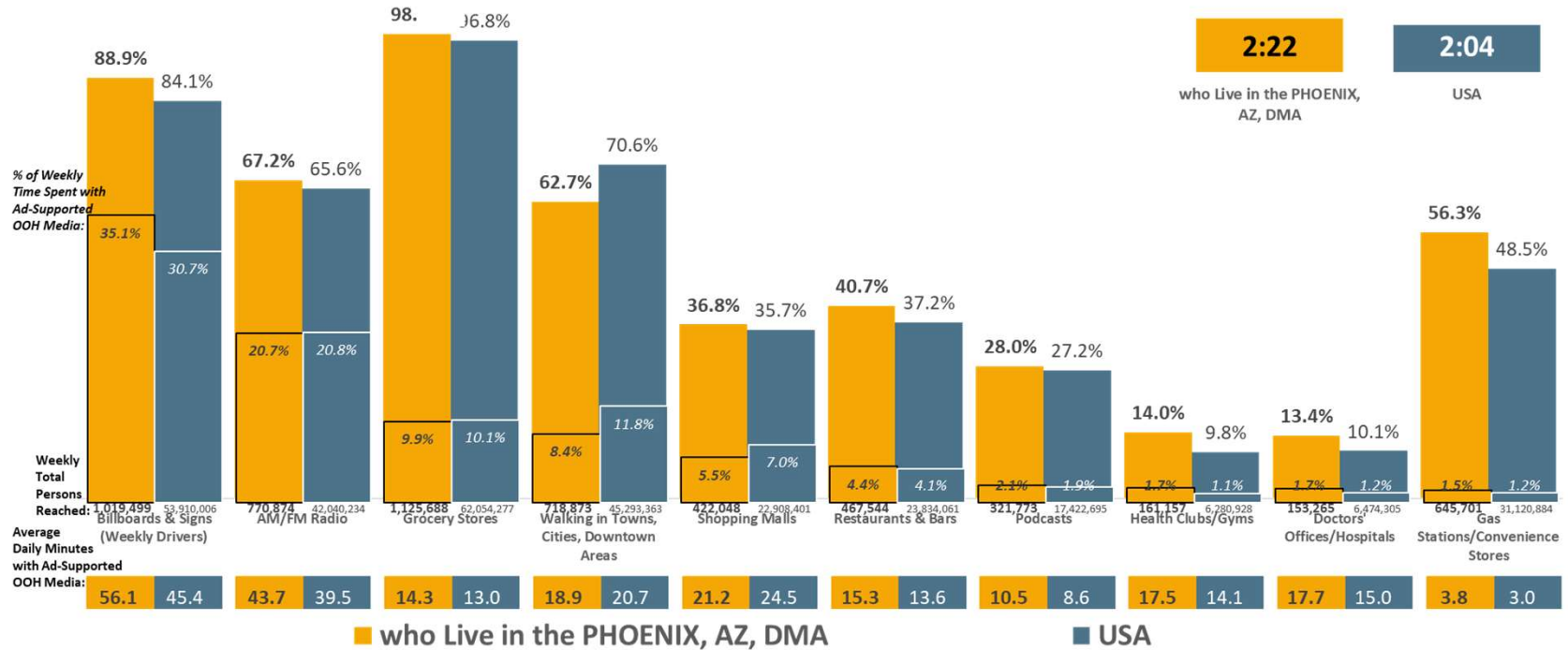


1,019,499 or 88.9% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 56.1 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:22
who Live in the PHOENIX, AZ, DMA

2:04
USA

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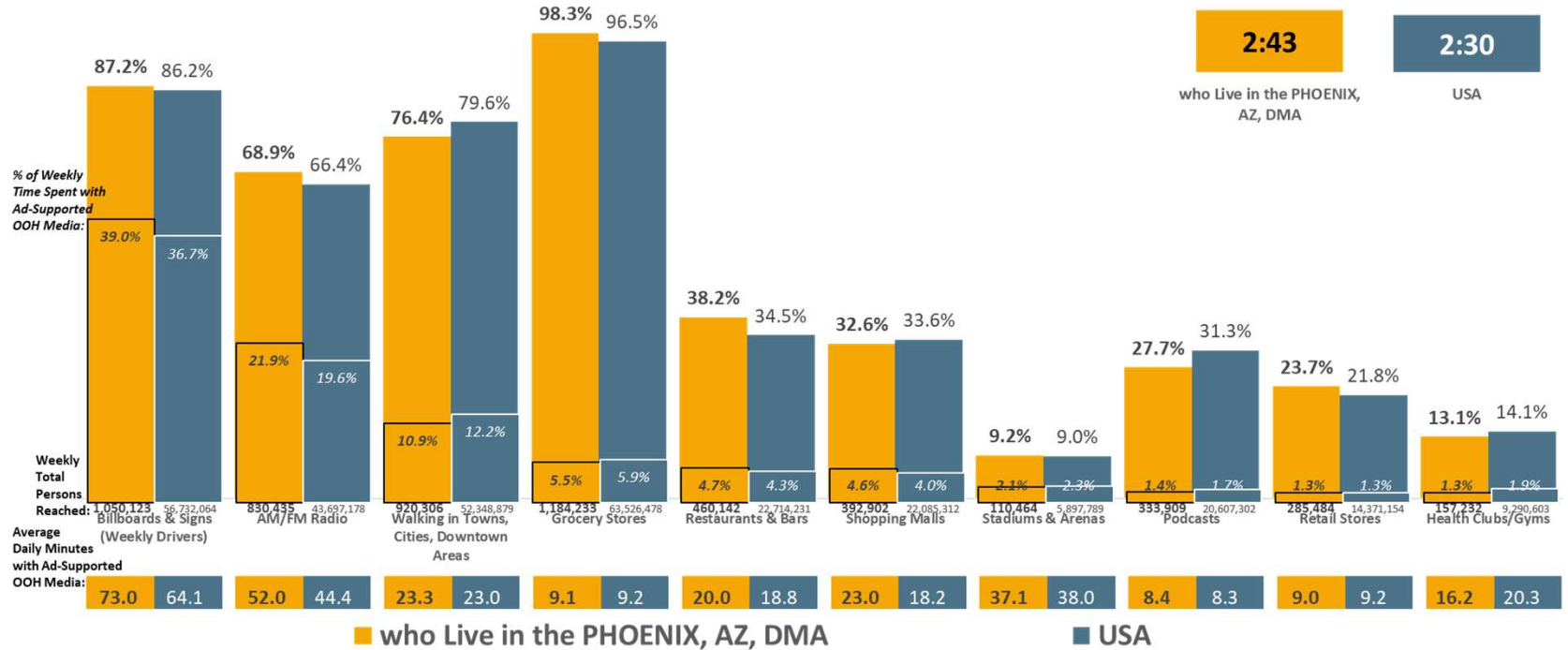


1,050,123 or 87.2% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 73. minutes per day driving, seeing Billboards and Signs representing 39.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:43
who Live in the PHOENIX, AZ, DMA

2:30
USA

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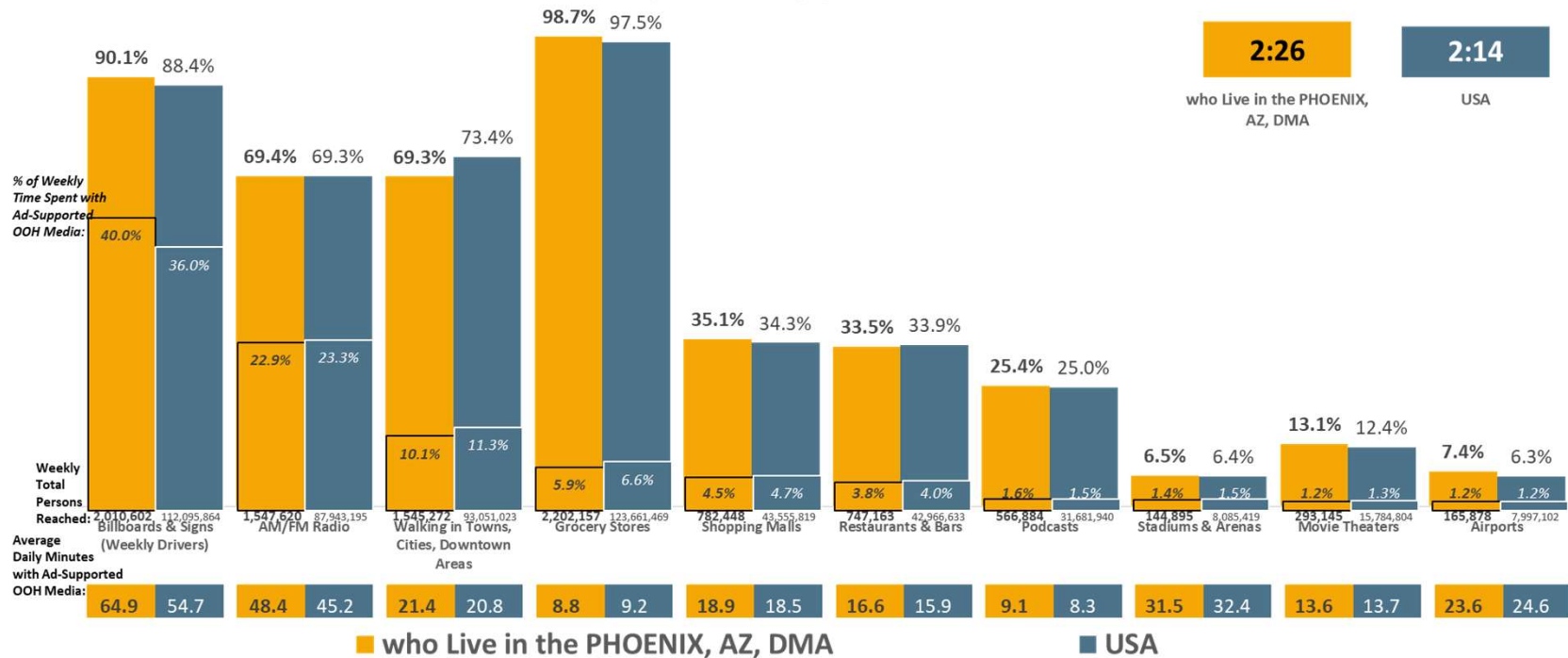


2,010,602 or 90.1% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 64.9 minutes per day driving, seeing Billboards and Signs representing 40.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"

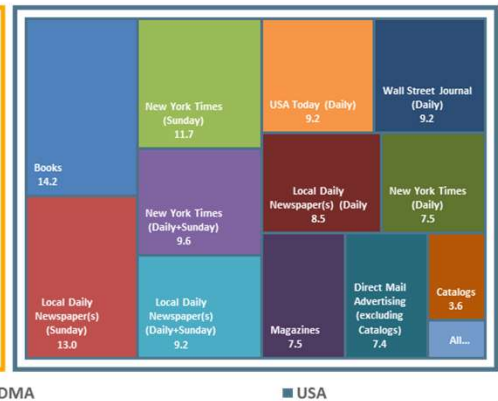
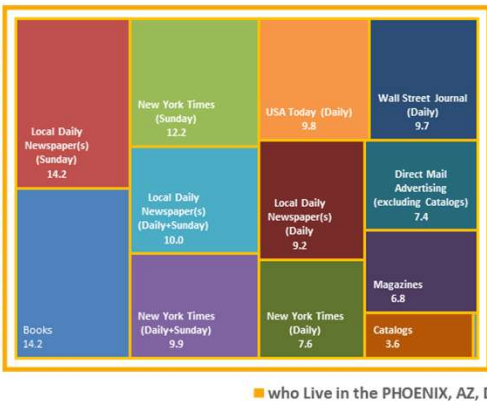
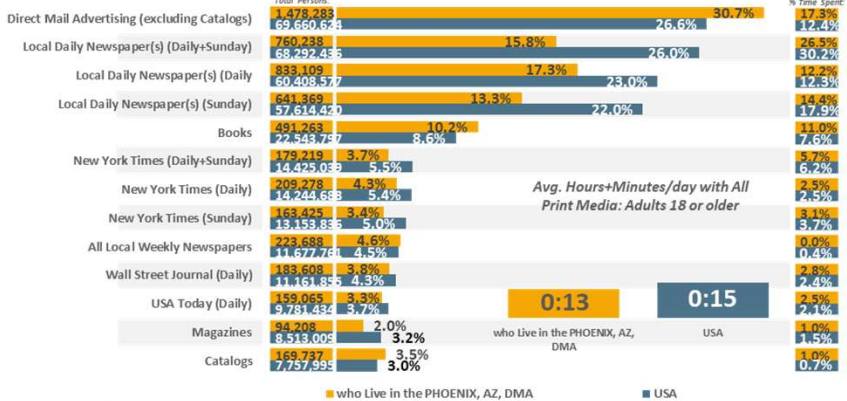


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406
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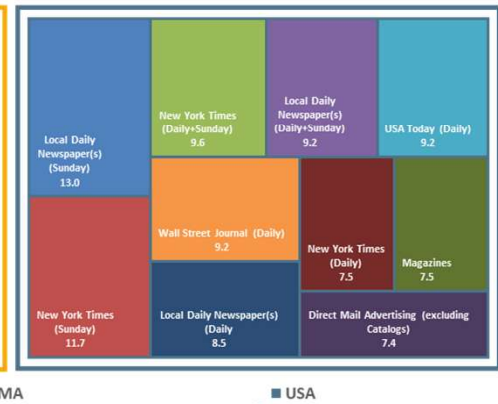
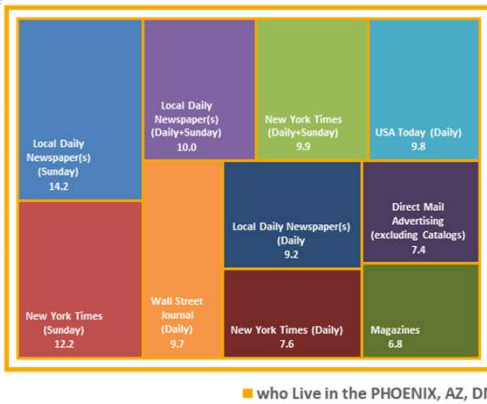
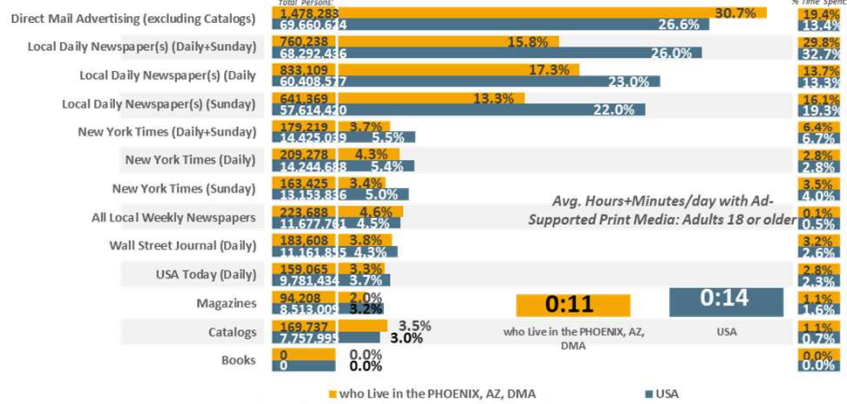


760,238 or 15.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

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



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



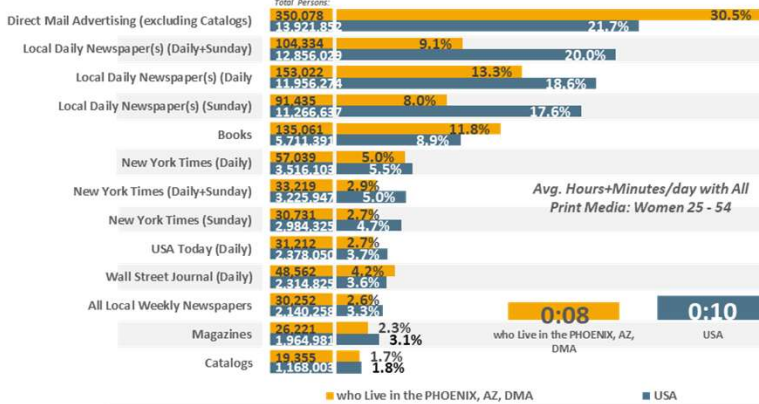
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

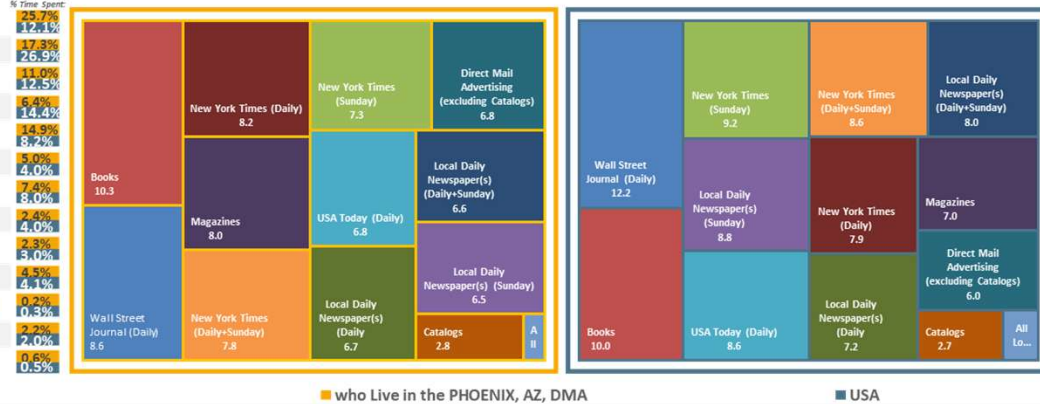


350,078 or 30.5% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 6.8 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

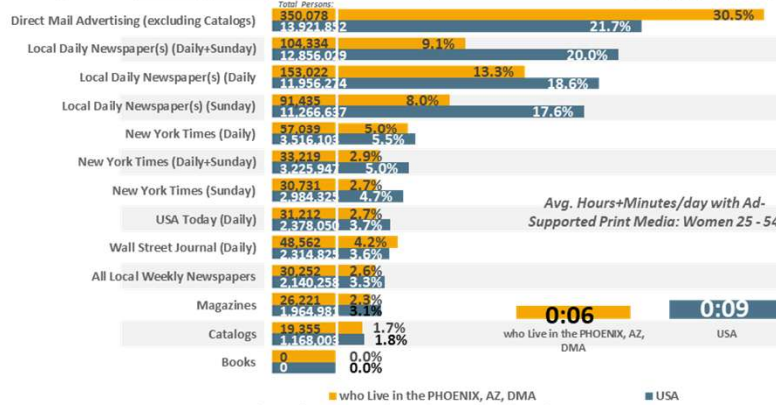
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



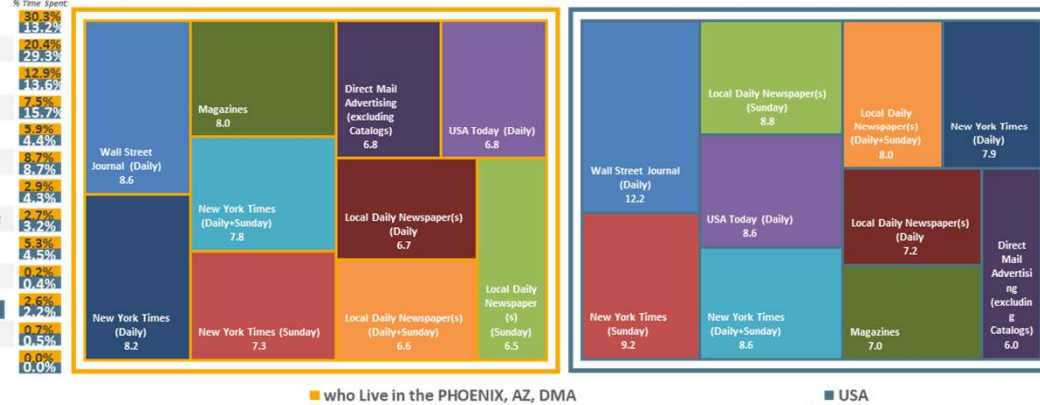
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



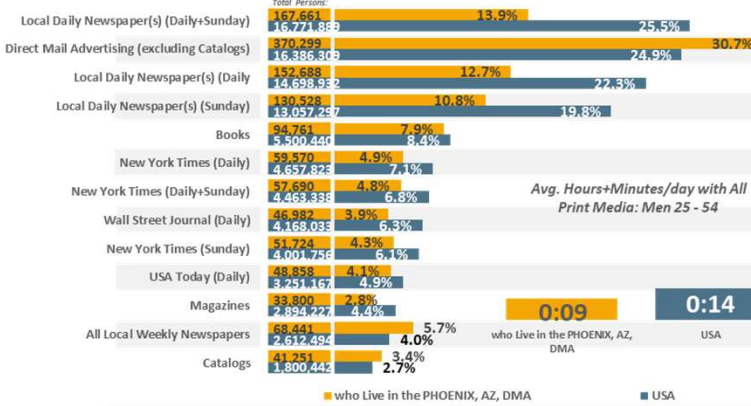
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

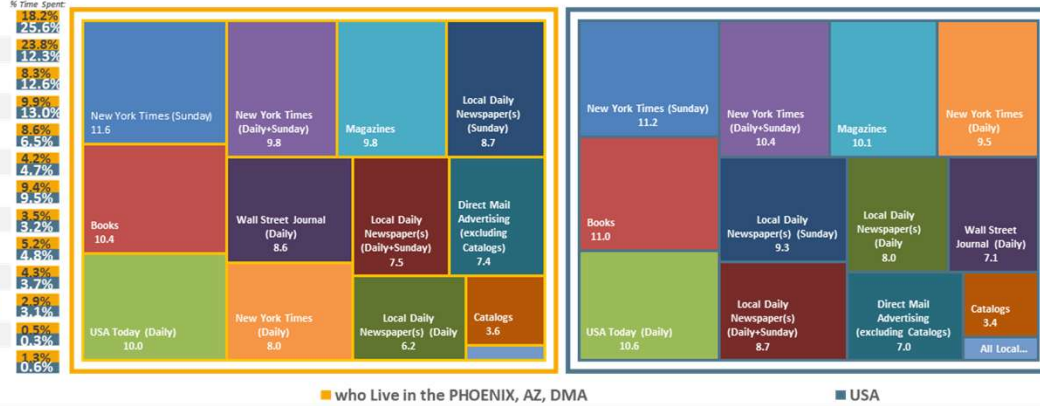


370,299 or 30.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

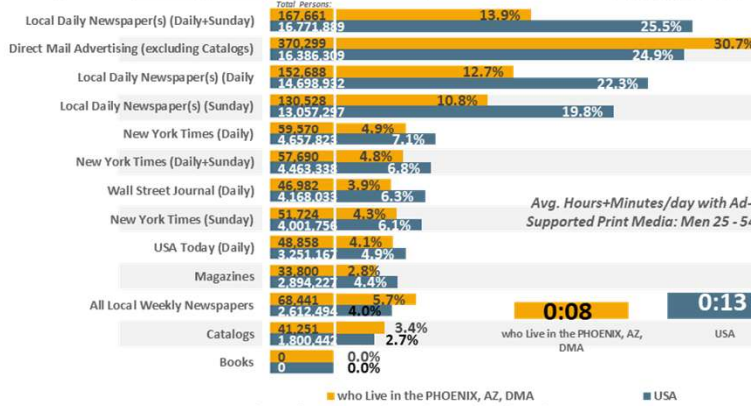
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



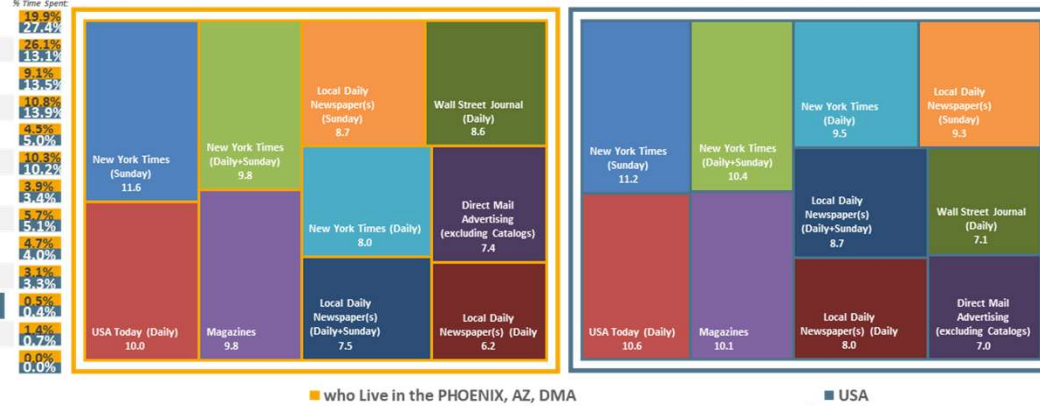
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



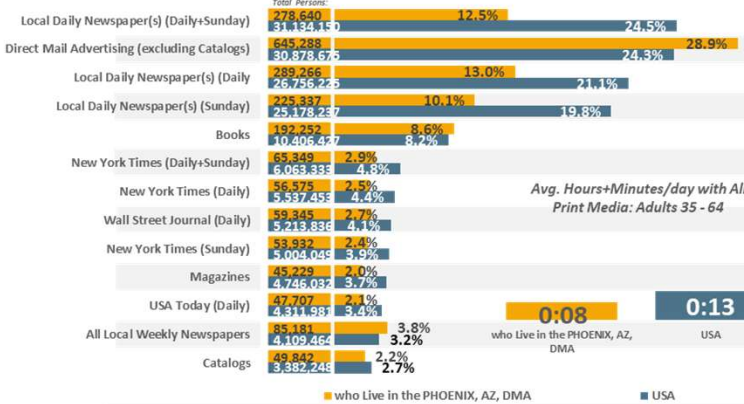
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257

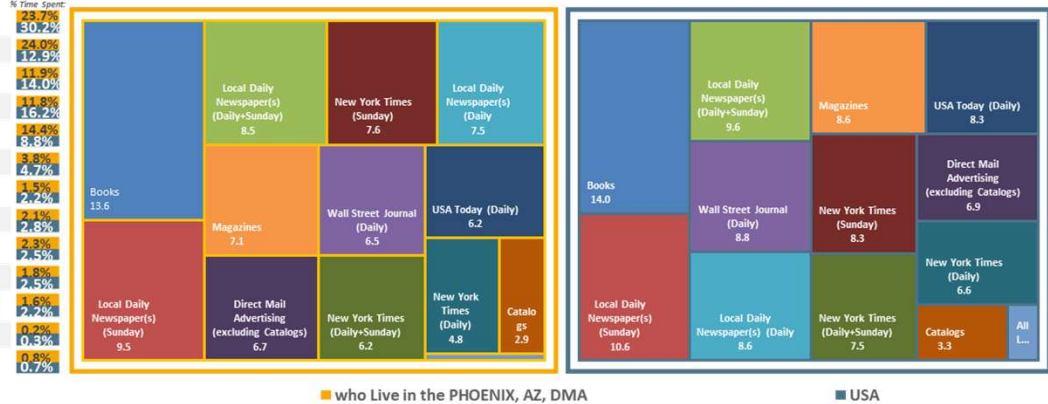


645,288 or 28.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 6.7 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

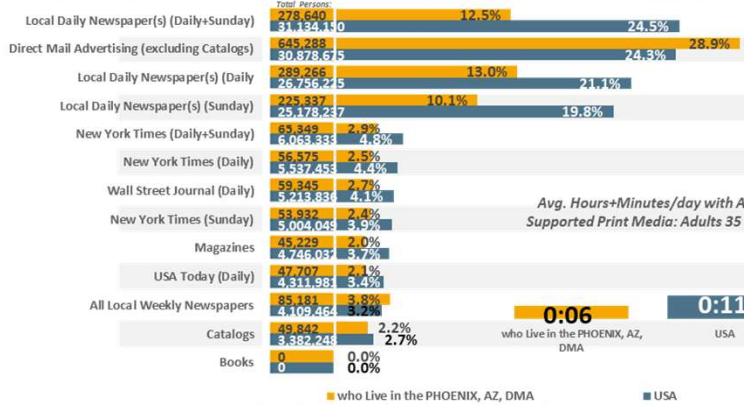
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



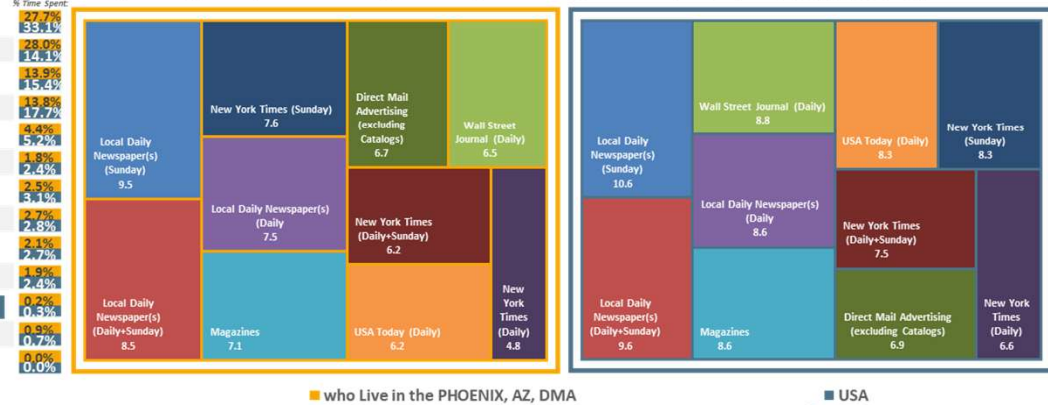
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



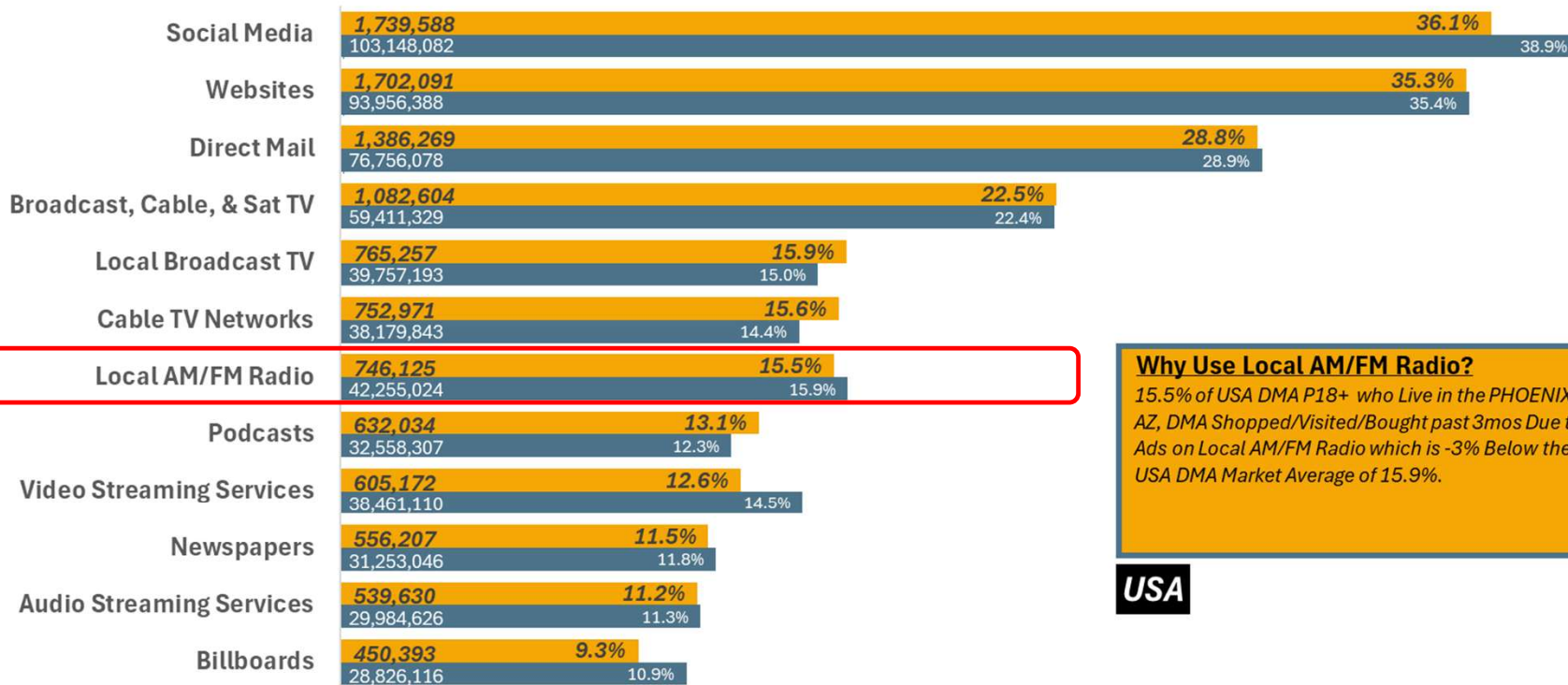
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,257



"Advertising Actions"

P18+ who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 15.5% of USA DMA P18+ who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 15.9%.

USA

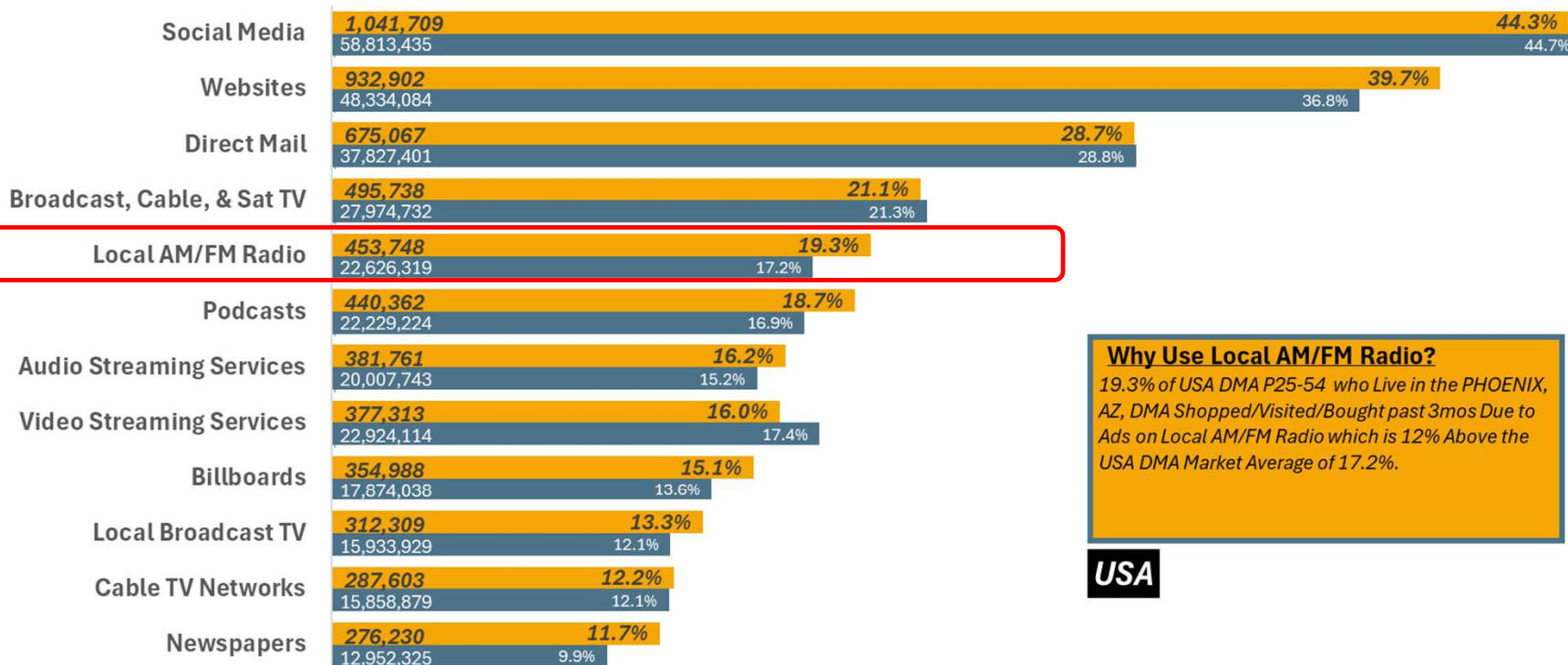
■ P18+ who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 24892
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"Advertising Actions"

P25-54 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 19.3% of USA DMA P25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the USA DMA Market Average of 17.2%.

USA

■ P25-54 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

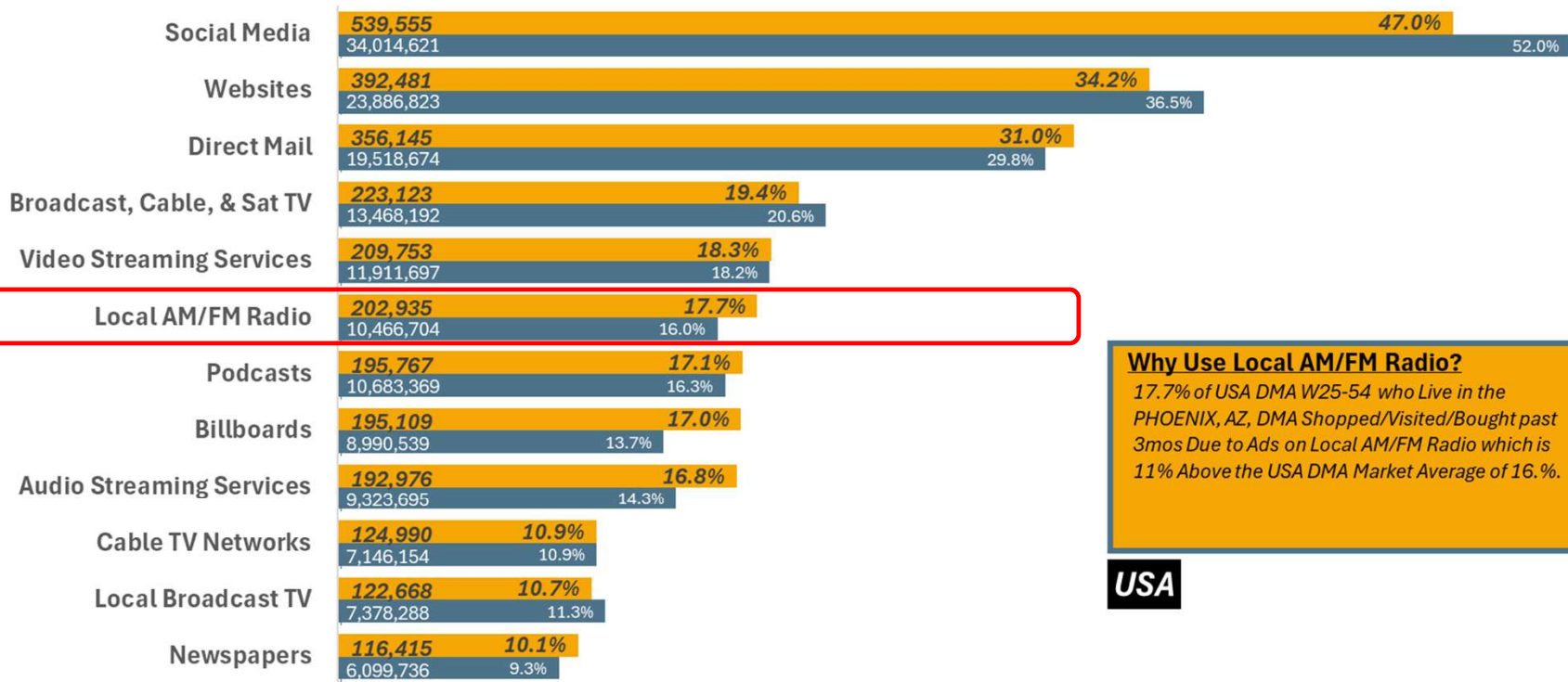
■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 11656
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"Advertising Actions"

W25-54 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 17.7% of USA DMA W25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 16.0%.

USA

■ W25-54 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

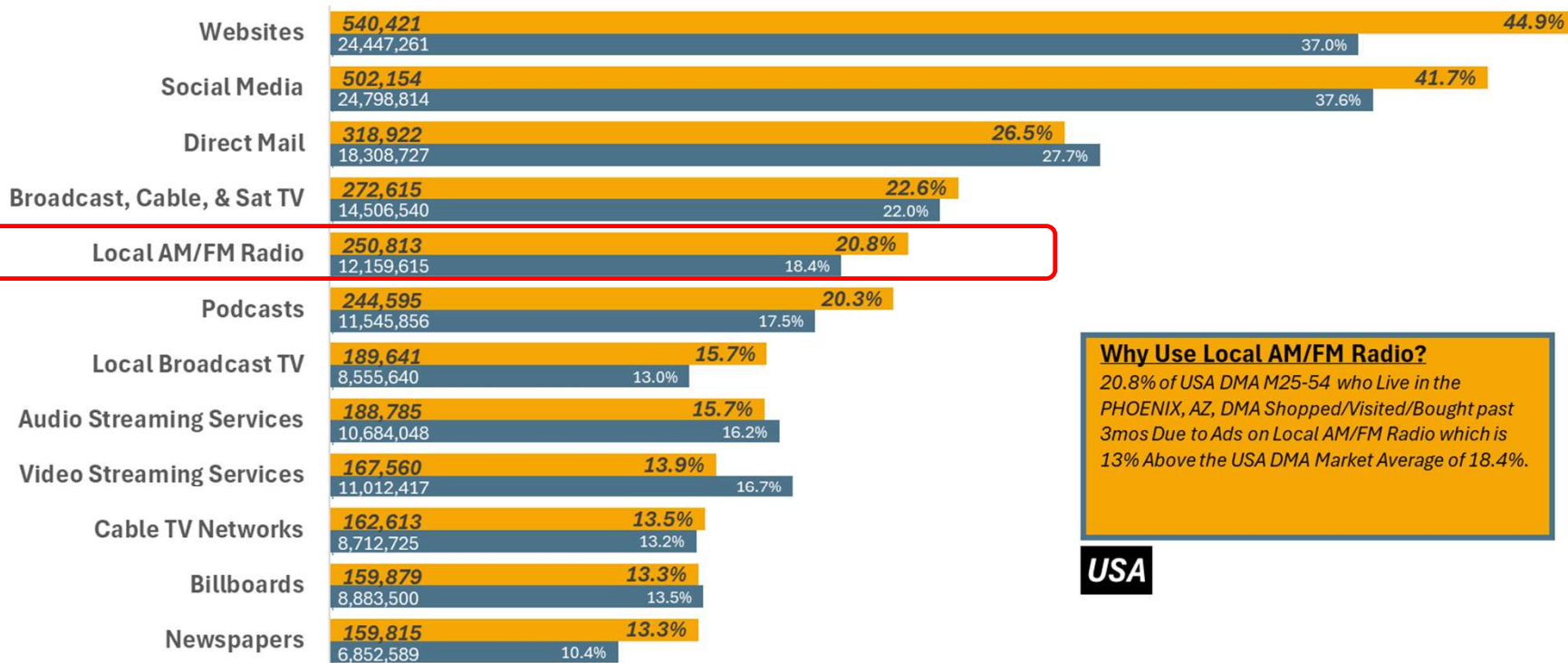
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 7047
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"Advertising Actions"

M25-54 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 20.8% of USA DMA M25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the USA DMA Market Average of 18.4%.

USA

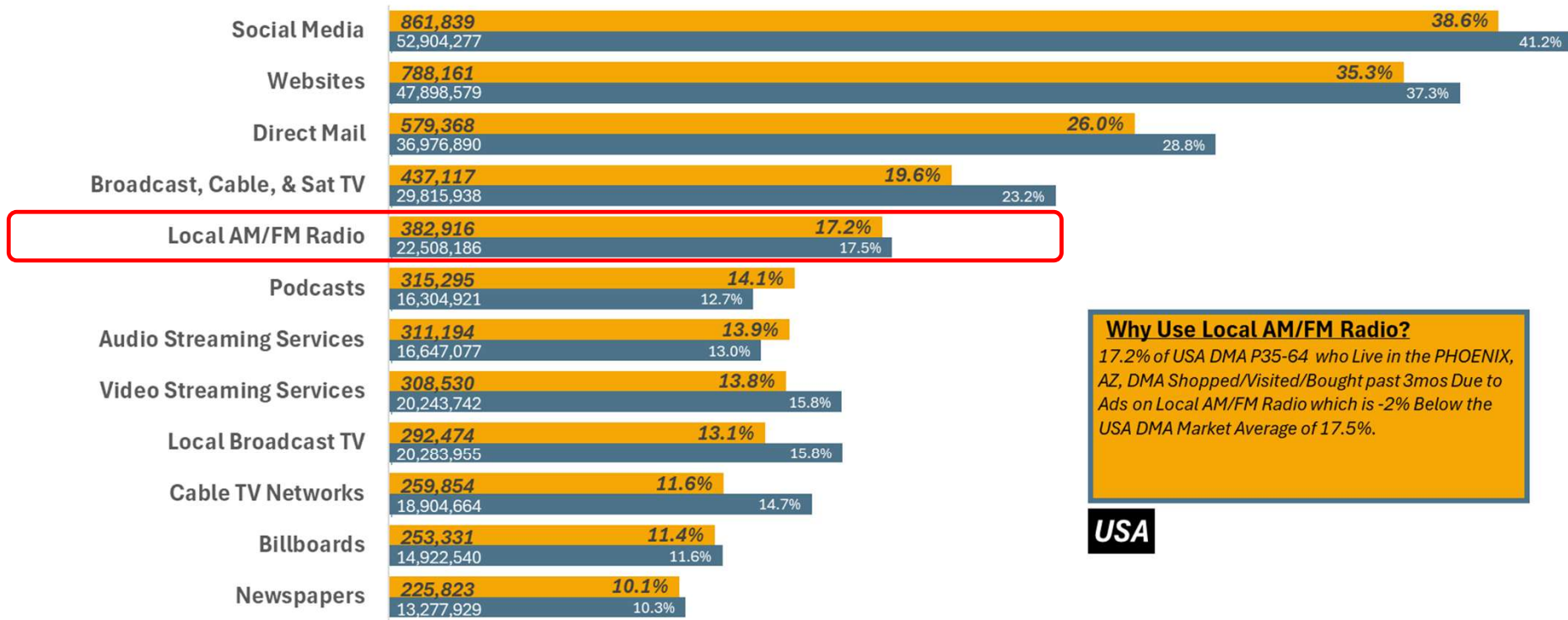
■ M25-54 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

P35-64 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 17.2% of USA DMA P35-64 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the USA DMA Market Average of 17.5%.

USA

■ P35-64 who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 12956
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