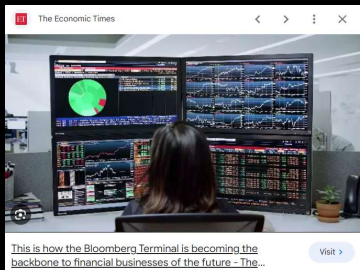


USA+4 DMAs – P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS** as of August 31, 2025.



P18+

YouGov
What the world thinks



Stanford | Cyber Policy Center
Freeman Spogli Institute and Stanford Law School



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

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 42.8 years old (12.2% younger than average) and have a \$92,506 (3.3% lower than average) annual household income.

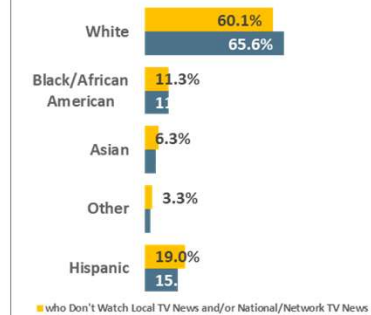
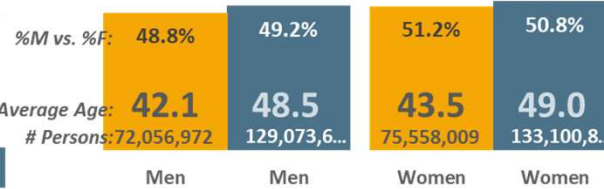
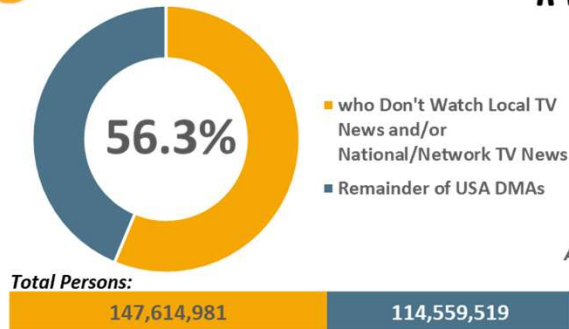


Percent of Market: Adults 18 or older

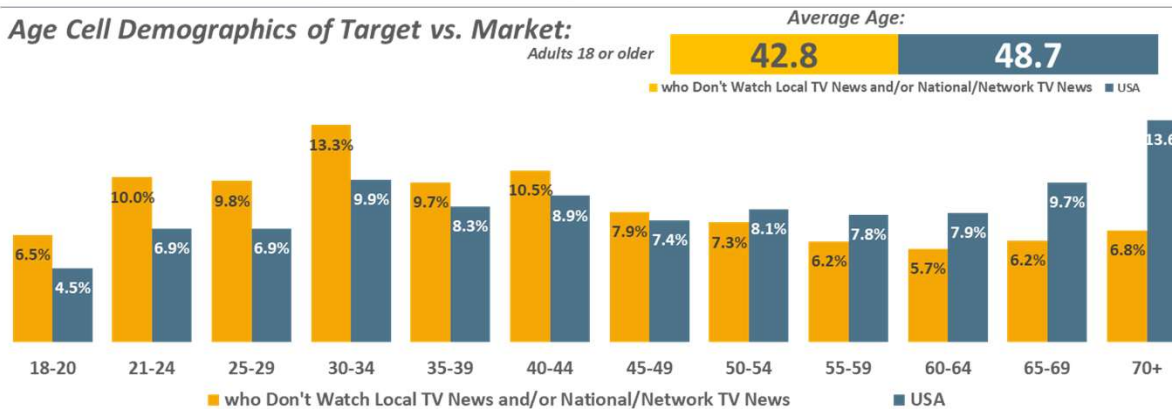


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBI/BI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



52.7% or 3,976,462 of CHI DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 42. years old (13.1% younger than average) and have a \$101,361 (5.7% lower than average) annual household...

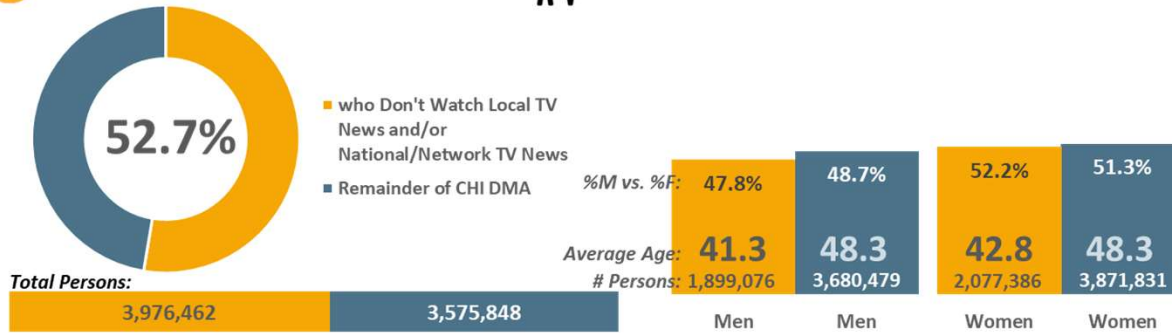


Percent of Market: Adults 18 or older

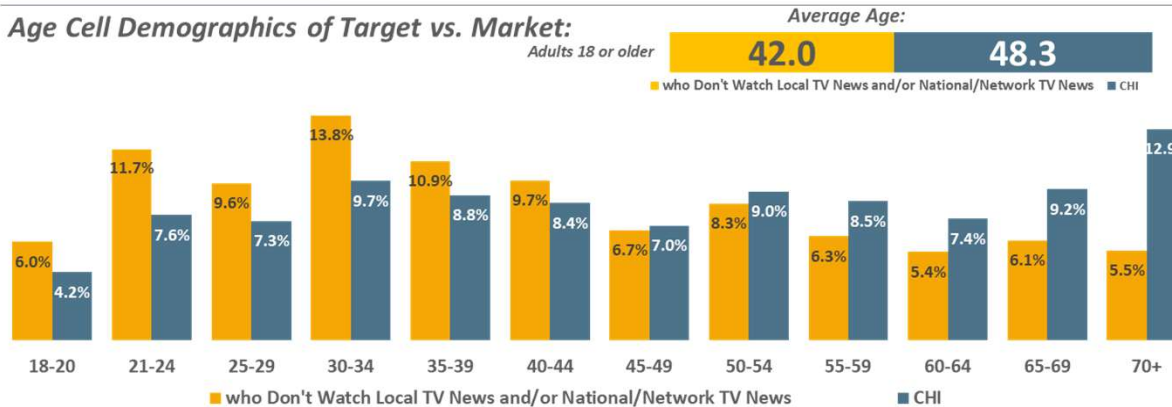


Gender of Target vs. Market: Adults 18 or older

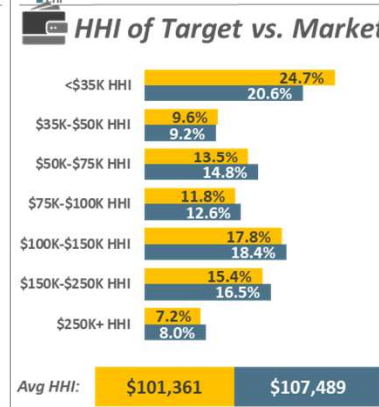
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and HBI/BI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



61.8% or 3,533,011 of WDC DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 43.7 years old (8.9% younger than average) and have a \$130,524 (4.7% lower than average) annual household income.

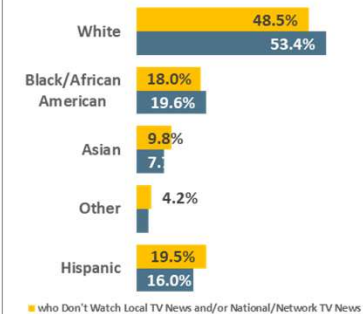
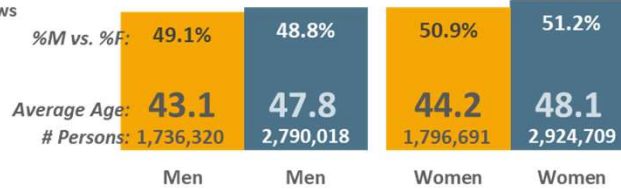
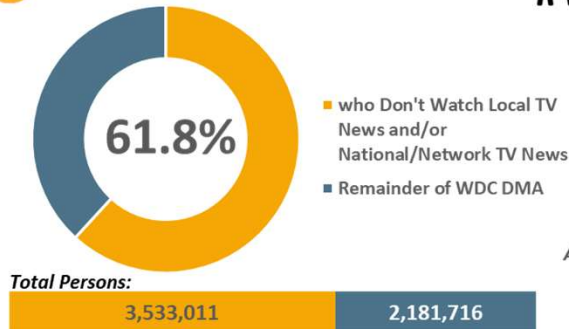


Percent of Market: Adults 18 or older

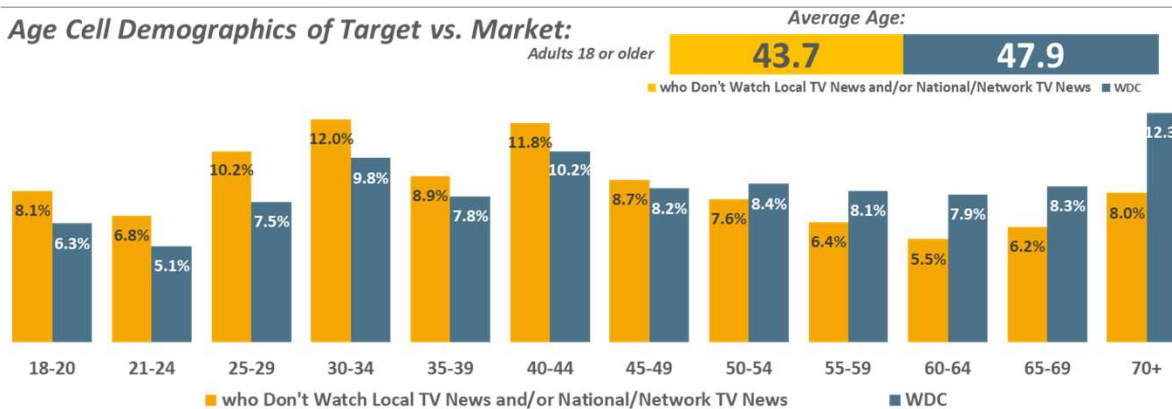


Gender of Target vs. Market: Adults 18 or older

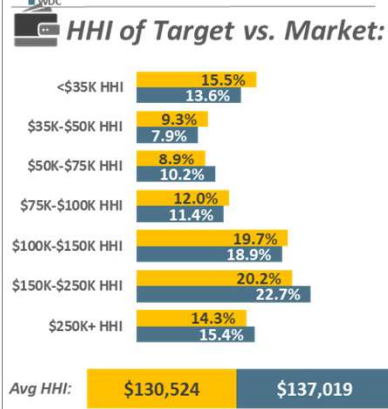
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and HBI/AI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



61.3% or 2,774,466 of SEA DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 43.1 years old (10.7% younger than average) and have a \$126,620 (1.4% higher than average) annual household...

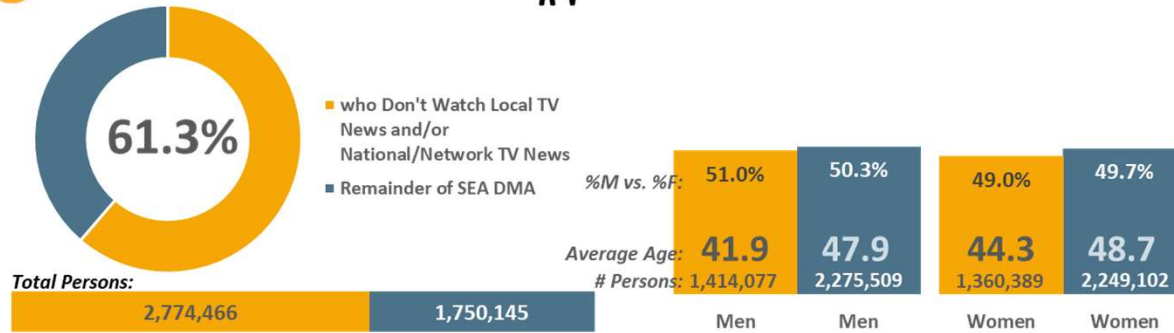


Percent of Market: Adults 18 or older

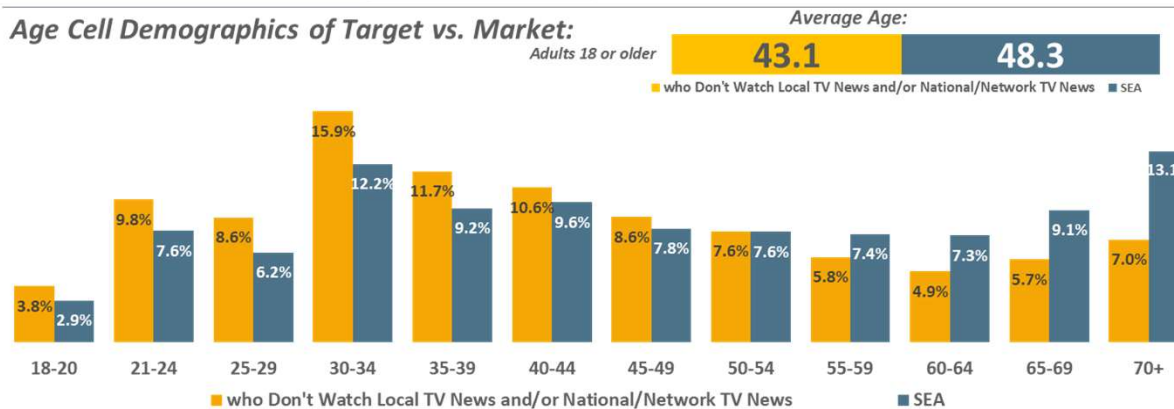


Gender of Target vs. Market: Adults 18 or older

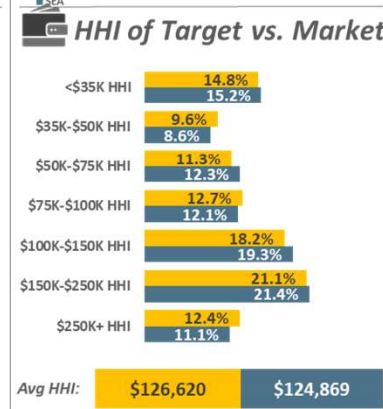
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and HBI/Al Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



58.0% or 2,761,424 of PHX DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 43.2 years old (11.2% younger than average) and have a \$103,420 (1.8% lower than average) annual household...

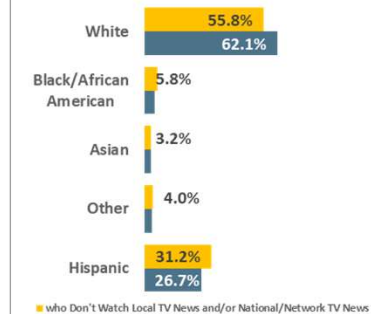
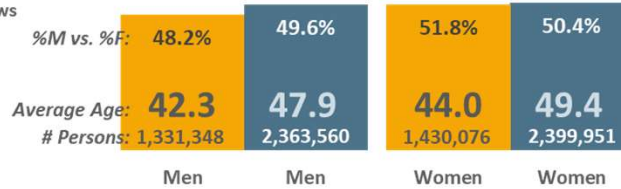
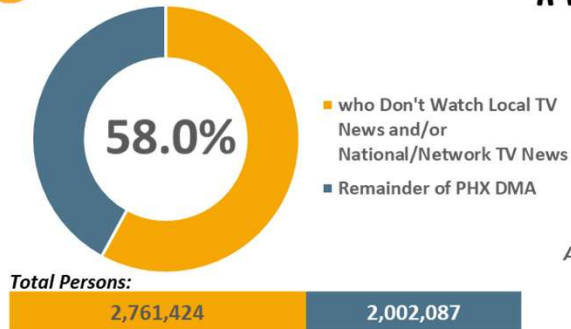


Percent of Market: Adults 18 or older

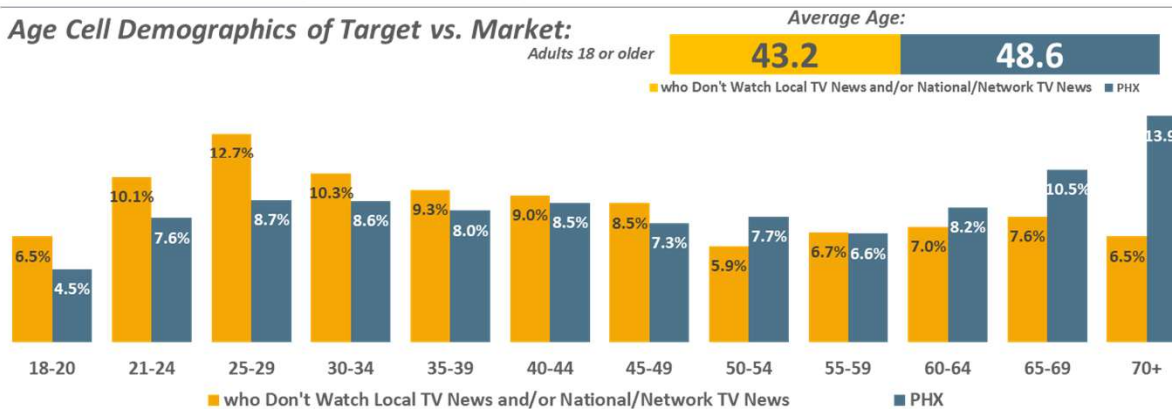


Gender of Target vs. Market: Adults 18 or older

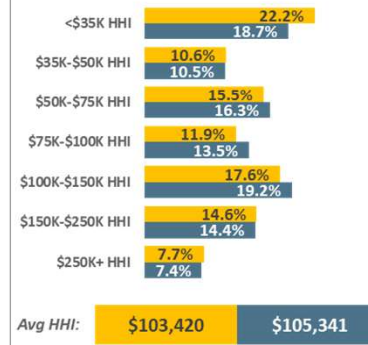
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



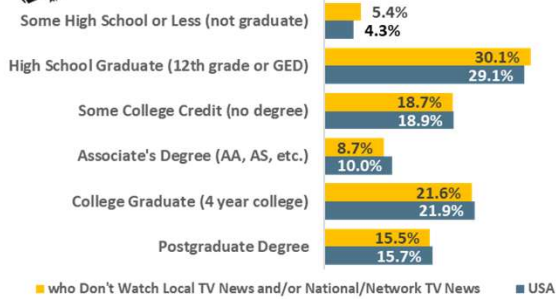
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and HBI/Al Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

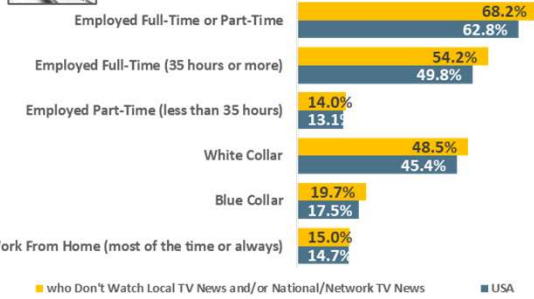


56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.7% less likely to be a college graduate, 8.9% more likely to work full-time, 10.2% less likely to be married, 21.2% more likely to be a parent of 1 or more children and

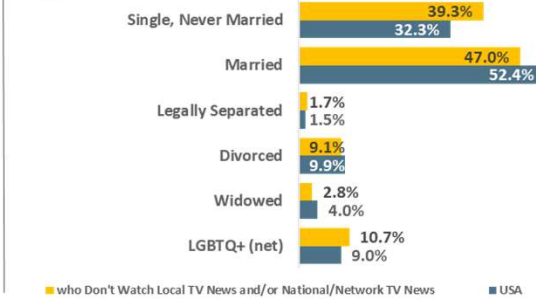
Education Levels: Adults 18 or older



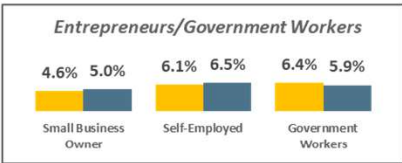
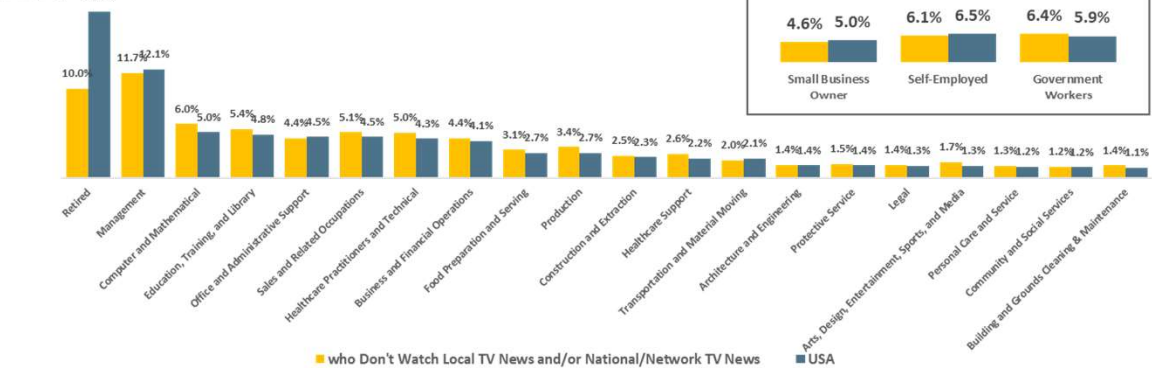
Employment: Adults 18 or older



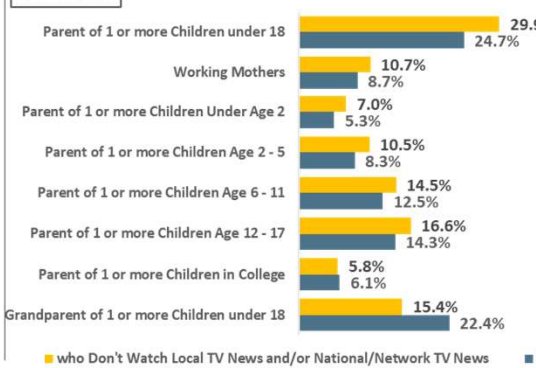
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBI AI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

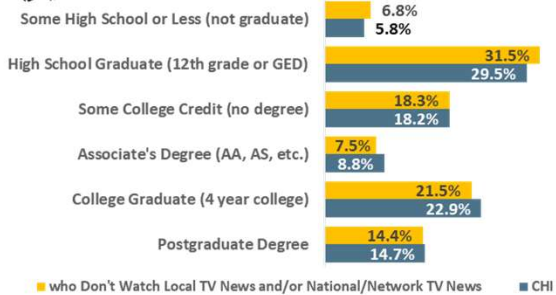
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



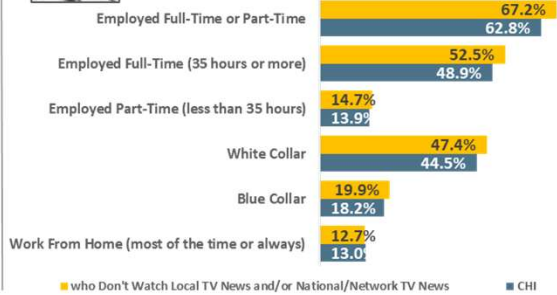
52.7% or 3,976,462 of CHI DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 4.7% less likely to be a college graduate, 7.5% more likely to work full-time, 13.6% less likely to be married, 25.2% more likely to be a parent of 1 or more children und



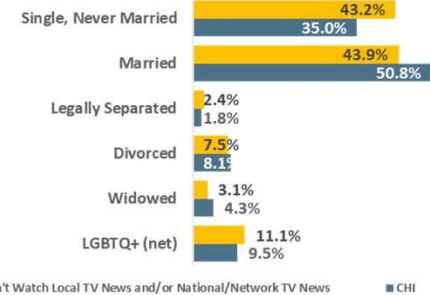
Education Levels: Adults 18 or older



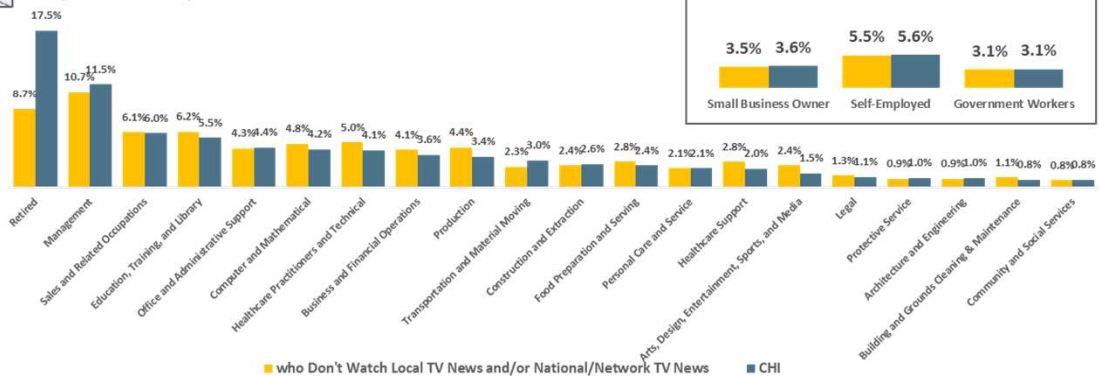
Employment: Adults 18 or older



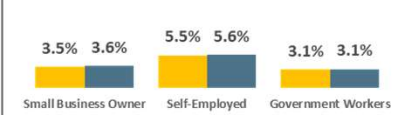
Marital Status: Adults 18 or older



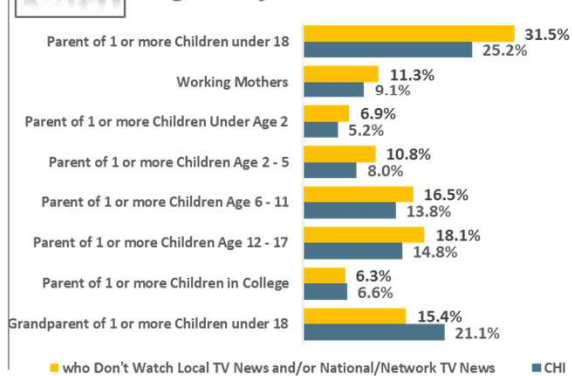
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

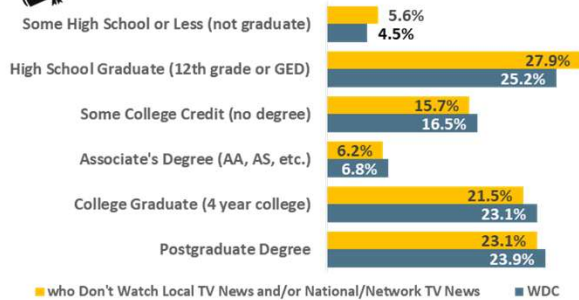




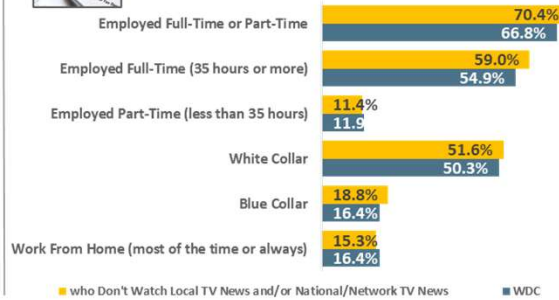
61.8% or 3,533,011 of WDC DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 5.2% less likely to be a college graduate, 7.5% more likely to work full-time, 7.1% less likely to be married, 15.% more likely to be a parent of 1 or more children under



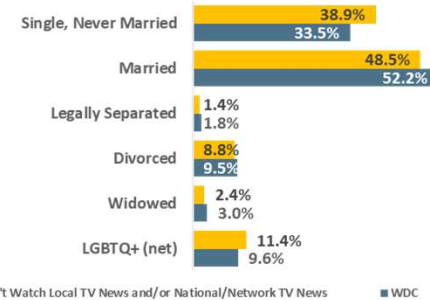
Education Levels: Adults 18 or older



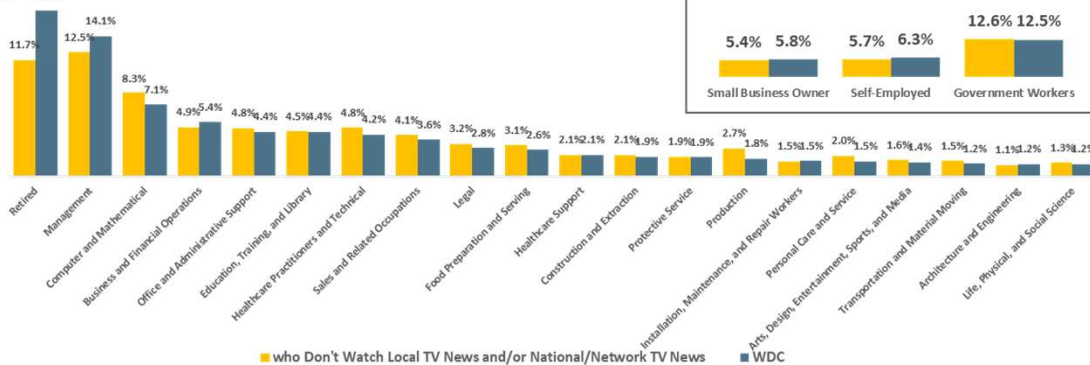
Employment: Adults 18 or older



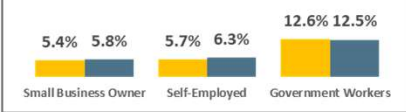
Marital Status: Adults 18 or older



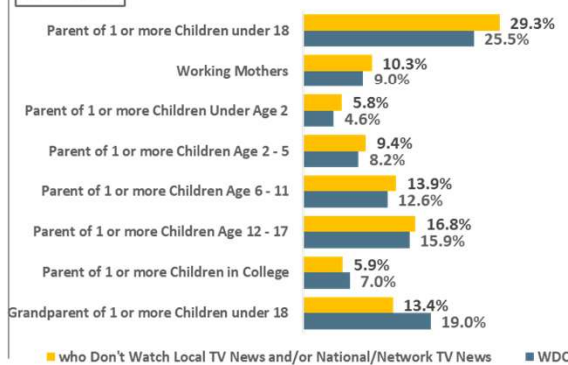
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

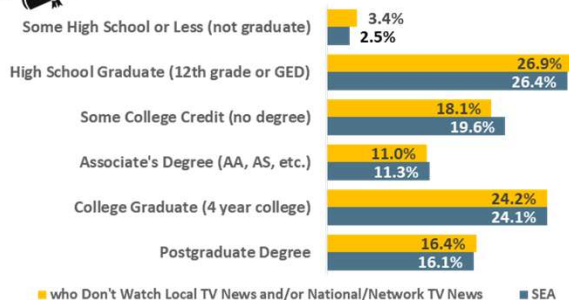




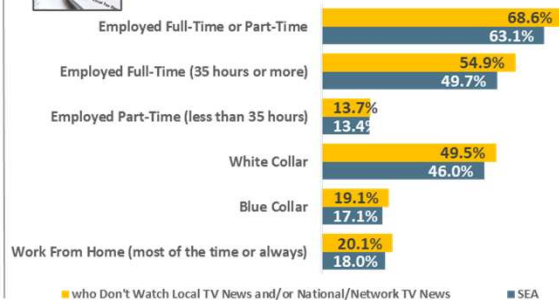
61.3% or 2,774,466 of SEA DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .9% more likely to be a college graduate, 10.4% more likely to work full-time, 3.9% less likely to be married, 15.8% more likely to be a parent of 1 or more children unde



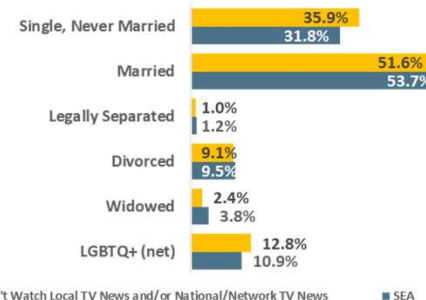
Education Levels: Adults 18 or older



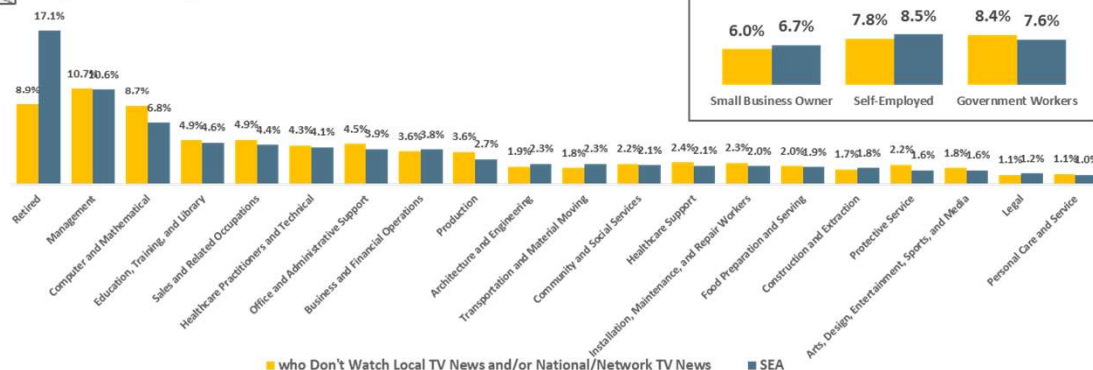
Employment: Adults 18 or older



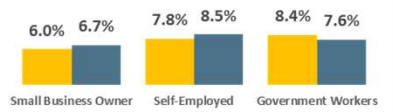
Marital Status: Adults 18 or older



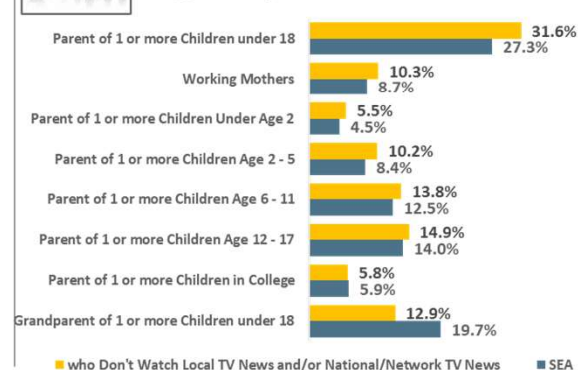
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



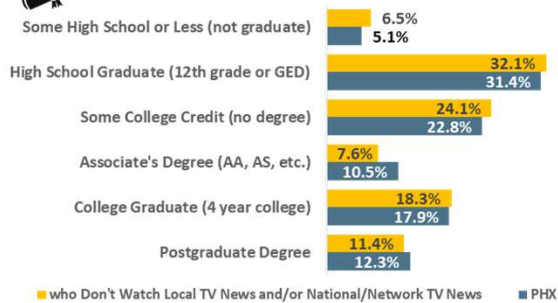
Stage in Life: Adults 18 or older



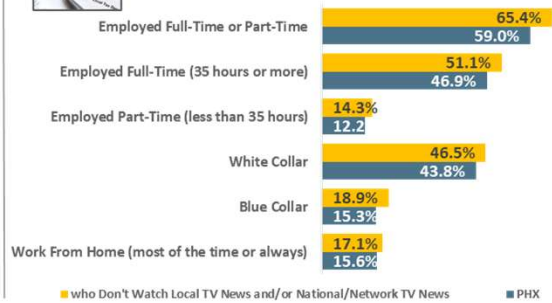


58.8% or 2,761,424 of PHX DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.7% less likely to be a college graduate, 9.% more likely to work full-time, 8.1% less likely to be married, 20.7% more likely to be a parent of 1 or more children under

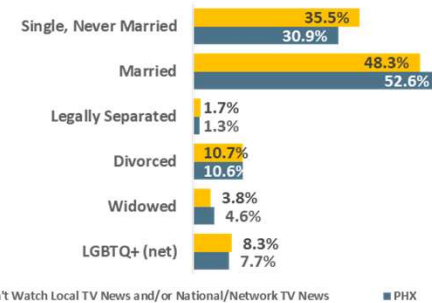
Education Levels: Adults 18 or older



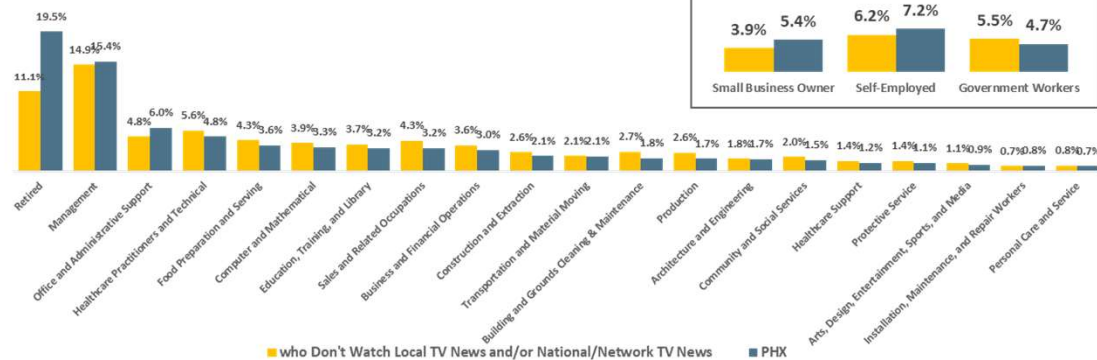
Employment: Adults 18 or older



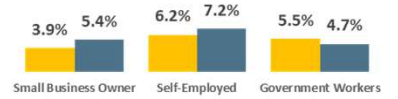
Marital Status: Adults 18 or older



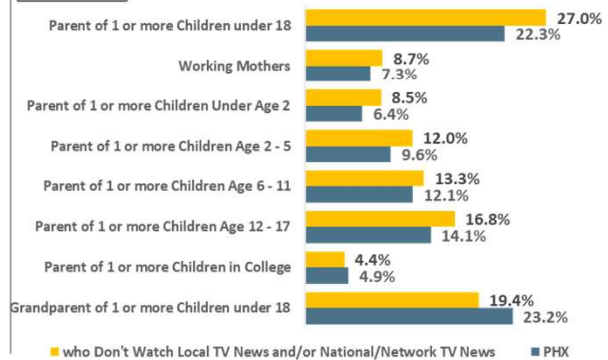
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



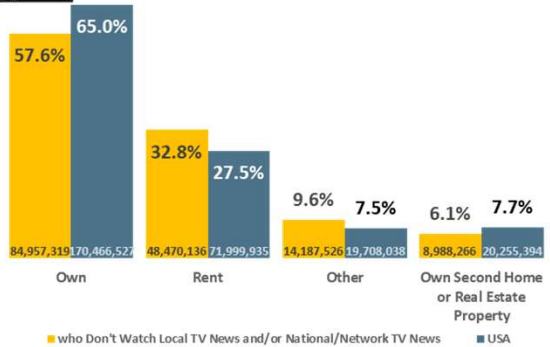
Stage in Life: Adults 18 or older



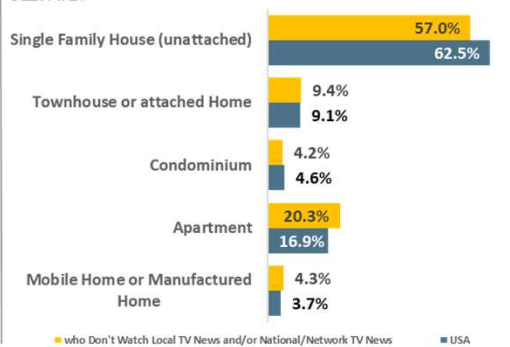


56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 11.5% less likely to own their home, 19.9% more likely to own a higher valued home, 8.8% less likely to have a single-family home, 6.2% less likely to have a dog.

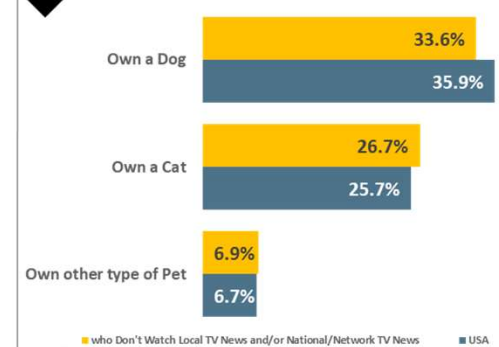
Own/Rent/Other: Adults 18 or older



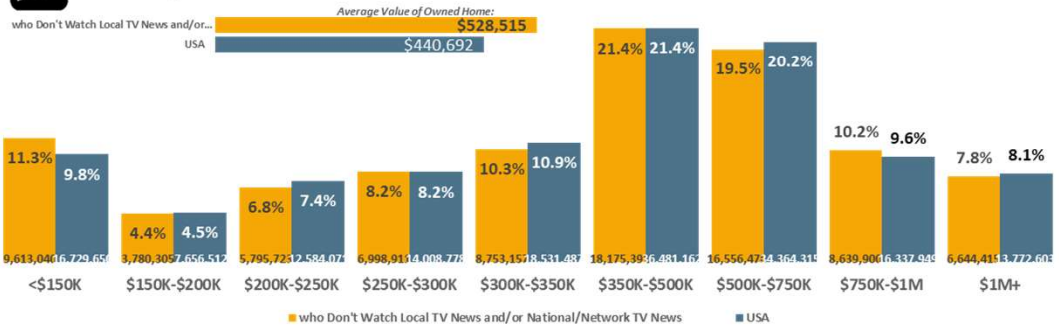
Type of Home: Adults 18 or older



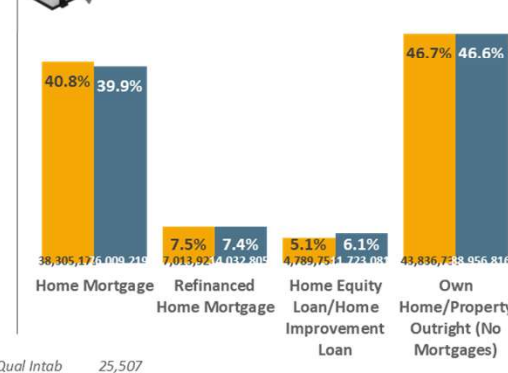
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



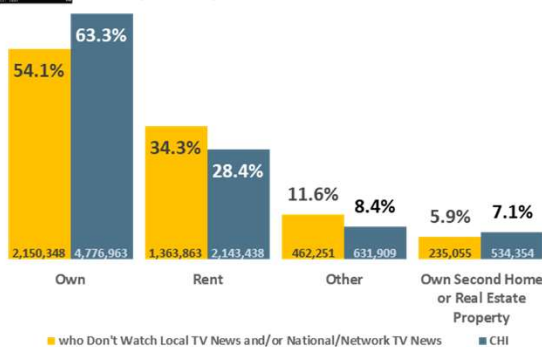
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

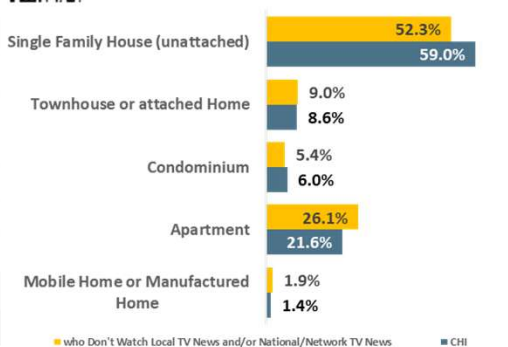


52.7% or 3,976,462 of CHI DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 14.5% less likely to own their home, 2.5% more likely to own a lower valued home, 11.4% less likely to have a single-family home, 4.8% less likely to have a dog.

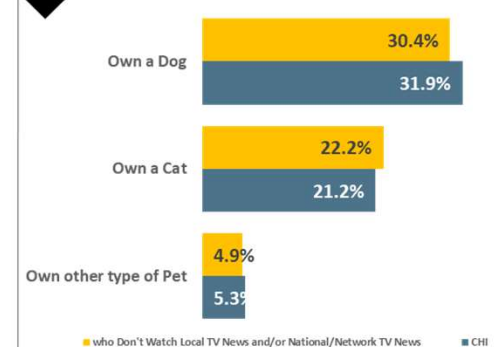
Own/Rent/Other: Adults 18 or older



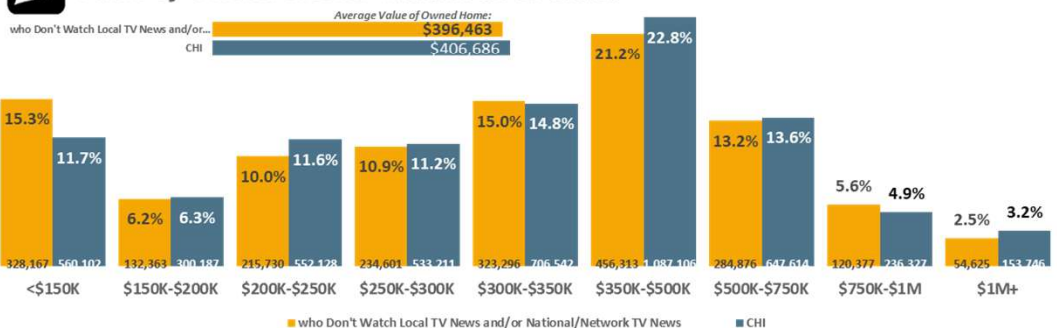
Type of Home: Adults 18 or older



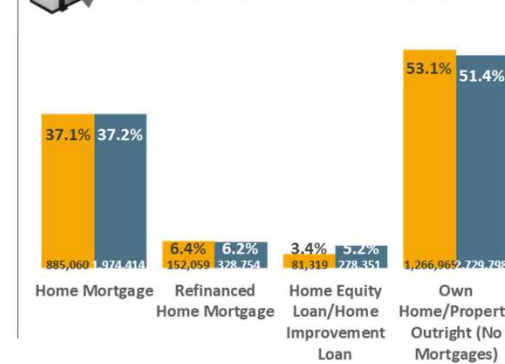
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



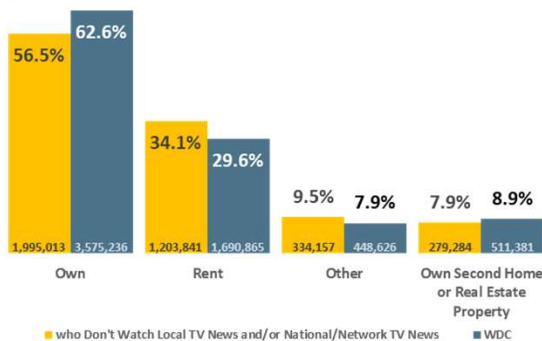
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and HBI AI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

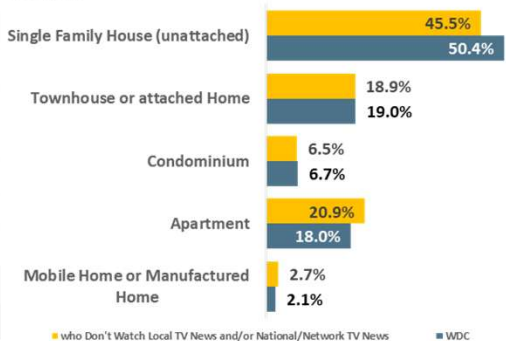


61.8% or 3,533,011 of WDC DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 9.7% less likely to own their home, 3.4% more likely to own a lower valued home, 9.7% less likely to have a single-family home, 9.8% less likely to have a dog.

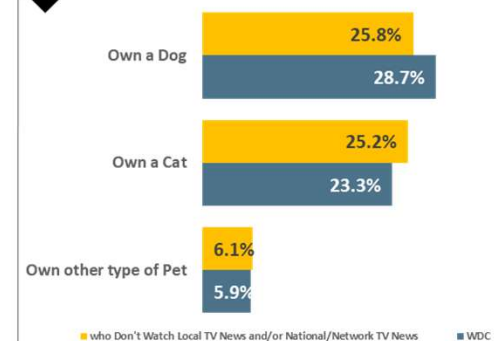
Own/Rent/Other: Adults 18 or older



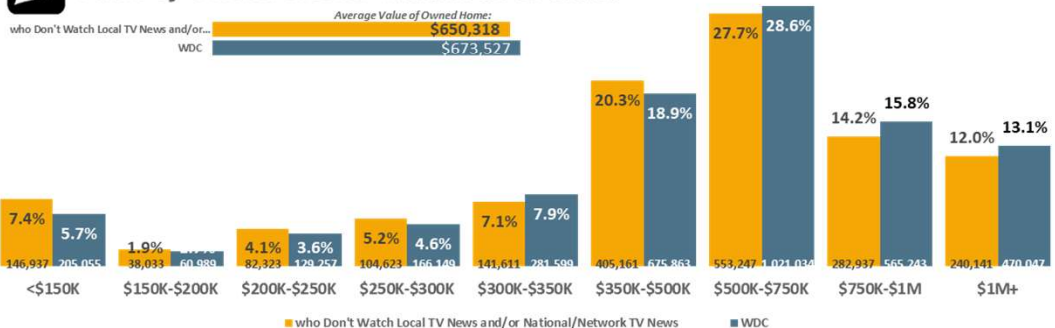
Type of Home: Adults 18 or older



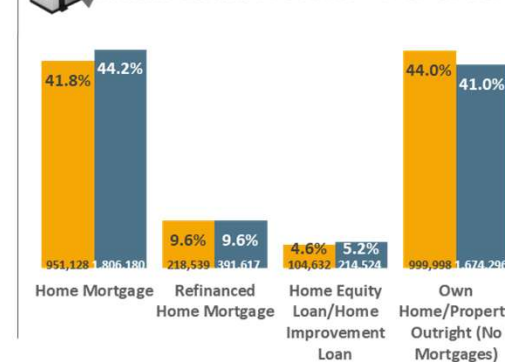
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



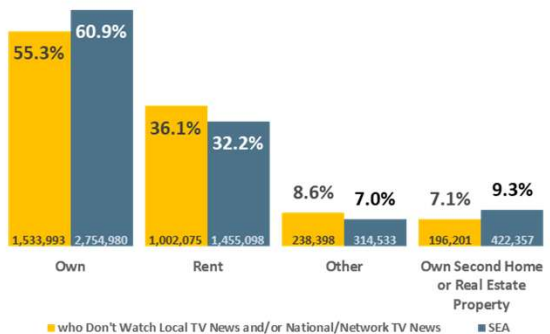
Home Loans: Adults 18 or older



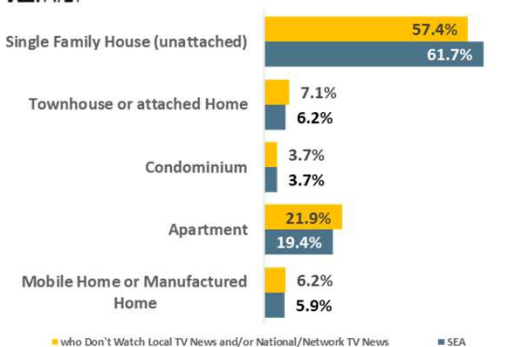


61.3% or 2,774,466 of SEA DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 9.2% less likely to own their home, 3.3% more likely to own a lower valued home, 6.9% less likely to have a single-family home, 2.9% less likely to have a dog, 2.9% less likely to have a cat, 2.9% less likely to have a pet, 2.9% less likely to have a home mortgage, 2.9% less likely to have a home equity loan, 2.9% less likely to have a home improvement loan, 2.9% less likely to have a home property outright, 2.9% less likely to have a home property outright (No Mortgages).

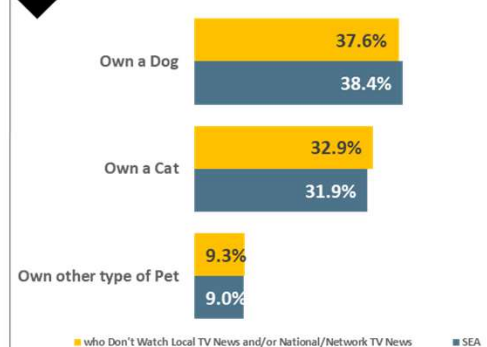
Own/Rent/Other: Adults 18 or older



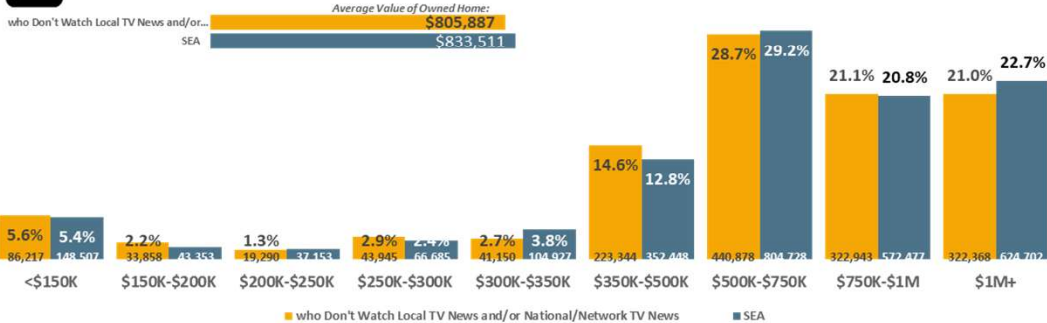
Type of Home: Adults 18 or older



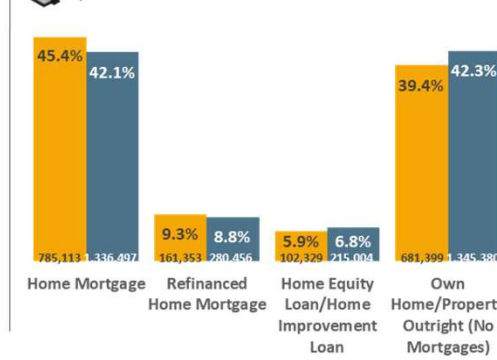
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



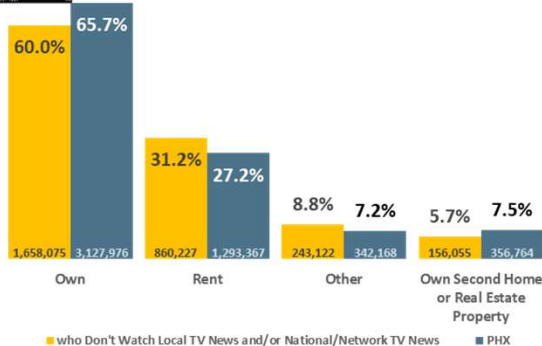
Home Loans: Adults 18 or older



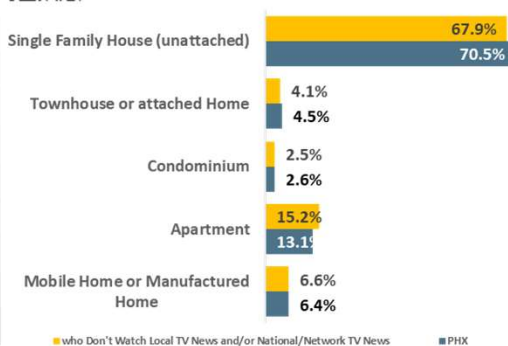


58.8% or 2,761,424 of PHX DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 8.6% less likely to own their home, 1.9% more likely to own a lower valued home, 3.7% less likely to have a single-family home, 9.8% less likely to have a dog.

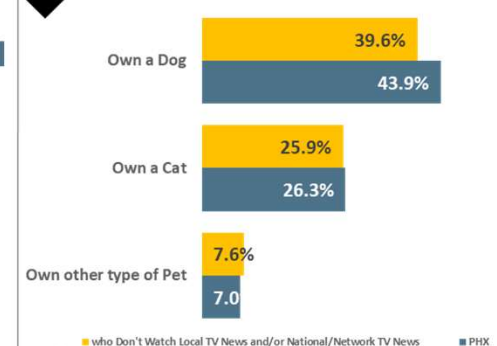
Own/Rent/Other: Adults 18 or older



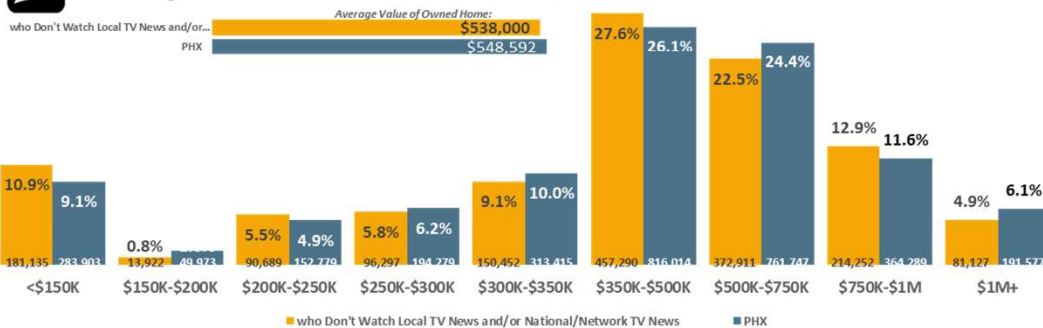
Type of Home: Adults 18 or older



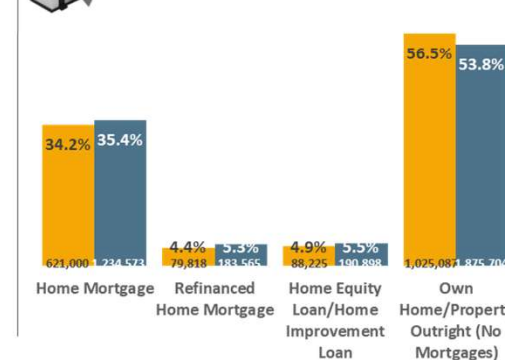
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

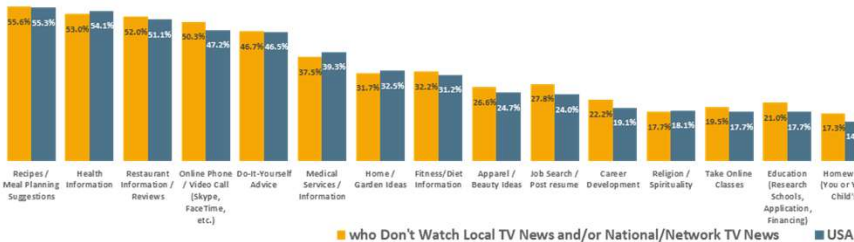
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .5% more likely to look up D-I-Y advice online, 16.7% less likely to always vote in local elections, 4.9% less likely to belong to a gym, .3% more likely to fly domestic



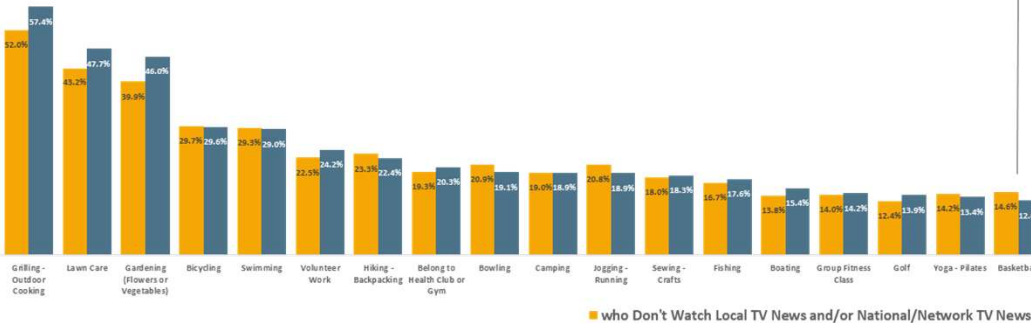
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ USA



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

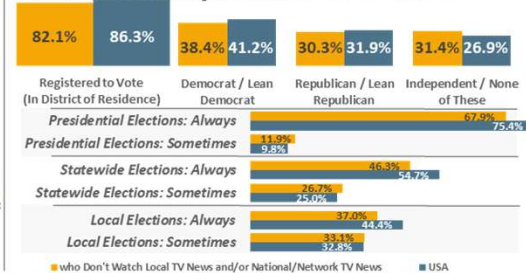


■ who Don't Watch Local TV News and/or National/Network TV News ■ USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

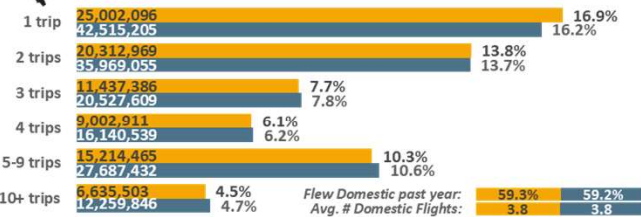
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ USA



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



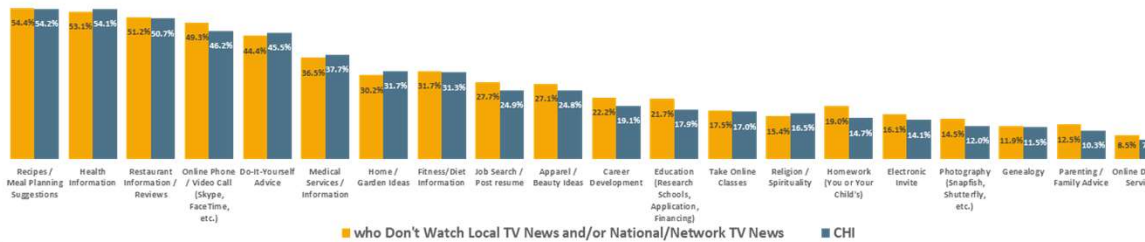
Flew Domestic past year: 59.3%
Avg. # Domestic Flights: 3.8



52.7% or 3,976,462 of CHI DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 2.5% less likely to look up D-I-Y advice online, 21.6% less likely to always vote in local elections, 7.6% less likely to belong to a gym, .2% more likely to fly domestic



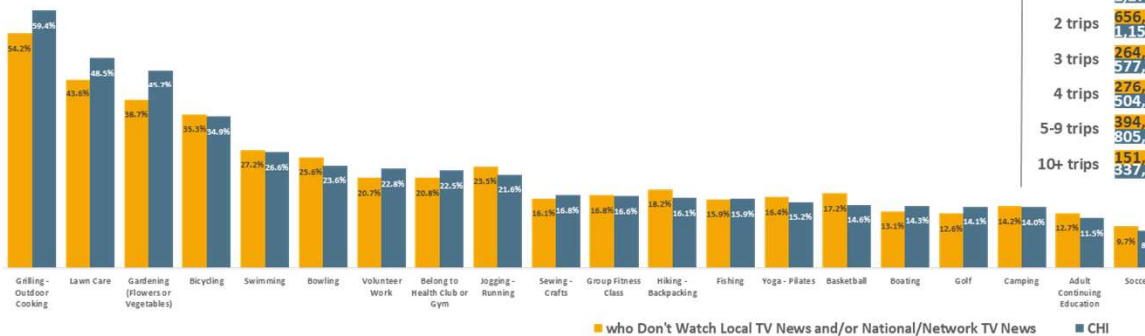
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ CHI

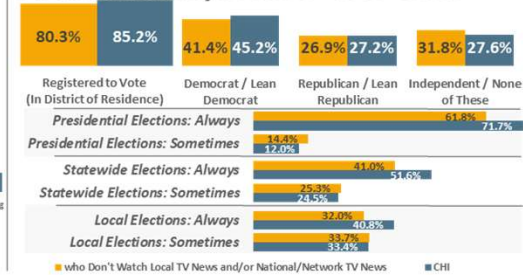


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ CHI

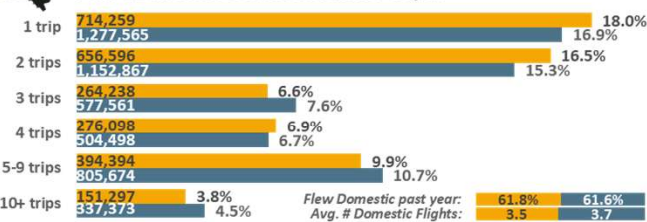
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ CHI



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



Flew Domestic past year: 61.8% vs 61.6%
Avg. # Domestic Flights: 3.5 vs 3.7

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

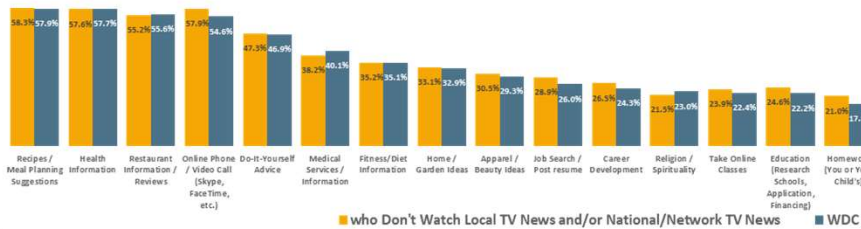
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



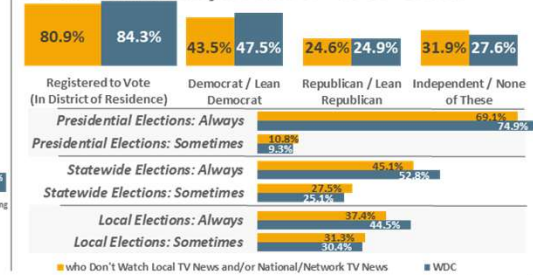
61.8% or 3,533,011 of WDC DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .8% more likely to look up D-I-Y advice online, 15.9% less likely to always vote in local elections, 5.2% less likely to belong to a gym, 2.1% more likely to fly domestic



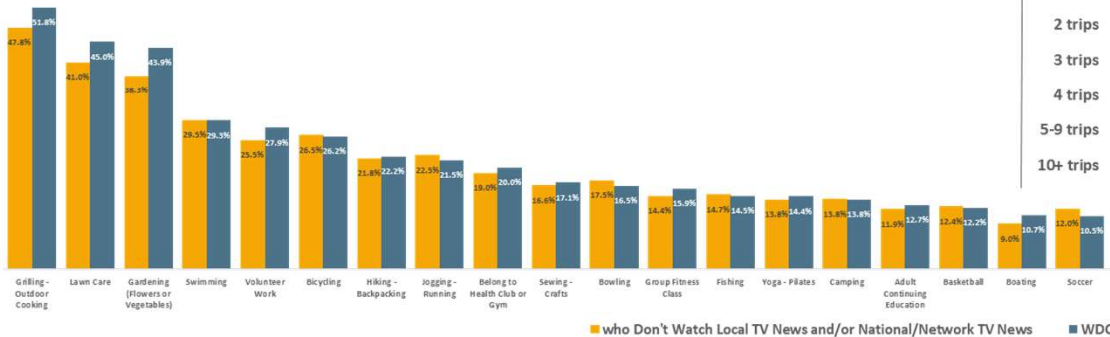
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



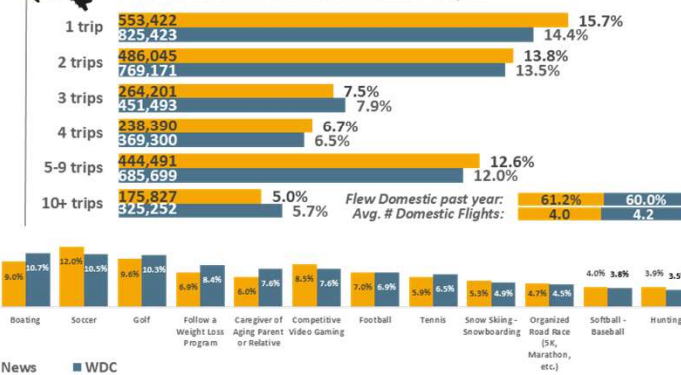
Political Activity: Adults 18 or older



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



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

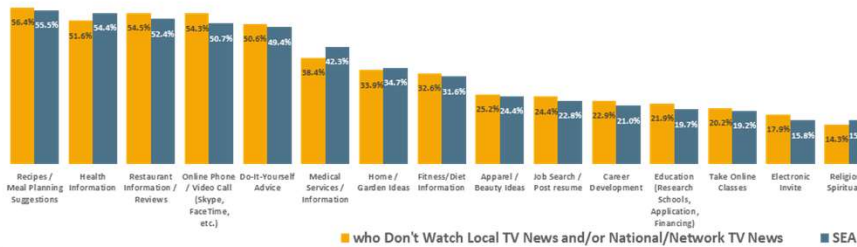




61.3% or 2,774,466 of SEA DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 2.4% more likely to look up D-I-Y advice online, 12.6% less likely to always vote in local elections, .5% less likely to belong to a gym, 1.4% more likely to fly domestic



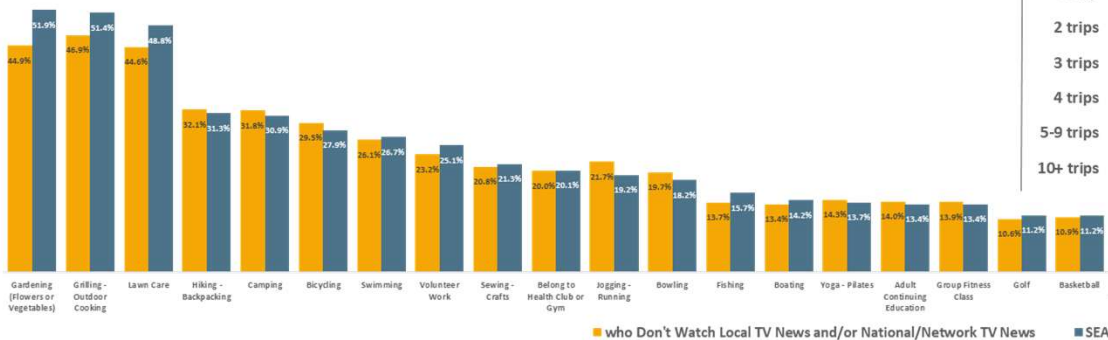
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ SEA

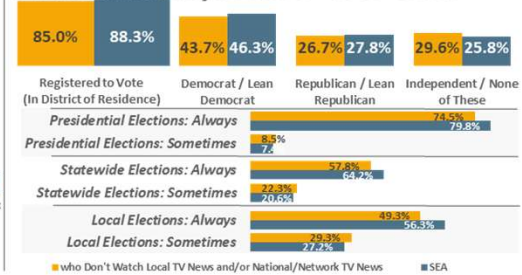


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ SEA

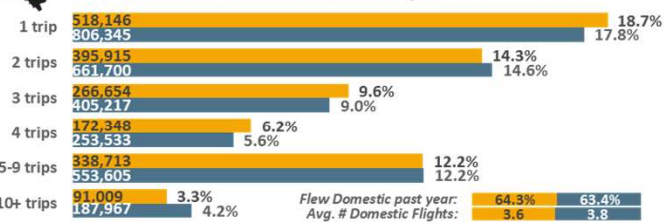
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ SEA



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

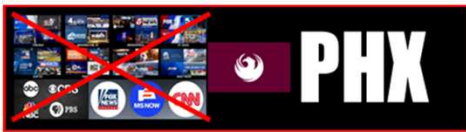


Flew Domestic past year: 64.3% vs 63.4%
Avg. # Domestic Flights: 3.6 vs 3.8

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

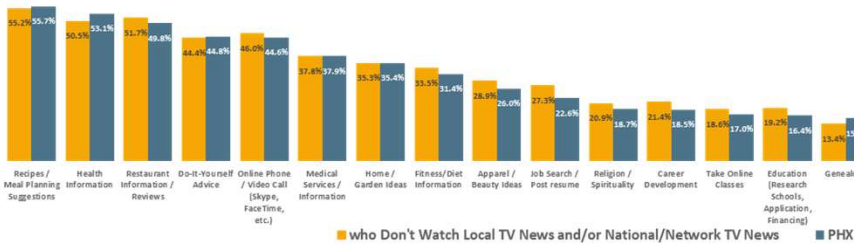
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



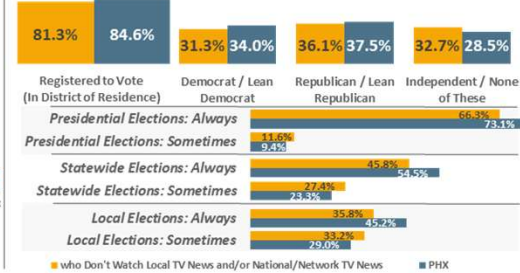
58.% or 2,761,424 of PHX DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.% less likely to look up D-I-Y advice online, 20.8% less likely to always vote in local elections, 1.7% more likely to belong to a gym, .5% more likely to fly domestic



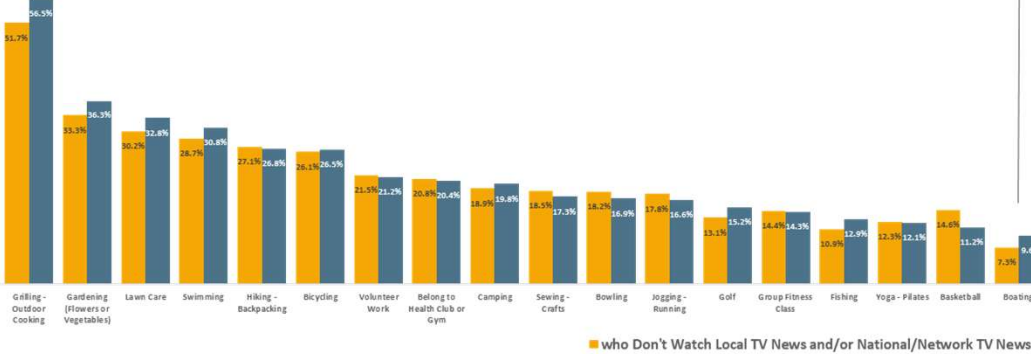
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



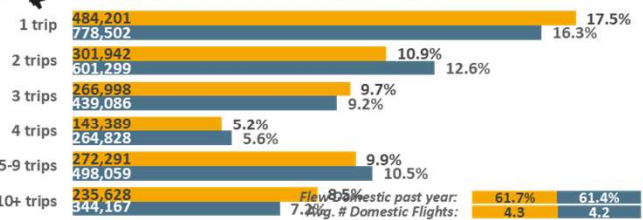
Political Activity: Adults 18 or older



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



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

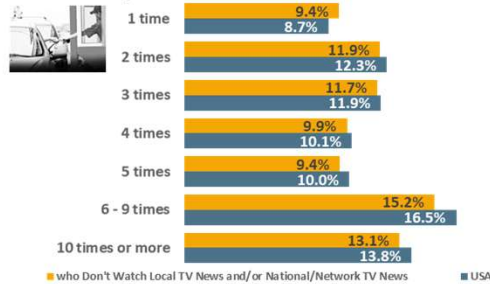


Flies Domestic past year: 8.5%
Avg. # Domestic Flights: 4.3



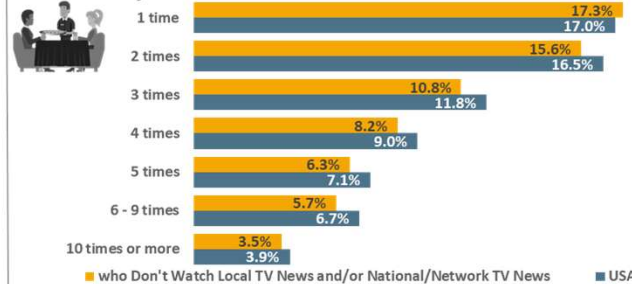
56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.4% less likely to use QSRs past mo., 6.2% less likely to use Sit-Down Restaurants past mo., 10.6% less likely to use Casinos past yr., 10.9% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



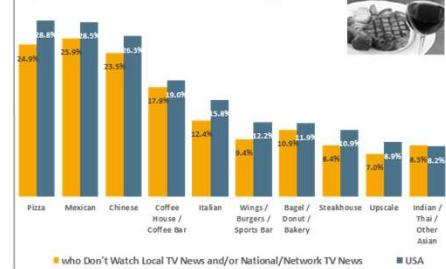
Total Monthly QSR Users:	80.6%	83.4%
Avg. Monthly QSR Meals:	5.8	5.9
	118,934,427	218,723,595

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



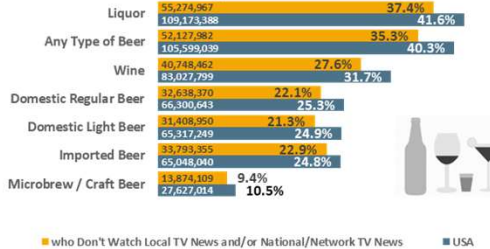
Total Monthly Sit-Down Restaurant Users:	67.5%	72.0%
Avg. Monthly Sit-Down Restaurant Meals:	3.6	3.7
	99,693,340	188,675,721

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



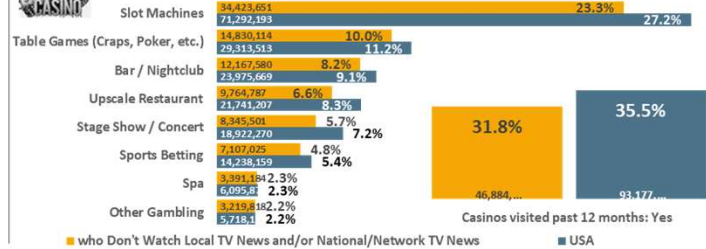
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	20.4%	19.5%
who Don't Watch Local TV News and/or...	10,069,411	11,260,412
USA	1	3

Drank Past 30-days: Adults 18 or older



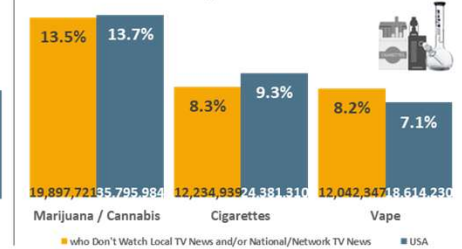
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBI AI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Past 12 months Casino Activities: Adults 18 or older



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

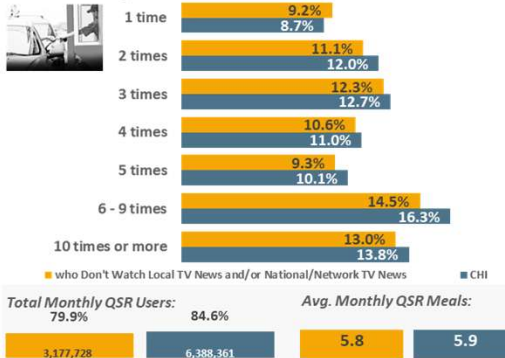
Used Past 30-days: Adults 18 or older



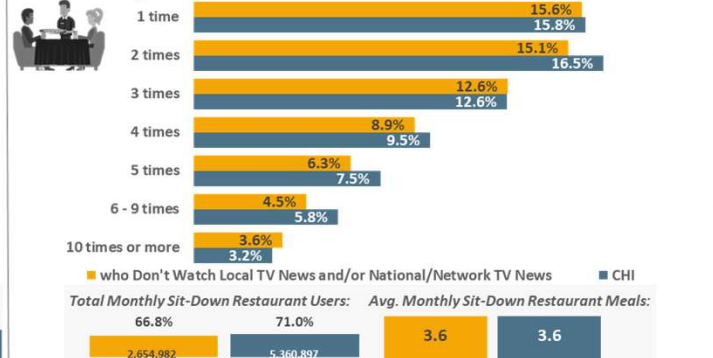


52.7% or 3,976,462 of CHI DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 5.5% less likely to use QSRs past mo., 5.9% less likely to use Sit-Down Restaurants past mo., 12.1% less likely to use Casinos past yr., 5.1% less likely to smoke cigaret

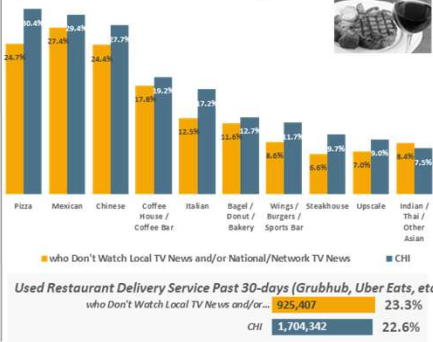
Past 30-days QSR Users: Adults 18 or older



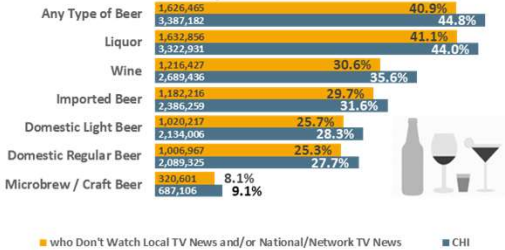
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



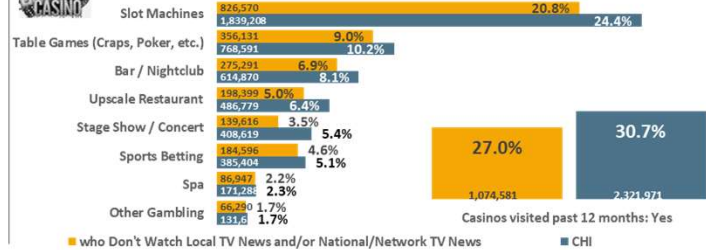
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



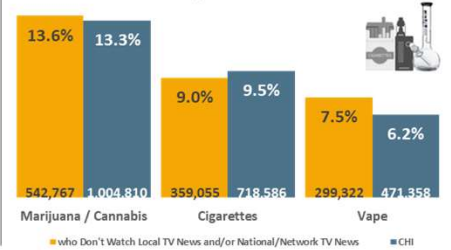
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



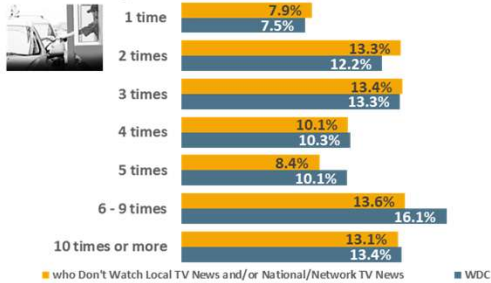
Used Past 30-days: Adults 18 or older





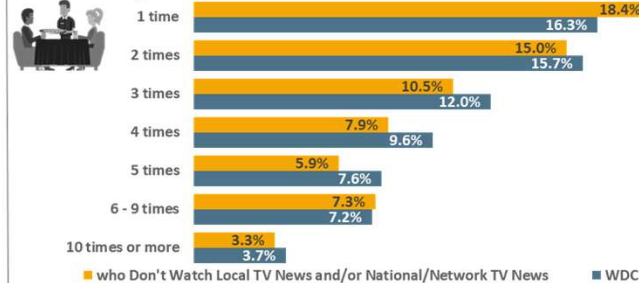
61.8% or 3,533,011 of WDC DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.5% less likely to use QSRs past mo., 5.3% less likely to use Sit-Down Restaurants past mo., 6.4% less likely to use Casinos past yr., 15.2% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



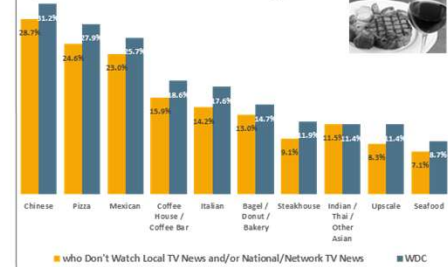
Total Monthly QSR Users: 79.9% (2,822,992) vs 82.8% (4,712,388)
Avg. Monthly QSR Meals: 5.7 vs 5.9

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



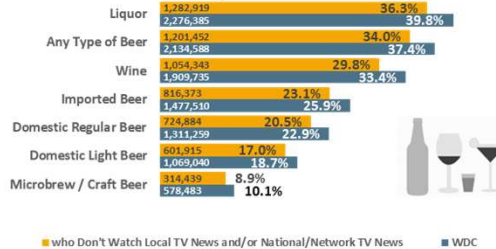
Total Monthly Sit-Down Restaurant Users: 68.3% (2,411,454) vs 72.1% (4,110,422)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 vs 3.7

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

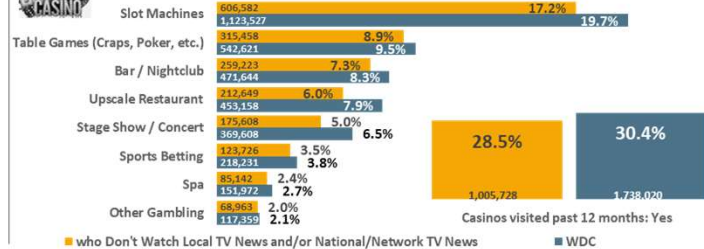


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Don't Watch Local TV News and/or... 785,009 (22.2%)
WDC 1,397,483 (24.5%)

Drank Past 30-days: Adults 18 or older

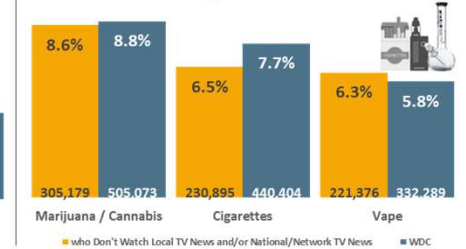


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
28.5% (1,005,728) vs 30.4% (1,738,020)

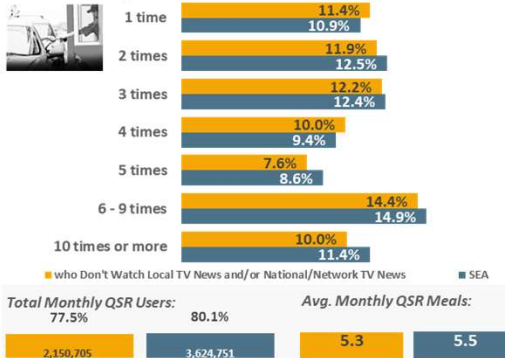
Used Past 30-days: Adults 18 or older



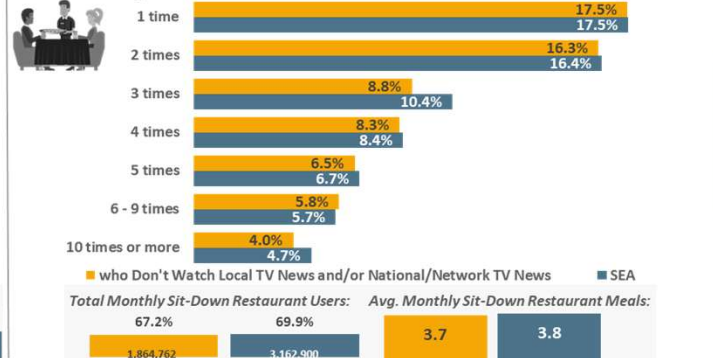


61.3% or 2,774,466 of SEA DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.2% less likely to use QSRs past mo., 3.9% less likely to use Sit-Down Restaurants past mo., 12.% less likely to use Casinos past yr., .2% more likely to smoke cigarette

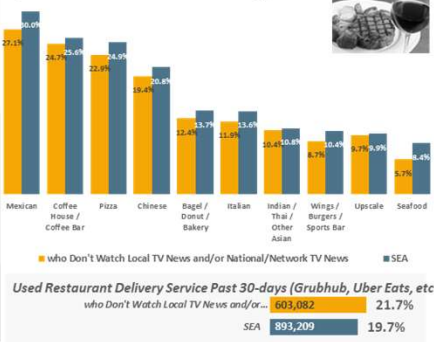
Past 30-days QSR Users: Adults 18 or older



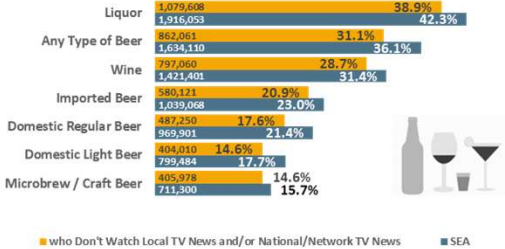
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



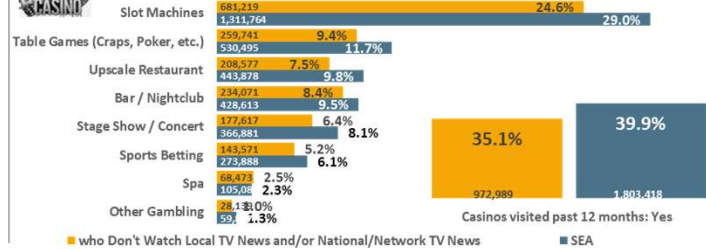
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



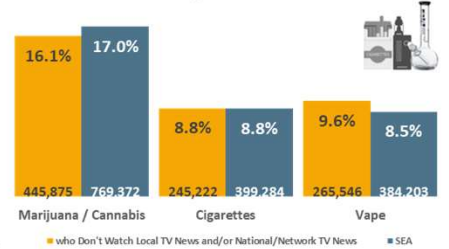
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



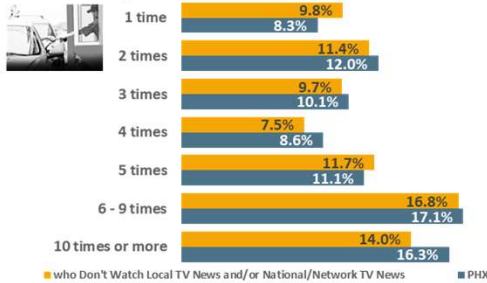
Used Past 30-days: Adults 18 or older





58.8% or 2,761,424 of PHX DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.1% less likely to use QSRs past mo., 8.8% less likely to use Sit-Down Restaurants past mo., 15.5% less likely to use Casinos past yr., 21.4% less likely to smoke cigarette

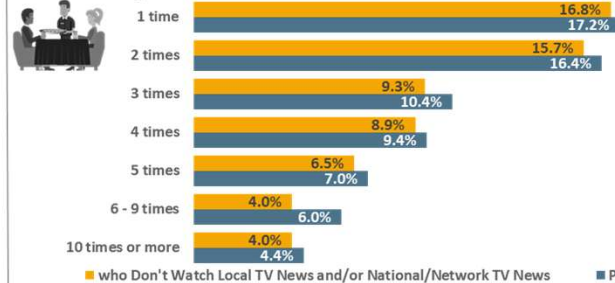
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 80.9%
Avg. Monthly QSR Meals: 6.0



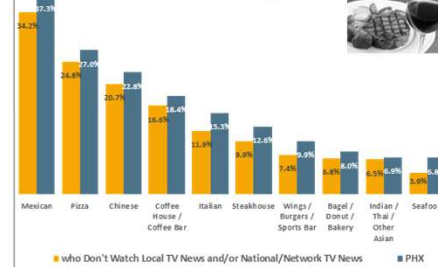
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 65.2%
Avg. Monthly Sit-Down Restaurant Meals: 3.6

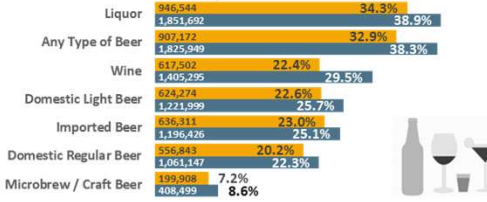


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



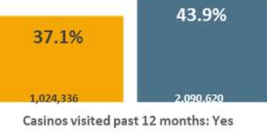
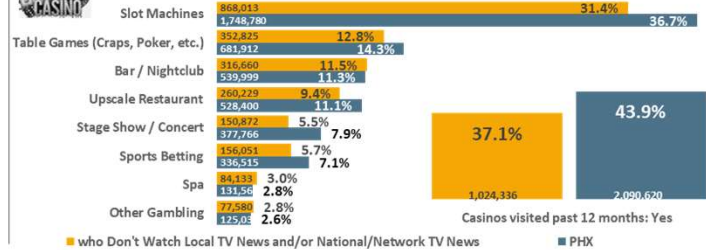
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Don't Watch Local TV News and/or... 17.1%
PHX 16.5%

Drank Past 30-days: Adults 18 or older

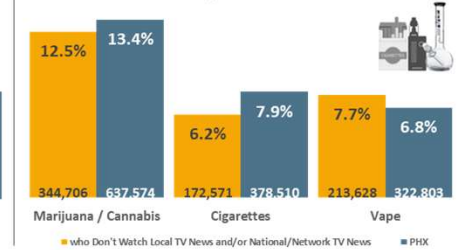


PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and HBI AI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

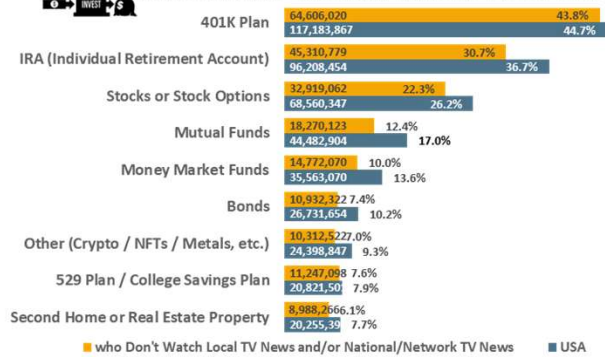




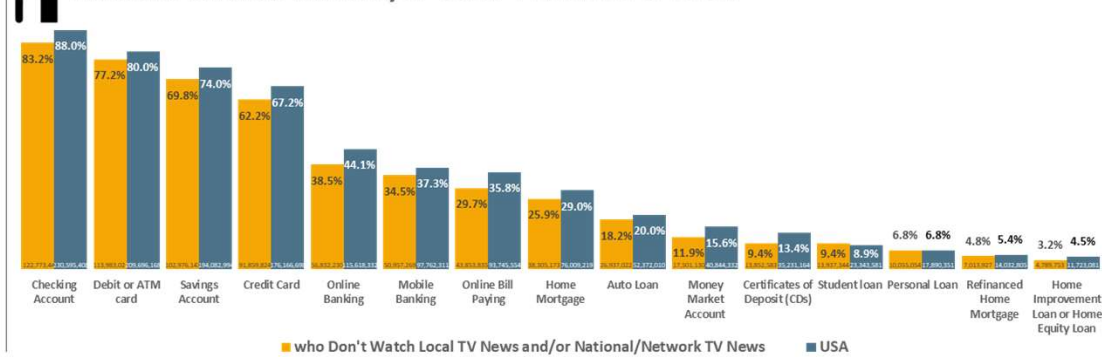
56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 2.1% less likely to have a 401K, 8.6% less likely to have an Auto Loan, 6.4% less likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



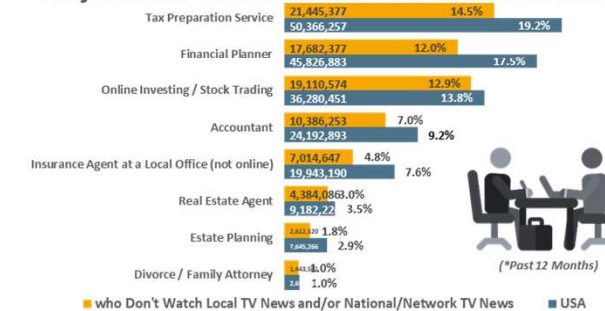
Investments Owned: Adults 18 or older



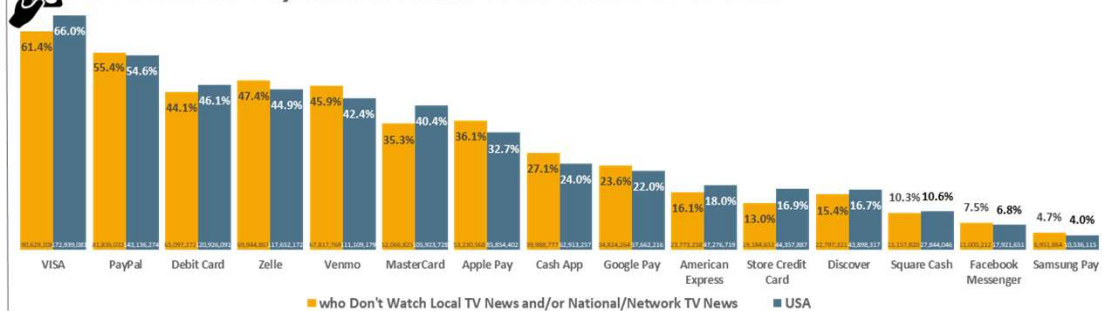
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

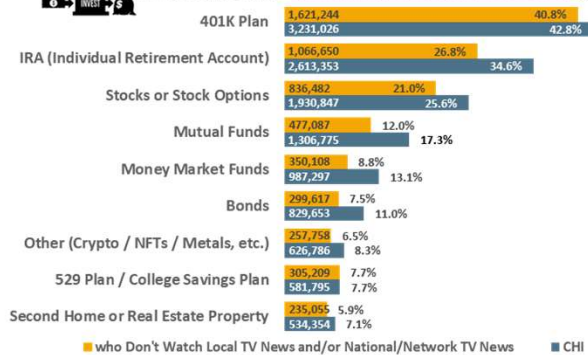
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



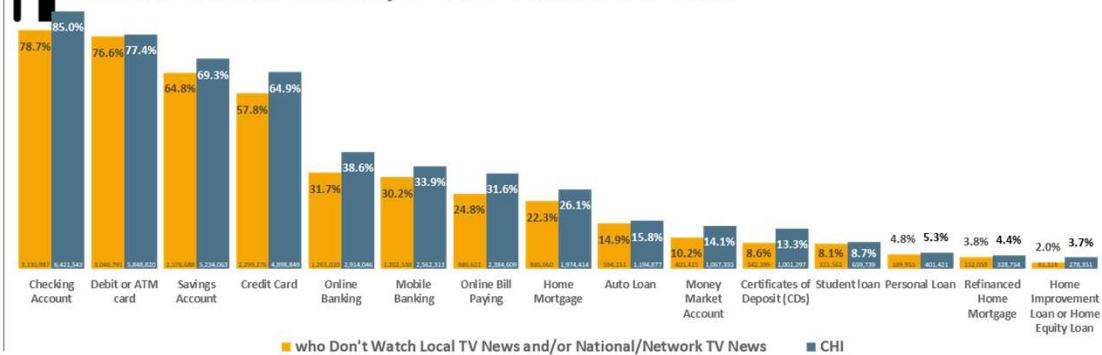
52.7% or 3,976,462 of CHI DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 4.7% less likely to have a 401K, 5.6% less likely to have an Auto Loan, 15.5% less likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



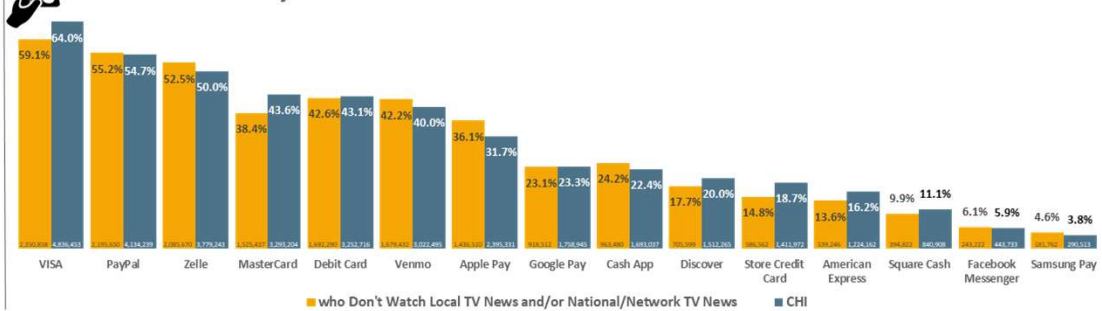
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

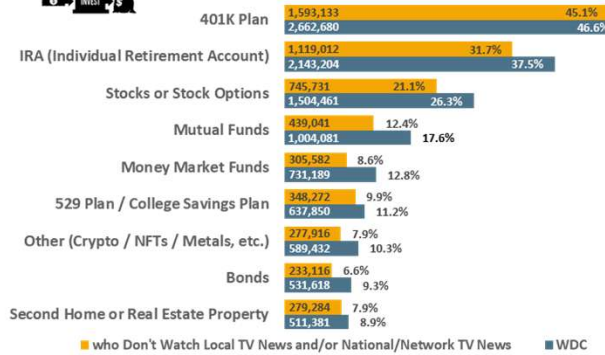
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



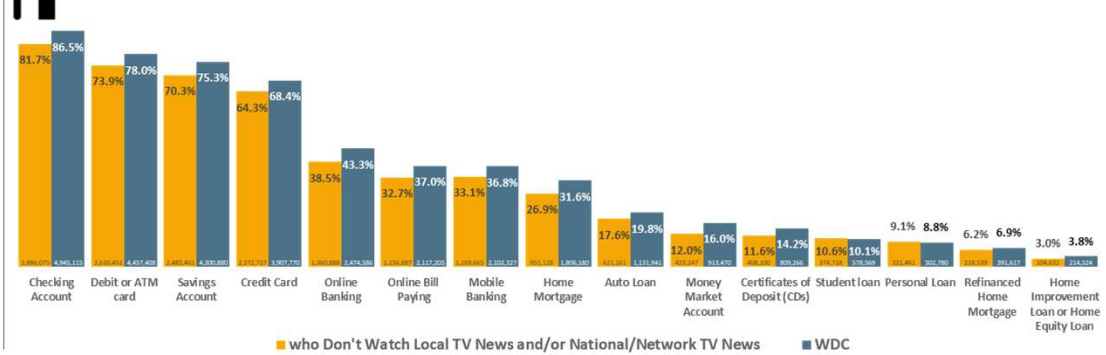
61.8% or 3,533,011 of WDC DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.2% less likely to have a 401K, 11.2% less likely to have an Auto Loan, 14.1% less likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



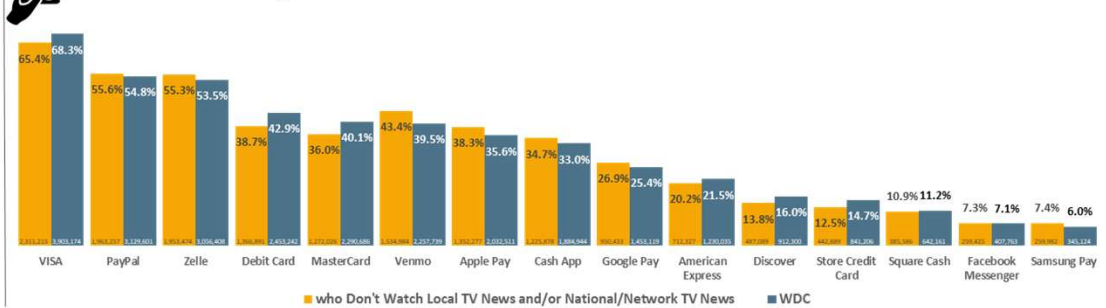
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

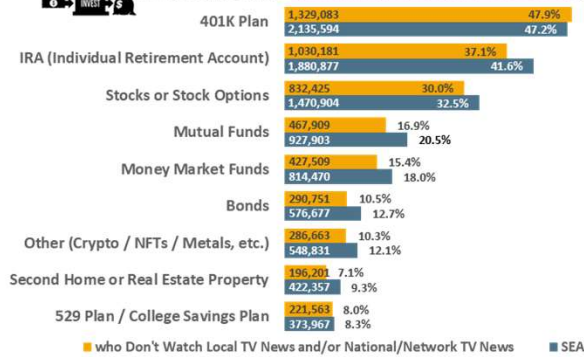
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



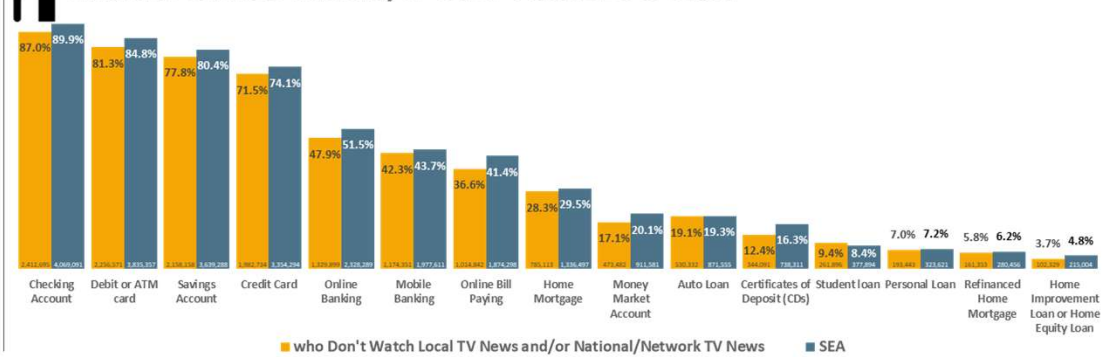
61.3% or 2,774,466 of SEA DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.5% more likely to have a 401K, .8% less likely to have an Auto Loan, .3% less likely to Invest/Trade Stocks Online, 6.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



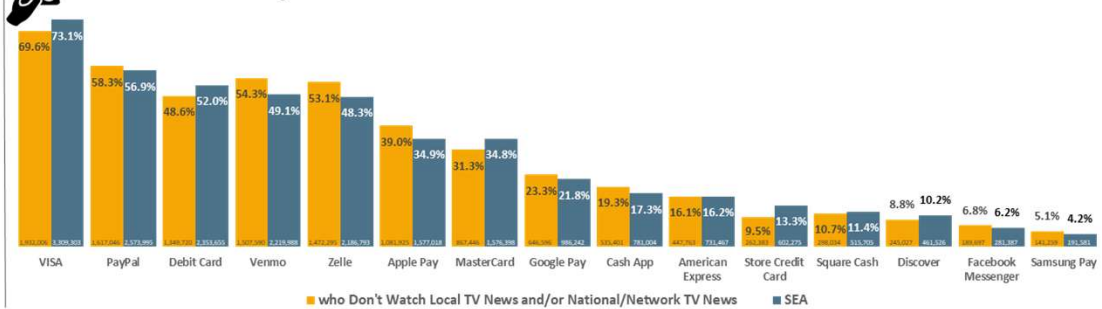
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

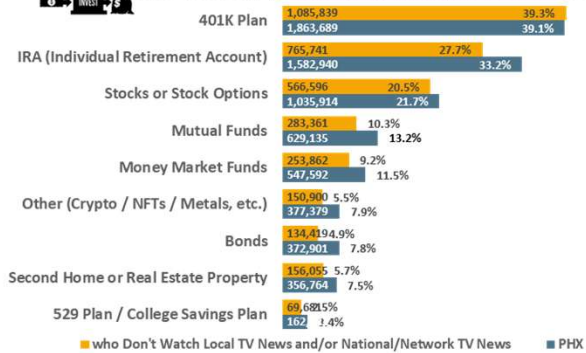
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



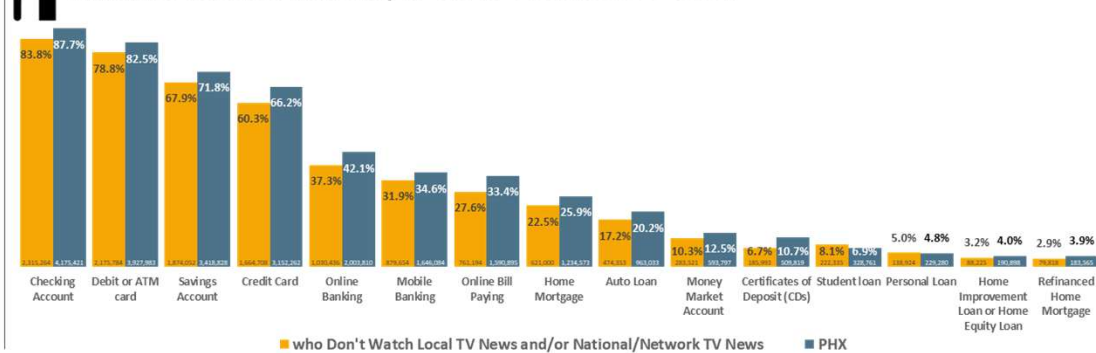
58.% or 2,761,424 of PHX DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .5% more likely to have a 401K, 15.% less likely to have an Auto Loan, 6.8% more likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



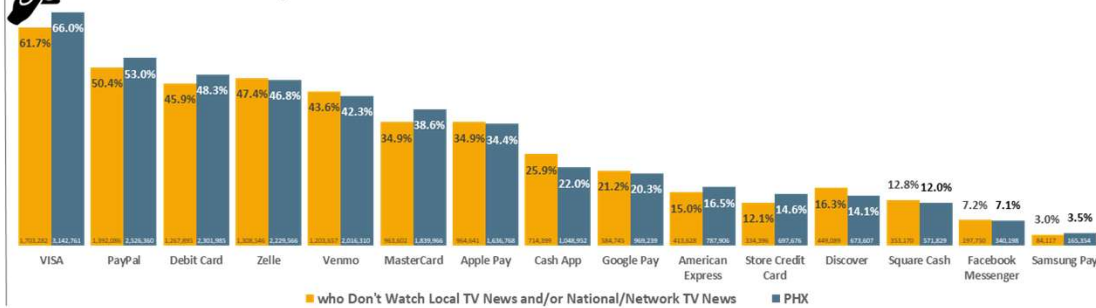
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

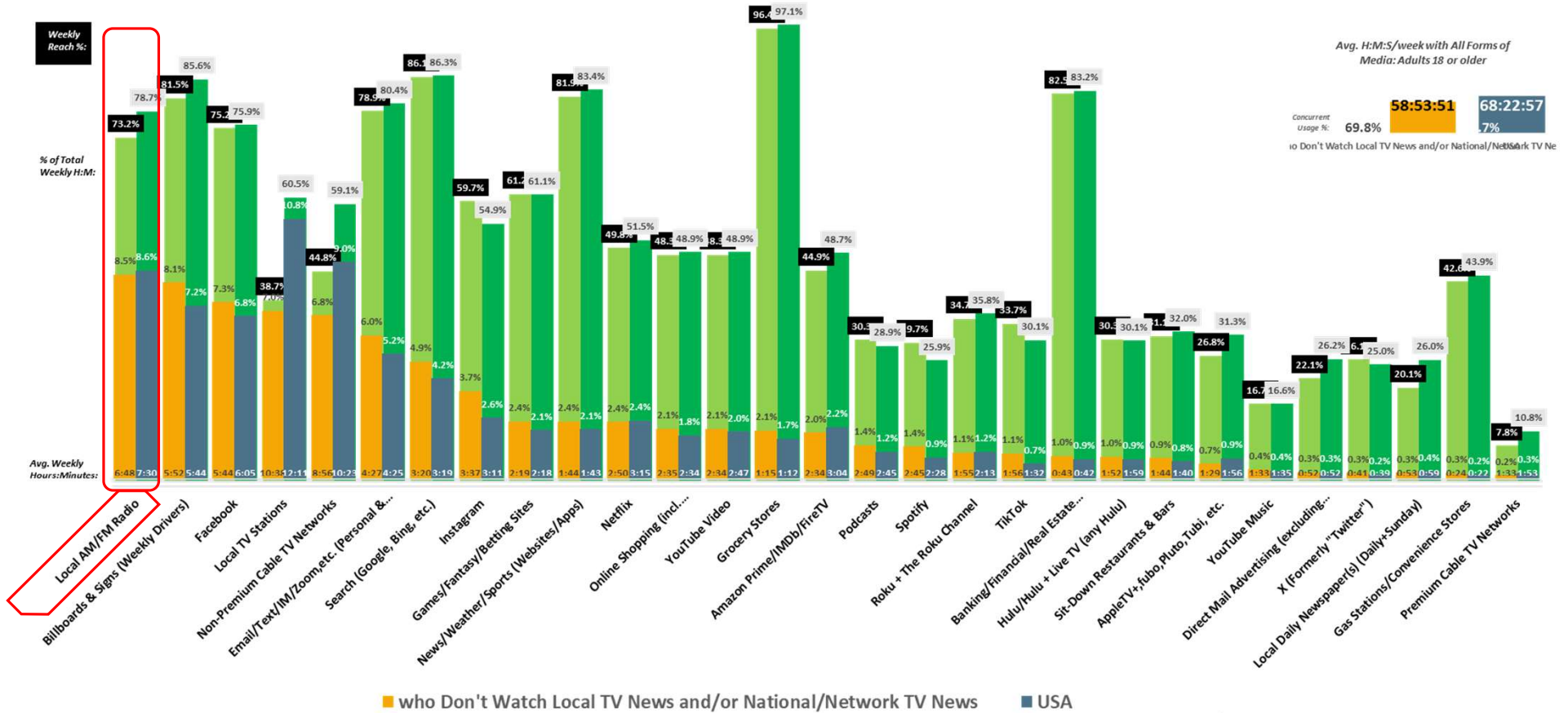


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 10 hours, 53 minutes and 51 seconds each week with All Forms of Media.
73.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

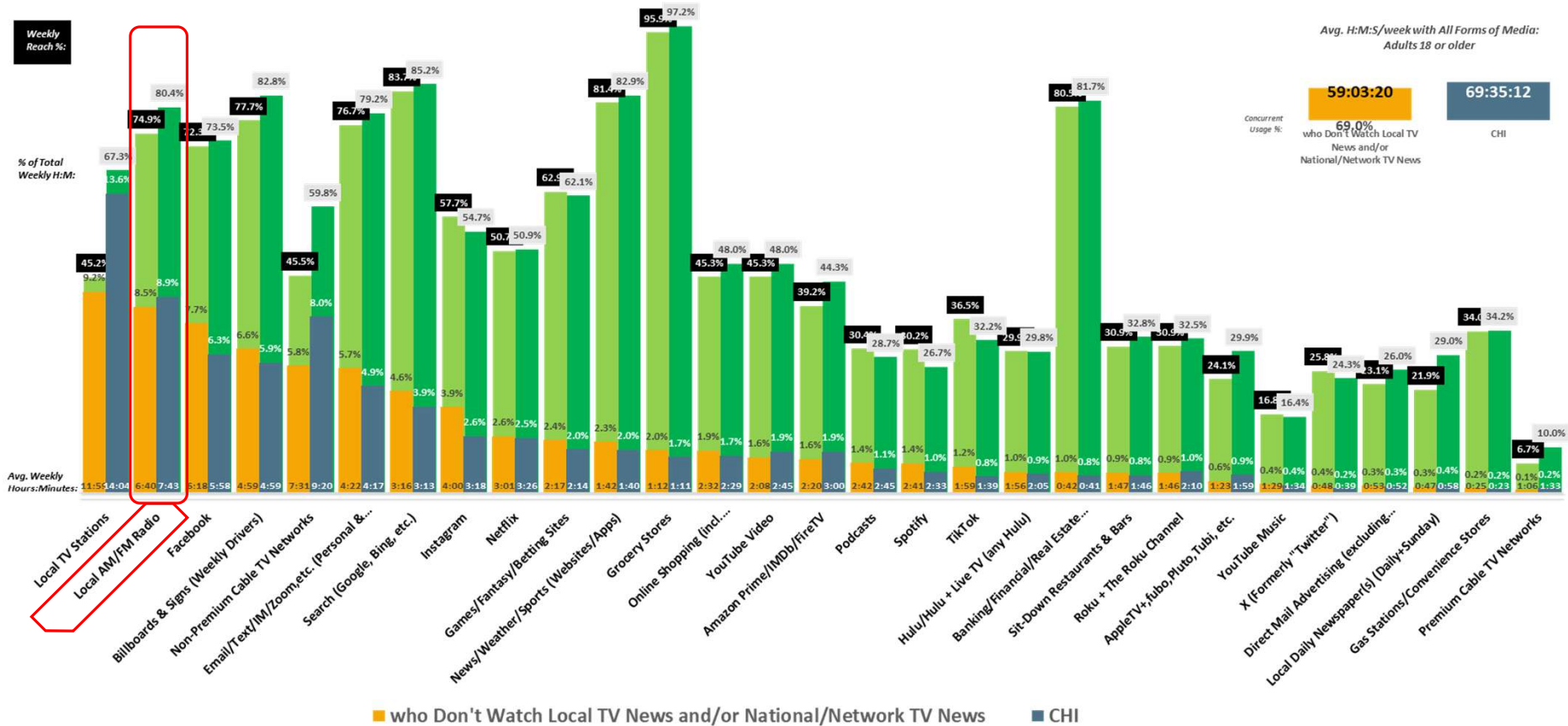


Share of Everything
for Anything.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 11 hours, 3 minutes and 20 seconds each week with All Forms of Media.
74.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



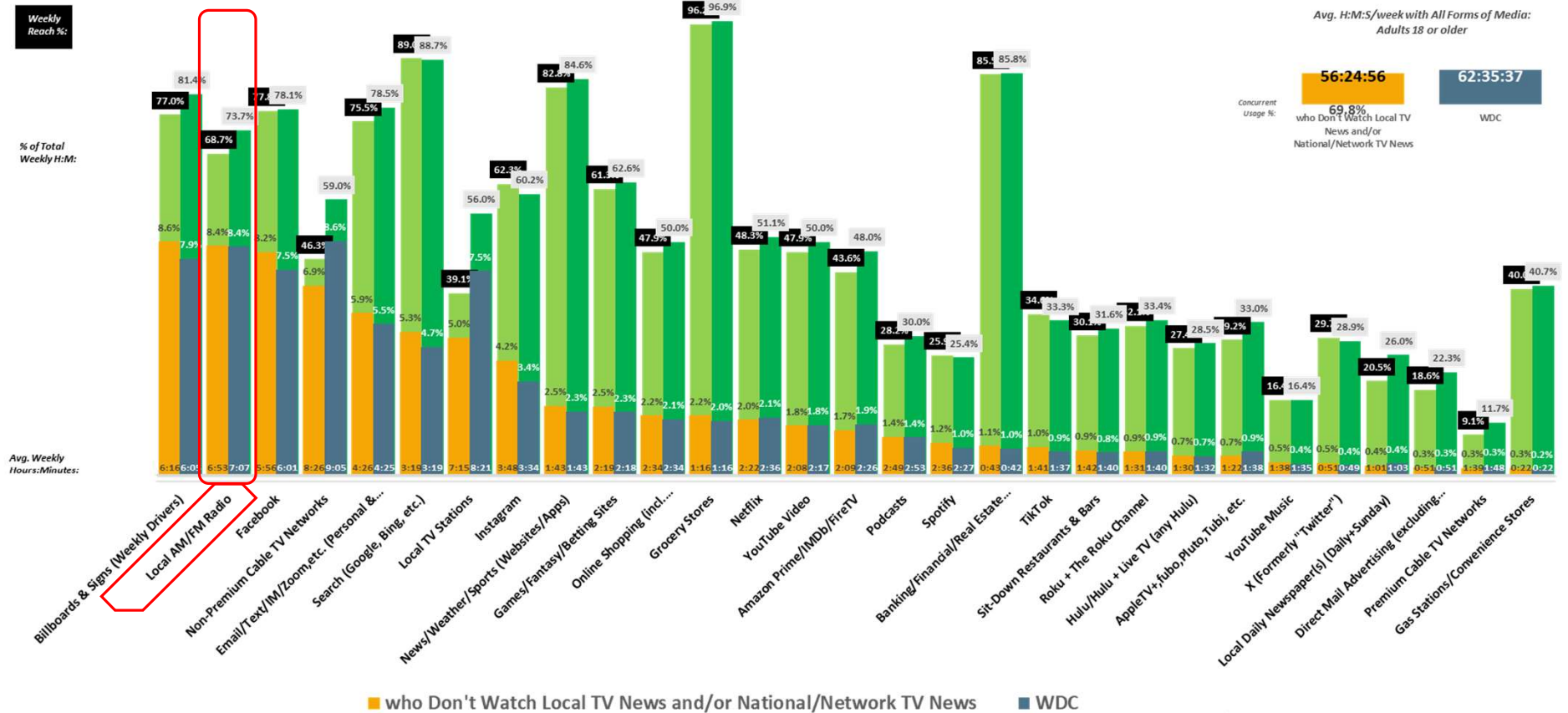
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

HB Hubbard BROADCASTING Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 8 hours, 24 minutes and 56 seconds each week with All Forms of Media.
68.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



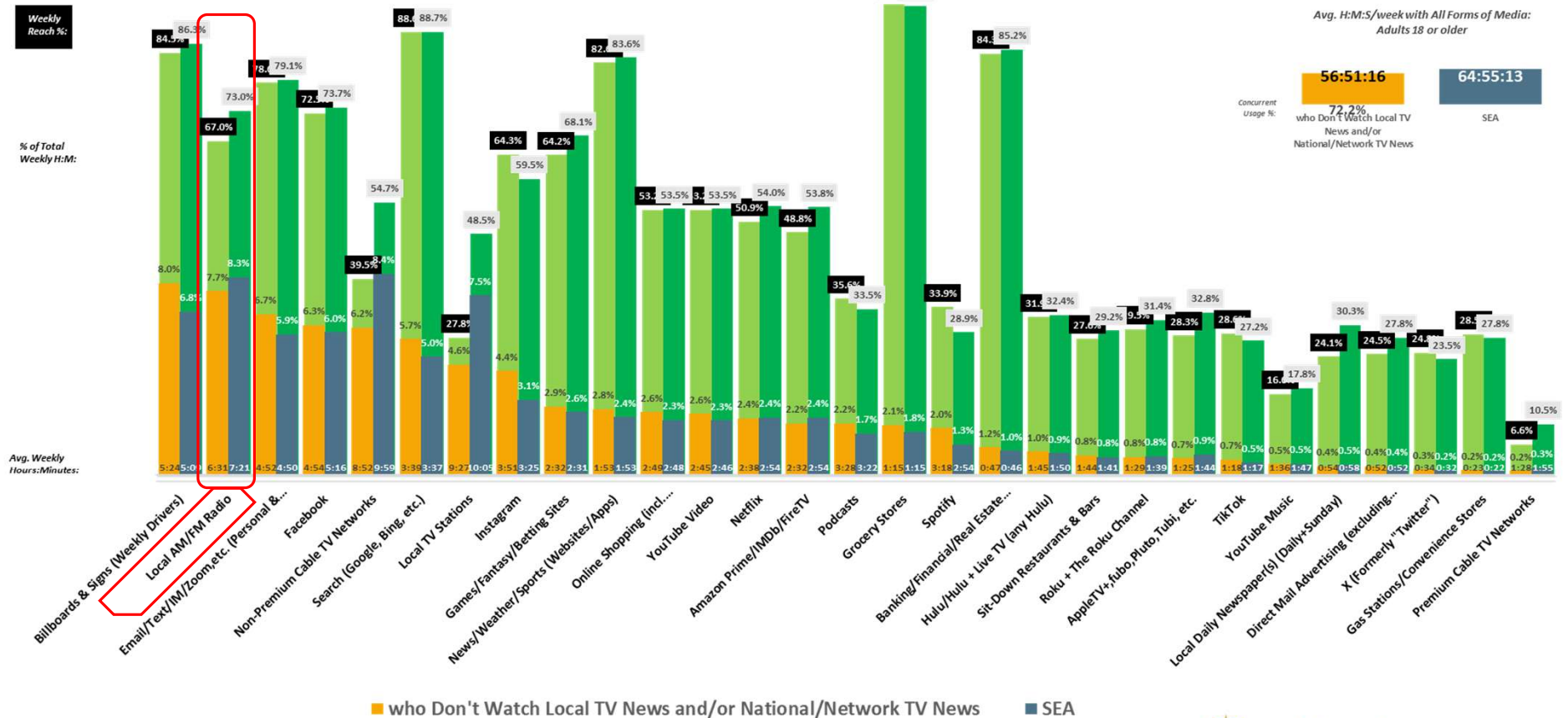
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919



NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 8 hours, 51 minutes and 16 seconds each week with All Forms of Media.
67.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.

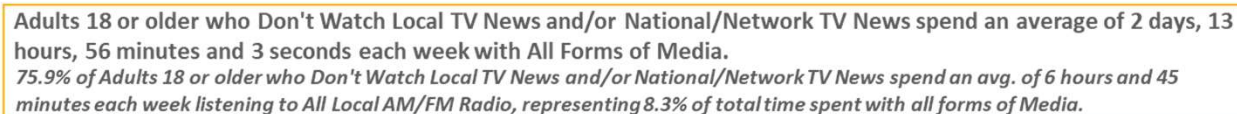


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

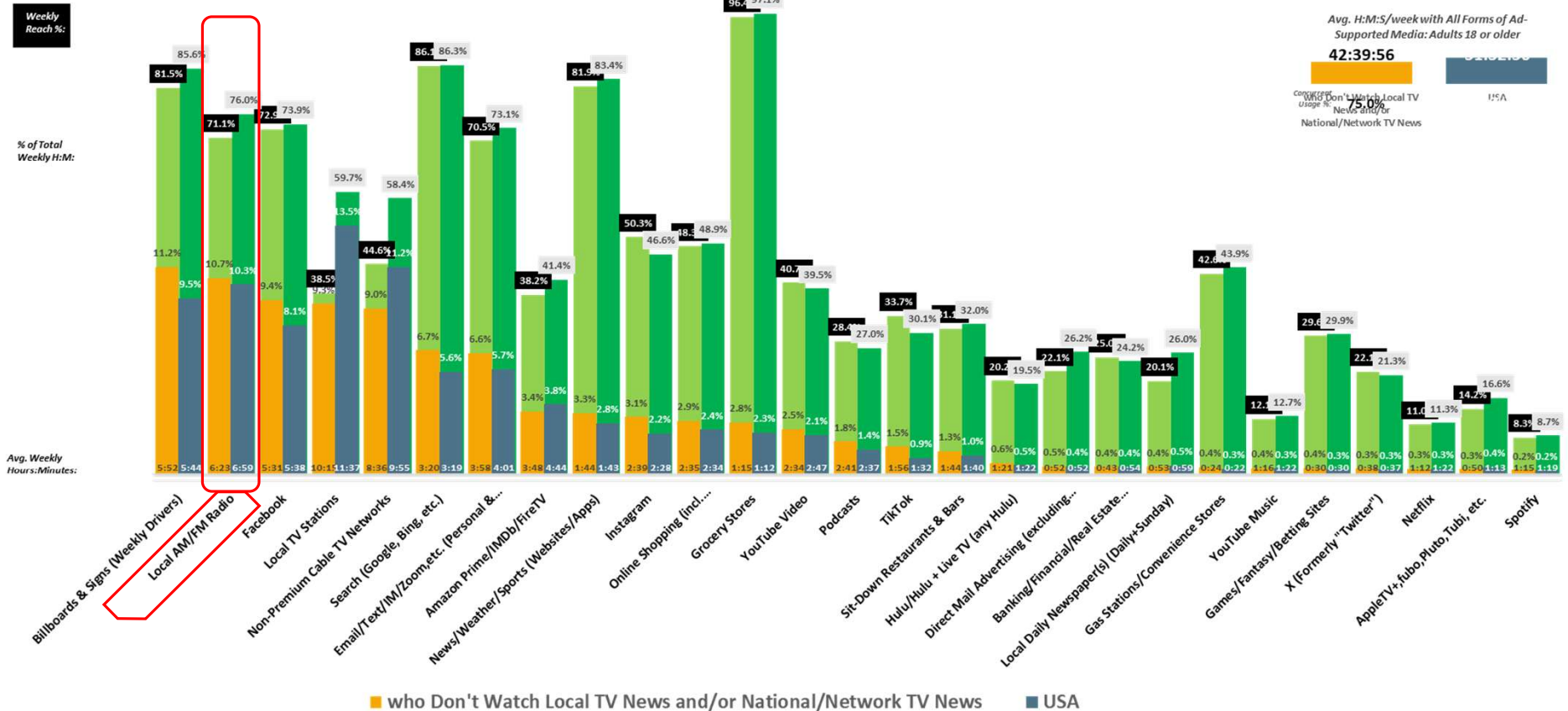


NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)





Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 days, 18 hours, 39 minutes and 56 seconds each week with All Forms of Ad-Supported Media.
71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

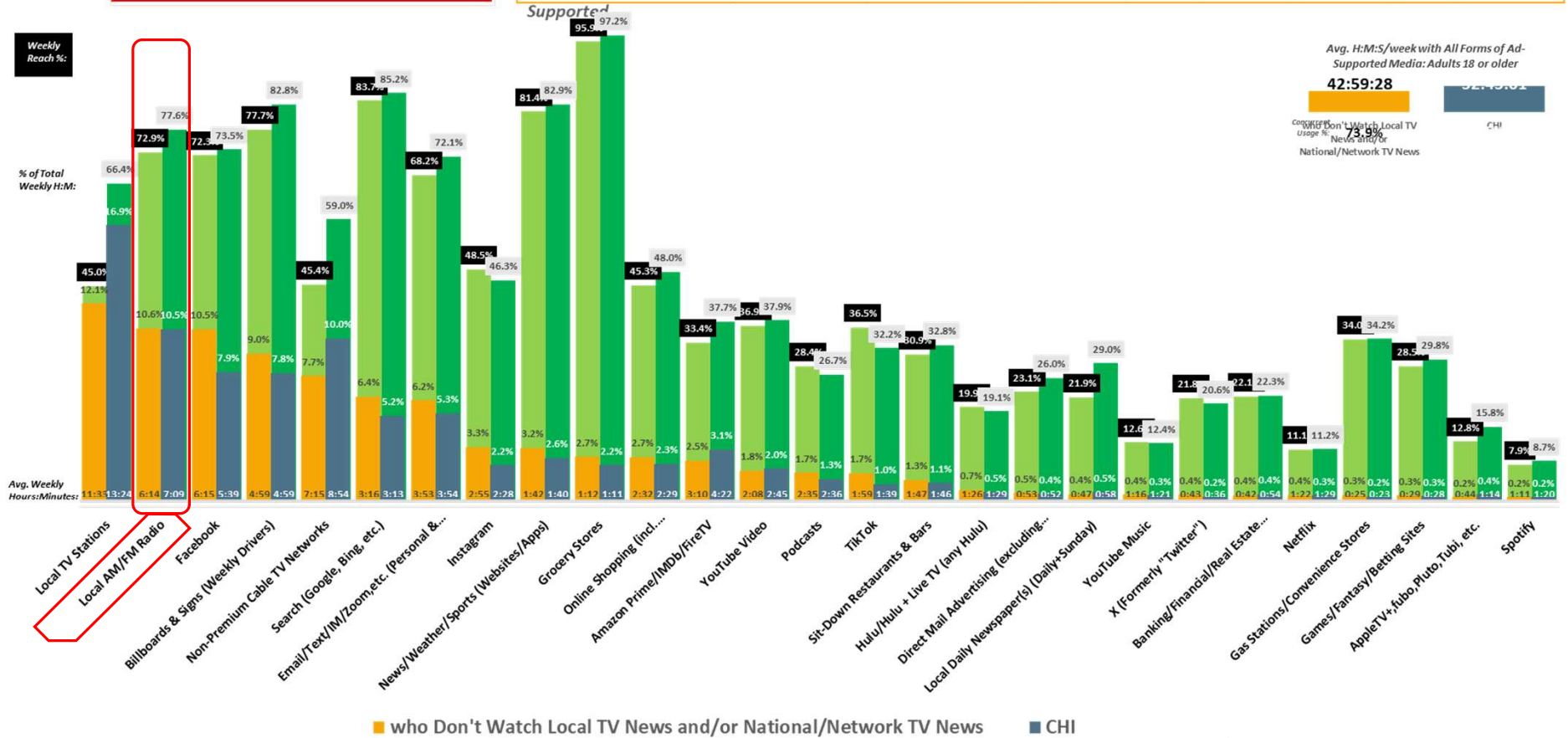


Share of Everything
for Anything

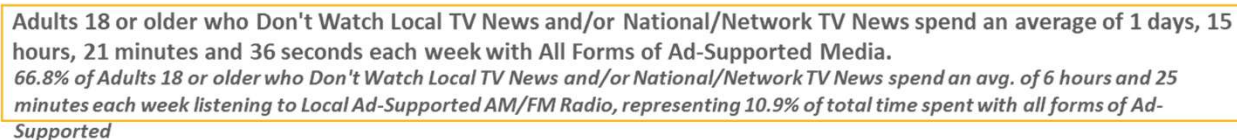
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 days, 18 hours, 59 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 14 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.

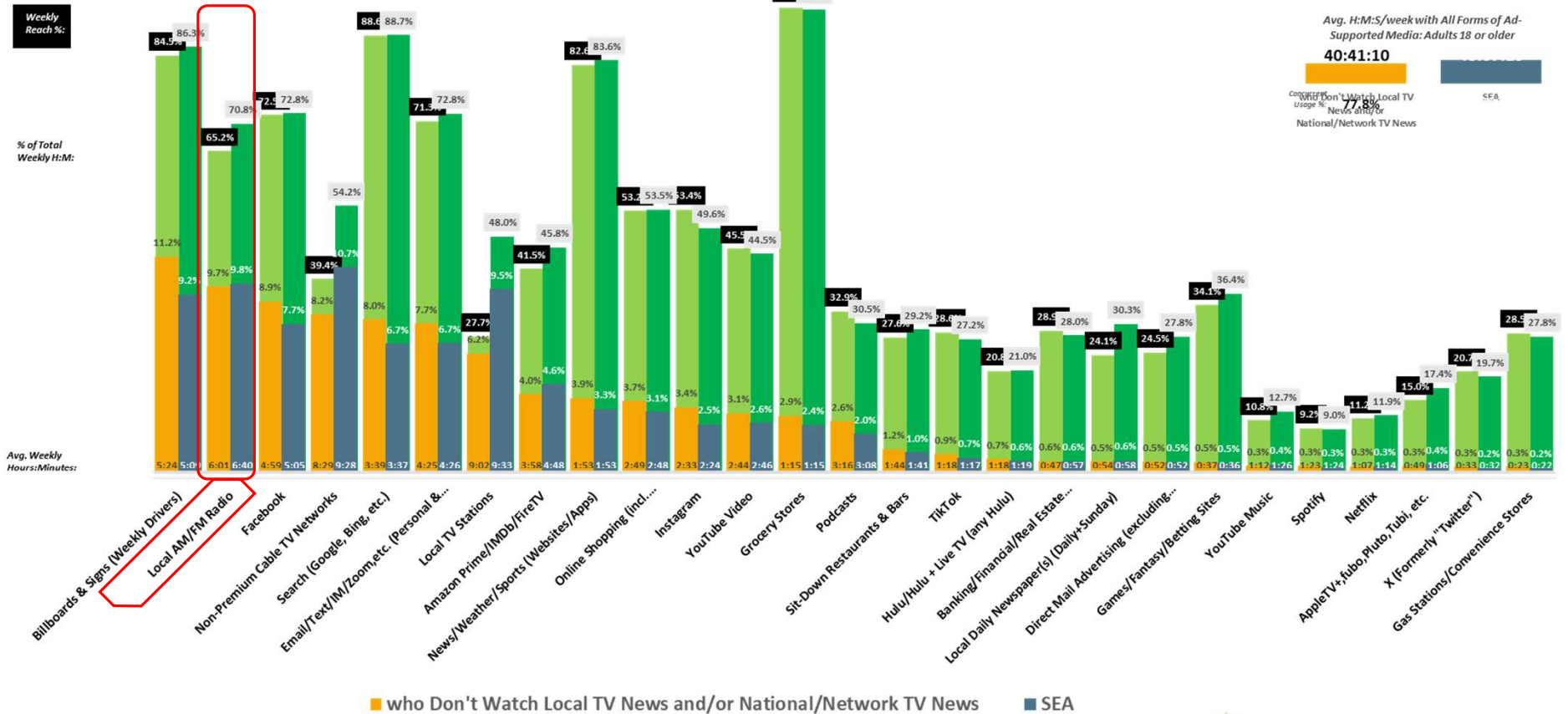


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
42:59:28
73.9%
Don't Watch Local TV News and/or National/Network TV News
CHI





Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 days, 16 hours, 41 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
65.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



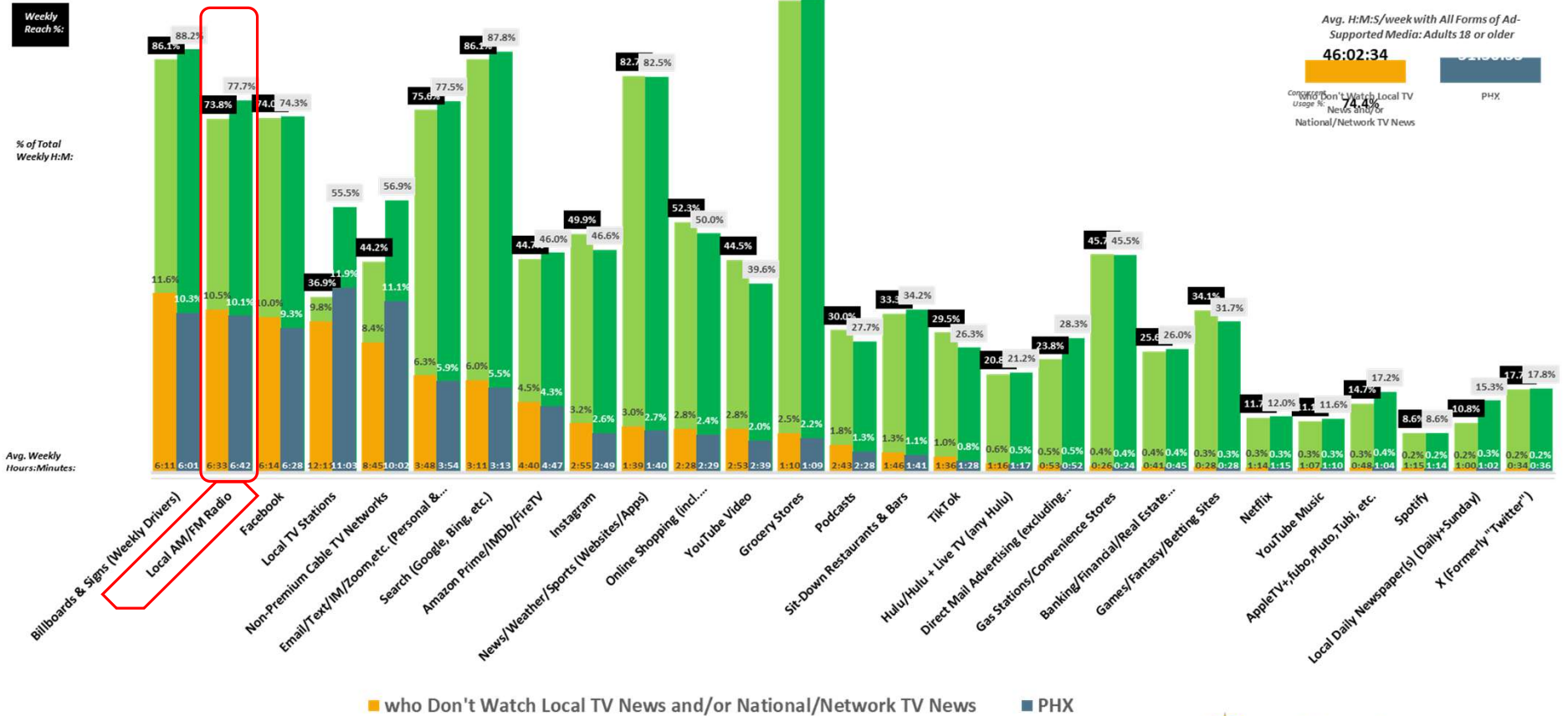
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.



NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 days, 22 hours, 2 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
73.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

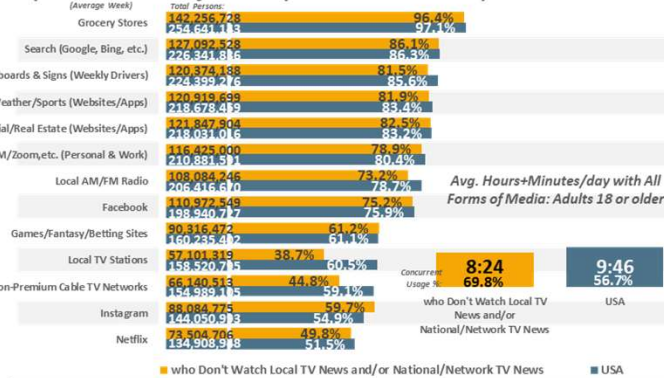


NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

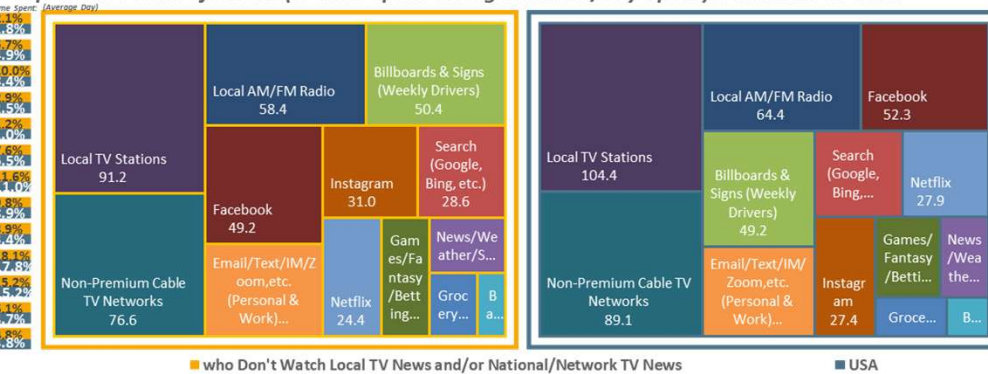


Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 5 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

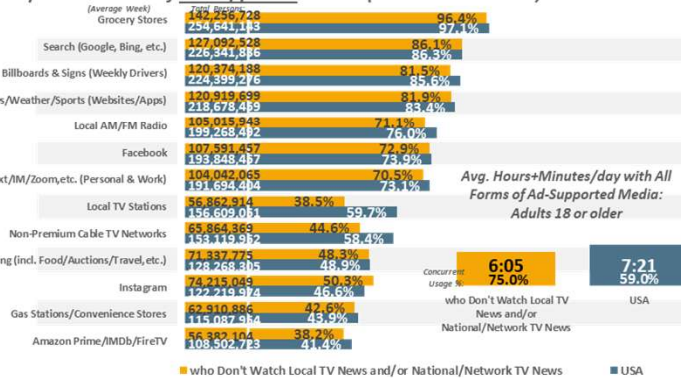
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



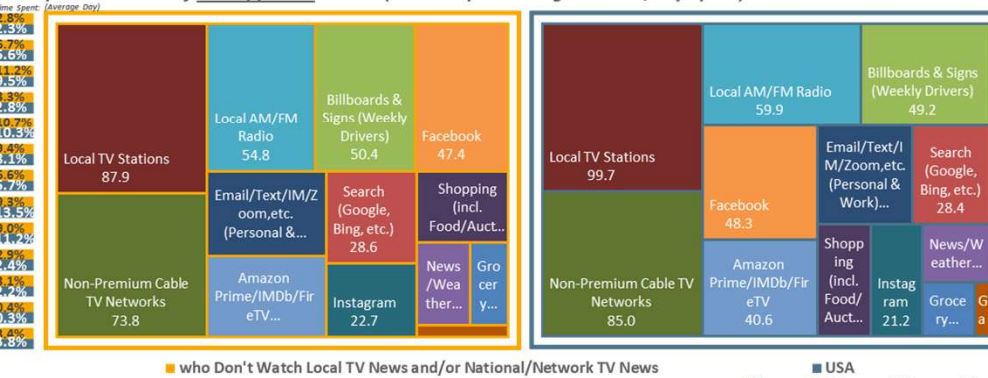
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modelling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

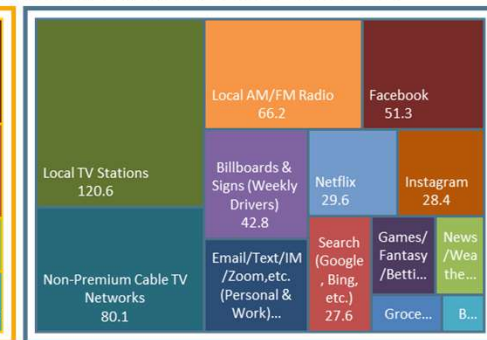
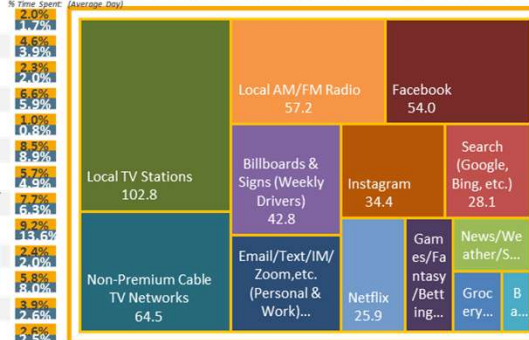
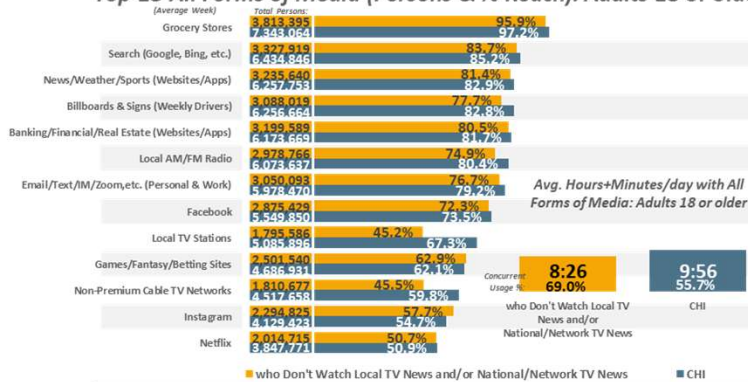
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 8 minutes each day with All Forms of Ad-Supported Media. 72.9% listen to Local AM/FM Radio for an avg. of 53.4 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

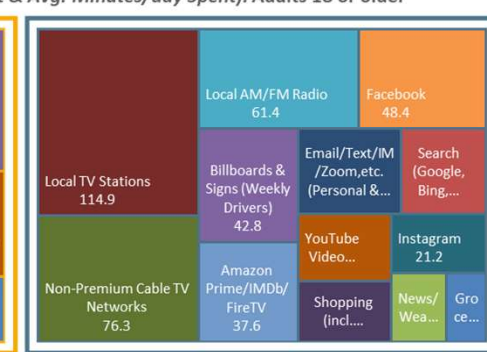
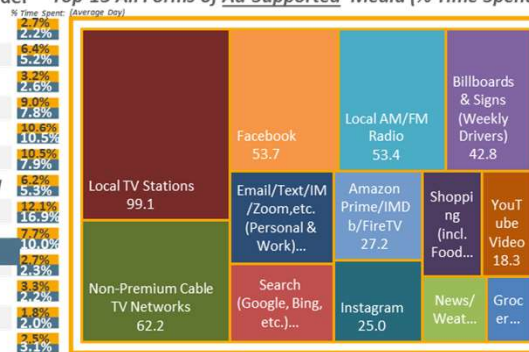
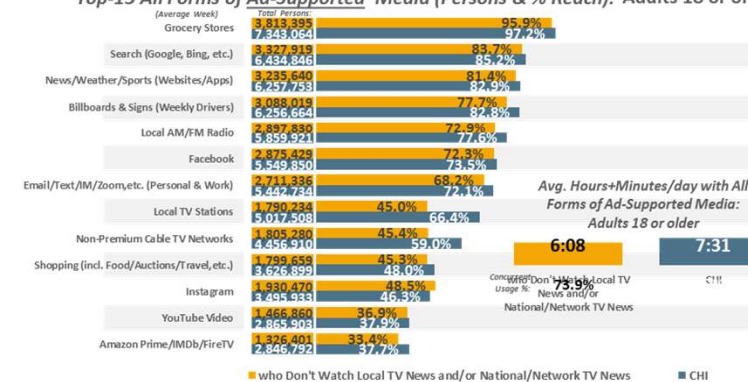
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

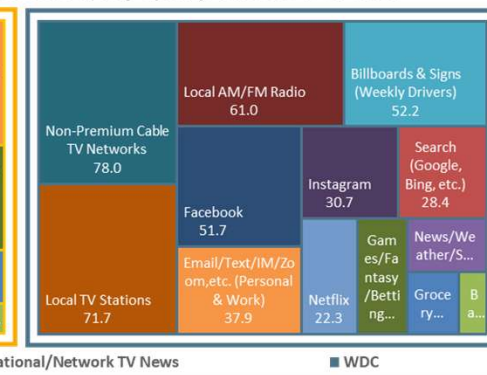
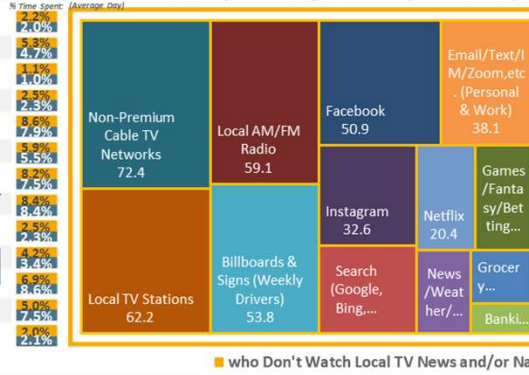
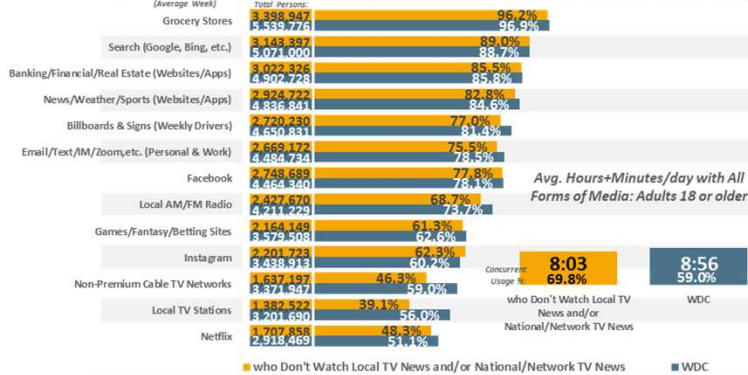
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 5 hours and 37 minutes each day with All Forms of Ad-Supported Media. 66.8% listen to Local AM/FM Radio for an avg. of 55. minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

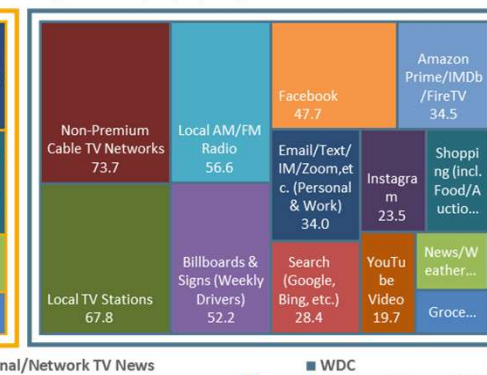
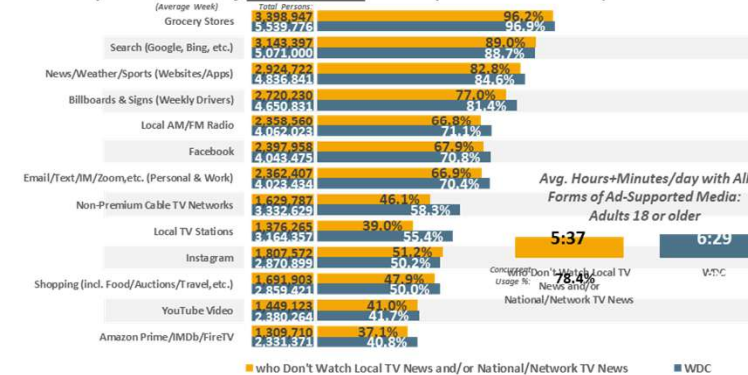
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

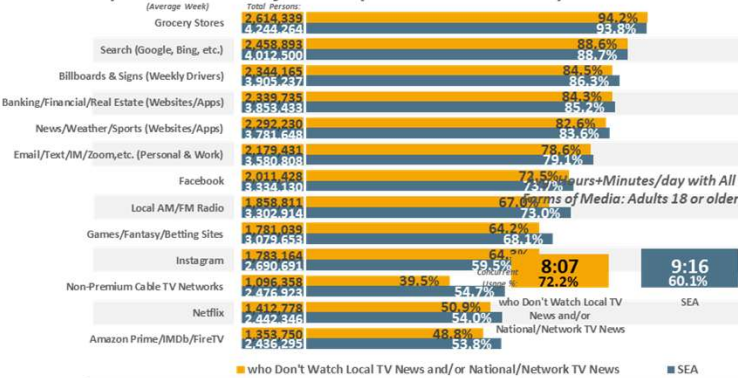
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

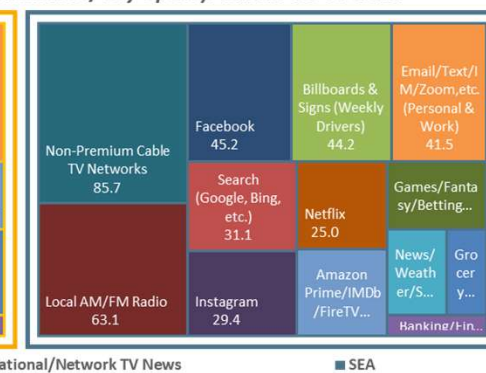


Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 5 hours and 48 minutes each day with All Forms of Ad-Supported Media. 65.2% listen to Local AM/FM Radio for an avg. of 51.6 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

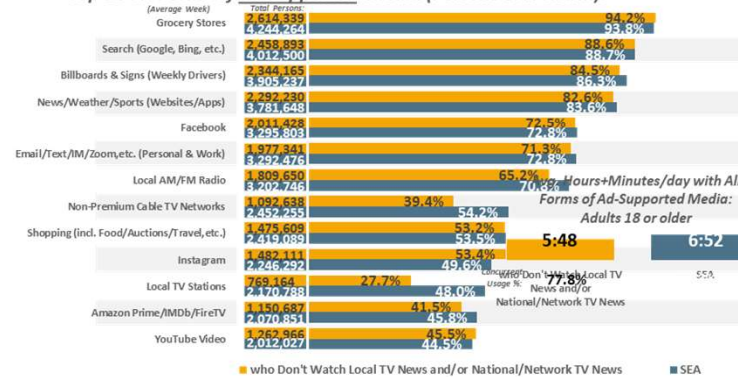
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



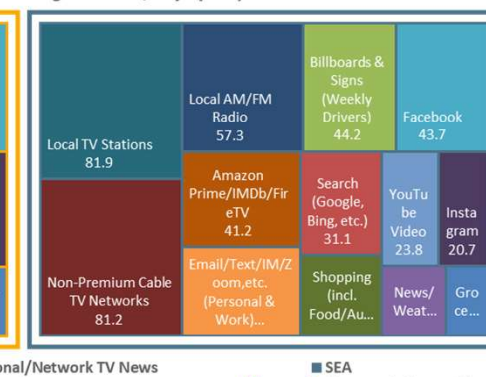
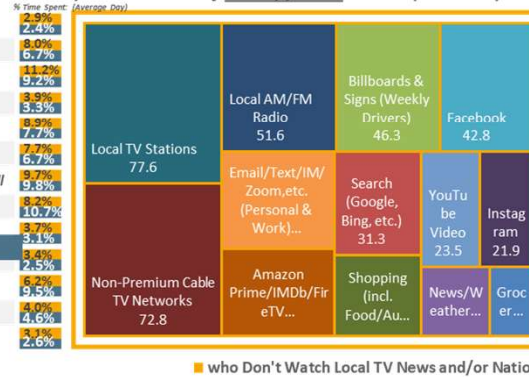
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and soefa.ai Data Modelling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

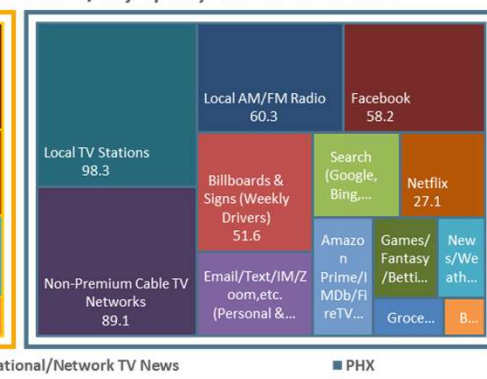
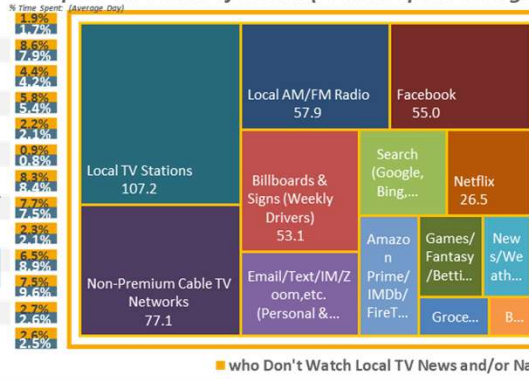
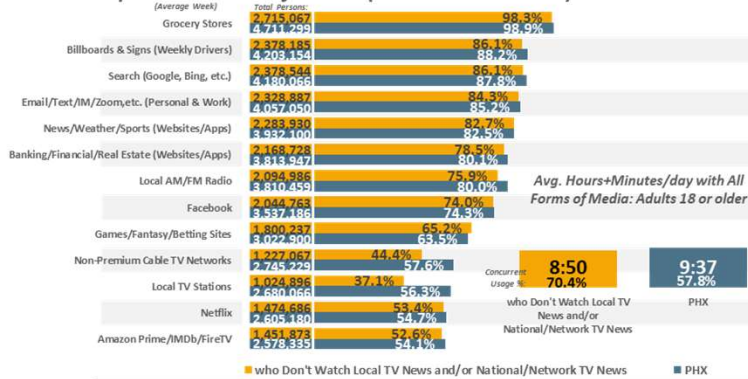
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 34 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

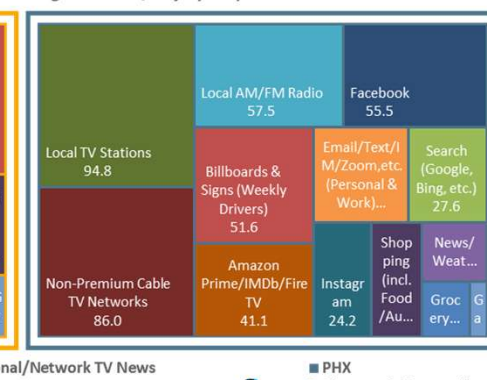
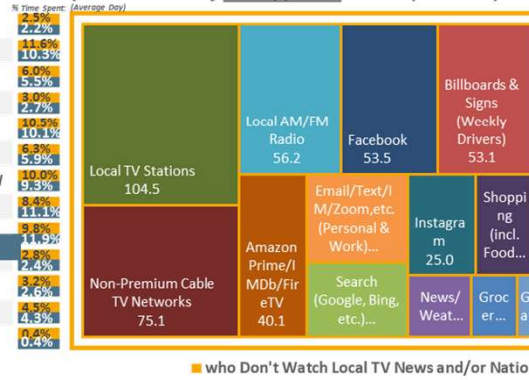
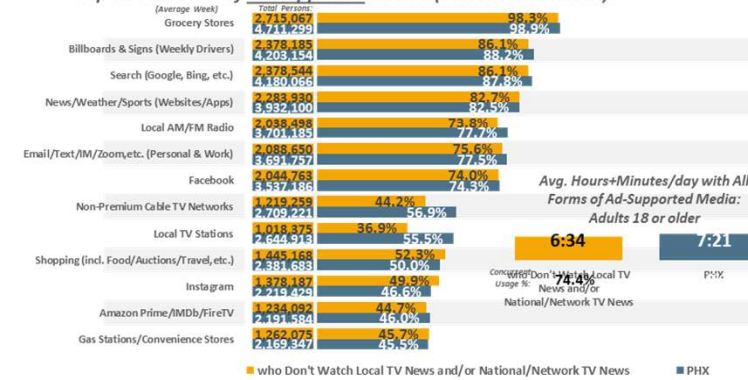
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

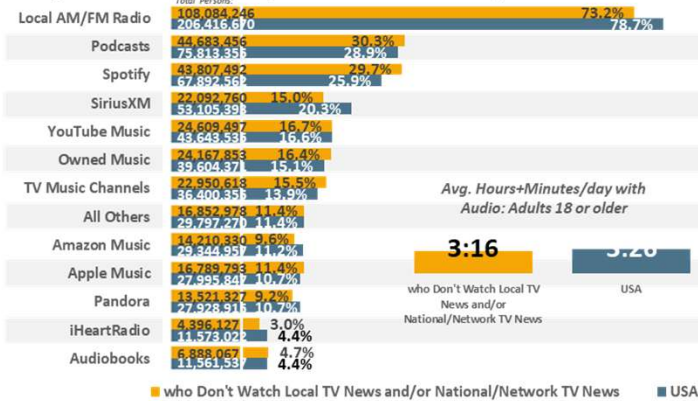
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

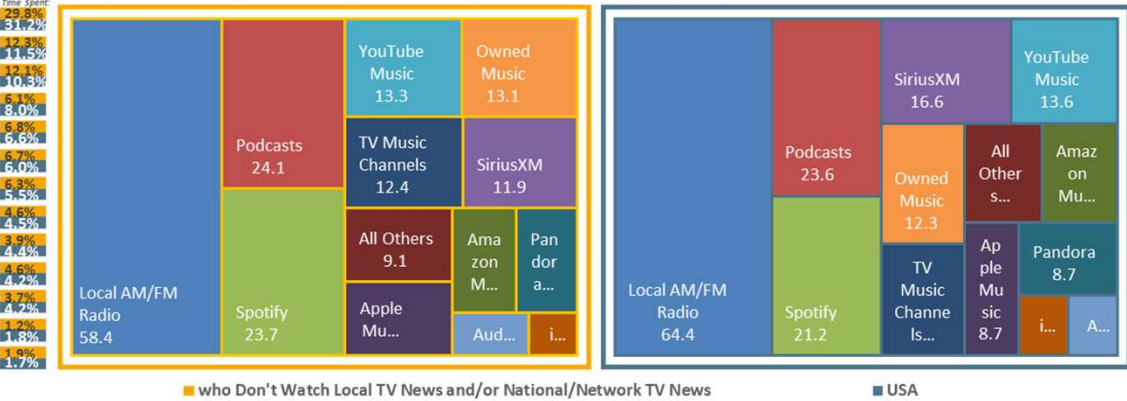


105,015,943 or 71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

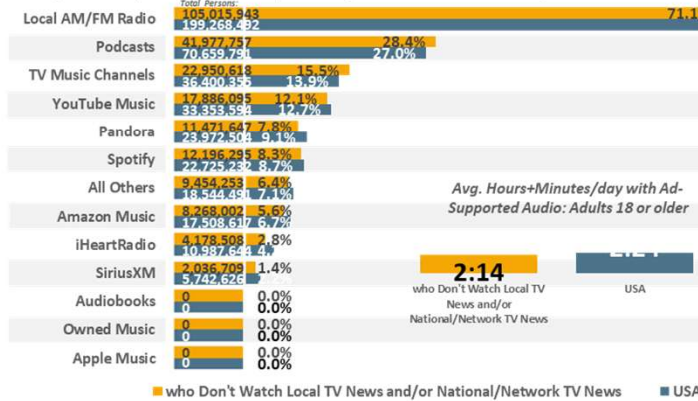
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



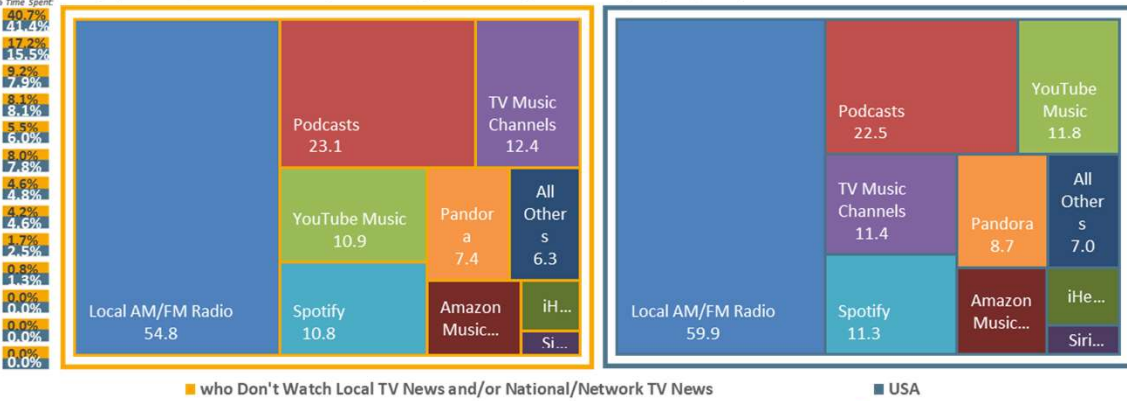
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Sep24-Aug25 USA Projection

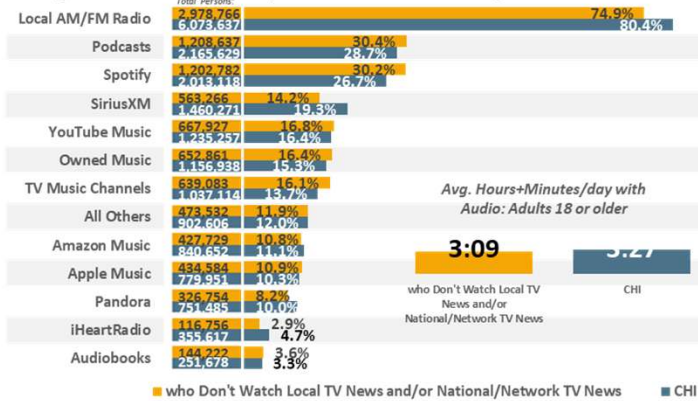
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

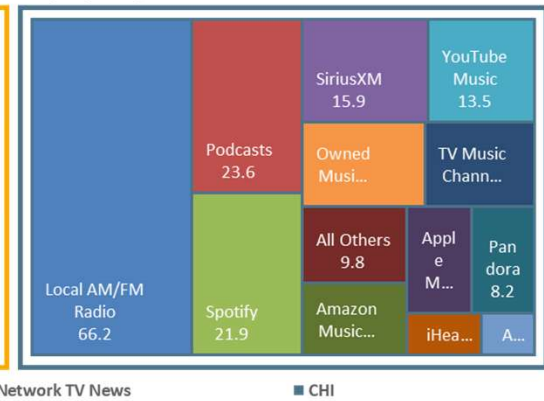
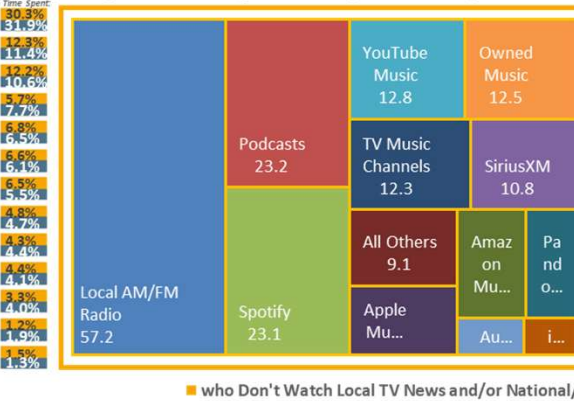


2,897,830 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

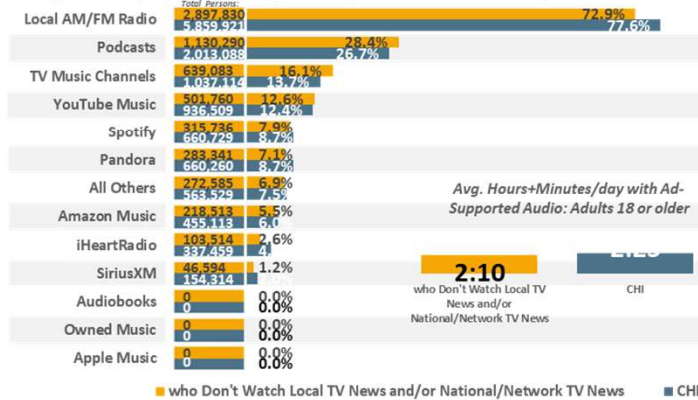
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



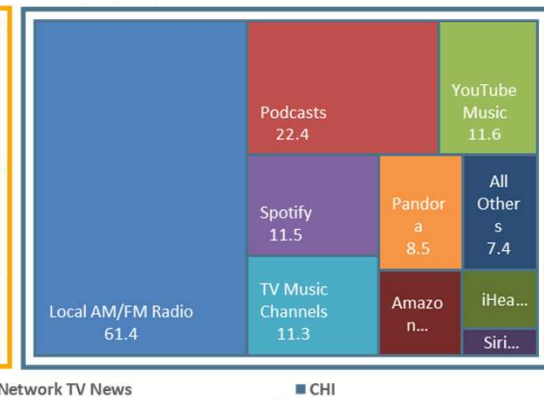
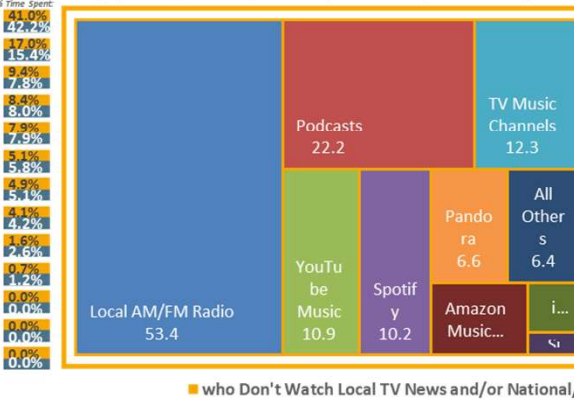
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

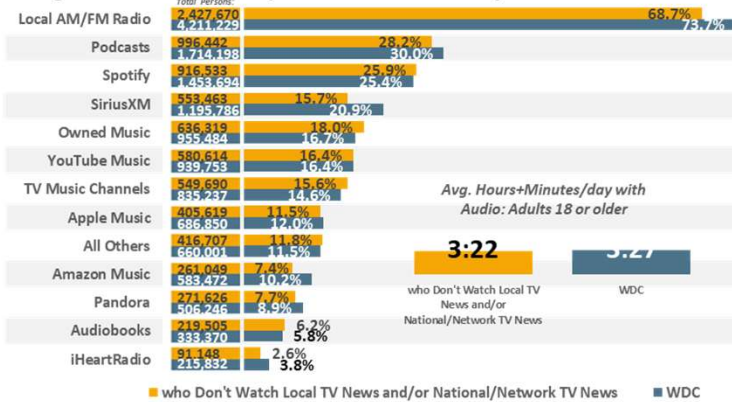
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

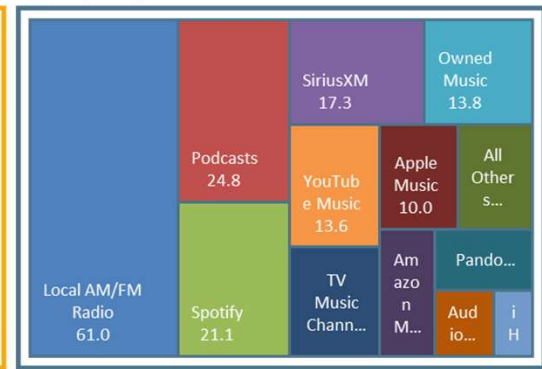
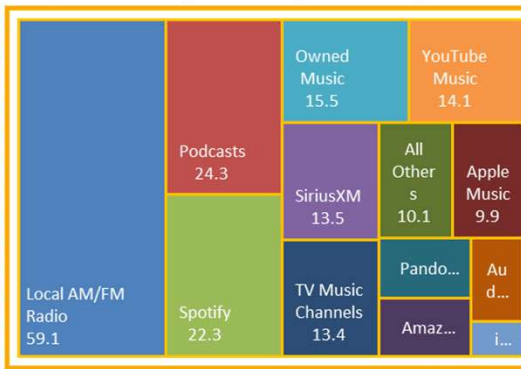


2,358,560 or 66.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

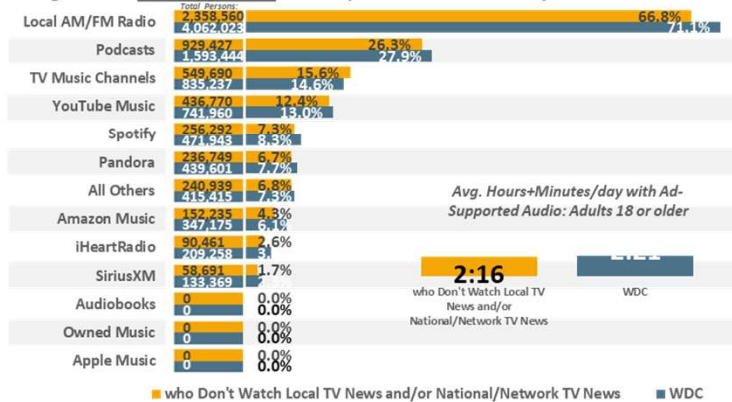
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



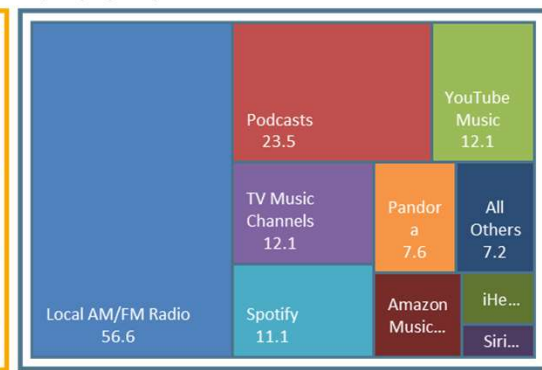
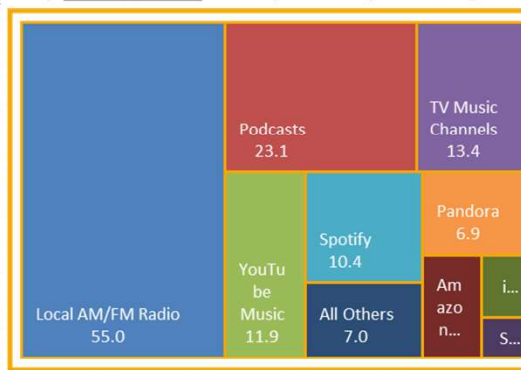
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

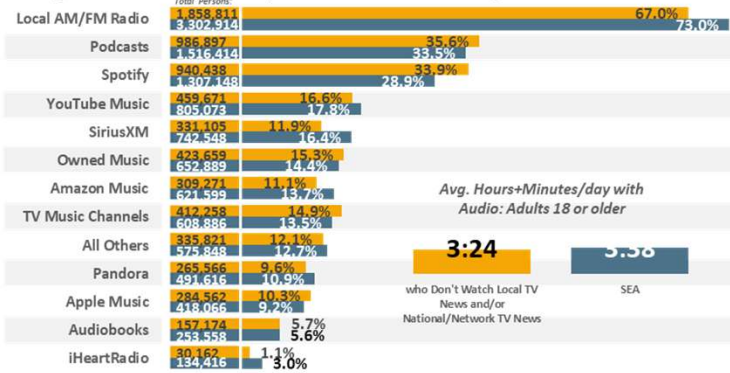
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,809,650 or 65.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

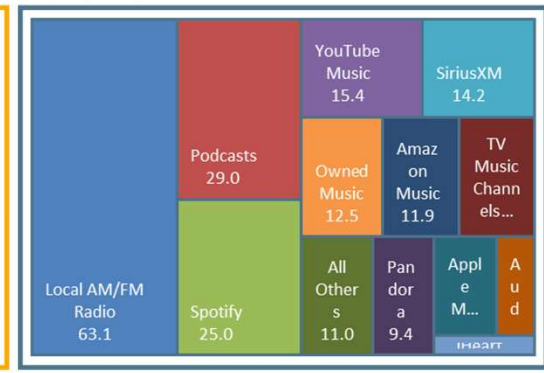
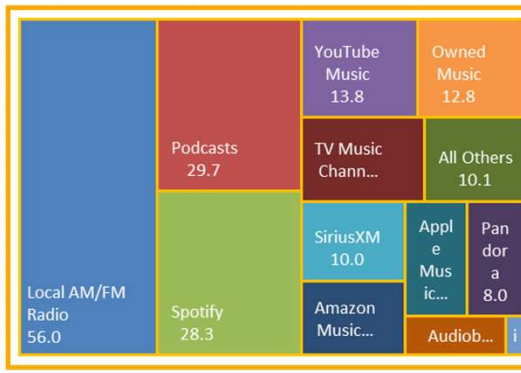
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



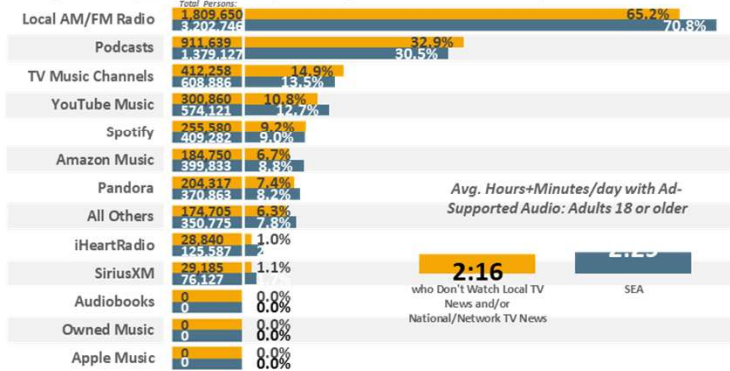
Avg. Hours+Minutes/day with Audio: Adults 18 or older



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



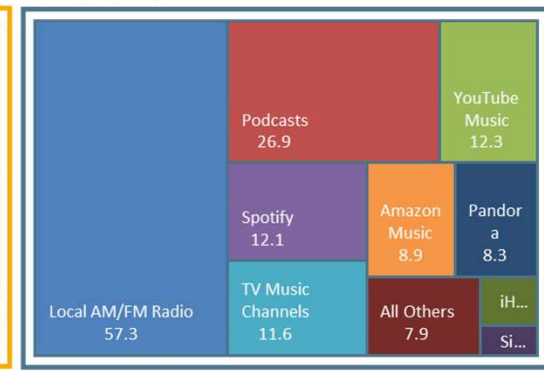
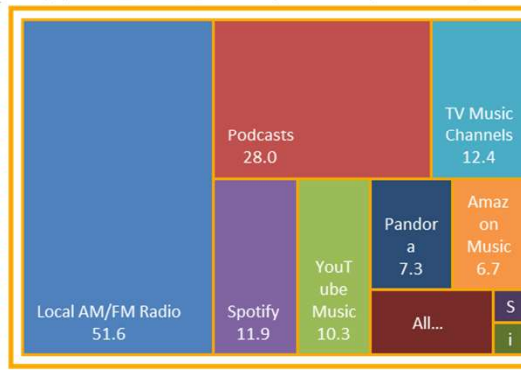
Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

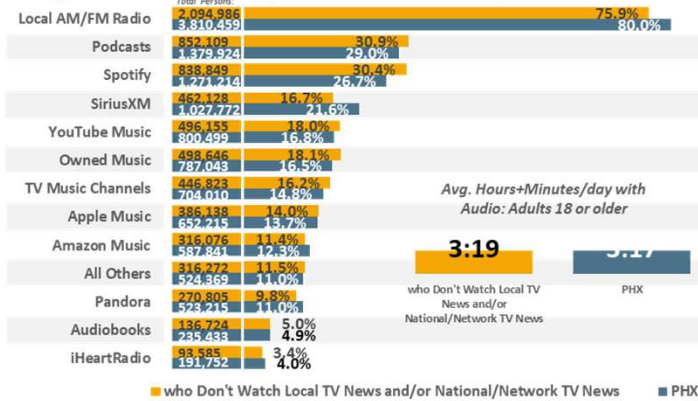
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

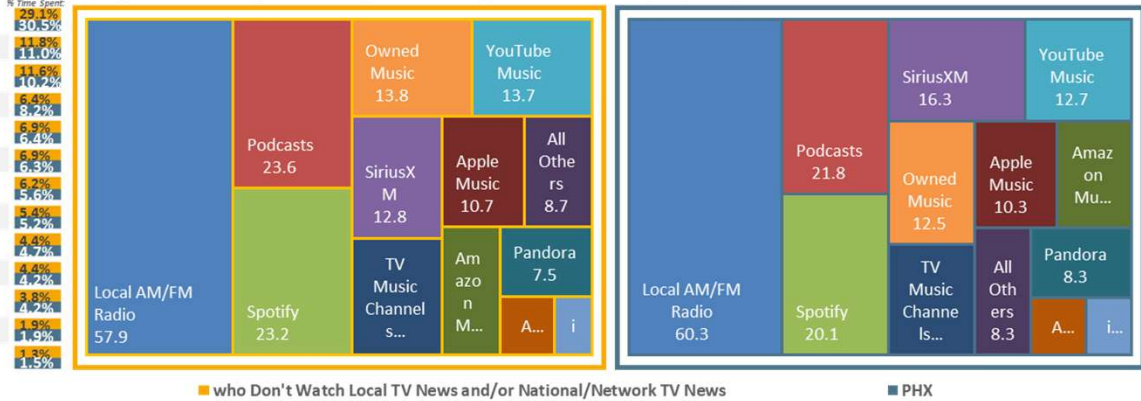


2,038,498 or 73.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

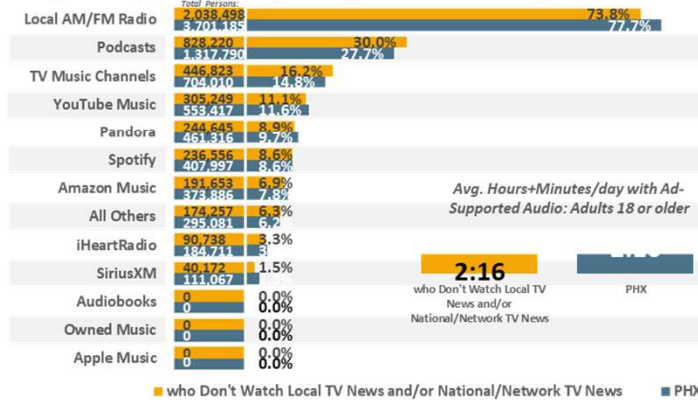
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



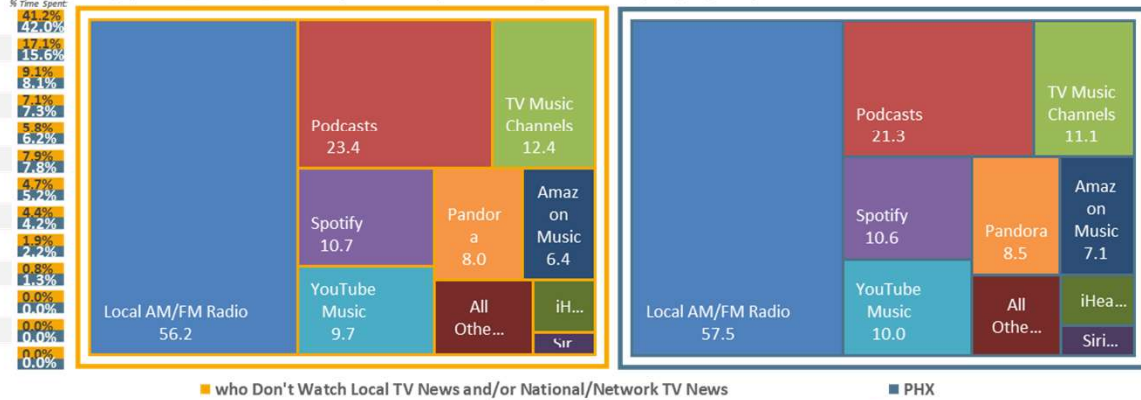
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



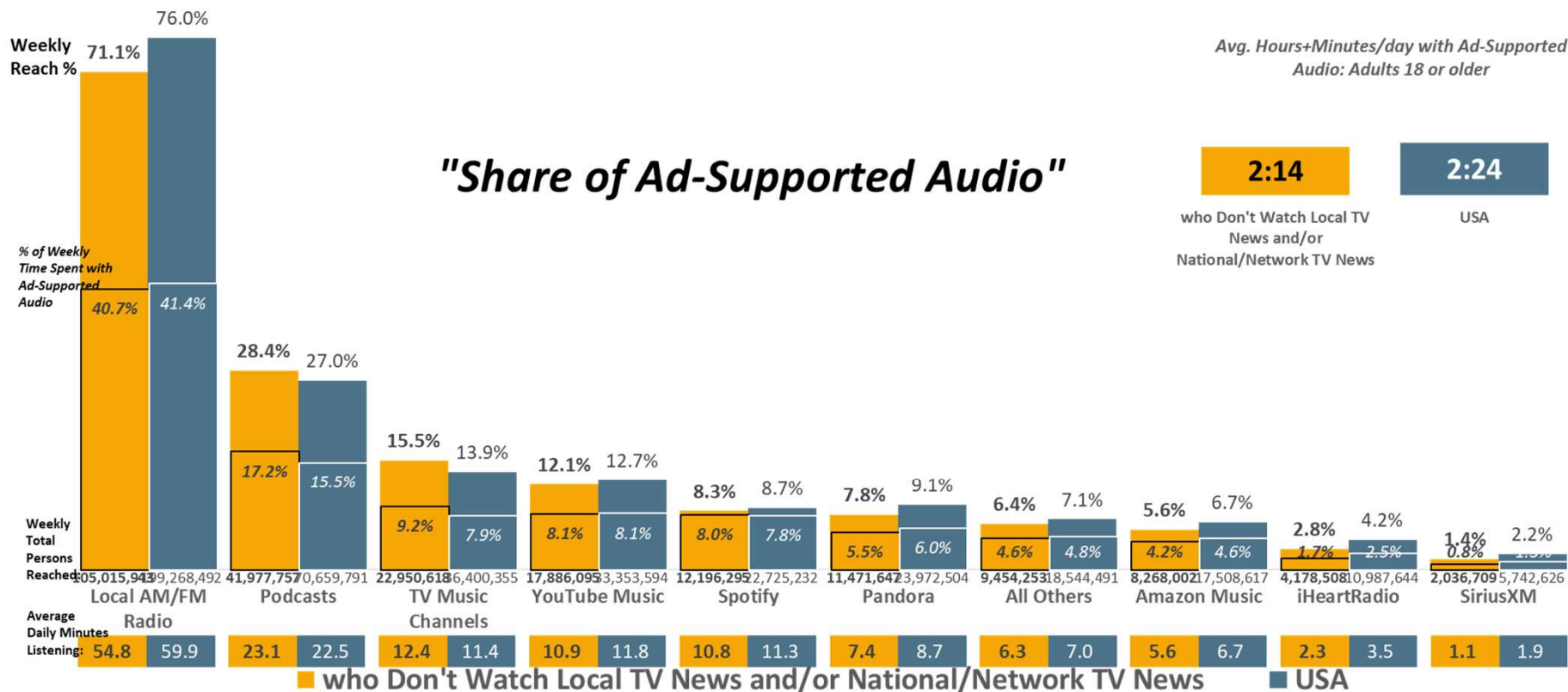
PHX DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



105,015,943 or 71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

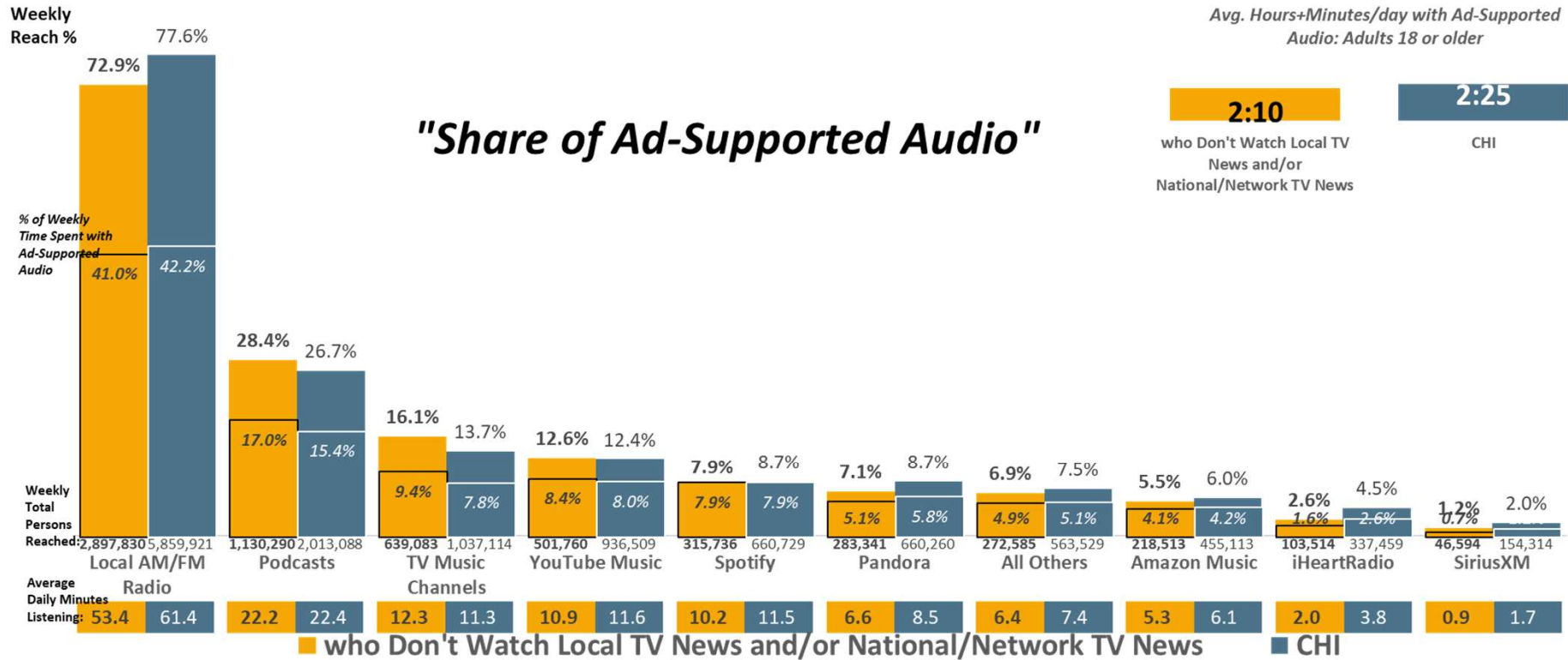
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,897,830 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 41.0% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

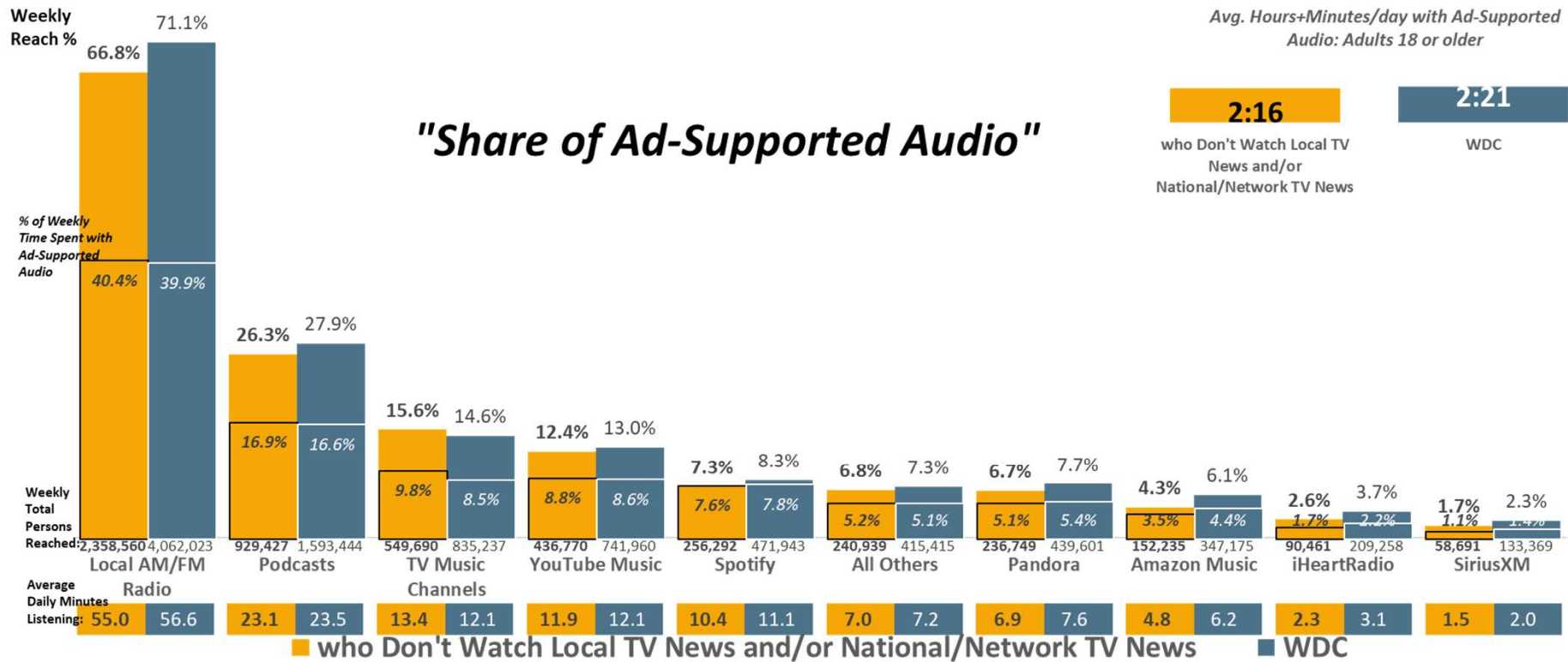
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,358,560 or 66.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



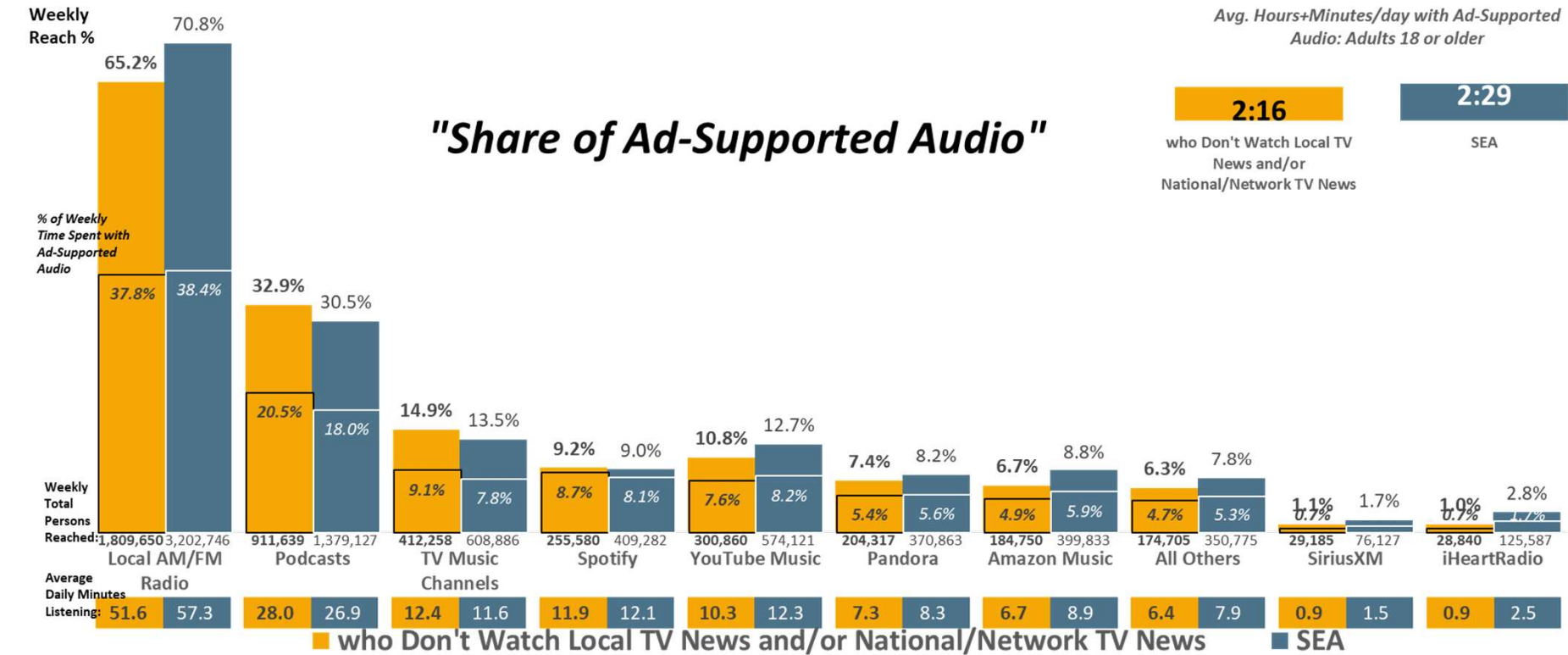
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

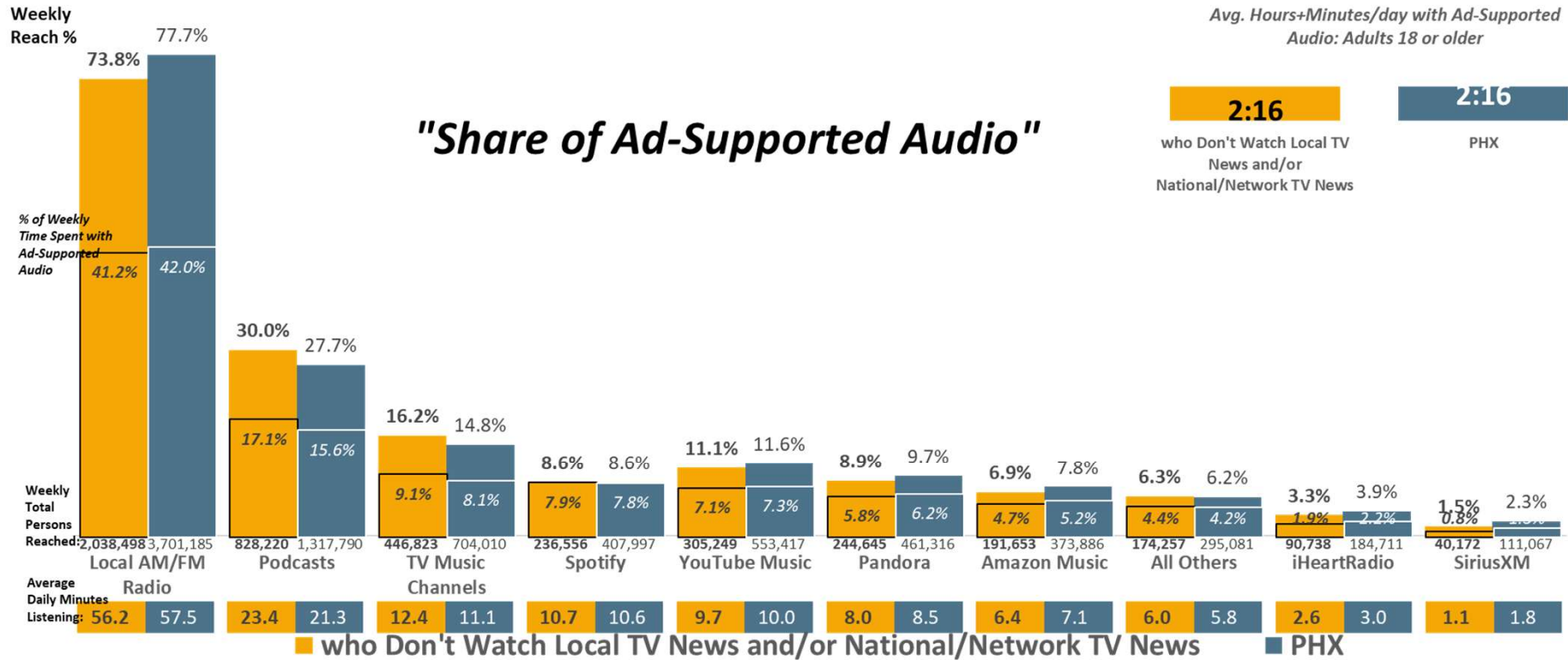


1,809,650 or 65.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.





2,038,498 or 73.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

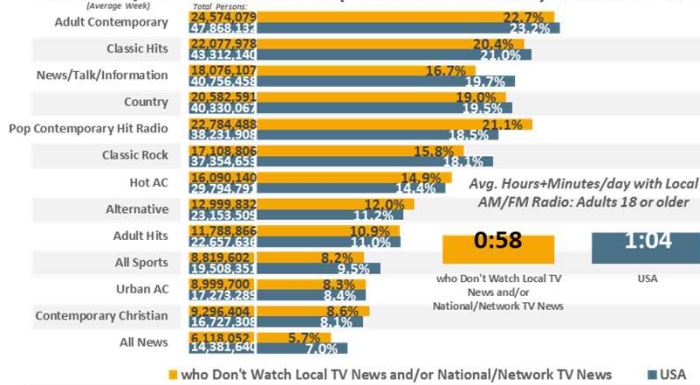
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

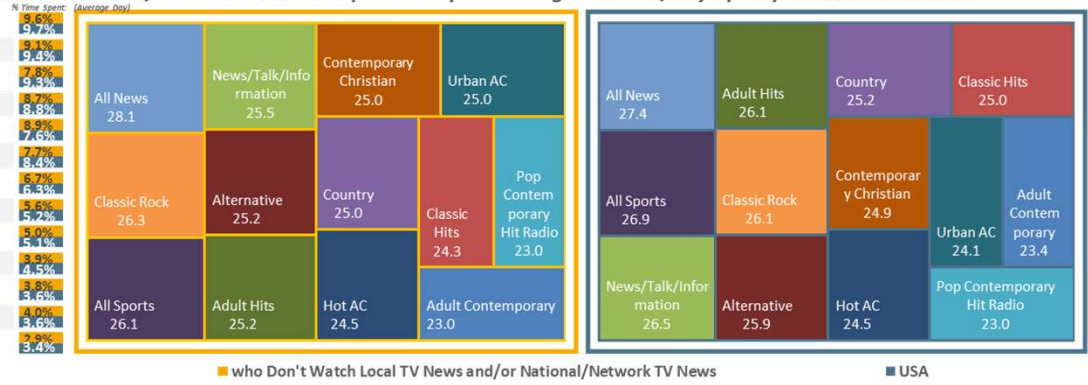


105,015,943 or 71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock

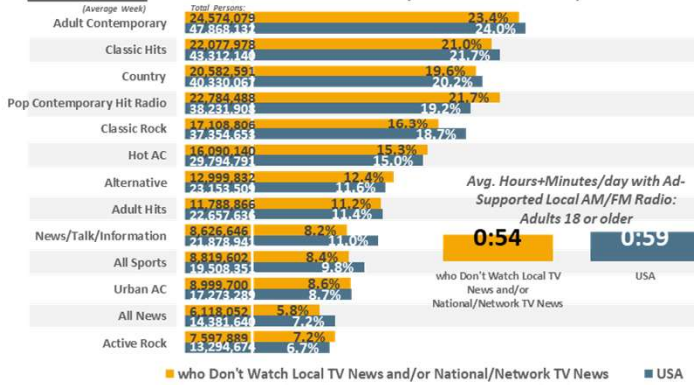
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



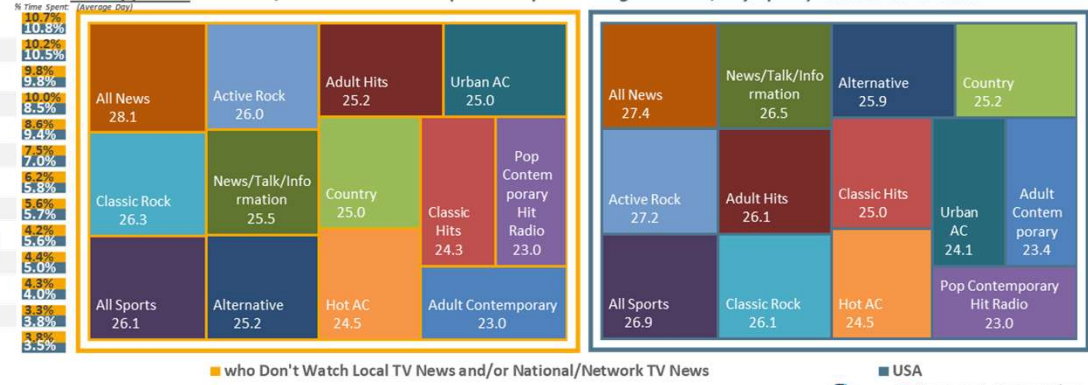
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

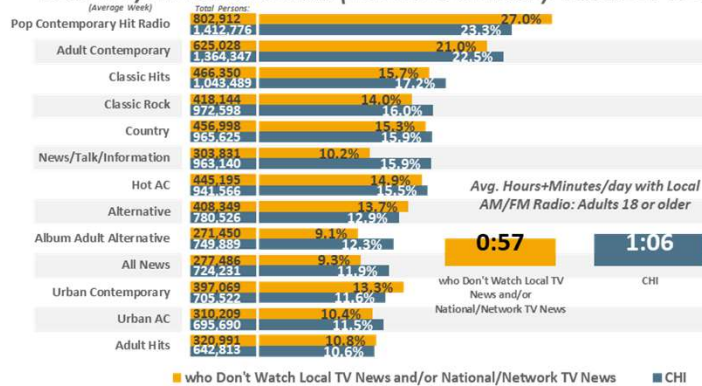
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

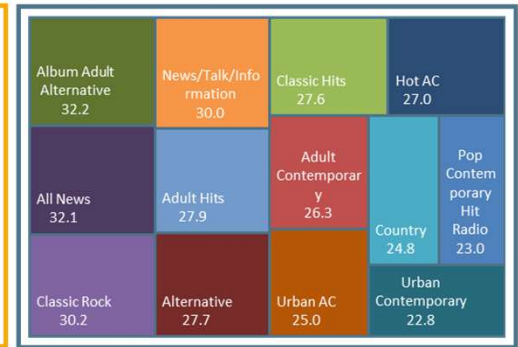
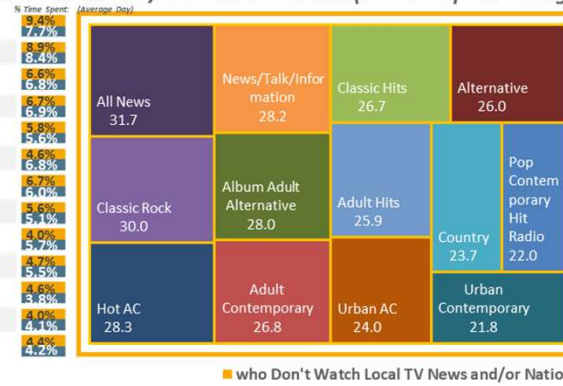


2,897,830 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

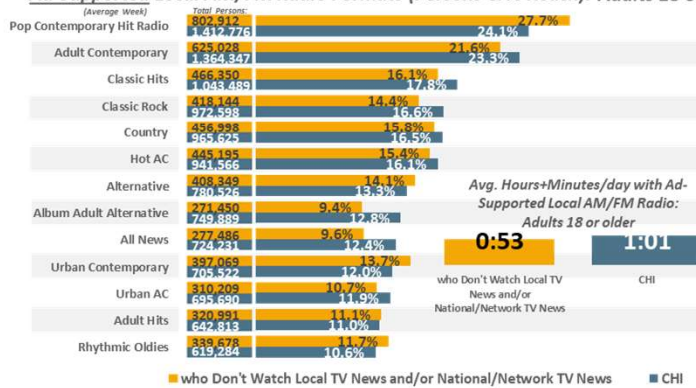
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



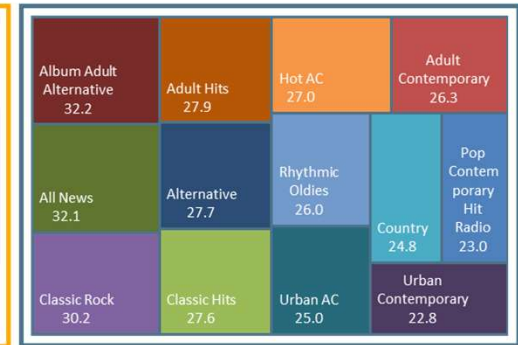
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



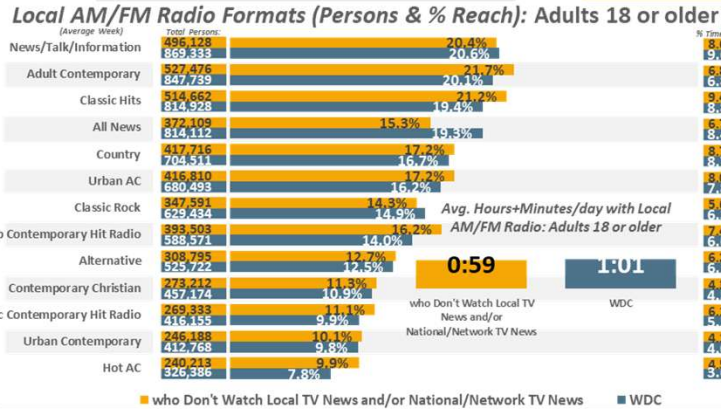
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

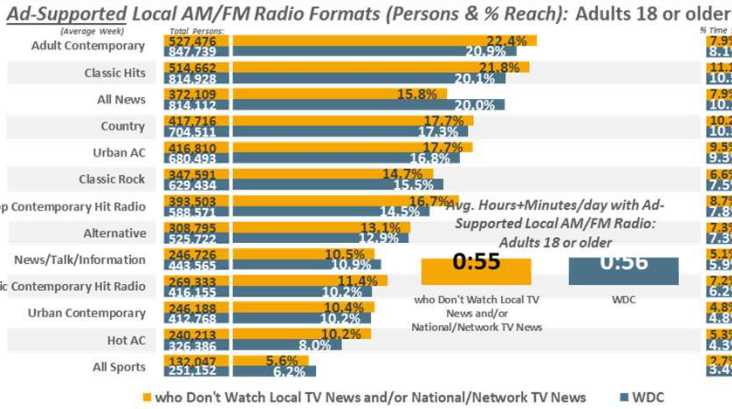
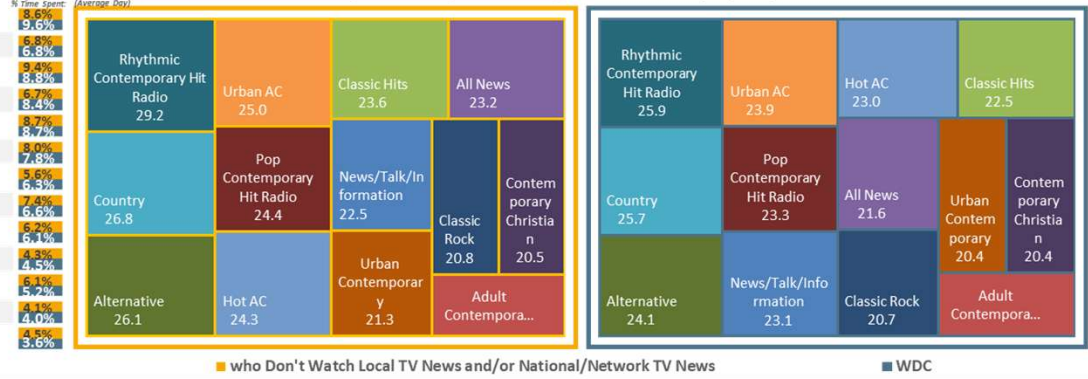
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



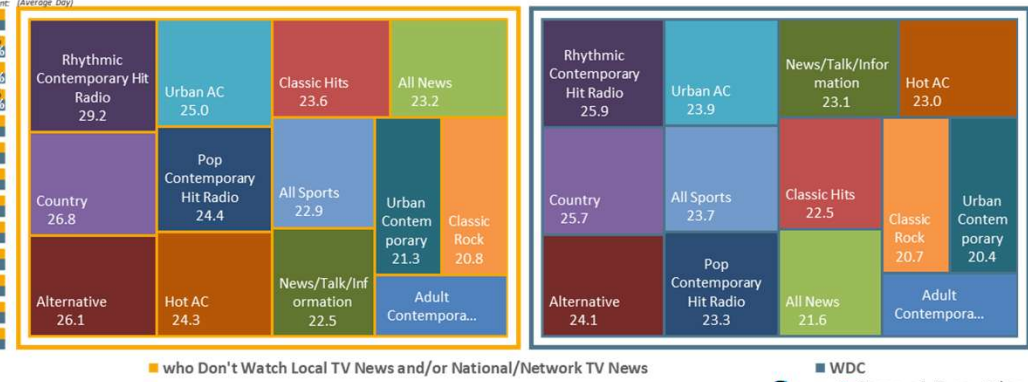
2,358,560 or 66.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Urban AC, and Pop Contemporary Hit Radio.



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



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



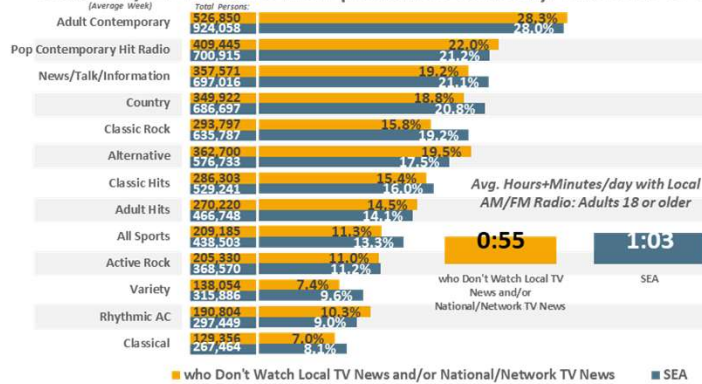
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

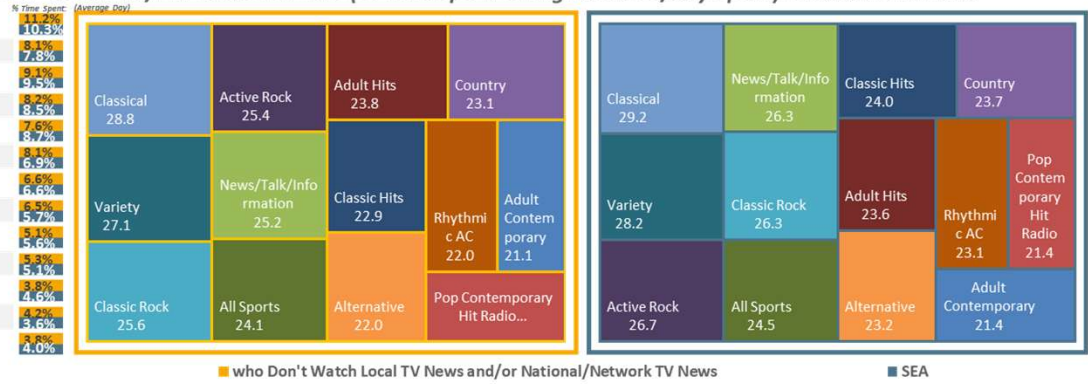


1,809,650 or 65.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Country, and Classic Rock.

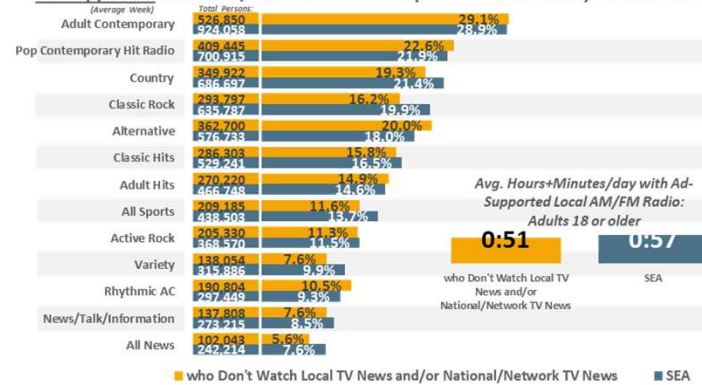
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



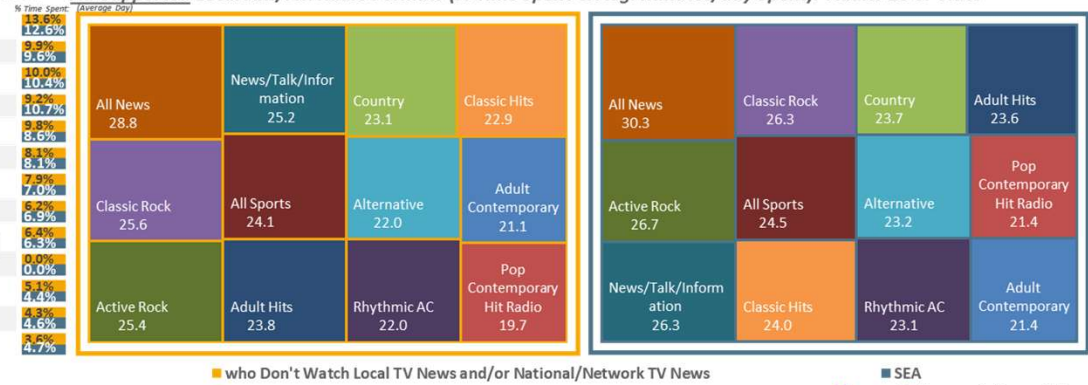
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

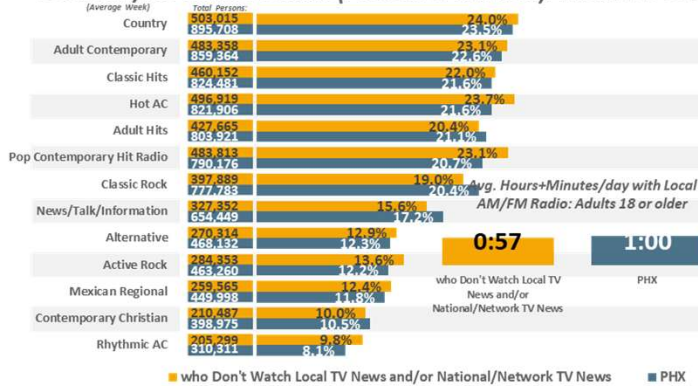
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

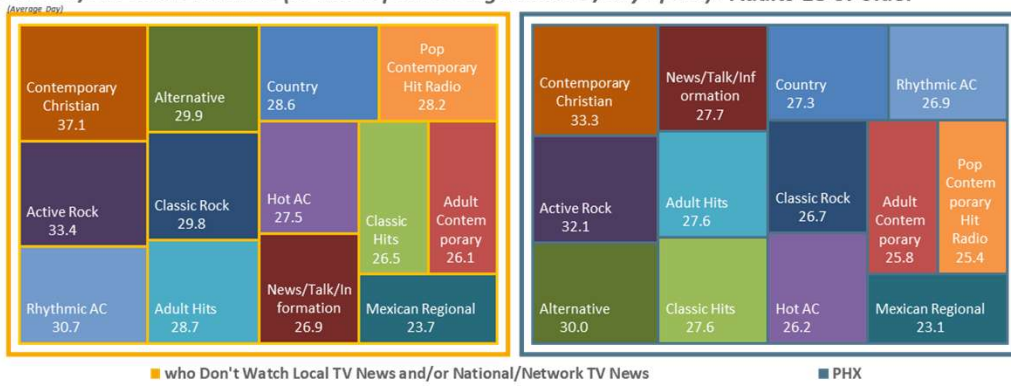


2,038,498 or 73.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

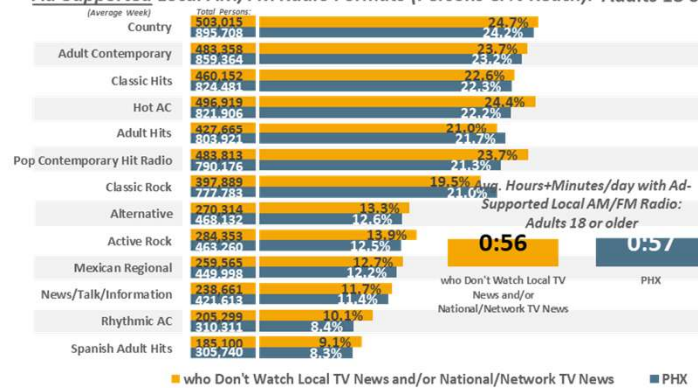
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



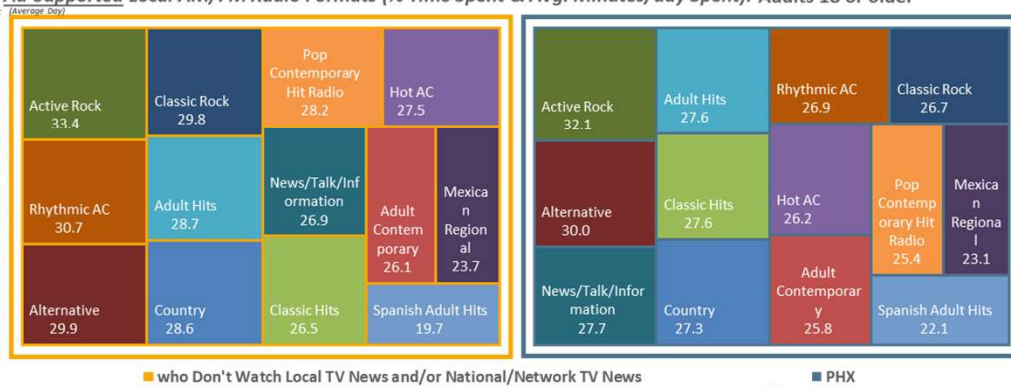
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

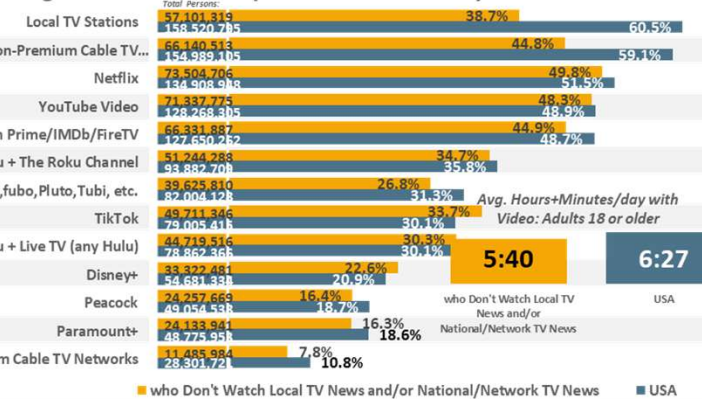
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

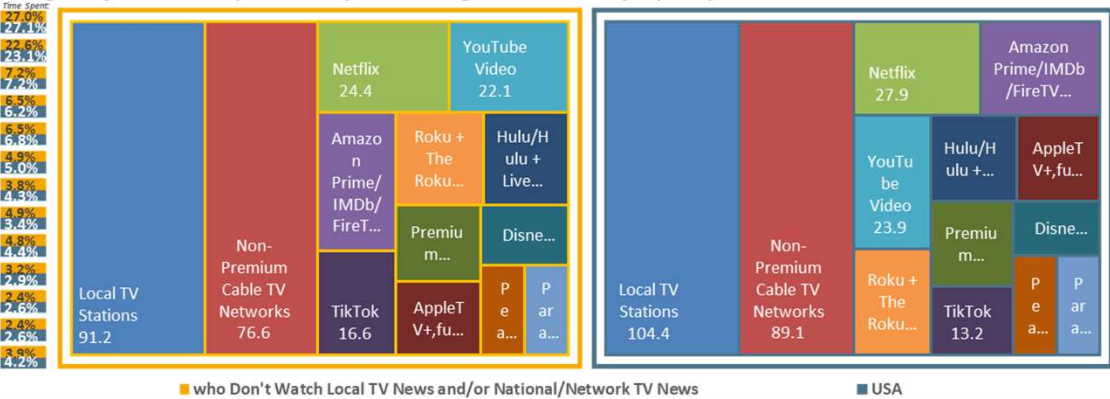


56,862,914 or 38.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

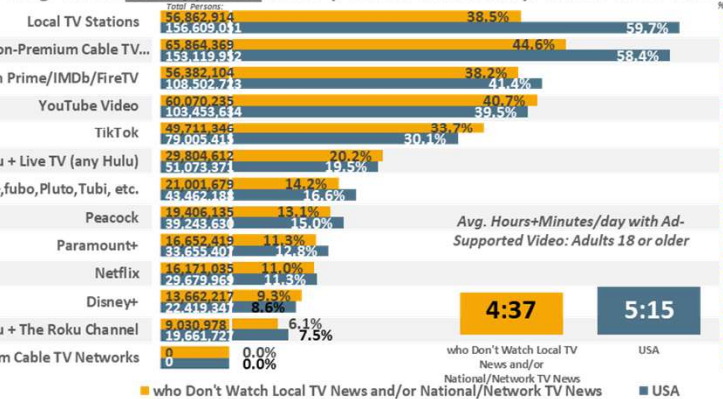
Avg. Week All Video (Persons & % Reach): Adults 18 or older



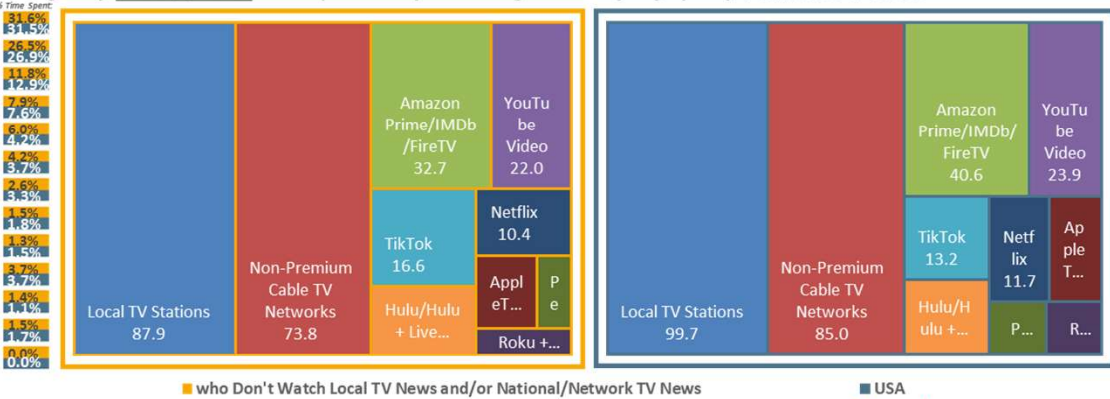
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

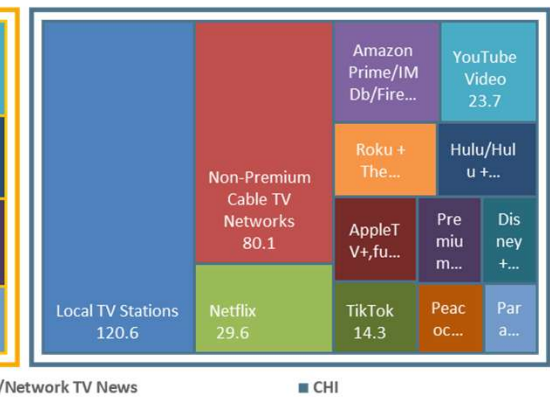
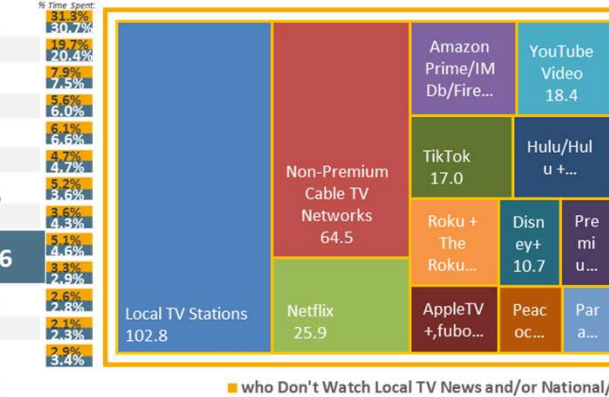
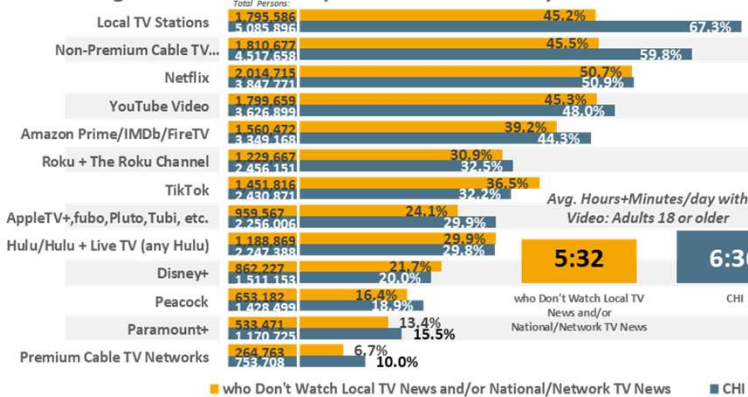
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,790,234 or 45.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

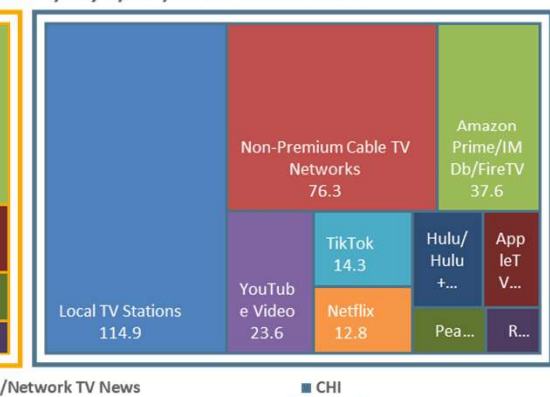
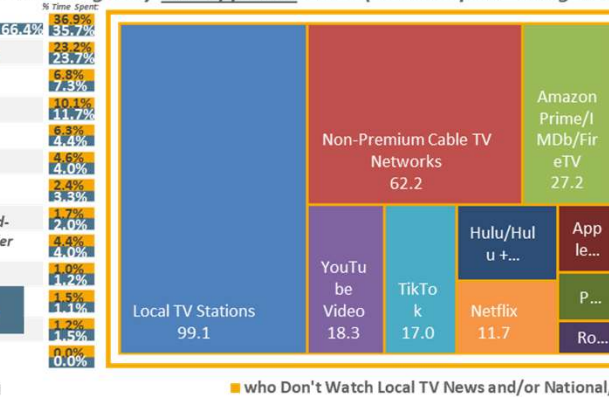
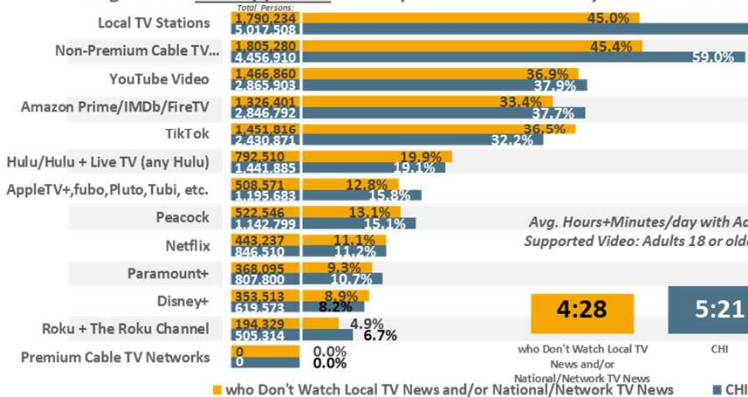
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

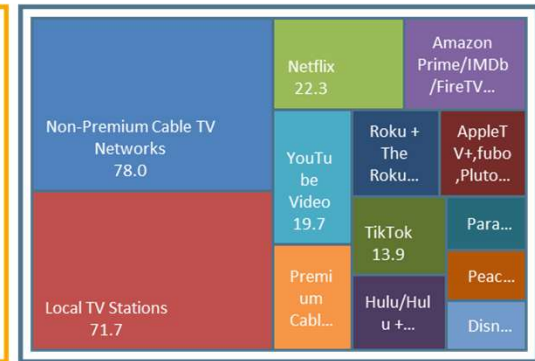
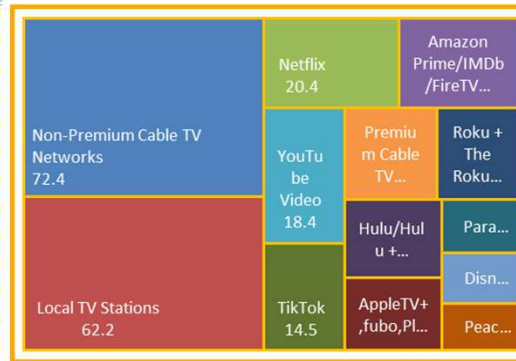
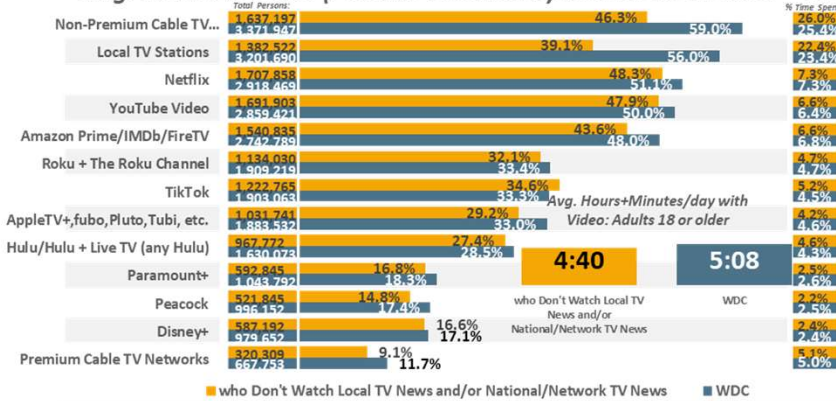
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,376,265 or 39.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

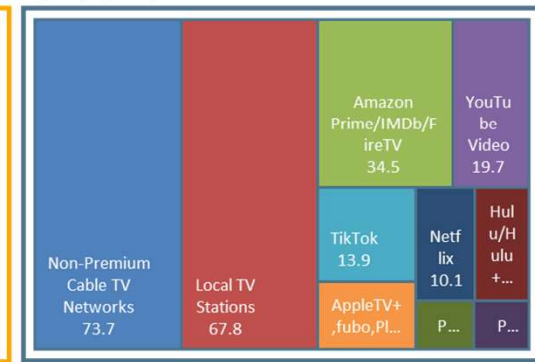
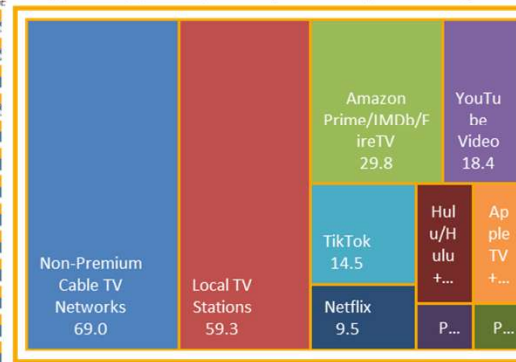
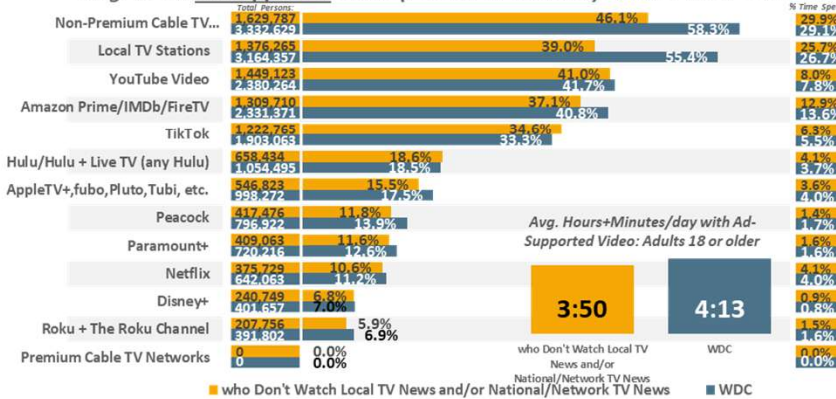
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

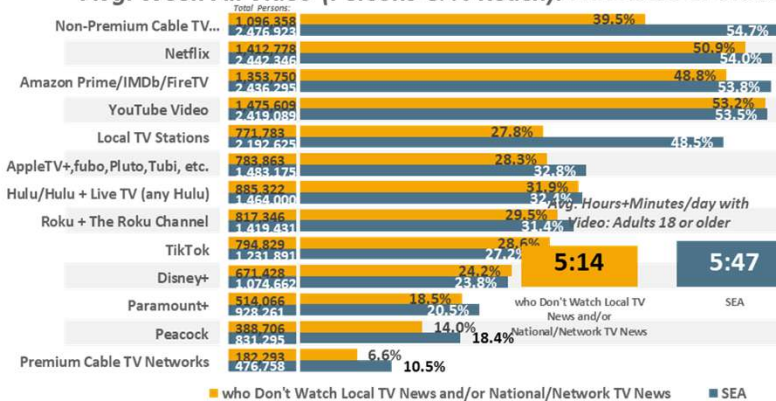
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

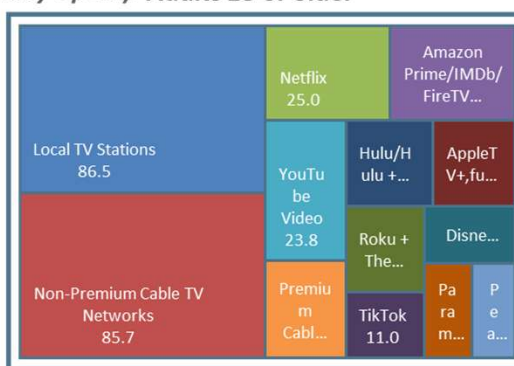
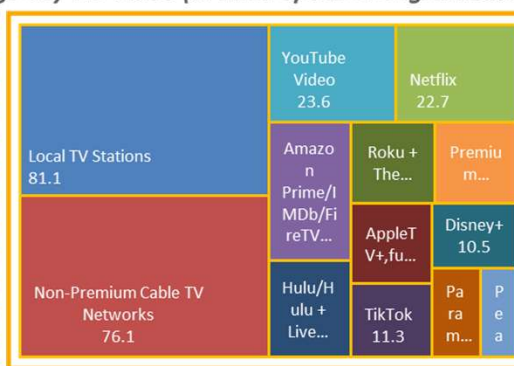


769,164 or 27.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

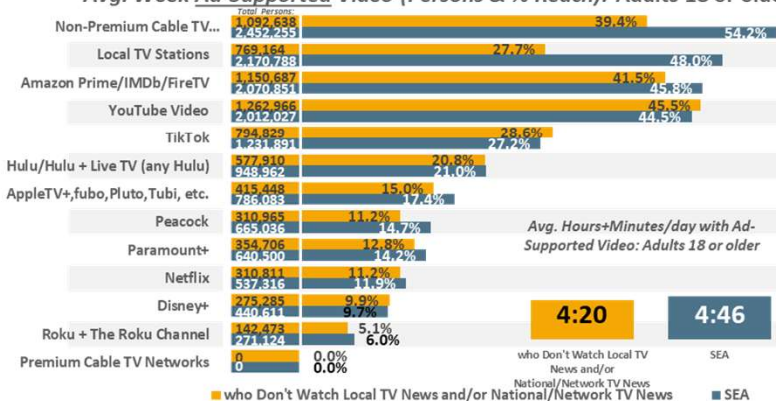
Avg. Week All Video (Persons & % Reach): Adults 18 or older



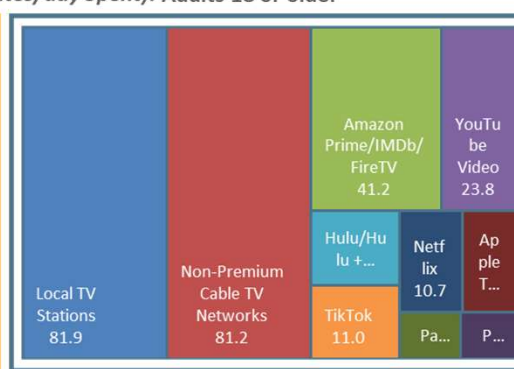
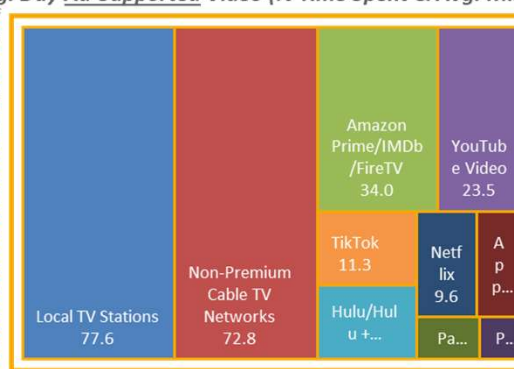
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

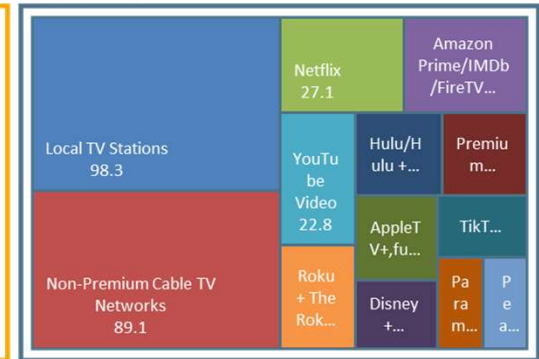
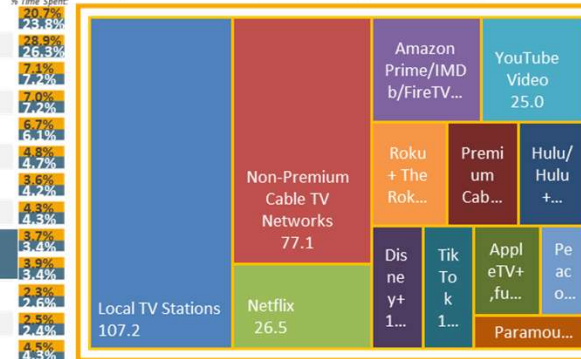
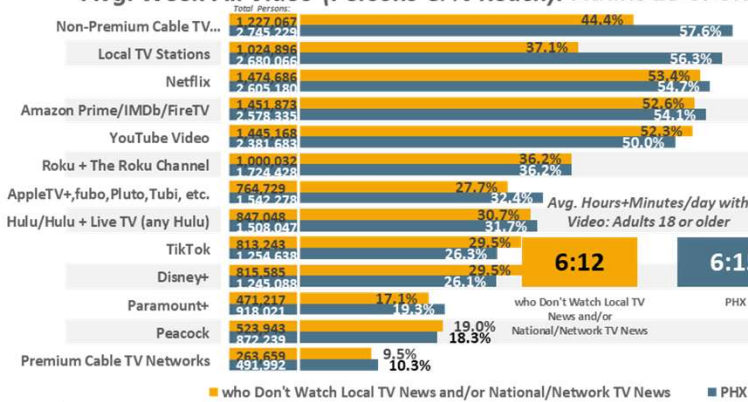
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,018,375 or 36.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

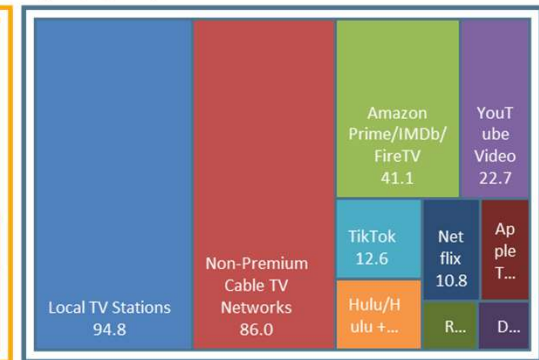
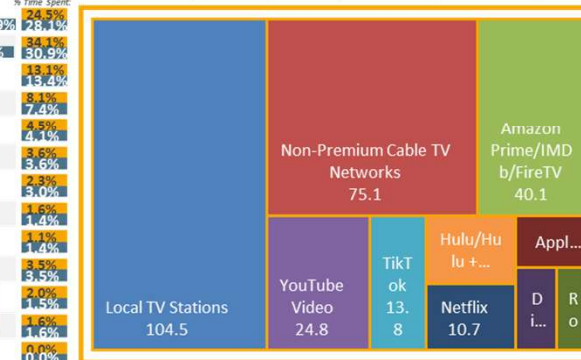
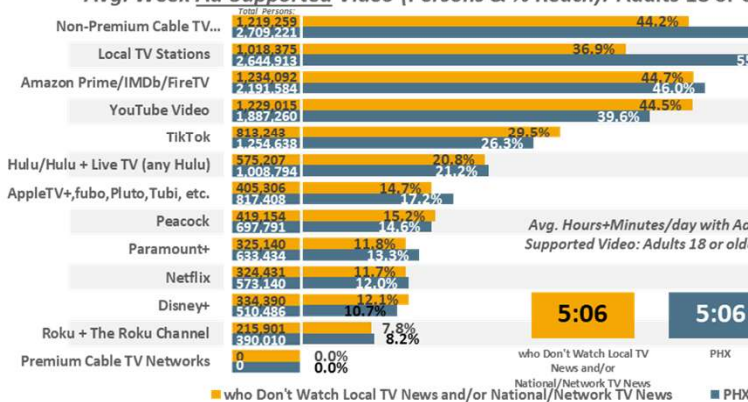
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

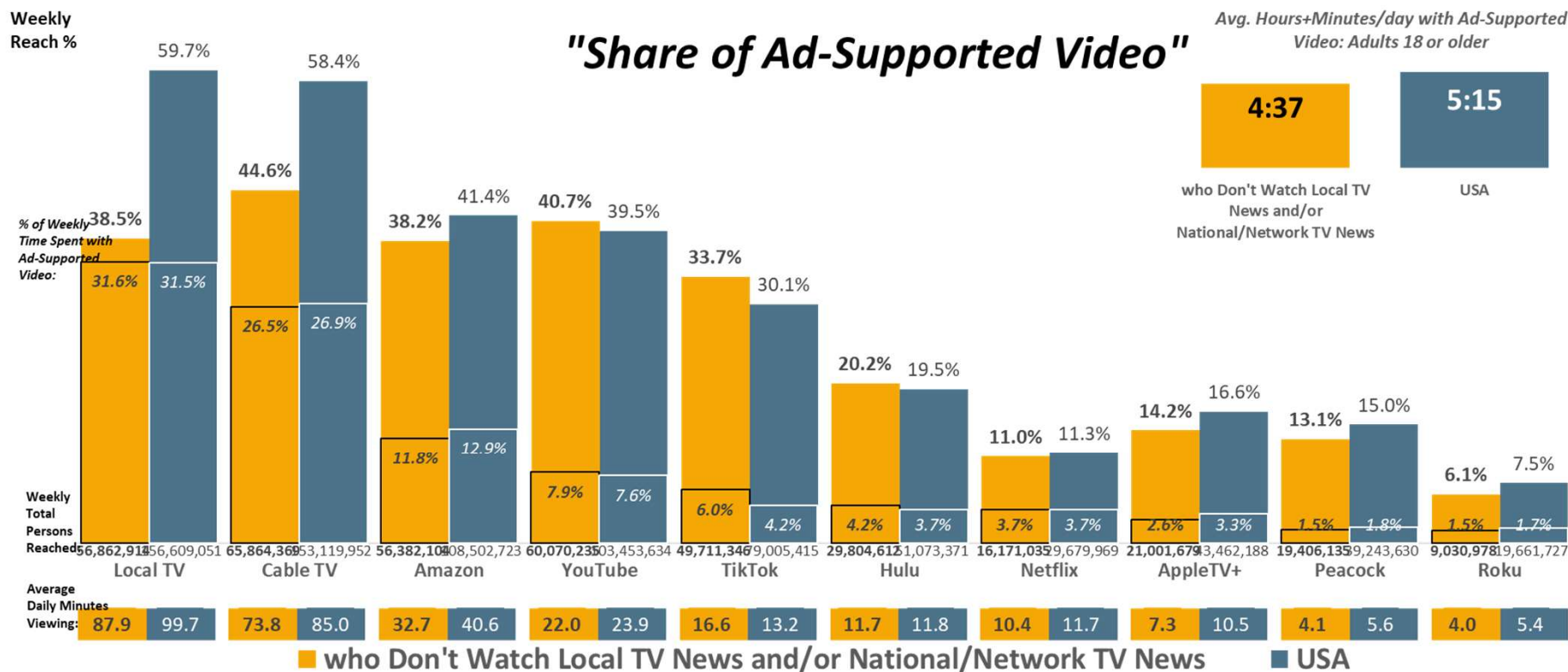
soefa.ai Share of Everything for Anything.

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



56,862,914 or 38.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

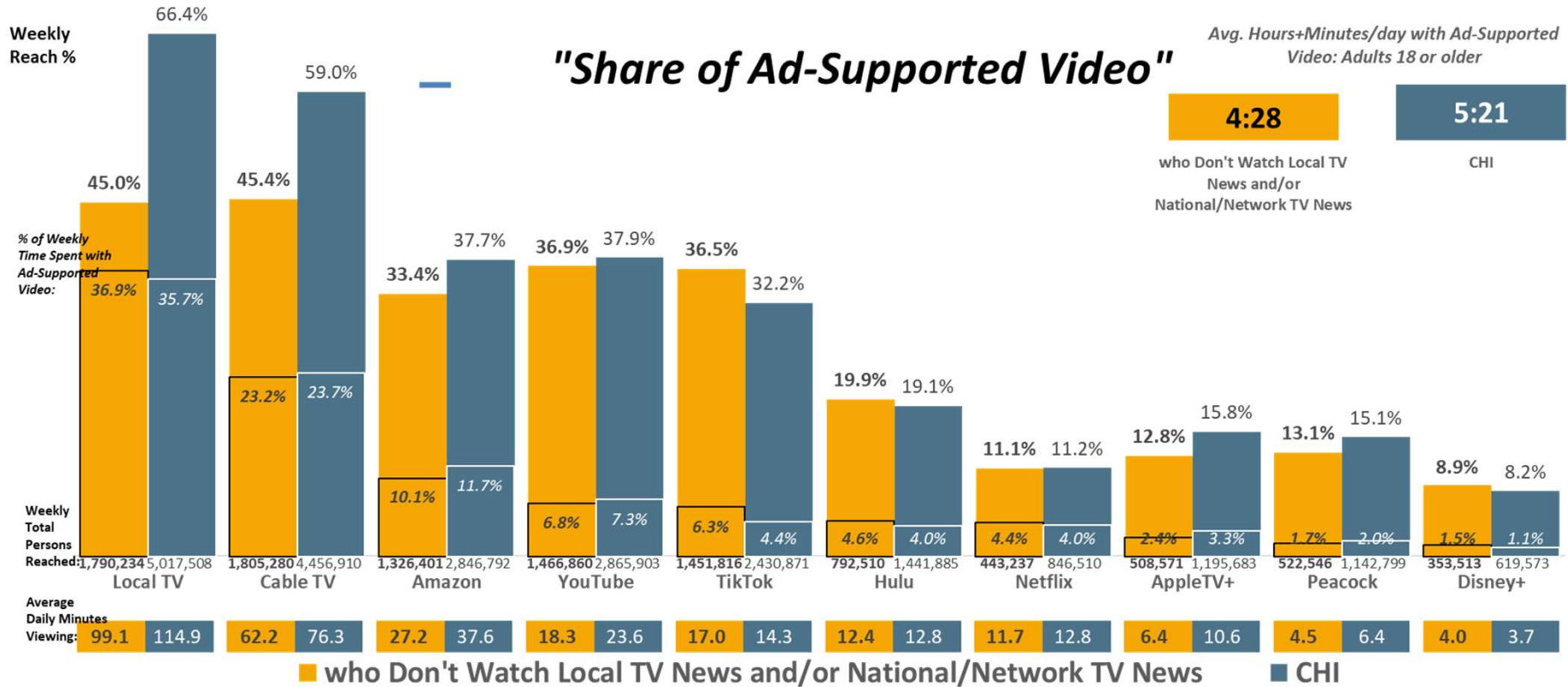
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,790,234 or 45.0% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

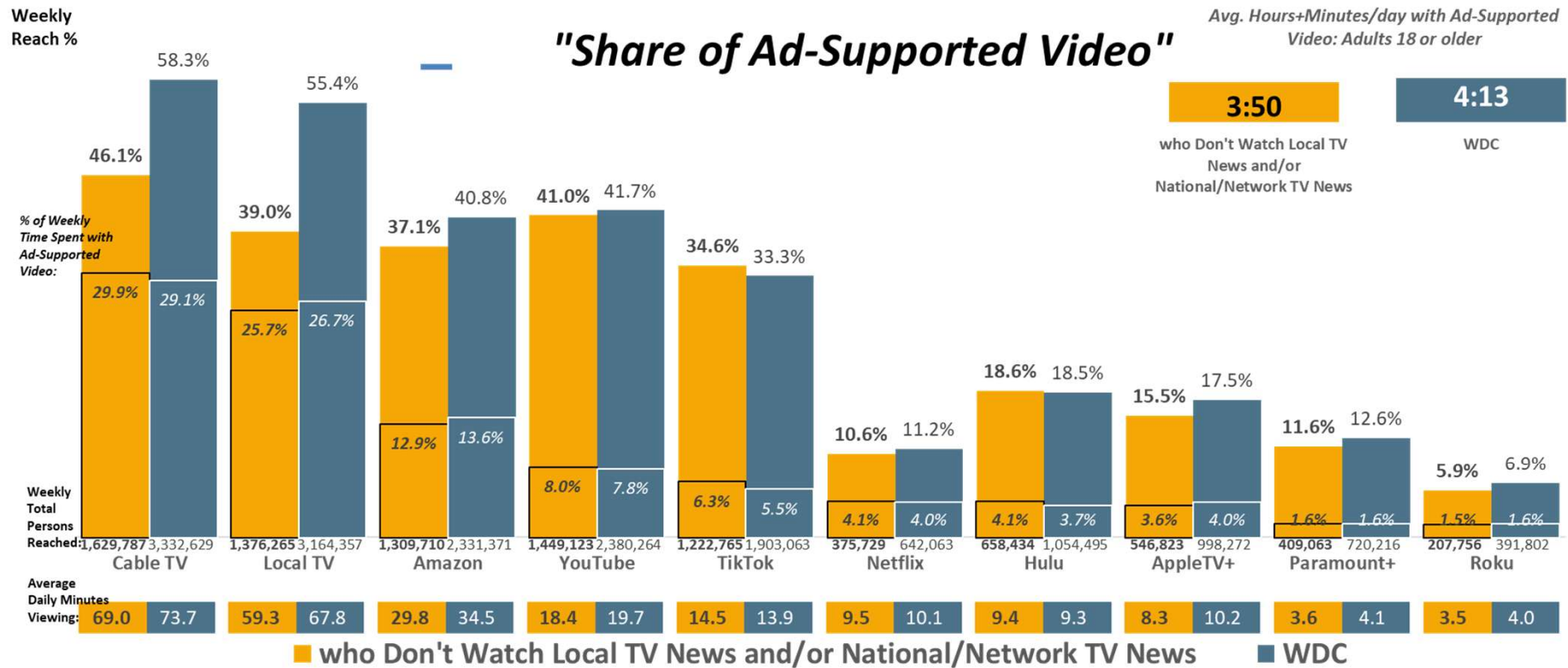
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,376,265 or 39.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



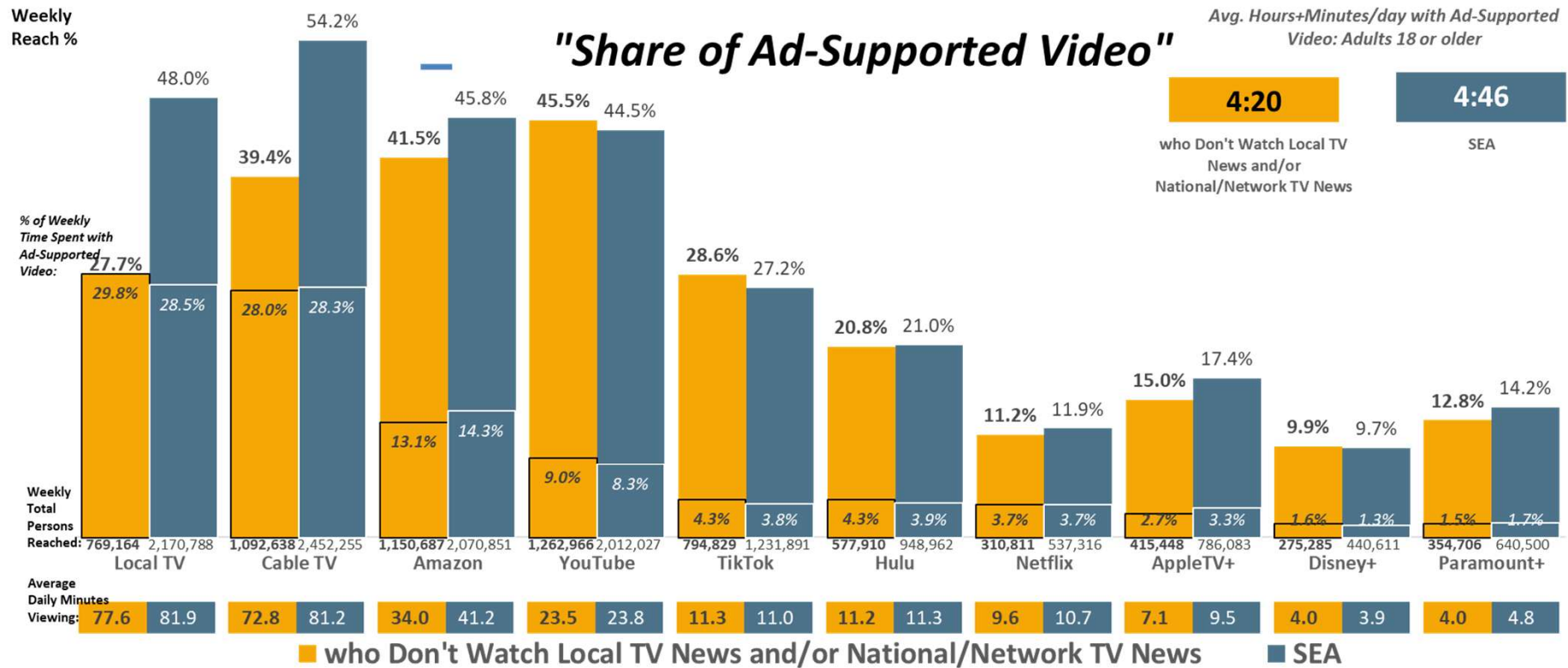
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



769,164 or 27.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



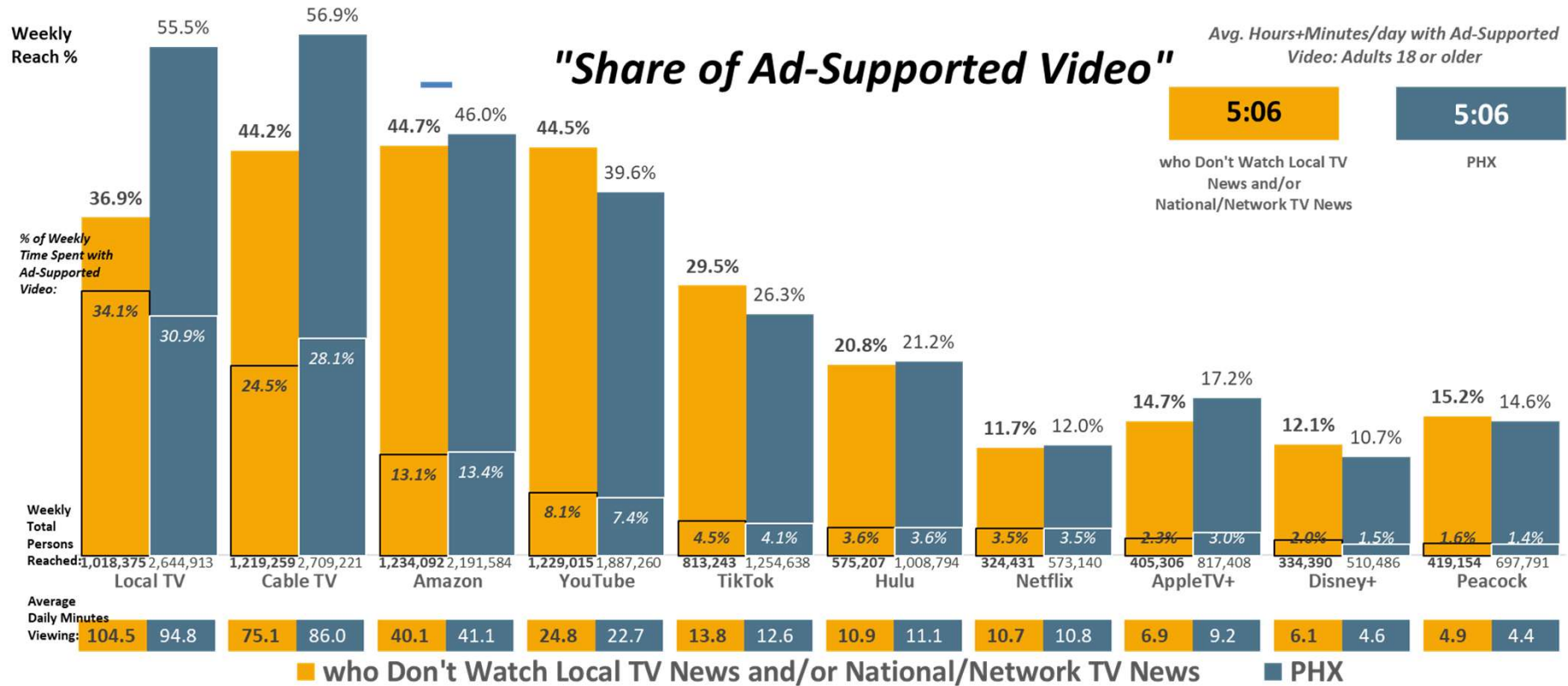
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,018,375 or 36.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

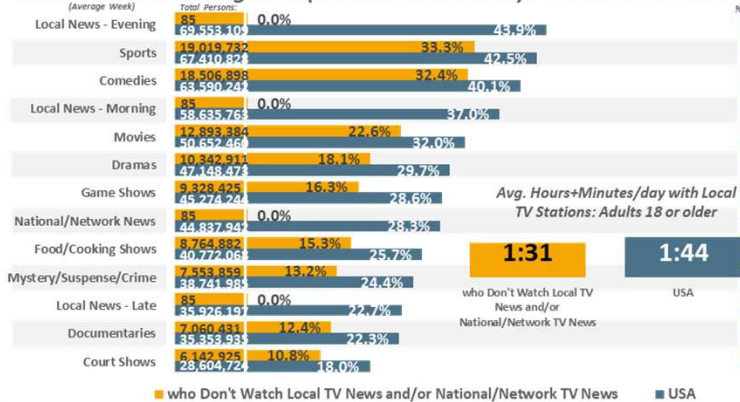
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

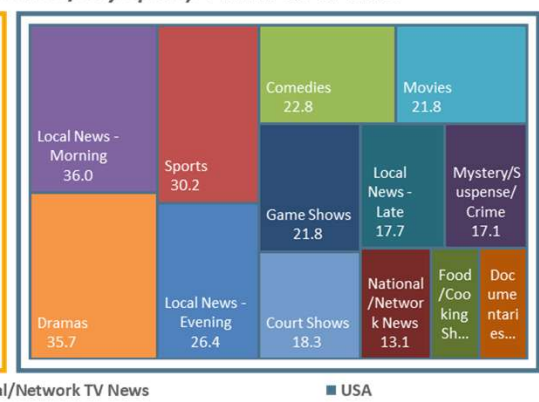
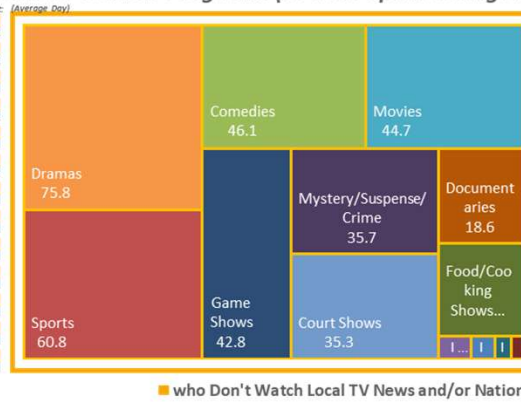


56,862,914 or 38.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Game Shows, and Mystery/Suspense/Crime.

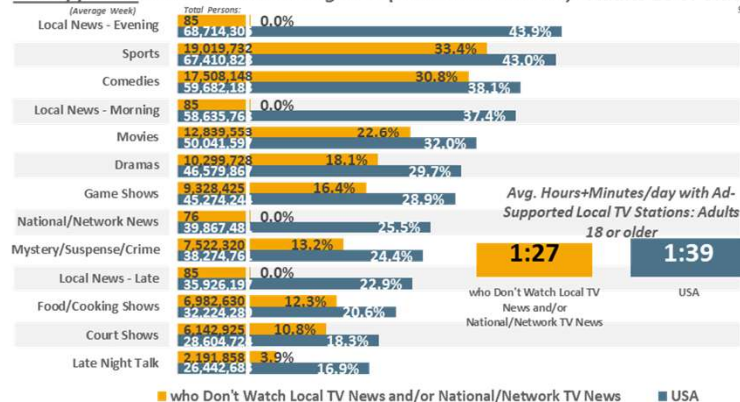
Local TV Station Programs (Persons & % Reach): Adults 18 or older



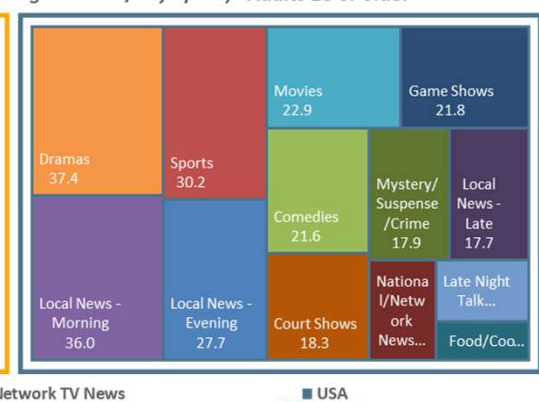
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

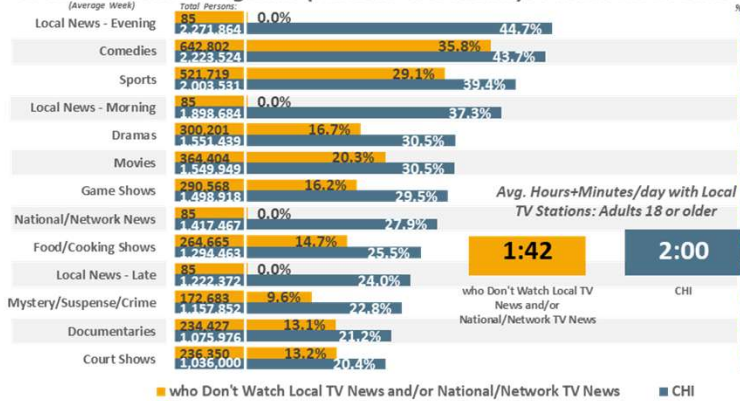
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

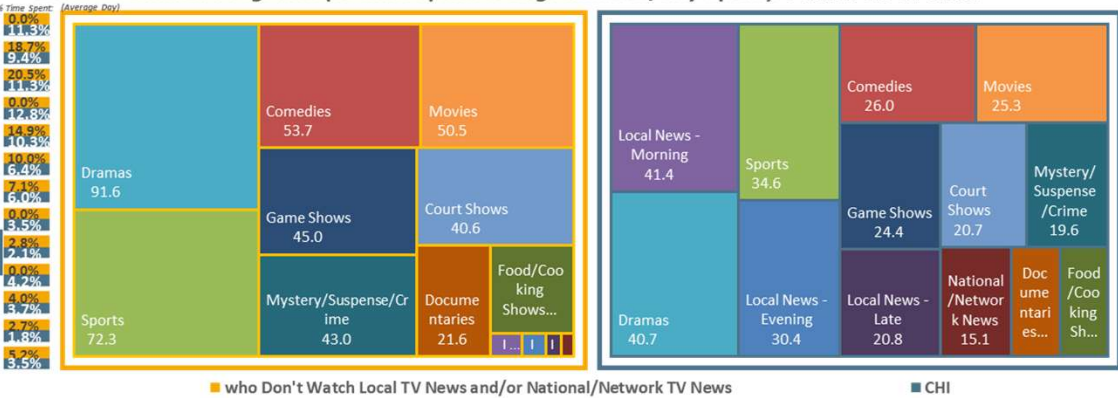


1,790,234 or 45.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Dramas, Game Shows, and Court Shows.

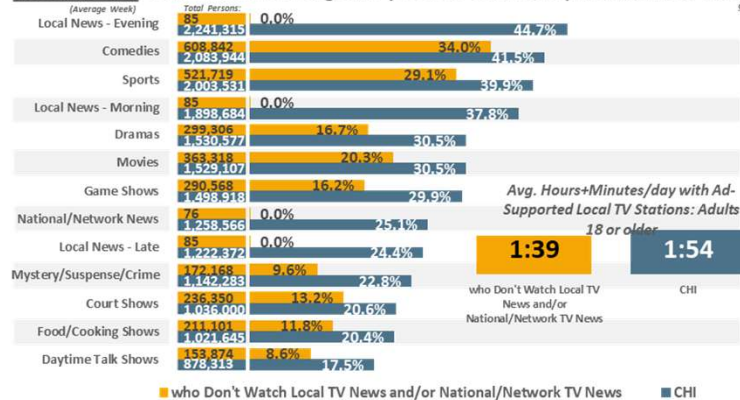
Local TV Station Programs (Persons & % Reach): Adults 18 or older



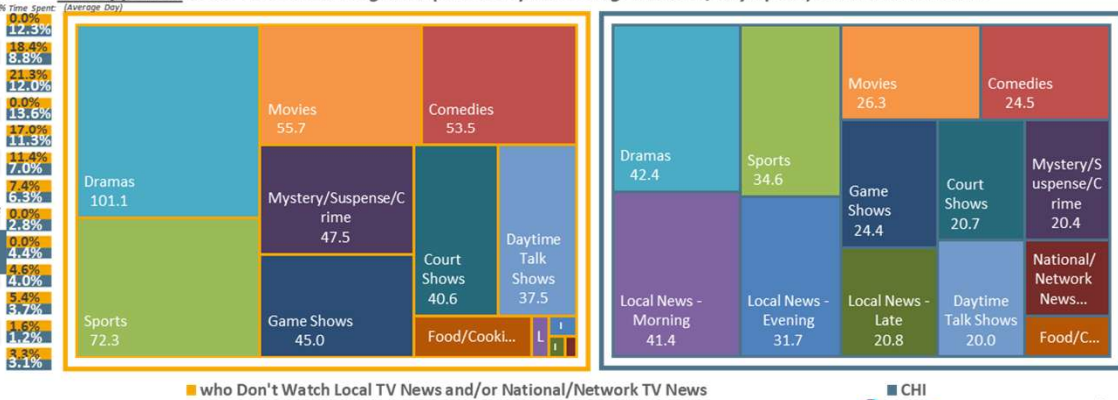
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

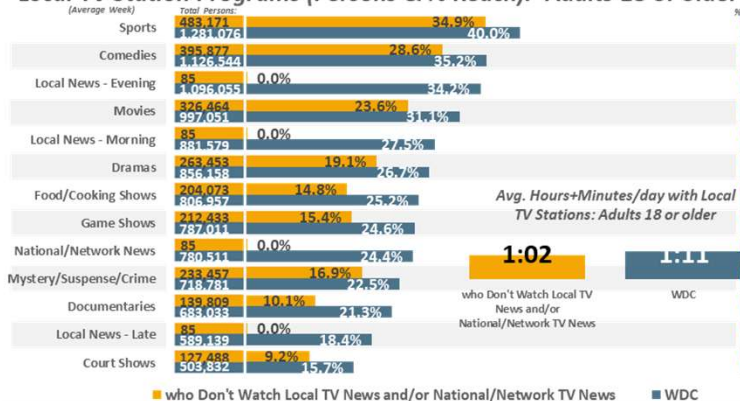
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

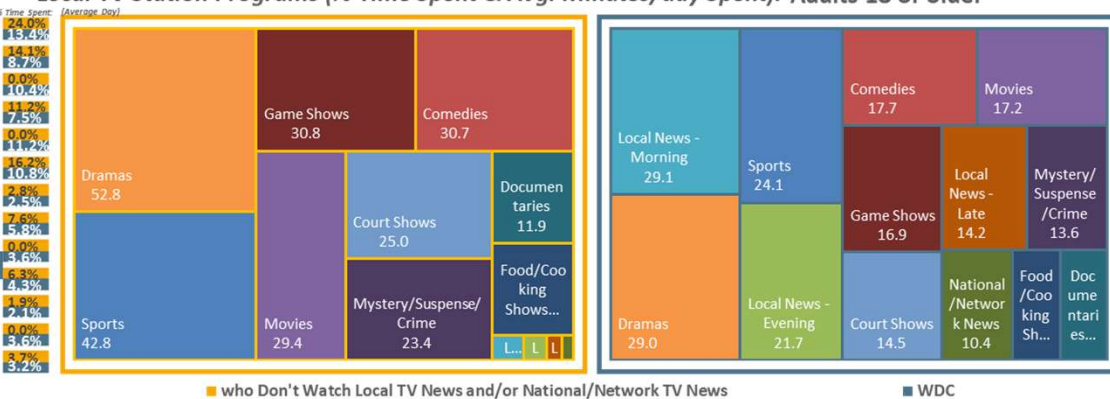


1,376,265 or 39.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Mystery/Suspense/Crime, and Game Shows.

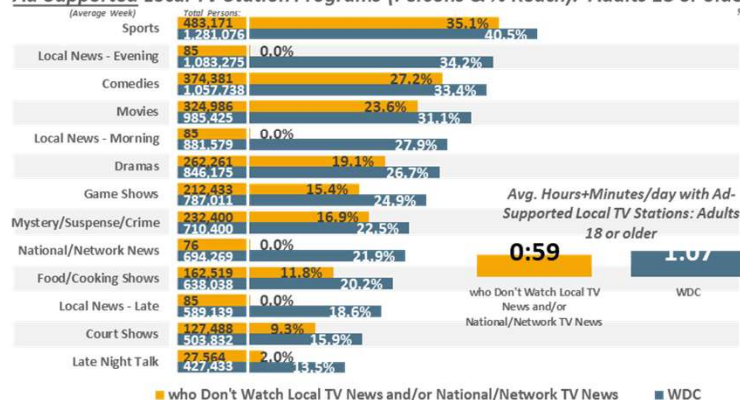
Local TV Station Programs (Persons & % Reach): Adults 18 or older



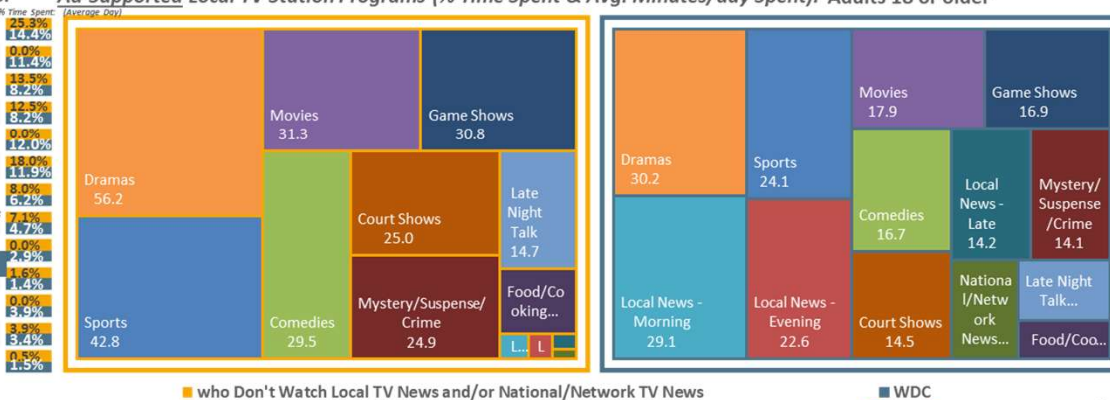
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

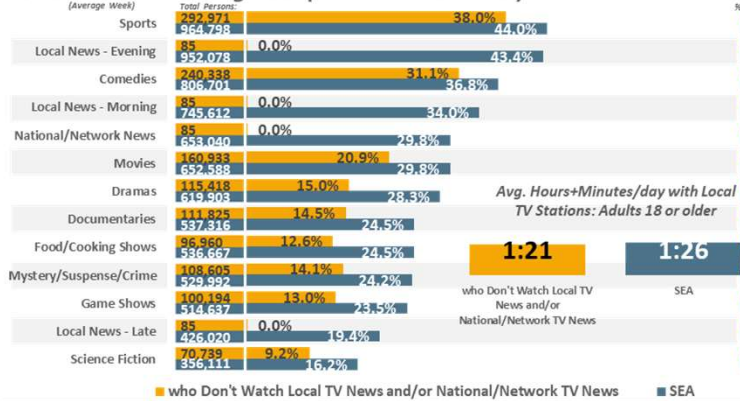
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

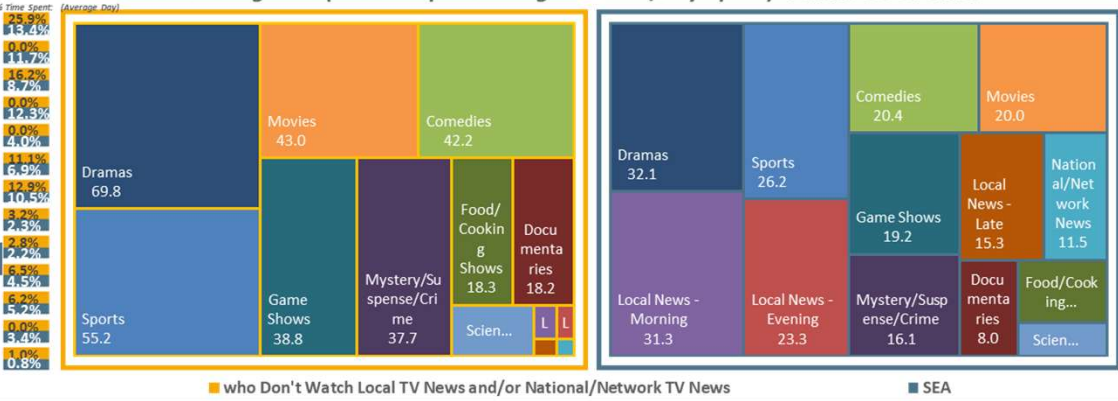


769,164 or 27.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Mystery/Suspense/Crime, and Game Shows.

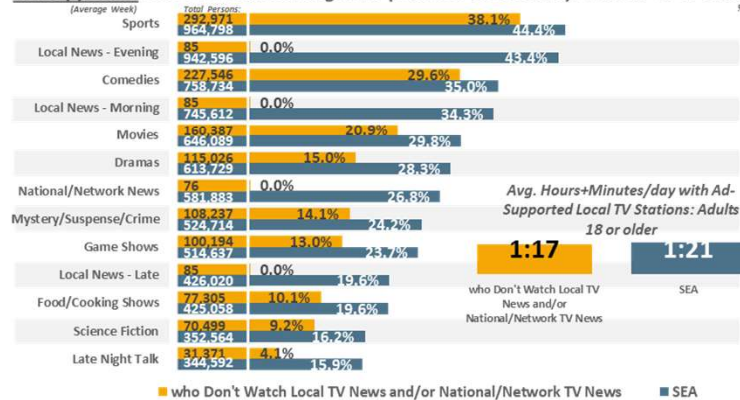
Local TV Station Programs (Persons & % Reach): Adults 18 or older



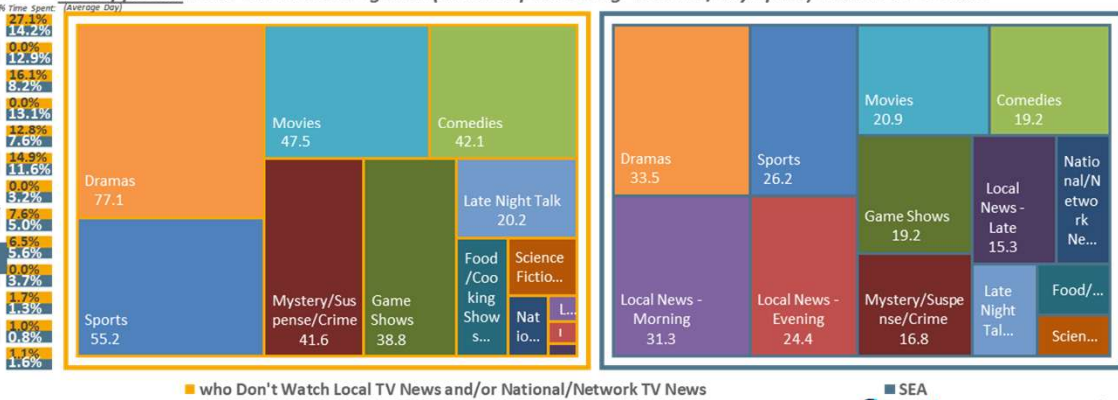
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



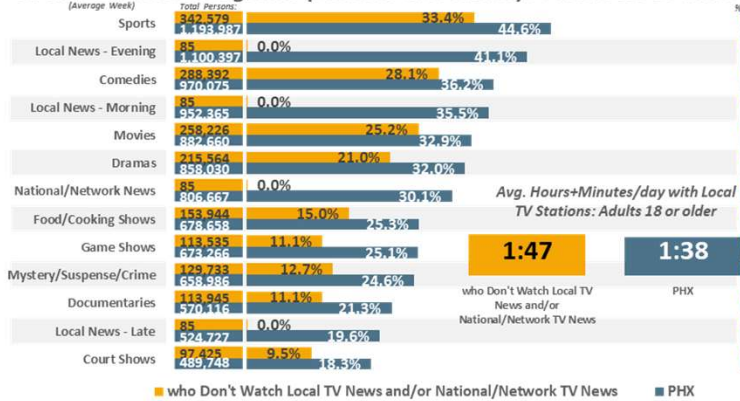
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



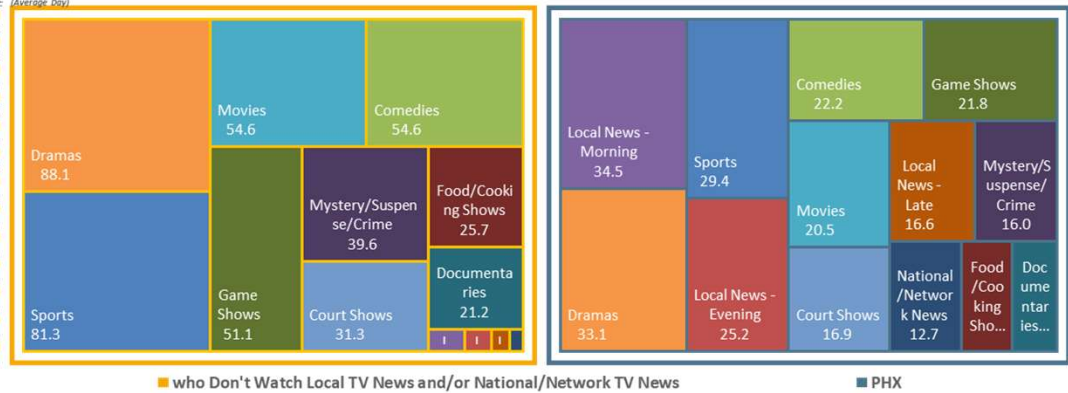


1,018,375 or 36.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Mystery/Suspense/Crime, and Food/Cooking Shows.

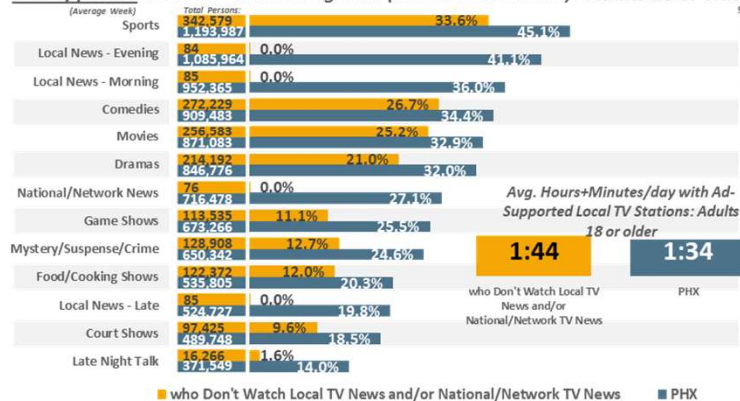
Local TV Station Programs (Persons & % Reach): Adults 18 or older



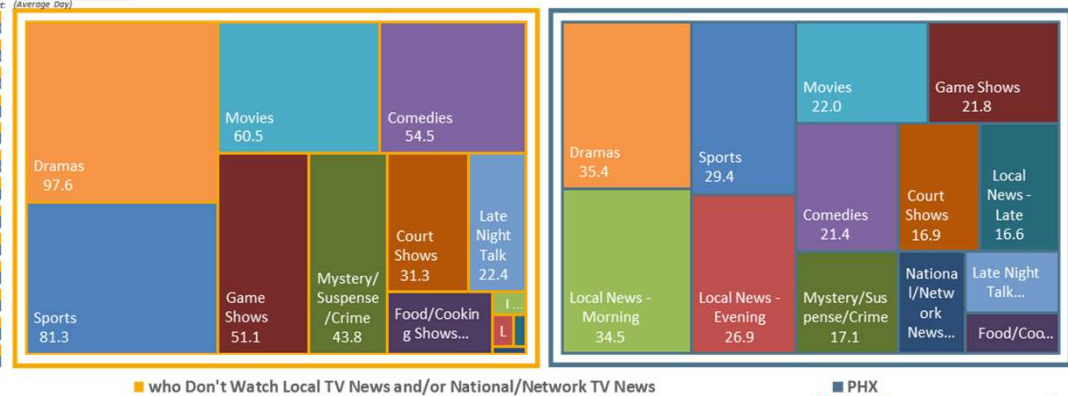
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soeфа.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soeфа.ai Share of Everything for Anything

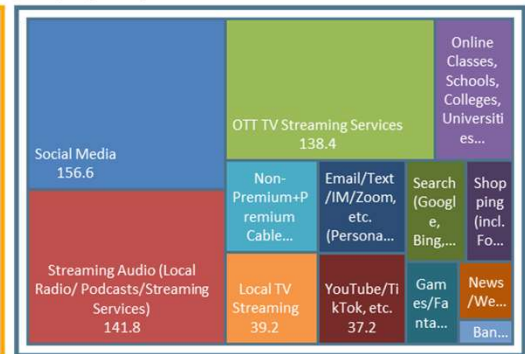
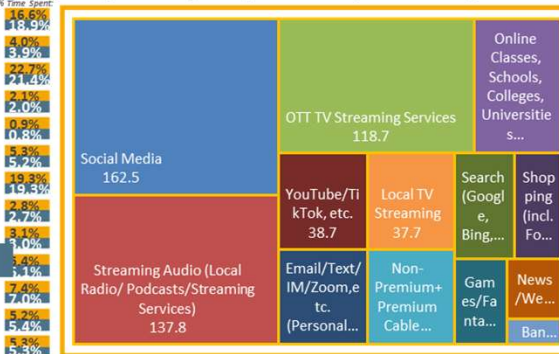
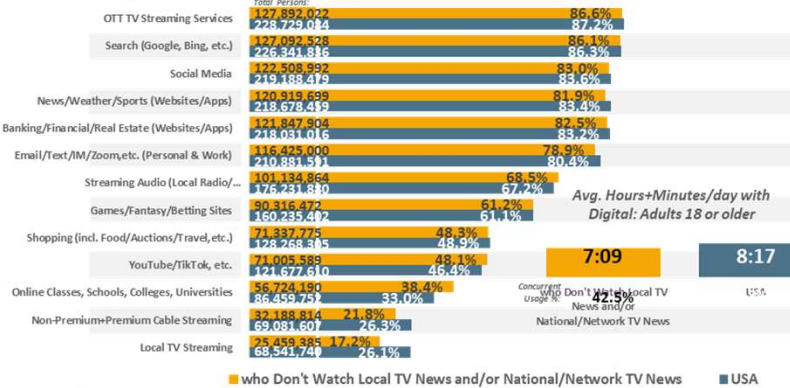
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



107,591,457 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 142.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

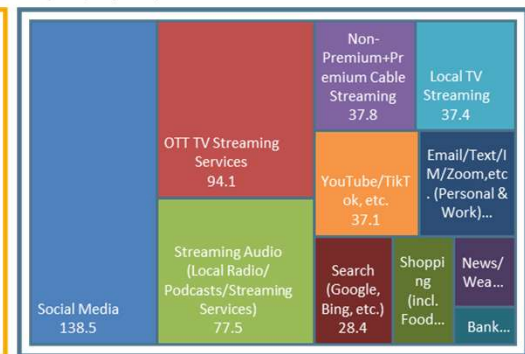
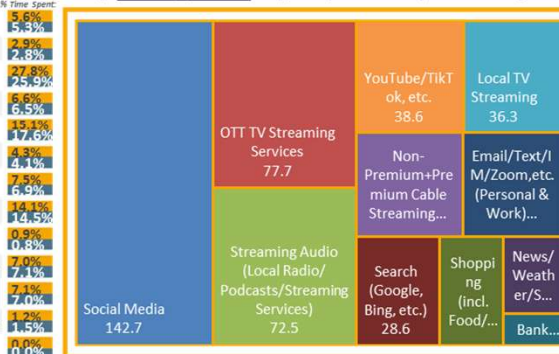
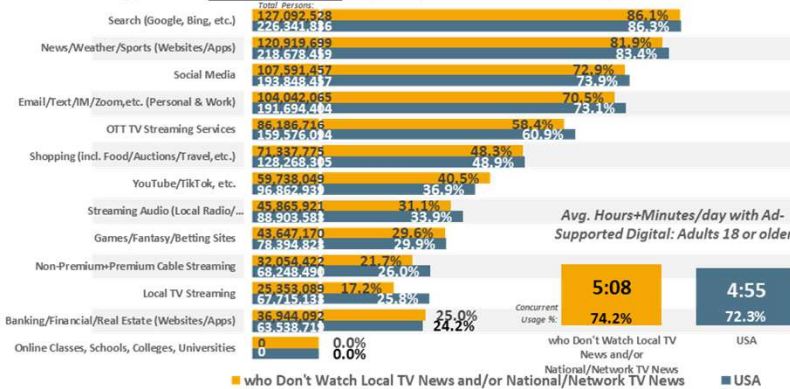
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

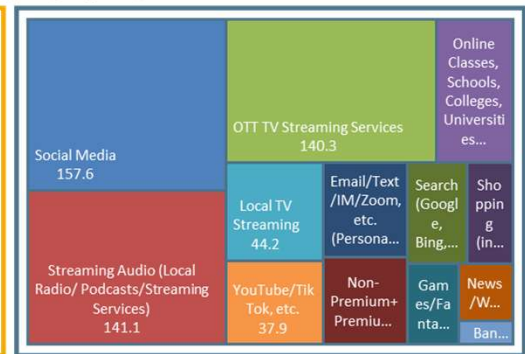
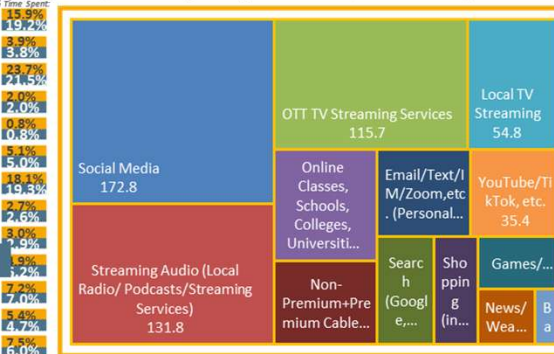
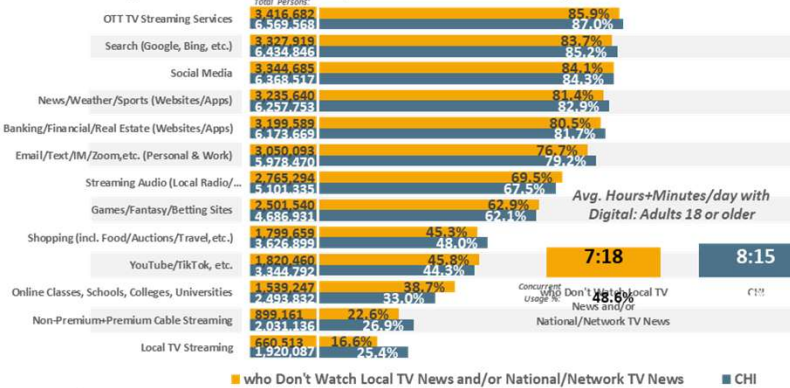
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,932,833 or 73.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 151.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

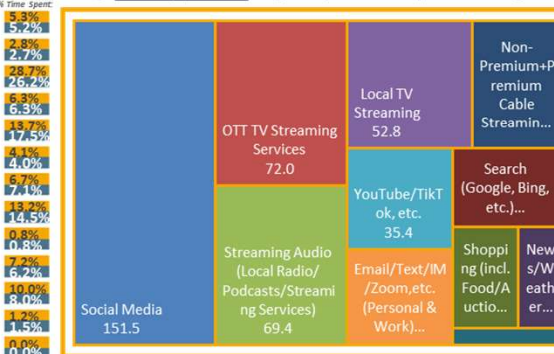
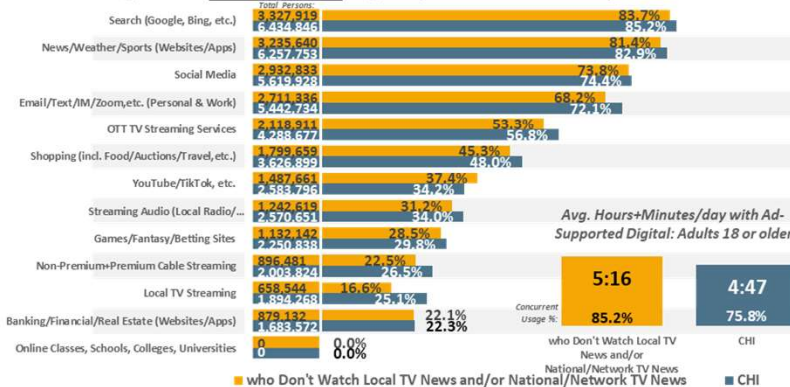
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

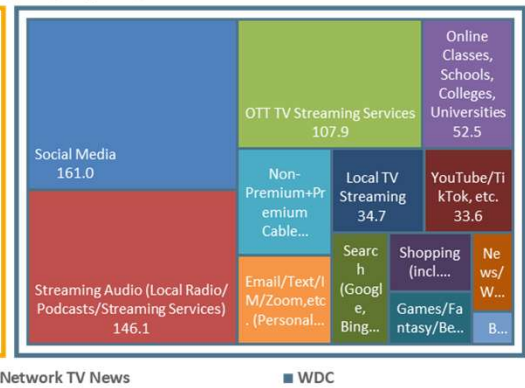
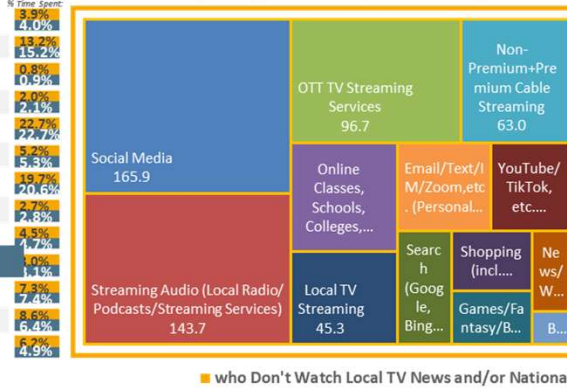
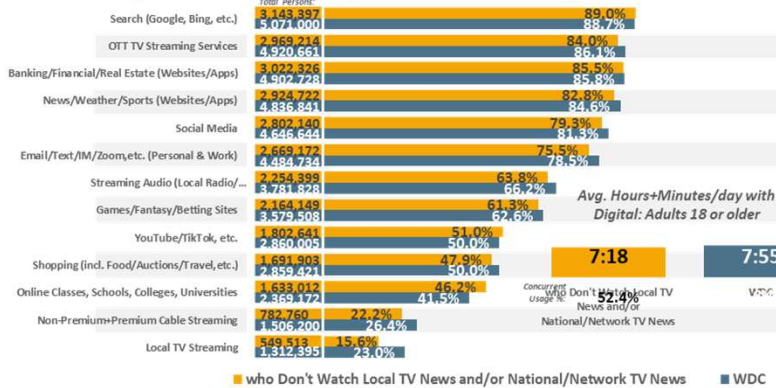
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,397,958 or 67.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 142. minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

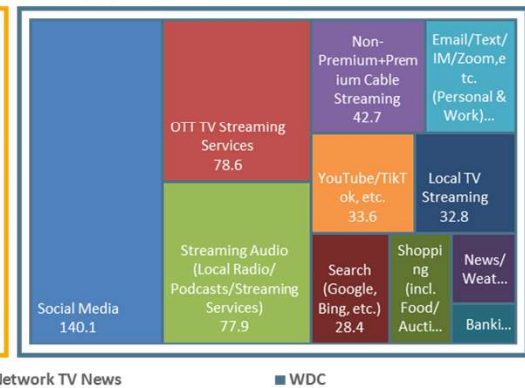
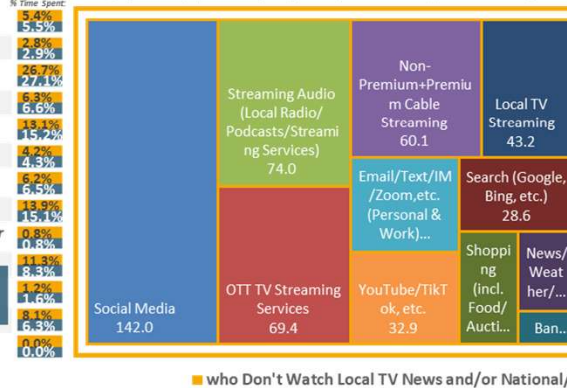
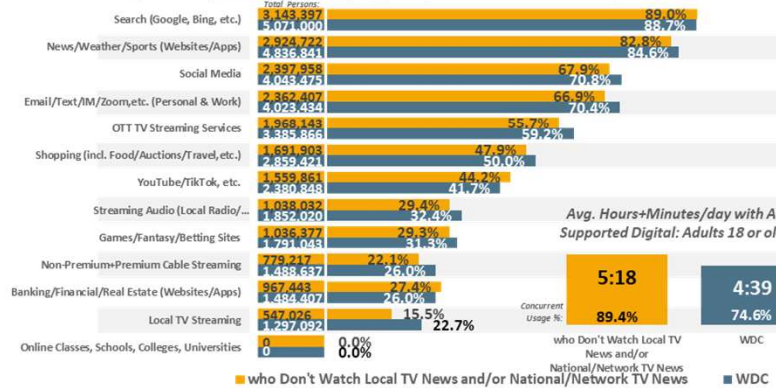
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

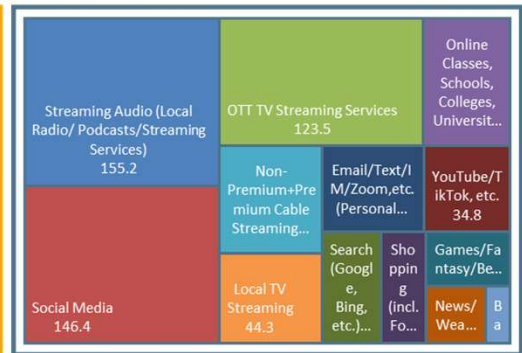
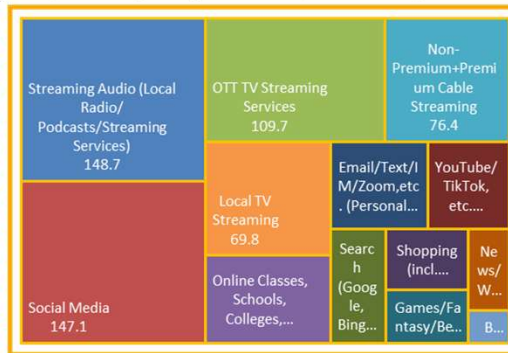
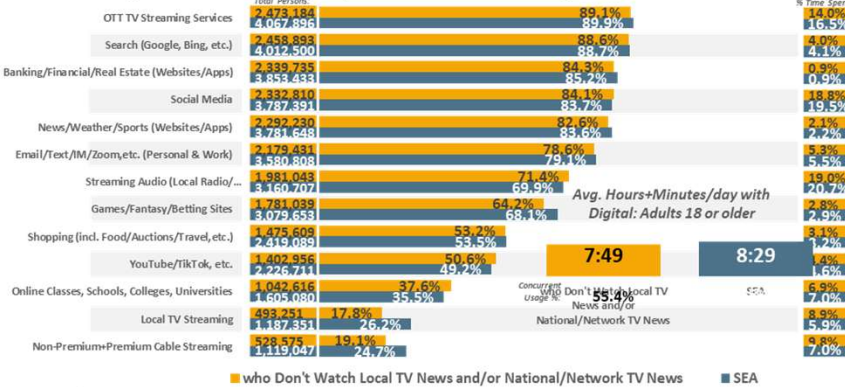
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,021,098 or 72.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 127.4 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

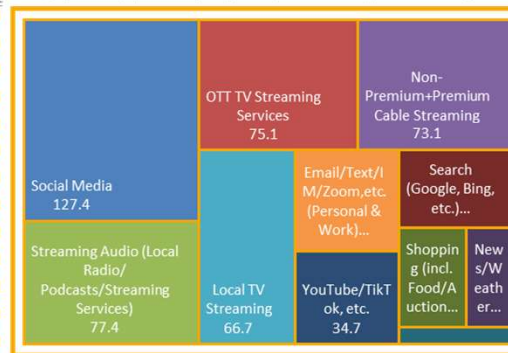
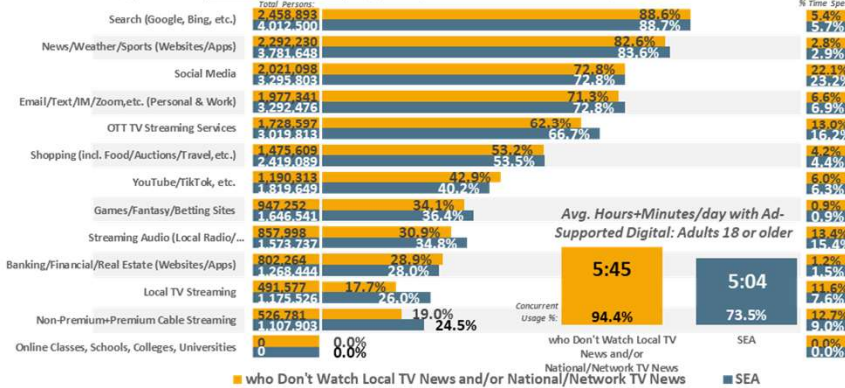
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jun25 Qual Intab 2,155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

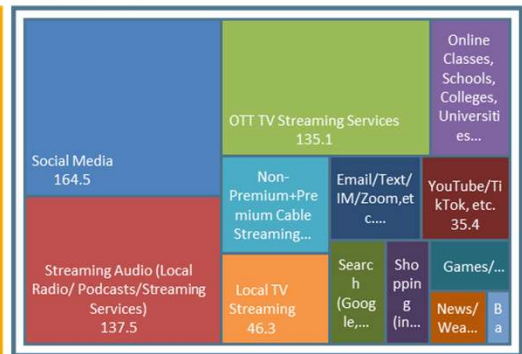
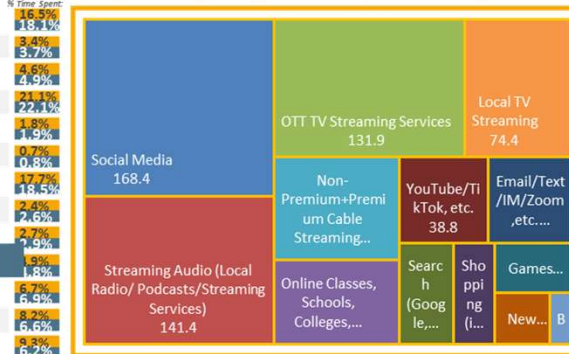
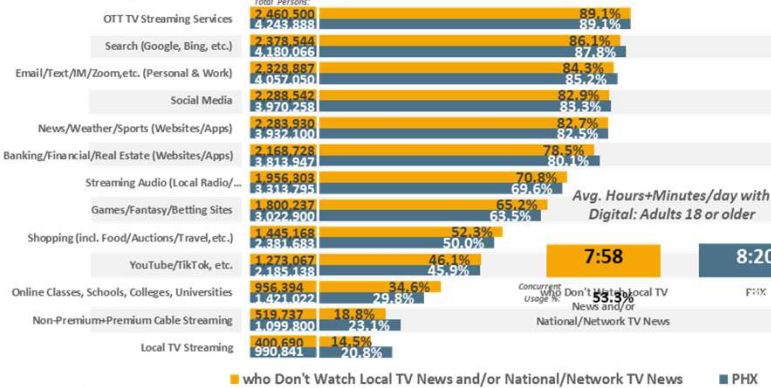
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,062,771 or 74.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 151.8 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

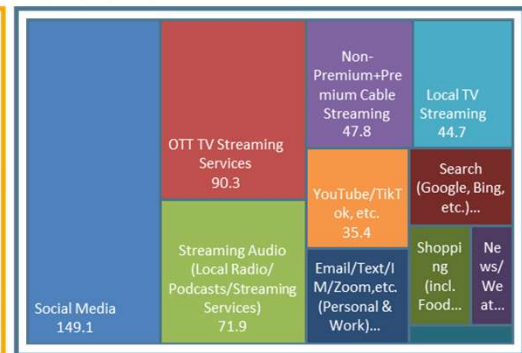
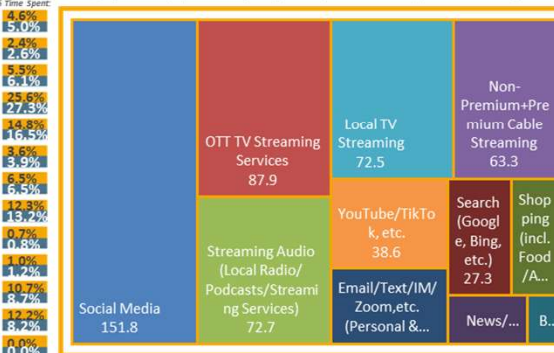
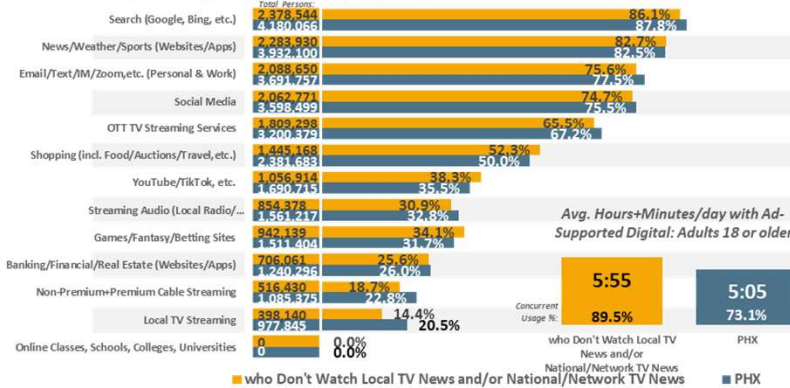
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

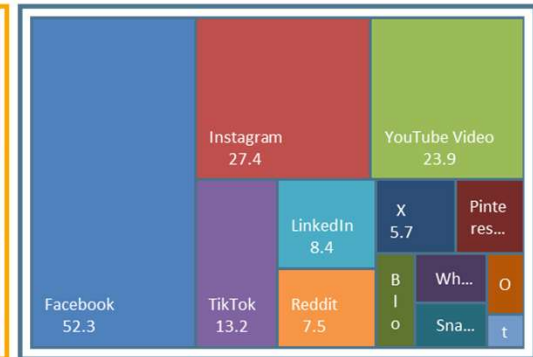
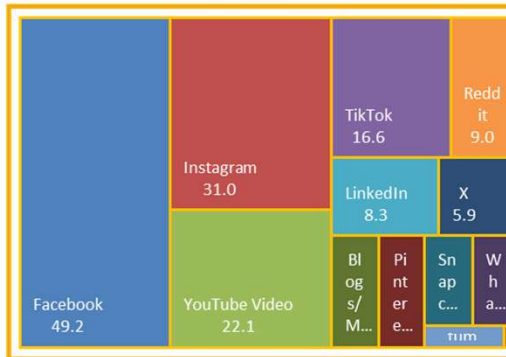
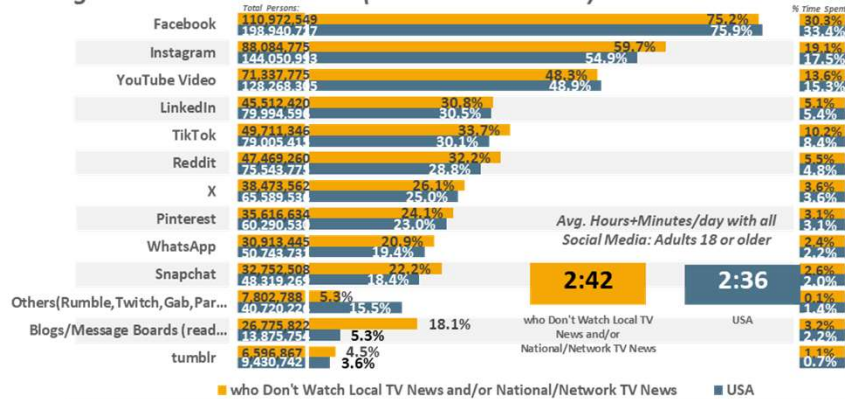
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



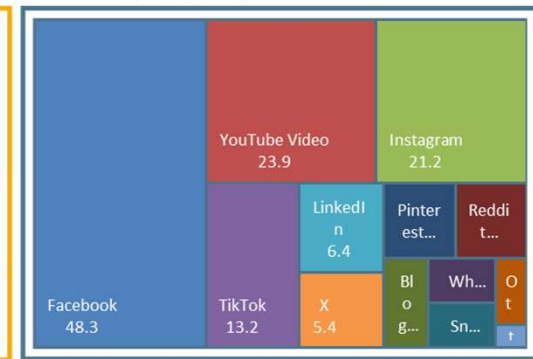
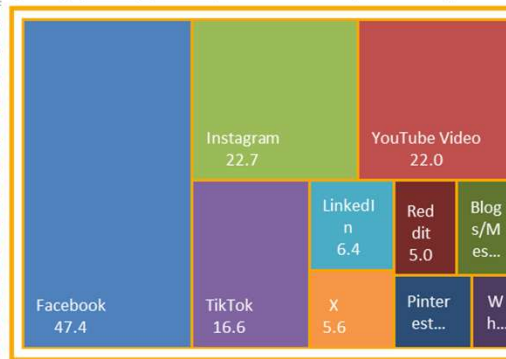
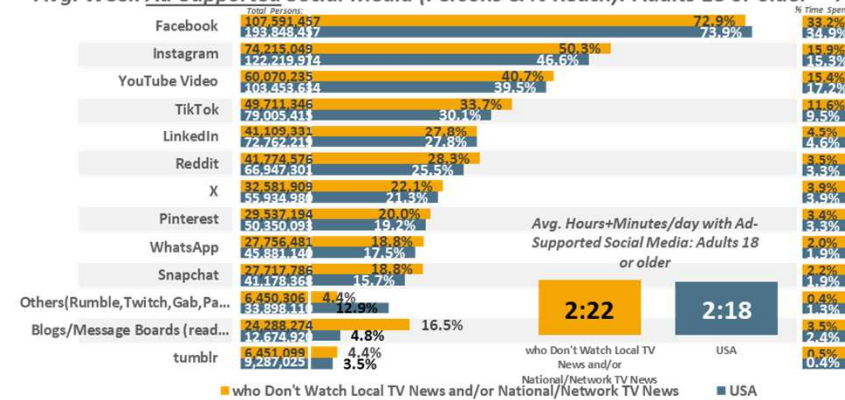
107,591,457 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 47.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

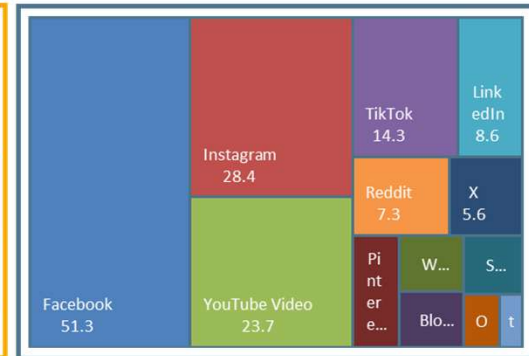
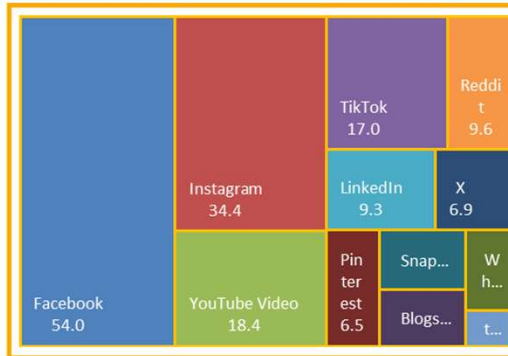
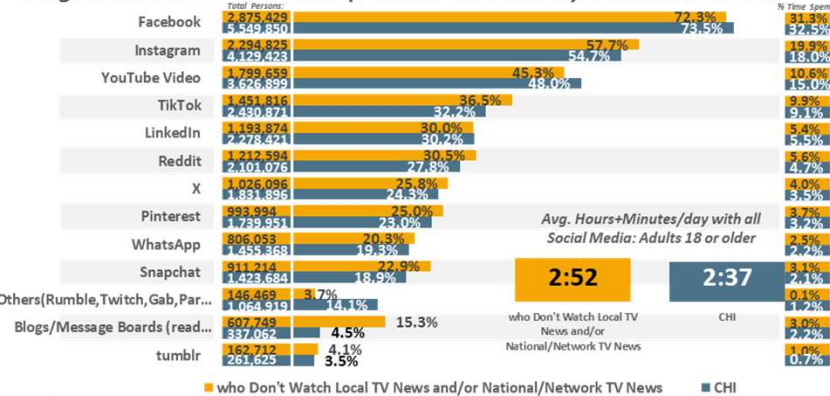
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

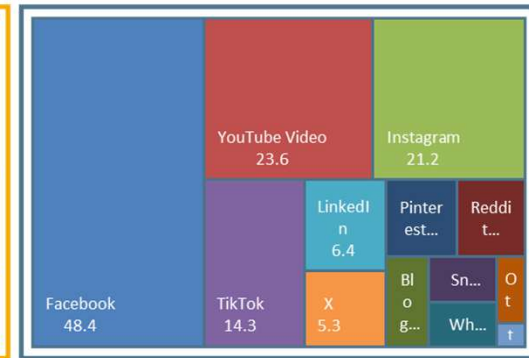
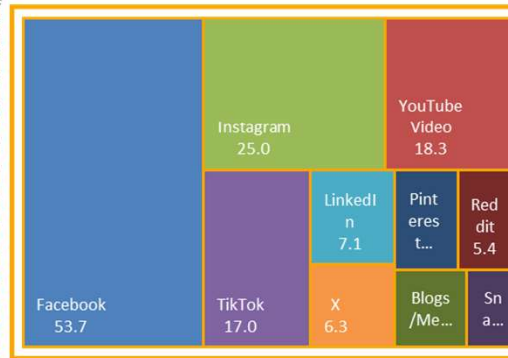
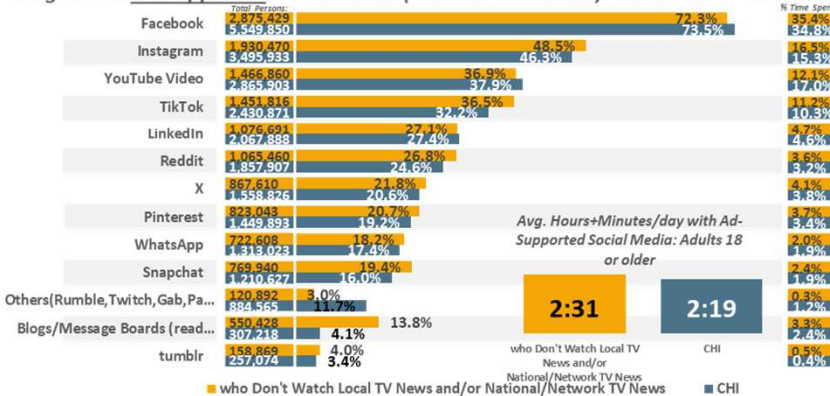


2,875,429 or 72.3% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 53.7 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
 All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

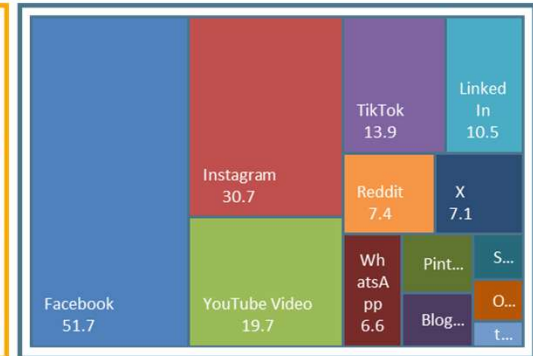
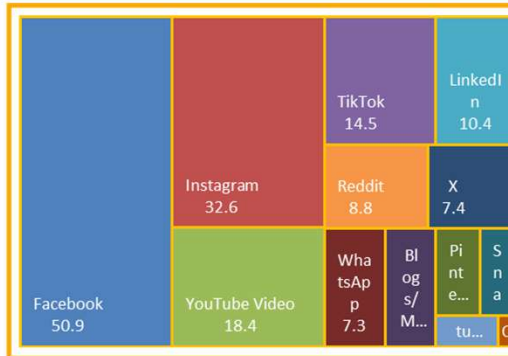
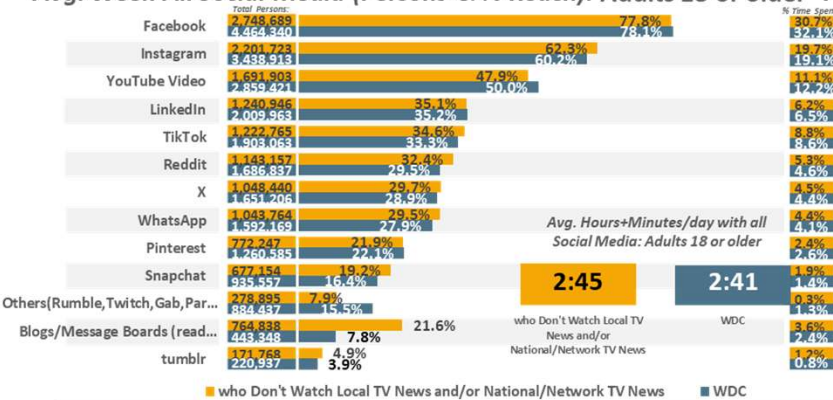
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

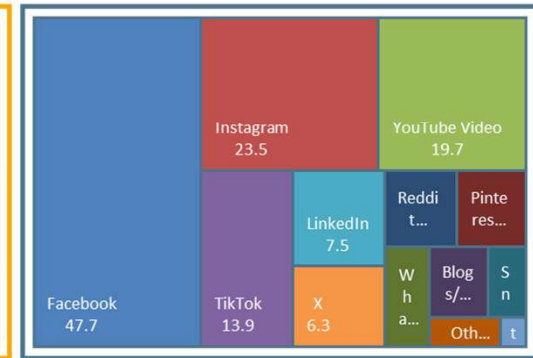
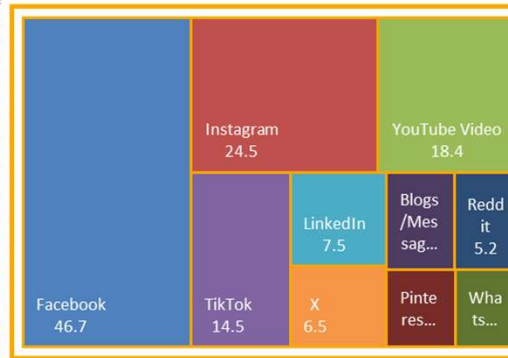
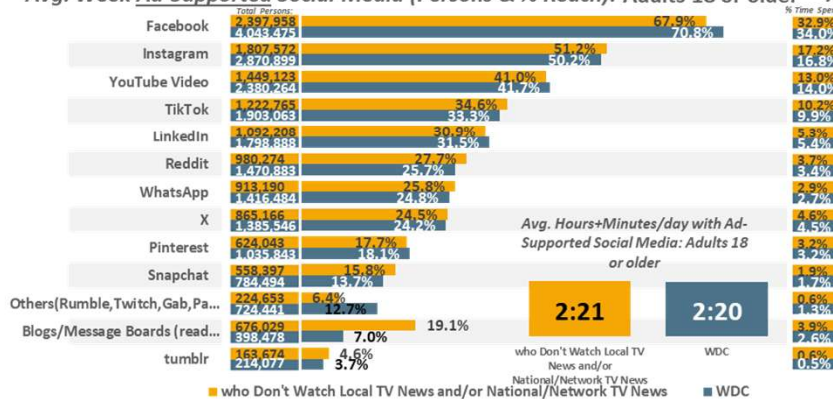


2,397,958 or 67.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 46.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

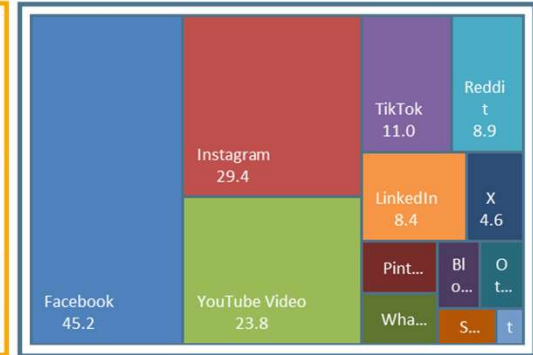
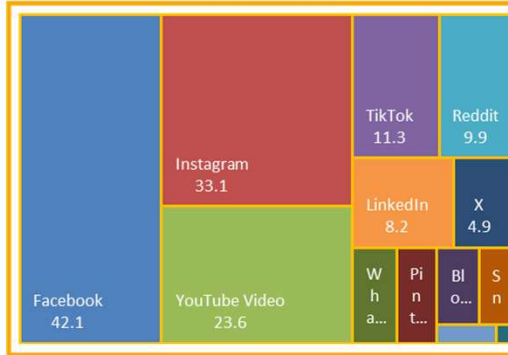
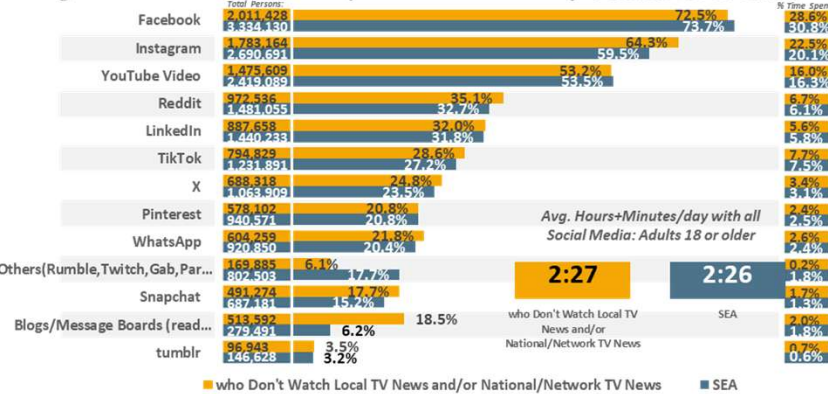
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

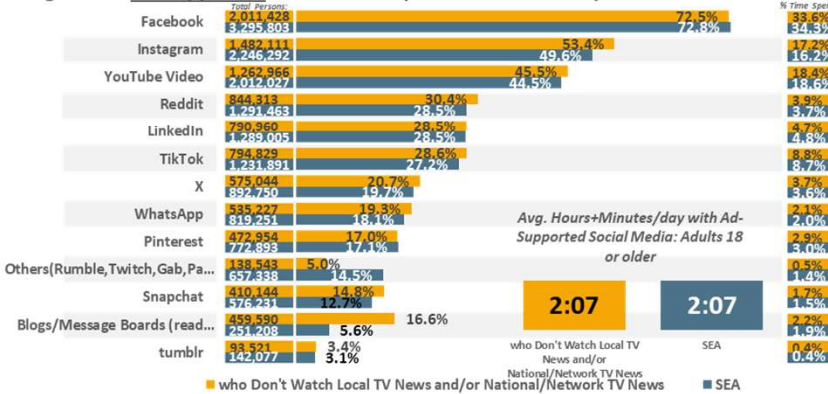


2,011,428 or 72.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 42.8 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

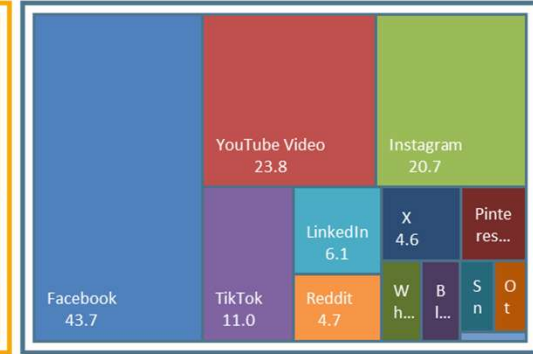
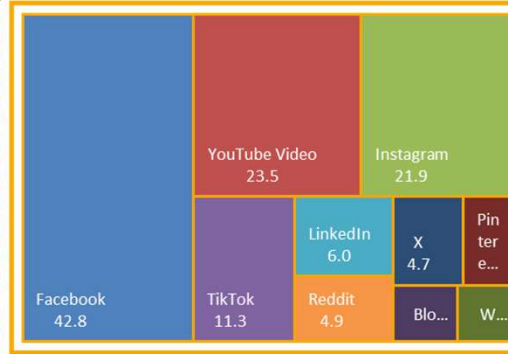
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

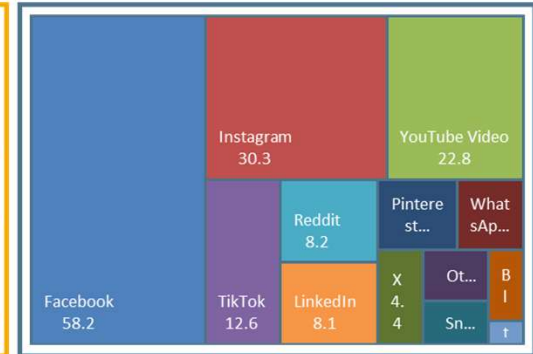
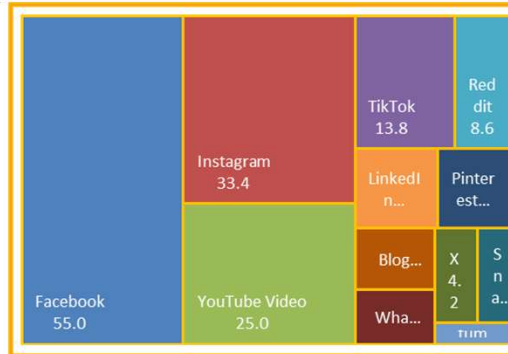
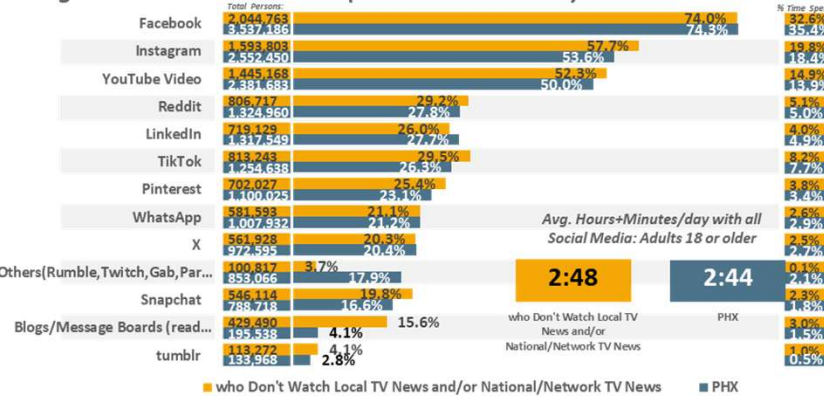
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

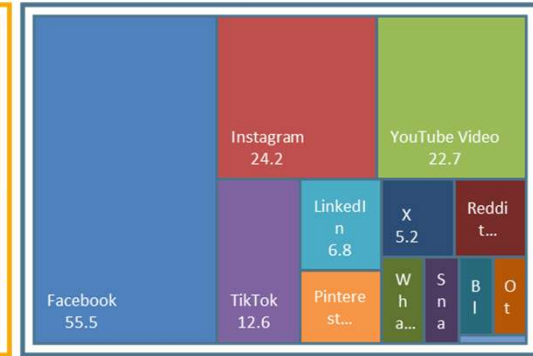
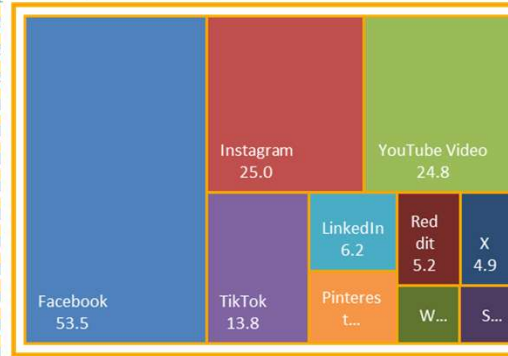
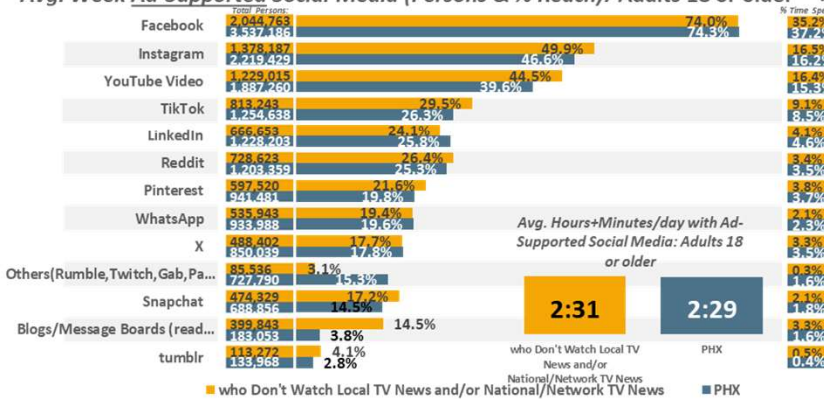


2,044,763 or 74.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 53.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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



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



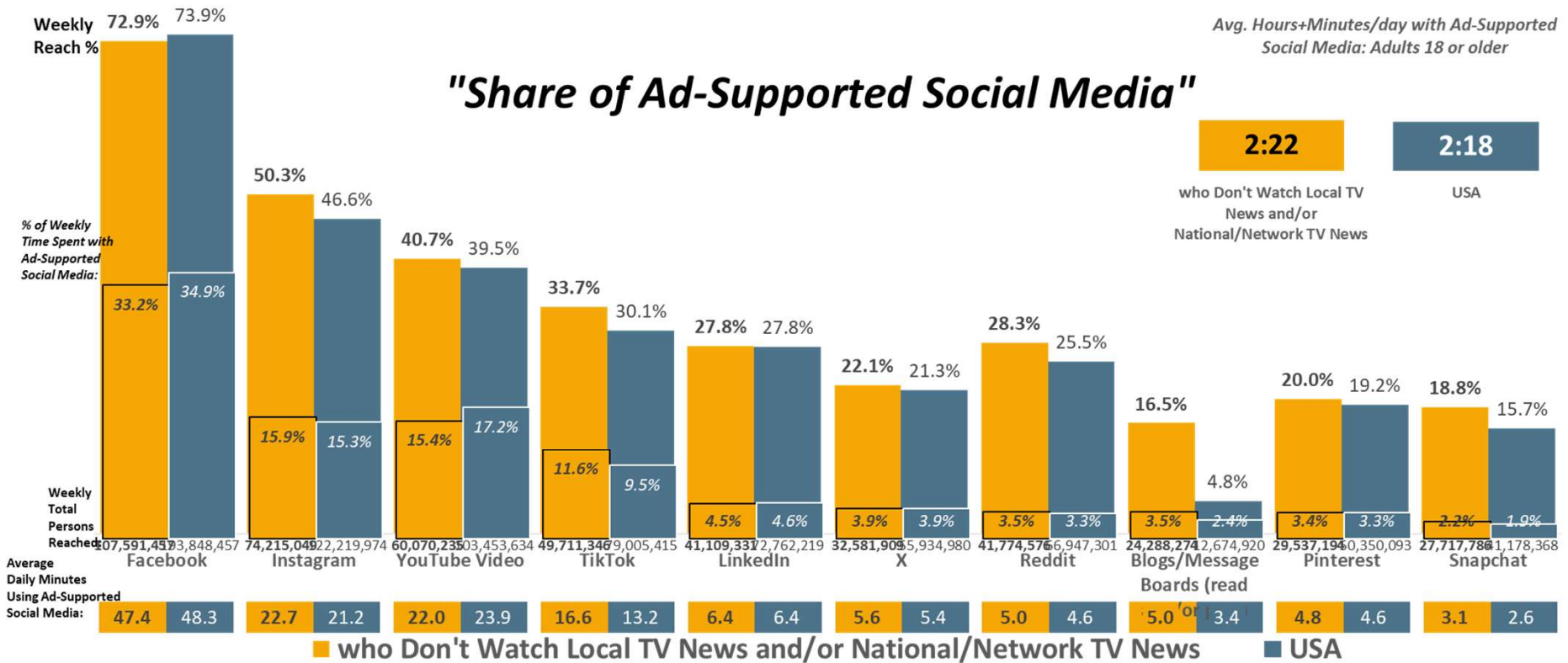
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



107,591,457 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 47.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

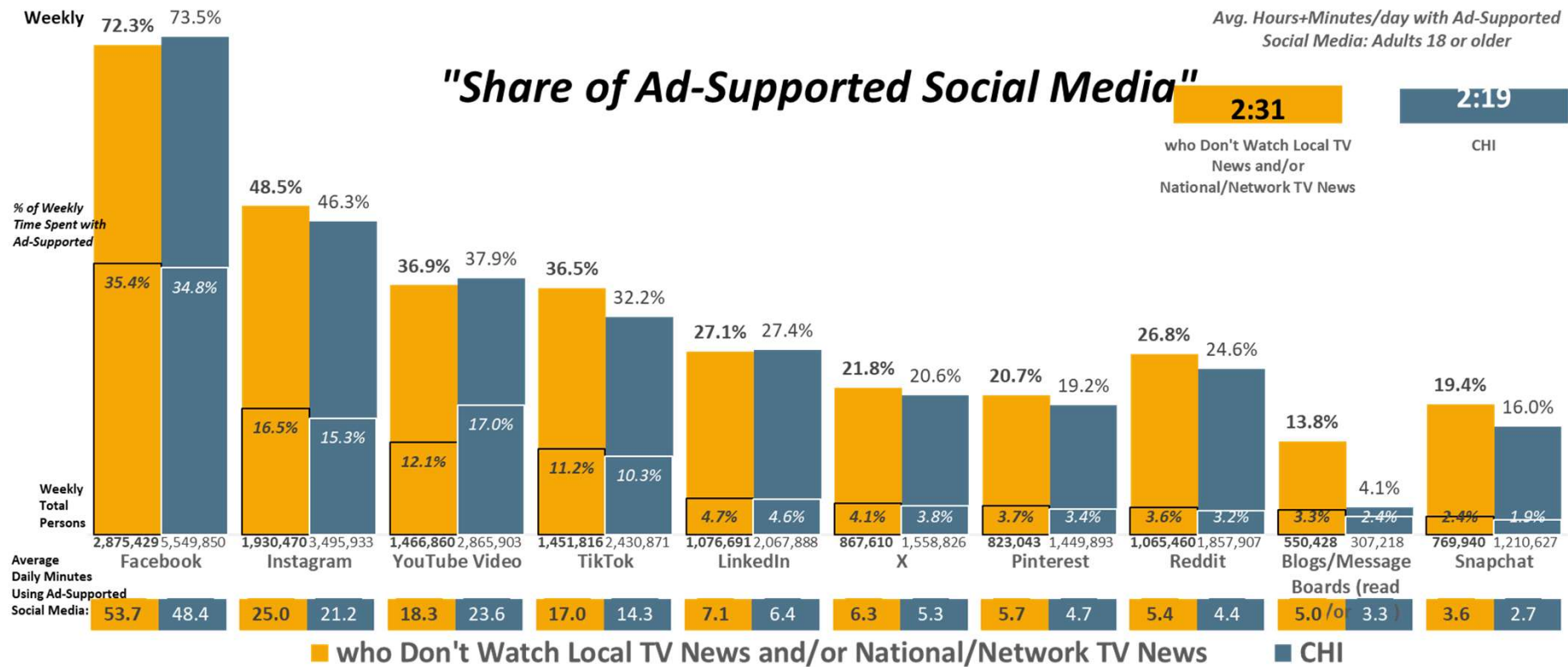
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,875,429 or 72.3% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 53.7 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

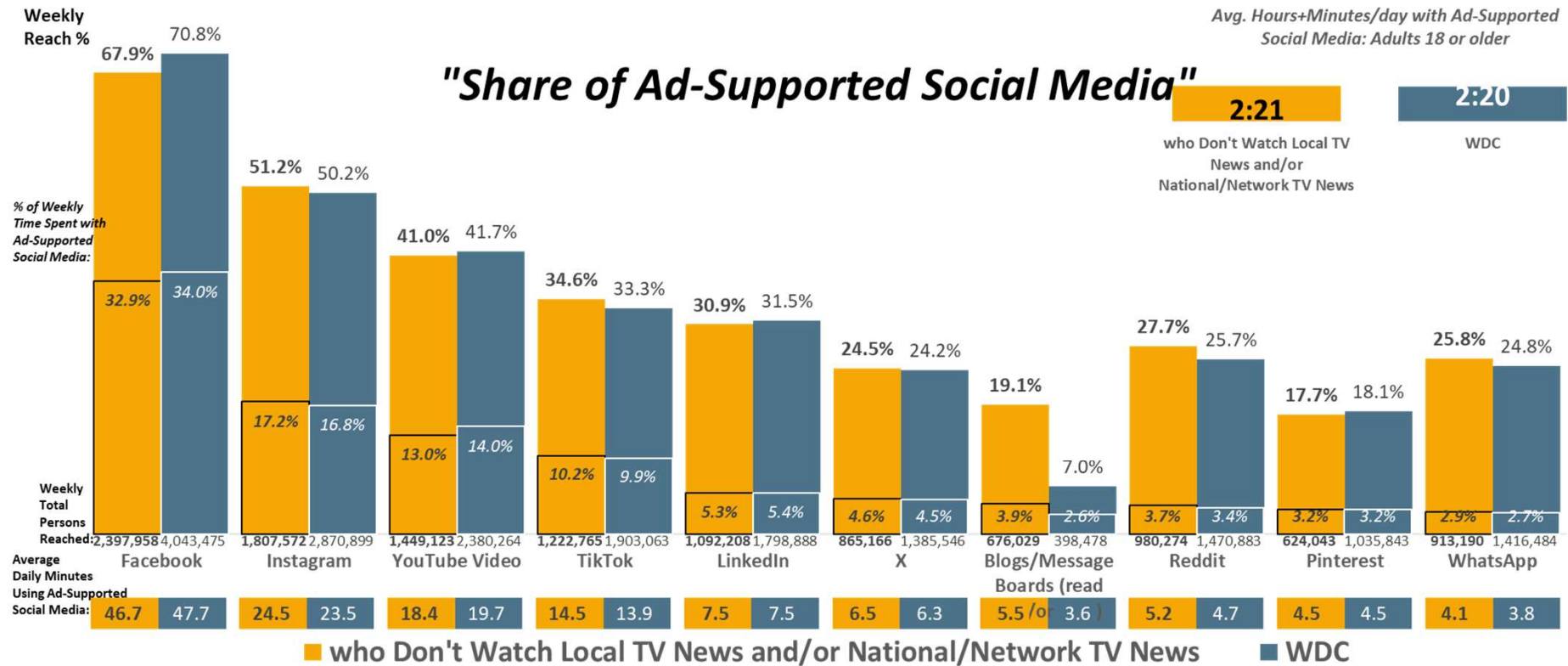
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,397,958 or 67.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 46.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



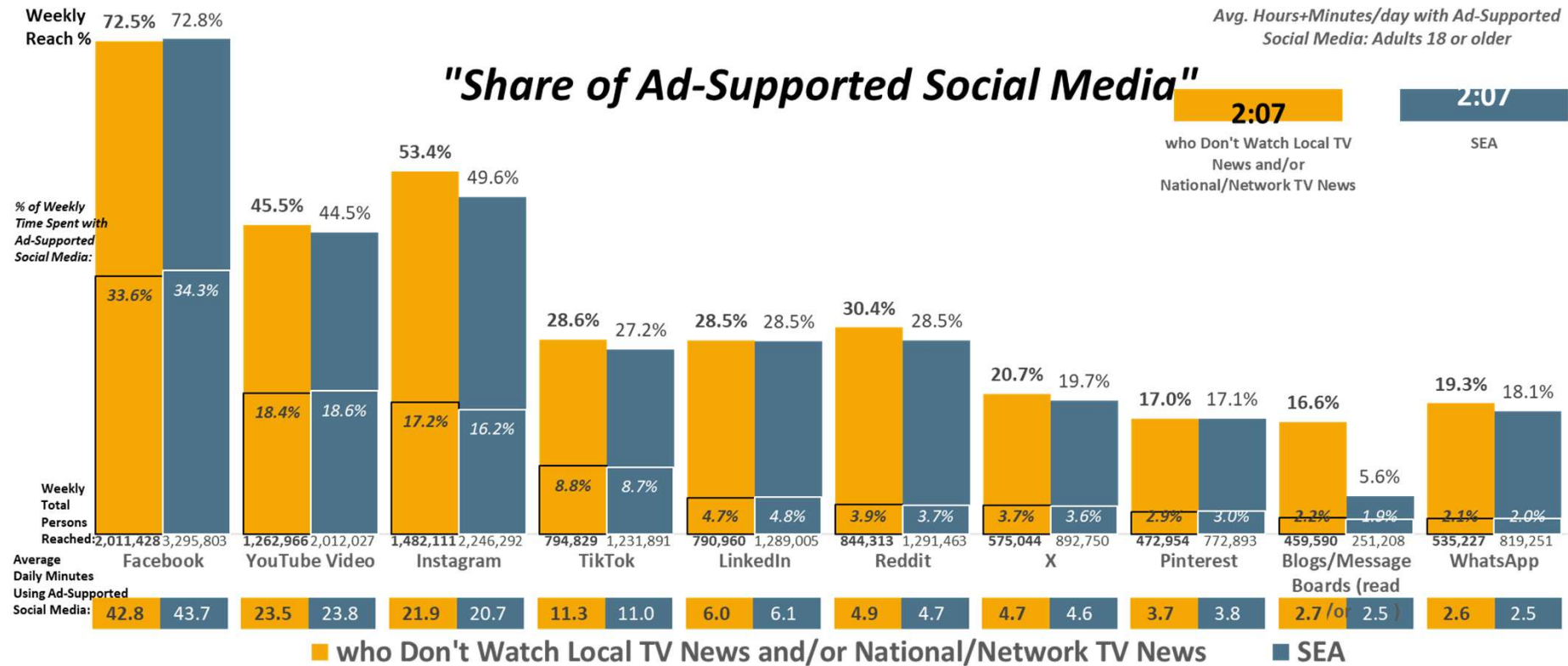
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,011,428 or 72.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 42.8 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



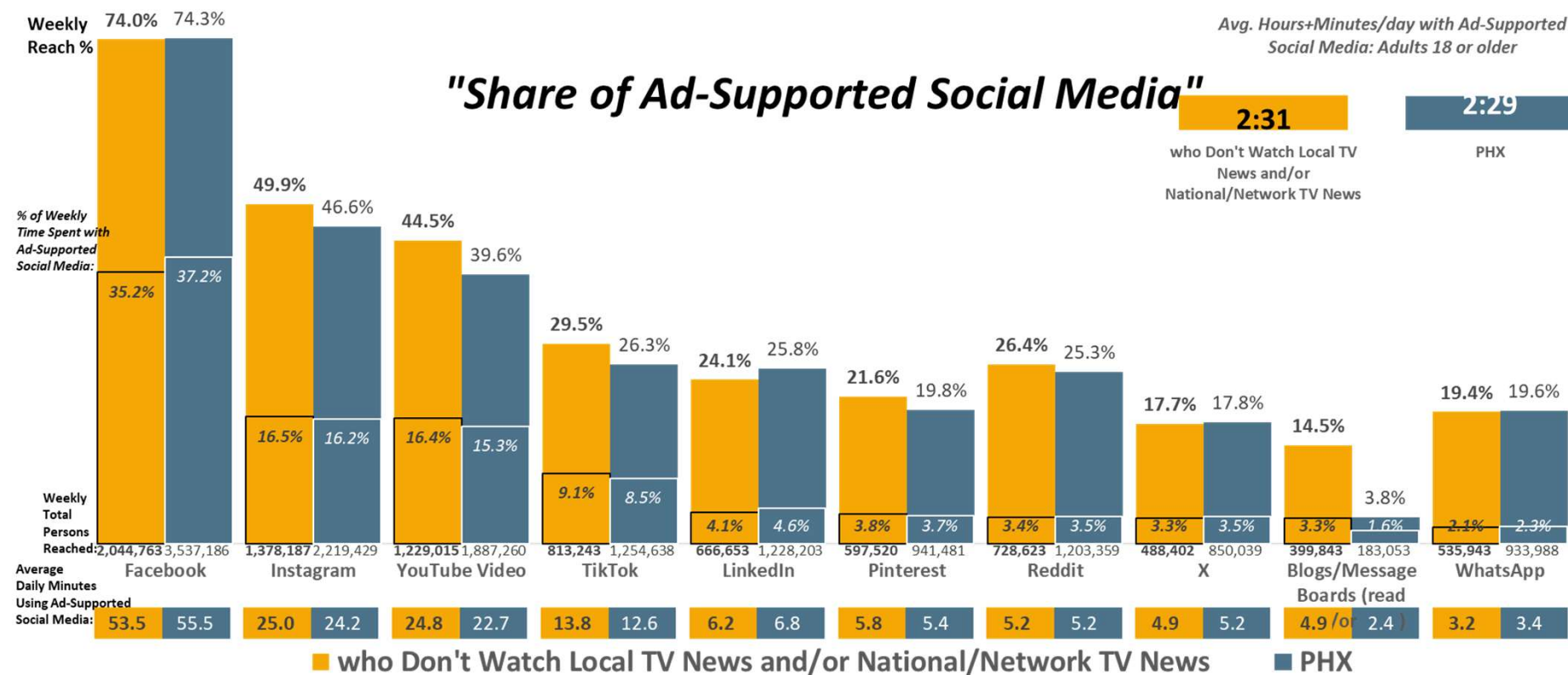
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,044,763 or 74.0% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 53.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

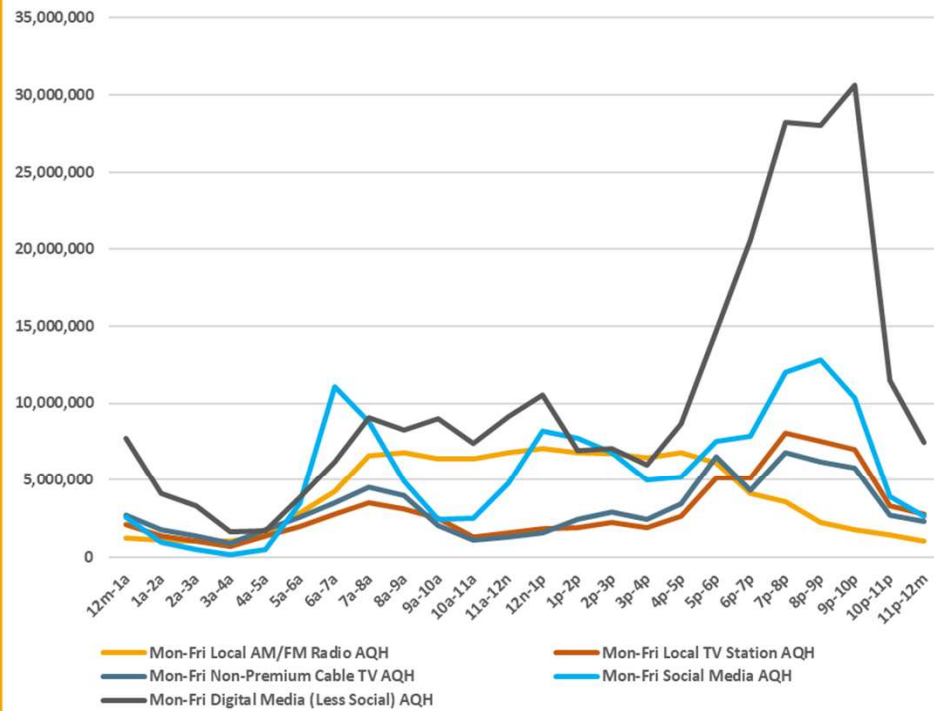
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

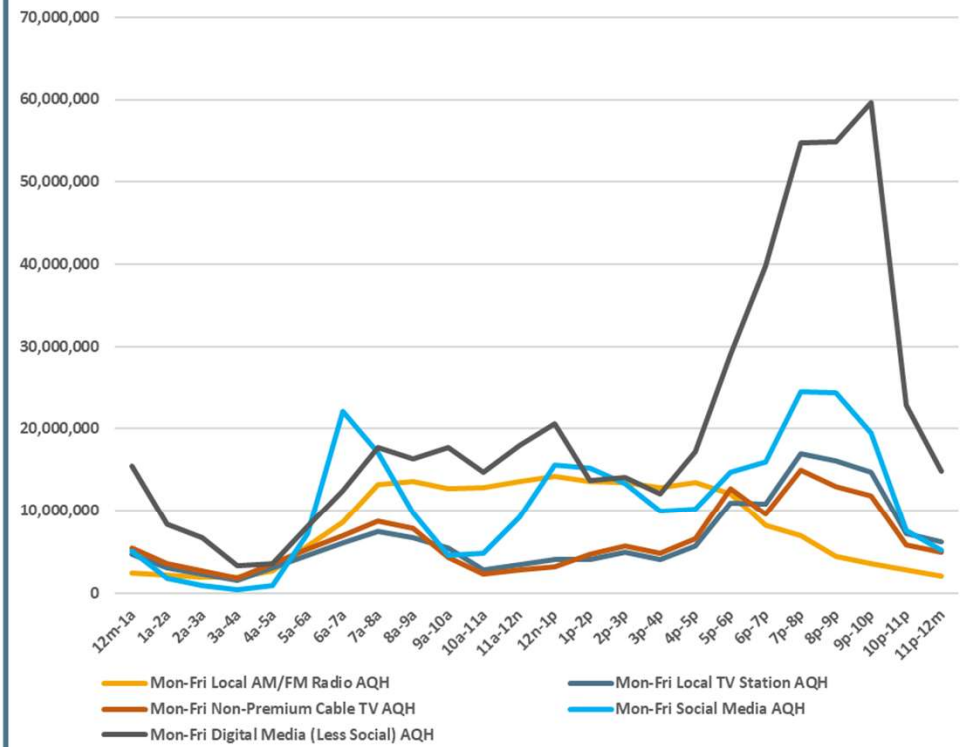


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,486,509; Social Media: 6,365,267; Local Radio: 6,256,445; Non-Prem. Cable: 3,076,015; Local TV: 2,724,229 reaching Adults 18 or older who Don't Watch Local TV News and/

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507

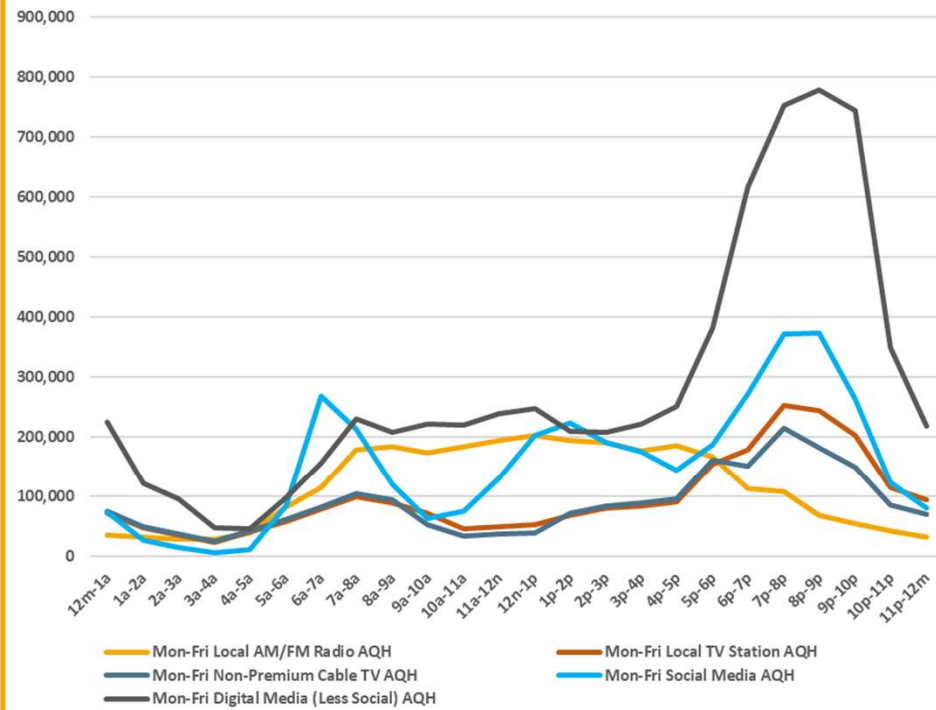
soefa.ai Share of Everything
for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

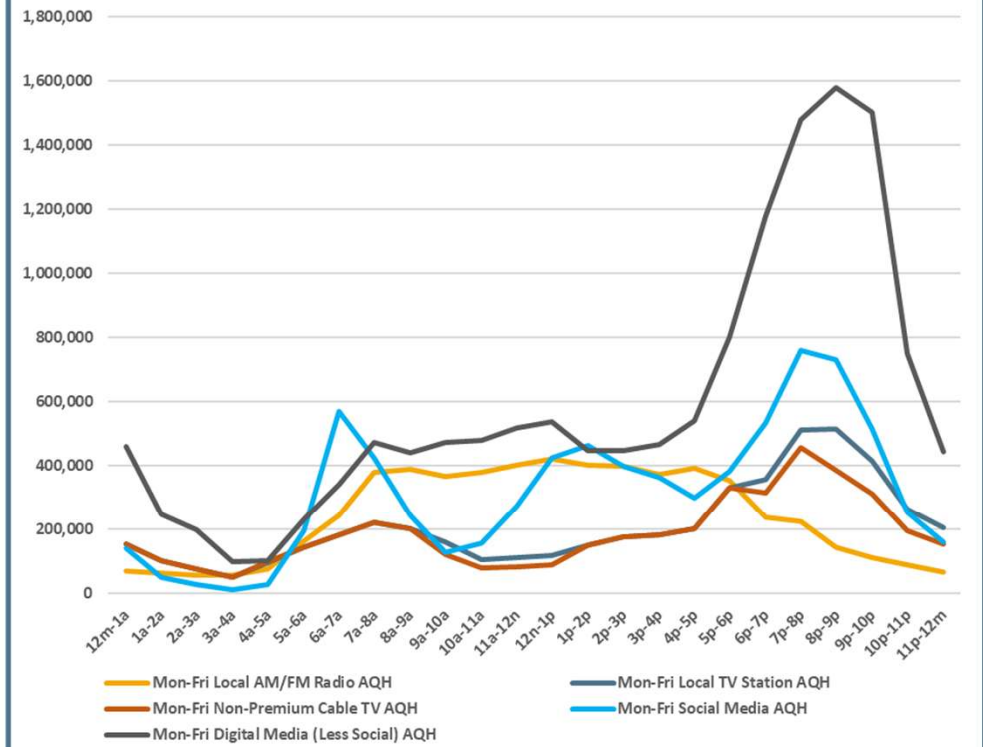


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 262,330; Social Media: 173,918; Local Radio: 173,466; Local TV: 87,800; Non-Prem. Cable: 84,322 reaching Adults 18 or older who Don't Watch Local TV News and/or National/

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

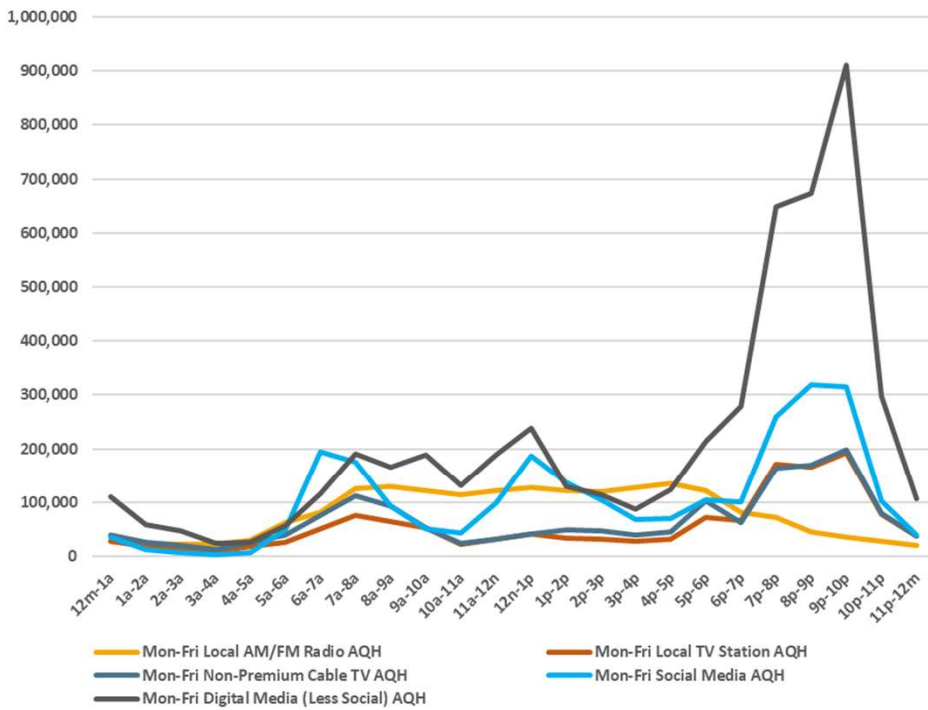
soefa.ai Share of Everything
for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

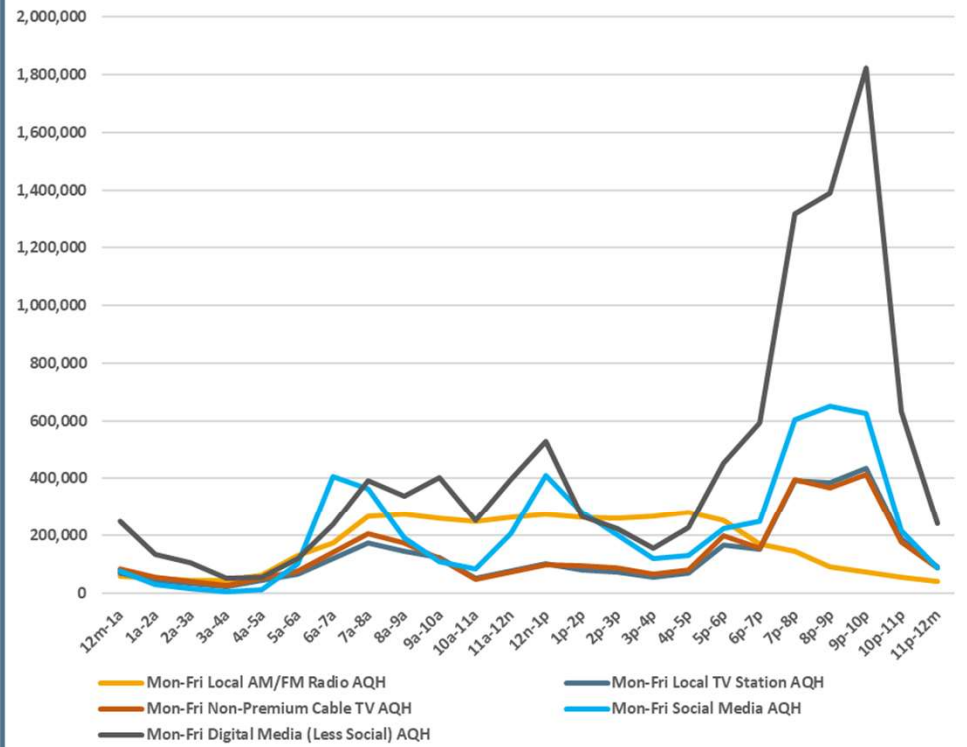


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 166,471; Local Radio: 117,272; Social Media: 109,880; Non-Prem. Cable: 59,729; Local TV: 46,080 reaching Adults 18 or older who Don't Watch Local TV News and/or National/

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

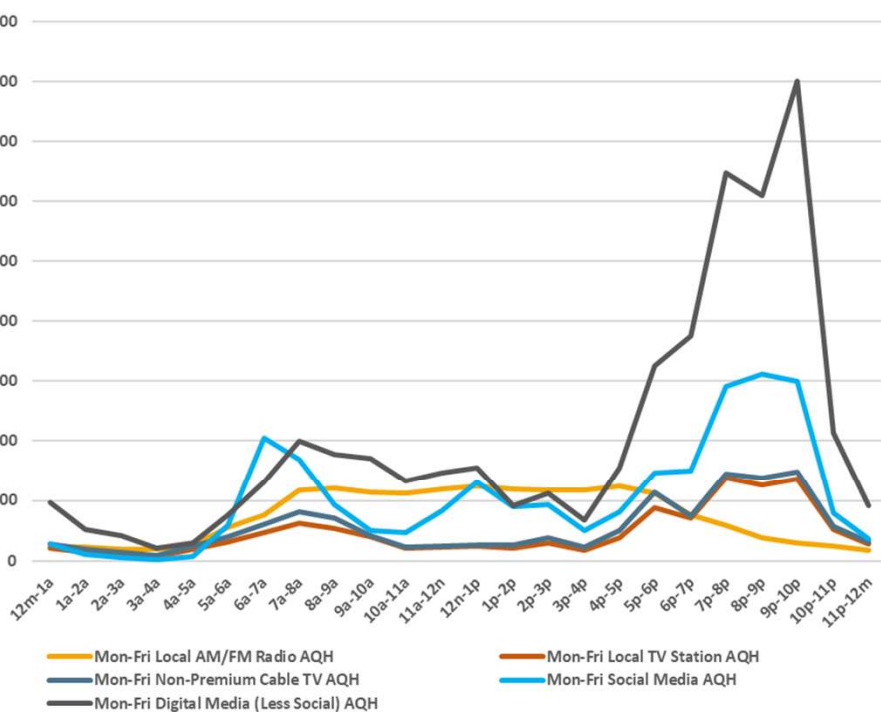
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

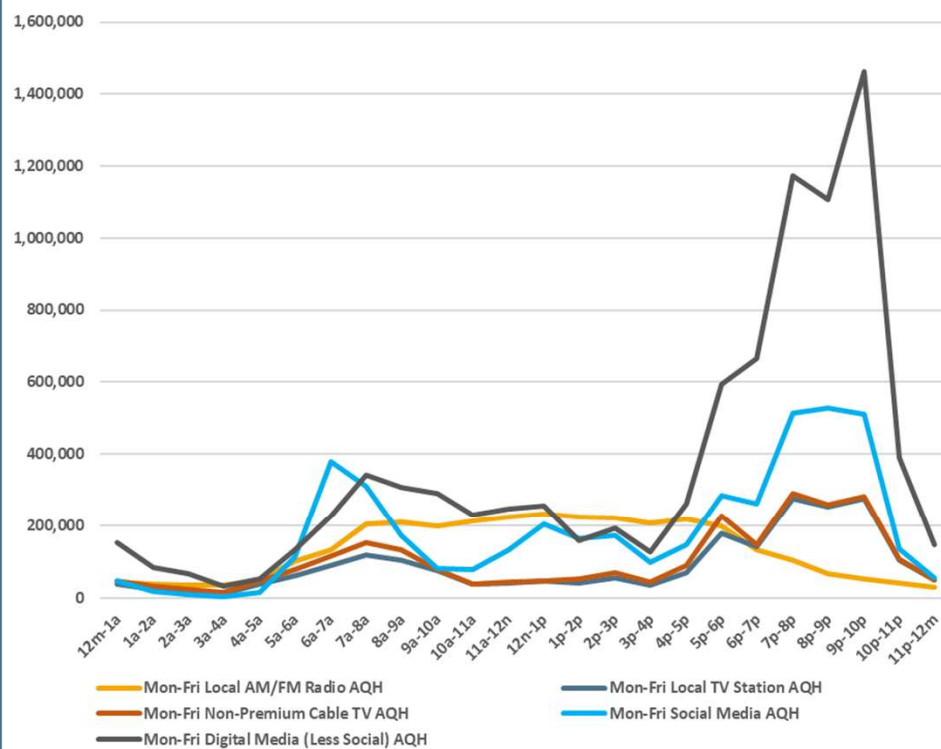


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 172,278; Local Radio: 111,413; Social Media: 106,587; Non-Prem. Cable: 49,962; Local TV: 40,788 reaching Adults 18 or older who Don't Watch Local TV News and/or National/

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News



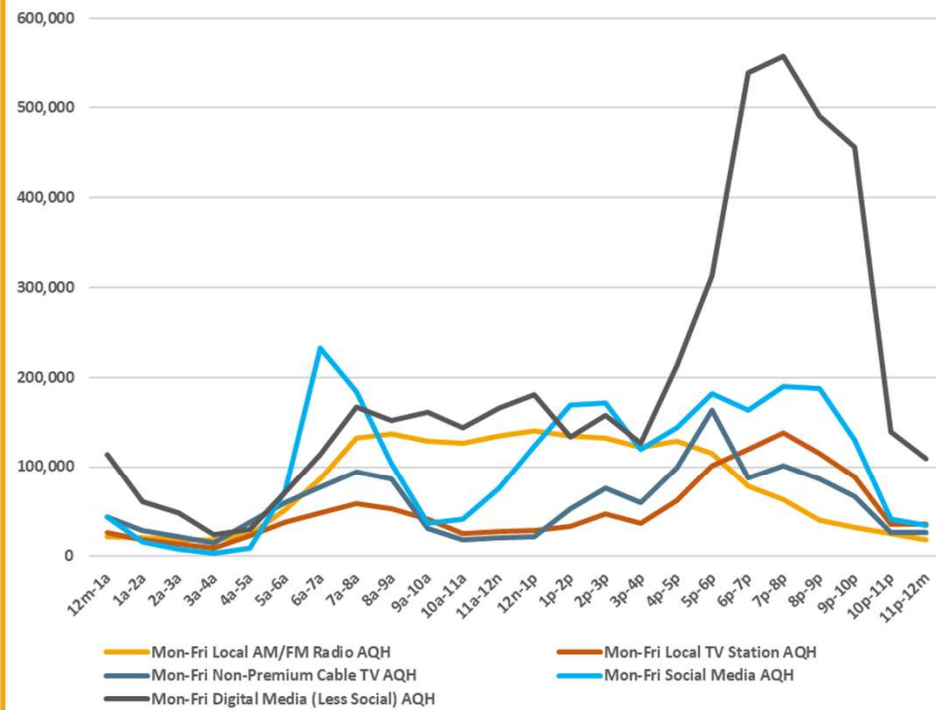
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



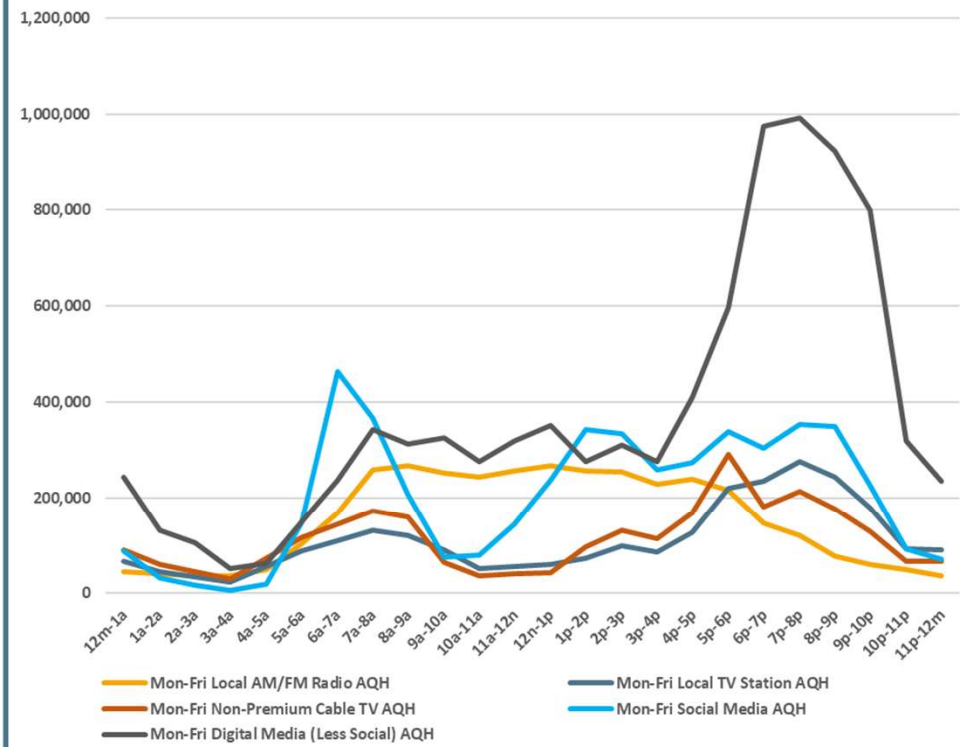


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 197,281; Social Media: 134,260; Local Radio: 122,734; Non-Prem. Cable: 68,217; Local TV: 52,432 reaching Adults 18 or older who Don't Watch Local TV News and/or National/

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News*



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

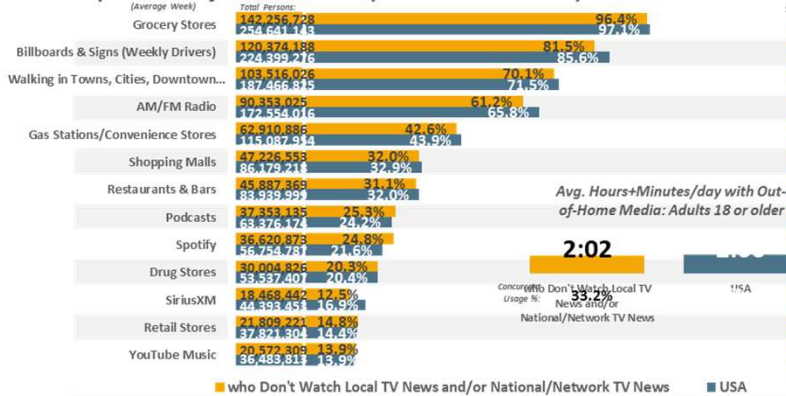
soefa.ai Share of Everything
for Anything ®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

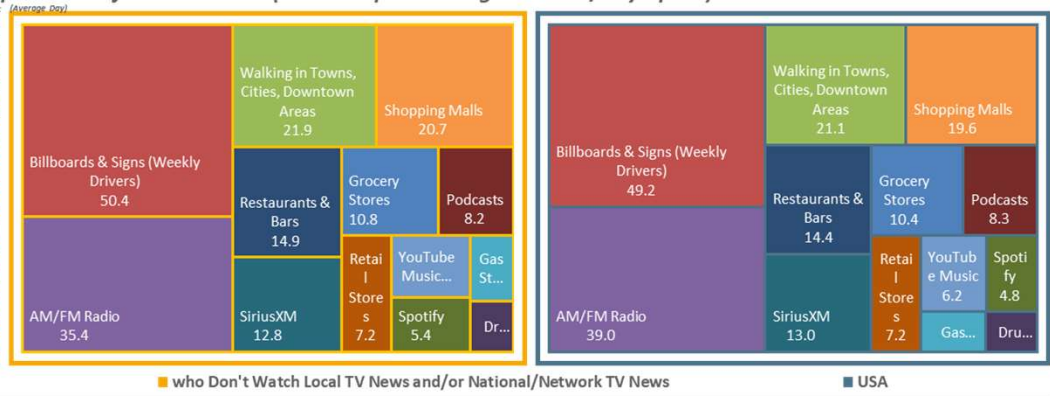


120,374,188 or 81.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 33.2

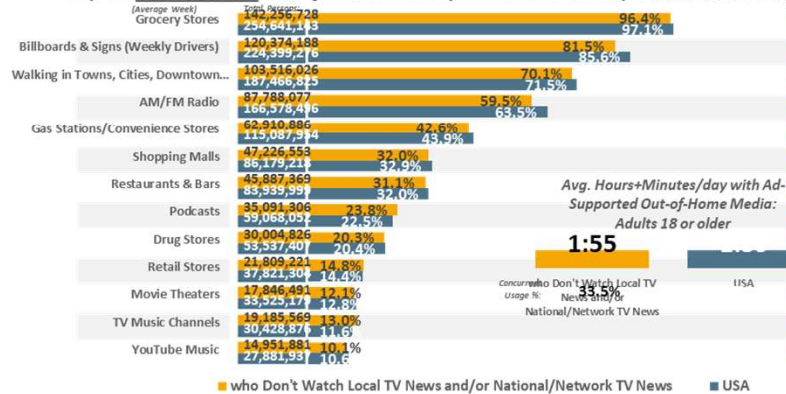
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



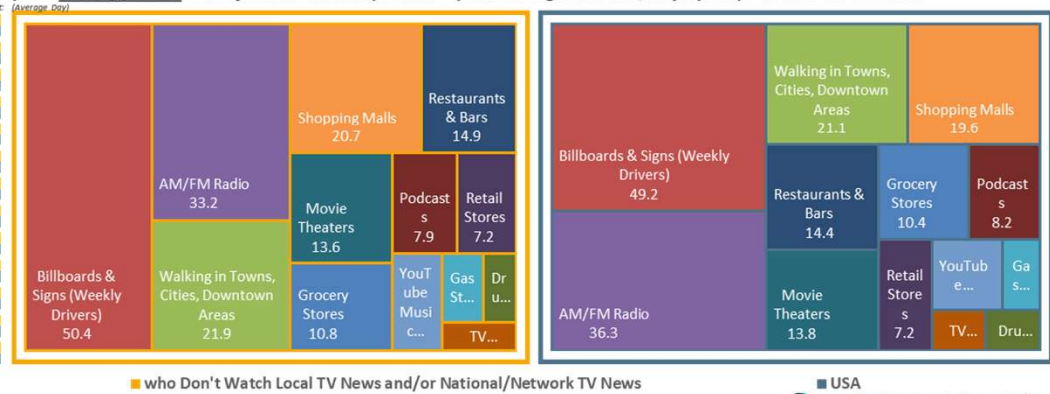
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

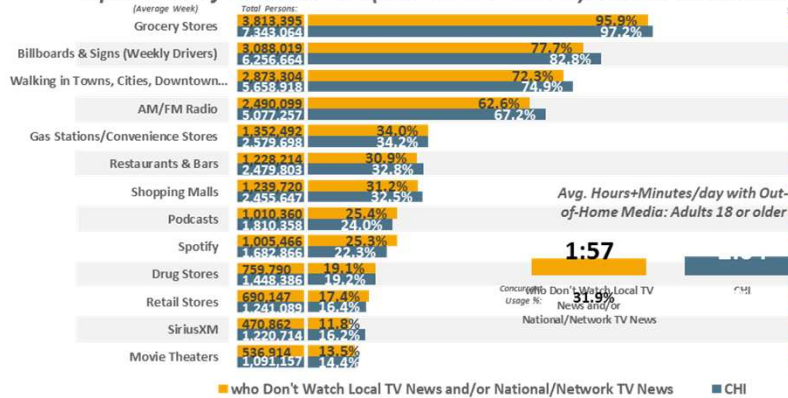
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

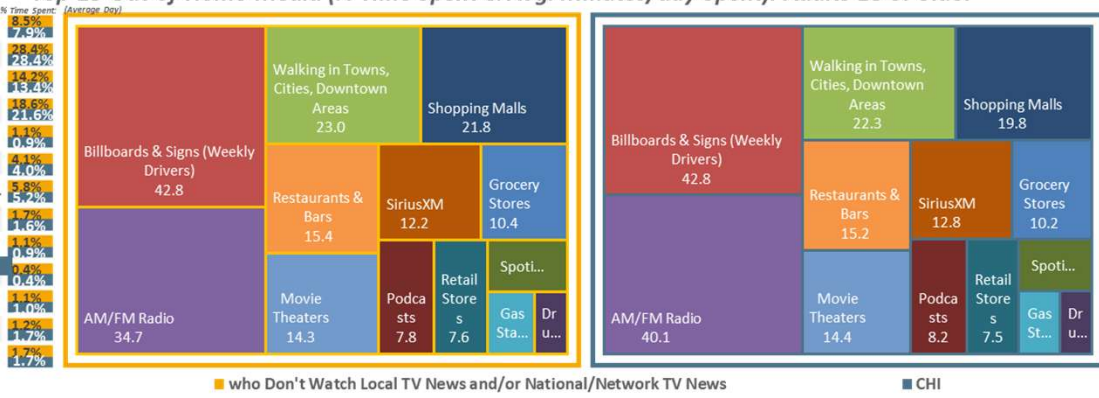


3,088,019 or 77.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 60.9% Listen to Local Radio Stations Out-of-Home for an average of 32.4 m

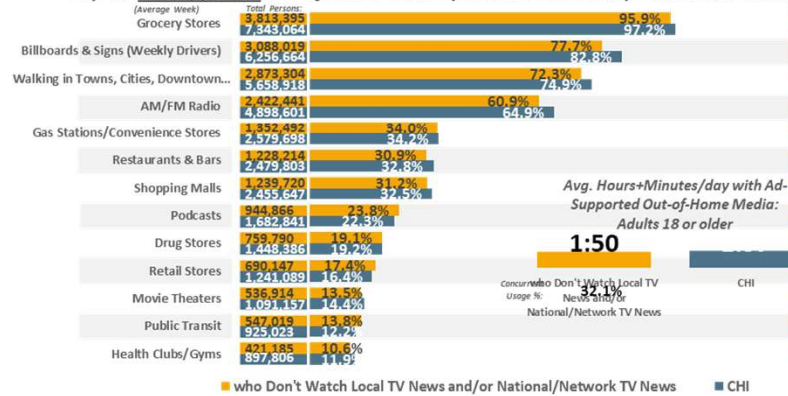
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



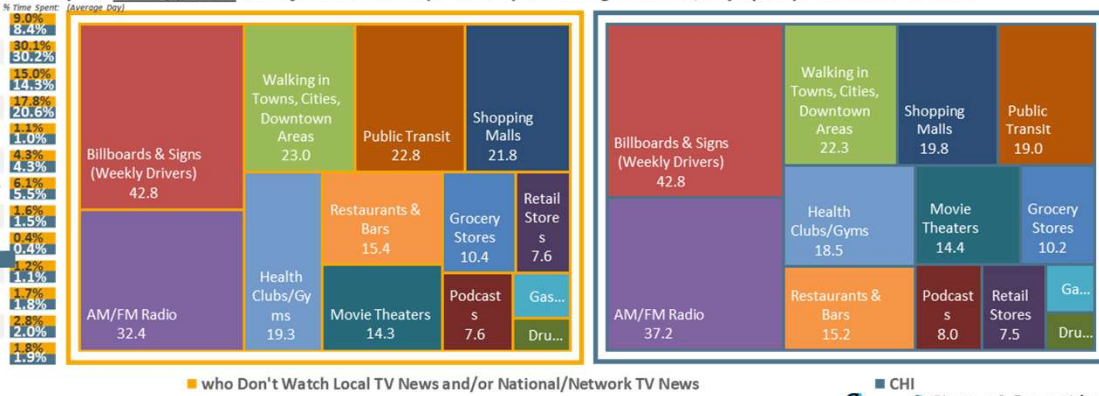
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

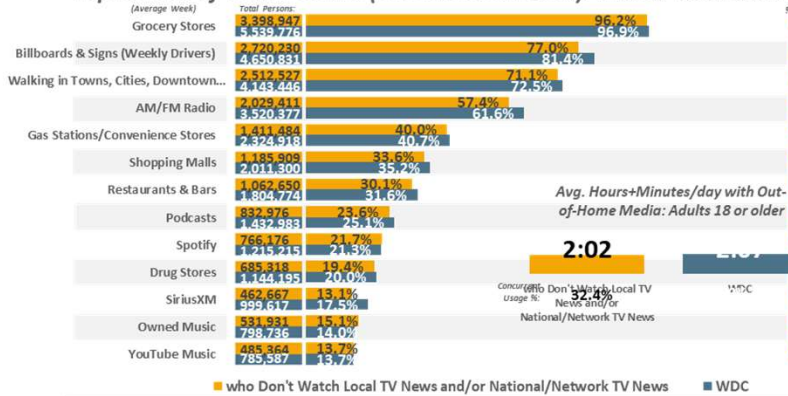
CHI
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

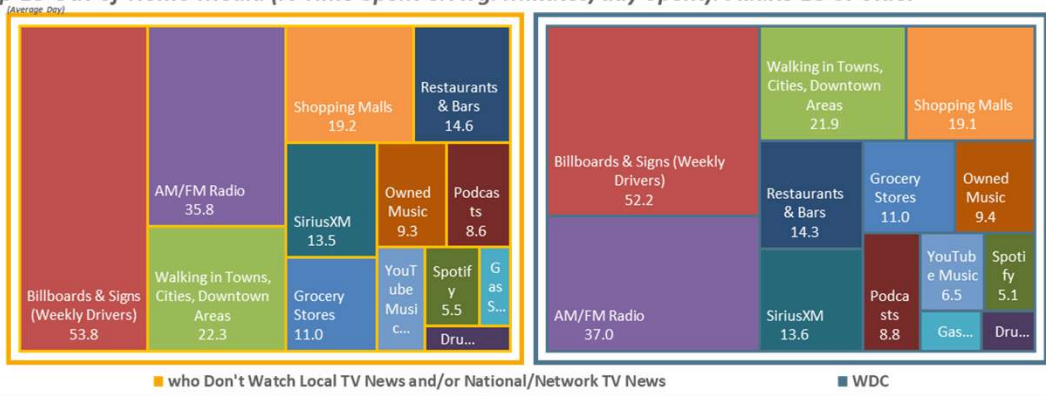


2,720,230 or 77.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 55.8% Listen to Local Radio Stations Out-of-Home for an average of 33.4 mi

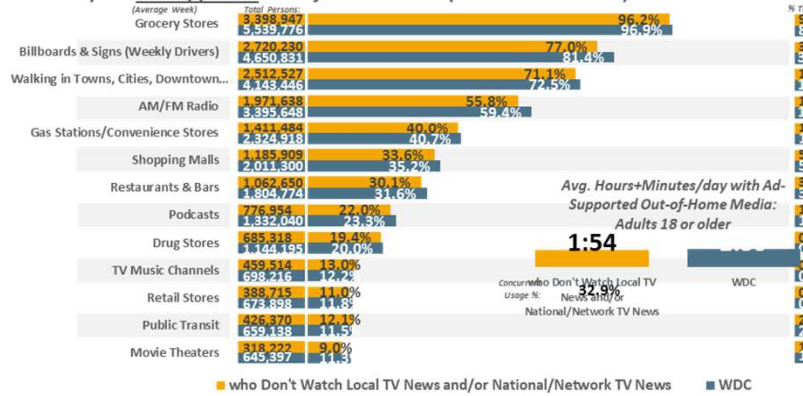
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



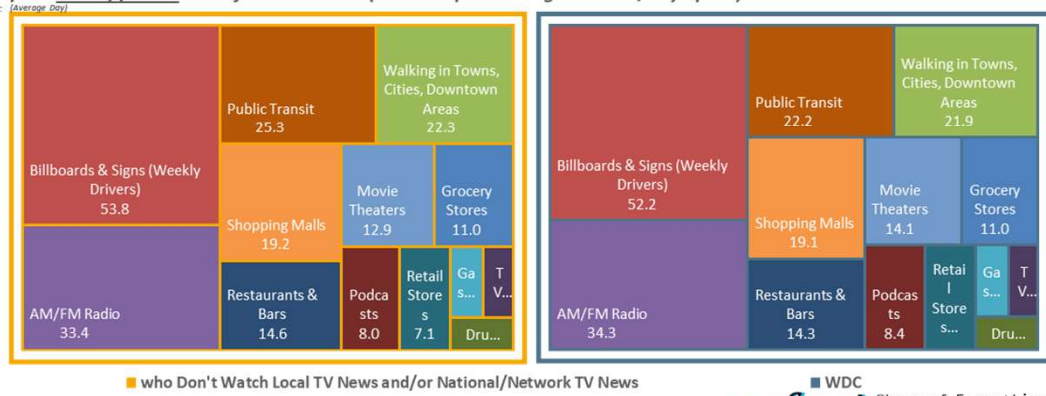
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



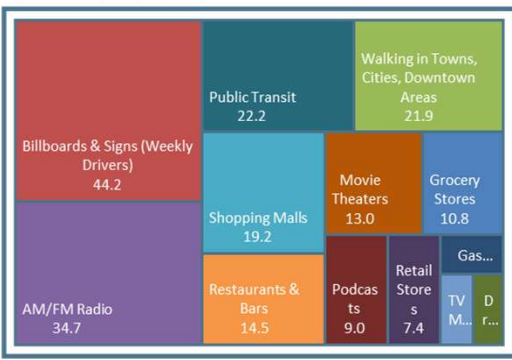
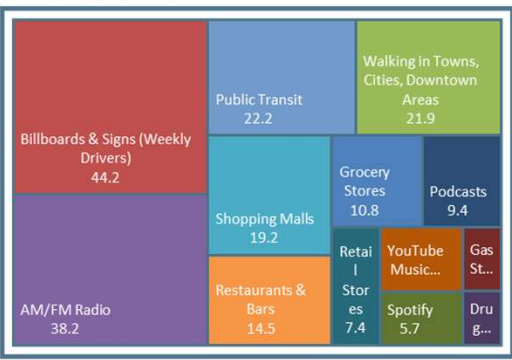
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



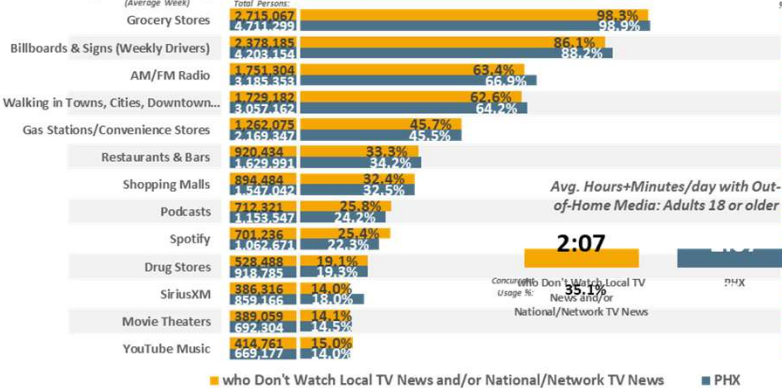
■ SEA
soefa.ai Share of Everything
for Anything.®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

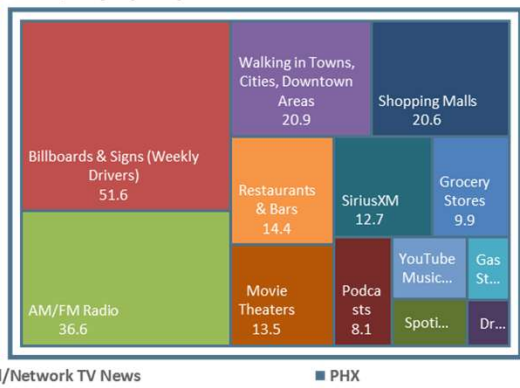
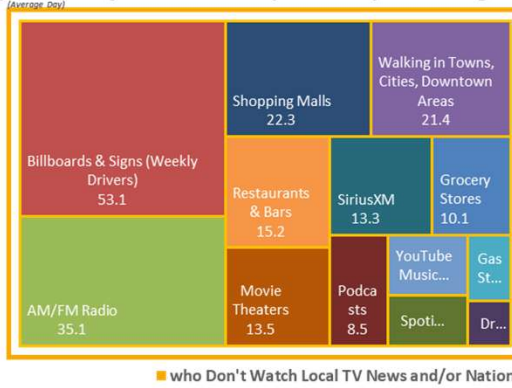


2,378,185 or 86.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 34. mi

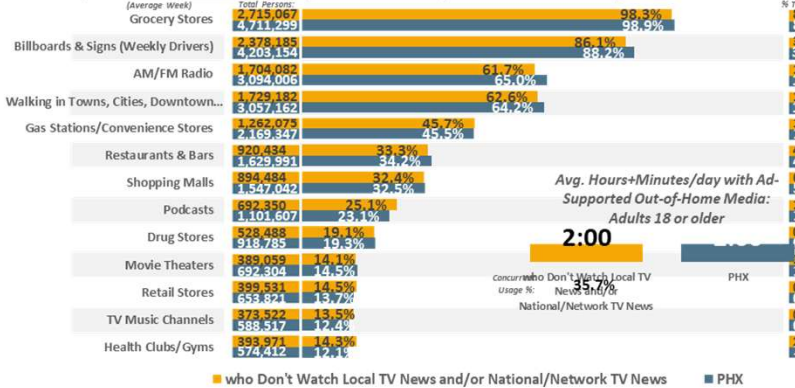
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



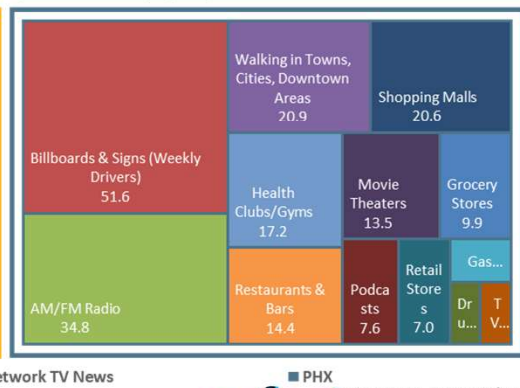
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHX
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



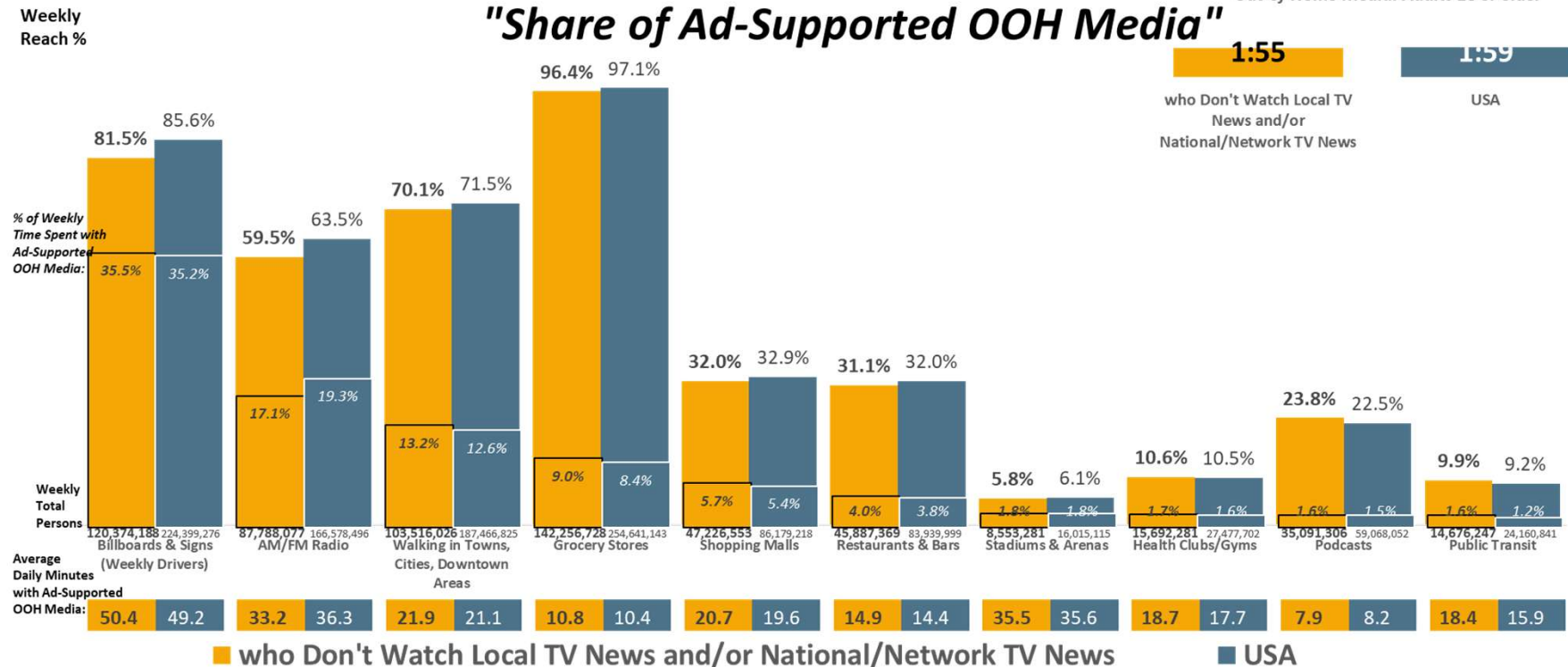
120,374,188 or 81.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 50.4 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media

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

1:55
who Don't Watch Local TV News and/or National/Network TV News

1:59
USA

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

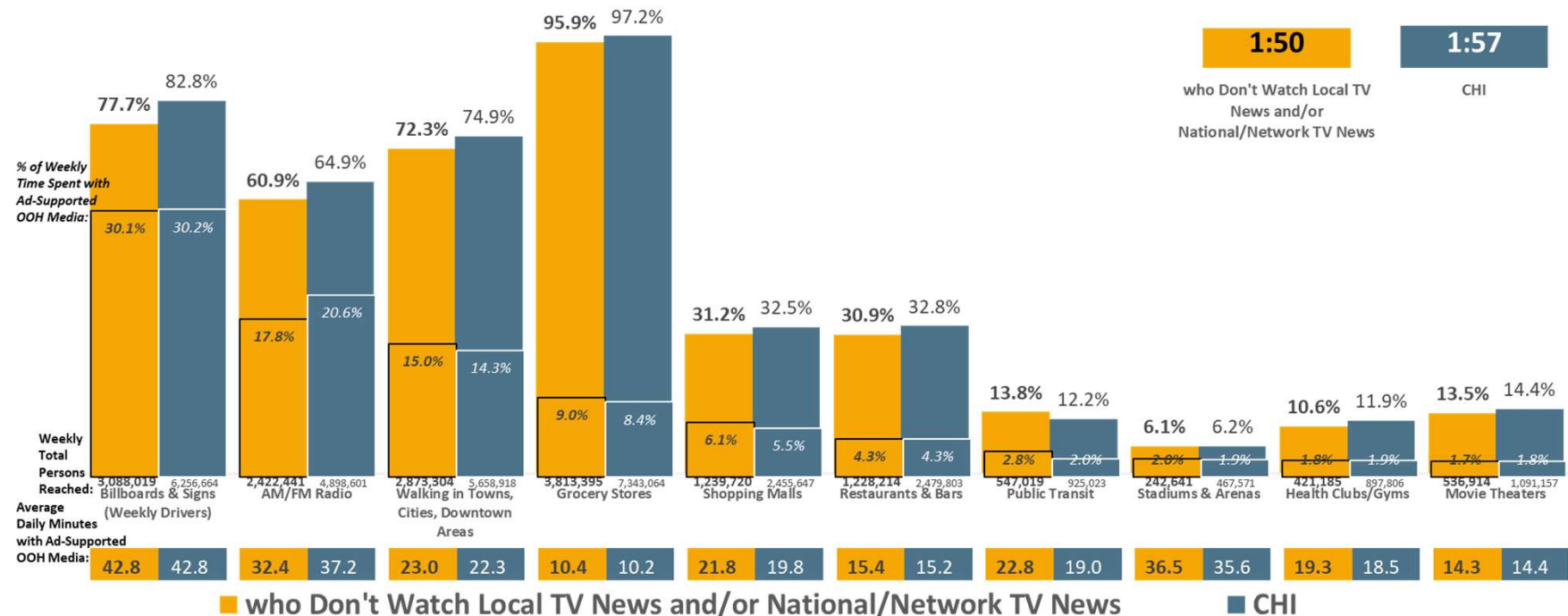


3,088,019 or 77.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

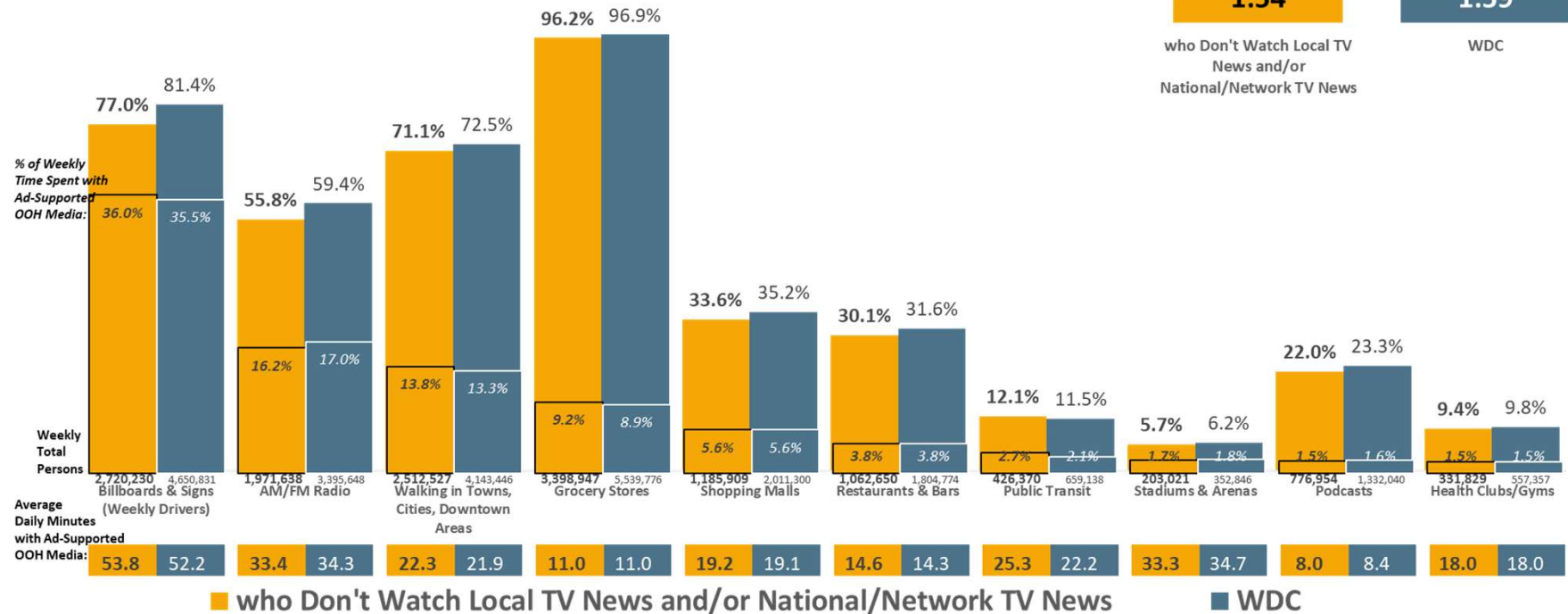


2,720,230 or 77.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

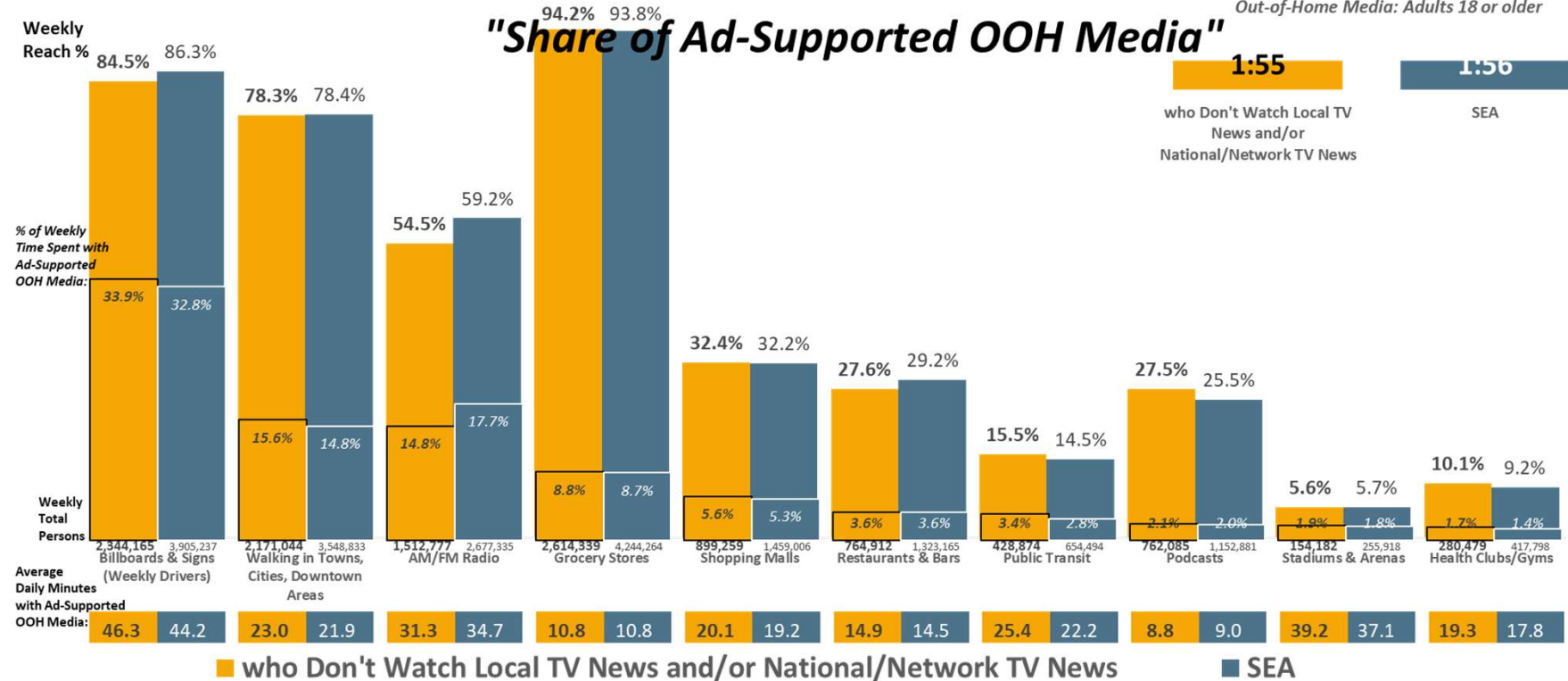
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



2,344,165 or 84.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 46.3 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

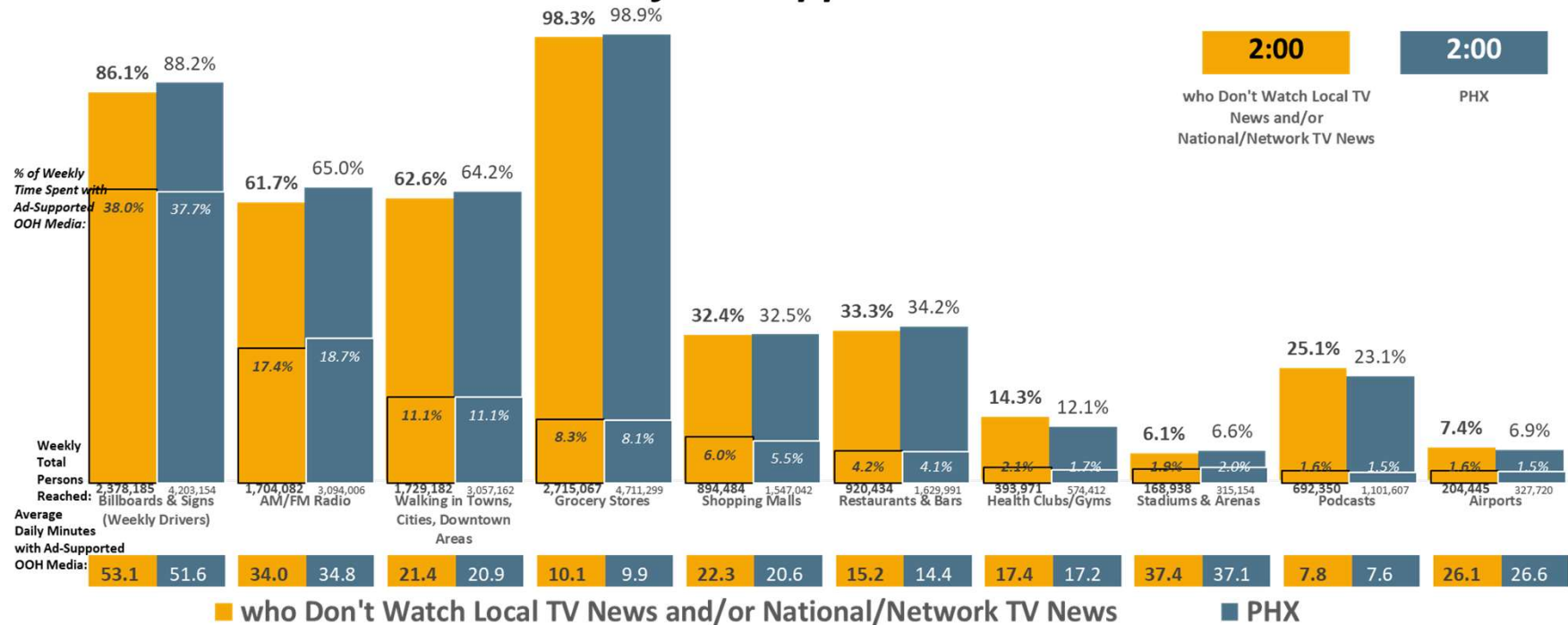


2,378,185 or 86.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

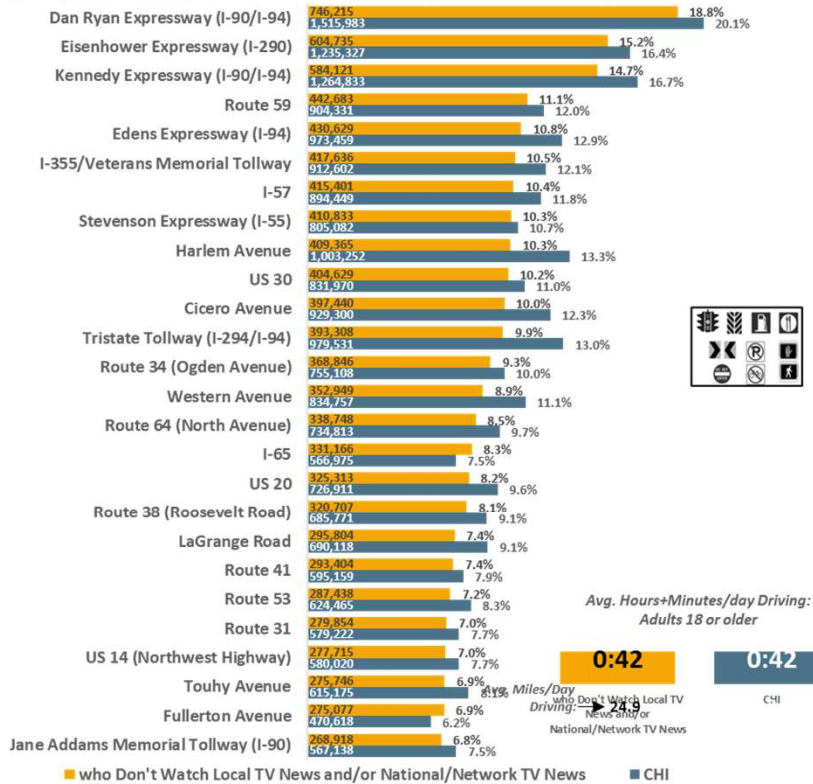
soefa.ai Share of Everything
for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



3,088,019 or 77.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 10.9% more likely to use I-65 than the Metro average.

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



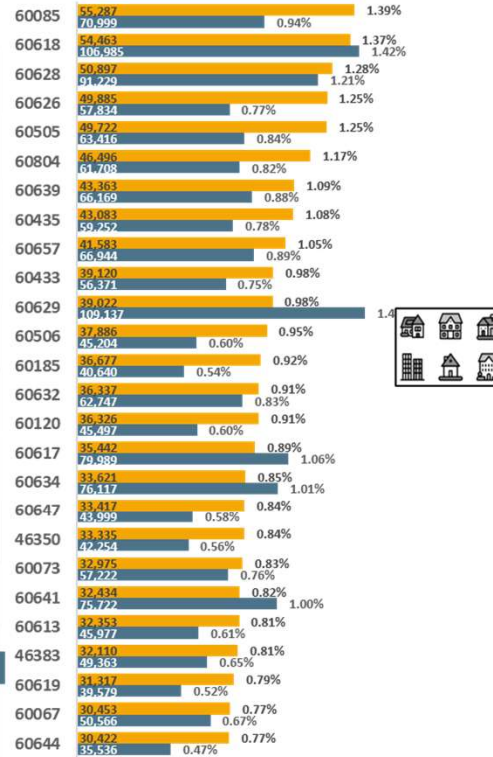
Avg. Hours+Minutes/day Driving:
Adults 18 or older

0:42

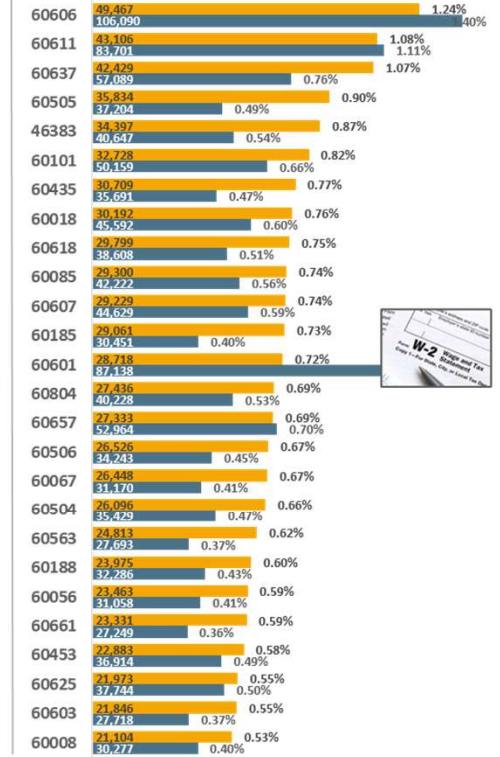
0:42

0:42

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

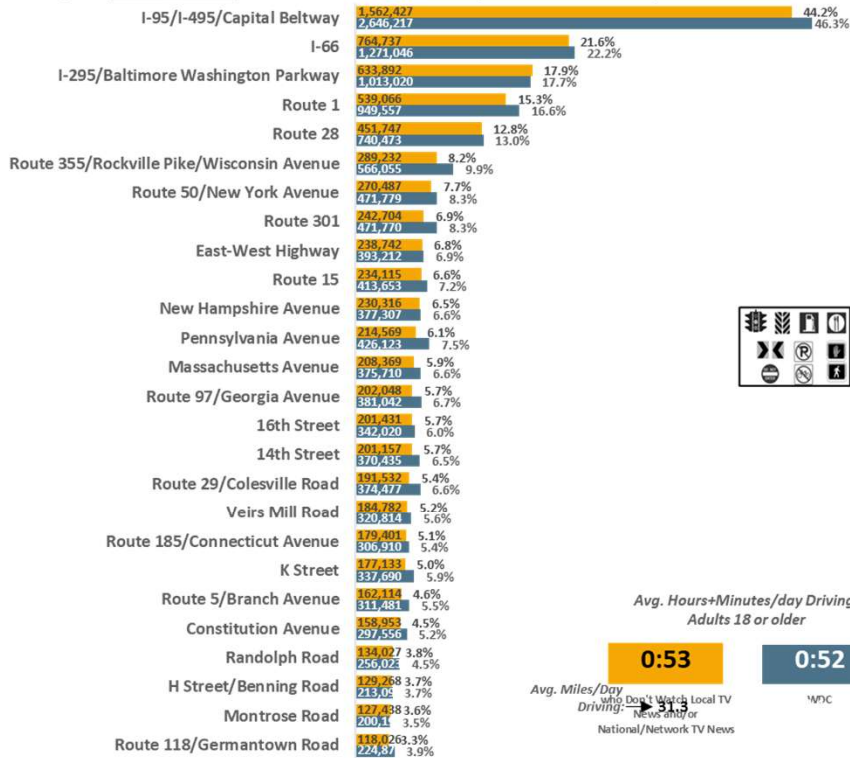


soefa.ai Share of Everything for Anything



2,720,230 or 77.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.8 minutes per day driving an average of 31.3 miles each day and are 1.2% more likely to use I-295/Baltimore Washington Parkway than

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



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

0:53

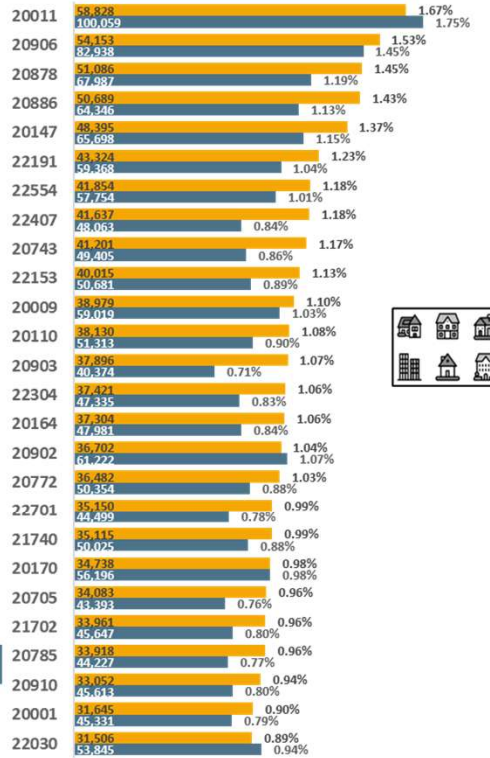
0:52

Avg. Miles/Day Driving:
Who Don't Watch Local TV News and/or National/Network TV News

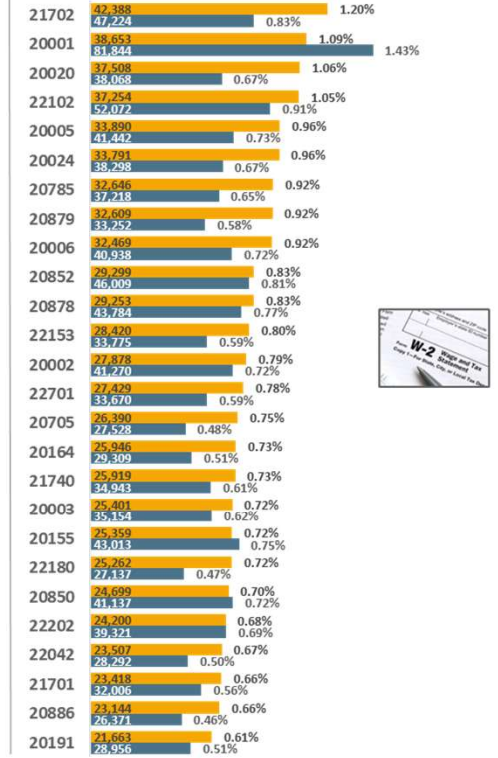
31.3

WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

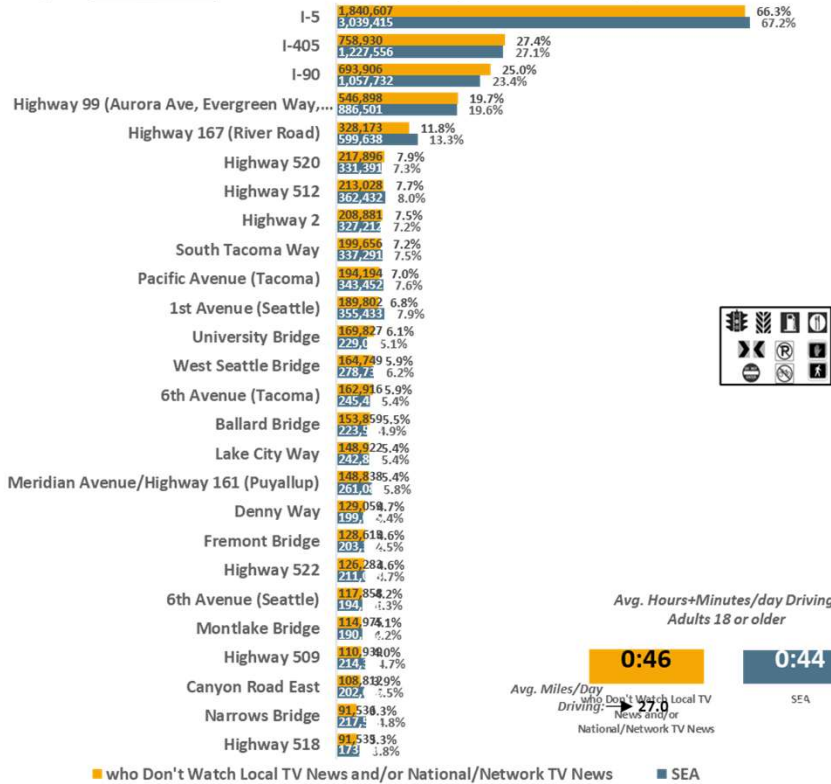


soefa.ai Share of Everything for Anything

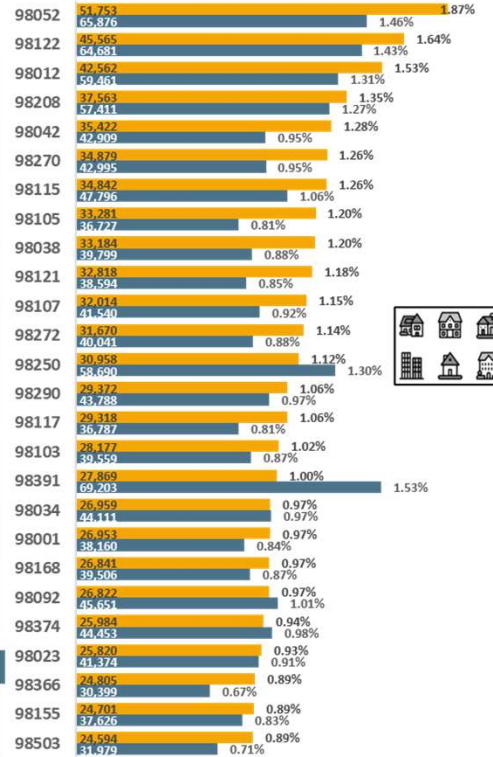


2,344,165 or 84.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 46.3 minutes per day driving an average of 27. miles each day and are 20.9% more likely to use University Bridge than the Metro aver

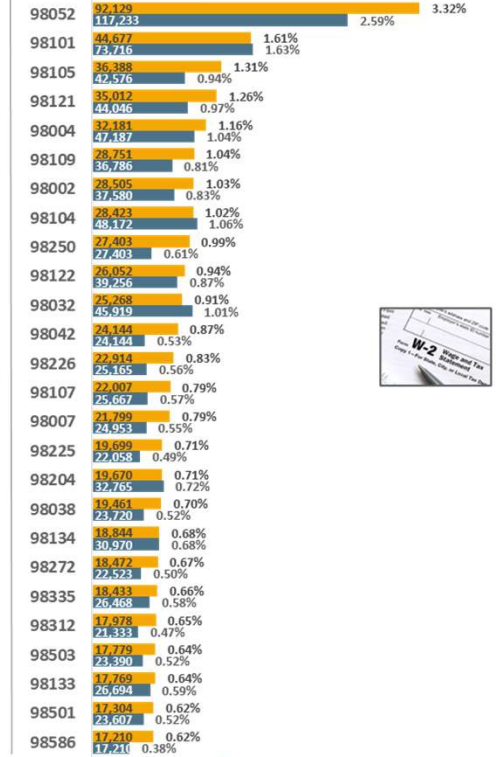
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



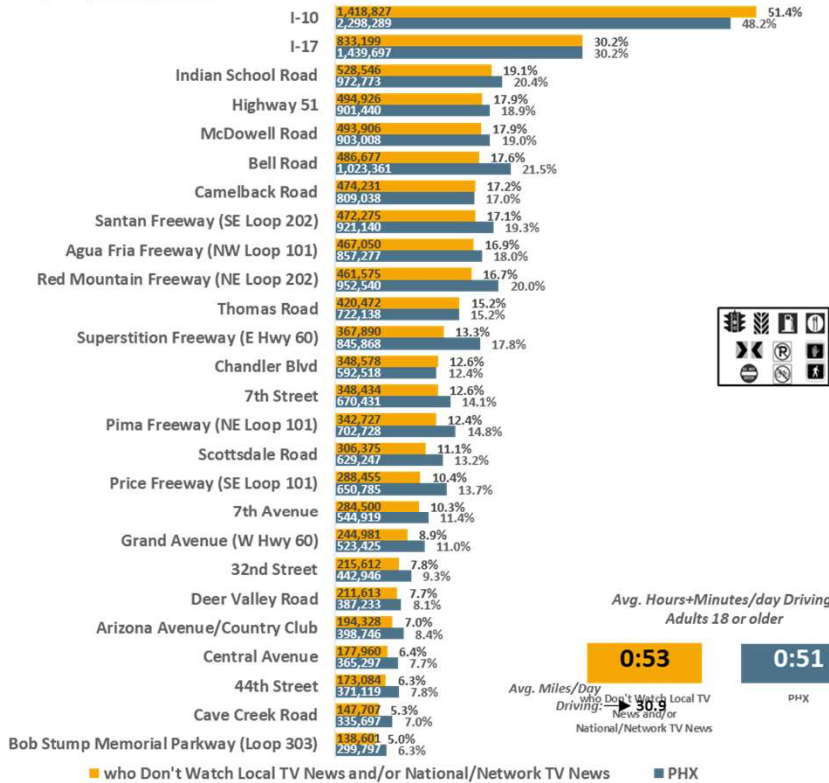
Top-26 Employment Zip Codes: Adults 18 or older



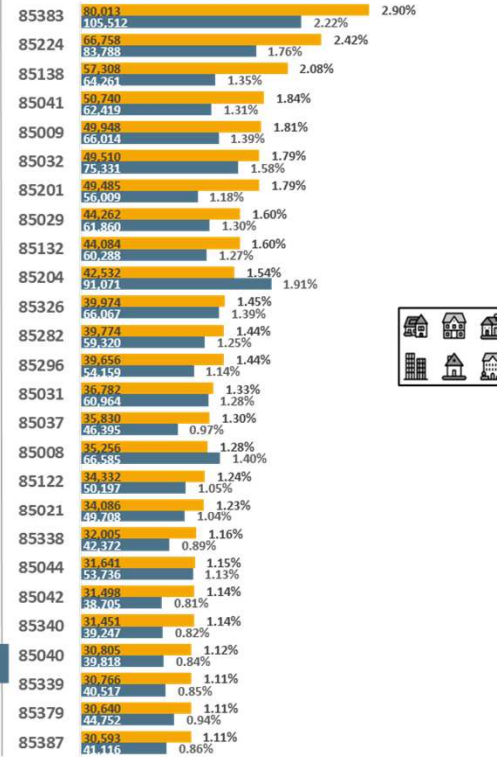


2,378,185 or 86.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 6.5% more likely to use I-10 than the Metro average.

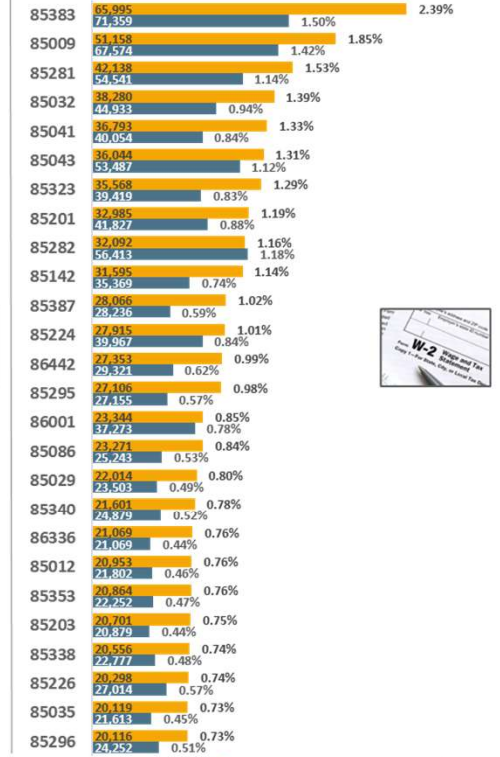
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



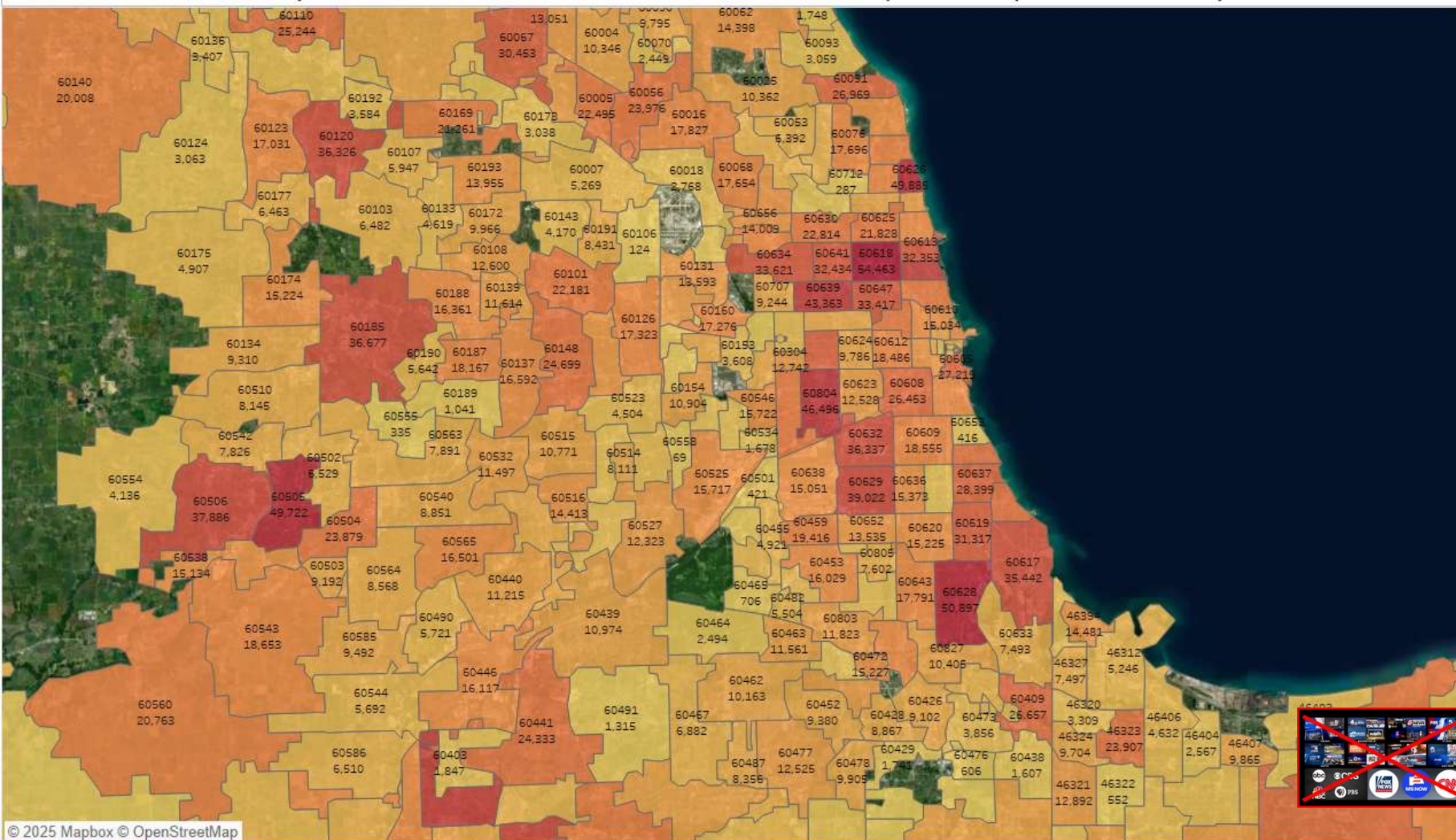
Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)

SUM(Adults 18 or older ...

69 55,287



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,984
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

1

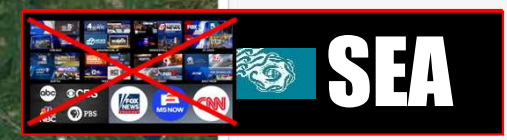
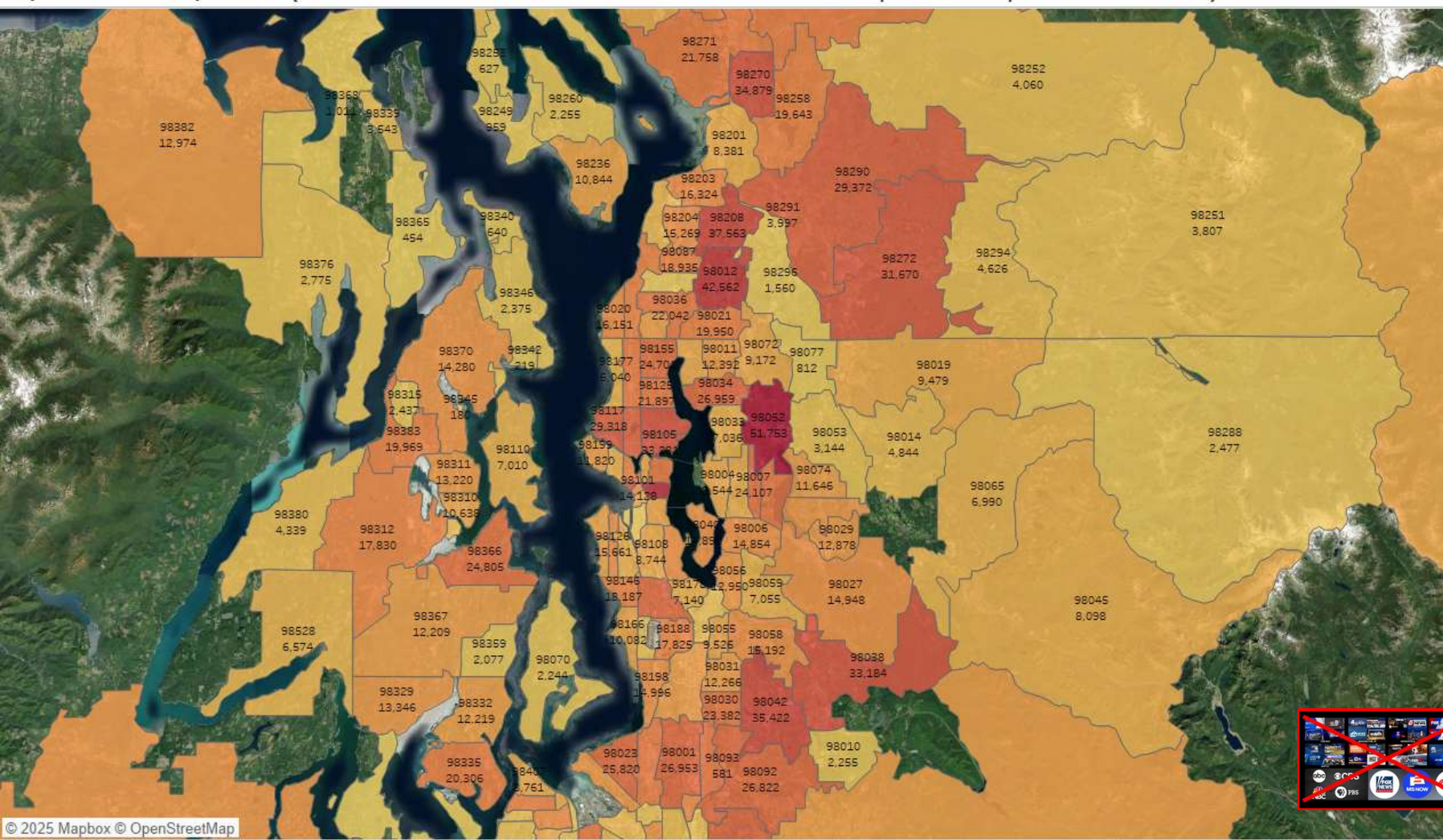


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything .

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)



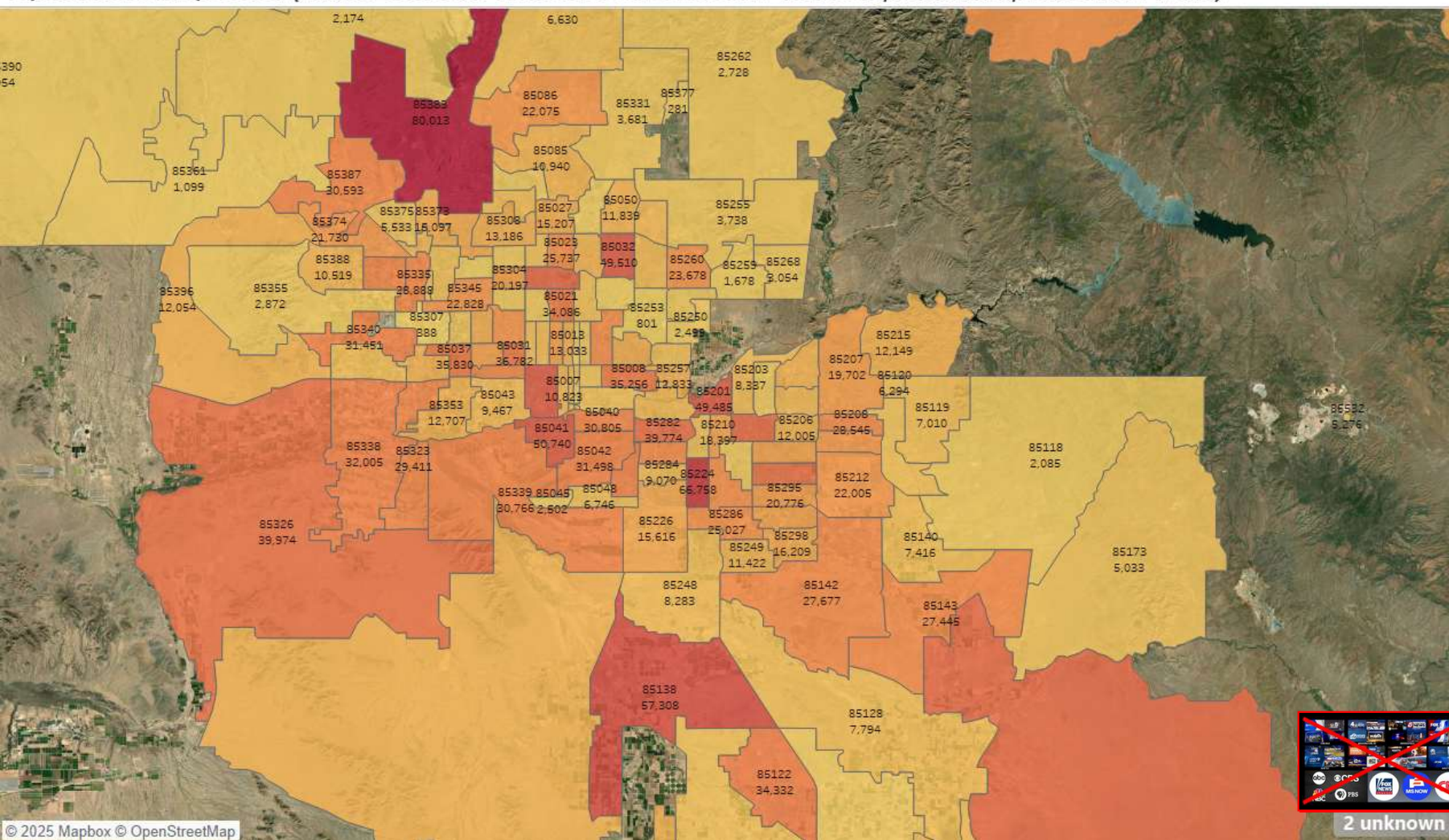
© 2025 Mapbox © OpenStreetMap

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
 All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

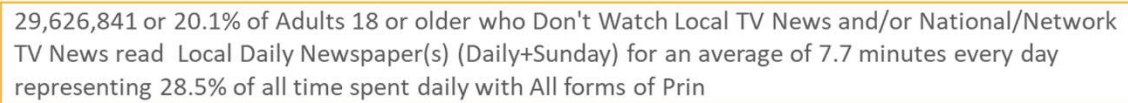
Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)



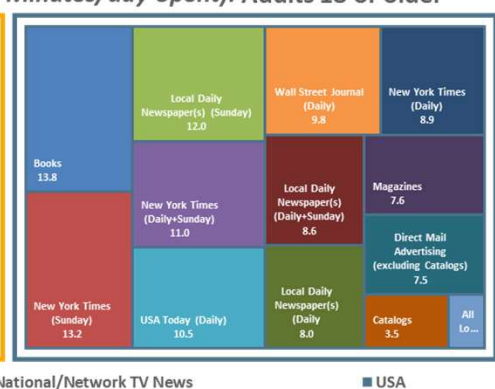
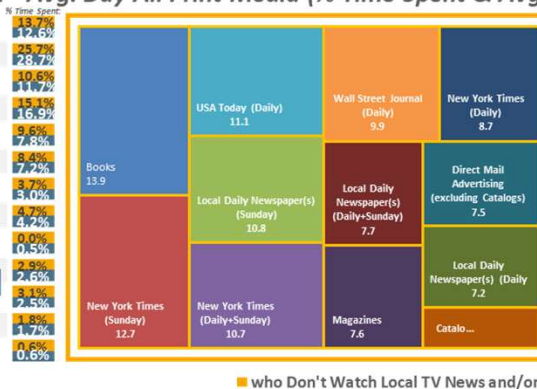
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

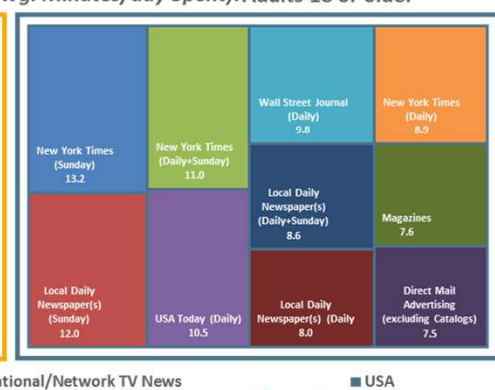
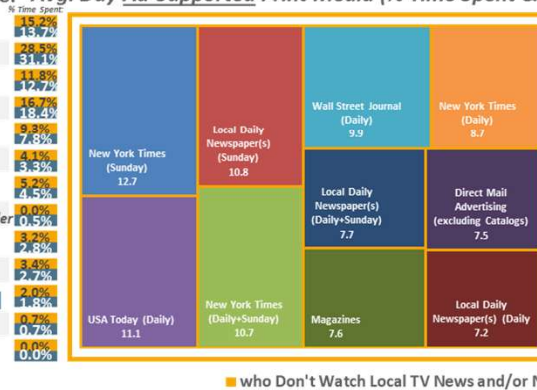
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



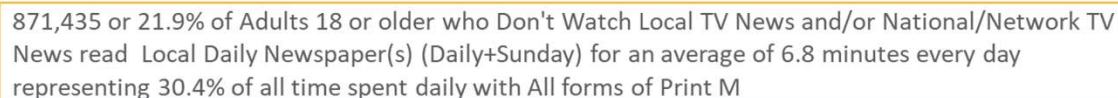
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



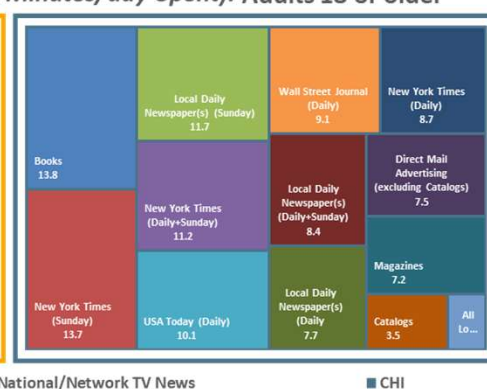
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



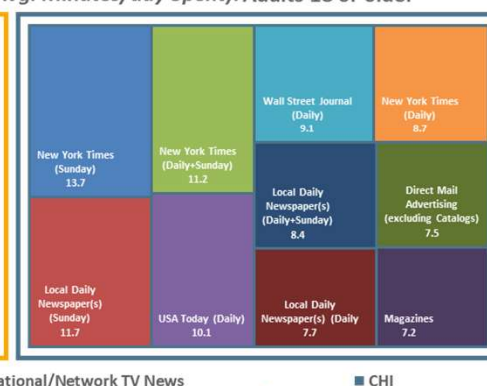
soefa.ai Share of Everything
for Anything



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



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

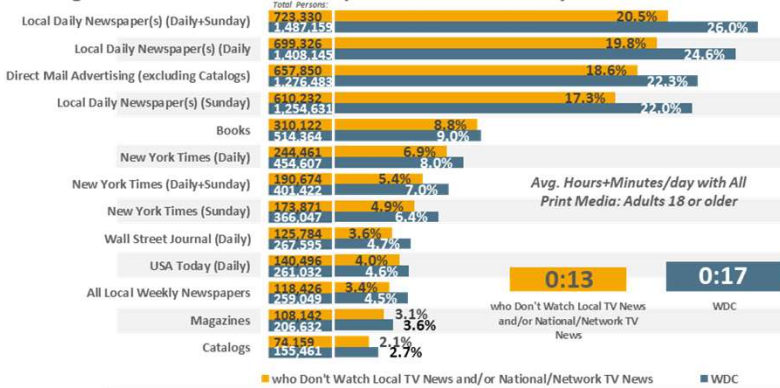


soefa.ai Share of Everything
for Anything

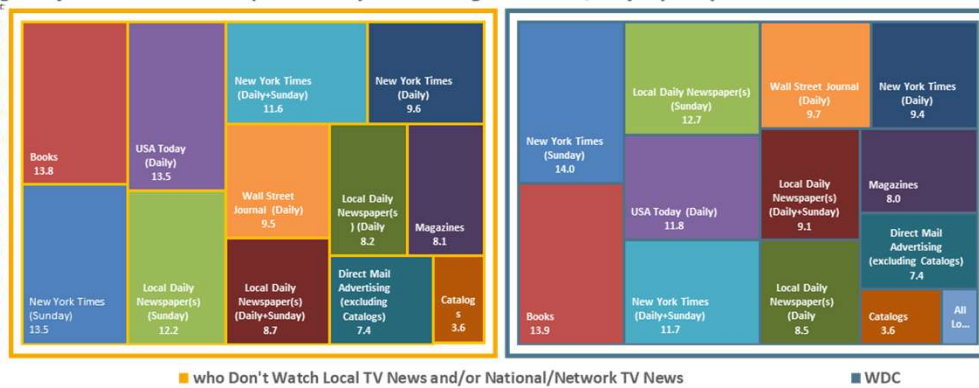


723,330 or 20.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.4% of all time spent daily with All forms of Print M

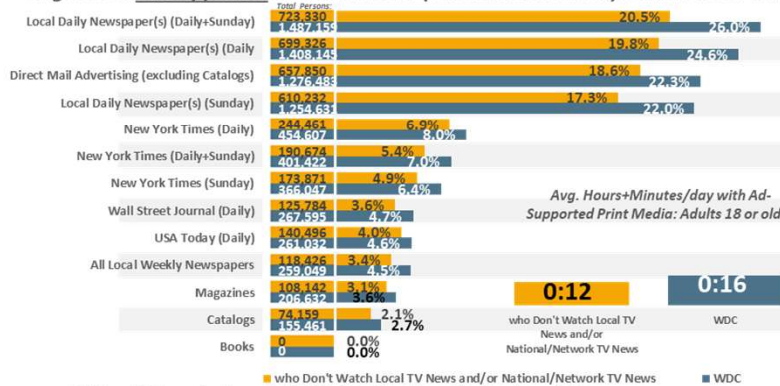
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



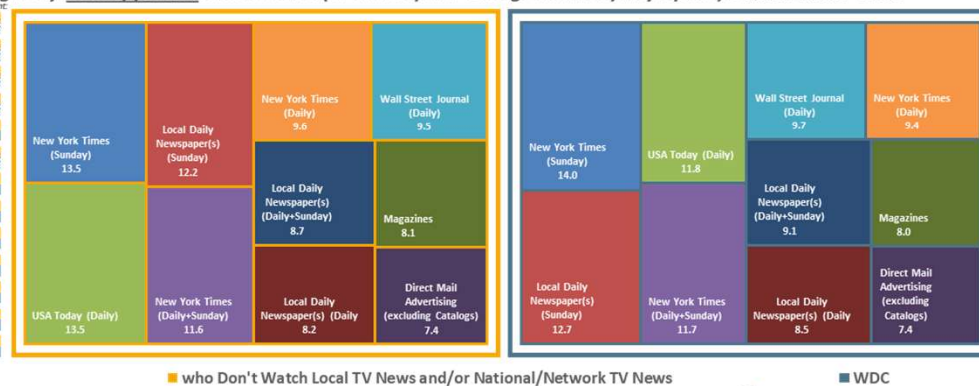
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 3,295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

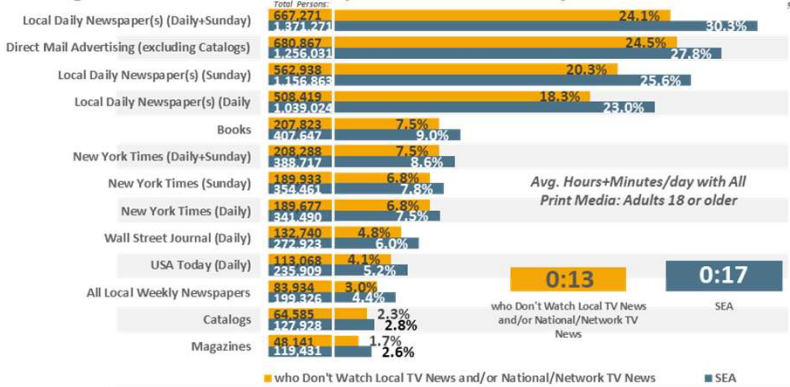
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

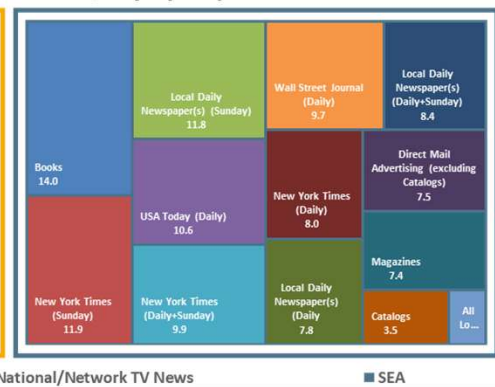
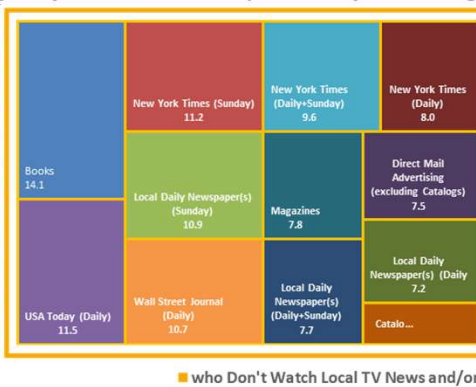


667,271 or 24.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 27.7% of all time spent daily with All forms of Print M

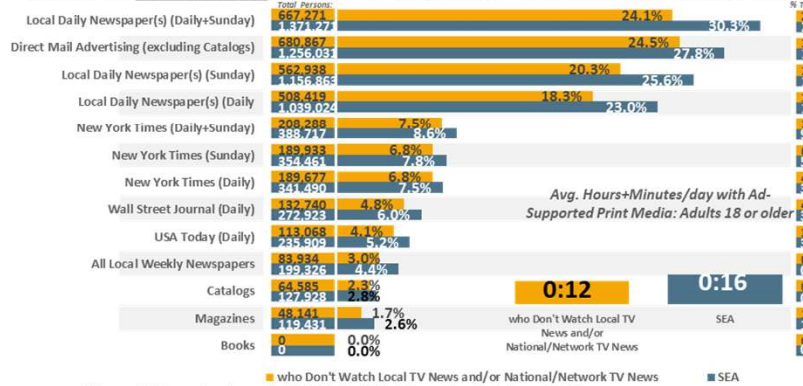
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



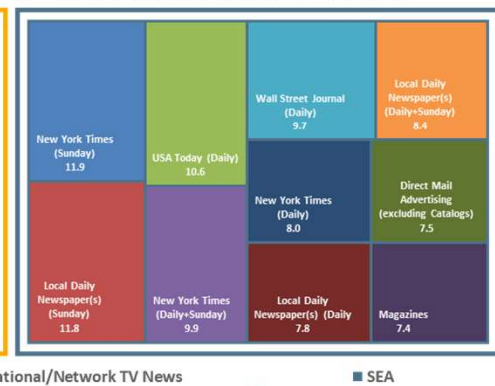
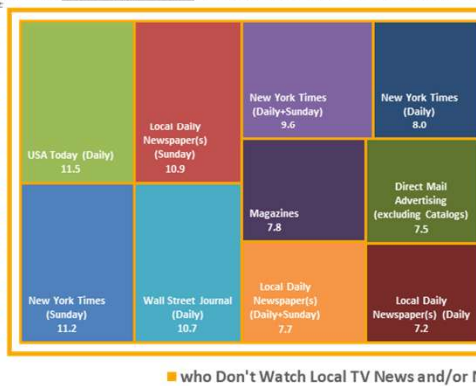
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

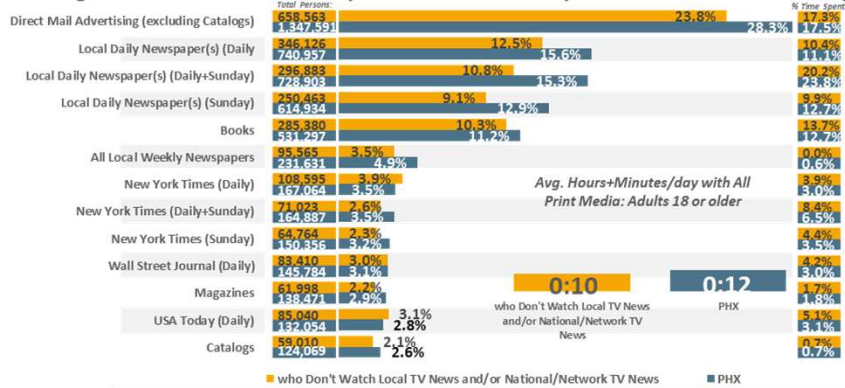
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



296,883 or 10.8% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 23.5% of all time spent daily with All forms of Print M

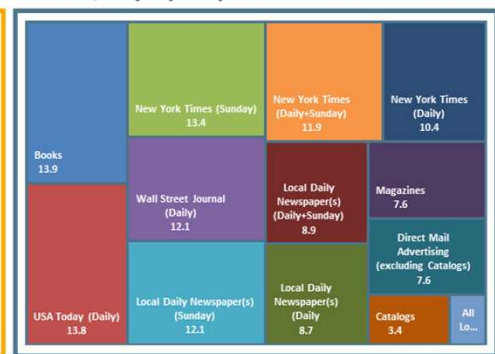
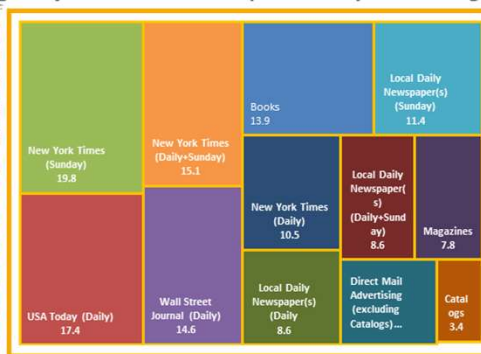
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



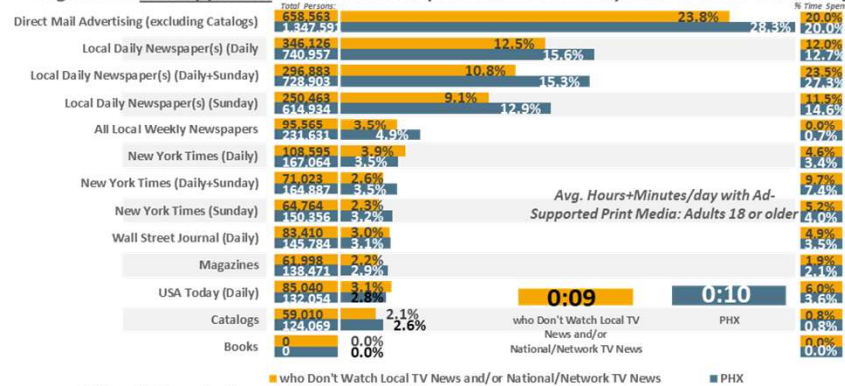
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older



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



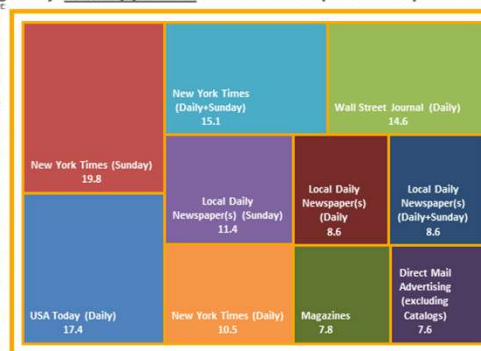
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

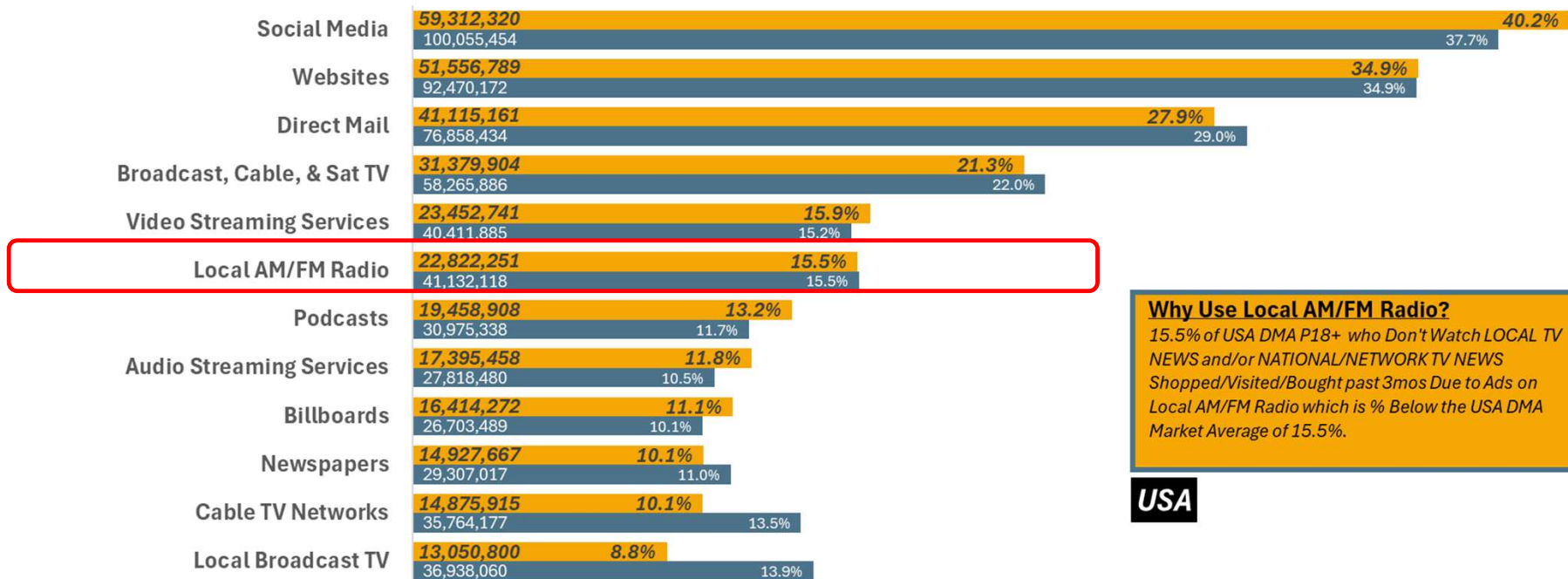
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
15.5% of USA DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 12938
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

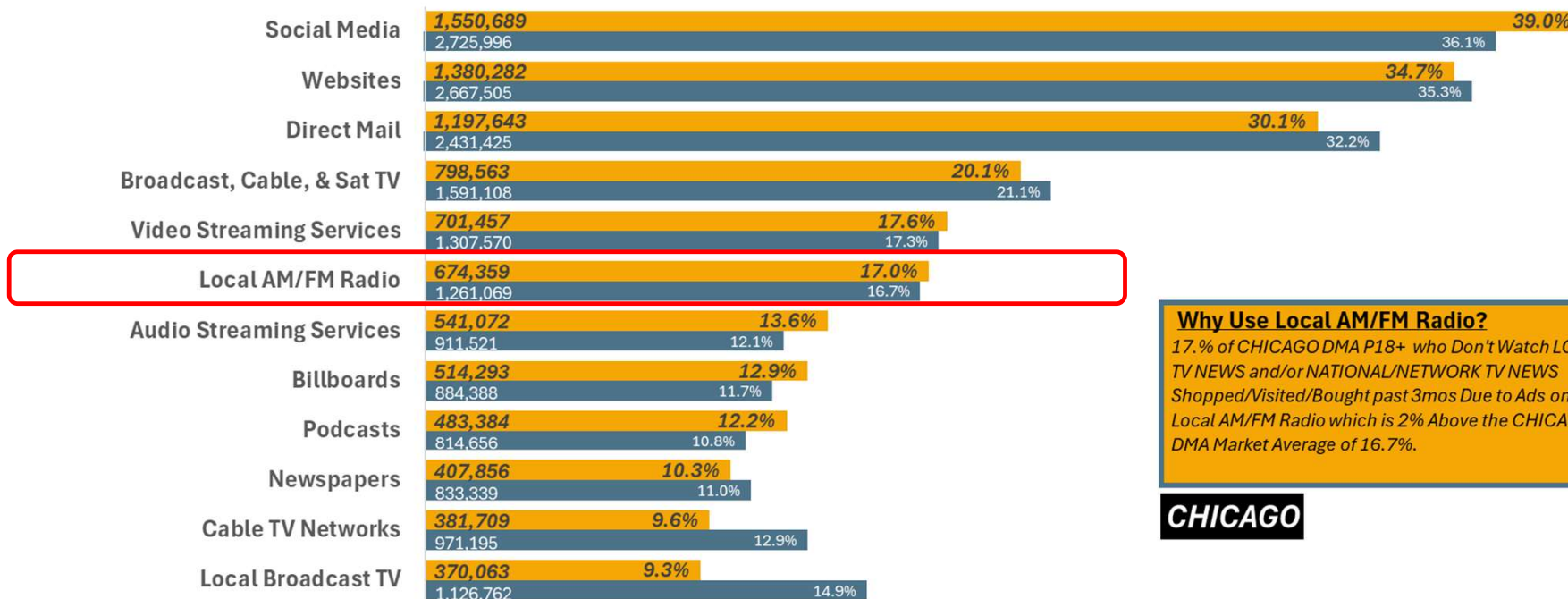
soefa.ai Share of Everything for Anything ©

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.0% of CHICAGO DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1984

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

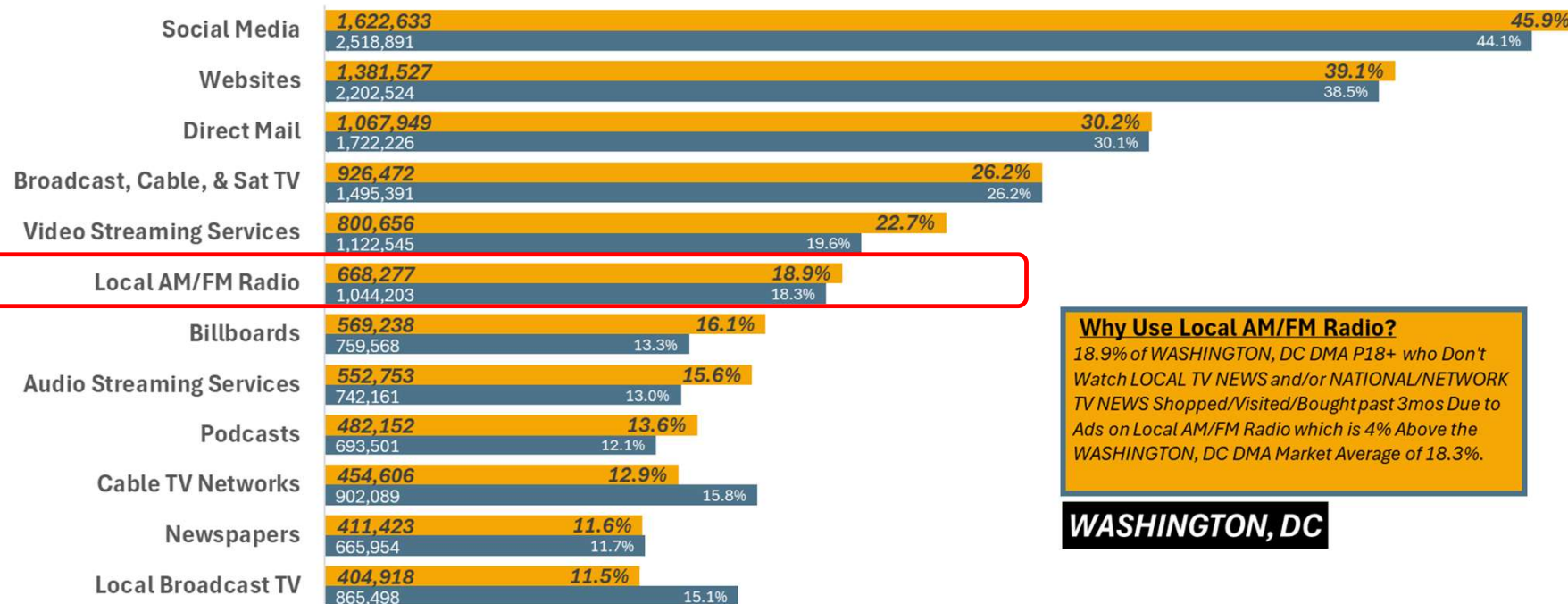
soefa.ai Share of Everything for Anything ©

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.9% of WASHINGTON, DC DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 3295
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

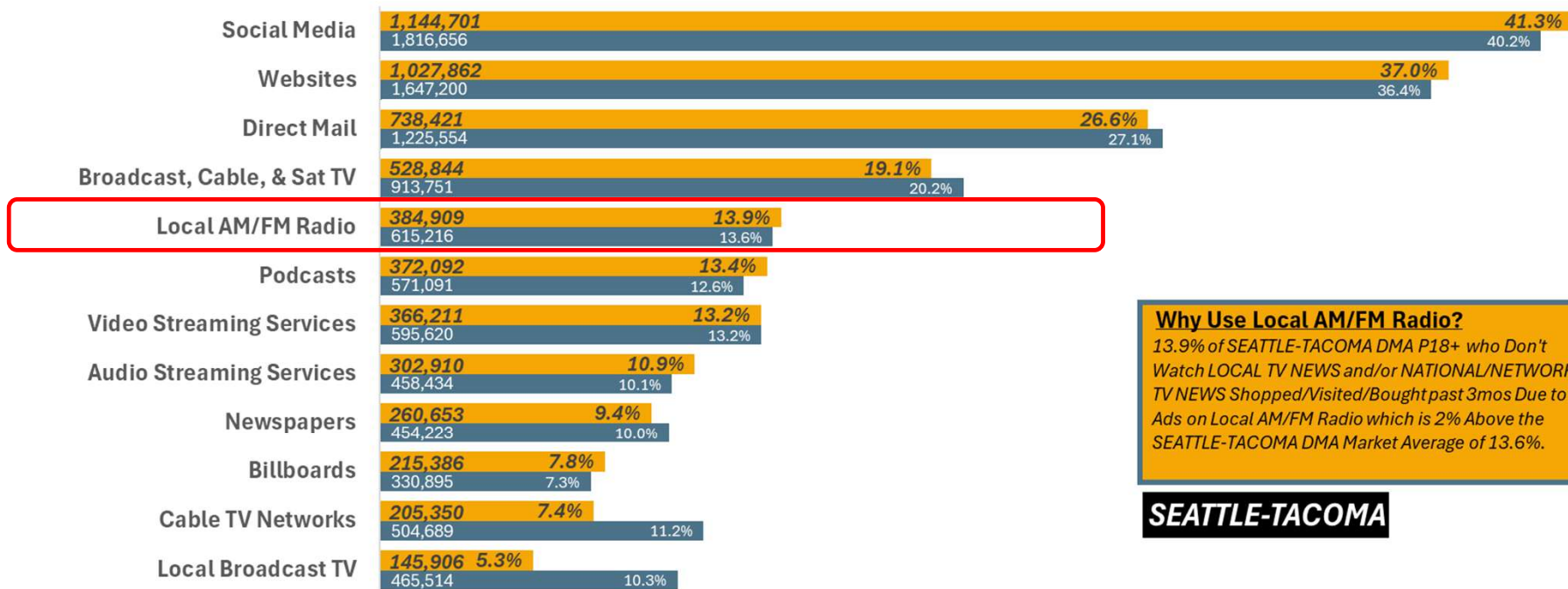
soefa.ai Share of Everything
for Anything ®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.9% of SEATTLE-TACOMA DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 2155
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

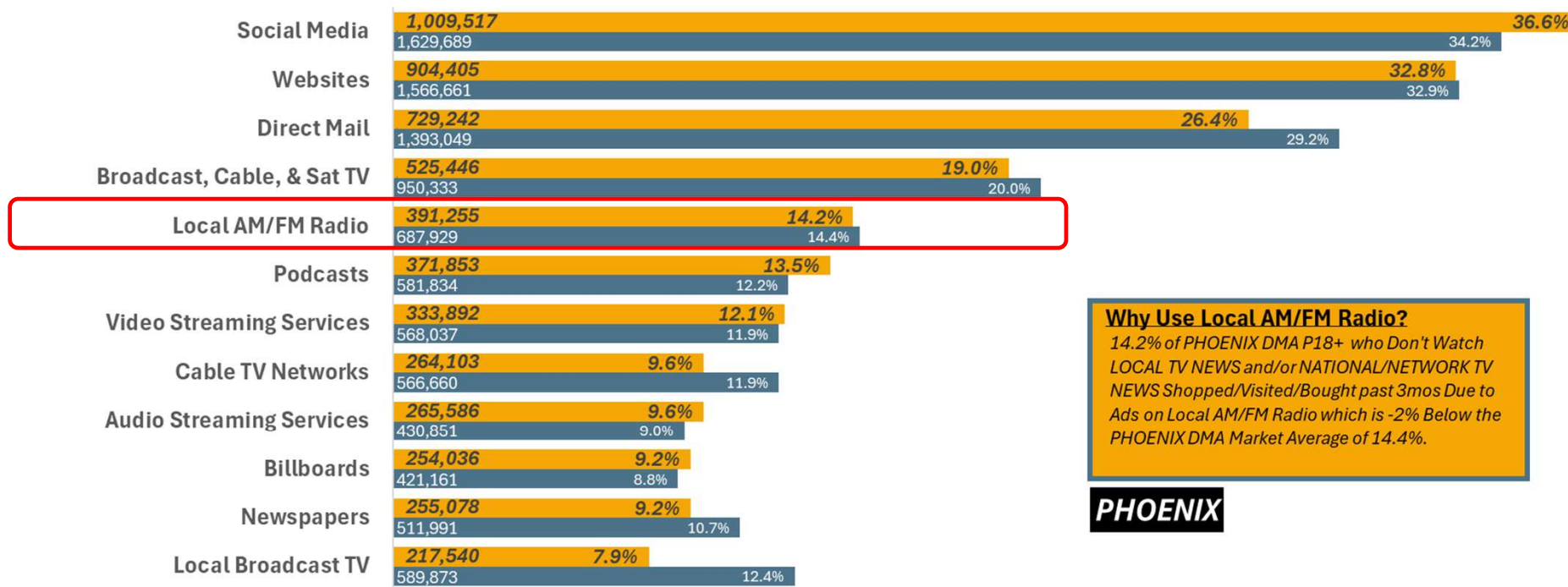
soefa.ai Share of Everything
for Anything ©

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

**P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?
14.2% of PHOENIX DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 1347
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything ©

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)