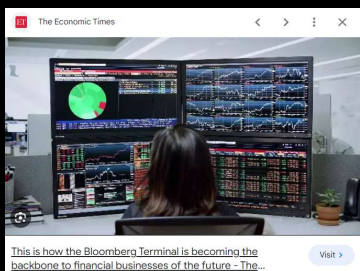


# USA+4 DMAs – P18+ who Shopped at Any SIMON MALL in the past 30 days!

## 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 Shopped at Any SIMON MALL in the past 30 days as of January 31, 2026.**



# P18+

## Vanguard® BlackRock®

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

Malls shopped/visited past 30 days: Any Simon Mall





16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 45.6 years old (6.5% younger than average) and have a \$120,296 (5.6% higher than average) annual household income.

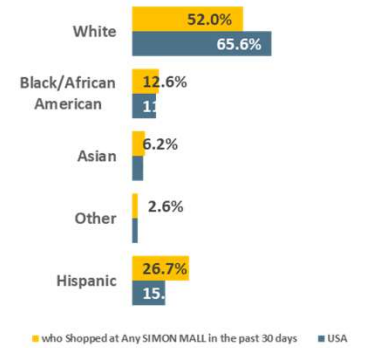
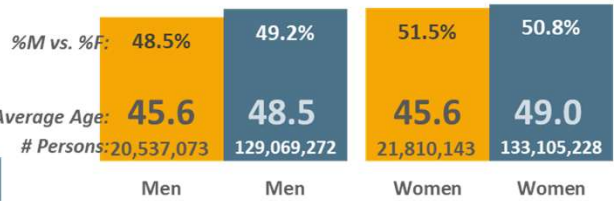


Percent of Market: Adults 18 or older

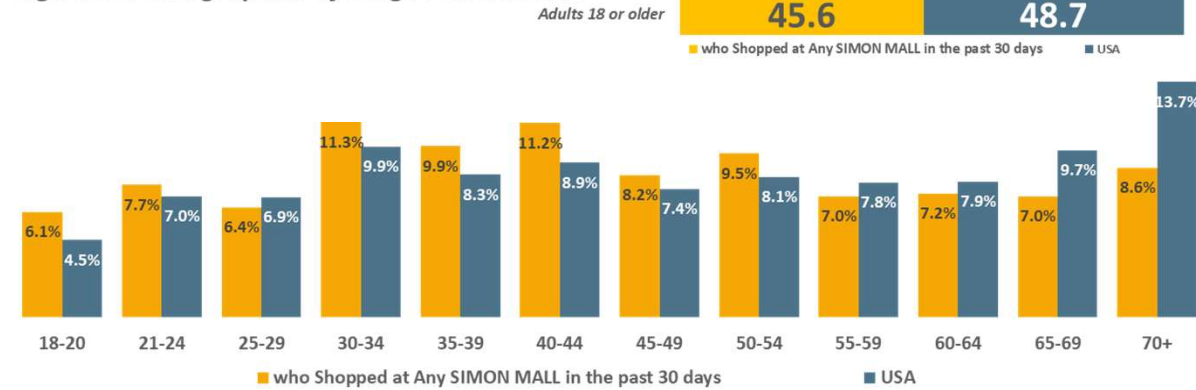


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.





22.8% or 1,718,395 of CHI DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 45.5 years old (5.8% younger than average) and have a \$104,706 (2.6% lower than average) annual household income.

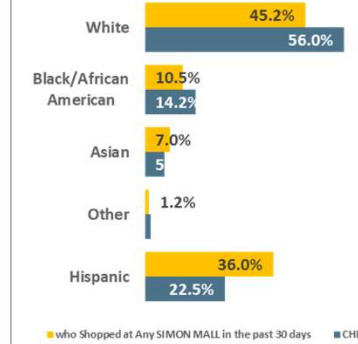
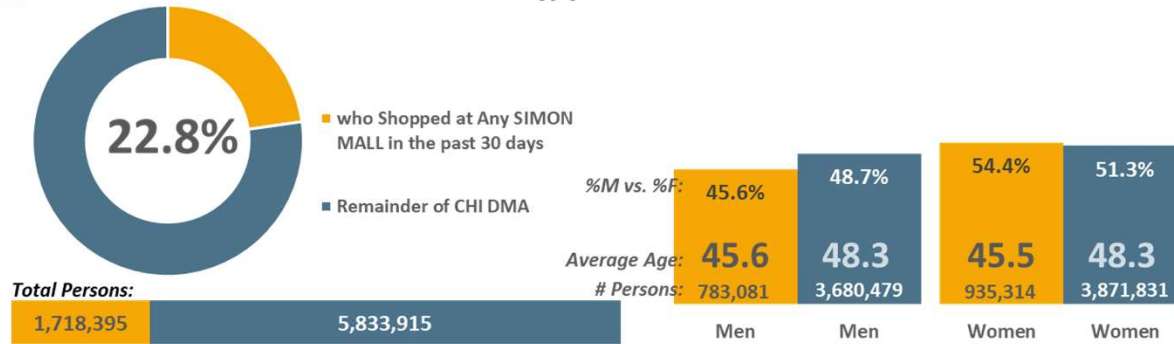


Percent of Market: Adults 18 or older

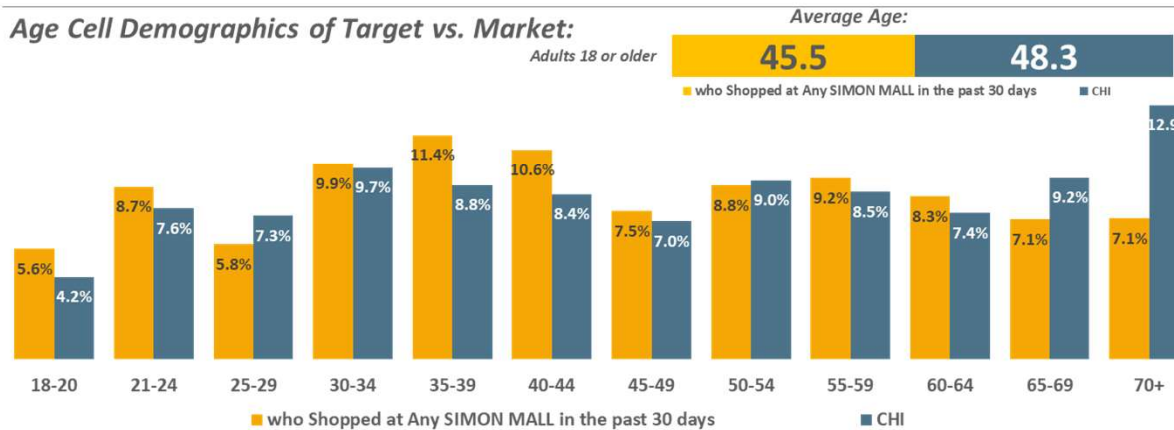


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,027  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall



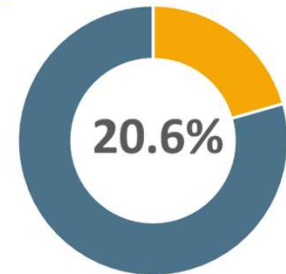
20.6% or 1,177,445 of WDC DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 46.5 years old (3.3% younger than average) and have a \$142,577 (4.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



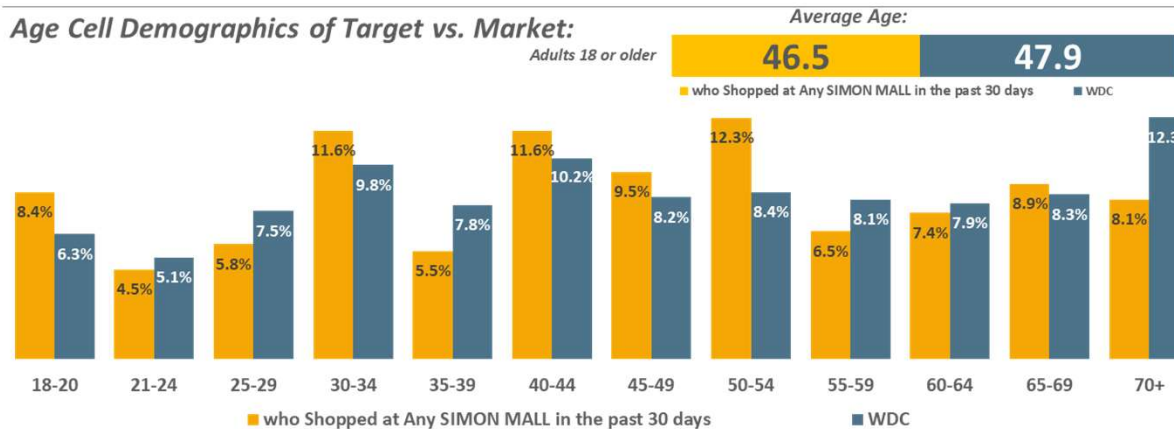
■ who Shopped at Any SIMON MALL in the past 30 days  
■ Remainder of WDC DMA

Total Persons:

1,177,445 4,537,282

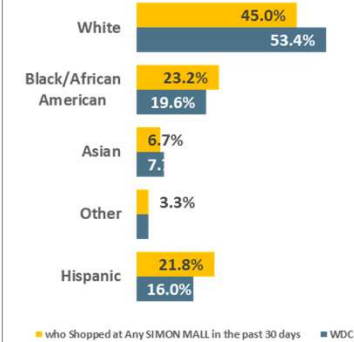
	%M vs. %F:	Average Age:	# Persons:
Men	47.5%	46.6	558,998
Men	48.8%	47.8	2,790,018
Women	52.5%	46.4	618,447
Women	51.2%	48.1	2,924,709

Age Cell Demographics of Target vs. Market:

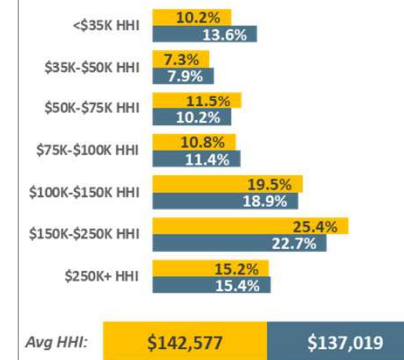


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Malls shopped/visited past 30 days: Any Simon Mall



14.4% or 650,860 of SEA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 43.8 years old (9.3% younger than average) and have a \$139,131 (11.4% higher than average) annual household income.

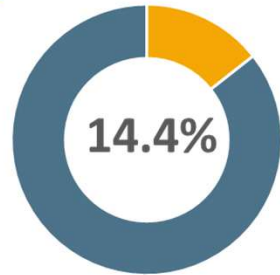


## Percent of Market: Adults 18 or older



## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:



■ who Shopped at Any SIMON MALL in the past 30 days  
■ Remainder of SEA DMA

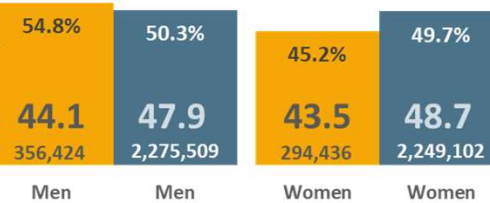
Total Persons:

650,860 3,873,751

%M vs. %F:

Average Age:

# Persons:

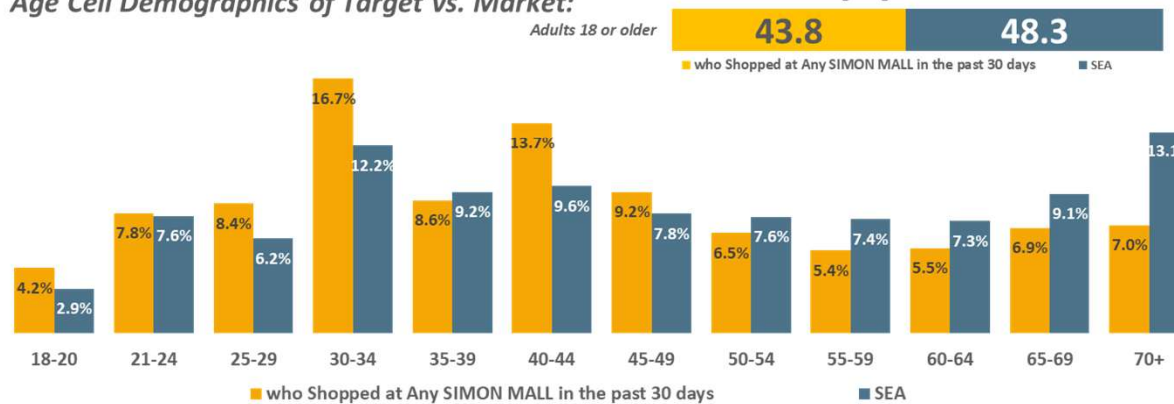


## Age Cell Demographics of Target vs. Market:

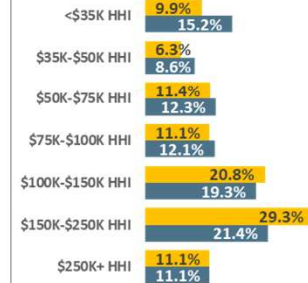
Average Age:

Adults 18 or older

■ who Shopped at Any SIMON MALL in the past 30 days ■ SEA



## HHI of Target vs. Market:



Avg HHI:

\$139,131 \$124,869

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 577  
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall



11.3% or 538,259 of PHX DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Typical Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 38.1 years old (21.7% younger than average) and have a \$79,175 (24.8% lower than average) annual household income.



Percent of Market: Adults 18 or older

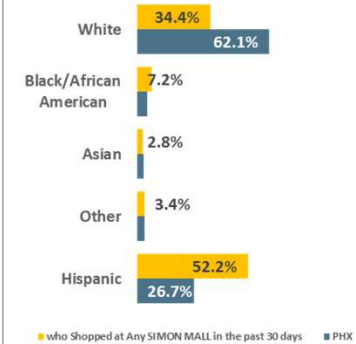


Gender of Target vs. Market: Adults 18 or older

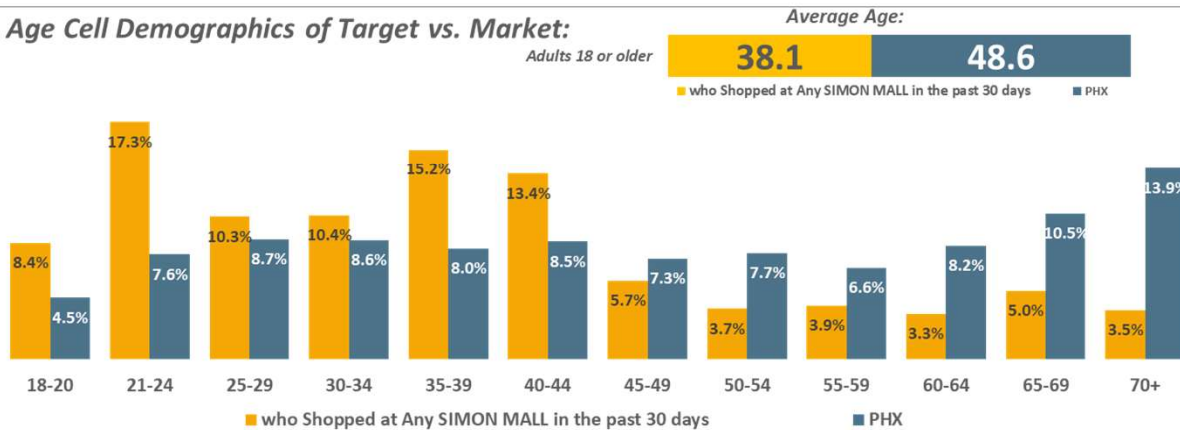
Ethnicity of Target vs. Market:



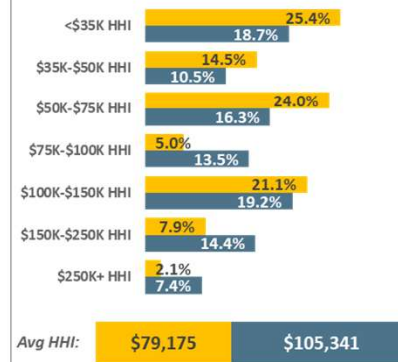
	%M vs. %F	Average Age	# Persons
Men	49.6%	37.6	267,073
Men	49.6%	47.9	2,363,560
Women	50.4%	38.6	271,186
Women	50.4%	49.4	2,399,951



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 259  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall

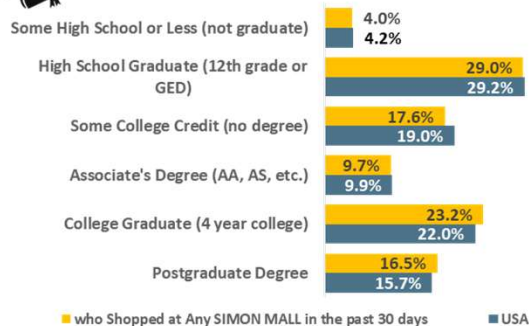




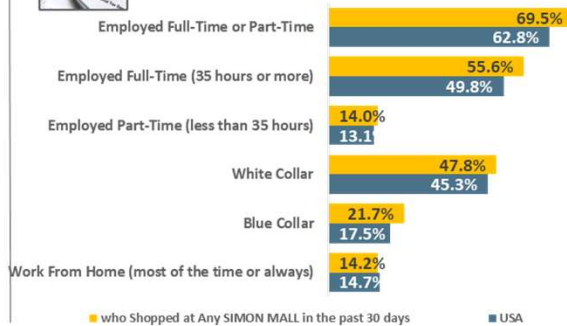
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.3% more likely to be a college graduate, 11.7% more likely to work full-time, 2.4% more likely to be married, 27.4% more likely to be a parent of 1 or more children under 18.



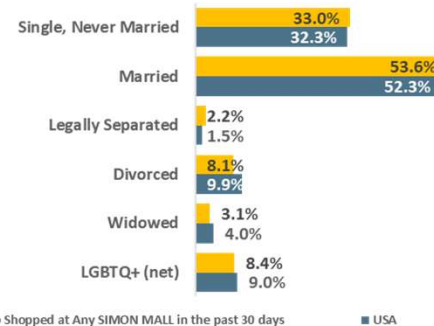
### Education Levels: Adults 18 or older



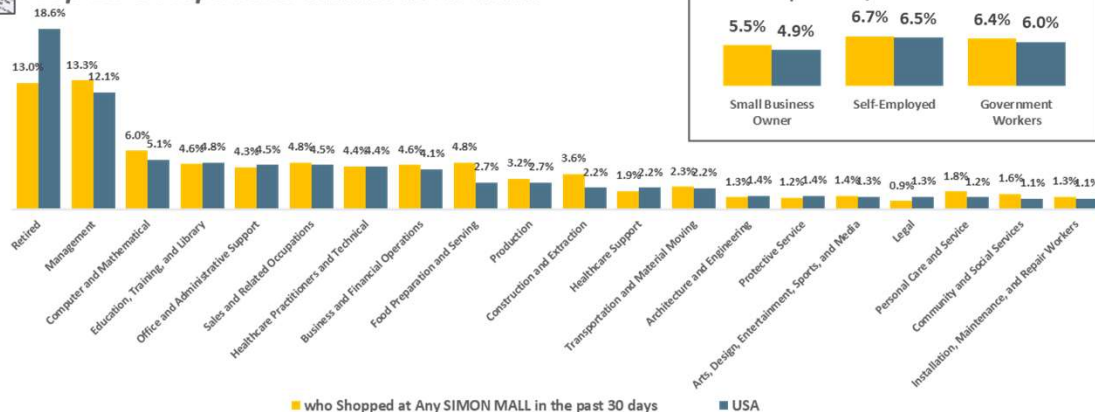
### Employment: Adults 18 or older



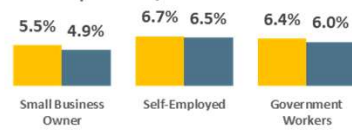
### Marital Status: Adults 18 or older



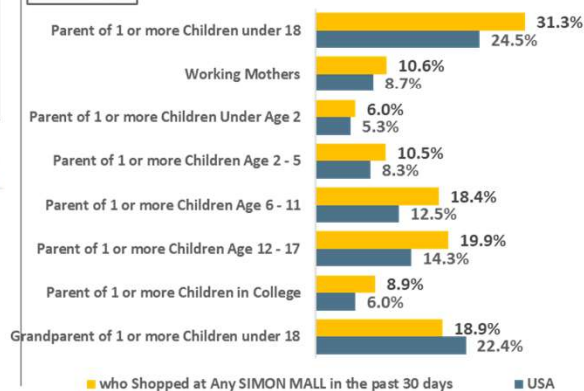
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

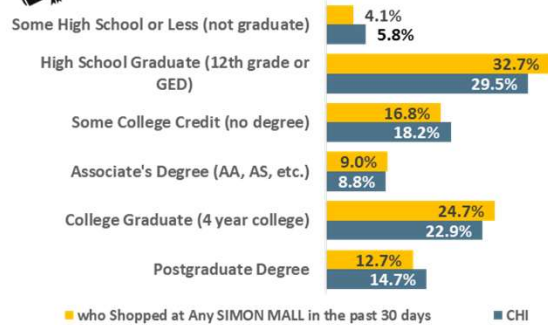
Malls shopped/visited past 30 days: Any Simon Mall



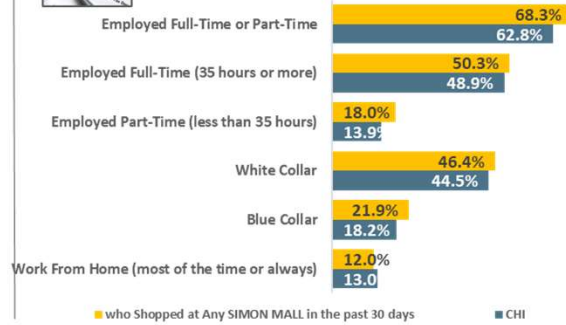
22.8% or 1,718,395 of CHI DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .7% less likely to be a college graduate, 2.9% more likely to work full-time, .5% more likely to be married, 37.2% more likely to be a parent of 1 or more children under 18.



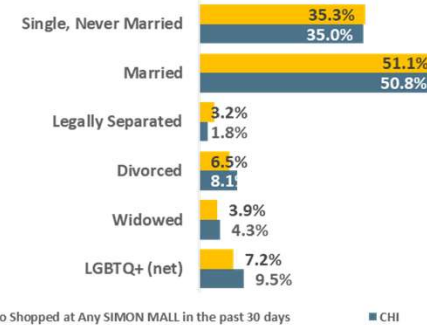
### Education Levels: Adults 18 or older



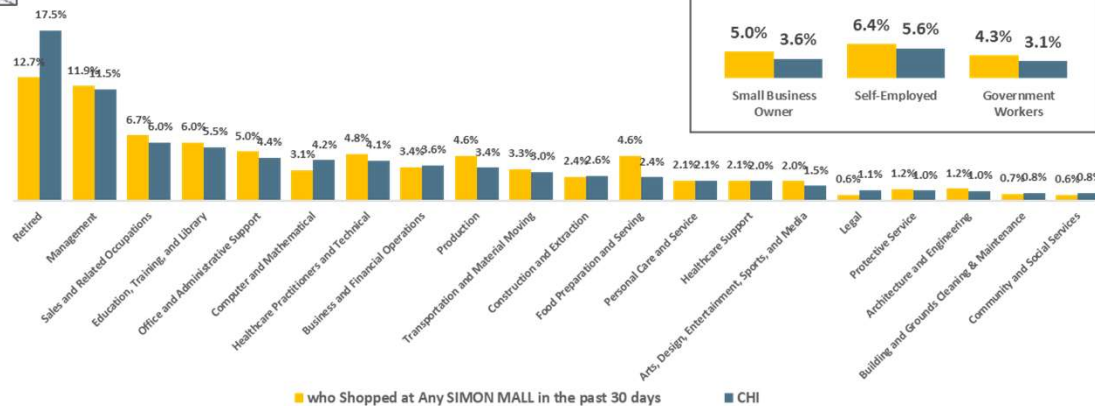
### Employment: Adults 18 or older



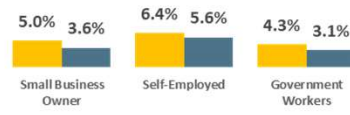
### Marital Status: Adults 18 or older



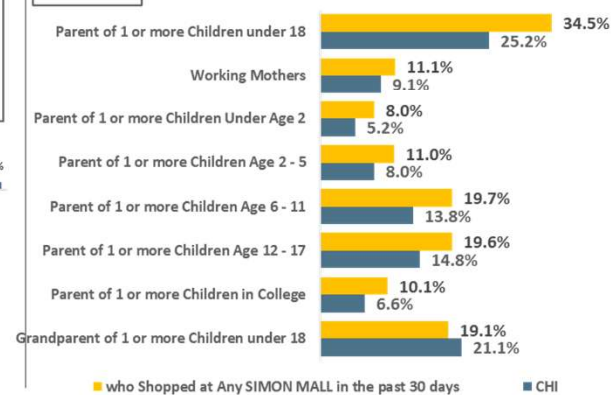
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

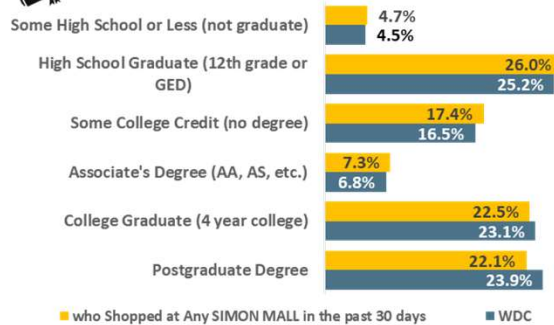




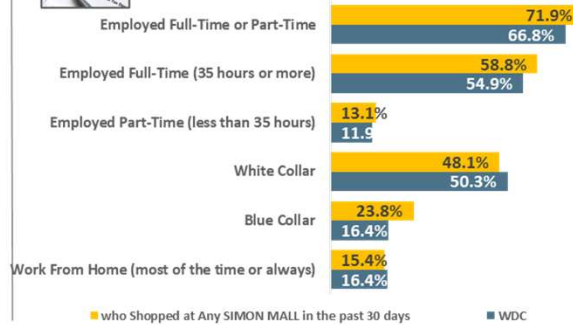
20.6% or 1,177,445 of WDC DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.1% less likely to be a college graduate, 7.1% more likely to work full-time, 8.9% more likely to be married, 23.7% more likely to be a parent of 1 or more children under 18.



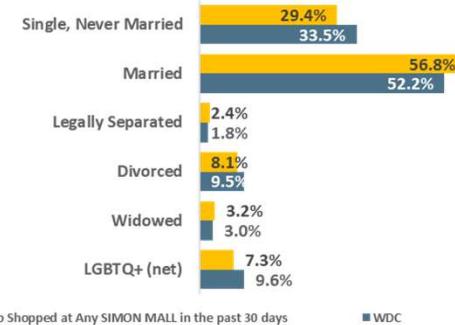
### Education Levels: Adults 18 or older



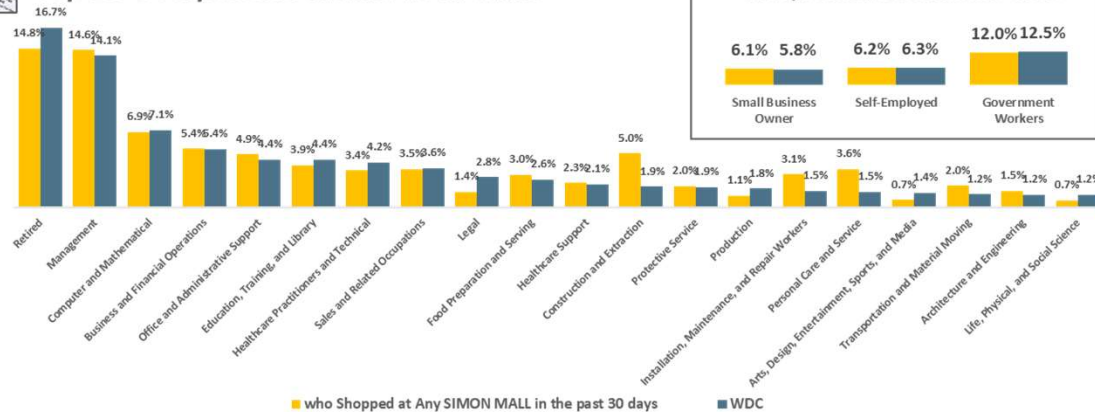
### Employment: Adults 18 or older



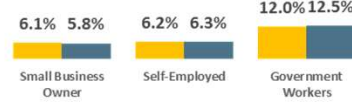
### Marital Status: Adults 18 or older



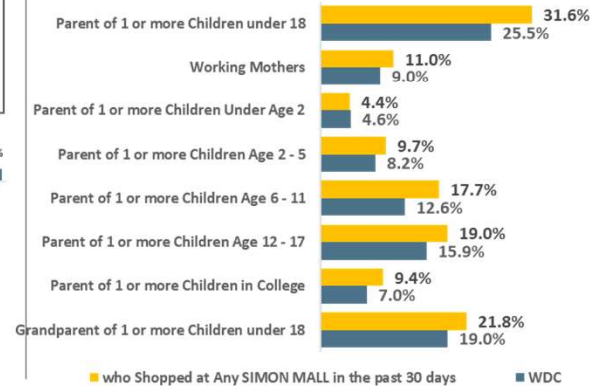
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall

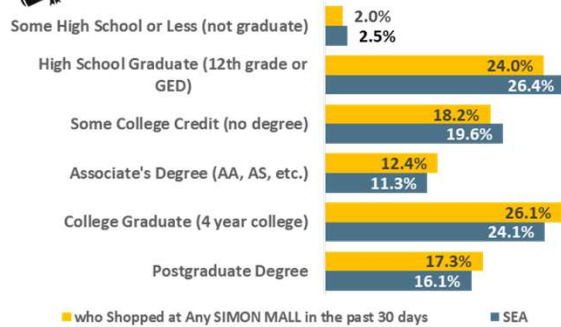




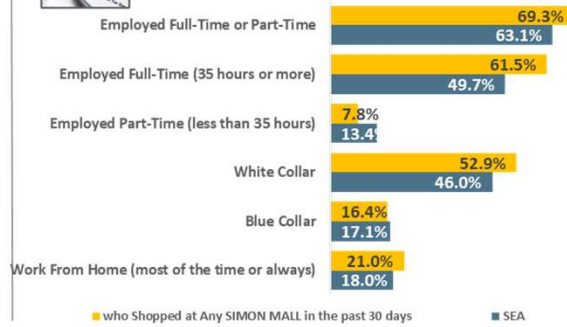
14.4% or 650,860 of SEA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 7.8% more likely to be a college graduate, 23.6% more likely to work full-time, 2.1% more likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.



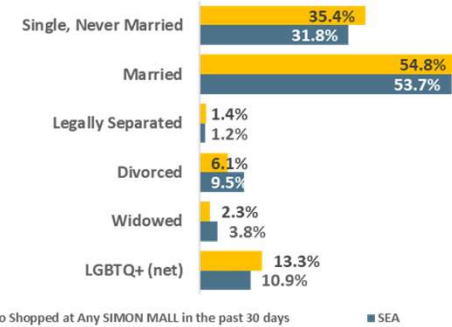
### Education Levels: Adults 18 or older



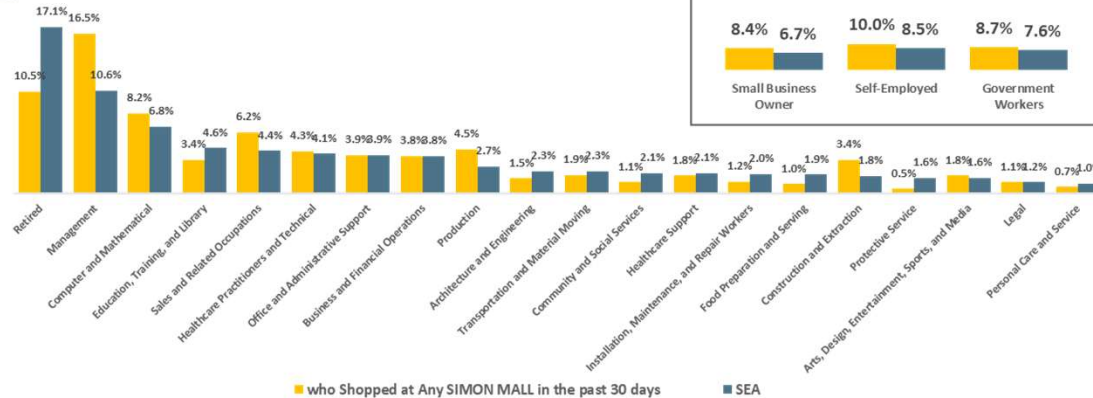
### Employment: Adults 18 or older



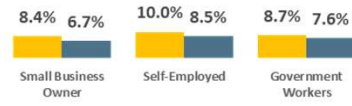
### Marital Status: Adults 18 or older



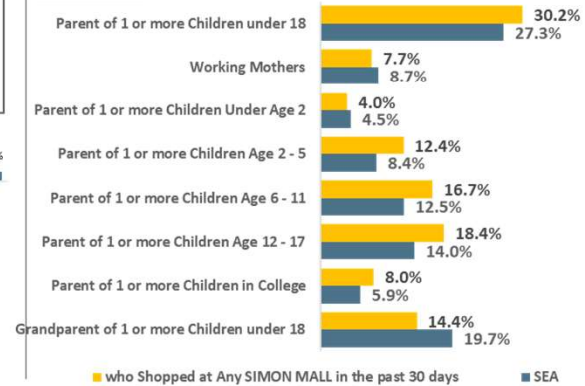
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



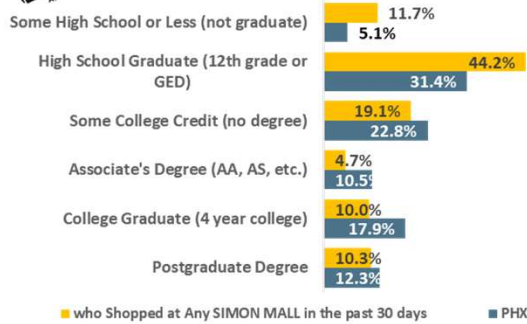




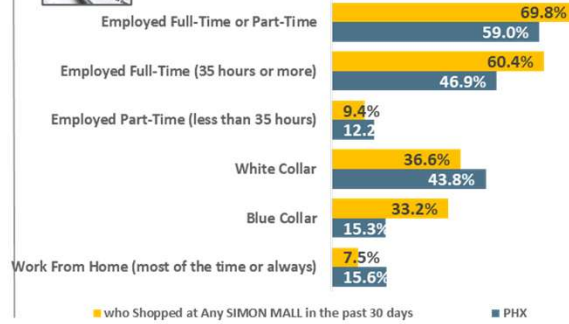
11.3% or 538,259 of PHX DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 32.9% less likely to be a college graduate, 28.8% more likely to work full-time, 13.8% less likely to be married, 39.8% more likely to be a parent of 1 or more children under 18.



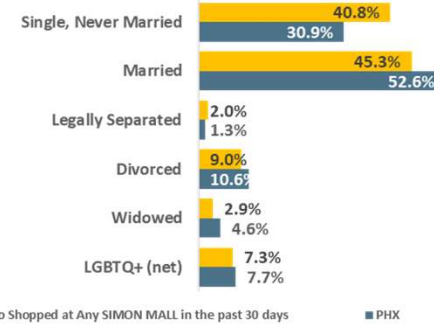
### Education Levels: Adults 18 or older



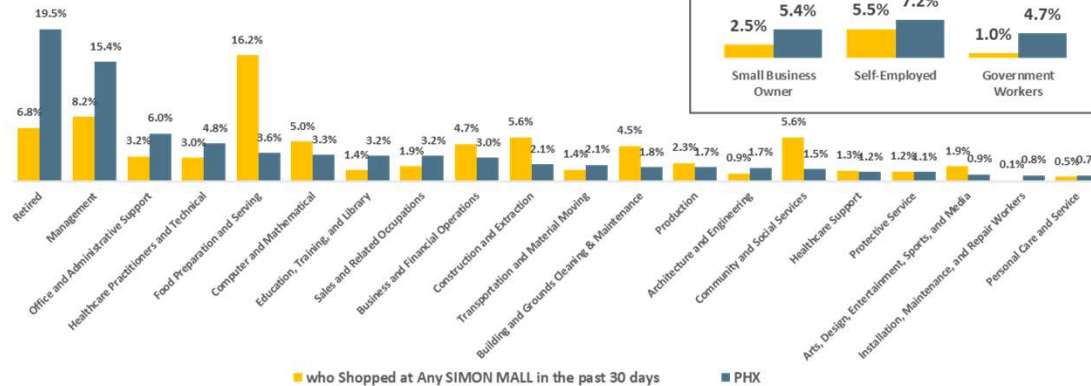
### Employment: Adults 18 or older



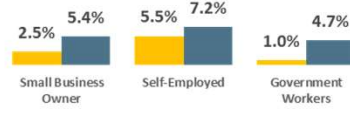
### Marital Status: Adults 18 or older



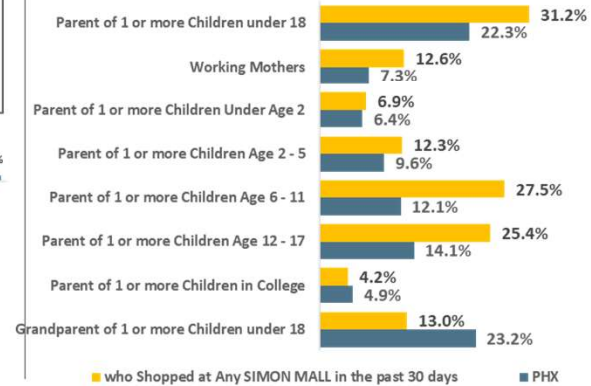
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers

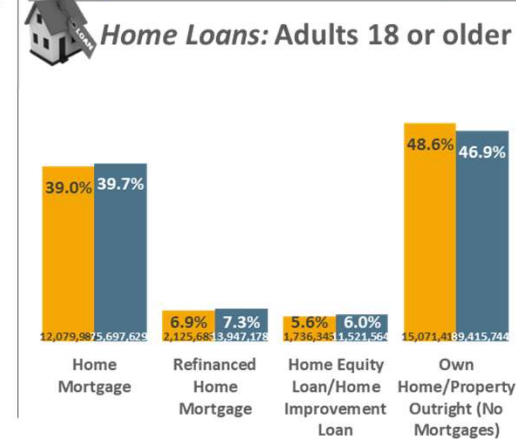
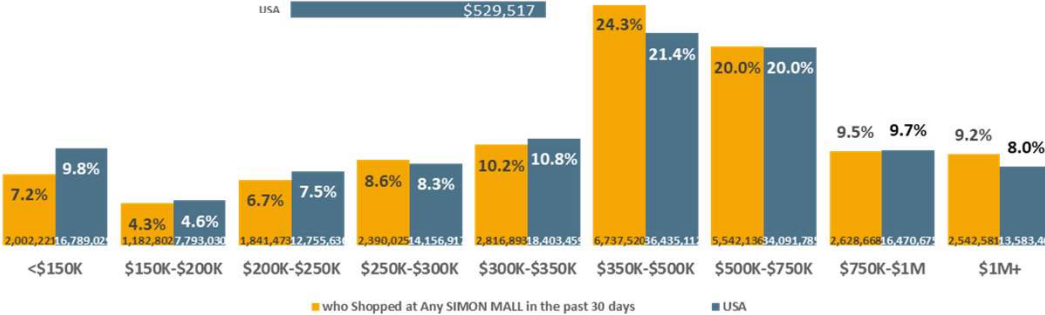
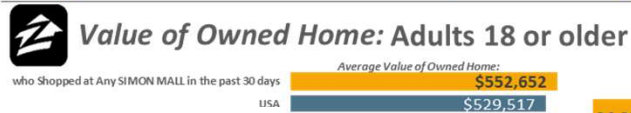
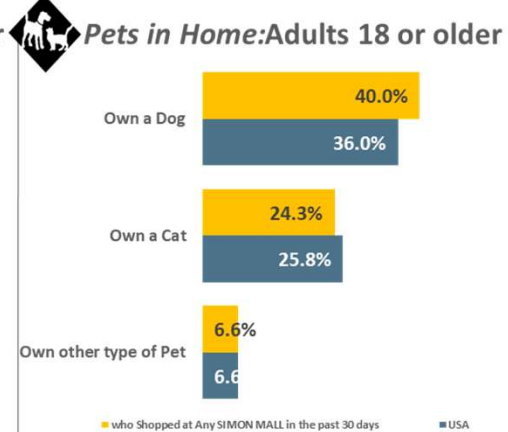
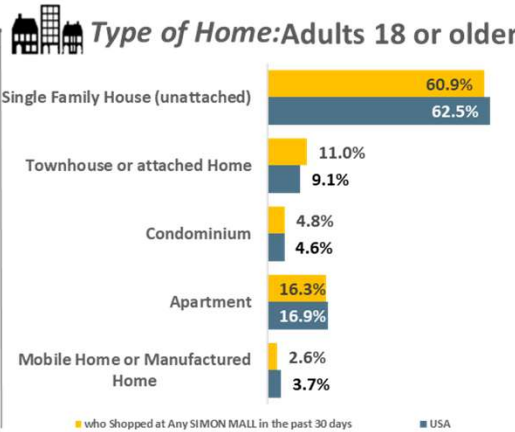
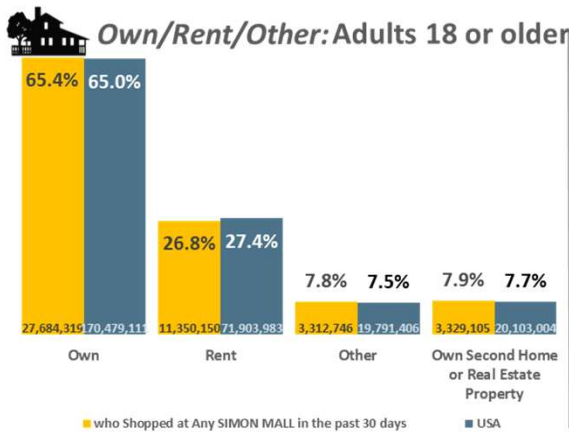


### Stage in Life: Adults 18 or older





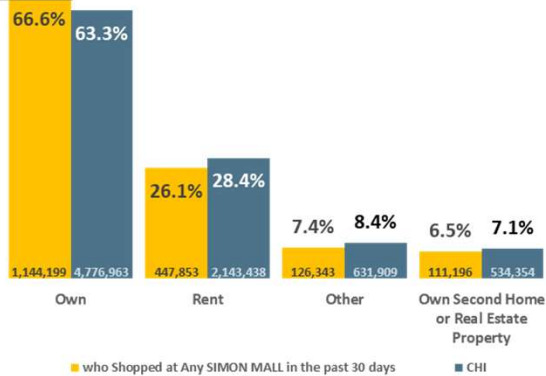
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are .5% more likely to own their home, 4.4% more likely to own a higher valued home, 2.6% less likely to have a single-family home, 11.1% more likely to have a dog.



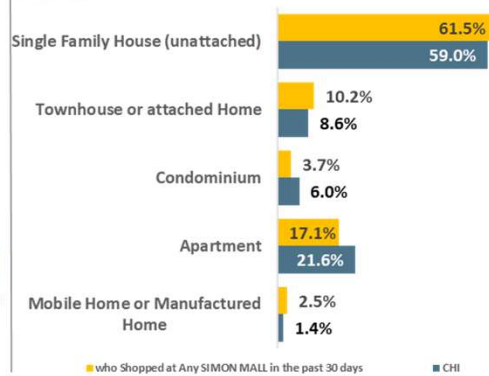


22.8% or 1,718,395 of CHI DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.3% more likely to own their home, 7.5% more likely to own a lower valued home, 4.2% more likely to have a single-family home, 18.3% more likely to have a dog.

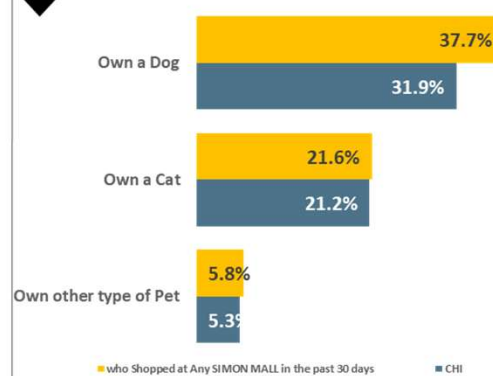
### Own/Rent/Other: Adults 18 or older



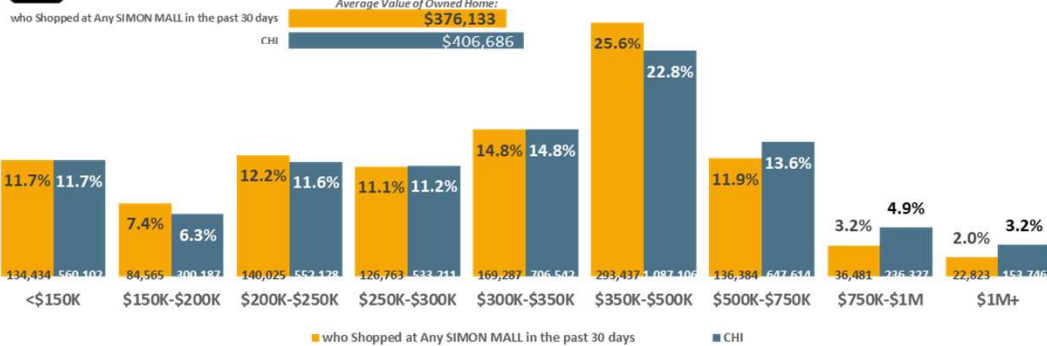
### Type of Home: Adults 18 or older



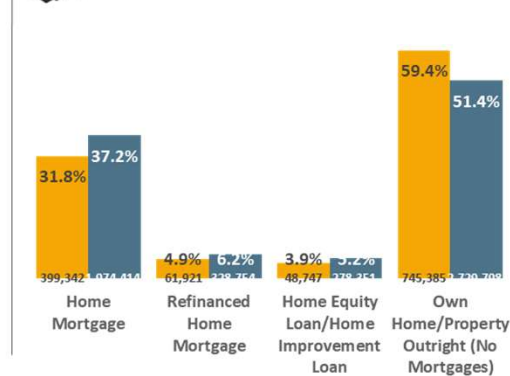
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

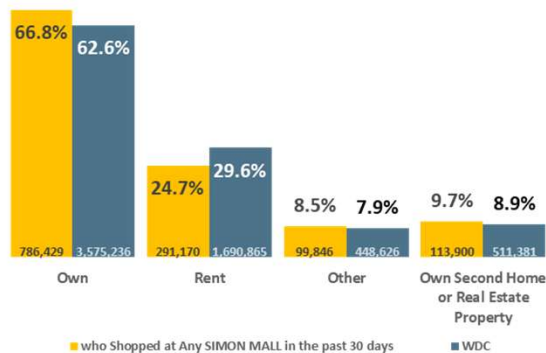




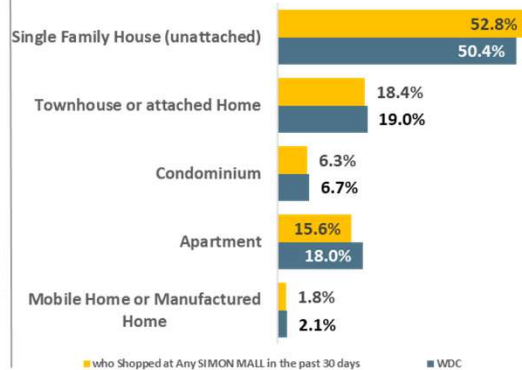
20.6% or 1,177,445 of WDC DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 6.8% more likely to own their home, .% more likely to own a lower valued home, 4.9% more likely to have a single-family home, 18.3% more likely to have a dog.



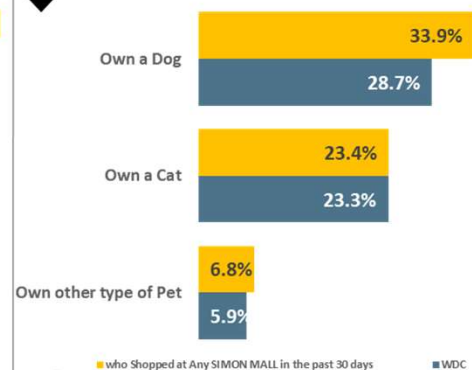
### Own/Rent/Other: Adults 18 or older



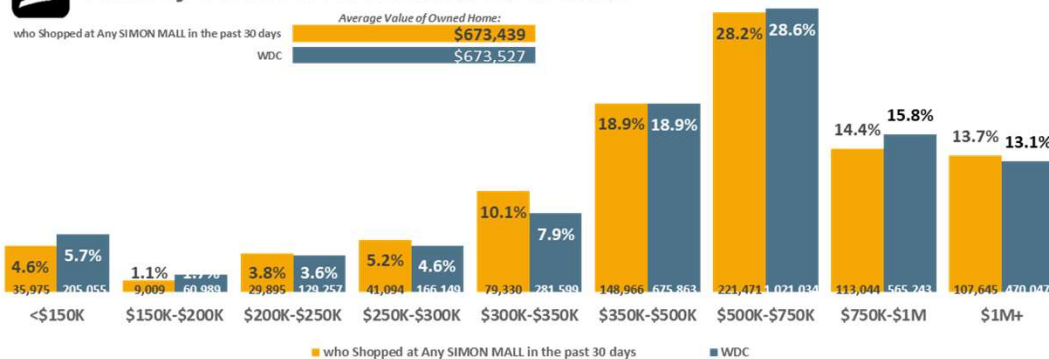
### Type of Home: Adults 18 or older



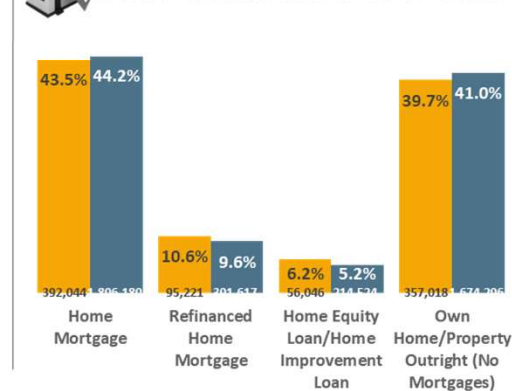
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

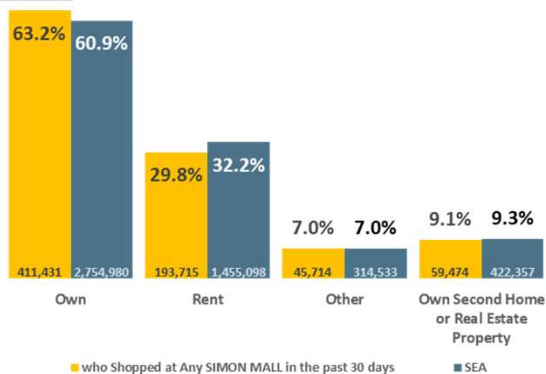




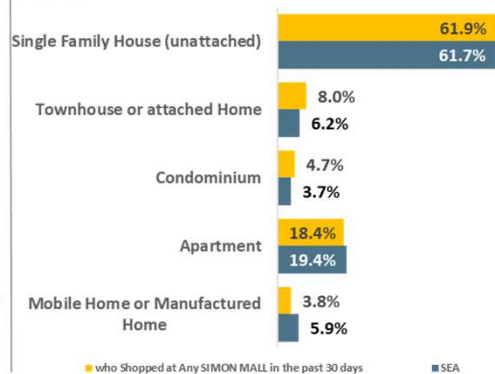


14.4% or 650,860 of SEA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 3.8% more likely to own their home, 2.5% more likely to own a lower valued home, .4% more likely to have a single-family home, 20.7% more likely to have a dog.

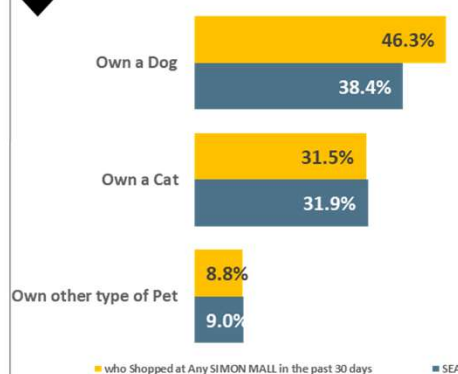
### Own/Rent/Other: Adults 18 or older



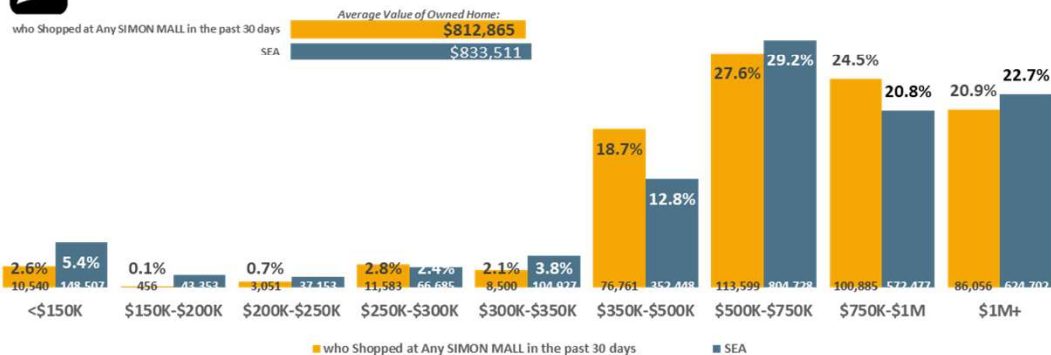
### Type of Home: Adults 18 or older



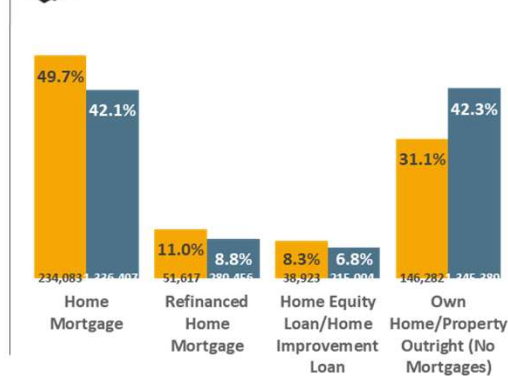
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



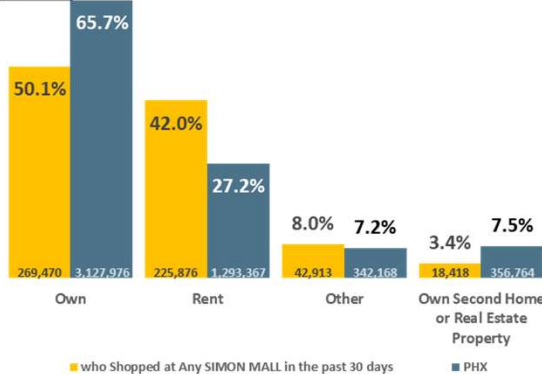
### Home Loans: Adults 18 or older



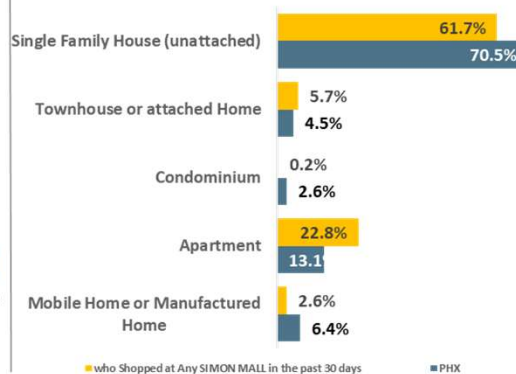


11.3% or 538,259 of PHX DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 23.8% less likely to own their home, 1.4% more likely to own a lower valued home, 12.4% less likely to have a single-family home, 20.4% more likely to have a dog.

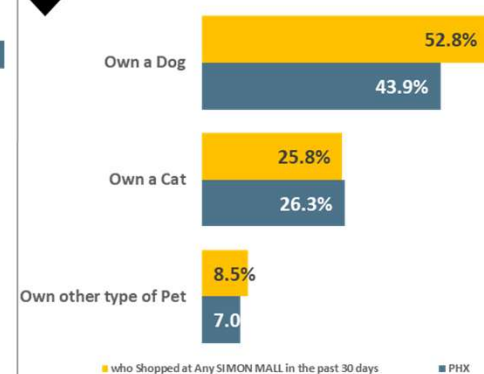
### Own/Rent/Other: Adults 18 or older



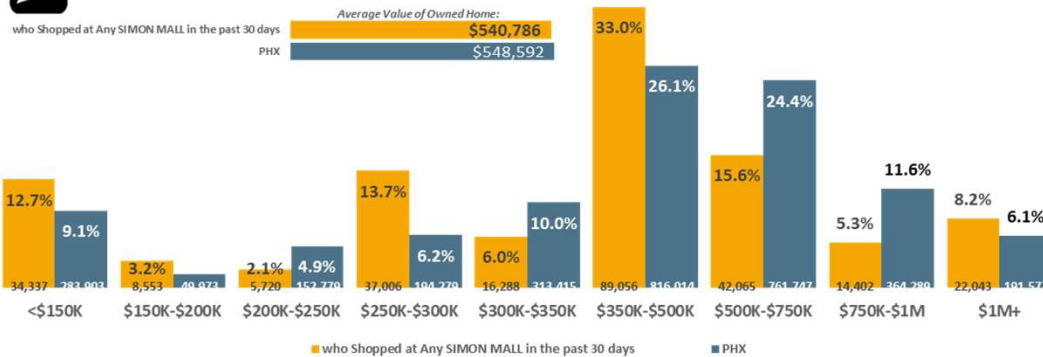
### Type of Home: Adults 18 or older



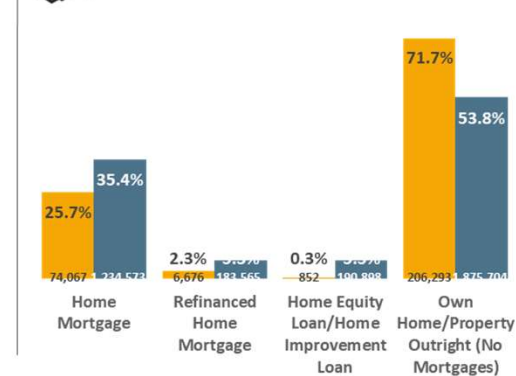
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

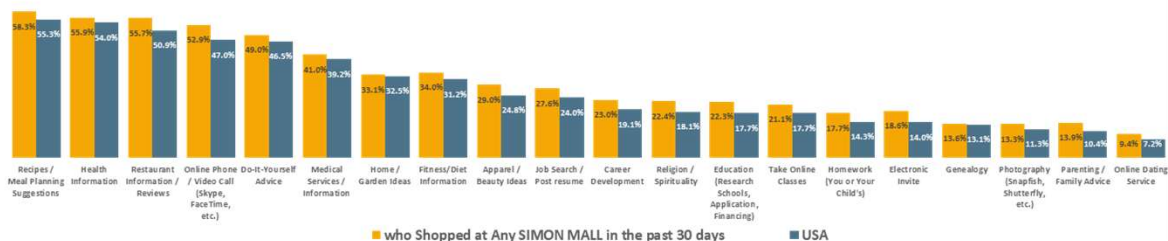




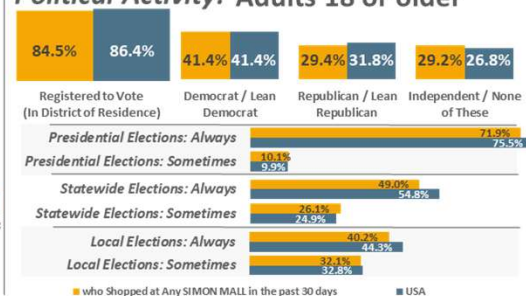
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.4% more likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 25.3% more likely to belong to a gym, 18.3% more likely to fly domestic past yr.



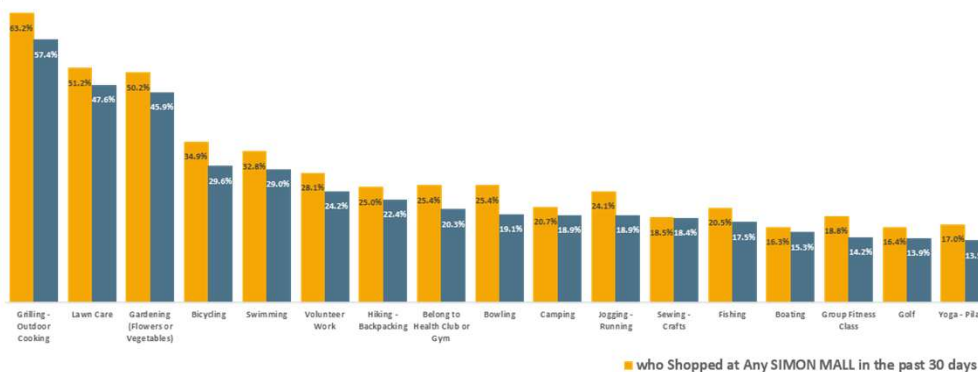
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



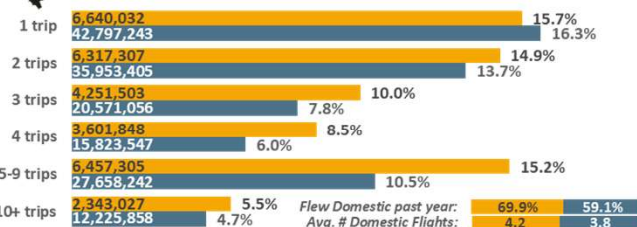
### Political Activity: Adults 18 or older



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



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

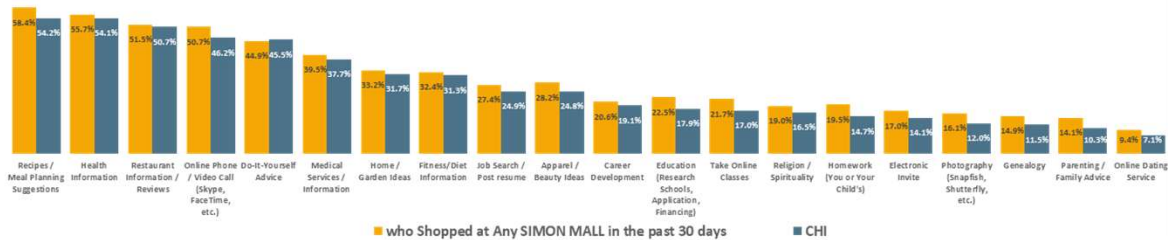




22.8% or 1,718,395 of CHI DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 1.4% less likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 16.% more likely to belong to a gym, 9.% more likely to fly domestic past yr.

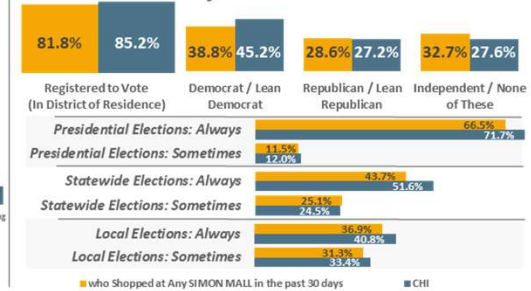


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Shopped at Any SIMON MALL in the past 30 days ■ CHI

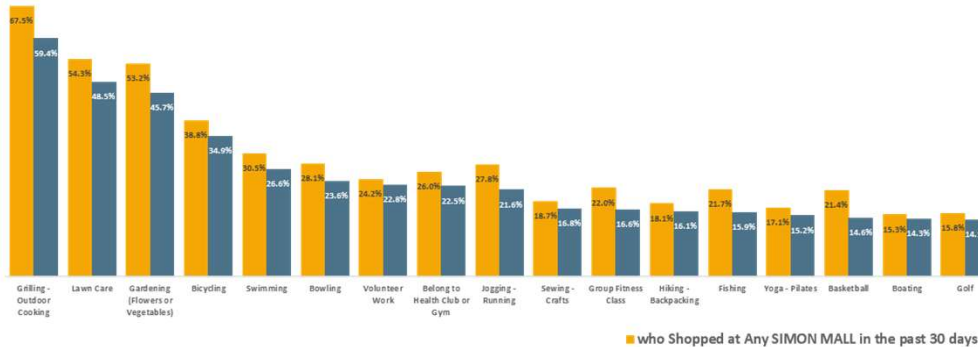
### Political Activity: Adults 18 or older



■ who Shopped at Any SIMON MALL in the past 30 days ■ CHI



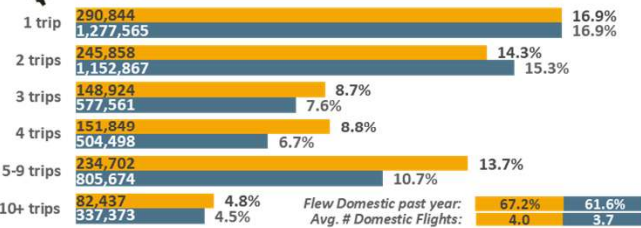
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Shopped at Any SIMON MALL in the past 30 days ■ CHI



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



Flew Domestic past year: 67.2% vs 61.6%  
Avg. # Domestic Flights: 4.0 vs 3.7

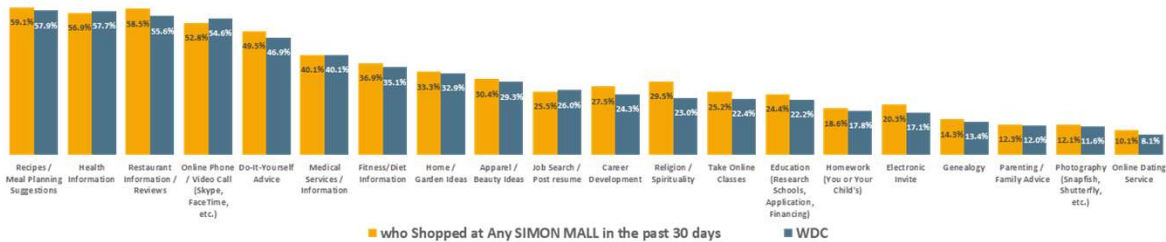




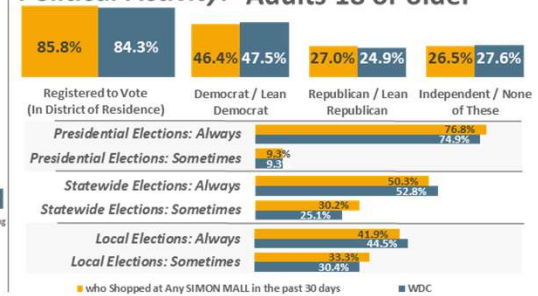
20.6% or 1,177,445 of WDC DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 5.5% more likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 21.8% more likely to belong to a gym, 12.7% more likely to fly domestic past yr.



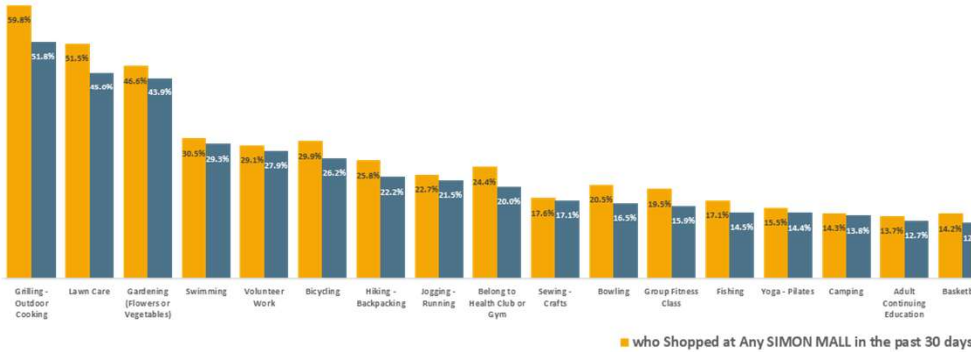
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



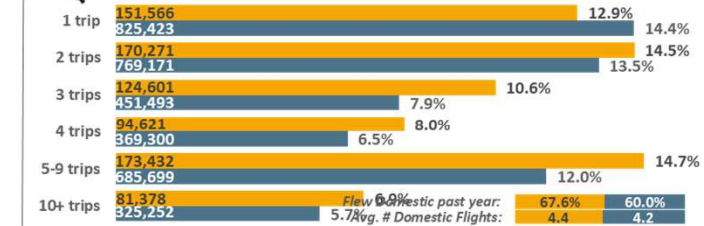
### Political Activity: Adults 18 or older



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



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

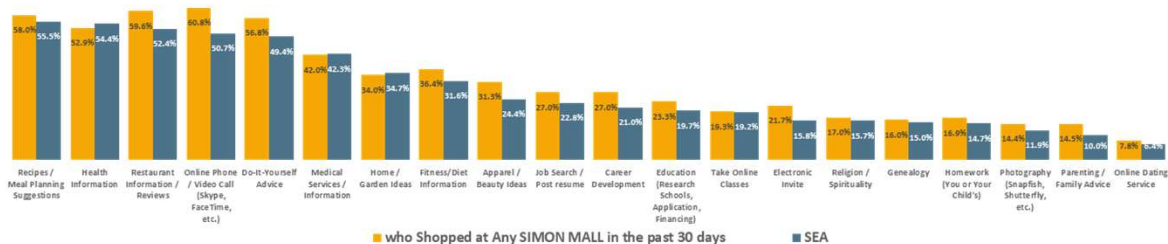




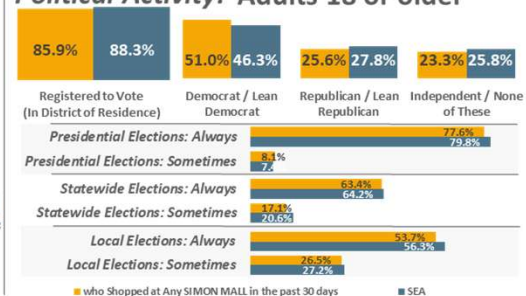
14.4% or 650,860 of SEA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 15.1% more likely to look up D-I-Y advice online, 4.6% less likely to always vote in local elections, 16.6% more likely to belong to a gym, 22.4% more likely to fly domestic past yr.



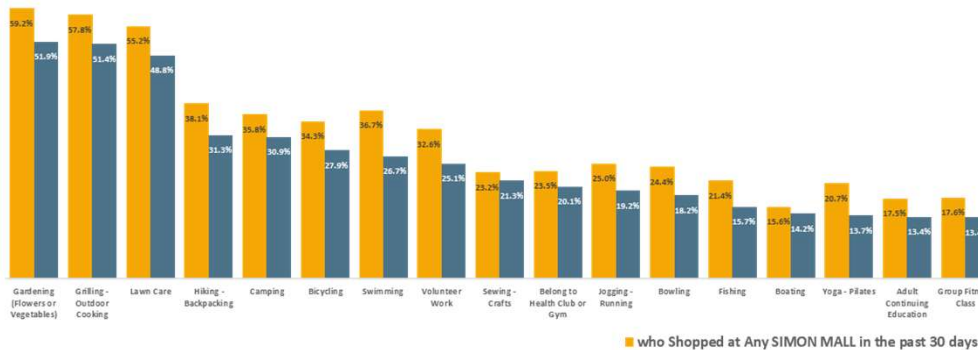
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



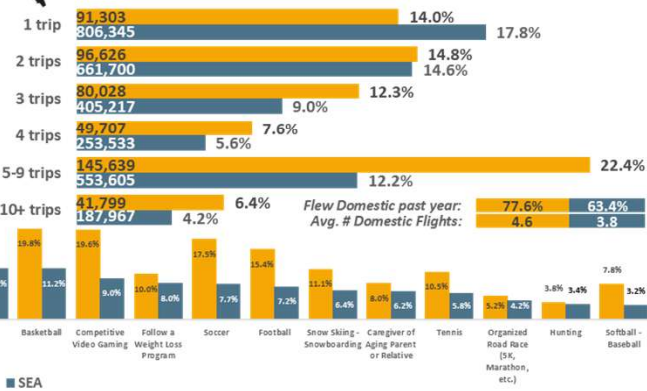
### Political Activity: Adults 18 or older



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



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

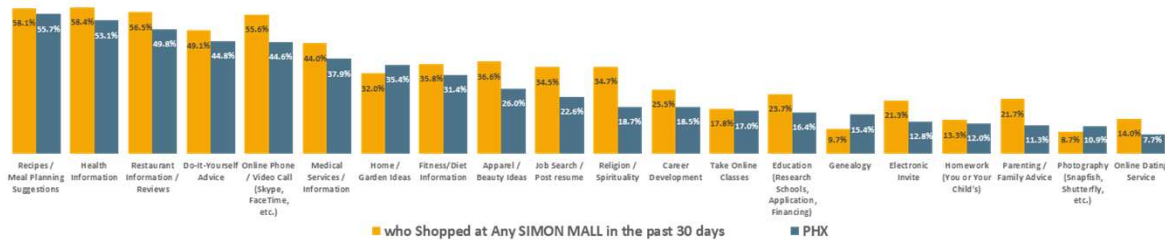




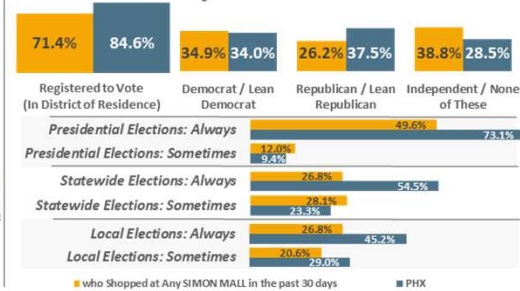
11.3% or 538,259 of PHX DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 9.6% more likely to look up D-I-Y advice online, 40.7% less likely to always vote in local elections, 10.3% more likely to belong to a gym, 5.2% more likely to fly domestic past yr.



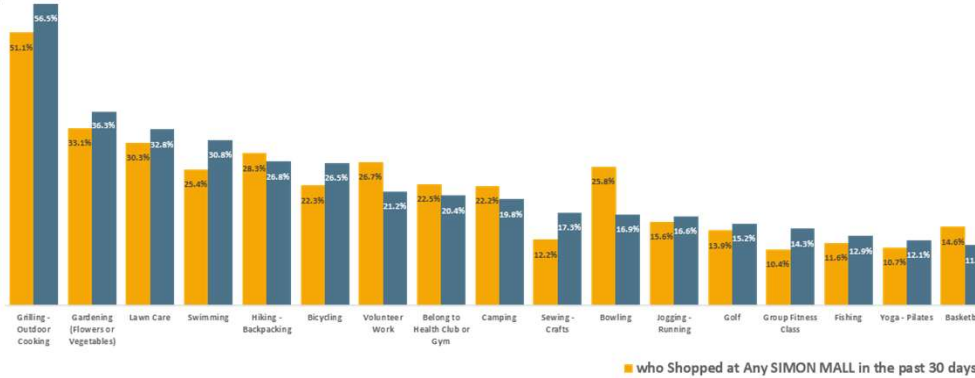
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



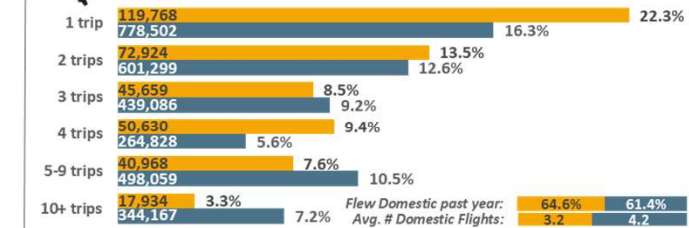
### Political Activity: Adults 18 or older



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



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

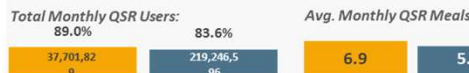
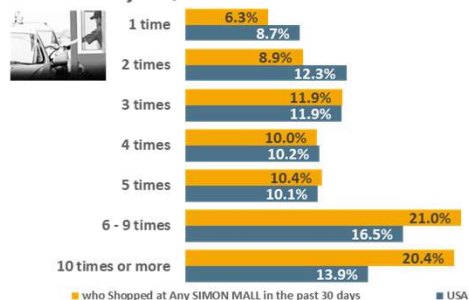


Flew Domestic past year: 64.6%  
Avg. # Domestic Flights: 3.2

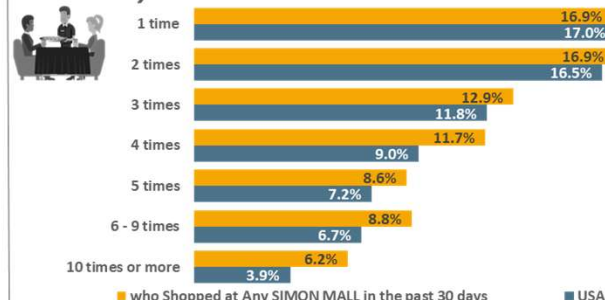


16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 6.5% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 25.9% more likely to use Casinos past yr., 4.2% more likely to smoke cigarettes.

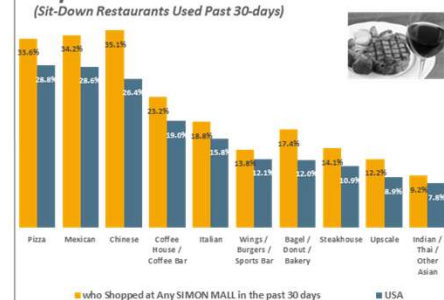
### Past 30-days QSR Users: Adults 18 or older



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



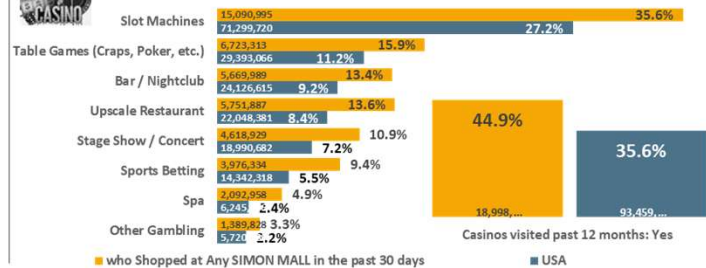
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



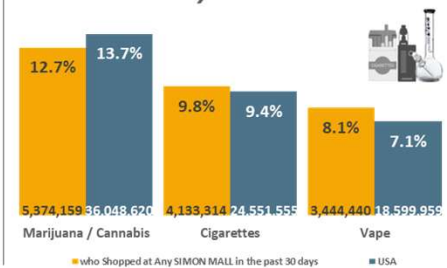
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

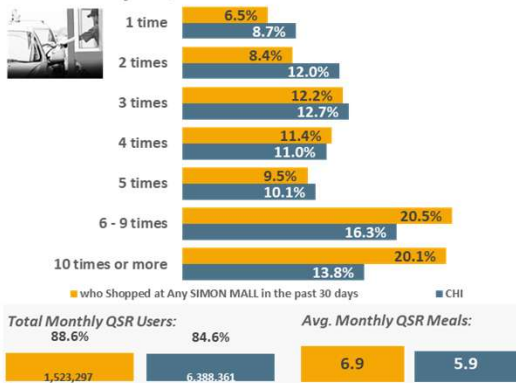






22.8% or 1,718,395 of CHI DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 4.8% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 19.% more likely to use Casinos past yr., 23.8% less likely to smoke cigarettes.

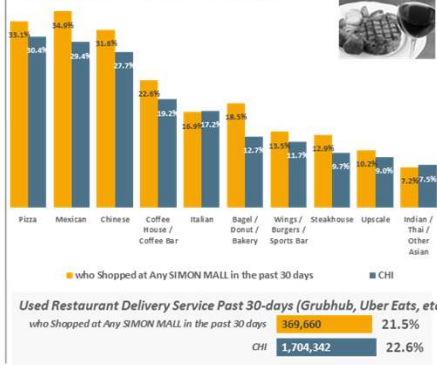
### Past 30-days QSR Users: Adults 18 or older



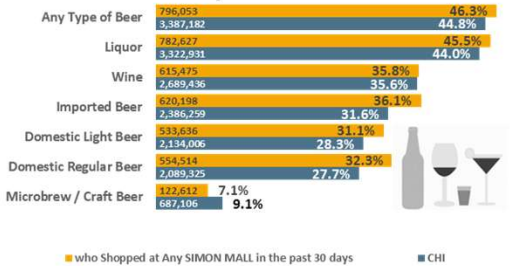
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



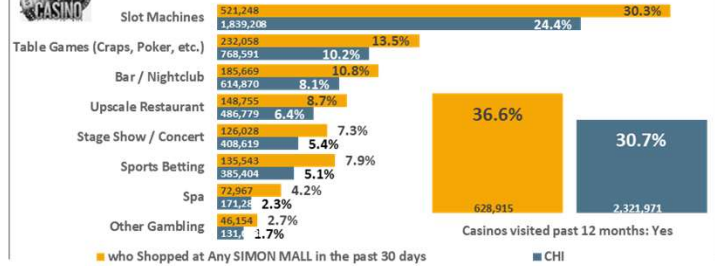
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



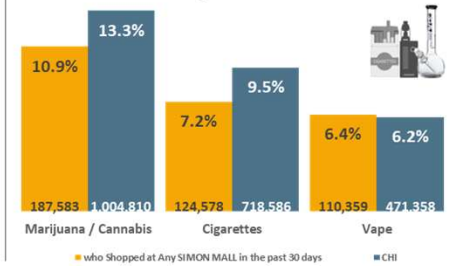
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



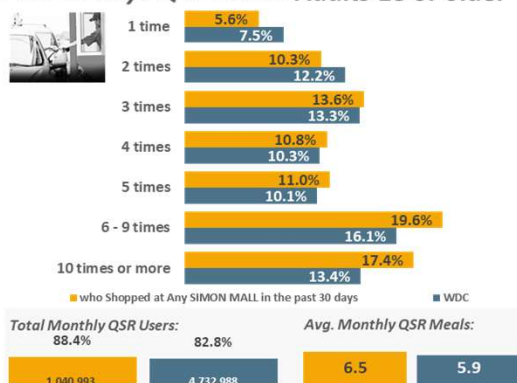
### Used Past 30-days: Adults 18 or older



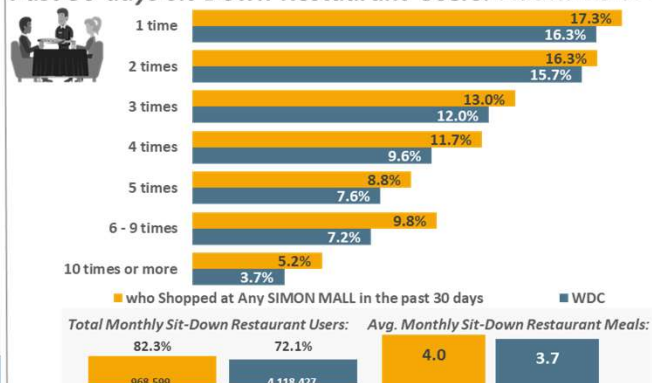


20.6% or 1,177,445 of WDC DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 6.7% more likely to use QSRs past mo., 14.1% more likely to use Sit-Down Restaurants past mo., 37.7% more likely to use Casinos past yr., 6.9% less likely to smoke cigarettes.

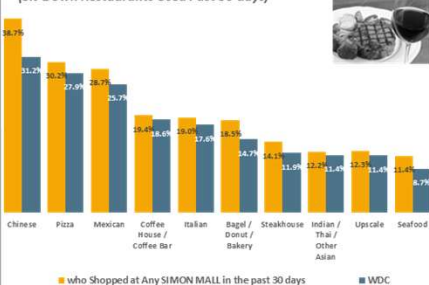
### Past 30-days QSR Users: Adults 18 or older



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



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

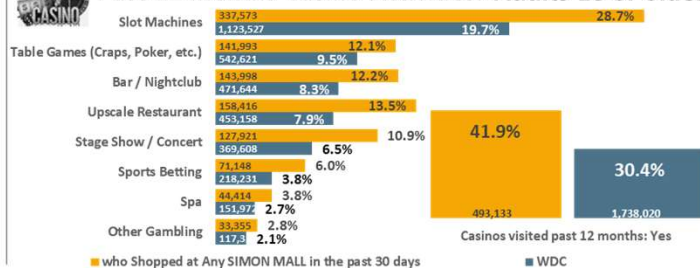


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Shopped at Any SIMON MALL in the past 30 days: 302,830 (25.7%)  
 WDC: 1,397,483 (24.5%)

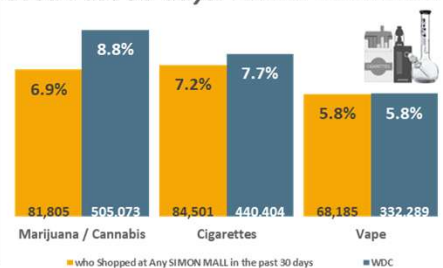
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



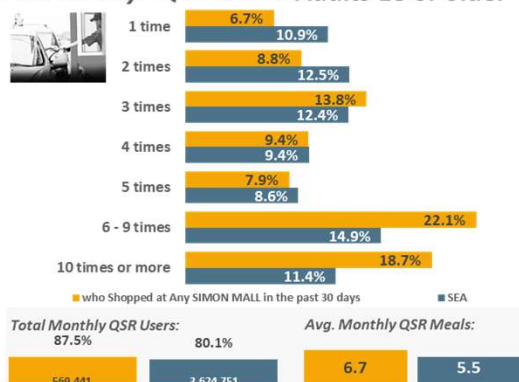
### Used Past 30-days: Adults 18 or older



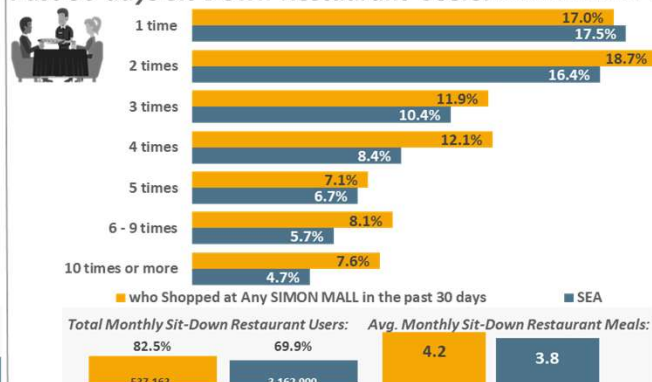


14.4% or 650,860 of SEA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 9.2% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 45.4% more likely to use Casinos past yr., 57.7% more likely to smoke cigarettes.

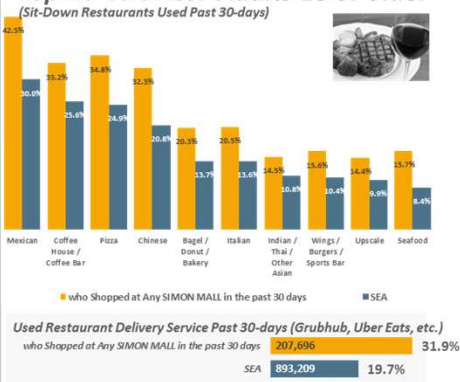
### Past 30-days QSR Users: Adults 18 or older



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



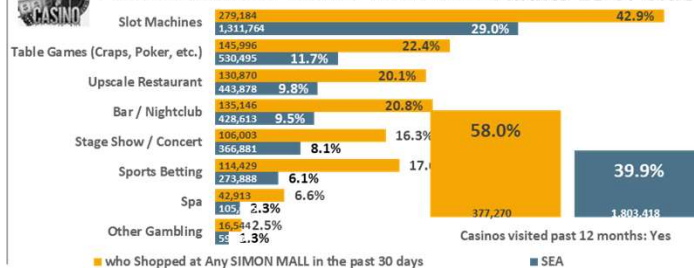
### Top-10 Cuisines: Adults 18 or older



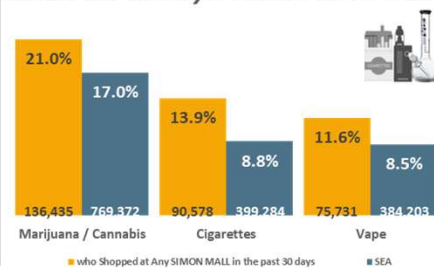
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



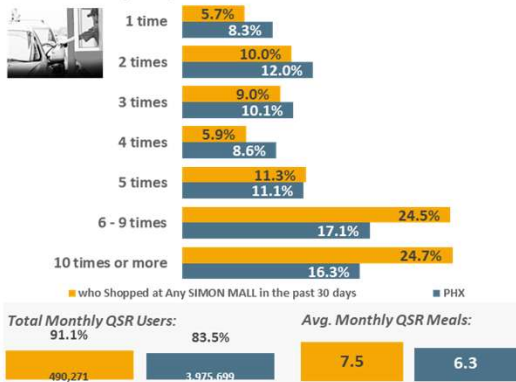
### Used Past 30-days: Adults 18 or older



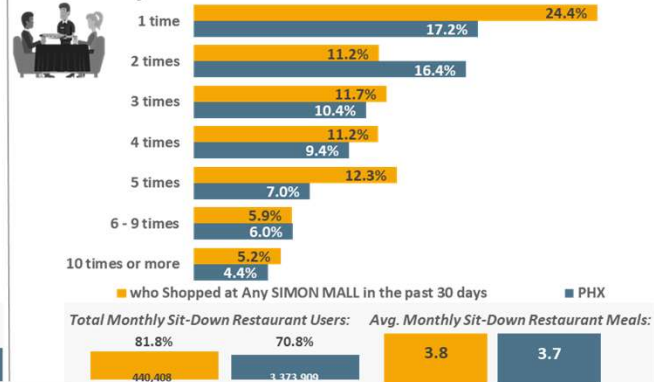


11.3% or 538,259 of PHX DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 9.1% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 18.3% more likely to use Casinos past yr., 59.7% more likely to smoke cigarettes.

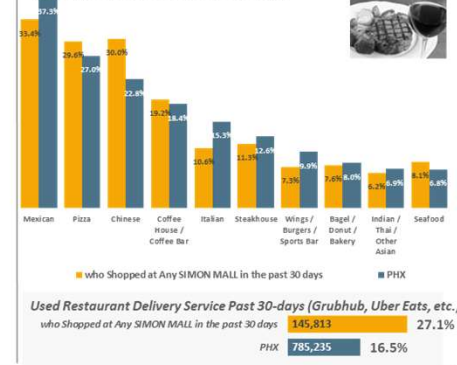
### Past 30-days QSR Users: Adults 18 or older



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



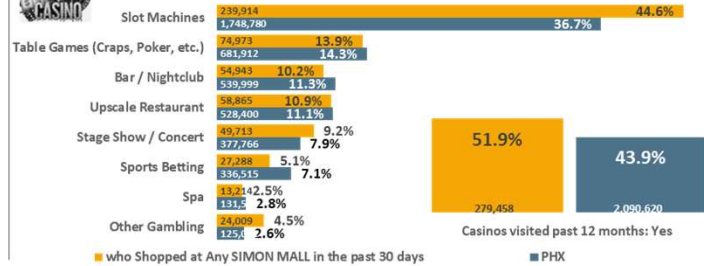
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



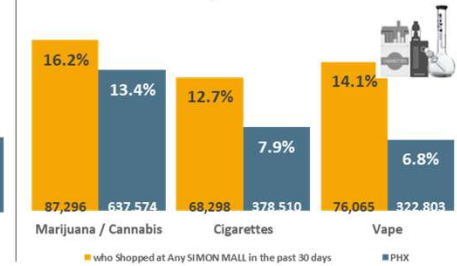
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older



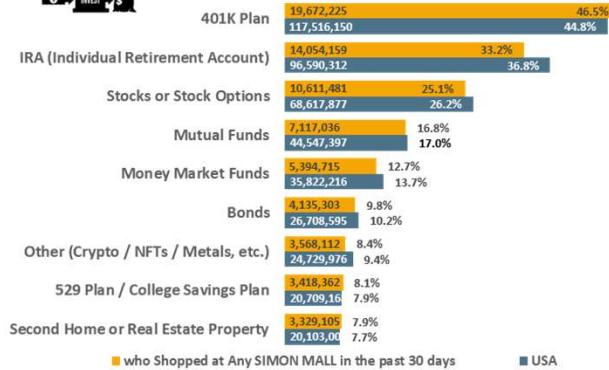




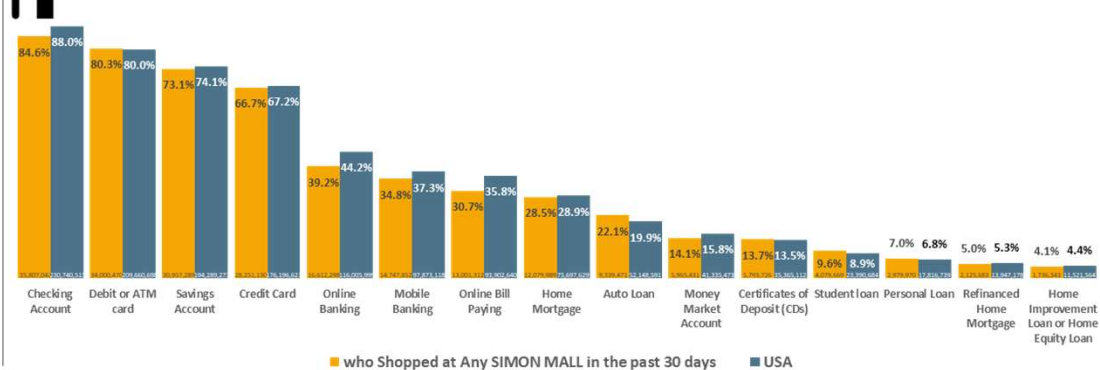
16.2% or 42,347,216 of USA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 3.6% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 12.3% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



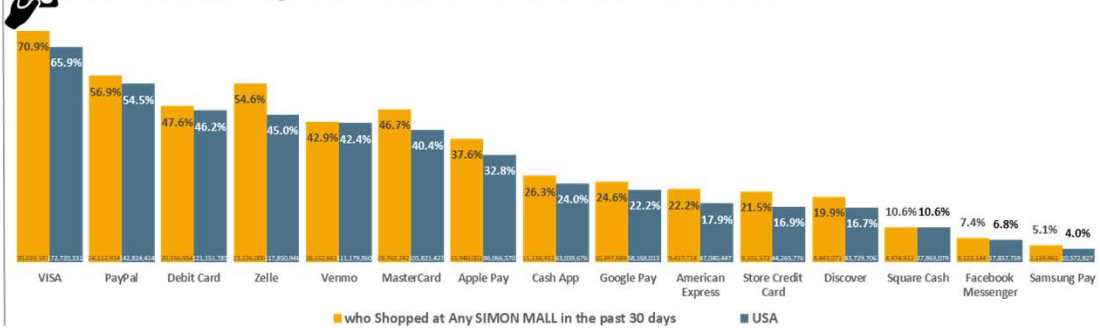
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

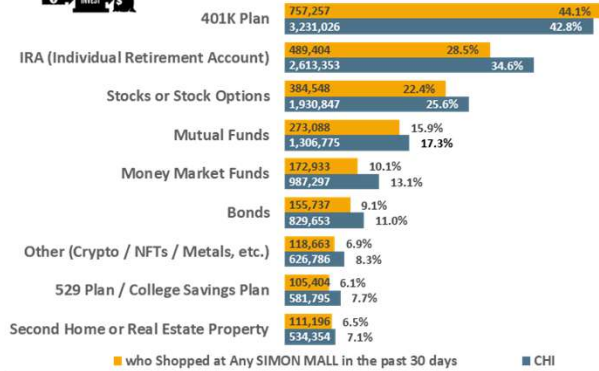




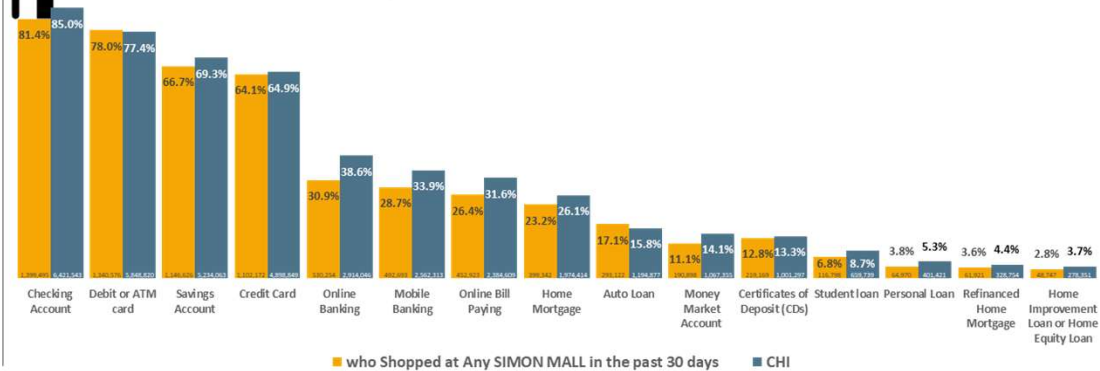
22.8% or 1,718,395 of CHI DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 3.% more likely to have a 401K, 7.8% more likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



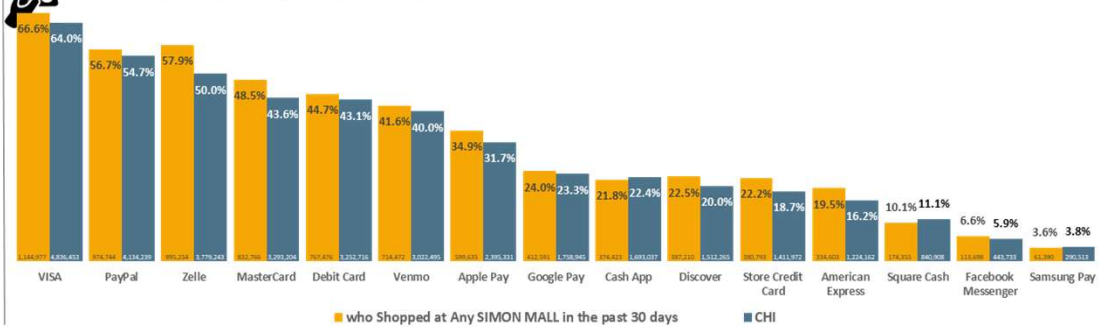
### Financial Services Has and/or Uses: Adults 18 or older

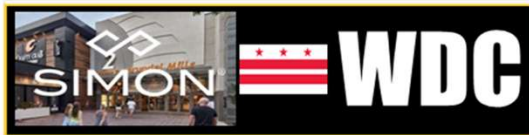


### Professional Services Used\*: Adults 18 or older



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

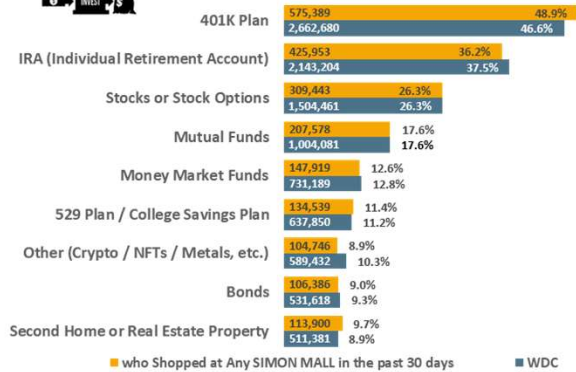




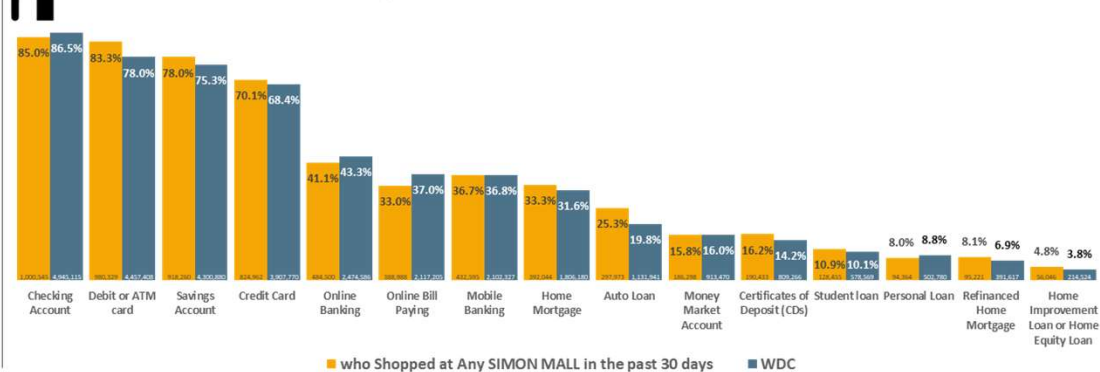
20.6% or 1,177,445 of WDC DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 4.9% more likely to have a 401K, 27.8% more likely to have an Auto Loan, 7.8% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



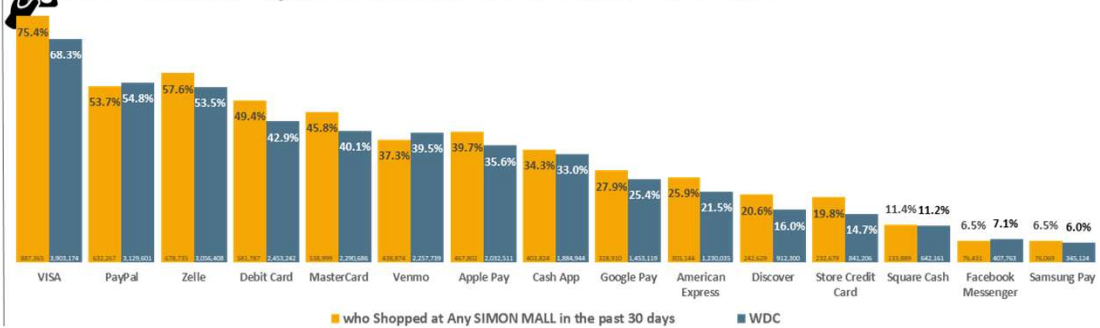
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

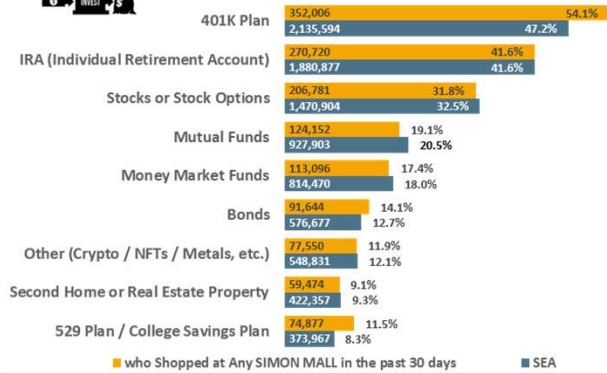




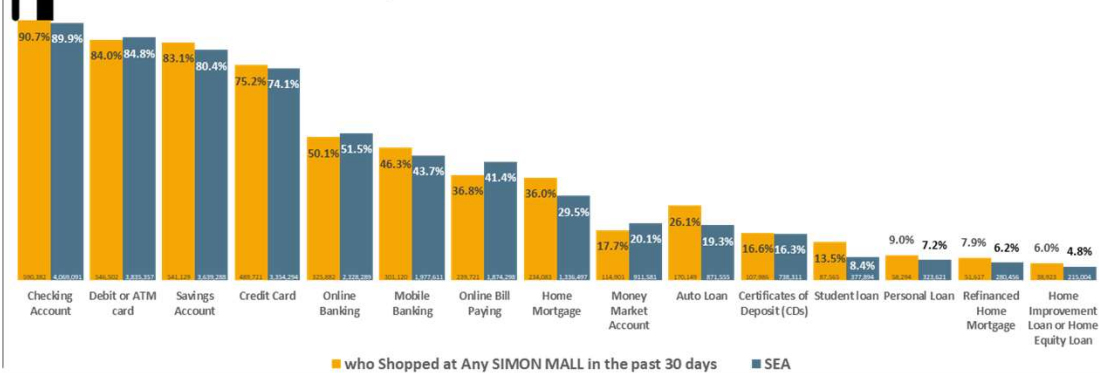
14.4% or 650,860 of SEA DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days. Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 14.6% more likely to have a 401K, 35.7% more likely to have an Auto Loan, 37.7% more likely to Invest/Trade Stocks Online, 2.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



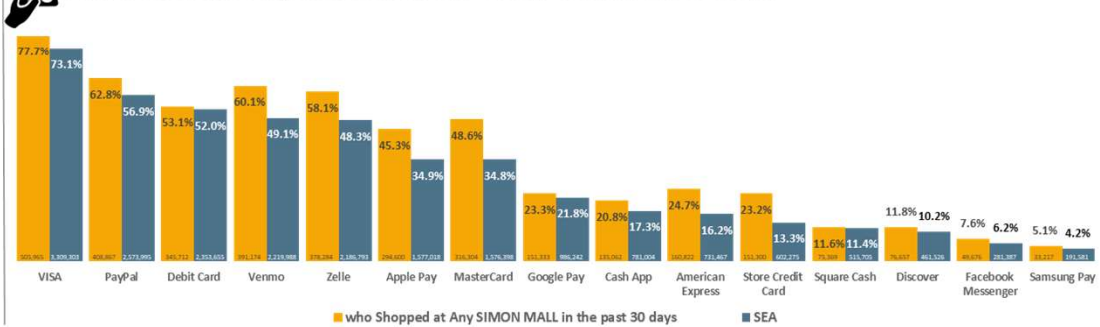
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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







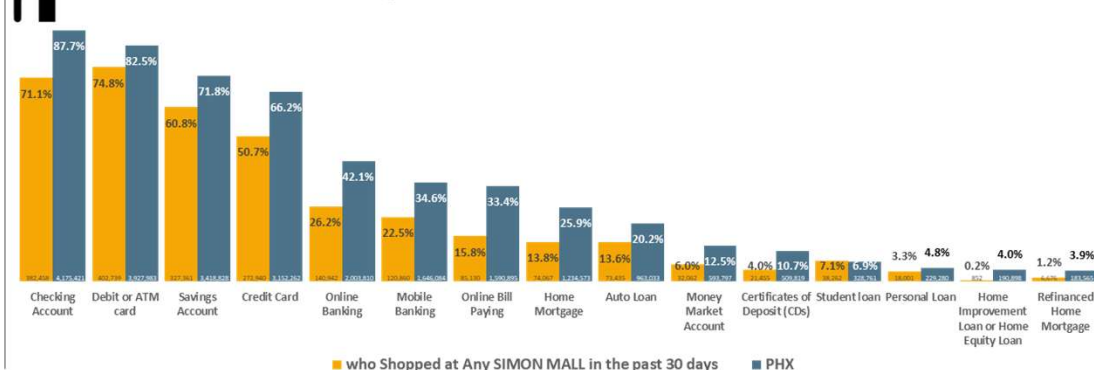
11.3% or 538,259 of PHX DMA Adults 18 or older Shopped at Any SIMON MALL in the past 30 days.  
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days are 24.4% less likely to have a 401K, 32.5% less likely to have an Auto Loan, 57.% less likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



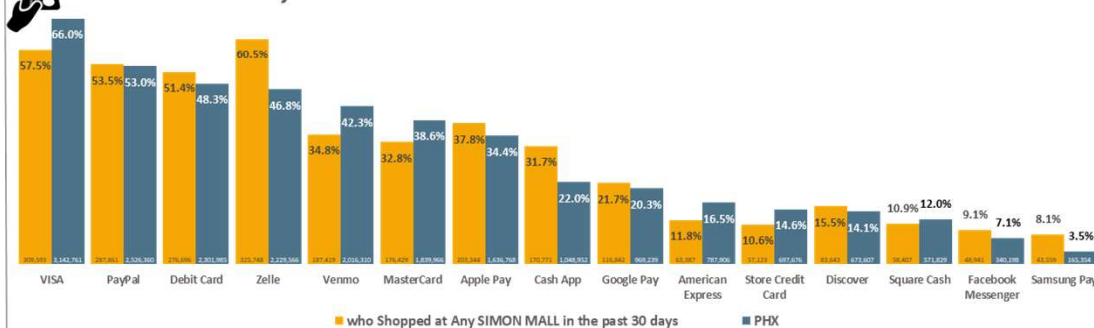
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

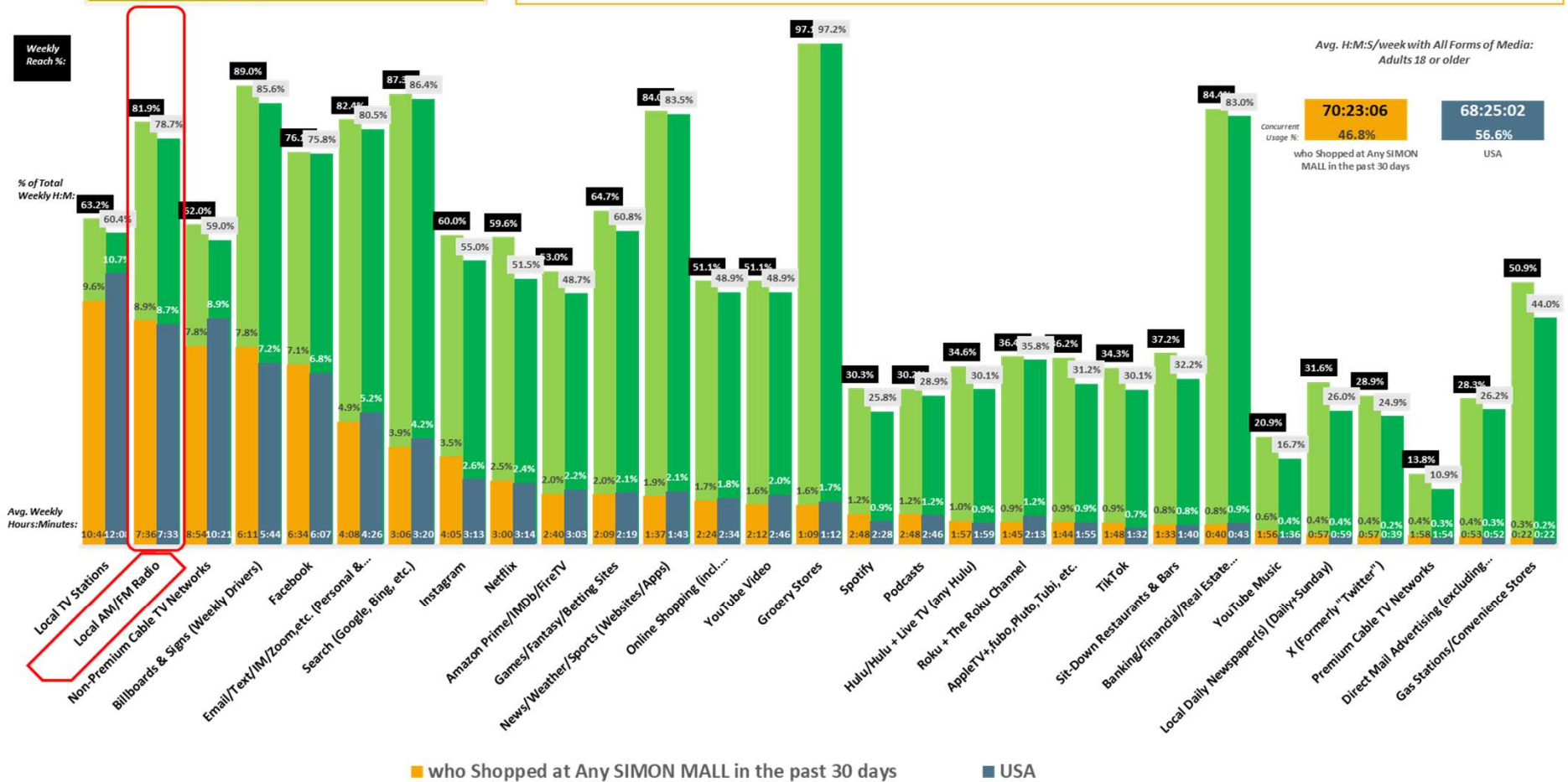


### Past 3-Months Payment Methods Used: Adults 18 or older



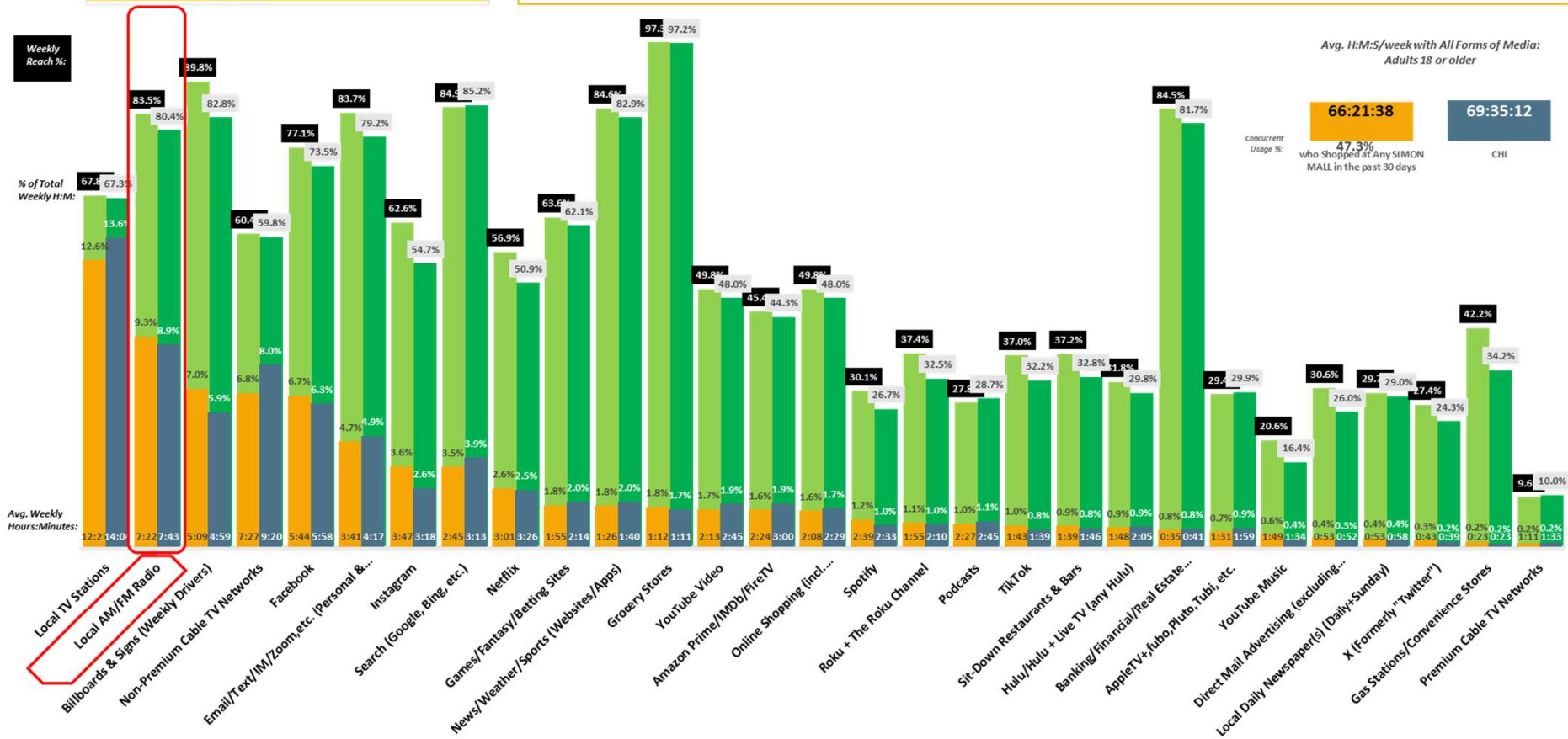


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 22 hours, 23 minutes and 6 seconds each week with All Forms of Media.  
 81.9% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



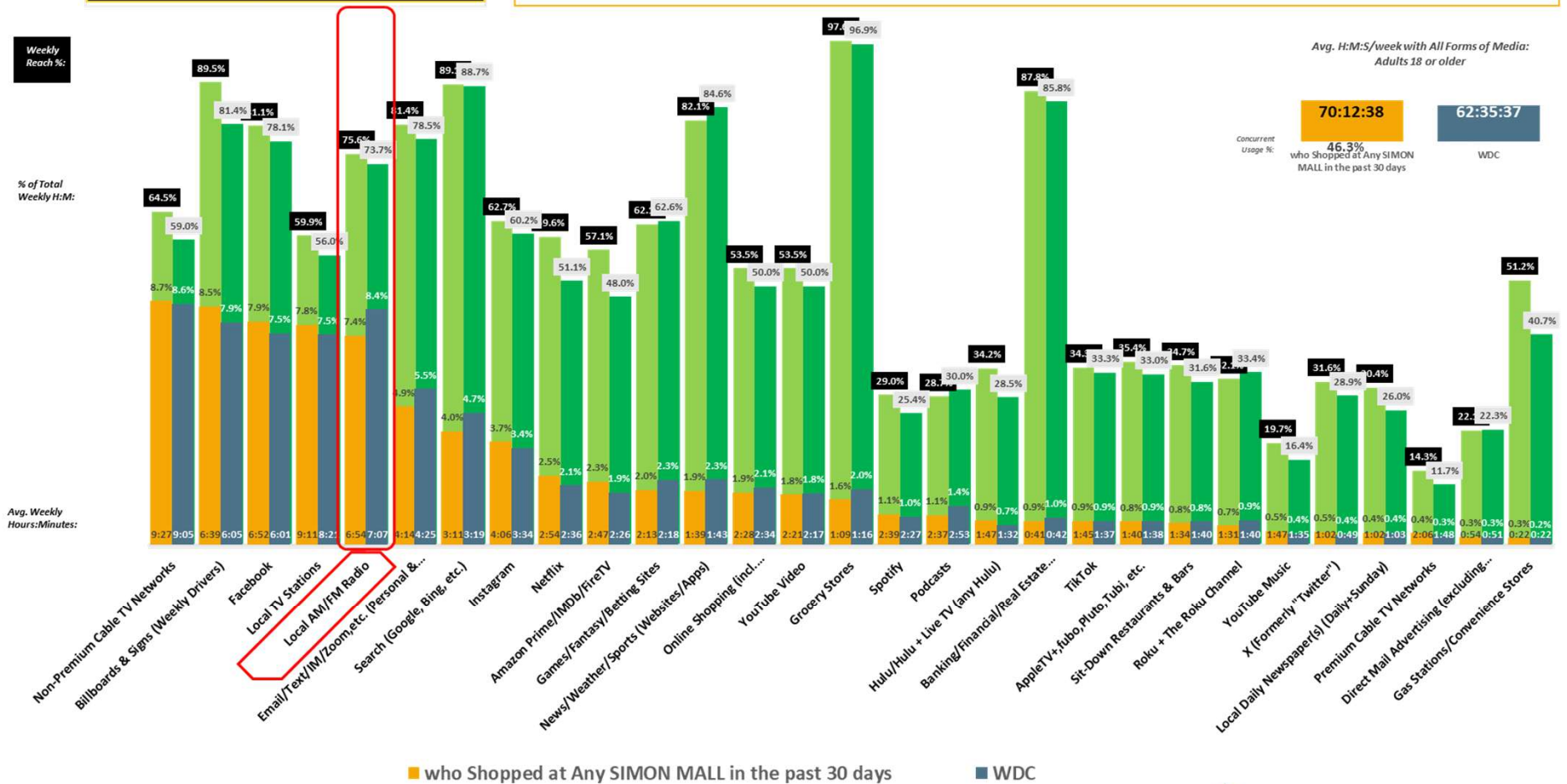


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 18 hours, 21 minutes and 38 seconds each week with All Forms of Media.  
 83.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.





Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 22 hours, 12 minutes and 38 seconds each week with All Forms of Media.  
 75.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 6 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall

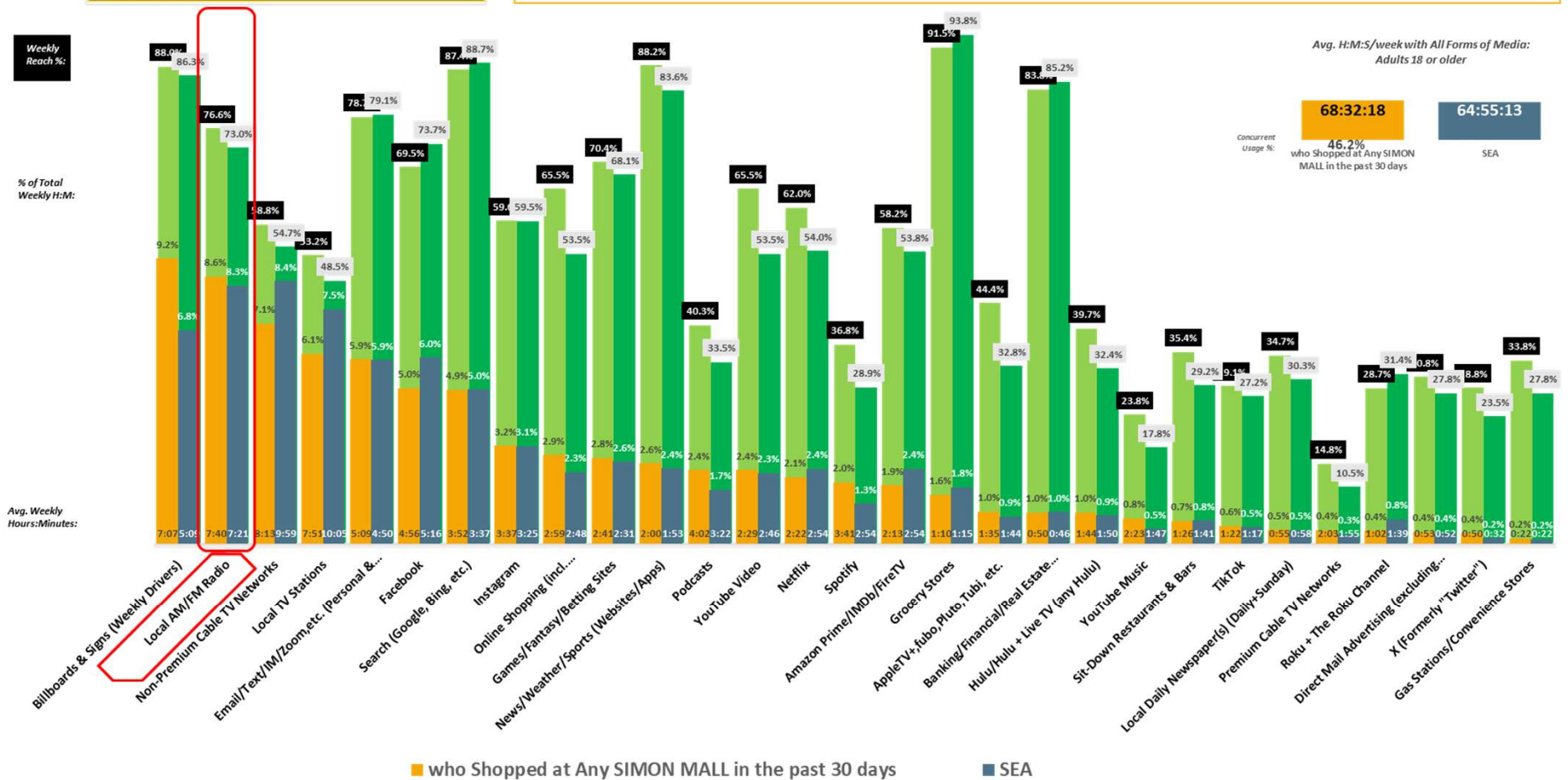


Share of Everything for Anything



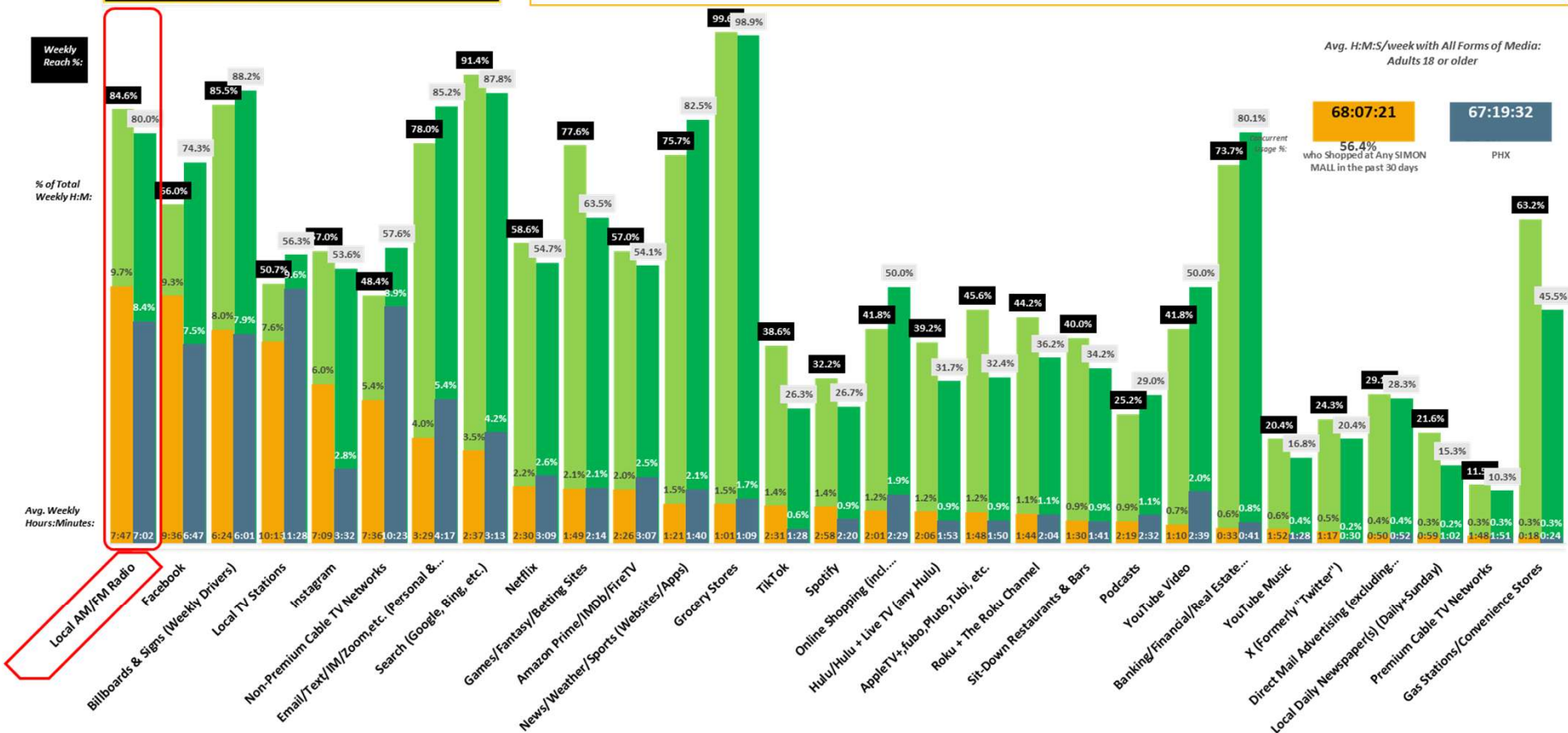


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 20 hours, 32 minutes and 18 seconds each week with All Forms of Media.  
76.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





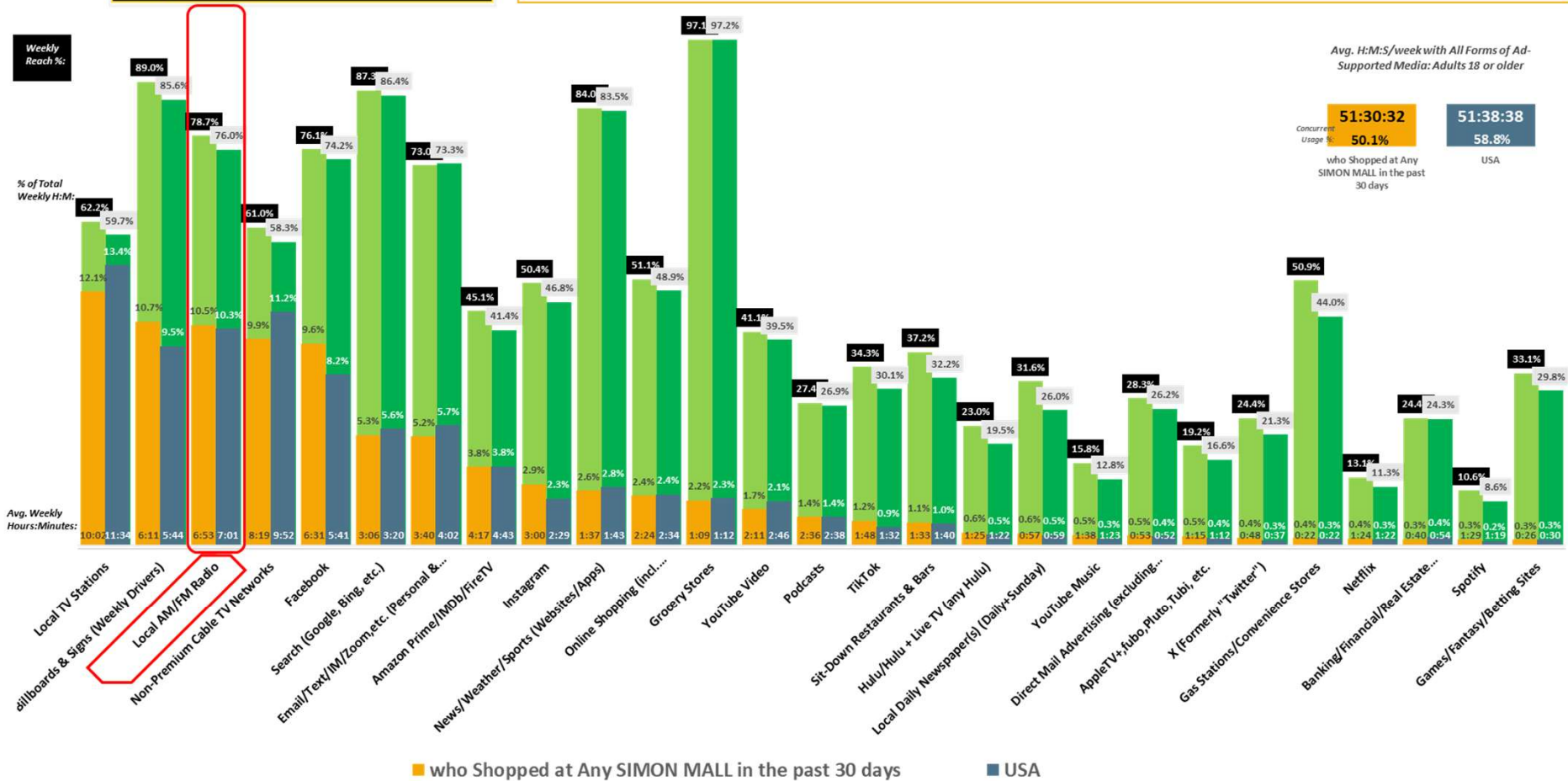
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 20 hours, 7 minutes and 21 seconds each week with All Forms of Media.  
 84.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



■ who Shopped at Any SIMON MALL in the past 30 days ■ PHX

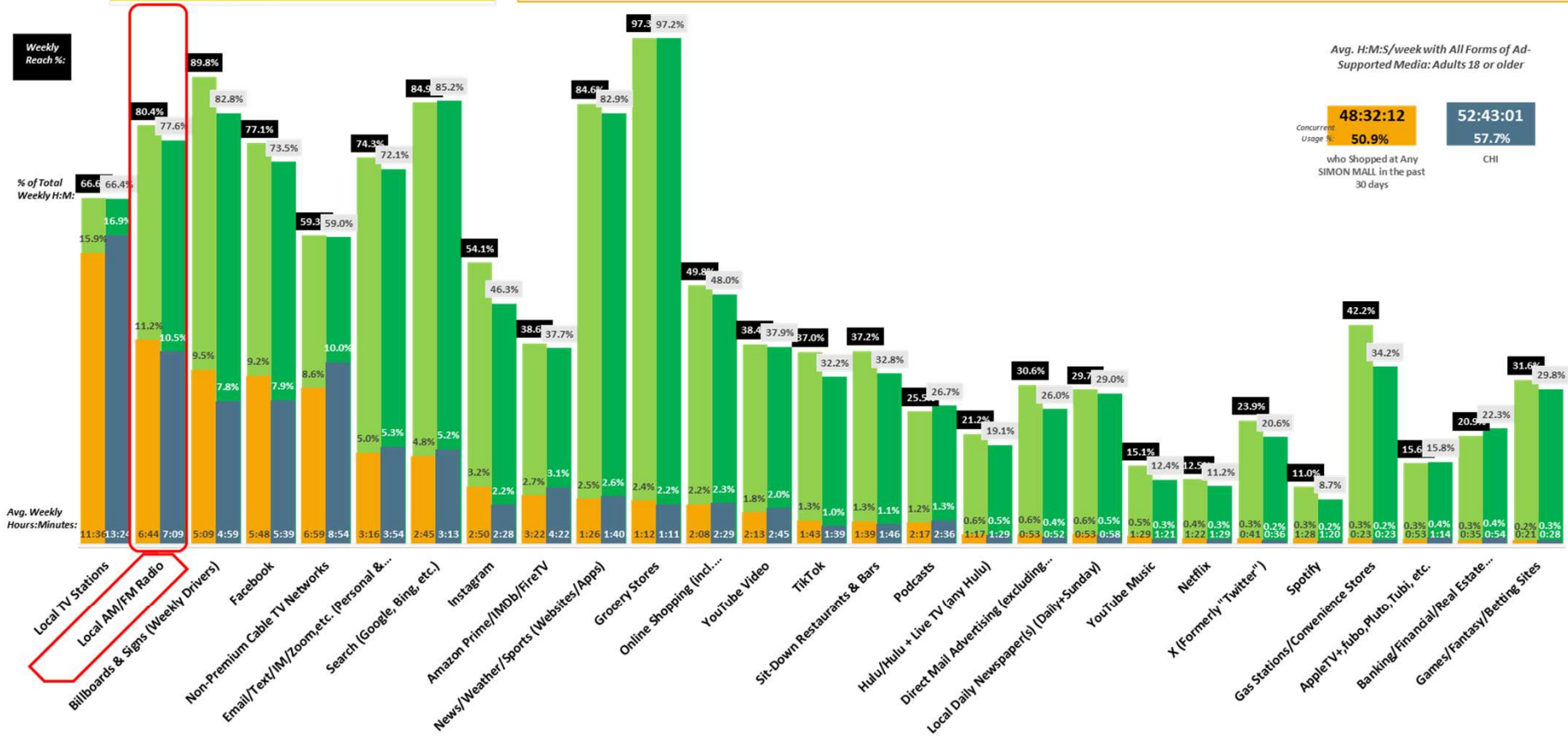


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 3 hours, 30 minutes and 32 seconds each week with All Forms of Ad-Supported Media.  
 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 0 hours, 32 minutes and 12 seconds each week with All Forms of Ad-Supported Media.  
 80.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 6 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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

48:32:12  
 Concurrent Usage % 50.9%  
 who Shopped at Any SIMON MALL in the past 30 days

52:43:01  
 57.7%  
 CHI

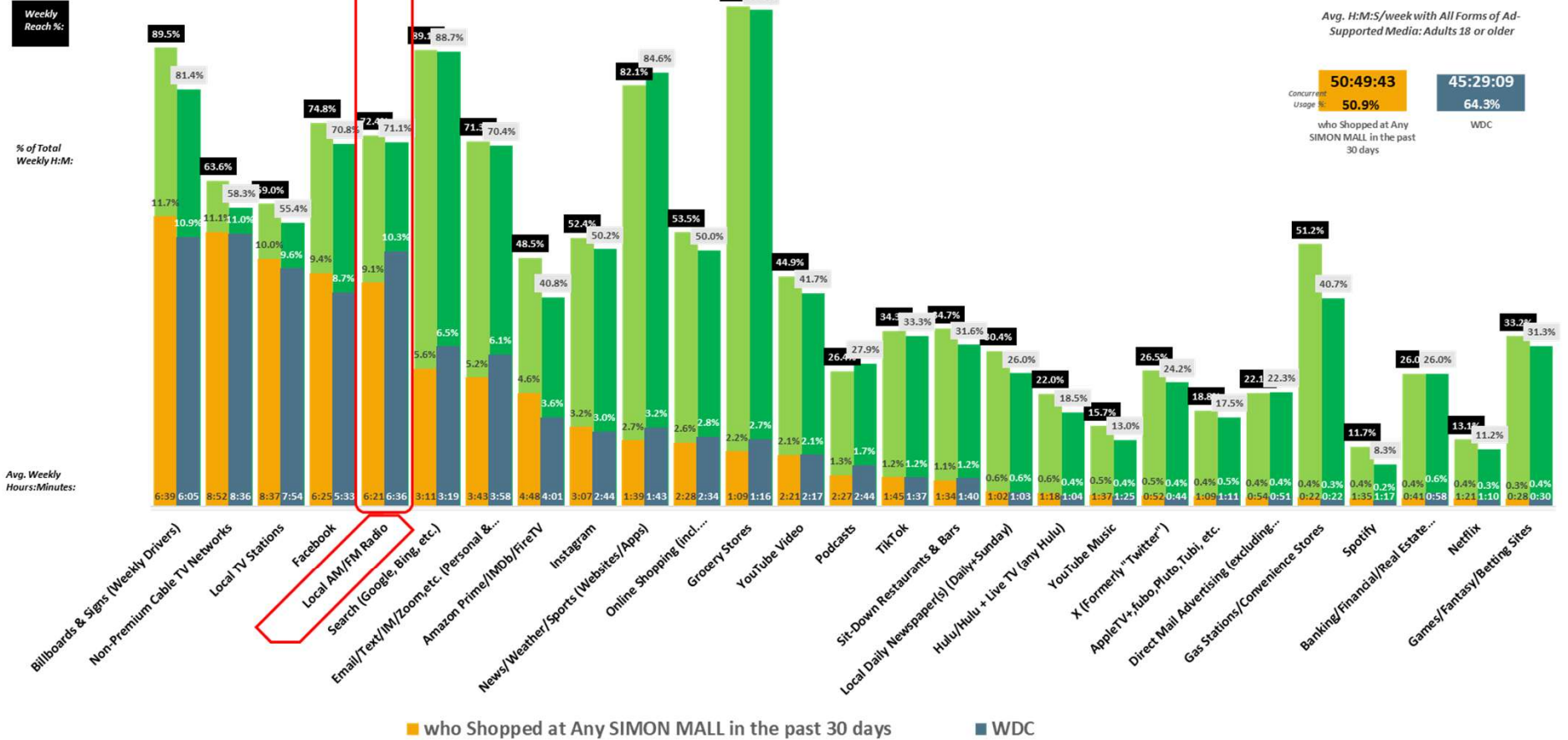
■ who Shopped at Any SIMON MALL in the past 30 days

■ CHI



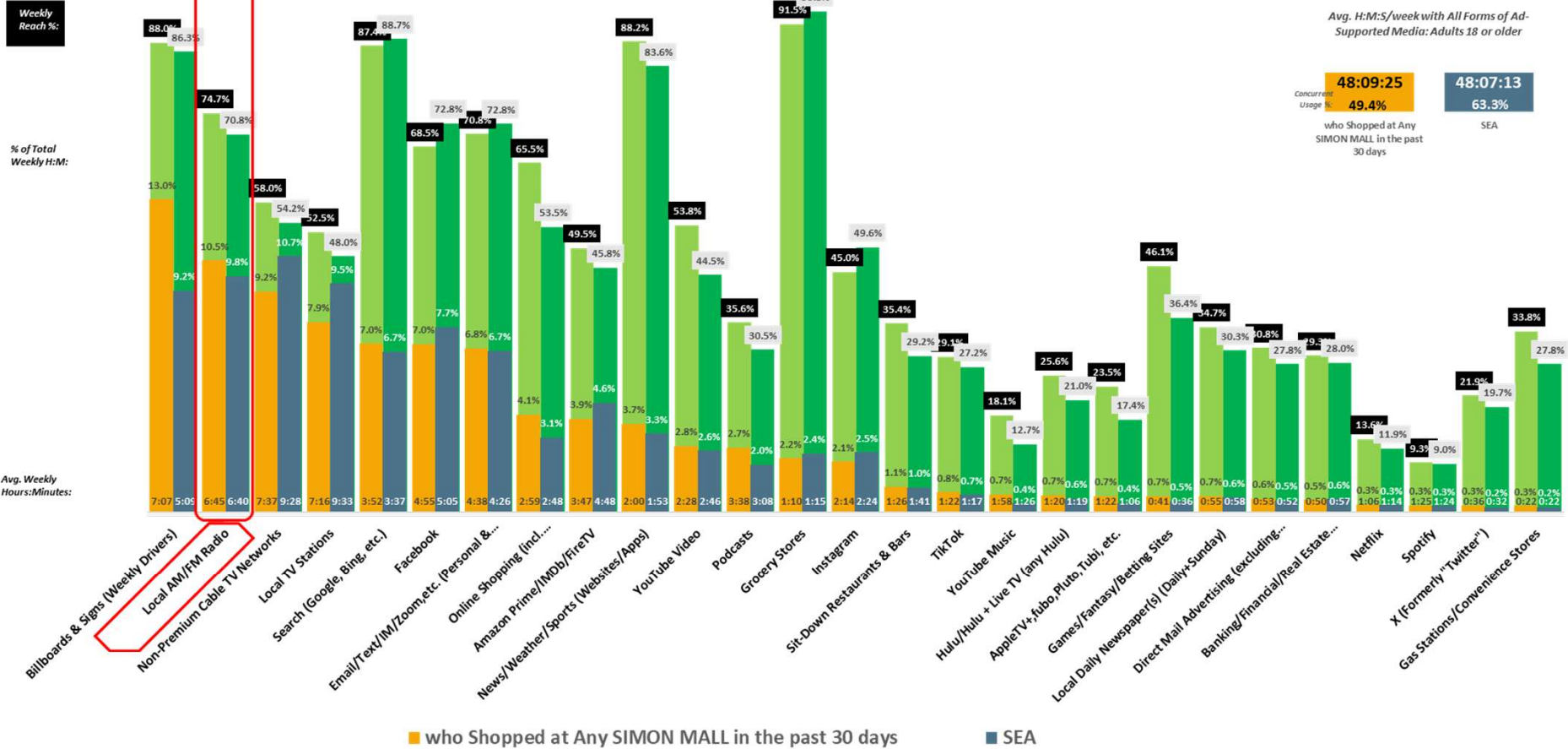


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 2 hours, 49 minutes and 43 seconds each week with All Forms of Ad-Supported Media.  
 72.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



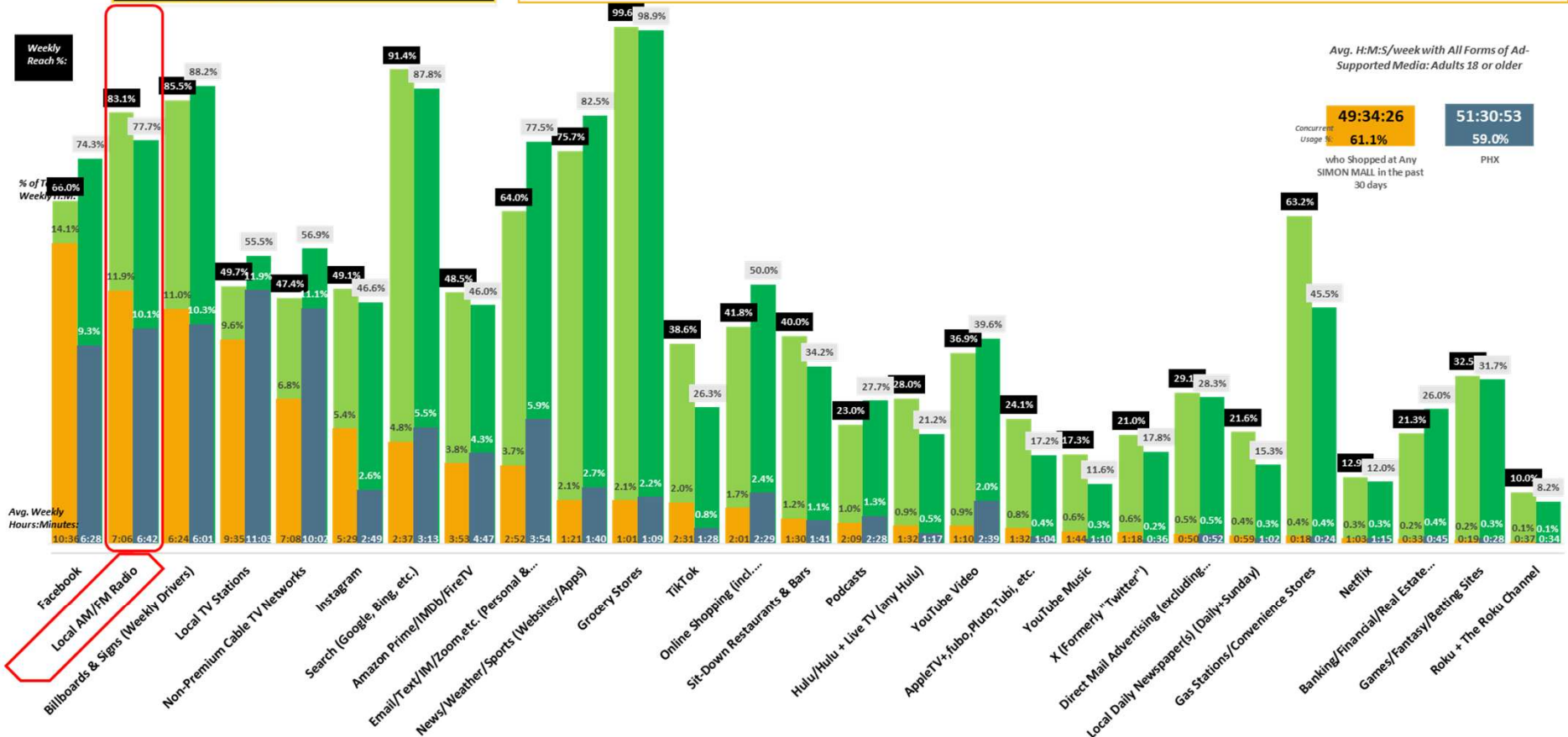


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 0 hours, 9 minutes and 25 seconds each week with All Forms of Ad-Supported Media.  
 74.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 2 days, 1 hours, 34 minutes and 26 seconds each week with All Forms of Ad-Supported Media.  
83.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



■ who Shopped at Any SIMON MALL in the past 30 days ■ PHX

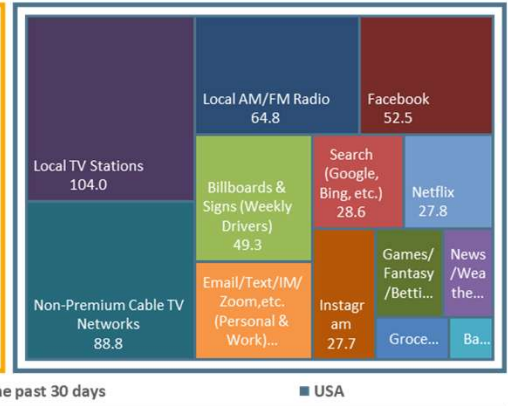
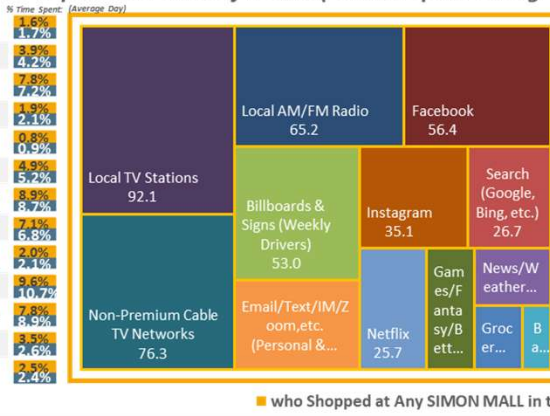
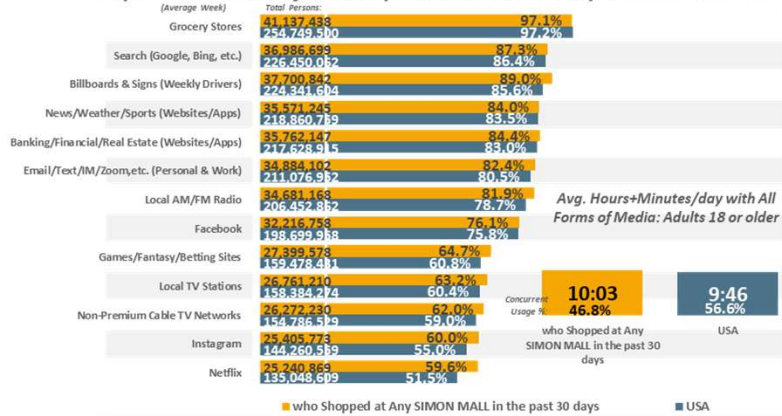




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

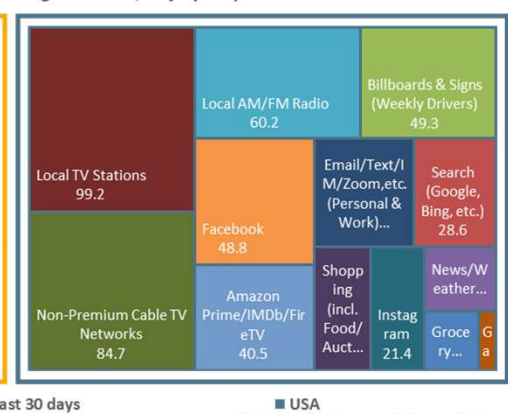
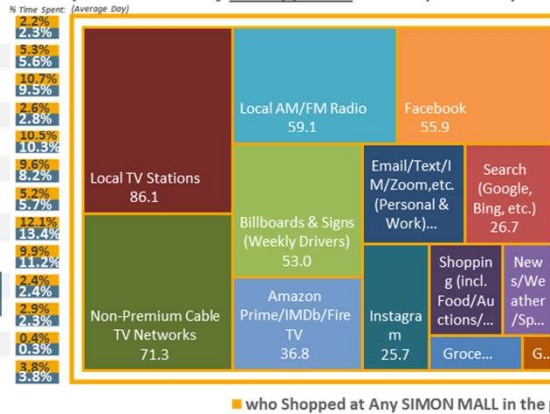
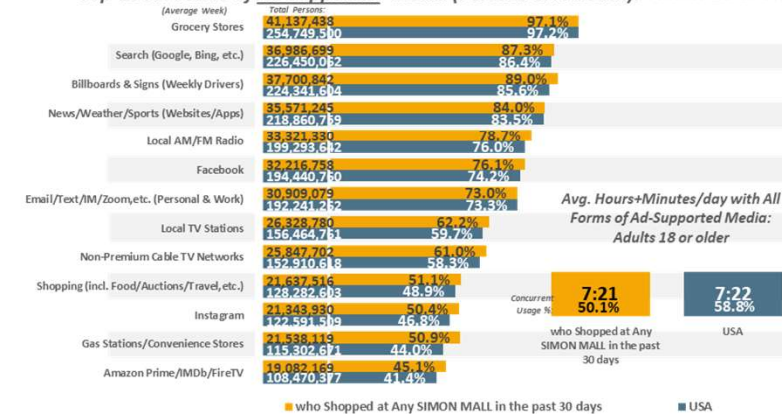
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

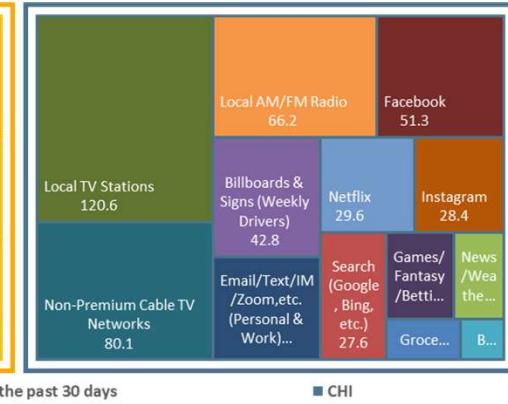
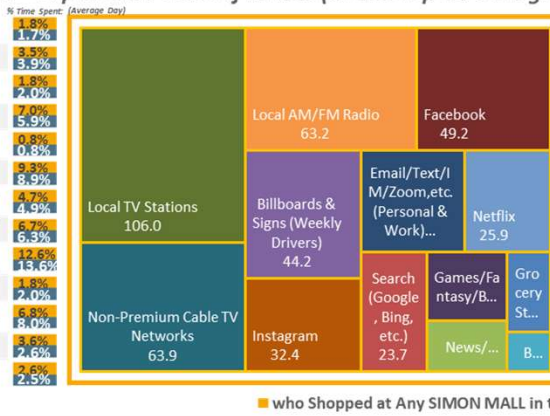
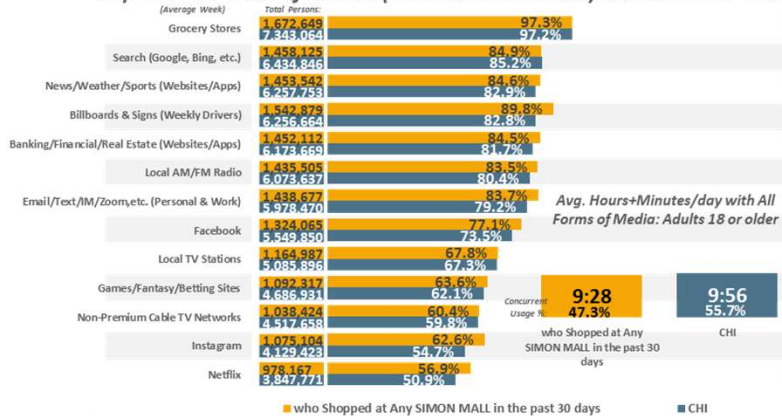




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

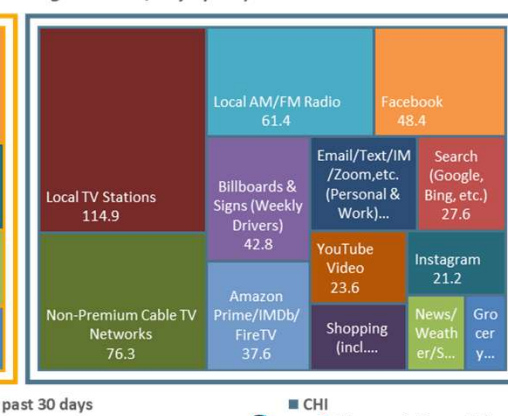
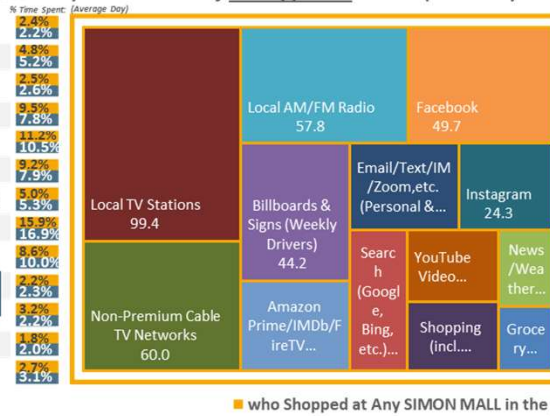
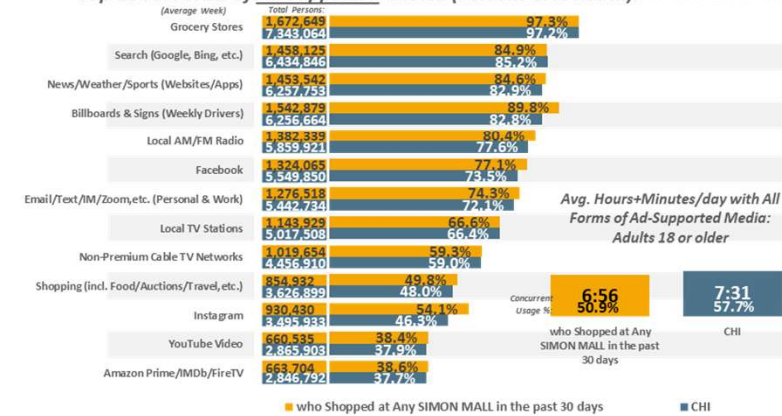
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,027  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

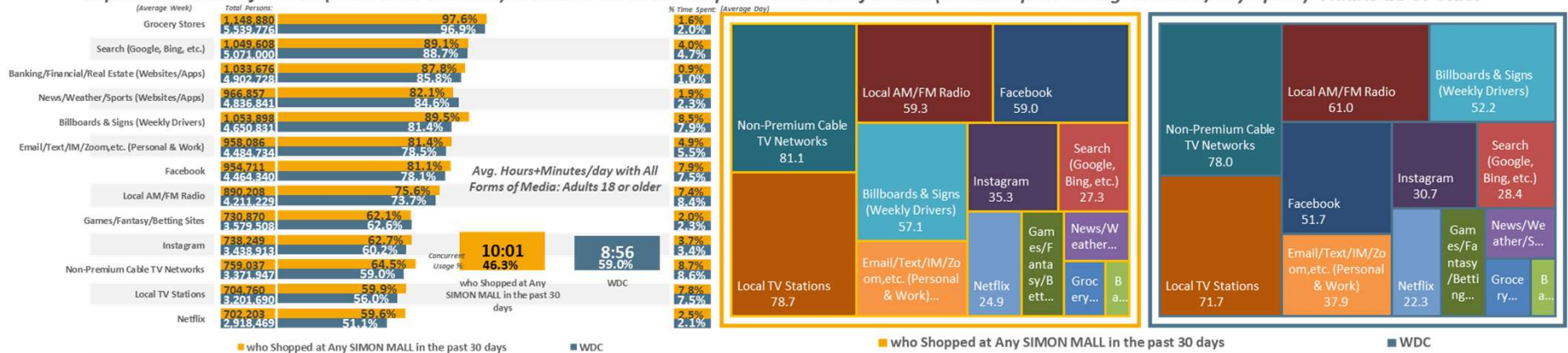
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

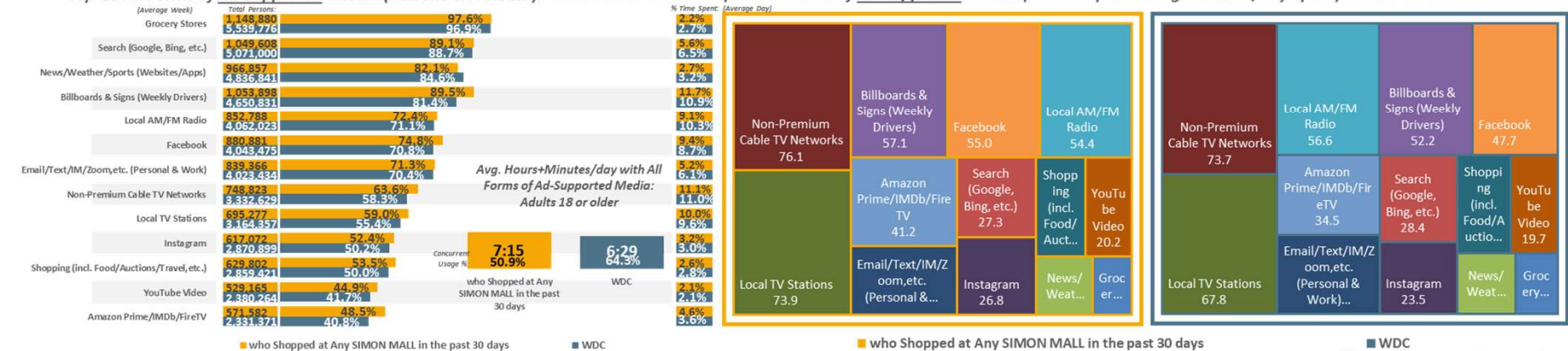


Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 72.4% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

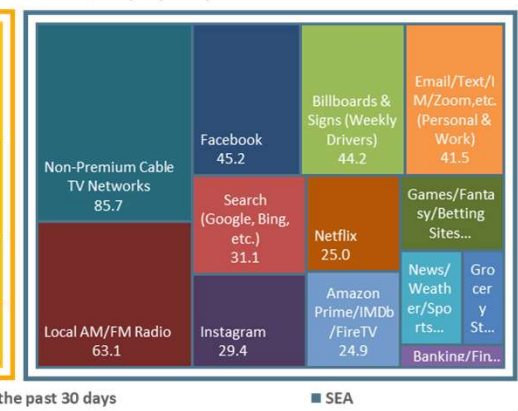




Activity	Singapore (Average Week)	SEA (Average Week)
Grocery Stores	4,954,490	91.5%
Search (Google, Bing, etc.)	4,012,400	87.4%
Boards & Signs (Weekly Drivers)	3,722,679	88.0%
Real Estate (Websites/Apps)	3,859,433	85.7%
Weather/Sports (Websites/Apps)	3,741,002	88.2%
Zoom, etc. (Personal & Work)	3,121,164	83.6%
Facebook	3,524,610	78.7%
Local AM/FM Radio	3,024,914	69.8%
Games/Fantasy/Betting Sites	3,079,653	73.0%
Instagram	3,873,651	70.4%
Non-Premium Cable TV Networks	2,690,691	68.1%
Netflix	3,822,982	59.6%
Amazon Prime/IMDb/FireTV	2,436,295	58.2%

**Time Spent at SIMON MALL**

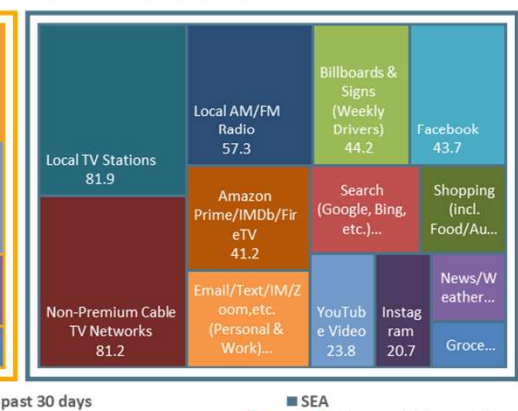
Activity	Singapore	SEA
Who Shopped at Any SIMON MALL in the past 30 days	46.2%	53.8%
SEA	9:16	60.1%



Activity	who shopped at Any SIMON MALL in the past 30 days	SEA
(Average Week)	299,430	91.5%
Grocery Stores	1,620,925	95.8%
Search (Google, Bing, etc.)	568,991	87.4%
	4,012,500	88.7%
Billboards & Signs (Weekly Drivers)	572,679	88.0%
	3,905,237	86.3%
News/Weather/Sports (Websites/Apps)	574,002	88.2%
	3,781,648	85.6%
Facebook	445,707	68.5%
	3,745,308	74.5%
WhatsApp/IM/Zoom, etc. (Personal & Work)	461,085	70.8%
	3,924,676	77.3%
Local AM/FM Radio	486,815	74.7%
	3,307,745	70.8%
Non-Premium Cable TV Networks	377,645	58.0%
	2,457,255	54.2%
Shopping (incl. Food/Auctions/Travel, etc.)	426,143	65.5%
	2,419,089	53.5%
Instagram	293,084	45.0%
	2,246,292	49.6%
Local TV Stations	341,682	52.5%
	2,107,738	48.0%
Amazon Prime/iMDb/FireTV	322,186	49.5%
	2,070,531	45.3%
YouTube Video	390,123	53.8%
	2,022,027	44.5%

who shopped at Any SIMON MALL in the past 30 days

SEA

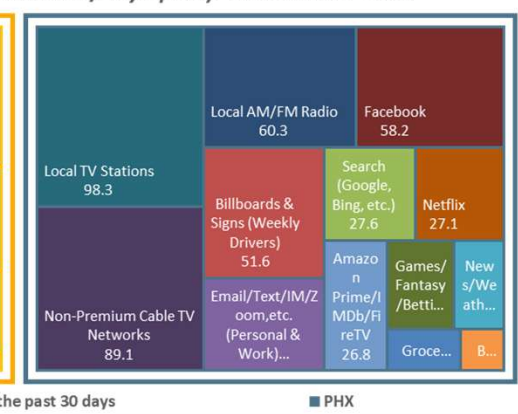
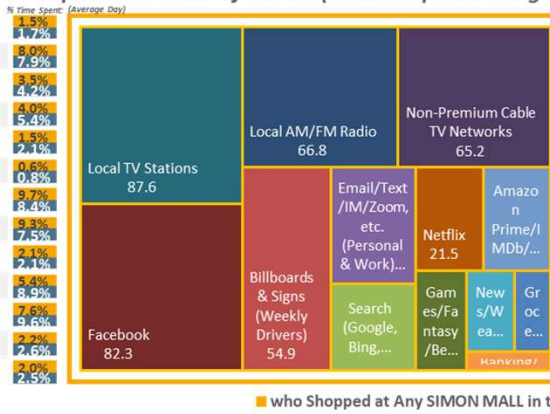
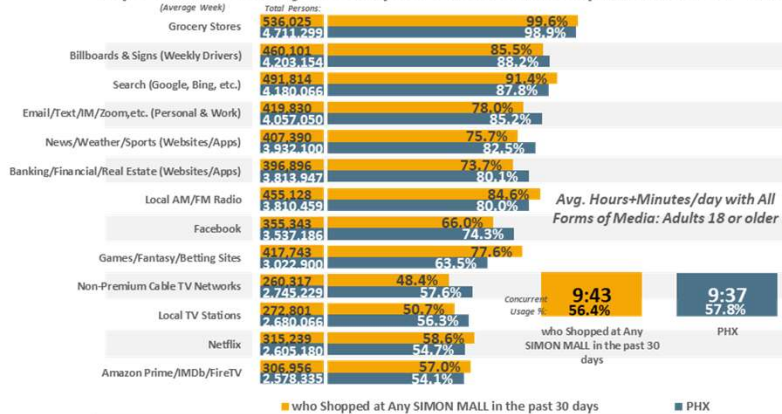




Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 60.9 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

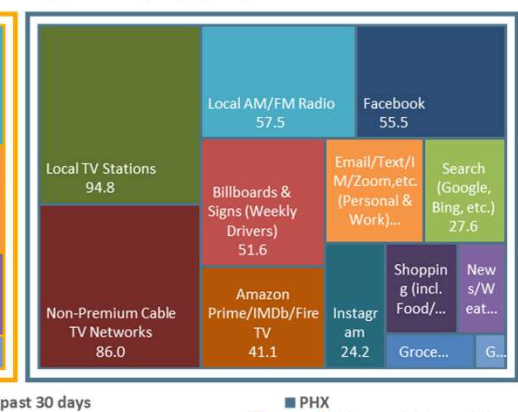
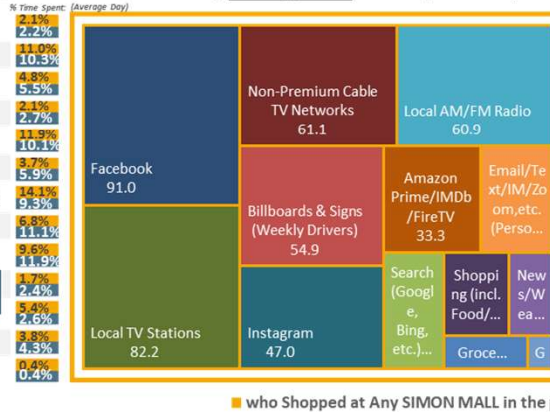
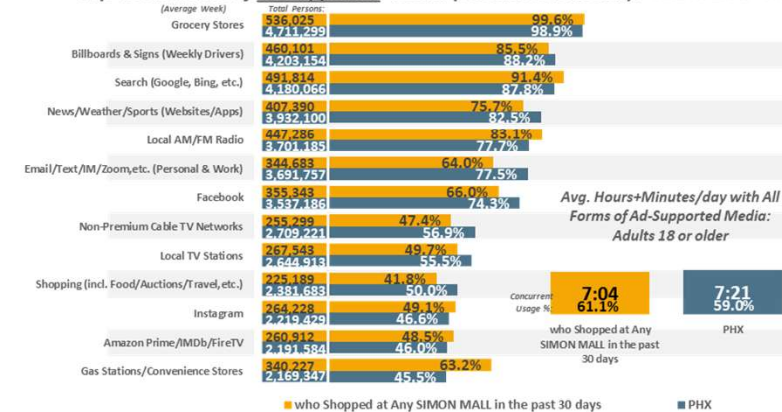
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

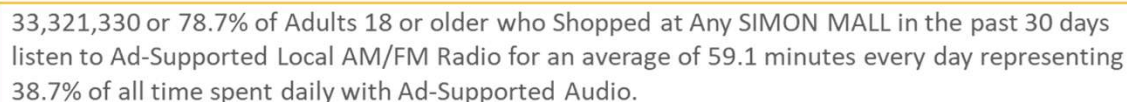


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

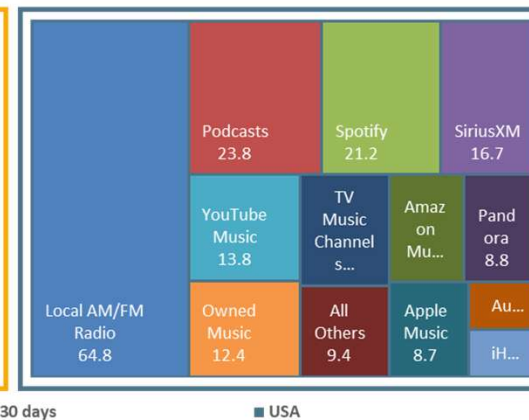
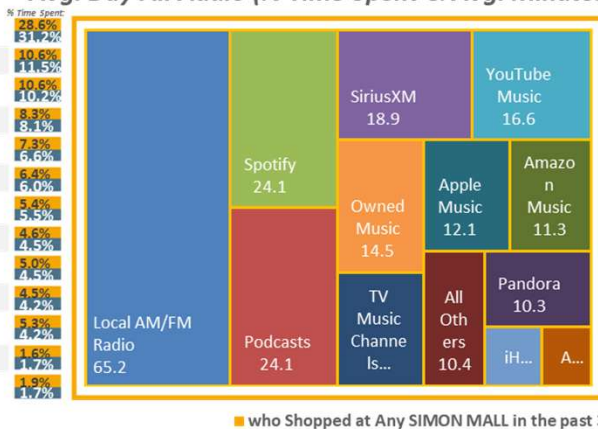
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



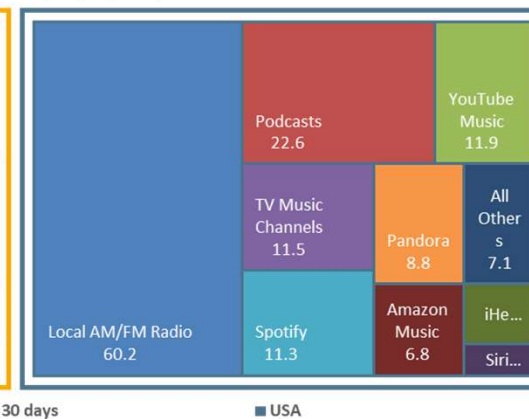
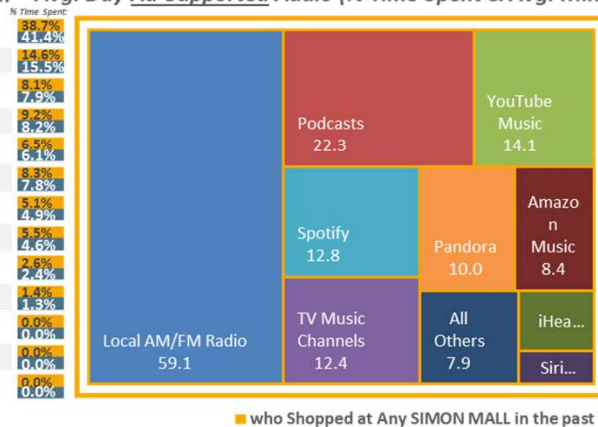




**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



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



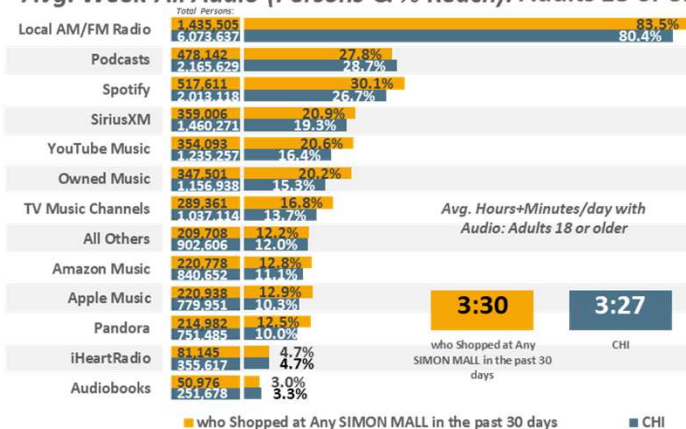
**soefa.ai** Share of Everything  
for Anything

Malls shopped/visited past 30 days: Any Simon Mall

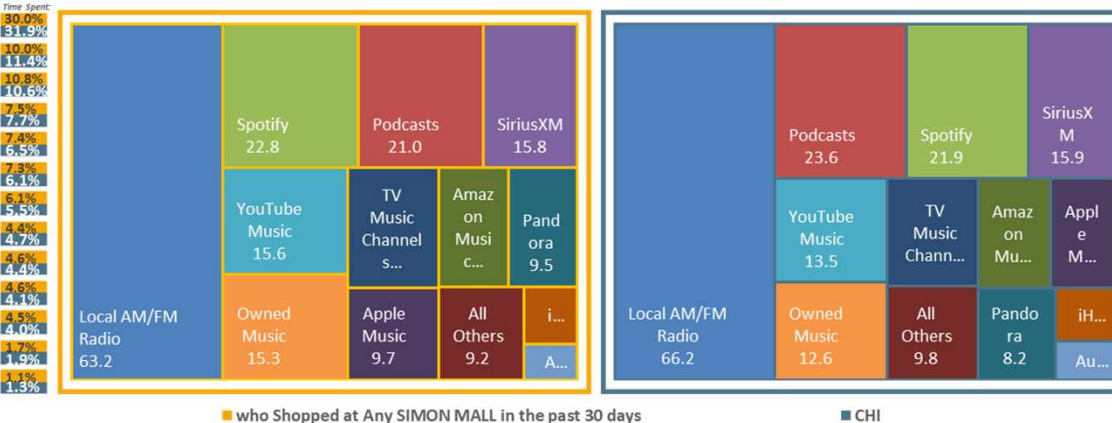


1,382,339 or 80.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

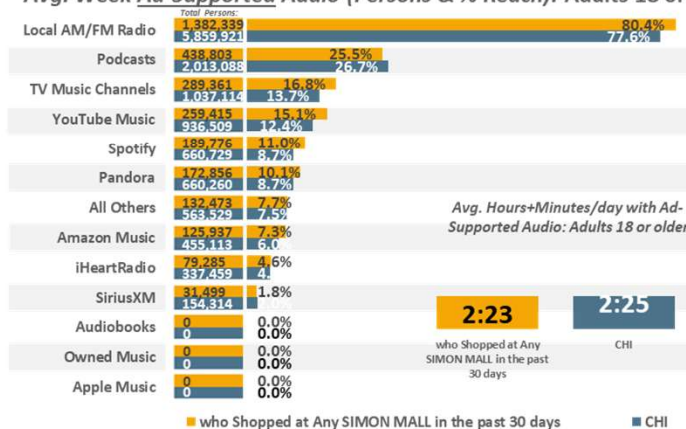
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



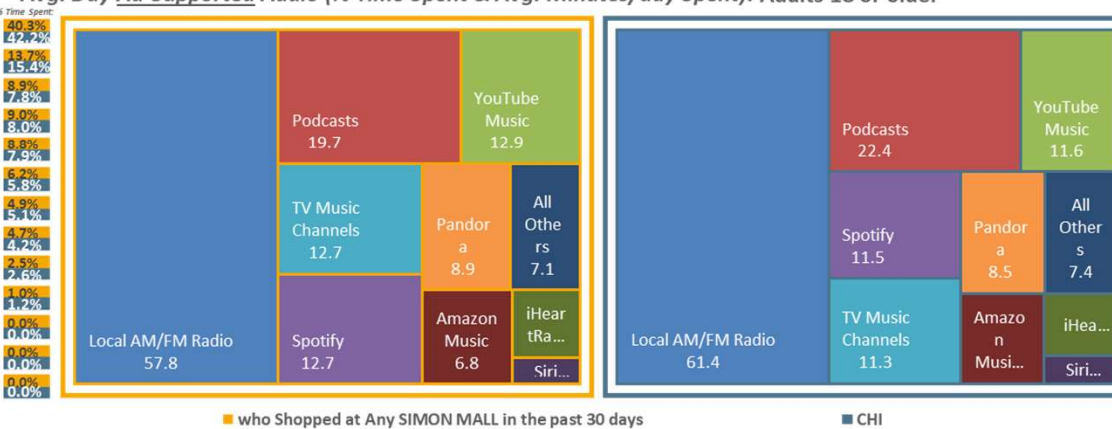
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,027  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

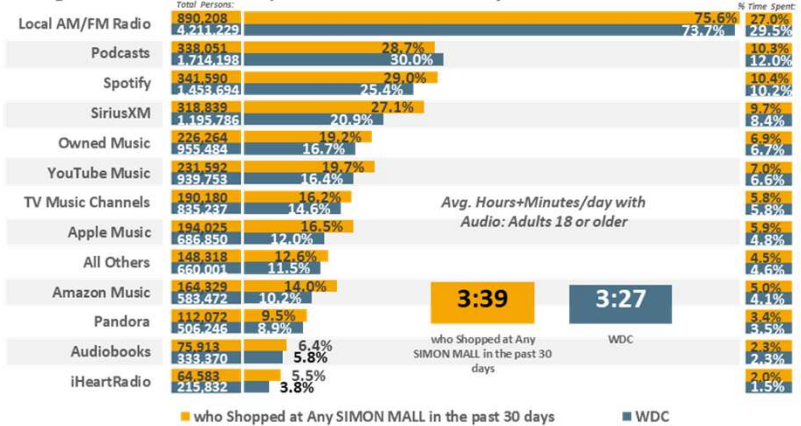
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

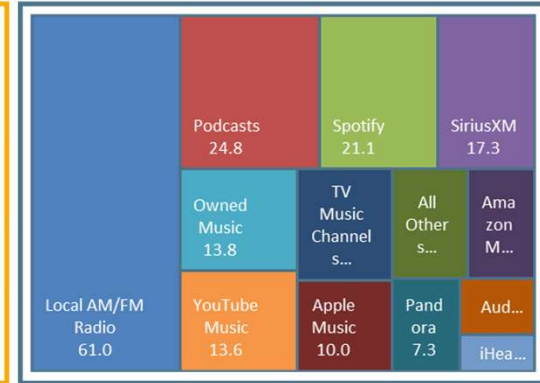
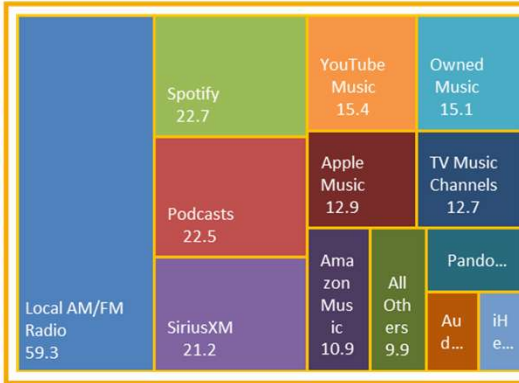


852,788 or 72.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

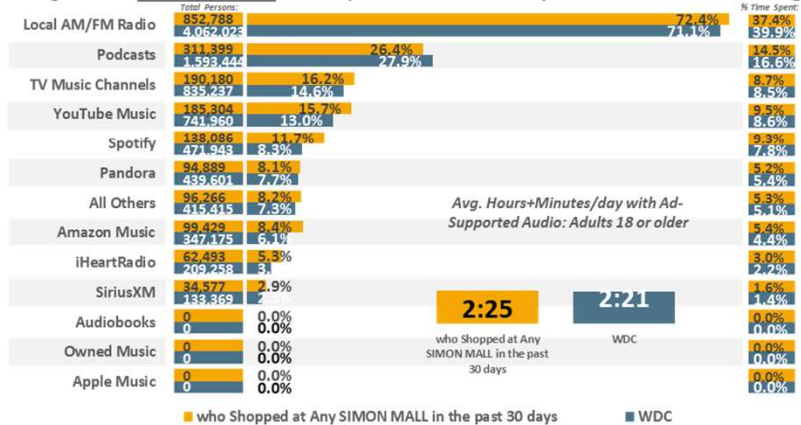
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



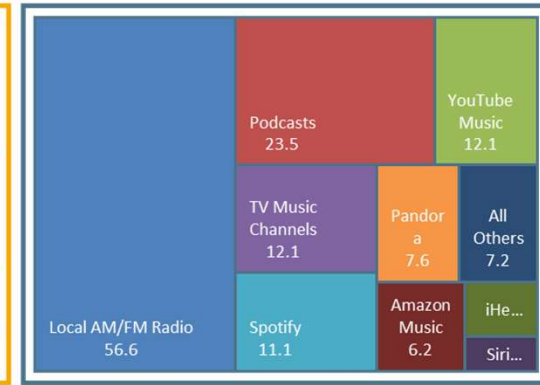
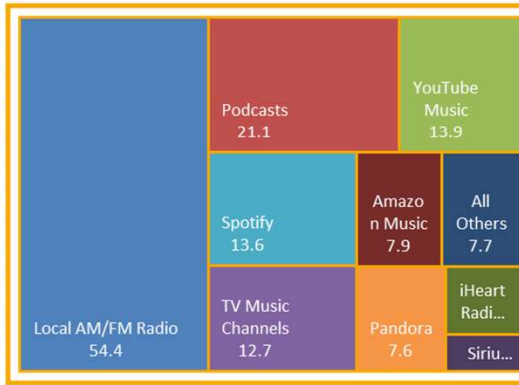
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

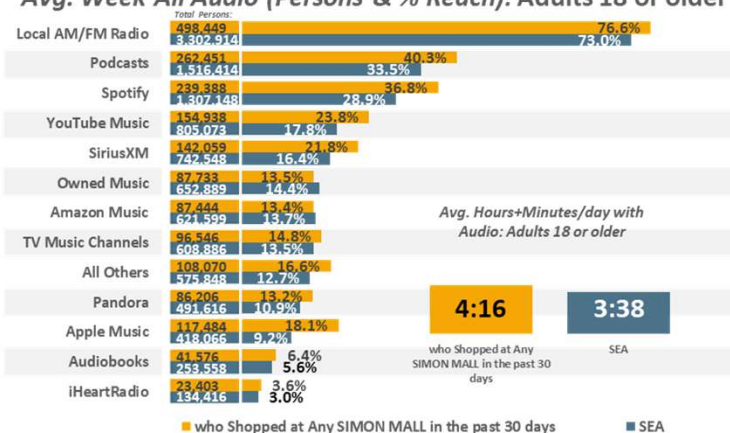
Malls shopped/visited past 30 days: Any Simon Mall



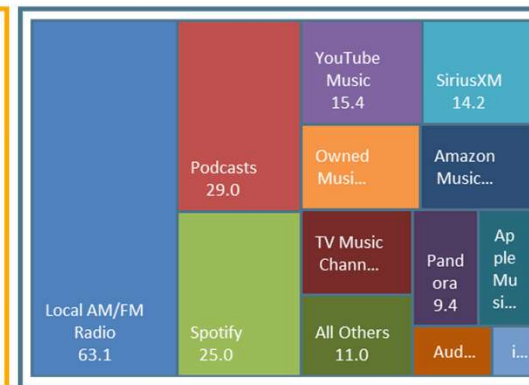
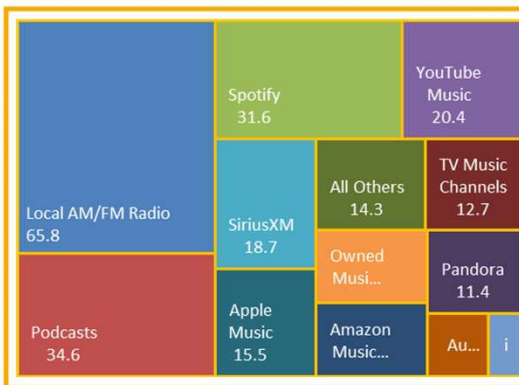


486,416 or 74.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

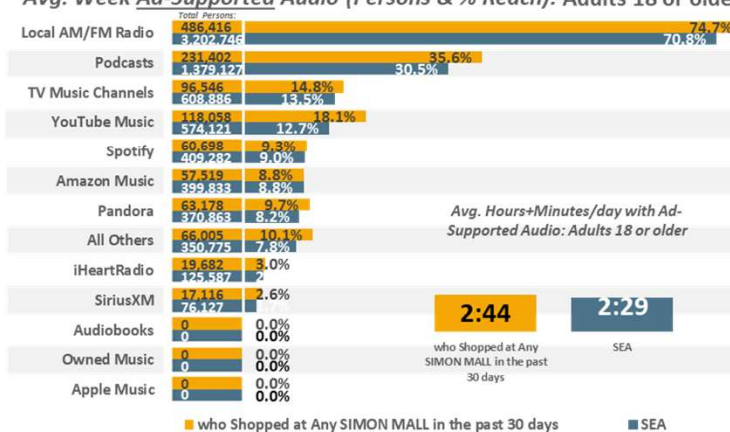
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



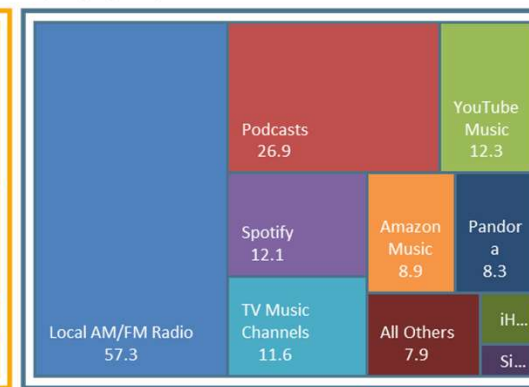
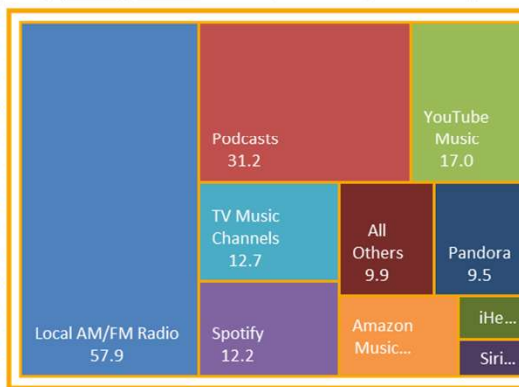
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

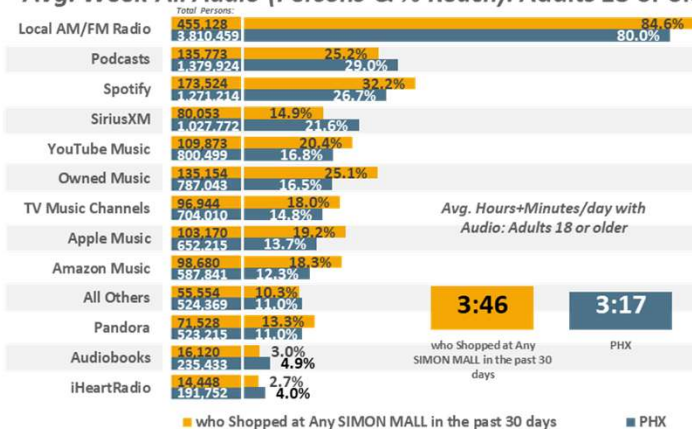




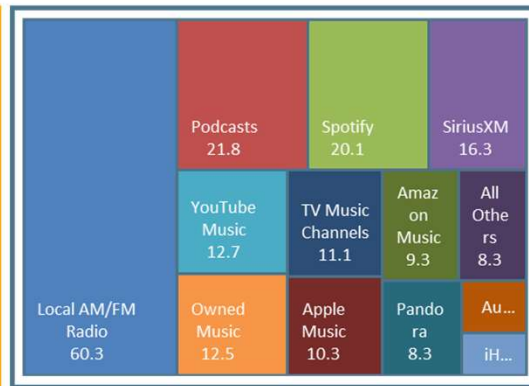
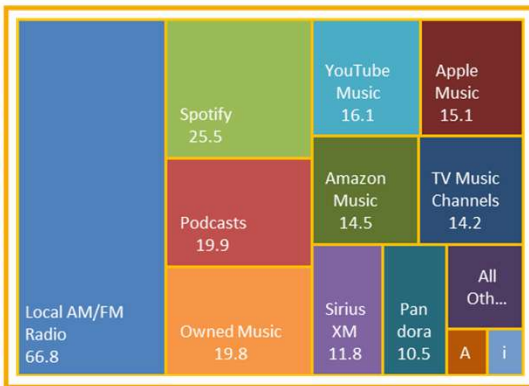


447,286 or 83.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

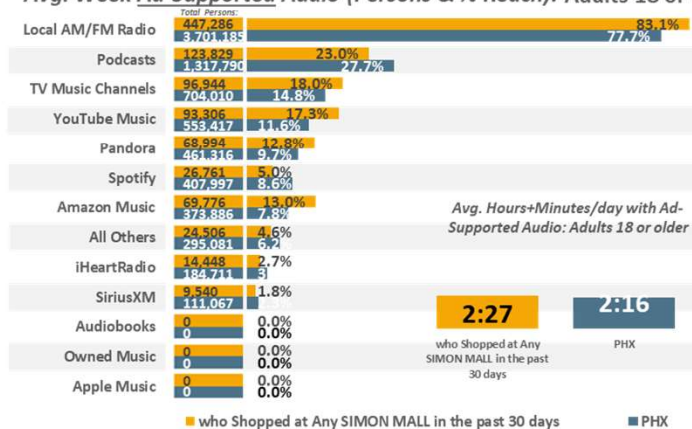
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



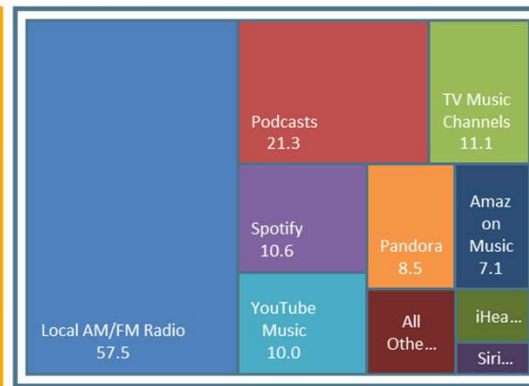
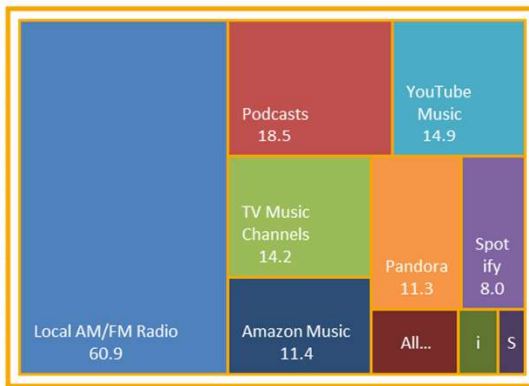
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

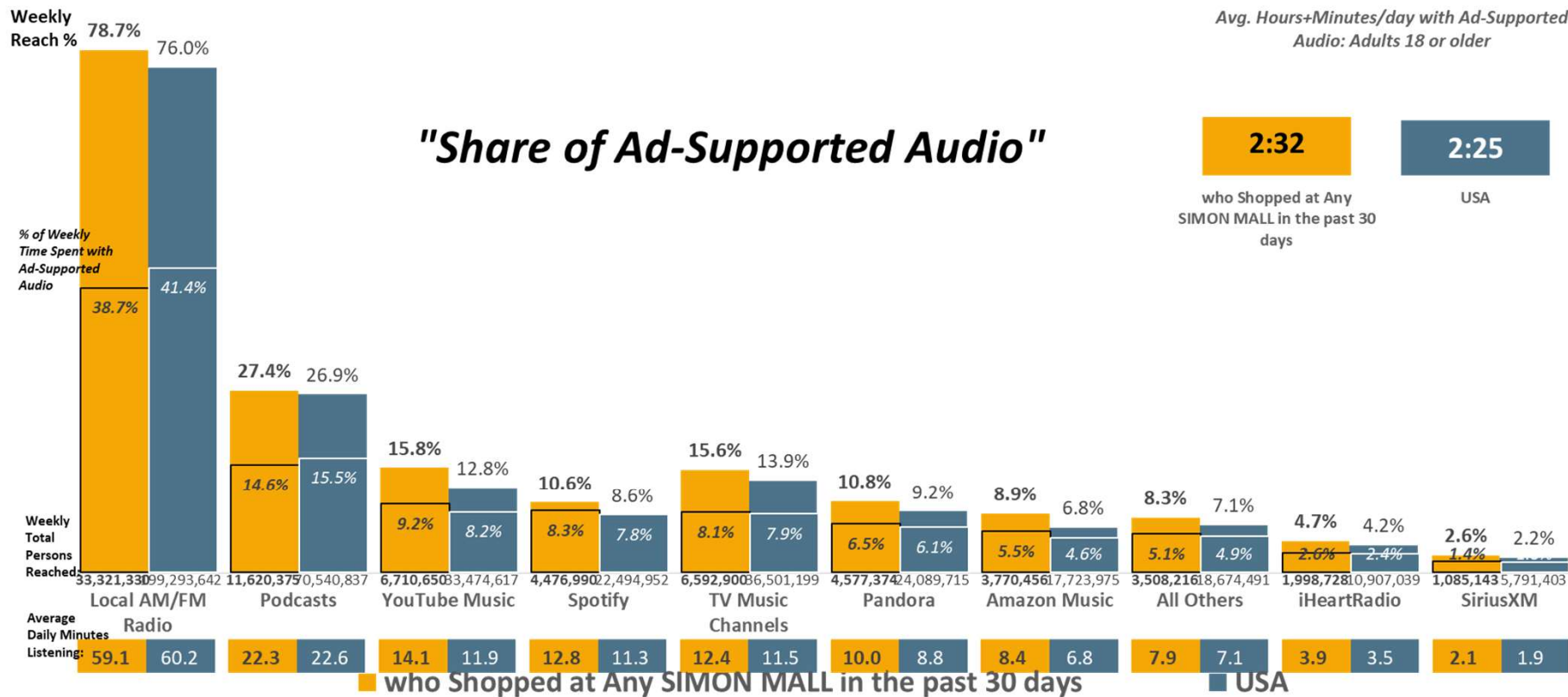


### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





33,321,330 or 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.





1,382,339 or 80.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 80.4% 77.6%

% of Weekly Time Spent with Ad-Supported Audio 40.3% 42.2%

Weekly Total Persons Reached

Average Daily Minutes Listening

## "Share of Ad-Supported Audio"

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

2:23

2:25

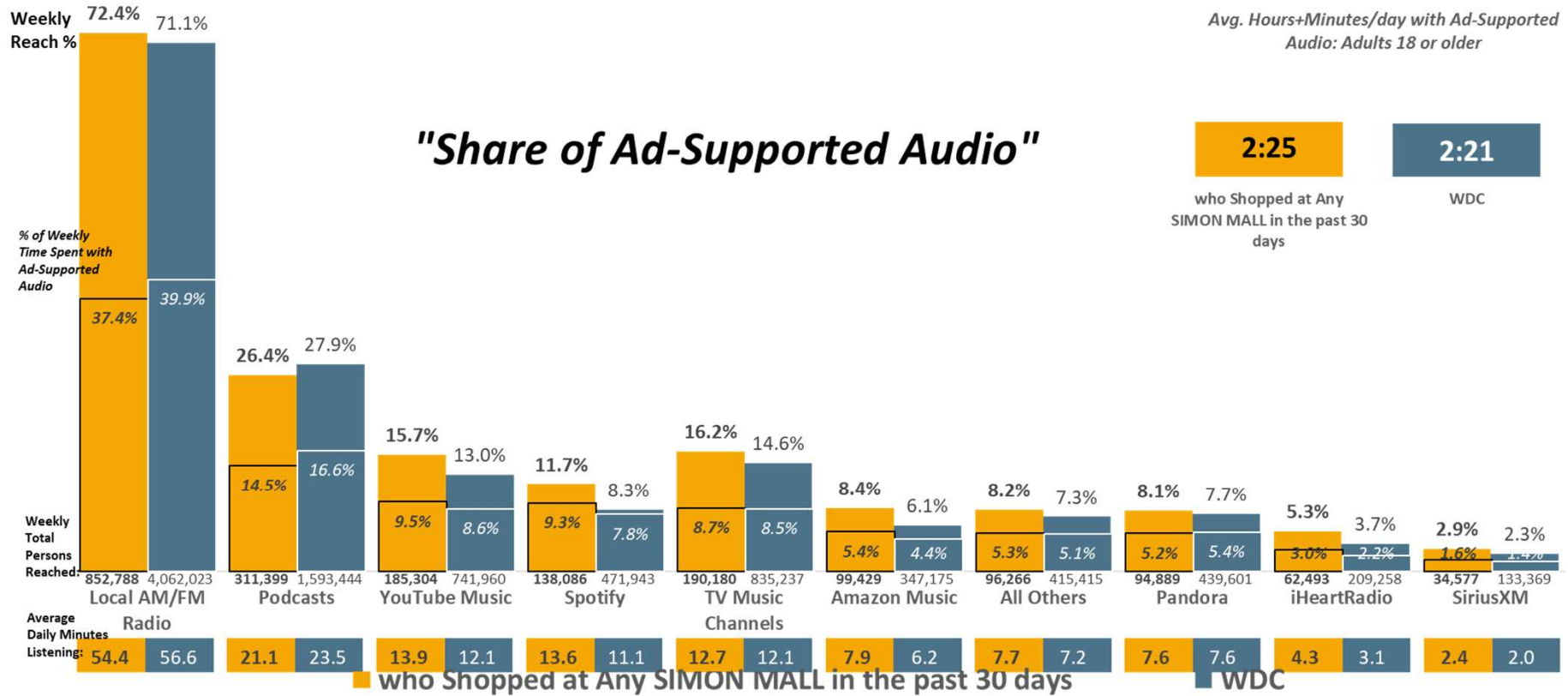
who Shopped at Any SIMON MALL in the past 30 days

CHI

who Shopped at Any SIMON MALL in the past 30 days CHI



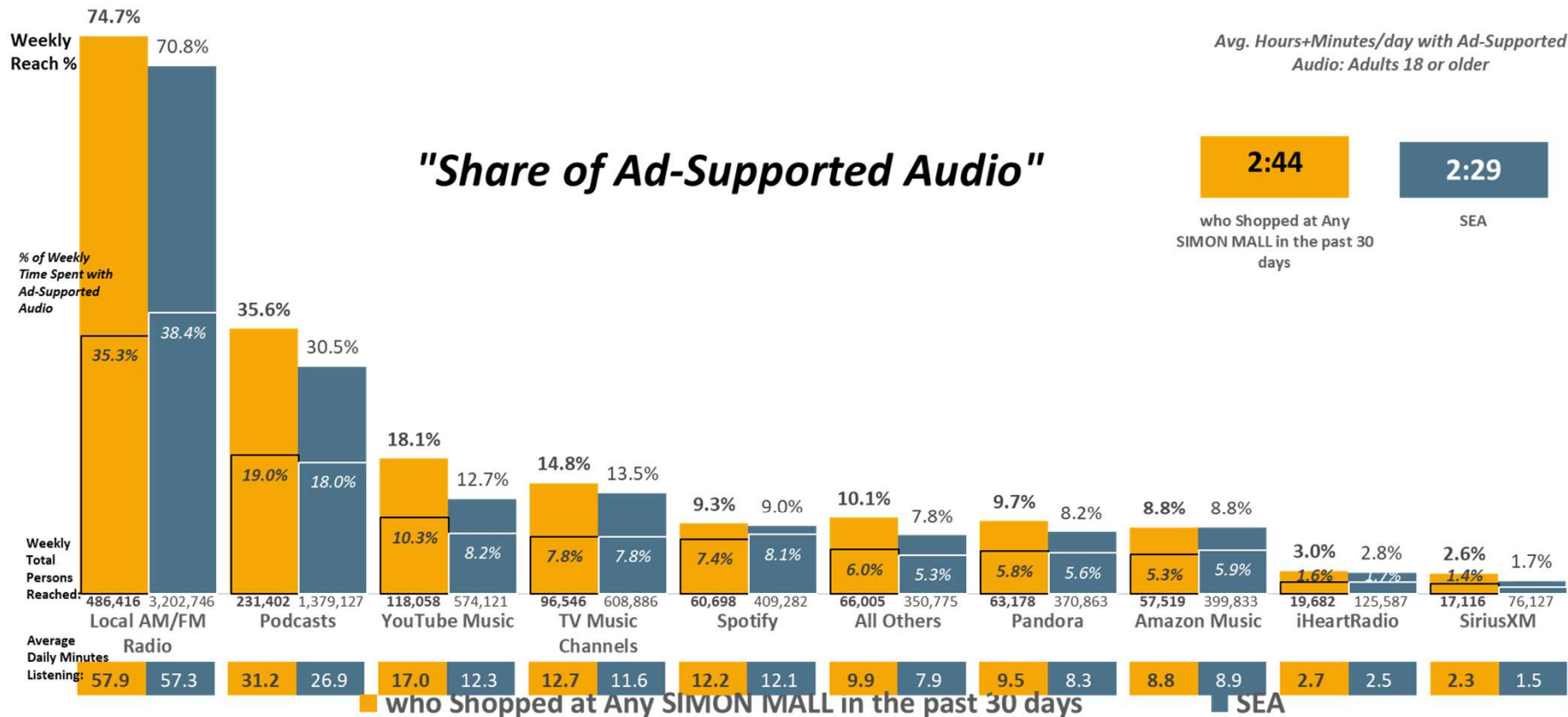
852,788 or 72.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.





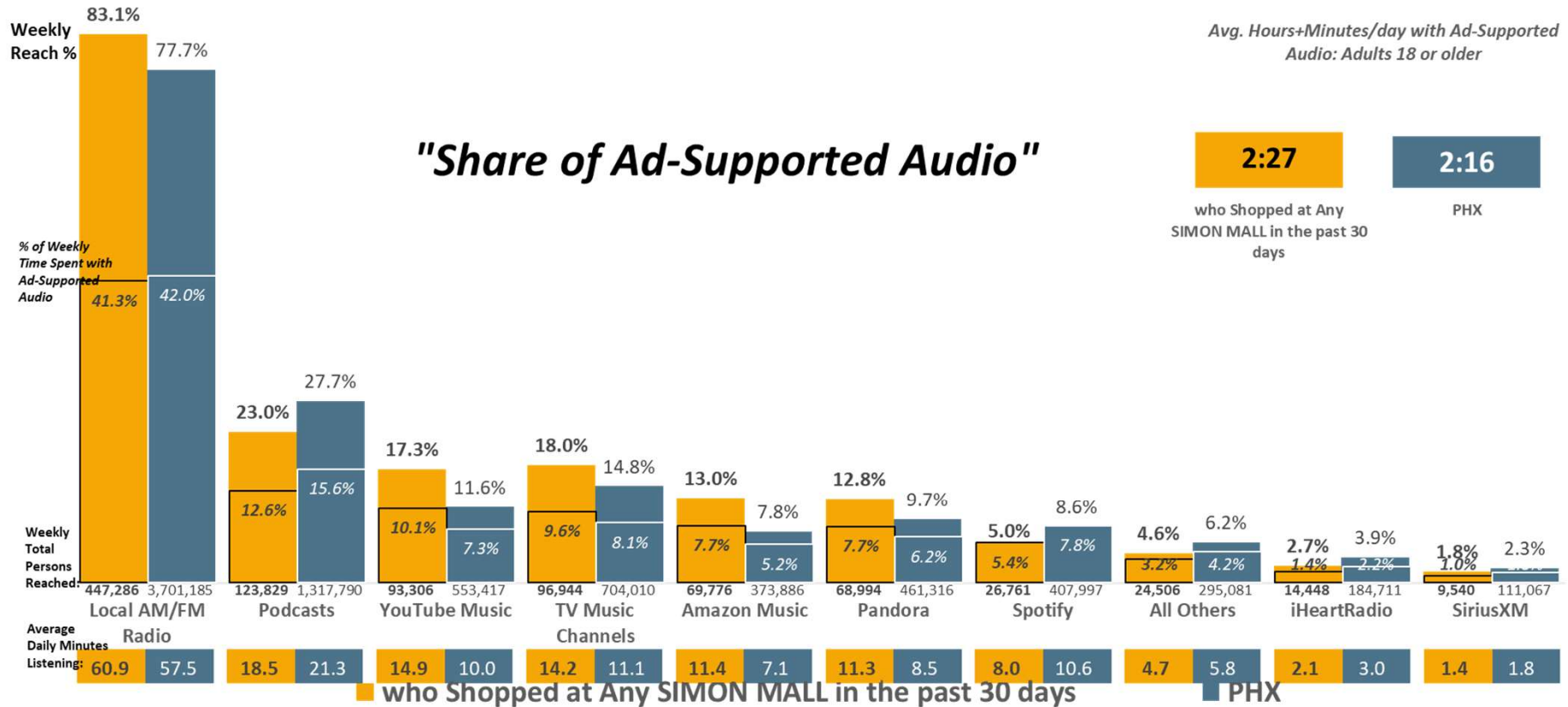


486,416 or 74.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.





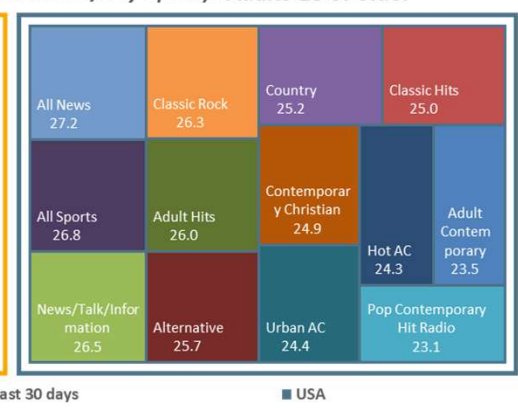
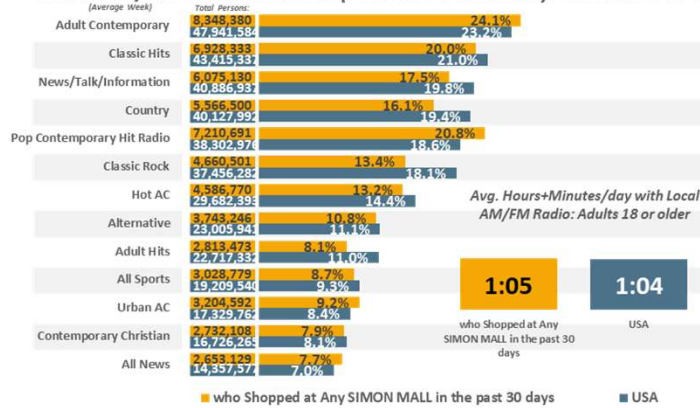
447,286 or 83.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



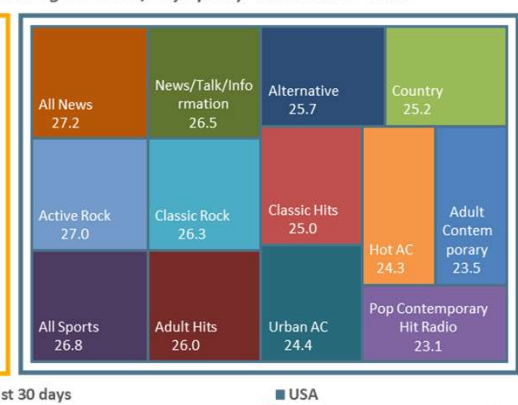
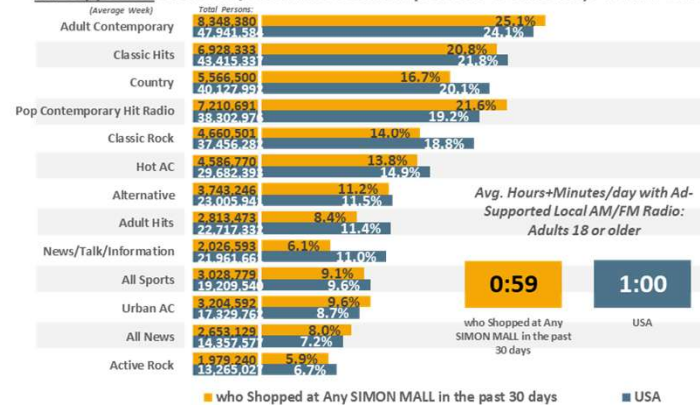


33,321,330 or 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

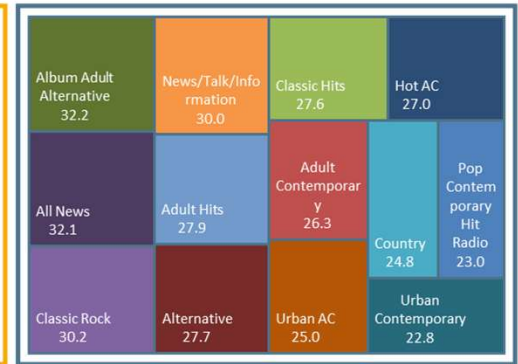
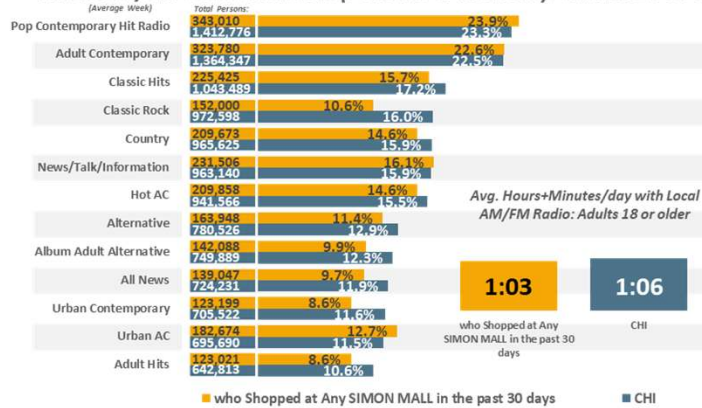
Malls shopped/visited past 30 days: Any Simon Mall



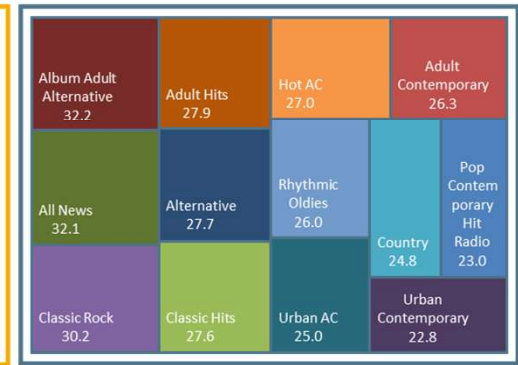
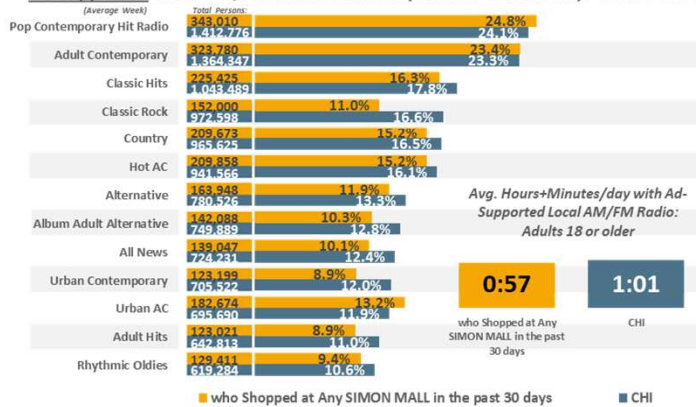


1,382,339 or 80.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Mexican Regional, Classic Hits, and Hot AC.

**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 1,027  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

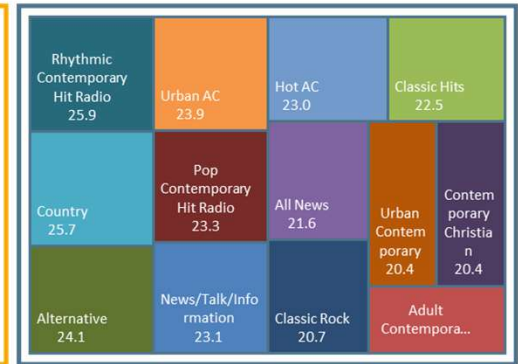
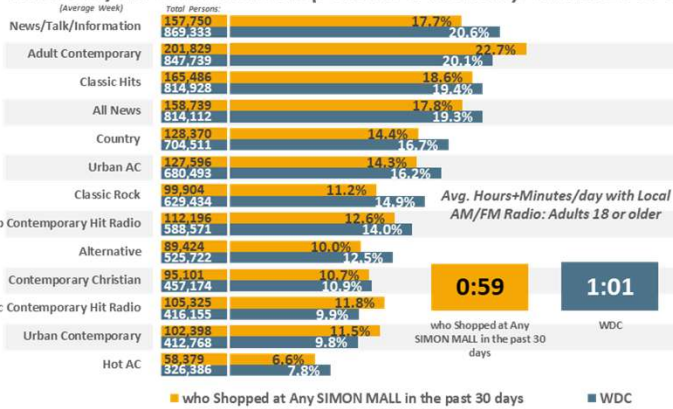
Malls shopped/visited past 30 days: Any Simon Mall



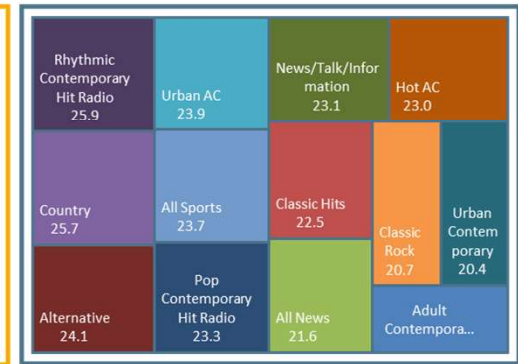
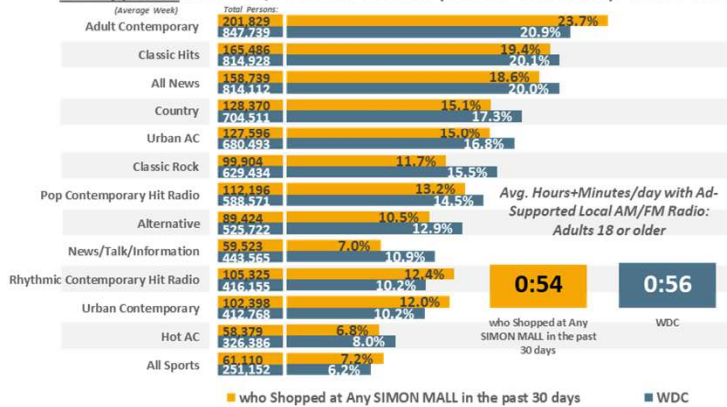


852,788 or 72.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Country, and Urban AC.

**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**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

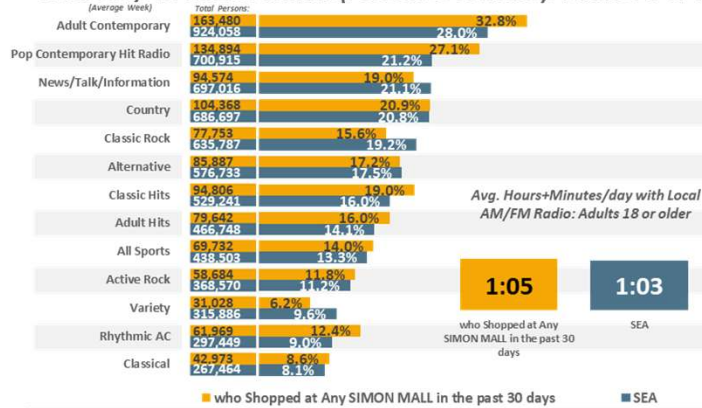
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

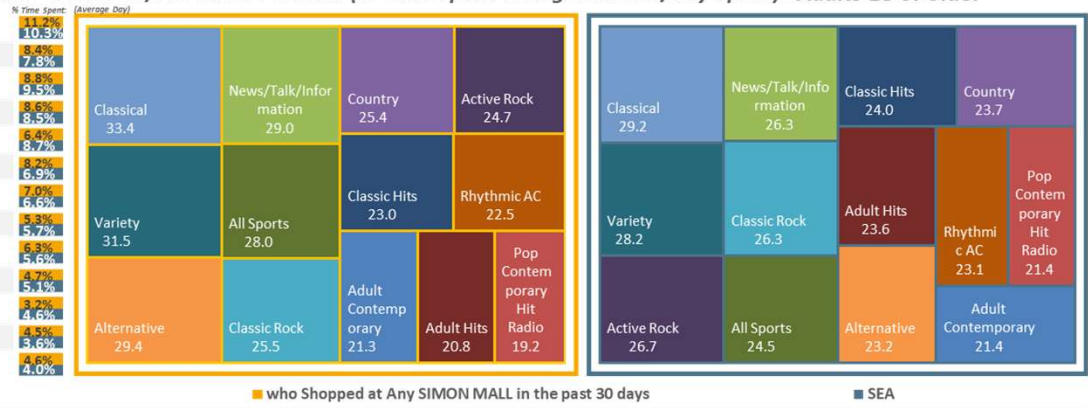


486,416 or 74.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Alternative.

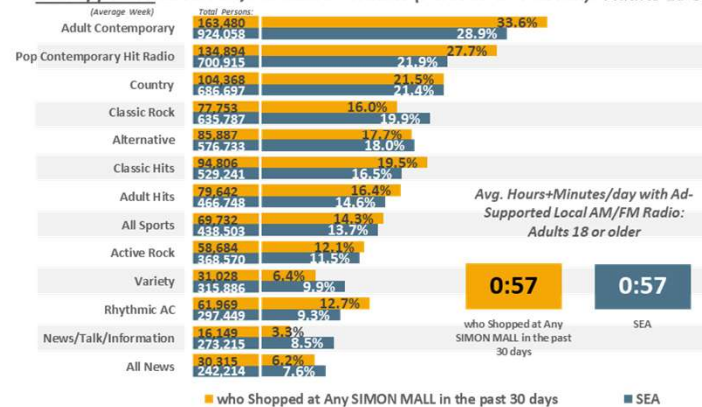
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



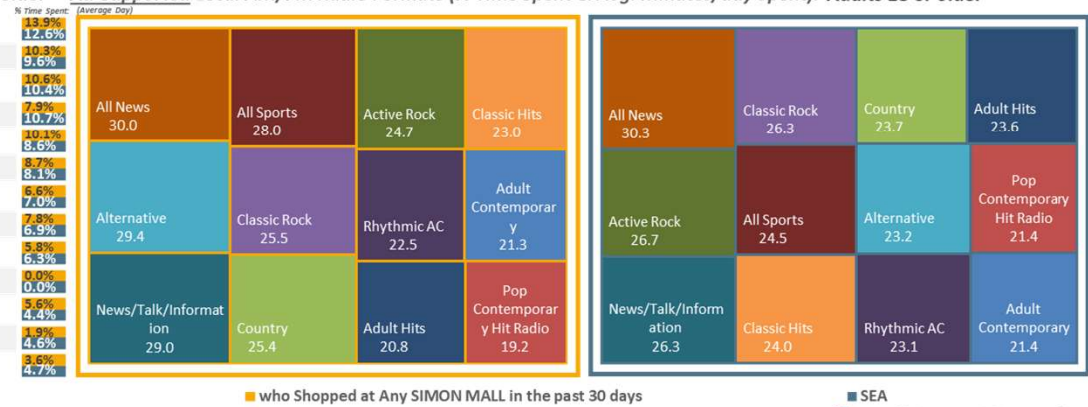
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



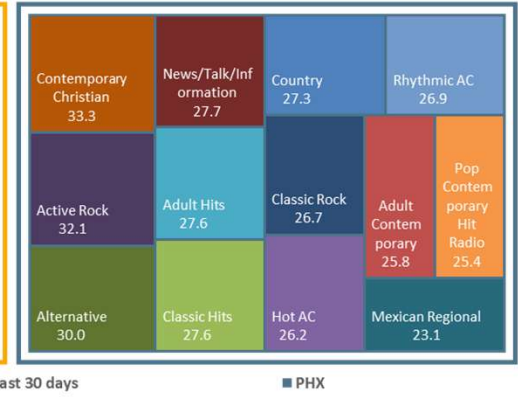
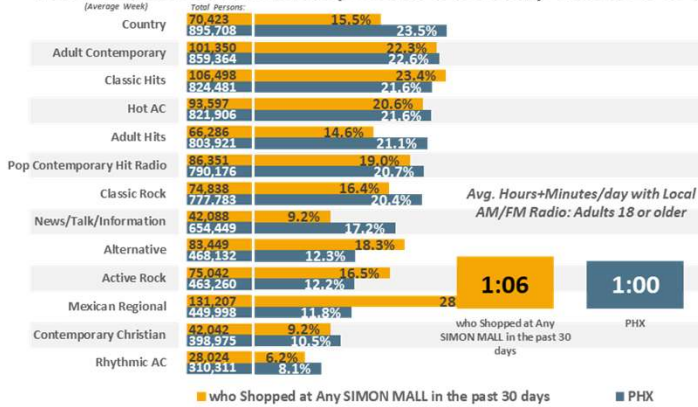
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



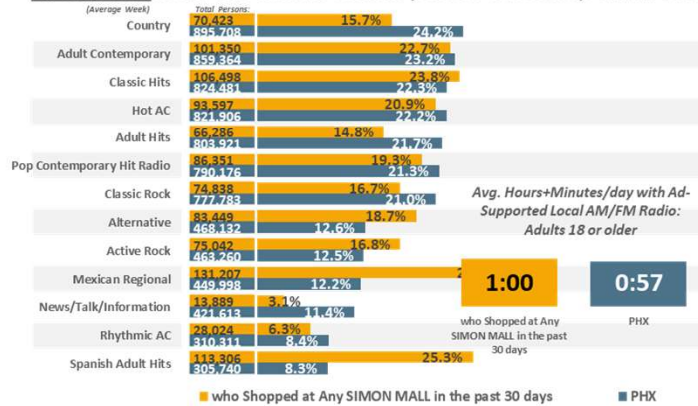


447,286 or 83.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Spanish Adult Hits, Classic Hits, Adult Contemporary, and Hot AC.

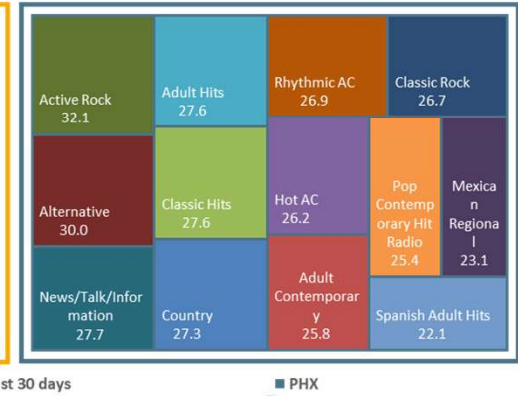
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



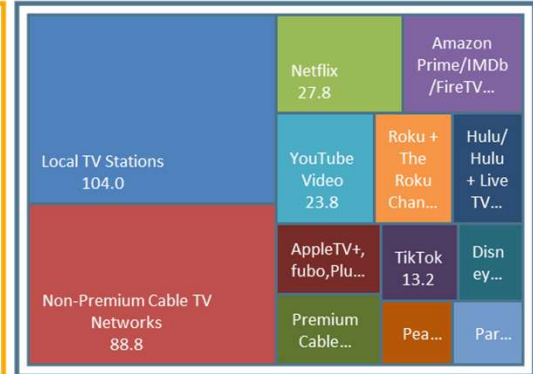
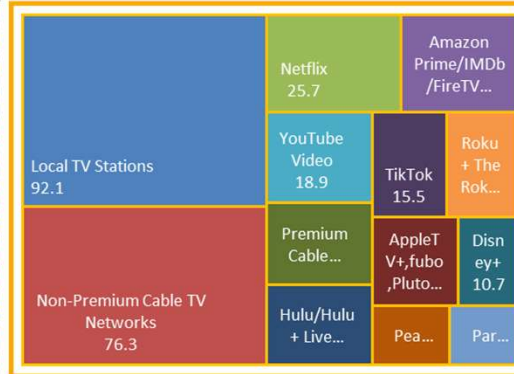
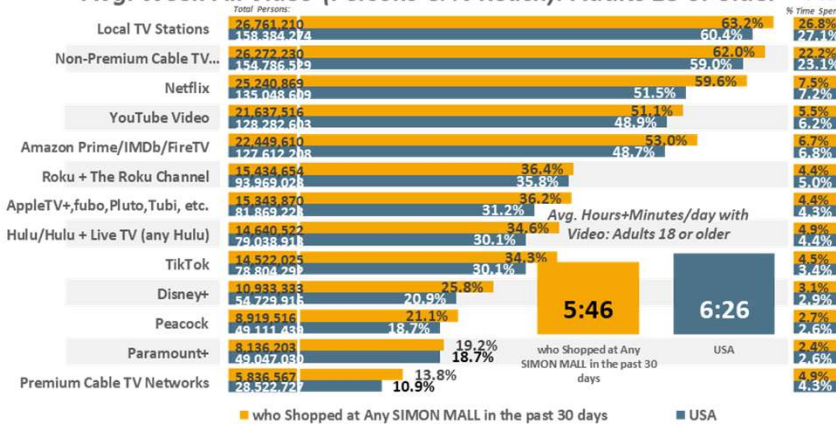




26,328,780 or 62.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

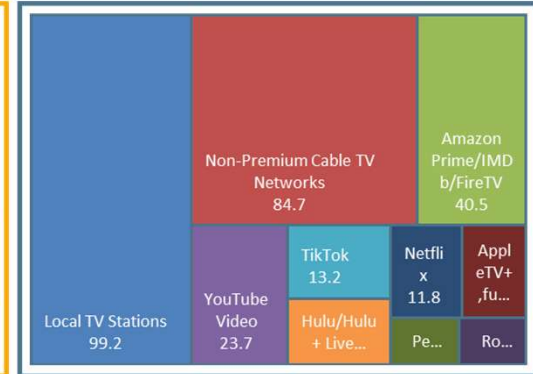
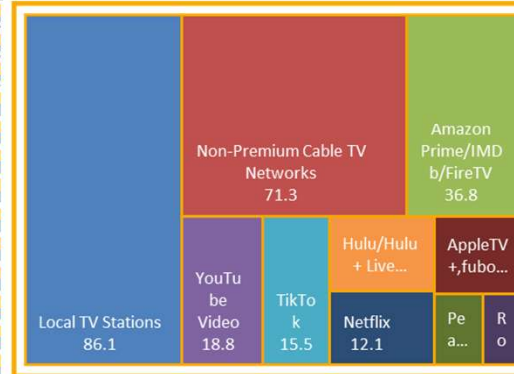
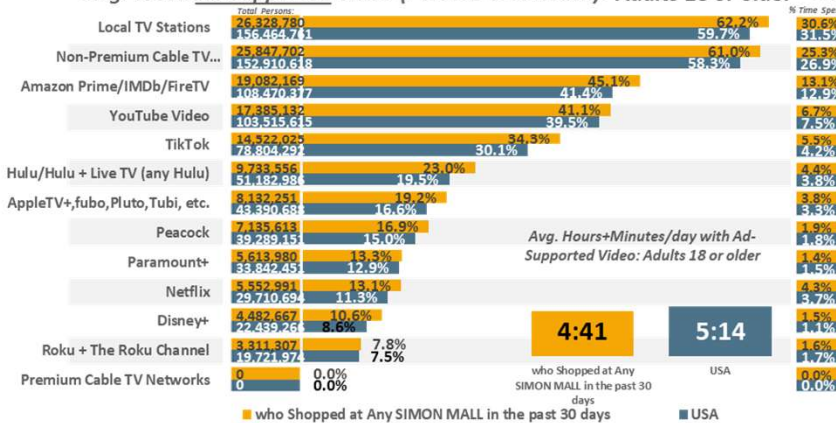
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

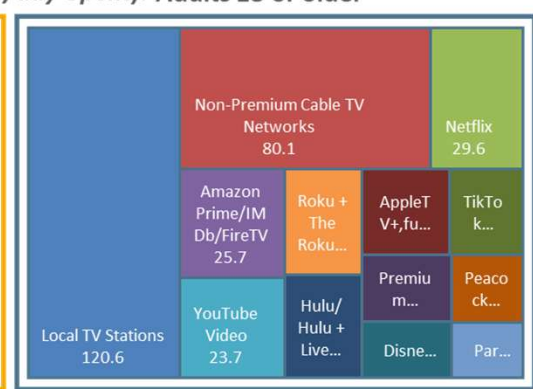
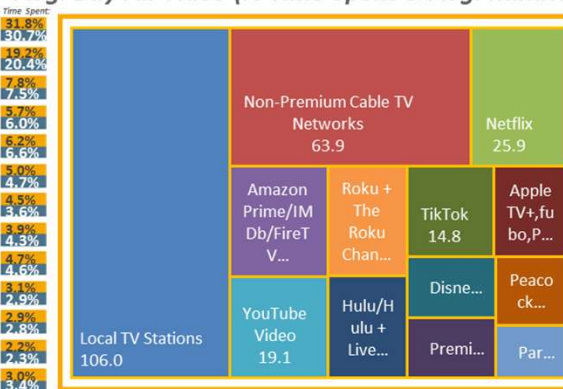
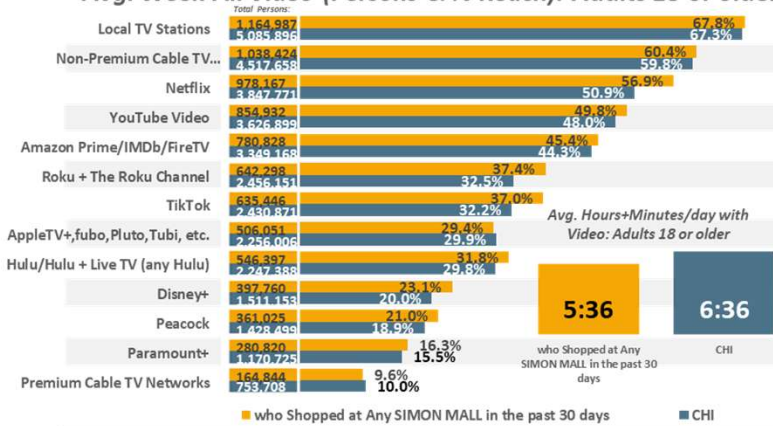




1,143,929 or 66.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

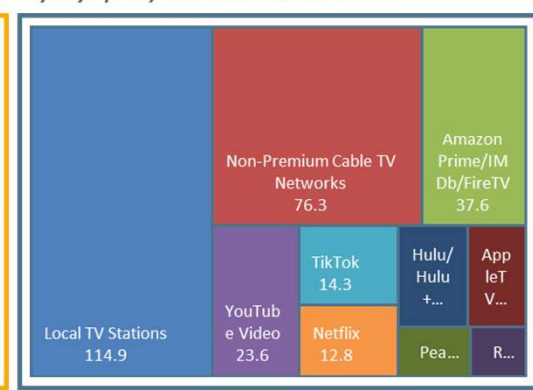
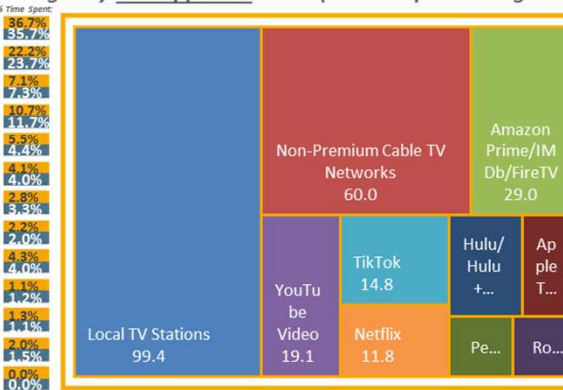
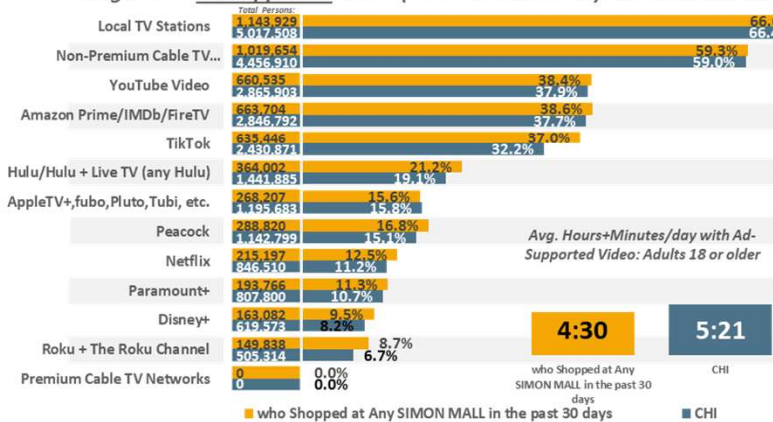
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,027  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

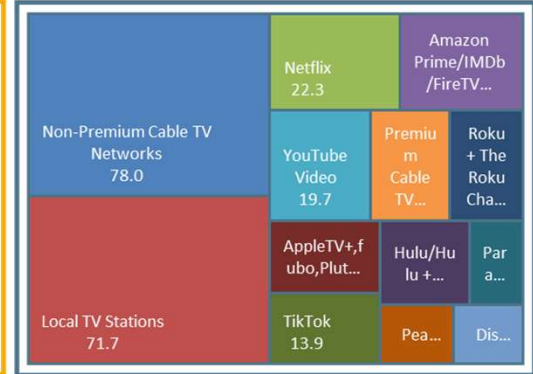
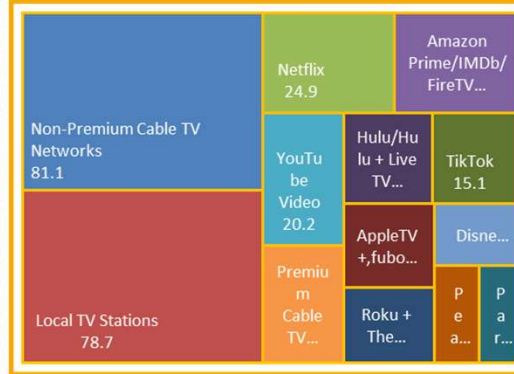
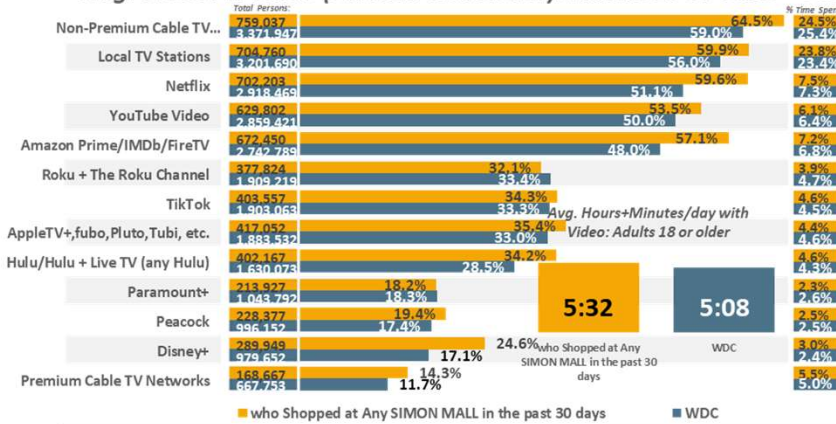
Malls shopped/visited past 30 days: Any Simon Mall



695,277 or 59.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

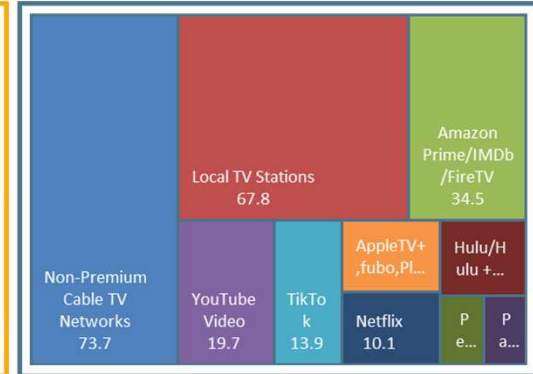
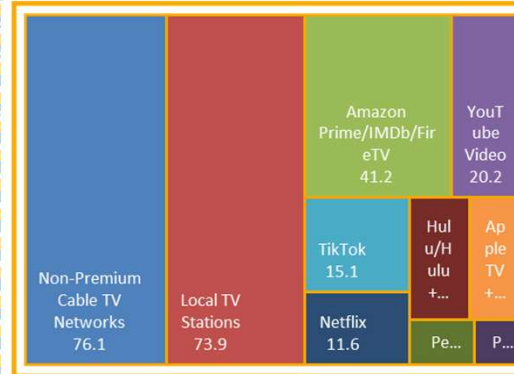
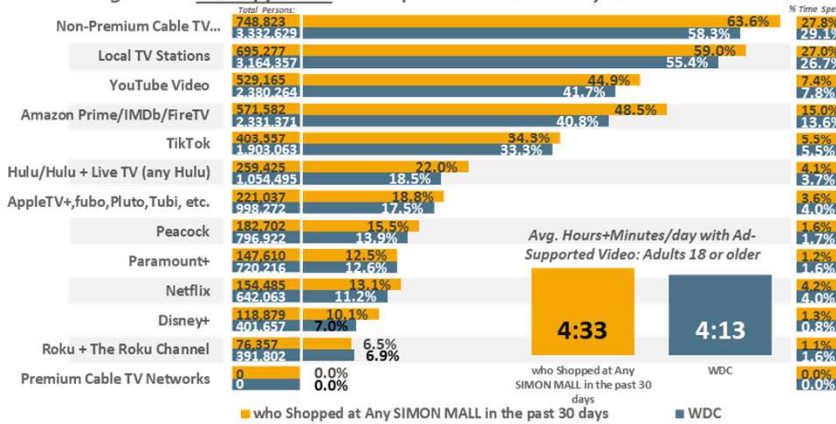
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

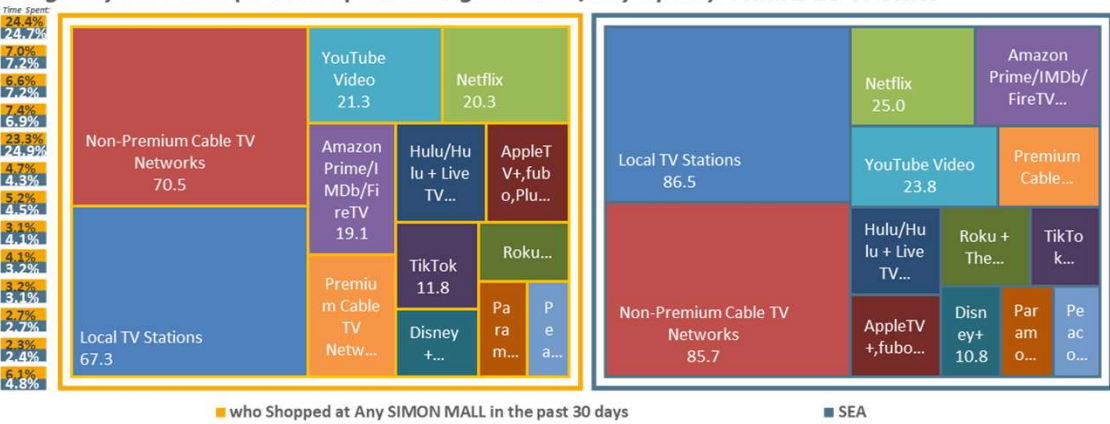
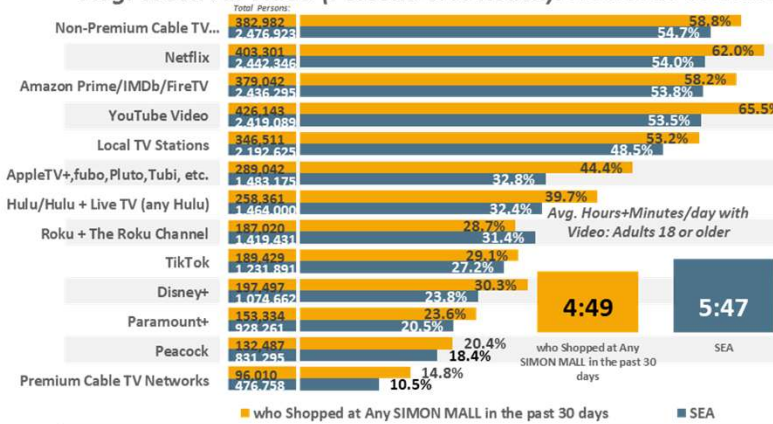
Malls shopped/visited past 30 days: Any Simon Mall



341,682 or 52.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 62.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

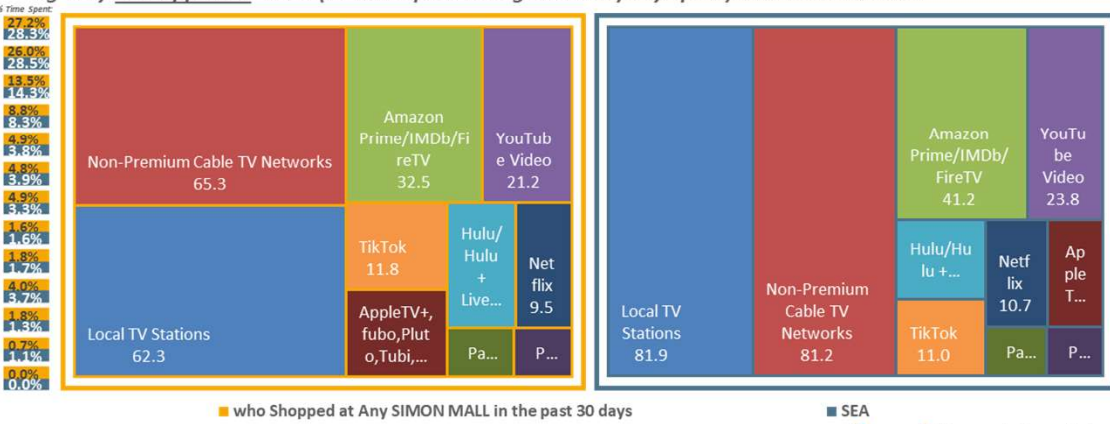
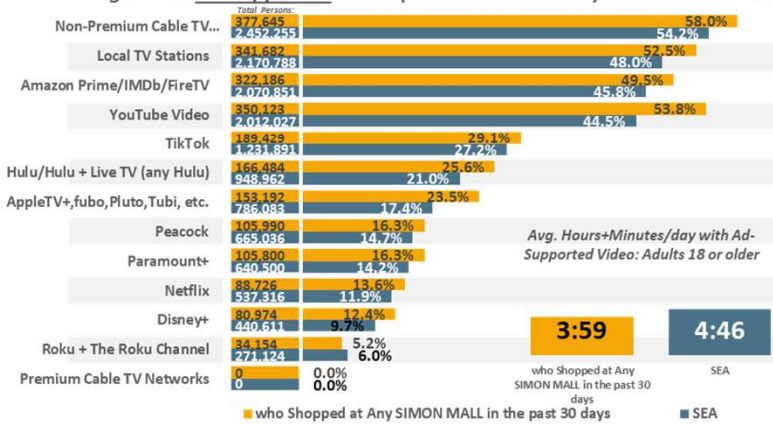
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



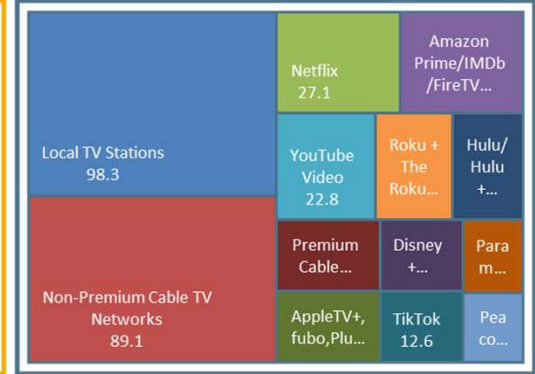
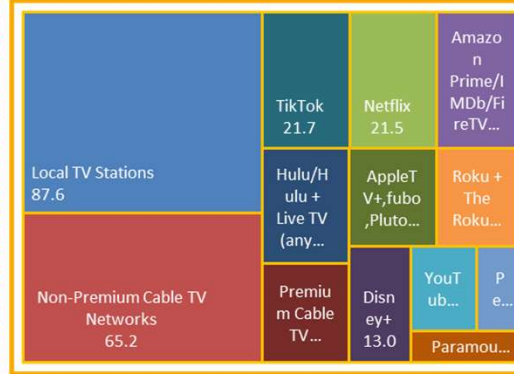
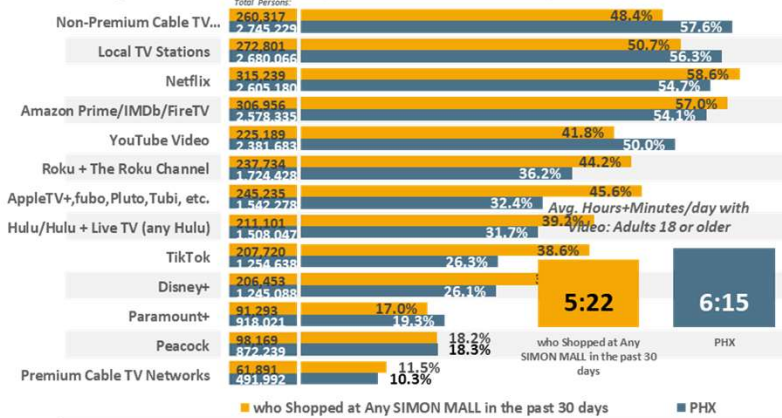




267,543 or 49.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

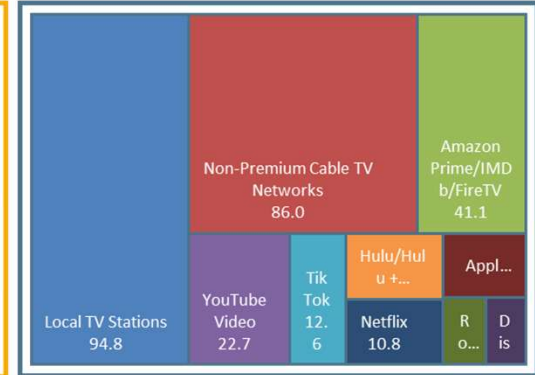
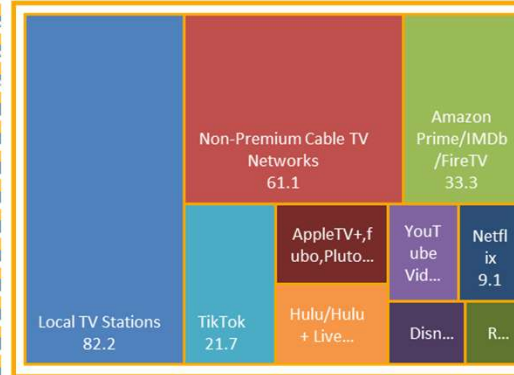
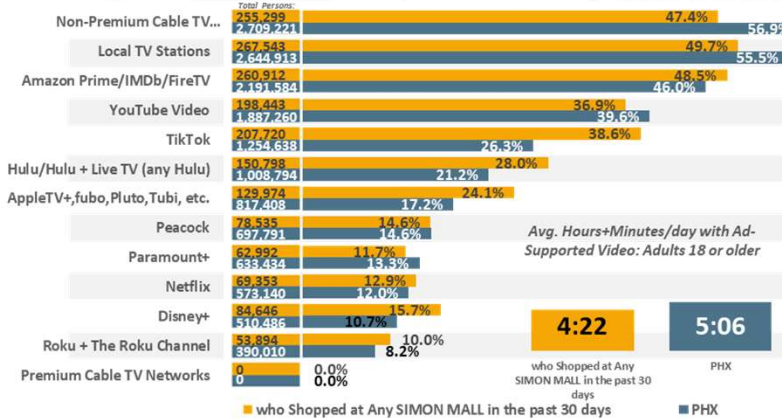
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**

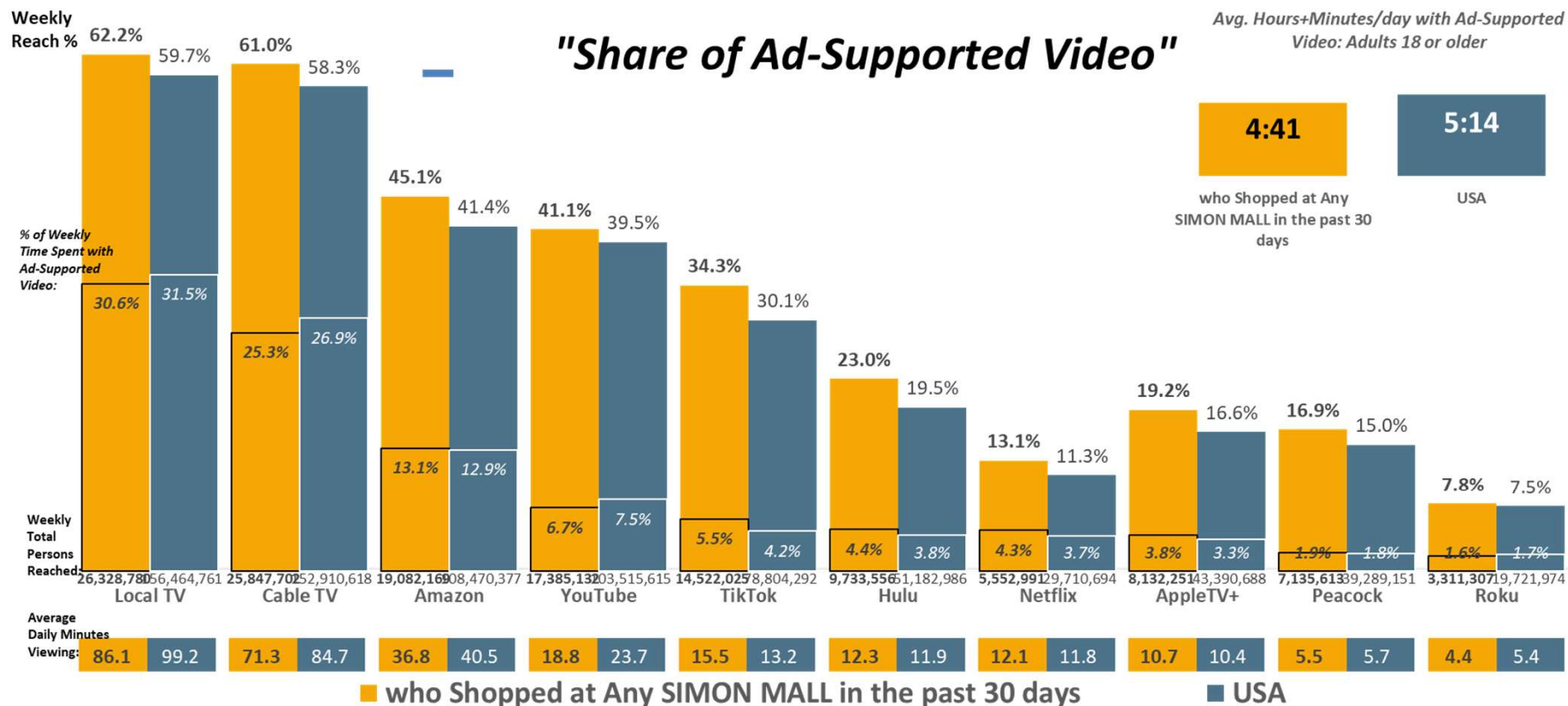






26,328,780 or 62.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

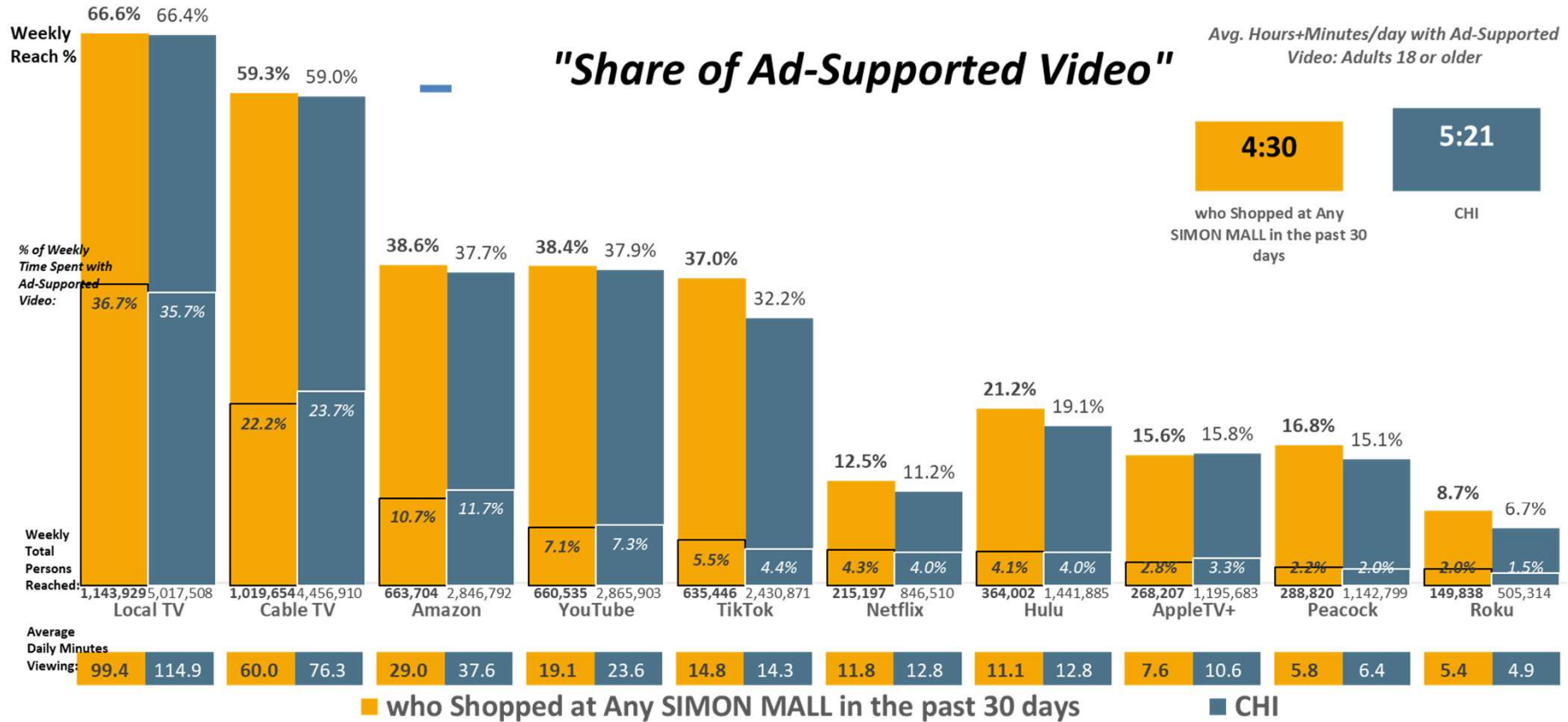
## "Share of Ad-Supported Video"





1,143,929 or 66.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

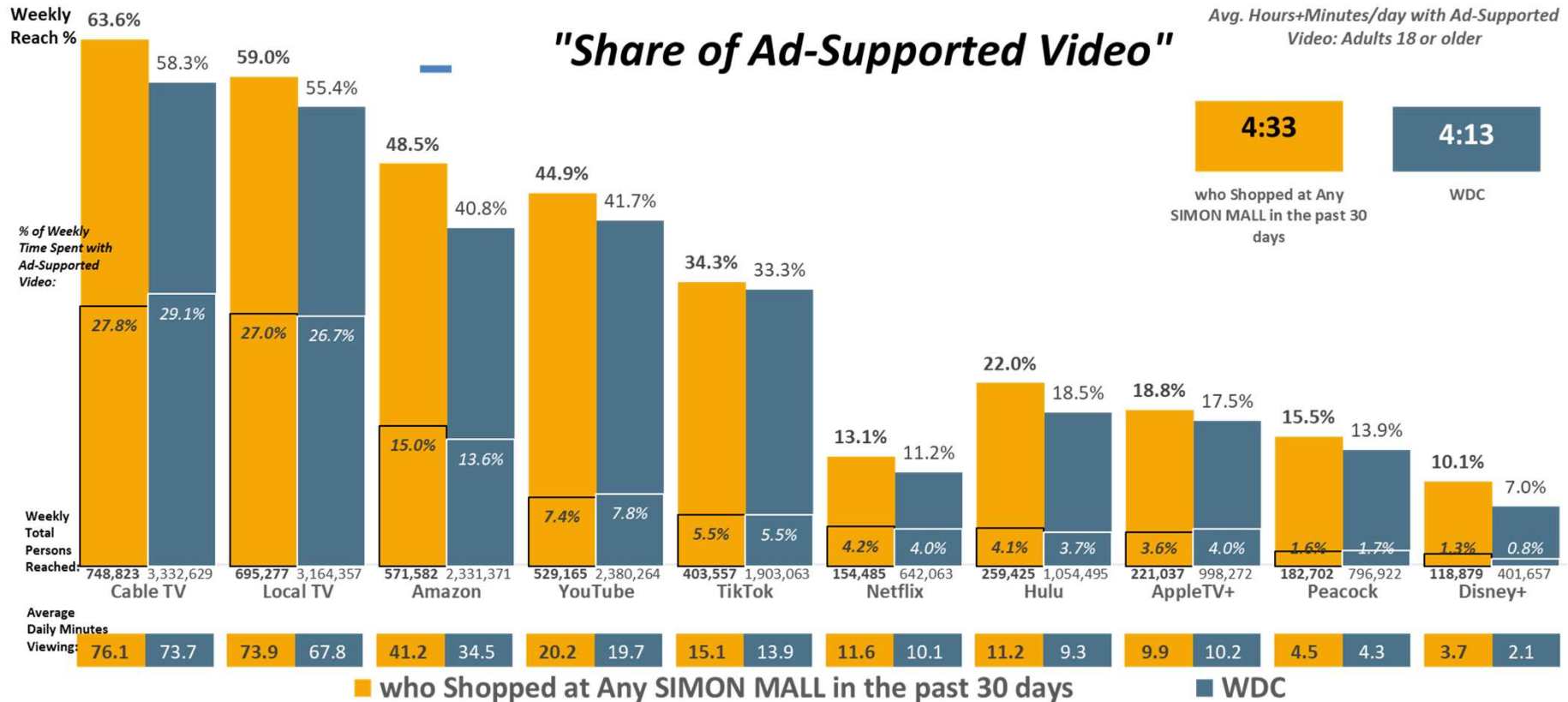
## "Share of Ad-Supported Video"





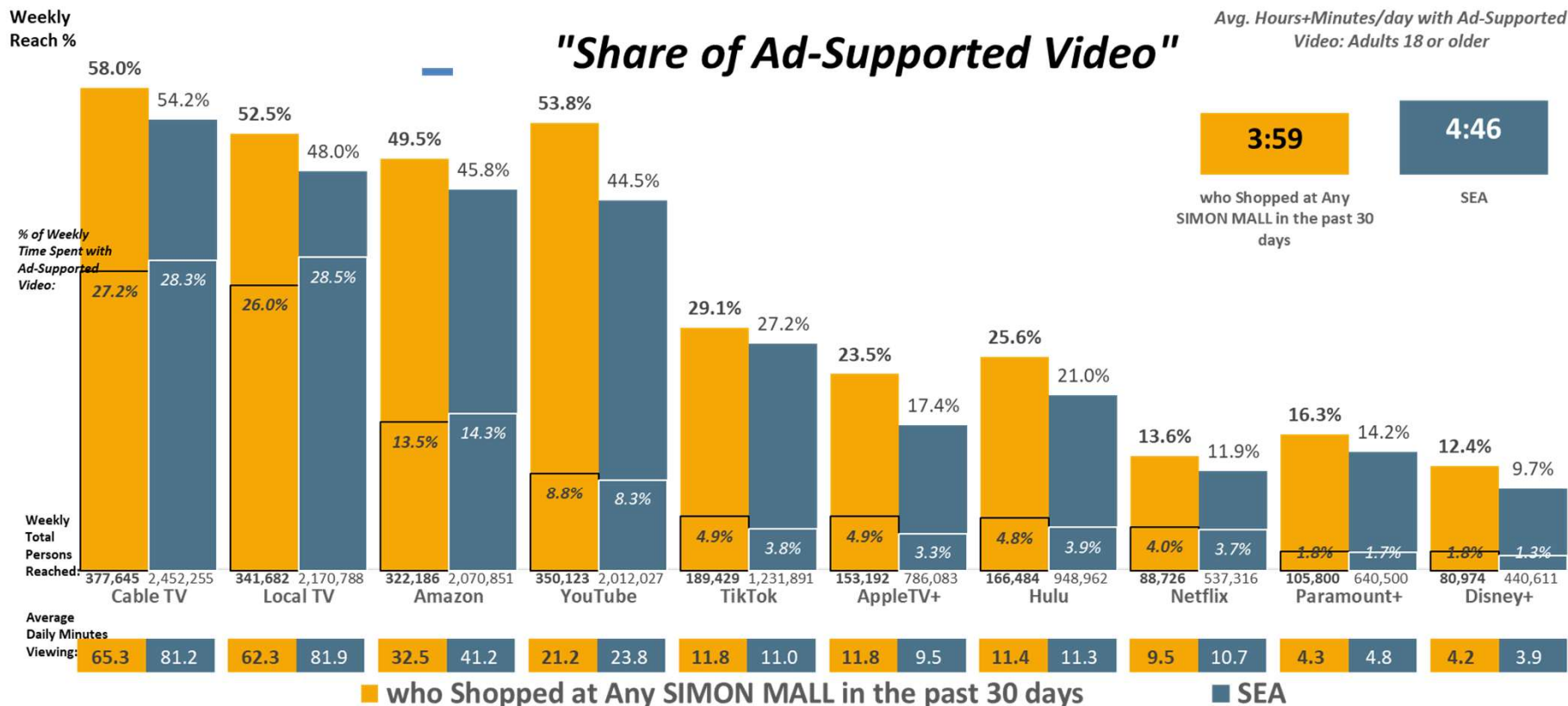
695,277 or 59.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





341,682 or 52.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 62.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

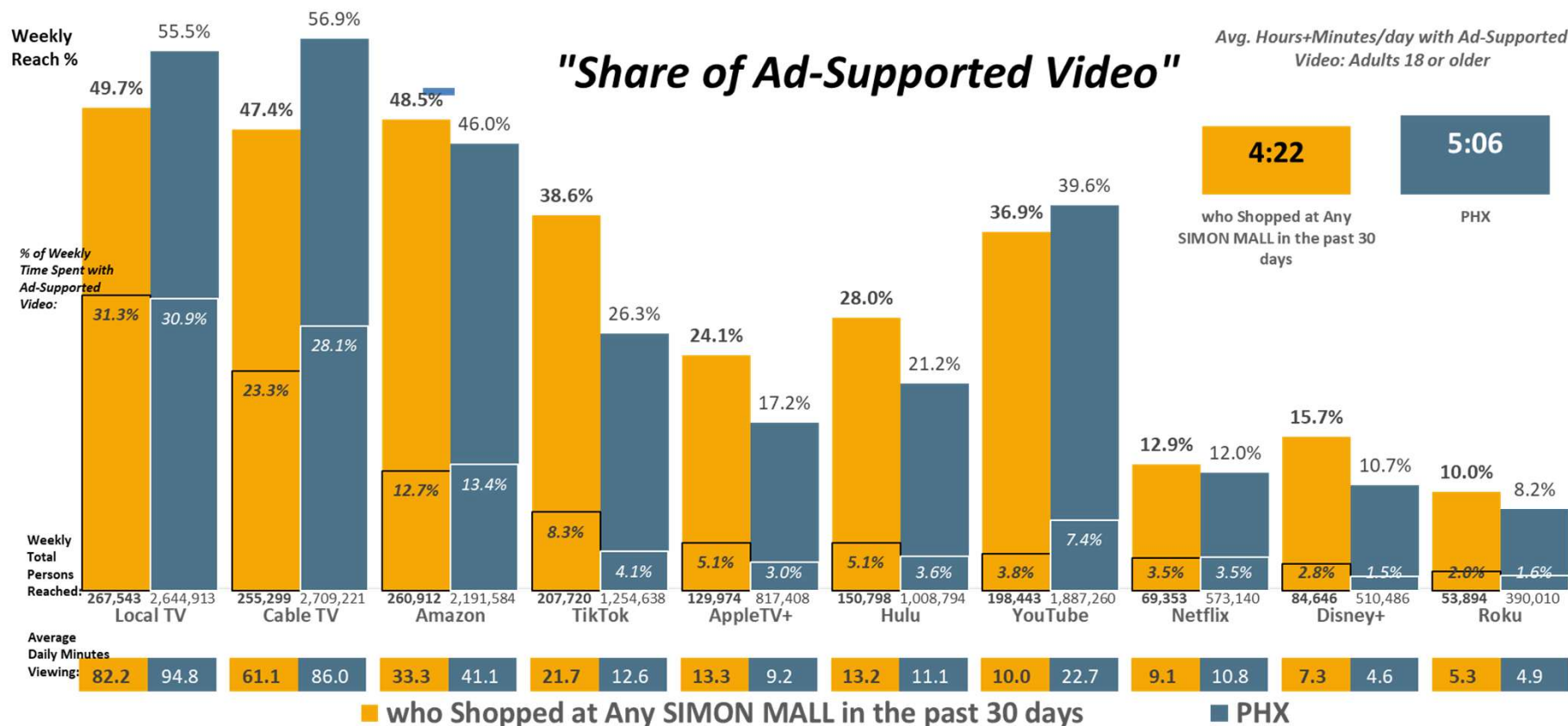






267,543 or 49.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

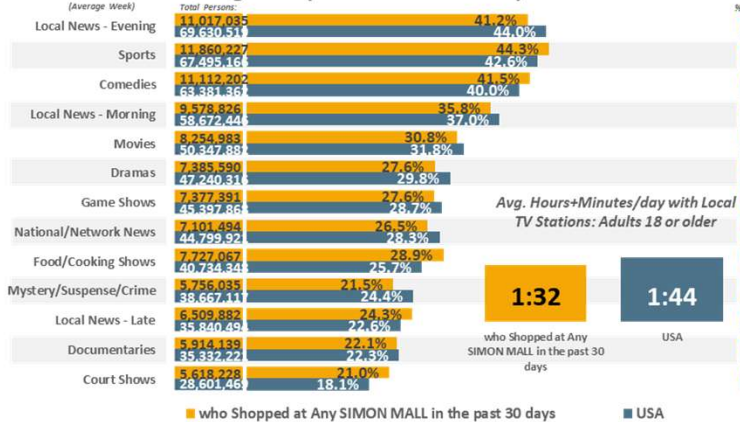
## "Share of Ad-Supported Video"



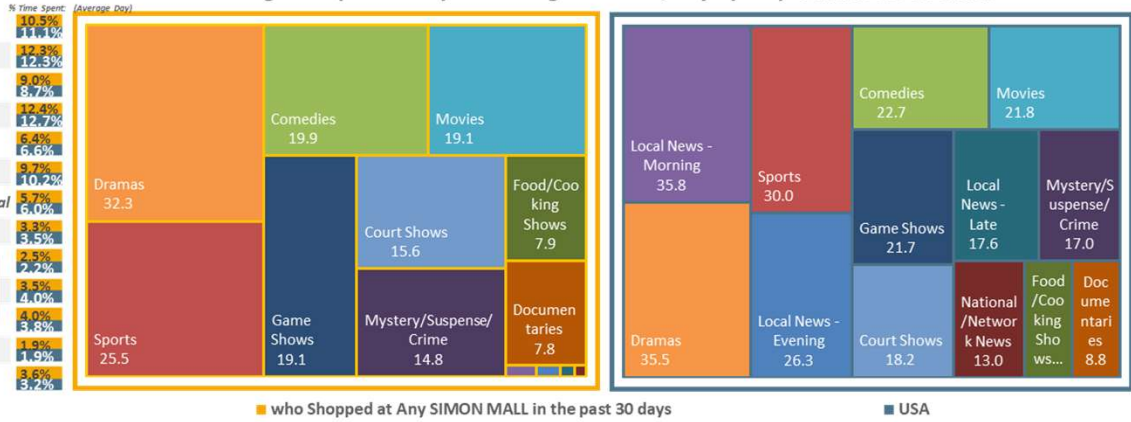


26,328,780 or 62.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

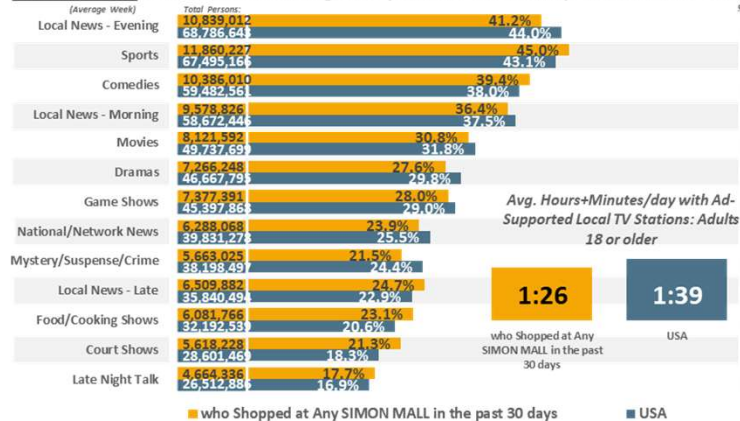
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



**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**



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

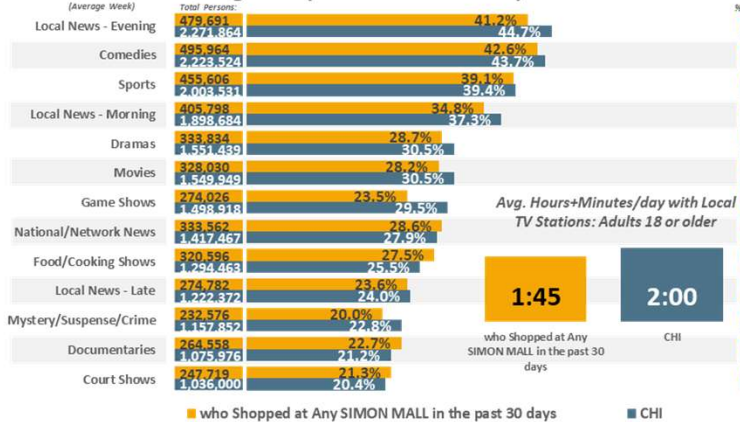
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

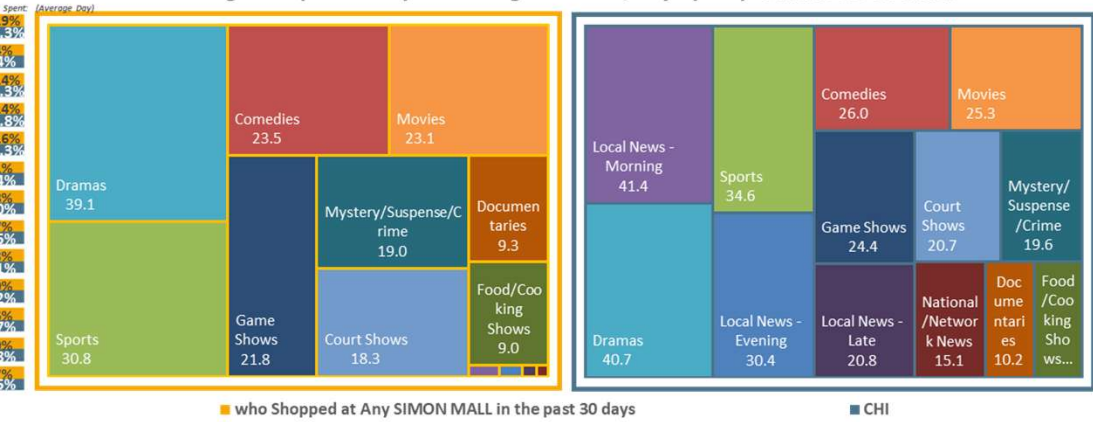


1,143,929 or 66.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

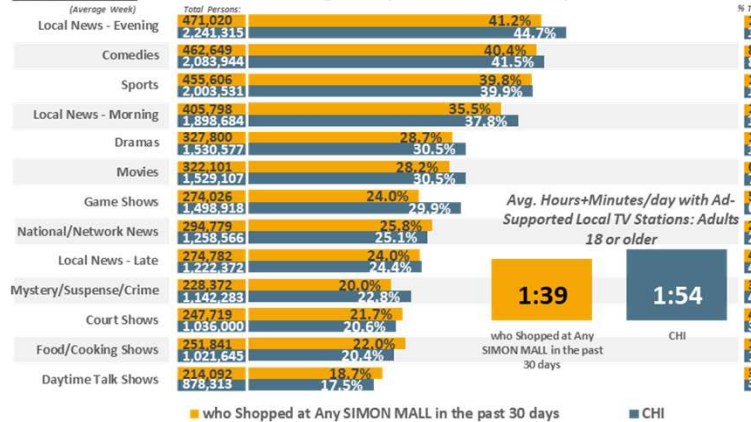
Local TV Station Programs (Persons & % Reach): Adults 18 or older



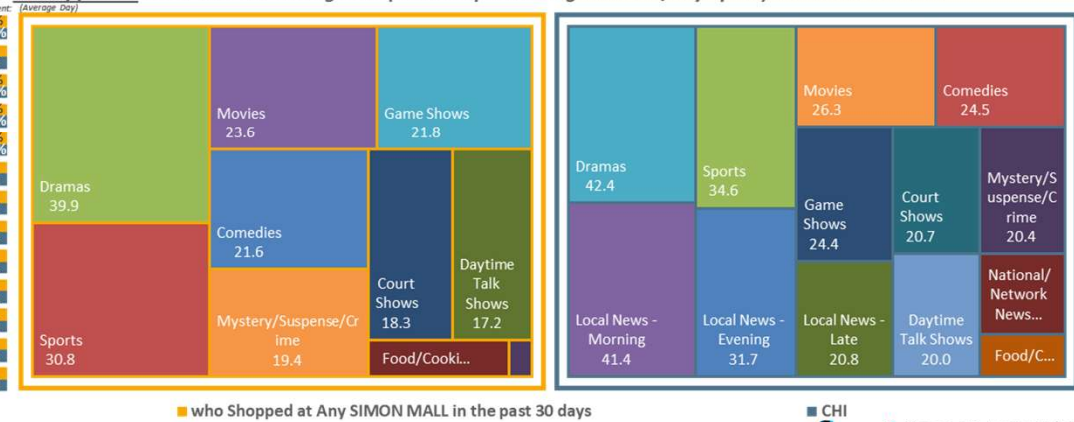
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

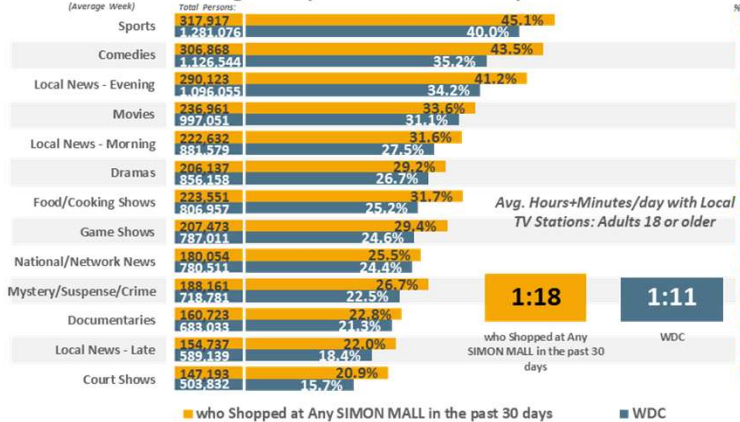




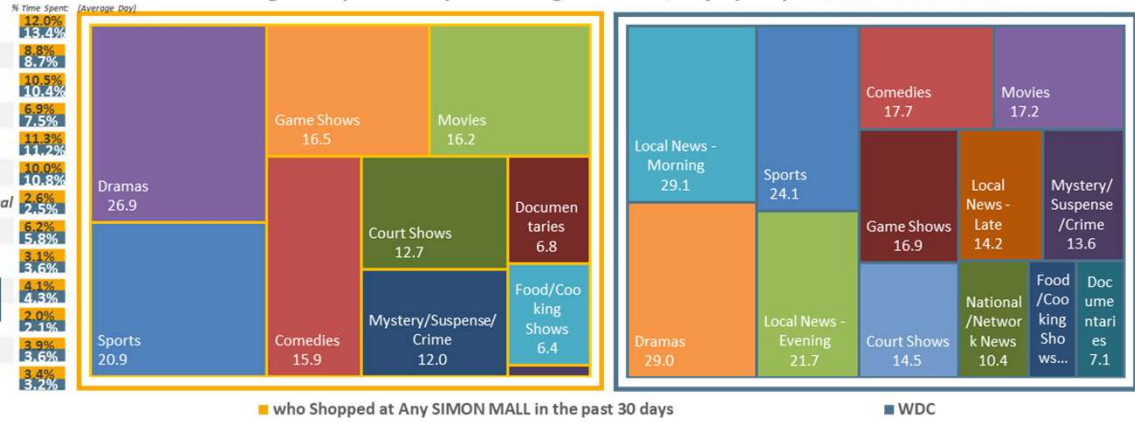


695,277 or 59.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Game Shows.

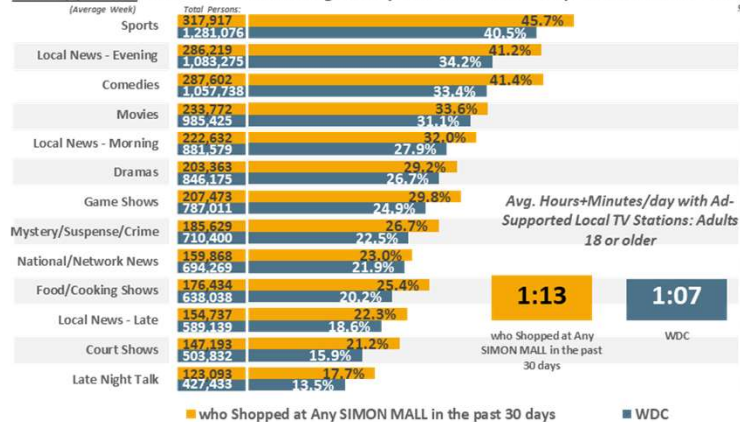
Local TV Station Programs (Persons & % Reach): Adults 18 or older



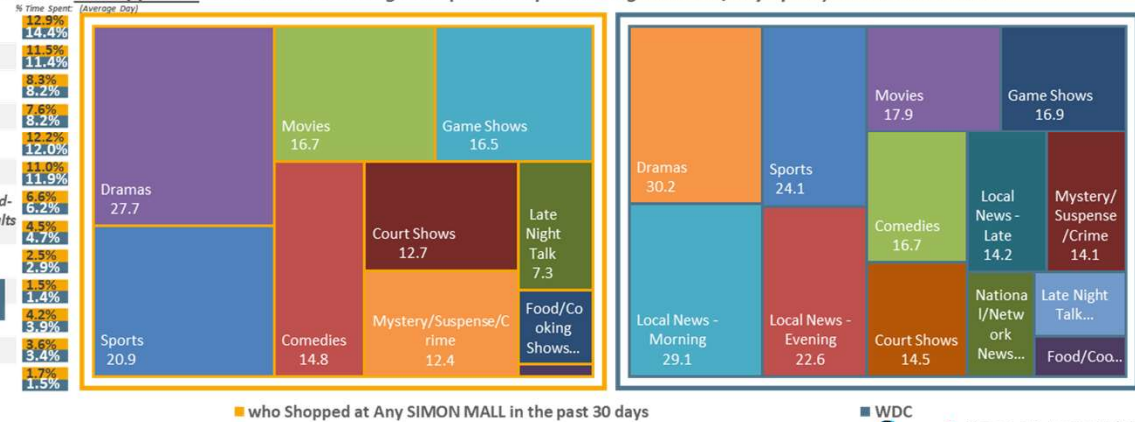
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

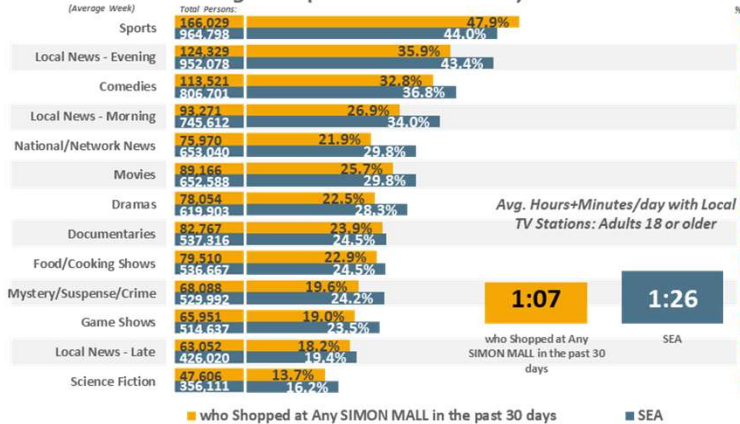




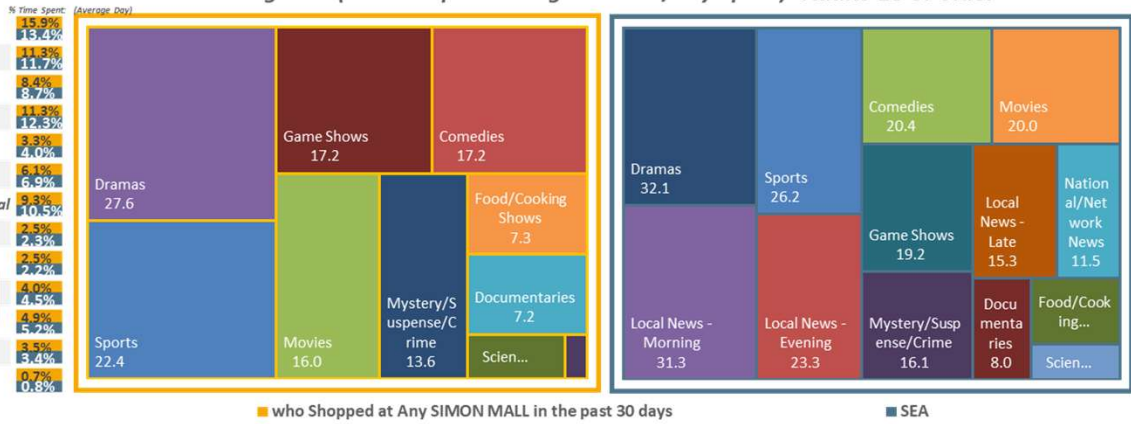


341,682 or 52.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

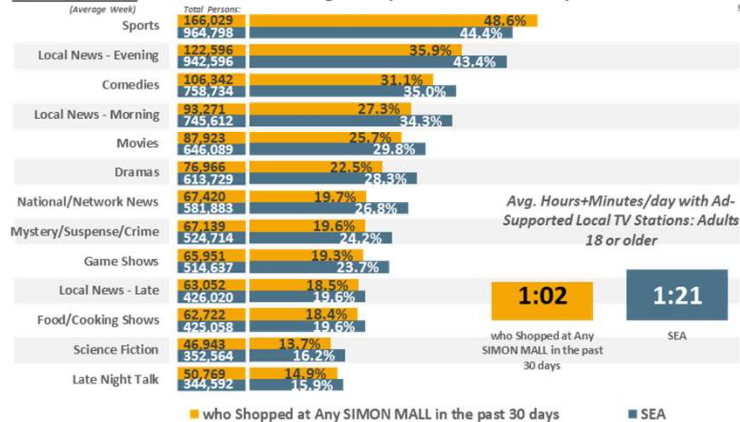
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



**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**



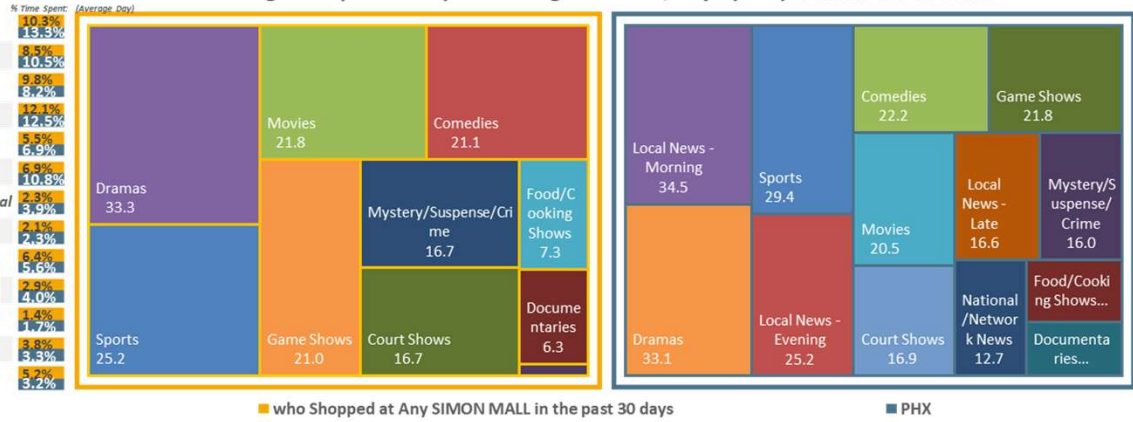


267,543 or 49.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Court Shows, and Game Shows.

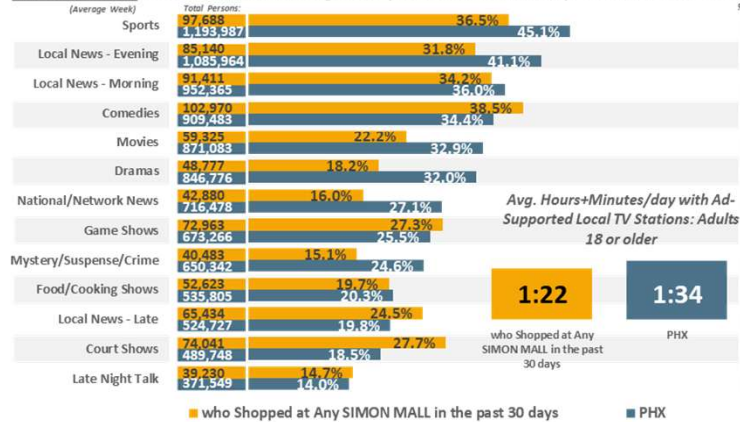
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



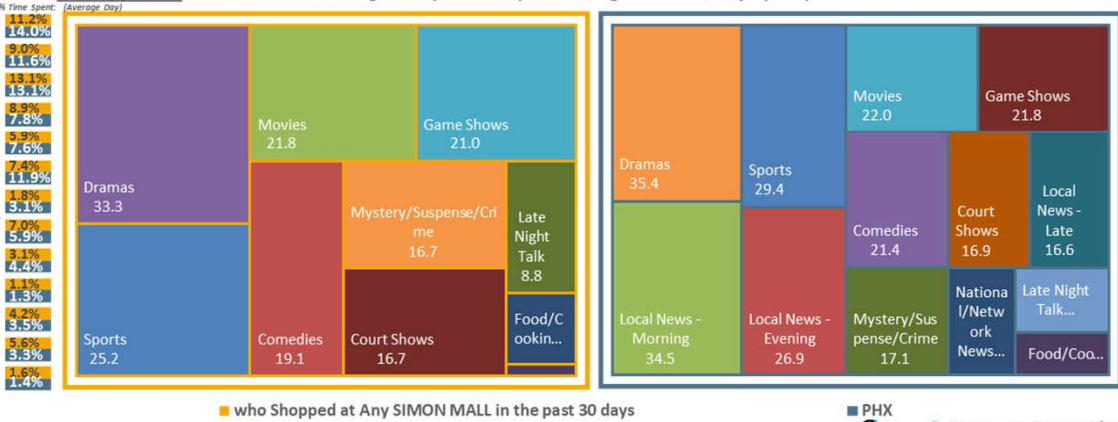
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

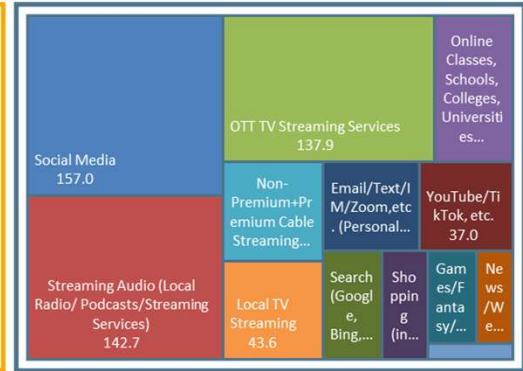
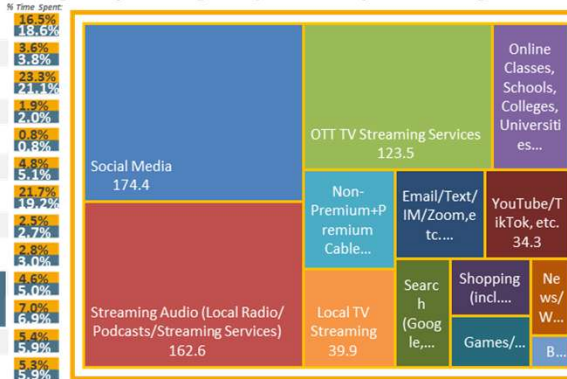
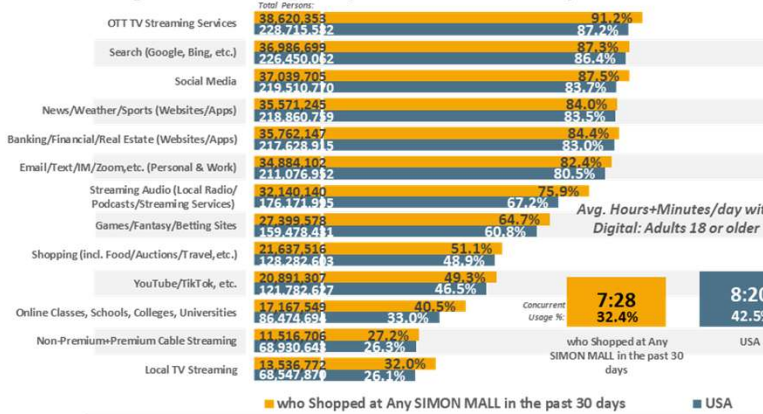




32,436,067 or 76.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 152.7 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

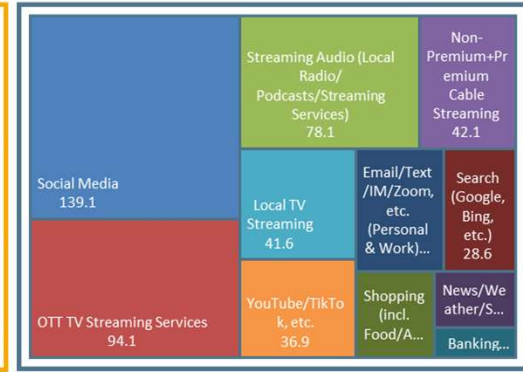
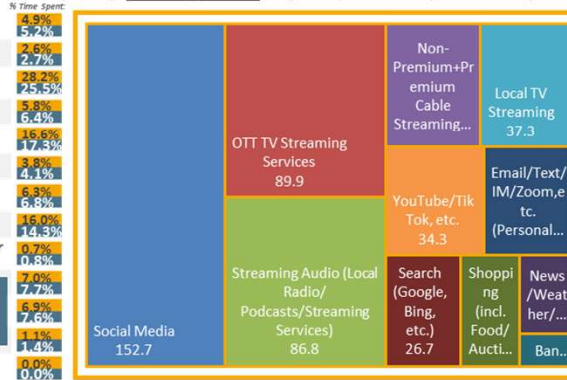
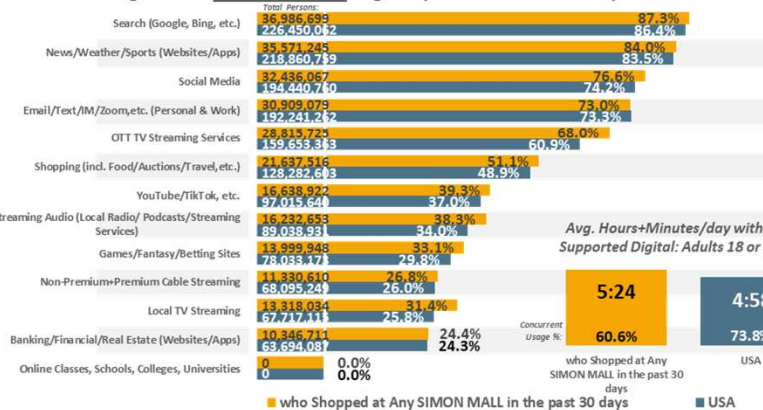
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

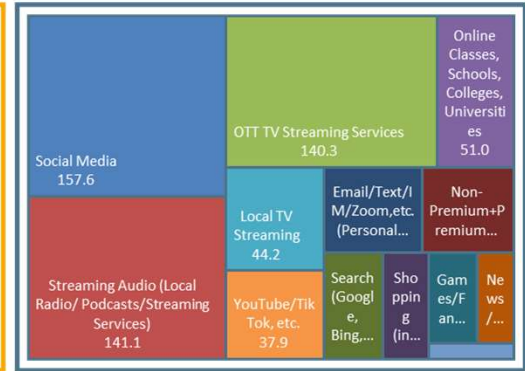
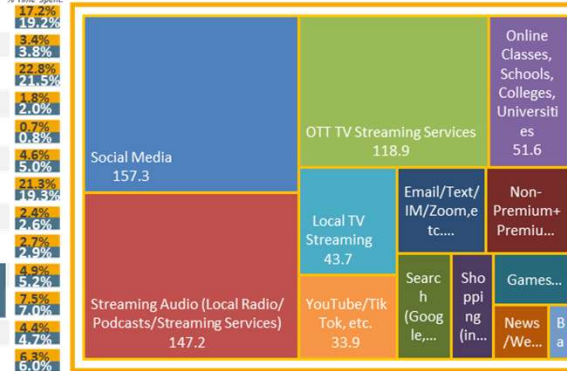
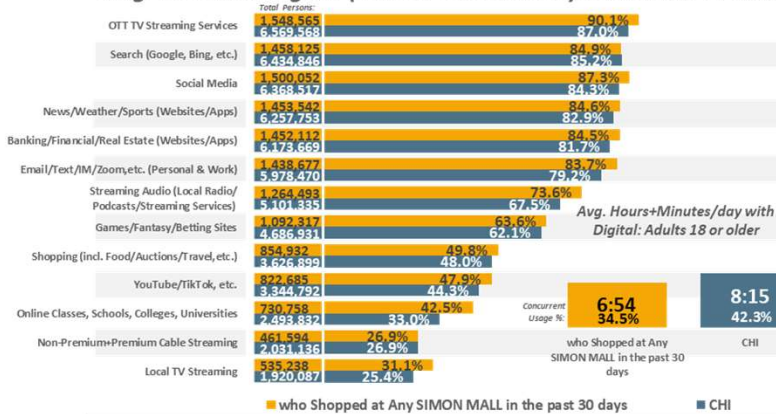




1,353,189 or 78.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 141.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

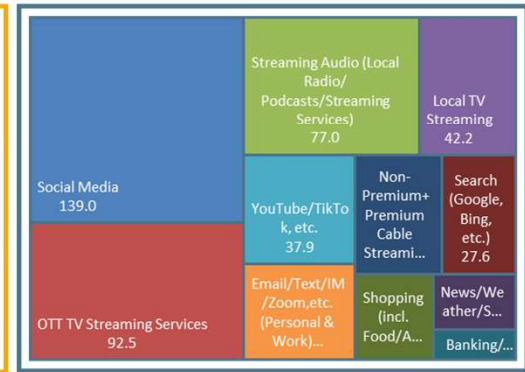
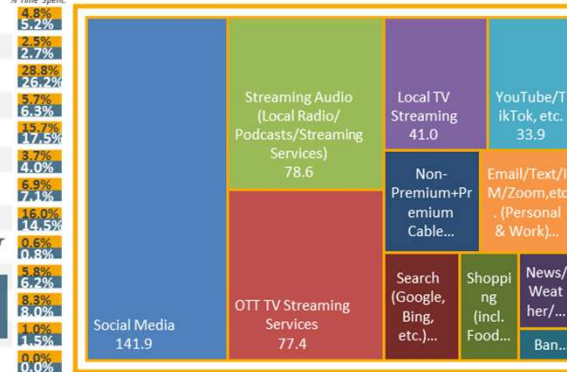
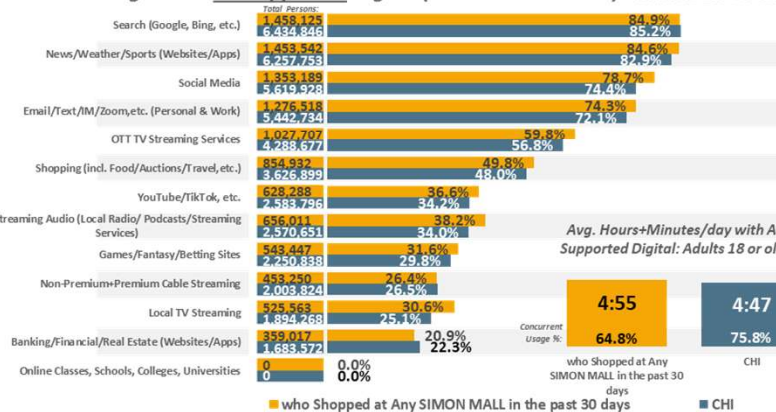
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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

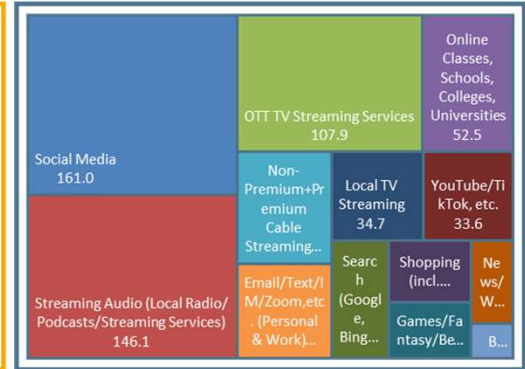
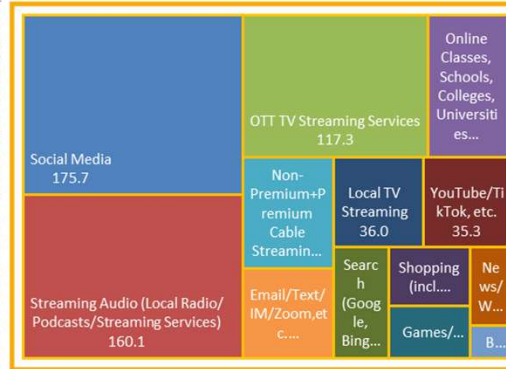
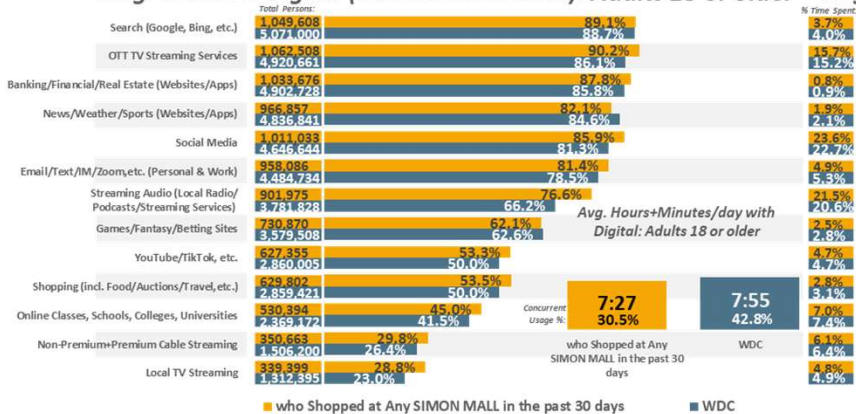




880,881 or 74.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 153.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

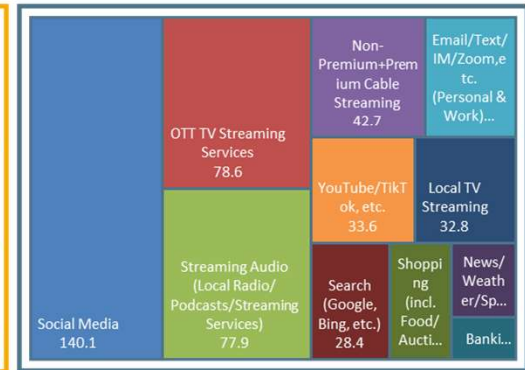
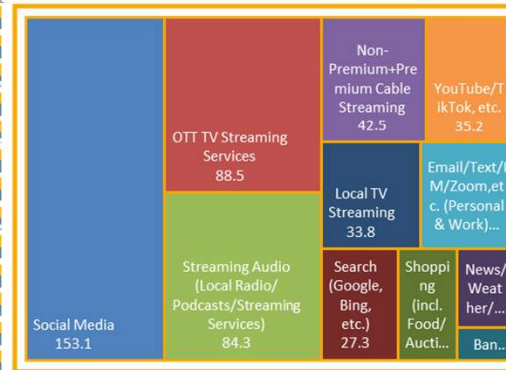
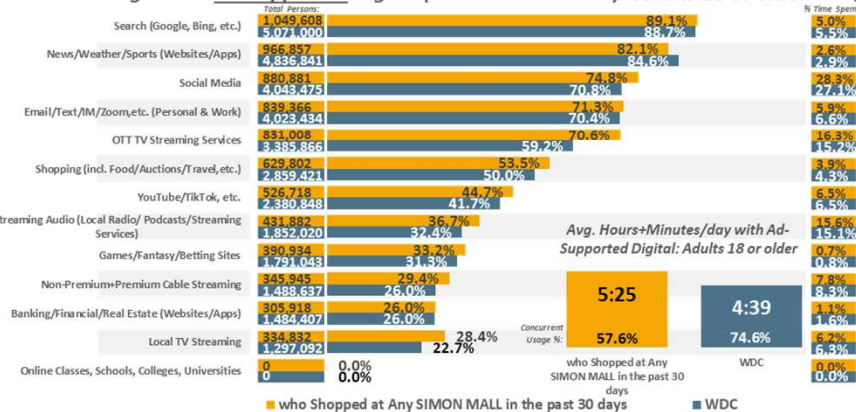
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

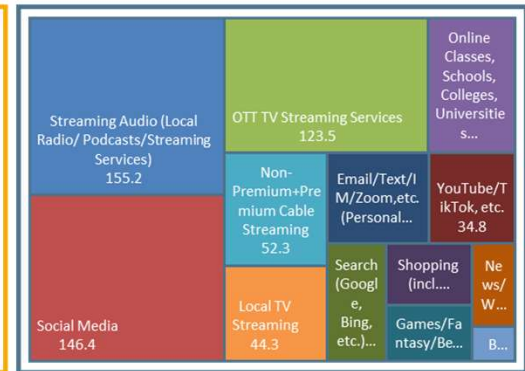
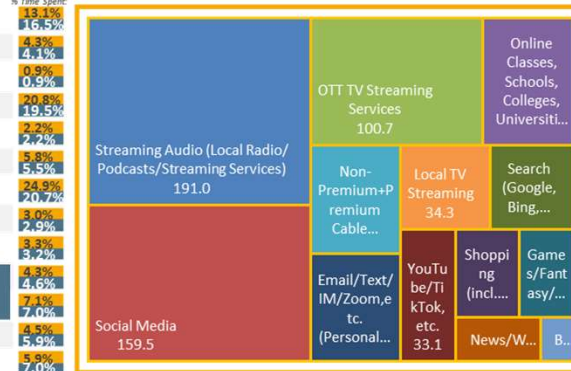
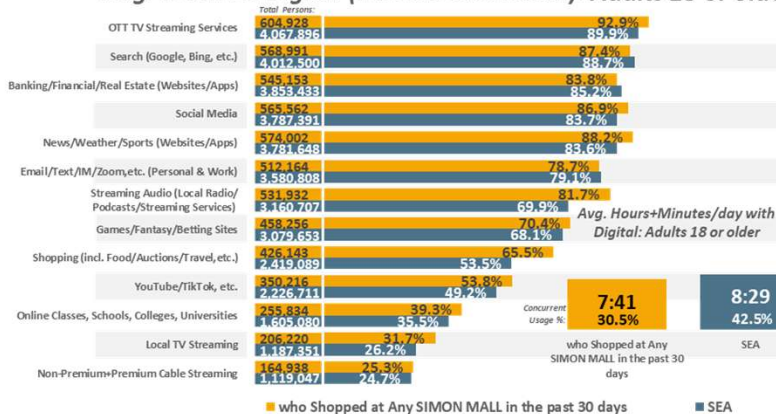




445,707 or 68.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 125.7 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

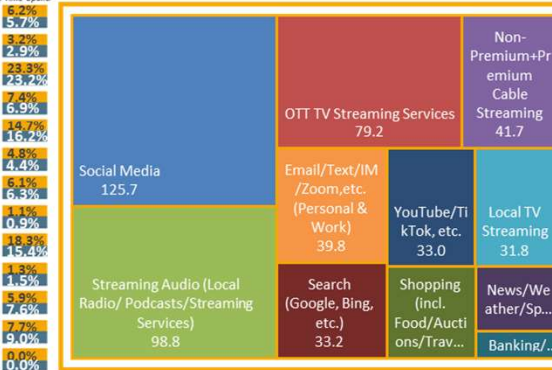
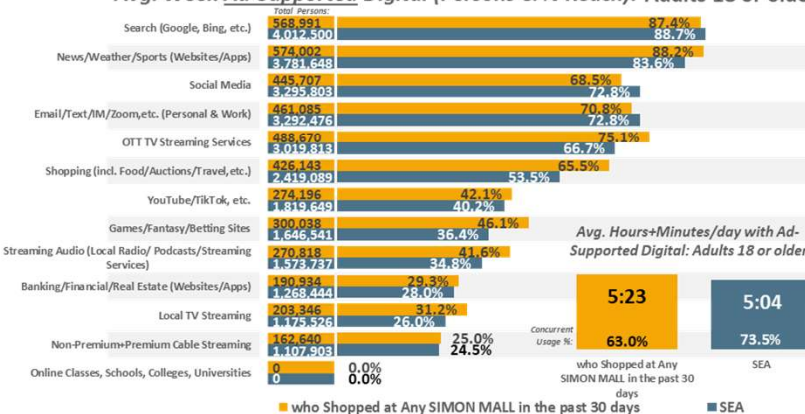
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



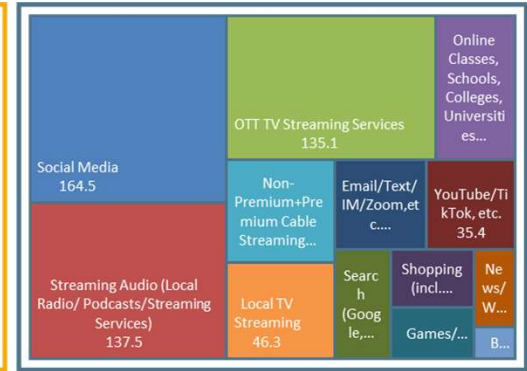
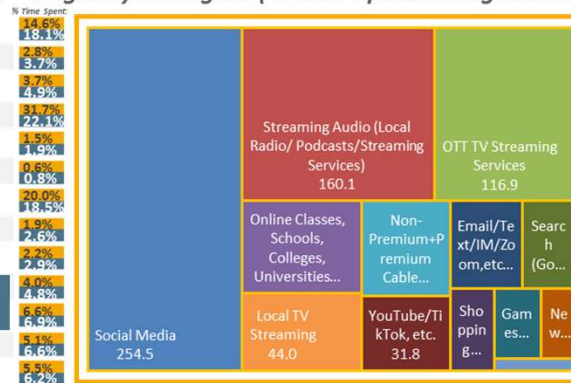
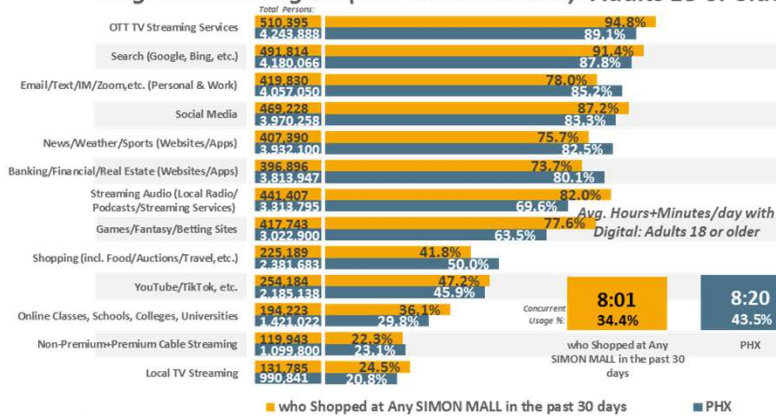




421,175 or 78.2% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 228.4 minutes every day representing 38.8% of all time spent daily with Ad-Supported Digital Media.

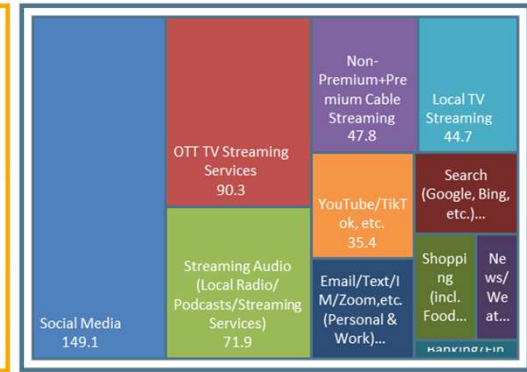
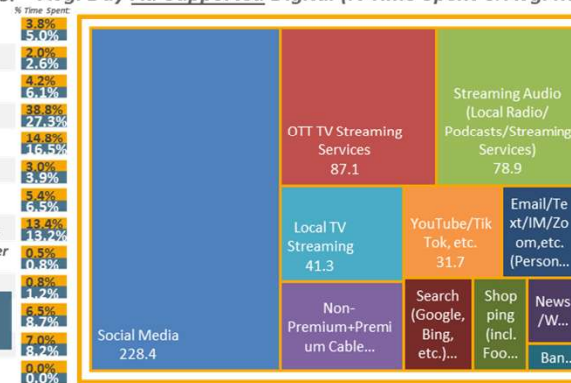
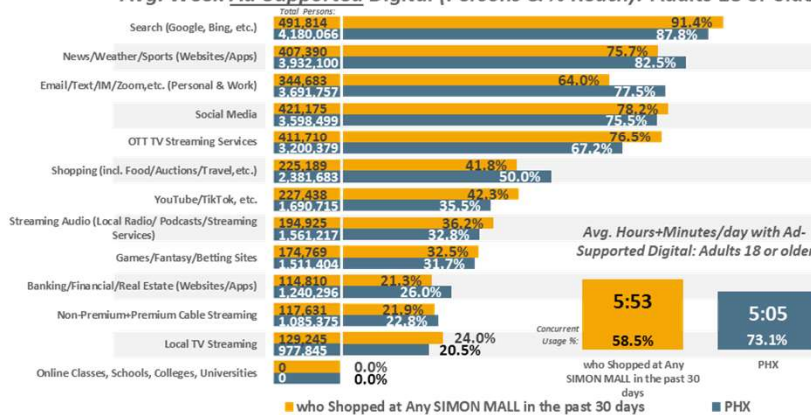
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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

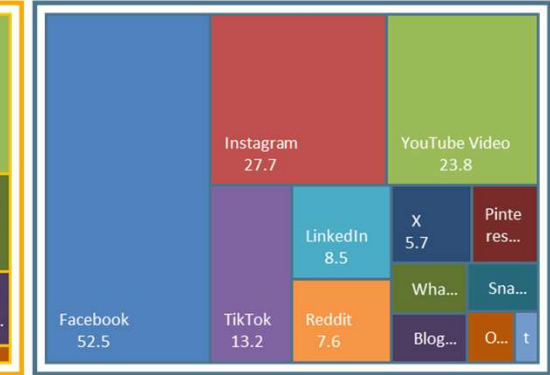
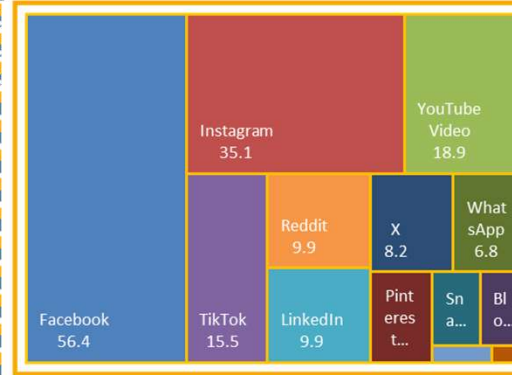
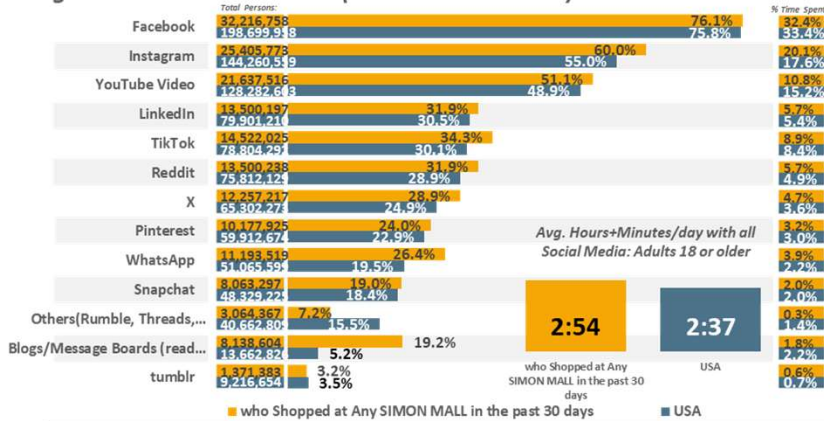
### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



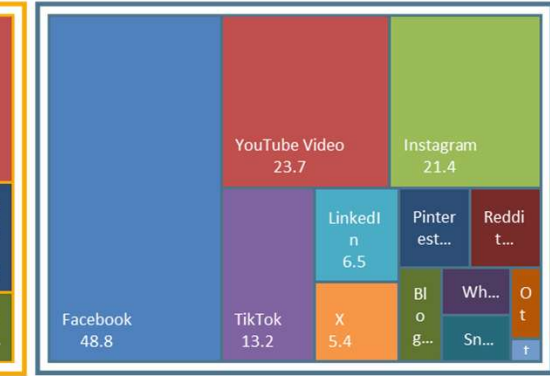
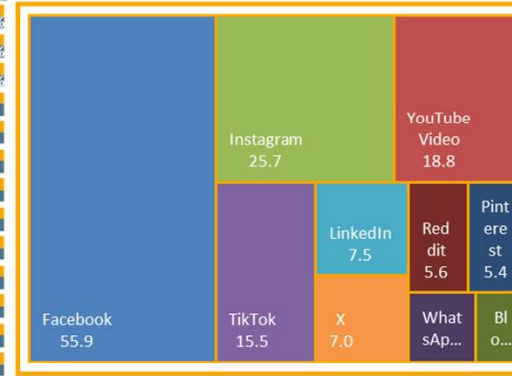
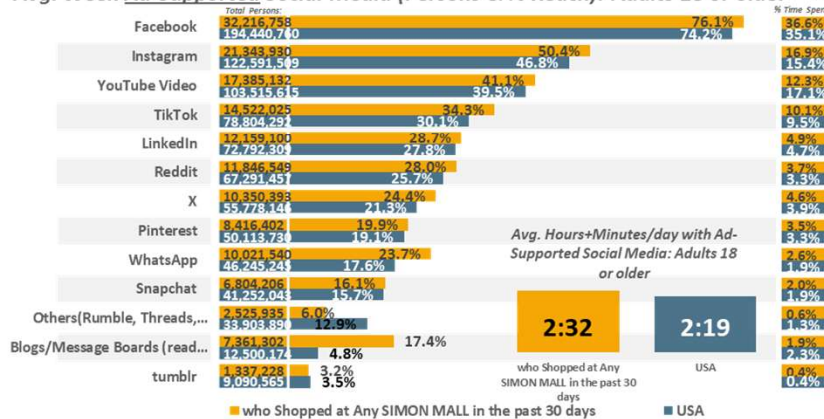


32,216,758 or 76.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

**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**



USA      USA Projection      Scarborough R1 2026: Sep24-Jan26      Qual Intab      4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

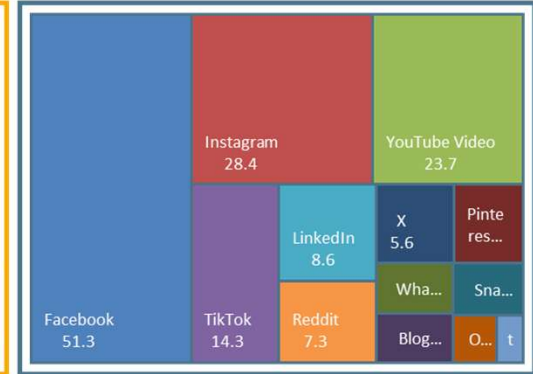
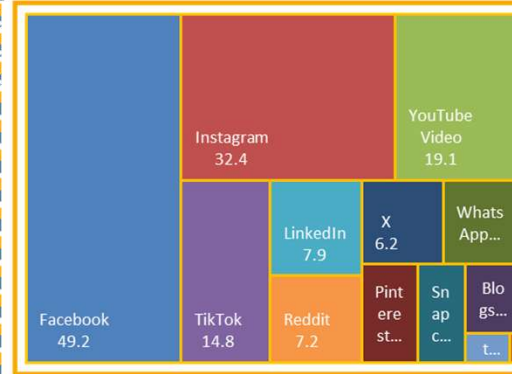
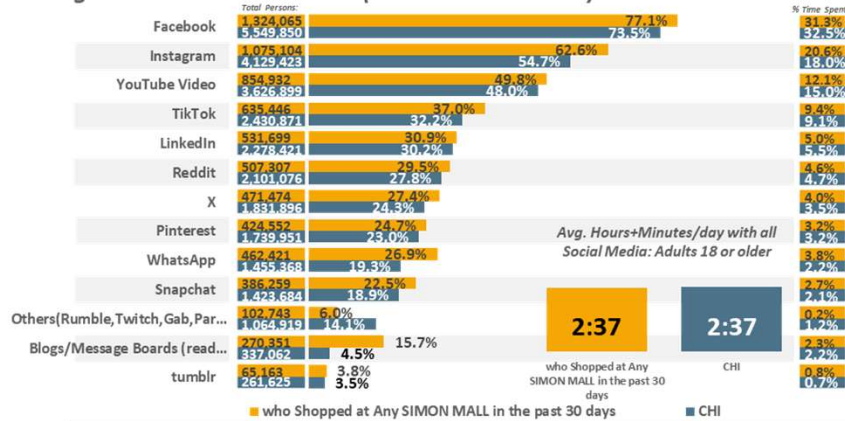
**soefa.ai** Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

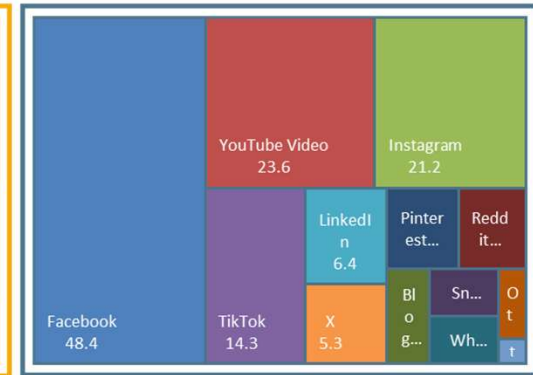
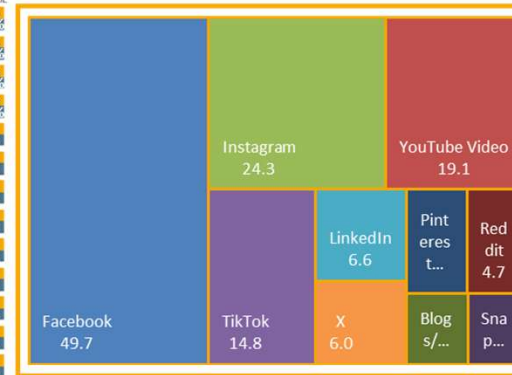
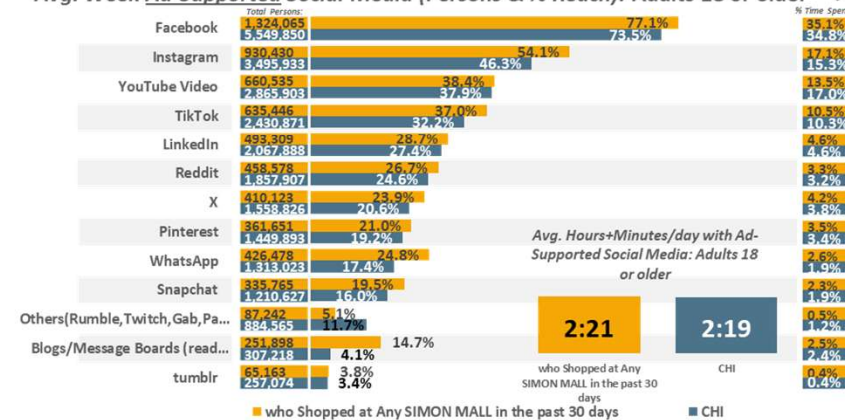


1,324,065 or 77.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

**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**

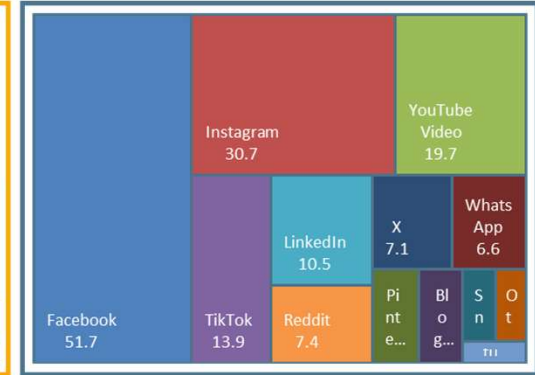
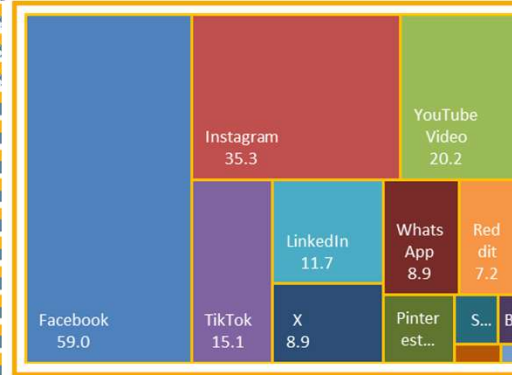
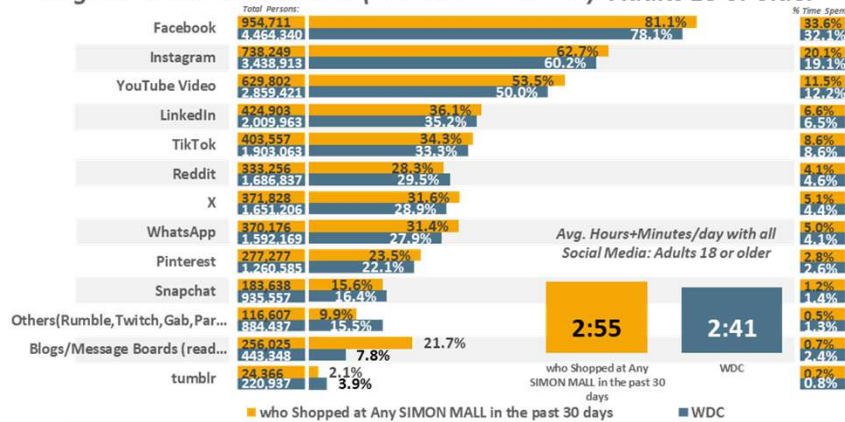




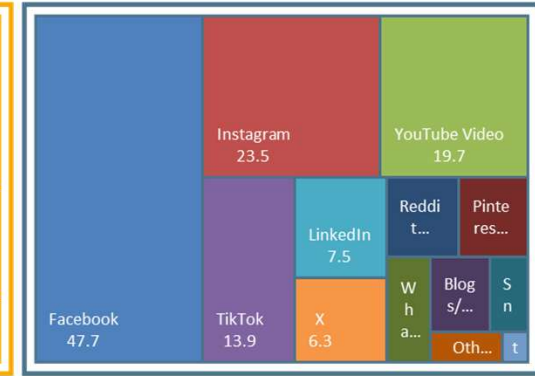
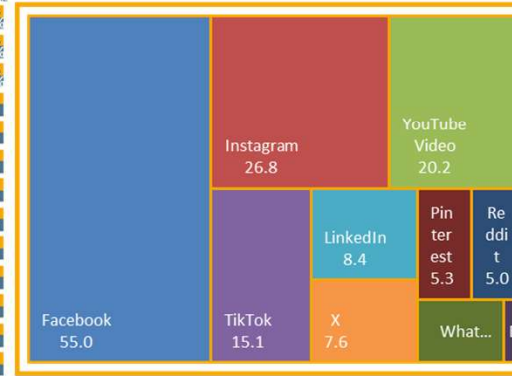
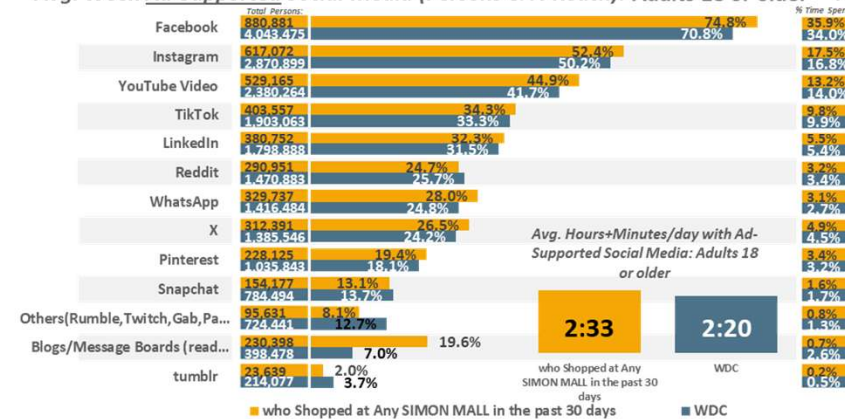


880,881 or 74.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 55. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

**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 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

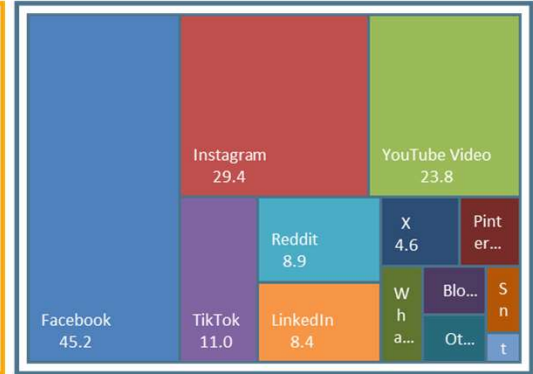
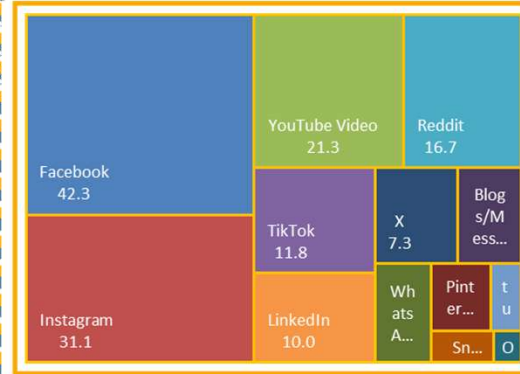
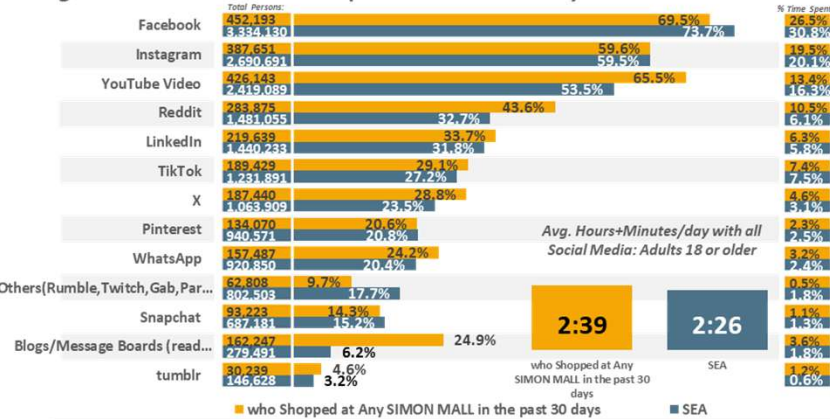
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

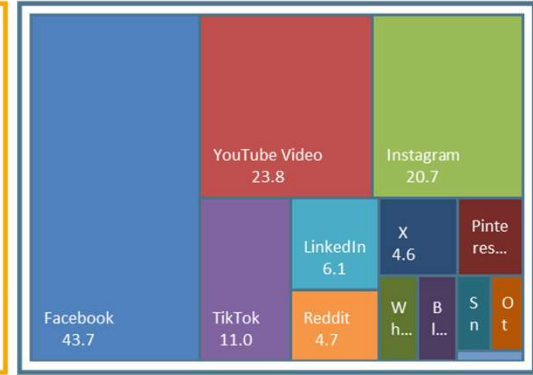
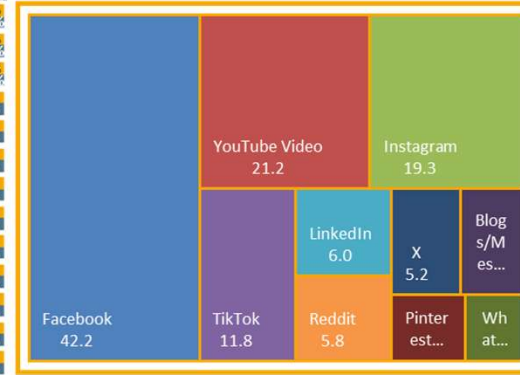
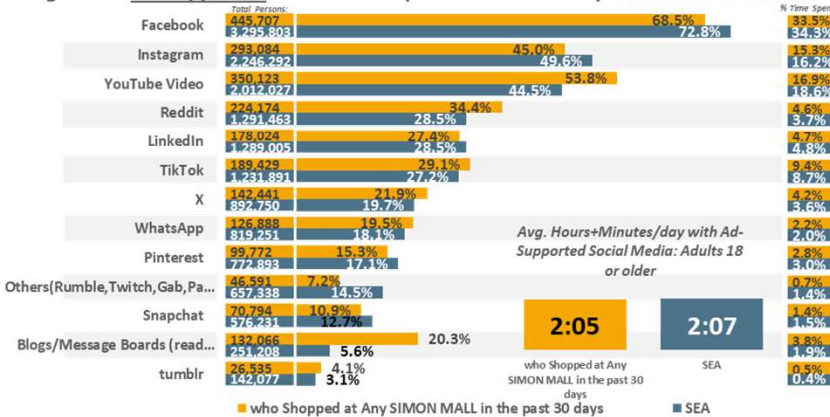


445,707 or 68.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

**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**



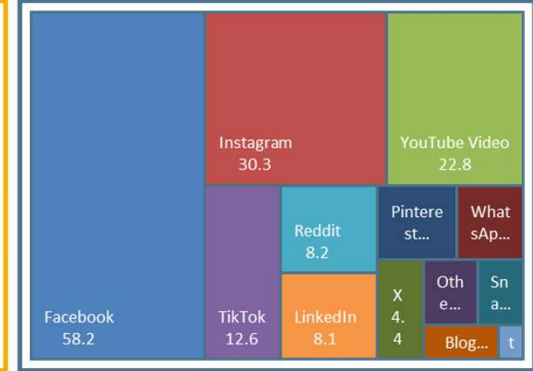
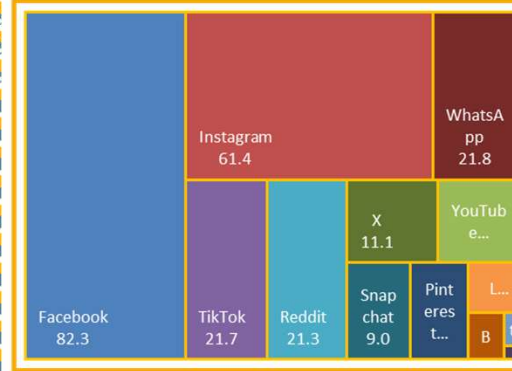
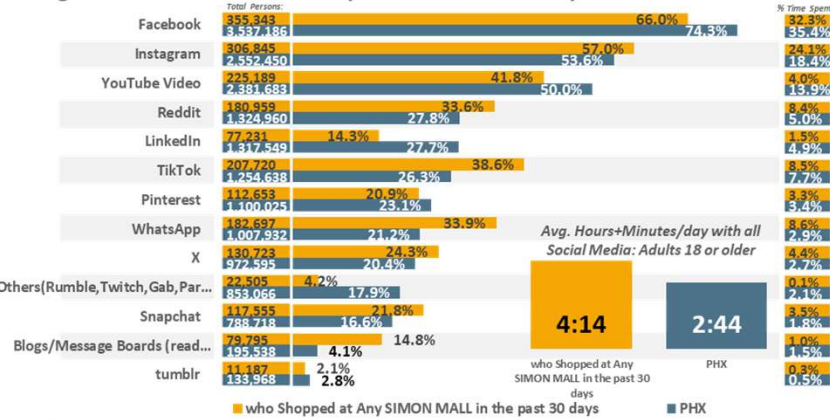
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



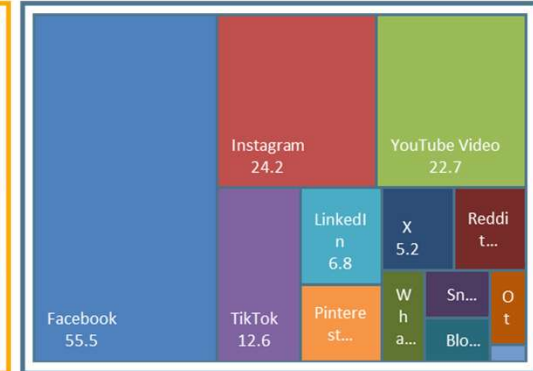
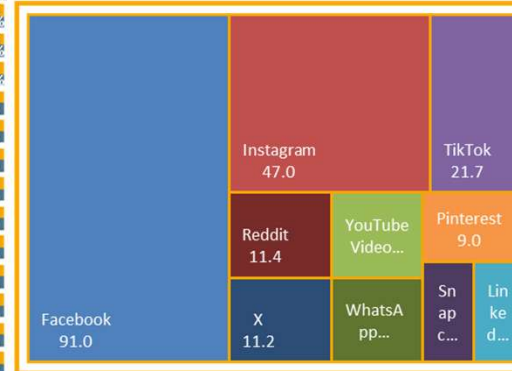
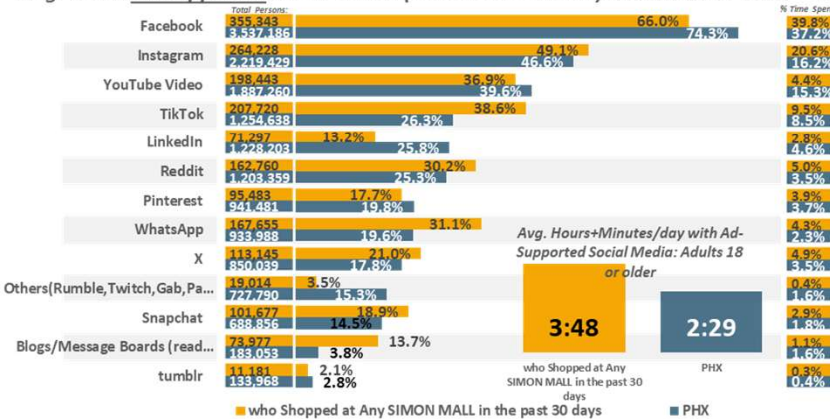


355,343 or 66.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 91. minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

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



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

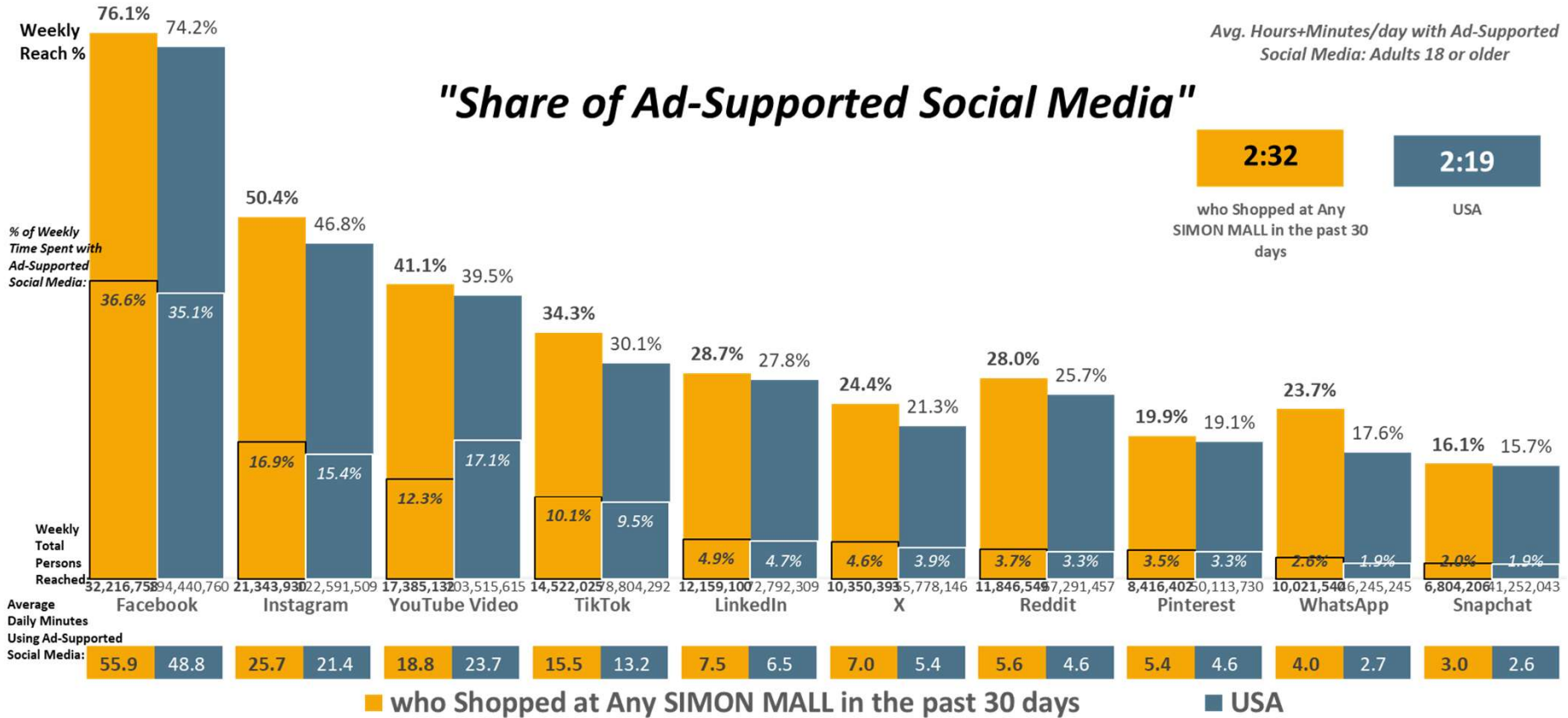






32,216,758 or 76.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

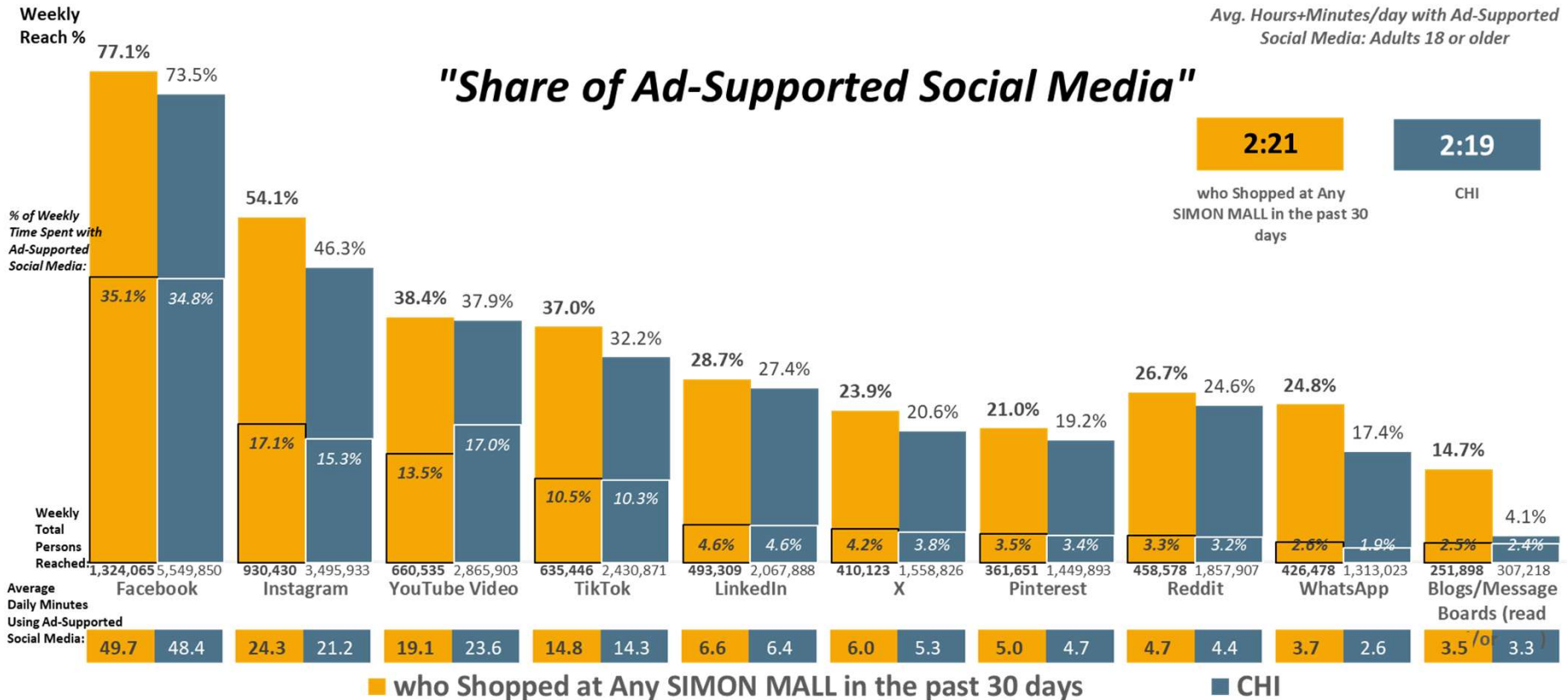
## "Share of Ad-Supported Social Media"





1,324,065 or 77.1% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

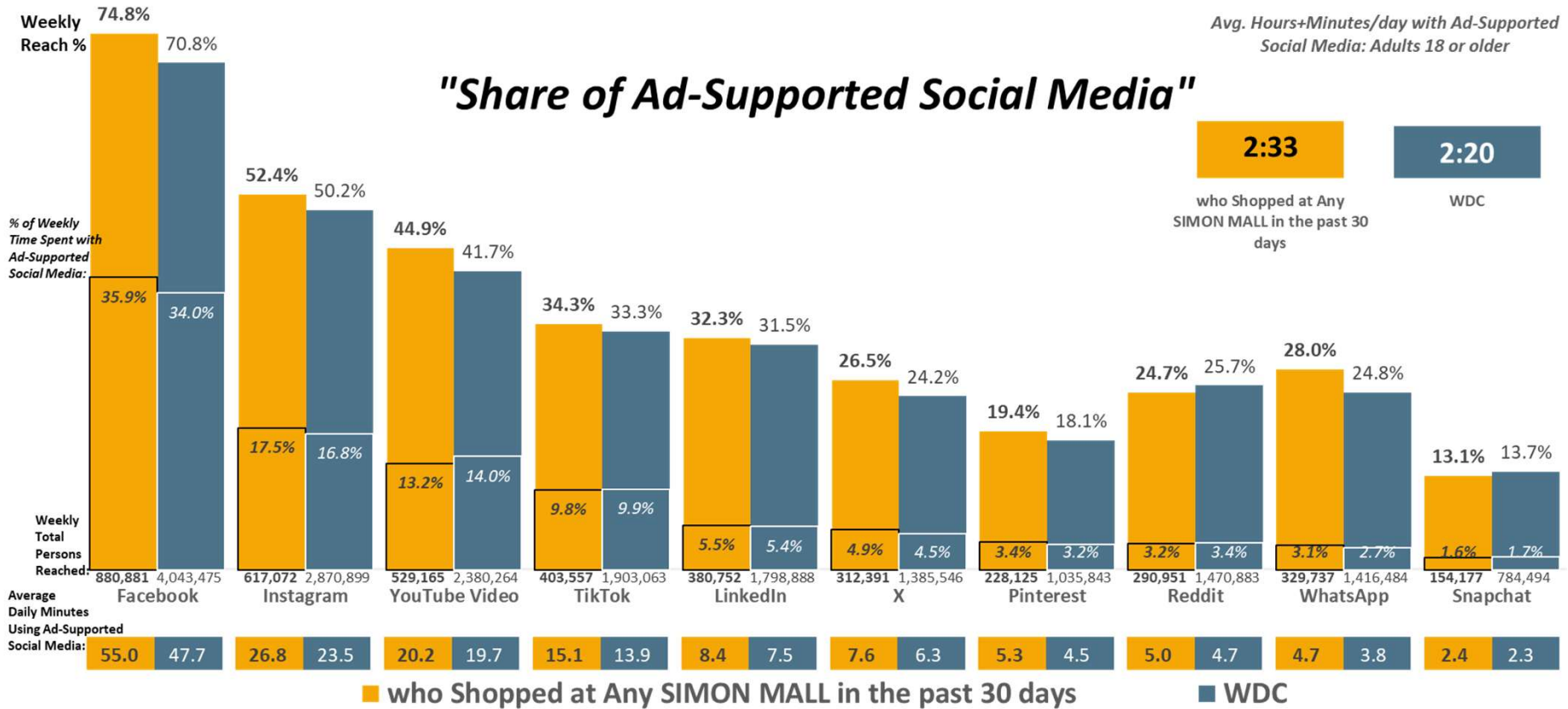
## "Share of Ad-Supported Social Media"





880,881 or 74.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 55. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

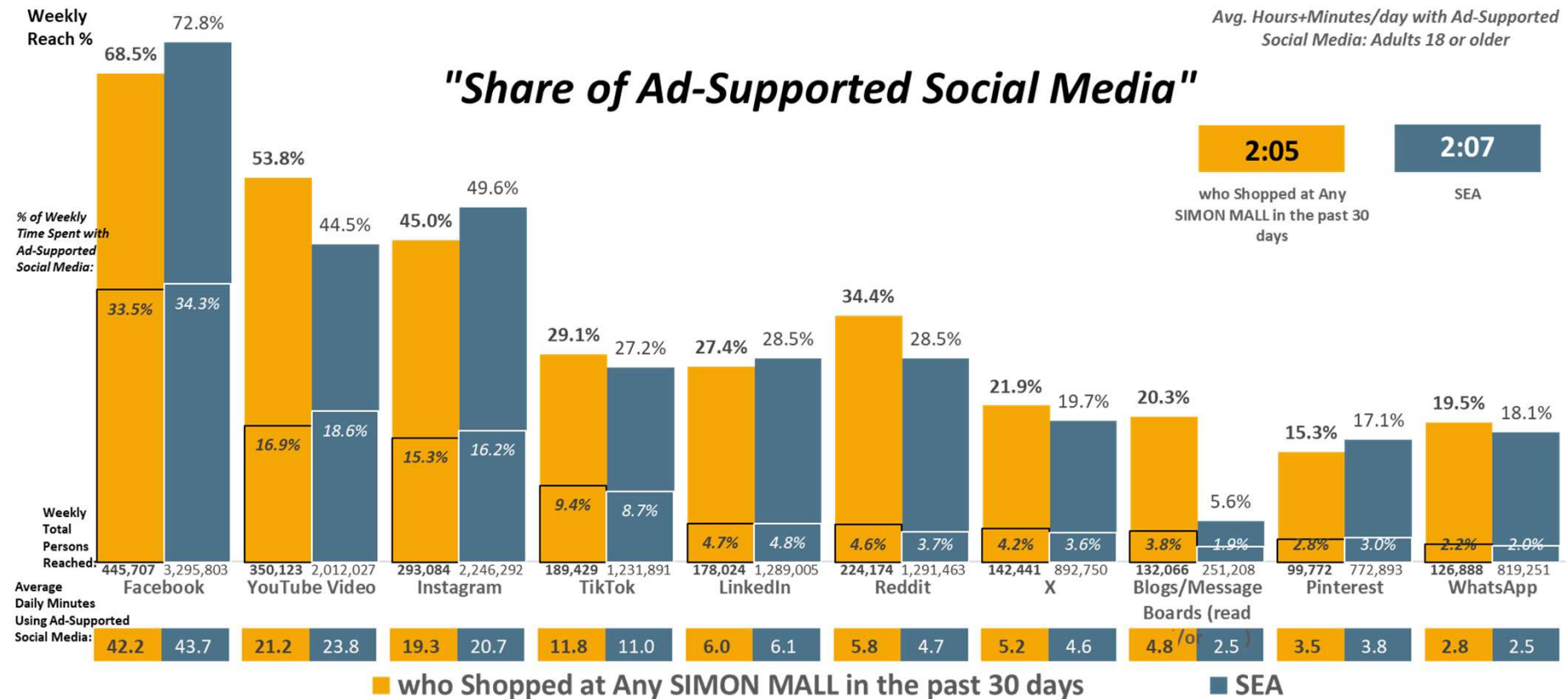
## "Share of Ad-Supported Social Media"







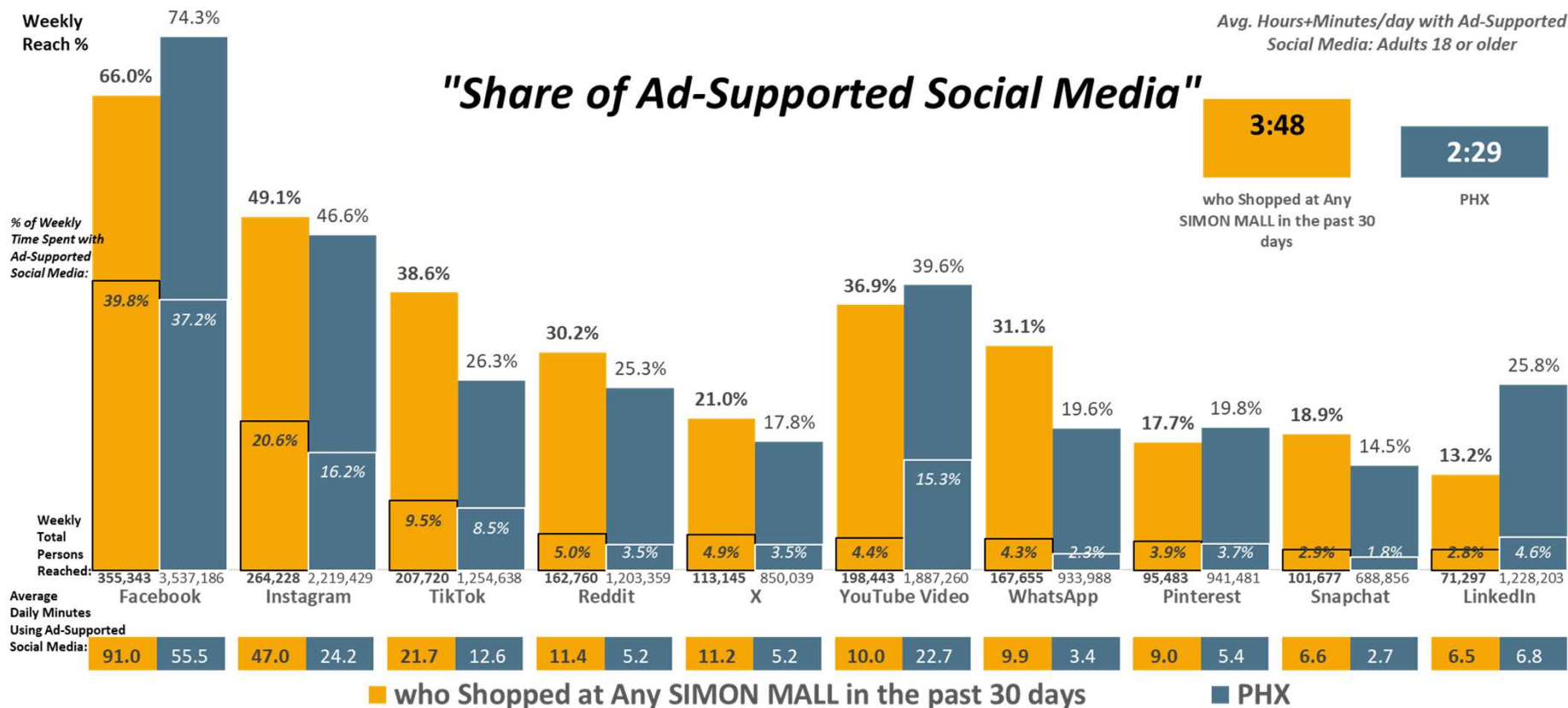
445,707 or 68.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.





355,343 or 66.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 91. minutes every day representing 39.8% of all time spent daily with Ad-Supported Social Media.

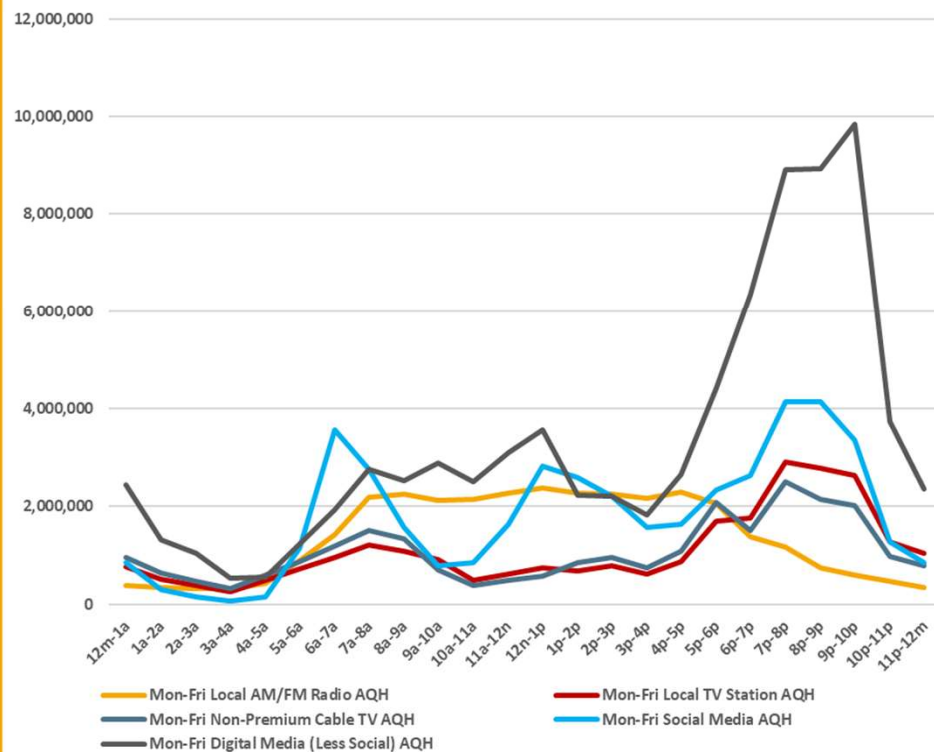
## "Share of Ad-Supported Social Media"



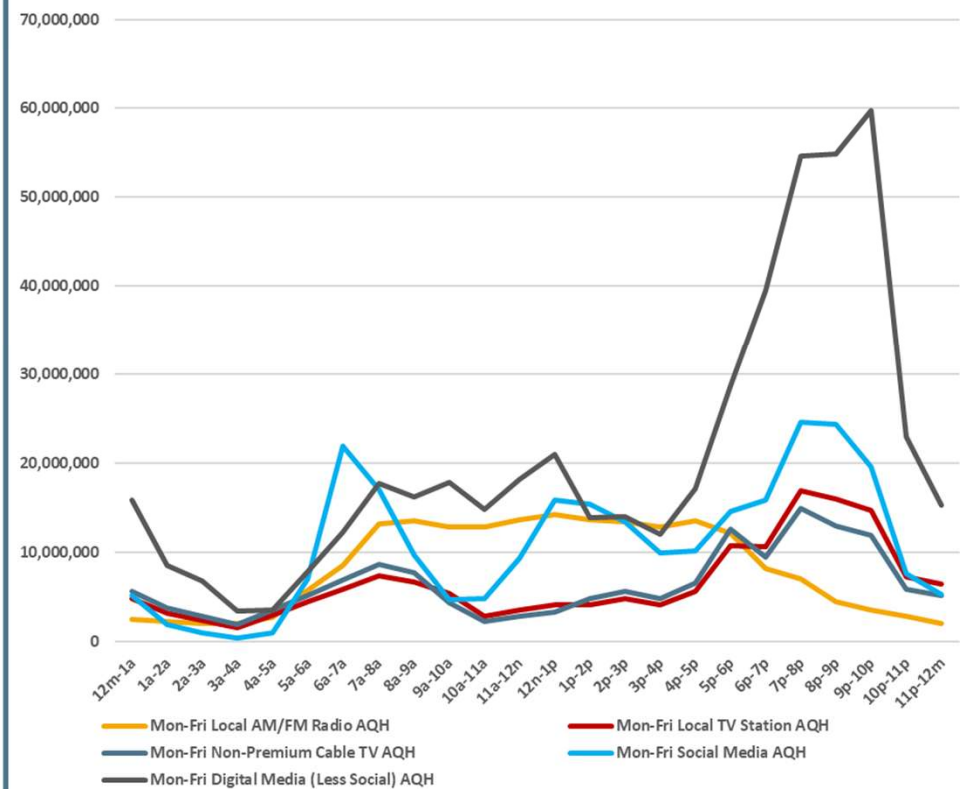


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,998,667;  
Local Radio: 2,096,717; Social Media: 2,078,269; Non-Prem. Cable: 1,037,656; Local TV:  
963,448 reaching Adults 18 or older who Shopped at Any SIMON MALL in the

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at Any SIMON MALL in the  
past 30 days*



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

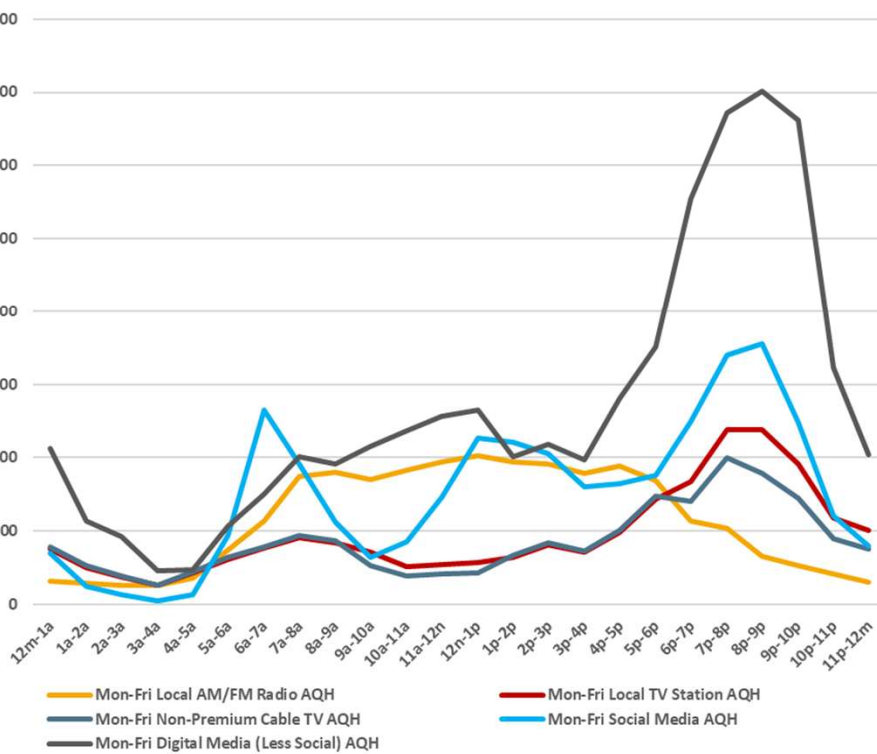




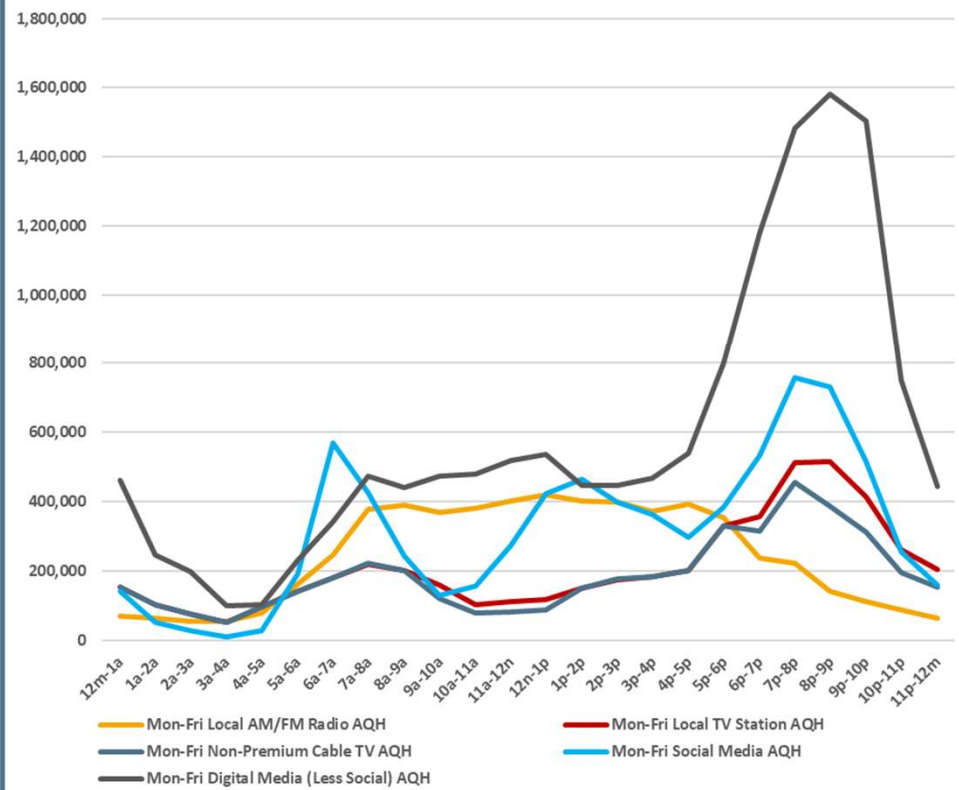


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 127,589;  
Social Media: 87,073; Local Radio: 86,512; Local TV: 42,606; Non-Prem. Cable: 40,284  
reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 day

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Shopped at Any SIMON MALL in the**  
**past 30 days**



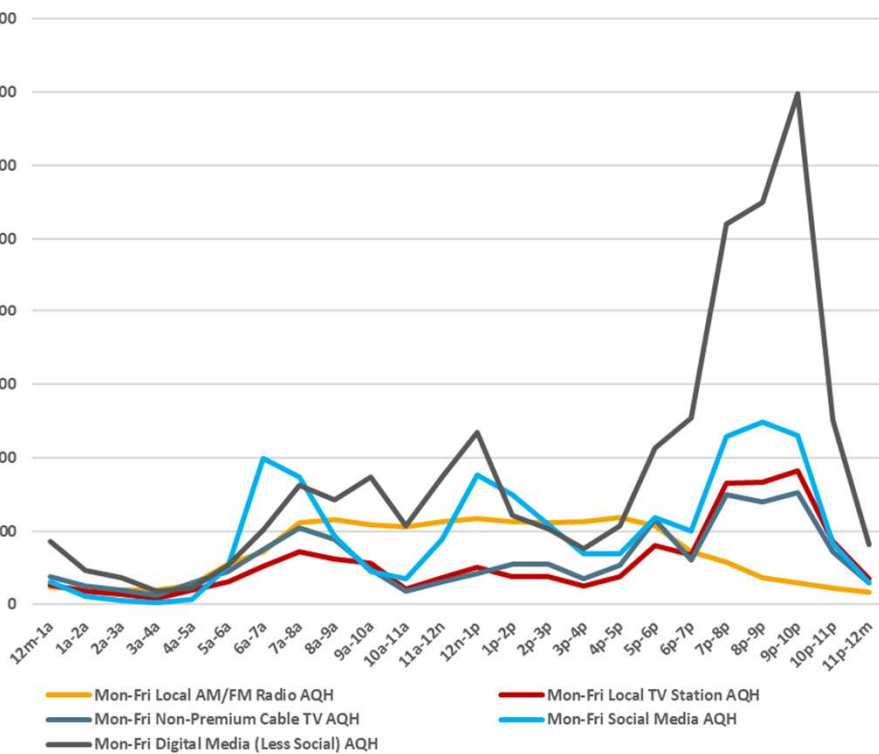
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CHI Metro Area Adults 18 or older**



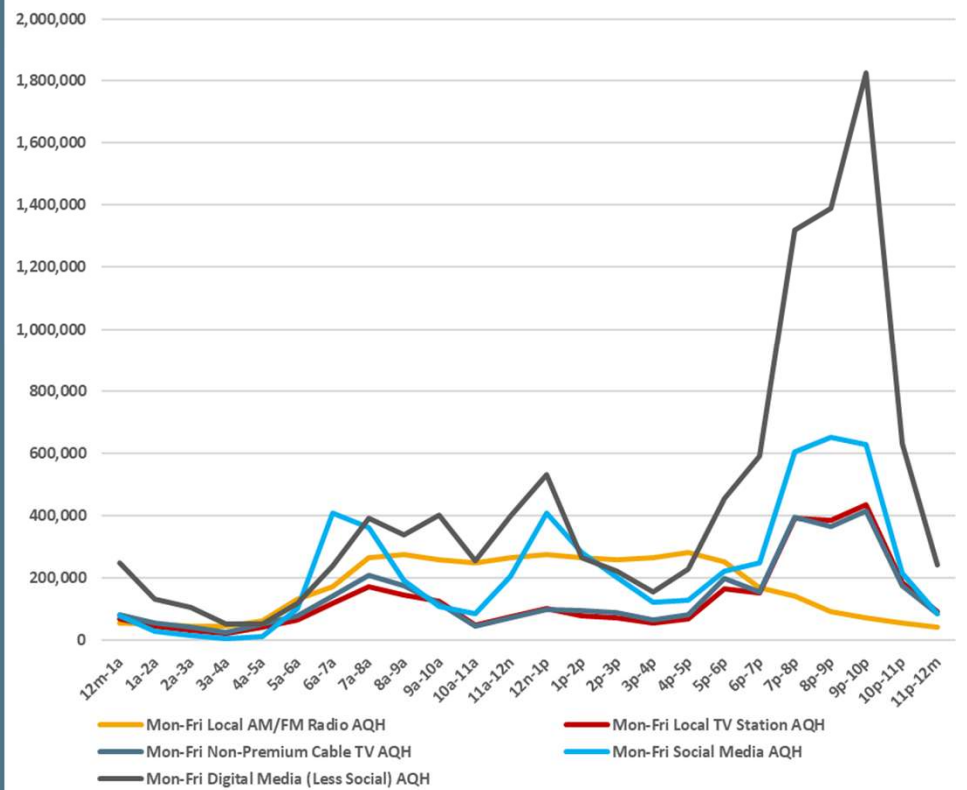


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 75,723; Social Media: 54,951; Local Radio: 53,035; Non-Prem. Cable: 30,103; Local TV: 24,481 reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days



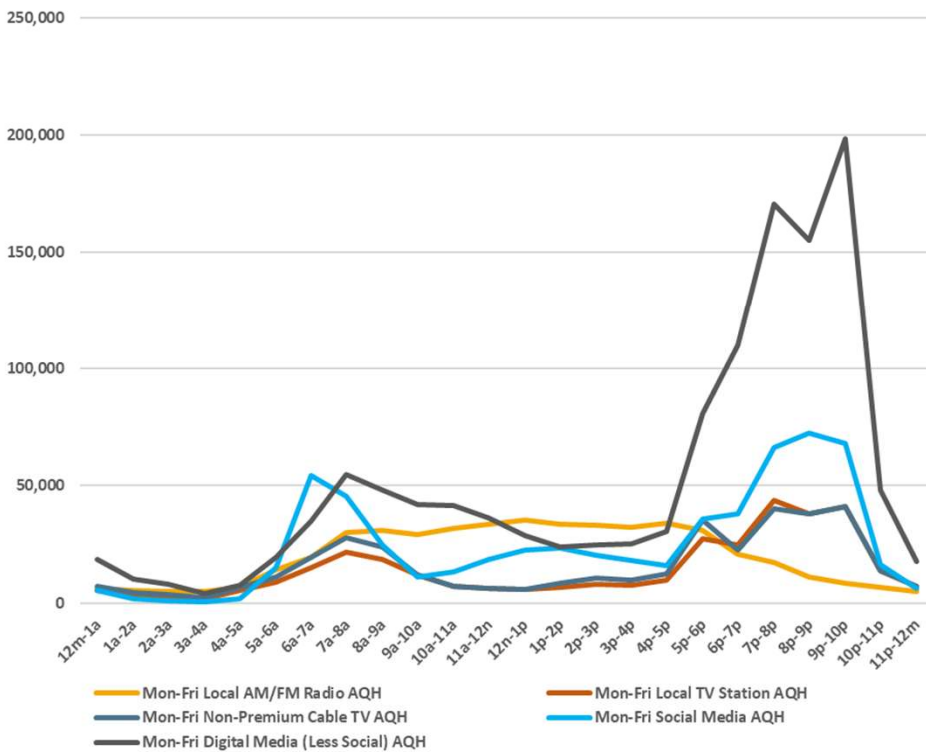
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
WDC DMA Adults 18 or older



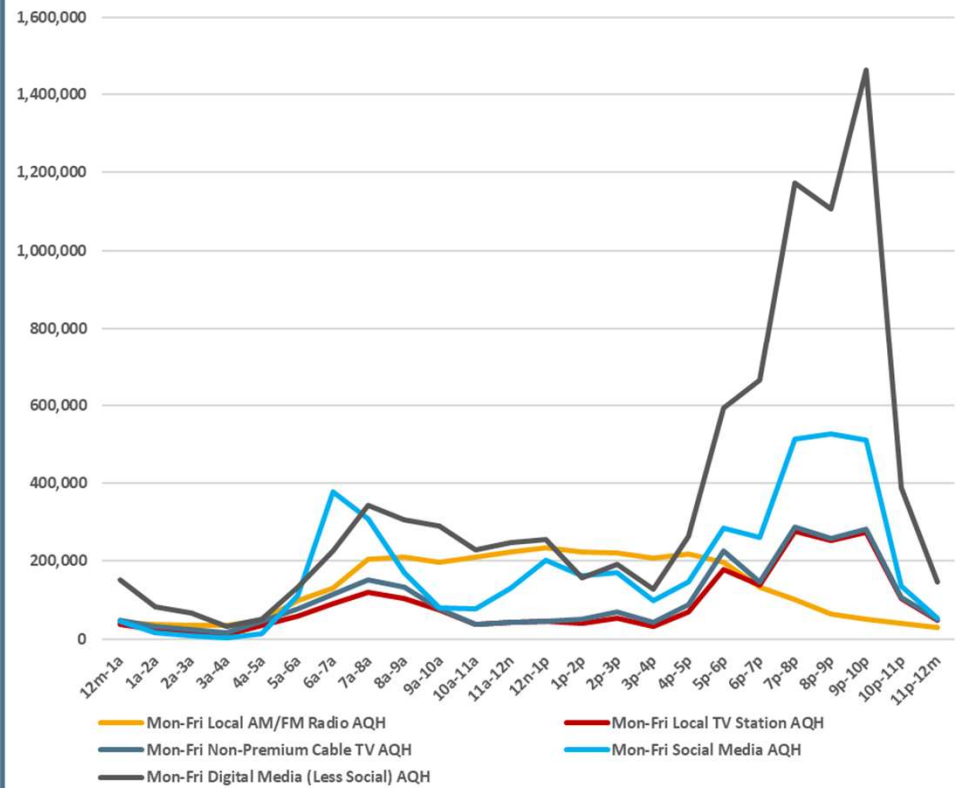


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,801; Local Radio: 30,442; Social Media: 26,298; Non-Prem. Cable: 15,553; Local TV: 13,123 reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at Any SIMON MALL in the  
past 30 days**



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

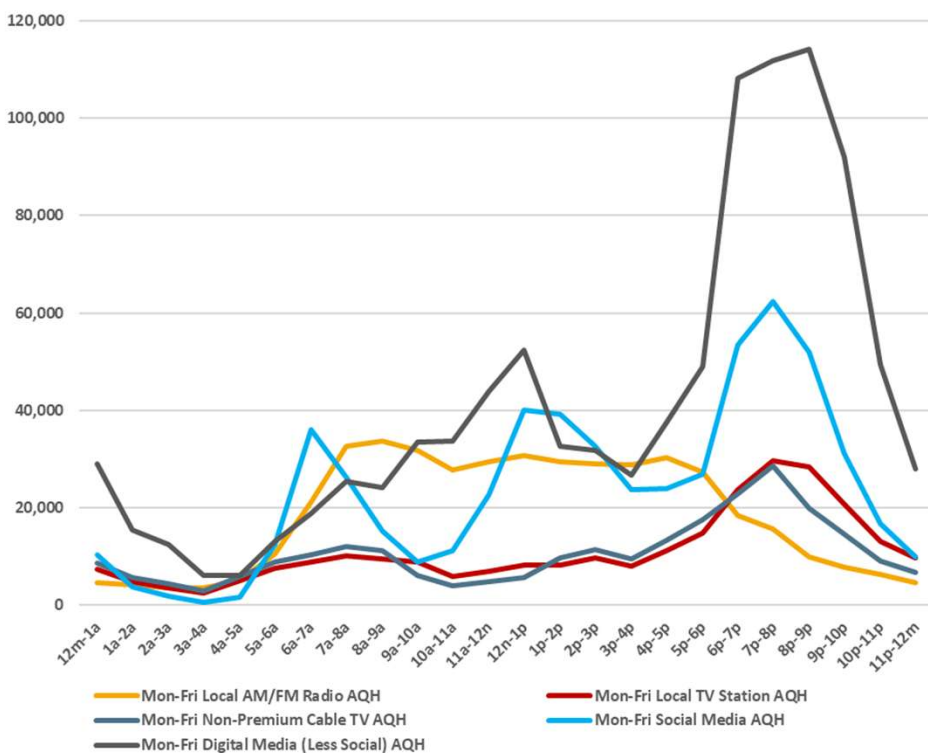




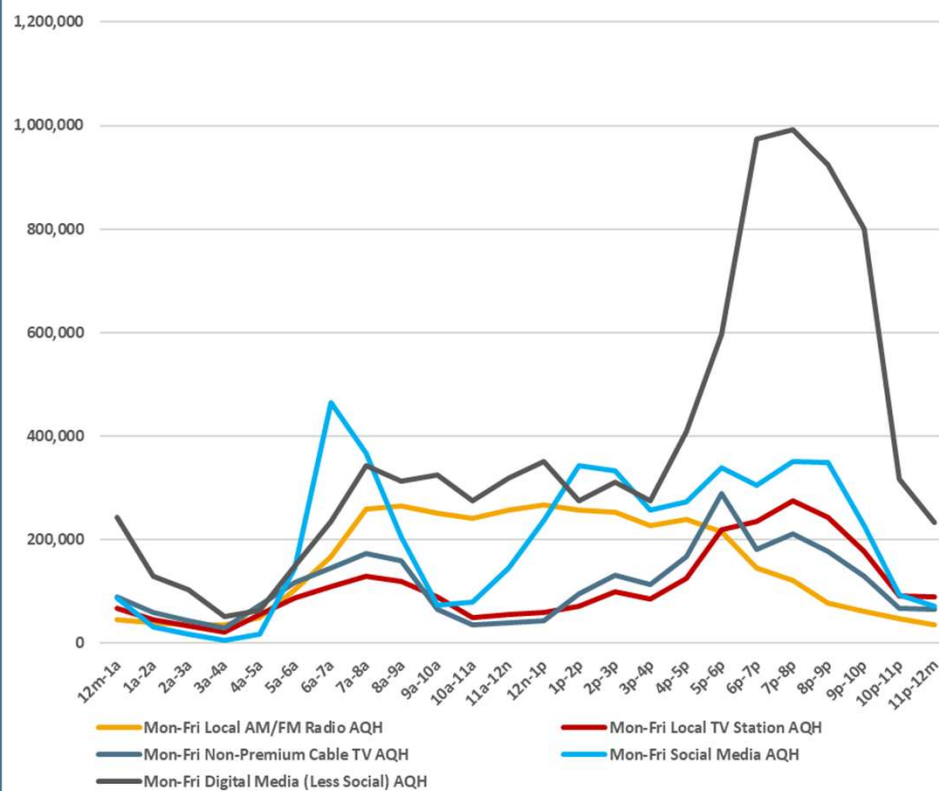


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,877;  
Local Radio: 28,525; Social Media: 27,771; Non-Prem. Cable: 10,725; Local TV: 10,358  
reaching Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at Any SIMON MALL in the  
past 30 days**



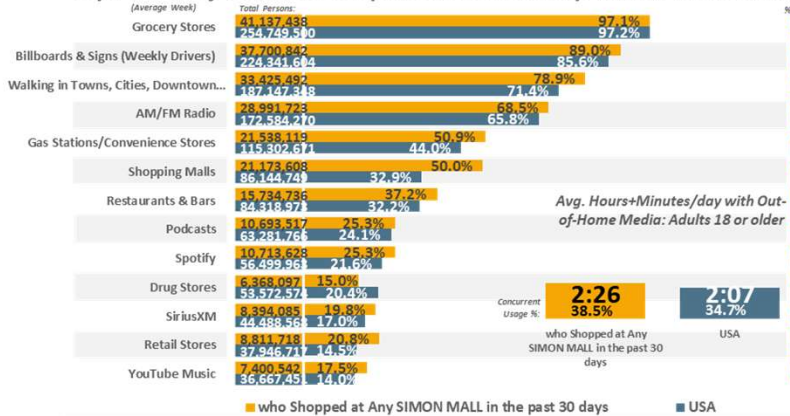
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHX Metro Area Adults 18 or older**



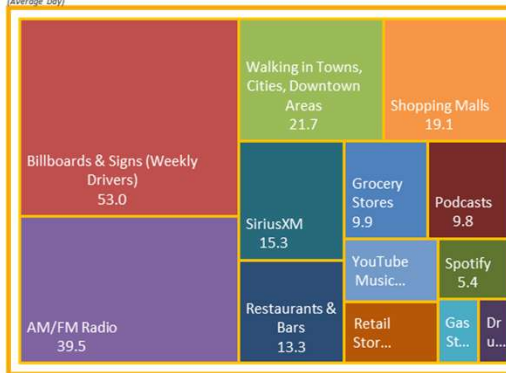


37,700,842 or 89.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 35.8 minutes/day.

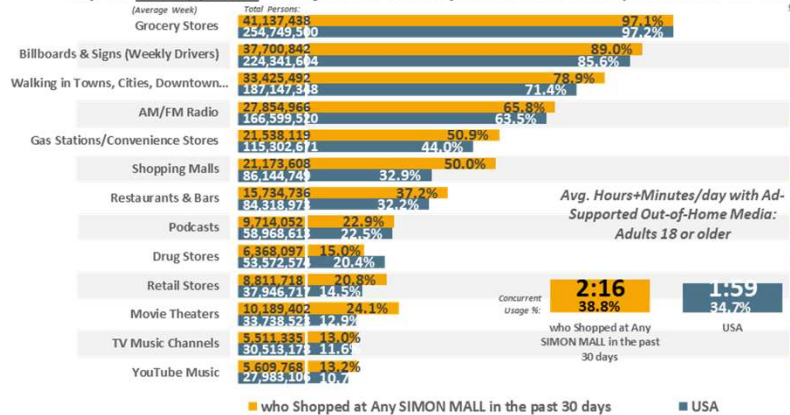
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



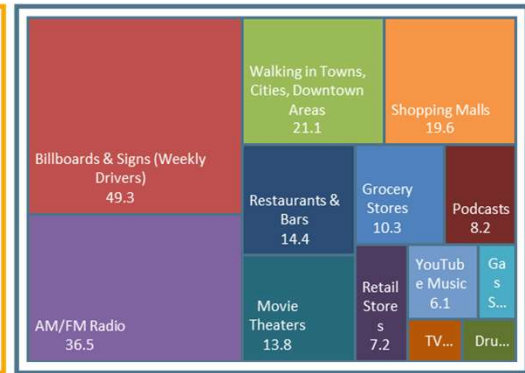
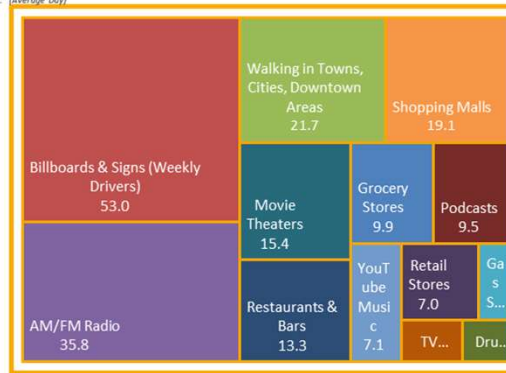
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

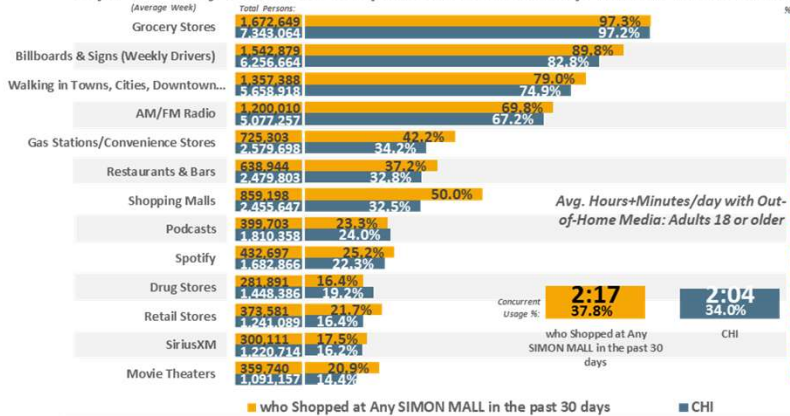
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

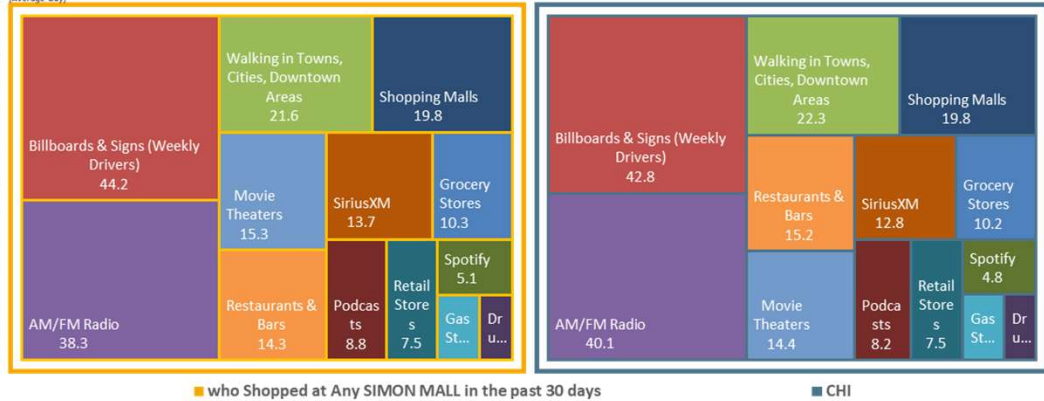


1,542,879 or 89.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 35. minutes/day.

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



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



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,027  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

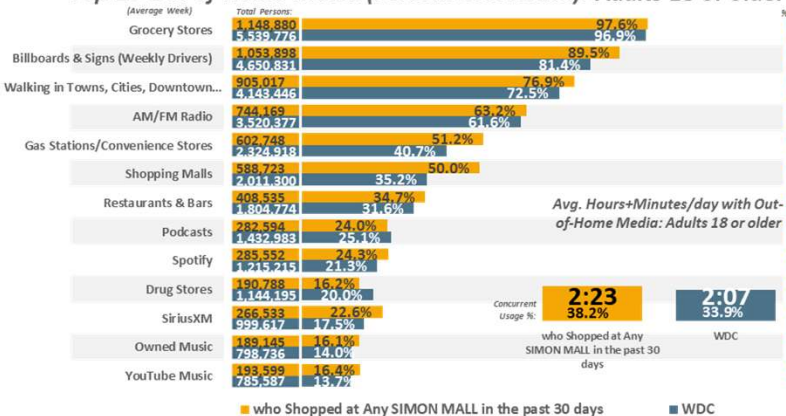
Malls shopped/visited past 30 days: Any Simon Mall



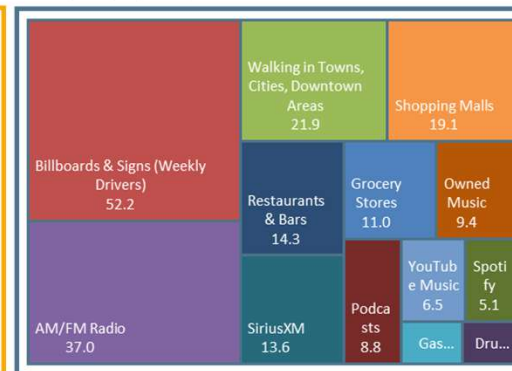
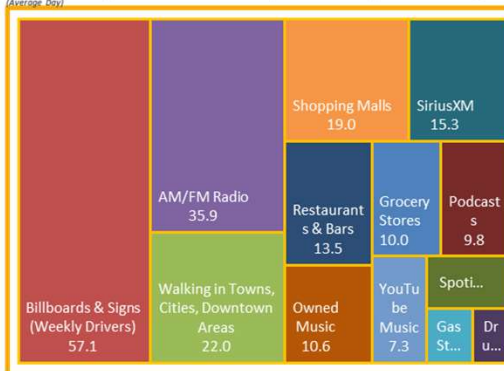


1,053,898 or 89.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 57.1 minutes per day driving, seeing Billboards and Signs. 60.5% Listen to Local Radio Stations Out-of-Home for an average of 33. minutes/day.

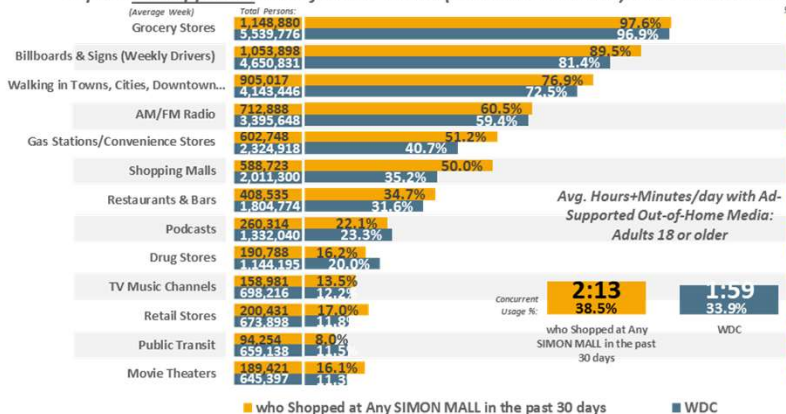
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



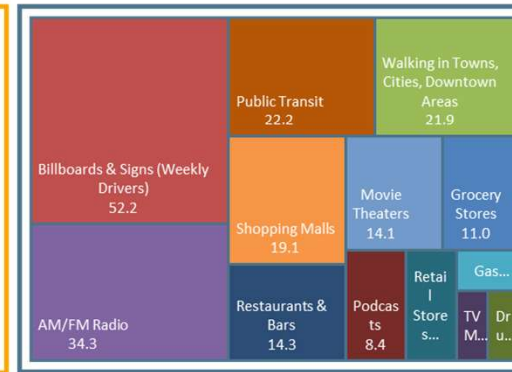
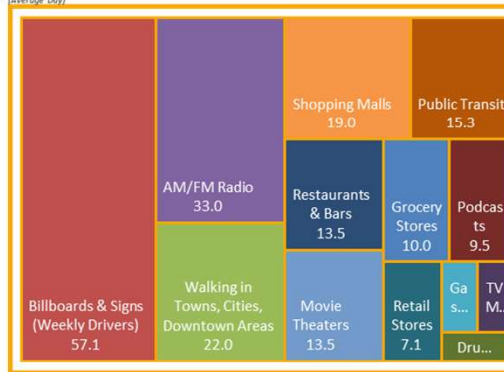
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

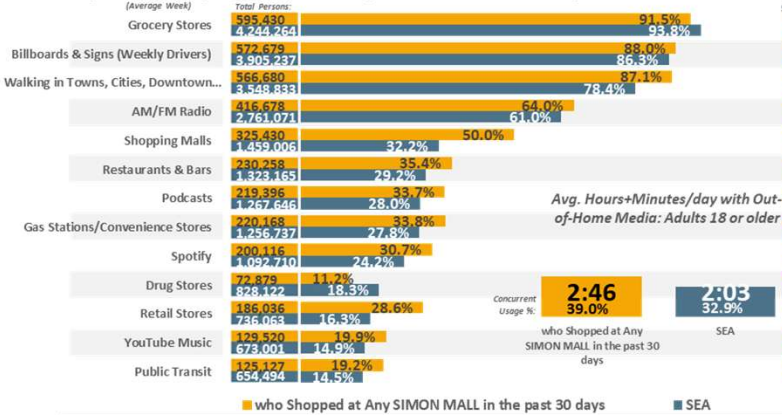
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

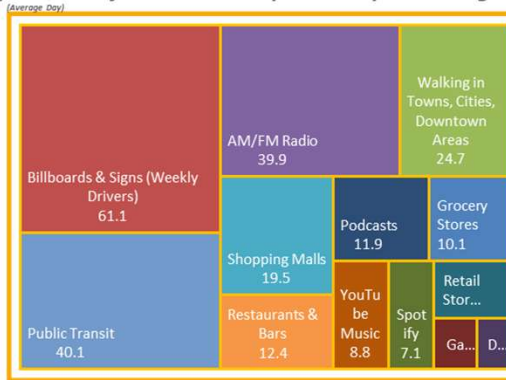


572,679 or 88.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day.

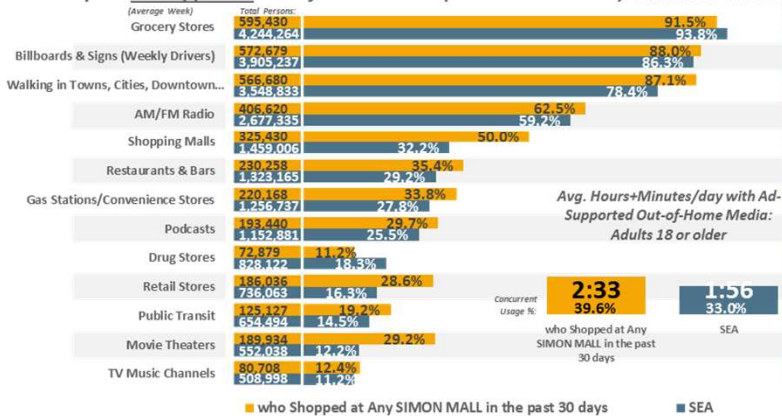
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



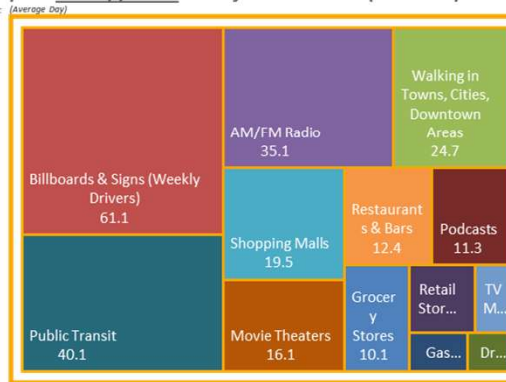
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

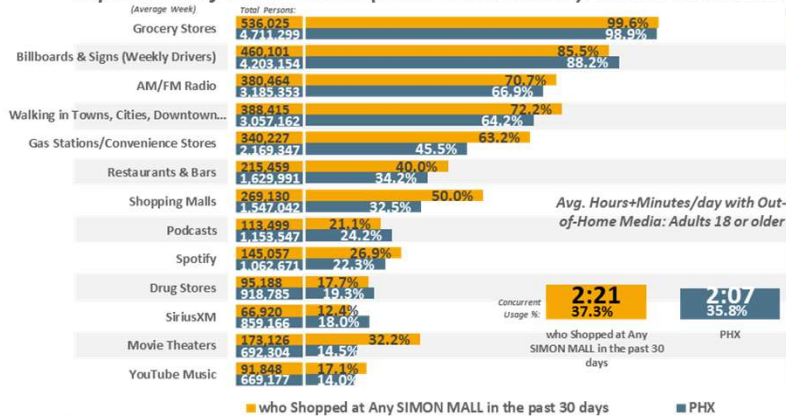




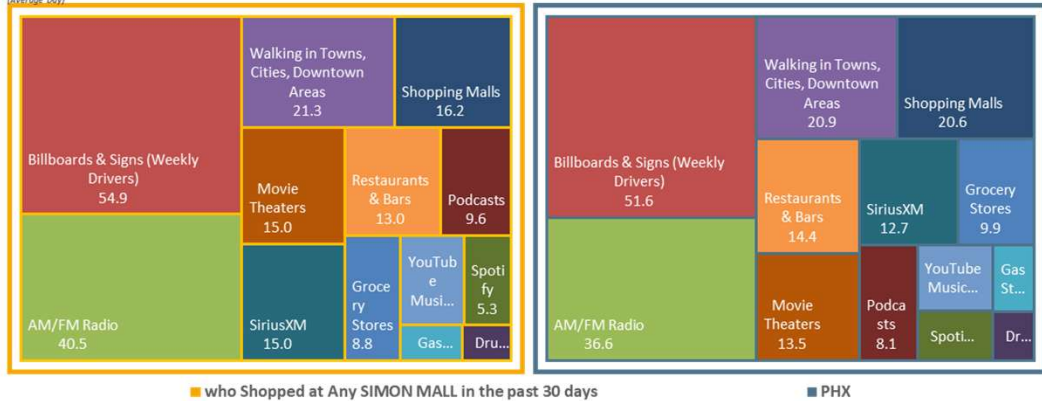


460,101 or 85.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

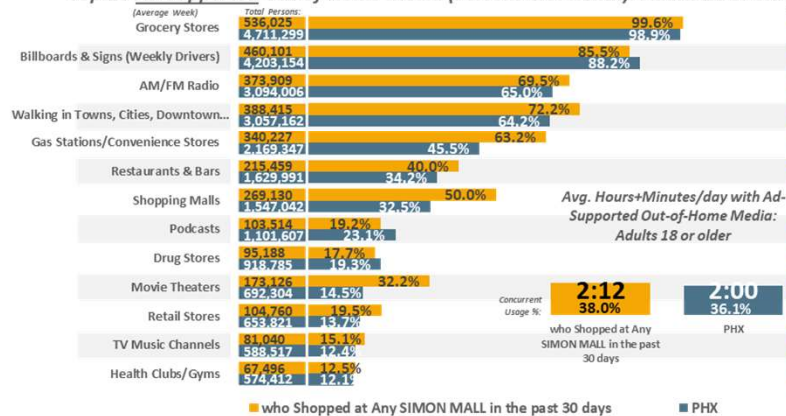
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



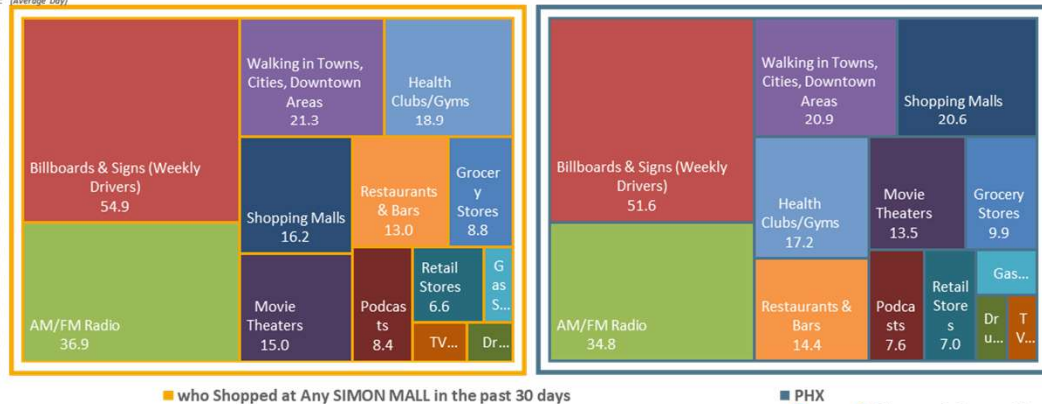
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025; Aug24-Jul25 Qual Intab 259  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall



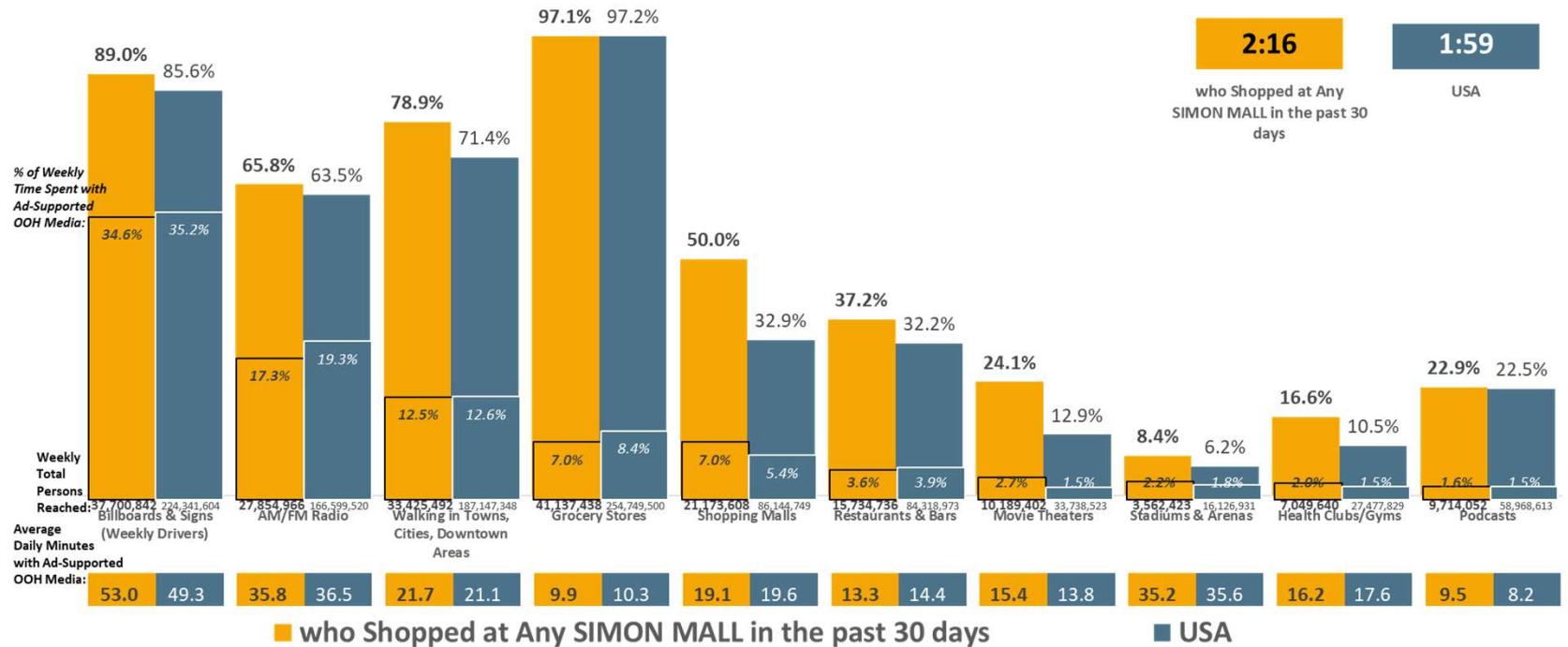


37,700,842 or 89.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424 Scarborough R1 2026: Sep24-Jan26 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

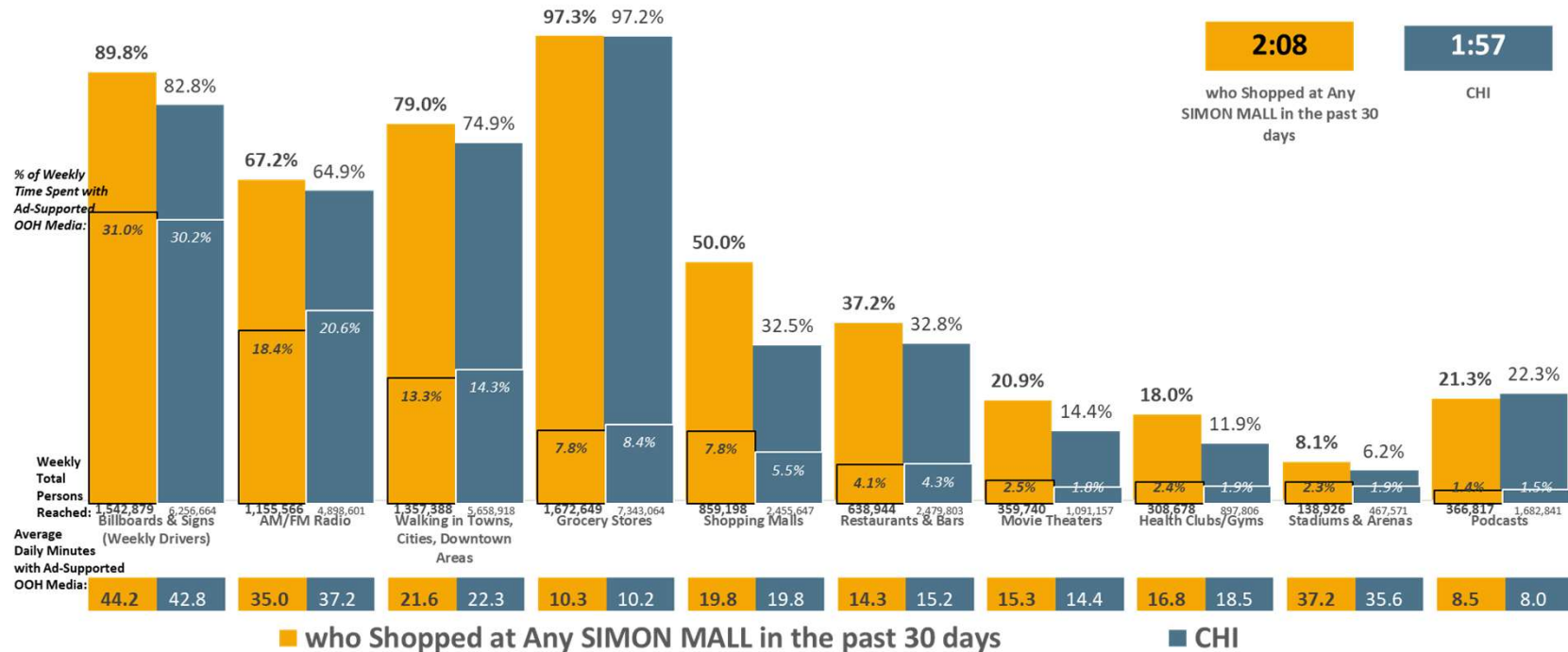


1,542,879 or 89.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 31.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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 1,027 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

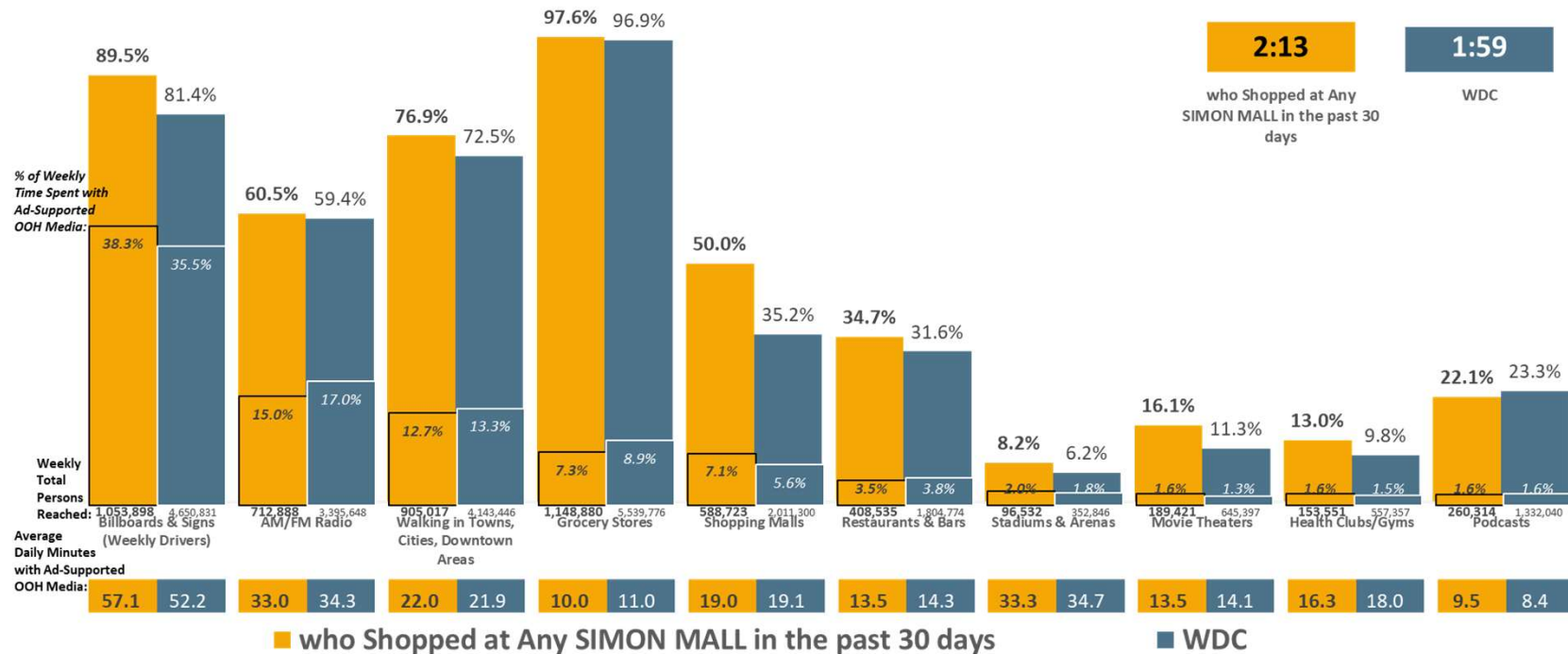


1,053,898 or 89.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 57.1 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,414 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

soefa.ai Share of Everything for Anything

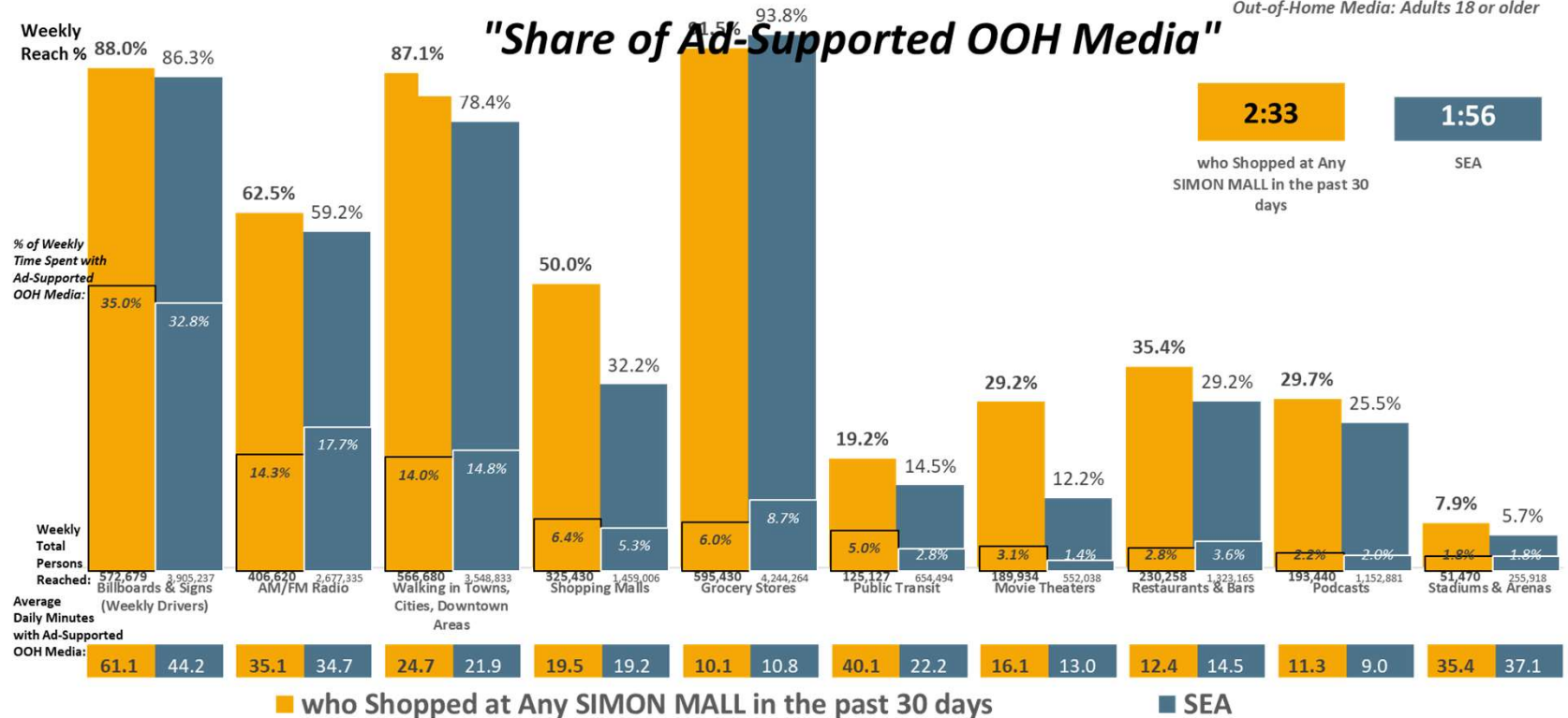
Malls shopped/visited past 30 days: Any Simon Mall





572,679 or 88.0% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 35.0% 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



**2:33**  
who Shopped at Any SIMON MALL in the past 30 days

**1:56**  
SEA

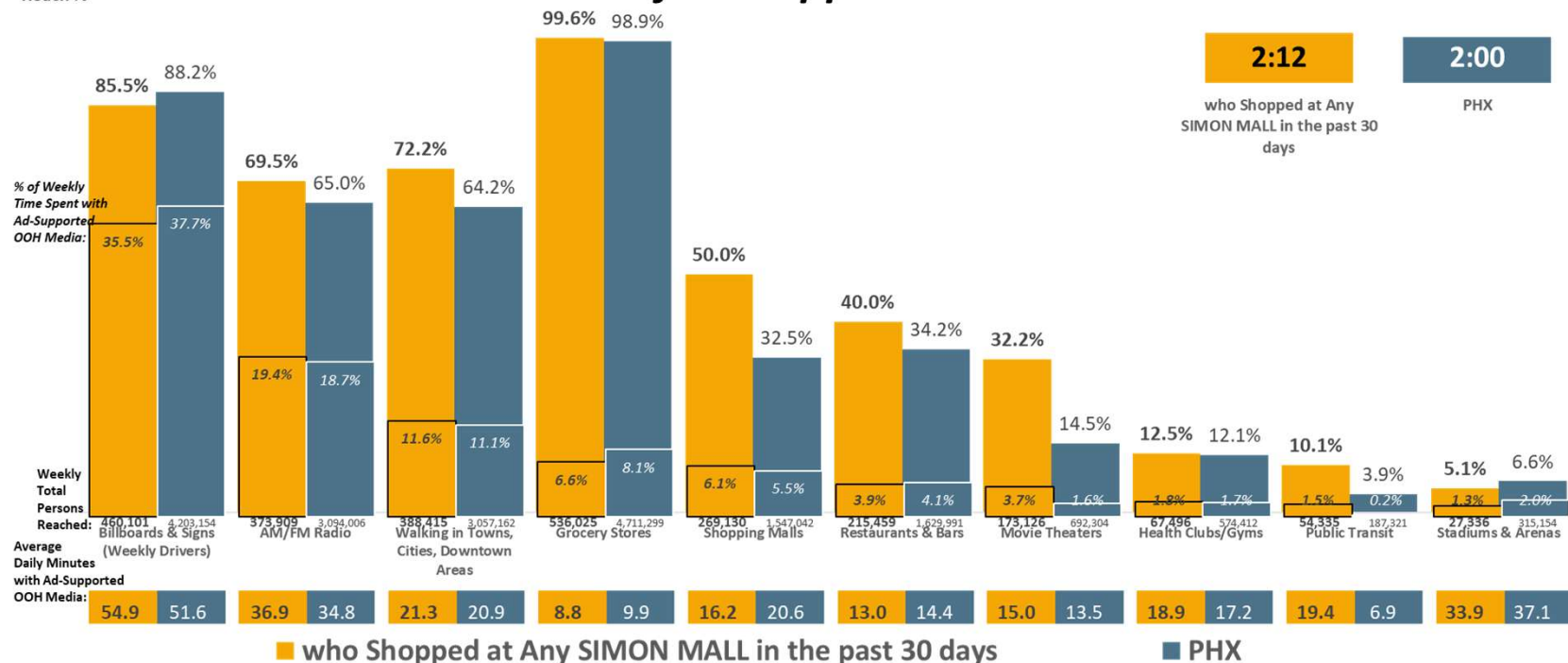


460,101 or 85.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 259  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

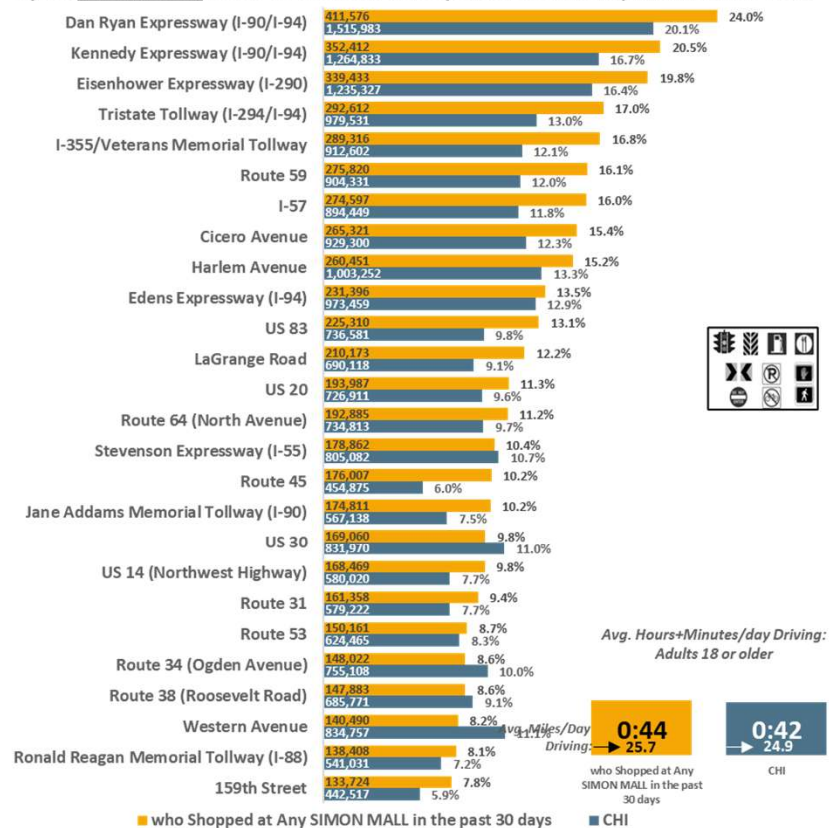
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

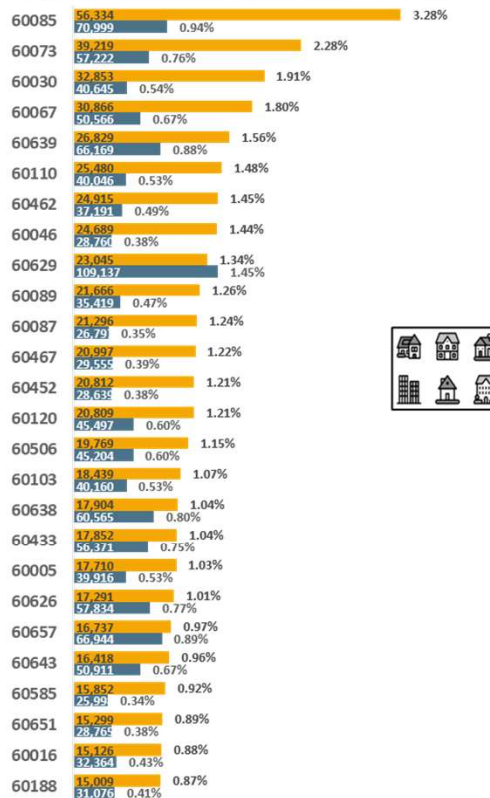


1,542,879 or 89.8% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 70.1% more likely to use Route 45 than the Metro average.

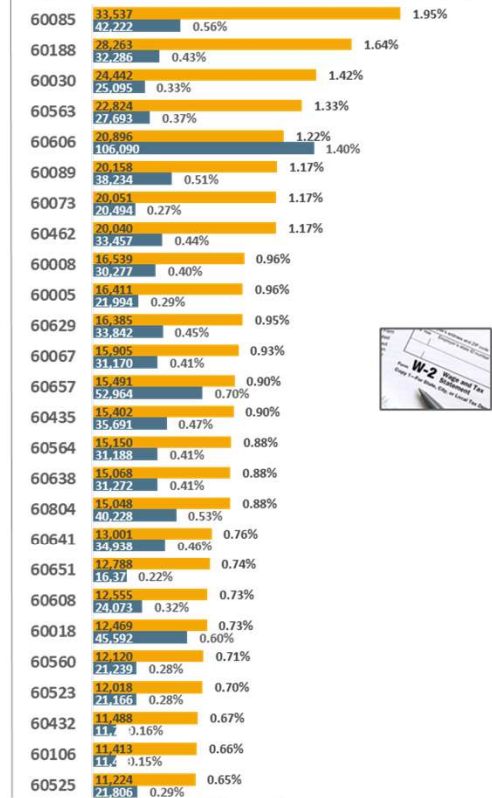
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

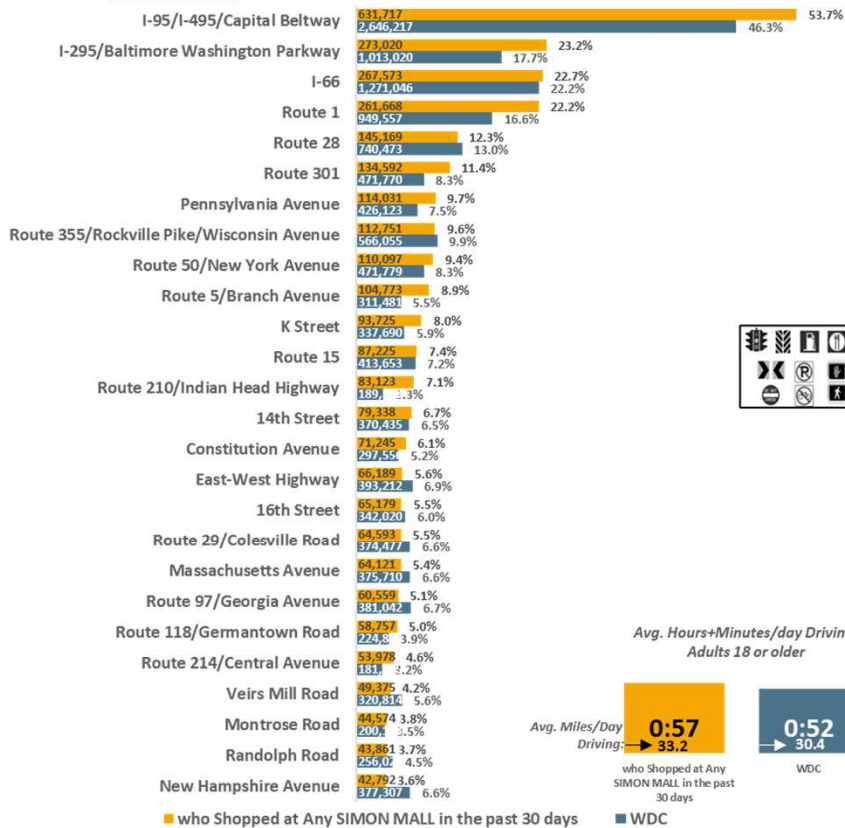




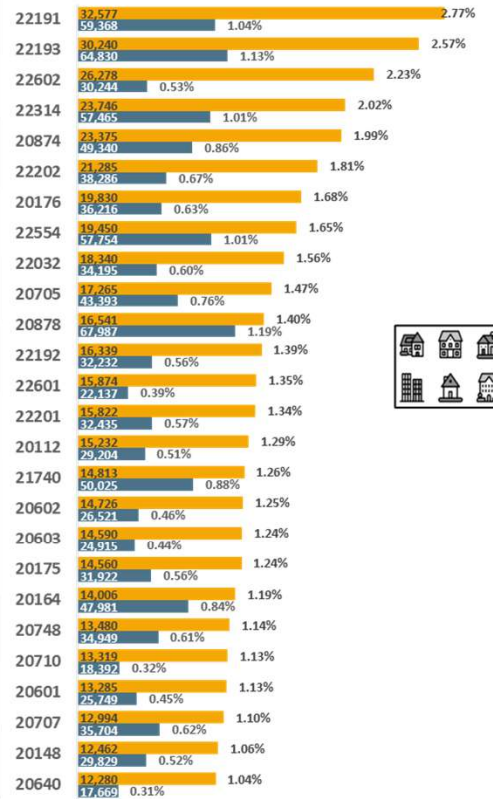


1,053,898 or 89.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days  
spend an average of 57.1 minutes per day driving an average of 33.2 miles each day and are 113.%  
more likely to use Route 210/Indian Head Highway than the Metro ave

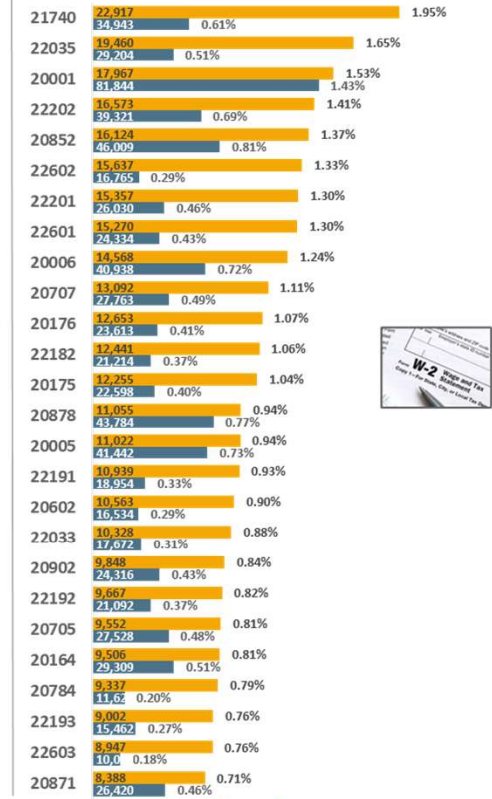
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



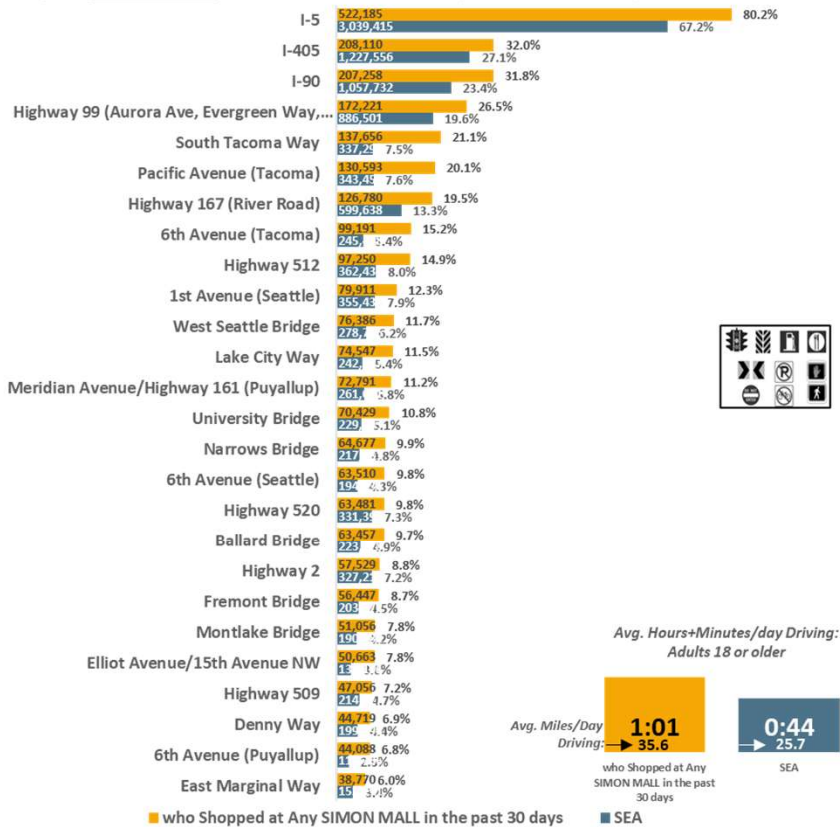
#### Top-26 Employment Zip Codes: Adults 18 or older



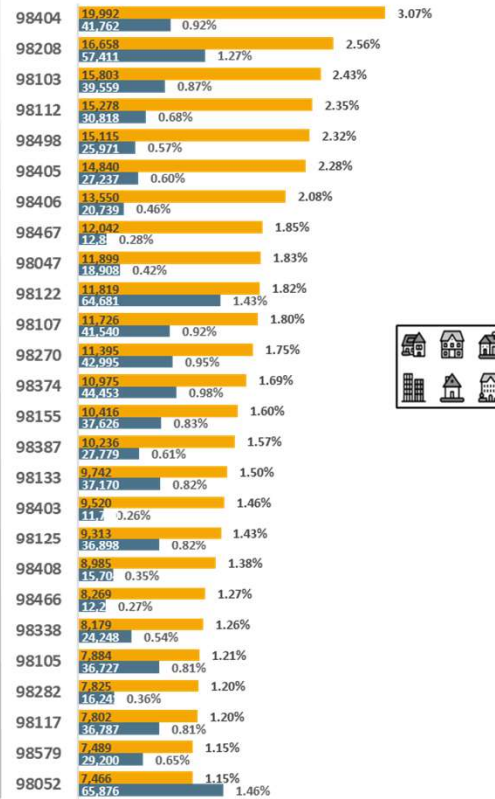


572,679 or 88.% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 61.1 minutes per day driving an average of 35.6 miles each day and are 183.7% more likely to use South Tacoma Way than the Metro average.

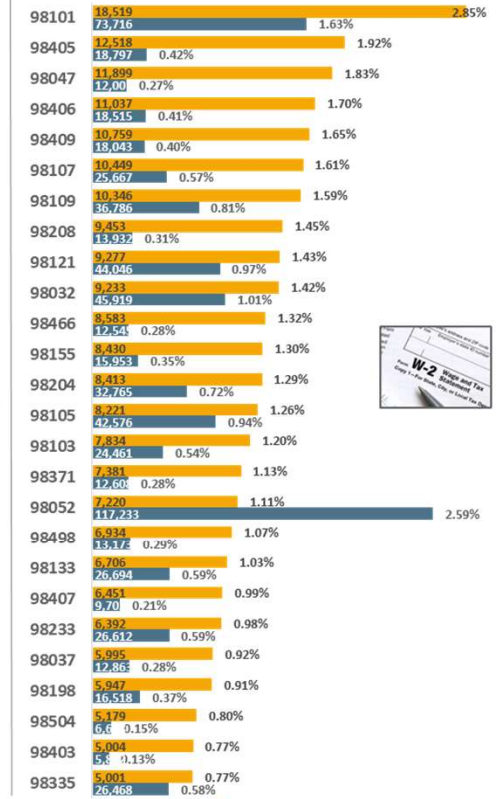
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



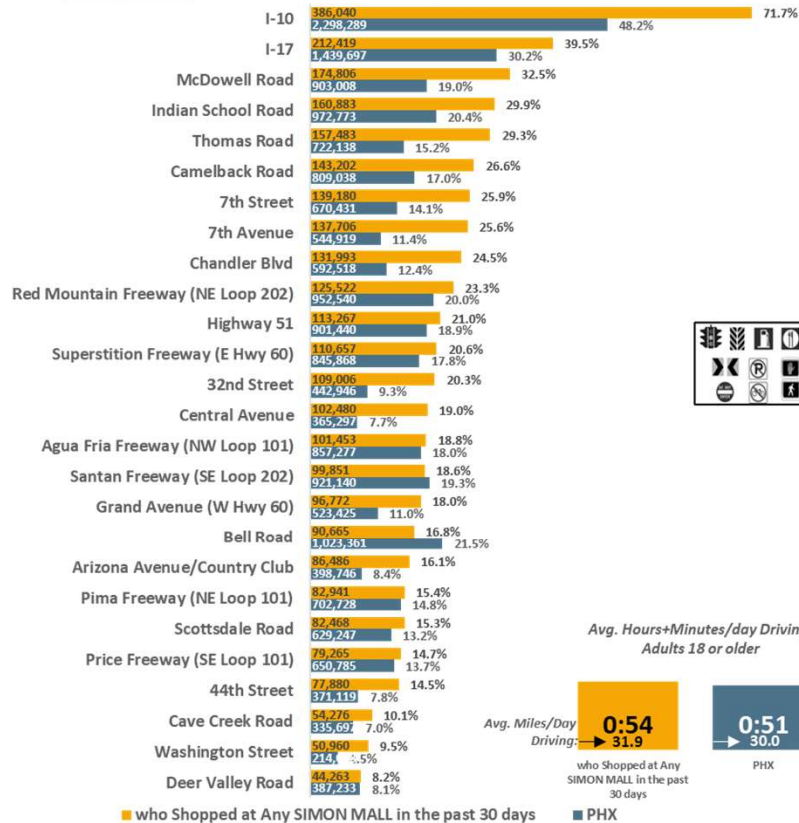
Top-26 Employment Zip Codes: Adults 18 or older



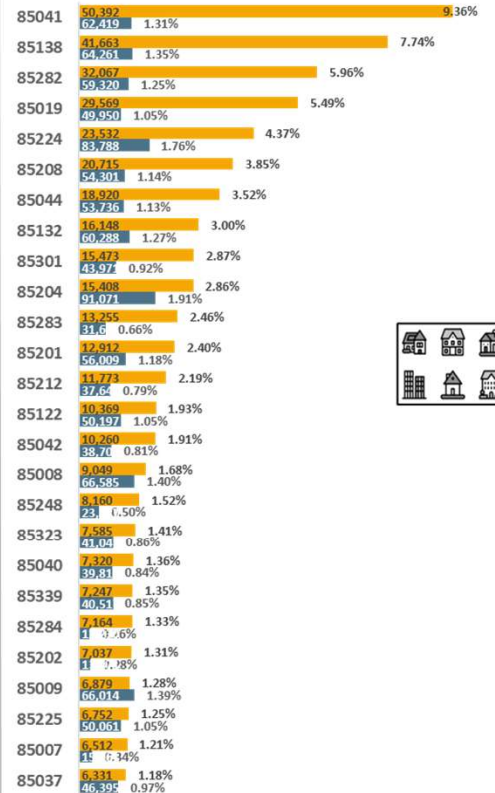


460,101 or 85.5% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days spend an average of 54.9 minutes per day driving an average of 31.9 miles each day and are 148.3% more likely to use Central Avenue than the Metro average.

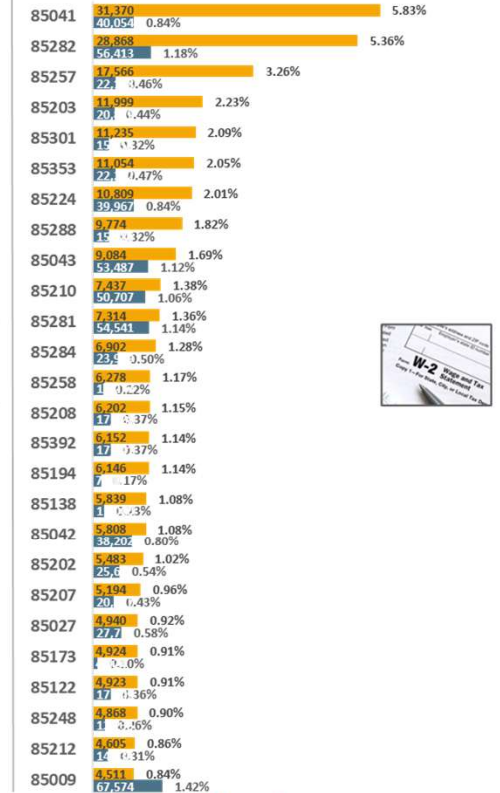
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



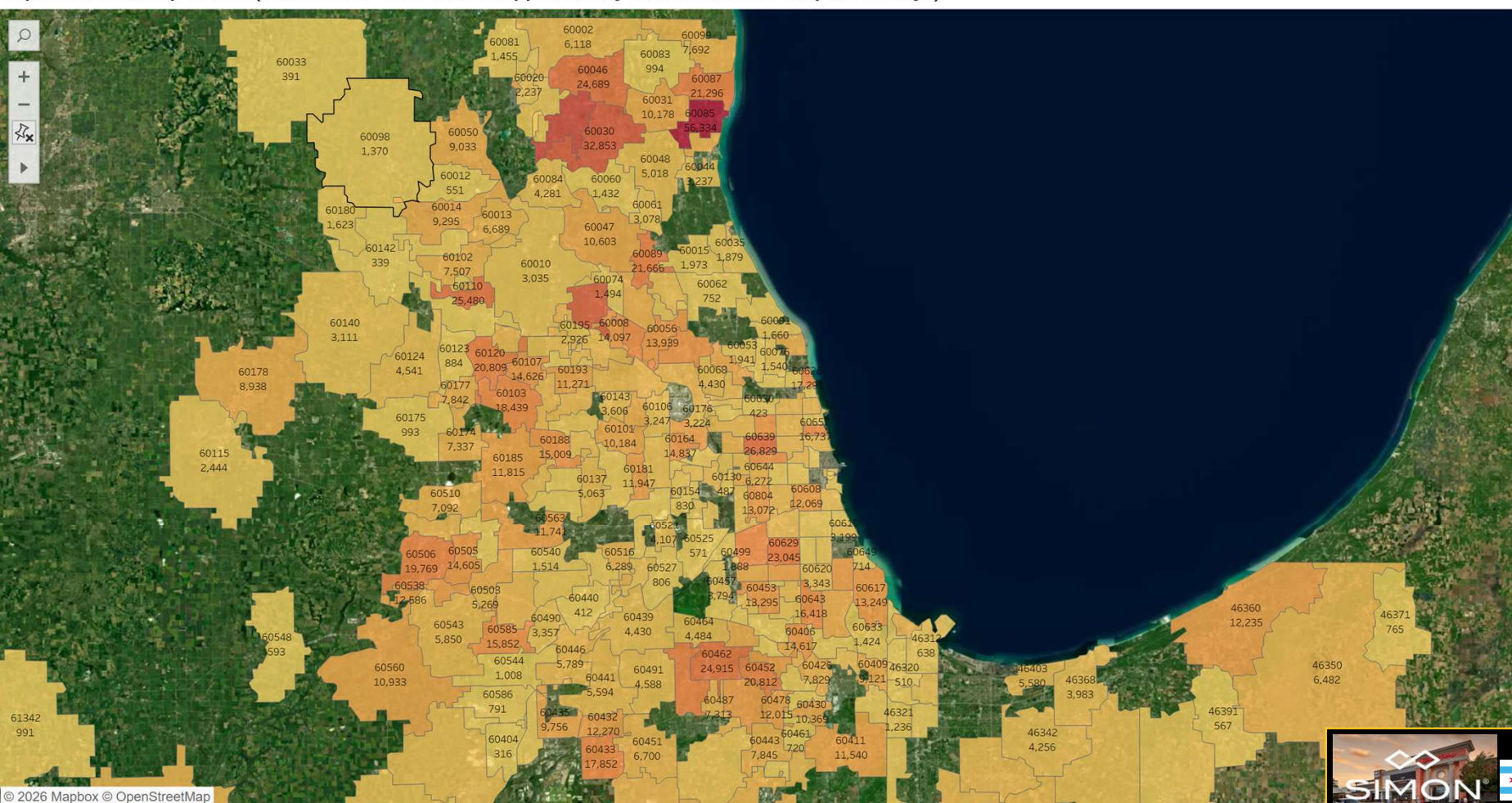
Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days)

SUM(Adults 18 or older...



© 2026 Mapbox © OpenStreetMap



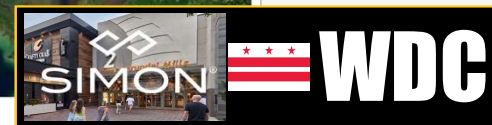
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,027

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

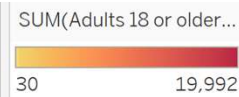




All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall



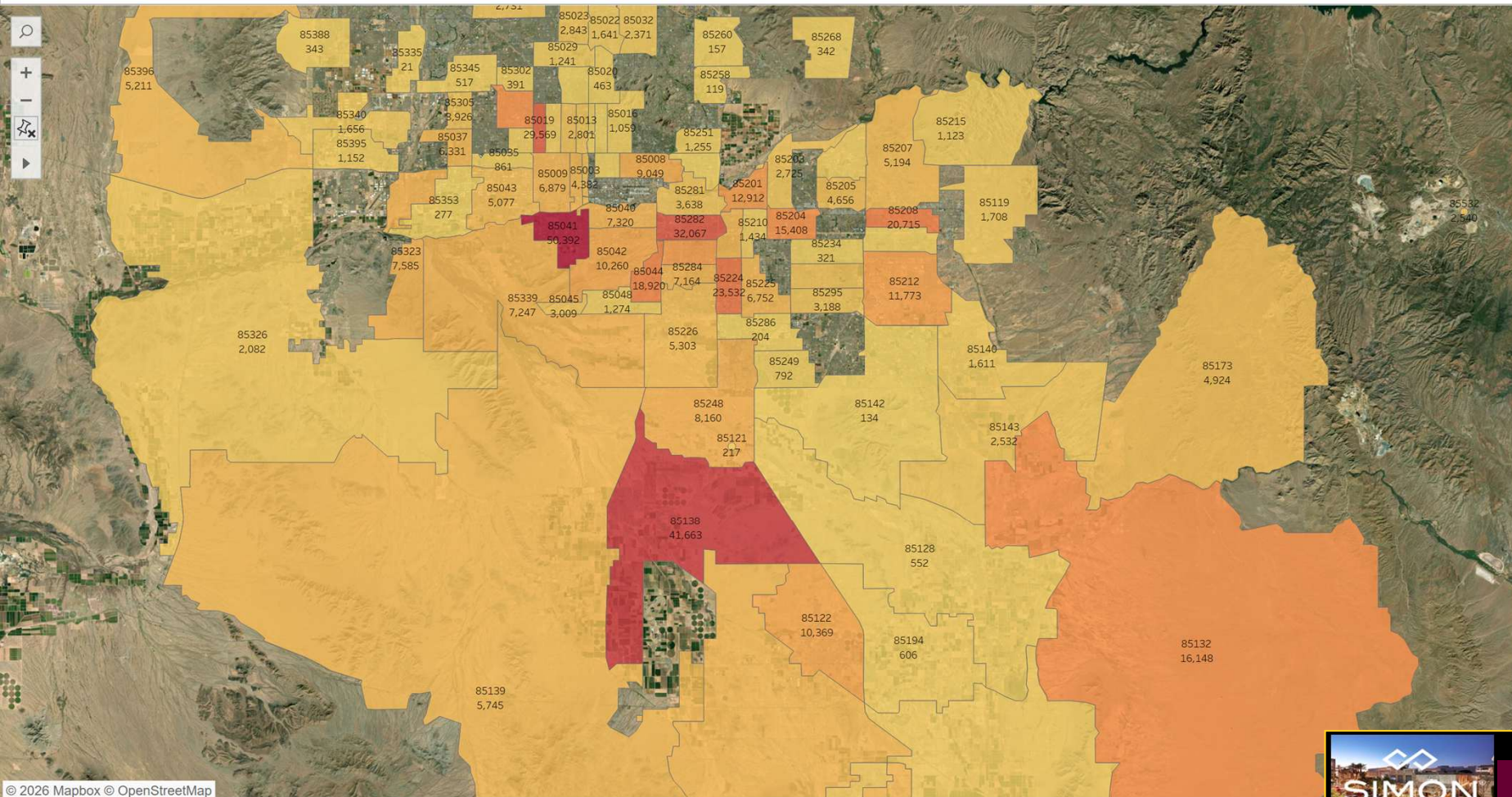


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Malls shopped/visited past 30 days: Any Simon Mall



# Top Residential Zip Codes: (Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days)



SUM(Adults 18 or older...



© 2026 Mapbox © OpenStreetMap



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 259  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

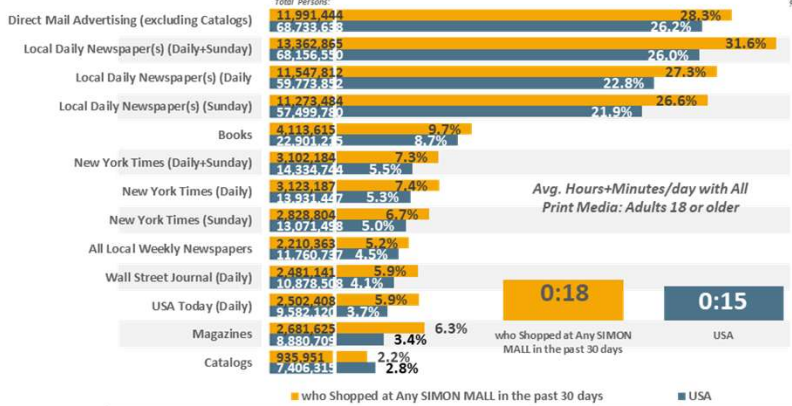
soefa.ai Share of Everything for Anything

Malls shopped/visited past 30 days: Any Simon Mall

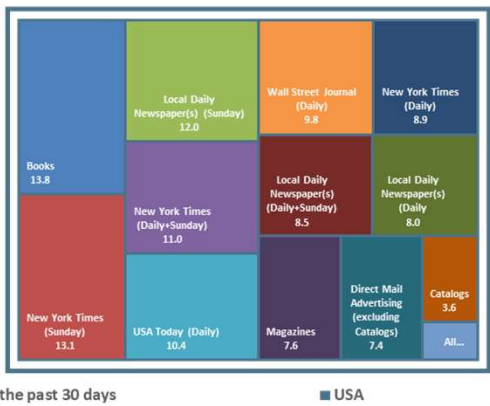


13,362,865 or 31.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

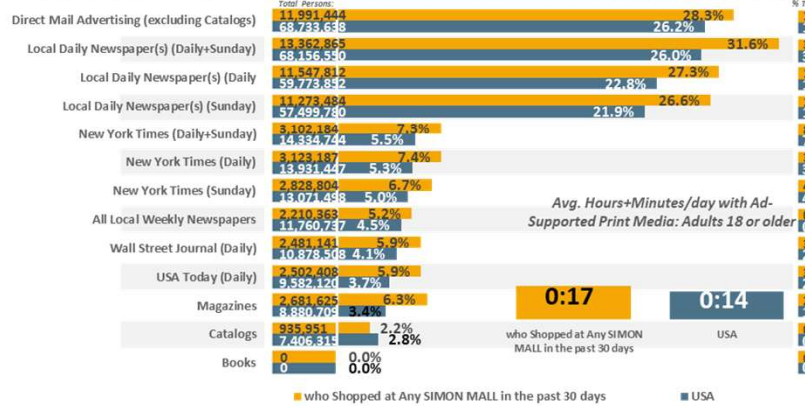
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



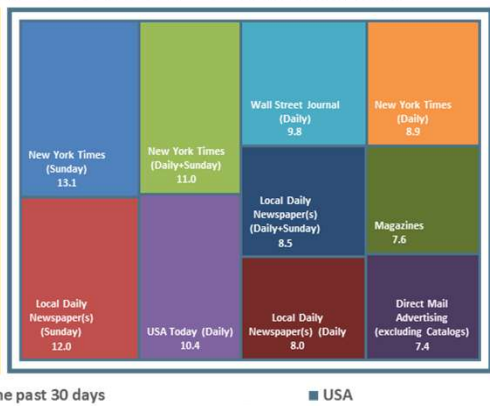
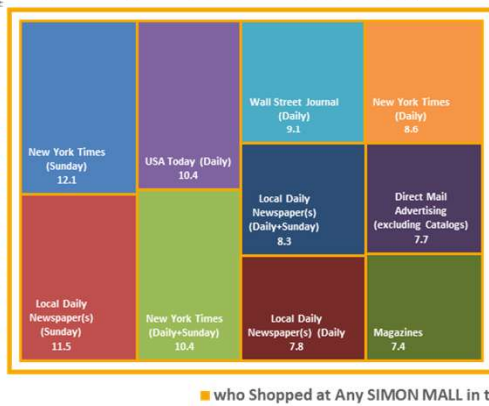
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 4,424  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

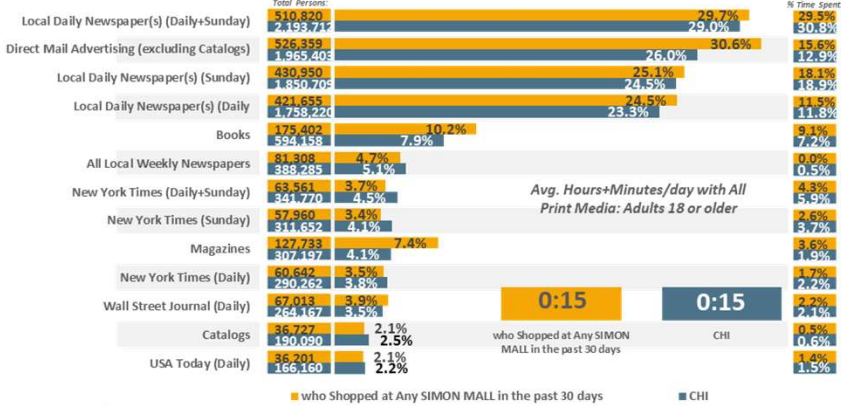
Malls shopped/visited past 30 days: Any Simon Mall



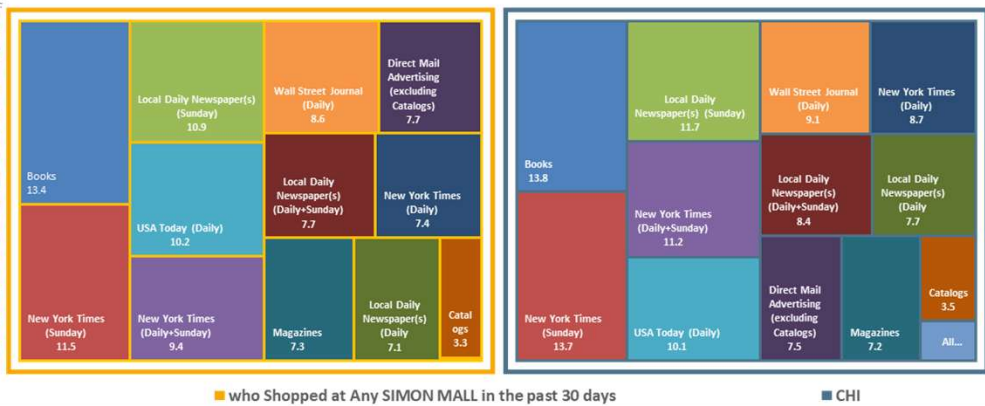


510,820 or 29.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

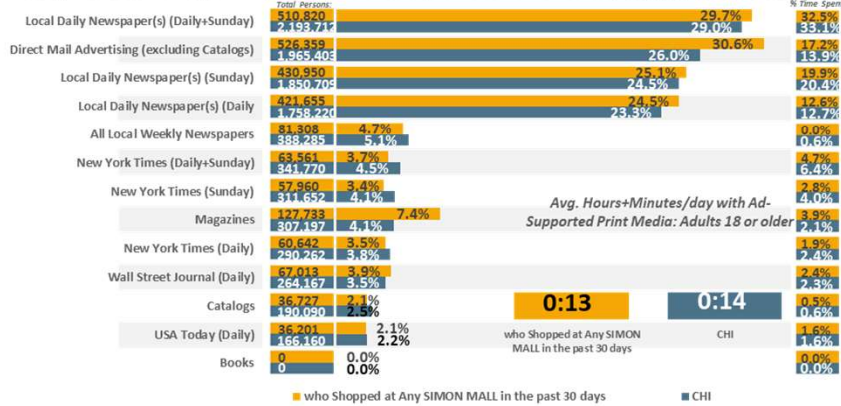
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



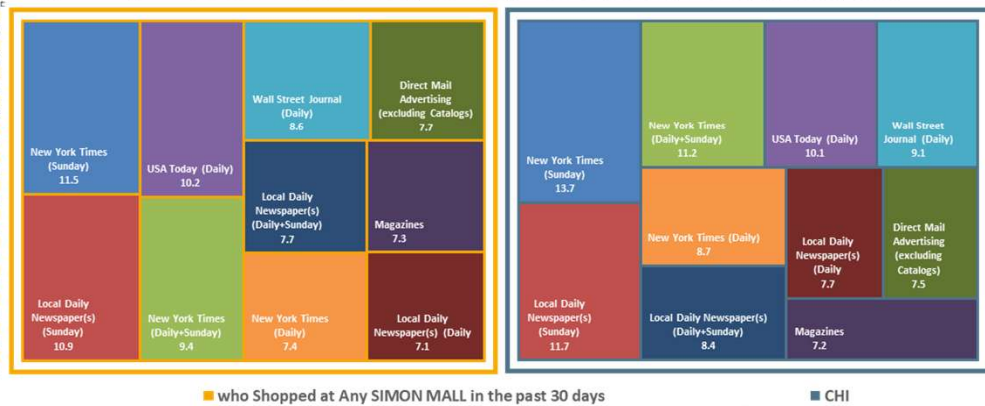
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

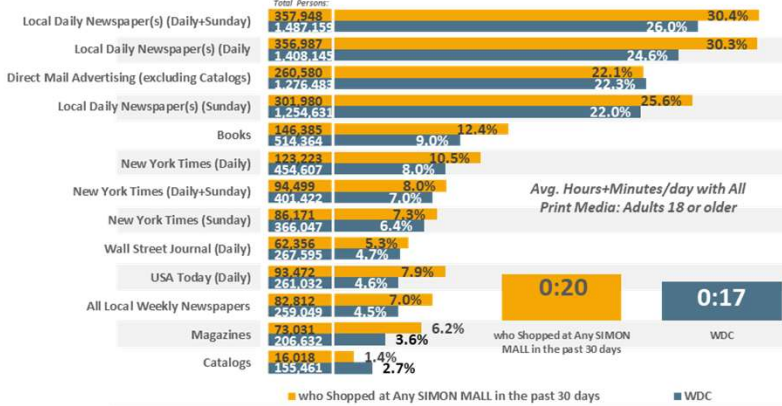




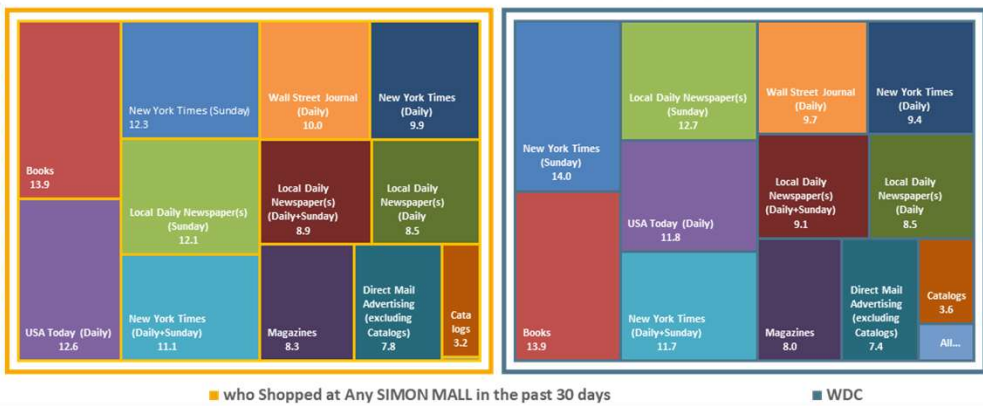


357,948 or 30.4% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

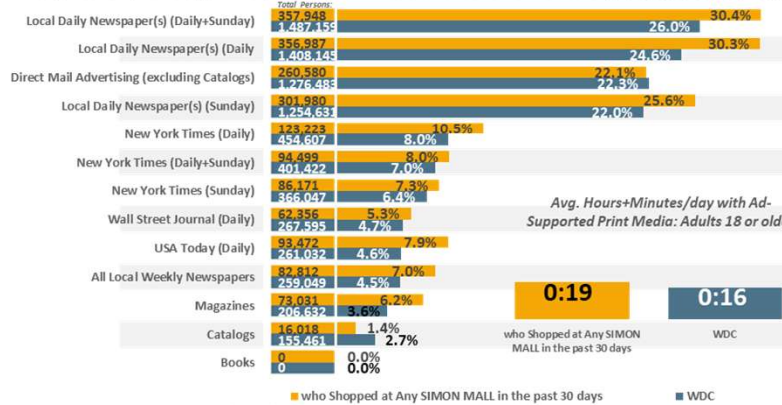
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



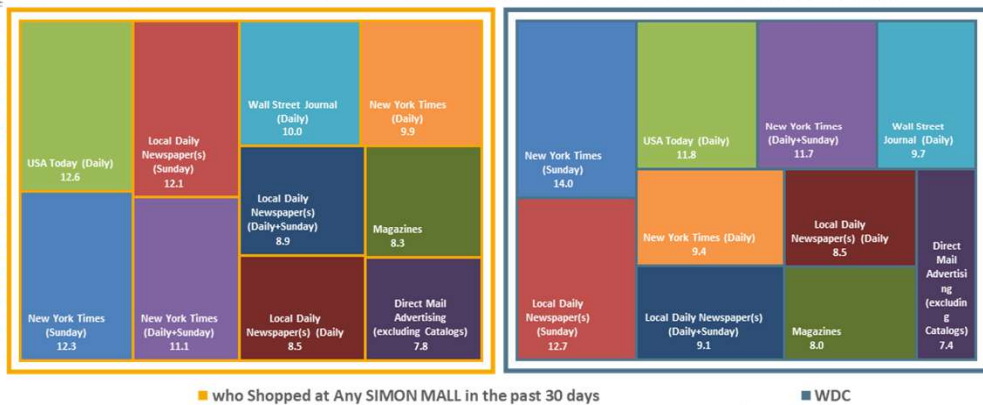
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



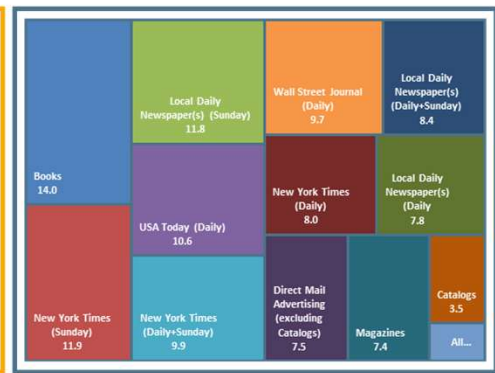
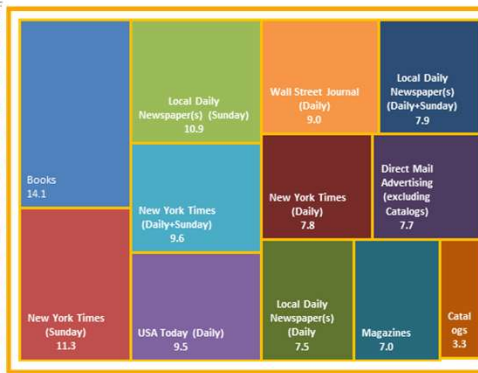
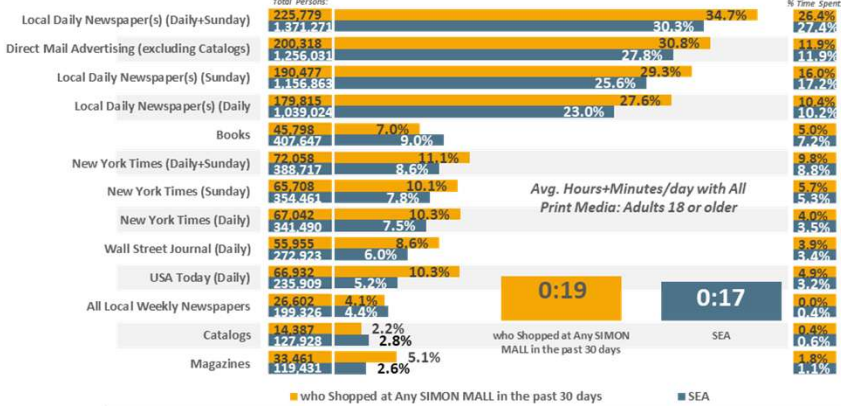
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



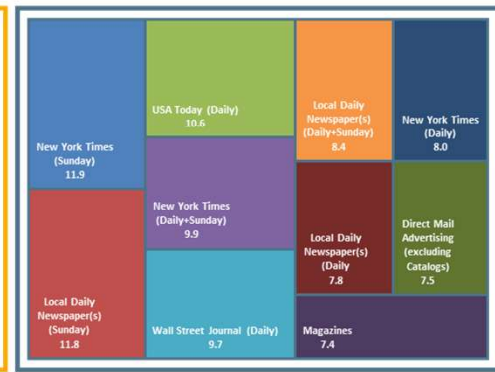
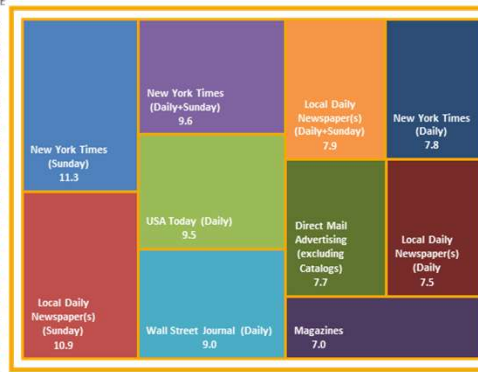
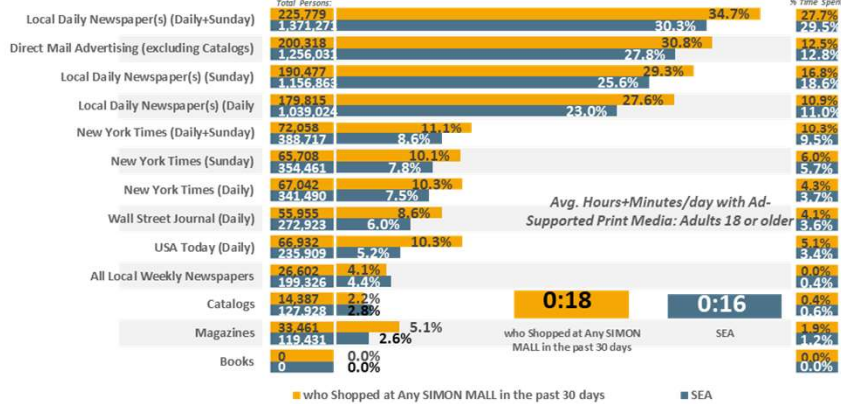


225,779 or 34.7% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

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



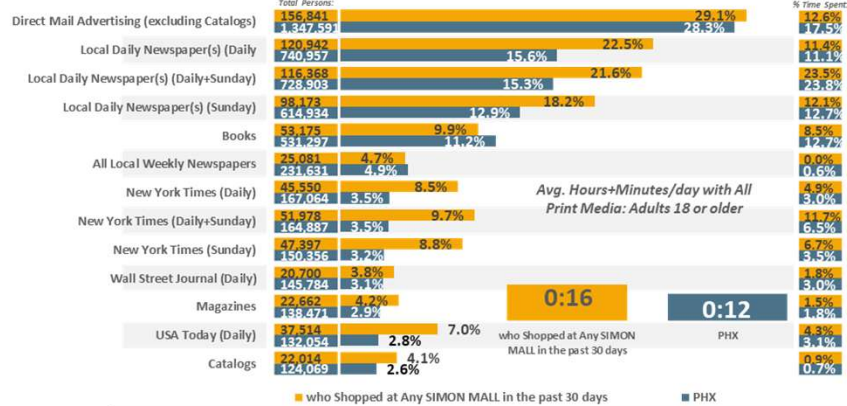
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





116,368 or 21.6% of Adults 18 or older who Shopped at Any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 25.7% of all time spent daily with All forms of Print Media.

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



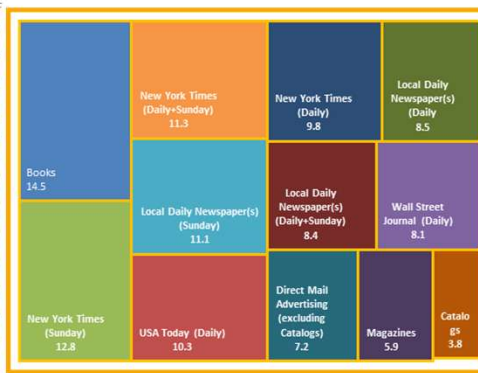
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:16

who Shopped at Any SIMON MALL in the past 30 days

PHX

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

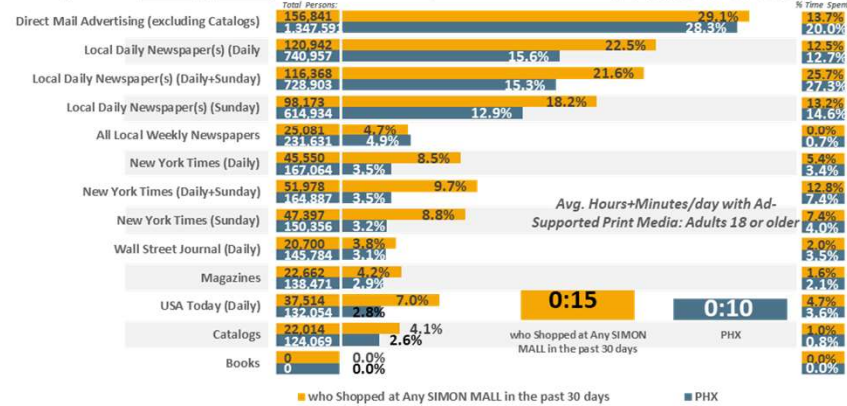


who Shopped at Any SIMON MALL in the past 30 days

PHX



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



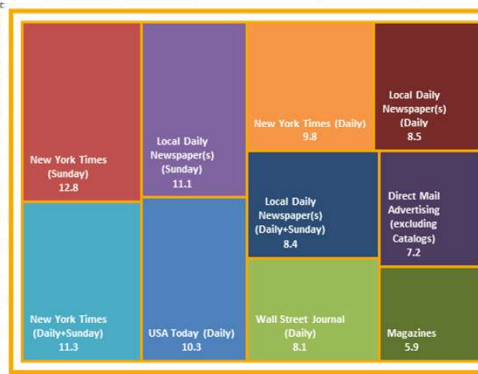
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:15

who Shopped at Any SIMON MALL in the past 30 days

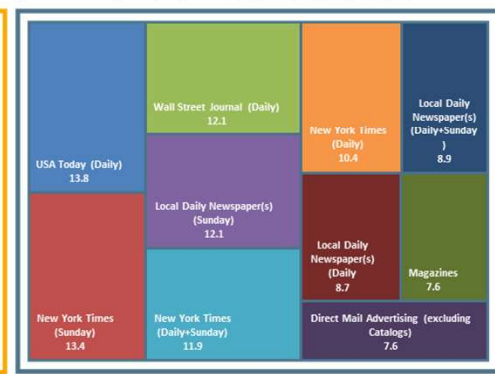
PHX

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



who Shopped at Any SIMON MALL in the past 30 days

PHX

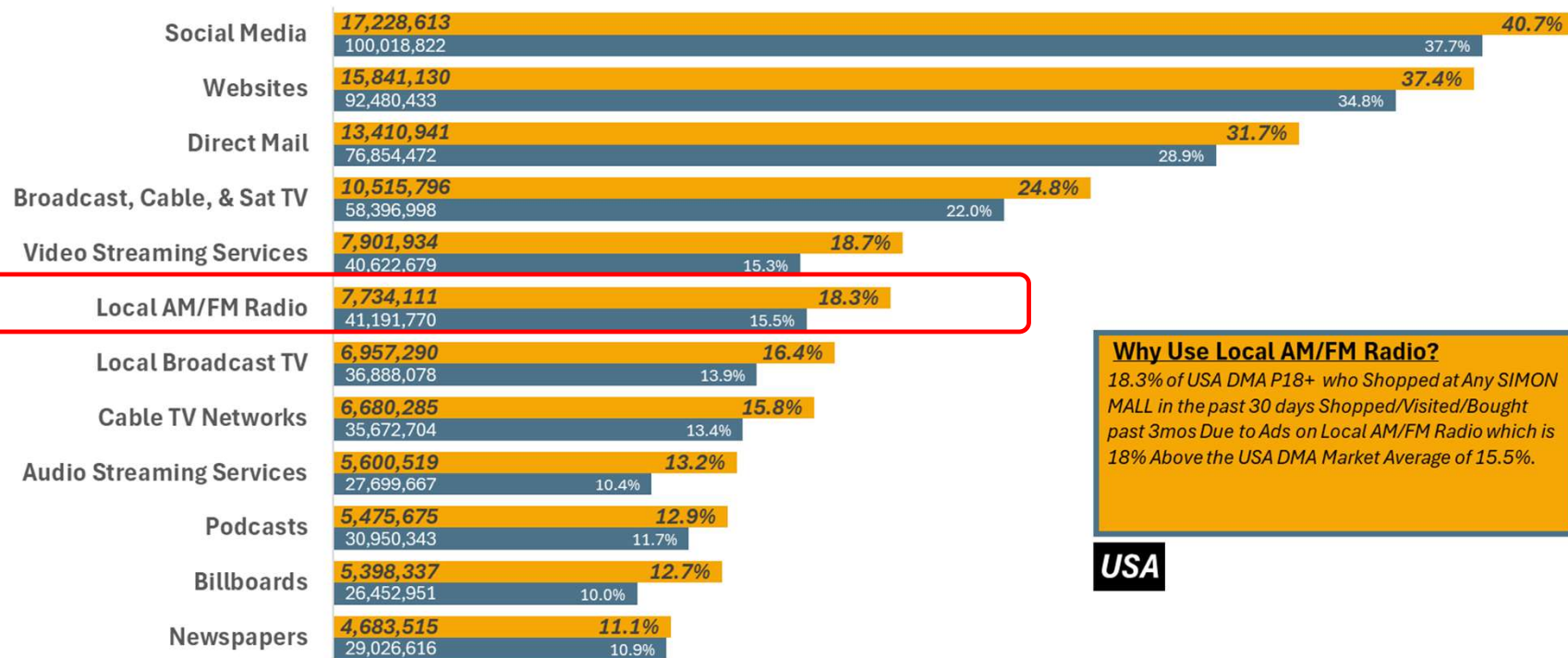






## "Advertising Actions"

P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

18.3% of USA DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026: Sep24-Jan26 Qual Intab: 4424

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

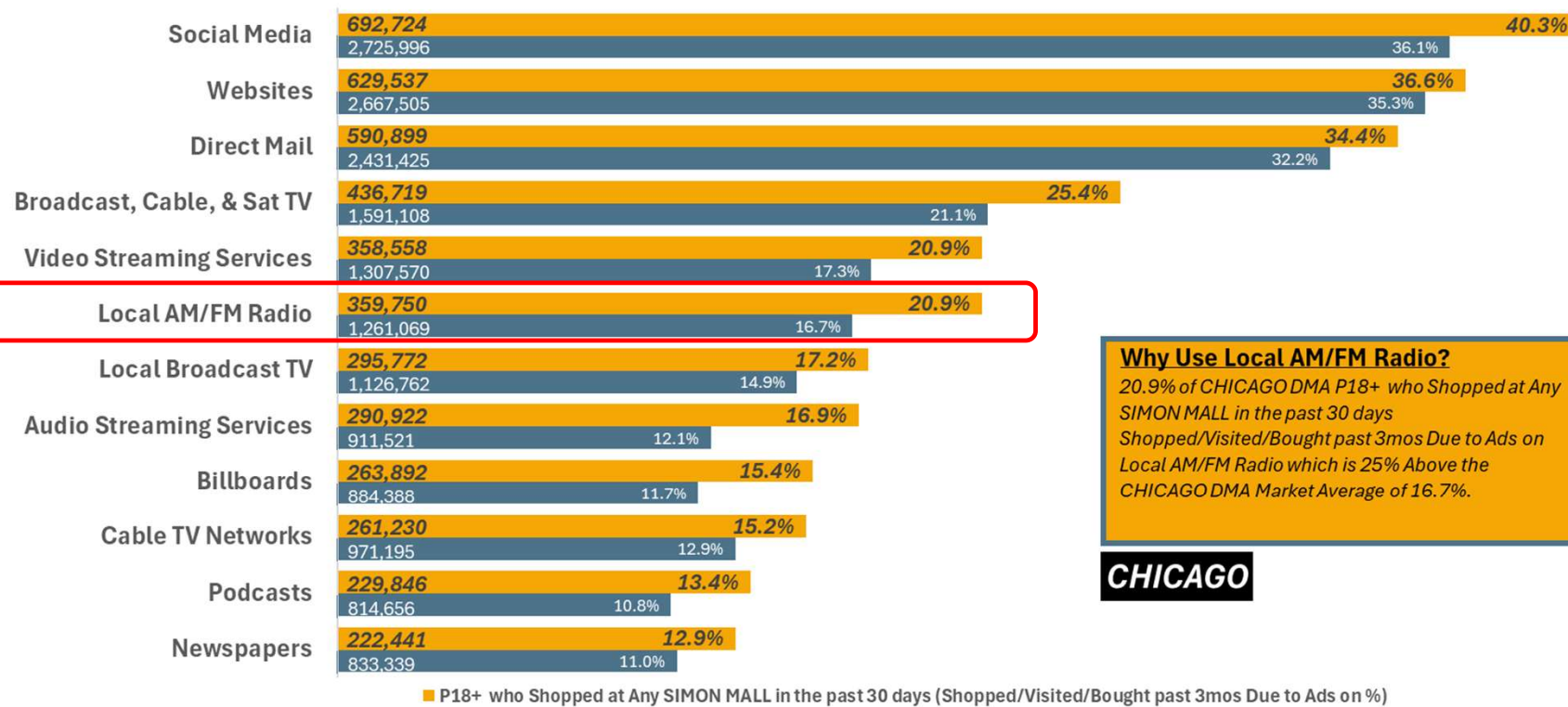
soefa.ai Share of Everything for Anything ®

Malls shopped/visited past 30 days: Any Simon Mall



## "Advertising Actions"

P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

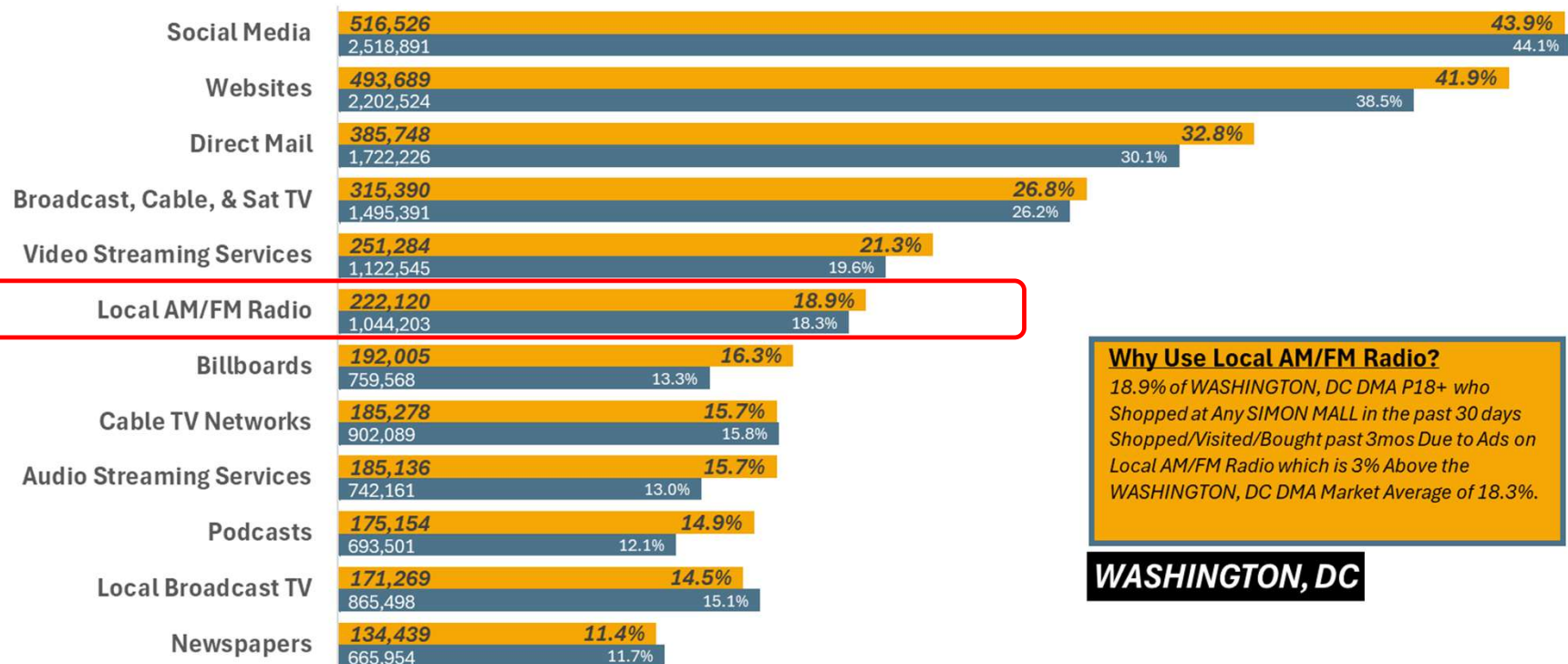
20.9% of CHICAGO DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the CHICAGO DMA Market Average of 16.7%.

**CHICAGO**



## "Advertising Actions"

P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

18.9% of WASHINGTON, DC DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WASHINGTON, DC DMA Market Average of 18.3%.

**WASHINGTON, DC**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (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: 1414

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

**soefa.ai** Share of Everything for Anything ®

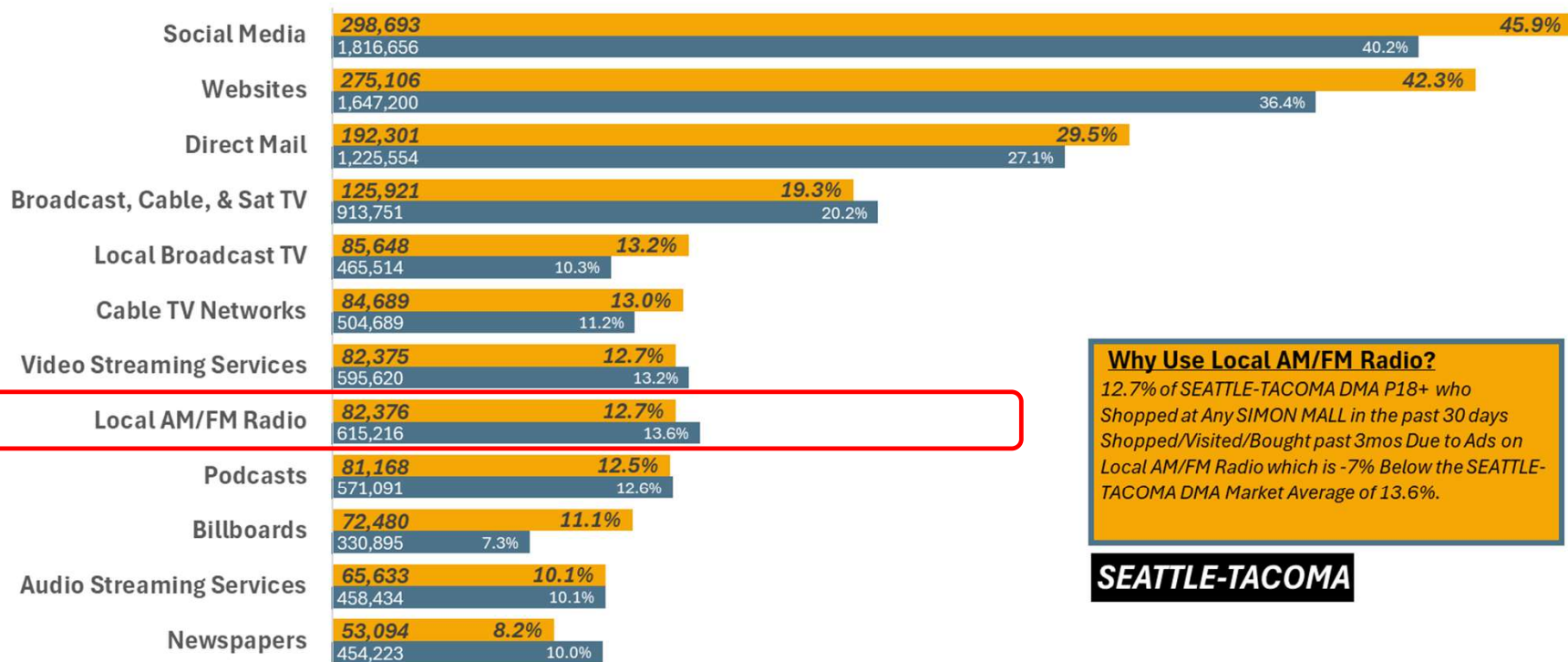
Malls shopped/visited past 30 days: Any Simon Mall





## "Advertising Actions"

P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

12.7% of SEATTLE-TACOMA DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

**SEATTLE-TACOMA**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (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: 577  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

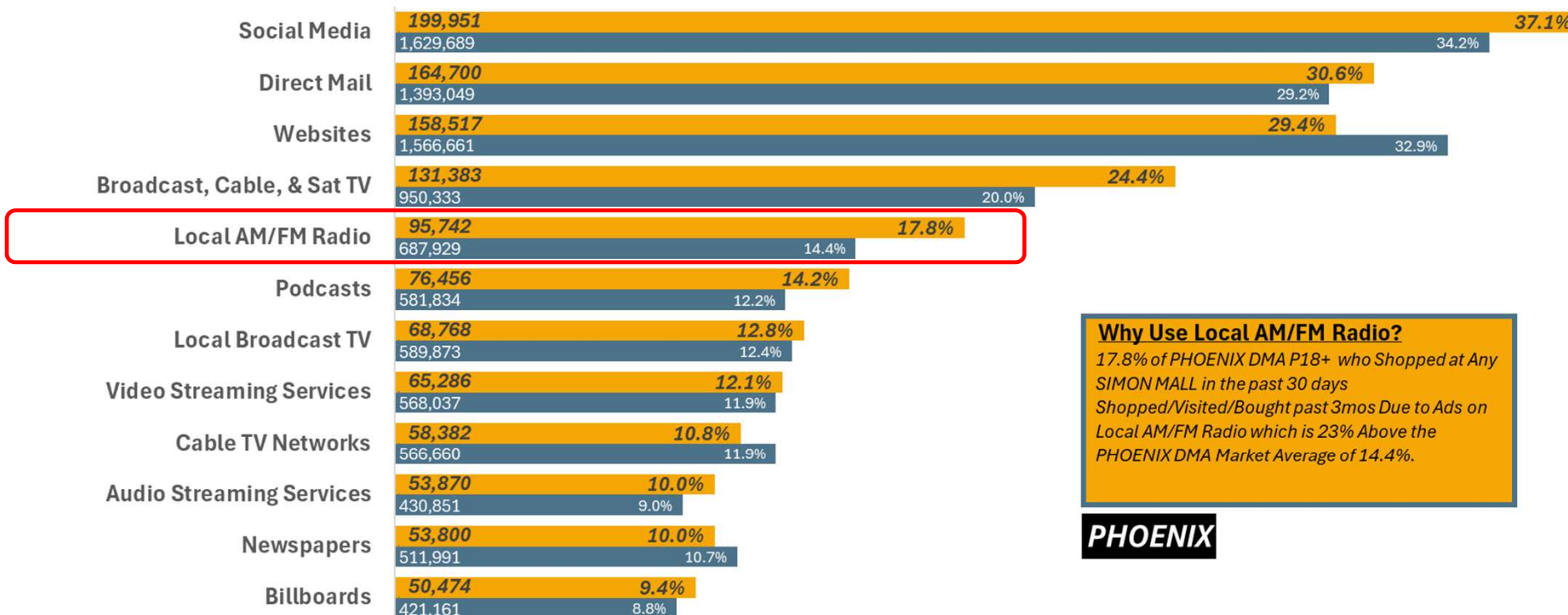
**soefa.ai** Share of Everything for Anything ®

Malls shopped/visited past 30 days: Any Simon Mall



## "Advertising Actions"

P18+ who Shopped at Any SIMON MALL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



**Why Use Local AM/FM Radio?**  
17.8% of PHOENIX DMA P18+ who Shopped at Any SIMON MALL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the PHOENIX DMA Market Average of 14.4%.

**PHOENIX**

■ P18+ who Shopped at Any SIMON MALL in the past 30 days (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: 259  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Malls shopped/visited past 30 days: Any Simon Mall