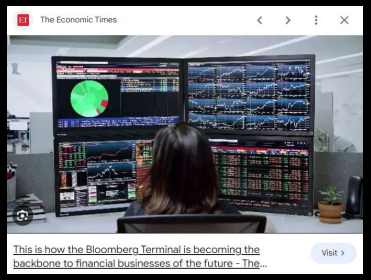
USA+4 DMAs – P21+ who Attended a COMEDY CLUB in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P21+ who Attended a COMEDY CLUB in the past 12 months as of August 31, 2025.**



The Second City | Funny Bone | acme COMEDY CO. | JP's COMEDY Club

WME

Laughs COMEDY CLUB Seattle | HELIUM COMEDY CLUB | DC IMPROV COMEDY'S BEST SINCE 1982 WASHINGTON D.C. | DON'T TELL YOUR FRIENDS RED LIGHT OF PALM BEACH

WME USA

The Second City CHI

IMPROV WDC

Laughs COMEDY CLUB Seattle SEA

JP's COMEDY Club PHX

P21+

ENDEAVOR GROUP HOLDINGS, INC. | SILVER LAKE | MUBADALA | BlackRock | HUBBARD BROADCASTING INC. HB INC.

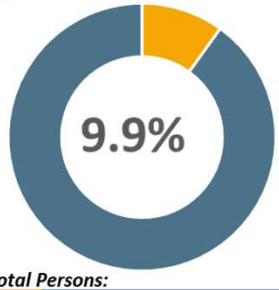
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Events attended/places visited past 12 months: Comedy club



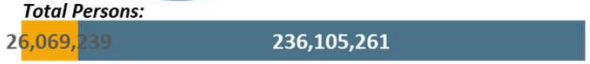
9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Typical Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 45.3 years old (9.7% younger than average) and have a $147,256 (53.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

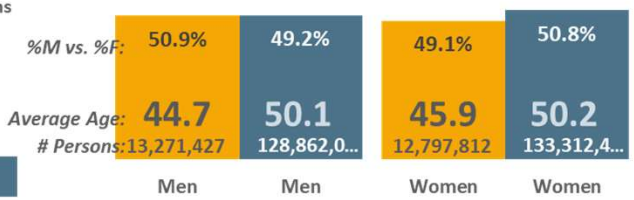


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of USA DMAs

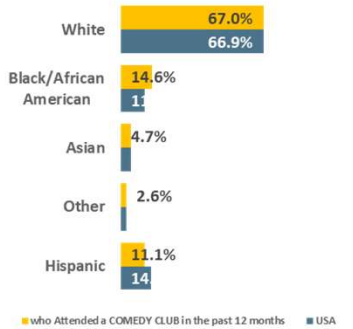
Total Persons:



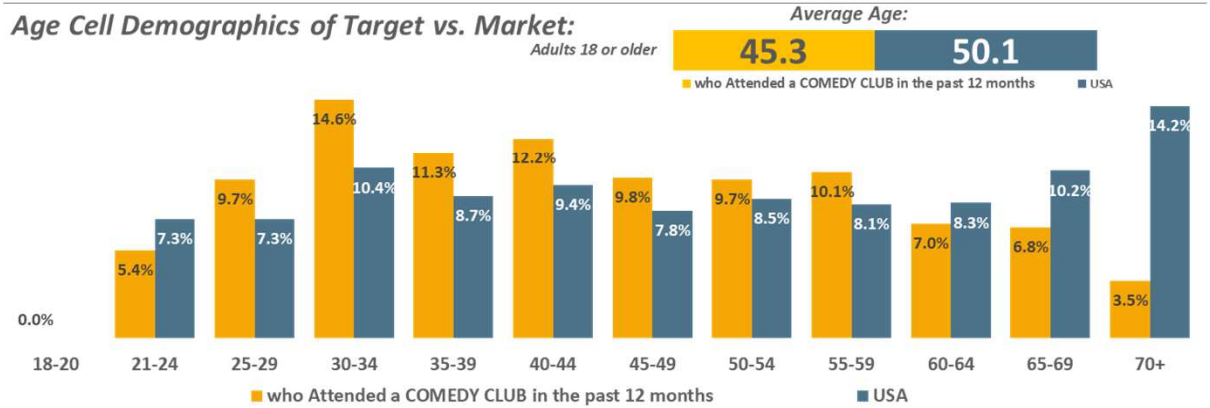
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

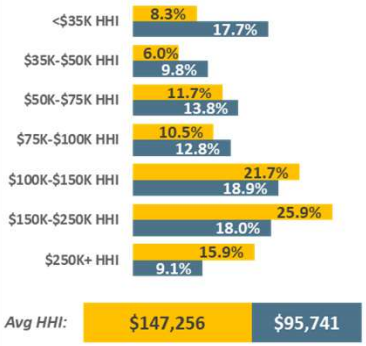


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

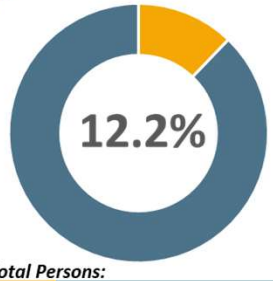
HHI of Target vs. Market:



Events attended/places visited past 12 months: Comedy club

12.2% or 882,330 of CHICAGO DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 45.1 years old (9.1% younger than average) and have a $151,840 (40.8% higher than average) annual household income.

Percent of Market: Adults 21 or older

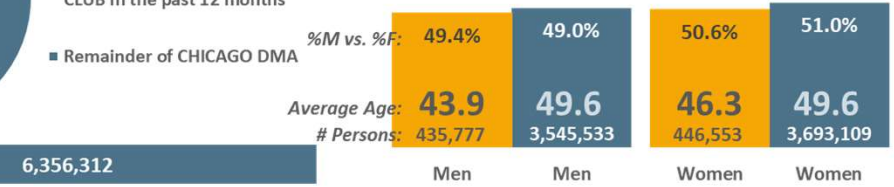


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of CHICAGO DMA

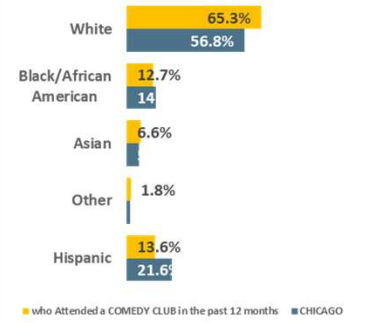
Total Persons:

who Attended a COMEDY CLUB in the past 12 months	Remainder of CHICAGO DMA
882,330	6,356,312

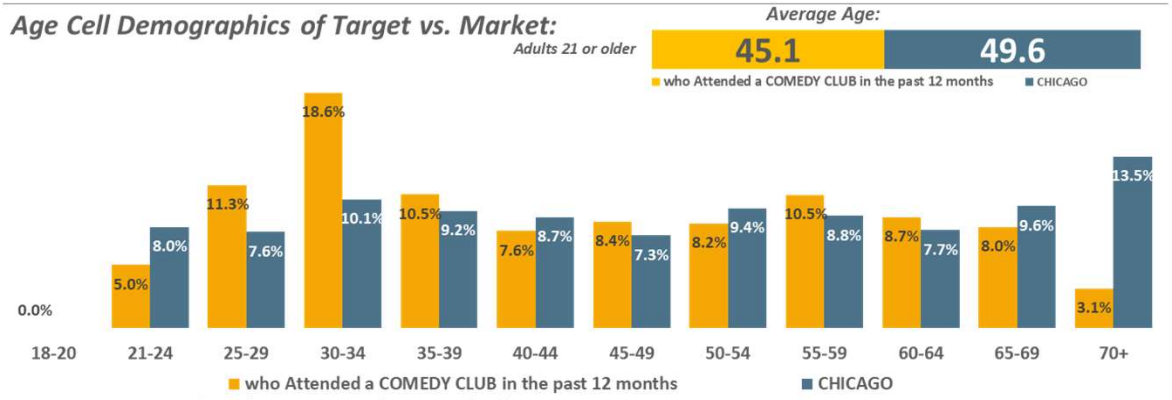
Gender of Target vs. Market: Adults 21 or older



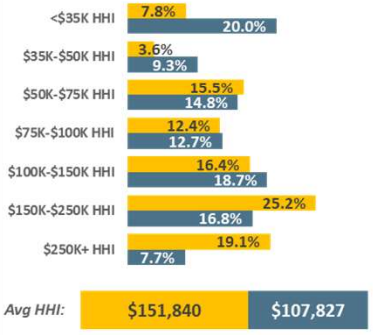
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$151,840	$107,827

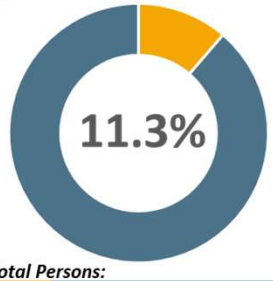
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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Events attended/places visited past 12 months: Comedy club

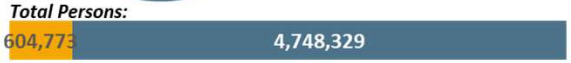
11.3% or 604,773 of WASHINGTON, DC DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 44.1 years old (11.6% younger than average) and have a $159,566 (15.4% higher than average) annual household income.

Percent of Market: Adults 21 or older

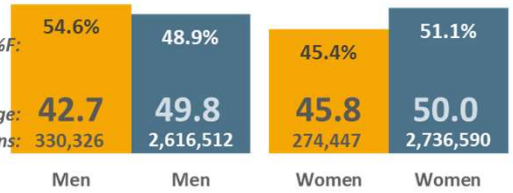


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of WASHINGTON, DC DMA

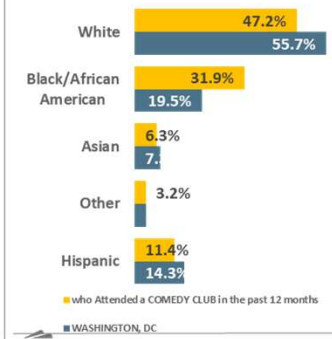
Total Persons:



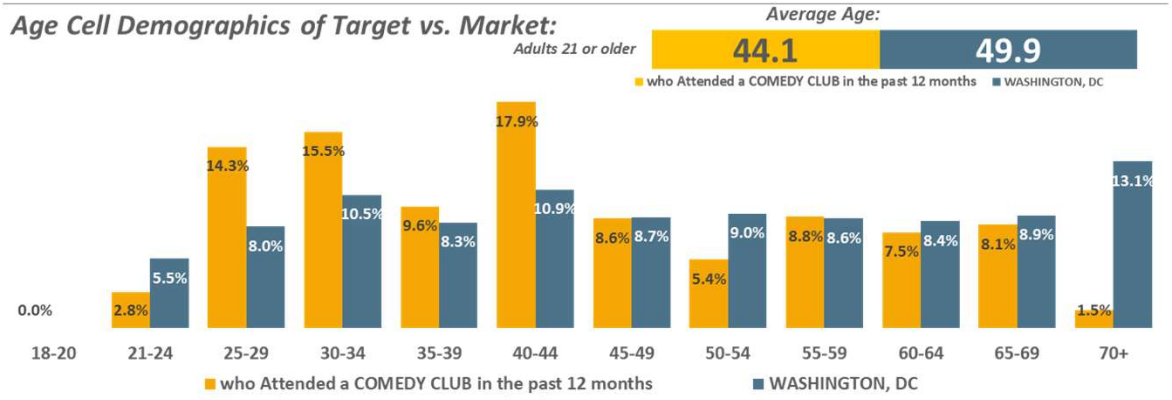
Gender of Target vs. Market: Adults 21 or older



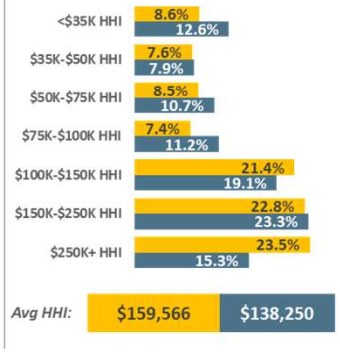
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

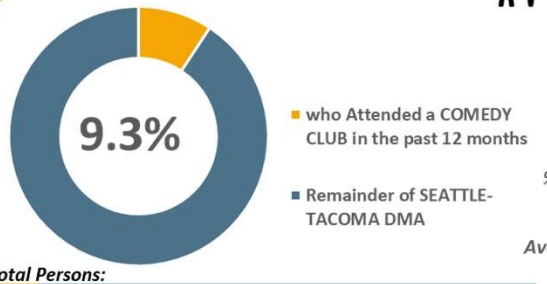
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Events attended/places visited past 12 months: Comedy club

SEA

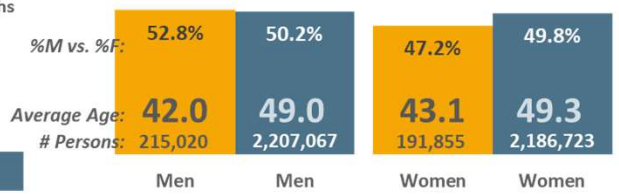
9.3% or 406,875 of SEATTLE-TACOMA DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 42.5 years old (13.5% younger than average) and have a $150,567 (19.7% higher than average) annual household income.

Percent of Market: Adults 21 or older

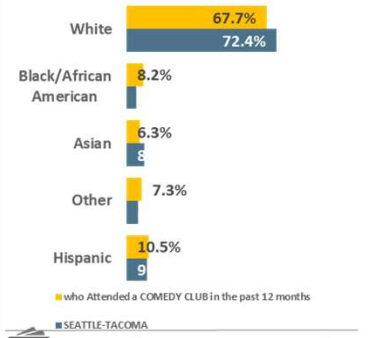


	who Attended a COMEDY CLUB in the past 12 months	Remainder of SEATTLE-TACOMA DMA
Total Persons:	406,875	3,986,915

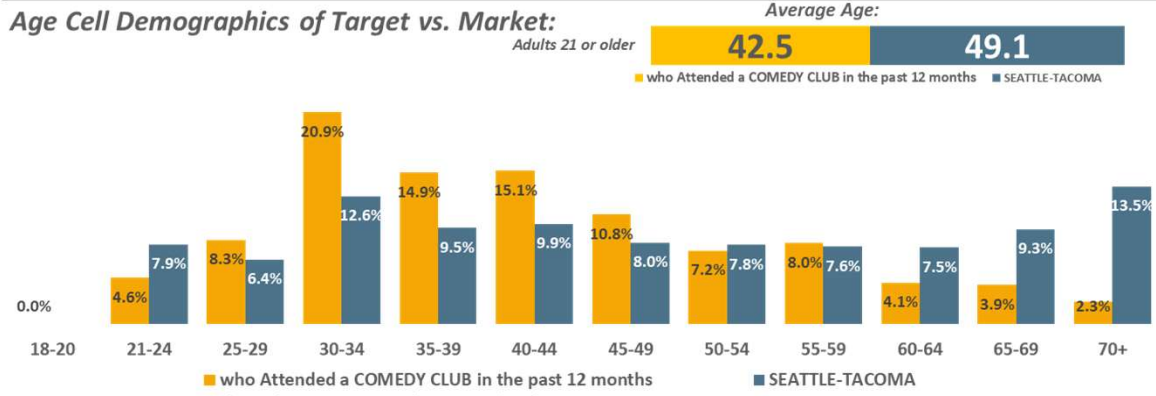
Gender of Target vs. Market: Adults 21 or older



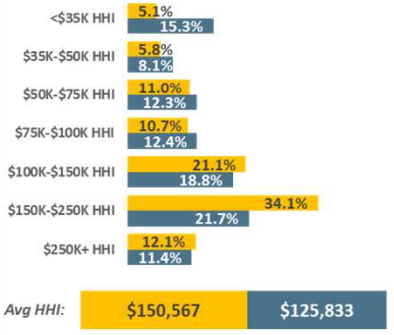
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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Events attended/places visited past 12 months: Comedy club

PHX

10.% or 456,874 of PHOENIX DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 46.7 years old (6.7% younger than average) and have a $145,587 (38.% higher than average) annual household income.

Percent of Market: Adults 21 or older

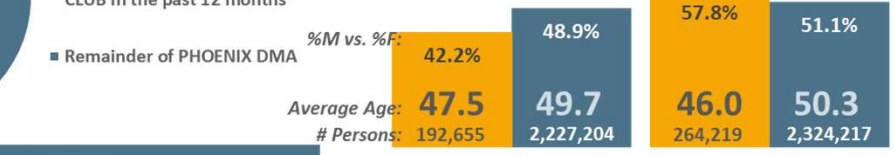


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of PHOENIX DMA

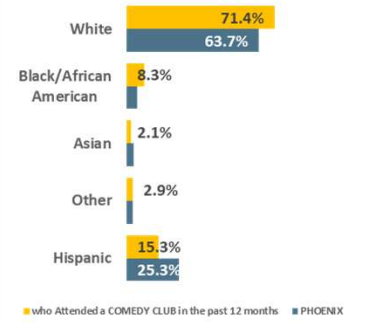
Total Persons:

who Attended a COMEDY CLUB in the past 12 months	Remainder of PHOENIX DMA
456,874	4,094,547

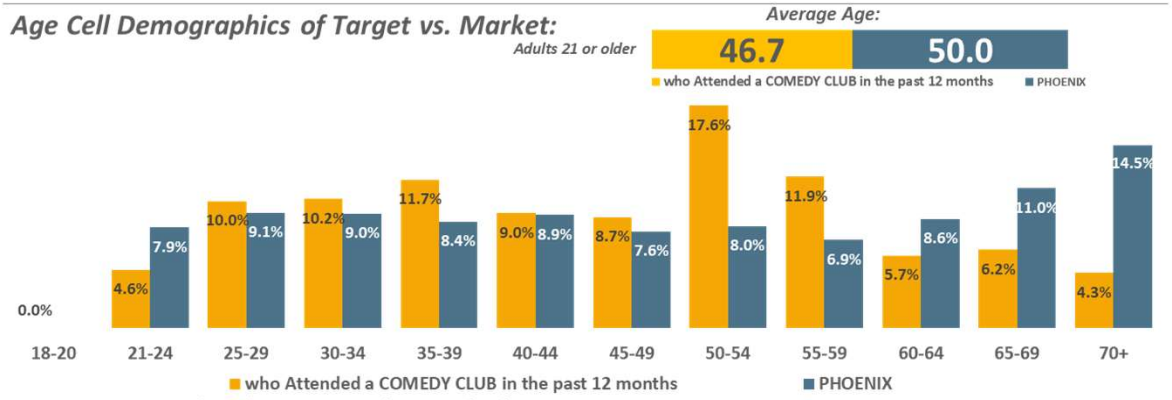
Gender of Target vs. Market: Adults 21 or older



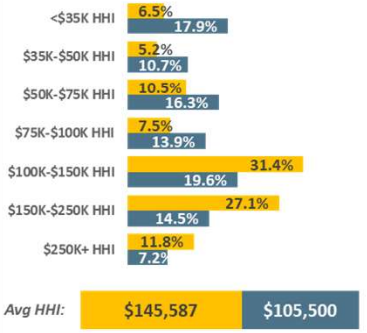
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

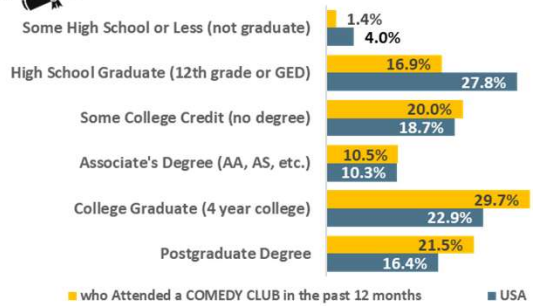
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Events attended/places visited past 12 months: Comedy club

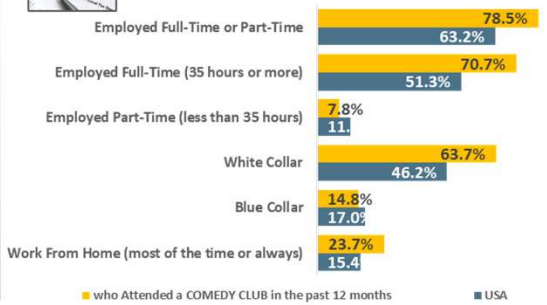


9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 30.7% more likely to be a college graduate, 37.8% more likely to work full-time, 1.5% less likely to be married, 5.4% more likely to be a parent of 1 or more children under 18.

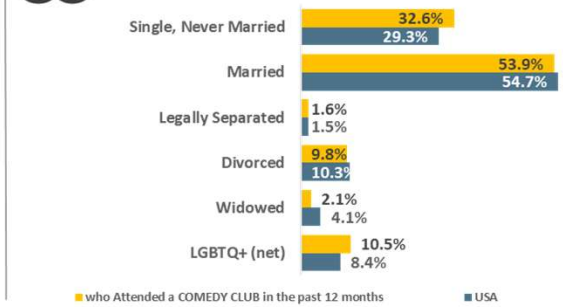
Education Levels: Adults 18 or older



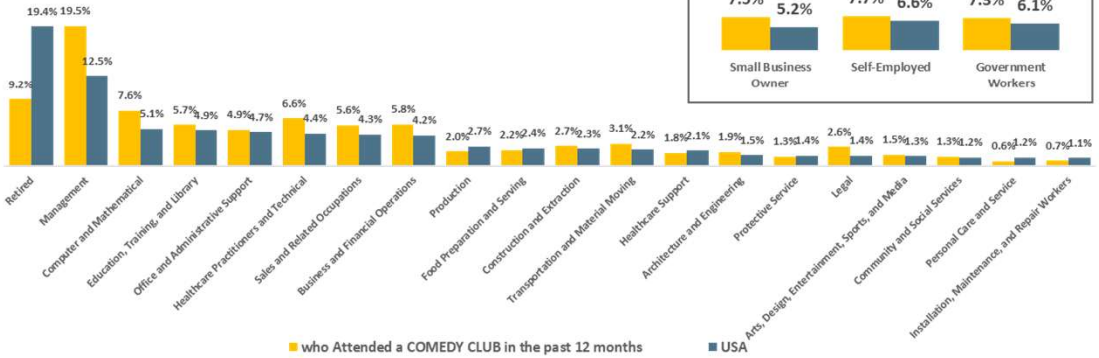
Employment: Adults 18 or older



Marital Status: Adults 18 or older

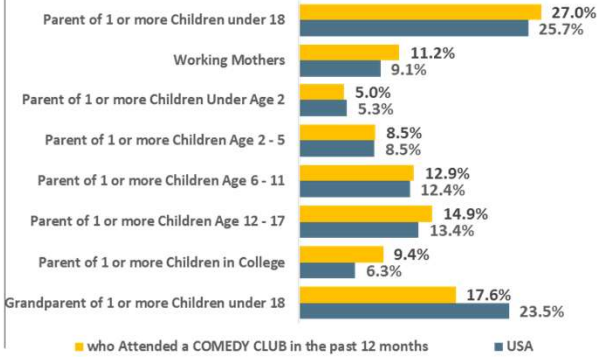


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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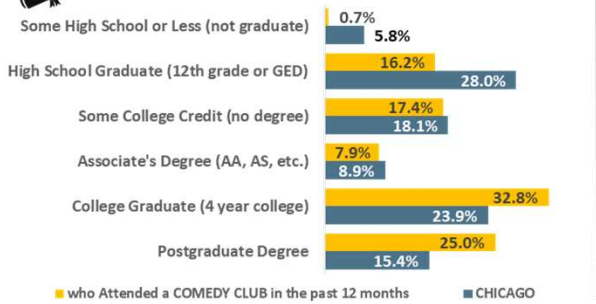
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

©

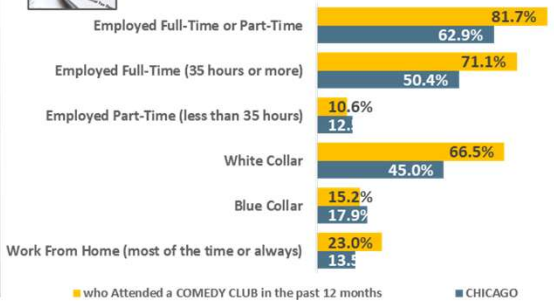
Events attended/places visited past 12 months: Comedy club

12.2% or 882,330 of CHICAGO DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 47.3% more likely to be a college graduate, 41.% more likely to work full-time, 3.7% more likely to be married, 14.4% less likely to be a parent of 1 or more children under 18.

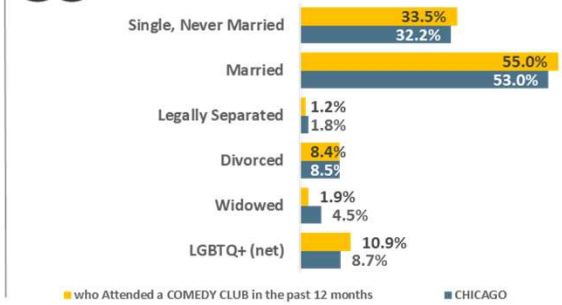
Education Levels: Adults 21 or older



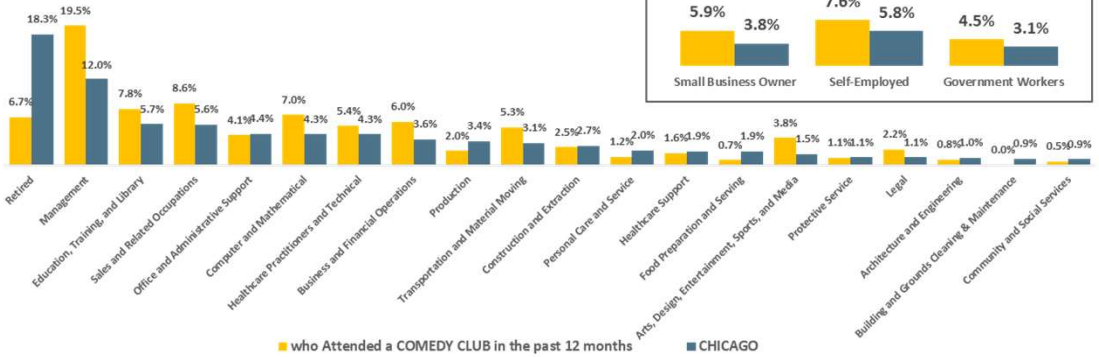
Employment: Adults 21 or older



Marital Status: Adults 21 or older

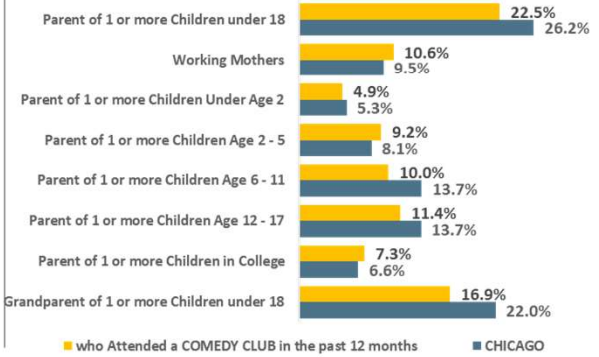


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



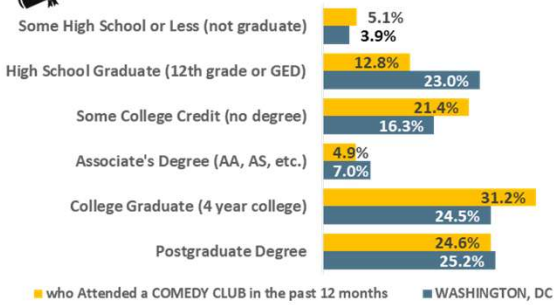
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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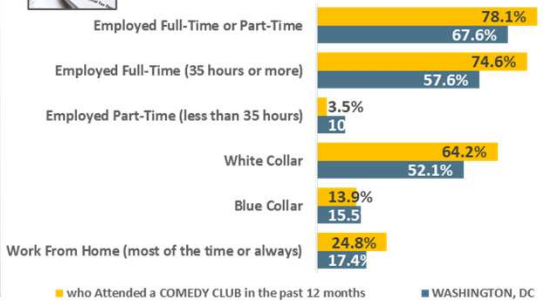
Events attended/places visited past 12 months: Comedy club

11.3% or 604,773 of WASHINGTON, DC DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 12.2% more likely to be a college graduate, 29.6% more likely to work full-time, 6.4% less likely to be married, 1.7% less likely to be a parent of 1 or more children under 18.

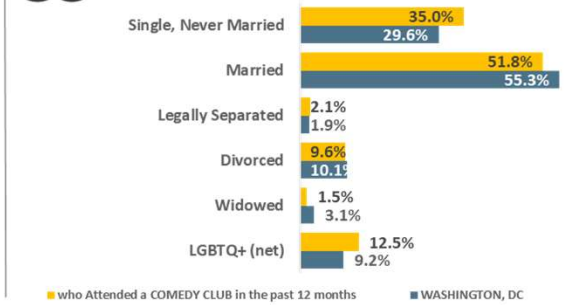
Education Levels: Adults 21 or older



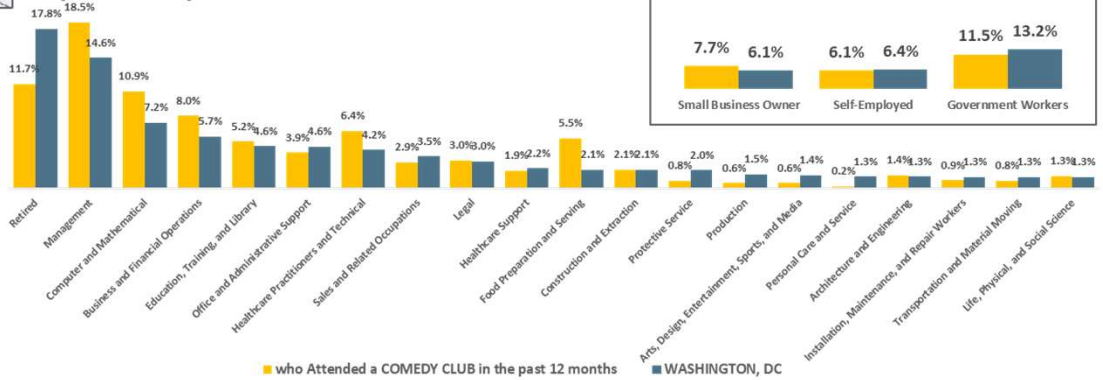
Employment: Adults 21 or older



Marital Status: Adults 21 or older

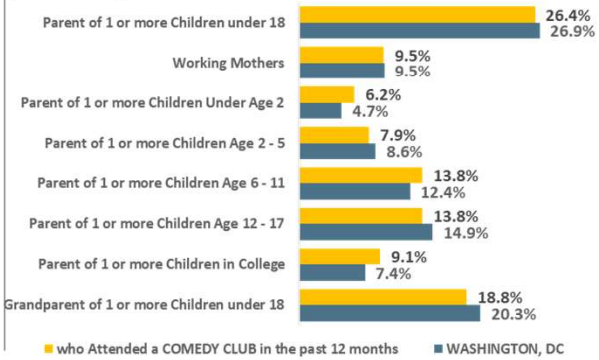


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

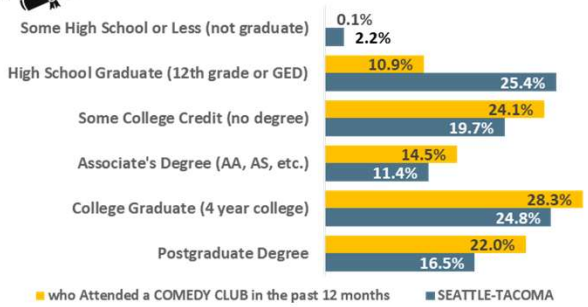
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Events attended/places visited past 12 months: Comedy club

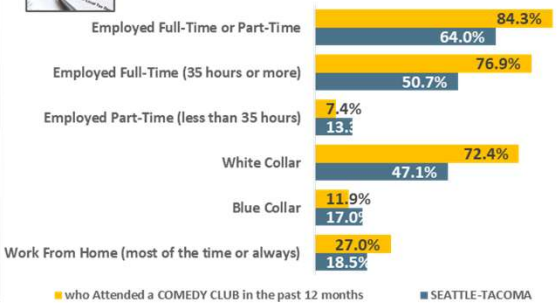
SEA

9.3% or 406,875 of SEATTLE-TACOMA DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 21.9% more likely to be a college graduate, 51.6% more likely to work full-time, 4.6% more likely to be married, 19.3% more likely to be a parent of 1 or more children under 18.

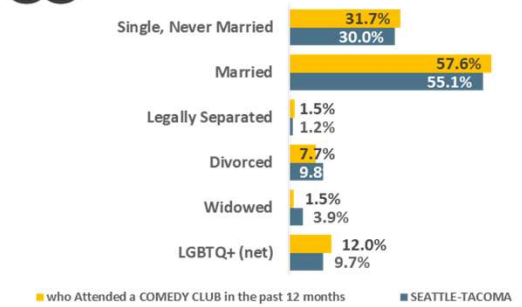
Education Levels: Adults 21 or older



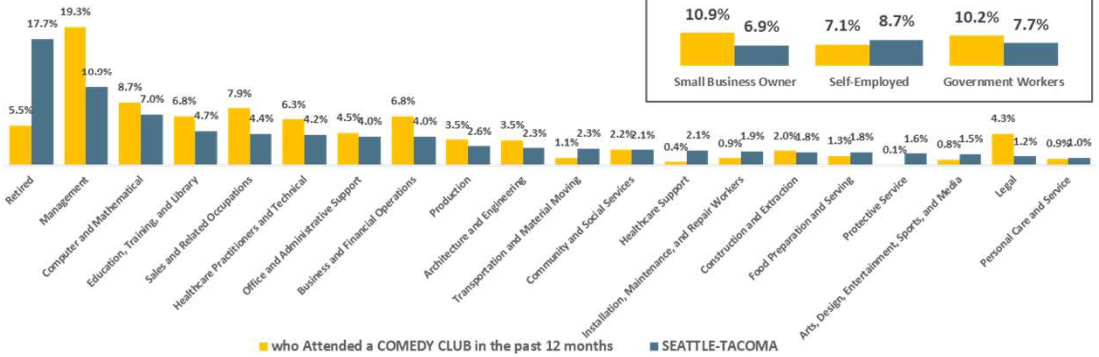
Employment: Adults 21 or older



Marital Status: Adults 21 or older

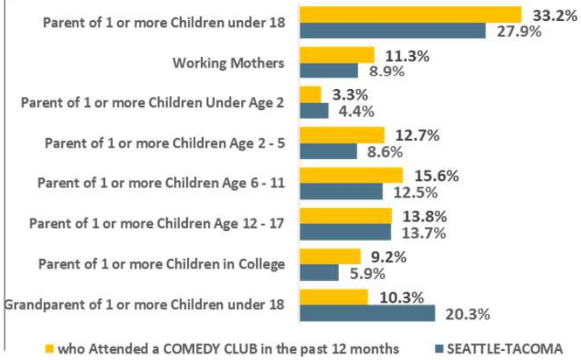


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



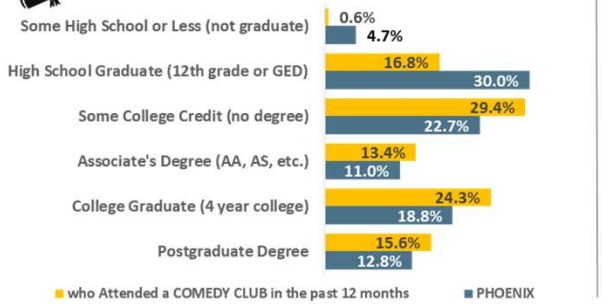
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Events attended/places visited past 12 months: Comedy club

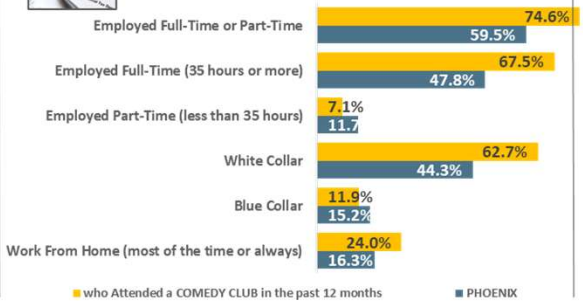
PHX

10.% or 456,874 of PHOENIX DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 26.4% more likely to be a college graduate, 41.3% more likely to work full-time, 1.8% less likely to be married, 13.% more likely to be a parent of 1 or more children under 18.

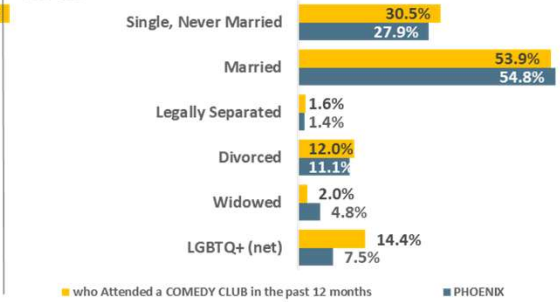
Education Levels: Adults 21 or older



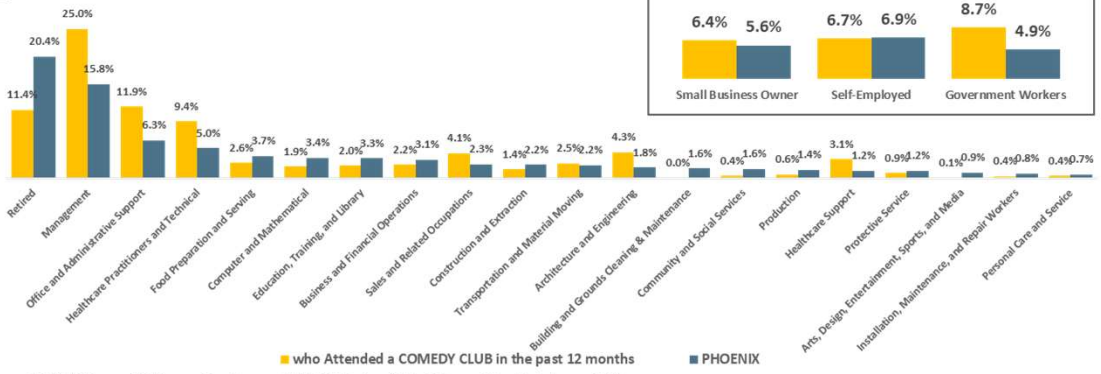
Employment: Adults 21 or older



Marital Status: Adults 21 or older

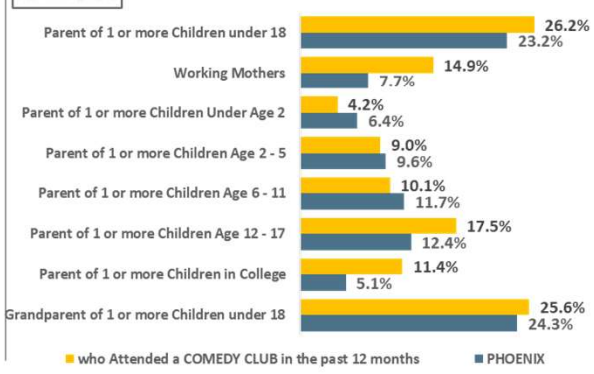


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



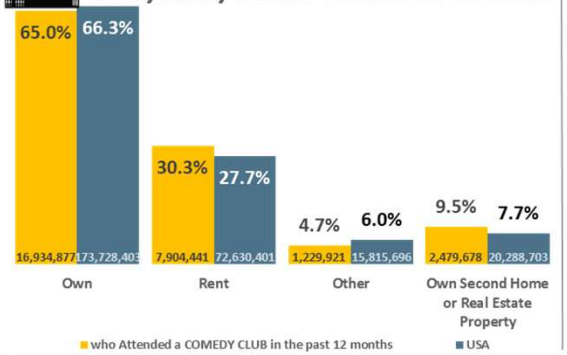
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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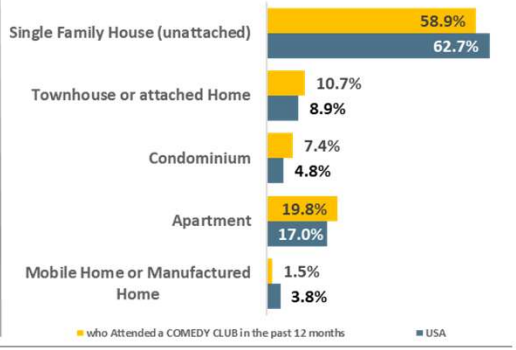
USA

9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 2.4% less likely to own their home, 32.9% more likely to own a higher valued home, 6.2% less likely to have a single-family home, 19.8% more likely to have a dog.

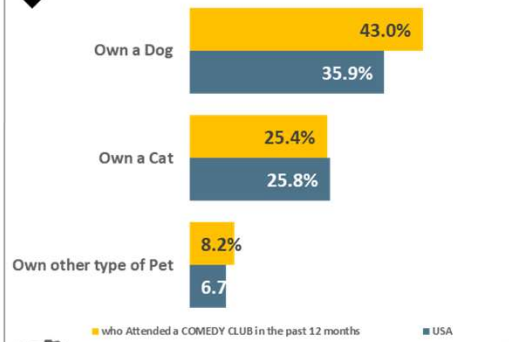
Own/Rent/Other: Adults 18 or older



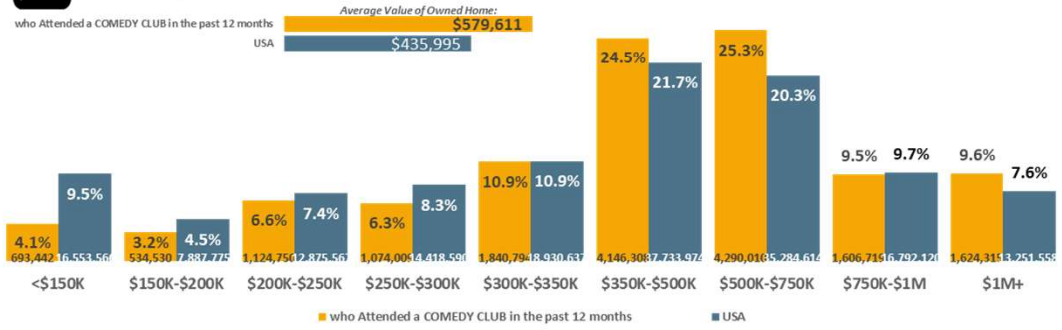
Type of Home: Adults 18 or older



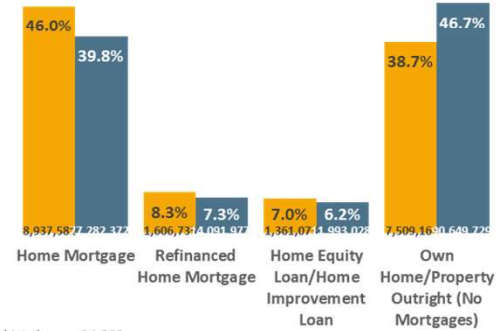
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

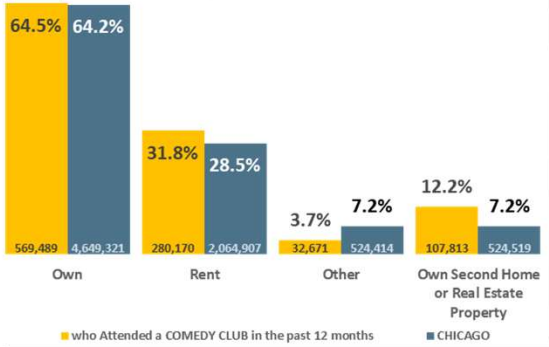
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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *24,802*

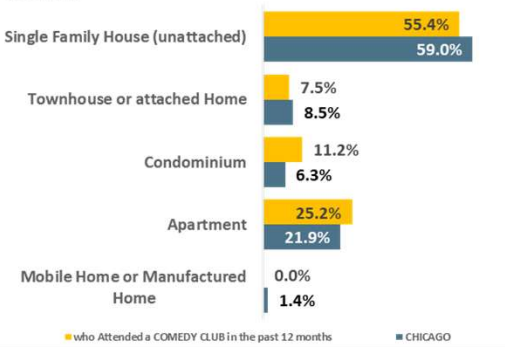
Events attended/places visited past 12 months: Comedy club

12.2% or 882,330 of CHICAGO DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are .5% more likely to own their home, 20.3% more likely to own a higher valued home, 6.1% less likely to have a single-family home, 19.% more likely to have a dog.

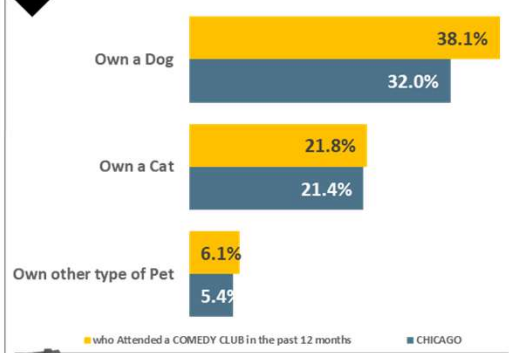
Own/Rent/Other: Adults 21 or older



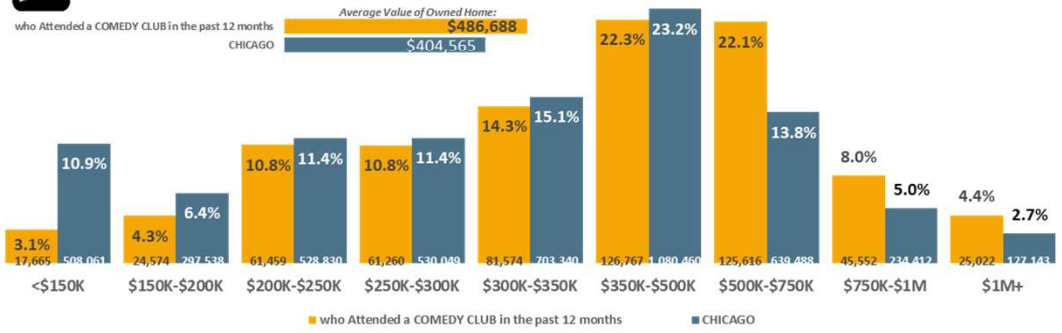
Type of Home: Adults 21 or older



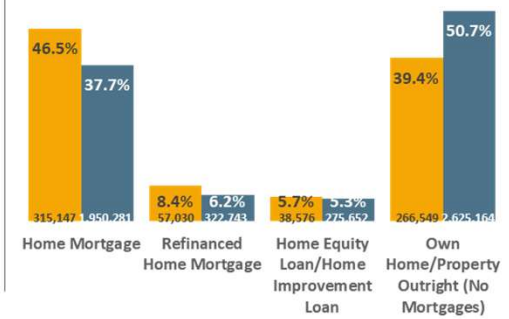
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



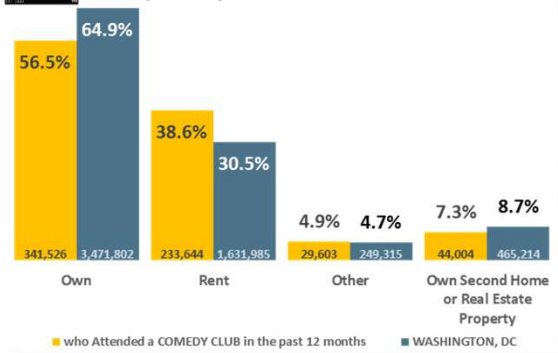
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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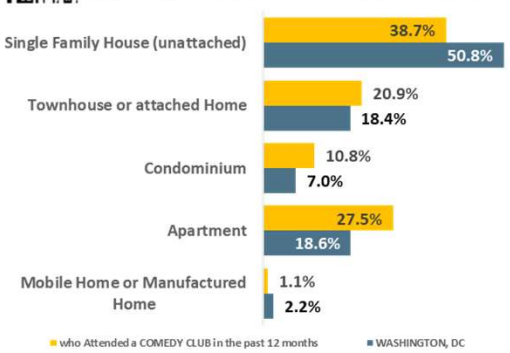
Events attended/places visited past 12 months: Comedy club

11.3% or 604,773 of WASHINGTON, DC DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 12.9% less likely to own their home, 11.4% more likely to own a higher valued home, 23.9% less likely to have a single-family home, 3.4% more likely to have a dog.

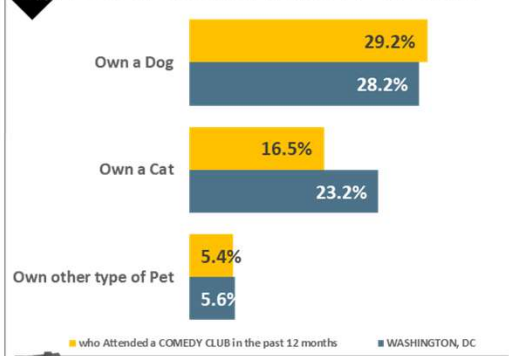
Own/Rent/Other: Adults 21 or older



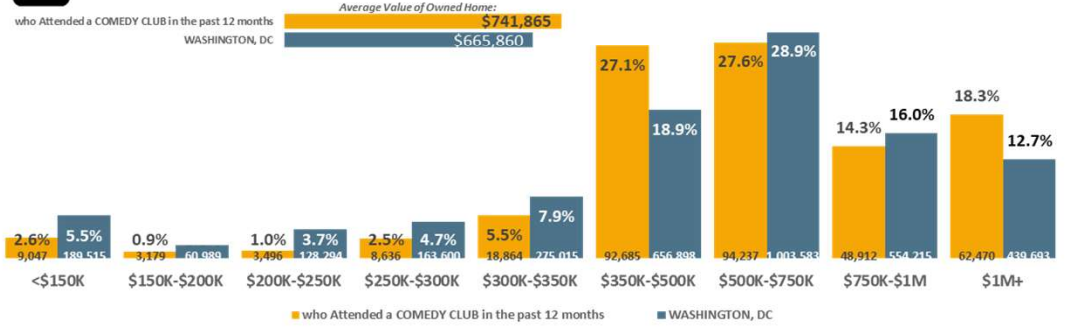
Type of Home: Adults 21 or older



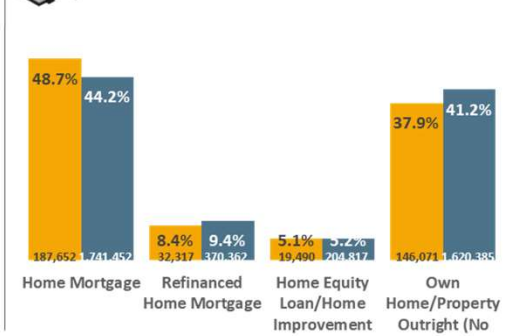
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

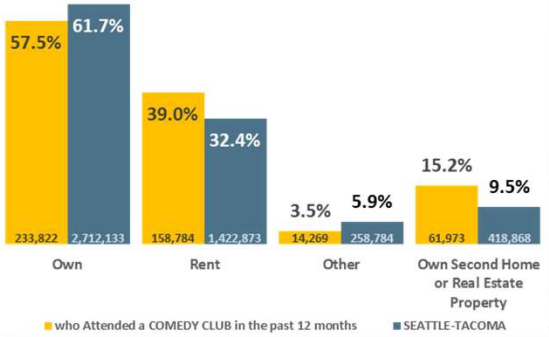
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Events attended/places visited past 12 months: Comedy club

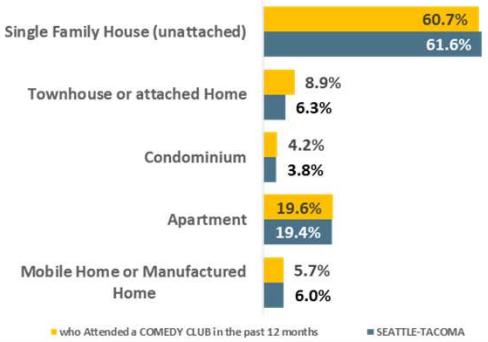
SEA

9.3% or 406,875 of SEATTLE-TACOMA DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 6.9% less likely to own their home, 2.4% more likely to own a higher valued home, 1.5% less likely to have a single-family home, 29.3% more likely to have a dog.

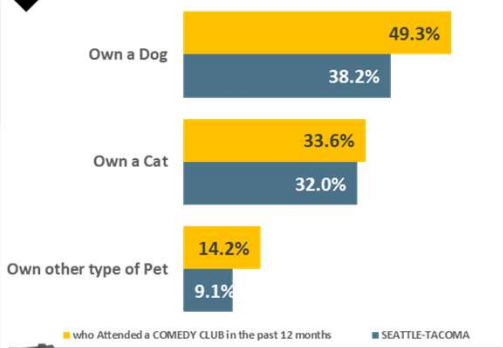
Own/Rent/Other: Adults 21 or older



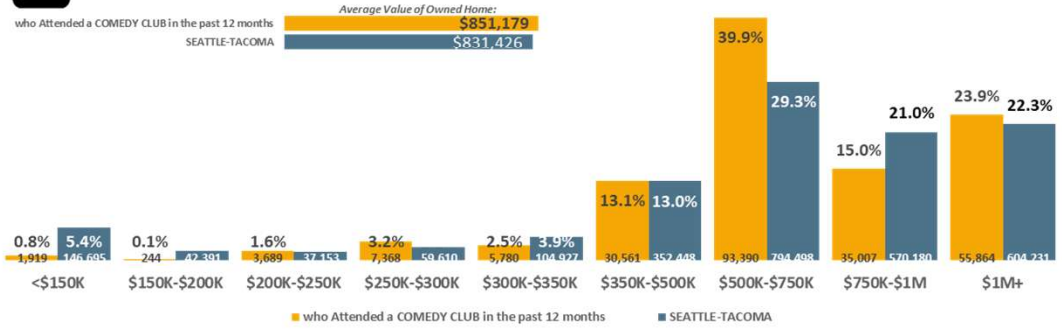
Type of Home: Adults 21 or older



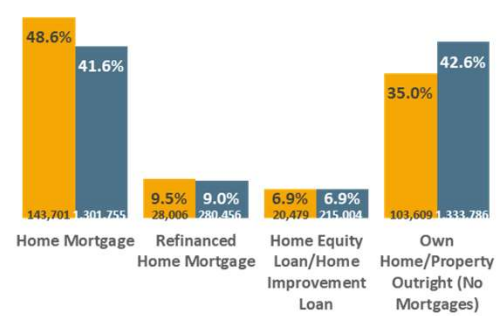
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

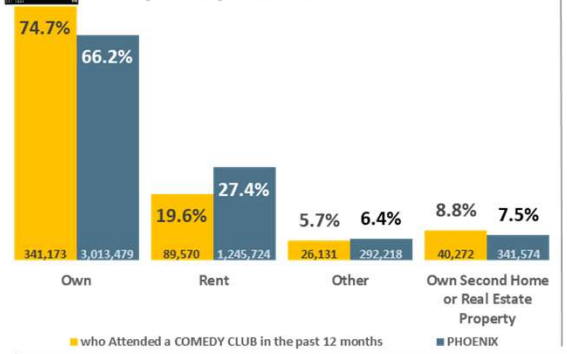
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Events attended/places visited past 12 months: Comedy club

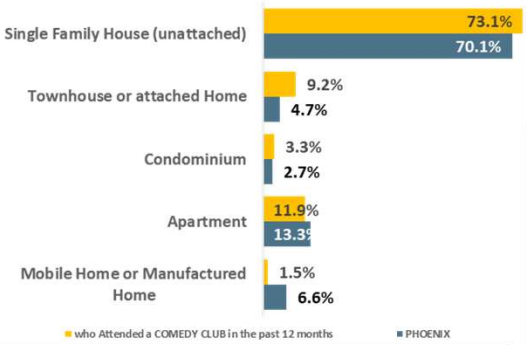
PHX

10.% or 456,874 of PHOENIX DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 12.8% more likely to own their home, 3.3% more likely to own a higher valued home, 4.4% more likely to have a single-family home, 19.1% more likely to have a dog.

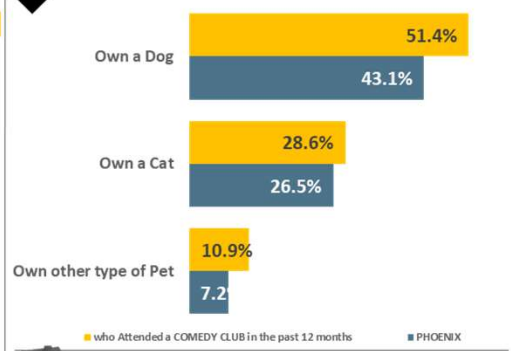
Own/Rent/Other: Adults 21 or older



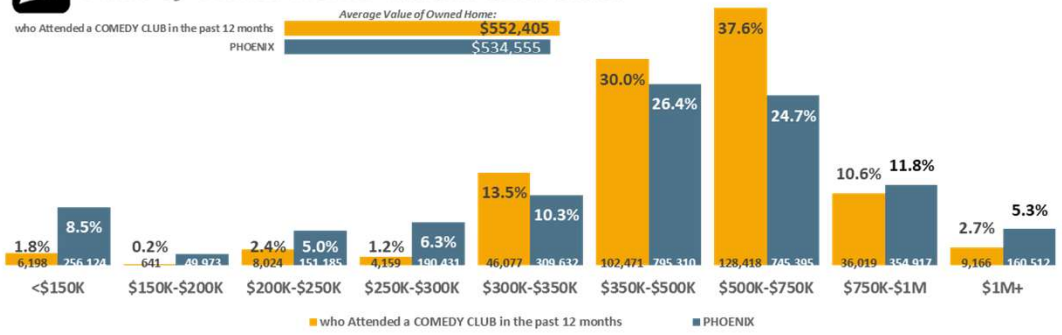
Type of Home: Adults 21 or older



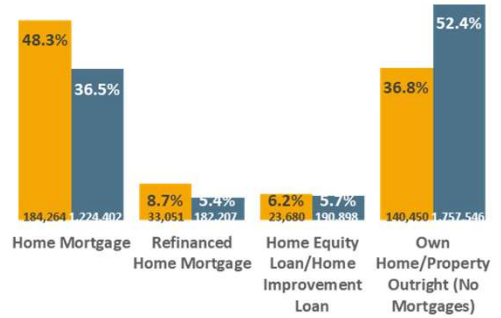
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

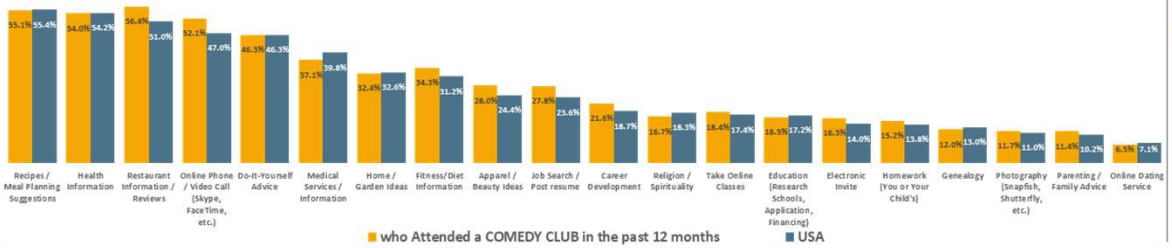
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Events attended/places visited past 12 months: Comedy club

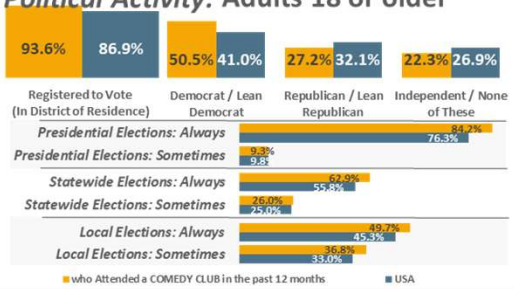


9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are .% less likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 63.4% more likely to belong to a gym, 38.5% more likely to fly domestic past yr.

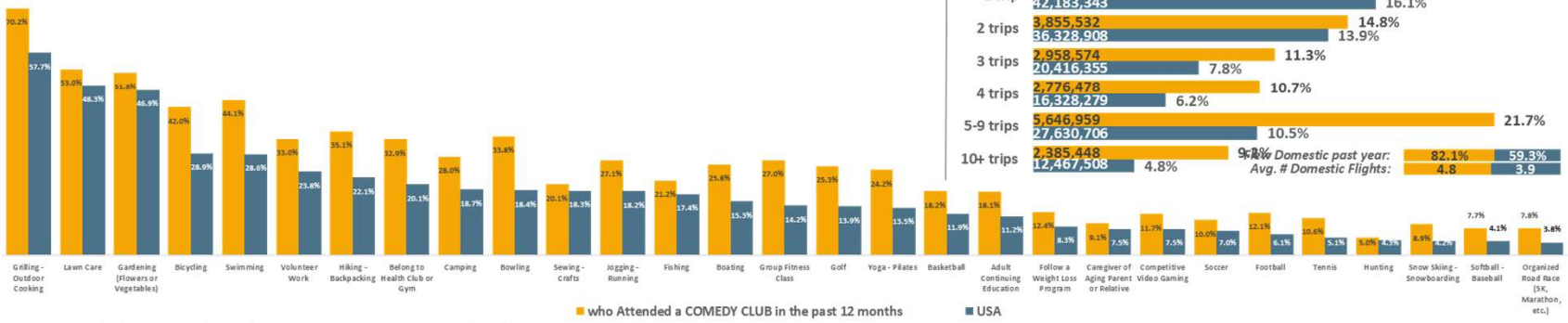
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

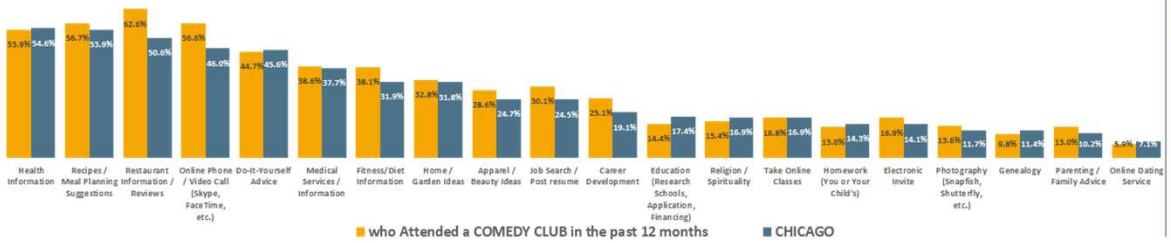
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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *24,802*

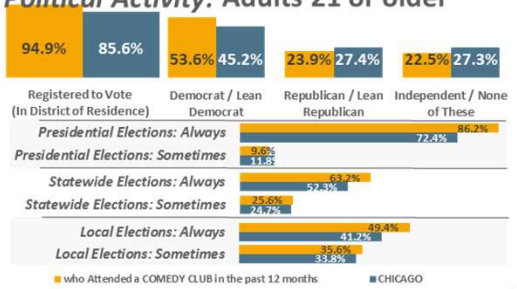
Events attended/places visited past 12 months: Comedy club

12.2% or 882,330 of CHICAGO DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 1.8% less likely to look up D-I-Y advice online, 19.7% more likely to always vote in local elections, 59.3% more likely to belong to a gym, 37.7% more likely to fly domestic past yr.

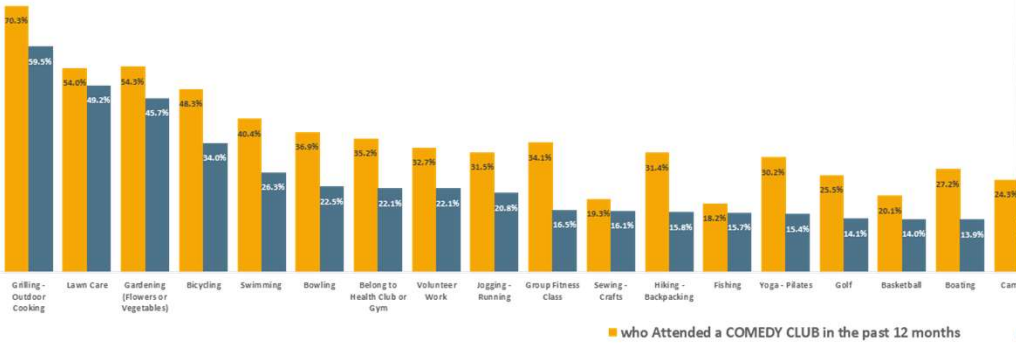
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



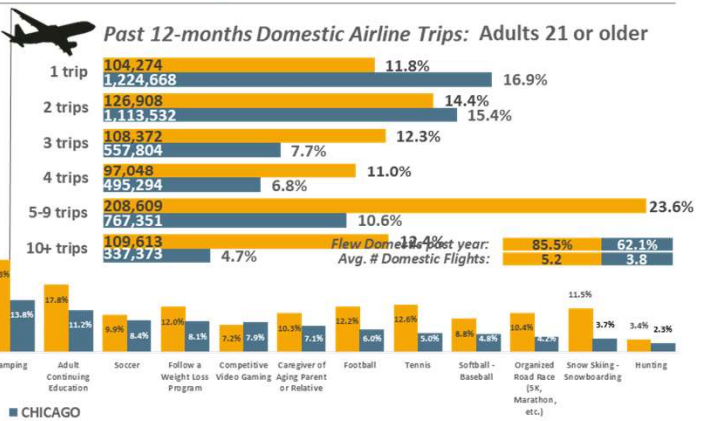
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



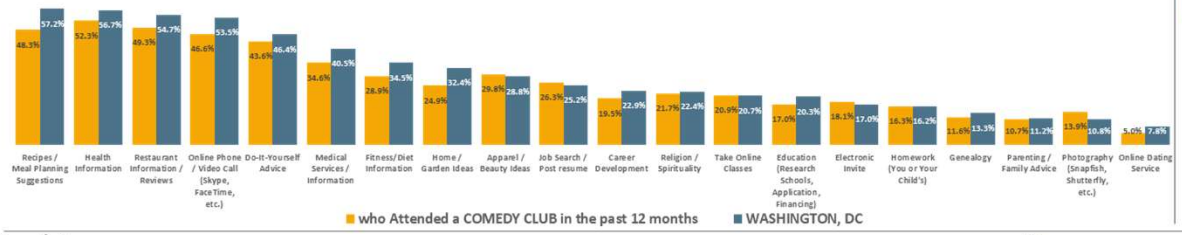
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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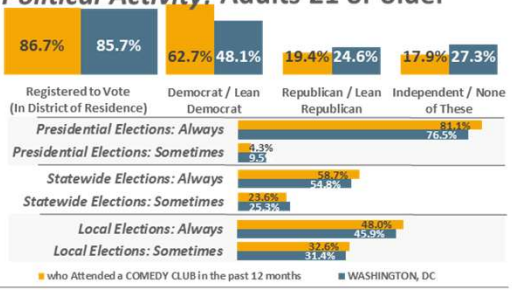
Events attended/places visited past 12 months: Comedy club

11.3% or 604,773 of WASHINGTON, DC DMA Adults 21 or older Attended a COMEDY CLUB in the past 12… Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 6.1% less likely to look up D-I-Y advice online, 4.6% more likely to always vote in local elections, 66.% more likely to belong to a gym, 44.8% more likely to fly domestic past yr.

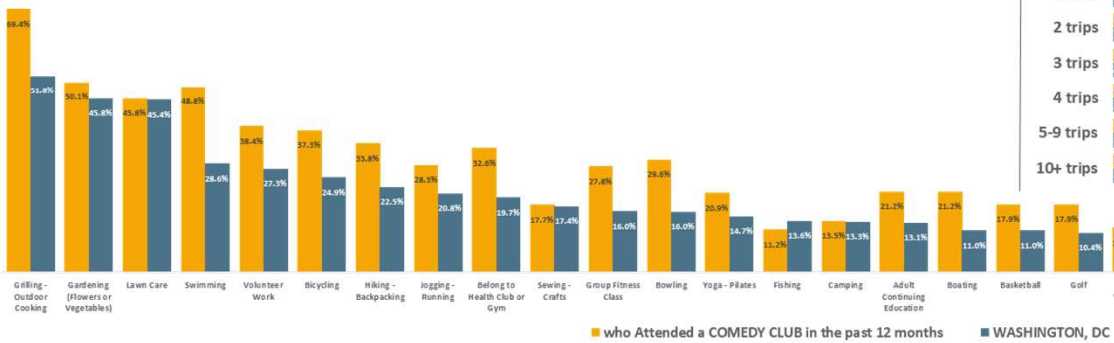
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



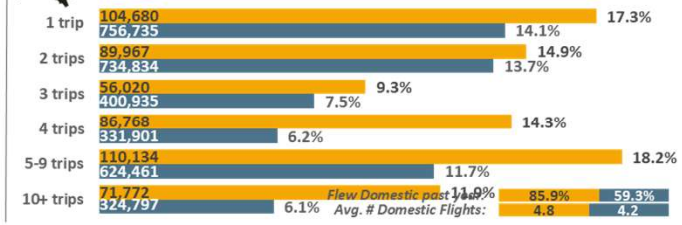
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



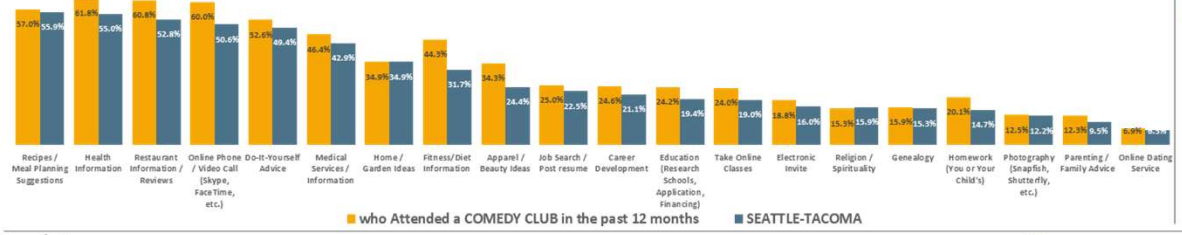
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

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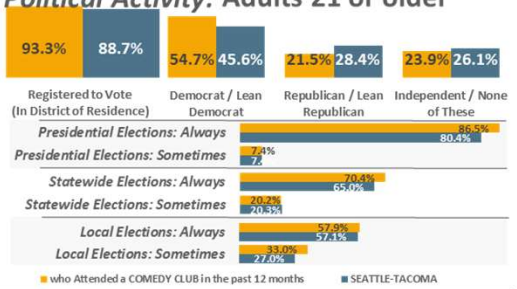
Events attended/places visited past 12 months: Comedy club

9.3% or 406,875 of SEATTLE-TACOMA DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 6.6% more likely to look up D-I-Y advice online, 1.5% more likely to always vote in local elections, 52.2% more likely to belong to a gym, 20.4% more likely to fly domestic past yr.

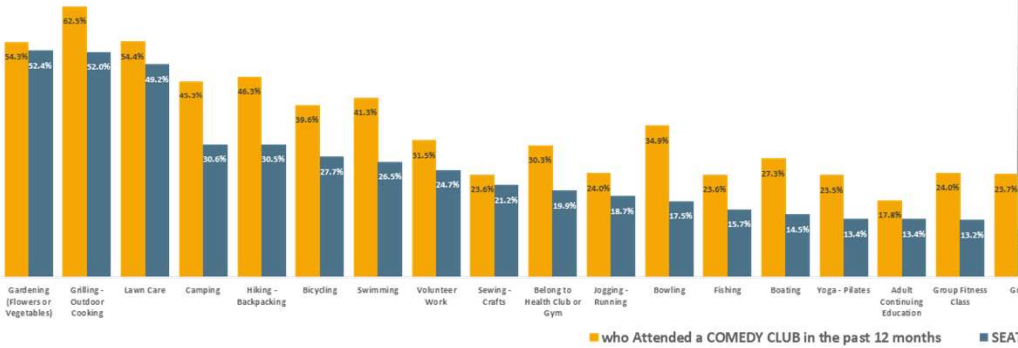
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



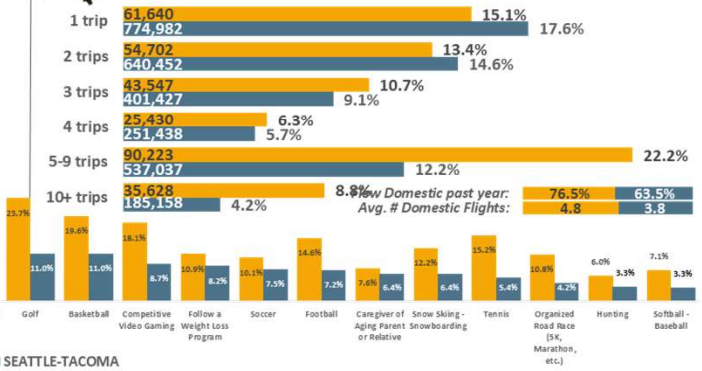
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



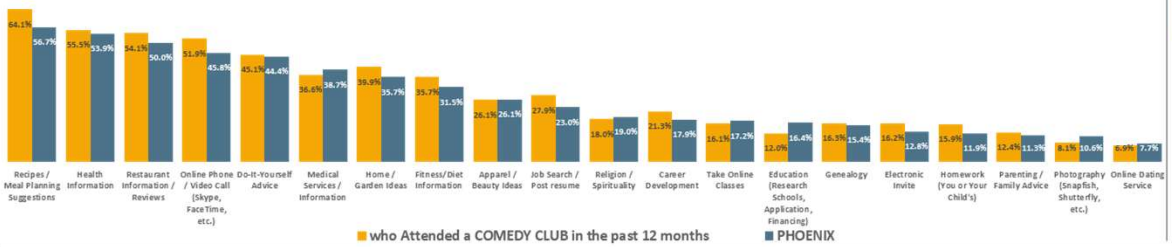
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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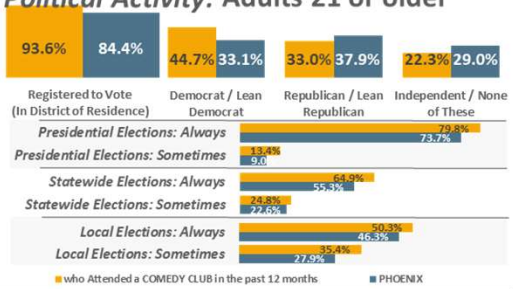
Events attended/places visited past 12 months: Comedy club

10.% or 456,874 of PHOENIX DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 1.6% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 77.8% more likely to belong to a gym, 42.6% more likely to fly domestic past yr.

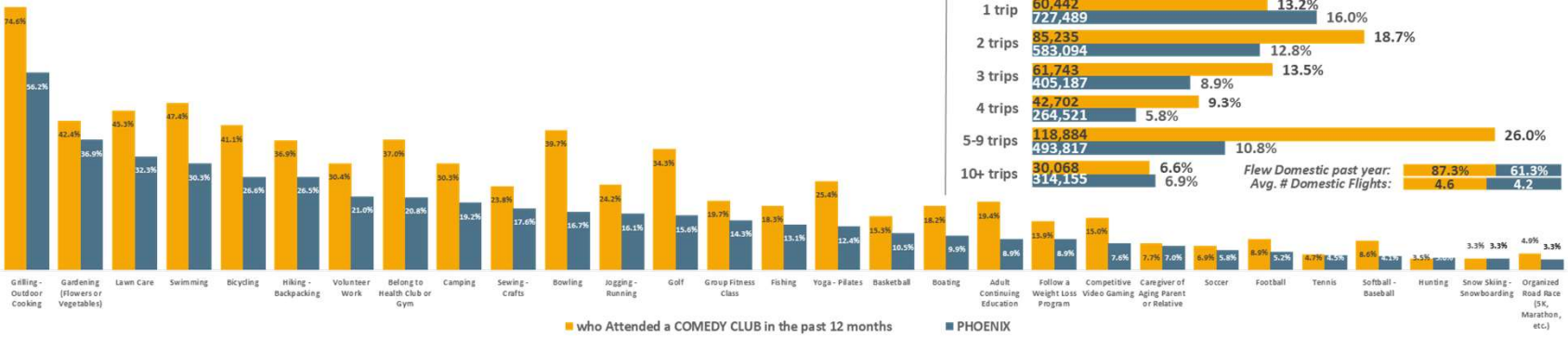
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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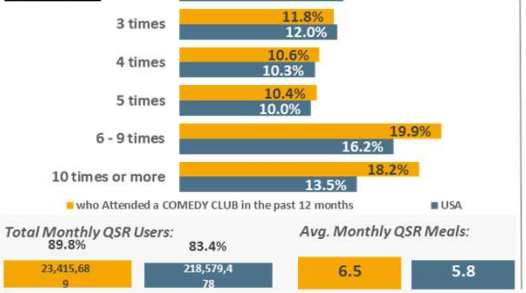
Events attended/places visited past 12 months: Comedy club



9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 7.7% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 50.2% more likely to use Casinos past yr., 20.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



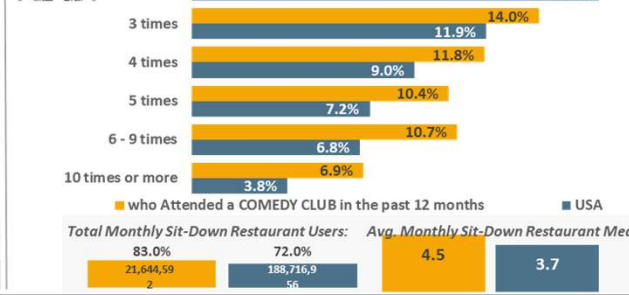


Total Monthly QSR Users: 89.8% 23,415,689 | 83.4% 218,579,478

Avg. Monthly QSR Meals: 6.5 | 5.8

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





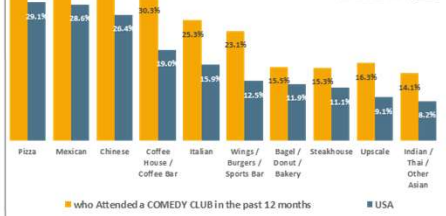
Total Monthly Sit-Down Restaurant Users: 83.0% 21,644,592 | 72.0% 188,716,956

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who Attended a COMEDY CLUB in the past 12 months 7,209,656 27.7%

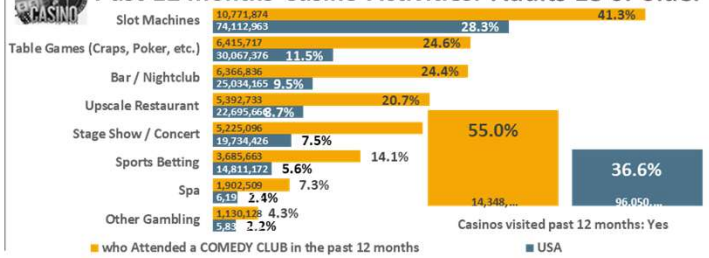
USA 19.2%

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

Events attended/places visited past 12 months: Comedy club

12.2% or 882,330 of CHICAGO DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 7.2% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 43.4% more likely to use Casinos past yr., 39.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



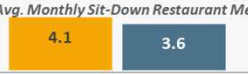
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

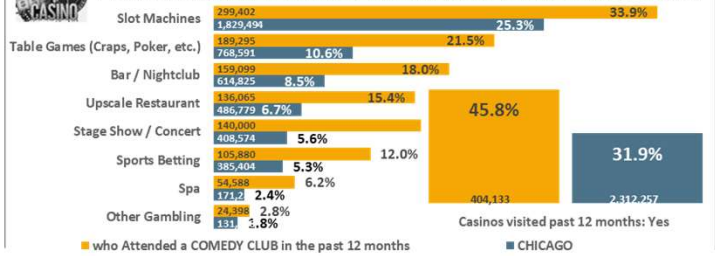


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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Events attended/places visited past 12 months: Comedy club



11.3% or 604,773 of WASHINGTON, DC DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 8.8% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 60.7% more likely to use Casinos past yr., 3.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 90.4% 546,685 | 83.1% 4,446,274

Avg. Monthly QSR Meals: 6.3 | 5.8

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 82.0% 495,996 | 71.9% 3,849,678

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.8

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Attended a COMEDY CLUB in the past 12 months 195,546 32.3%

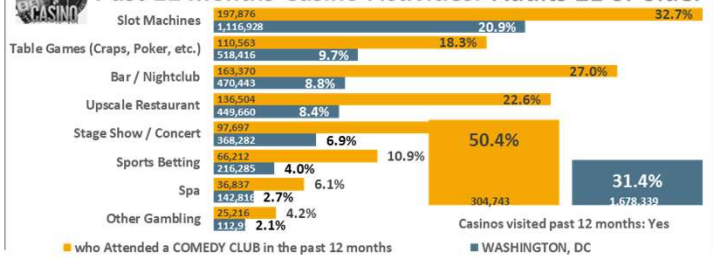
WASHINGTON, DC 1,265,496 23.6%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

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Events attended/places visited past 12 months: Comedy club



9.3% or 406,875 of SEATTLE-TACOMA DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 8.5% more likely to use QSRs past mo., 15.4% more likely to use Sit-Down Restaurants past mo., 45.2% more likely to use Casinos past yr., 44.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 86.7% 352,847 | 80.0% 3,513,077

Avg. Monthly QSR Meals: 6.3 | 5.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 80.8% 328,611 | 70.0% 3,074,306

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 3.8

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Attended a COMEDY CLUB in the past 12 months 129,517 31.8%

SEATTLE-TACOMA 855,741 19.5%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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Events attended/places visited past 12 months: Comedy club



10.% or 456,874 of PHOENIX DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 12.1% more likely to use QSRs past mo., 20.5% more likely to use Sit-Down Restaurants past mo., 34.3% more likely to use Casinos past yr., 2.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



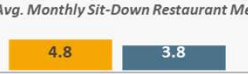
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

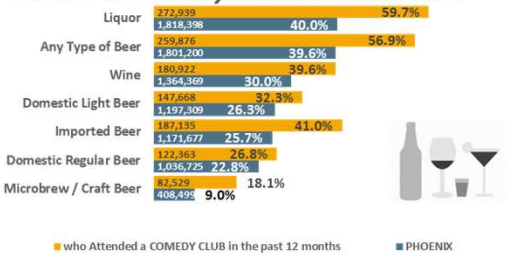
(Sit-Down Restaurants Used Past 30-days)



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

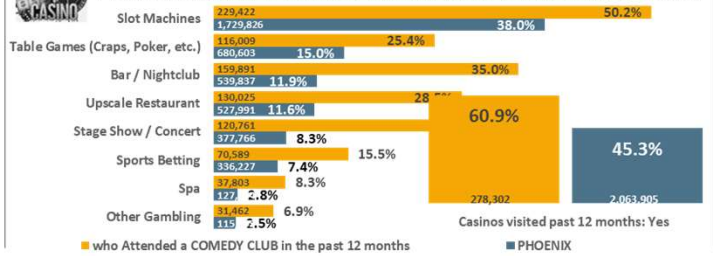


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

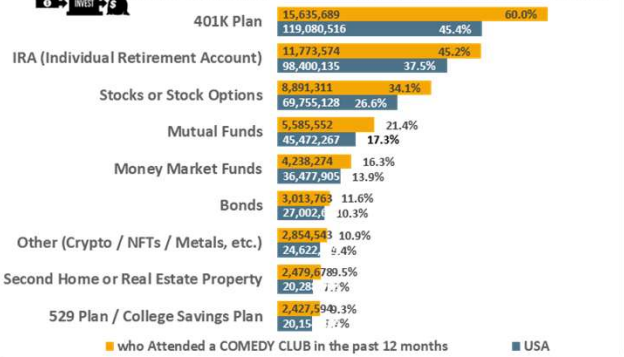
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Events attended/places visited past 12 months: Comedy club

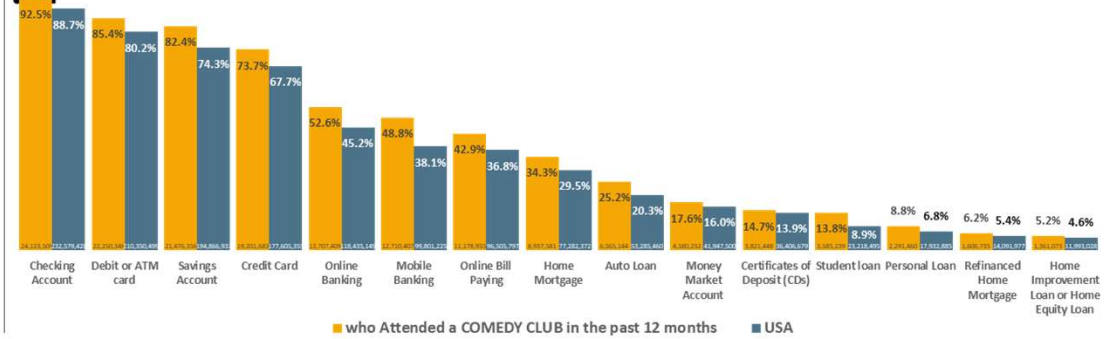


9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 32.1% more likely to have a 401K, 23.9% more likely to have an Auto Loan, 49.6% more likely to Invest/Trade Stocks Online, 4.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



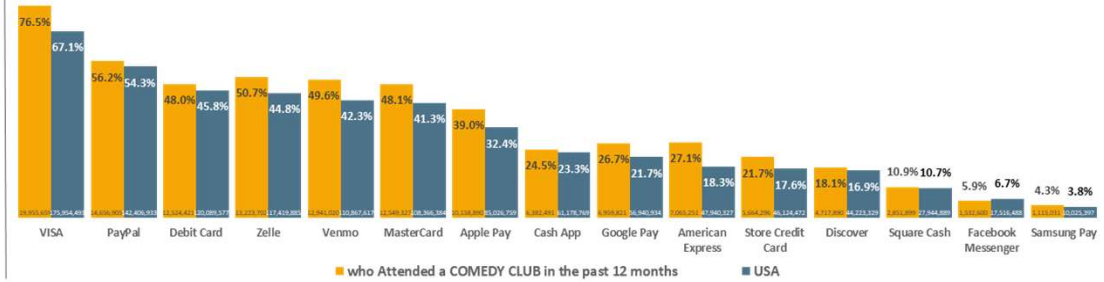
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

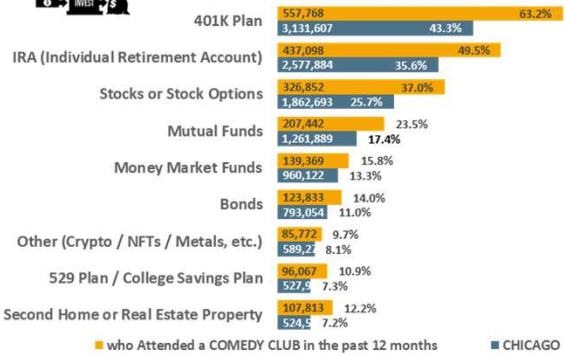
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

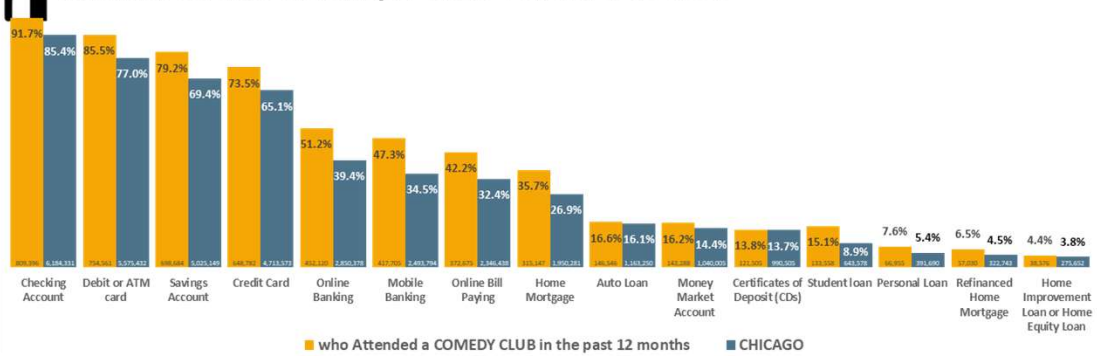
Events attended/places visited past 12 months: Comedy club

12.2% or 882,330 of CHICAGO DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 46.1% more likely to have a 401K, 3.4% more likely to have an Auto Loan, 52.1% more likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.

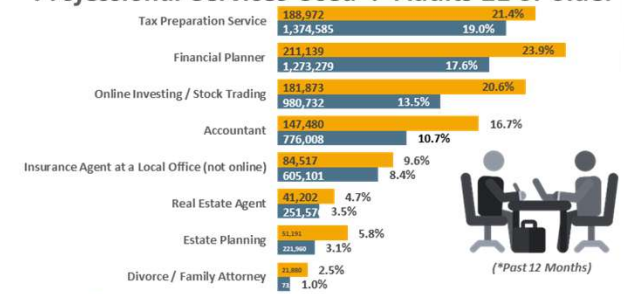
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

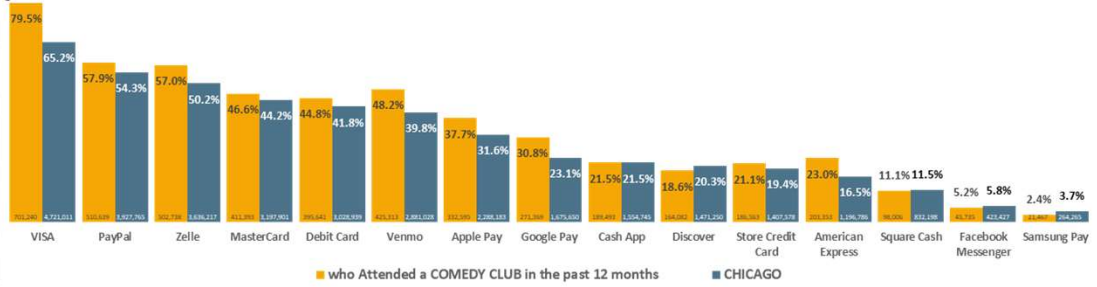


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



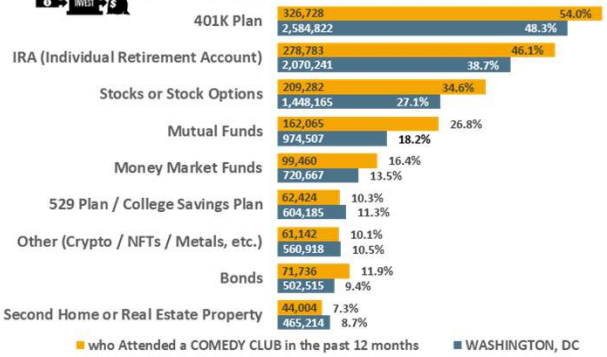
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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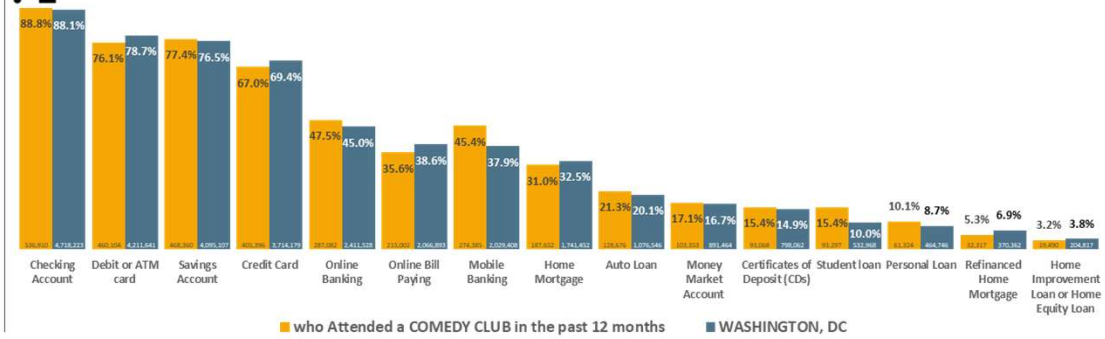
Events attended/places visited past 12 months: Comedy club

11.3% or 604,773 of WASHINGTON, DC DMA Adults 21 or older Attended a COMEDY CLUB in the past 12… Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 11.9% more likely to have a 401K, 5.8% more likely to have an Auto Loan, 40.8% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



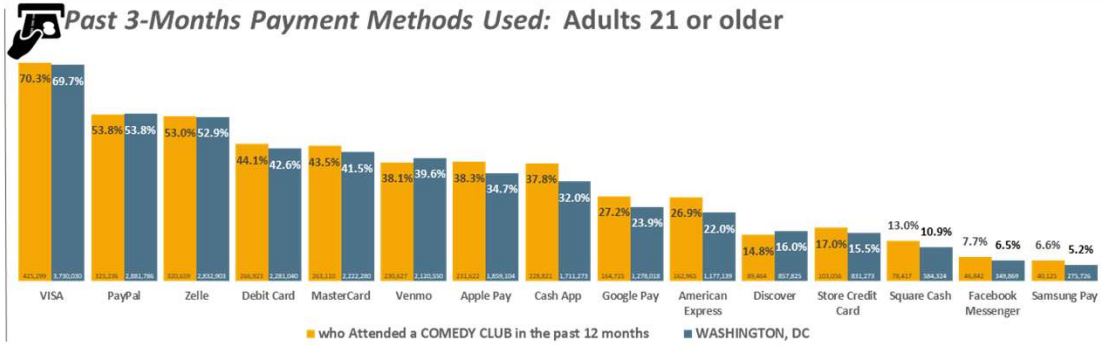
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

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Events attended/places visited past 12 months: Comedy club

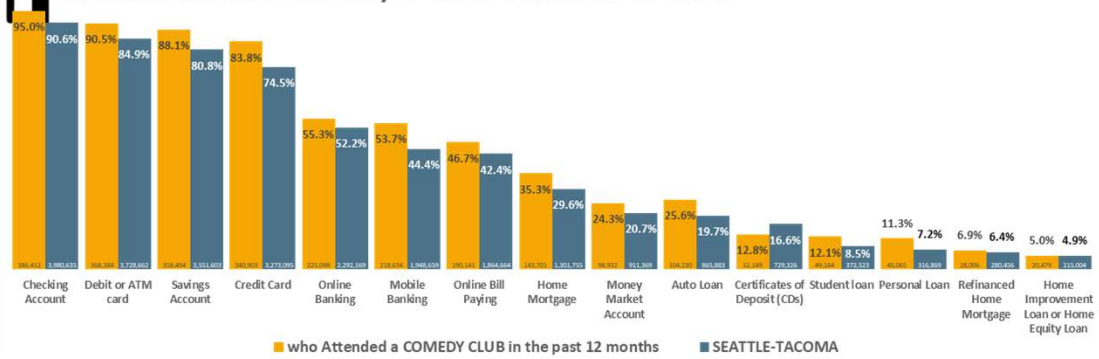
SEA

9.3% or 406,875 of SEATTLE-TACOMA DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 34.% more likely to have a 401K, 30.% more likely to have an Auto Loan, 50.7% more likely to Invest/Trade Stocks Online, 2.9% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



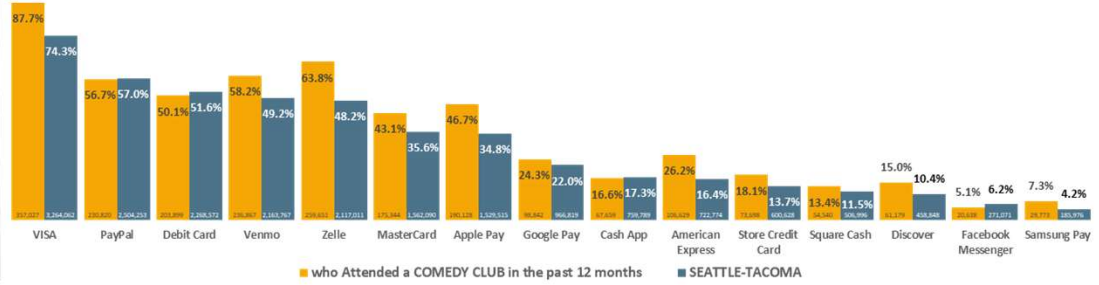
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



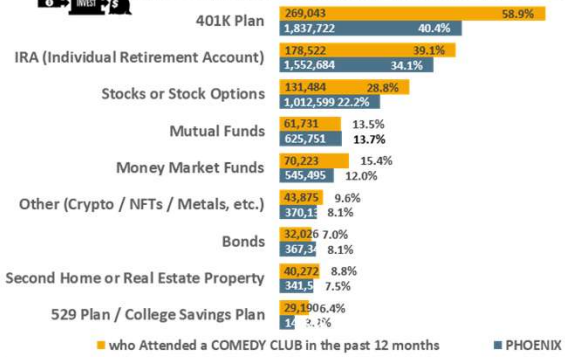
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Events attended/places visited past 12 months: Comedy club

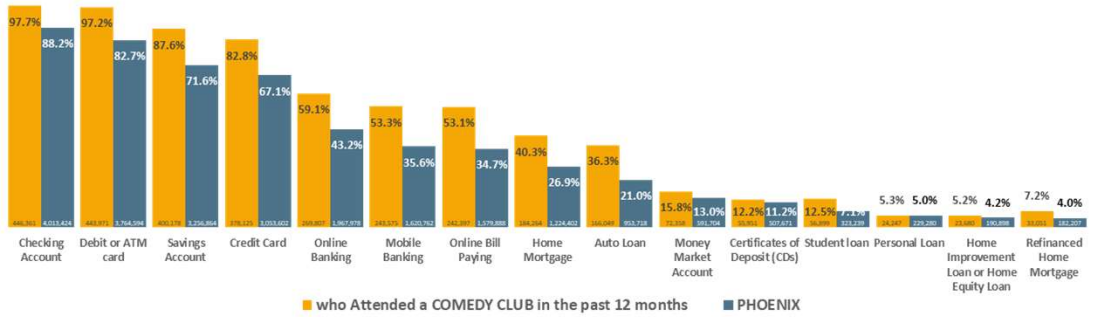
JP COMEDY Club PHX

10.% or 456,874 of PHOENIX DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 45.8% more likely to have a 401K, 73.4% more likely to have an Auto Loan, 51.9% more likely to Invest/Trade Stocks Online, 23.9% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



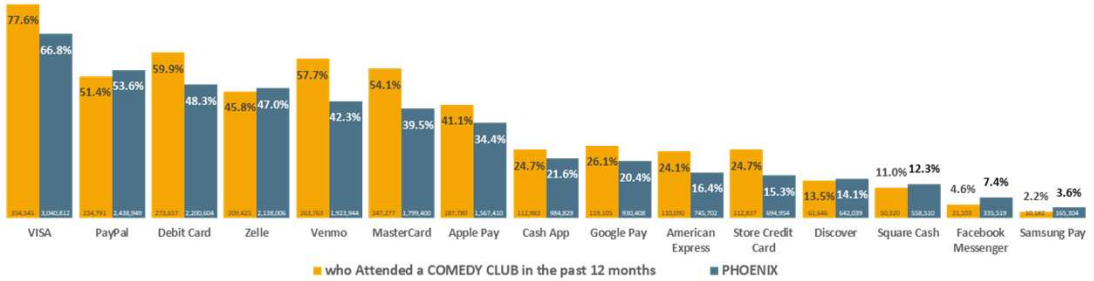
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



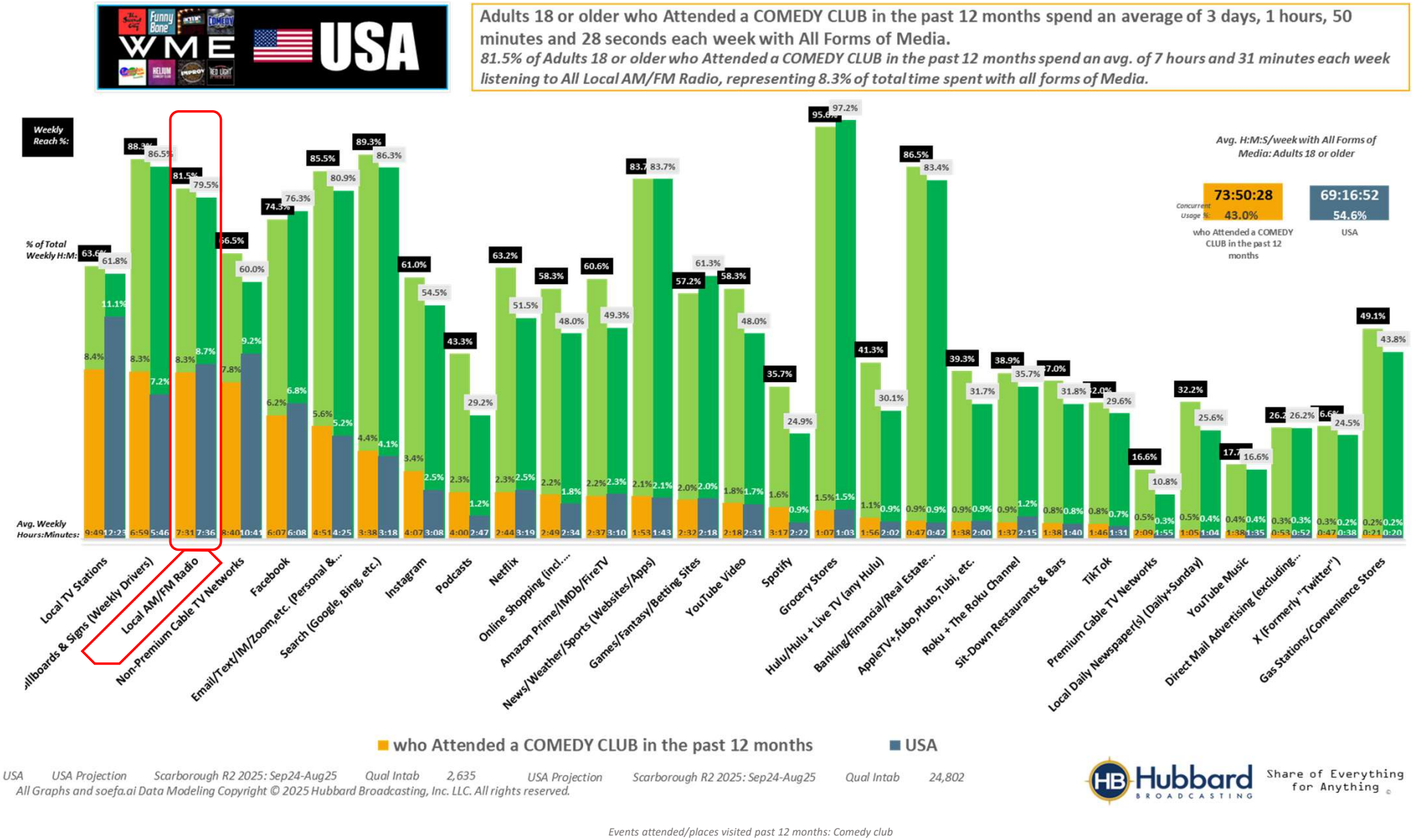
Past 3-Months Payment Methods Used: Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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Events attended/places visited past 12 months: Comedy club

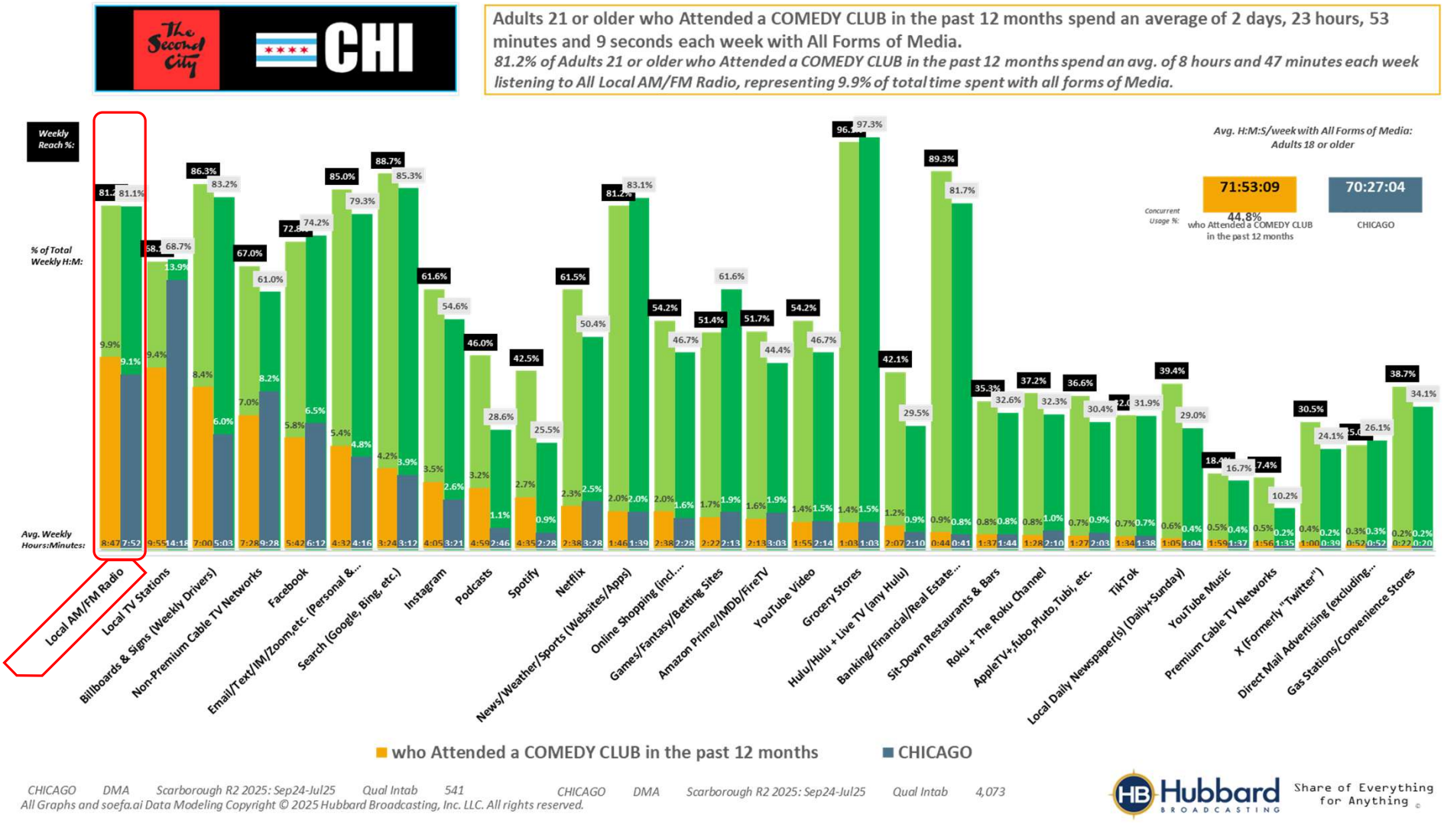


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

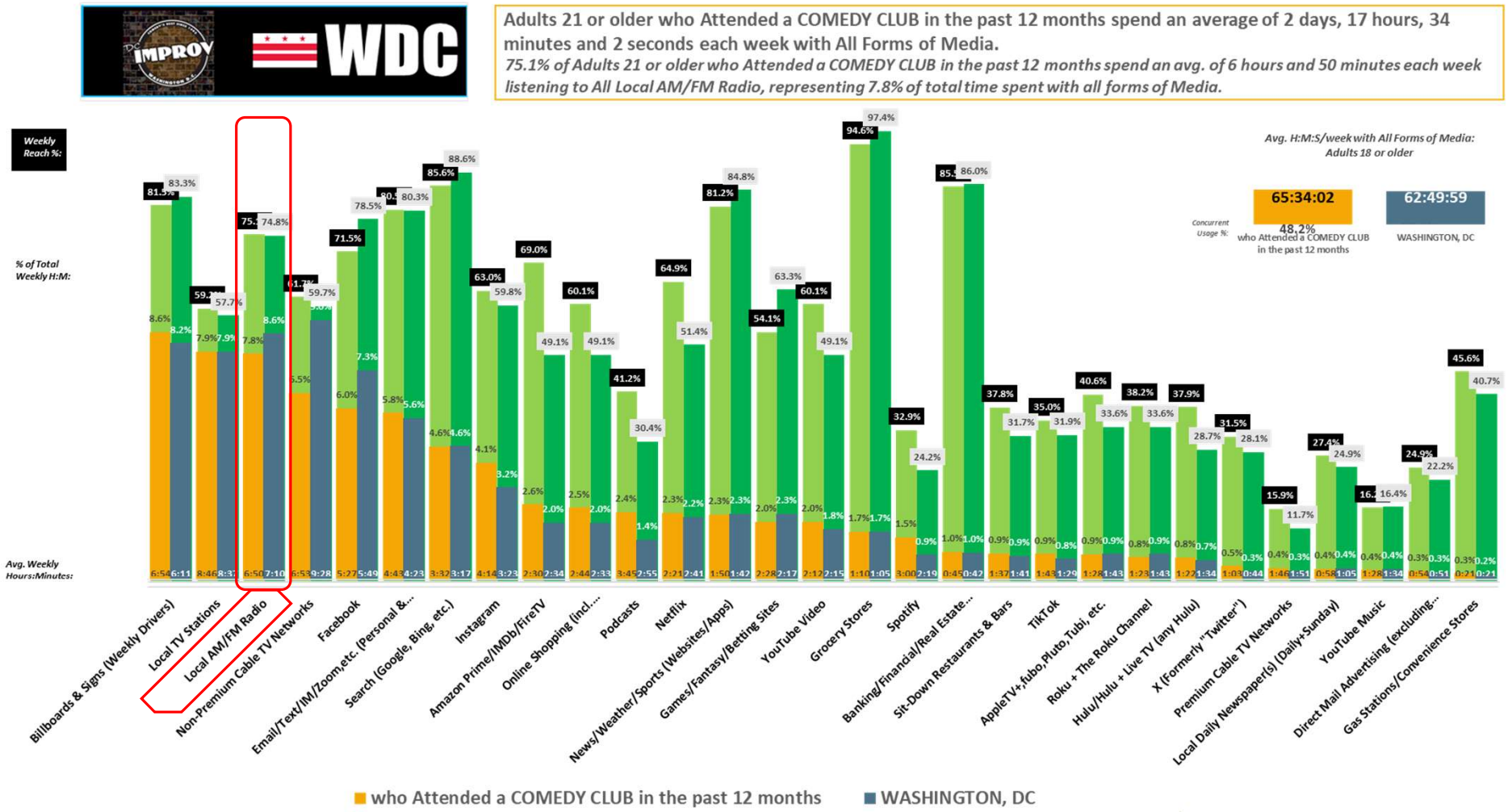


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

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Events attended/places visited past 12 months: Comedy club

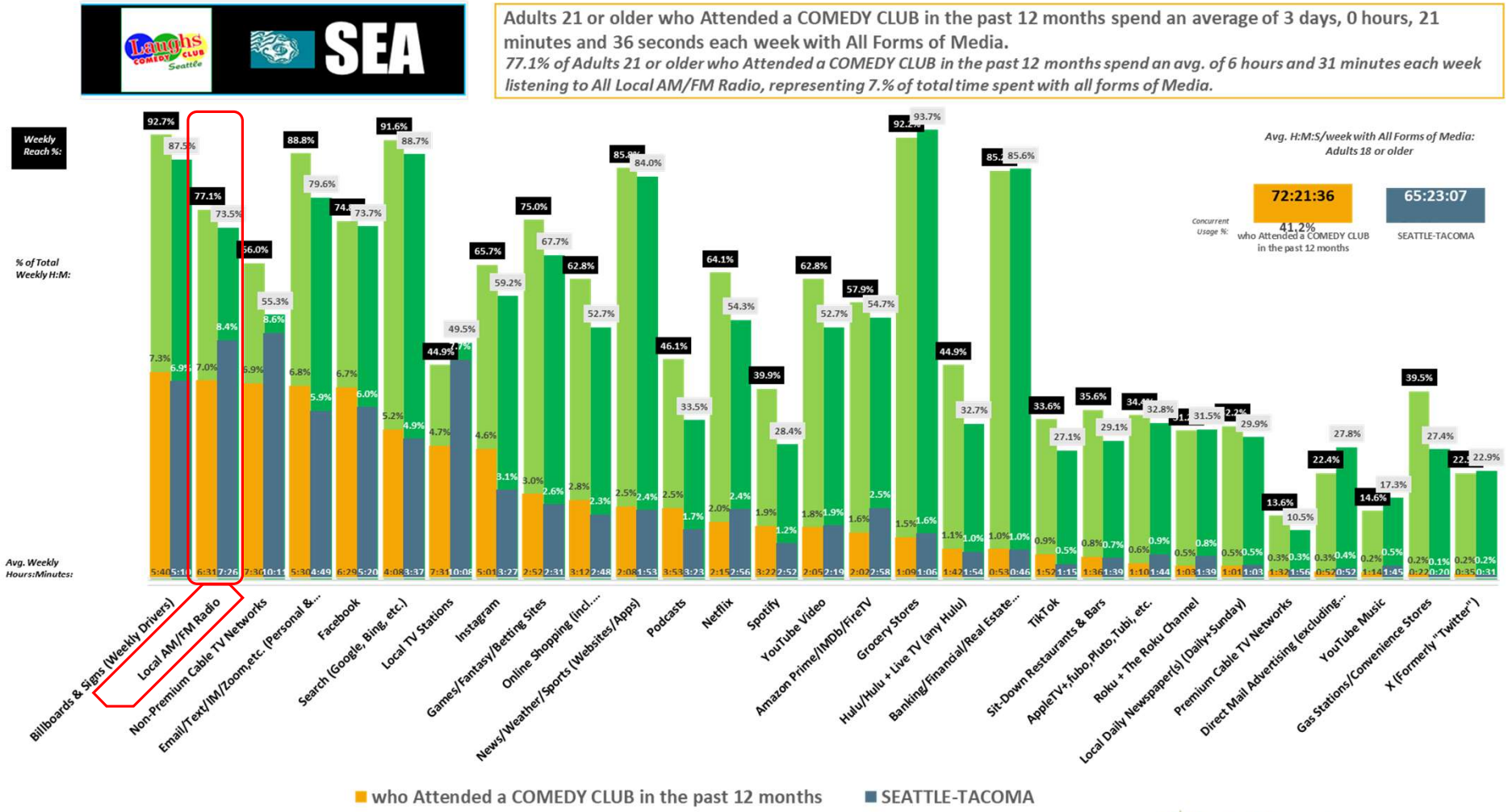


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726

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Events attended/places visited past 12 months: Comedy club

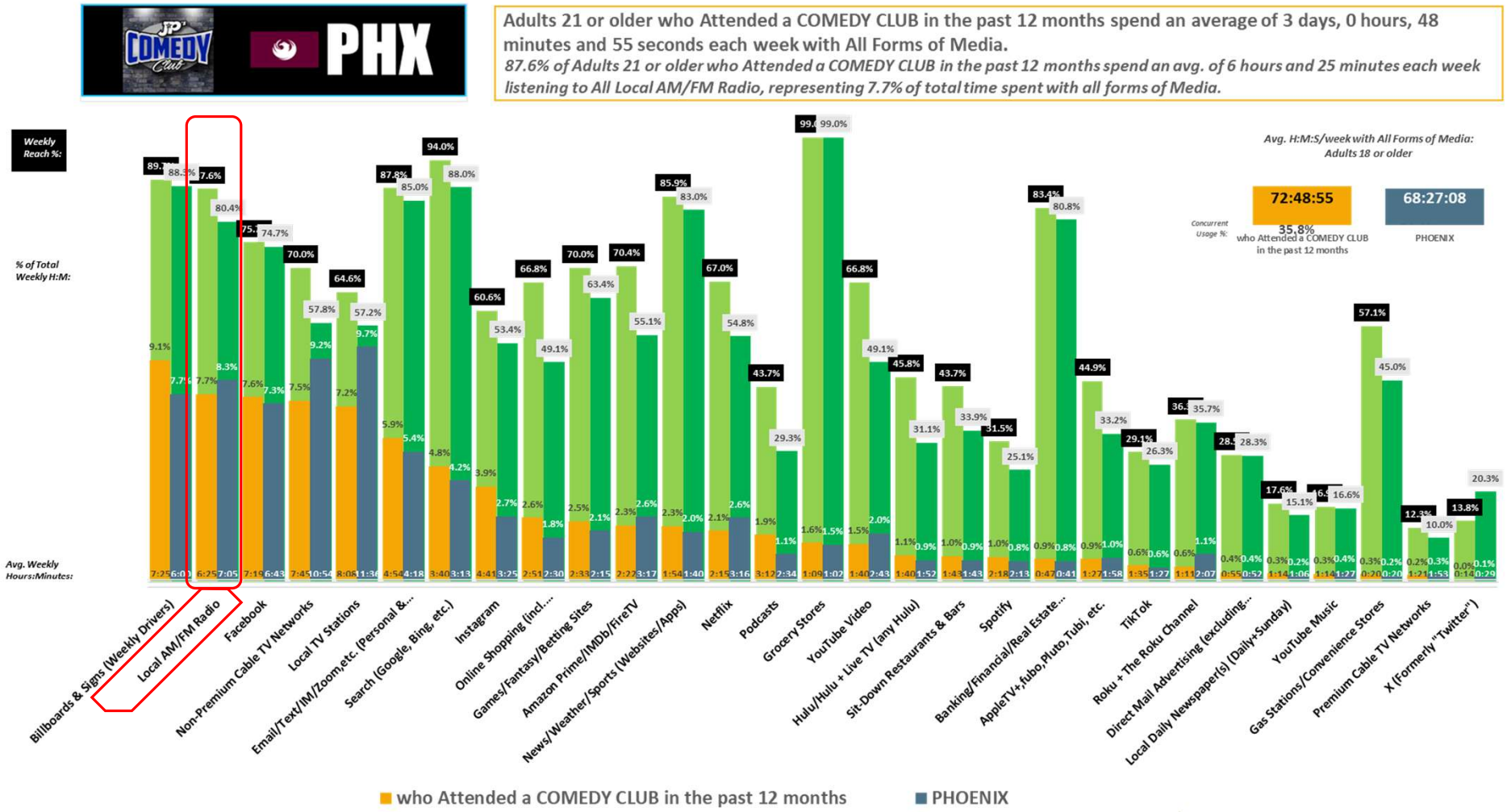


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920

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Events attended/places visited past 12 months: Comedy club

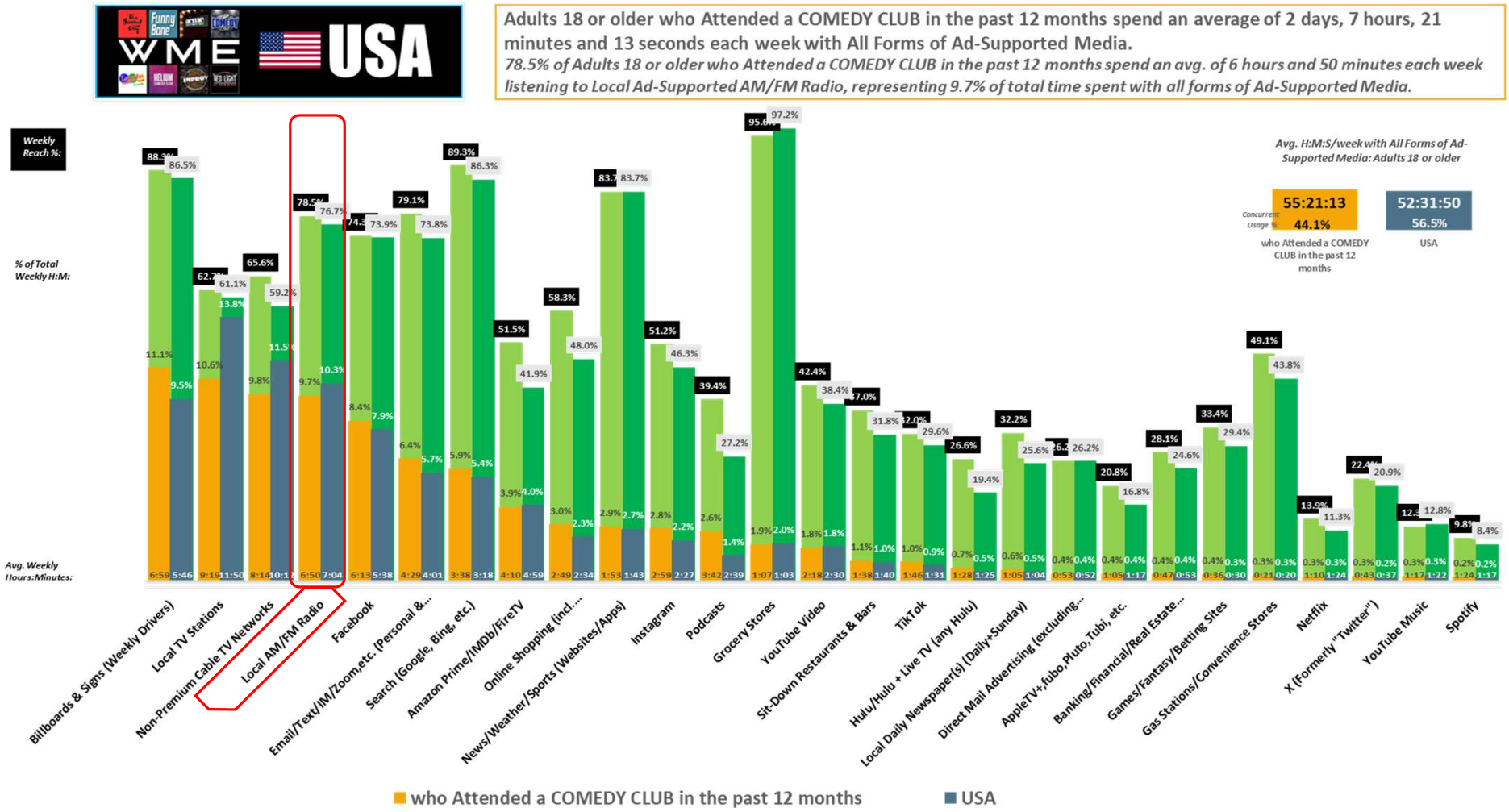


PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

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Events attended/places visited past 12 months: Comedy club



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

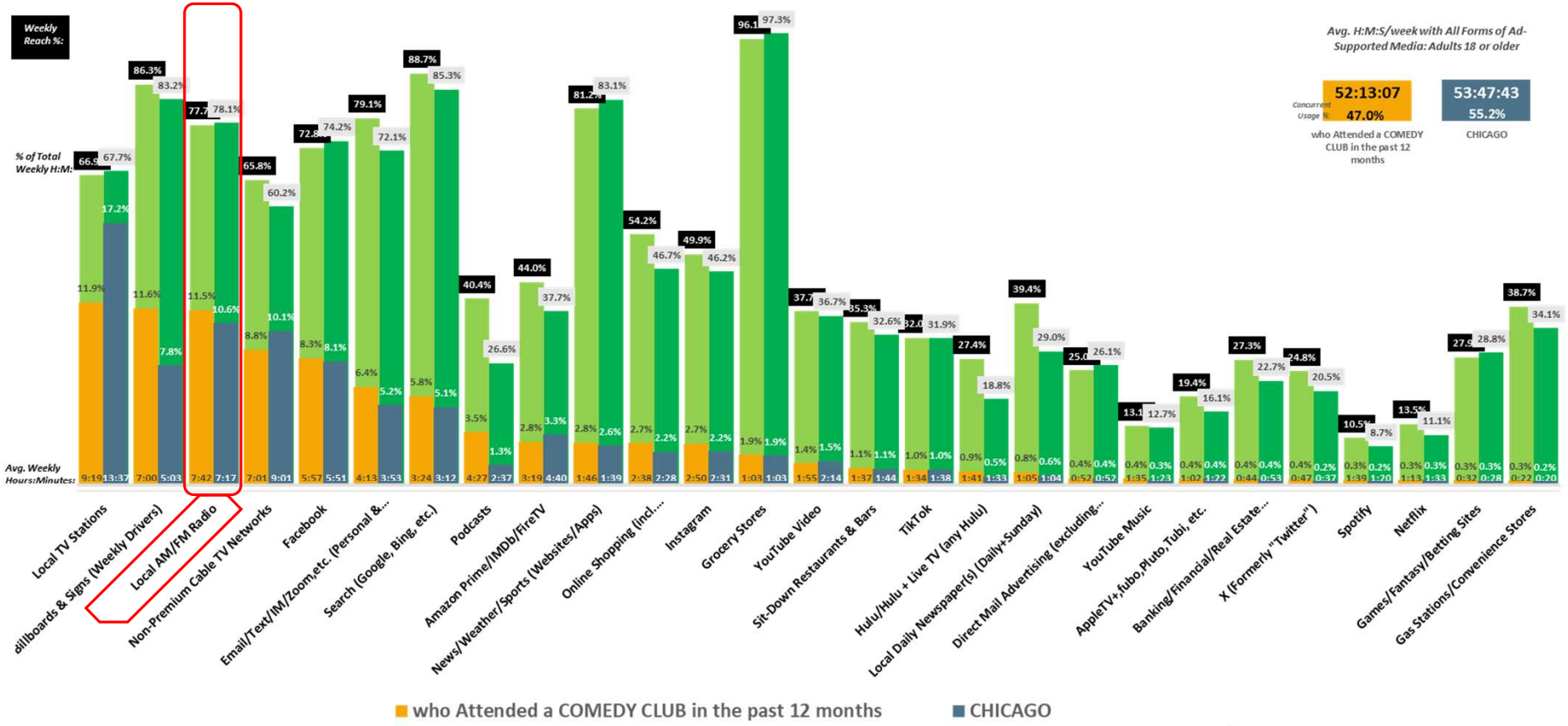
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Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 2 days, 4 hours, 13 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

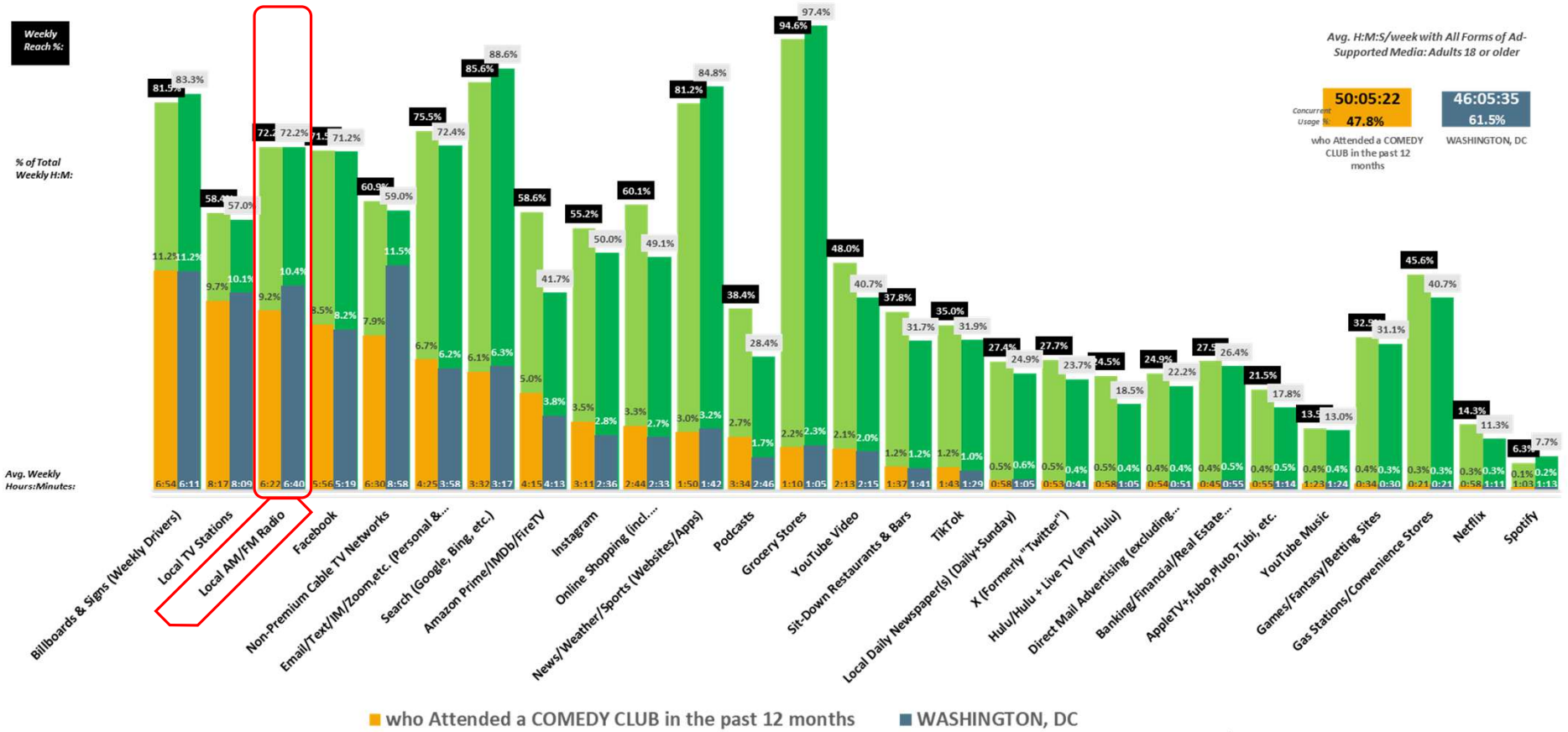
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Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 2 days, 2 hours, 5 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

72.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an avg. of 6 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.

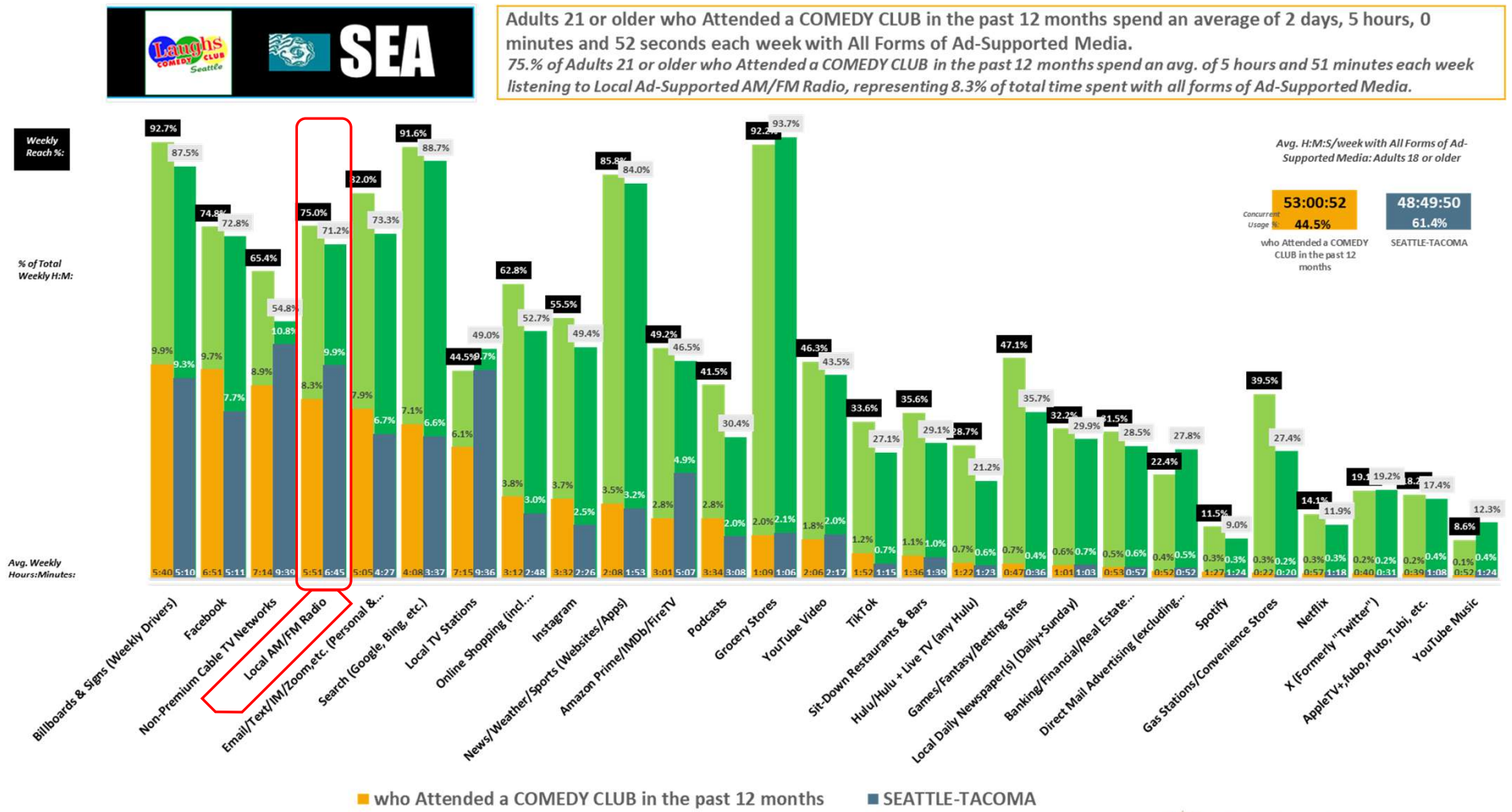


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726

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Events attended/places visited past 12 months: Comedy club

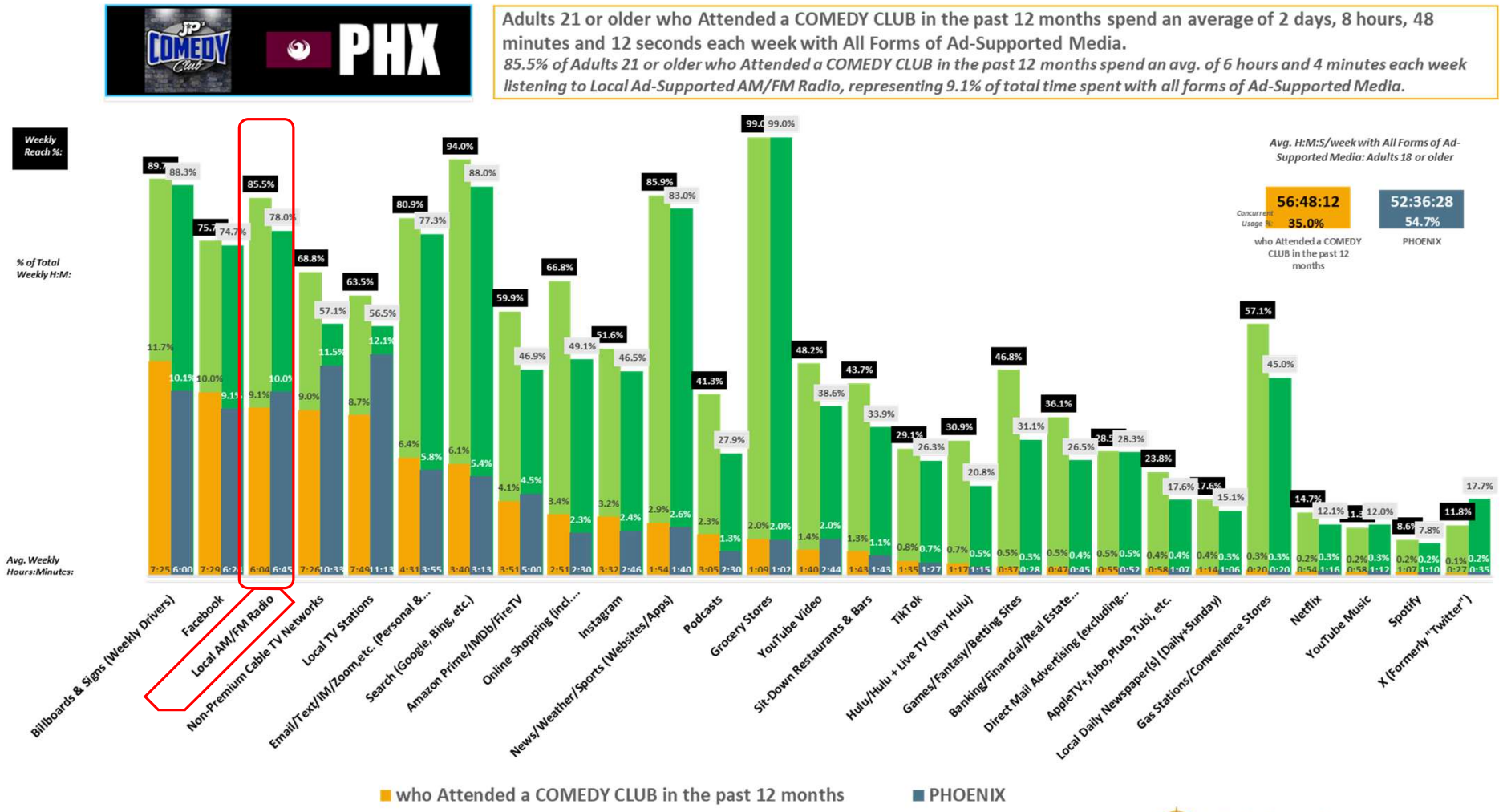


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920

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Events attended/places visited past 12 months: Comedy club



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

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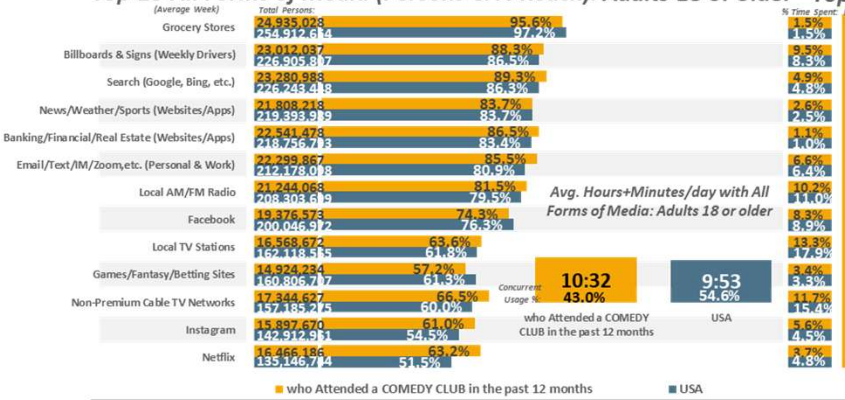
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Events attended/places visited past 12 months: Comedy club

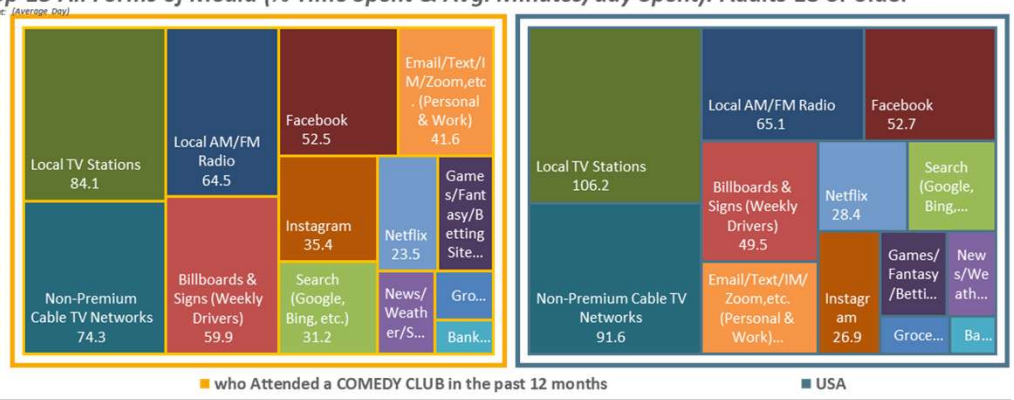


Adults 18 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

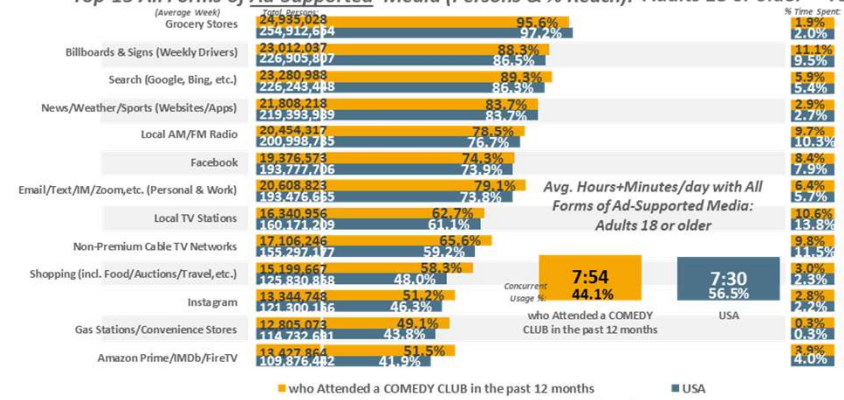
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



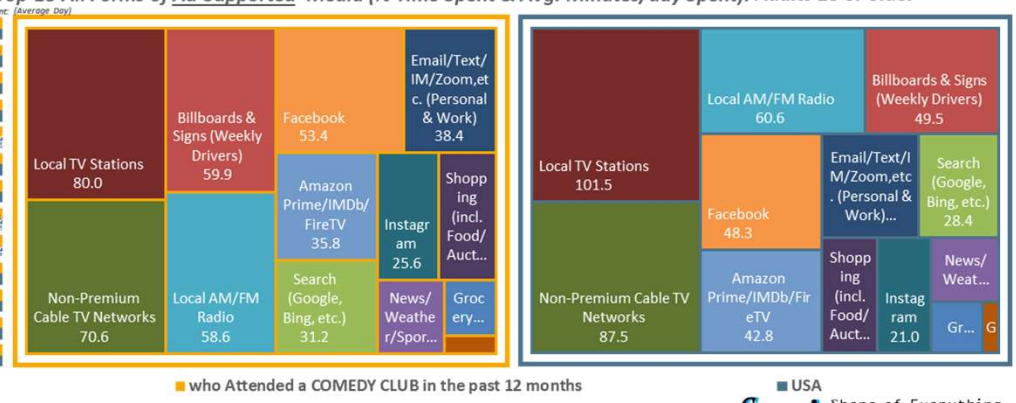
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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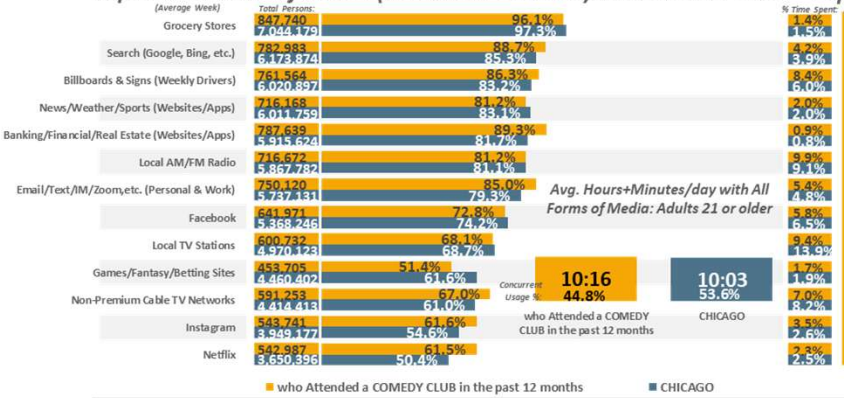
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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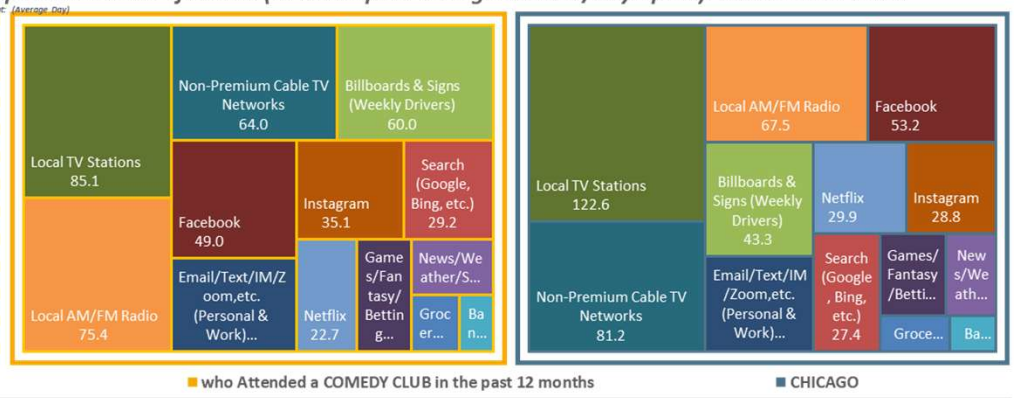
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 66. minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

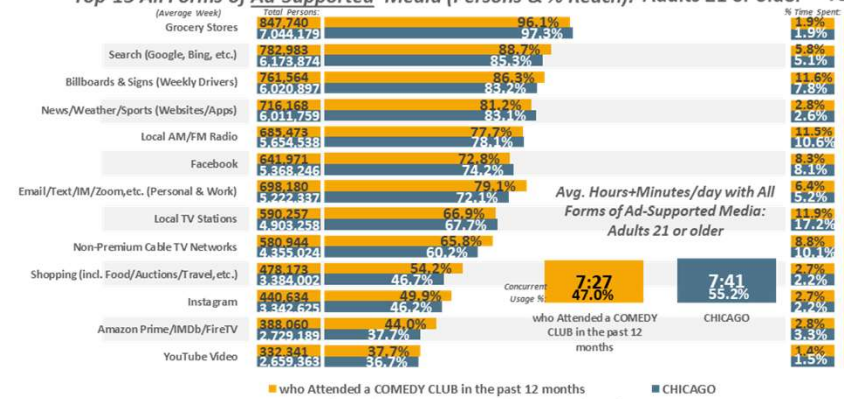
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



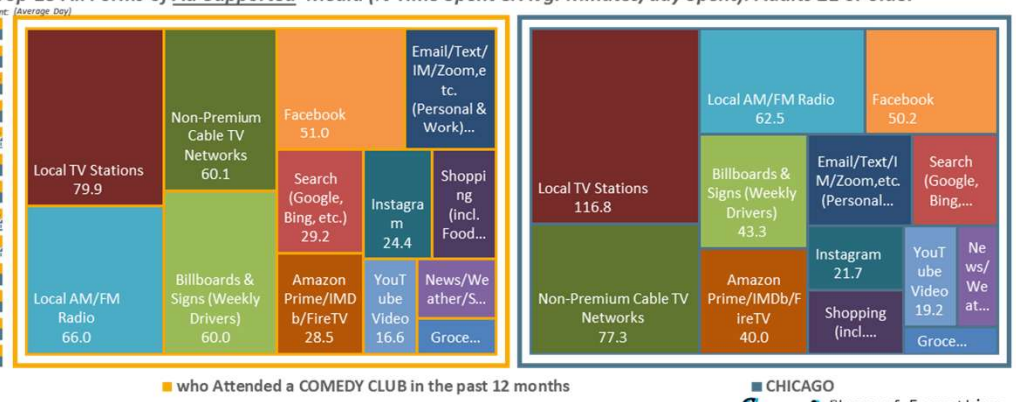
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

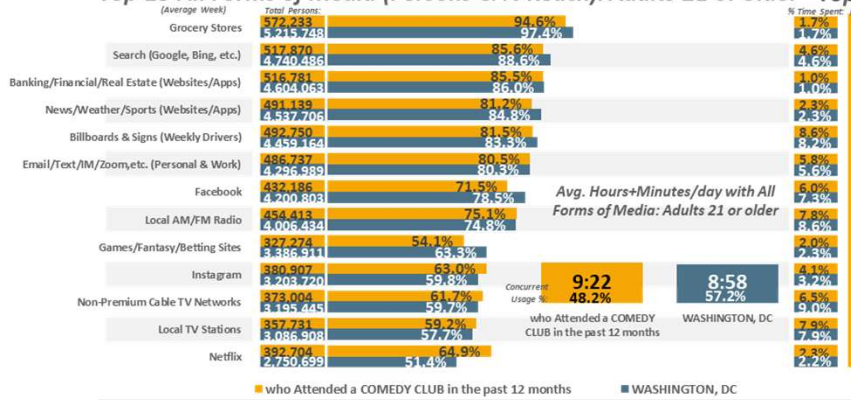
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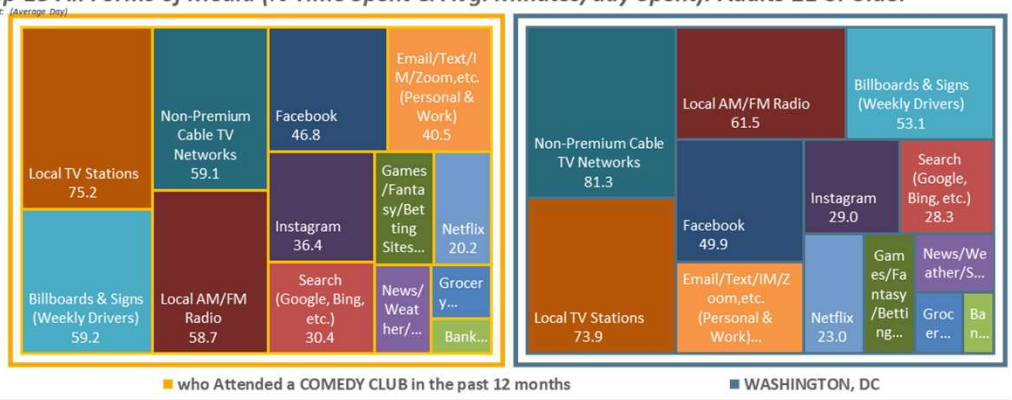
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 72.2% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

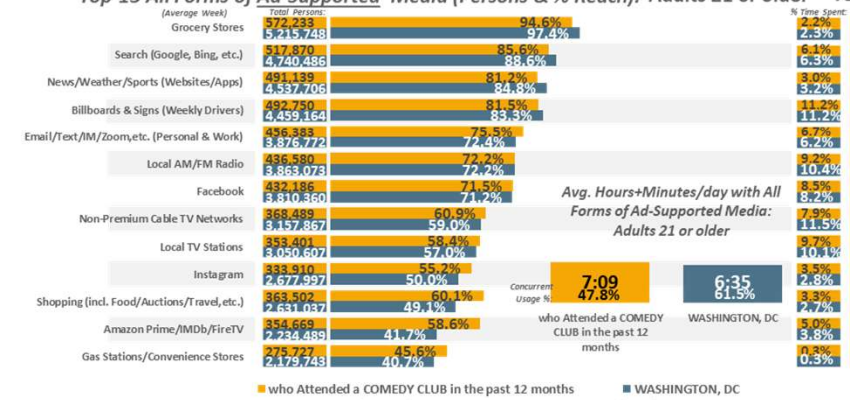
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



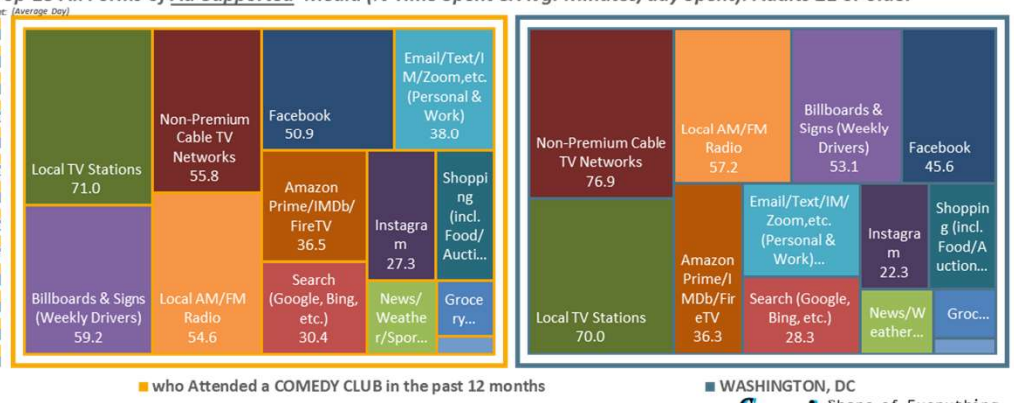
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

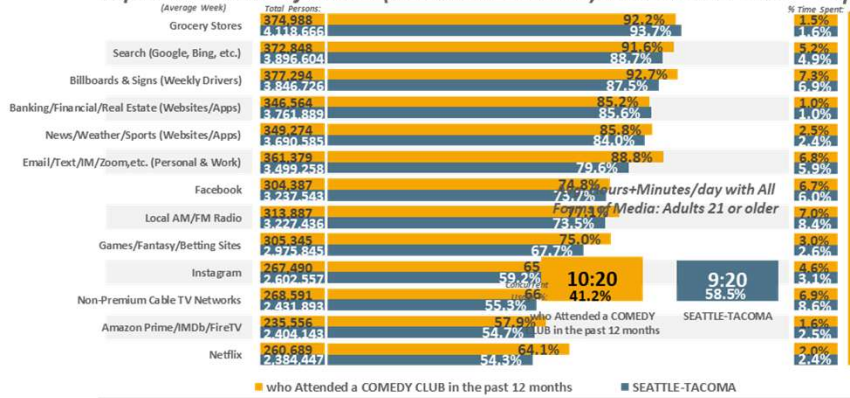
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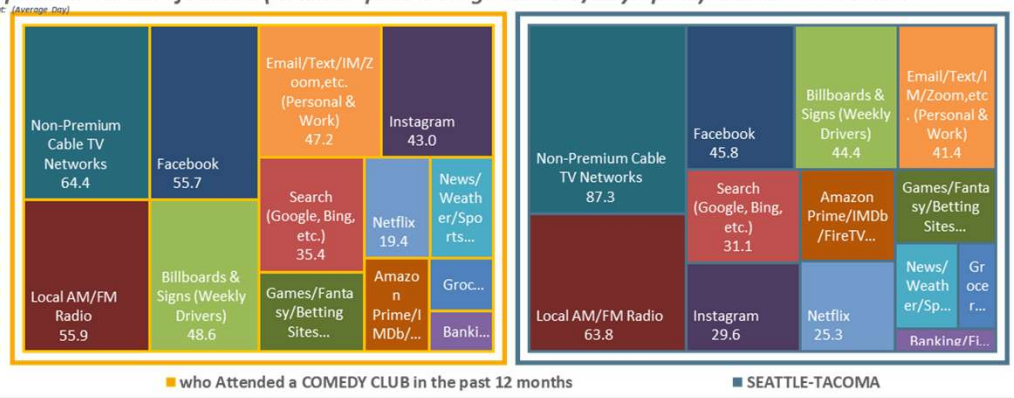
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 50.3 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

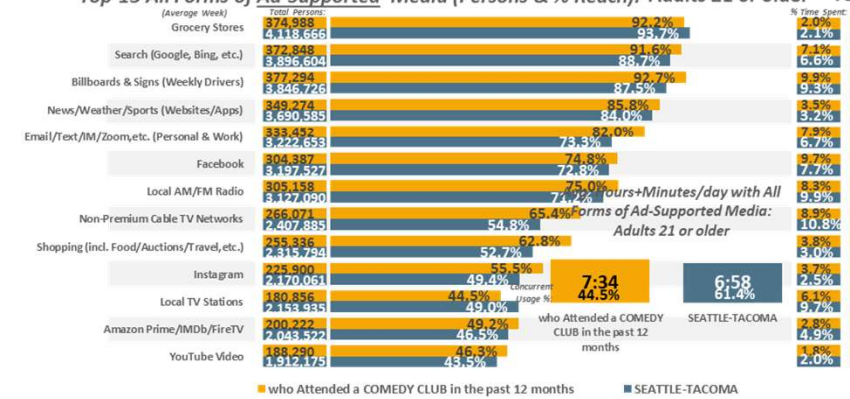
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



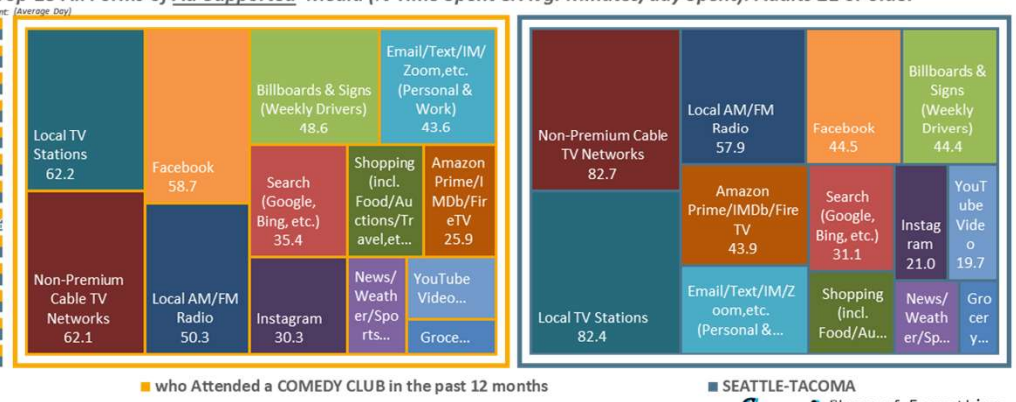
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

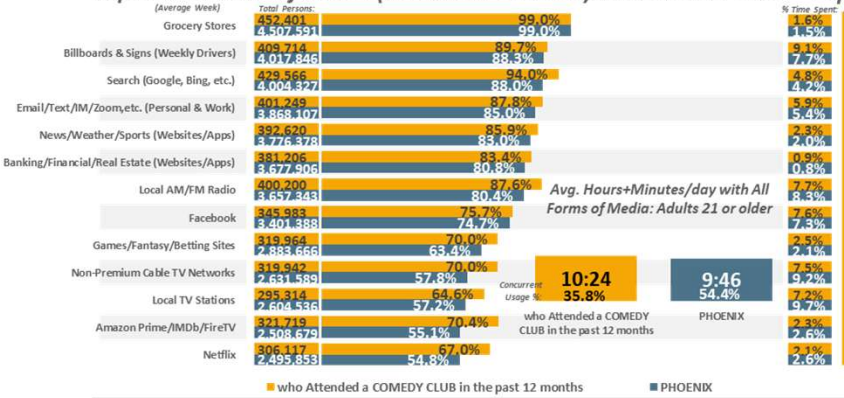
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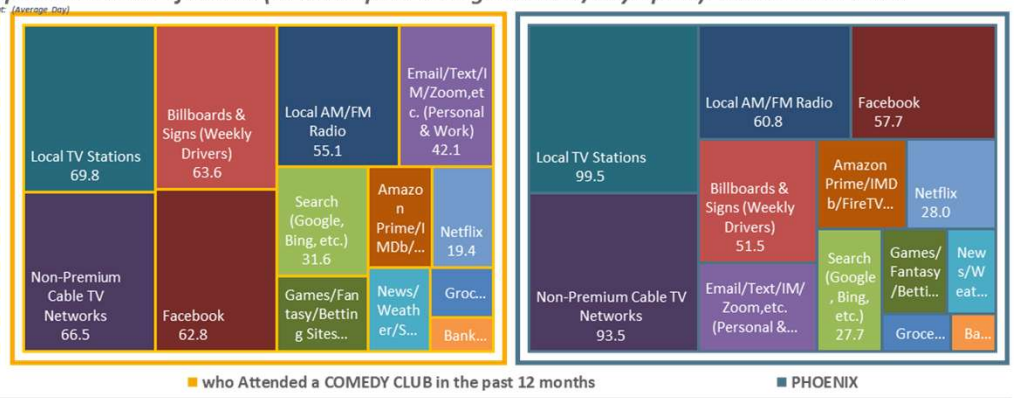
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 52.1 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

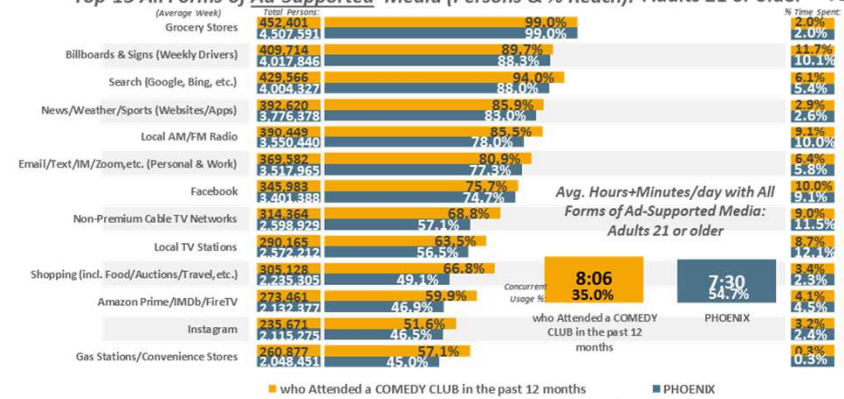
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



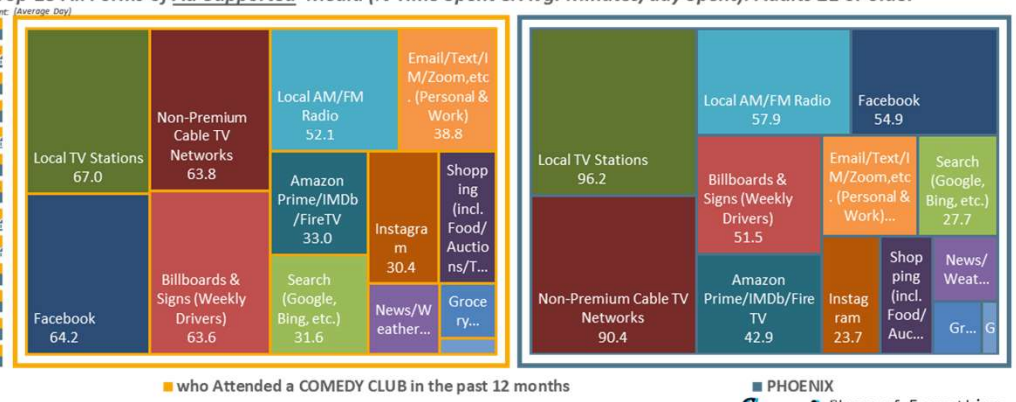
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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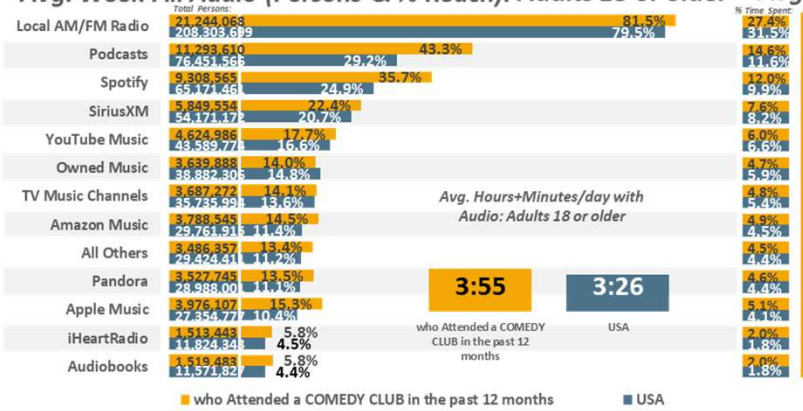
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Events attended/places visited past 12 months: Comedy club

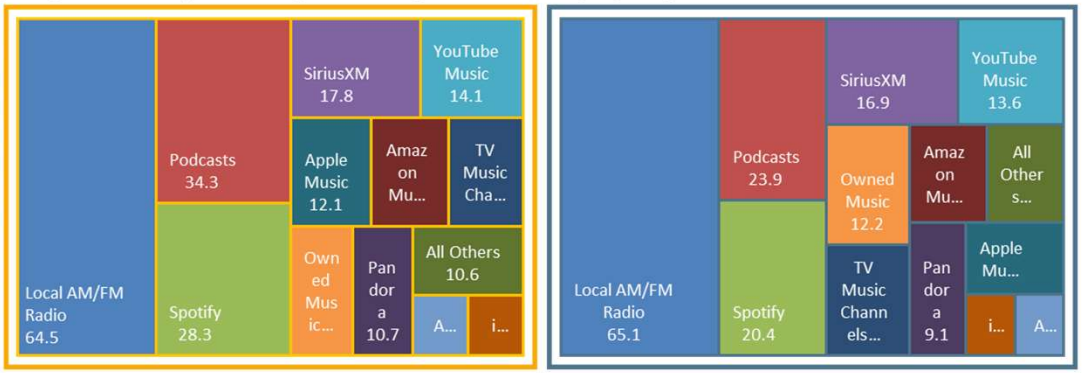


20,454,317 or 78.5% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

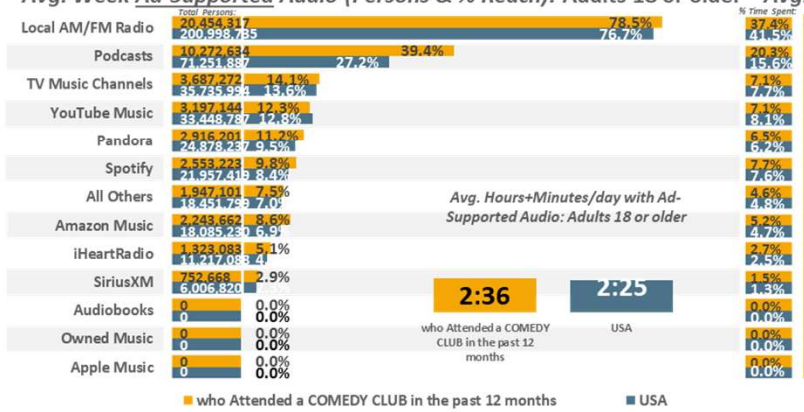
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



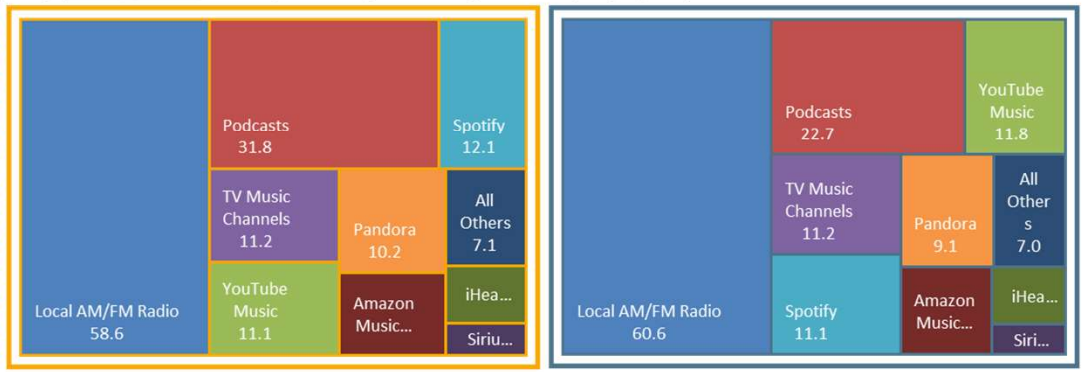
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

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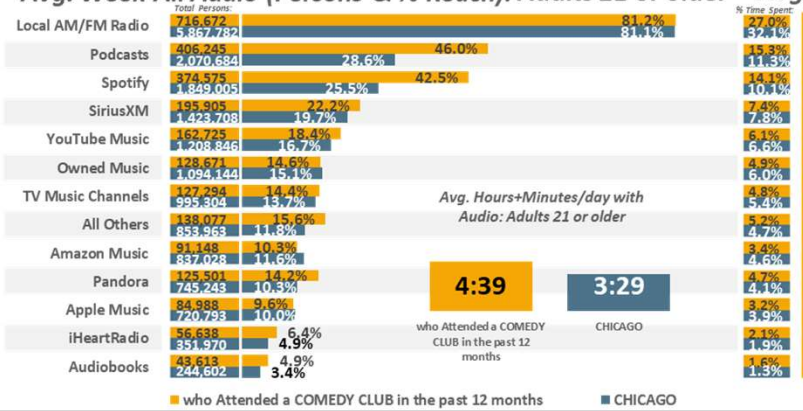
Scarborough R2 2025: Sep24-Aug25 *USA Projection*

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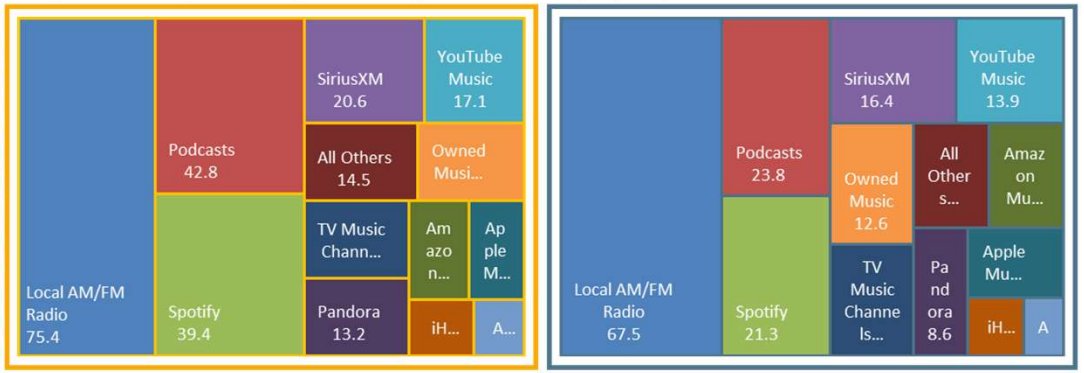
Events attended/places visited past 12 months: Comedy club

685,473 or 77.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

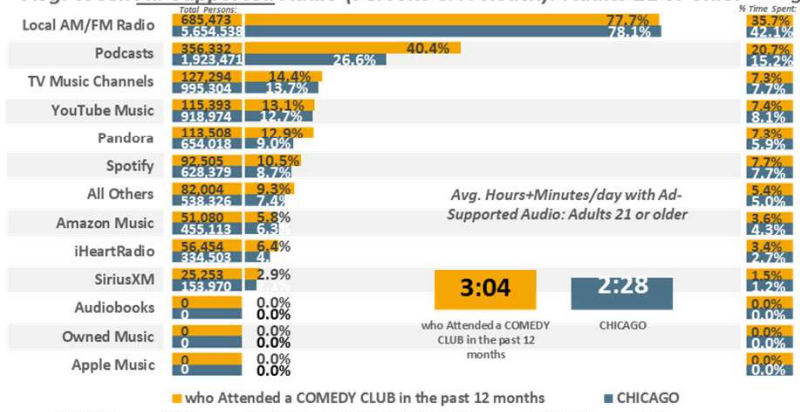
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



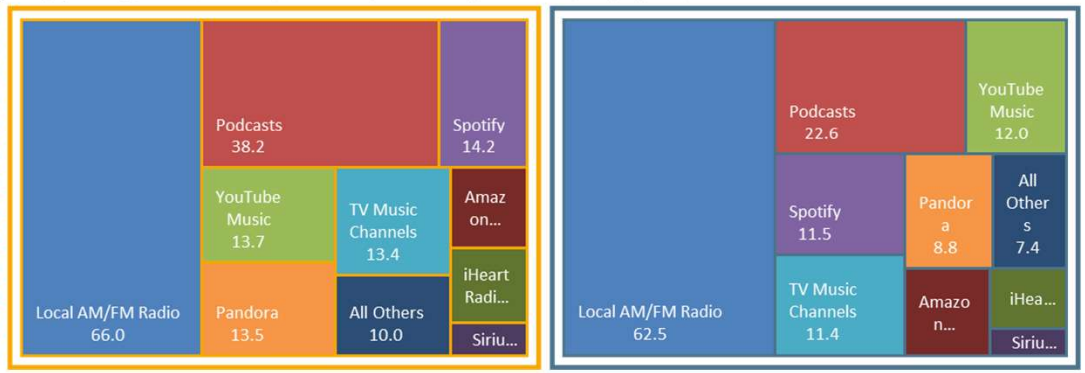
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

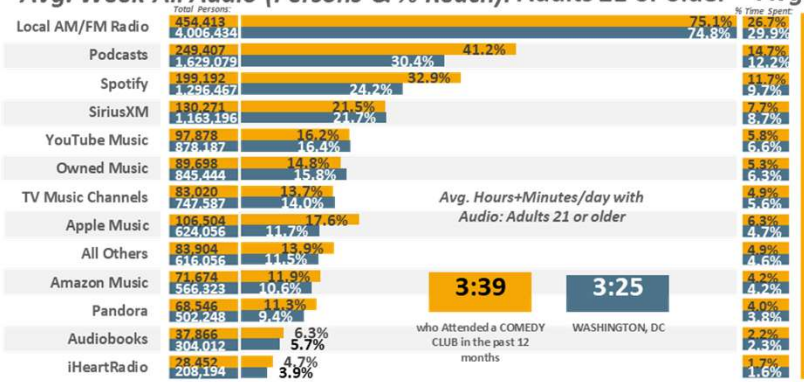
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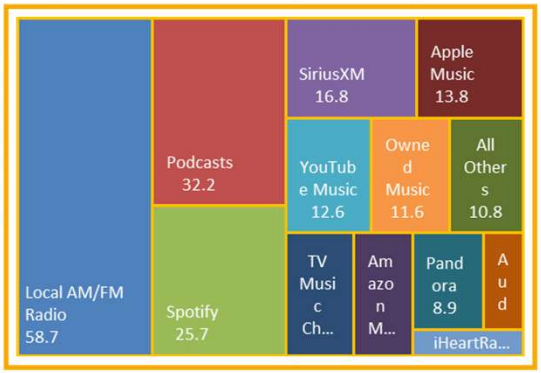
Events attended/places visited past 12 months: Comedy club

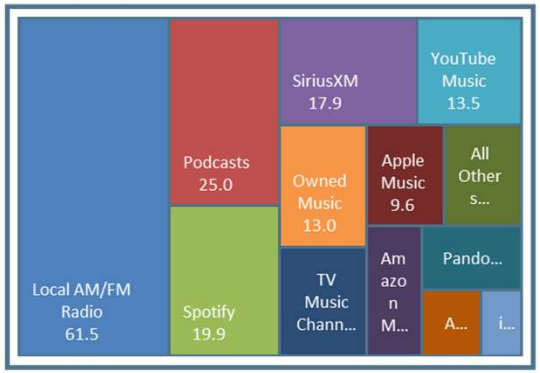
436,580 or 72.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

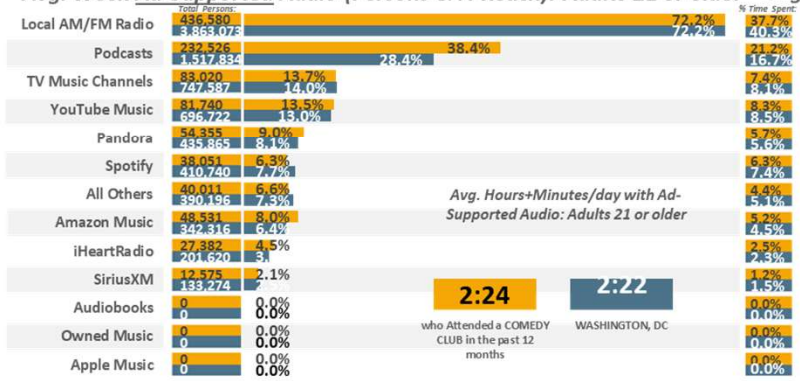


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

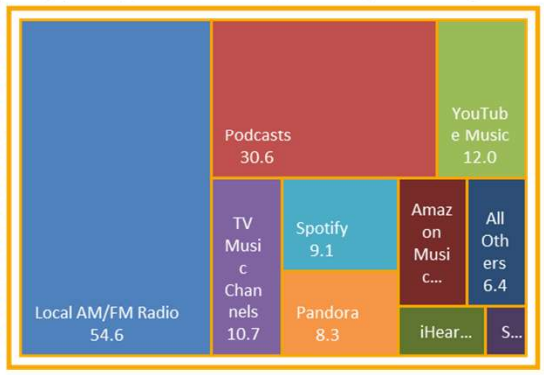


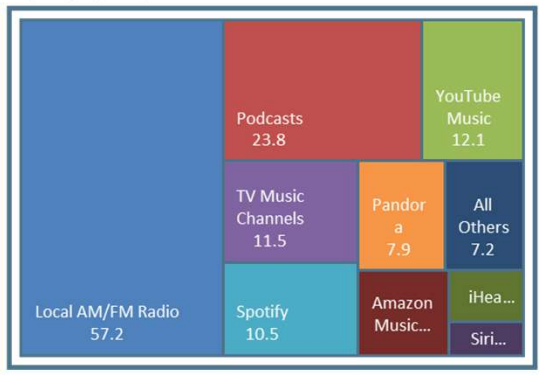


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

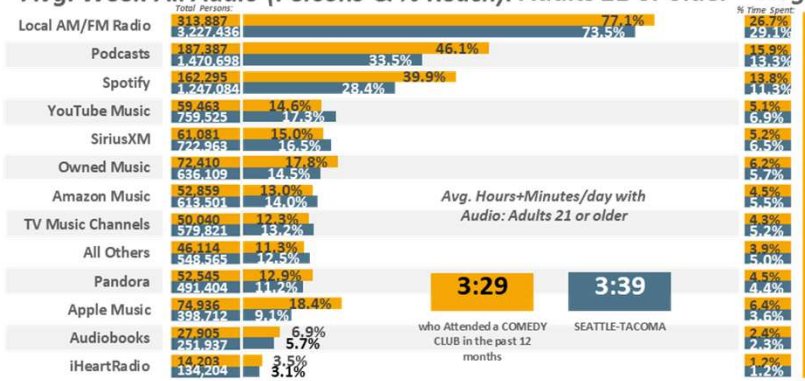
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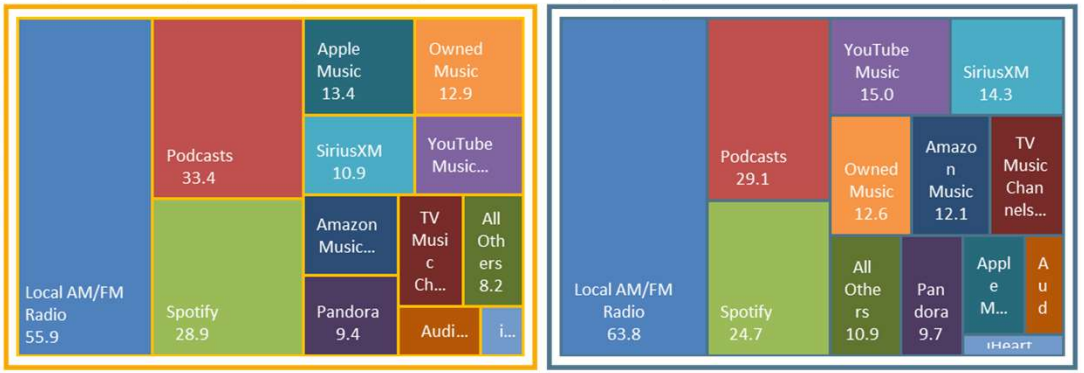
Events attended/places visited past 12 months: Comedy club

305,158 or 75.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 50.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

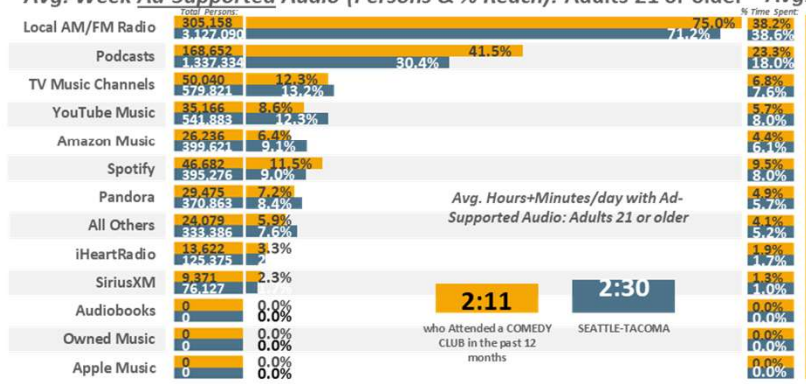
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



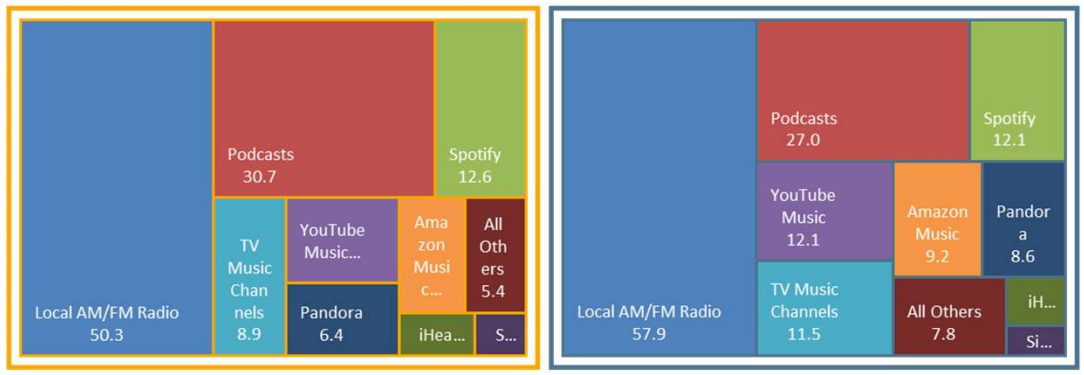
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

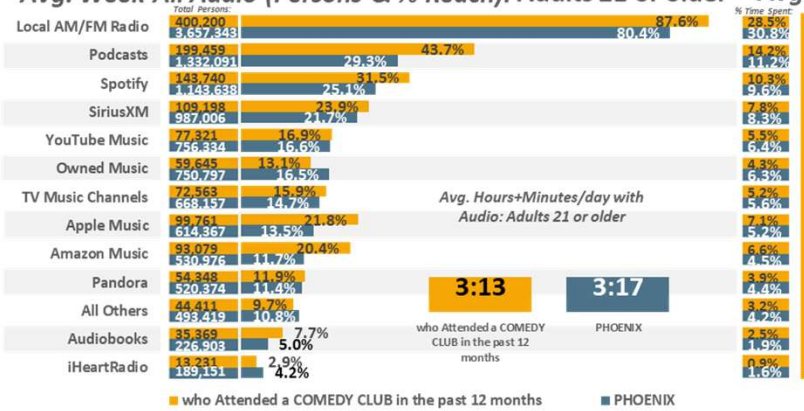
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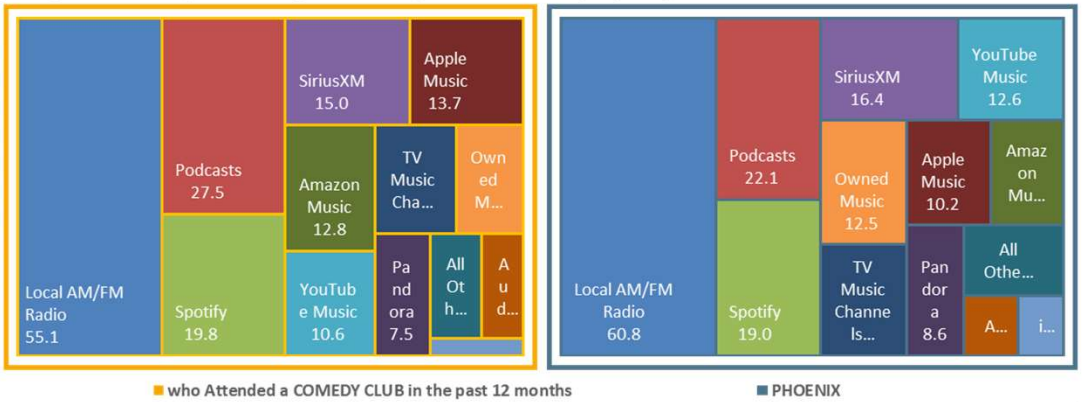
Events attended/places visited past 12 months: Comedy club

390,449 or 85.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

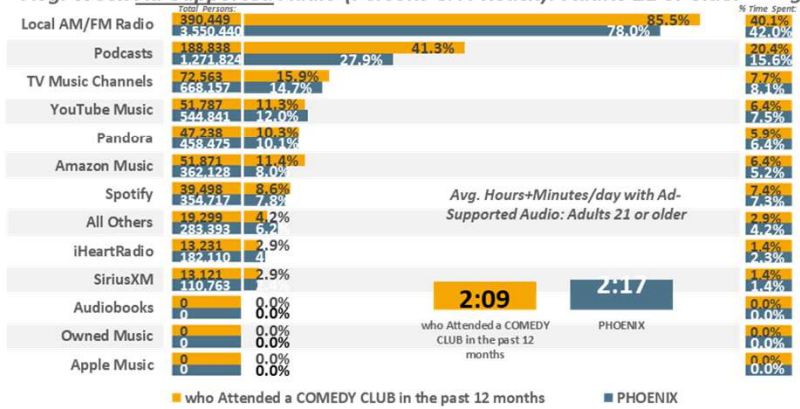
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



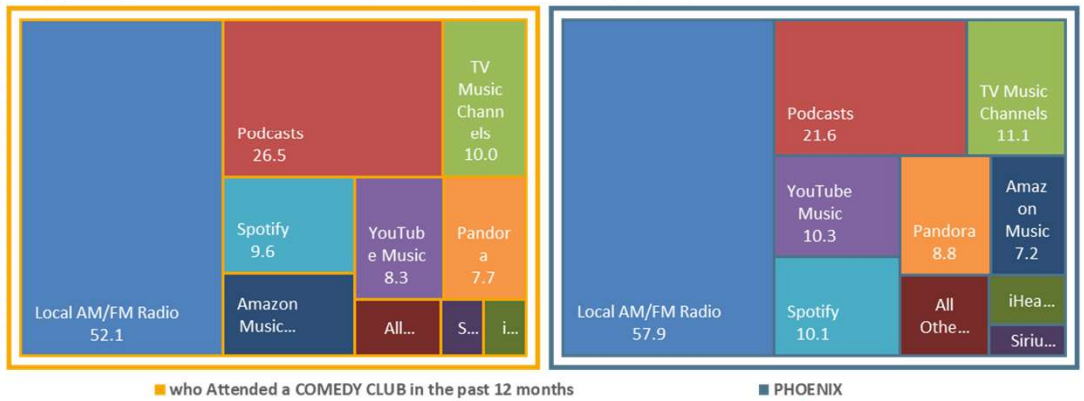
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

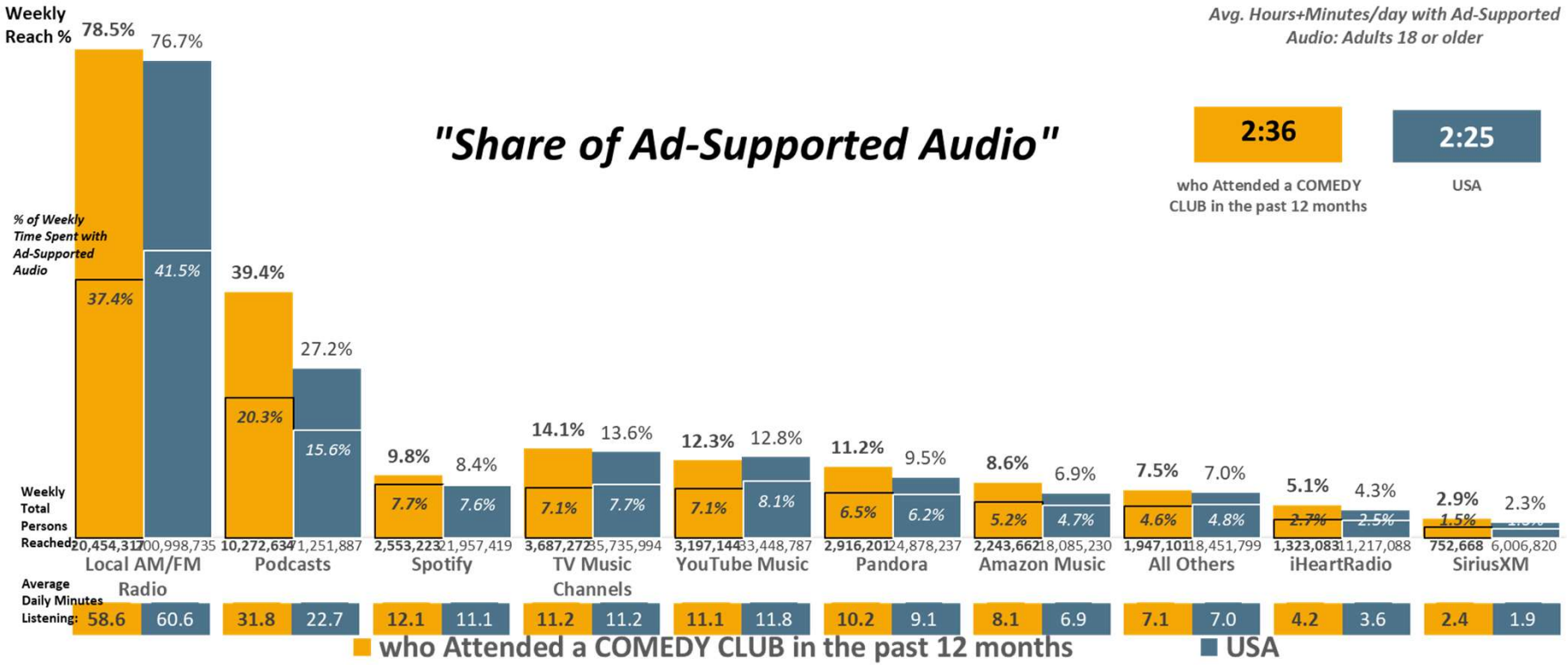
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Events attended/places visited past 12 months: Comedy club



20,454,317 or 78.5% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

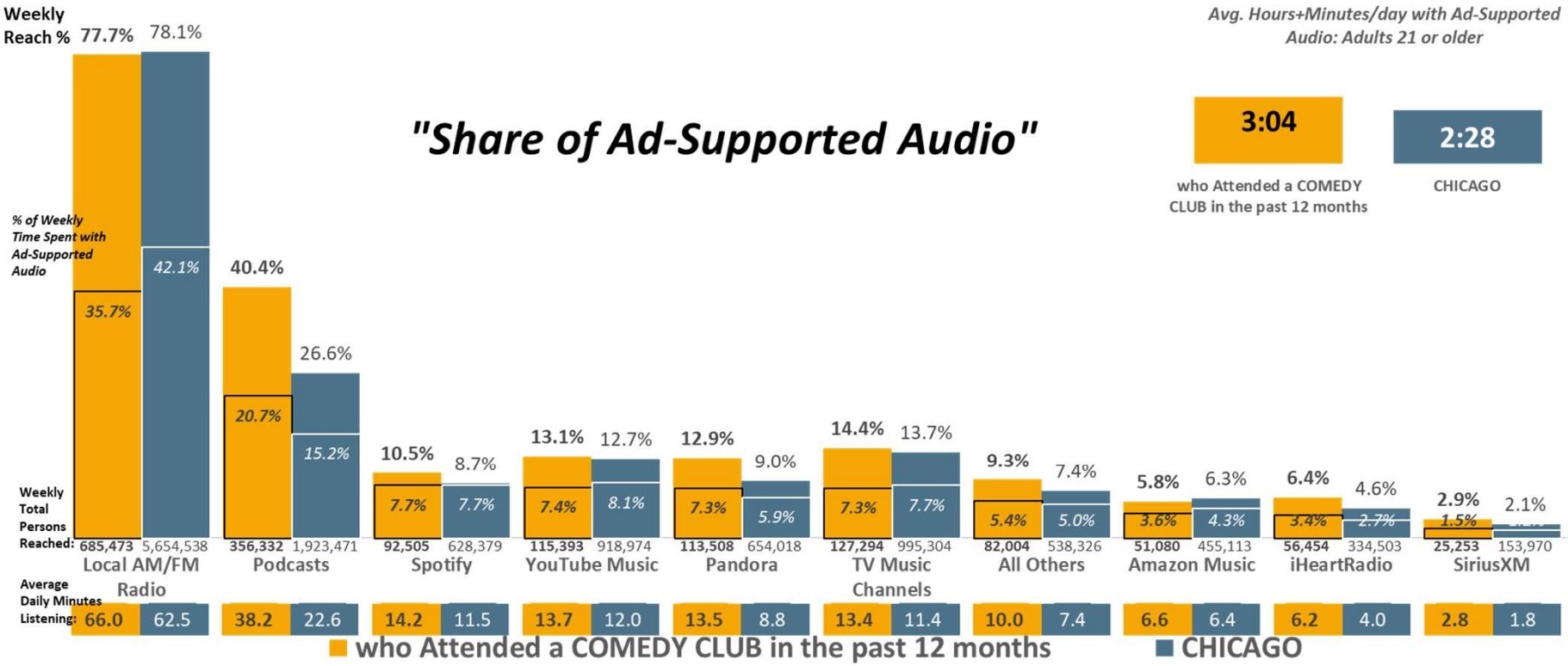
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

685,473 or 77.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



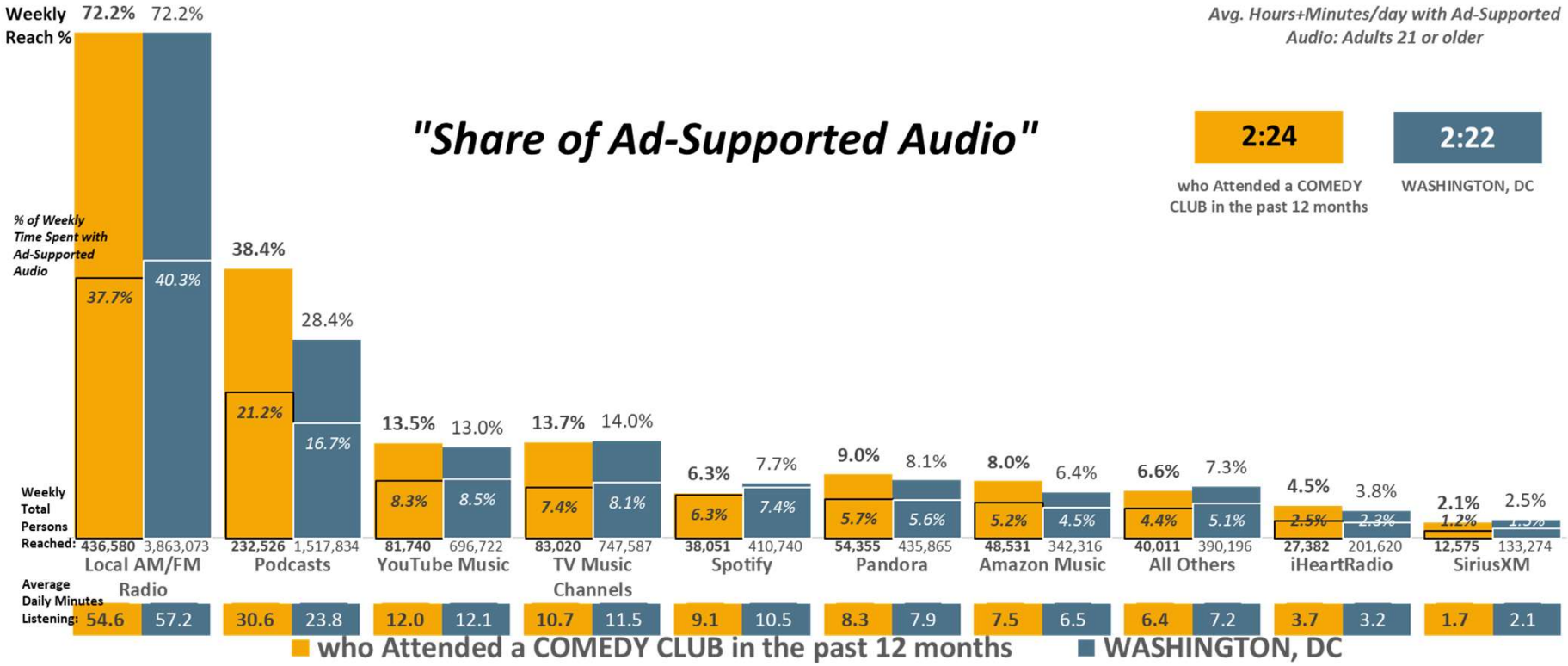
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

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Events attended/places visited past 12 months: Comedy club

436,580 or 72.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

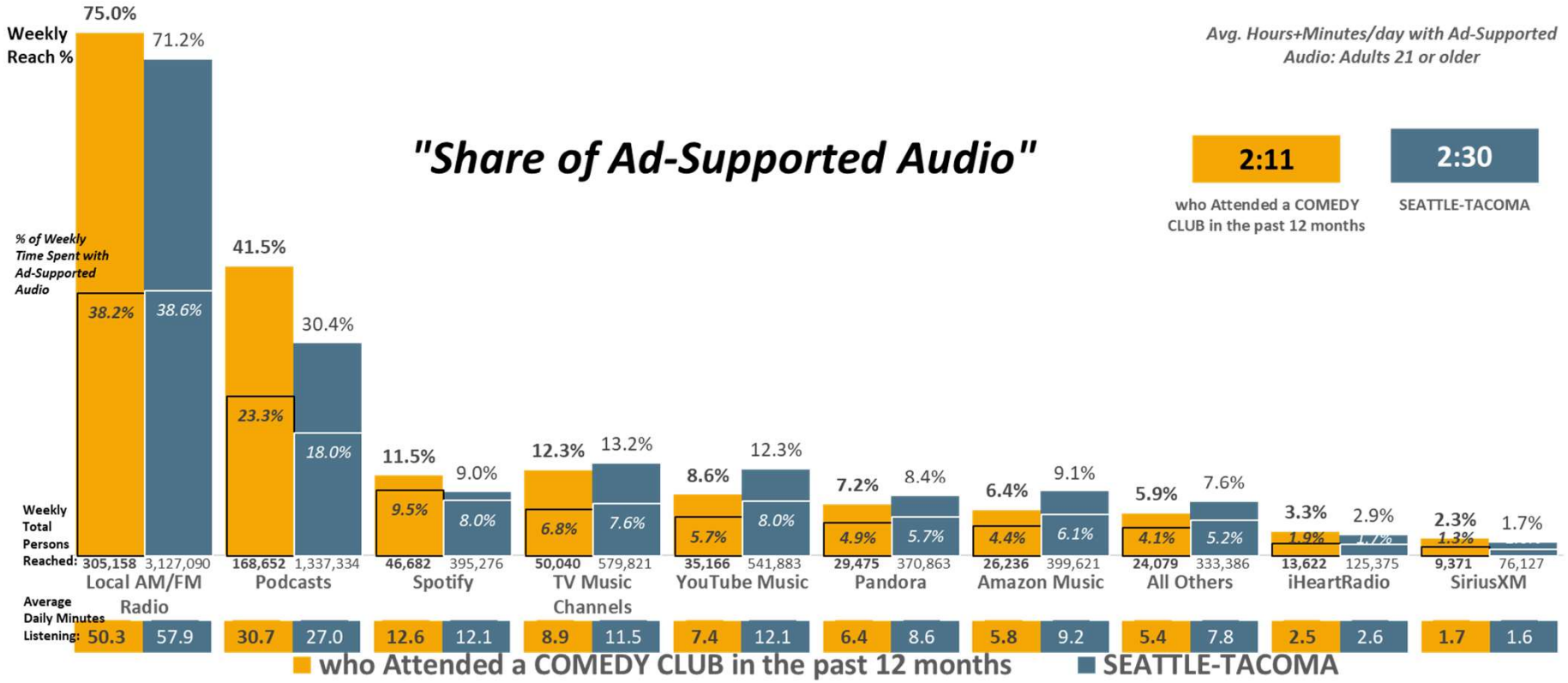


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726
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Events attended/places visited past 12 months: Comedy club

305,158 or 75.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 50.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



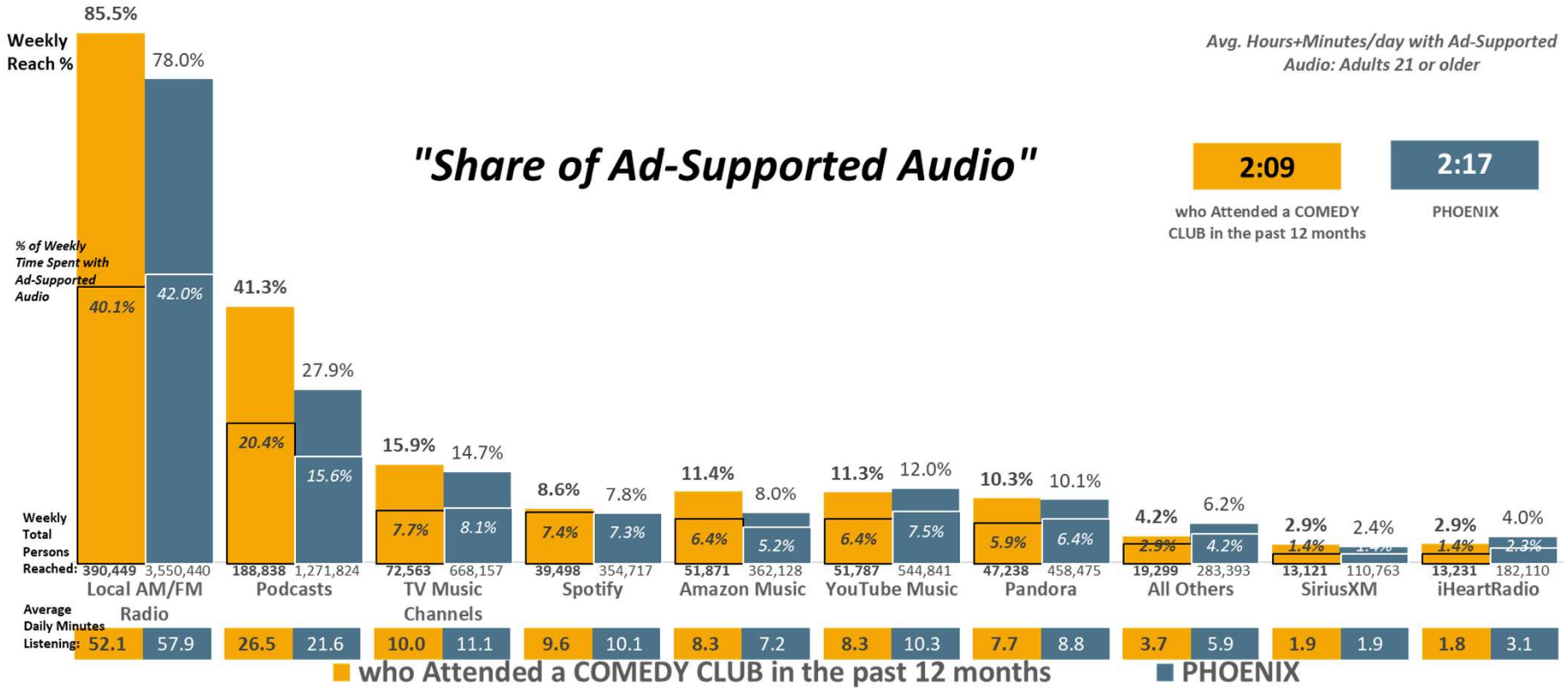
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920

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Events attended/places visited past 12 months: Comedy club

390,449 or 85.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

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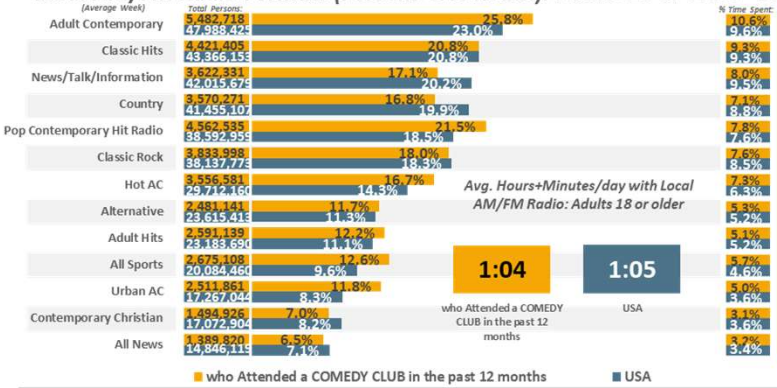
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Events attended/places visited past 12 months: Comedy club

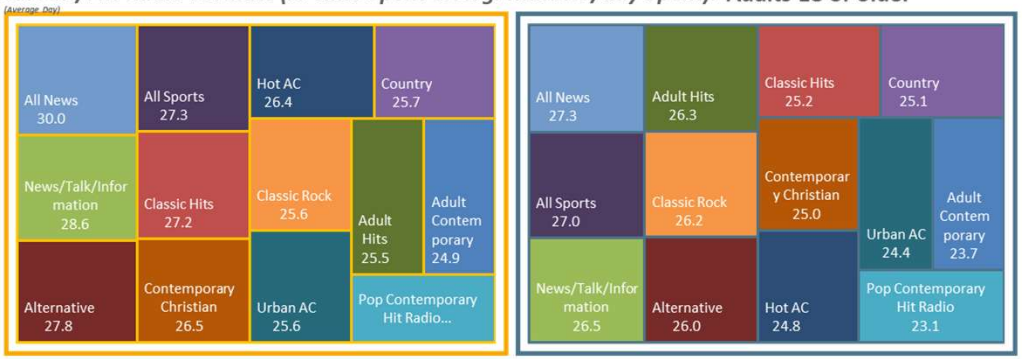


20,454,317 or 78.5% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

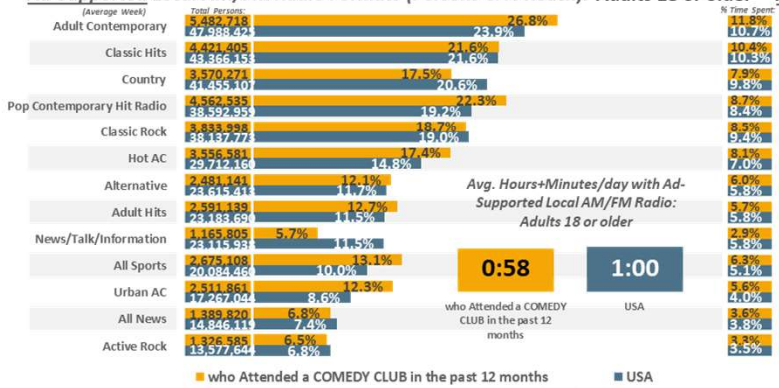
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



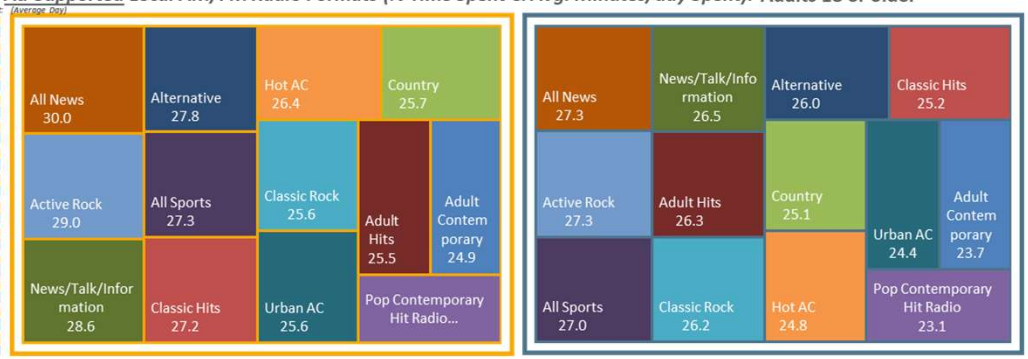
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

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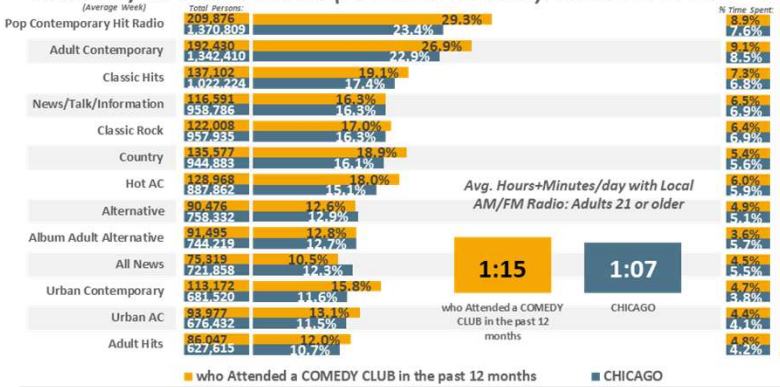
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *24,802*

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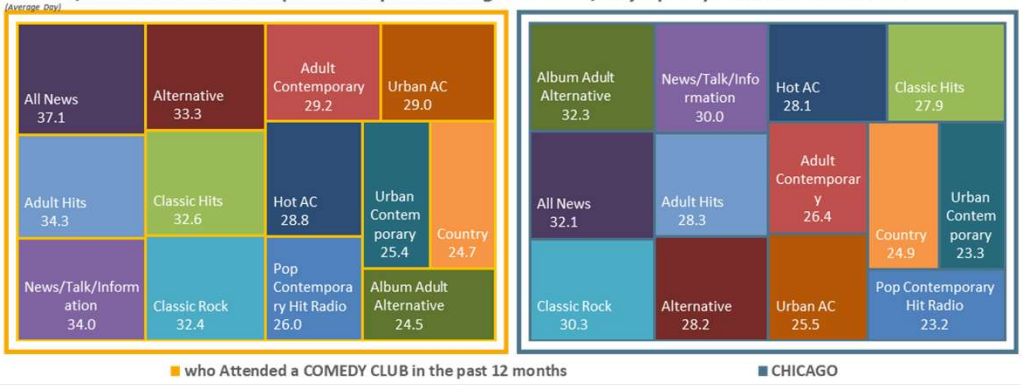
Events attended/places visited past 12 months: Comedy club

685,473 or 77.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

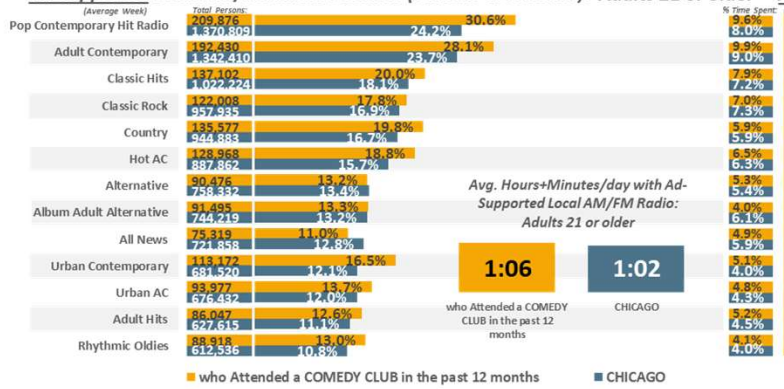
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

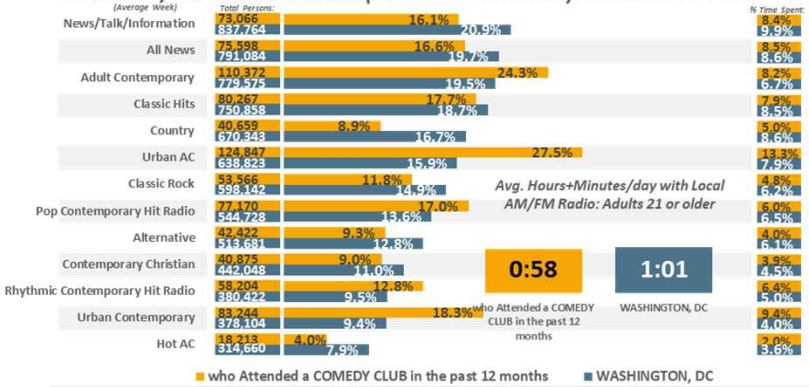
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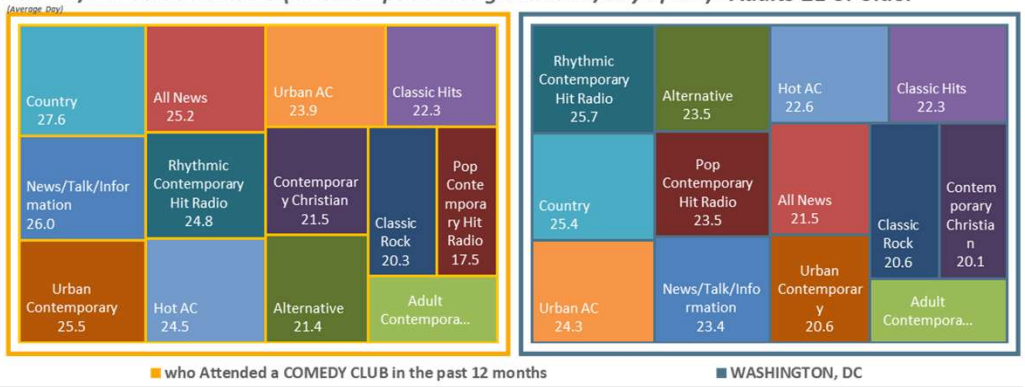
Events attended/places visited past 12 months: Comedy club

436,580 or 72.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Urban Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

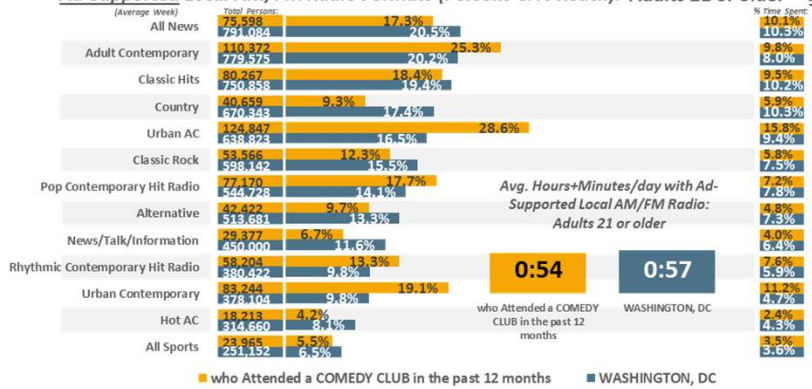
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



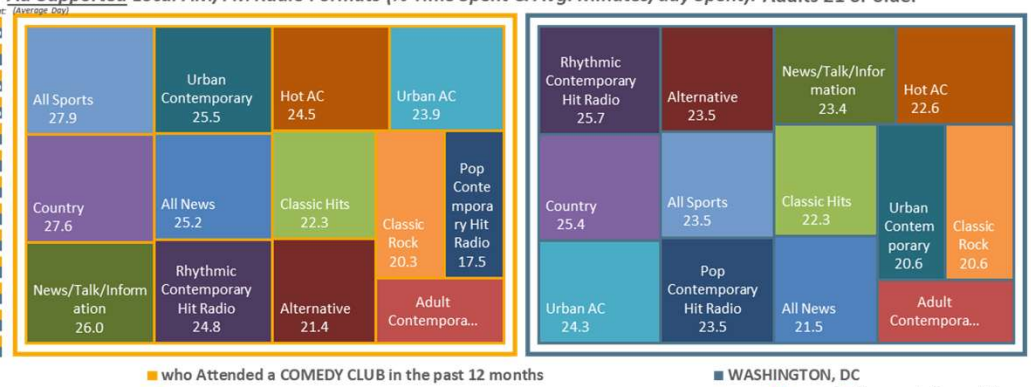
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

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Events attended/places visited past 12 months: Comedy club

SEA

305,158 or 75.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, All Sports, and Adult Hits.

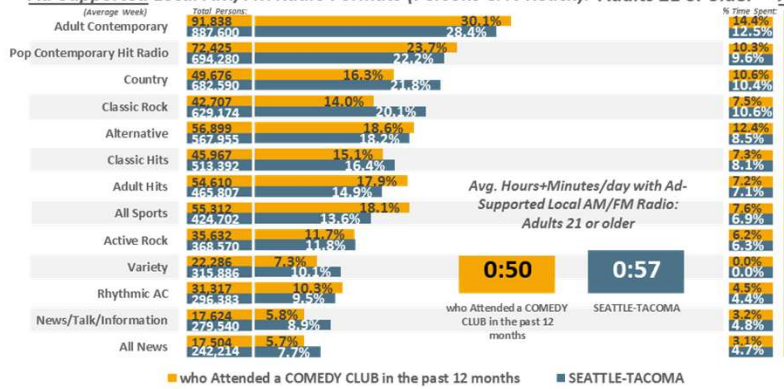
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



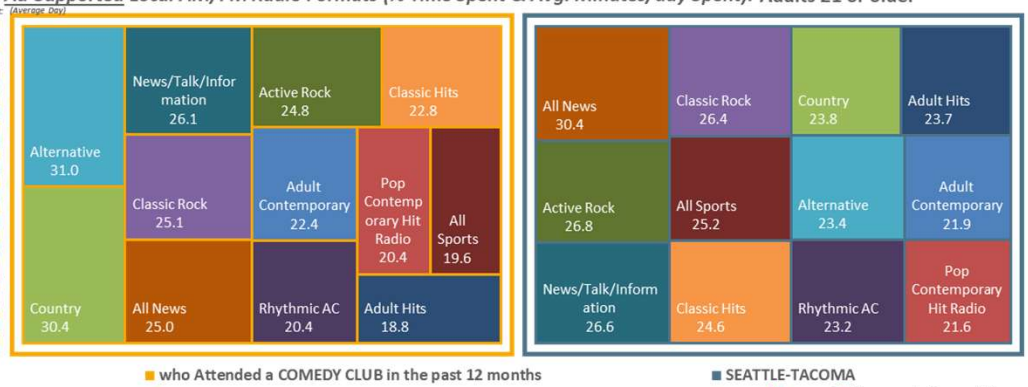
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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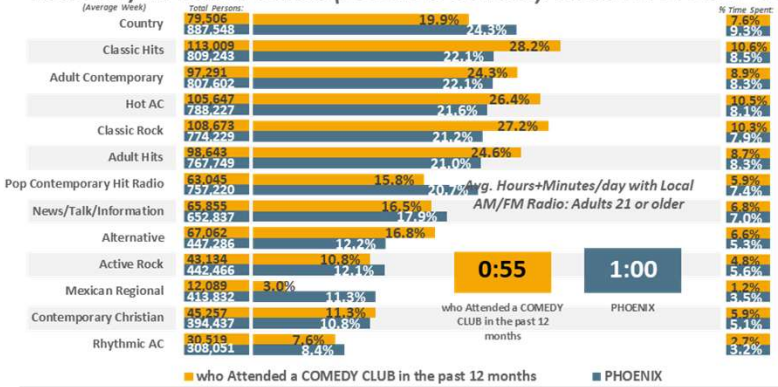
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Events attended/places visited past 12 months: Comedy club

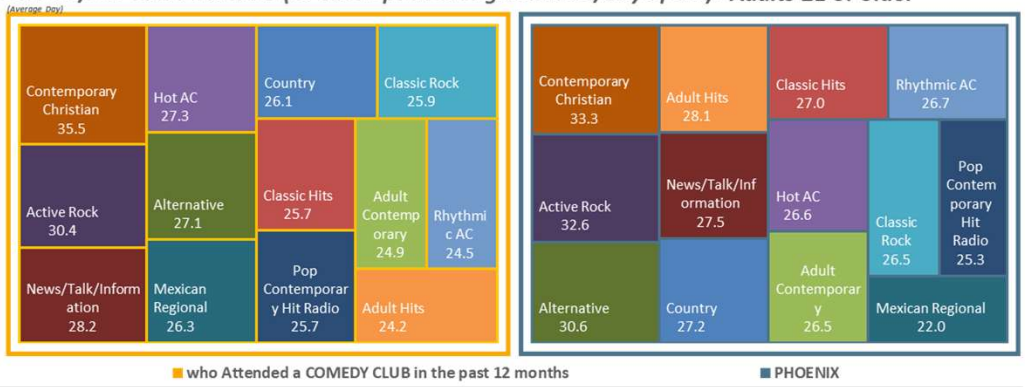


390,449 or 85.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Hot AC, Adult Hits, and Adult Contemporary.

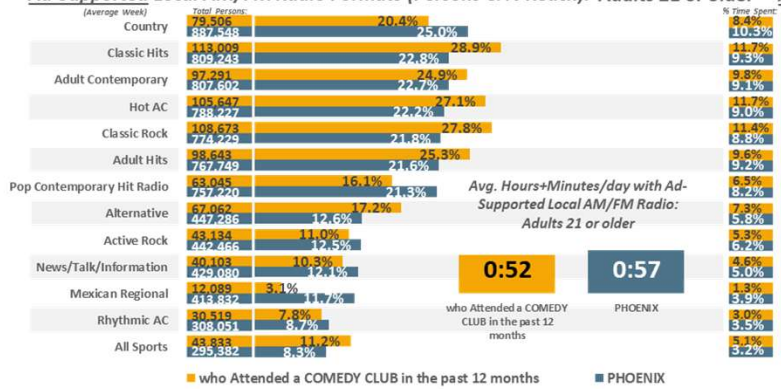
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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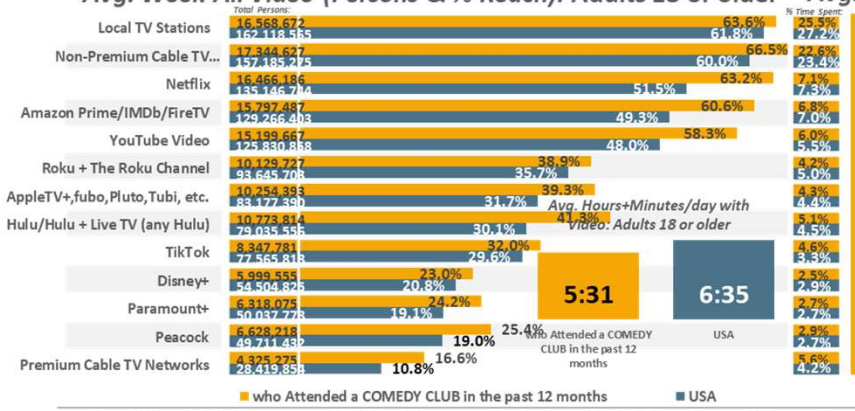
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Events attended/places visited past 12 months: Comedy club

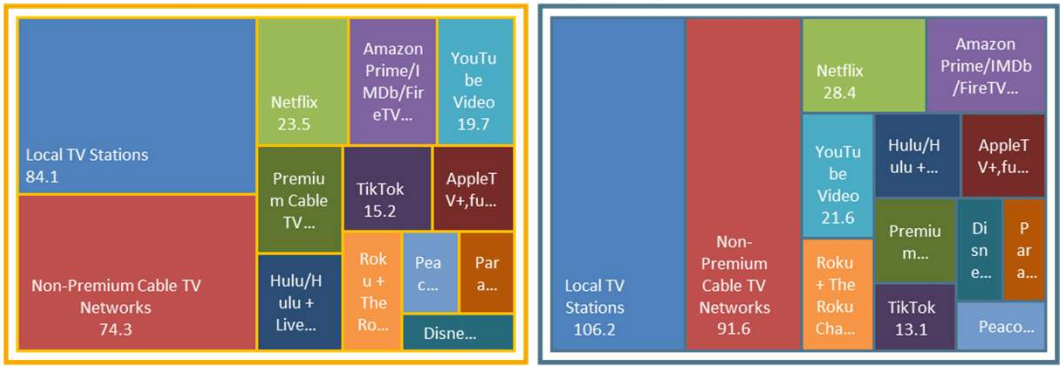


16,340,956 or 62.7% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 80. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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

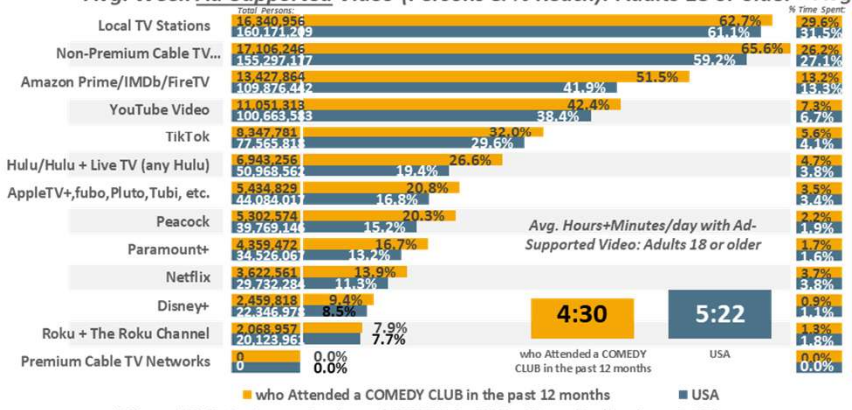


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

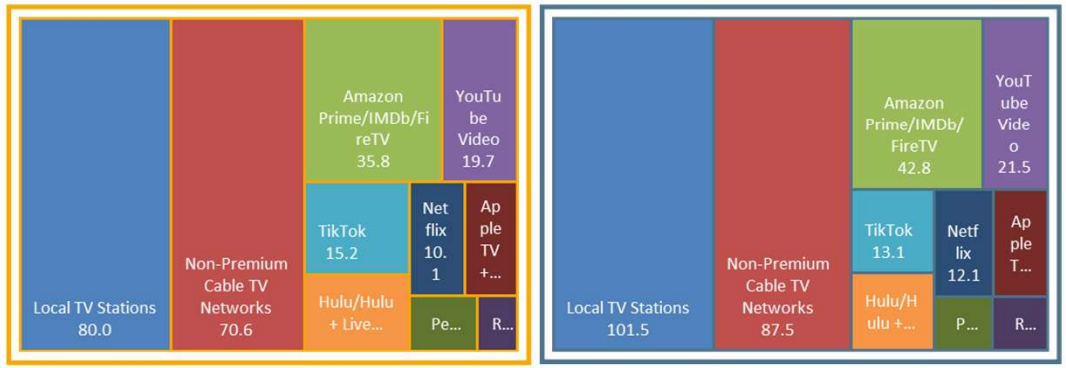


who Attended a COMEDY CLUB in the past 12 months ■ USA

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



who Attended a COMEDY CLUB in the past 12 months ■ USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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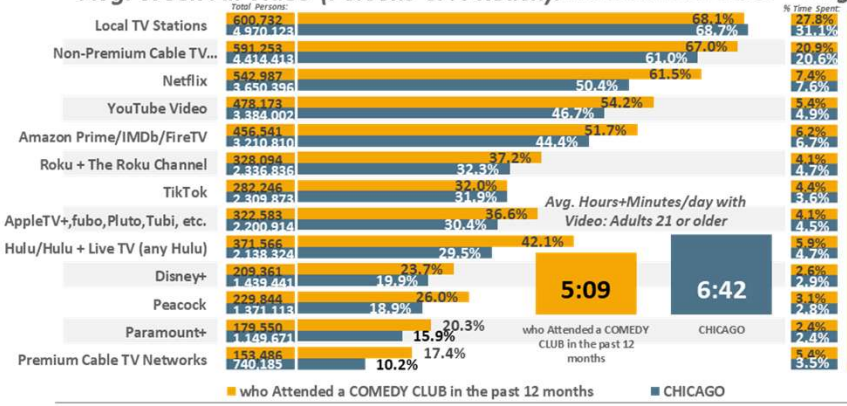
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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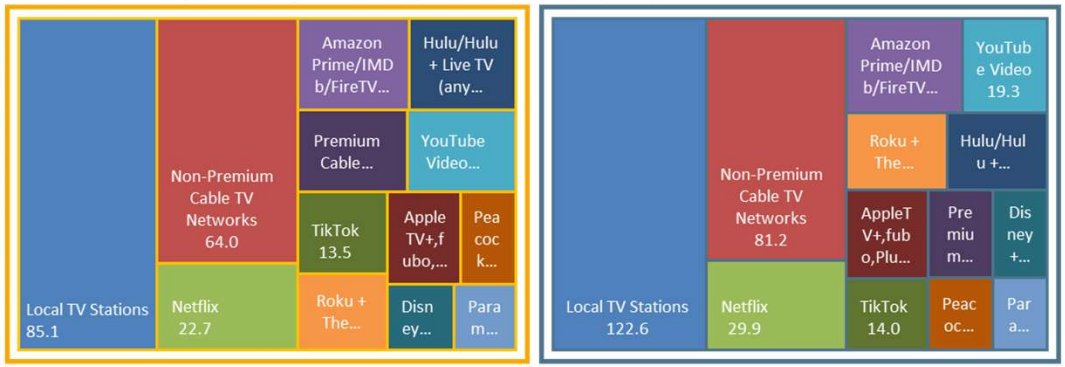
Events attended/places visited past 12 months: Comedy club

590,257 or 66.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 79.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

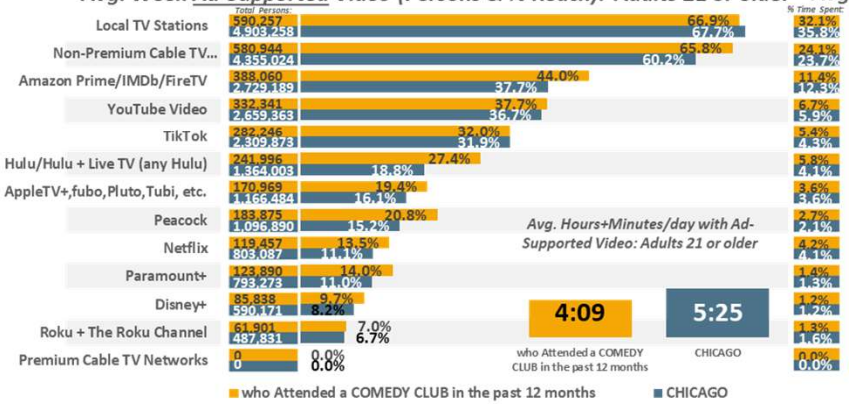
Avg. Week All Video (Persons & % Reach): Adults 21 or older



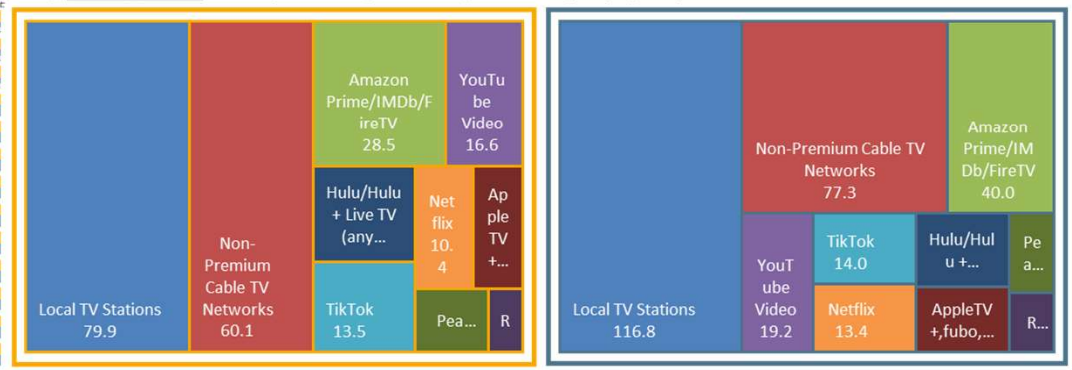
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

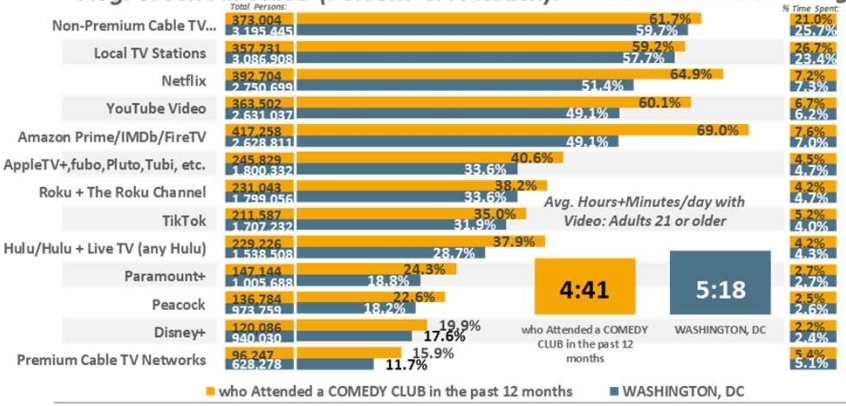
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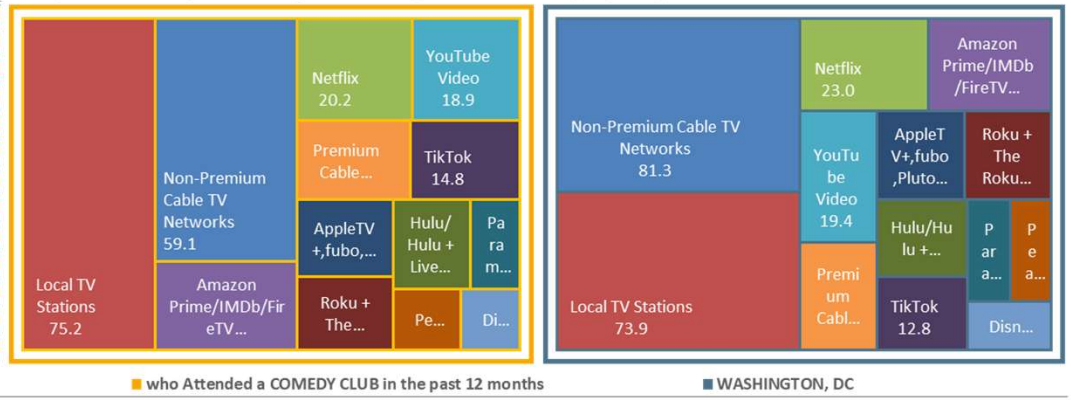
Events attended/places visited past 12 months: Comedy club

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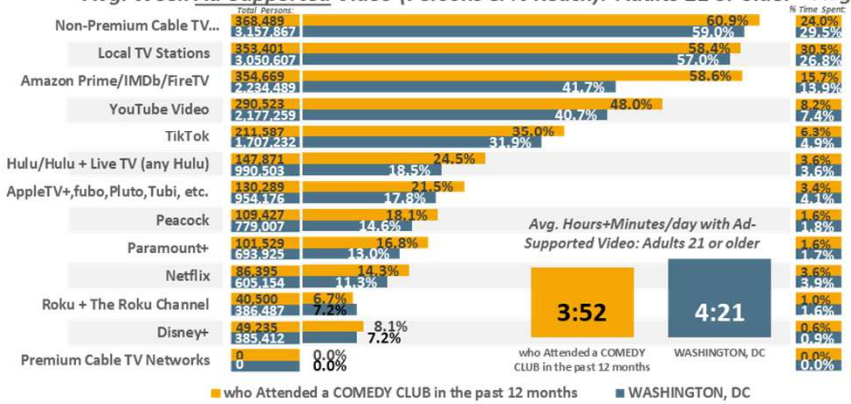
Avg. Week All Video (Persons & % Reach): Adults 21 or older



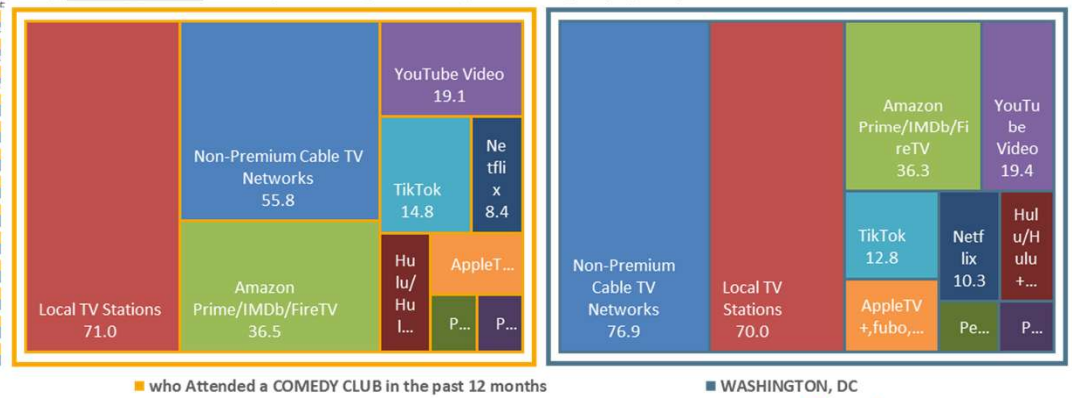
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

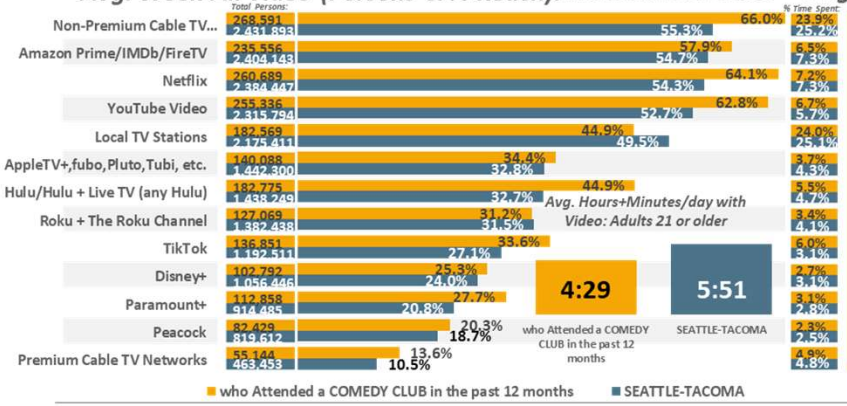
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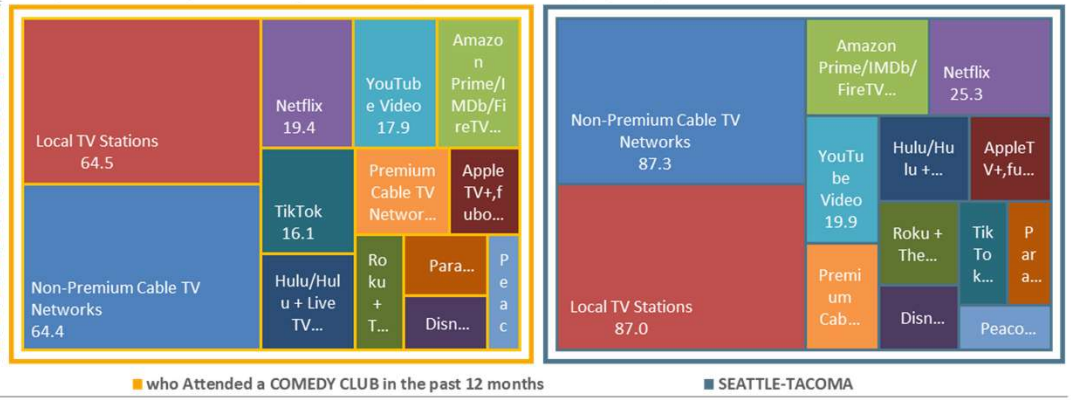
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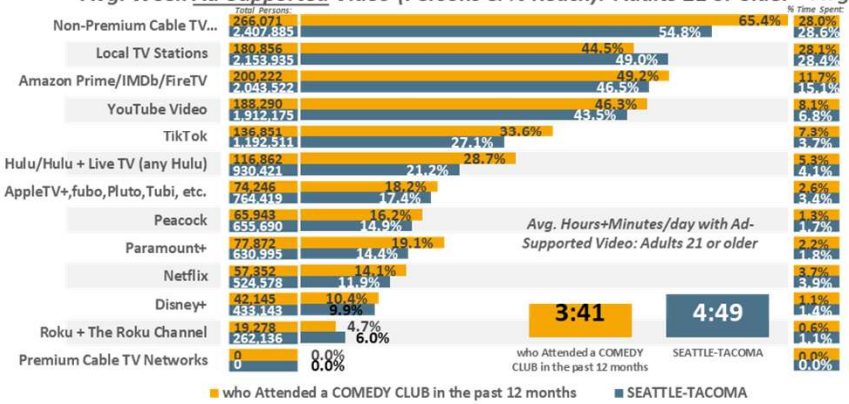
Avg. Week All Video (Persons & % Reach): Adults 21 or older



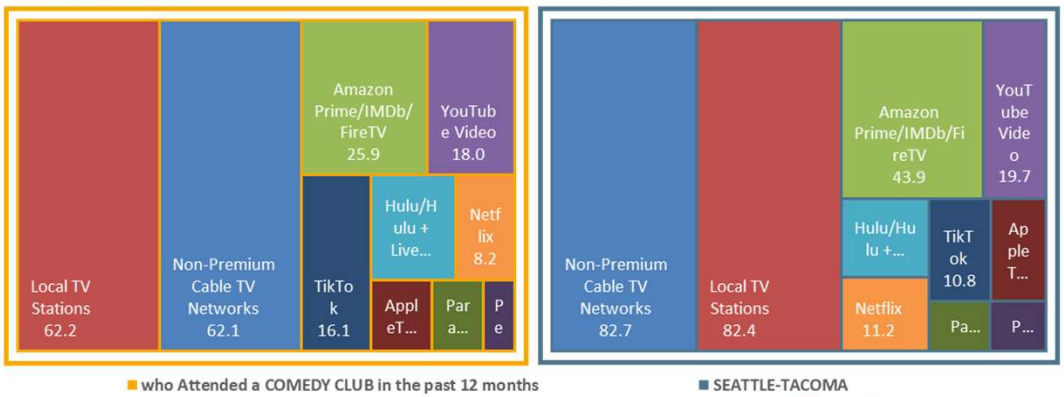
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

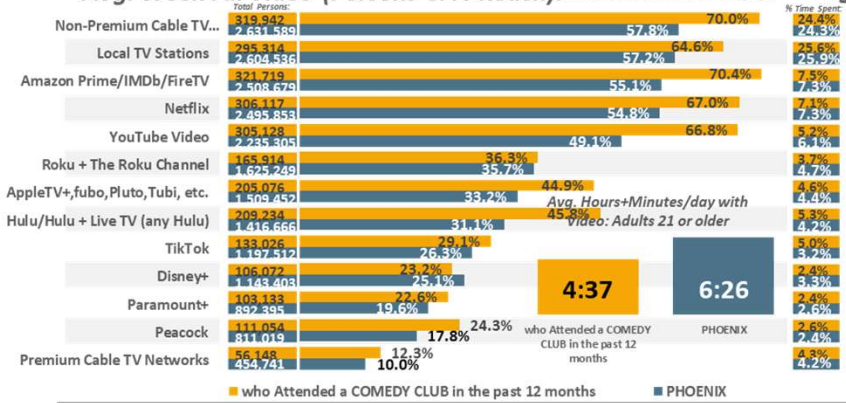
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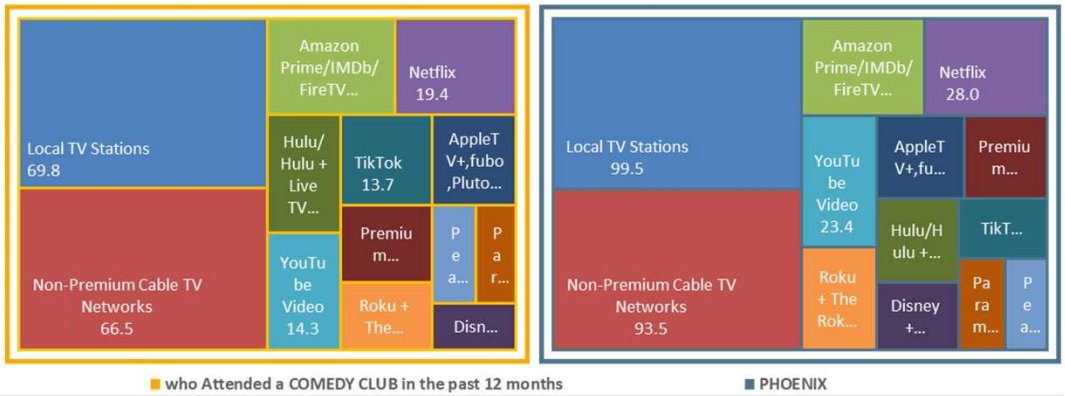
Events attended/places visited past 12 months: Comedy club

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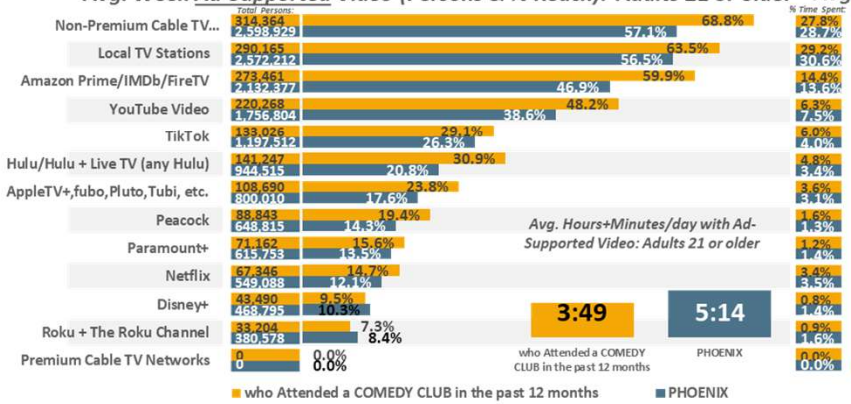
Avg. Week All Video (Persons & % Reach): Adults 21 or older



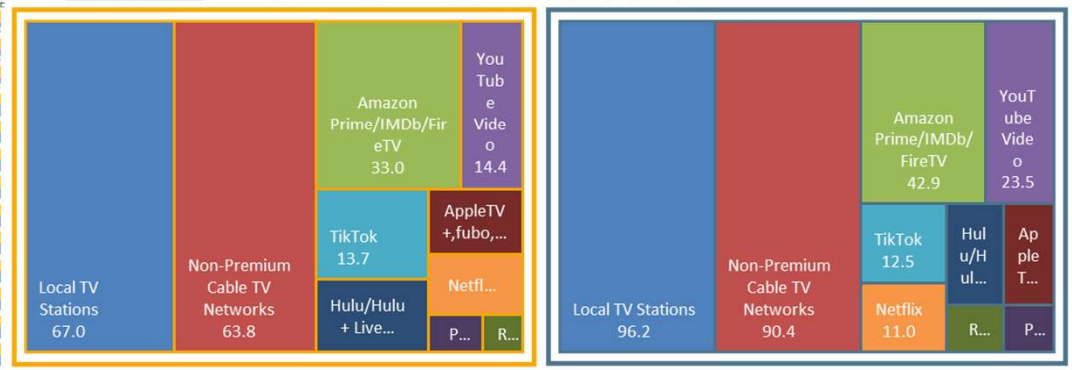
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

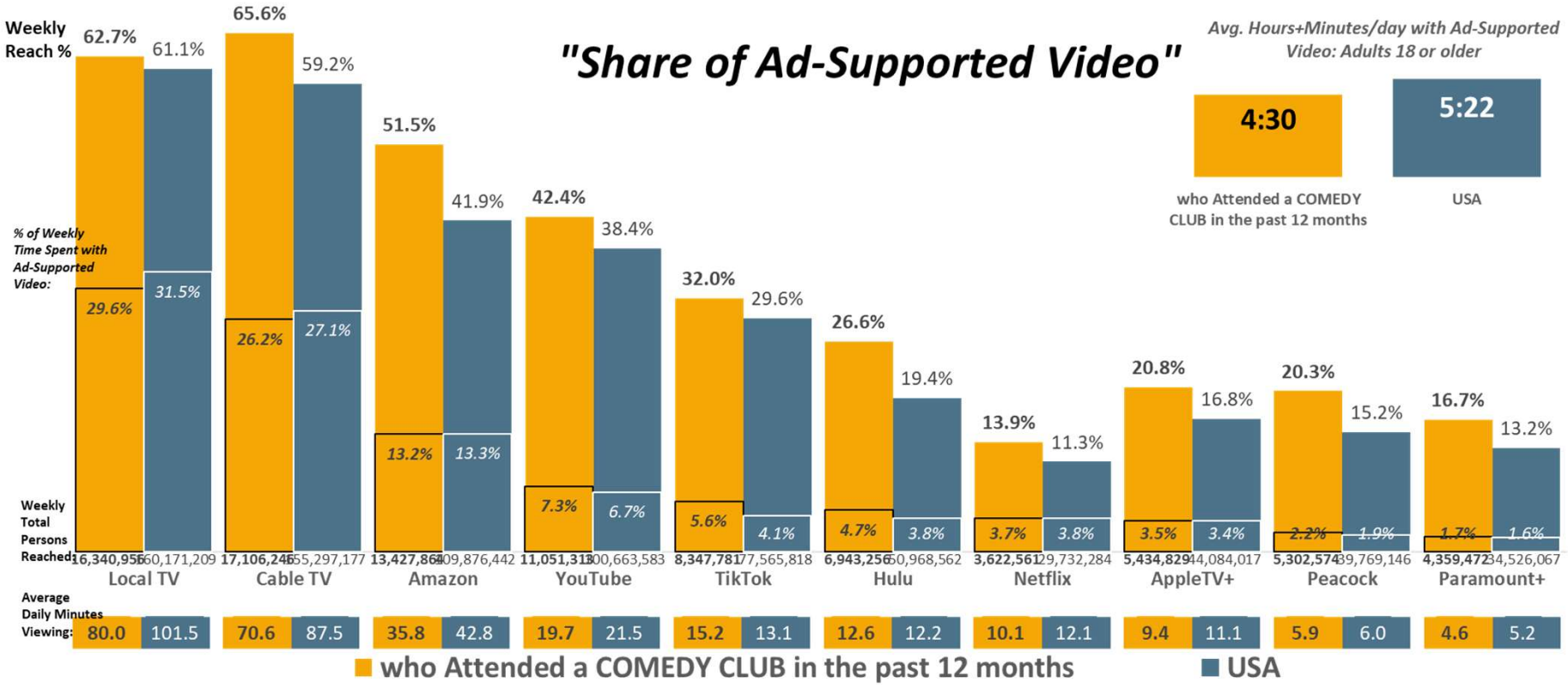
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Events attended/places visited past 12 months: Comedy club



16,340,956 or 62.7% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 80. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

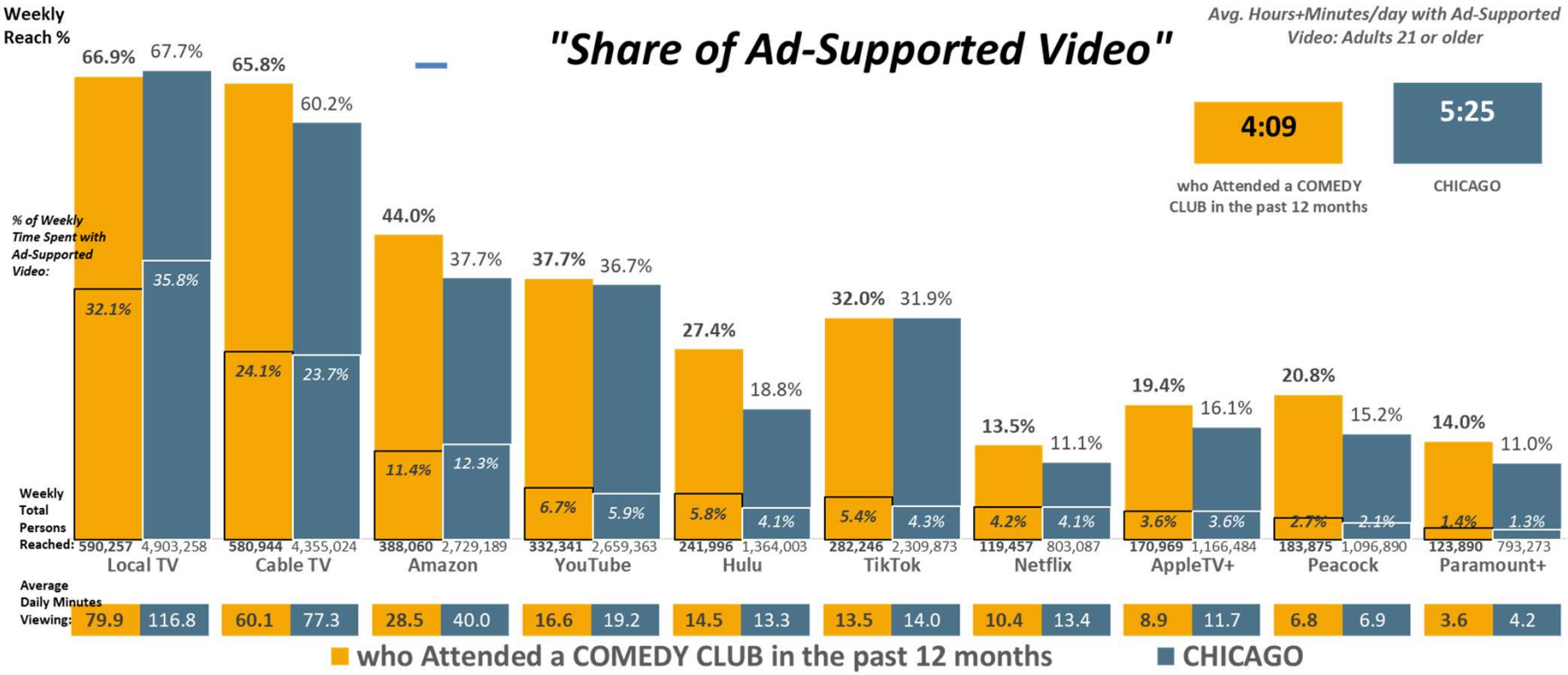
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

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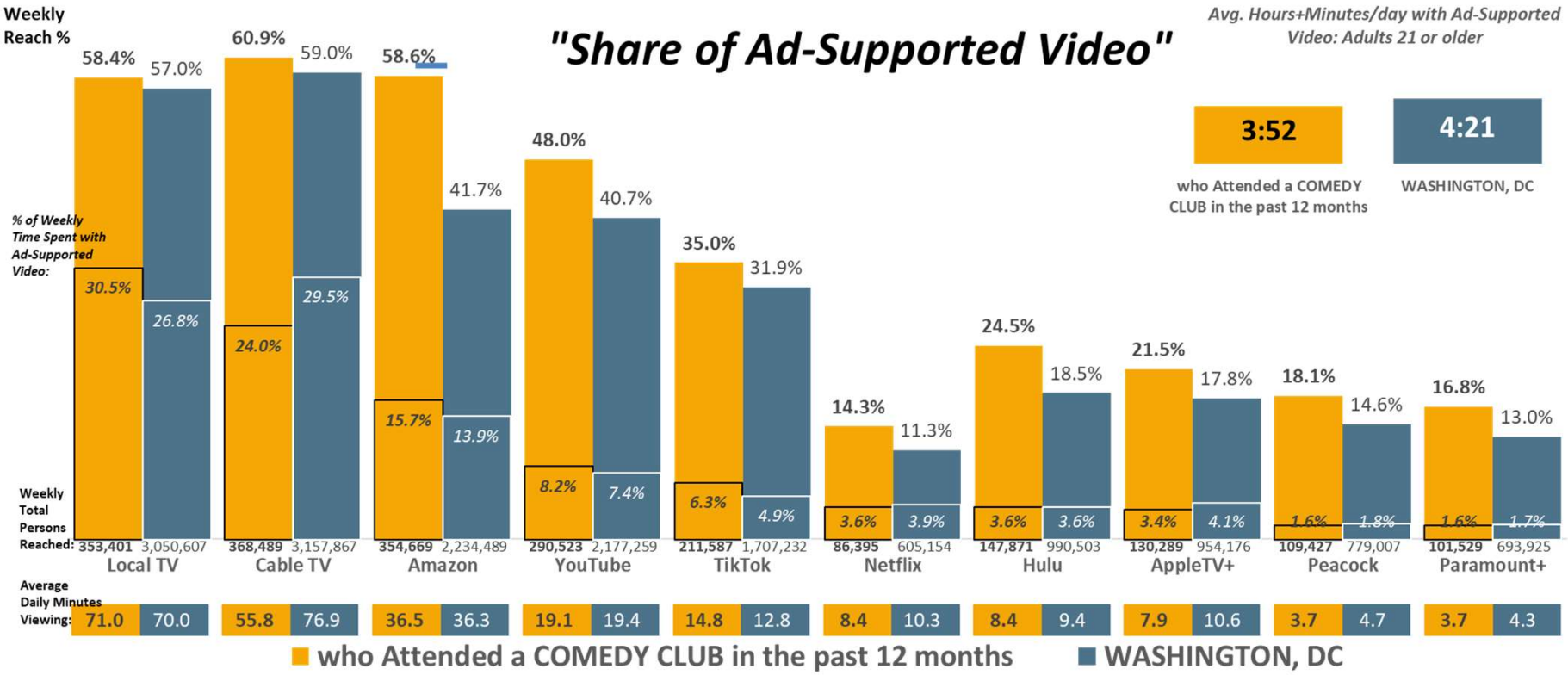
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

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Events attended/places visited past 12 months: Comedy club

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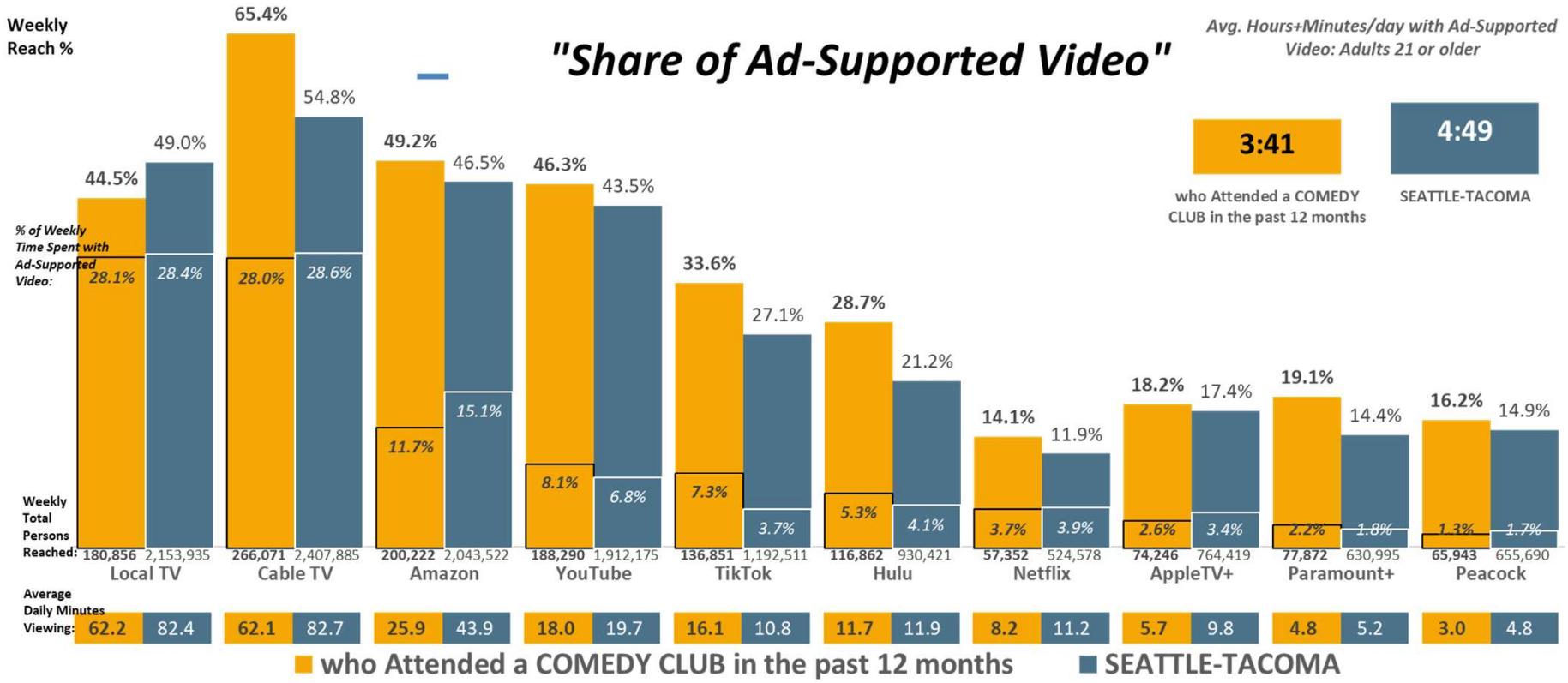
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726

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Events attended/places visited past 12 months: Comedy club

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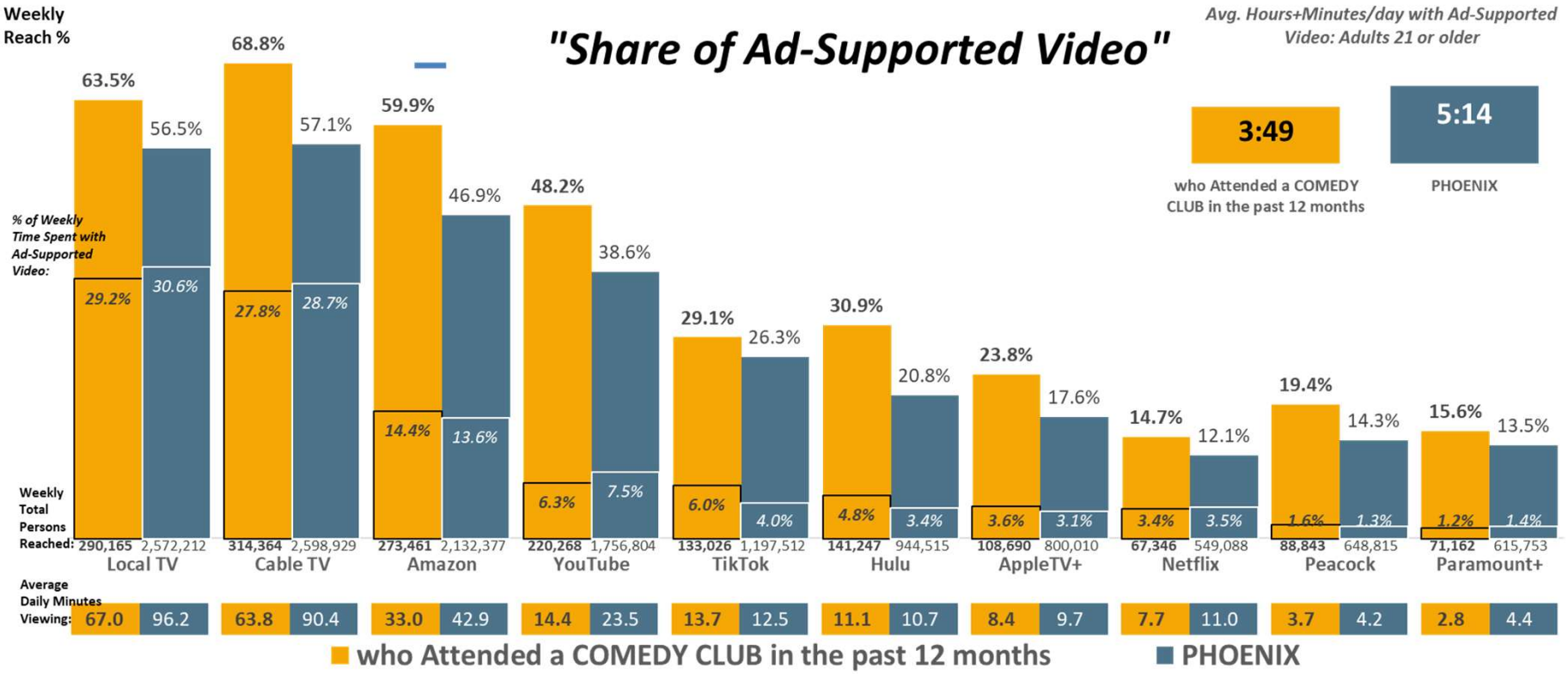
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920

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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

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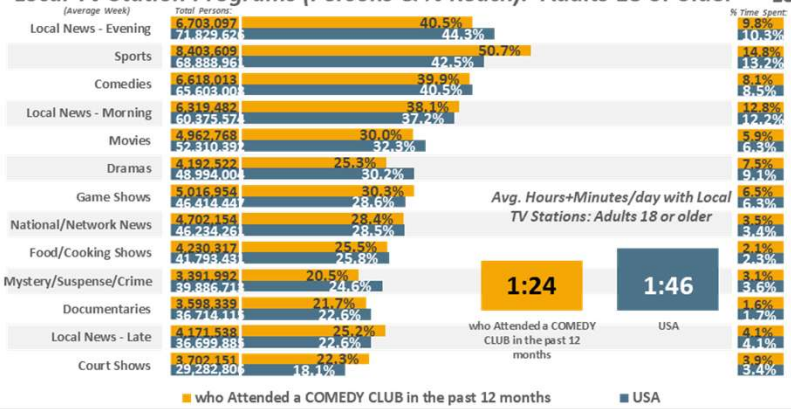
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Events attended/places visited past 12 months: Comedy club

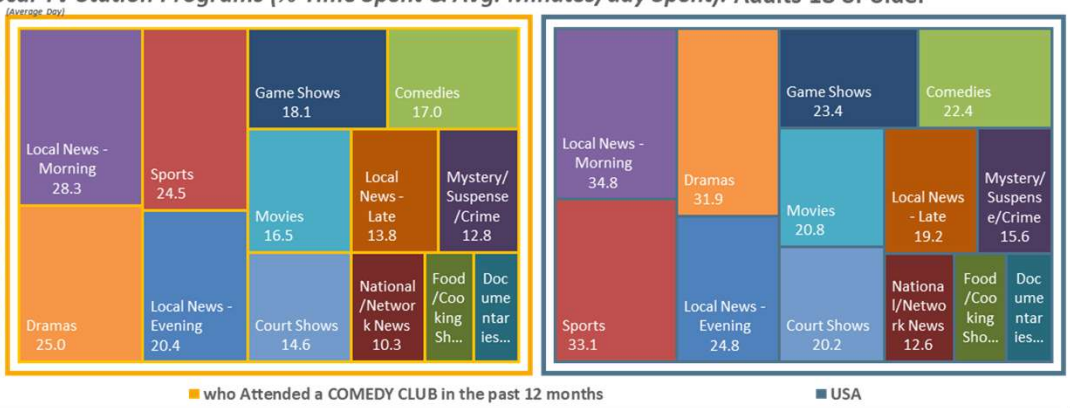


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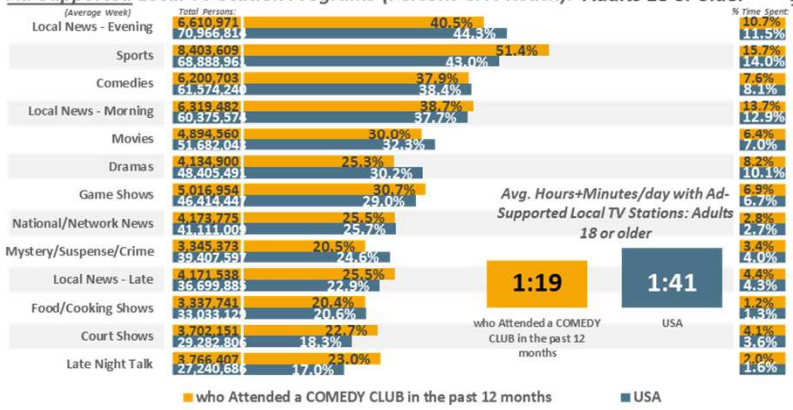
Local TV Station Programs (Persons & % Reach): Adults 18 or older



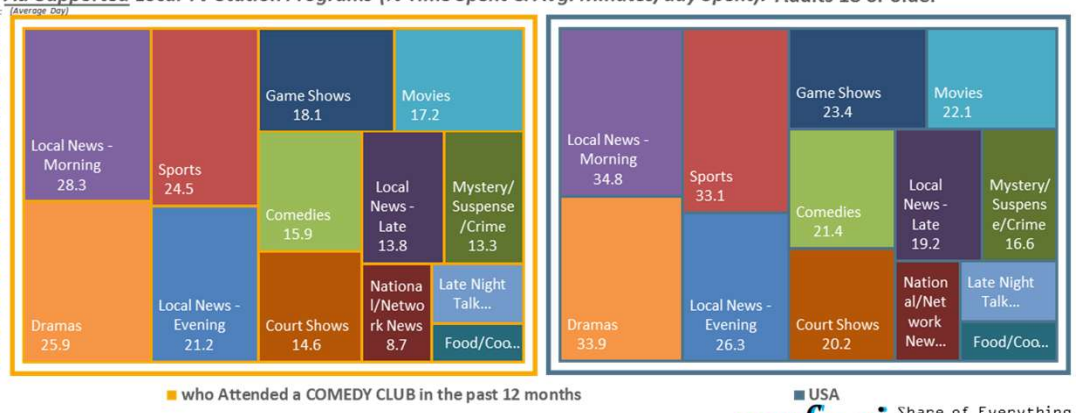
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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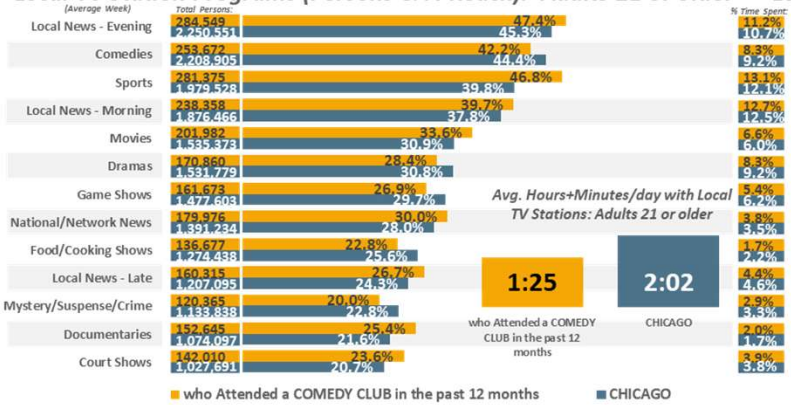
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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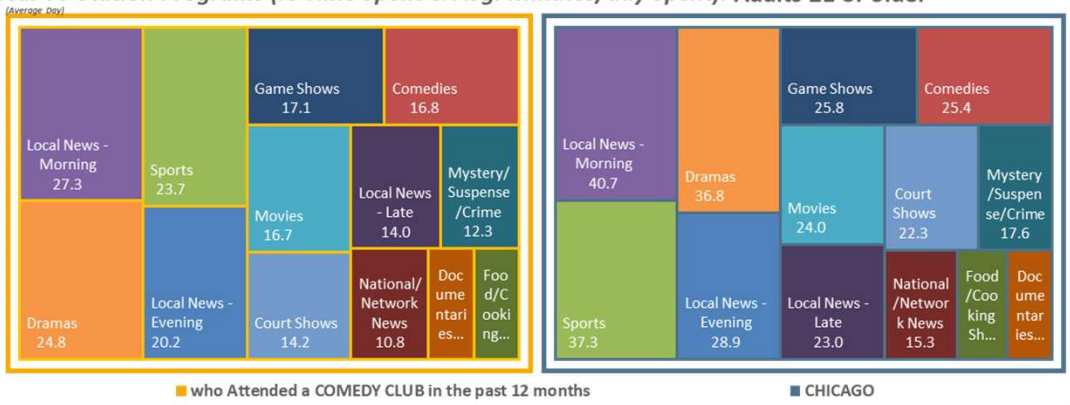
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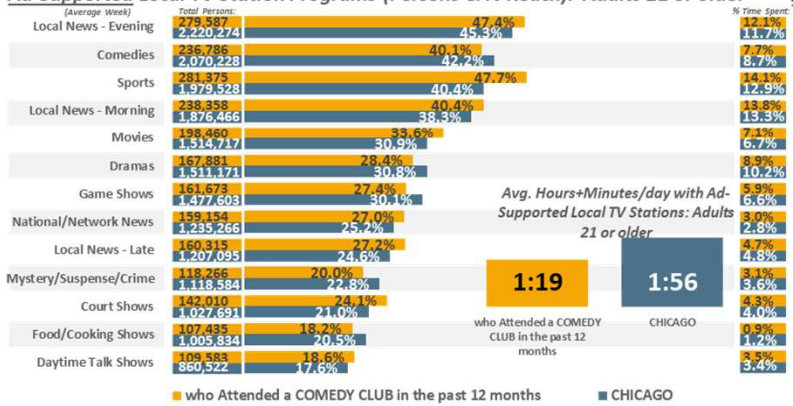
Local TV Station Programs (Persons & % Reach): Adults 21 or older



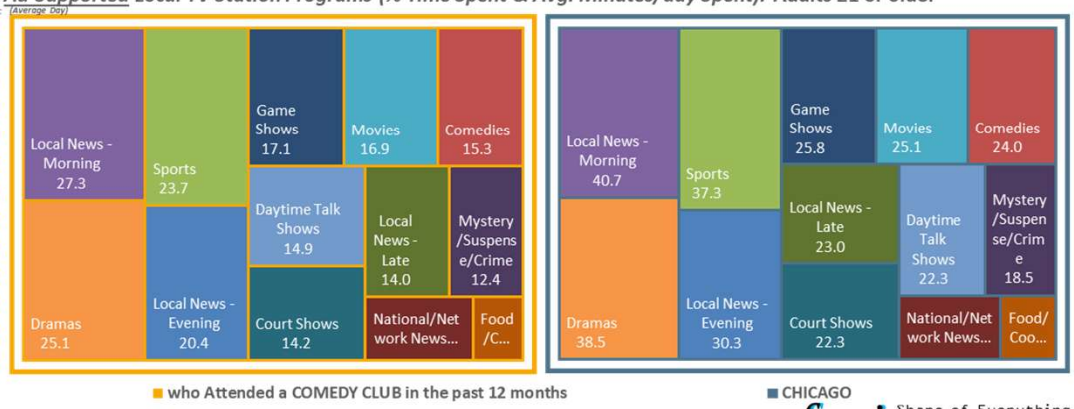
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

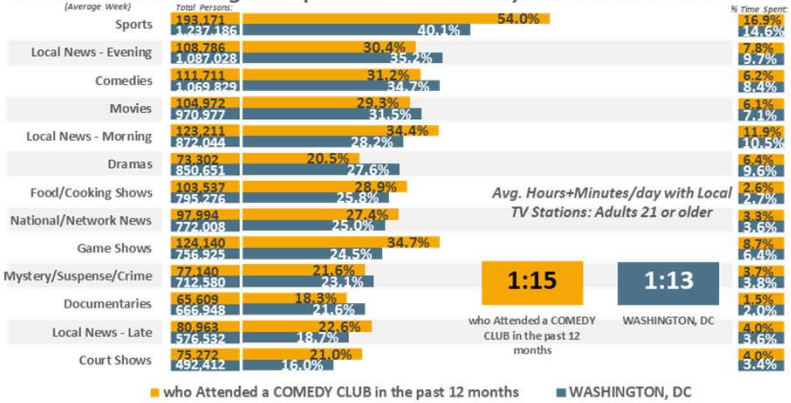
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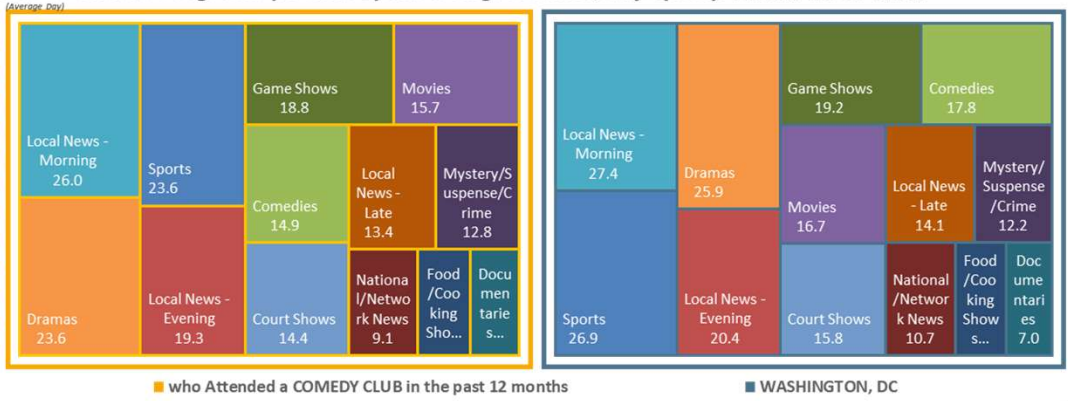
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Local TV Station Programs (Persons & % Reach): Adults 21 or older



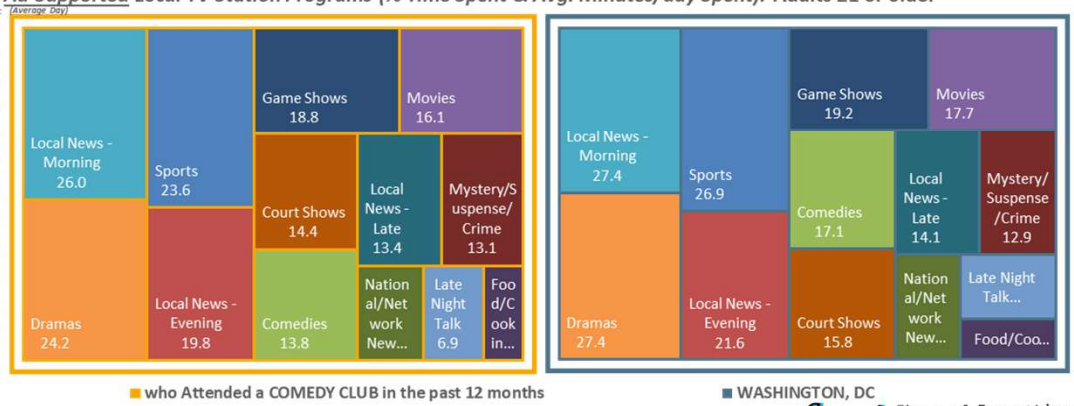
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

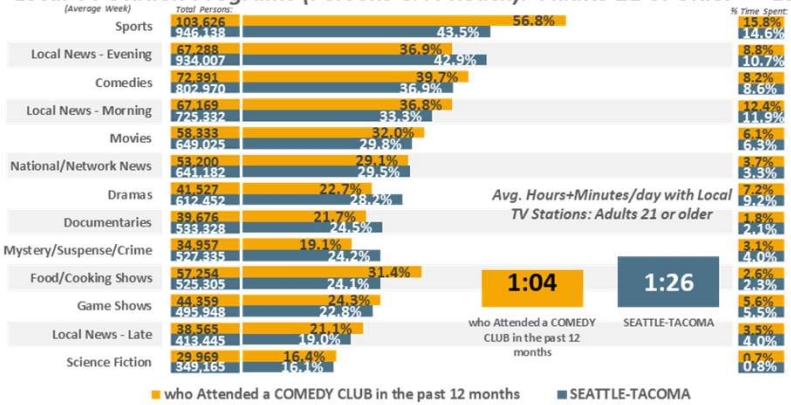
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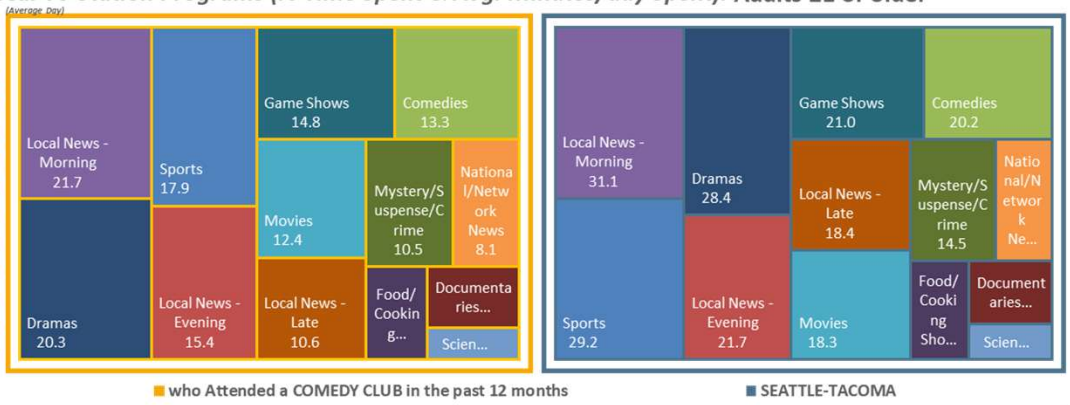
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Local TV Station Programs (Persons & % Reach): Adults 21 or older



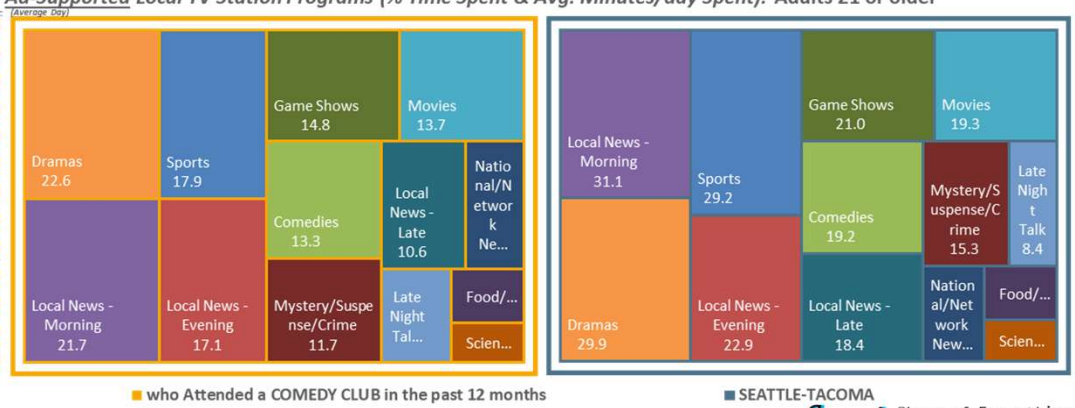
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

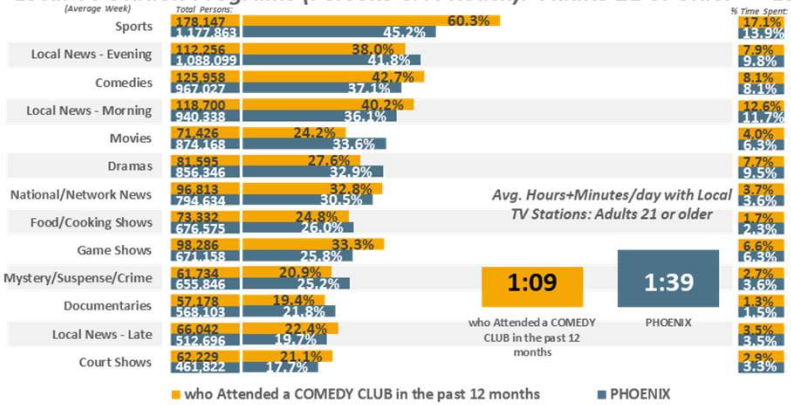
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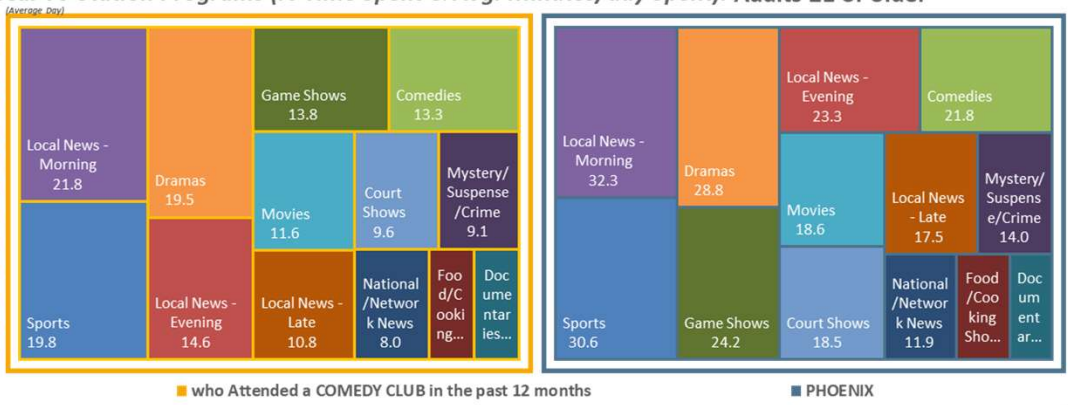
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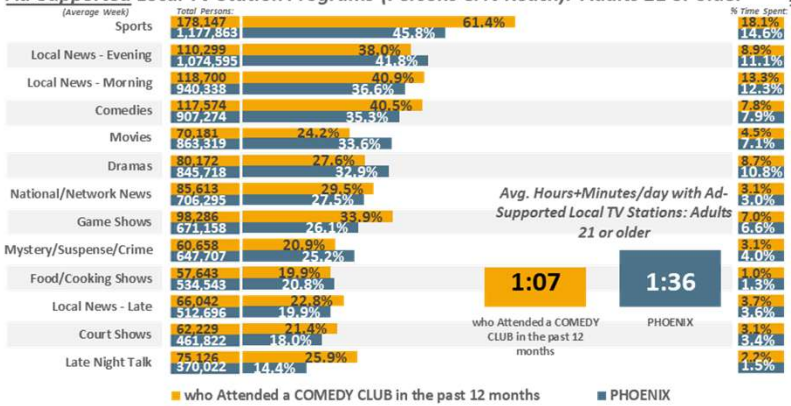
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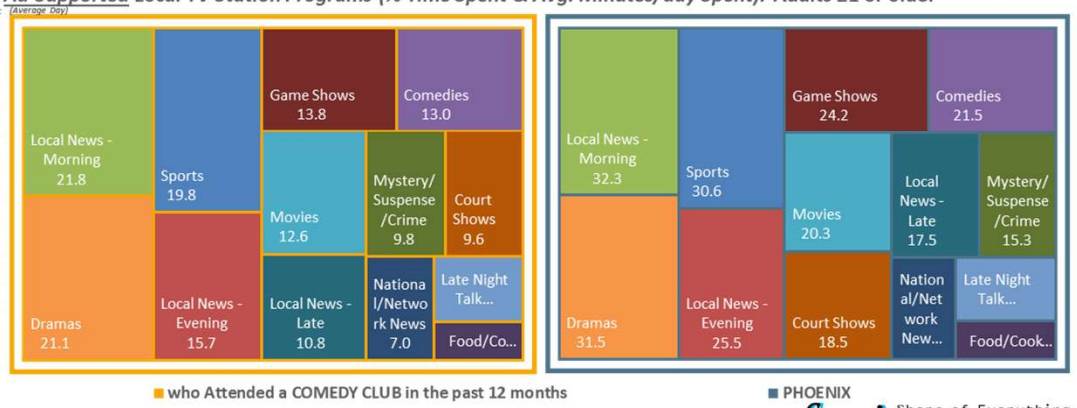
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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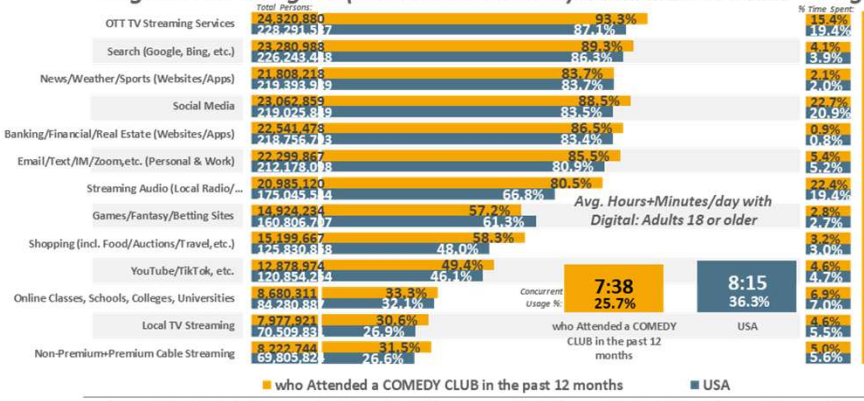
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Events attended/places visited past 12 months: Comedy club

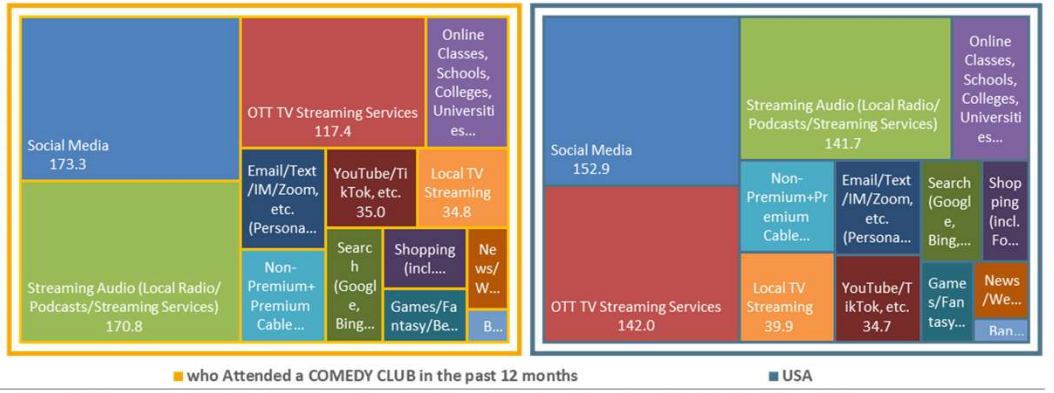


20,179,424 or 77.4% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 151.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

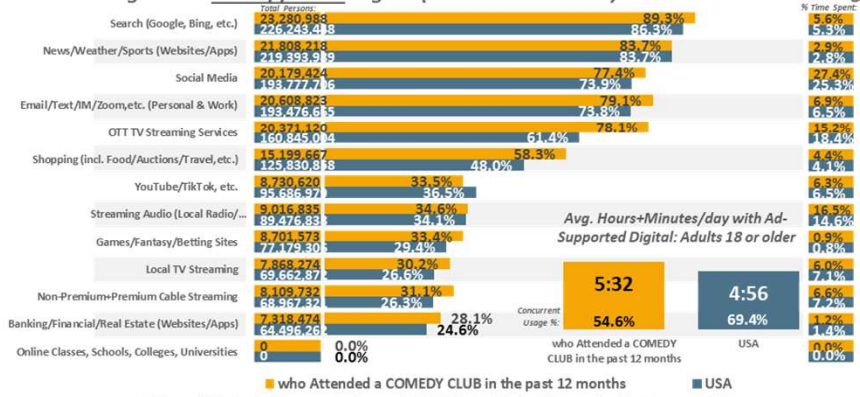
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



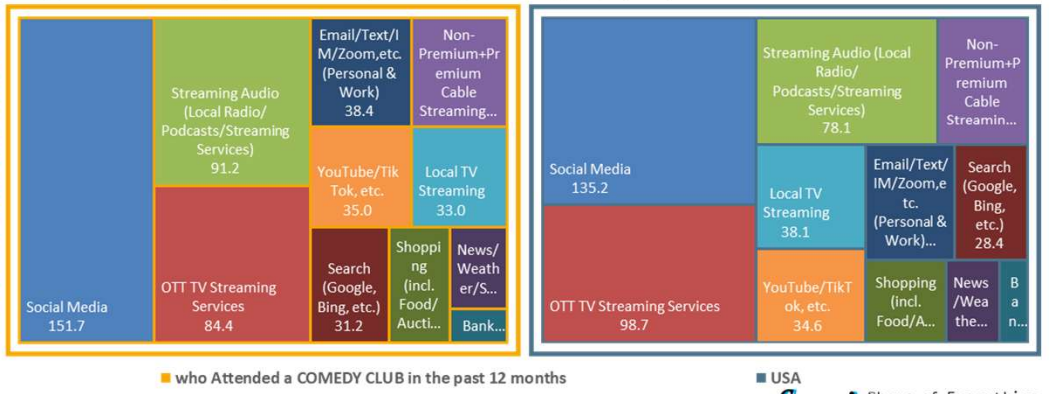
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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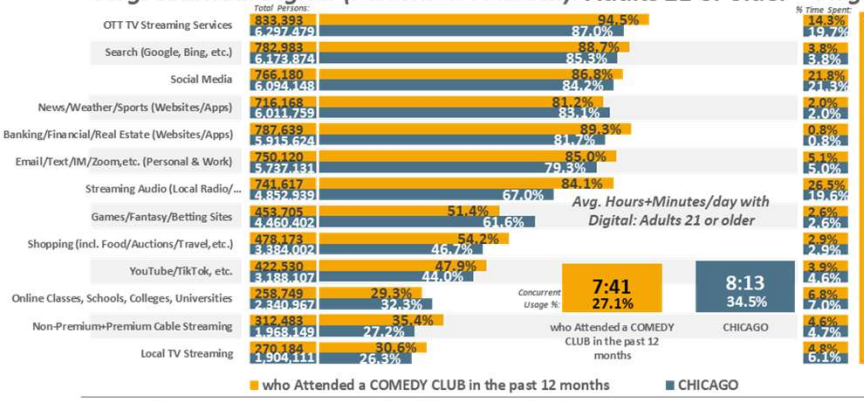
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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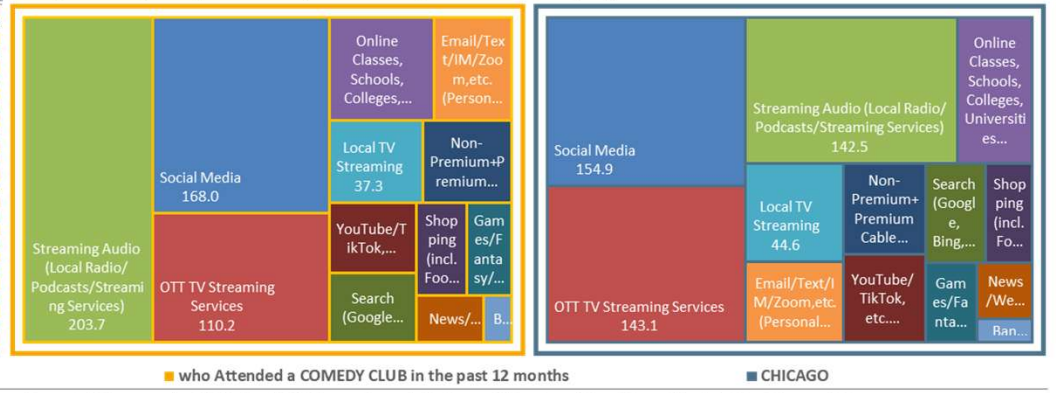
Events attended/places visited past 12 months: Comedy club

647,195 or 73.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 141.9 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

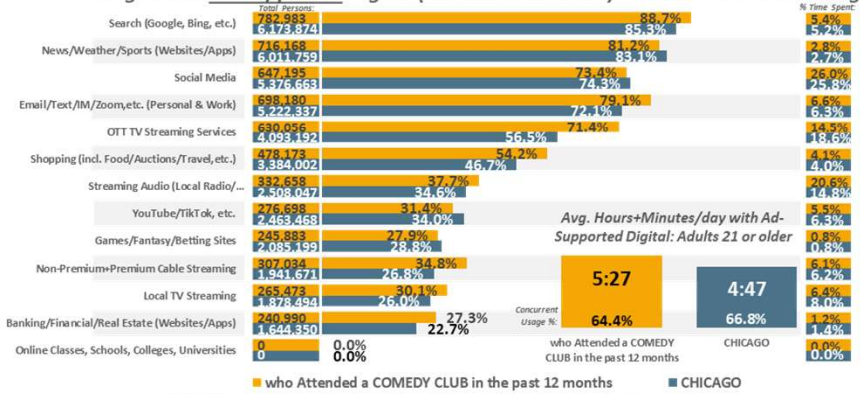
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



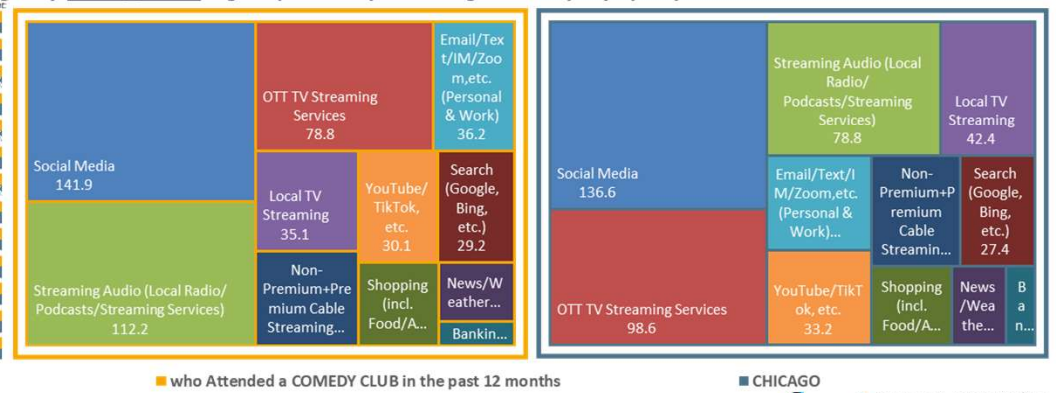
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

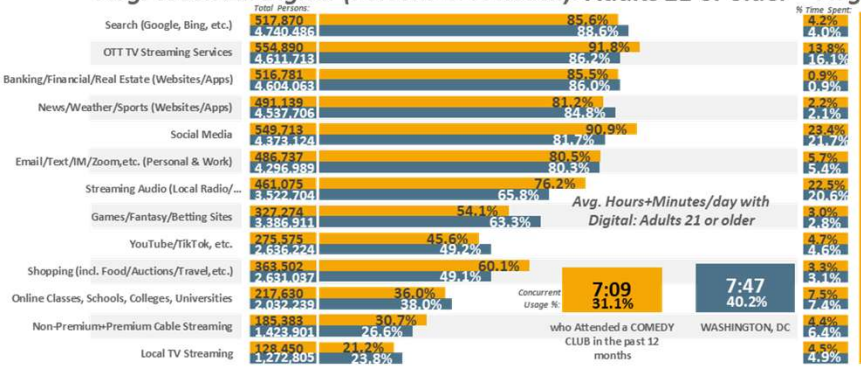
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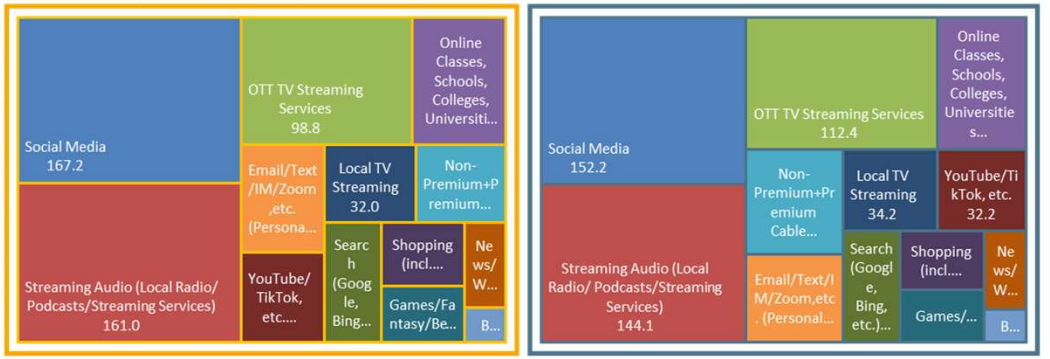
Events attended/places visited past 12 months: Comedy club

502,302 or 83.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 152.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

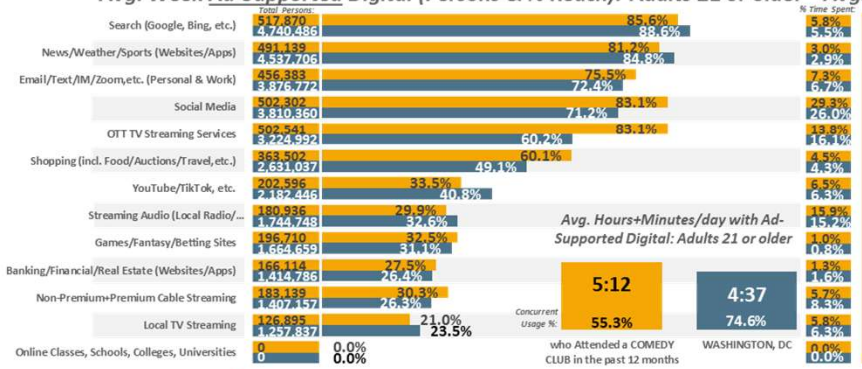
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



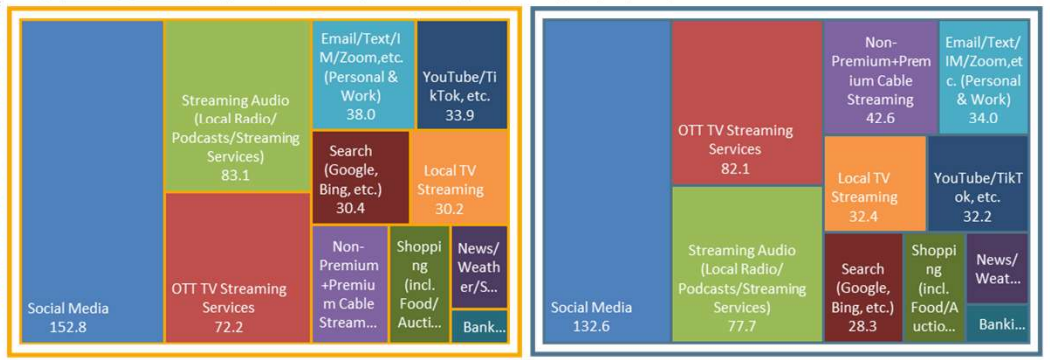
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

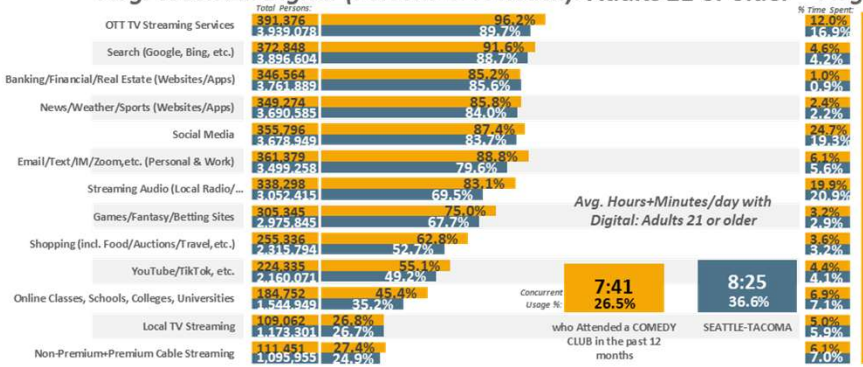
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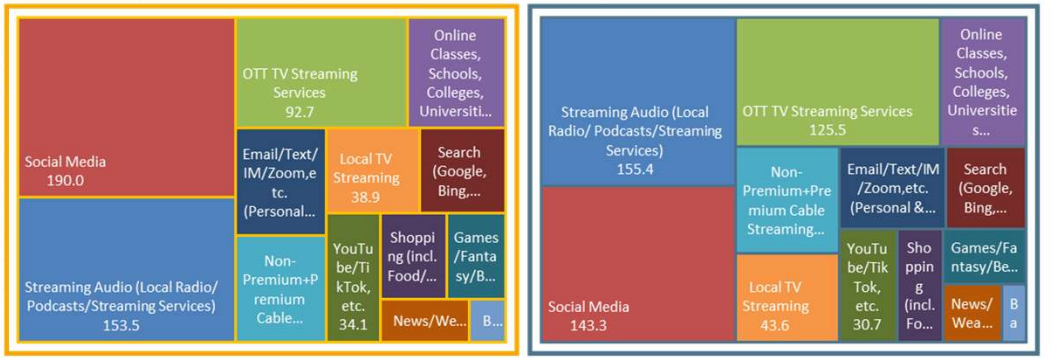
Events attended/places visited past 12 months: Comedy club

313,205 or 77.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 167.3 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

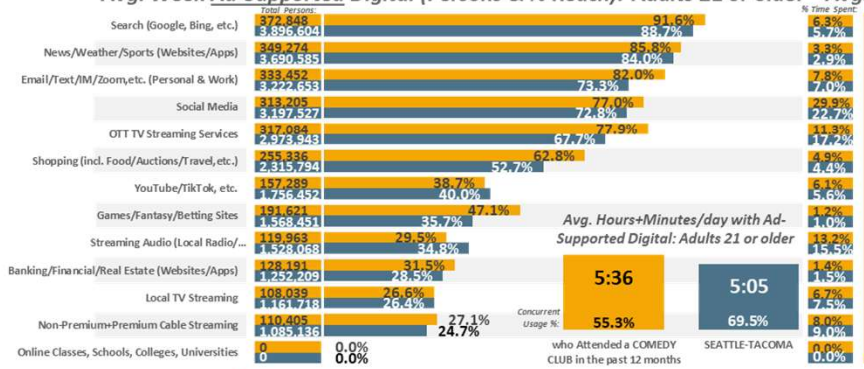
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



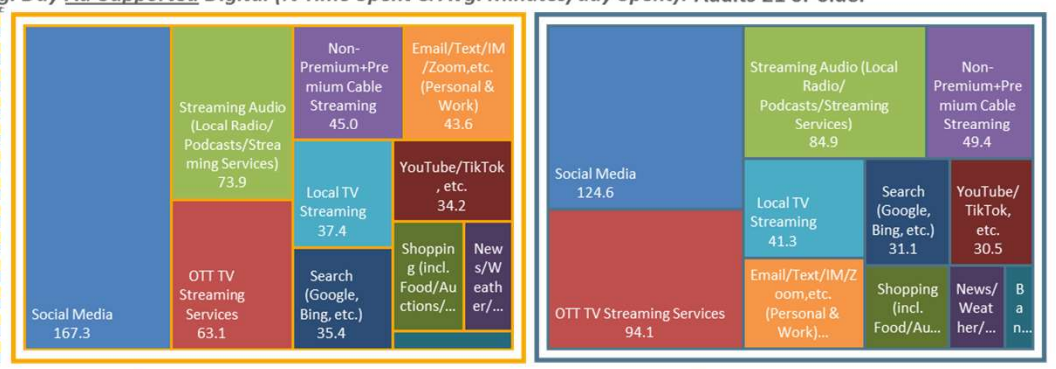
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

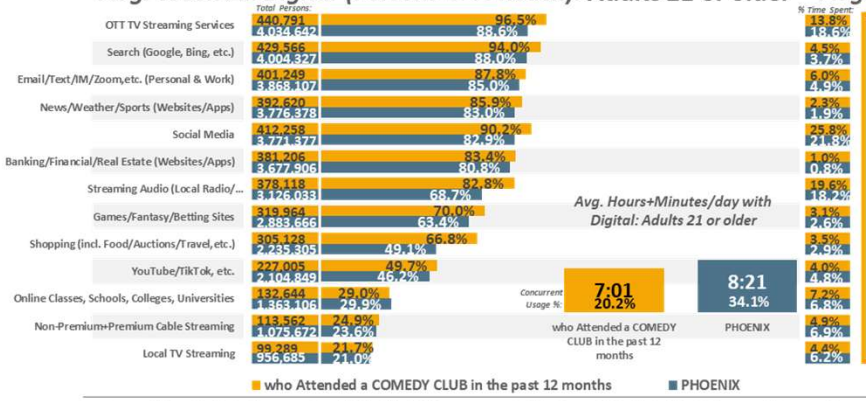
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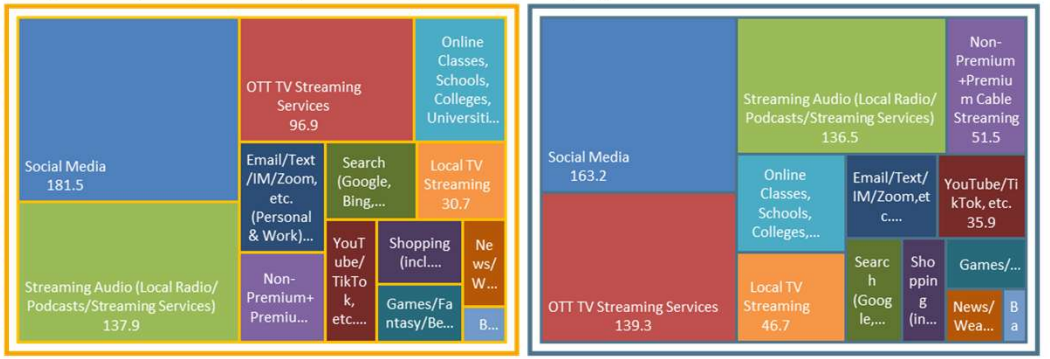
Events attended/places visited past 12 months: Comedy club

365,911 or 80.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 161.1 minutes every day representing 31.2% of all time spent daily with Ad-Supported Digital Media.

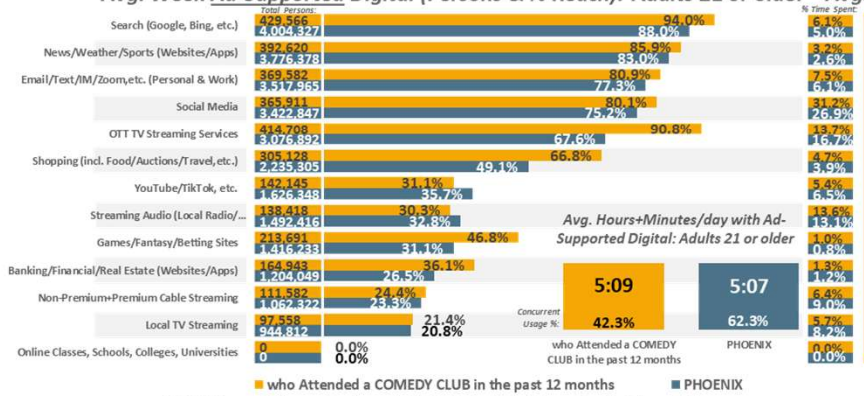
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



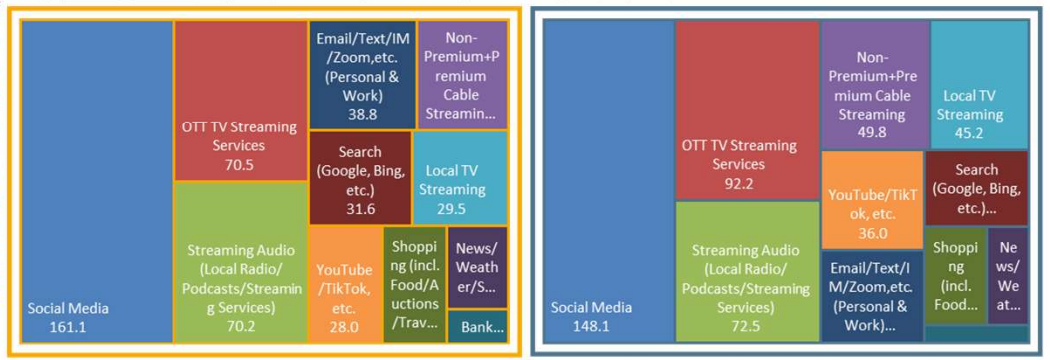
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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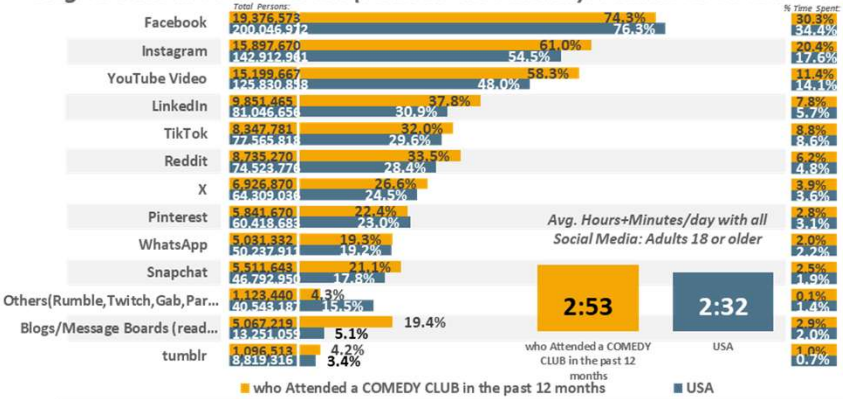
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Events attended/places visited past 12 months: Comedy club

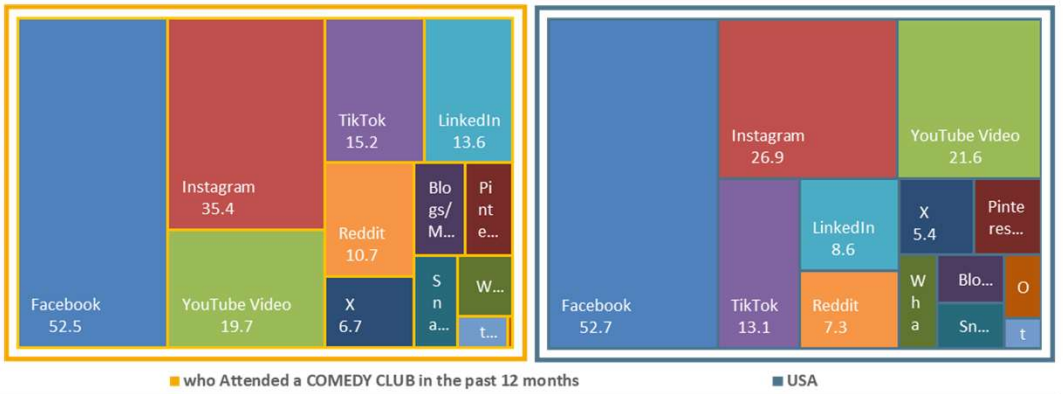


19,376,573 or 74.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 53.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

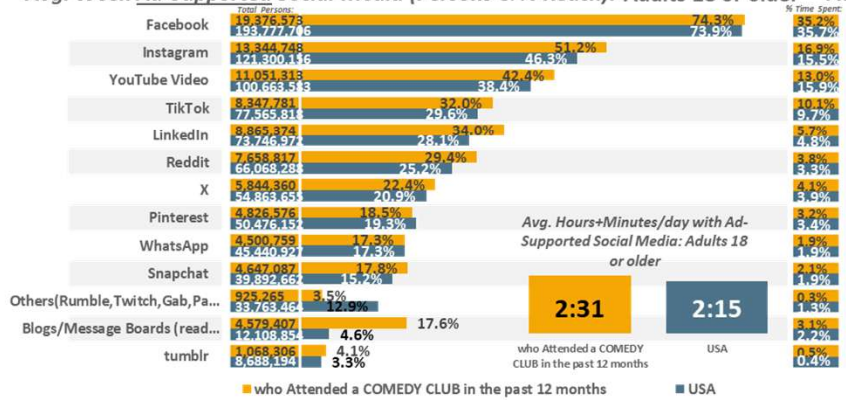
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



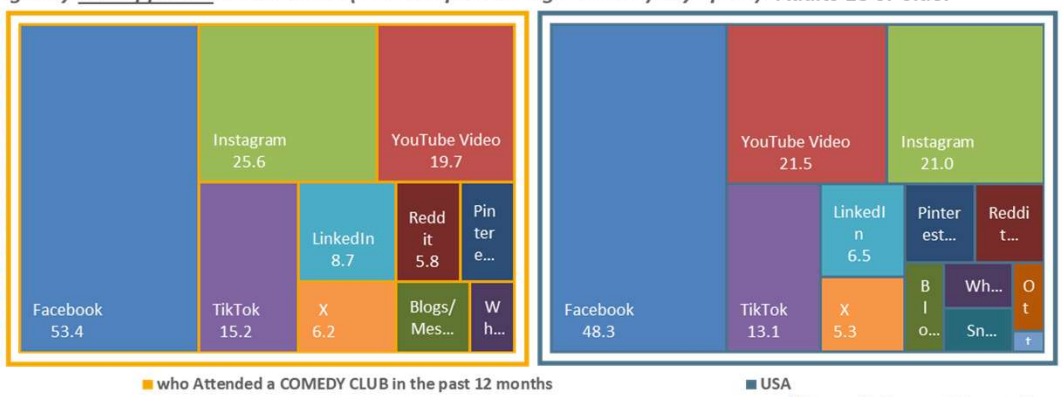
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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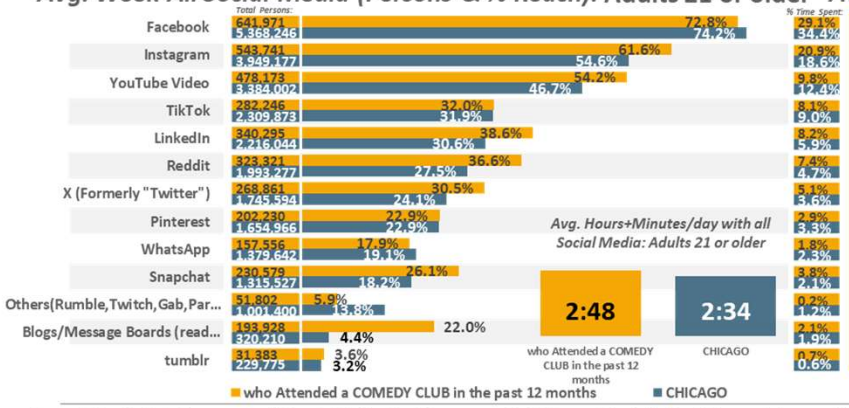
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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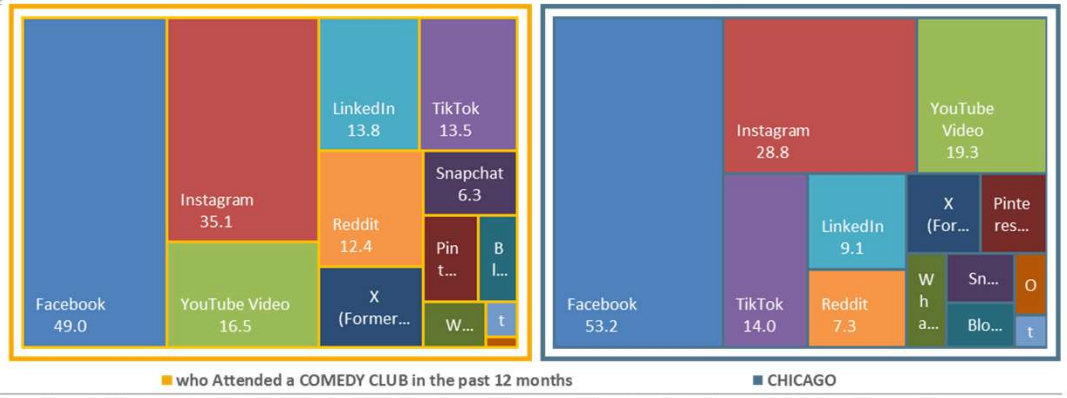
Events attended/places visited past 12 months: Comedy club

641,971 or 72.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 51. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

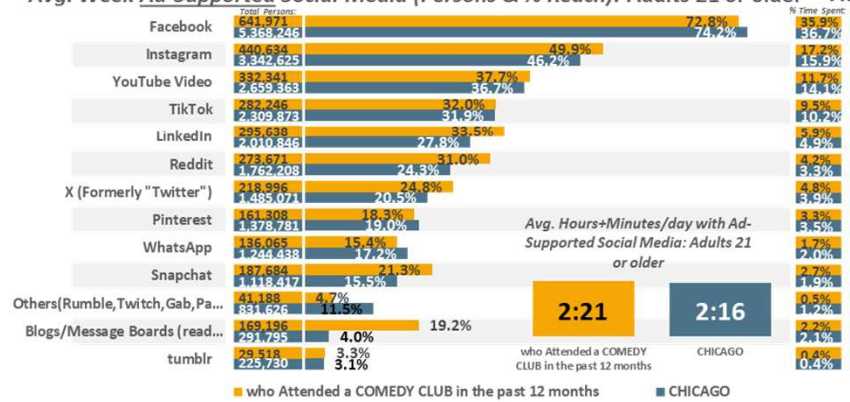
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



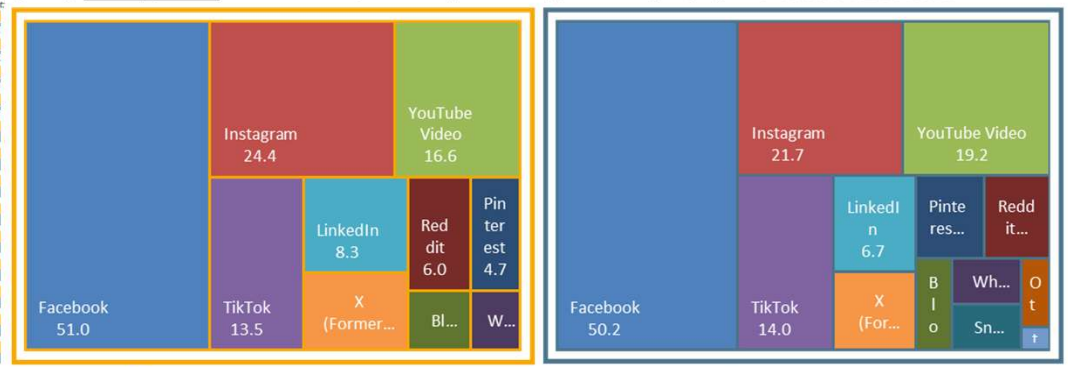
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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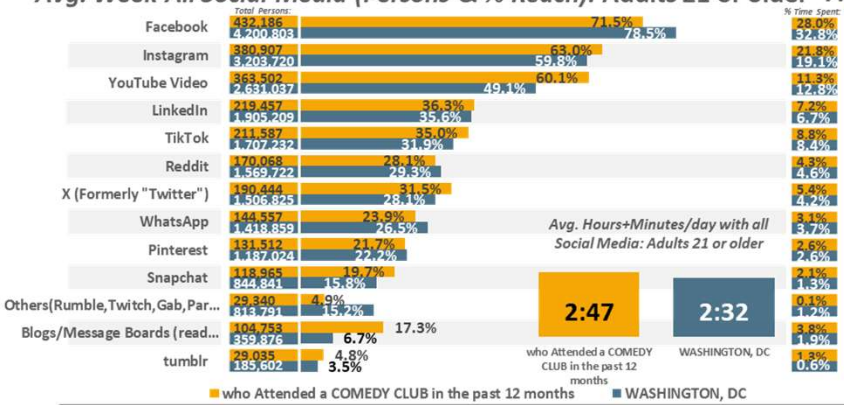
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Events attended/places visited past 12 months: Comedy club

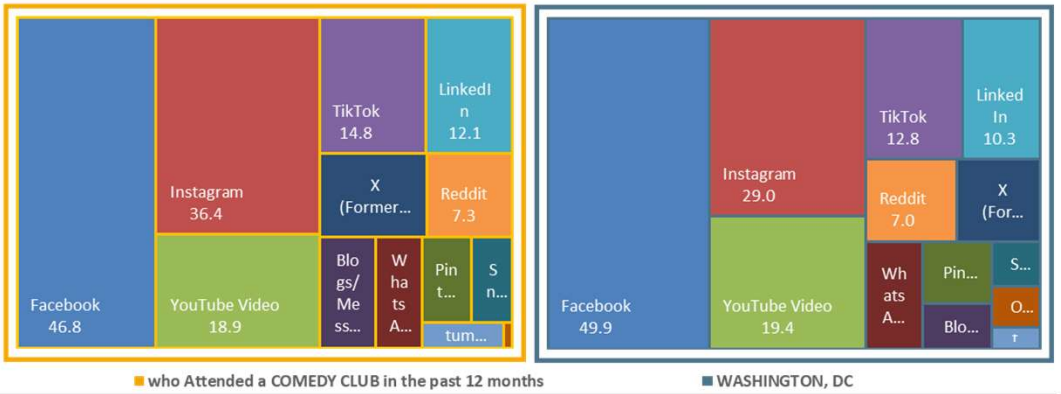


432,186 or 71.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 50.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

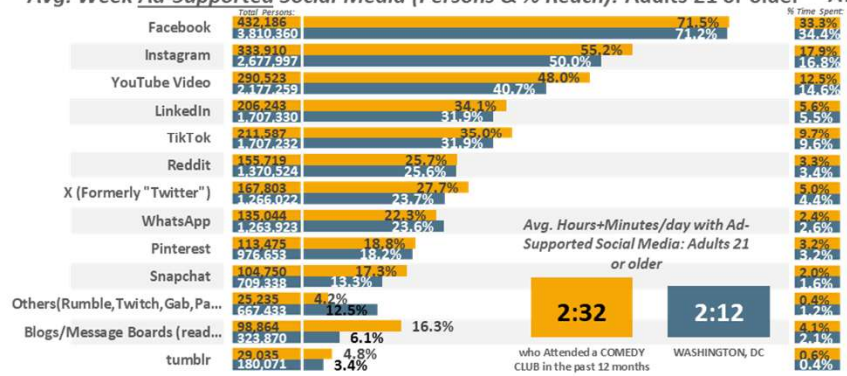
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



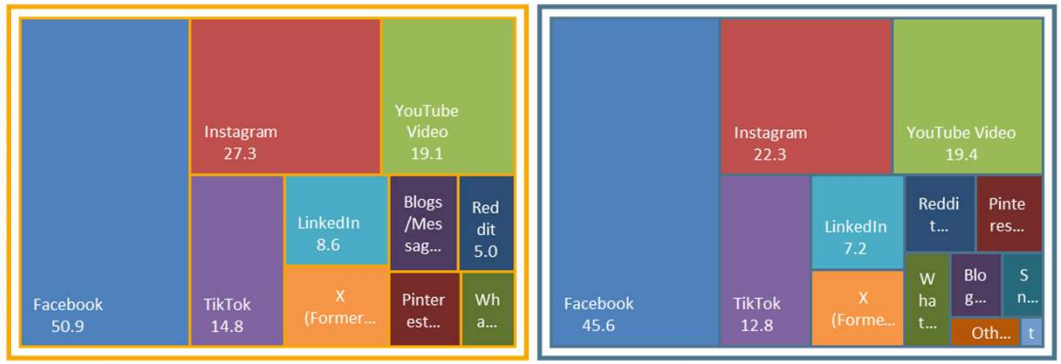
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

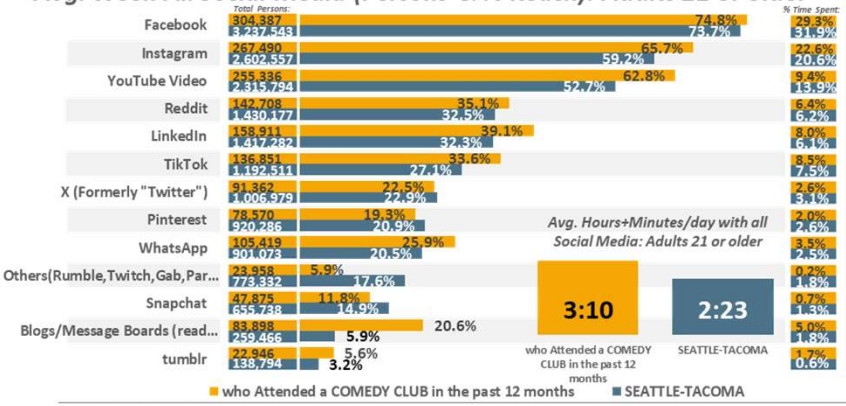
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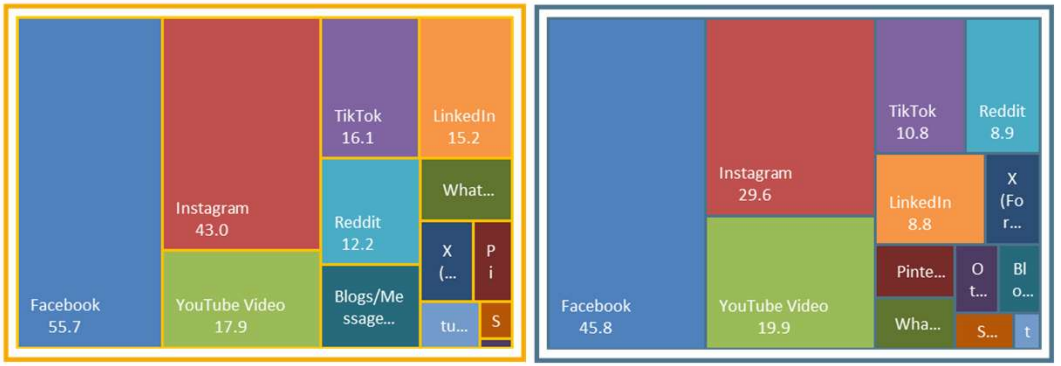
Events attended/places visited past 12 months: Comedy club

304,387 or 74.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 58.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

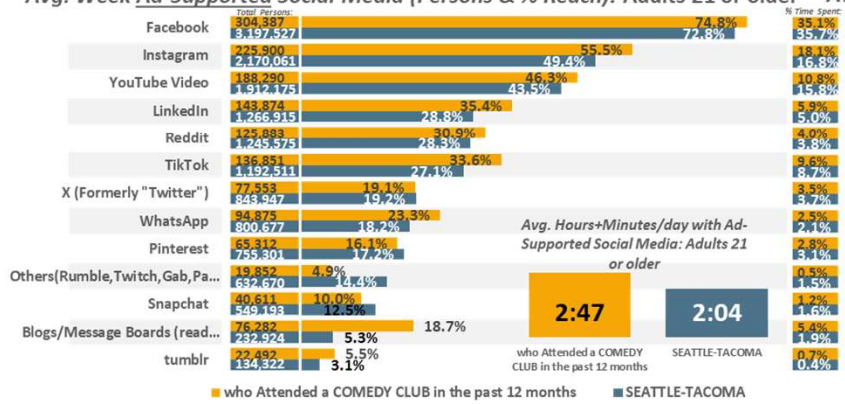
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



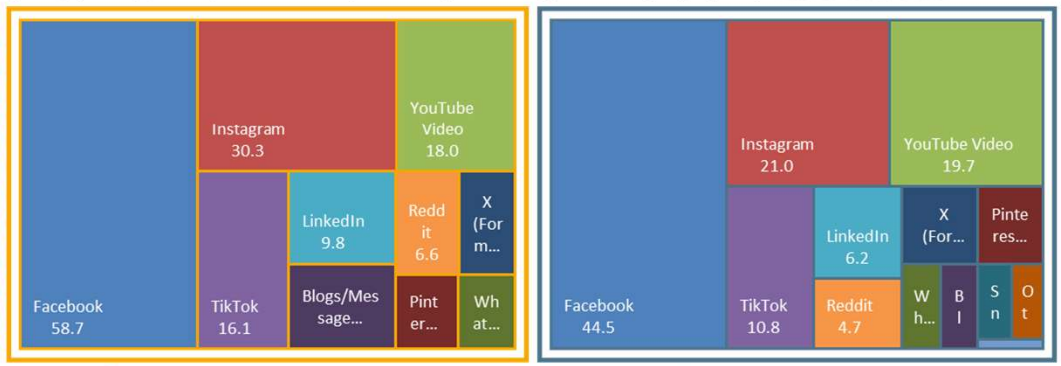
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

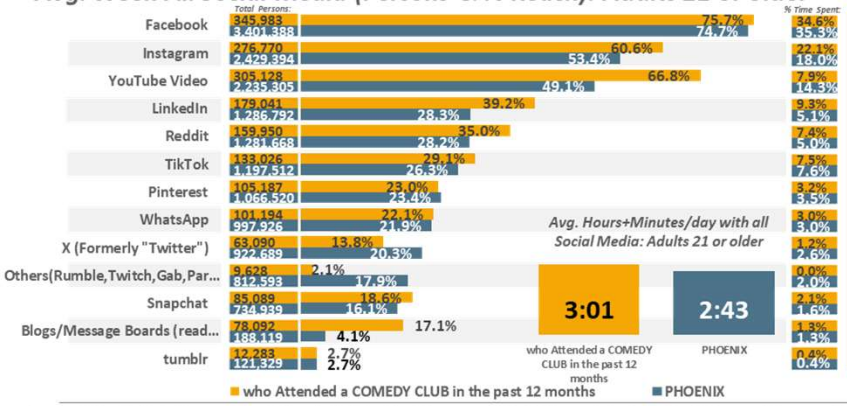
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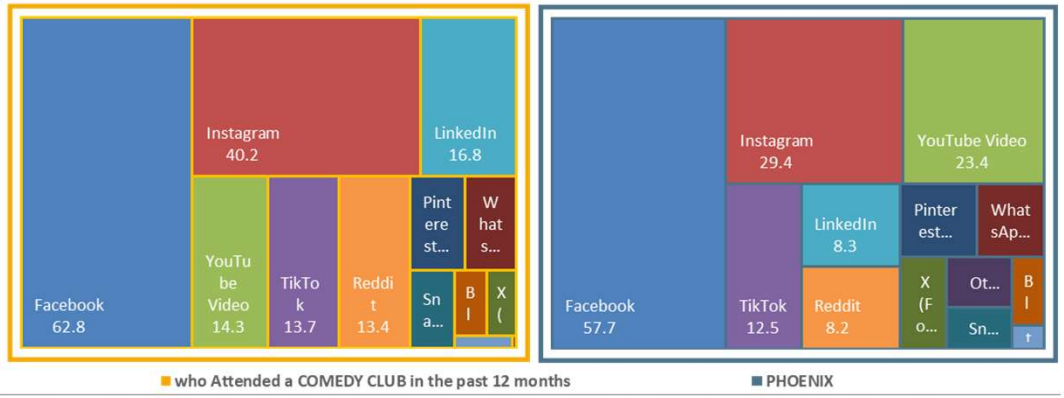
Events attended/places visited past 12 months: Comedy club

345,983 or 75.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 64.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

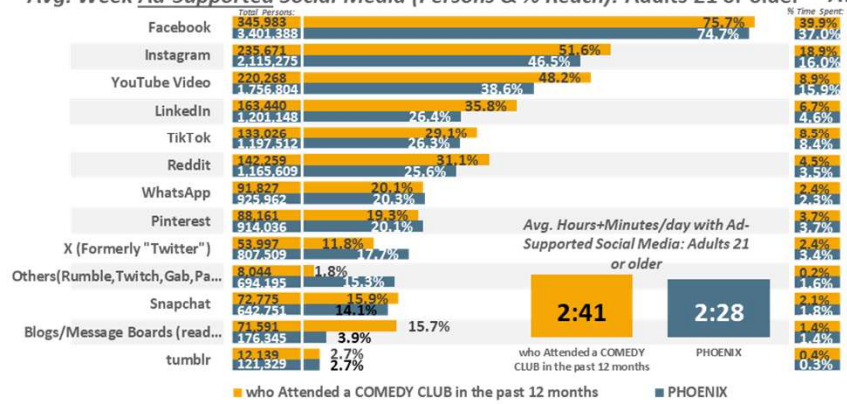
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



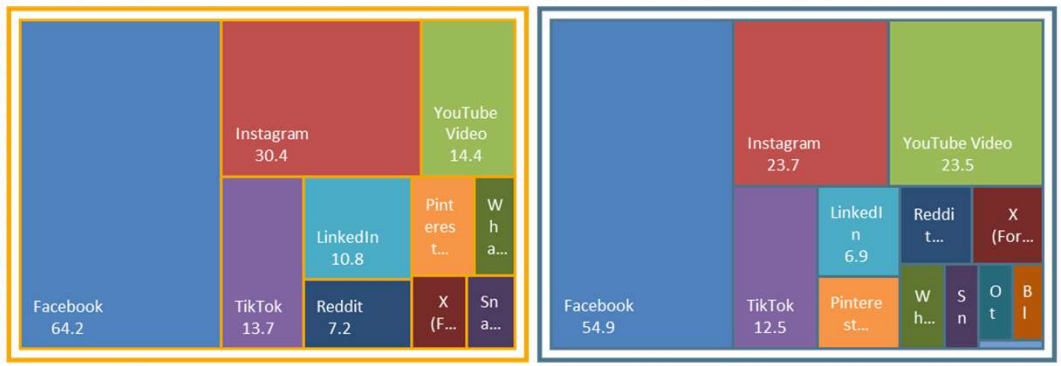
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

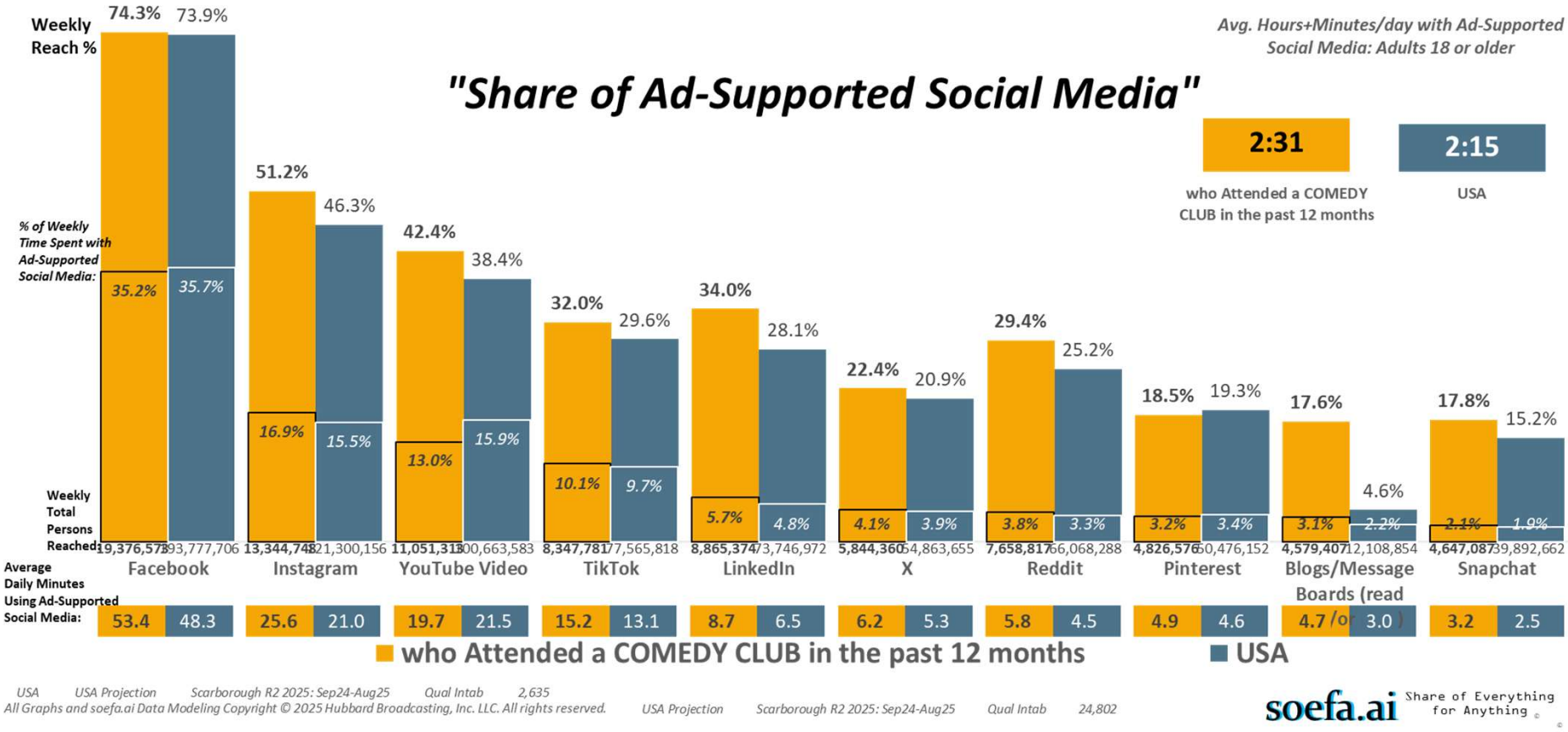
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Events attended/places visited past 12 months: Comedy club



19,376,573 or 74.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 53.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

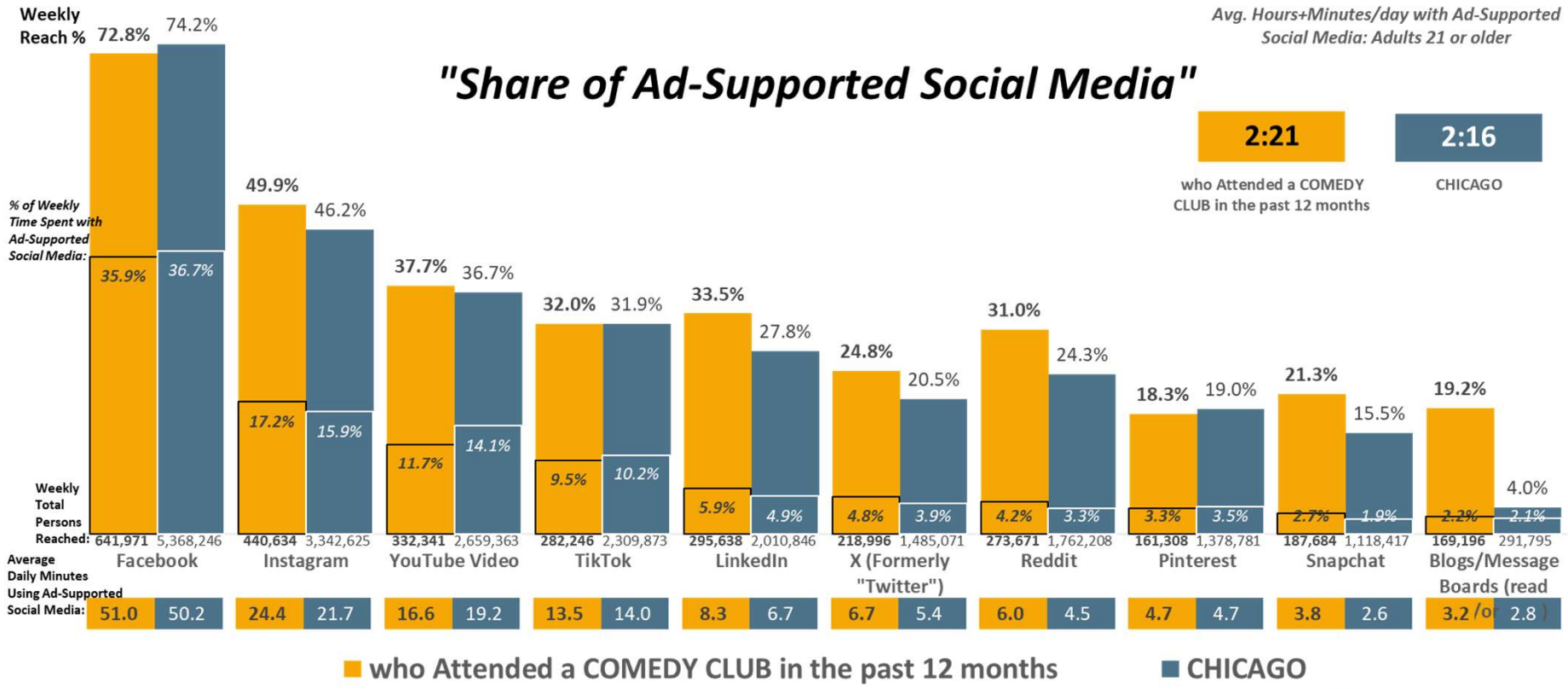
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

641,971 or 72.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 51. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

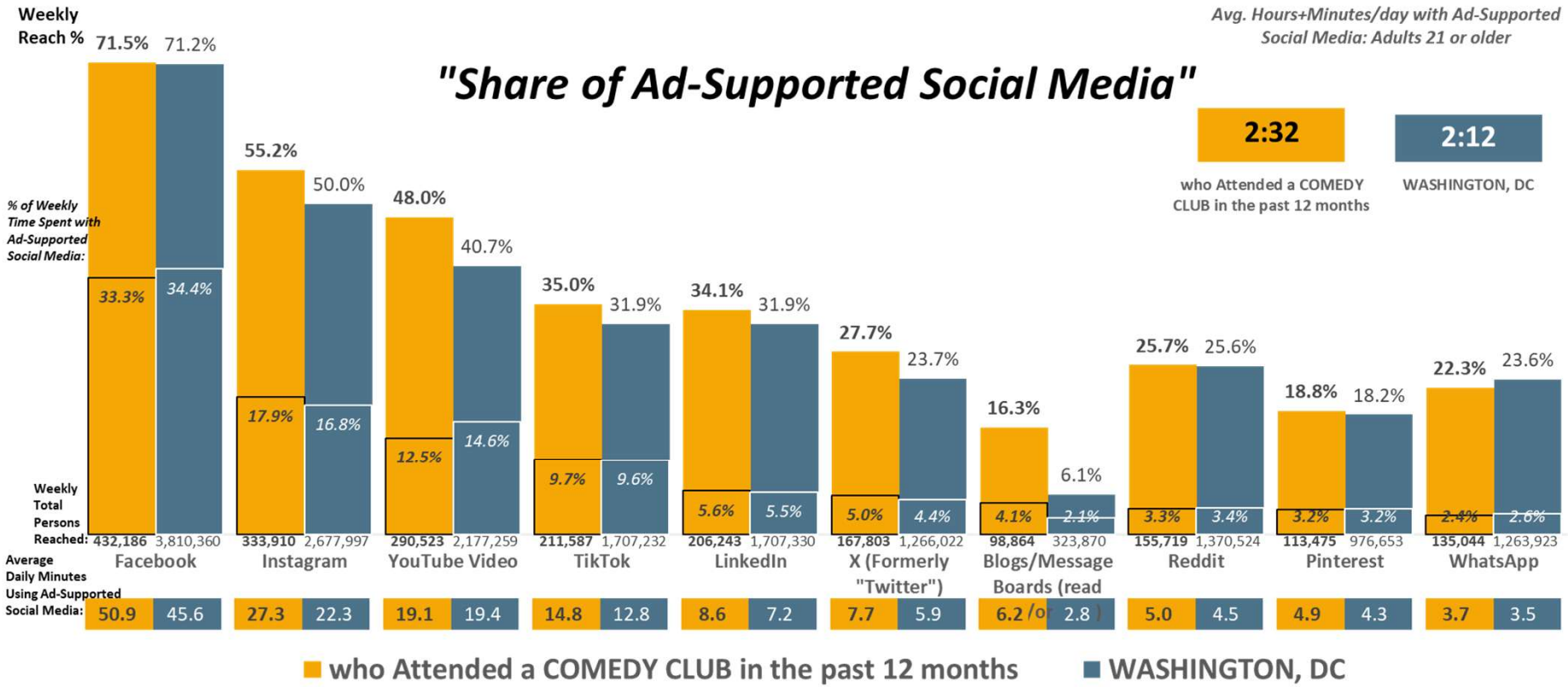
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Events attended/places visited past 12 months: Comedy club



432,186 or 71.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 50.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



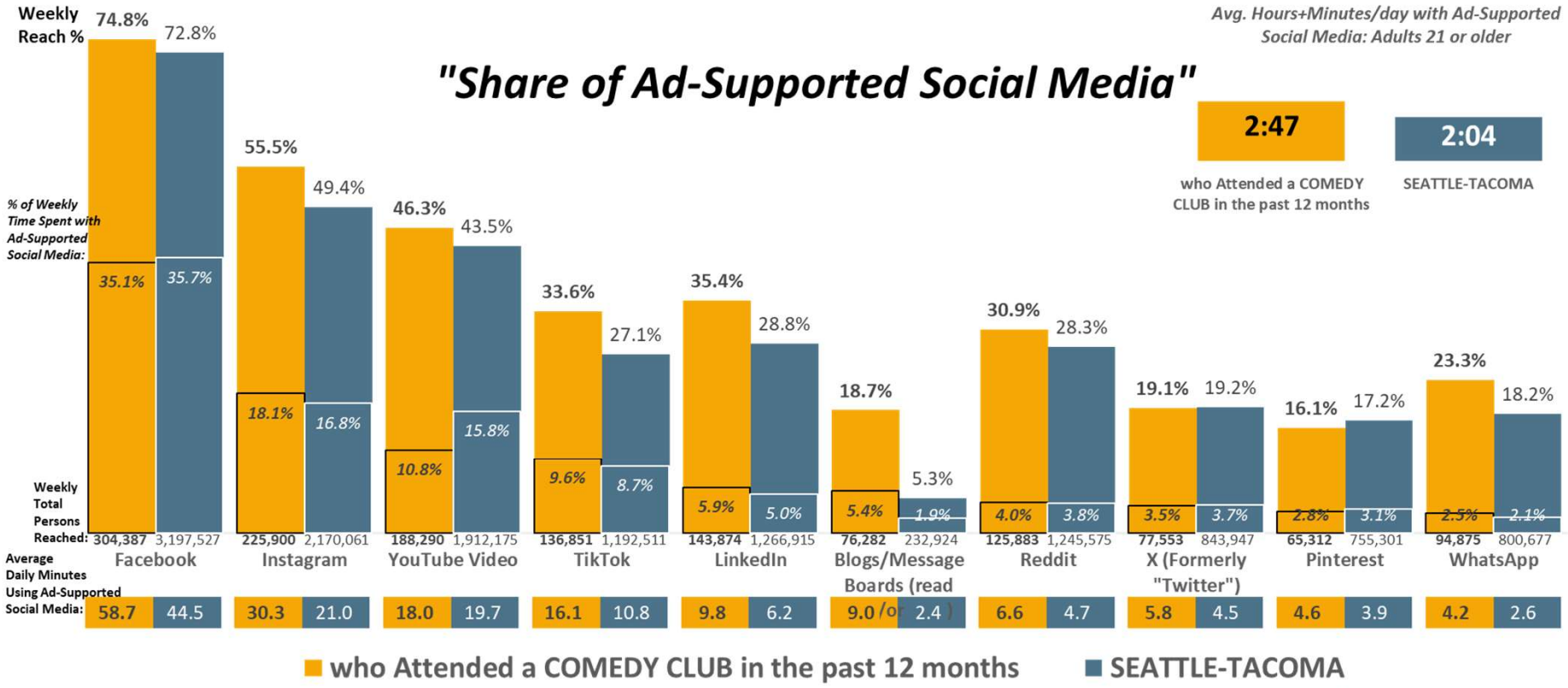
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726

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Events attended/places visited past 12 months: Comedy club

304,387 or 74.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 58.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



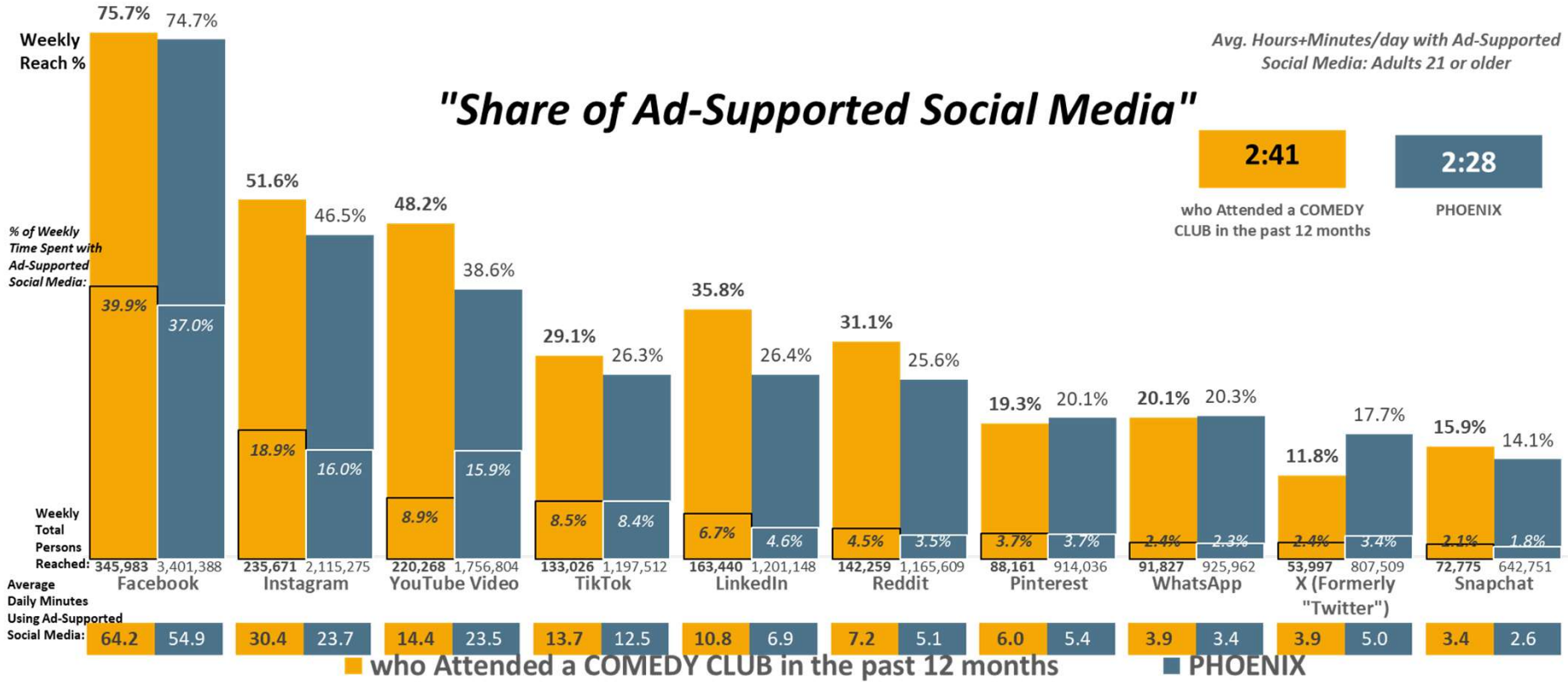
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920

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Events attended/places visited past 12 months: Comedy club

345,983 or 75.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 64.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.



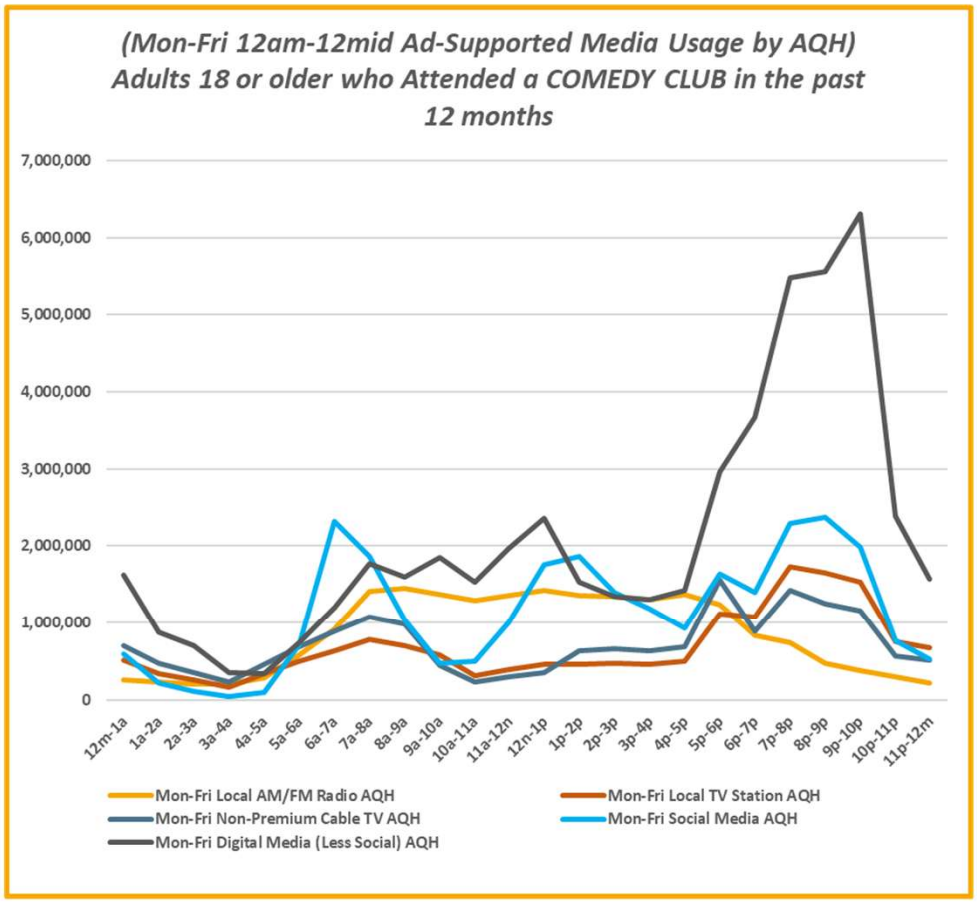
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

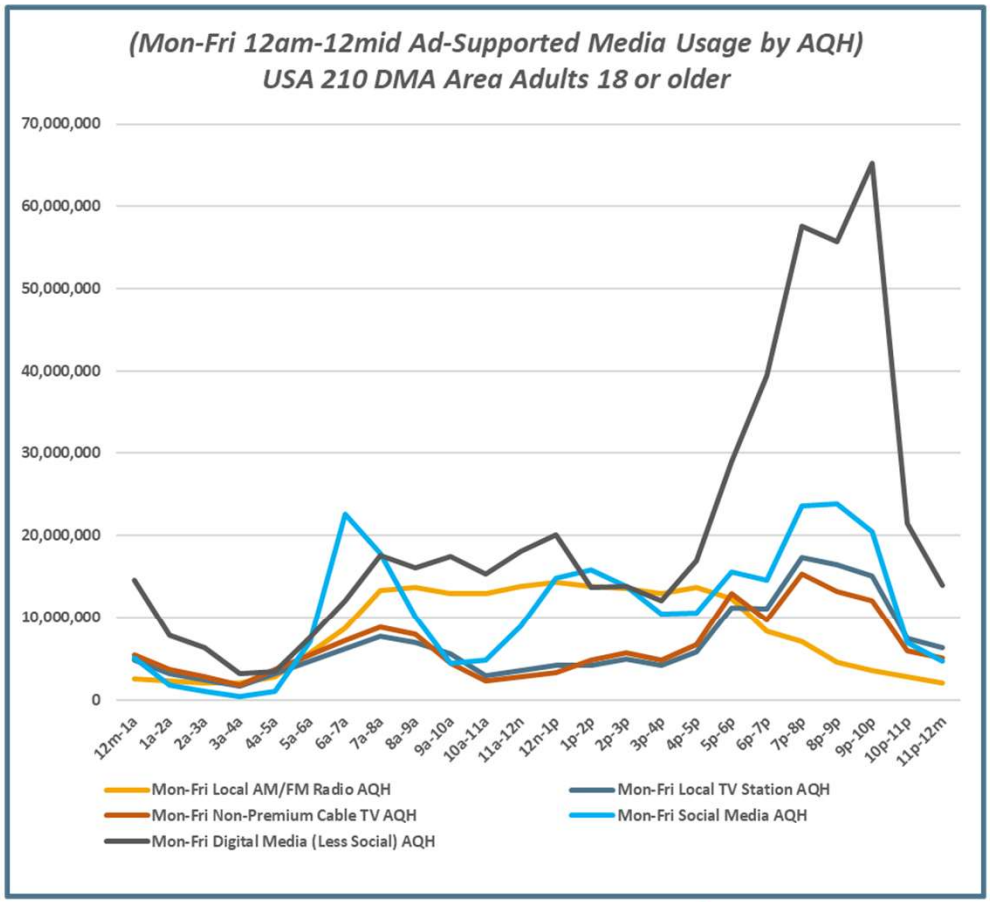
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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,885,045; Social Media: 1,331,920; Local Radio: 1,278,638; Non-Prem. Cable: 715,572; Local TV: 609,279 reaching Adults 18 or older who Attended a COMEDY CLUB in the past





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

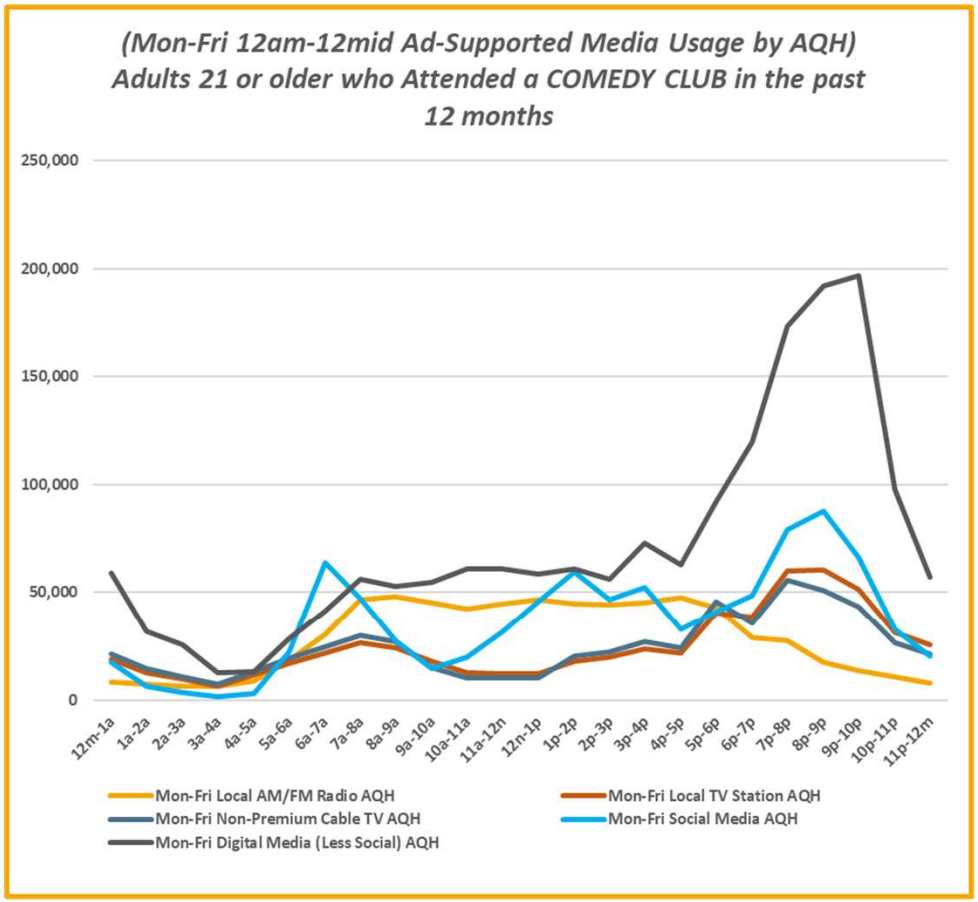
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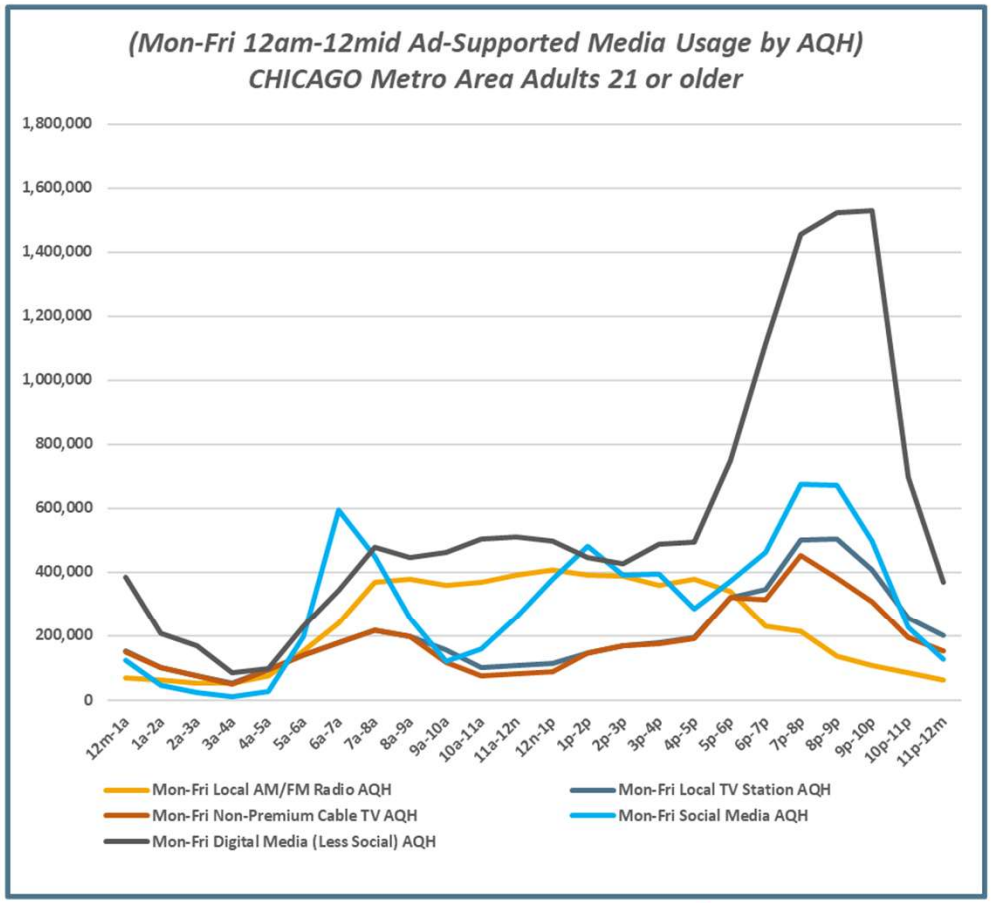
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 65,273; Local Radio: 42,595; Social Media: 40,693; Non-Prem. Cable: 23,052; Local TV: 22,041 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





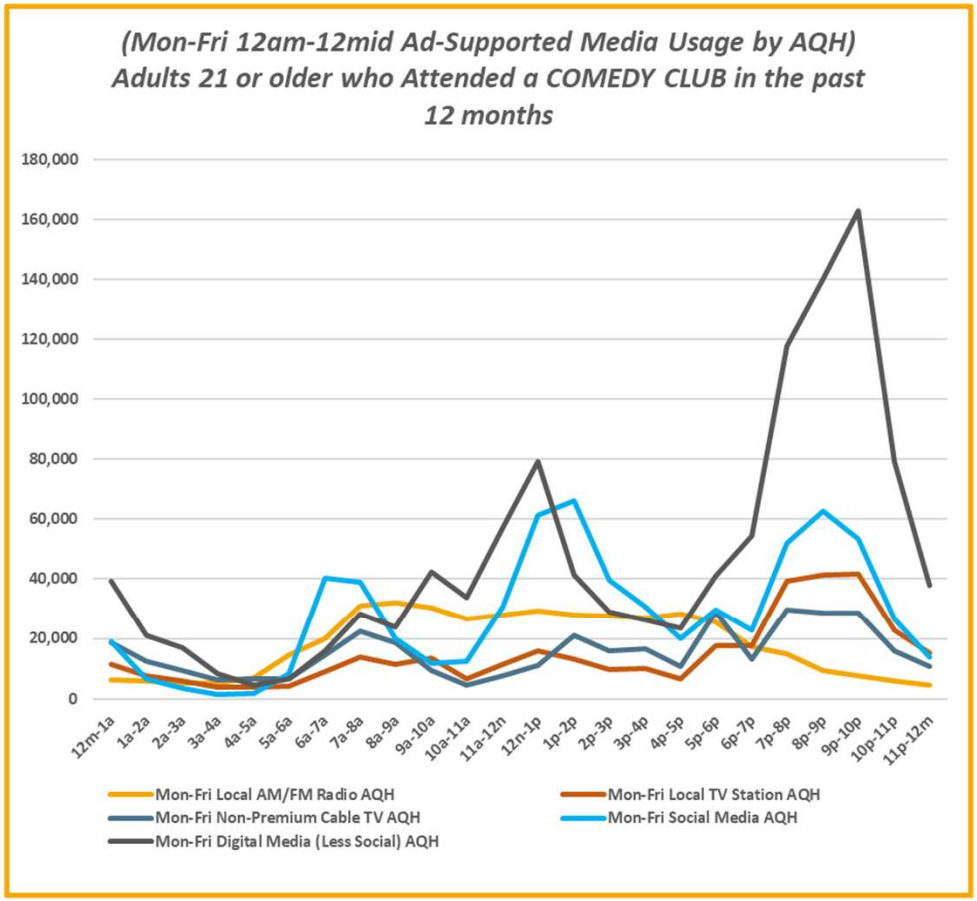
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

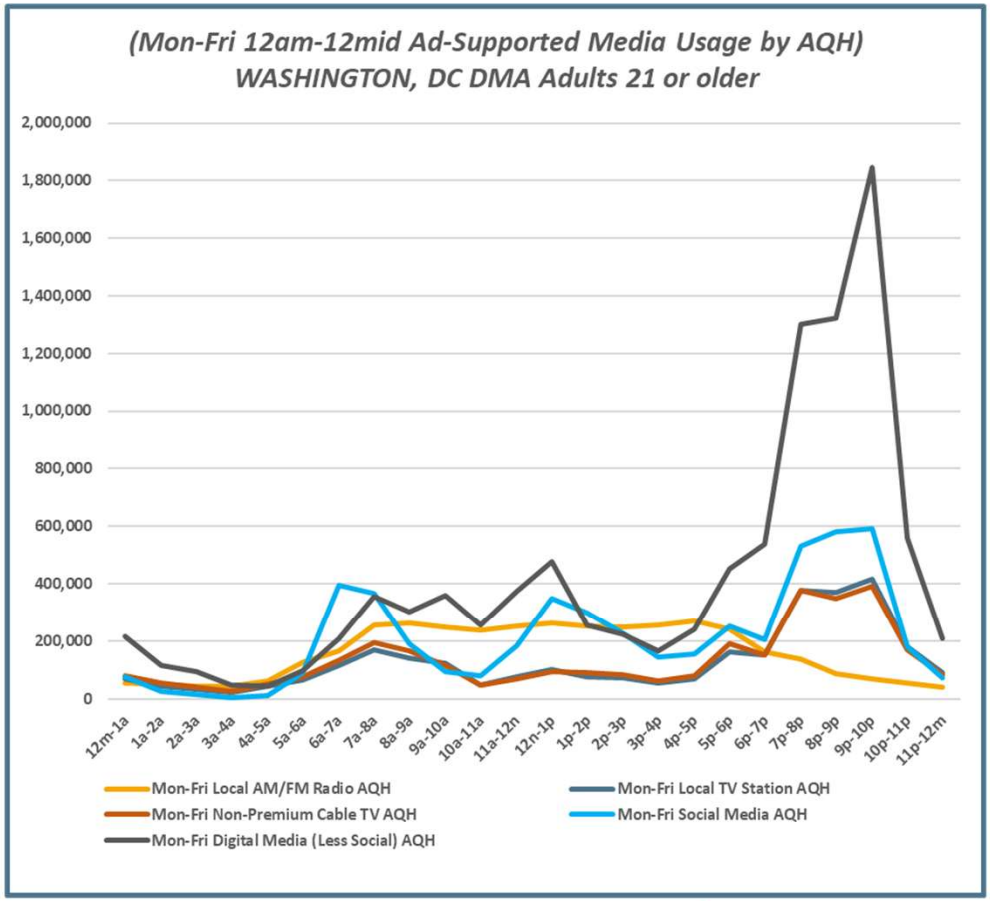
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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,178; Social Media: 32,640; Local Radio: 26,973; Non-Prem. Cable: 14,996; Local TV: 12,013 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





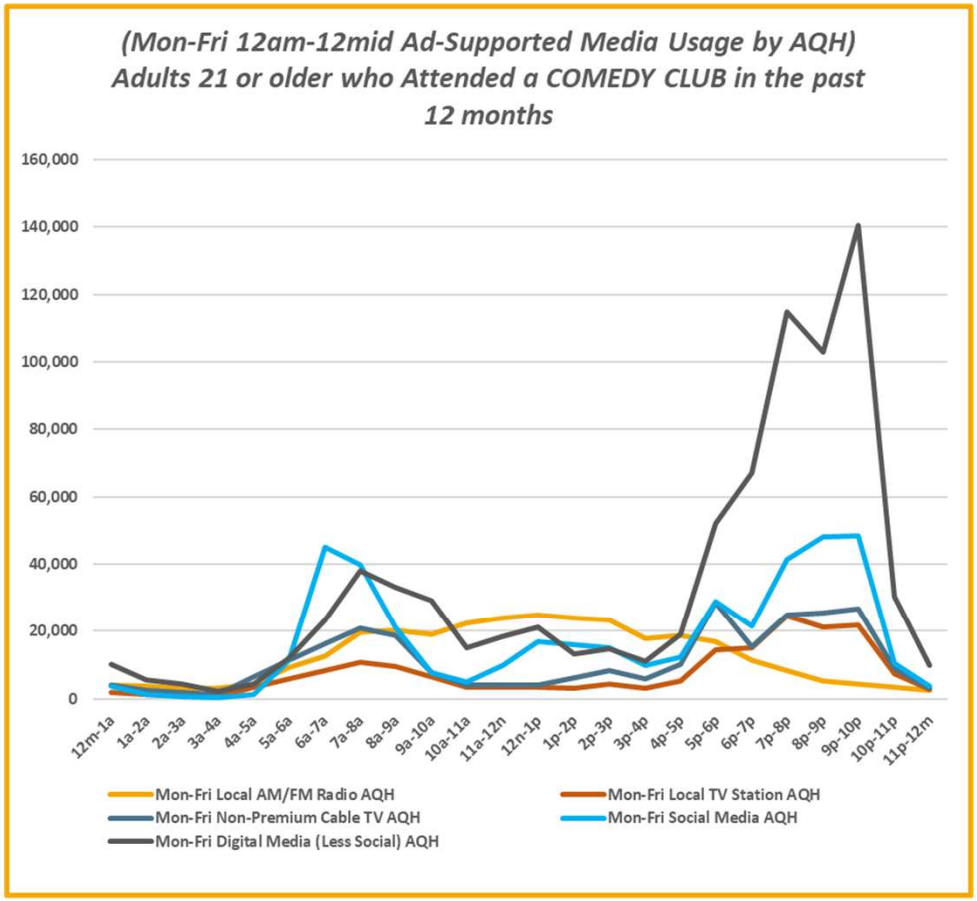
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

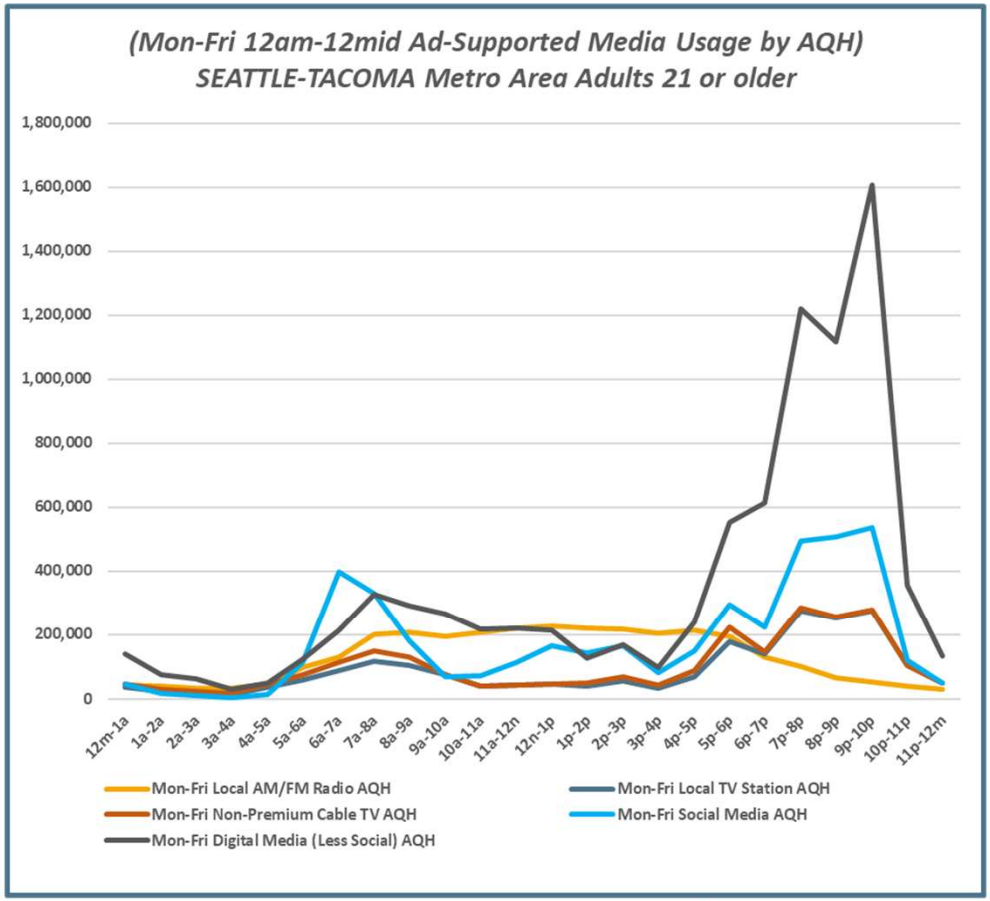
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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,337; Local Radio: 19,549; Social Media: 19,158; Non-Prem. Cable: 11,488; Local TV: 6,877 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

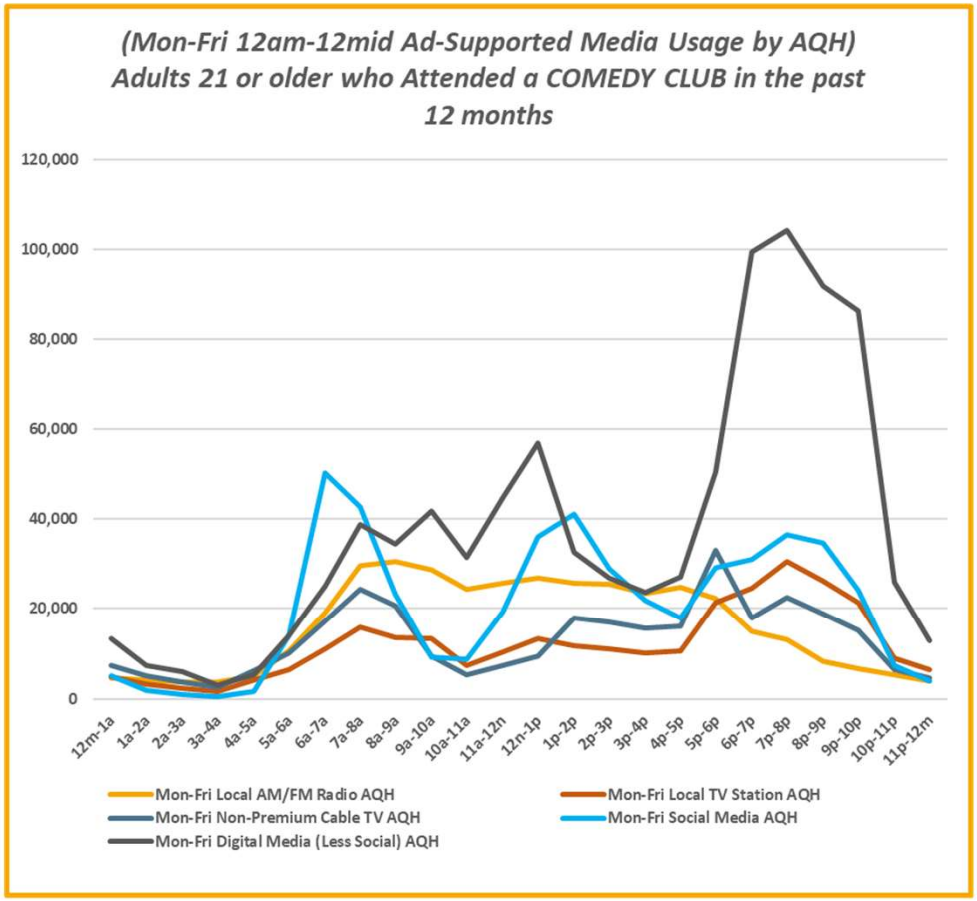
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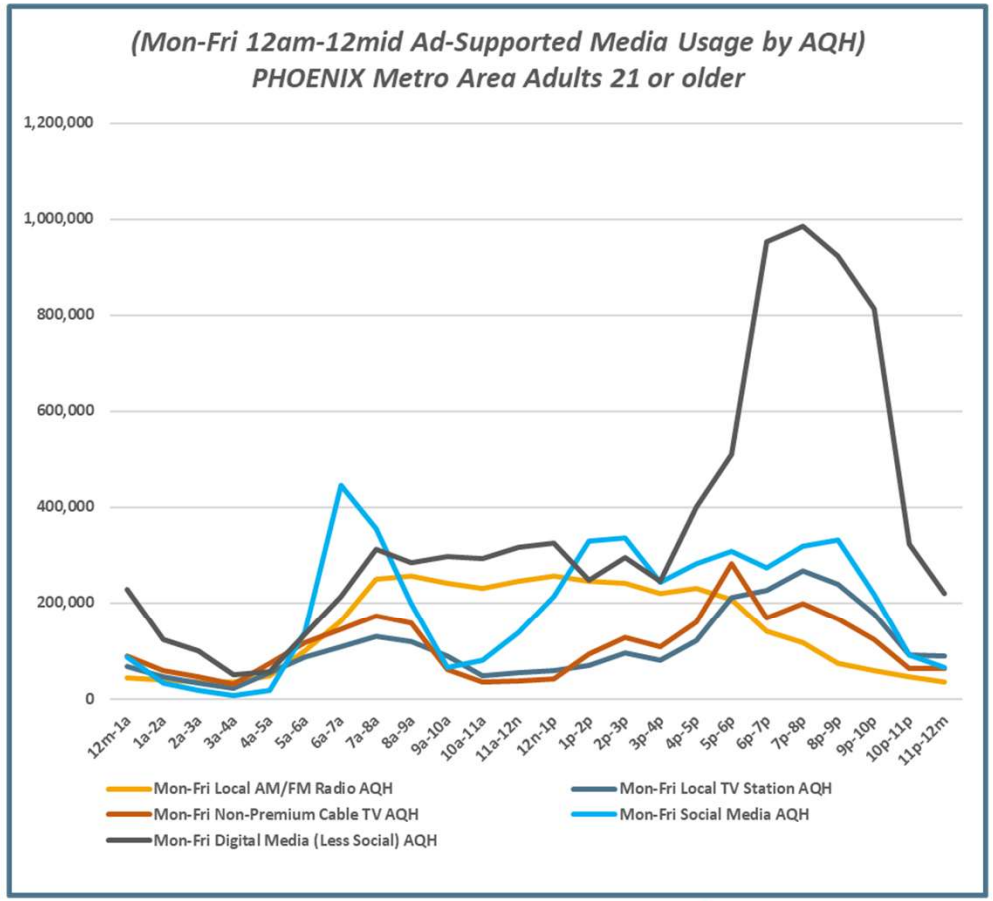
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Events attended/places visited past 12 months: Comedy club

JP's COMEDY Club PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,065; Social Media: 27,661; Local Radio: 24,762; Non-Prem. Cable: 16,302; Local TV: 13,375 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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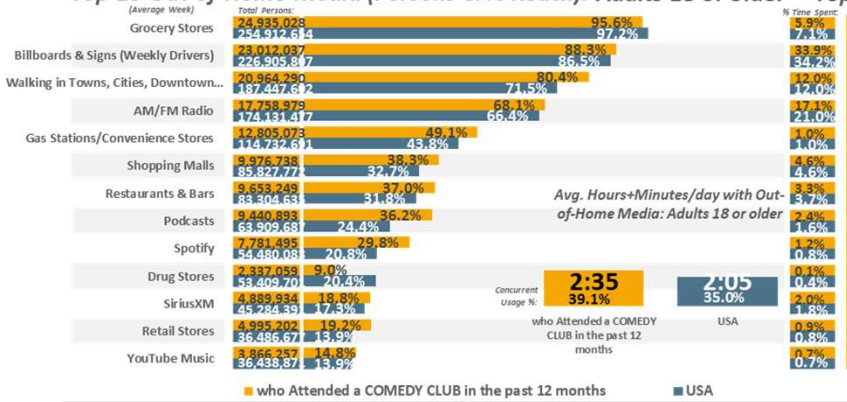
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Events attended/places visited past 12 months: Comedy club

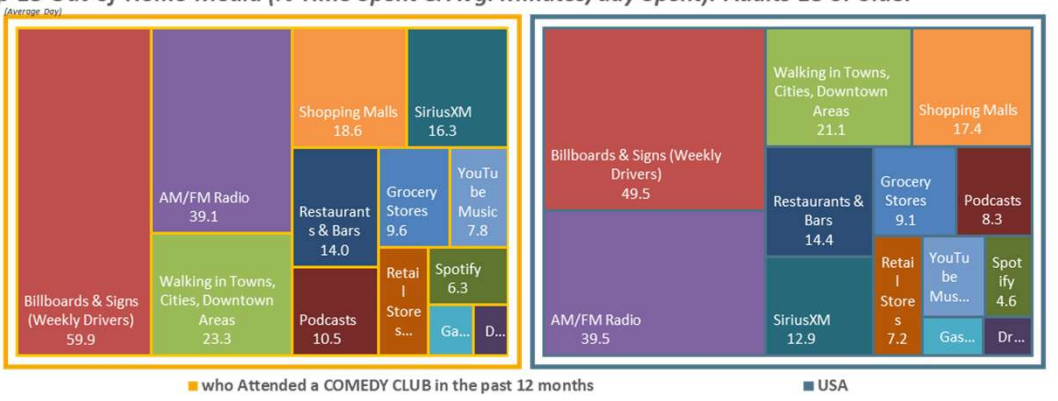


23,012,037 or 88.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

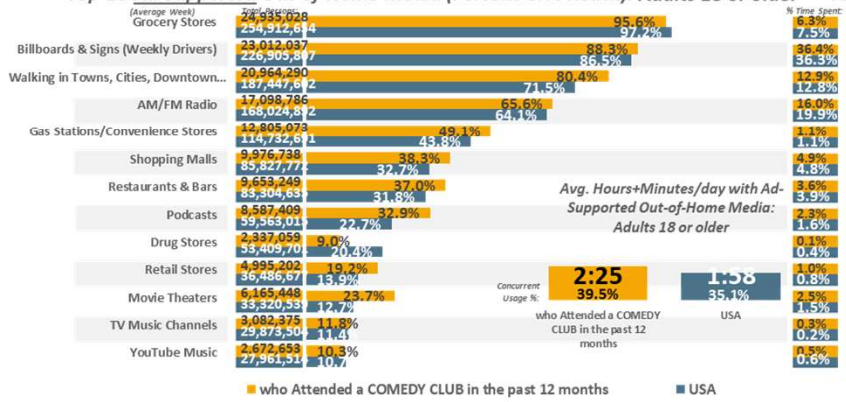
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



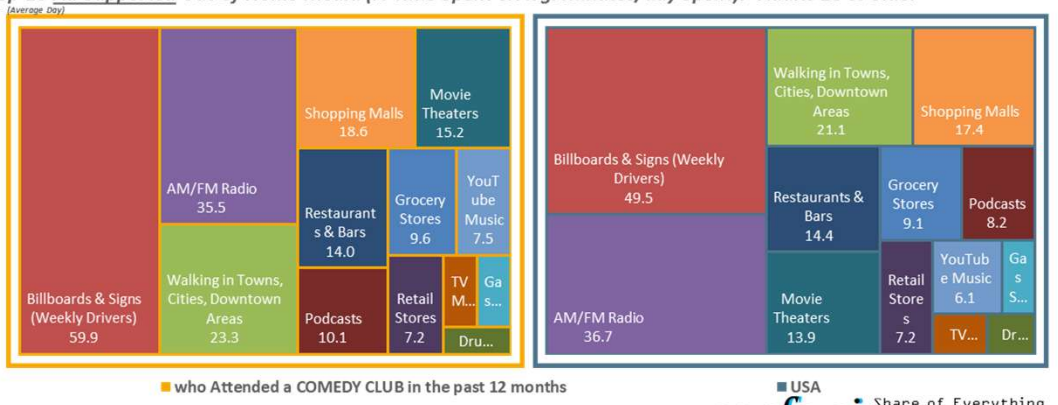
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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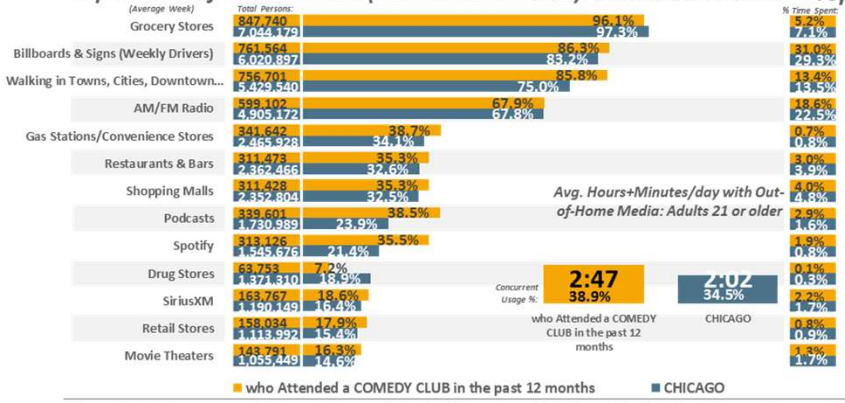
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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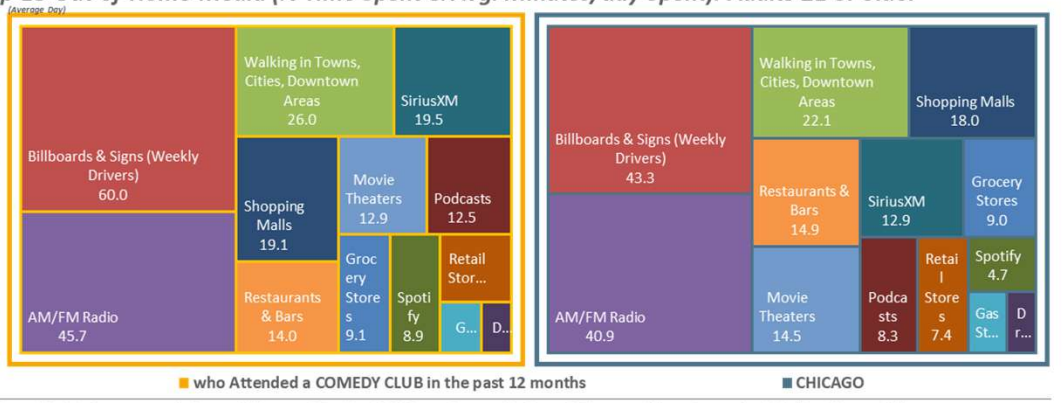
Events attended/places visited past 12 months: Comedy club

761,564 or 86.3% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 60. minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 40. minutes/day.

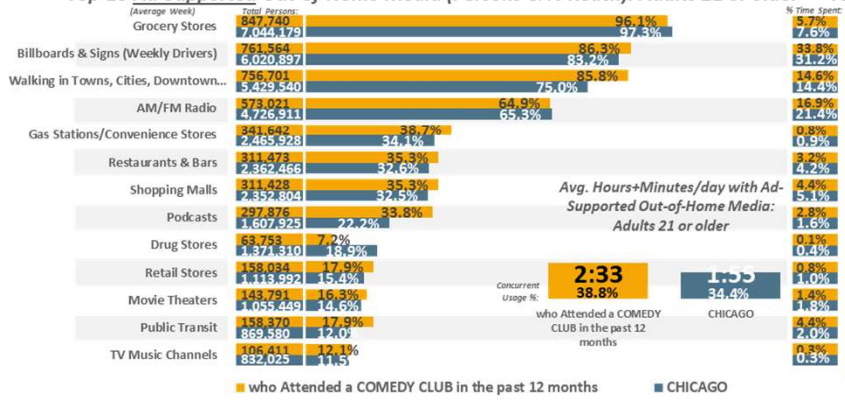
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



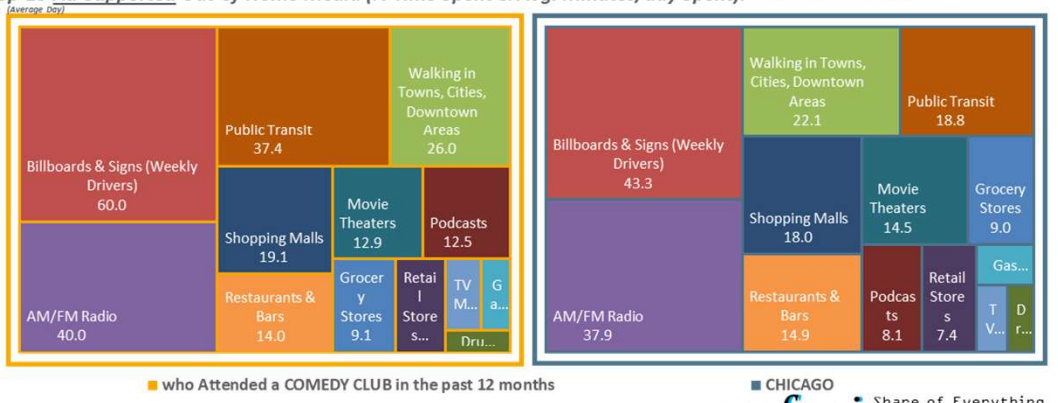
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

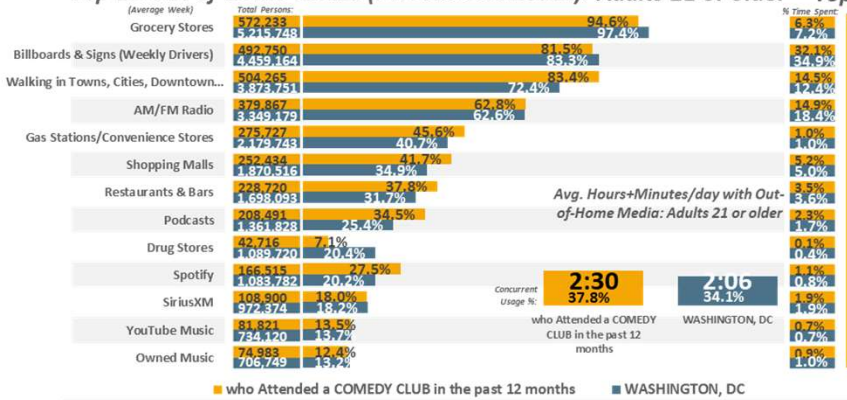
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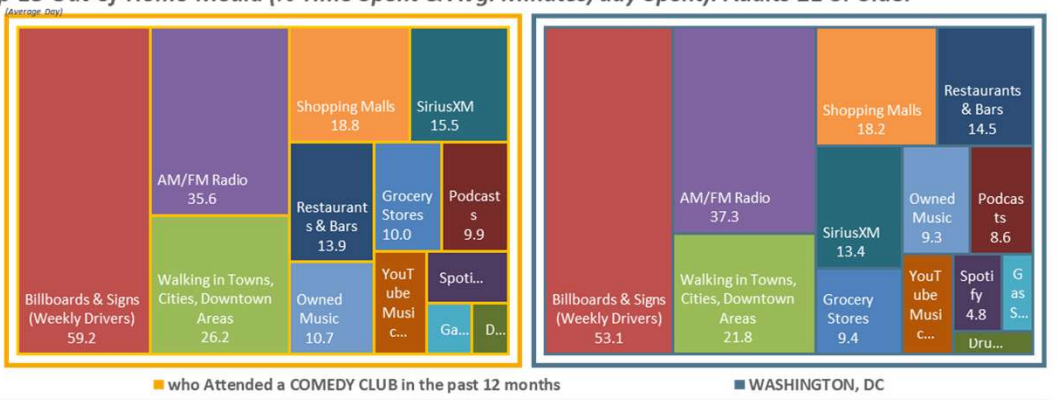
Events attended/places visited past 12 months: Comedy club

492,750 or 81.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



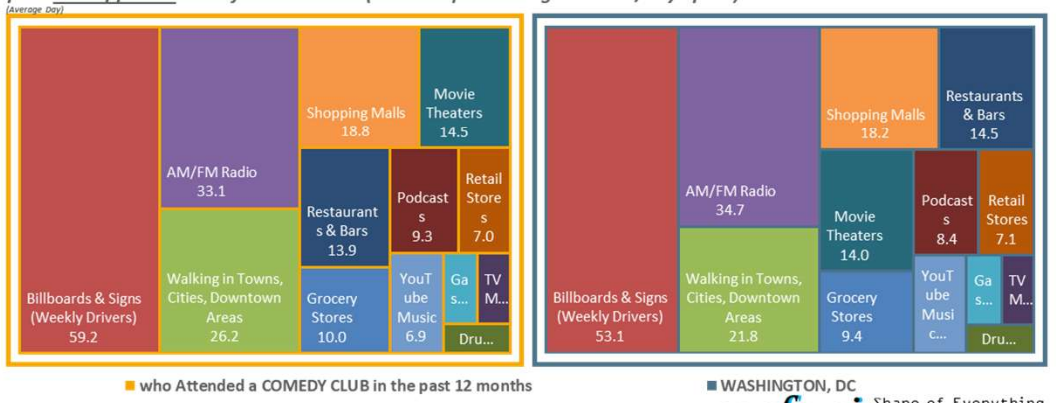
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

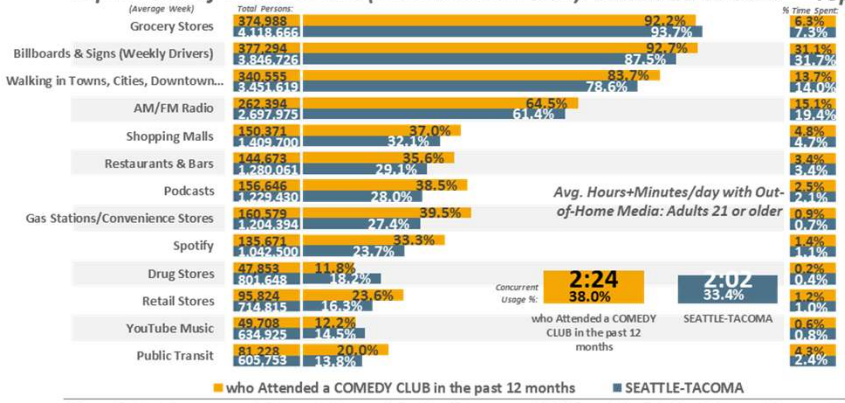
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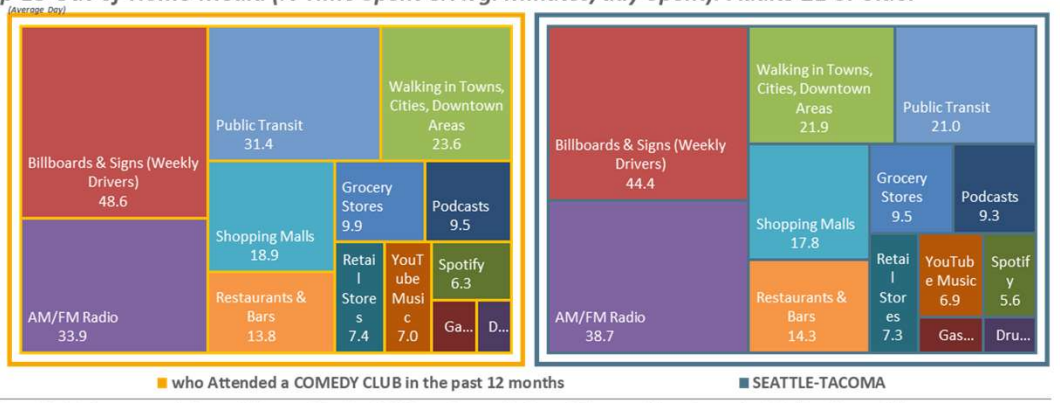
Events attended/places visited past 12 months: Comedy club

377,294 or 92.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 48.6 minutes per day driving, seeing Billboards and Signs. 62.7% Listen to Local Radio Stations Out-of-Home for an average of 30.5 minutes/day.

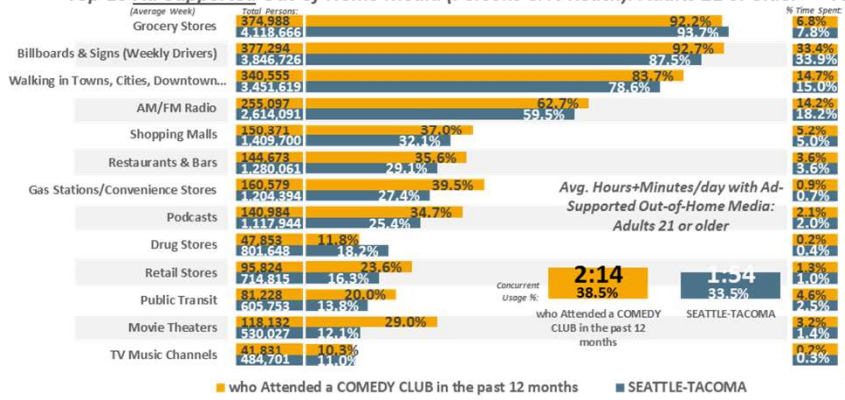
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



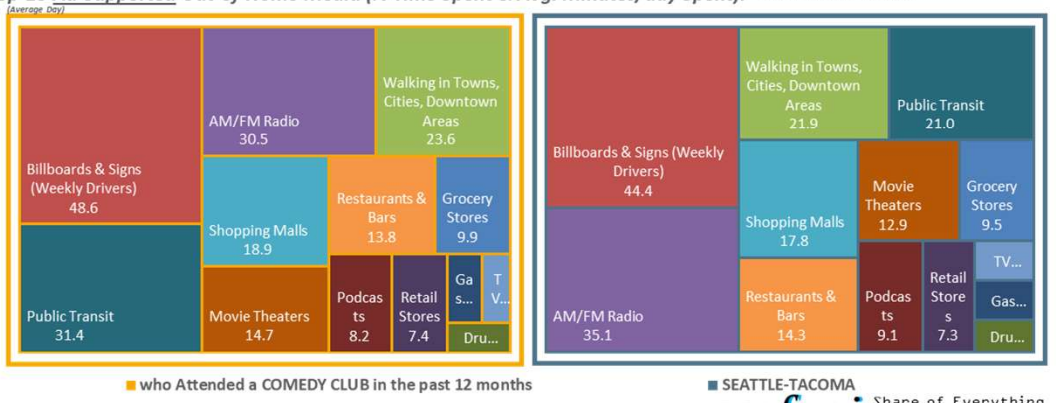
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

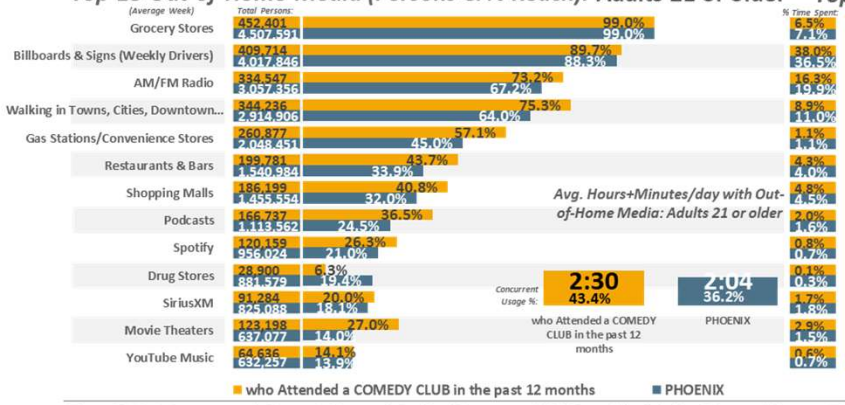
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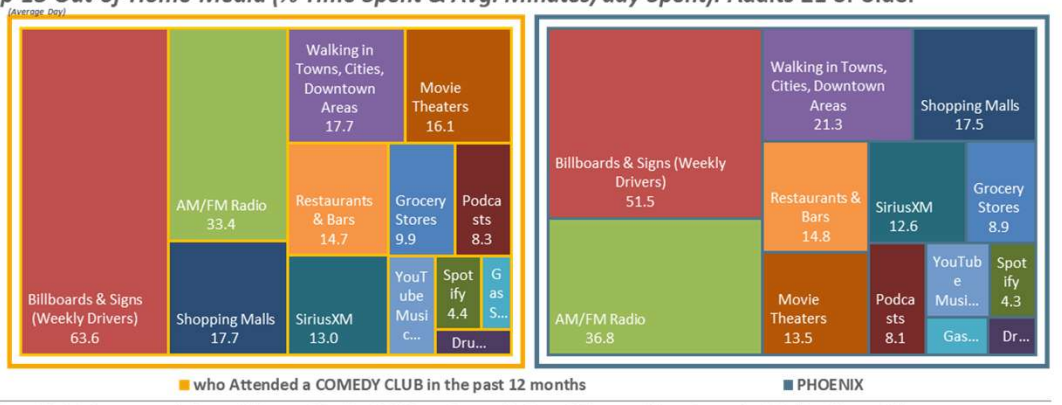
Events attended/places visited past 12 months: Comedy club

409,714 or 89.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 63.6 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 31.5 minutes/day.

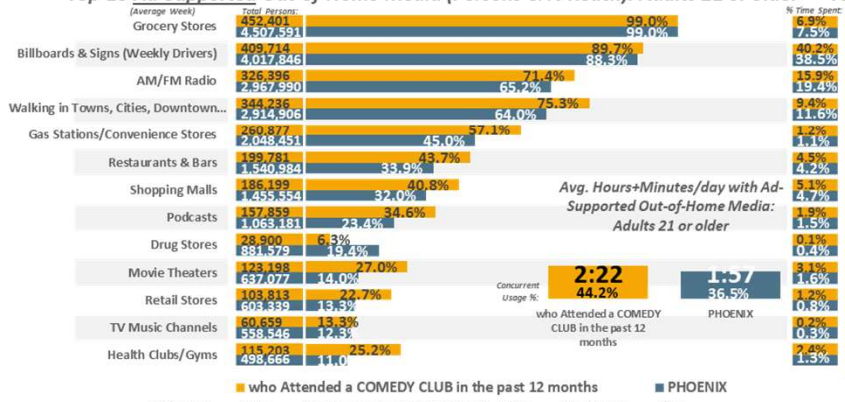
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



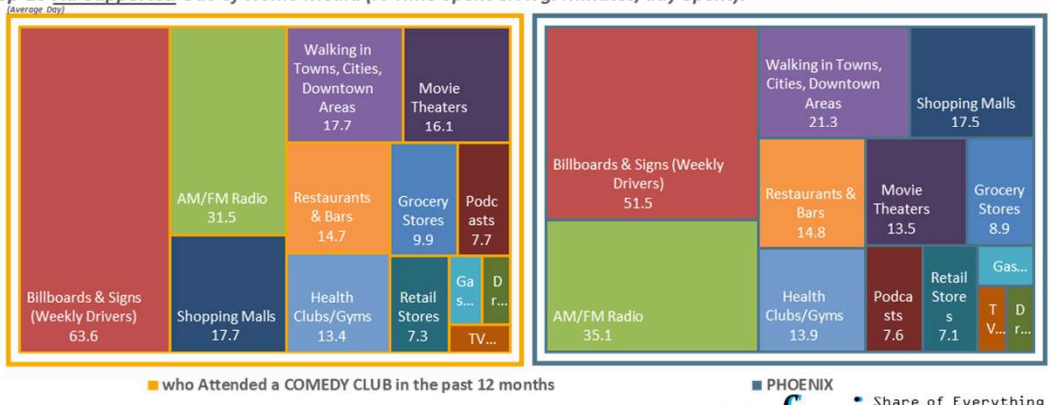
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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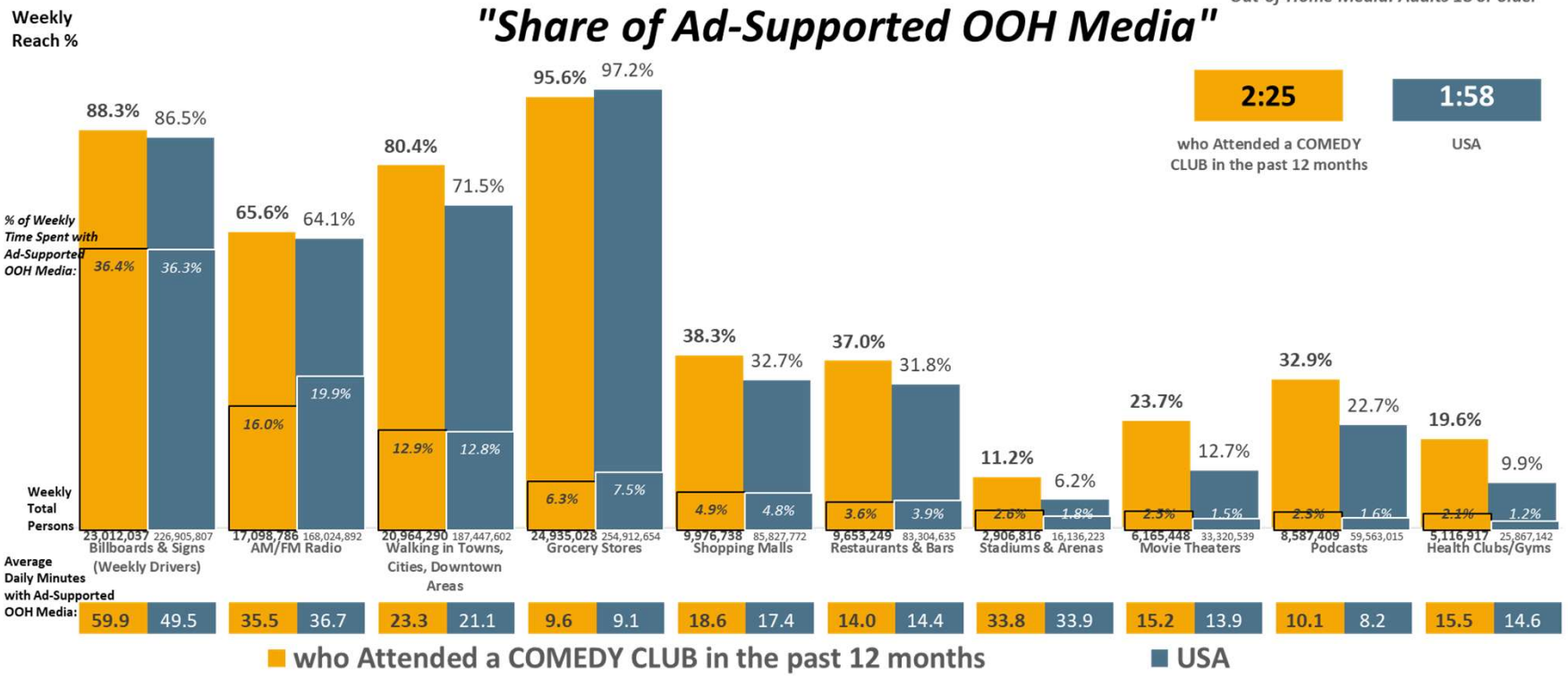
Events attended/places visited past 12 months: Comedy club



23,012,037 or 88.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

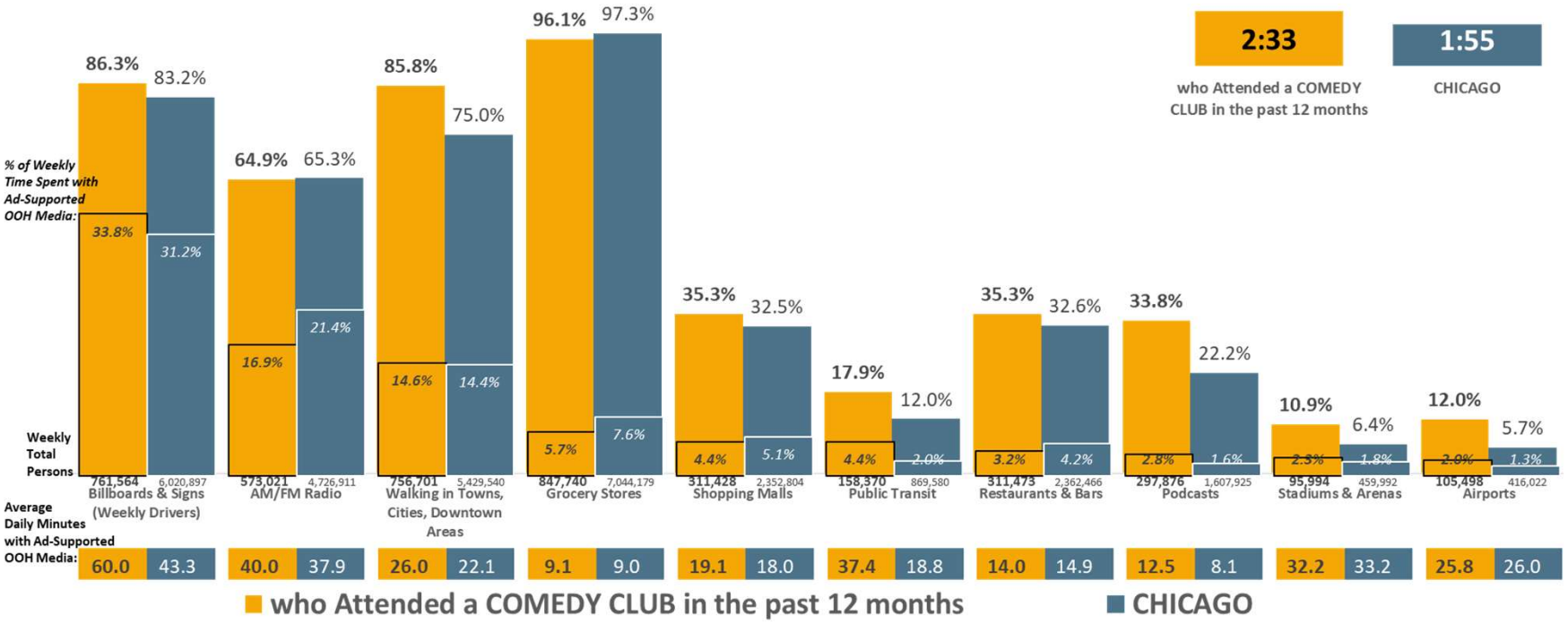
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Events attended/places visited past 12 months: Comedy club

761,564 or 86.3% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 60. minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

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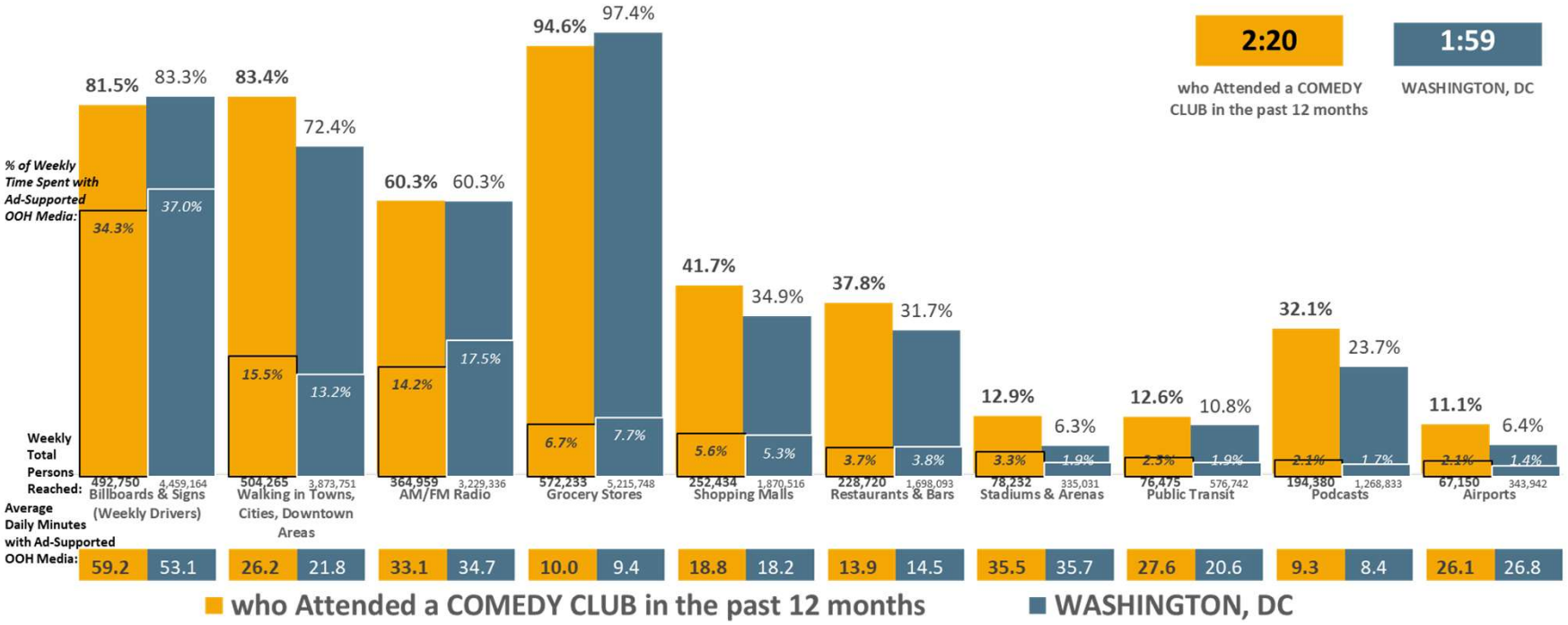
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Events attended/places visited past 12 months: Comedy club

492,750 or 81.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.2 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



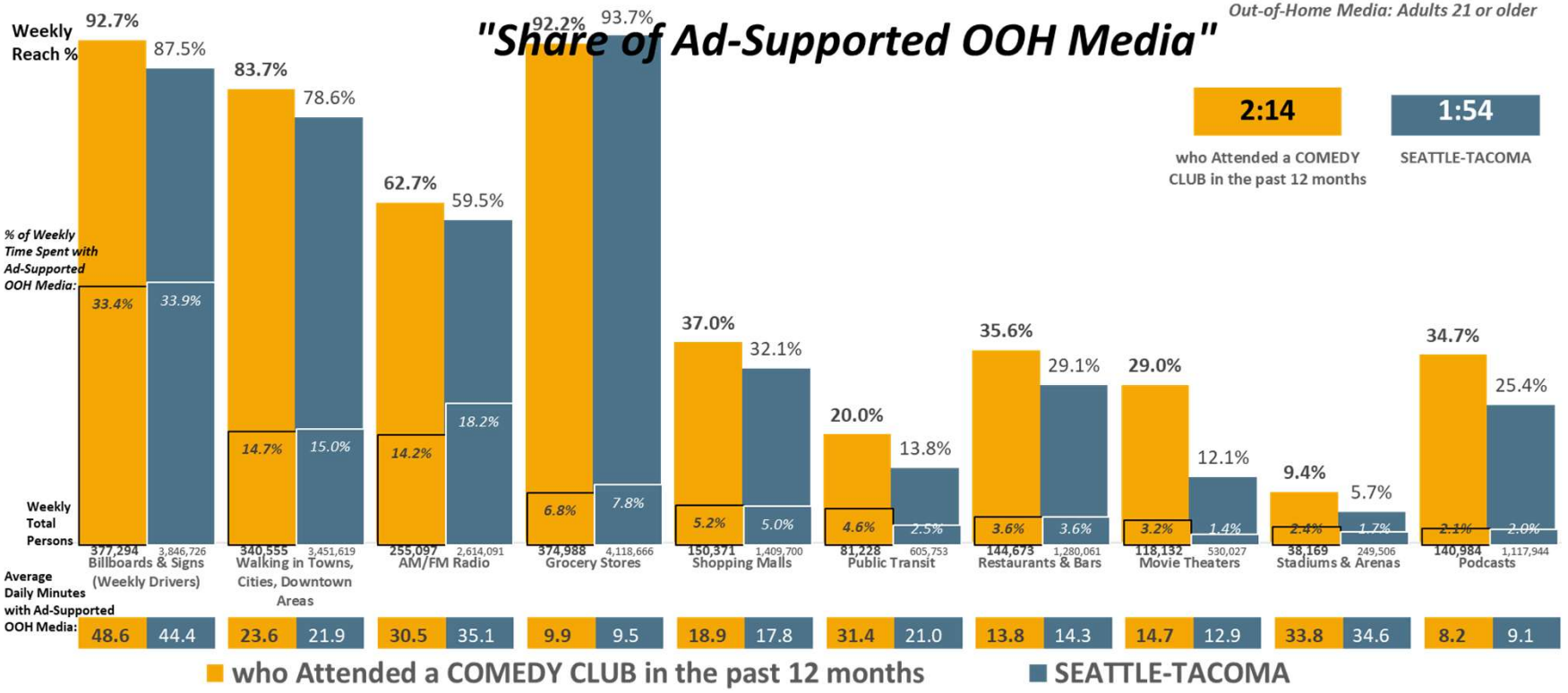
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726

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Events attended/places visited past 12 months: Comedy club

377,294 or 92.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 48.6 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920

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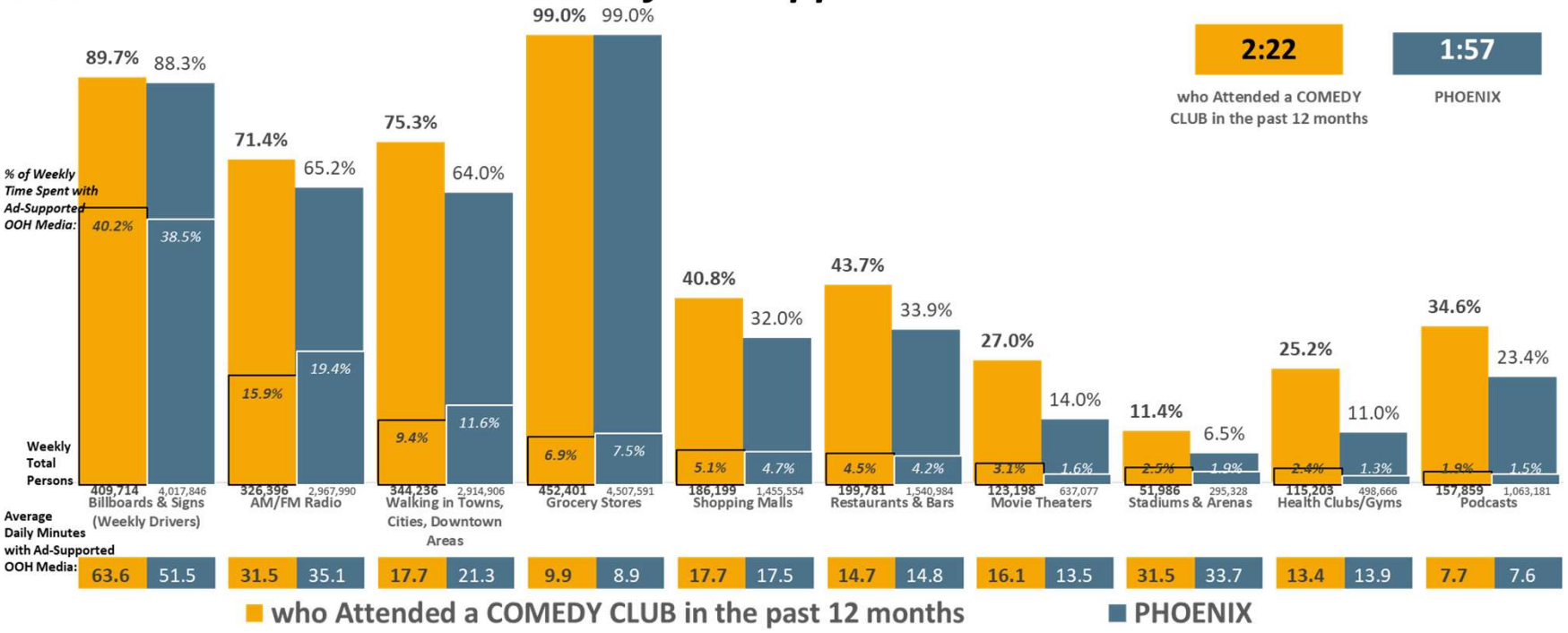
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Events attended/places visited past 12 months: Comedy club

409,714 or 89.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 63.6 minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

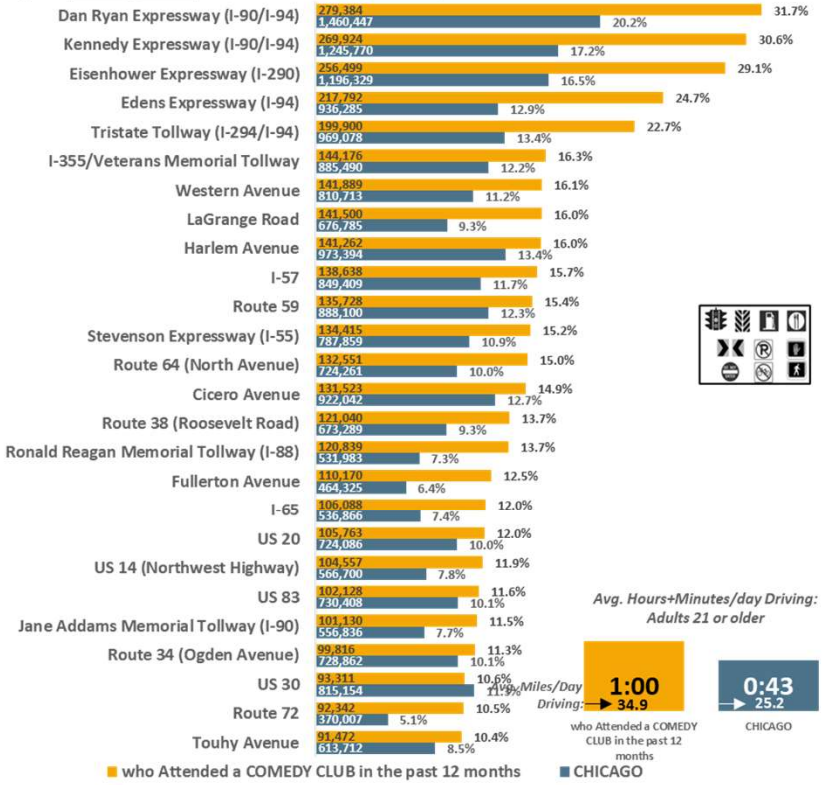
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Events attended/places visited past 12 months: Comedy club

761,564 or 86.3% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 60. minutes per day driving an average of 34.9 miles each day and are 94.7% more likely to use Fullerton Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

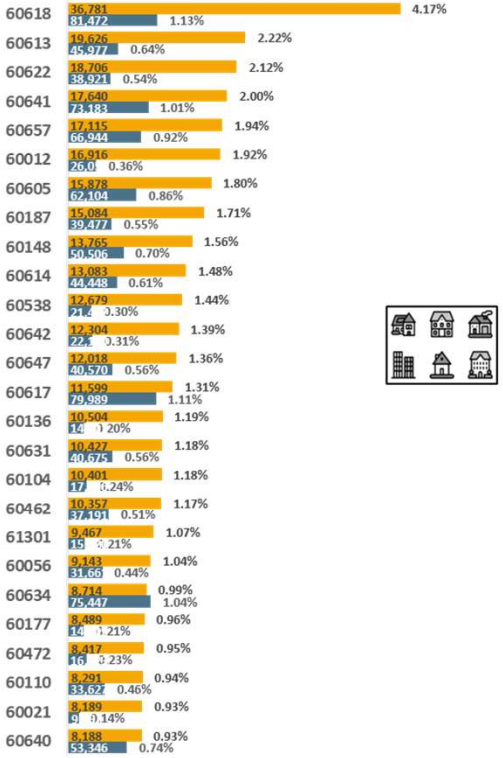


Avg. Hours+Minutes/day Driving: Adults 21 or older

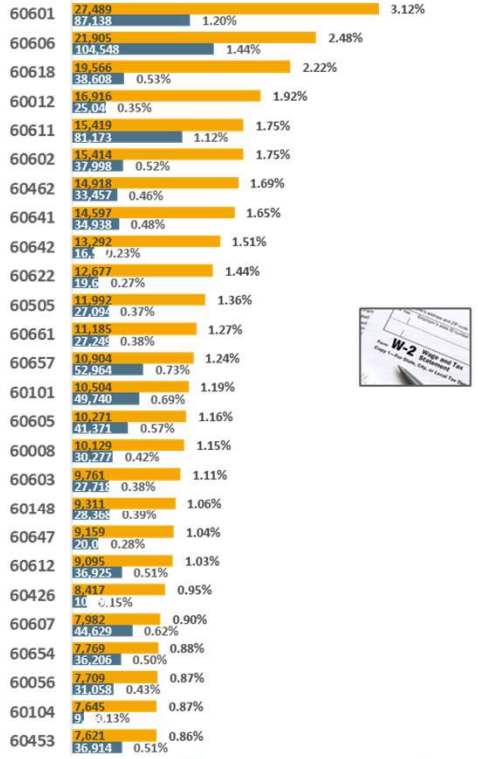
Avg. Miles/Day Driving: 1:00 → 34.9 who Attended a COMEDY CLUB in the past 12 months

0:43 → 25.2 CHICAGO

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

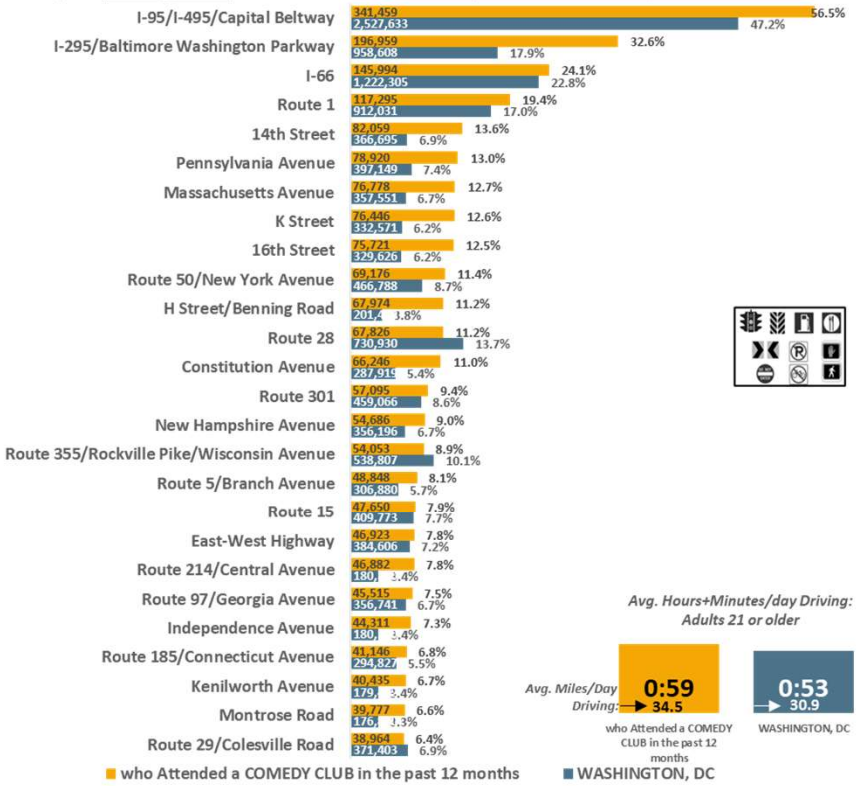
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Events attended/places visited past 12 months: Comedy club



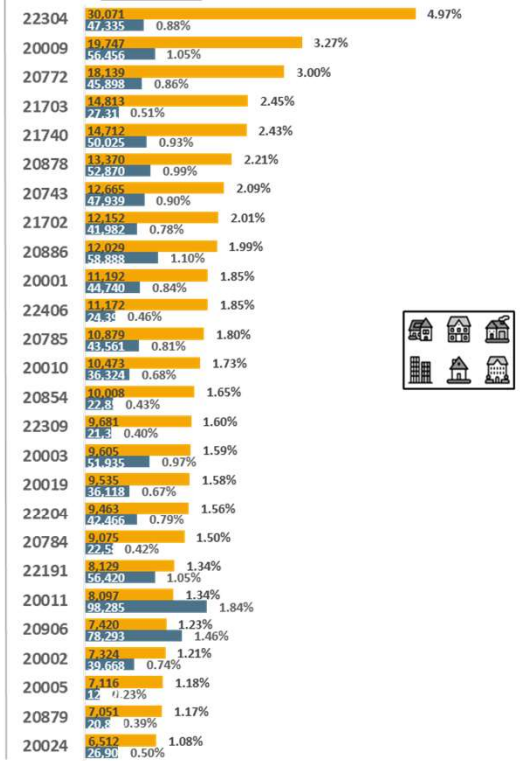
492,750 or 81.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.2 minutes per day driving an average of 34.5 miles each day and are 198.7% more likely to use H Street/Benning Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

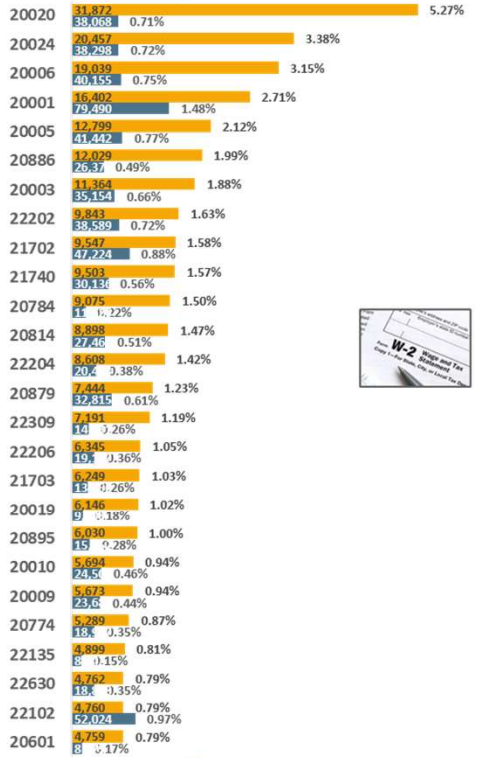


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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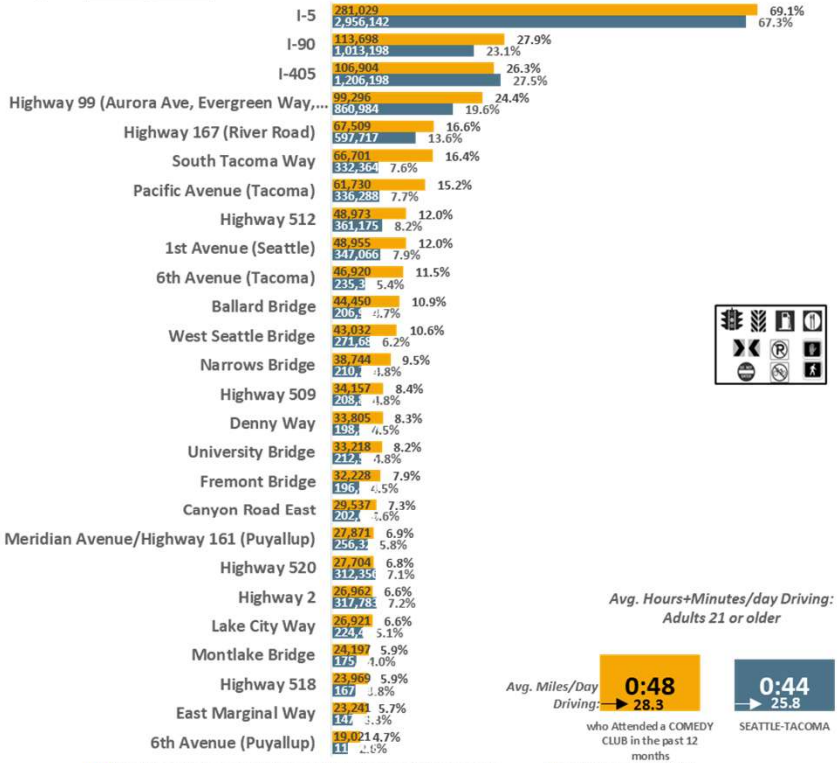
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

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Events attended/places visited past 12 months: Comedy club

377,294 or 92.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 48.6 minutes per day driving an average of 28.3 miles each day and are 132.% more likely to use Ballard Bridge than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



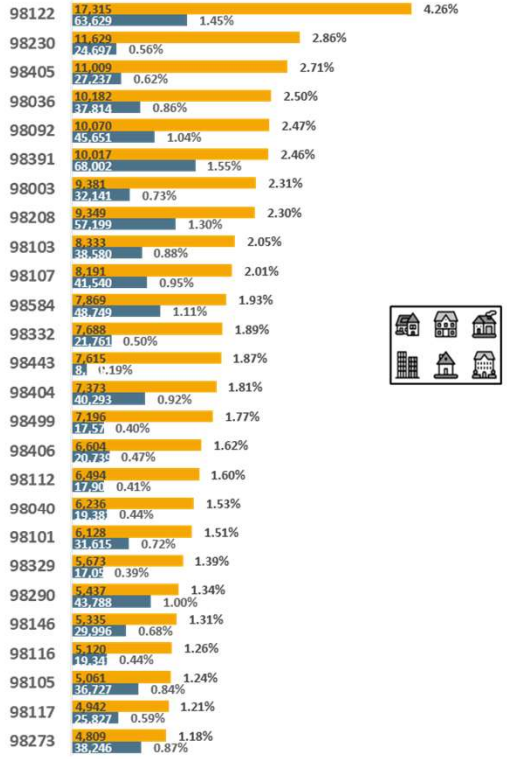
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 28.3

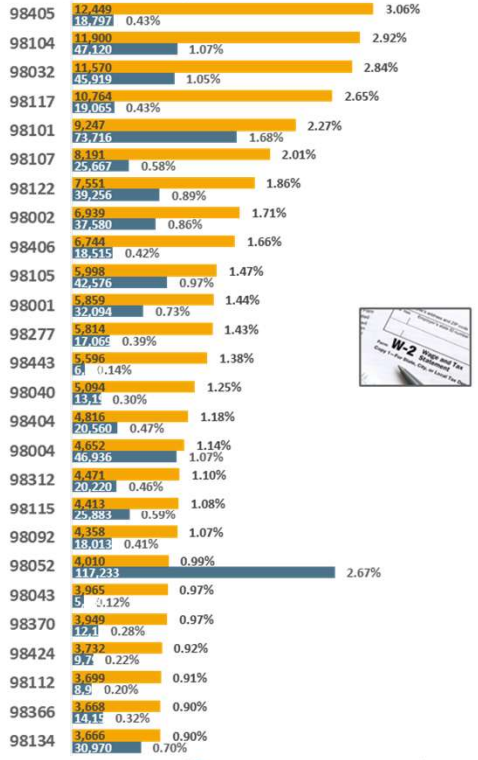
0:48 who Attended a COMEDY CLUB in the past 12 months

0:44 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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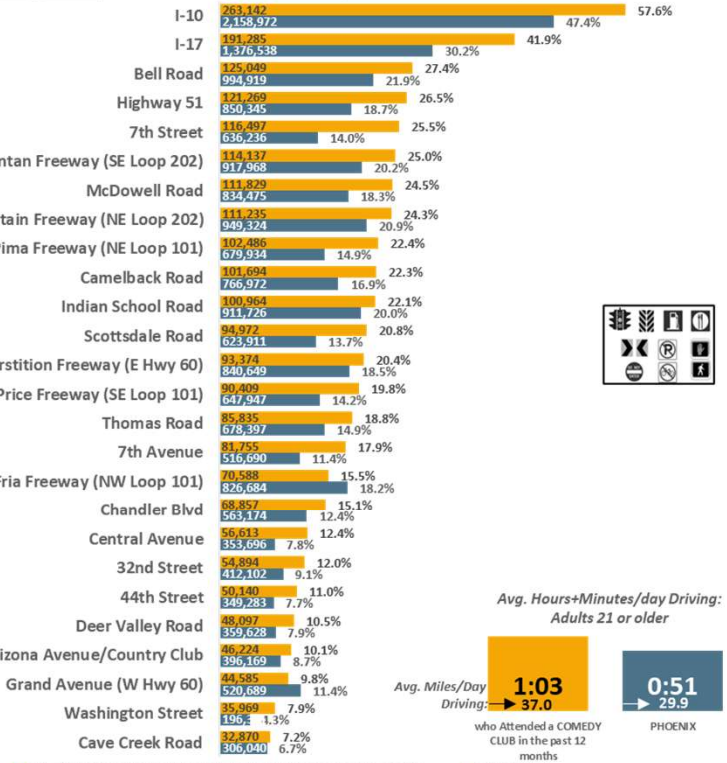
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

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Events attended/places visited past 12 months: Comedy club

409,714 or 89.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 63.6 minutes per day driving an average of 37. miles each day and are 82.4% more likely to use 7th Street than the Metro average.

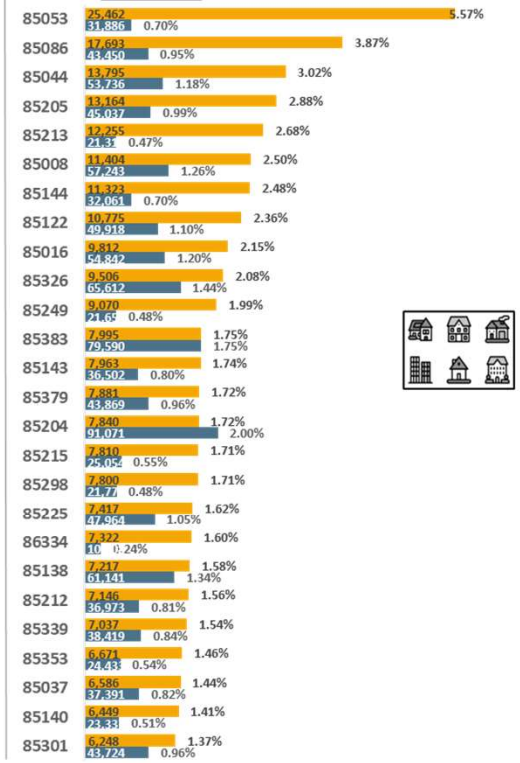
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



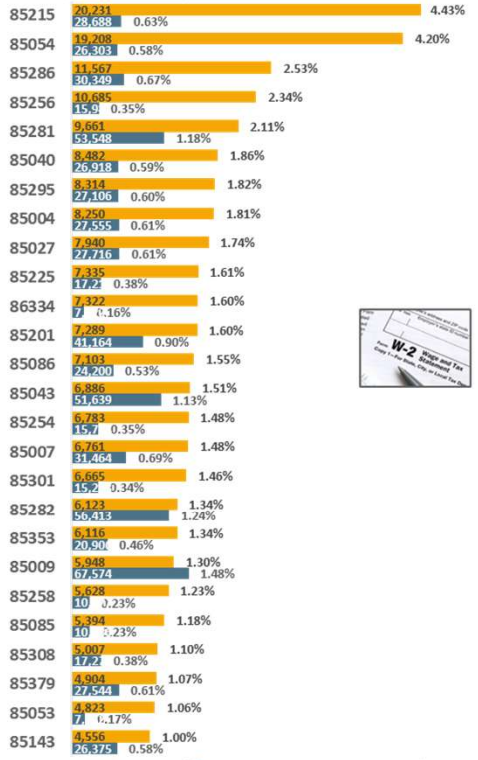
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 37.0

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



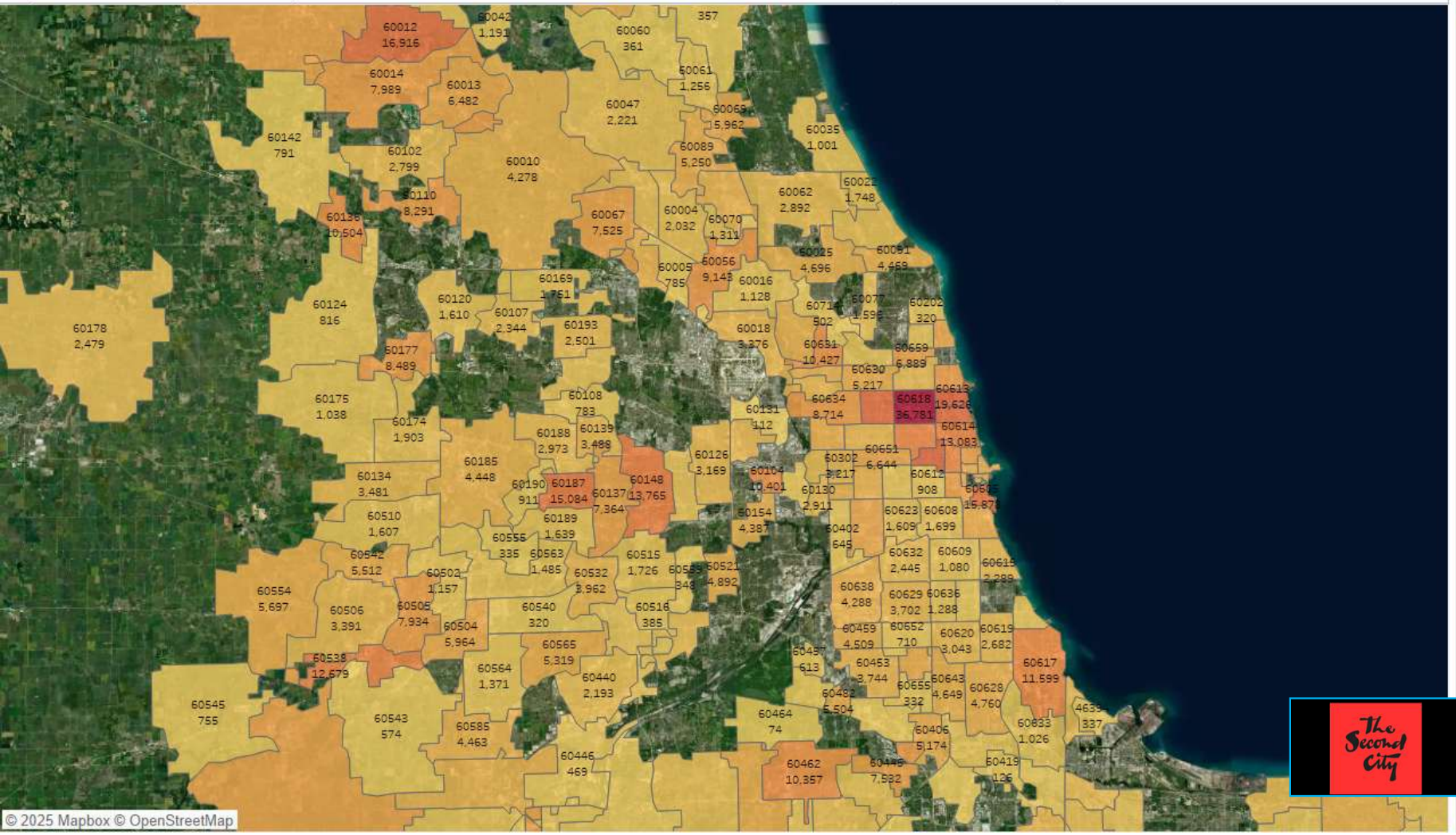
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)



SUM(Adults 21 or older ...

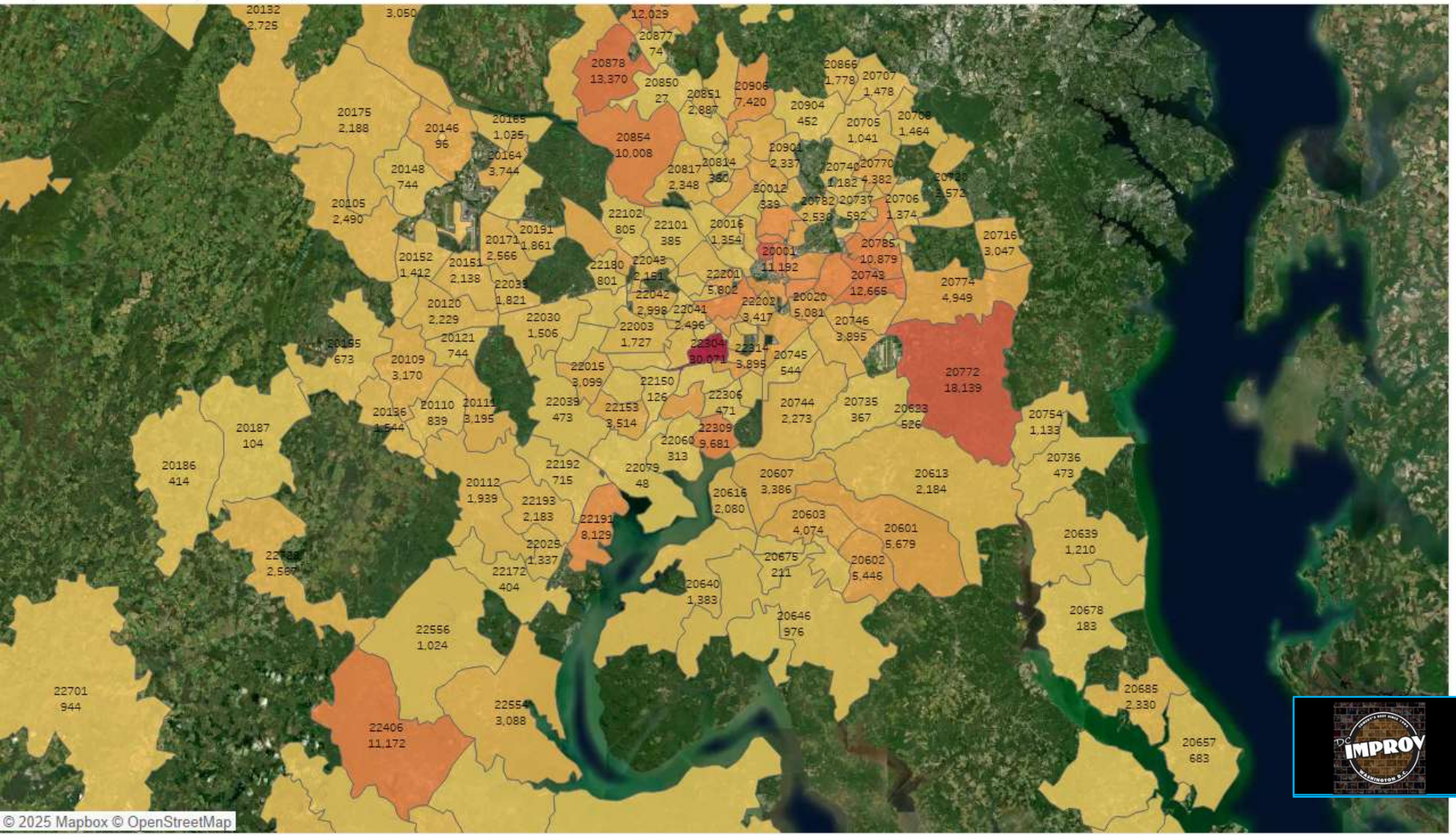
32 36,781

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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)



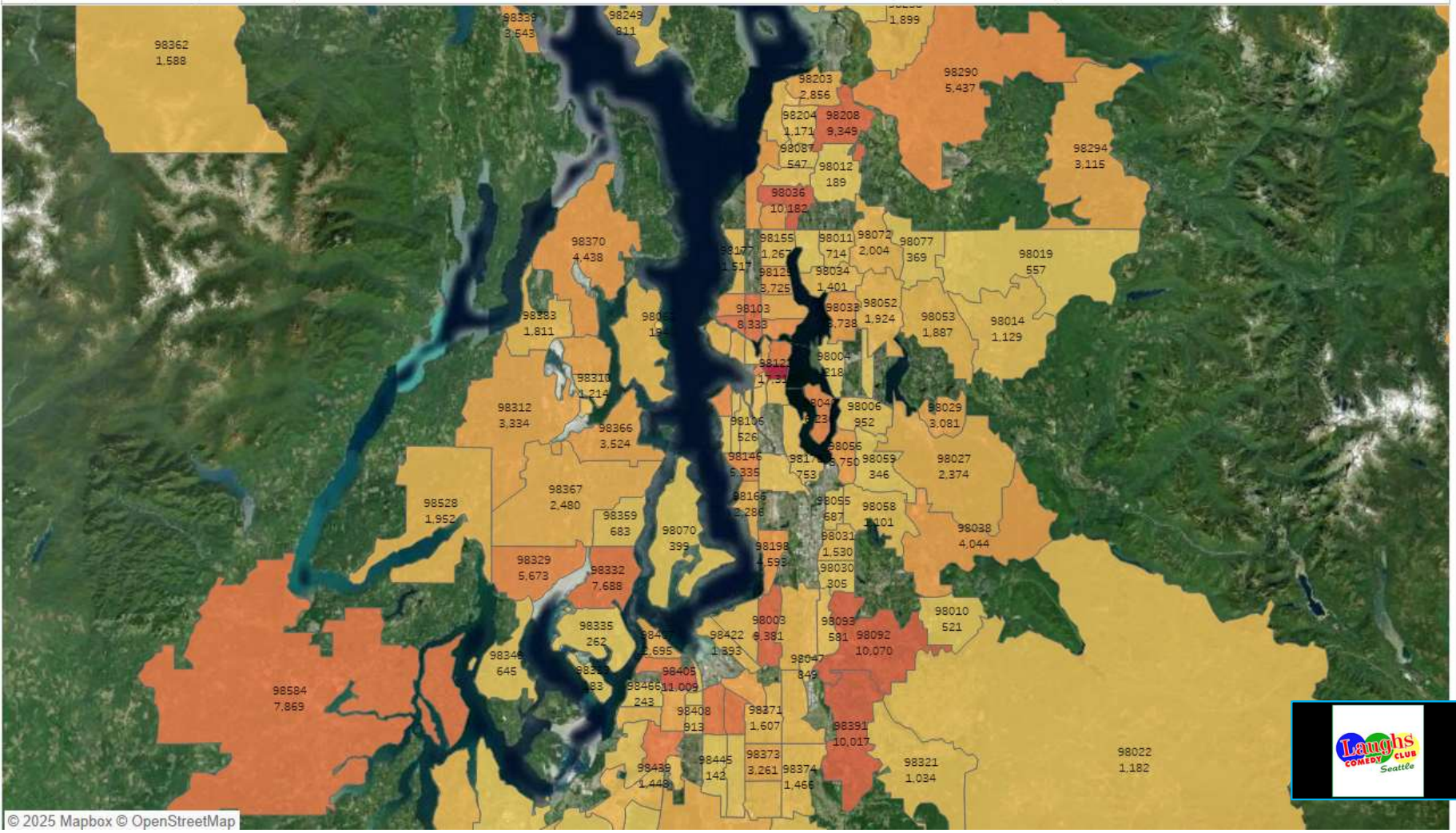
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)

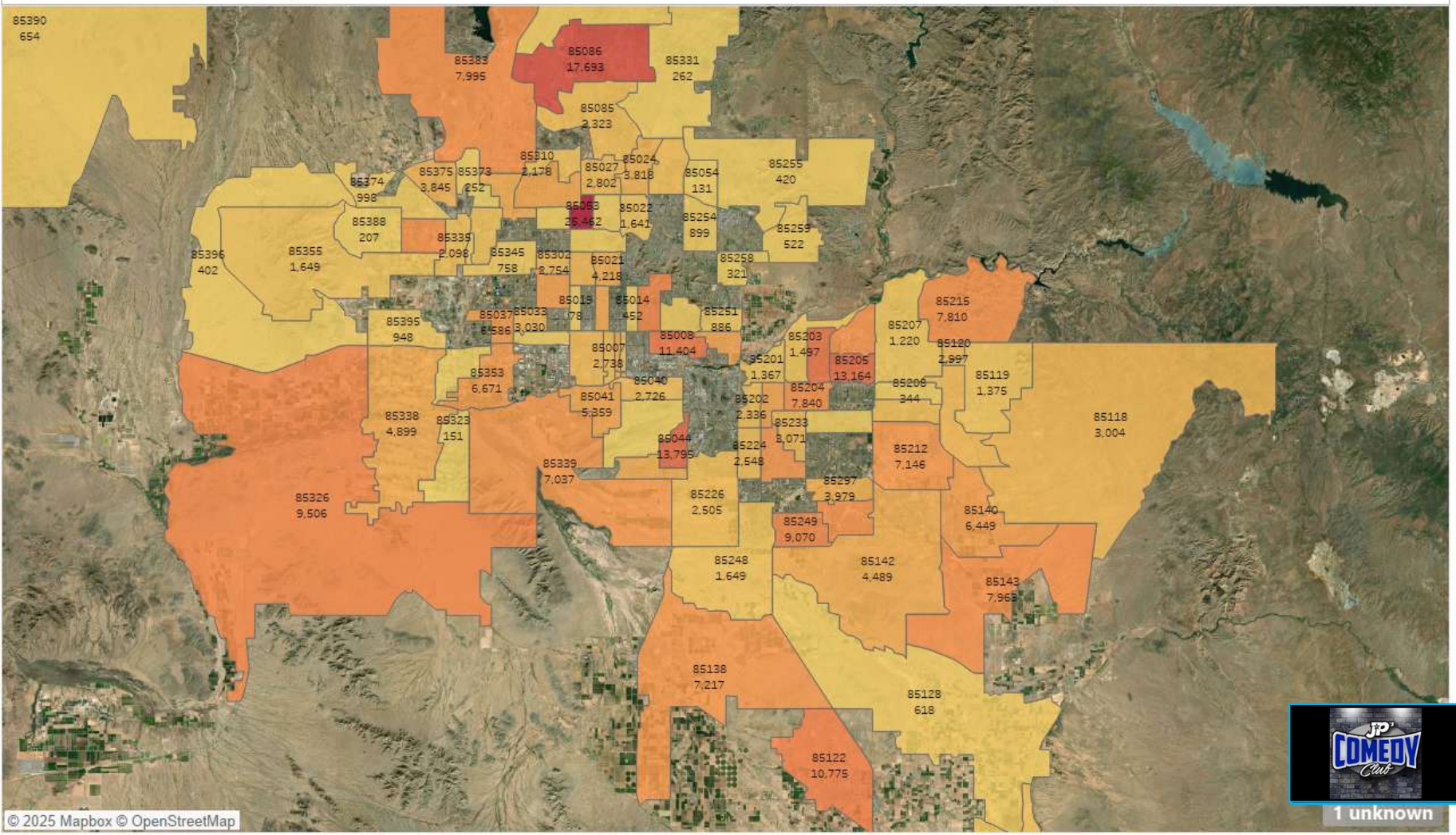


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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)



PHX

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Events attended/places visited past 12 months: Comedy club



8,393,299 or 32.2% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

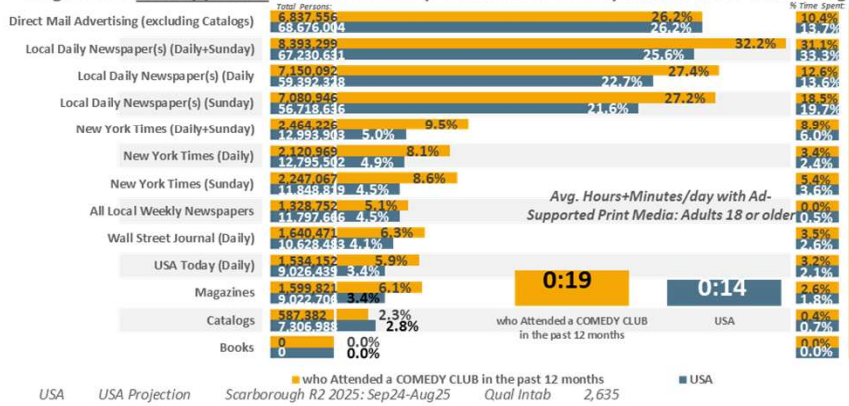
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 2,635

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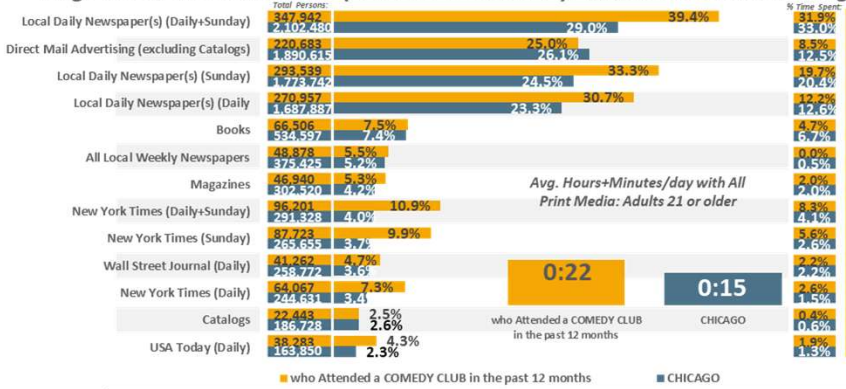
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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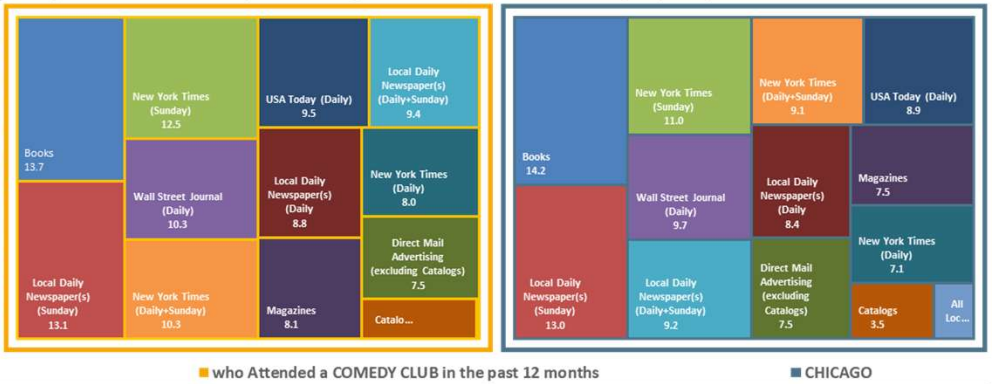
Events attended/places visited past 12 months: Comedy club

347,942 or 39.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

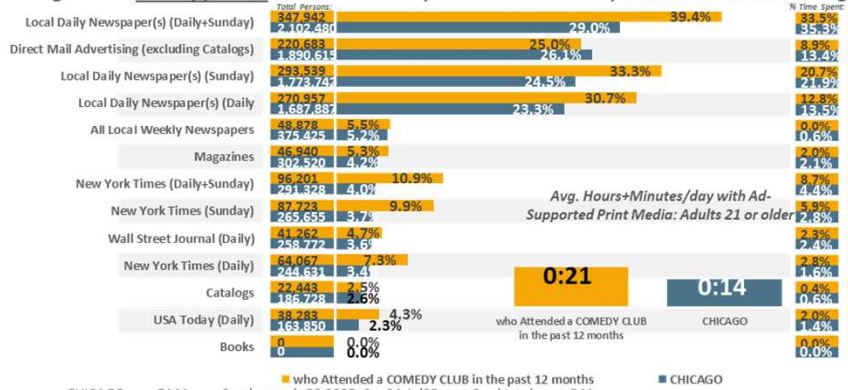
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



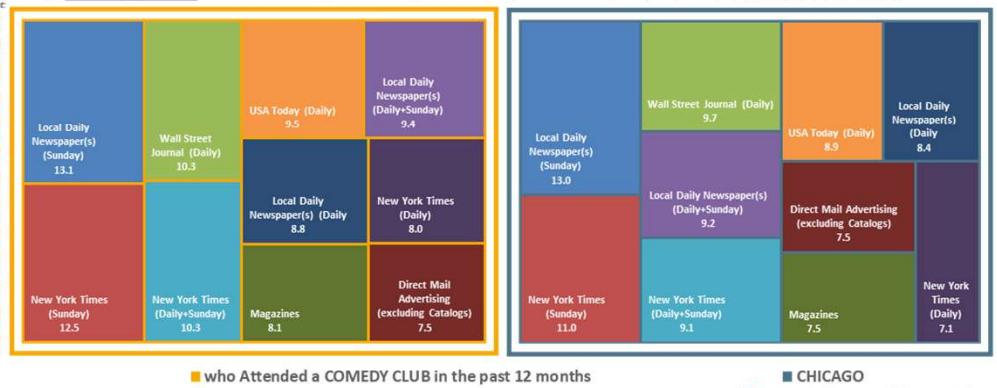
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541

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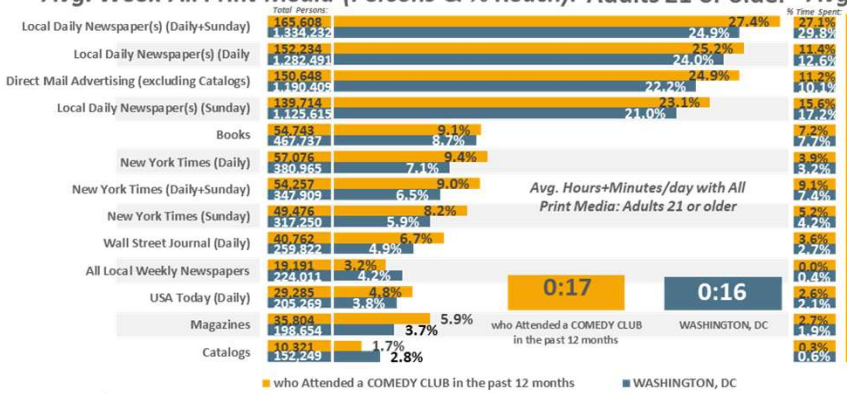
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Events attended/places visited past 12 months: Comedy club

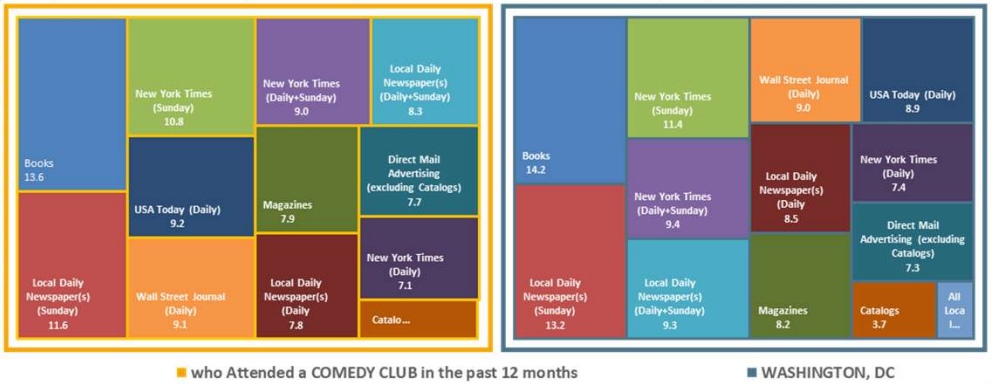


165,608 or 27.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

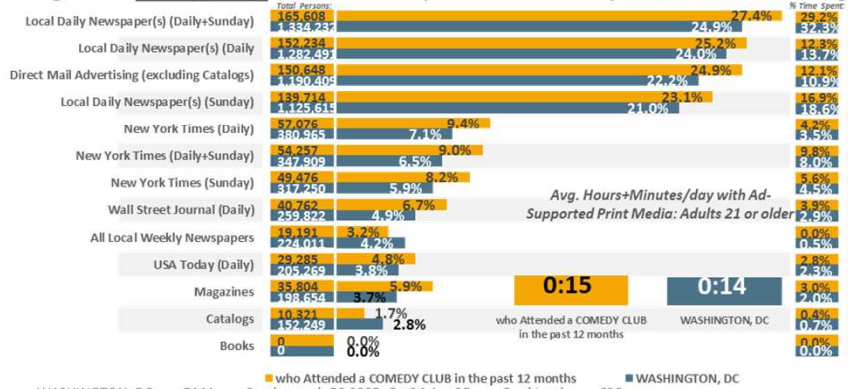
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



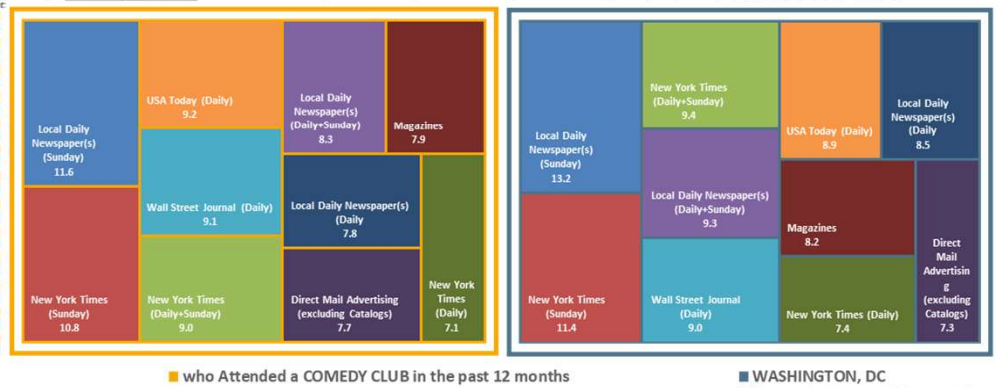
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 630

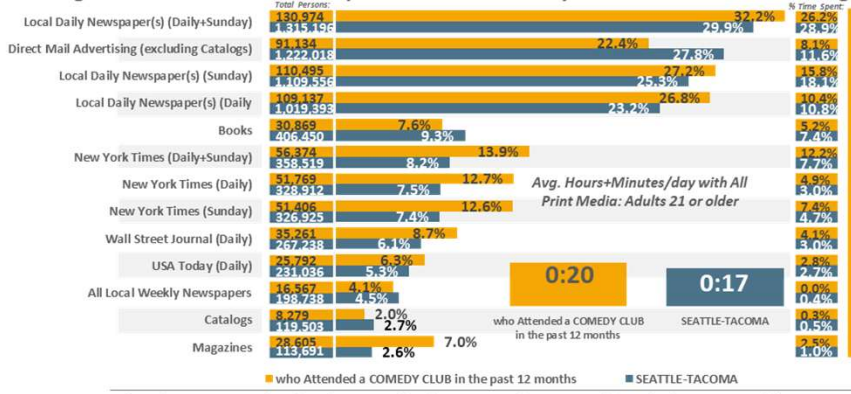
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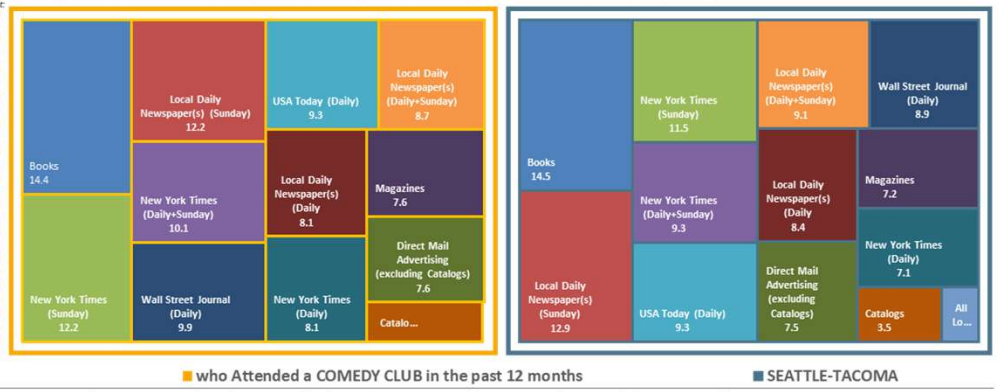
Events attended/places visited past 12 months: Comedy club

130,974 or 32.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

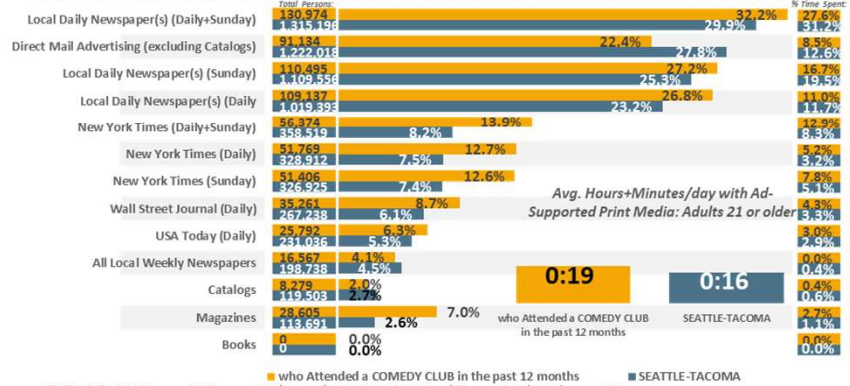
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



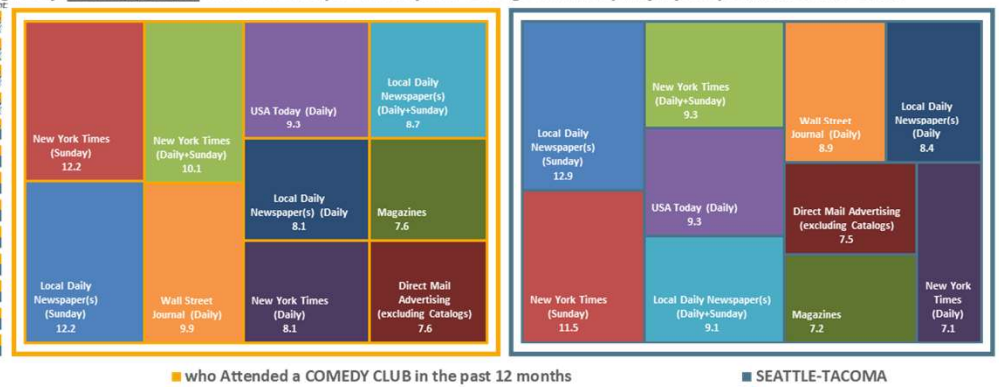
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 371

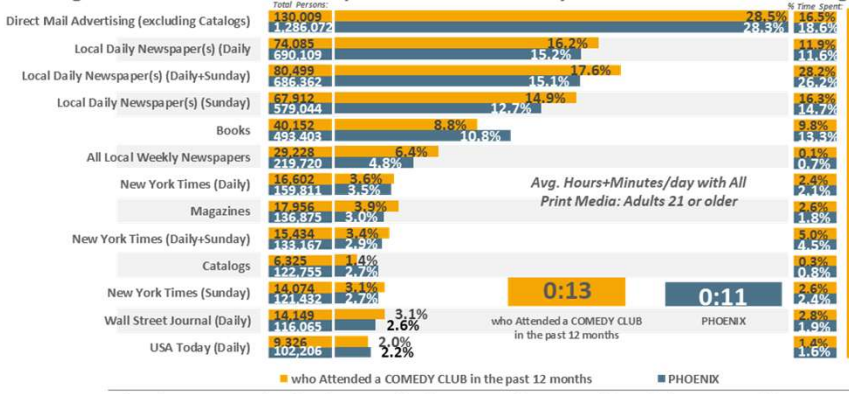
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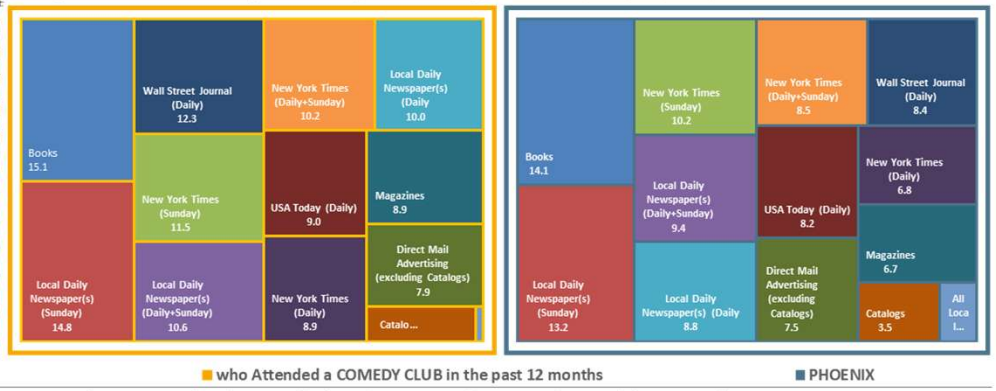
Events attended/places visited past 12 months: Comedy club

80,499 or 17.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

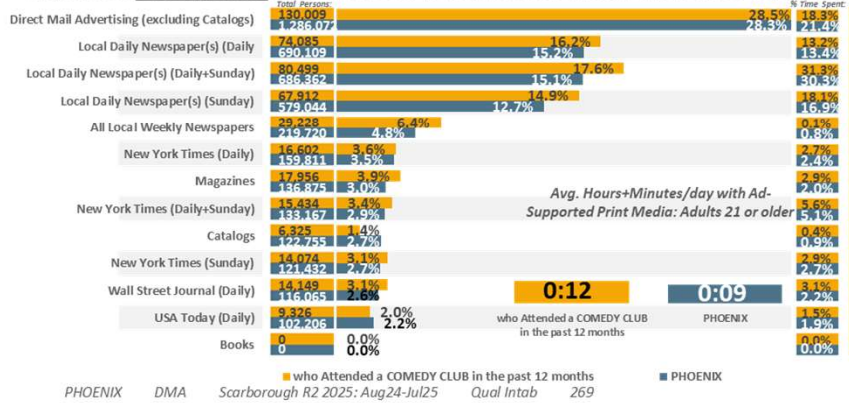
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



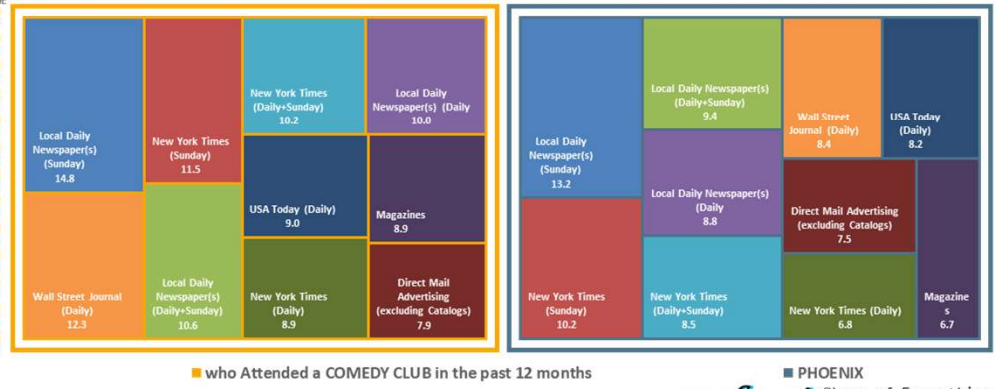
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 269

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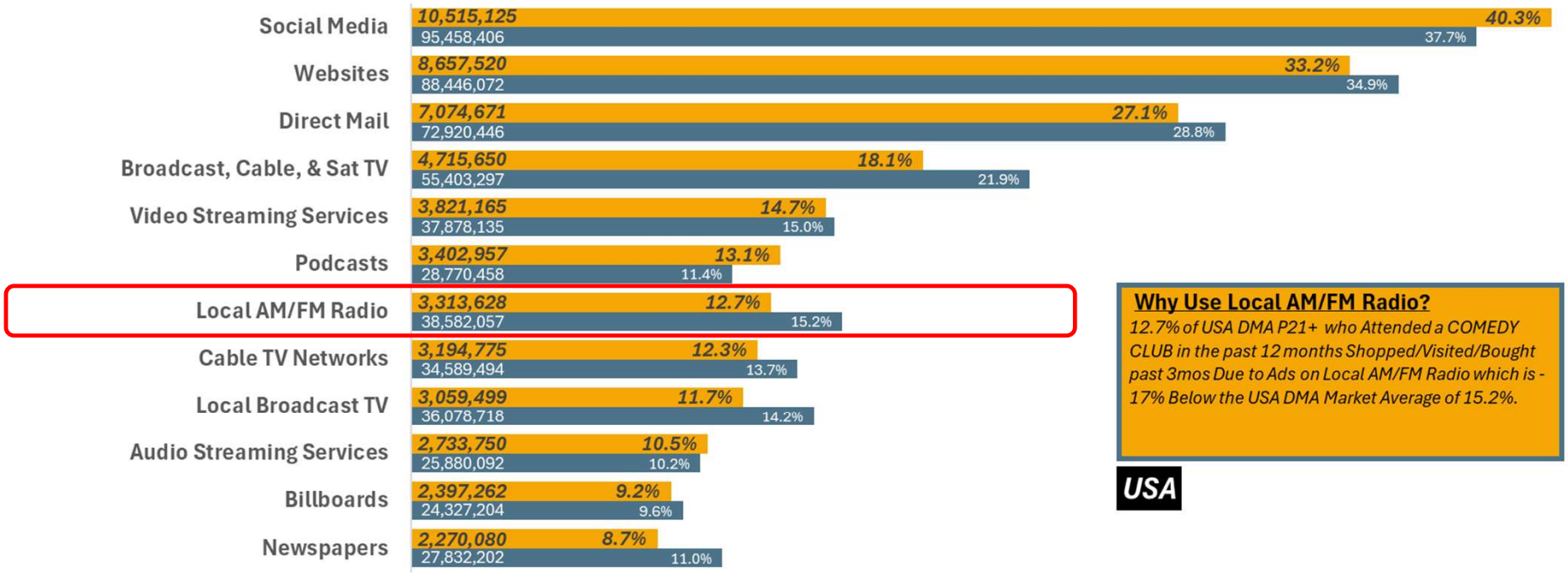
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Events attended/places visited past 12 months: Comedy club

WME USA

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.7% of USA DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the USA DMA Market Average of 15.2%.

USA

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 2635

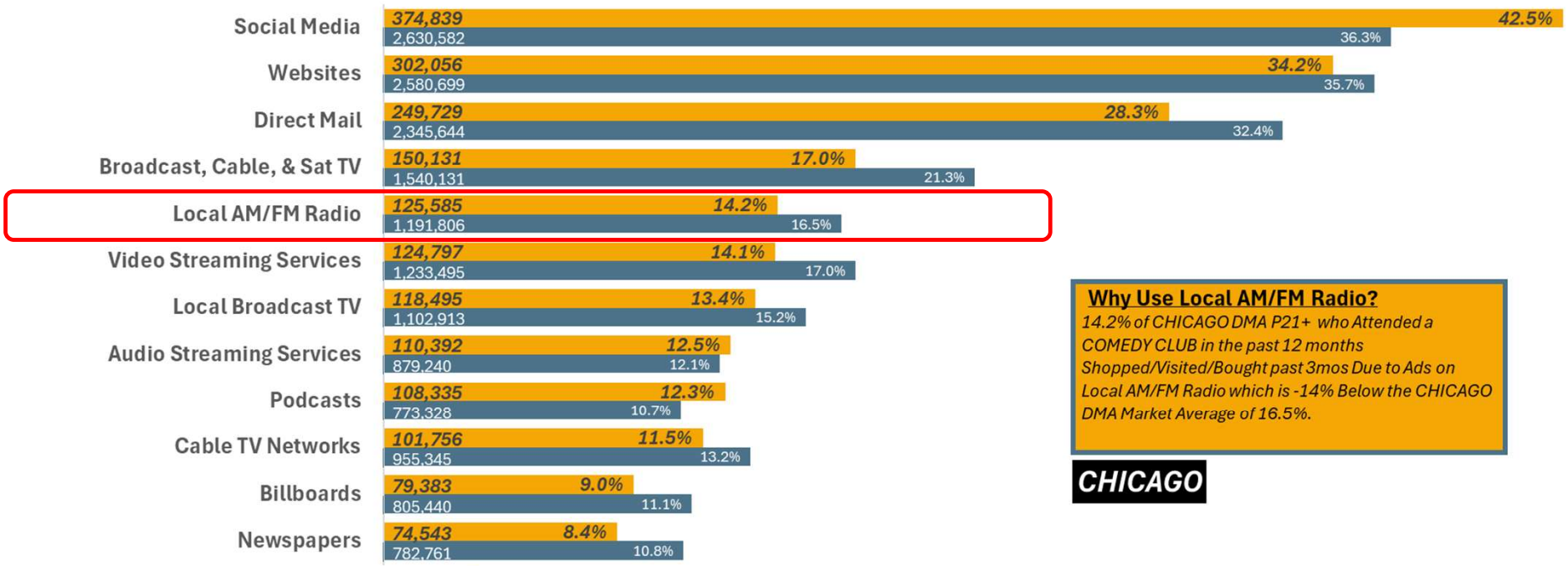
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Events attended/places visited past 12 months: Comedy club

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.2% of CHICAGO DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the CHICAGO DMA Market Average of 16.5%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 541

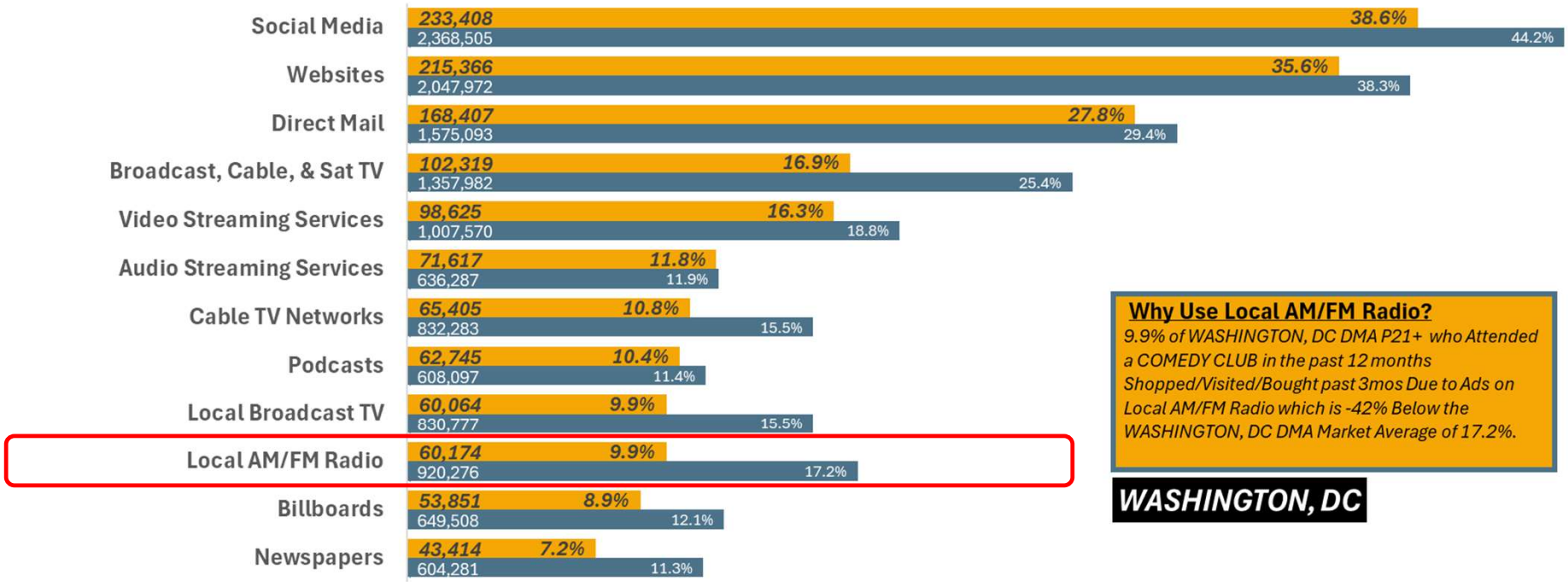
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Events attended/places visited past 12 months: Comedy club

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of WASHINGTON, DC DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -42% Below the WASHINGTON, DC DMA Market Average of 17.2%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 630

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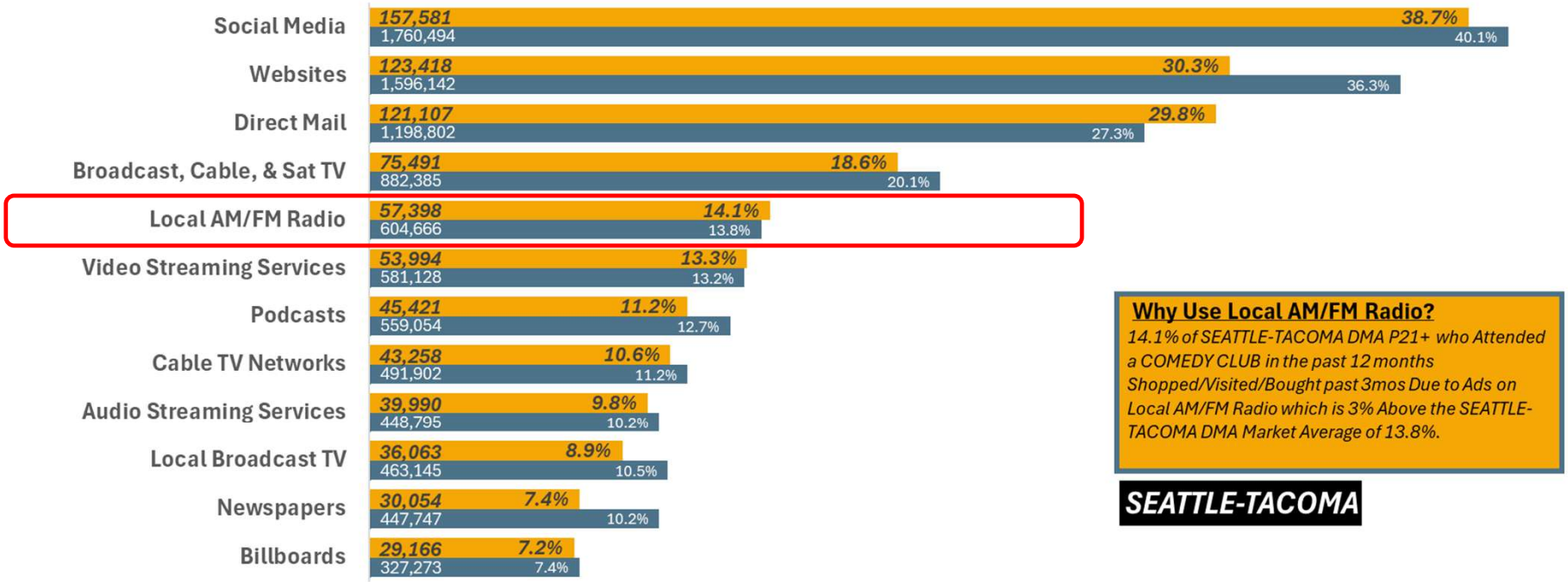
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Events attended/places visited past 12 months: Comedy club

SEA

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.1% of SEATTLE-TACOMA DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 371

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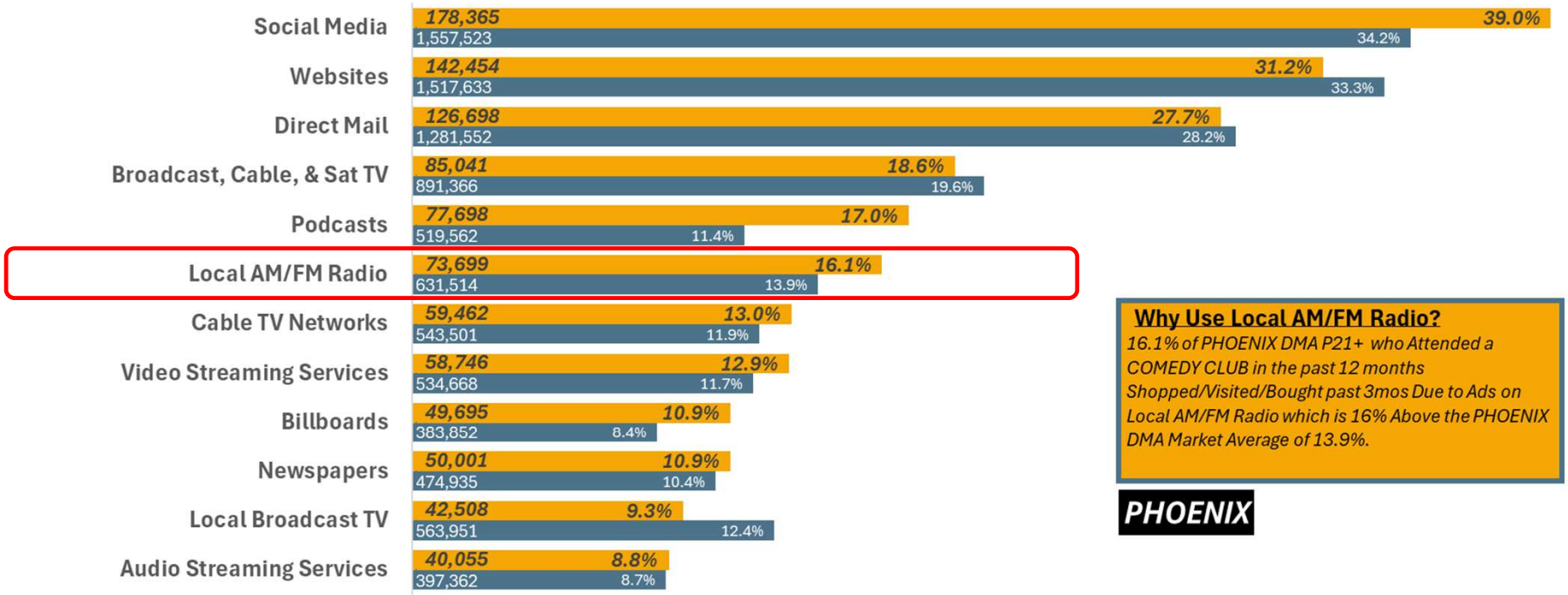
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Events attended/places visited past 12 months: Comedy club

PHX

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.1% of PHOENIX DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the PHOENIX DMA Market Average of 13.9%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 269

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Events attended/places visited past 12 months: Comedy club