USA–5 Demos of the PHOENIX, AZ DMA vs. the USA...

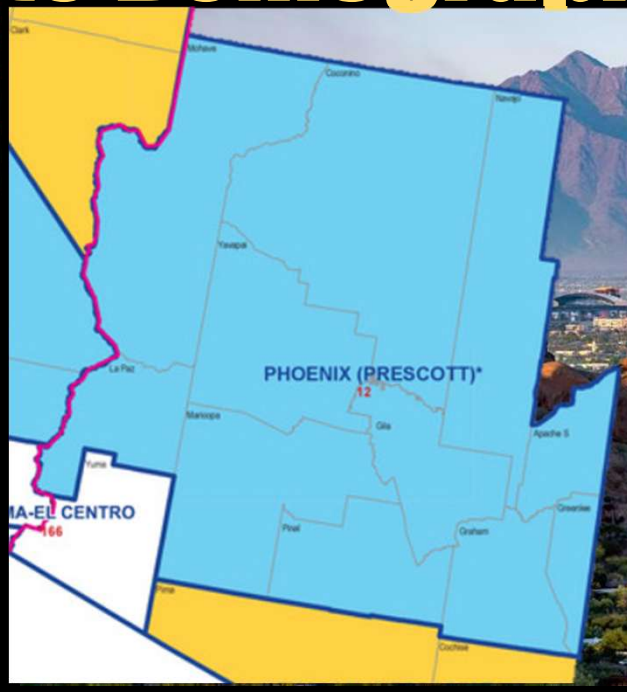
Brand New Data as of July 31, 2026!

Complete Demographic & Media Use Profiles













P18+



P25-54



W25-54



M25-54



P35-64

Hubbard
media that connects

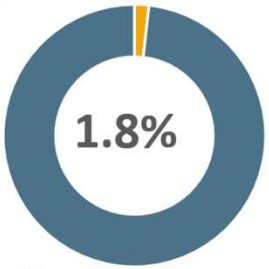
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!



P18+

1.8% or 4,873,436 of USA DMA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Typical Adults 18 or older who Live in the PHOENIX, AZ, DMA are 49.1 years old (.5% older than average) and have a $109,557 (10.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

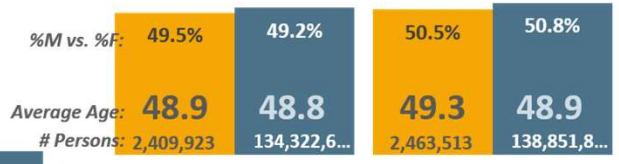


- who Live in the PHOENIX, AZ, DMA
- Remainder of USA DMA

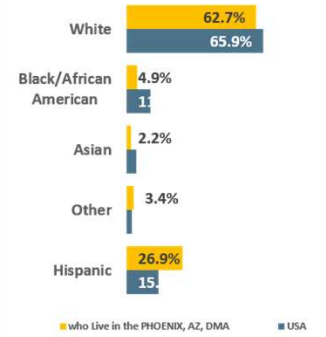
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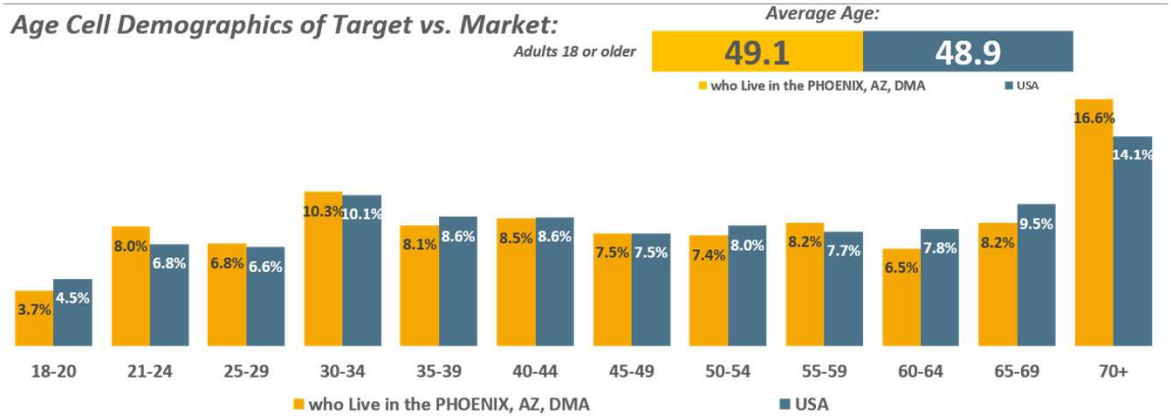
Gender of Target vs. Market: Adults 18 or older



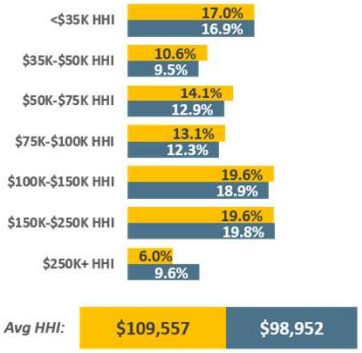
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

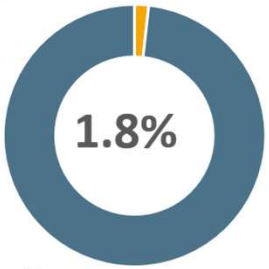
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P25-54

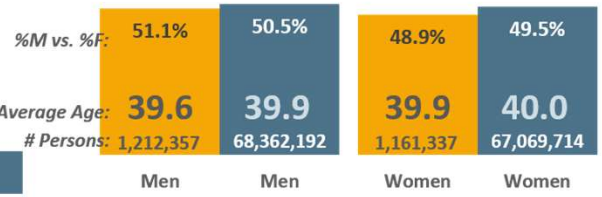
1.8% or 2,373,694 of USA DMA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Typical Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.7 years old (.6% younger than average) and have a $116,517 (10.% higher than average) annual household income.

Percent of Market: Adults 25 - 54

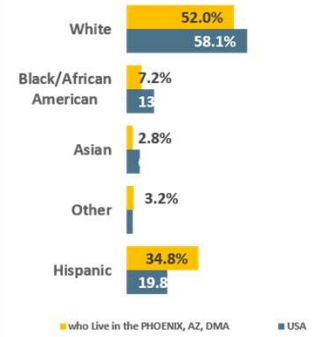


Total Persons:
2,373,694 | 133,058,212

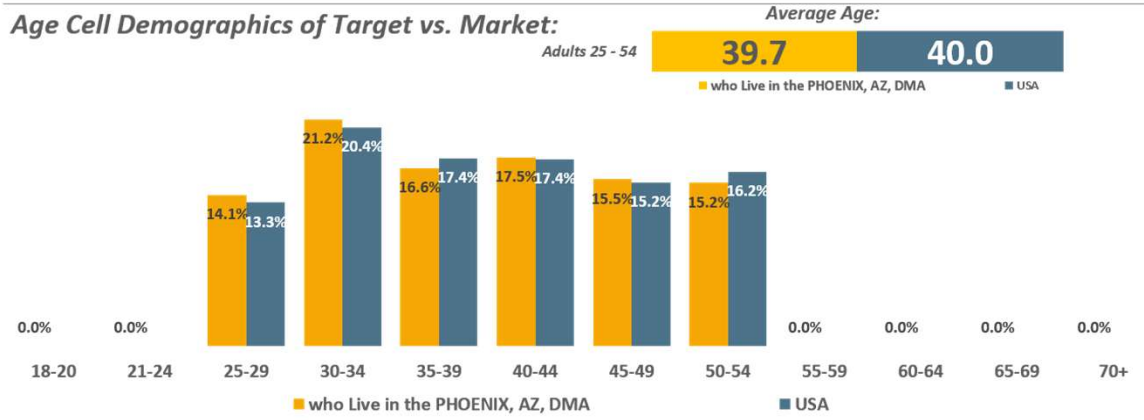
Gender of Target vs. Market: Adults 25 - 54



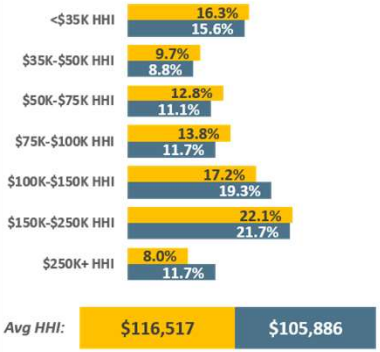
Ethnicity of Target vs. Market:



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USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

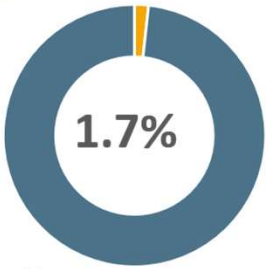
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W25-54

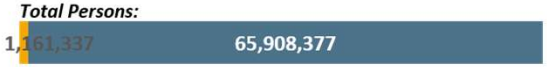
1.7% or 1,161,337 of USA DMA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Typical Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.9 years old (.3% younger than average) and have a $96,378 (.8% higher than average) annual household income.

Percent of Market: Women 25 - 54

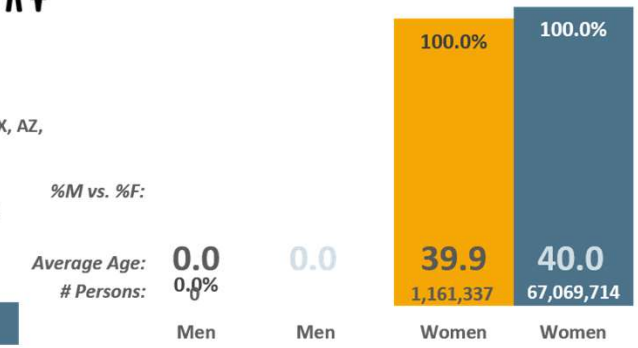


- who Live in the PHOENIX, AZ, DMA
- Remainder of USA DMA

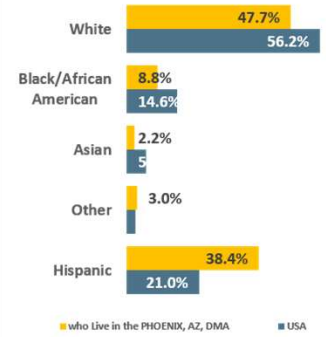
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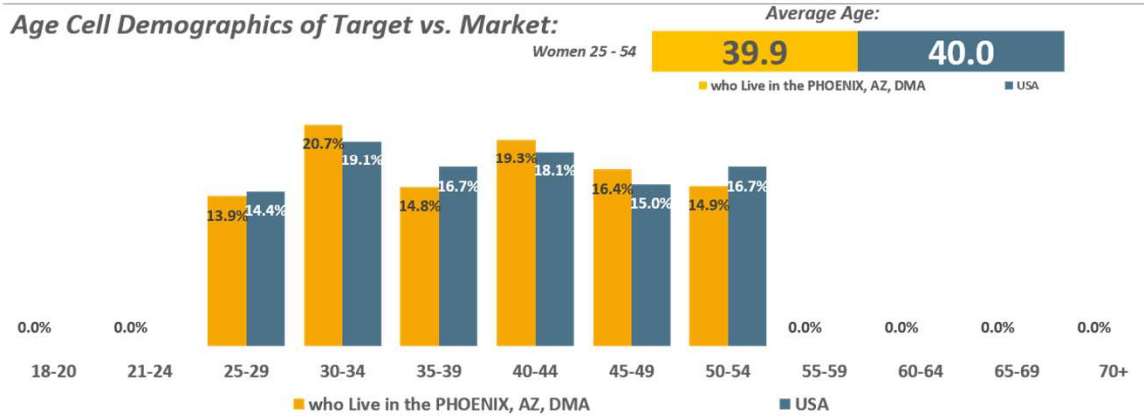
Gender of Target vs. Market: Women 25 - 54



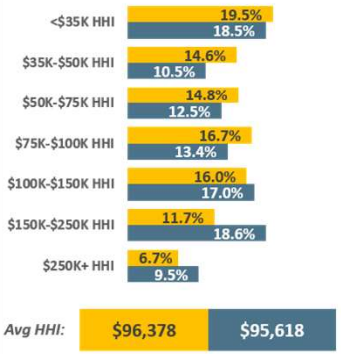
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

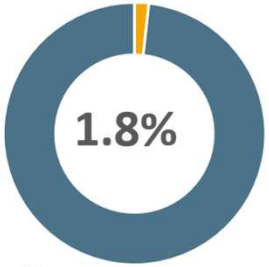
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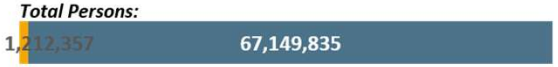
M25-54

1.8% or 1,212,357 of USA DMA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Typical Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.6 years old (.9% younger than average) and have a $135,809 (17.1% higher than average) annual household income.

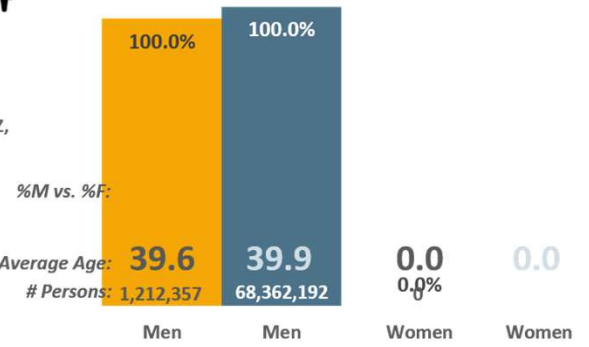
Percent of Market: Men 25 - 54



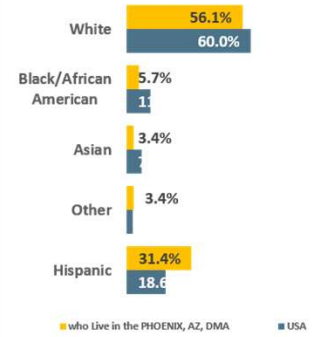
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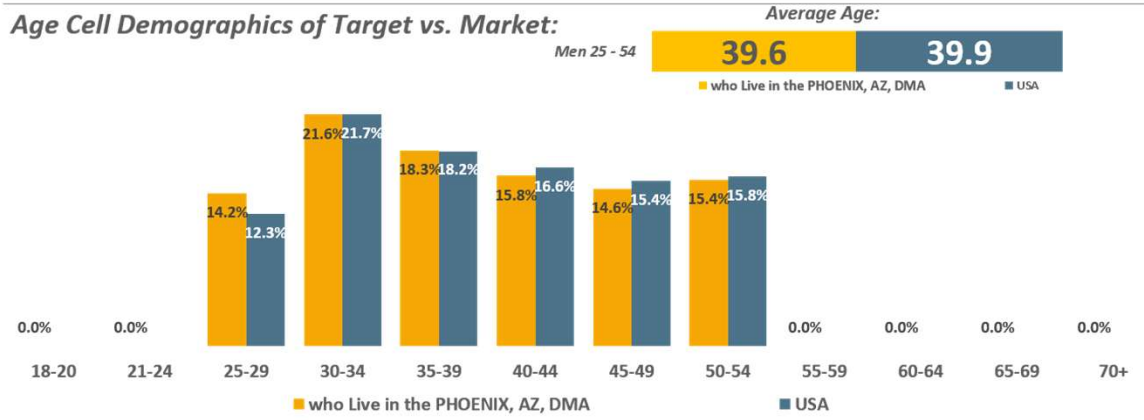
Gender of Target vs. Market: Men 25 - 54



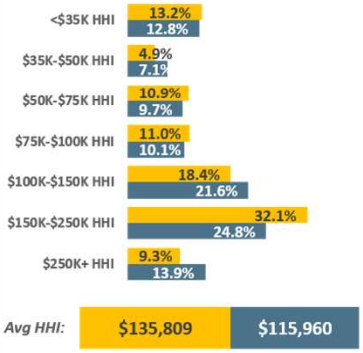
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

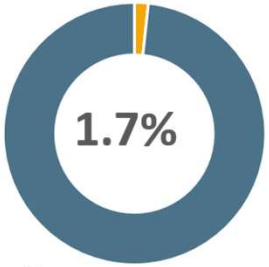
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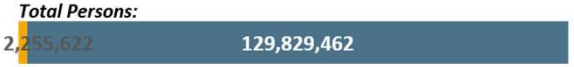


P35-64

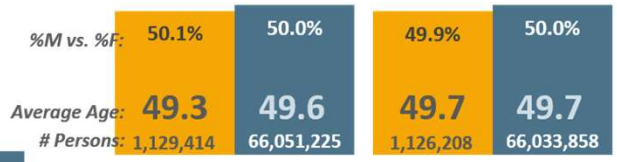
1.7% or 2,255,622 of USA DMA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Typical Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 49.5 years old (.3% younger than average) and have a $121,822 (10.1% higher than average) annual household income.

Percent of Market: Adults 35 - 64

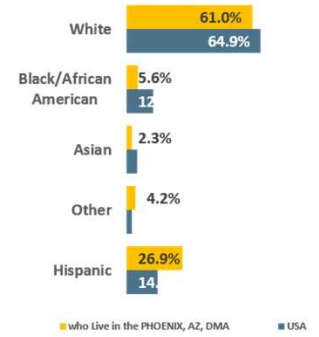




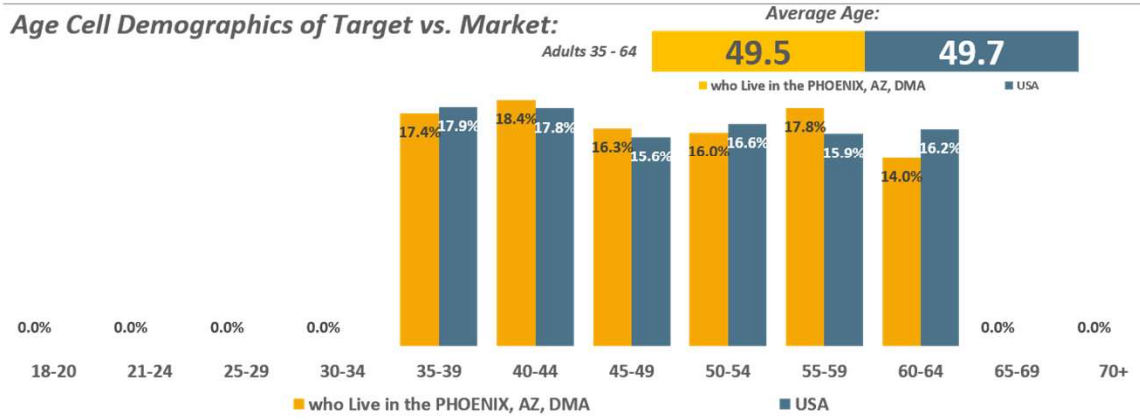
Gender of Target vs. Market: Adults 35 - 64



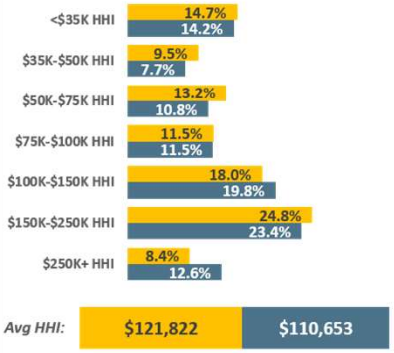
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

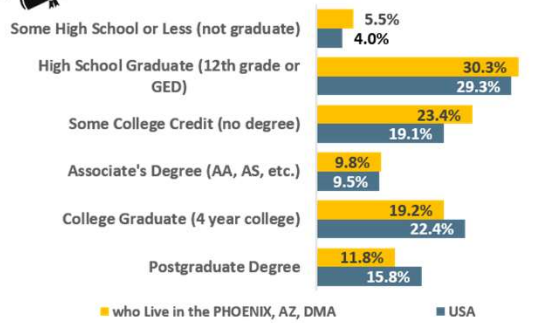
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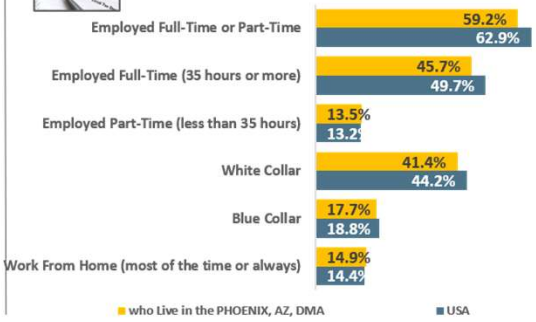
P18+

1.8% or 4,873,436 of USA DMA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 18.7% less likely to be a college graduate, 8.1% less likely to work full-time, 1.9% less likely to be married, 1.6% less likely to be a parent of 1 or more children under 18.

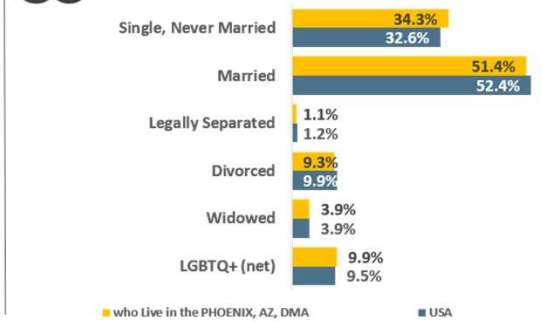
Education Levels: Adults 18 or older



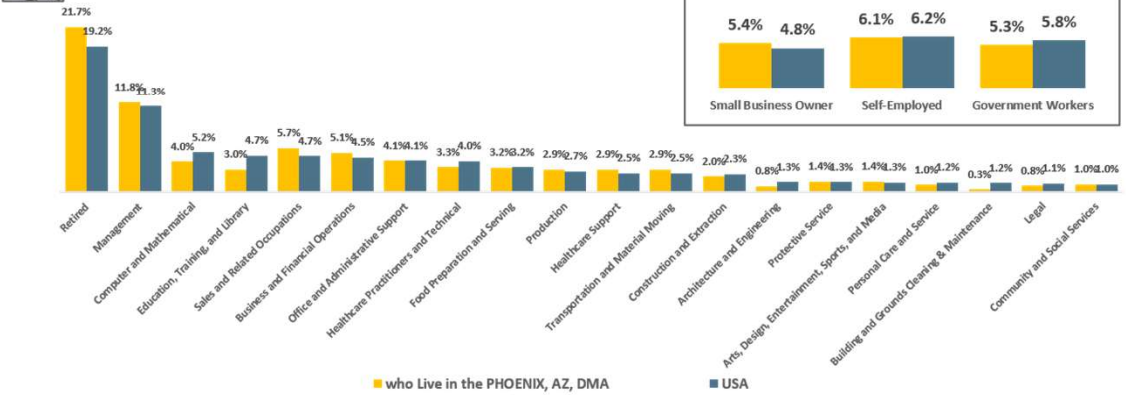
Employment: Adults 18 or older



Marital Status: Adults 18 or older

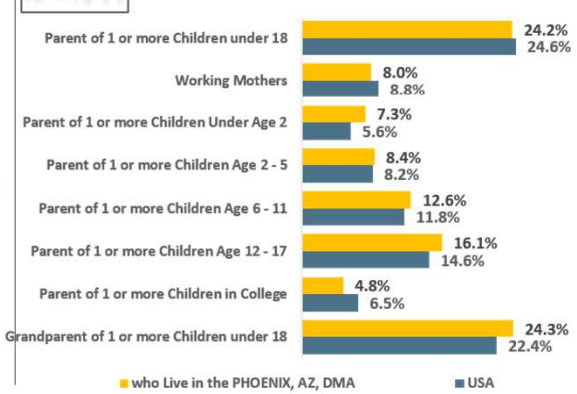


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

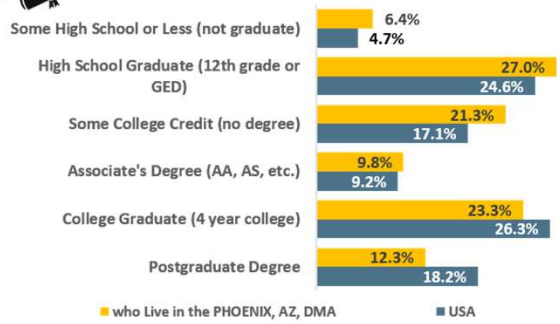
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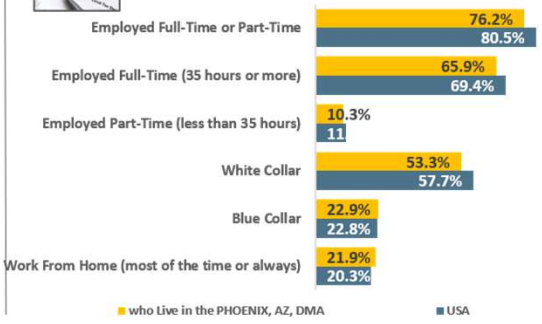
P25-54

1.8% or 2,373,694 of USA DMA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 20.2% less likely to be a college graduate, 4.9% less likely to work full-time, 5.3% less likely to be married, .6% less likely to be a parent of 1 or more children under 18.

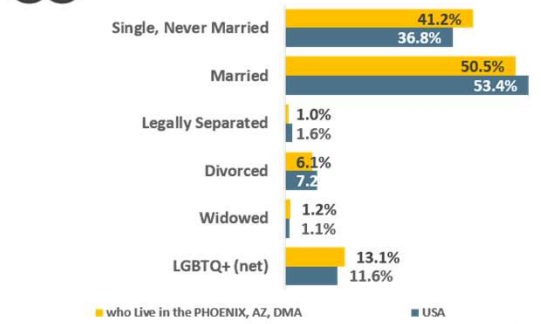
Education Levels: Adults 25 - 54



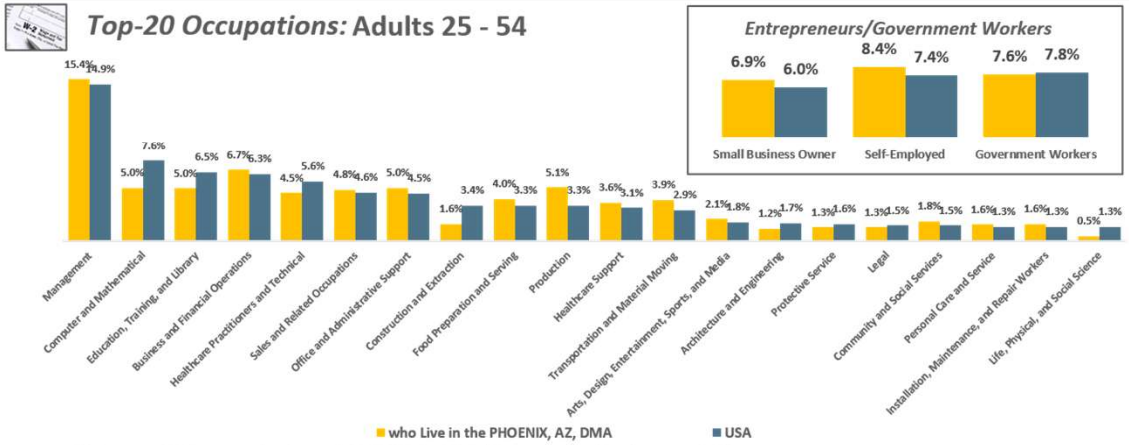
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

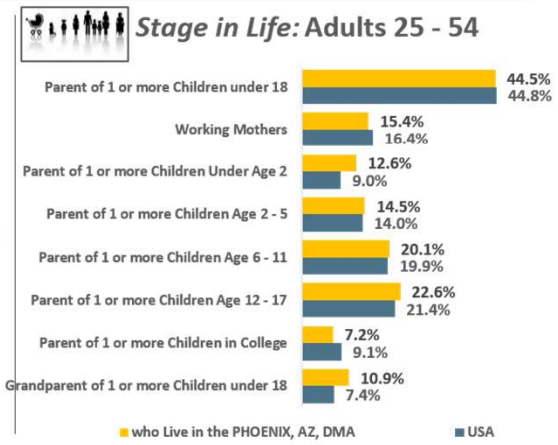


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

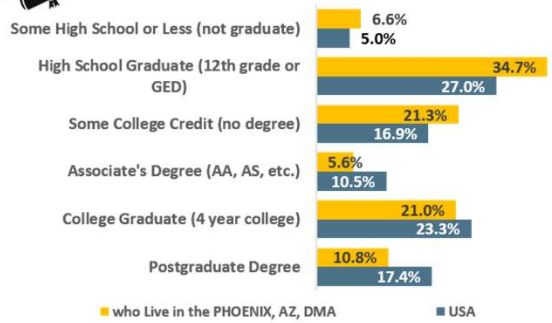
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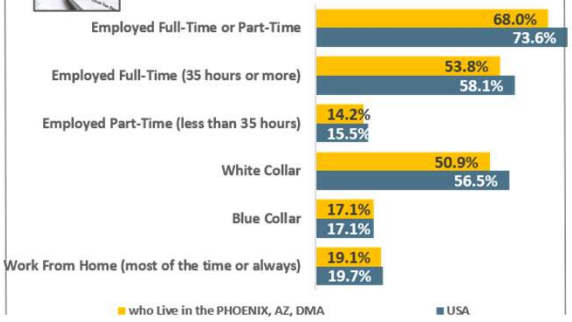
W25-54

1.7% or 1,161,337 of USA DMA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 21.9% less likely to be a college graduate, 7.4% less likely to work full-time, .% more likely to be married, 9.3% more likely to be a parent of 1 or more children under 18.

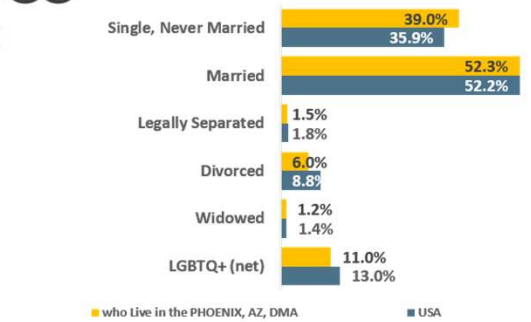
Education Levels: Women 25 - 54



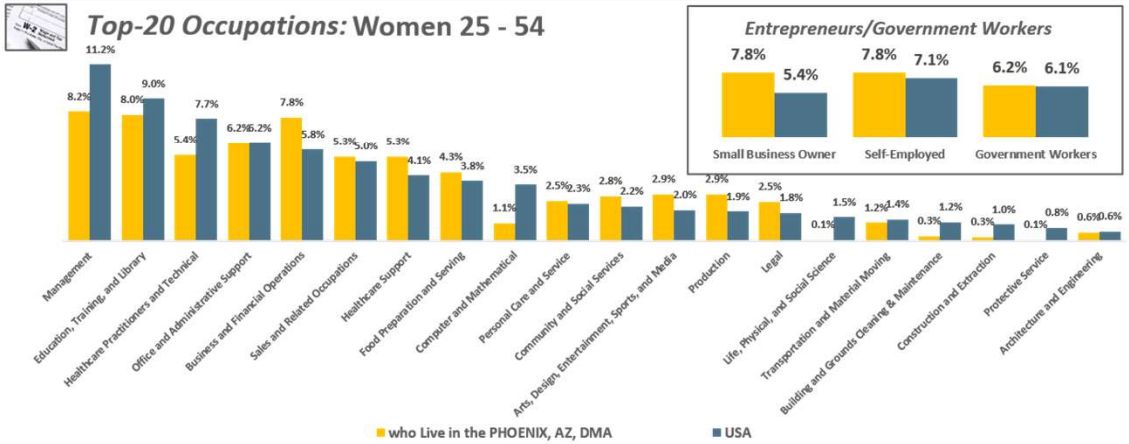
Employment: Women 25 - 54



Marital Status: Women 25 - 54

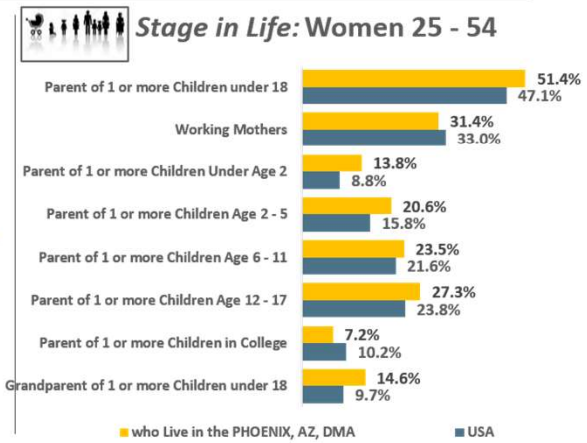


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

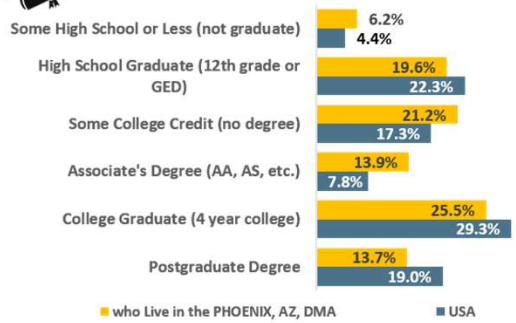
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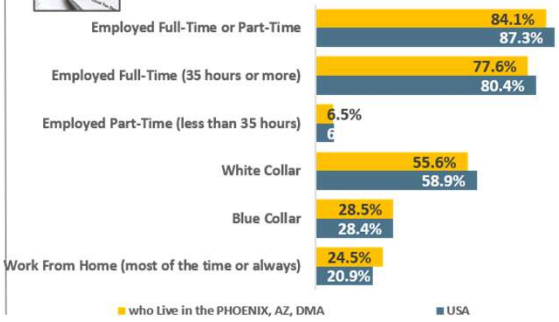
M25-54

1.8% or 1,212,357 of USA DMA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 18.9% less likely to be a college graduate, 3.5% less likely to work full-time, 10.3% less likely to be married, 11.% less likely to be a parent of 1 or more children under 18.

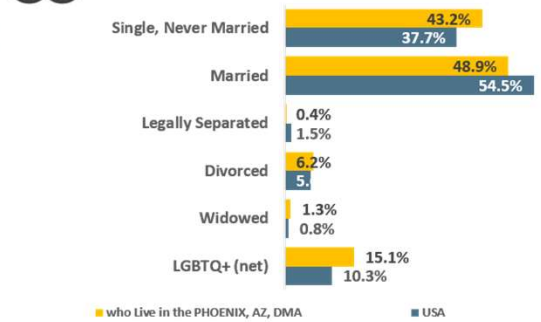
Education Levels: Men 25 - 54



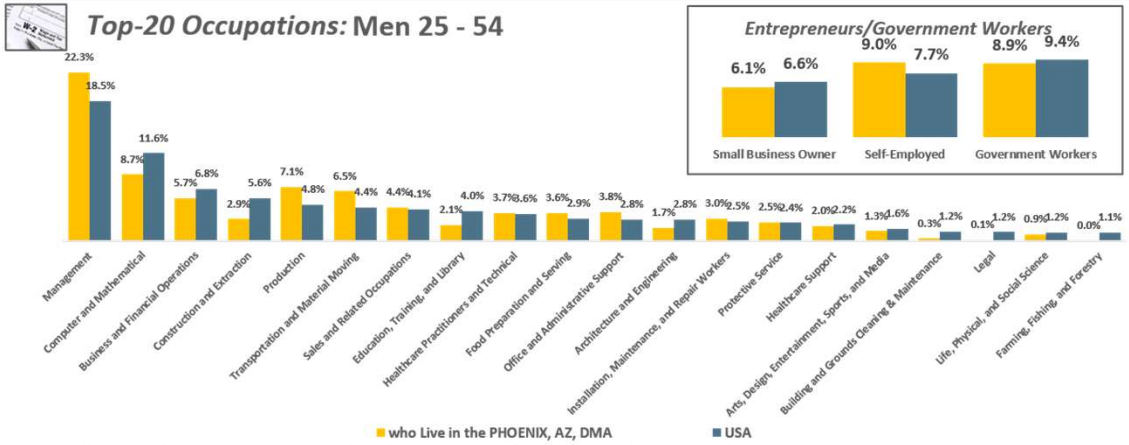
Employment: Men 25 - 54



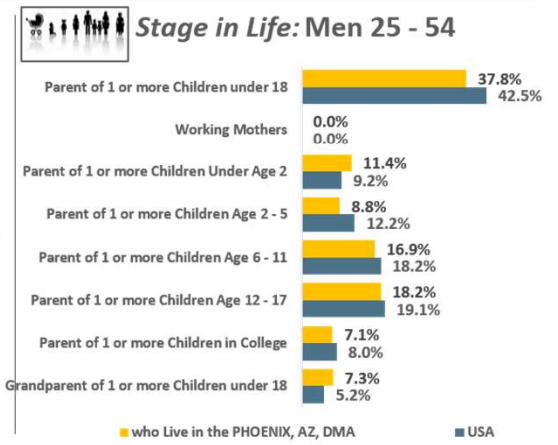
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



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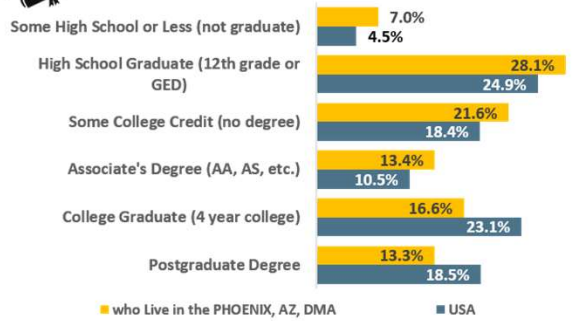
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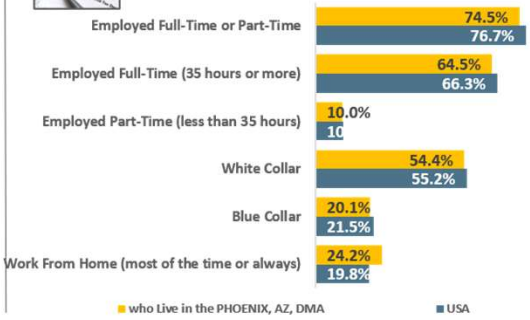
P35-64

1.7% or 2,255,622 of USA DMA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 28.1% less likely to be a college graduate, 2.7% less likely to work full-time, 3.6% less likely to be married, 18.% more likely to be a grandparent of 1 or more children under 18.

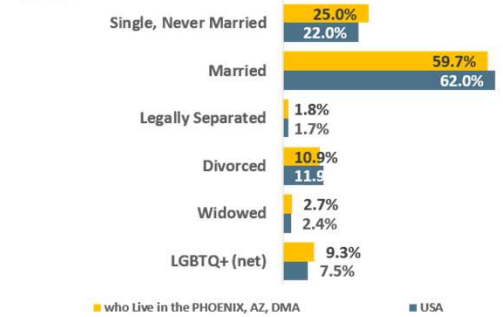
Education Levels: Adults 35 - 64



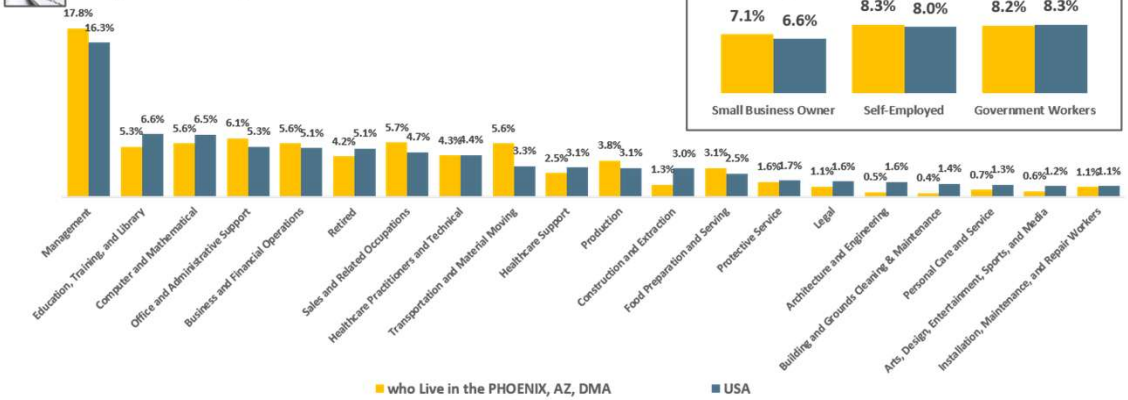
Employment: Adults 35 - 64



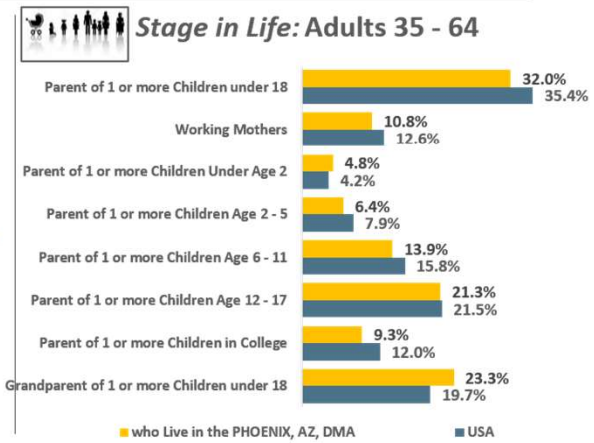
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

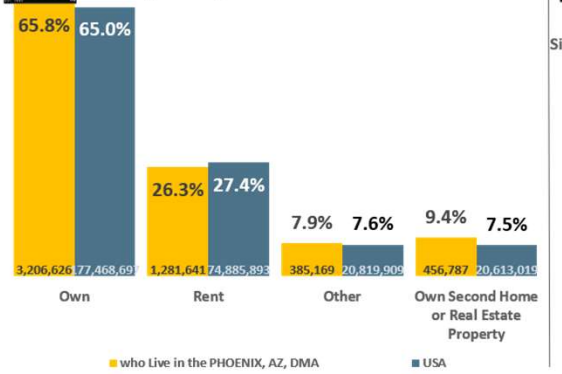
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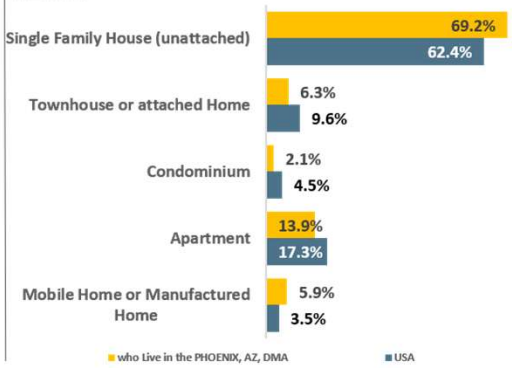
P18+

1.8% or 4,873,436 of USA DMA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 1.3% more likely to own their home, 25.3% more likely to own a higher valued home, 10.9% more likely to have a single-family home, 22.9% more likely to have a dog.

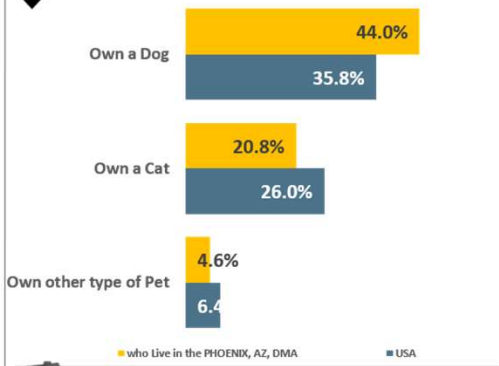
Own/Rent/Other: Adults 18 or older



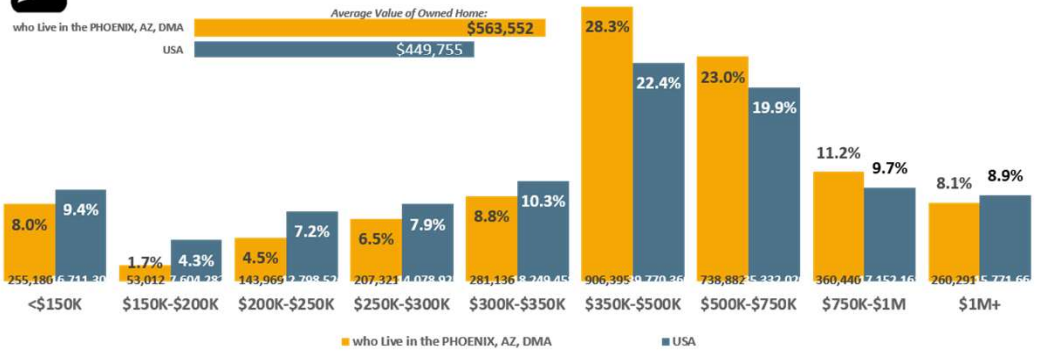
Type of Home: Adults 18 or older



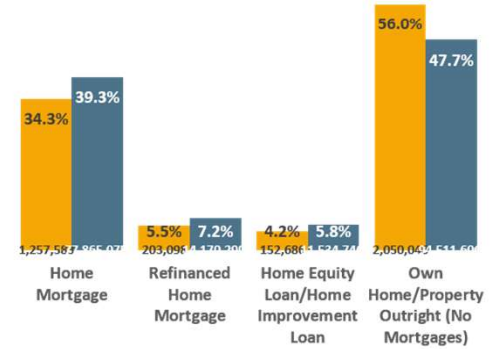
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

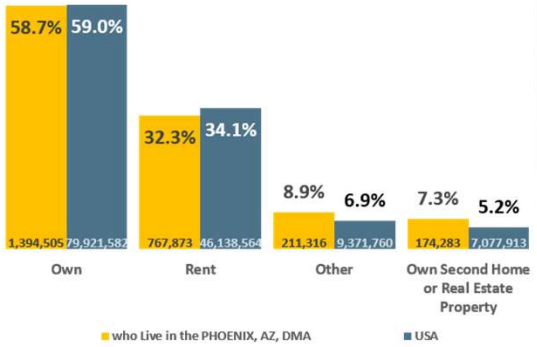
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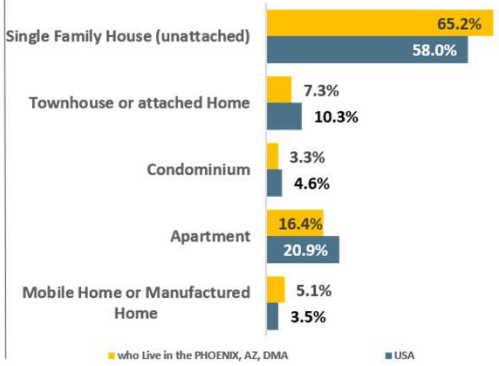
P25-54

1.8% or 2,373,694 of USA DMA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are .4% less likely to own their home, 14.1% more likely to own a higher valued home, 12.4% more likely to have a single-family home, 29.% more likely to have a dog.

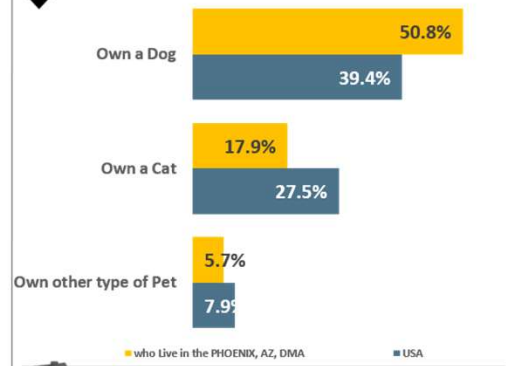
Own/Rent/Other: Adults 25 - 54



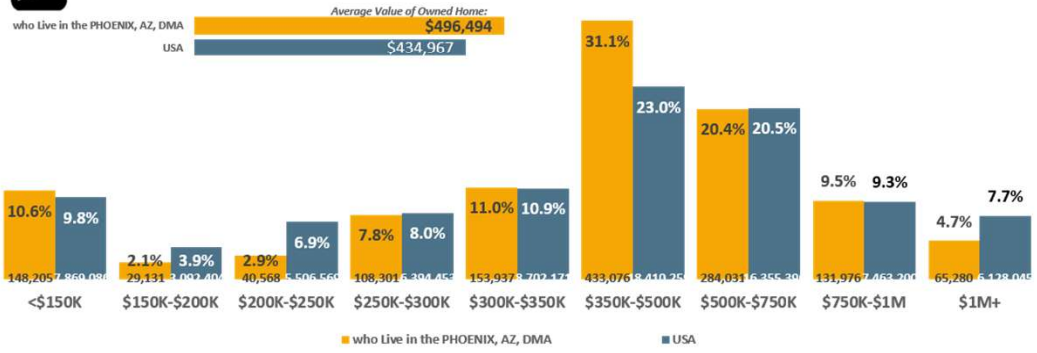
Type of Home: Adults 25 - 54



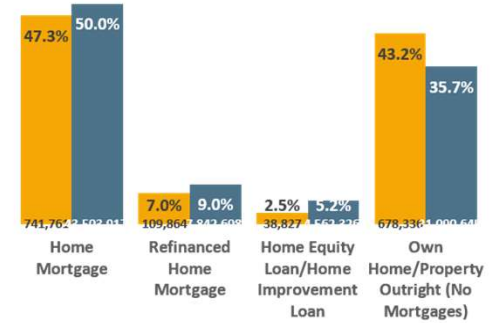
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

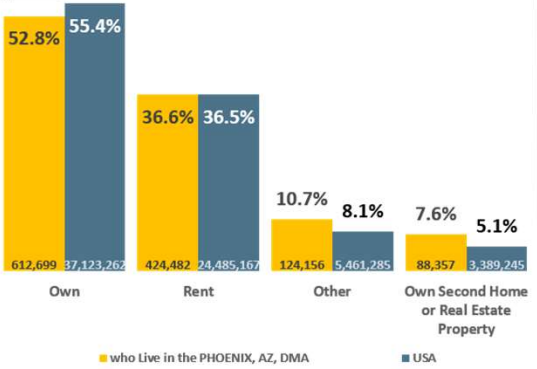
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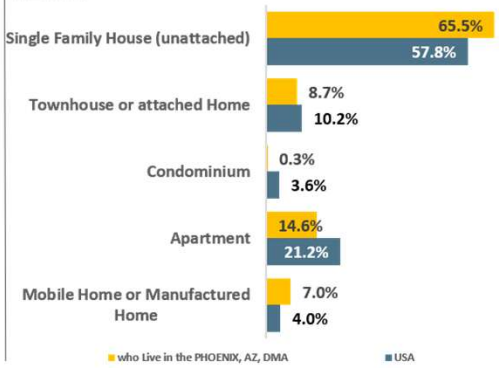
W25-54

1.7% or 1,161,337 of USA DMA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 4.7% less likely to own their home, 14.5% more likely to own a higher valued home, 13.3% more likely to have a single-family home, 26.% more likely to have a dog.

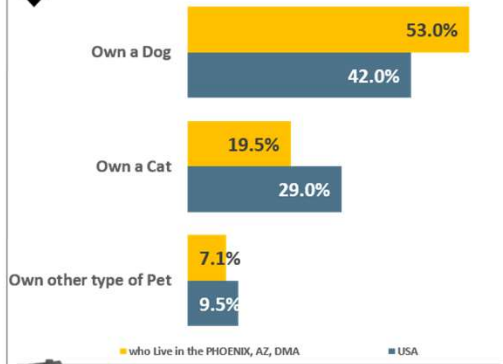
Own/Rent/Other: Women 25 - 54



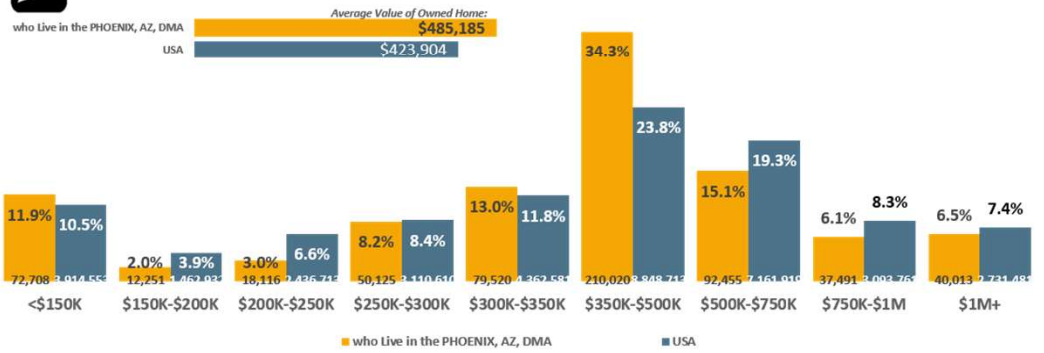
Type of Home: Women 25 - 54



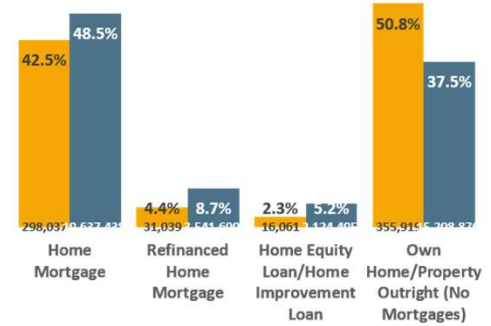
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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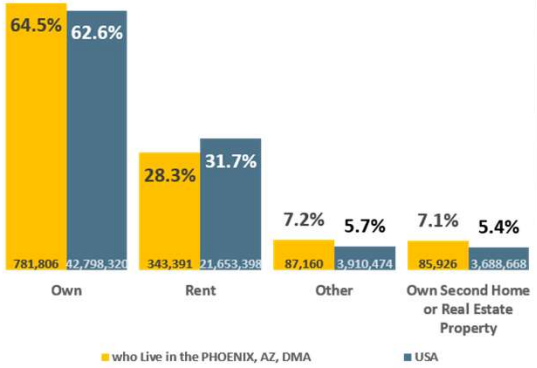
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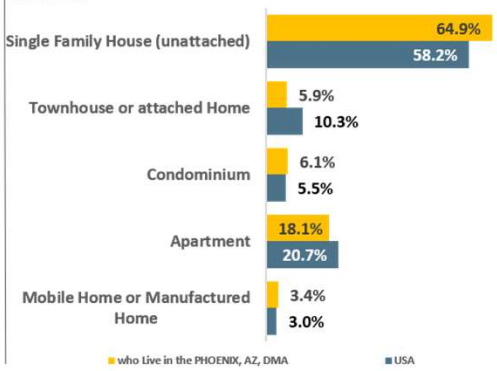
M25-54

1.8% or 1,212,357 of USA DMA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 3.% more likely to own their home, 13.7% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 32.5% more likely to have a dog.

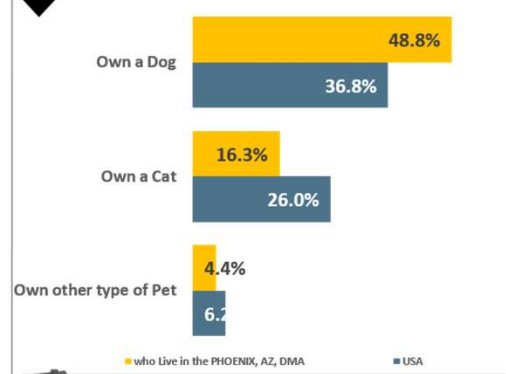
Own/Rent/Other: Men 25 - 54



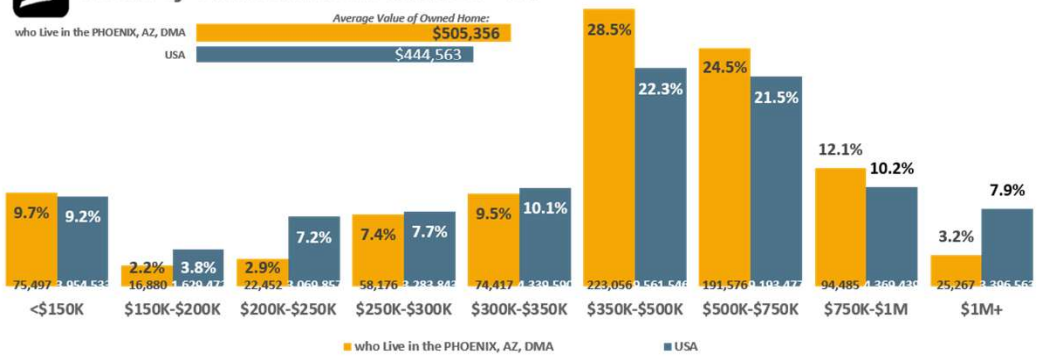
Type of Home: Men 25 - 54



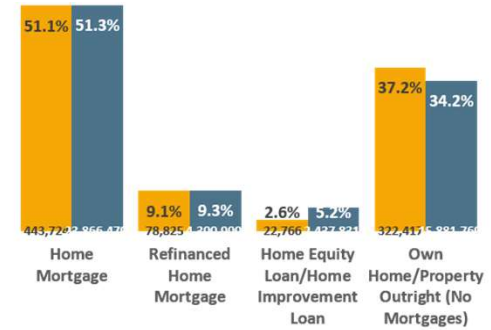
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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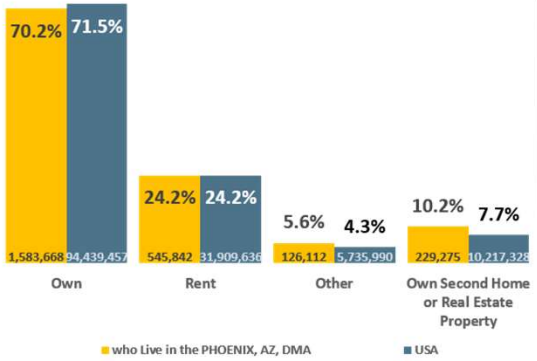
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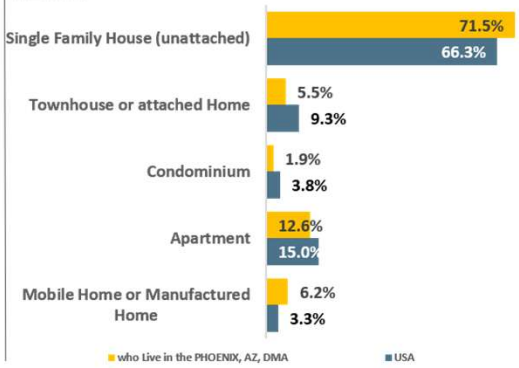
P35-64

1.7% or 2,255,622 of USA DMA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 1.8% less likely to own their home, 24.6% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 20.7% more likely to have a dog.

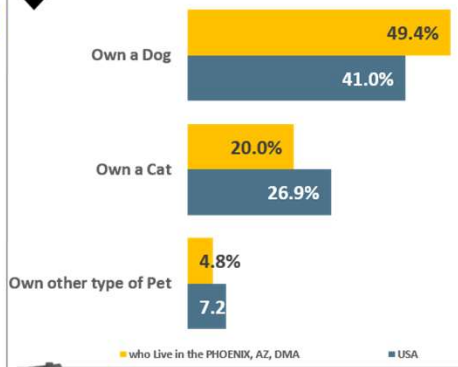
Own/Rent/Other: Adults 35 - 64



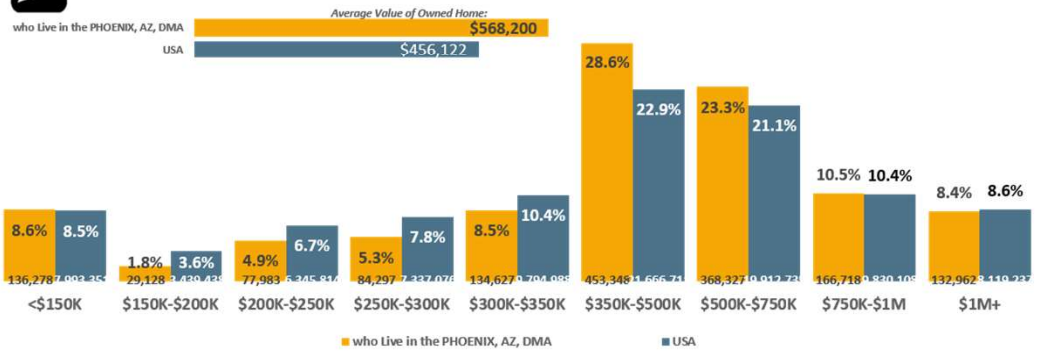
Type of Home: Adults 35 - 64



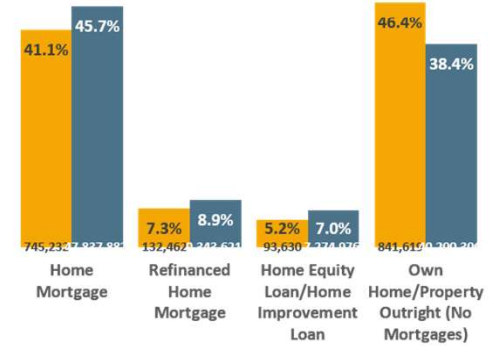
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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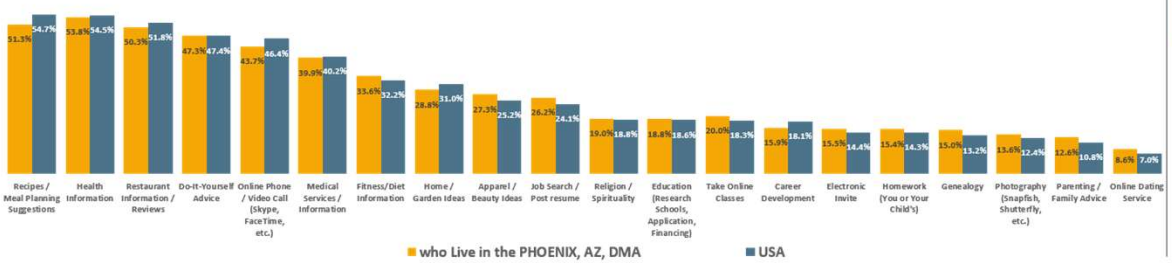
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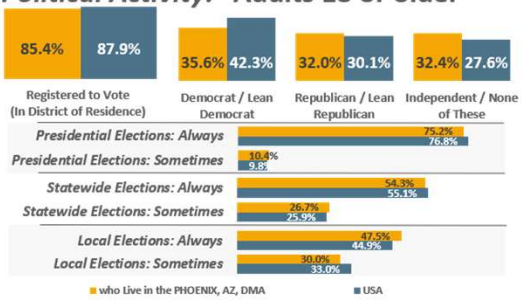
P18+

1.8% or 4,873,436 of USA DMA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are .1% less likely to look up D-I-Y advice online, 5.8% more likely to always vote in local elections, 2.8% more likely to belong to a gym, 2.8% more likely to fly domestic past yr.

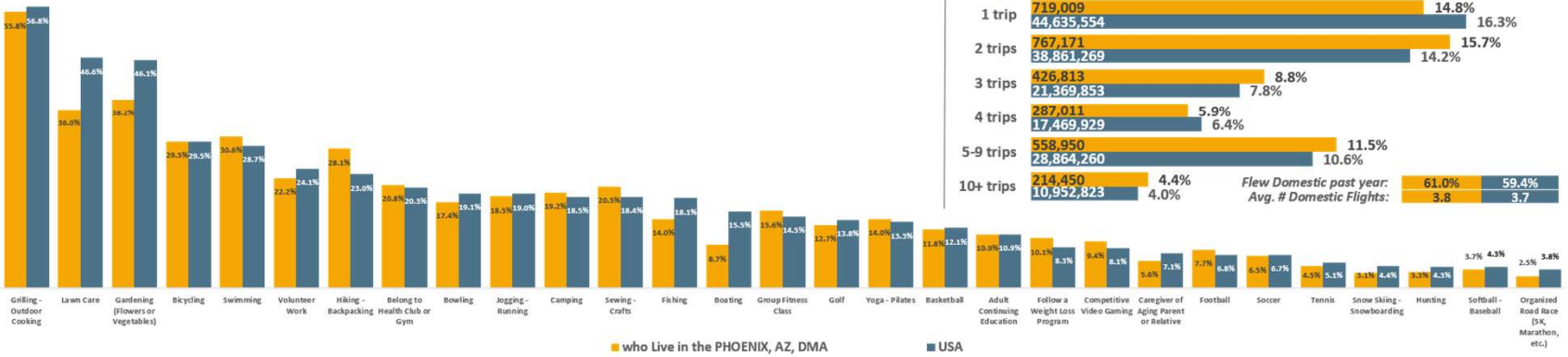
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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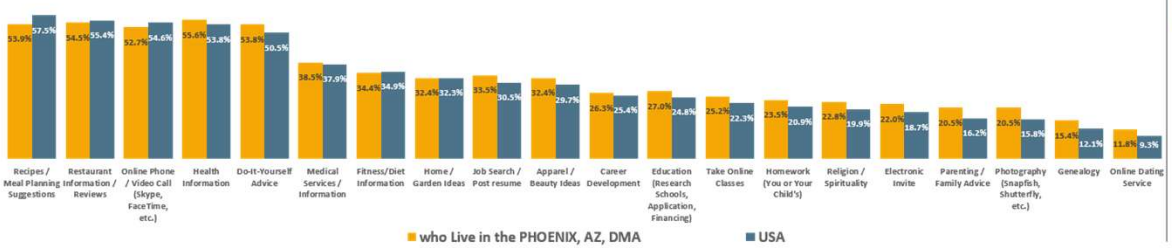
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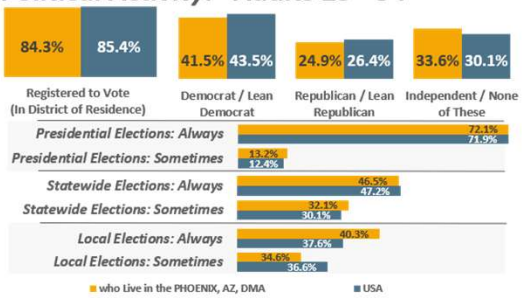
P25-54

1.8% or 2,373,694 of USA DMA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 6.5% more likely to look up D-I-Y advice online, 7.1% more likely to always vote in local elections, .7% more likely to belong to a gym, 2.5% less likely to fly domestic past yr.

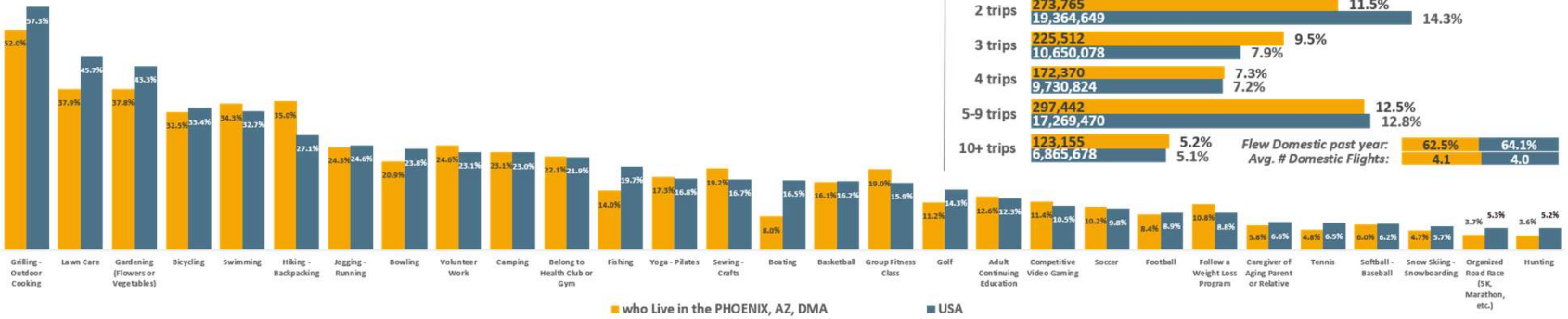
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

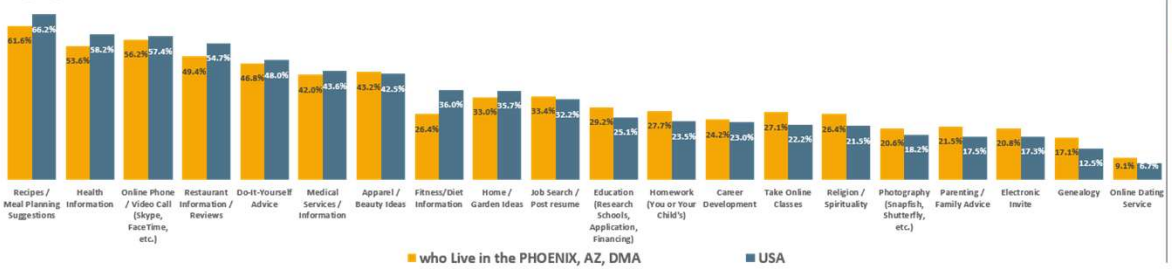
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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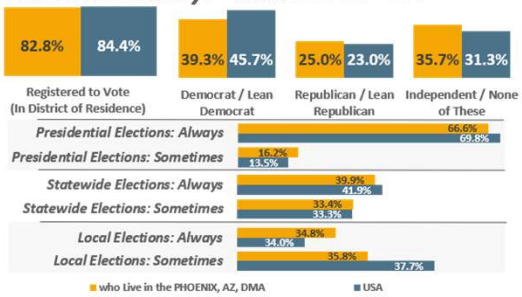


1.7% or 1,161,337 of USA DMA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 2.6% less likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, 6.% more likely to belong to a gym, 5.8% less likely to fly domestic past yr.

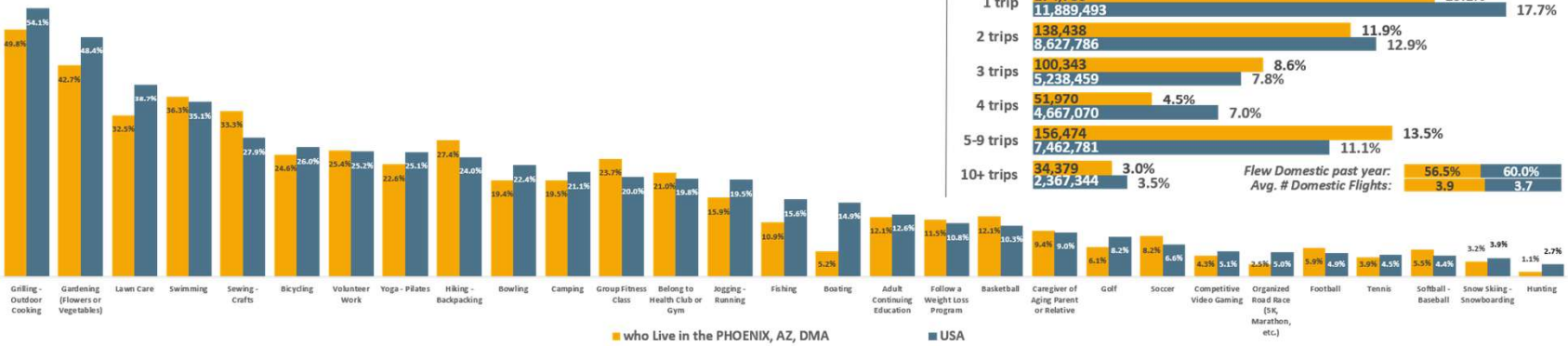
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

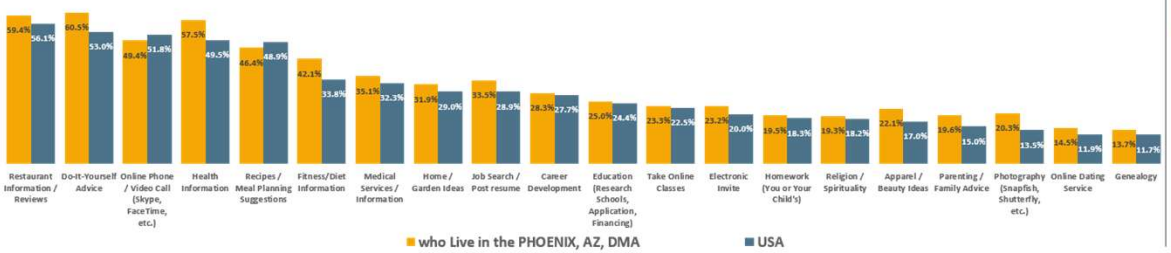
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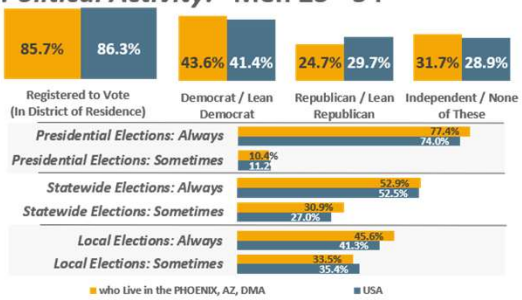
M25-54

1.8% or 1,212,357 of USA DMA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 14.2% more likely to look up D-I-Y advice online, 10.5% more likely to always vote in local elections, 3.7% less likely to belong to a gym, .3% more likely to fly domestic past yr.

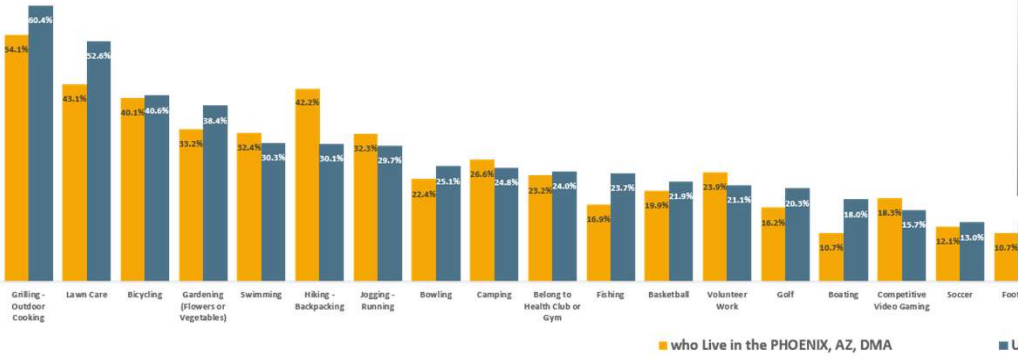
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



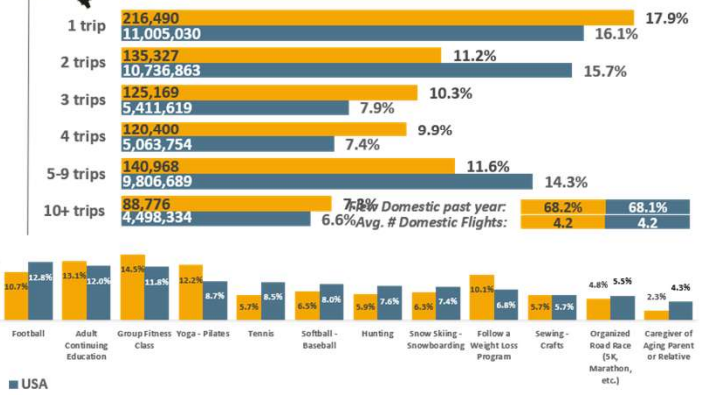
Political Activity: Men 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

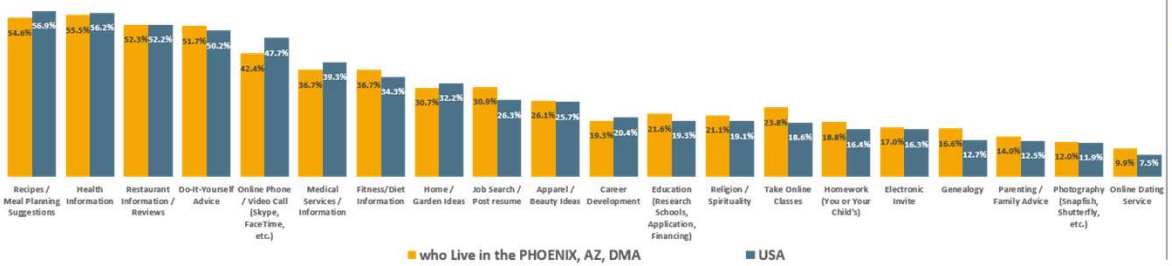
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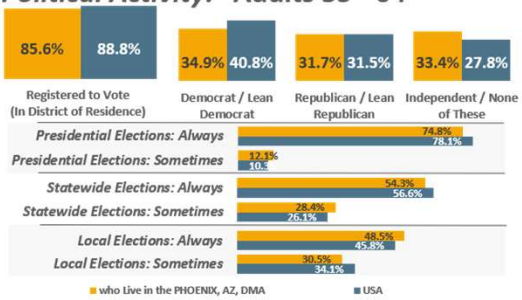
P35-64

1.7% or 2,255,622 of USA DMA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 3.1% more likely to look up D-I-Y advice online, 5.9% more likely to always vote in local elections, 1.5% less likely to belong to a gym, 2.7% more likely to fly domestic past yr.

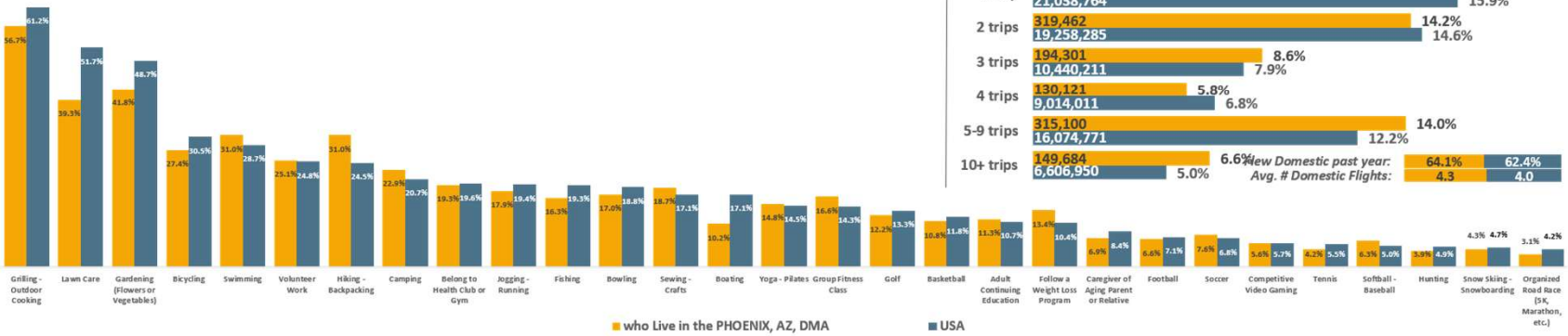
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



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



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

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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P18+

1.8% or 4,873,436 of USA DMA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 2.% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 36.7% more likely to use Casinos past yr., 3.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
85.1% 83.4%
4,146,199 227,809,0 51

Avg. Monthly QSR Meals:
6.1 5.7

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



Total Monthly Sit-Down Restaurant Users:
71.5% 71.1%
3,482,773 194,297,9 67

Avg. Monthly Sit-Down Restaurant Meals:
3.6 3.6

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



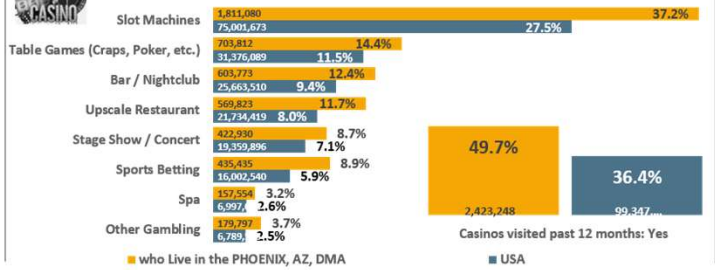
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX, AZ, DMA 899,515 18.5%
USA 20.1%

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 DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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P25-54

1.8% or 2,373,694 of USA DMA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 2.6% more likely to use QSRs past mo., 1.3% less likely to use Sit-Down Restaurants past mo., 36.1% more likely to use Casinos past yr., 1.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
87.9% 85.7%
2,087,097 116,029,5 71

Avg. Monthly QSR Meals:
6.9 6.3

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



Total Monthly Sit-Down Restaurant Users:
70.6% 71.5%
1,676,163 96,850,90 9

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.6

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



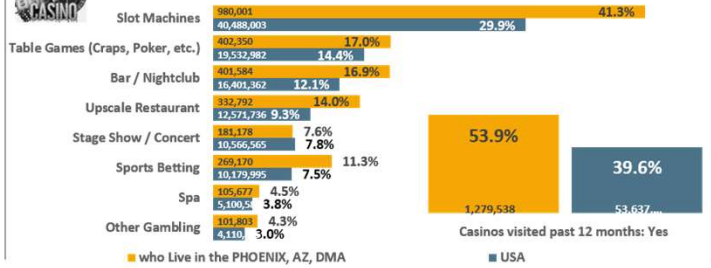
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX, AZ, DMA 580,323 24.4%
USA 34,484,05 9 25.5%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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W25-54

1.7% or 1,161,337 of USA DMA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 4.8% more likely to use QSRs past mo., 1.5% less likely to use Sit-Down Restaurants past mo., 40.7% more likely to use Casinos past yr., 4.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:
89.8% 85.7%
1,043,211 57,469,65 2

Avg. Monthly QSR Meals:
7.0 6.2

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



Total Monthly Sit-Down Restaurant Users:
68.5% 69.5%
795,445 46,628,87 5

Avg. Monthly Sit-Down Restaurant Meals:
3.2 3.3

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



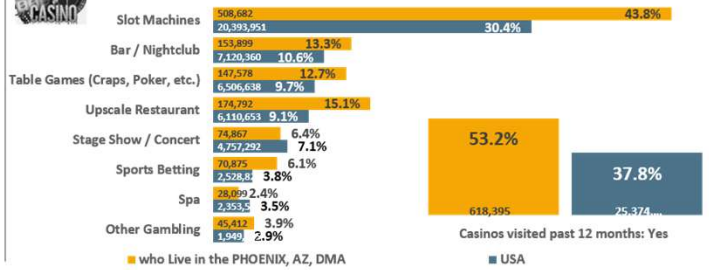
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX, AZ, DMA 288,188 24.8%
USA 17,595,43 6 26.2%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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M25-54

1.8% or 1,212,357 of USA DMA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are .5% more likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 31.9% more likely to use Casinos past yr., 6.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

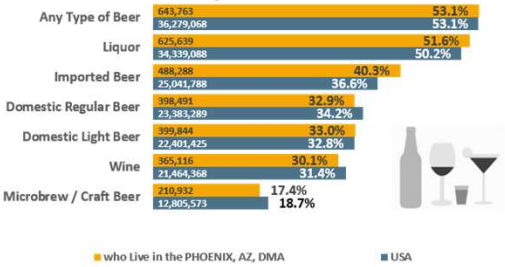
(Sit-Down Restaurants Used Past 30-days)



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

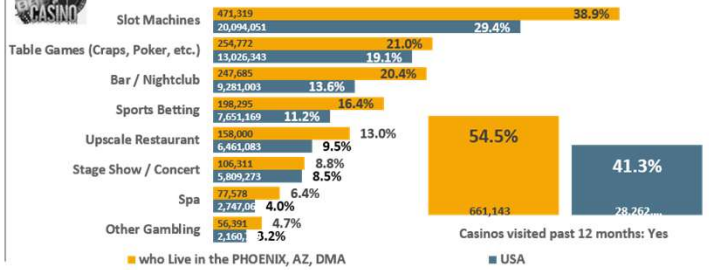


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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P35-64

1.7% or 2,255,622 of USA DMA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are .1% more likely to use QSRs past mo., 6.% less likely to use Sit-Down Restaurants past mo., 28.6% more likely to use Casinos past yr., 1.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:



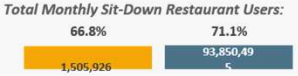
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



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

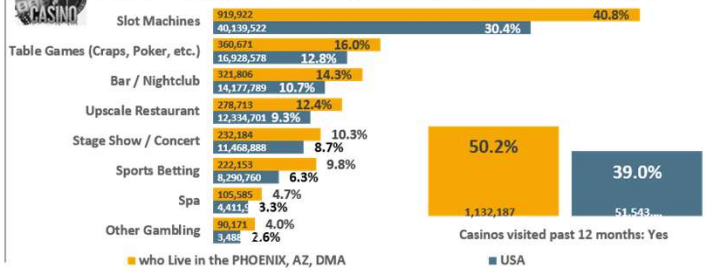


Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



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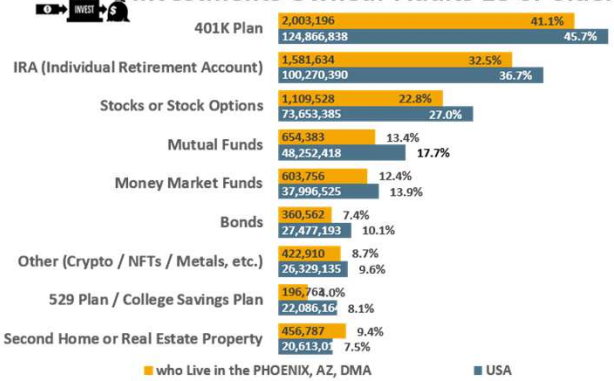
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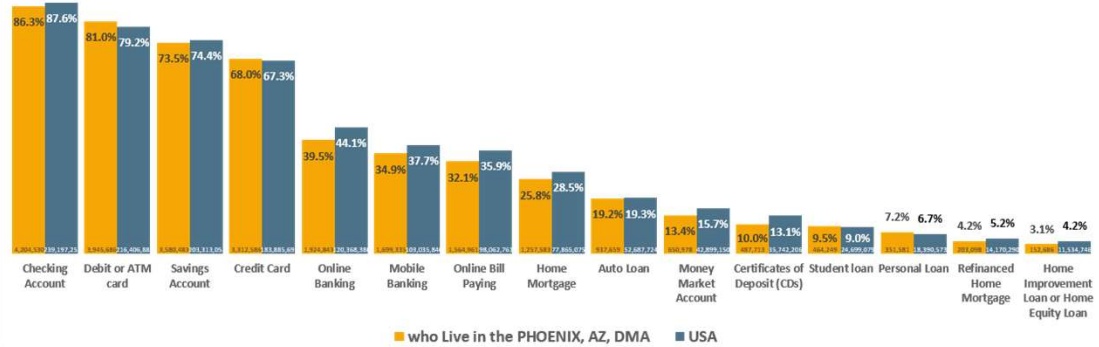
P18+

1.8% or 4,873,436 of USA DMA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 10.1% less likely to have a 401K, .2% less likely to have an Auto Loan, 11.8% less likely to Invest/Trade Stocks Online, 5.8% more likely to pay with their Debit Card.

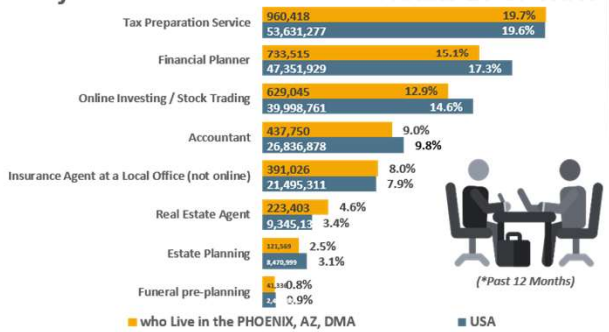
Investments Owned: Adults 18 or older



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

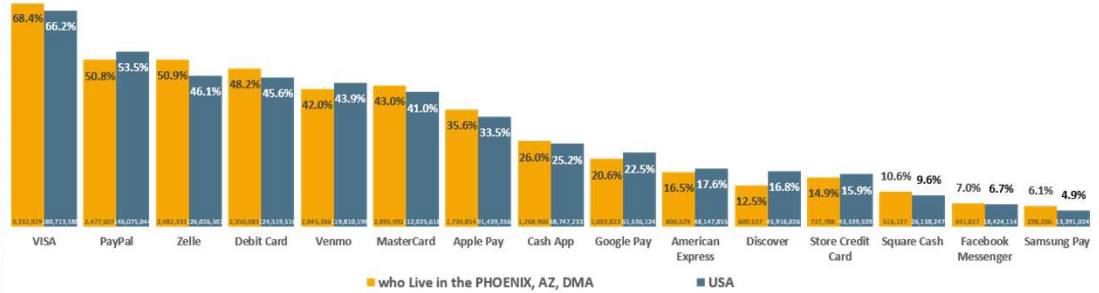


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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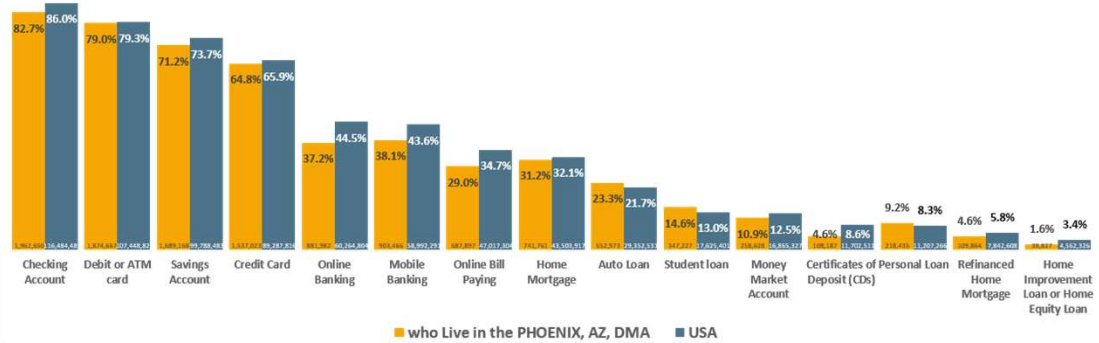
P25-54

1.8% or 2,373,694 of USA DMA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 5.8% less likely to have a 401K, 7.5% more likely to have an Auto Loan, 14.4% less likely to Invest/Trade Stocks Online, 15.8% more likely to pay with their Debit Card.

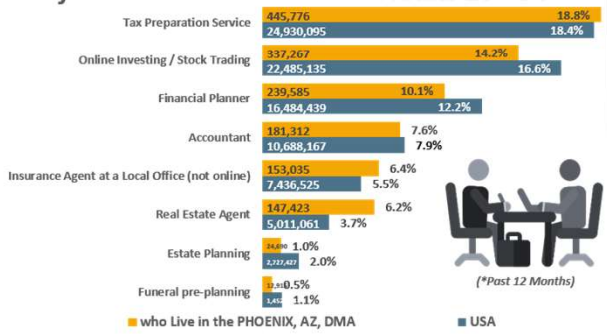
Investments Owned: Adults 25 - 54



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

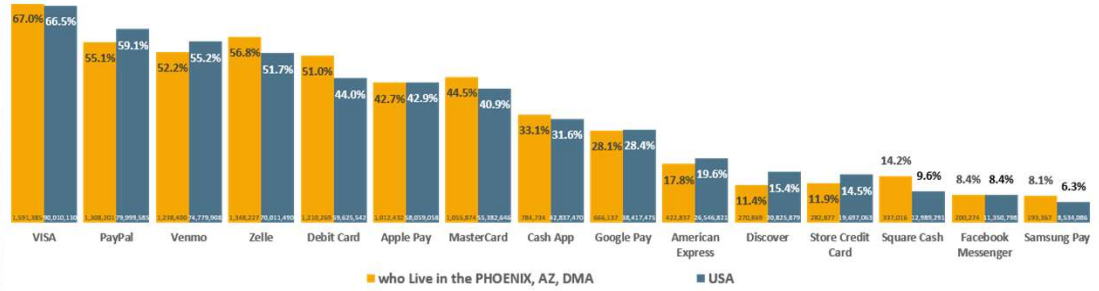


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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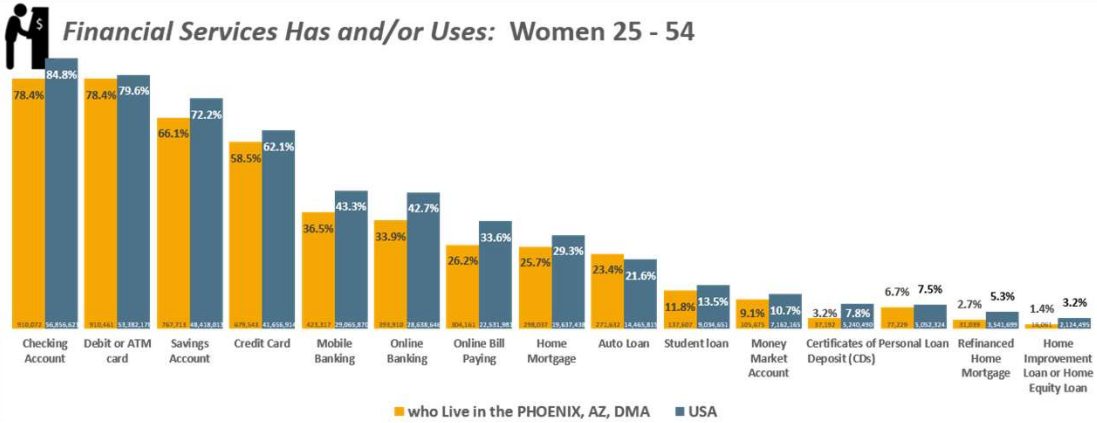
W25-54

1.7% or 1,161,337 of USA DMA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 13.% less likely to have a 401K, 8.4% more likely to have an Auto Loan, 26.% less likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.

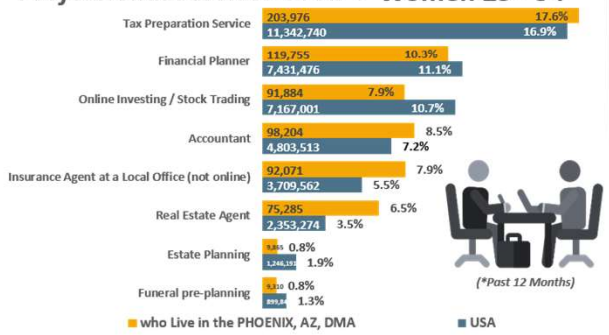
Investments Owned: Women 25 - 54



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

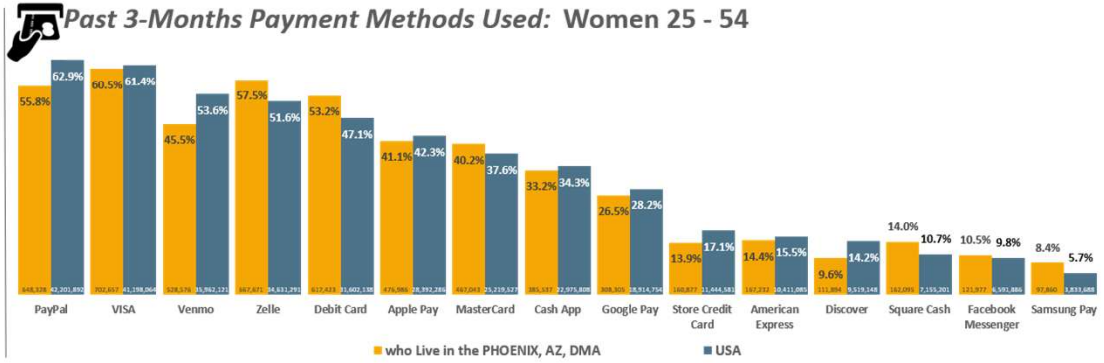


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



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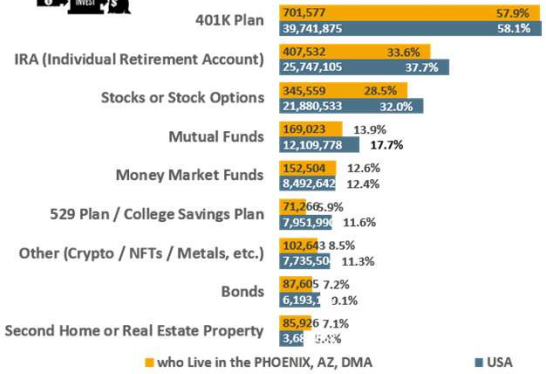
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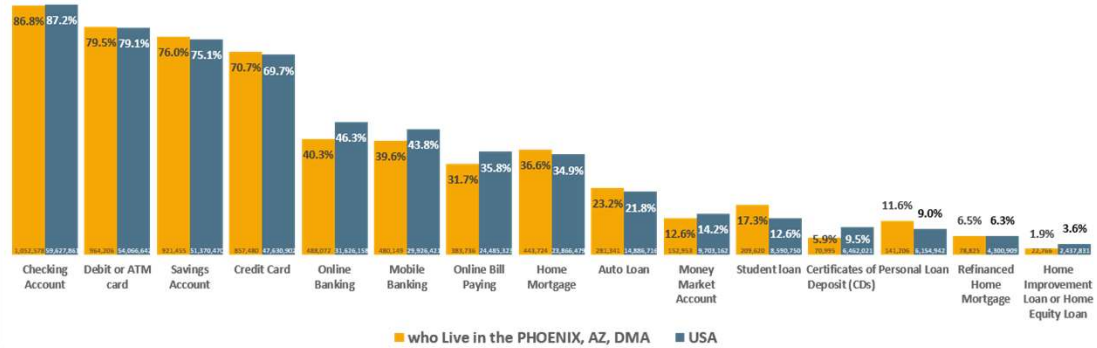
M25-54

1.8% or 1,212,357 of USA DMA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are .5% less likely to have a 401K, 6.6% more likely to have an Auto Loan, 9.7% less likely to Invest/Trade Stocks Online, 19.3% more likely to pay with their Debit Card.

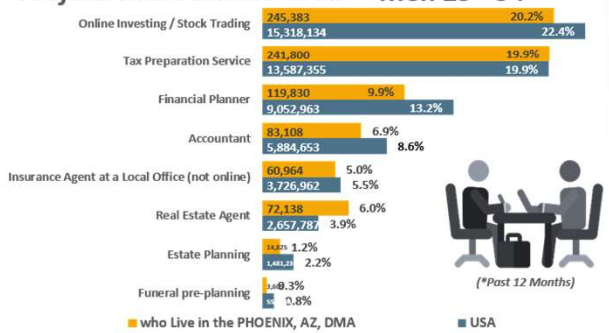
Investments Owned: Men 25 - 54



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

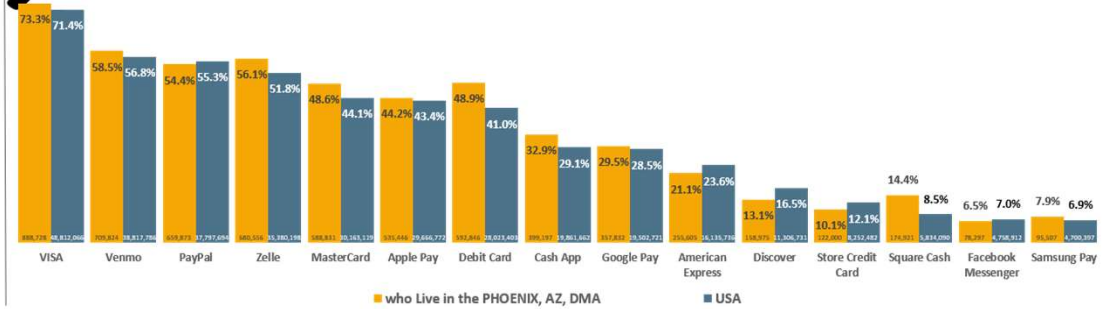


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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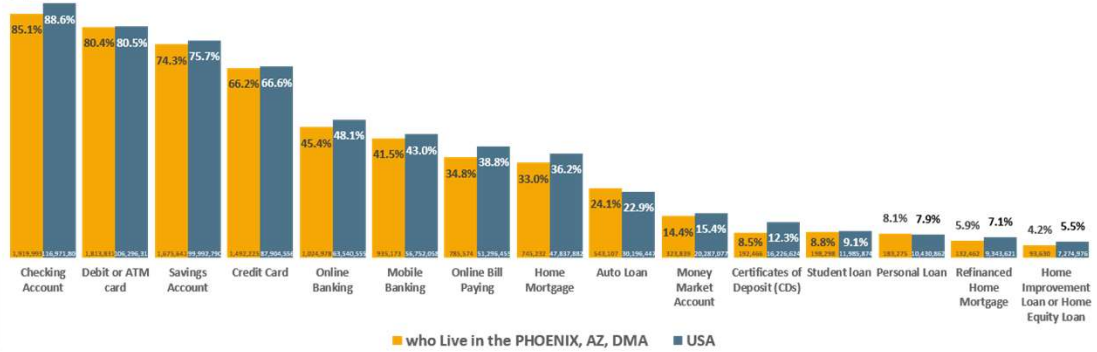
P35-64

1.7% or 2,255,622 of USA DMA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 10.% less likely to have a 401K, 5.3% more likely to have an Auto Loan, 9.5% less likely to Invest/Trade Stocks Online, 11.3% more likely to pay with their Debit Card.

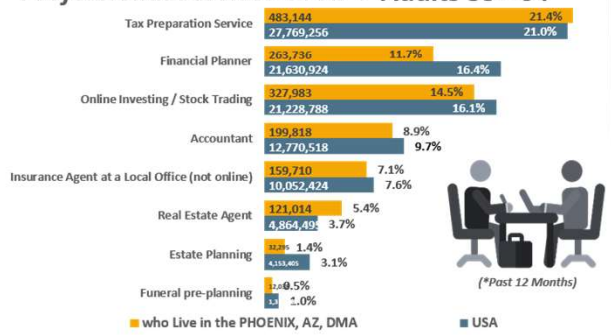
Investments Owned: Adults 35 - 64



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

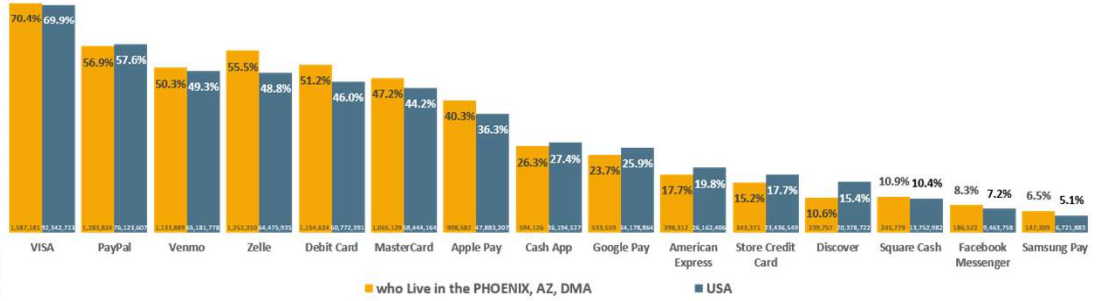


Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

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



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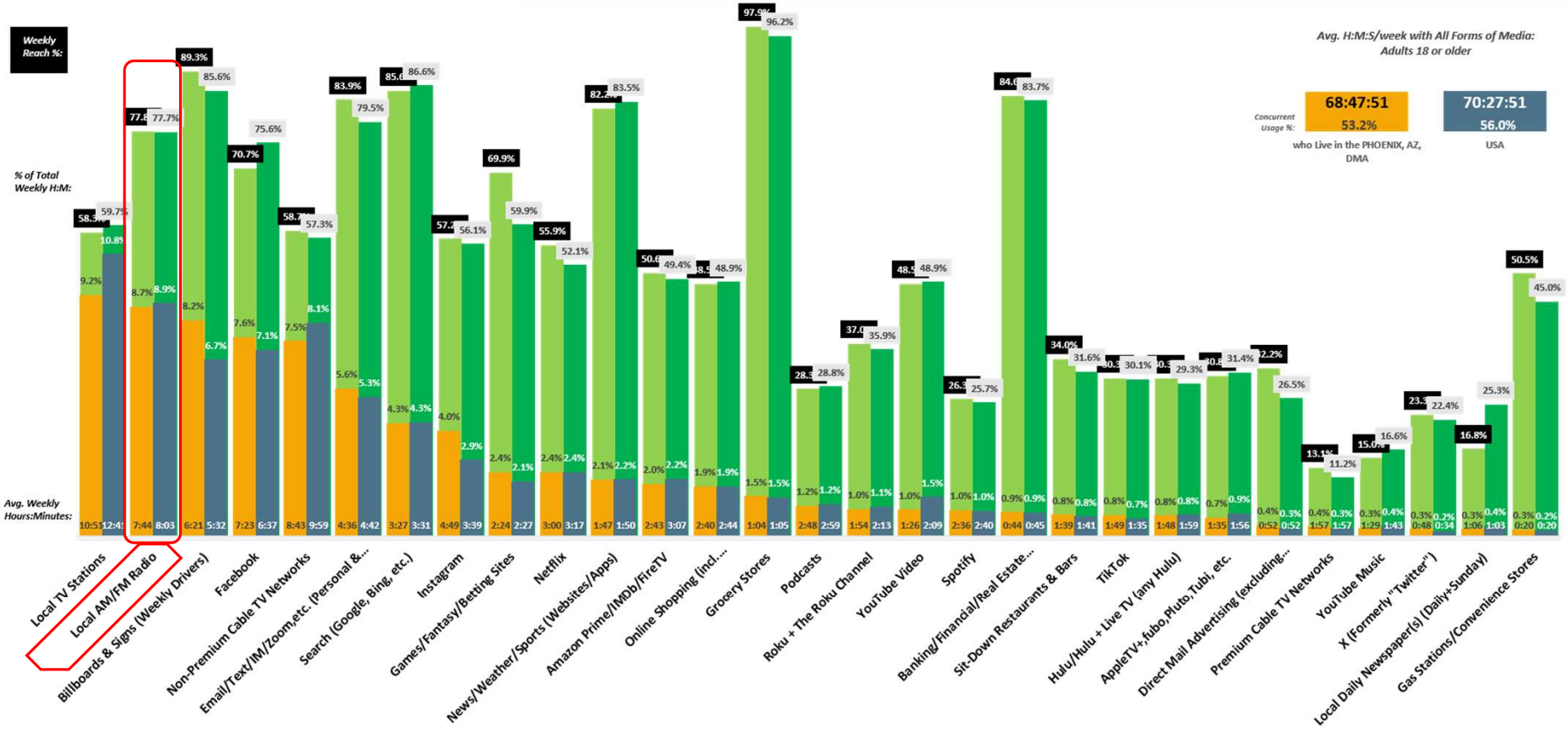
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P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 20 hours, 47 minutes and 51 seconds each week with All Forms of Media.

77.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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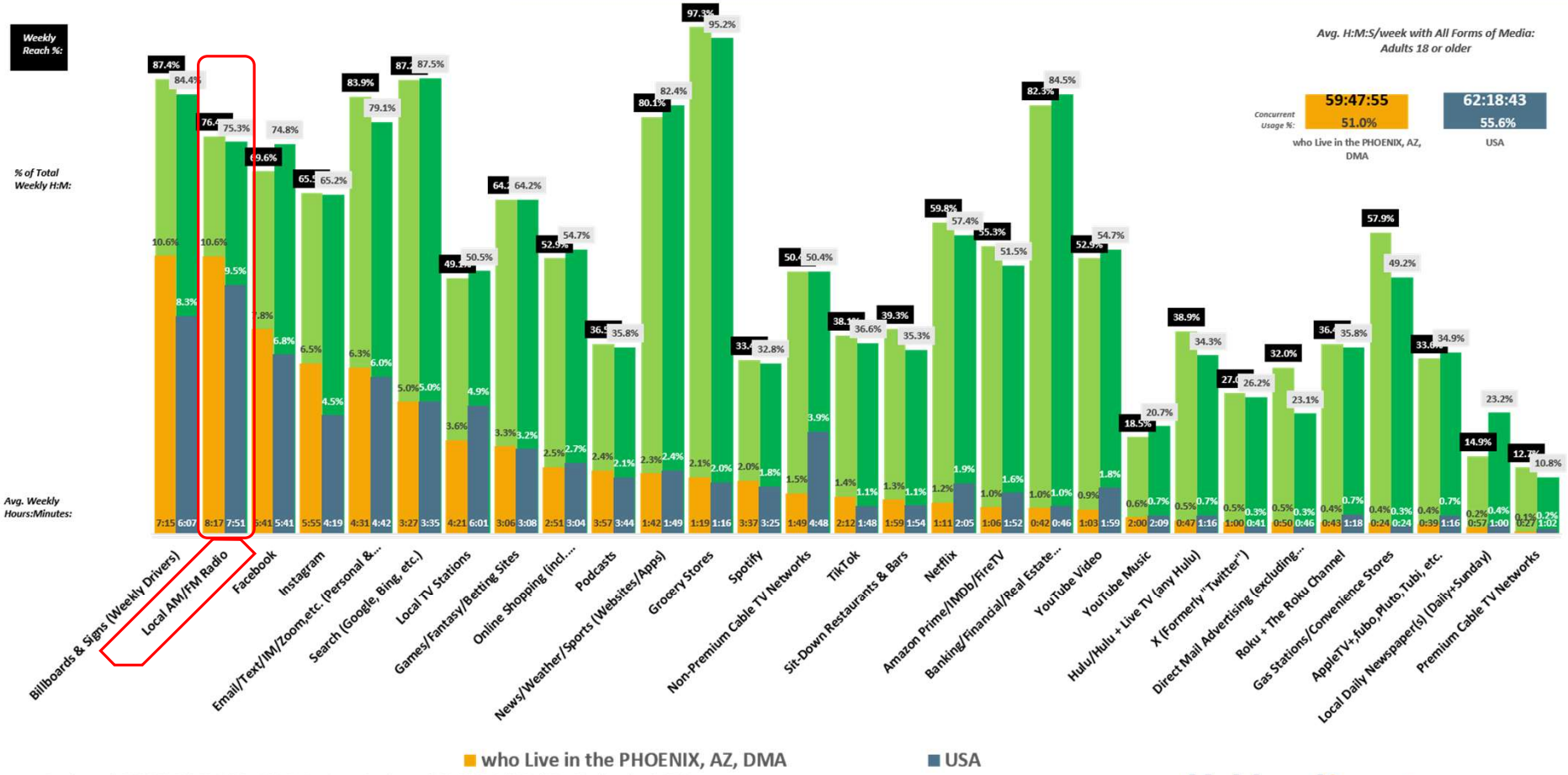
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P25-54

Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 11 hours, 47 minutes and 55 seconds each week with All Forms of Media.

76.4% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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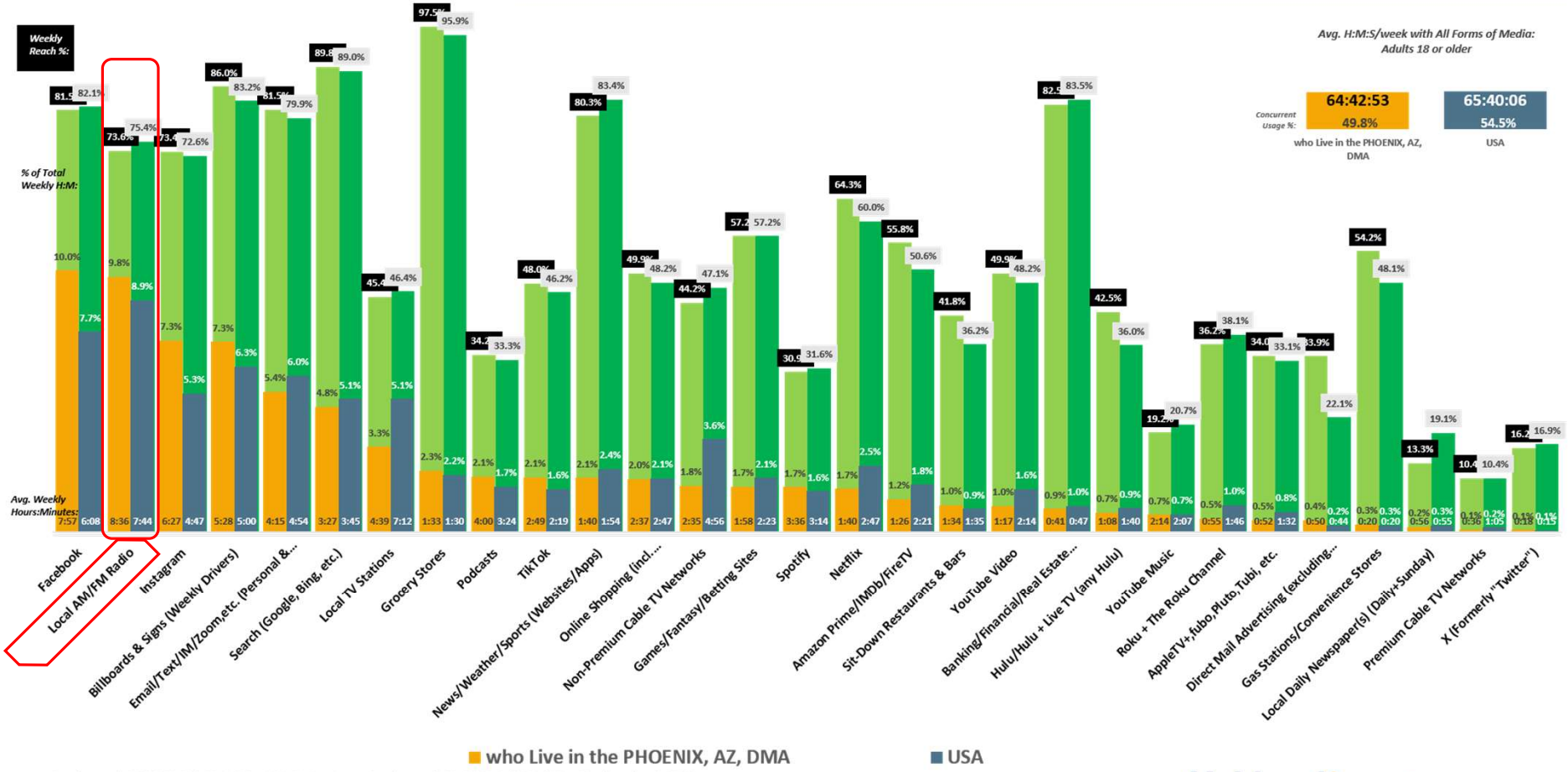
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W25-54

Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 16 hours, 42 minutes and 53 seconds each week with All Forms of Media.

73.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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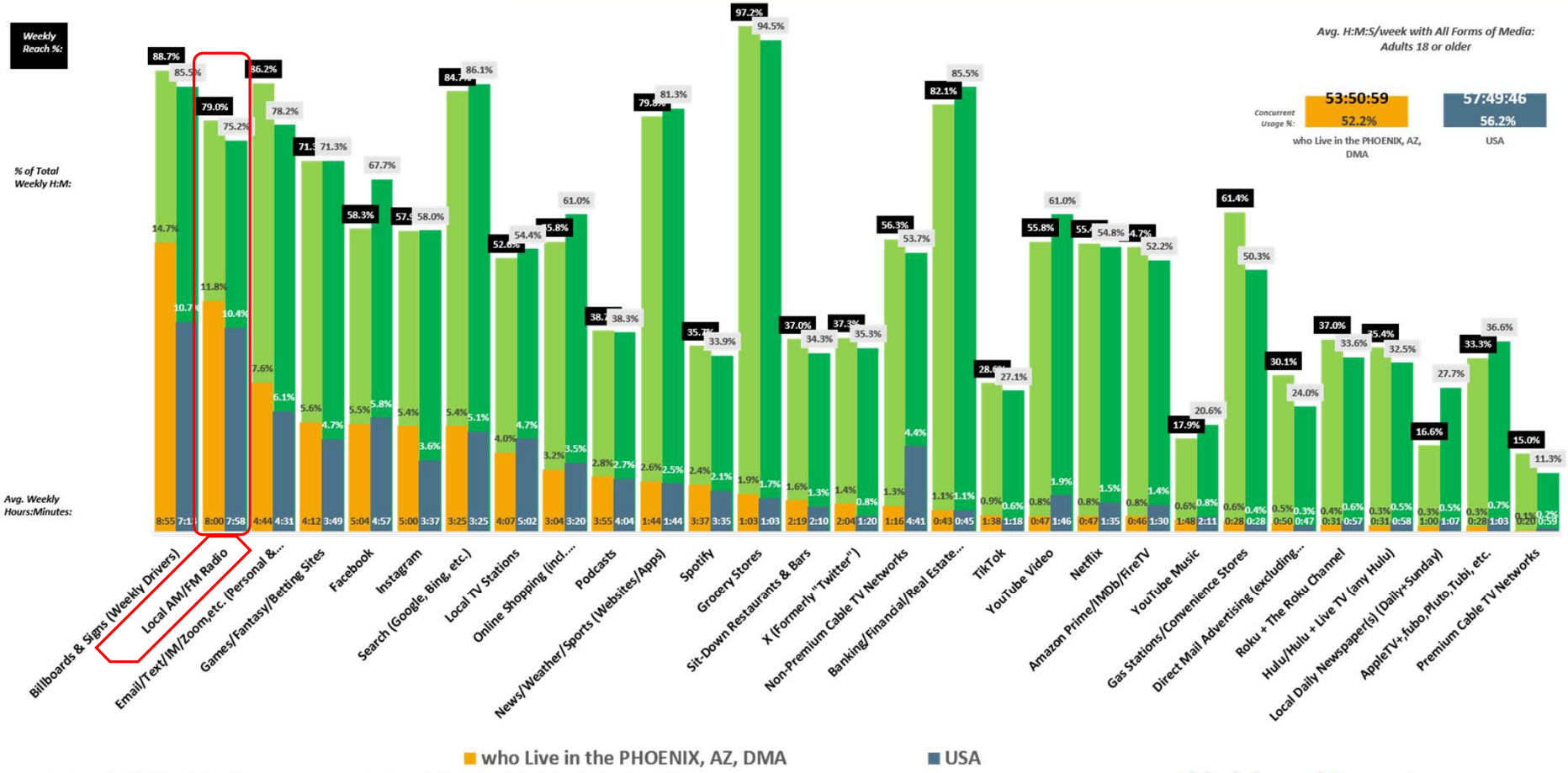
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M25-54

Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 5 hours, 50 minutes and 59 seconds each week with All Forms of Media.

79.% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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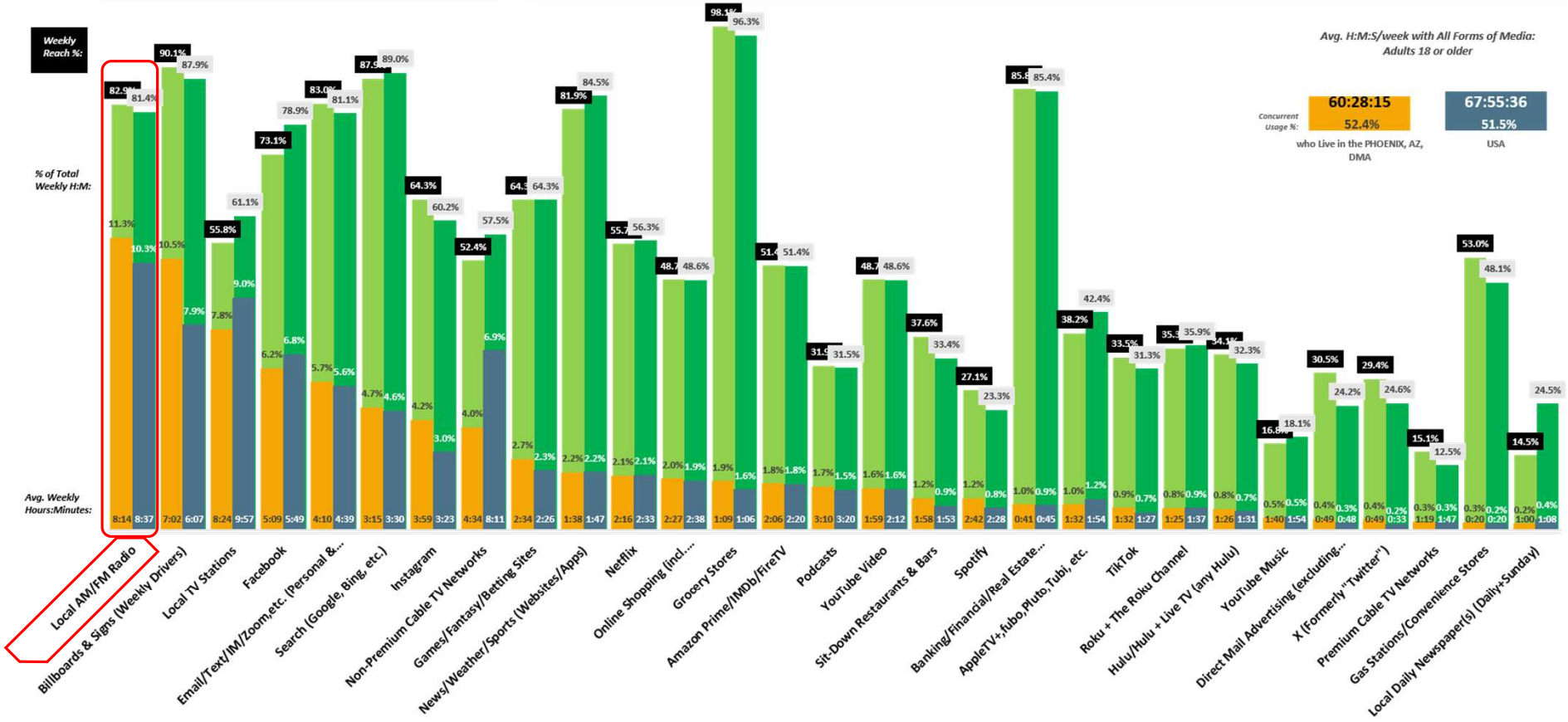
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P35-64

Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 12 hours, 28 minutes and 15 seconds each week with All Forms of Media.

82.9% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331
USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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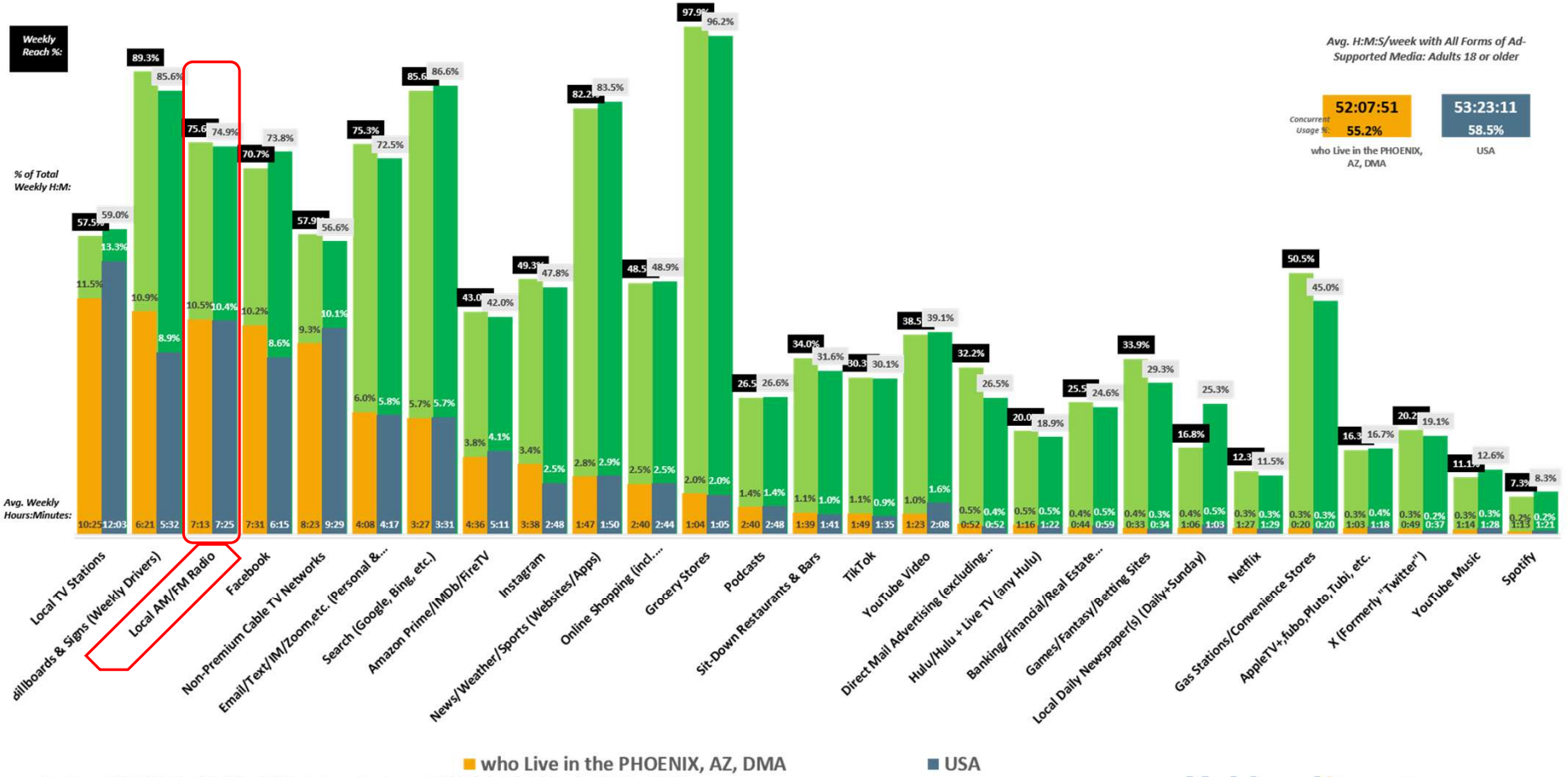
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P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 4 hours, 7 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

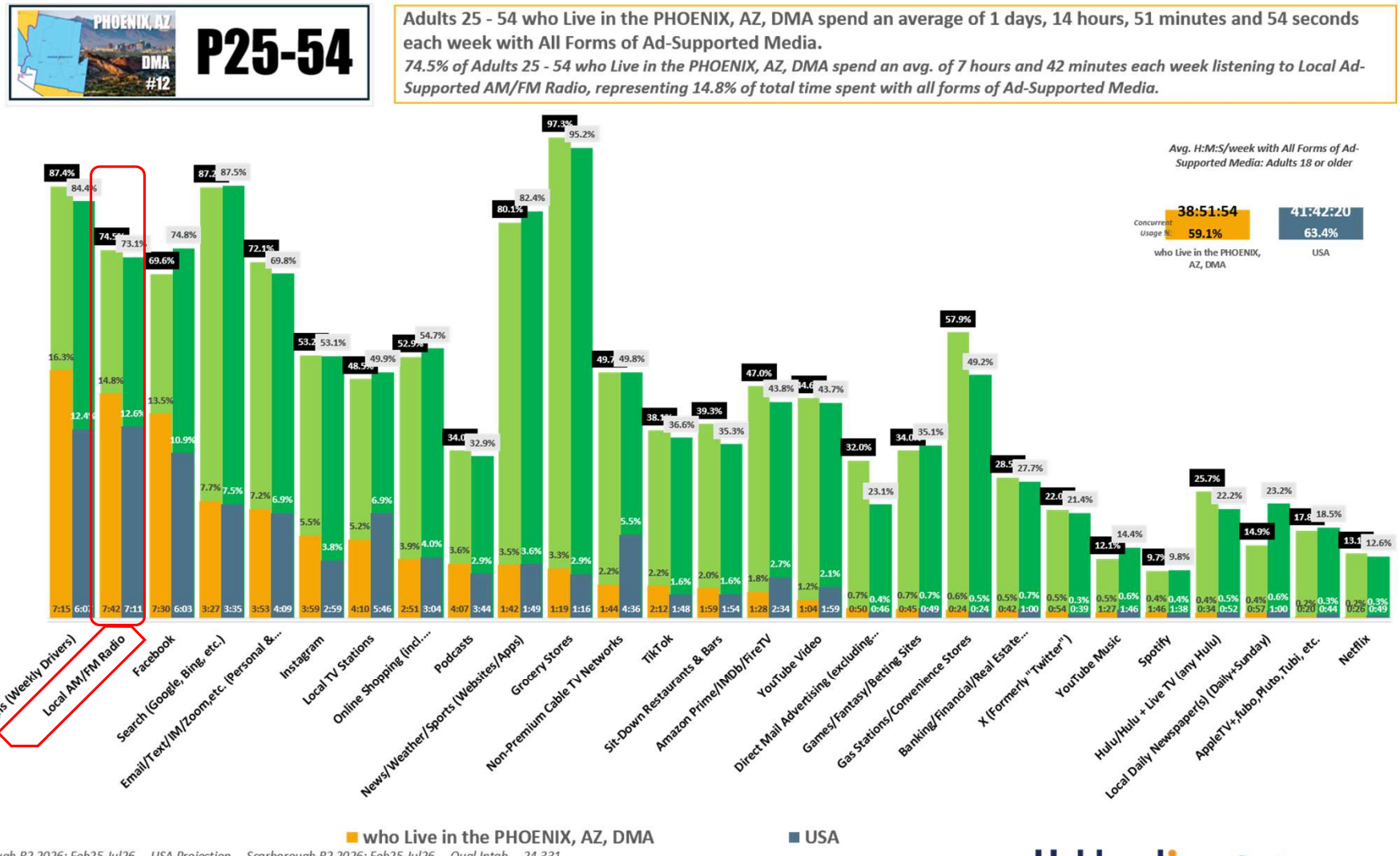
75.6% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



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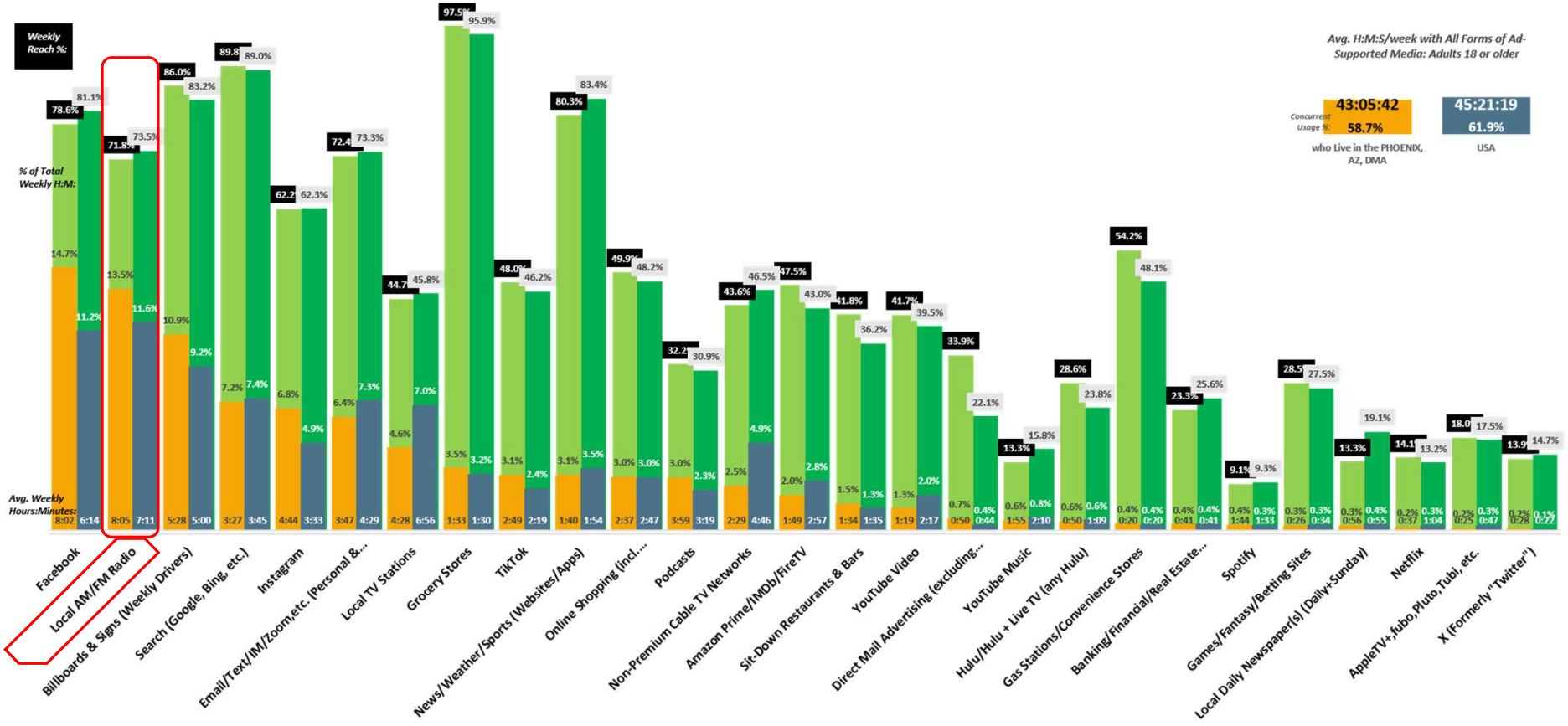
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W25-54

Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 19 hours, 5 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

71.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.5% of total time spent with all forms of Ad-Supported Media.



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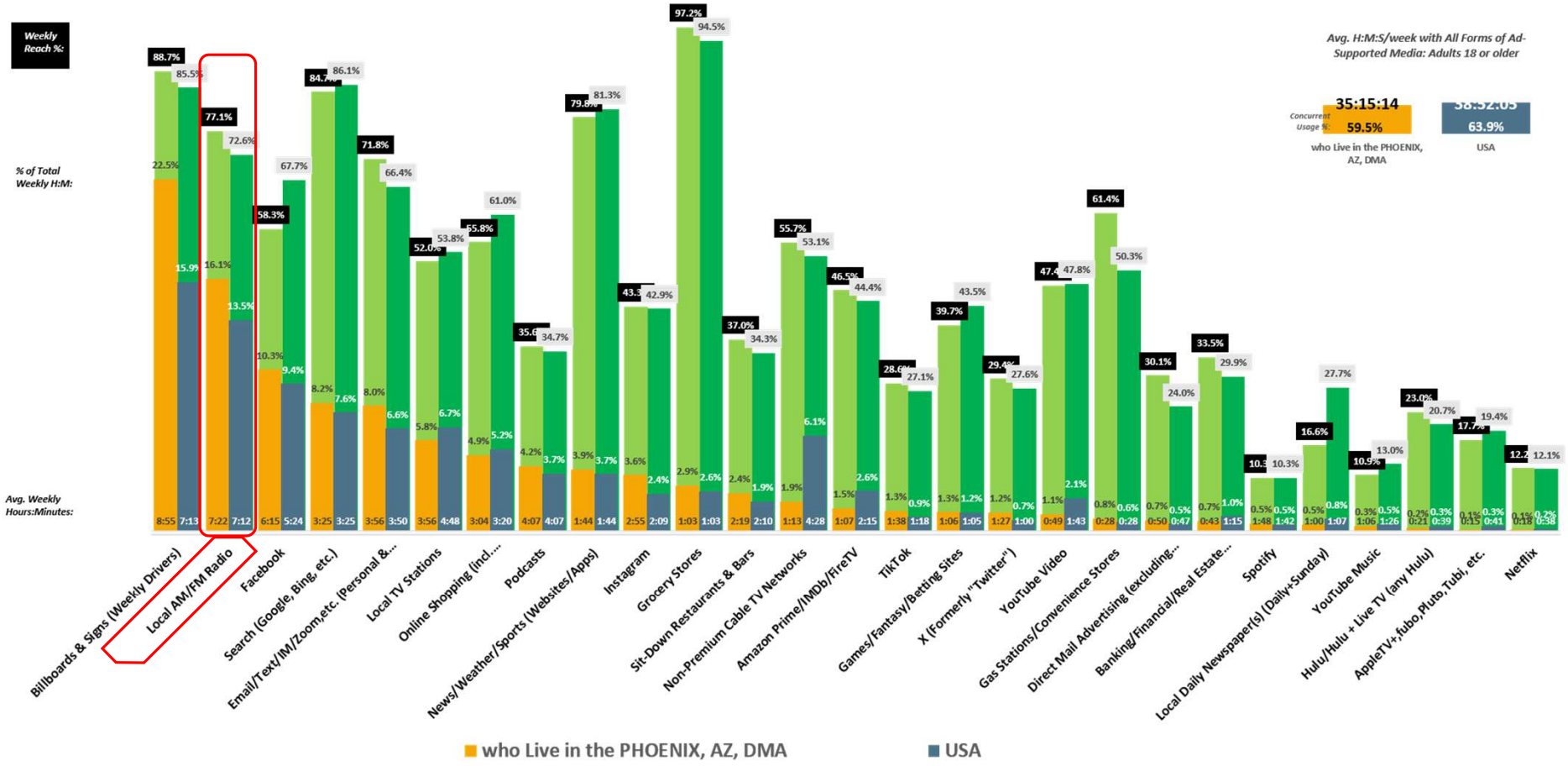
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M25-54

Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 11 hours, 15 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

77.1% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.1% of total time spent with all forms of Ad-Supported Media.



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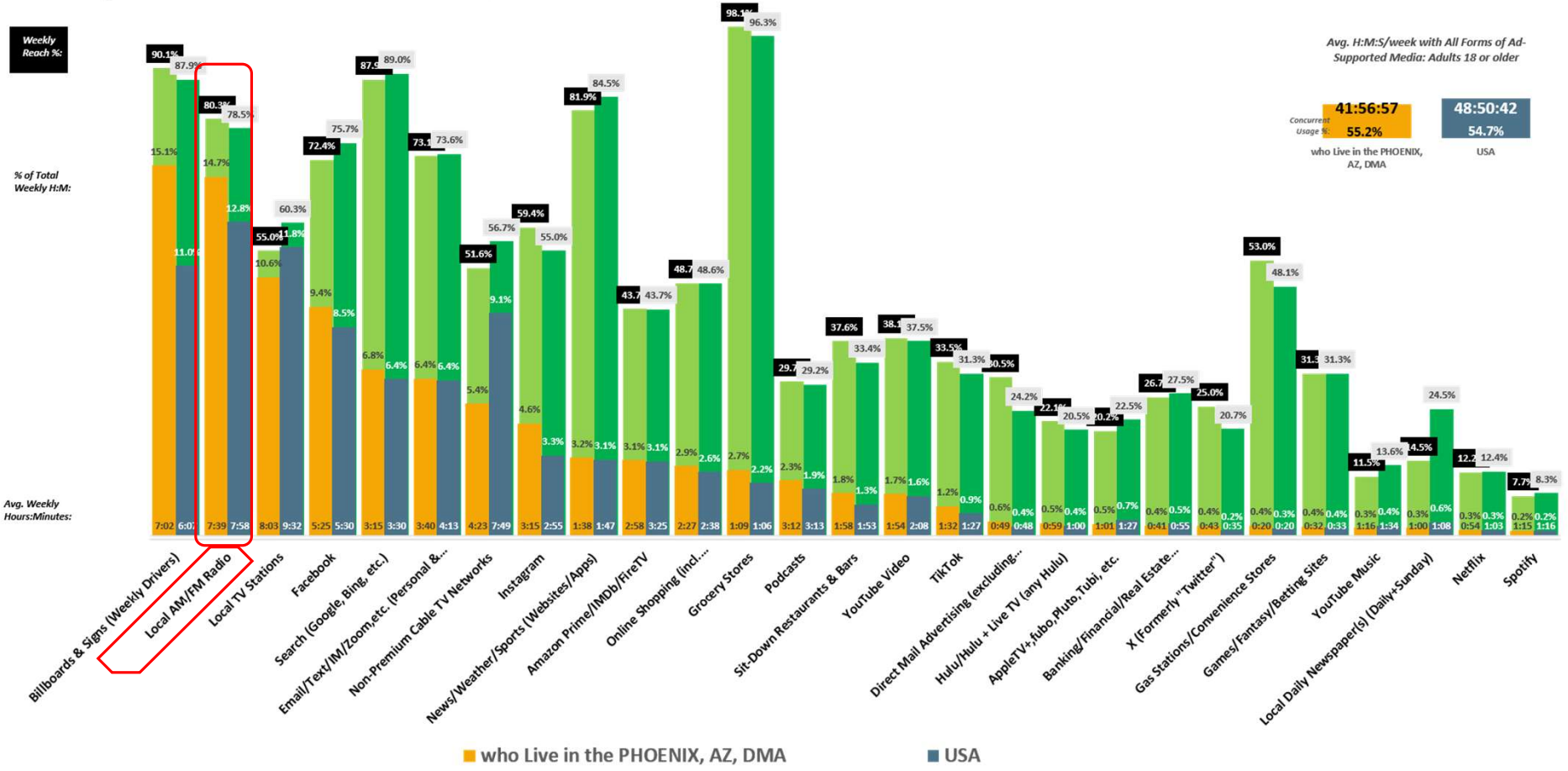
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P35-64

Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 17 hours, 56 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

80.3% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.7% of total time spent with all forms of Ad-Supported Media.



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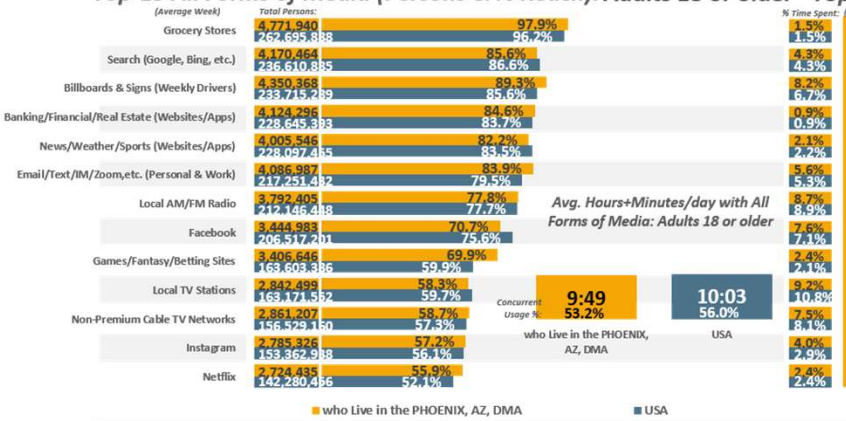
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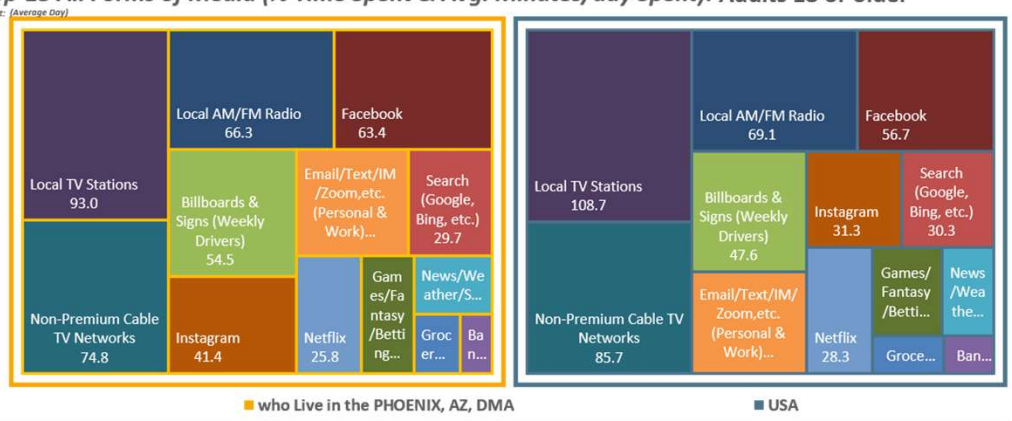
P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

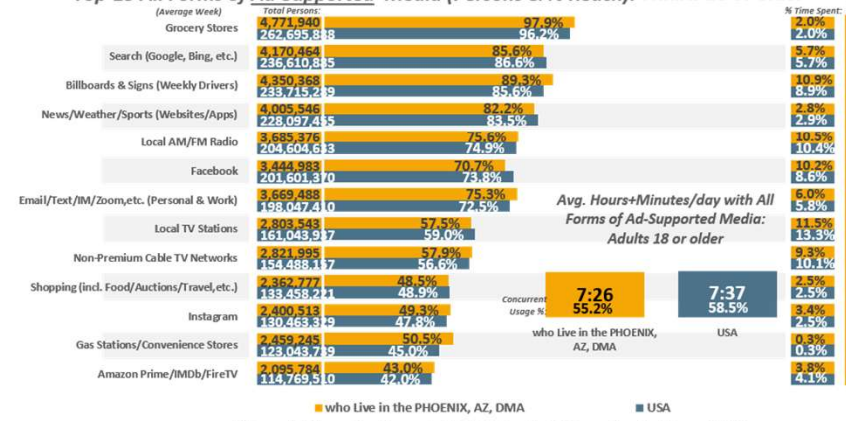
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



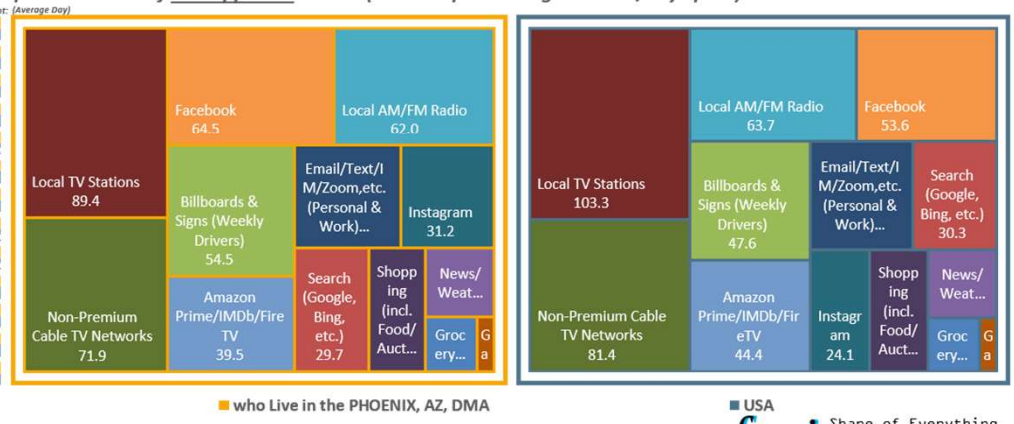
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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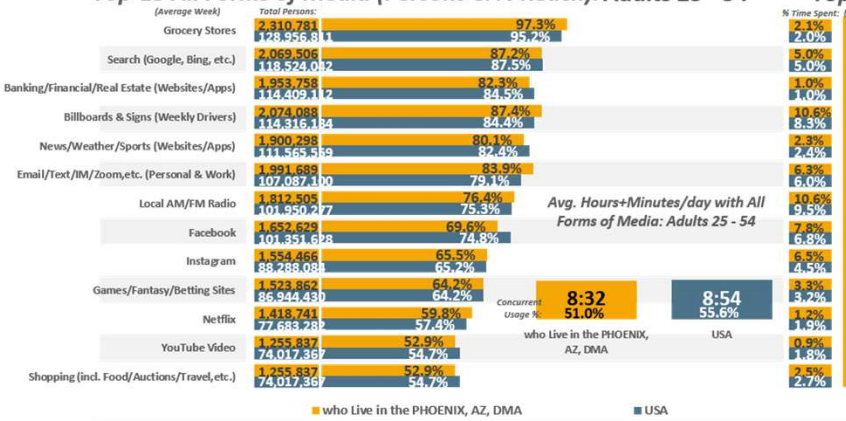
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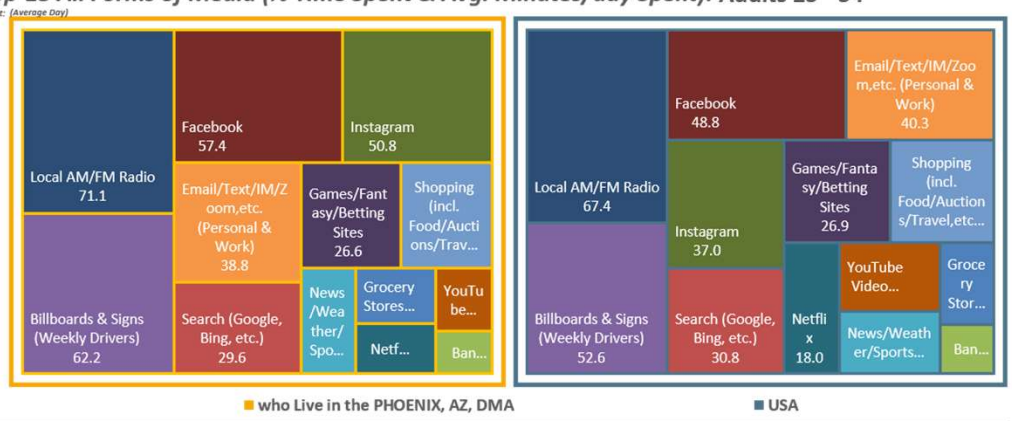
P25-54

Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 5 hours and 33 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 14.8% of Time with Ad-Supported Media.)*

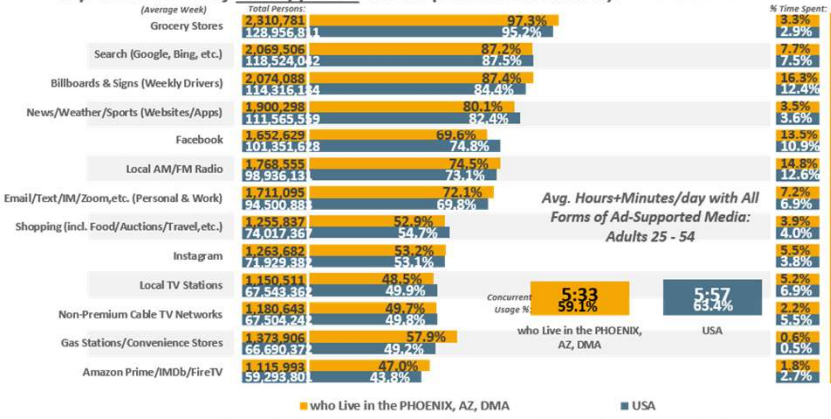
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



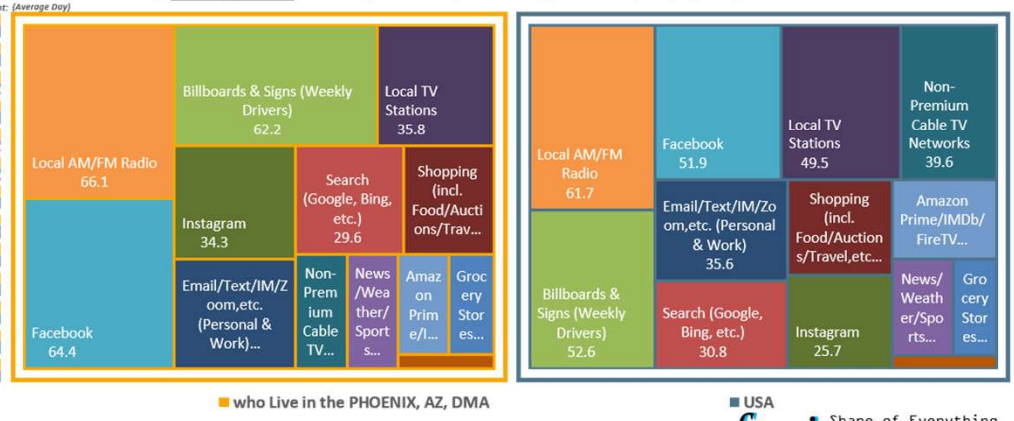
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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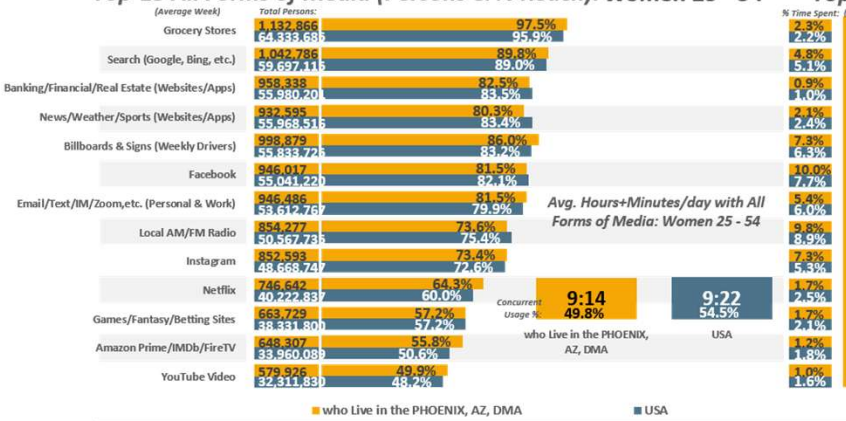
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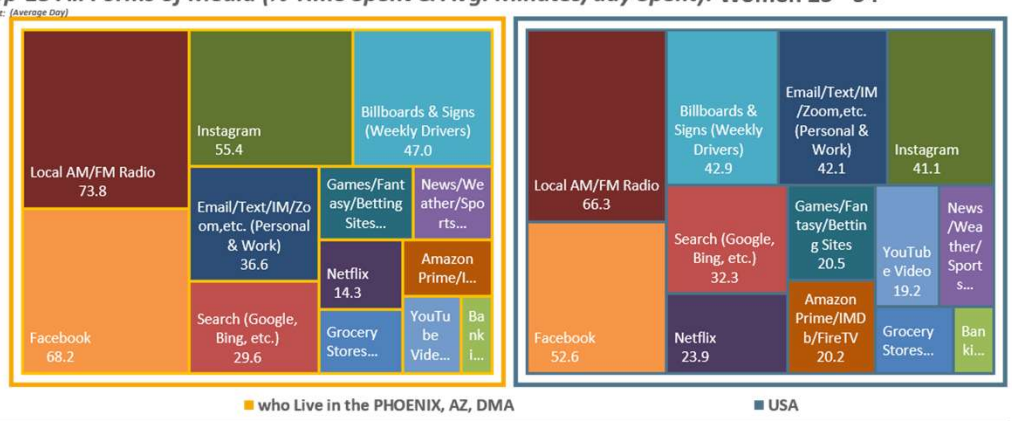


Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

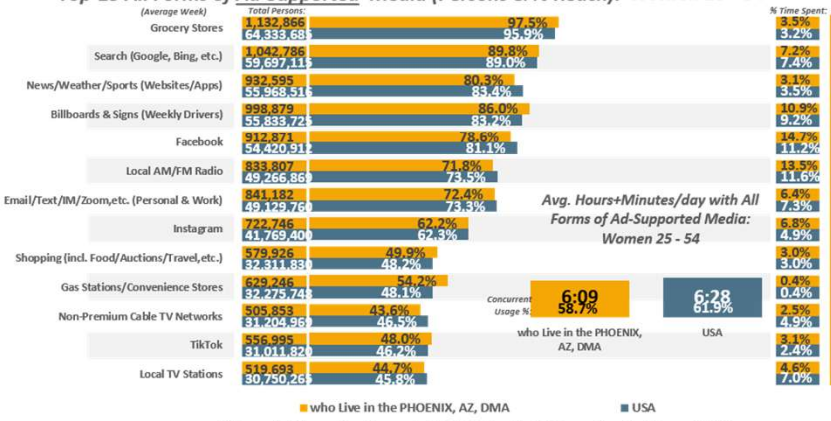
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



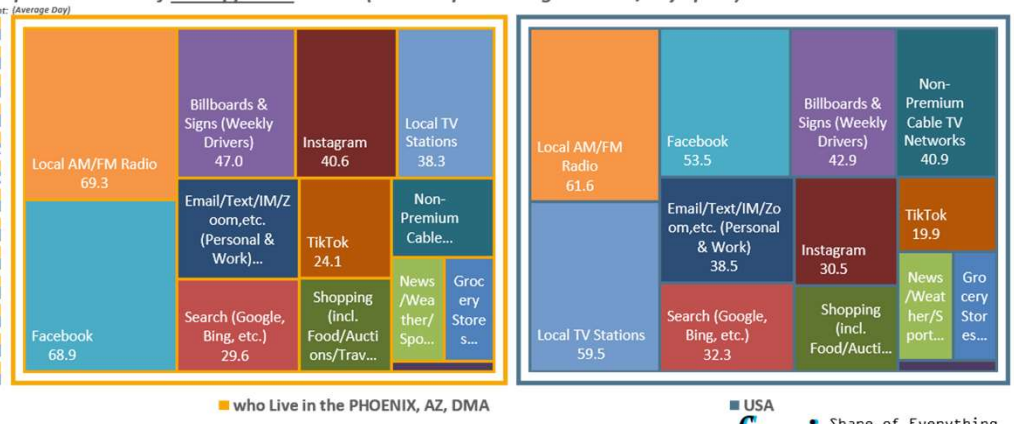
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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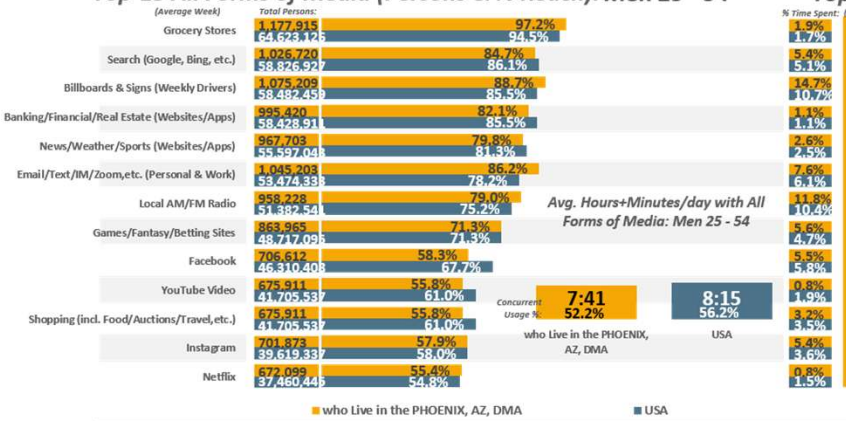
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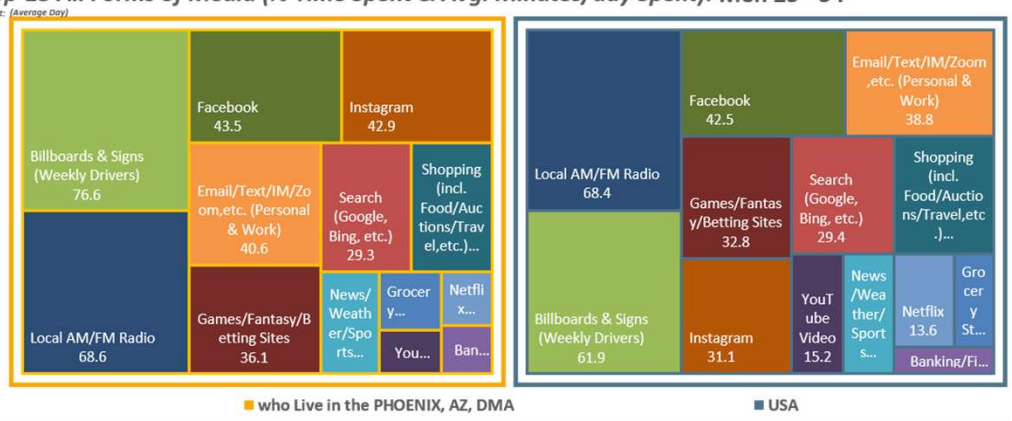
M25-54

Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 5 hours and 2 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 63.2 minutes/day. *(Local Radio delivers 16.1% of Time with Ad-Supported Media.)*

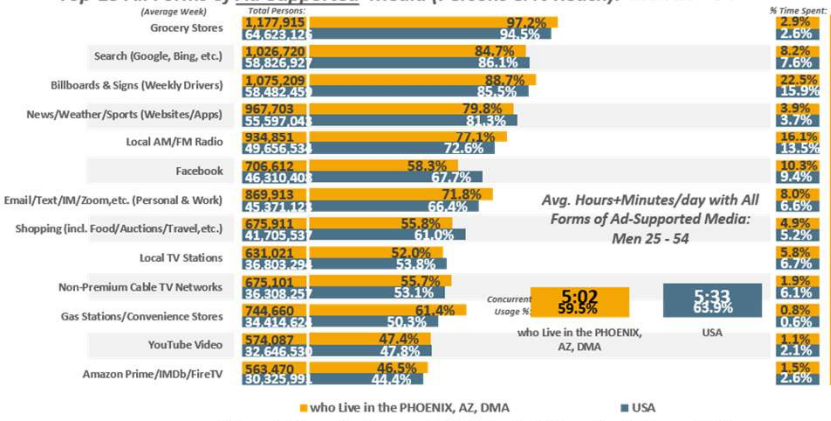
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



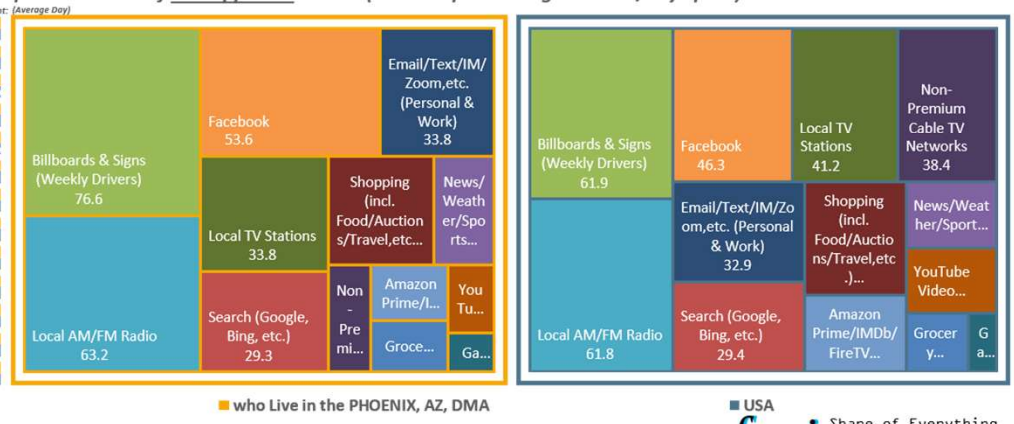
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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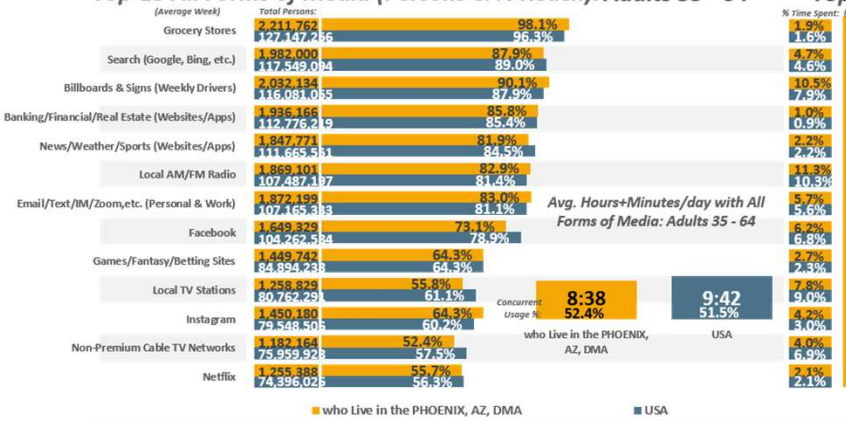
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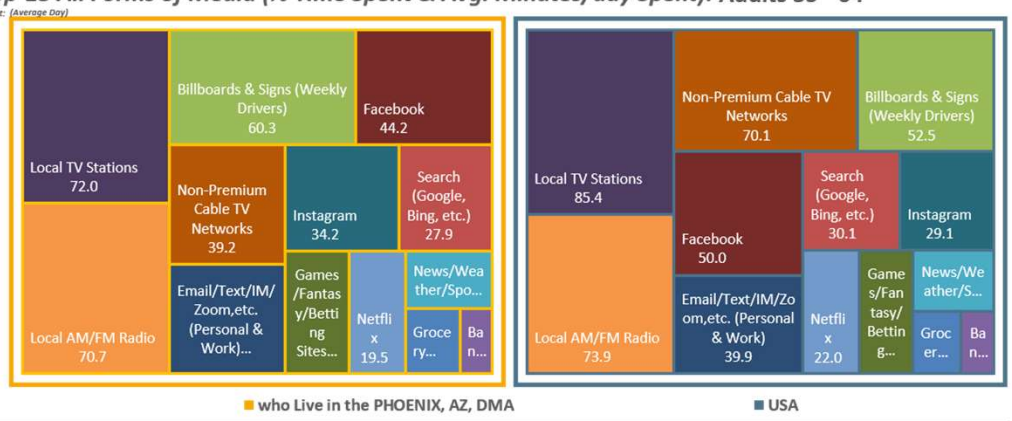
P35-64

Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 14.7% of Time with Ad-Supported Media.)*

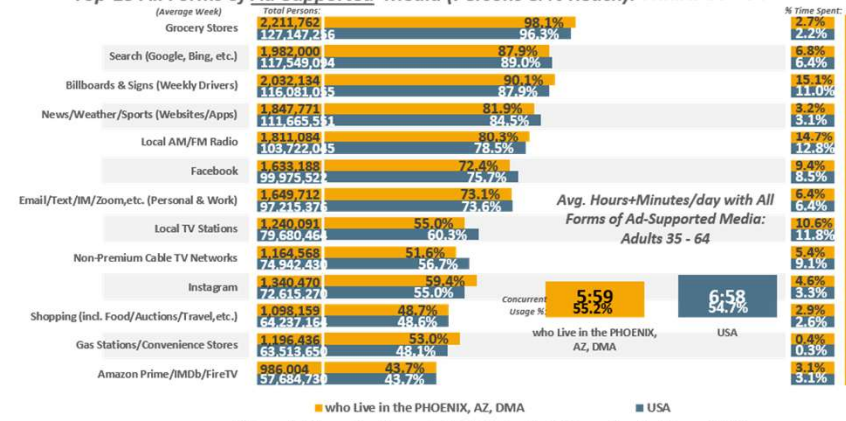
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



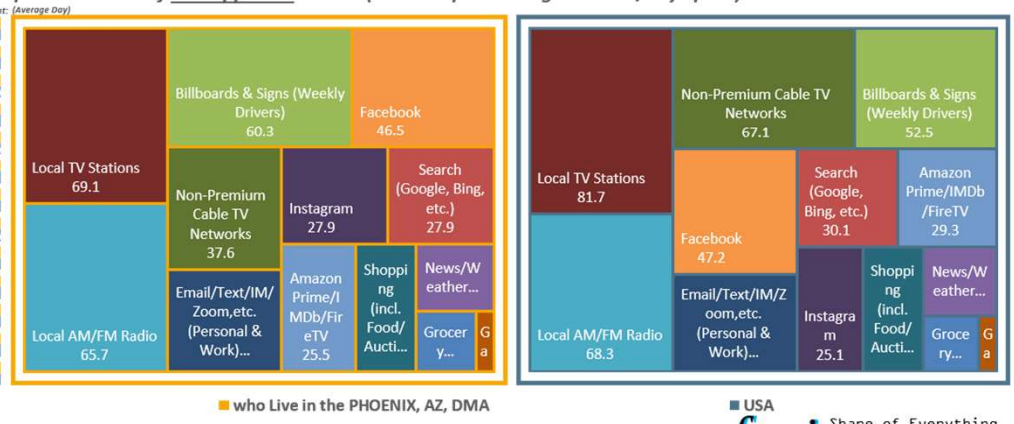
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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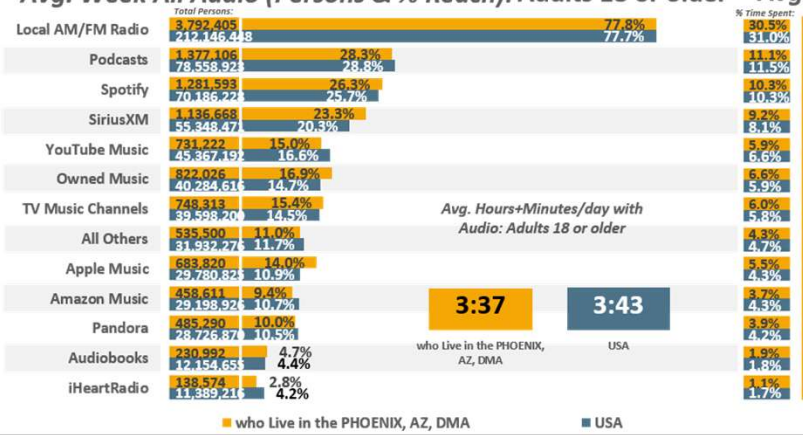
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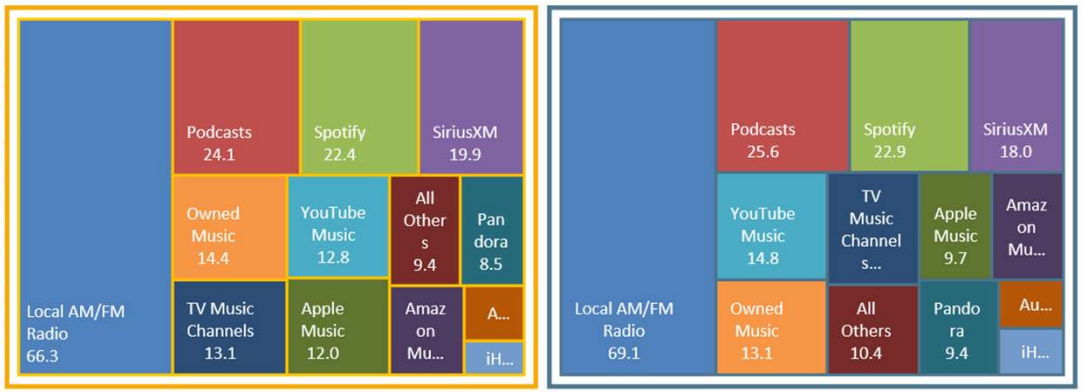
P18+

3,685,376 or 75.6% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

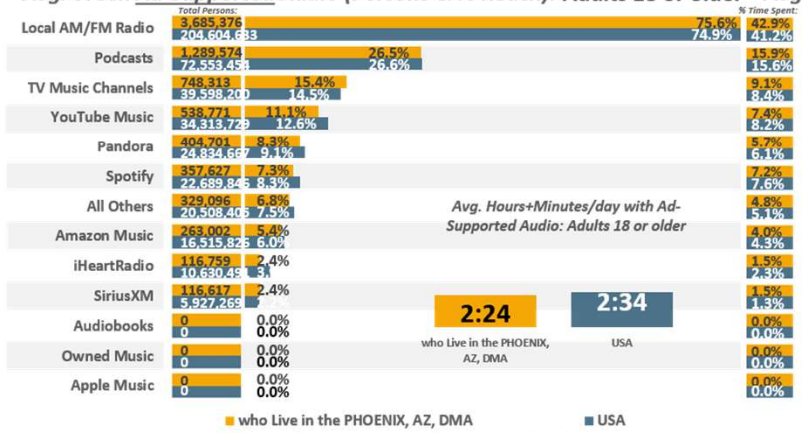
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



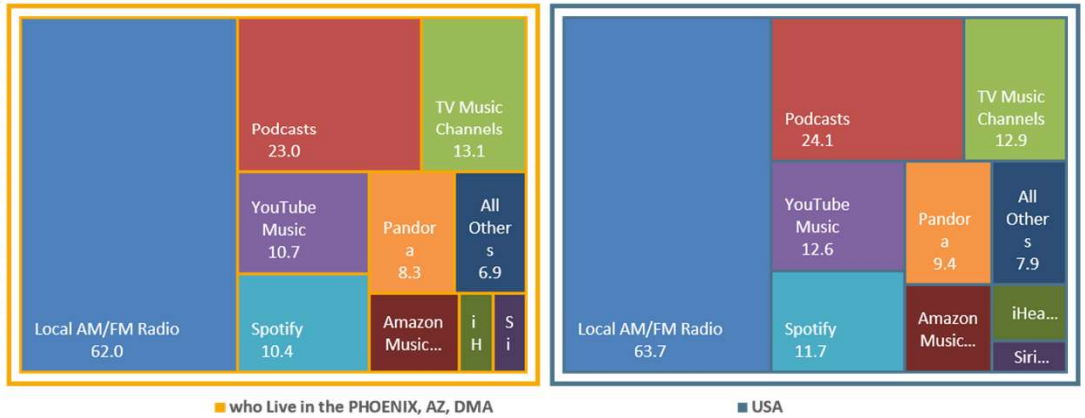
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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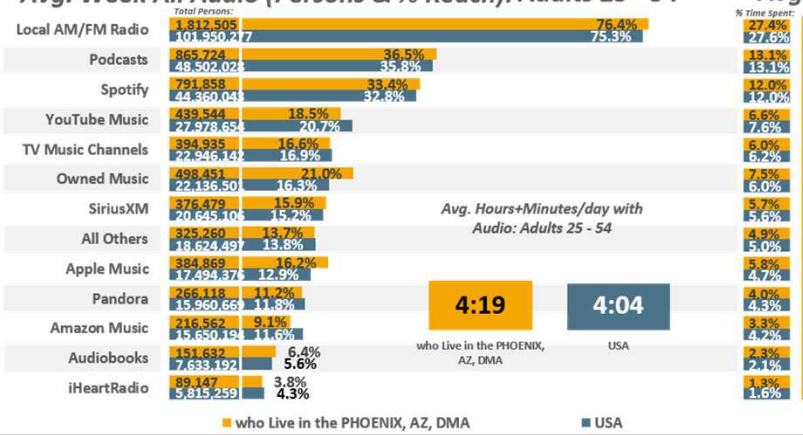
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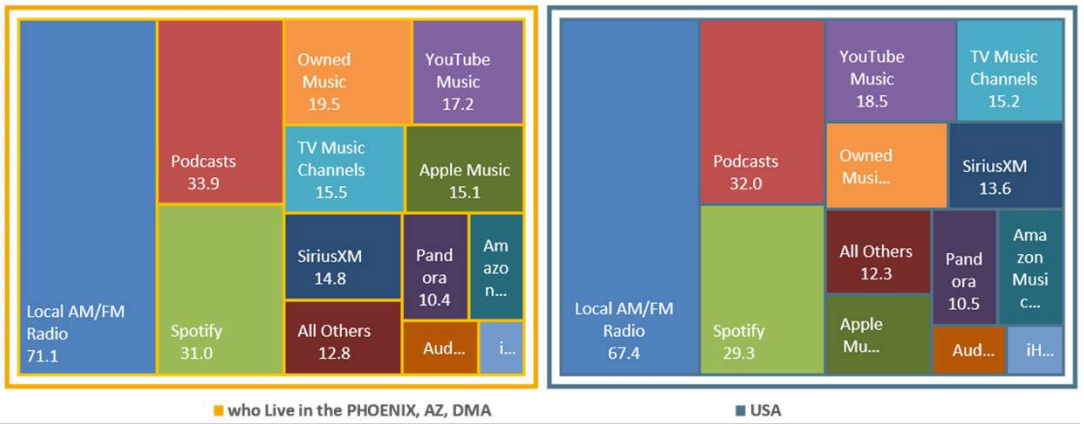
P25-54

1,768,555 or 74.5% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

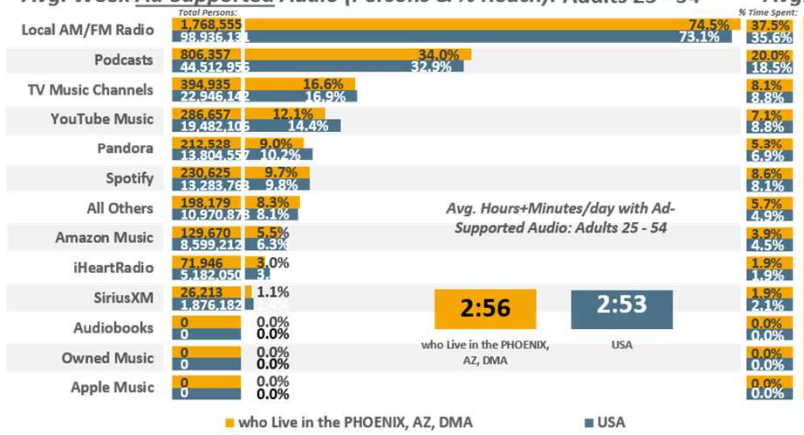
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



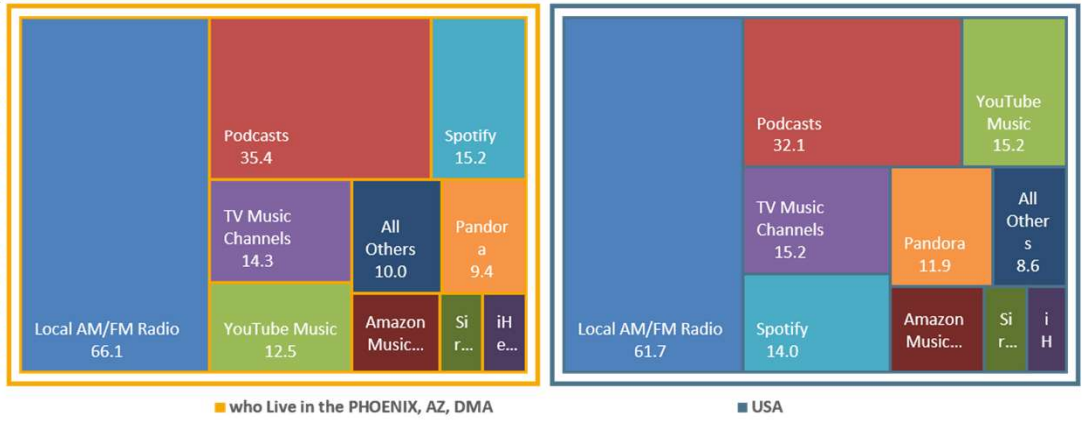
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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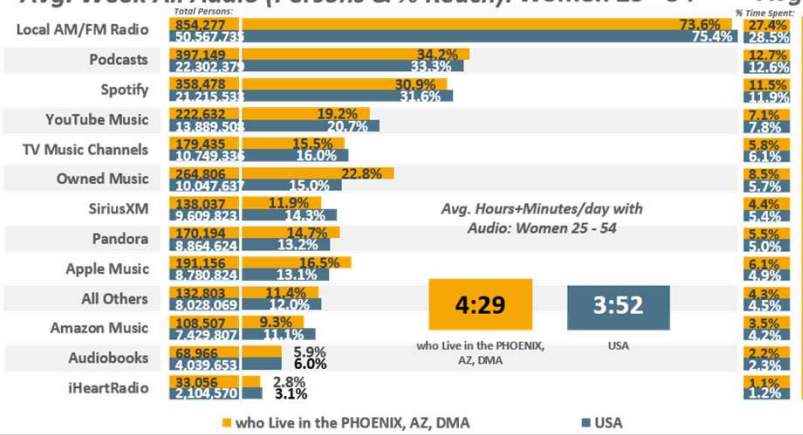
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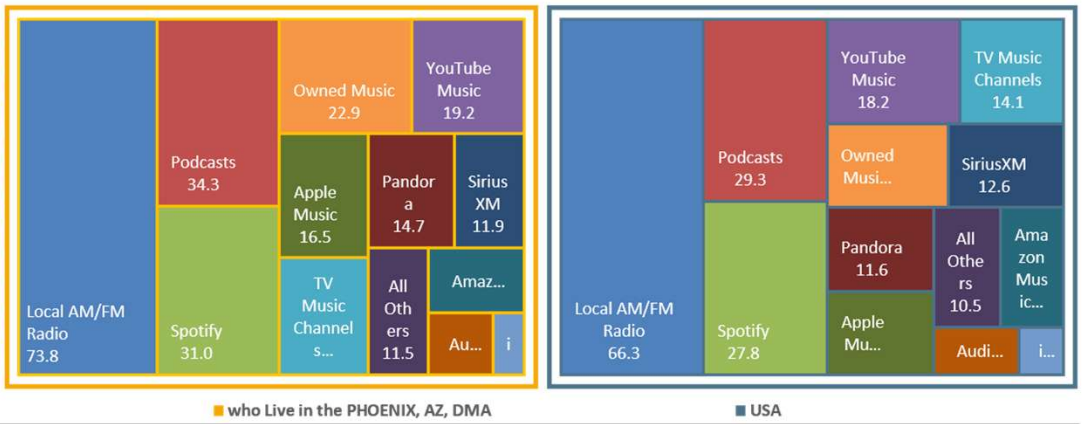
W25-54

833,807 or 71.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

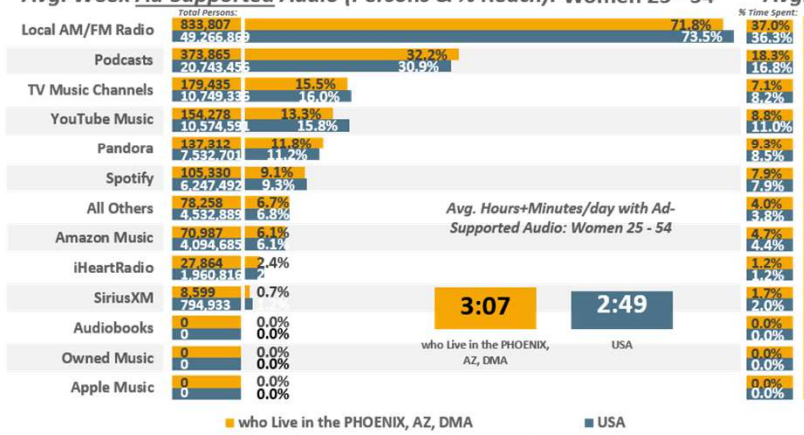
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



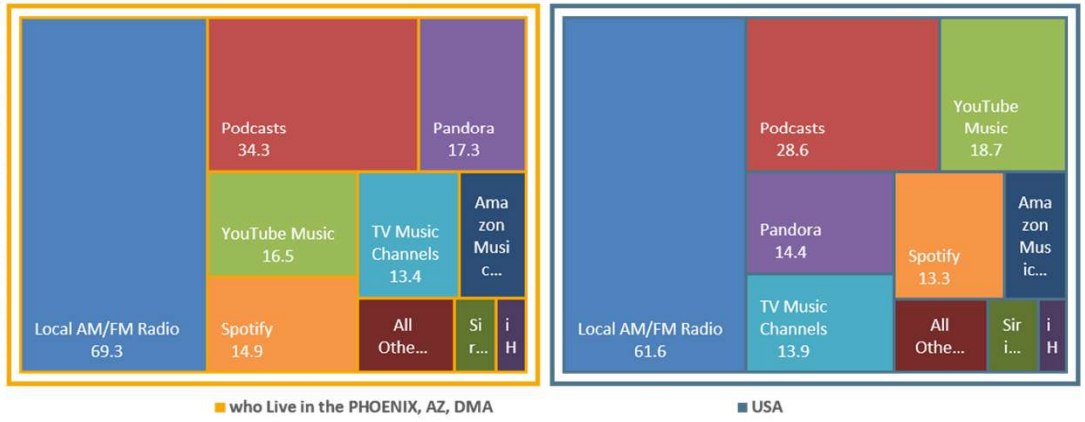
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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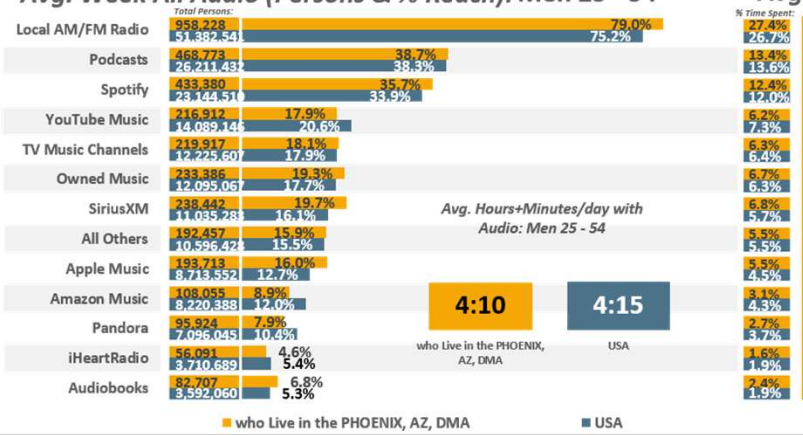
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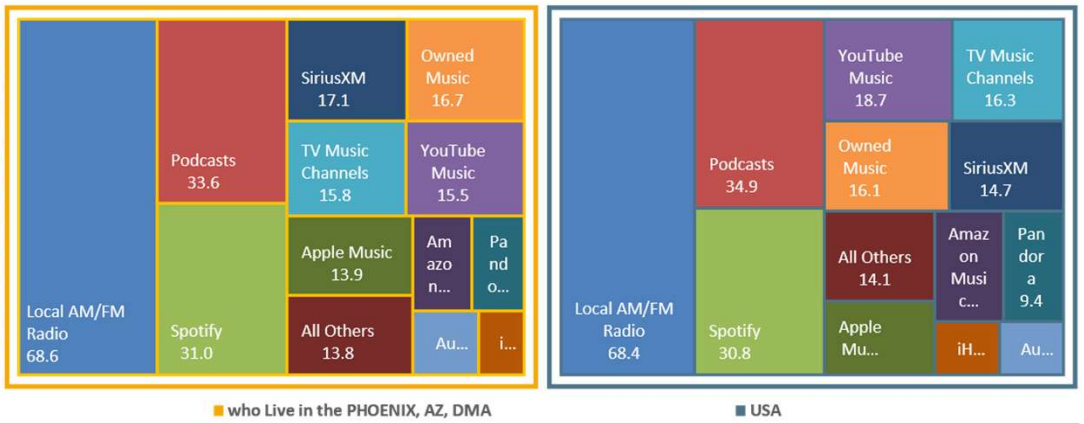
M25-54

934,851 or 77.1% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

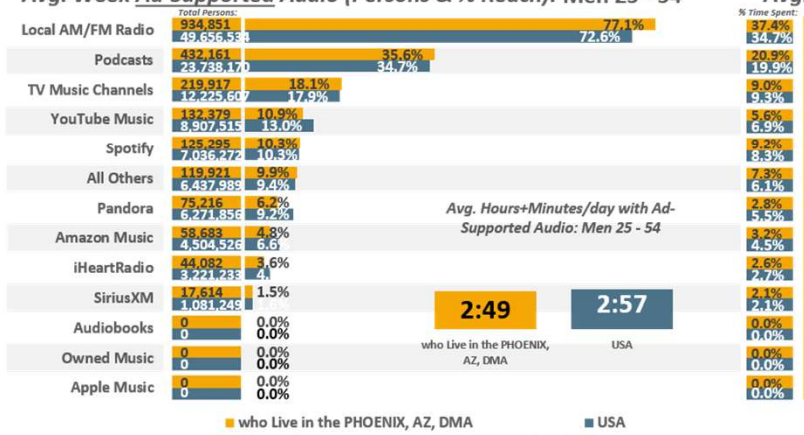
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



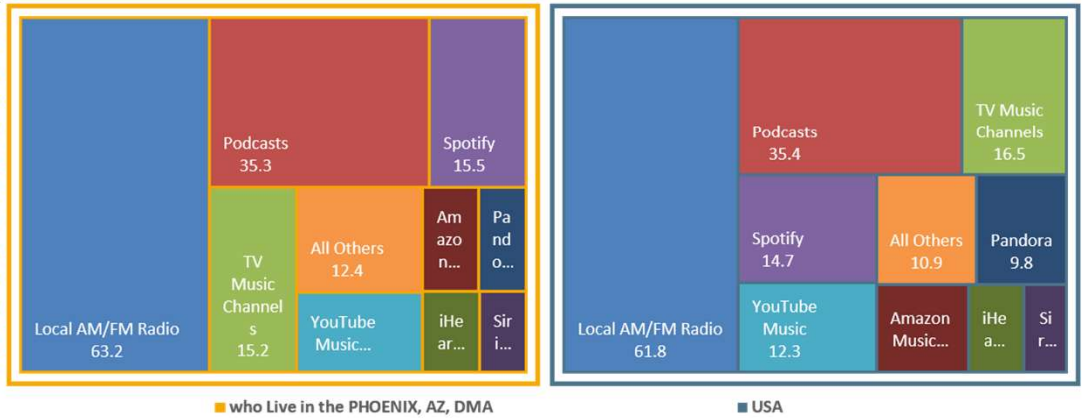
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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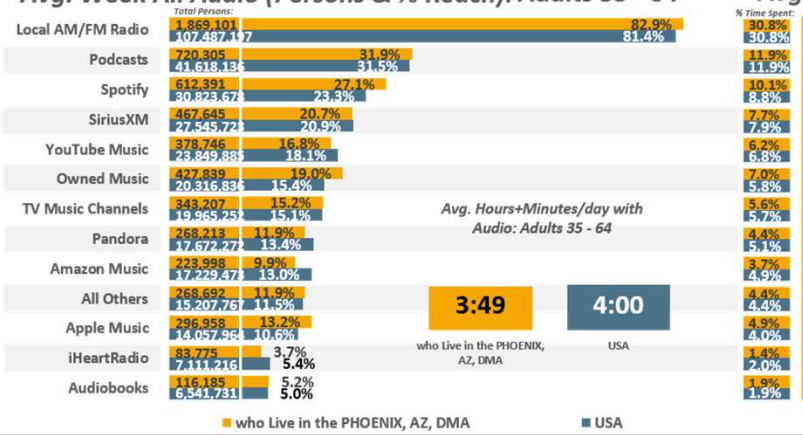
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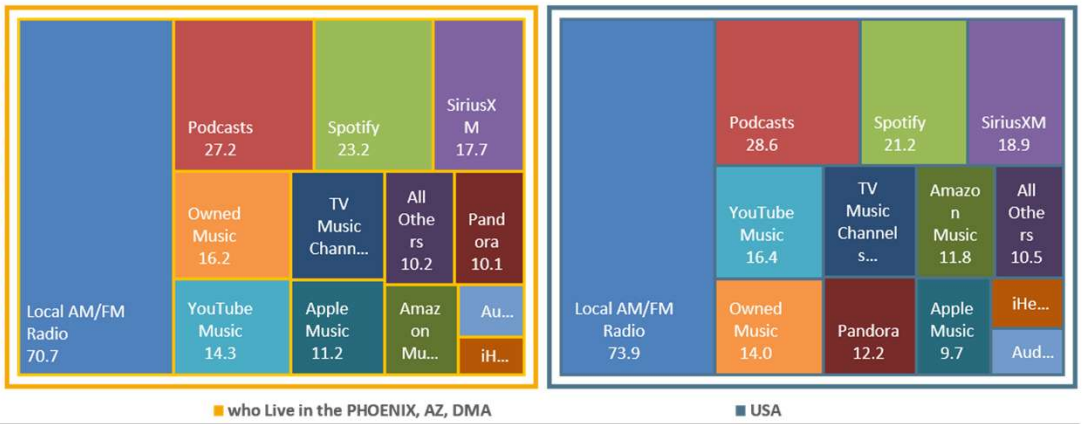
P35-64

1,811,084 or 80.3% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

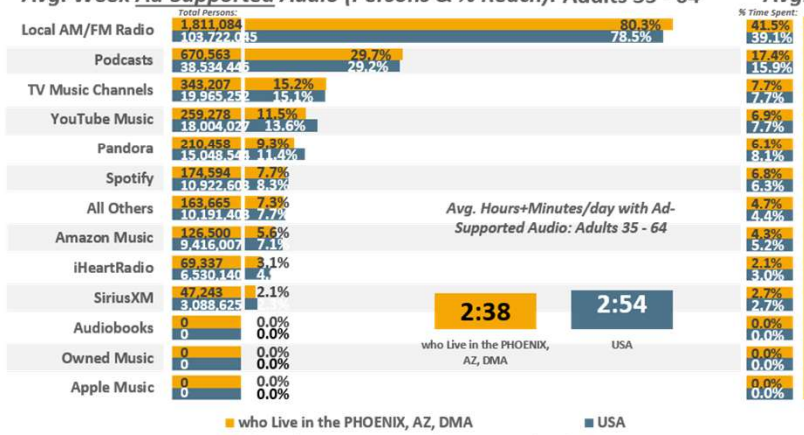
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



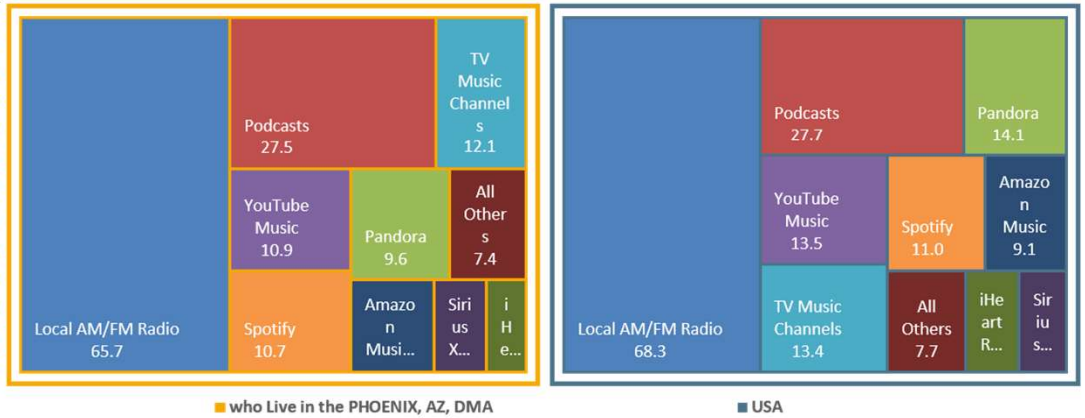
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

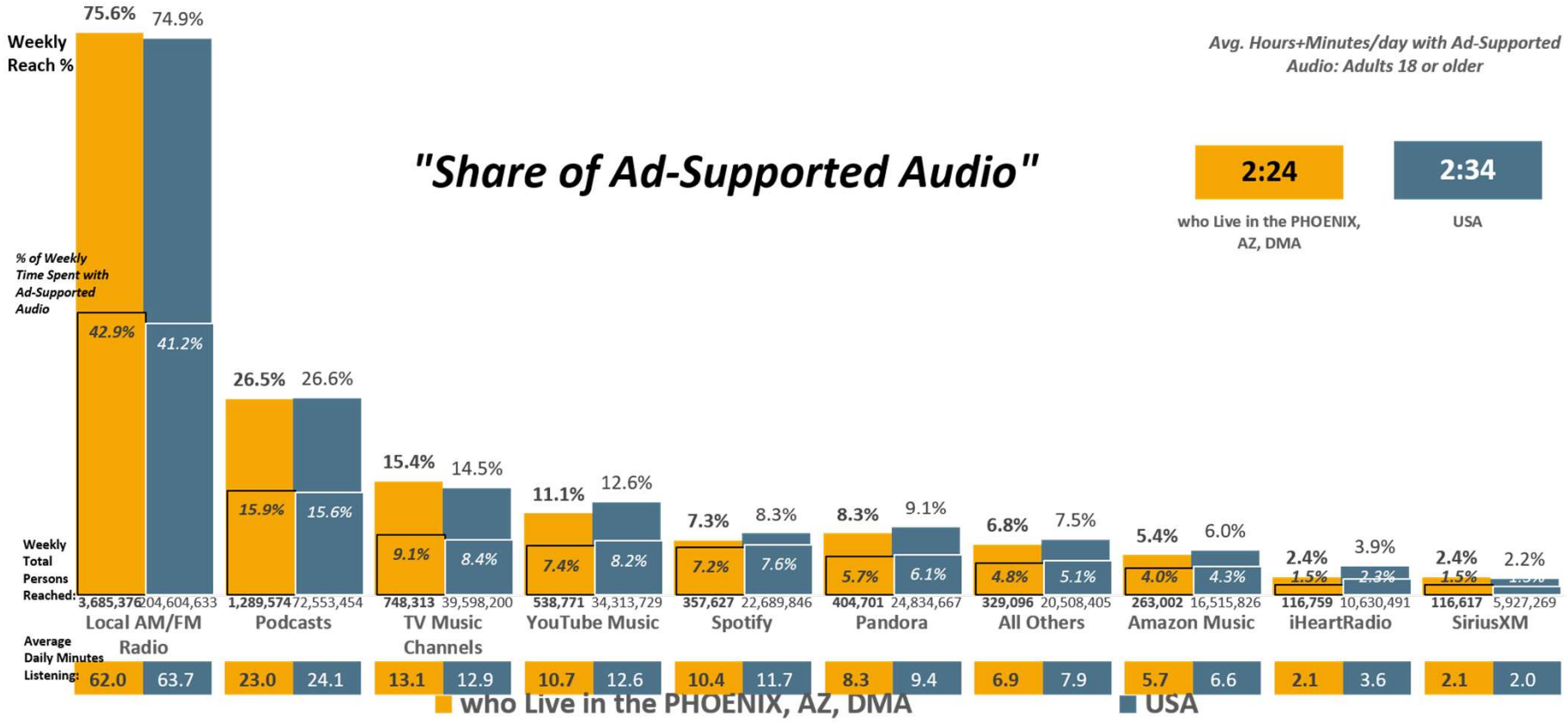
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P18+

3,685,376 or 75.6% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

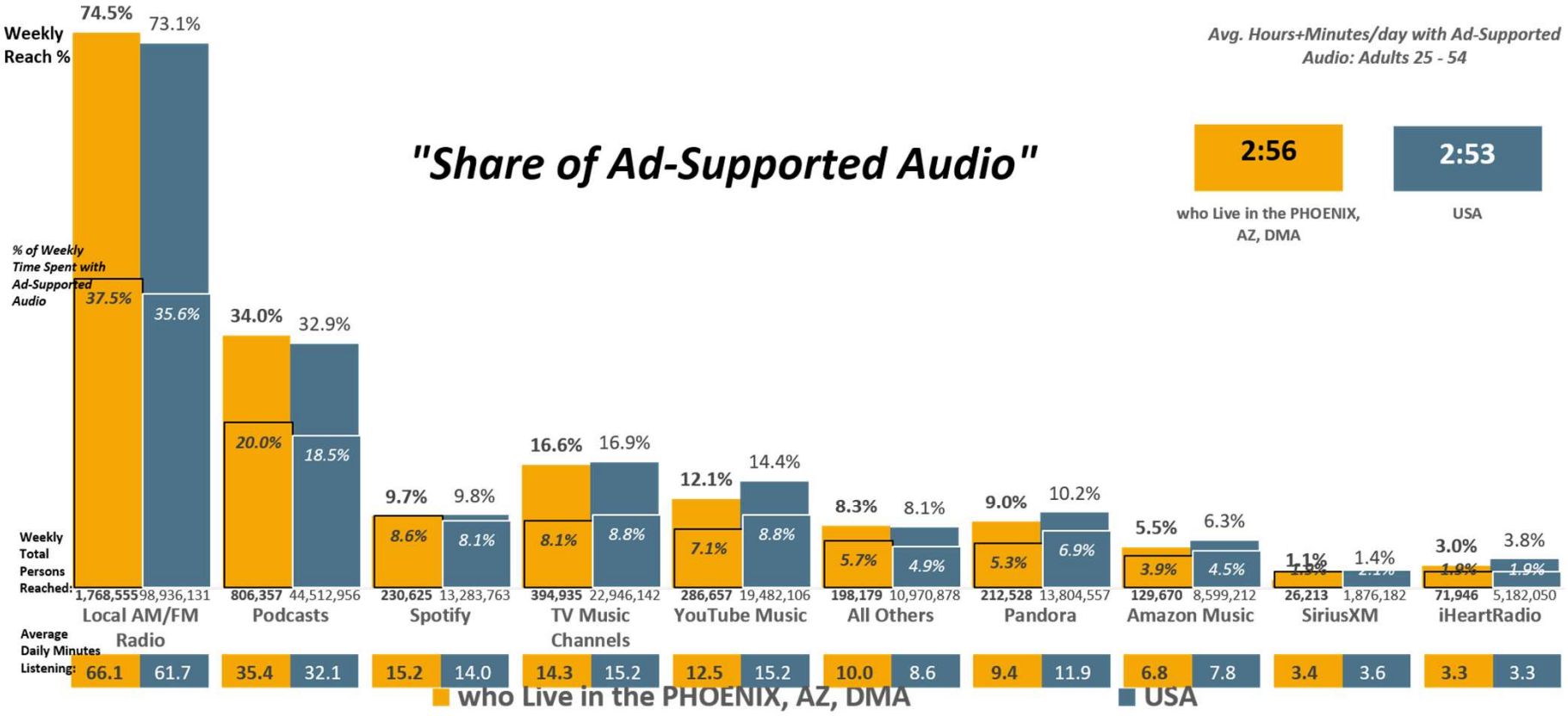
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P25-54

1,768,555 or 74.5% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



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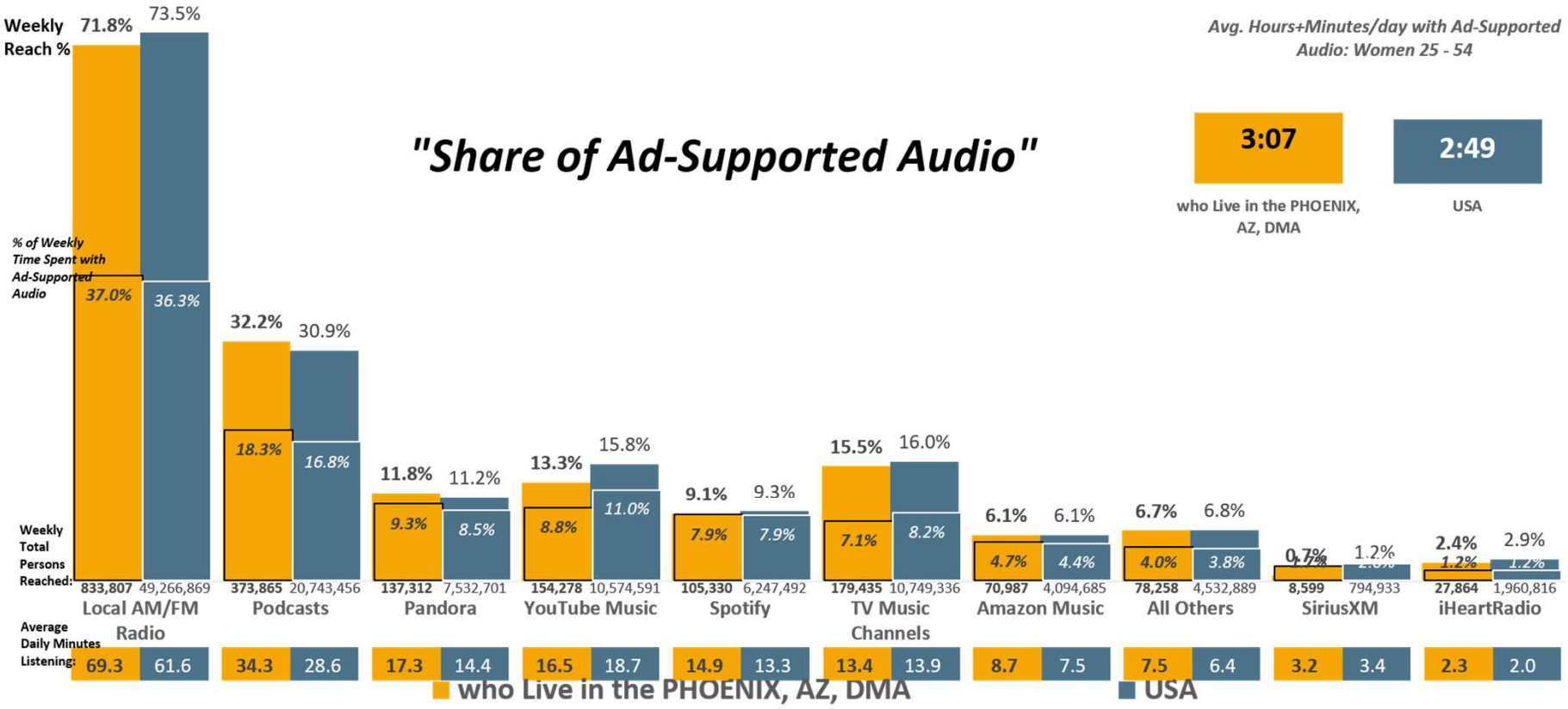
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W25-54

833,807 or 71.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.



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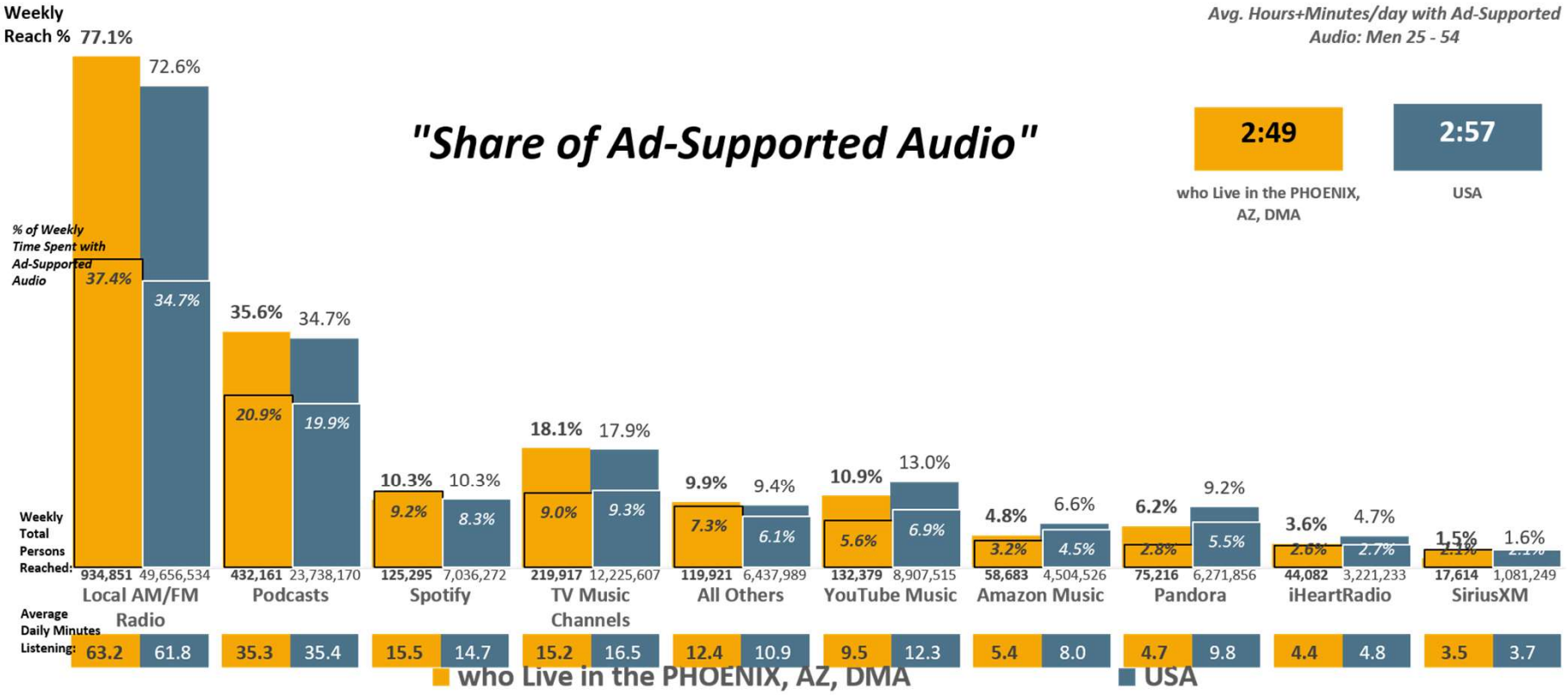
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M25-54

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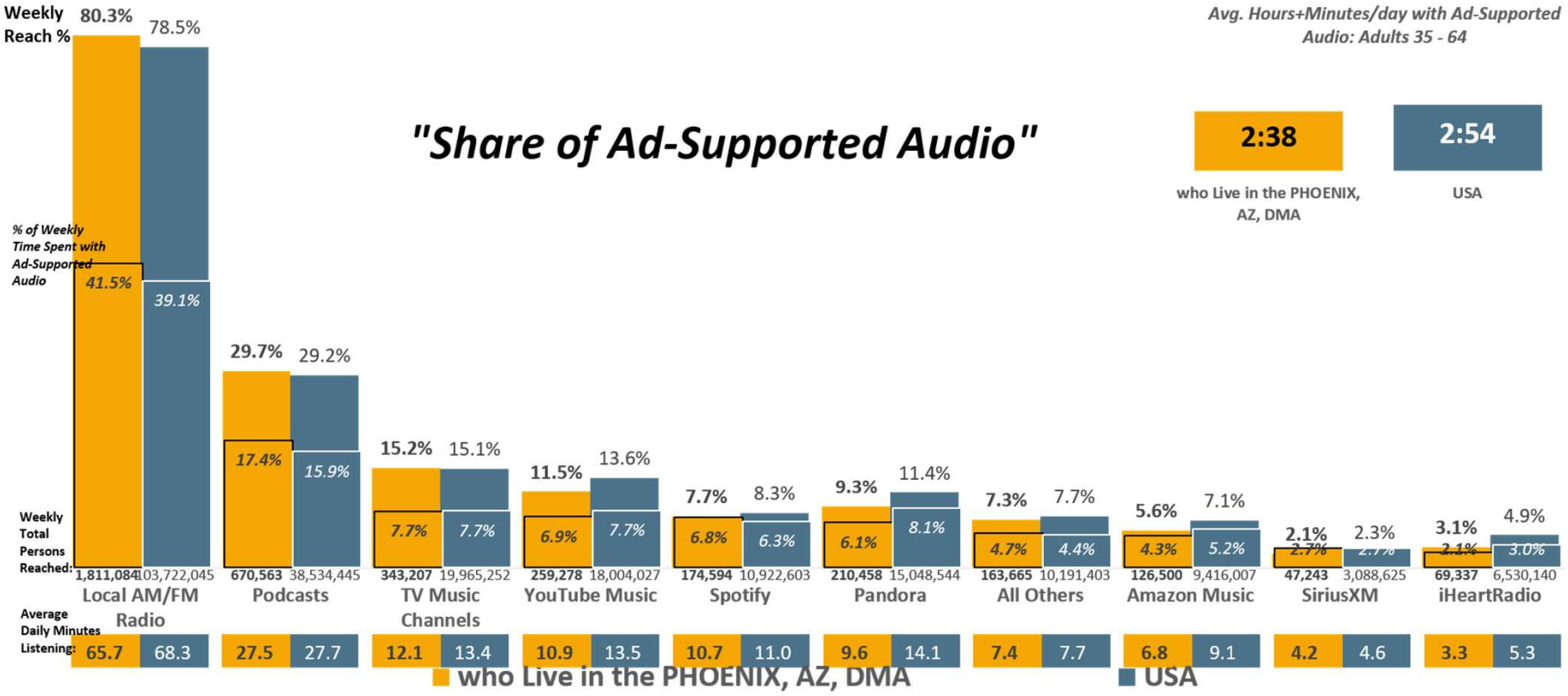
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P35-64

1,811,084 or 80.3% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



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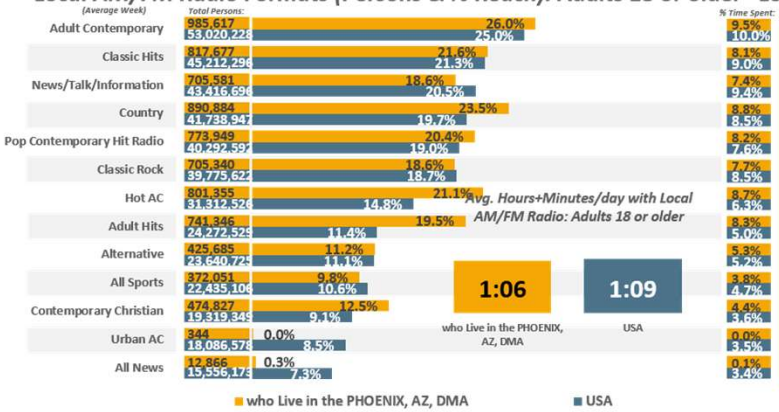
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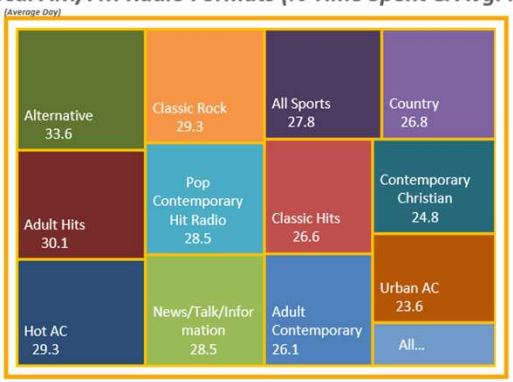


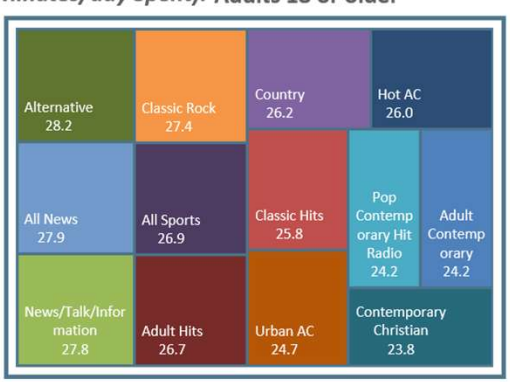
P18+

3,685,376 or 75.6% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Hot AC, and Pop Contemporary Hit Radio.

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

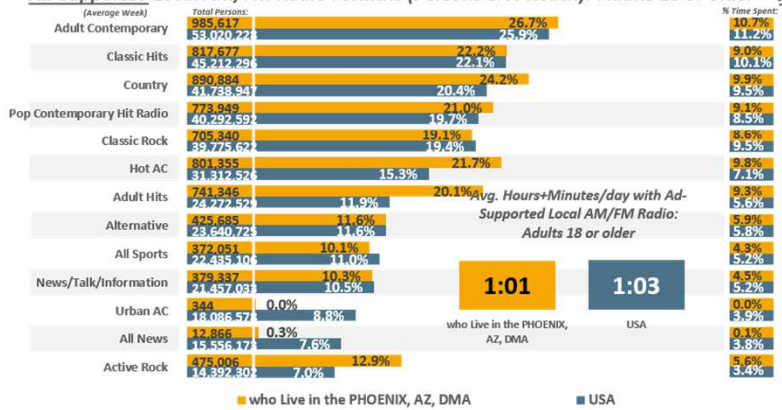


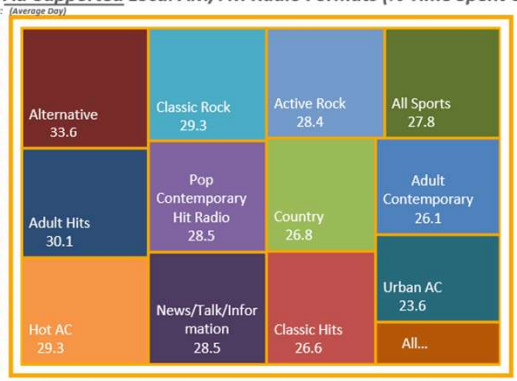


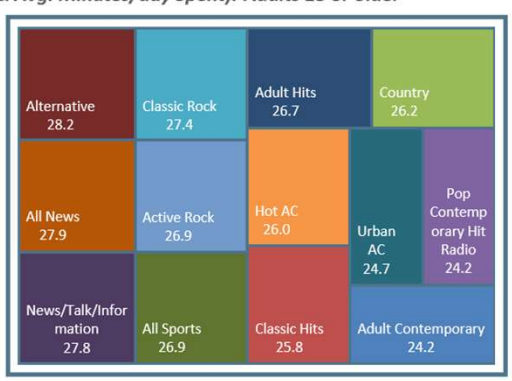


who Live in the PHOENIX, AZ, DMA ■ USA

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







who Live in the PHOENIX, AZ, DMA ■ USA

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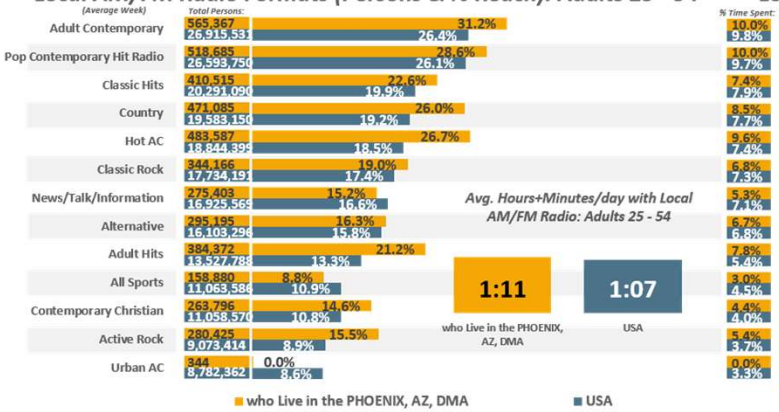
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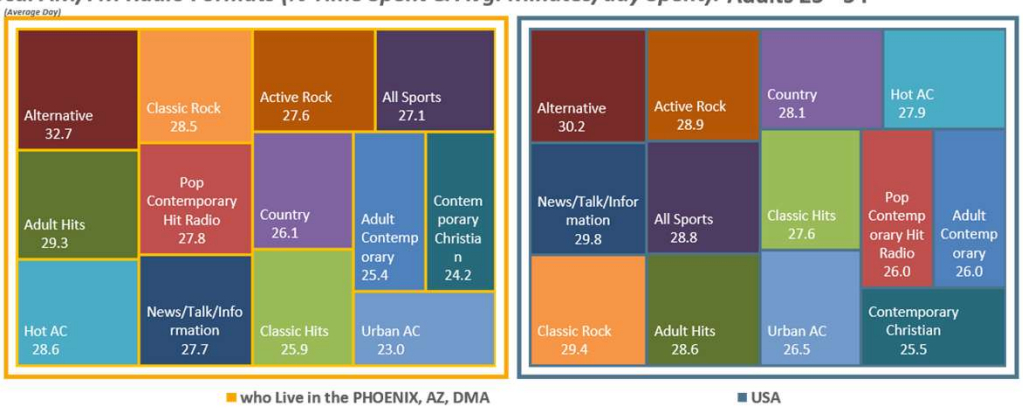
P25-54

1,768,555 or 74.5% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Hits.

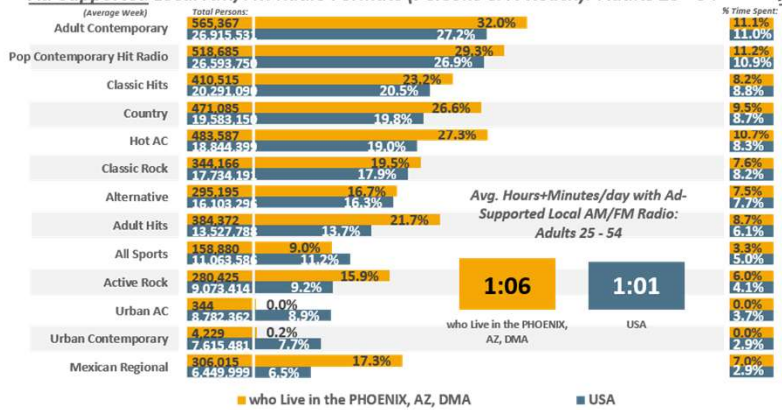
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



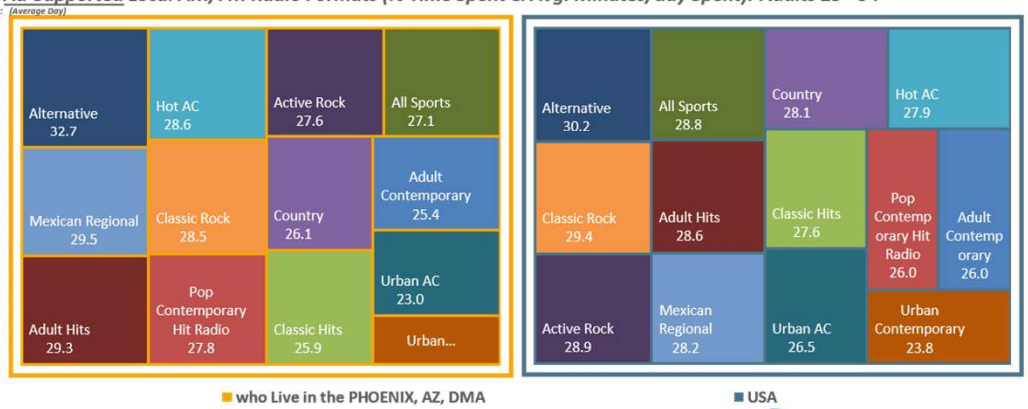
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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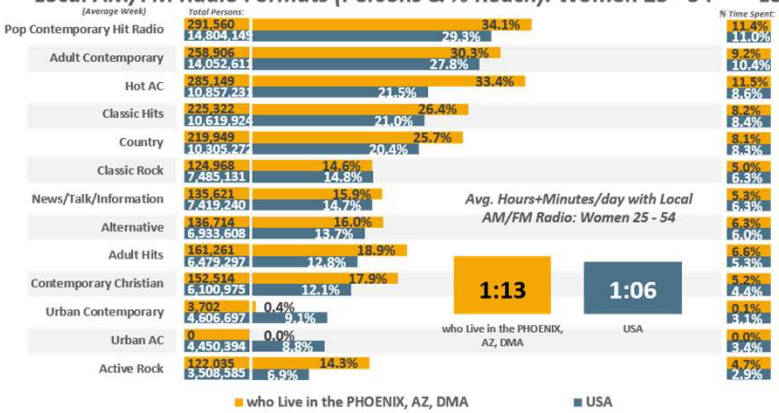
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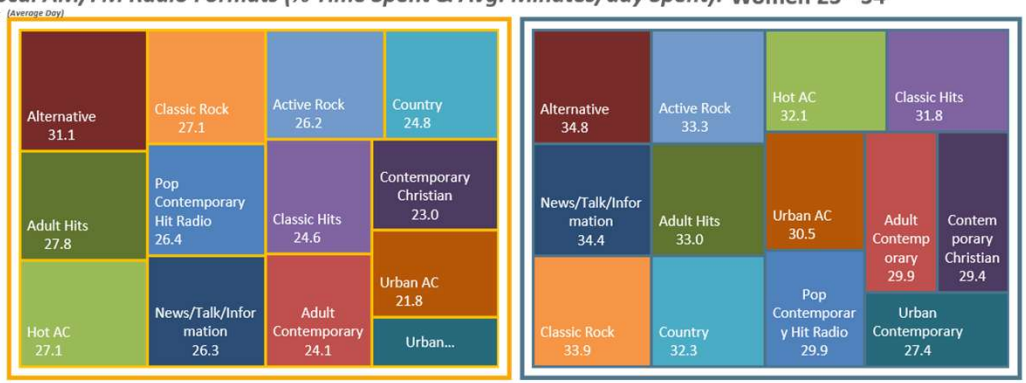


833,807 or 71.8% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Classic Hits, and Country.

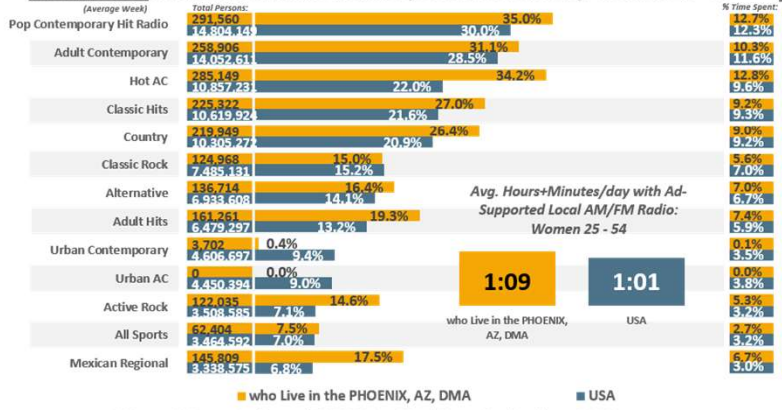
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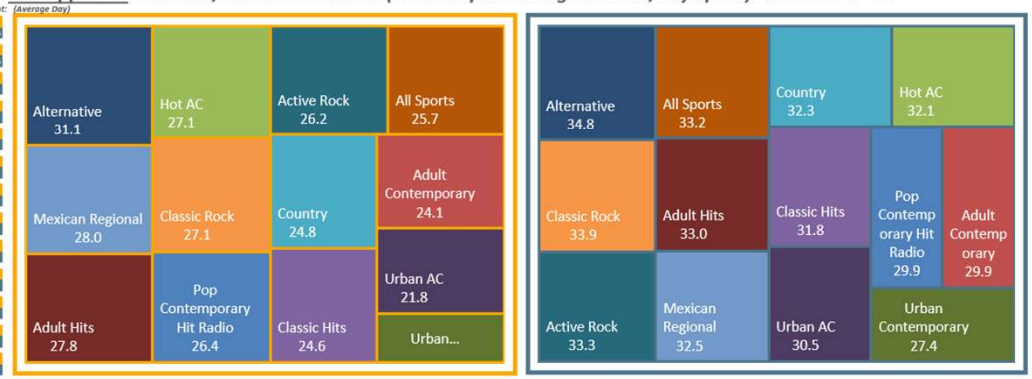
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



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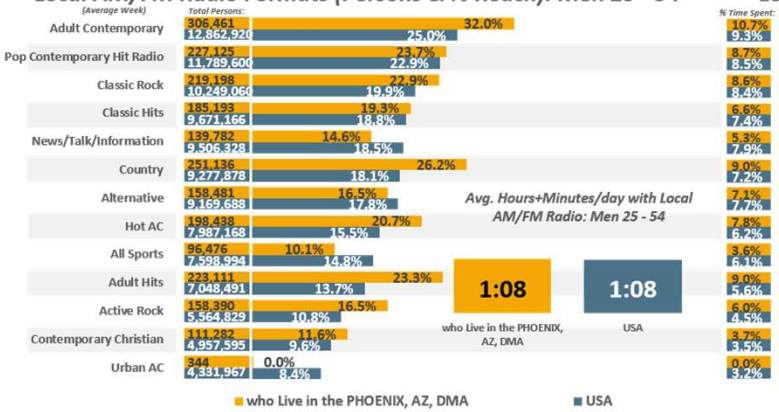
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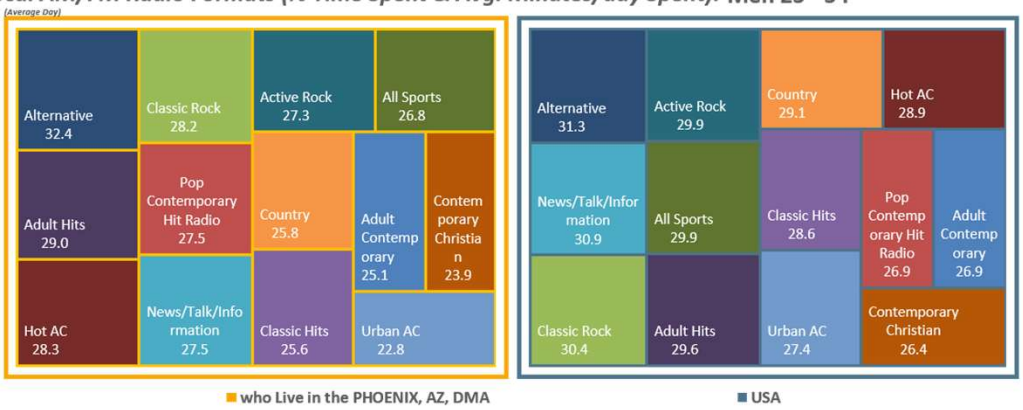


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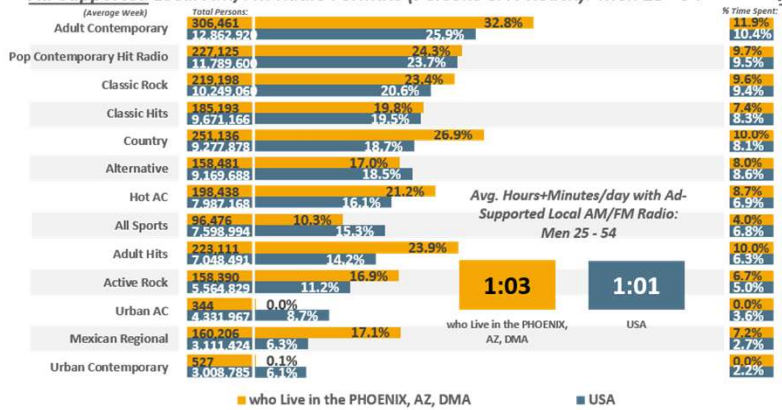
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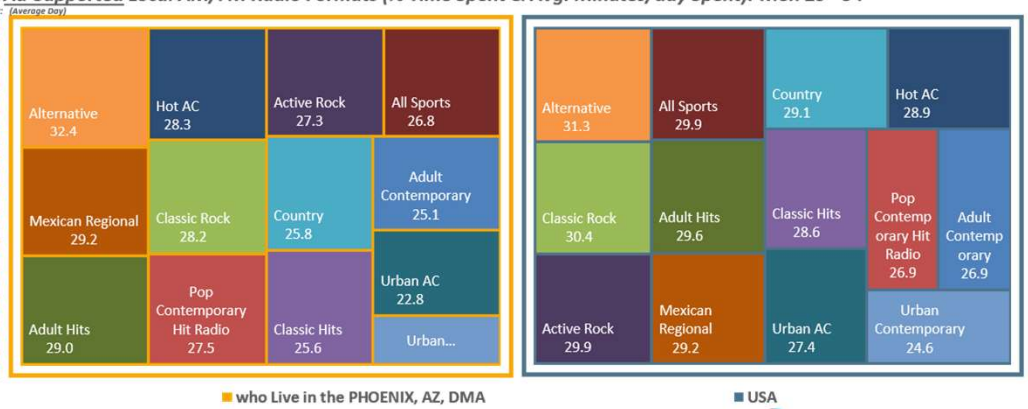
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



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



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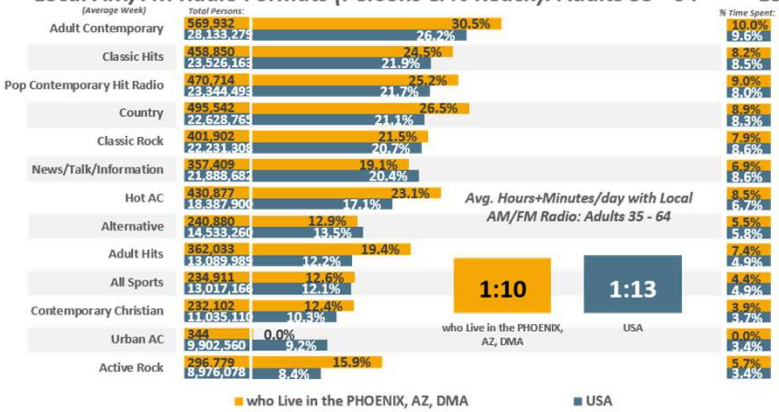
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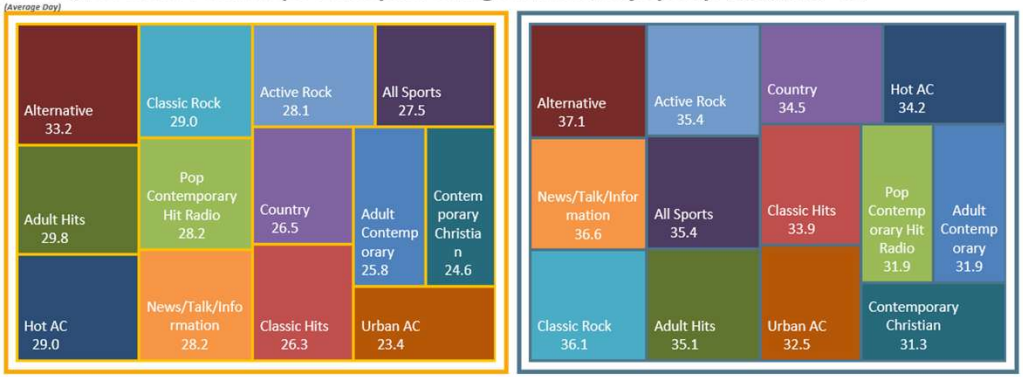
P35-64

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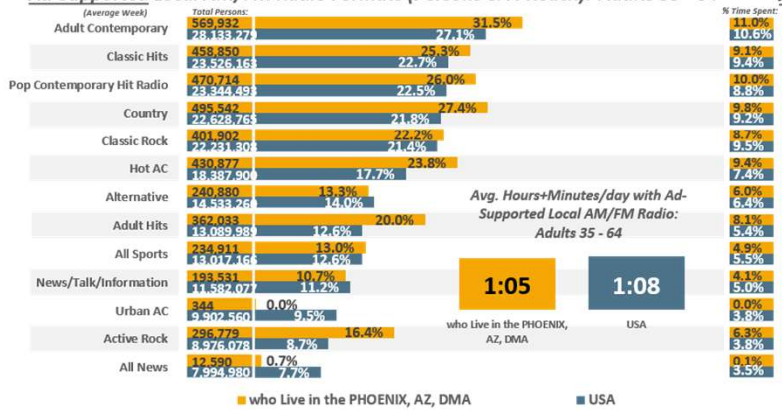
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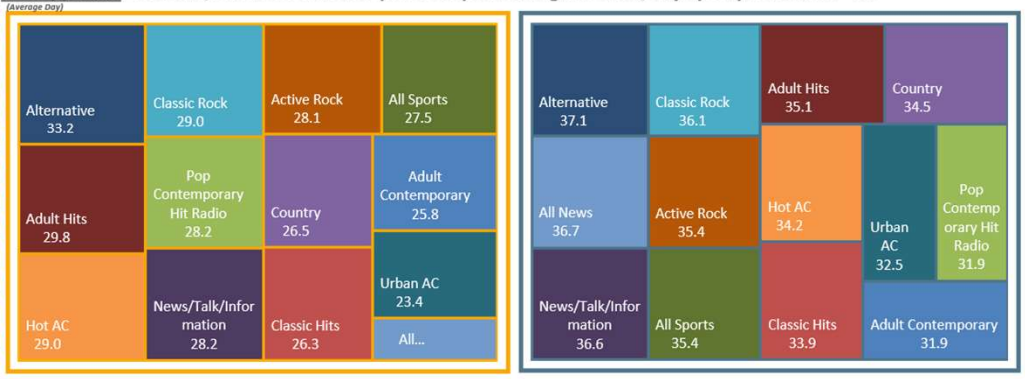
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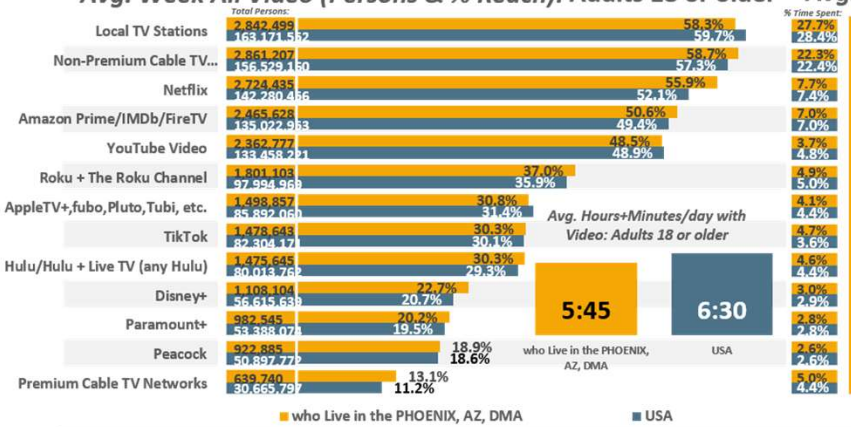
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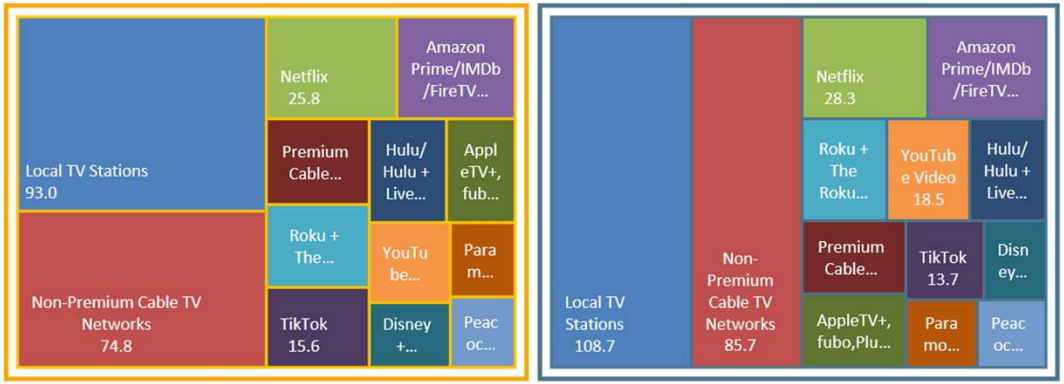
P18+

2,803,543 or 57.5% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

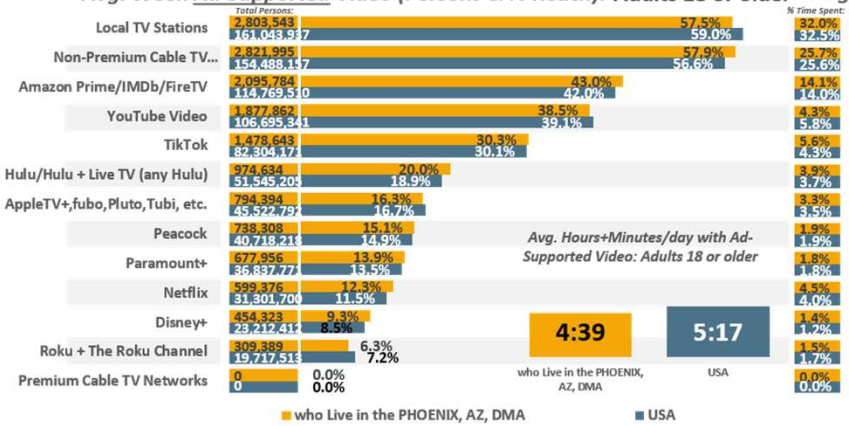
Avg. Week All Video (Persons & % Reach): Adults 18 or older



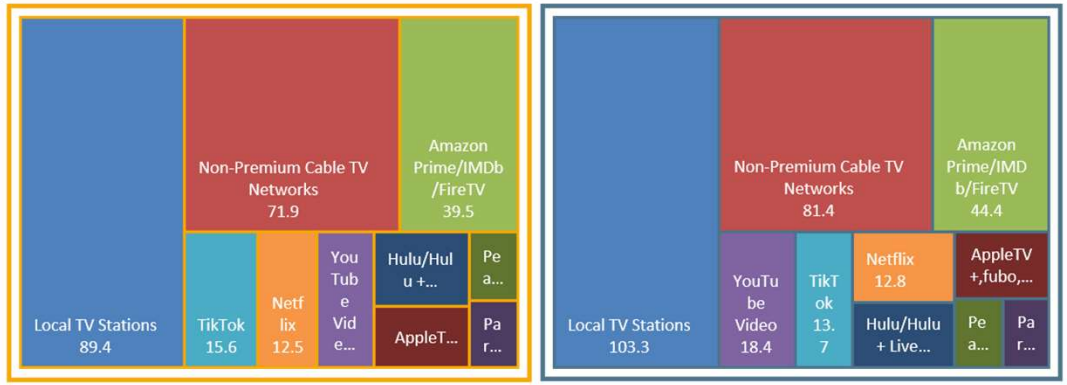
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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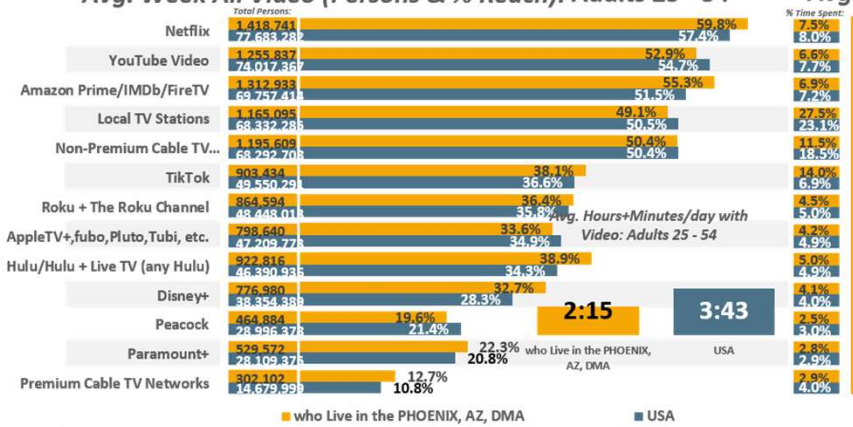
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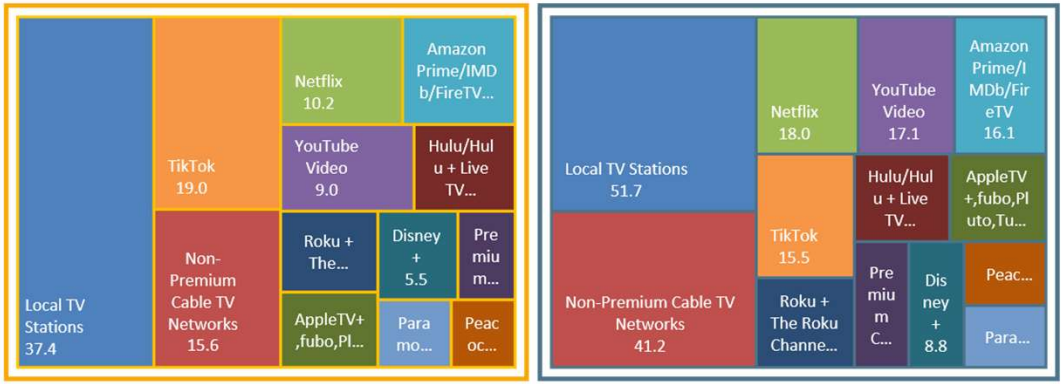
P25-54

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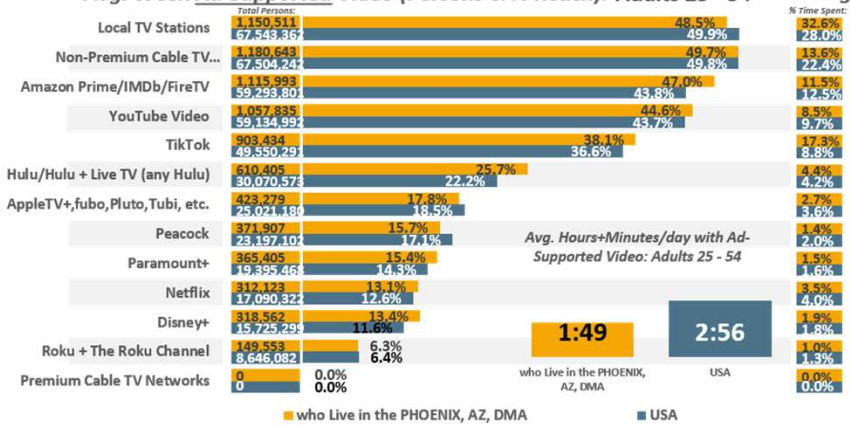
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



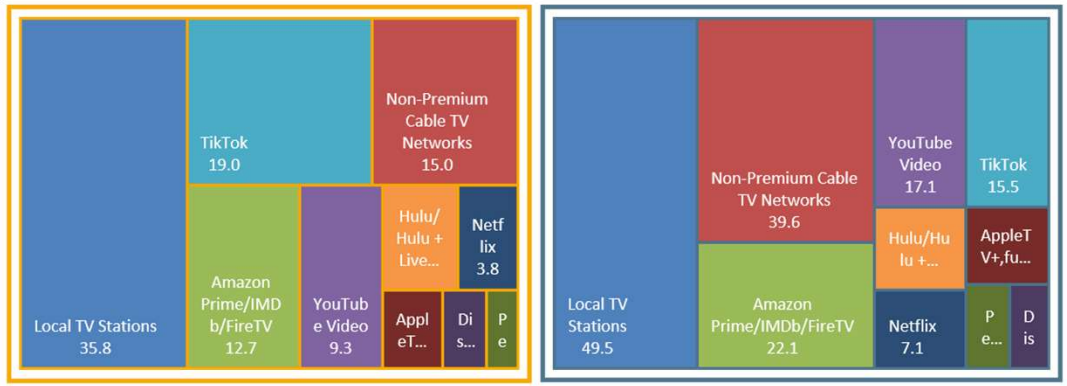
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

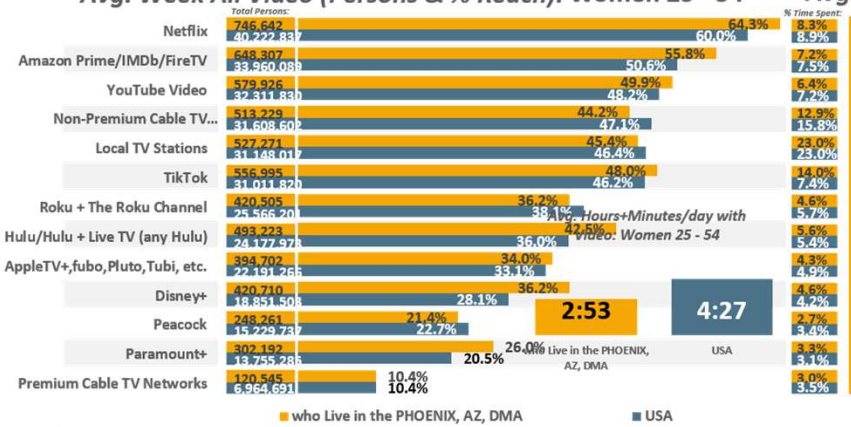
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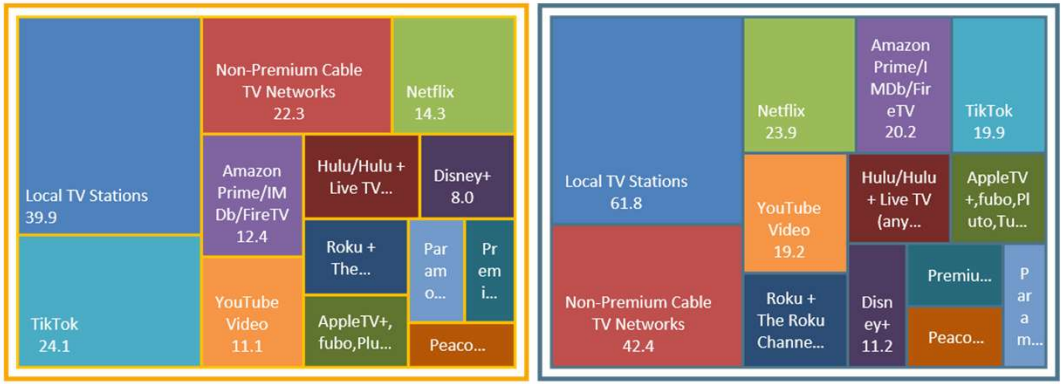


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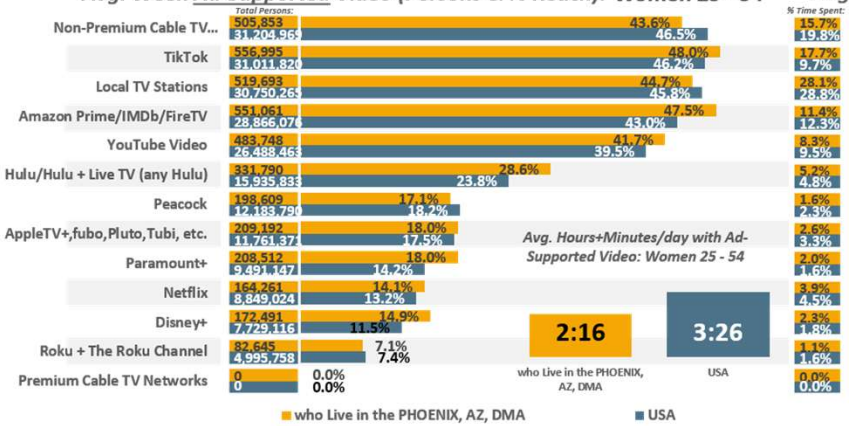
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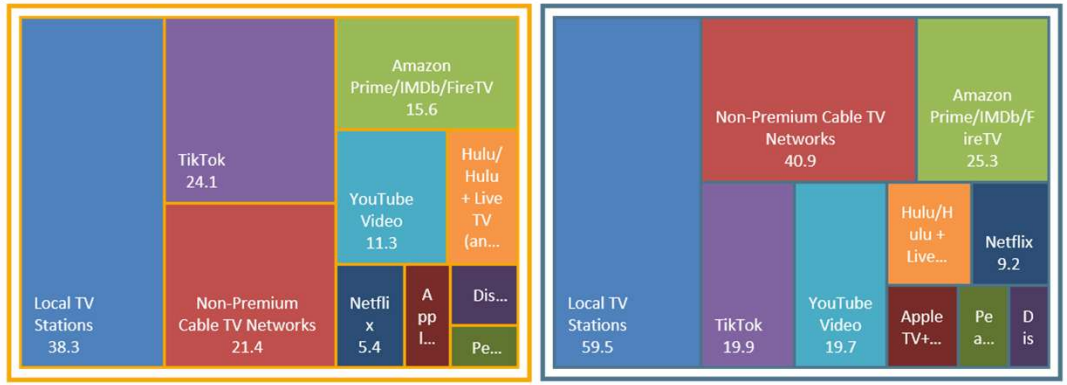
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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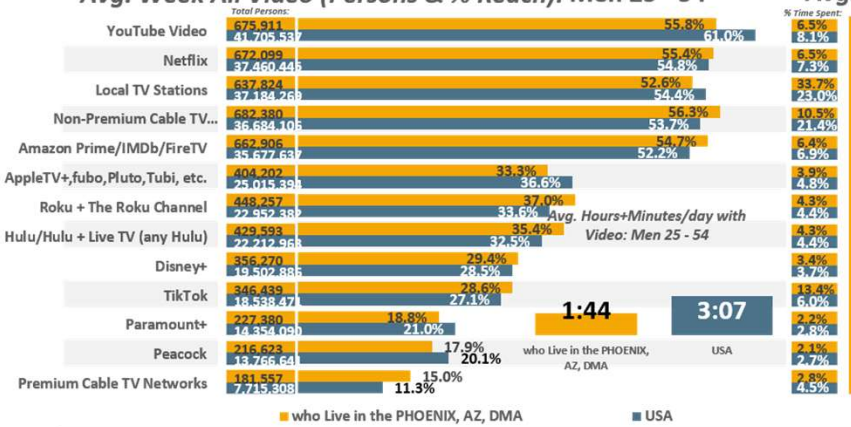
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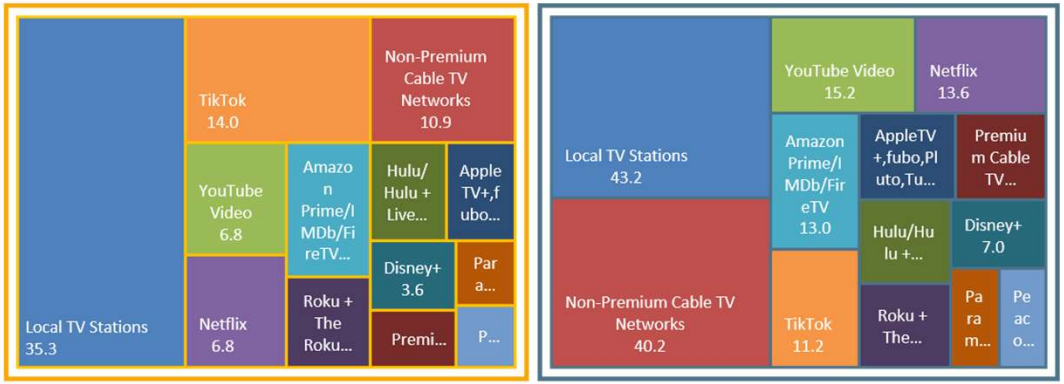
M25-54

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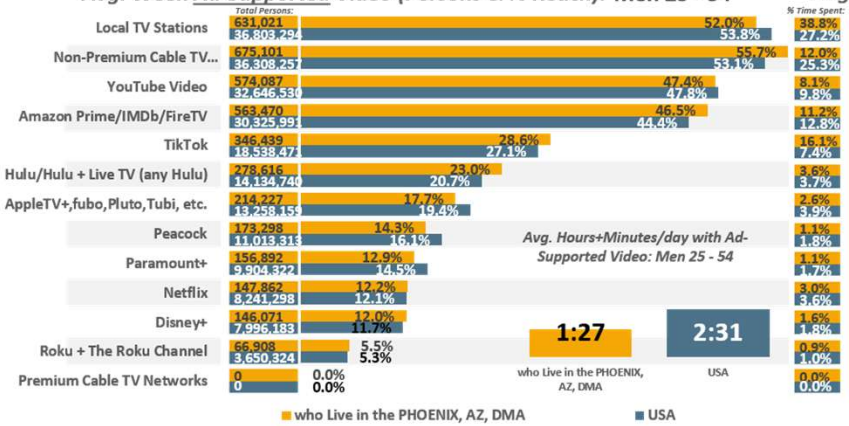
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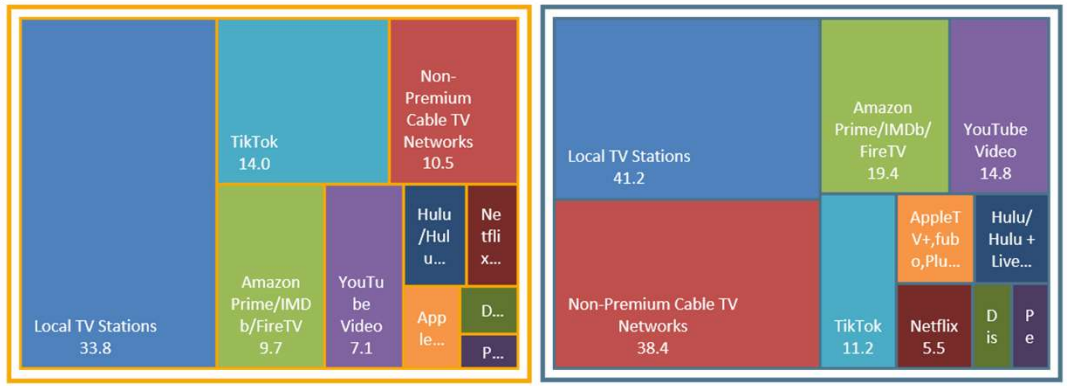
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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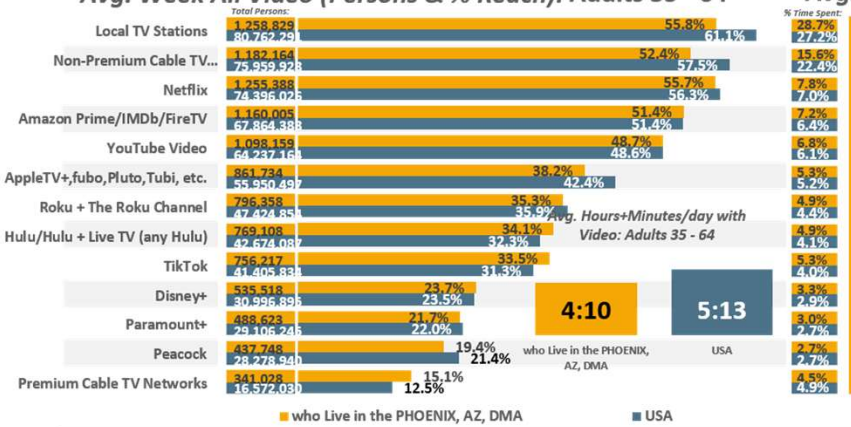
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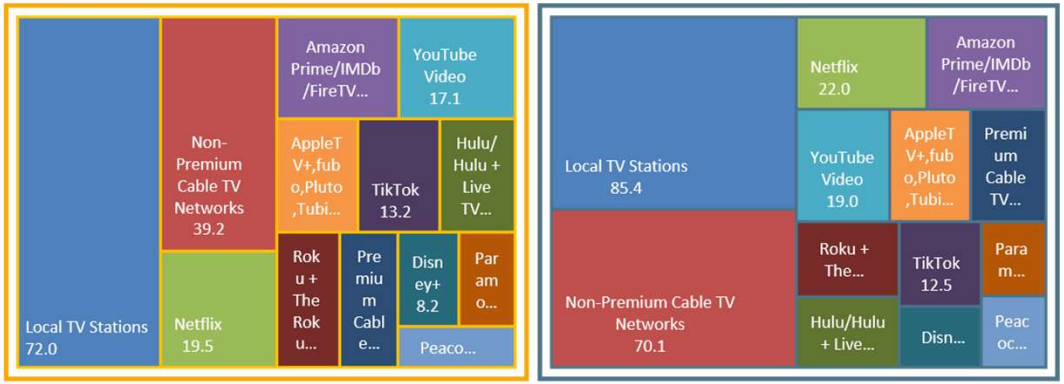
P35-64

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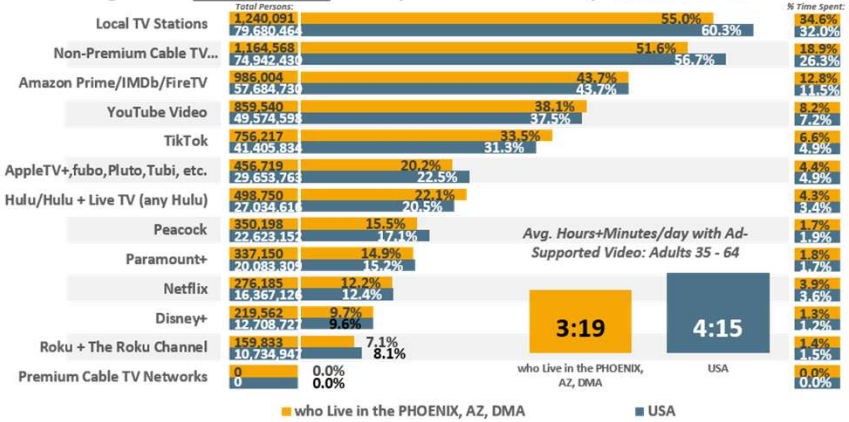
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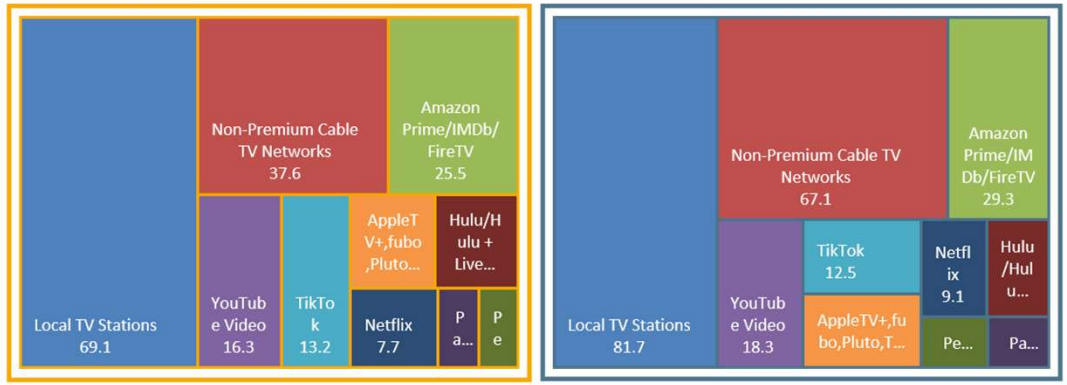
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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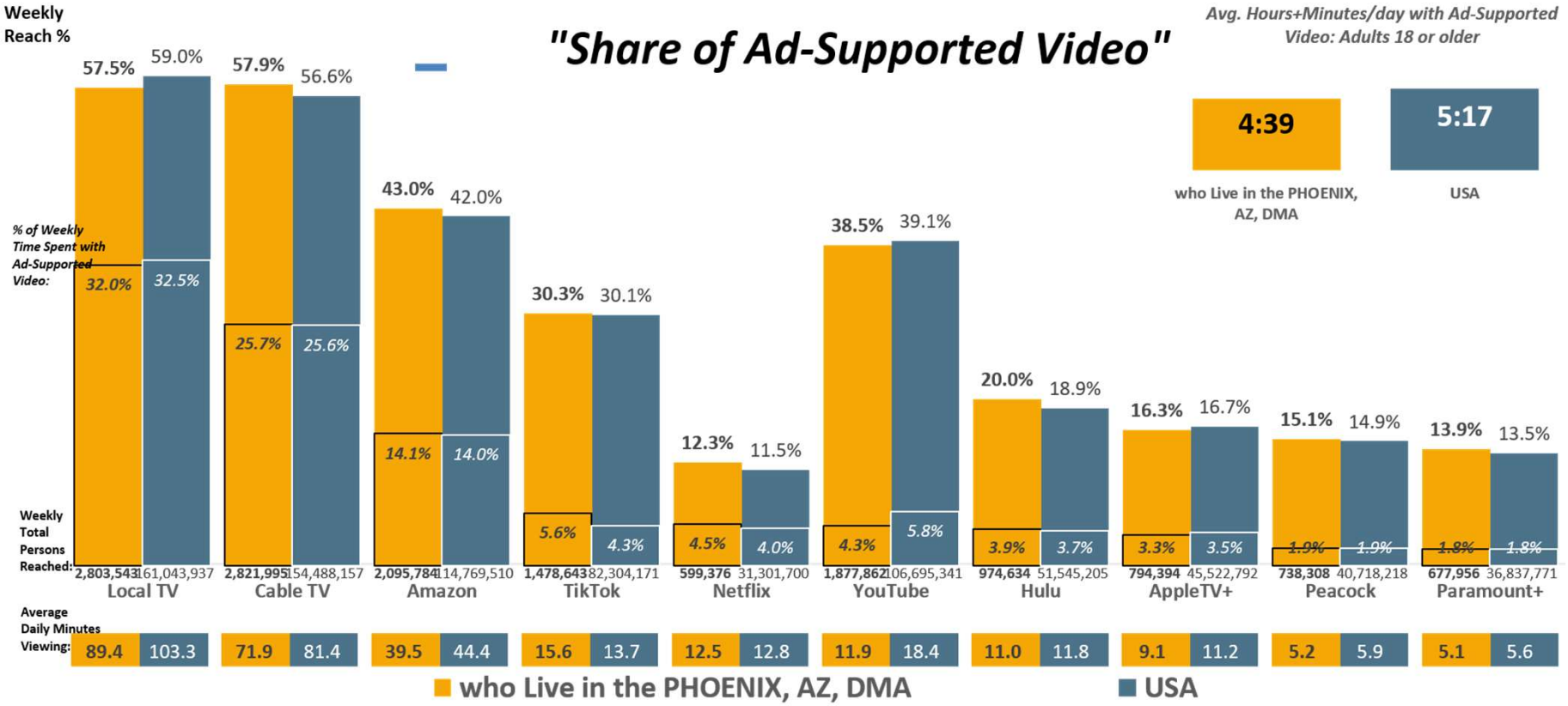
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P18+

2,803,543 or 57.5% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

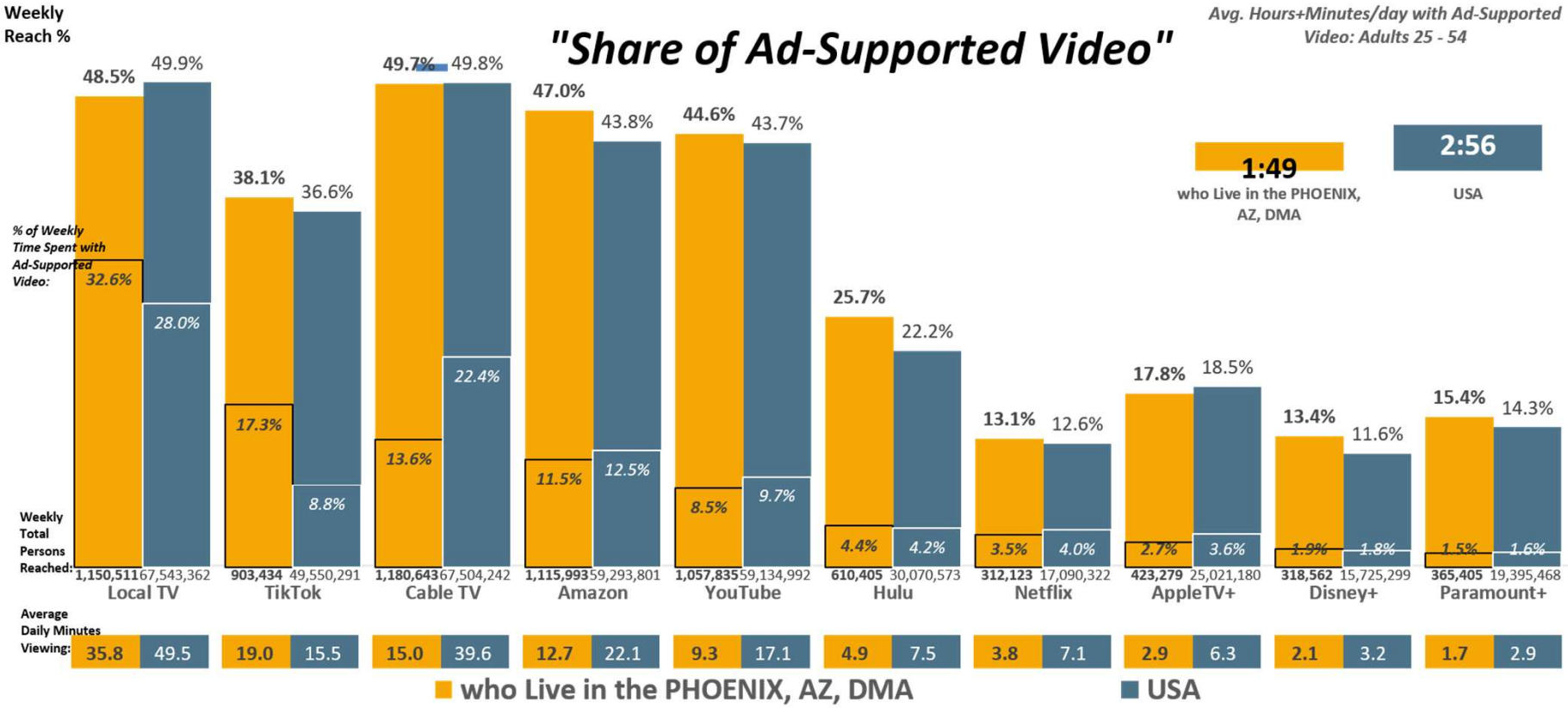
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P25-54

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	Local TV	TikTok	Cable TV	Amazon	YouTube	Hulu	Netflix	AppleTV+	Disney+	Paramount+
Weekly Reach % (who Live in the PHOENIX, AZ, DMA)	48.5%	38.1%	49.7%	47.0%	44.6%	25.7%	13.1%	17.8%	13.4%	15.4%
Weekly Reach % (USA)	49.9%	36.6%	49.8%	43.8%	43.7%	22.2%	12.6%	18.5%	11.6%	14.3%
% of Weekly Time Spent with Ad-Supported Video (who Live in the PHOENIX, AZ, DMA)	32.6%	17.3%	13.6%	11.5%	8.5%	4.4%	3.5%	2.7%	1.9%	1.5%
% of Weekly Time Spent with Ad-Supported Video (USA)	28.0%	8.8%	22.4%	12.5%	9.7%	4.2%	4.0%	3.6%	1.8%	1.6%
Weekly Total Persons Reached (who Live in the PHOENIX, AZ, DMA)	1,150,511	903,434	1,180,643	1,115,993	1,057,835	610,405	312,123	423,279	318,562	365,405
Weekly Total Persons Reached (USA)	67,543,362	49,550,291	67,504,242	59,293,801	59,134,992	30,070,573	17,090,322	25,021,180	15,725,299	19,395,468
Average Daily Minutes Viewing (who Live in the PHOENIX, AZ, DMA)	35.8	19.0	15.0	12.7	9.3	4.9	3.8	2.9	2.1	1.7
Average Daily Minutes Viewing (USA)	49.5	15.5	39.6	22.1	17.1	7.5	7.1	6.3	3.2	2.9

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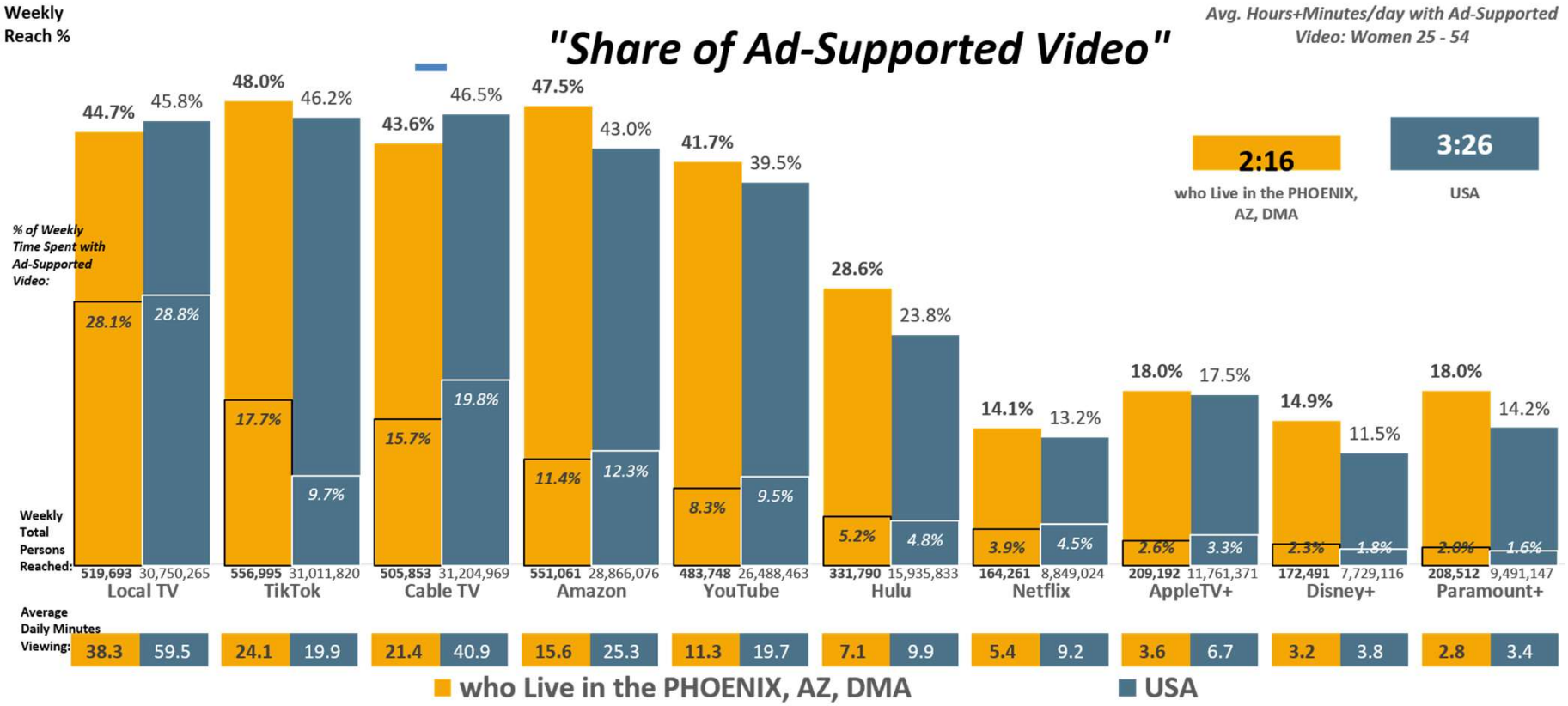
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W25-54

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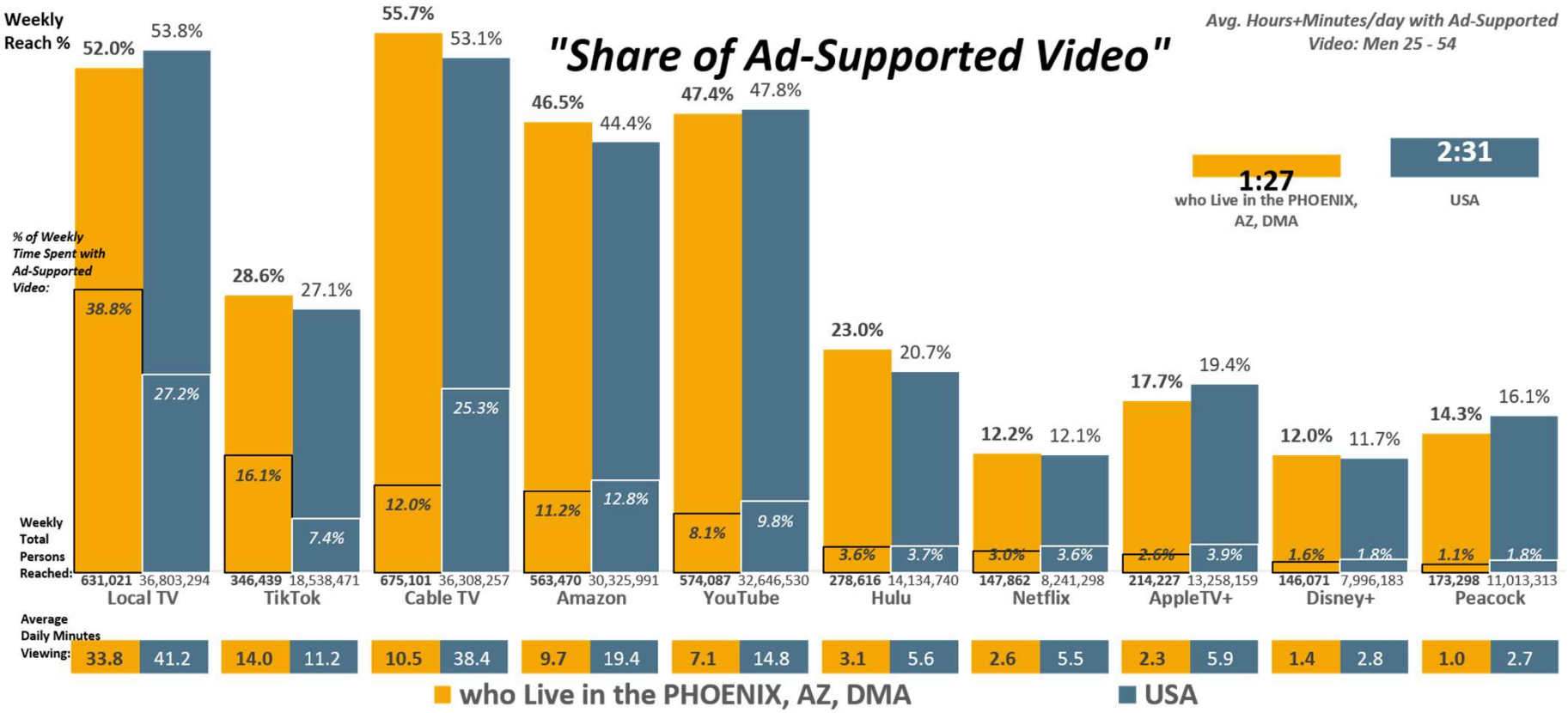
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M25-54

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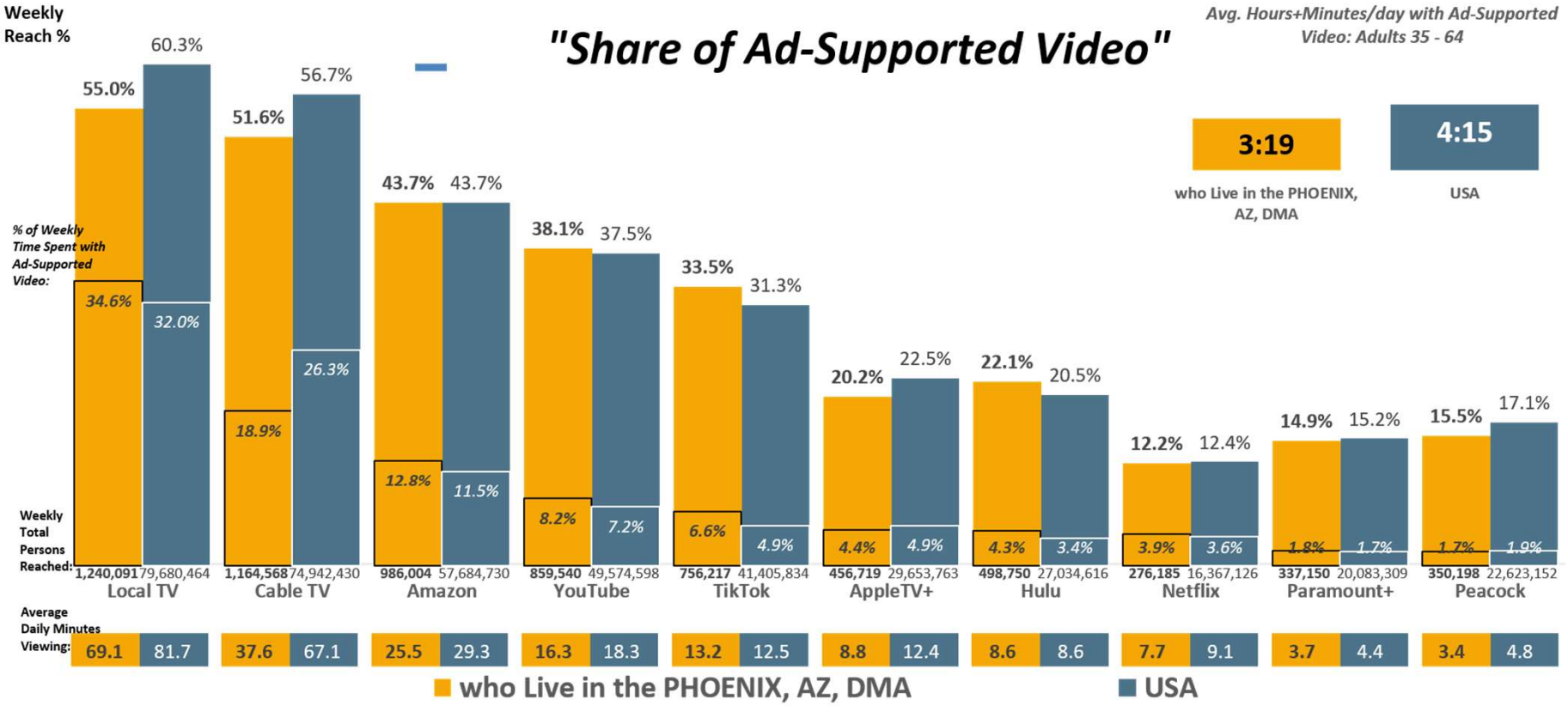
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P35-64

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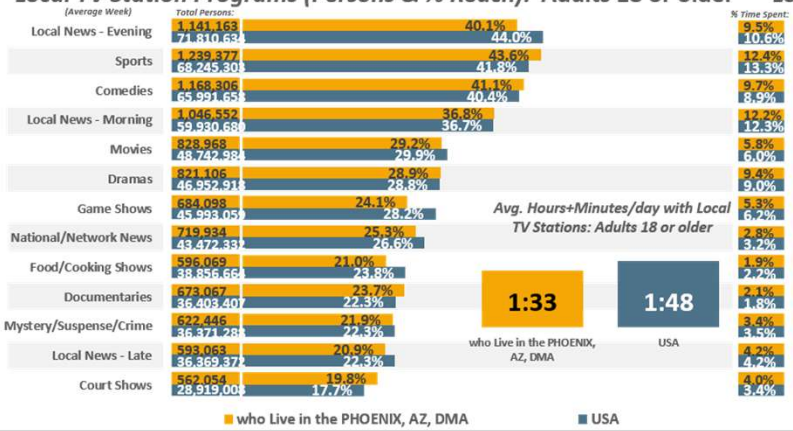
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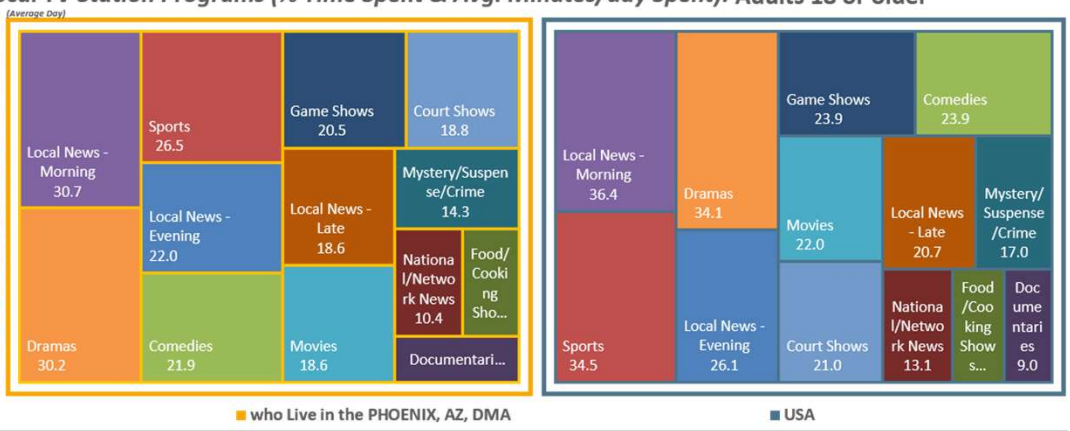
P18+

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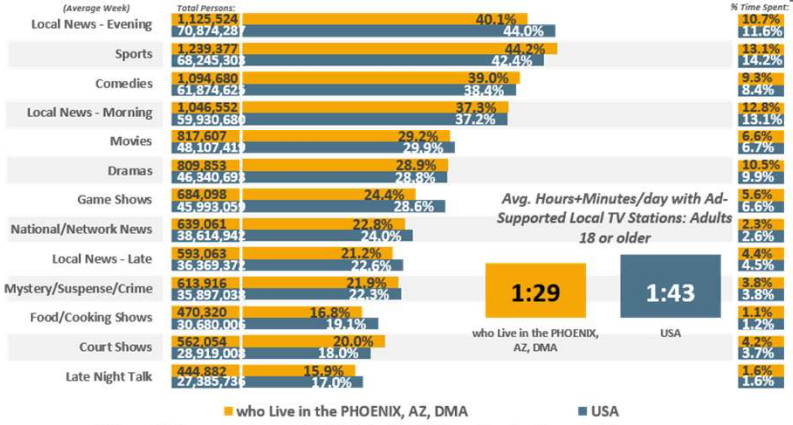
Local TV Station Programs (Persons & % Reach): Adults 18 or older



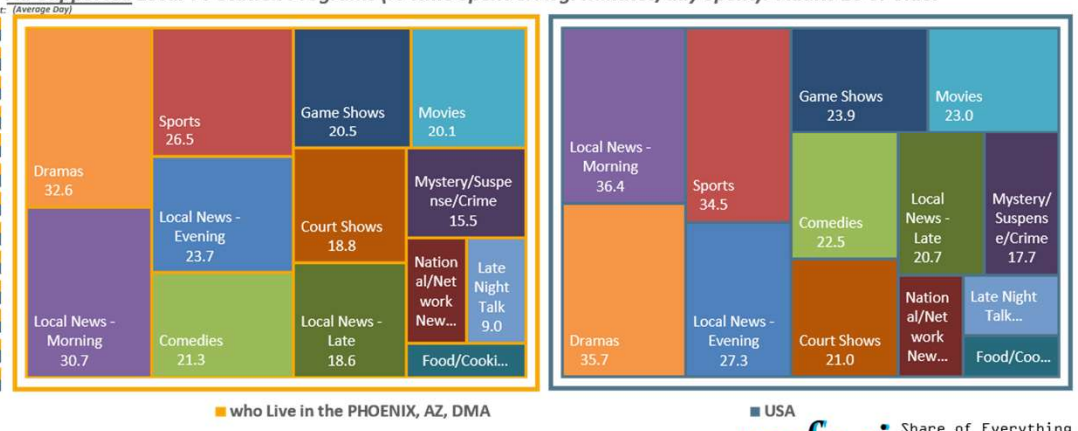
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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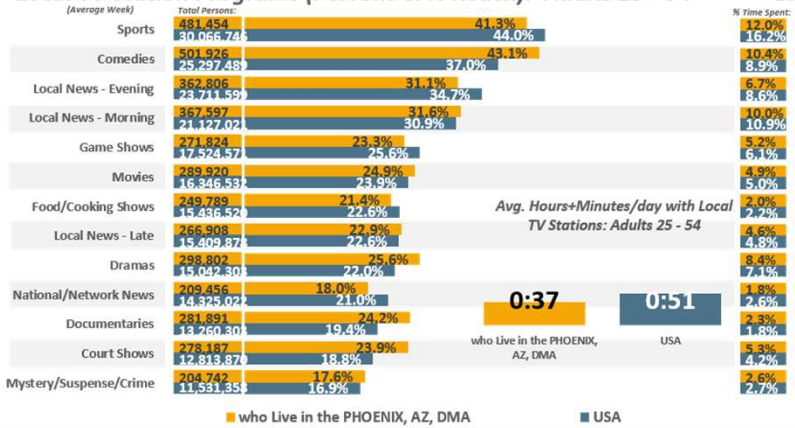
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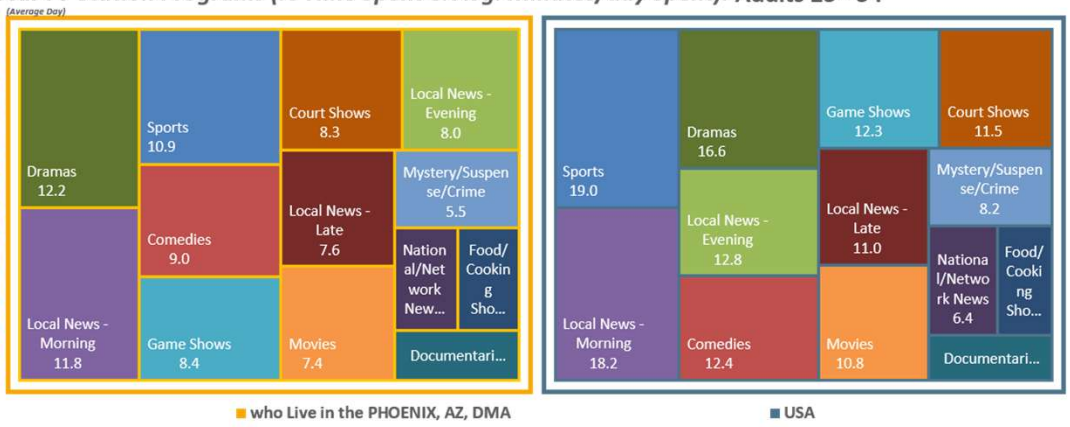


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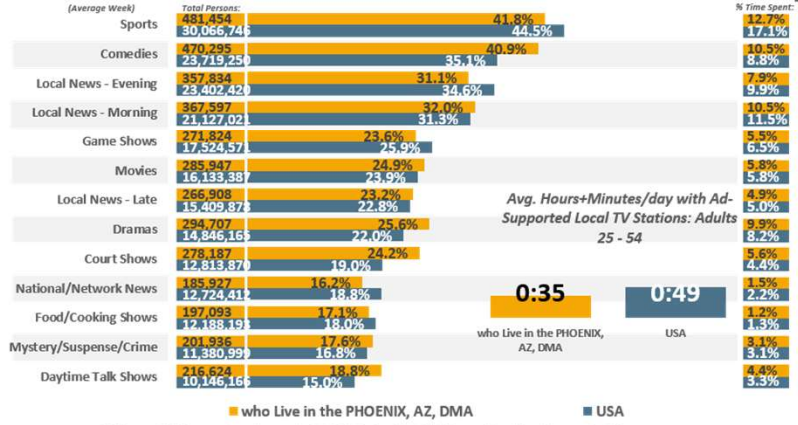
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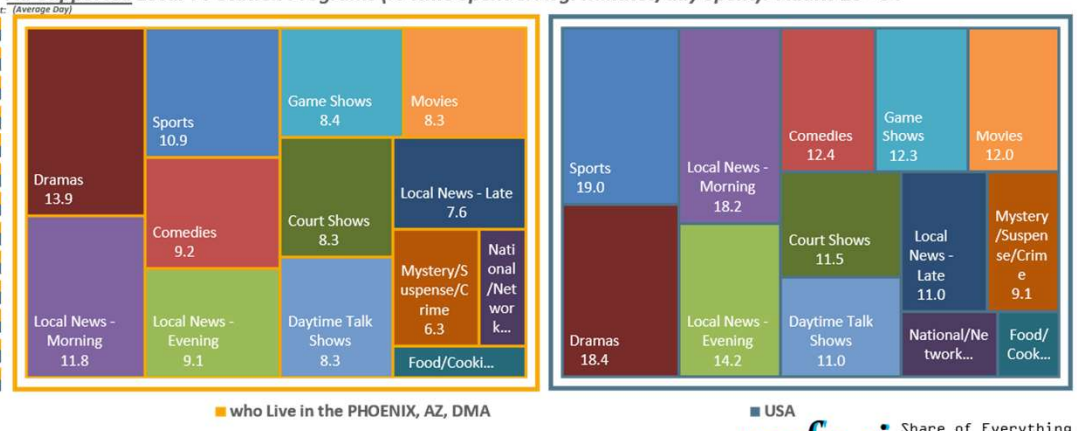
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



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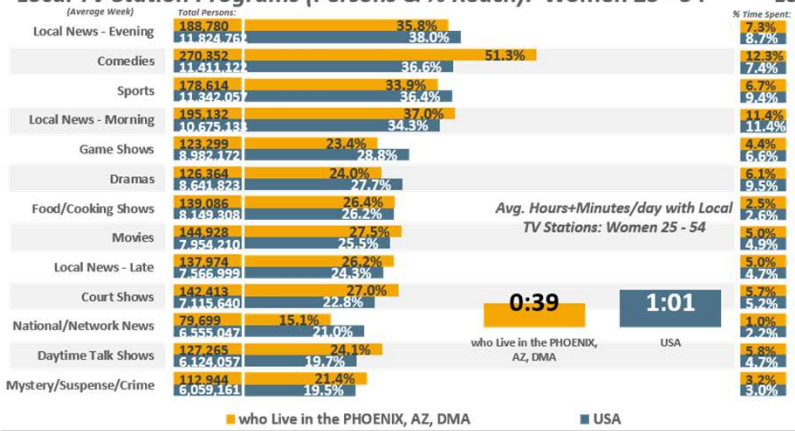
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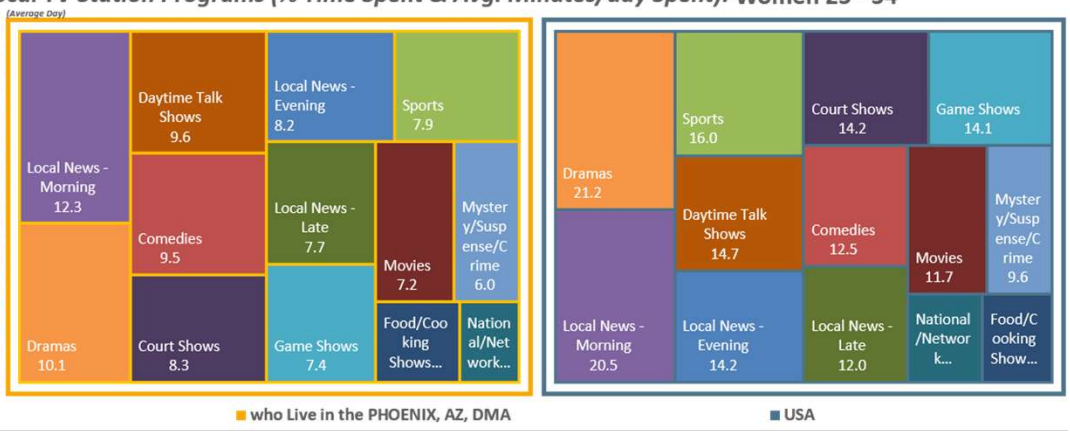
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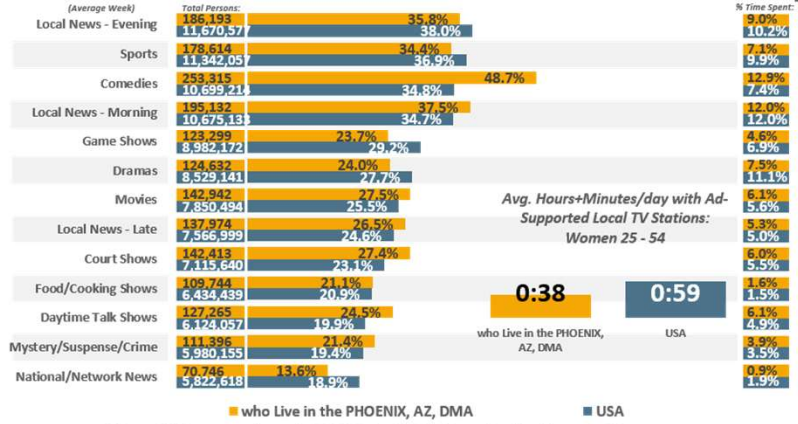
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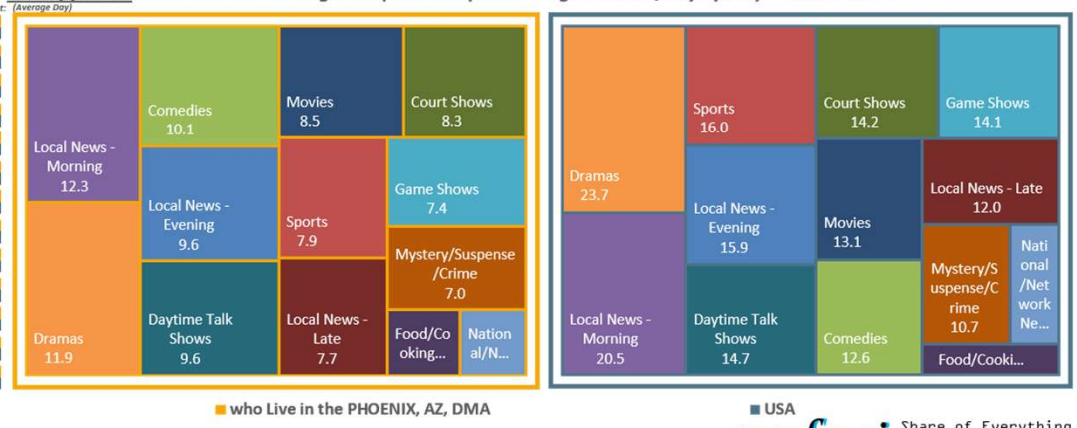
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Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



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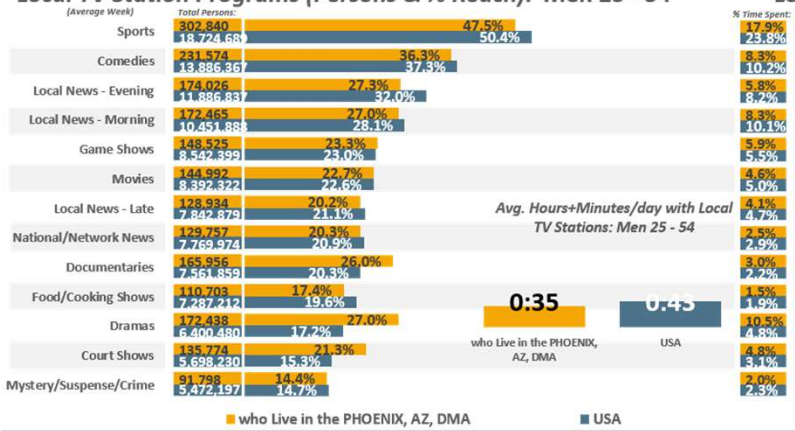
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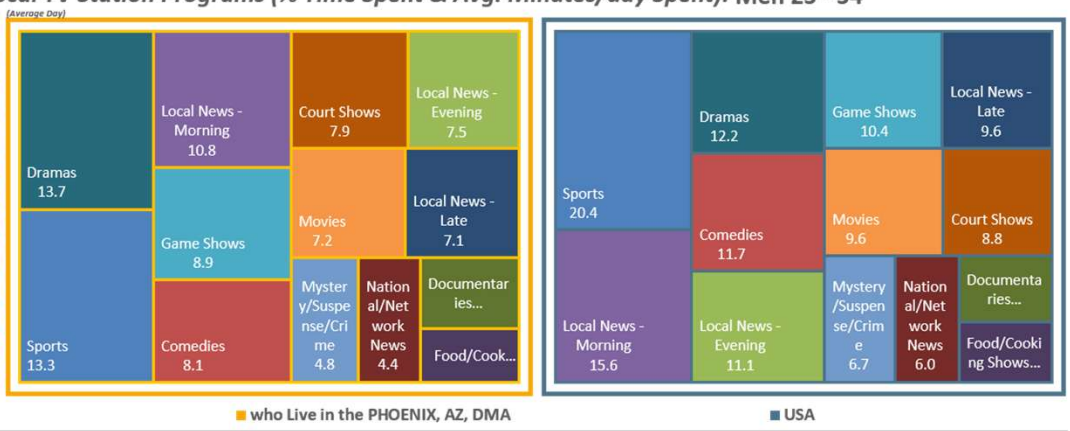
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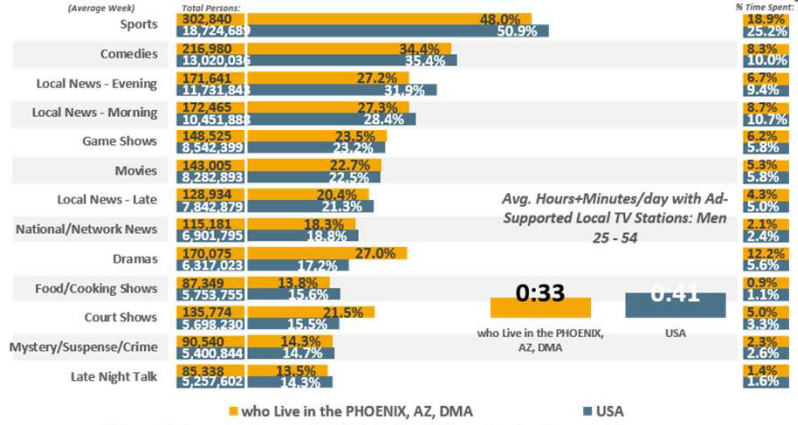
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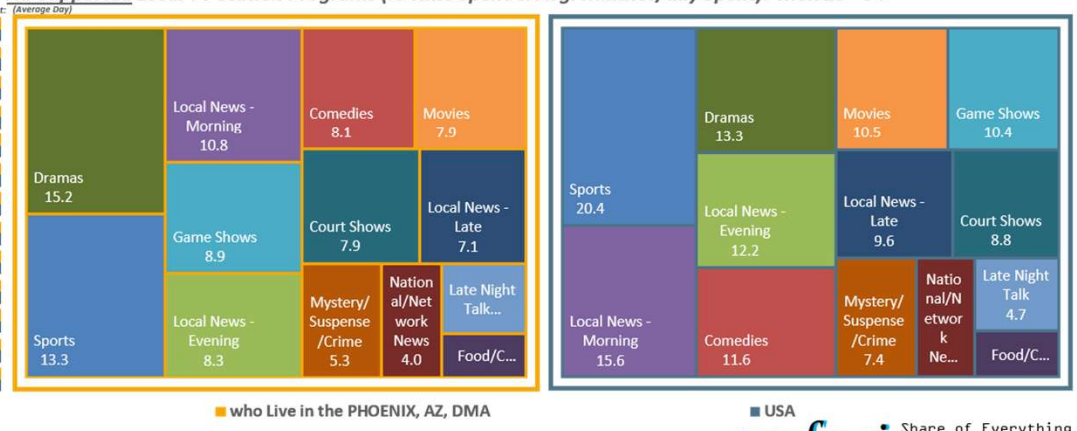
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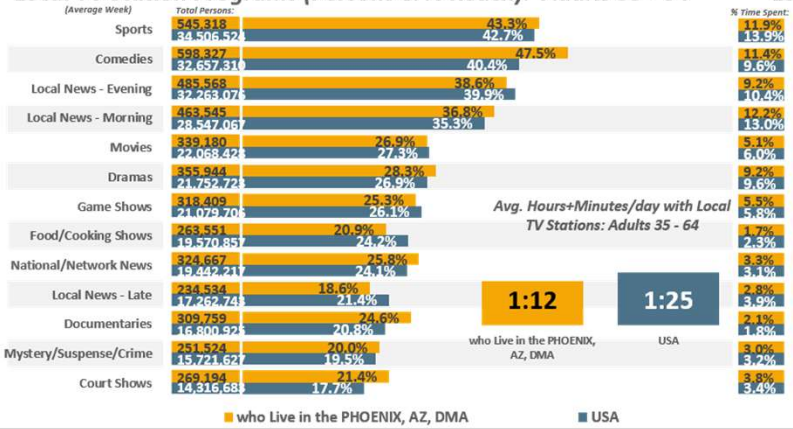
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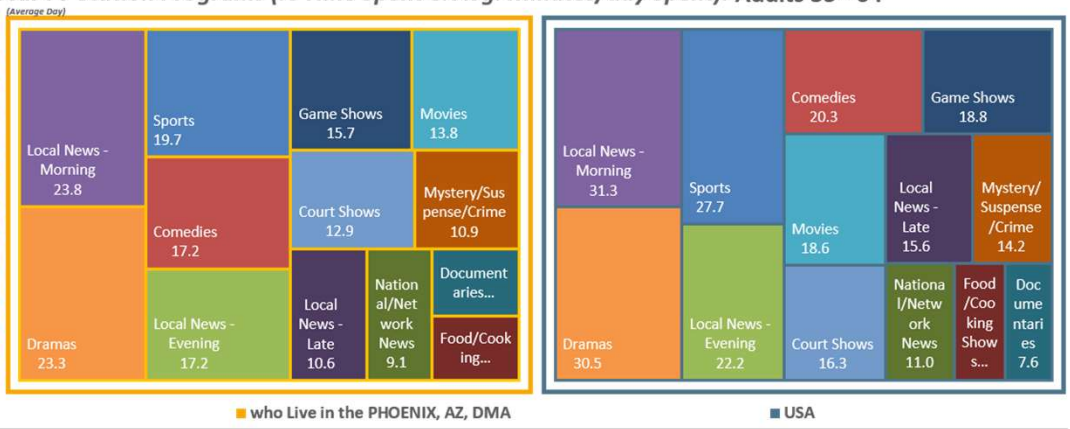
P35-64

1,240,091 or 55.% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Dramas, and Movies.

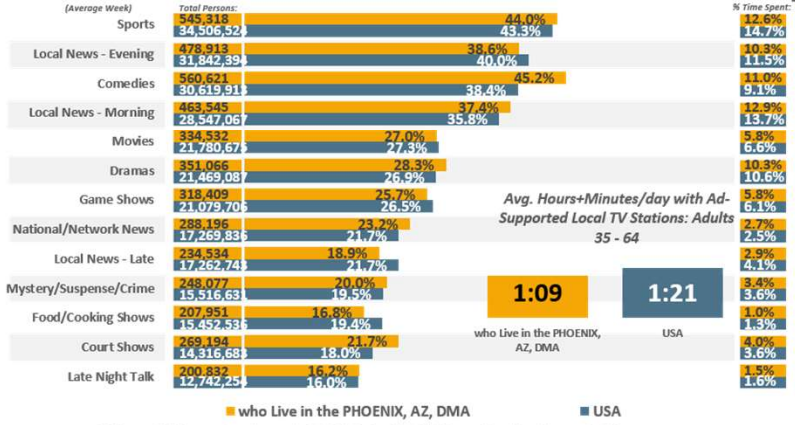
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



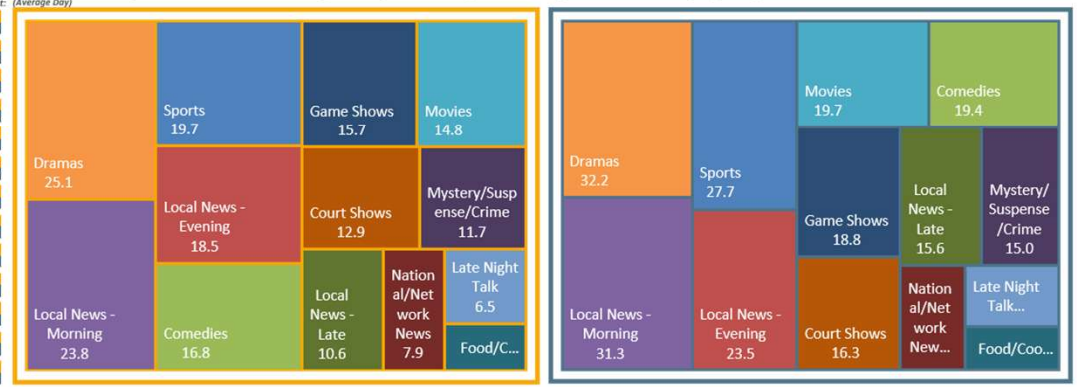
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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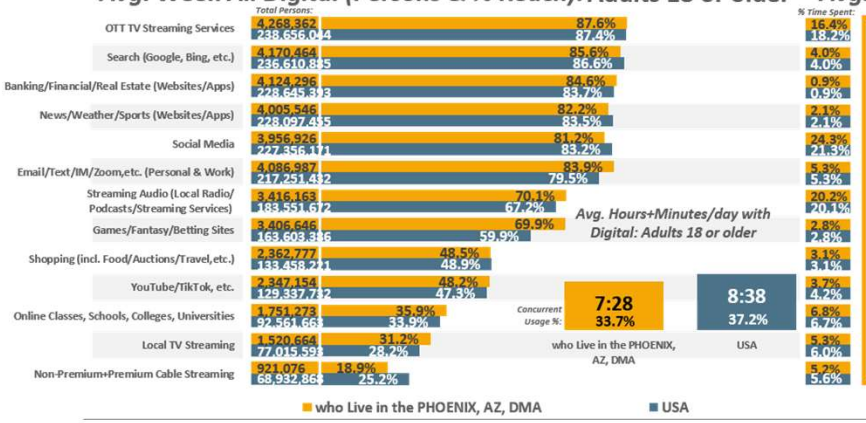
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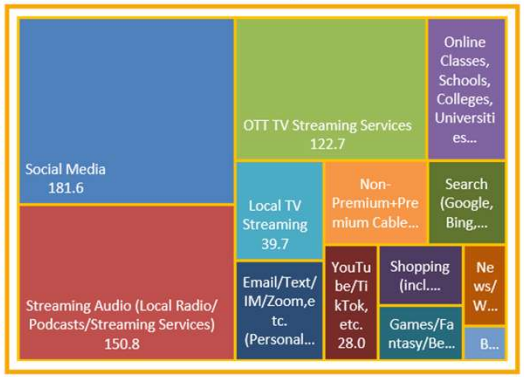
P18+

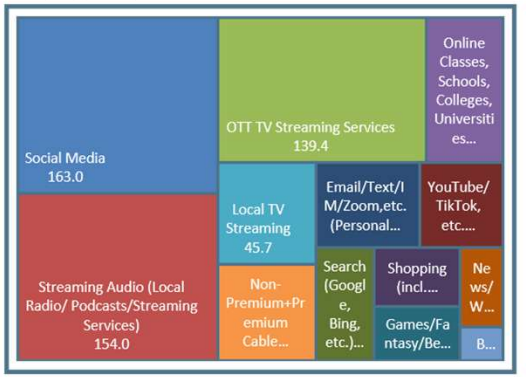
3,554,714 or 72.9% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 163.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

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

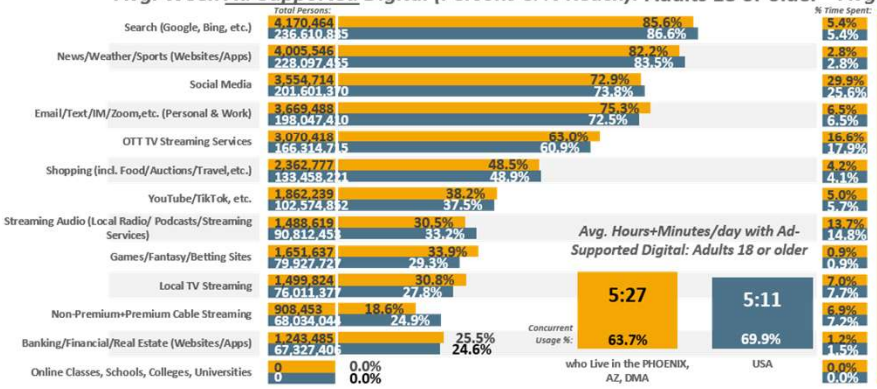


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

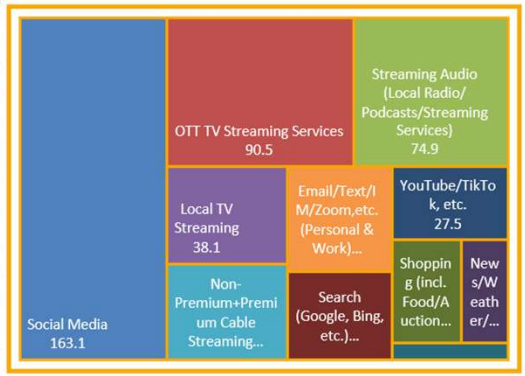


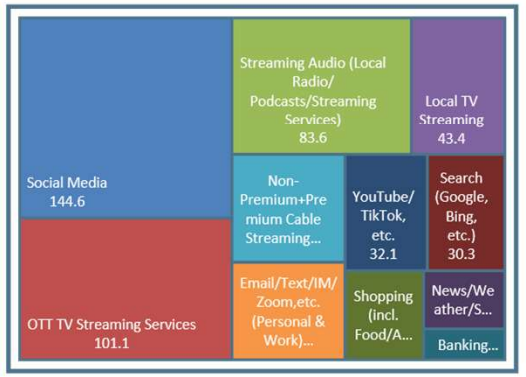


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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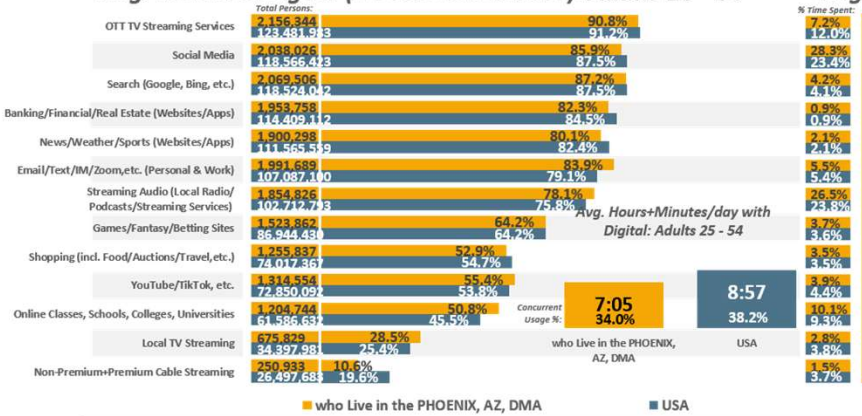
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P25-54

1,786,292 or 75.3% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 184.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Digital Media.

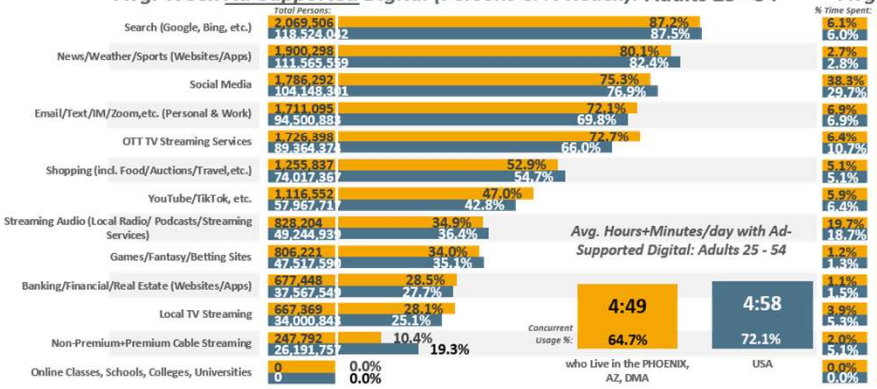
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



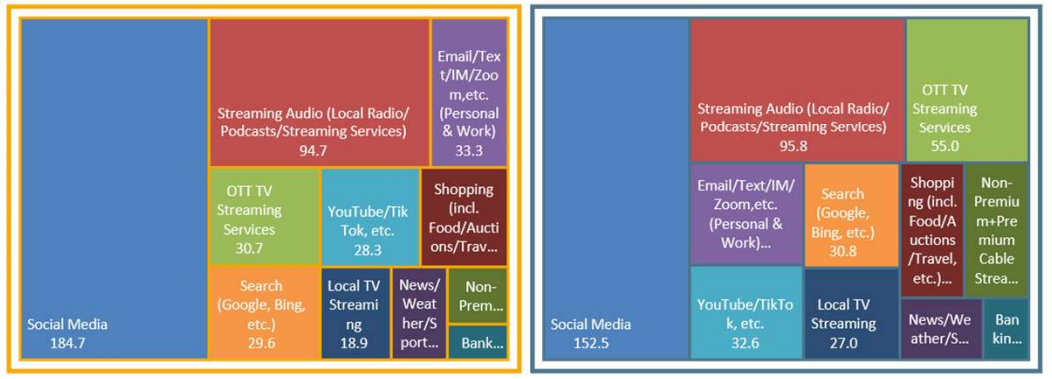
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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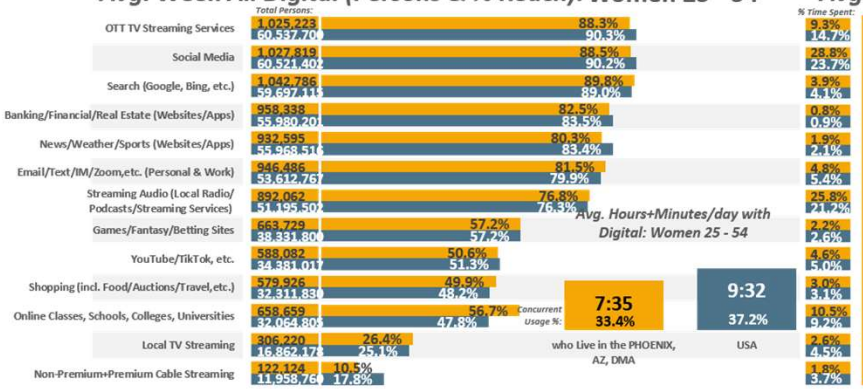
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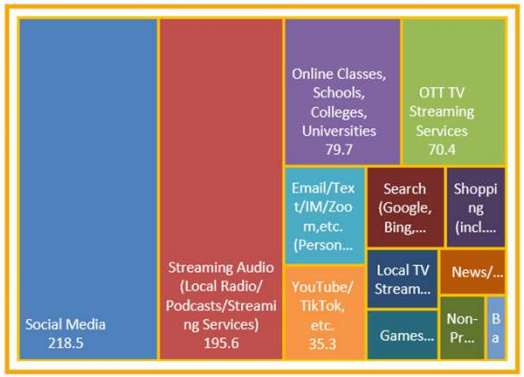


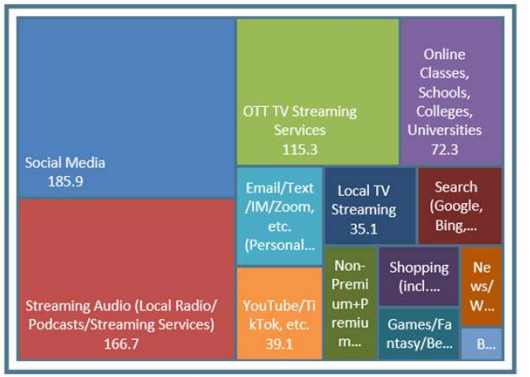
912,871 or 78.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 201. minutes every day representing 38.7% of all time spent daily with Ad-Supported Digital Media.

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

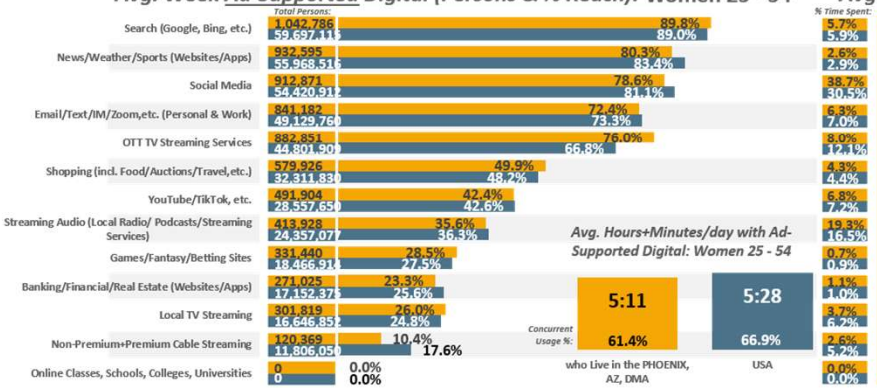


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

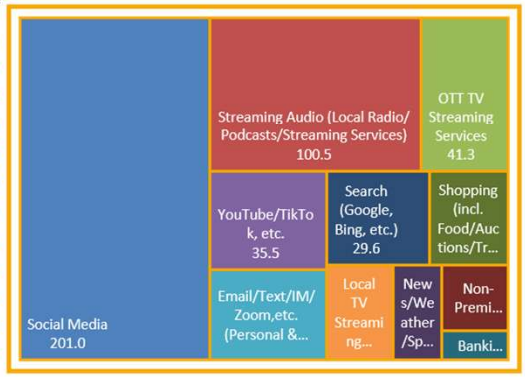


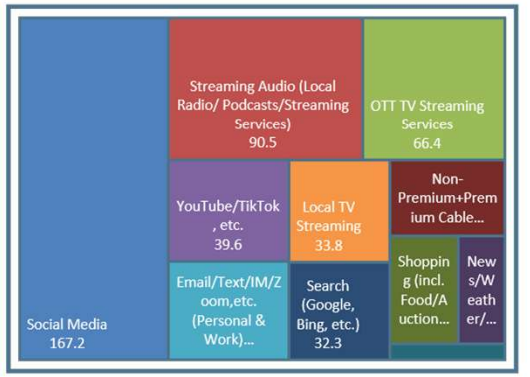


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



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





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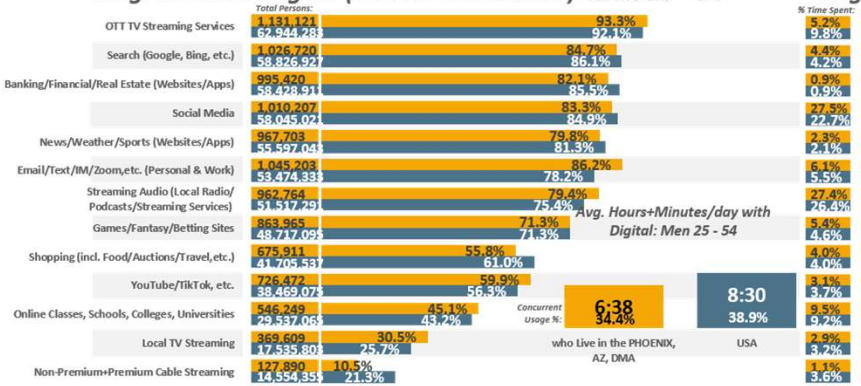
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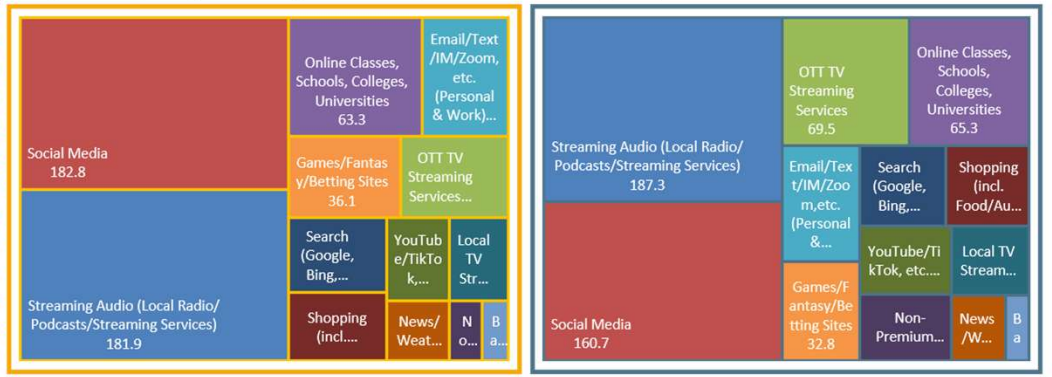


873,421 or 72.% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 168.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Digital Media.

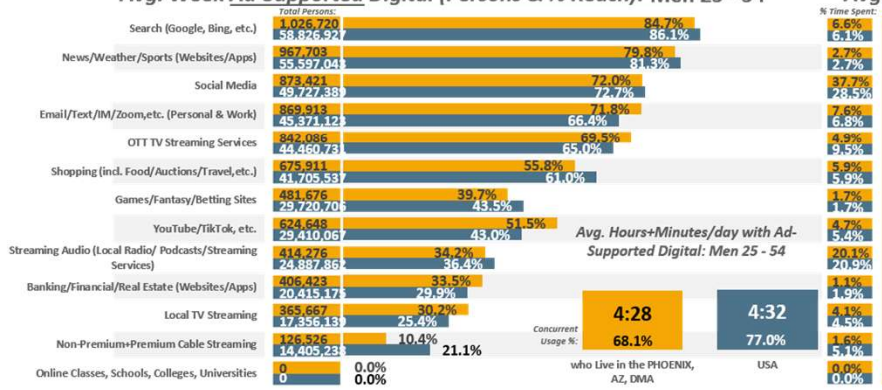
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



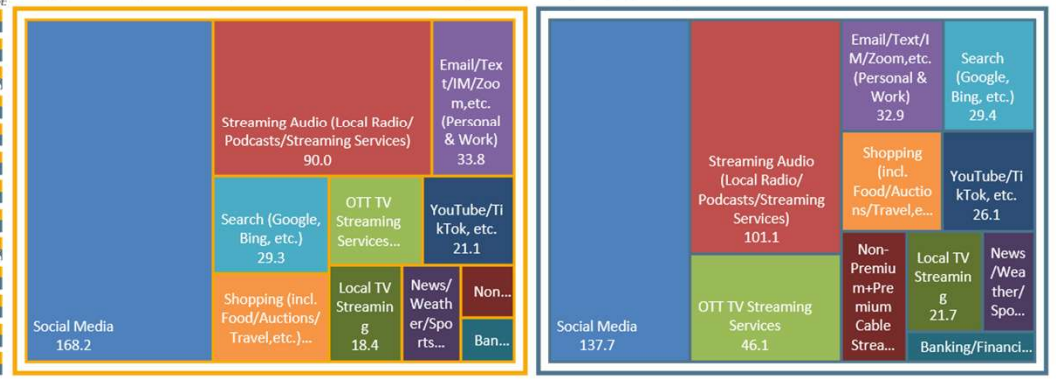
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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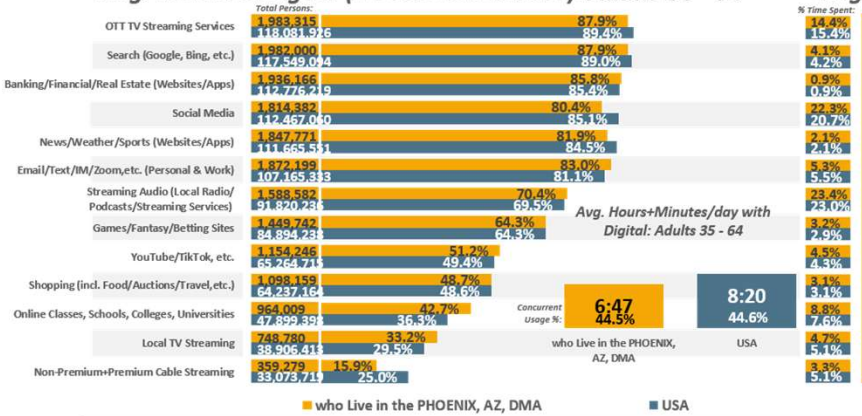
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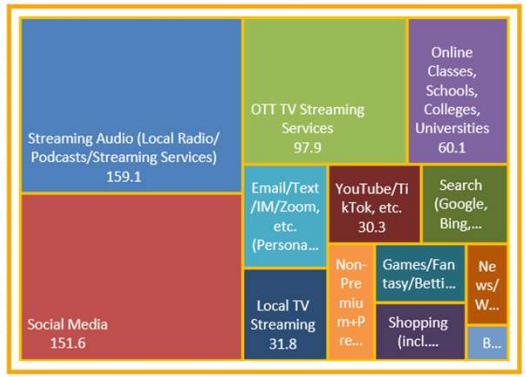
P35-64

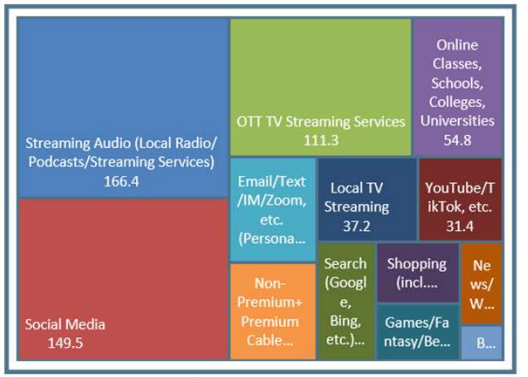
1,633,188 or 72.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 139.4 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

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

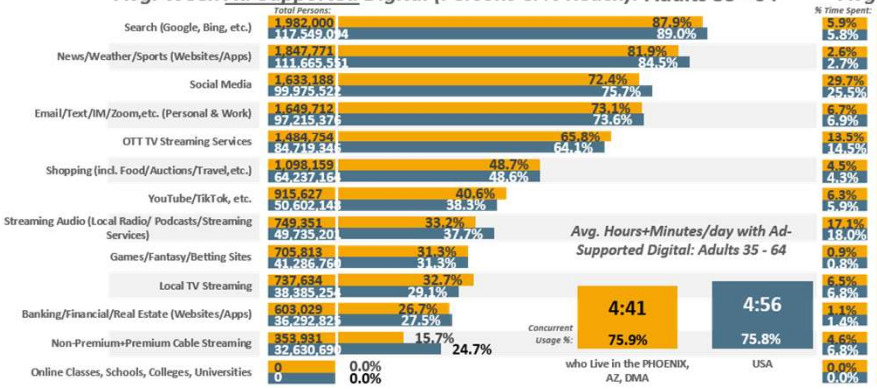


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

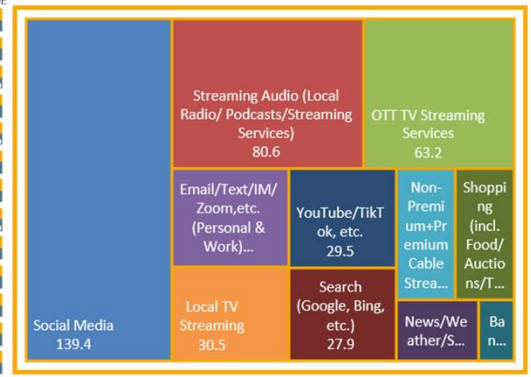


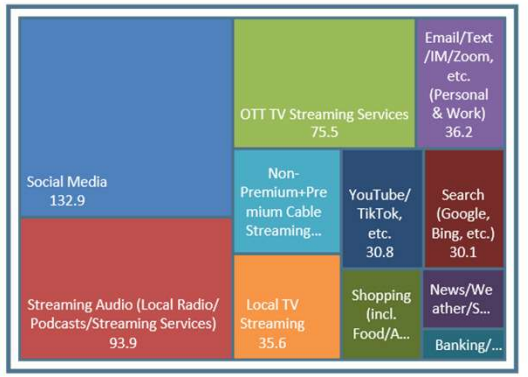


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



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





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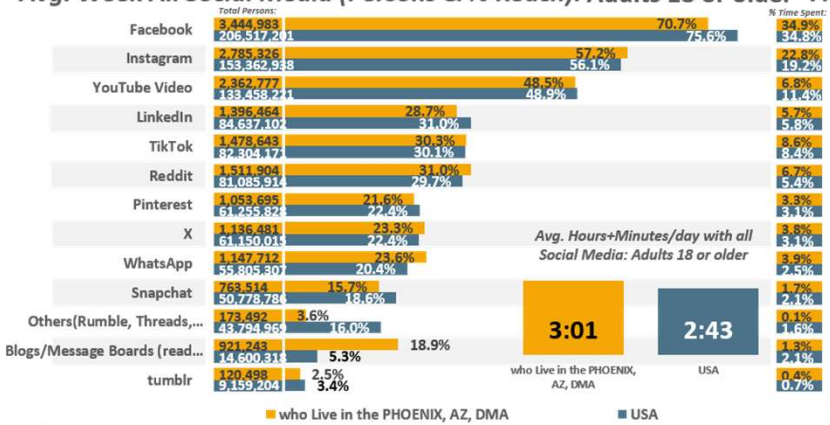
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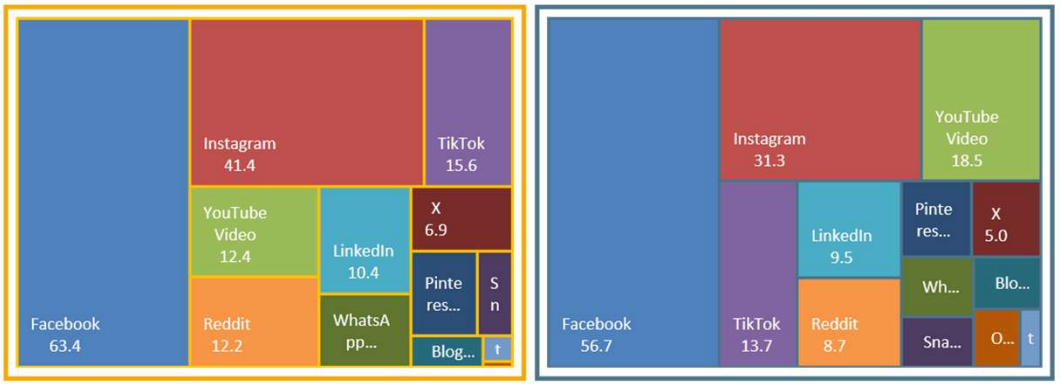
P18+

3,444,983 or 70.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 64.5 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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

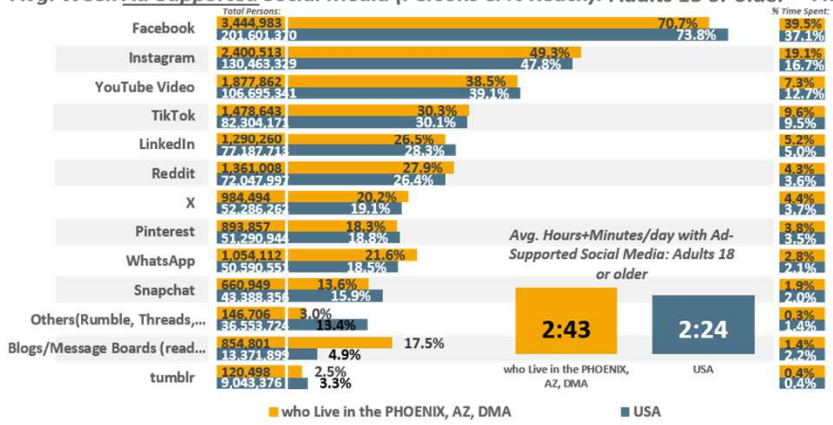


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

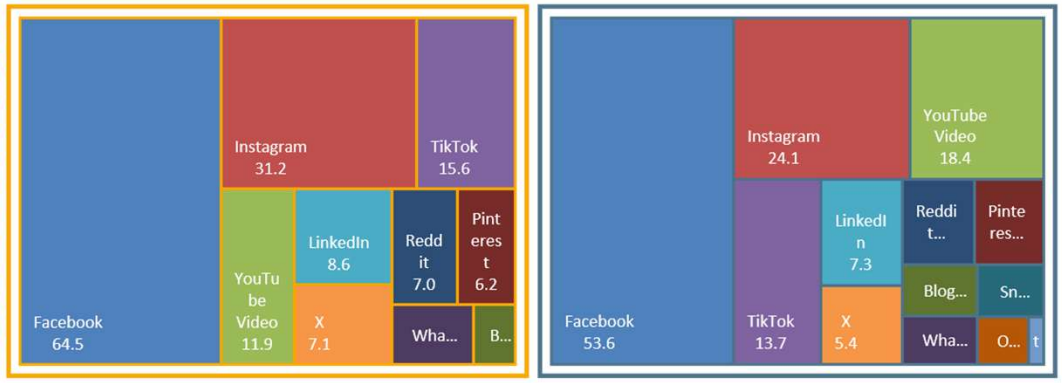


who Live in the PHOENIX, AZ, DMA ■ USA

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



who Live in the PHOENIX, AZ, DMA ■ USA

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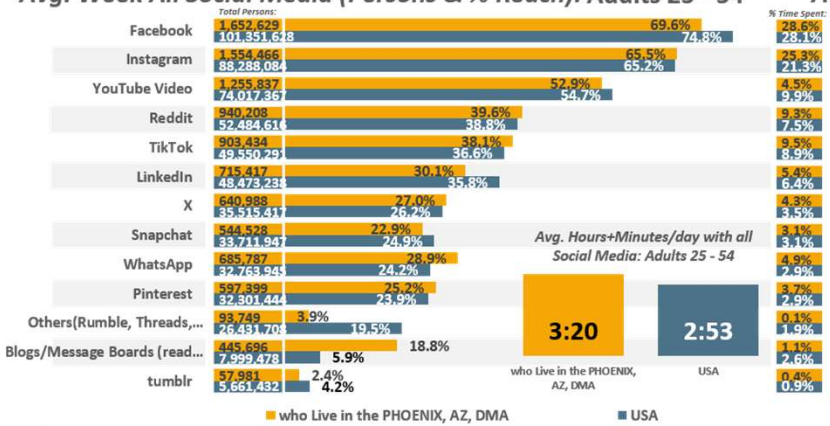
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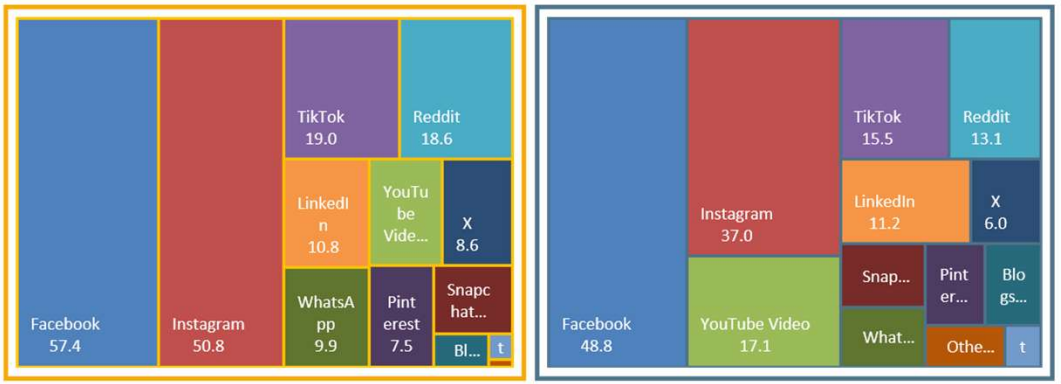
P25-54

1,652,629 or 69.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 64.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

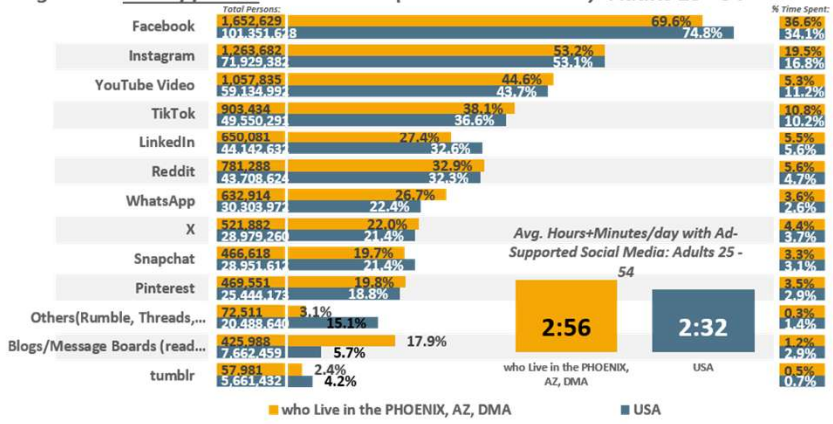
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



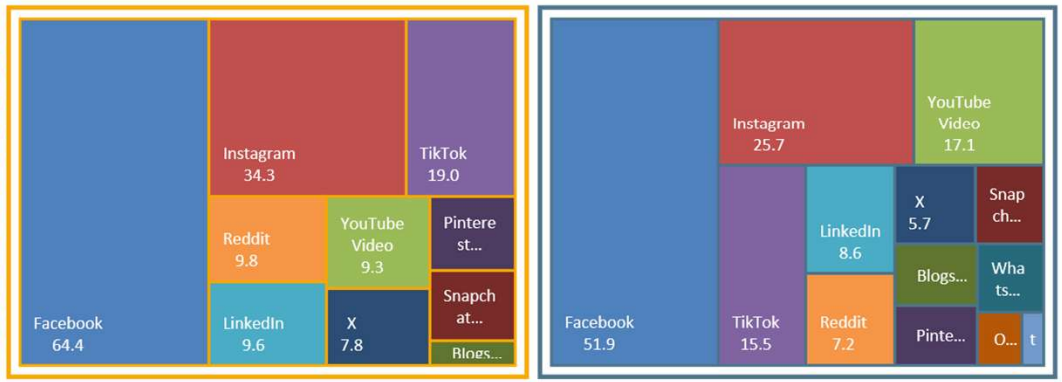
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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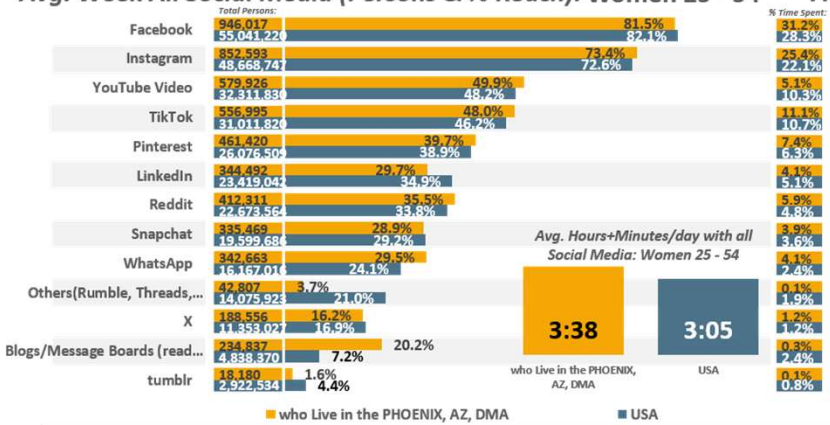
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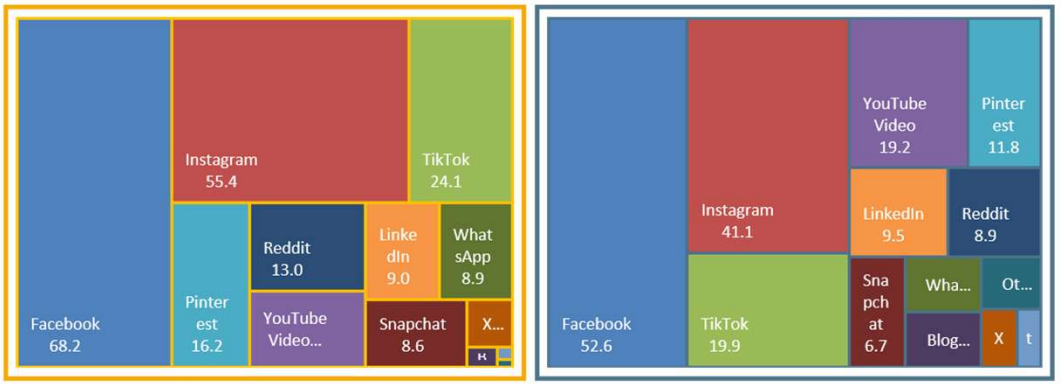
W25-54

912,871 or 78.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 68.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

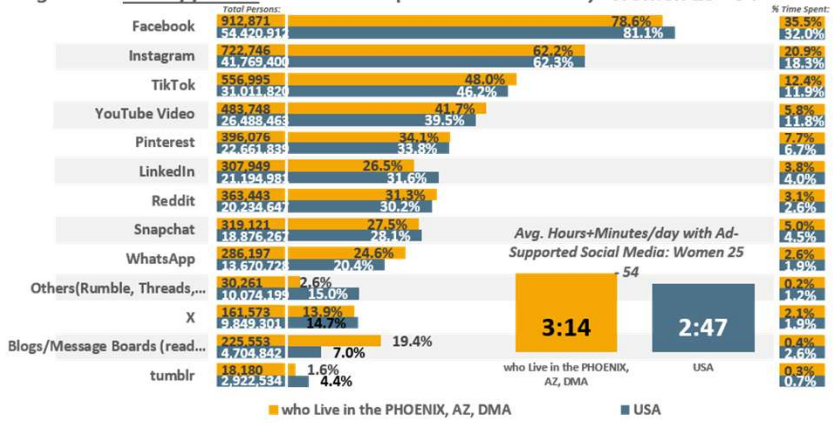
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



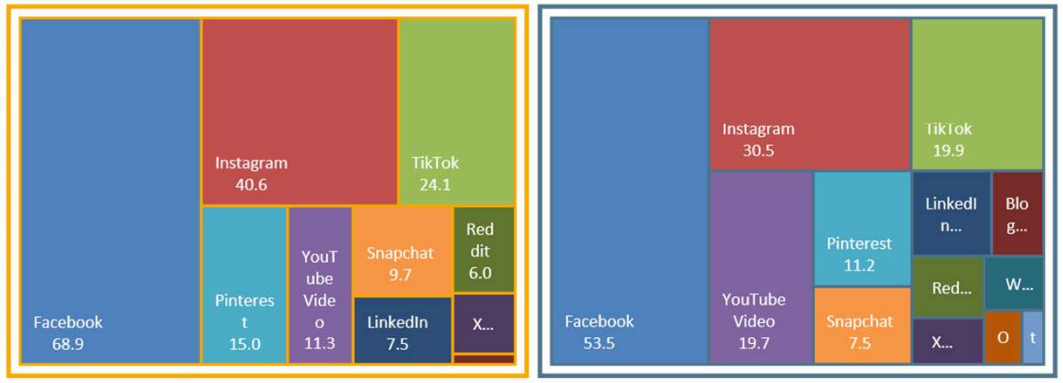
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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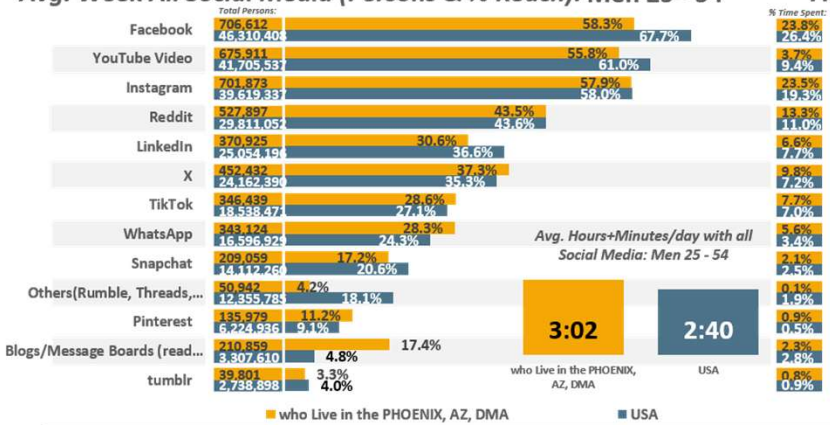
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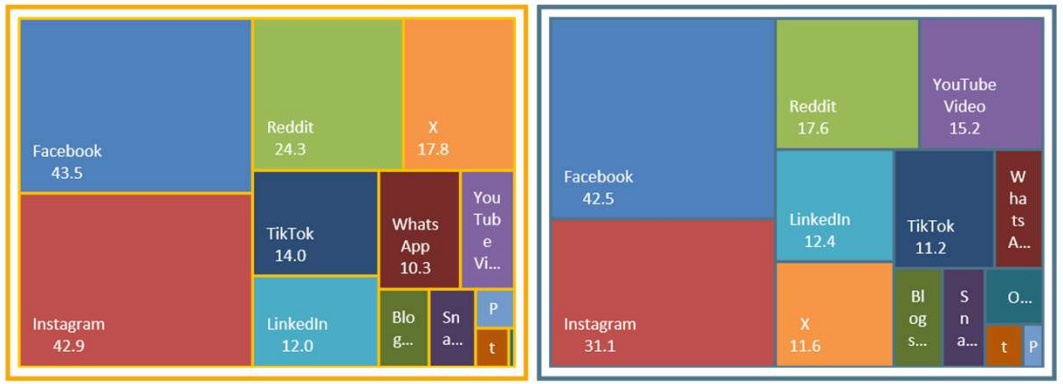
M25-54

706,612 or 58.3% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 53.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

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

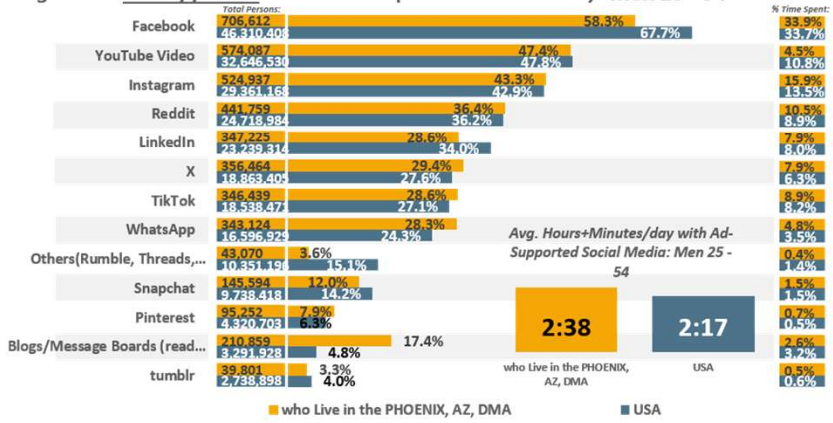


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

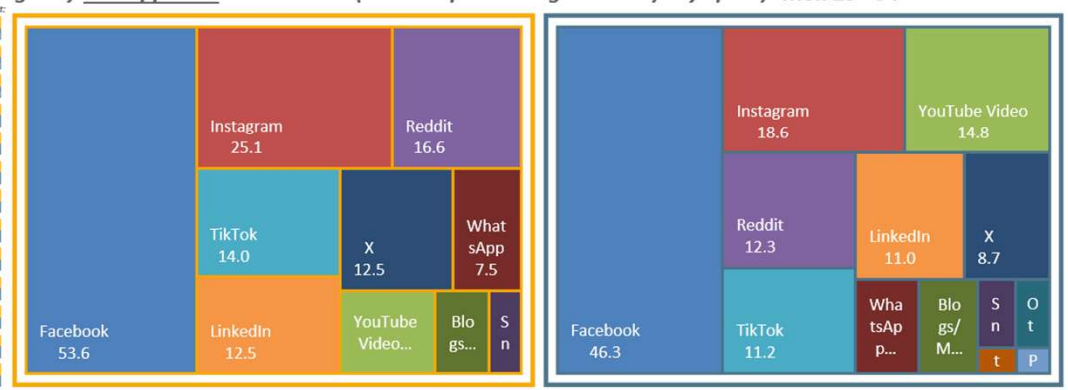


who Live in the PHOENIX, AZ, DMA ■ USA

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



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



who Live in the PHOENIX, AZ, DMA ■ USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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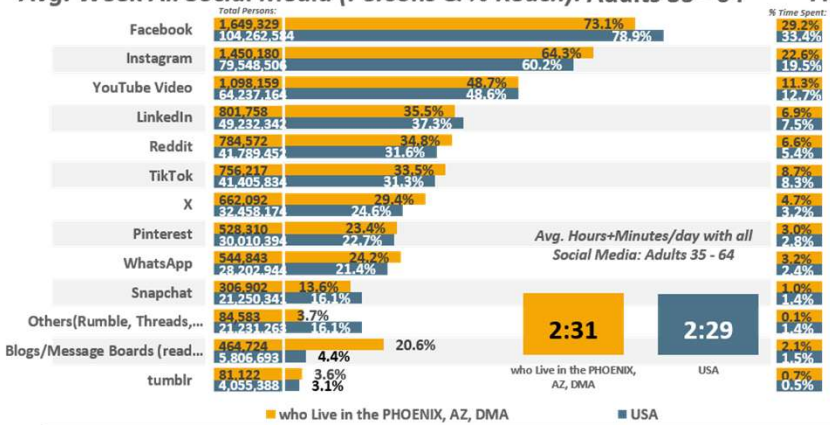
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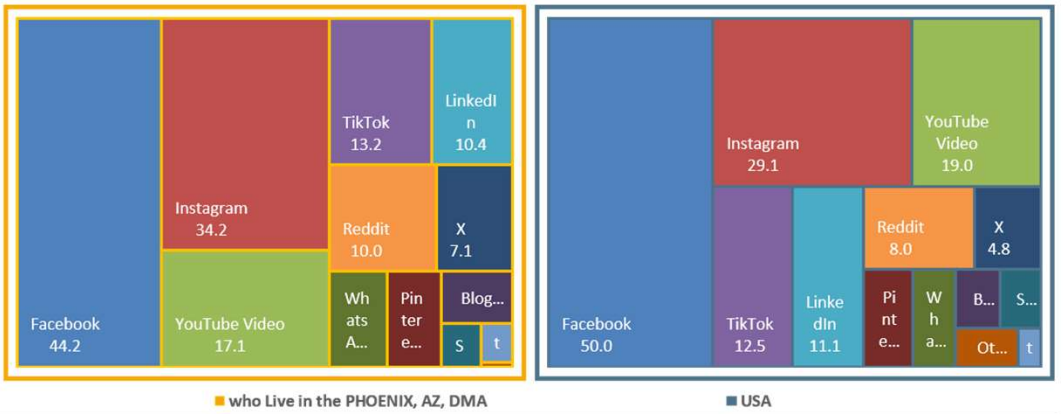
P35-64

1,633,188 or 72.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 46.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

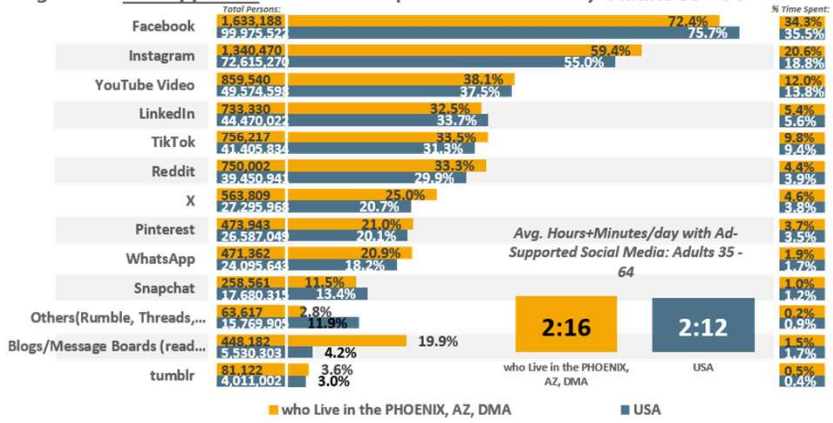
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



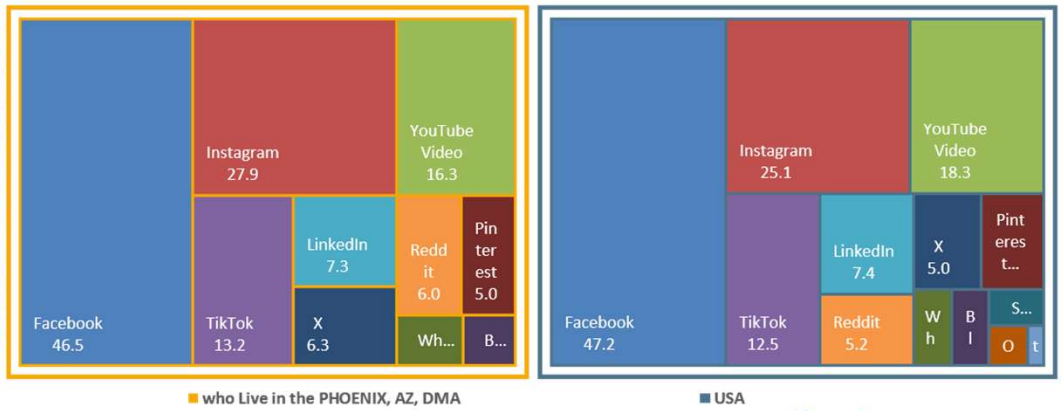
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

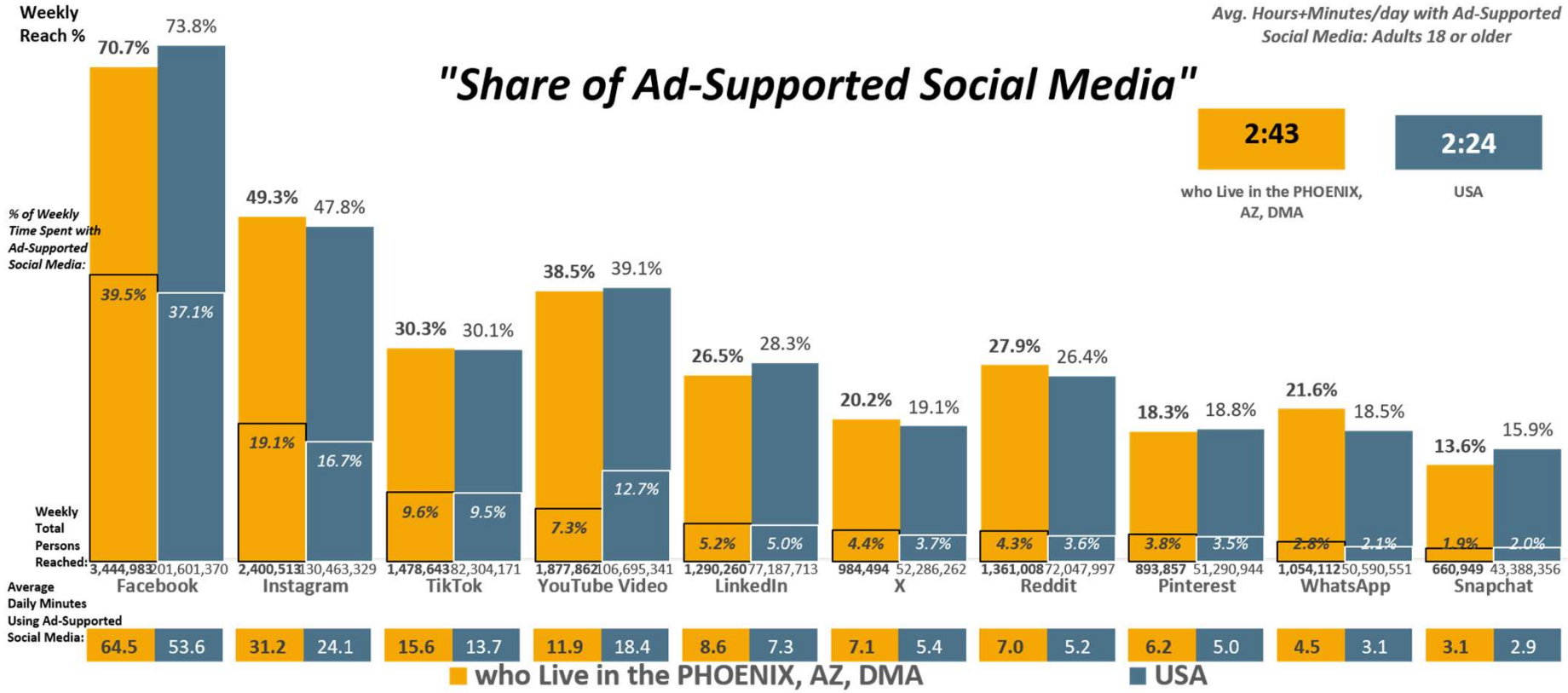
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P18+

3,444,983 or 70.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 64.5 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

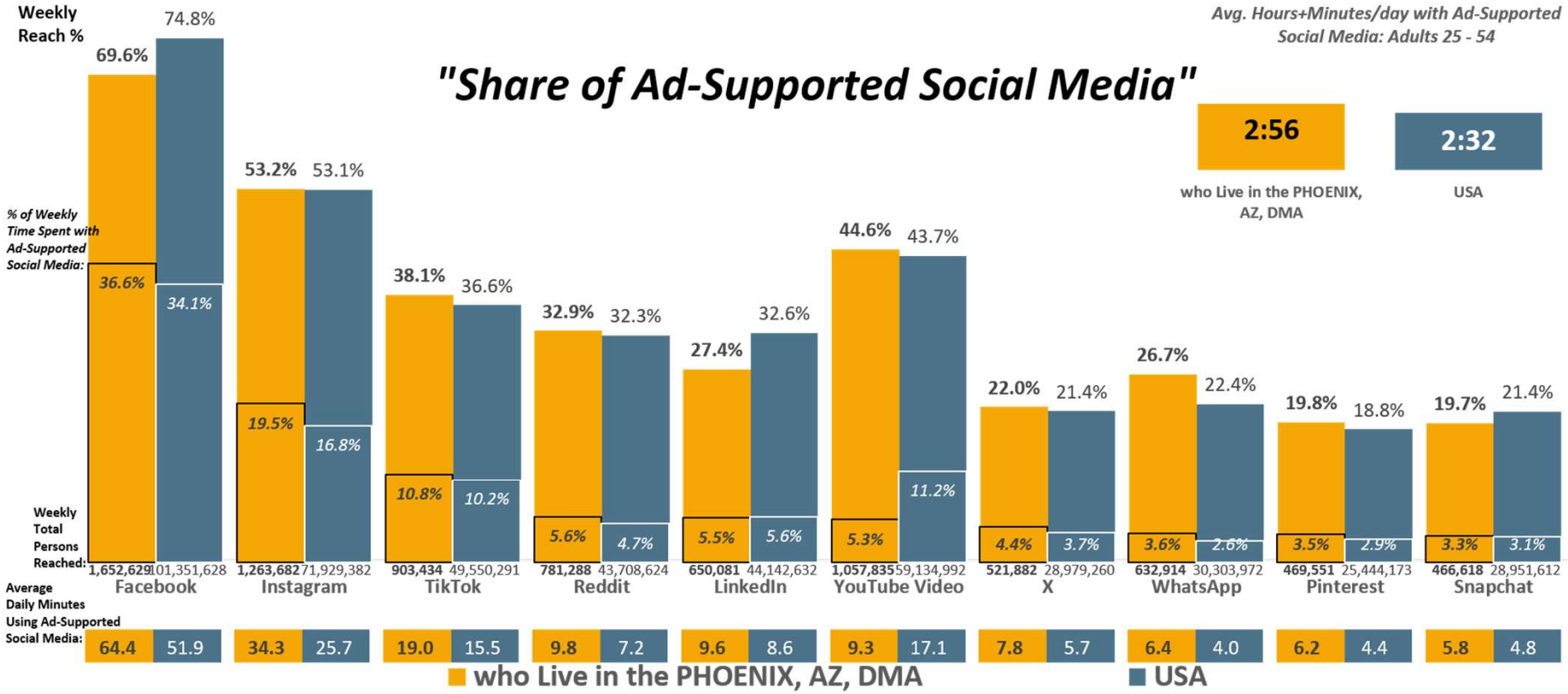
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P25-54

1,652,629 or 69.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 64.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

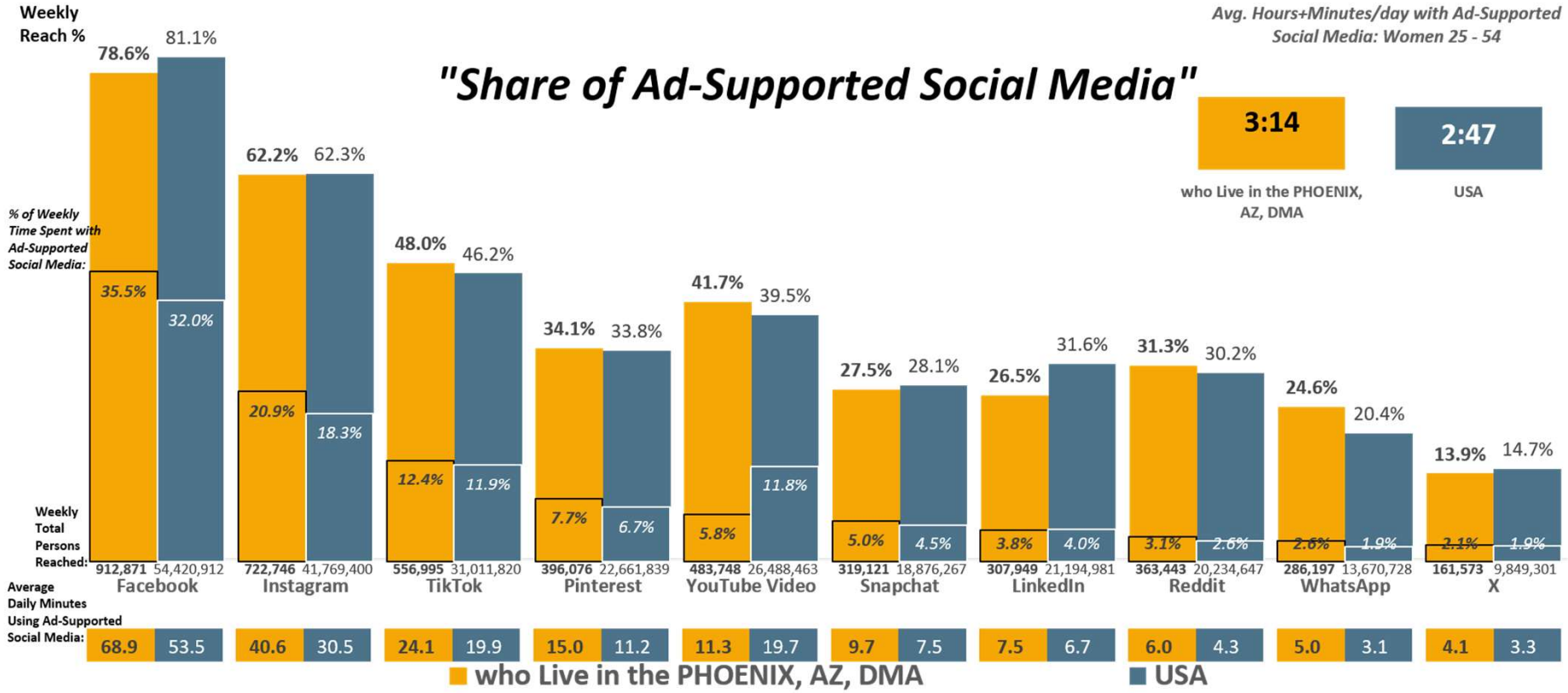
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W25-54

912,871 or 78.6% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 68.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



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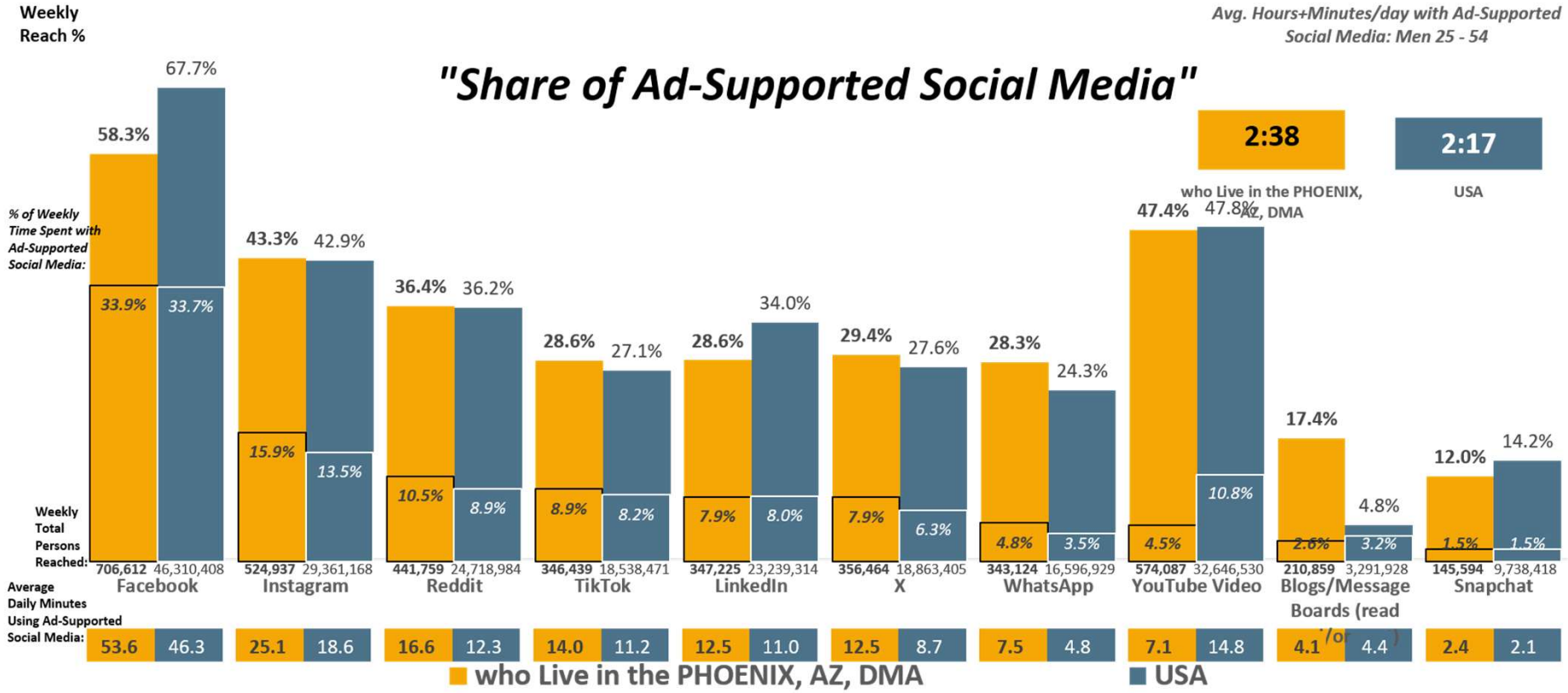
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M25-54

706,612 or 58.3% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 53.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

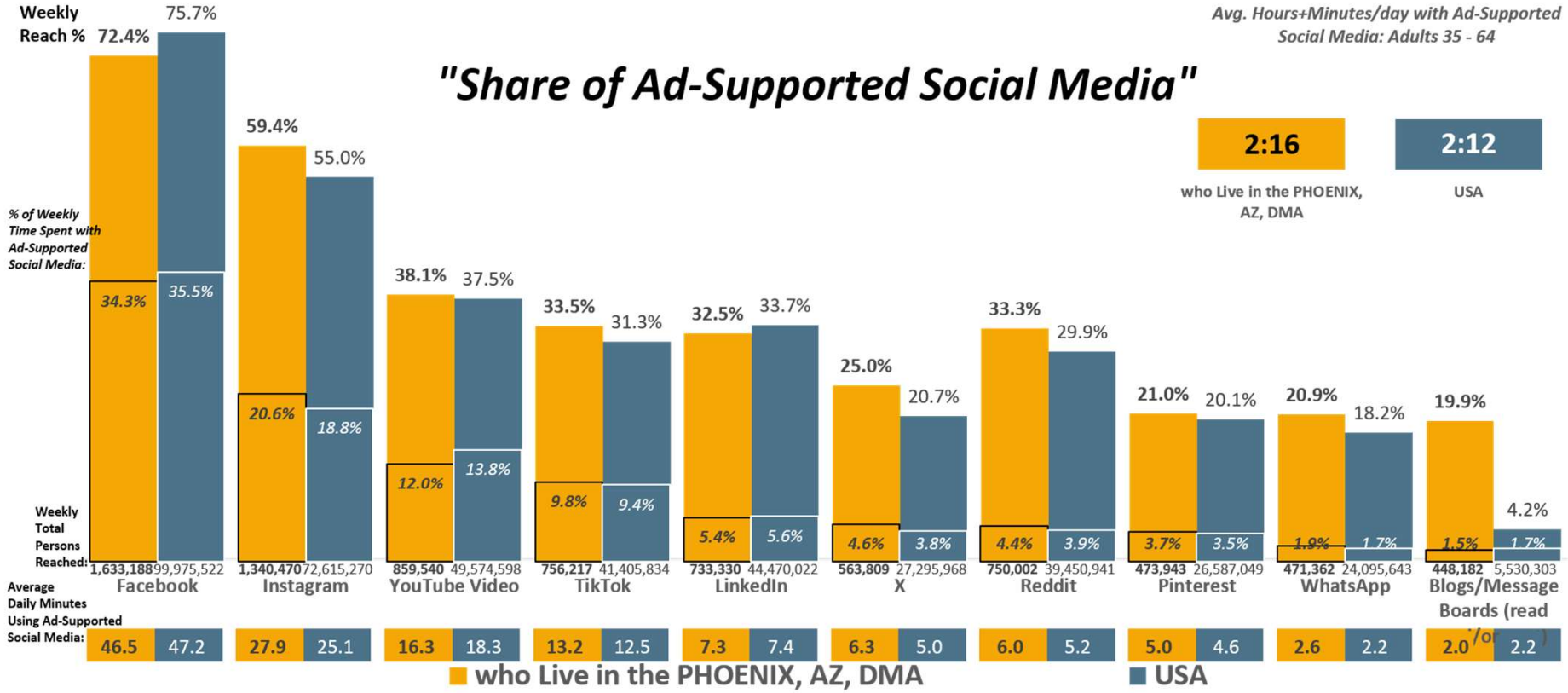
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P35-64

1,633,188 or 72.4% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 46.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

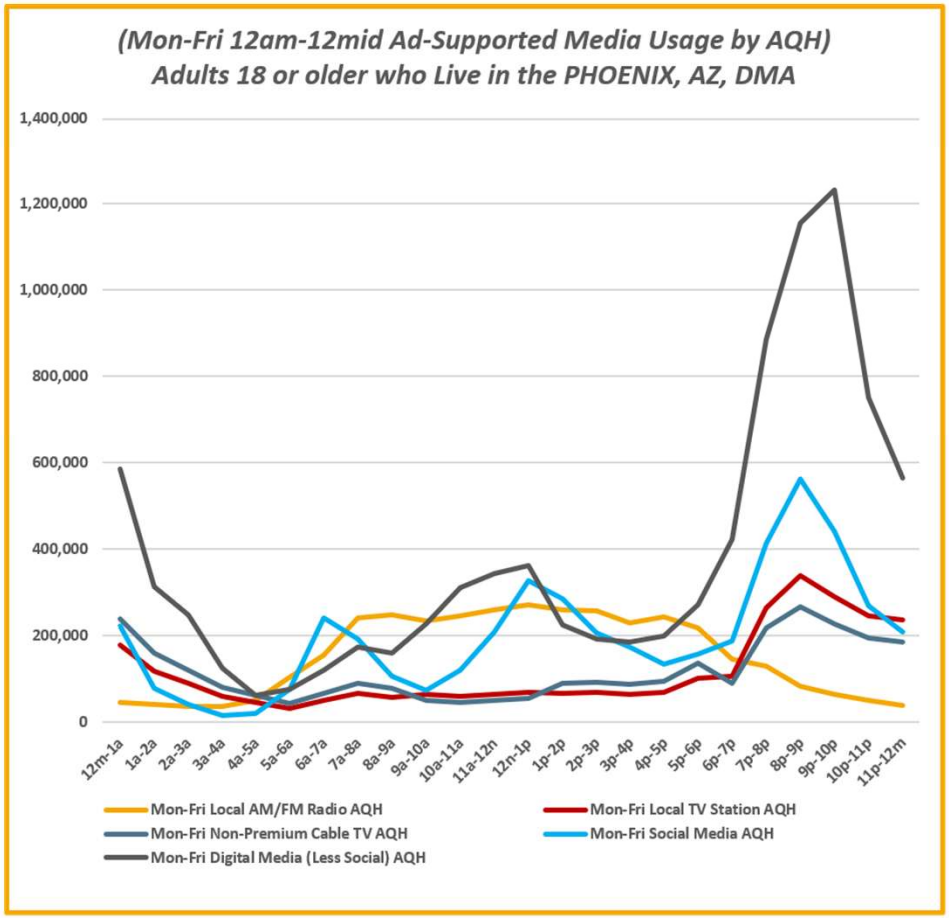
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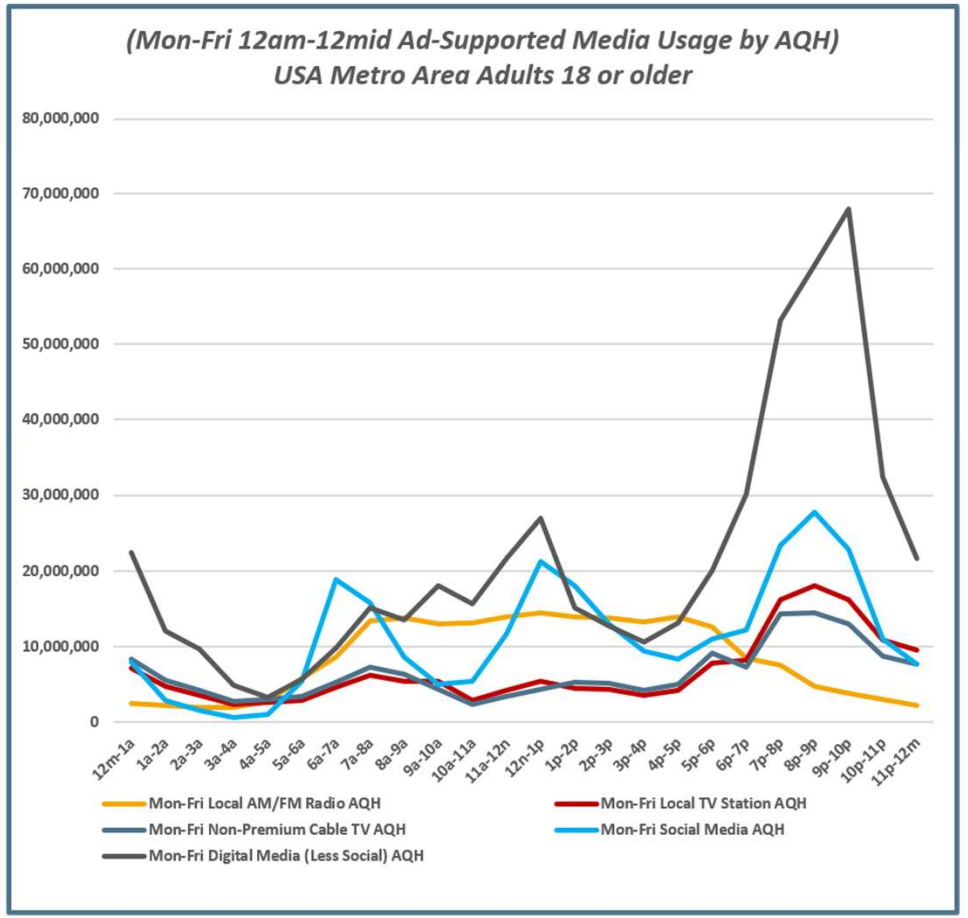
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 245,553; Local Radio: 231,406; Social Media: 185,762; Non-Prem. Cable: 78,837; Local TV: 69,759 reaching Adults 18 or older who Live in the PHOENIX, AZ, DMA.





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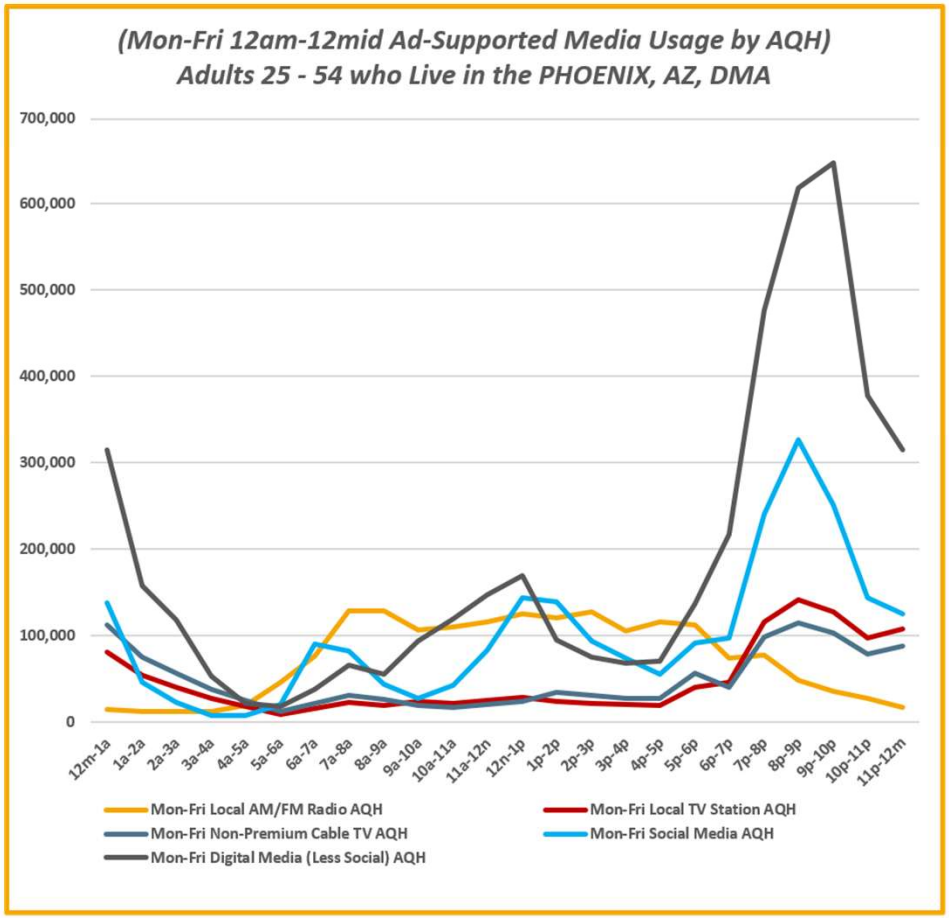
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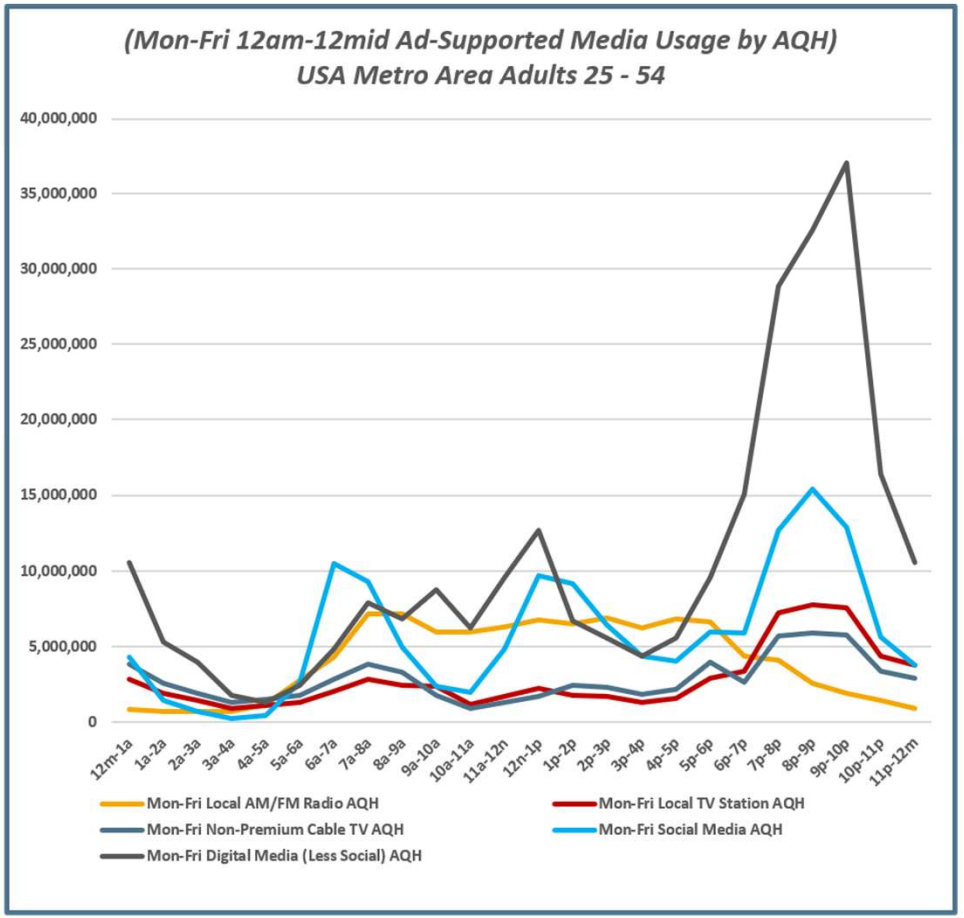
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 111,248; All Other Digital Media: 104,143; Social Media: 81,794; Non-Prem. Cable: 29,006; Local TV: 25,432 reaching Adults 25 - 54 who Live in the PHOENIX, AZ, DMA.





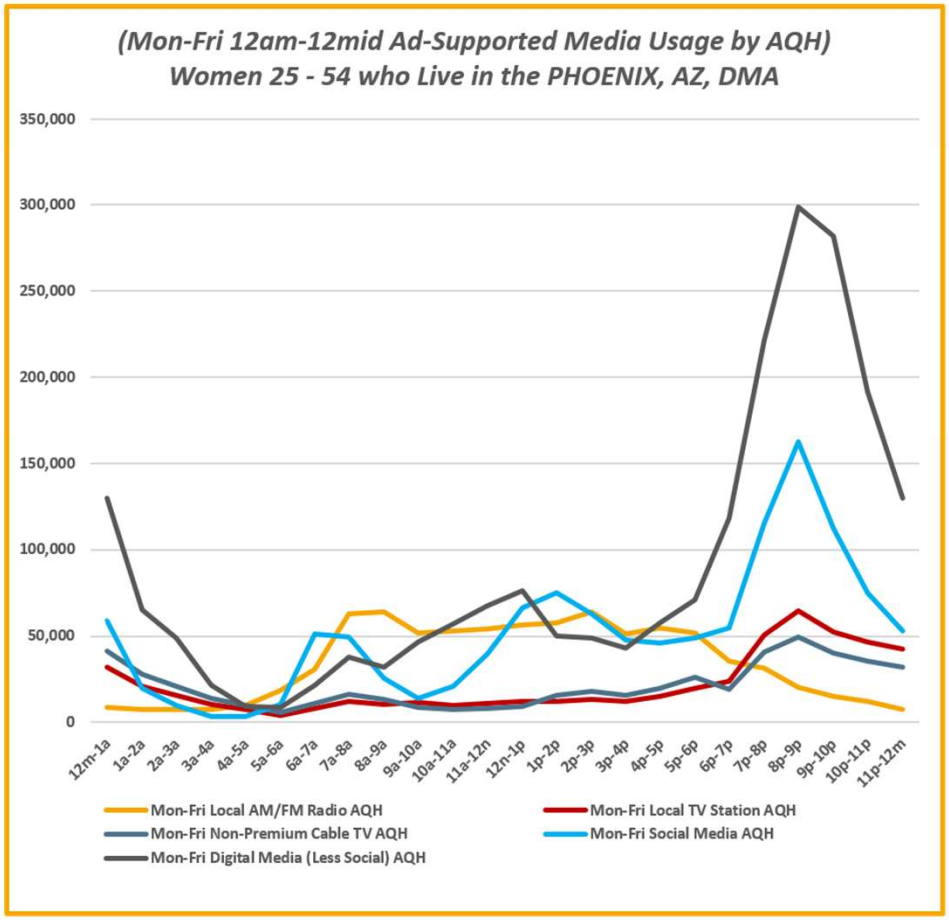
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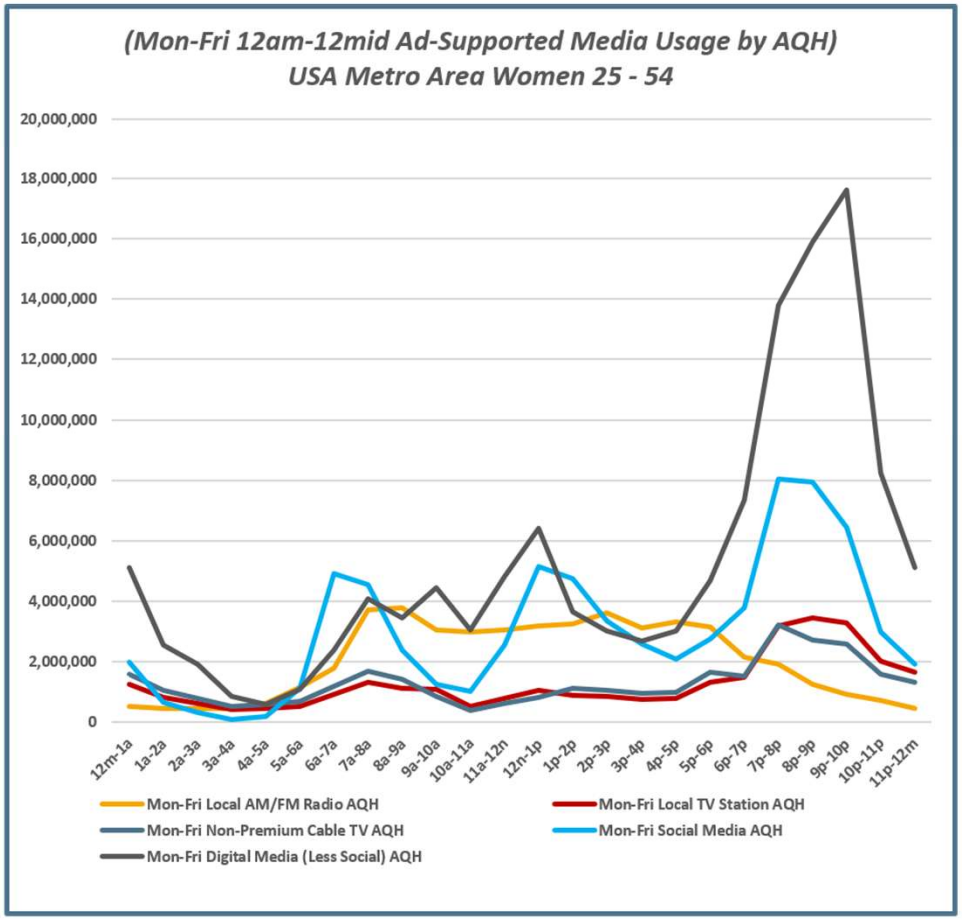
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,869; Local Radio: 52,920; Social Media: 46,220; Non-Prem. Cable: 14,521; Local TV: 13,224 reaching Women 25 - 54 who Live in the PHOENIX, AZ, DMA.





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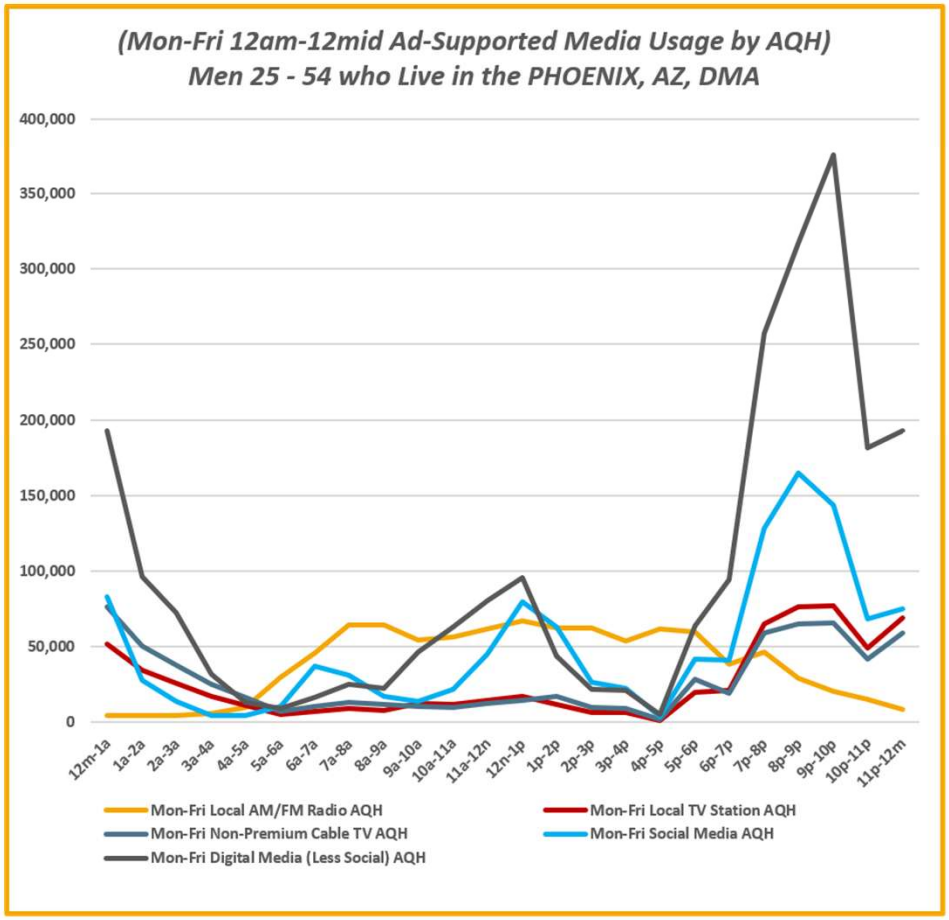
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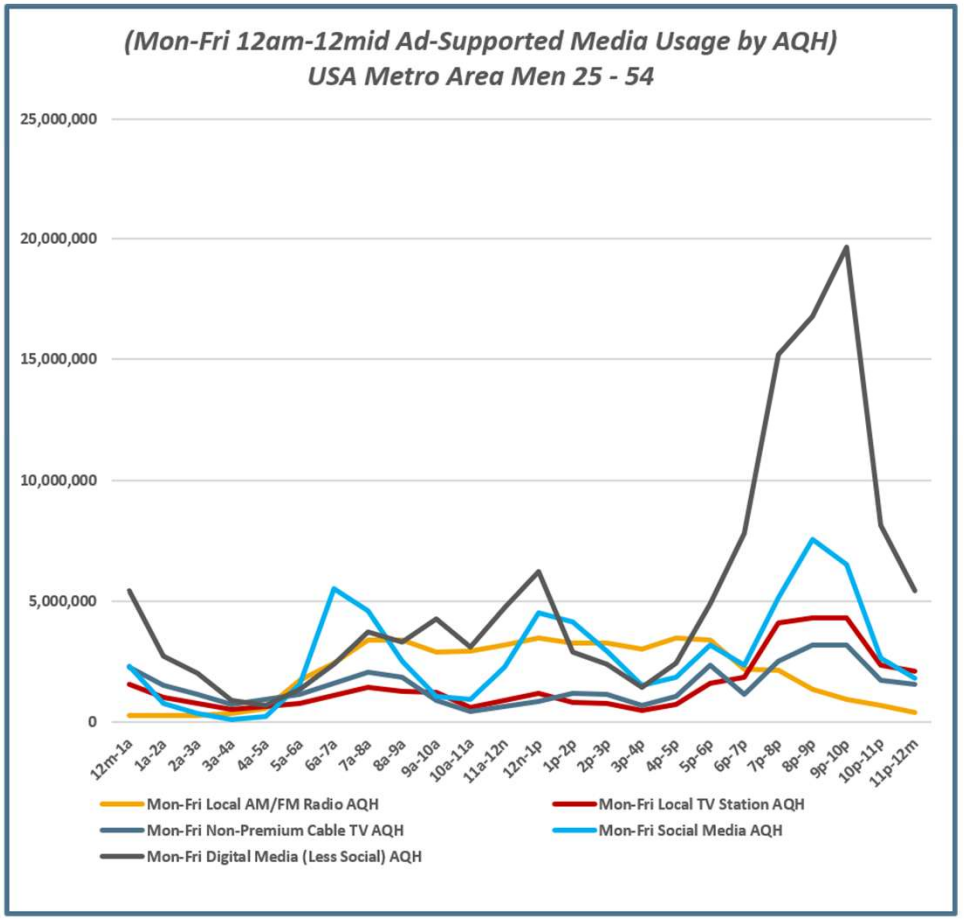
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 57,984; All Other Digital Media: 46,139; Social Media: 34,311; Non-Prem. Cable: 13,086; Local TV: 11,362 reaching Men 25 - 54 who Live in the PHOENIX, AZ, DMA.





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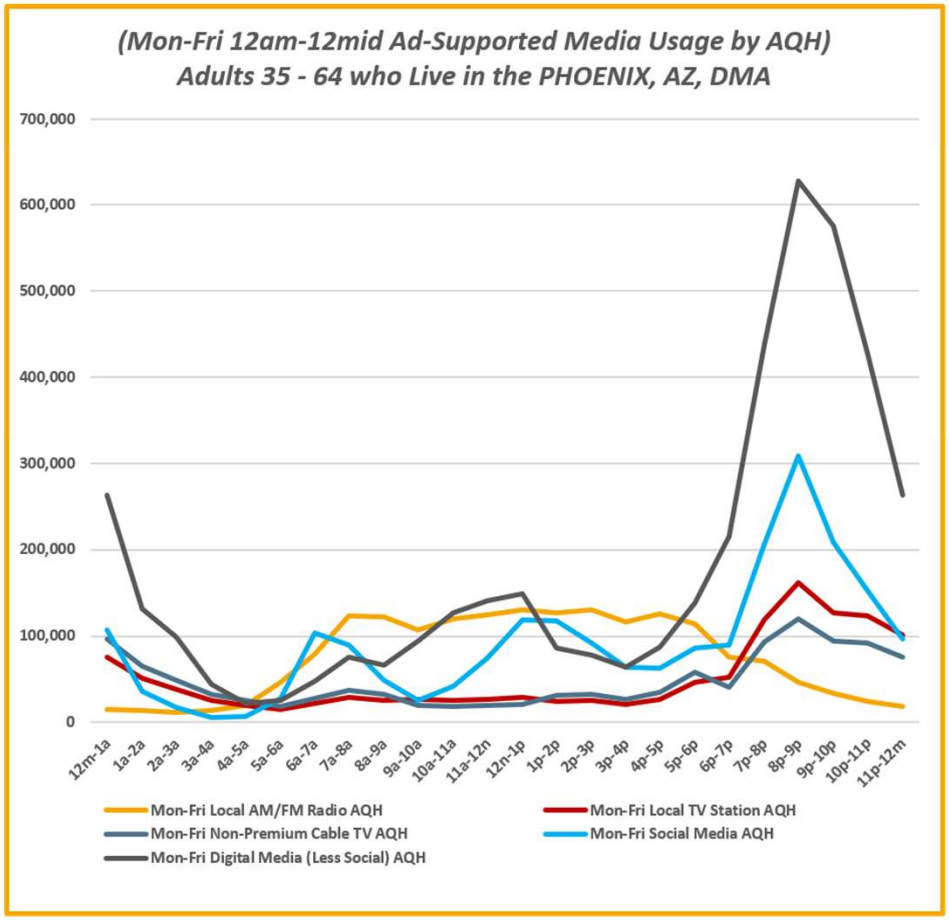
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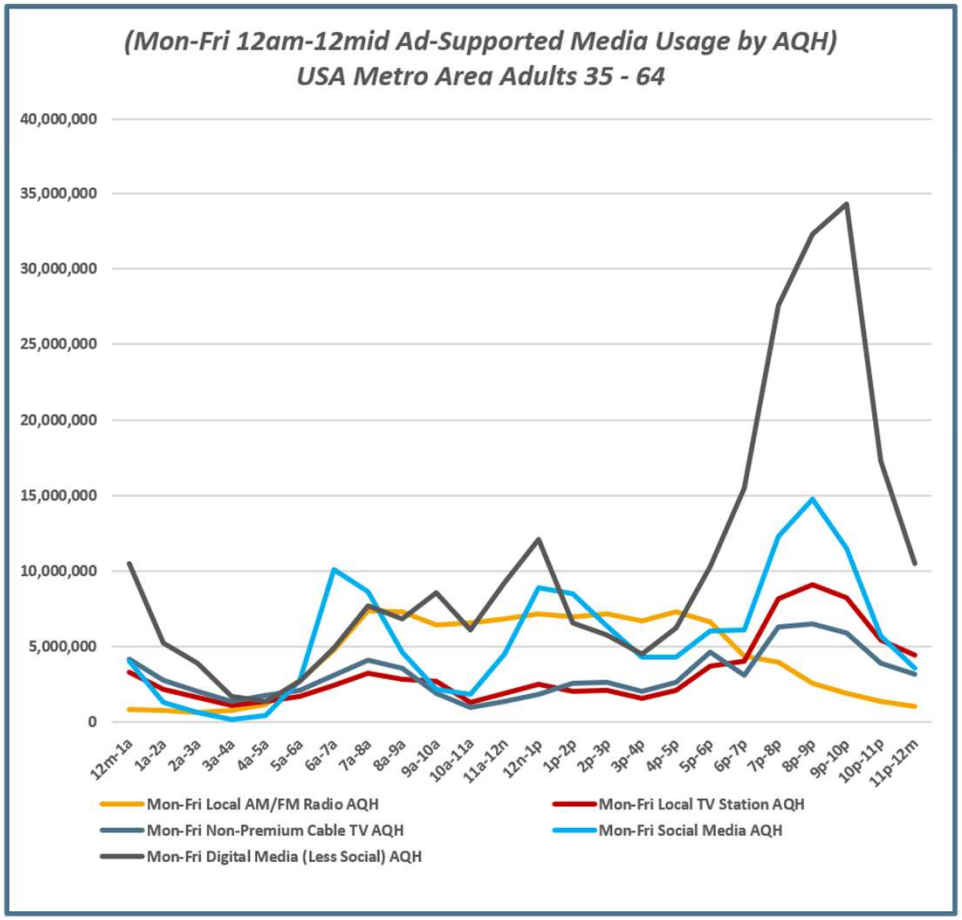
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 114,972; All Other Digital Media: 105,417; Social Media: 78,044; Non-Prem. Cable: 31,085; Local TV: 29,442 reaching Adults 35 - 64 who Live in the PHOENIX, AZ, DMA.





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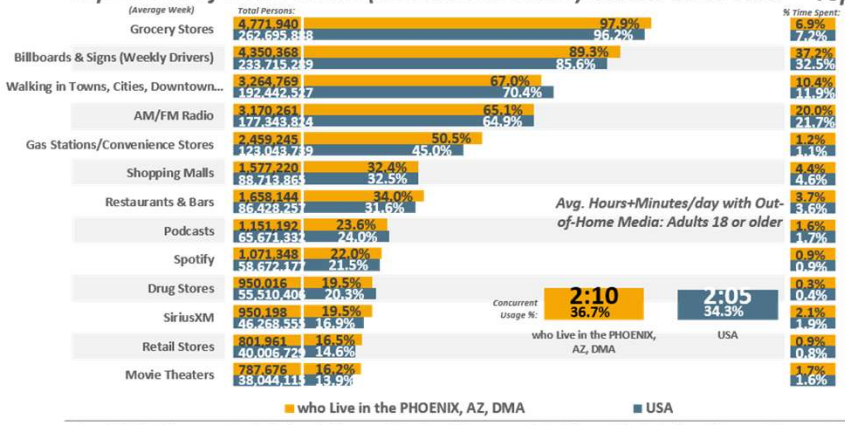
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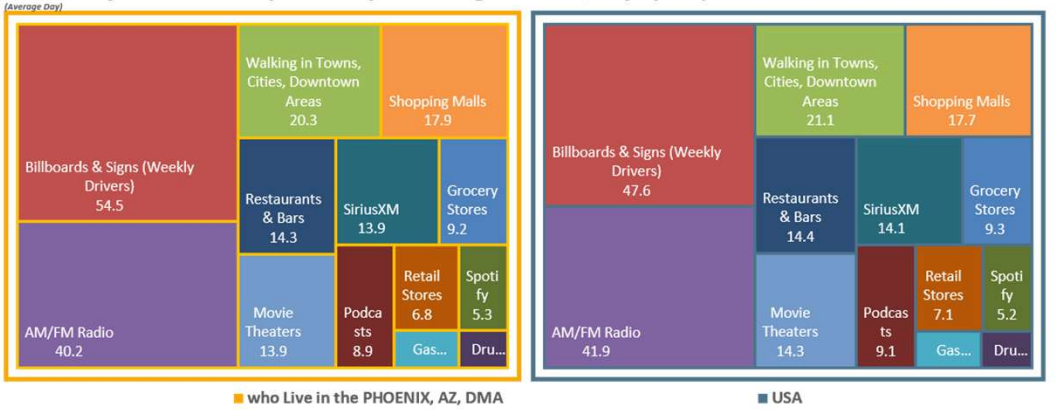
P18+

4,350,368 or 89.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

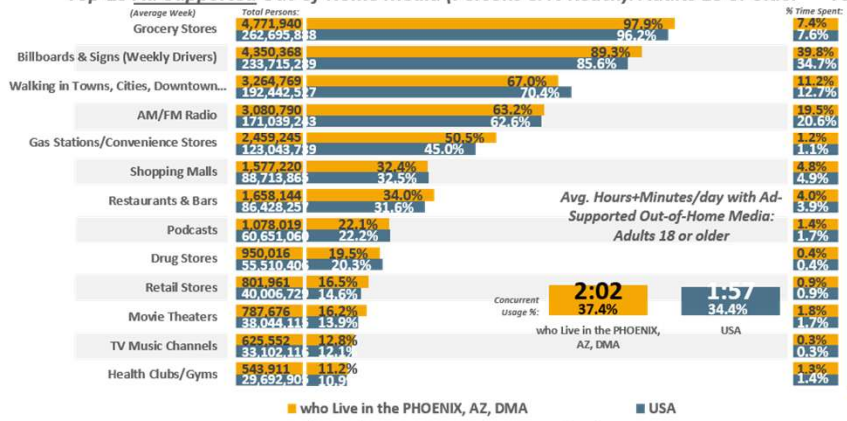
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



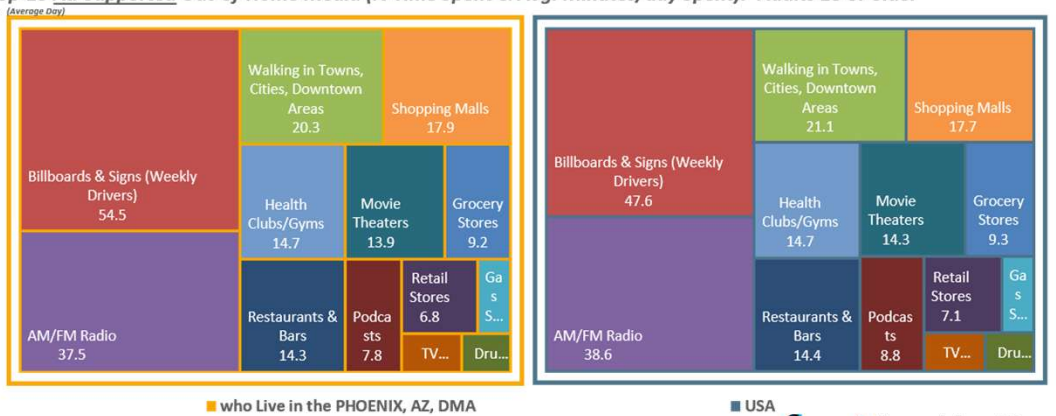
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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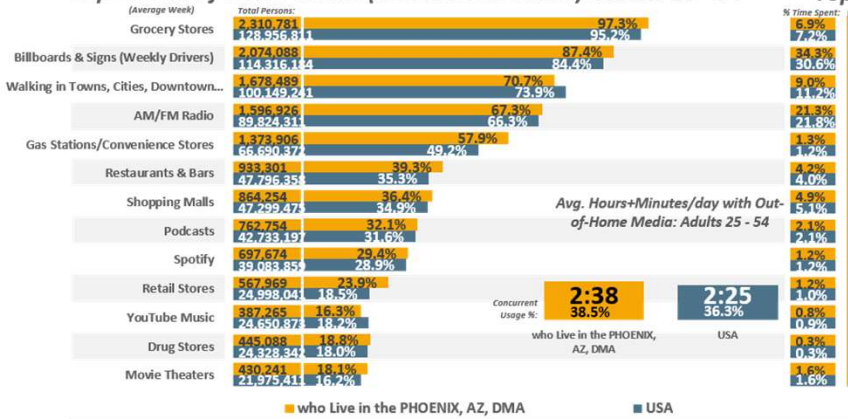
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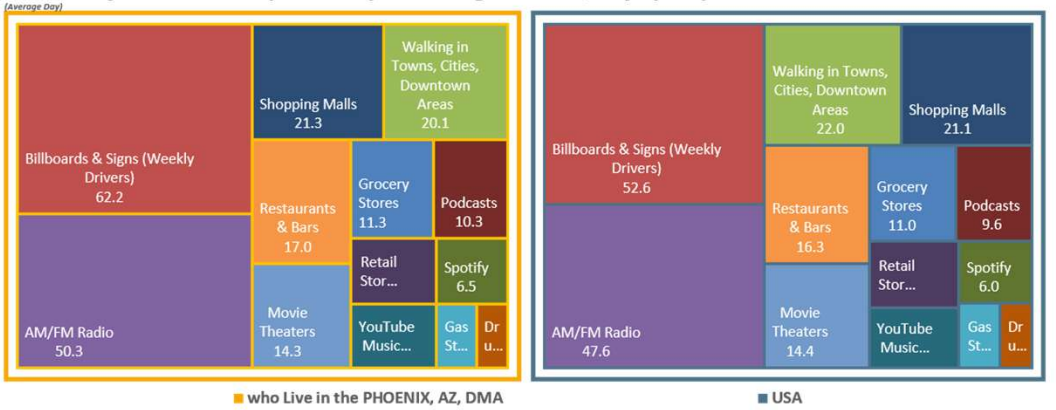
P25-54

2,074,088 or 87.4% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 46.7 minutes/day.

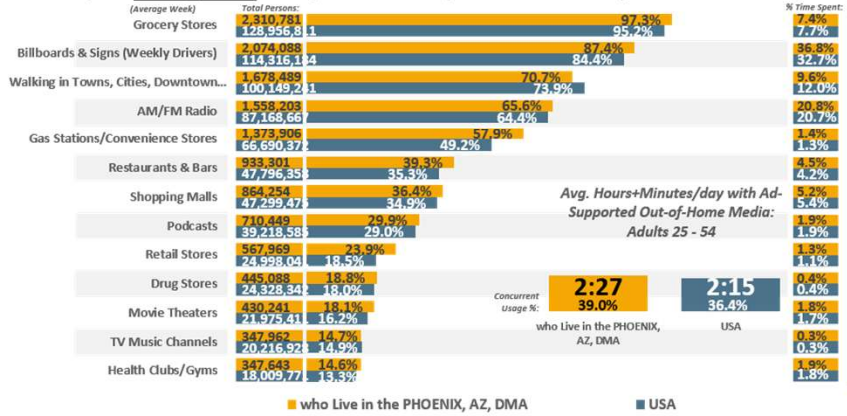
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



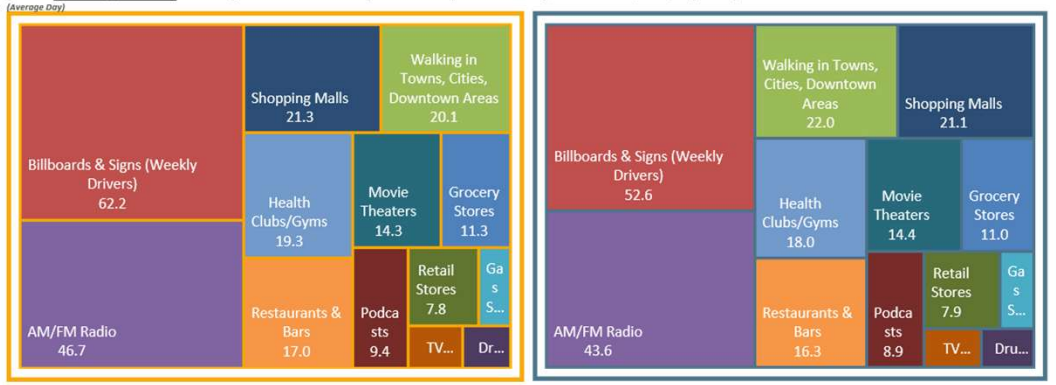
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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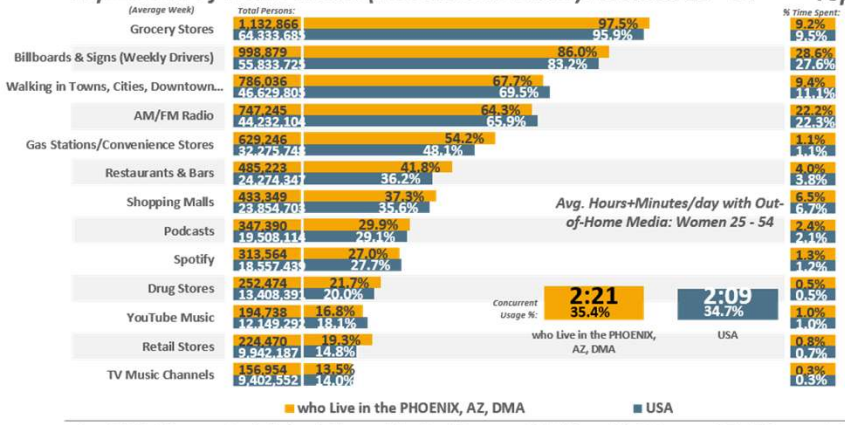
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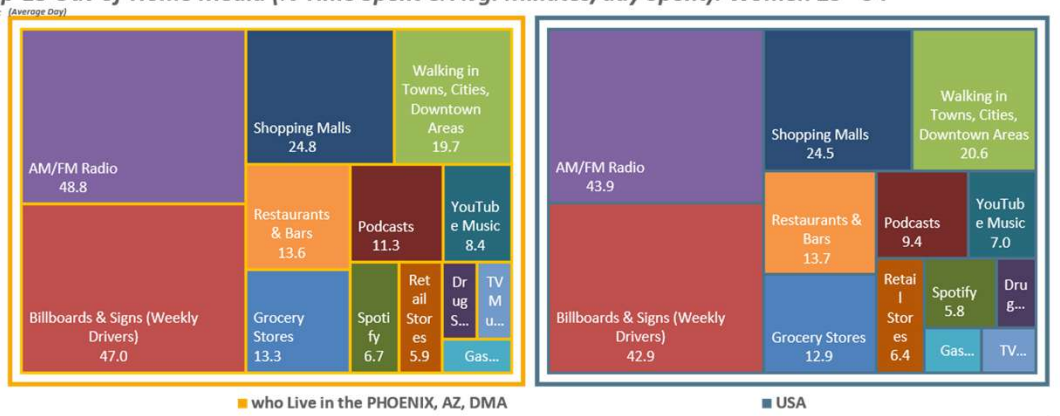


998,879 or 86.% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 47. minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

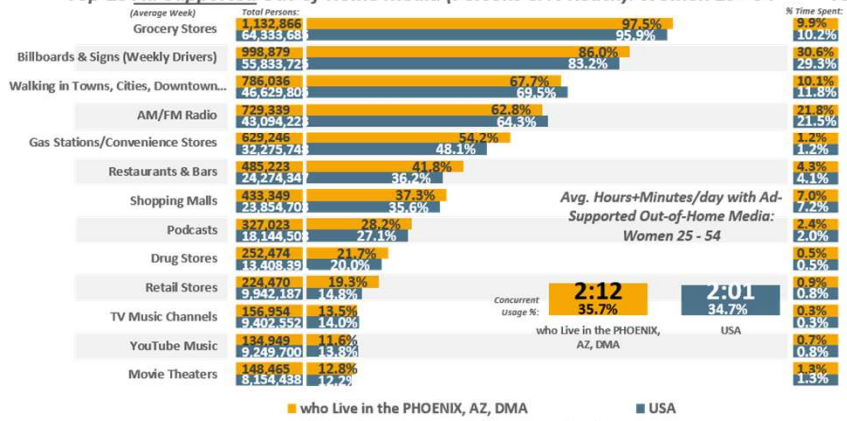
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



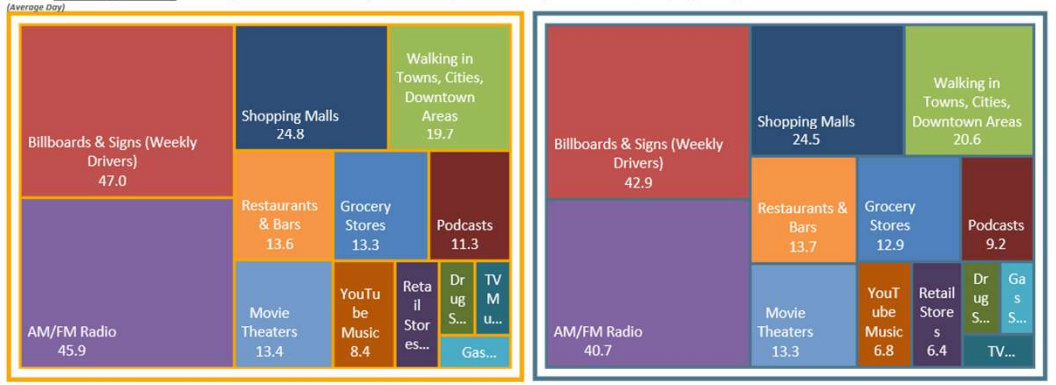
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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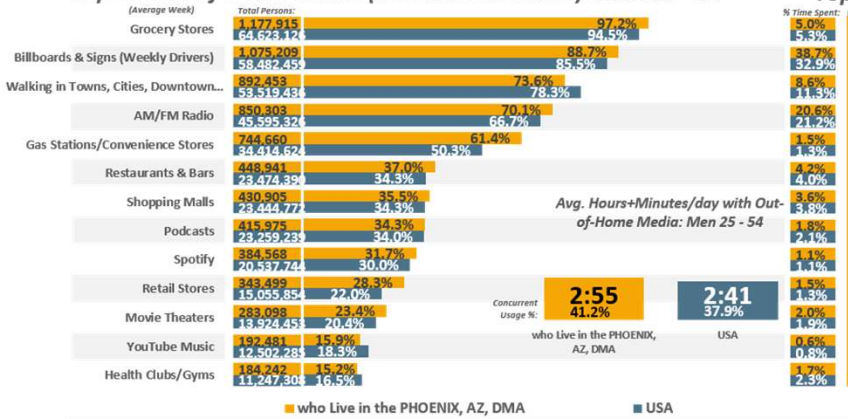
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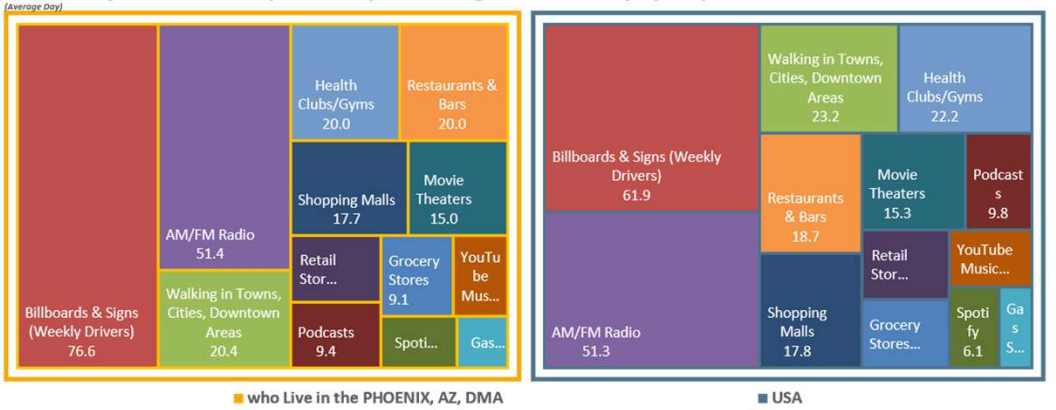
M25-54

1,075,209 or 88.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 76.6 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/day.

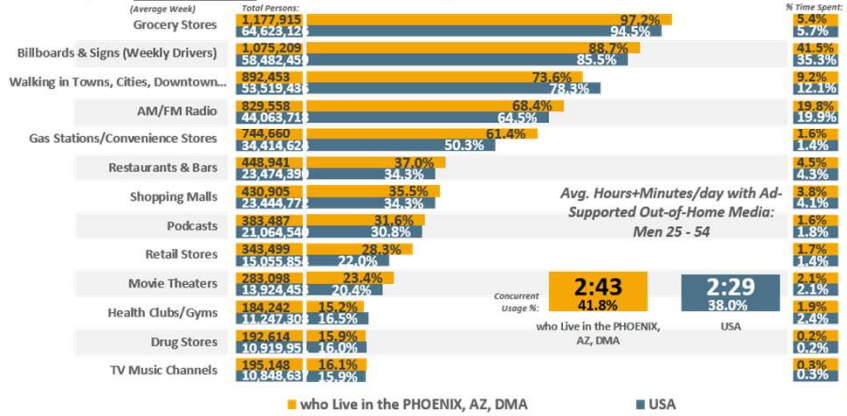
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



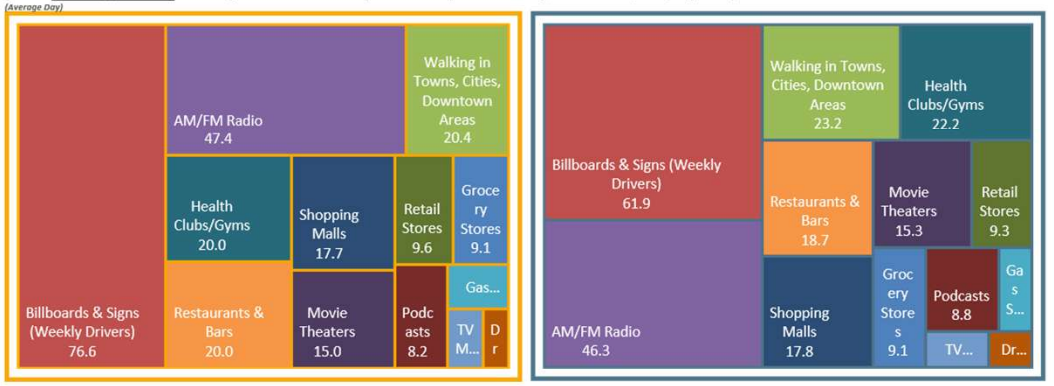
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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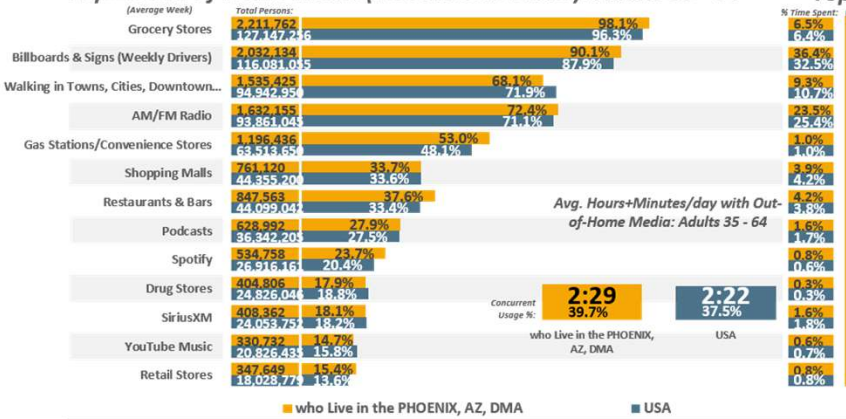
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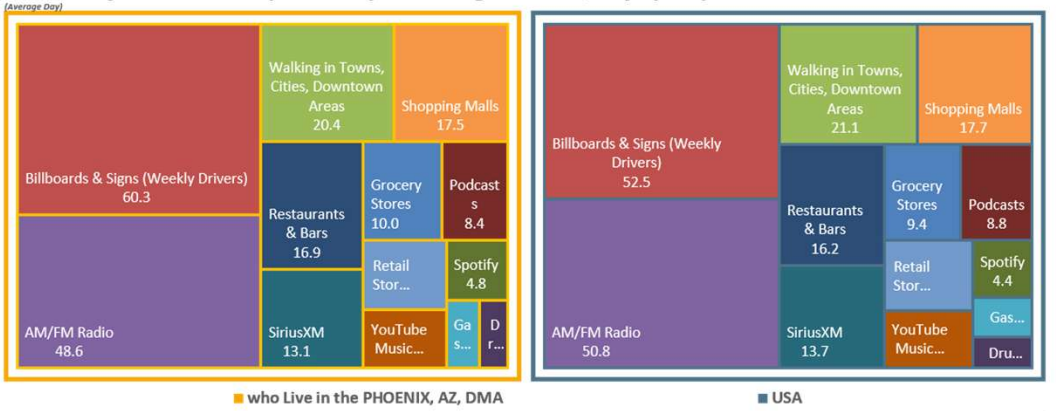
P35-64

2,032,134 or 90.1% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minutes/day.

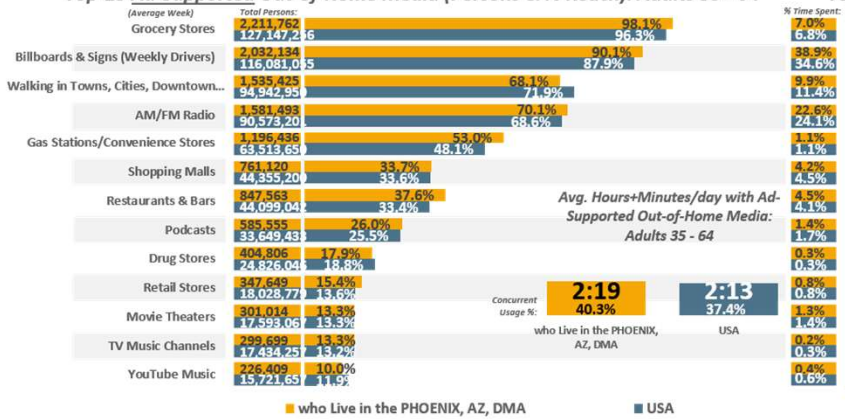
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



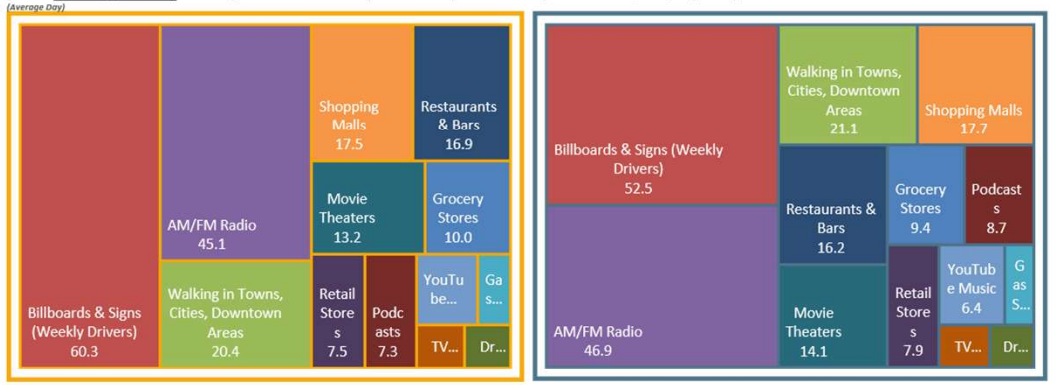
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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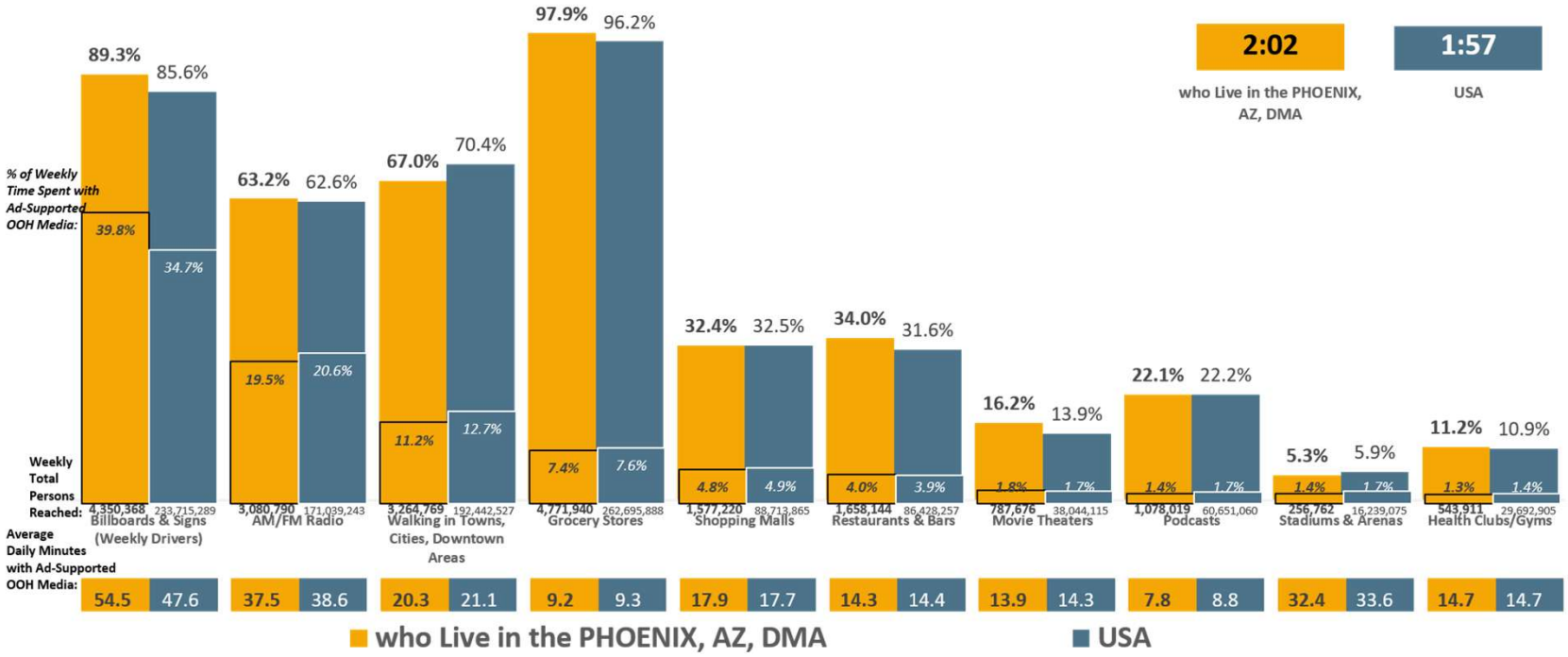


P18+

4,350,368 or 89.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

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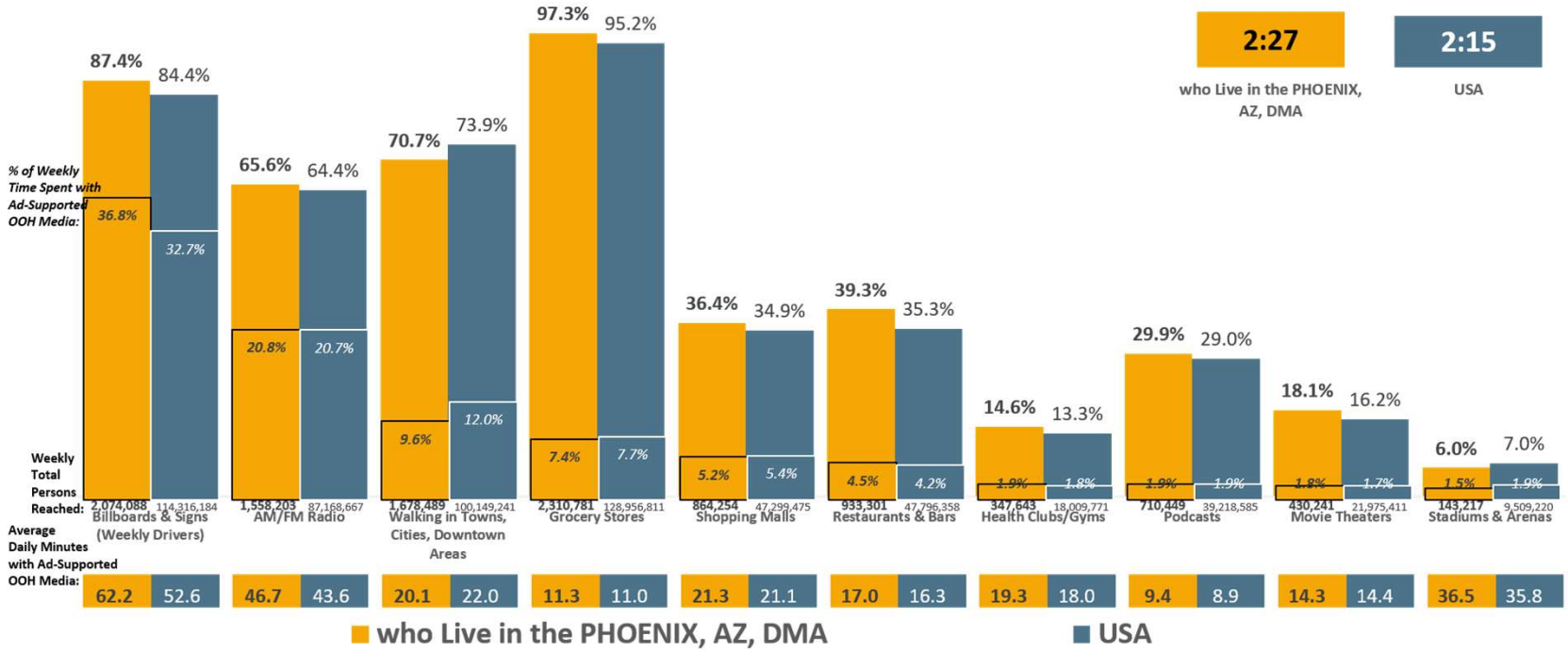


P25-54

2,074,088 or 87.4% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 62.2 minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

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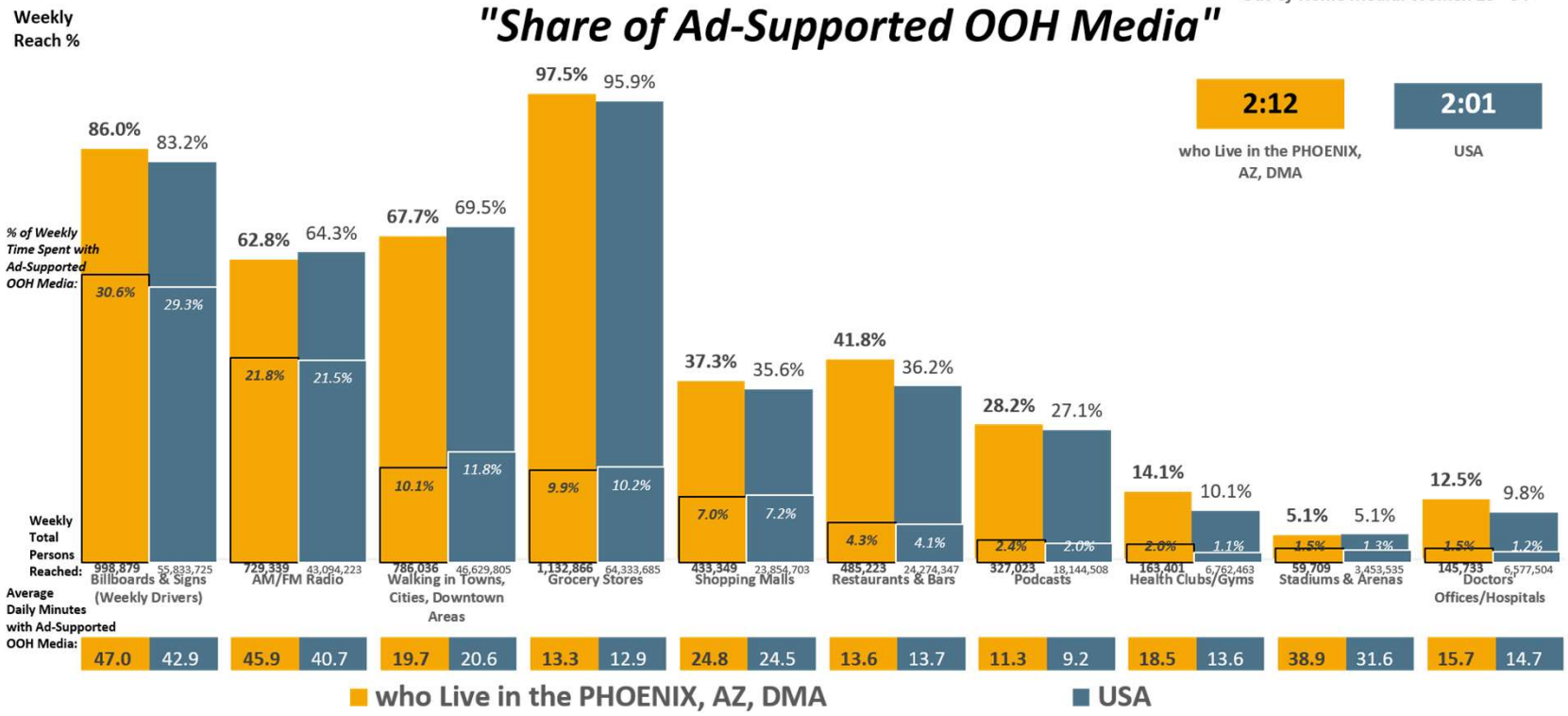
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998,879 or 86.% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

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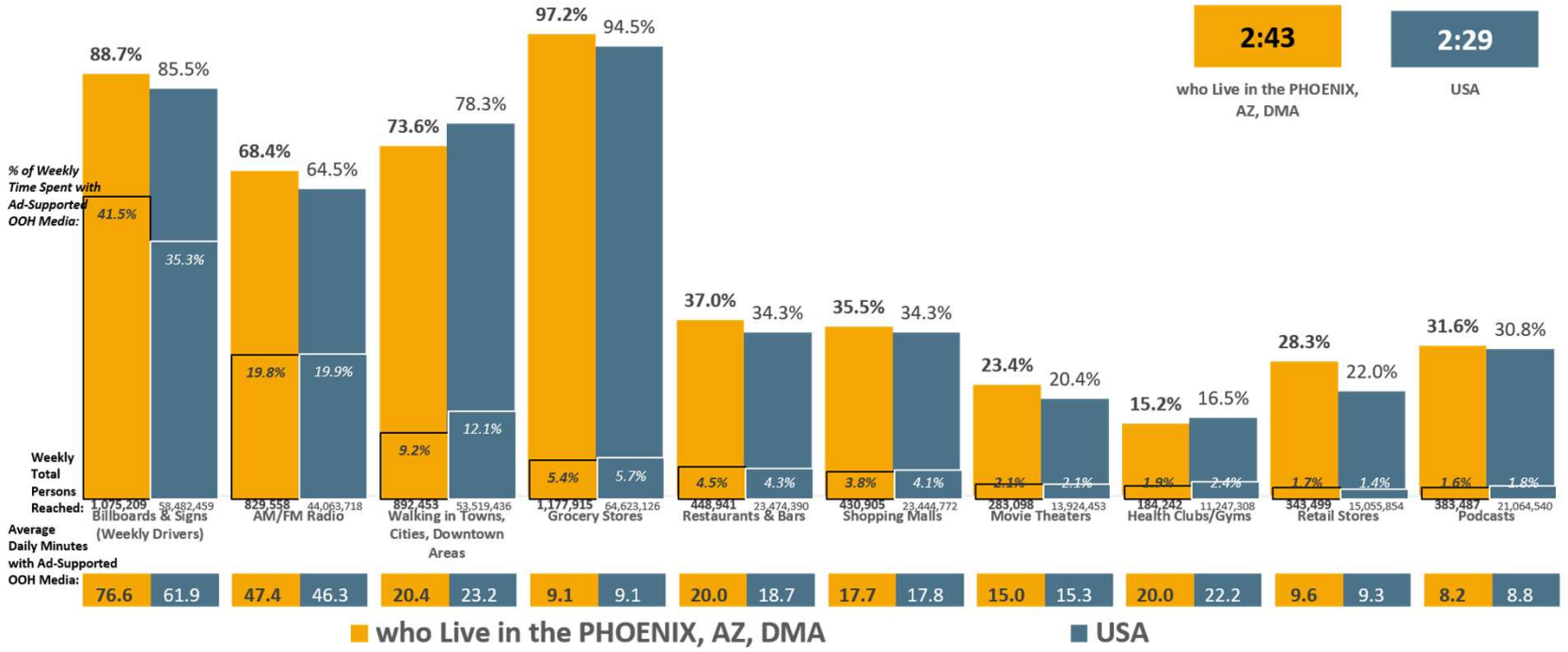


M25-54

1,075,209 or 88.7% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 76.6 minutes per day driving, seeing Billboards and Signs representing 41.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

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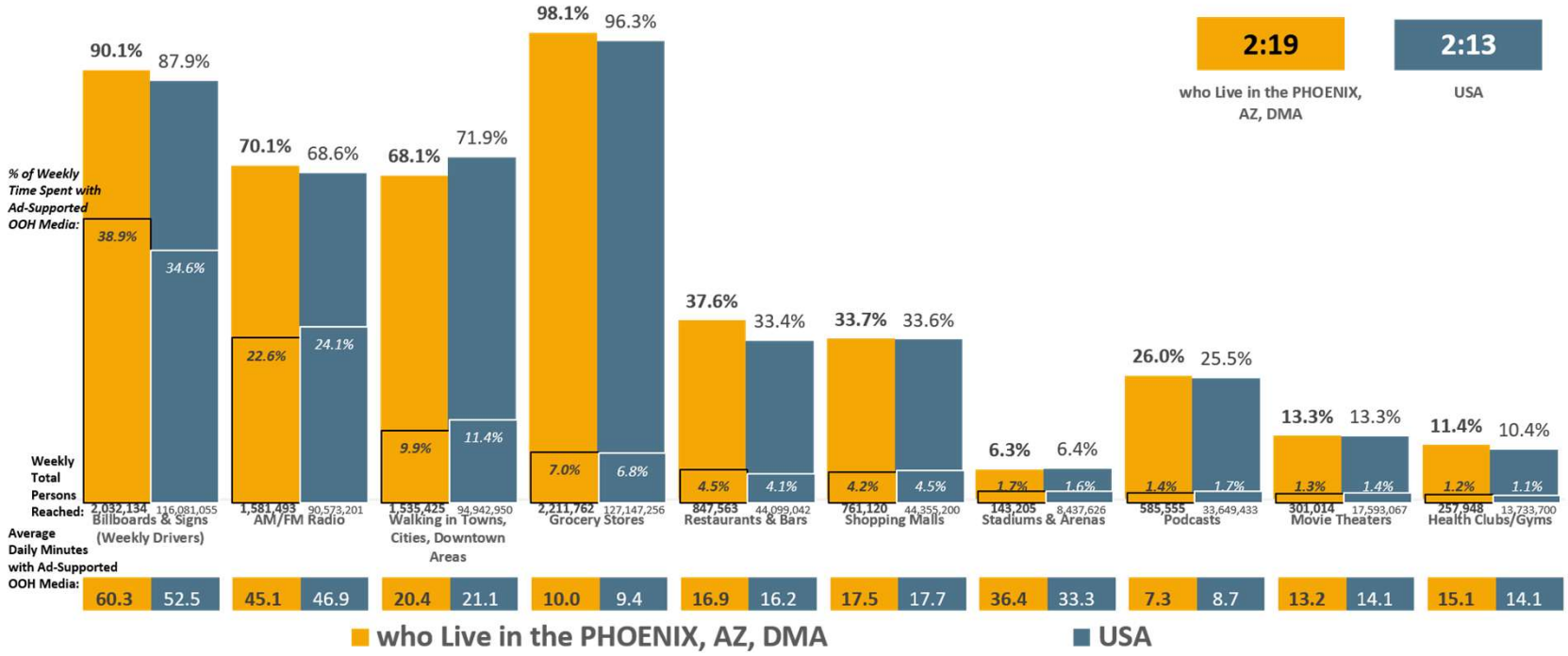


P35-64

2,032,134 or 90.1% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 60.3 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,331

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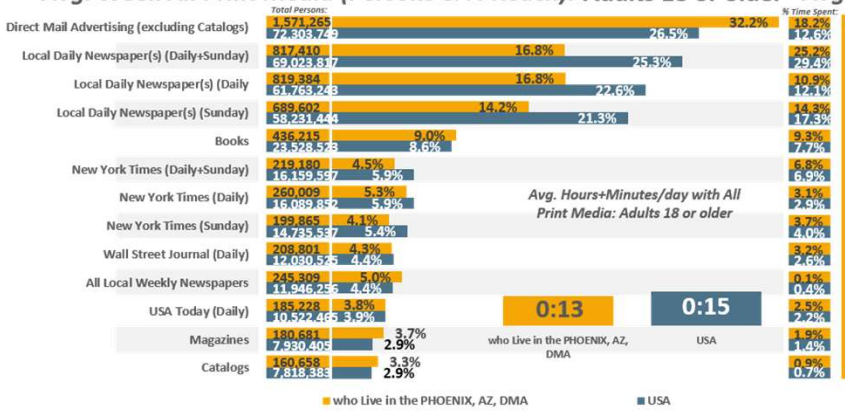
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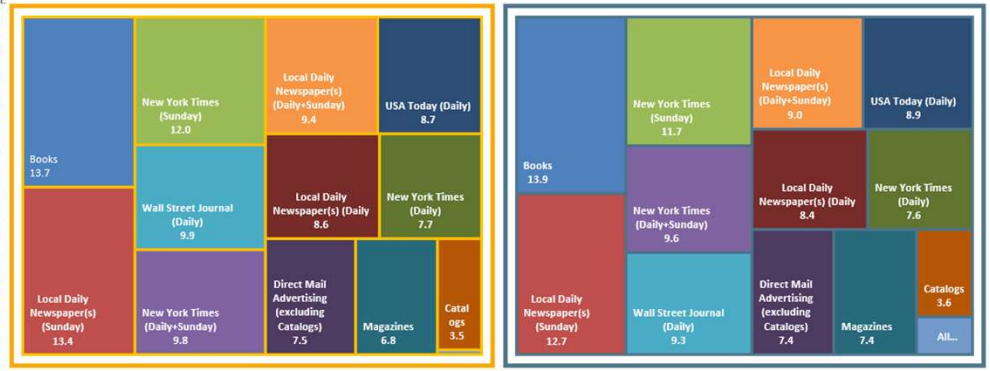
P18+

817,410 or 16.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

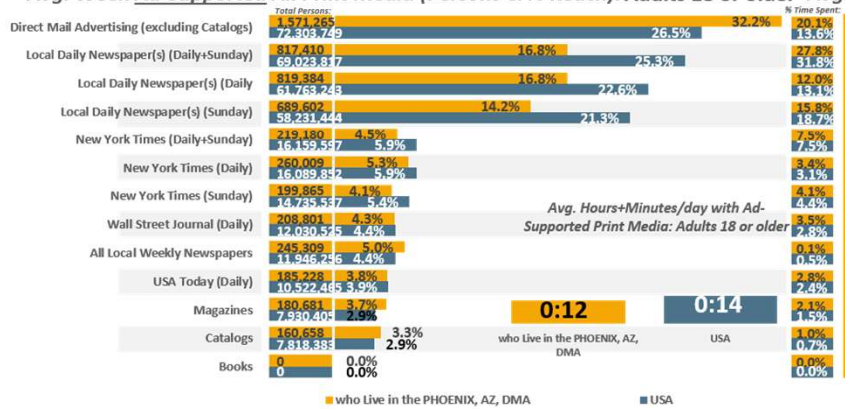
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



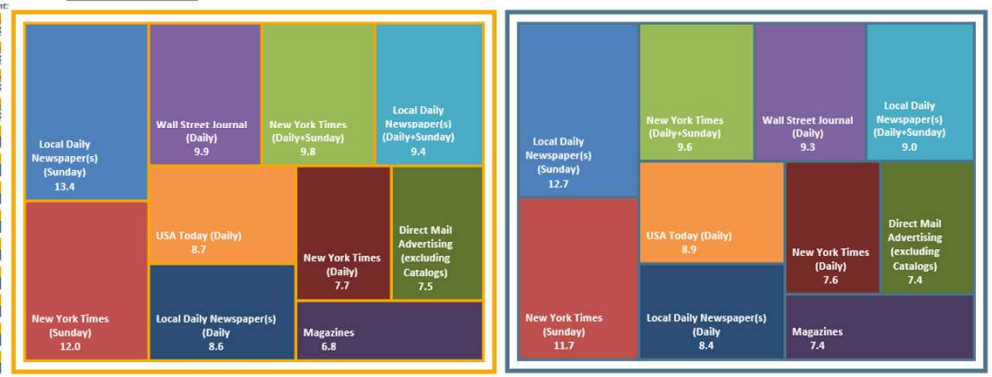
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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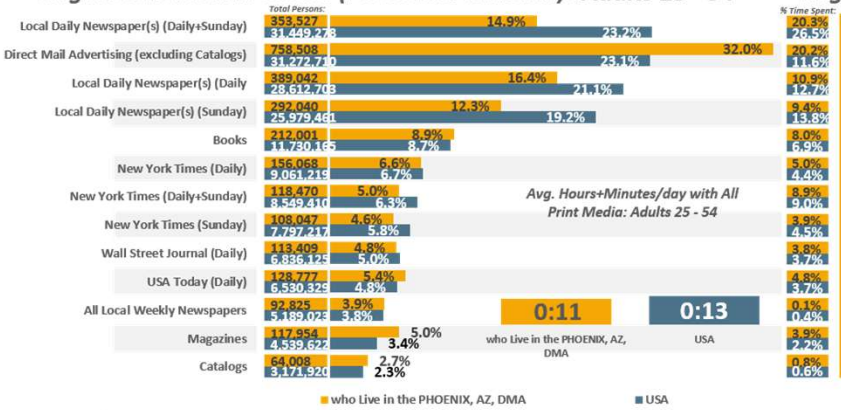
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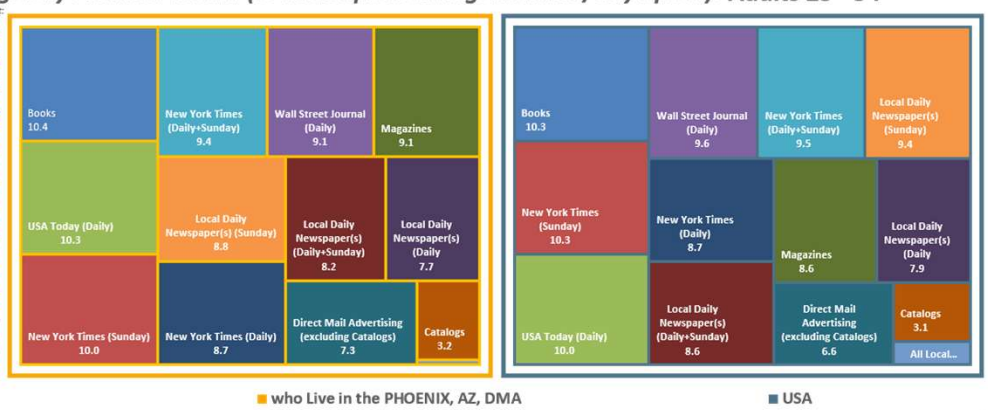
P25-54

353,527 or 14.9% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 22.1% of all time spent daily with All forms of Print Media.

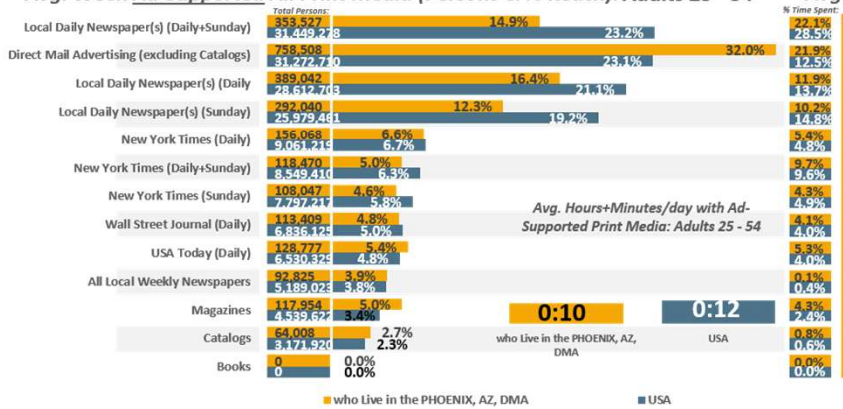
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



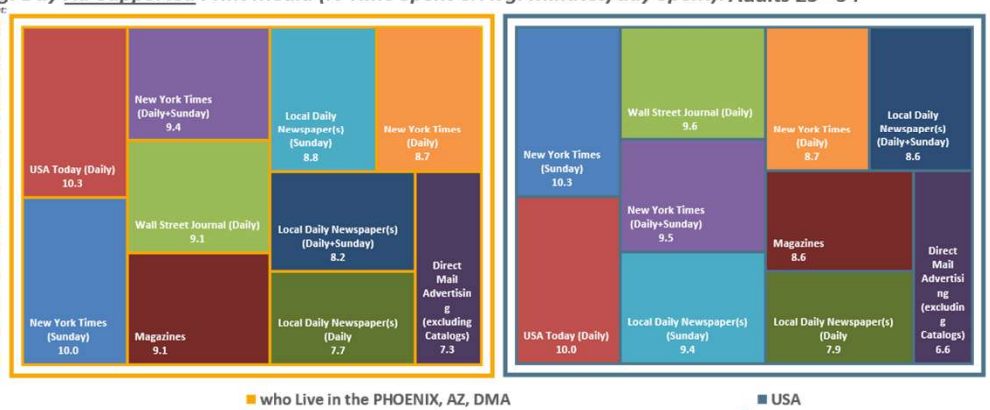
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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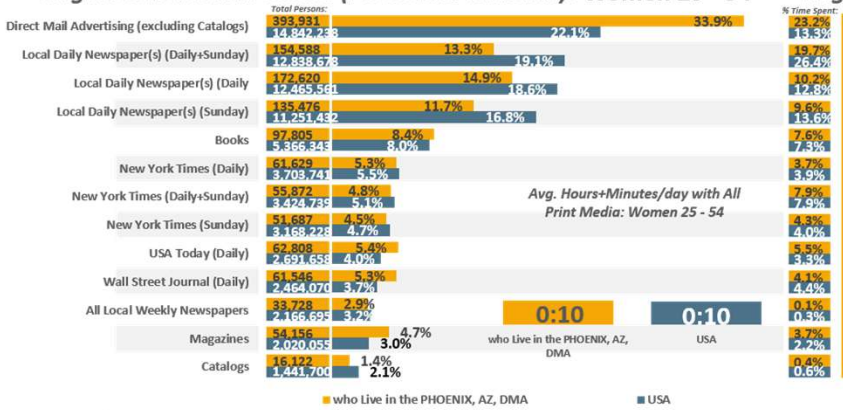
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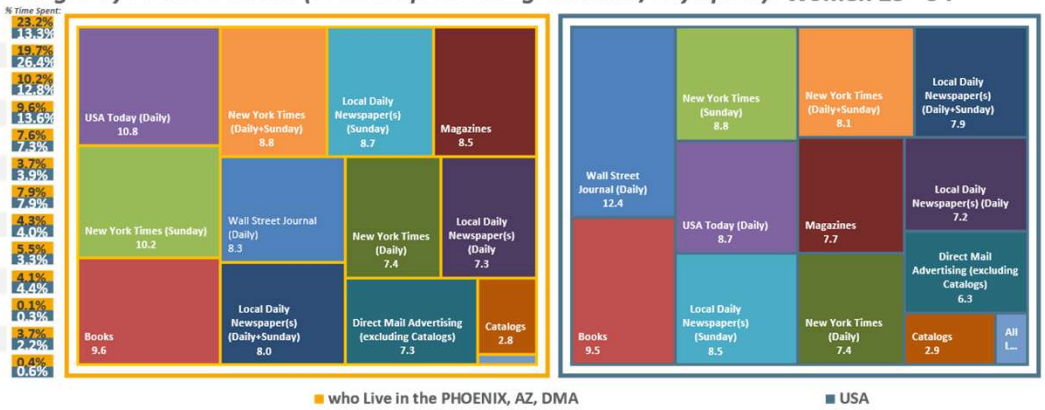
W25-54

393,931 or 33.9% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7.3 minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

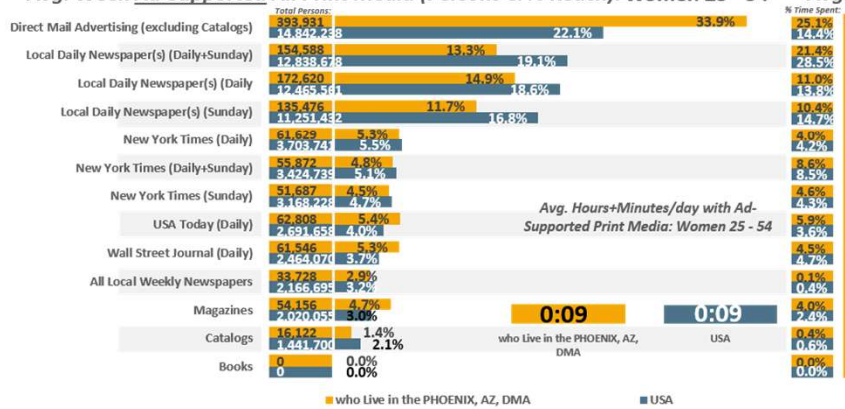
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



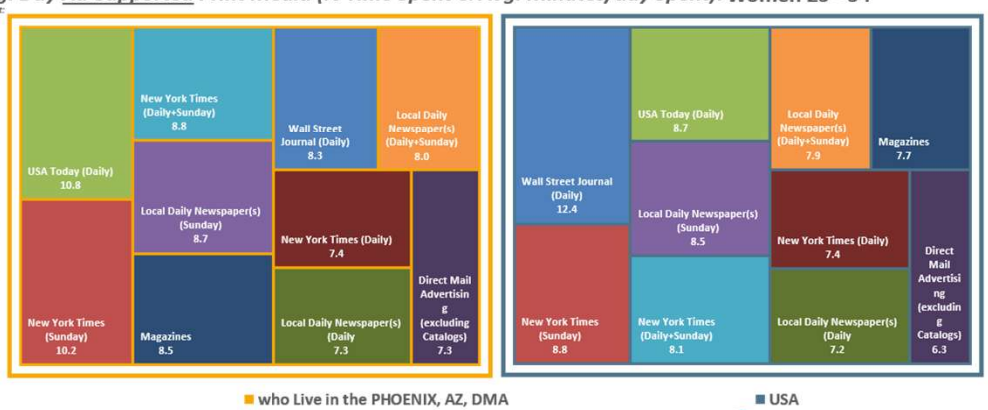
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

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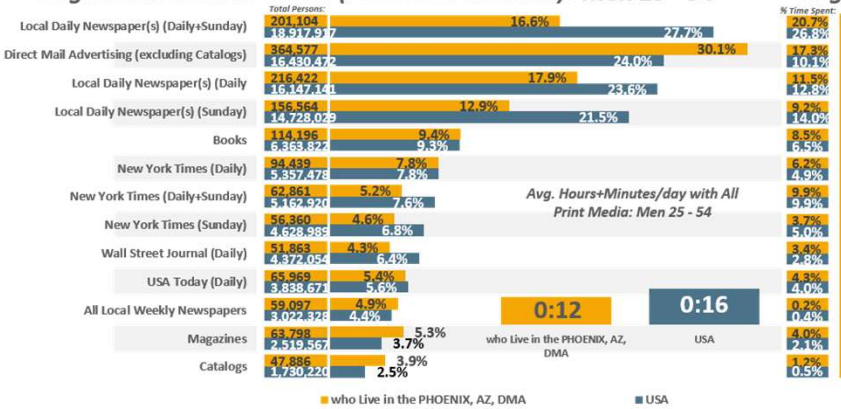
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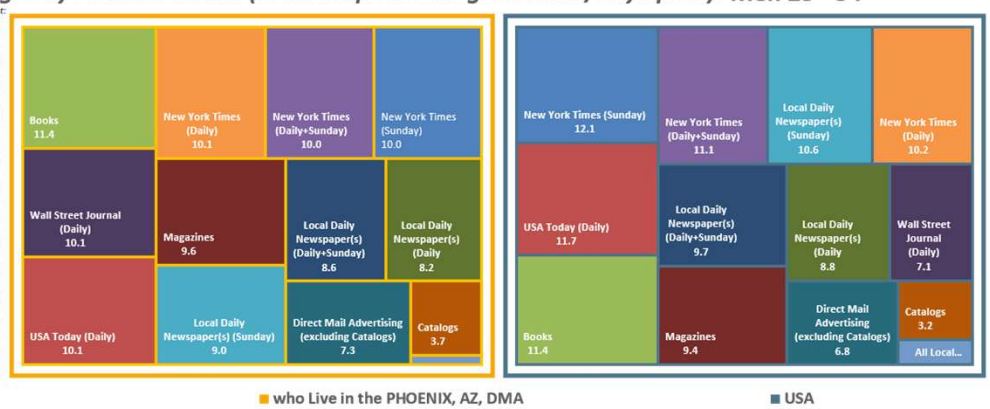
M25-54

201,104 or 16.6% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 22.6% of all time spent daily with All forms of Print Media.

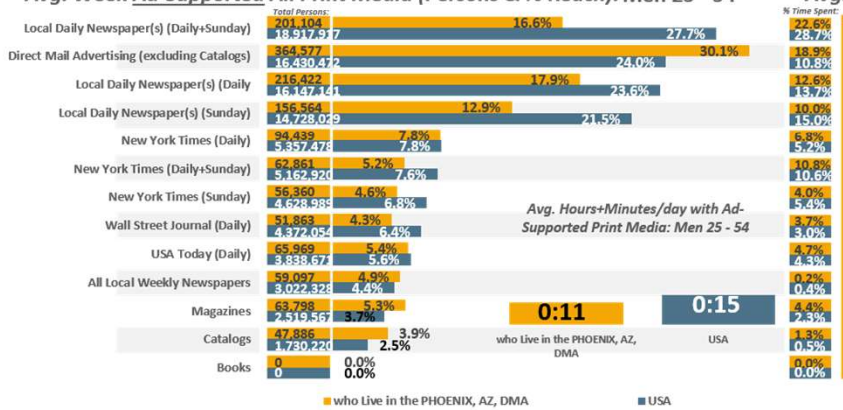
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



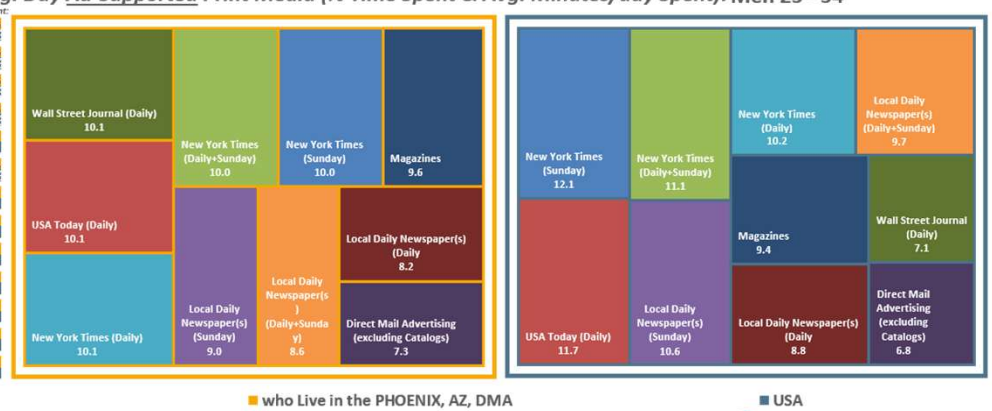
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

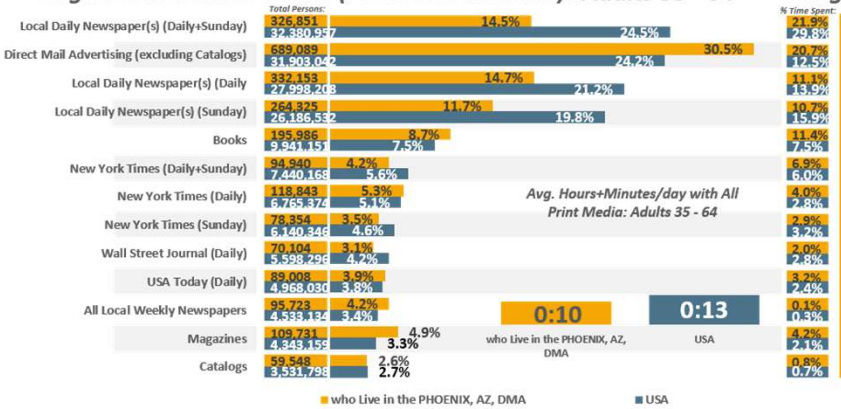
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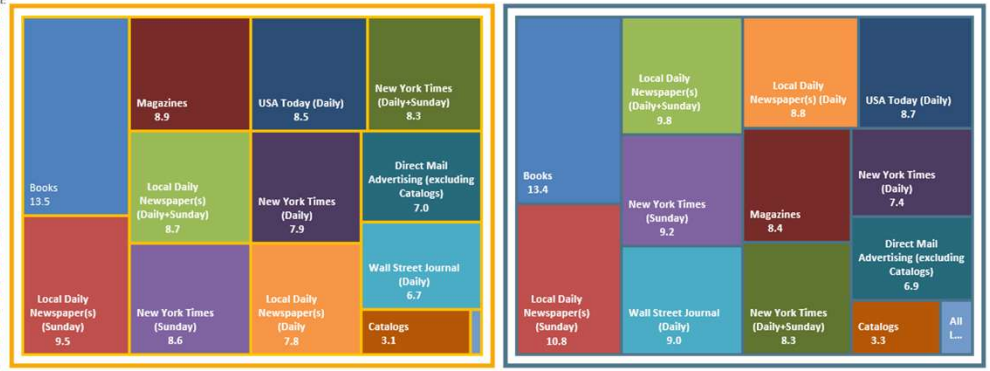


326,851 or 14.5% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 24.7% of all time spent daily with All forms of Print Media.

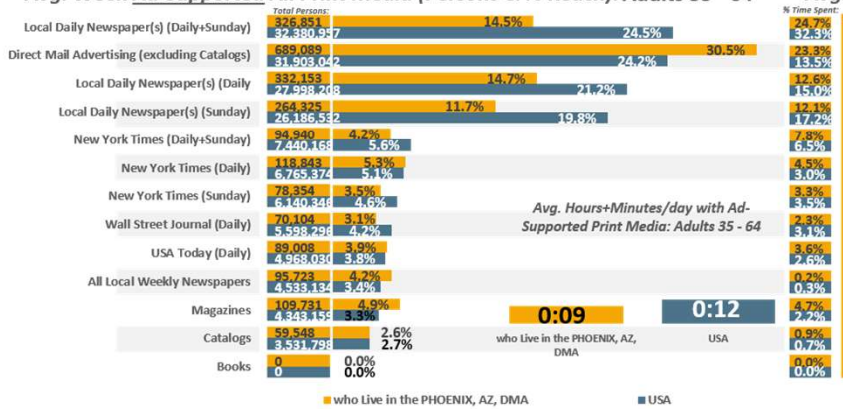
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



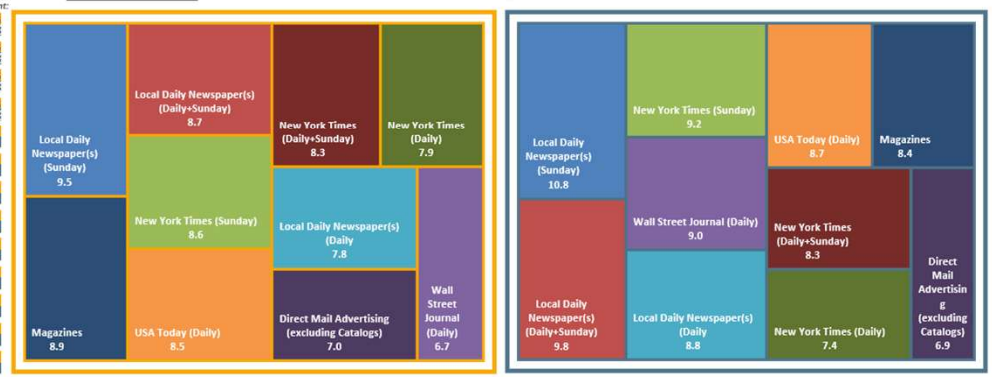
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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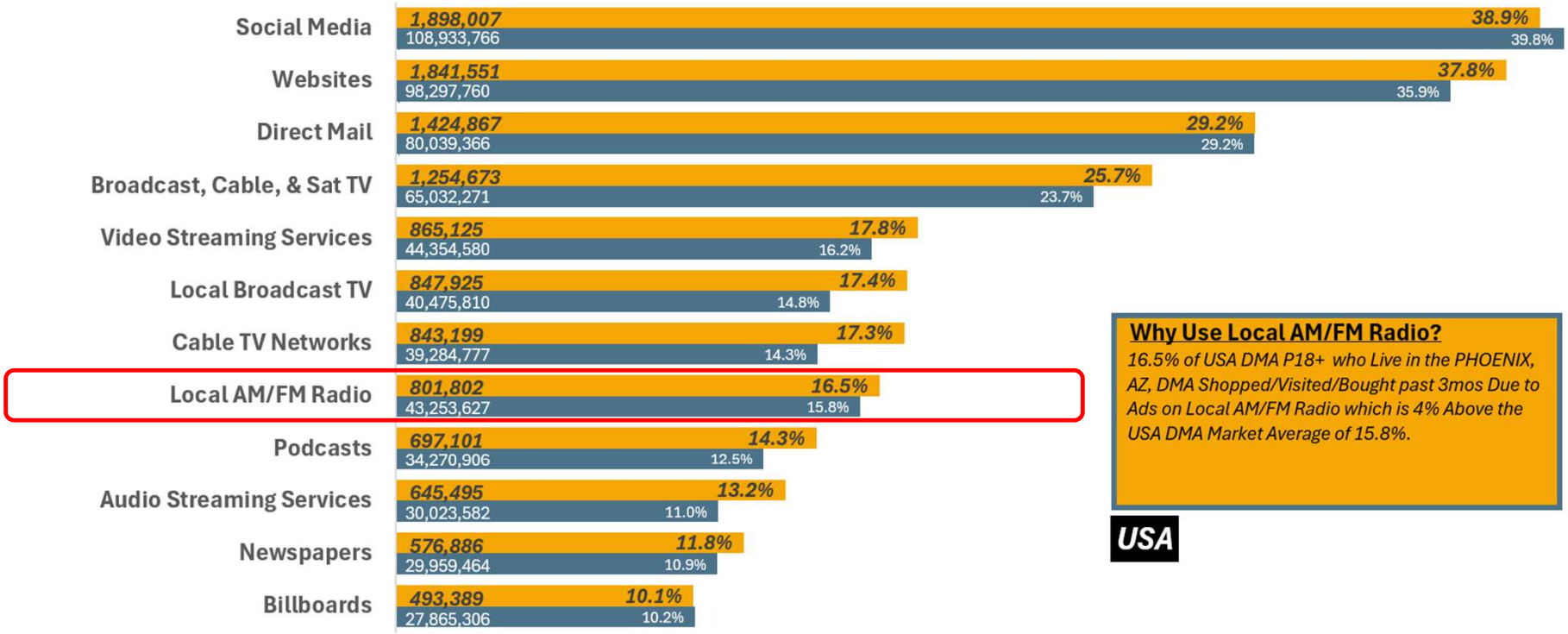
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P18+

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.5% of USA DMA P18+ who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 15.8%.

USA

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

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 24331

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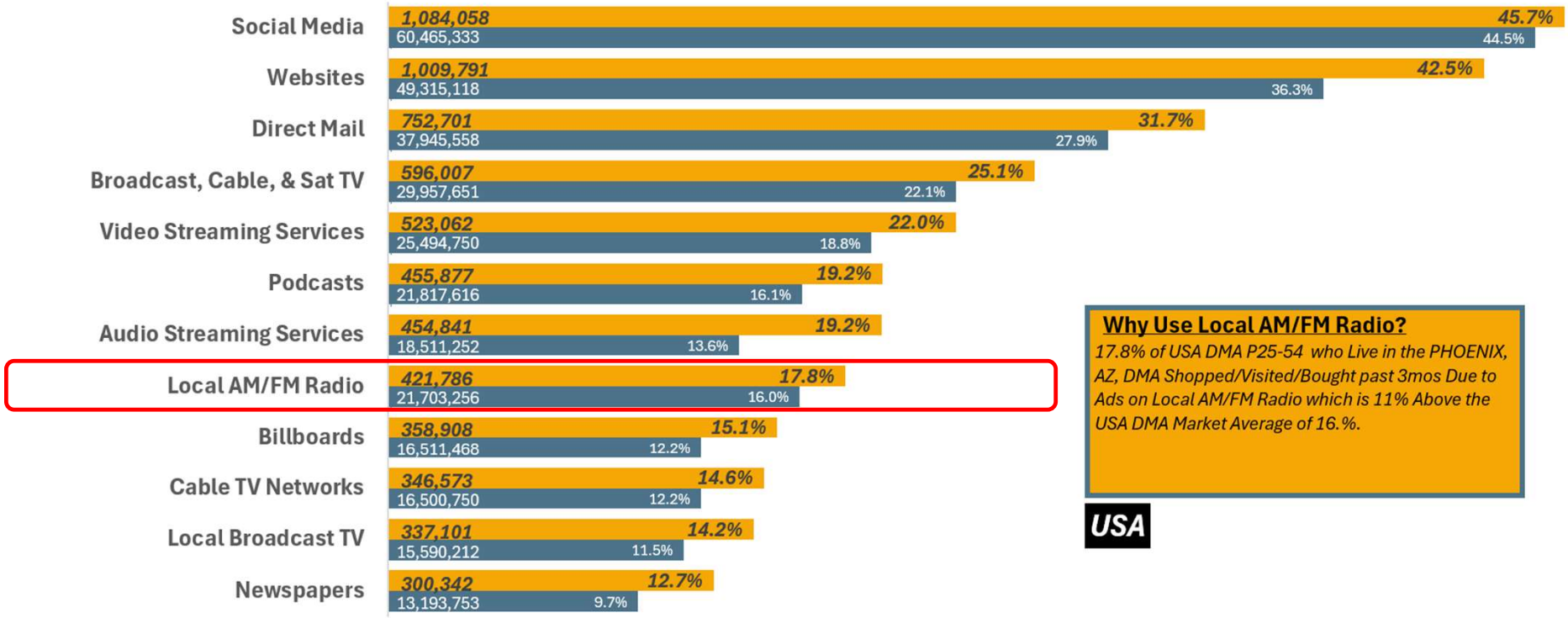
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P25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.8% of USA DMA P25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 16.%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 11150

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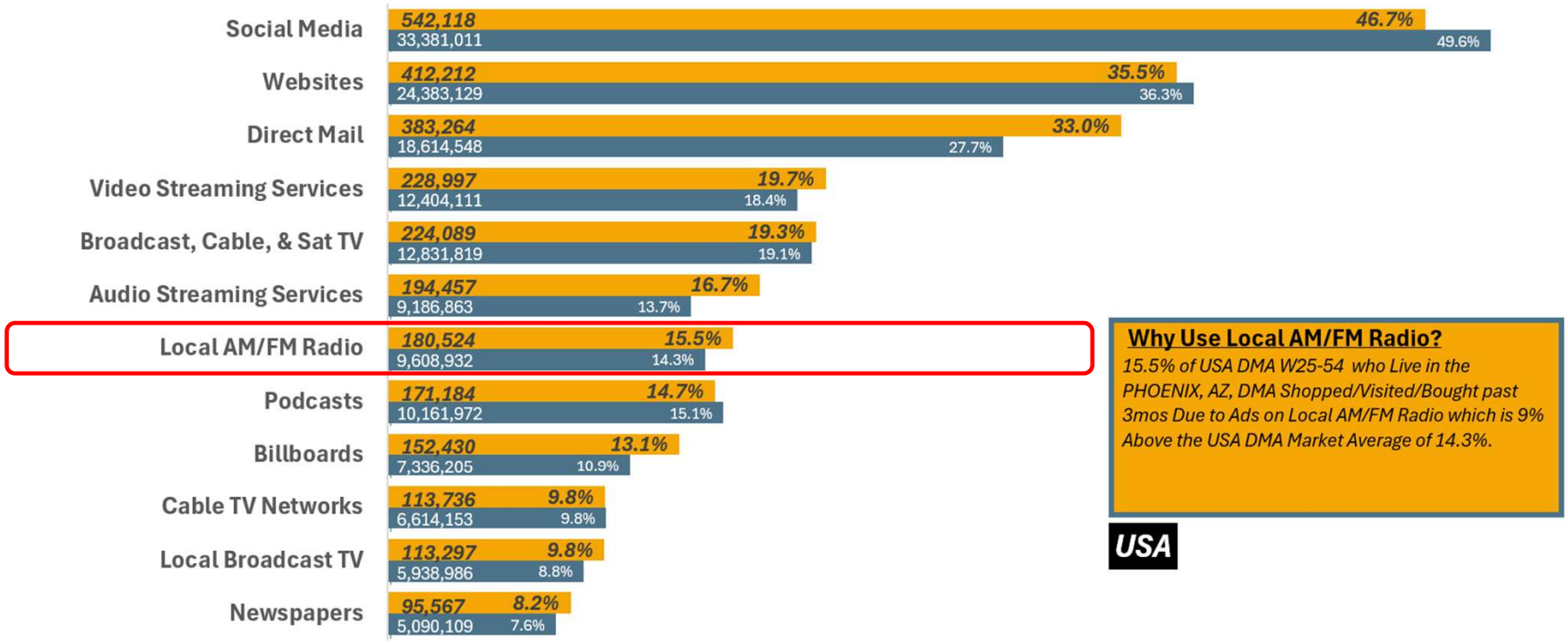
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W25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.5% of USA DMA W25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 14.3%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 6516

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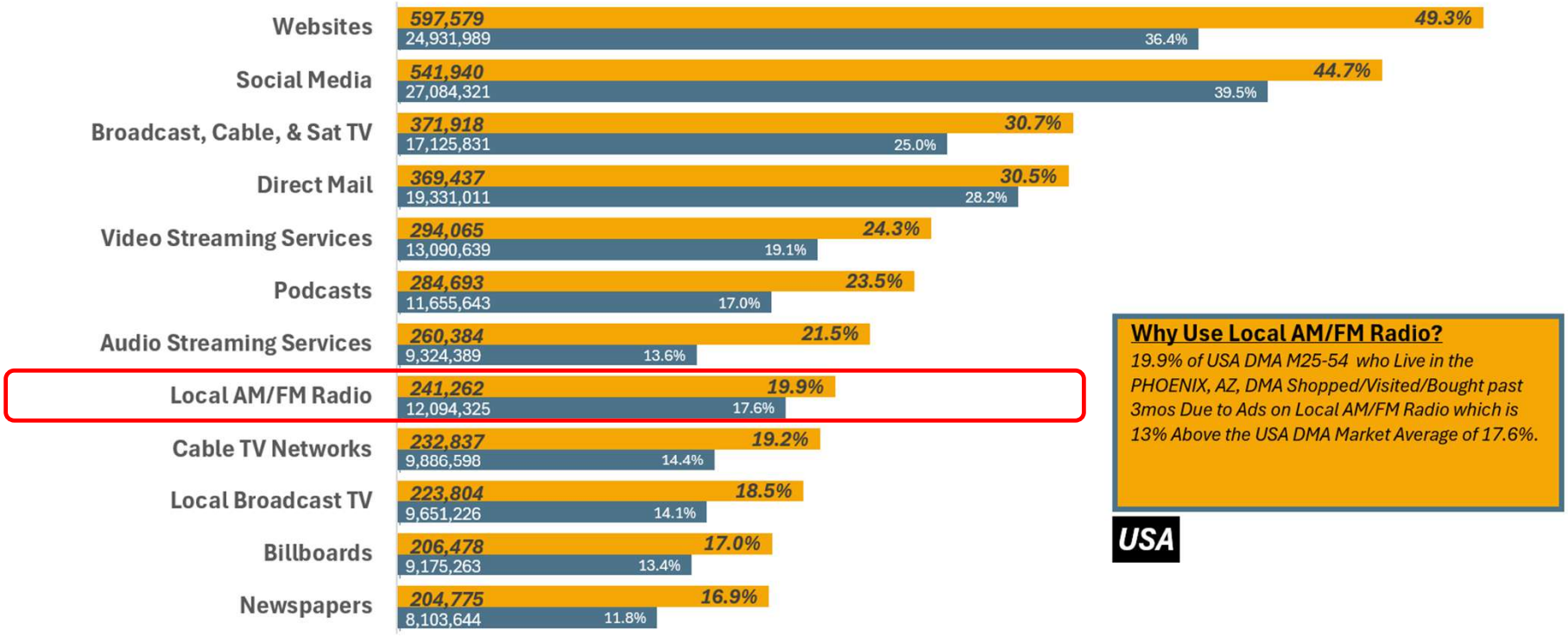
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M25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.9% of USA DMA M25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the USA DMA Market Average of 17.6%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 4634

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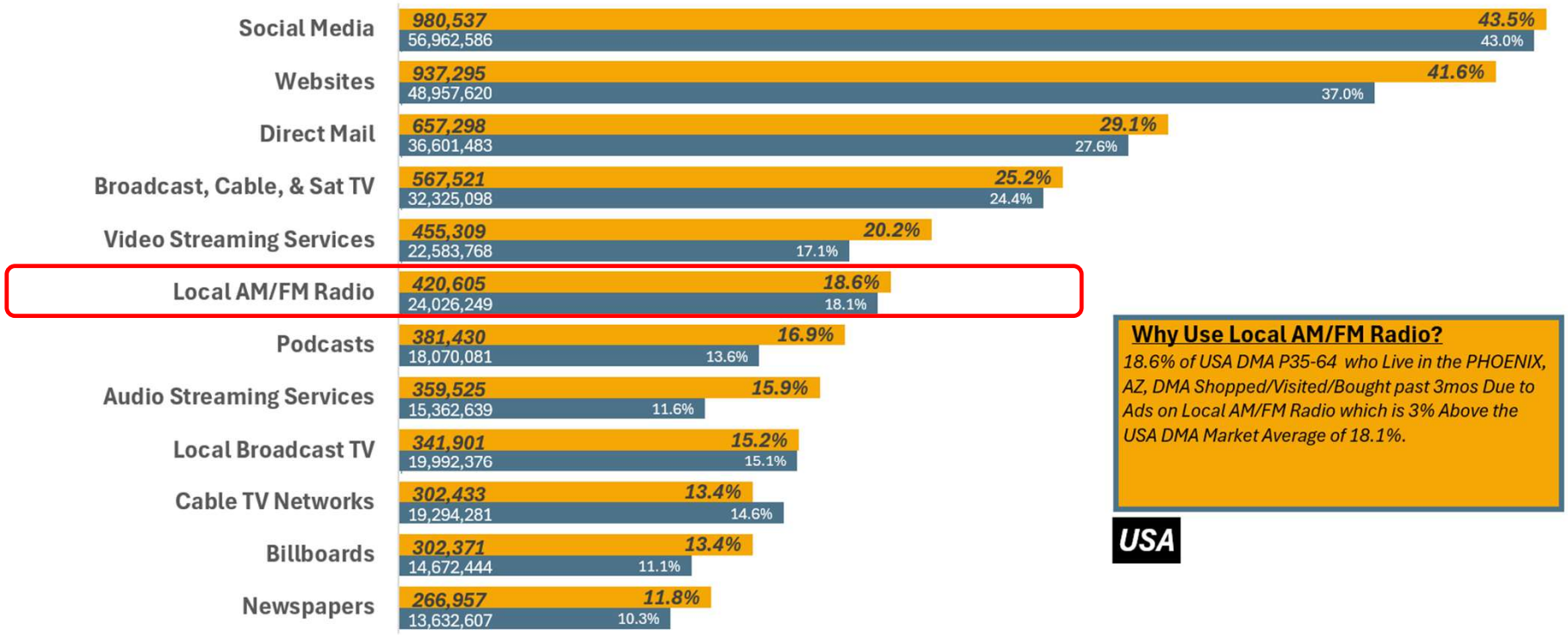
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P35-64

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.6% of USA DMA P35-64 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 18.1%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 12366

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