USA+4 DMAs - P18+ Viewers of MACY'S THANKSGIVING DAY PARADE!

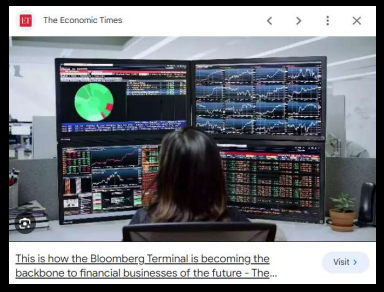
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ "Special TV programs watched past 12 months: MACY'S THANKSGIVING DAY PARADE" as of April 2024!



NBC



P18+

5 CHICAGO

4 WASHINGTON

5 Seattle

12 KPNX

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

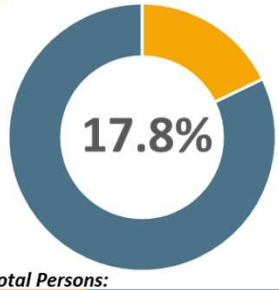
HUBBARD BROADCASTING INC. HB

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

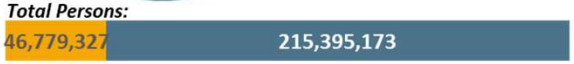


17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 54.6 years old (11.7% older than average) and have a $94,586 (5.5% higher than average) annual household income.

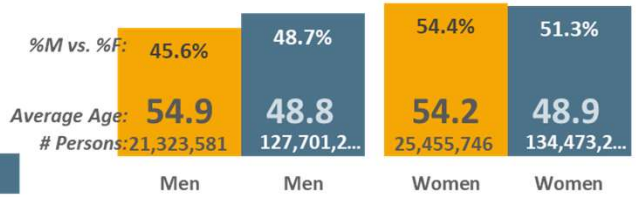
Percent of Market: Adults 18 or older



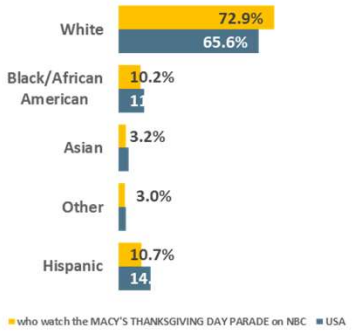
Total Persons:



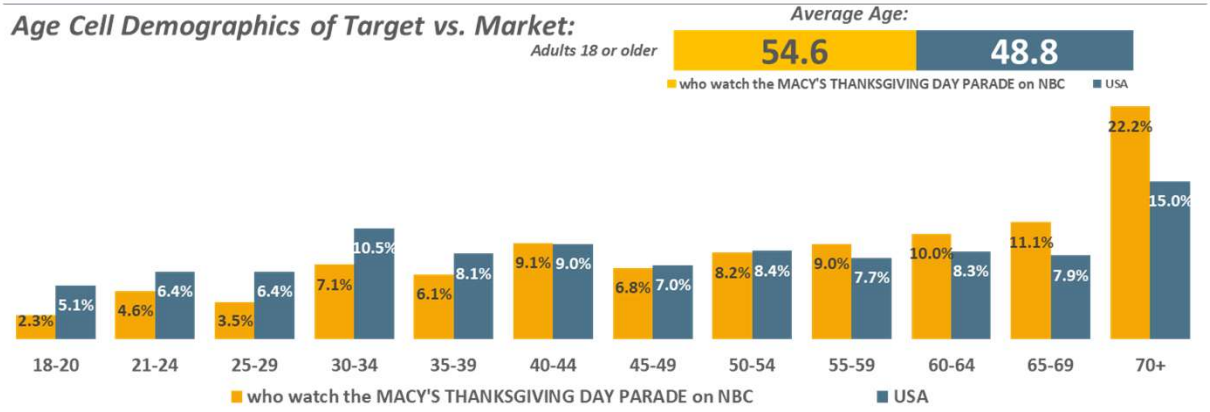
Gender of Target vs. Market: Adults 18 or older



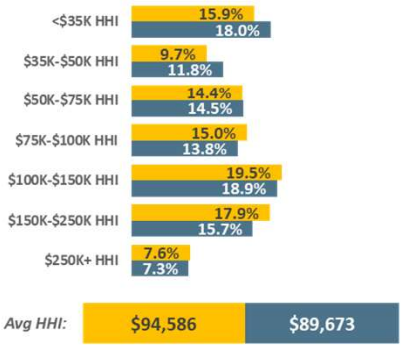
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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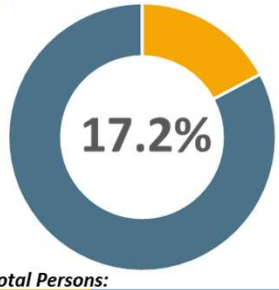
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



17.2% or 1,301,560 of CHI DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 55.4 years old (14.3% older than average) and have a $102,832 (.4% higher than average) annual household income.

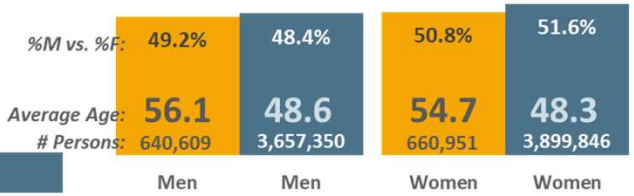
Percent of Market: Adults 18 or older



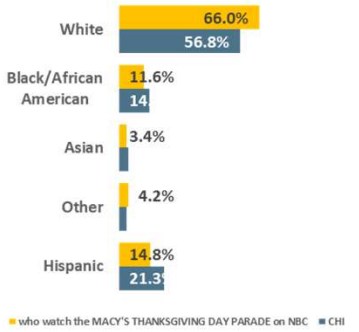
Total Persons:



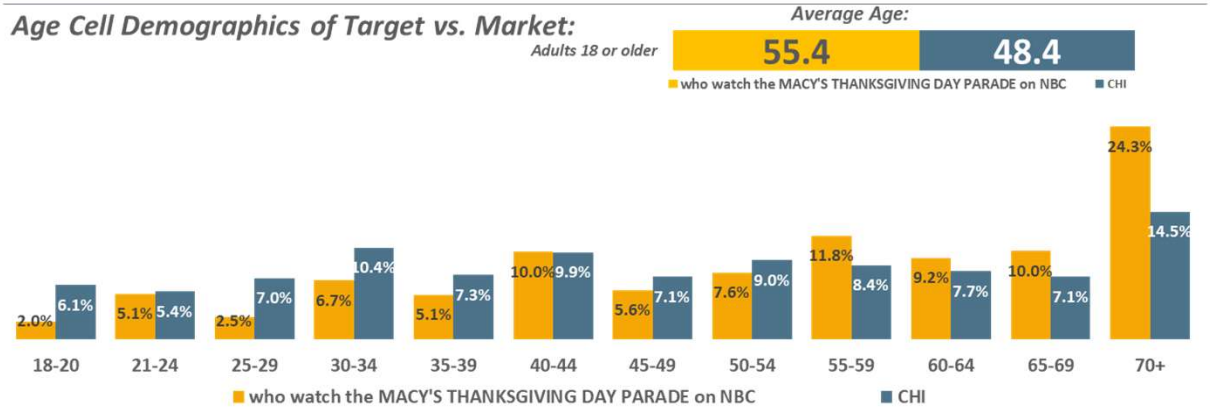
Gender of Target vs. Market: Adults 18 or older



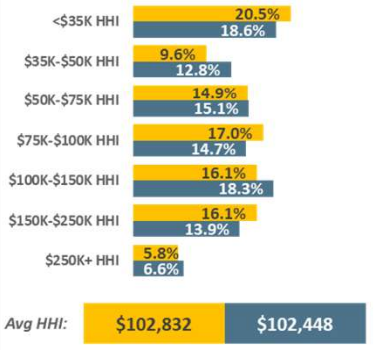
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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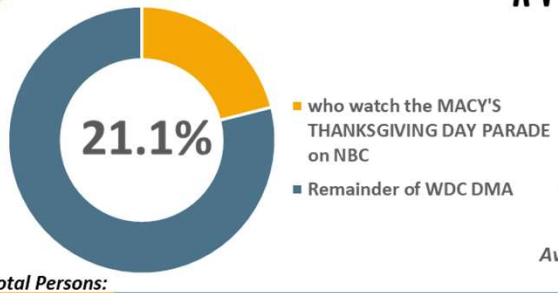
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



4 WASHINGTON

21.1% or 1,190,574 of WDC DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 52.7 years old (10.1% older than average) and have a $130,300 (1.6% higher than average) annual household income.

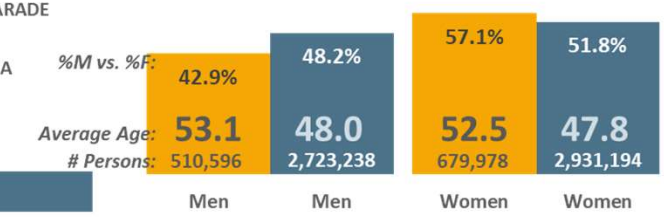
Percent of Market: Adults 18 or older



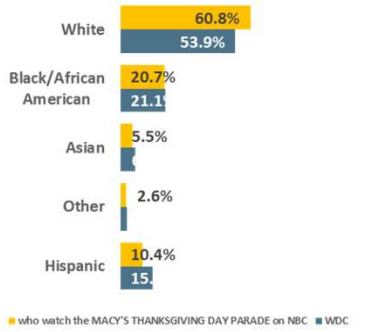
Total Persons:

1,190,574	4,463,858

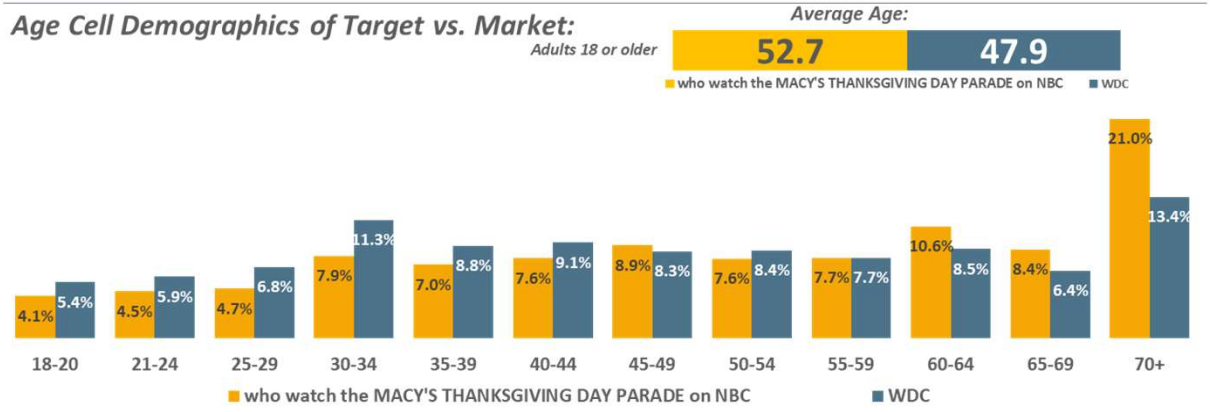
Gender of Target vs. Market: Adults 18 or older



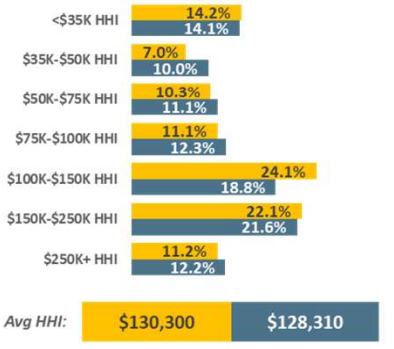
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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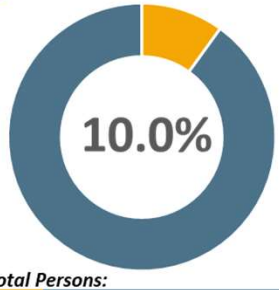
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Seattle

10.% or 447,240 of SEA DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 54.4 years old (12.7% older than average) and have a $136,234 (14.9% higher than average) annual household income.

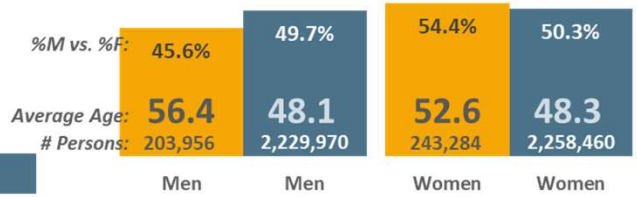
Percent of Market: Adults 18 or older



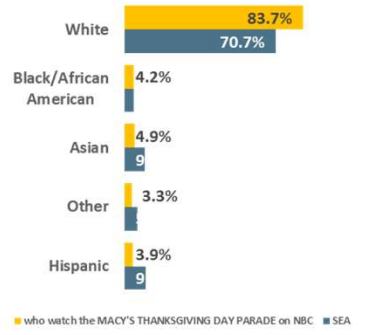
Total Persons:

447,240 | 4,041,190

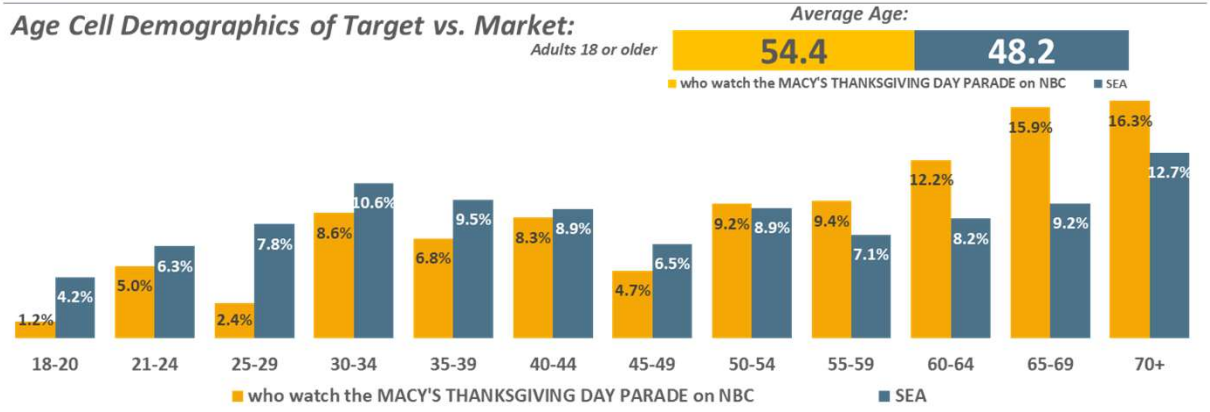
Gender of Target vs. Market: Adults 18 or older



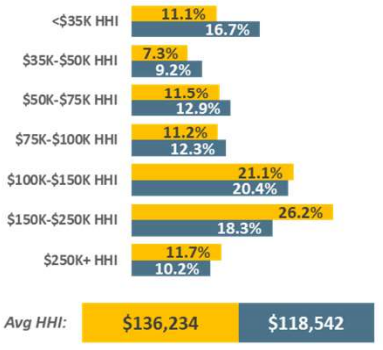
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



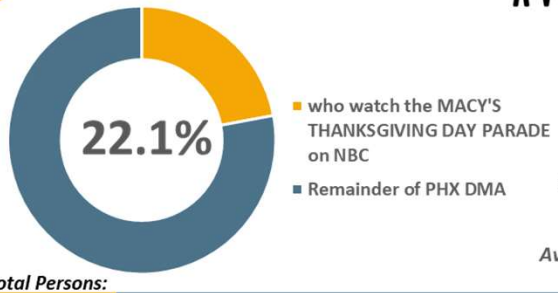
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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22.1% or 1,017,844 of PHX DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 54.8 years old (11.7% older than average) and have a $98,711 (6.1% higher than average) annual household income.

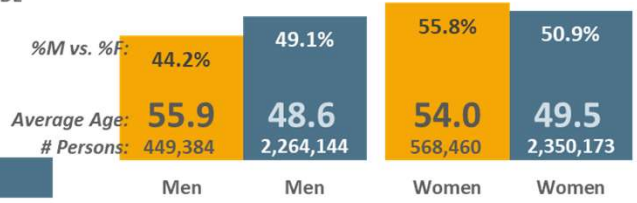
Percent of Market: Adults 18 or older



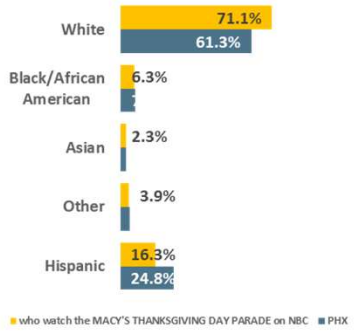
Total Persons:

1,017,844	3,596,473

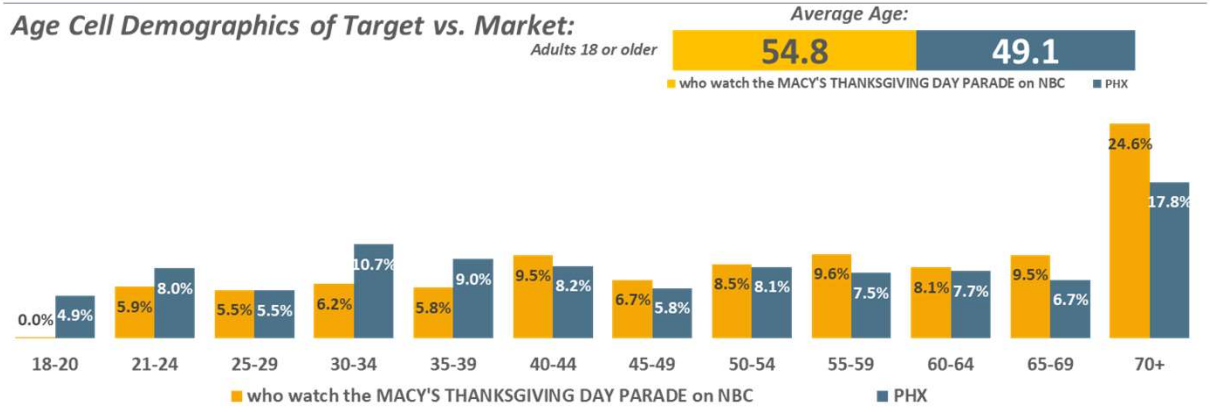
Gender of Target vs. Market: Adults 18 or older



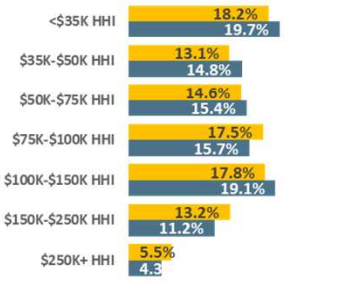
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$98,711	$92,998

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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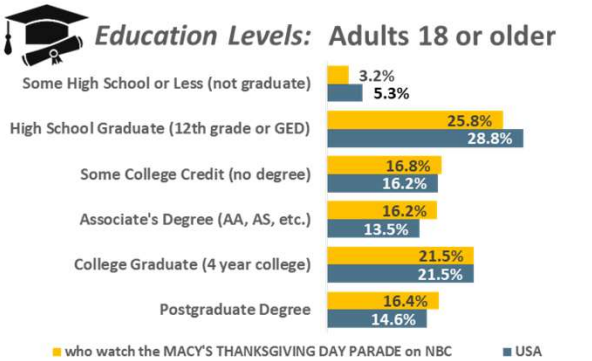
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



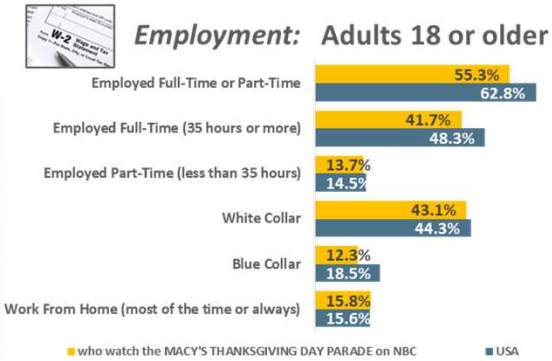
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.% more likely to be a college graduate, 13.7% less likely to work full-time, 16.4% more likely to be married, 10.8% less likely to be a parent of 1 or more children under 18.

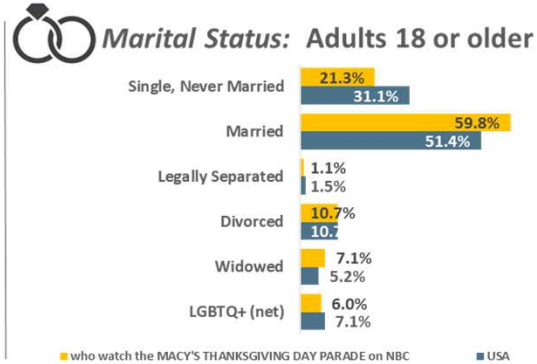
Education Levels: Adults 18 or older



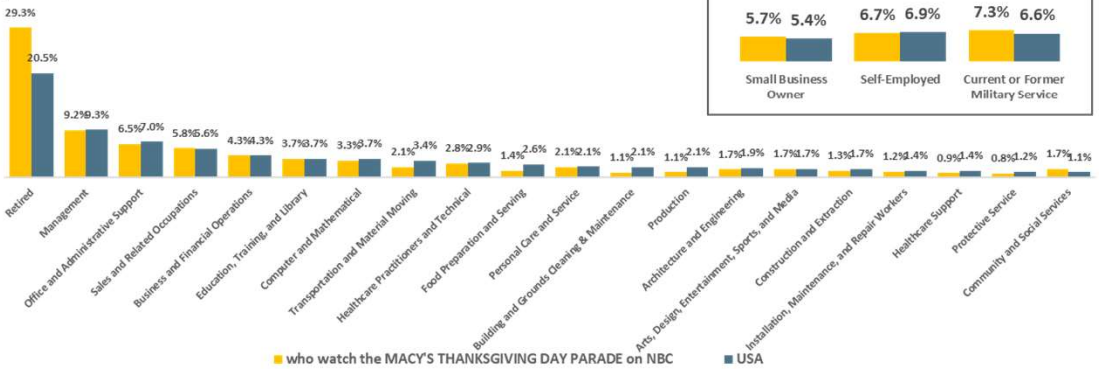
Employment: Adults 18 or older



Marital Status: Adults 18 or older

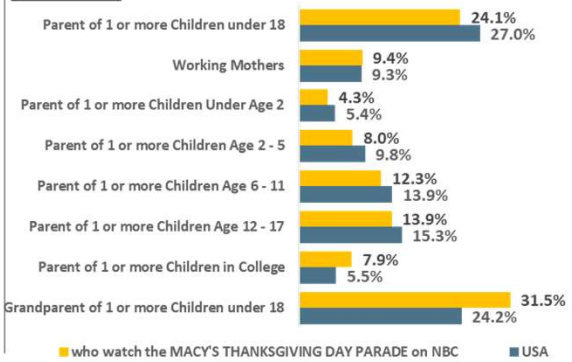


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

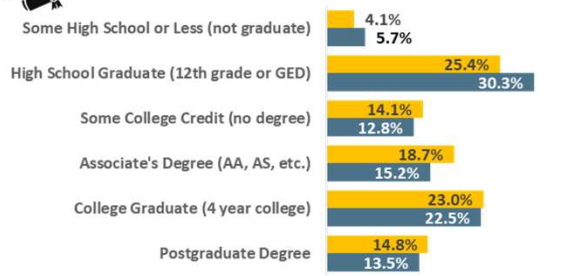


NBC 5 CHICAGO

17.2% or 1,301,560 of CHI DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 4.9% more likely to be a college graduate, 23.5% less likely to work full-time, 19.5% more likely to be married, 15.1% less likely to be a parent of 1 or more children under 18.

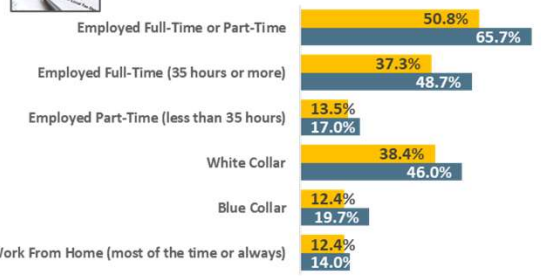
Education Levels: Adults 18 or older





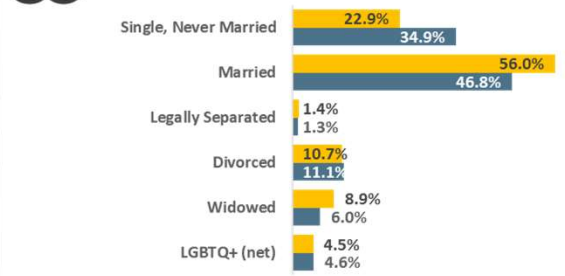
Employment: Adults 18 or older





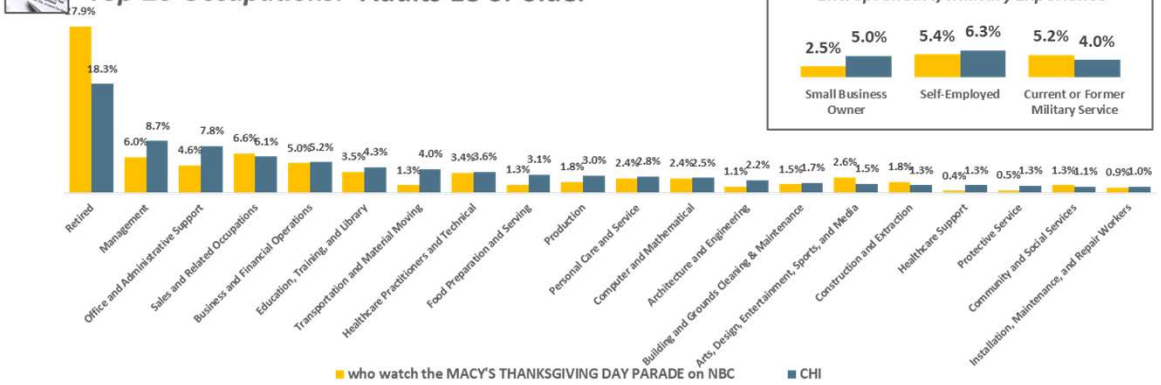
Marital Status: Adults 18 or older





Top-20 Occupations: Adults 18 or older

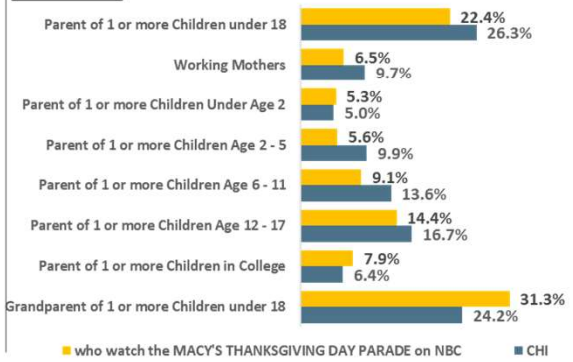




Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

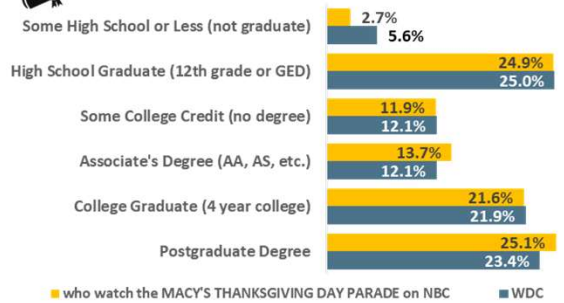


4 WASHINGTON

21.1% or 1,190,574 of WDC DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 3.4% more likely to be a college graduate, 14.6% less likely to work full-time, 13.8% more likely to be married, 15.1% less likely to be a parent of 1 or more children under 18.

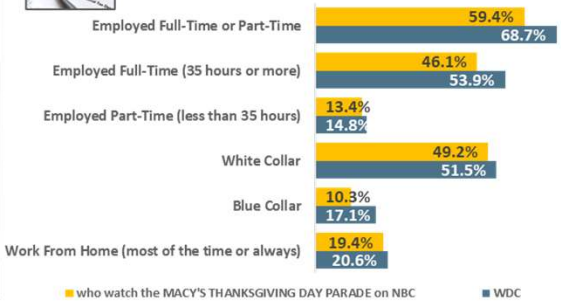
Education Levels: Adults 18 or older





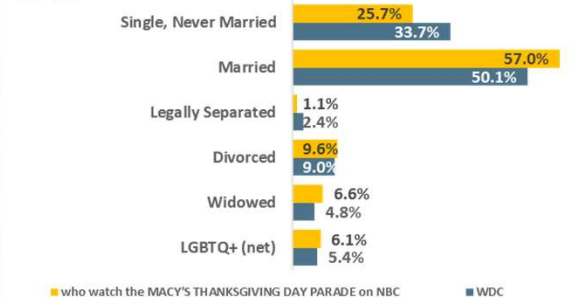
Employment: Adults 18 or older





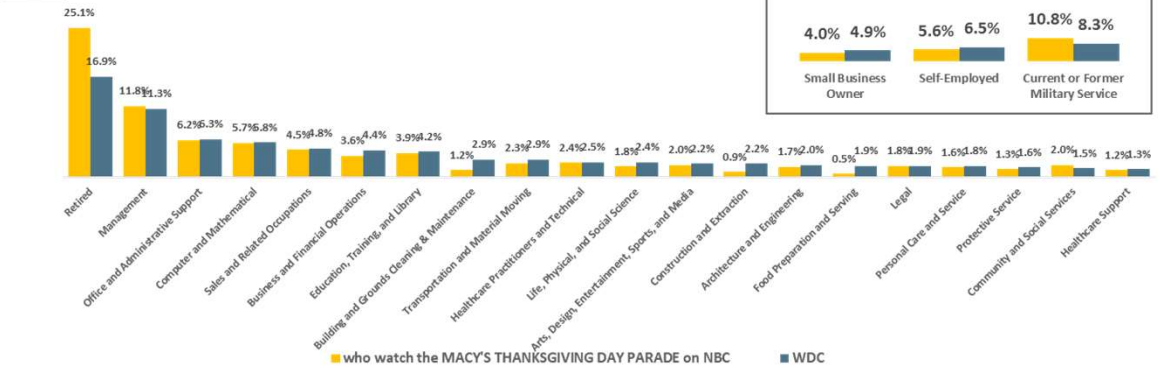
Marital Status: Adults 18 or older





Top-20 Occupations: Adults 18 or older

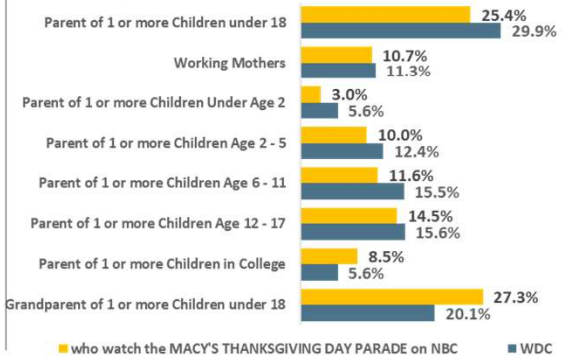




Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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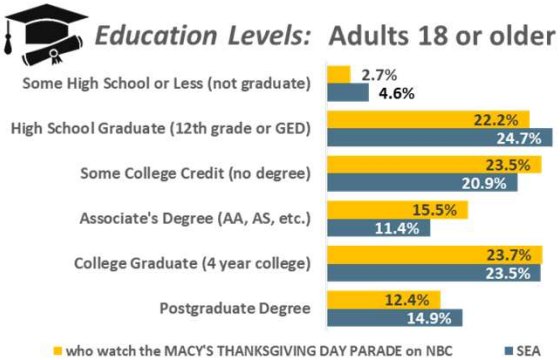
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



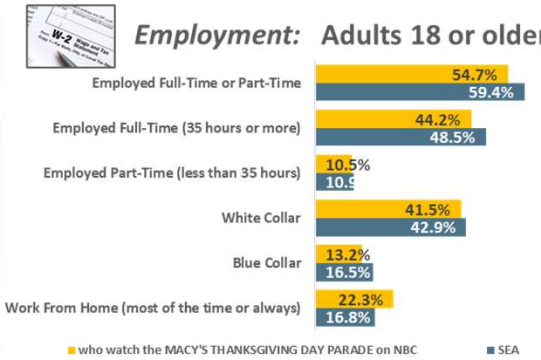
Seattle

10.% or 447,240 of SEA DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.9% less likely to be a college graduate, 8.8% less likely to work full-time, 18.% more likely to be married, 21.4% less likely to be a parent of 1 or more children under 18.

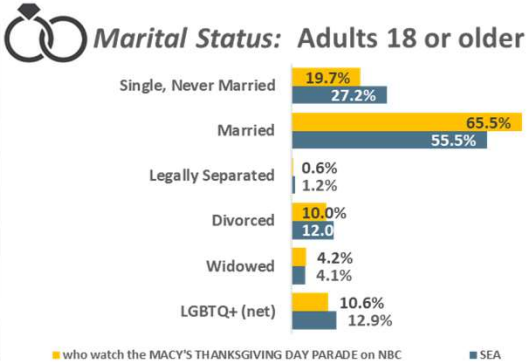
Education Levels: Adults 18 or older



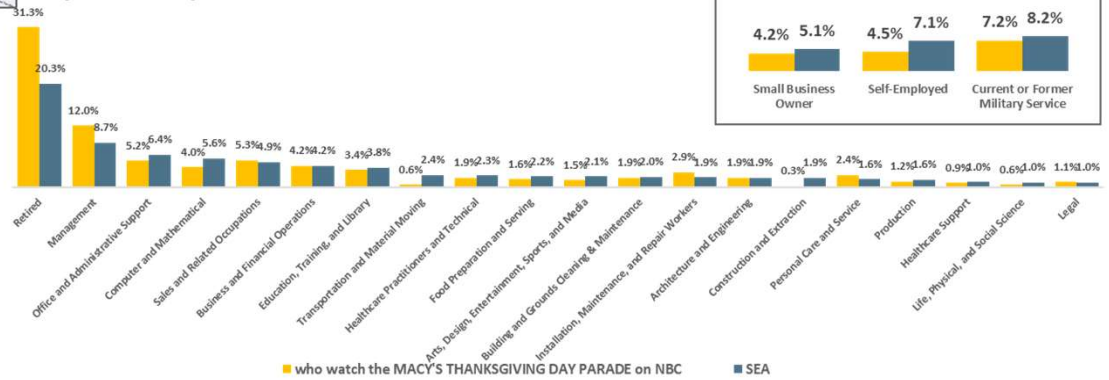
Employment: Adults 18 or older



Marital Status: Adults 18 or older

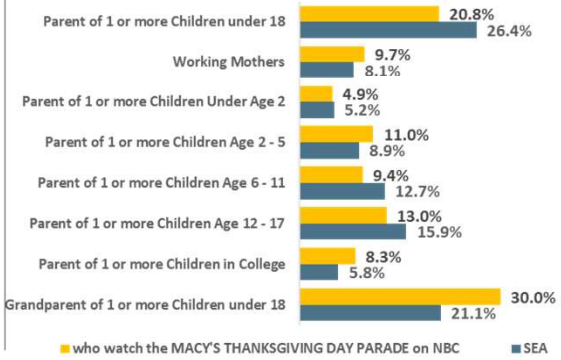


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

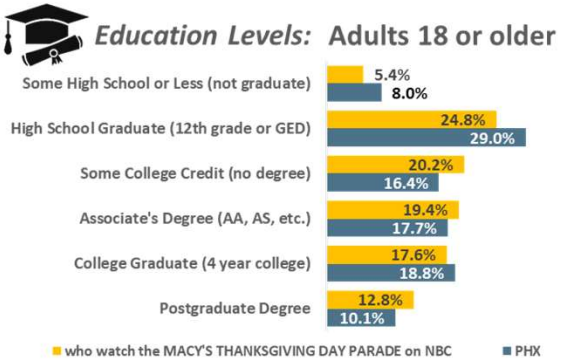
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

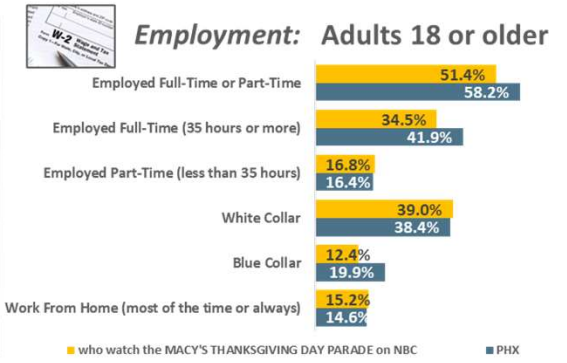


22.1% or 1,017,844 of PHX DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.2% more likely to be a college graduate, 17.5% less likely to work full-time, 9.7% more likely to be married, 2.6% less likely to be a parent of 1 or more children under 18.

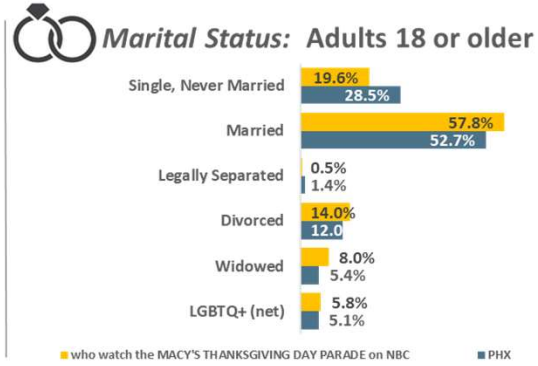
Education Levels: Adults 18 or older



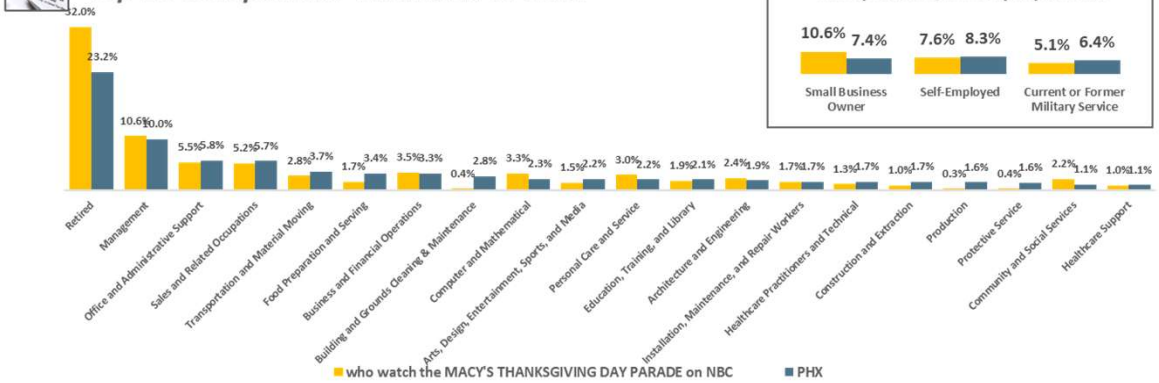
Employment: Adults 18 or older



Marital Status: Adults 18 or older

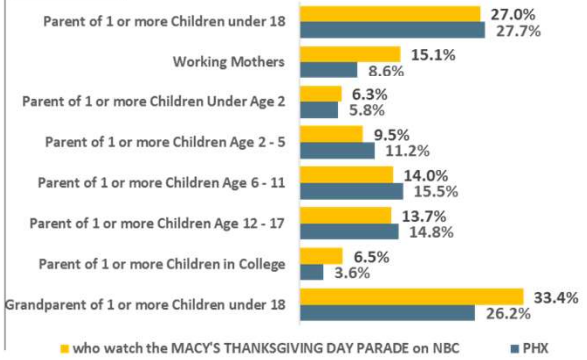


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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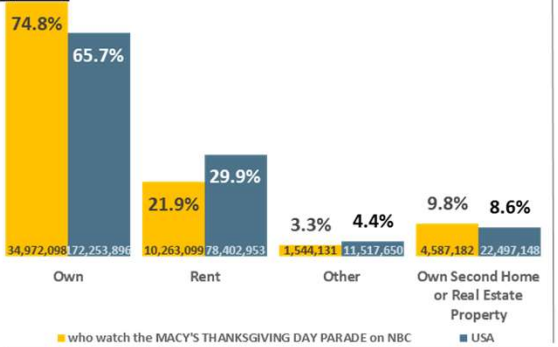
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



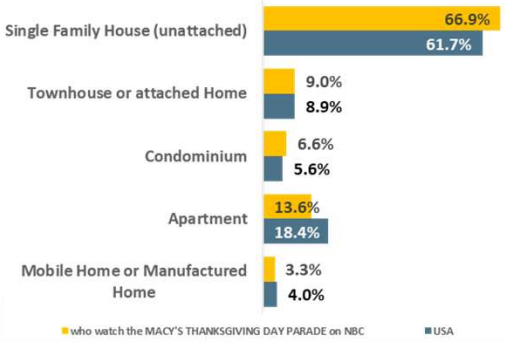
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 13.8% more likely to own their home, 20.1% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 3.4% more likely to have a dog.

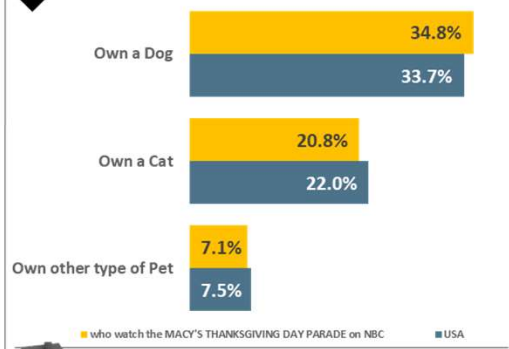
Own/Rent/Other: Adults 18 or older



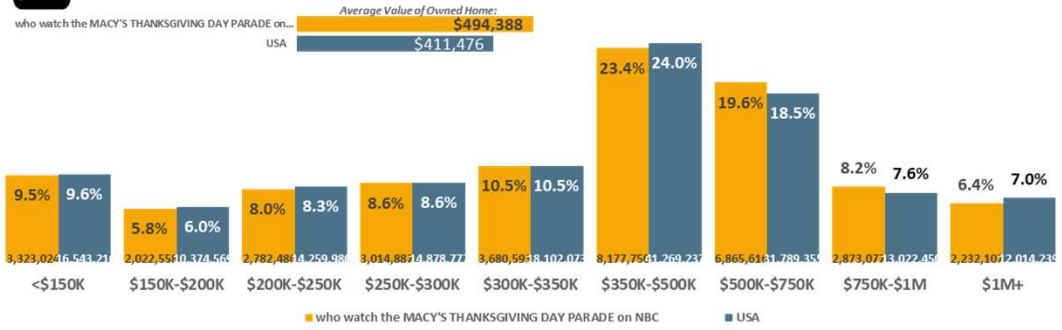
Type of Home: Adults 18 or older



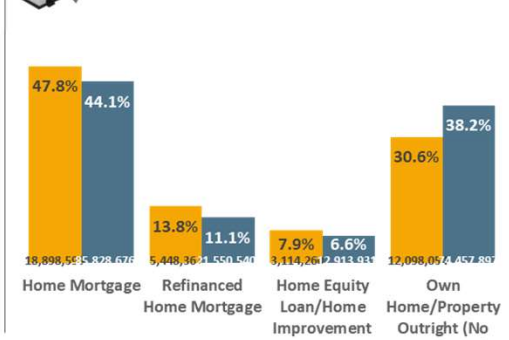
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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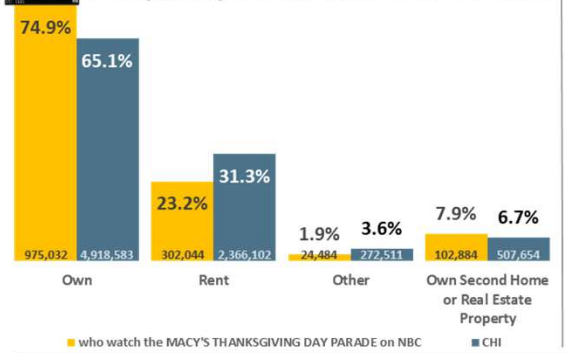
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

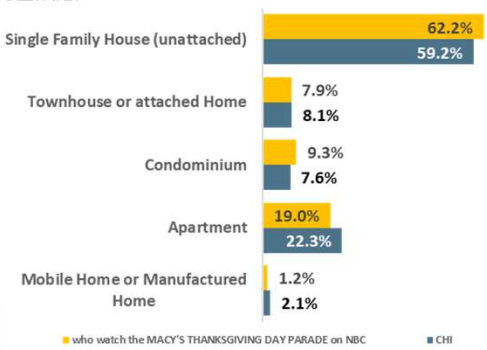


17.2% or 1,301,560 of CHI DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 15.1% more likely to own their home, 5.1% more likely to own a lower valued home, 5.% more likely to have a single-family home, 1.6% more likely to have a dog.

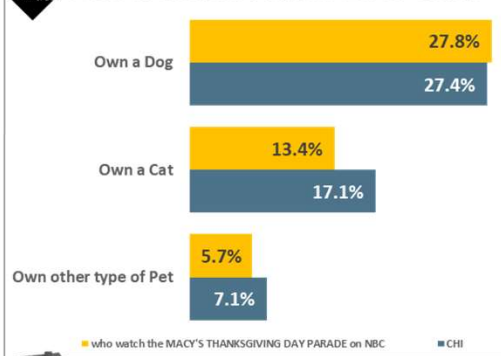
Own/Rent/Other: Adults 18 or older



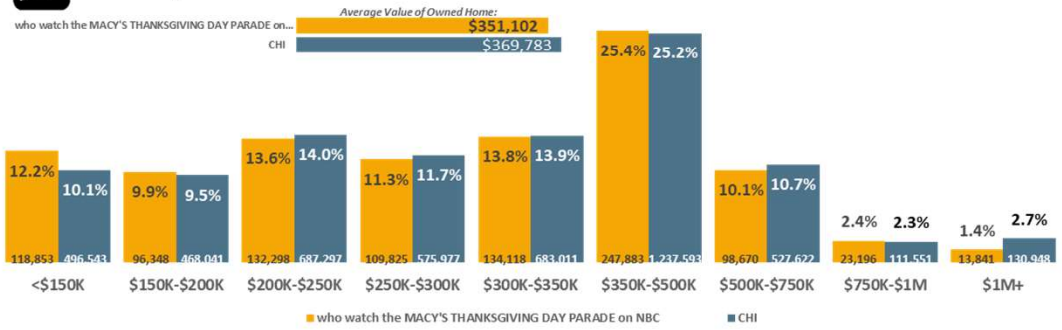
Type of Home: Adults 18 or older



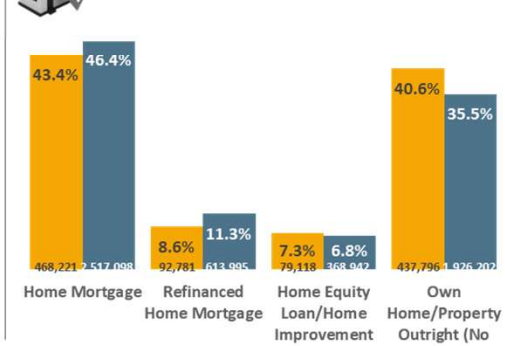
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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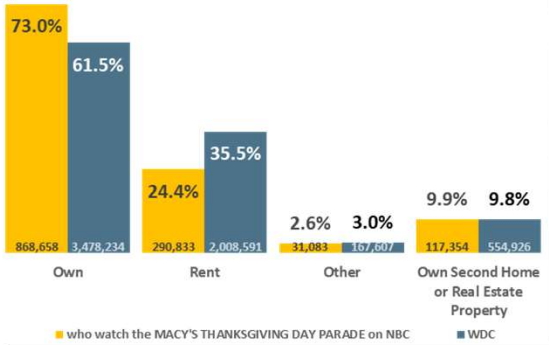
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



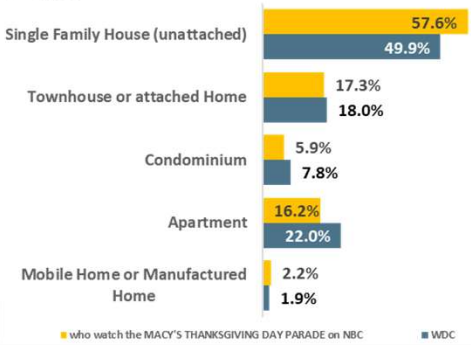
4 WASHINGTON

21.1% or 1,190,574 of WDC DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 18.6% more likely to own their home, 2.3% more likely to own a higher valued home, 15.4% more likely to have a single-family home, 9.% more likely to have a dog.

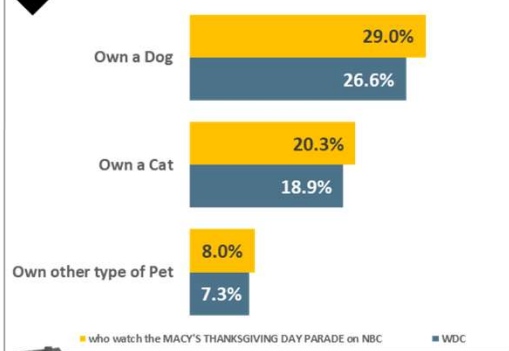
Own/Rent/Other: Adults 18 or older



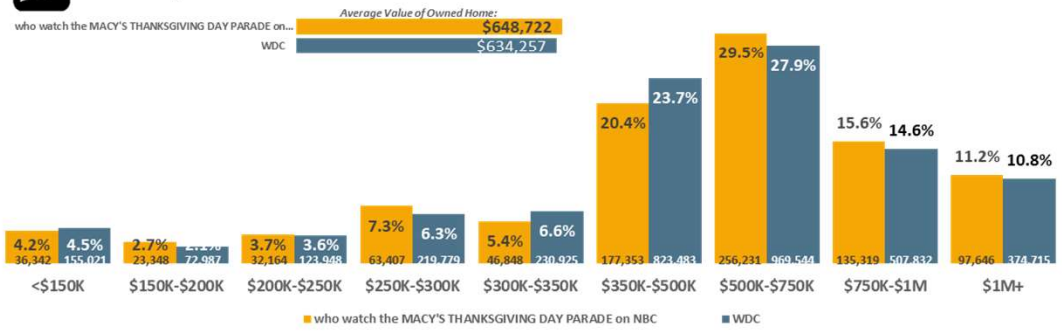
Type of Home: Adults 18 or older



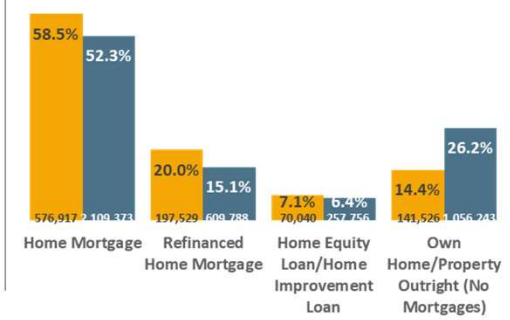
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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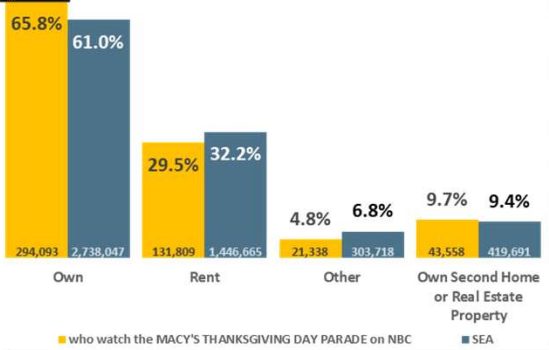
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



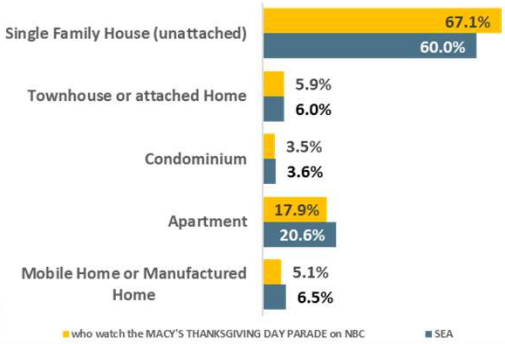
Seattle

10.% or 447,240 of SEA DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 7.8% more likely to own their home, .7% more likely to own a higher valued home, 11.8% more likely to have a single-family home, 12.5% more likely to have a dog.

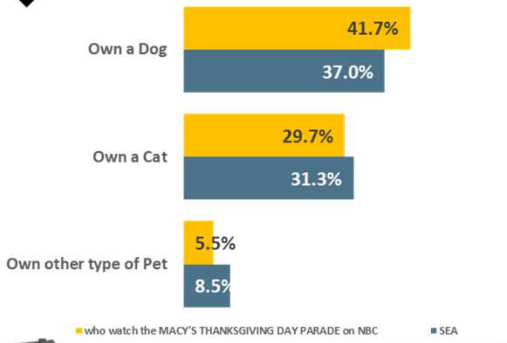
Own/Rent/Other: Adults 18 or older



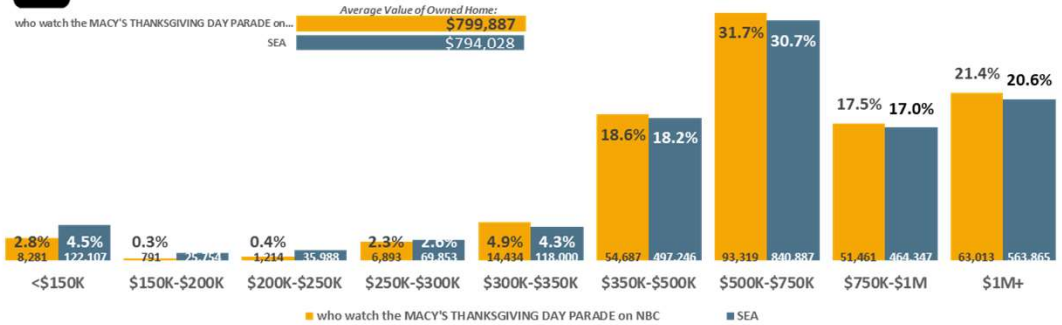
Type of Home: Adults 18 or older



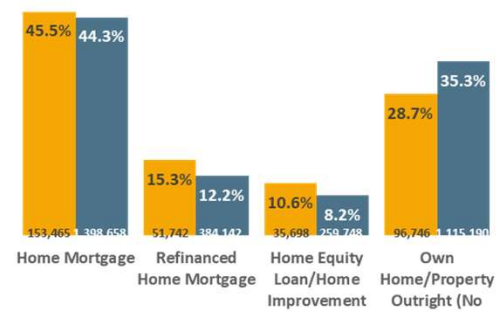
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

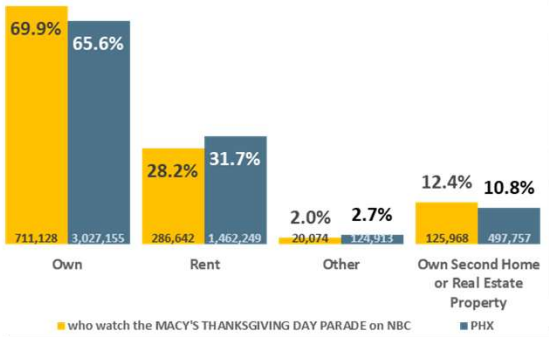
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

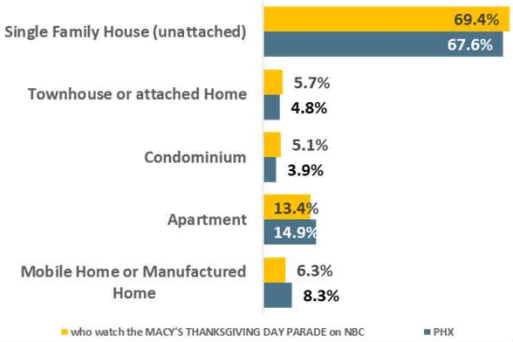


22.1% or 1,017,844 of PHX DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 6.5% more likely to own their home, 3.4% more likely to own a higher valued home, 2.6% more likely to have a single-family home, .5% less likely to have a dog.

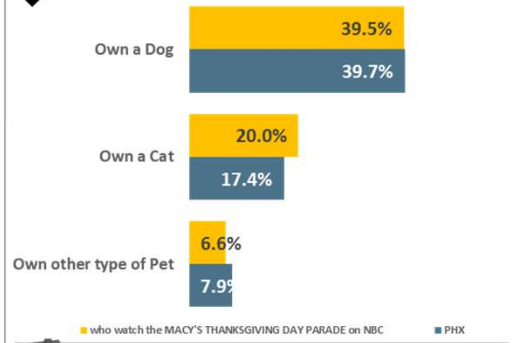
Own/Rent/Other: Adults 18 or older



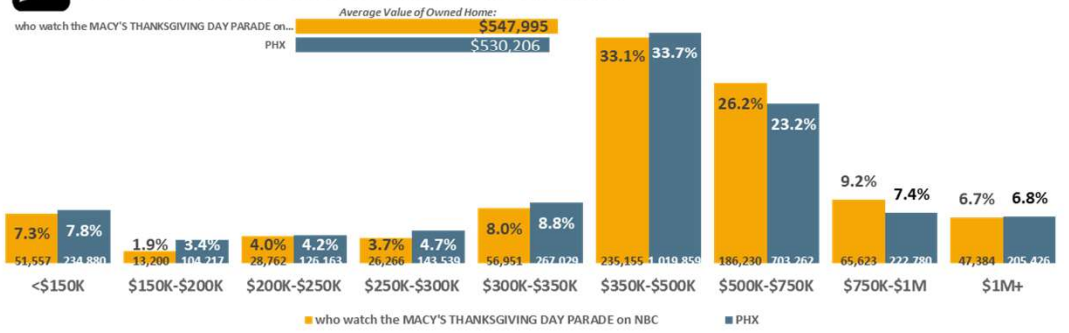
Type of Home: Adults 18 or older



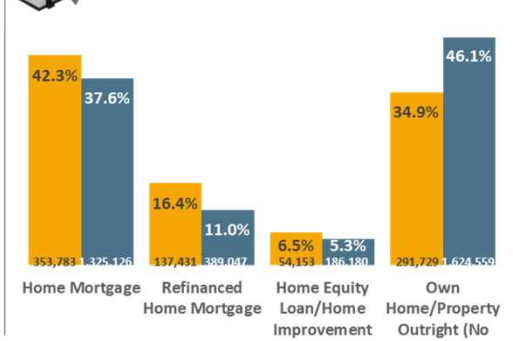
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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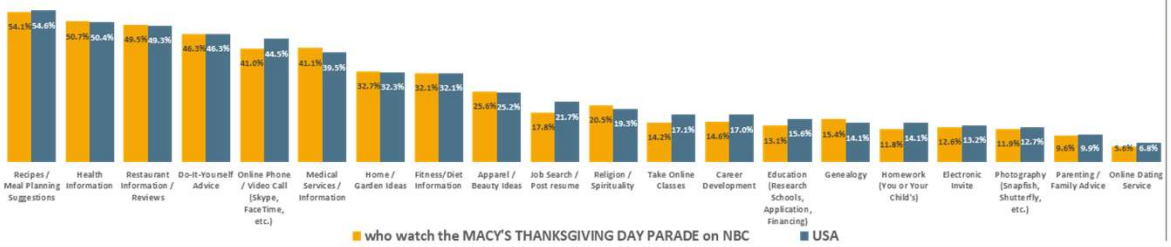
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



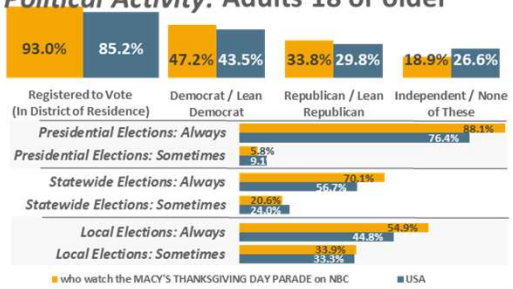
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are .1% less likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 6.1% more likely to belong to a gym, 4.9% more likely to fly domestic past yr.

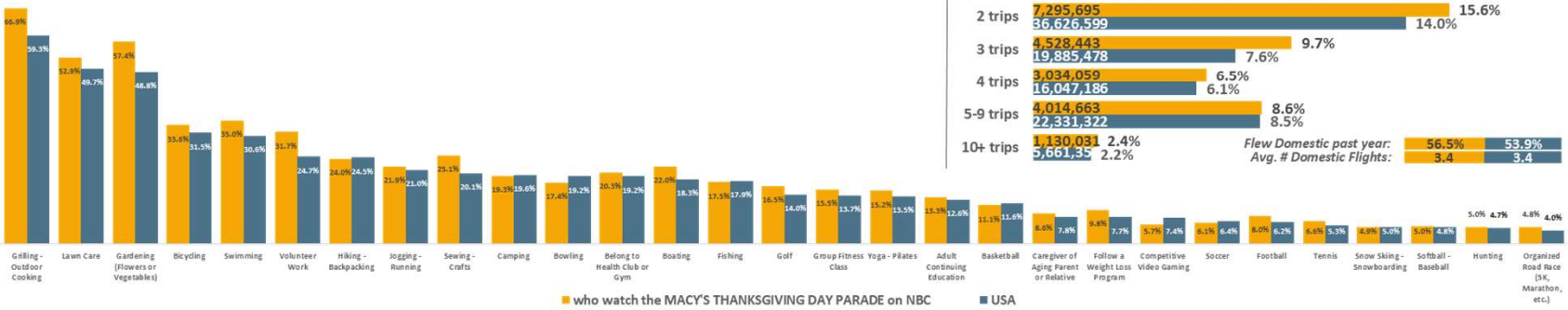
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

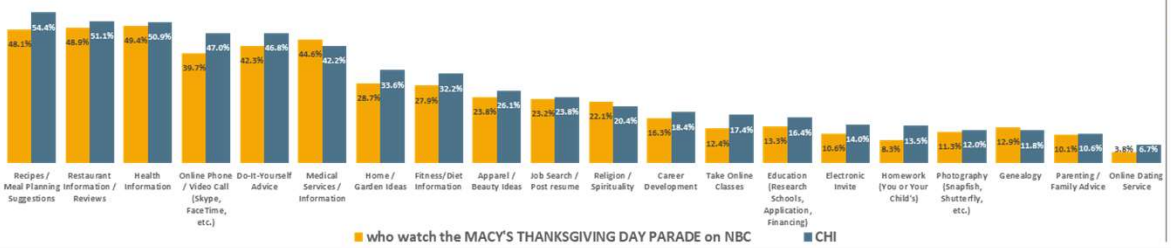
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



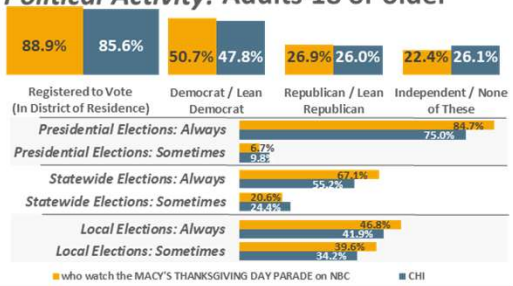
NBC 5 CHICAGO

17.2% or 1,301,560 of CHI DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 9.6% less likely to look up D-I-Y advice online, 11.6% more likely to always vote in local elections, 12.3% less likely to belong to a gym, .2% less likely to fly domestic past yr.

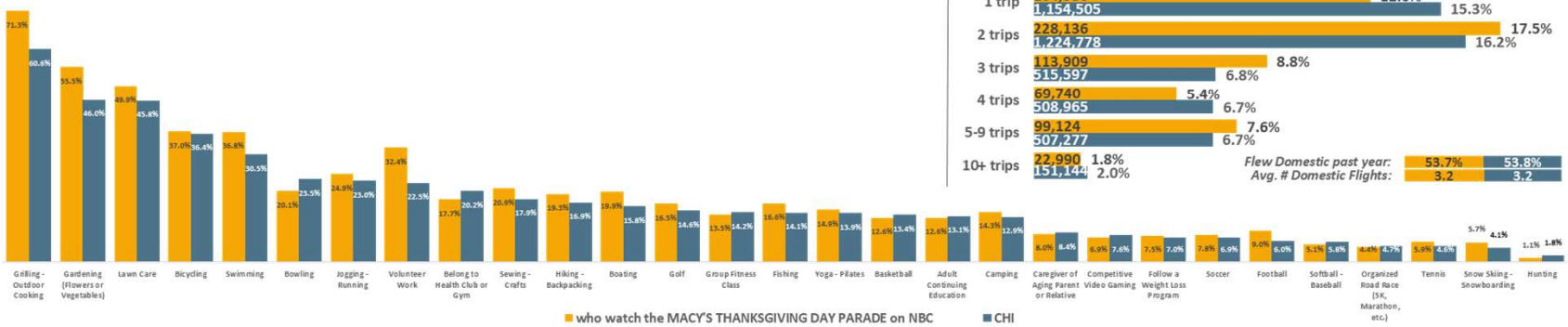
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

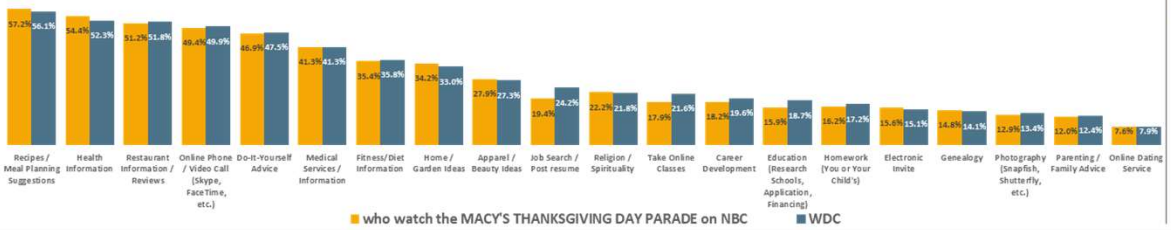
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

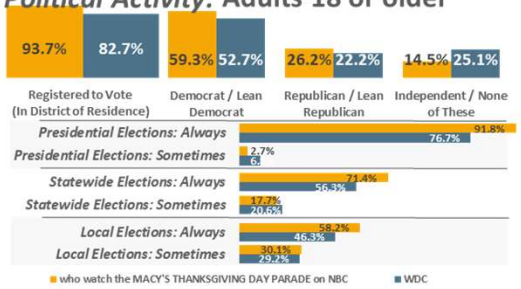


21.1% or 1,190,574 of WDC DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 1.2% less likely to look up D-I-Y advice online, 25.5% more likely to always vote in local elections, 16.5% more likely to belong to a gym, 9.5% more likely to fly domestic past yr

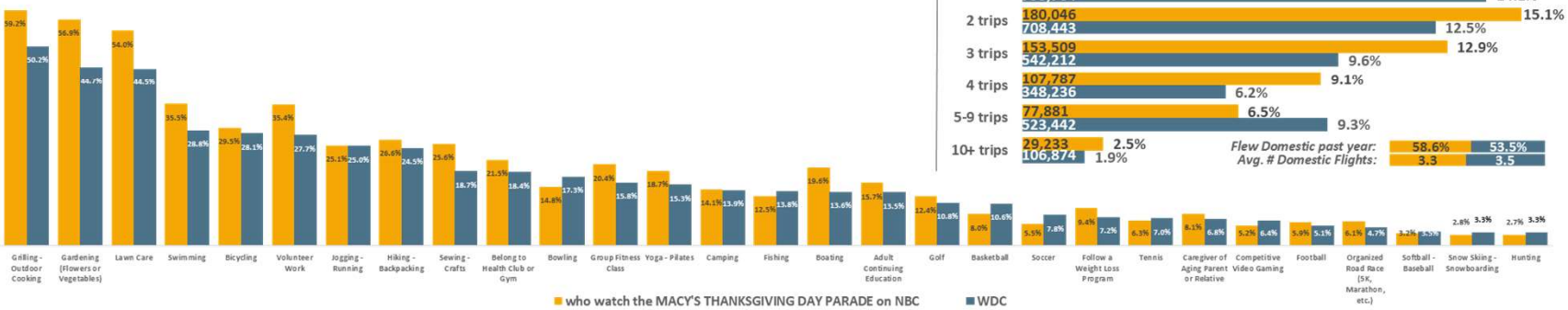
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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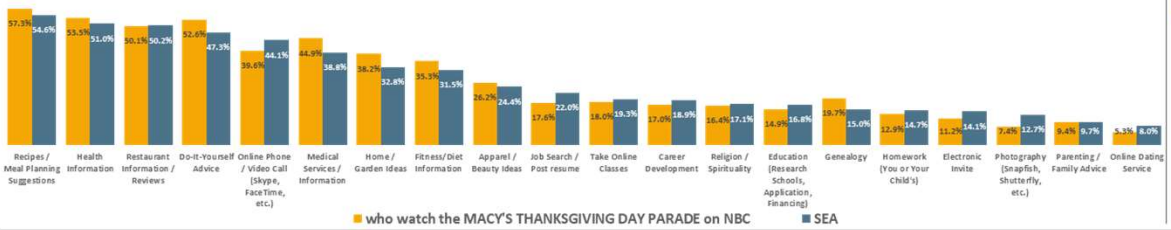
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



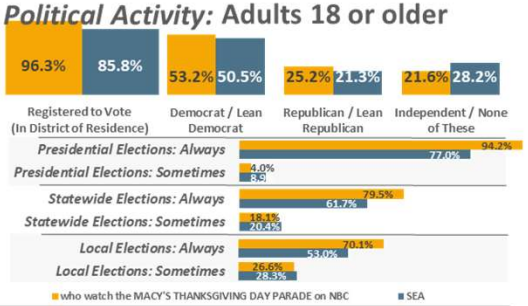
Seattle

10.% or 447,240 of SEA DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 11.3% more likely to look up D-I-Y advice online, 32.3% more likely to always vote in local elections, 23.8% more likely to belong to a gym, 4.6% more likely to fly domestic past y

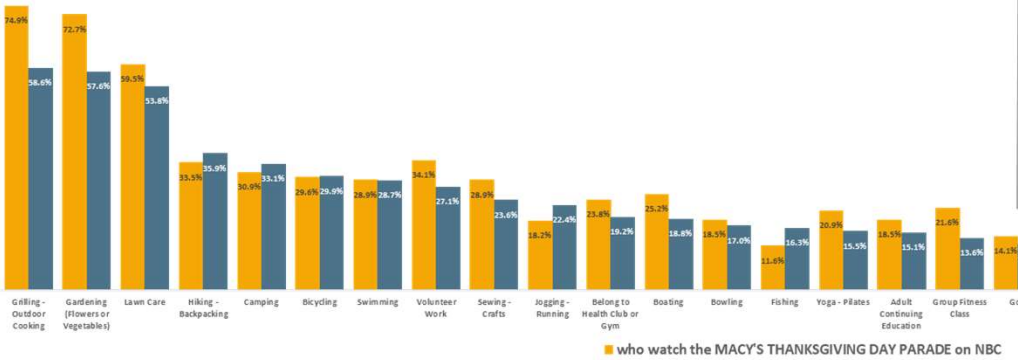
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



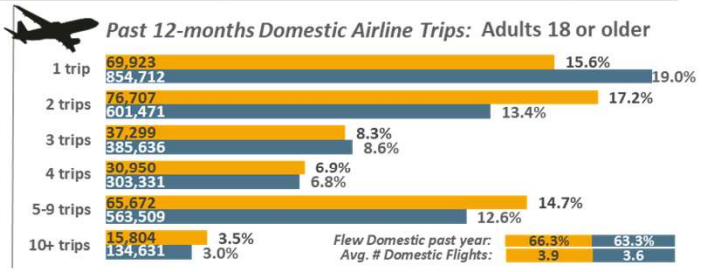
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

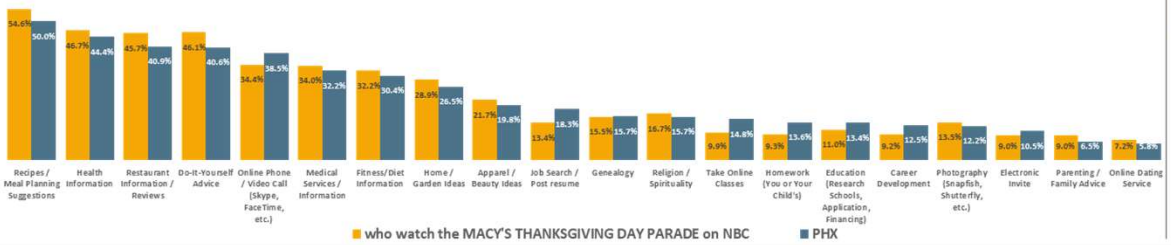
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

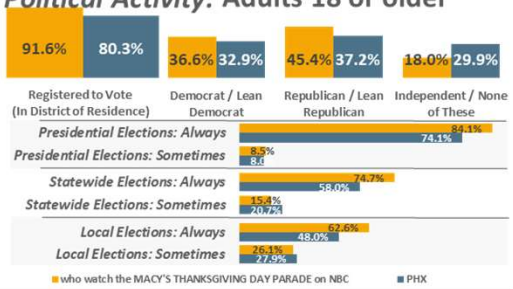


22.1% or 1,017,844 of PHX DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 13.6% more likely to look up D-I-Y advice online, 30.4% more likely to always vote in local elections, 7.7% less likely to belong to a gym, 2.5% more likely to fly domestic past yr

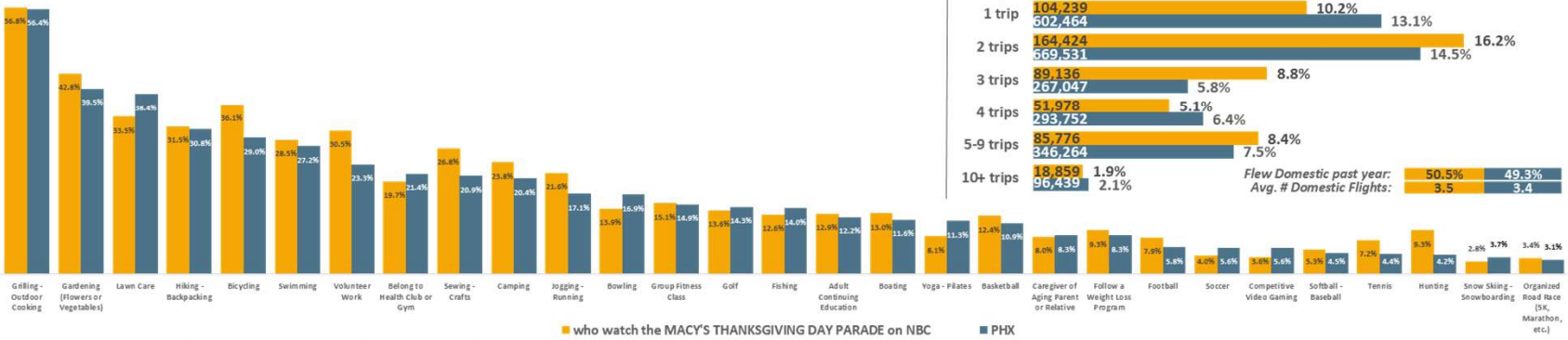
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

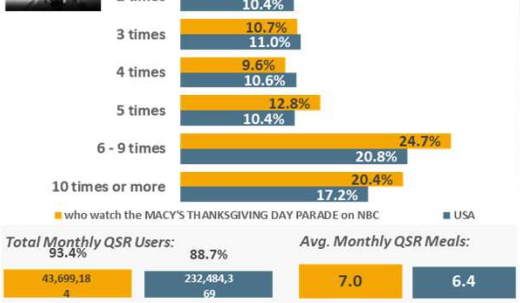


NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.3% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 8.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



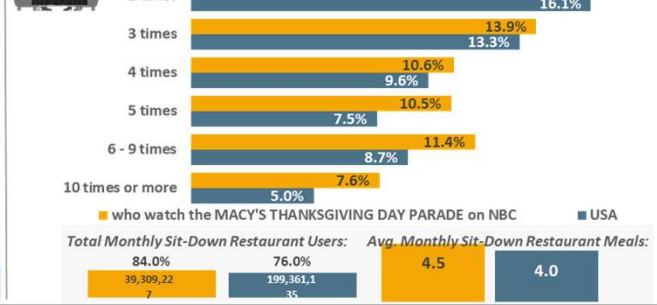


Total Monthly QSR Users:
93.4%
43,699,184
88.7%
232,484,369

Avg. Monthly QSR Meals:
7.0
6.4

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





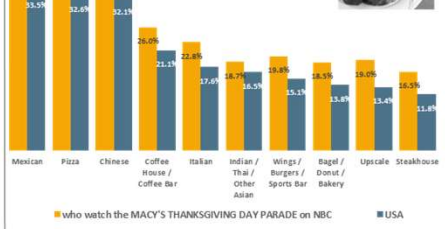
Total Monthly Sit-Down Restaurant Users:
84.0%
39,309,227
76.0%
199,361,135

Avg. Monthly Sit-Down Restaurant Meals:
4.5
4.0

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.)

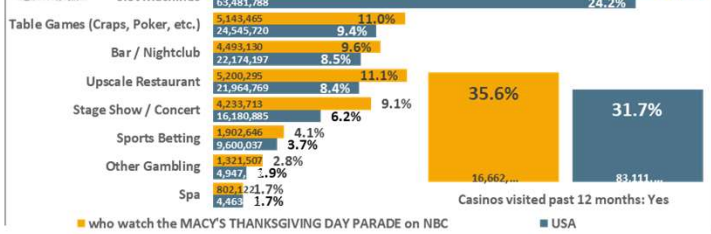
who watch the MACY'S THANKSGIVING DAY PARADE...	8,148,761	17.4%
USA	[illegible]	17.4%

Drank Past 30-days: Adults 18 or older



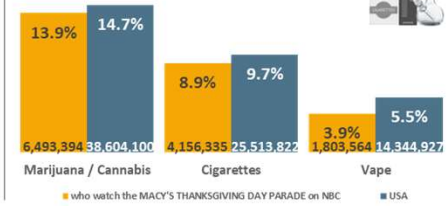
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



NBC 5 CHICAGO

17.2% or 1,301,560 of CHI DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 4.8% more likely to use QSRs past mo., 3.2% more likely to use Sit-Down Restaurants past mo., 15.% more likely to use Casinos past yr., 19.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



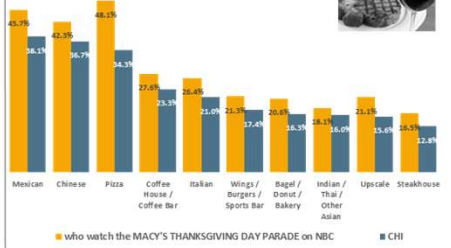
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

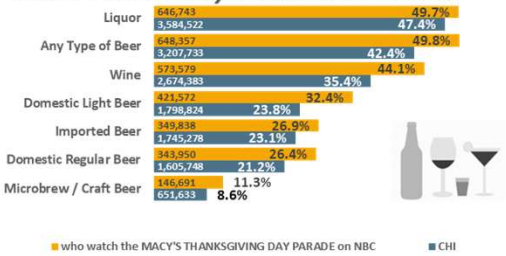




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

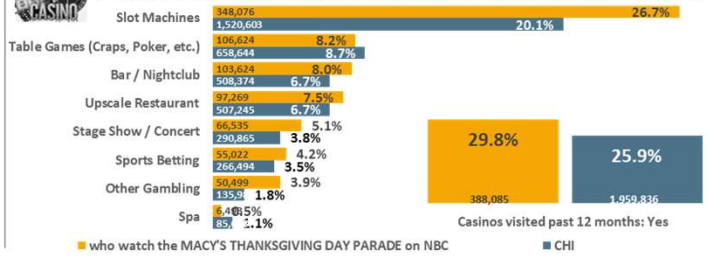


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WASHINGTON

21.1% or 1,190,574 of WDC DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.1% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 14.3% more likely to use Casinos past yr., 23.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.1% 1,119,864 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 7.5 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 85.7% 1,020,264 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 4.3

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 watch the MACY'S THANKSGIVING DAY PARADE... 309,659 26.0%

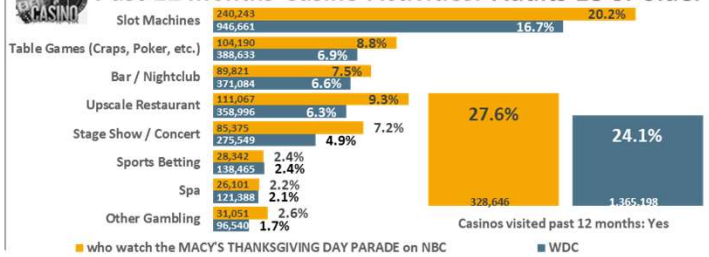
WDC 1,438,719 25.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





27.6% 328,646 | 24.1% 1,365,198

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



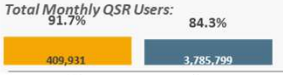
Seattle

10.% or 447,240 of SEA DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 8.7% more likely to use QSRs past mo., 15.7% more likely to use Sit-Down Restaurants past mo., 14.% more likely to use Casinos past yr., 49.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



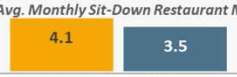
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

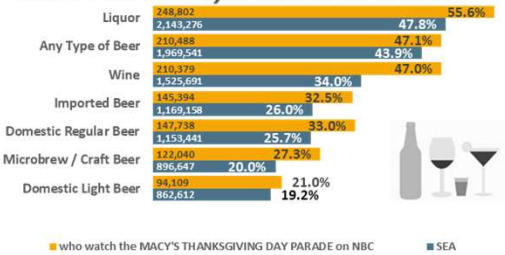
(Sit-Down Restaurants Used Past 30-days)



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

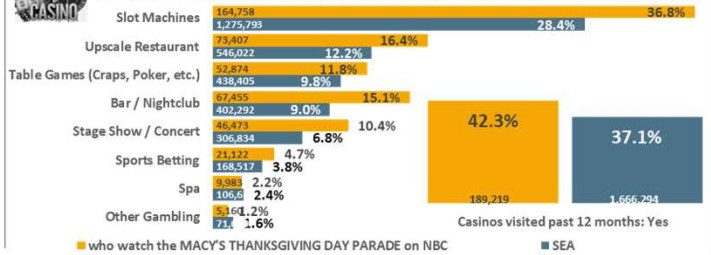


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



22.1% or 1,017,844 of PHX DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 3.2% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 19.4% more likely to use Casinos past yr., .5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



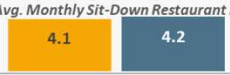
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

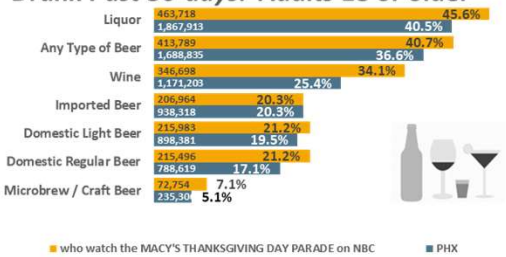
(Sit-Down Restaurants Used Past 30-days)



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

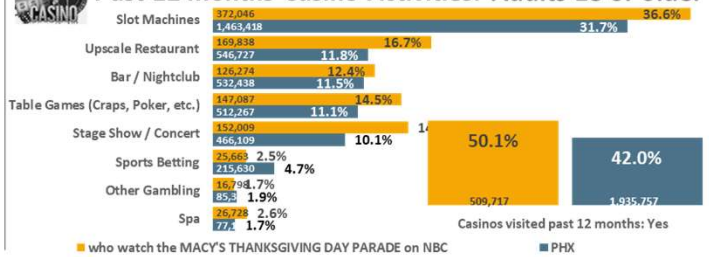


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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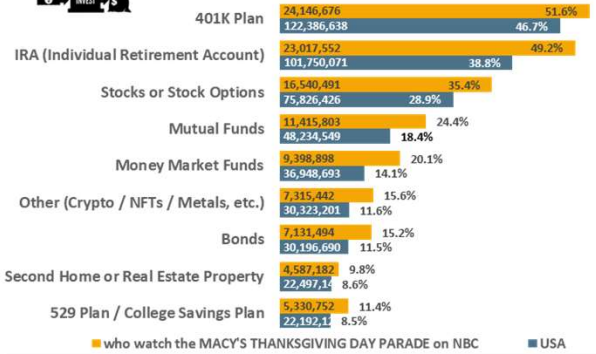
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



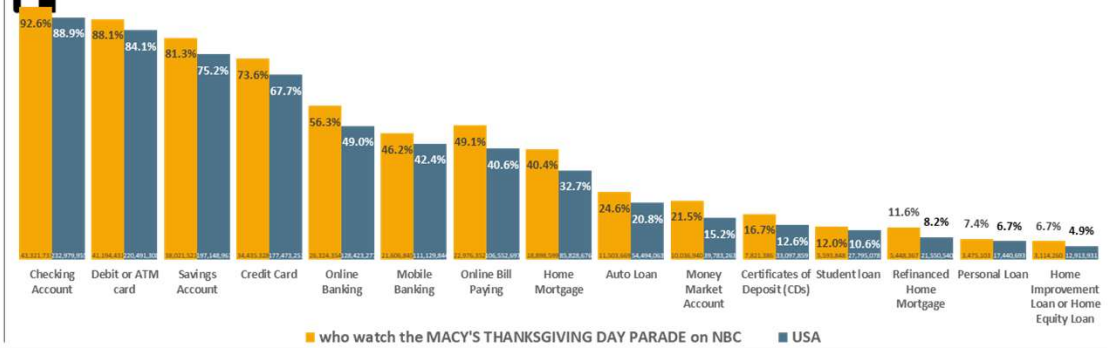
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 10.6% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 20.7% more likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



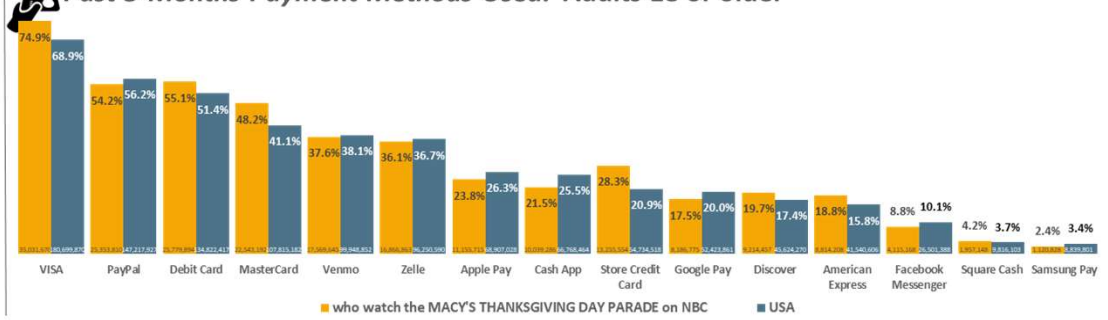
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

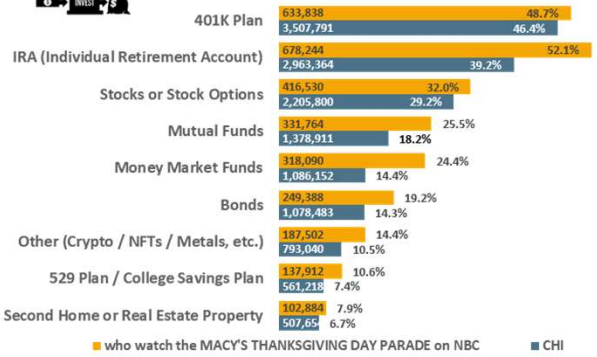
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



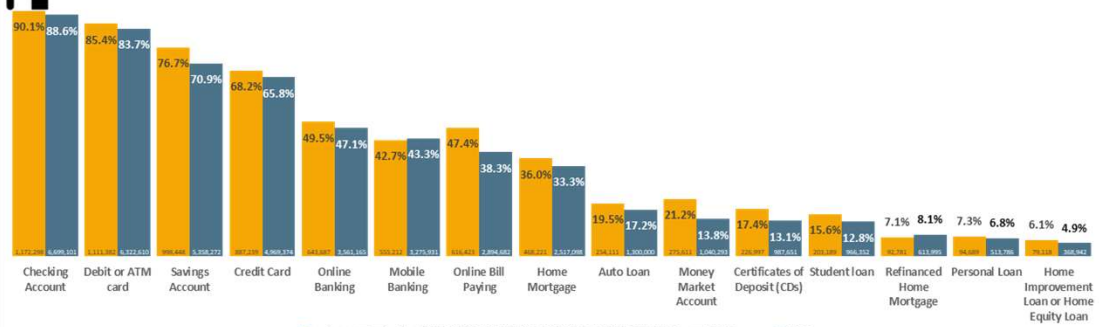
CHICAGO

17.2% or 1,301,560 of CHI DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 4.9% more likely to have a 401K, 13.5% more likely to have an Auto Loan, 17.6% more likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.

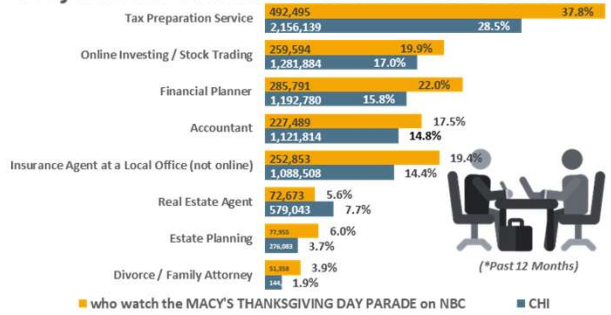
Investments Owned: Adults 18 or older



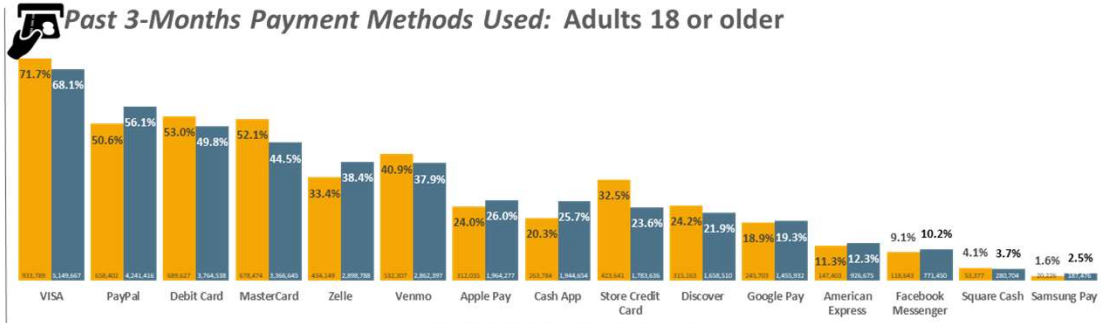
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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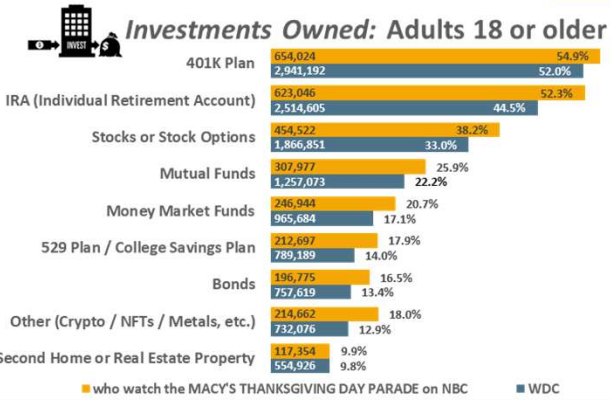
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



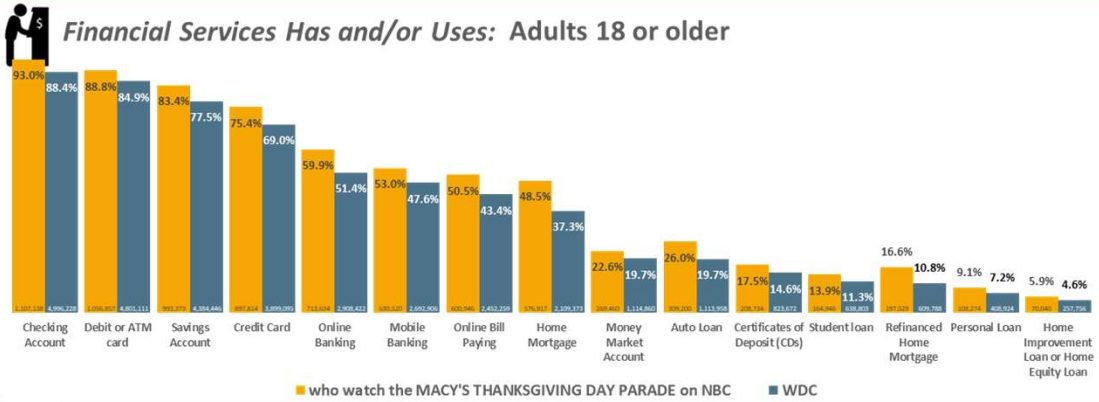
WASHINGTON

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Investments Owned: Adults 18 or older



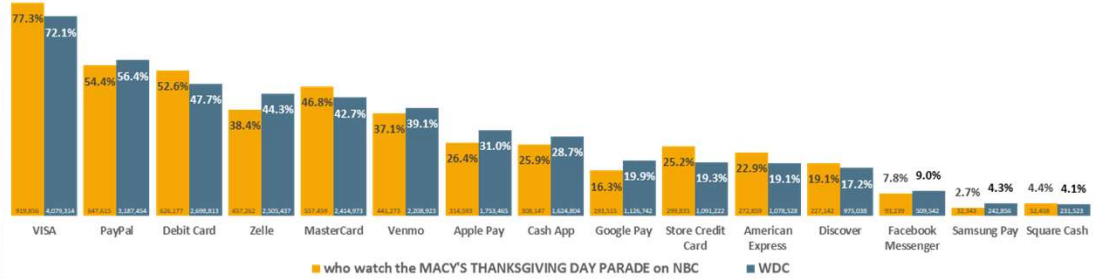
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



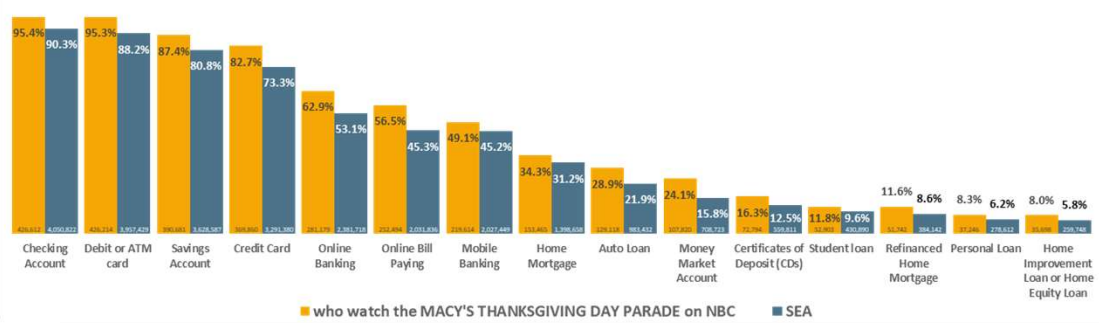
Seattle

10.% or 447,240 of SEA DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 19.1% more likely to have a 401K, 31.8% more likely to have an Auto Loan, 6.5% more likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



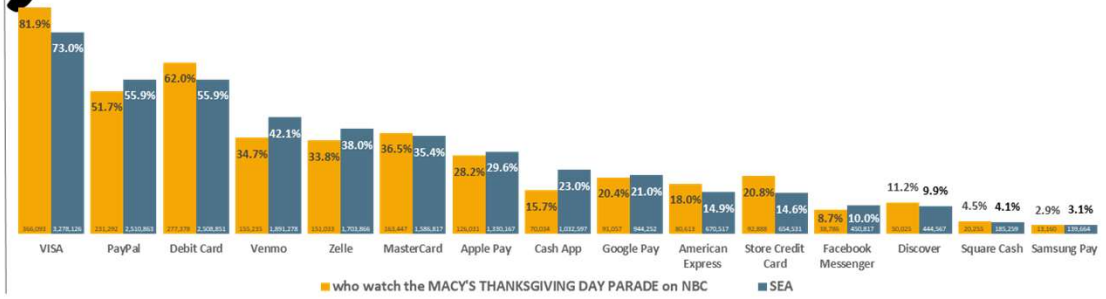
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

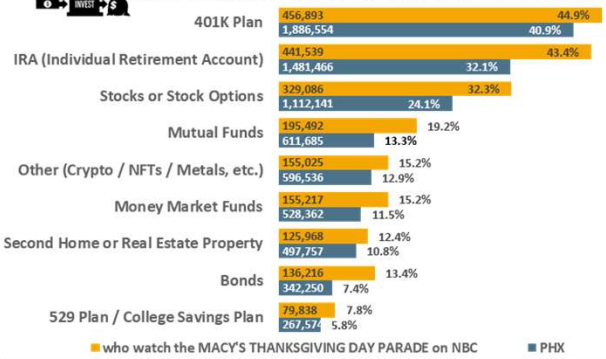
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

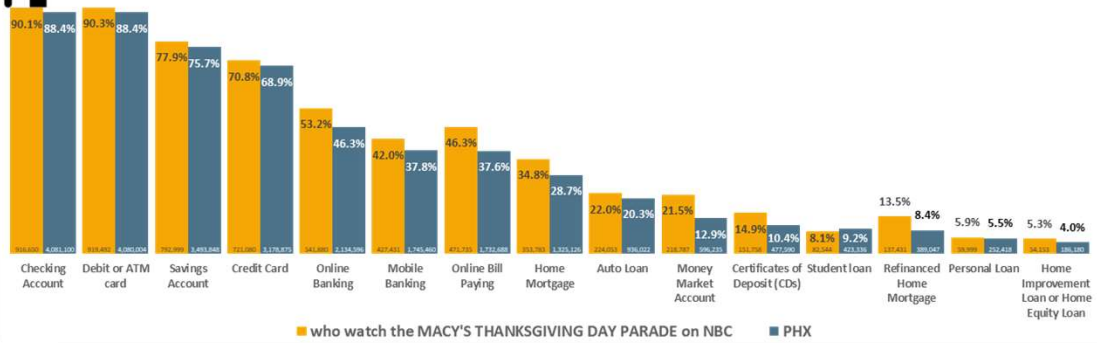


22.1% or 1,017,844 of PHX DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 9.8% more likely to have a 401K, 8.5% more likely to have an Auto Loan, 37.4% more likely to Invest/Trade Stocks Online, 3.1% less likely to pay with their Debit Card.

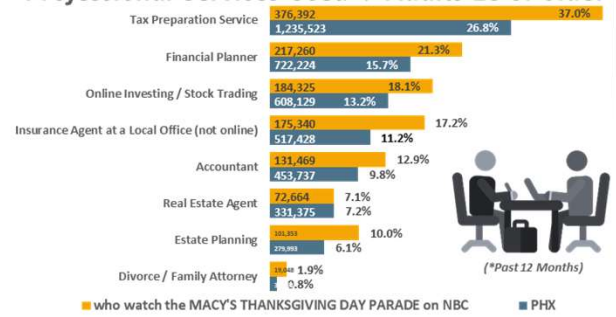
Investments Owned: Adults 18 or older



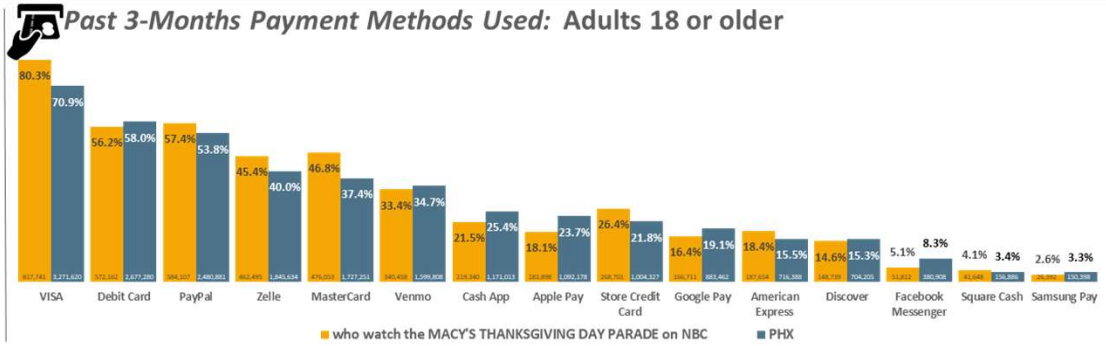
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



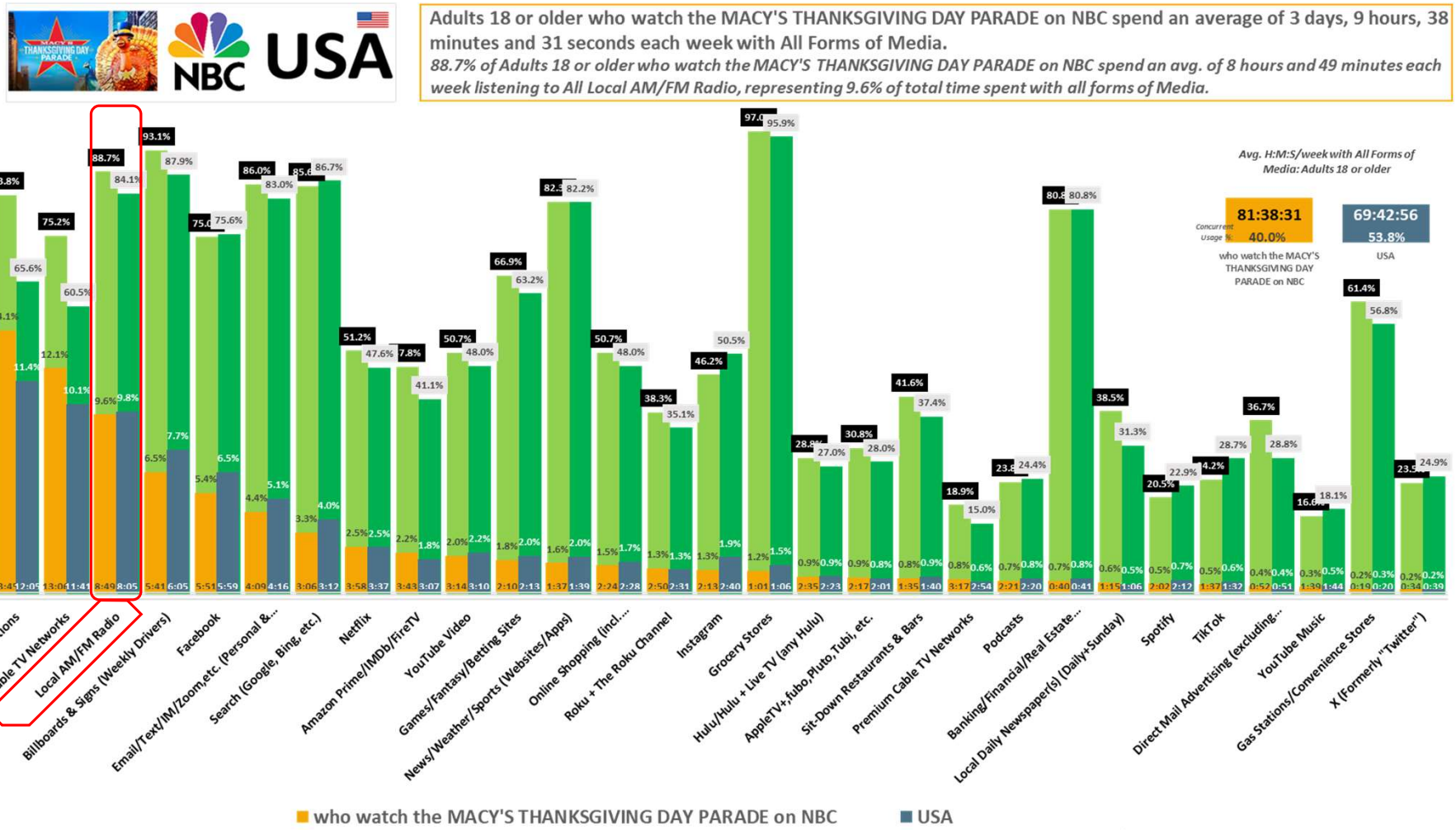
Past 3-Months Payment Methods Used: Adults 18 or older



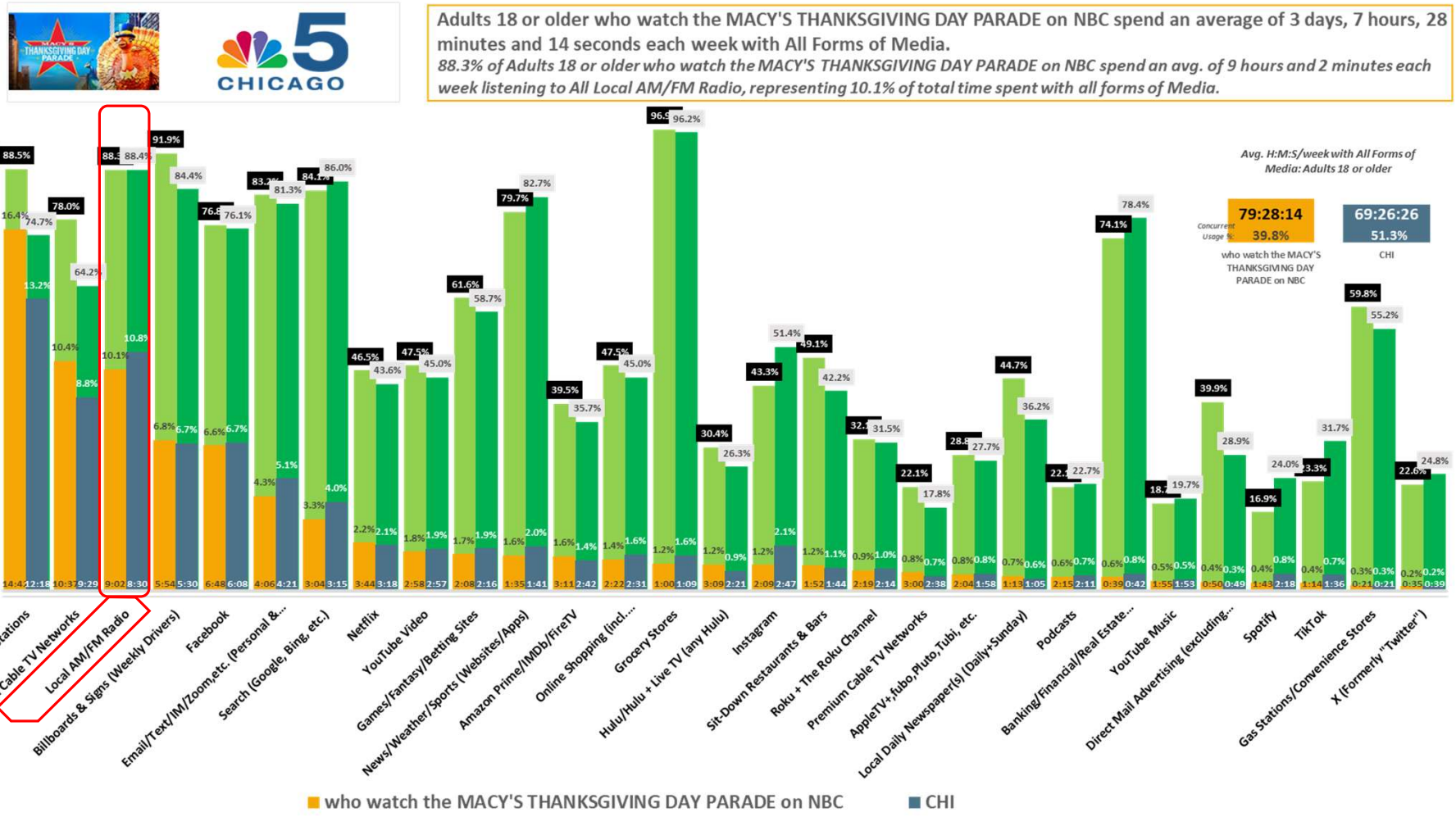
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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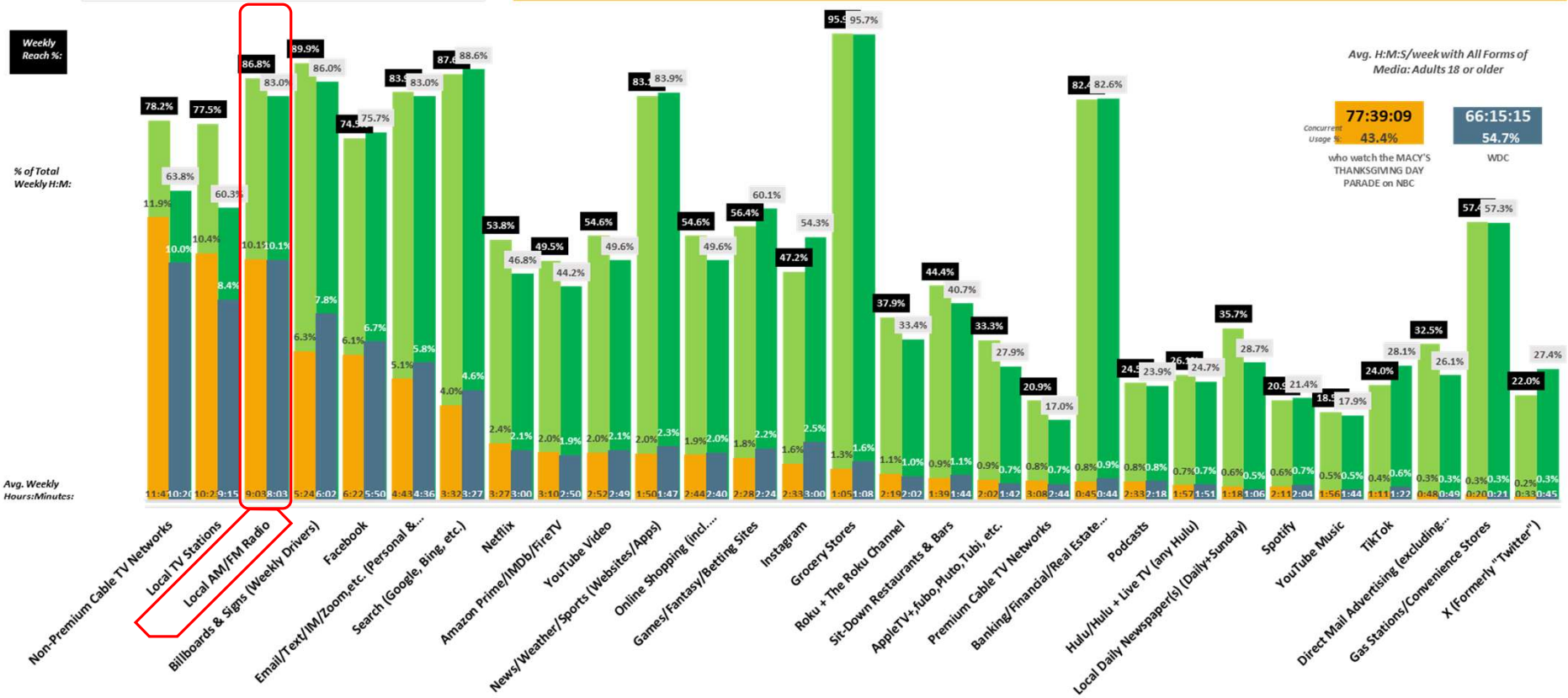
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WASHINGTON

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 3 days, 5 hours, 39 minutes and 9 seconds each week with All Forms of Media.

86.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.

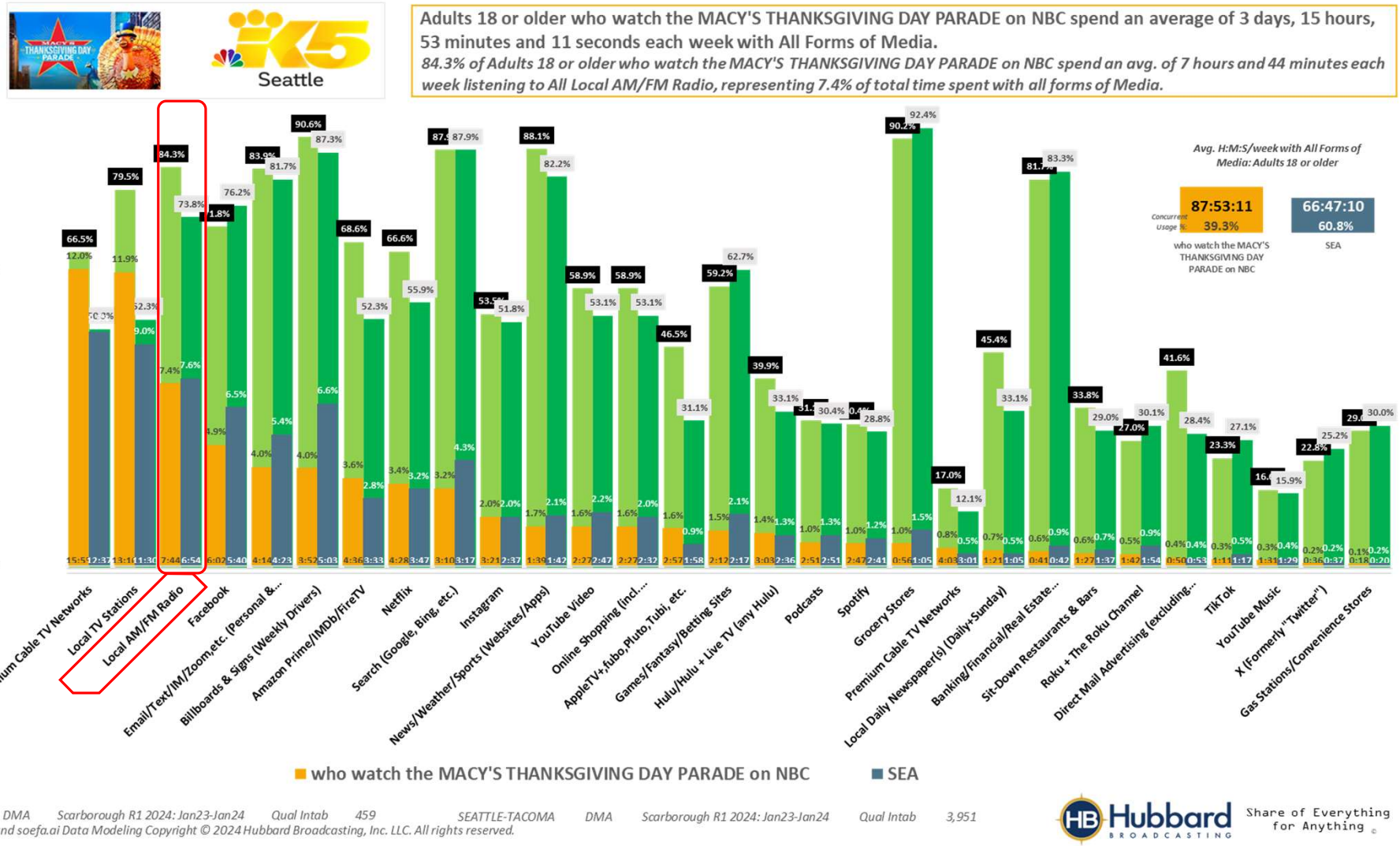


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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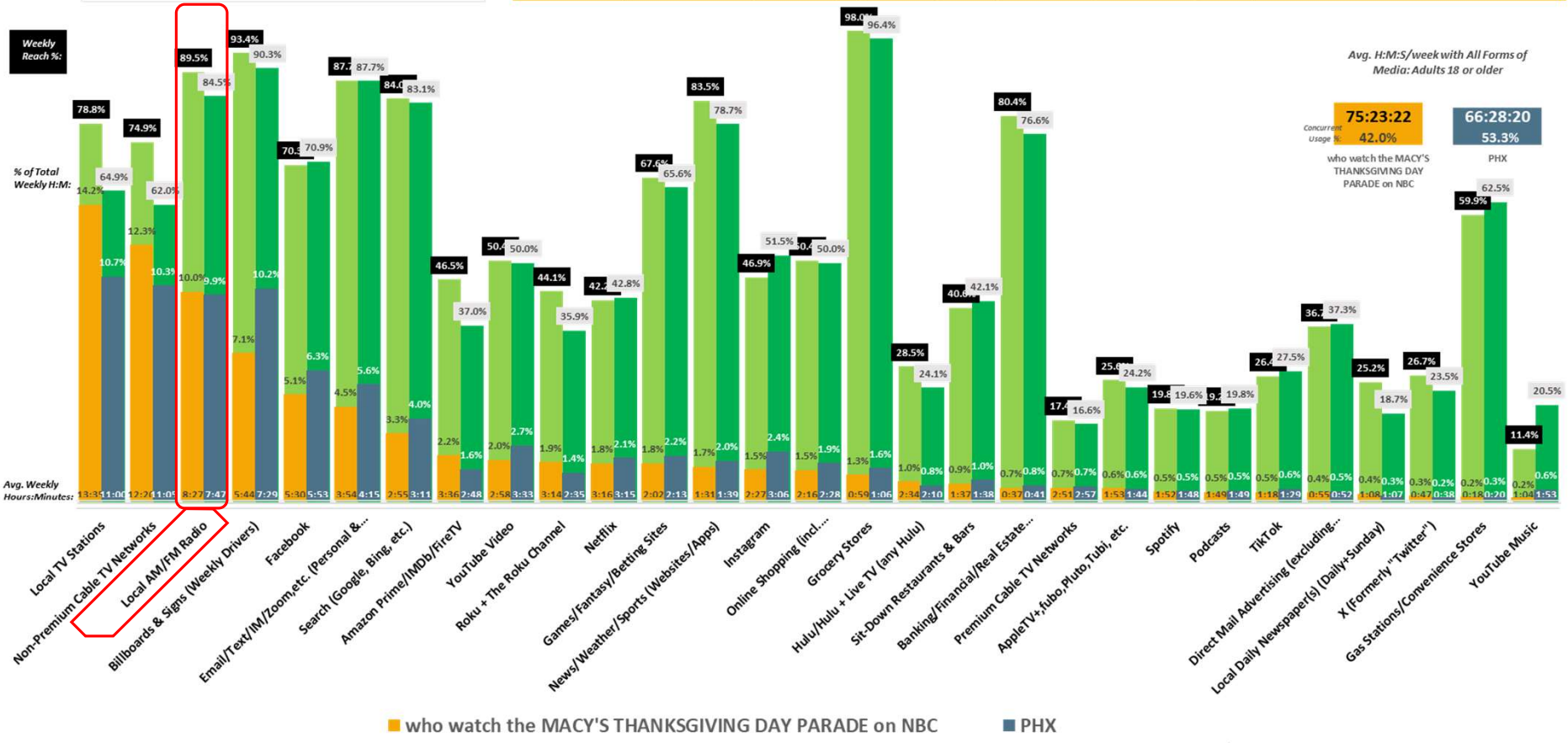
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 3 days, 3 hours, 23 minutes and 22 seconds each week with All Forms of Media.

89.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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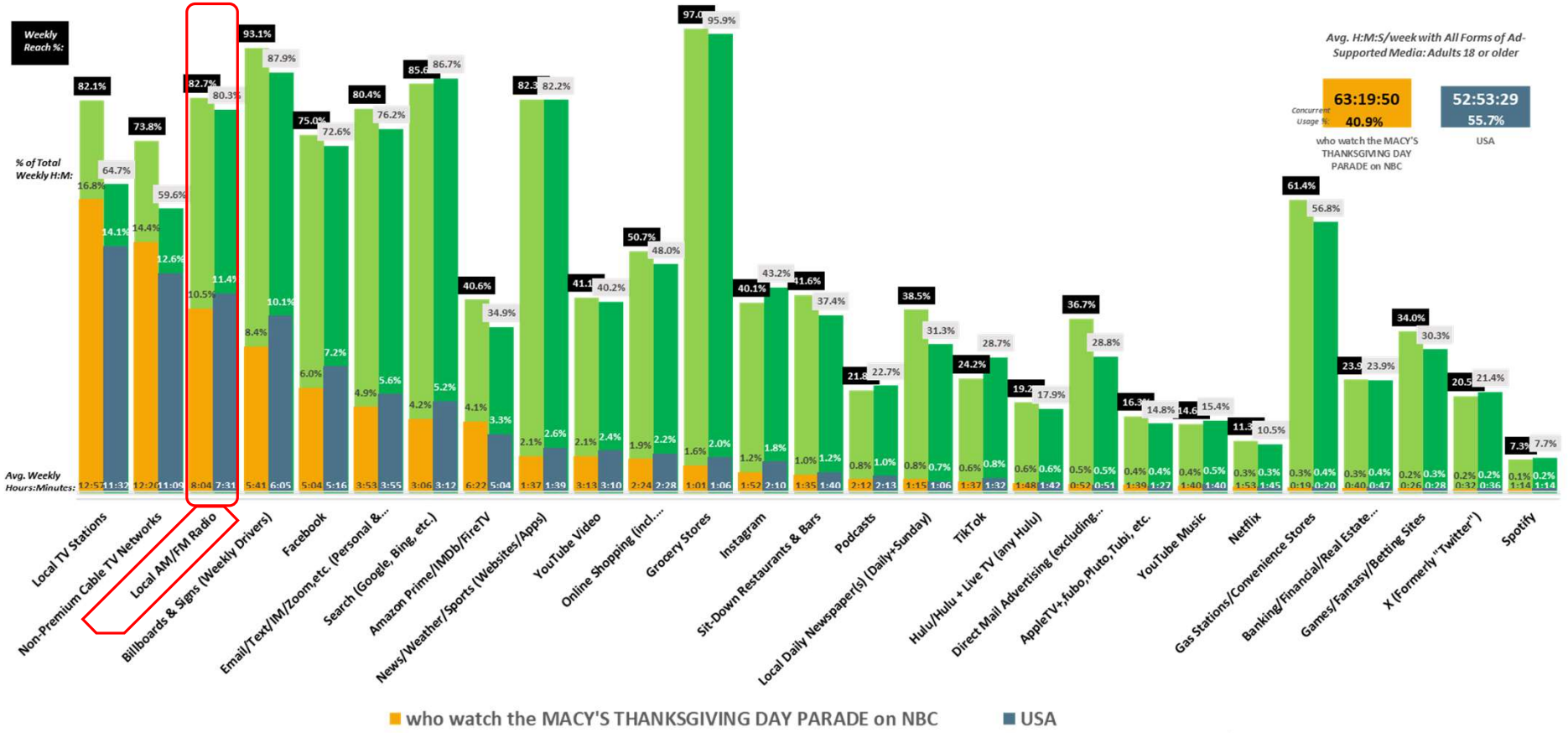
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 2 days, 15 hours, 19 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an avg. of 8 hours and 4 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.

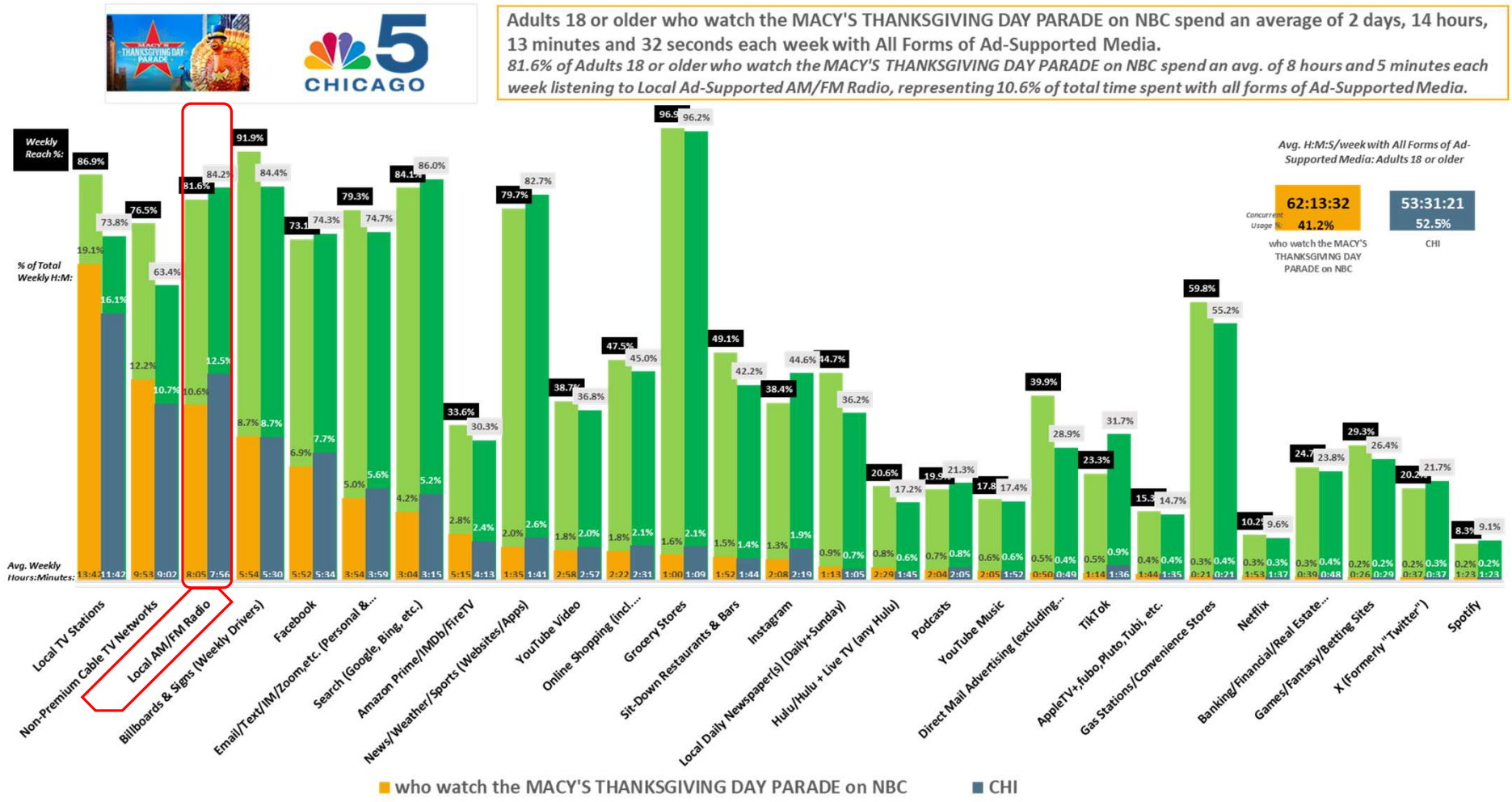


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

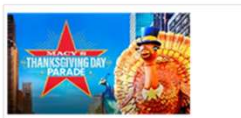


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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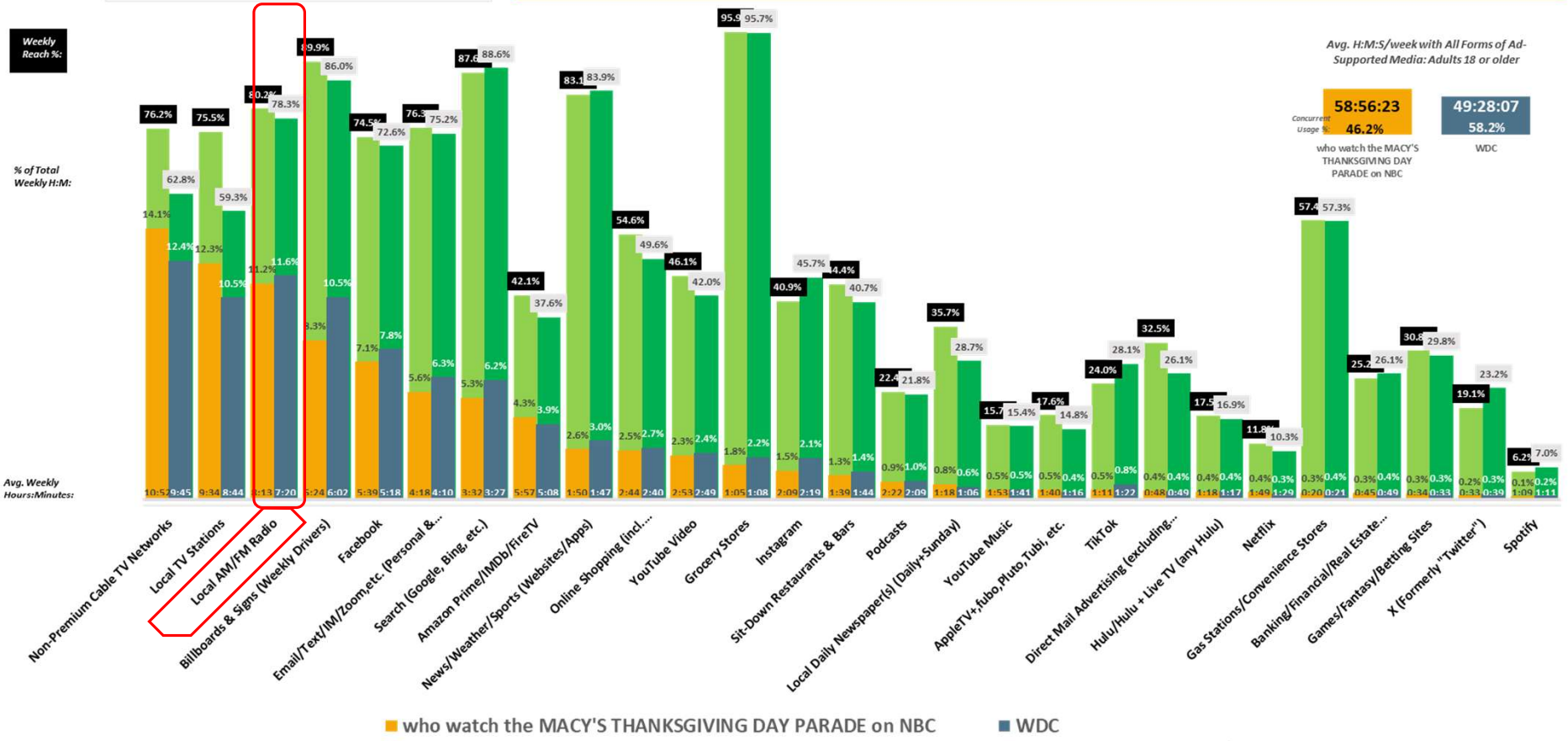
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



4 WASHINGTON

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 2 days, 10 hours, 56 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.

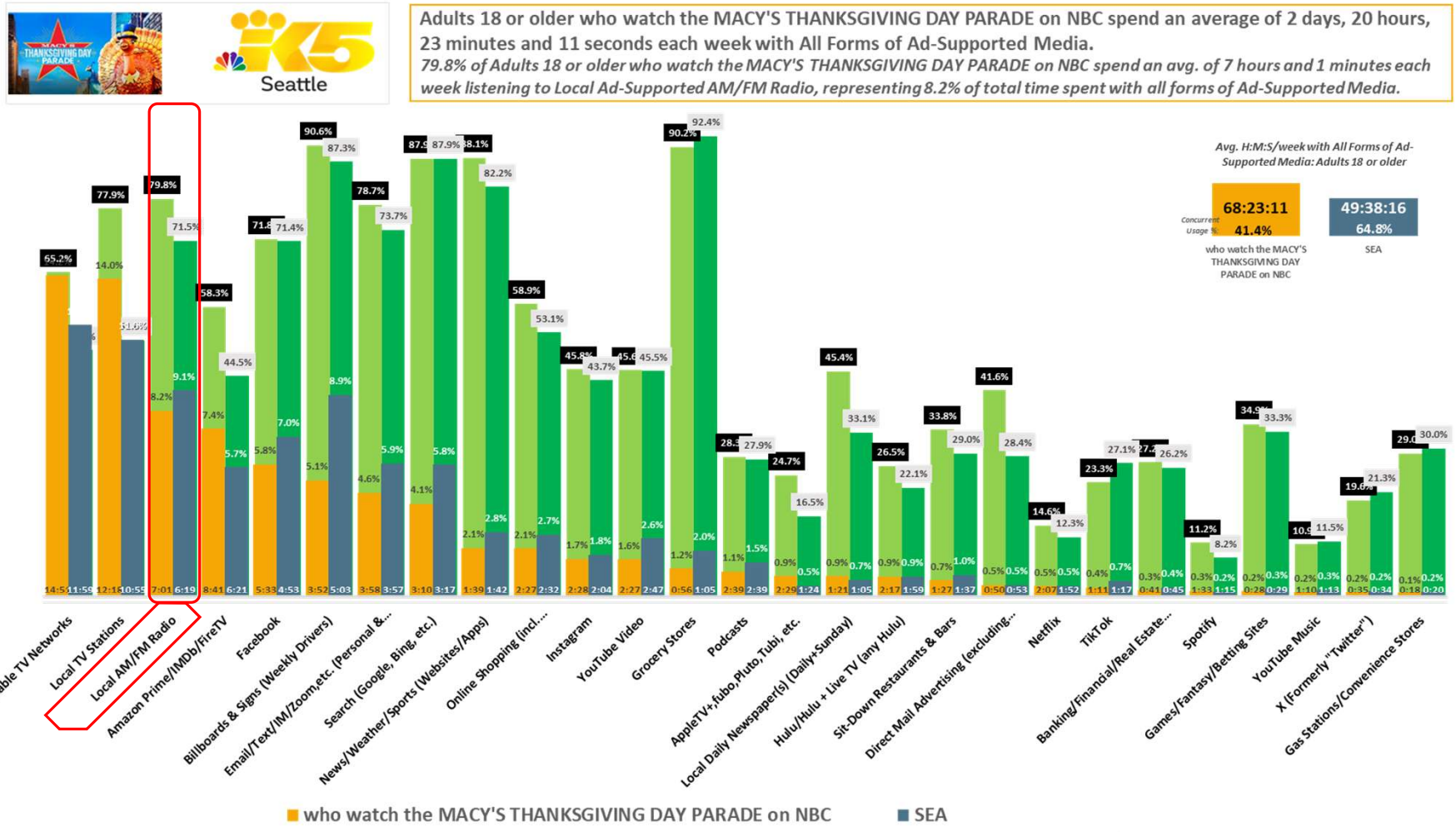


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

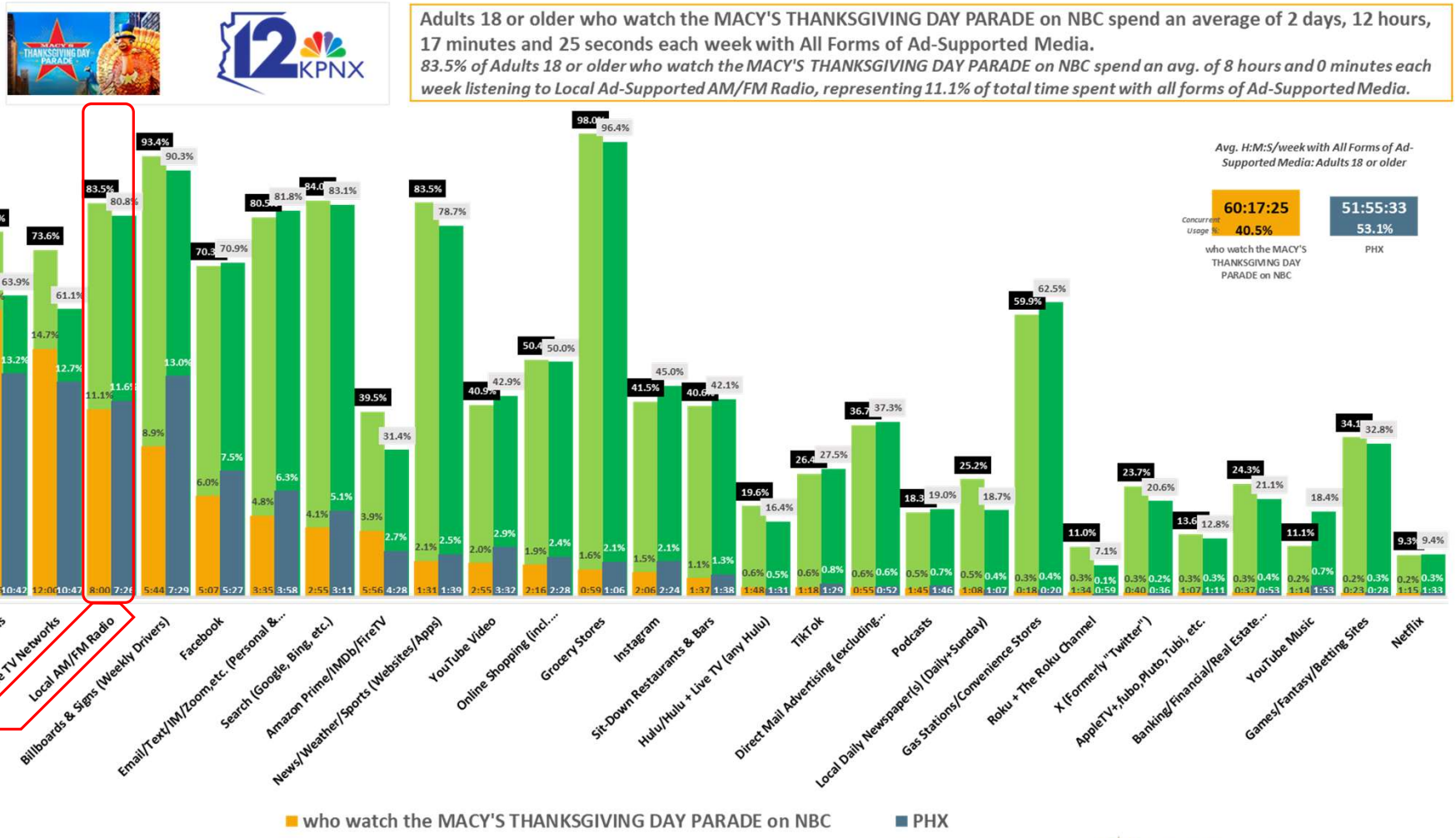


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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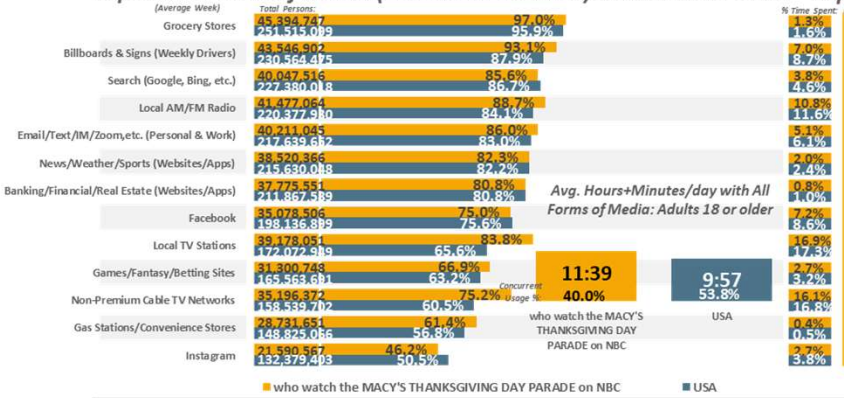
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

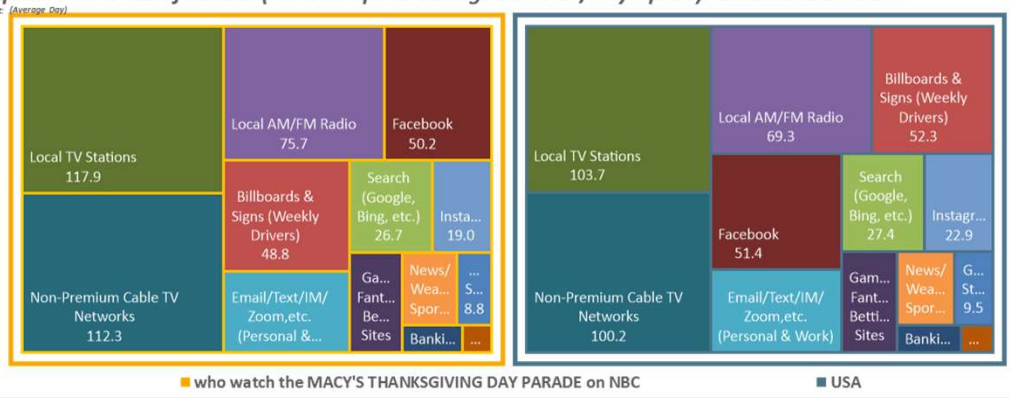


Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

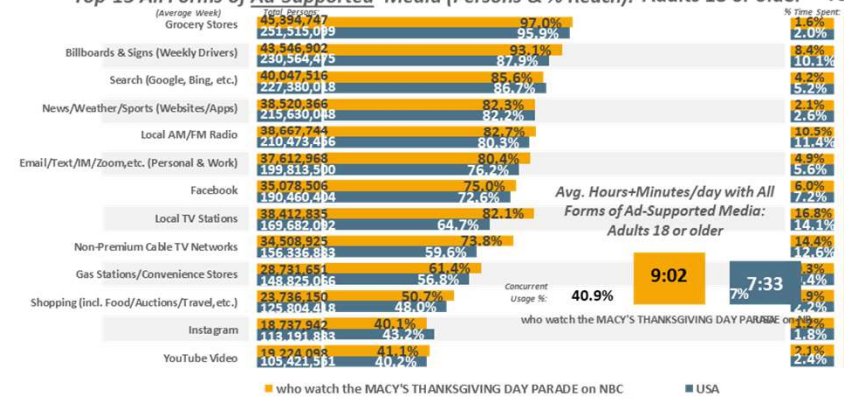
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



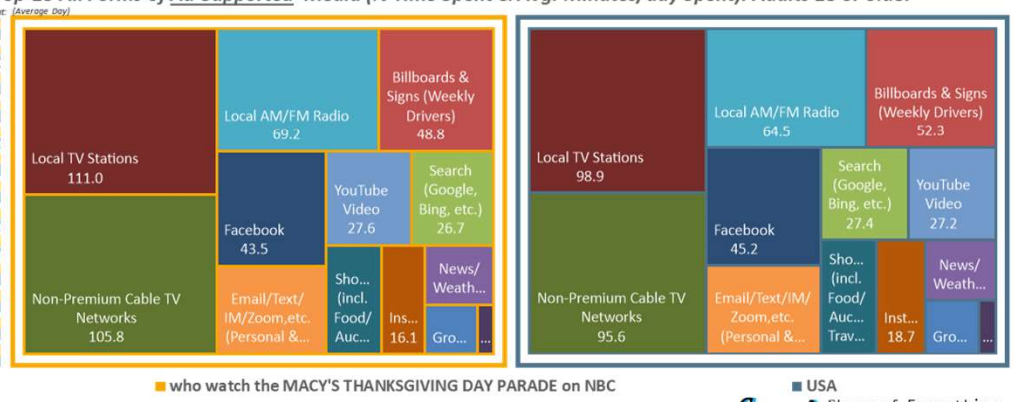
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

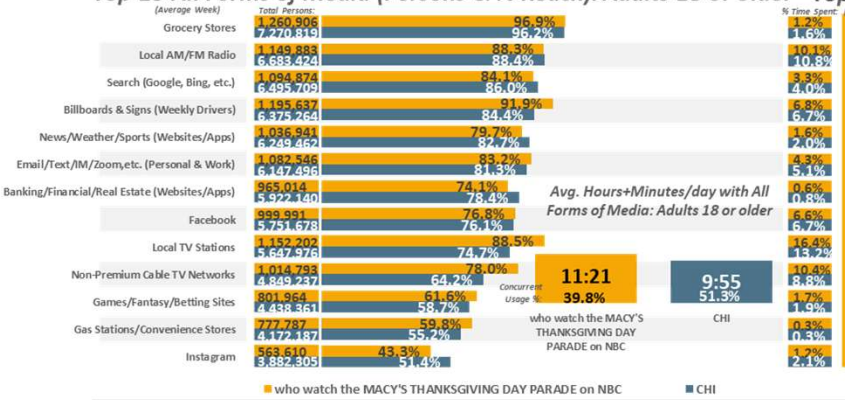
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

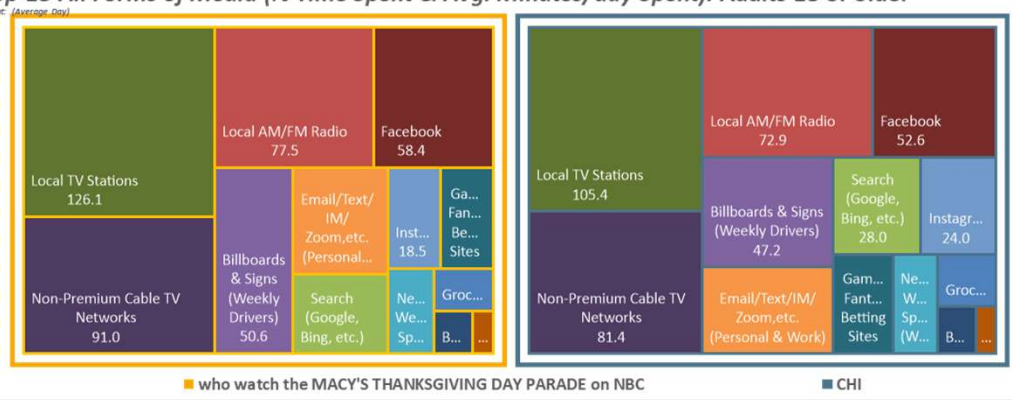


Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

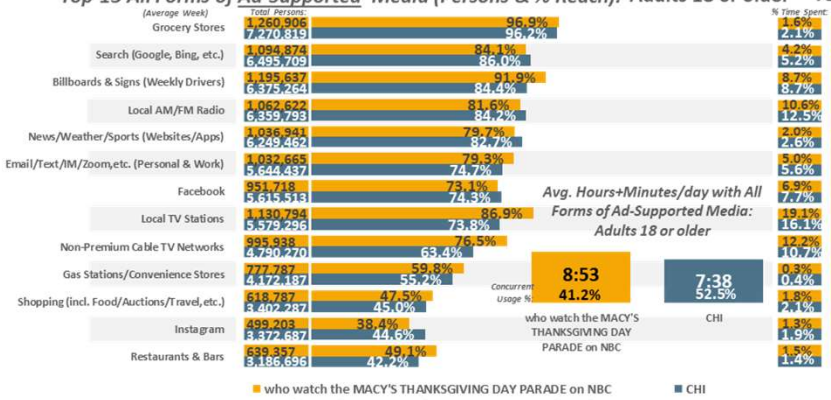
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



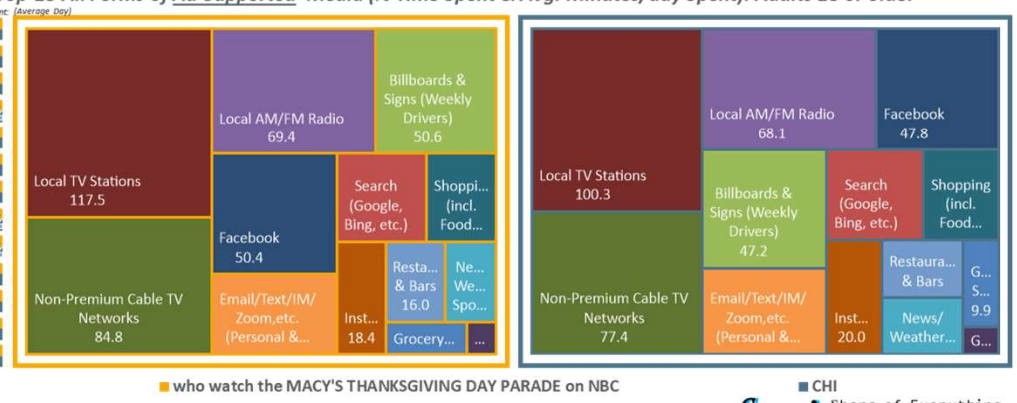
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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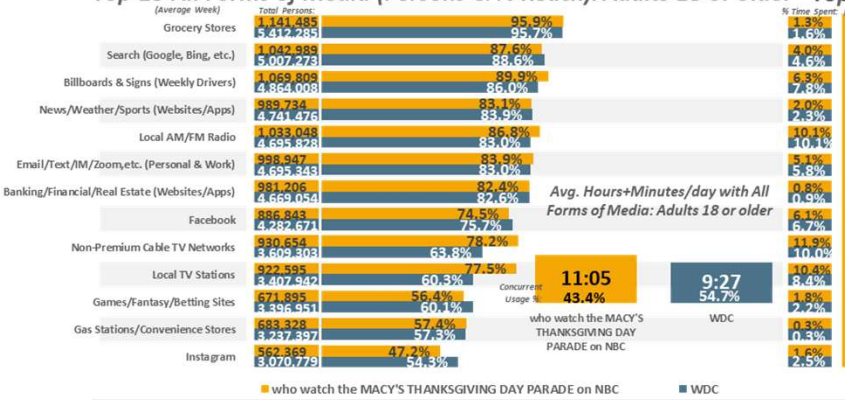
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

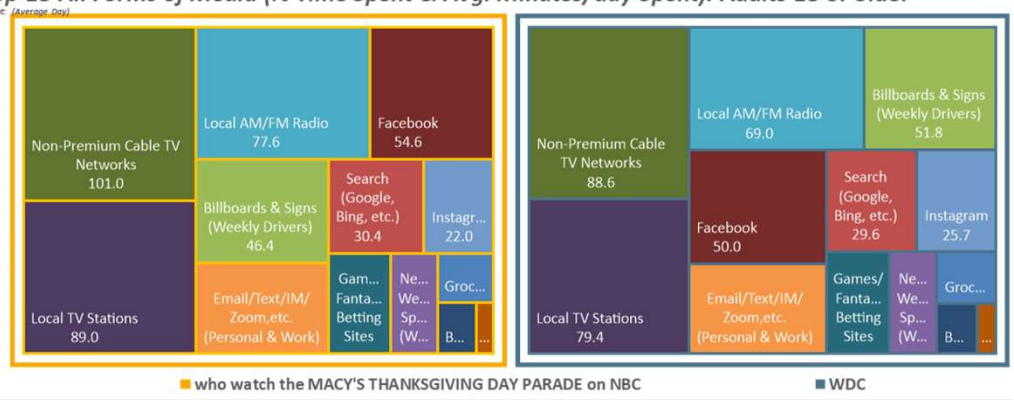


Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

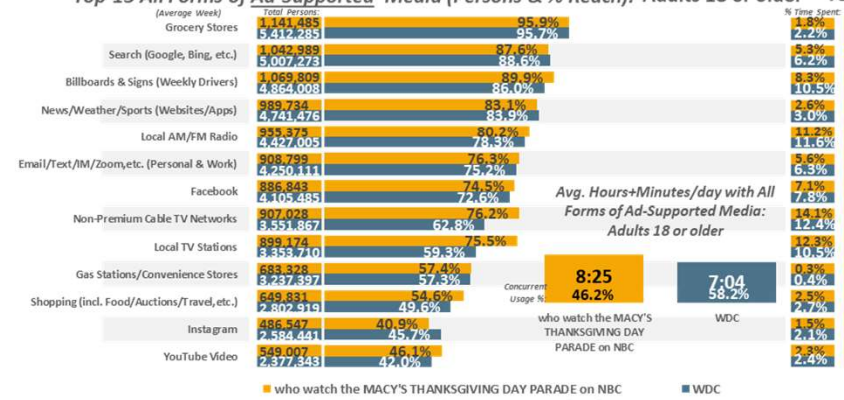
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



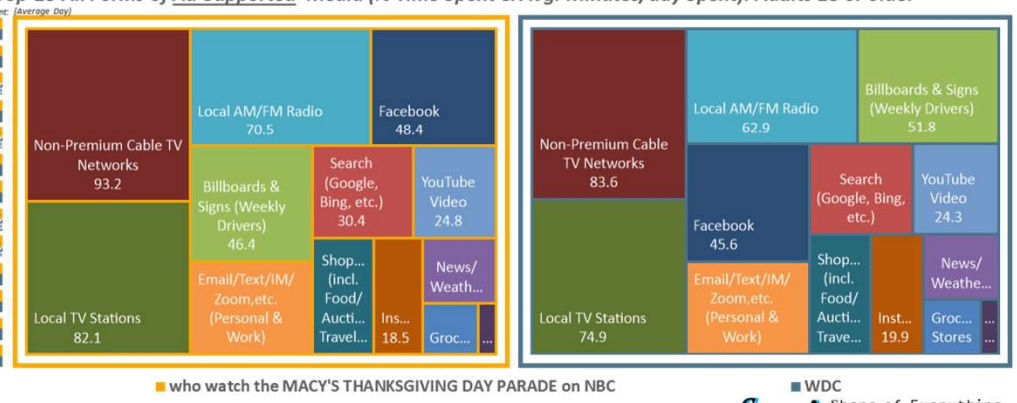
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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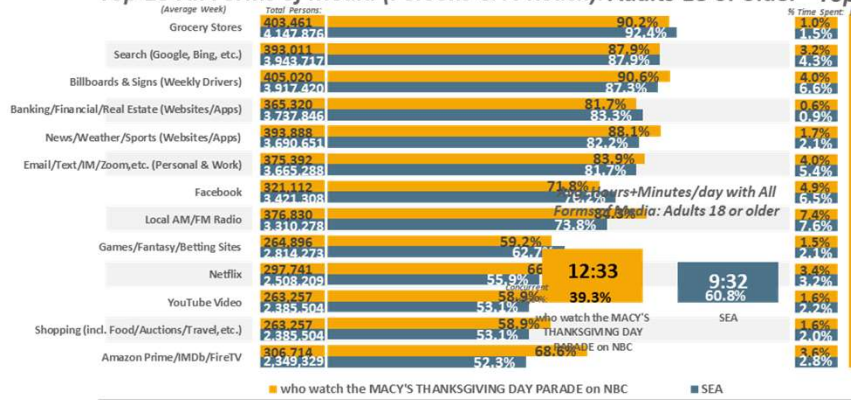
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



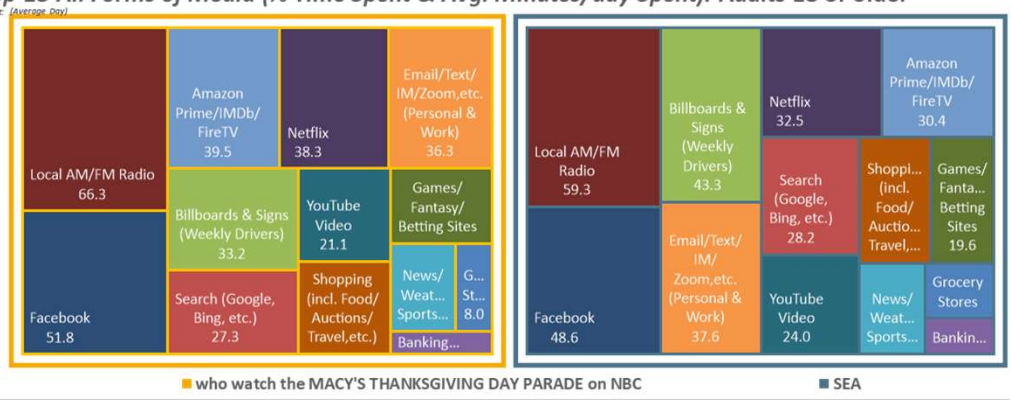
Seattle

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 9 hours and 46 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

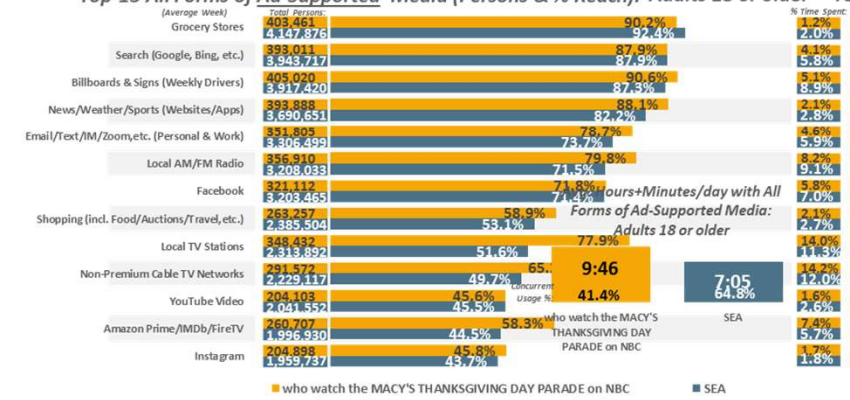
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



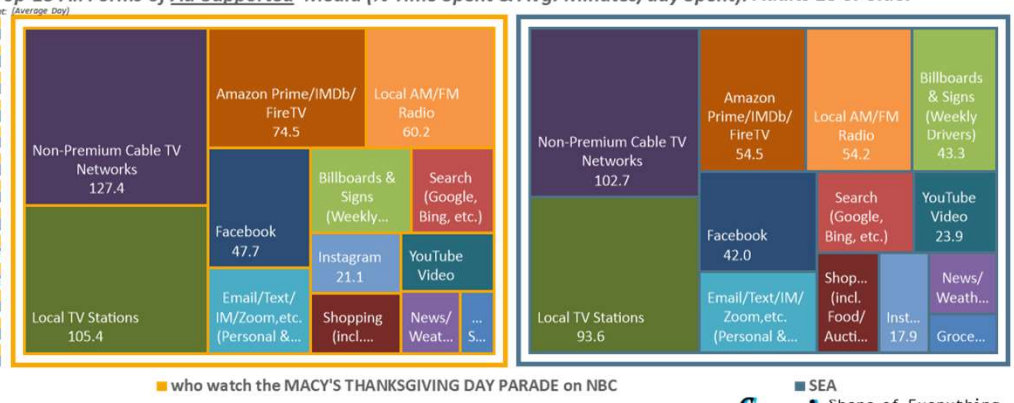
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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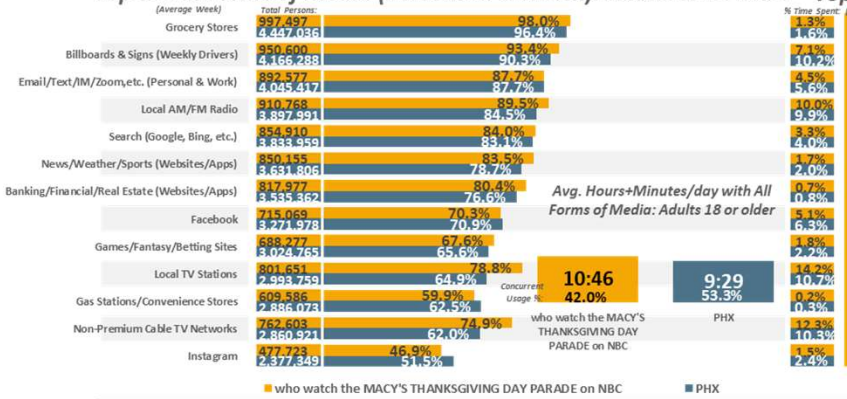
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

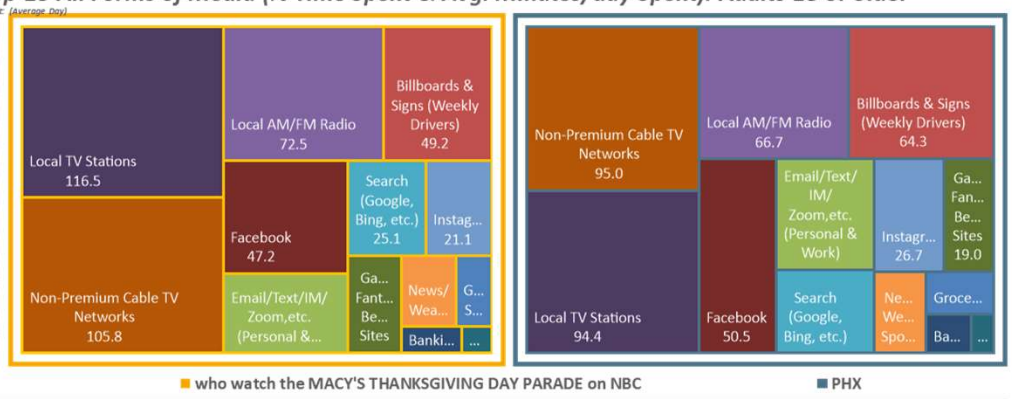


Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

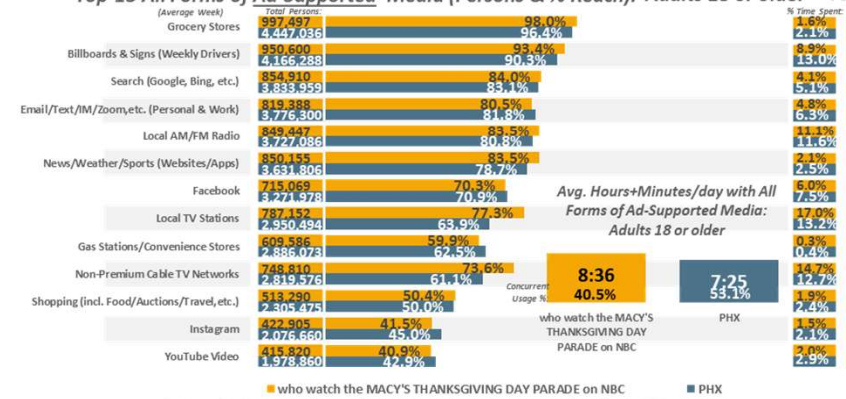
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



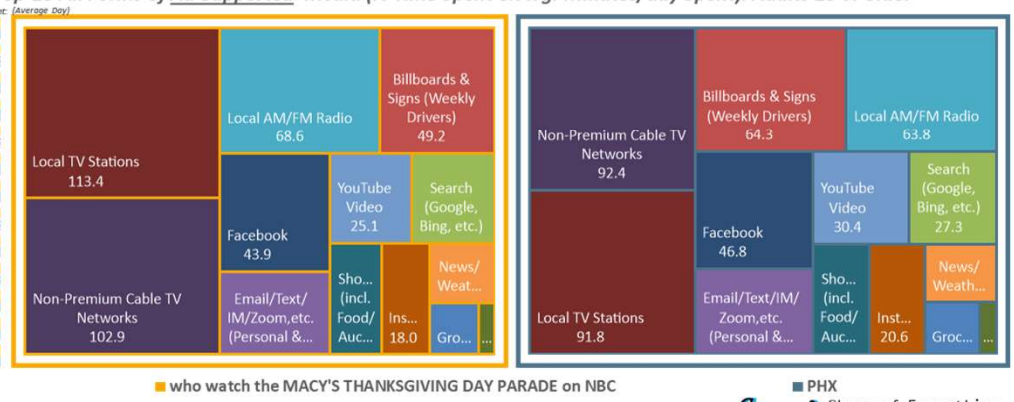
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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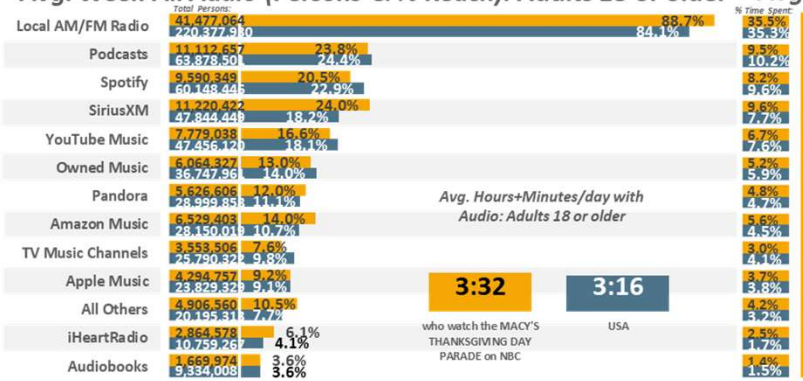
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

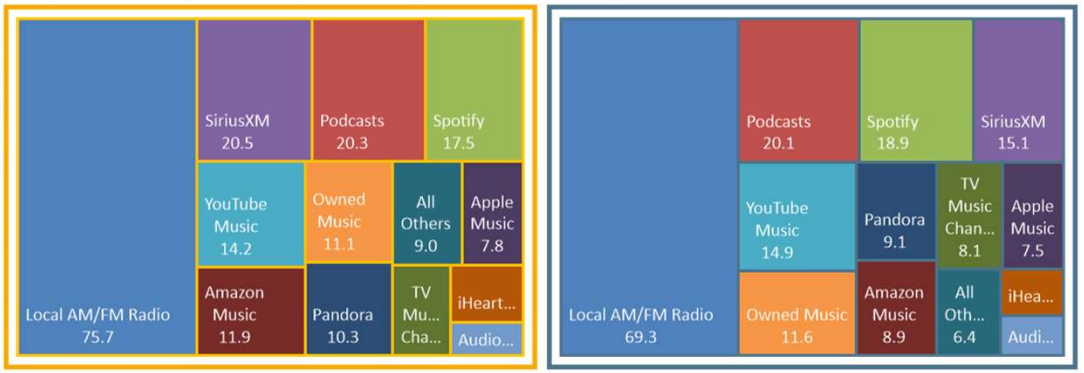


38,667,744 or 82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

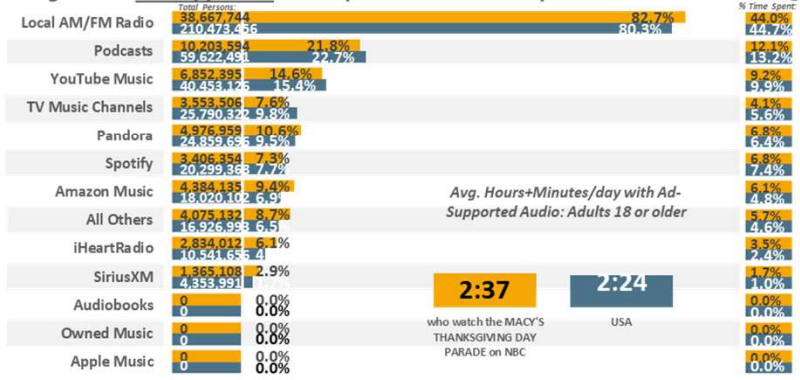
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



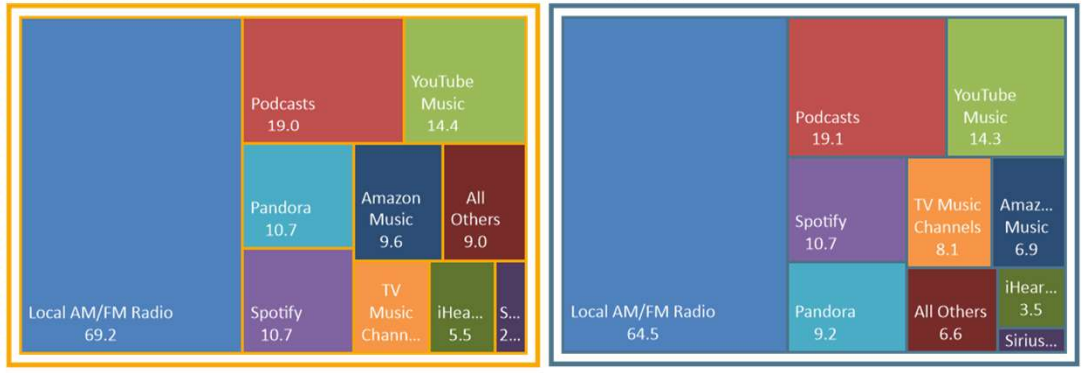
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



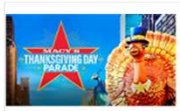
USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

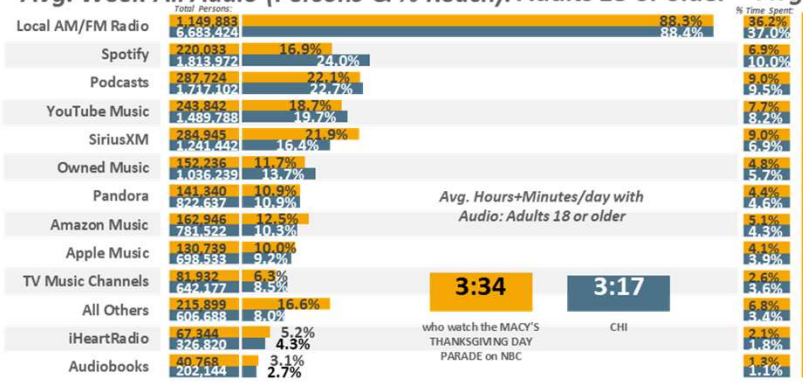
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

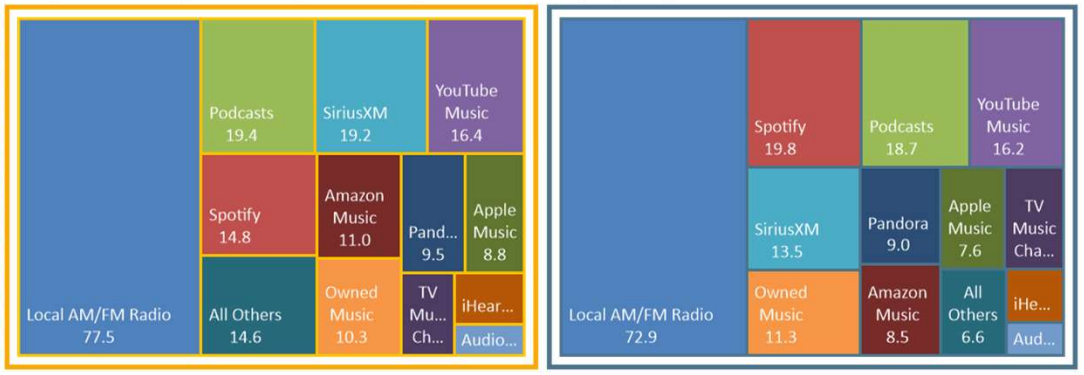


1,062,622 or 81.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

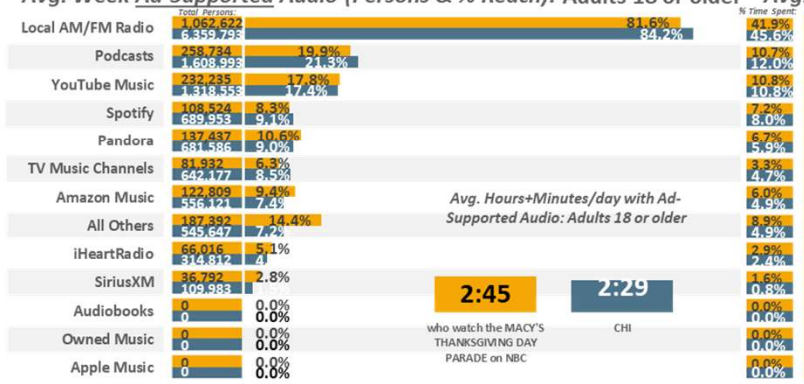
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



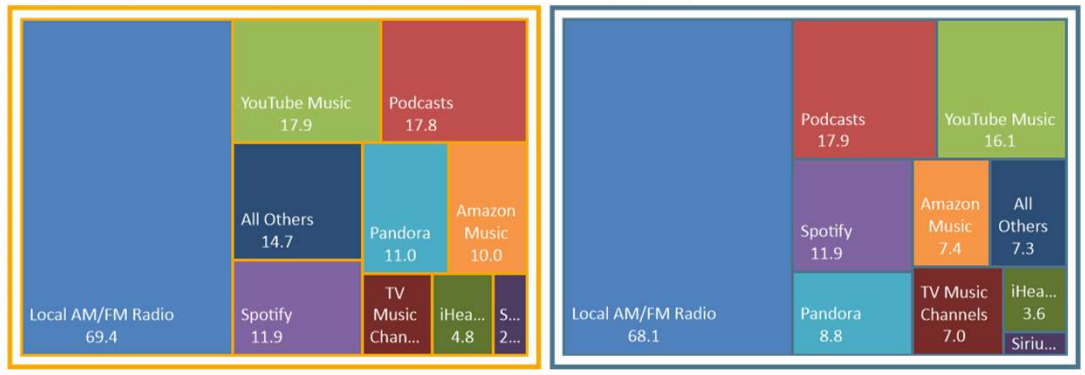
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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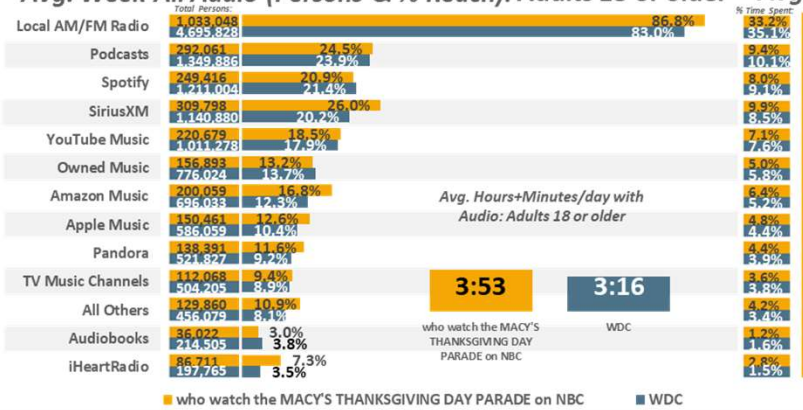
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

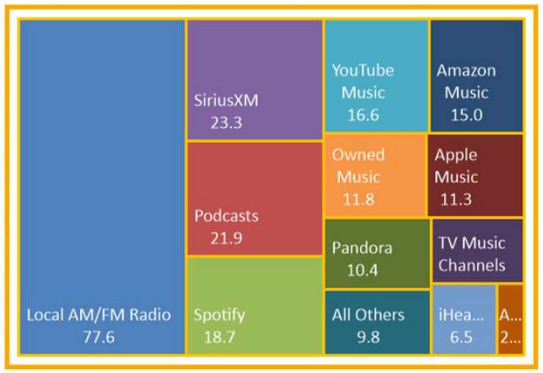


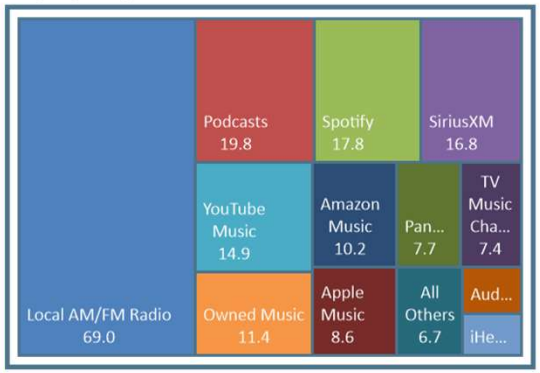
955,375 or 80.2% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

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

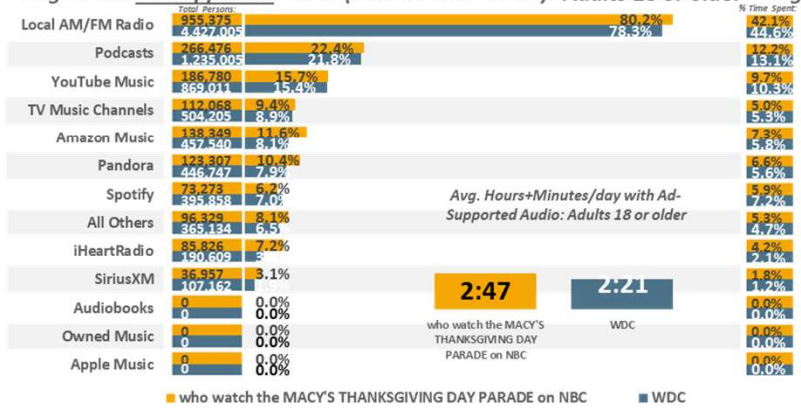


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

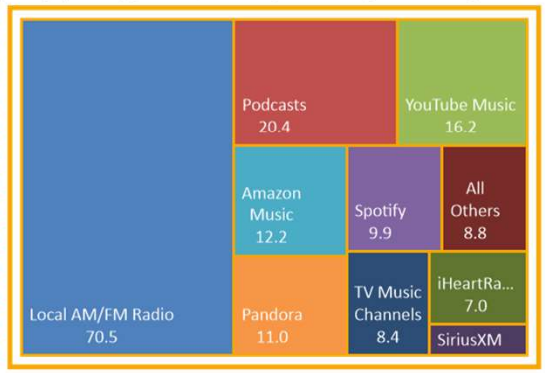


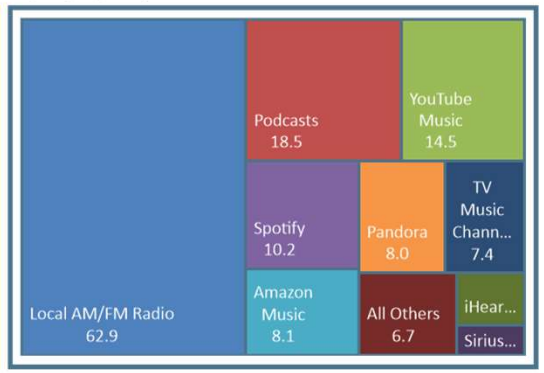


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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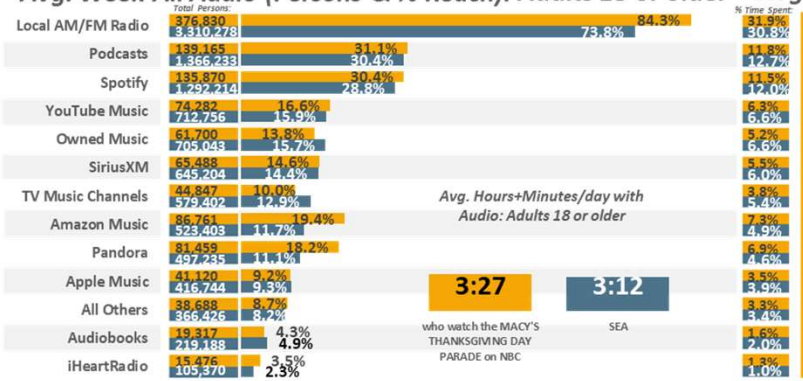
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



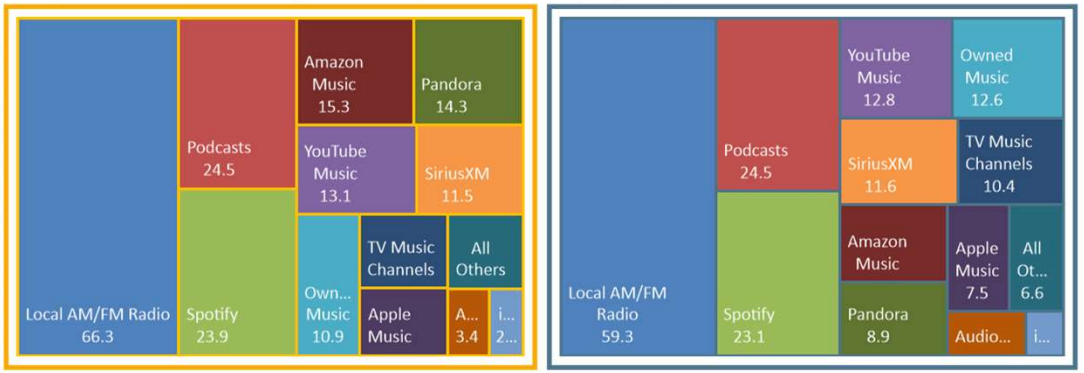
Seattle

356,910 or 79.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

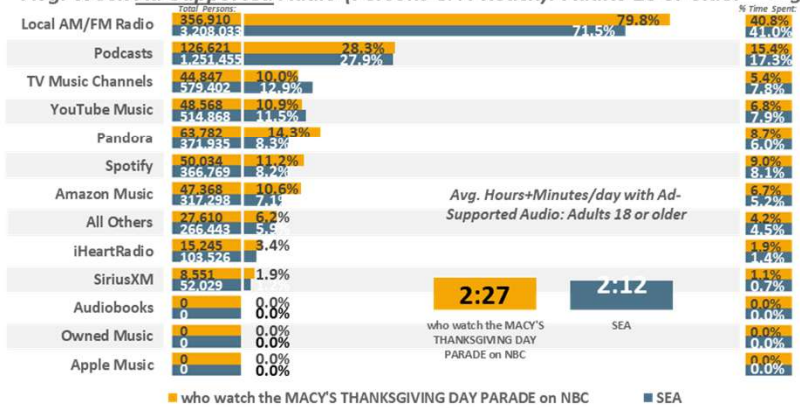
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



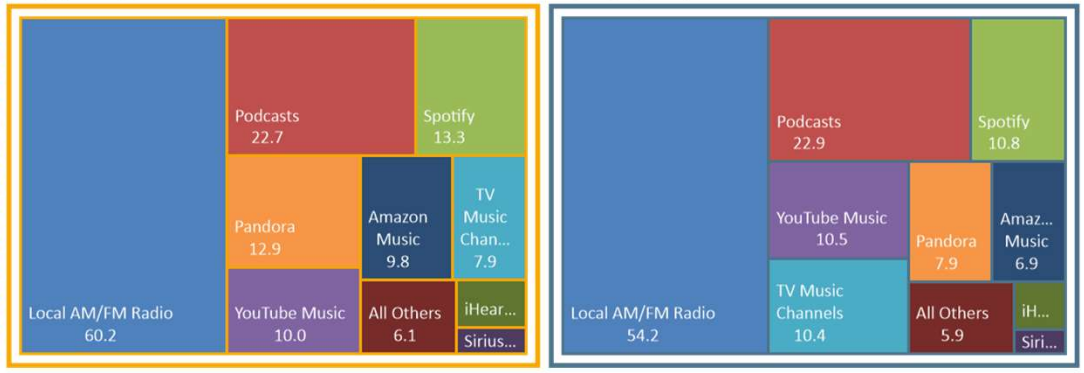
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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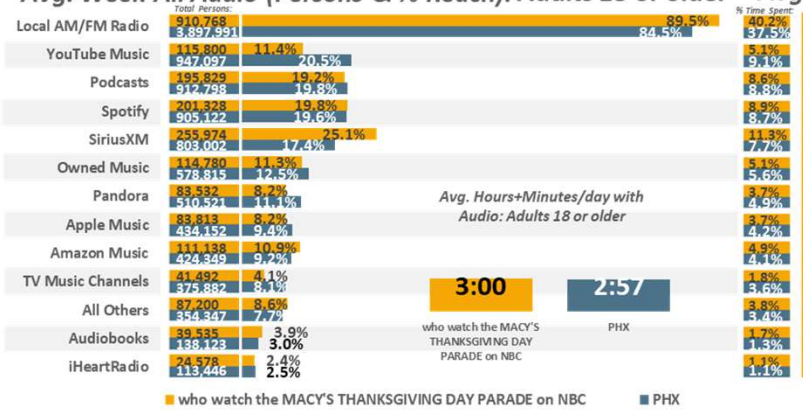
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

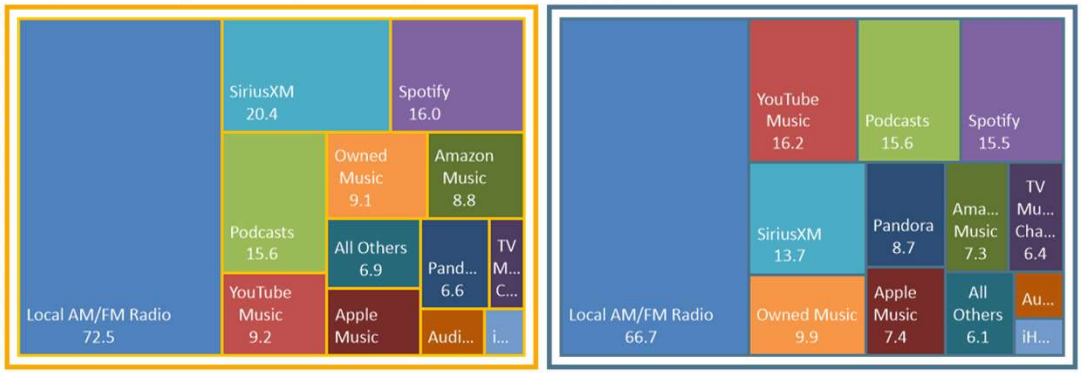


849,447 or 83.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 51.5% of all time spent daily with Ad-Supported Audio.

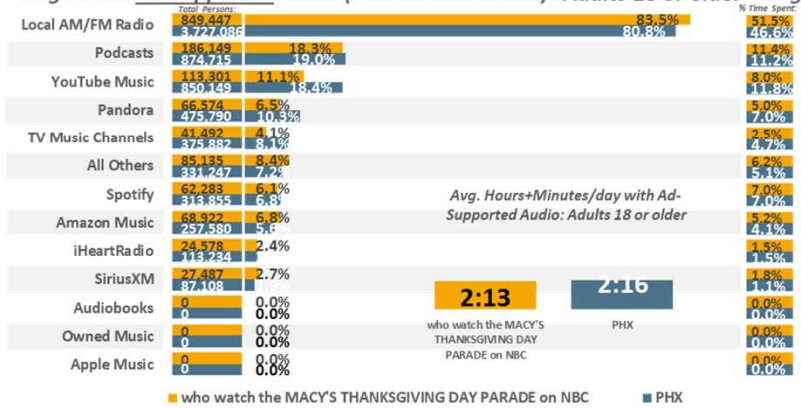
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



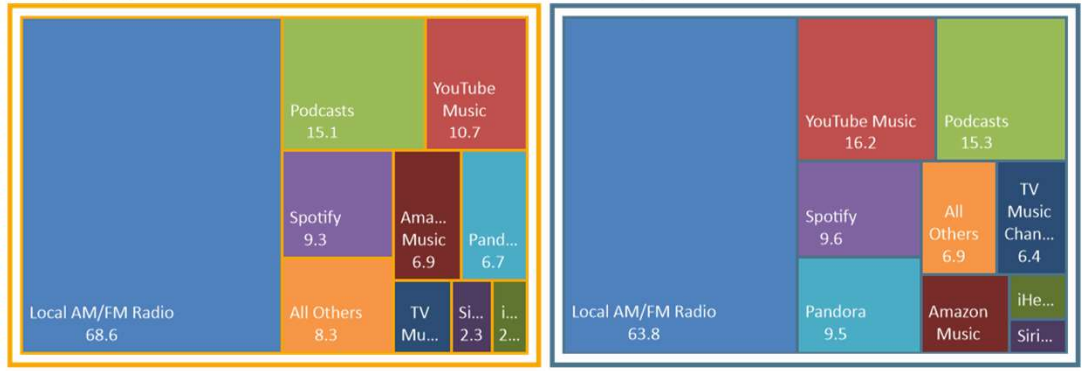
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

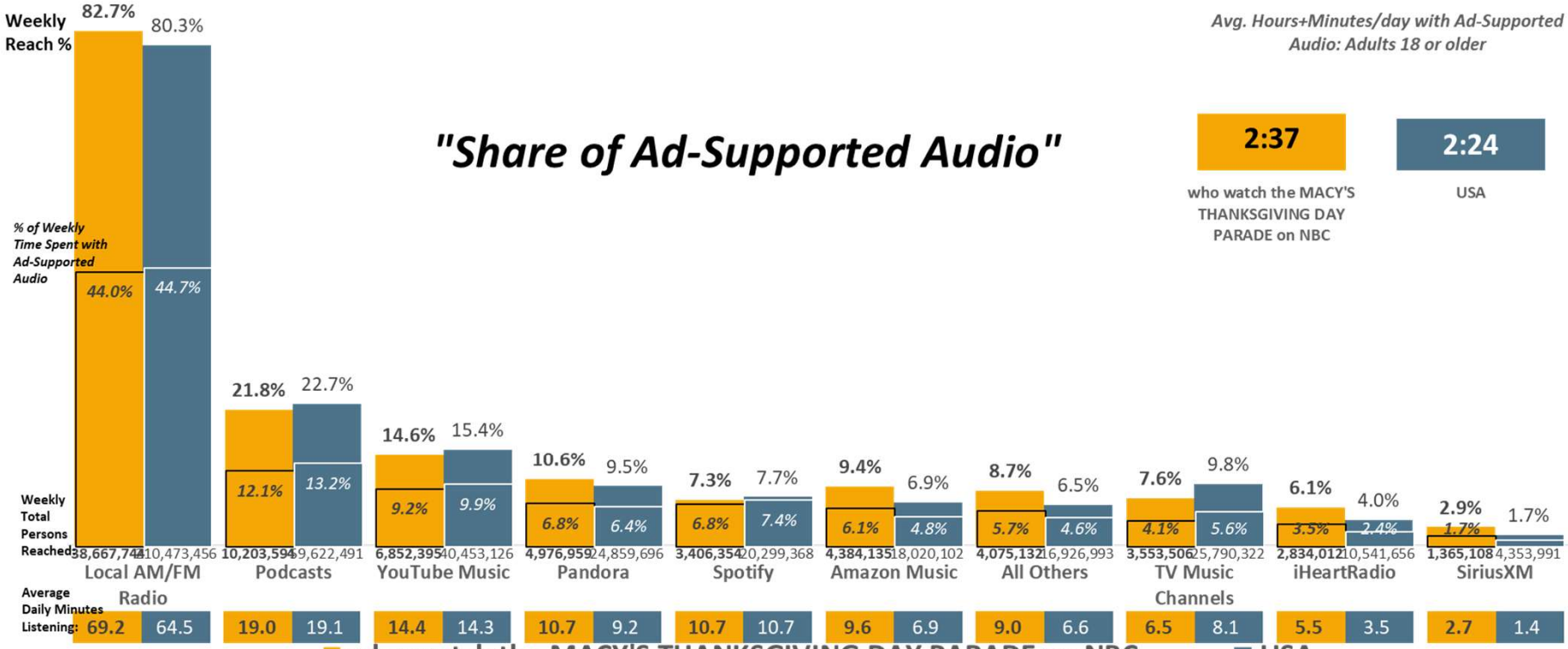
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



38,667,744 or 82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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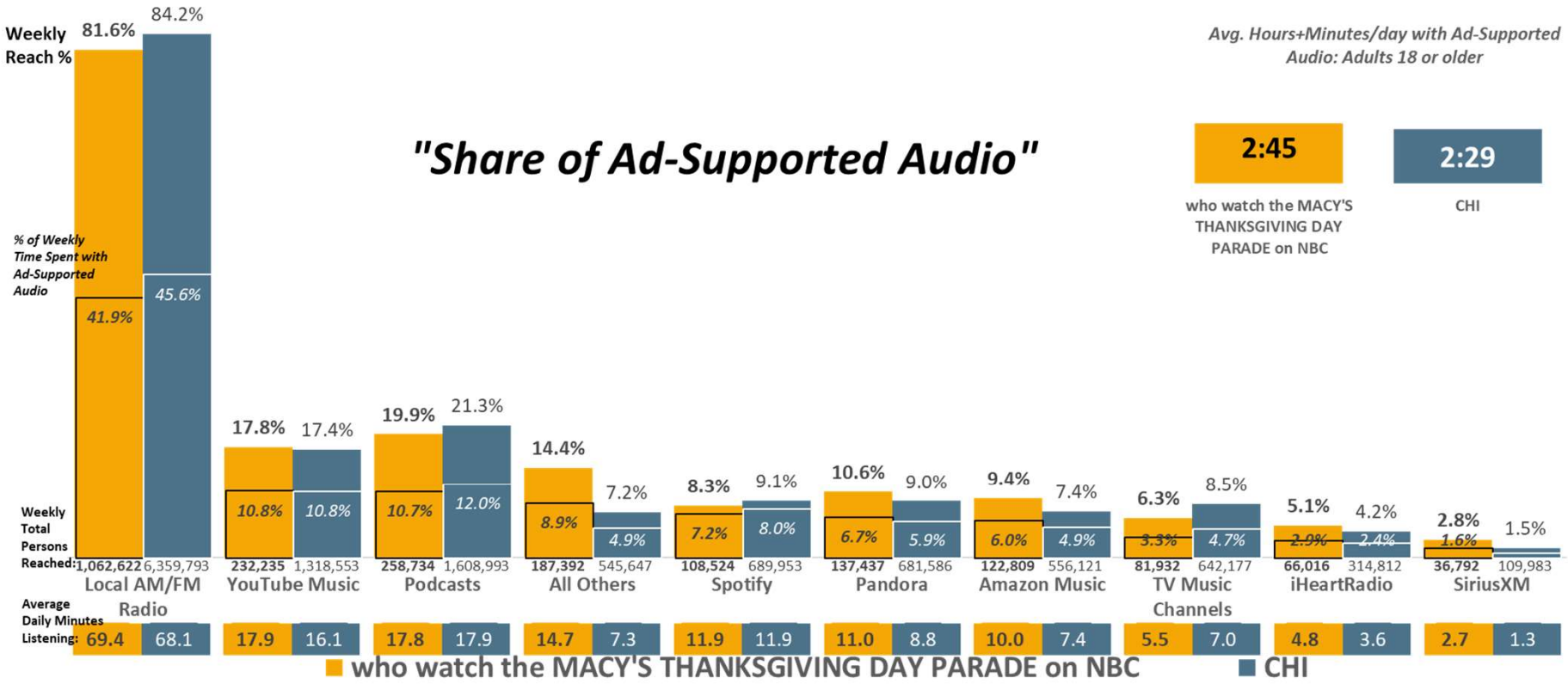
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



1,062,622 or 81.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



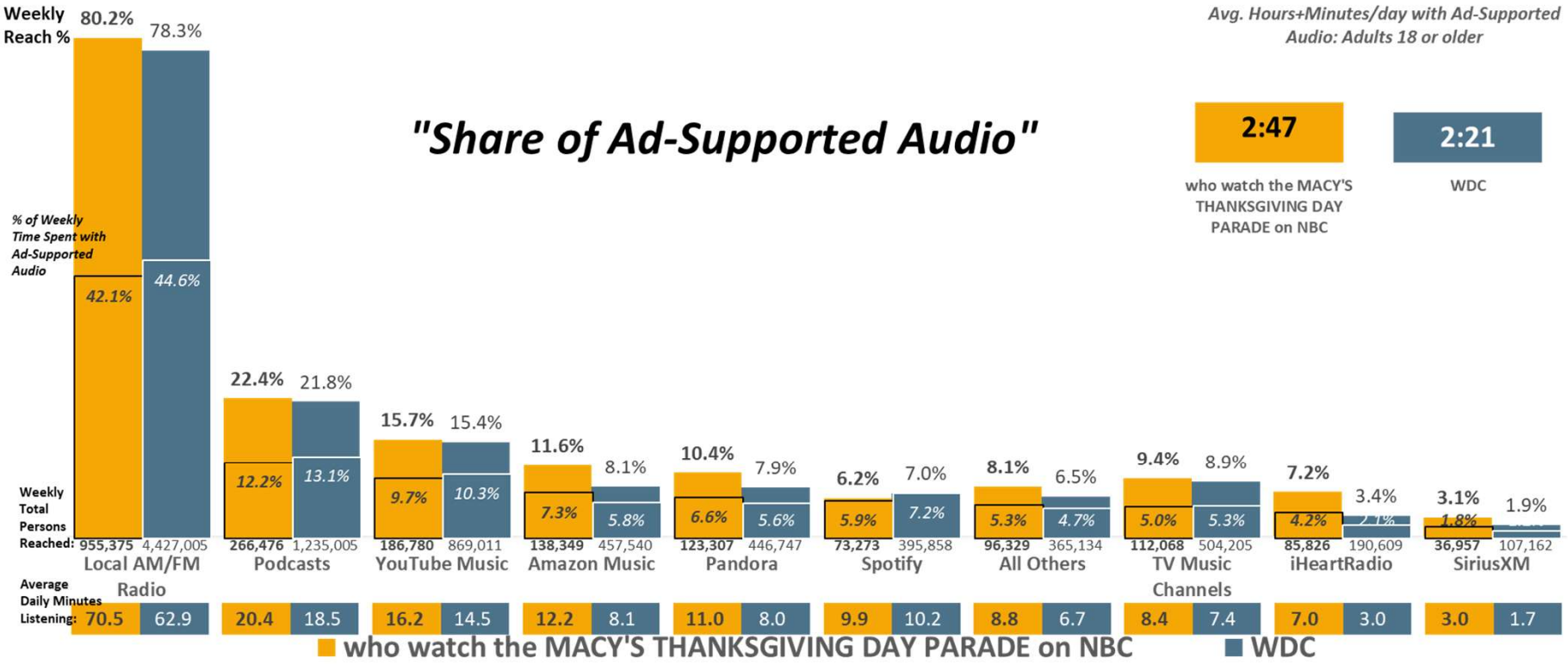
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



955,375 or 80.2% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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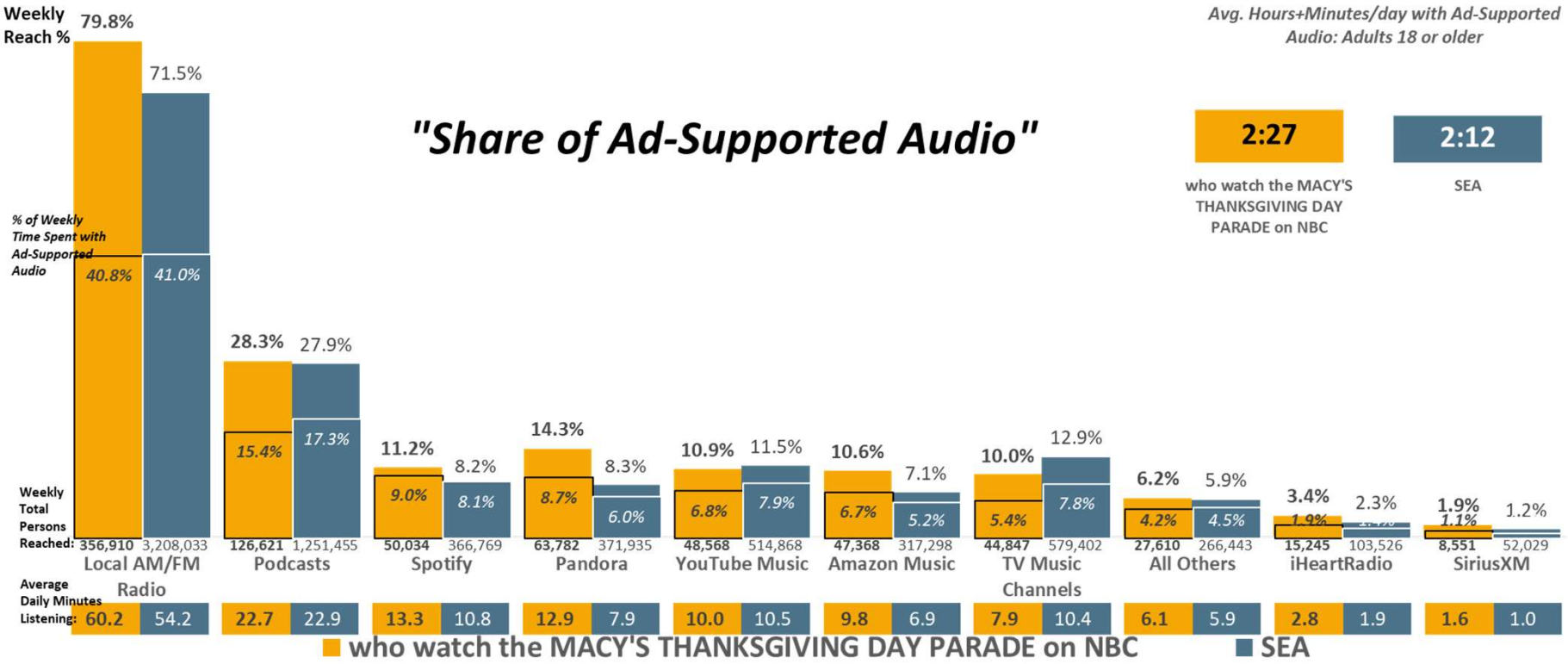
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Seattle

356,910 or 79.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

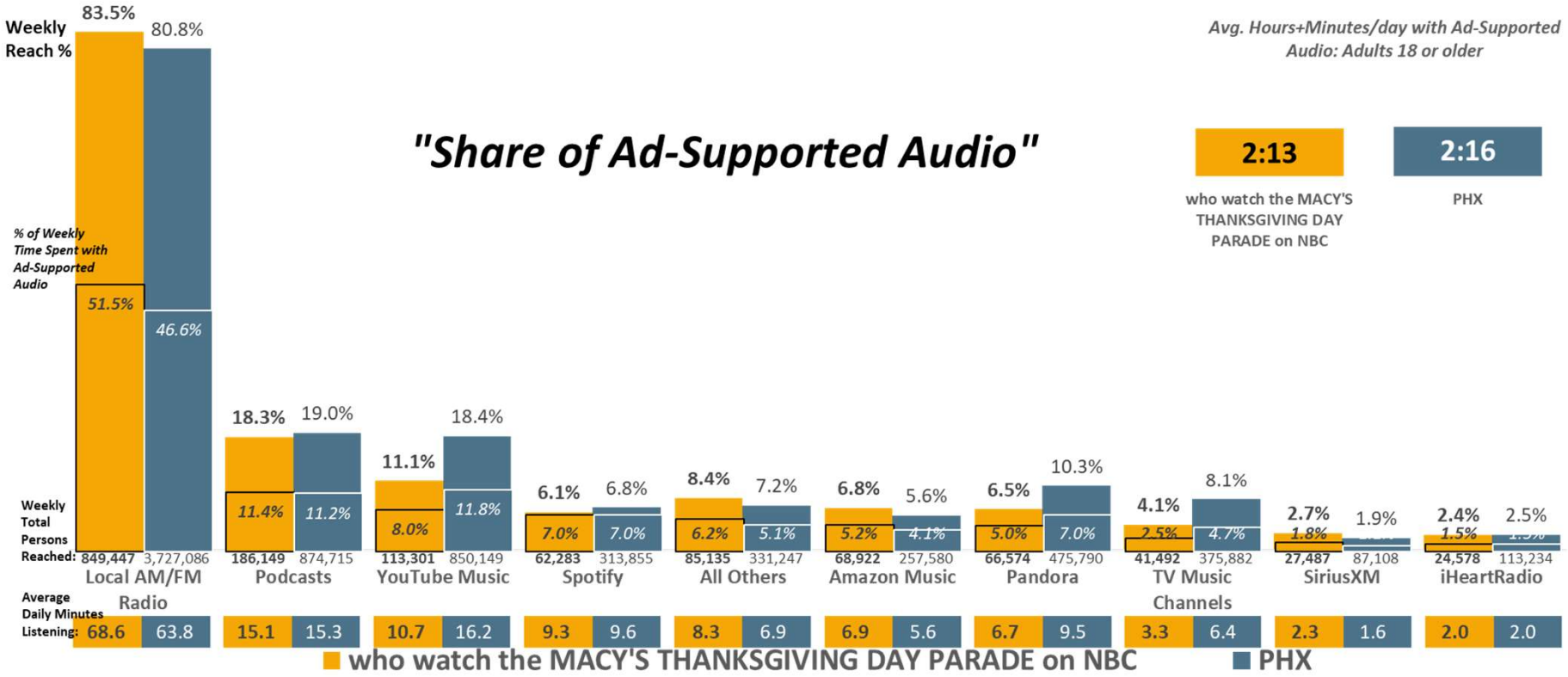
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



849,447 or 83.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 51.5% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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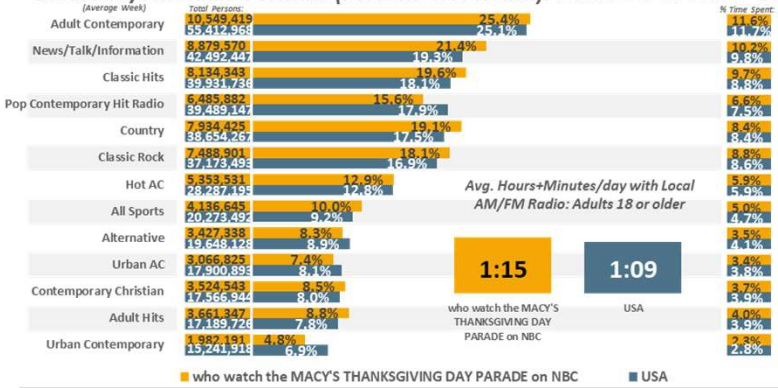
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

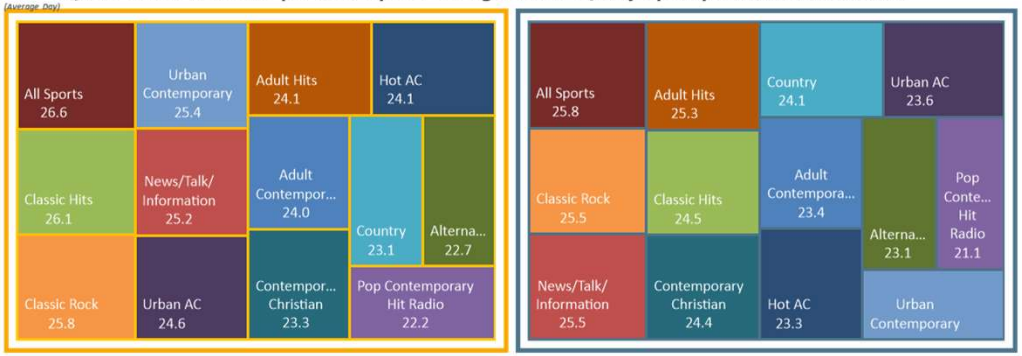


38,667,744 or 82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

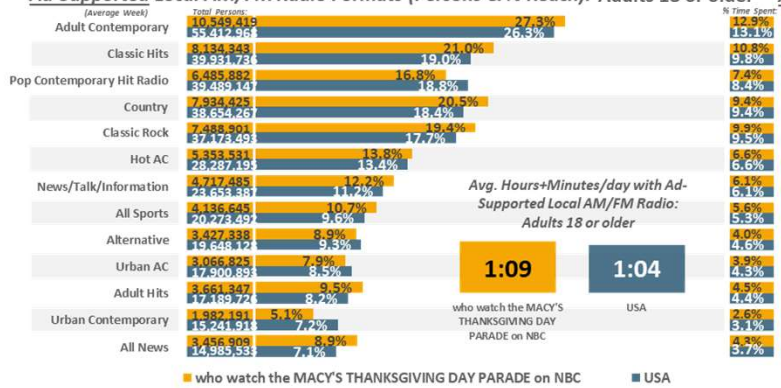
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



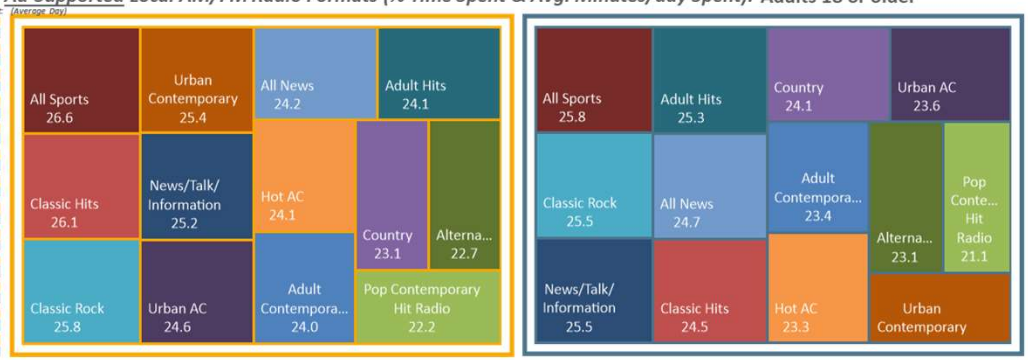
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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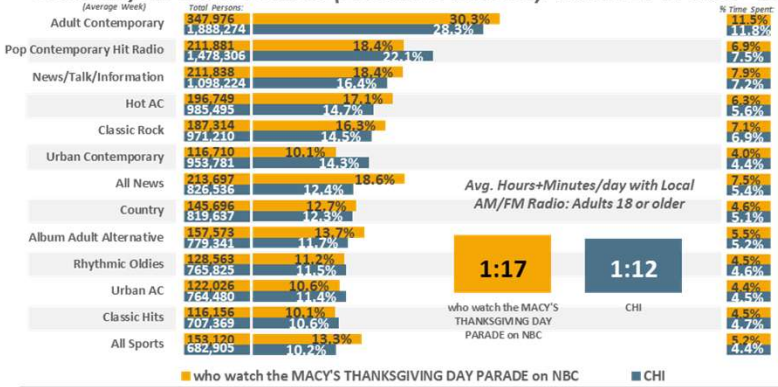
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



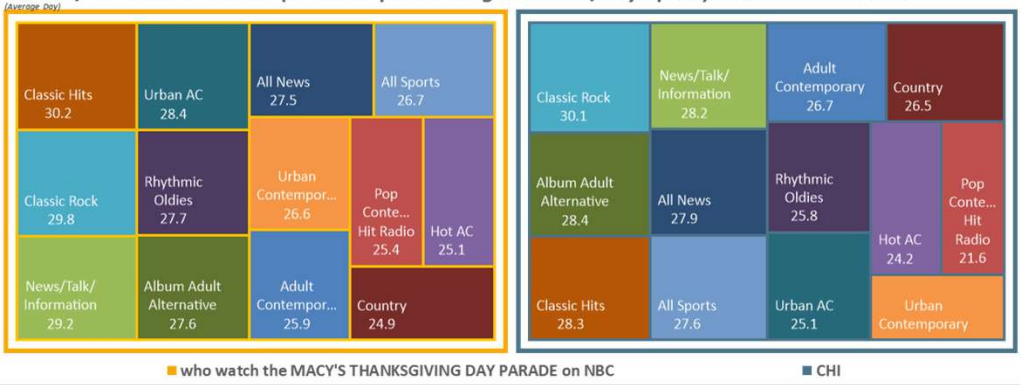
CHICAGO

1,062,622 or 81.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Pop Contemporary Hit Radio, Hot AC, and Classic Rock.

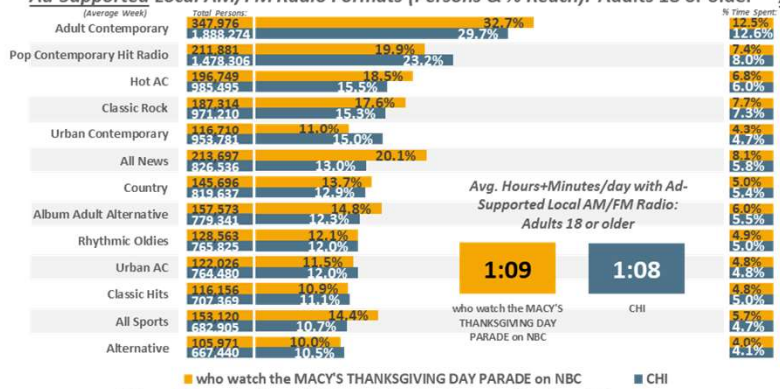
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



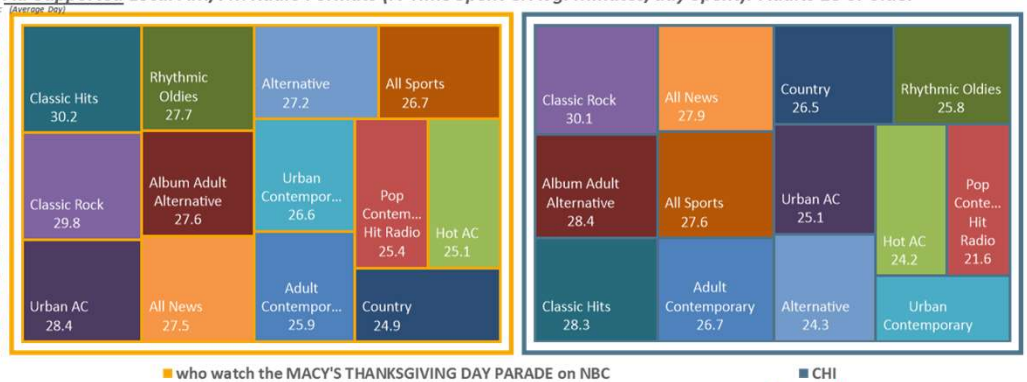
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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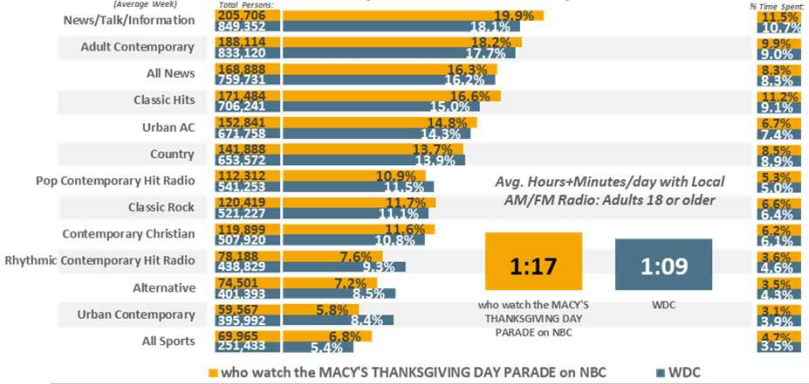
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



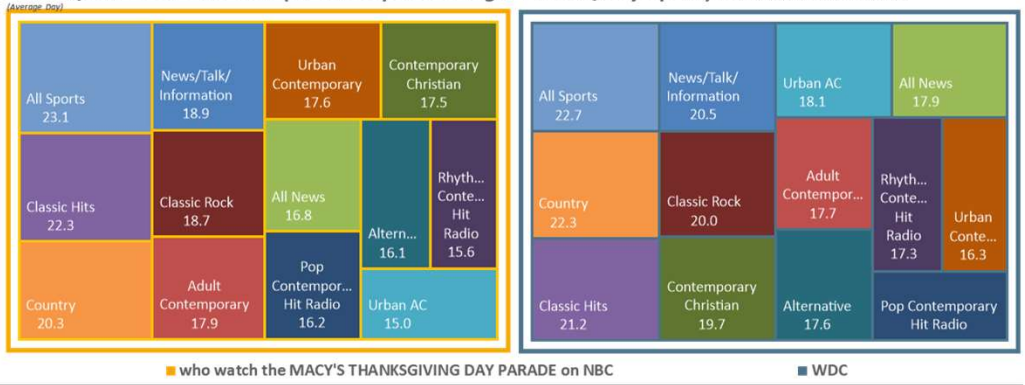
4 WASHINGTON

955,375 or 80.2% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Urban AC, and Country.

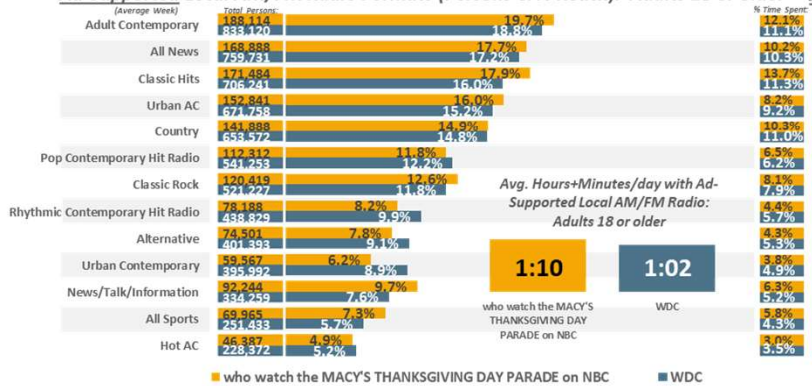
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



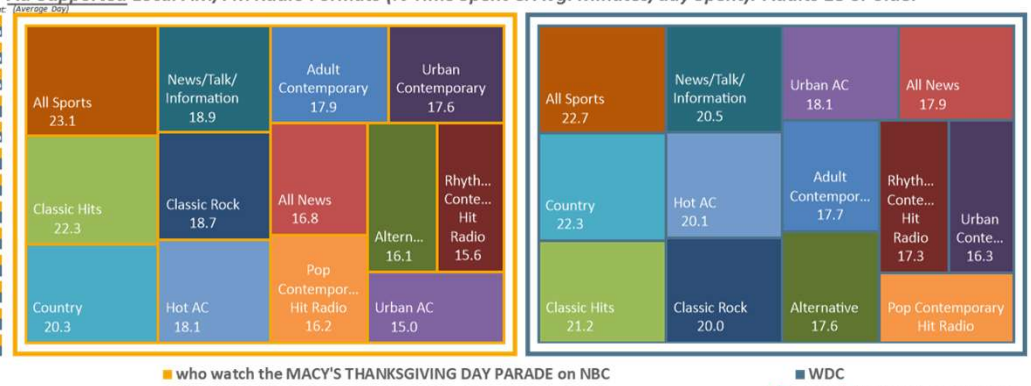
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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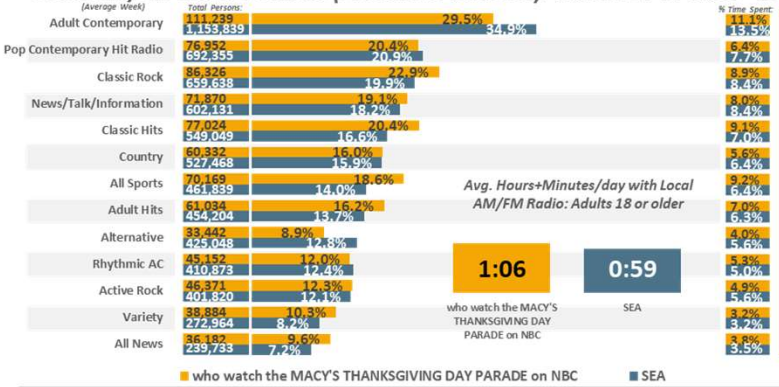
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



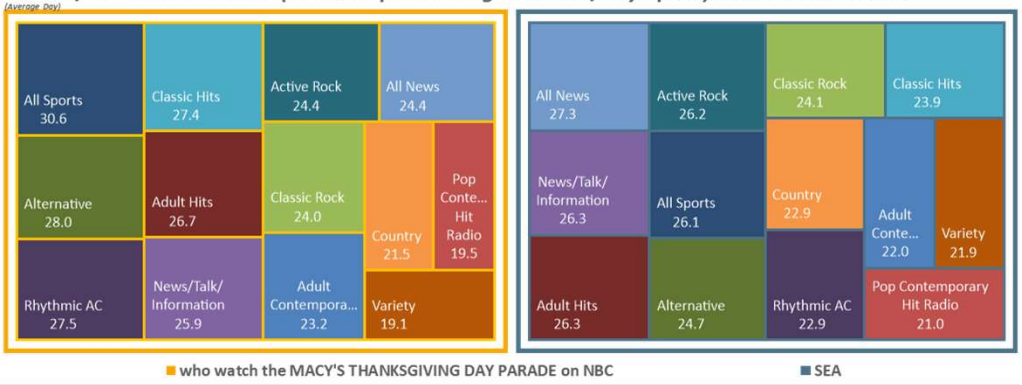
K5 Seattle

356,910 or 79.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and All Sports.

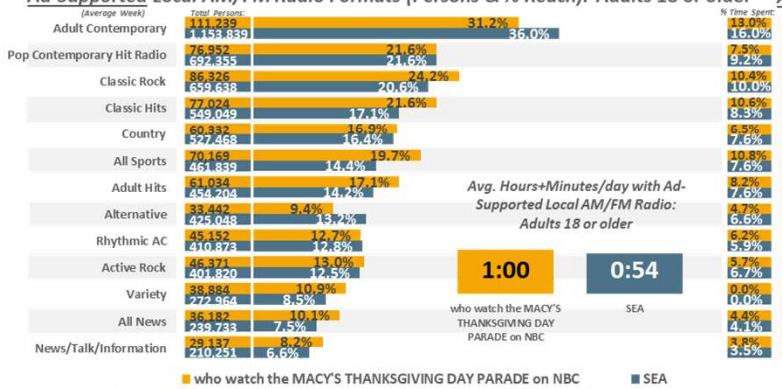
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



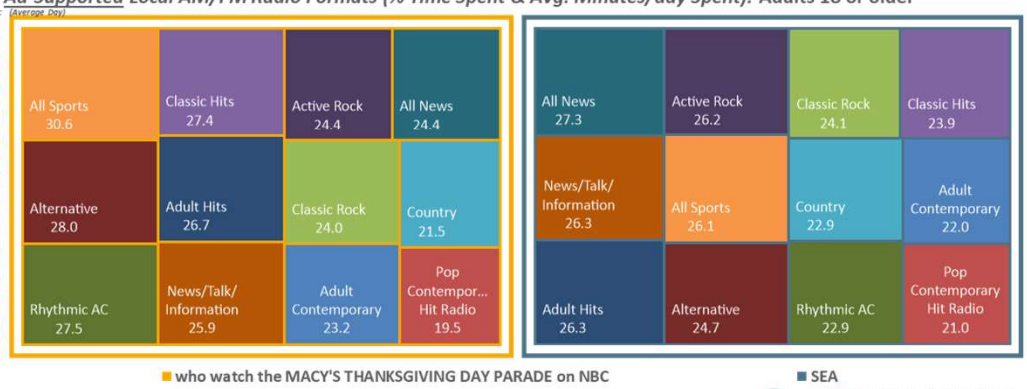
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

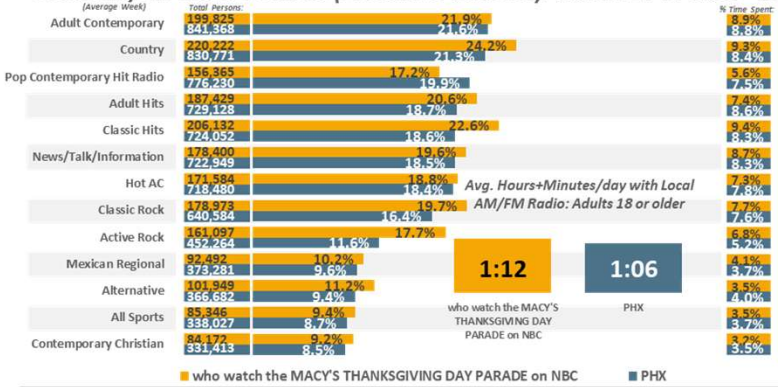
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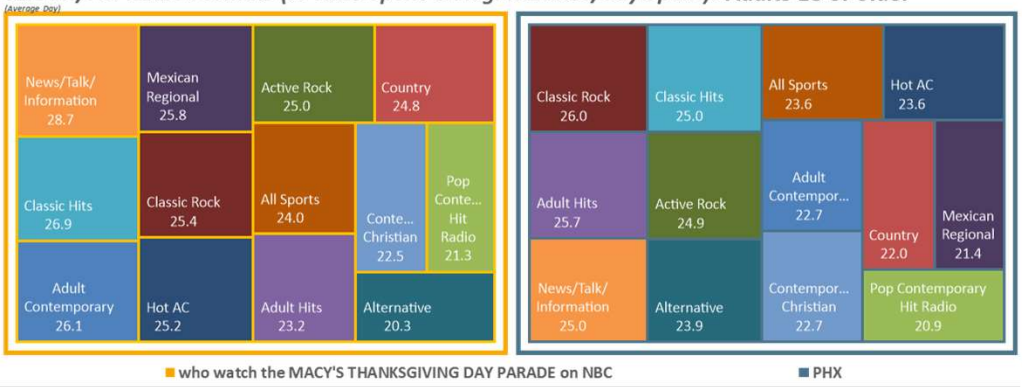
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

849,447 or 83.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and Classic Rock.

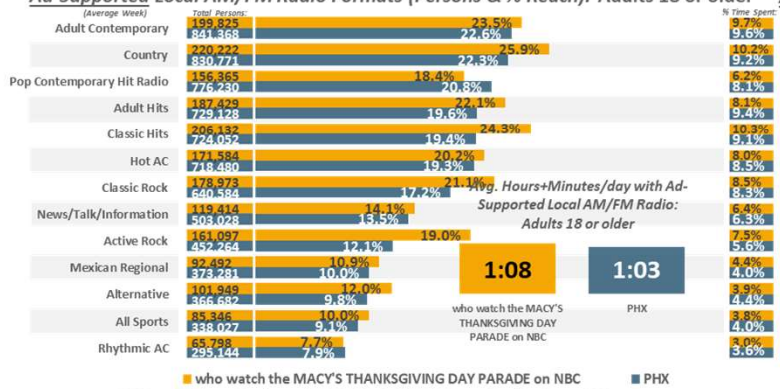
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



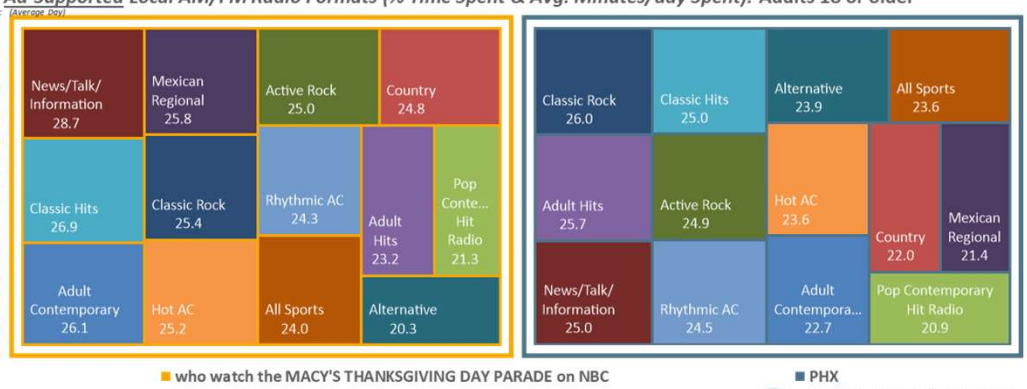
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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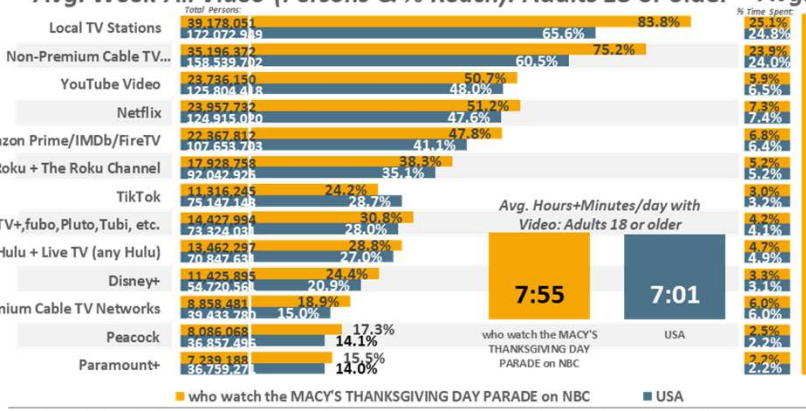
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

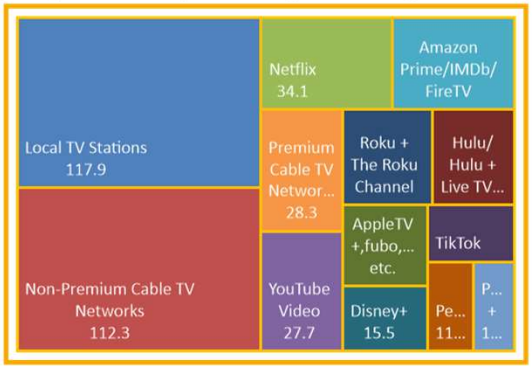


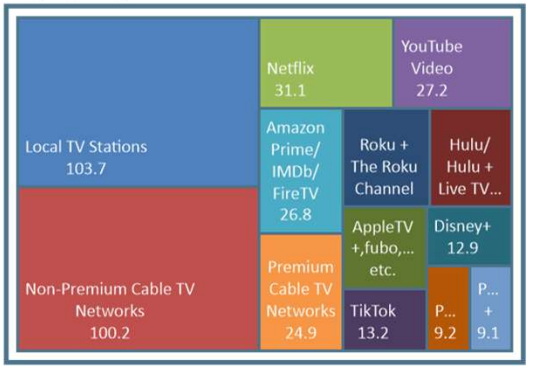
38,412,835 or 82.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

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



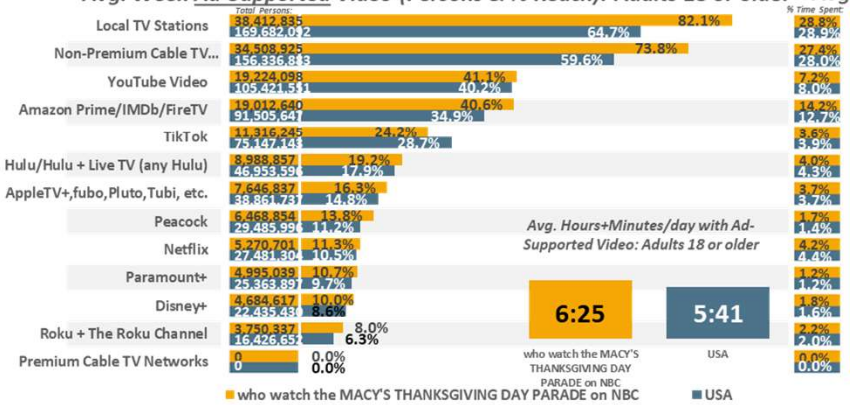
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



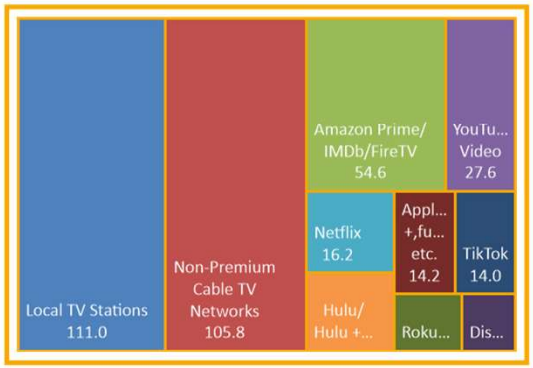


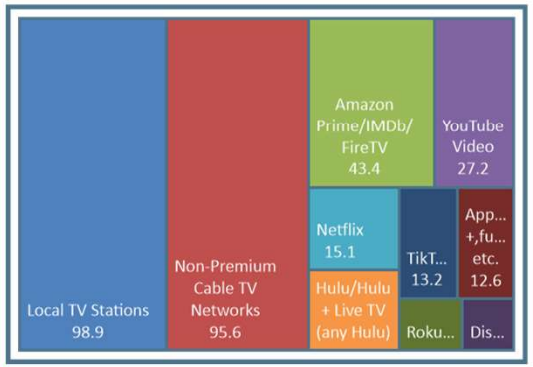
who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ USA

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



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





who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

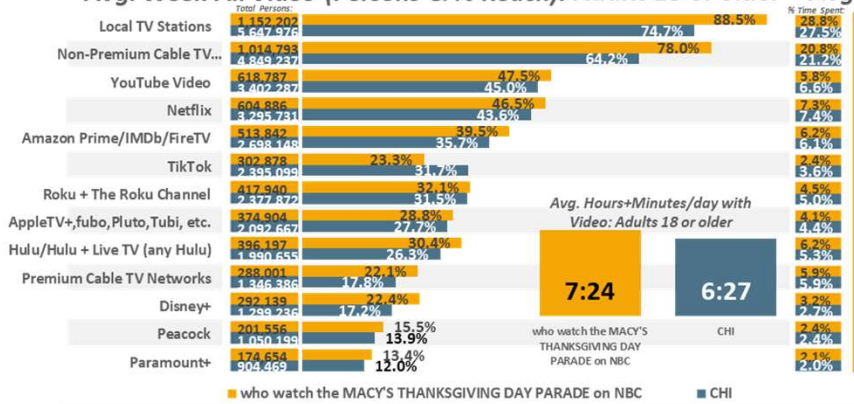
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

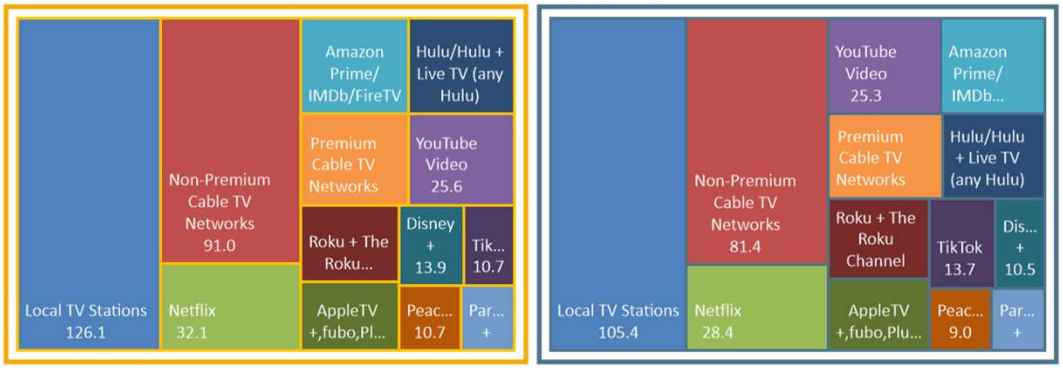


1,130,794 or 86.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

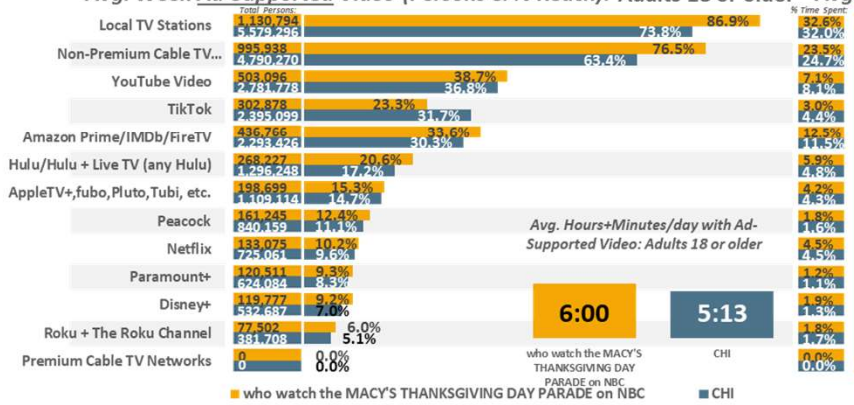
Avg. Week All Video (Persons & % Reach): Adults 18 or older



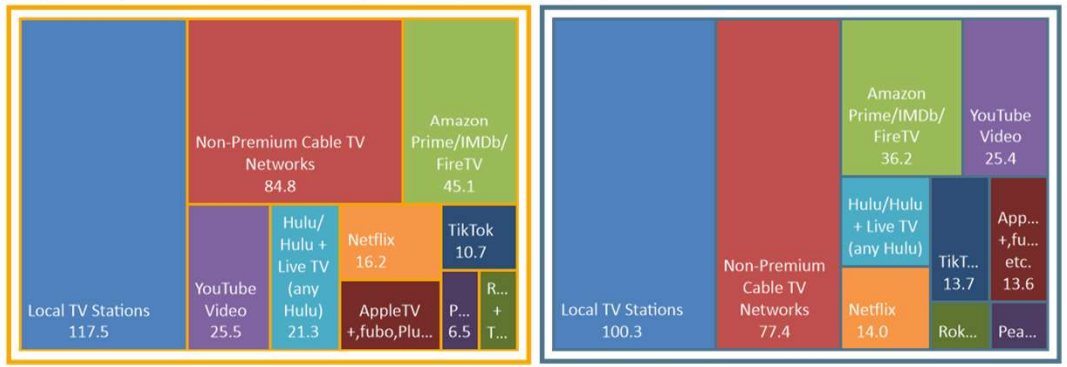
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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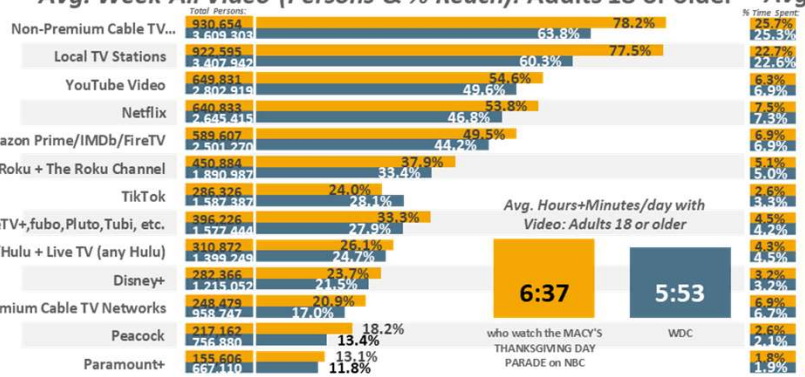
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



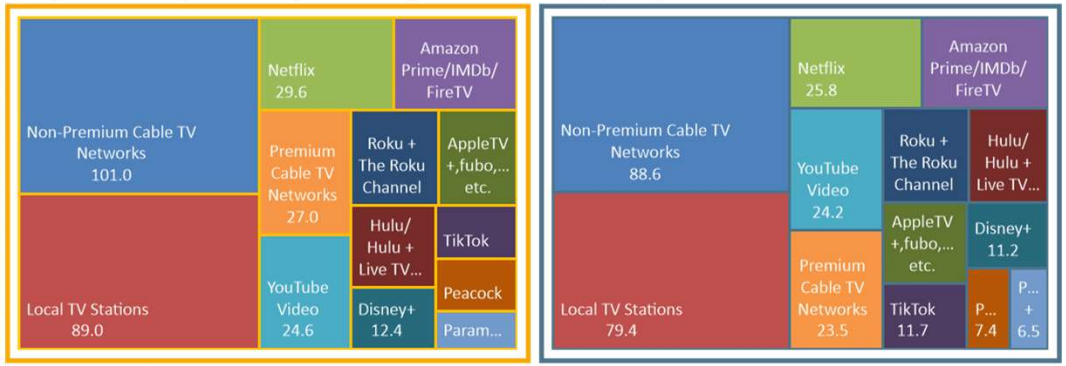
4 WASHINGTON

899,174 or 75.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

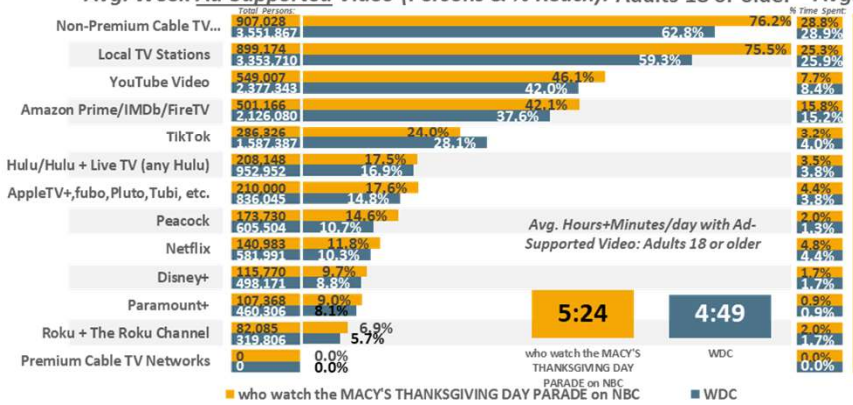
Avg. Week All Video (Persons & % Reach): Adults 18 or older



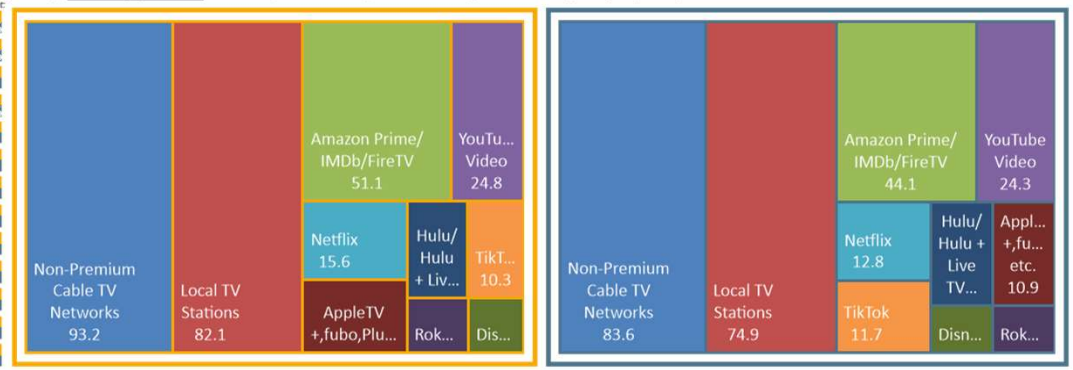
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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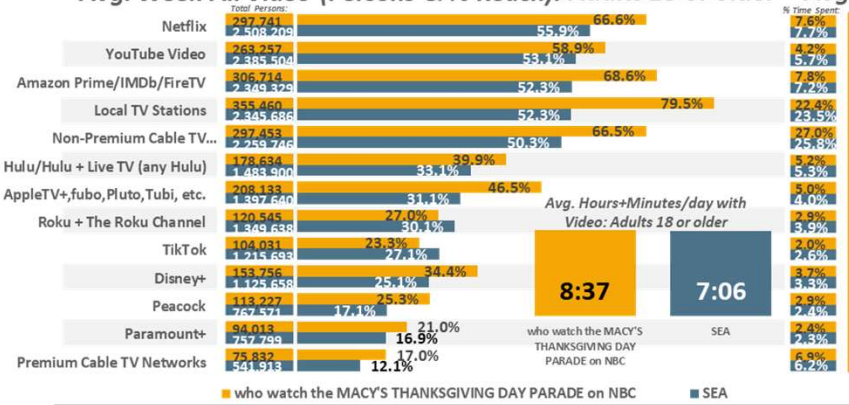
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



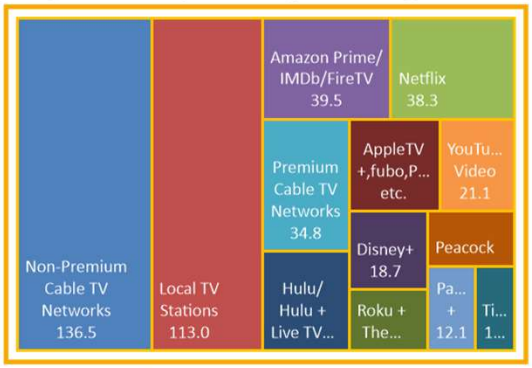
Seattle

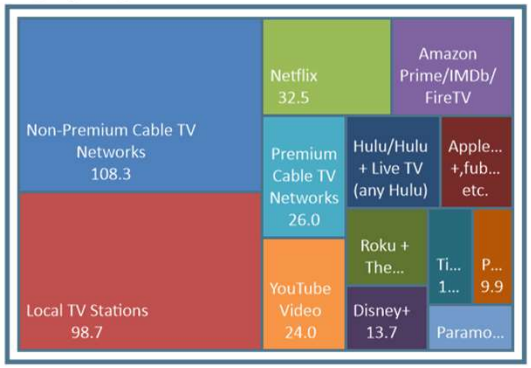
348,432 or 77.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 105.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

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

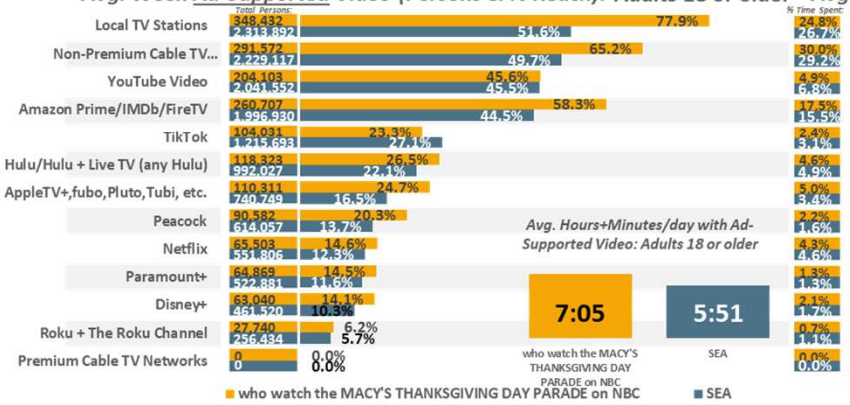


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

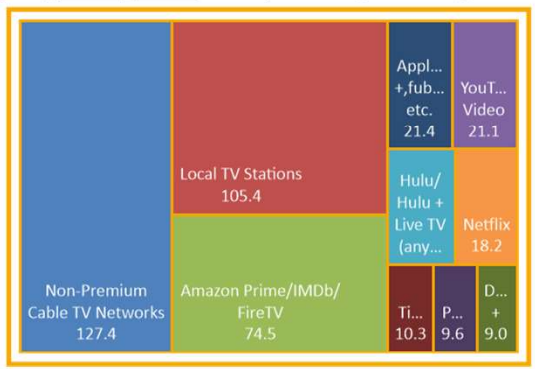


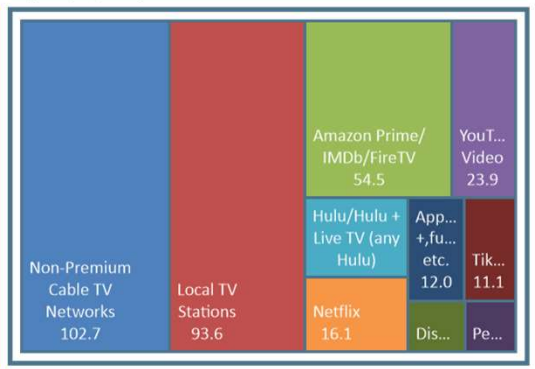


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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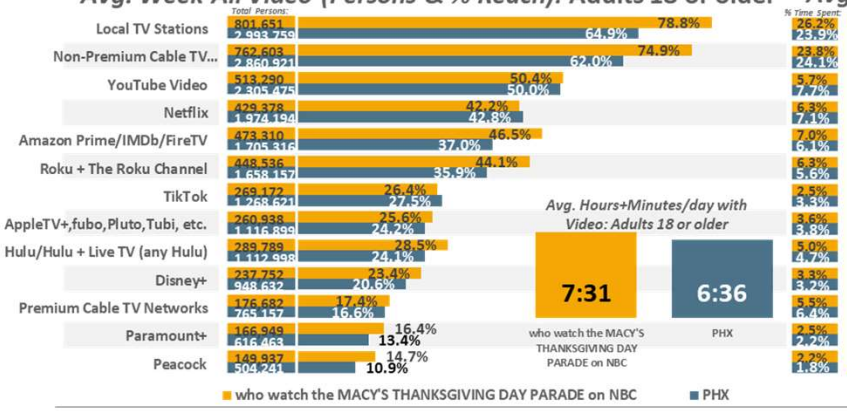
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

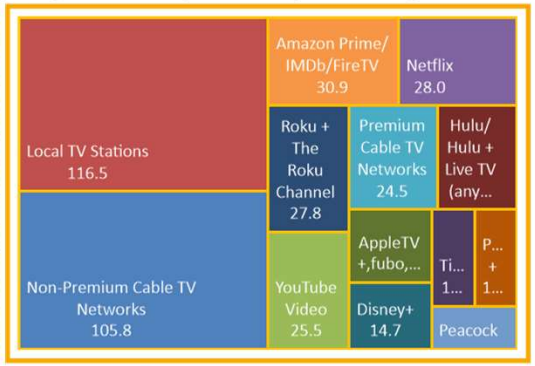


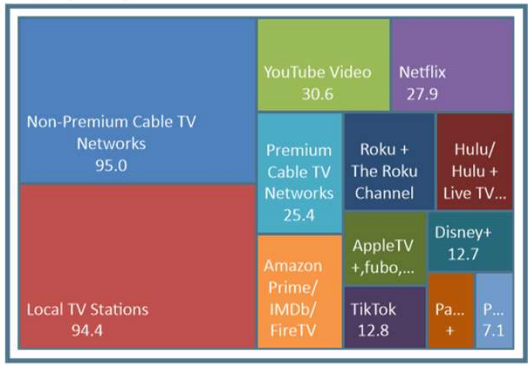
787,152 or 77.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 113.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

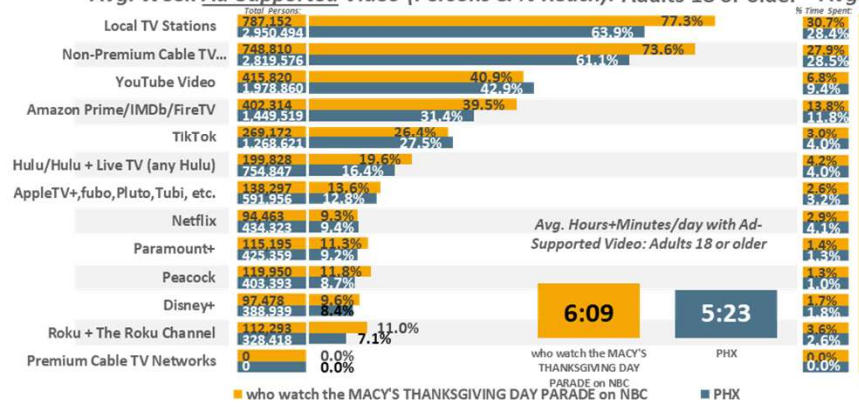


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

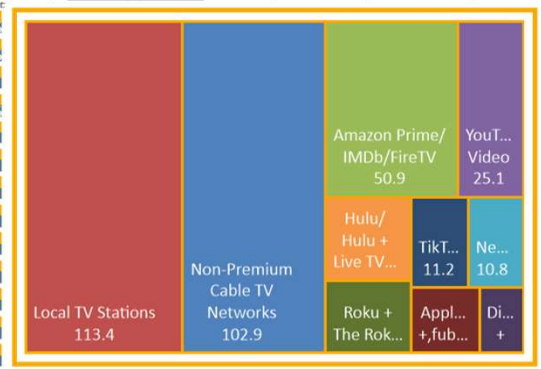


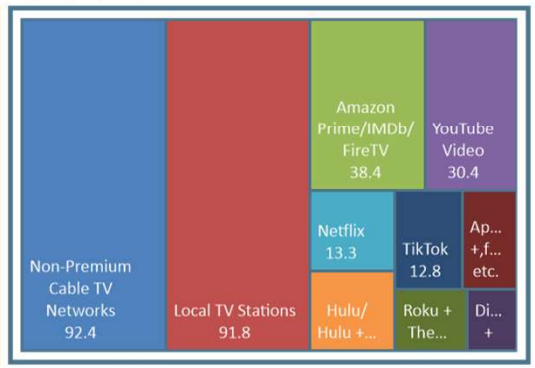


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

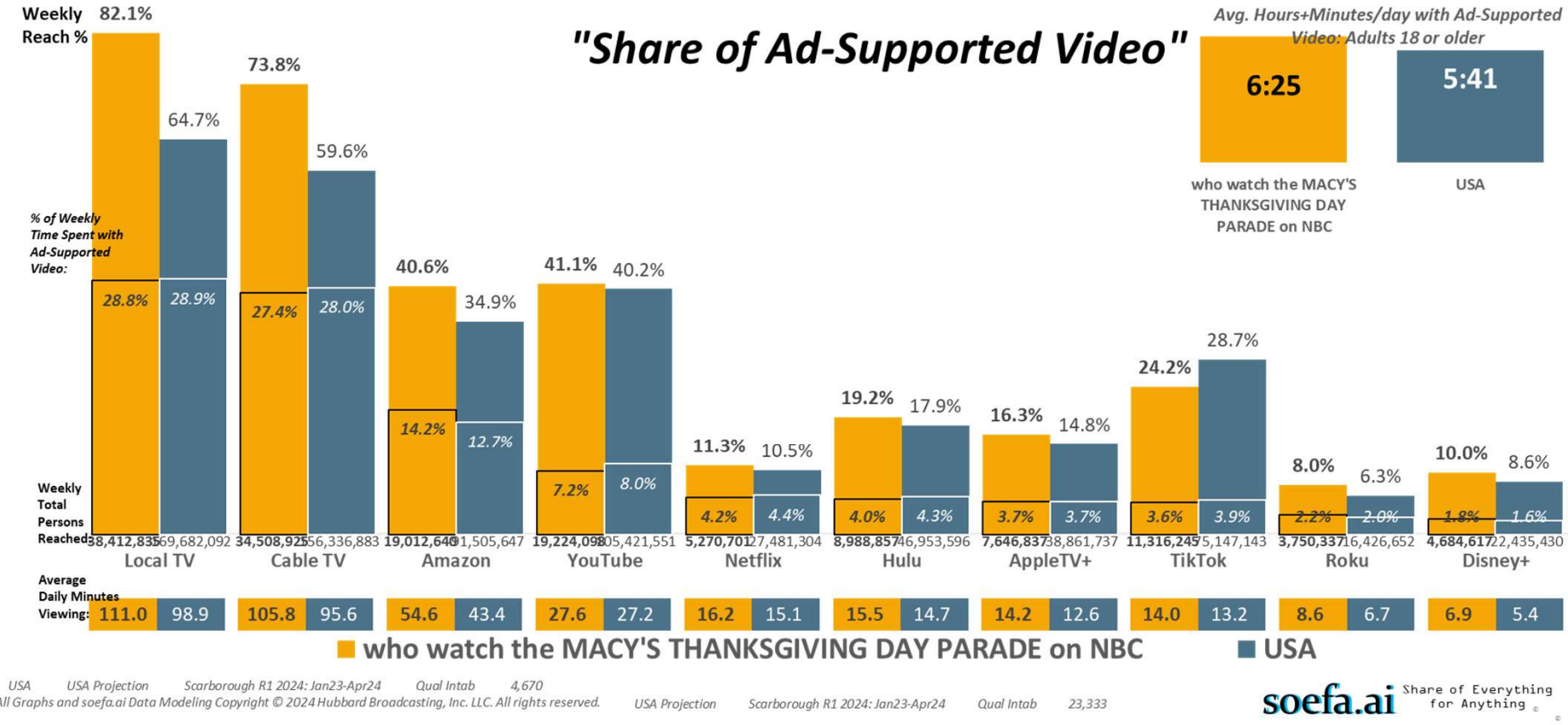
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



38,412,835 or 82.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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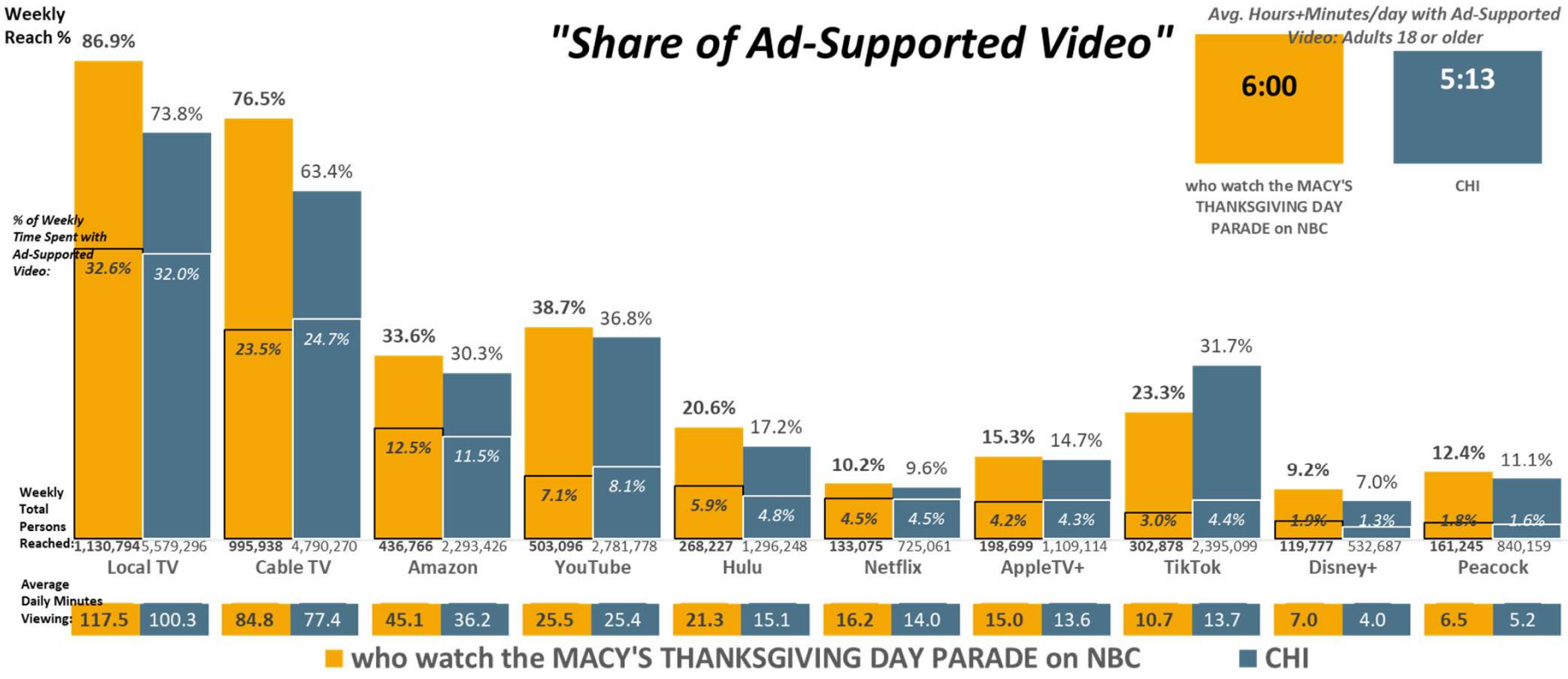
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



1,130,794 or 86.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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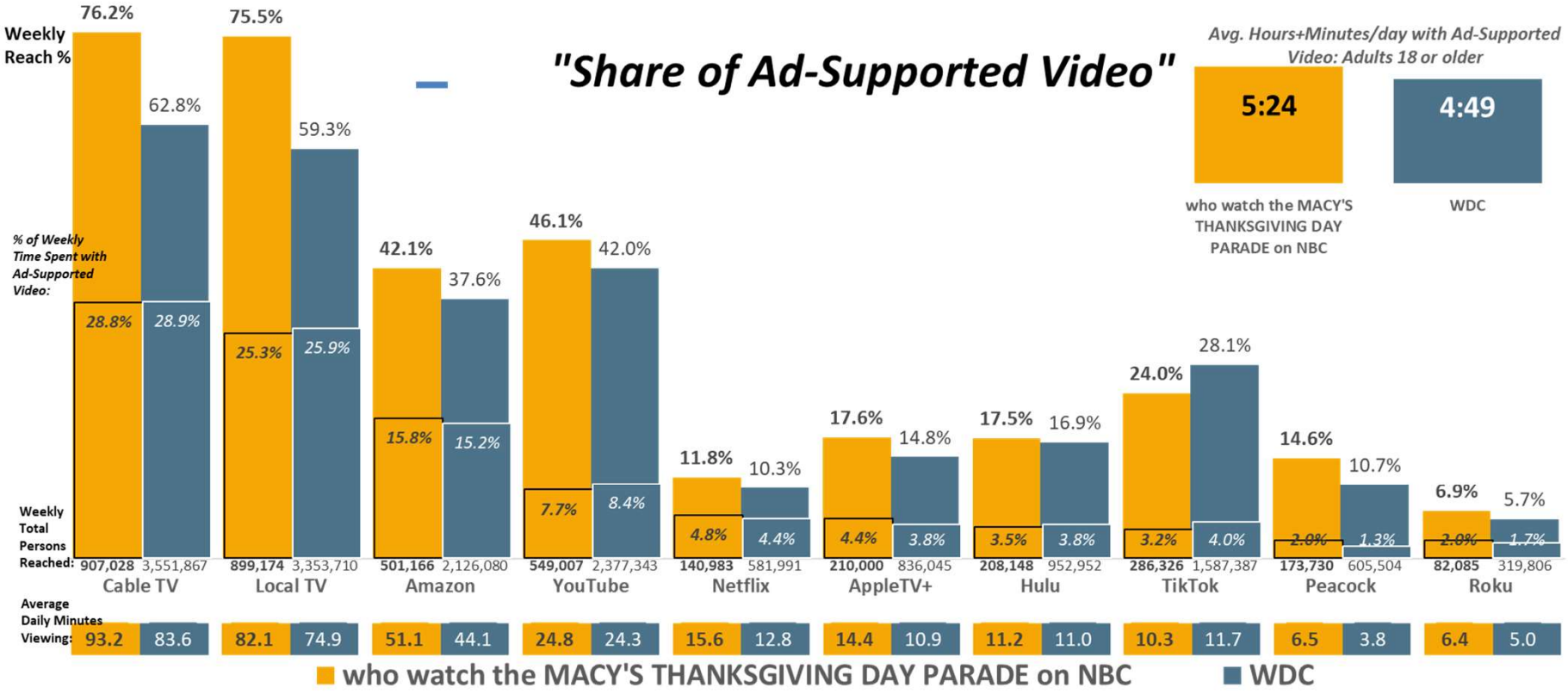
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WASHINGTON

899,174 or 75.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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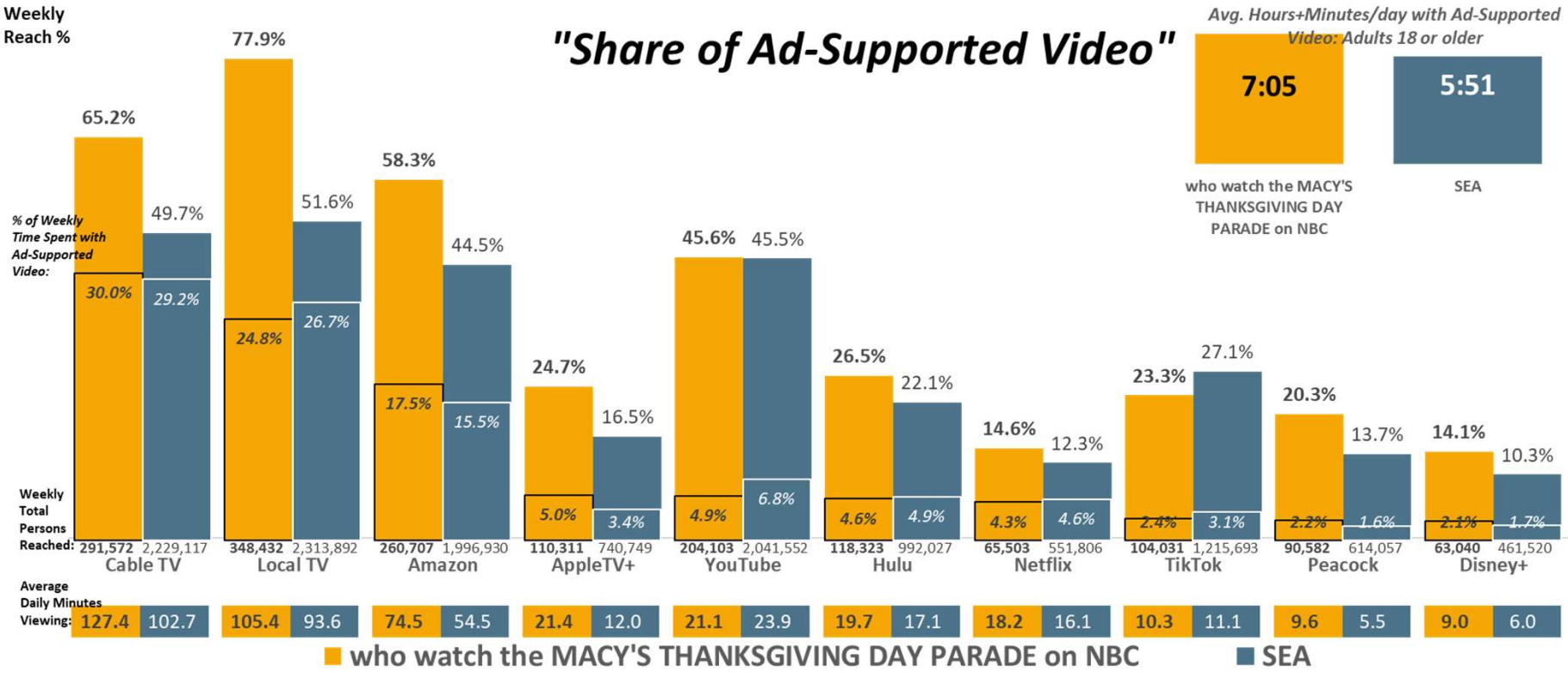
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Seattle

348,432 or 77.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 105.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

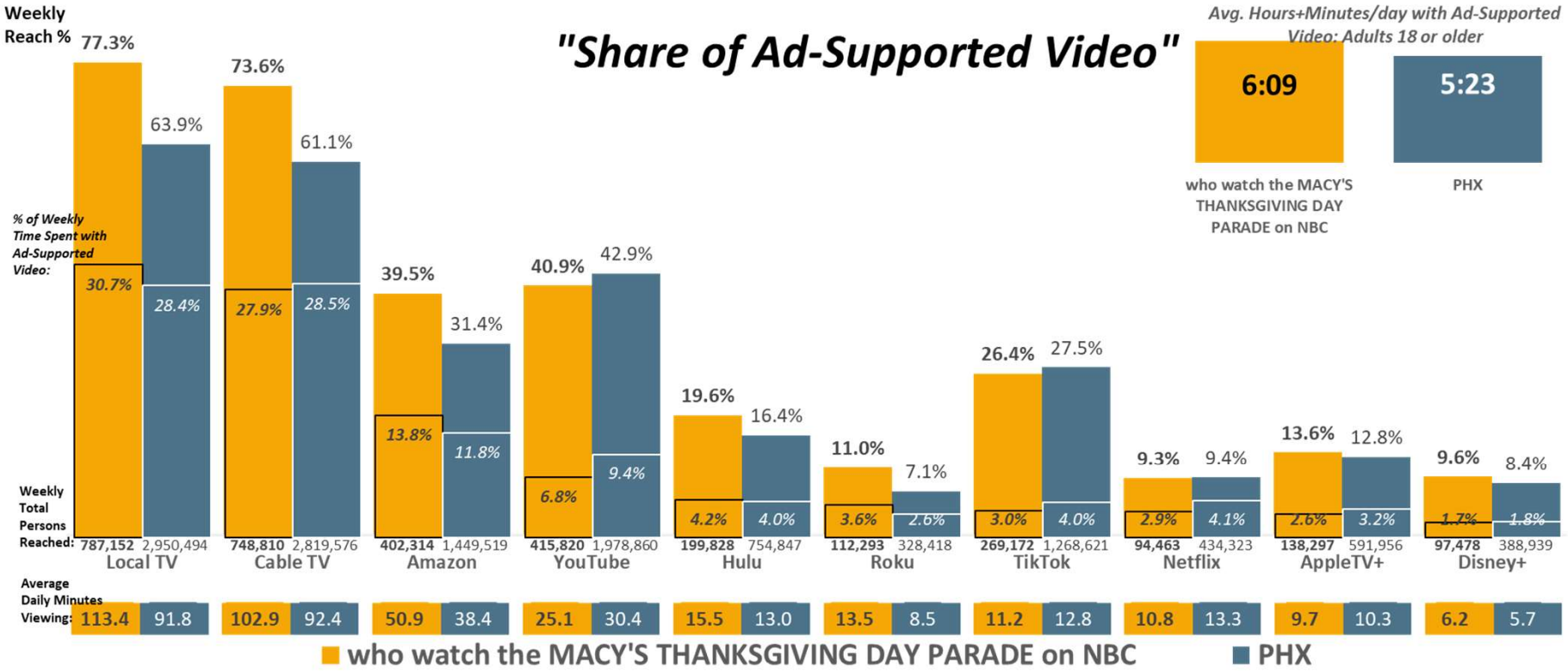


787,152 or 77.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 113.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

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

who watch the MACY'S THANKSGIVING DAY PARADE on NBC	PHX
6:09	5:23



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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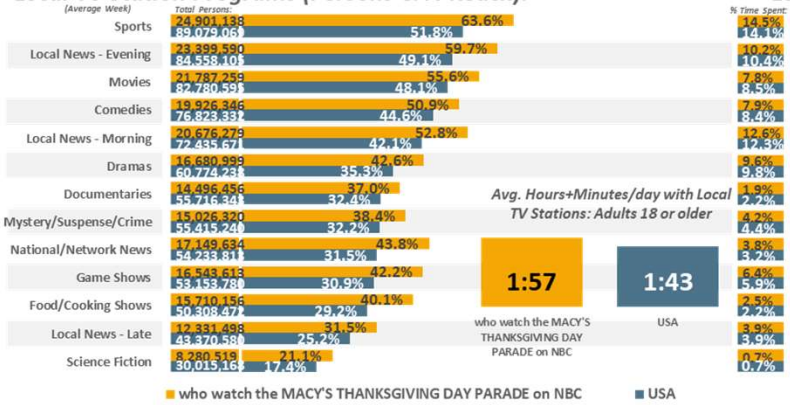
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

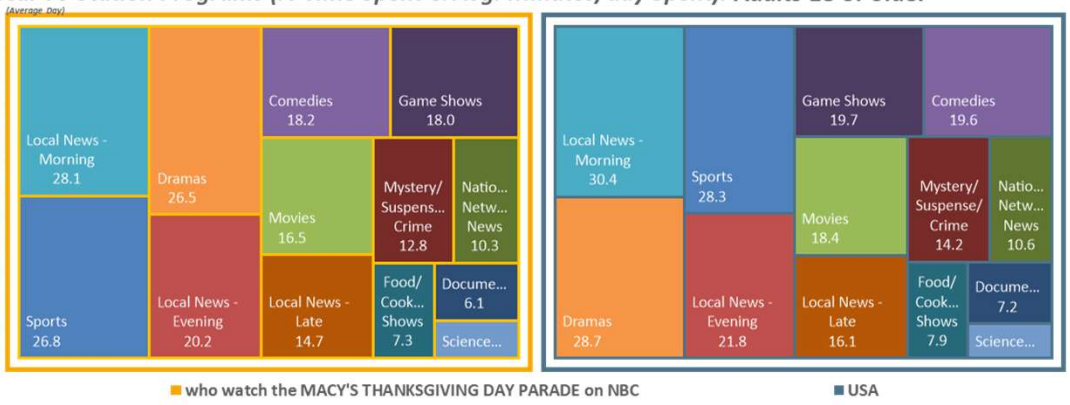


38,412,835 or 82.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

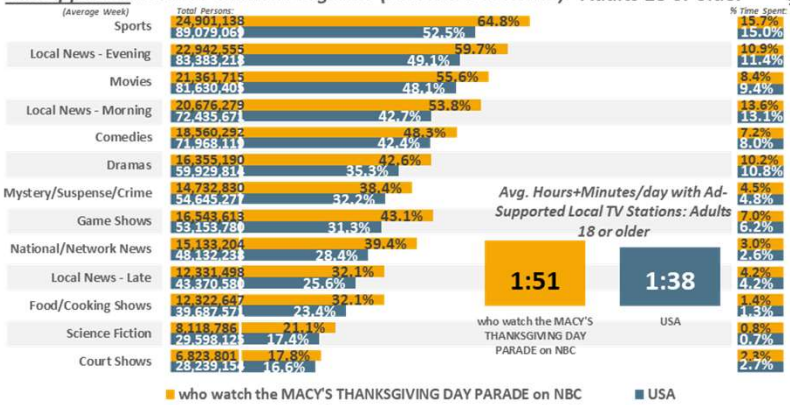
Local TV Station Programs (Persons & % Reach): Adults 18 or older



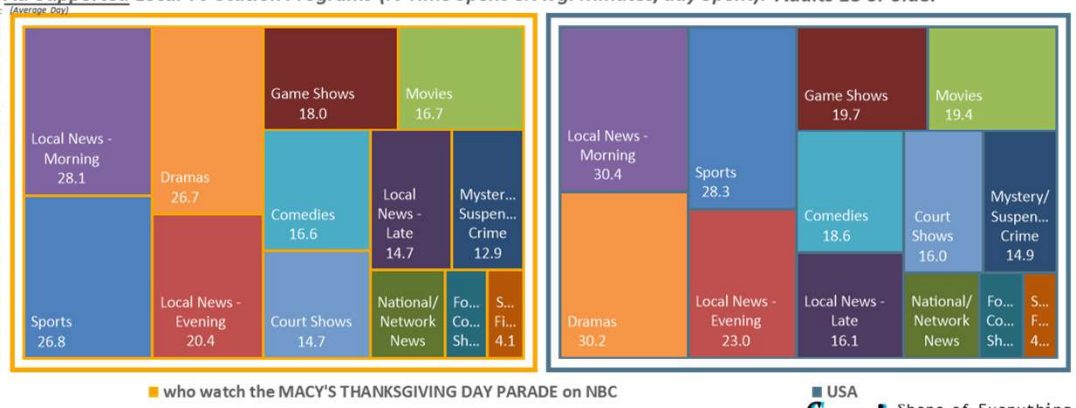
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

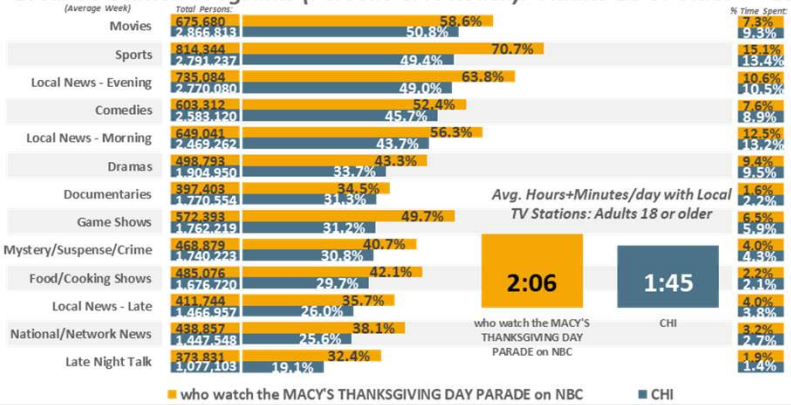
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

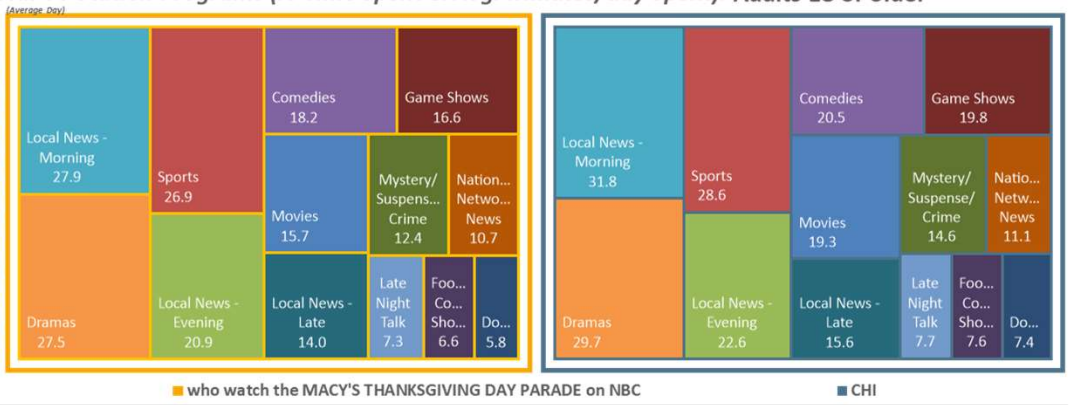


1,130,794 or 86.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Game Shows, and Comedies.

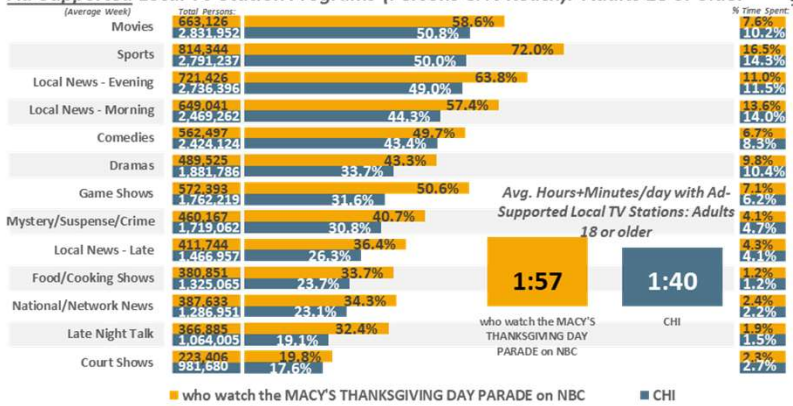
Local TV Station Programs (Persons & % Reach): Adults 18 or older



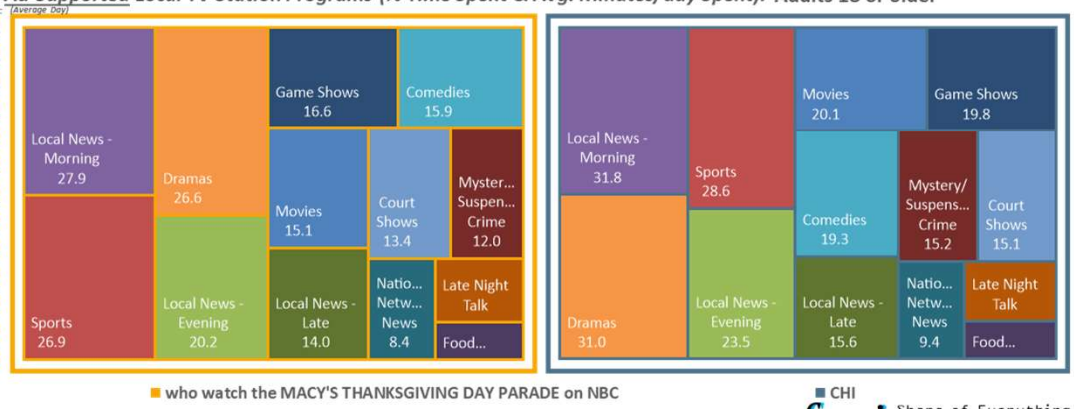
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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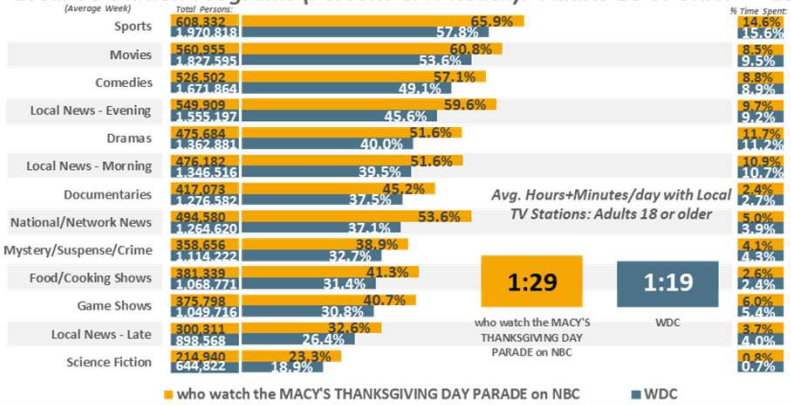
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

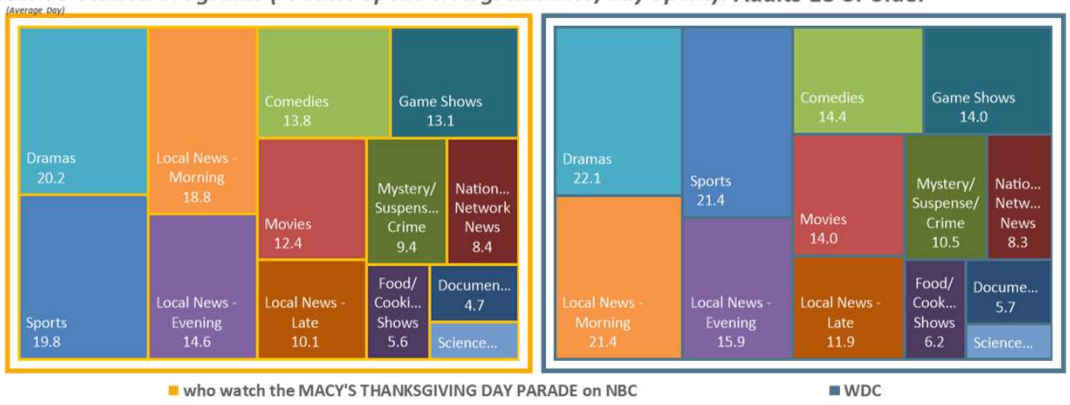


899,174 or 75.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

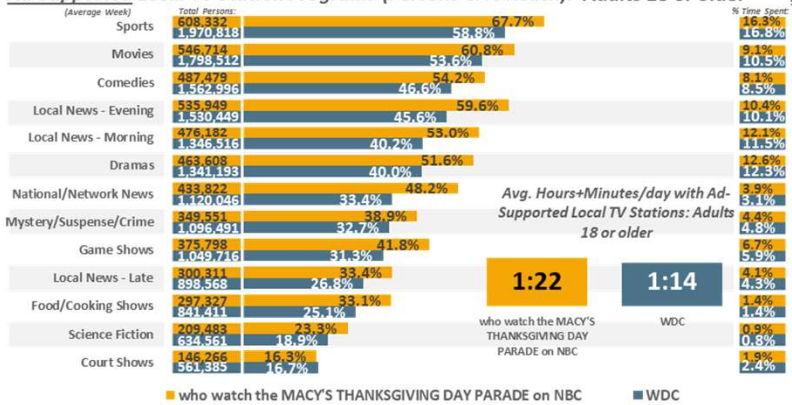
Local TV Station Programs (Persons & % Reach): Adults 18 or older



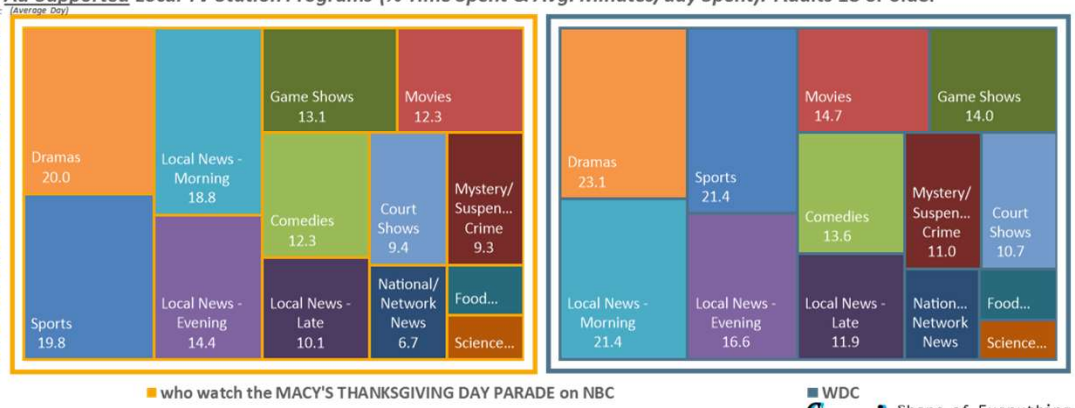
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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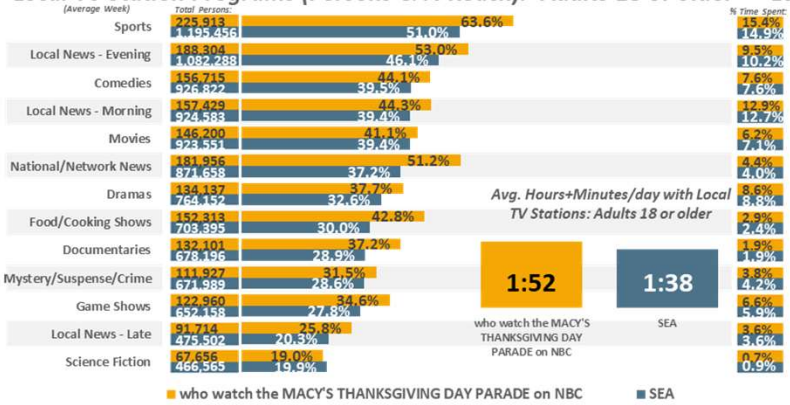
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

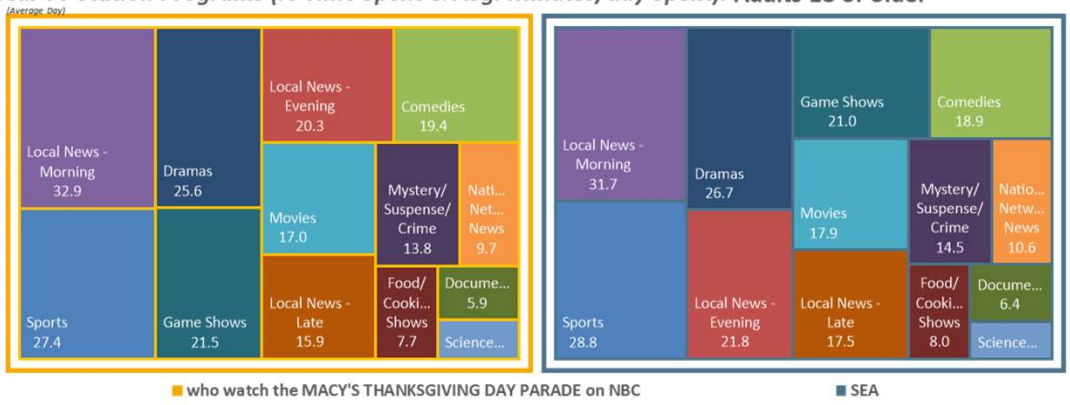


348,432 or 77.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Local News - Morning, Comedies, and Movies.

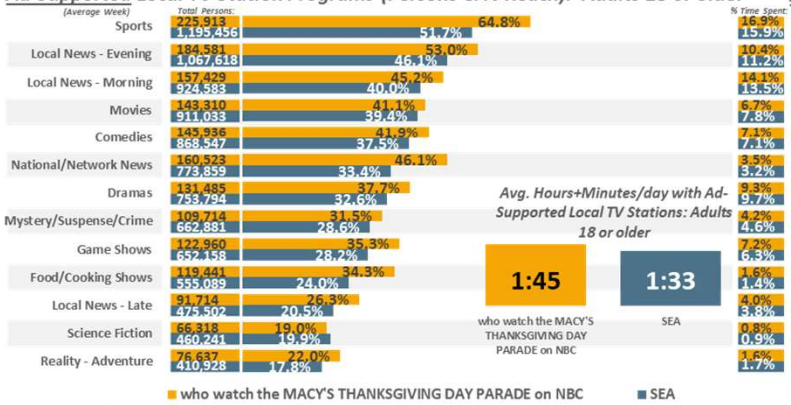
Local TV Station Programs (Persons & % Reach): Adults 18 or older



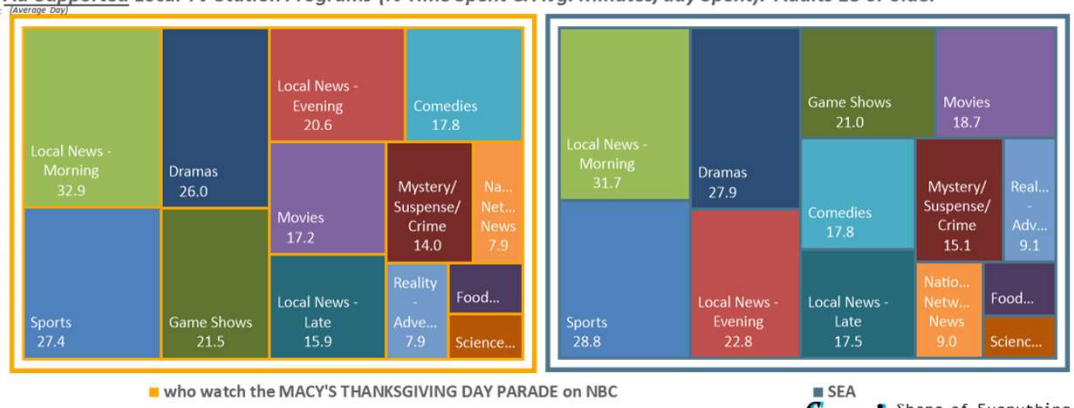
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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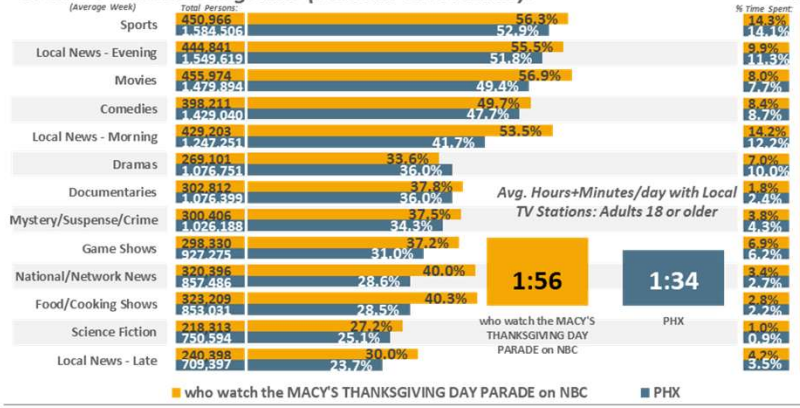
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

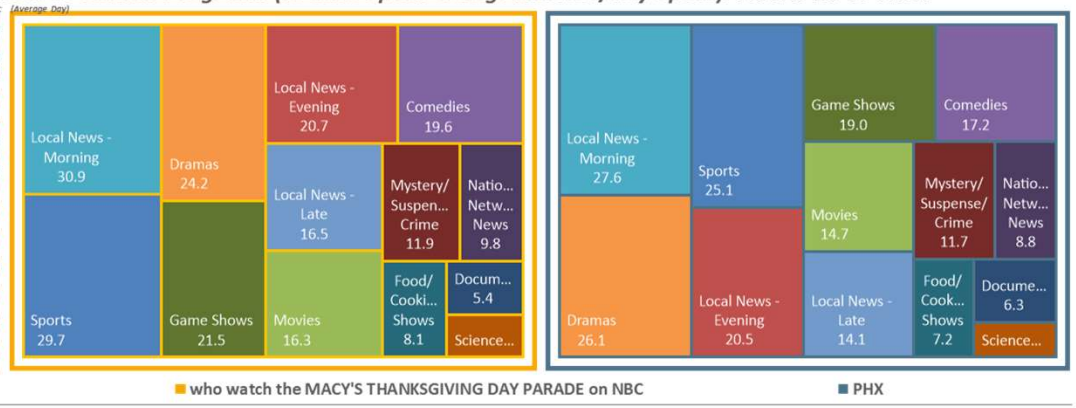


787,152 or 77.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Game Shows.

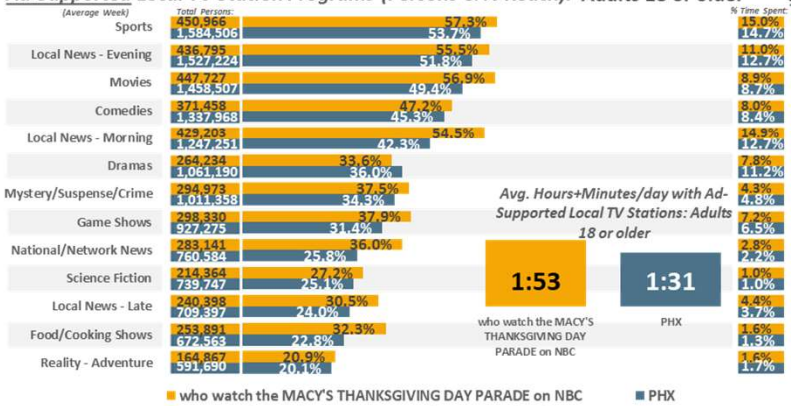
Local TV Station Programs (Persons & % Reach): Adults 18 or older



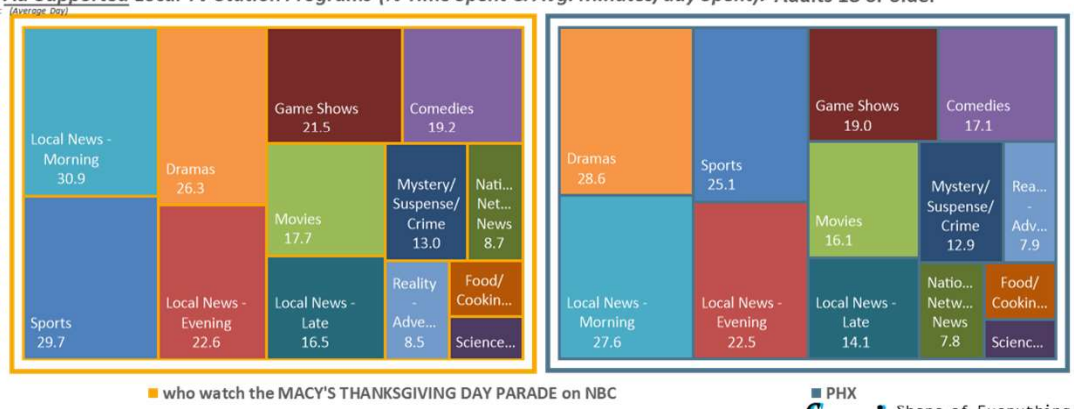
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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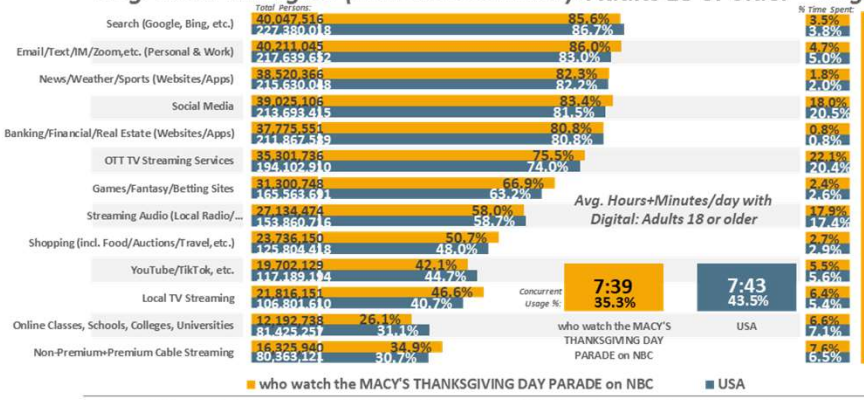
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

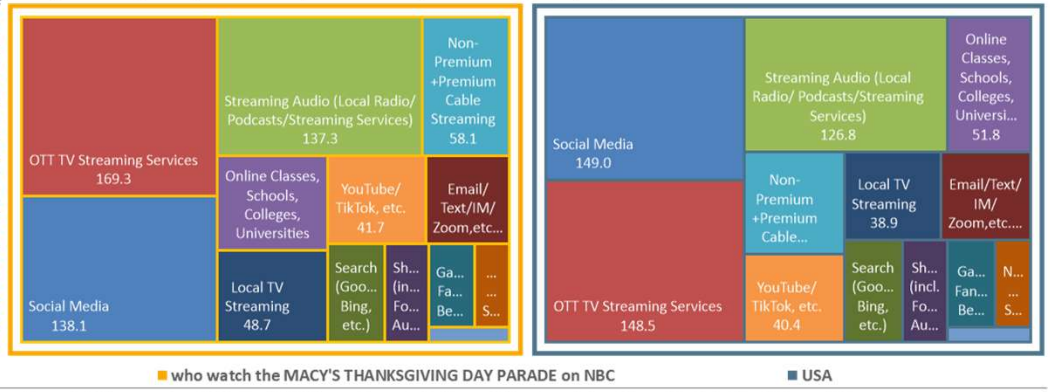


35,303,734 or 75.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 124.9 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

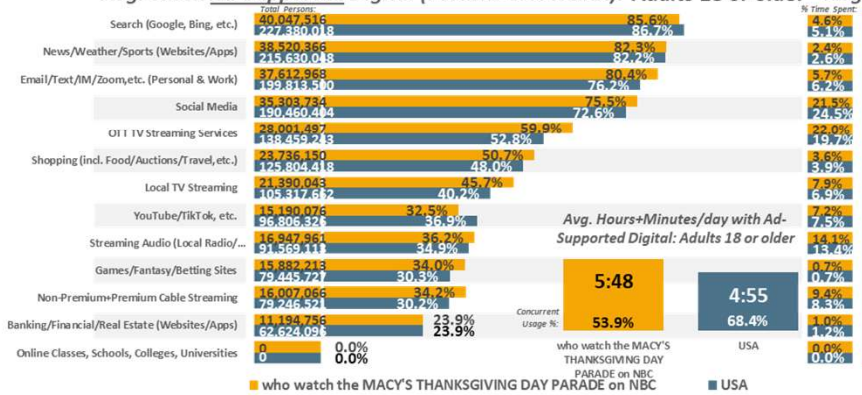
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



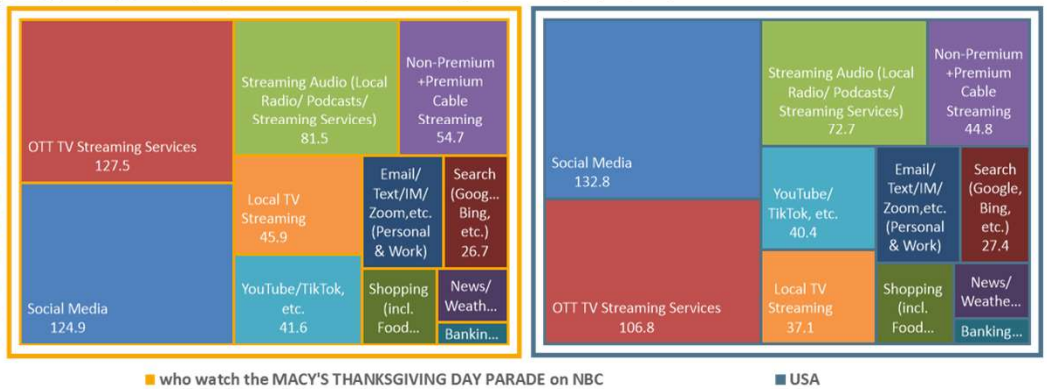
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

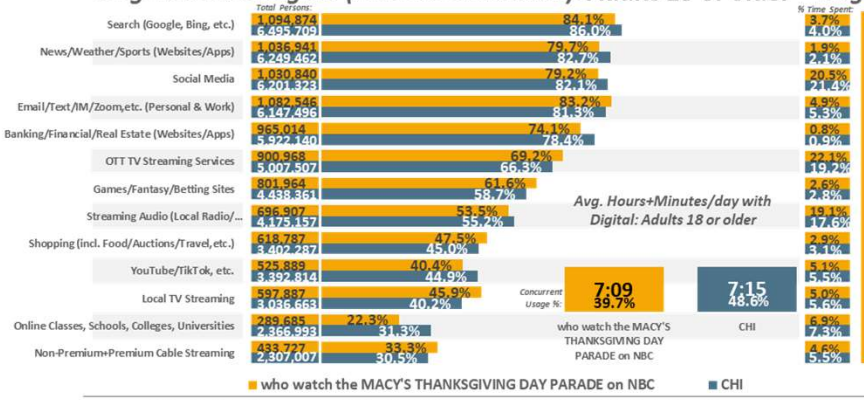
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

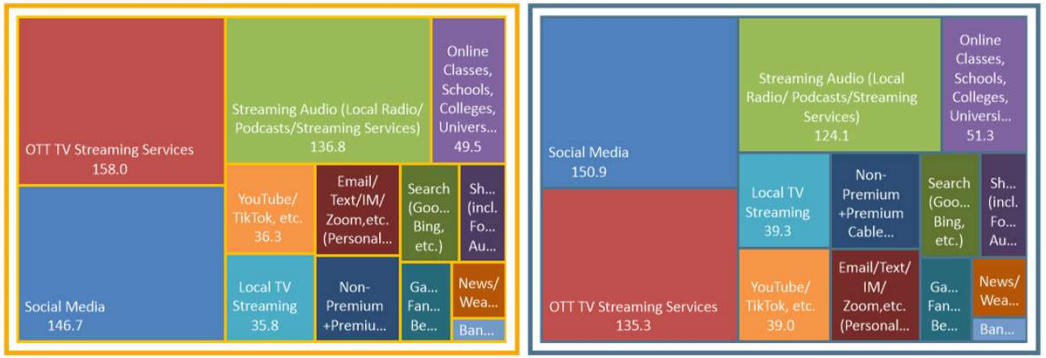


951,718 or 73.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 135.4 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

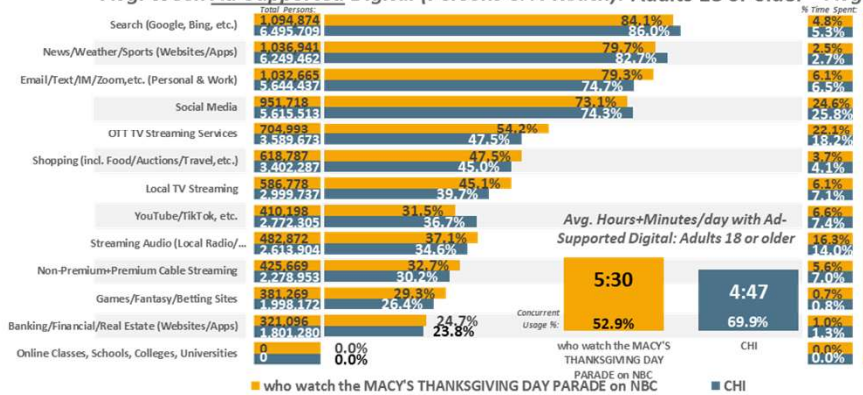
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



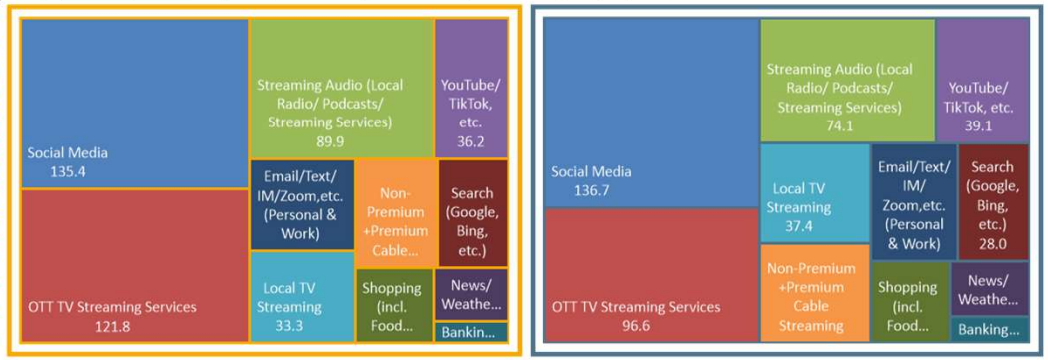
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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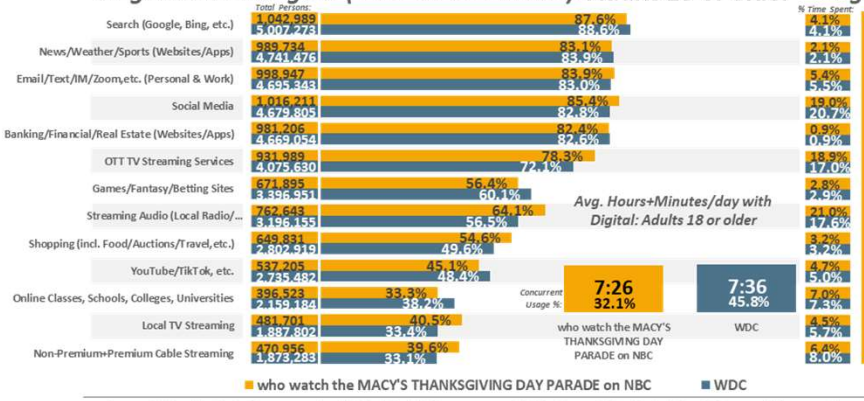
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

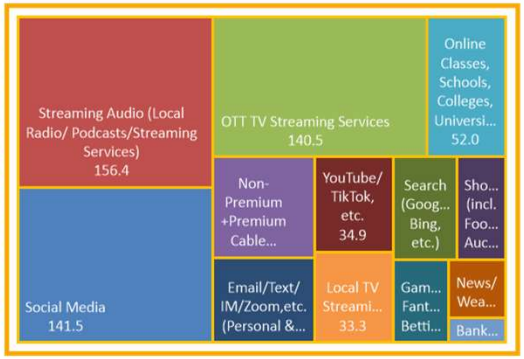


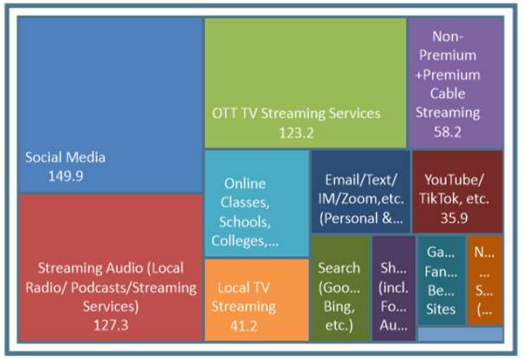
916,445 or 77.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 127.6 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

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

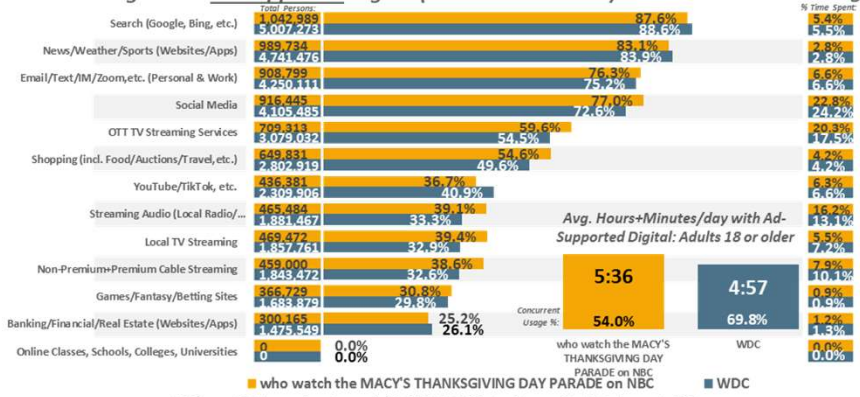


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

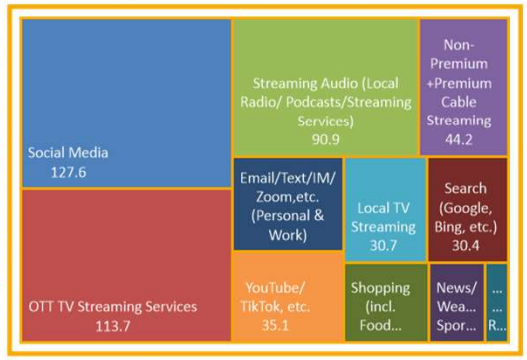


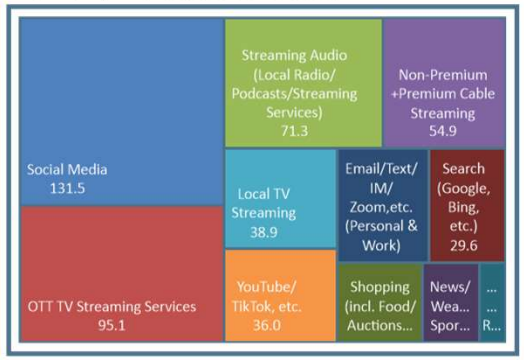


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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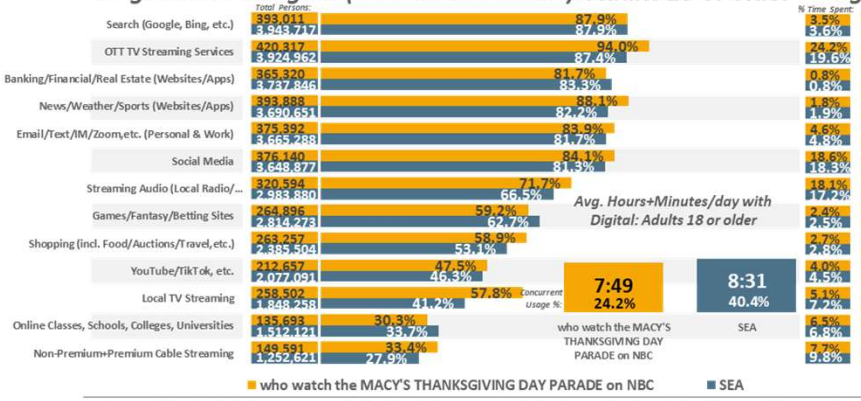
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



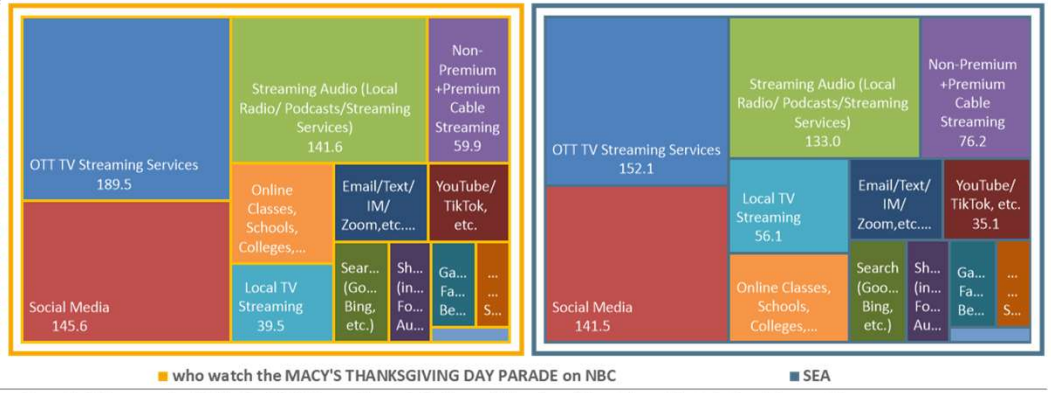


335,899 or 75.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 130. minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

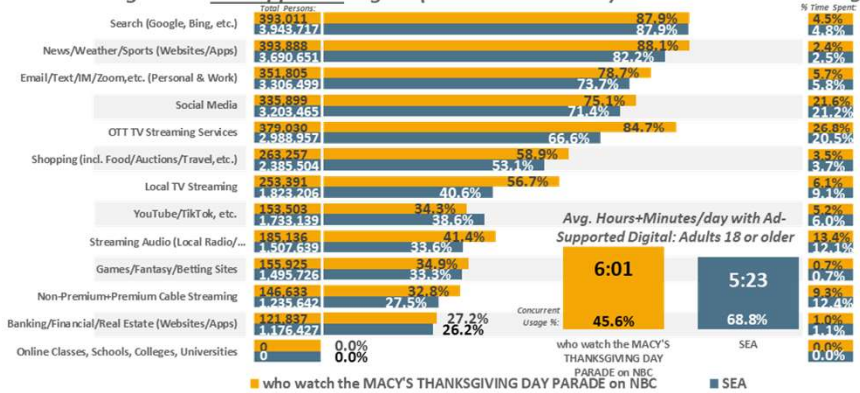
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



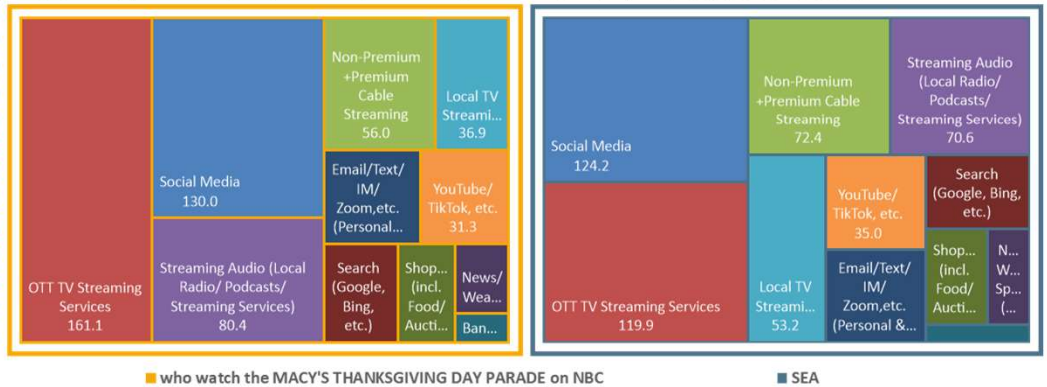
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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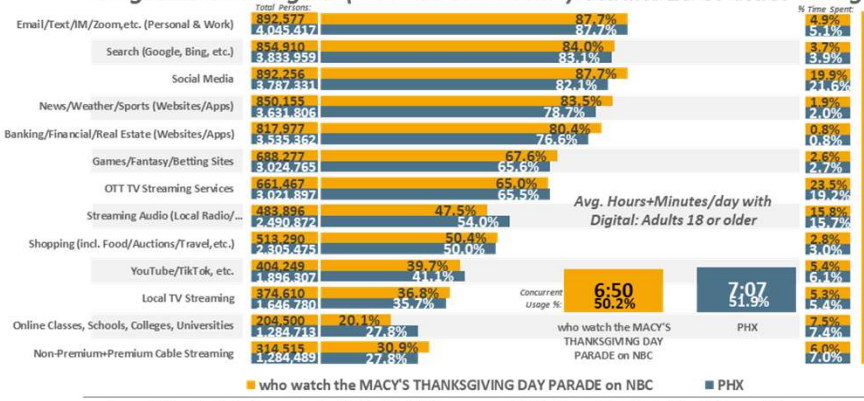
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

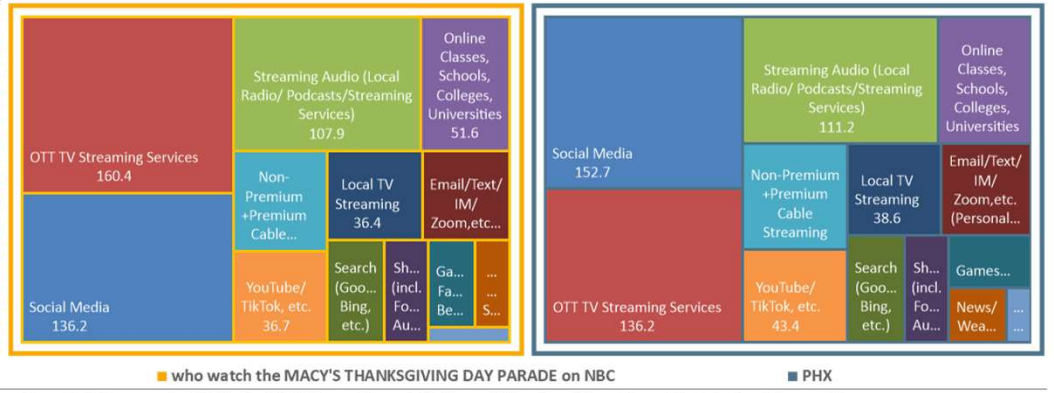


823,331 or 80.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 125.7 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

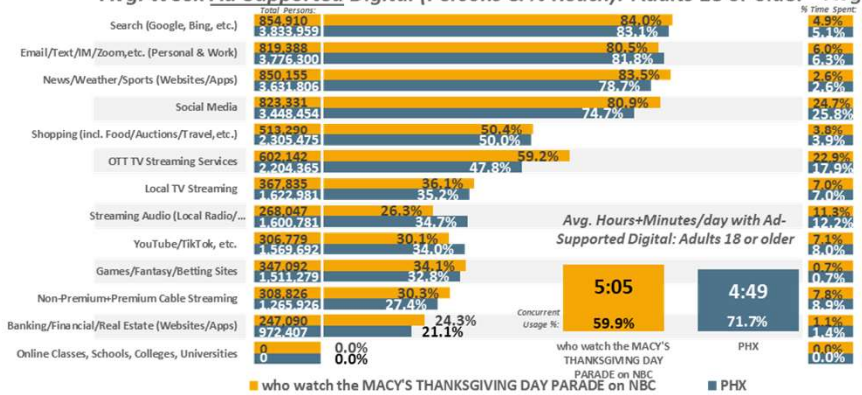
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



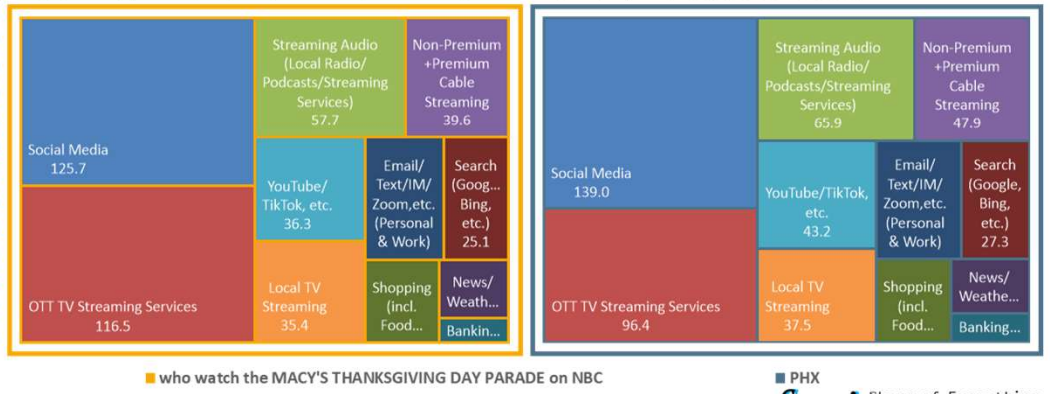
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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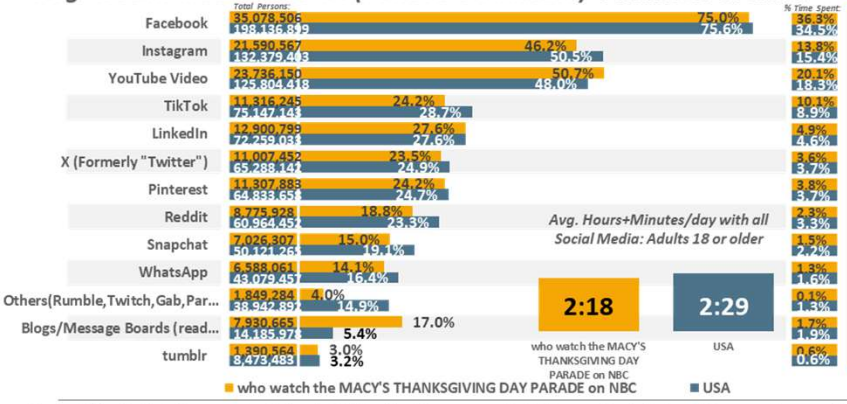
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

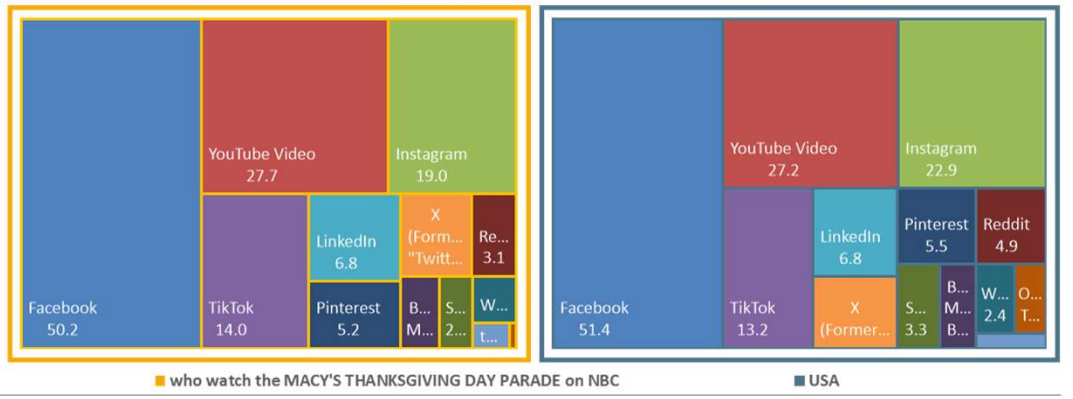


35,078,506 or 75.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 43.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

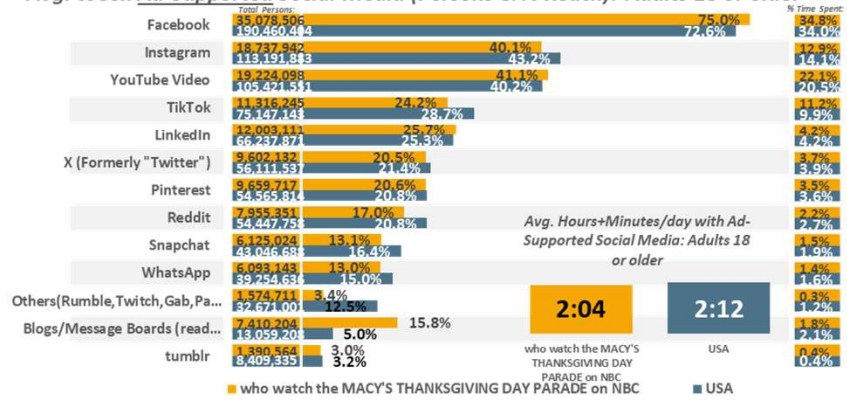
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



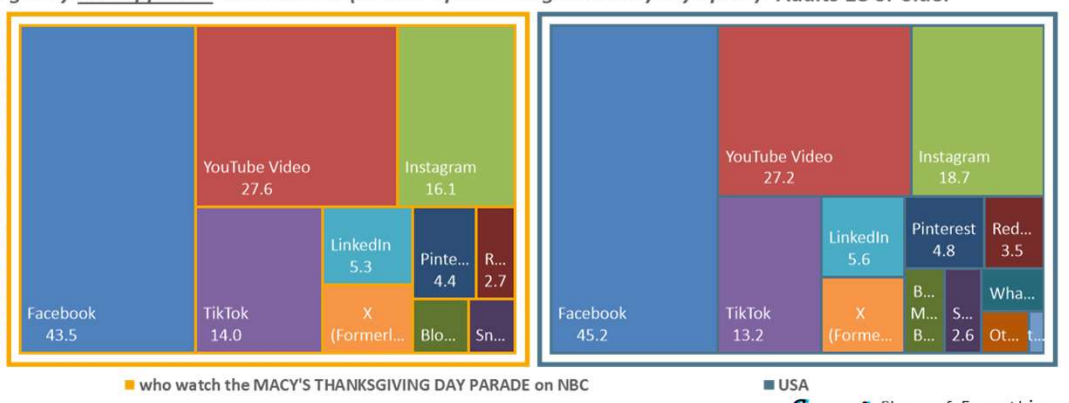
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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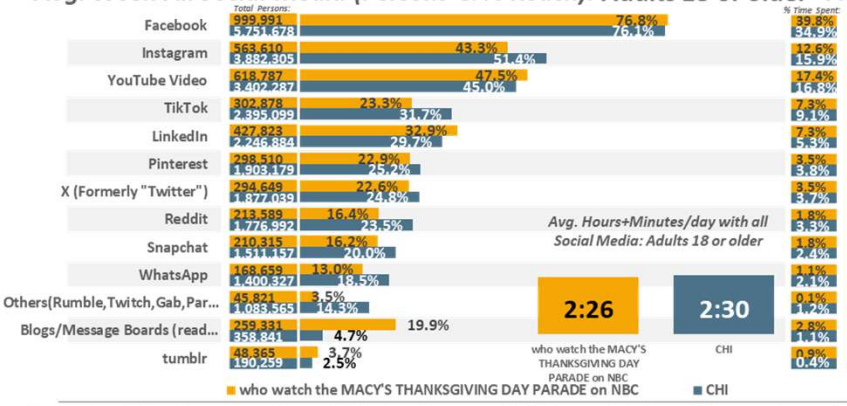
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

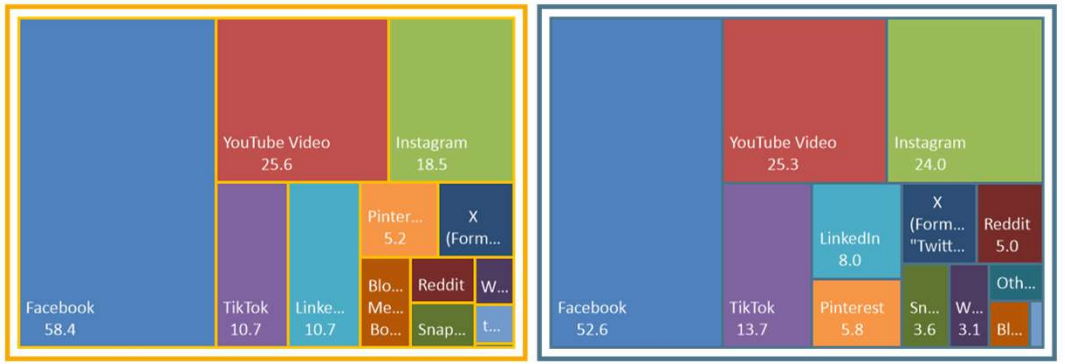


951,718 or 73.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 50.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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

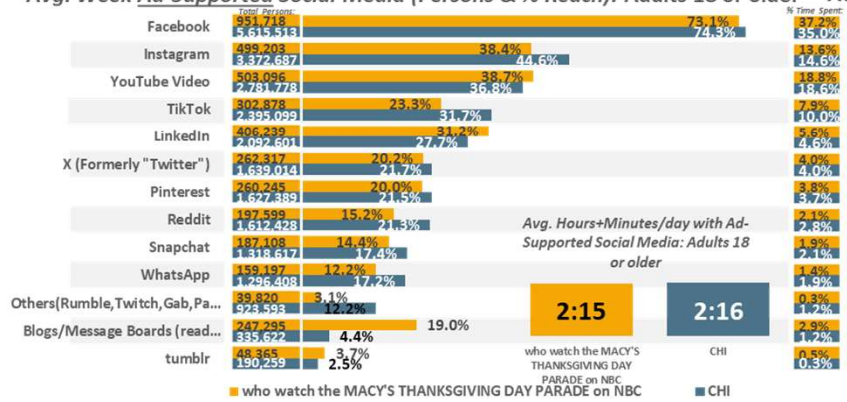


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

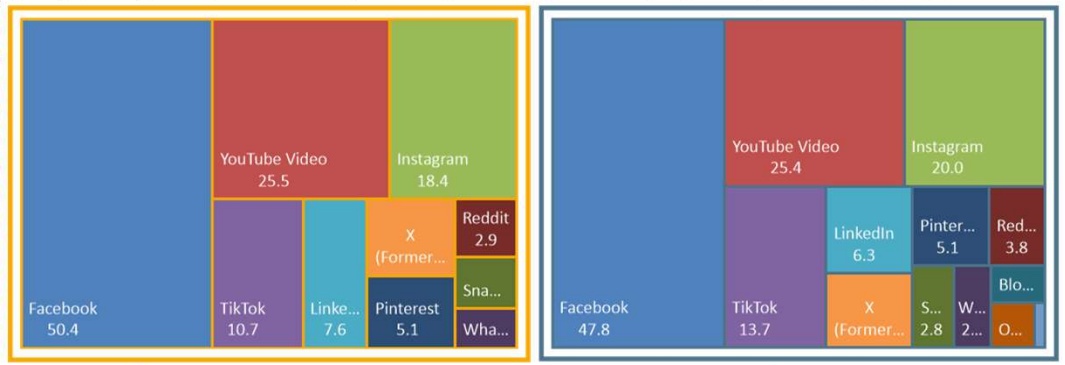


who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ CHI

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 watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ CHI

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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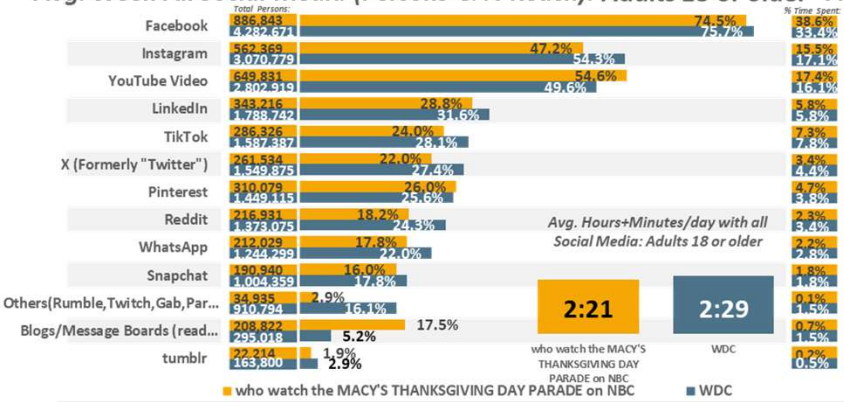
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



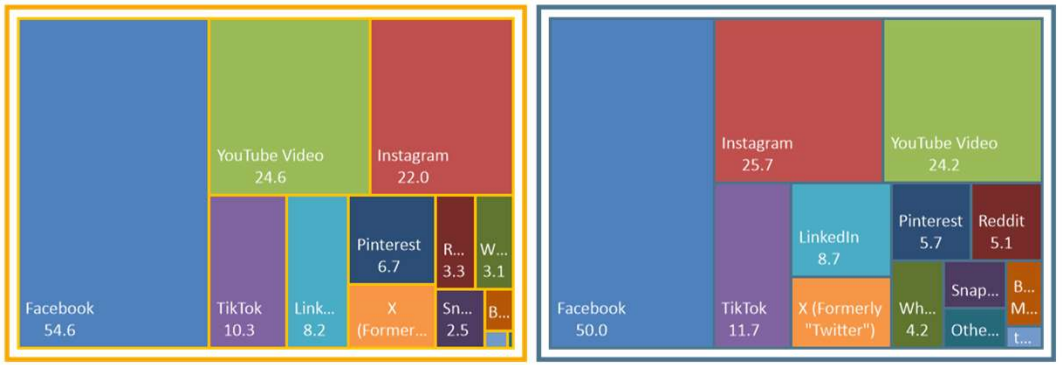
4 WASHINGTON

886,843 or 74.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 48.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

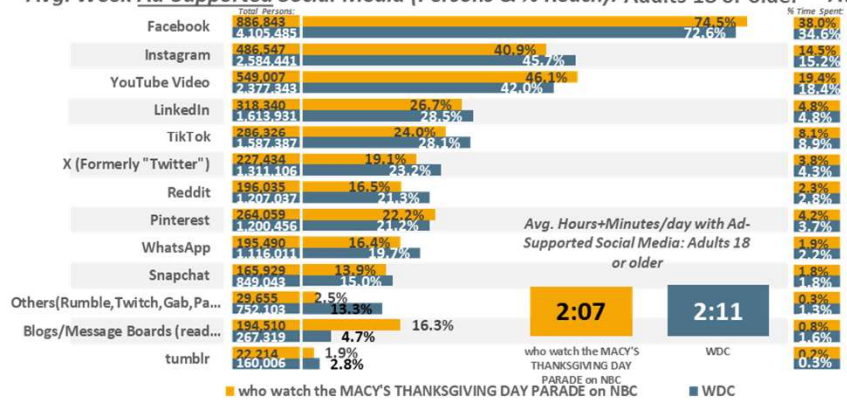
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



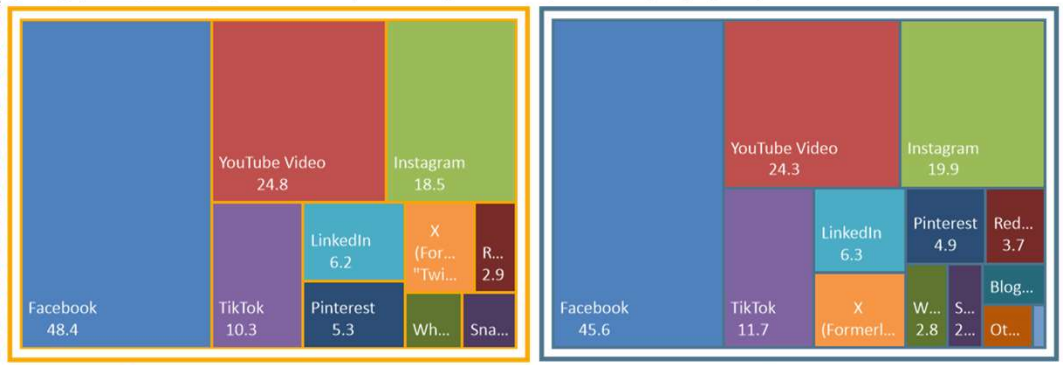
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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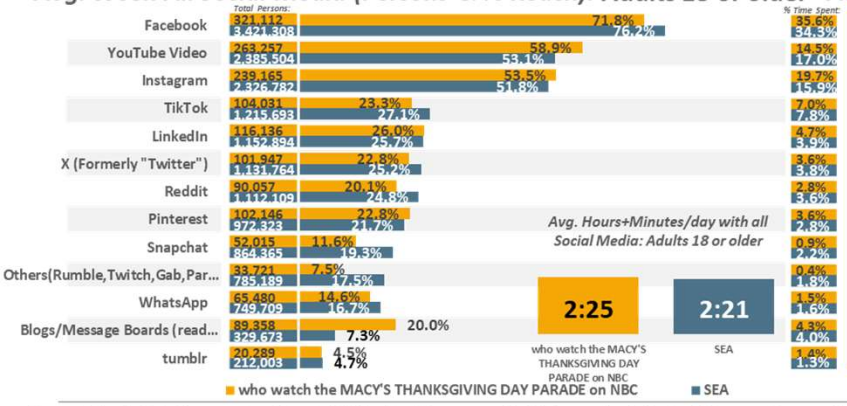
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



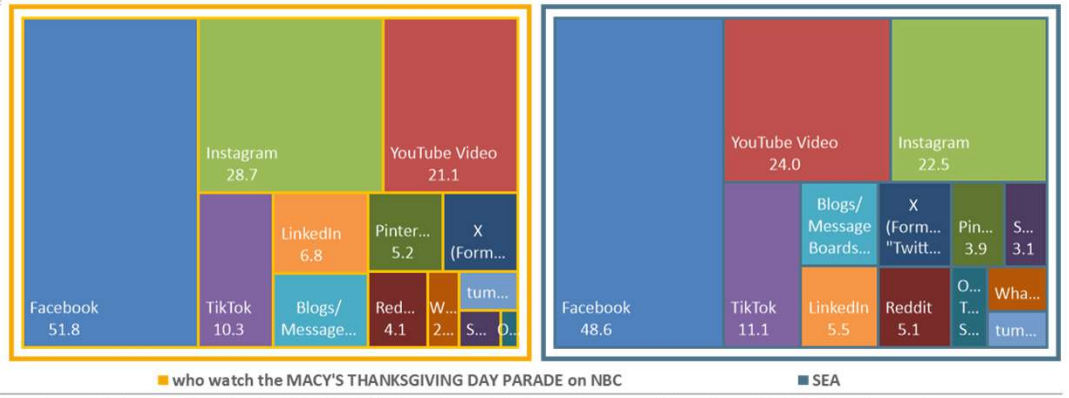
Seattle

321,112 or 71.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 47.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

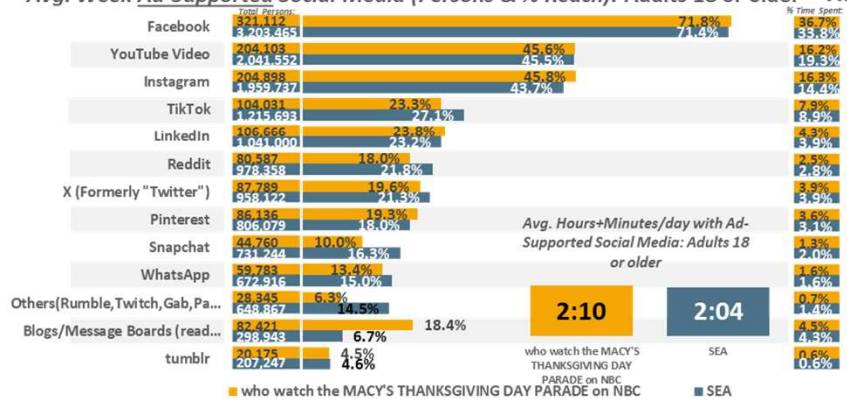
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



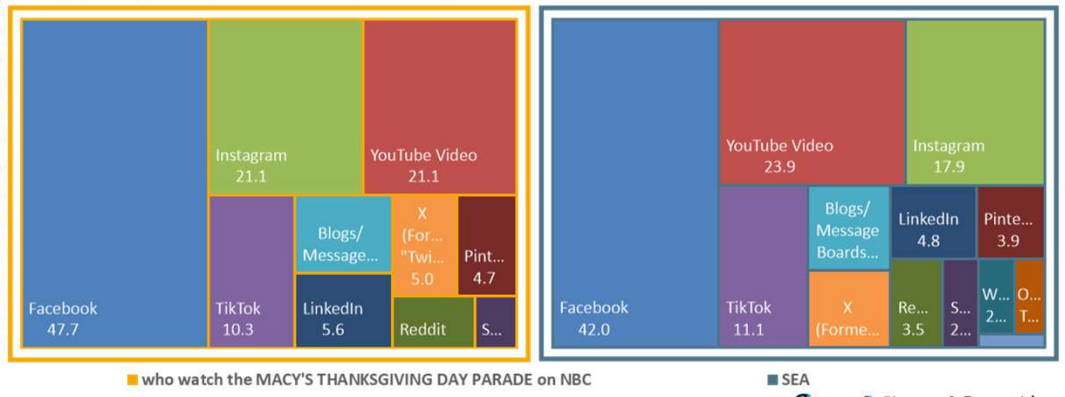
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

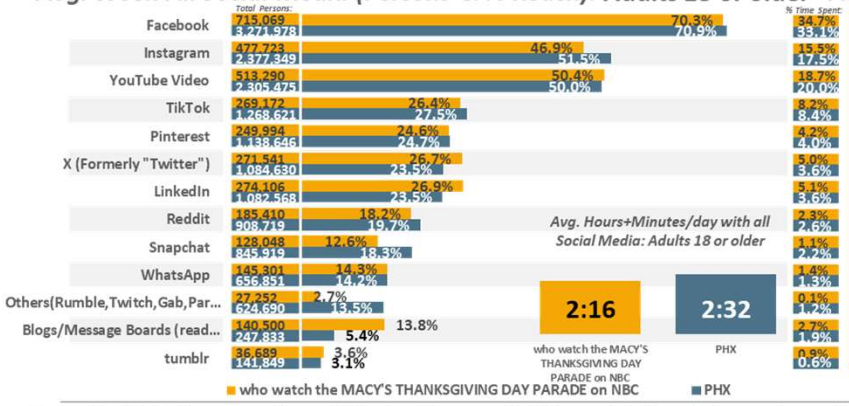
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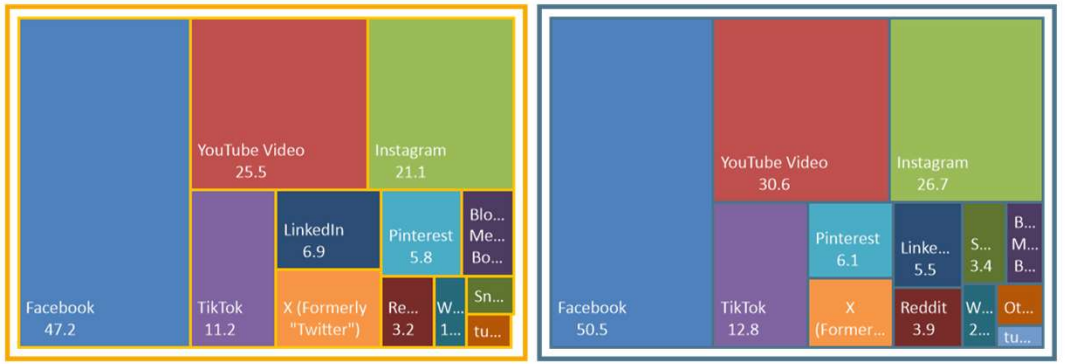
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

715,069 or 70.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 43.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

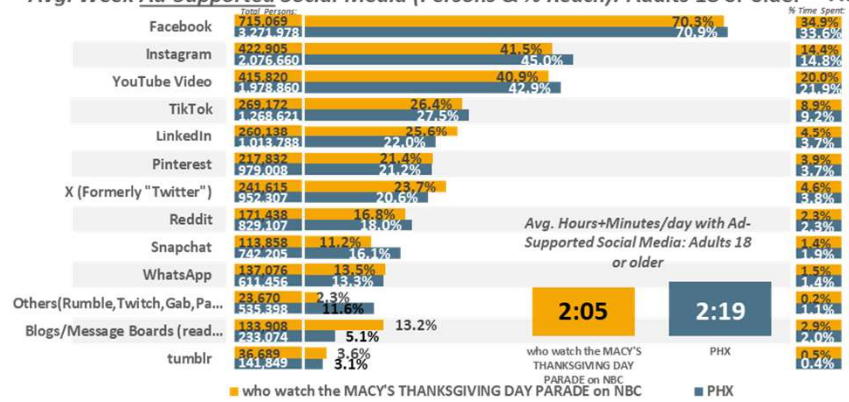
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



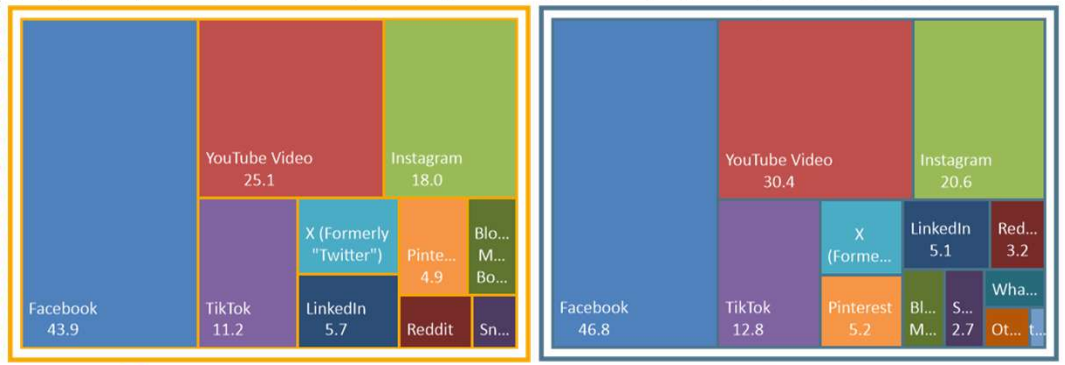
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

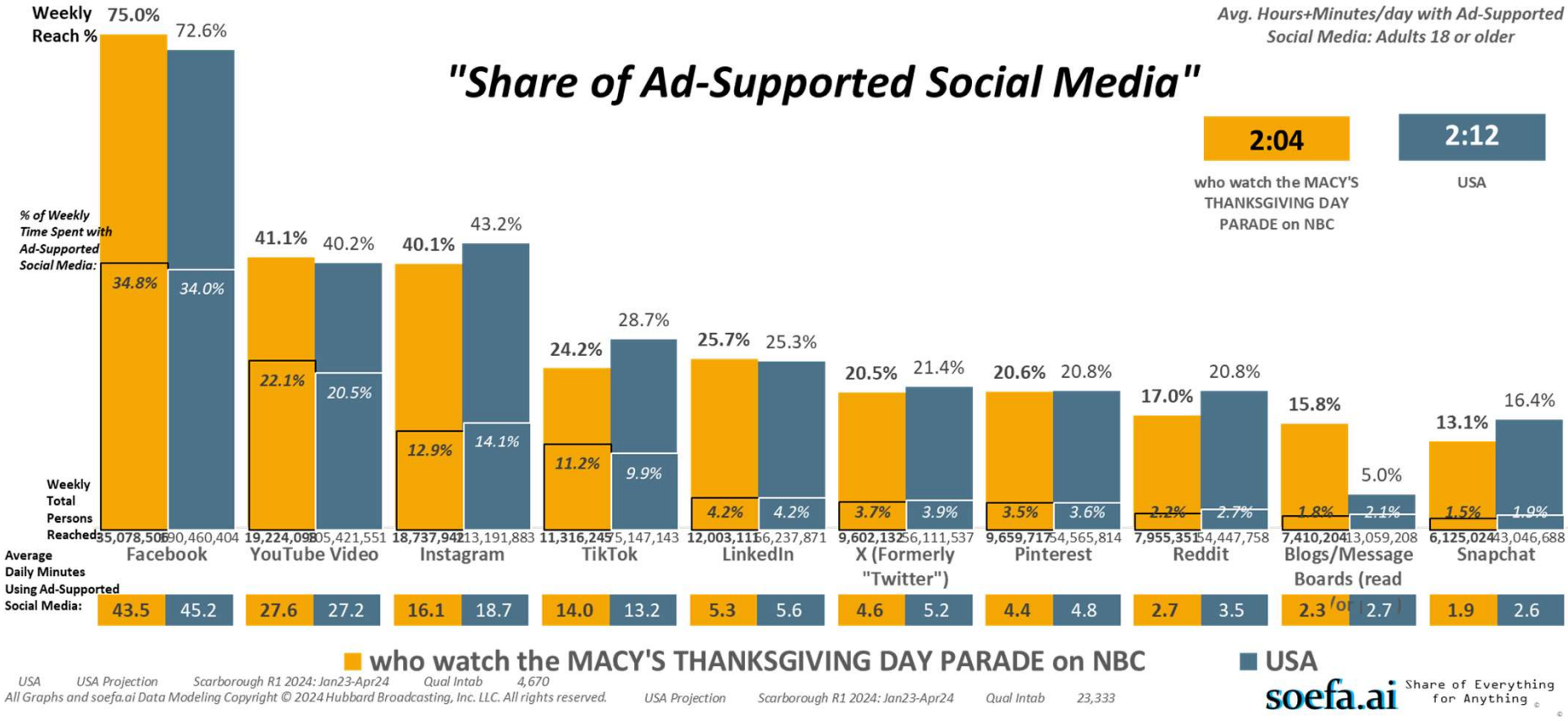
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



35,078,506 or 75.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 43.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



951,718 or 73.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 50.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

	who watch the MACY'S THANKSGIVING DAY PARADE on NBC	CHI
	2:15	2:16

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Blogs/Message Boards (read	Reddit	Snapchat
Weekly Reach %	73.1% / 74.3%	38.7% / 36.8%	38.4% / 44.6%	23.3% / 31.7%	31.2% / 27.7%	20.2% / 21.7%	20.0% / 21.5%	19.0% / 4.4%	15.2% / 21.3%	14.4% / 17.4%
% of Weekly Time Spent with Ad-Supported Social Media:	37.2% / 35.0%	18.8% / 18.6%	13.6% / 14.6%	7.9% / 10.0%	5.6% / 4.6%	4.0% / 4.0%	3.8% / 3.7%	2.9% / 1.2%	2.1% / 2.8%	1.9% / 2.1%
Weekly Total Persons Reached:	951,718 / 5,615,513	503,096 / 2,781,778	499,203 / 3,372,687	302,878 / 2,395,099	406,239 / 2,092,601	262,317 / 1,639,014	260,245 / 1,627,389	247,295 / 335,622	197,599 / 1,612,428	187,108 / 1,318,617
Average Daily Minutes Using Ad-Supported Social Media:	50.4 / 47.8	25.5 / 25.4	18.4 / 20.0	10.7 / 13.7	7.6 / 6.3	5.4 / 5.4	5.1 / 5.1	3.9 / 1.7	2.9 / 3.8	2.5 / 2.8

■ who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ CHI

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

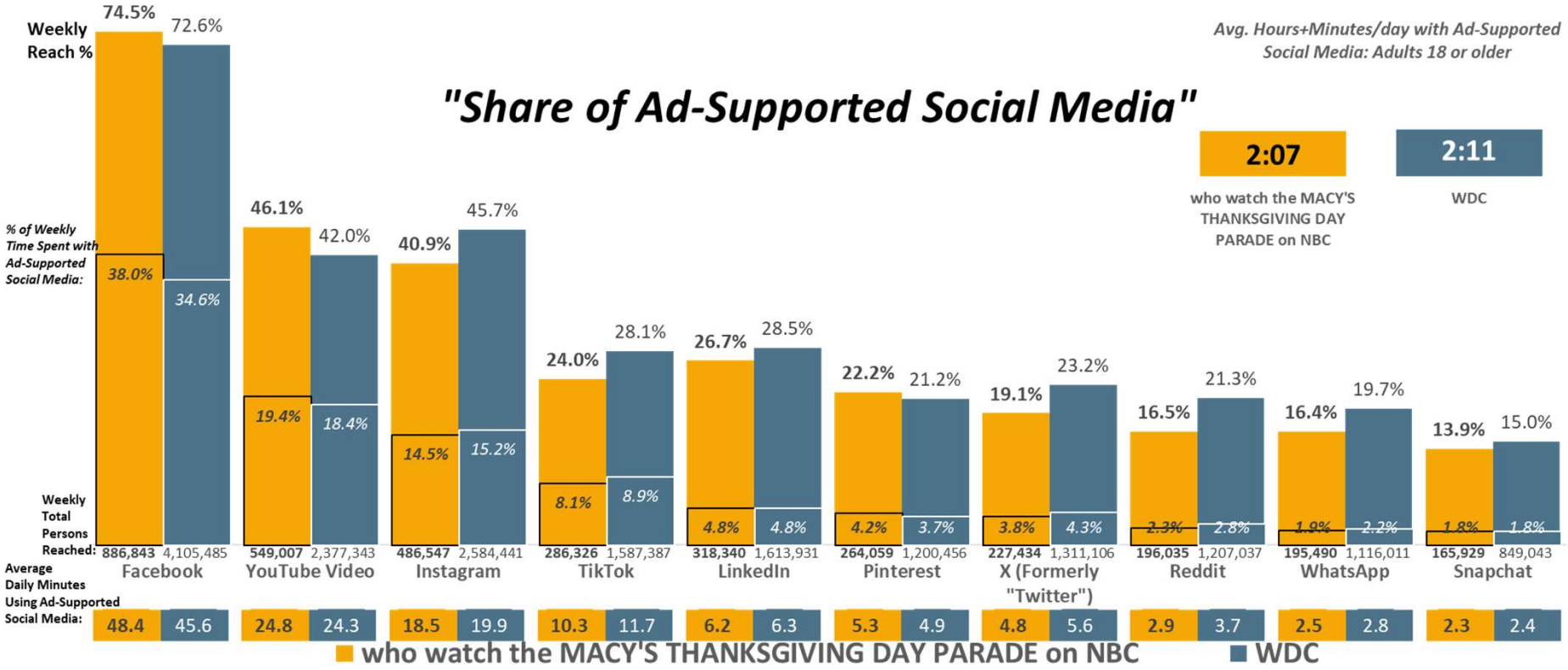
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



886,843 or 74.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 48.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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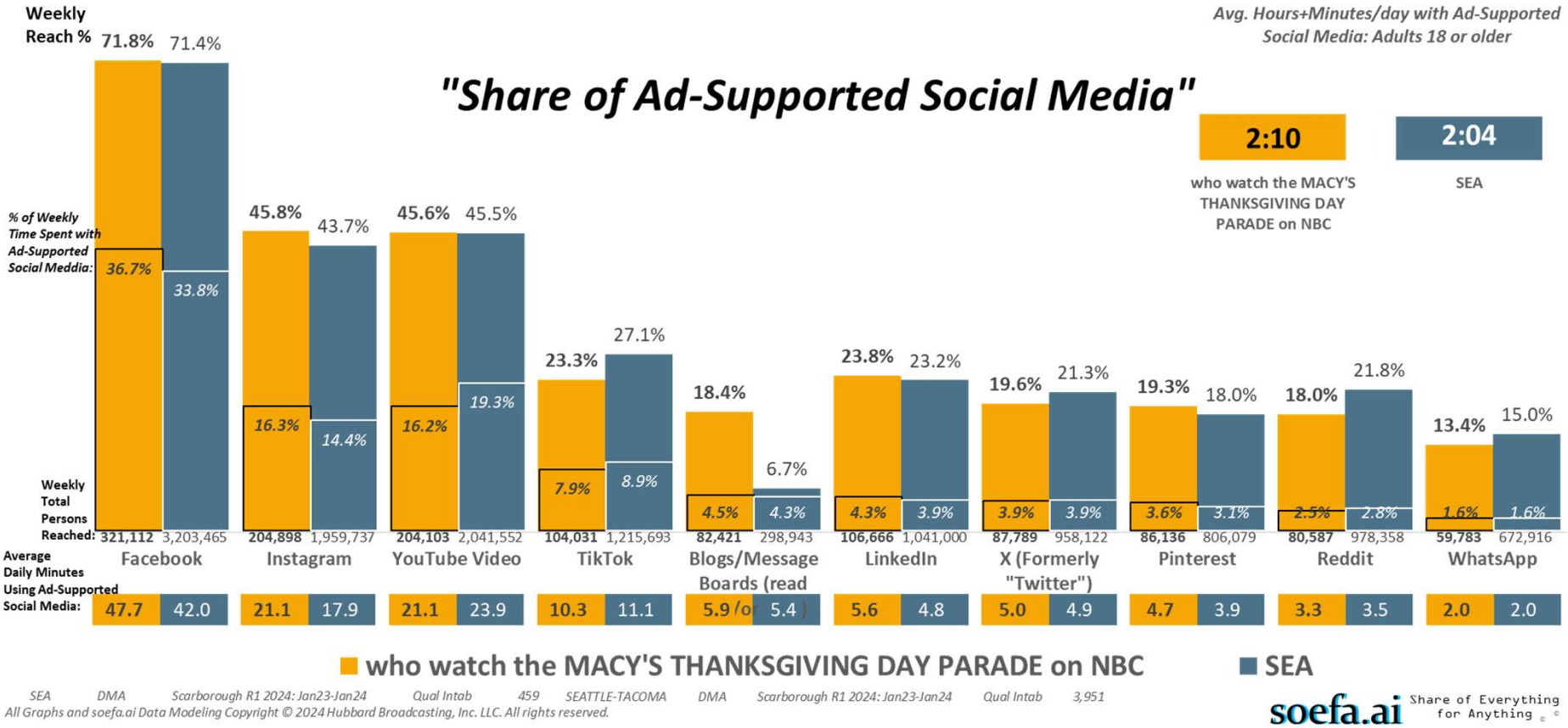
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Seattle

321,112 or 71.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 47.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

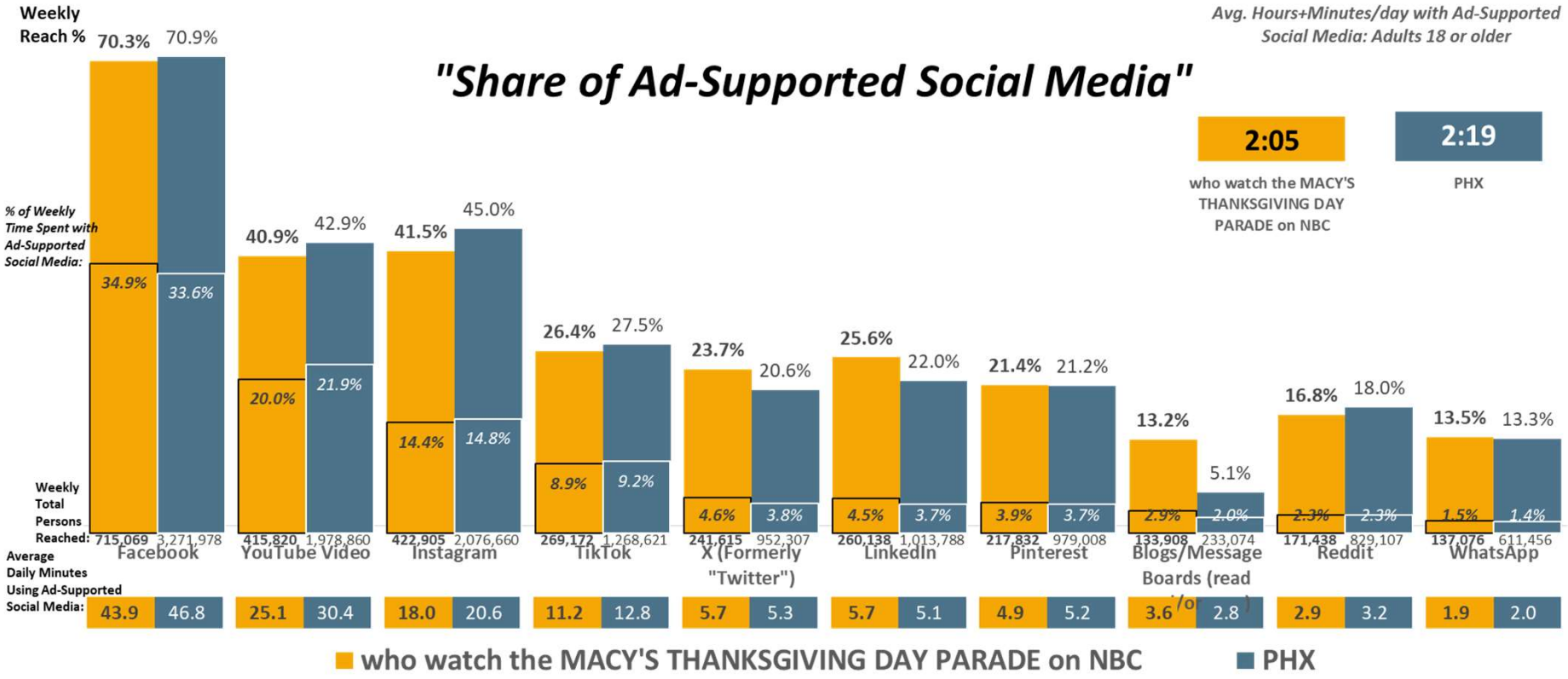
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



715,069 or 70.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 43.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

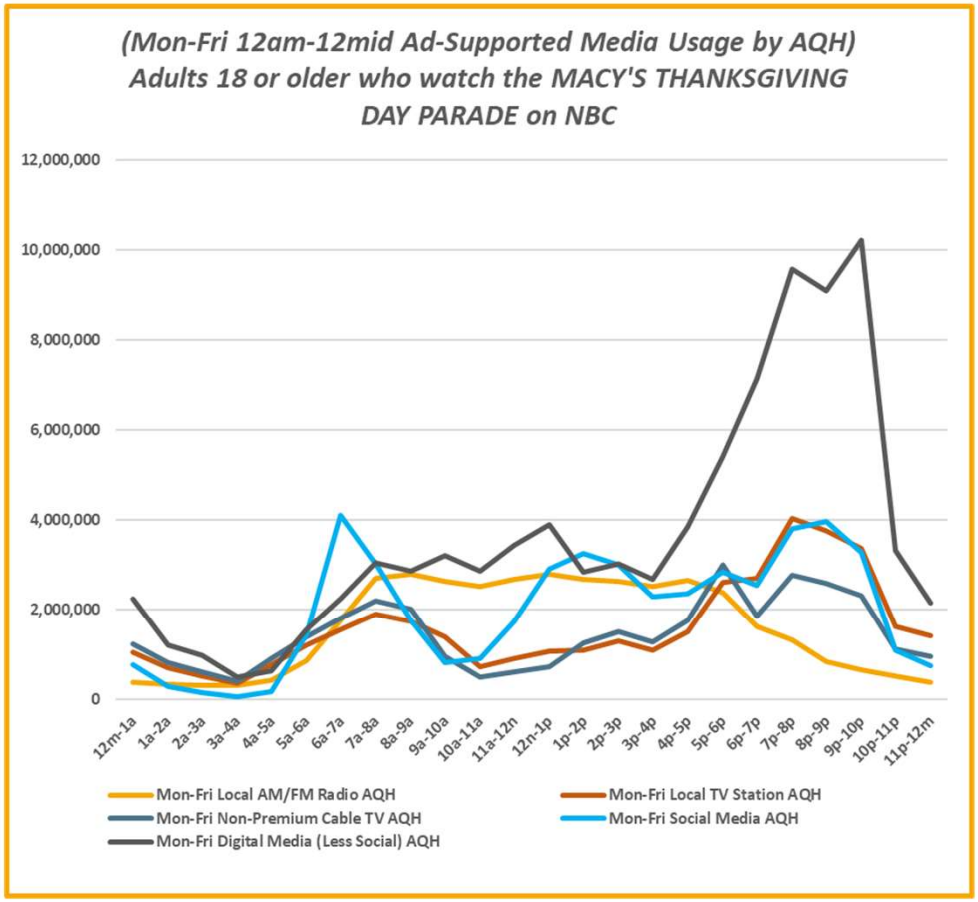
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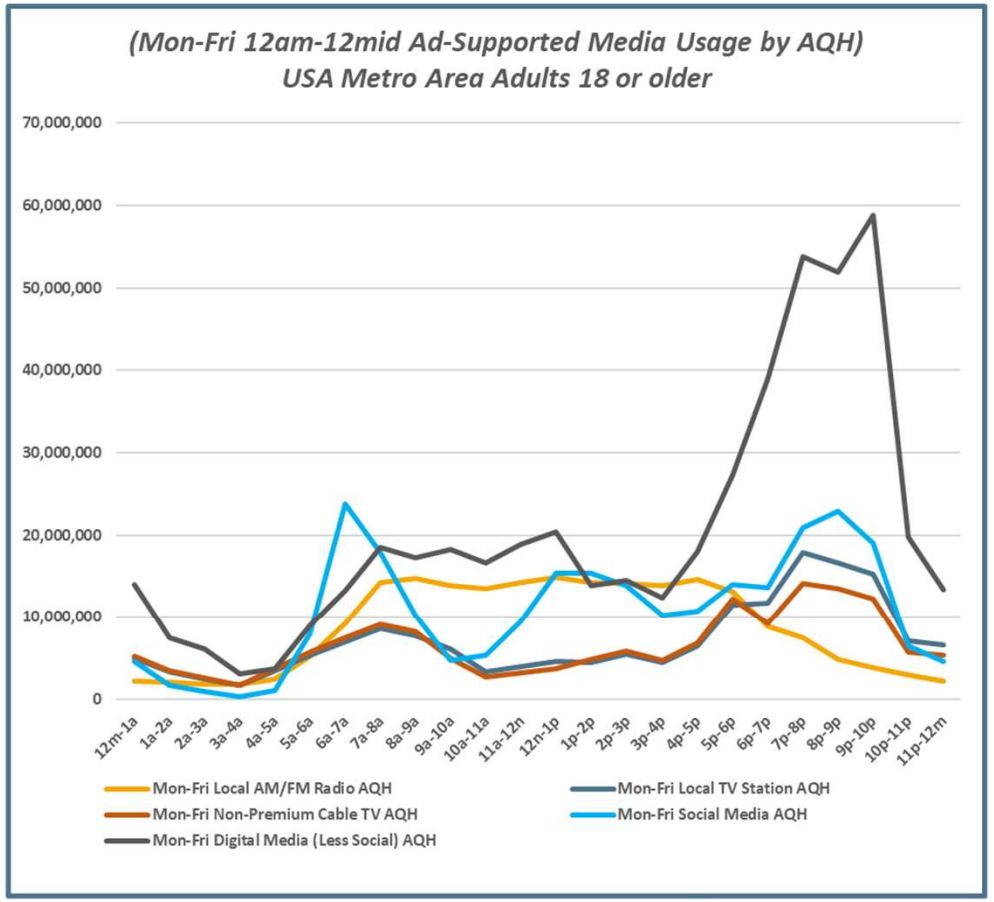
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,573,544; Local Radio: 2,488,437; Social Media: 2,426,659; Local TV: 1,506,300; Non-Prem. Cable: 1,495,138 reaching Adults 18 or older who watch the MACY'S THANKSGIVING





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

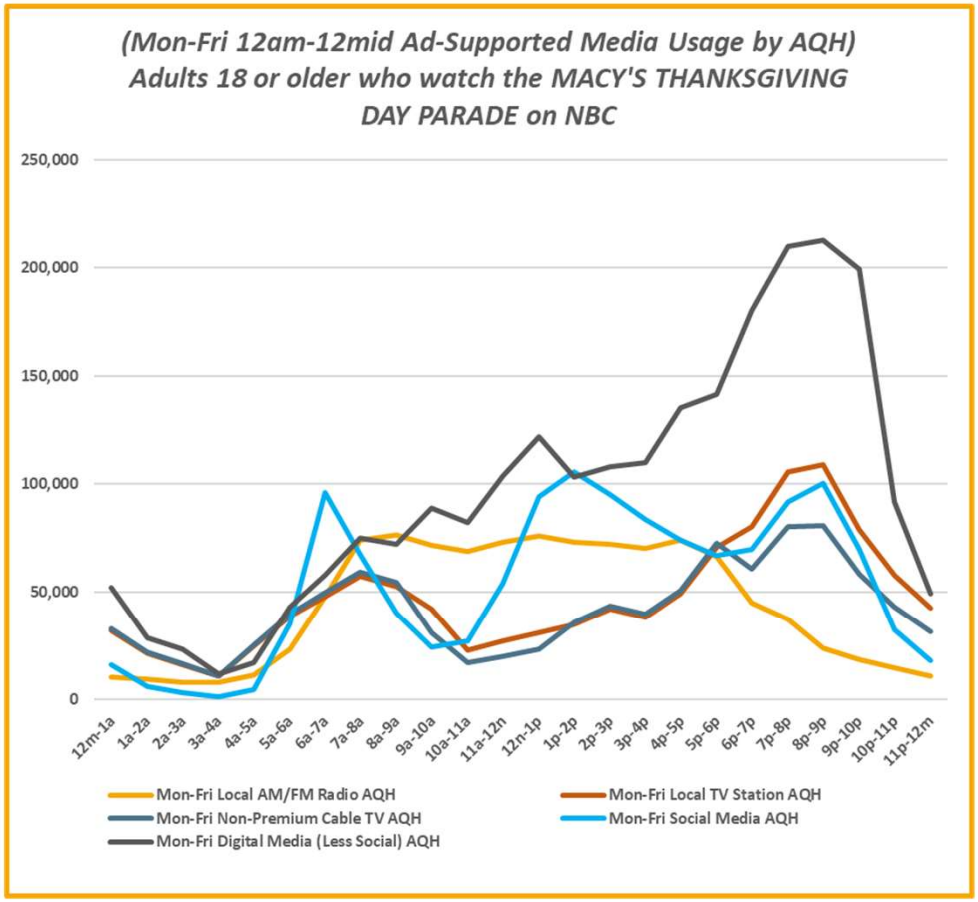
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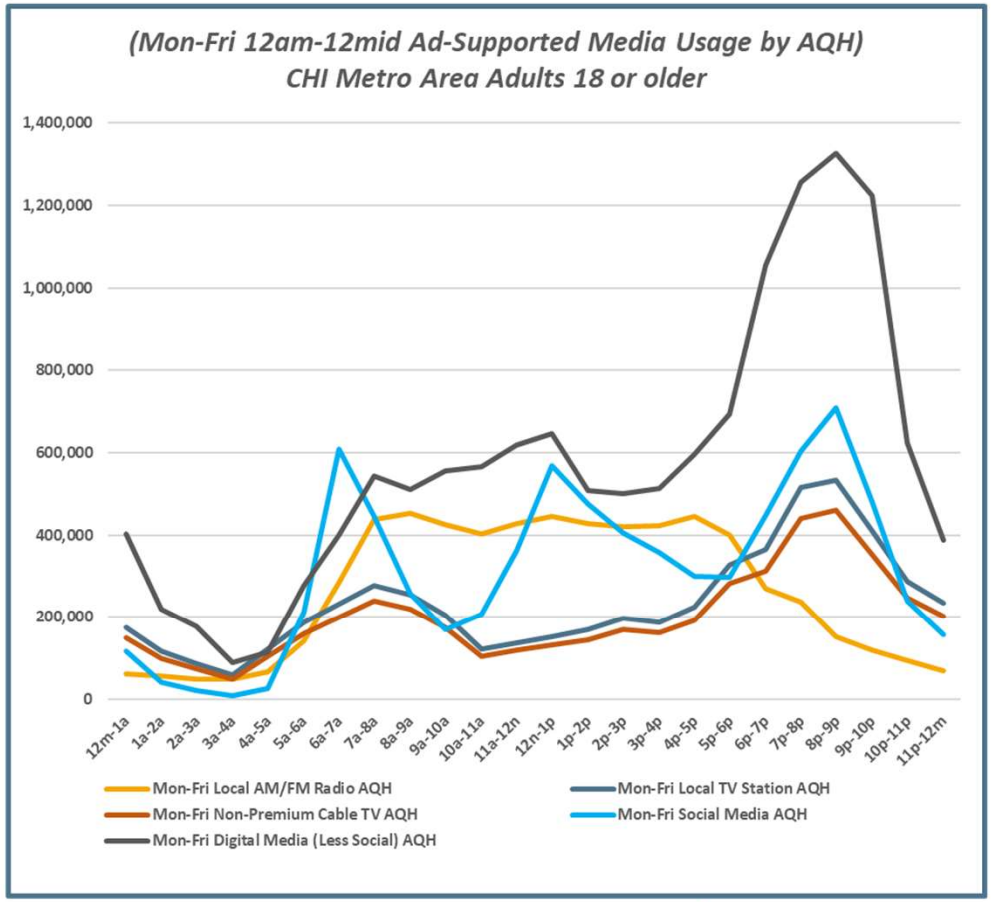
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



NBC 5 CHICAGO

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 106,127; Social Media: 69,012; Local Radio: 68,303; Local TV: 45,745; Non-Prem. Cable: 42,755 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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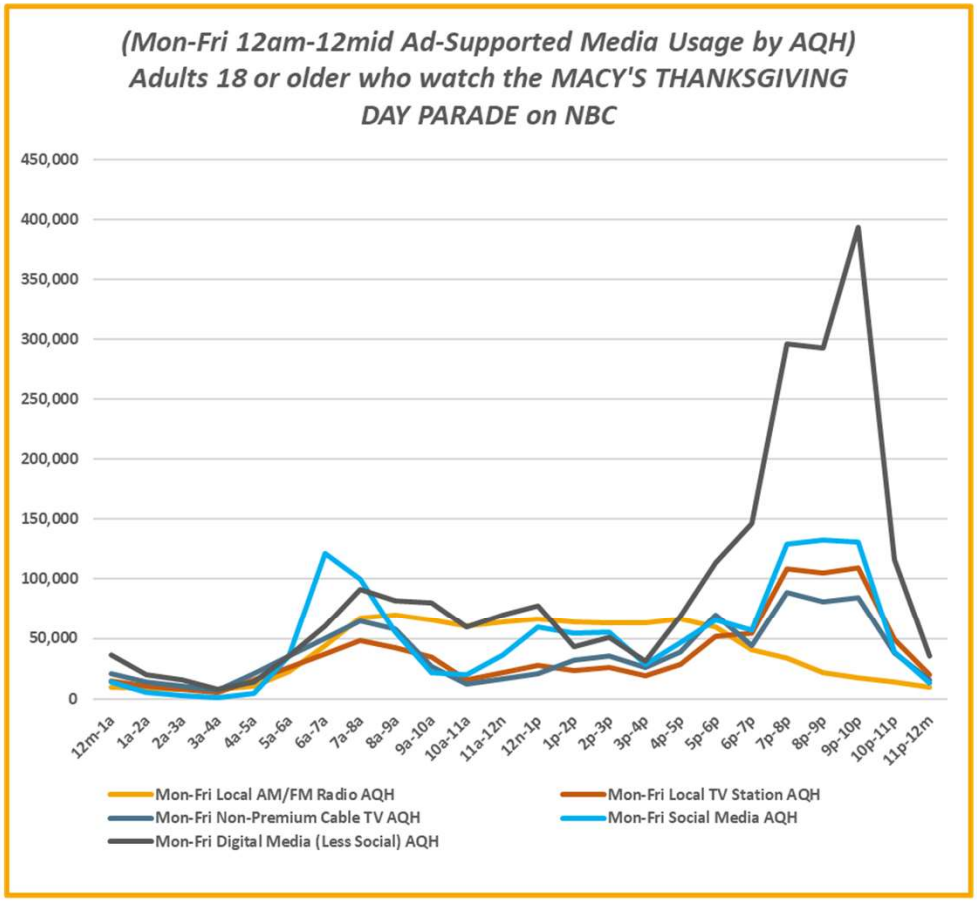
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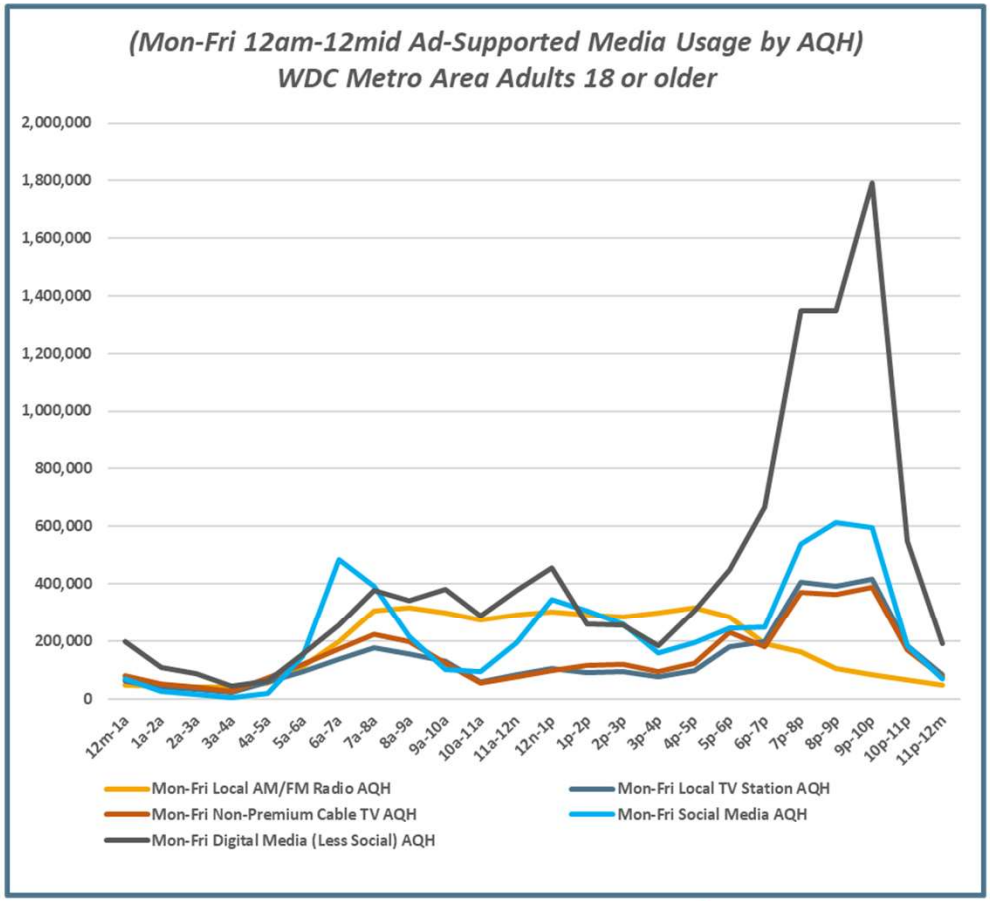
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



4 WASHINGTON

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 75,041; Local Radio: 60,881; Social Media: 55,512; Non-Prem. Cable: 37,953; Local TV: 32,932 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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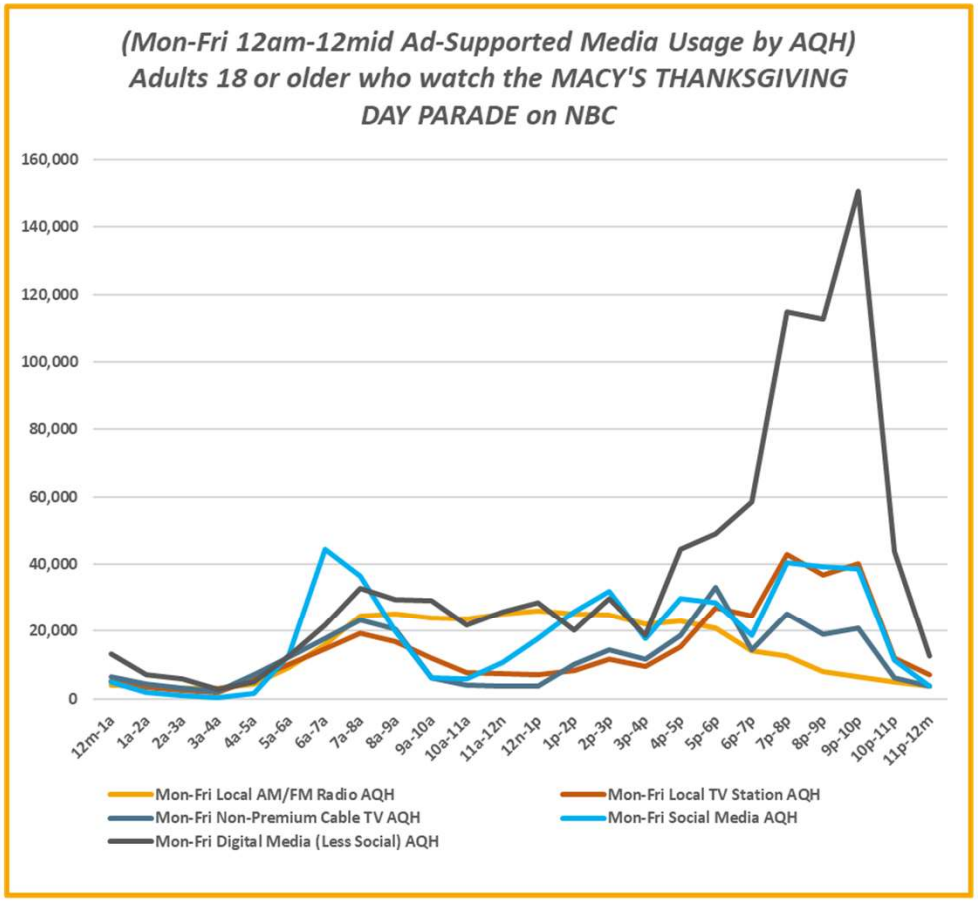
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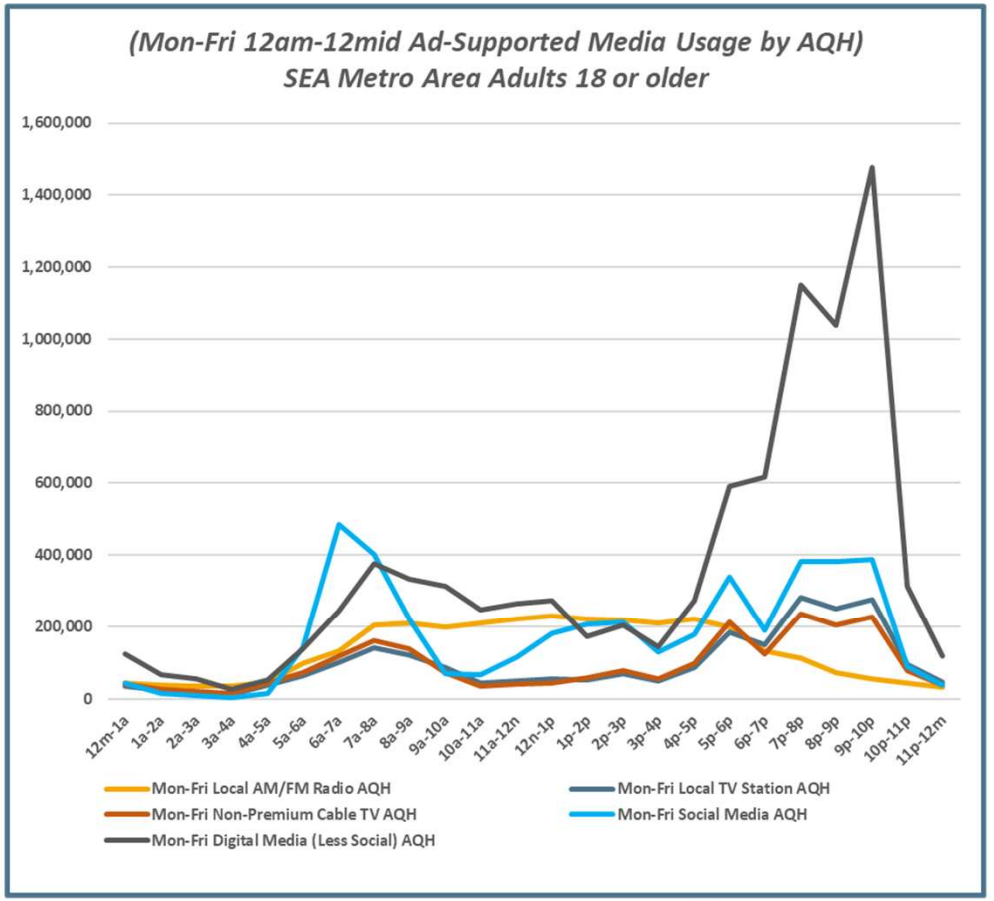
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



K5 Seattle

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,521; Local Radio: 22,623; Social Media: 22,606; Non-Prem. Cable: 13,947; Local TV: 13,900 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

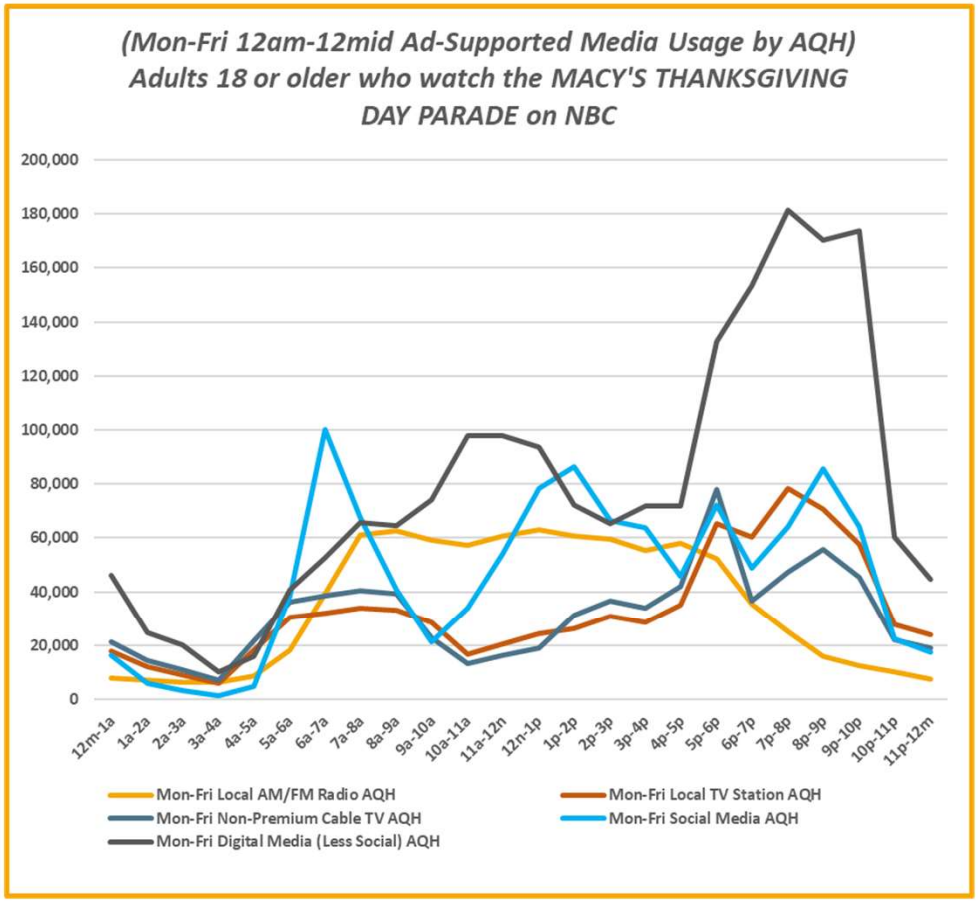
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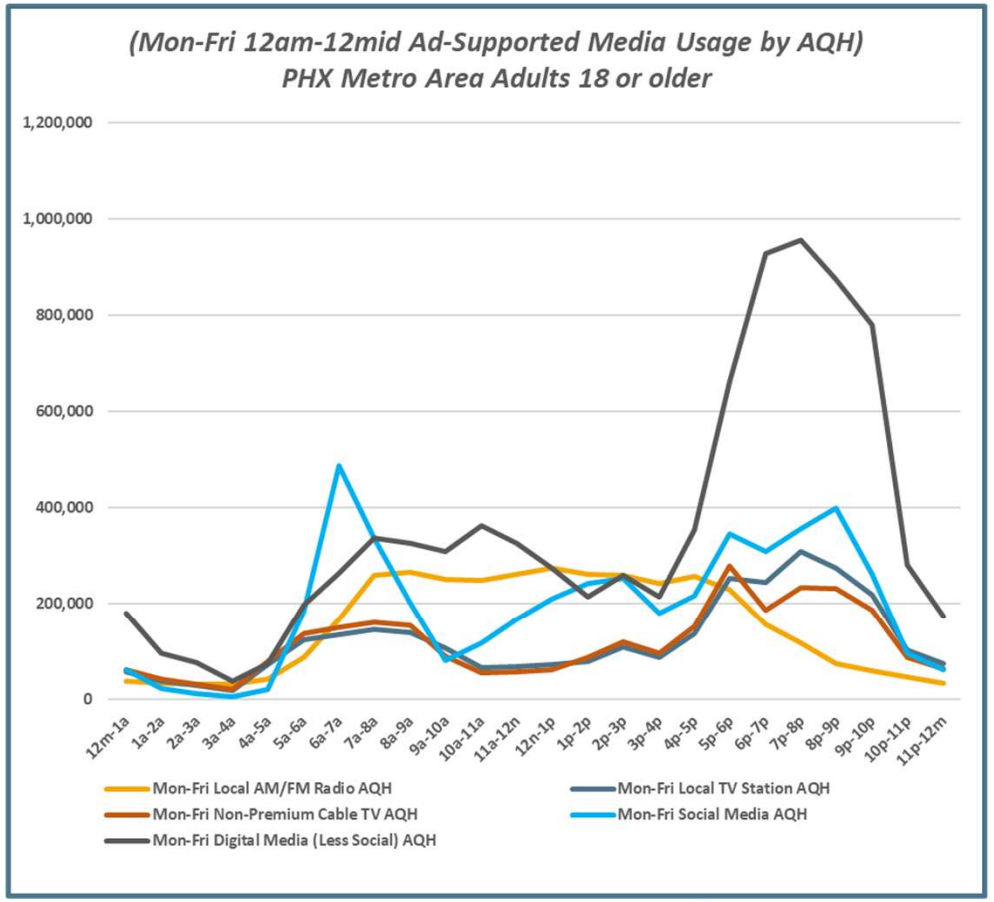
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 85,717; Social Media: 59,982; Local Radio: 55,731; Non-Prem. Cable: 34,431; Local TV: 33,486 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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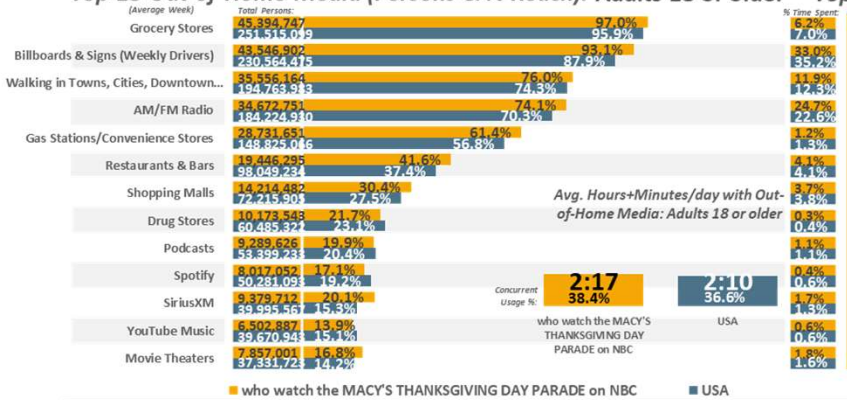
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

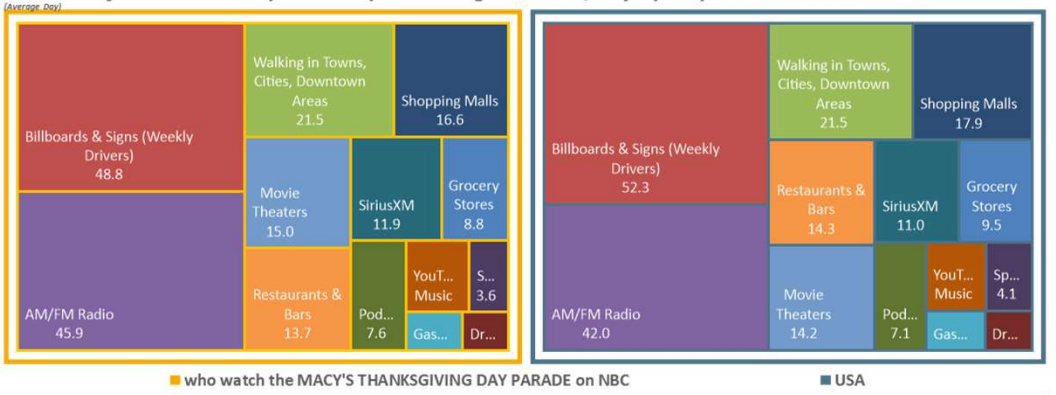


43,546,902 or 93.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day

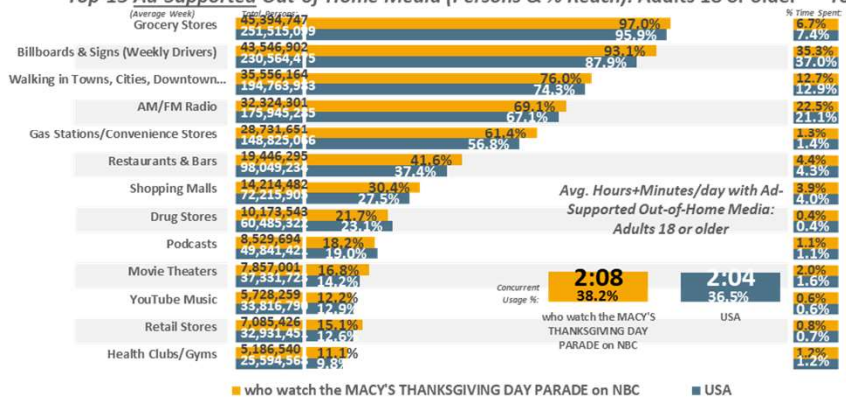
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



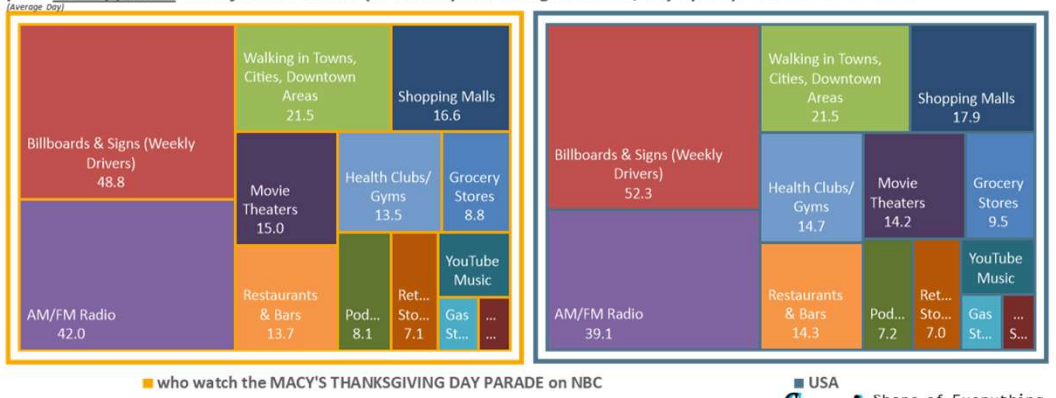
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

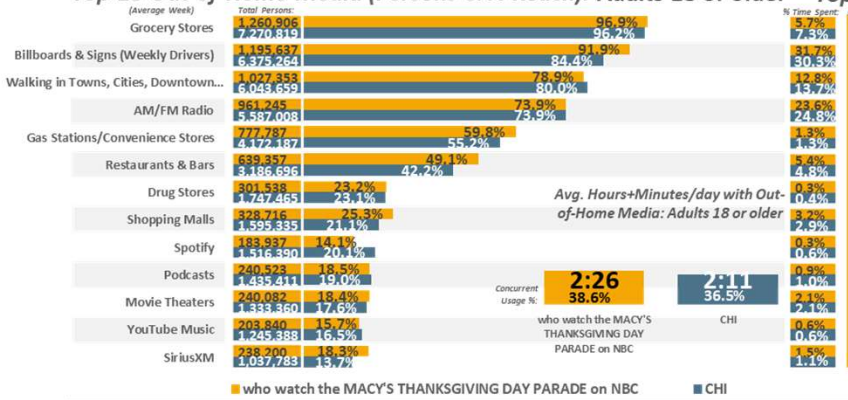
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

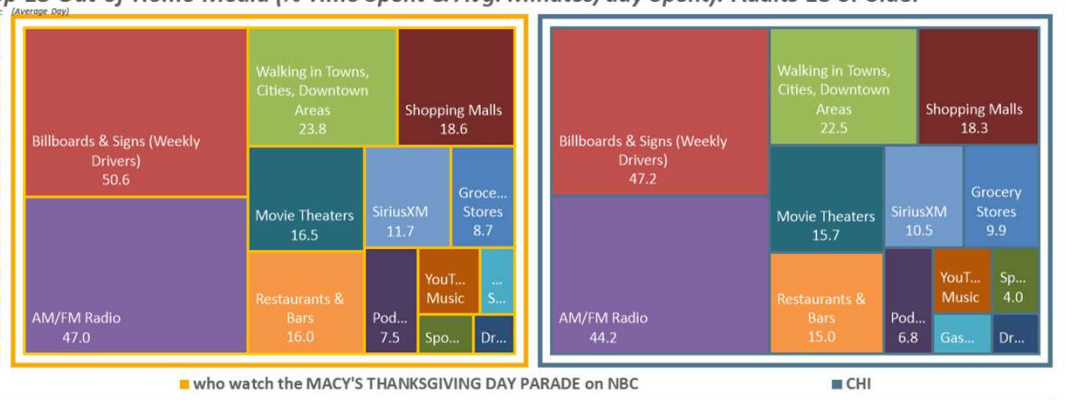


1,195,637 or 91.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day

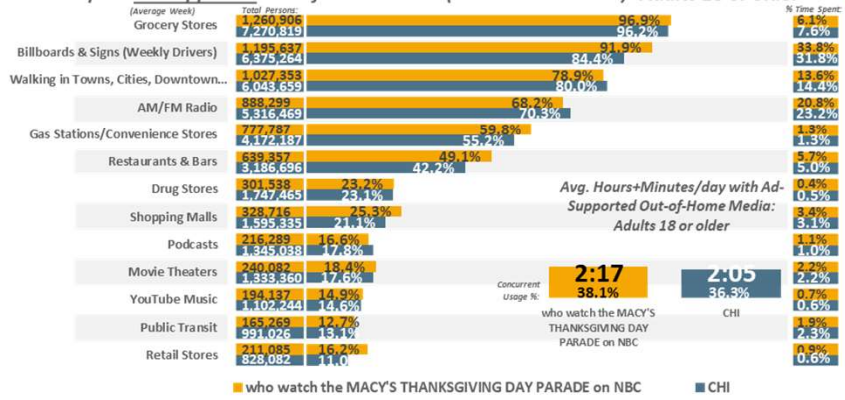
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



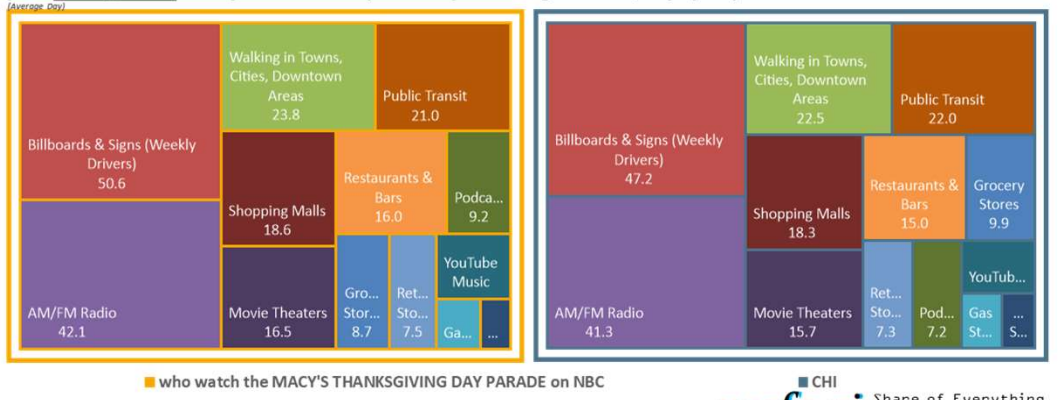
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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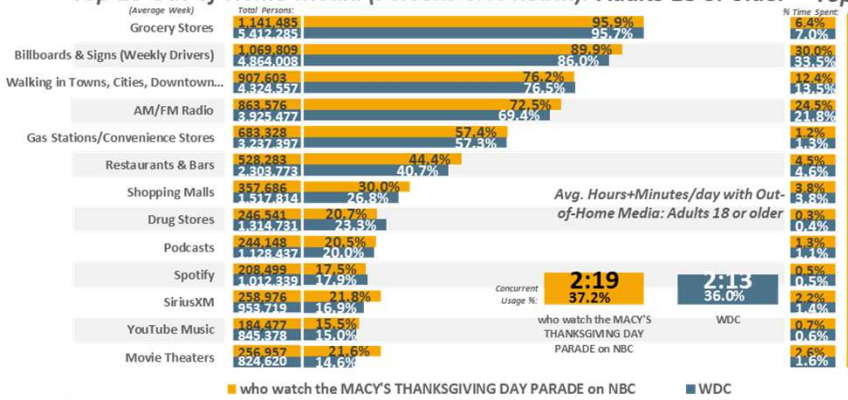
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



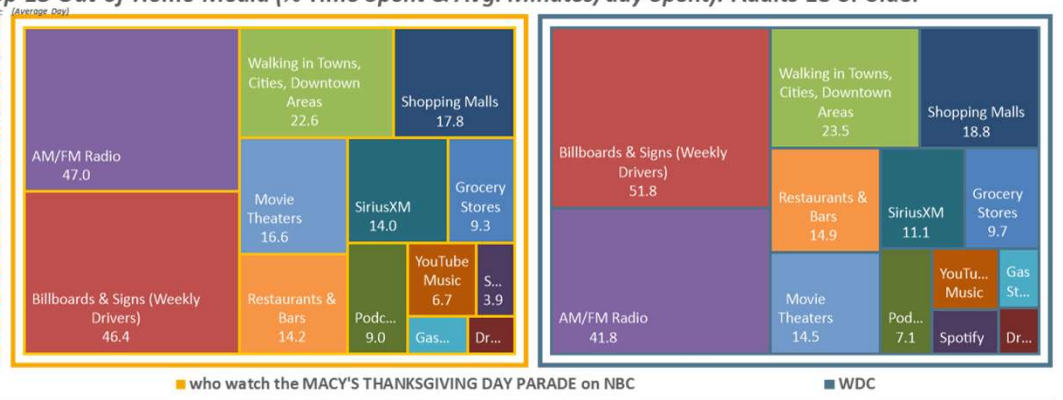
4 WASHINGTON

1,069,809 or 89.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 46.4 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day

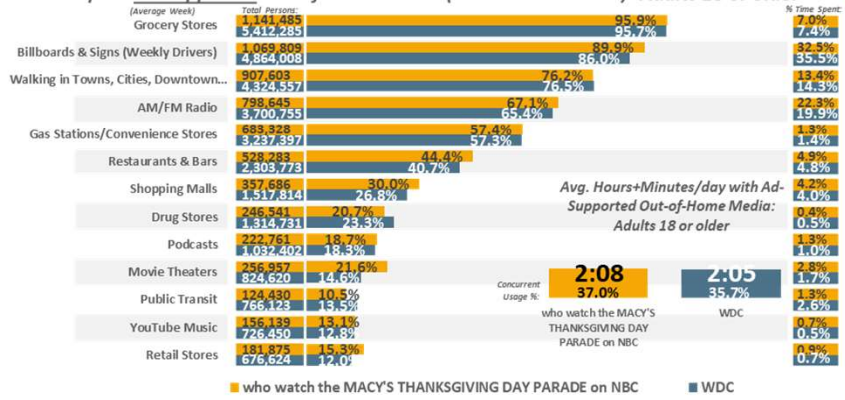
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



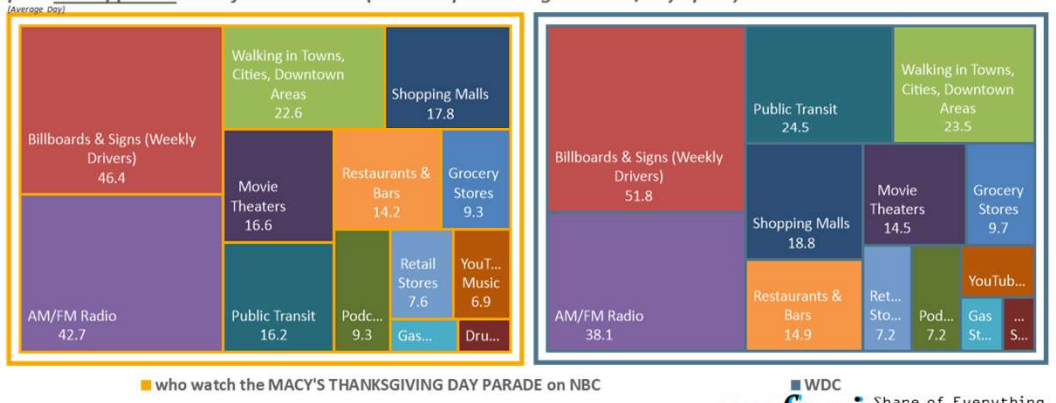
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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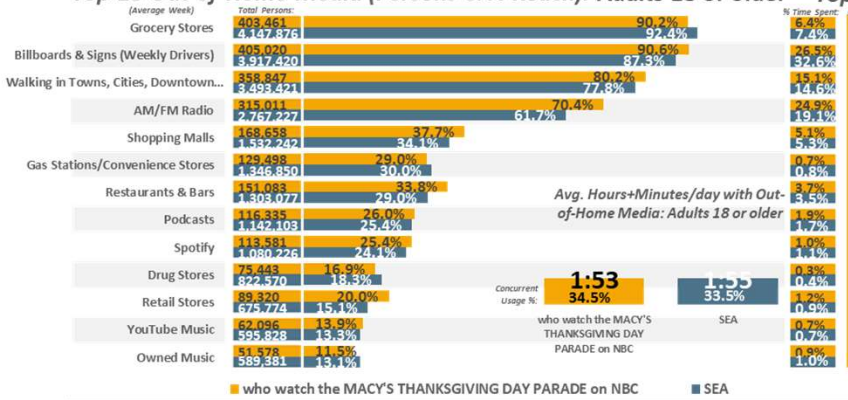
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



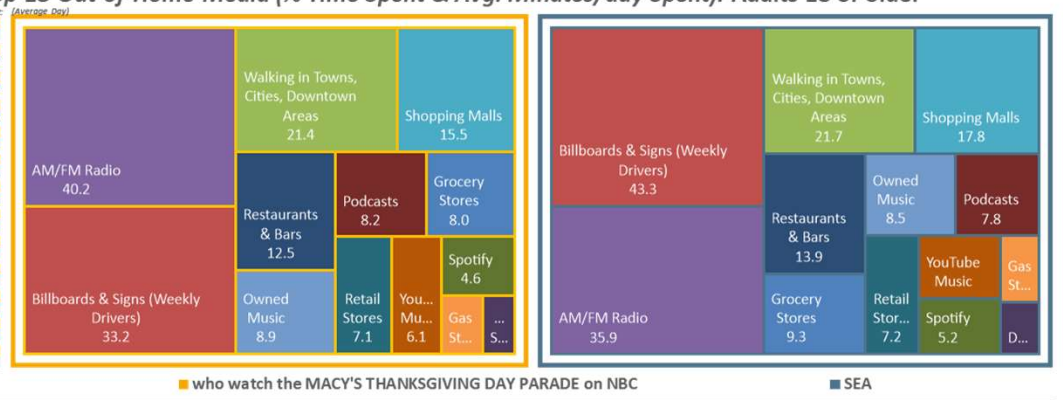
K5 Seattle

405,020 or 90.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 33.2 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/day.

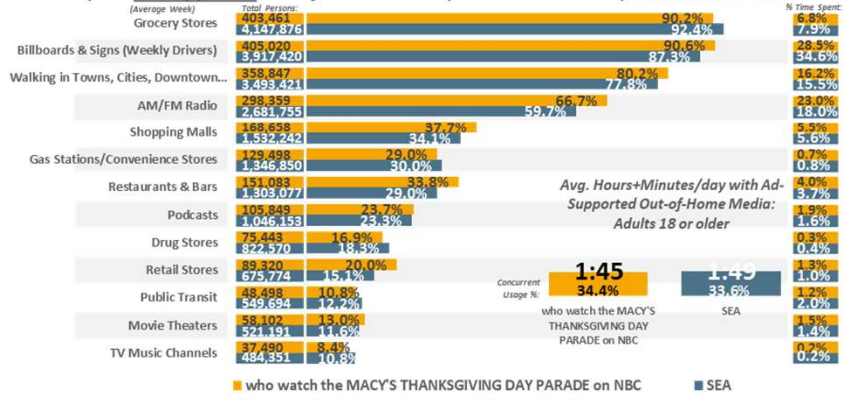
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



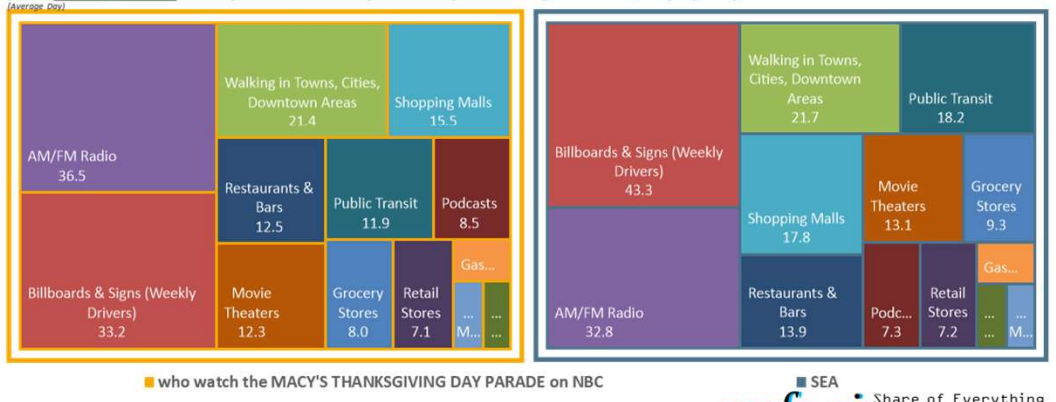
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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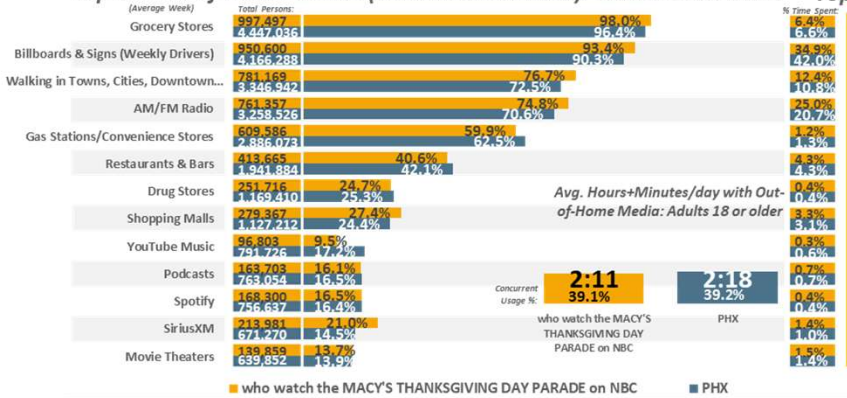
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

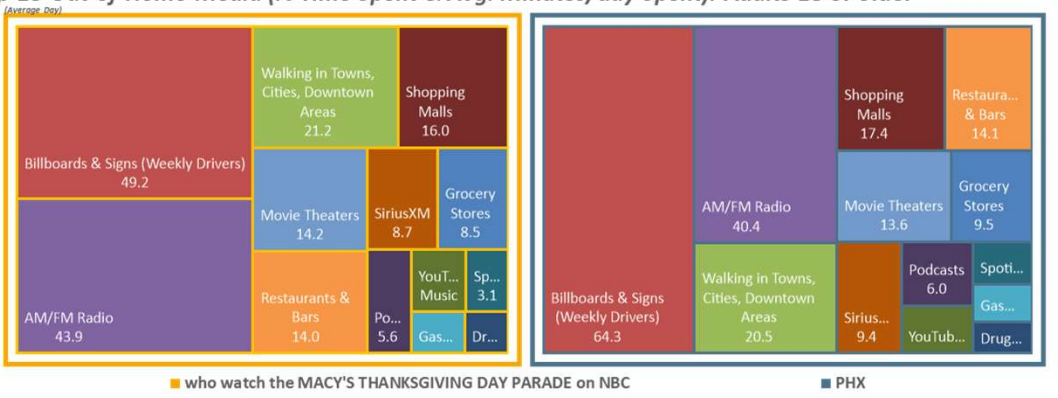


950,600 or 93.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 49.2 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

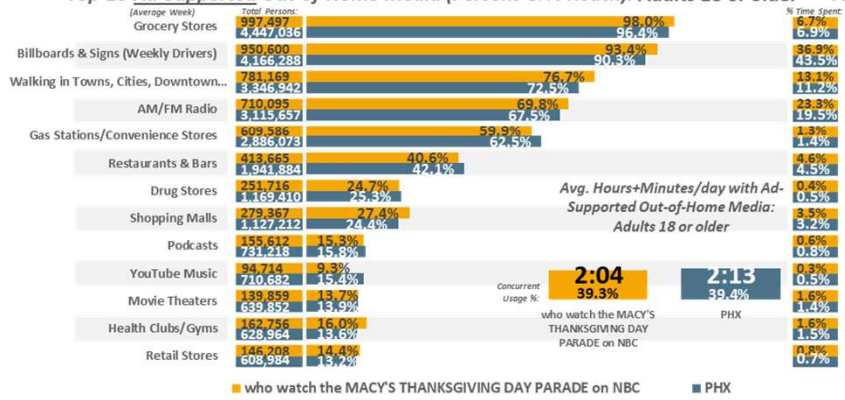
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



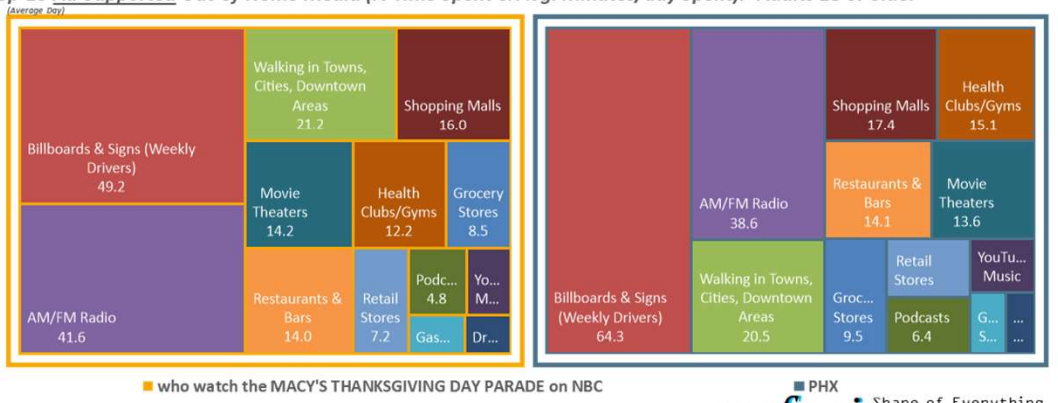
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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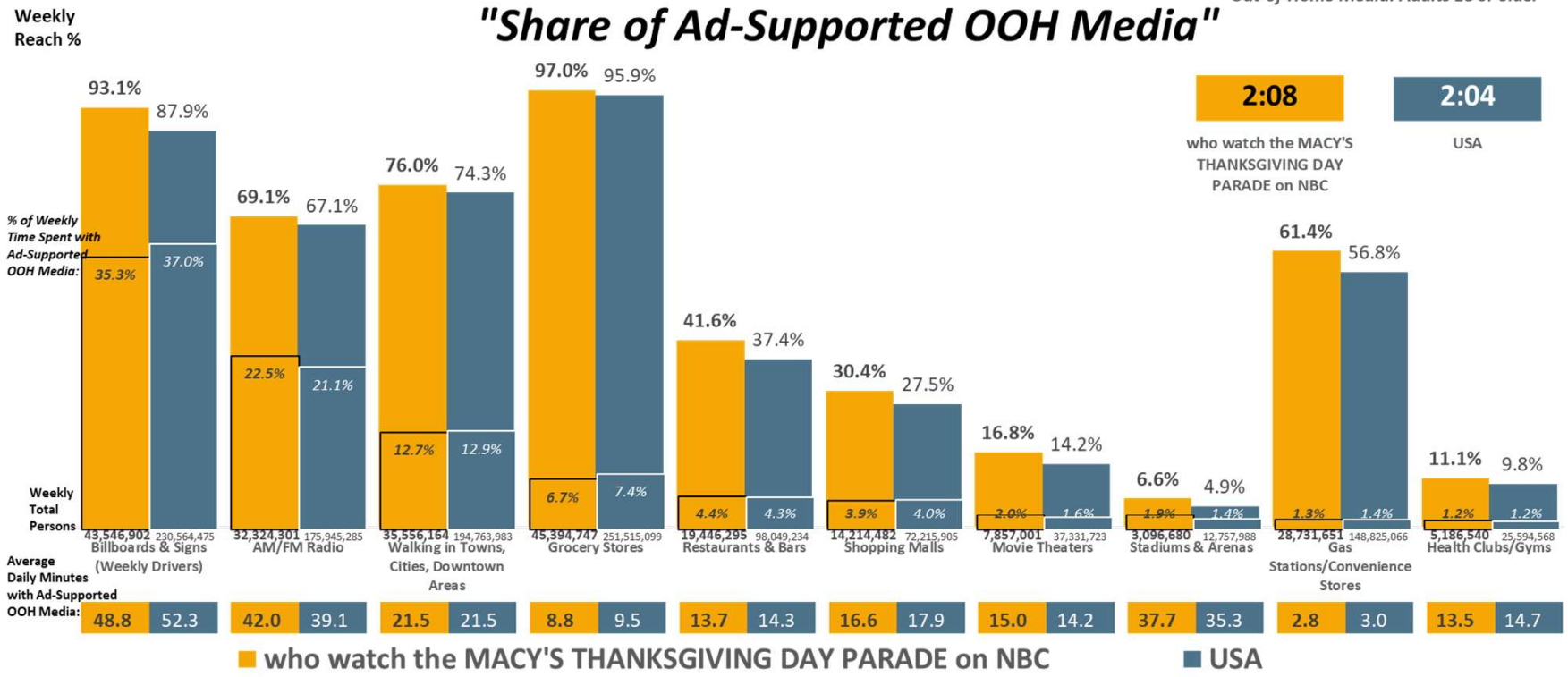
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



43,546,902 or 93.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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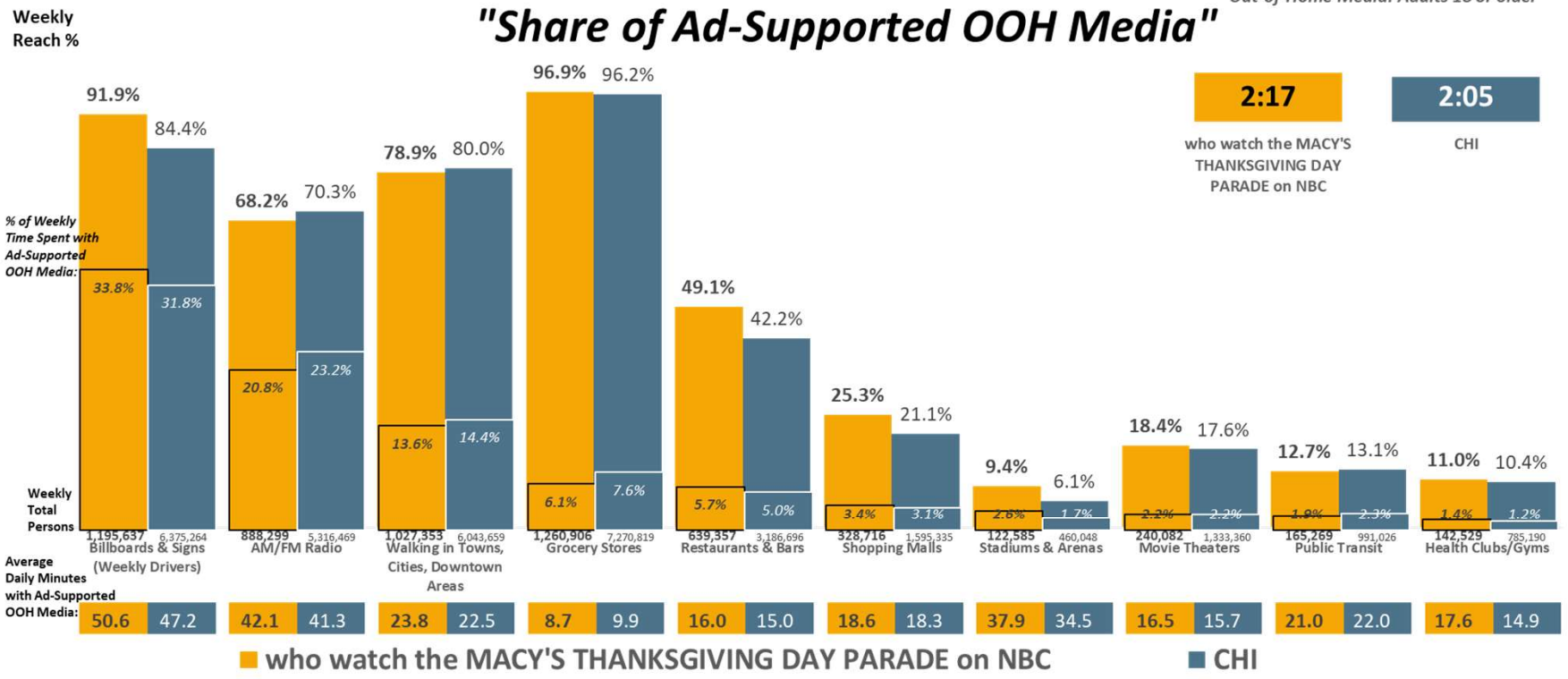
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



1,195,637 or 91.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

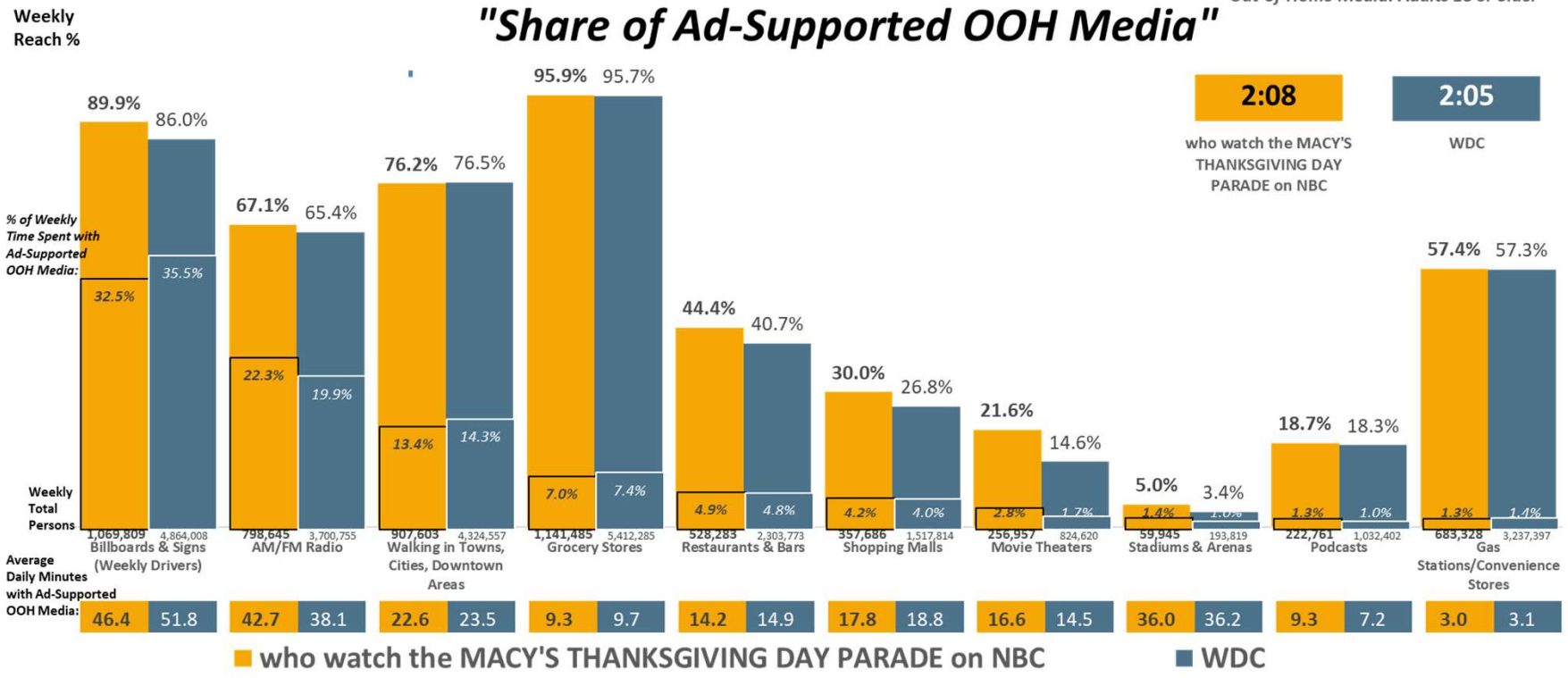


WASHINGTON

1,069,809 or 89.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 46.4 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

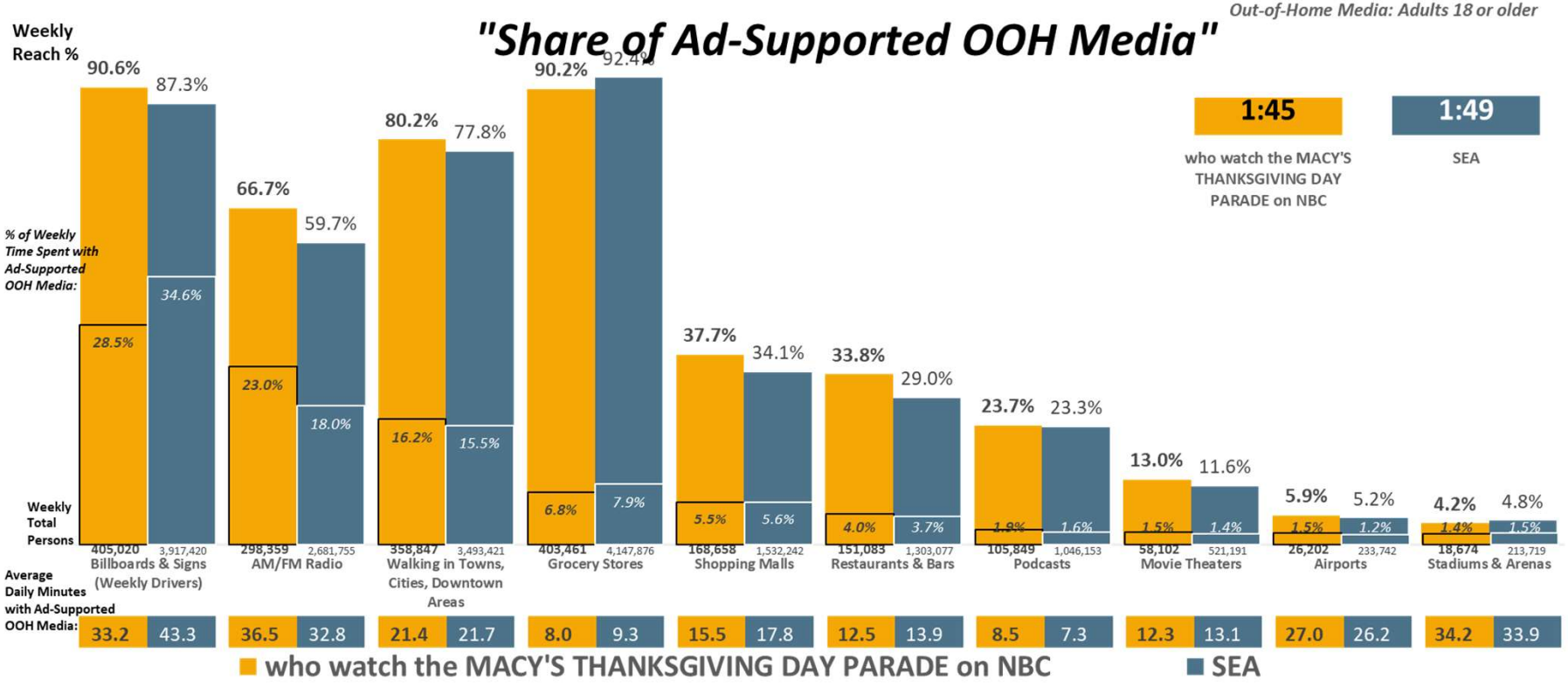


Seattle

405,020 or 90.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 33.2 minutes per day driving, seeing Billboards and Signs representing 28.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

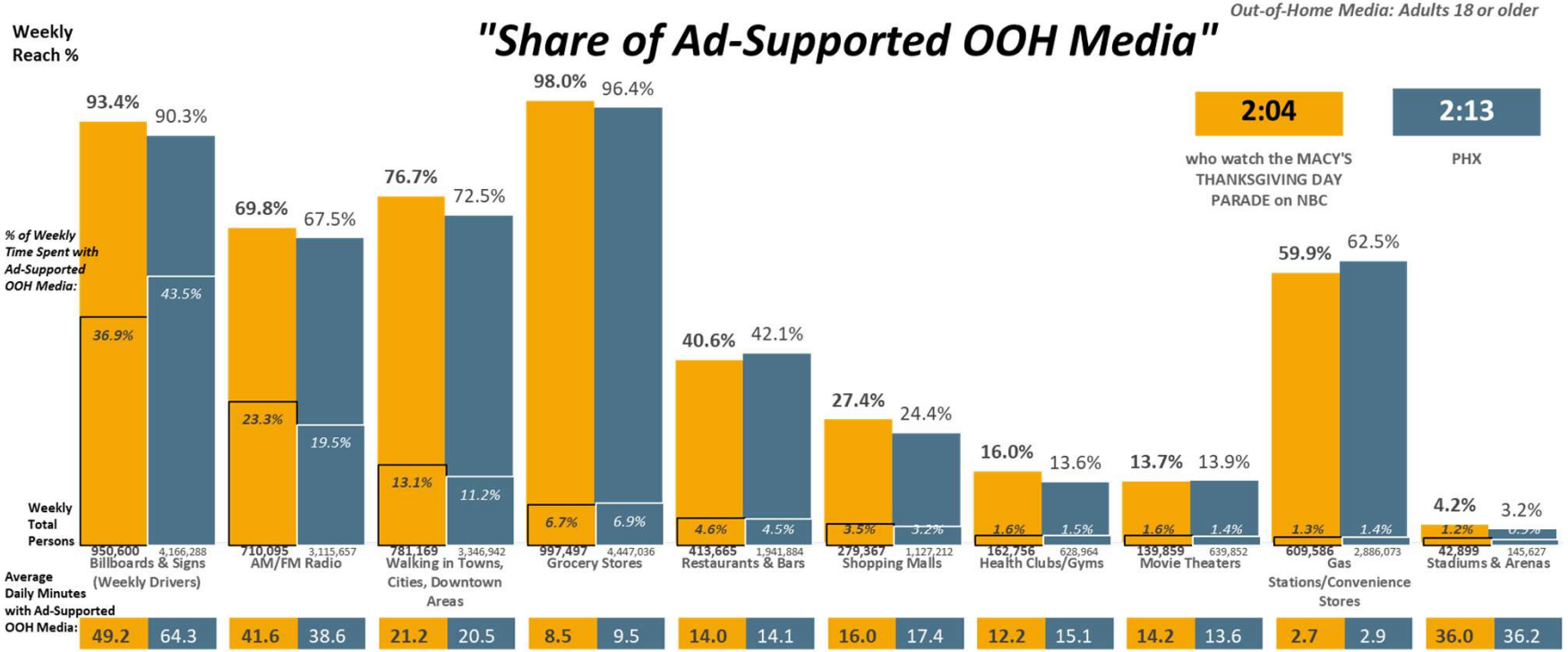
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

950,600 or 93.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 49.2 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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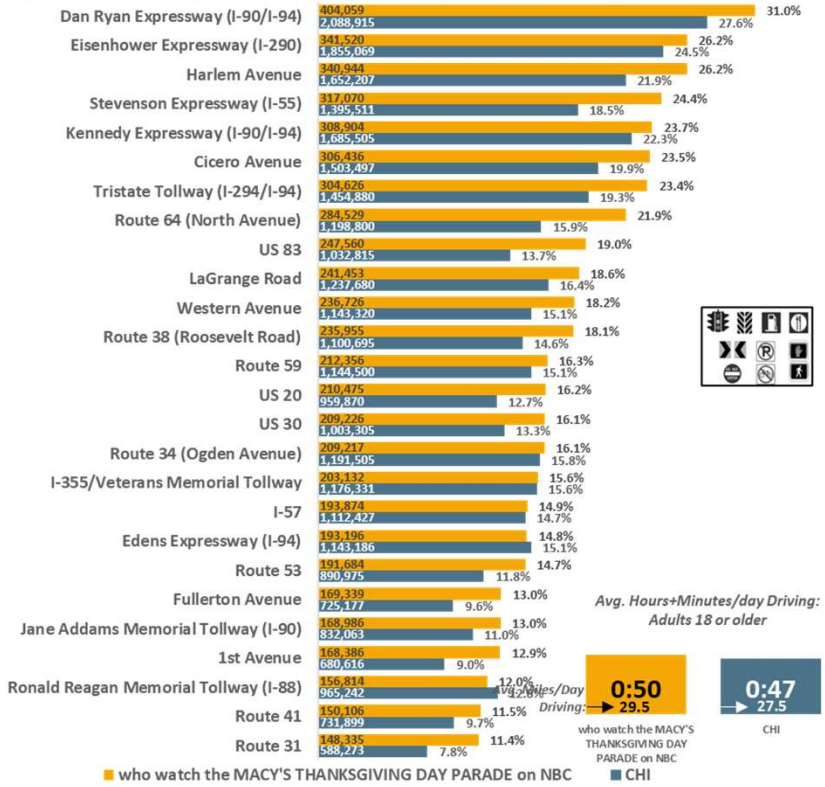
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



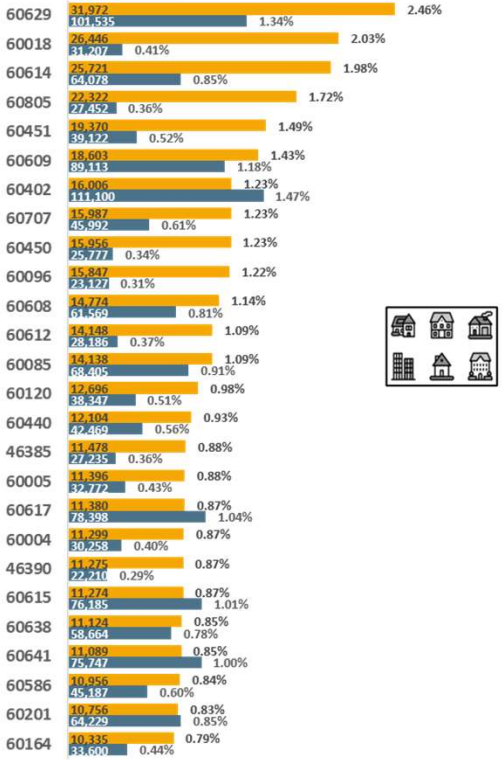
NBC 5 CHICAGO

1,195,637 or 91.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 50.6 minutes per day driving an average of 29.5 miles each day and are 39.2% more likely to use US 83 than the Metro average.

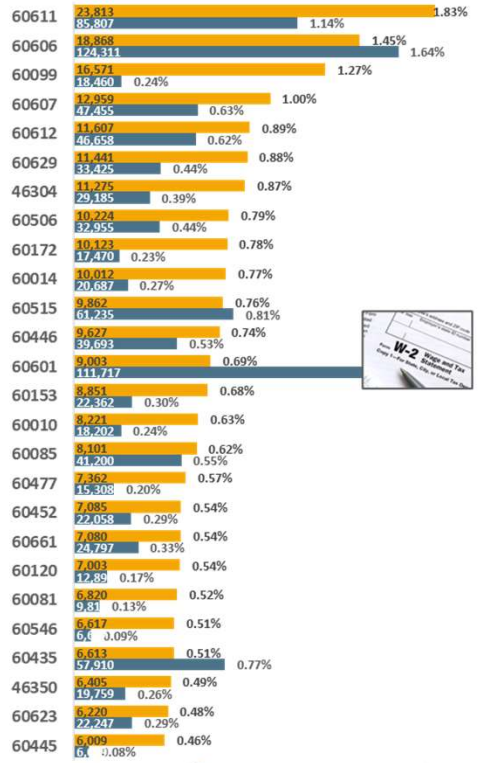
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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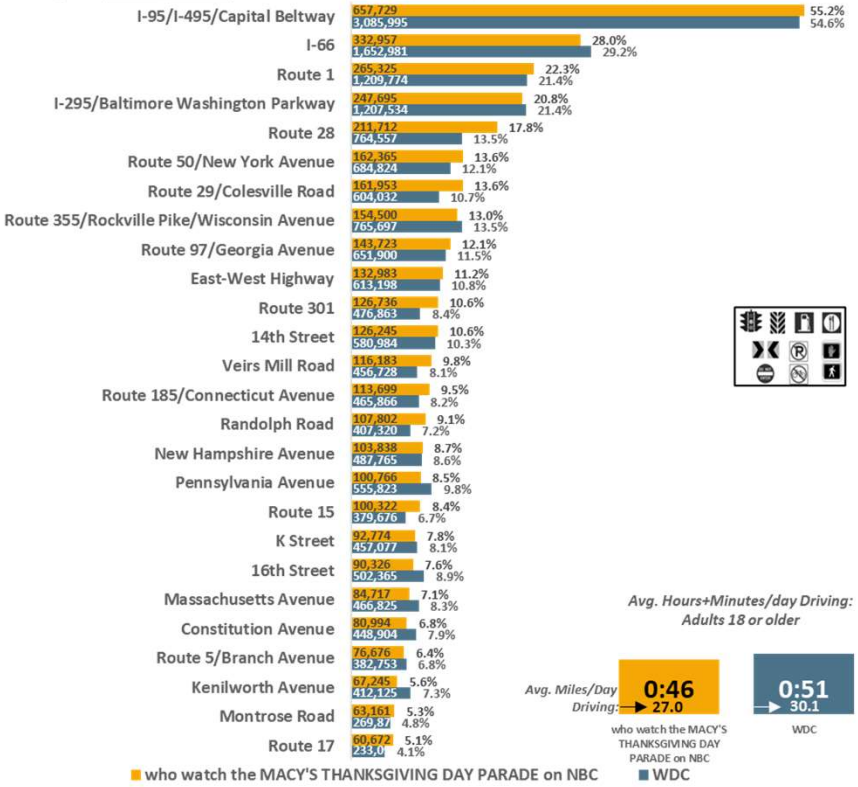
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



4 WASHINGTON

1,069,809 or 89.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 46.4 minutes per day driving an average of 27. miles each day and are 31.5% more likely to use Route 28 than the Metro average.

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



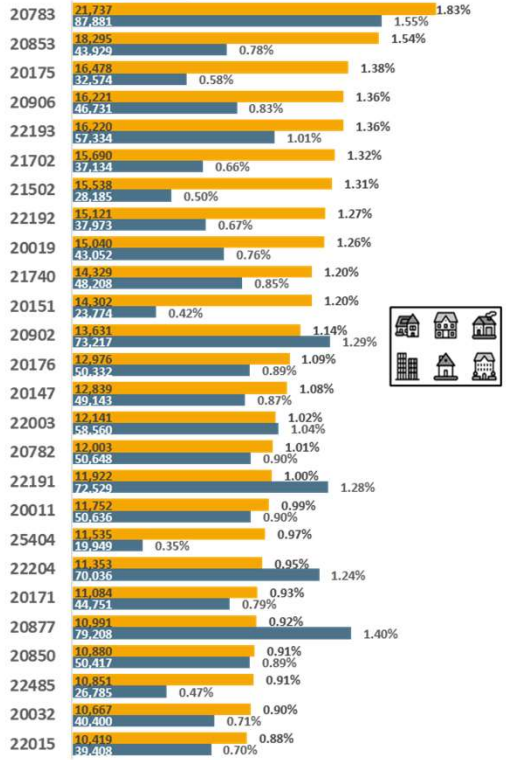
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.0

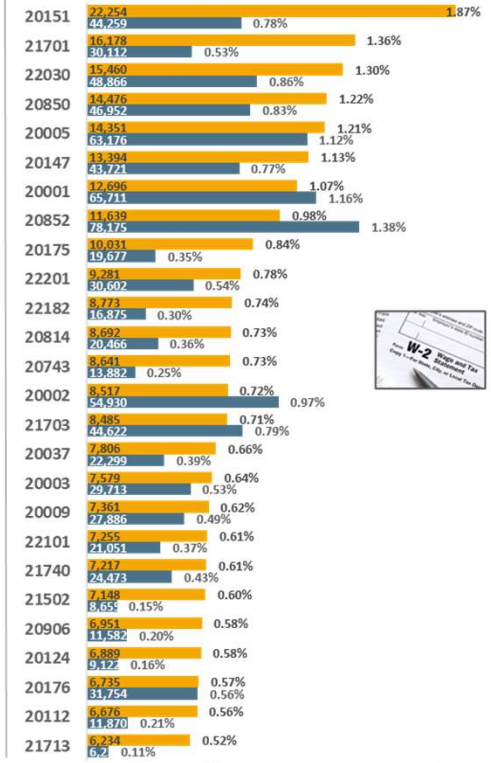
0:46 who watch the MACY'S THANKSGIVING DAY PARADE on NBC

0:51 (30.1) WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Seattle

405,020 or 90.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 33.2 minutes per day driving an average of 19.3 miles each day and are 74.2% more likely to use South Tacoma Way than the Metro average.

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



	who watch the MACY'S THANKSGIVING DAY PARADE on NBC	SEA
I-5	319,507 71.4%	3,066,382 68.3%
I-405	145,879 32.6%	1,193,982 26.6%
Highway 99 (Aurora Ave, Evergreen Way,...	122,334 27.4%	932,527 20.8%
I-90	114,873 25.7%	1,040,444 23.2%
Highway 167 (River Road)	77,285 17.3%	530,581 11.8%
South Tacoma Way	59,920 13.4%	345,198 7.7%
Highway 2	48,024 10.7%	342,758 7.6%
Highway 512	45,835 10.2%	387,967 8.6%
1st Avenue (Seattle)	41,528 9.3%	354,998 7.9%
Pacific Avenue (Tacoma)	37,851 8.5%	322,688 7.2%
Highway 20	37,728 8.4%	221,4 4.9%
Lake City Way	34,469 7.7%	243,8 5.4%
Meridian Avenue/Highway 161 (Puyallup)	34,231 7.7%	256,8 5.7%
Highway 509	33,232 7.4%	199, 4.4%
West Seattle Bridge	31,668 7.1%	256,6 5.7%
Highway 520	27,735 6.2%	308,96 6.9%
6th Avenue (Tacoma)	26,900 6.0%	207, 4.6%
Denny Way	26,416 5.9%	250,1 5.6%
Narrows Bridge	25,596 5.7%	246,8 5.5%
Canyon Road East	24,844 5.6%	199, 4.5%
Montlake Bridge	24,705 5.5%	172 3.8%
Highway 522	21,747 4.9%	196, 4.4%
Fremont Bridge	21,154 4.7%	198, 4.4%
University Bridge	18,965 4.2%	188, 4.2%
Ballard Bridge	18,637 4.2%	196, 4.4%
Highway 518	18,101 4.0%	12 2.5%

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

Avg. Miles/Day Driving: 0:33 → 19.3 who watch the MACY'S THANKSGIVING DAY PARADE on NBC

0:43 → 25.2 SEA

Top-26 Residential Zip Codes: Adults 18 or older



	who watch the MACY'S THANKSGIVING DAY PARADE on NBC	SEA
98273	14,061 3.14%	44,602 0.99%
98801	10,768 2.41%	35,007 0.78%
98198	10,493 2.35%	57,594 1.28%
98020	9,615 2.15%	25,462 0.57%
98043	9,536 2.13%	23,870 0.53%
98087	8,708 1.95%	34,584 0.77%
98303	8,649 1.93%	9,0 0.20%
98003	8,630 1.93%	47,443 1.06%
98052	8,573 1.92%	50,323 1.12%
98208	8,299 1.86%	57,404 1.28%
98257	8,297 1.86%	8,2 0.18%
98188	7,902 1.77%	17,741 0.40%
98011	7,431 1.66%	21,879 0.49%
98513	7,136 1.60%	34,685 0.77%
98203	6,422 1.44%	28,017 0.62%
98372	6,411 1.43%	29,026 0.65%
98059	6,334 1.42%	23,230 0.52%
98037	6,185 1.38%	20,171 0.45%
98115	5,962 1.33%	43,581 0.97%
98055	5,724 1.28%	16,84 0.38%
98321	5,710 1.28%	11,2 0.25%
98058	5,662 1.27%	41,852 0.93%
98408	5,357 1.20%	25,297 0.56%
98275	5,216 1.17%	16,15 0.36%
98065	5,181 1.16%	25,668 0.57%
98374	4,968 1.11%	37,523 0.84%

Top-26 Employment Zip Codes: Adults 18 or older



	who watch the MACY'S THANKSGIVING DAY PARADE on NBC	SEA
98020	11,110 2.48%	15,974 0.36%
98052	7,619 1.70%	64,536 1.44%
98198	7,595 1.70%	29,299 0.65%
98033	7,296 1.63%	25,696 0.57%
98203	7,114 1.59%	24,751 0.55%
98188	6,830 1.53%	20,307 0.45%
98303	6,770 1.51%	6,7 0.15%
98204	6,643 1.49%	40,389 0.90%
98109	6,021 1.35%	52,977 1.18%
98055	5,402 1.21%	11,56 0.26%
98321	5,356 1.20%	6,2 0.14%
98101	5,004 1.12%	68,380 1.52%
98108	4,685 1.05%	13,860 0.31%
98003	4,616 1.03%	39,312 0.88%
98168	4,526 1.01%	19,926 0.44%
98034	4,480 1.00%	26,258 0.59%
98201	4,193 0.94%	25,688 0.57%
98036	4,015 0.90%	23,556 0.52%
98121	3,858 0.86%	35,299 0.79%
98032	3,738 0.84%	35,109 0.78%
98513	3,579 0.80%	7,80 0.17%
98075	3,510 0.78%	4, 0.09%
98125	3,503 0.78%	16,549 0.37%
98004	3,481 0.78%	47,103 1.05%
98126	3,255 0.73%	10,3 0.23%
98104	3,180 0.71%	51,615 1.15%

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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

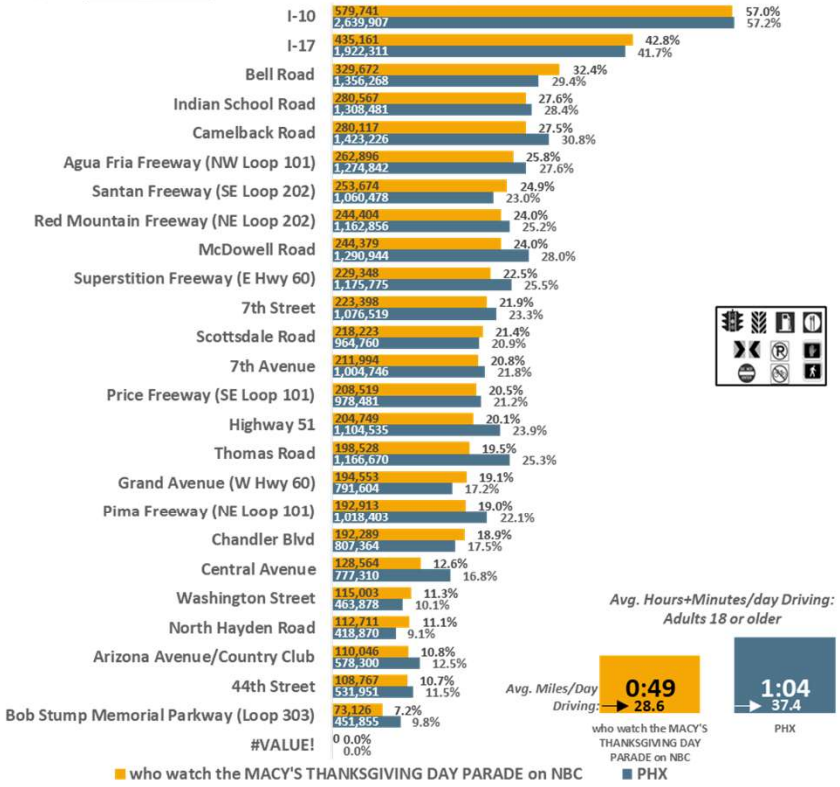
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



950,600 or 93.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 49.2 minutes per day driving an average of 28.6 miles each day and are 11.4% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

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



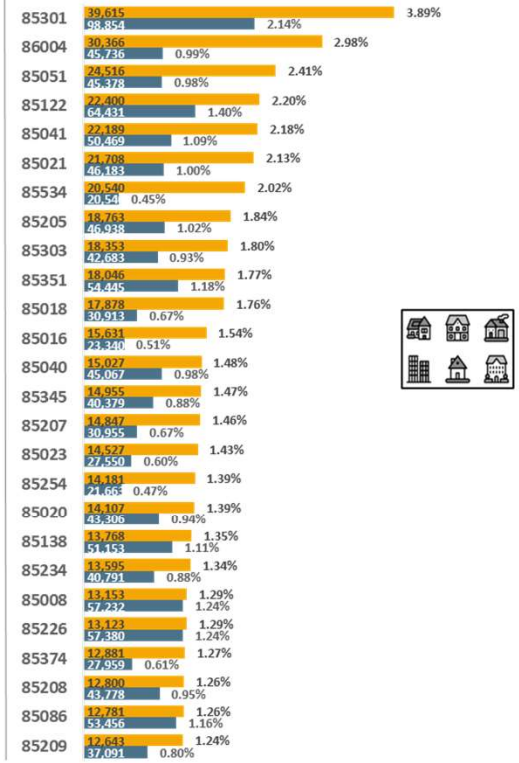
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 28.6

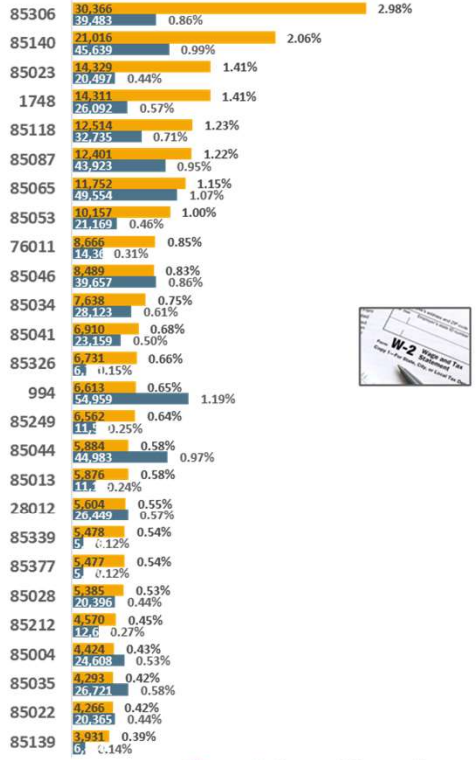
0:49 who watch the MACY'S THANKSGIVING DAY PARADE on NBC

1:04 37.4 PHX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



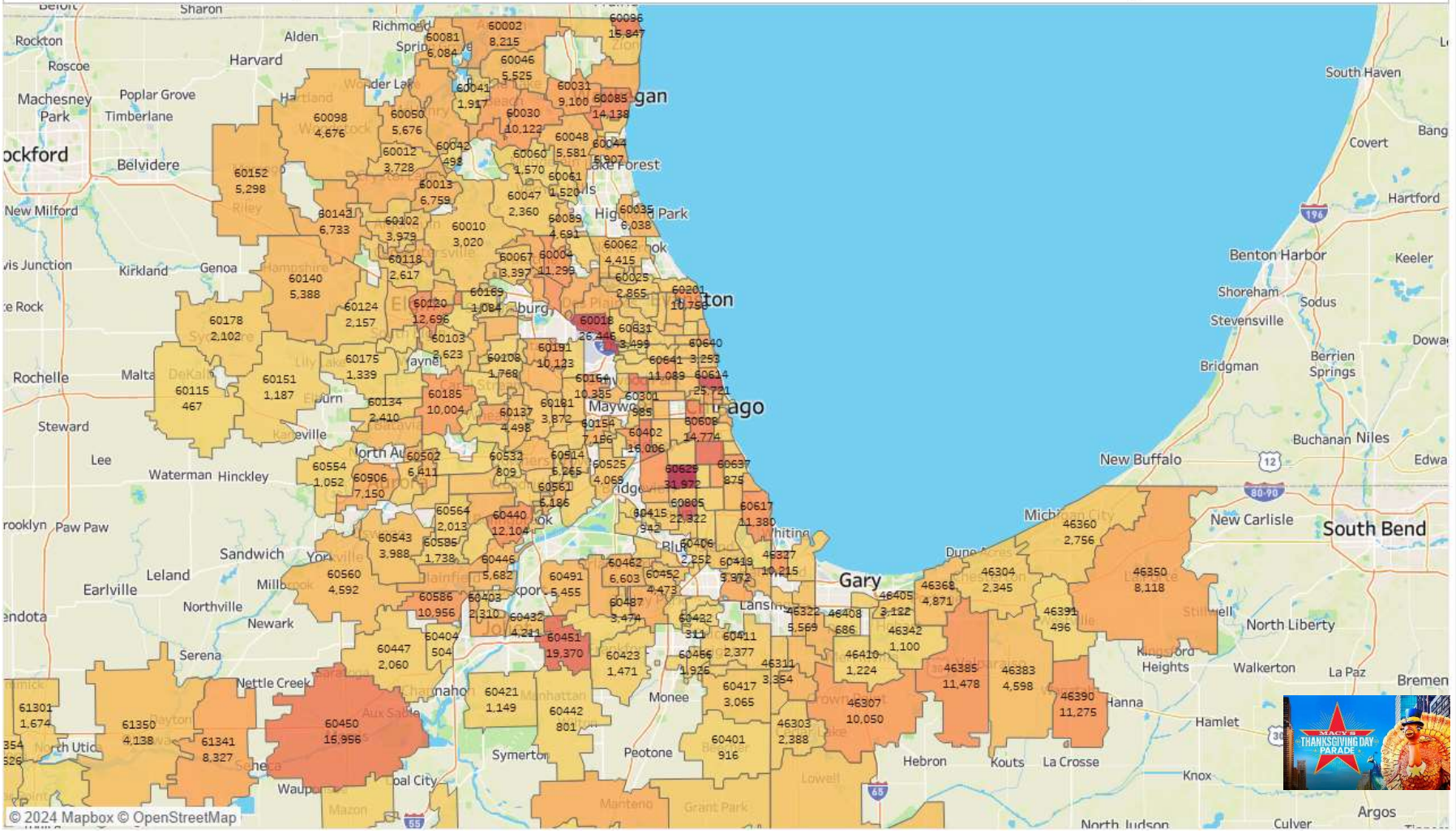
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)

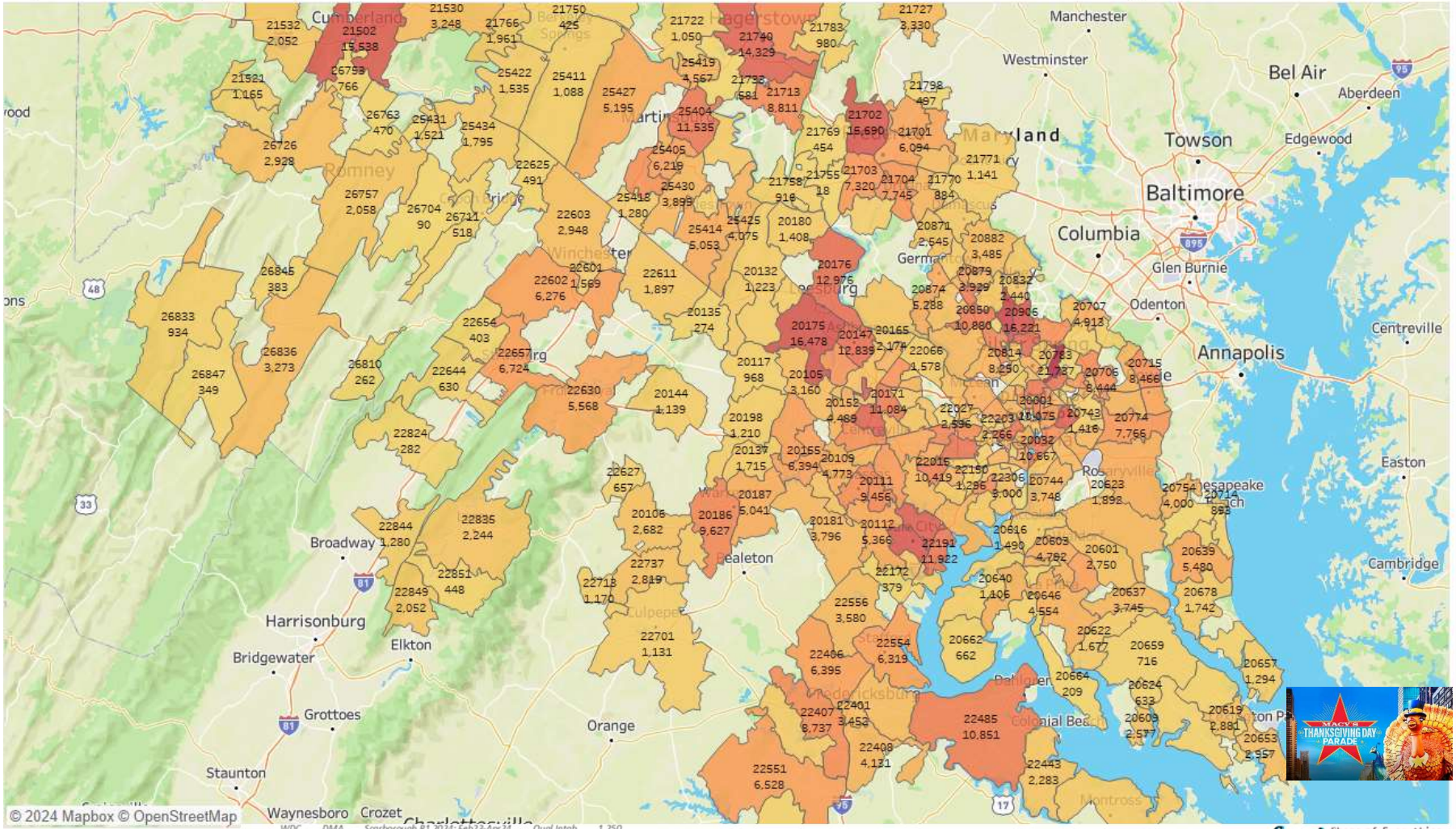


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656
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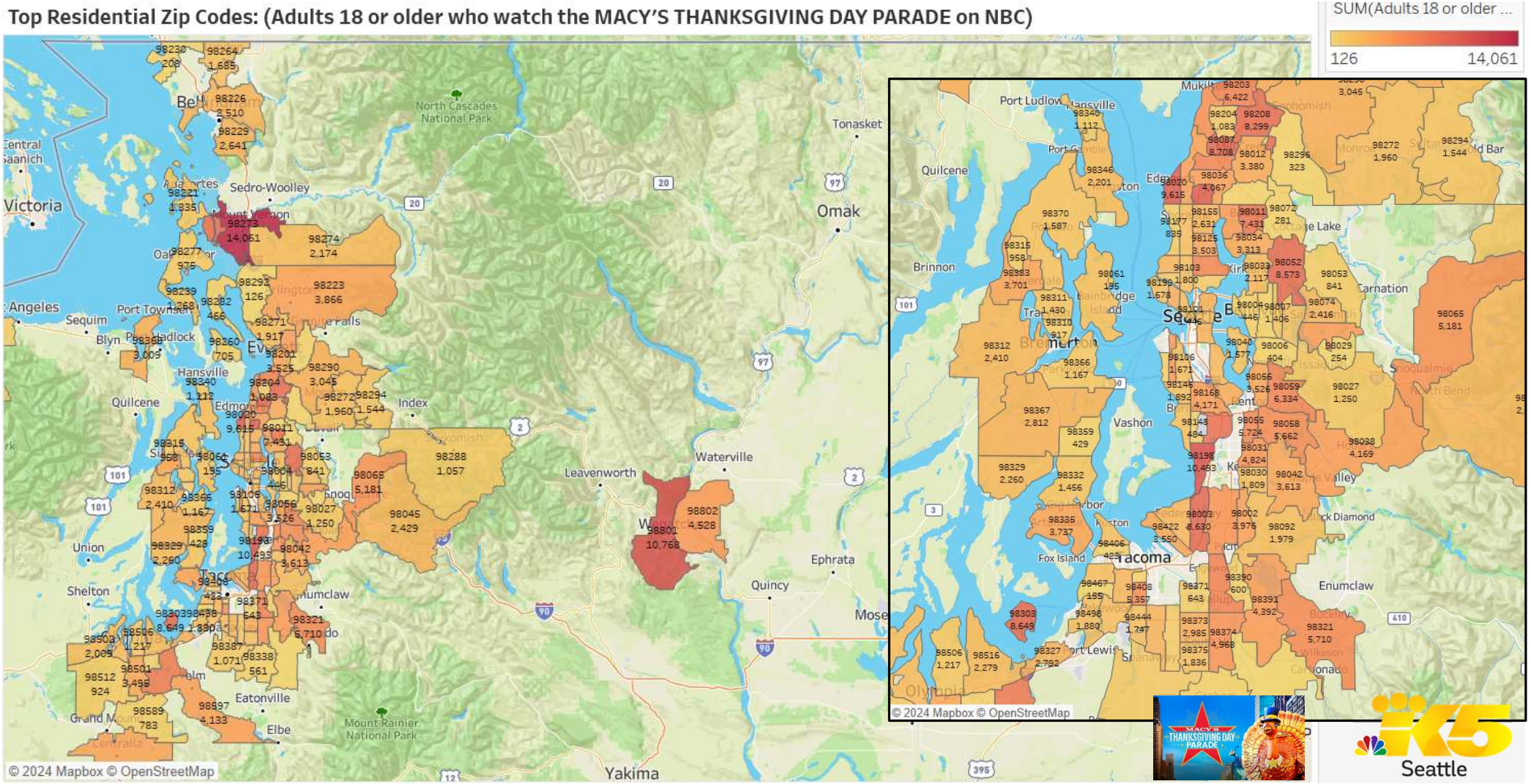
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

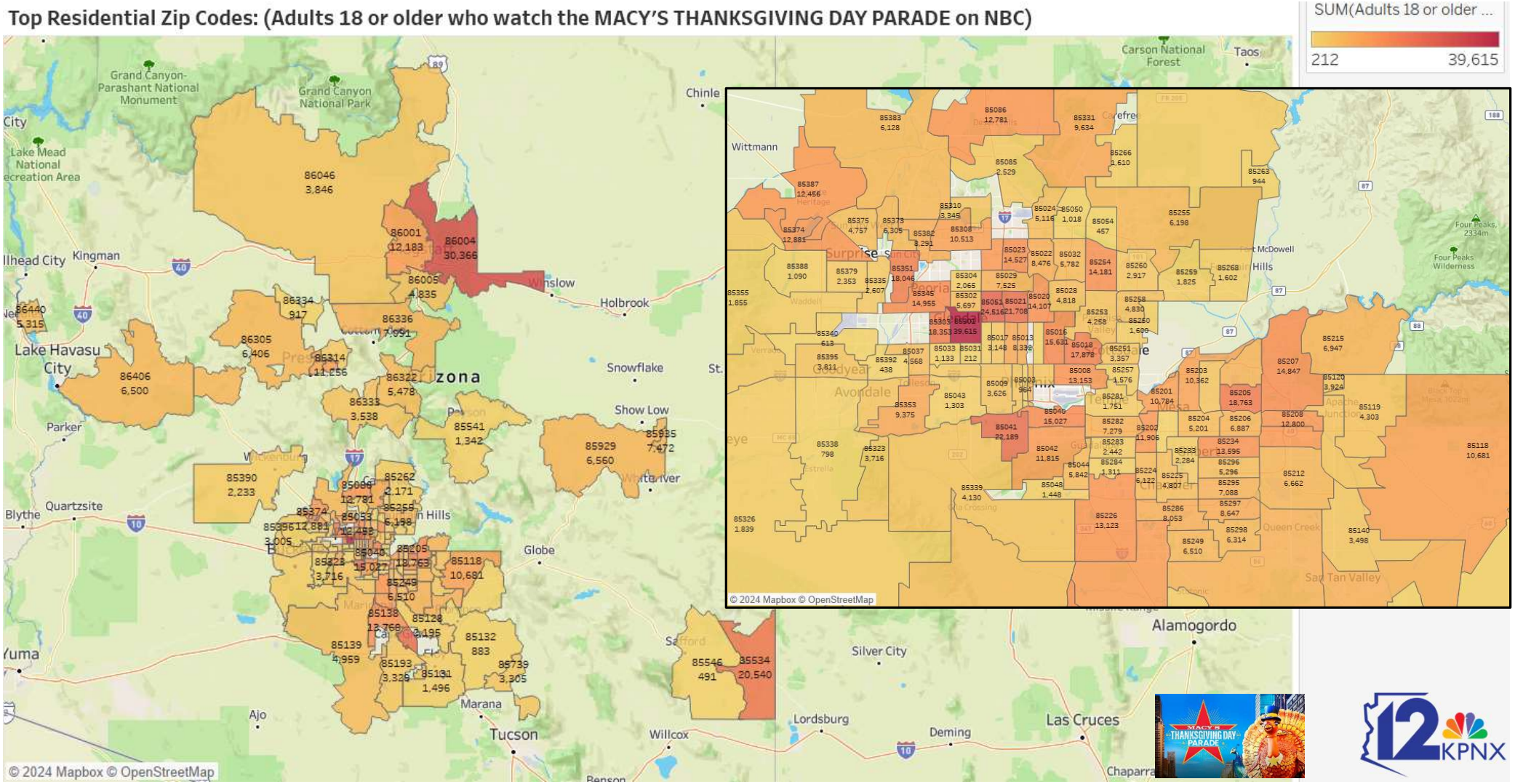
Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565
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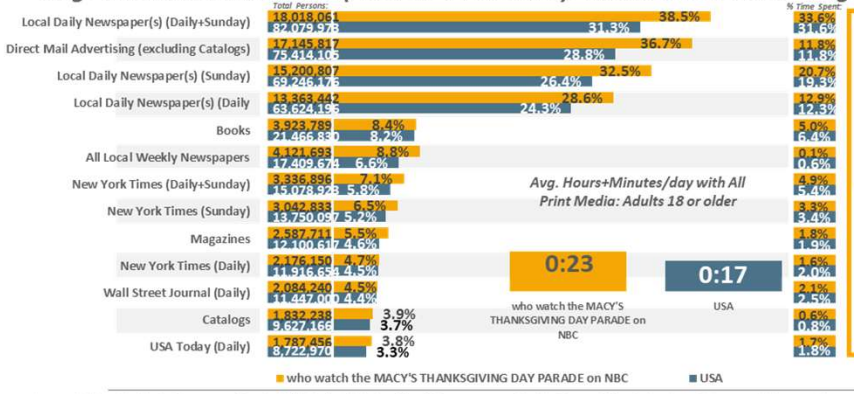
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

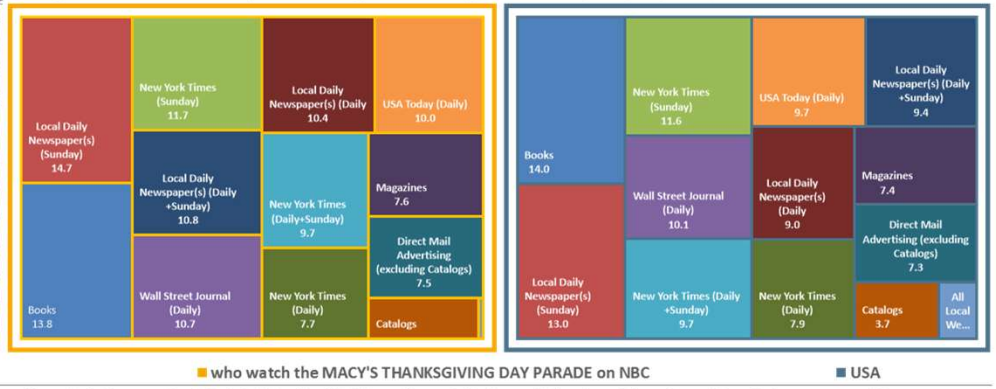


18,018,061 or 38.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

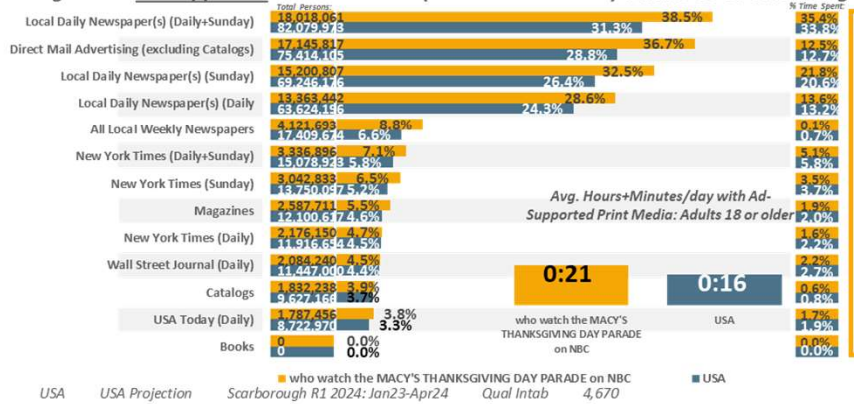
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



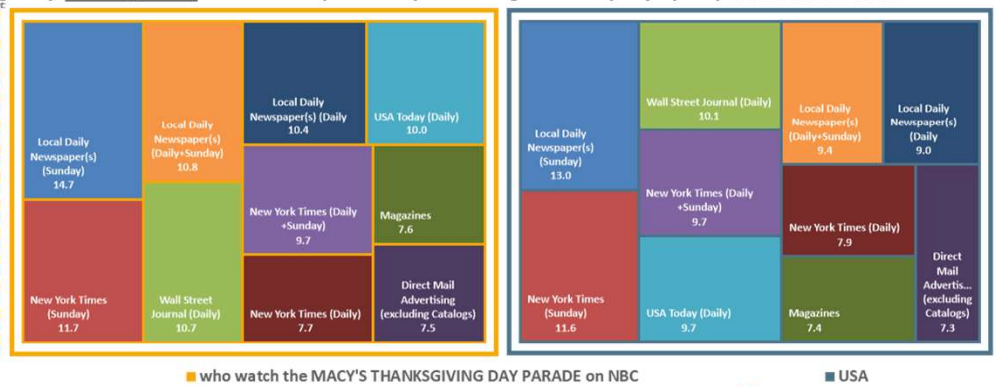
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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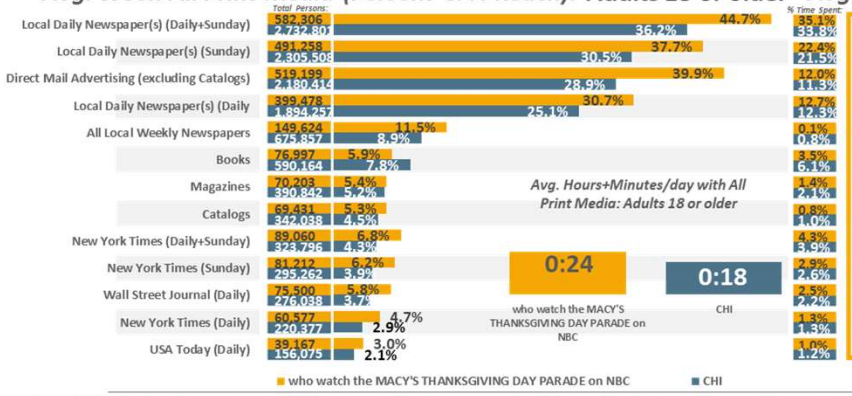
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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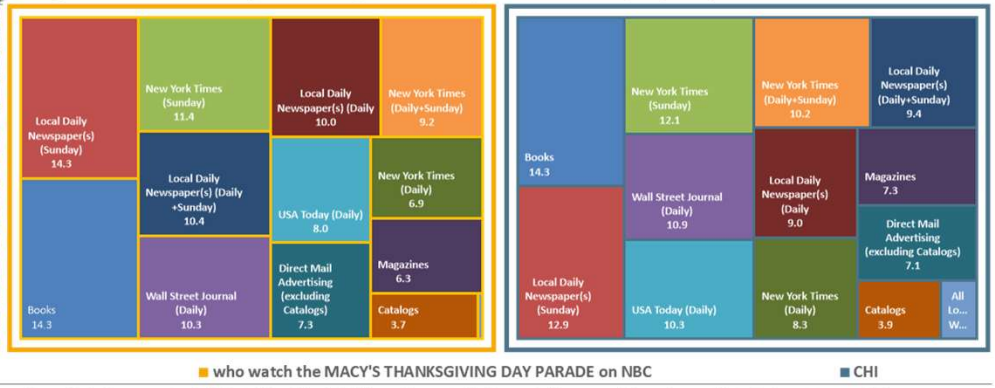
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

582,306 or 44.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

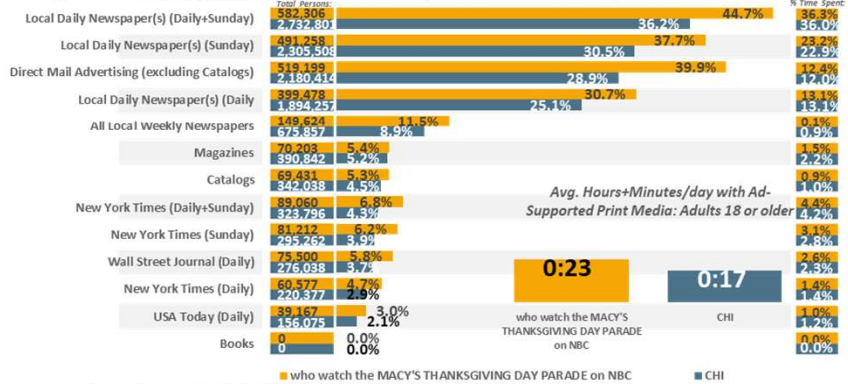
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



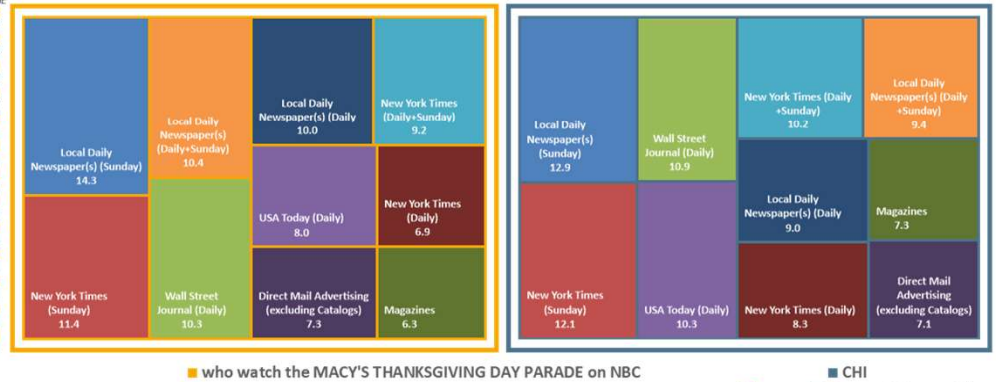
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 656

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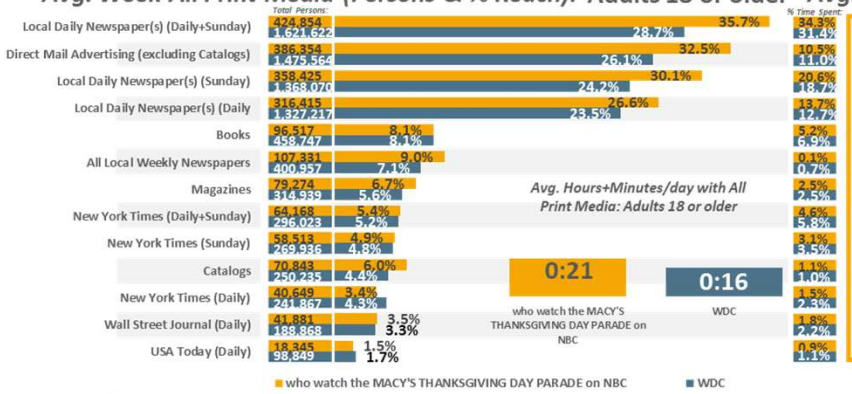
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade





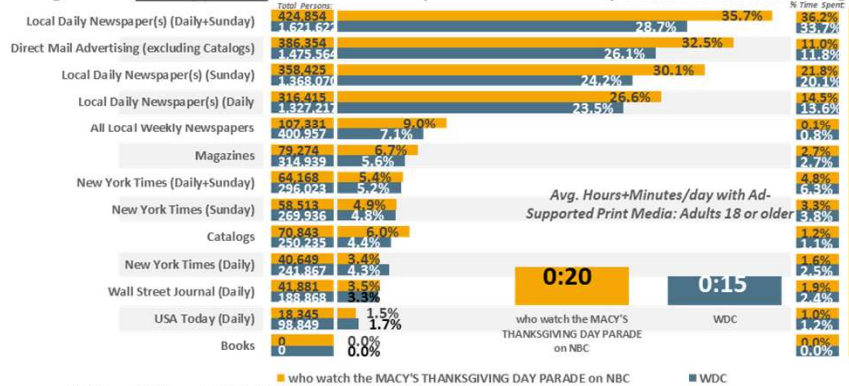
424,854 or 35.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 36.2% of all time spent daily with All forms of Print Media.

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





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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,250

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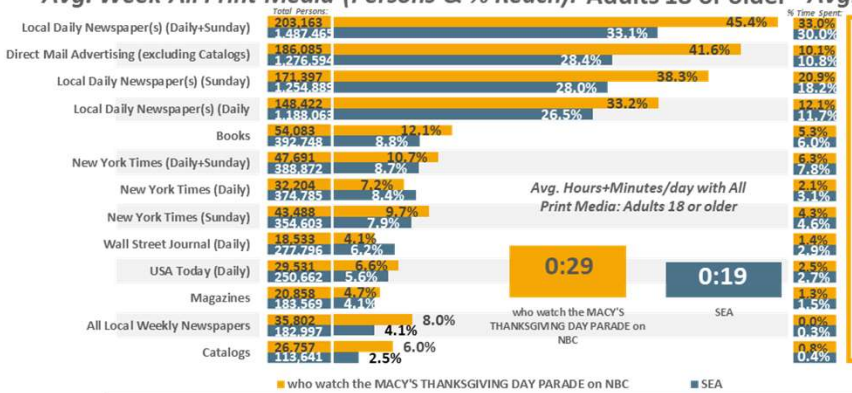
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



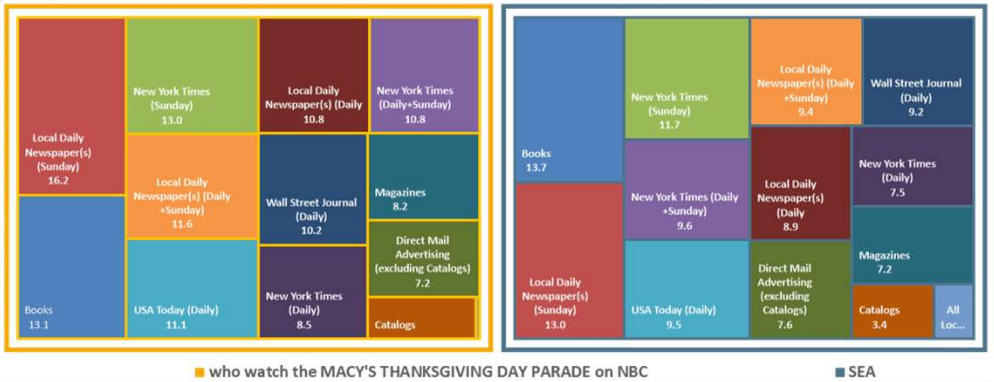


203,163 or 45.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

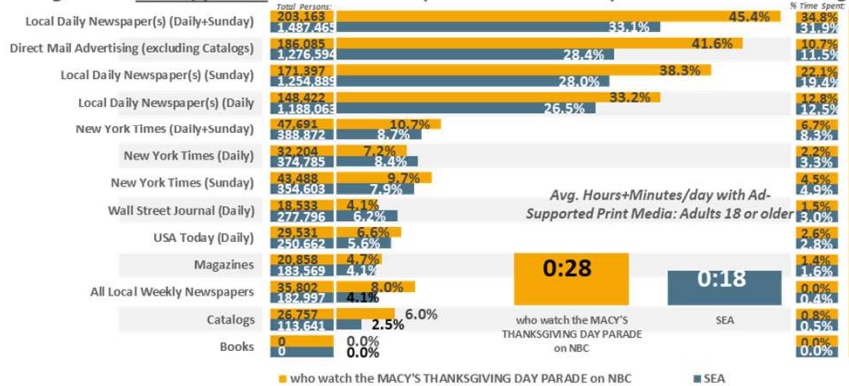
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



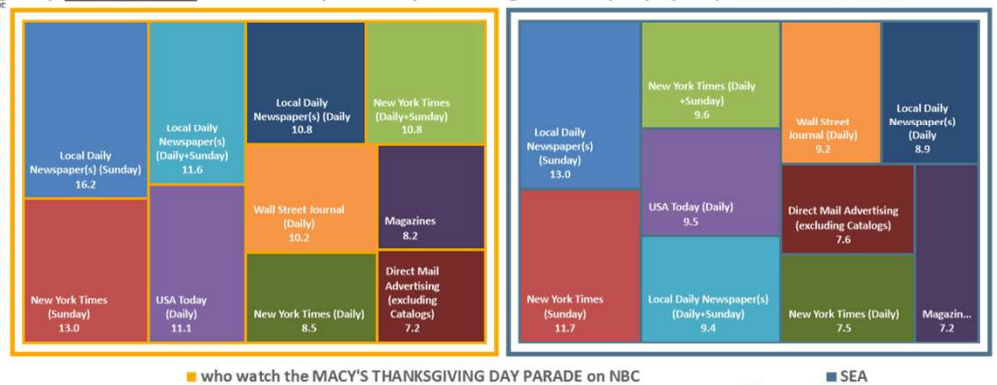
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 459

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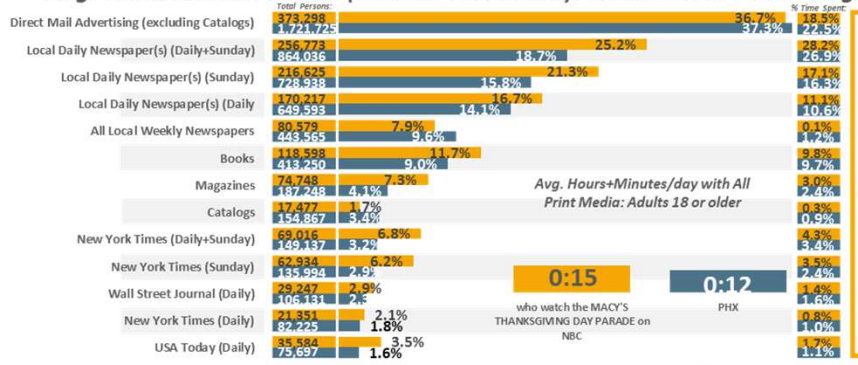
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



12 KPNX

256,773 or 25.2% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

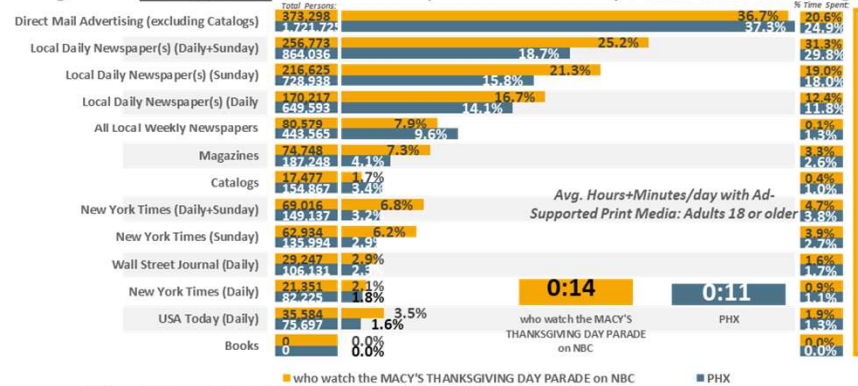
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



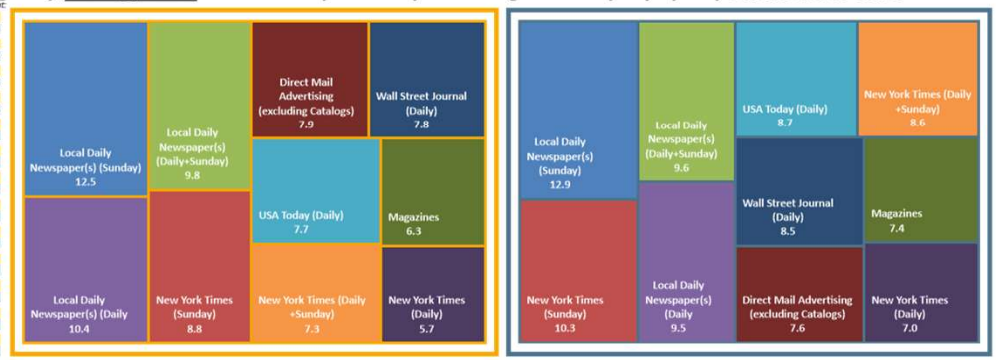
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 565

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade