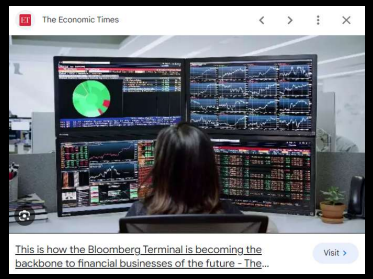
USA+4 DMAs – P18+ who Watched FOX NEWS Channel in the past 7 days!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA** P18+ who **Watched FOX NEWS in the past 7 days** as of August 31, 2025.



FOX NEWS channel

FOX NEWS channel USA

FOX NEWS channel CHI

FOX NEWS channel WDC

FOX NEWS channel SEA

FOX NEWS channel PHX

P18+

FOX Vanguard BlackRock

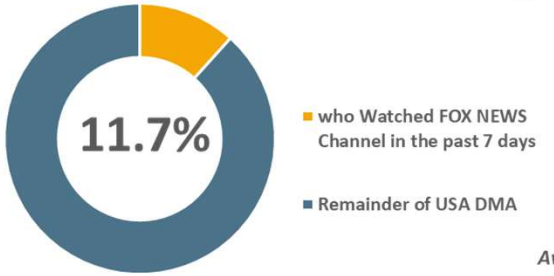
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

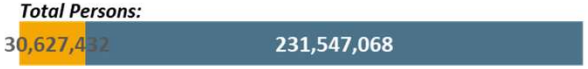
Cable networks watched past 7 days: FOX News Channel

11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 59.5 years old (22.1% older than average) and have a $124,519 (9.5% higher than average) annual household income.

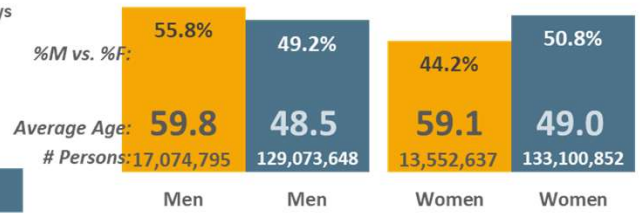
Percent of Market: Adults 18 or older



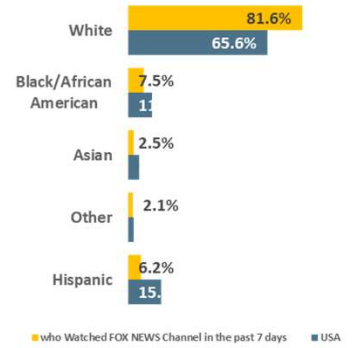
Total Persons:



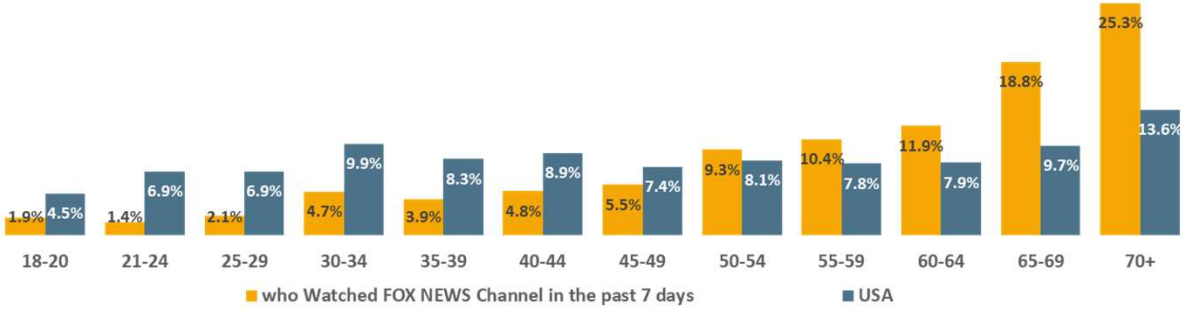
Gender of Target vs. Market: Adults 18 or older



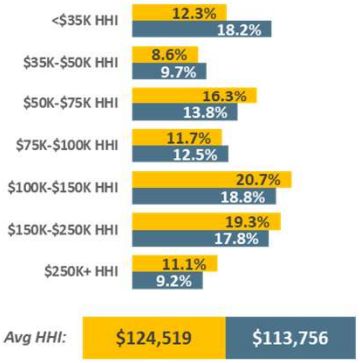
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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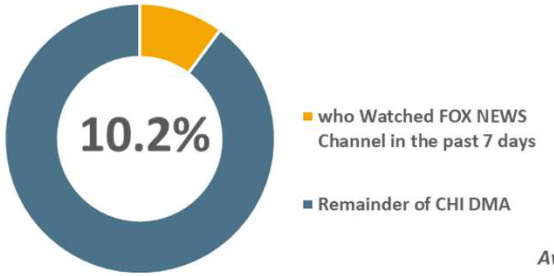
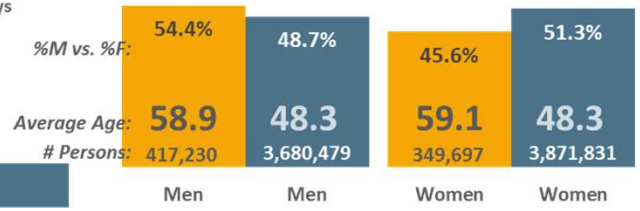
10.2% or 766,927 of CHI DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 59. years old (22.% older than average) and have a $125,398 (16.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

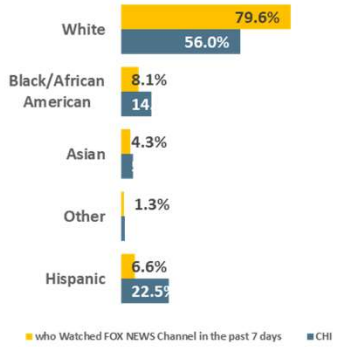


Total Persons:

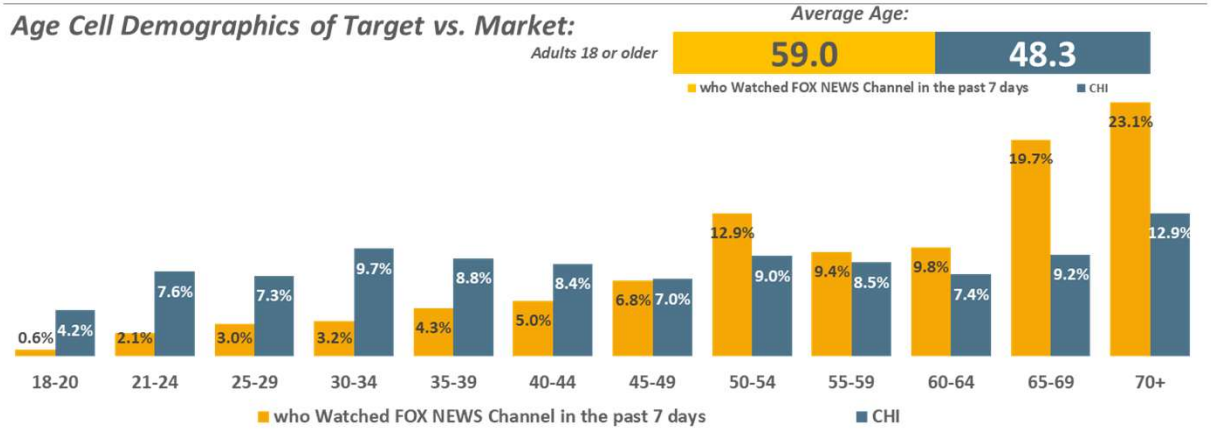
Gender of Target vs. Market: Adults 18 or older



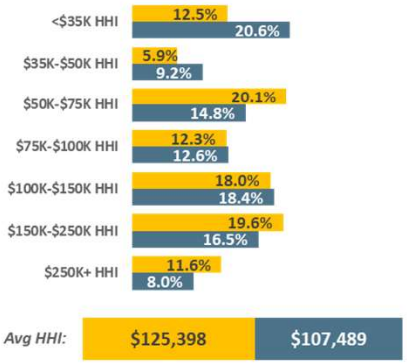
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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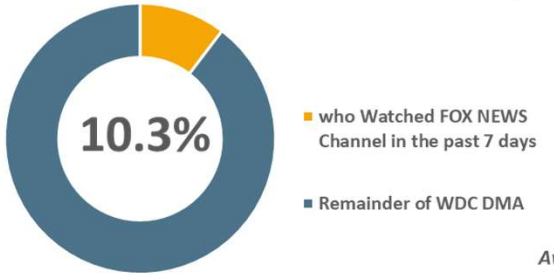
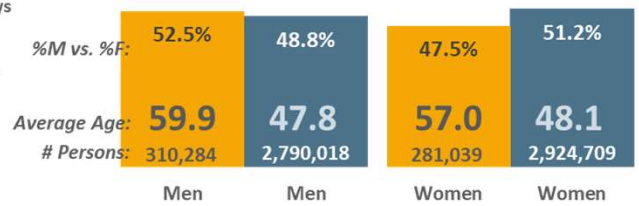
10.3% or 591,323 of WDC DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 58.4 years old (21.9% older than average) and have a $150,835 (10.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

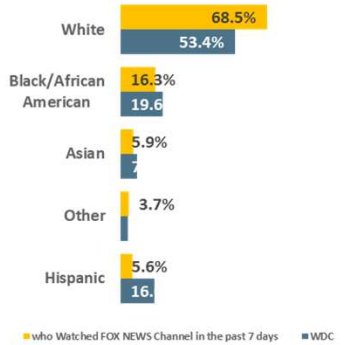


Total Persons:

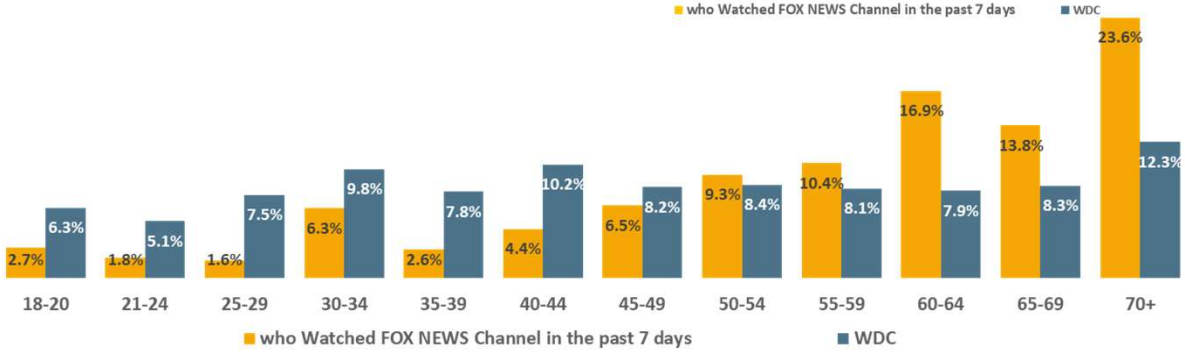
Gender of Target vs. Market: Adults 18 or older



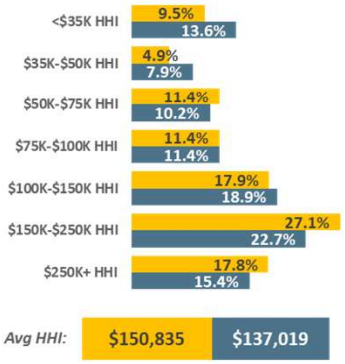
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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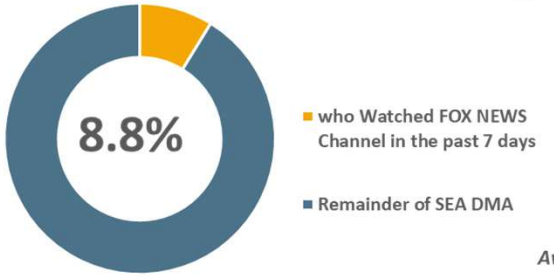
FOX NEWS channel — SEA

8.8% or 397,373 of SEA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 59.6 years old (23.4% older than average) and have a $119,170 (4.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

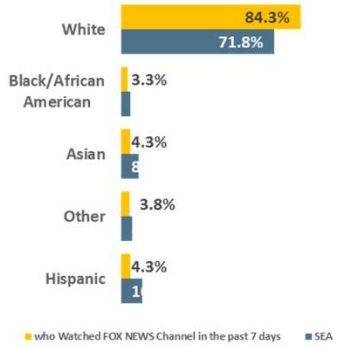


Total Persons:

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	58.8%	50.3%	41.2%	49.7%
Average Age:	61.9	47.9	57.3	48.7
# Persons:	233,604	2,275,509	163,769	2,249,102

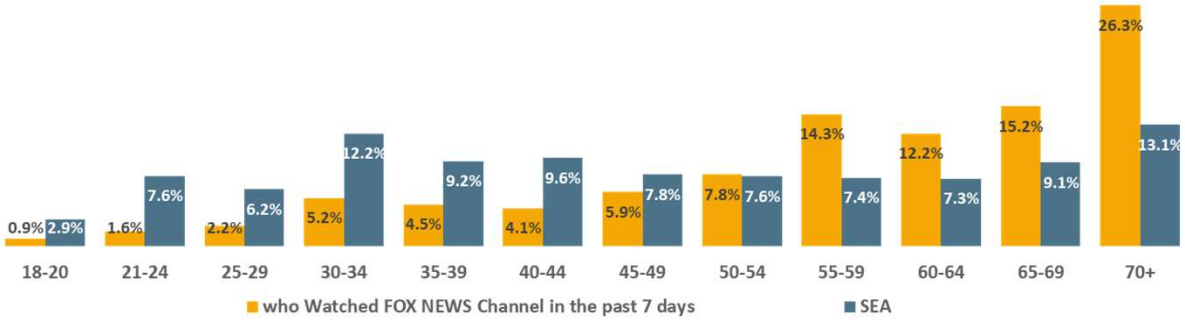
Ethnicity of Target vs. Market:



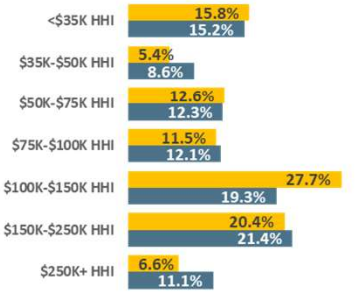
Age Cell Demographics of Target vs. Market:

Average Age:

	who Watched FOX NEWS Channel in the past 7 days	SEA
Adults 18 or older	59.6	48.3



HHI of Target vs. Market:



Avg HHI:	$119,170	$124,869

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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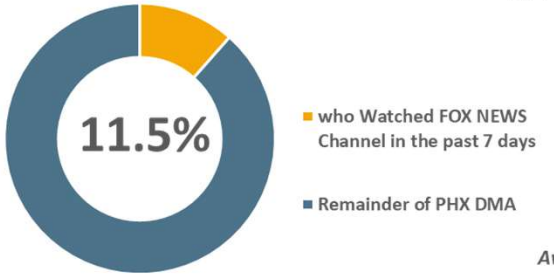
FOX NEWS channel PHX

11.5% or 548,892 of PHX DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 61.4 years old (26.3% older than average) and have a $119,470 (13.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



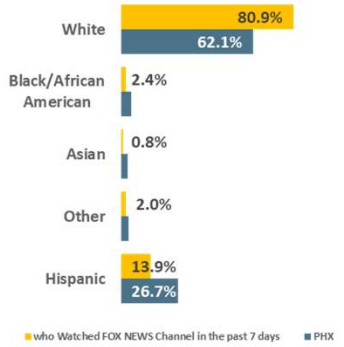
Total Persons:

548,892 | 4,214,619

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	54.3%	49.6%	45.7%	50.4%
Average Age:	62.3	47.9	60.6	49.4
# Persons:	298,243	2,363,560	250,649	2,399,951

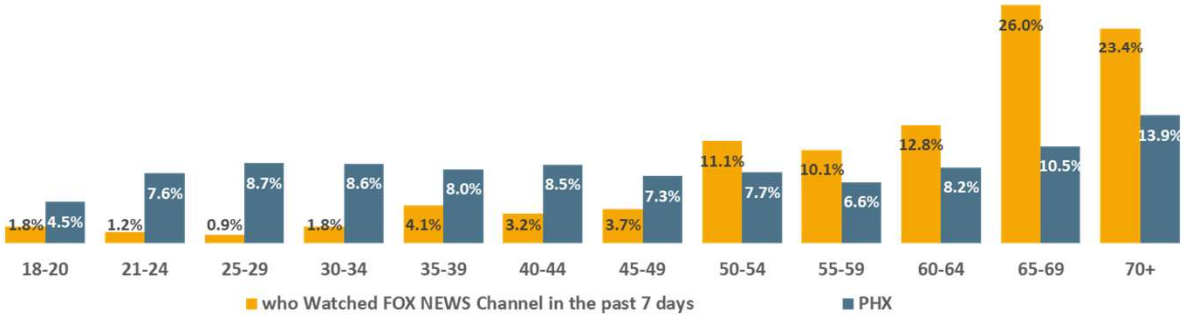
Ethnicity of Target vs. Market:



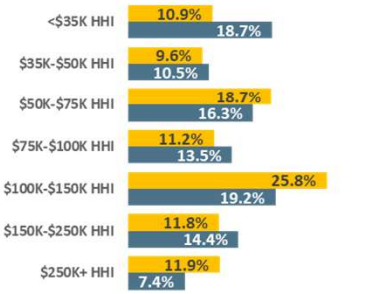
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who Watched FOX NEWS Channel in the past 7 days	PHX
	61.4	48.6



HHI of Target vs. Market:



Avg HHI:	$119,470	$105,341

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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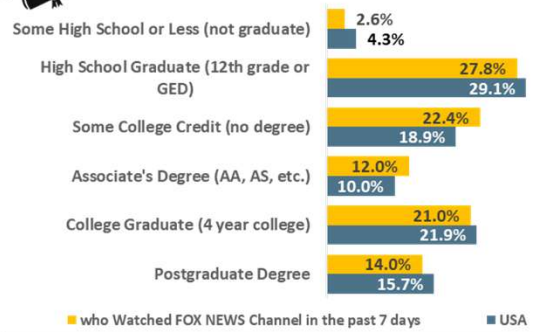
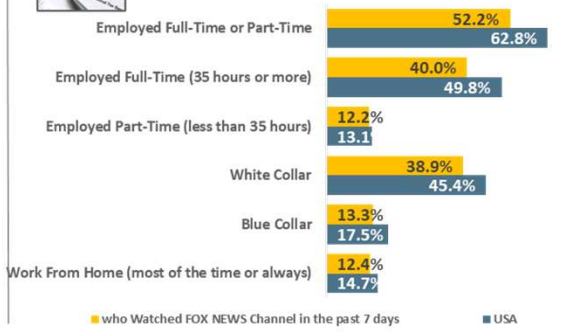
11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6.9% less likely to be a college graduate, 19.6% less likely to work full-time, 27.9% more likely to be married, 35.3% less likely to be a parent of 1 or more children under 18.

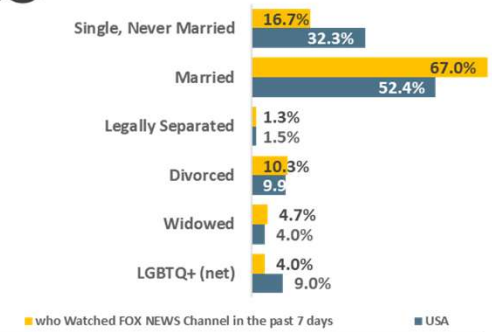
Education Levels: Adults 18 or older



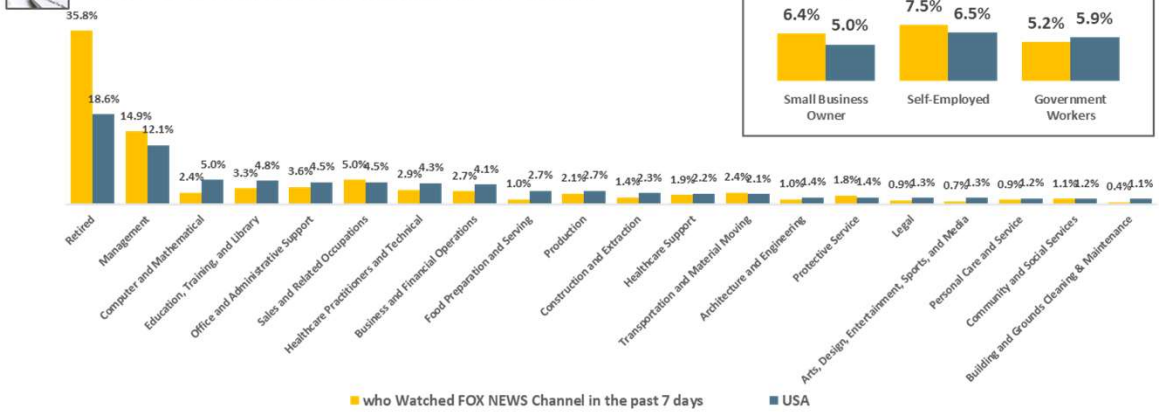
Employment: Adults 18 or older



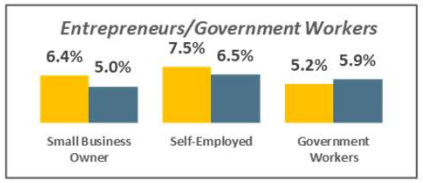
Marital Status: Adults 18 or older



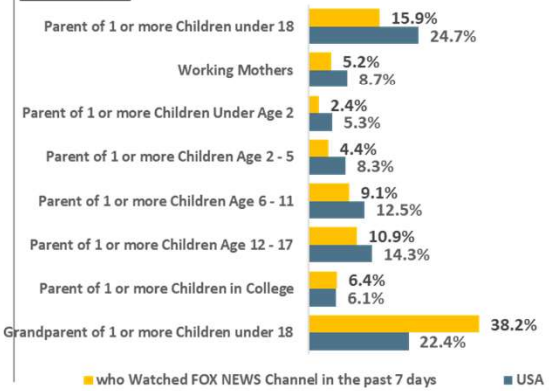
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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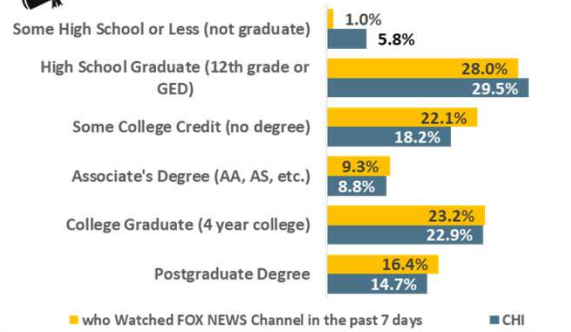
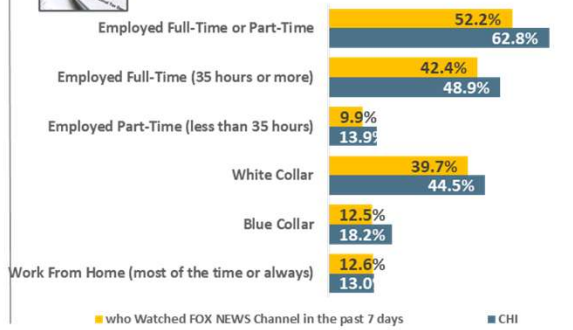
Cable networks watched past 7 days: FOX News Channel

10.2% or 766,927 of CHI DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 5.3% more likely to be a college graduate, 13.3% less likely to work full-time, 38.2% more likely to be married, 32.9% less likely to be a parent of 1 or more children under 18.

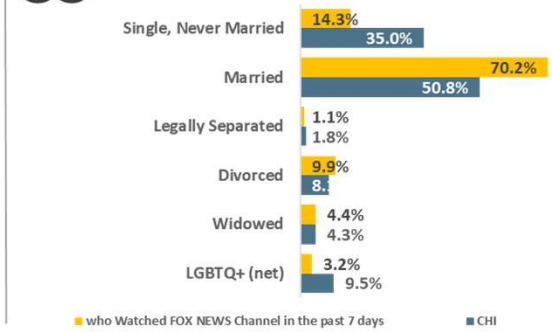
Education Levels: Adults 18 or older



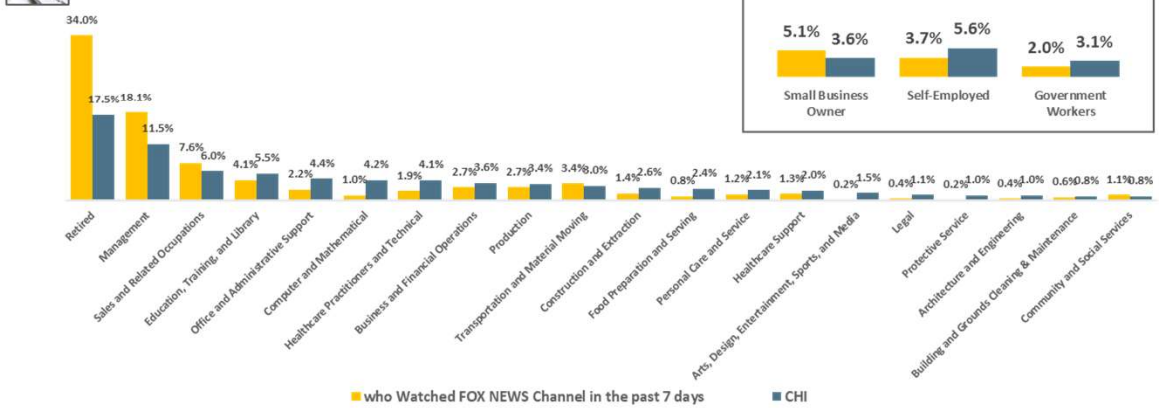
Employment: Adults 18 or older



Marital Status: Adults 18 or older

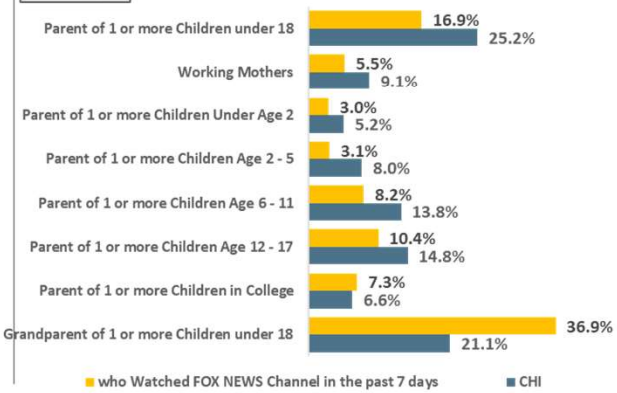


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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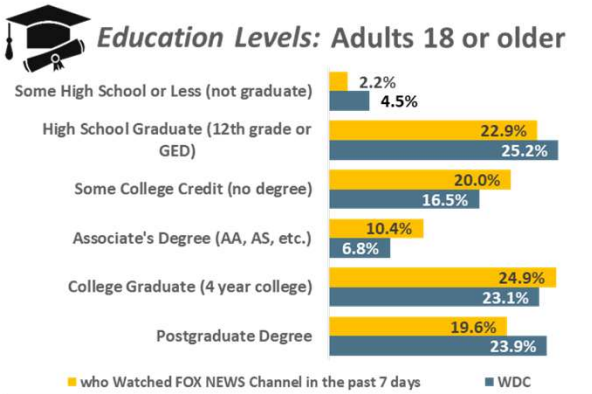
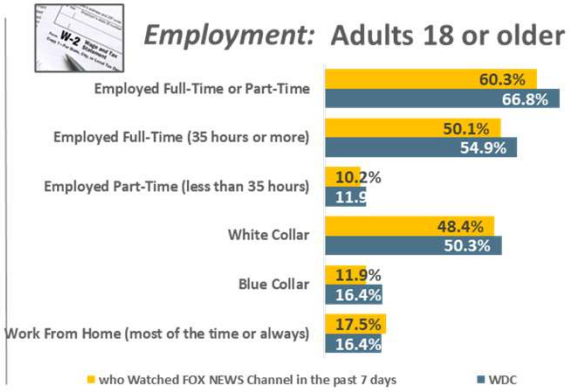
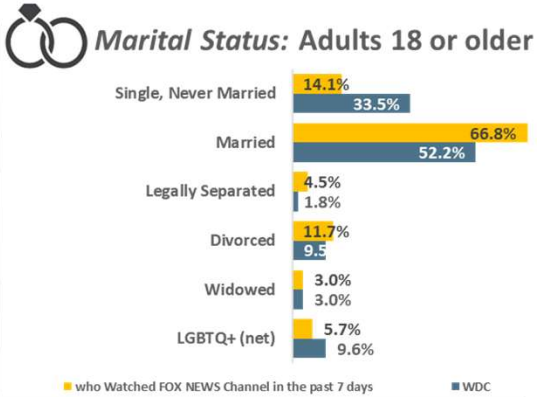
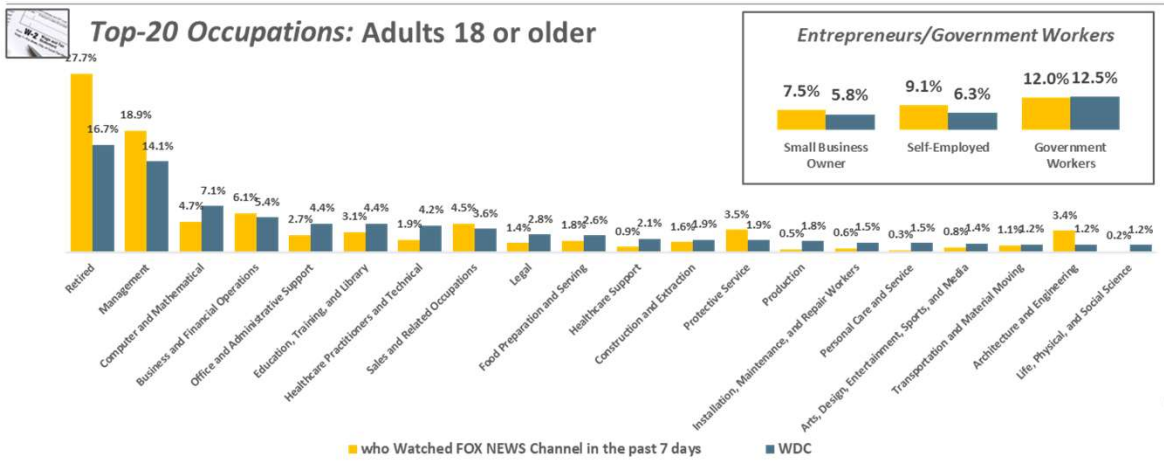
Cable networks watched past 7 days: FOX News Channel

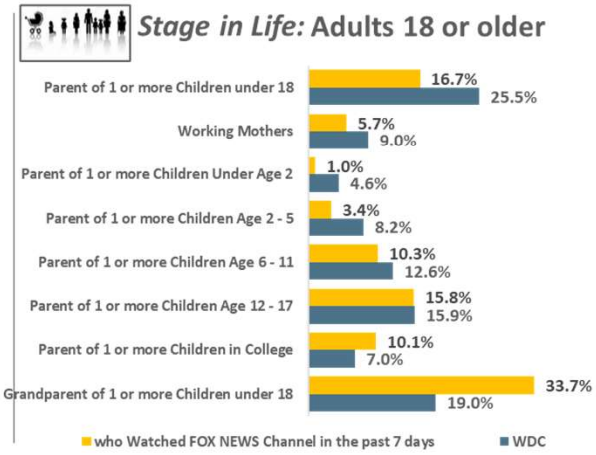
10.3% or 591,323 of WDC DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 5.3% less likely to be a college graduate, 8.8% less likely to work full-time, 28.% more likely to be married, 34.6% less likely to be a parent of 1 or more children under 18.











WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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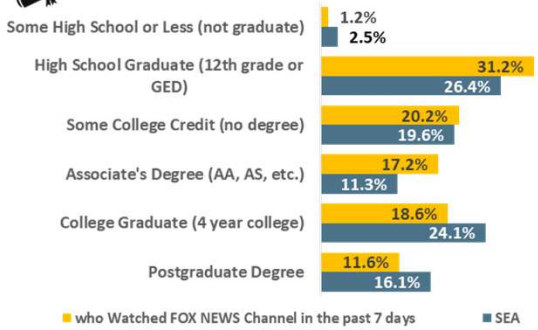
Cable networks watched past 7 days: FOX News Channel

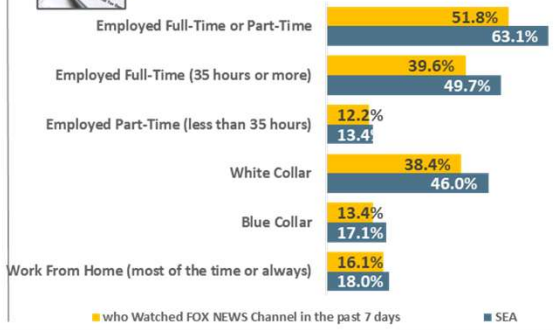
FOX NEWS channel SEA

8.8% or 397,373 of SEA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 25.% less likely to be a college graduate, 20.3% less likely to work full-time, 11.5% more likely to be married, 25.9% less likely to be a parent of 1 or more children under 18.

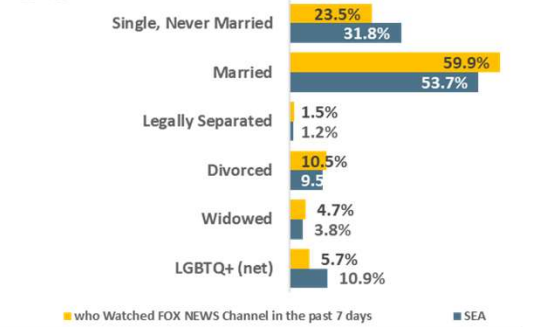
Education Levels: Adults 18 or older



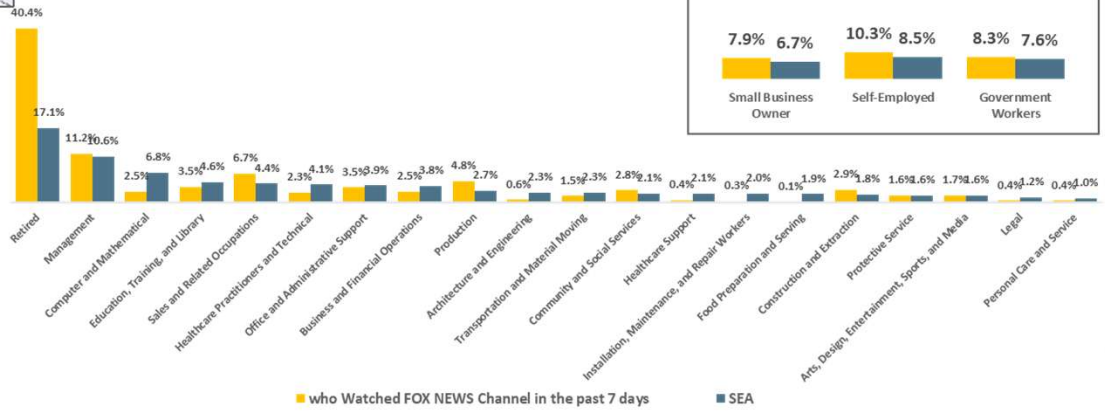
Employment: Adults 18 or older



Marital Status: Adults 18 or older

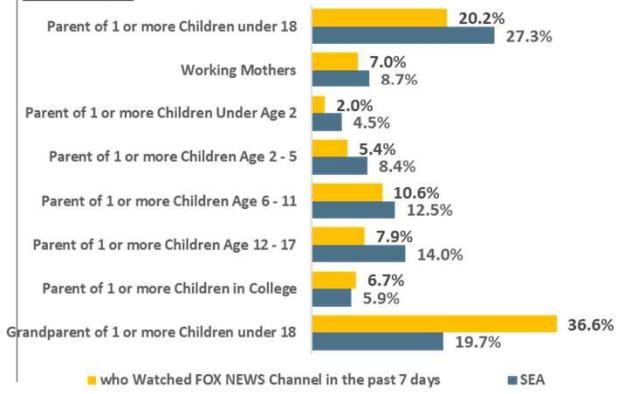


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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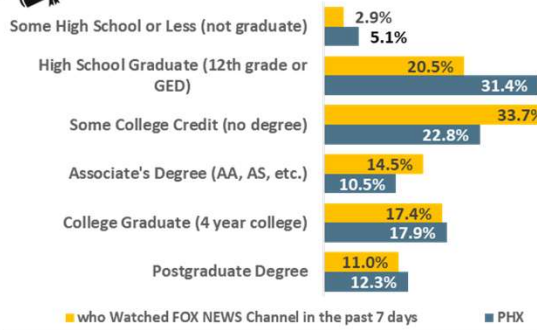
Cable networks watched past 7 days: FOX News Channel

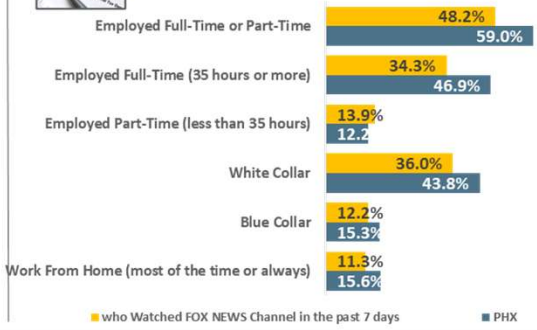
FOX NEWS channel PHX

11.5% or 548,892 of PHX DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6.2% less likely to be a college graduate, 26.8% less likely to work full-time, 36.7% more likely to be married, 41.3% less likely to be a parent of 1 or more children under 18.

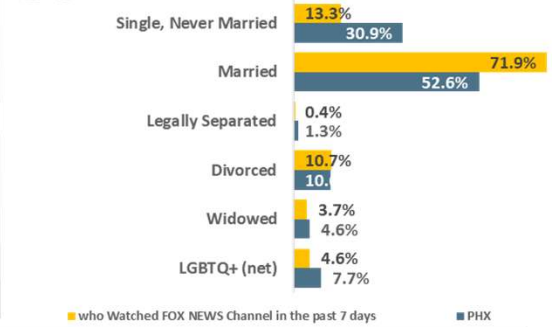
Education Levels: Adults 18 or older



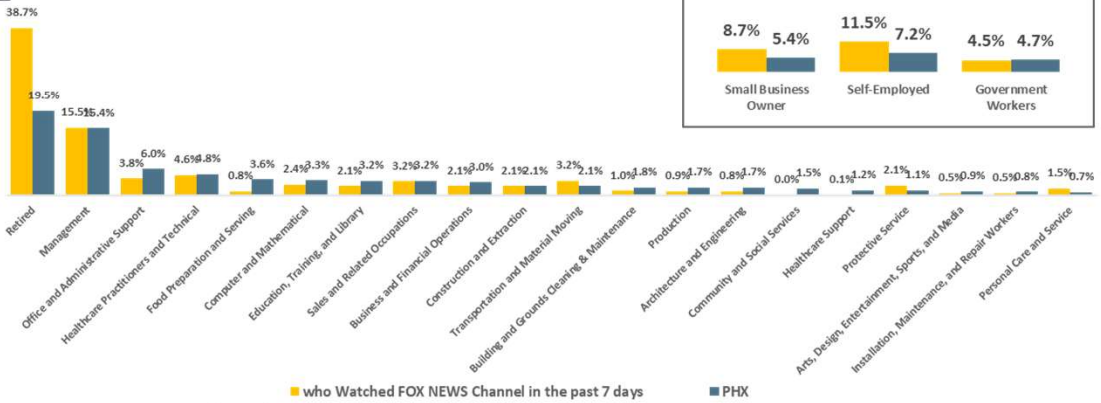
Employment: Adults 18 or older



Marital Status: Adults 18 or older

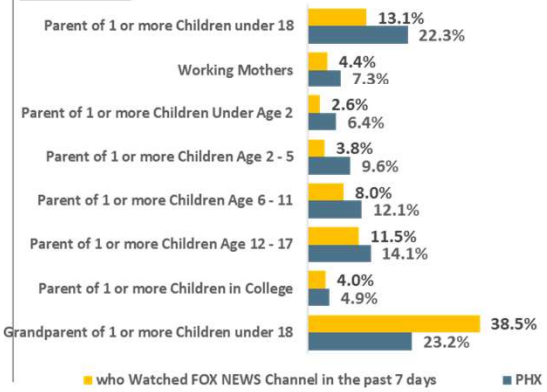


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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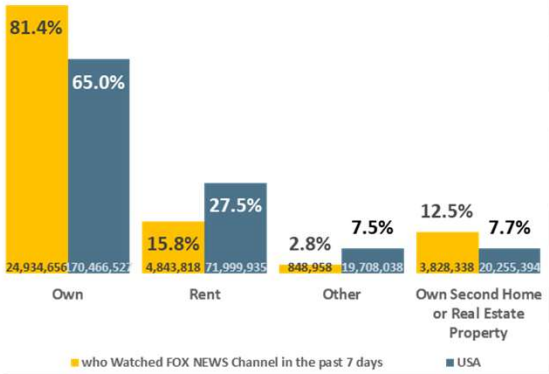
Cable networks watched past 7 days: FOX News Channel

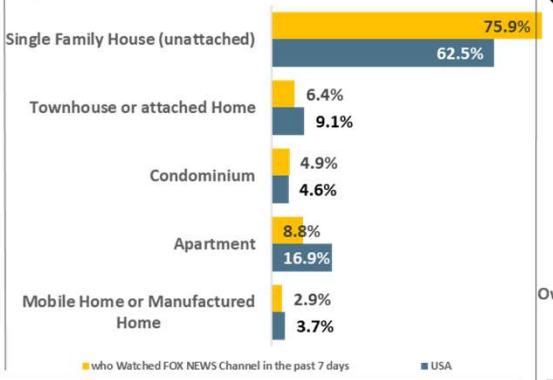
FOX NEWS channel USA

11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 25.2% more likely to own their home, 9.2% more likely to own a higher valued home, 21.3% more likely to have a single-family home, 11.3% more likely to have a dog.

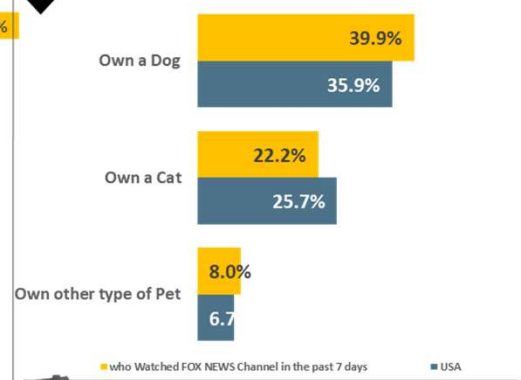
Own/Rent/Other: Adults 18 or older



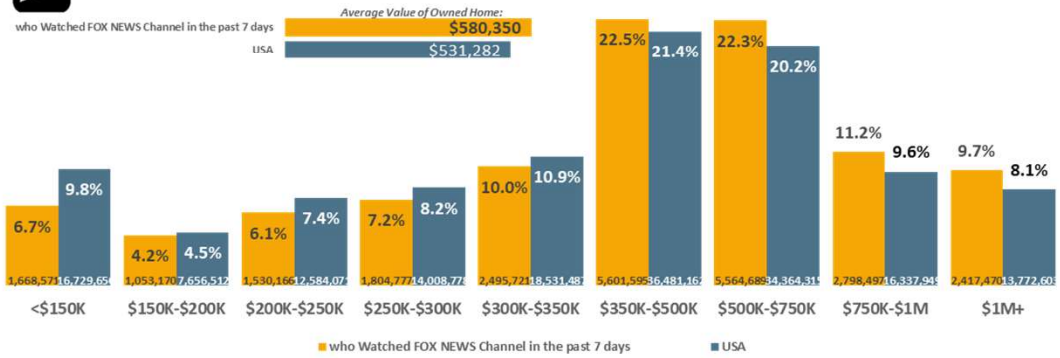
Type of Home: Adults 18 or older



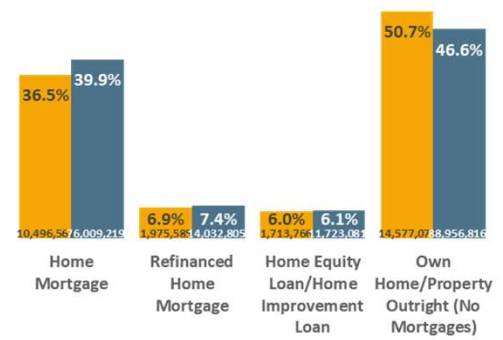
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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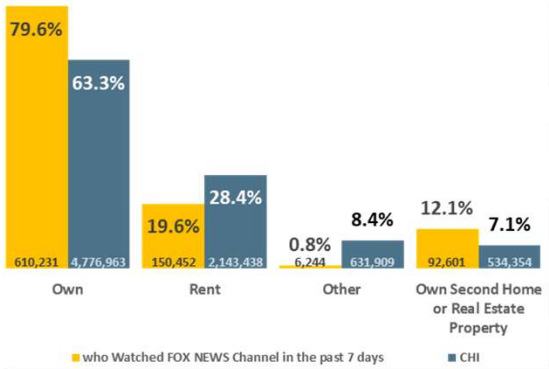
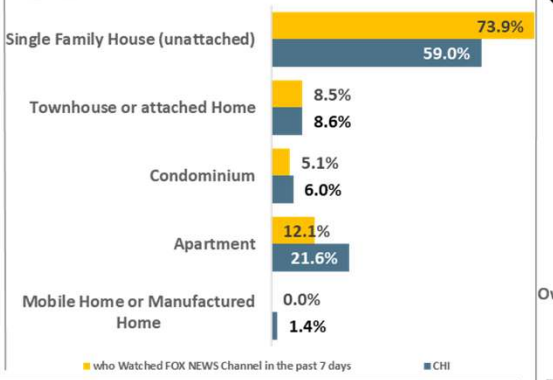
Cable networks watched past 7 days: FOX News Channel

10.2% or 766,927 of CHI DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 25.8% more likely to own their home, 17.3% more likely to own a higher valued home, 25.2% more likely to have a single-family home, 17.1% more likely to have a dog.

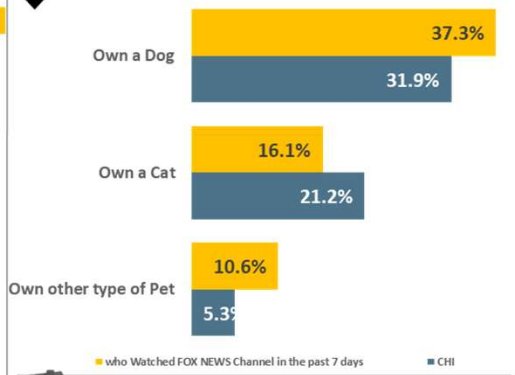
Own/Rent/Other: Adults 18 or older



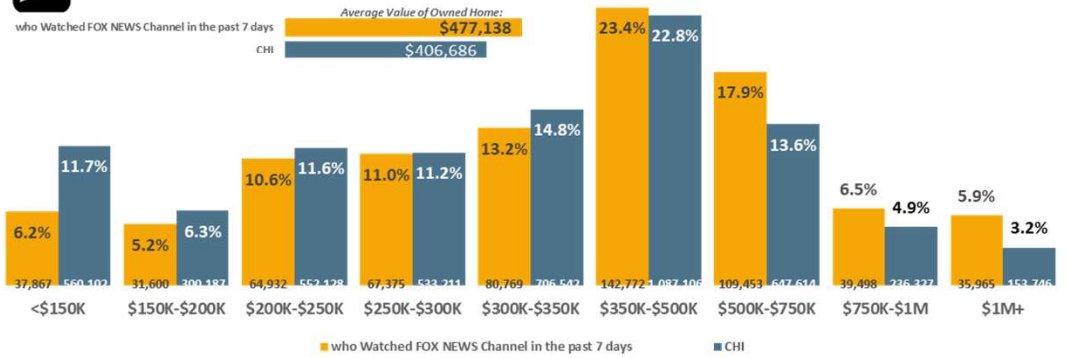
Type of Home: Adults 18 or older



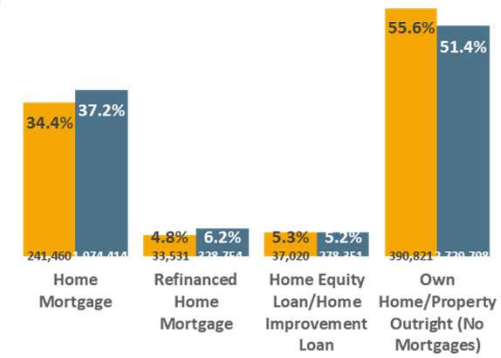
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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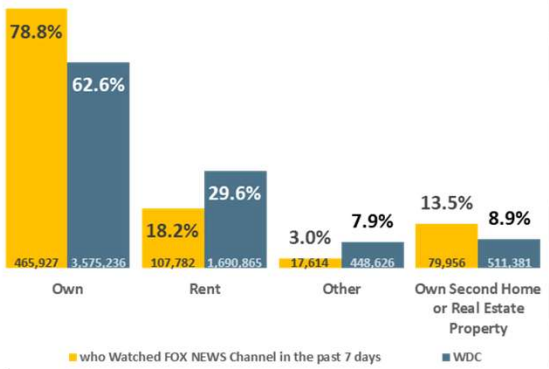
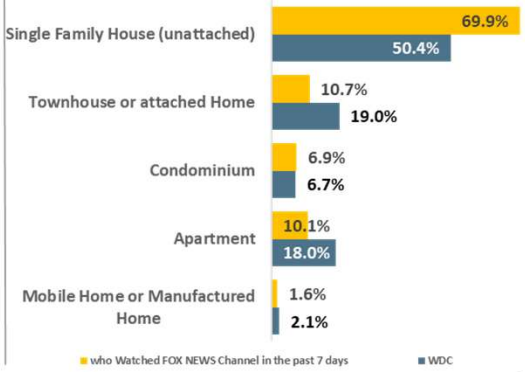
Cable networks watched past 7 days: FOX News Channel

10.3% or 591,323 of WDC DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 25.9% more likely to own their home, 13.4% more likely to own a higher valued home, 38.7% more likely to have a single-family home, 35.% more likely to have a dog.

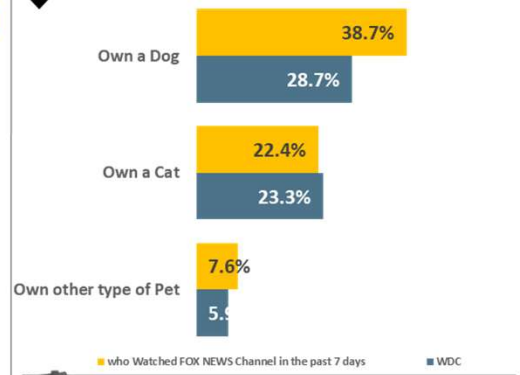
Own/Rent/Other: Adults 18 or older



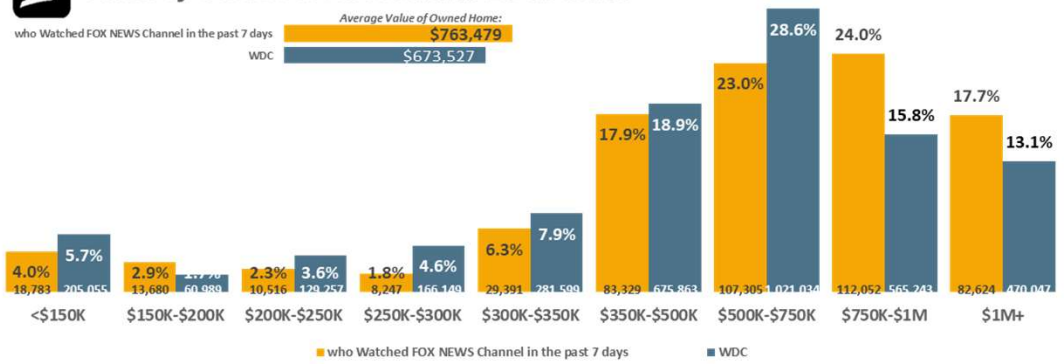
Type of Home: Adults 18 or older



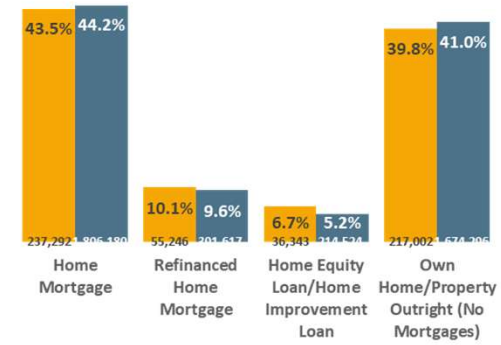
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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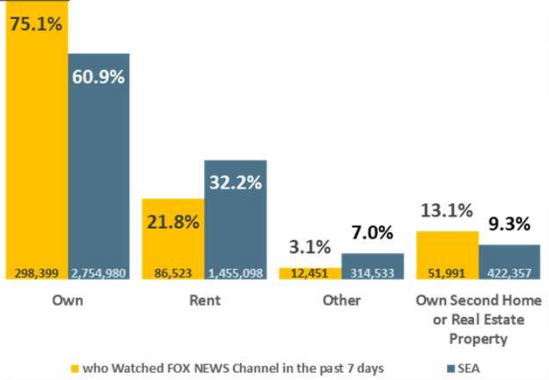
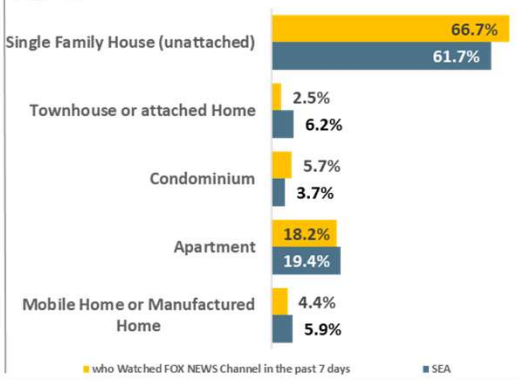
Cable networks watched past 7 days: FOX News Channel

8.8% or 397,373 of SEA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 23.3% more likely to own their home, 3.3% more likely to own a lower valued home, 8.1% more likely to have a single-family home, 1.7% more likely to have a dog.

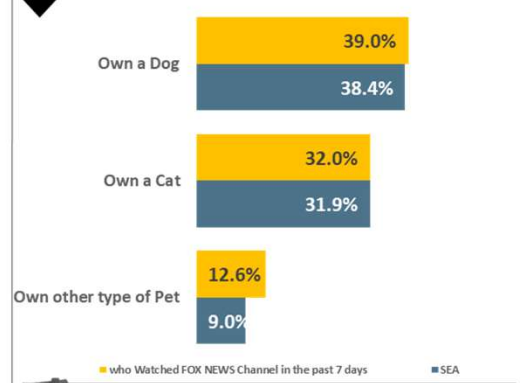
Own/Rent/Other: Adults 18 or older



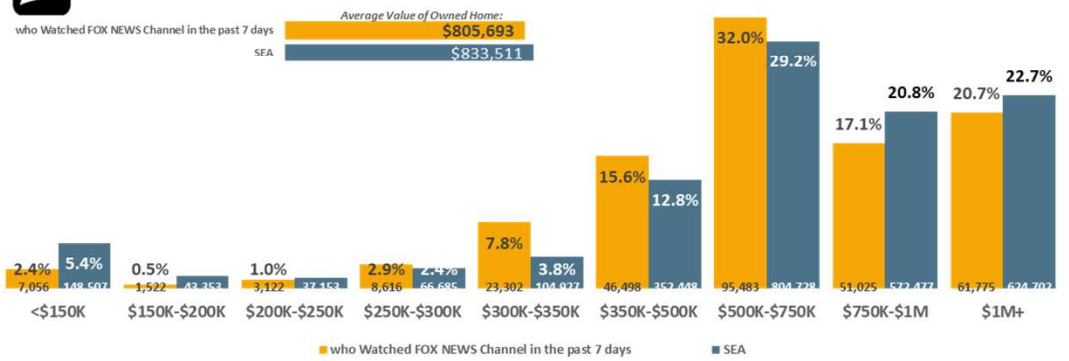
Type of Home: Adults 18 or older



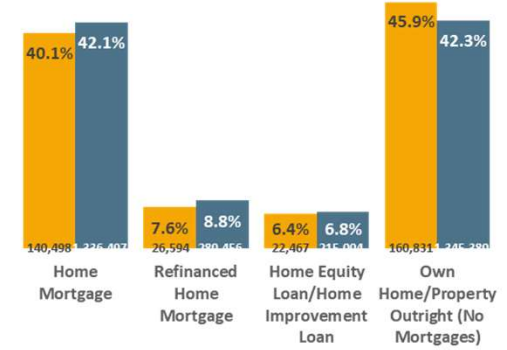
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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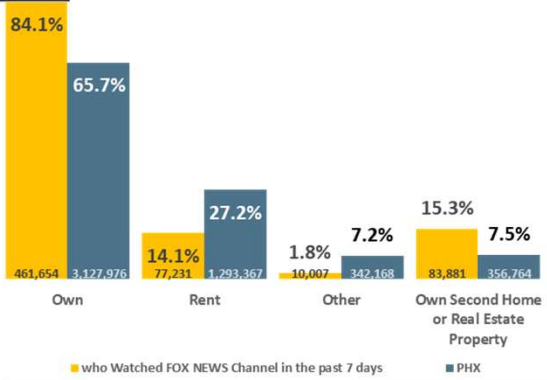
Cable networks watched past 7 days: FOX News Channel

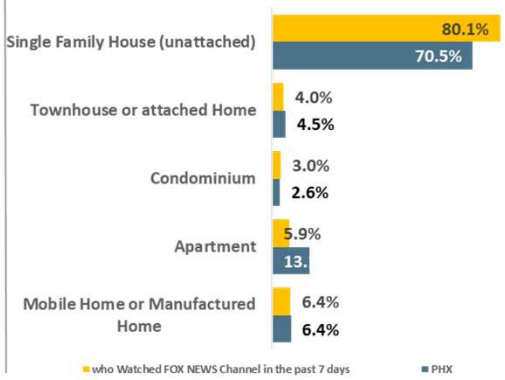
FOX NEWS channel PHX

11.5% or 548,892 of PHX DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 28.1% more likely to own their home, 17.5% more likely to own a higher valued home, 13.7% more likely to have a single-family home, 5.% less likely to have a dog.

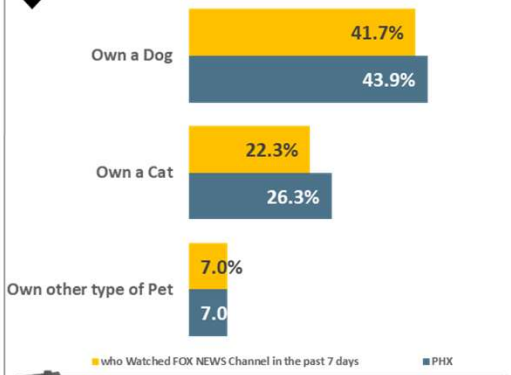
Own/Rent/Other: Adults 18 or older



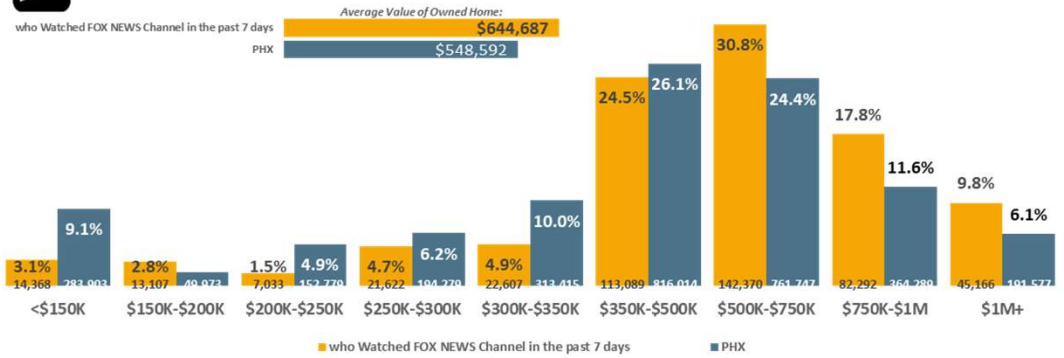
Type of Home: Adults 18 or older



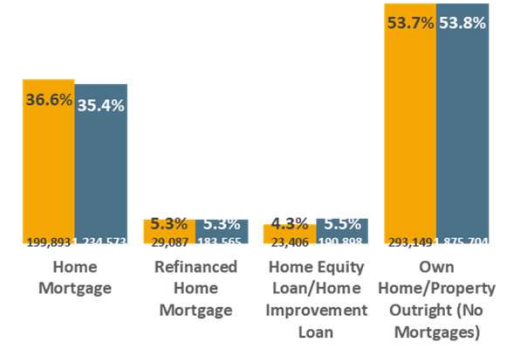
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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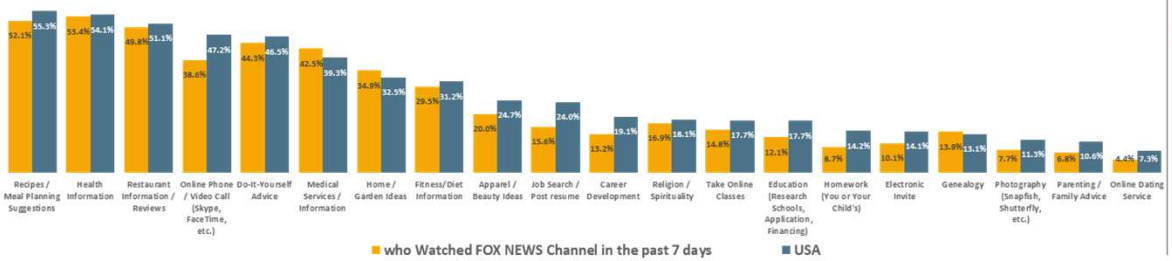
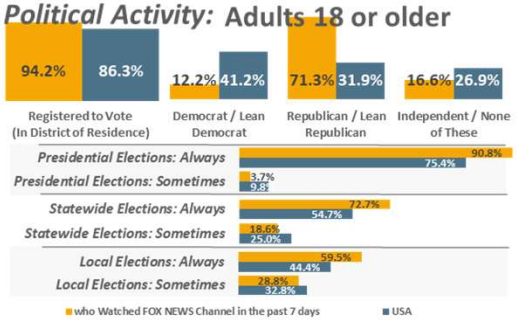
Cable networks watched past 7 days: FOX News Channel

11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 4.7% less likely to look up D-I-Y advice online, 34.1% more likely to always vote in local elections, 11.7% more likely to belong to a gym, 4.7% more likely to fly domestic past yr.

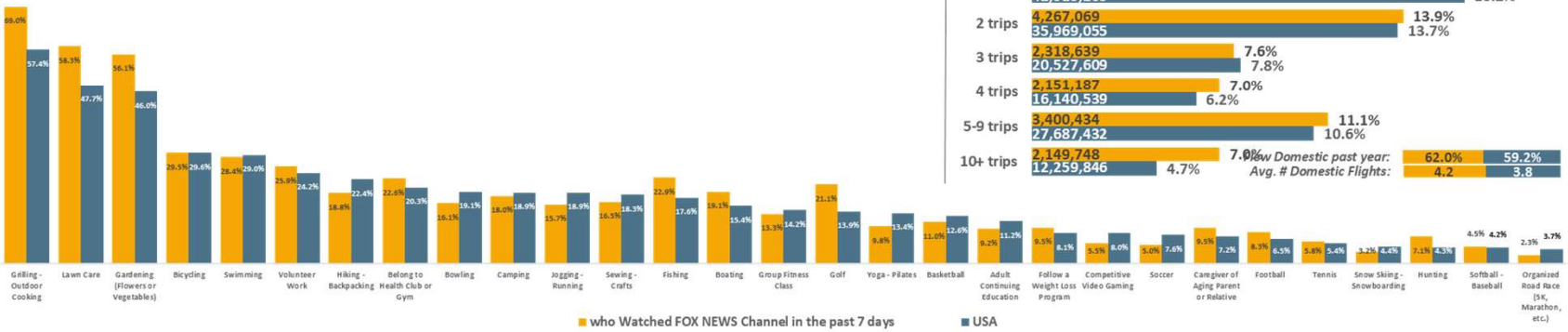
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



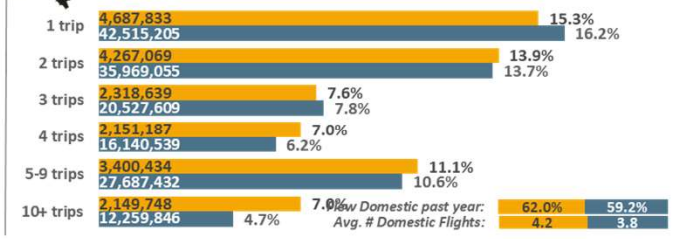
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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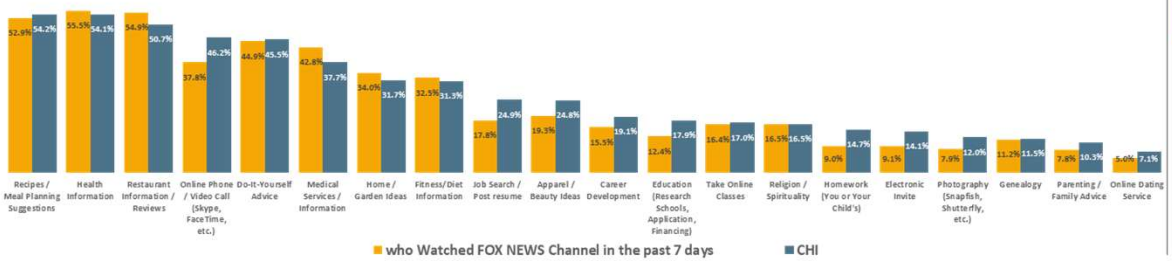
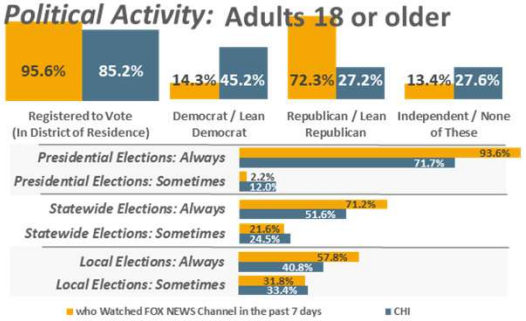
10.2% or 766,927 of CHI DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 1.3% less likely to look up D-I-Y advice online, 41.7% more likely to always vote in local elections, 16.8% more likely to belong to a gym, 5.9% more likely to fly domestic past yr.

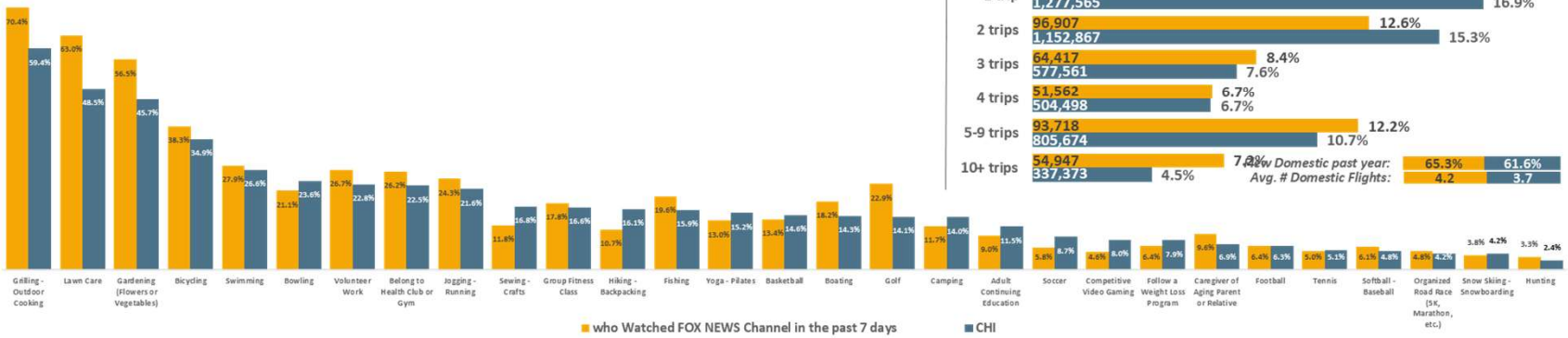
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



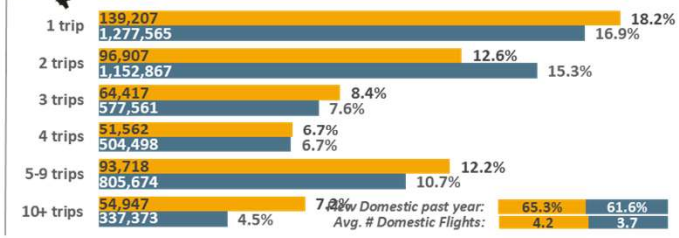
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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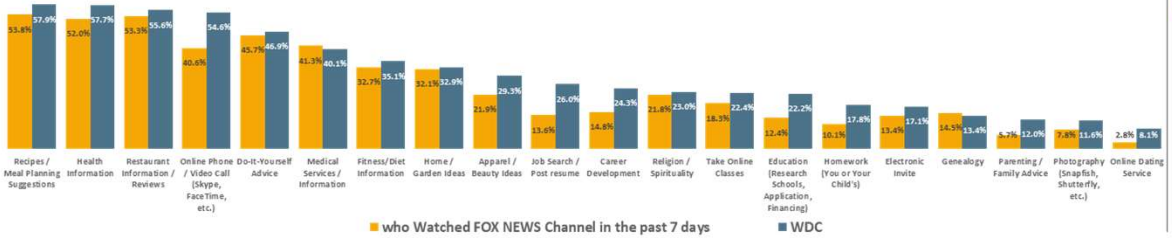
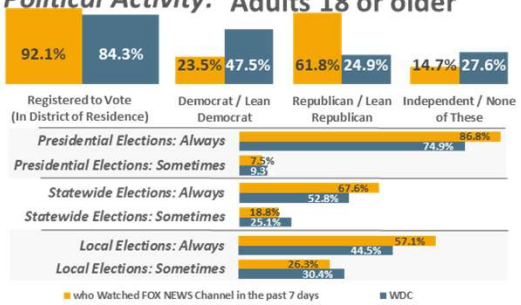
10.3% or 591,323 of WDC DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 2.7% less likely to look up D-I-Y advice online, 28.4% more likely to always vote in local elections, 6.8% less likely to belong to a gym, 6.6% less likely to fly domestic past yr.

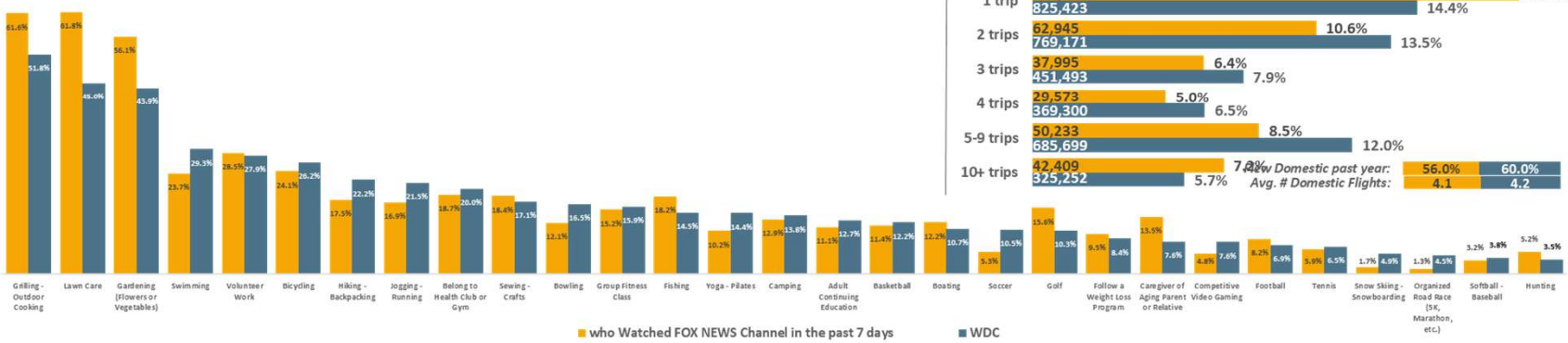
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



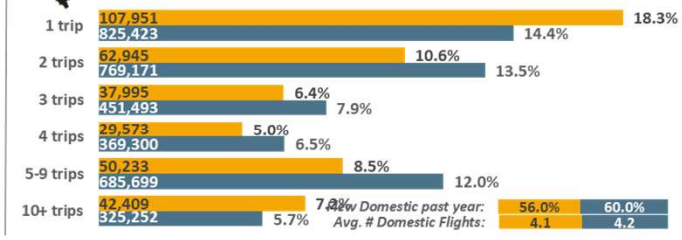
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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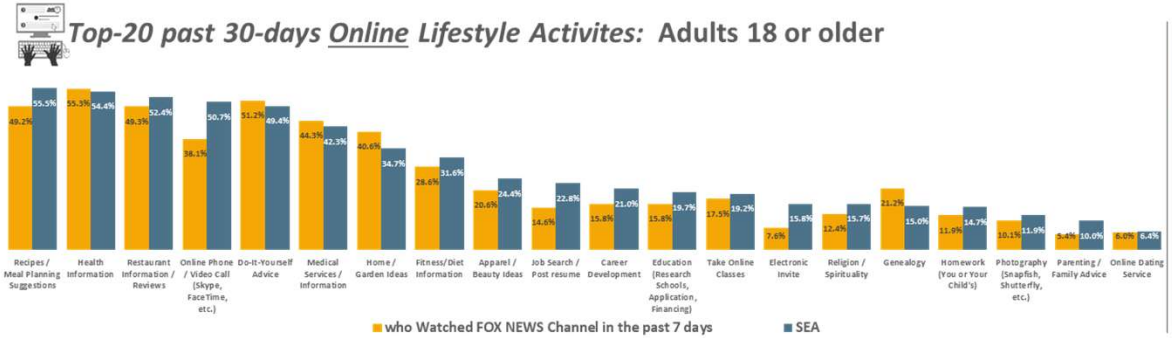
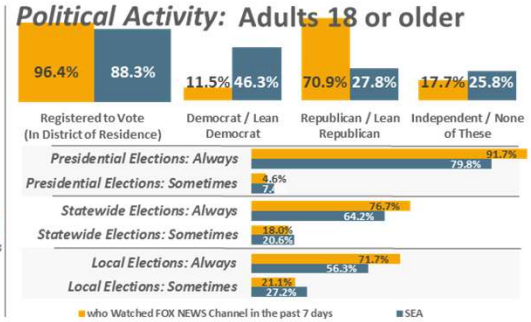
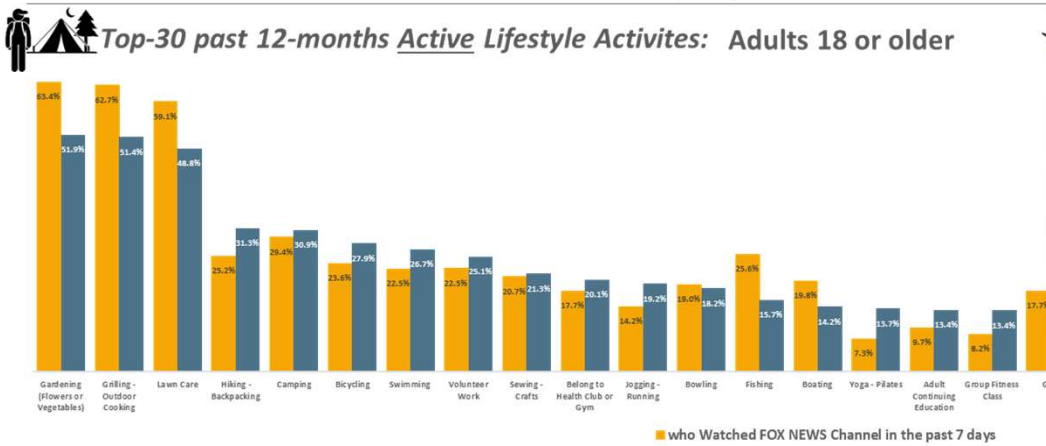
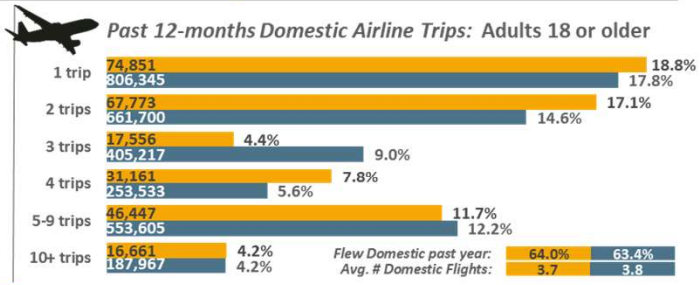
8.8% or 397,373 of SEA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 3.6% more likely to look up D-I-Y advice online, 27.3% more likely to always vote in local elections, 12.% less likely to belong to a gym, 1.% more likely to fly domestic past yr.









SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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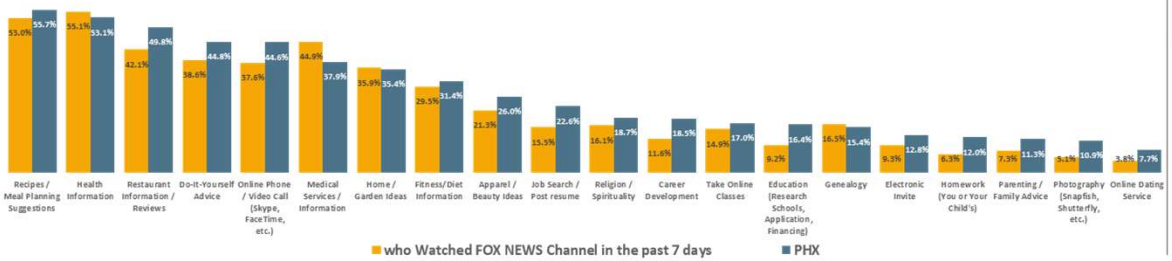
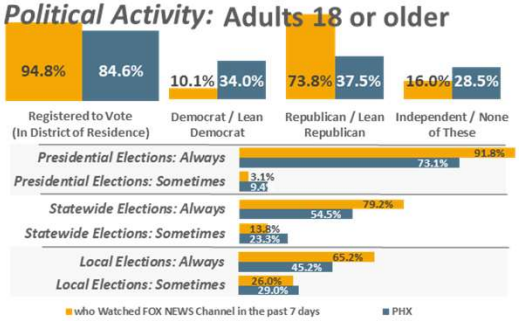
11.5% or 548,892 of PHX DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 14.% less likely to look up D-I-Y advice online, 44.2% more likely to always vote in local elections, 17.3% more likely to belong to a gym, 19.9% more likely to fly domestic past yr.

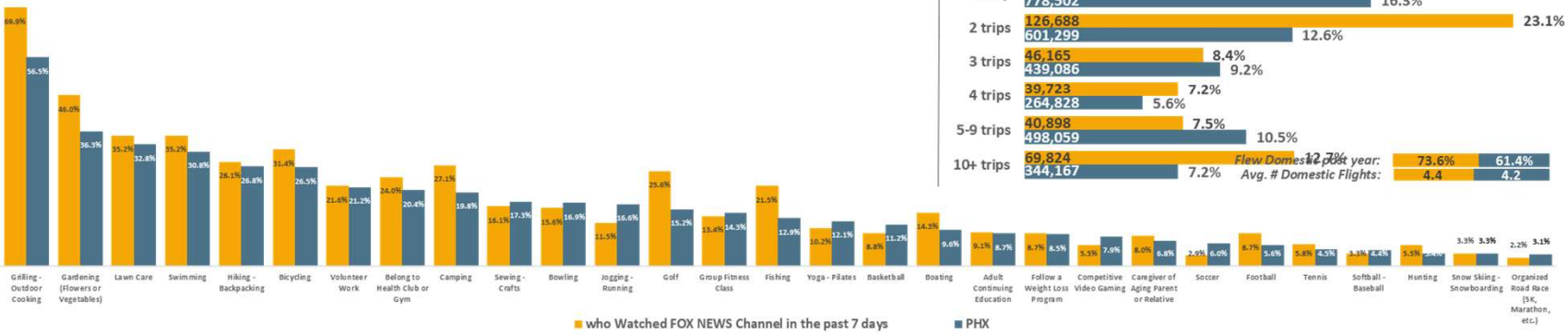
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



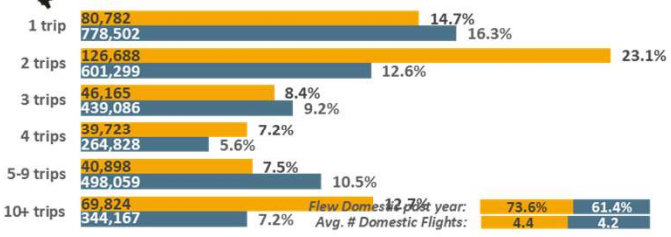
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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FOX NEWS channel — USA

11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6.% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 26.5% more likely to use Casinos past yr., 19.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	USA
1 time	8.0%	8.7%
2 times	11.5%	12.3%
3 times	12.8%	11.9%
4 times	10.5%	10.1%
5 times	13.2%	10.0%
6 - 9 times	18.1%	16.5%
10 times or more	14.4%	13.8%

Total Monthly QSR Users: who Watched FOX NEWS Channel in the past 7 days 88.5% — 27,090,573; USA 83.4% — 218,723,595

Avg. Monthly QSR Meals: who Watched FOX NEWS Channel in the past 7 days 6.0; USA 5.9

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

	who Watched FOX NEWS Channel in the past 7 days	USA
1 time	17.3%	17.0%
2 times	16.7%	16.5%
3 times	11.4%	11.8%
4 times	10.3%	9.0%
5 times	9.0%	7.1%
6 - 9 times	8.4%	6.7%
10 times or more	6.9%	3.9%

Total Monthly Sit-Down Restaurant Users: who Watched FOX NEWS Channel in the past 7 days 80.0% — 24,492,520; USA 72.0% — 188,675,723

Avg. Monthly Sit-Down Restaurant Meals: who Watched FOX NEWS Channel in the past 7 days 4.2; USA 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

	who Watched FOX NEWS Channel in the past 7 days	USA
Pizza	35.6%	28.8%
Mexican	33.3%	28.5%
Chinese	31.7%	26.3%
Coffee House / Coffee Bar	18.1%	19.6%
Italian	23.7%	15.8%
Wings / Burgers / Sports Bar	17.5%	12.2%
Bagel / Donut / Bakery	12.4%	11.9%
Steakhouse	17.3%	10.9%
Upscale	12.0%	8.9%
Indian / Thai / Other Asian	6.8%	8.2%

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Watched FOX NEWS Channel in the past 7 days 4,703,787 15.4%
USA 51,200,423 19.5%

Drank Past 30-days: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	USA
Liquor	14,232,616 46.5%	109,173,388 41.6%
Any Type of Beer	15,560,713 50.8%	105,599,039 40.3%
Wine	11,791,987 38.5%	83,027,799 31.7%
Domestic Regular Beer	10,301,080 33.6%	66,300,643 25.3%
Domestic Light Beer	11,331,447 37.0%	65,317,249 24.9%
Imported Beer	8,732,367 28.5%	65,048,040 24.8%
Microbrew / Craft Beer	3,180,519 10.4%	27,627,014 10.5%

Past 12 months Casino Activities: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	USA
Slot Machines	11,171,871 36.5%	71,292,193 27.2%
Table Games (Craps, Poker, etc.)	5,210,735 17.0%	29,313,513 11.2%
Bar / Nightclub	3,178,344 10.4%	23,975,669 9.1%
Upscale Restaurant	3,808,130 12.4%	21,741,207 8.3%
Stage Show / Concert	3,055,949 10.0%	18,922,270 7.2%
Sports Betting	2,466,715 8.1%	14,238,159 5.4%
Spa	747,718 2.4%	6,095 2.3%
Other Gambling	933,266 3.0%	5,718 2.2%

Casinos visited past 12 months: Yes — who Watched FOX NEWS Channel in the past 7 days 45.0% (13,770,...); USA 35.5% (93,177,...)

Used Past 30-days: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	USA
Marijuana / Cannabis	8.8% — 2,690,658	13.7% — 35,795,984
Cigarettes	11.1% — 3,399,335	9.3% — 24,381,310
Vape	5.9% — 1,821,589	7.1% — 18,614,230

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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10.2% or 766,927 of CHI DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 9.2% more likely to use QSRs past mo., 12.9% more likely to use Sit-Down Restaurants past mo., 36.8% more likely to use Casinos past yr., 21.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	CHI
1 time	7.5%	8.7%
2 times	12.6%	12.0%
3 times	9.7%	12.7%
4 times	14.7%	11.0%
5 times	13.0%	10.1%
6 - 9 times	17.3%	16.3%
10 times or more	17.6%	13.8%

Total Monthly QSR Users:	who Watched FOX NEWS Channel in the past 7 days	CHI
	92.3%	84.6%
	708,117	6,388,361

Avg. Monthly QSR Meals:	who Watched FOX NEWS Channel in the past 7 days	CHI
	6.3	5.9

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

	who Watched FOX NEWS Channel in the past 7 days	CHI
1 time	17.5%	15.8%
2 times	20.0%	16.5%
3 times	10.5%	12.6%
4 times	10.3%	9.5%
5 times	9.8%	7.5%
6 - 9 times	6.3%	5.8%
10 times or more	5.8%	3.2%

Total Monthly Sit-Down Restaurant Users:	who Watched FOX NEWS Channel in the past 7 days	CHI
	80.1%	71.0%
	614,691	5,360,897

Avg. Monthly Sit-Down Restaurant Meals:	who Watched FOX NEWS Channel in the past 7 days	CHI
	3.9	3.6

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

	who Watched FOX NEWS Channel in the past 7 days	CHI
Pizza	38.9%	30.4%
Mexican	33.5%	29.4%
Chinese	31.4%	27.7%
Coffee House / Coffee Bar	22.5%	19.2%
Italian	26.3%	17.2%
Bagel / Donut / Bakery	14.1%	12.7%
Wings / Burgers / Sports Bar	15.3%	11.7%
Steakhouse	16.5%	9.7%
Upscale	10.8%	9.0%
Indian / Thai / Other Asian	6.1%	7.5%

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

who Watched FOX NEWS Channel in the past 7 days	170,052	22.2%
CHI	1,704,342	22.6%

Drank Past 30-days: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	CHI
Any Type of Beer	449,930 58.7%	3,387,182 44.8%
Liquor	392,770 51.2%	3,322,931 44.0%
Wine	345,294 45.0%	2,689,436 35.6%
Imported Beer	317,317 41.4%	2,386,259 31.6%
Domestic Light Beer	360,090 47.0%	2,134,006 28.3%
Domestic Regular Beer	293,378 38.3%	2,089,325 27.7%
Microbrew / Craft Beer	71,633 9.3%	687,106 9.1%

Past 12 months Casino Activities: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	CHI
Slot Machines	273,040 35.6%	1,839,208 24.4%
Table Games (Craps, Poker, etc.)	131,326 17.1%	768,591 10.2%
Bar / Nightclub	65,311 8.5%	614,870 8.1%
Upscale Restaurant	65,311 8.5%	486,779 6.4%
Stage Show / Concert	49,576 6.5%	408,619 5.4%
Sports Betting	73,010 9.5%	385,404 5.1%
Spa	16,498 2.2%	171,2[illegible] 2.3%
Other Gambling	19,788 2.6%	131[illegible] 1.7%

Casinos visited past 12 months: Yes	who Watched FOX NEWS Channel in the past 7 days	CHI
	42.1%	30.7%
	322,658	2,321,971

Used Past 30-days: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	CHI
Marijuana / Cannabis	7.4%	13.3%
	56,809	1,004,810
Cigarettes	11.6%	9.5%
	88,654	718,586
Vape	6.2%	6.2%
	47,475	471,358

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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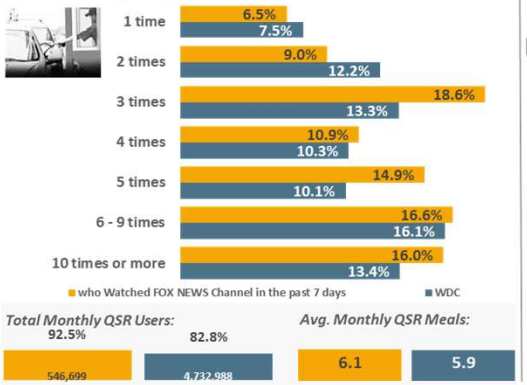
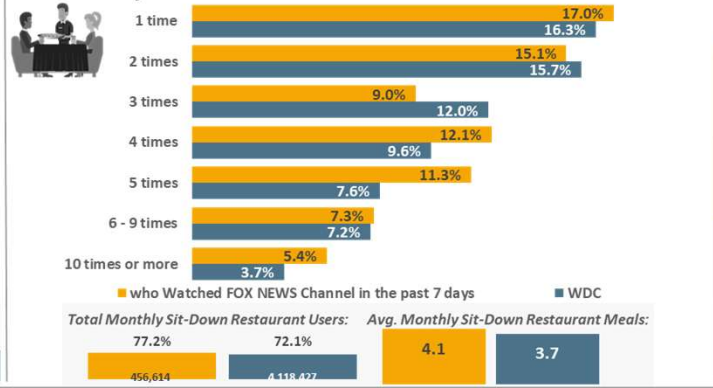
10.3% or 591,323 of WDC DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 11.6% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 20.% more likely to use Casinos past yr., 52.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

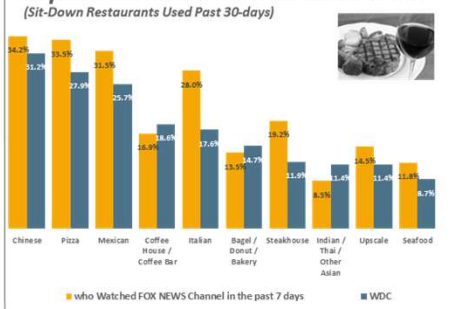


Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older

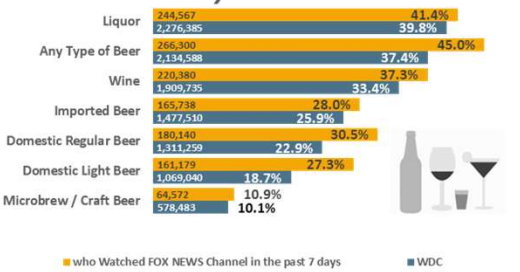
(Sit-Down Restaurants Used Past 30-days)



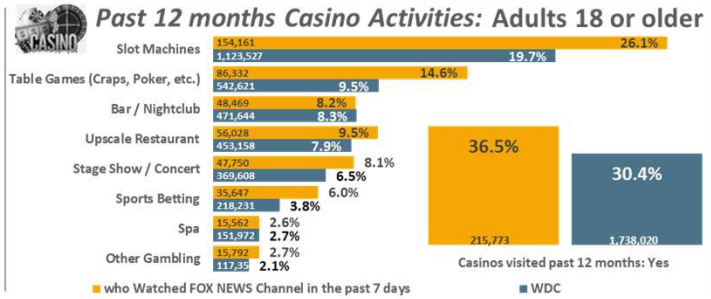
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watched FOX NEWS Channel in the past 7 days	133,110	22.5%
WDC	1,397,483	24.5%

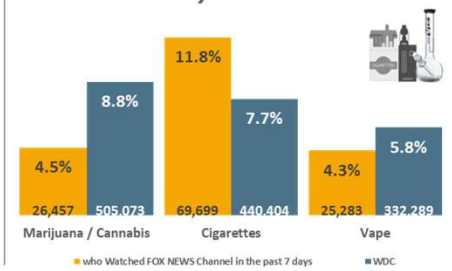
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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Cable networks watched past 7 days: FOX News Channel

FOX NEWS channel — SEA

8.8% or 397,373 of SEA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 3.3% more likely to use QSRs past mo., 10.6% more likely to use Sit-Down Restaurants past mo., 48.% more likely to use Casinos past yr., 10.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	SEA
1 time	8.2%	10.9%
2 times	14.5%	12.5%
3 times	9.6%	12.4%
4 times	8.8%	9.4%
5 times	15.1%	8.6%
6 - 9 times	15.8%	14.9%
10 times or more	10.7%	11.4%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
82.7%	80.1%	5.5	5.5
328,757	3,624,751		

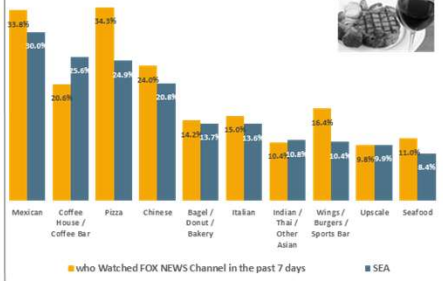
Past 30-days Sit-Down Restaurant Users: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	SEA
1 time	20.8%	17.5%
2 times	14.1%	16.4%
3 times	13.7%	10.4%
4 times	10.2%	8.4%
5 times	8.0%	6.7%
6 - 9 times	6.1%	5.7%
10 times or more	4.5%	4.7%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
77.3%	69.9%	3.7	3.8
307,336	3,162,900		

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 Watched FOX NEWS Channel in the past 7 days	44,166	11.1%
SEA	893,209	19.7%

Drank Past 30-days: Adults 18 or older

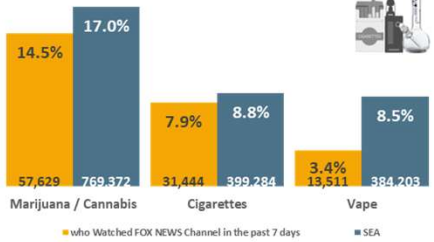
	who Watched FOX NEWS Channel in the past 7 days	SEA
Liquor	158,835 40.0%	1,916,053 42.3%
Any Type of Beer	201,047 50.6%	1,634,110 36.1%
Wine	139,416 35.1%	1,421,401 31.4%
Imported Beer	97,035 24.4%	1,039,068 23.0%
Domestic Regular Beer	131,871 33.2%	969,901 21.4%
Domestic Light Beer	125,159 31.5%	799,484 17.7%
Microbrew / Craft Beer	71,704 18.0%	711,300 15.7%

Past 12 months Casino Activities: Adults 18 or older

	who Watched FOX NEWS Channel in the past 7 days	SEA
Slot Machines	186,749 47.0%	1,311,764 29.0%
Table Games (Craps, Poker, etc.)	83,782 21.1%	530,495 11.7%
Upscale Restaurant	72,213 18.2%	443,878 9.8%
Bar / Nightclub	63,818 16.1%	428,613 9.5%
Stage Show / Concert	48,144 12.1%	366,881 8.1%
Sports Betting	53,074 13.4%	273,888 6.1%
Spa	12,308 3.1%	105,[illegible] 2.3%
Other Gambling	12,450 3.1%	5[illegible] [illegible].3%

Casinos visited past 12 months: Yes	
59.0%	39.9%
234,479	1,803,418

Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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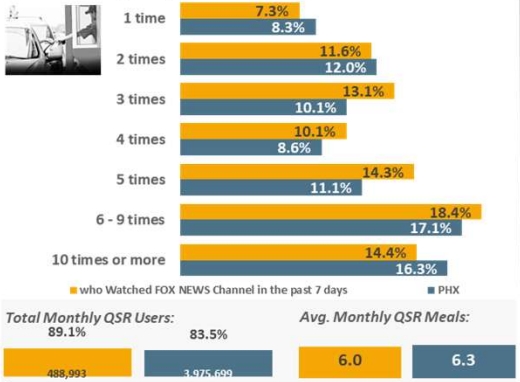
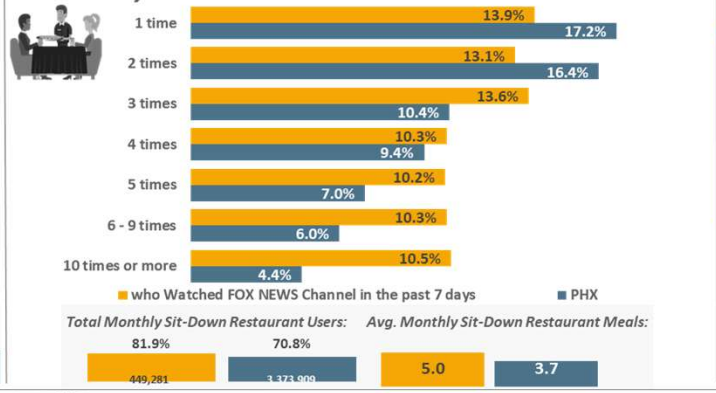
11.5% or 548,892 of PHX DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6.7% more likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 26.3% more likely to use Casinos past yr., 4.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

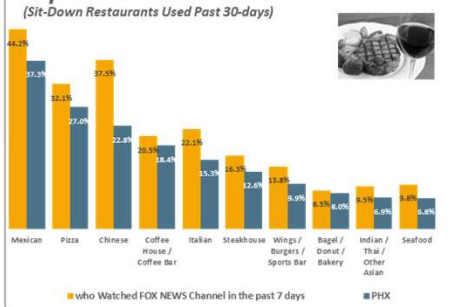


Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older

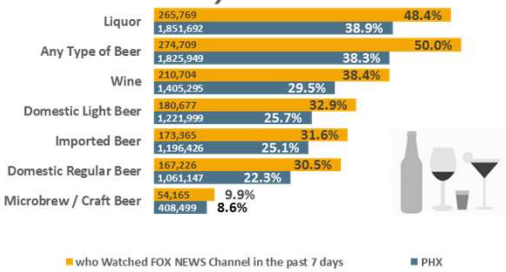
(Sit-Down Restaurants Used Past 30-days)



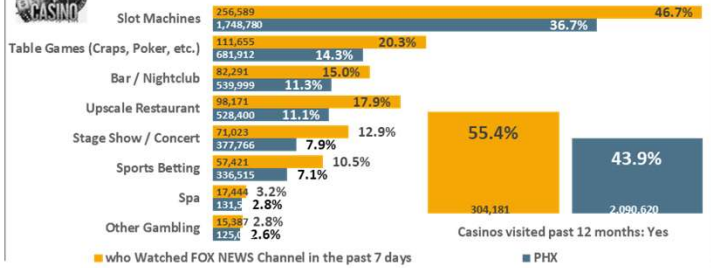
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watched FOX NEWS Channel in the past 7 days	45,857	8.4%
PHX	785,235	16.5%

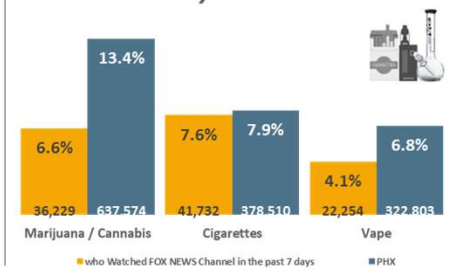
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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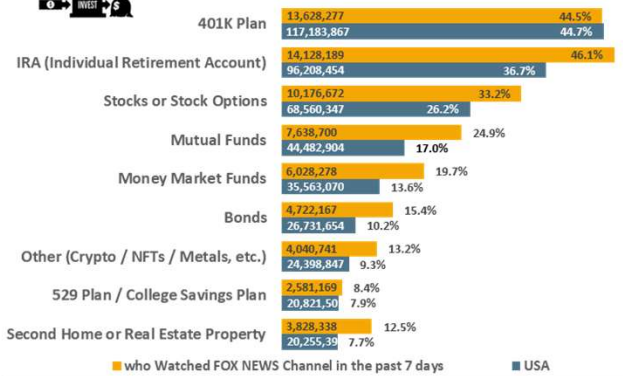
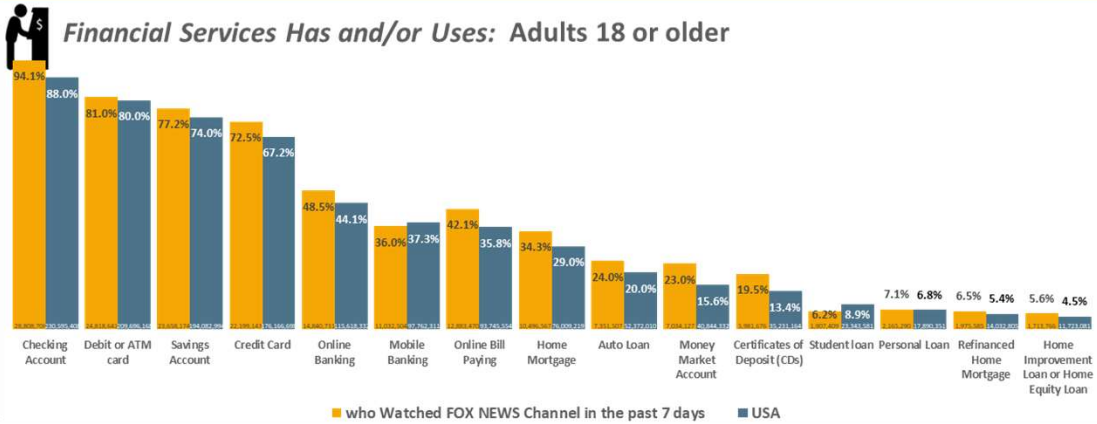
Cable networks watched past 7 days: FOX News Channel

11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are .4% less likely to have a 401K, 20.2% more likely to have an Auto Loan, 12.9% more likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.

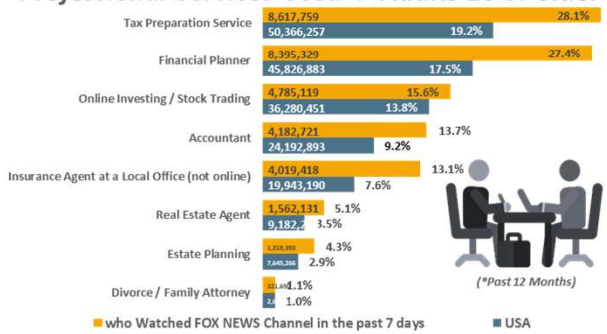
Investments Owned: Adults 18 or older



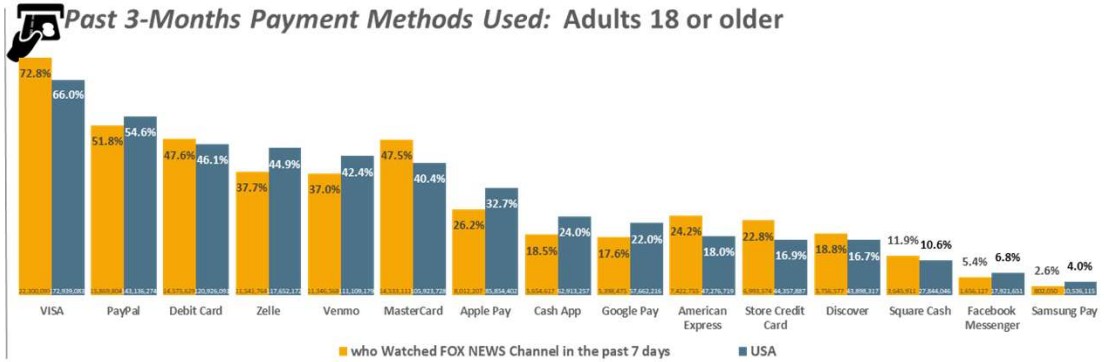
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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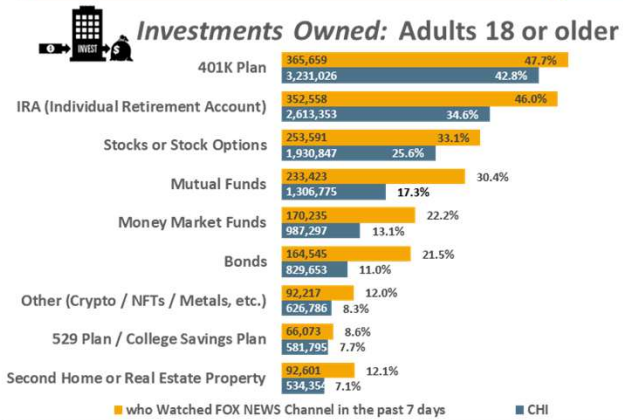
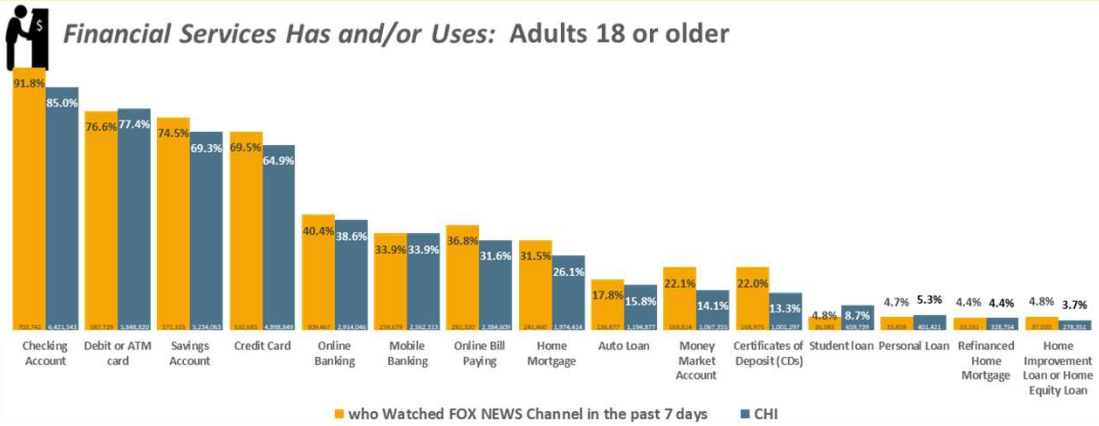
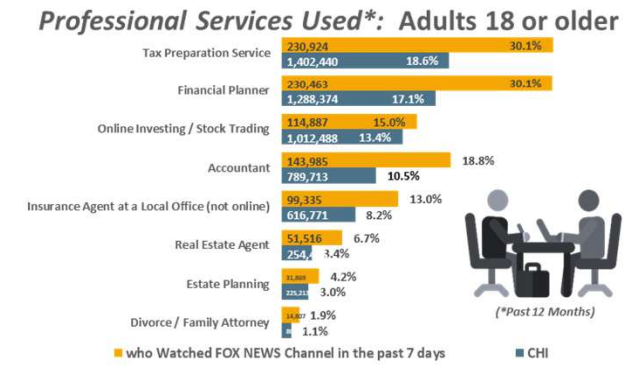
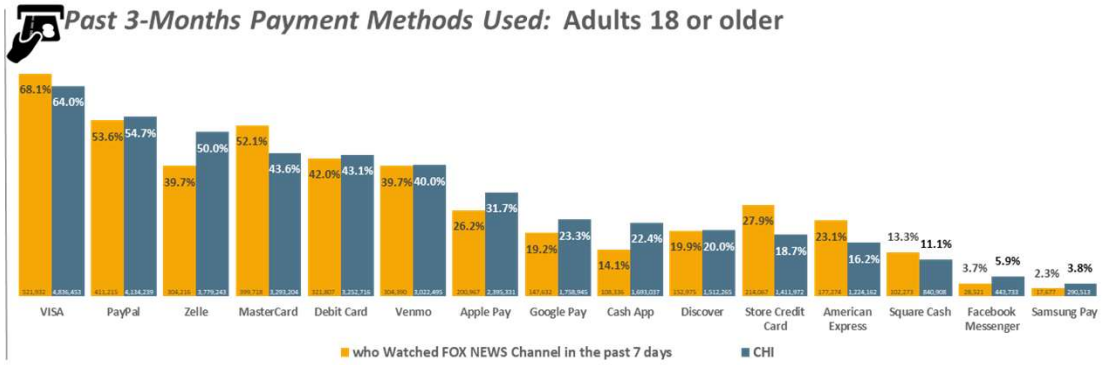
10.2% or 766,927 of CHI DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 11.4% more likely to have a 401K, 12.8% more likely to have an Auto Loan, 11.7% more likely to Invest/Trade Stocks Online, 2.6% less likely to pay with their Debit Card.









CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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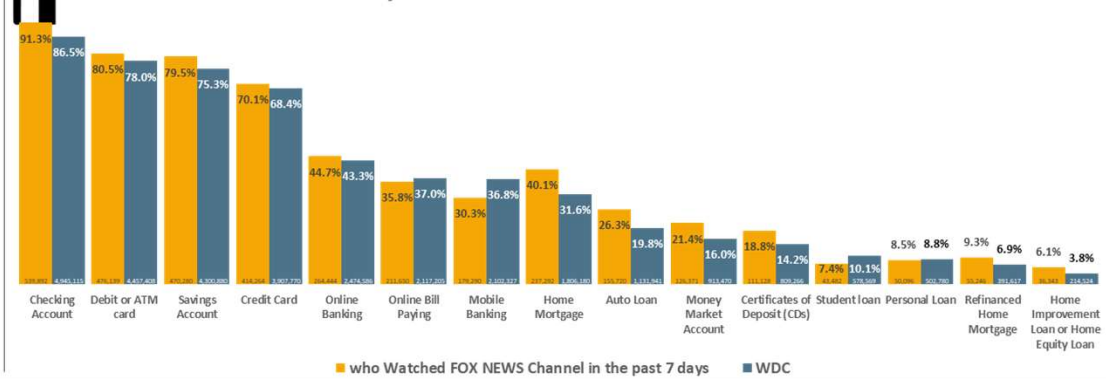
10.3% or 591,323 of WDC DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are .4% more likely to have a 401K, 33.% more likely to have an Auto Loan, 26.6% more likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.

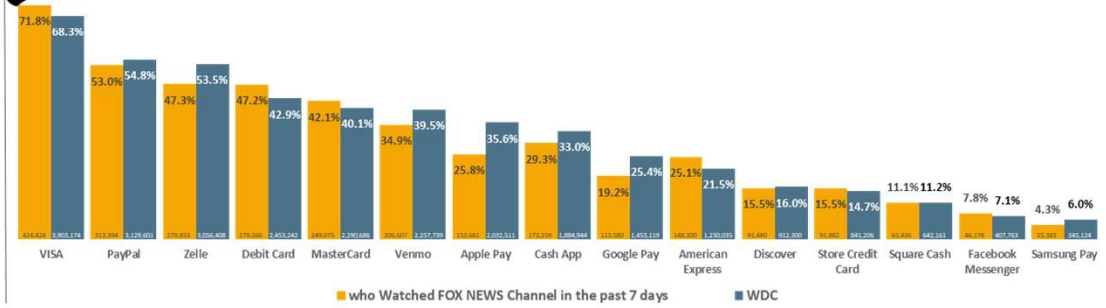
Investments Owned: Adults 18 or older

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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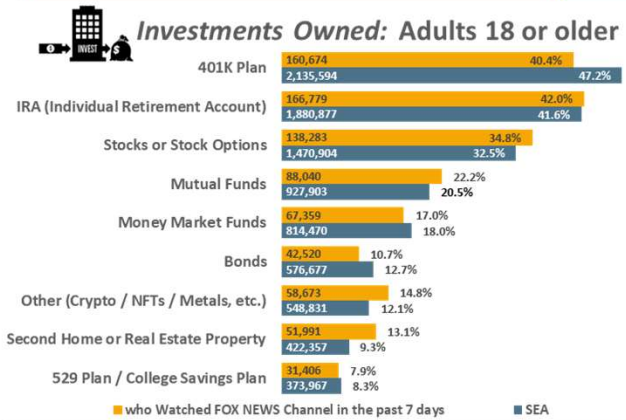
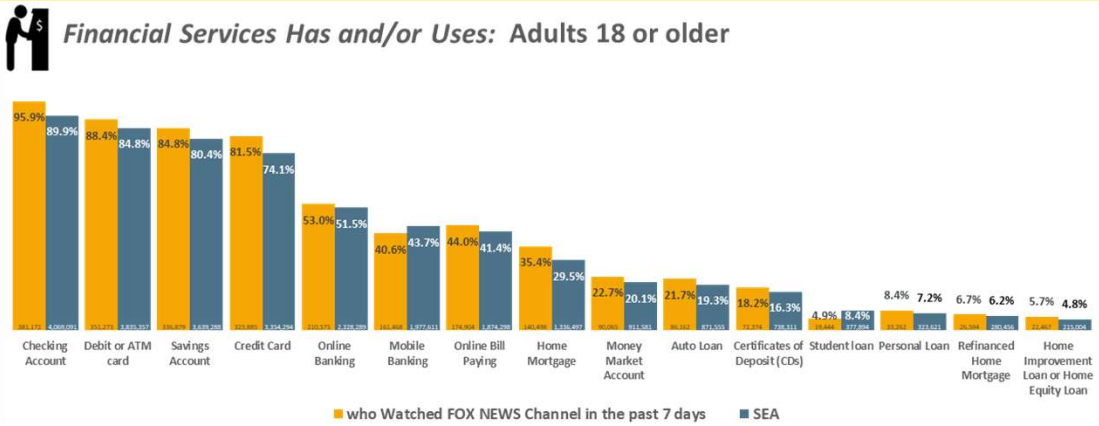
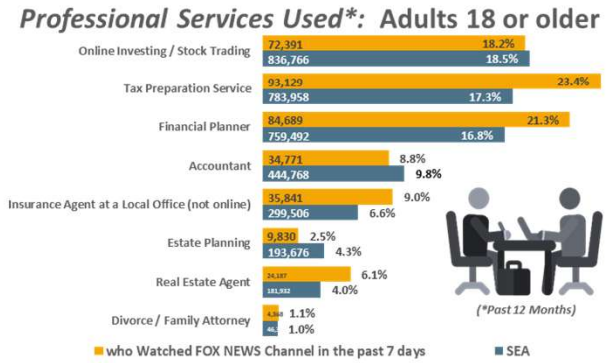
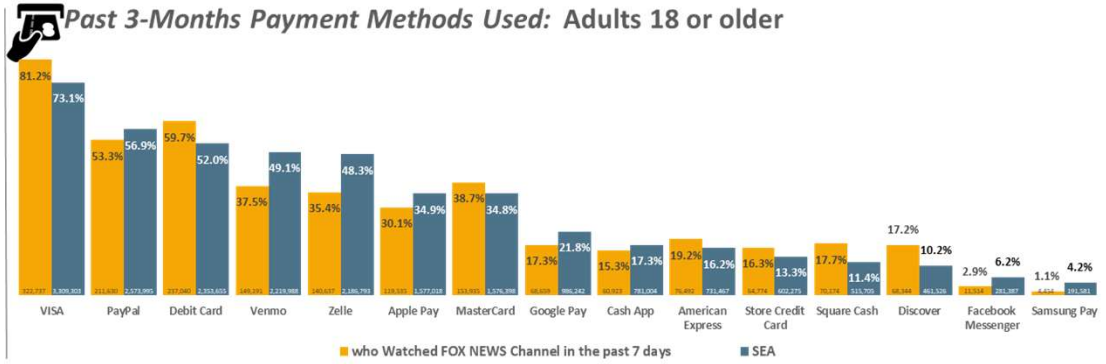
8.8% or 397,373 of SEA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 14.3% less likely to have a 401K, 12.6% more likely to have an Auto Loan, 1.5% less likely to Invest/Trade Stocks Online, 14.7% more likely to pay with their Debit Card.









SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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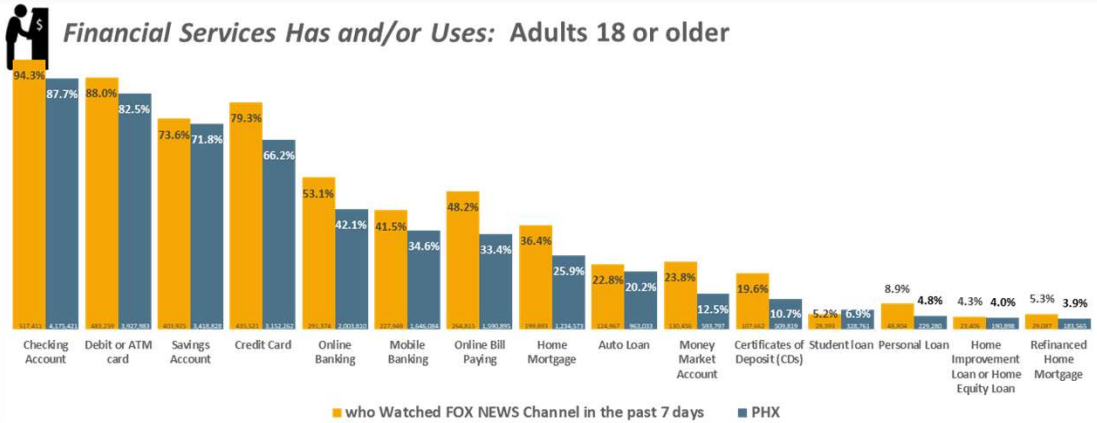
11.5% or 548,892 of PHX DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 5.1% more likely to have a 401K, 12.6% more likely to have an Auto Loan, 7.6% less likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.

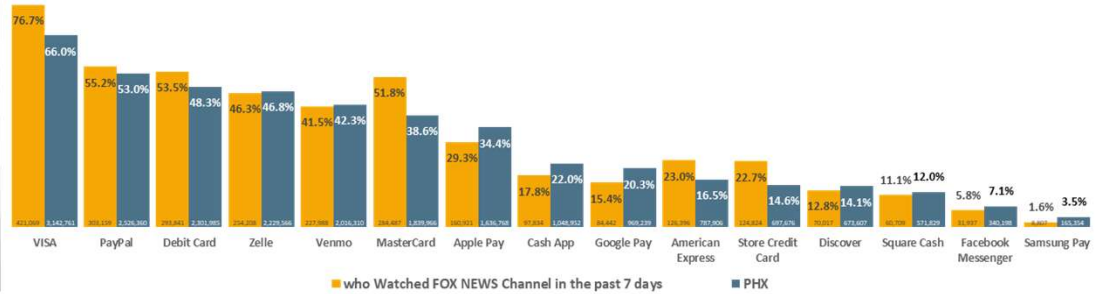
Investments Owned: Adults 18 or older

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



Professional Services Used:* Adults 18 or older

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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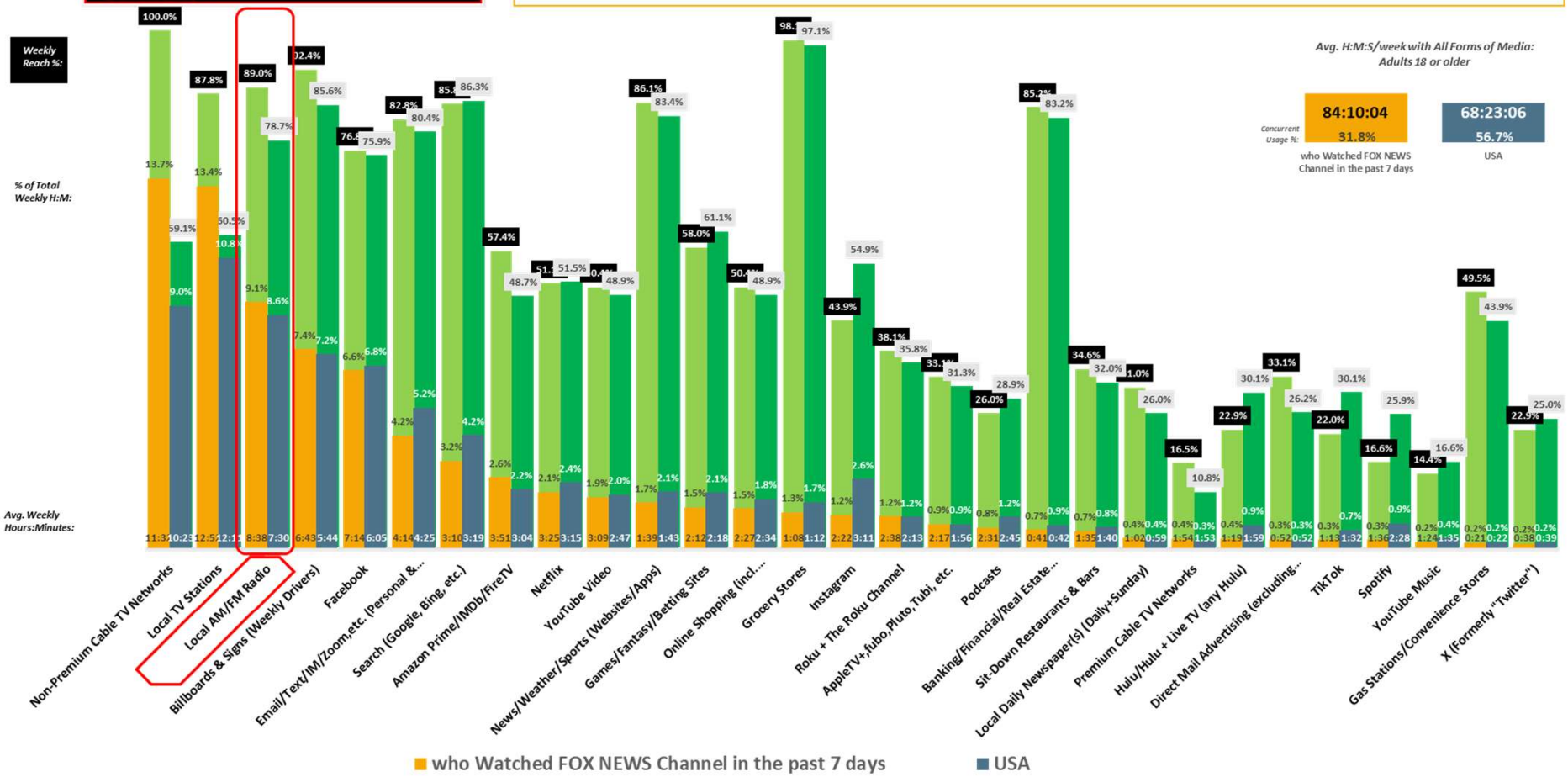
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 12 hours, 10 minutes and 4 seconds each week with All Forms of Media.

89.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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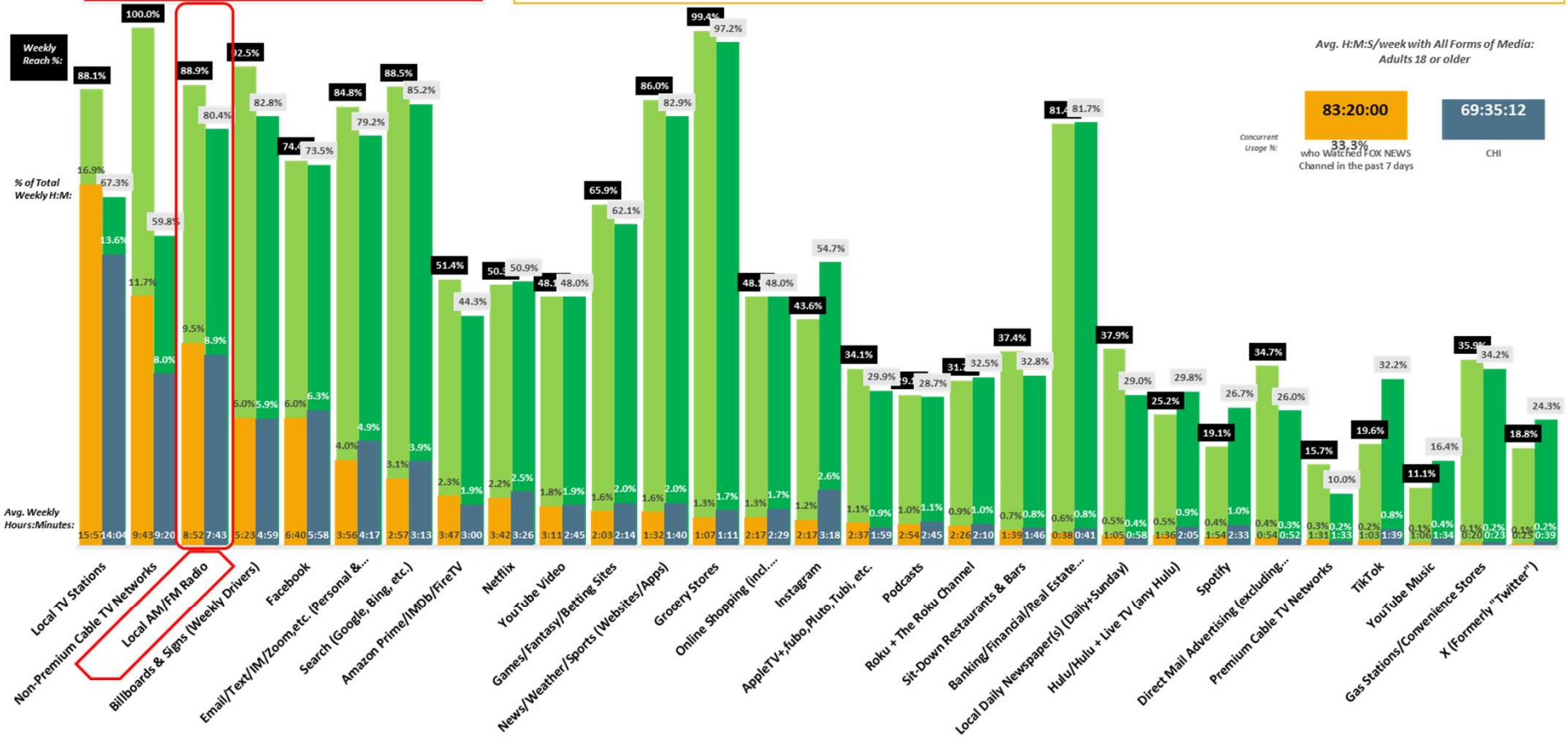
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 11 hours, 20 minutes and 0 seconds each week with All Forms of Media.

88.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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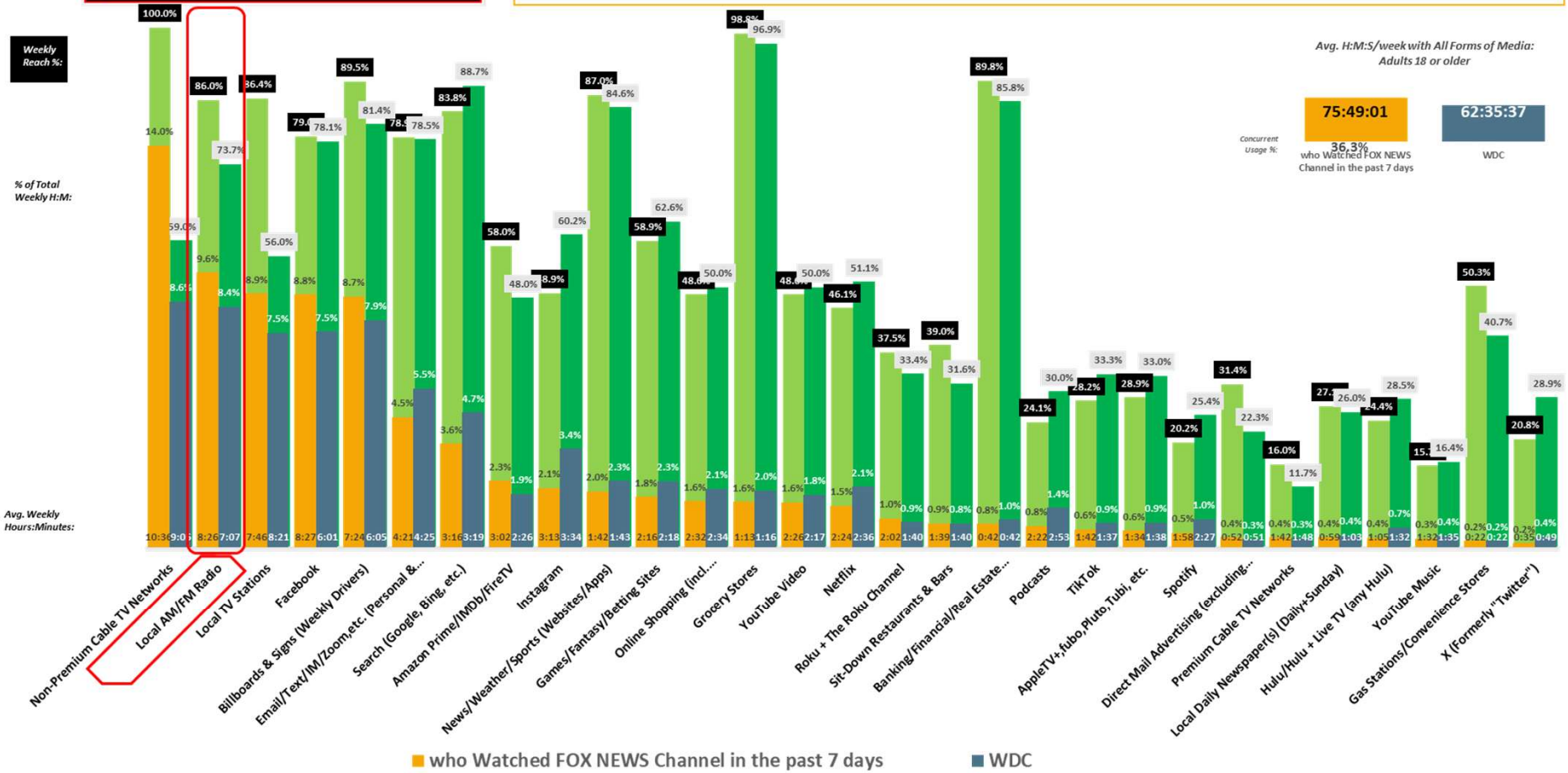
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 3 hours, 49 minutes and 1 seconds each week with All Forms of Media.

86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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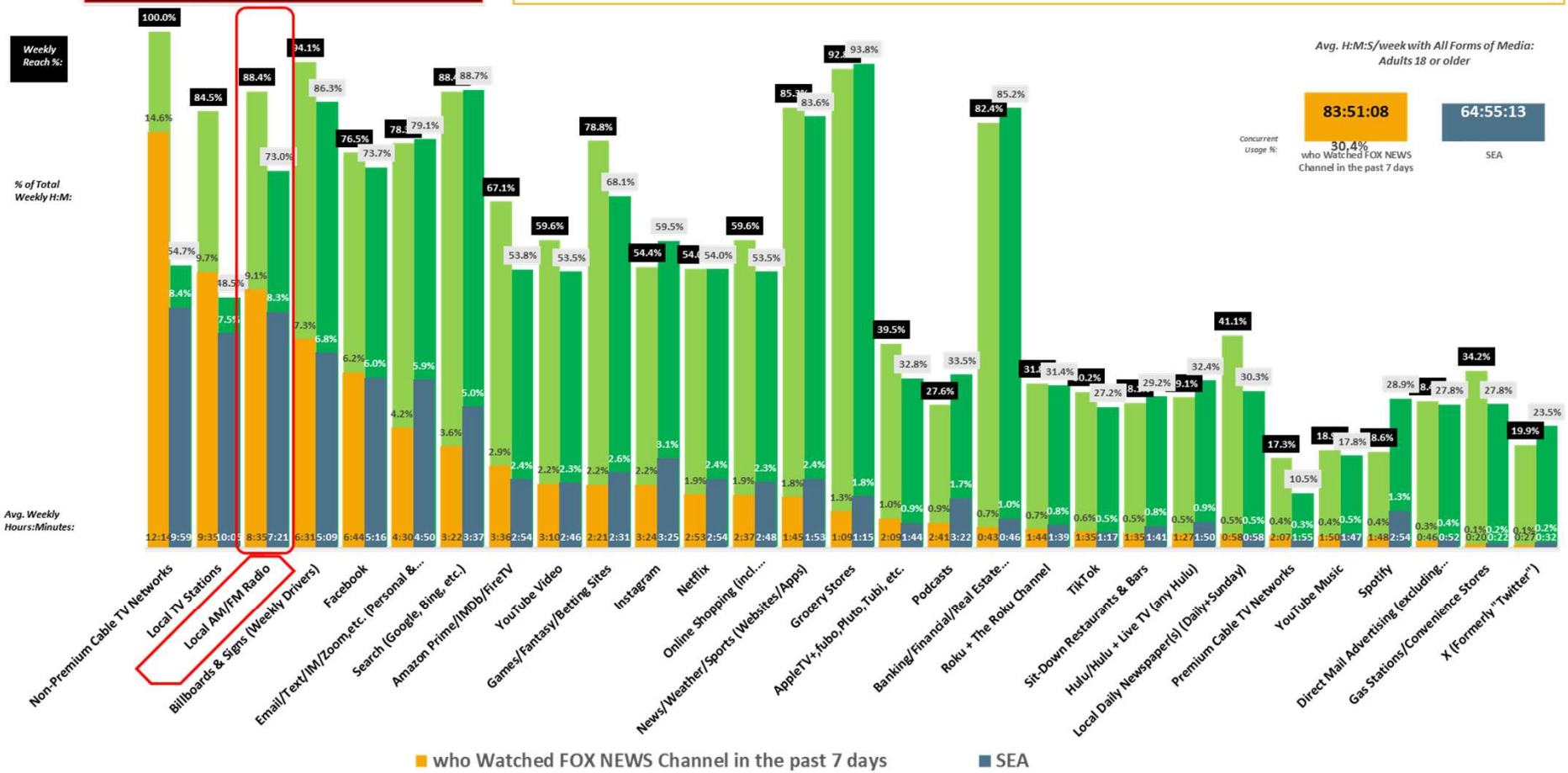
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 11 hours, 51 minutes and 8 seconds each week with All Forms of Media.

88.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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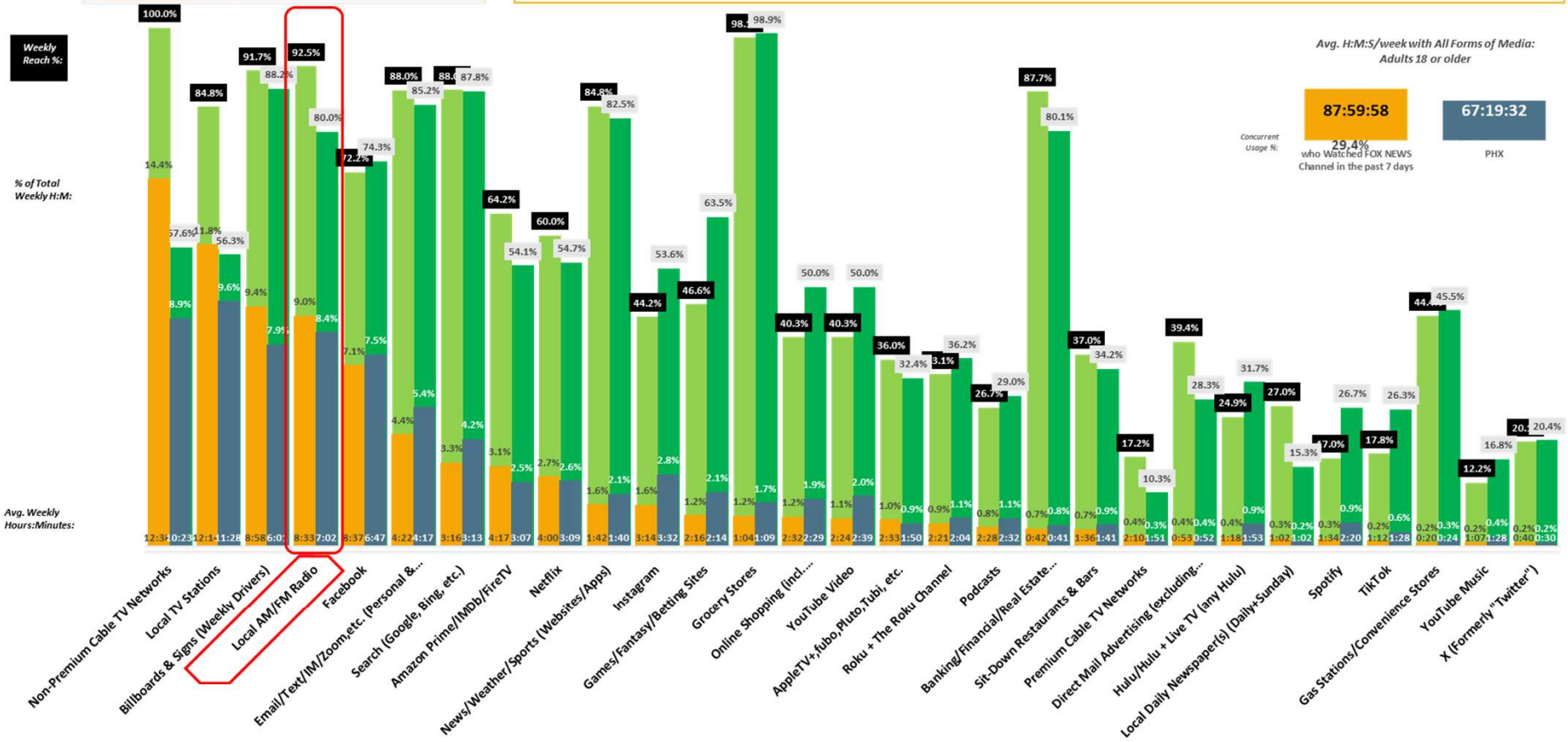
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 15 hours, 59 minutes and 58 seconds each week with All Forms of Media.

92.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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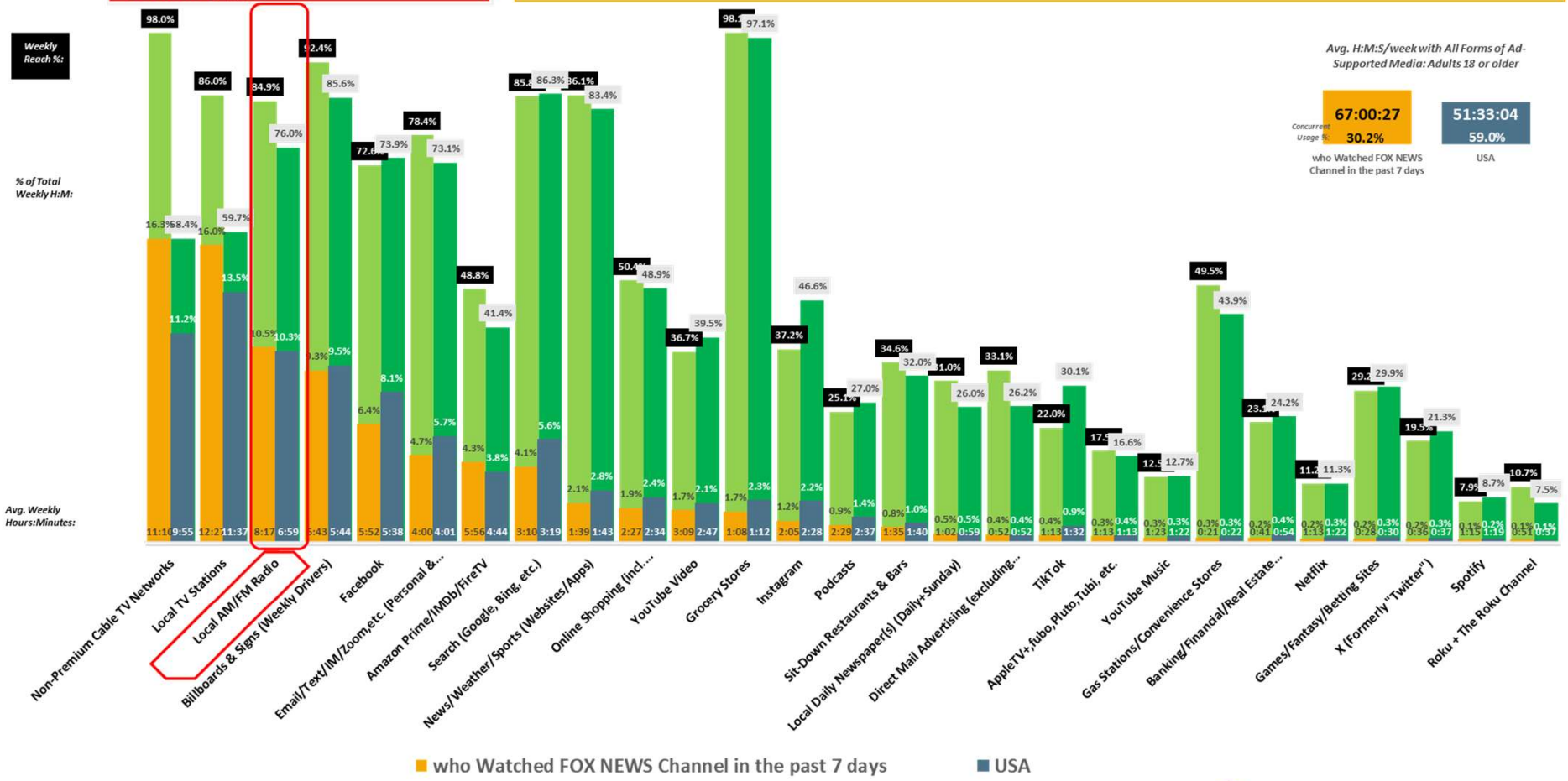
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 19 hours, 0 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 17 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 R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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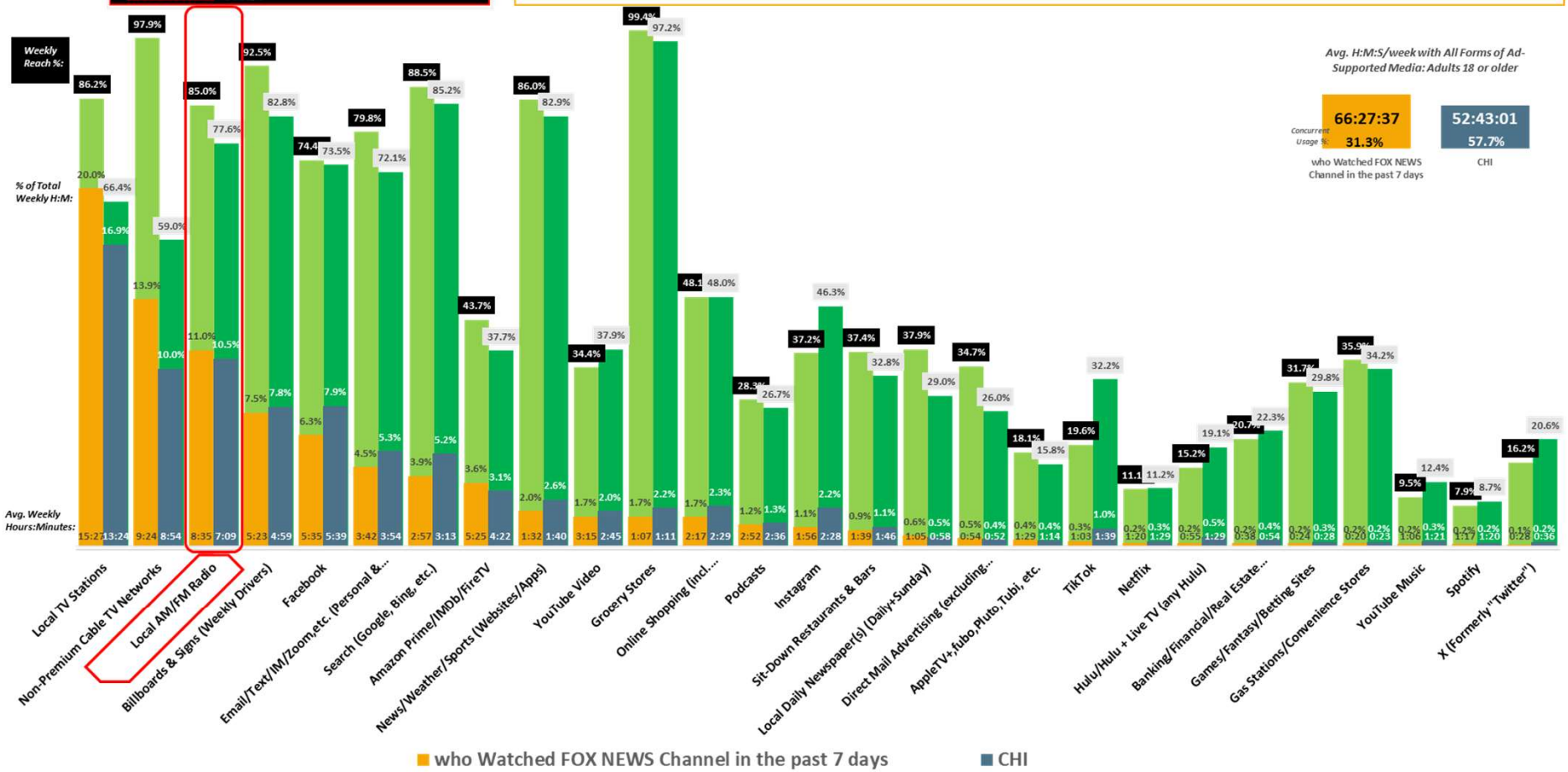
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 18 hours, 27 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

85.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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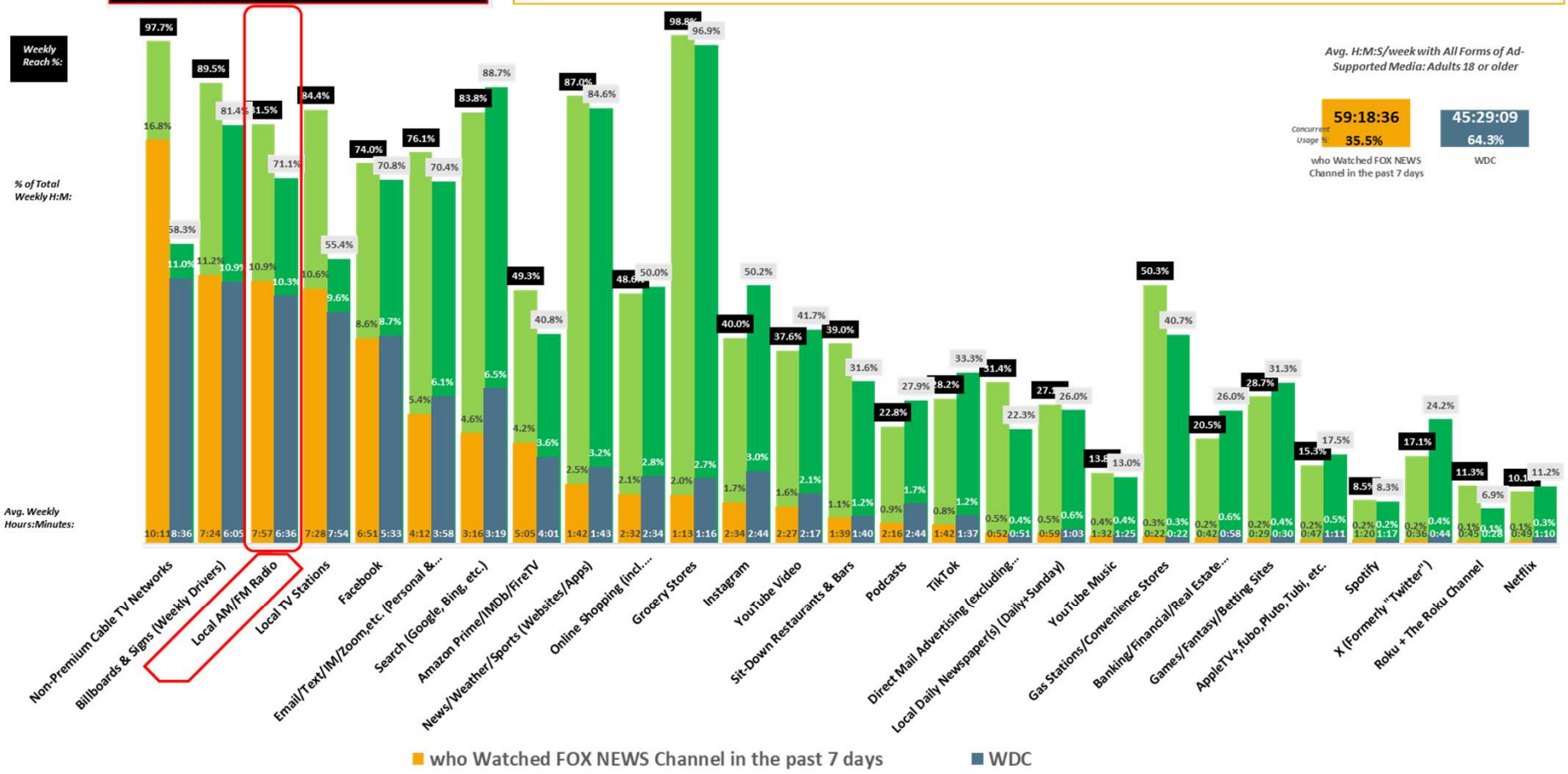
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 11 hours, 18 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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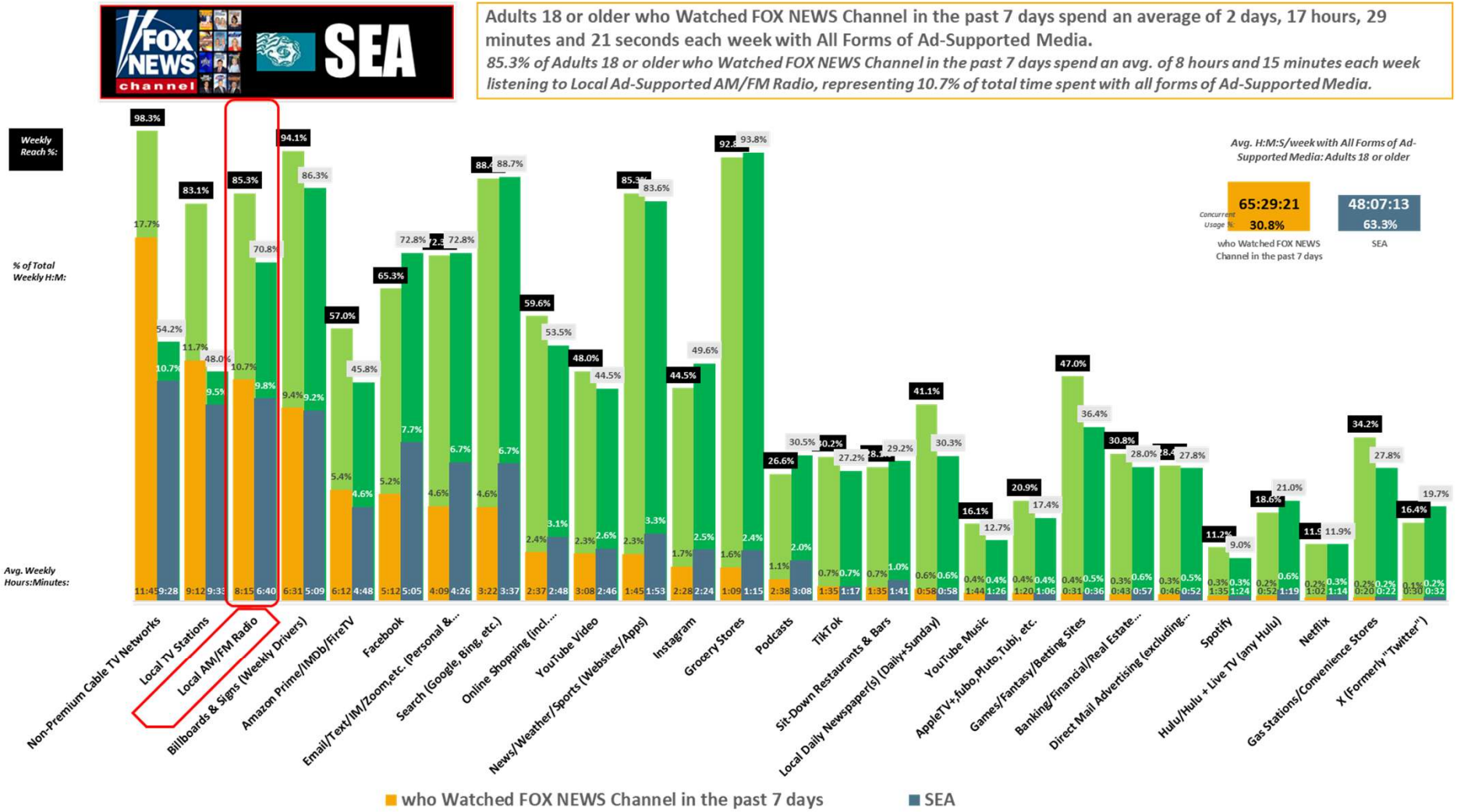
Cable networks watched past 7 days: FOX News Channel



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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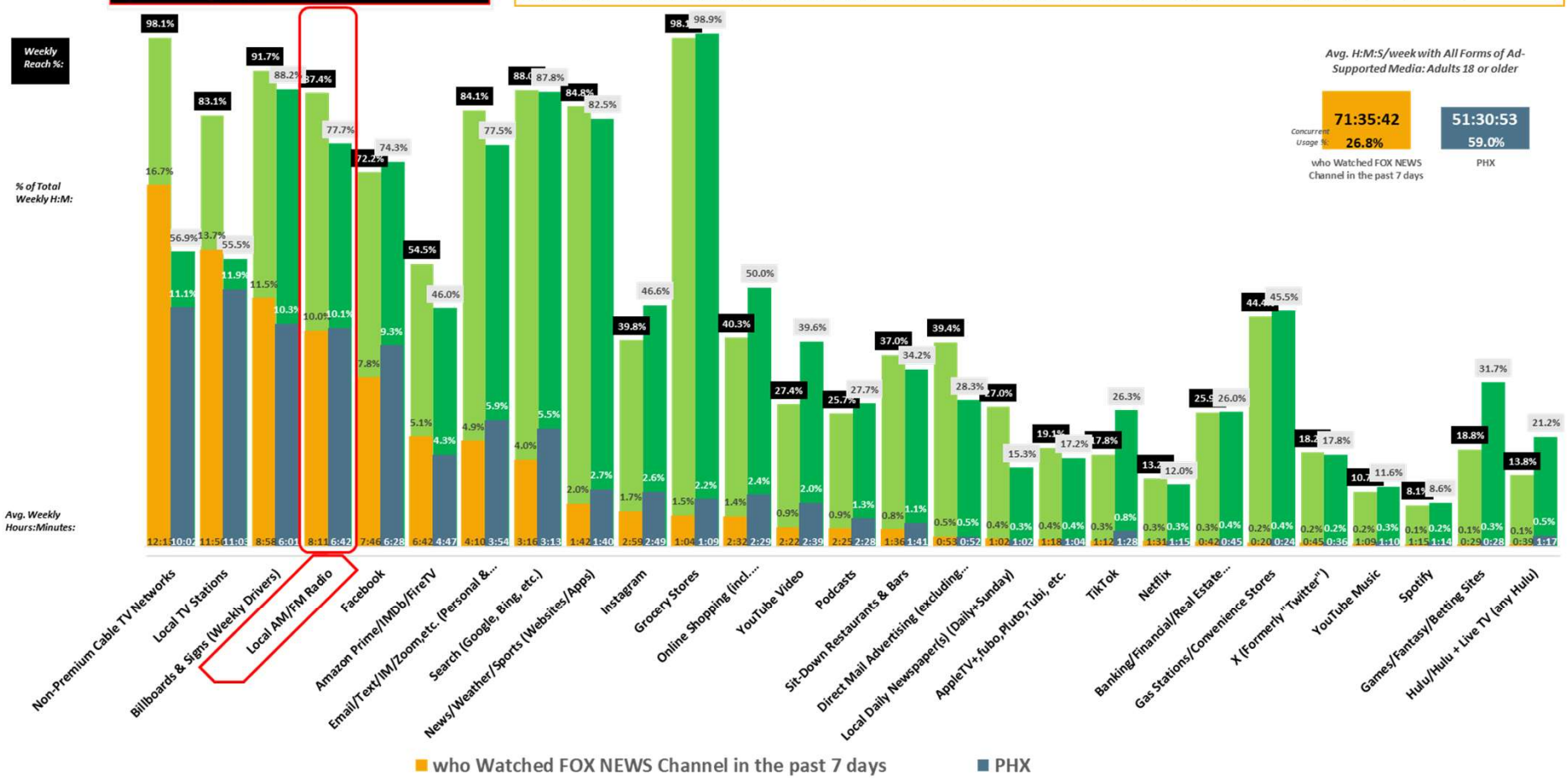
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 23 hours, 35 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

87.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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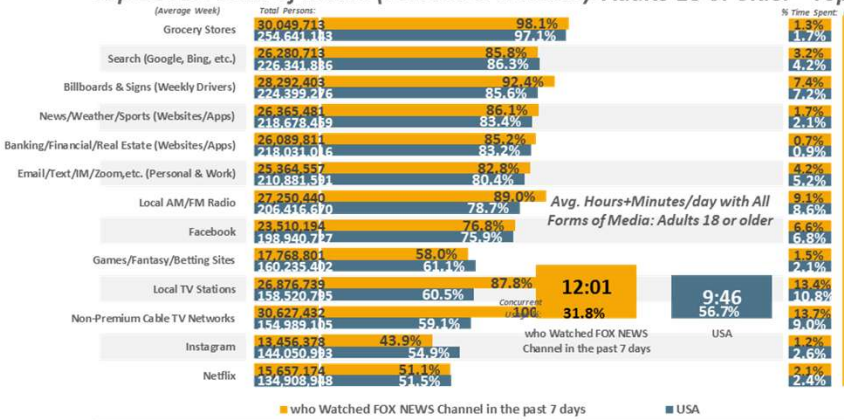
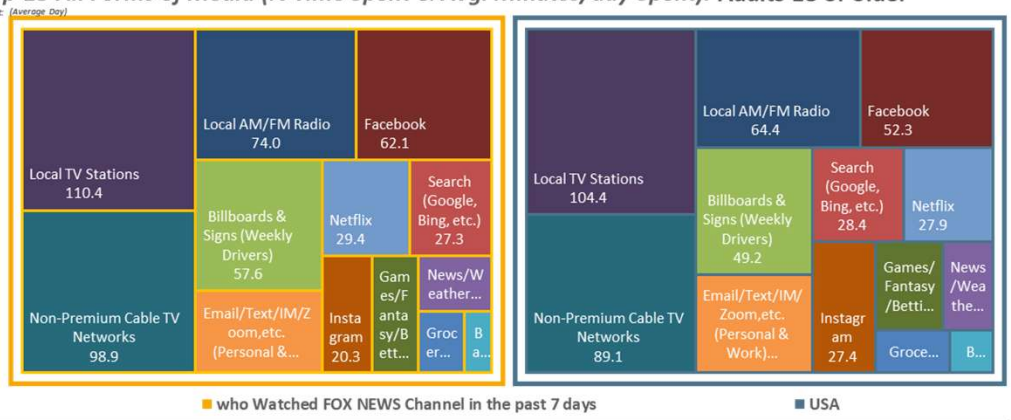
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 71.1 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

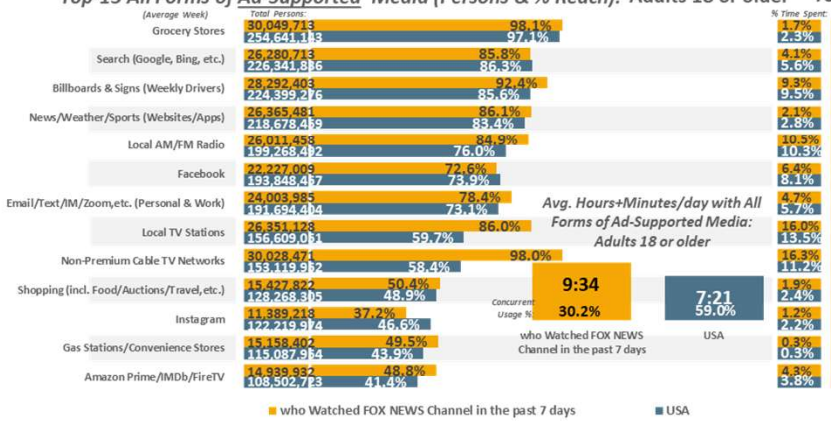
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



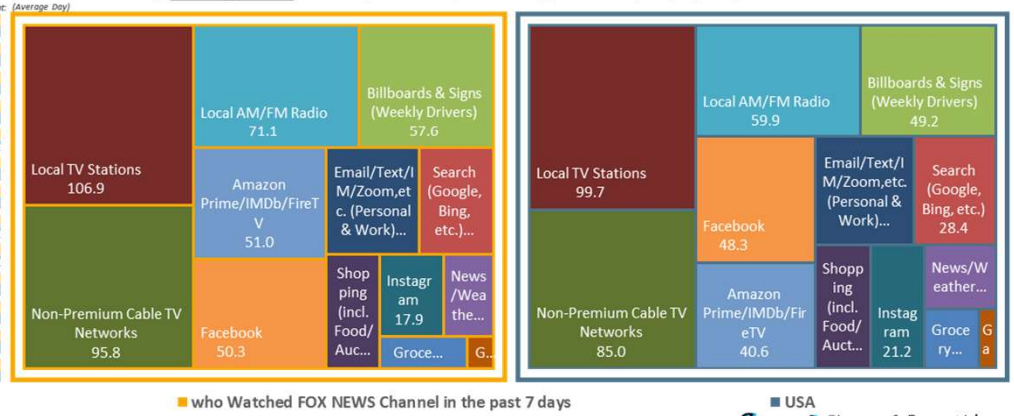
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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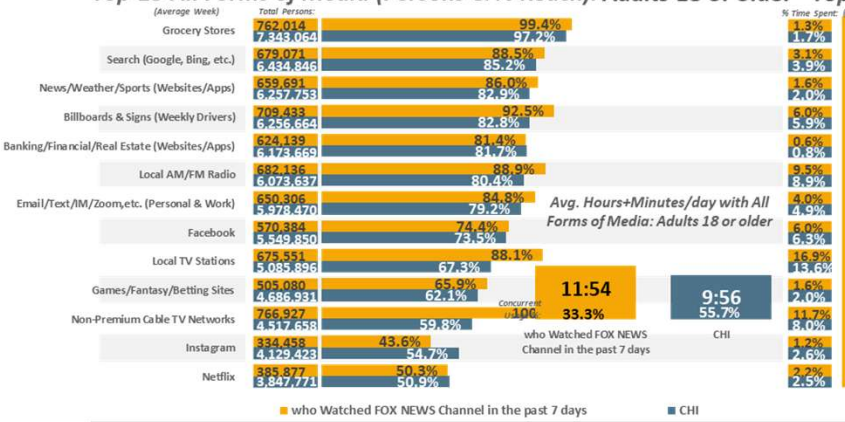
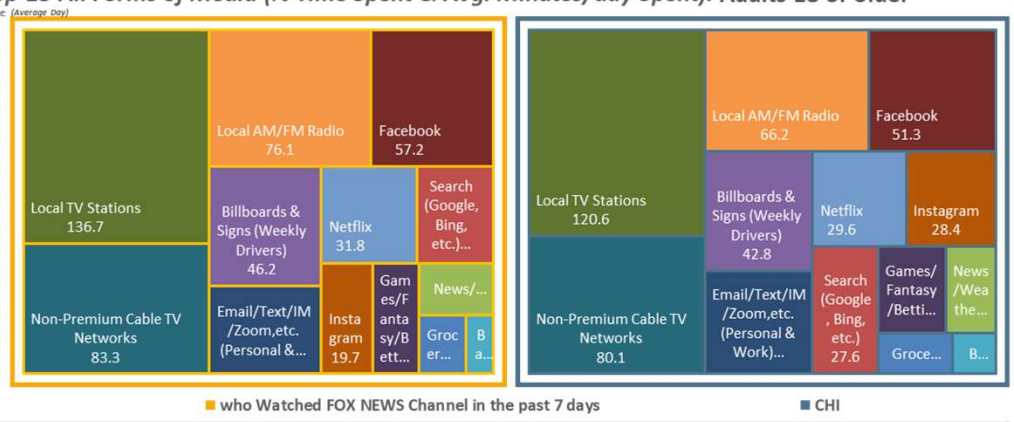
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 9 hours and 29 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 73.7 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

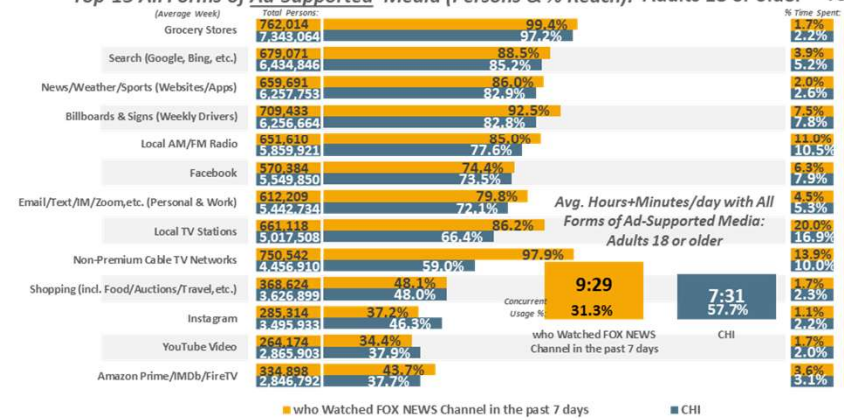
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



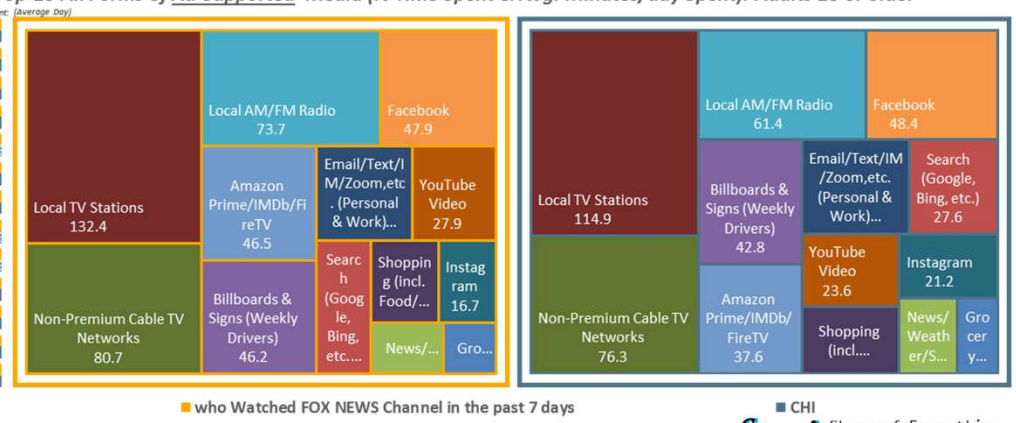
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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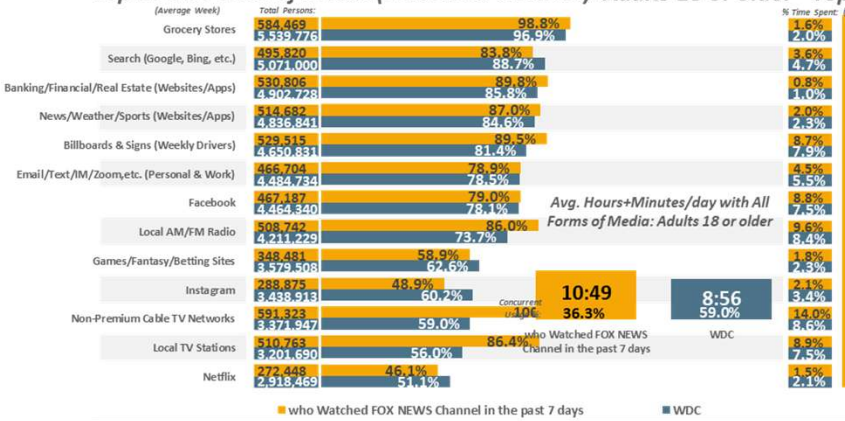
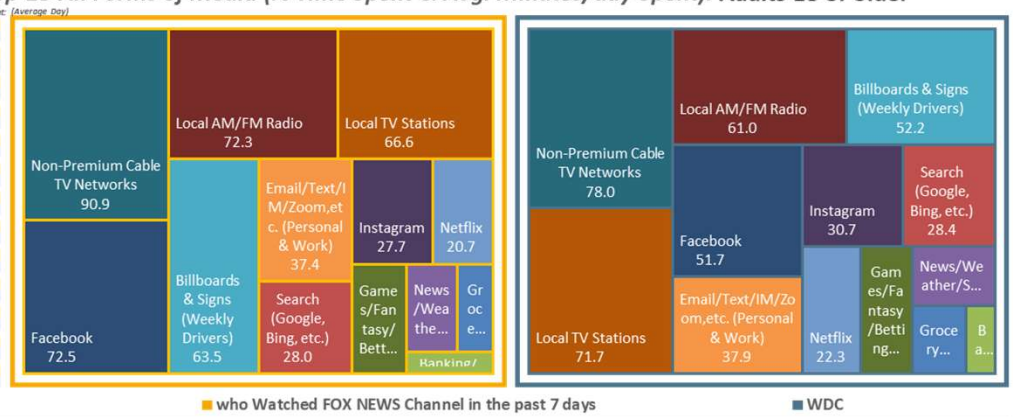
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

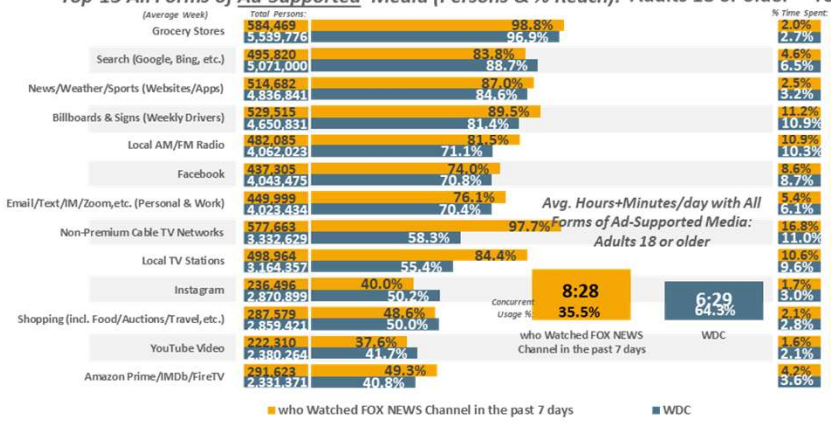
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



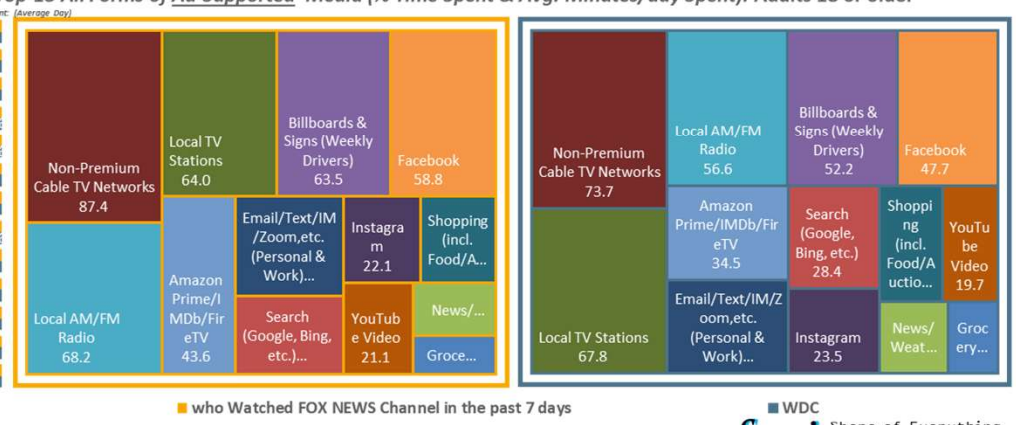
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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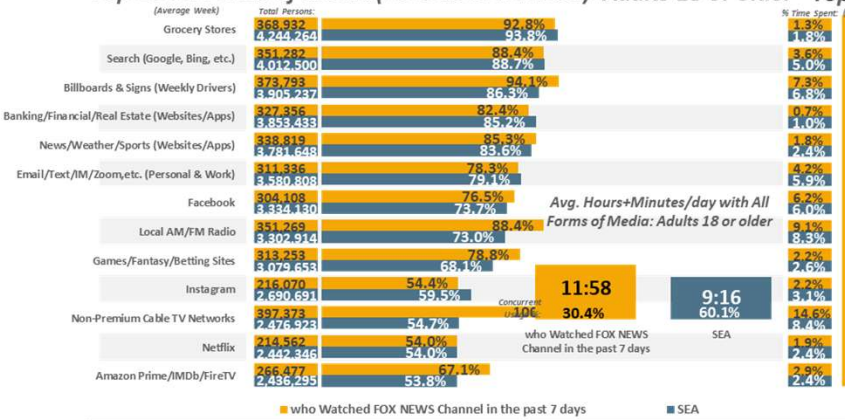
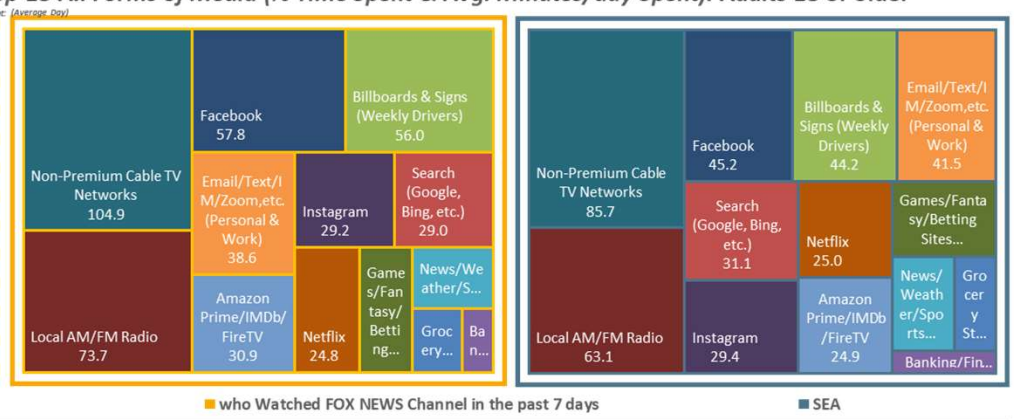
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

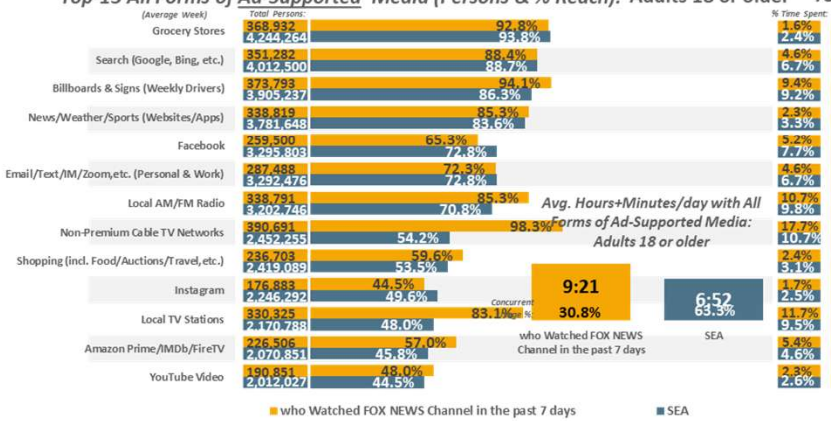
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



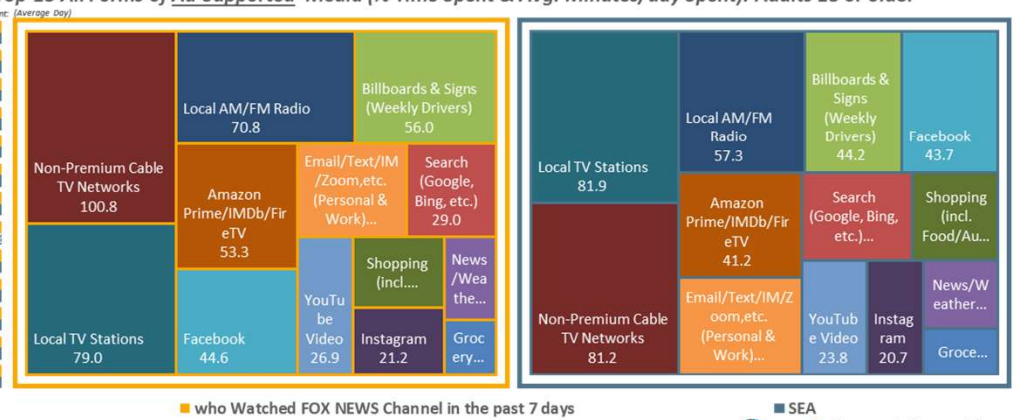
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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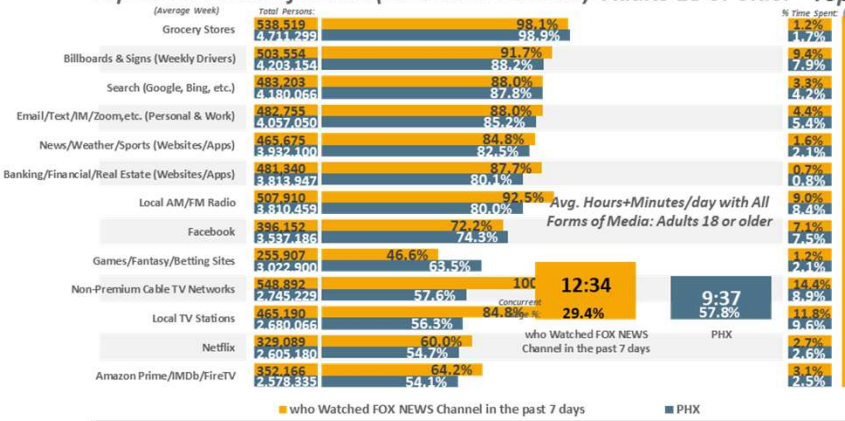
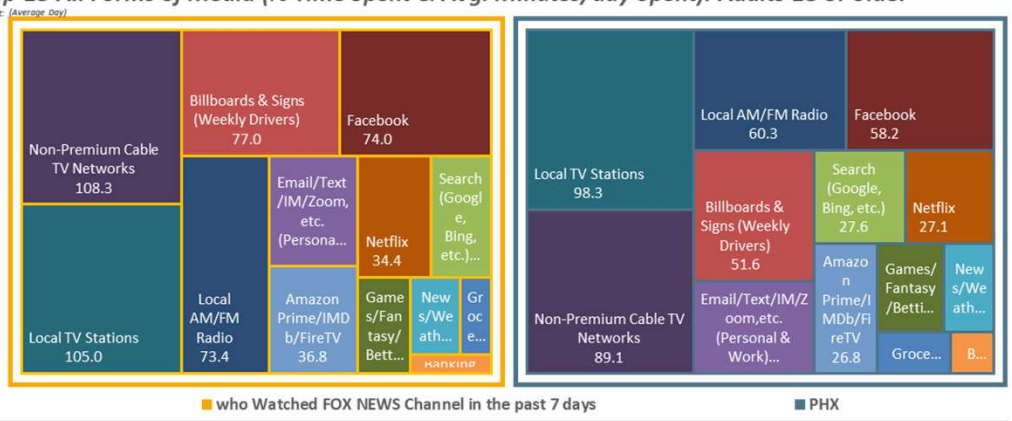
Cable networks watched past 7 days: FOX News Channel

Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 10 hours and 13 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

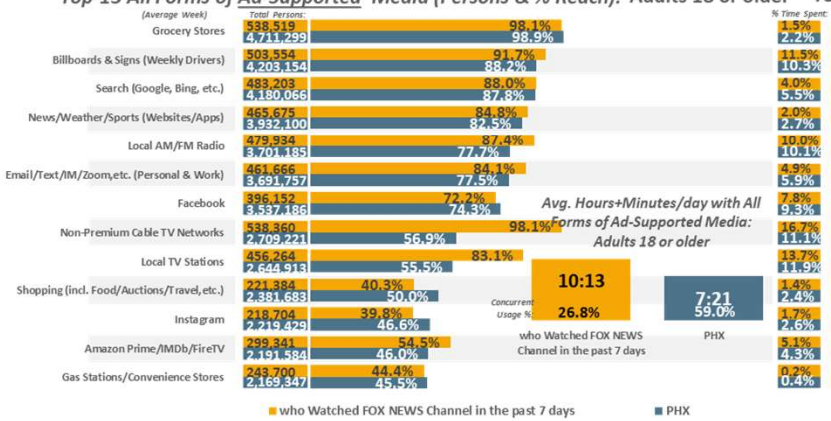
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



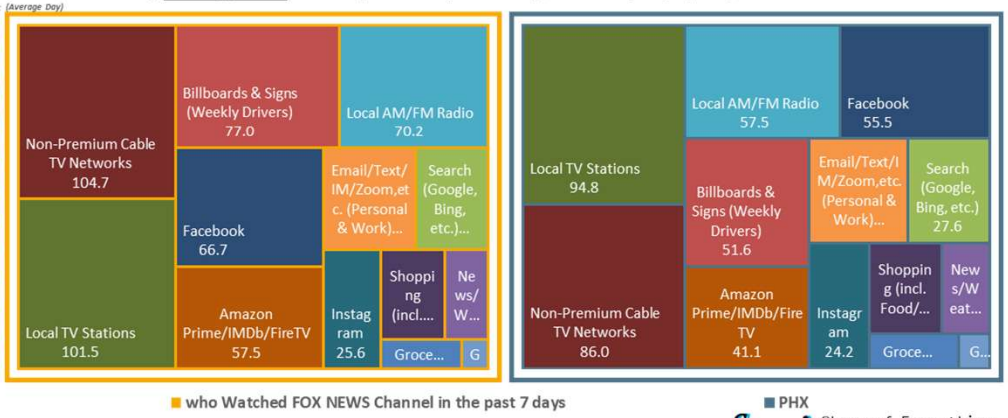
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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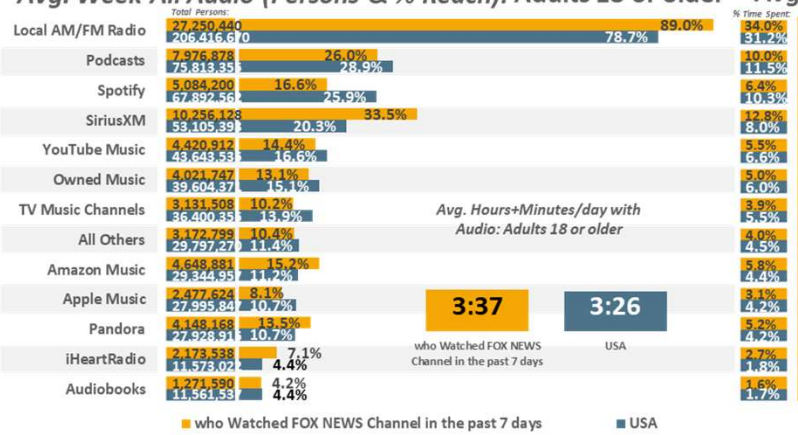
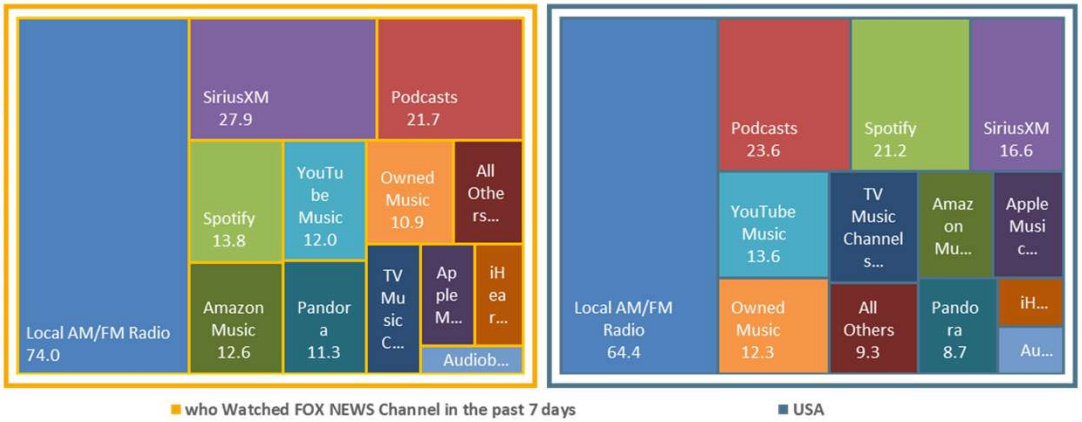
Cable networks watched past 7 days: FOX News Channel

26,011,458 or 84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

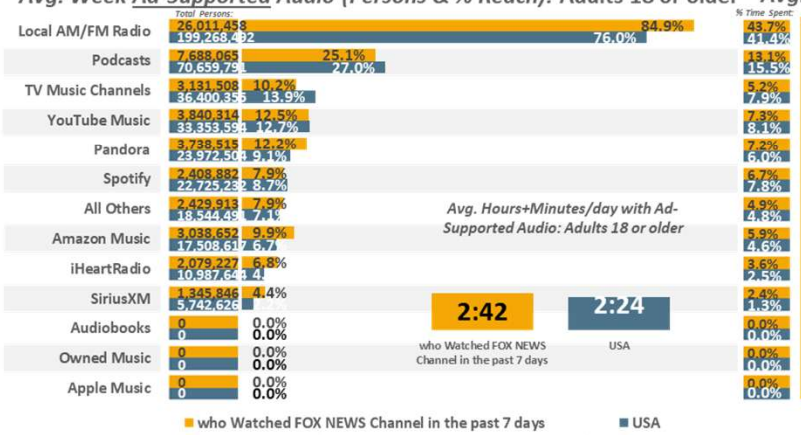
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



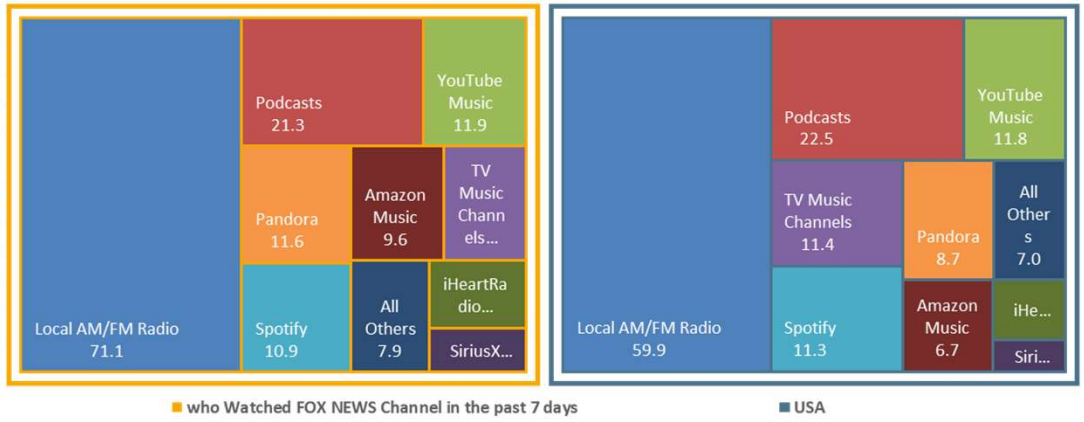
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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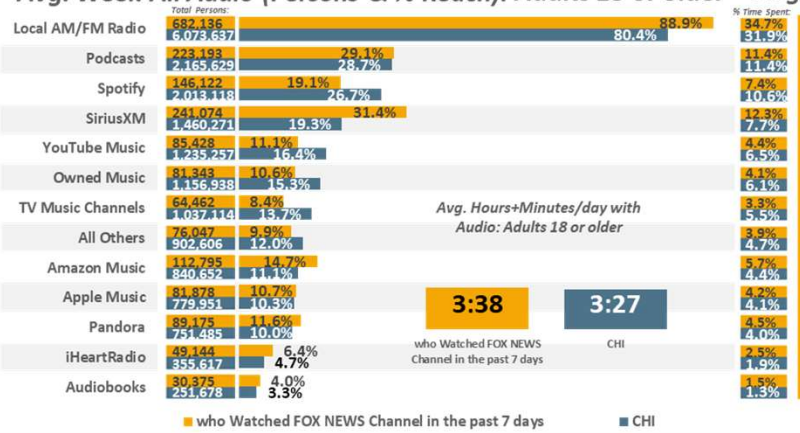
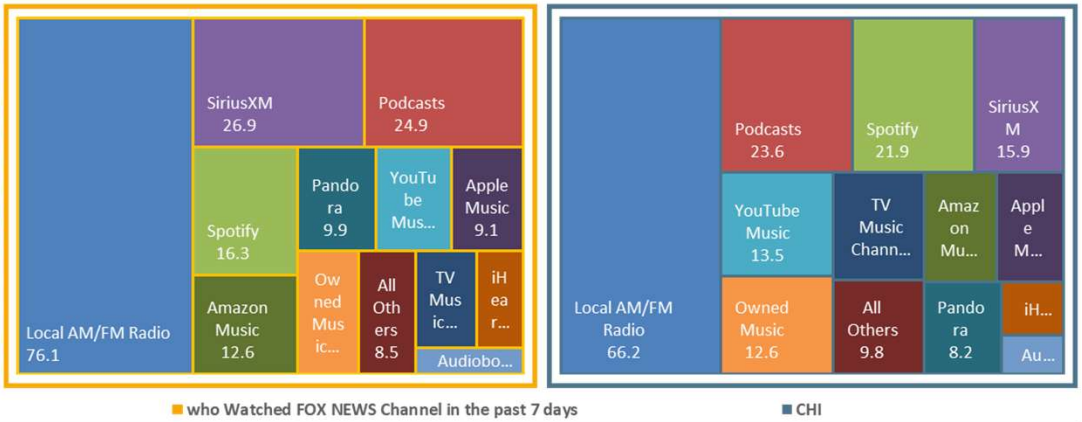
Cable networks watched past 7 days: FOX News Channel

651,610 or 85.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

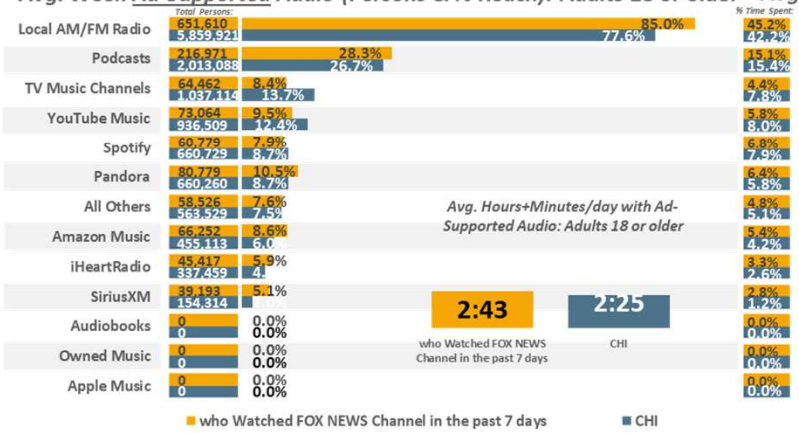
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



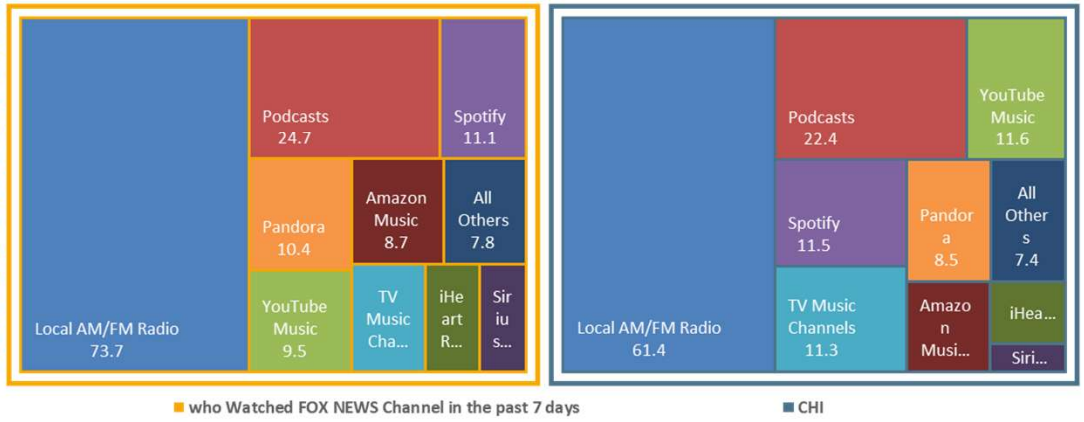
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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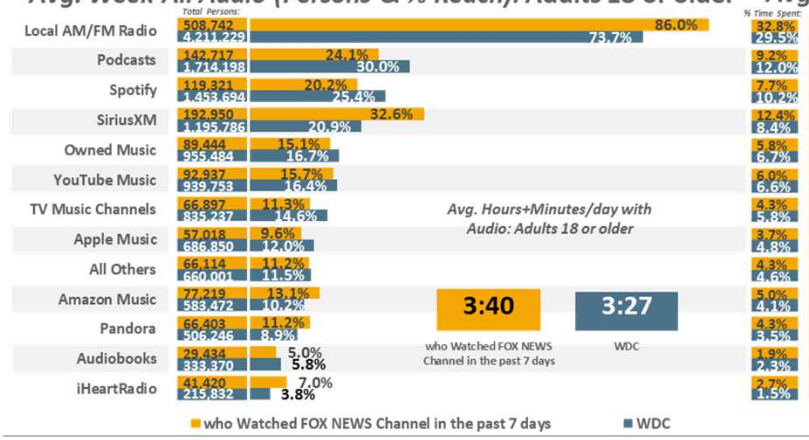
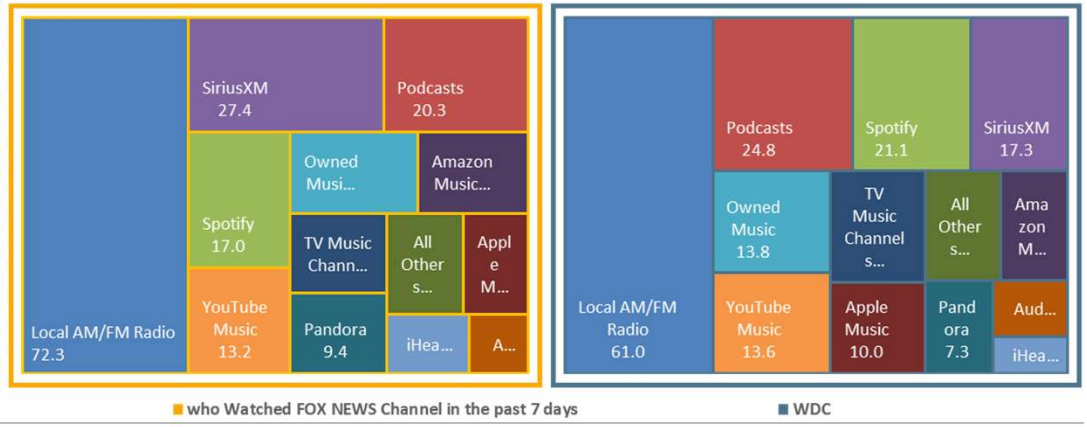
Cable networks watched past 7 days: FOX News Channel

482,085 or 81.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

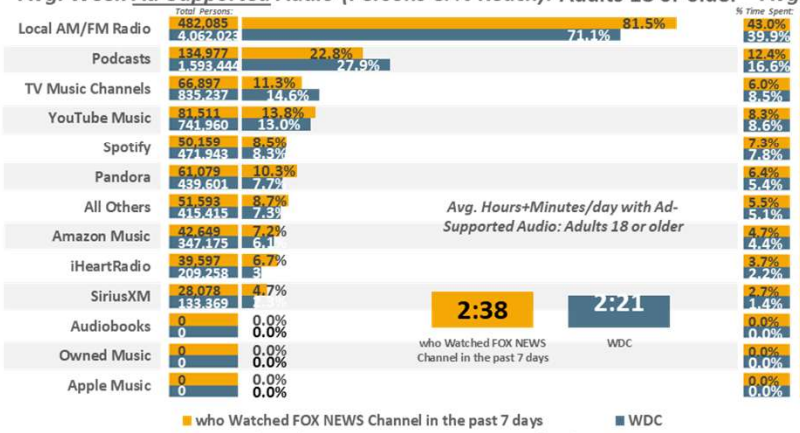
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



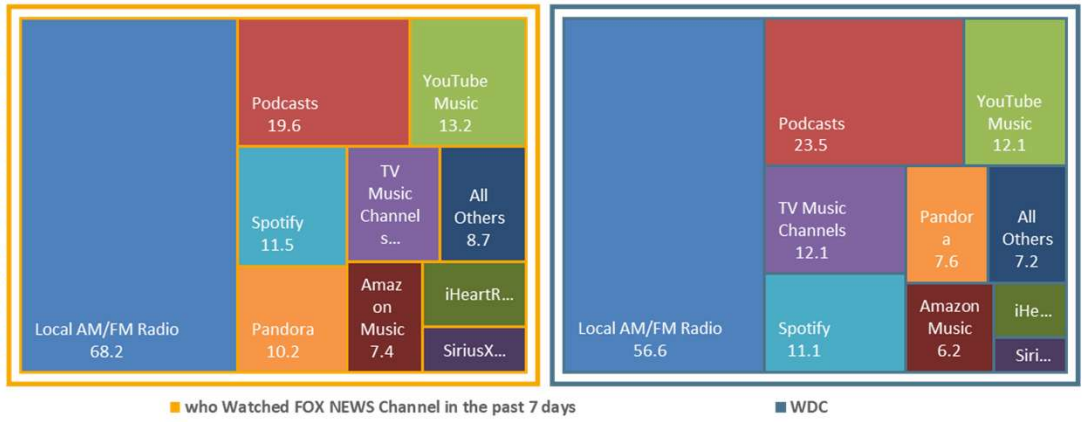
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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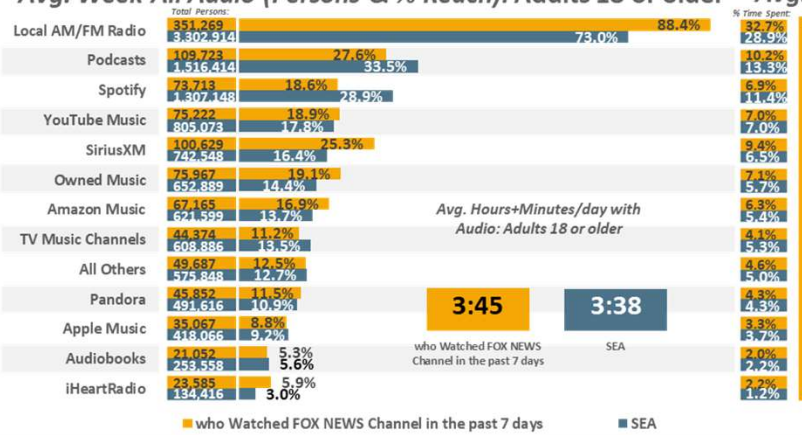
Cable networks watched past 7 days: FOX News Channel

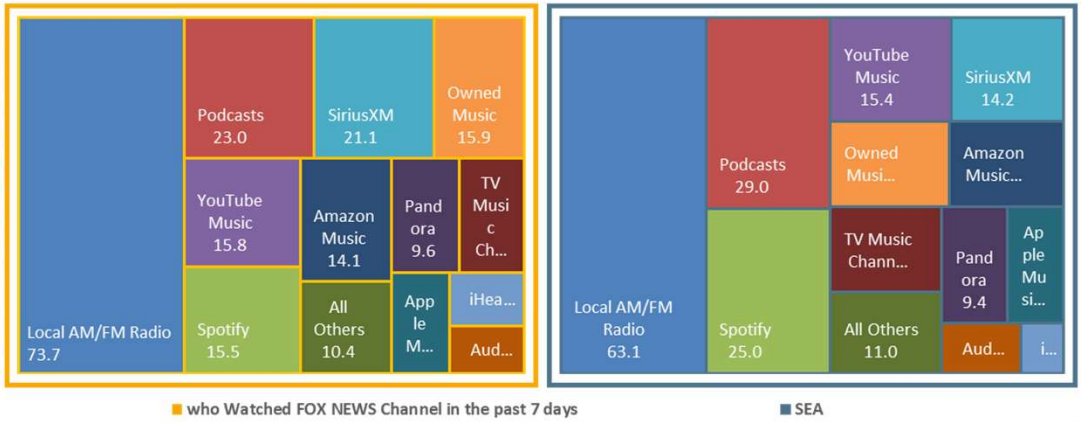
FOX NEWS channel SEA

338,791 or 85.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

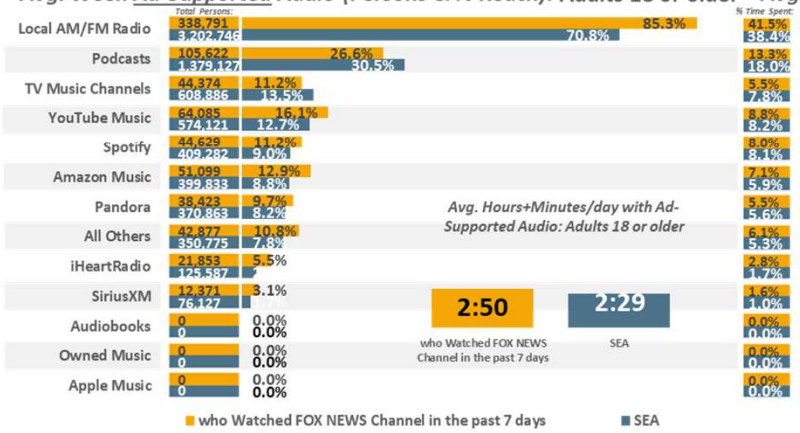
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



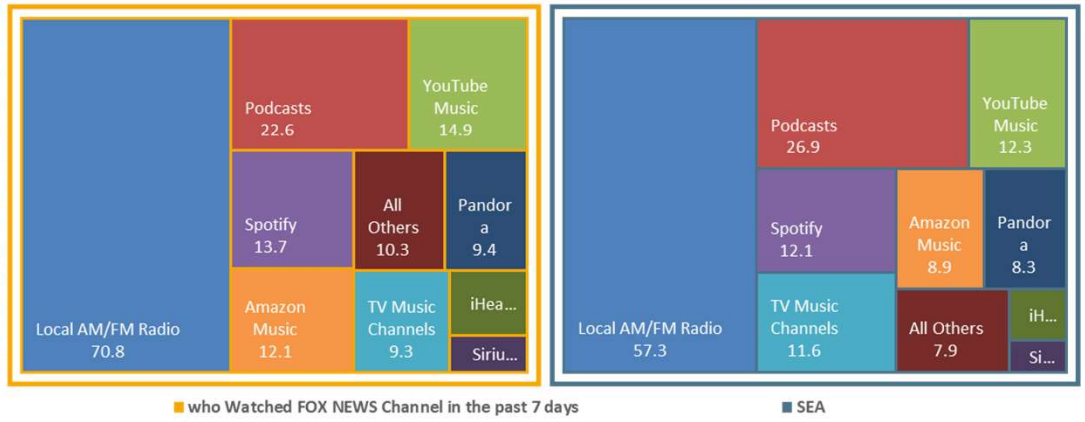
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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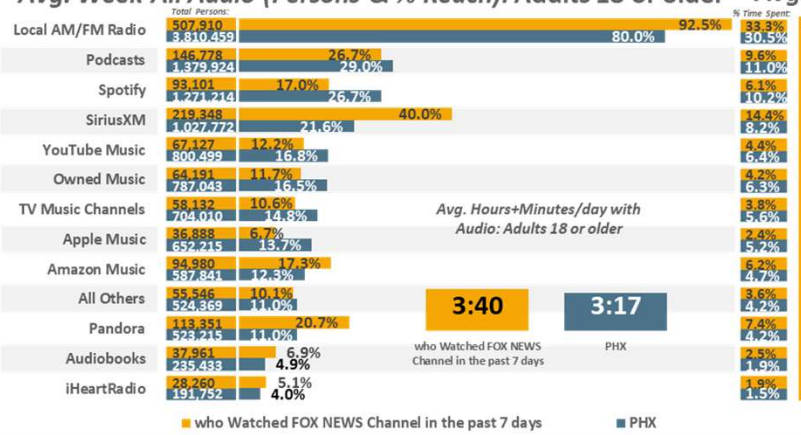
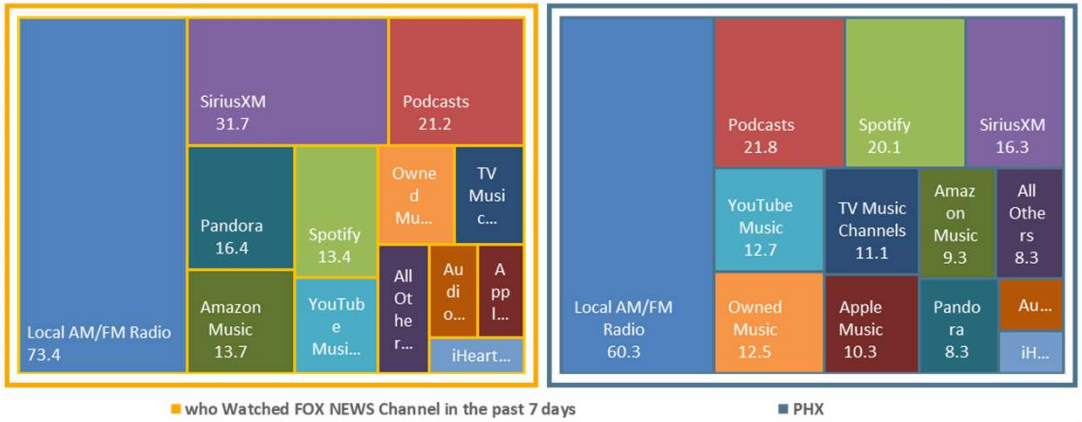
Cable networks watched past 7 days: FOX News Channel

479,934 or 87.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

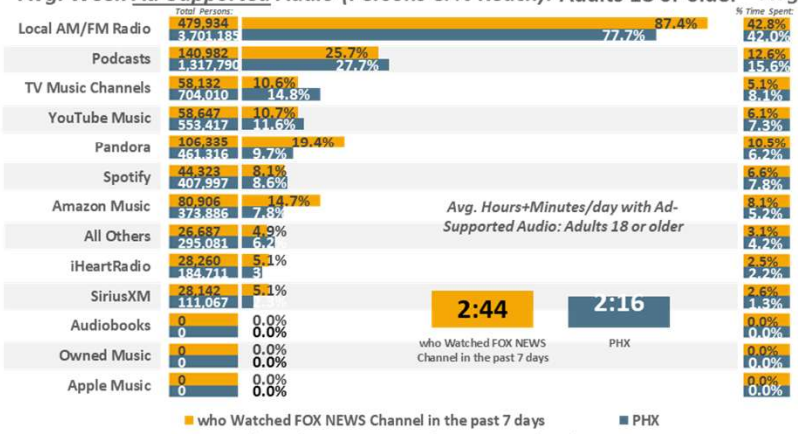
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



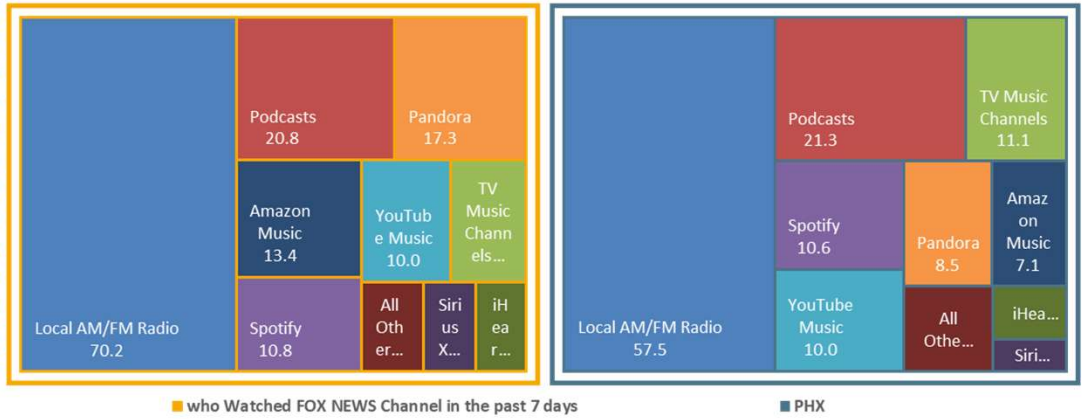
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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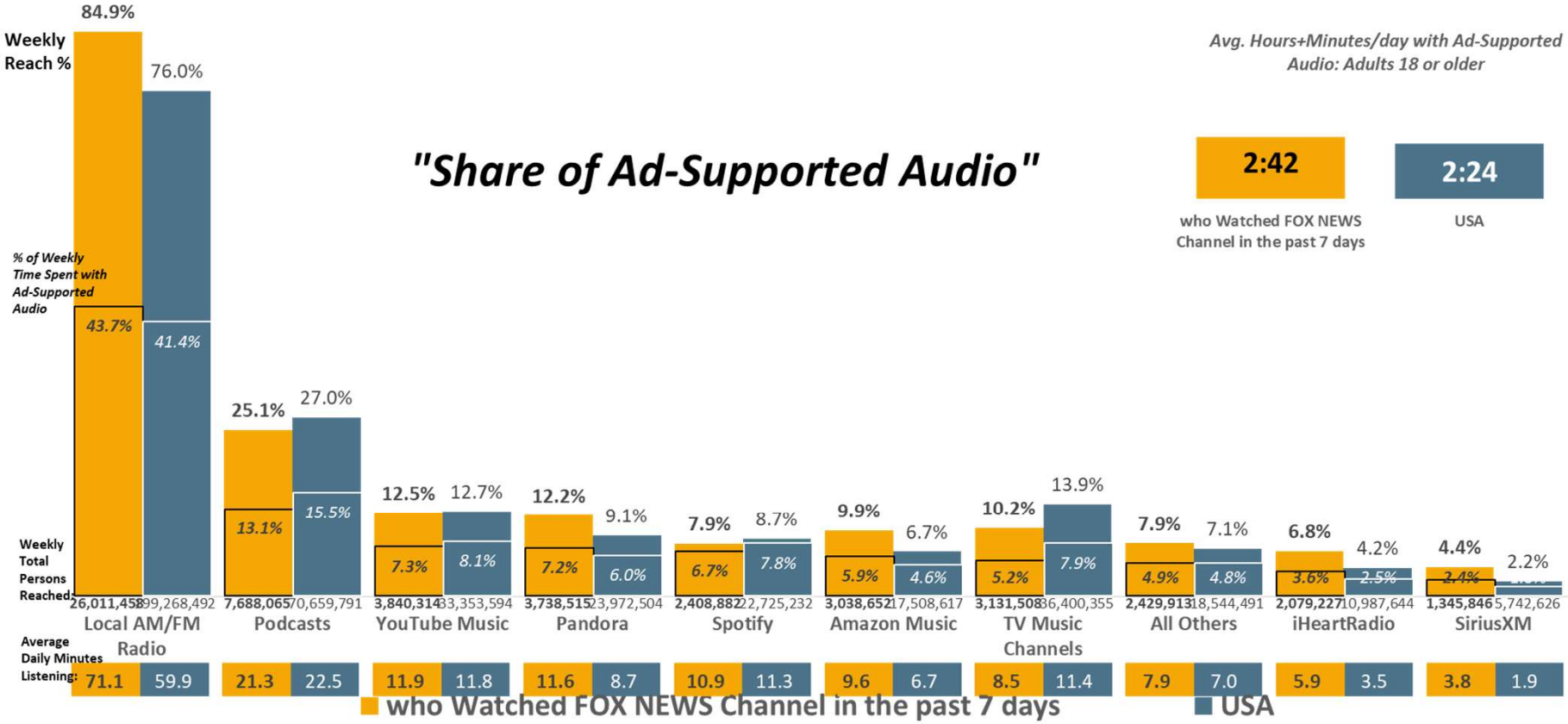
Cable networks watched past 7 days: FOX News Channel

26,011,458 or 84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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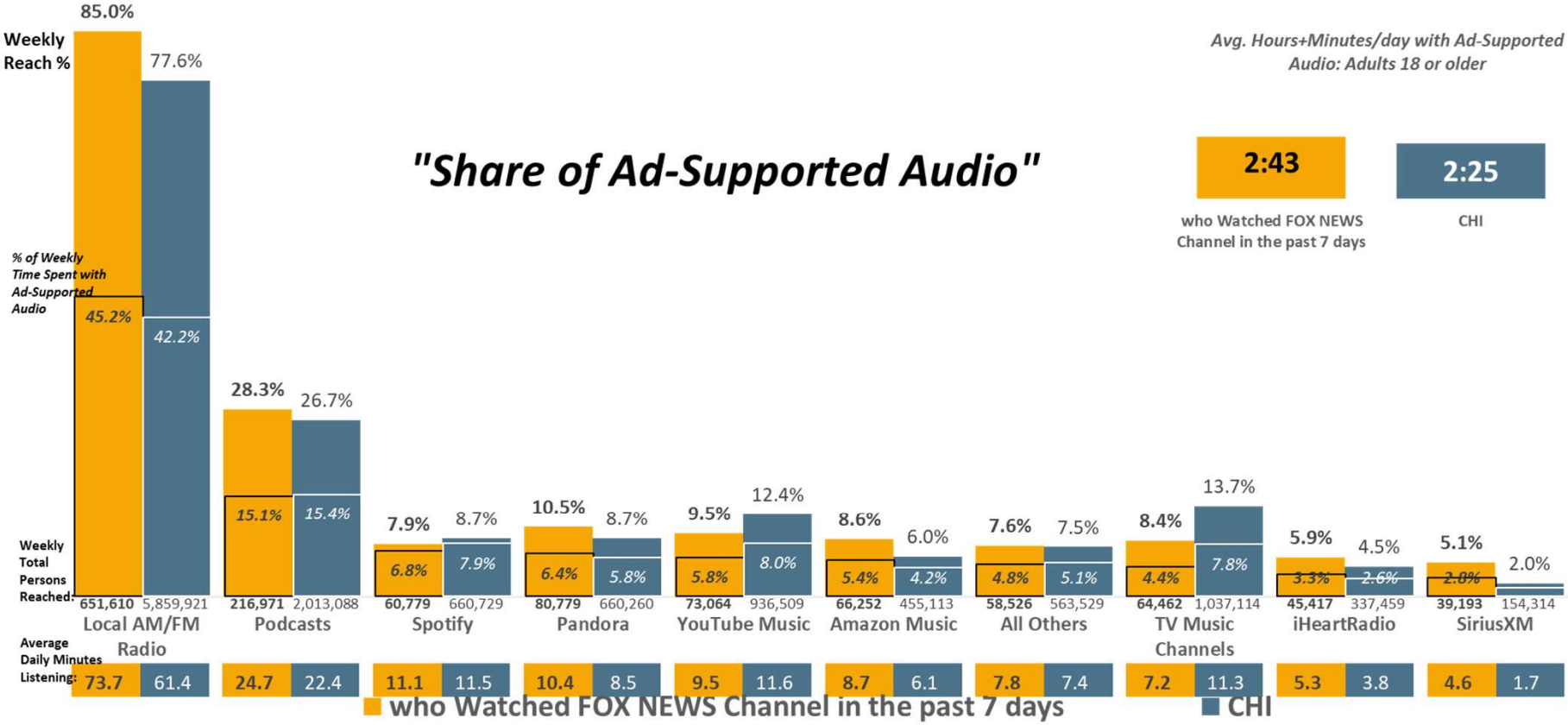
Cable networks watched past 7 days: FOX News Channel

651,610 or 85.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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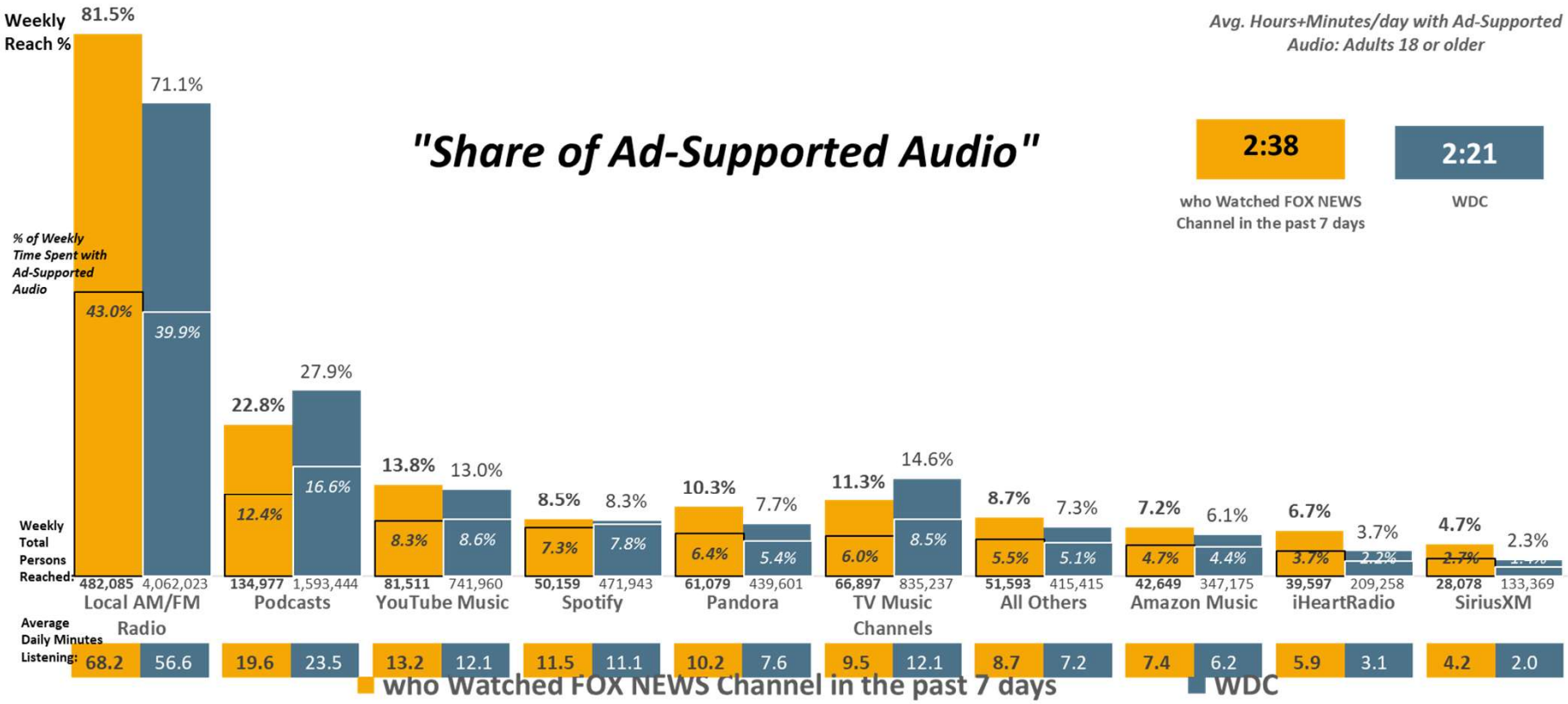
Cable networks watched past 7 days: FOX News Channel

482,085 or 81.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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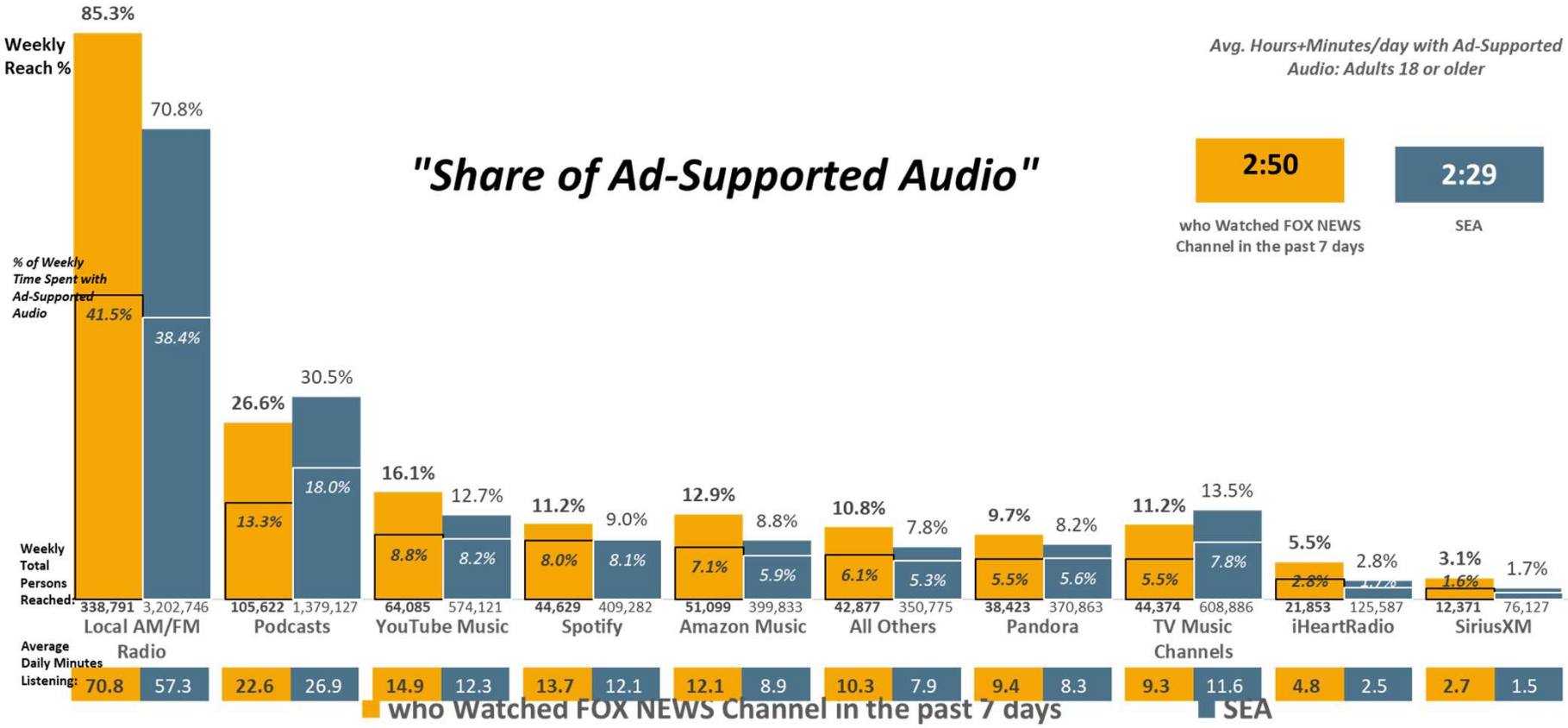
Cable networks watched past 7 days: FOX News Channel

338,791 or 85.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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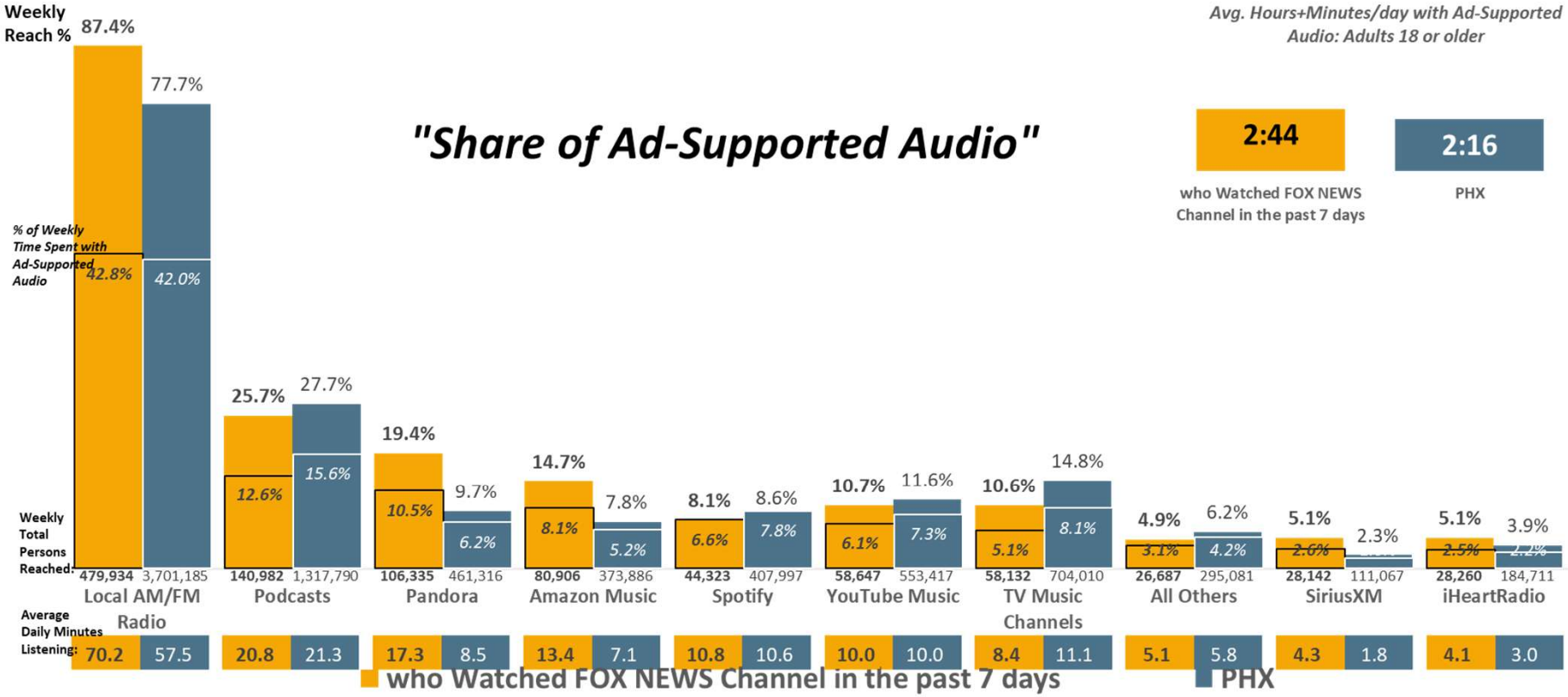
Cable networks watched past 7 days: FOX News Channel

479,934 or 87.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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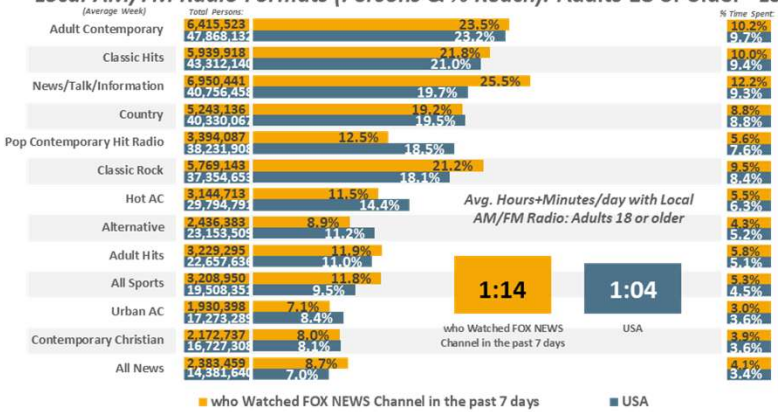
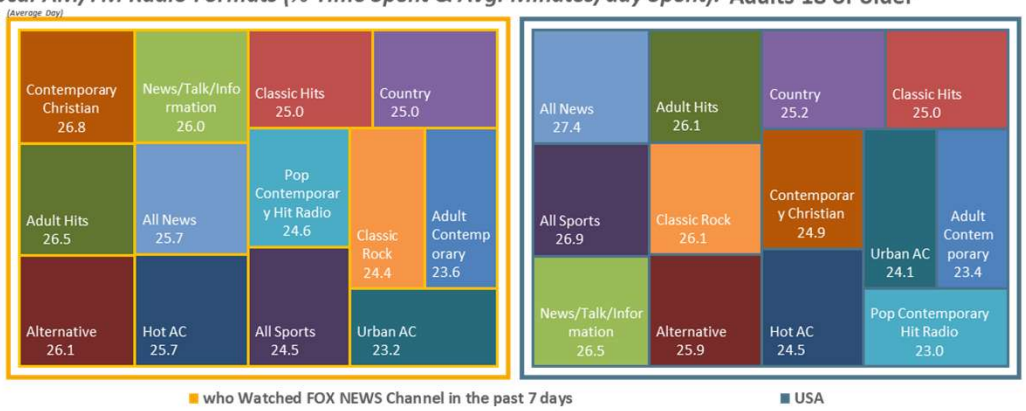
Cable networks watched past 7 days: FOX News Channel

26,011,458 or 84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, News/Talk/Information, and Country.

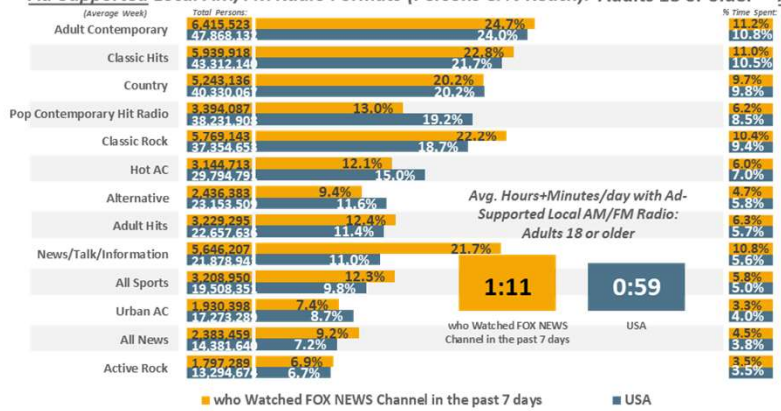
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



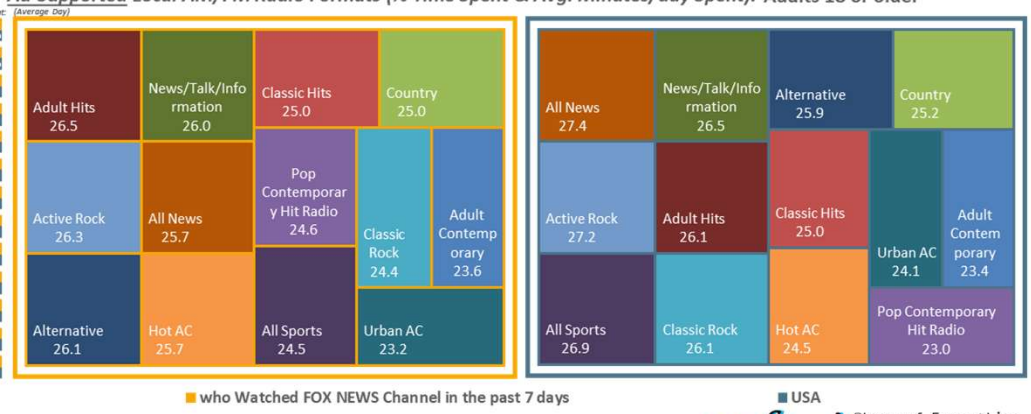
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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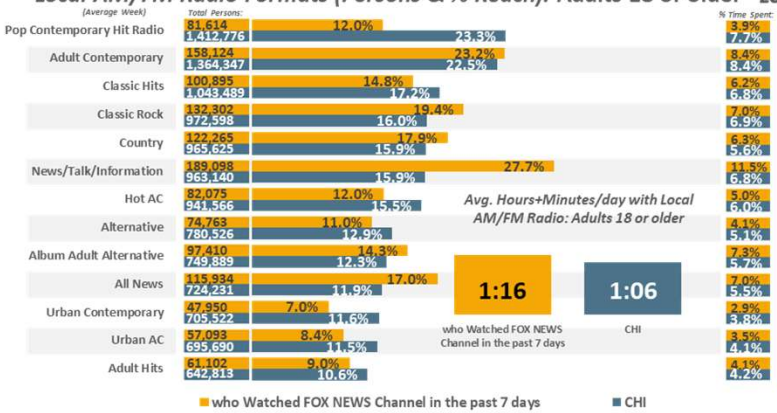
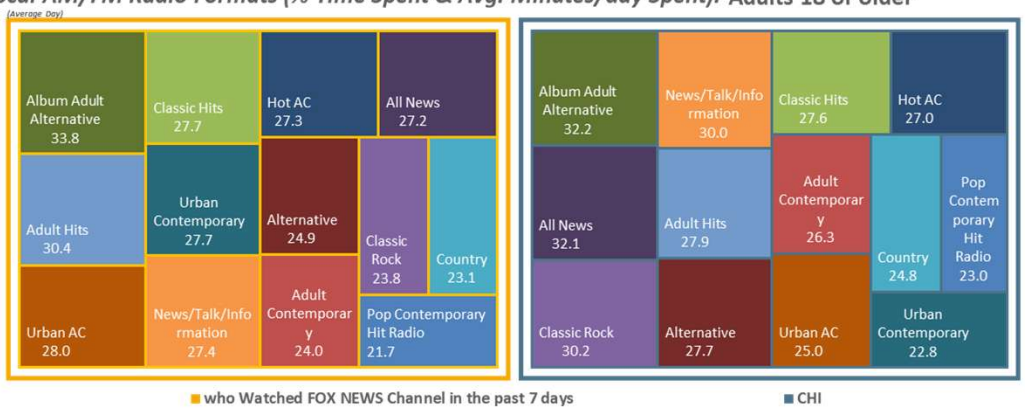
651,610 or 85.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Adult Contemporary, Classic Rock, Country, and All News.

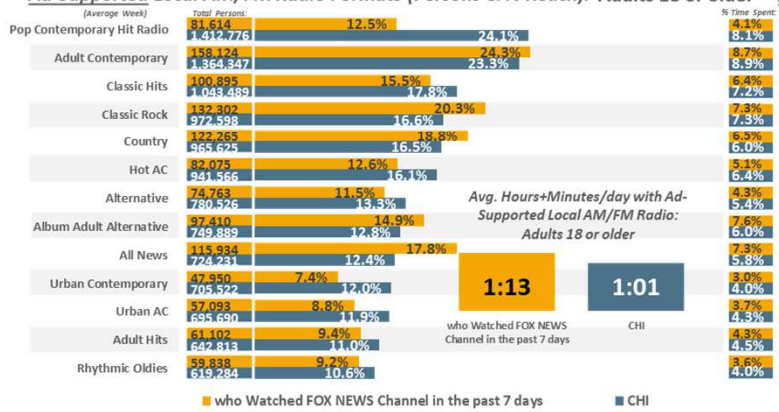
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



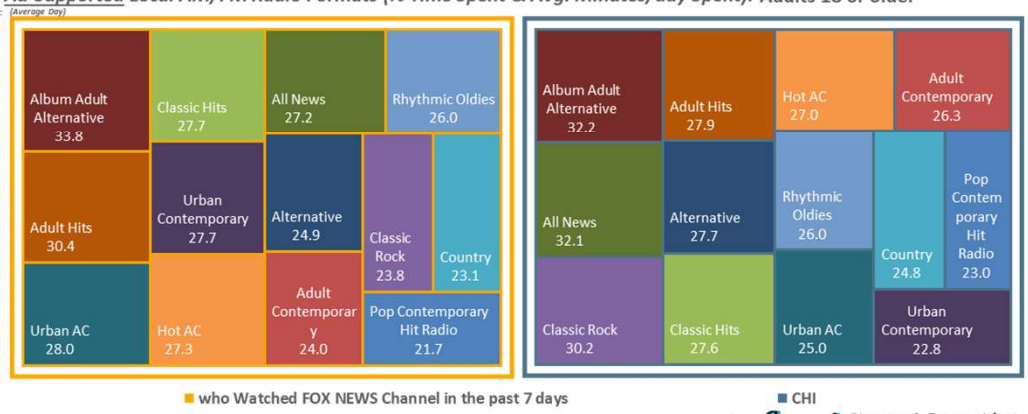
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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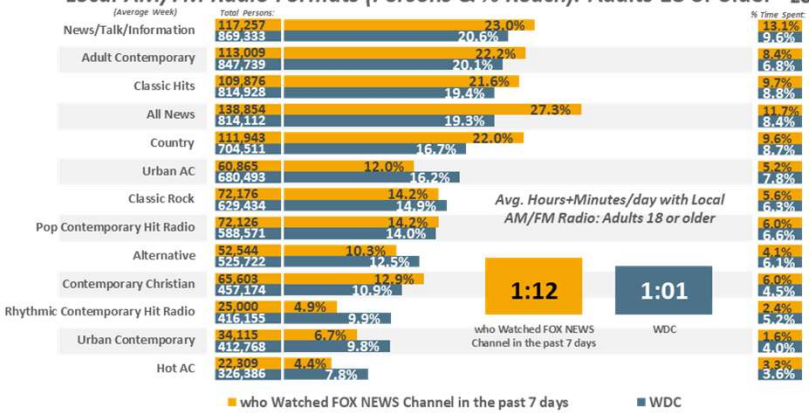
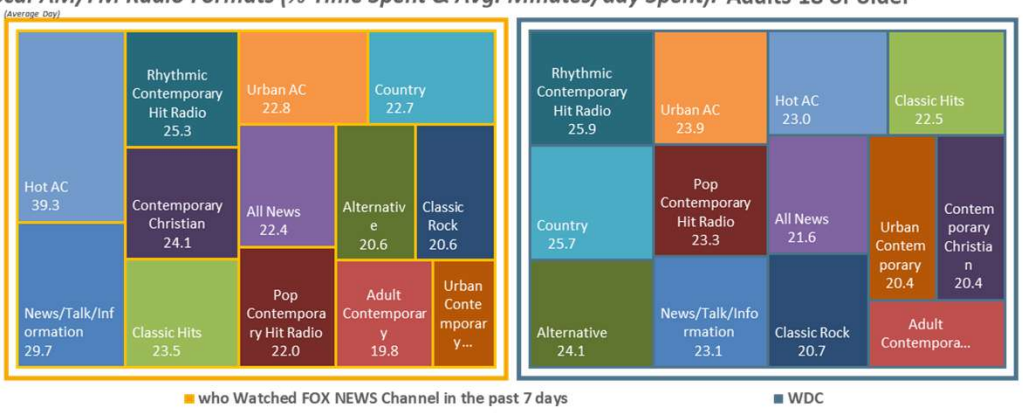
Cable networks watched past 7 days: FOX News Channel

482,085 or 81.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Country, Classic Hits, and News/Talk/Information.

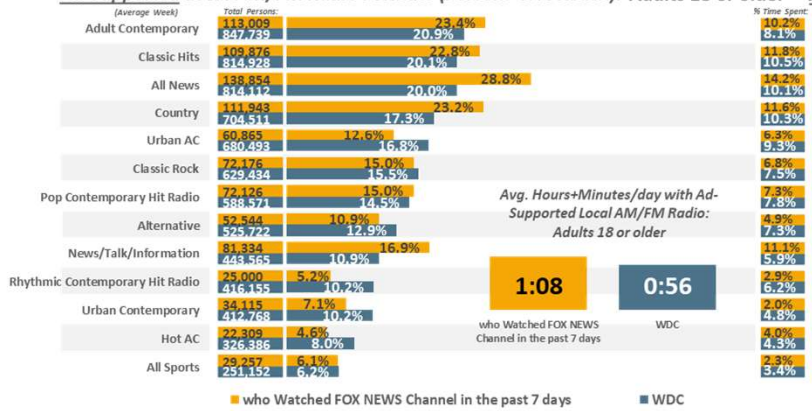
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



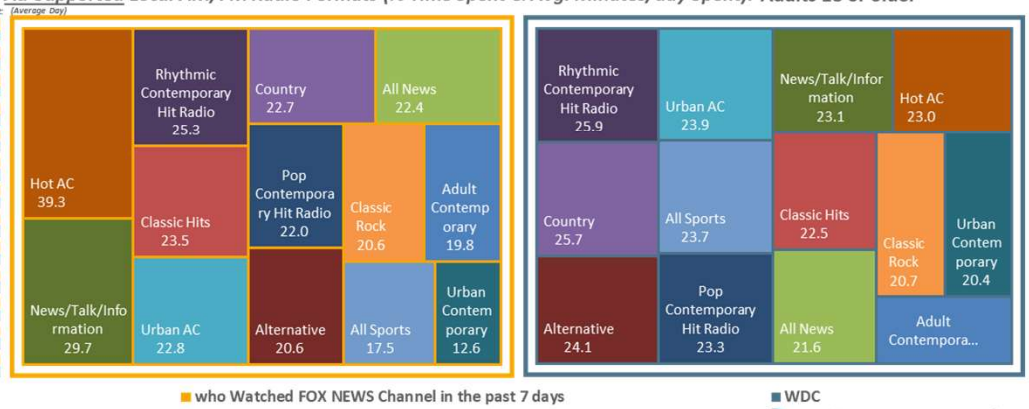
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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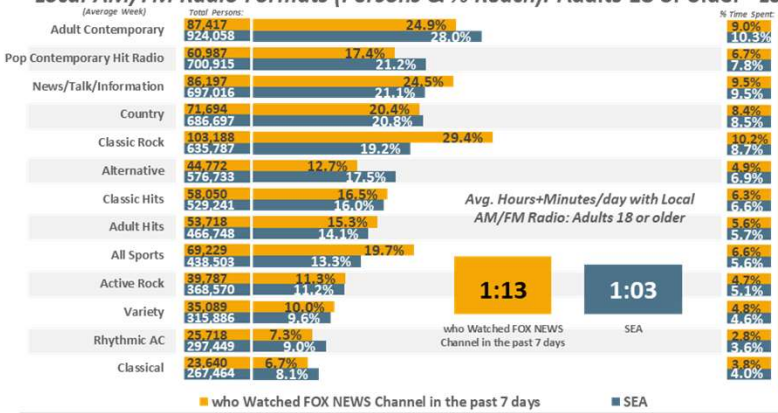
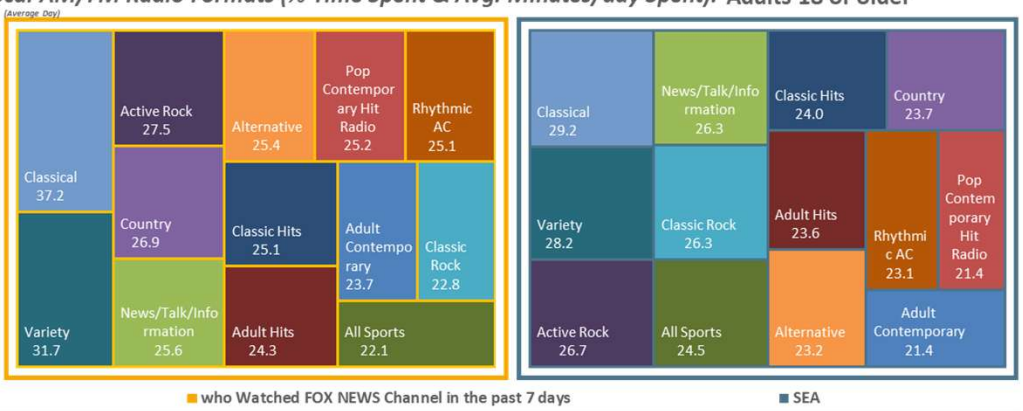
Cable networks watched past 7 days: FOX News Channel

338,791 or 85.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, News/Talk/Information, and All Sports.

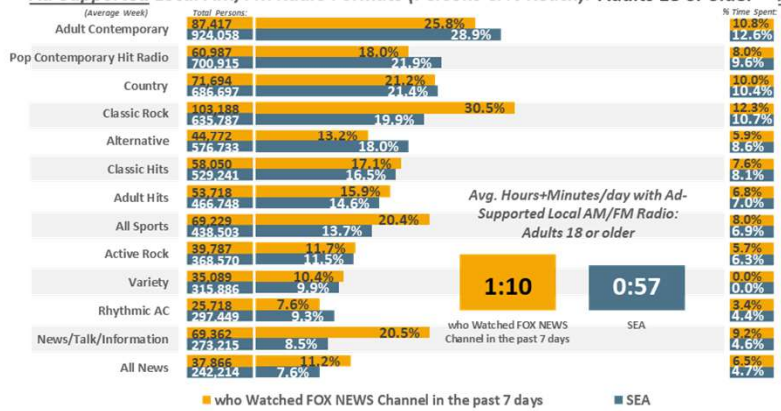
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



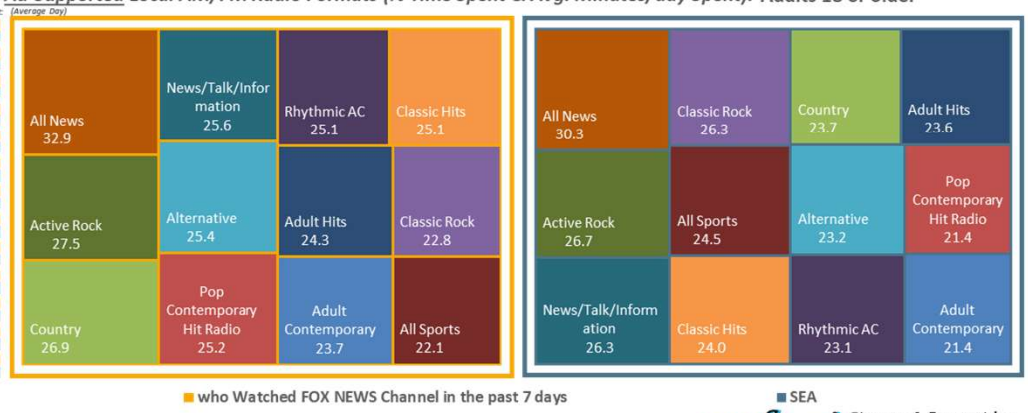
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Jul25 Qual Intab 414

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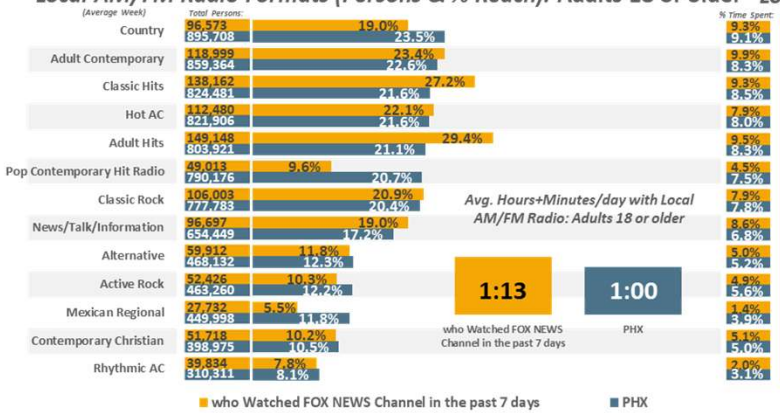
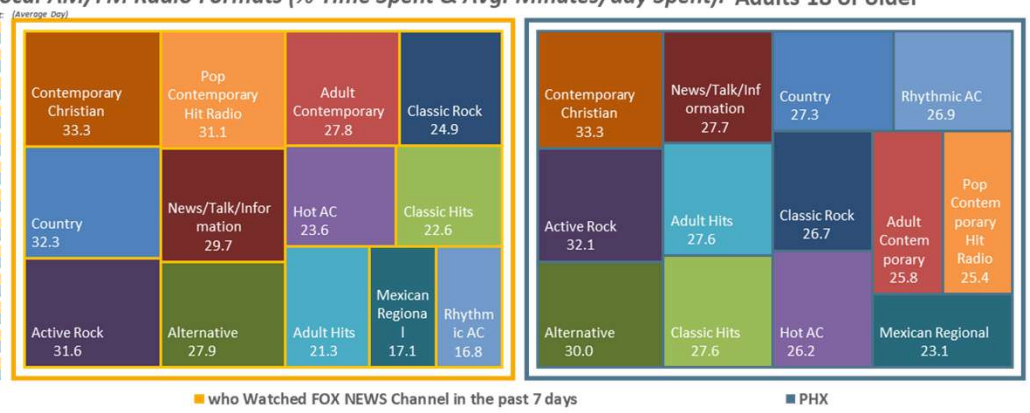
Cable networks watched past 7 days: FOX News Channel

479,934 or 87.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Adult Contemporary, Hot AC, and Classic Rock.

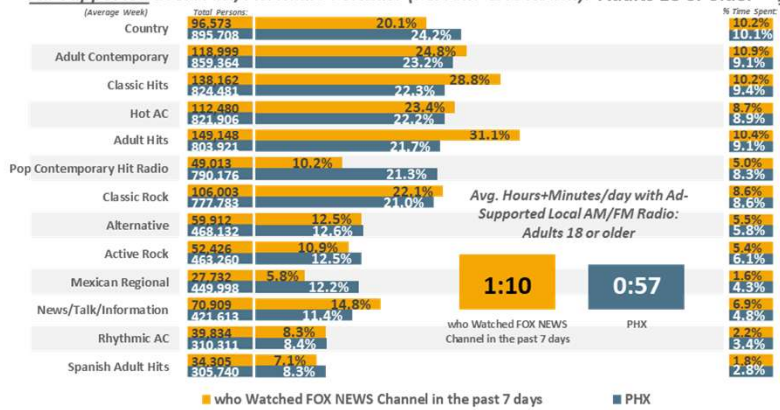
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



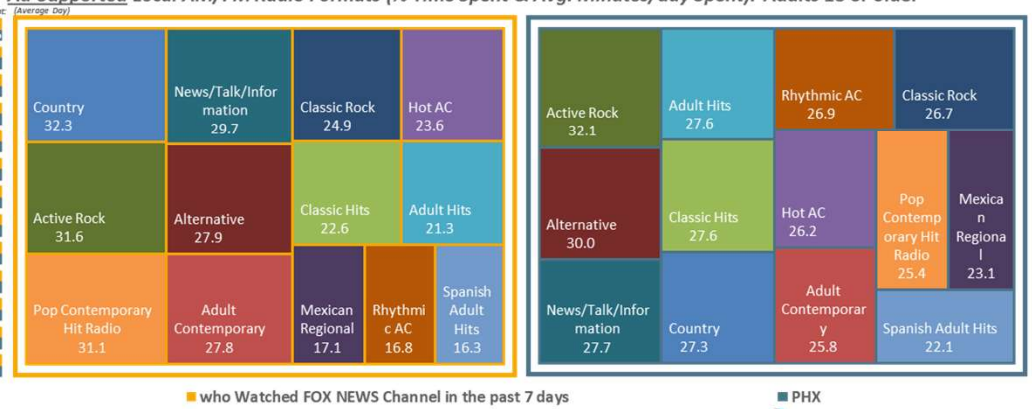
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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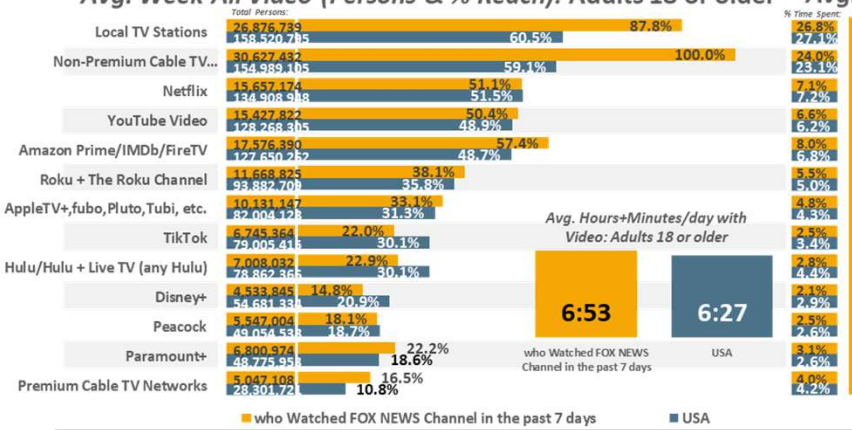
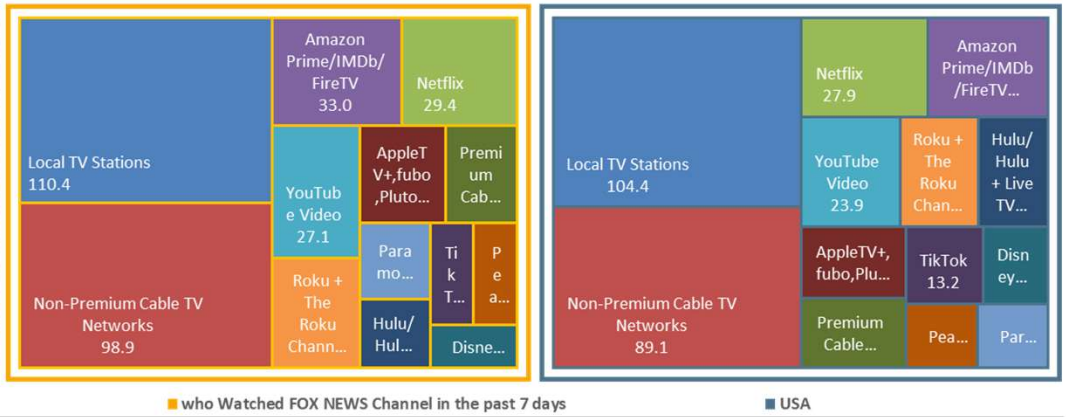
Cable networks watched past 7 days: FOX News Channel

26,351,128 or 86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

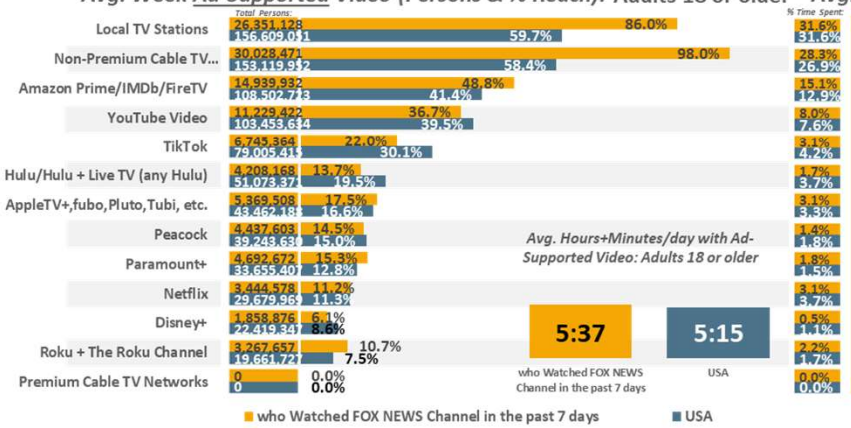
Avg. Week All Video (Persons & % Reach): Adults 18 or older



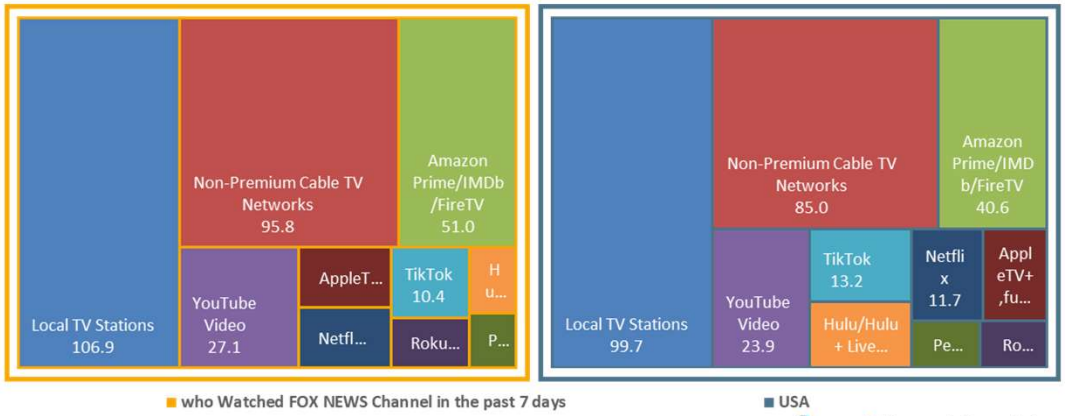
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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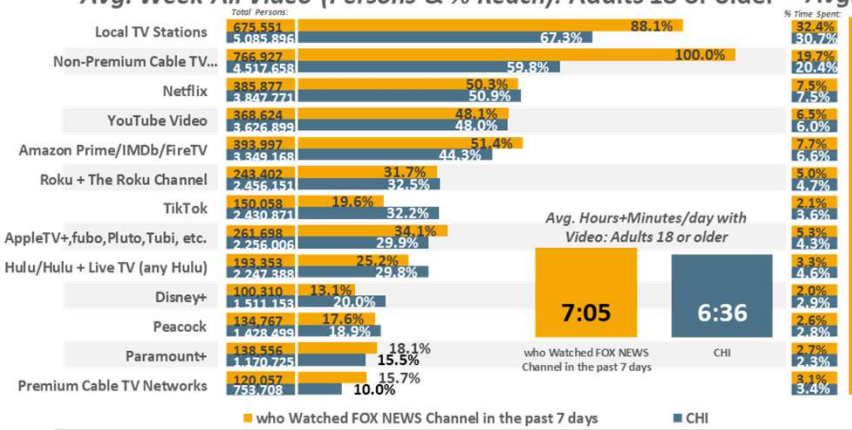
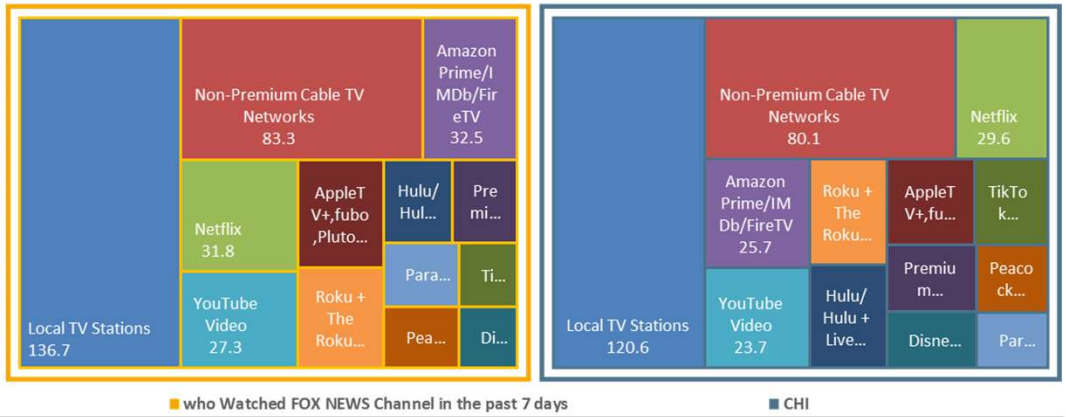
Cable networks watched past 7 days: FOX News Channel

661,118 or 86.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 132.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

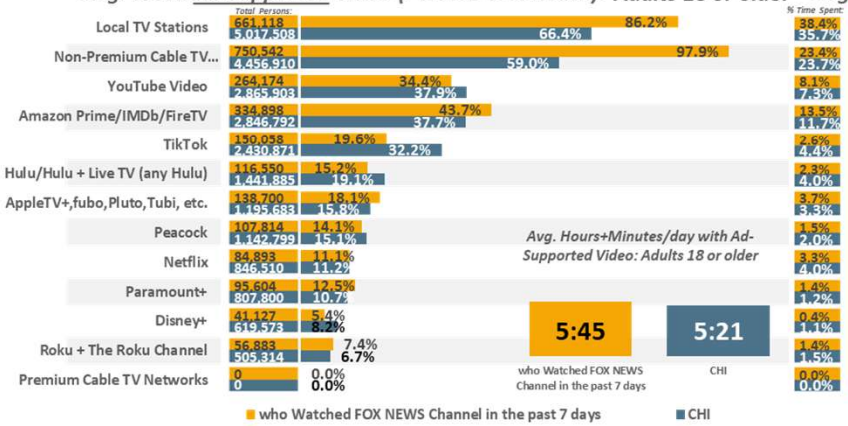
Avg. Week All Video (Persons & % Reach): Adults 18 or older



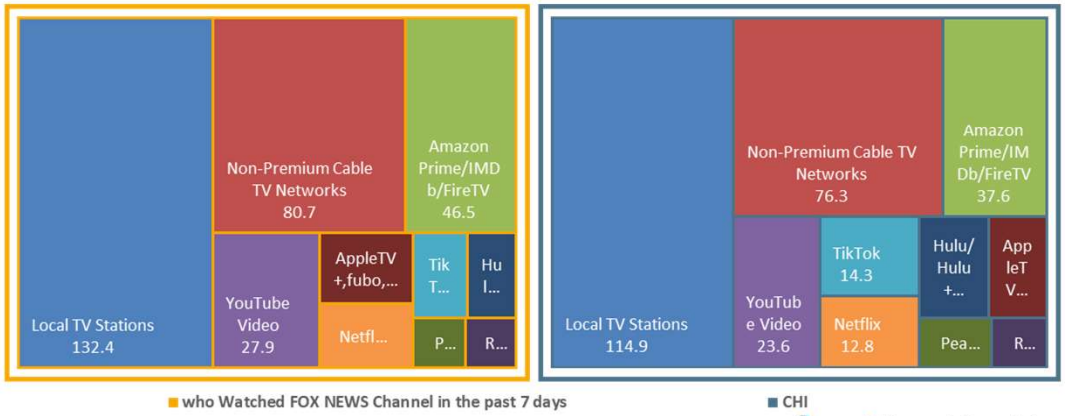
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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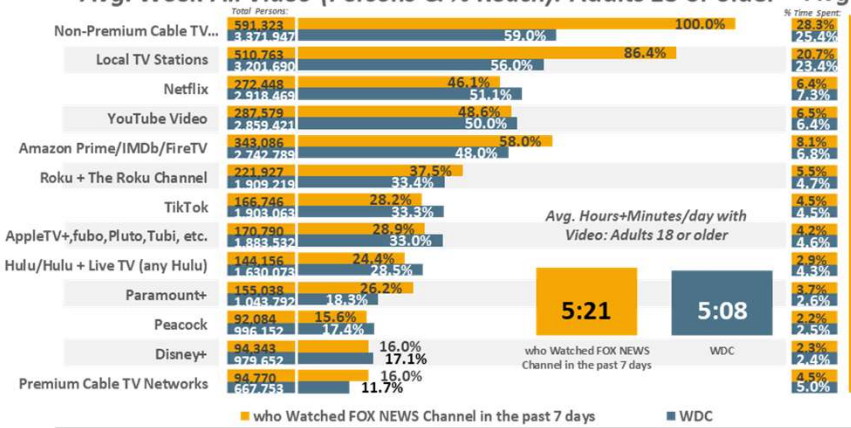
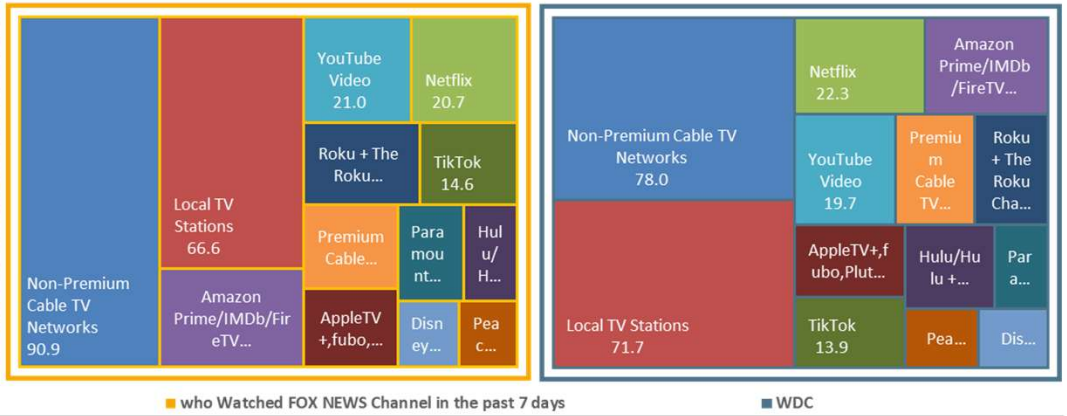
Cable networks watched past 7 days: FOX News Channel

498,964 or 84.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.

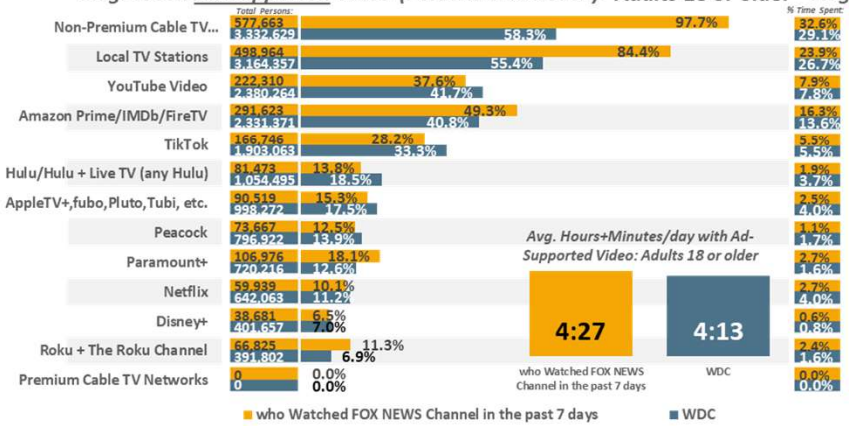
Avg. Week All Video (Persons & % Reach): Adults 18 or older



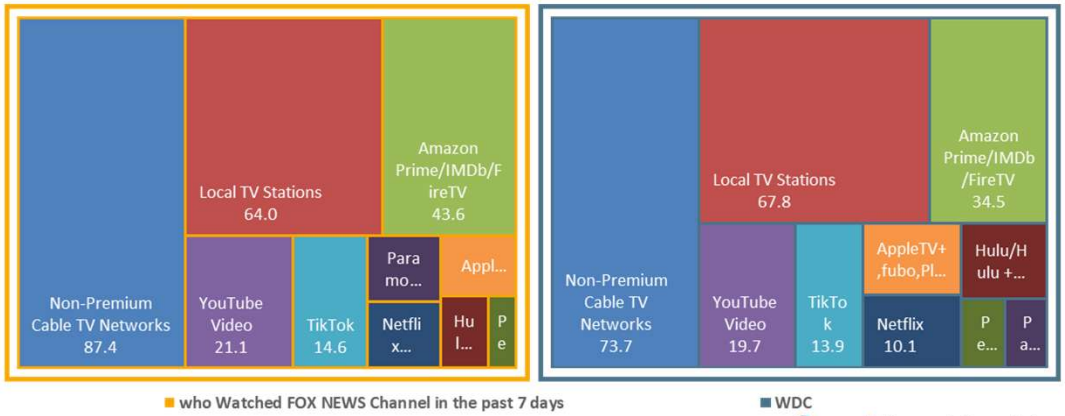
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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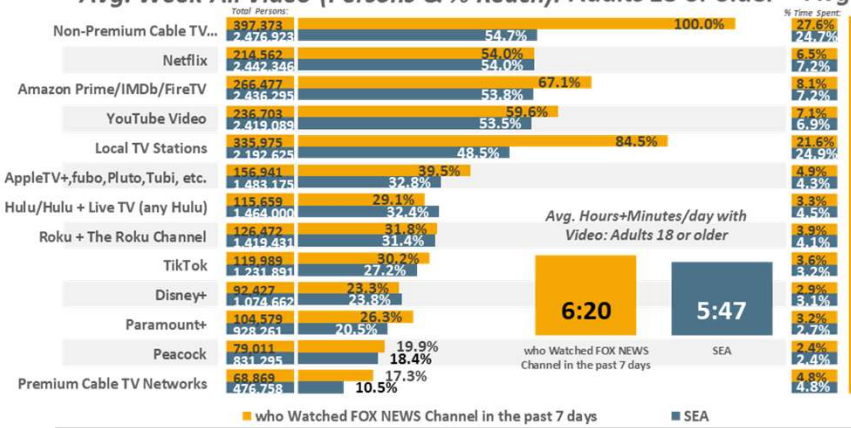
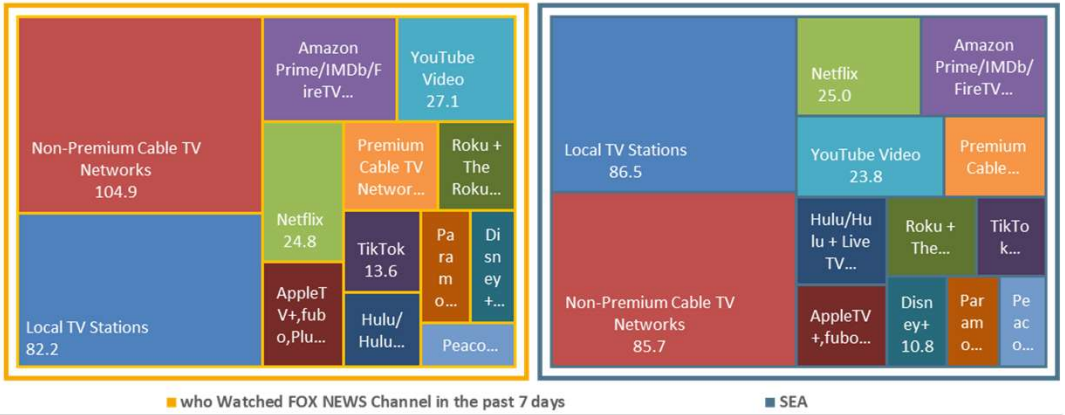
Cable networks watched past 7 days: FOX News Channel

330,325 or 83.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

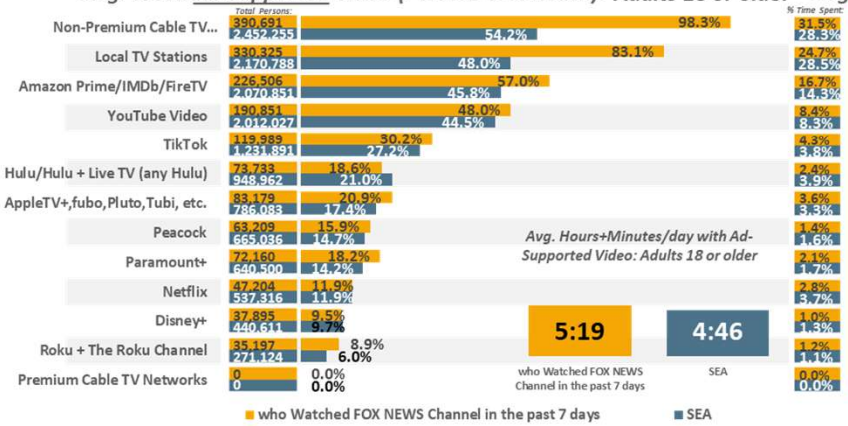
Avg. Week All Video (Persons & % Reach): Adults 18 or older



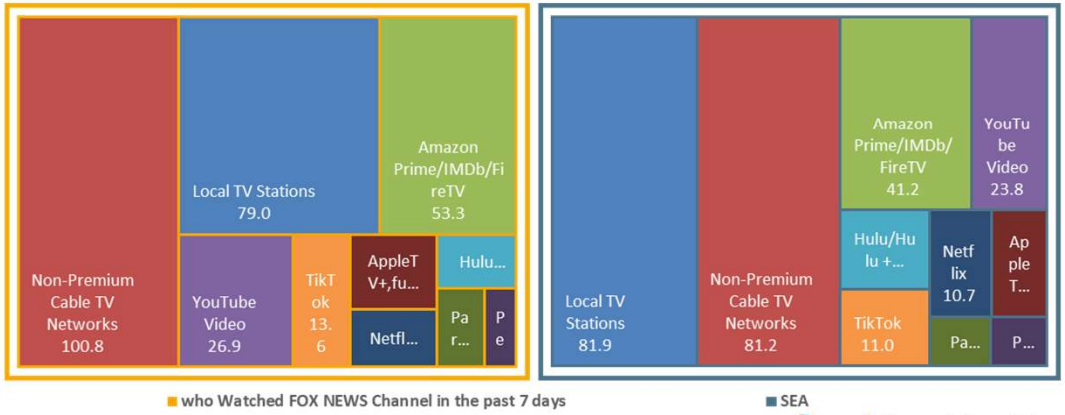
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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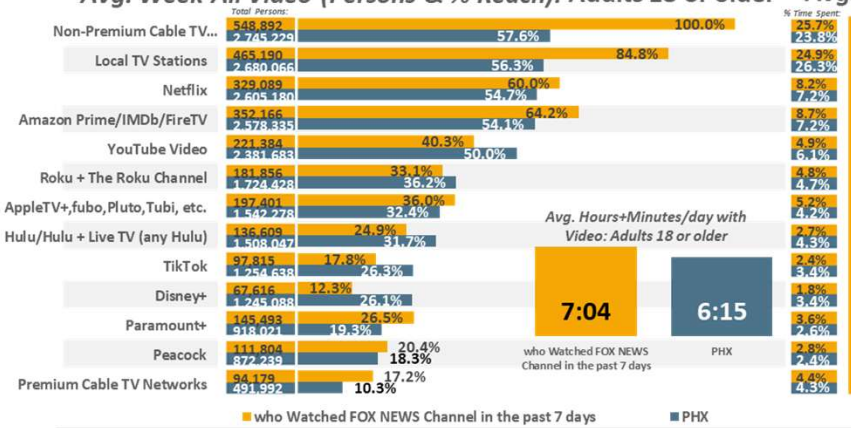
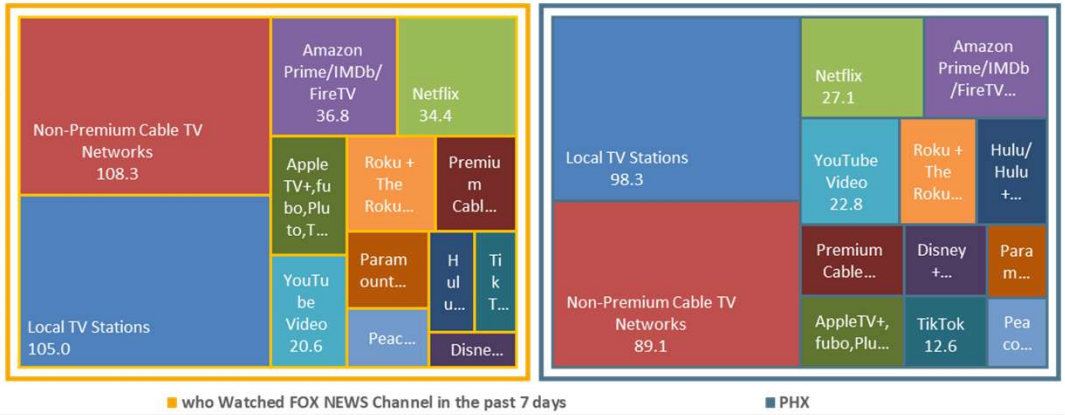
Cable networks watched past 7 days: FOX News Channel

456,264 or 83.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

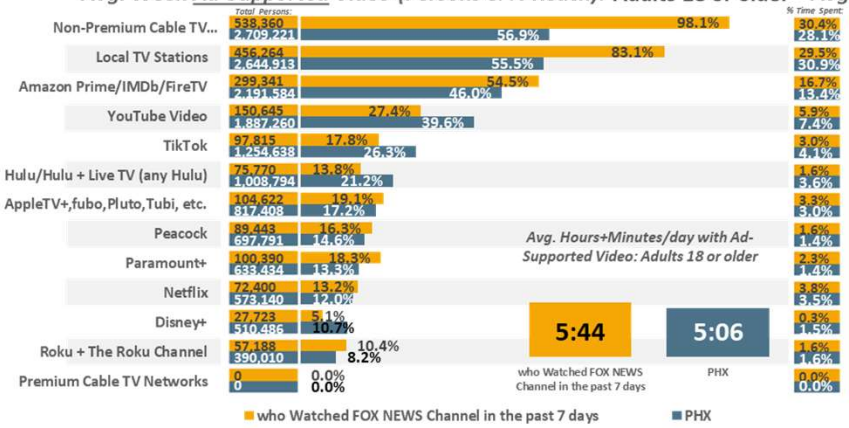
Avg. Week All Video (Persons & % Reach): Adults 18 or older



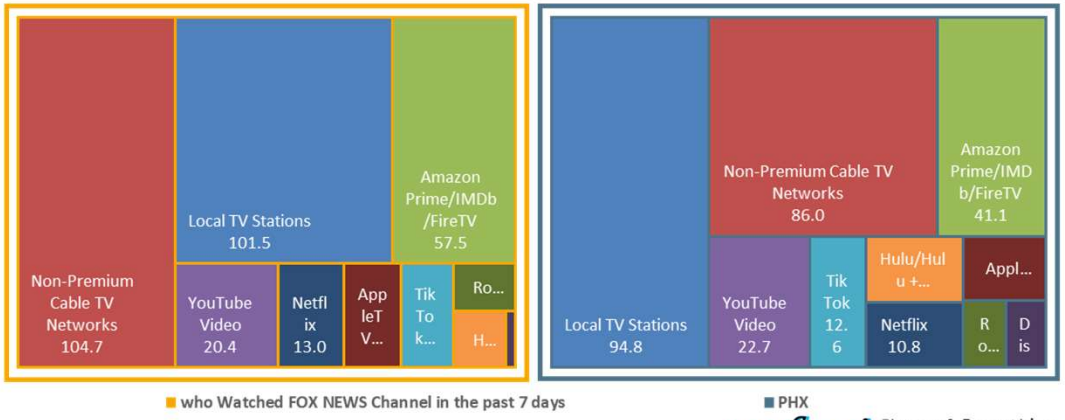
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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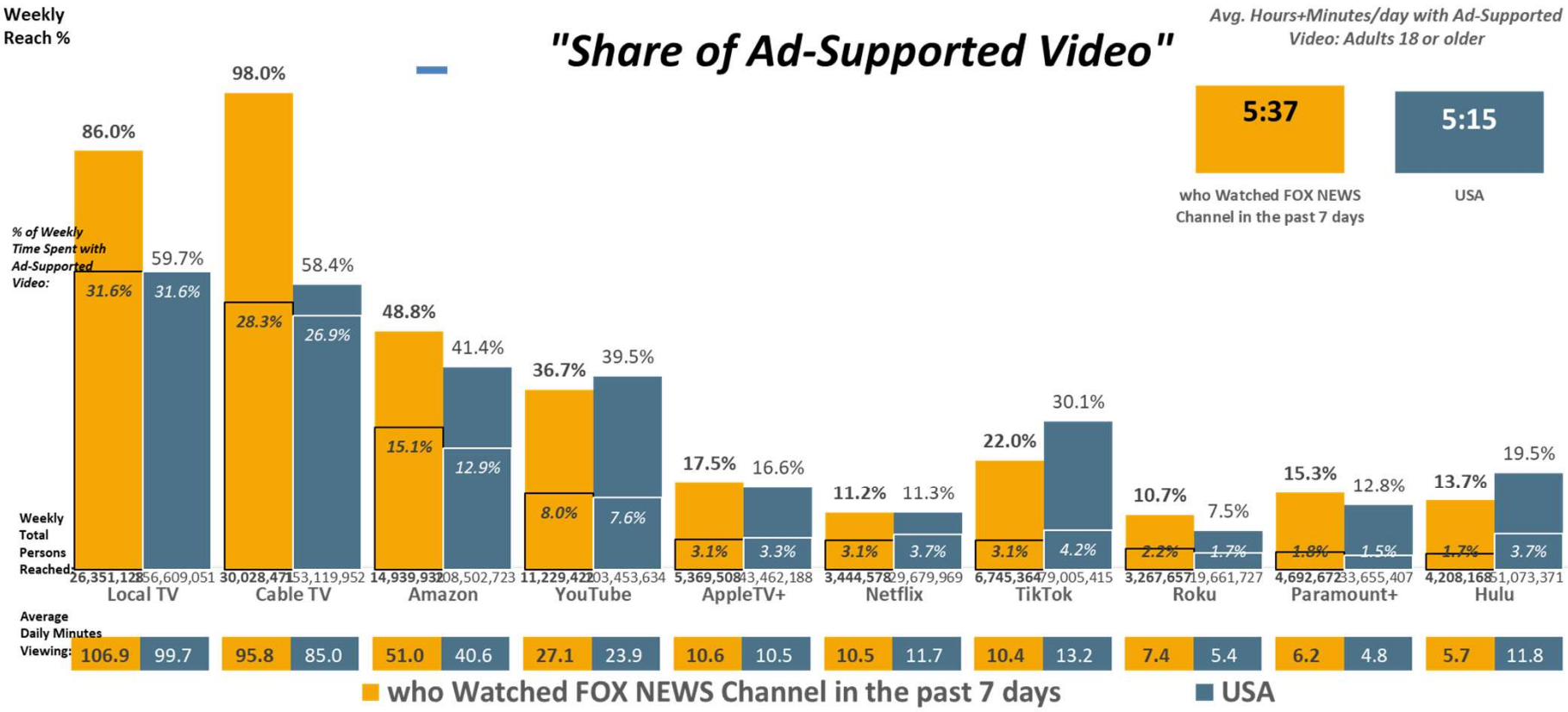
Cable networks watched past 7 days: FOX News Channel

26,351,128 or 86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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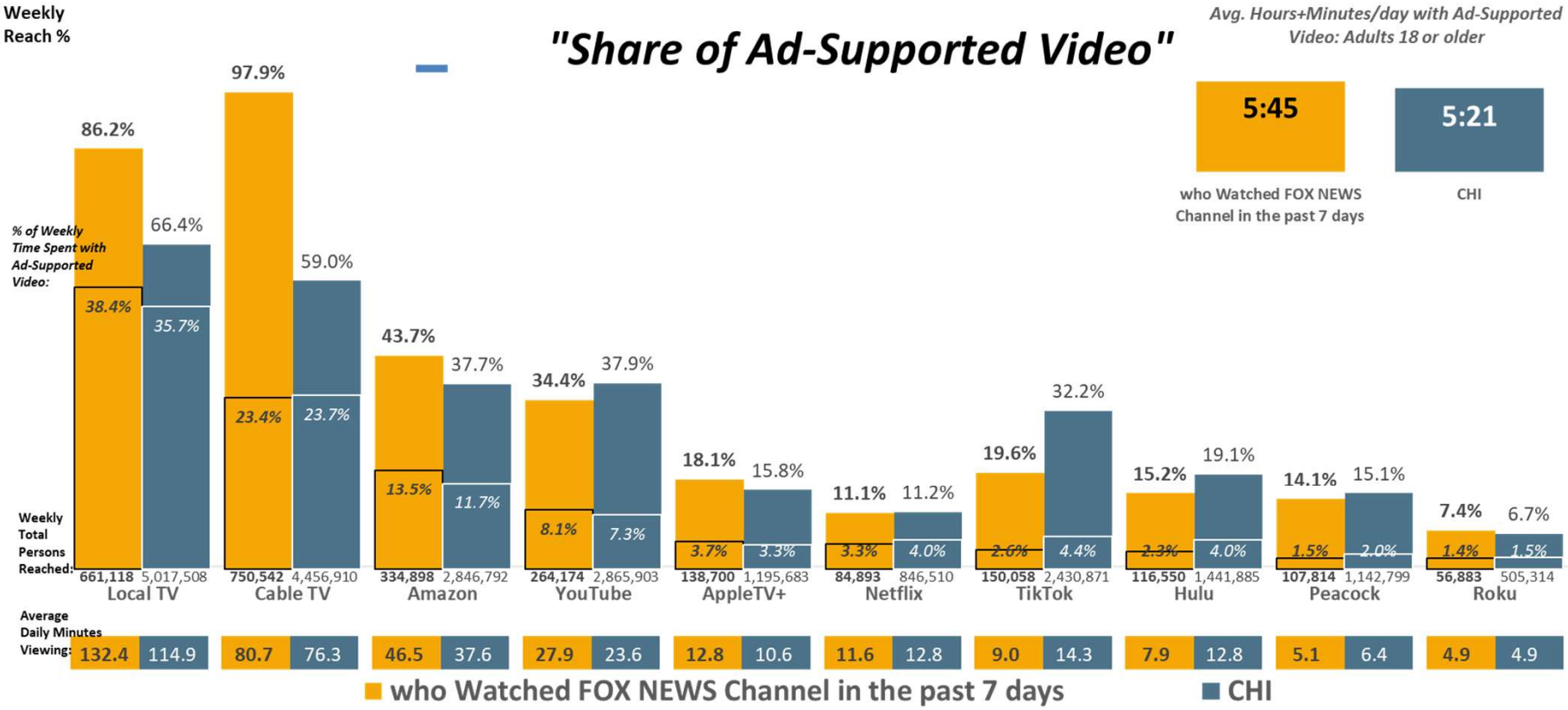
Cable networks watched past 7 days: FOX News Channel

661,118 or 86.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 132.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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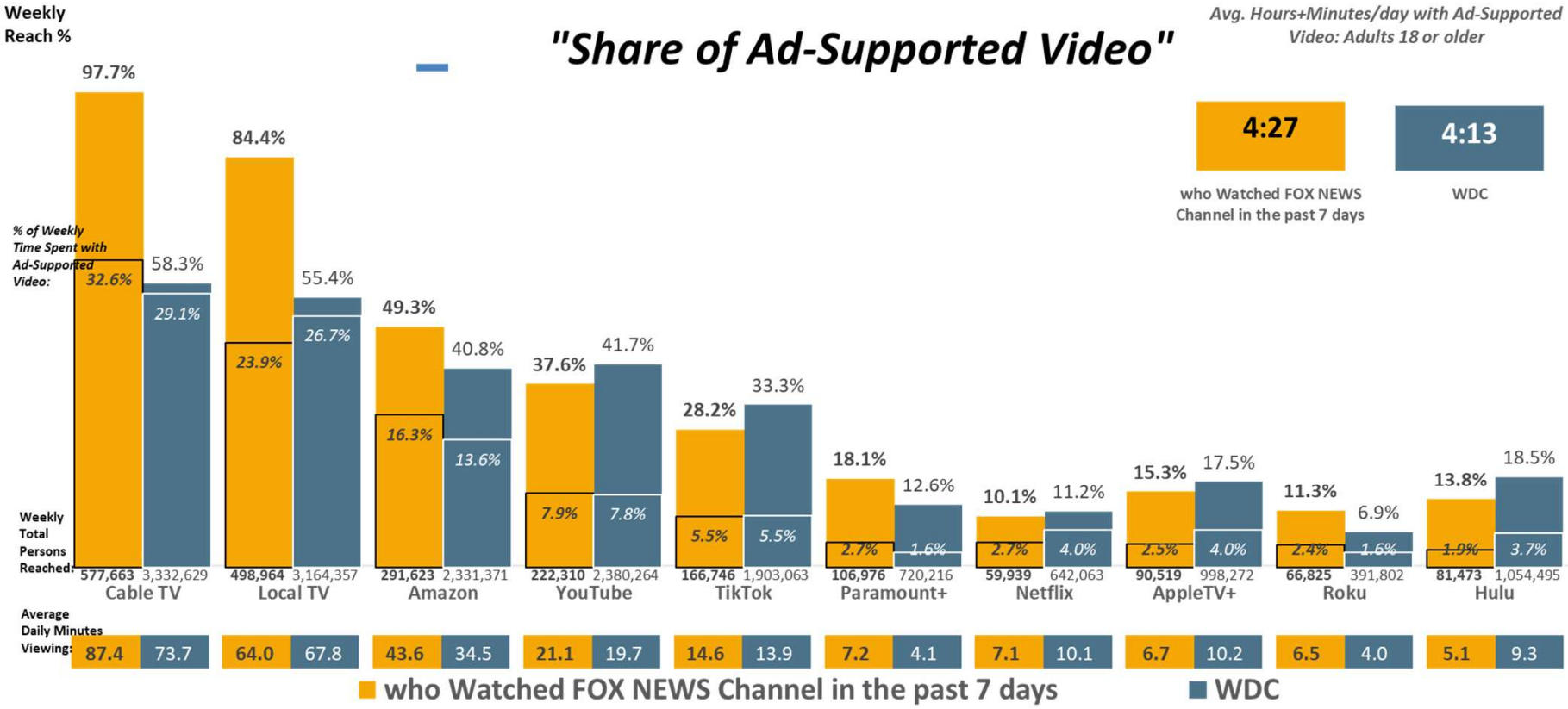
Cable networks watched past 7 days: FOX News Channel

498,964 or 84.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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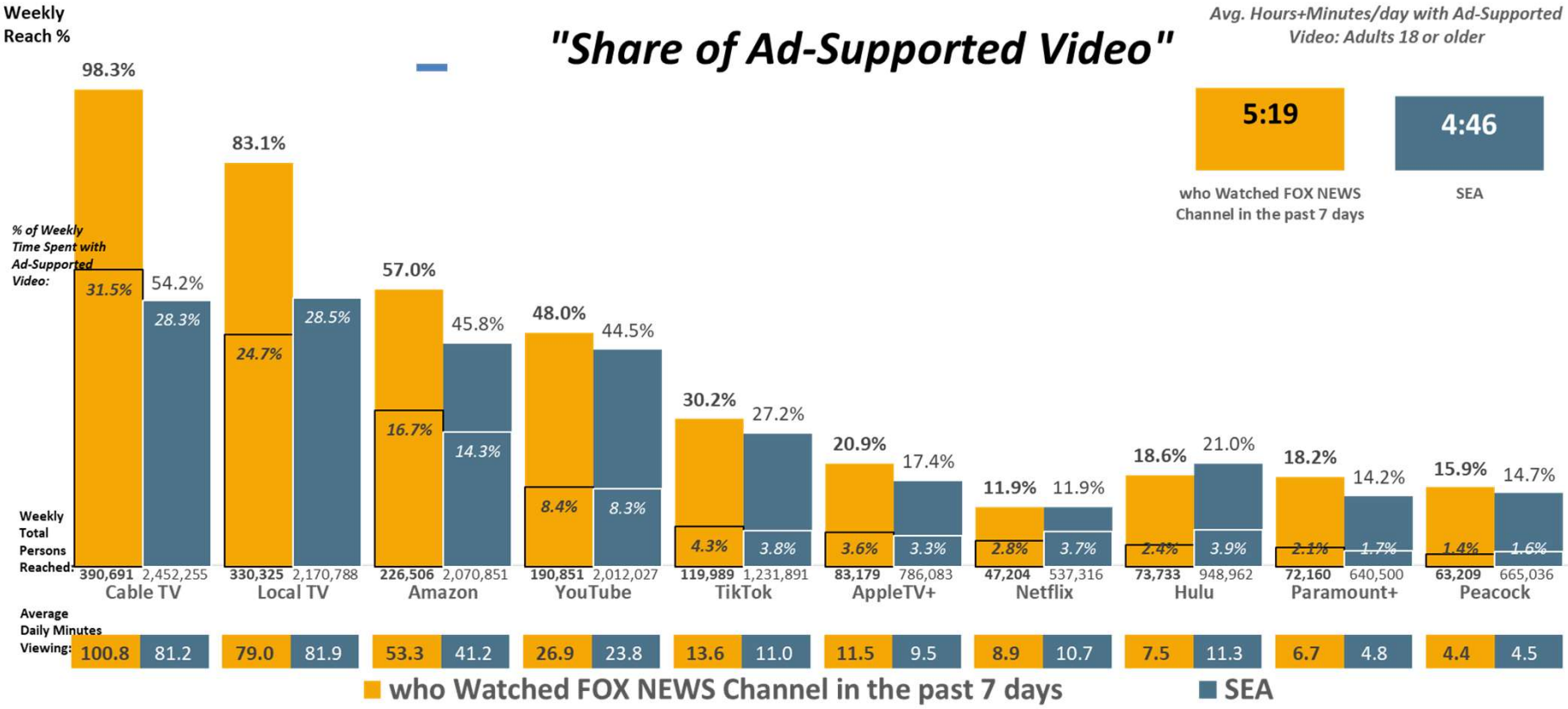
Cable networks watched past 7 days: FOX News Channel

330,325 or 83.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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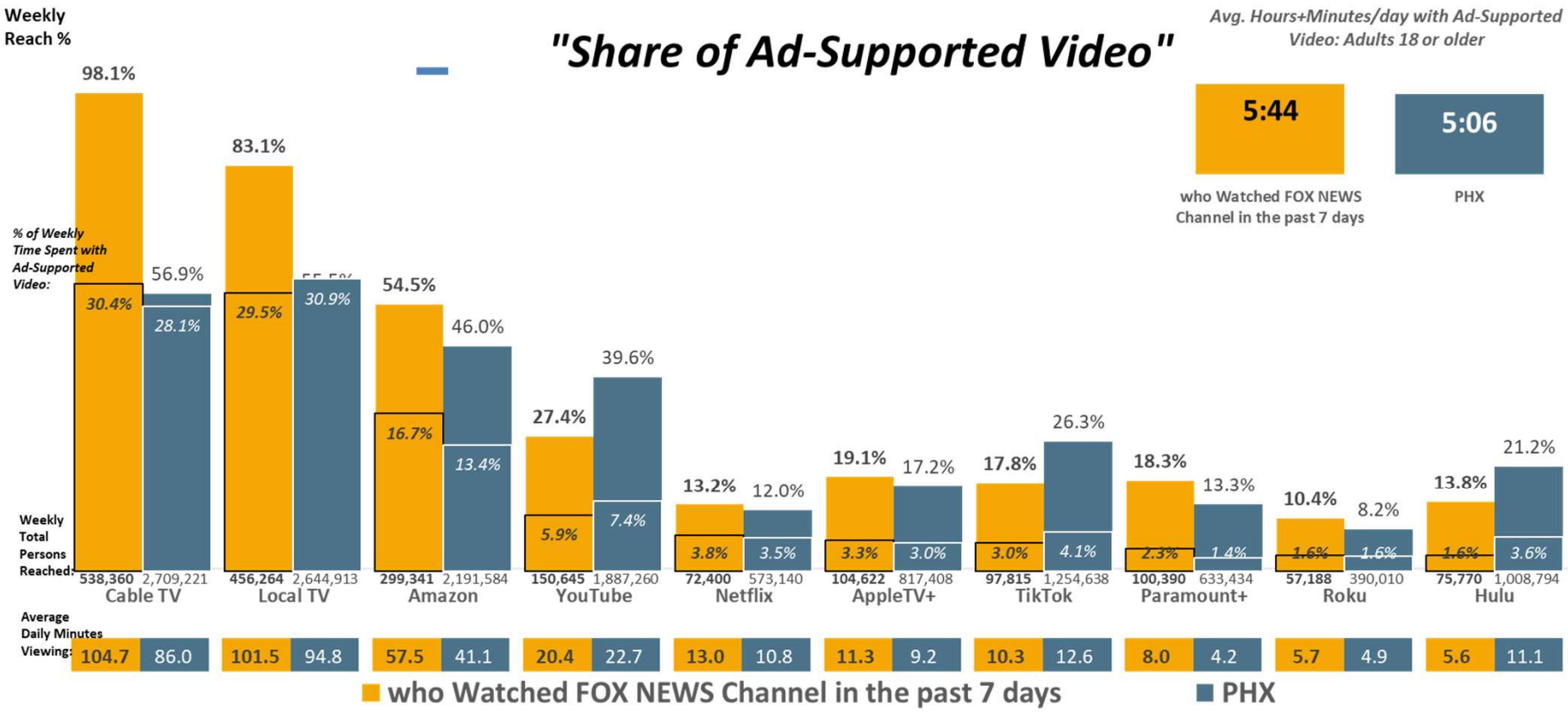
Cable networks watched past 7 days: FOX News Channel

456,264 or 83.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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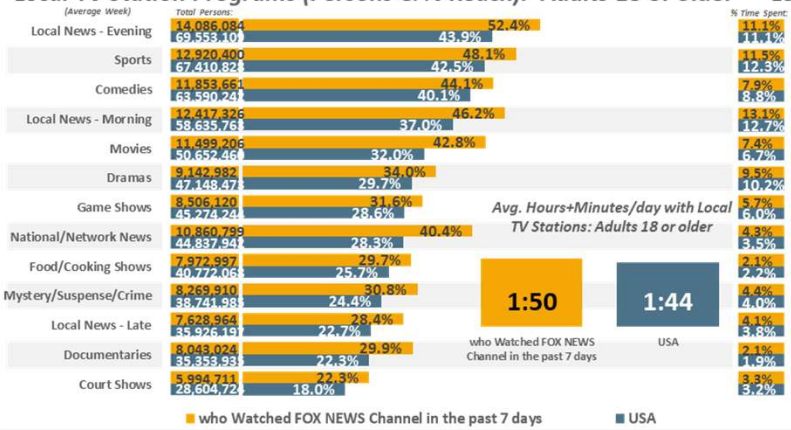
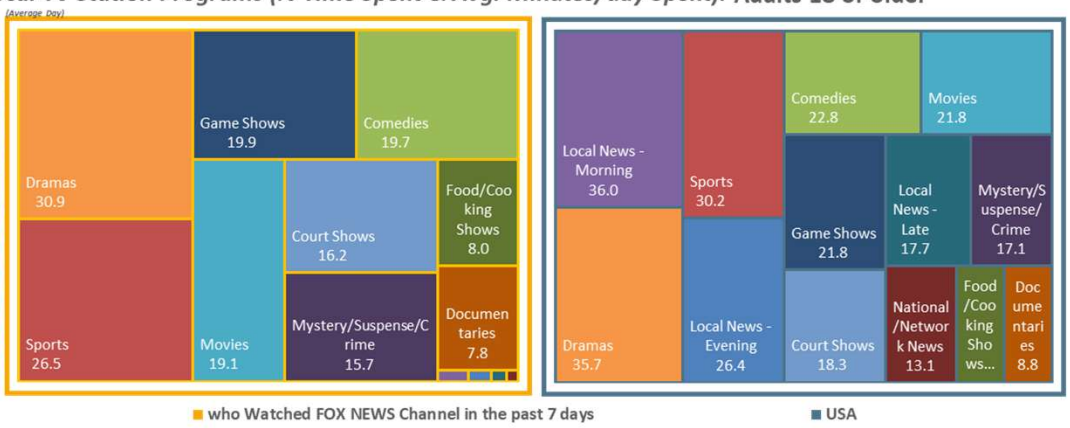
Cable networks watched past 7 days: FOX News Channel

26,351,128 or 86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and National/Network News.

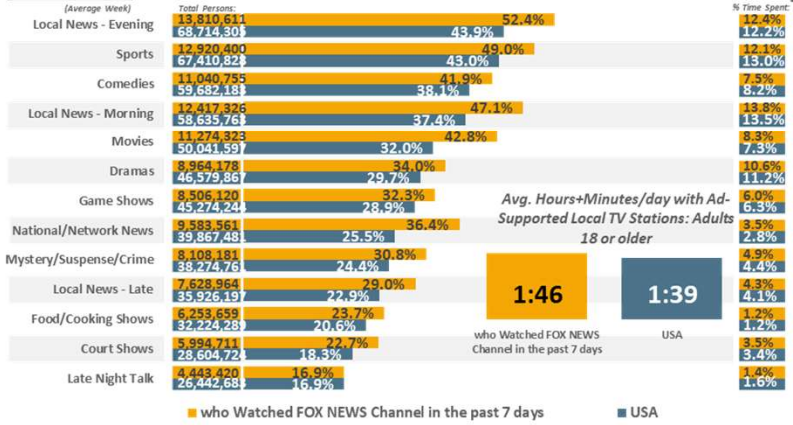
Local TV Station Programs (Persons & % Reach): Adults 18 or older



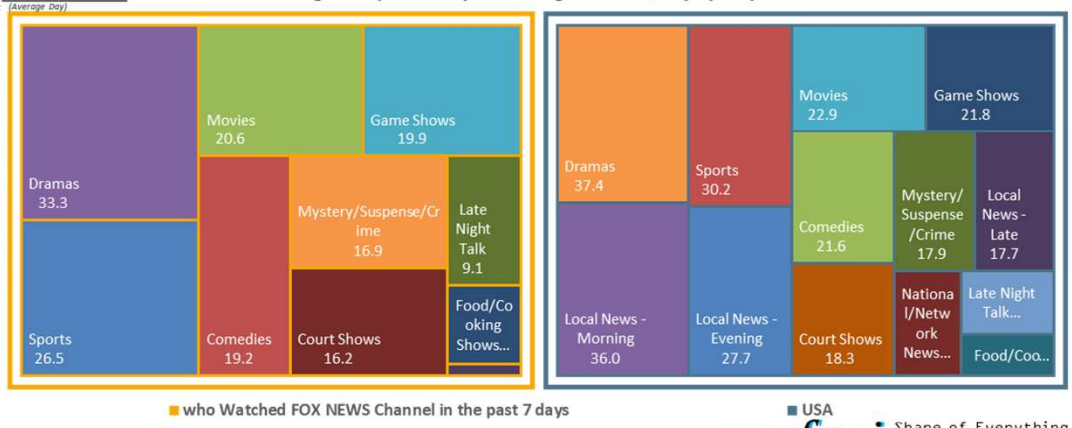
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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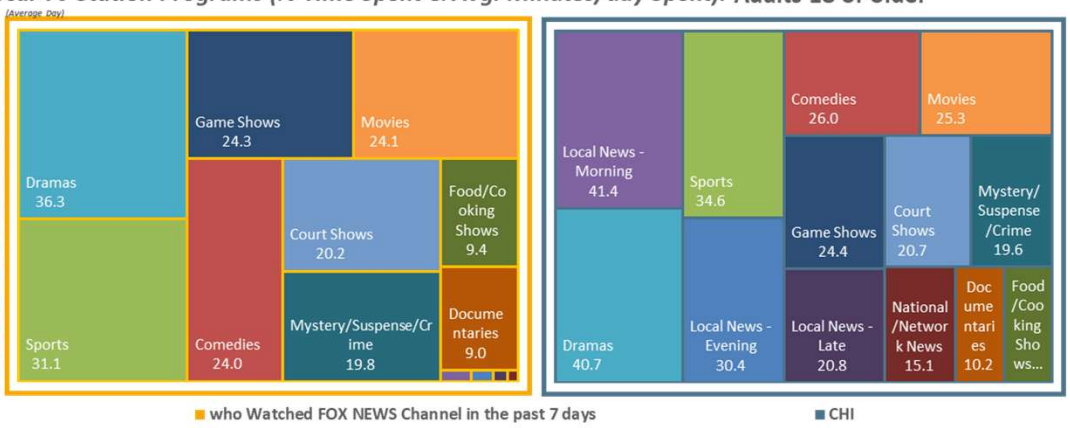
Cable networks watched past 7 days: FOX News Channel

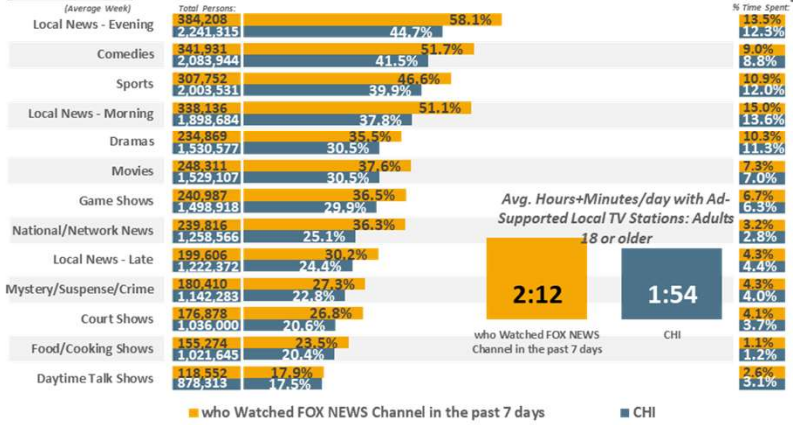
661,118 or 86.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

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

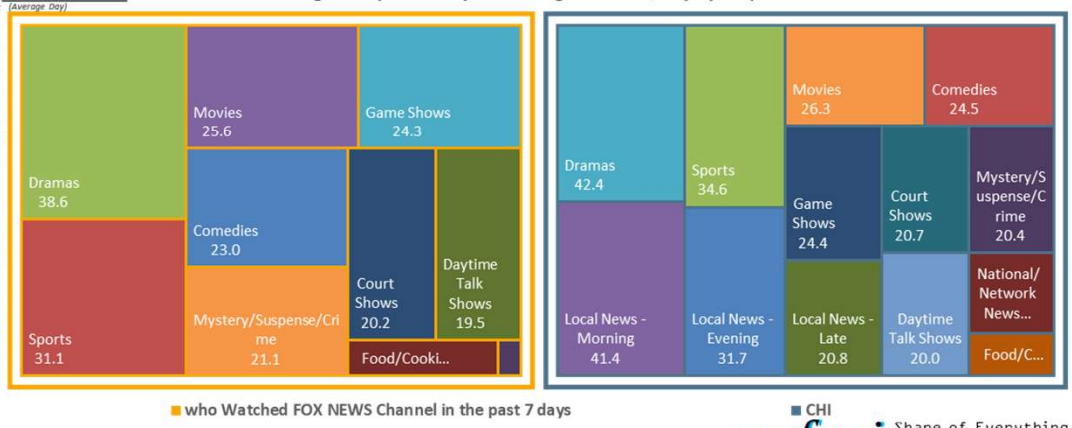
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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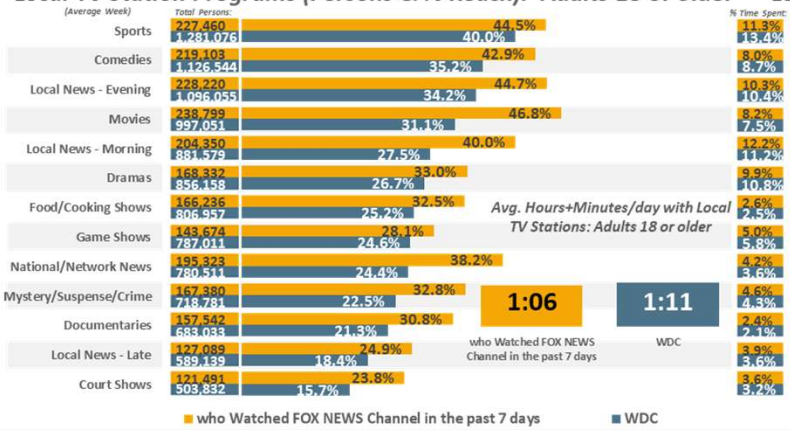
Cable networks watched past 7 days: FOX News Channel

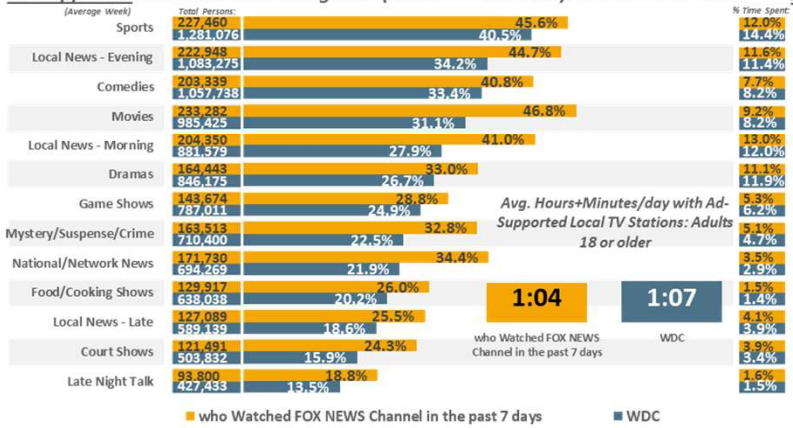
498,964 or 84.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and National/Network News.

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

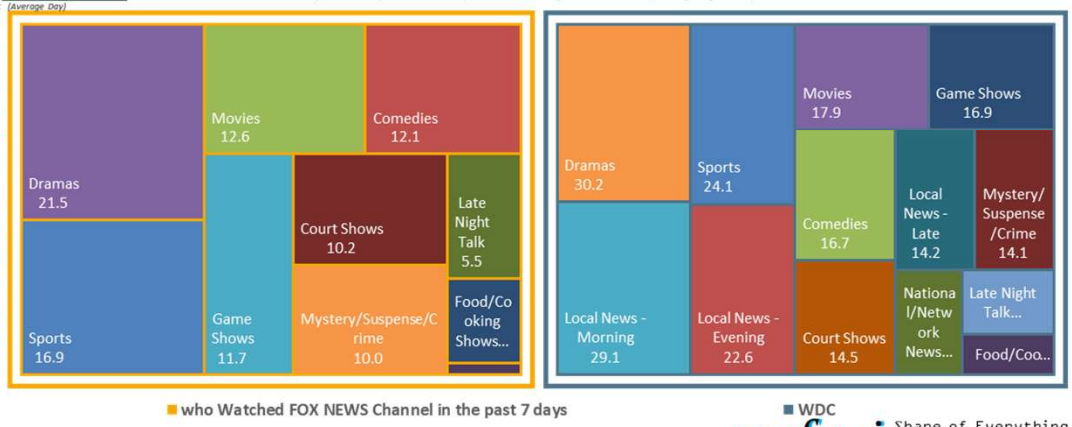


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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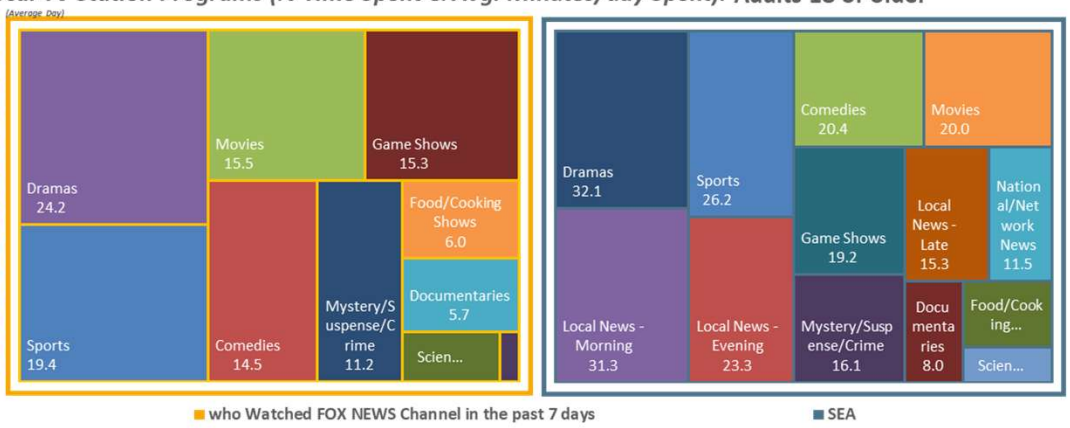
Cable networks watched past 7 days: FOX News Channel

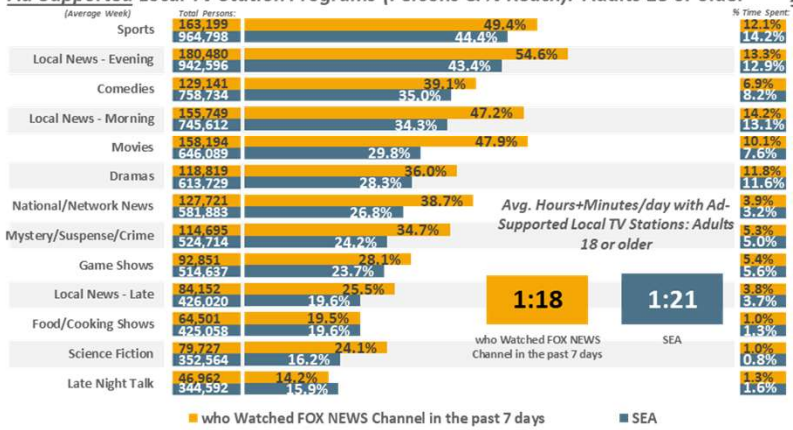
330,325 or 83.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and National/Network News.

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

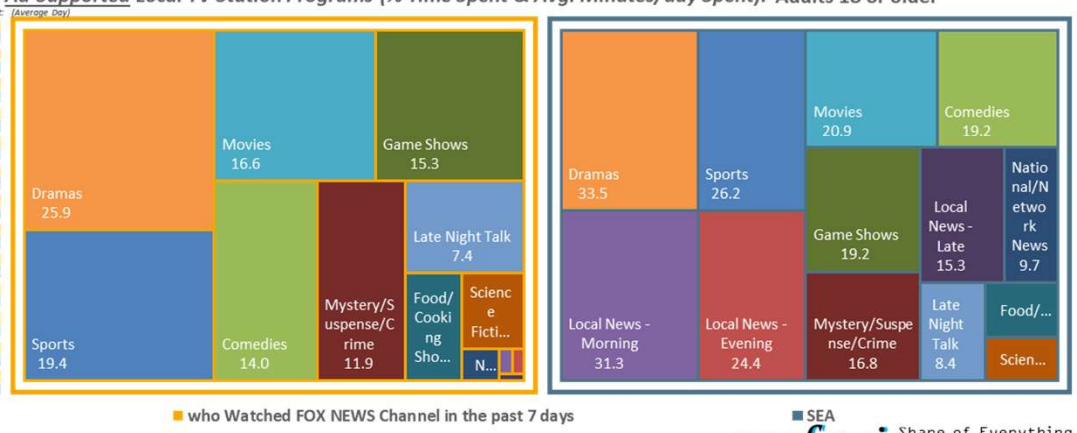
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Jul25 Qual Intab 414

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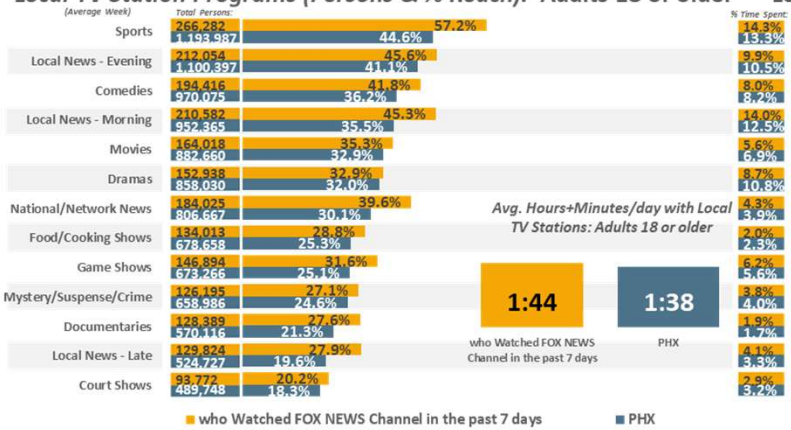
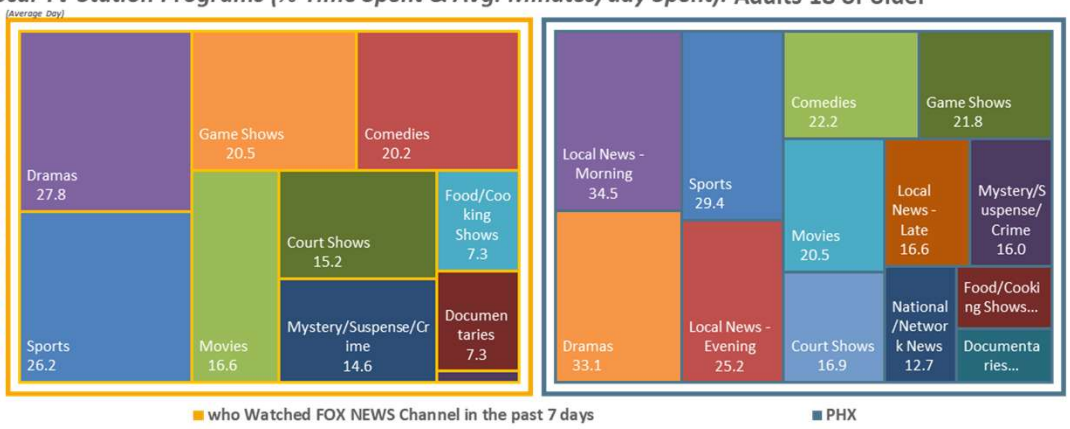
456,264 or 83.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, National/Network News, and Movies.

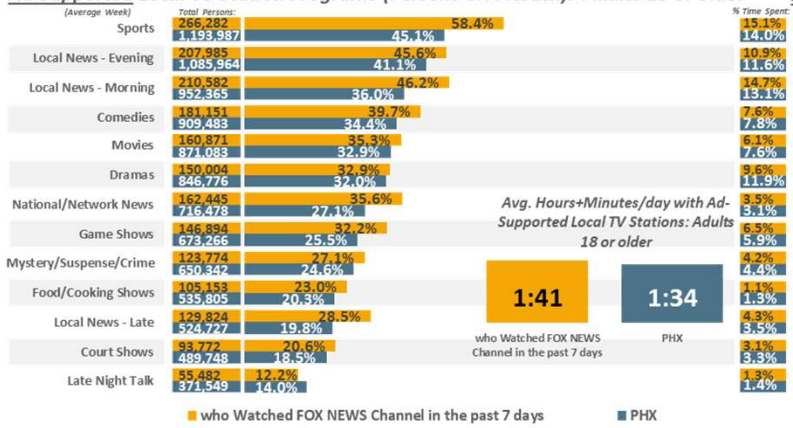
Local TV Station Programs (Persons & % Reach): Adults 18 or older



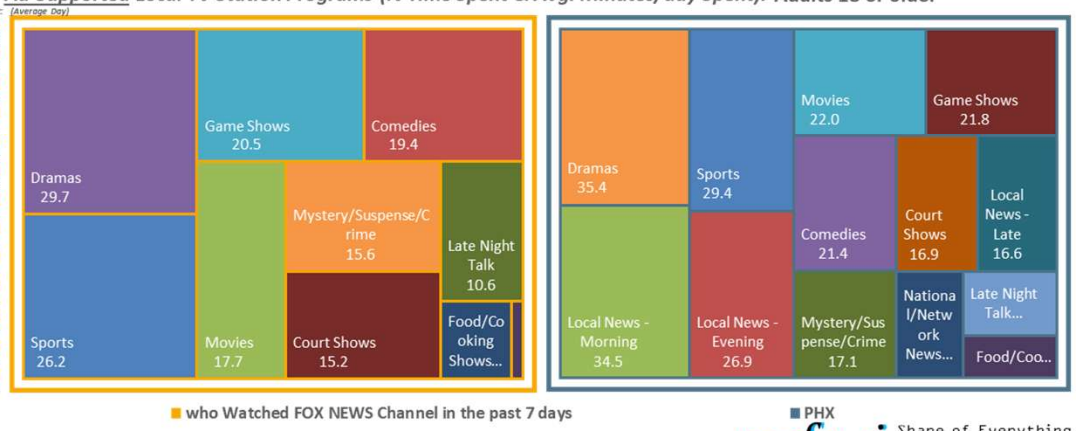
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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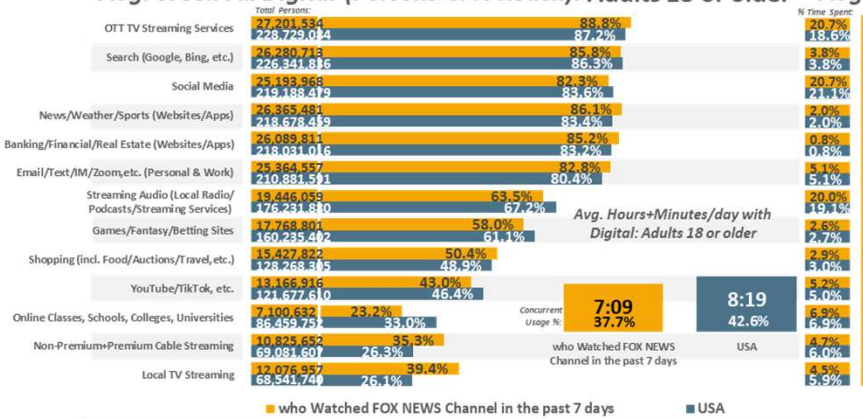
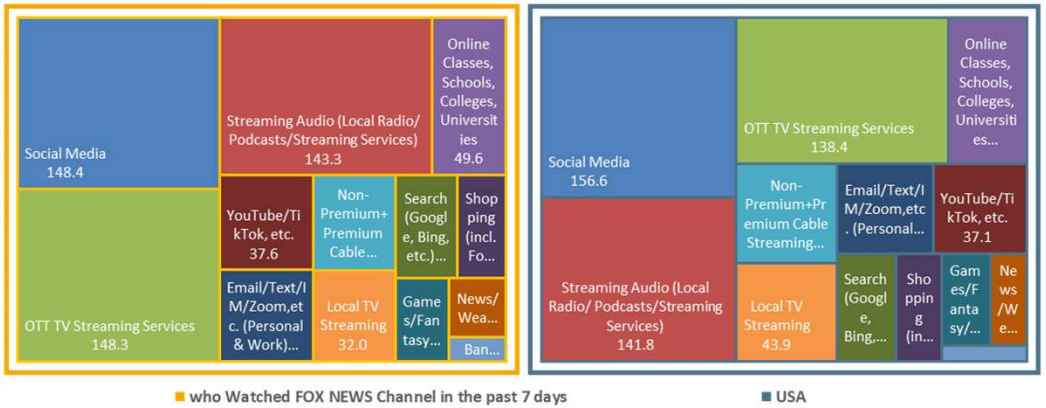
Cable networks watched past 7 days: FOX News Channel

22,227,009 or 72.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 131. minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

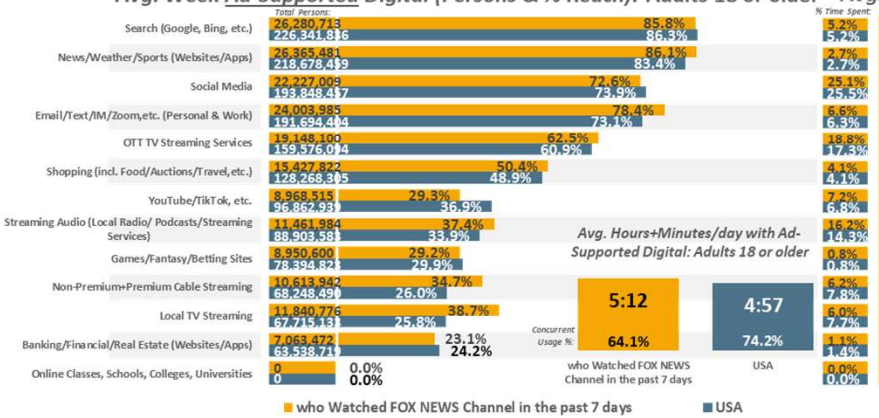
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



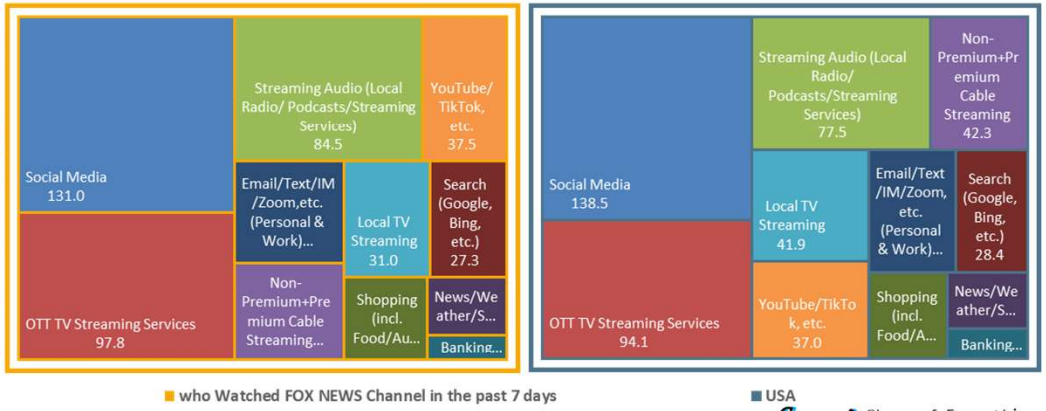
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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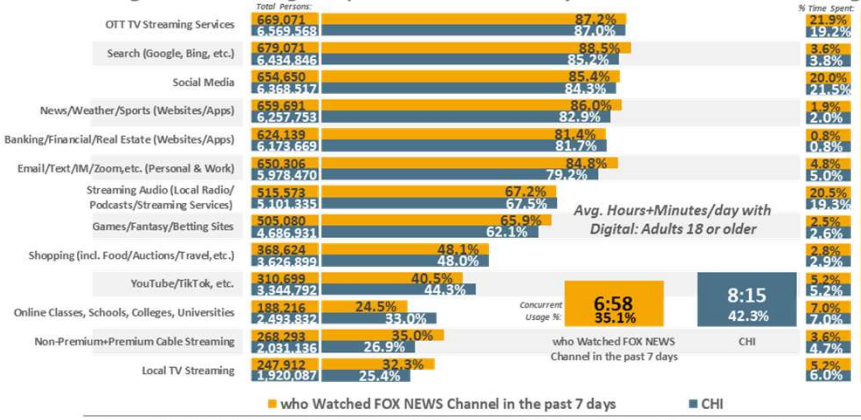
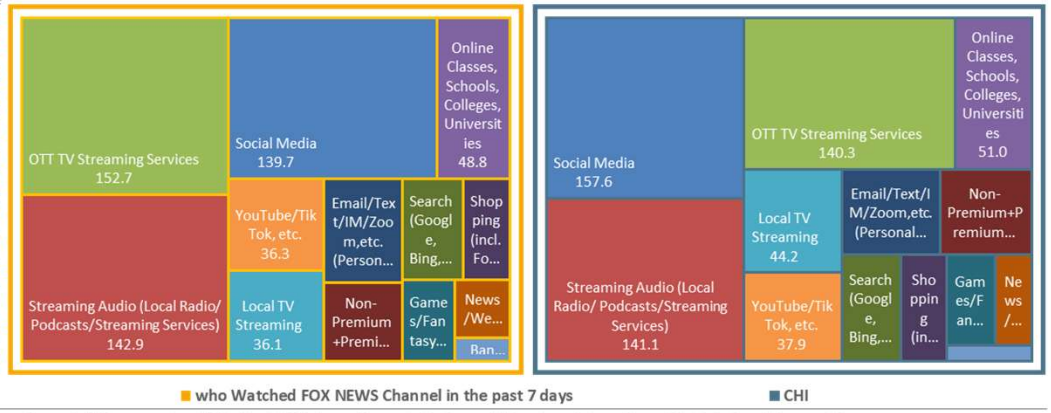
Cable networks watched past 7 days: FOX News Channel

582,115 or 75.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 124.3 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

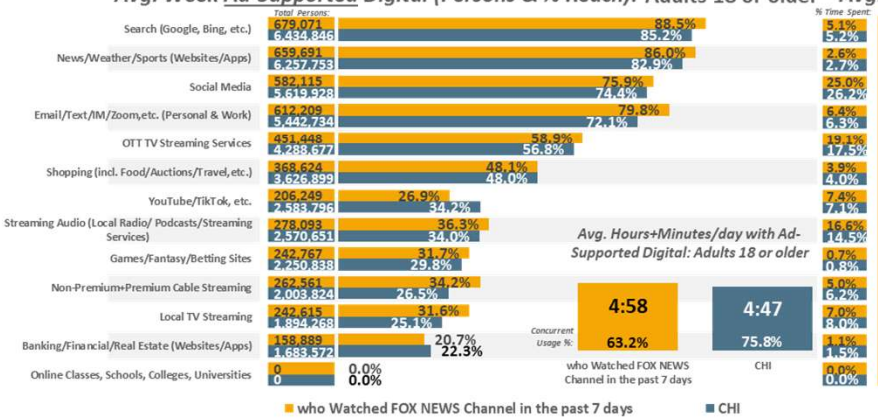
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



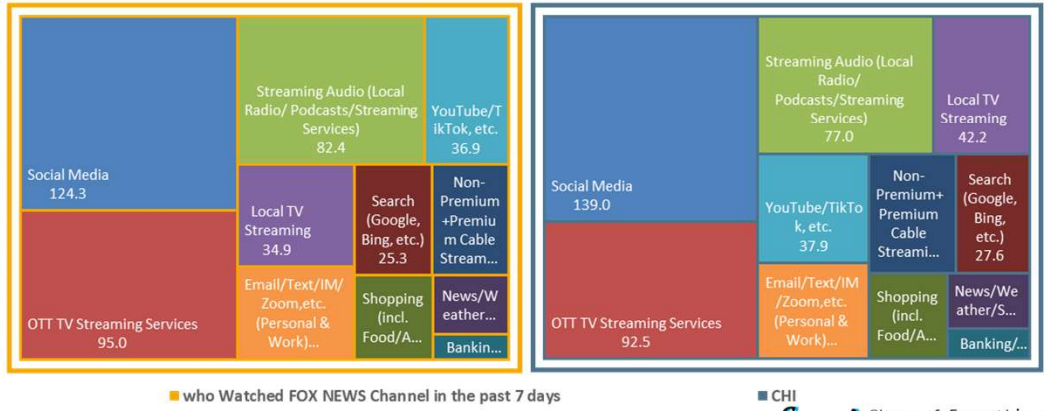
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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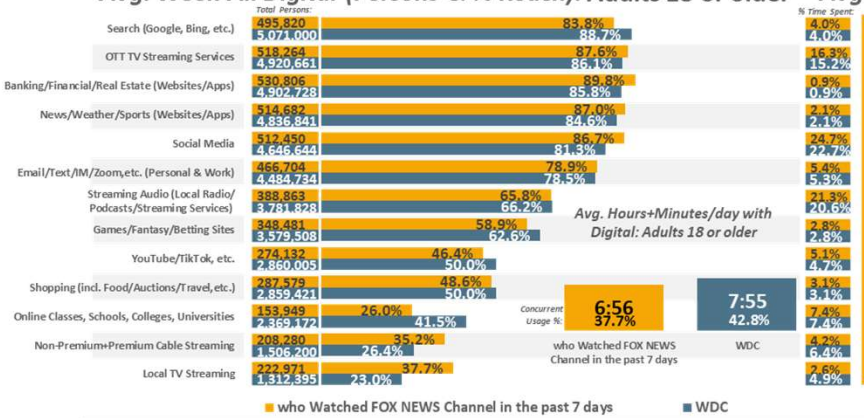
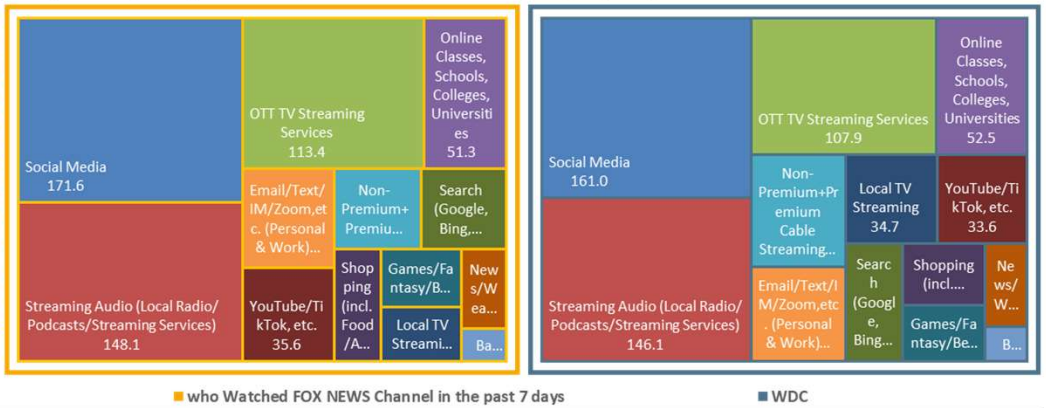
Cable networks watched past 7 days: FOX News Channel

437,305 or 74.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 146.4 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

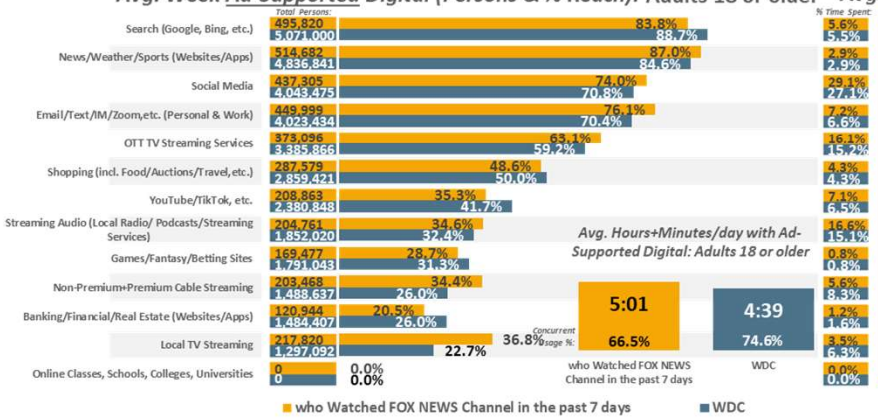
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



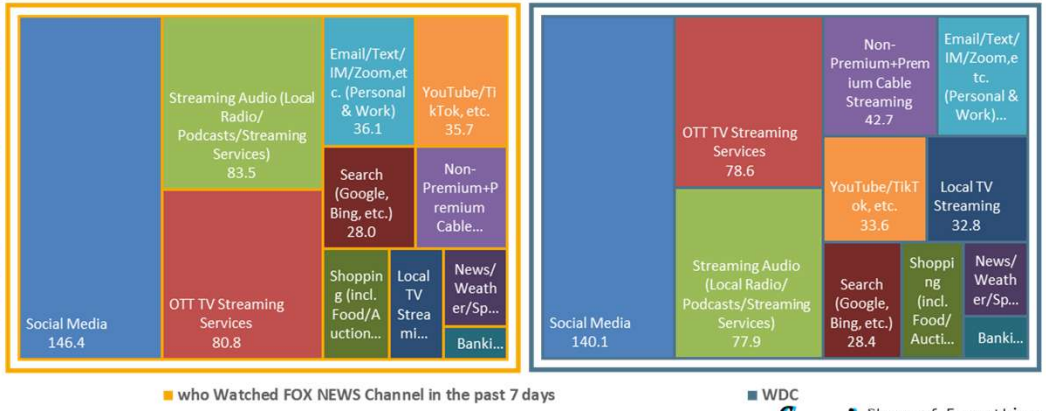
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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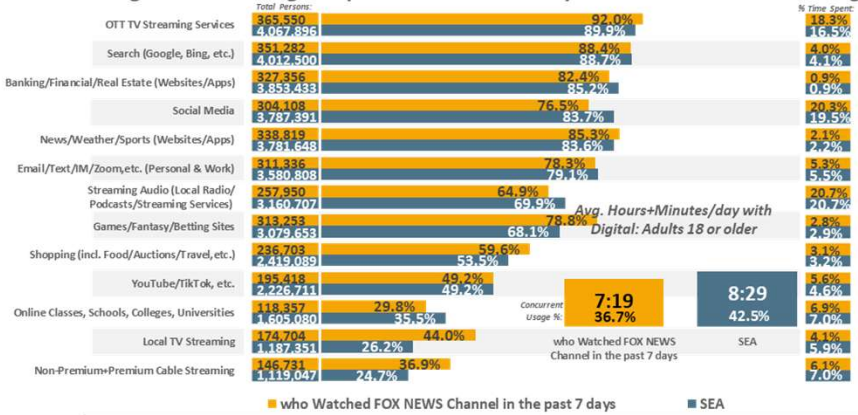
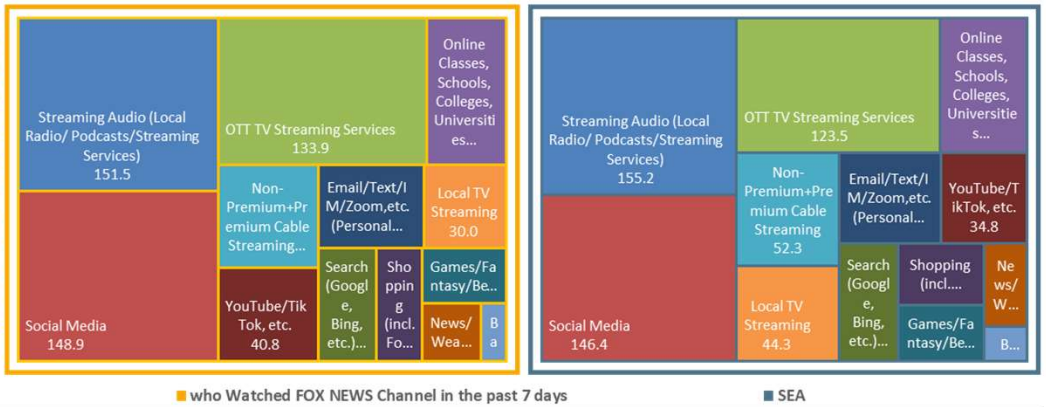
Cable networks watched past 7 days: FOX News Channel

259,500 or 65.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 127.1 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

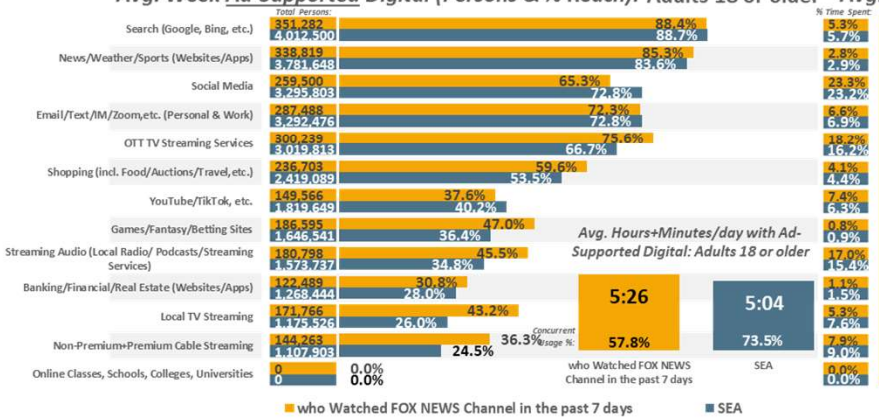
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



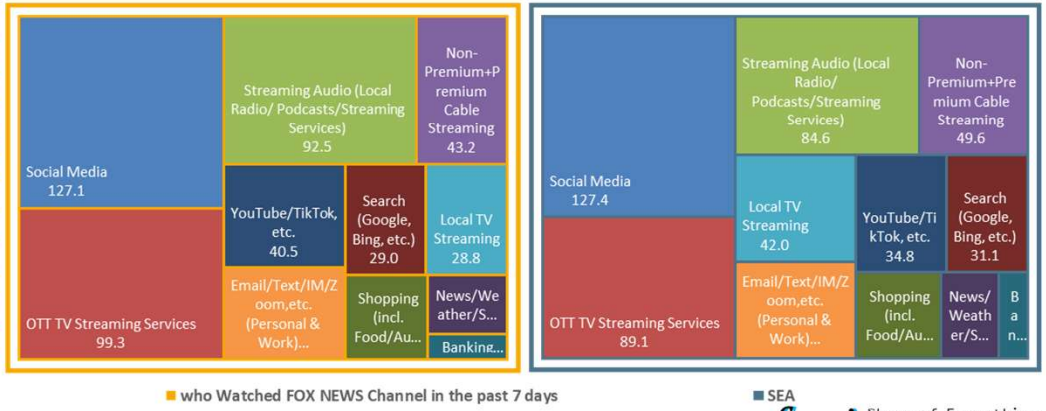
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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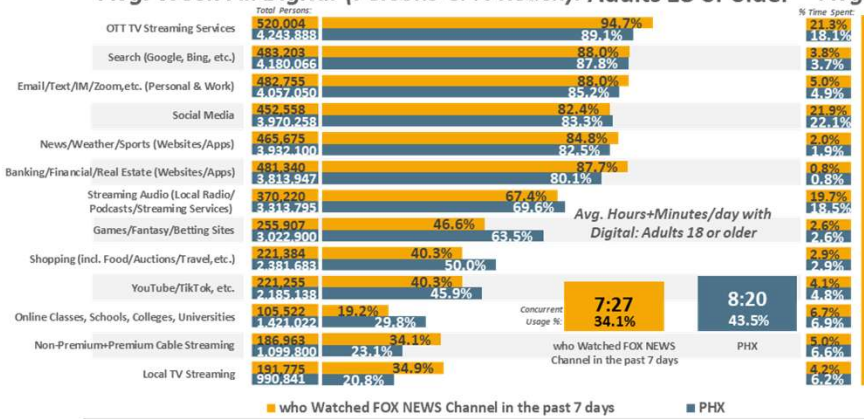
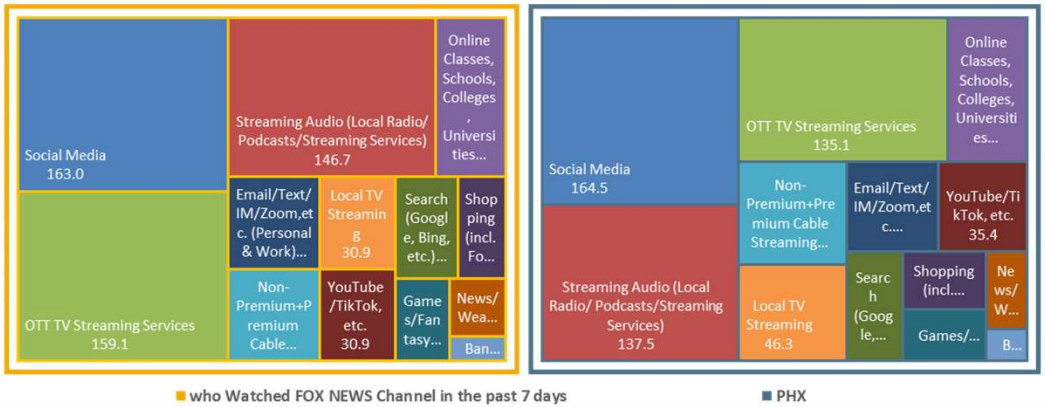
Cable networks watched past 7 days: FOX News Channel

424,947 or 77.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 153.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

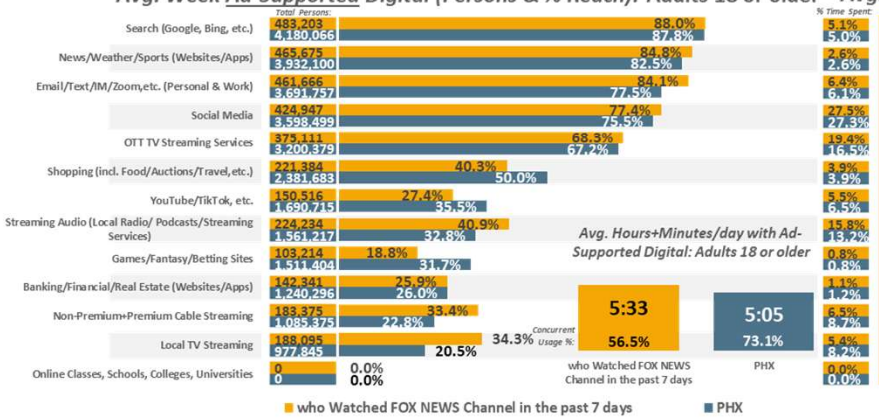
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



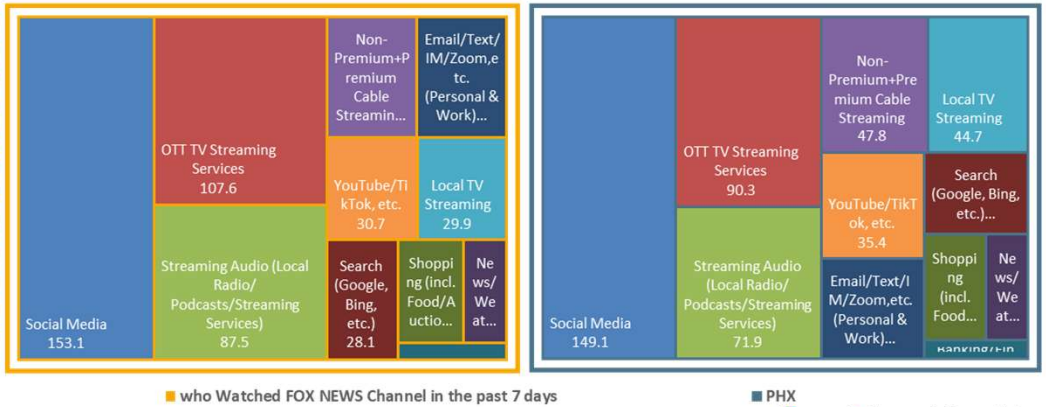
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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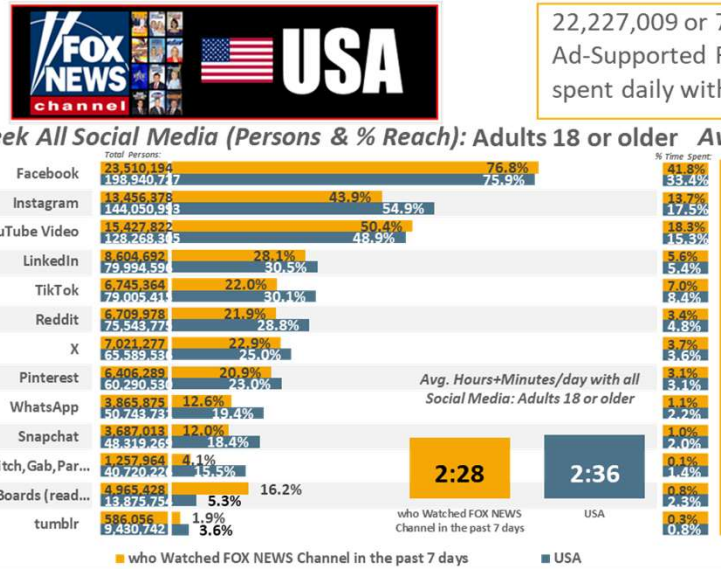
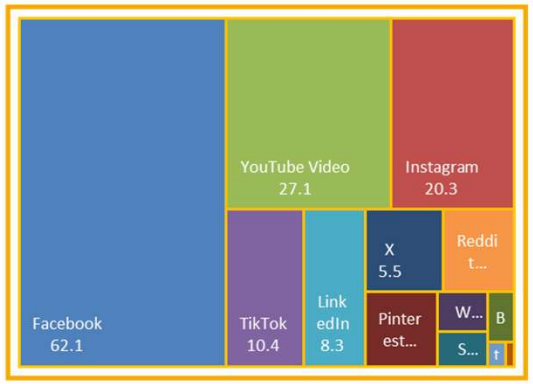
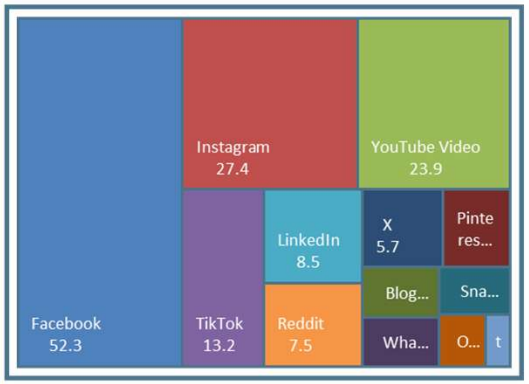
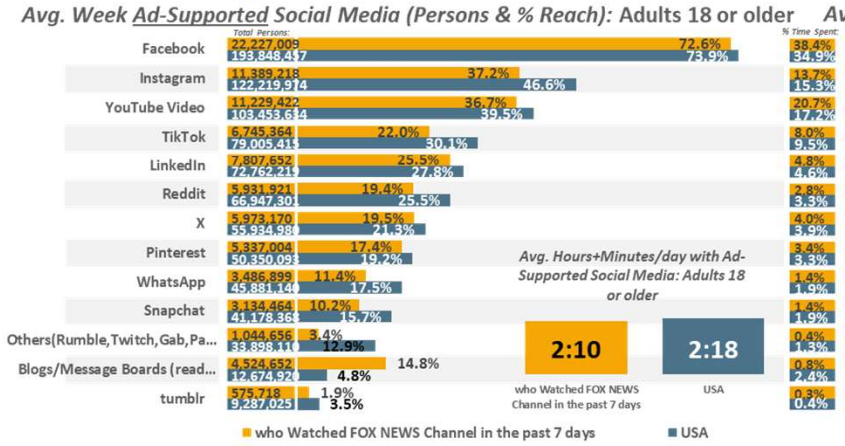
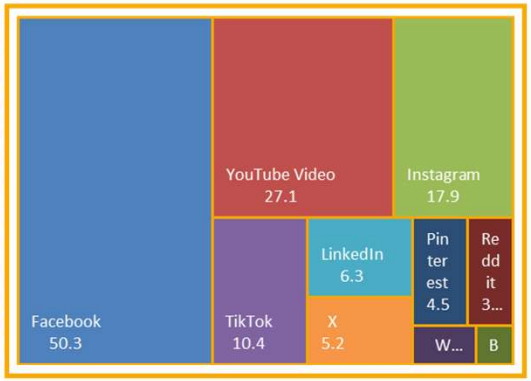
Cable networks watched past 7 days: FOX News Channel

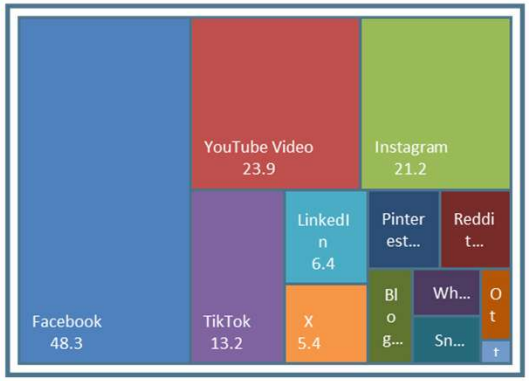












22,227,009 or 72.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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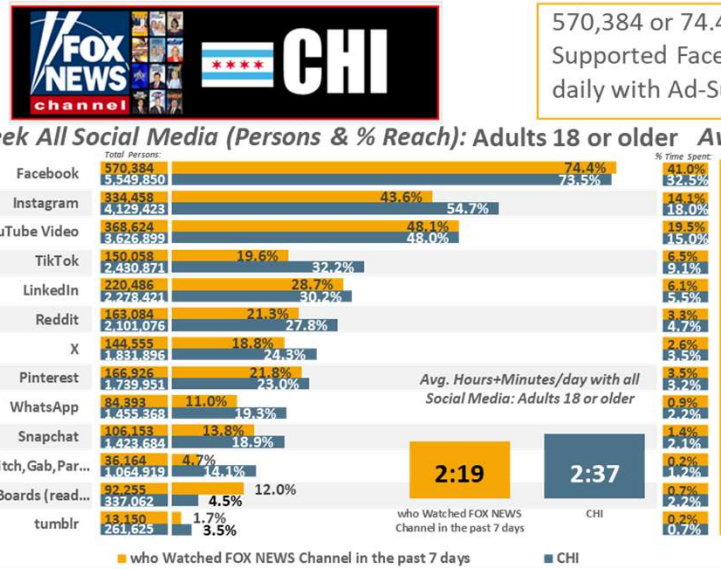
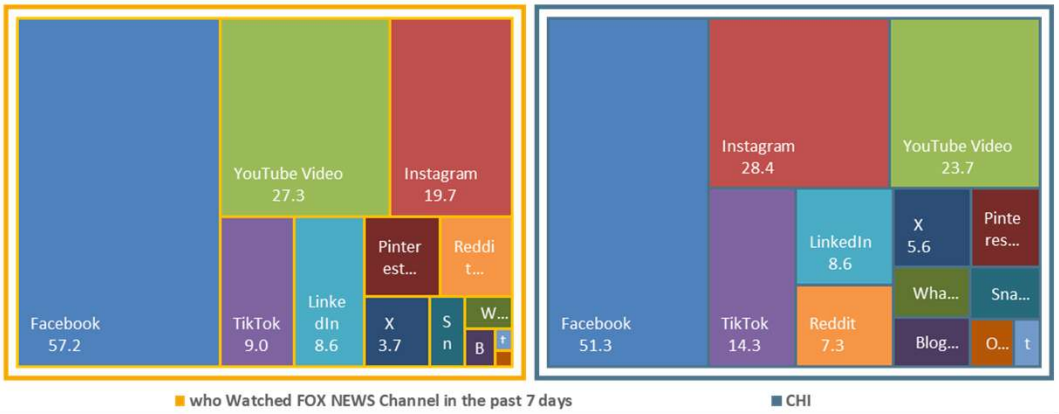
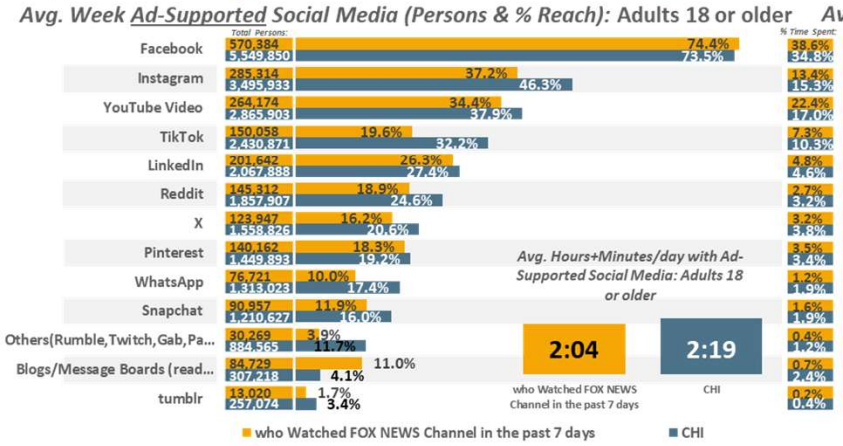
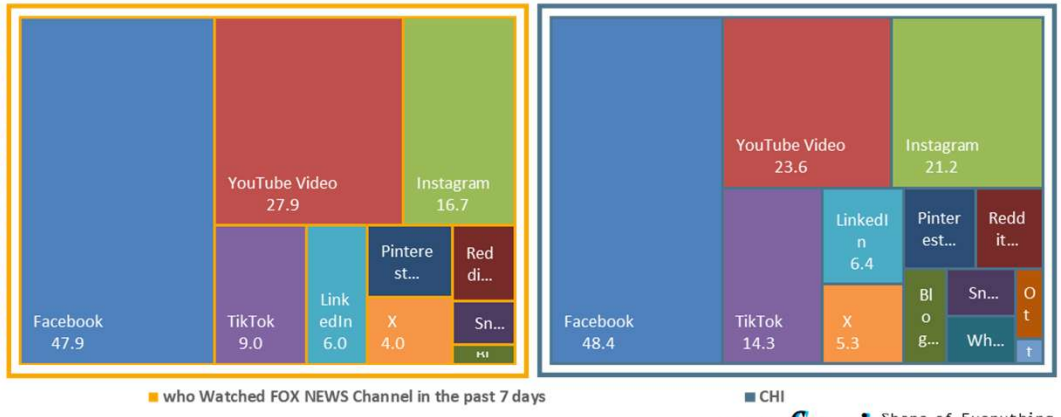
Cable networks watched past 7 days: FOX News Channel



570,384 or 74.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.







CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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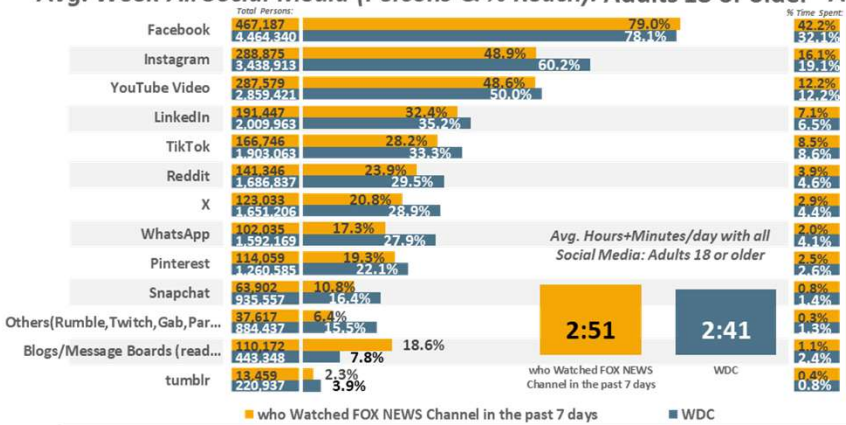
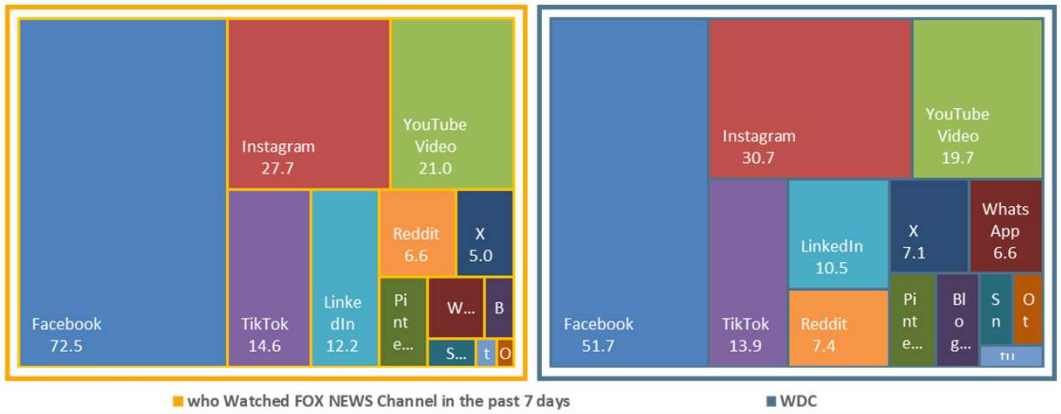
Cable networks watched past 7 days: FOX News Channel

437,305 or 74.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.

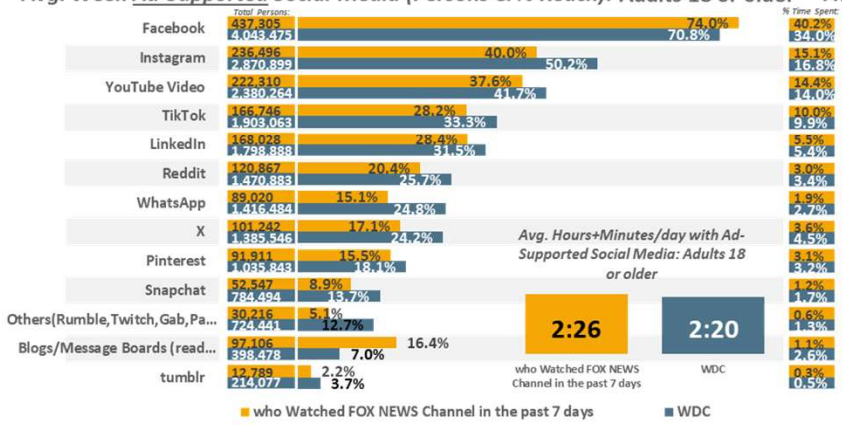
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



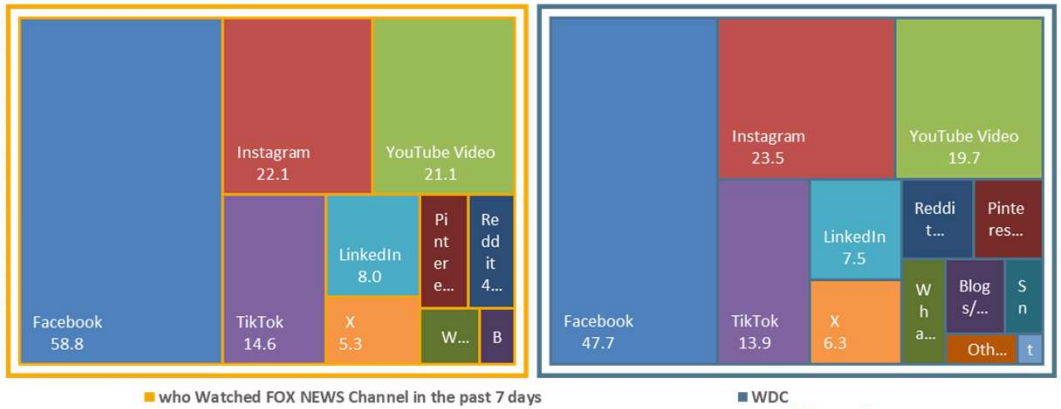
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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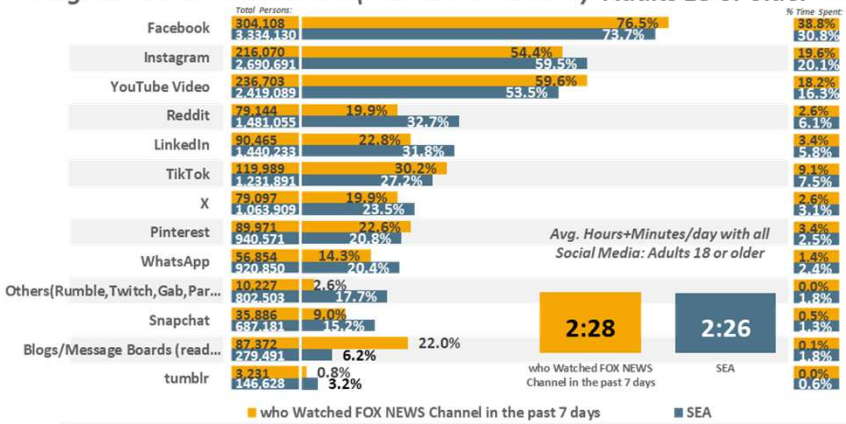
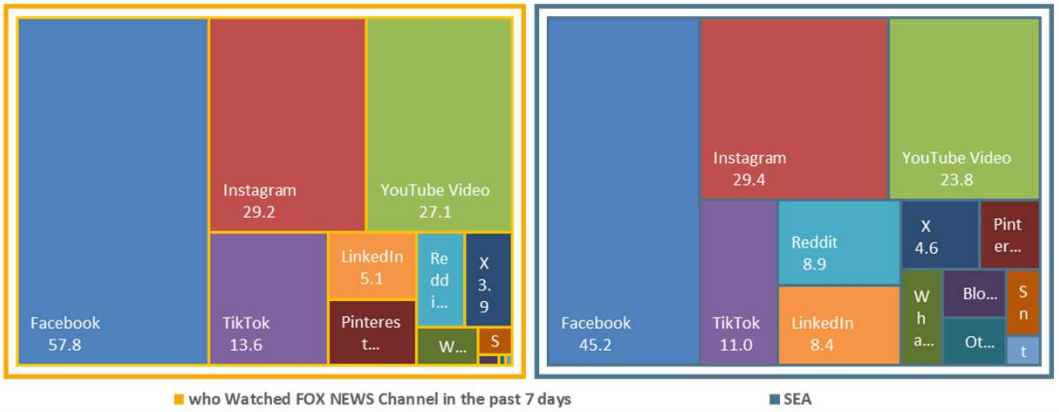
Cable networks watched past 7 days: FOX News Channel

259,500 or 65.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 44.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

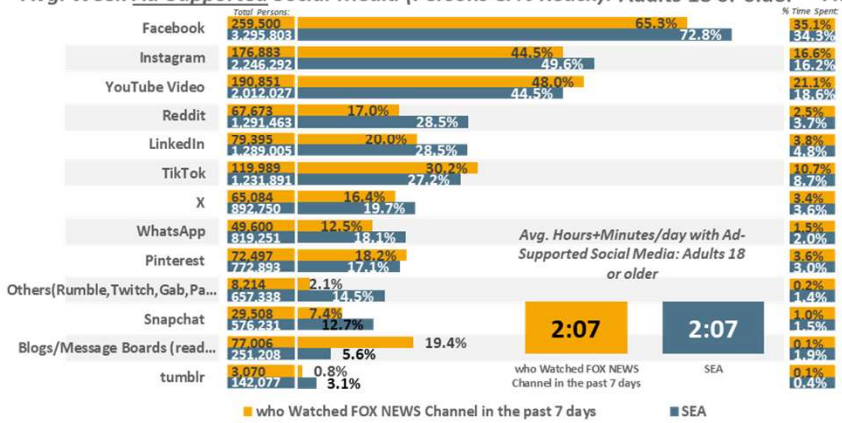
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



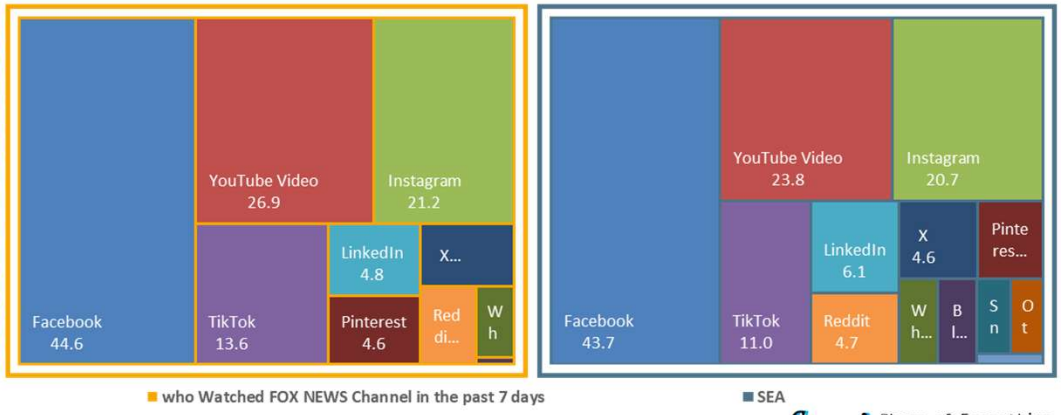
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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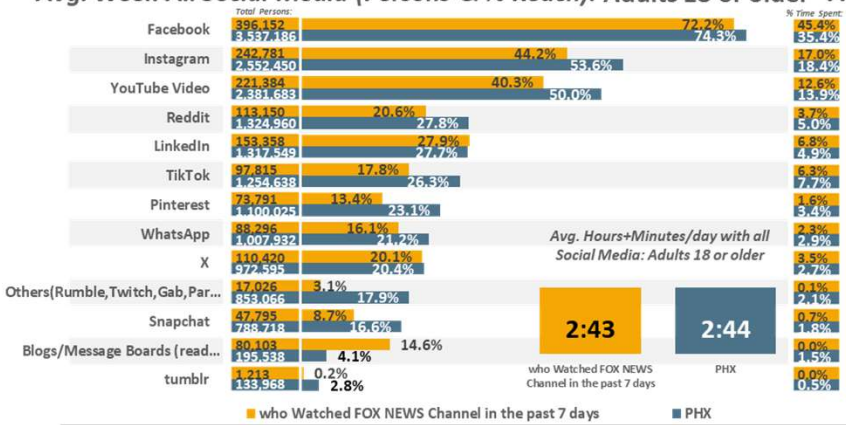
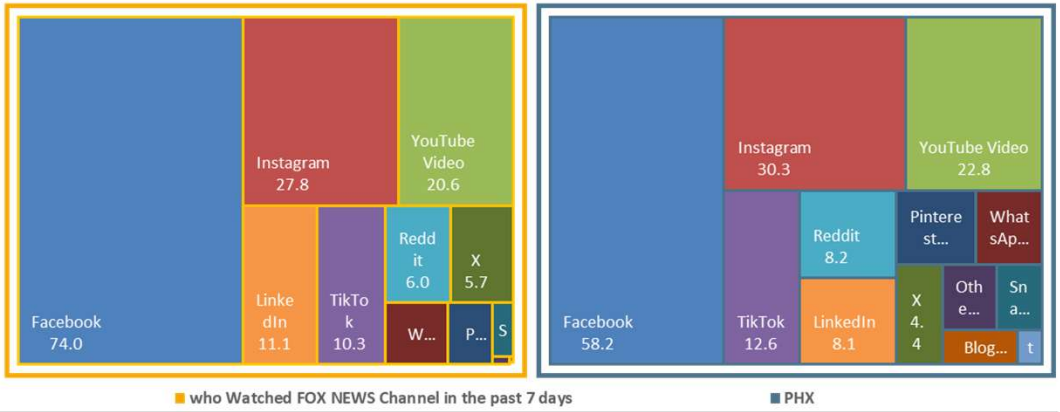
396,152 or 72.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.

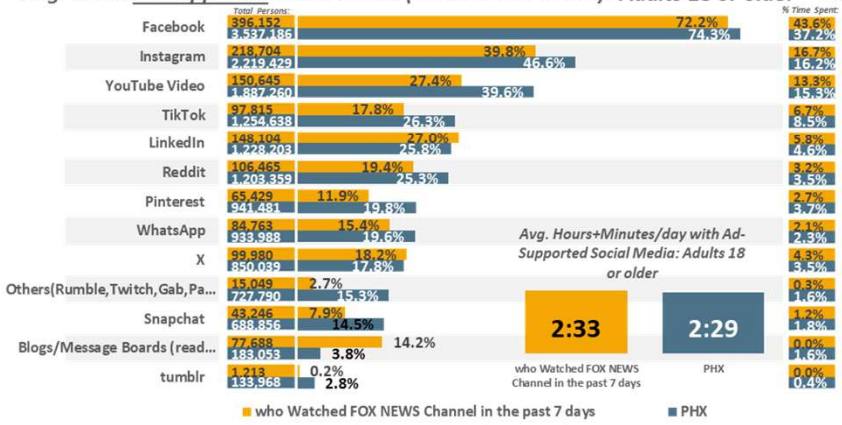
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



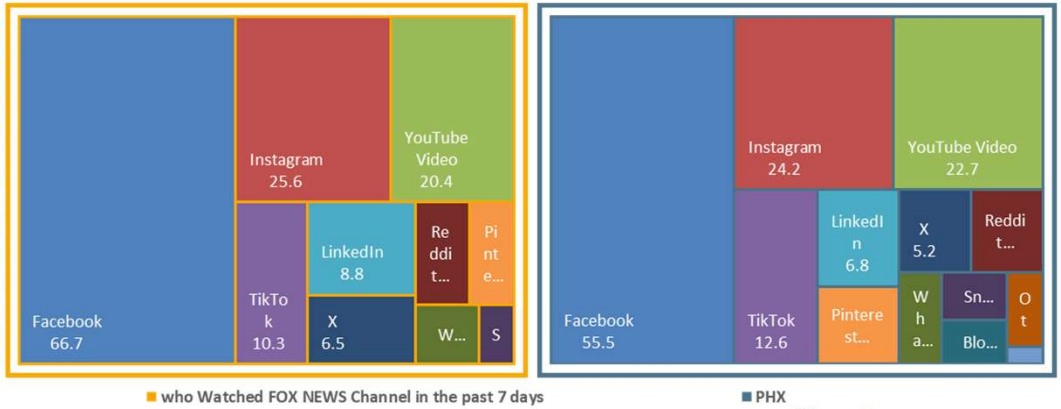
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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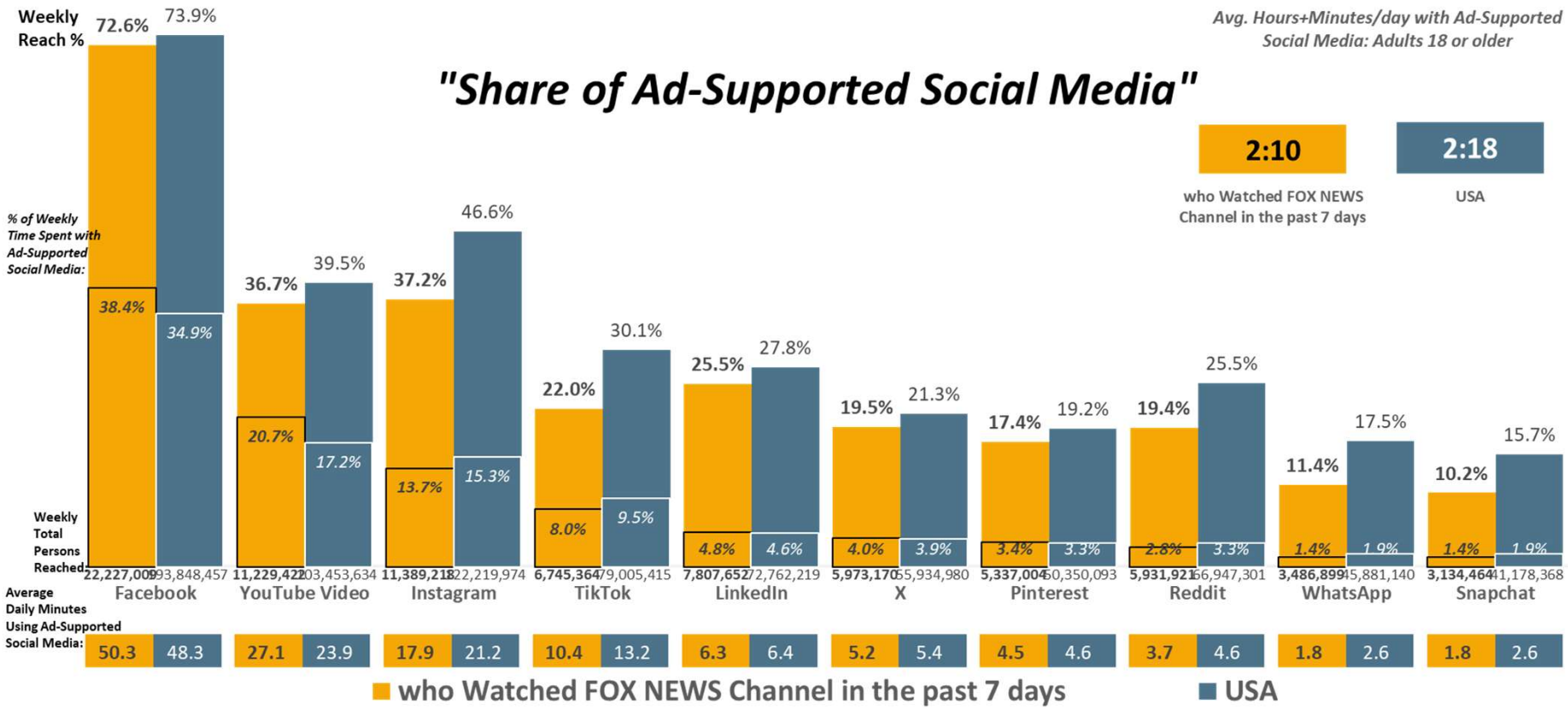
Cable networks watched past 7 days: FOX News Channel

22,227,009 or 72.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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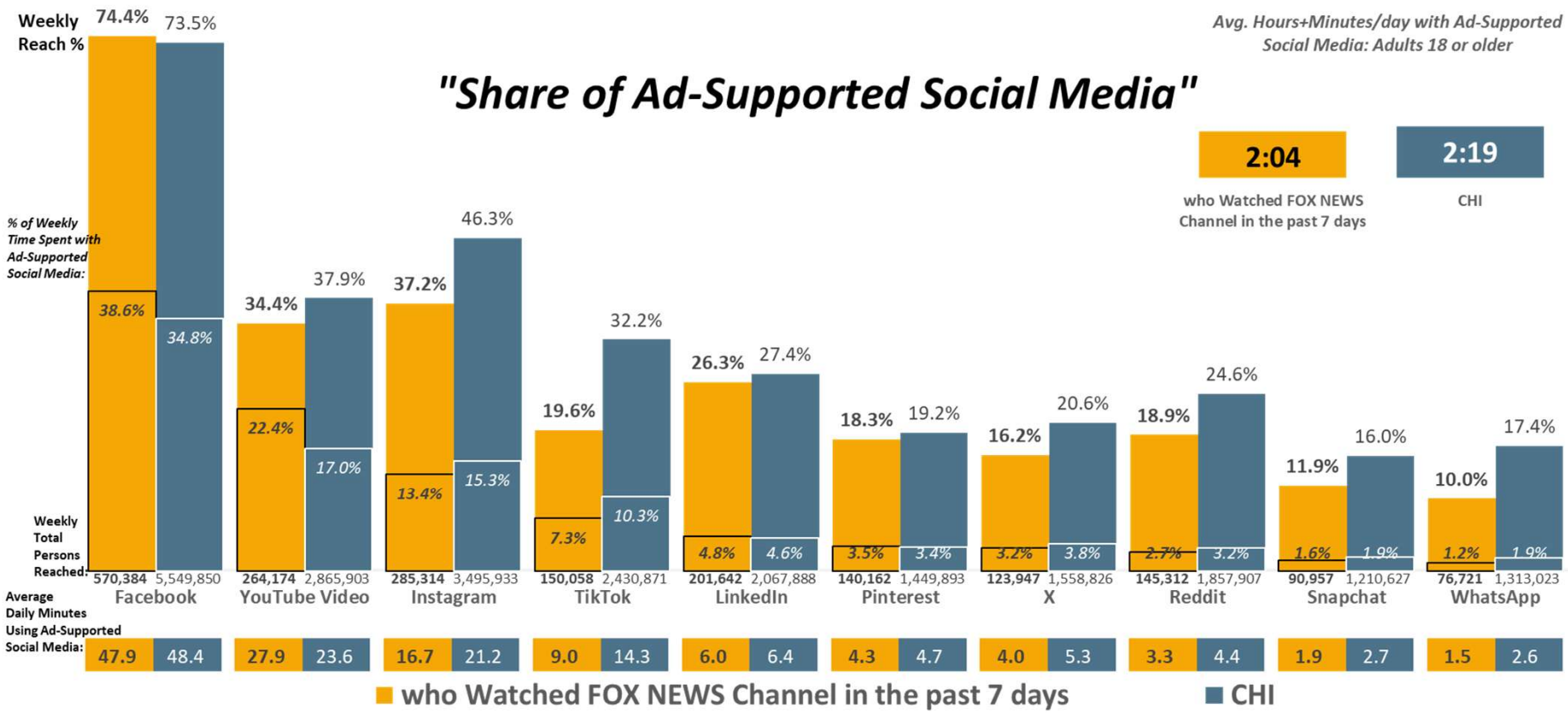
Cable networks watched past 7 days: FOX News Channel

570,384 or 74.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 47.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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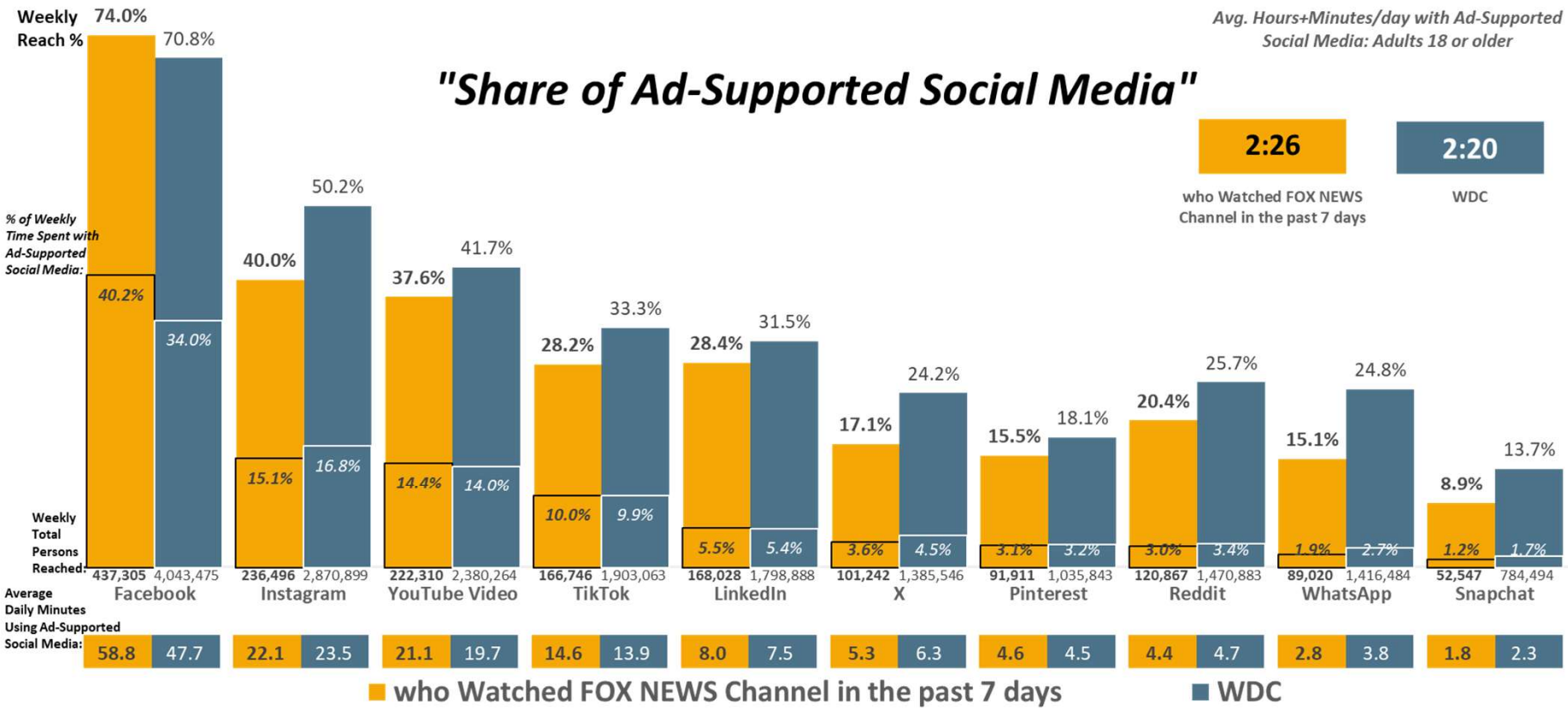
Cable networks watched past 7 days: FOX News Channel

437,305 or 74.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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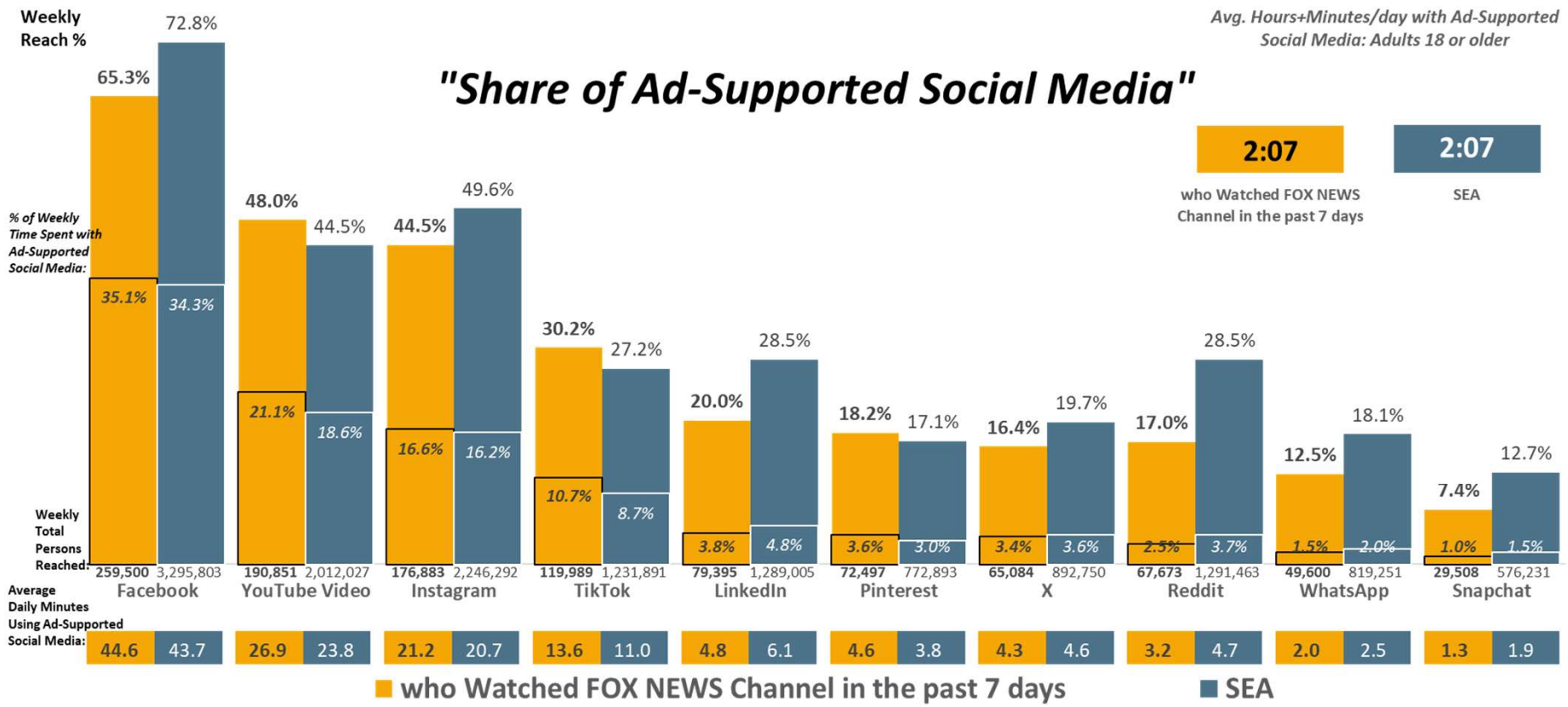
Cable networks watched past 7 days: FOX News Channel

259,500 or 65.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 44.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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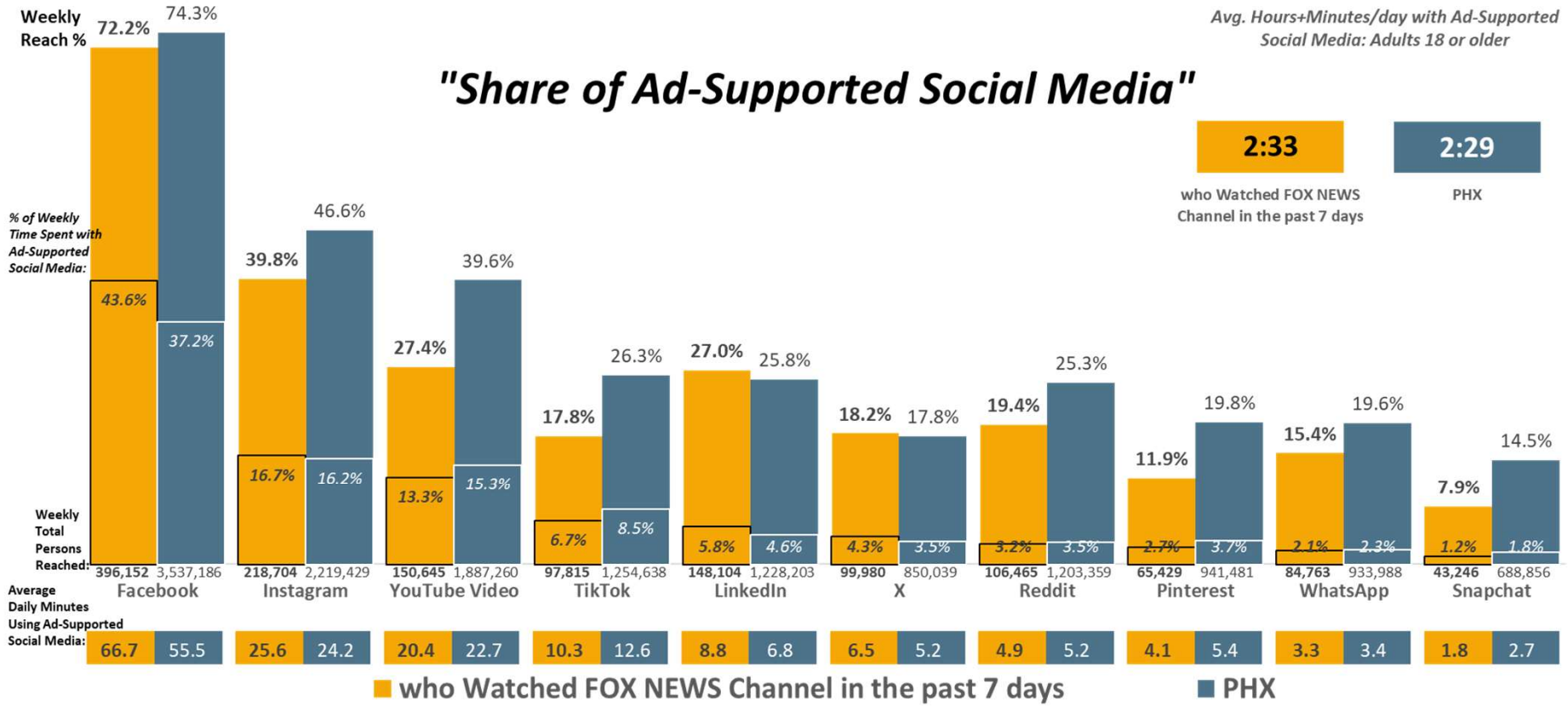
Cable networks watched past 7 days: FOX News Channel

396,152 or 72.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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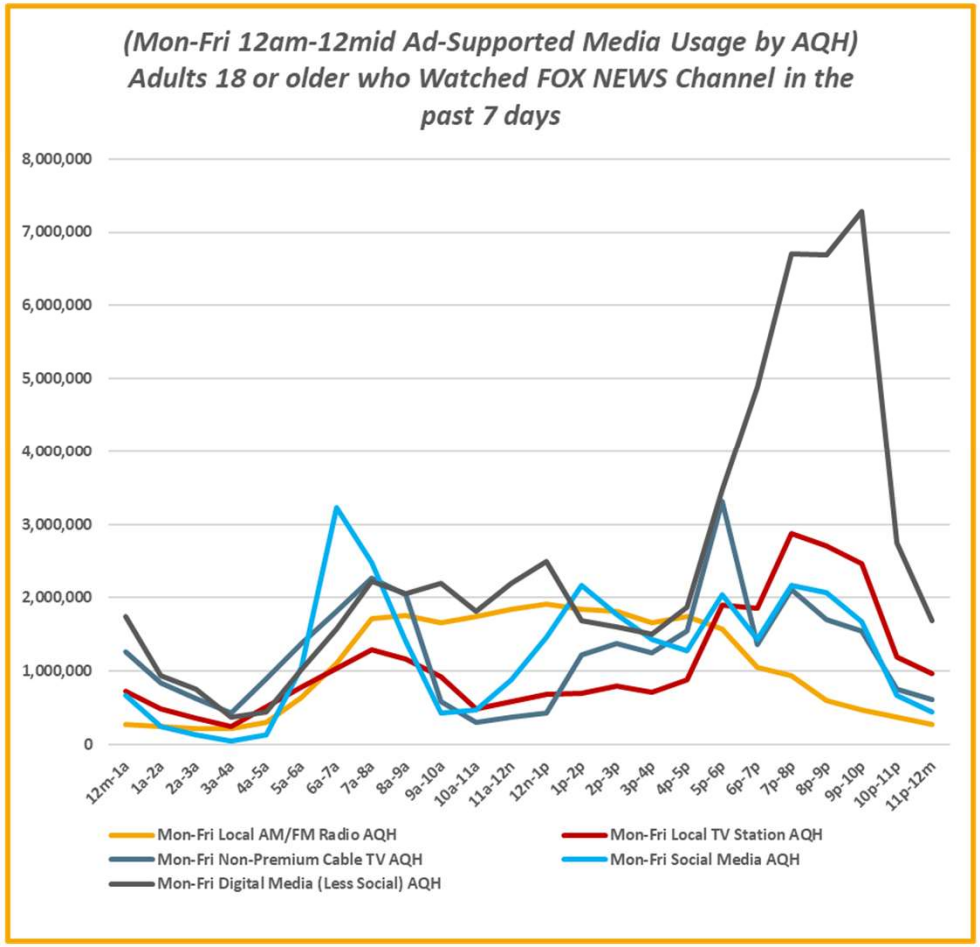
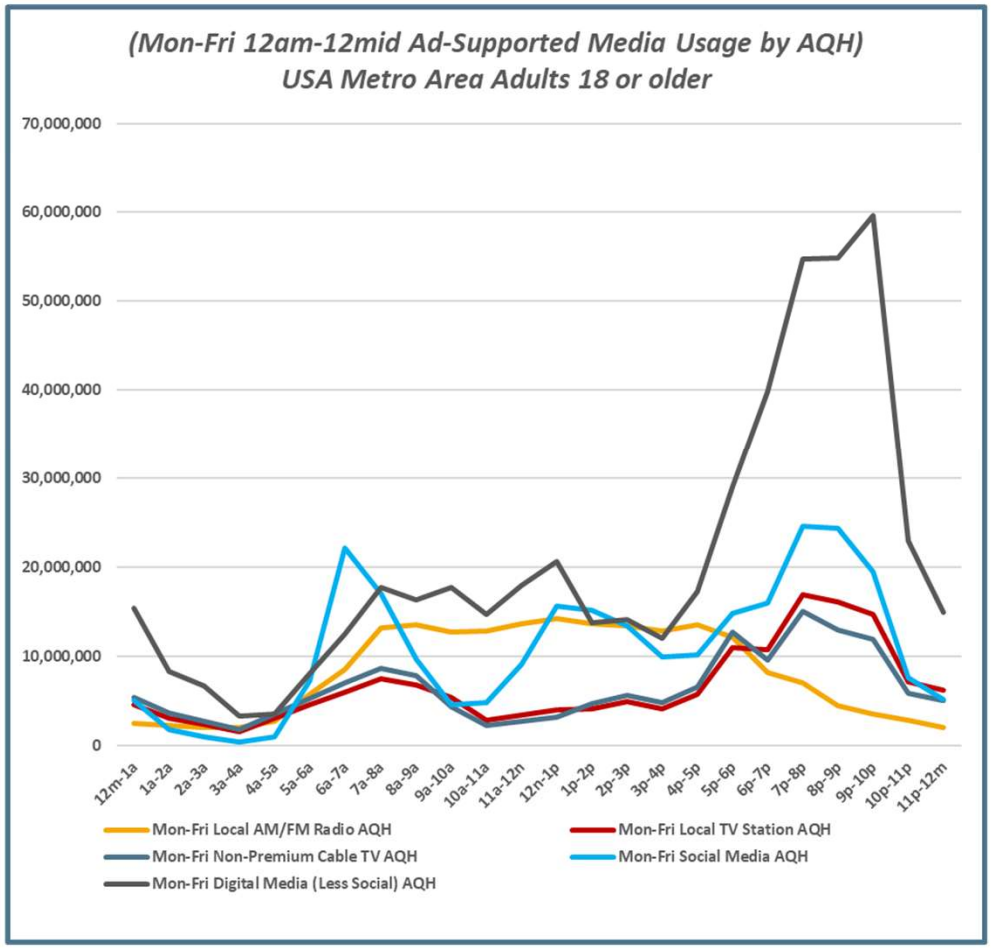
Cable networks watched past 7 days: FOX News Channel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,273,523; Local Radio: 1,647,240; Social Media: 1,575,927; Non-Prem. Cable: 1,375,024; Local TV: 1,002,689 reaching Adults 18 or older who Watched FOX NEWS Channel in th





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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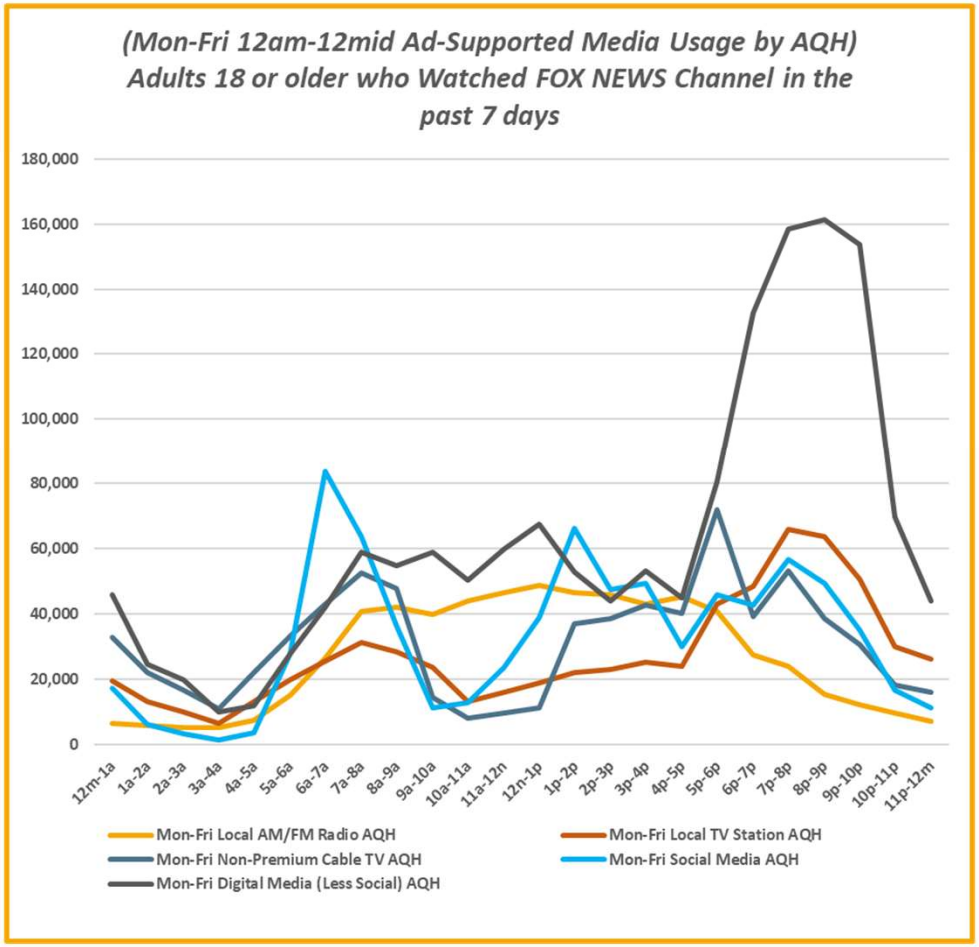
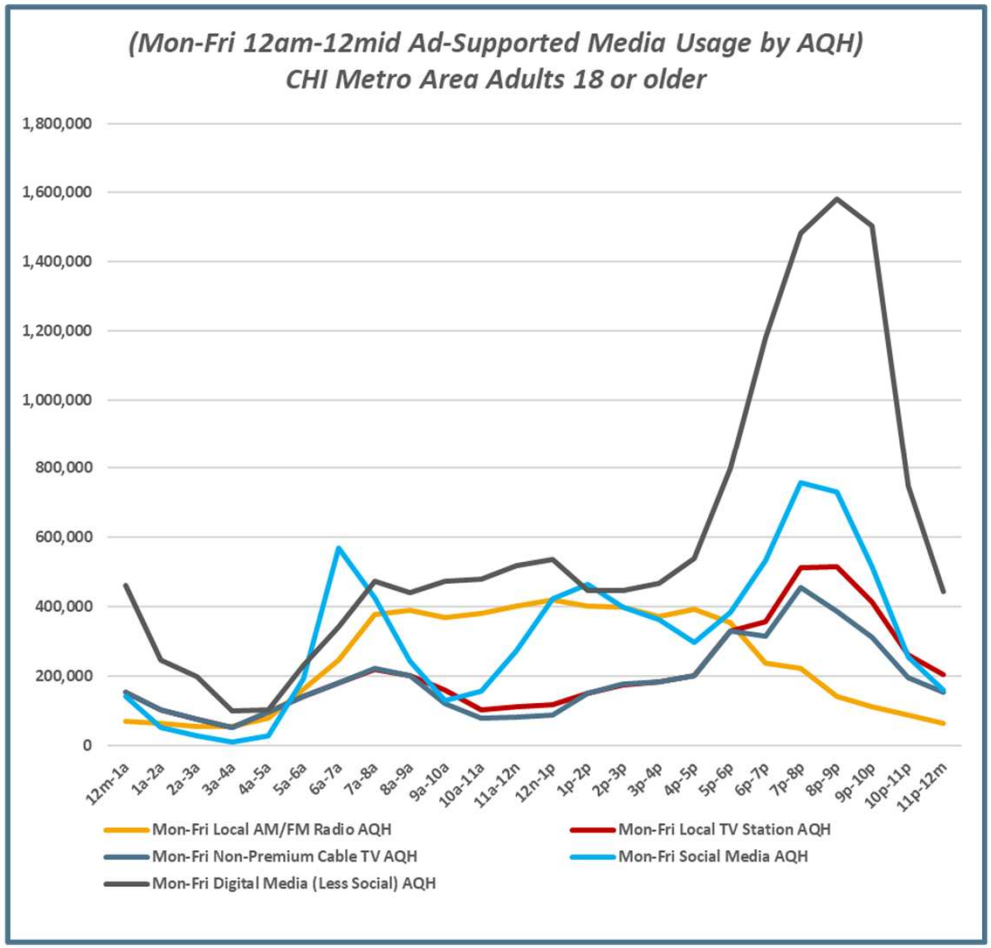
Cable networks watched past 7 days: FOX News Channel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,596; Social Media: 42,444; Local Radio: 41,375; Non-Prem. Cable: 35,112; Local TV: 26,369 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.





CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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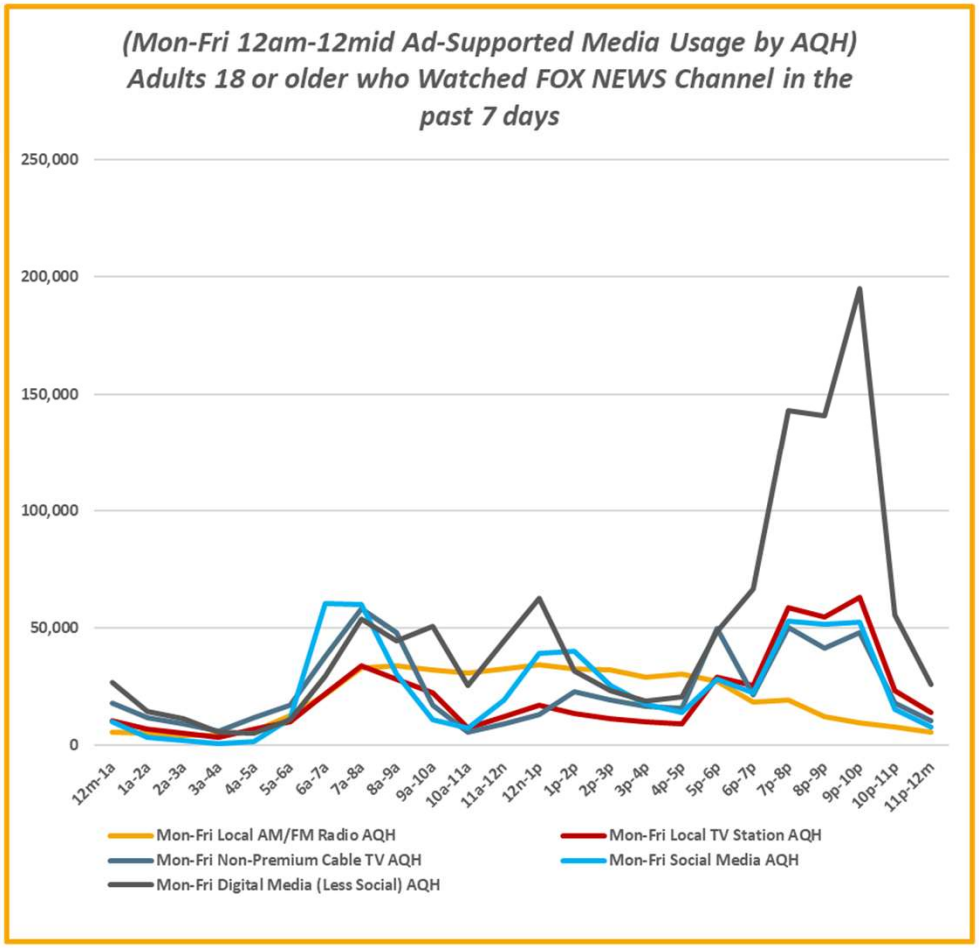
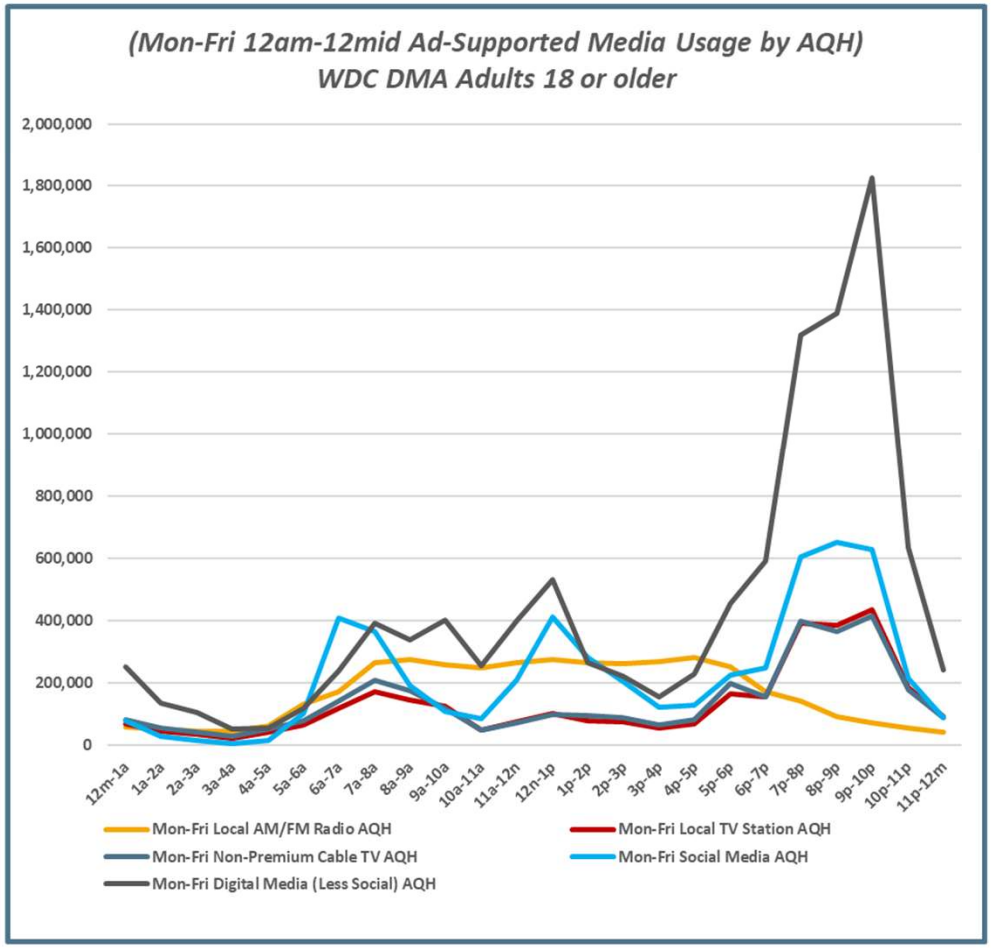
Cable networks watched past 7 days: FOX News Channel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,046; Local Radio: 29,915; Social Media: 28,952; Non-Prem. Cable: 25,824; Local TV: 18,598 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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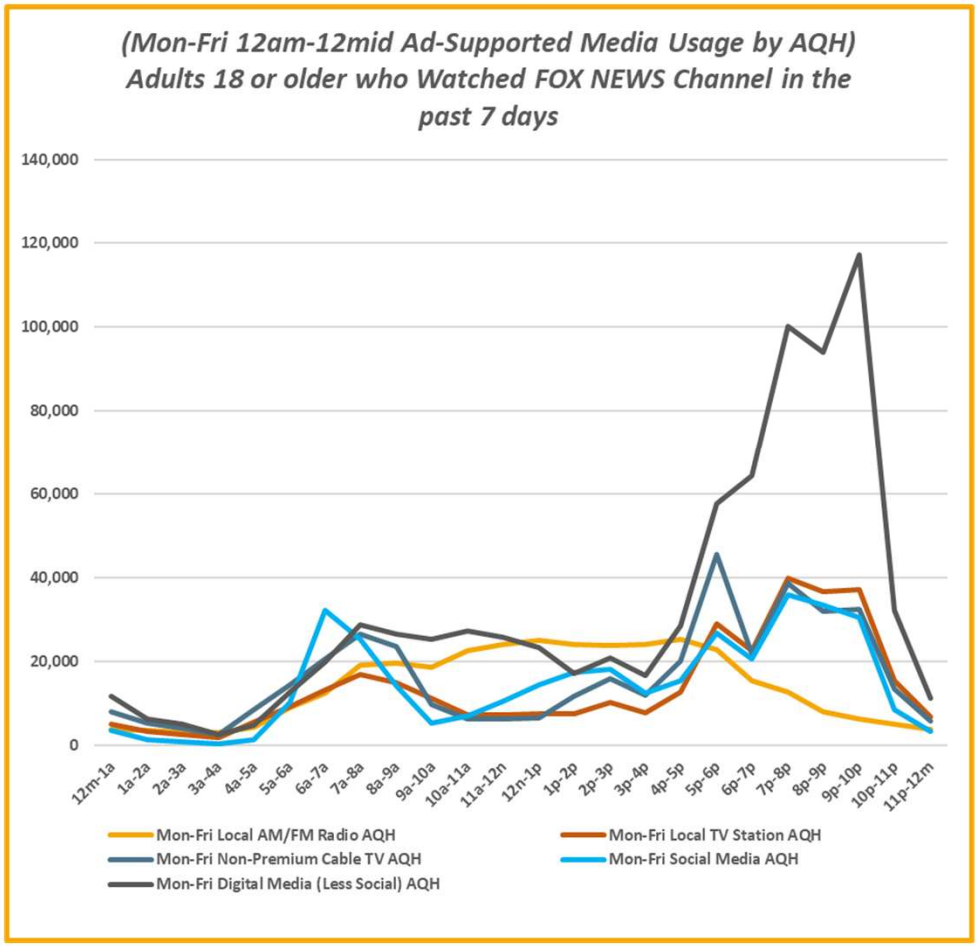
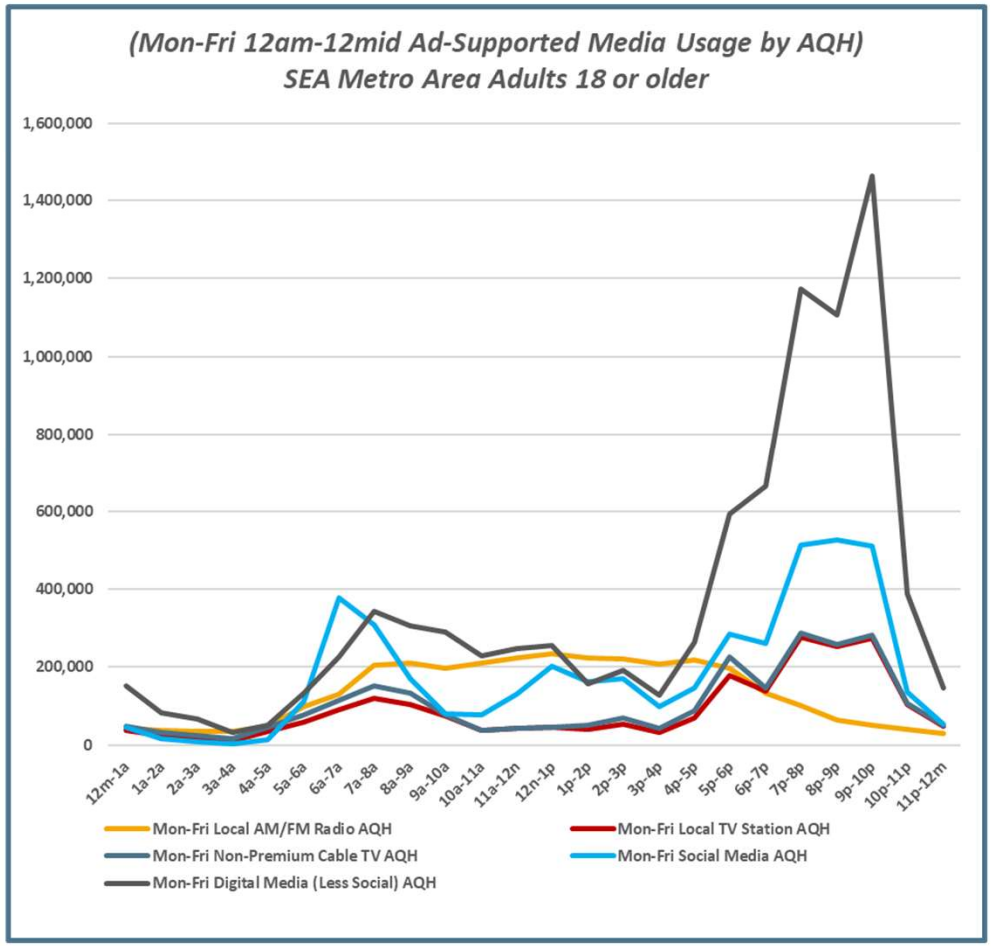
Cable networks watched past 7 days: FOX News Channel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,388; Local Radio: 21,274; Non-Prem. Cable: 17,390; Social Media: 16,851; Local TV: 12,876 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.





SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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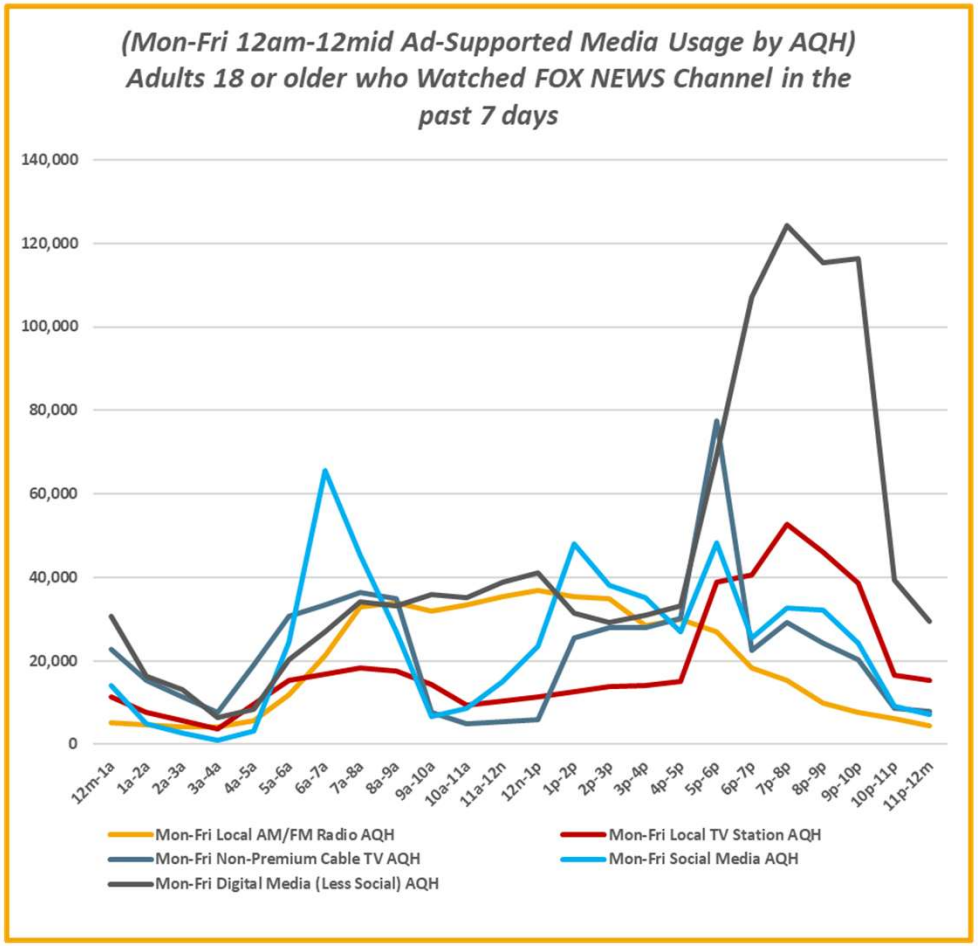
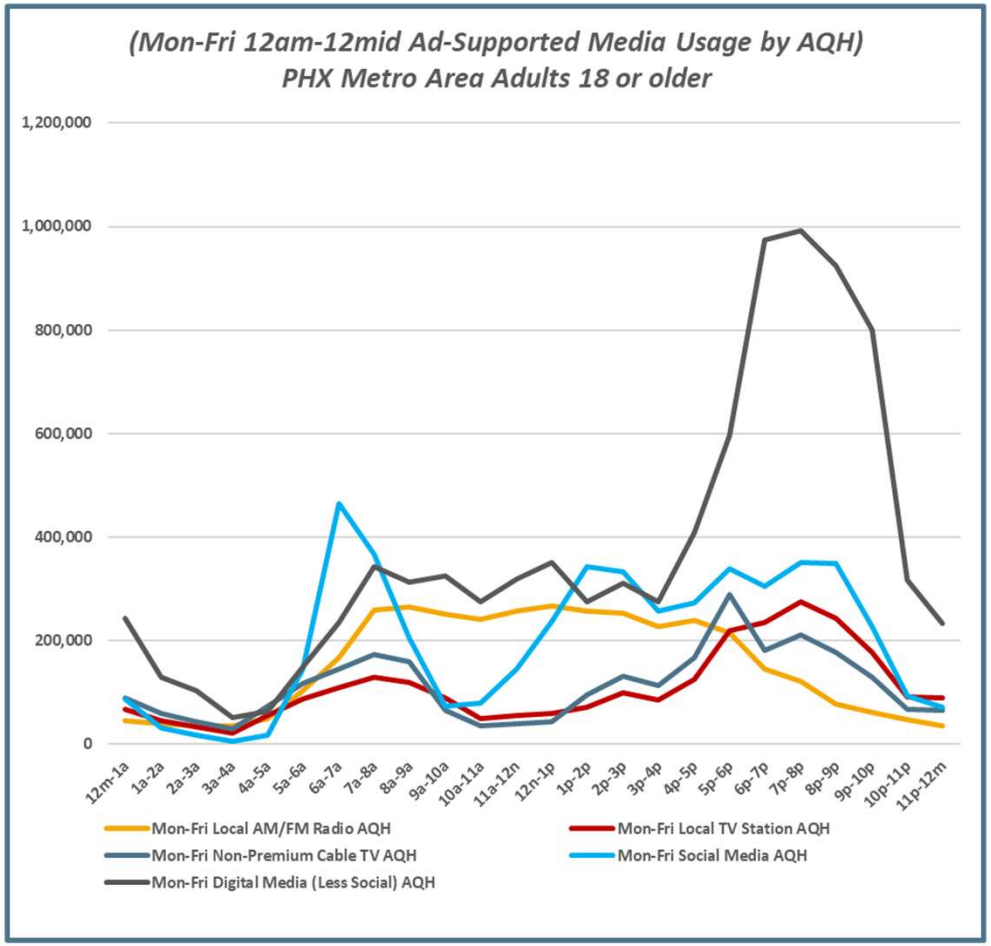
Cable networks watched past 7 days: FOX News Channel

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,059; Social Media: 31,824; Local Radio: 30,813; Non-Prem. Cable: 26,221; Local TV: 17,964 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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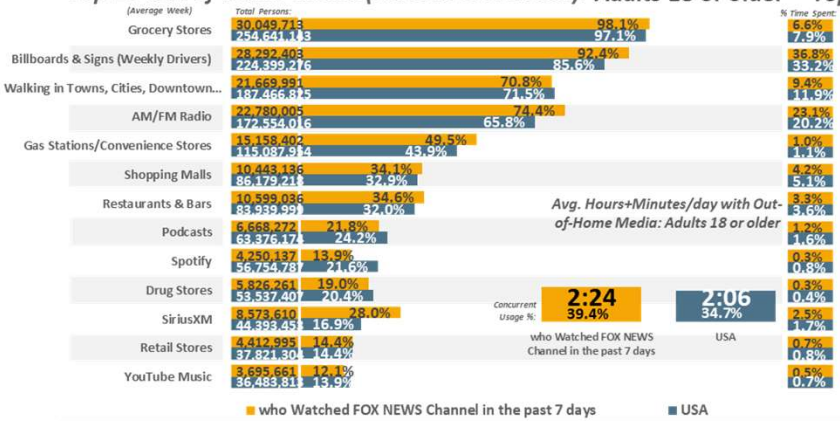
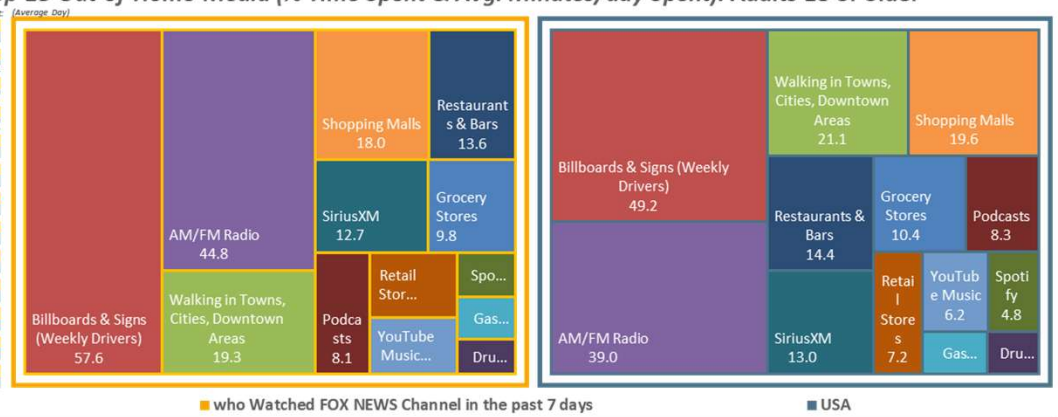
Cable networks watched past 7 days: FOX News Channel

28,292,403 or 92.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

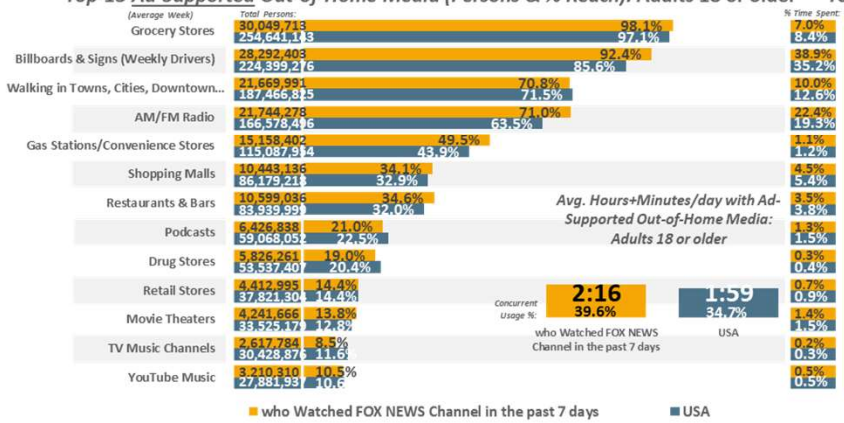
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



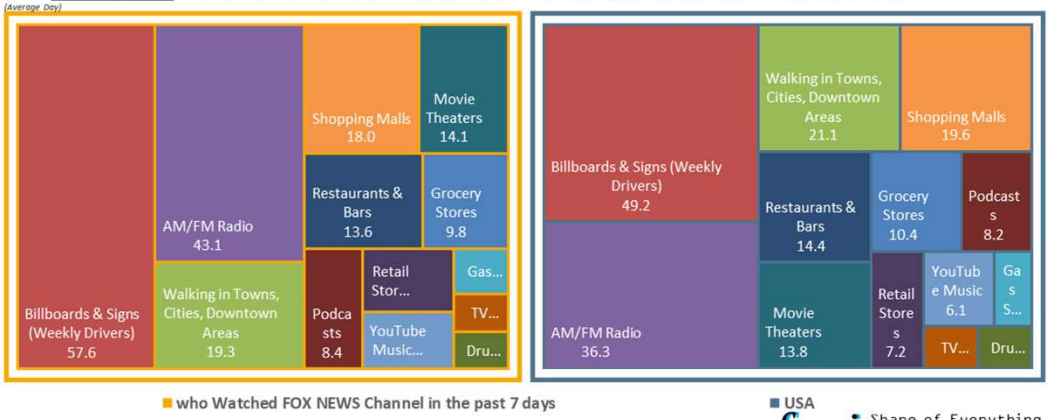
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454

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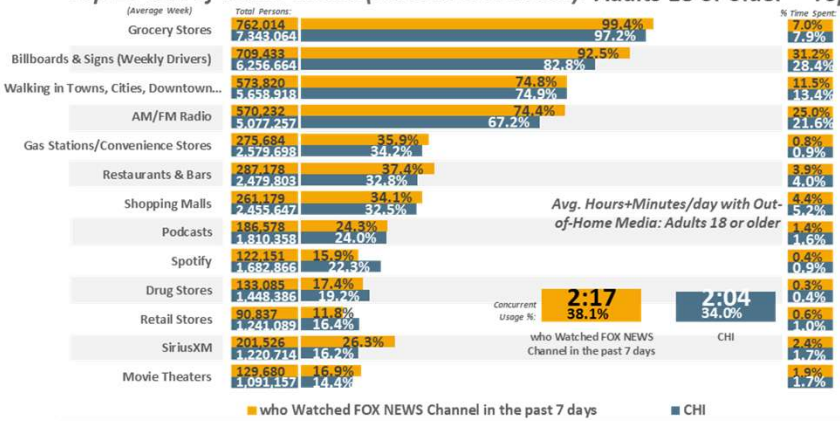
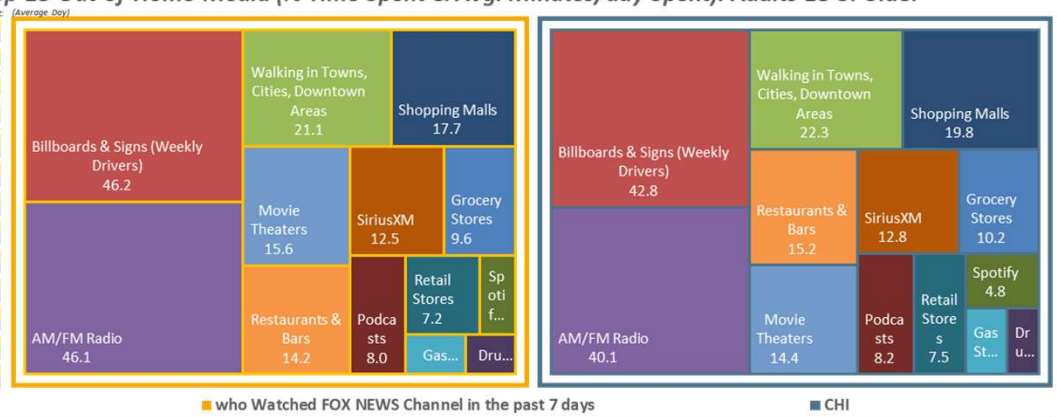
Cable networks watched past 7 days: FOX News Channel

709,433 or 92.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

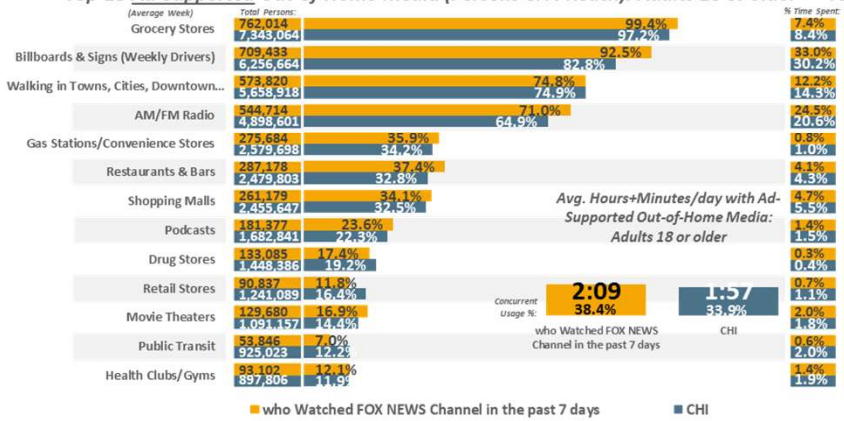
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



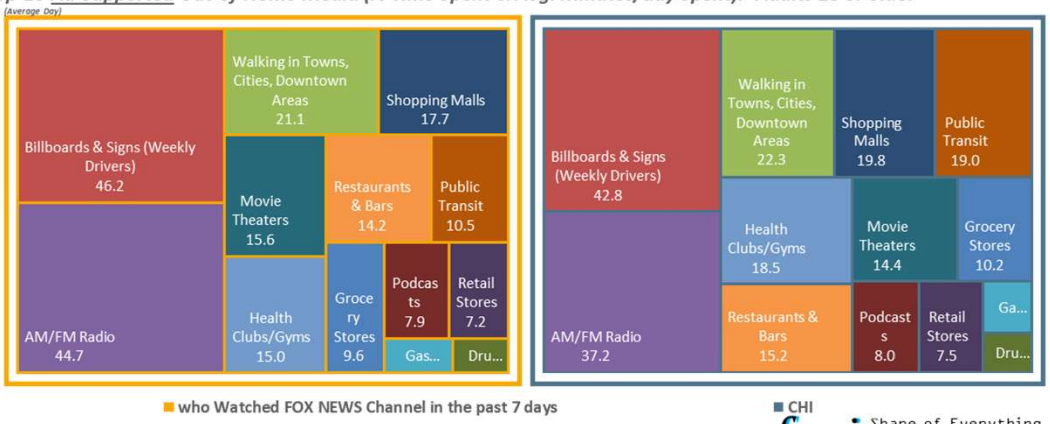
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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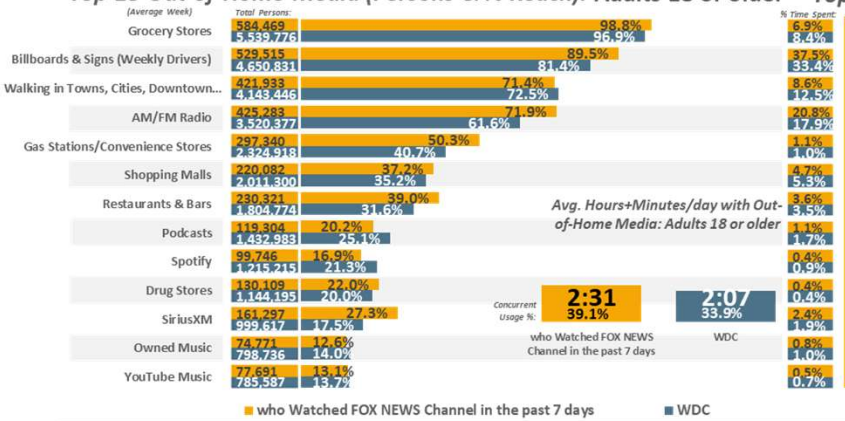
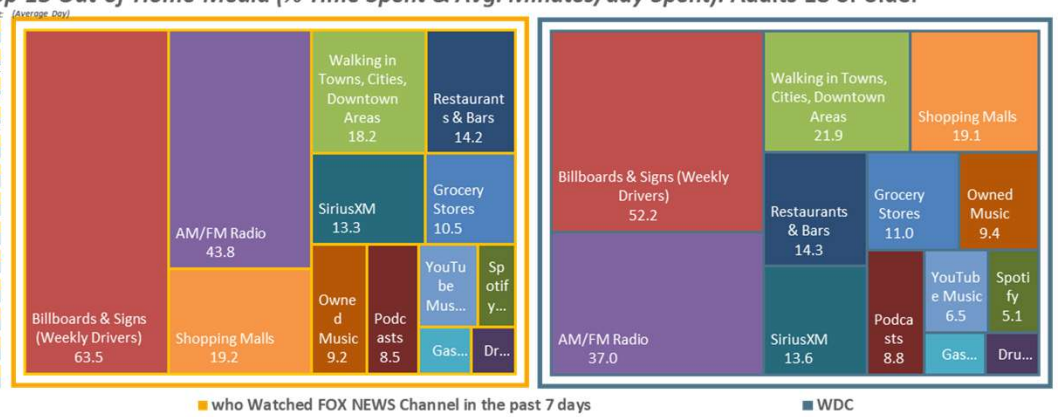
529,515 or 89.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 63.5 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

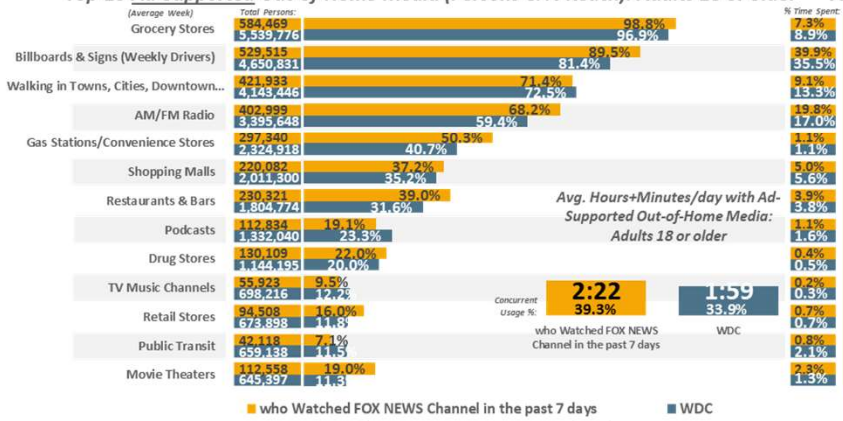
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



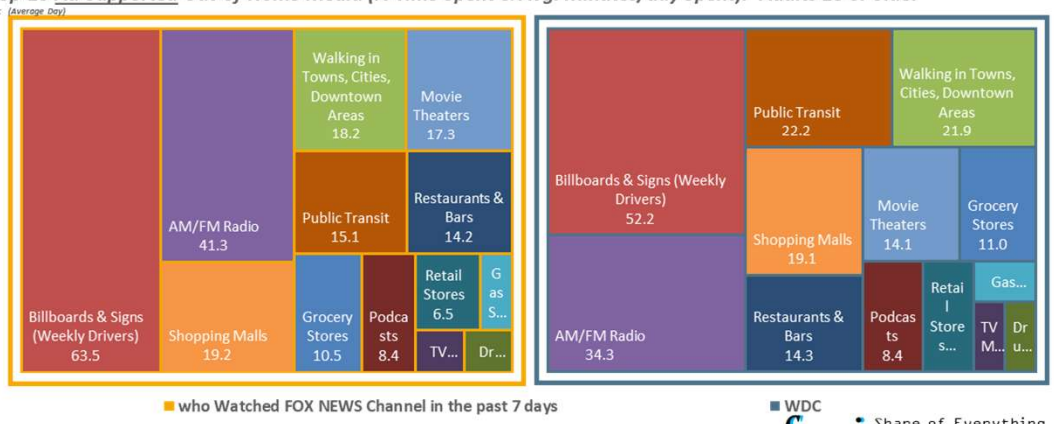
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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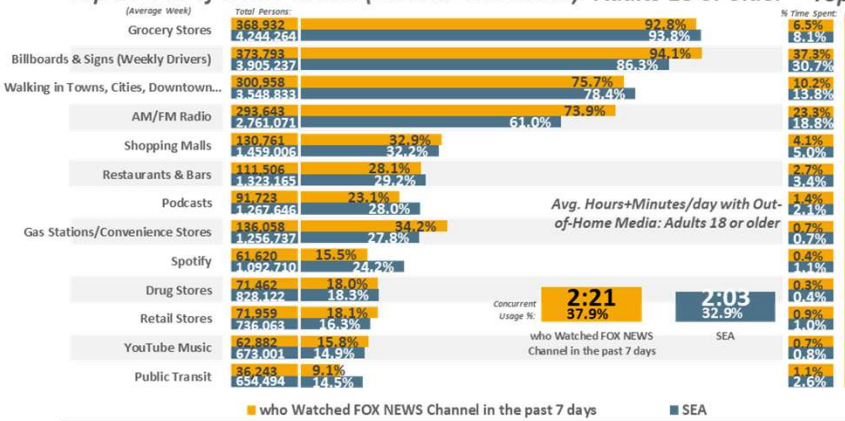
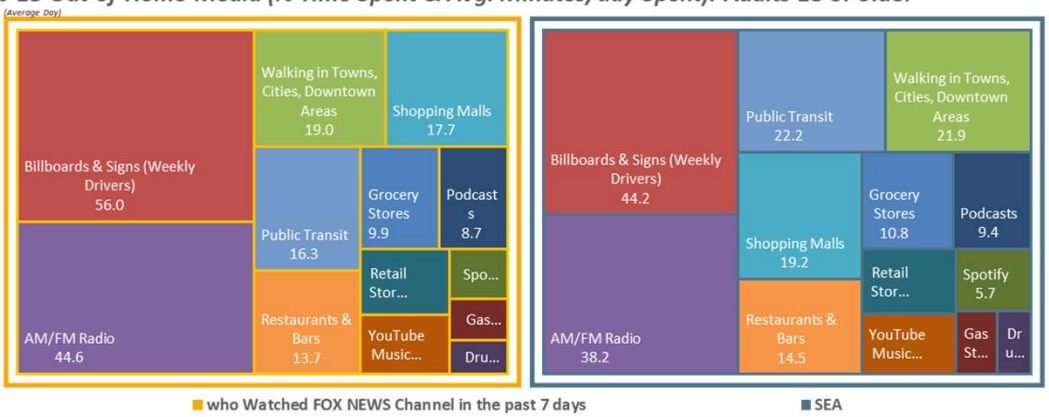
Cable networks watched past 7 days: FOX News Channel

373,793 or 94.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

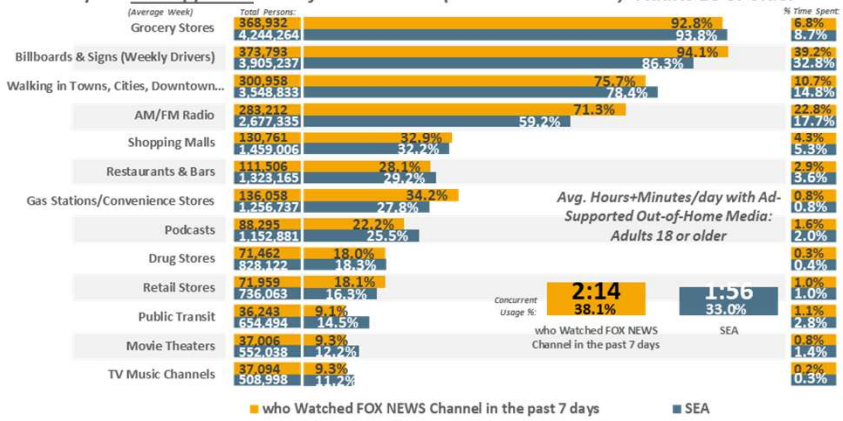
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



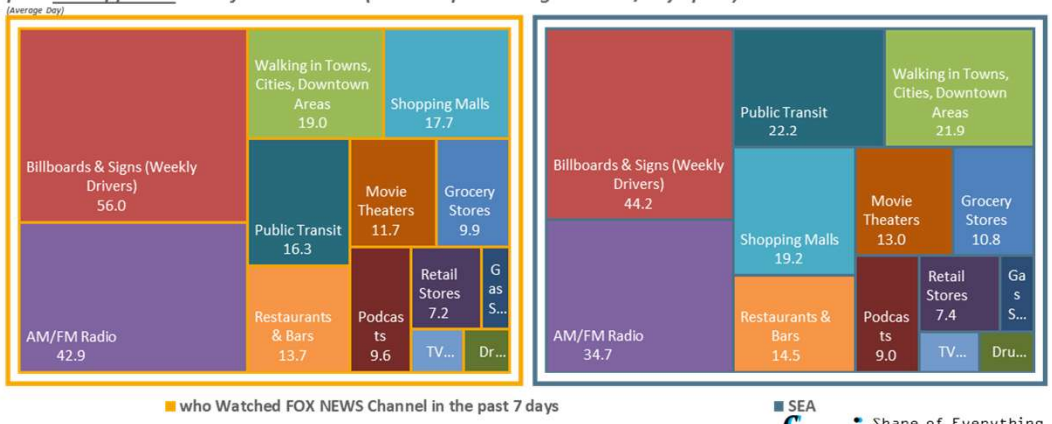
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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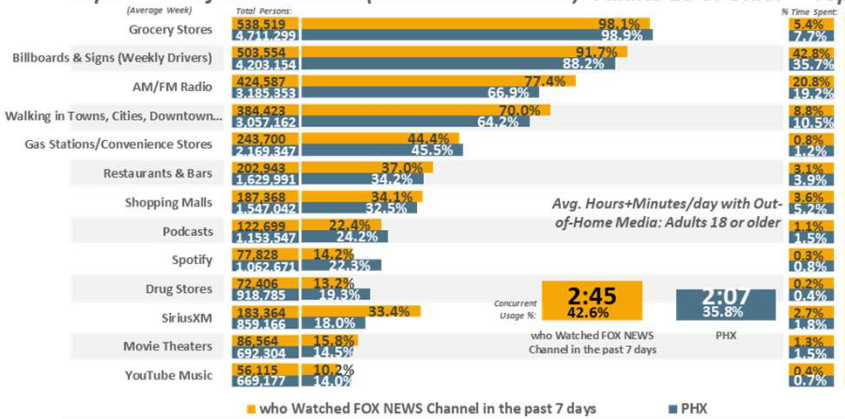
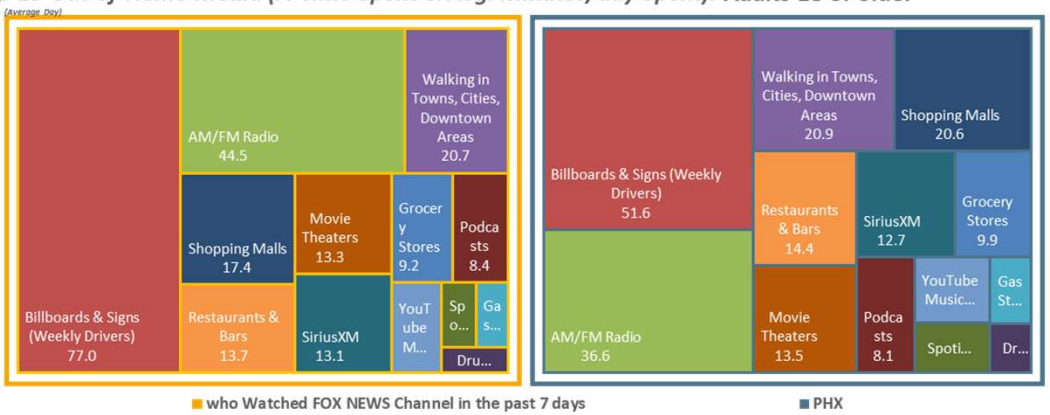
503,554 or 91.7% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 77. minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes/day.

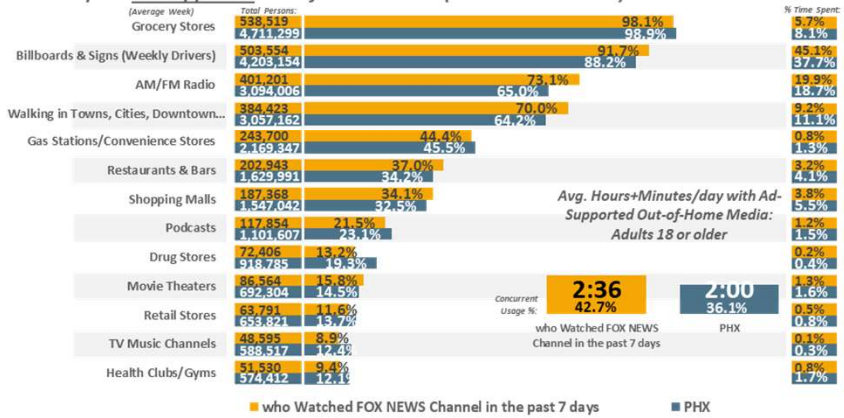
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



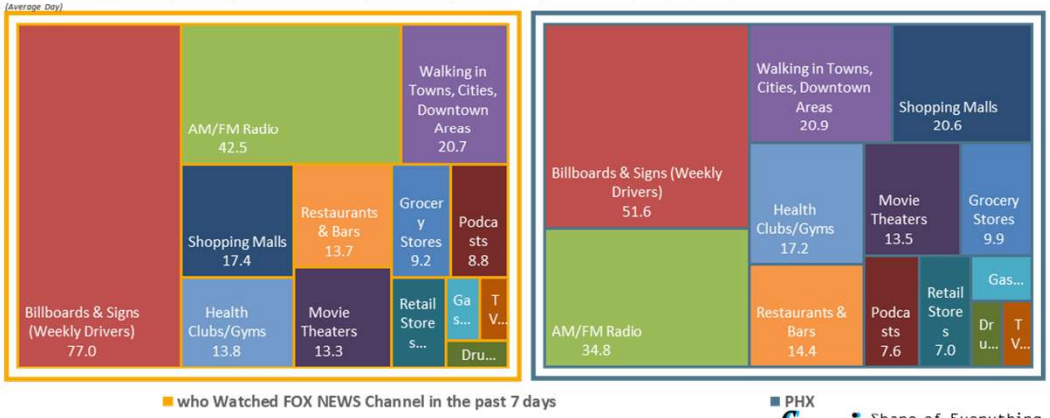
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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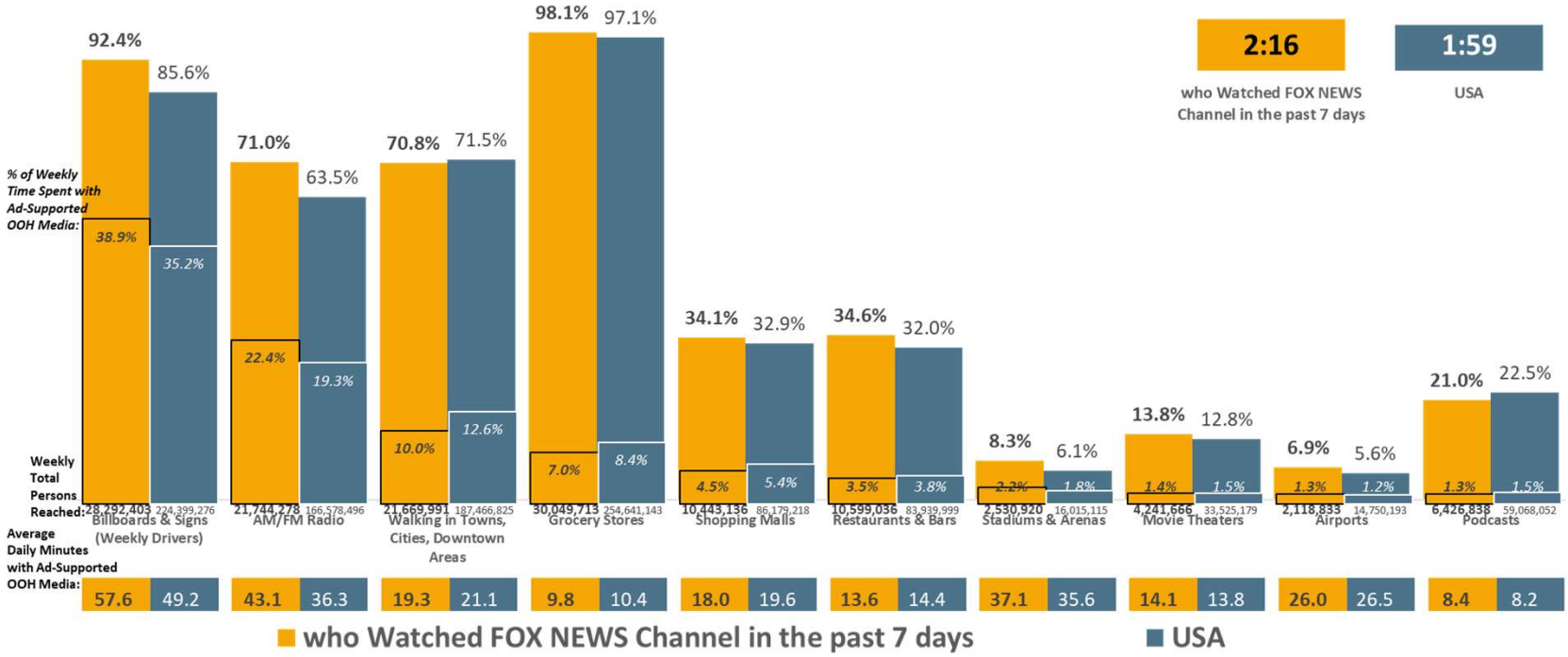
Cable networks watched past 7 days: FOX News Channel

28,292,403 or 92.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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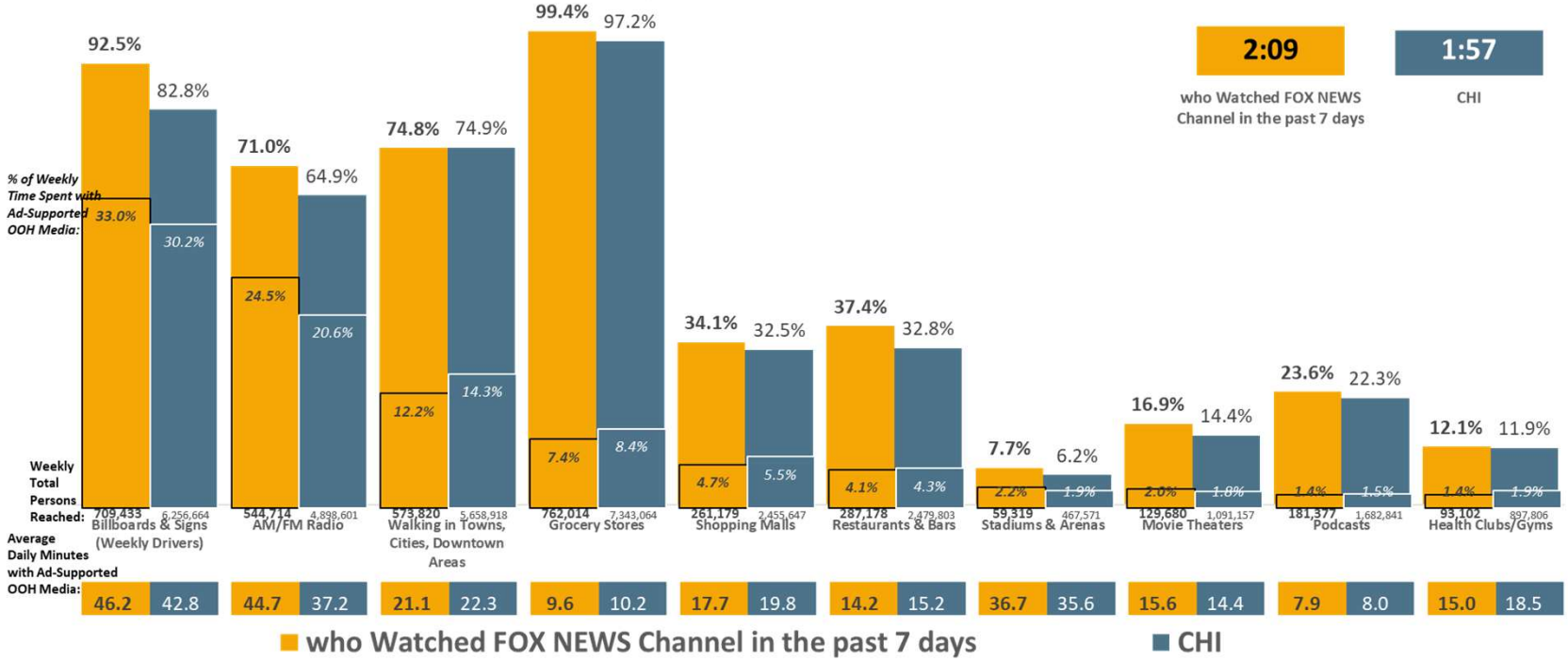
Cable networks watched past 7 days: FOX News Channel

709,433 or 92.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 33.% 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 R2 2025: Sep24-Jul25 Qual Intab 510 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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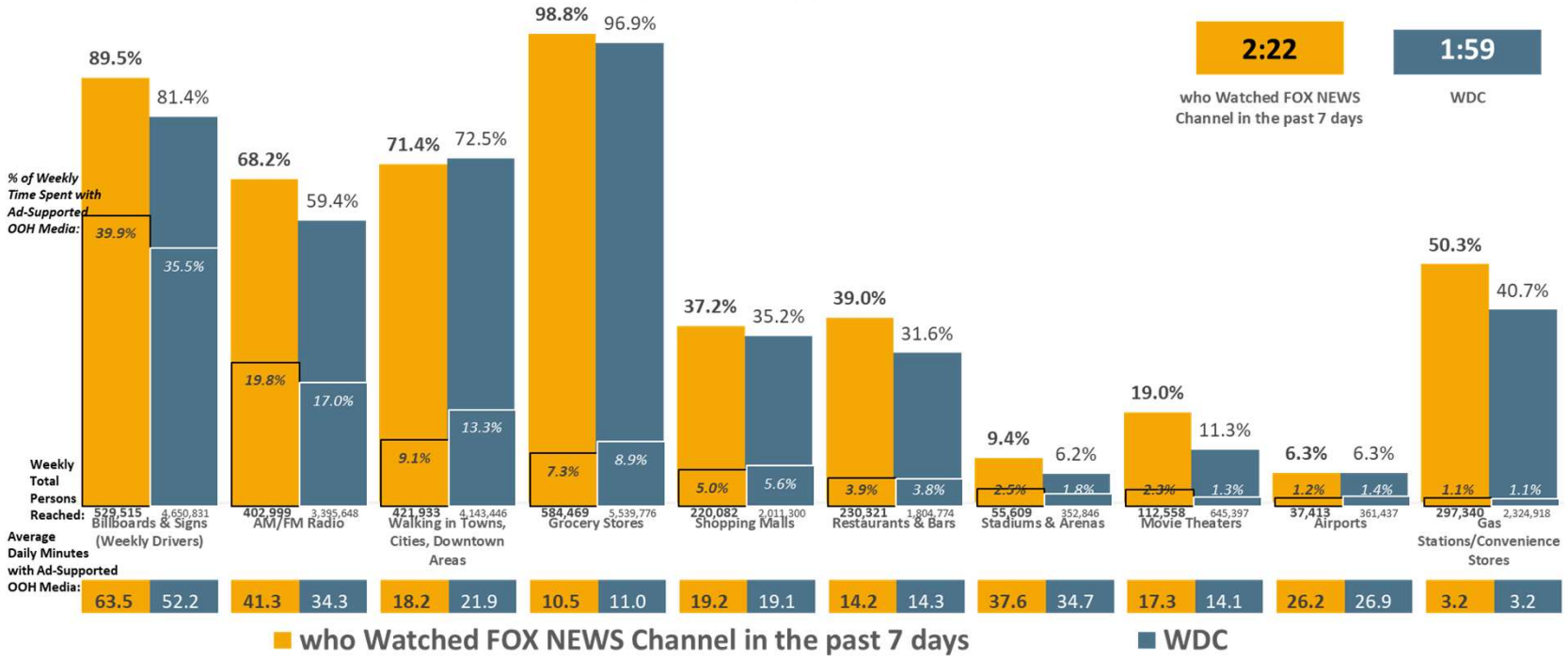
Cable networks watched past 7 days: FOX News Channel

529,515 or 89.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 63.5 minutes per day driving, seeing Billboards and Signs representing 39.9% 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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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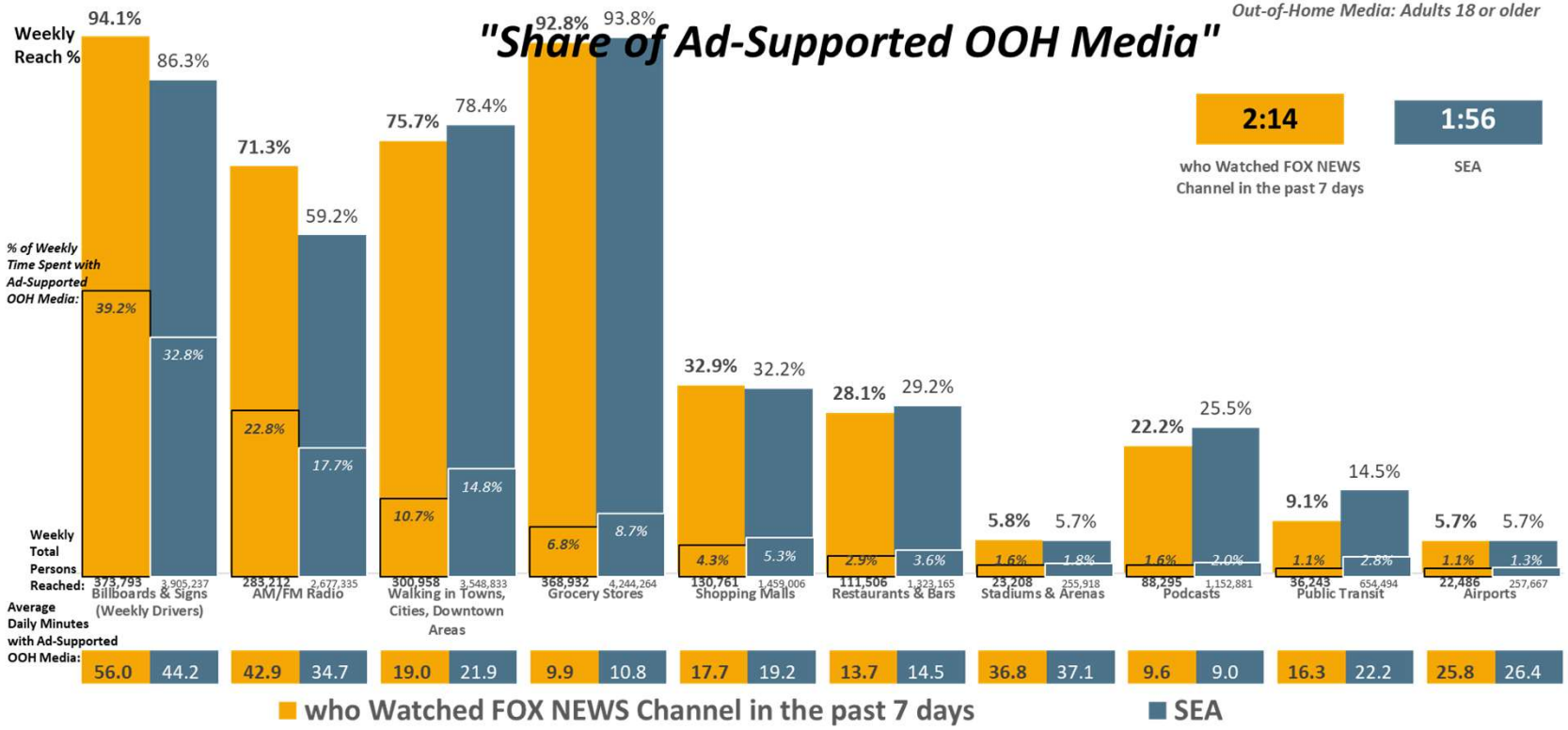
Cable networks watched past 7 days: FOX News Channel

373,793 or 94.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 39.2% 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 R2 2025: Sep24-Jul25 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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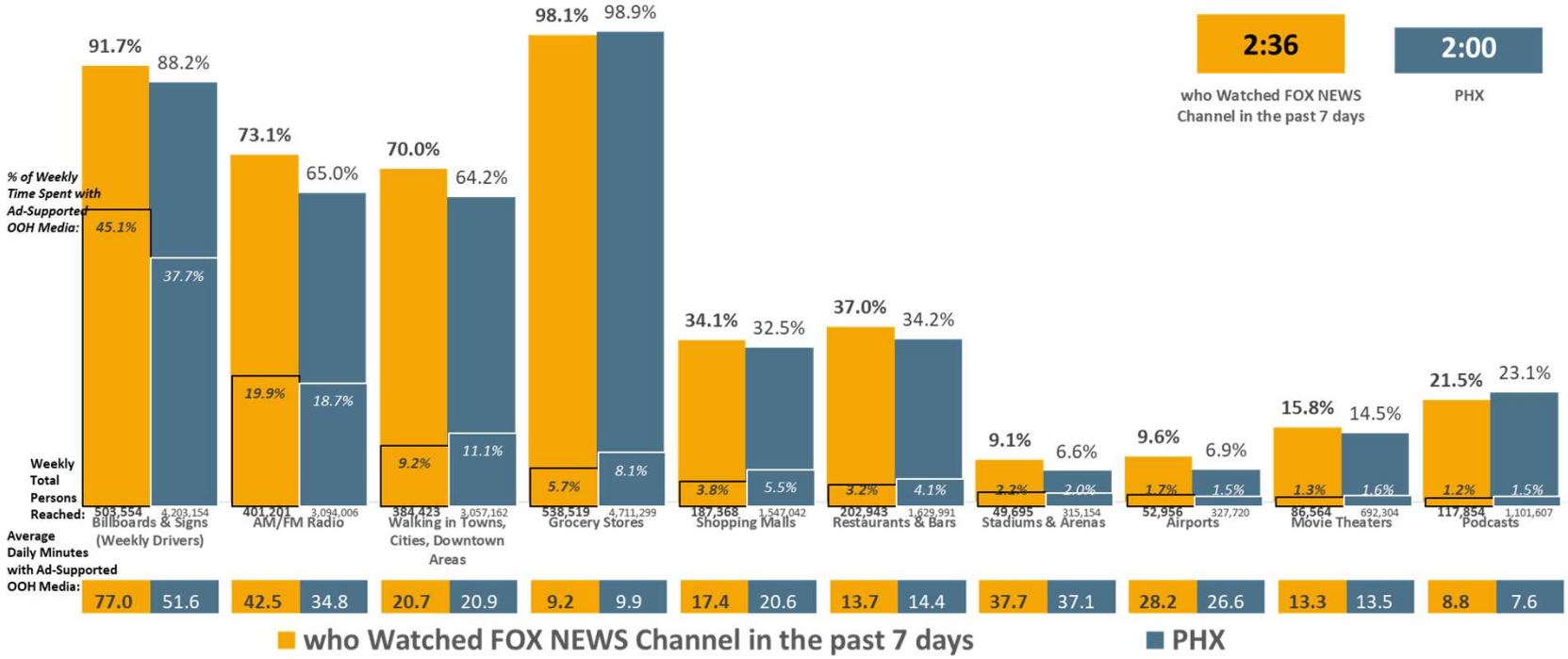
Cable networks watched past 7 days: FOX News Channel

503,554 or 91.7% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 77. minutes per day driving, seeing Billboards and Signs representing 45.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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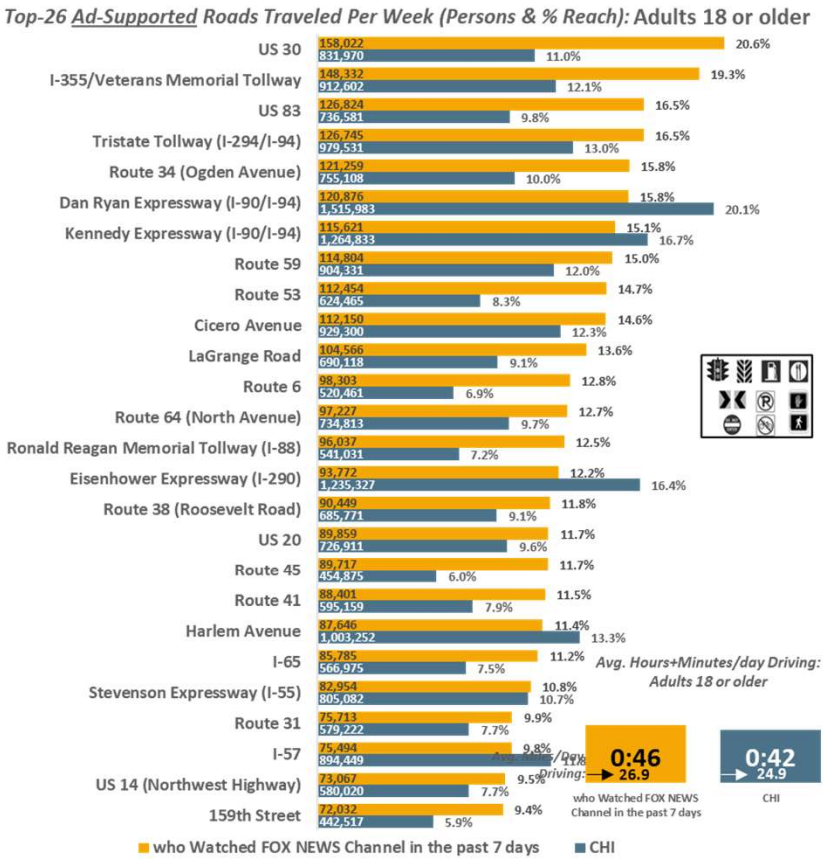
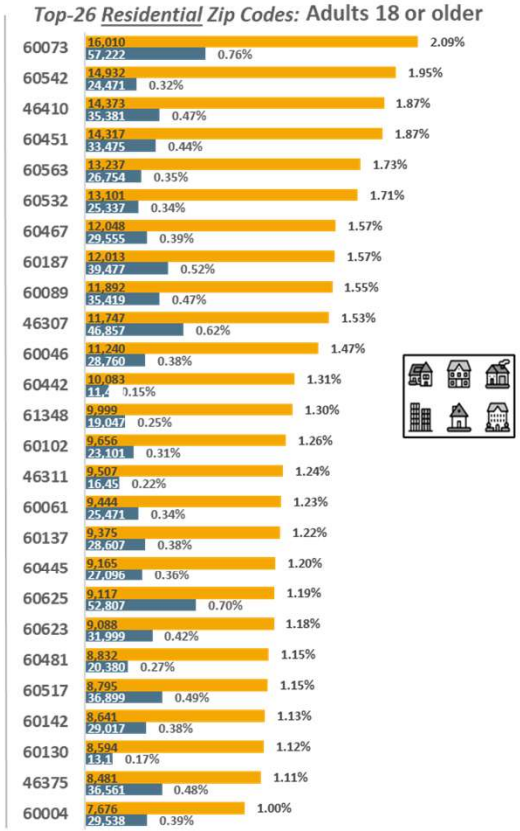
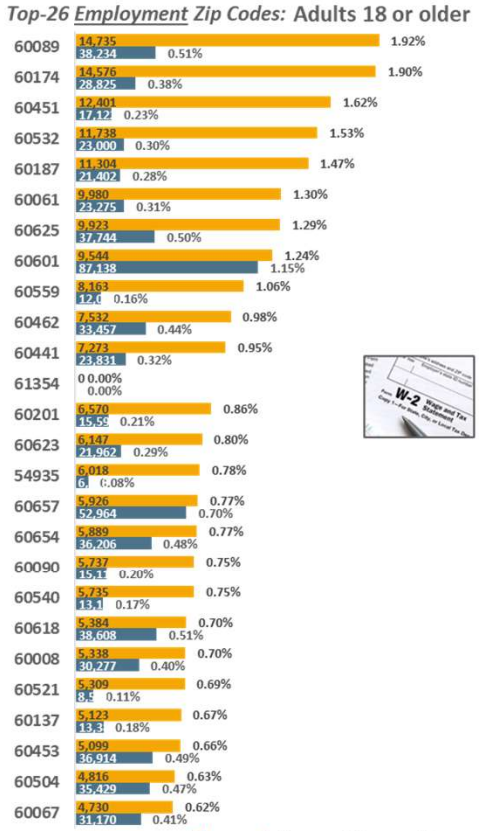
Cable networks watched past 7 days: FOX News Channel

709,433 or 92.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 94.2% more likely to use Route 45 than the Metro average.







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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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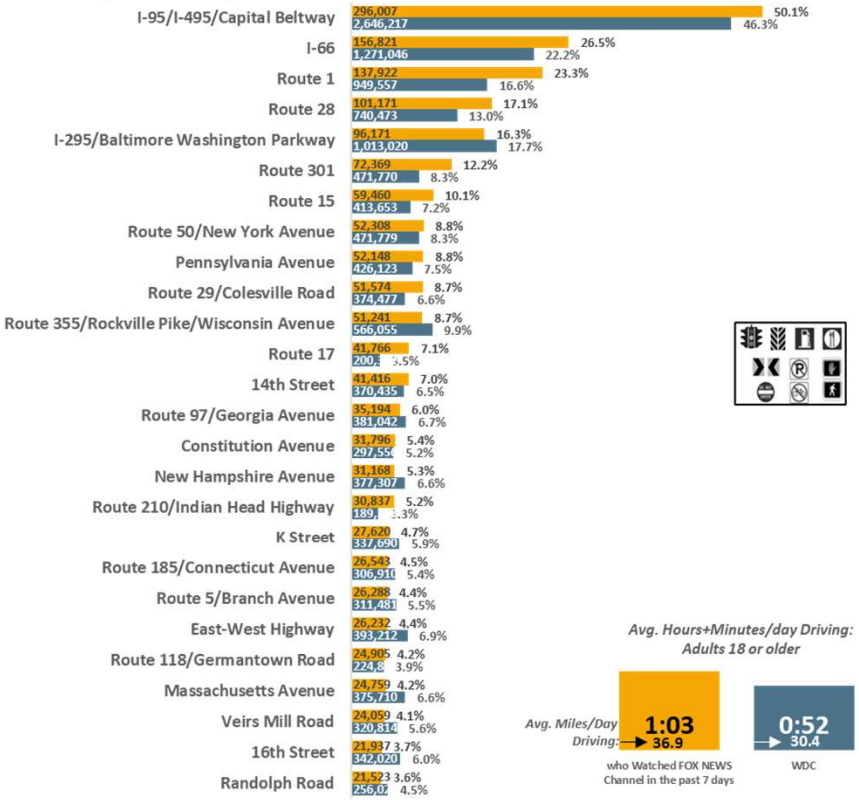
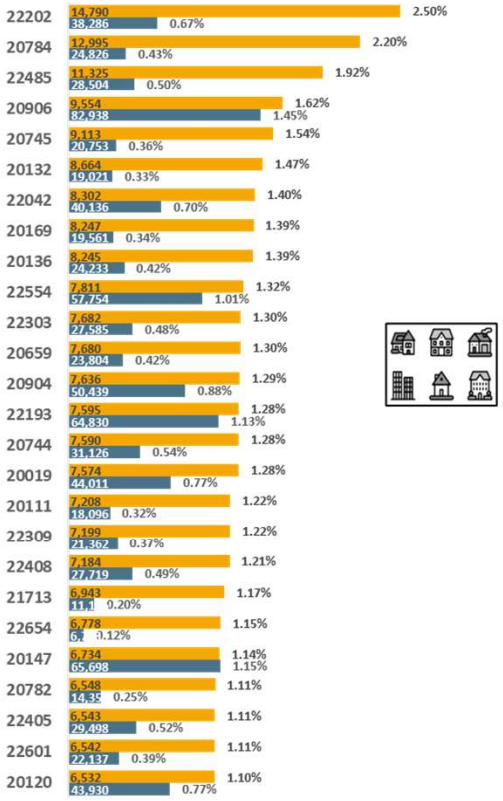
Cable networks watched past 7 days: FOX News Channel

529,515 or 89.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 63.5 minutes per day driving an average of 36.9 miles each day and are 101.4% more likely to use Route 17 than the Metro average.

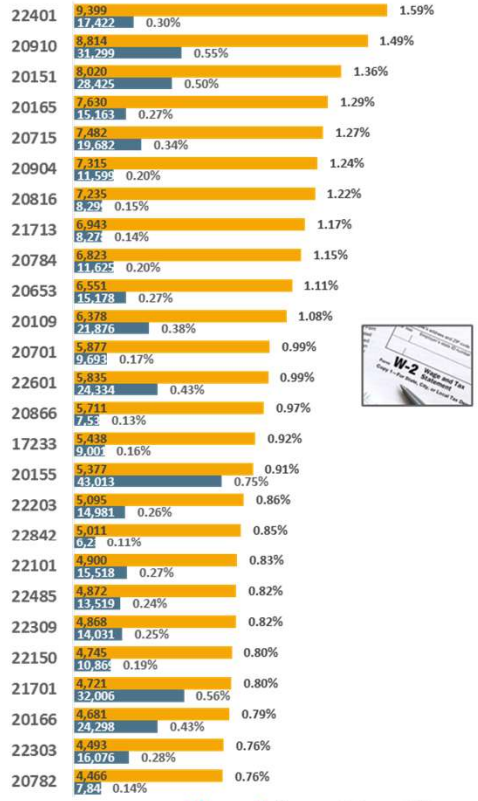
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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Cable networks watched past 7 days: FOX News Channel

FOX NEWS channel — SEA

373,793 or 94.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 129.2% more likely to use 6th Avenue (Puyallup) than the Metro average.

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

Road	who Watched FOX NEWS Channel in the past 7 days	%	SEA	%
I-5	259,810	65.4%	3,039,415	67.2%
I-405	121,194	30.5%	1,227,556	27.1%
Highway 167 (River Road)	86,271	21.7%	599,638	13.3%
Highway 99 (Aurora Ave, Evergreen Way,...	71,609	18.0%	886,501	19.6%
I-90	66,891	16.8%	1,057,732	23.4%
Highway 512	63,805	16.1%	362,432	8.0%
South Tacoma Way	53,571	13.5%	337,291	7.5%
Meridian Avenue/Highway 161 (Puyallup)	52,240	13.1%	261,0[illegible]	5.8%
Pacific Avenue (Tacoma)	49,141	12.4%	343,452	7.6%
Canyon Road East	33,266	8.4%	202,[illegible]	[illegible]
Highway 2	27,156	6.8%	327,212	7.2%
Narrows Bridge	27,140	6.8%	217,[illegible]	4.8%
1st Avenue (Seattle)	25,542	6.4%	355,433	7.9%
6th Avenue (Puyallup)	22,700	5.7%	11[illegible]	[illegible]
West Seattle Bridge	21,461	5.4%	278,7[illegible]	6.2%
Highway 518	21,292	5.4%	178[illegible]	[illegible]
Highway 520	21,083	5.3%	331,391	7.3%
6th Avenue (Tacoma)	20,424	5.1%	245,4[illegible]	5.4%
6th Avenue (Seattle)	17,531	4.4%	194,[illegible]	[illegible]
Lake City Way	16,456	4.1%	242,8[illegible]	5.4%
Highway 522	16,330	4.1%	211,[illegible]	[illegible]
Denny Way	15,449	3.9%	199,[illegible]	[illegible]
East Marginal Way	14,593	3.7%	152,[illegible]	[illegible]
Highway 169	14,542	3.7%	177,[illegible]	[illegible]
Highway 20	14,004	3.5%	189,[illegible]	[illegible]
Highway 509	11,810	3.0%	214,[illegible]	4.7%

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

Avg. Miles/Day Driving: 0:55 → 32.6 (who Watched FOX NEWS Channel in the past 7 days)

0:44 → 25.7 (SEA)

■ who Watched FOX NEWS Channel in the past 7 days ■ SEA

Top-26 Residential Zip Codes: Adults 18 or older

Zip	who Watched FOX NEWS Channel in the past 7 days	%	SEA	%
98520	21,329	5.37%	22,7[illegible]	0.50%
98532	16,399	4.13%	20,7[illegible]	0.46%
98391	10,734	2.70%	69,203	1.53%
98513	9,903	2.49%	36,516	0.81%
98331	7,871	1.98%	11[illegible]	0.25%
98372	7,491	1.89%	12[illegible]	0.28%
98258	7,028	1.77%	35,069	0.78%
98382	6,356	1.60%	17,[illegible]	0.38%
98584	5,943	1.50%	48,749	1.08%
98208	5,902	1.49%	57,411	1.27%
98374	5,753	1.45%	44,453	0.98%
98075	5,497	1.38%	22,0[illegible]	0.49%
98036	5,350	1.35%	37,814	0.84%
98204	5,228	1.32%	22,5[illegible]	0.50%
98020	5,177	1.30%	23,48[illegible]	0.52%
98026	4,988	1.26%	37,993	0.84%
98052	4,909	1.24%	65,876	1.46%
98001	4,872	1.23%	38,160	0.84%
98058	4,648	1.17%	31,630	0.70%
98371	4,527	1.14%	20,1[illegible]	0.45%
98007	4,394	1.11%	28,501	0.63%
98198	4,347	1.09%	36,242	0.81%
98367	4,288	1.08%	32,229	0.71%
98188	4,247	1.07%	28,160	0.62%
98366	4,239	1.07%	30,399	0.67%
98516	4,054	1.02%	18,9[illegible]	0.42%

Top-26 Employment Zip Codes: Adults 18 or older

Zip	who Watched FOX NEWS Channel in the past 7 days	%	SEA	%
98001	12,261	3.09%	32,094	0.71%
98532	10,324	2.60%	16,46[illegible]	0.36%
98382	6,356	1.60%	6,[illegible]	0.14%
98531	6,075	1.53%	8,6[illegible]	0.19%
98584	5,943	1.50%	6,[illegible]	0.15%
98198	5,770	1.45%	16,51[illegible]	0.37%
98038	5,288	1.33%	23,720	0.52%
98204	5,024	1.26%	32,765	0.72%
98373	5,015	1.26%	18,052	0.40%
98032	4,966	1.25%	45,919	1.01%
98516	4,578	1.15%	8,[illegible]	0.19%
98101	4,368	1.10%	73,716	1.63%
98513	4,174	1.05%	11,9[illegible]	0.26%
98059	4,066	1.02%	15,89[illegible]	0.35%
98052	3,868	0.97%	117,233	2.59%
98075	3,862	0.97%	14,3[illegible]	0.32%
98002	3,631	0.91%	37,580	0.83%
98408	3,113	0.78%	10,[illegible]	0.23%
98208	2,964	0.75%	13,9[illegible]	0.31%
98372	2,963	0.75%	18,959	0.42%
98072	2,896	0.73%	14,5[illegible]	0.32%
98021	2,779	0.70%	23,493	0.52%
98826	2,576	0.65%	8,7[illegible]	0.19%
98329	2,565	0.65%	[illegible]	0.08%
98022	2,506	0.63%	16,32[illegible]	0.36%
98010	2,469	0.62%	[illegible]	0.06%

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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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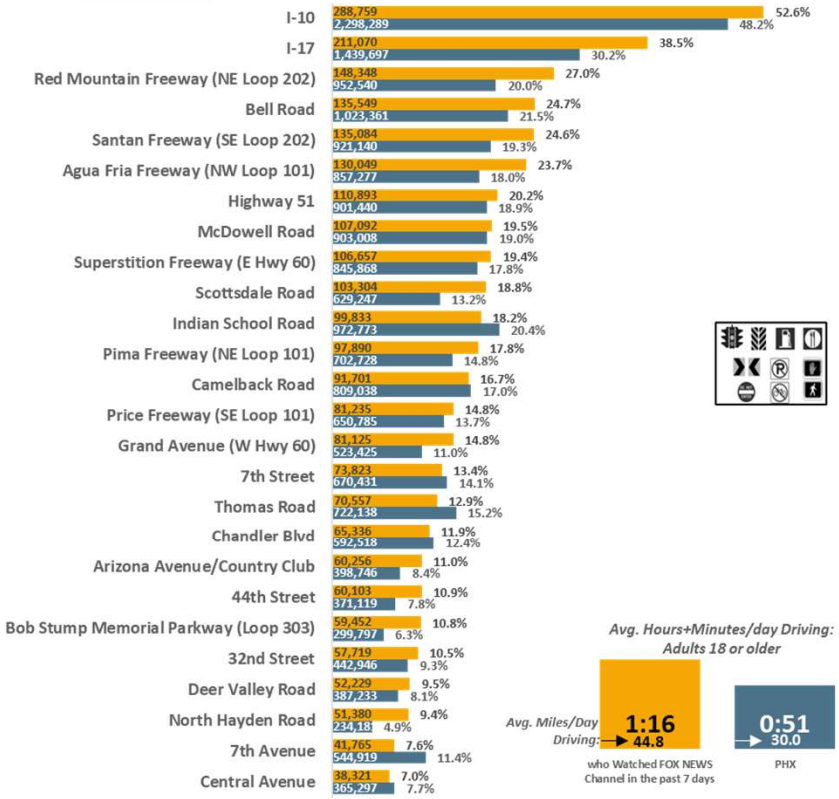
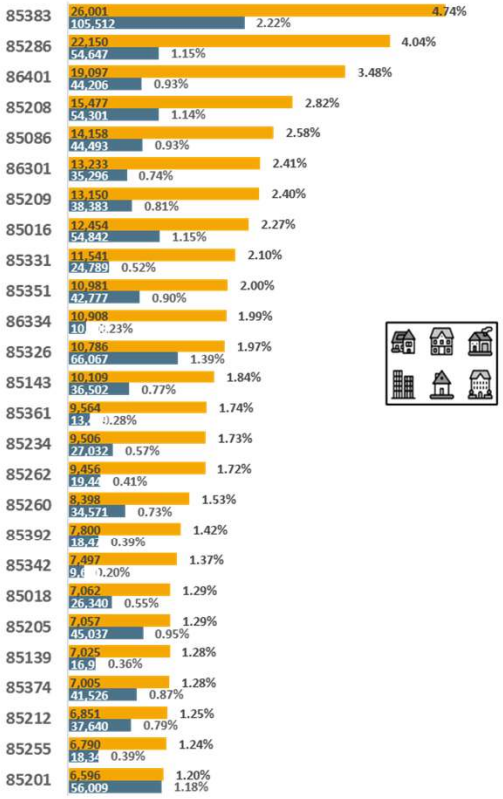
Cable networks watched past 7 days: FOX News Channel

503,554 or 91.7% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 77. minutes per day driving an average of 44.8 miles each day and are 42.5% more likely to use Scottsdale Road than the Metro average.

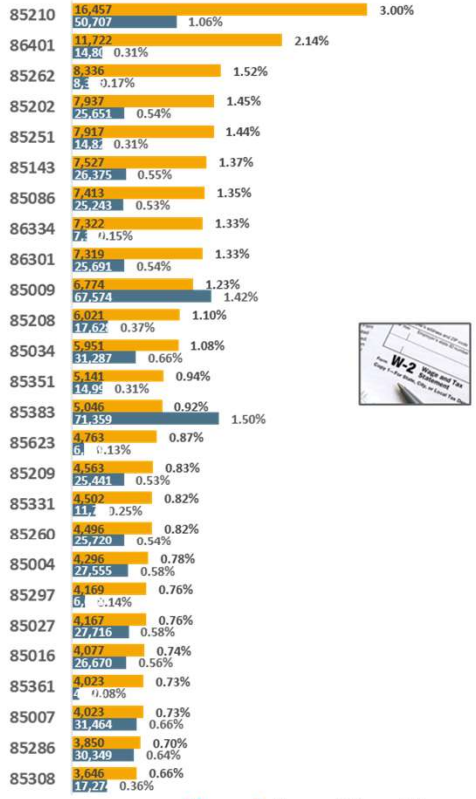
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): **Adults 18 or older**



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



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



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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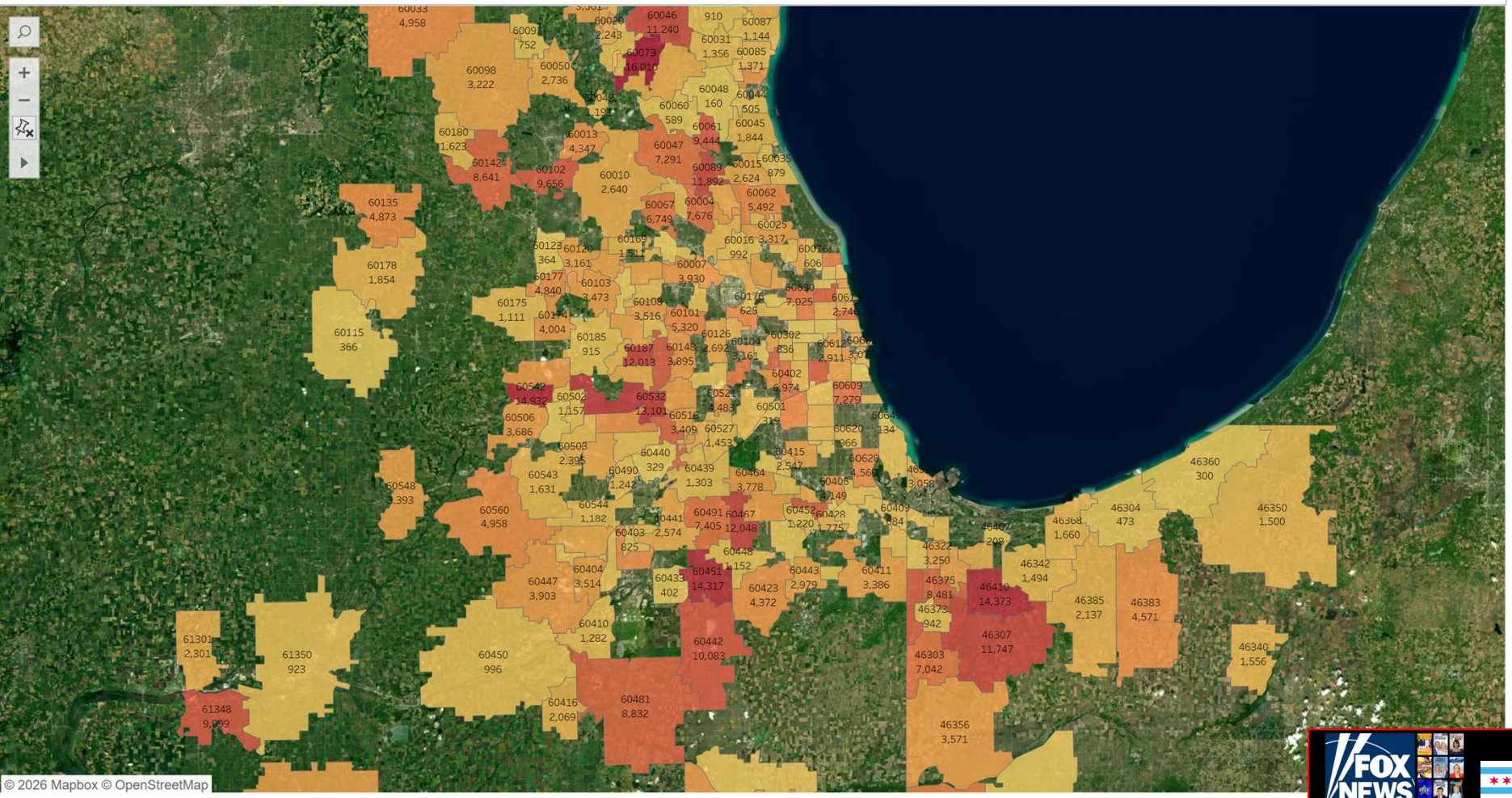
Cable networks watched past 7 days: FOX News Channel

Top Residential Zip Codes: (Adults 18 or older who Watched FOX NEWS Channel in the past 7 days)



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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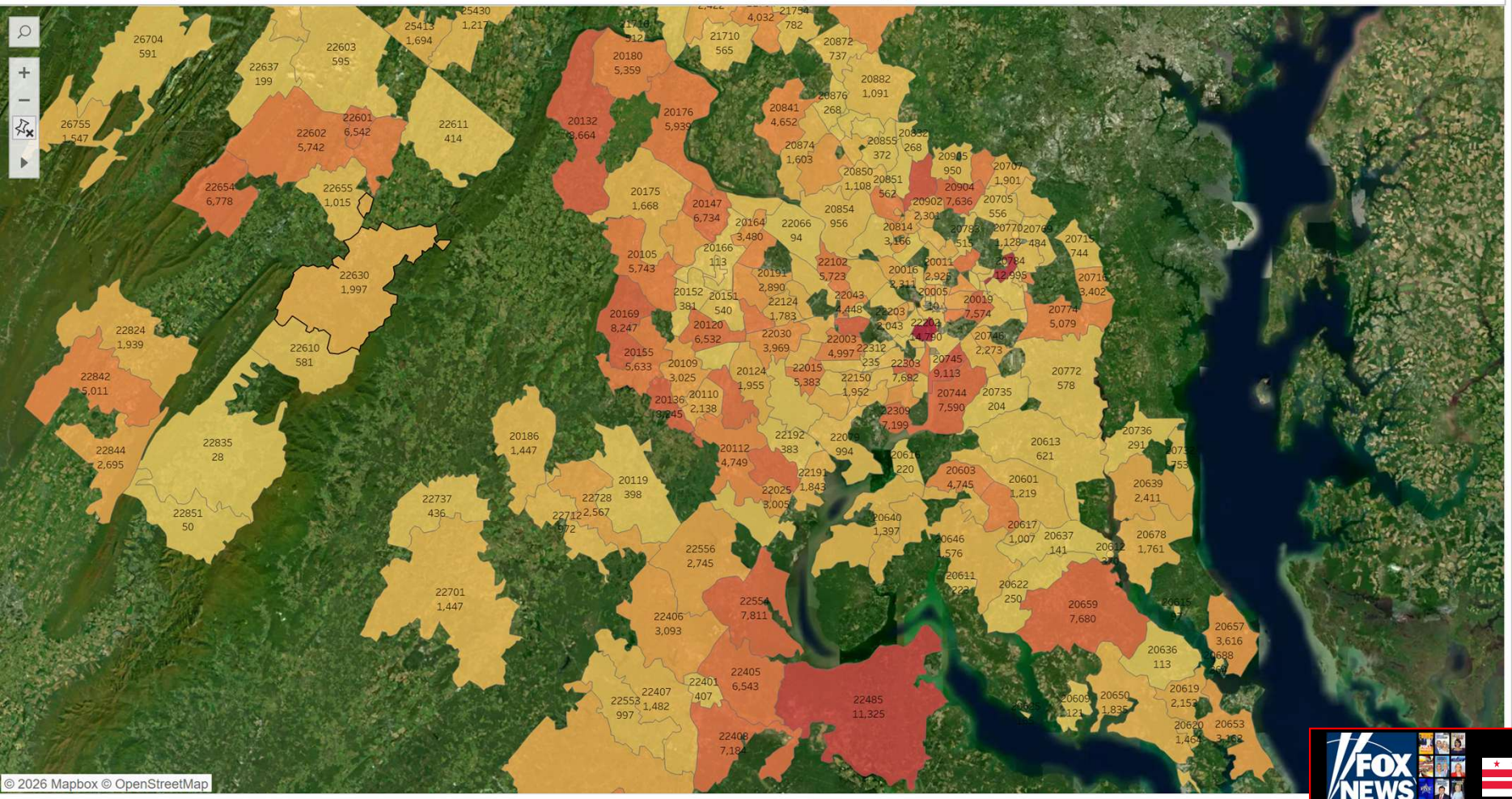
Cable networks watched past 7 days: FOX News Channel

Top Residential Zip Codes: (Adults 18 or older who Watched FOX NEWS Channel in the past 7 days)



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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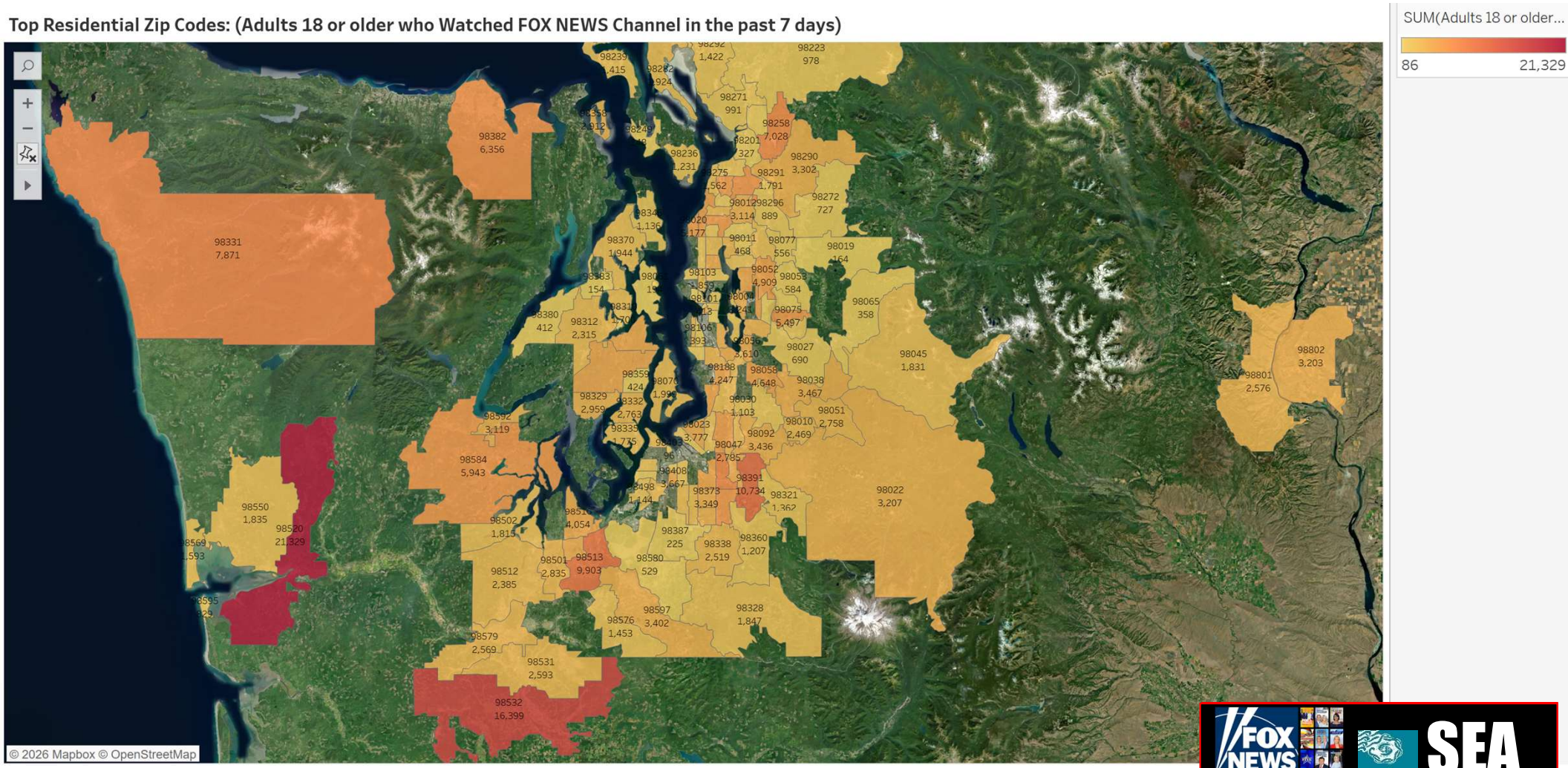
Cable networks watched past 7 days: FOX News Channel

Top Residential Zip Codes: (Adults 18 or older who Watched FOX NEWS Channel in the past 7 days)



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 414

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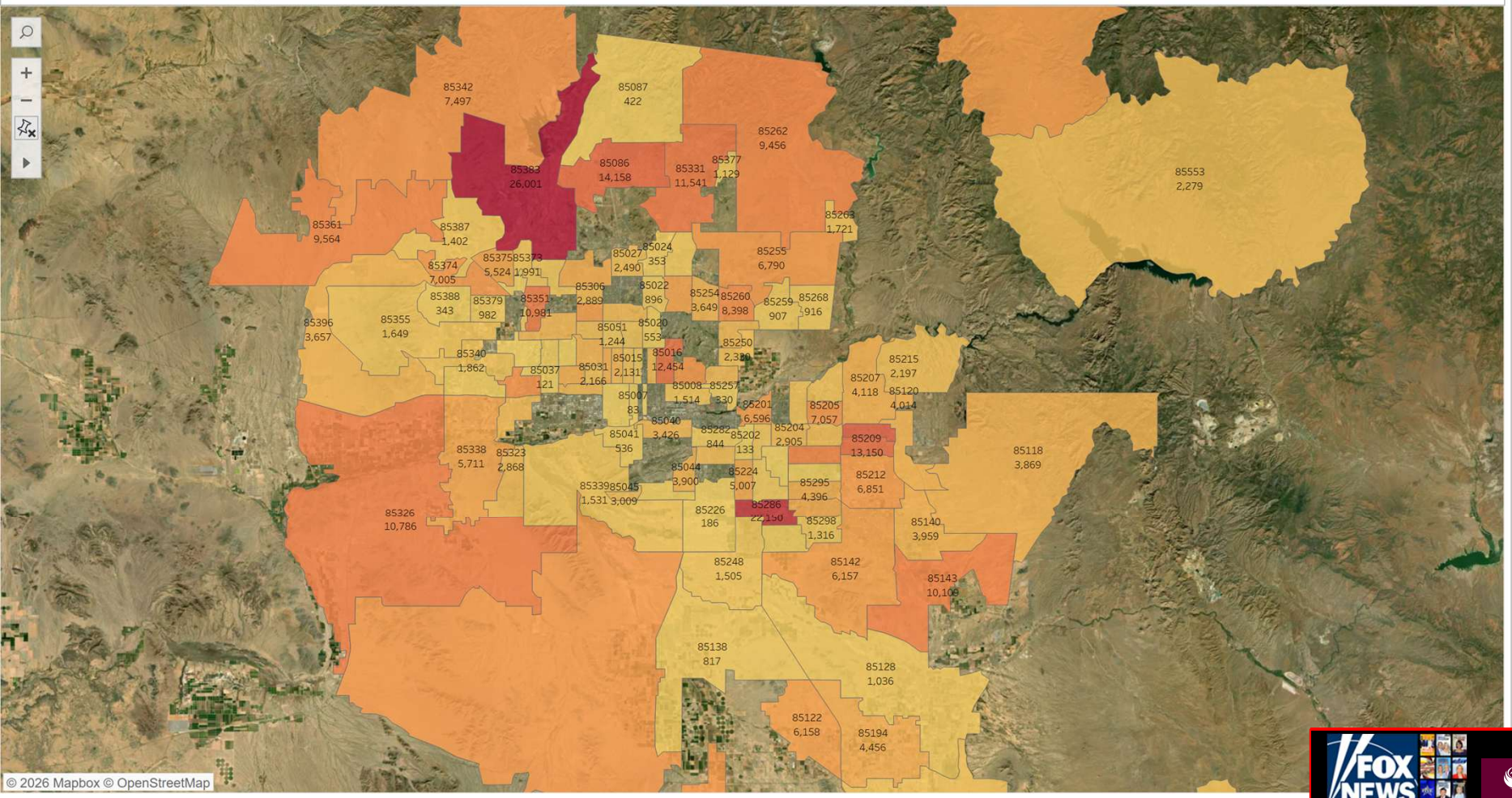
Cable networks watched past 7 days: FOX News Channel

Top Residential Zip Codes: (Adults 18 or older who Watched FOX NEWS Channel in the past 7 days)



SUM(Adults 18 or older...

28 — 26,001

FOX NEWS channel PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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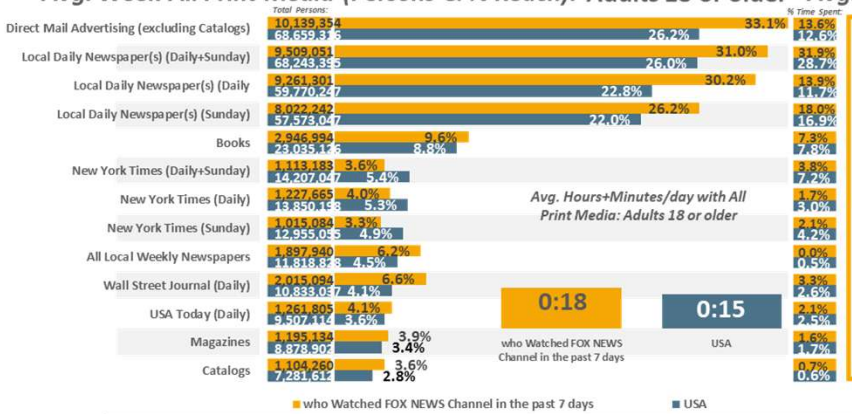
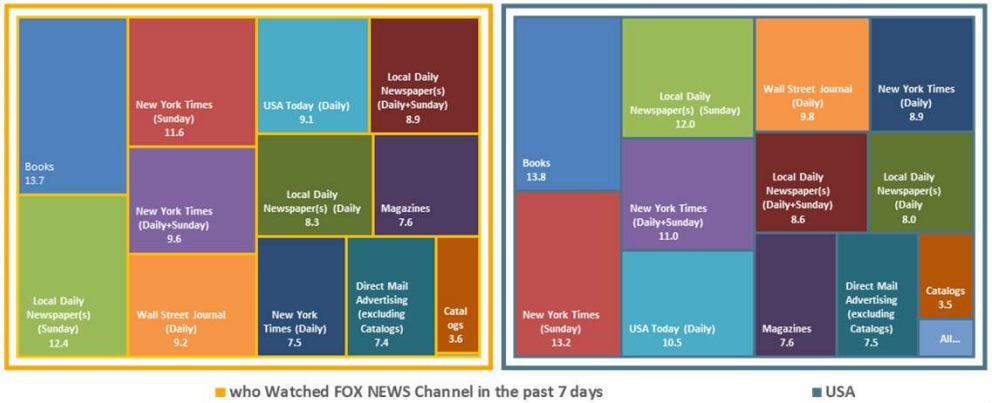
Cable networks watched past 7 days: FOX News Channel

9,509,051 or 31.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

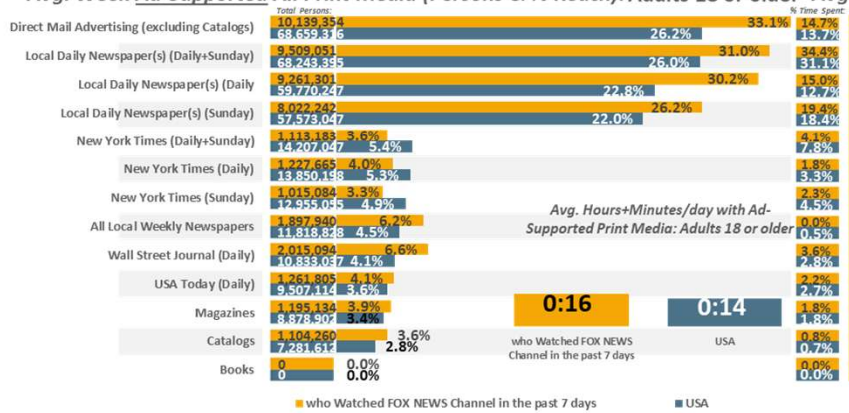
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



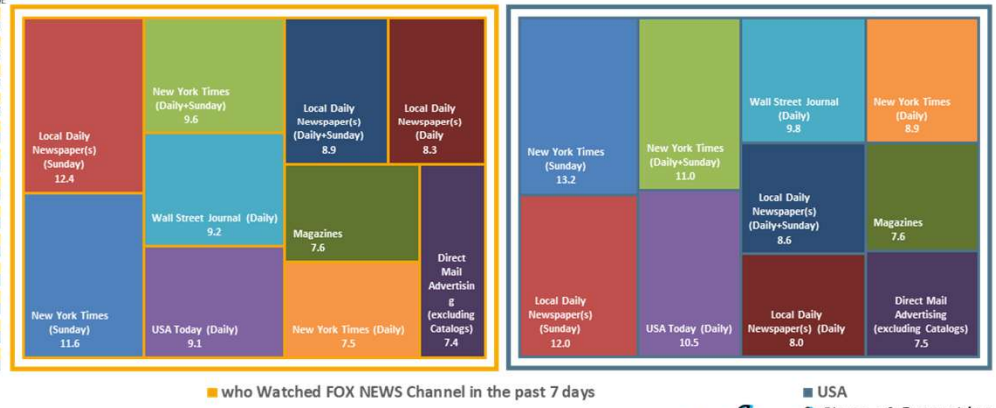
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 3,454

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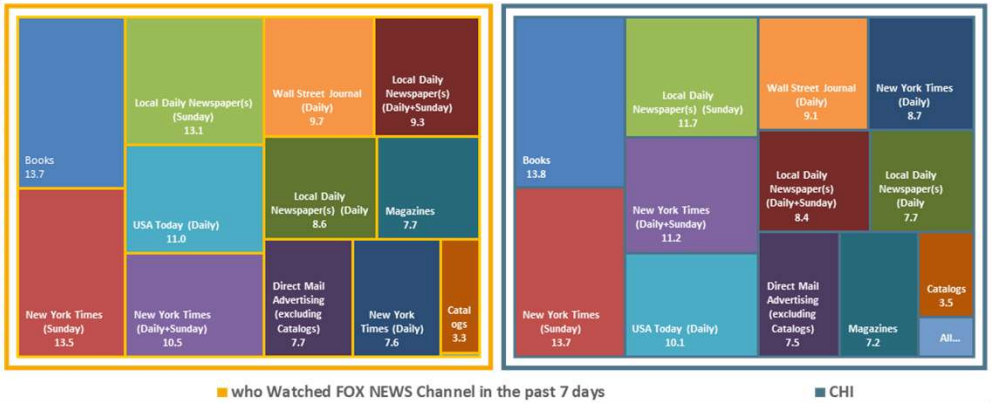
Cable networks watched past 7 days: FOX News Channel

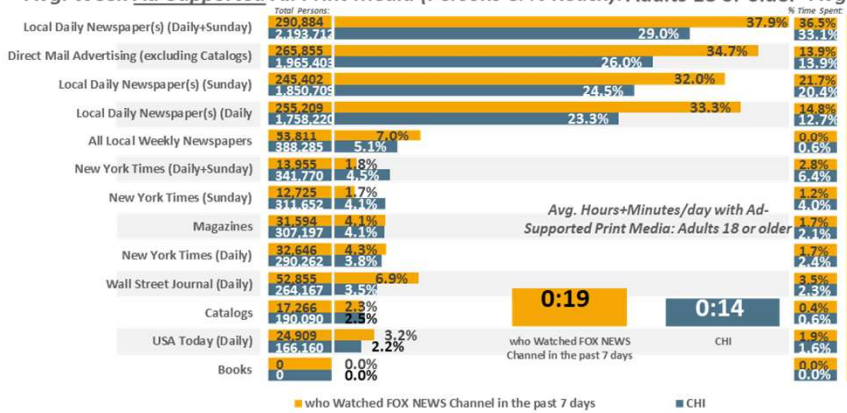
290,884 or 37.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

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

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



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



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

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 510

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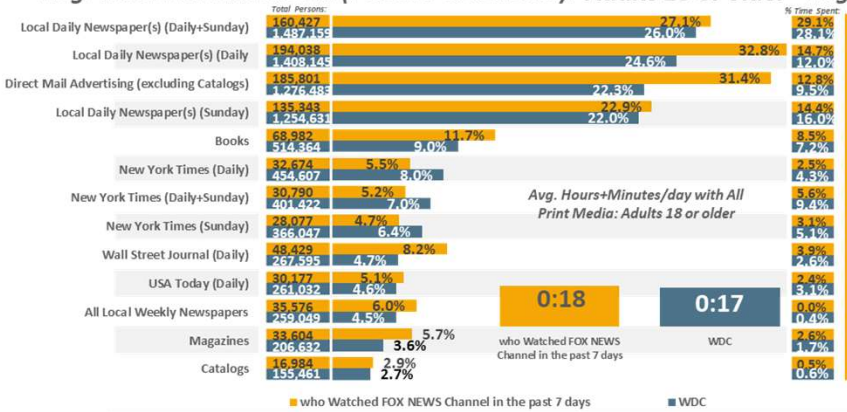
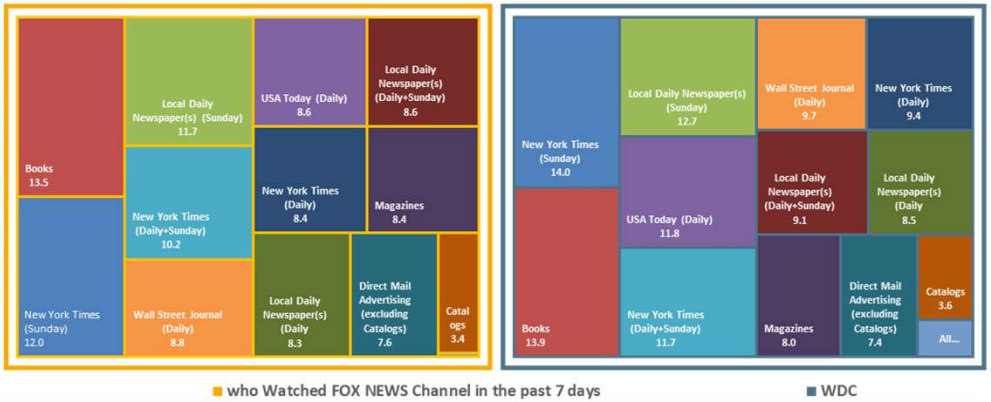
160,427 or 27.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

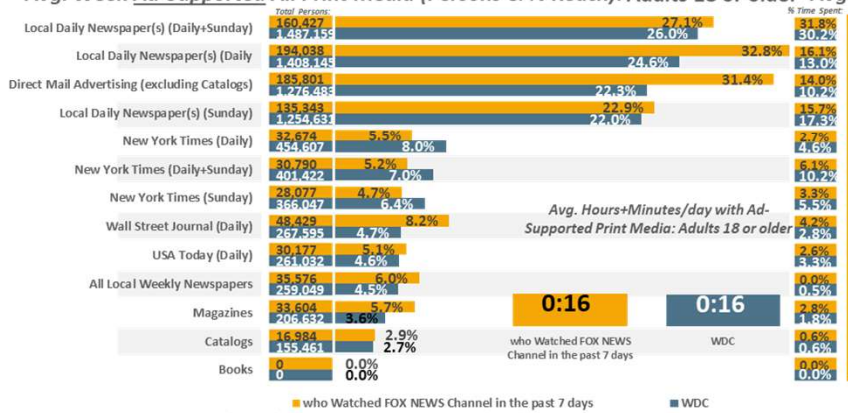
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



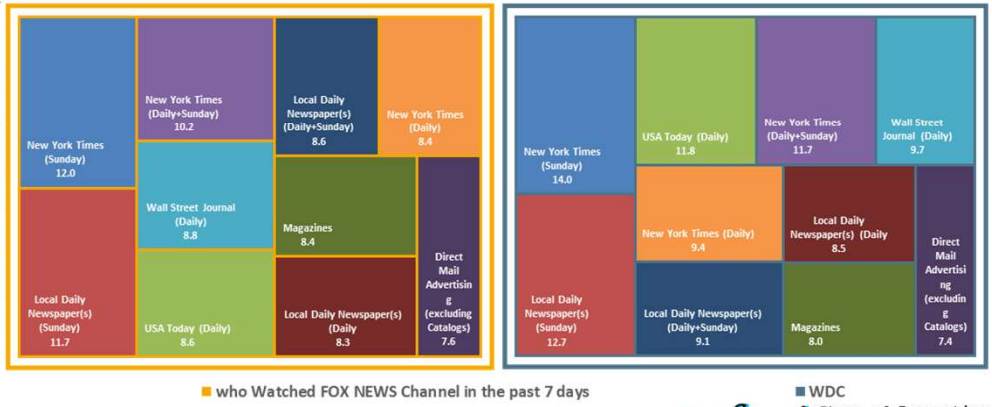
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 702

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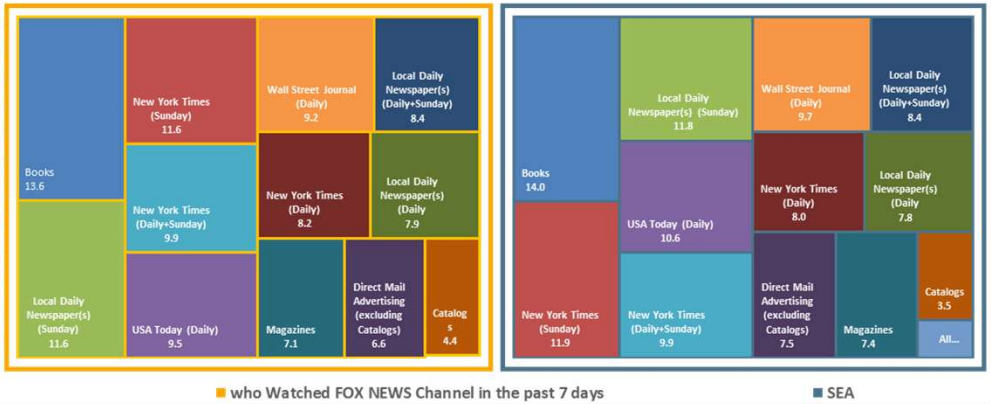
Cable networks watched past 7 days: FOX News Channel

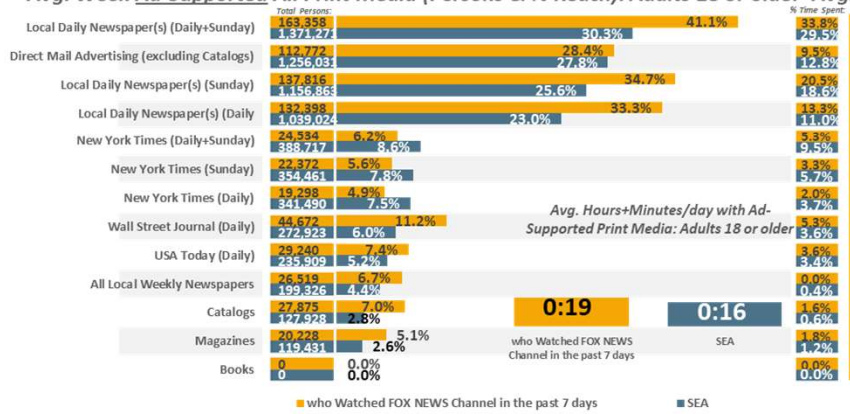
163,358 or 41.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

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

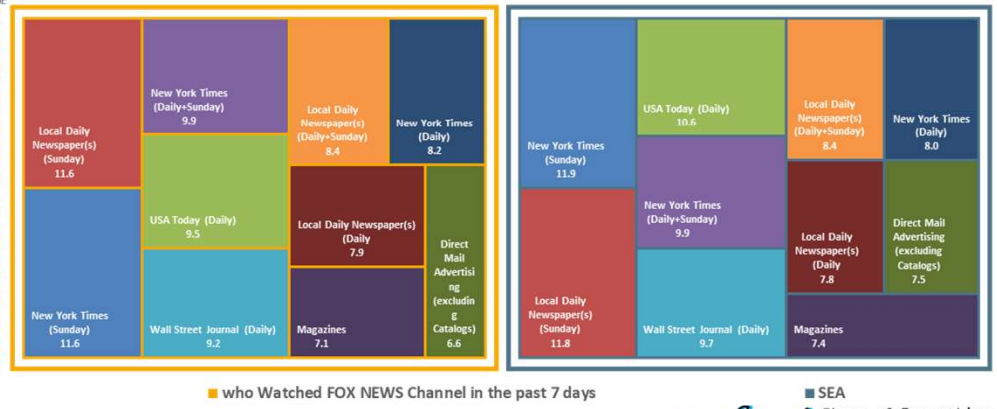
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Jul25 Qual Intab 414

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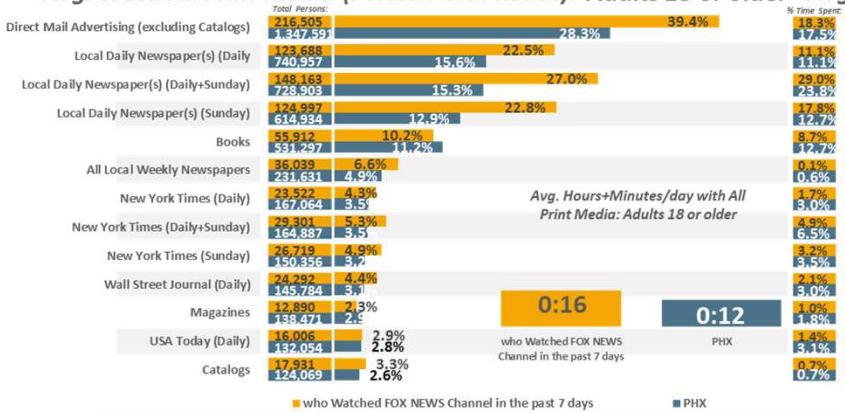
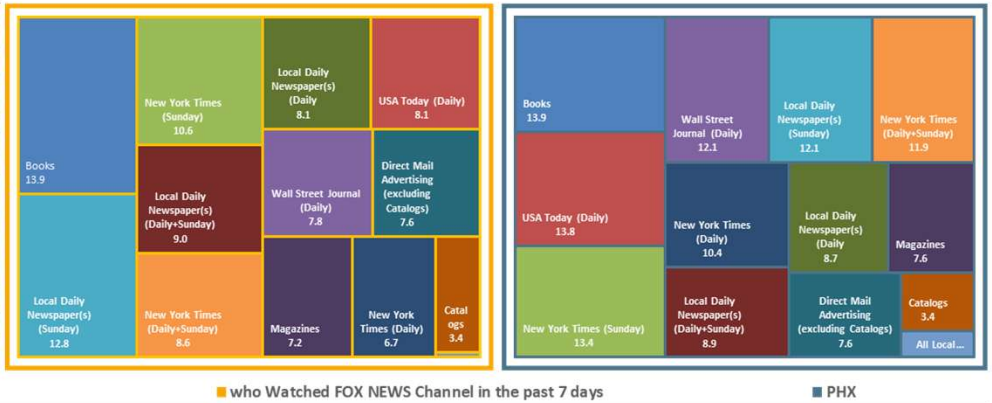
148,163 or 27.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

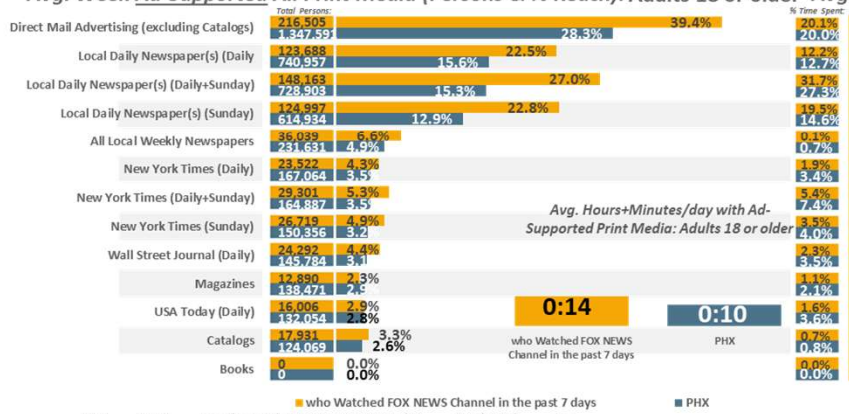
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



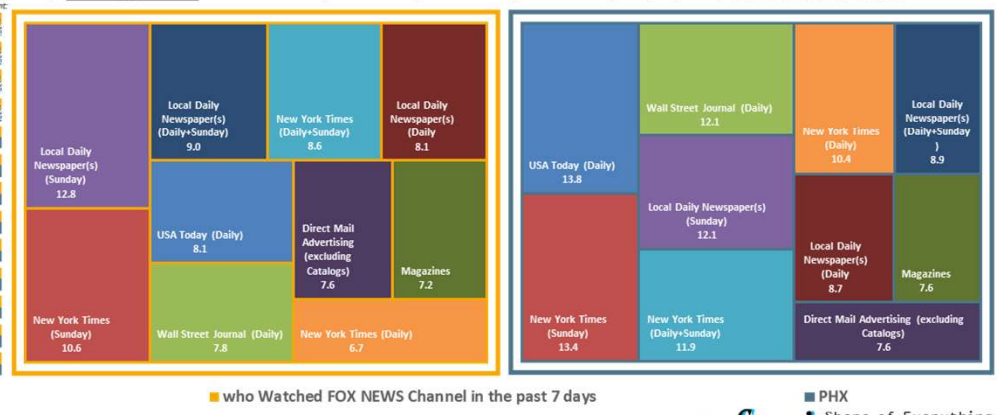
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 356

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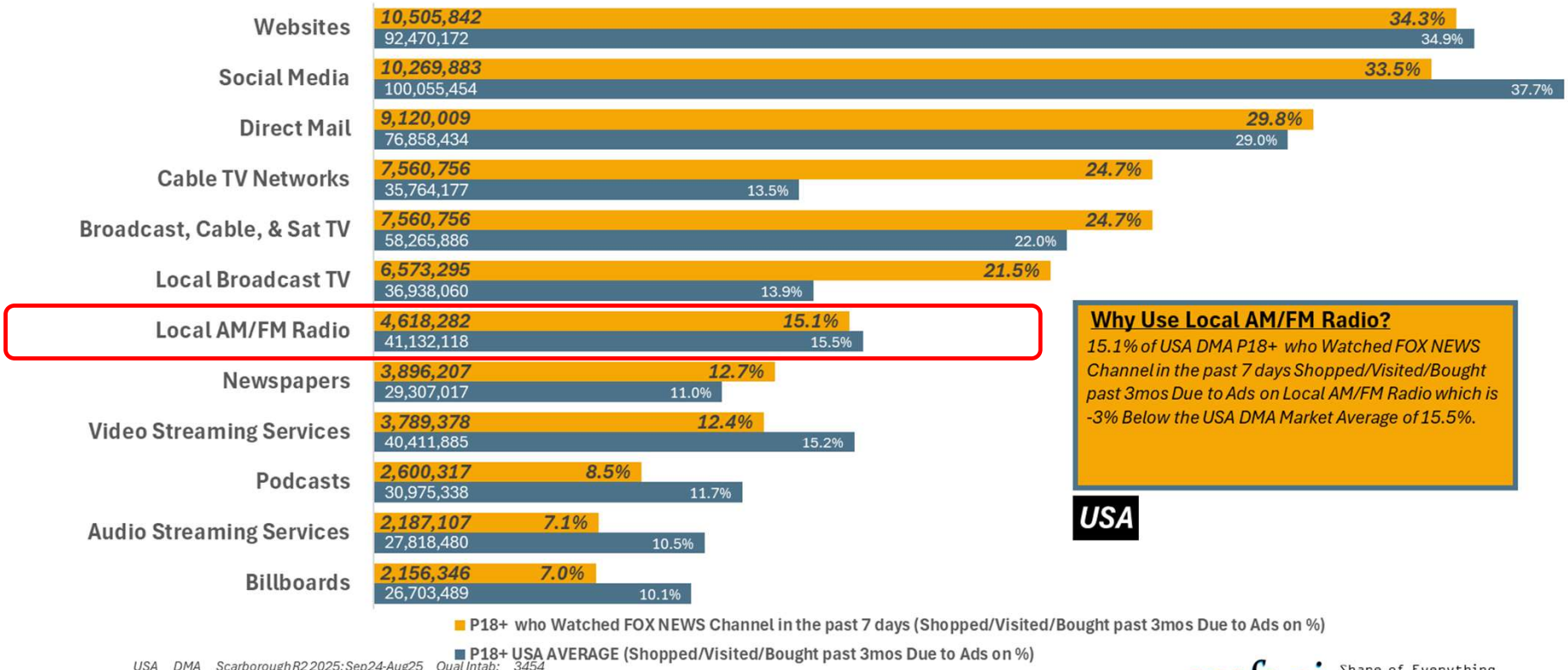
Cable networks watched past 7 days: FOX News Channel

FOX NEWS channel USA

"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.1% of USA DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 15.5%.

USA

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3454

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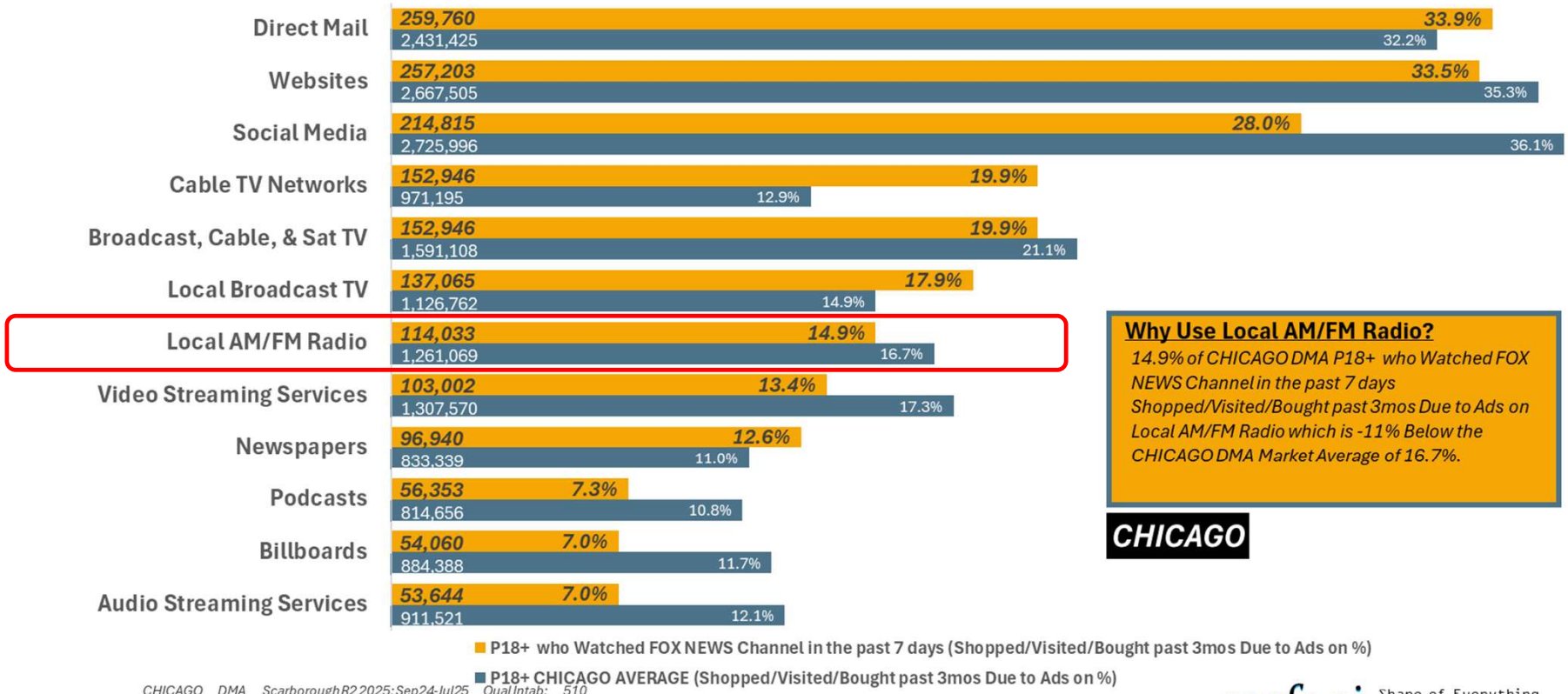
"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.9% of CHICAGO DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 510

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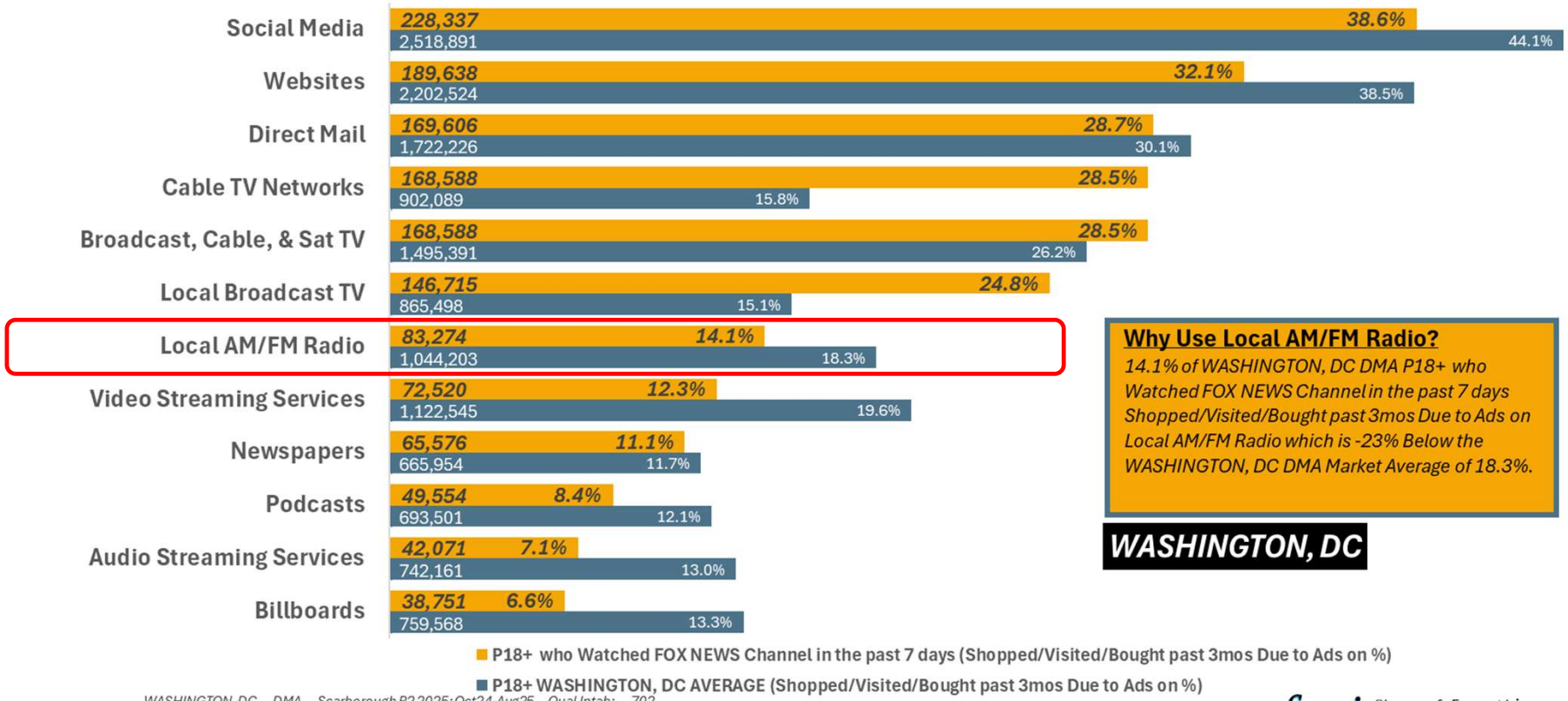
Cable networks watched past 7 days: FOX News Channel

"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.1% of WASHINGTON, DC DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 702

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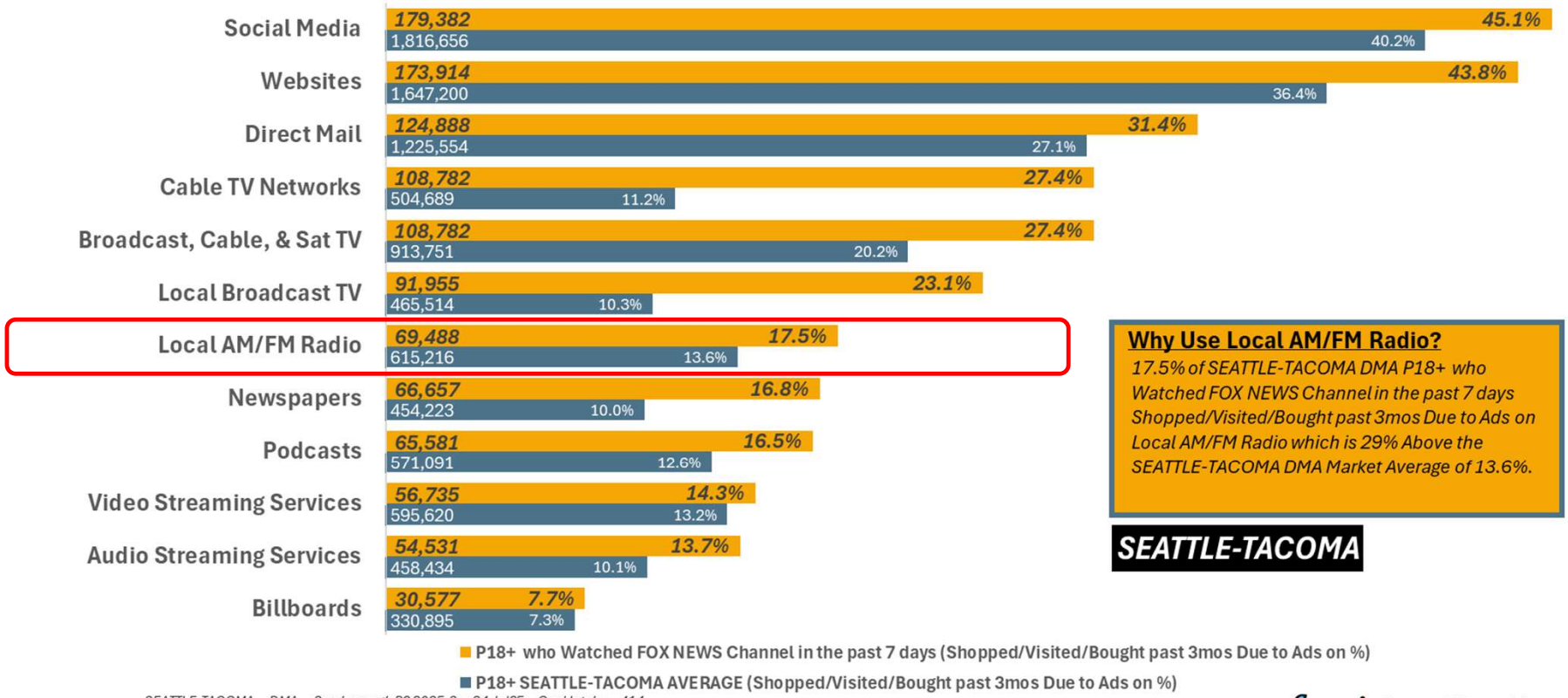
Cable networks watched past 7 days: FOX News Channel

FOX NEWS channel SEA

"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.5% of SEATTLE-TACOMA DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 414

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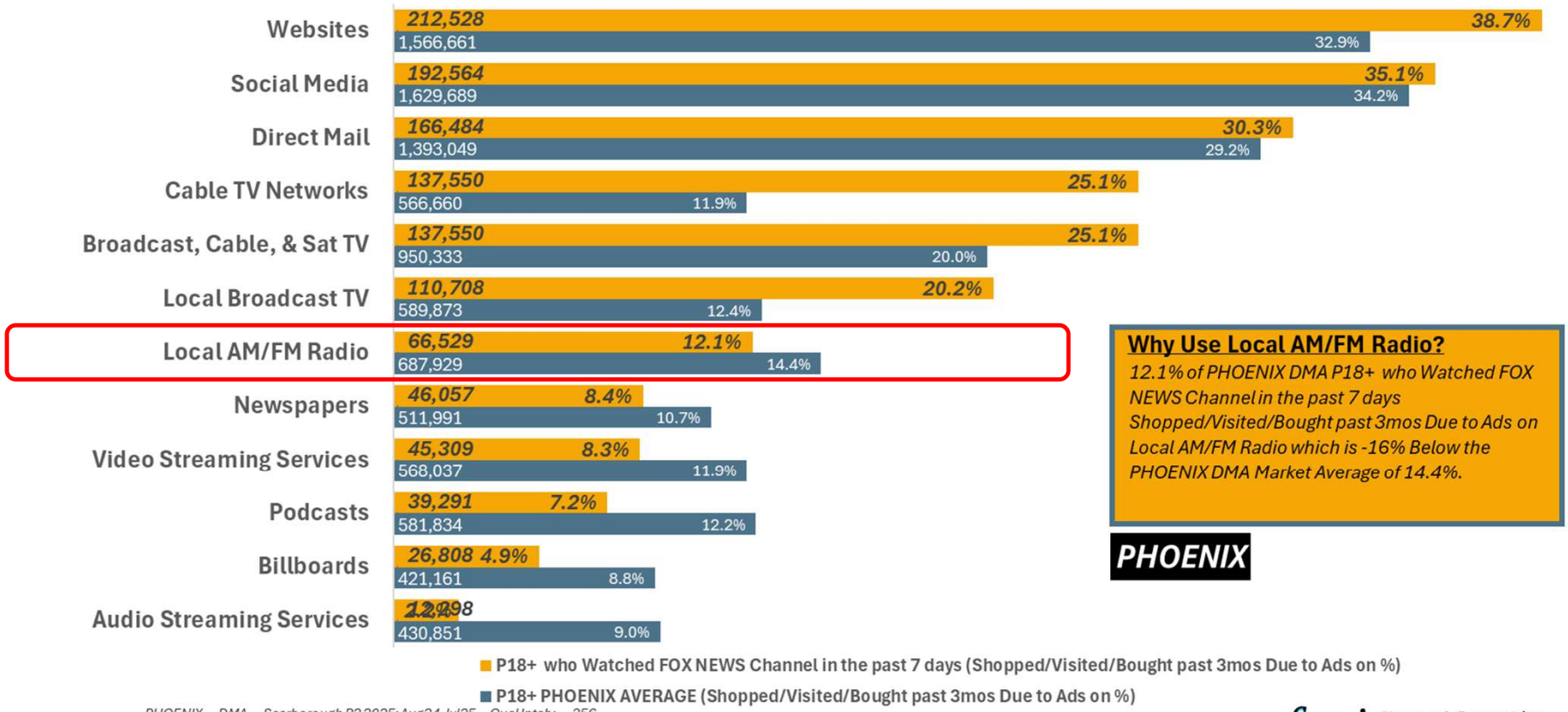
Cable networks watched past 7 days: FOX News Channel

FOX NEWS channel PHX

"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.1% of PHOENIX DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 356

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Cable networks watched past 7 days: FOX News Channel