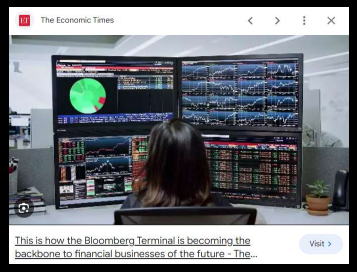
USA–5 Demos of the PHOENIX, AZ DMA vs. the USA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles









P18+

P25-54

W25-54

M25-54

P35-64

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

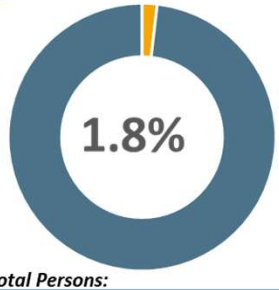
HUBBARD BROADCASTING INC. HB INC.



P18+

1.8% or 4,763,511 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Typical Adults 18 or older who Live in the PHOENIX, AZ, DMA are 48.6 years old (.2% younger than average) and have a $105,341 (11.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

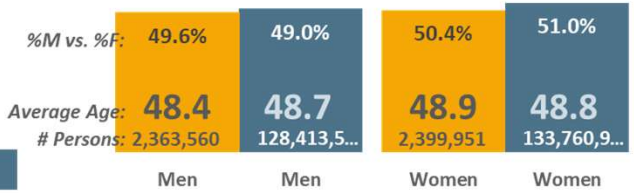


- who Live in the PHOENIX, AZ, DMA
- Remainder of USA DMAs

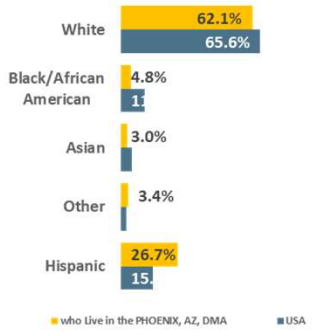
Total Persons:



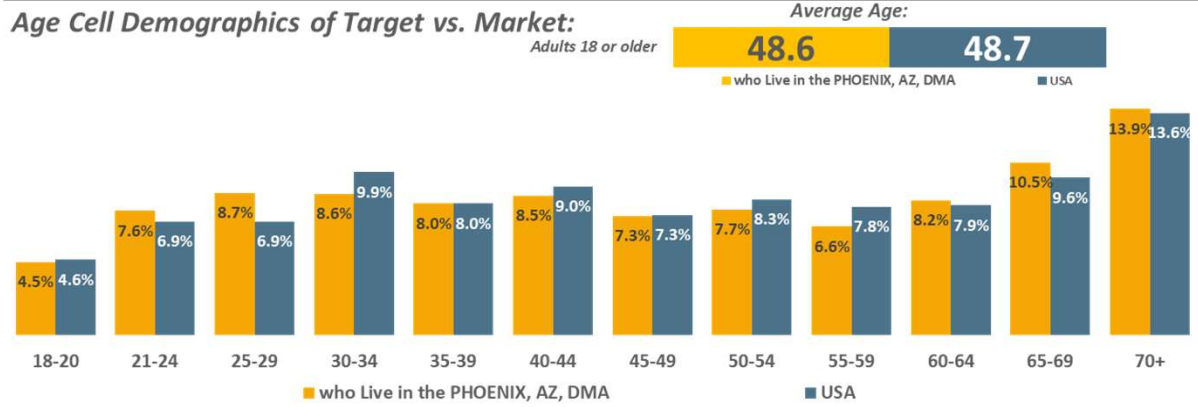
Gender of Target vs. Market: Adults 18 or older



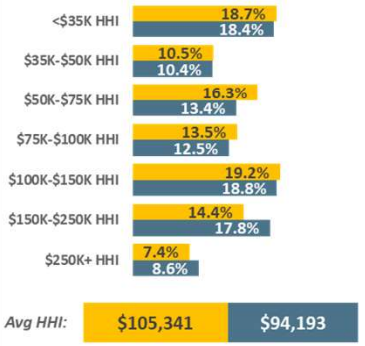
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $105,341 | $94,193

USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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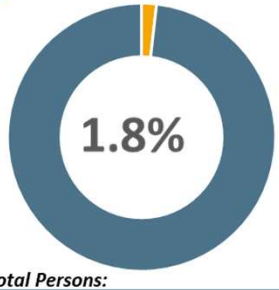
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



P25-54

1.8% or 2,322,502 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Typical Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.6 years old (1.1% younger than average) and have a $106,966 (7.4% higher than average) annual household income.

Percent of Market: Adults 25 - 54



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

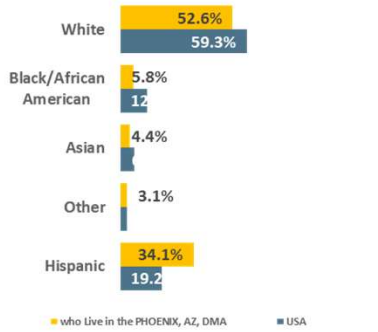
Total Persons:

2,322,502	127,499,152

Gender of Target vs. Market: Adults 25 - 54

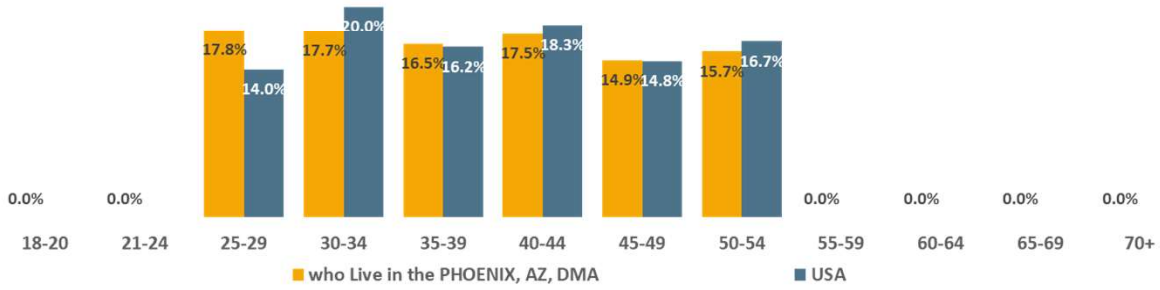
	Men	Men	Women	Women
%M vs. %F:	51.2%	50.2%	48.8%	49.8%
Average Age:	39.4	40.0	39.8	40.0
# Persons:	1,188,980	65,198,054	1,133,522	64,623,600

Ethnicity of Target vs. Market:

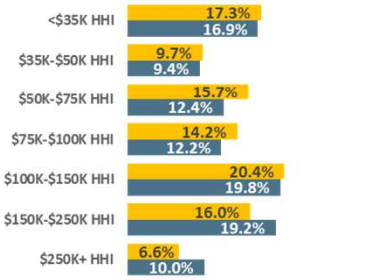


Age Cell Demographics of Target vs. Market:

Adults 25 - 54	Average Age: 39.6	40.0



HHI of Target vs. Market:



Avg HHI:	$106,966	$99,619

USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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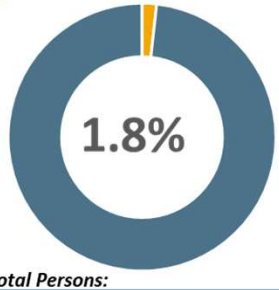
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



W25-54

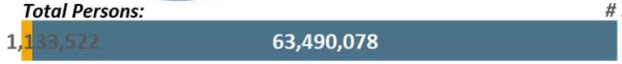
1.8% or 1,133,522 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Typical Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.8 years old (.6% younger than average) and have a $98,544 (10.5% higher than average) annual household income.

Percent of Market: Women 25 - 54

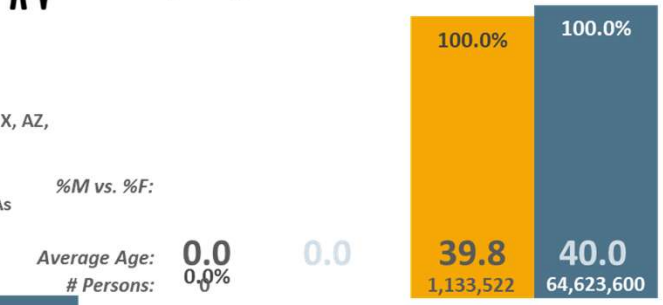


- who Live in the PHOENIX, AZ, DMA
- Remainder of USA DMAs

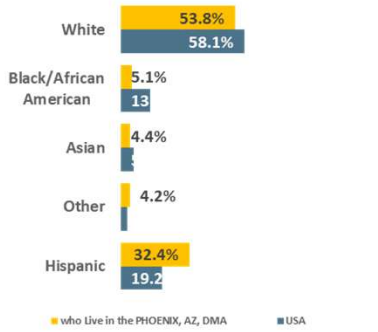
Total Persons:



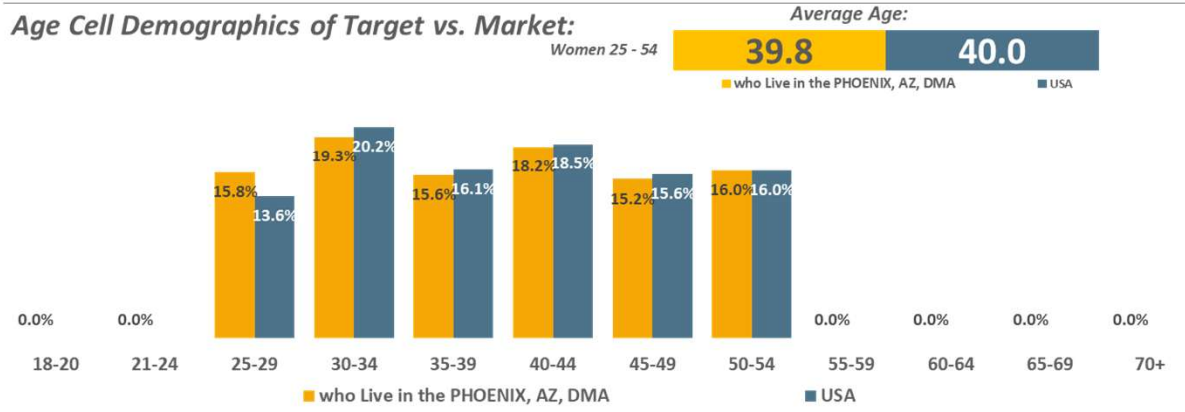
Gender of Target vs. Market: Women 25 - 54



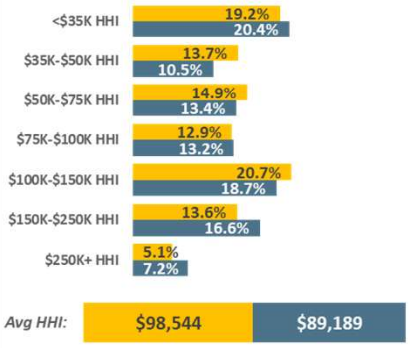
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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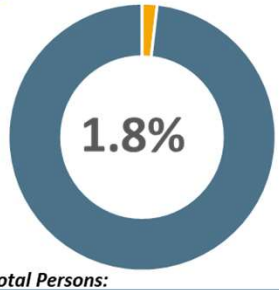
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



M25-54

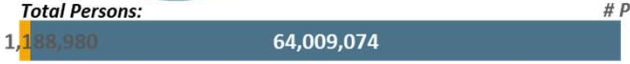
1.8% or 1,188,980 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Typical Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 39.4 years old (1.5% younger than average) and have a $114,995 (4.6% higher than average) annual household income.

Percent of Market: Men 25 - 54

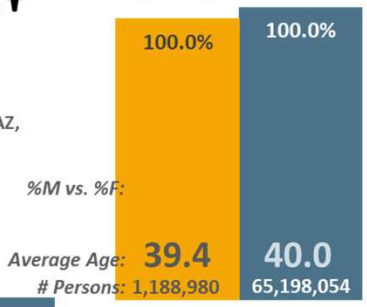


- who Live in the PHOENIX, AZ, DMA
- Remainder of USA DMAs

Total Persons:

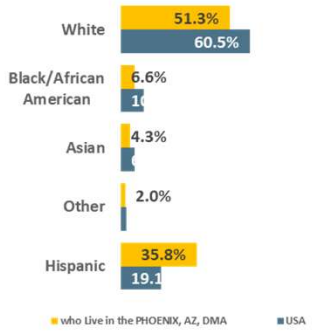


Gender of Target vs. Market: Men 25 - 54

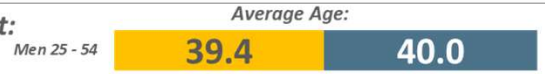


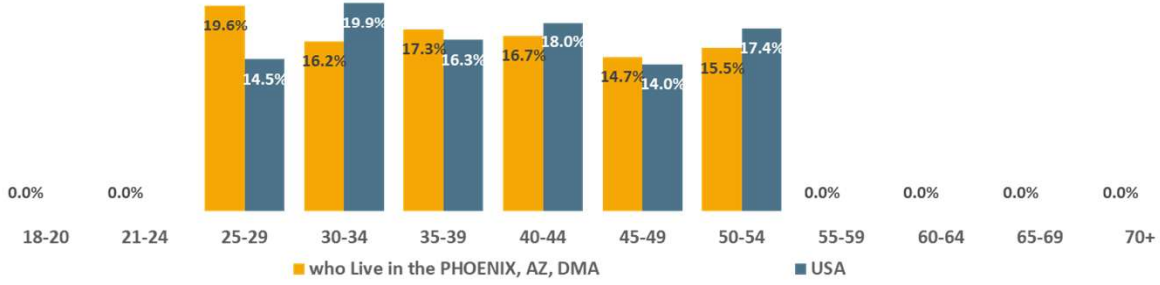


Ethnicity of Target vs. Market:

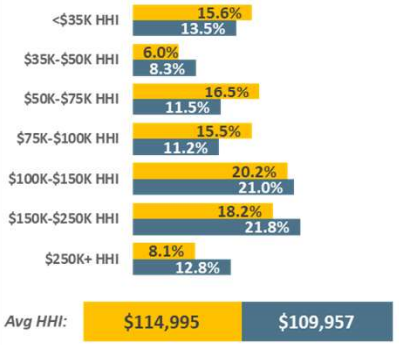


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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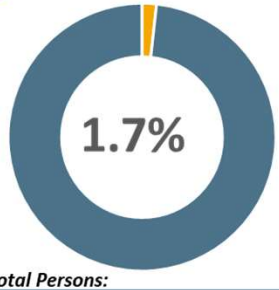
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



P35-64

1.7% or 2,206,498 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Typical Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 49.8 years old (.1% younger than average) and have a $120,938 (15.4% higher than average) annual household income.

Percent of Market: Adults 35 - 64



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

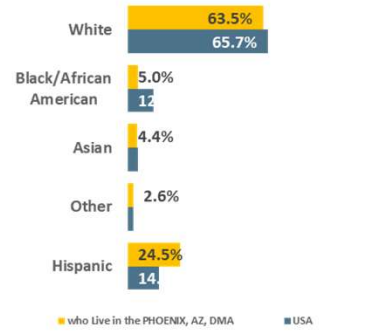
Total Persons:

2,206,498	124,716,096

Gender of Target vs. Market: Adults 35 - 64

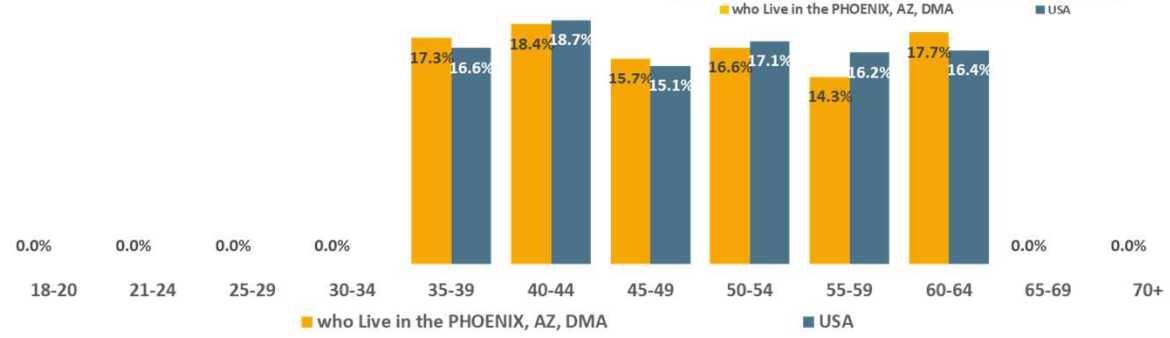
	Men	Men	Women	Women
%M vs. %F:	50.3%	49.7%	49.7%	50.3%
Average Age:	49.5	49.8	50.0	49.9
# Persons:	1,110,227	63,063,063	1,096,271	63,859,531

Ethnicity of Target vs. Market:

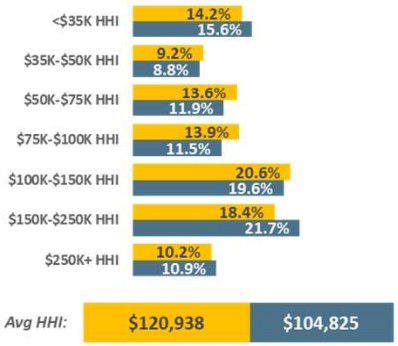


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 - 64	49.8	49.8



HHI of Target vs. Market:



Avg HHI:	$120,938	$104,825

USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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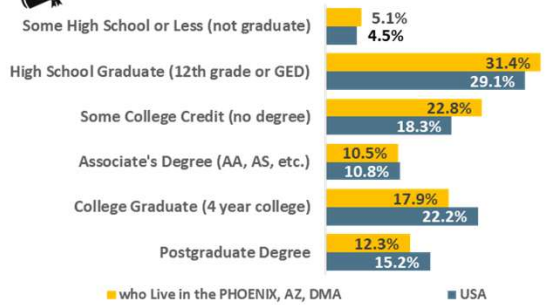
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



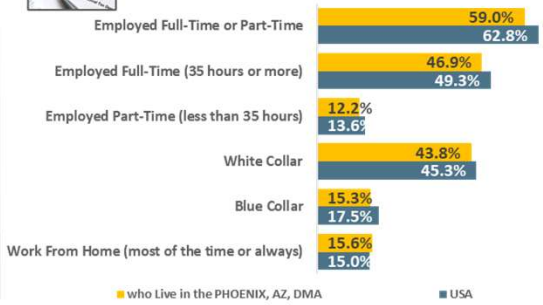
P18+

1.8% or 4,763,511 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 19.2% less likely to be a college graduate, 4.9% less likely to work full-time, 2.% more likely to be married, 8.4% less likely to be a parent of 1 or more children under 18.

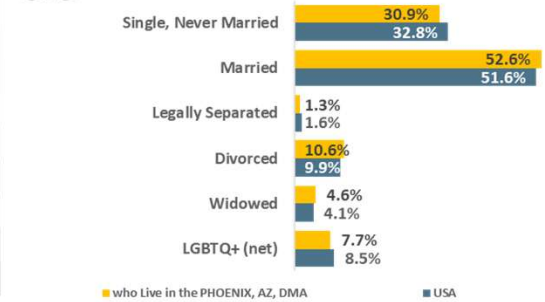
Education Levels: Adults 18 or older



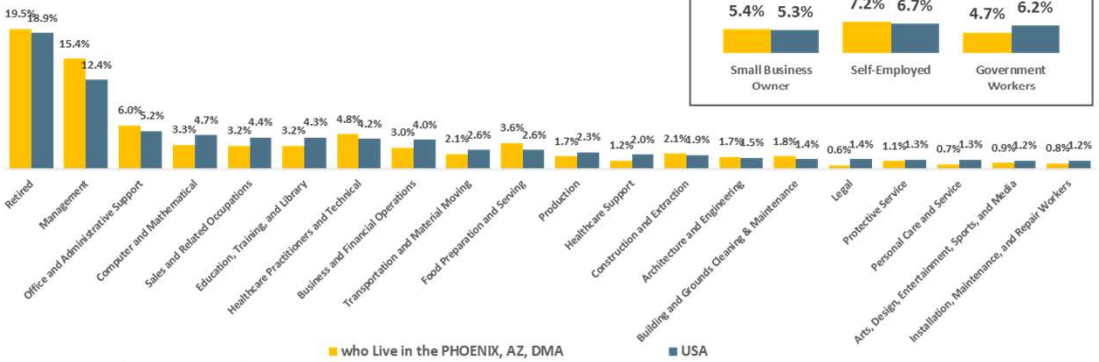
Employment: Adults 18 or older



Marital Status: Adults 18 or older

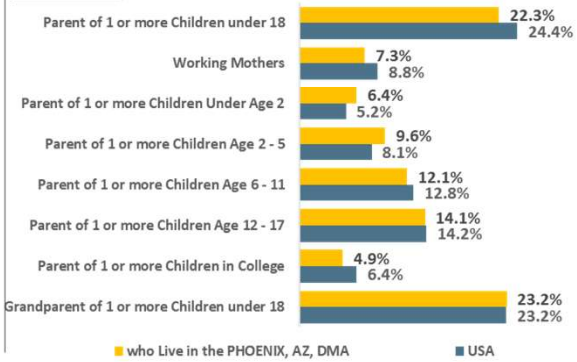


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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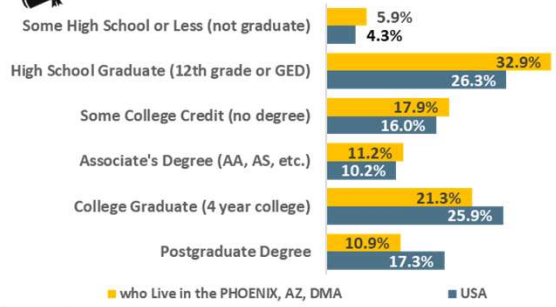
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



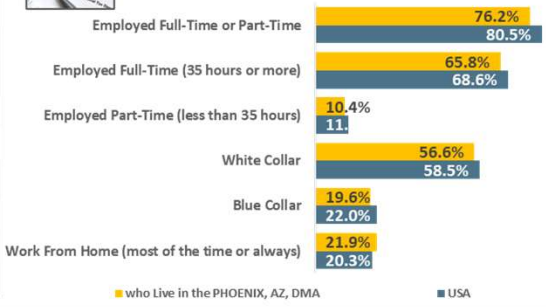
P25-54

1.8% or 2,322,502 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 25.5% less likely to be a college graduate, 4.1% less likely to work full-time, .9% more likely to be married, 5.3% less likely to be a parent of 1 or more children under 18.

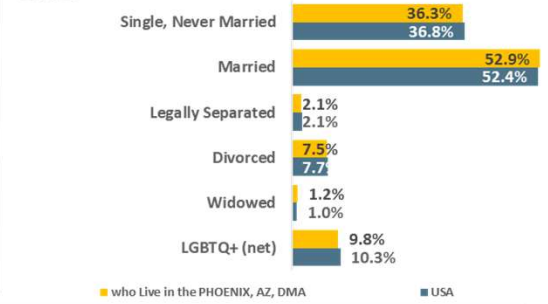
Education Levels: Adults 25 - 54



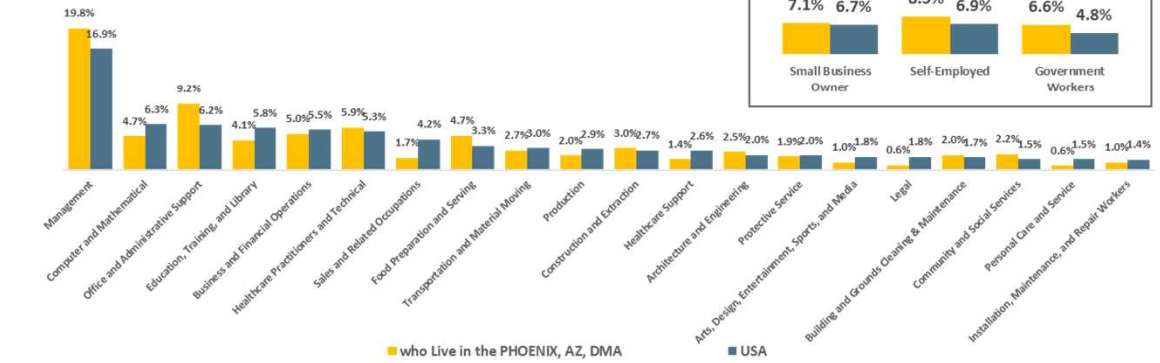
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

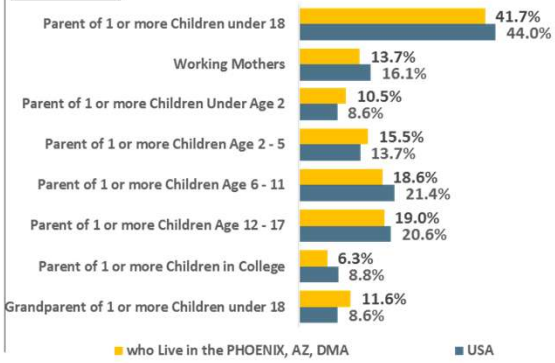


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



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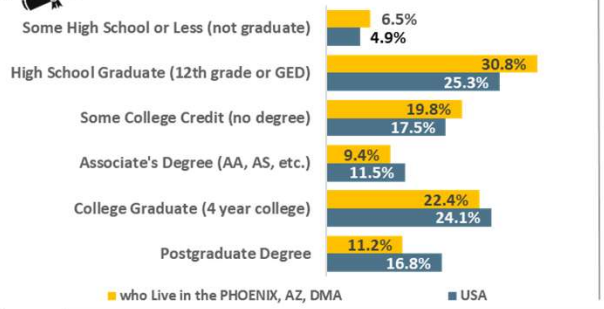
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



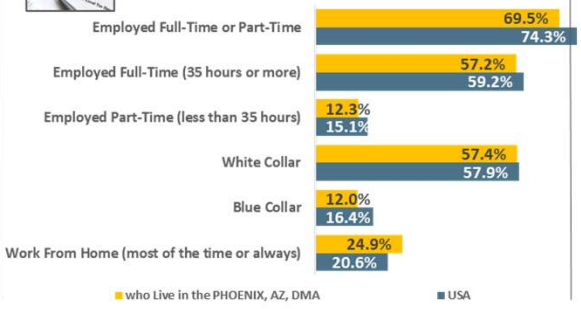
W25-54

1.8% or 1,133,522 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 17.9% less likely to be a college graduate, 3.4% less likely to work full-time, 5.6% more likely to be married, 33.4% more likely to be a grandparent of 1 or more children under 18.

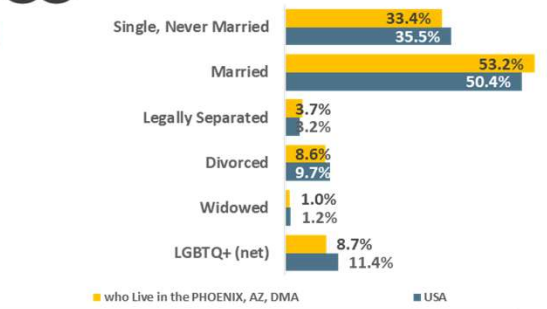
Education Levels: Women 25 - 54



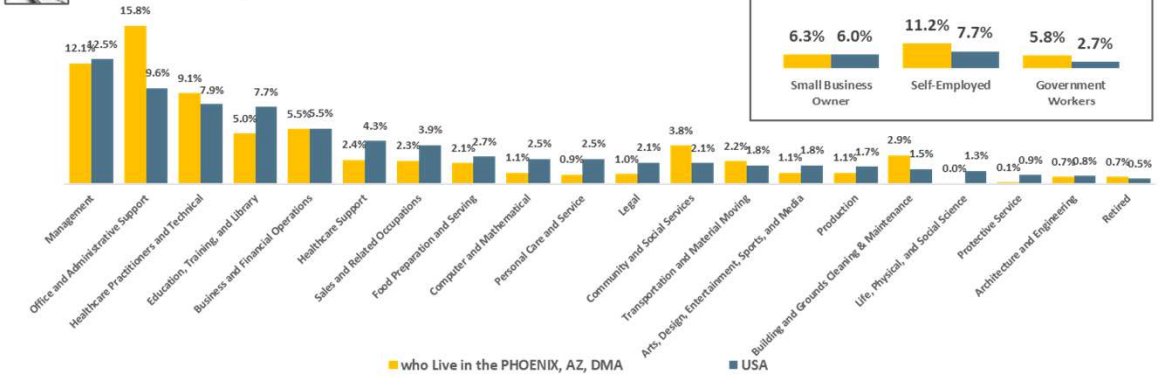
Employment: Women 25 - 54



Marital Status: Women 25 - 54

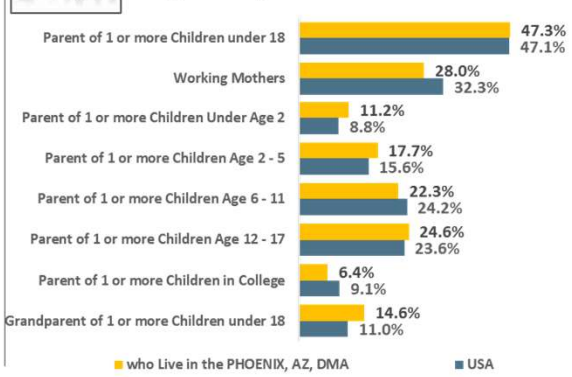


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



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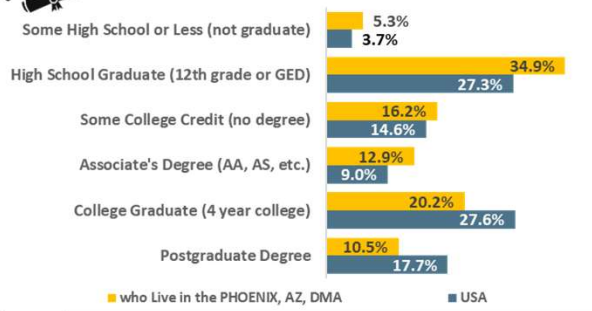
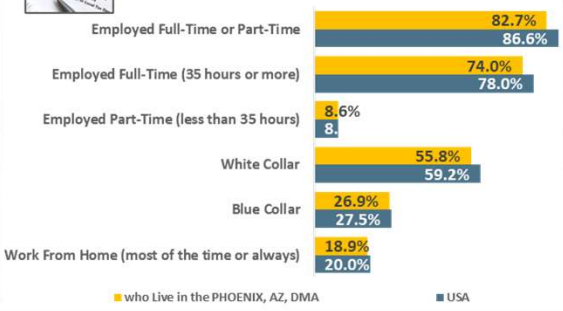
M25-54

1.8% or 1,188,980 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 32.1% less likely to be a college graduate, 5.% less likely to work full-time, 3.4% less likely to be married, 11.2% less likely to be a parent of 1 or more children under 18.

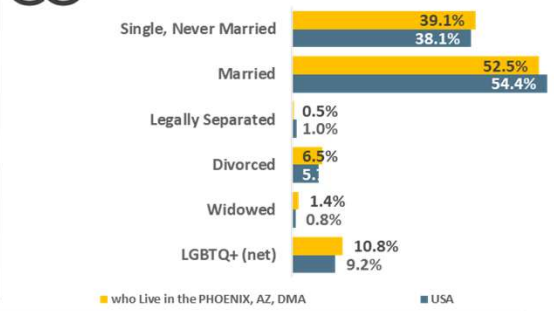
Education Levels: Men 25 - 54



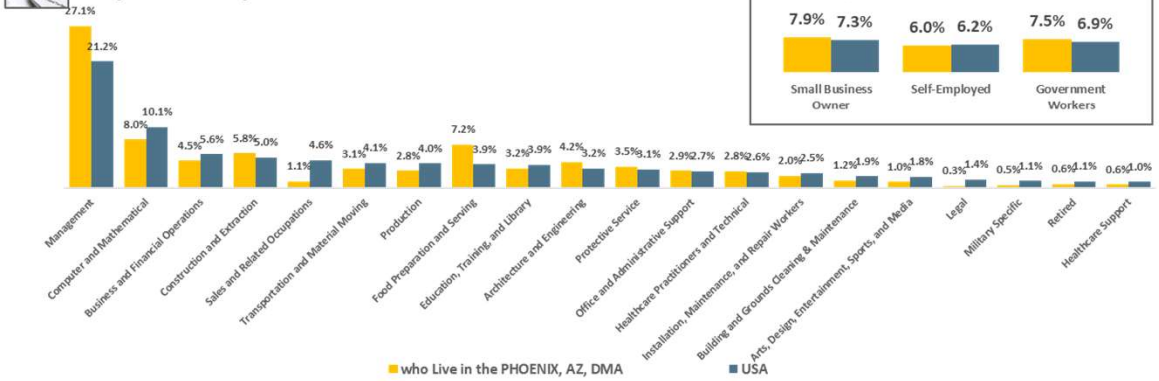
Employment: Men 25 - 54



Marital Status: Men 25 - 54

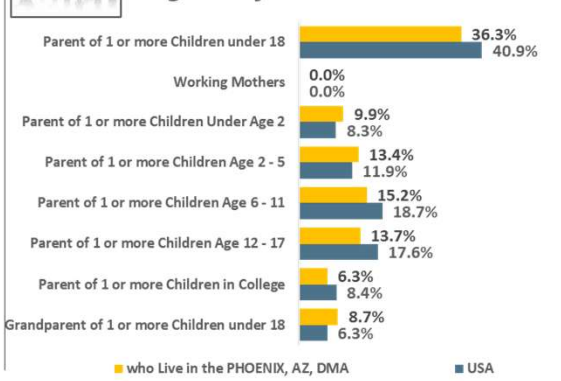


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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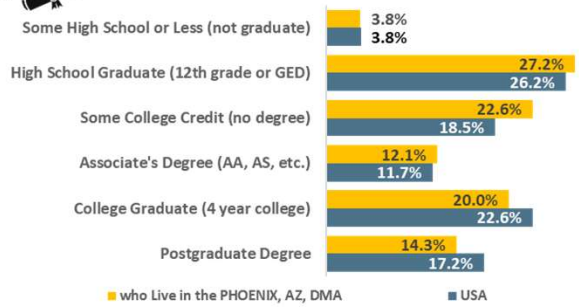
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



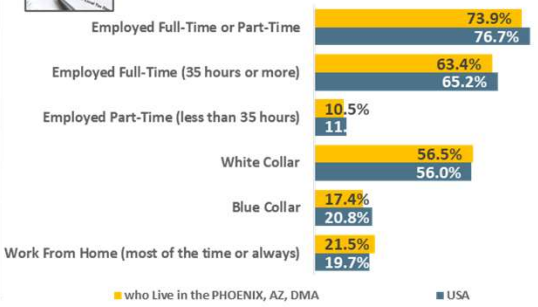
P35-64

1.7% or 2,206,498 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 14.% less likely to be a college graduate, 2.8% less likely to work full-time, 2.5% more likely to be married, 15.5% more likely to be a grandparent of 1 or more children under 18.

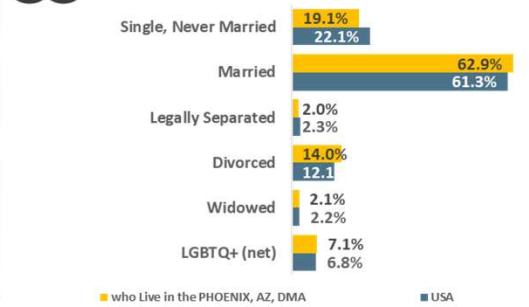
Education Levels: Adults 35 - 64



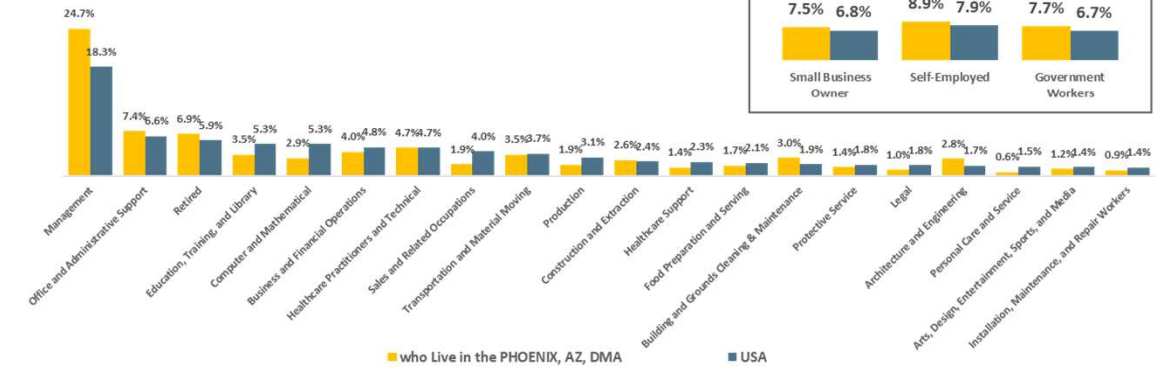
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

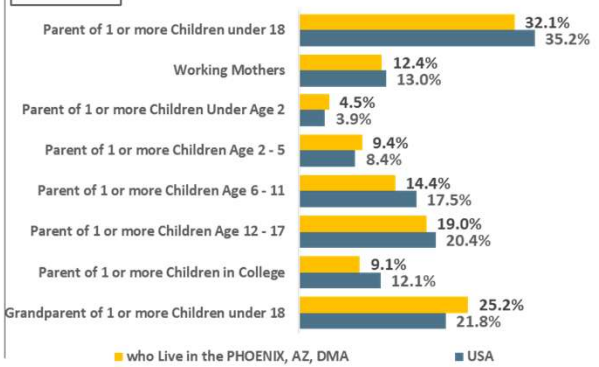


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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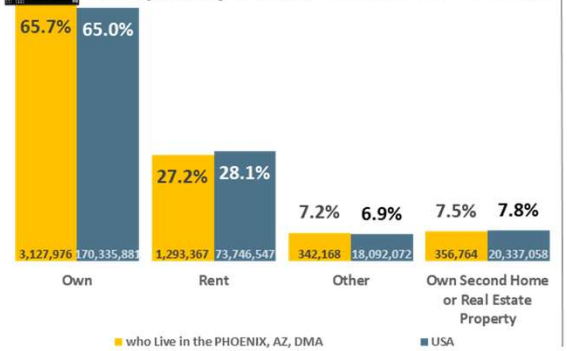
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



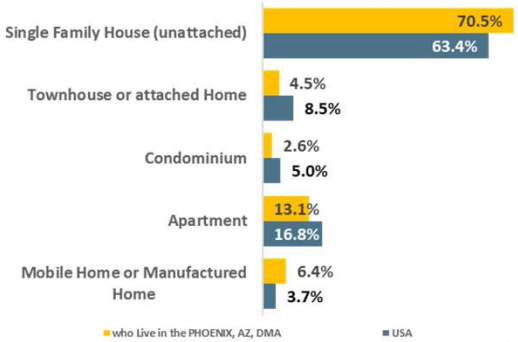
P18+

1.8% or 4,763,511 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 1.1% more likely to own their home, 28.4% more likely to own a higher valued home, 11.2% more likely to have a single-family home, 20.2% more likely to have a dog.

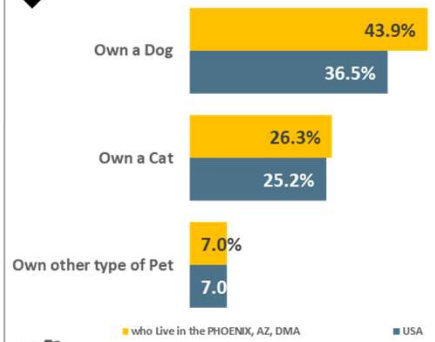
Own/Rent/Other: Adults 18 or older



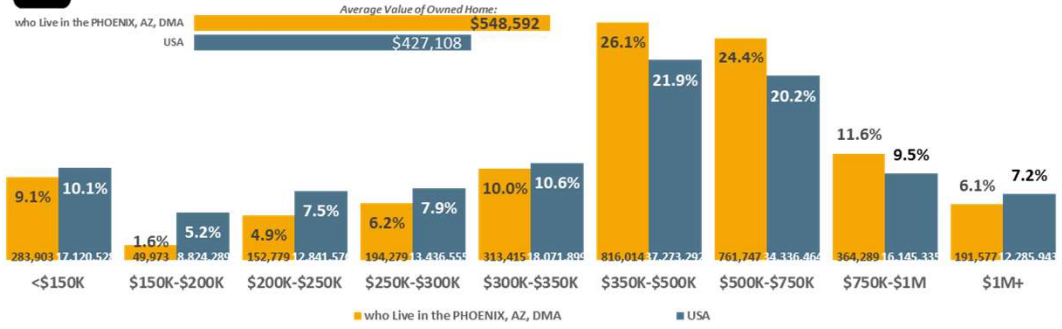
Type of Home: Adults 18 or older



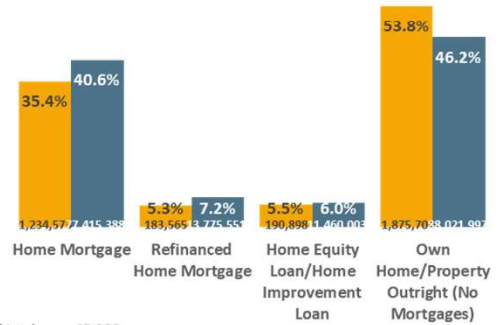
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Aug24-Jul25* *Qual Intab* *2,520*

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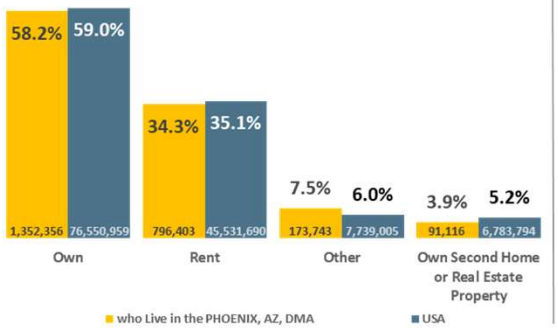
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*



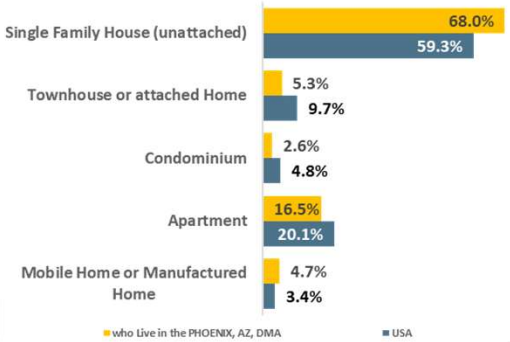
P25-54

1.8% or 2,322,502 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 1.3% less likely to own their home, 18.5% more likely to own a higher valued home, 14.7% more likely to have a single-family home, 15.1% more likely to have a dog.

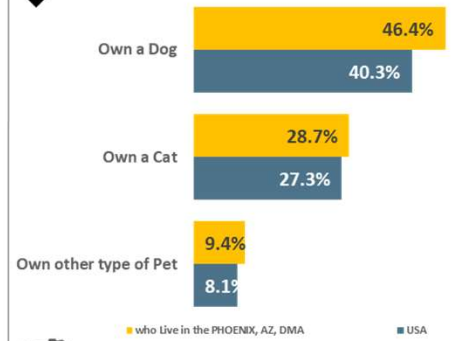
Own/Rent/Other: Adults 25 - 54



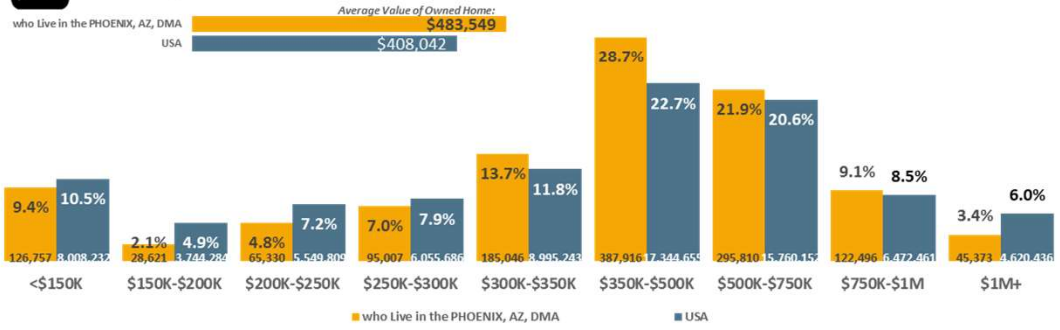
Type of Home: Adults 25 - 54



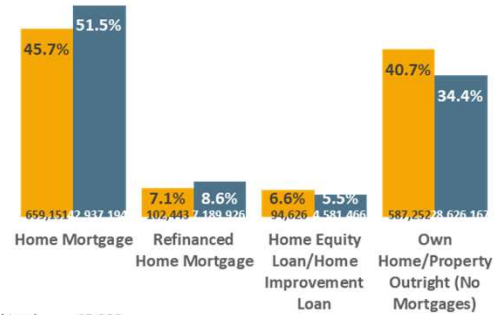
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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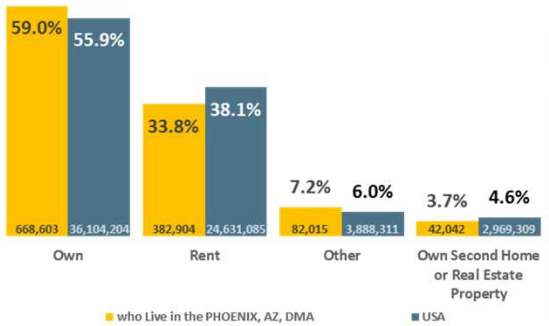
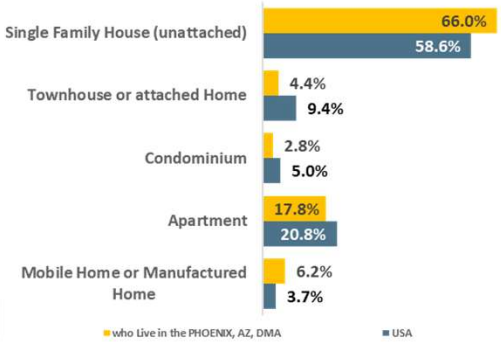
W25-54

1.8% or 1,133,522 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 5.6% more likely to own their home, 16.5% more likely to own a higher valued home, 12.6% more likely to have a single-family home, 21.9% more likely to have a dog.

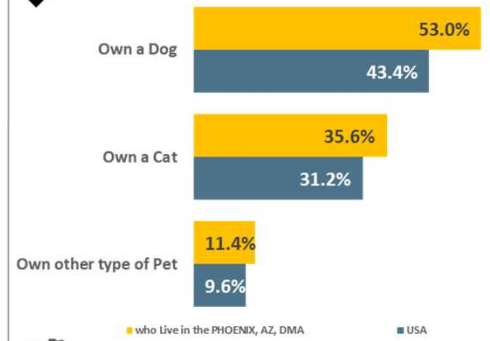
Own/Rent/Other: Women 25 - 54



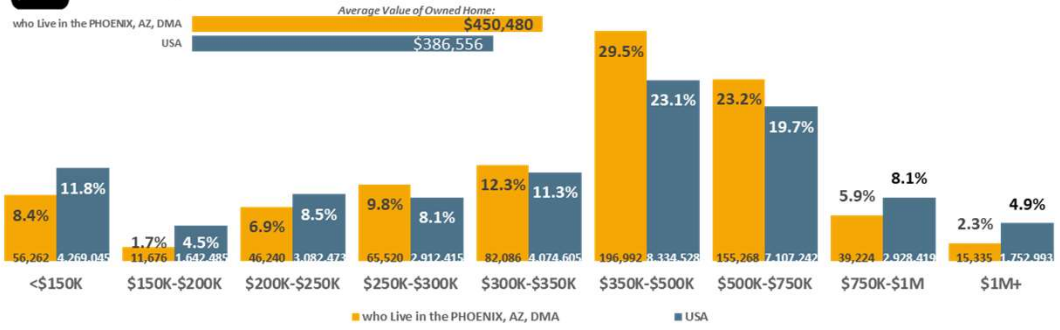
Type of Home: Women 25 - 54



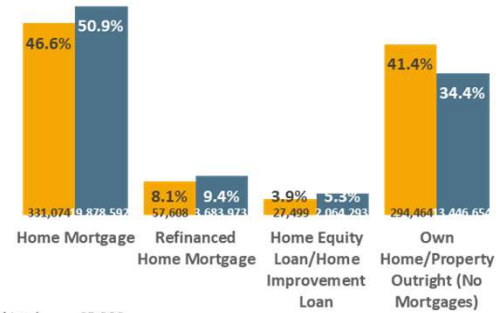
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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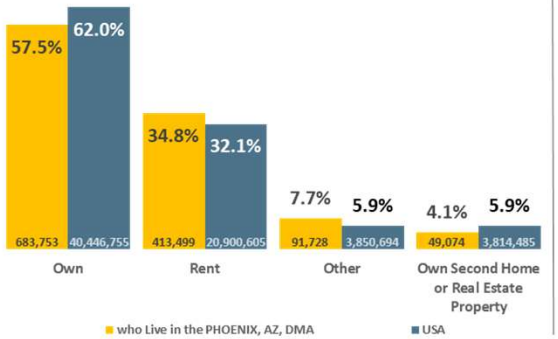
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



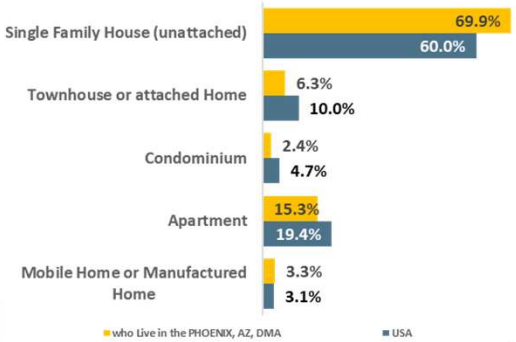
M25-54

1.8% or 1,188,980 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 7.3% less likely to own their home, 20.8% more likely to own a higher valued home, 16.5% more likely to have a single-family home, 8.% more likely to have a dog.

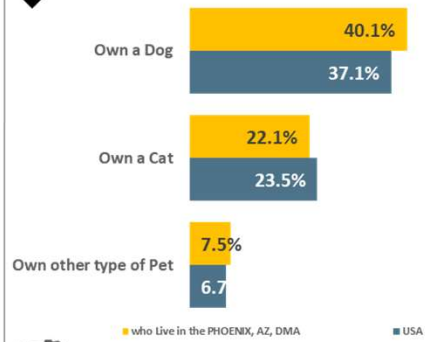
Own/Rent/Other: Men 25 - 54



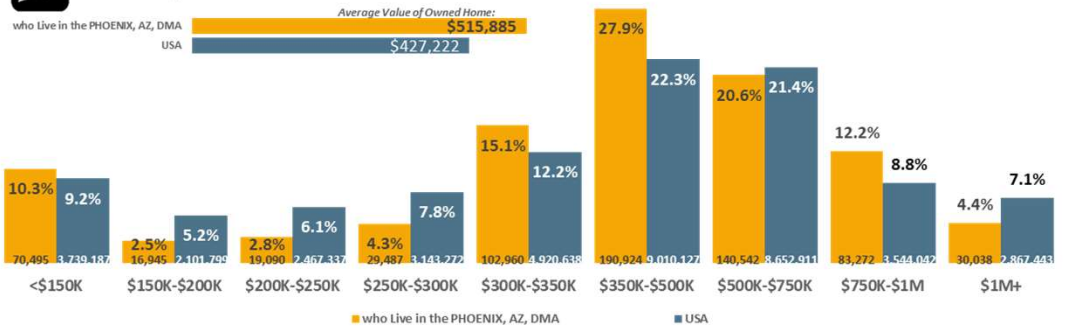
Type of Home: Men 25 - 54



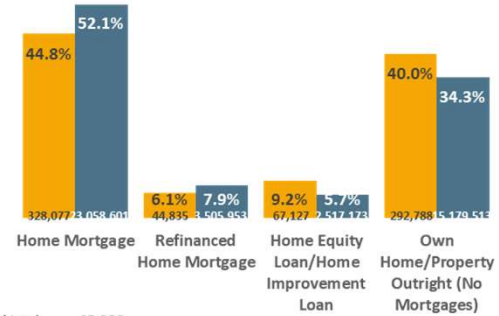
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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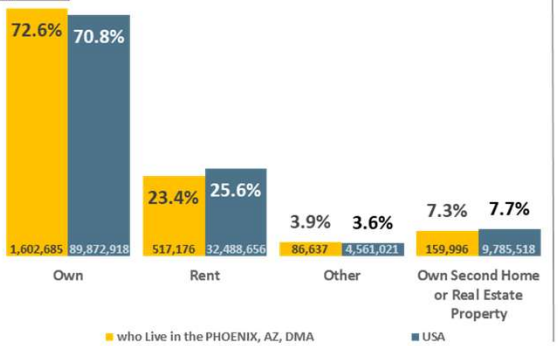
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



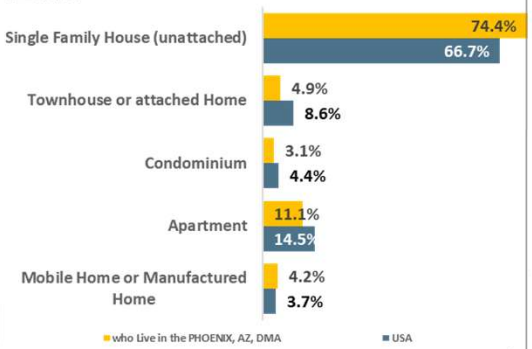
P35-64

1.7% or 2,206,498 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 2.6% more likely to own their home, 28.2% more likely to own a higher valued home, 11.6% more likely to have a single-family home, 13.5% more likely to have a dog.

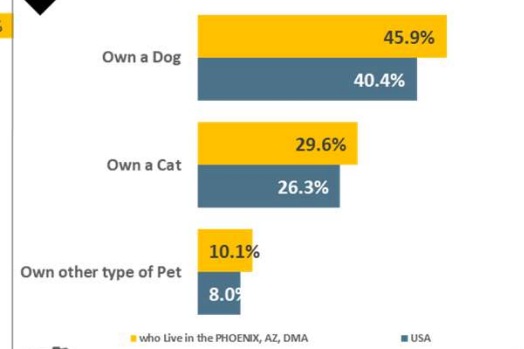
Own/Rent/Other: Adults 35 - 64



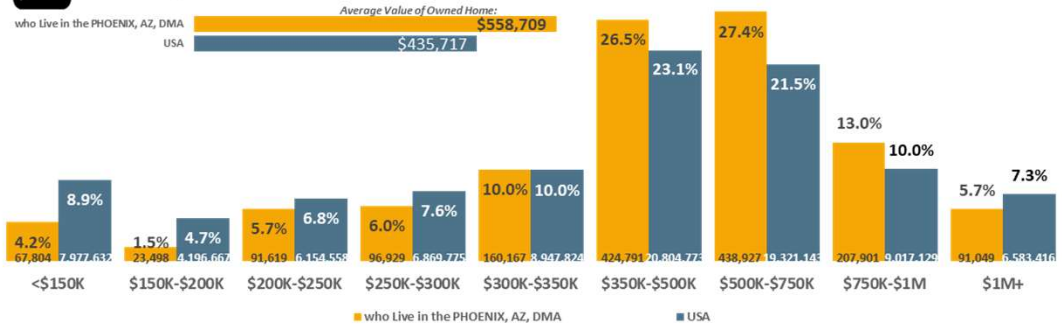
Type of Home: Adults 35 - 64



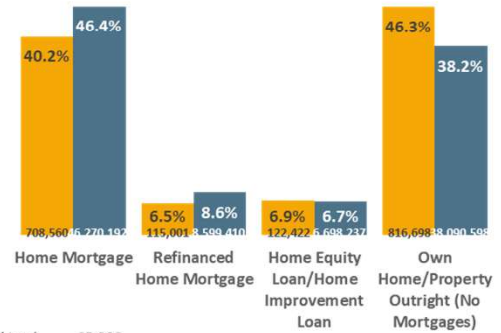
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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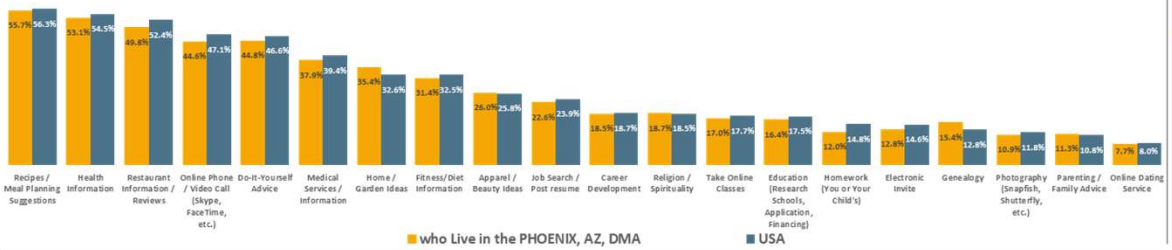
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*



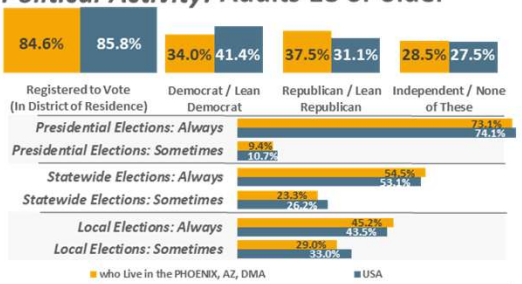
P18+

1.8% or 4,763,511 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 3.8% less likely to look up D-I-Y advice online, 4.% more likely to always vote in local elections, .4% less likely to belong to a gym, 3.2% more likely to fly domestic past yr.

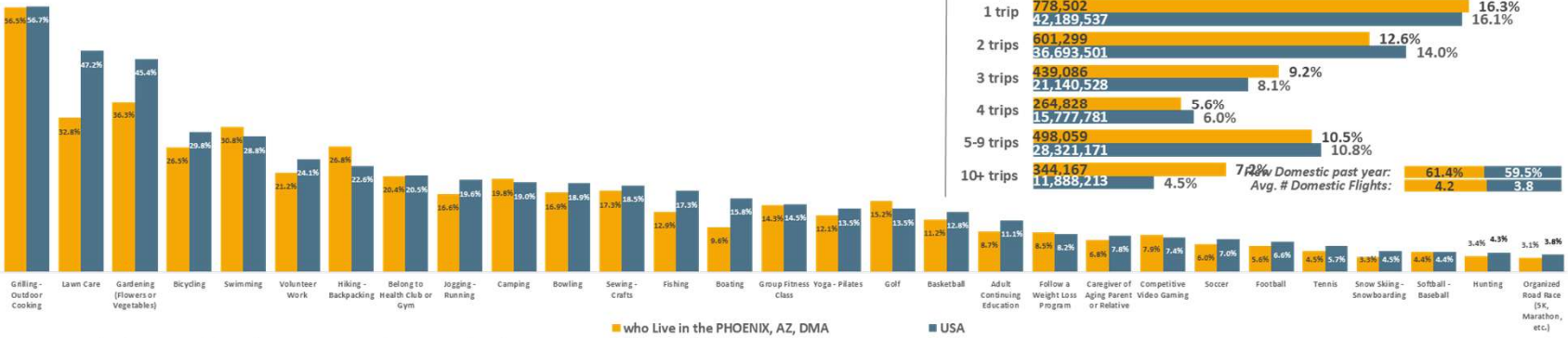
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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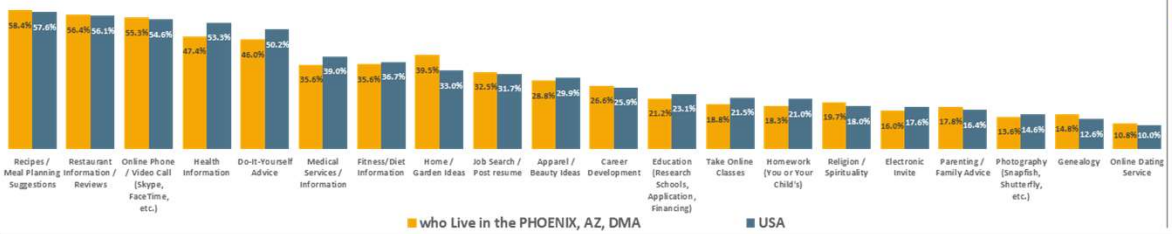
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*



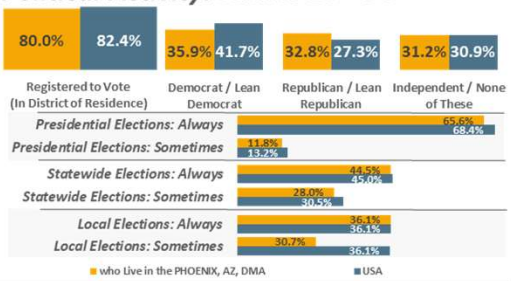
P25-54

1.8% or 2,322,502 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 8.4% less likely to look up D-I-Y advice online, .% less likely to always vote in local elections, 7.% more likely to belong to a gym, 4.3% less likely to fly domestic past yr.

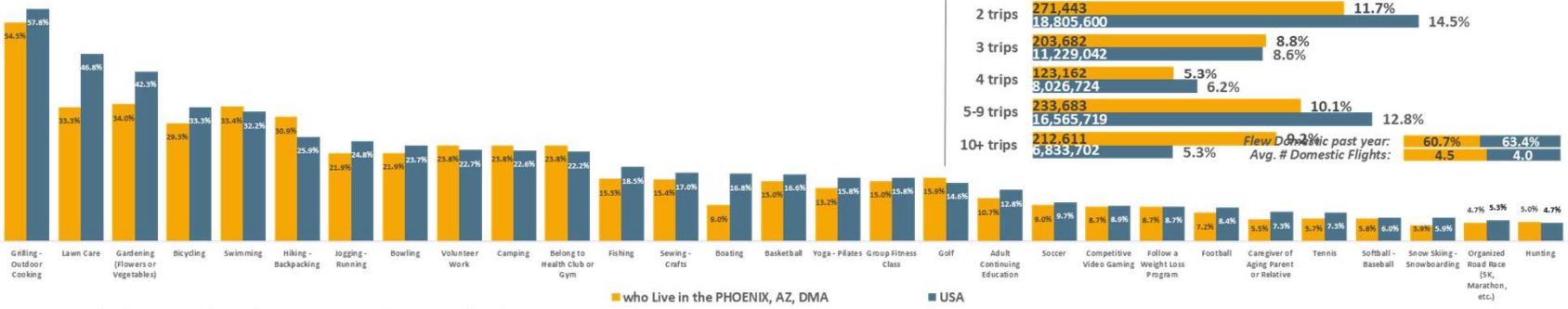
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

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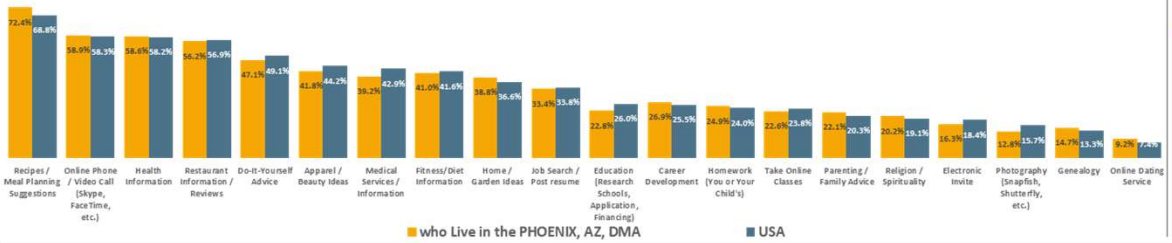
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*



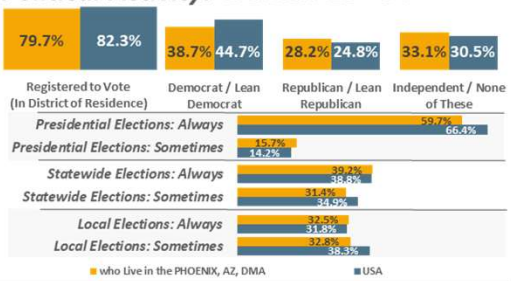
W25-54

1.8% or 1,133,522 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 3.9% less likely to look up D-I-Y advice online, 1.9% more likely to always vote in local elections, 35.4% more likely to belong to a gym, 9.2% less likely to fly domestic past yr.

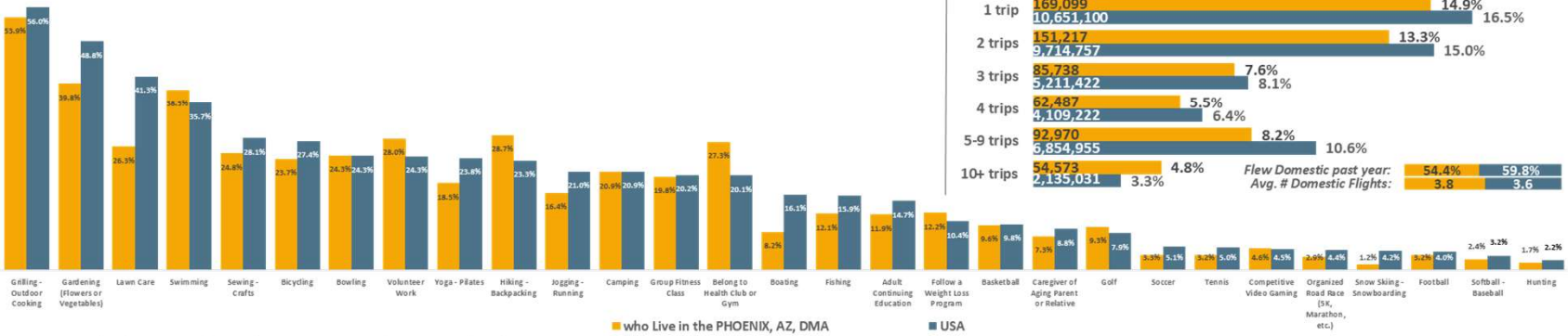
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

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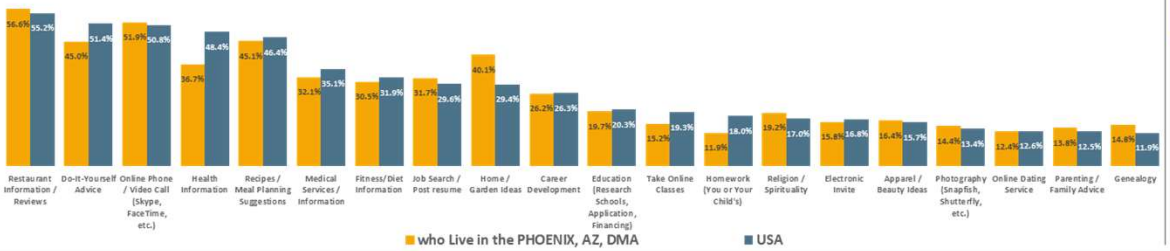
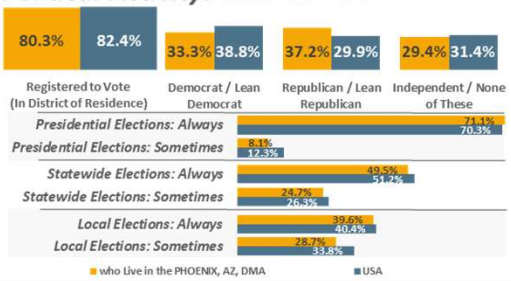
M25-54

1.8% or 1,188,980 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 12.5% less likely to look up D-I-Y advice online, 1.9% less likely to always vote in local elections, 15.7% less likely to belong to a gym, .3% less likely to fly domestic past yr.

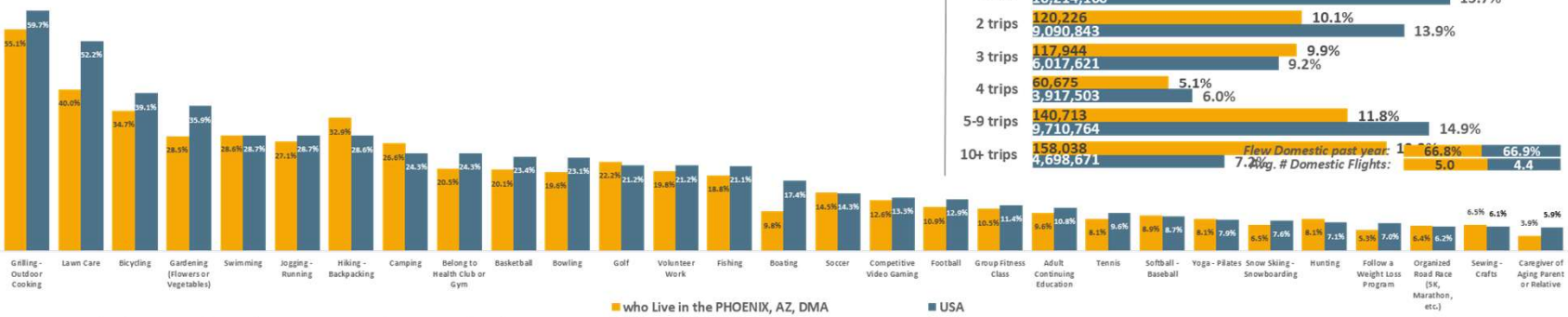
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

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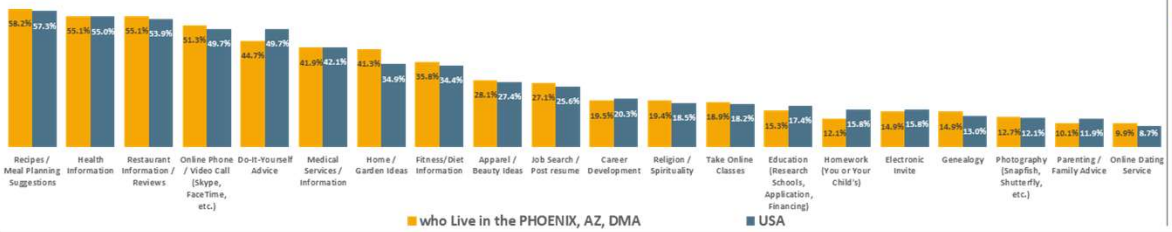
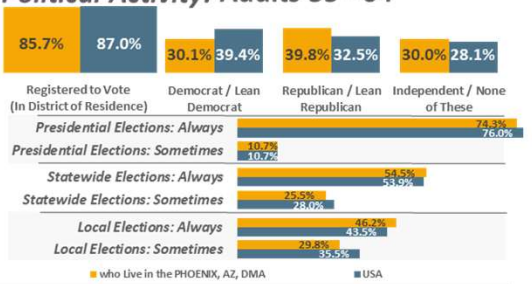
P35-64

1.7% or 2,206,498 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 10.% less likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 13.9% more likely to belong to a gym, 6.3% more likely to fly domestic past yr.

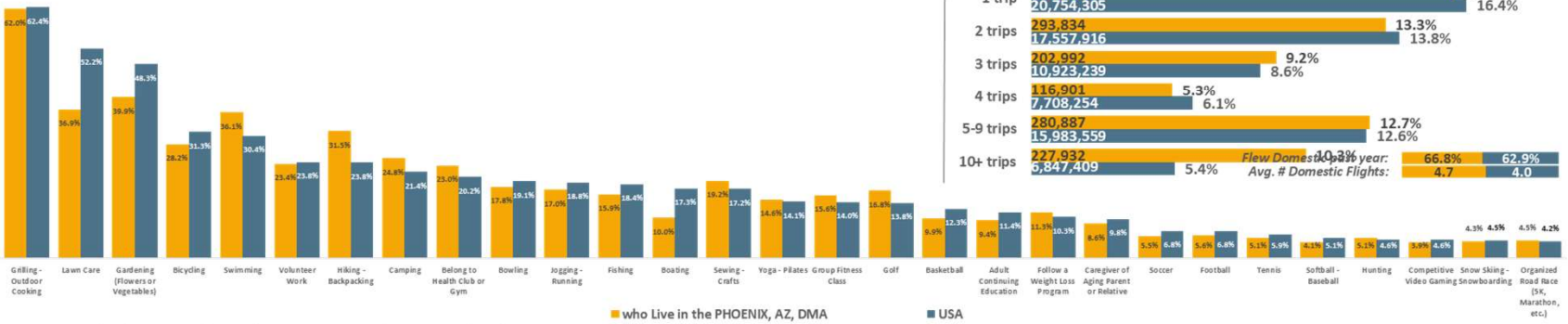
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



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



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

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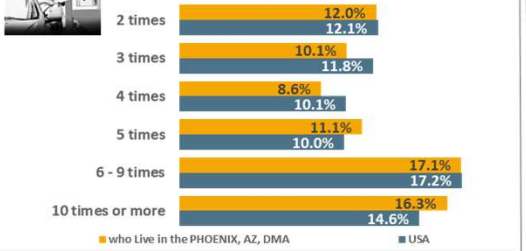
P18+

1.8% or 4,763,511 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are .9% less likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., 23.7% more likely to use Casinos past yr., 19.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



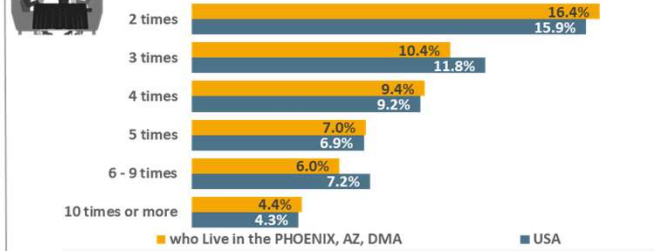


Total Monthly QSR Users:
83.5% 84.2%
3,975,699 220,693,522

Avg. Monthly QSR Meals:
6.3 6.0

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





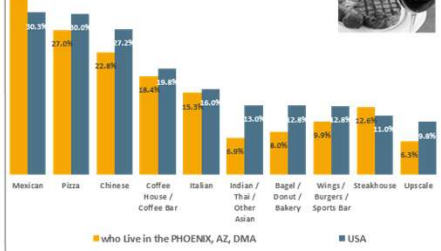
Total Monthly Sit-Down Restaurant Users:
70.8% 72.0%
3,373,909 188,824,763

Avg. Monthly Sit-Down Restaurant Meals:
3.7 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





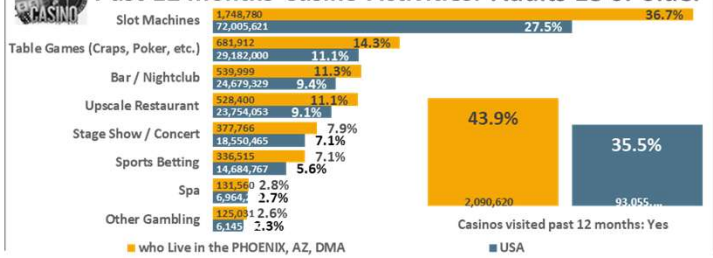
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX, AZ, DMA 785,235 16.5%
USA 19.5%

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



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P25-54

1.8% or 2,322,502 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are .4% more likely to use QSRs past mo., 3.8% less likely to use Sit-Down Restaurants past mo., 21.6% more likely to use Casinos past yr., 21.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 87.2% 86.9% 2,026,361 112,833,350

Avg. Monthly QSR Meals: 6.7 6.4

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



Total Monthly Sit-Down Restaurant Users: 69.5% 72.3% 1,615,154 93,851,123

Avg. Monthly Sit-Down Restaurant Meals: 3.7 3.8

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the PHOENIX, AZ, DMA 511,106 22.0%

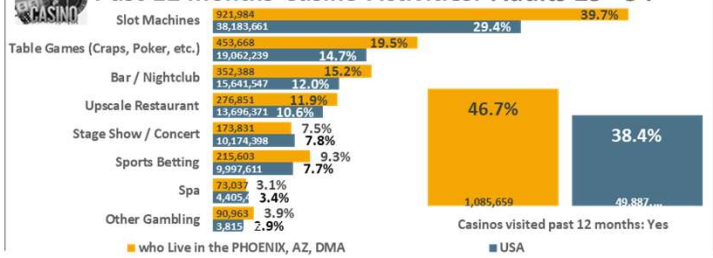
USA [illegible] 25.3%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*



W25-54

1.8% or 1,133,522 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are .9% less likely to use QSRs past mo., .% more likely to use Sit-Down Restaurants past mo., 24.2% more likely to use Casinos past yr., 34.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



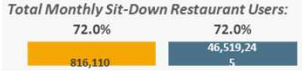
Avg. Monthly QSR Meals:



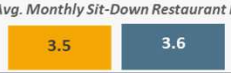
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

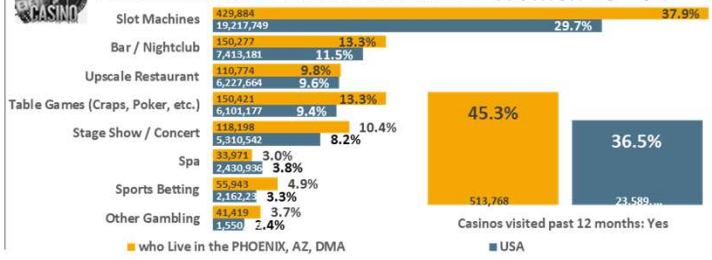


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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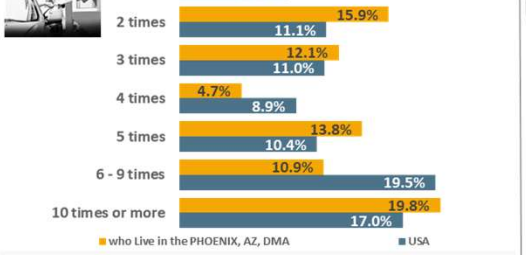
M25-54

1.8% or 1,188,980 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 1.7% more likely to use QSRs past mo., 7.4% less likely to use Sit-Down Restaurants past mo., 19.2% more likely to use Casinos past yr., 9.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54





Total Monthly QSR Users:

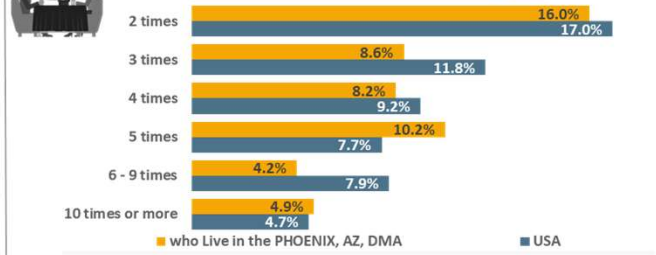


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

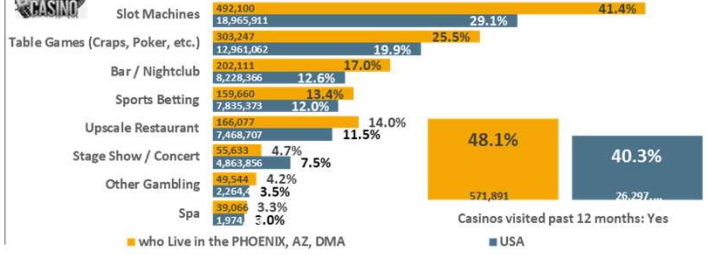


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



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P35-64

1.7% or 2,206,498 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 2.4% less likely to use QSRs past mo., .8% less likely to use Sit-Down Restaurants past mo., 29.7% more likely to use Casinos past yr., 8.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
84.4% 86.5%
1,861,684 109,748,597

Avg. Monthly QSR Meals:
6.4 6.2

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



Total Monthly Sit-Down Restaurant Users:
73.2% 73.8%
1,615,938 93,663,373

Avg. Monthly Sit-Down Restaurant Meals:
4.0 3.8

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



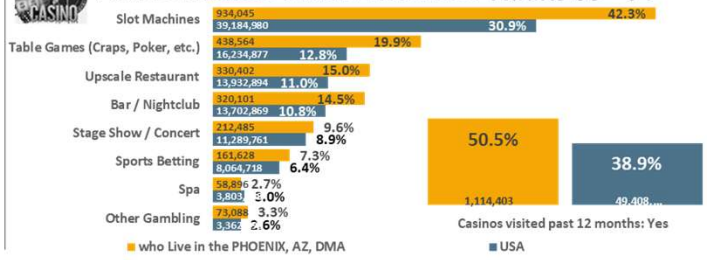
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX, AZ, DMA 350,445 15.9%
USA 20.1%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



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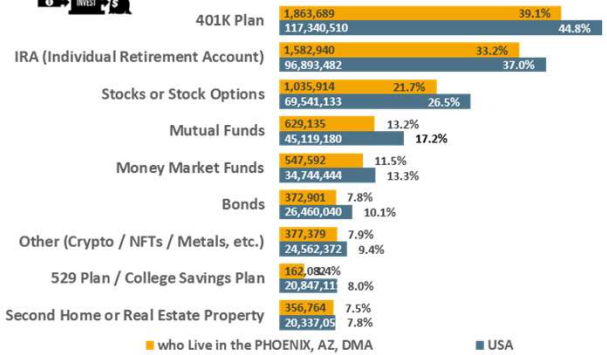
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*



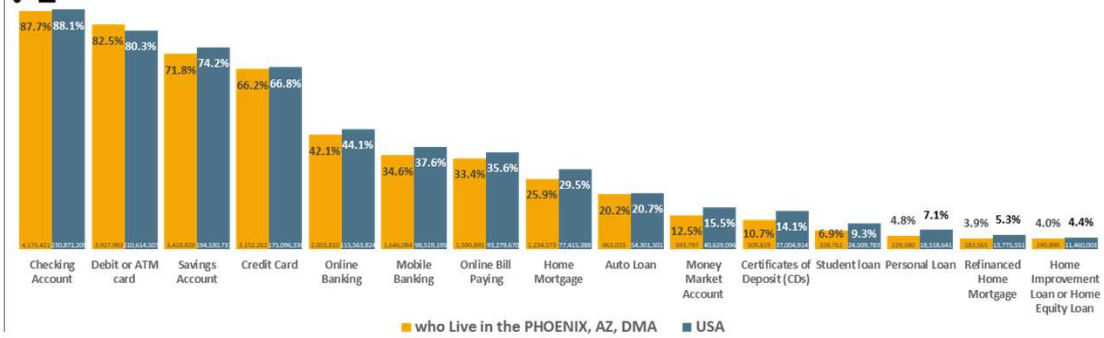
P18+

1.8% or 4,763,511 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 12.6% less likely to have a 401K, 2.4% less likely to have an Auto Loan, 18.7% less likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

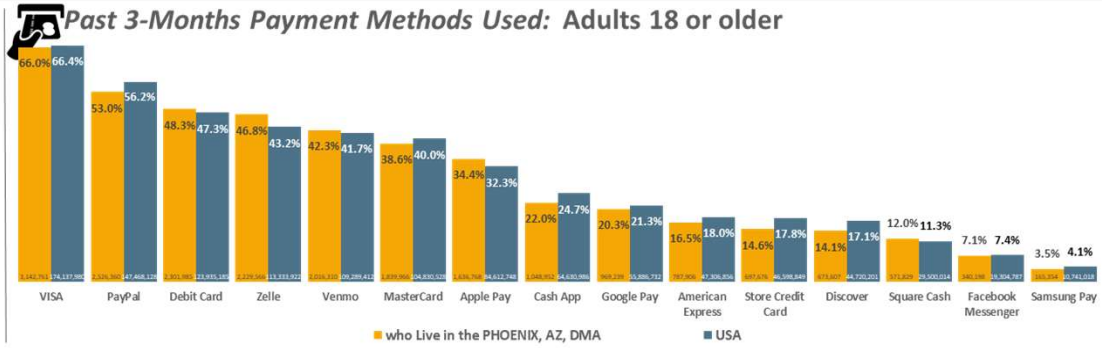


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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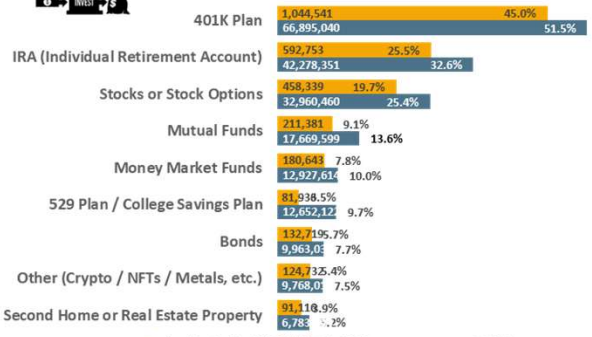
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006



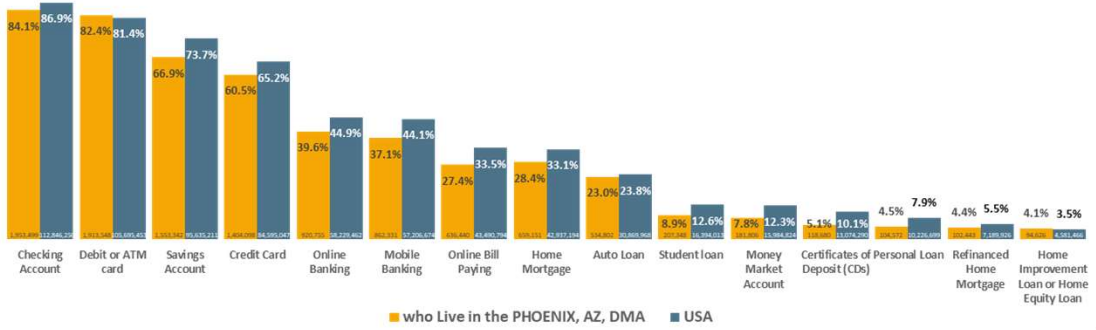
P25-54

1.8% or 2,322,502 of USA Adults 25 - 54 Live in the PHOENIX, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX, AZ, DMA are 12.7% less likely to have a 401K, 3.2% less likely to have an Auto Loan, 24.7% less likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

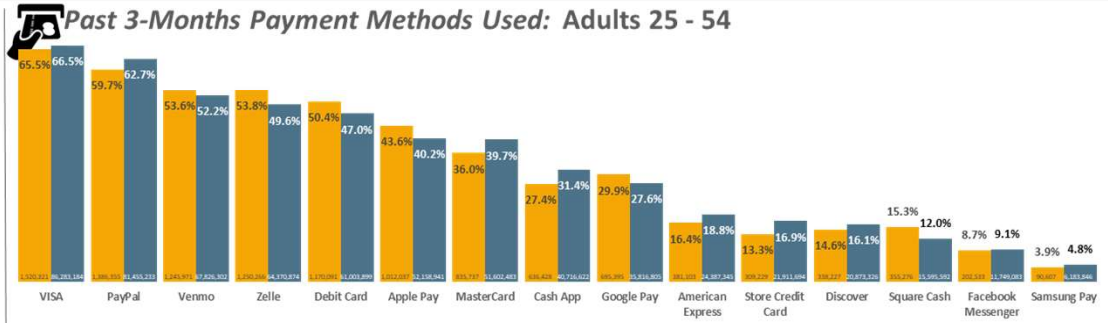


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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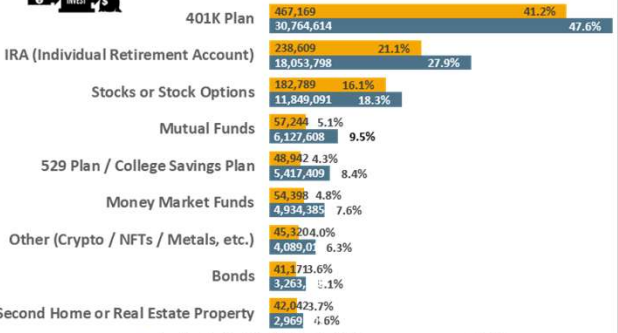
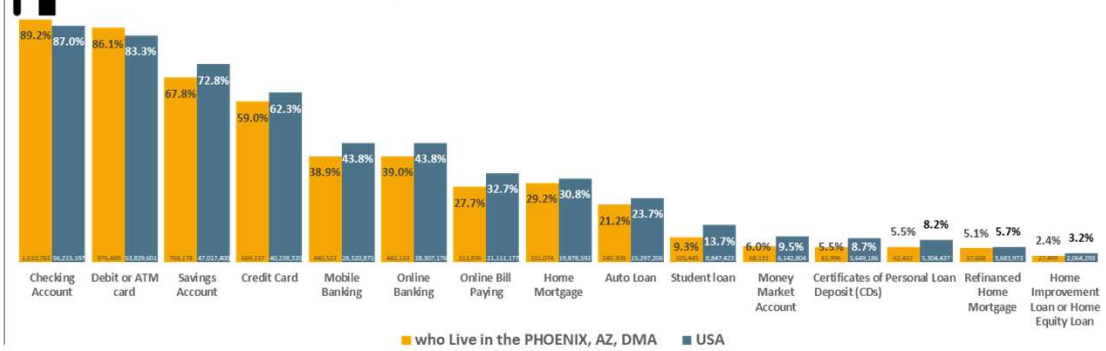
W25-54

1.8% or 1,133,522 of USA Women 25 - 54 Live in the PHOENIX, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX, AZ, DMA are 13.4% less likely to have a 401K, 10.4% less likely to have an Auto Loan, 23.8% less likely to Invest/Trade Stocks Online, 9.7% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

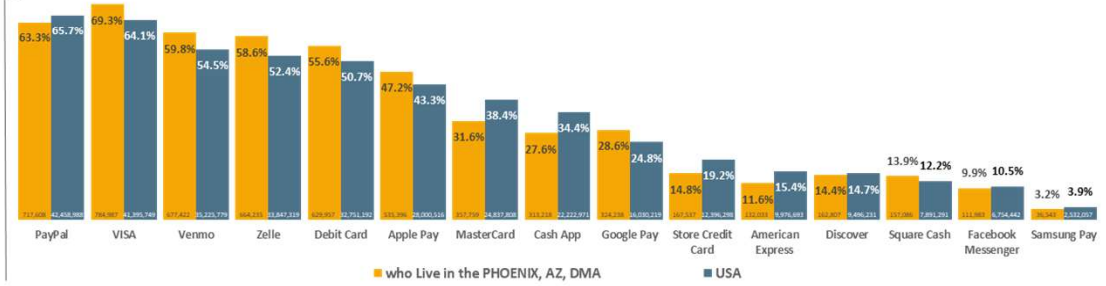


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



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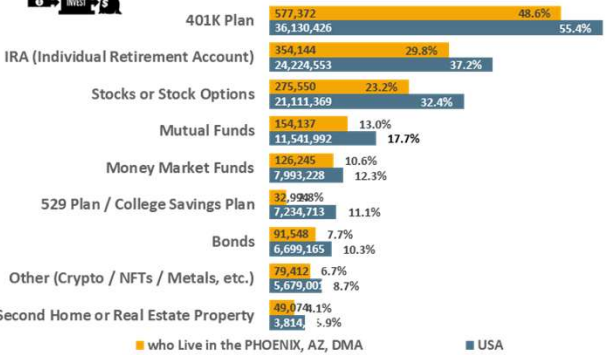
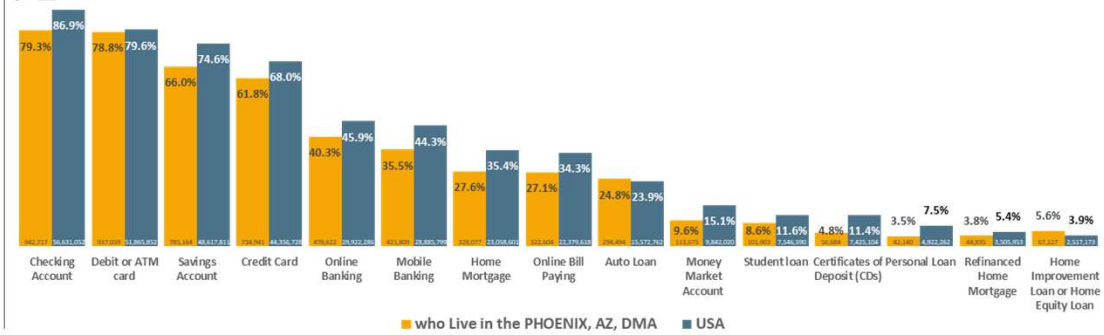
M25-54

1.8% or 1,188,980 of USA Men 25 - 54 Live in the PHOENIX, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX, AZ, DMA are 12.4% less likely to have a 401K, 3.7% more likely to have an Auto Loan, 25.9% less likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

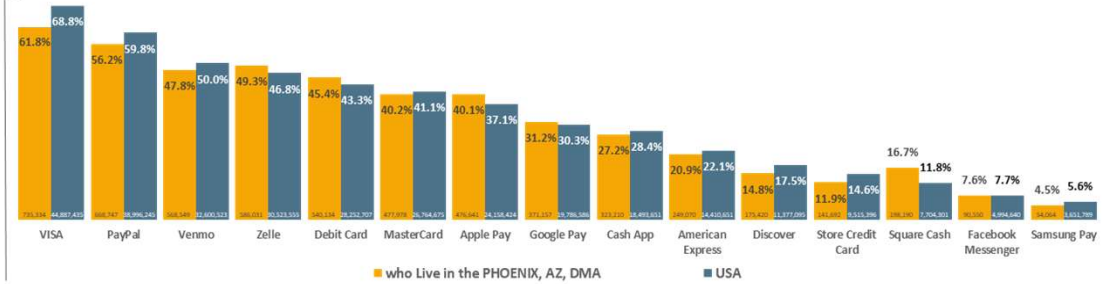


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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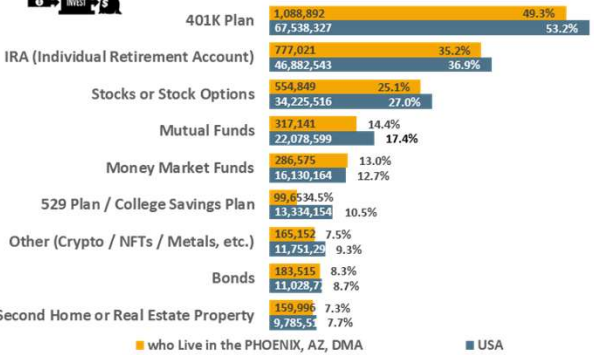
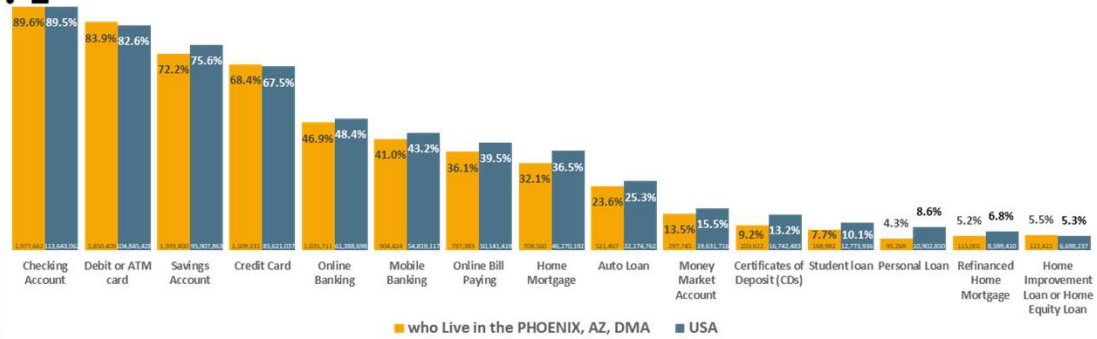
P35-64

1.7% or 2,206,498 of USA Adults 35 - 64 Live in the PHOENIX, AZ, DMA.
Adults 35 - 64 who Live in the PHOENIX, AZ, DMA are 7.3% less likely to have a 401K, 6.8% less likely to have an Auto Loan, 8.2% less likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



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

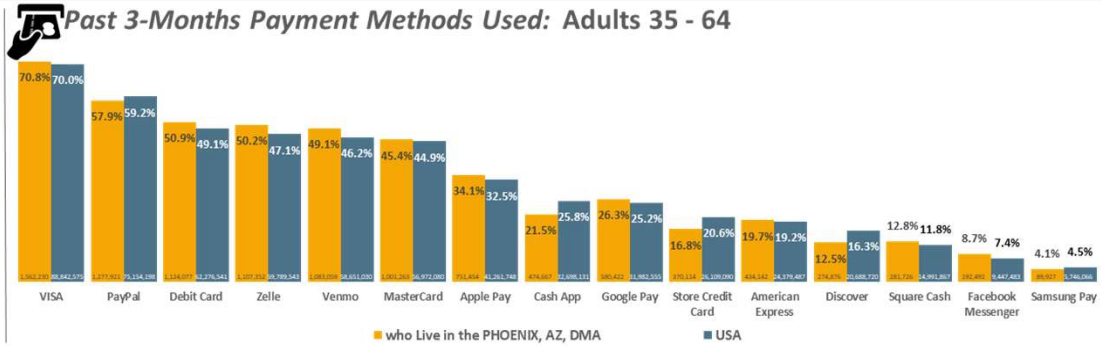


Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

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



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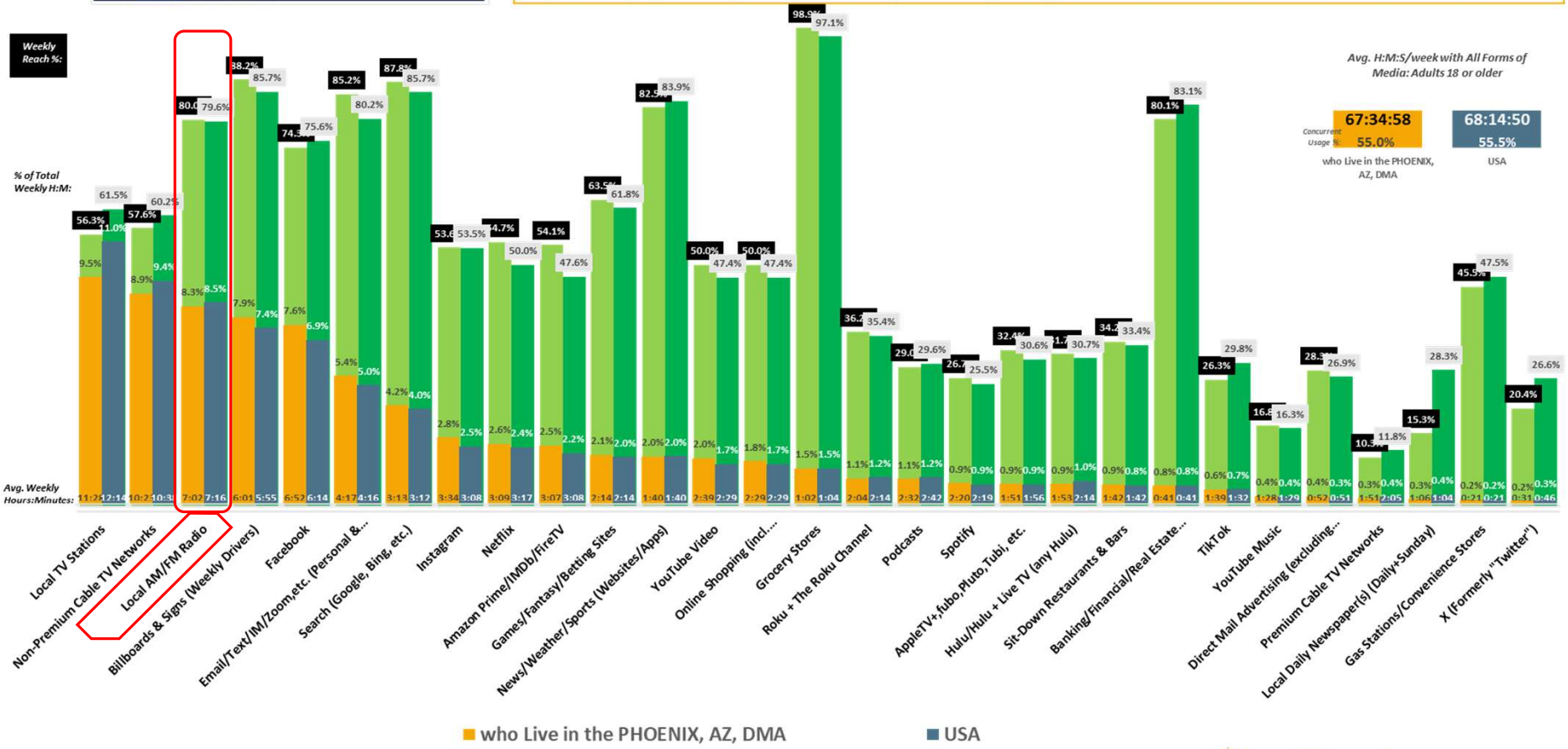
P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 19 hours, 34 minutes and 58 seconds each week with All Forms of Media.

80.% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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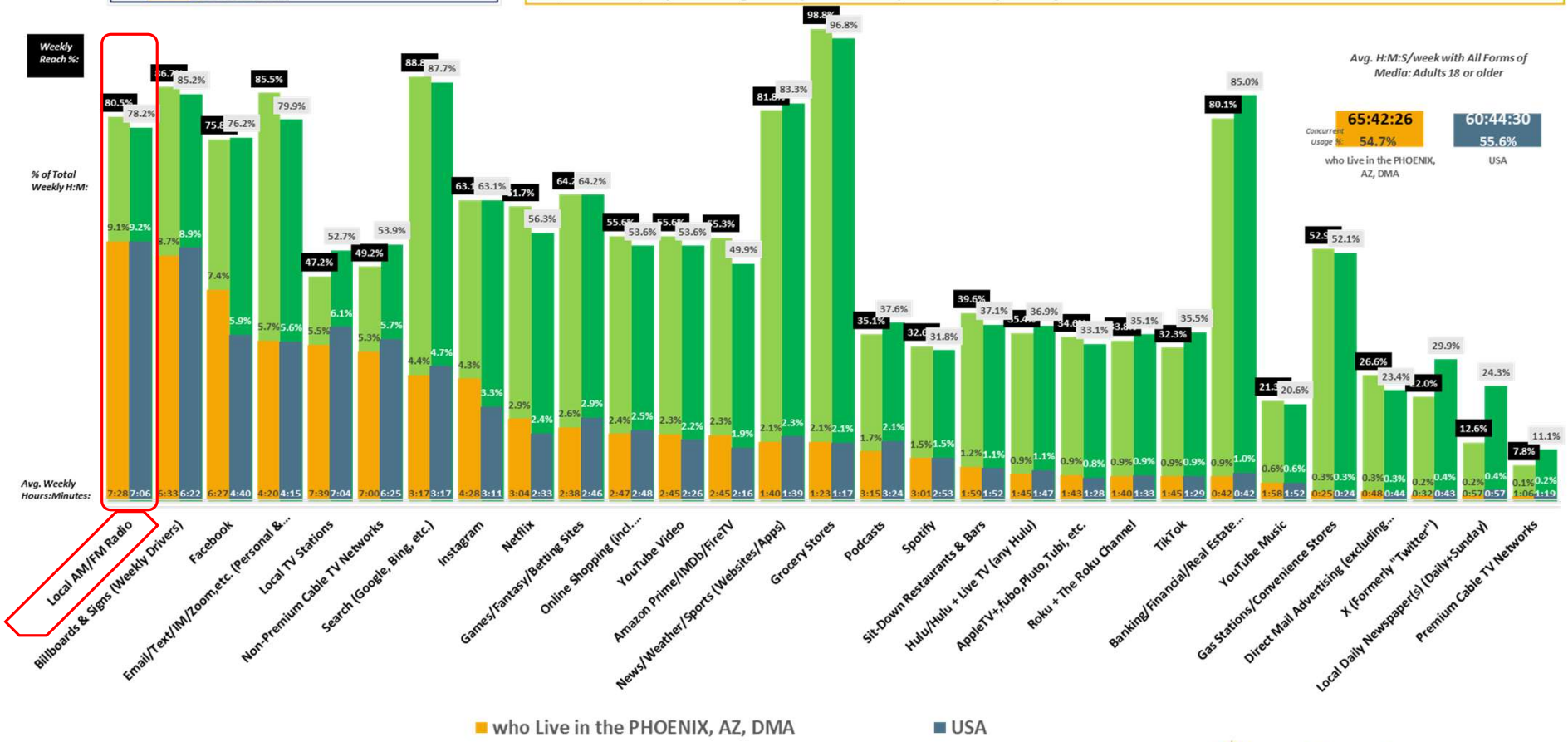
P25-54

Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 17 hours, 42 minutes and 26 seconds each week with All Forms of Media.

80.5% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



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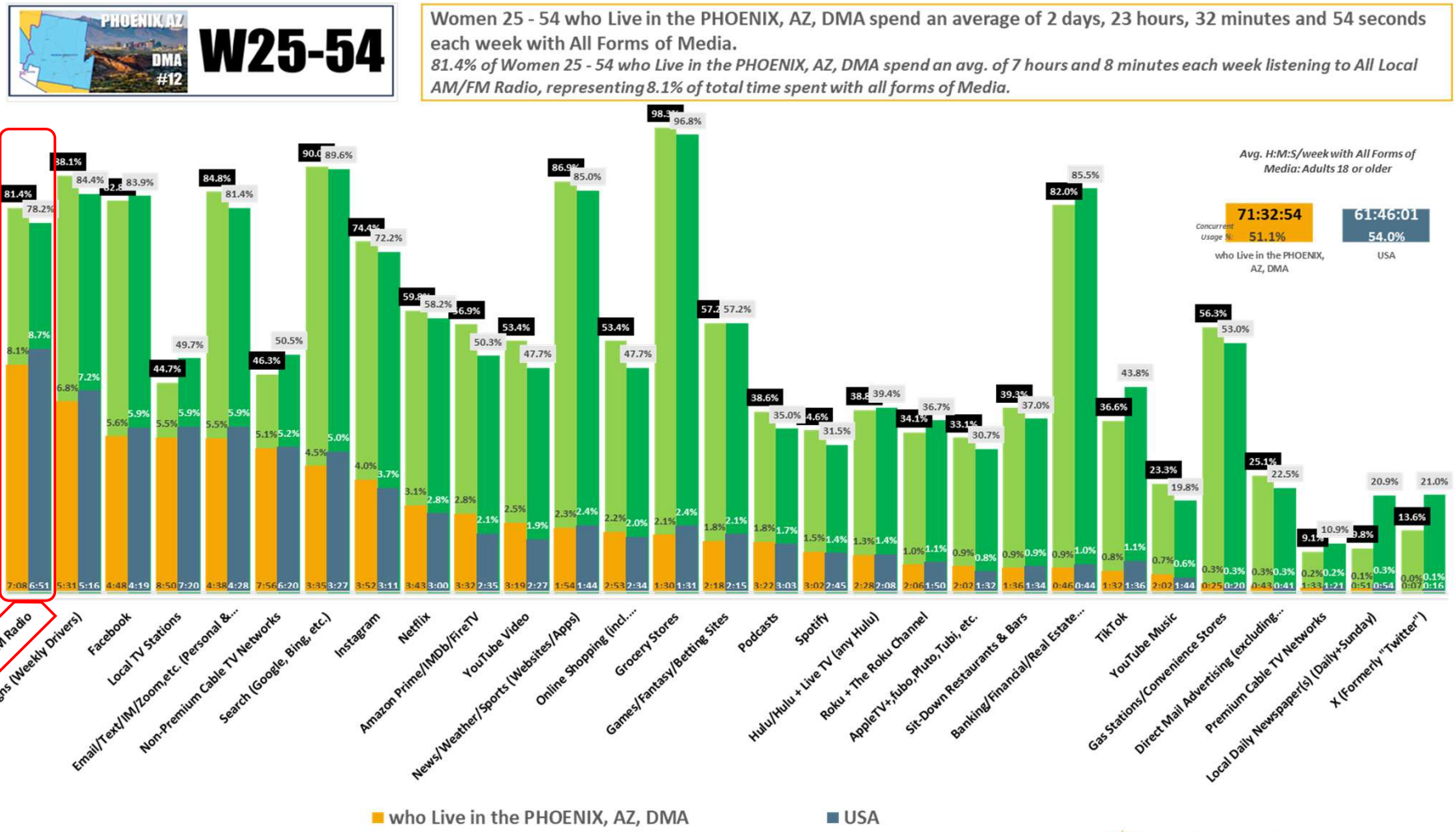

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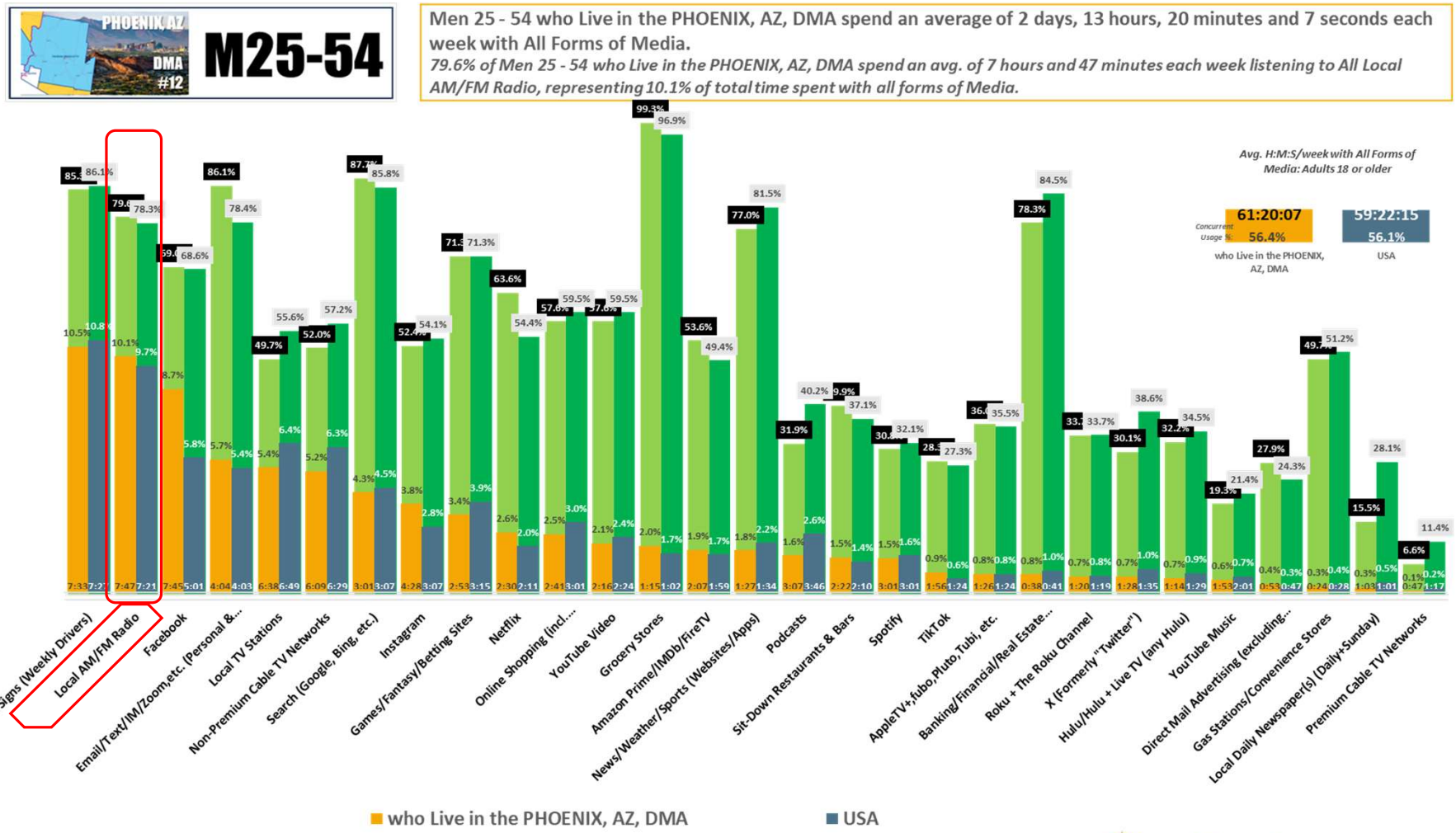

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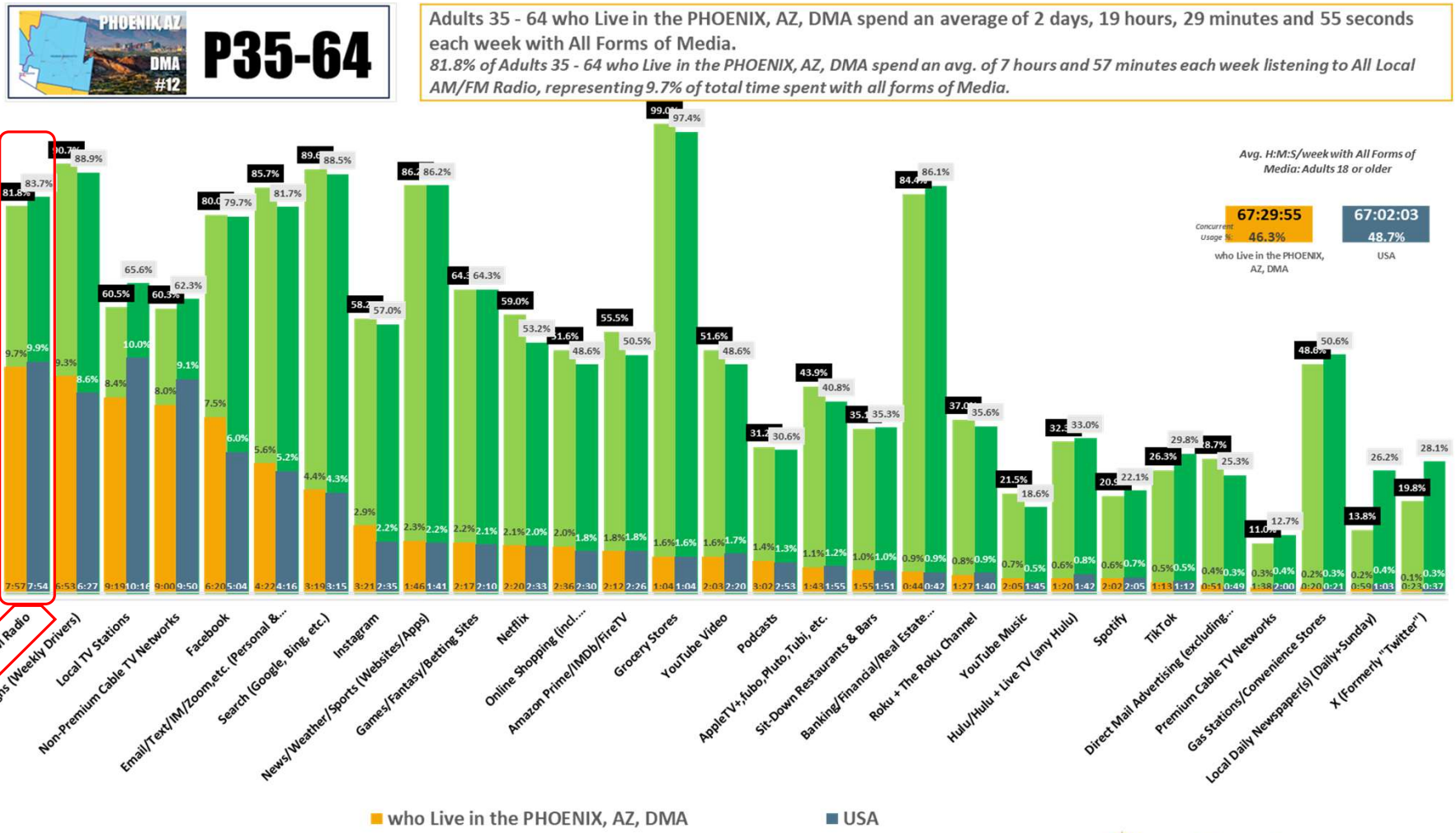

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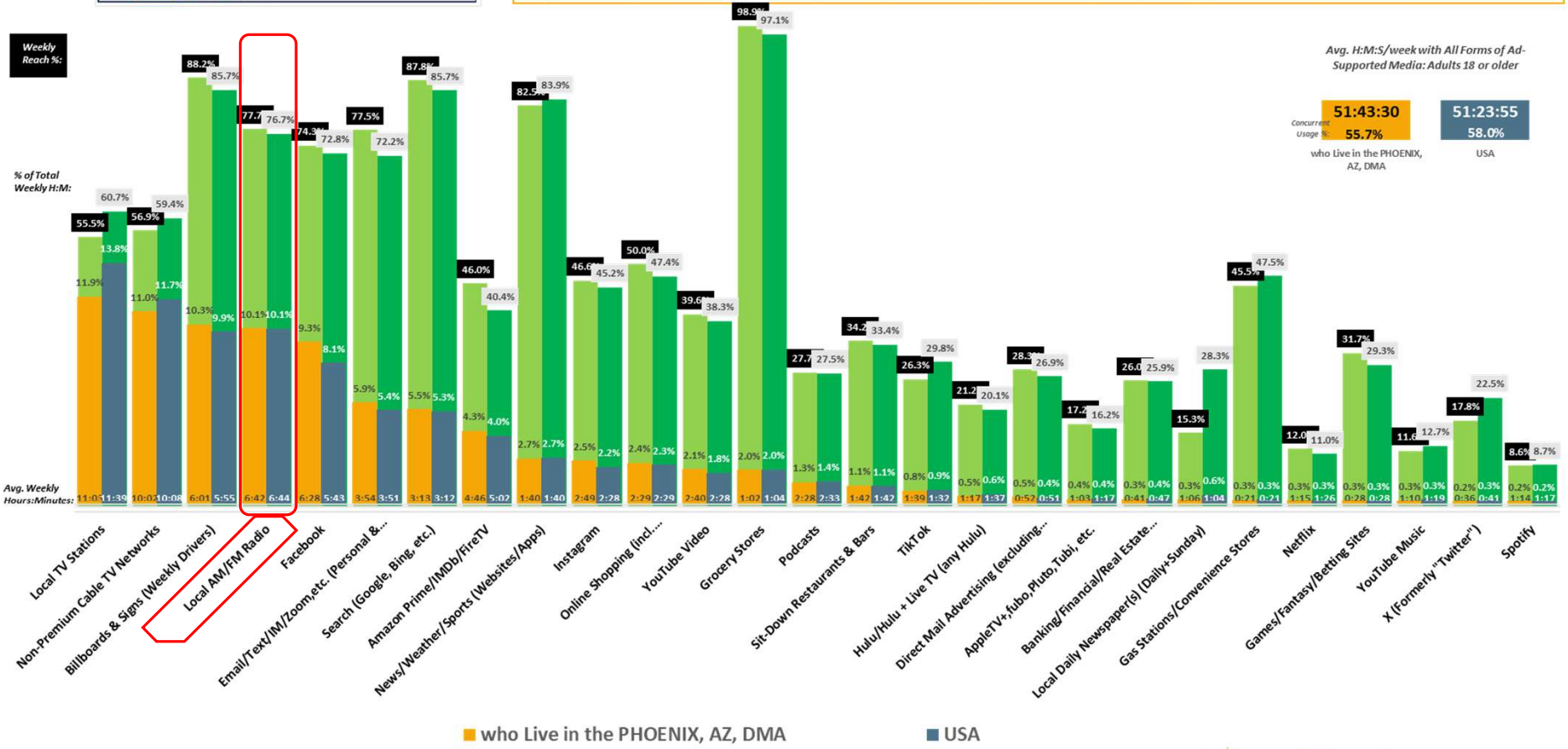
P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 3 hours, 43 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 6 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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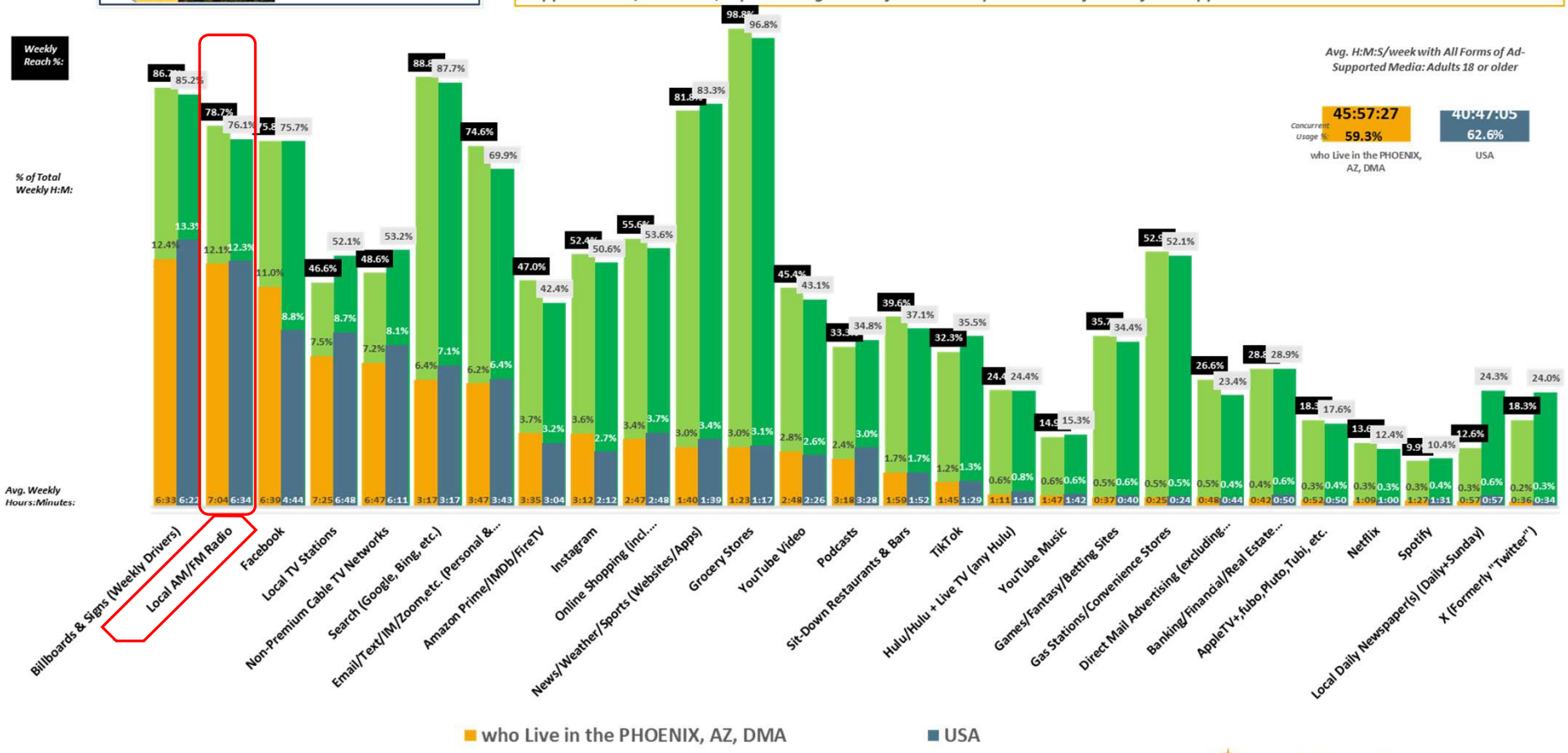
P25-54

Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 21 hours, 57 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

78.7% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



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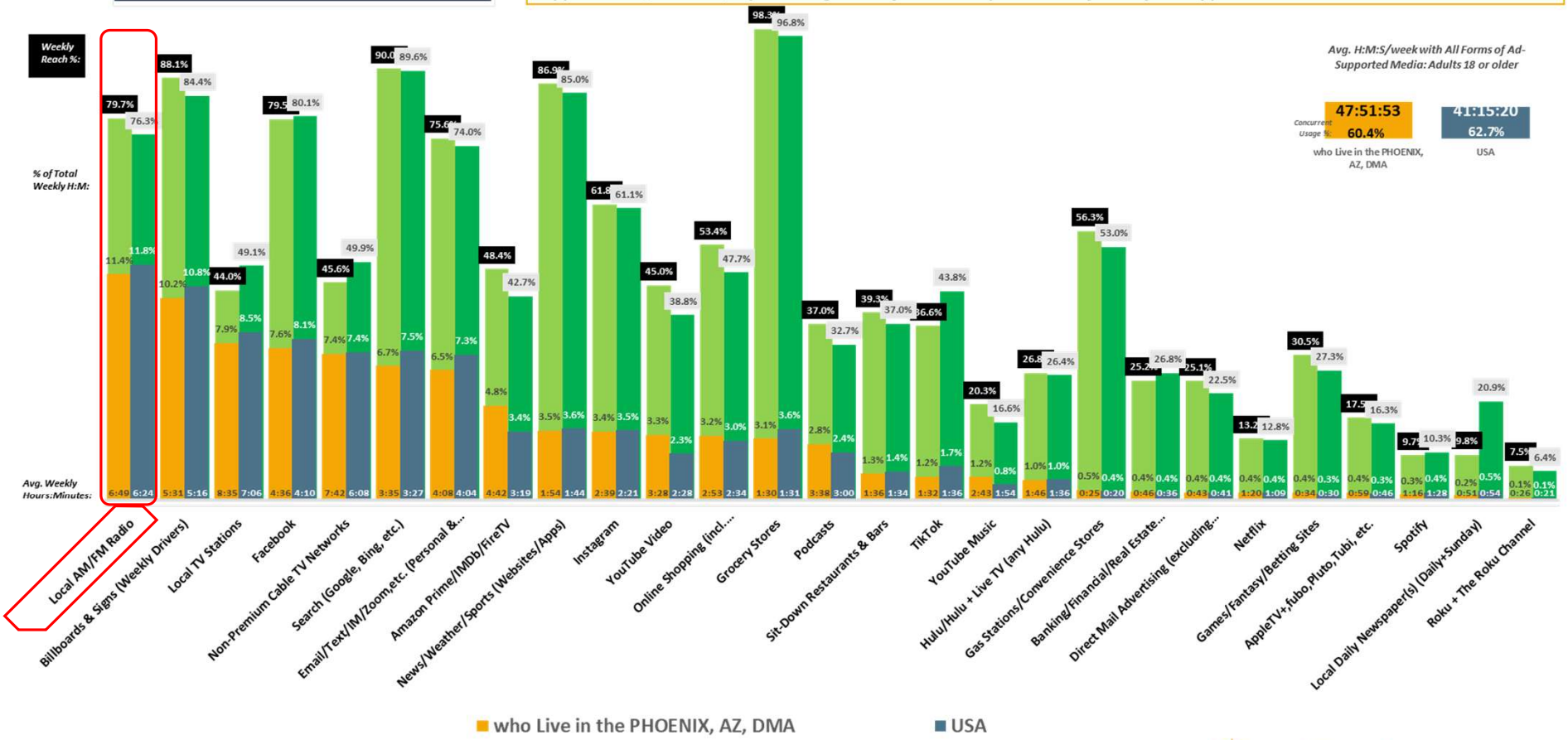
W25-54

Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 23 hours, 51 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

79.7% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



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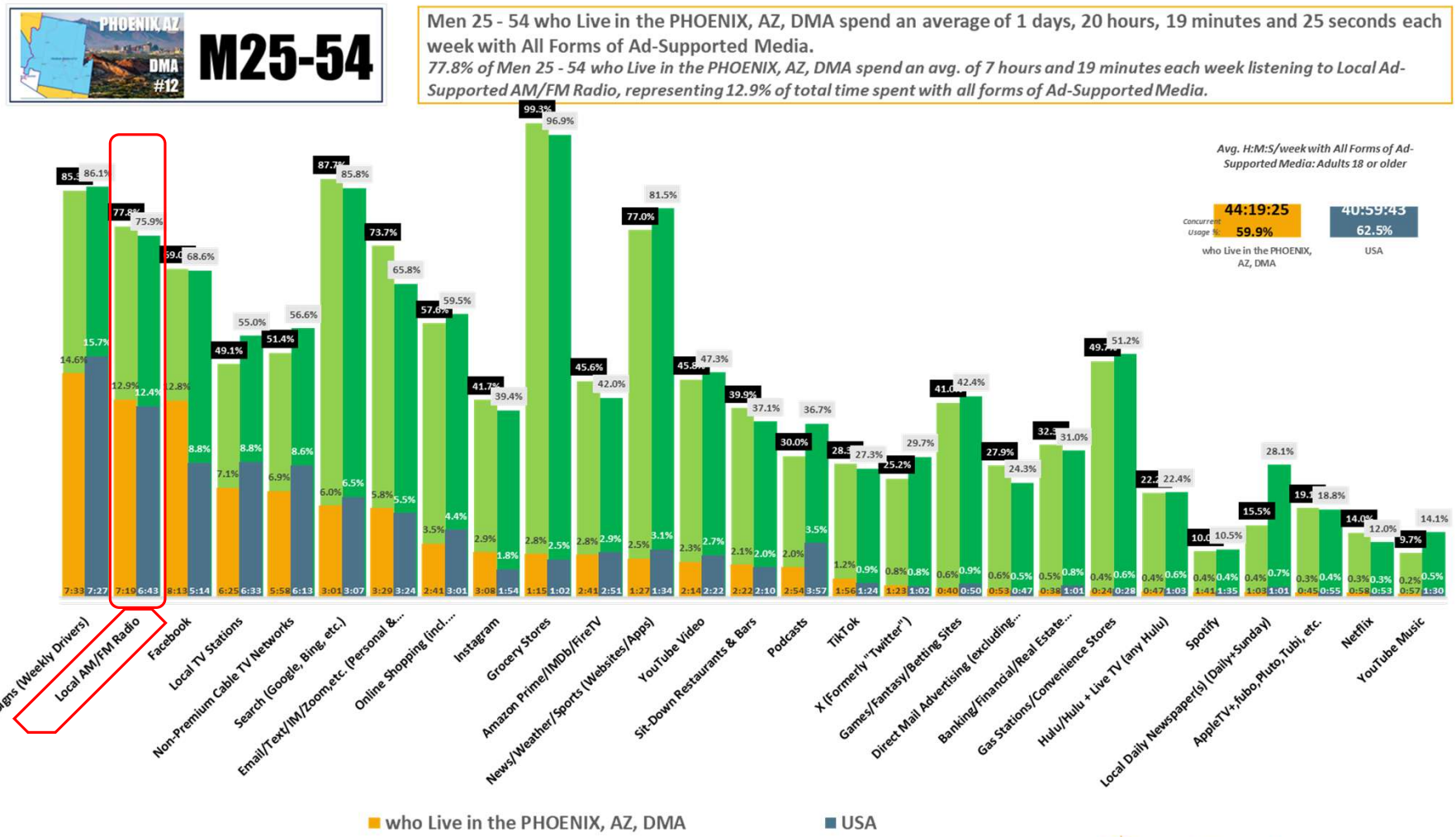

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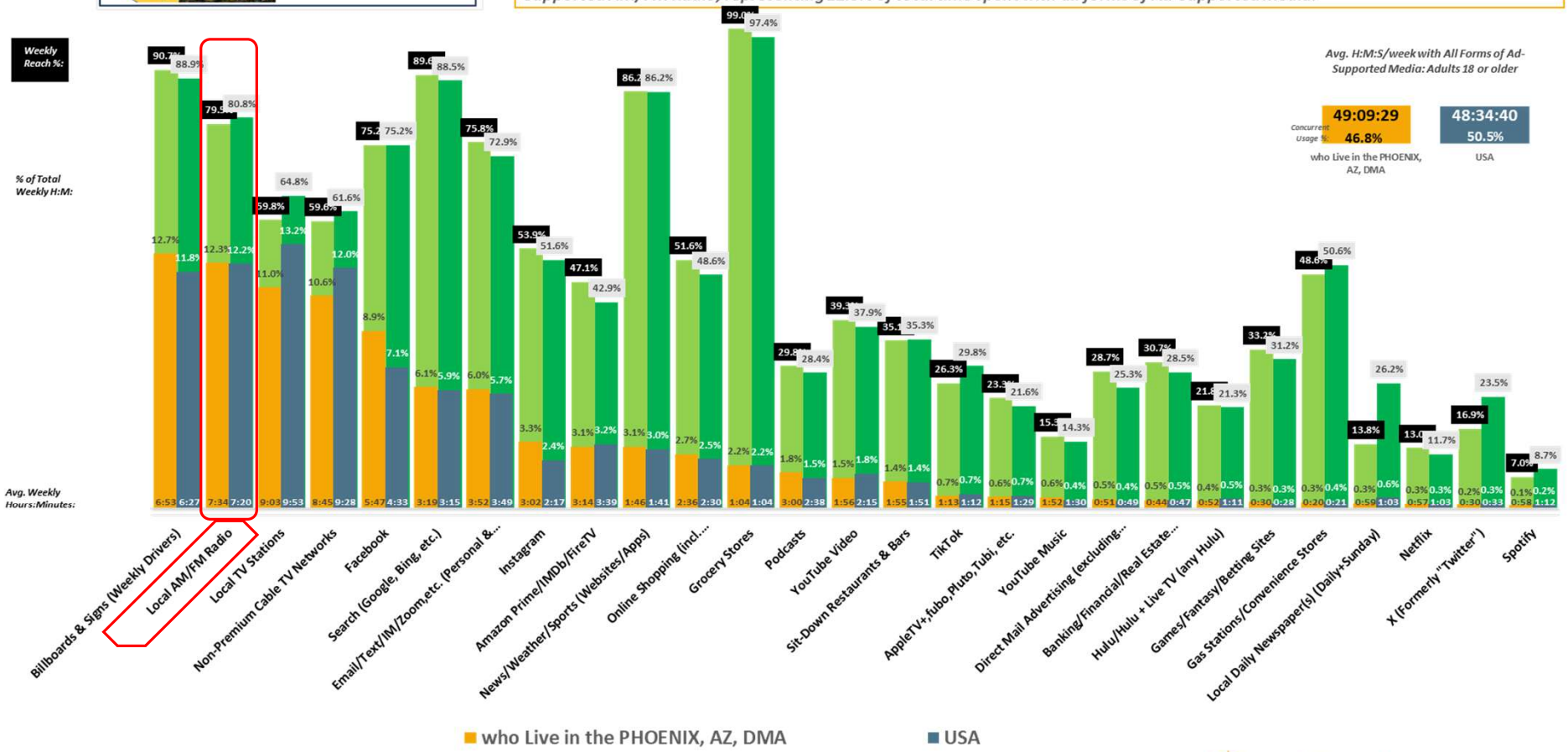
P35-64

Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 1 hours, 9 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



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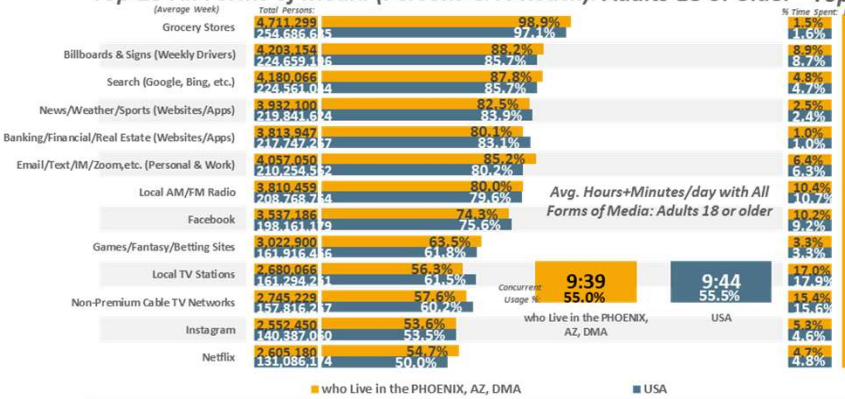
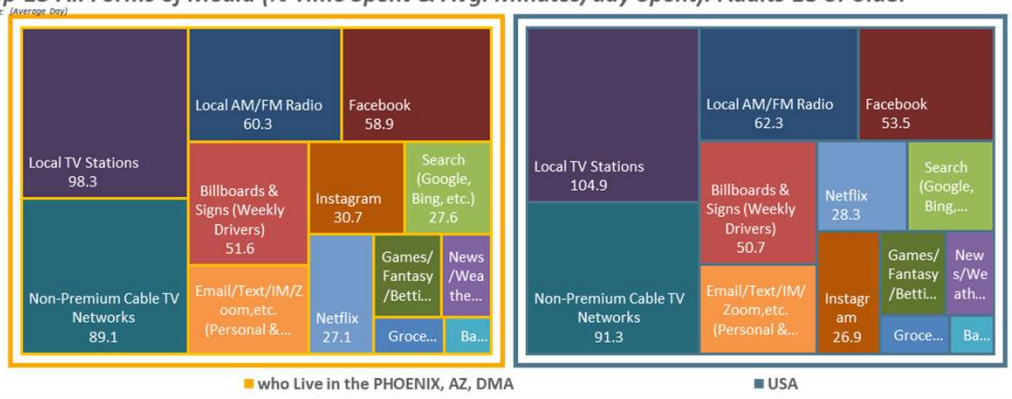
P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 57.5 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

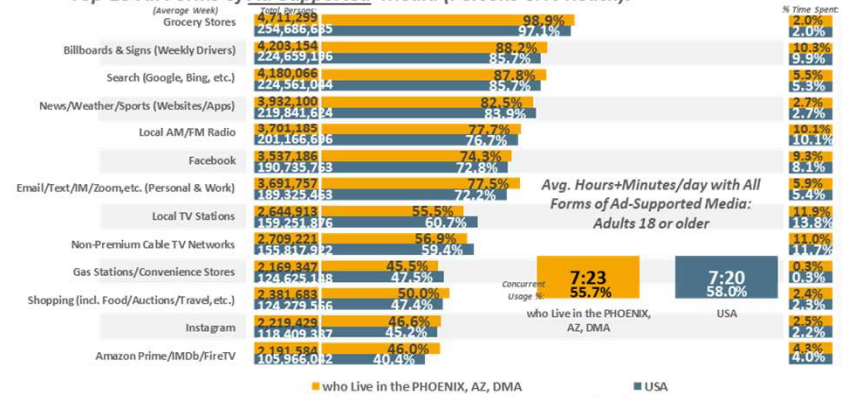
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



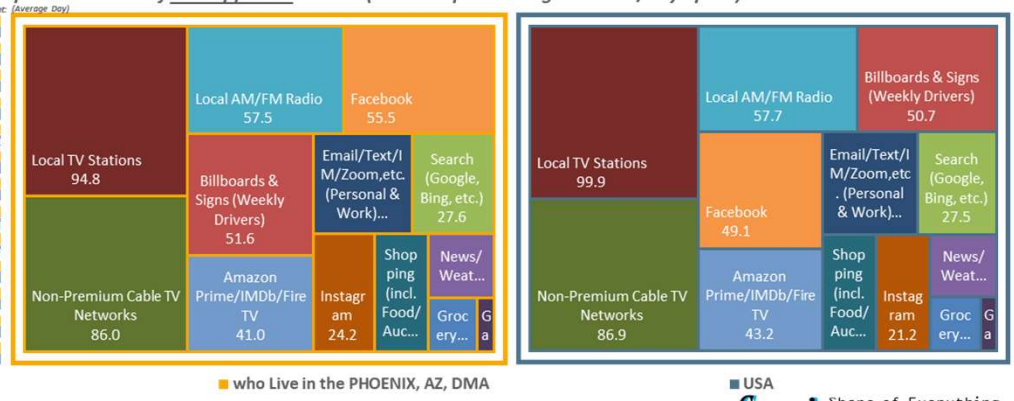
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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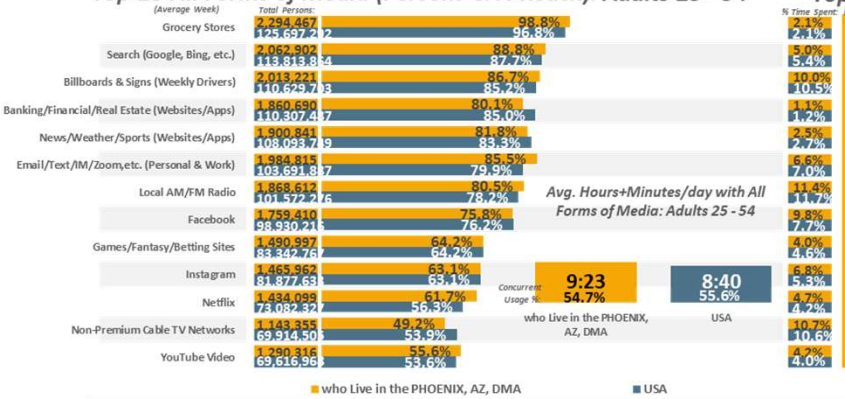
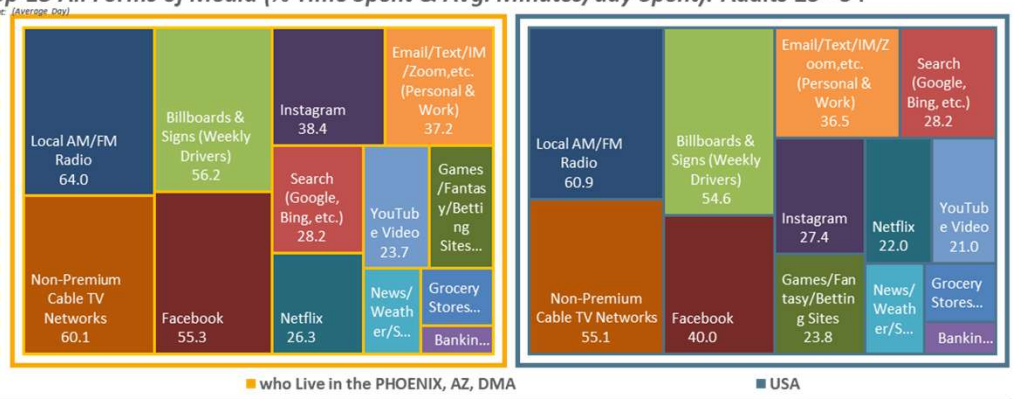
P25-54

Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

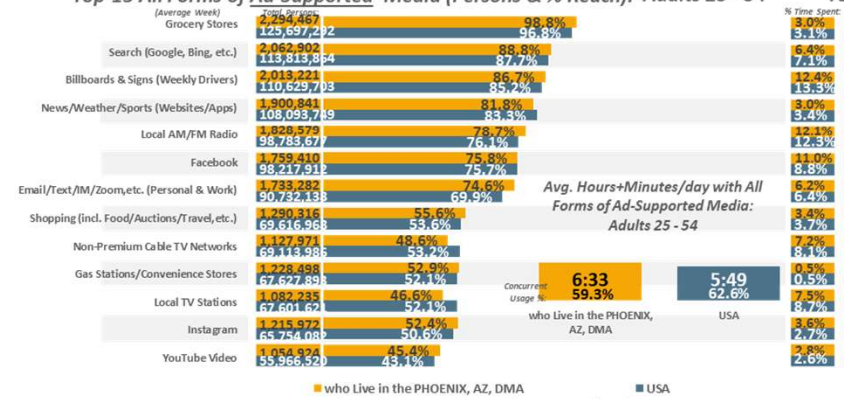
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



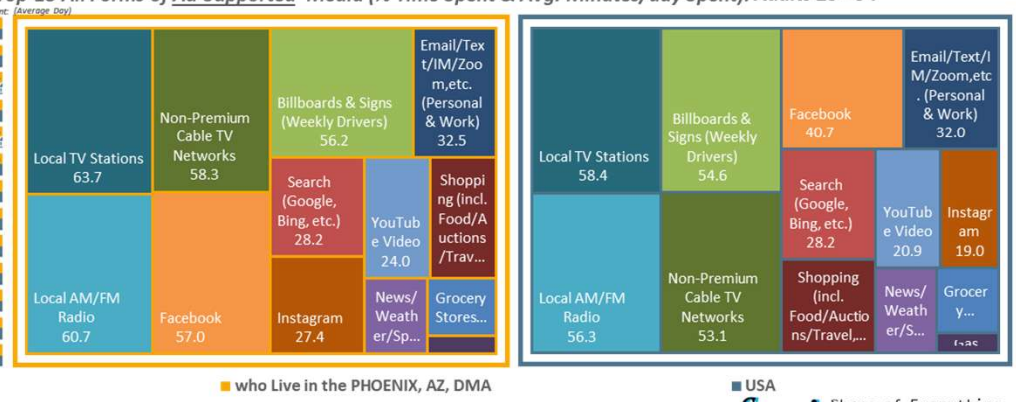
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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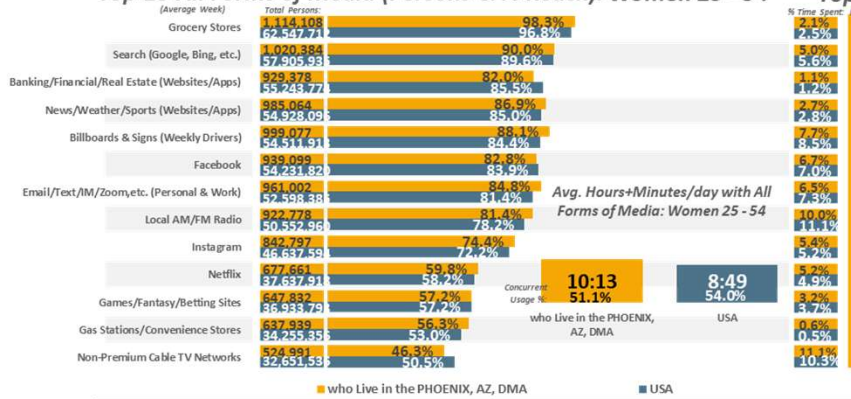
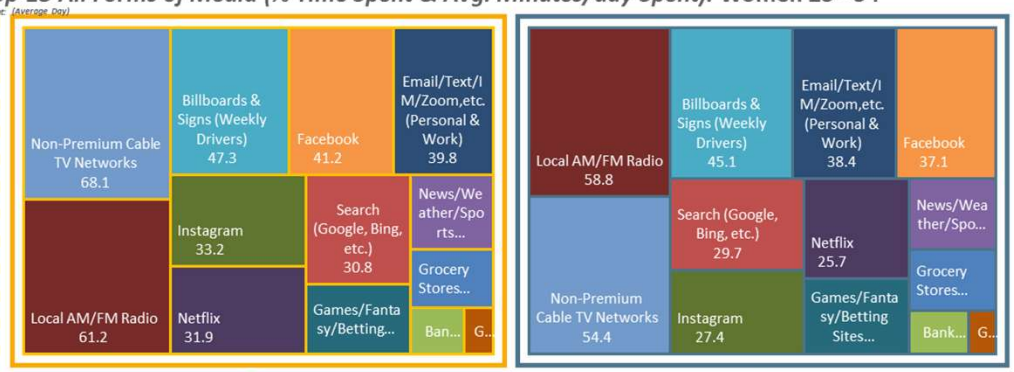
W25-54

Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

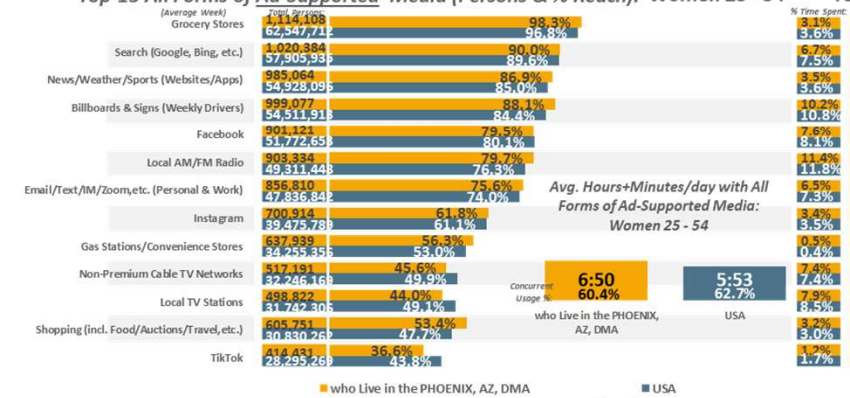
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



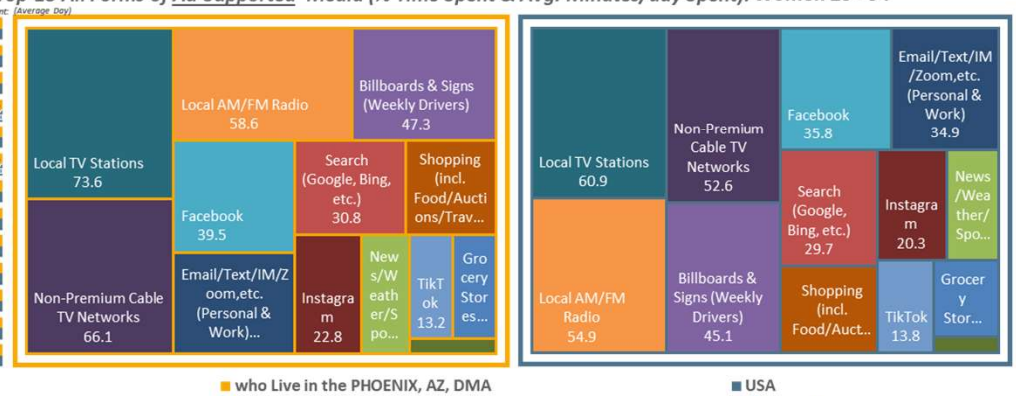
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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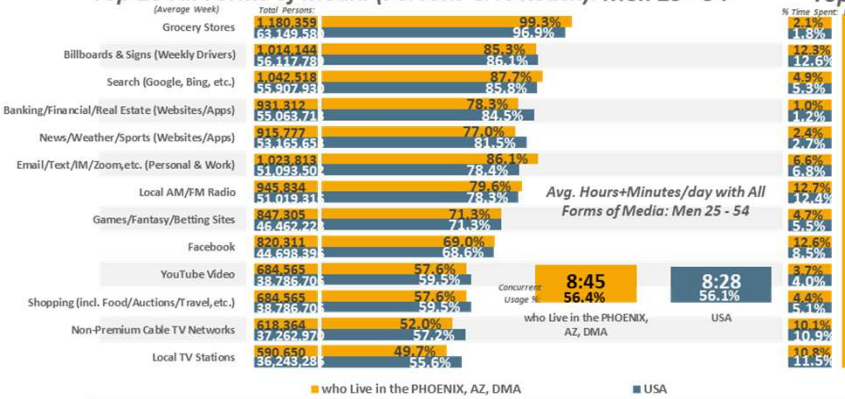
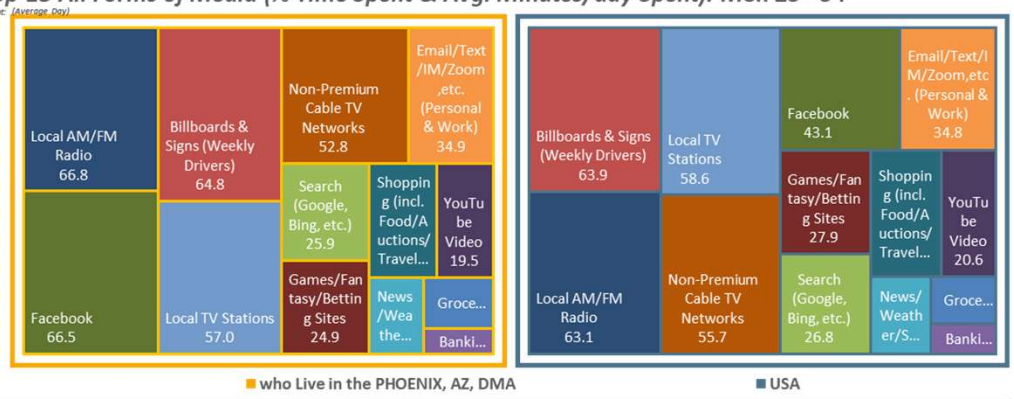
M25-54

Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 19 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

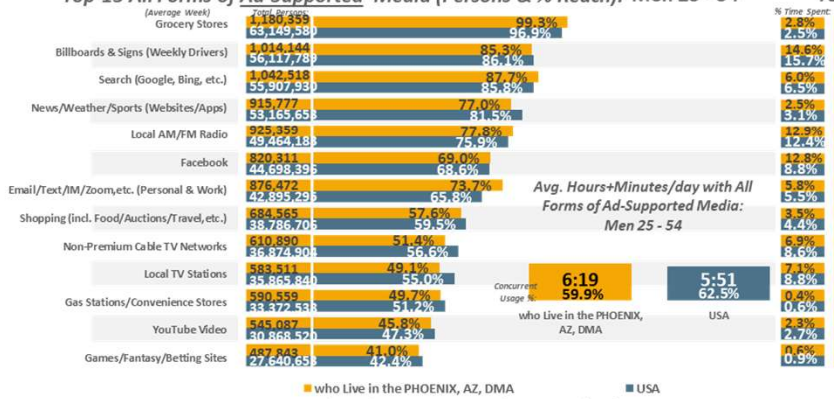
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



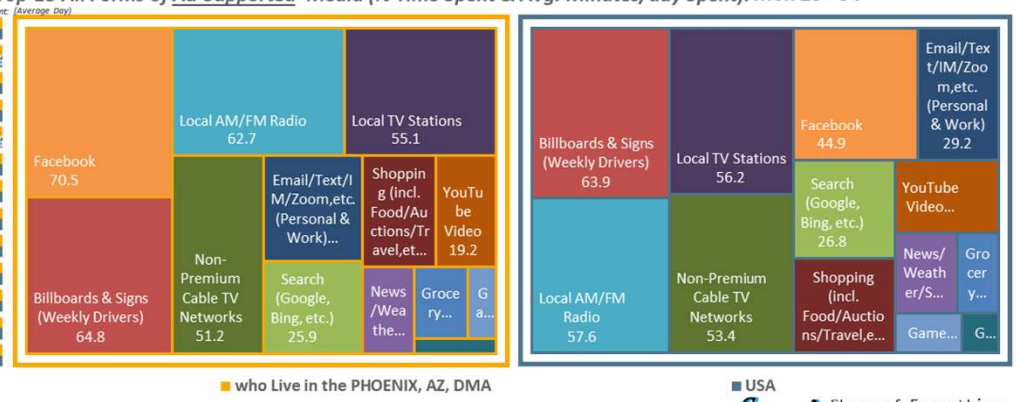
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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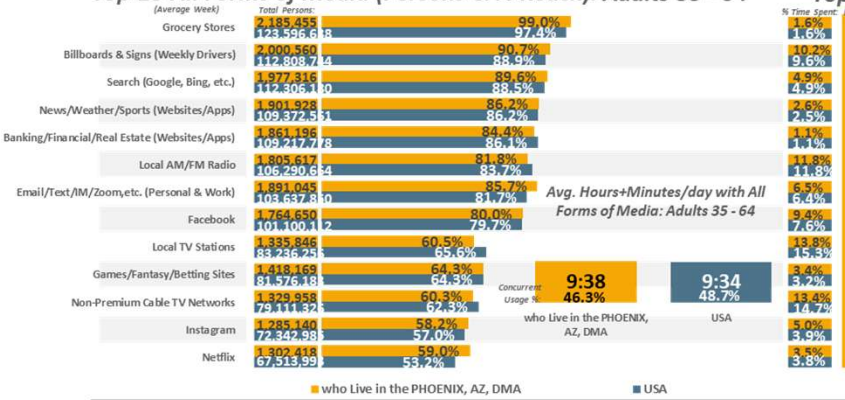
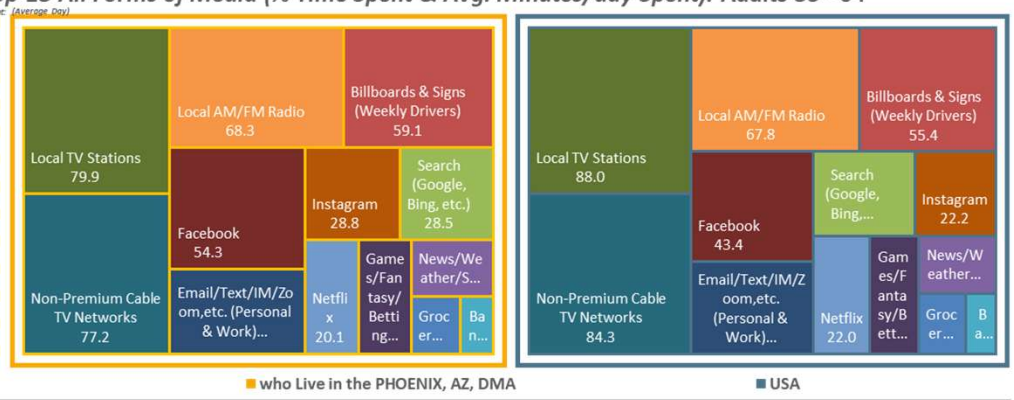
P35-64

Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

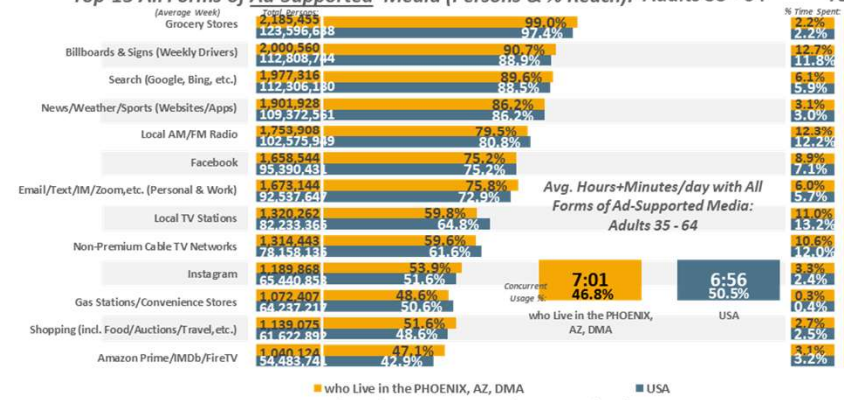
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



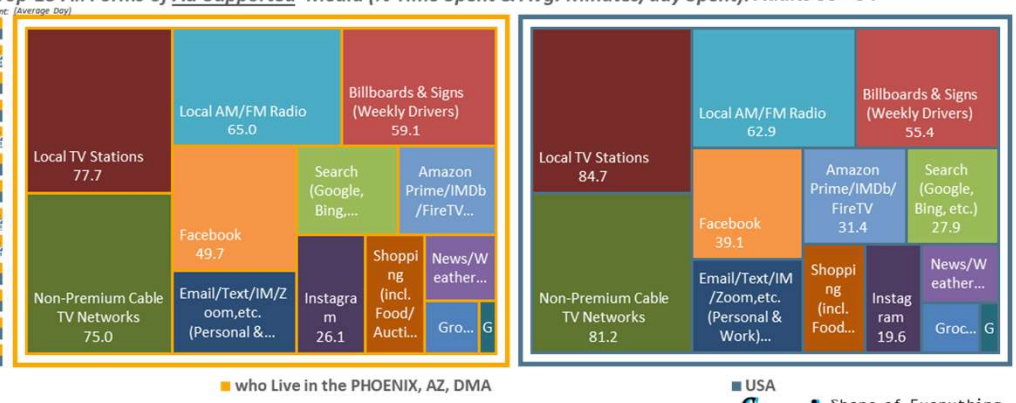
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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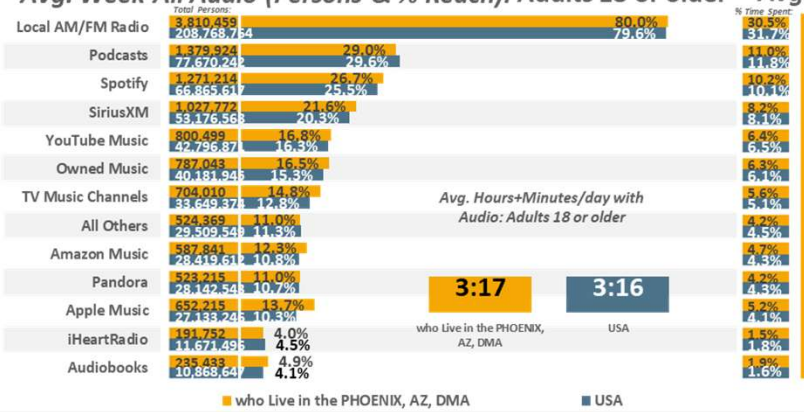
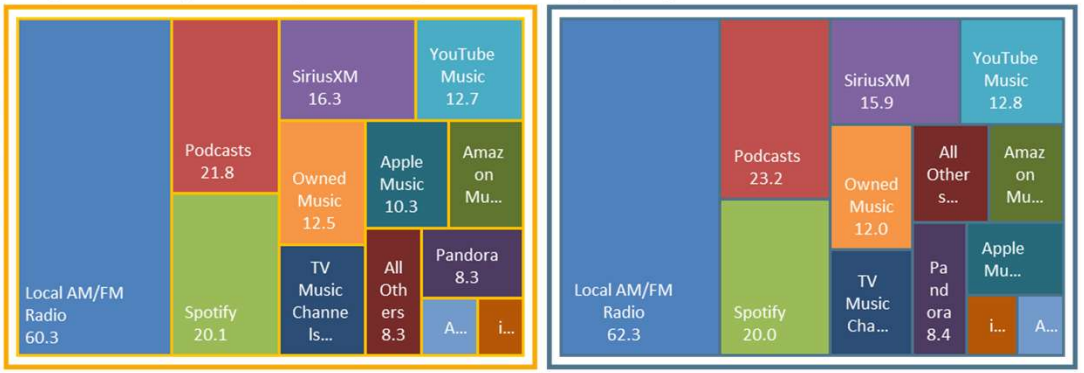
P18+

3,701,185 or 77.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

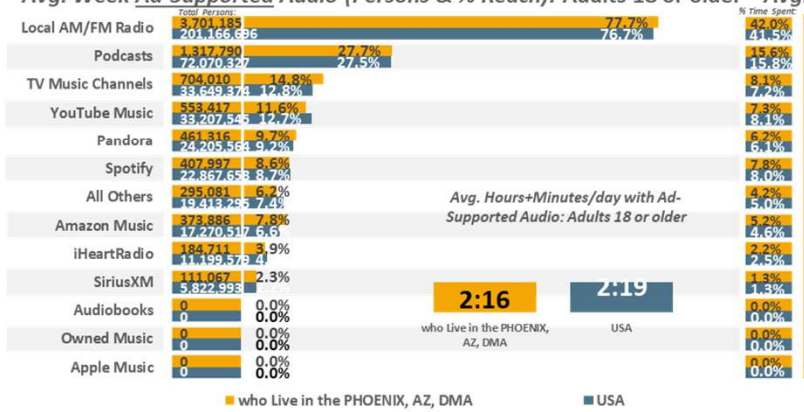
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



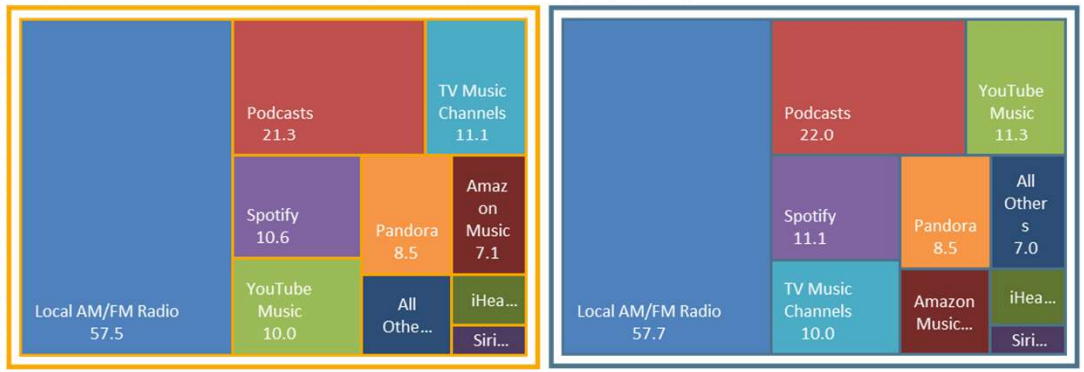
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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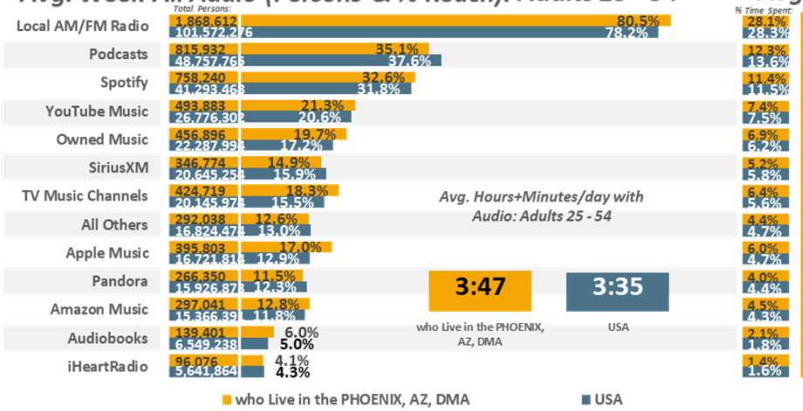
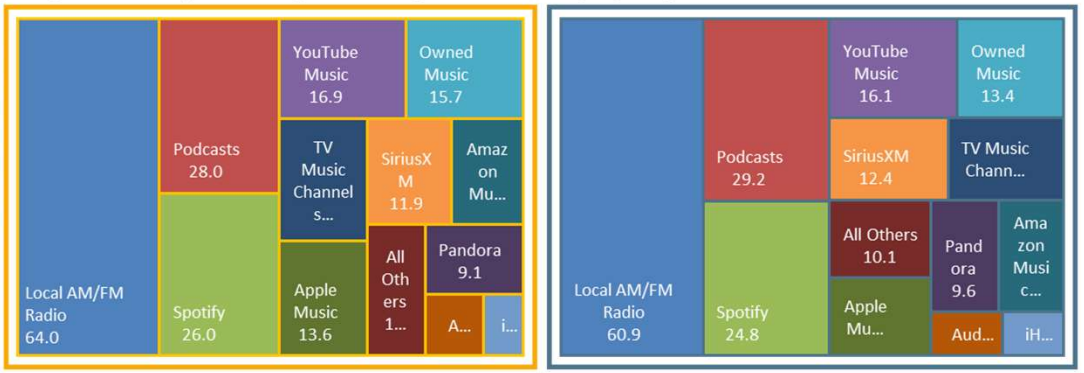
P25-54

1,828,579 or 78.7% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

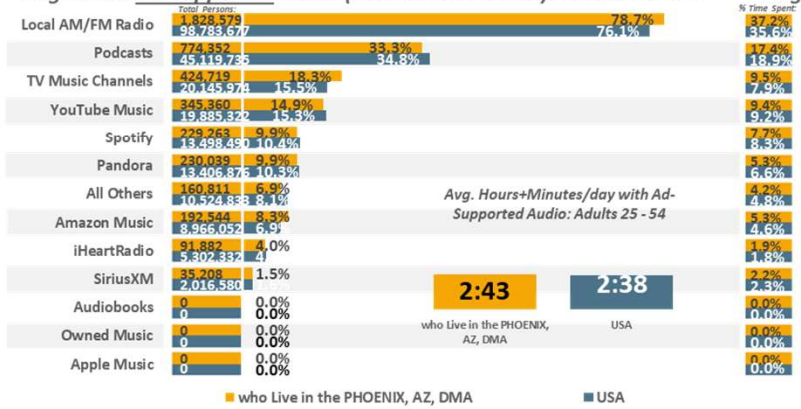
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



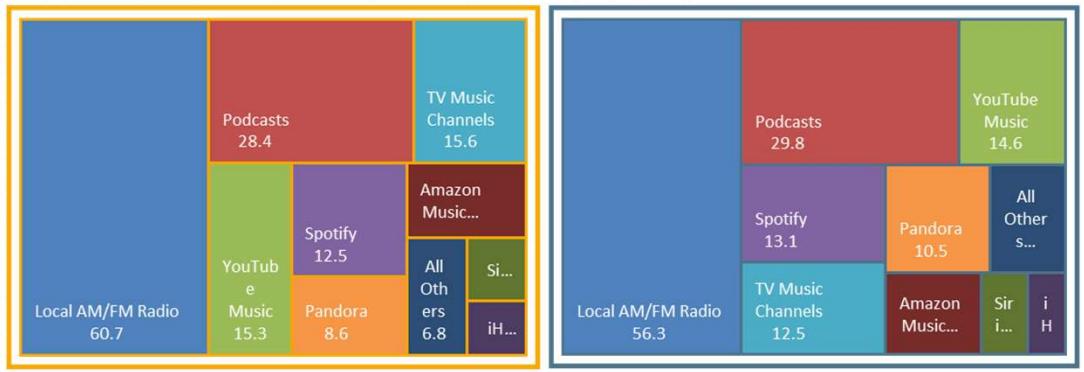
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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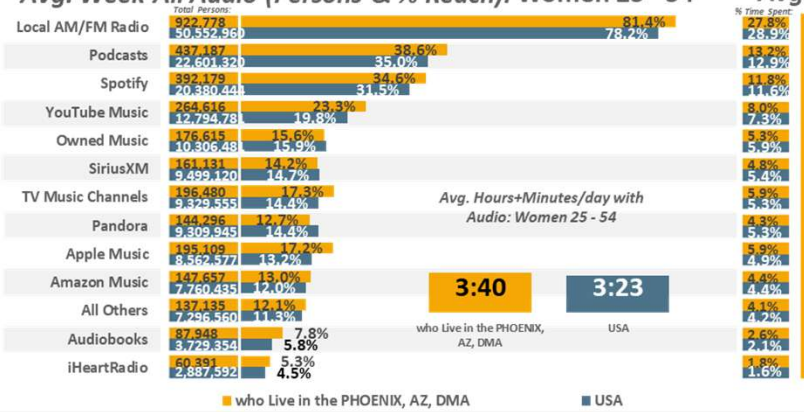
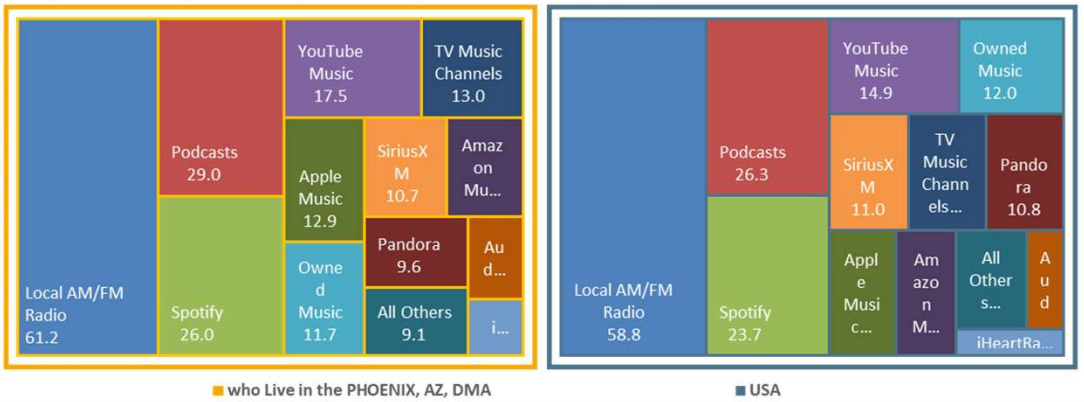
W25-54

903,334 or 79.7% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

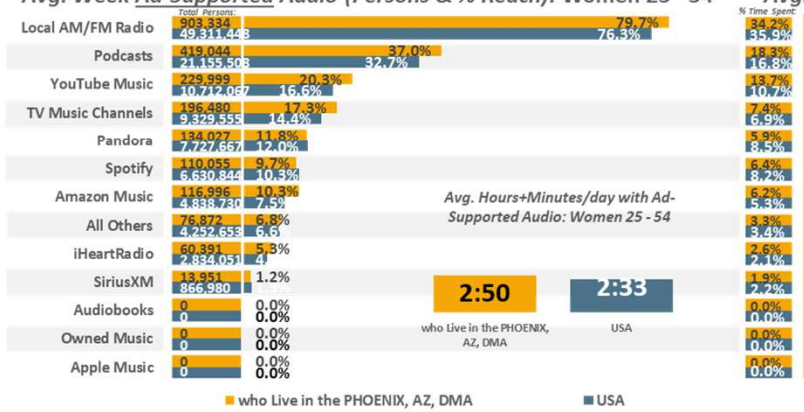
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



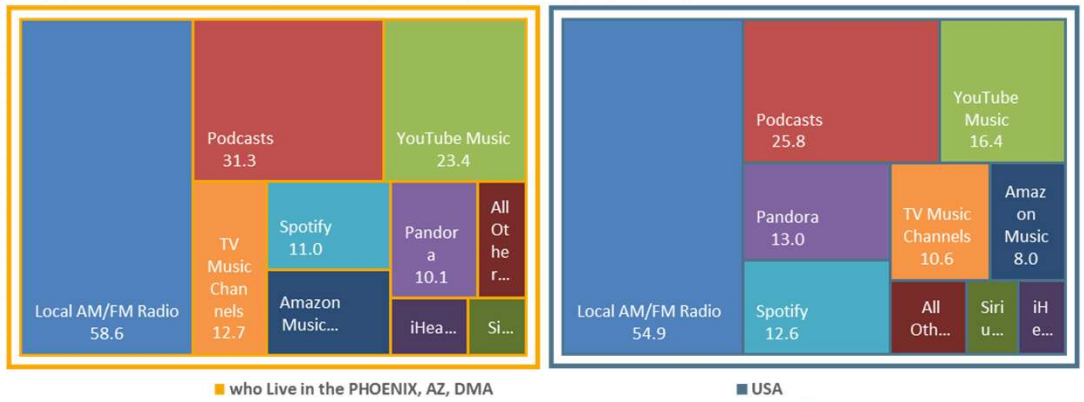
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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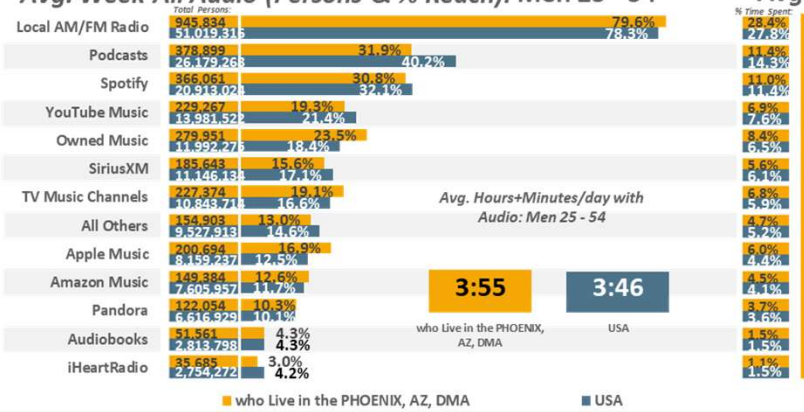
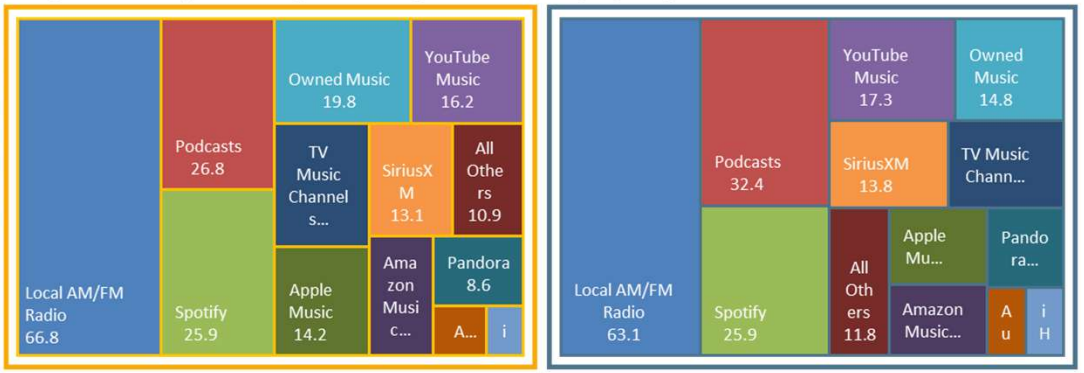
M25-54

925,359 or 77.8% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

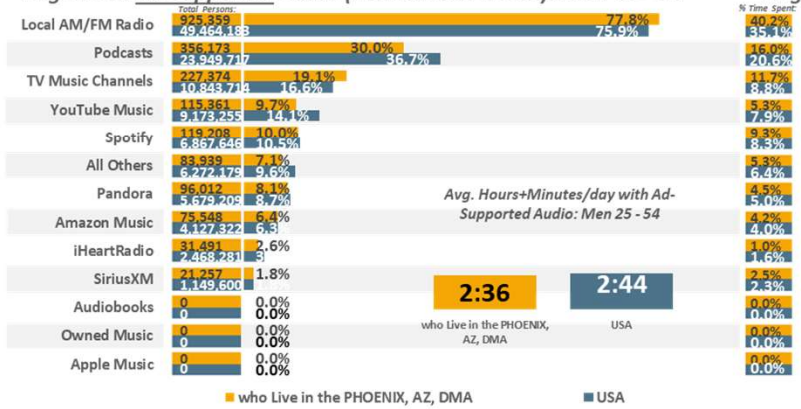
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



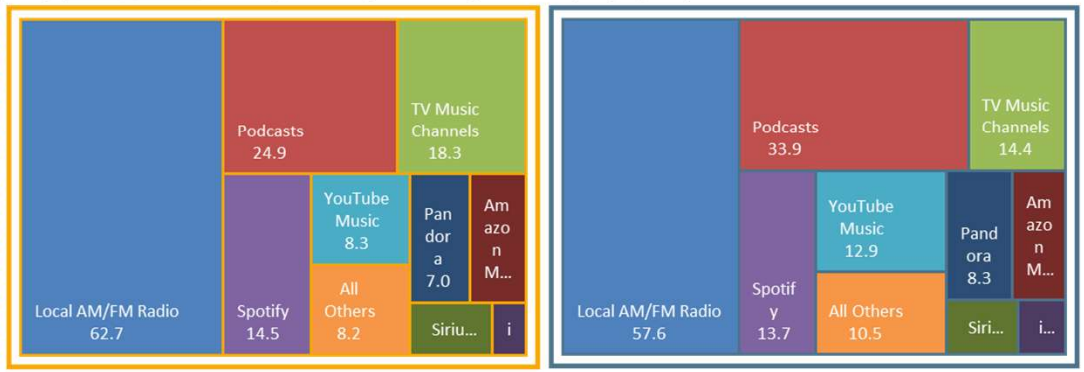
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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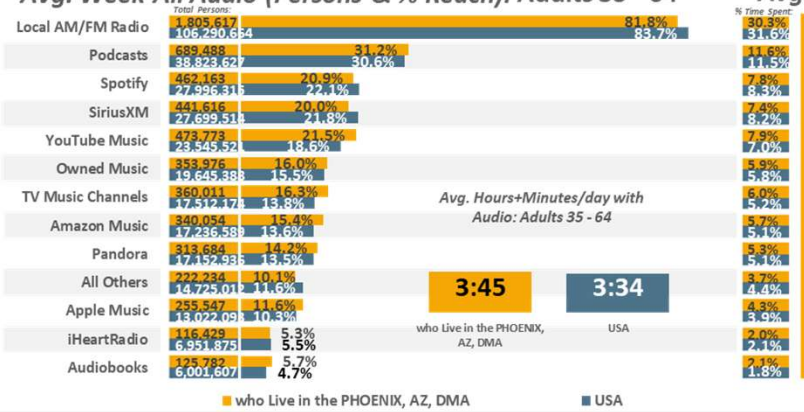
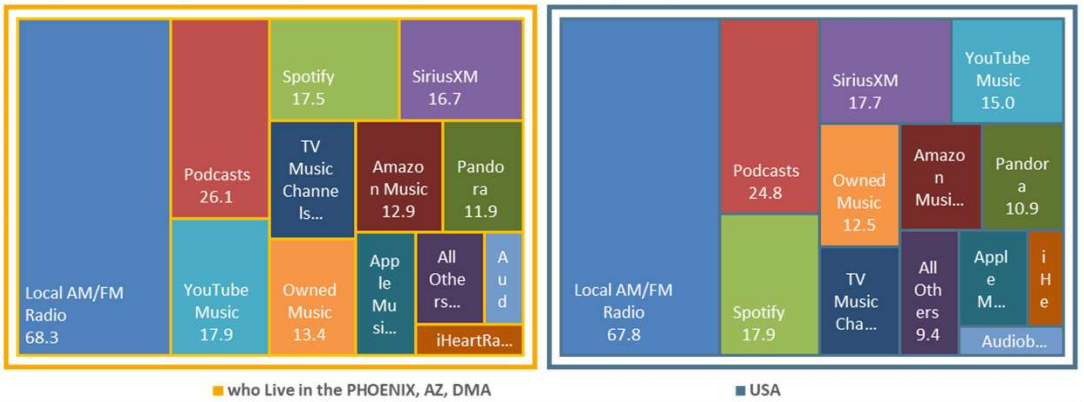
P35-64

1,753,908 or 79.5% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

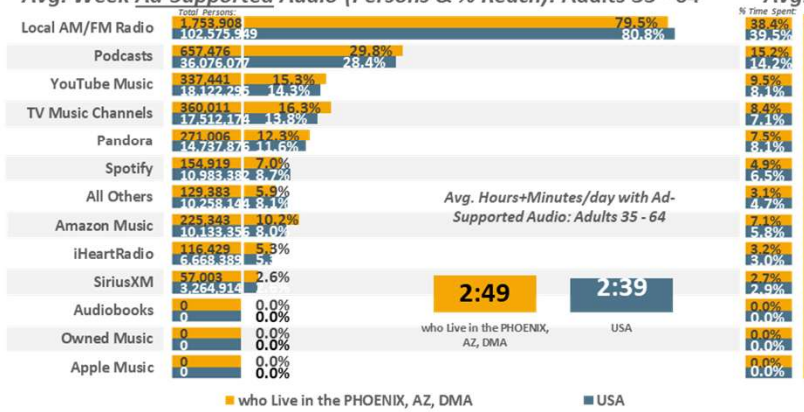
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



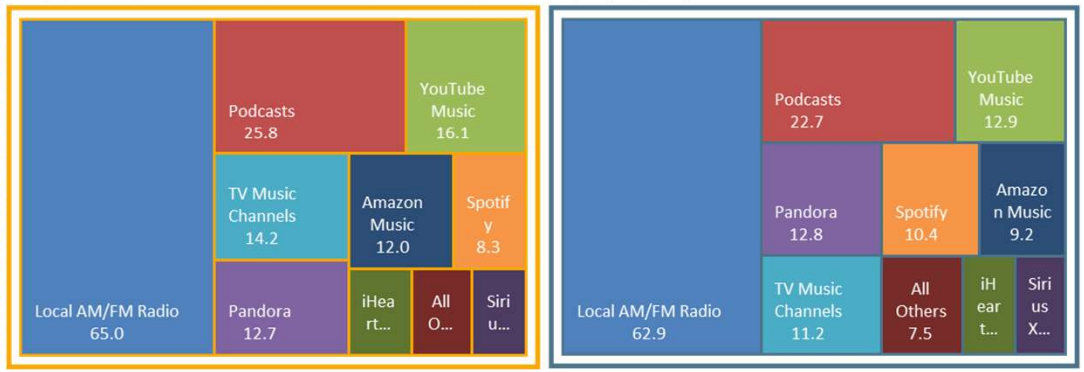
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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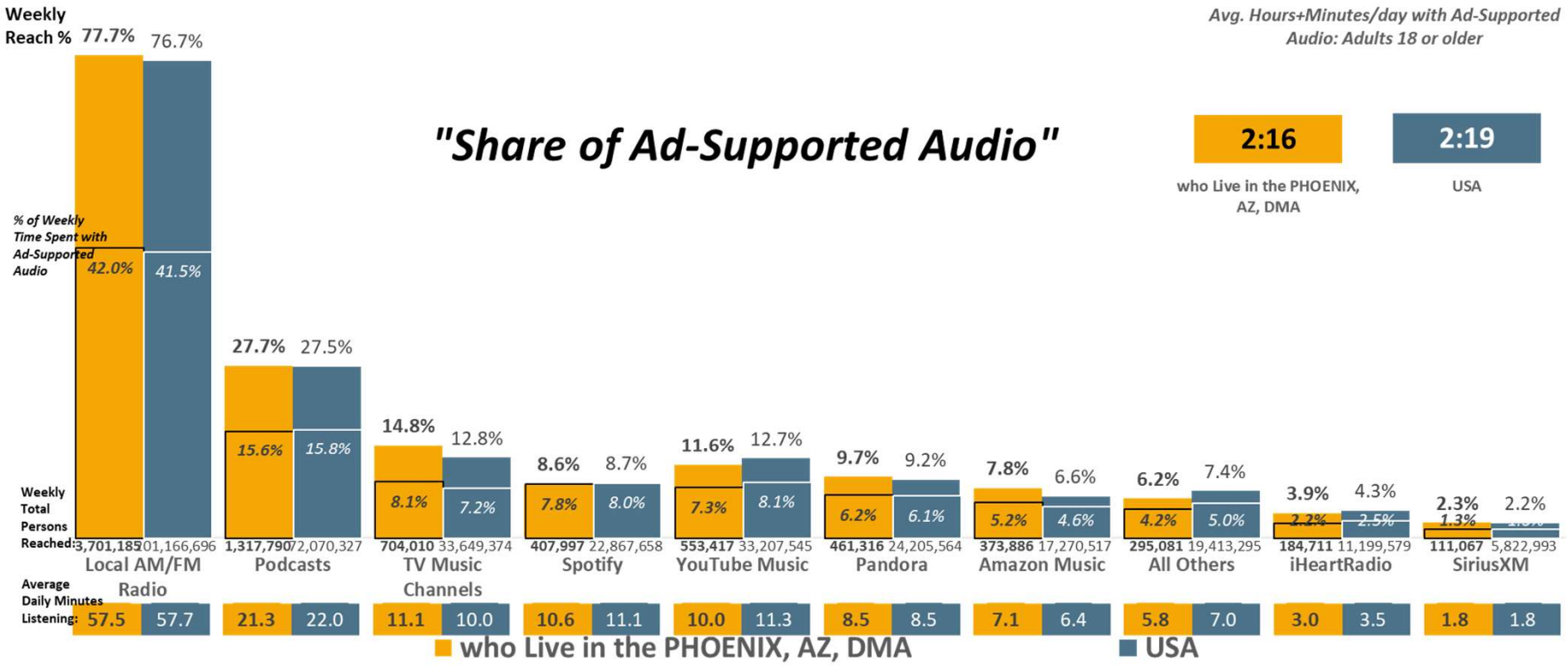
P18+

3,701,185 or 77.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



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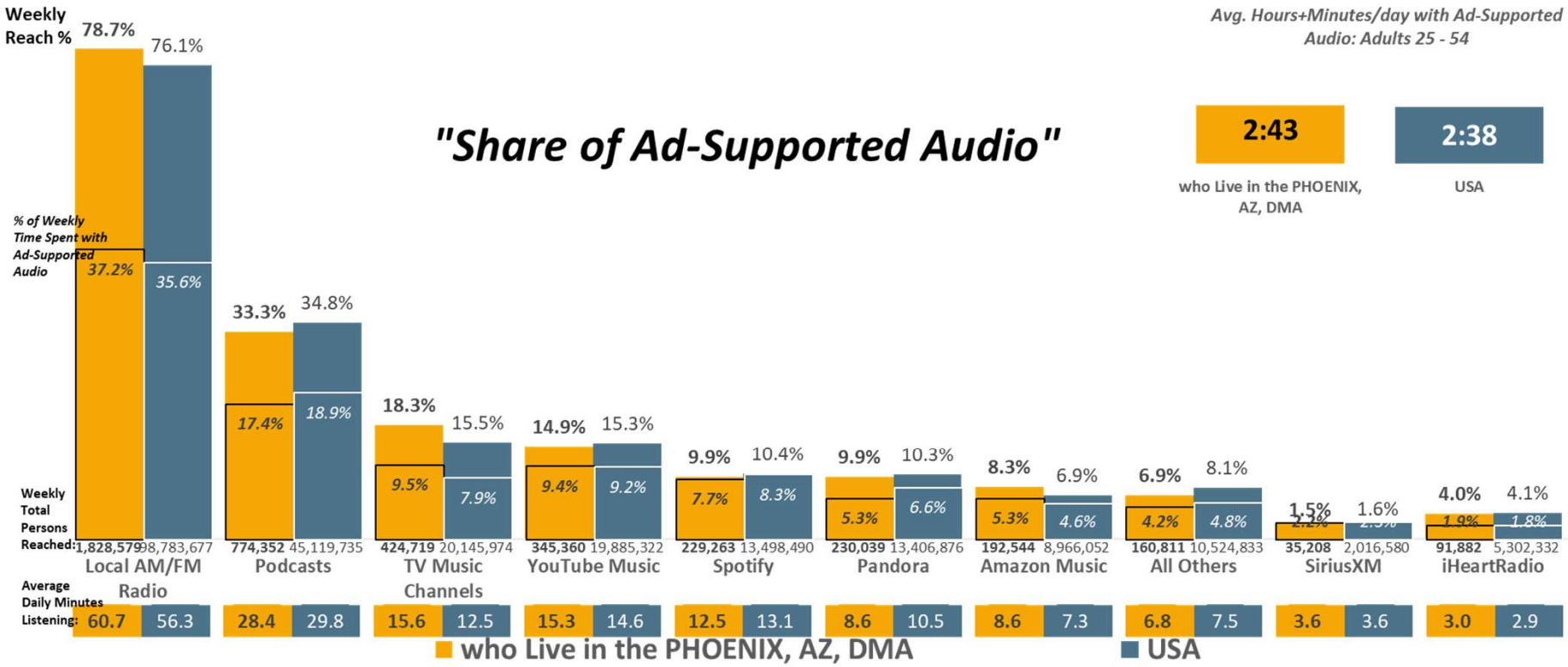
P25-54

1,828,579 or 78.7% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



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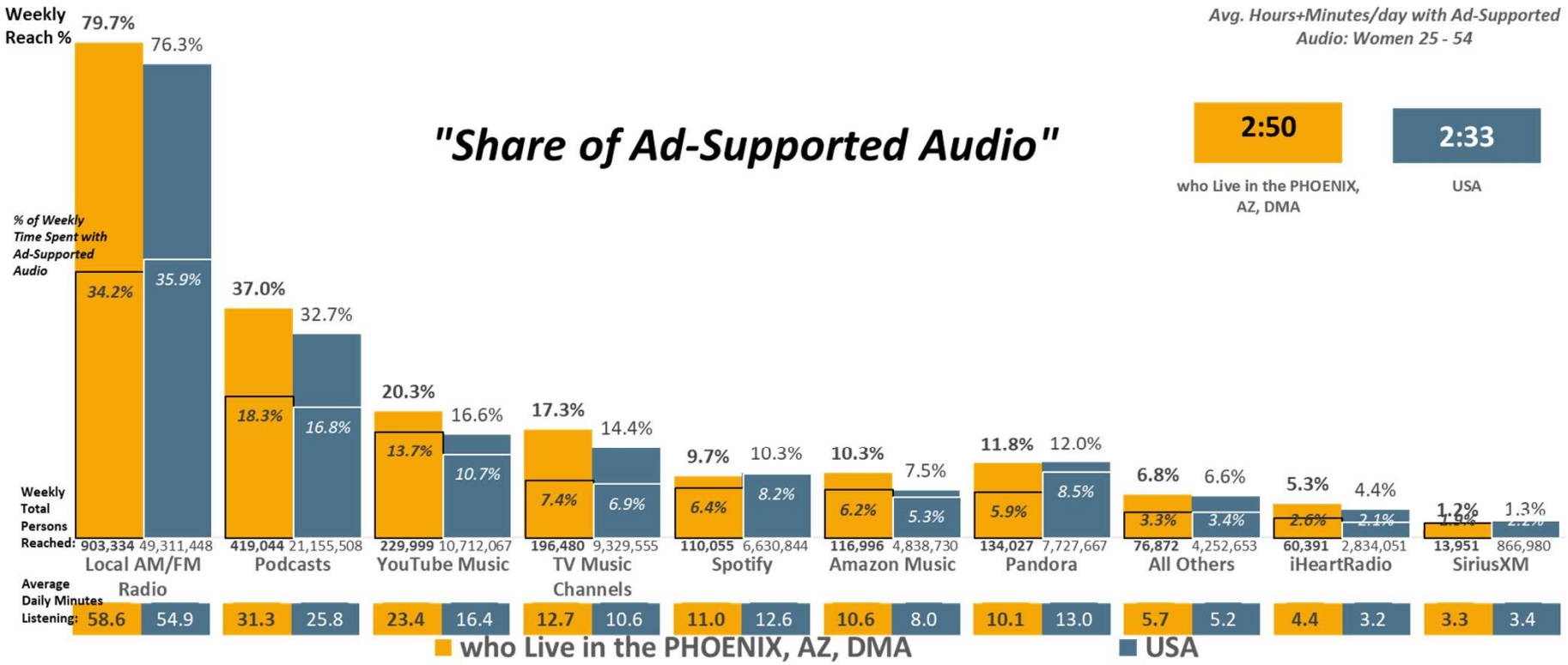
W25-54

903,334 or 79.7% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.



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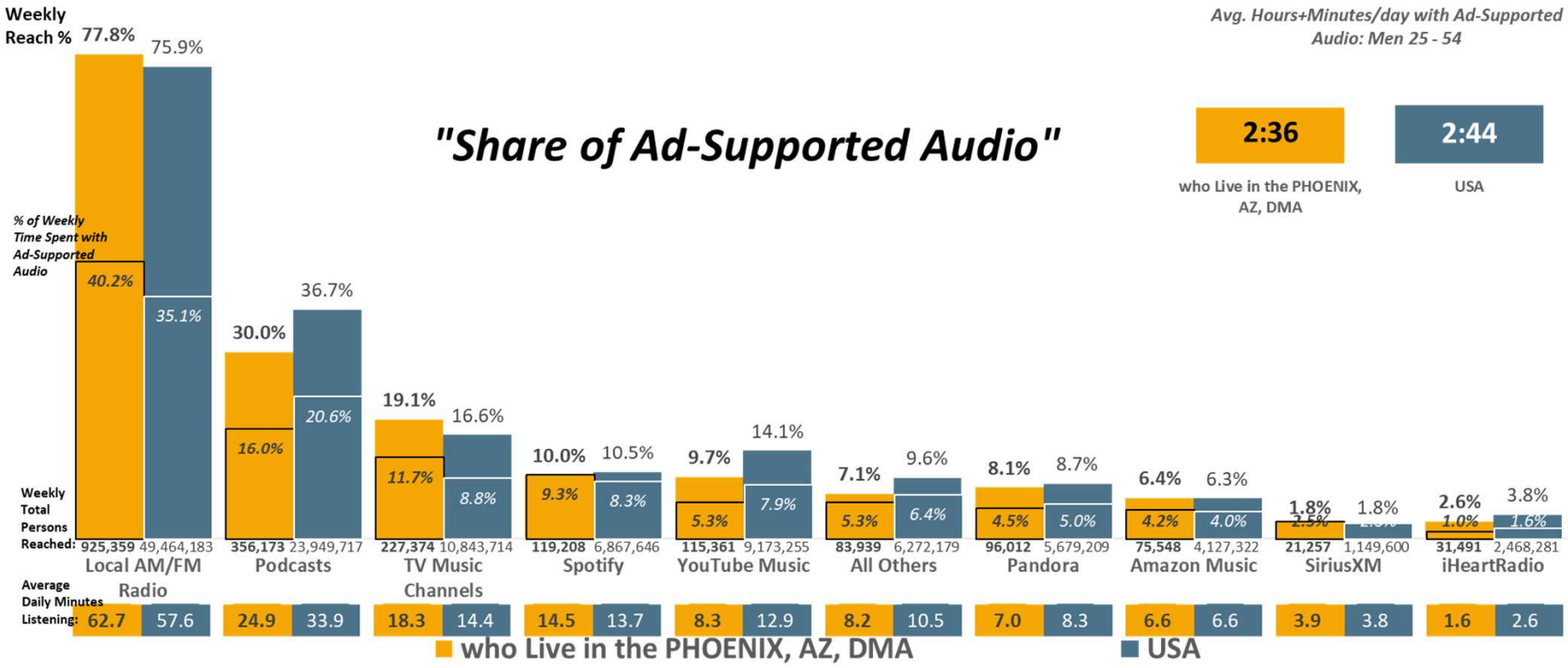
M25-54

925,359 or 77.8% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



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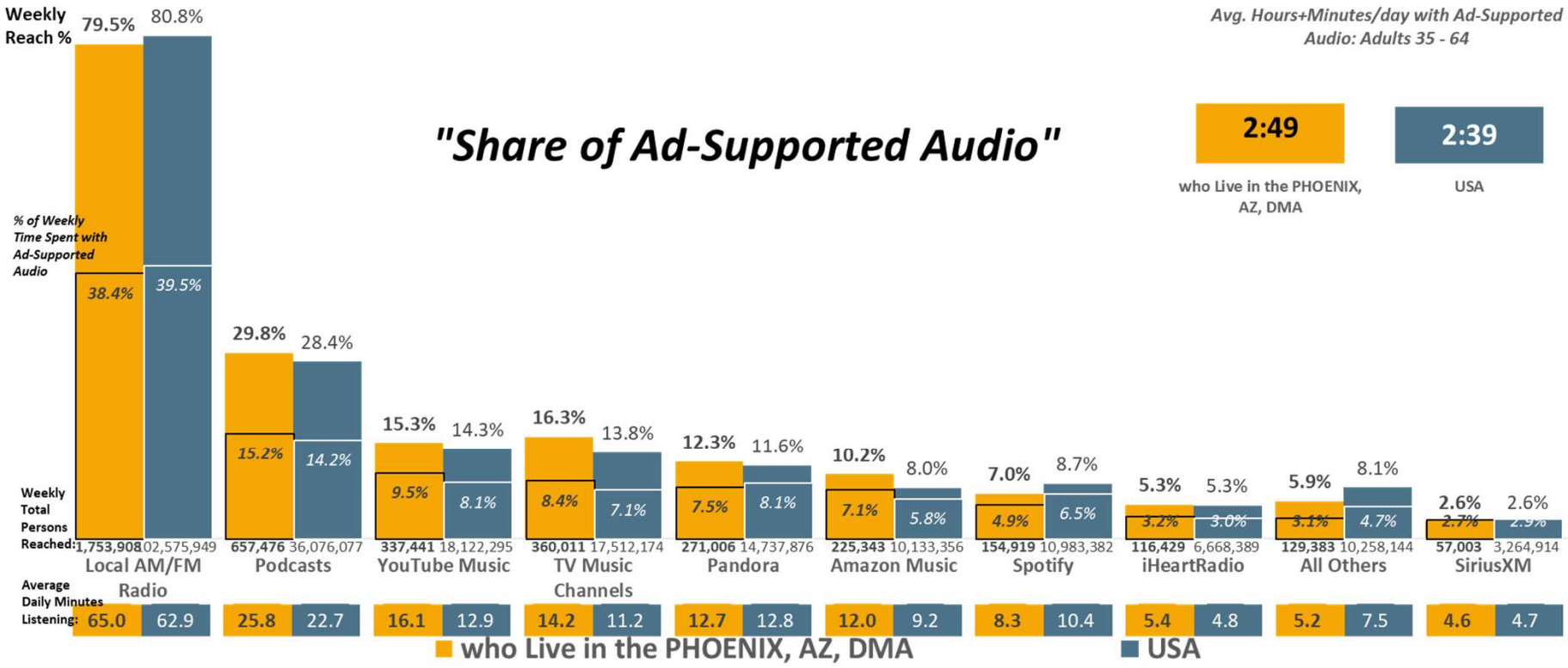
P35-64

1,753,908 or 79.5% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



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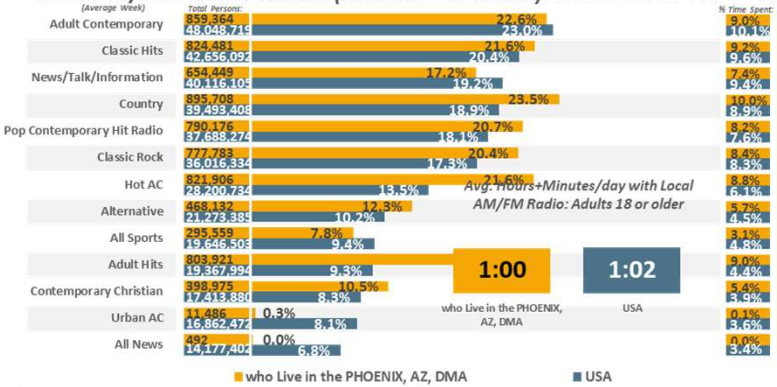
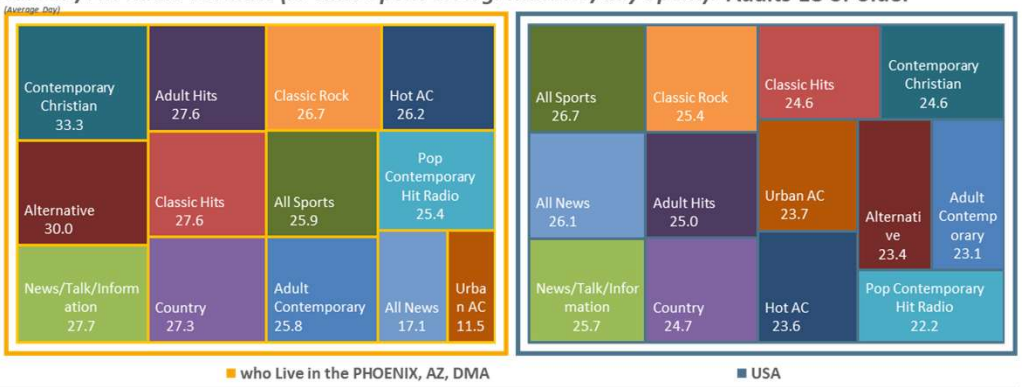
P18+

3,701,185 or 77.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Adult Hits.

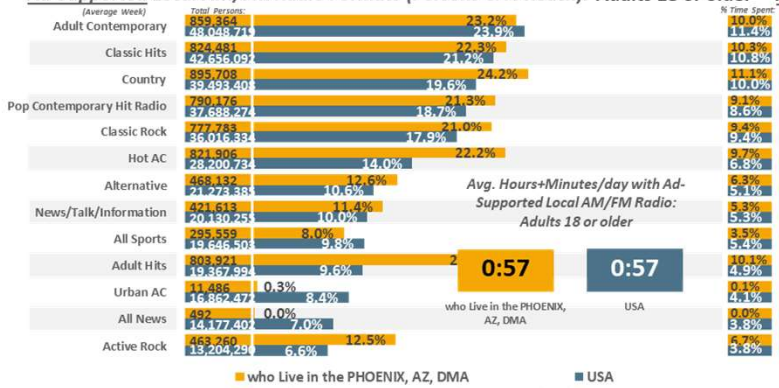
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



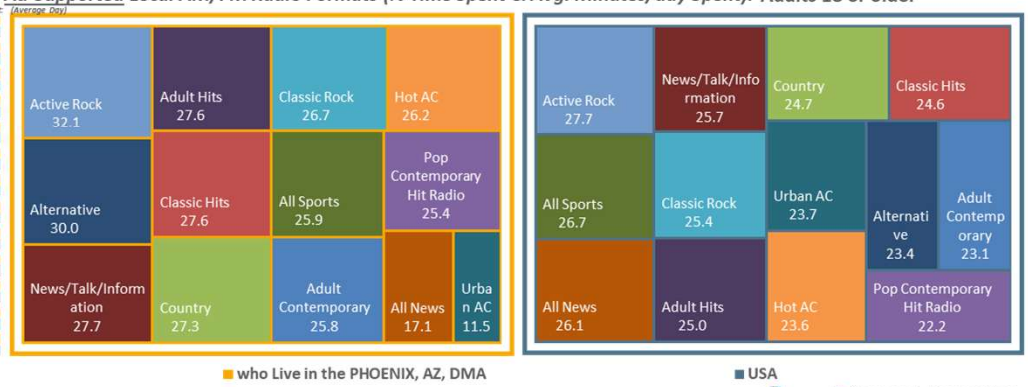
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Aug24-Jul25 Qual Intab 2,520

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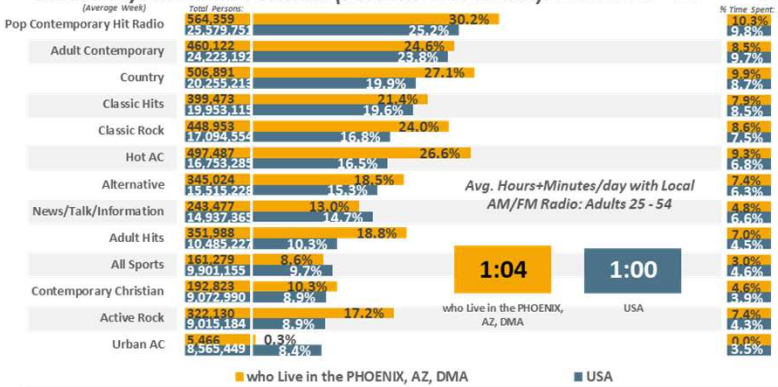
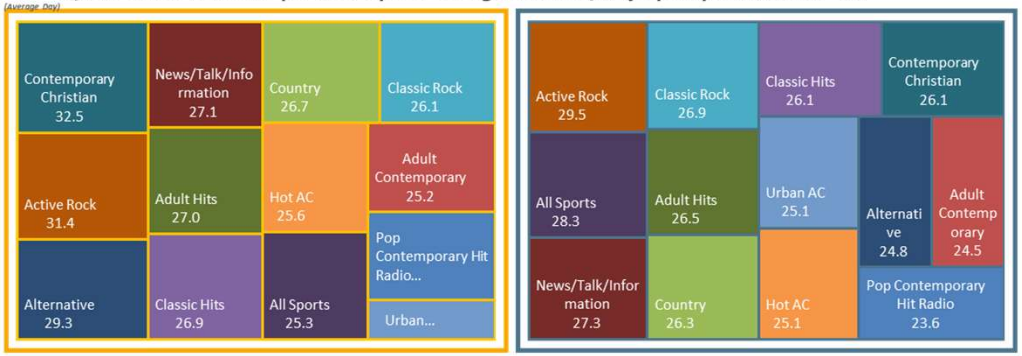
P25-54

1,828,579 or 78.7% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and Classic Rock.

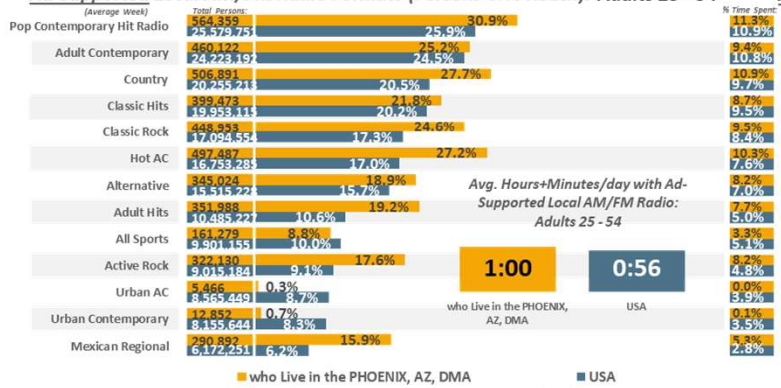
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



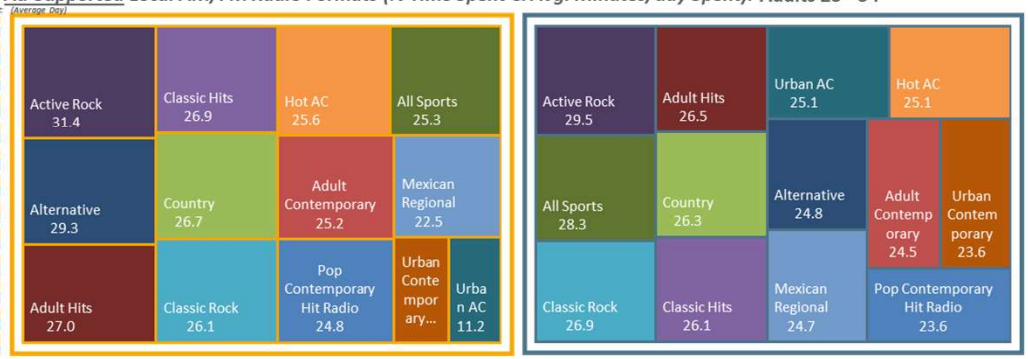
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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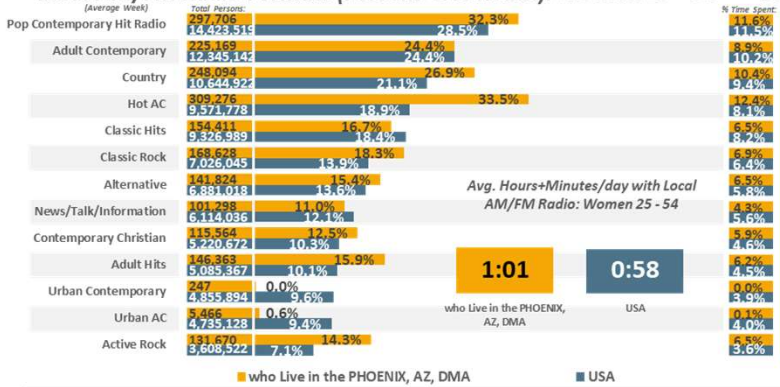
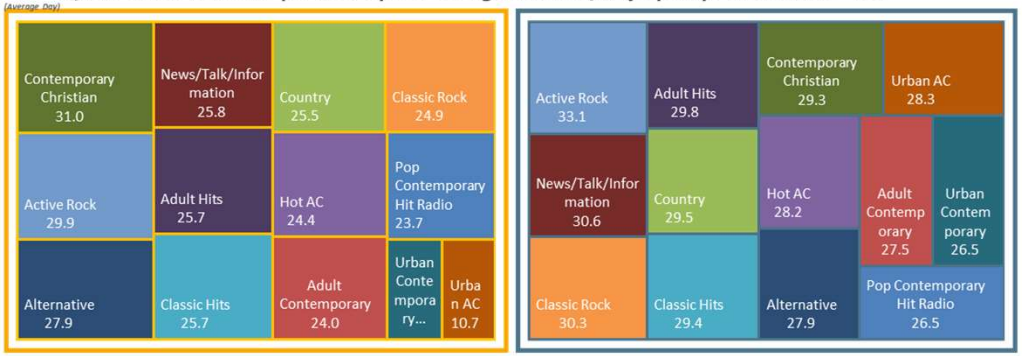
903,334 or 79.7% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Country, Adult Contemporary, and Classic Rock.

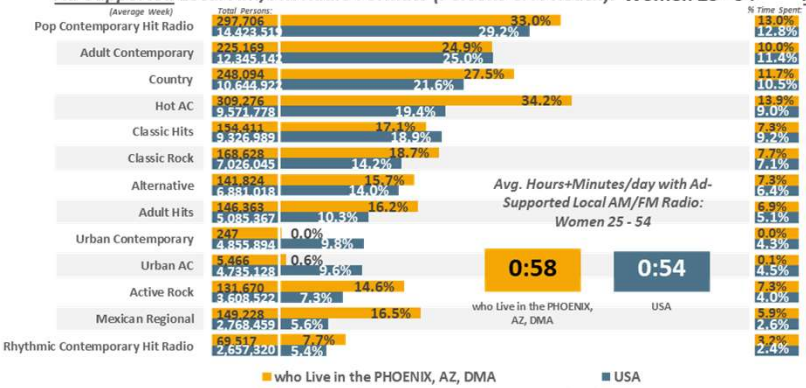
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



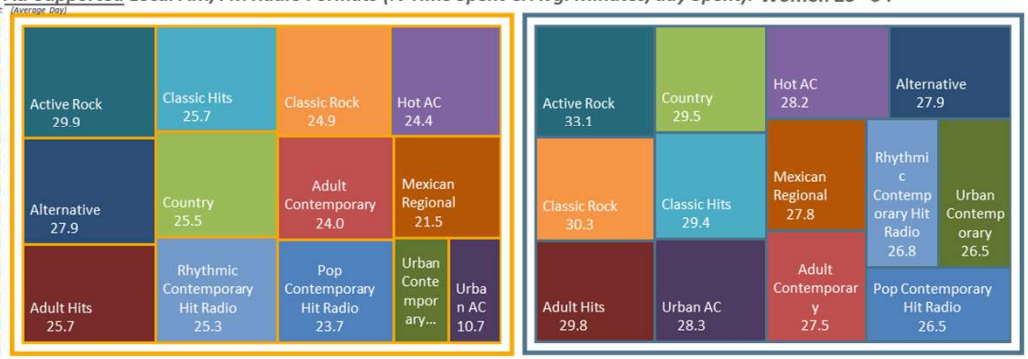
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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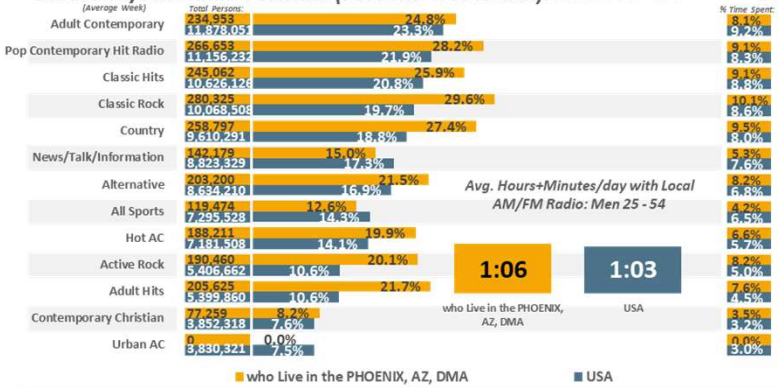
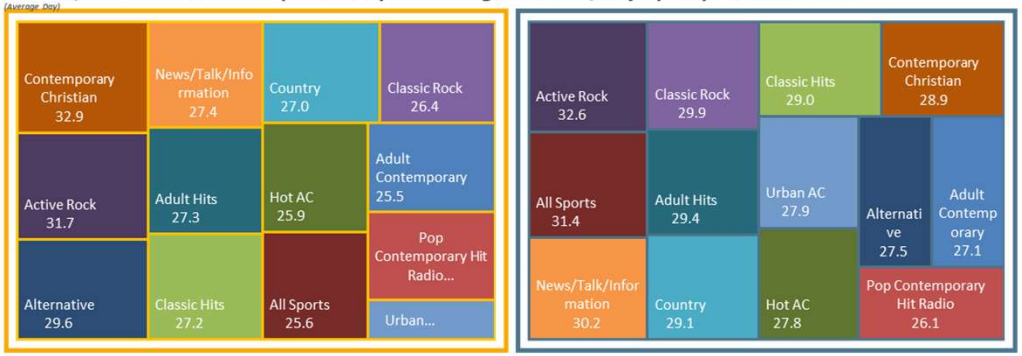
M25-54

925,359 or 77.8% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Pop Contemporary Hit Radio, Country, Classic Hits, and Adult Contemporary.

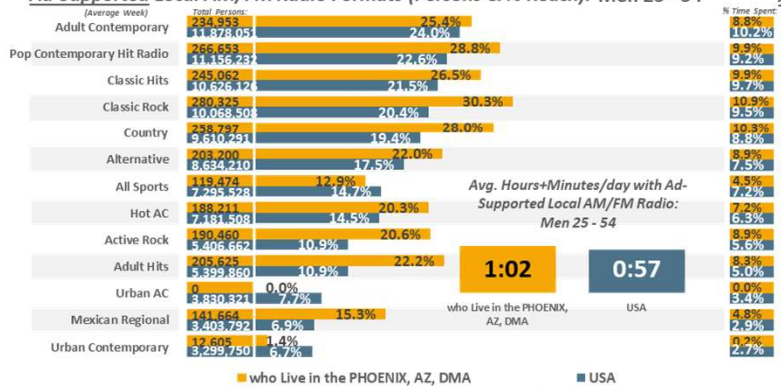
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



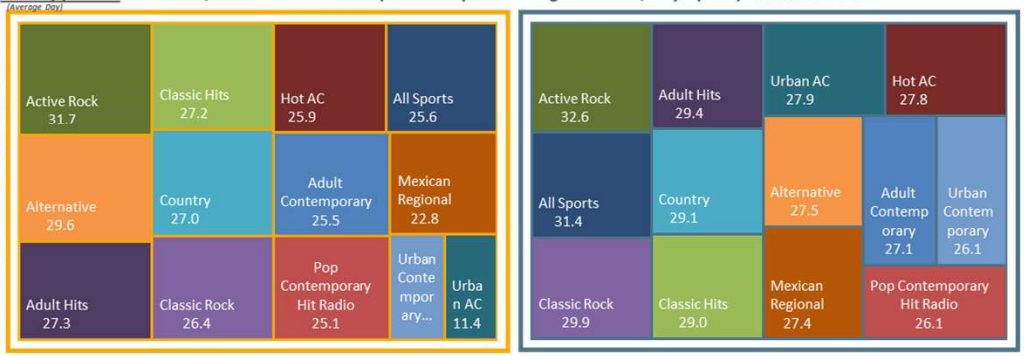
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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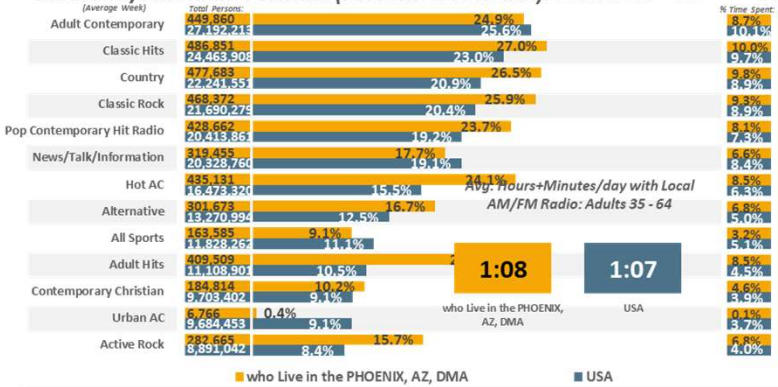
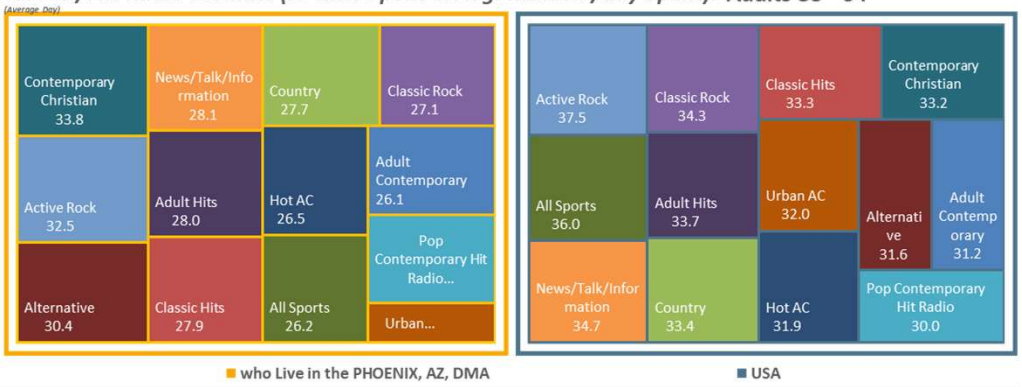
P35-64

1,753,908 or 79.5% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Classic Rock, Adult Contemporary, and Hot AC.

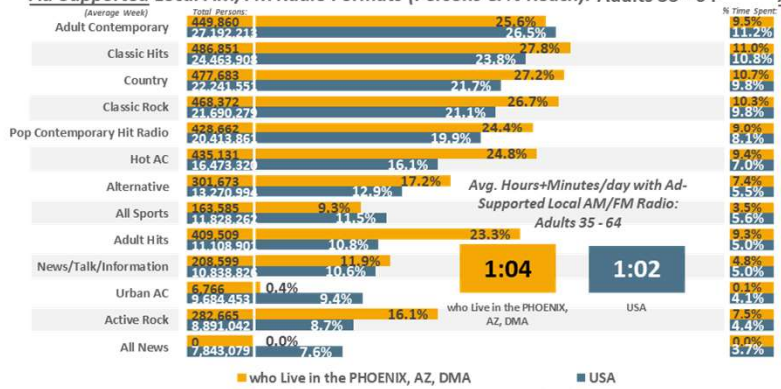
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



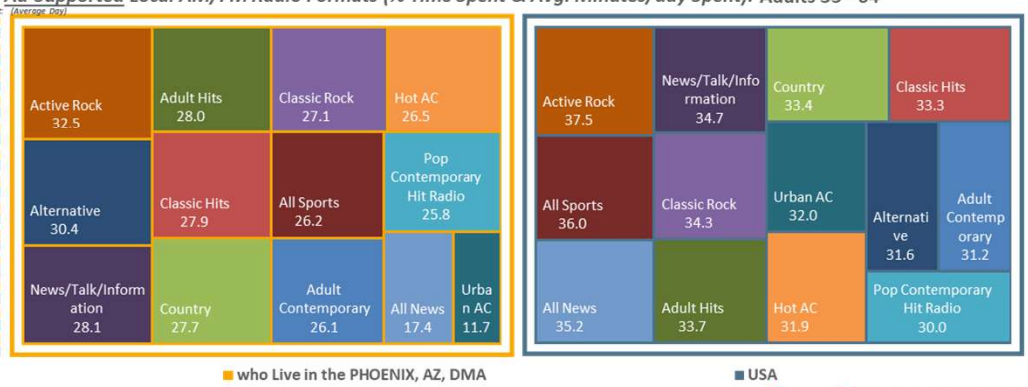
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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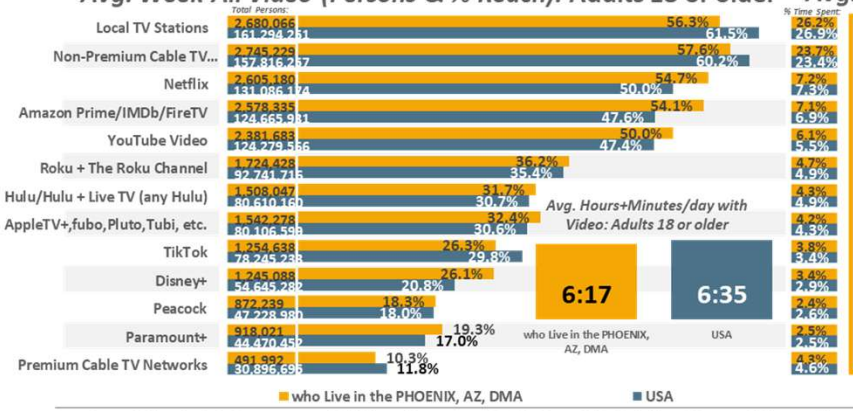
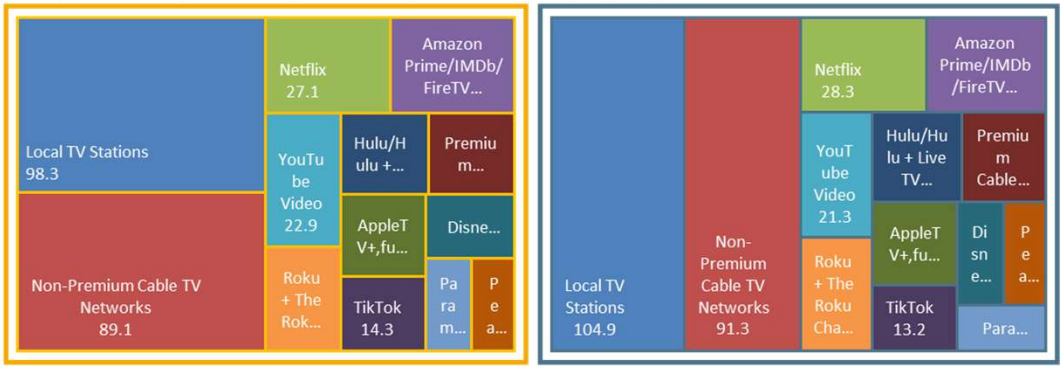
P18+

2,644,913 or 55.5% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 94.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

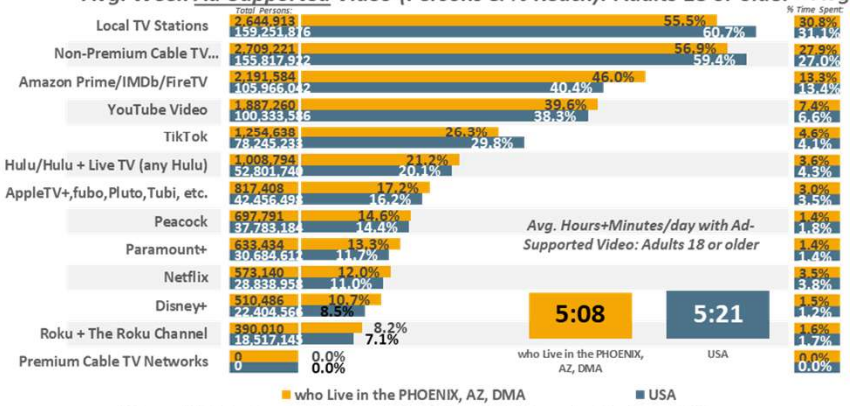
Avg. Week All Video (Persons & % Reach): Adults 18 or older



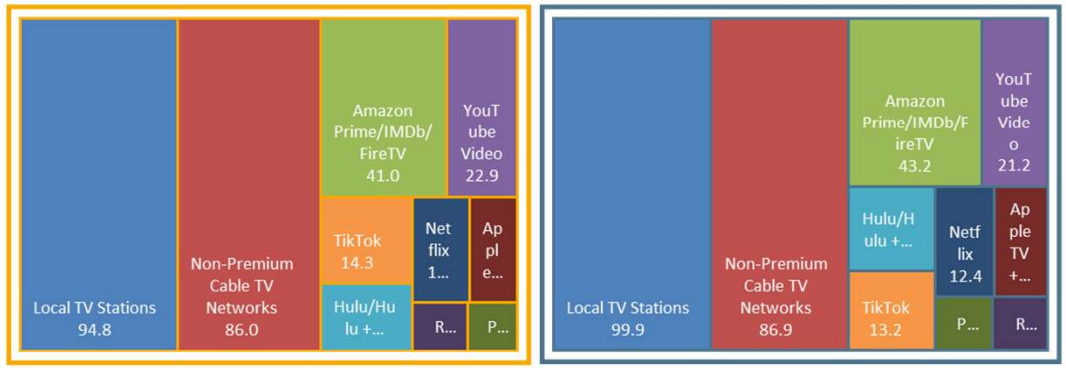
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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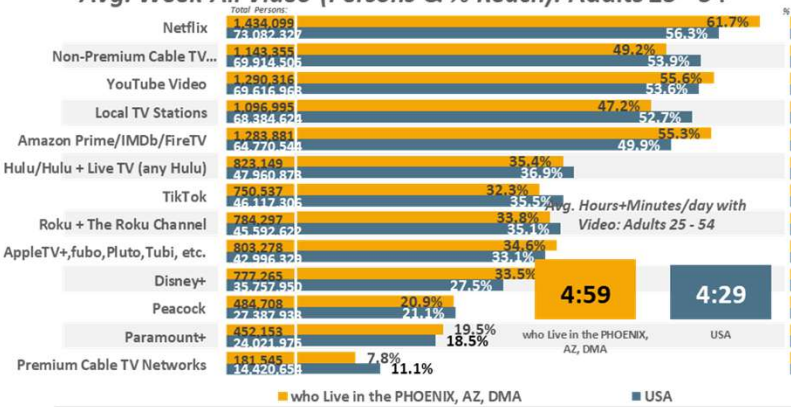
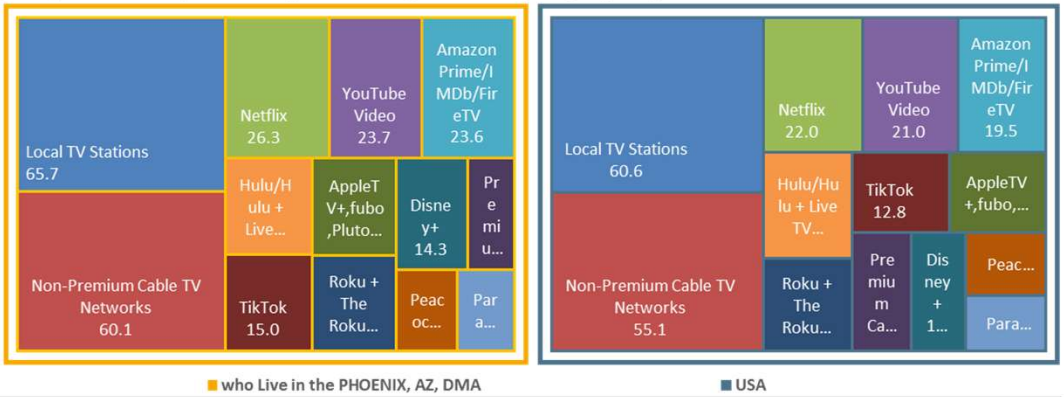
P25-54

1,082,235 or 46.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 63.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

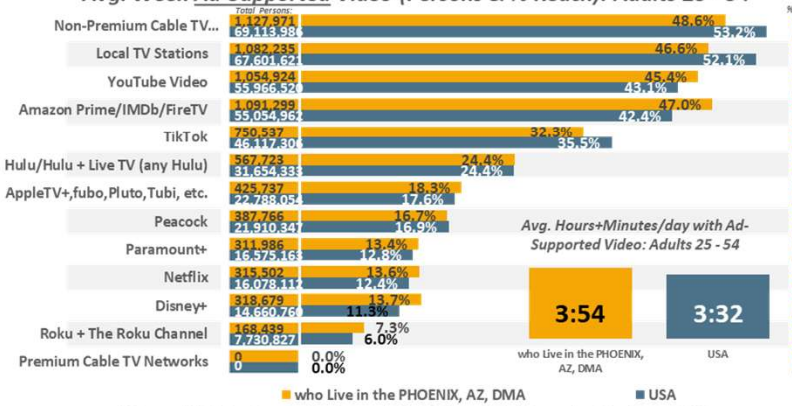
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



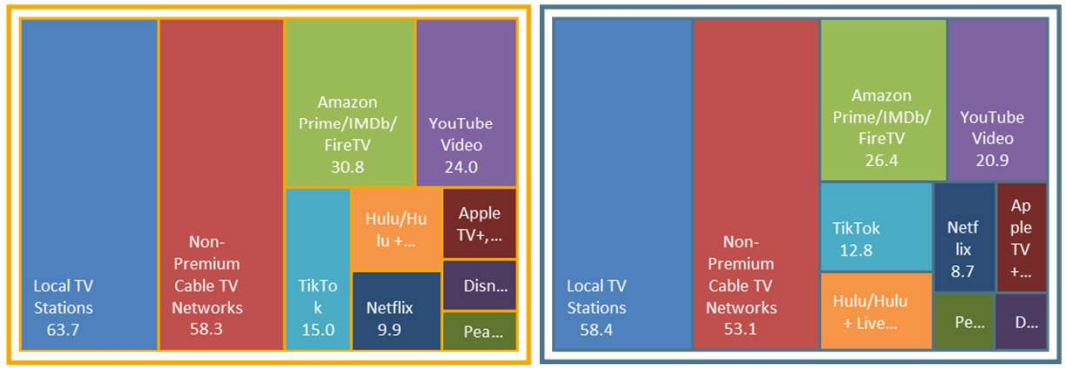
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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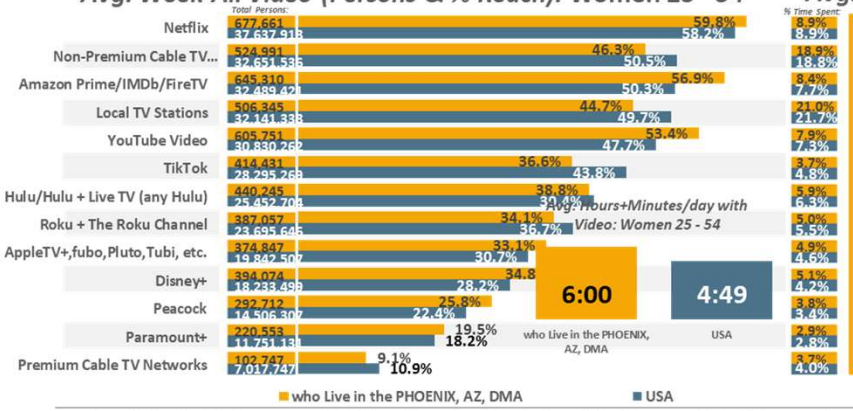
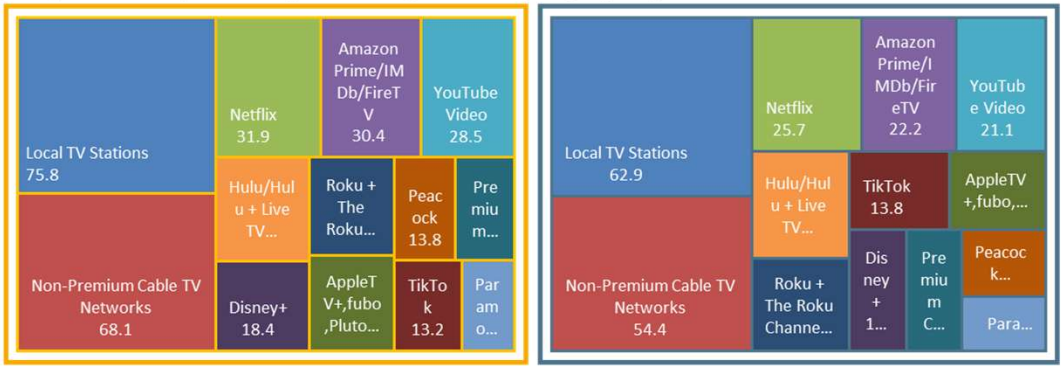
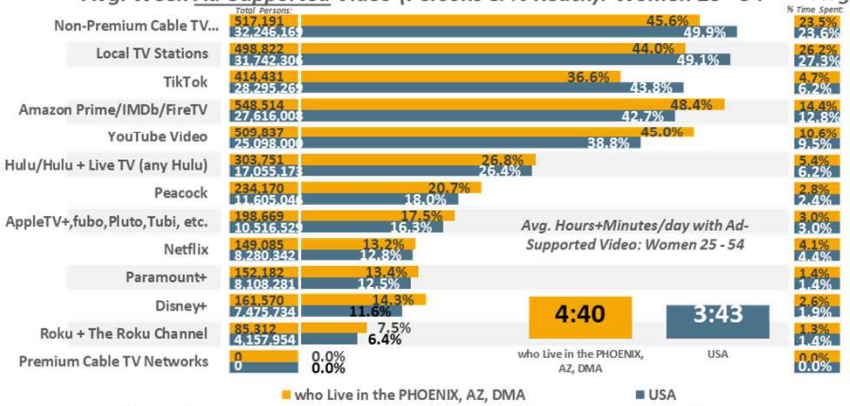
Avg. Week All Video (Persons & % Reach): Women 25 - 54



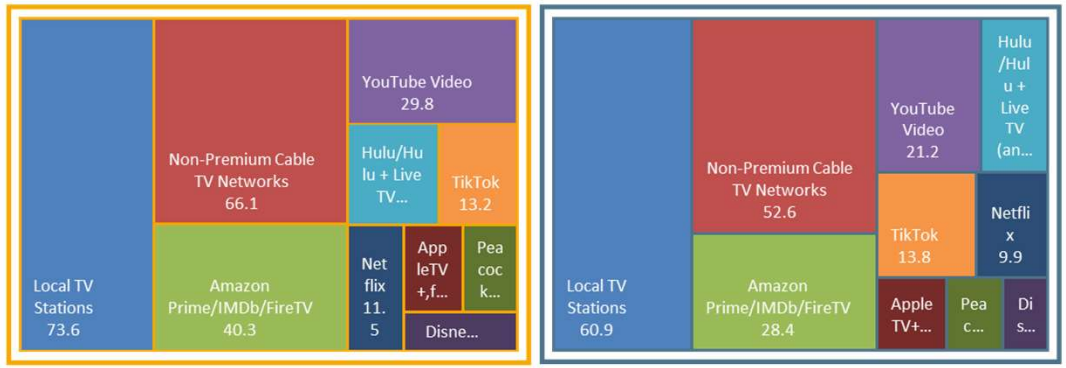
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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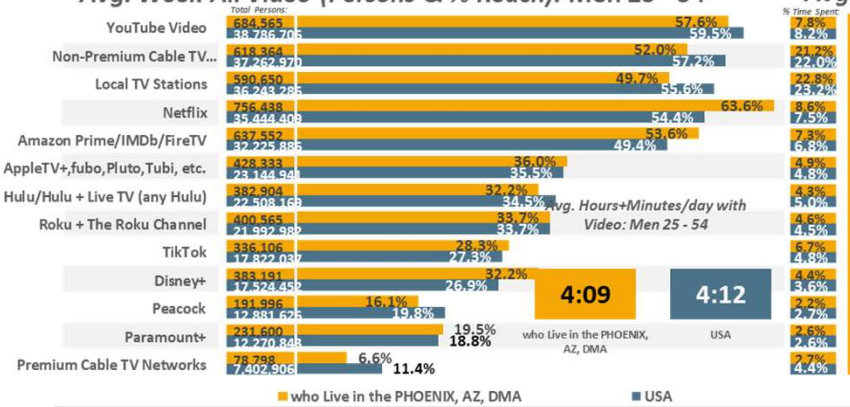
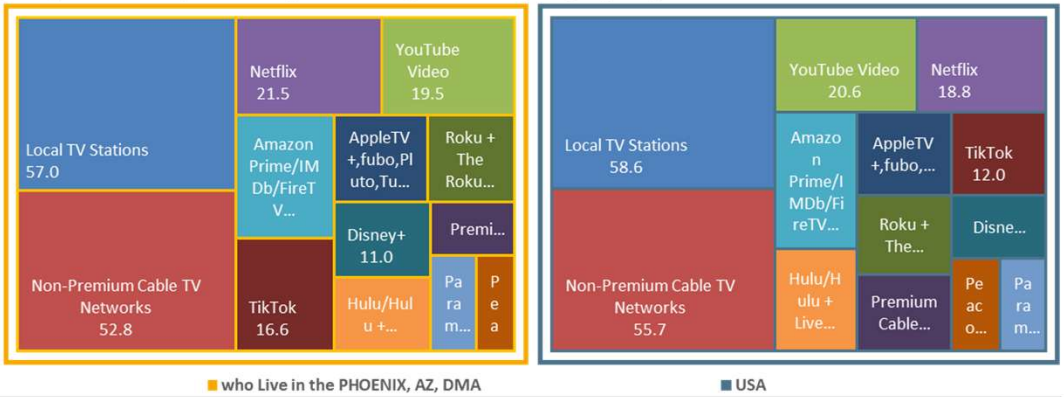
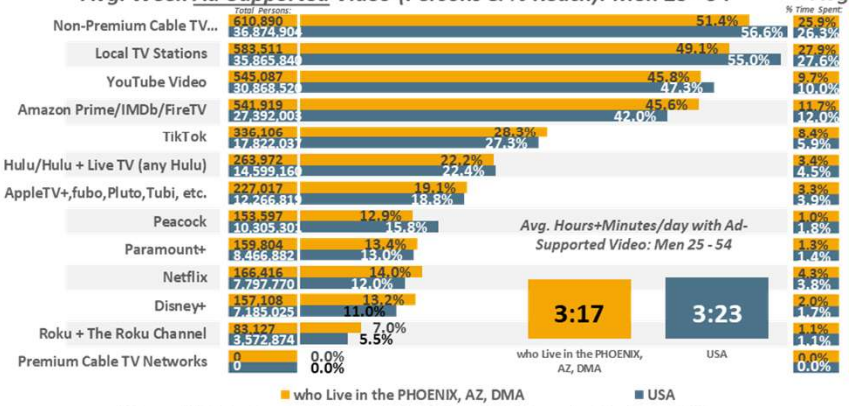


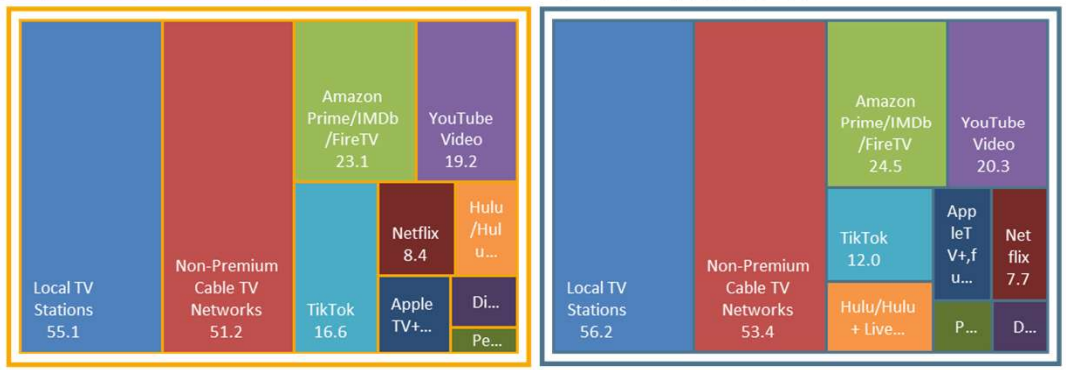
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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P35-64

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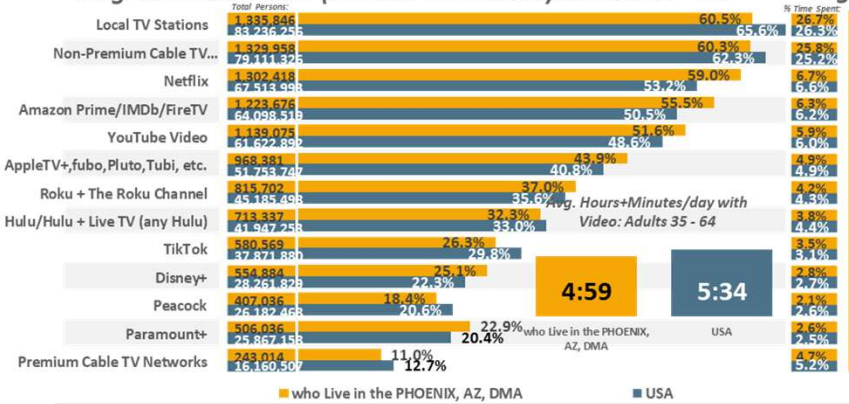
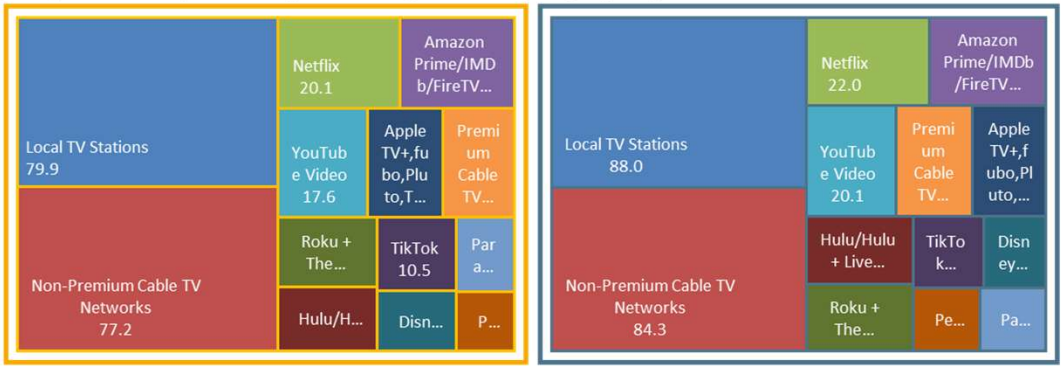
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



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



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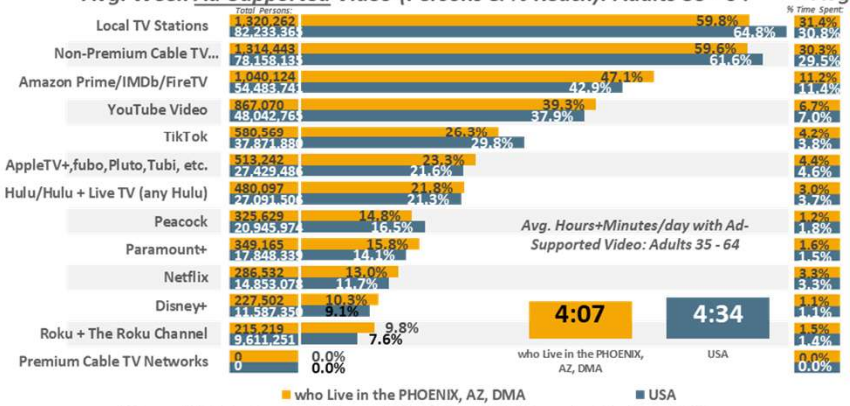

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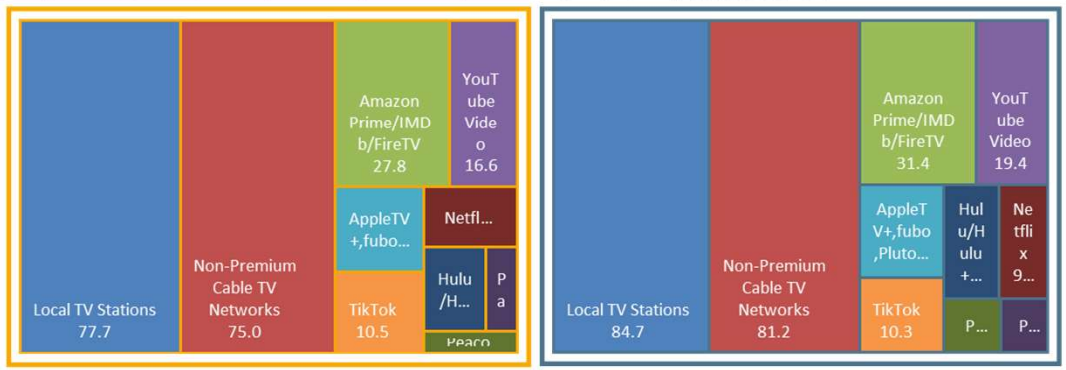

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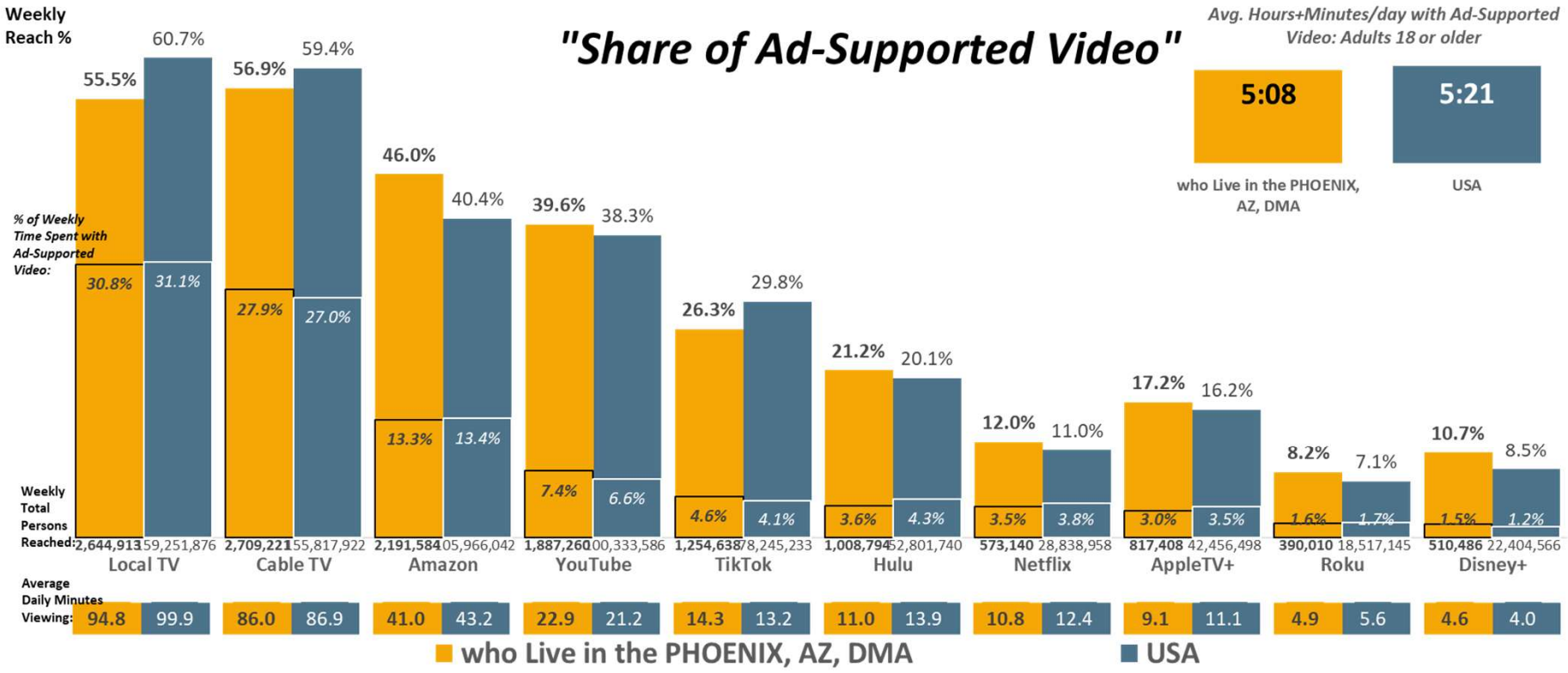

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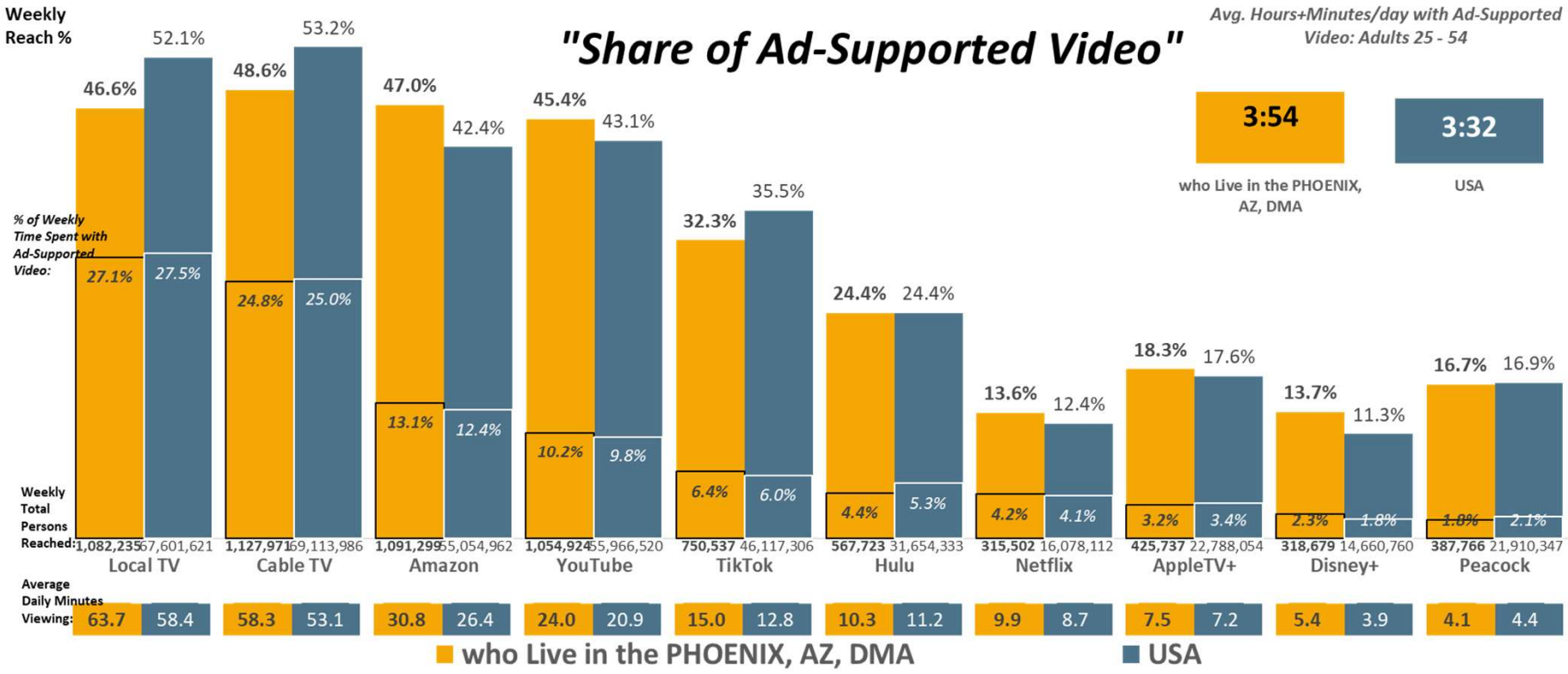

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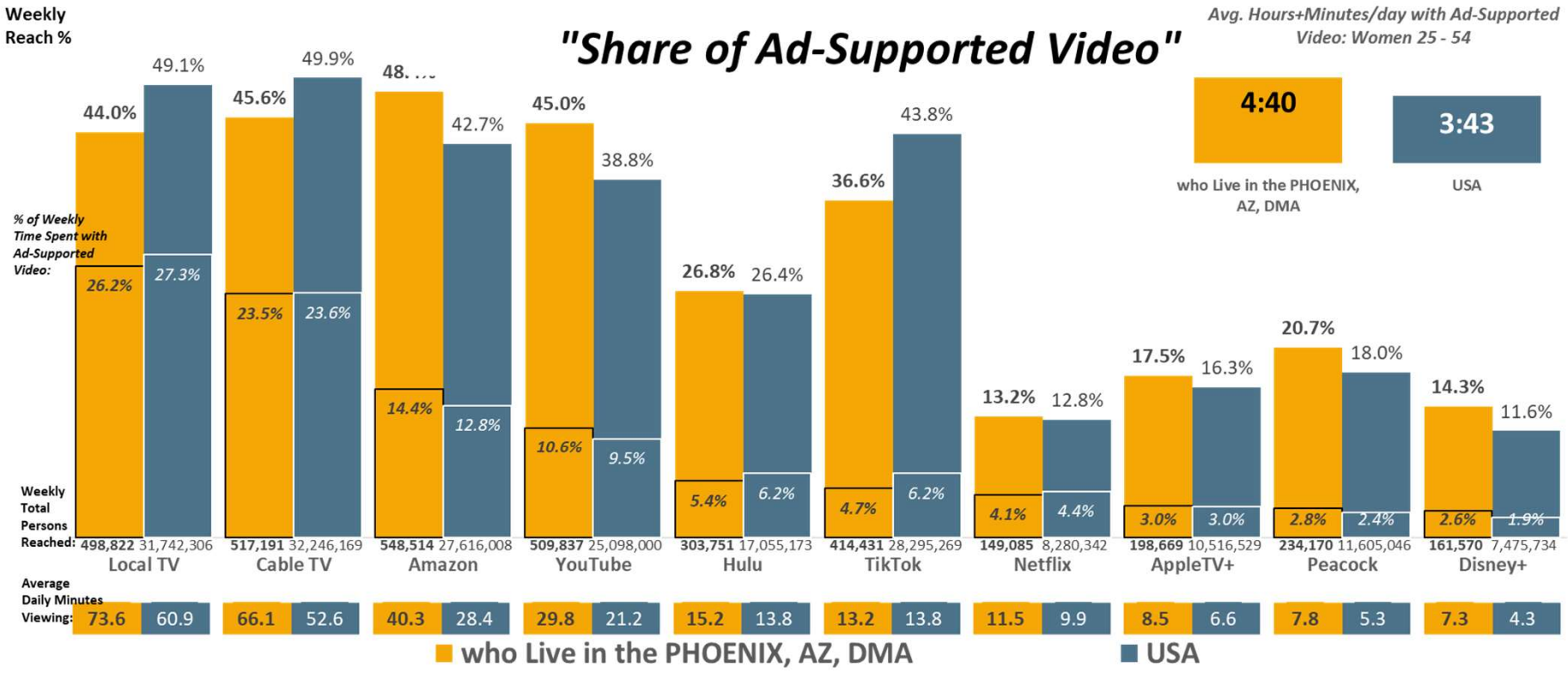

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M25-54

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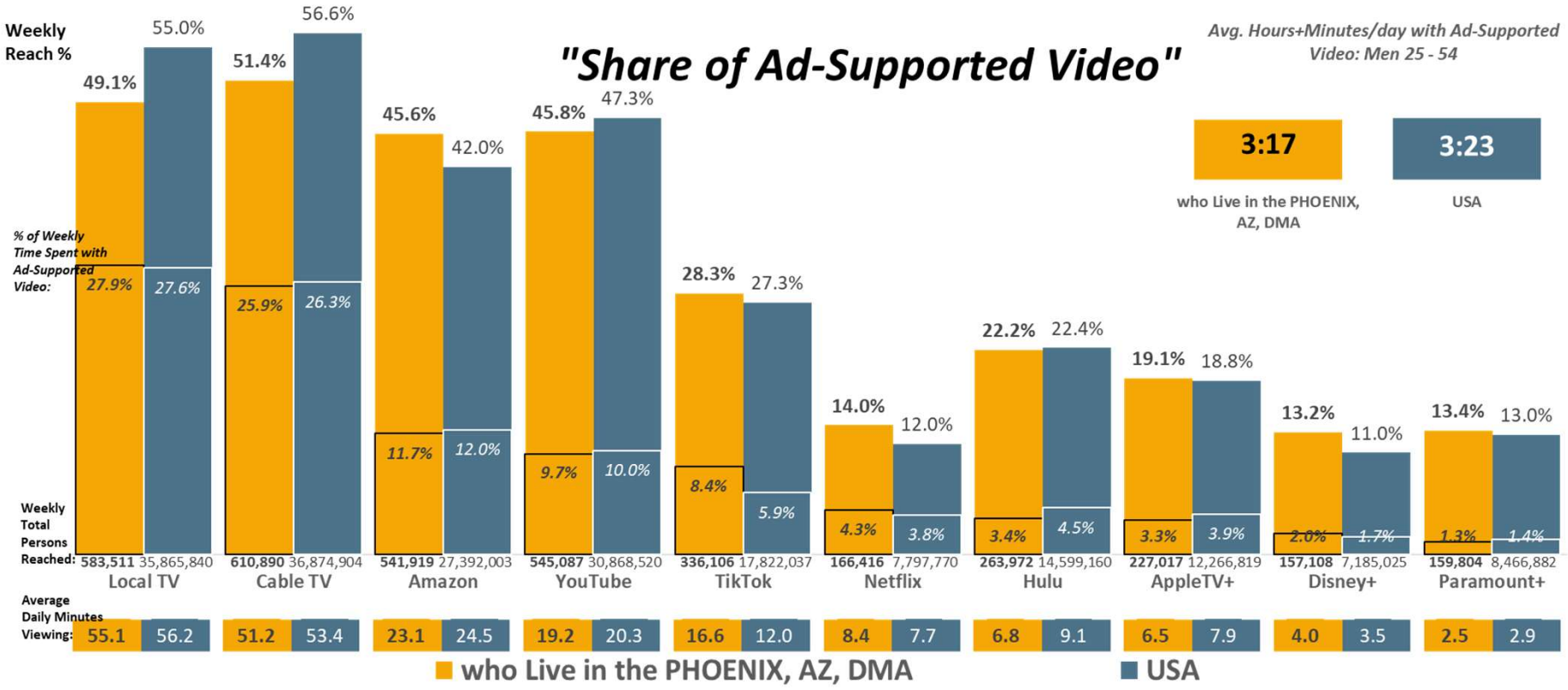

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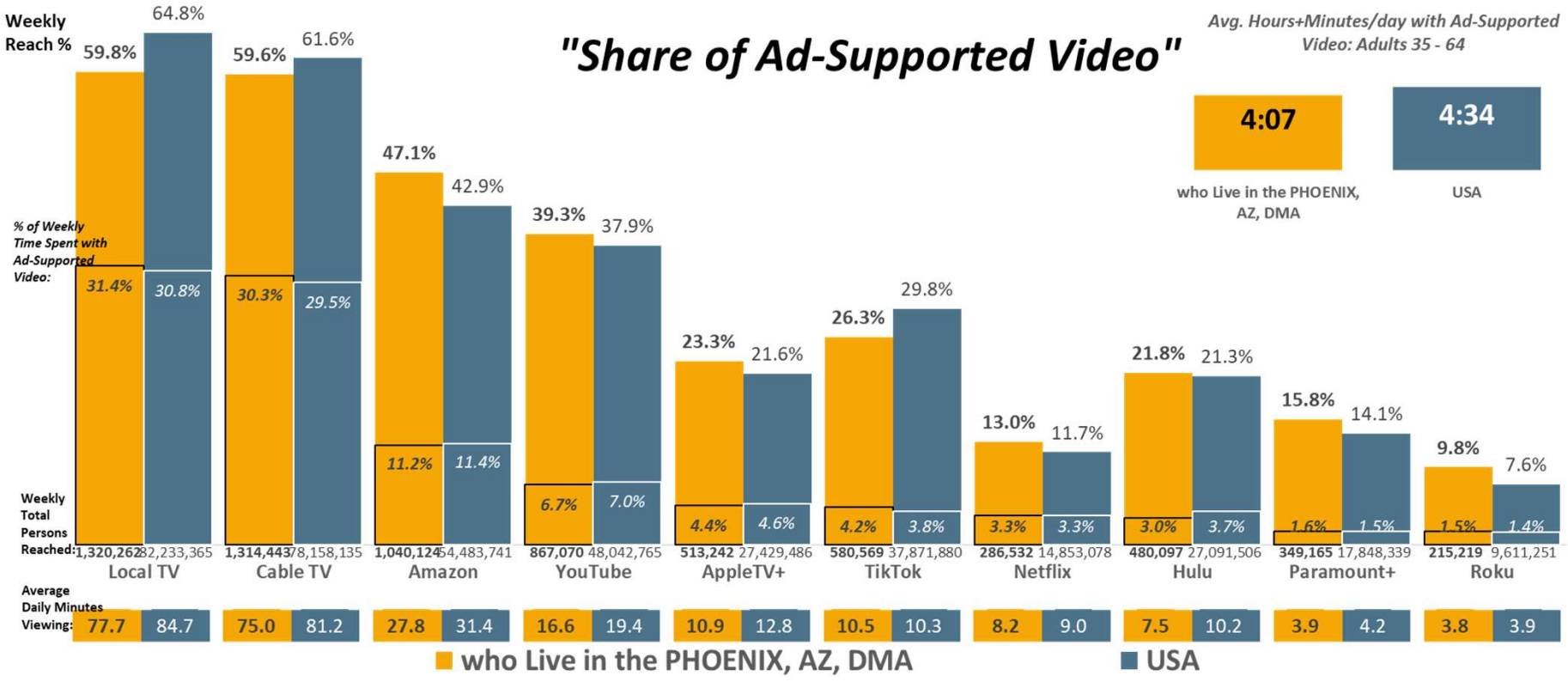

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P18+

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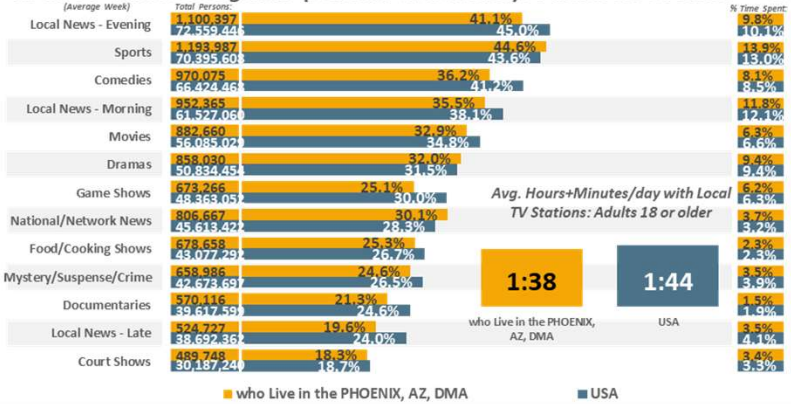
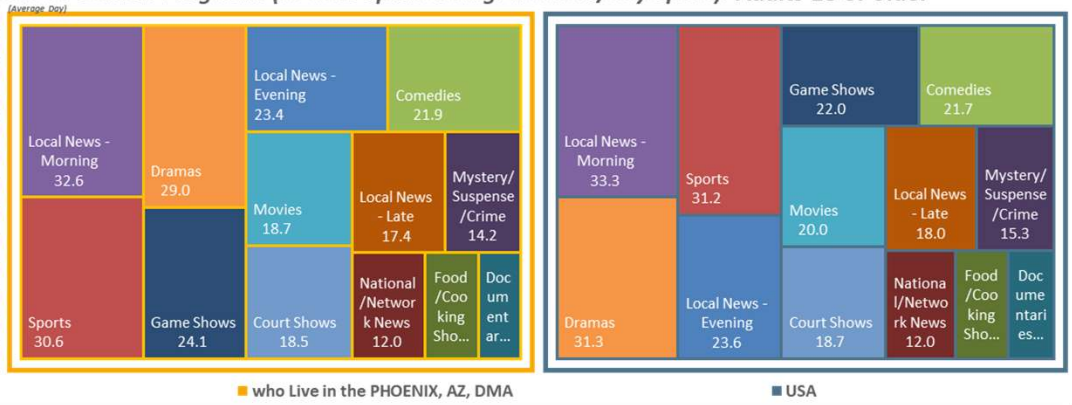
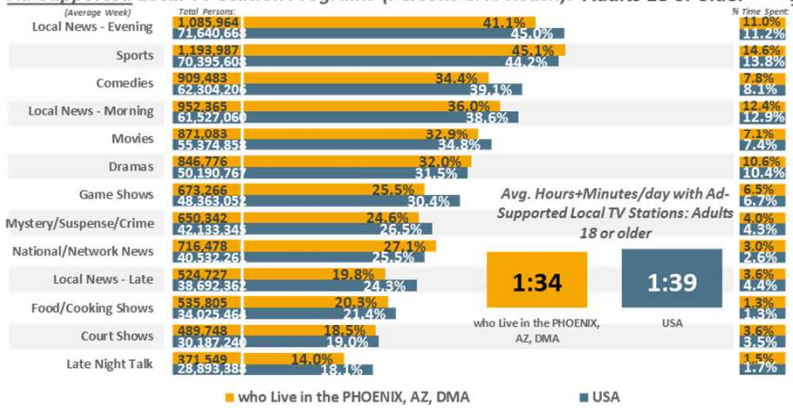
Local TV Station Programs (Persons & % Reach): Adults 18 or older



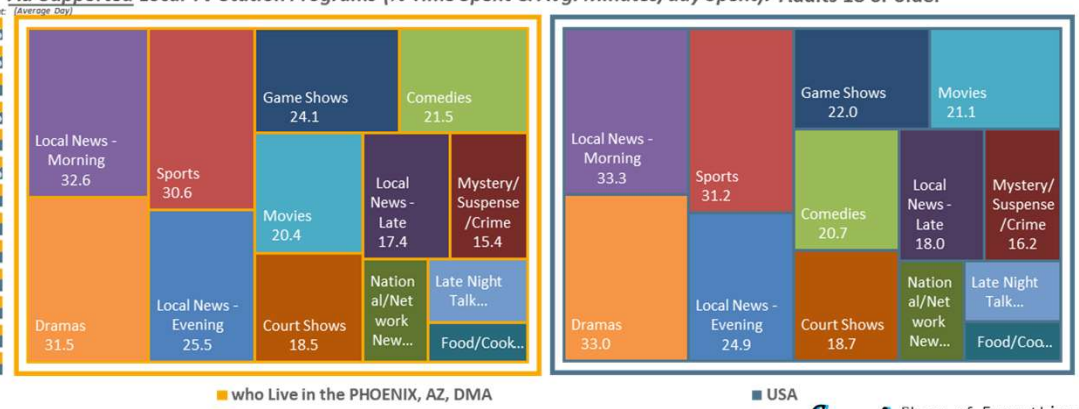
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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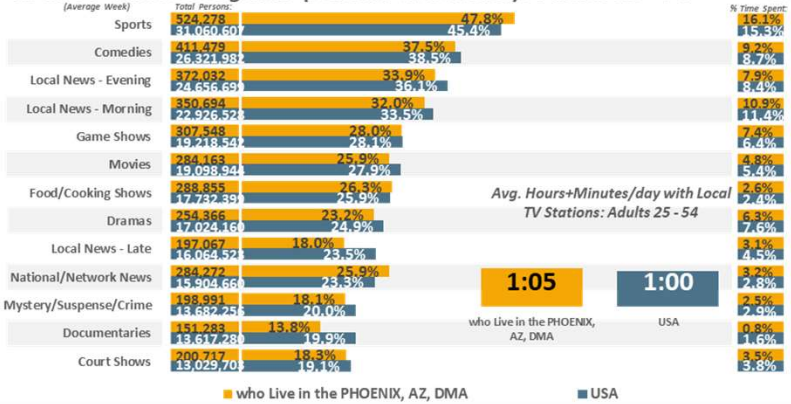
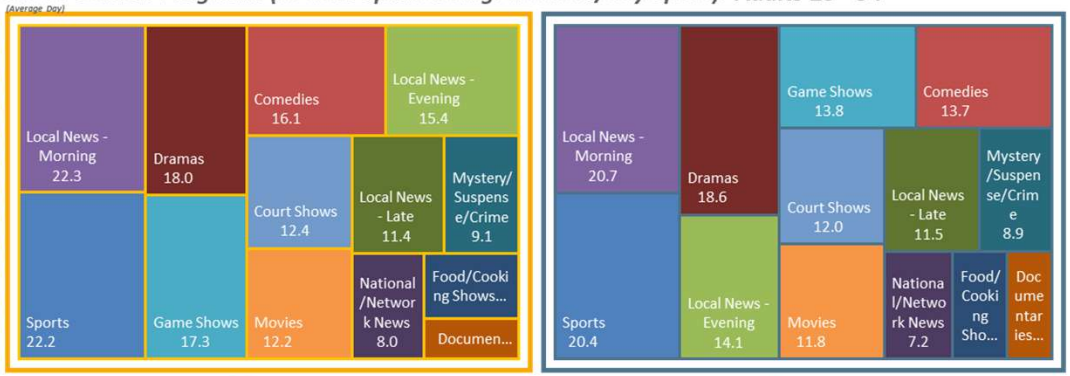
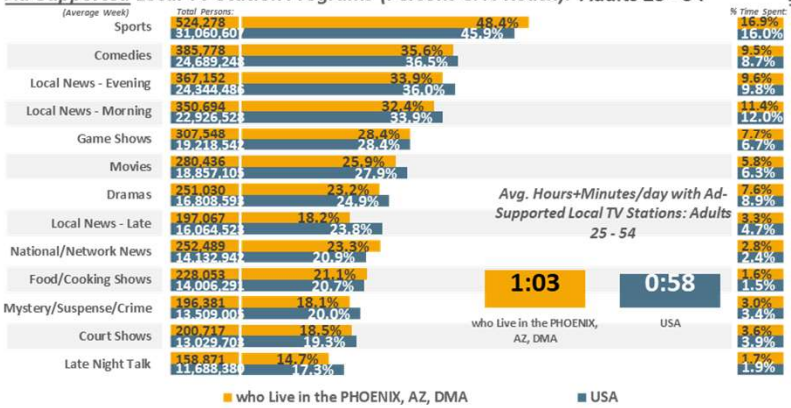
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



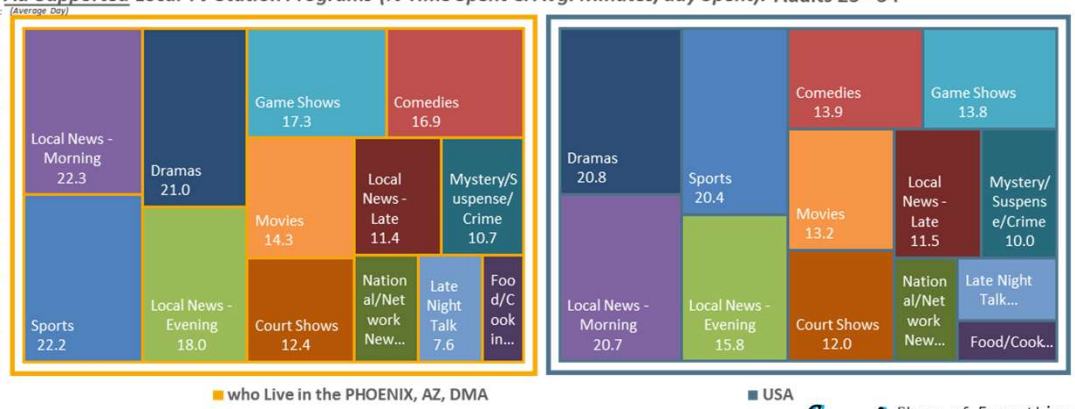
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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W25-54

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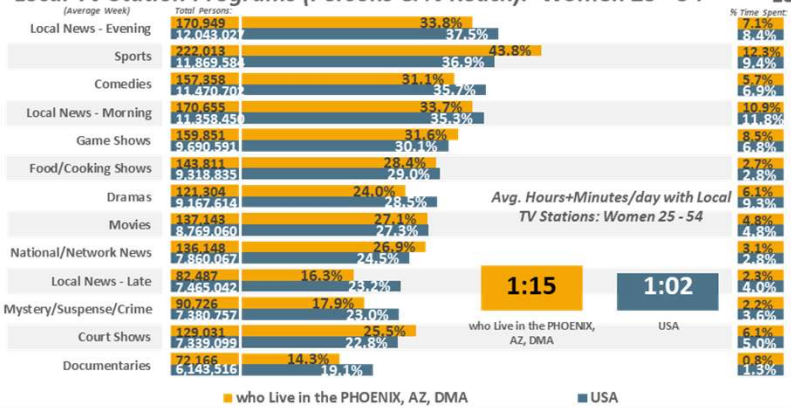
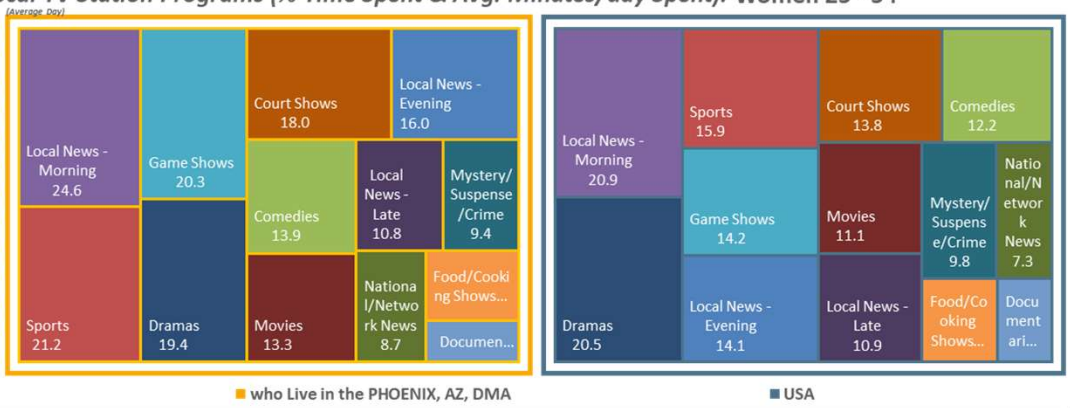


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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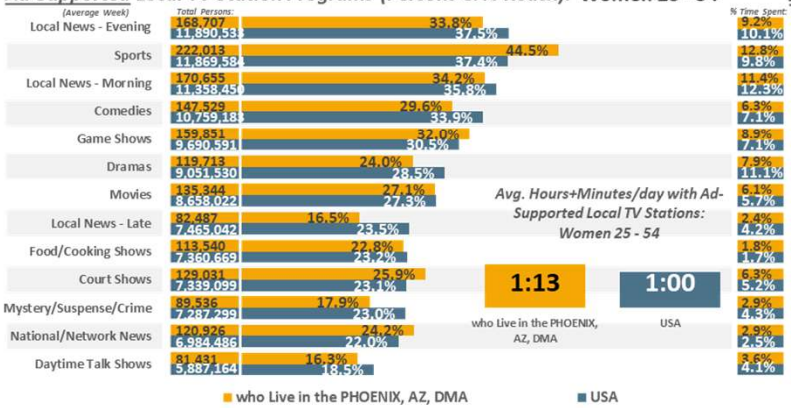

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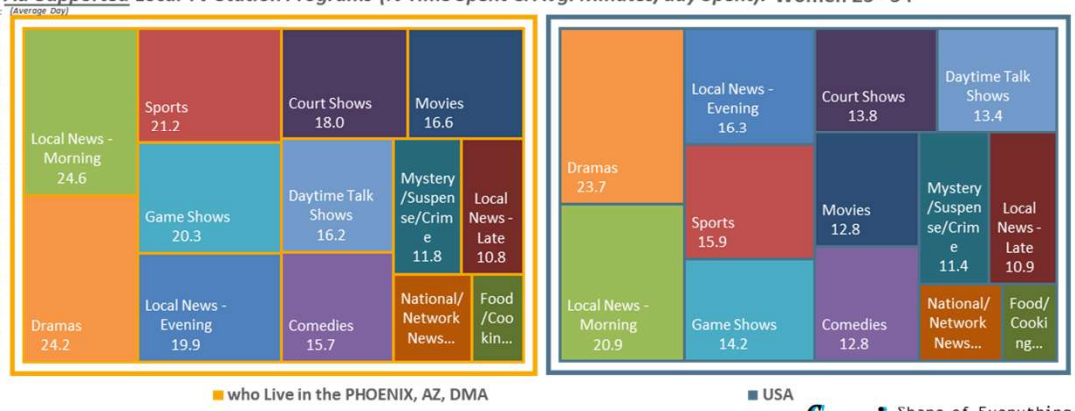

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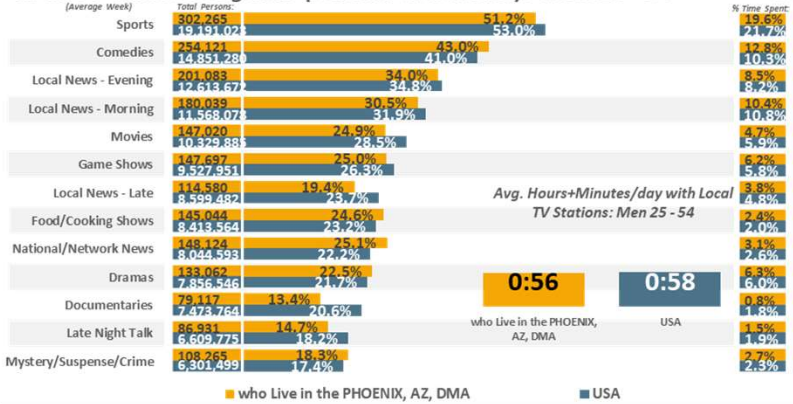
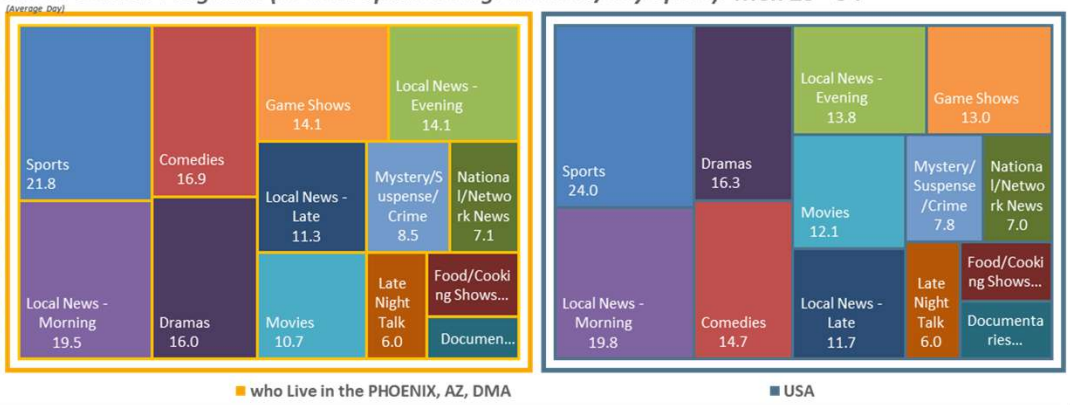


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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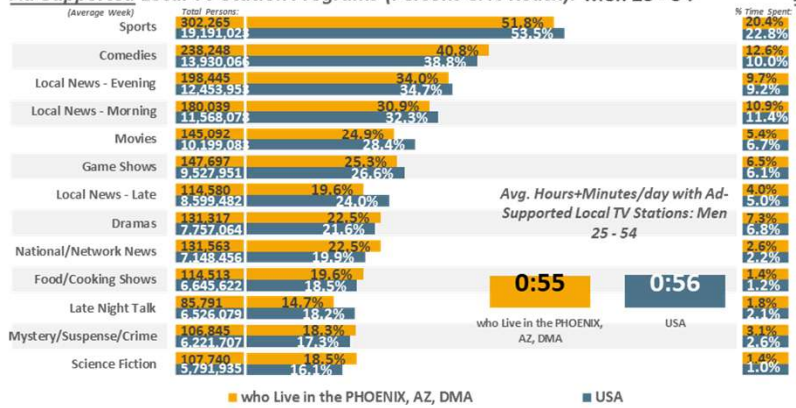
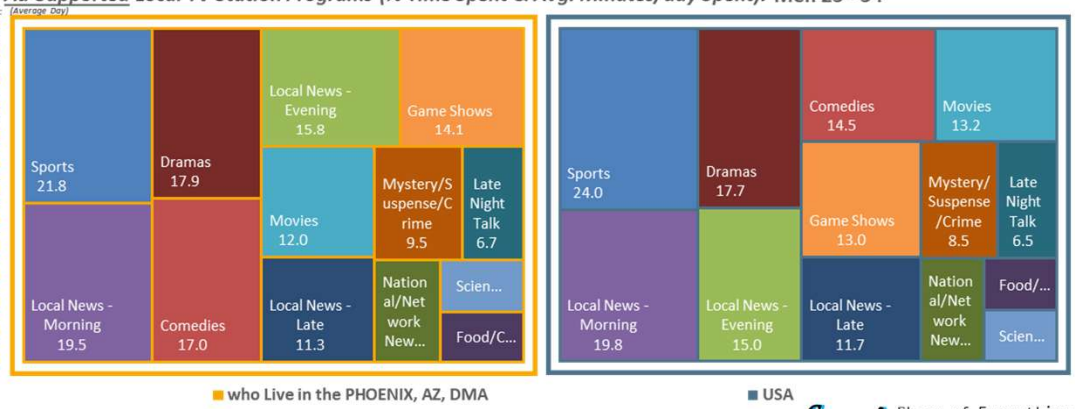


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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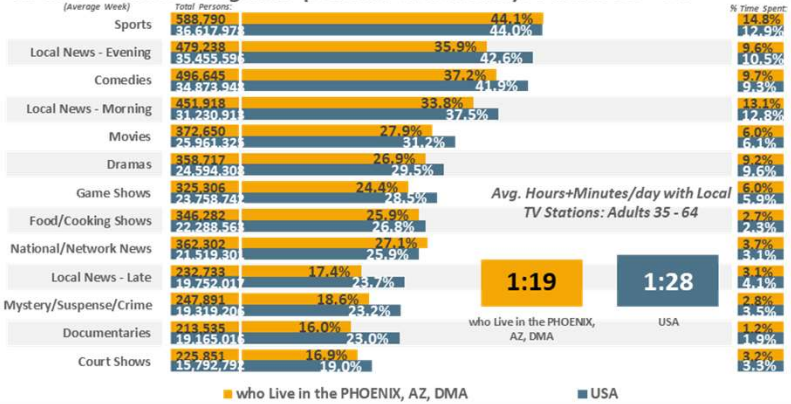
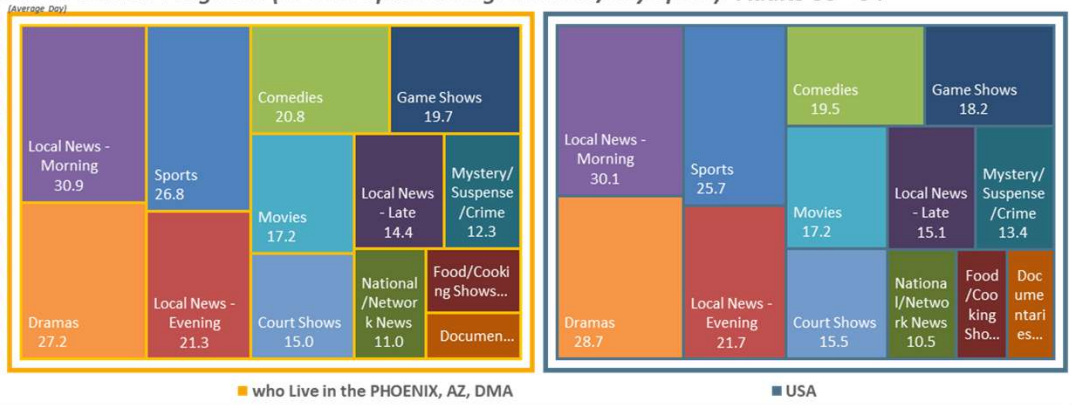
1,320,262 or 59.8% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

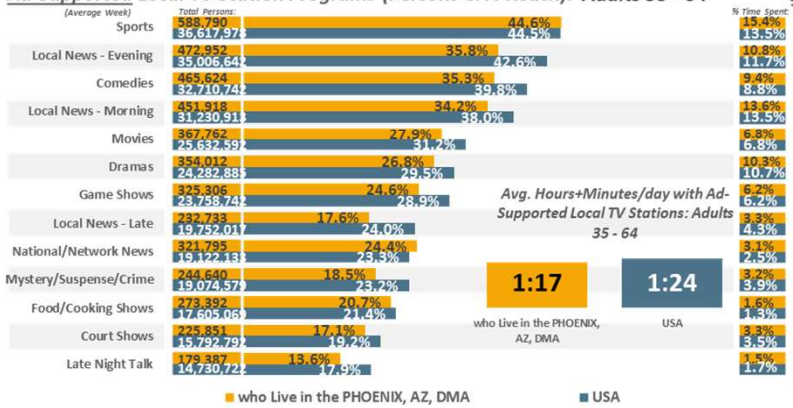
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



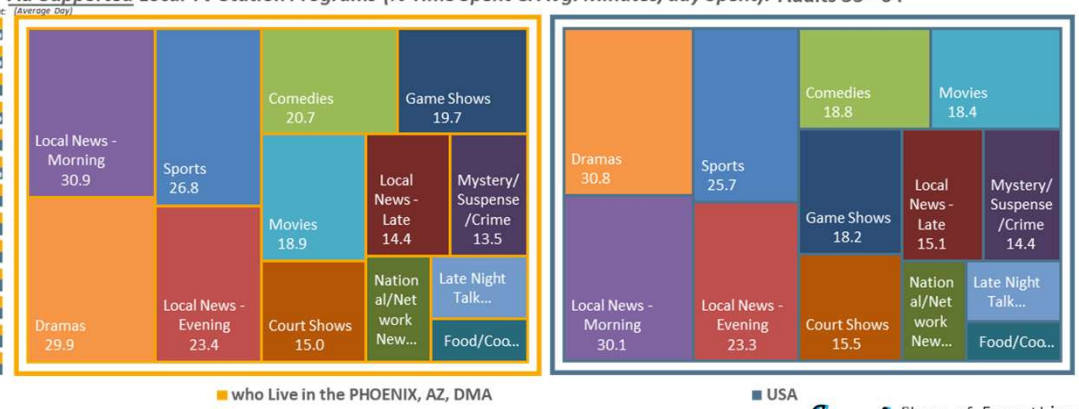
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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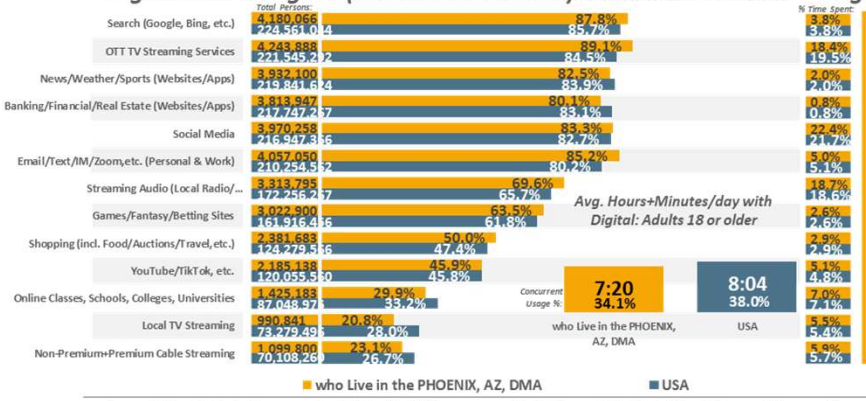
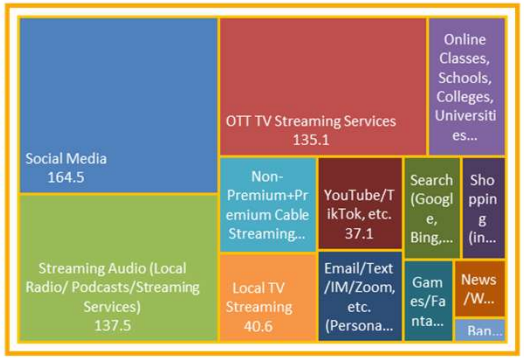
P18+

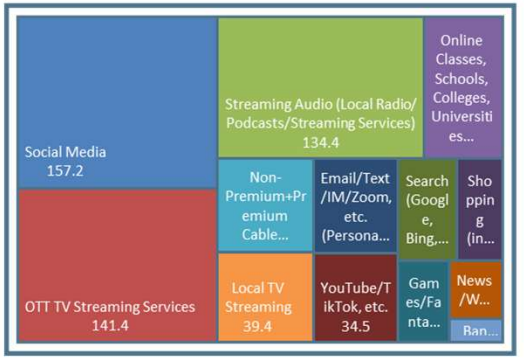
3,598,499 or 75.5% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 149.1 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

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



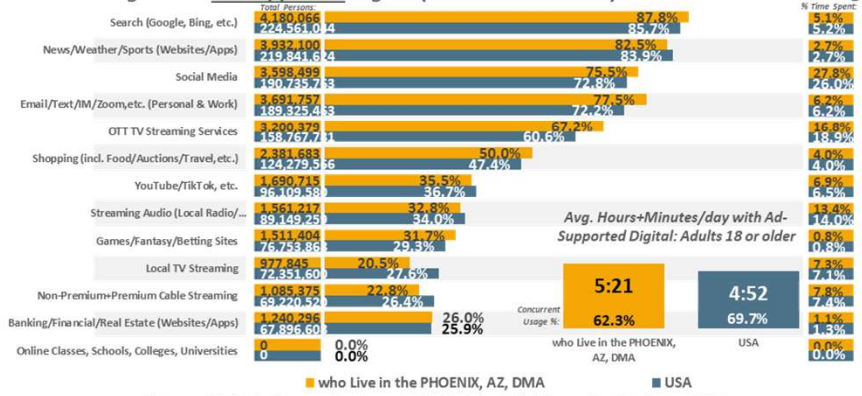
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



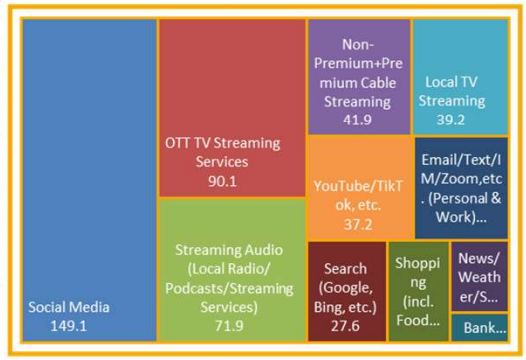


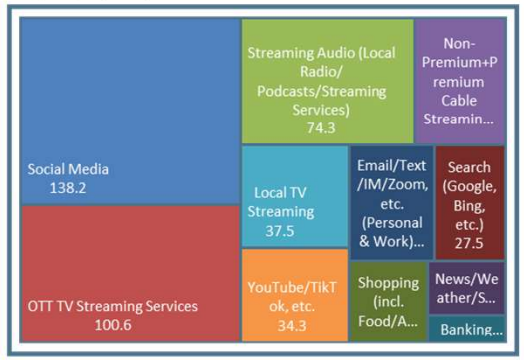
who Live in the PHOENIX, AZ, DMA ■ USA

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





who Live in the PHOENIX, AZ, DMA ■ USA

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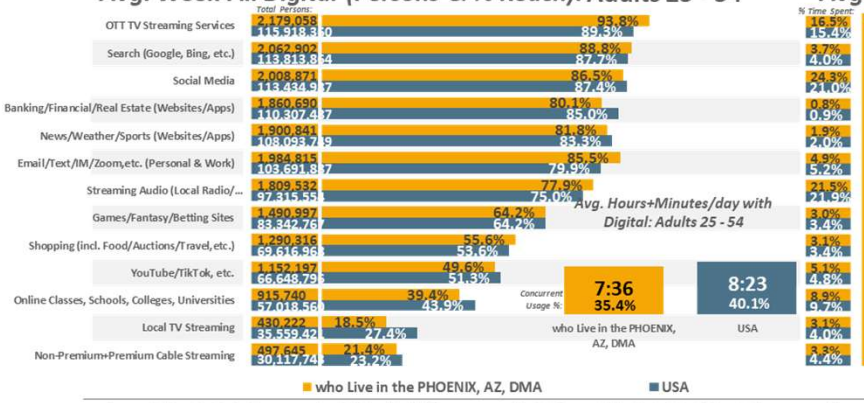
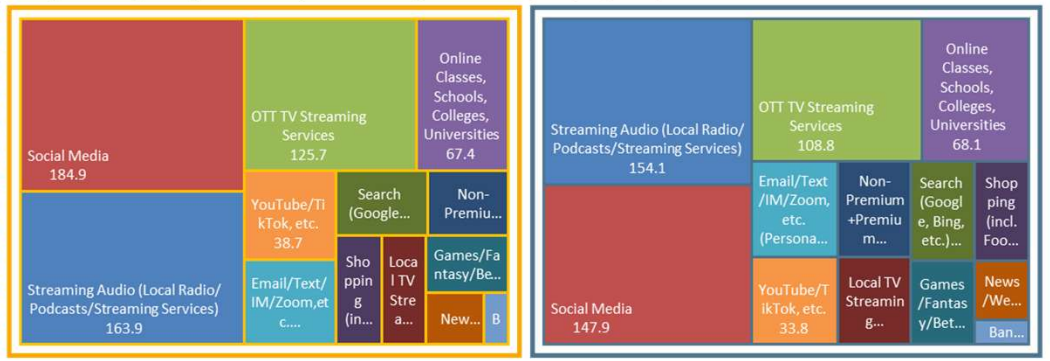
P25-54

1,796,550 or 77.4% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

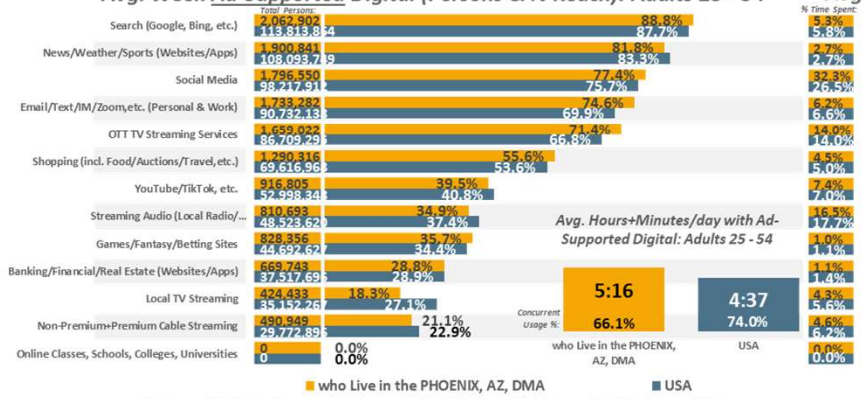
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



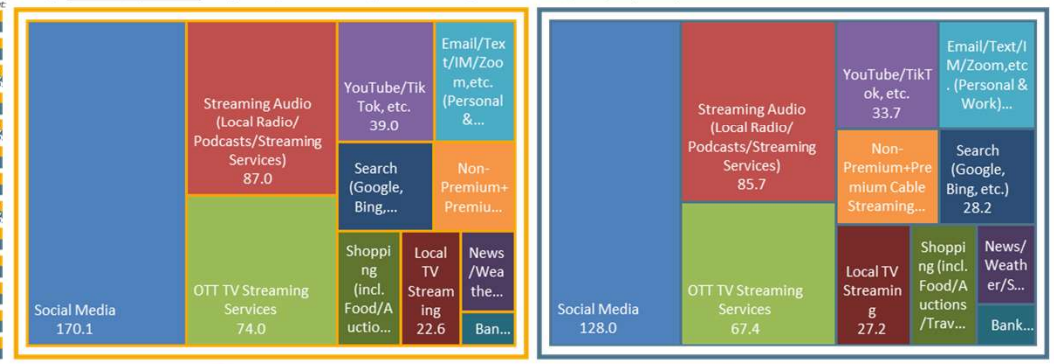
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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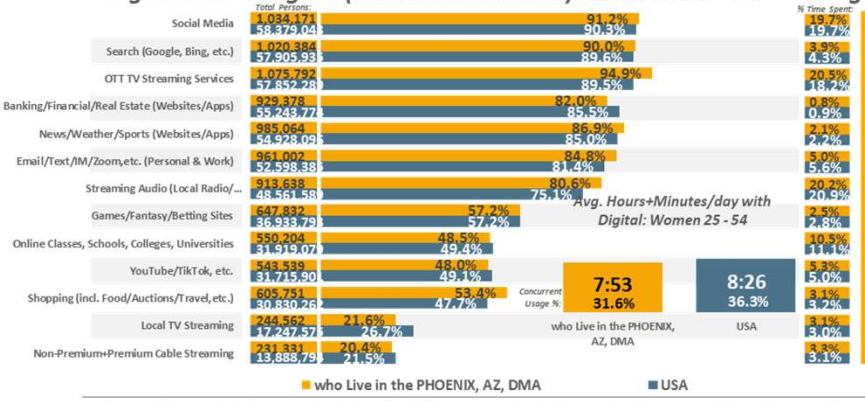
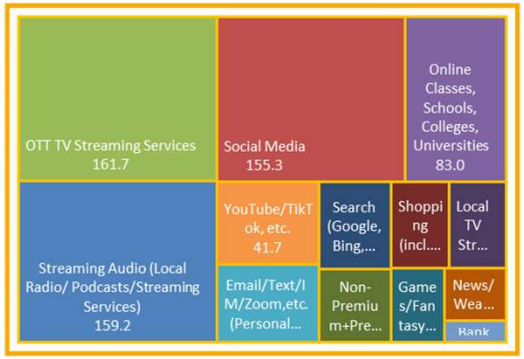
W25-54

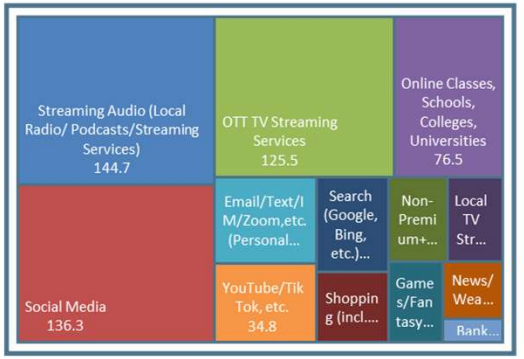
901,121 or 79.5% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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



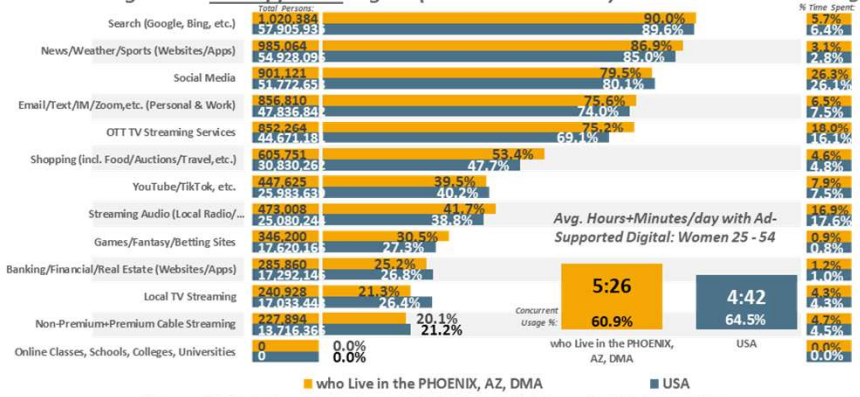
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



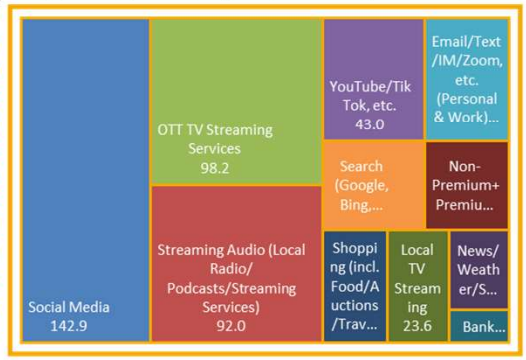


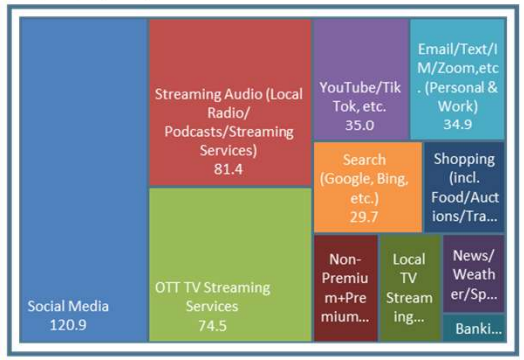
■ who Live in the PHOENIX, AZ, DMA ■ USA

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



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





■ who Live in the PHOENIX, AZ, DMA ■ USA

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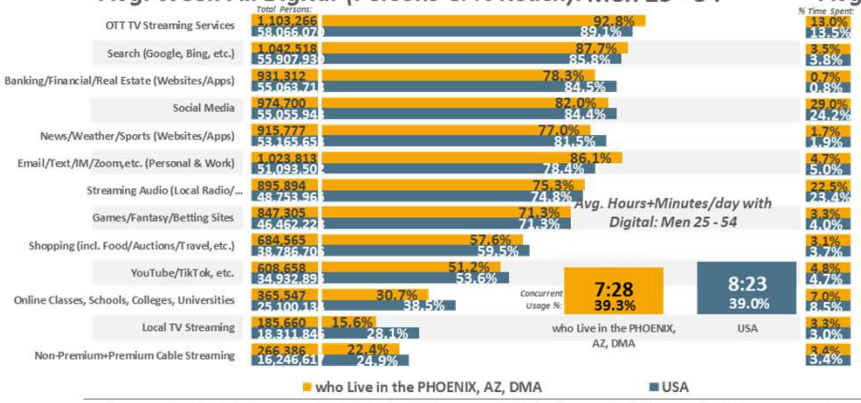
M25-54

895,429 or 75.3% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 38.1% of all time spent daily with Ad-Supported Digital Media.

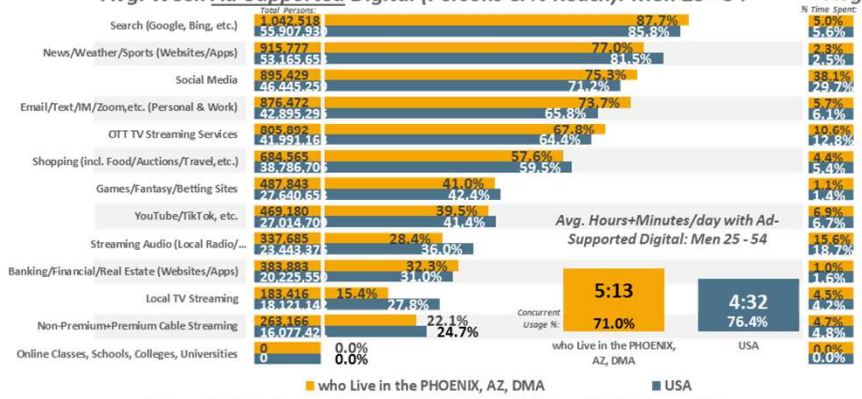
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



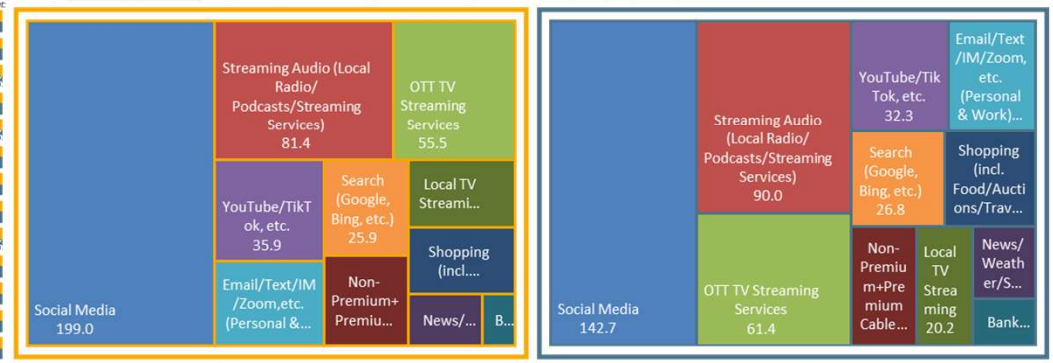
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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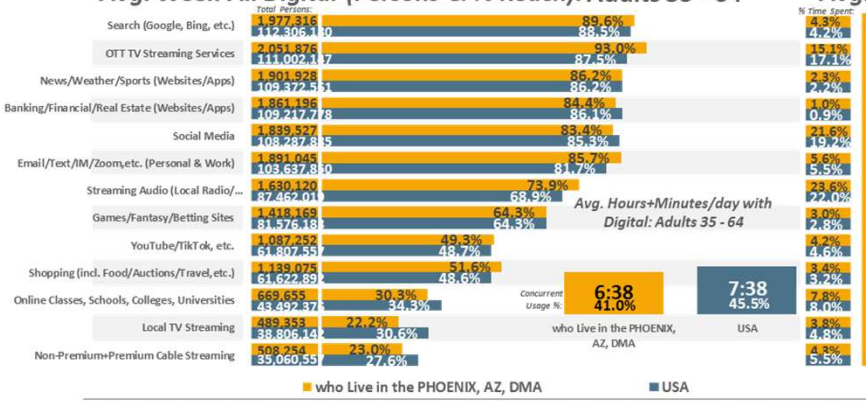
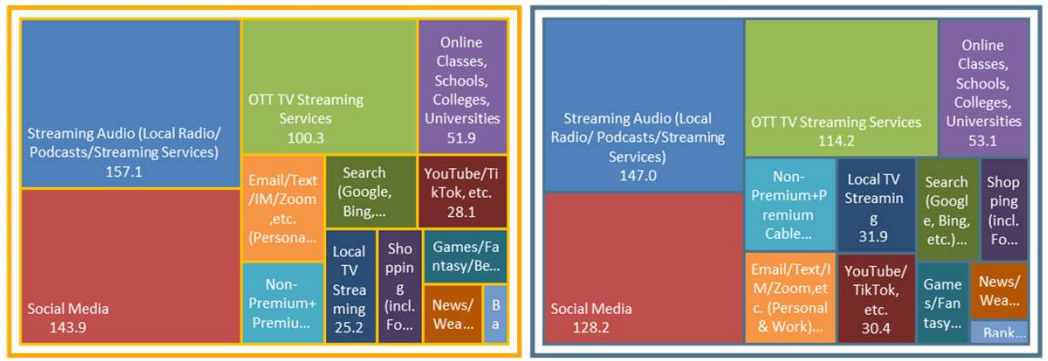
P35-64

1,658,544 or 75.2% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

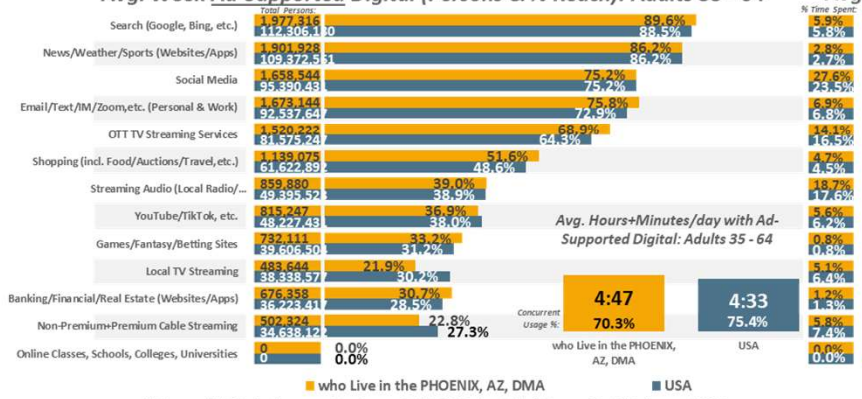
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



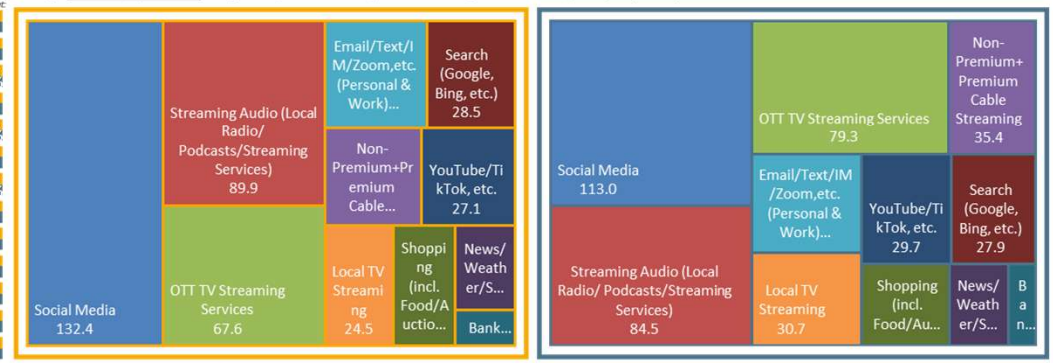
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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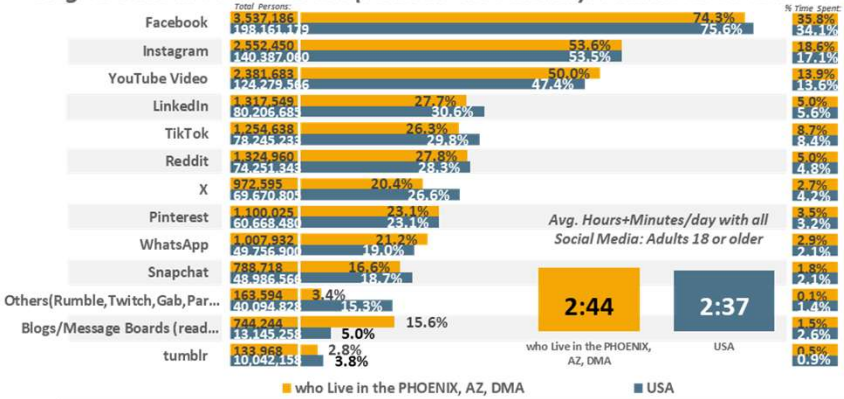
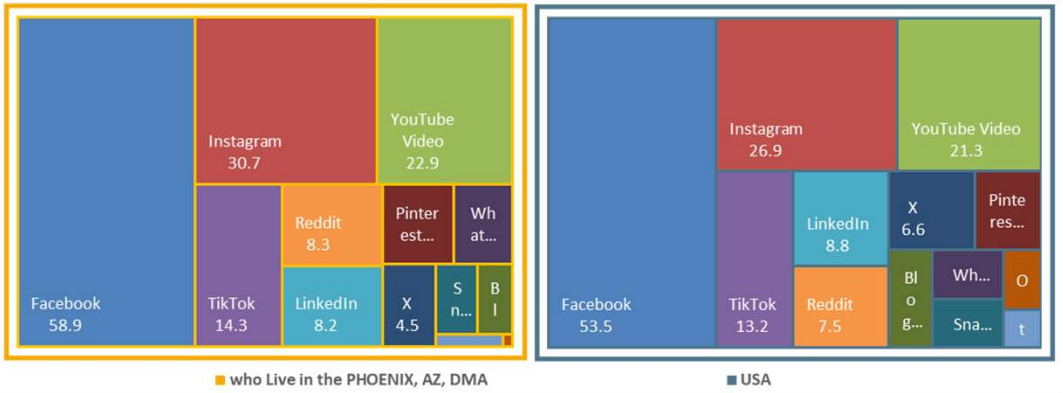
P18+

3,537,186 or 74.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 55.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

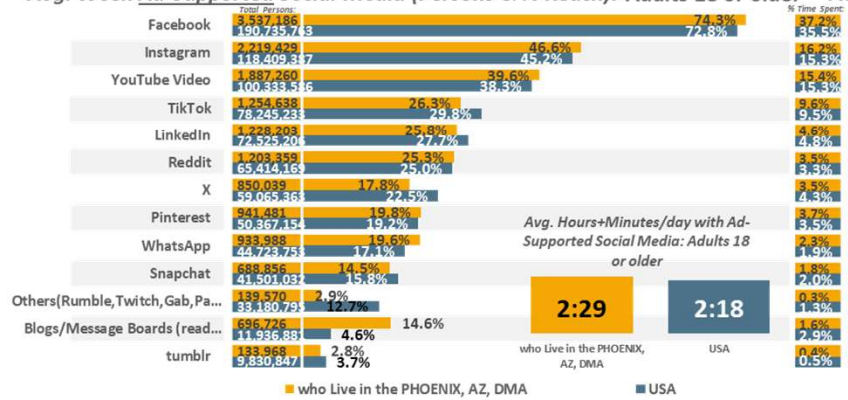
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



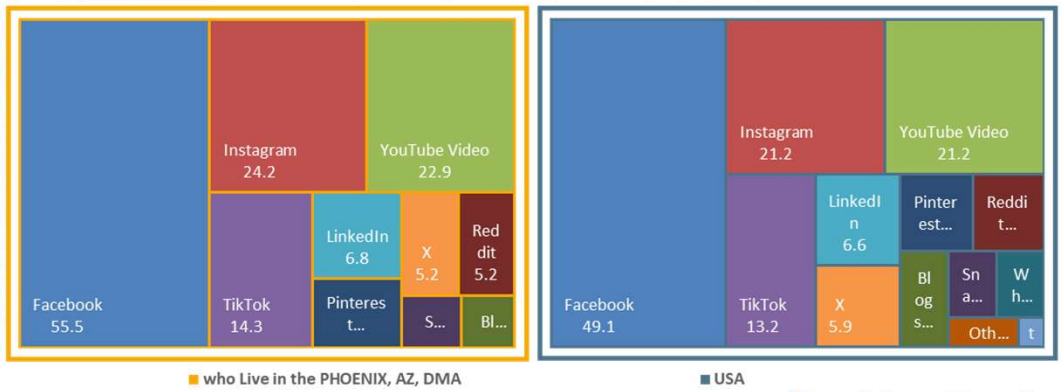
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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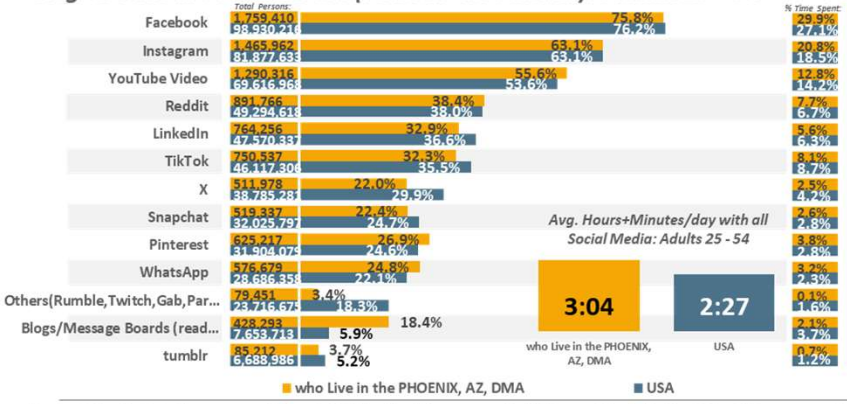
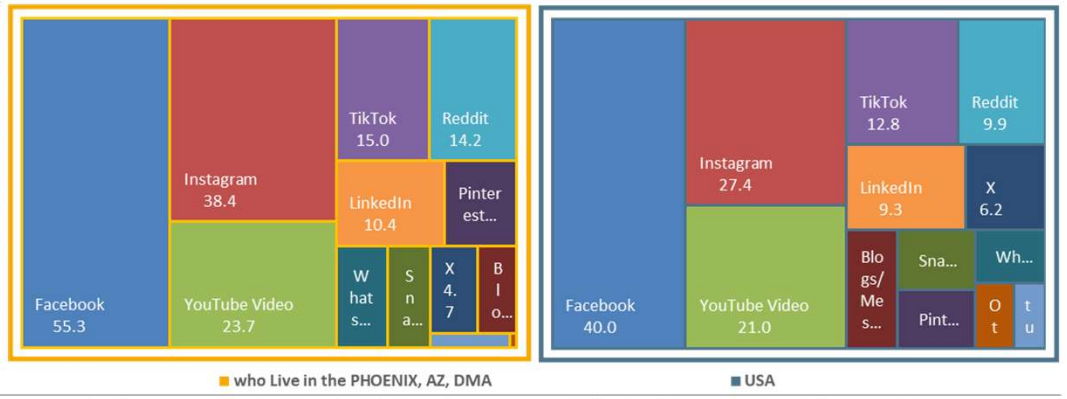
P25-54

1,759,410 or 75.8% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 57. minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

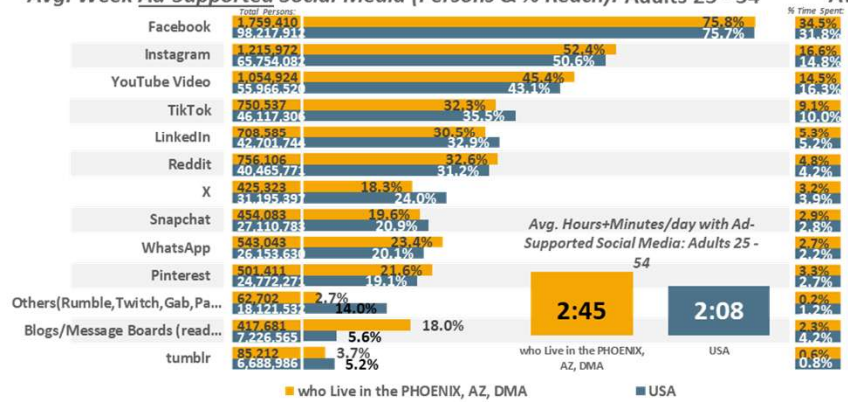
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



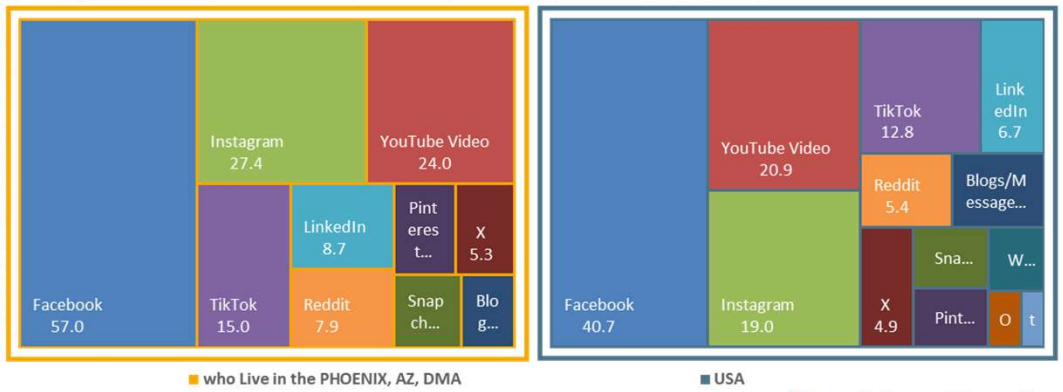
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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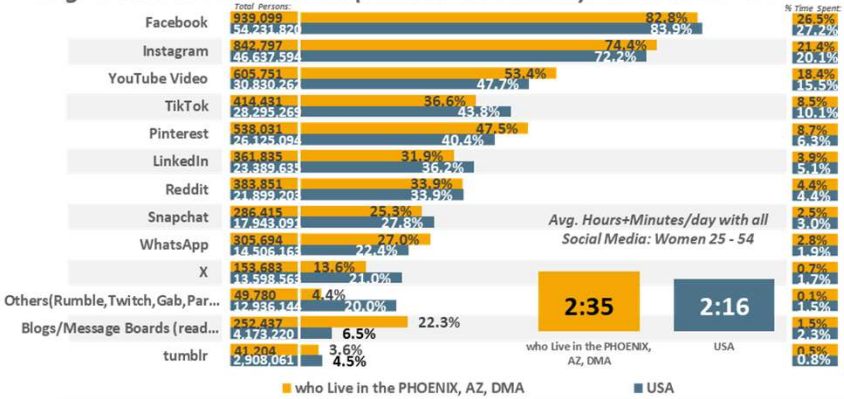
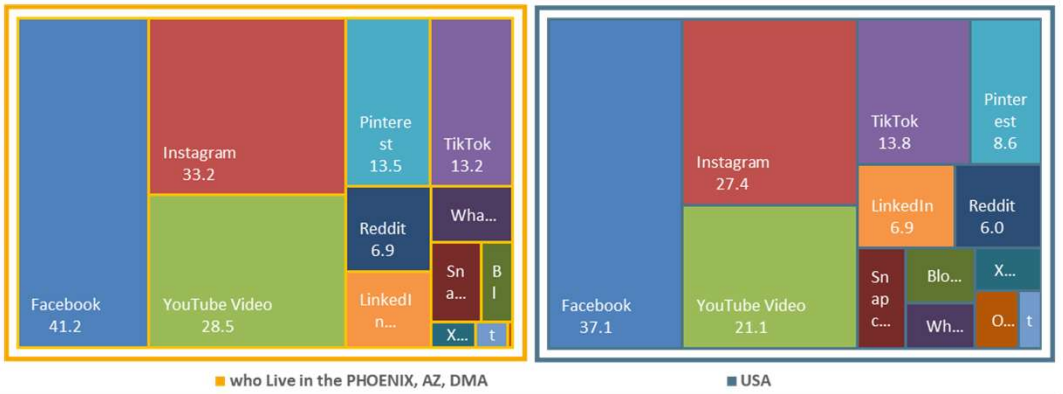
W25-54

901,121 or 79.5% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 39.5 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

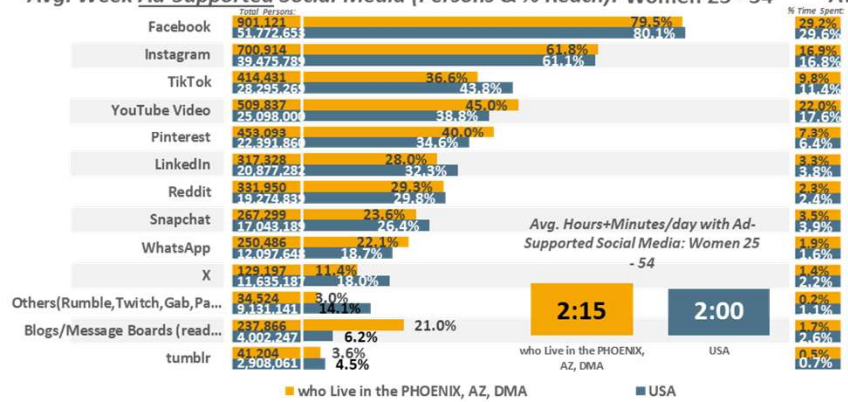
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



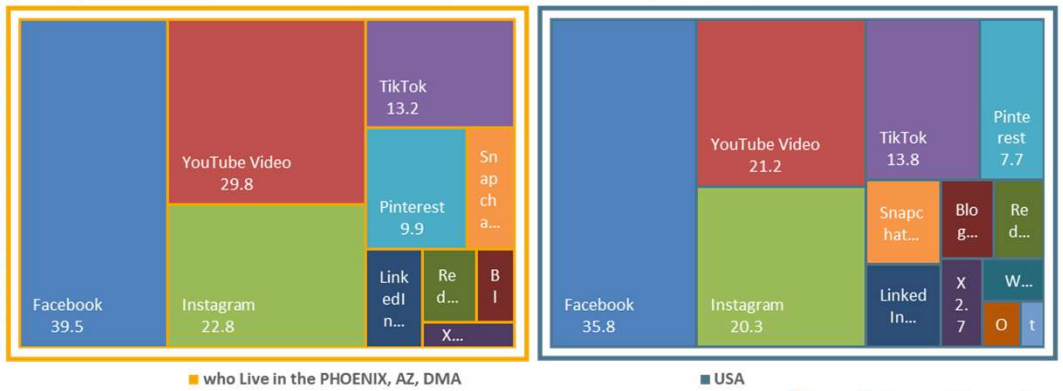
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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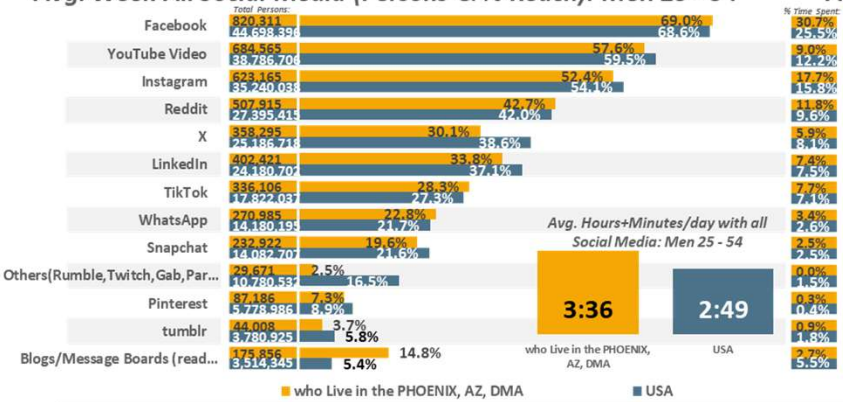
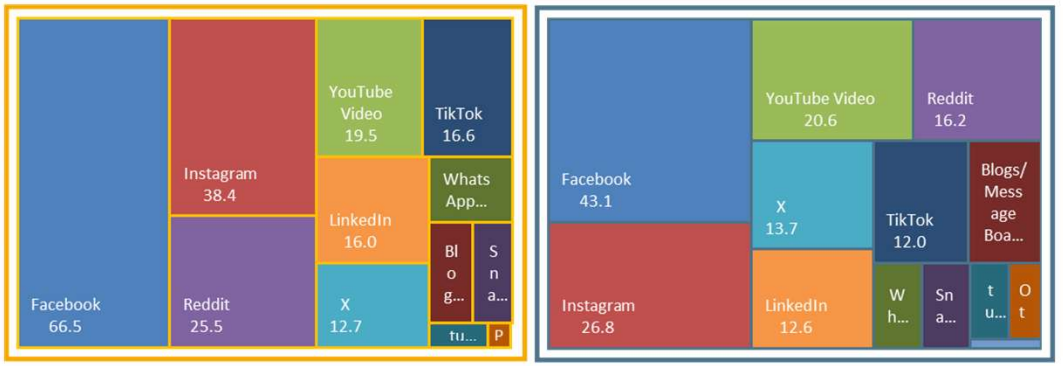
M25-54

820,311 or 69.% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 70.5 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

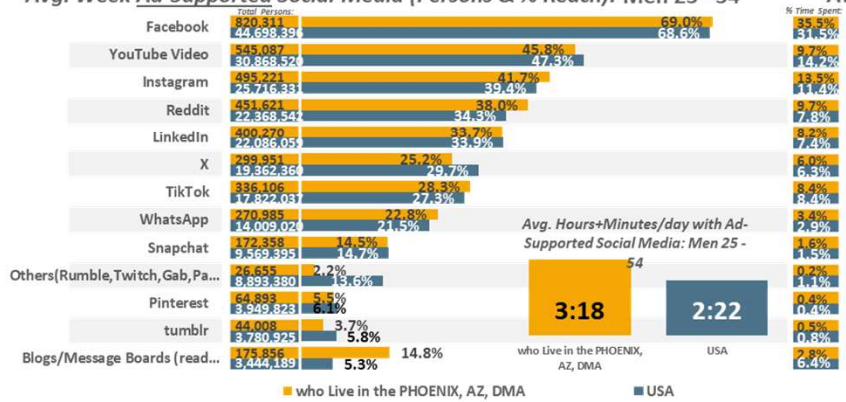
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



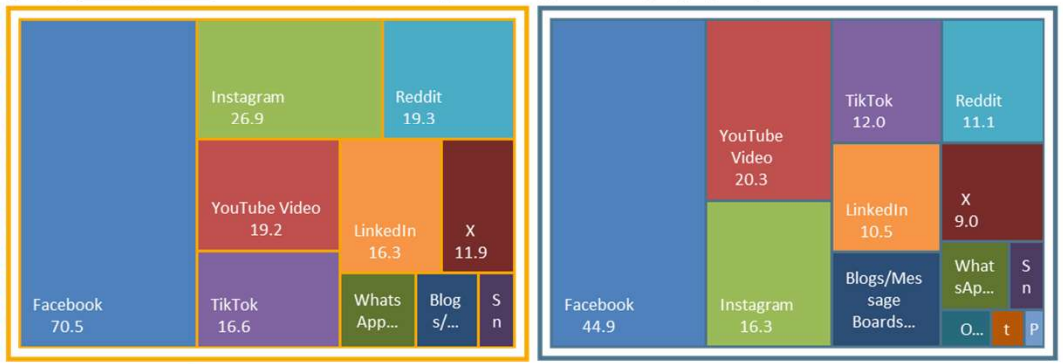
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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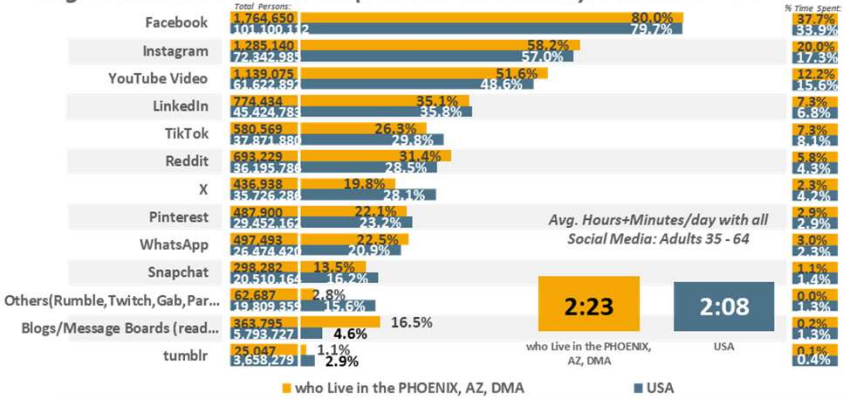
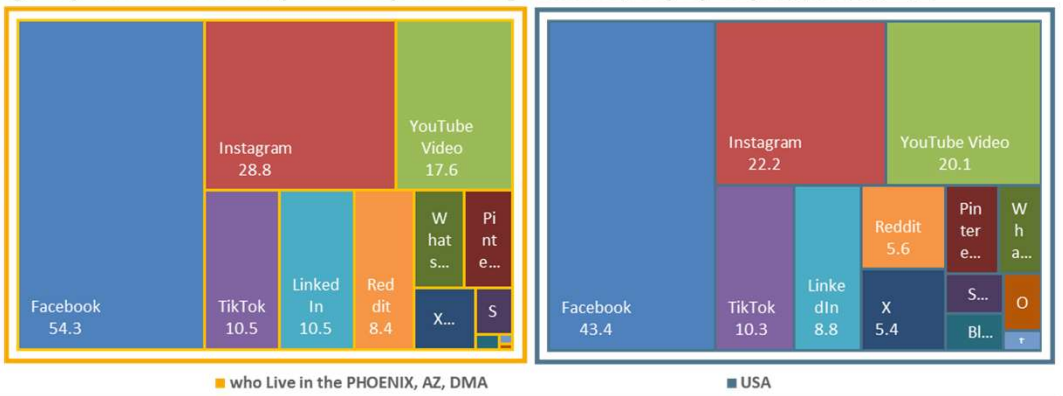
P35-64

1,658,544 or 75.2% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 49.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

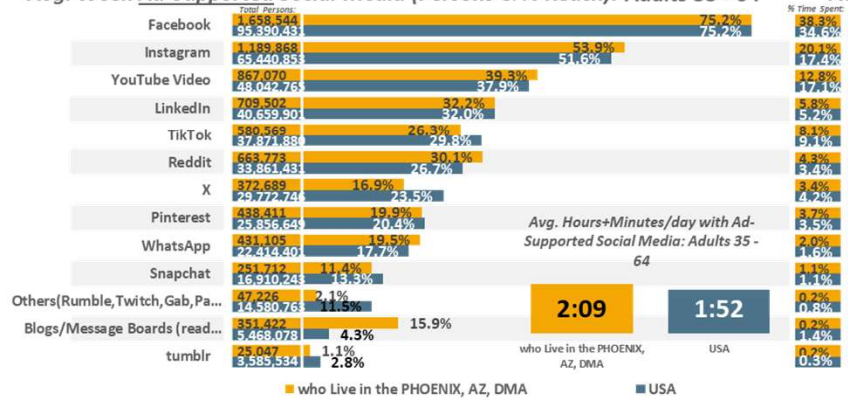
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



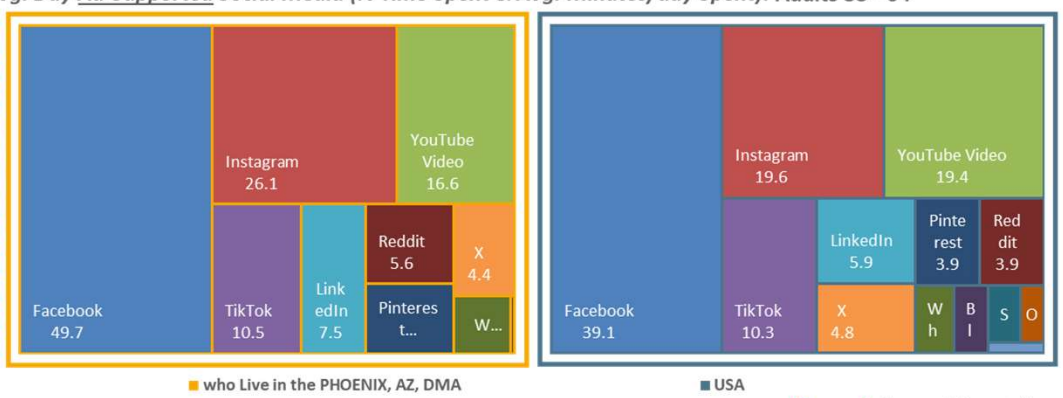
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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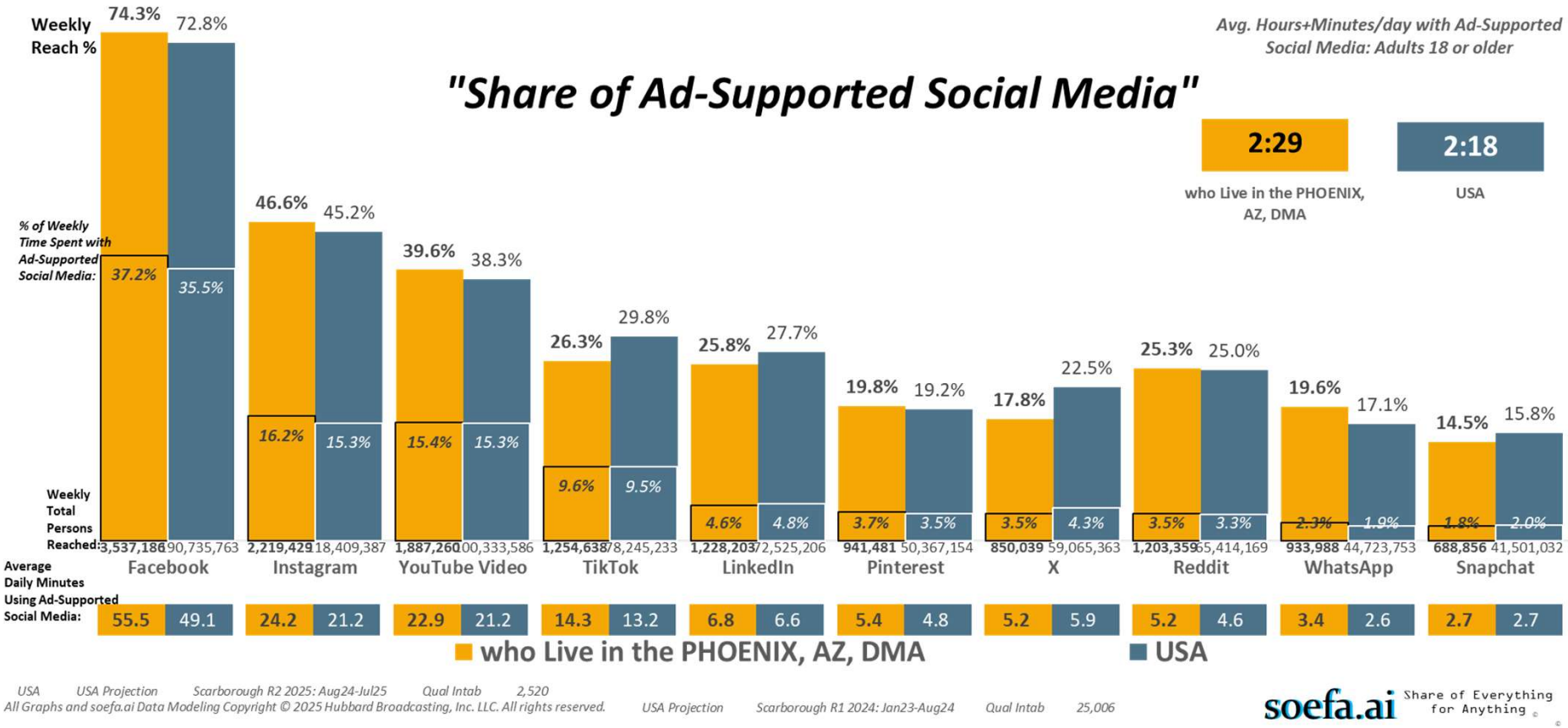
P18+

3,537,186 or 74.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 55.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



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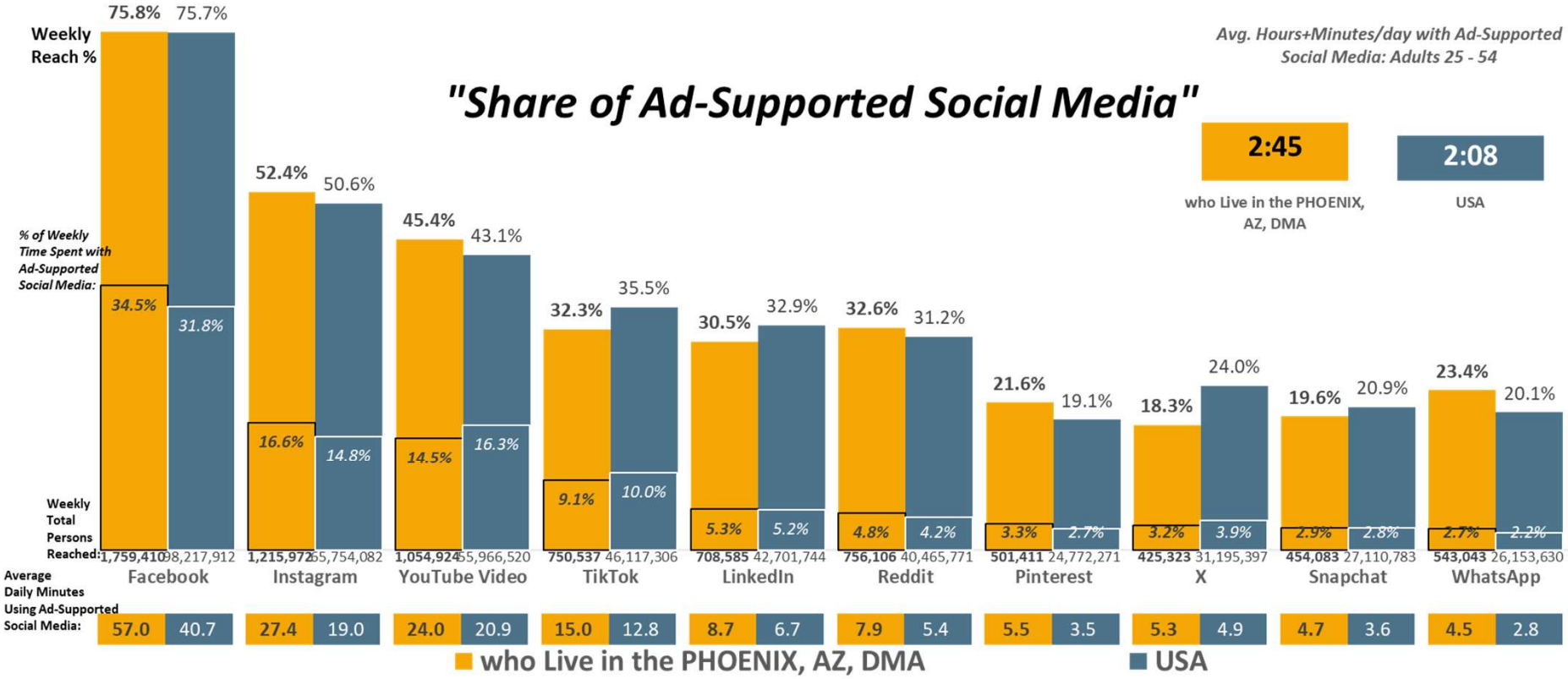
P25-54

1,759,410 or 75.8% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 57. minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



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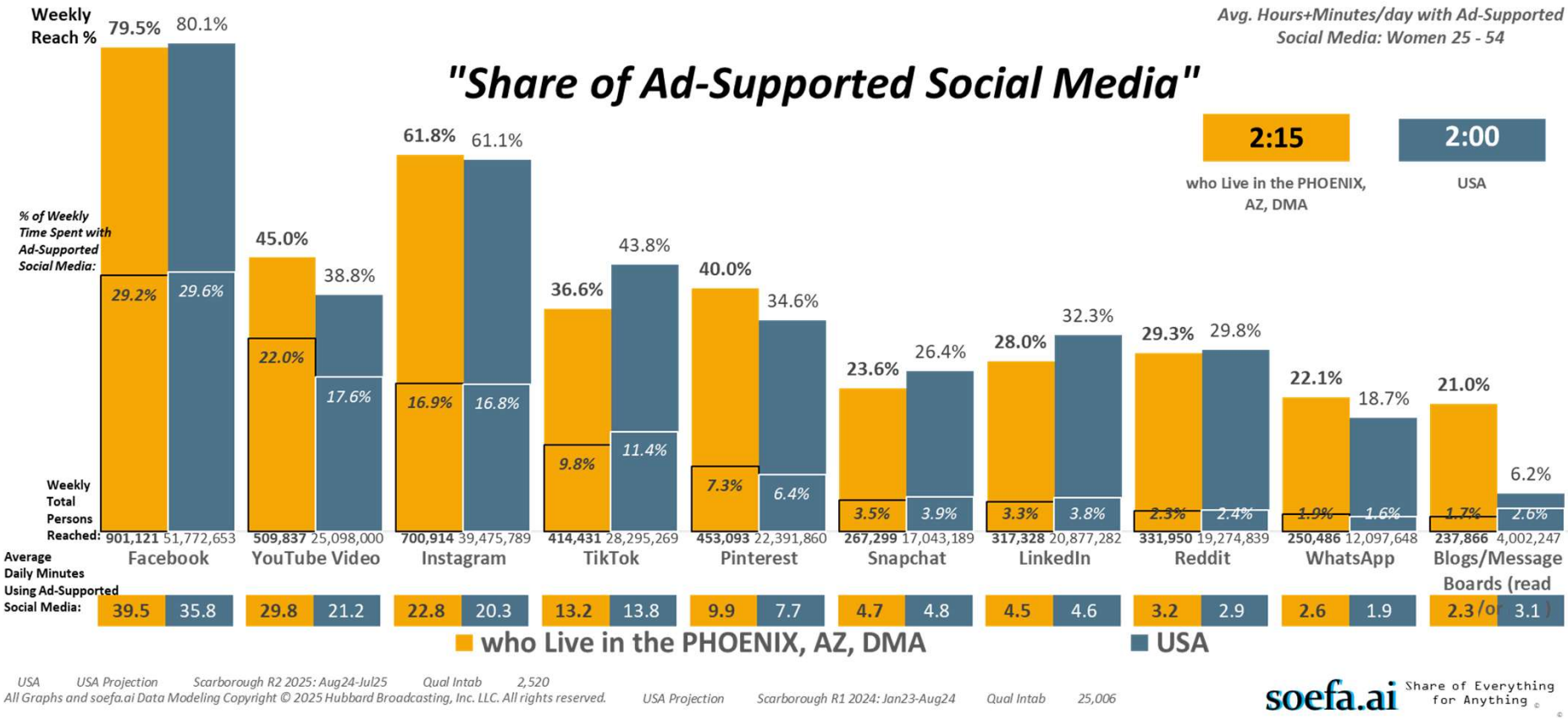
901,121 or 79.5% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 39.5 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.



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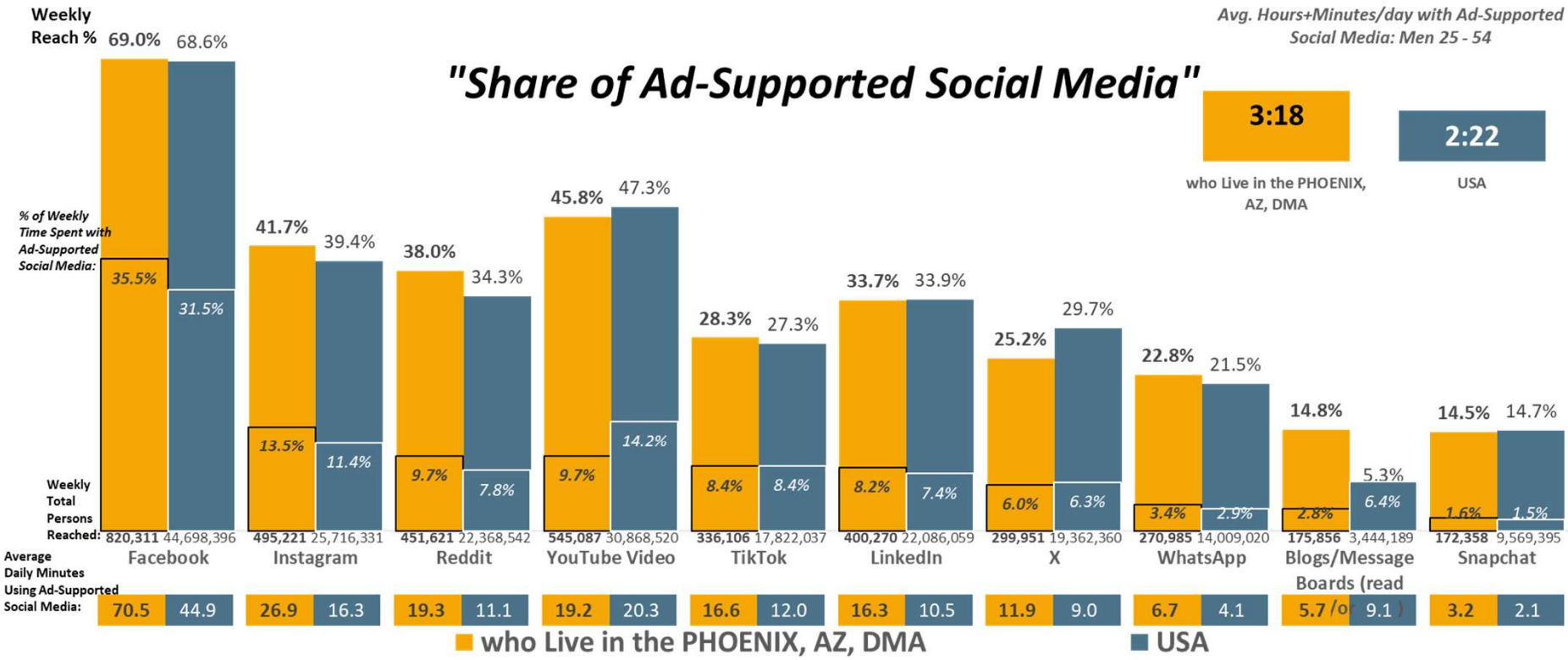
M25-54

820,311 or 69.% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 70.5 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



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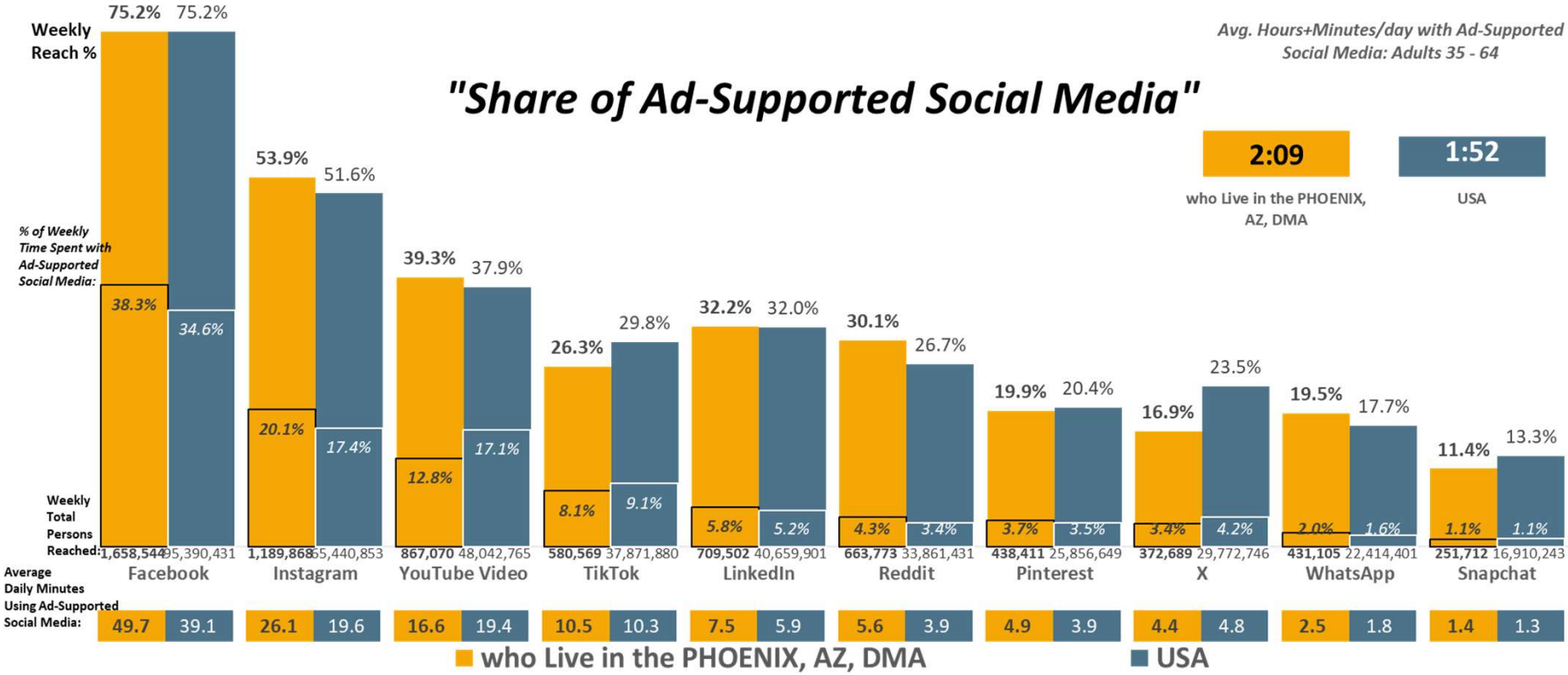
P35-64

1,658,544 or 75.2% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 49.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.



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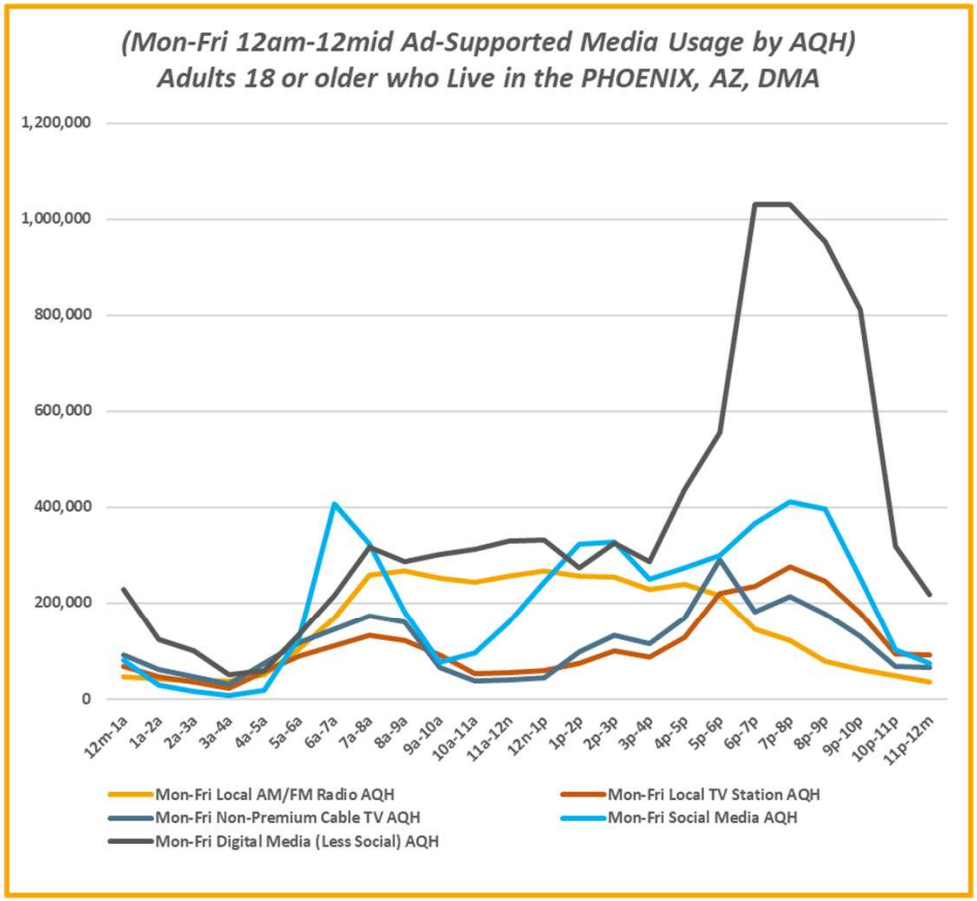
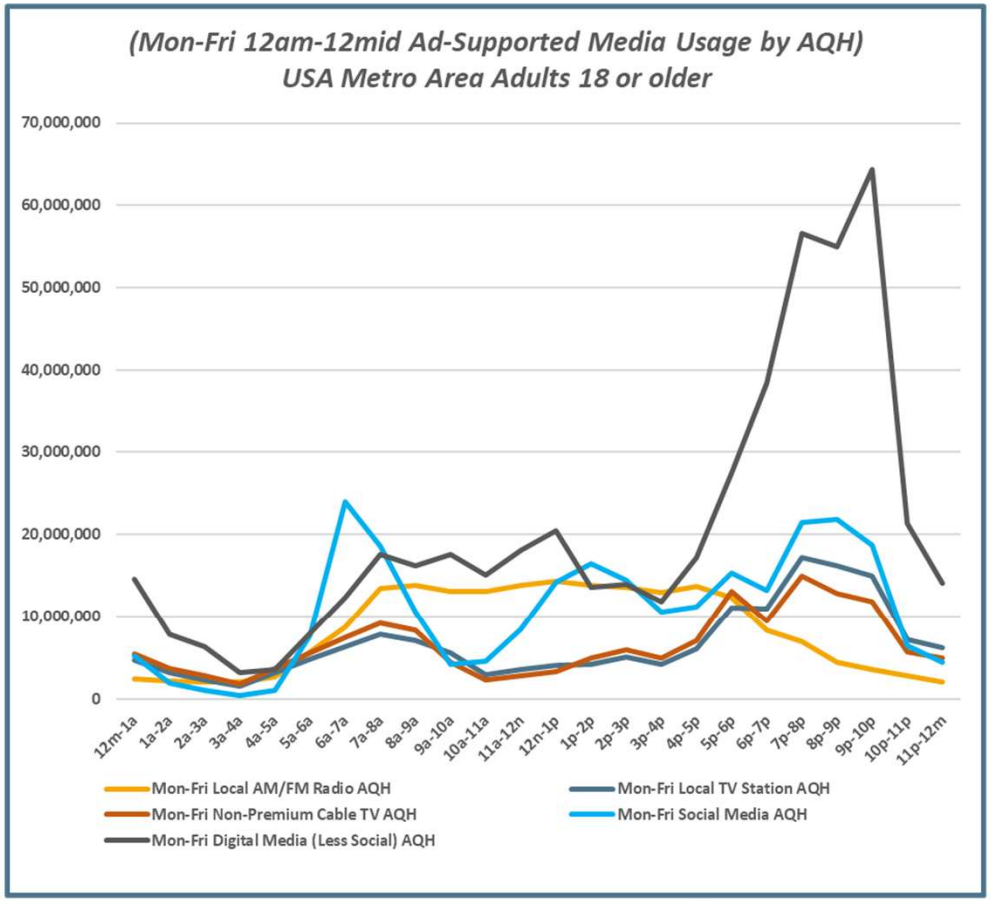
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 384,598; Social Media: 255,225; Local Radio: 234,345; Non-Prem. Cable: 126,410; Local TV: 111,748 reaching Adults 18 or older who Live in the PHOENIX, AZ, DMA.





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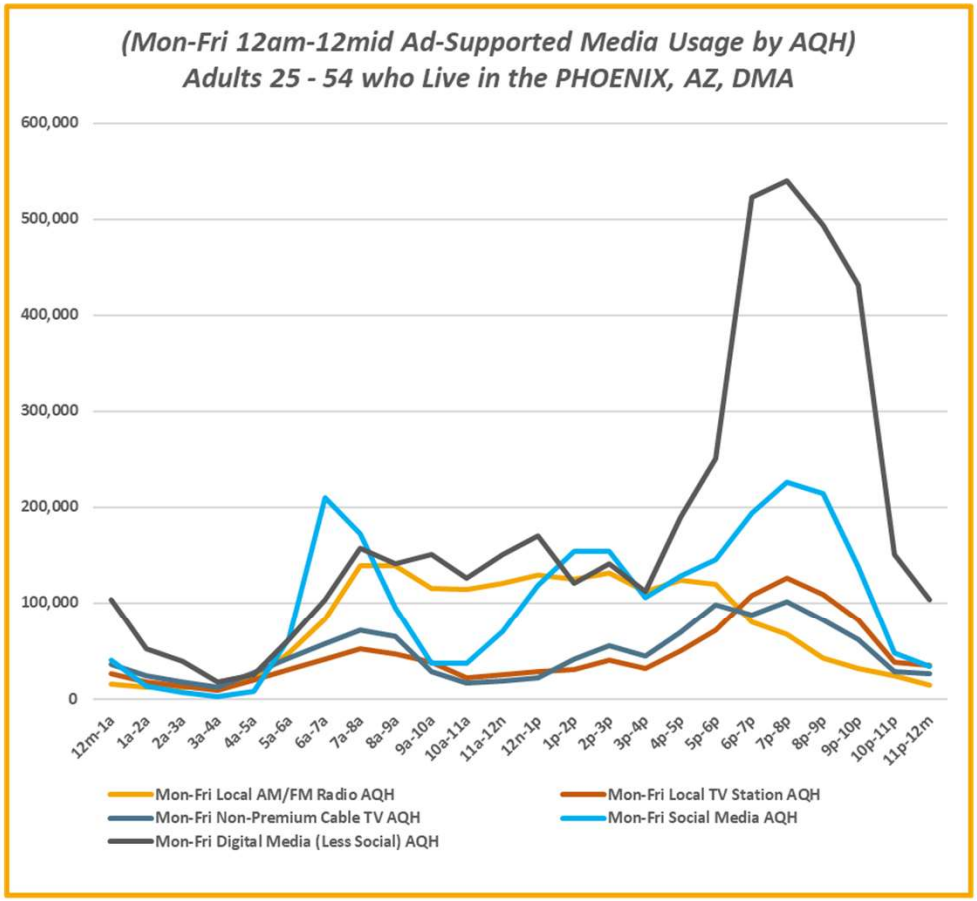
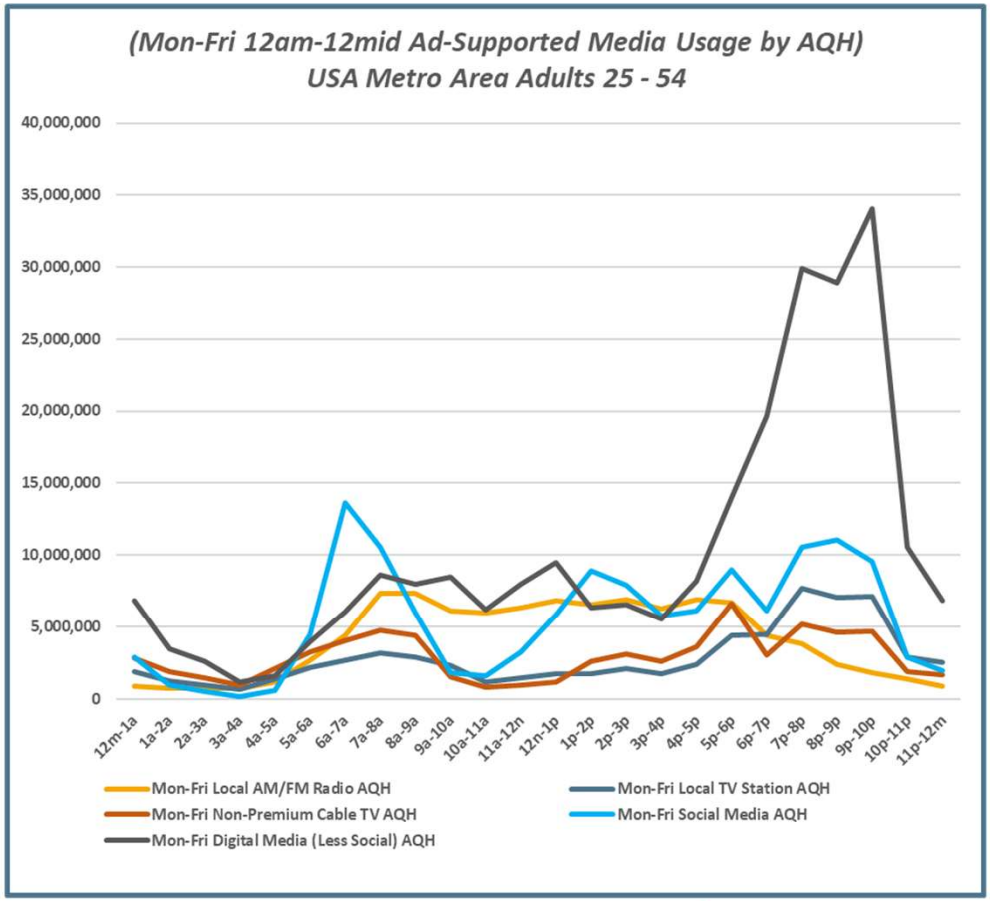
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 179,547; Social Media: 124,522; Local Radio: 117,827; Non-Prem. Cable: 51,623; Local TV: 44,697 reaching Adults 25 - 54 who Live in the PHOENIX, AZ, DMA.





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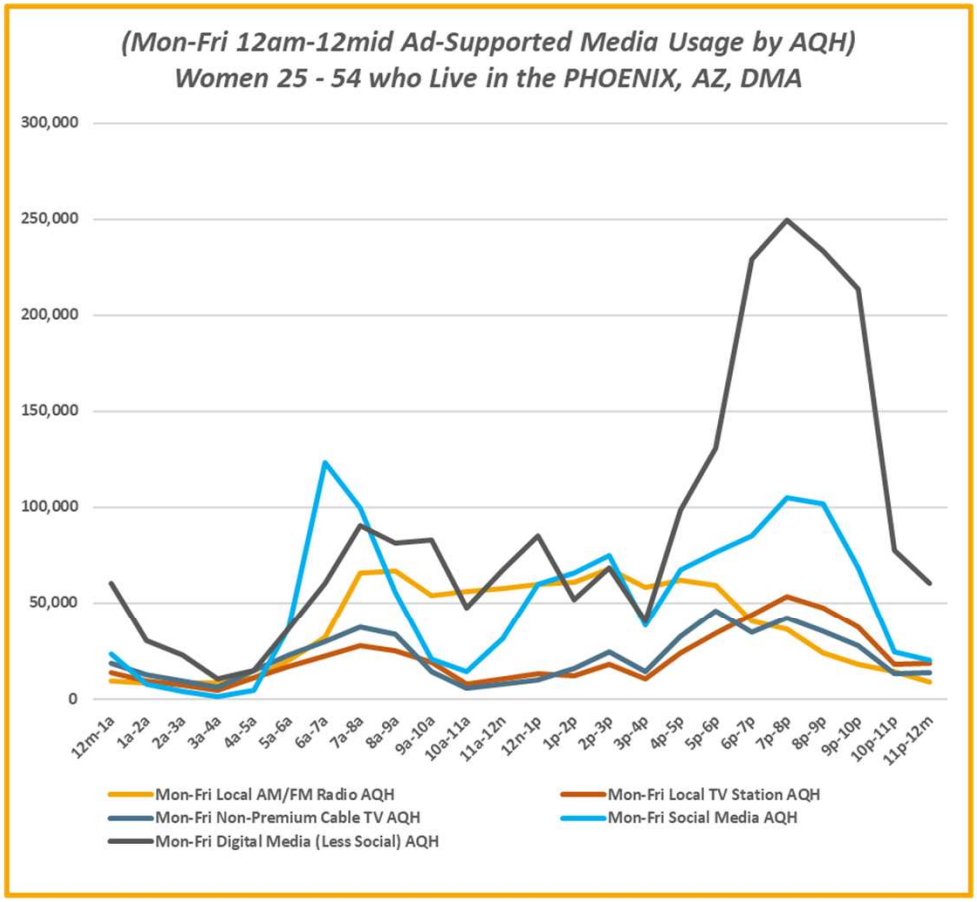
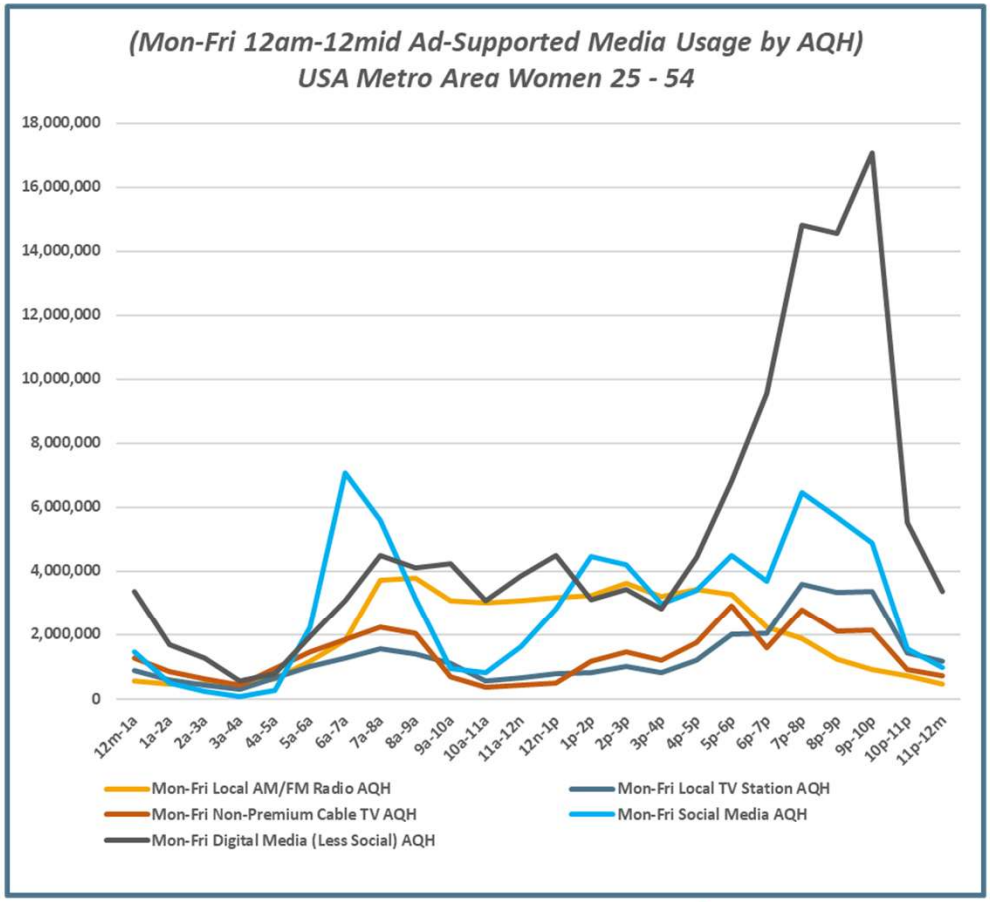
W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 87,078; Social Media: 62,368; Local Radio: 56,844; Non-Prem. Cable: 23,310; Local TV: 20,321 reaching Women 25 - 54 who Live in the PHOENIX, AZ, DMA.





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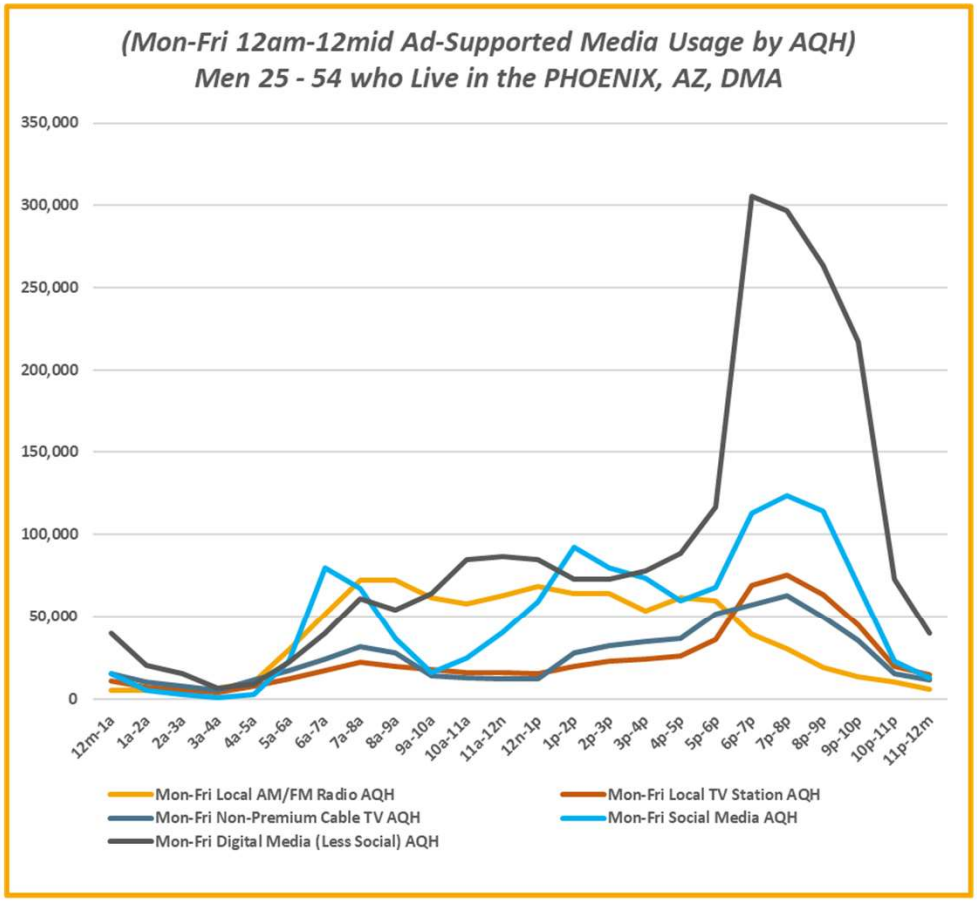
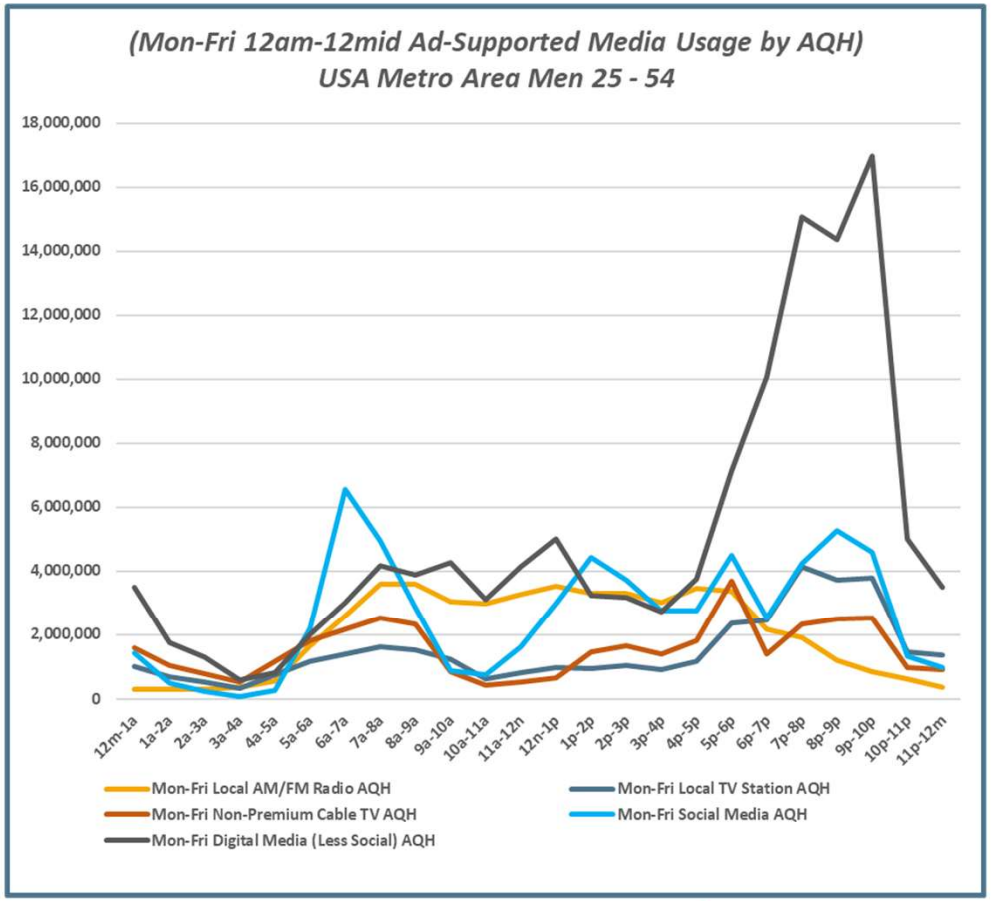
M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 92,948; Social Media: 62,178; Local Radio: 60,609; Non-Prem. Cable: 28,584; Local TV: 24,562 reaching Men 25 - 54 who Live in the PHOENIX, AZ, DMA.





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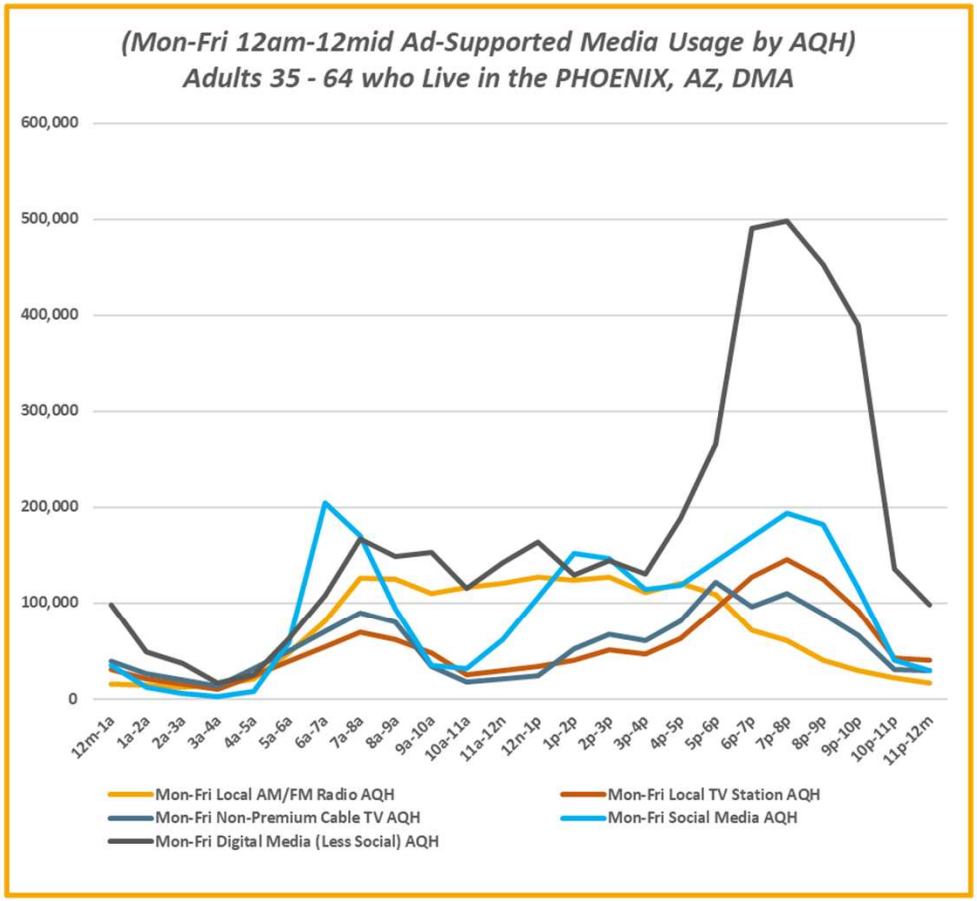
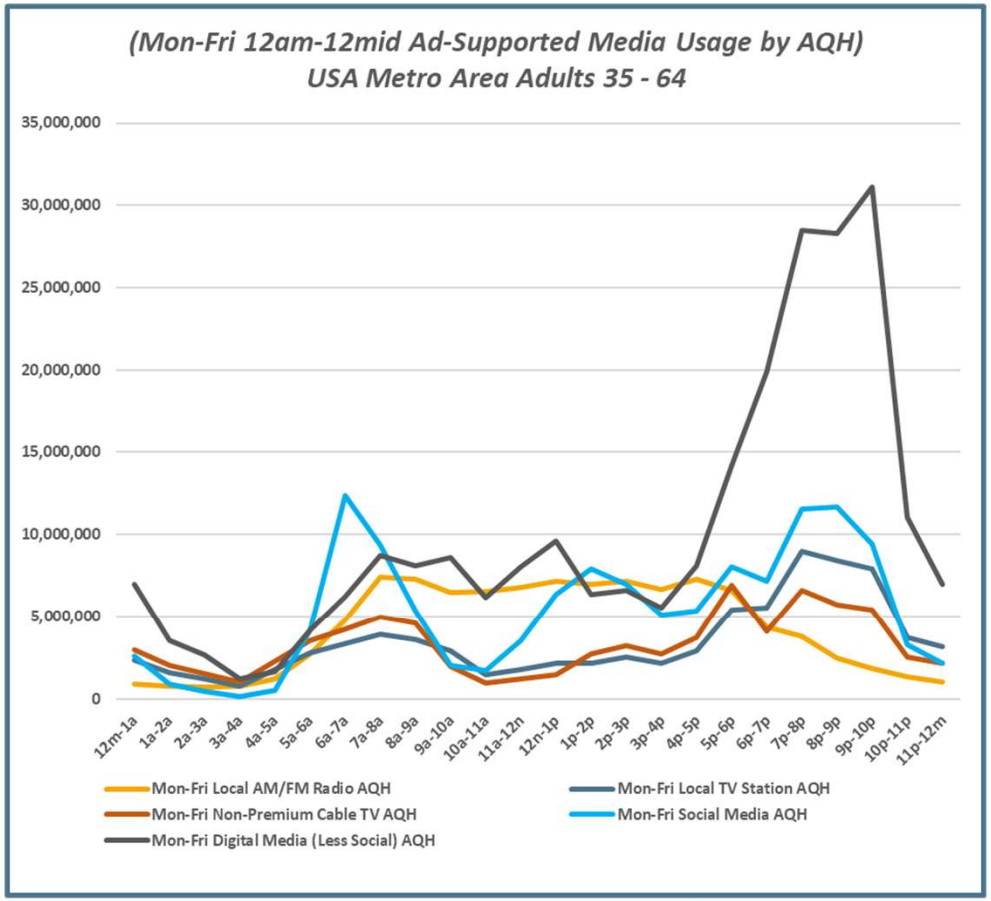
P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 180,258; Social Media: 118,705; Local Radio: 112,794; Non-Prem. Cable: 62,457; Local TV: 56,795 reaching Adults 35 - 64 who Live in the PHOENIX, AZ, DMA.





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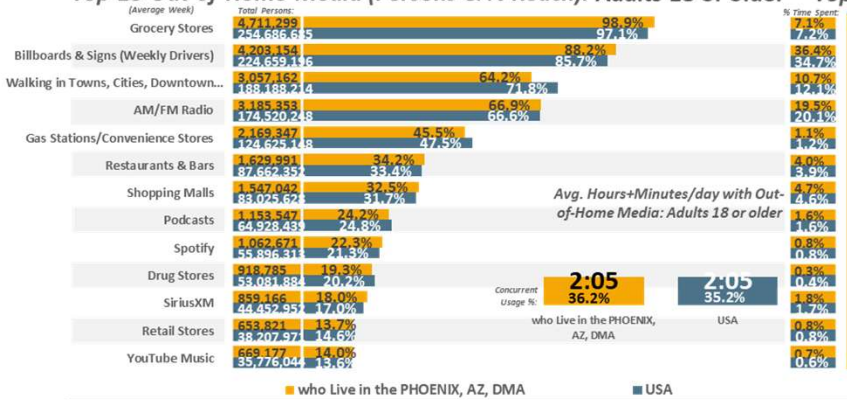
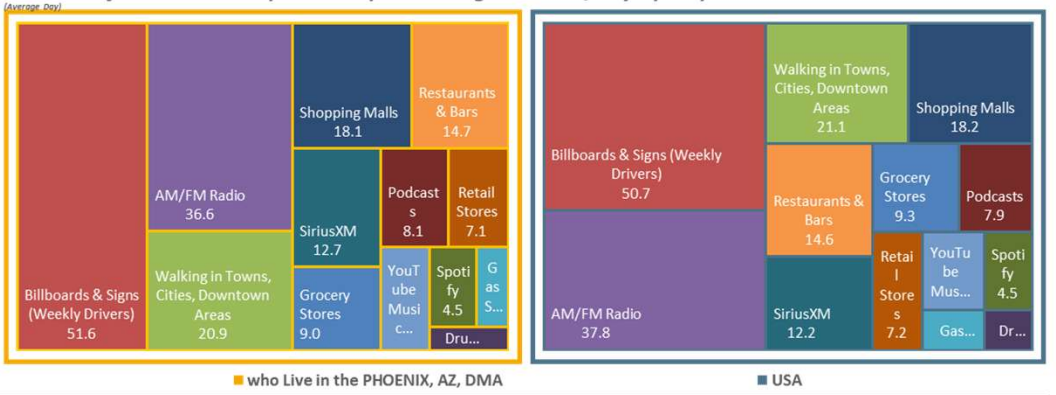
P18+

4,203,154 or 88.2% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 34.8 minutes/day.

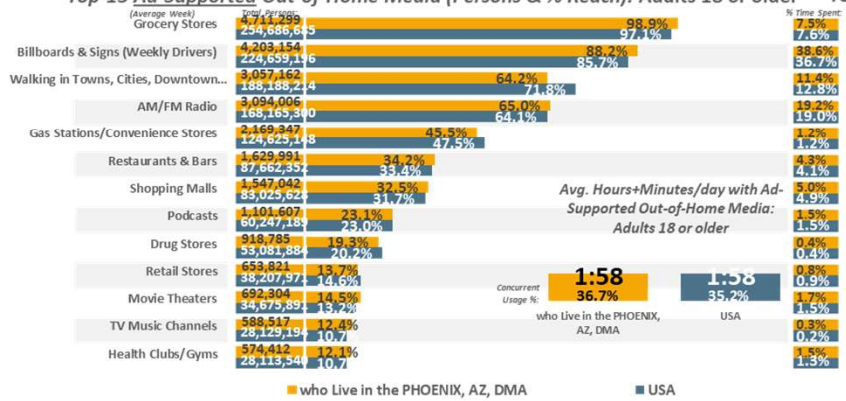
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



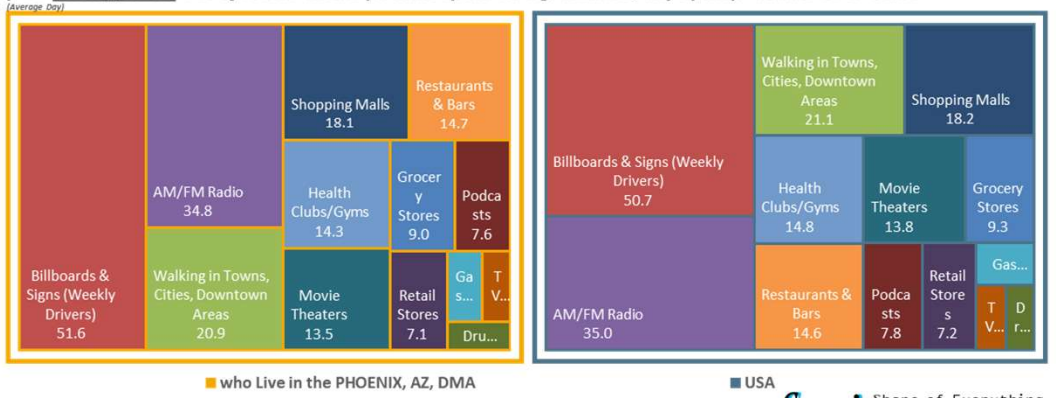
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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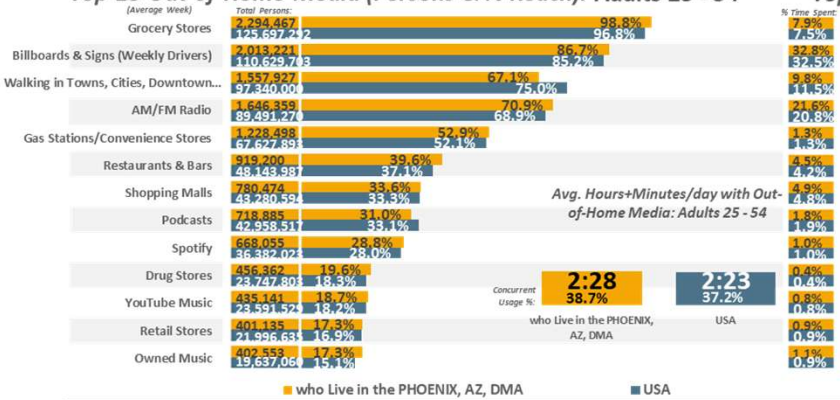
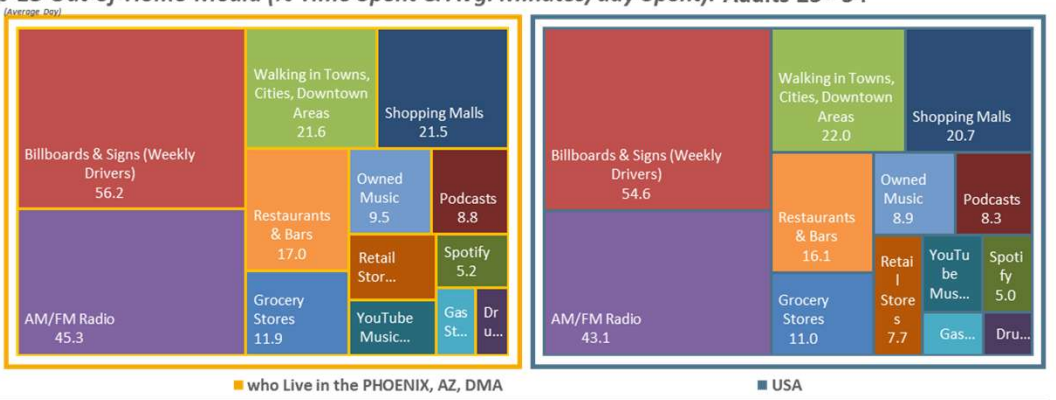
P25-54

2,013,221 or 86.7% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

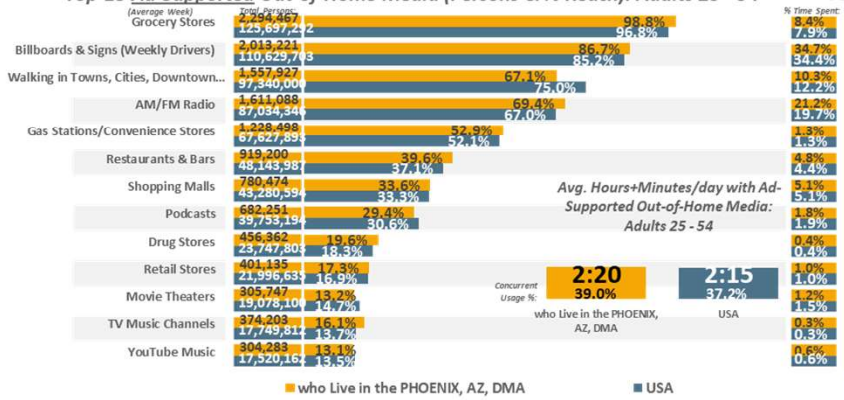
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



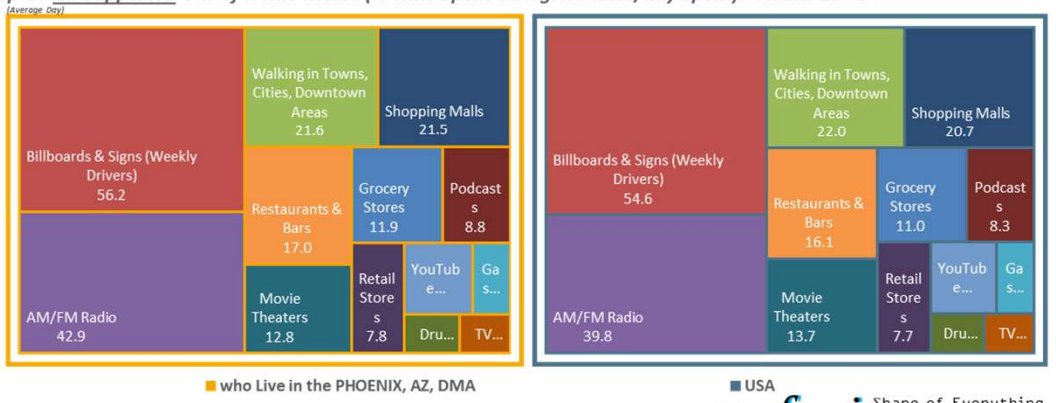
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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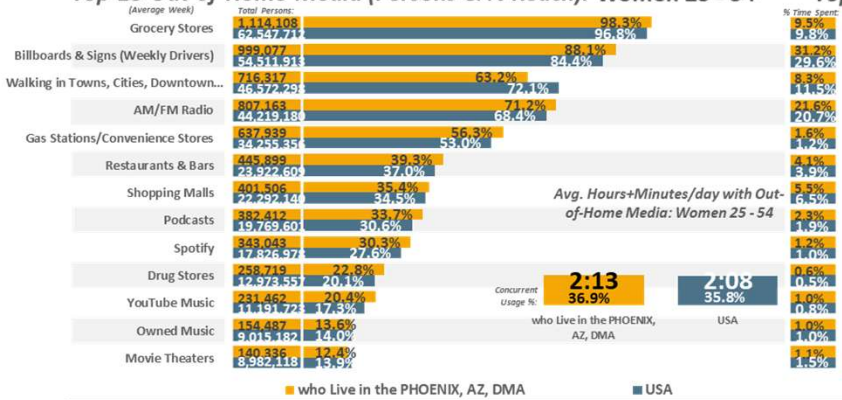
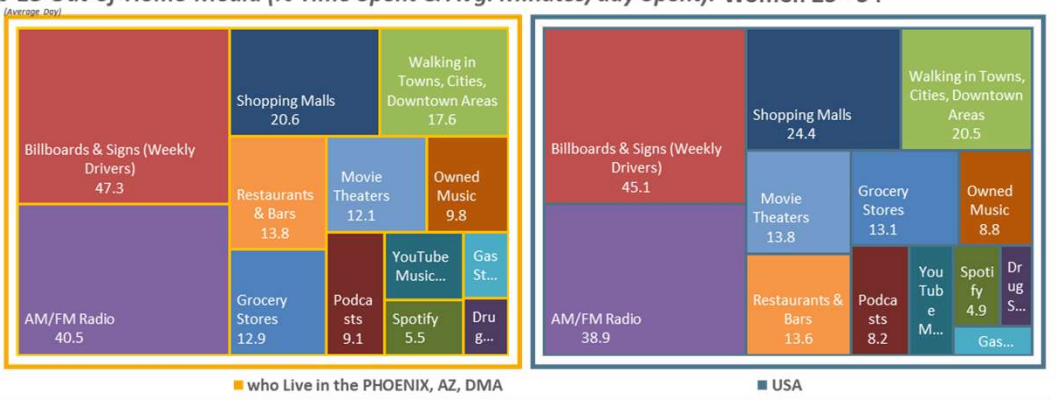
W25-54

999,077 or 88.1% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

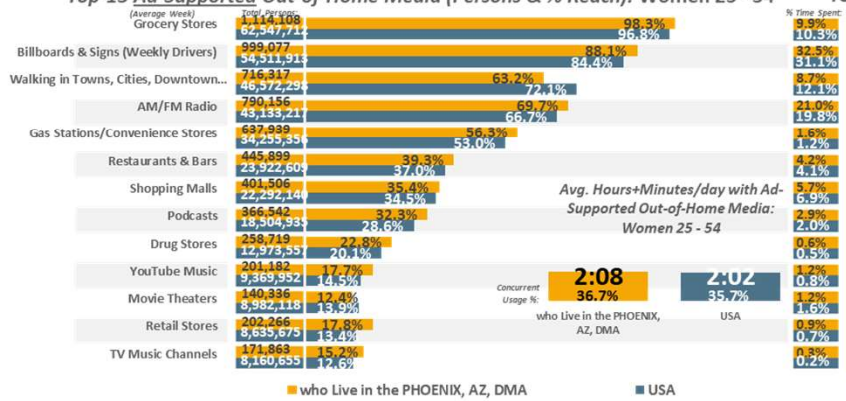
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



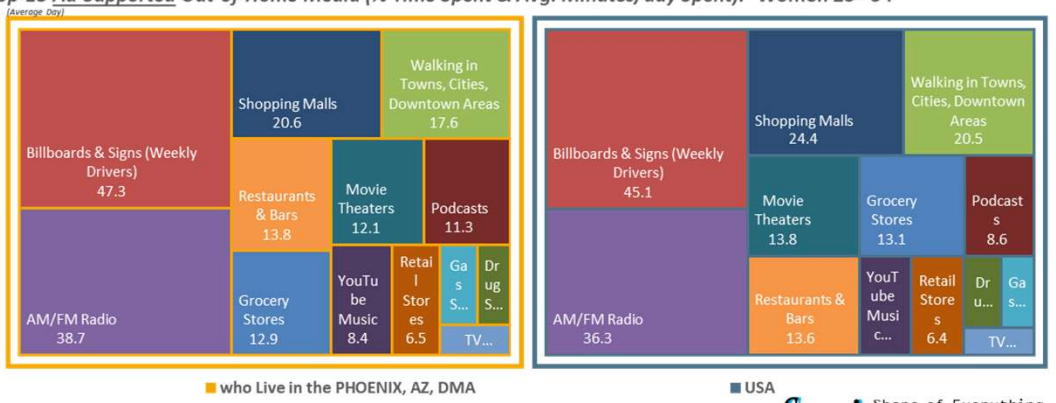
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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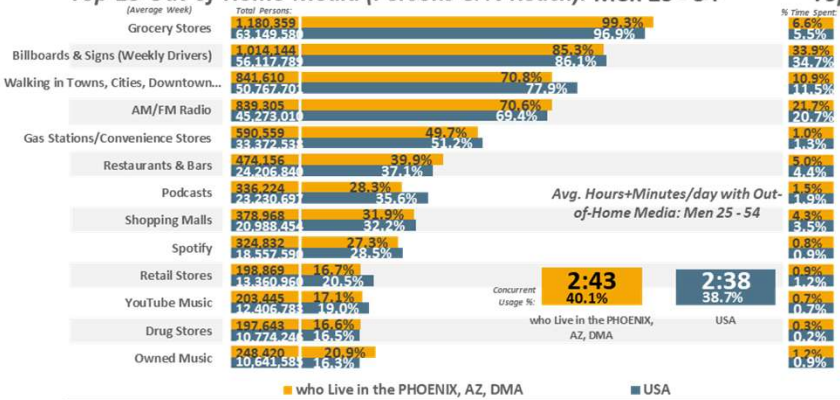
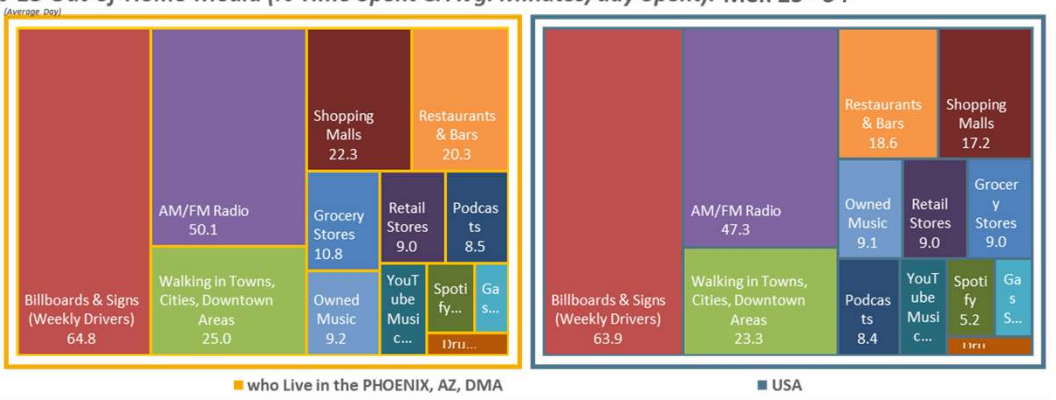
M25-54

1,014,144 or 85.3% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 64.8 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

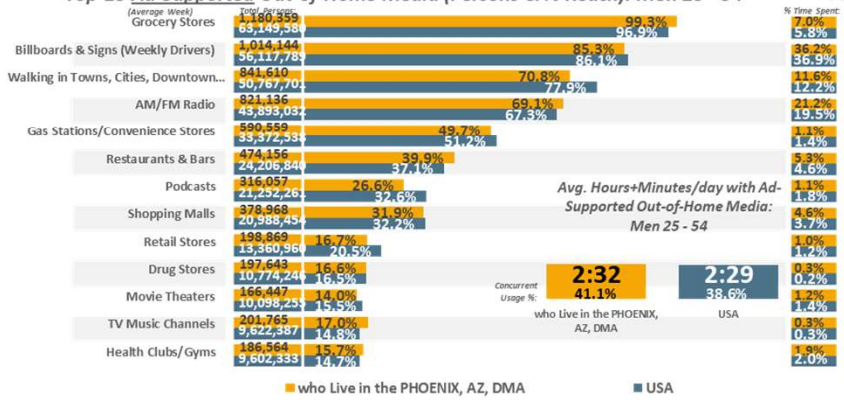
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



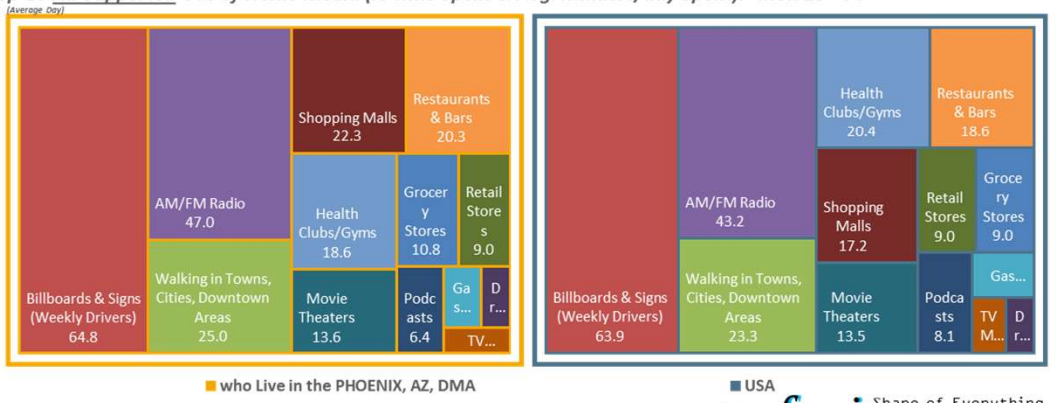
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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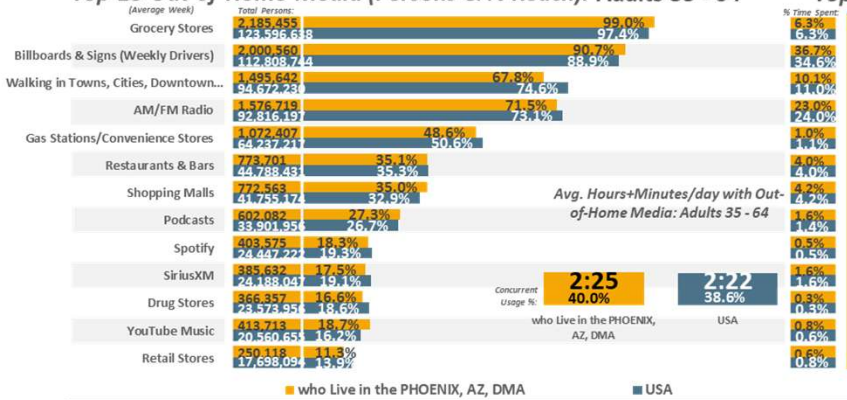
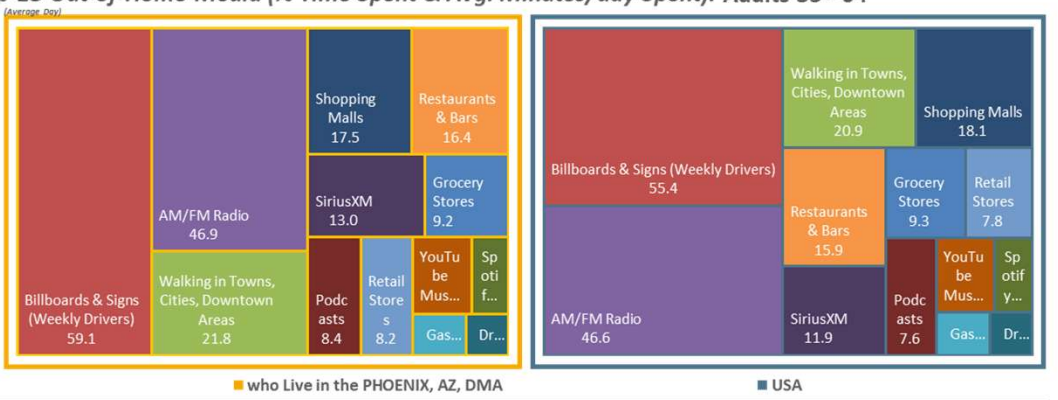
P35-64

2,000,560 or 90.7% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 59.1 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minutes/day.

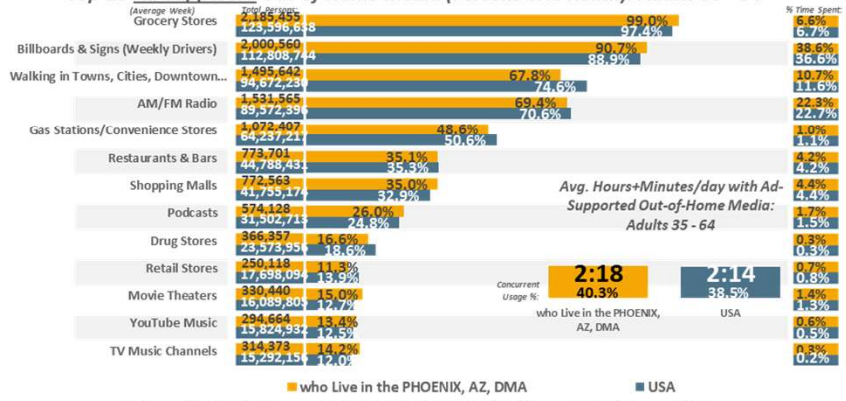
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



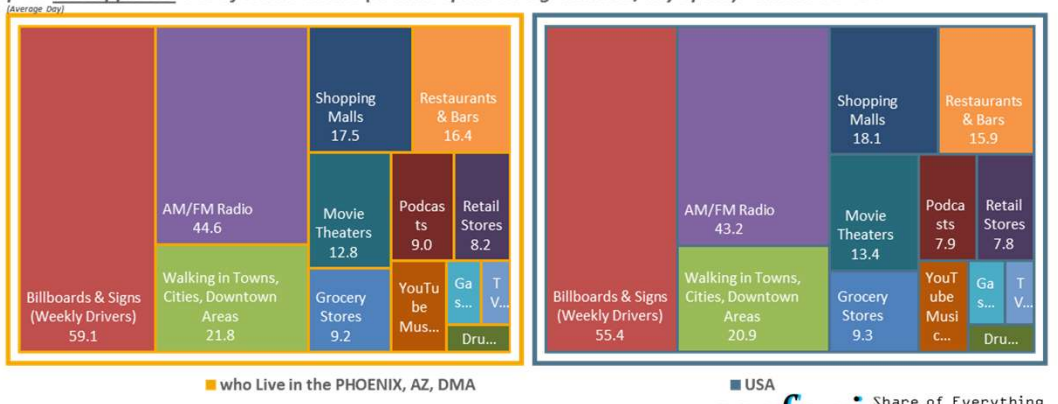
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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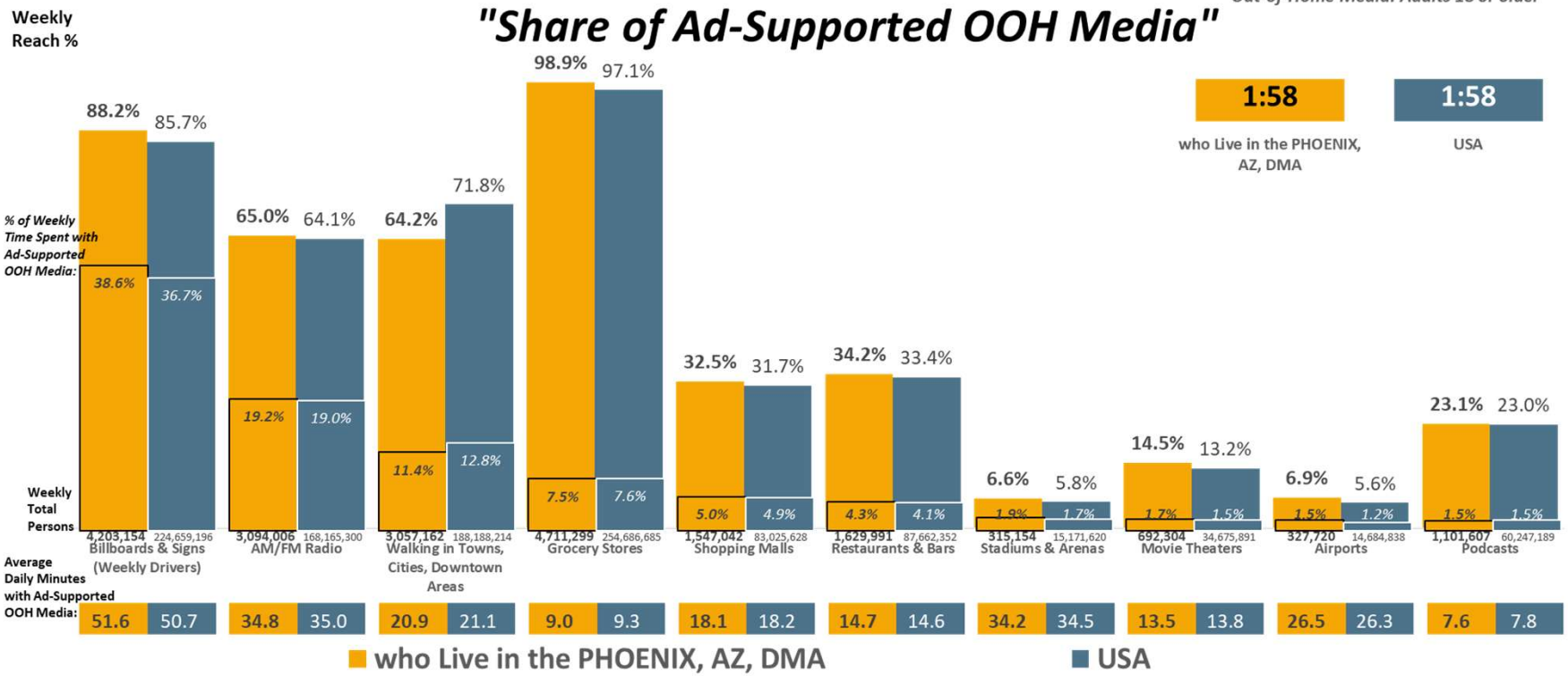
P18+

4,203,154 or 88.2% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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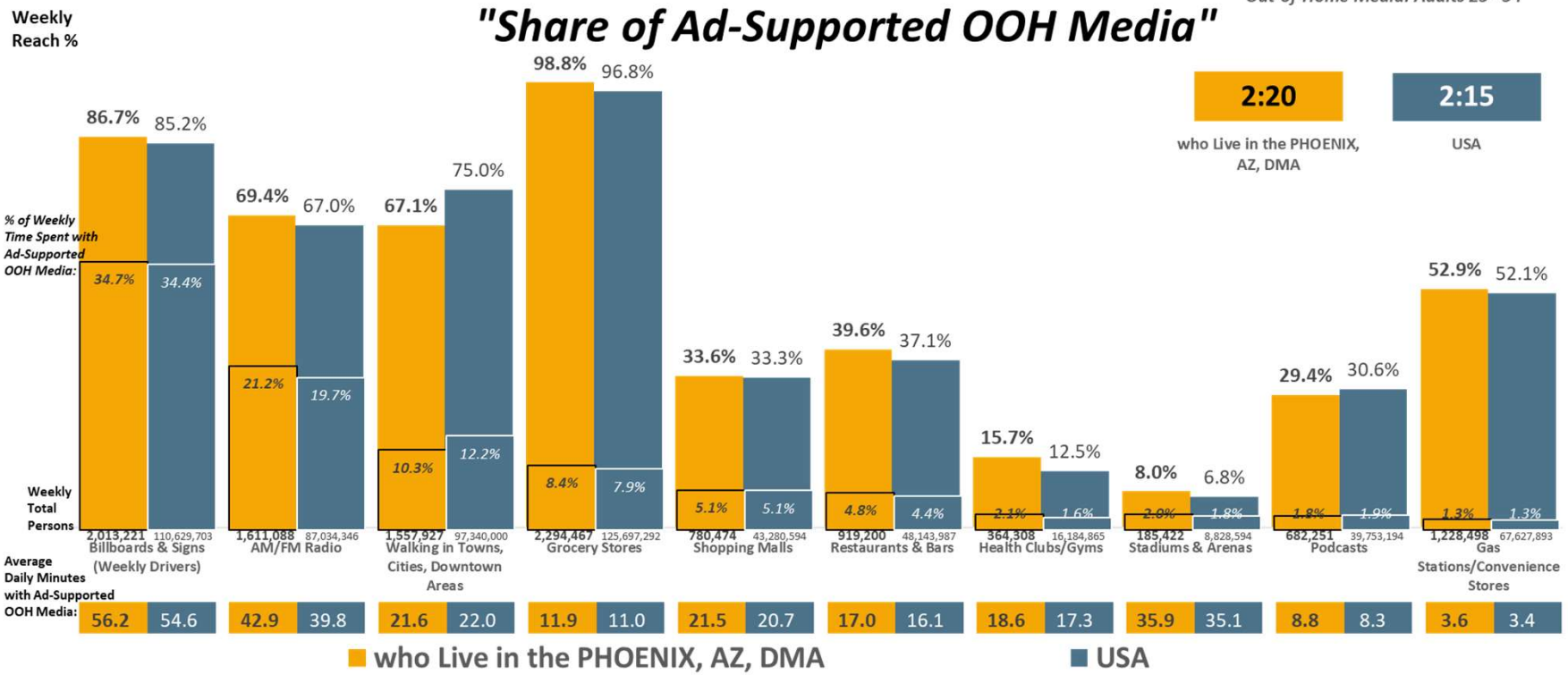
P25-54

2,013,221 or 86.7% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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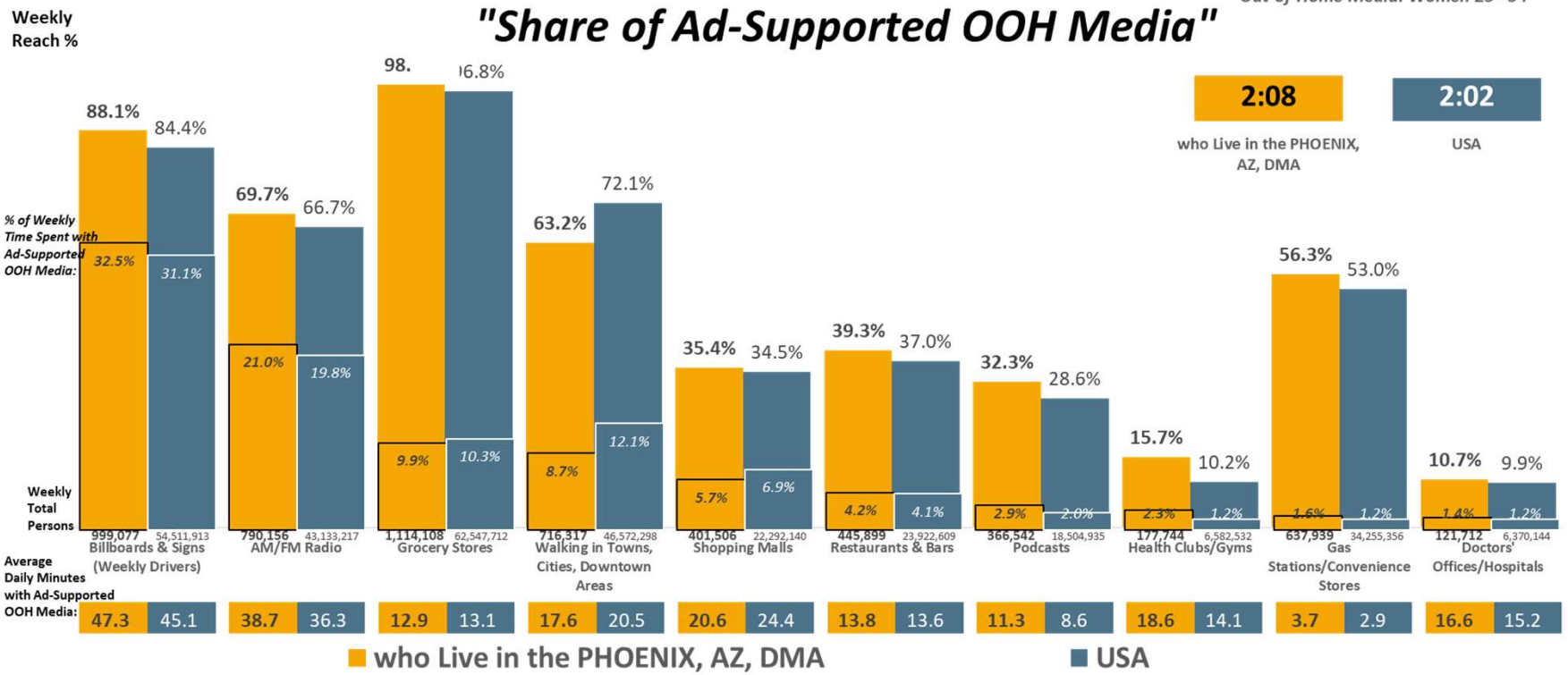
999,077 or 88.1% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 47.3 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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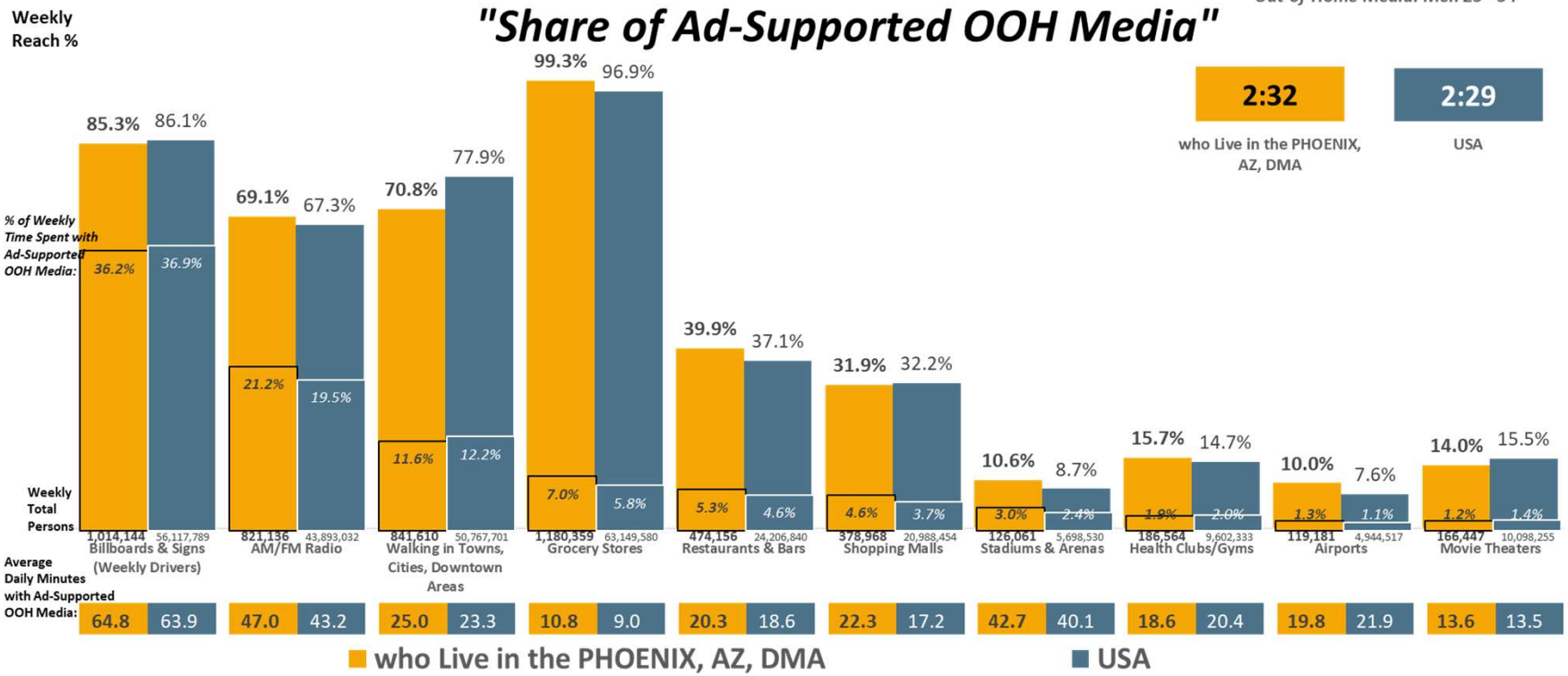
M25-54

1,014,144 or 85.3% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA spend an average of 64.8 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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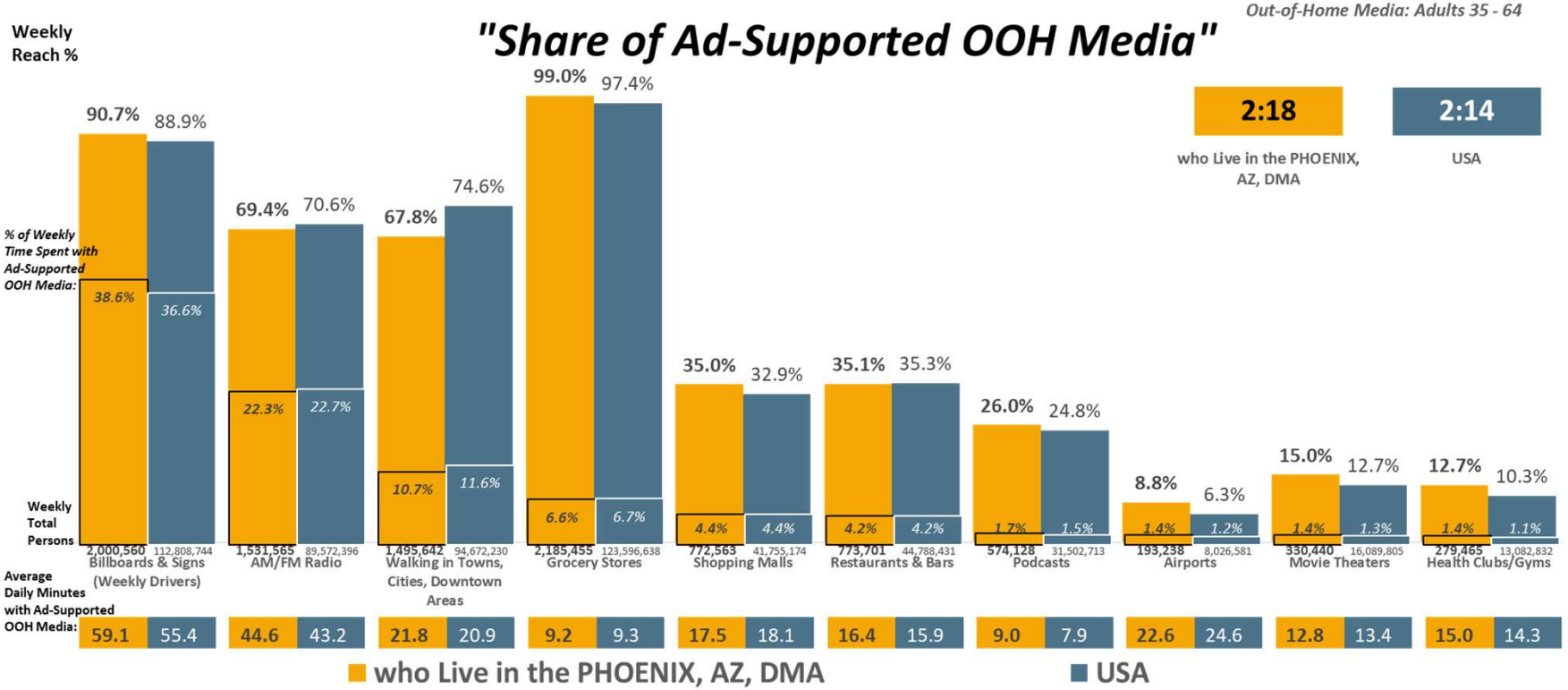
P35-64

2,000,560 or 90.7% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 59.1 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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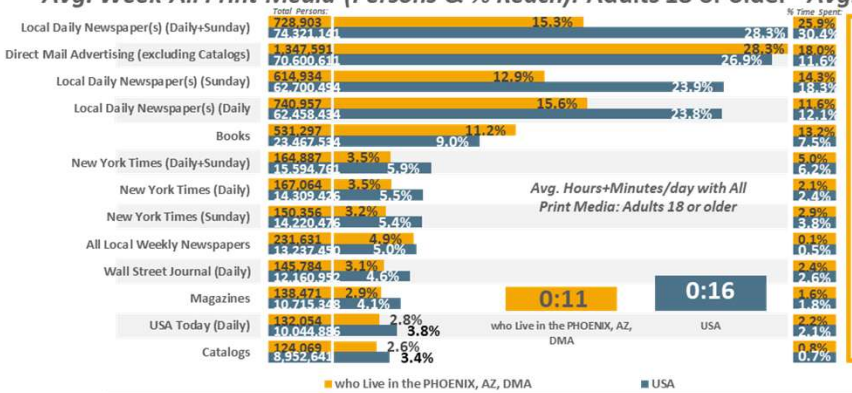
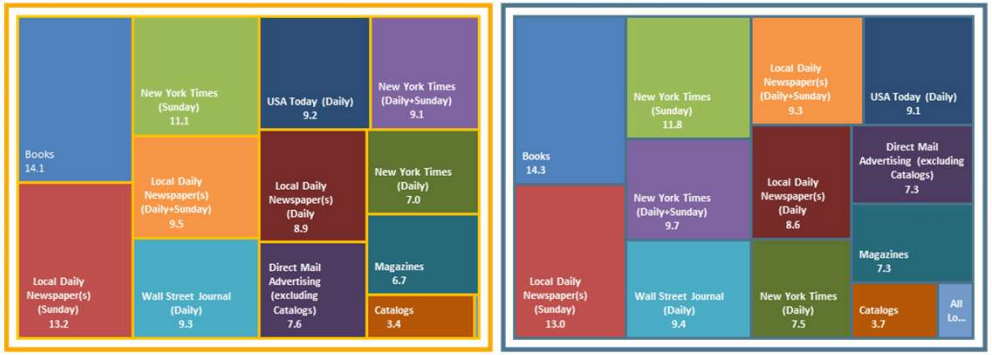
P18+

728,903 or 15.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

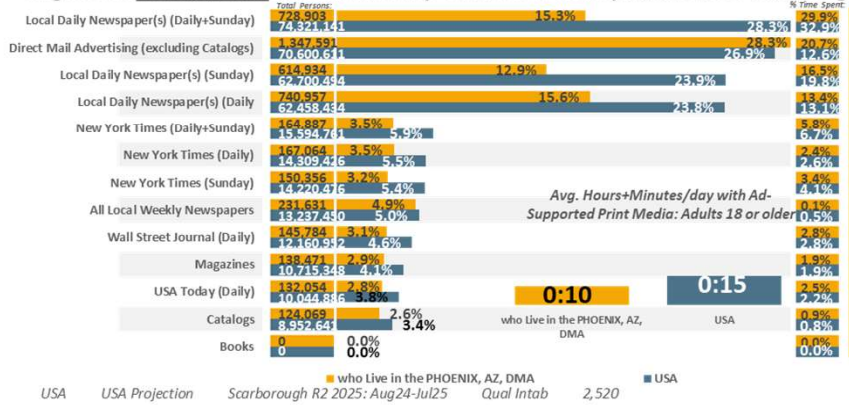
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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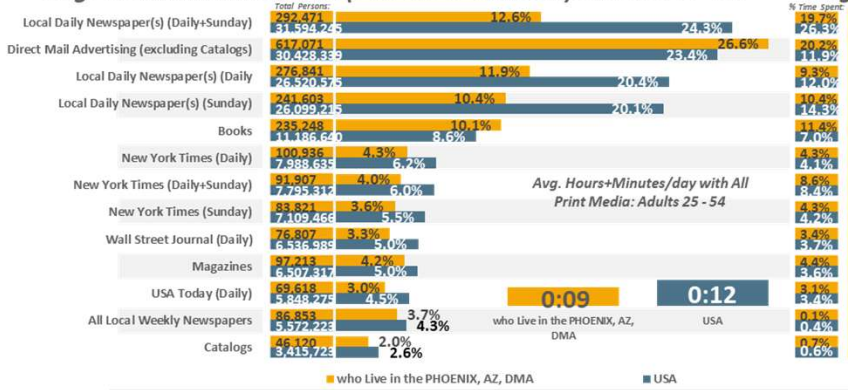
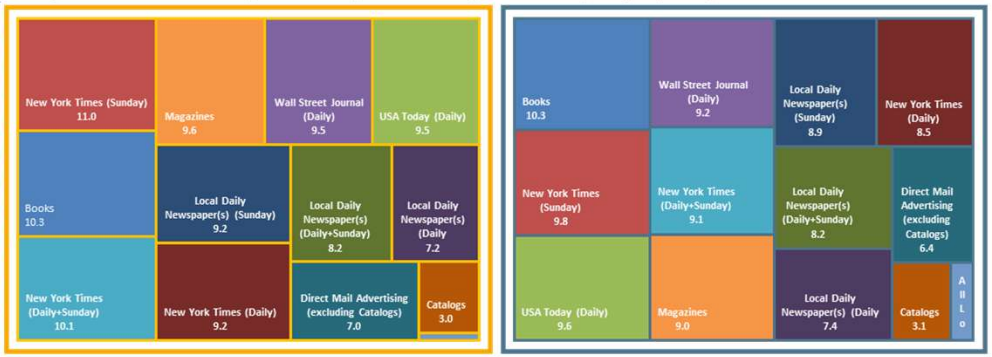
617,071 or 26.6% of Adults 25 - 54 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7. minutes every day representing 22.8% of all time spent daily with All forms of Print Media.

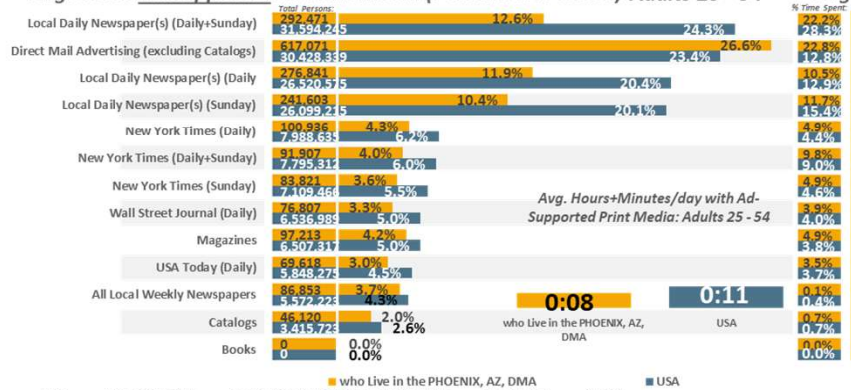
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



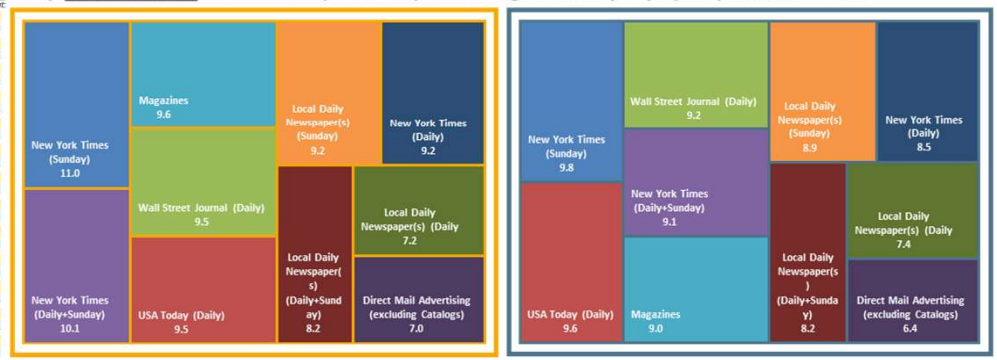
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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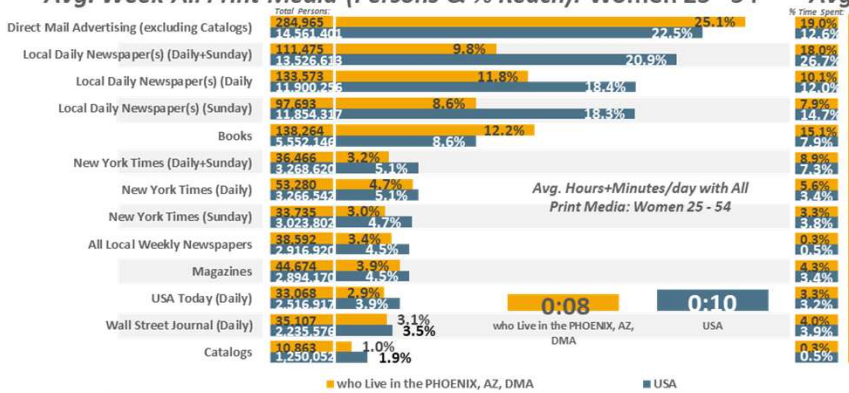
W25-54

284,965 or 25.1% of Women 25 - 54 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 6.3 minutes every day representing 22.4% of all time spent daily with All forms of Print Media.

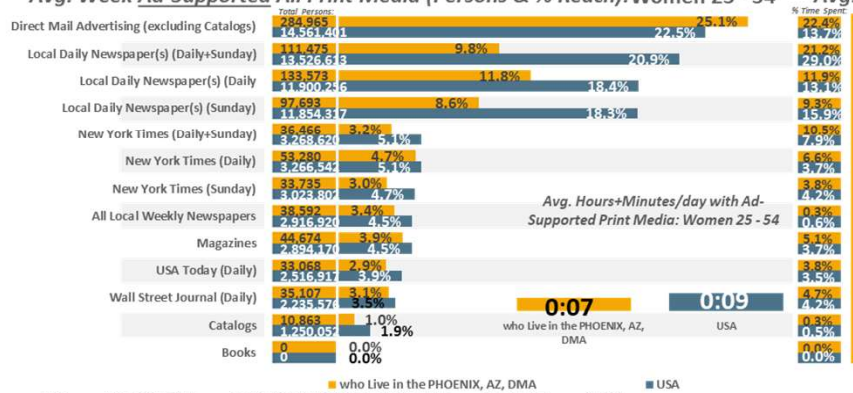
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



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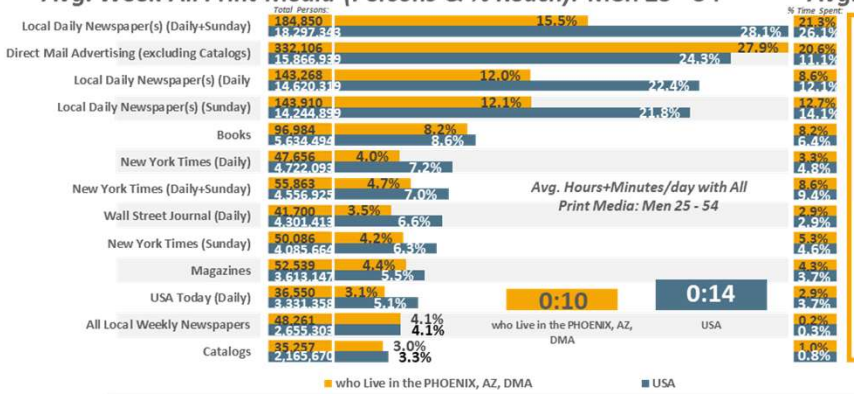
M25-54

184,850 or 15.5% of Men 25 - 54 who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 23.2% of all time spent daily with All forms of Print Media.

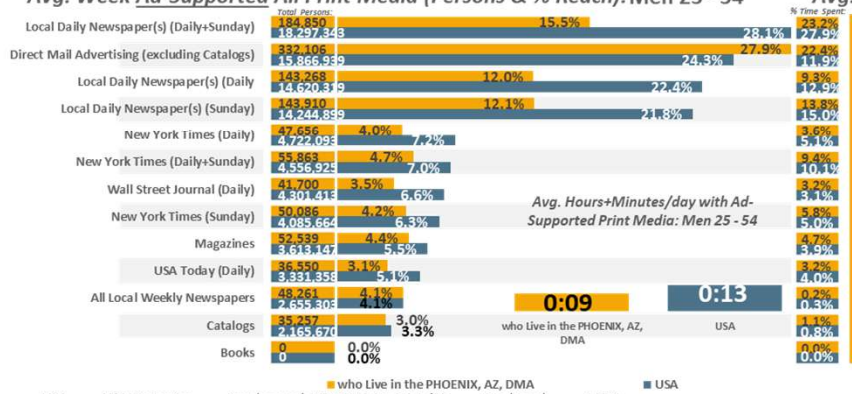
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



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



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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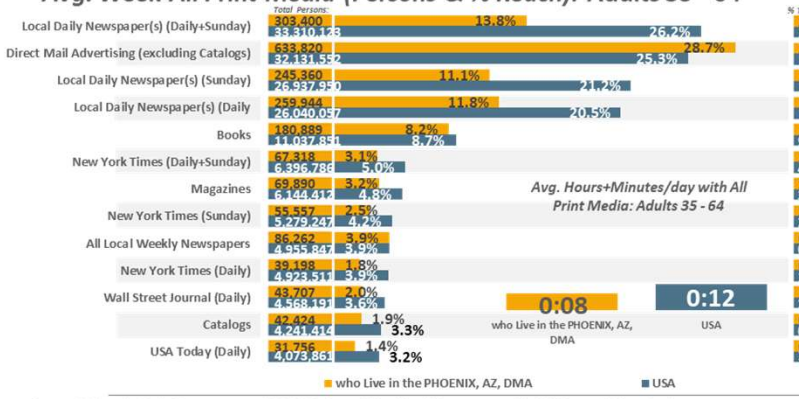
633,820 or 28.7% of Adults 35 - 64 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

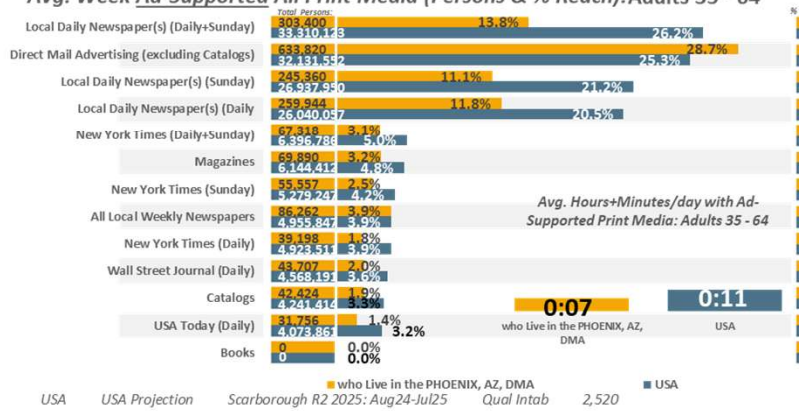
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



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



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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P18+

"Advertising Actions"

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

	P18+ who Live in the PHOENIX, AZ, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	1,629,689	34.2%	102,259,404	38.6%
Websites	1,566,661	32.9%	92,861,258	35.1%
Direct Mail	1,393,049	29.2%	76,810,903	29.0%
Broadcast, Cable, & Sat TV	950,333	20.0%	58,341,744	22.0%
Local AM/FM Radio	687,929	14.4%	41,784,433	15.8%
Local Broadcast TV	589,873	12.4%	38,338,982	14.5%
Podcasts	581,834	12.2%	32,152,374	12.1%
Video Streaming Services	568,037	11.9%	38,160,824	14.4%
Cable TV Networks	566,660	11.9%	36,673,273	13.8%
Newspapers	511,991	10.7%	30,895,502	11.7%
Audio Streaming Services	430,851	9.0%	29,105,005	11.0%
Billboards	421,161	8.8%	28,589,736	10.8%

Why Use Local AM/FM Radio?

14.4% of USA DMA P18+ who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the USA DMA Market Average of 15.8%.

USA

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

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 25006

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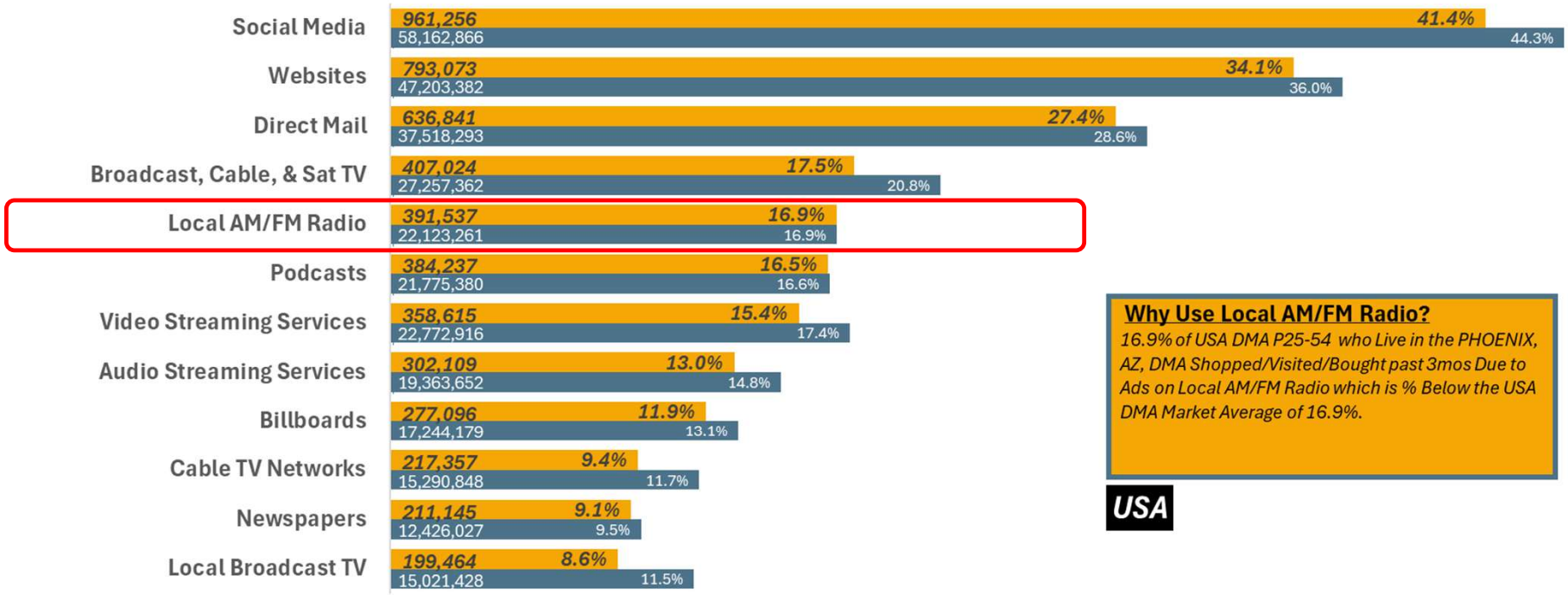
P25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.9% of USA DMA P25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 16.9%.

USA

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

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 11662

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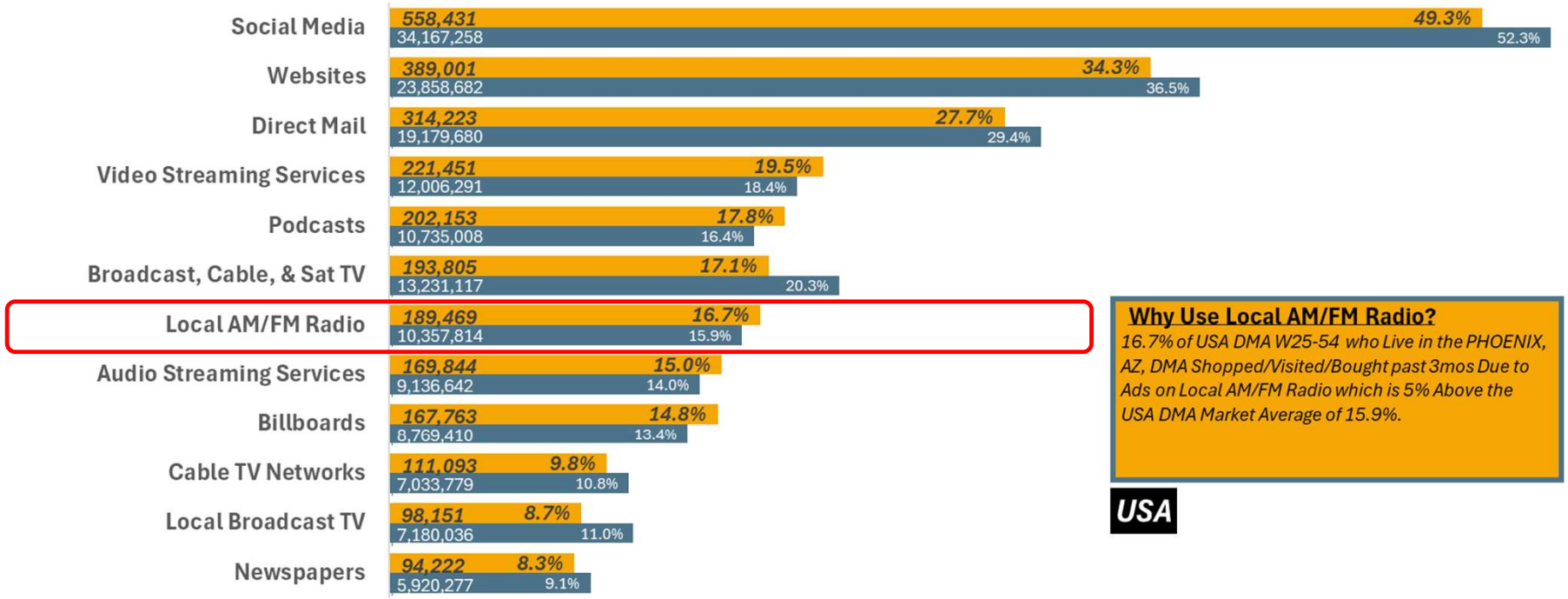
W25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.7% of USA DMA W25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 15.9%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 7025

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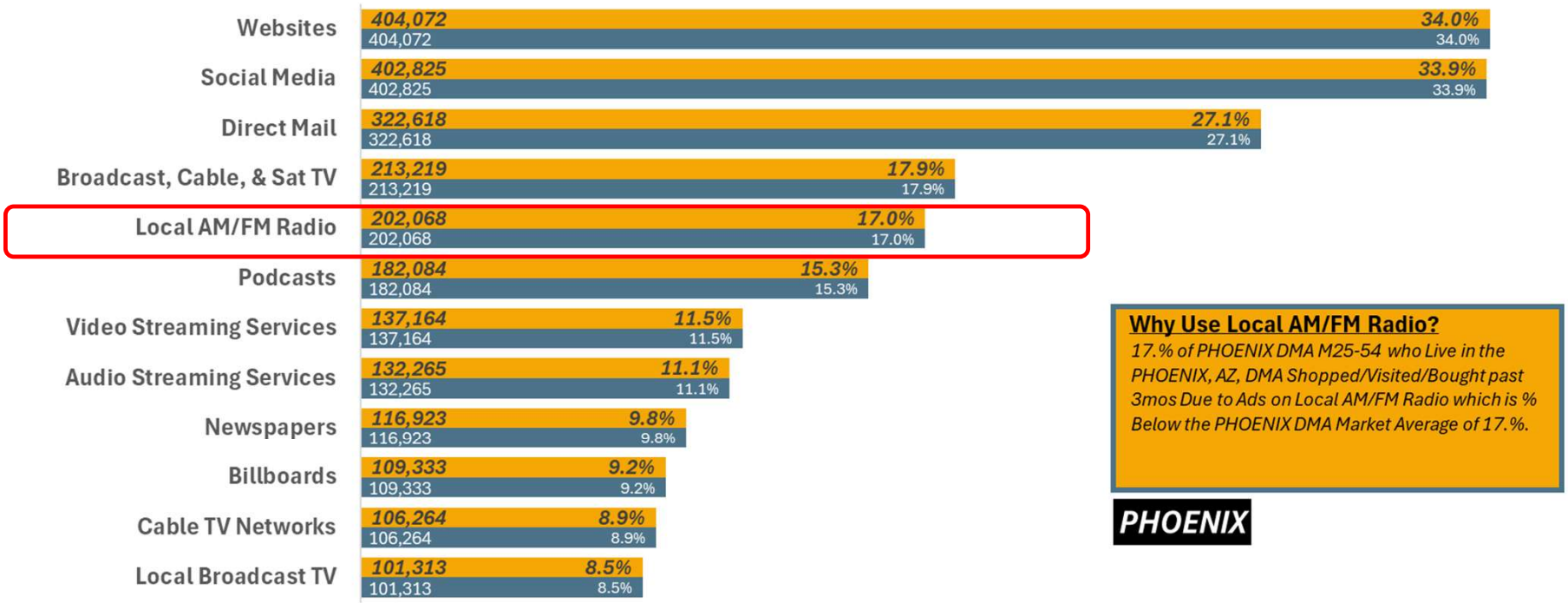
PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.% of PHOENIX DMA M25-54 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the PHOENIX DMA Market Average of 17.%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 460

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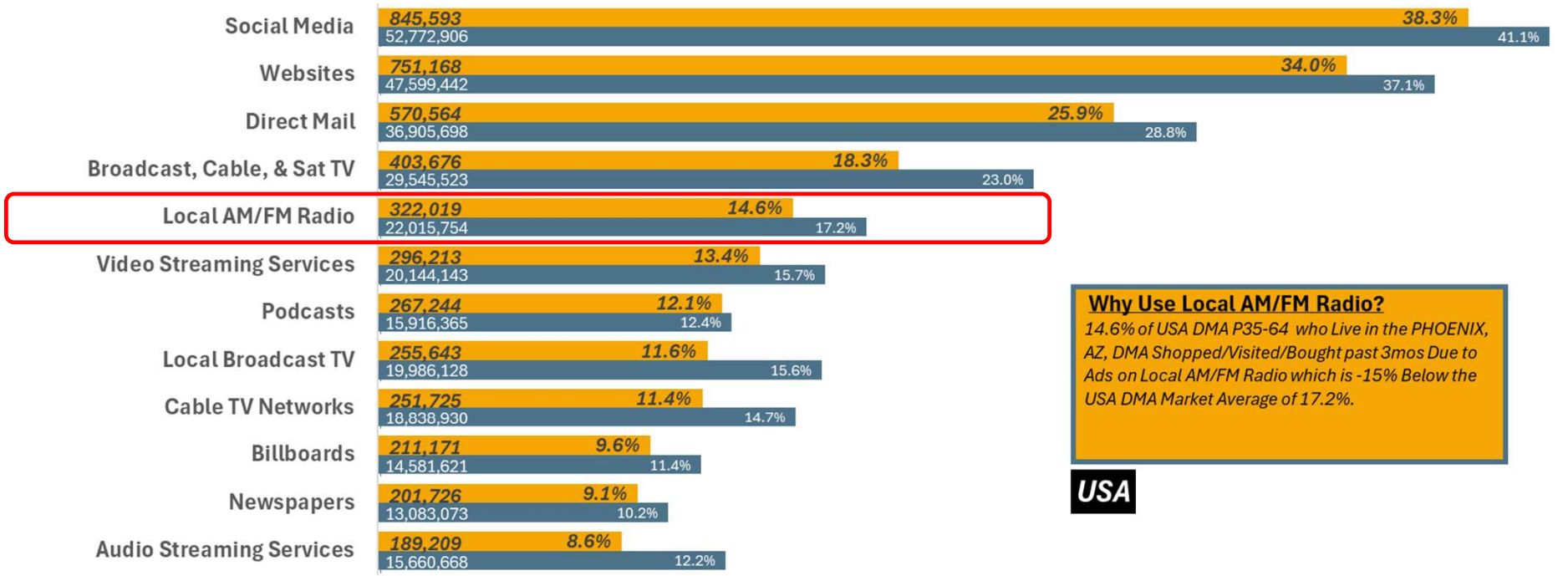
P35-64

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.6% of USA DMA P35-64 who Live in the PHOENIX, AZ, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the USA DMA Market Average of 17.2%.

USA

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

USA DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 13016

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