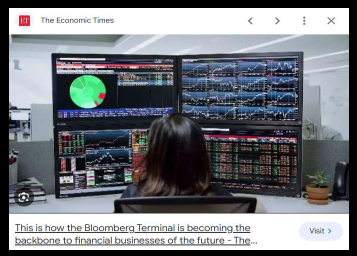
# USA–5 Demos of the Seattle-Tacoma, WA DMA vs. the USA...

# Brand New Data as of JULY 31, 2025!

## Complete Demographic & Media Use Profiles



























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

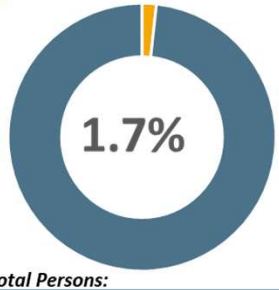
HUBBARD BROADCASTING INC. HB




# P18+

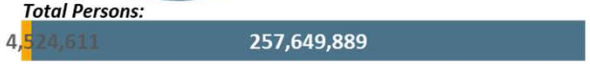
1.7% or 4,524,611 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 48.3 years old (.8% younger than average) and have a $124,869 (31.3% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older

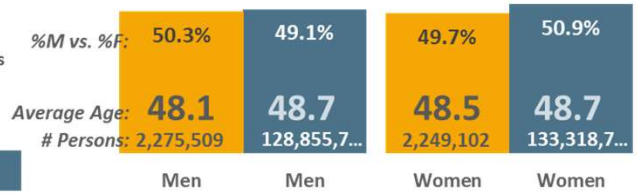



- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

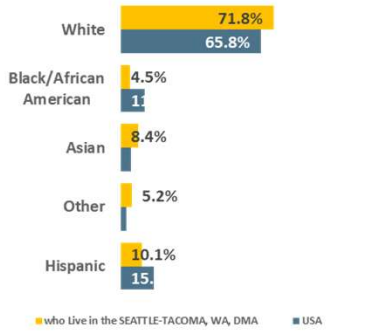
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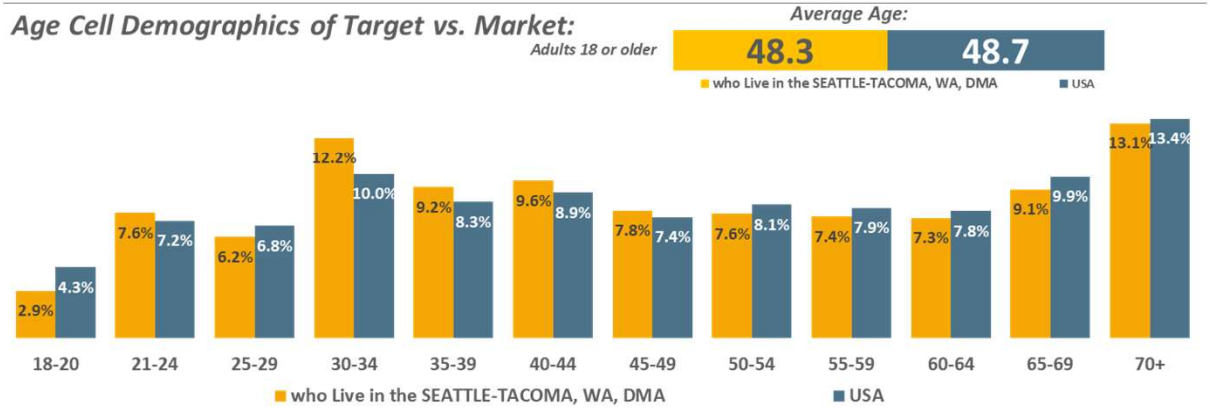

## *Gender of Target vs. Market:* Adults 18 or older



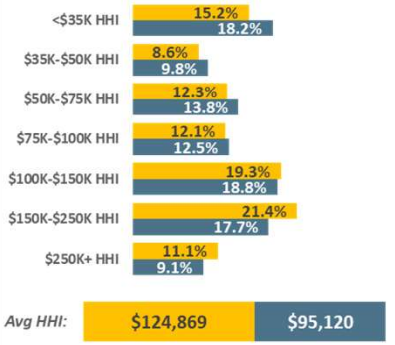

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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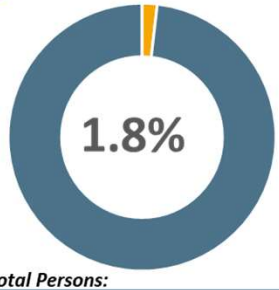
*USA Projection* *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*




# P25-54

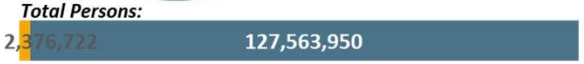
1.8% or 2,376,722 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.7 years old (.6% younger than average) and have a $133,828 (33.% higher than average) annual household income.

## Percent of Market: Adults 25 - 54

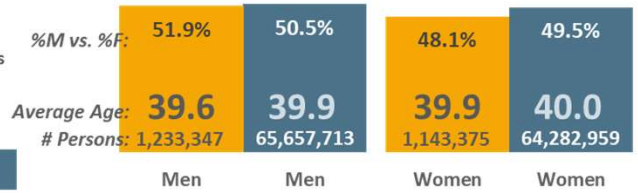



- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

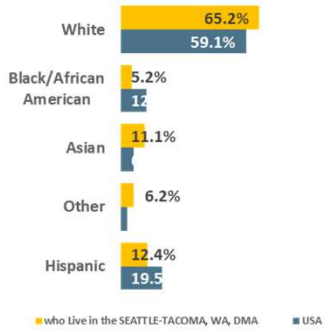
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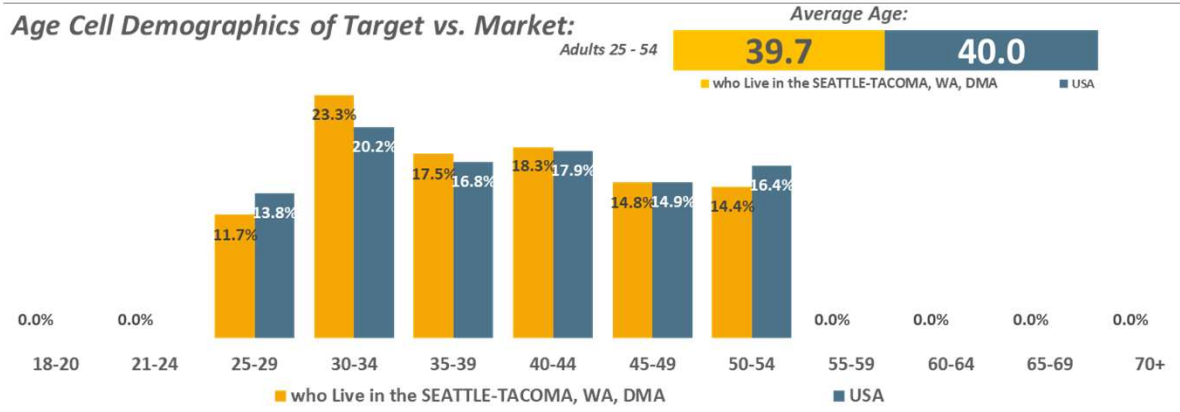

## Gender of Target vs. Market: Adults 25 - 54



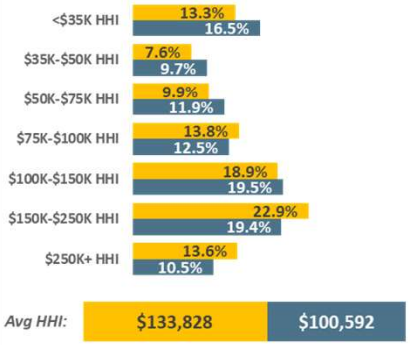

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

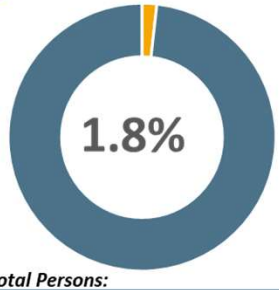
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*USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*



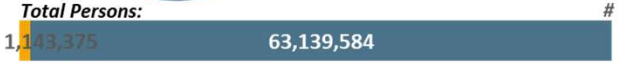

1.8% or 1,143,375 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.9 years old (.3% younger than average) and have a $123,737 (35.1% higher than average) annual household income.

## Percent of Market: Women 25 - 54

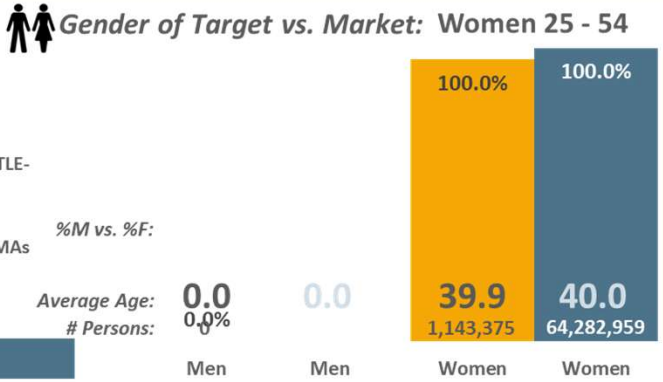



- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

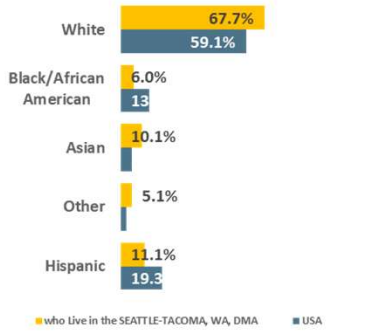
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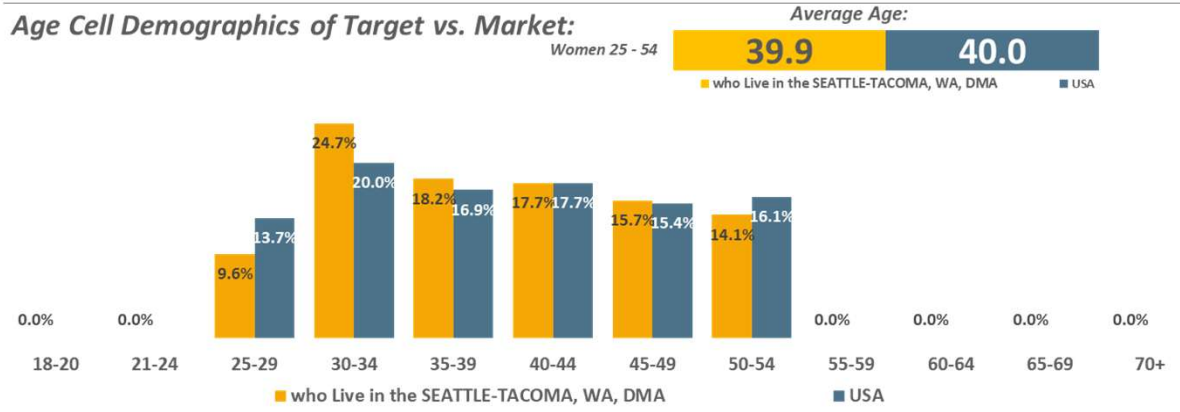

## Gender of Target vs. Market: Women 25 - 54



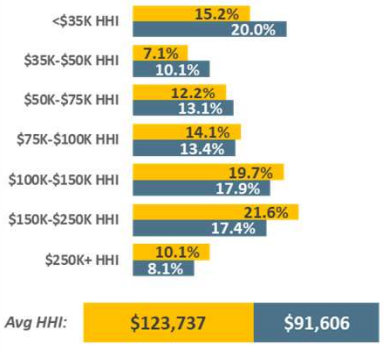

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




*USA  USA DMA Projection  Scarborough R2 2025: Sep24-Jul25  Qual Intab  3,986*

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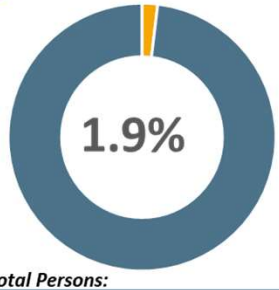
*USA Projection  Scarborough R2 2025: Feb24-Jul25  Qual Intab  25,445*




# M25-54

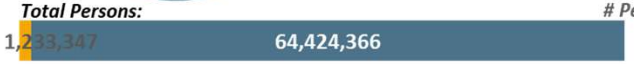
1.9% or 1,233,347 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.6 years old (.9% younger than average) and have a $143,183 (30.9% higher than average) annual household income.

## Percent of Market: Men 25 - 54

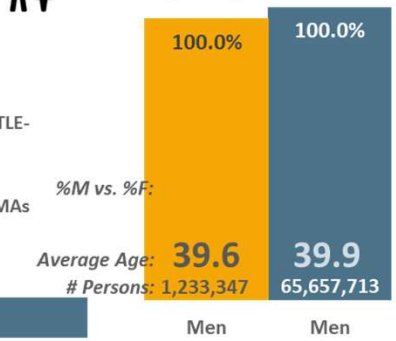



- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

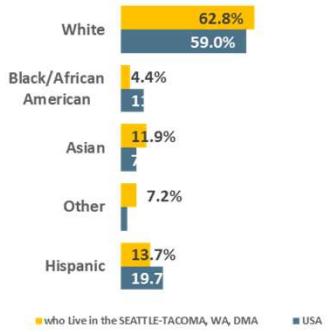
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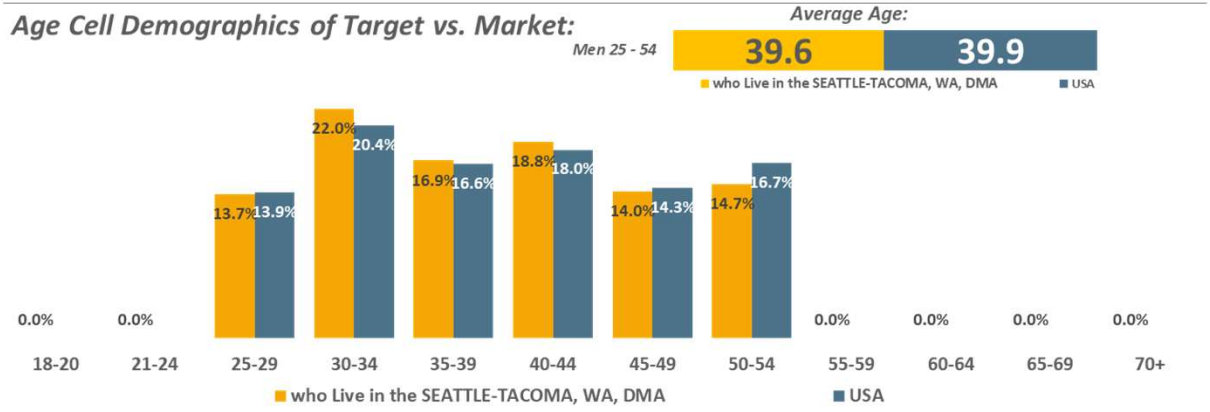

## Gender of Target vs. Market: Men 25 - 54



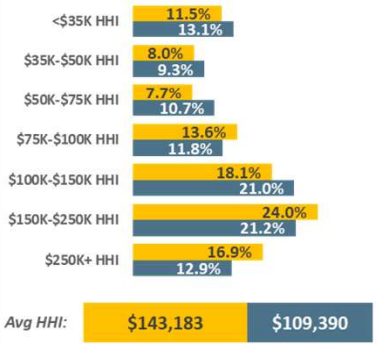

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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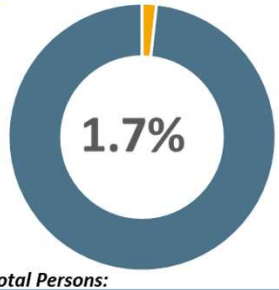
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*




# P35-64

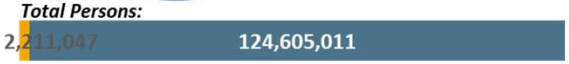
1.7% or 2,211,047 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 49.2 years old (1.2% younger than average) and have a $135,802 (27.7% higher than average) annual household income.

## Percent of Market: Adults 35 - 64

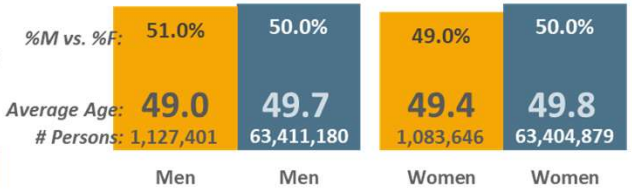



- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

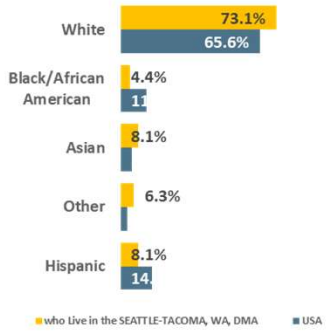
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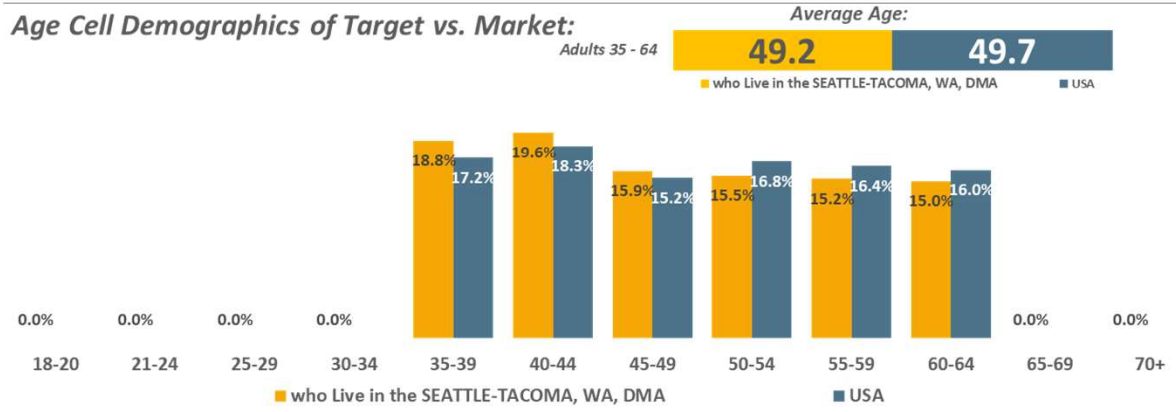

## Gender of Target vs. Market: Adults 35 - 64



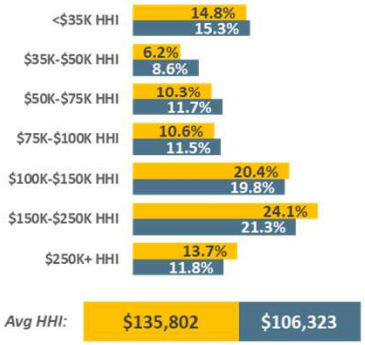

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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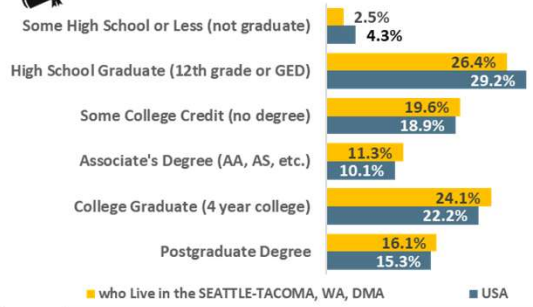
*USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*



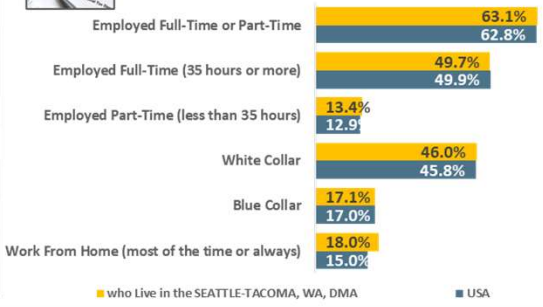

# P18+

1.7% or 4,524,611 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.1% more likely to be a college graduate, .4% less likely to work full-time, 2.9% more likely to be married, 10.7% more likely to be a parent of 1 or more children under 18.

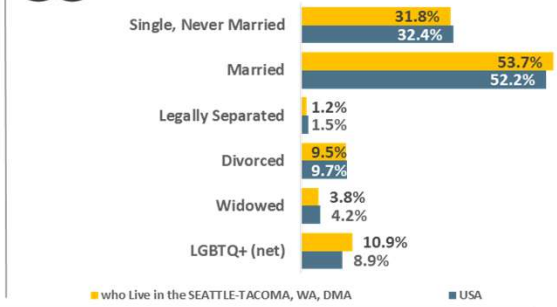
## Education Levels: Adults 18 or older



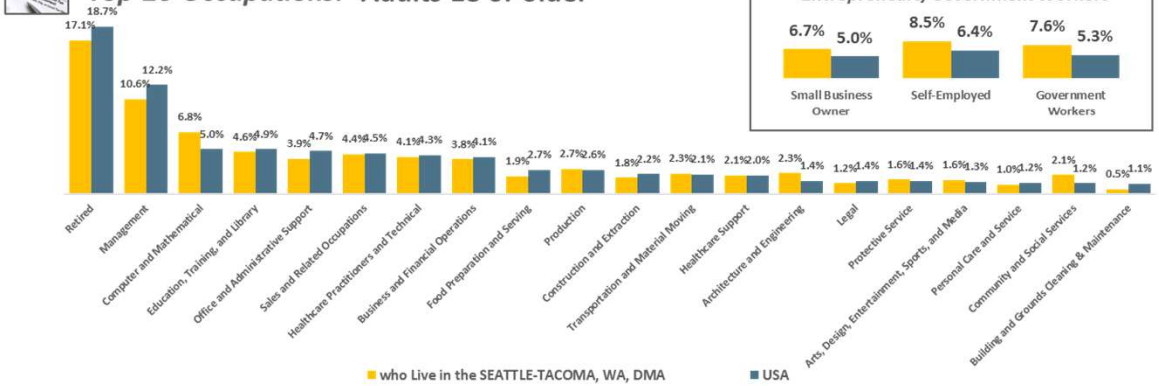

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



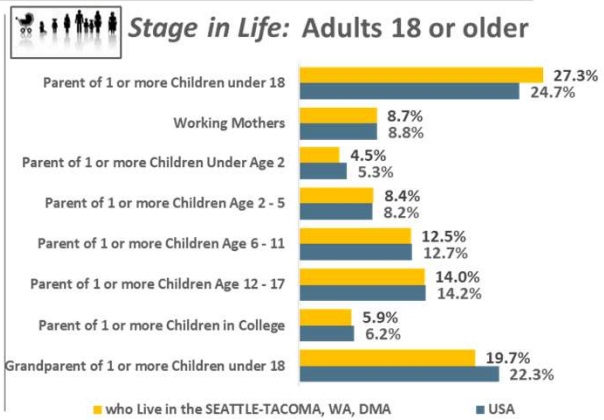

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Government Workers




## Stage in Life: Adults 18 or older




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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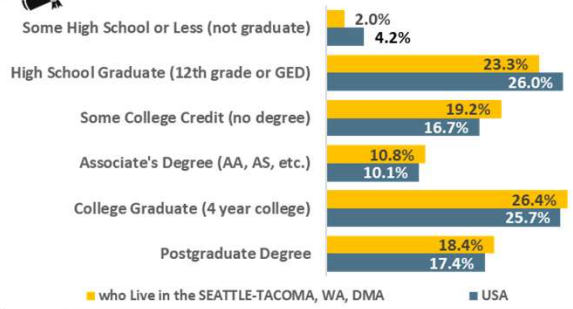
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



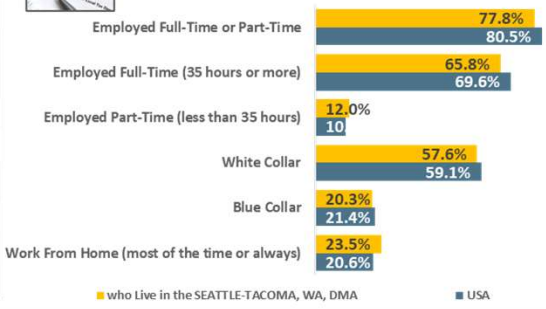

# P25-54

1.8% or 2,376,722 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.% more likely to be a college graduate, 5.4% less likely to work full-time, 5.5% more likely to be married, 2.9% more likely to be a parent of 1 or more children under 18.

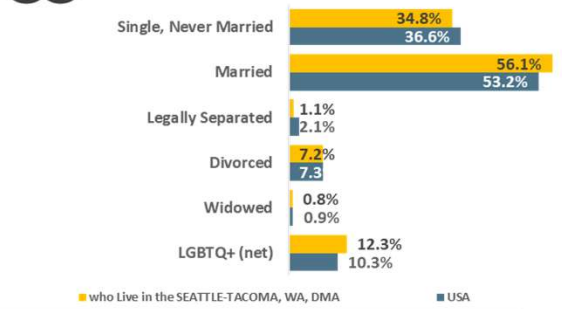
## Education Levels: Adults 25 - 54



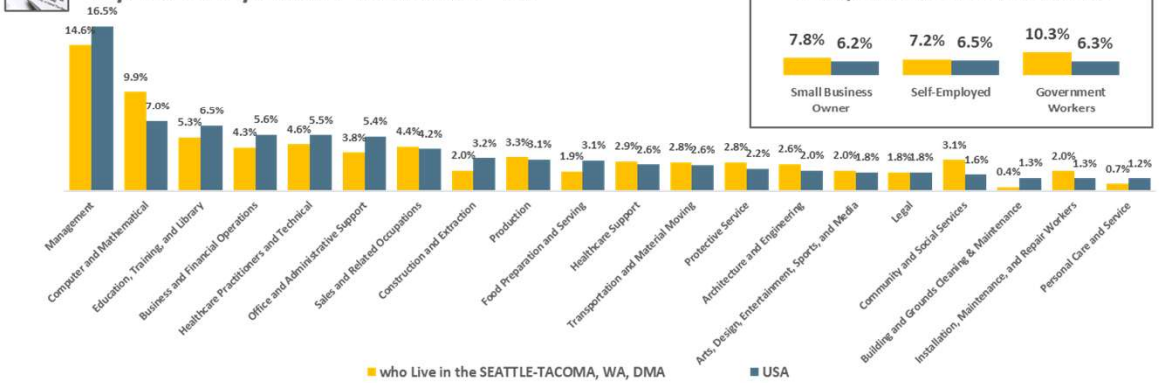

## Employment: Adults 25 - 54




## Marital Status: Adults 25 - 54



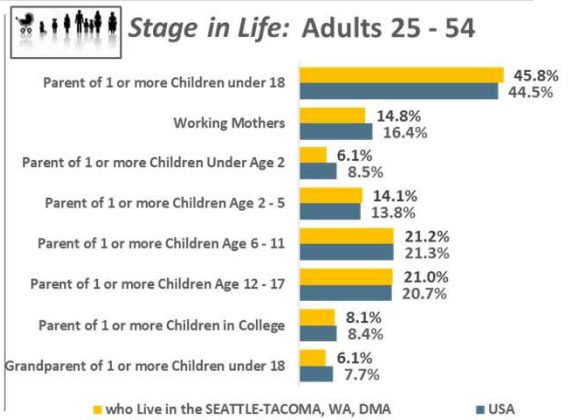

## Top-20 Occupations: Adults 25 - 54




### Entrepreneurs/Government Workers




## Stage in Life: Adults 25 - 54




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

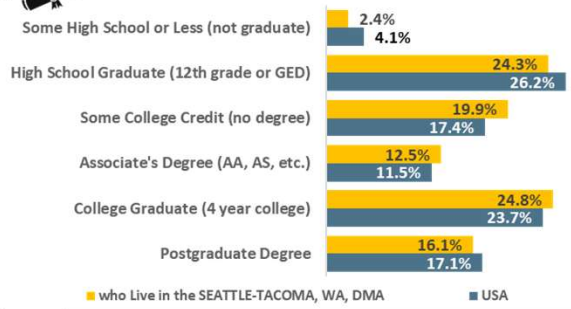
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*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*

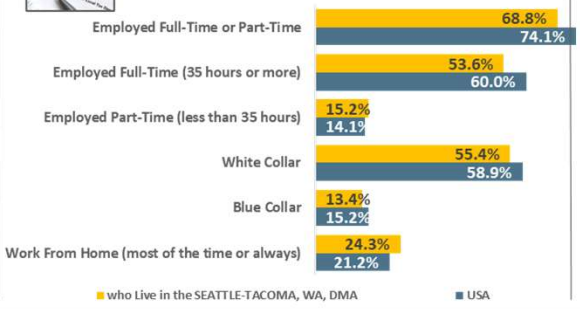



1.8% or 1,143,375 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are .3% more likely to be a college graduate, 10.5% less likely to work full-time, 7.9% more likely to be married, 29.6% less likely to be a grandparent of 1 or more children under 18.

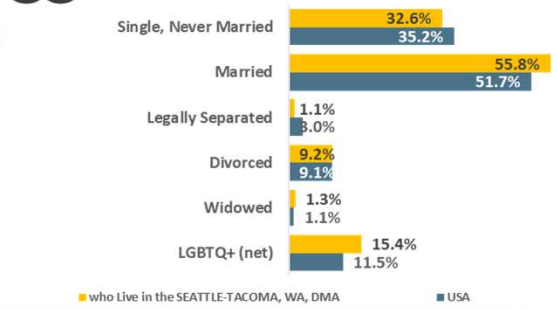
## Education Levels: Women 25 - 54



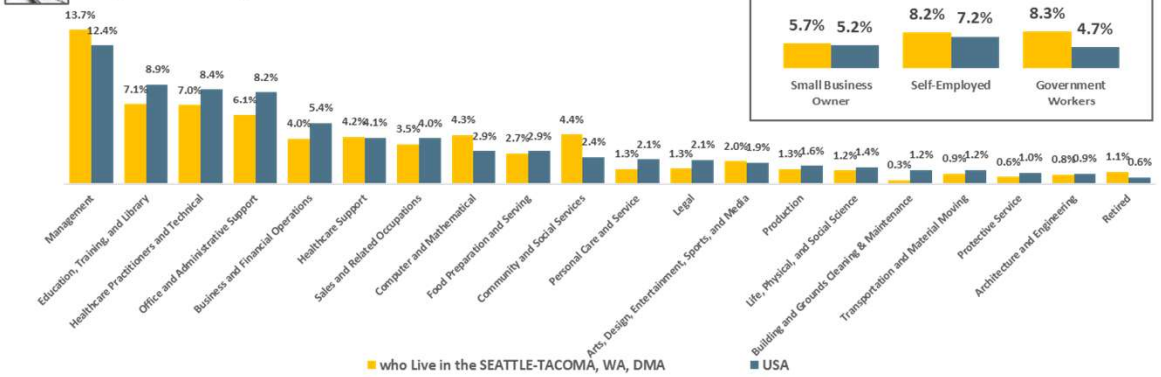

## Employment: Women 25 - 54




## Marital Status: Women 25 - 54



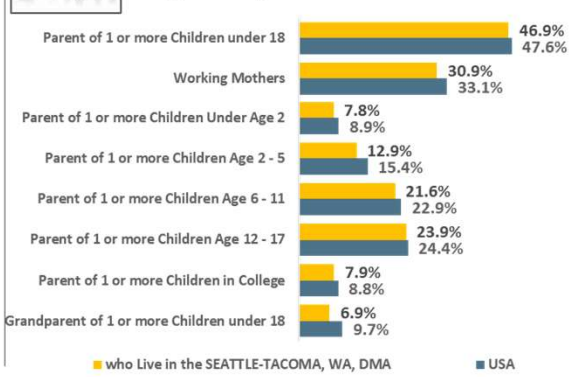

## Top-20 Occupations: Women 25 - 54




### Entrepreneurs/Government Workers




## Stage in Life: Women 25 - 54




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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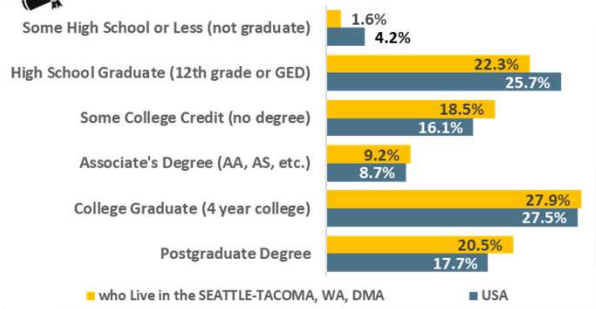
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



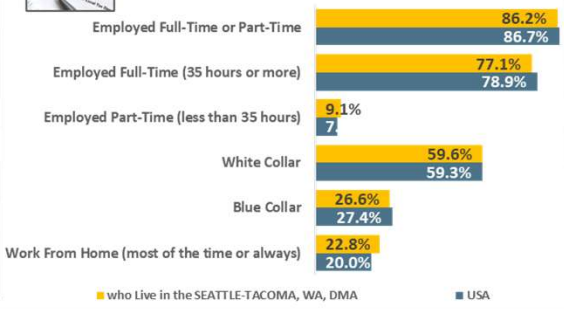

# M25-54

1.9% or 1,233,347 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.9% more likely to be a college graduate, 2.4% less likely to work full-time, 3.3% more likely to be married, 8.2% more likely to be a parent of 1 or more children under 18.

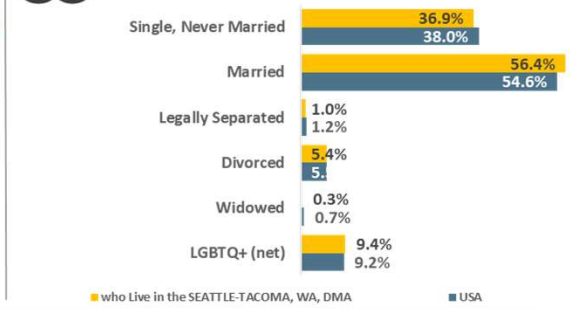
## Education Levels: Men 25 - 54



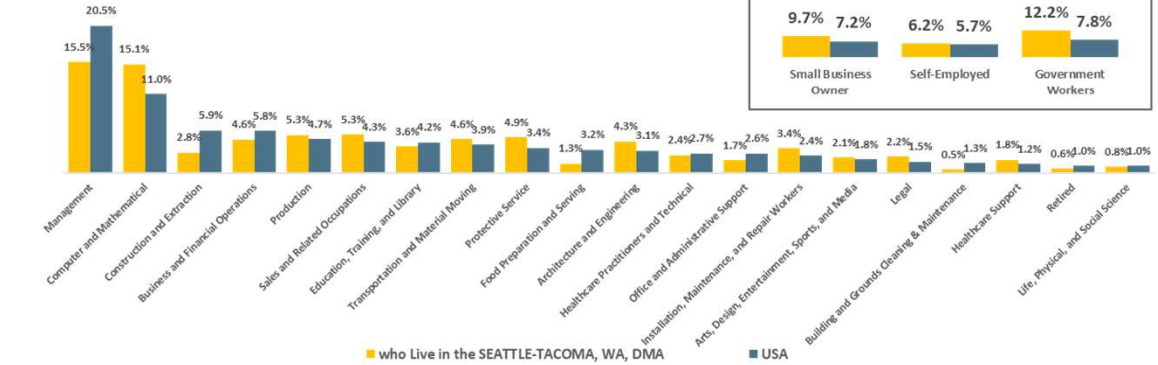

## Employment: Men 25 - 54




## Marital Status: Men 25 - 54



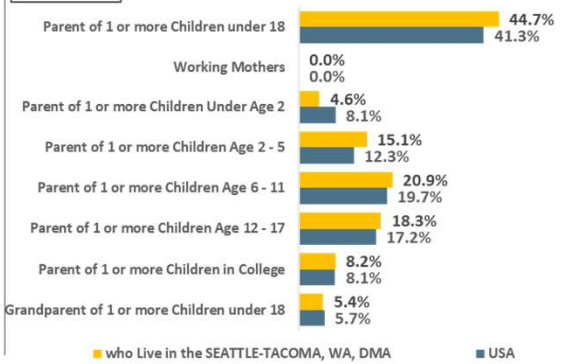

## Top-20 Occupations: Men 25 - 54




### Entrepreneurs/Government Workers




## Stage in Life: Men 25 - 54




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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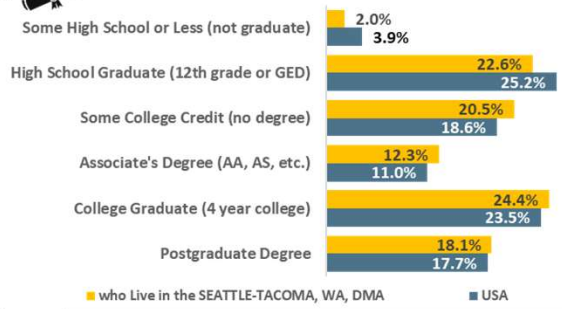
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



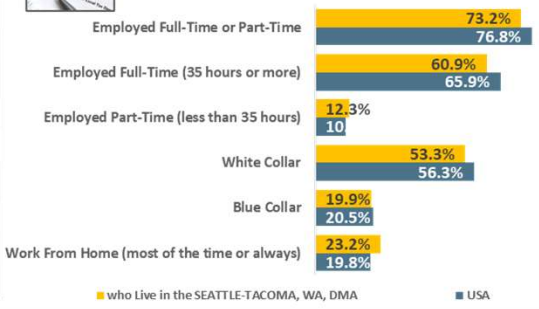

# P35-64

1.7% or 2,211,047 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 3.2% more likely to be a college graduate, 7.6% less likely to work full-time, 4.1% more likely to be married, 16.4% less likely to be a grandparent of 1 or more children under 18.

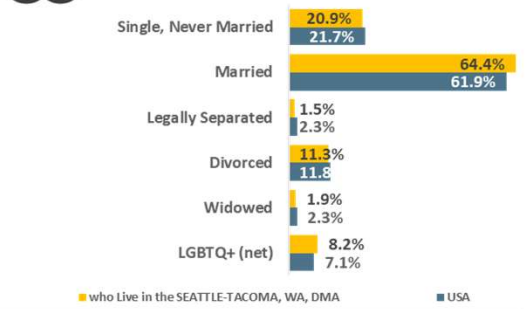
## Education Levels: Adults 35 - 64



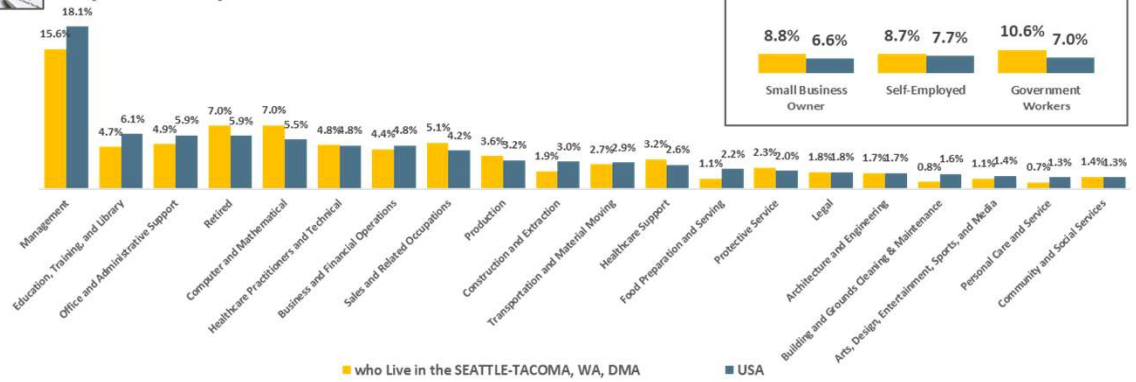

## Employment: Adults 35 - 64




## Marital Status: Adults 35 - 64



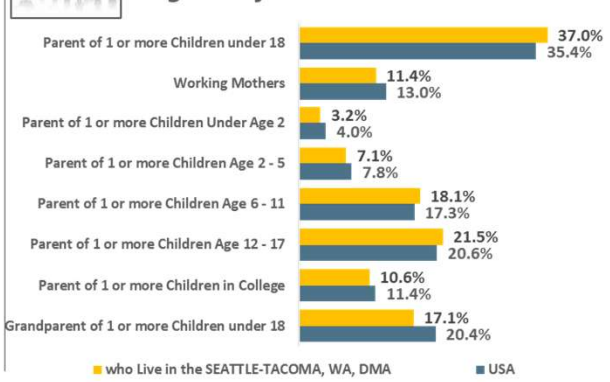

## Top-20 Occupations: Adults 35 - 64




### Entrepreneurs/Government Workers




## Stage in Life: Adults 35 - 64




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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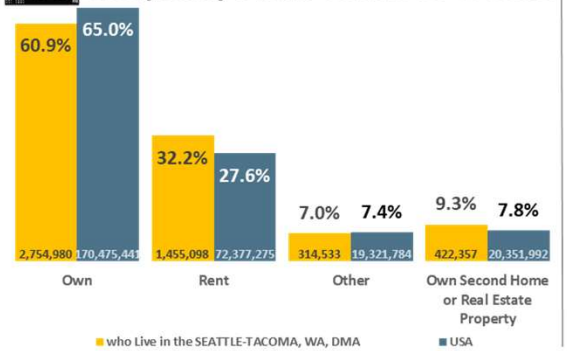
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



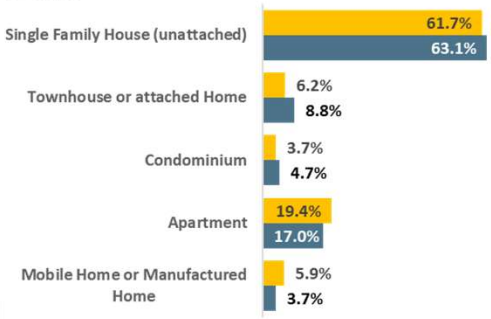

# P18+

1.7% or 4,524,611 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 6.4% less likely to own their home, 90.% more likely to own a higher valued home, 2.2% less likely to have a single-family home, 4.8% more likely to have a dog.

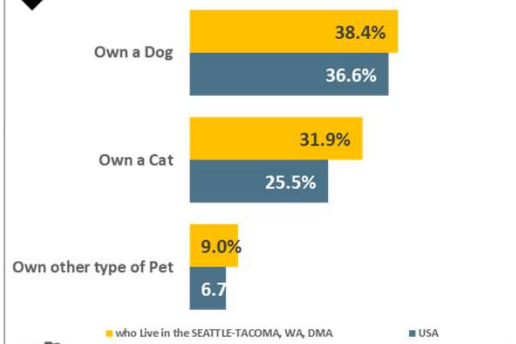
## *Own/Rent/Other:* Adults 18 or older



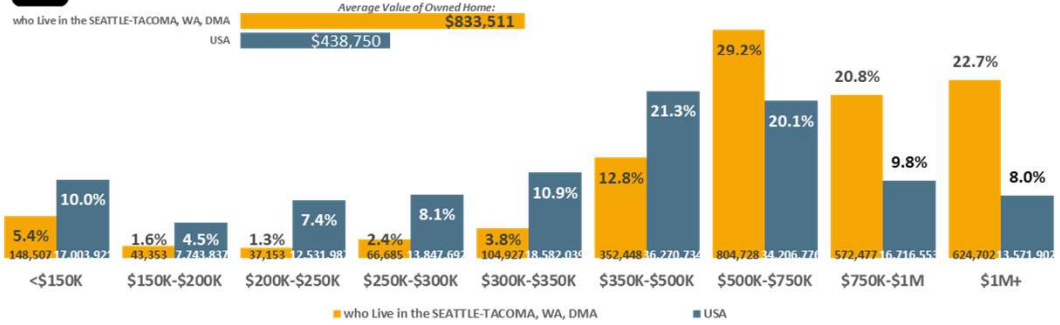

## *Type of Home:* Adults 18 or older



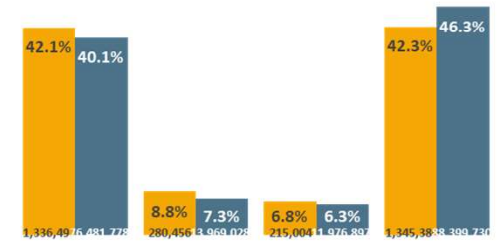

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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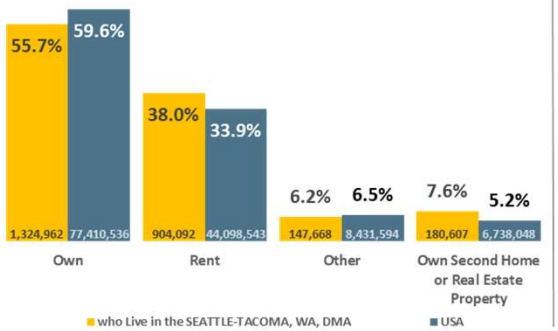
*USA Projection* *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



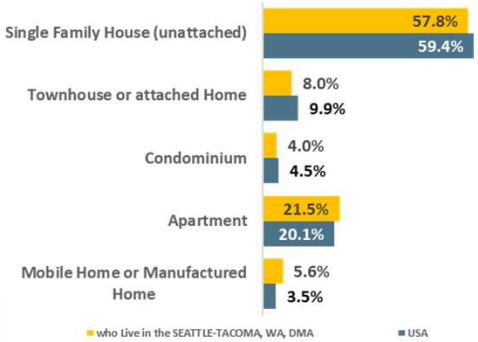

# P25-54

1.8% or 2,376,722 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.4% less likely to own their home, 82.7% more likely to own a higher valued home, 2.7% less likely to have a single-family home, 6.1% more likely to have a dog.

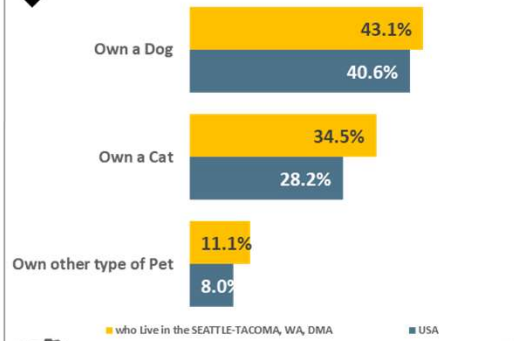
## *Own/Rent/Other:* Adults 25 - 54



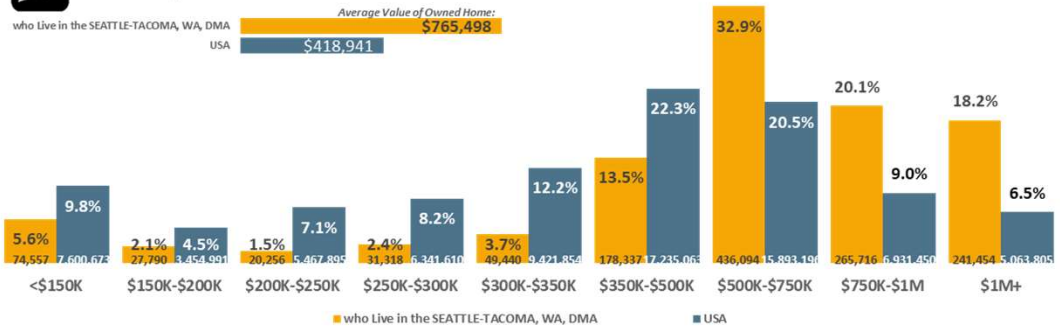

## *Type of Home:* Adults 25 - 54



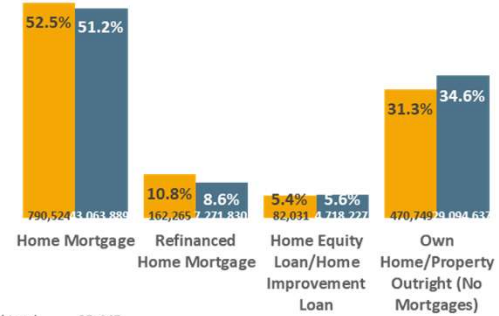

## *Pets in Home:* Adults 25 - 54




## *Value of Owned Home:* Adults 25 - 54




## *Home Loans:* Adults 25 - 54




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

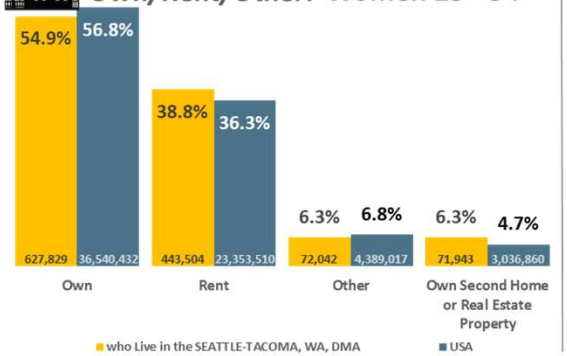
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*USA Projection* *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*

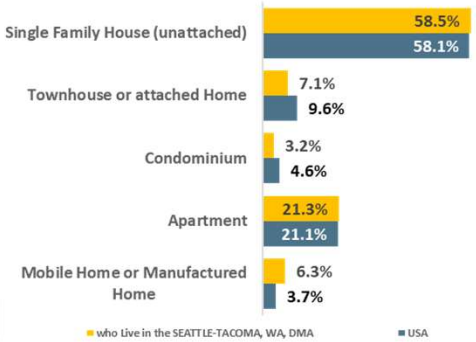



1.8% or 1,143,375 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.4% less likely to own their home, 83.5% more likely to own a higher valued home, .7% more likely to have a single-family home, 2.1% more likely to have a dog.

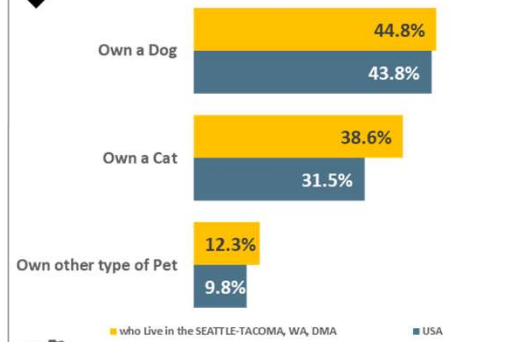
## *Own/Rent/Other:* Women 25 - 54



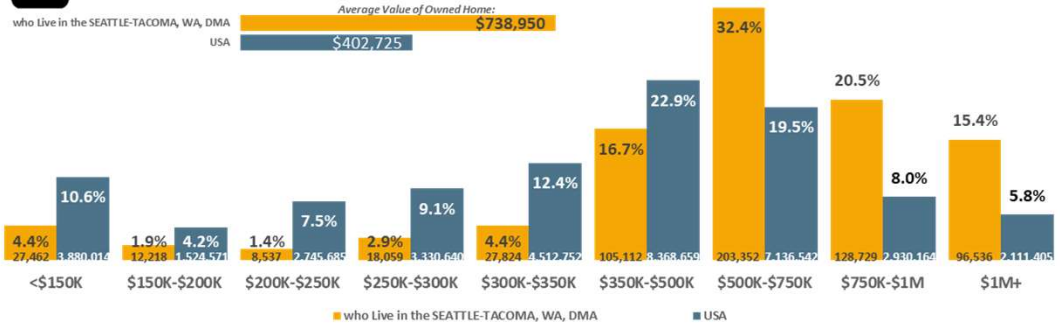

## *Type of Home:* Women 25 - 54



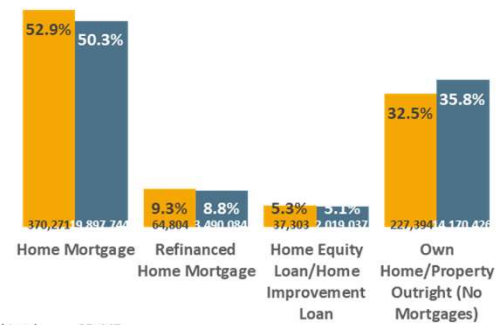

## *Pets in Home:* Women 25 - 54




## *Value of Owned Home:* Women 25 - 54




## *Home Loans:* Women 25 - 54




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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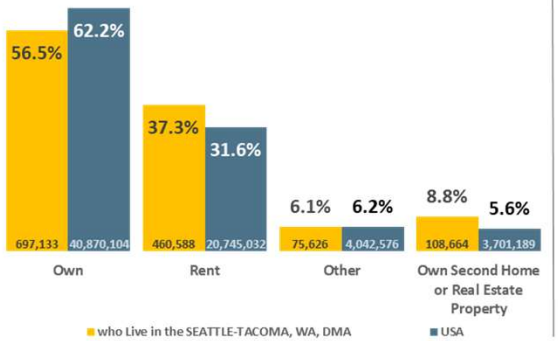
*USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*



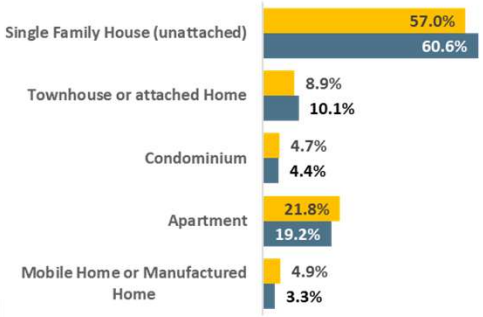

# M25-54

1.9% or 1,233,347 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 9.2% less likely to own their home, 82.1% more likely to own a higher valued home, 5.8% less likely to have a single-family home, 11.% more likely to have a dog.

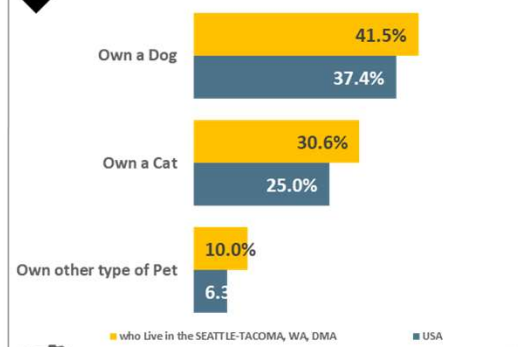
## *Own/Rent/Other:* Men 25 - 54



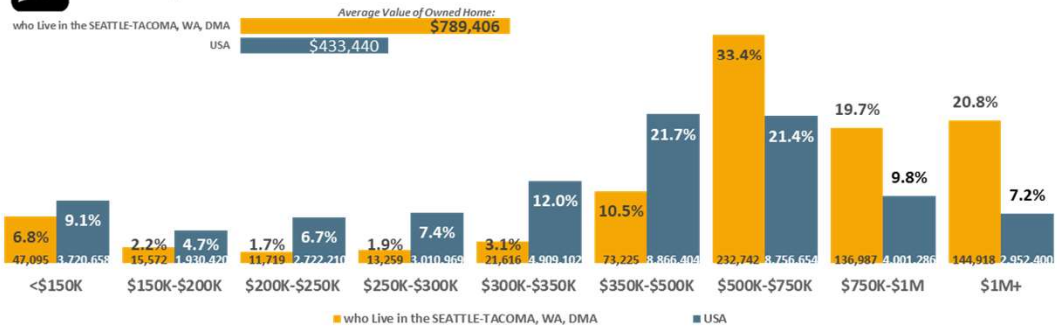

## *Type of Home:* Men 25 - 54



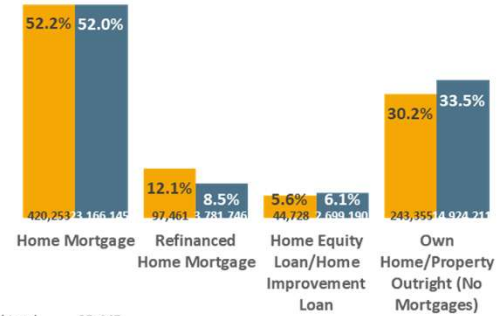

## *Pets in Home:* Men 25 - 54




## *Value of Owned Home:* Men 25 - 54




## *Home Loans:* Men 25 - 54




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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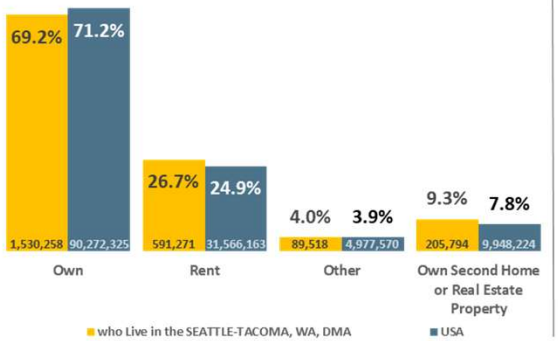
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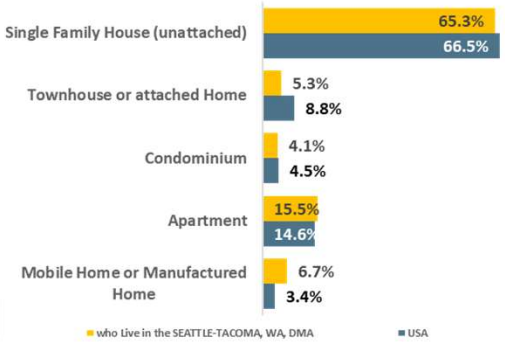

# P35-64

1.7% or 2,211,047 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 2.8% less likely to own their home, 79.3% more likely to own a higher valued home, 1.8% less likely to have a single-family home, 5.2% more likely to have a dog.

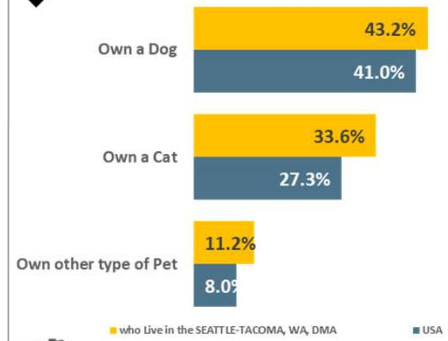
## *Own/Rent/Other:* Adults 35 - 64



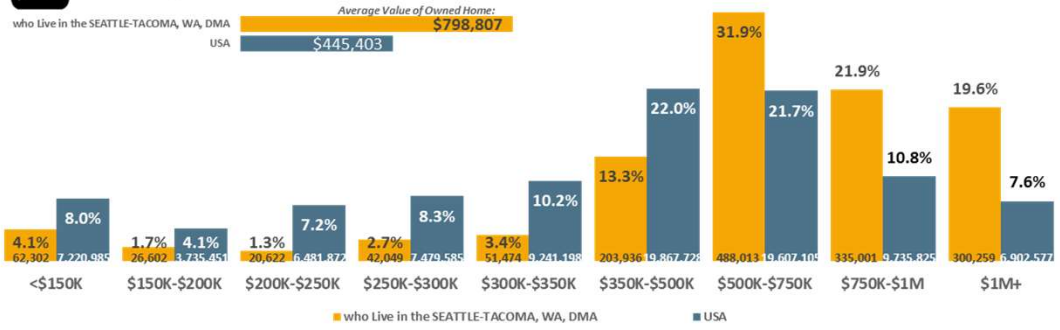

## *Type of Home:* Adults 35 - 64



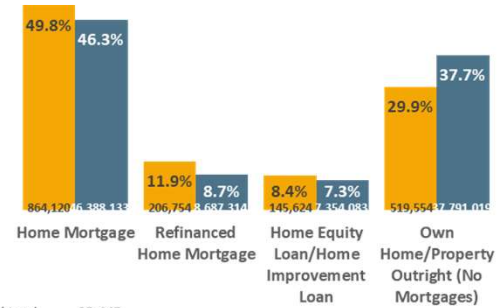

## *Pets in Home:* Adults 35 - 64




## *Value of Owned Home:* Adults 35 - 64




## *Home Loans:* Adults 35 - 64




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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*USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*



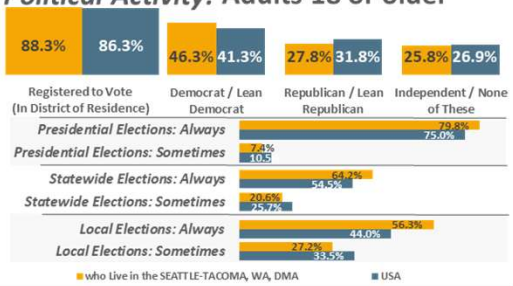

# P18+

1.7% or 4,524,611 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 6.1% more likely to look up D-I-Y advice online, 28.% more likely to always vote in local elections, 2.3% less likely to belong to a gym, 6.4% more likely to fly domestic past yr.

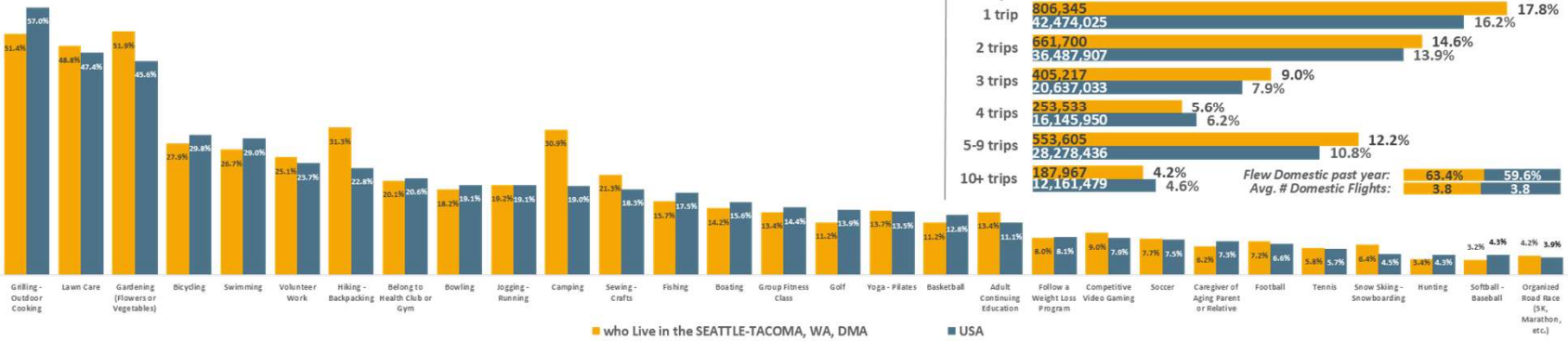
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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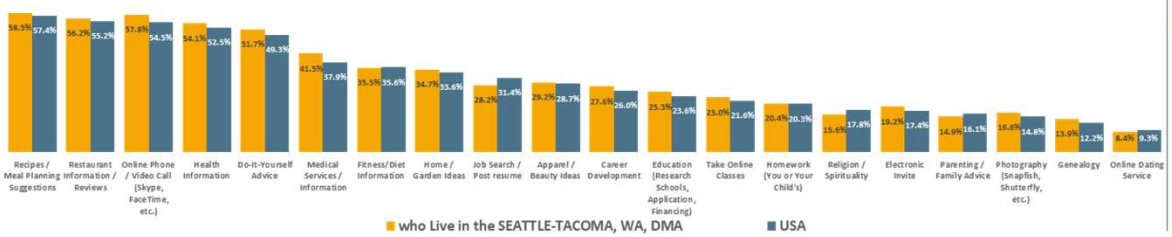
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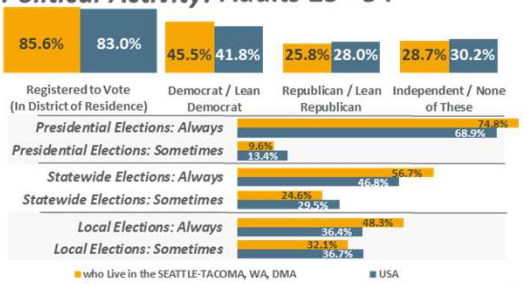

# P25-54

1.8% or 2,376,722 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.9% more likely to look up D-I-Y advice online, 32.7% more likely to always vote in local elections, 9.6% less likely to belong to a gym, 7.% more likely to fly domestic past yr.

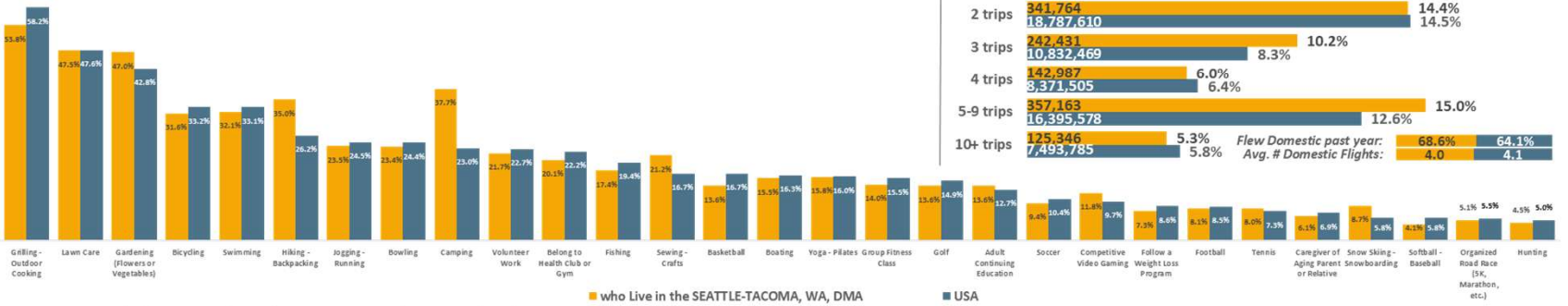
## Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54




## Political Activity: Adults 25 - 54




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




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




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

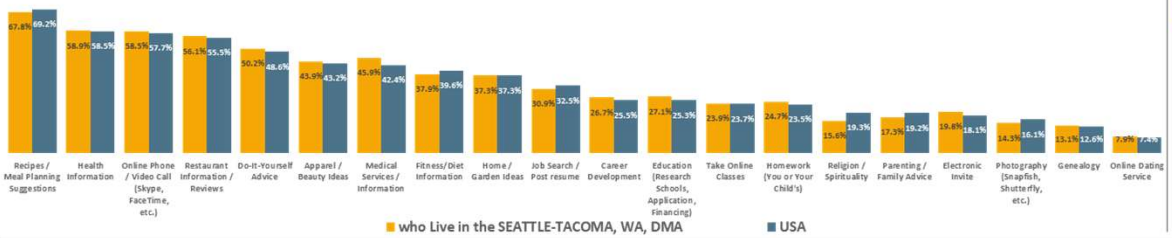
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*USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

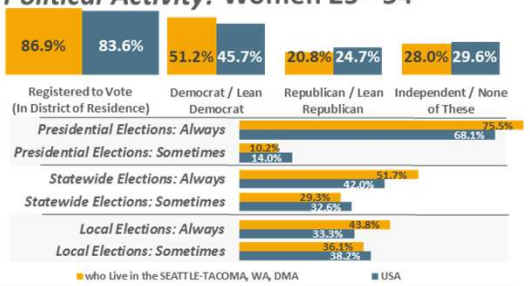



1.8% or 1,143,375 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.2% more likely to look up D-I-Y advice online, 31.5% more likely to always vote in local elections, 3.4% less likely to belong to a gym, 4.8% more likely to fly domestic past yr.

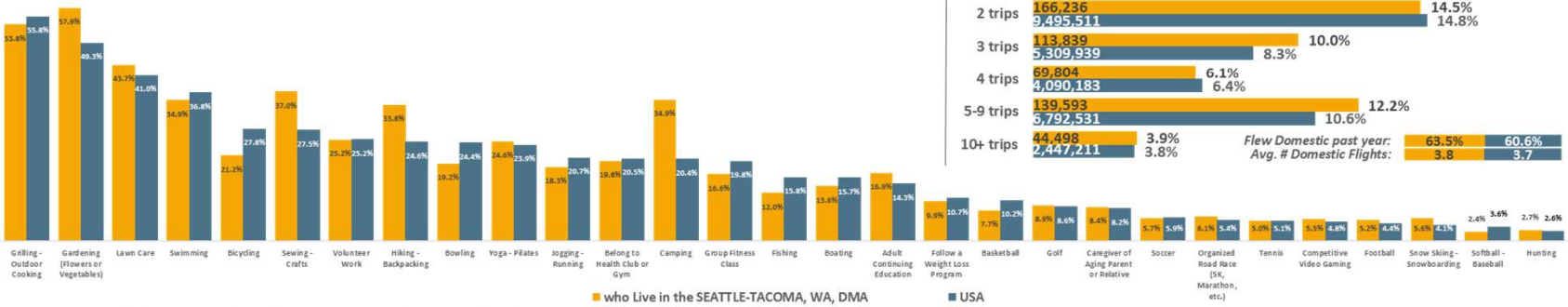
## *Top-20 past 30-days Online Lifestyle Activites:* Women 25 - 54




## *Political Activity:* Women 25 - 54




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




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




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

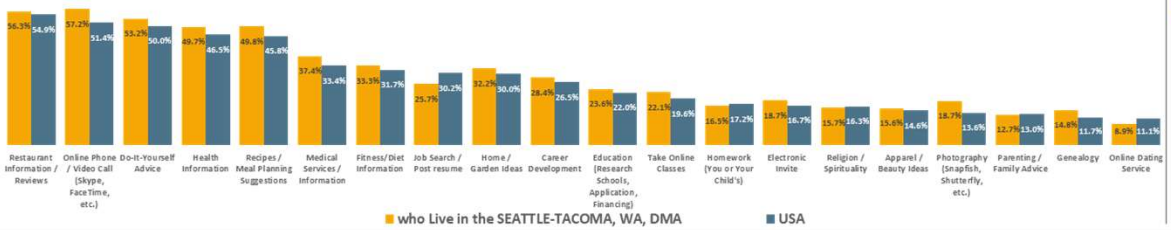
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*USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

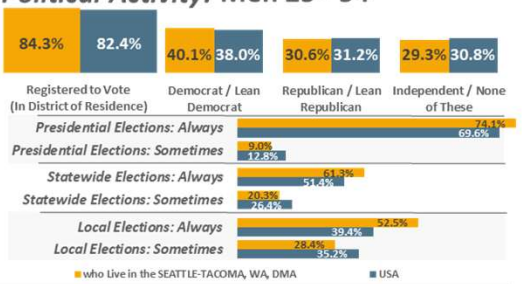



1.9% or 1,233,347 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.4% more likely to look up D-I-Y advice online, 33.3% more likely to always vote in local elections, 14.9% less likely to belong to a gym, 8.6% more likely to fly domestic past yr.

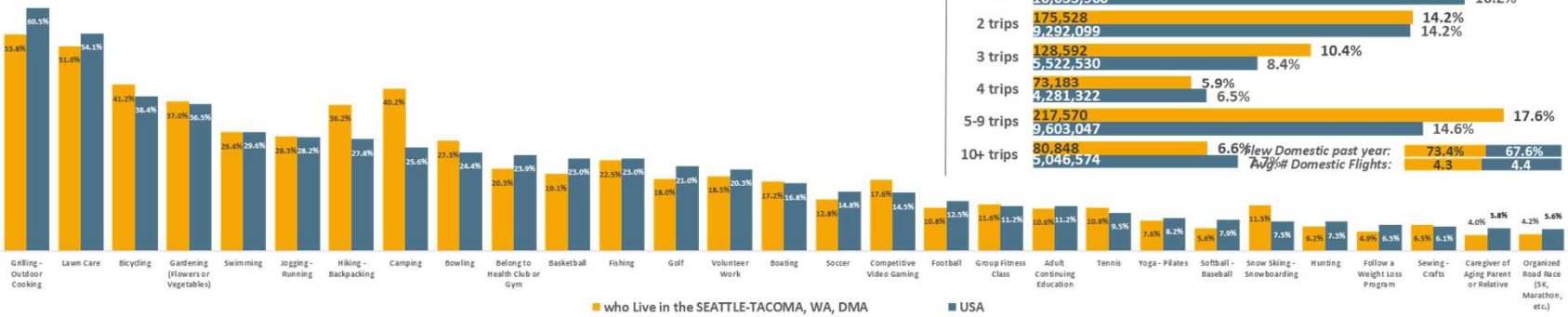
## Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54




## Political Activity: Men 25 - 54




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




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




USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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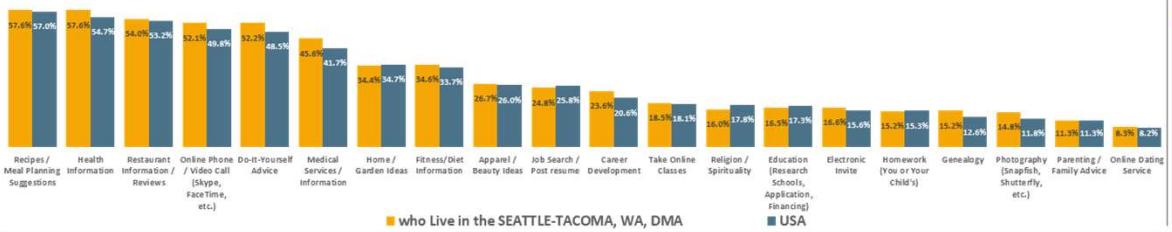
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



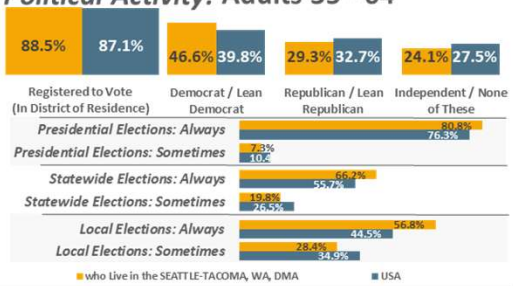

# P35-64

1.7% or 2,211,047 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 7.6% more likely to look up D-I-Y advice online, 27.9% more likely to always vote in local elections, 12.7% less likely to belong to a gym, 3.1% more likely to fly domestic past yr.

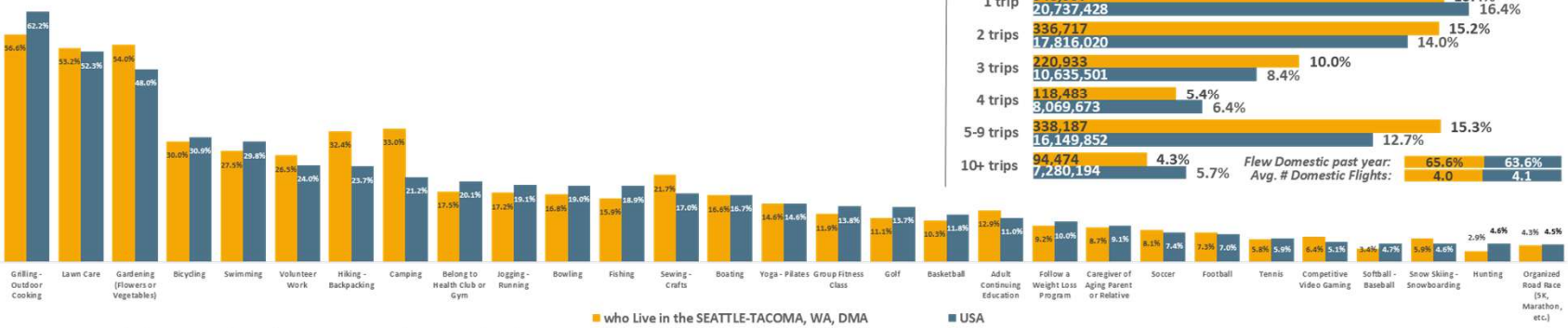
## Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64




## Political Activity: Adults 35 - 64




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




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




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*




# P18+

1.7% or 4,524,611 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.3% less likely to use QSRs past mo., 3.1% less likely to use Sit-Down Restaurants past mo., 11.8% more likely to use Casinos past yr., 5.8% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*
80.1% 83.7%
3,624,751 219,464,6 80

*Avg. Monthly QSR Meals:*
5.5 5.9

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






*Total Monthly Sit-Down Restaurant Users:*
69.9% 72.1%
3,162,900 189,151,6 78

*Avg. Monthly Sit-Down Restaurant Meals:*
3.8 3.7

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*
*who Live in the SEATTLE-TACOMA, WA, DMA* 893,209 19.7%
*USA* 19.6%

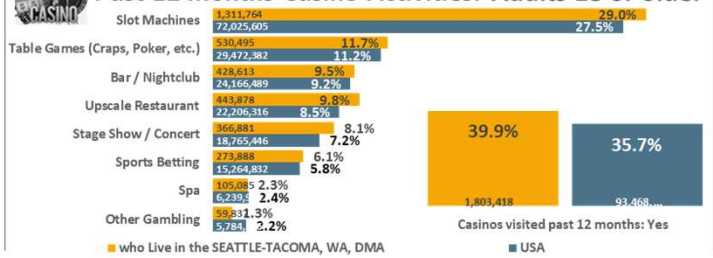
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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*USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

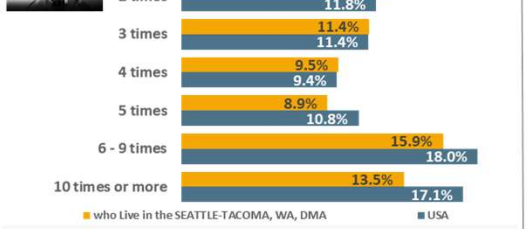



# P25-54

1.8% or 2,376,722 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.2% less likely to use QSRs past mo., .4% less likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 5.8% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 25 - 54



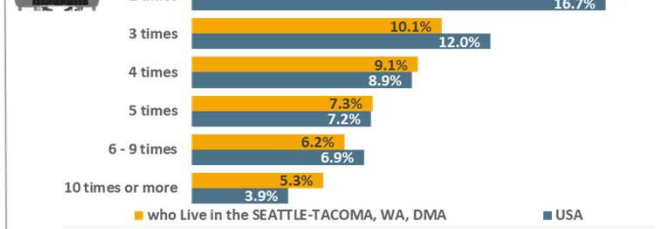



*Total Monthly QSR Users:*
82.7% 86.4%
1,965,625 112,230,476

*Avg. Monthly QSR Meals:*
5.7 6.4

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





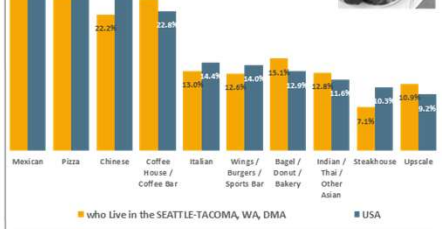

*Total Monthly Sit-Down Restaurant Users:*
72.0% 72.3%
1,711,180 93,890,965

*Avg. Monthly Sit-Down Restaurant Meals:*
3.9 3.7

## *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 SEATTLE-TACOMA, WA, DMA* 564,744 23.8%
*USA* 24.7%

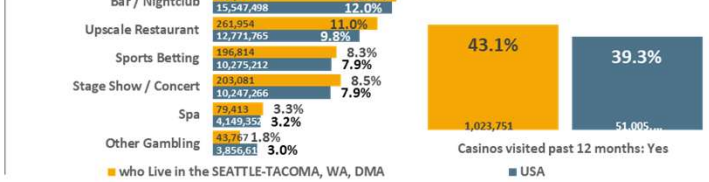
## *Drank Past 30-days:* Adults 25 - 54






## *Past 12 months Casino Activities:* Adults 25 - 54






## *Used Past 30-days:* Adults 25 - 54






*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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*USA Projection* *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*




1.8% or 1,143,375 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 5.4% less likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 11.3% more likely to use Casinos past yr., 2.8% more 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

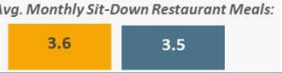





*Total Monthly Sit-Down Restaurant Users:*




*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.)*

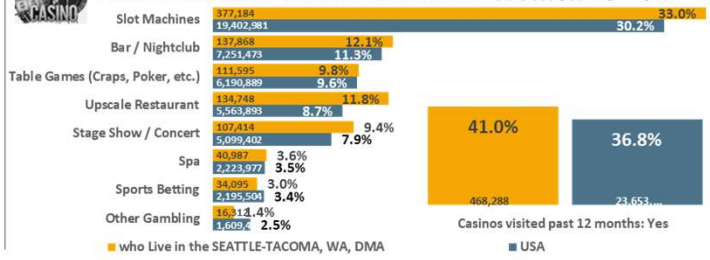



## *Drank Past 30-days:* Women 25 - 54




## *Past 12 months Casino Activities:* Women 25 - 54









## *Used Past 30-days:* Women 25 - 54






*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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*USA Projection* *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*




# M25-54

1.9% or 1,233,347 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.1% less likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 8.1% more likely to use Casinos past yr., 8.3% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Men 25 - 54






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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






*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Men 25 - 54

*(Sit-Down Restaurants Used Past 30-days)*






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



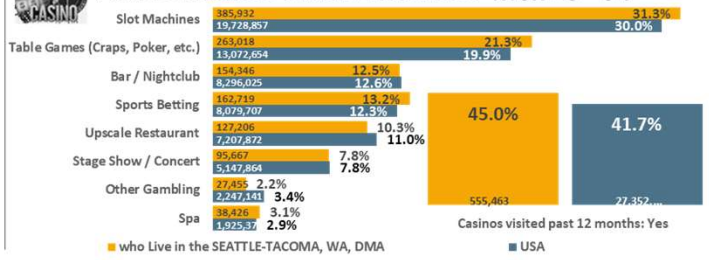

## *Drank Past 30-days:* Men 25 - 54






## *Past 12 months Casino Activities:* Men 25 - 54









## *Used Past 30-days:* Men 25 - 54






*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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*USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

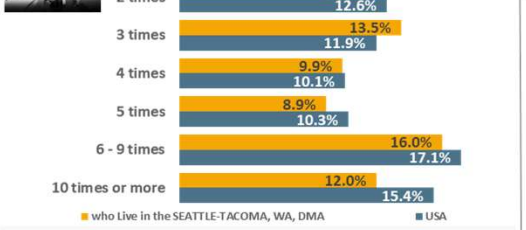



# P35-64

1.7% or 2,211,047 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 4.5% less likely to use QSRs past mo., .4% less likely to use Sit-Down Restaurants past mo., 12.7% more likely to use Casinos past yr., 1.3% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 35 - 64



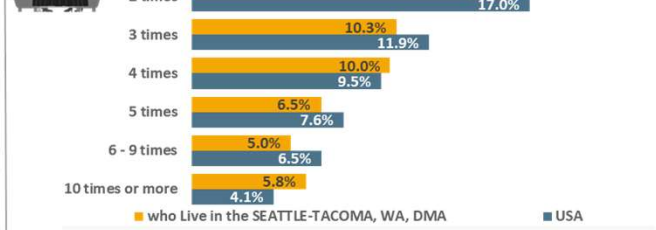



*Total Monthly QSR Users:* 82.1% 1,815,254 | 86.0% 109,062,398

*Avg. Monthly QSR Meals:* 5.6 | 6.1

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





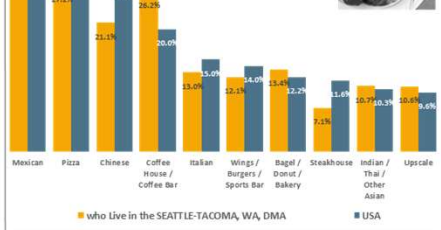

*Total Monthly Sit-Down Restaurant Users:* 73.1% 1,617,115 | 73.4% 93,083,983

*Avg. Monthly Sit-Down Restaurant Meals:* 3.8 | 3.7

## *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 SEATTLE-TACOMA, WA, DMA* 430,309 19.5%

*USA* 19.9%

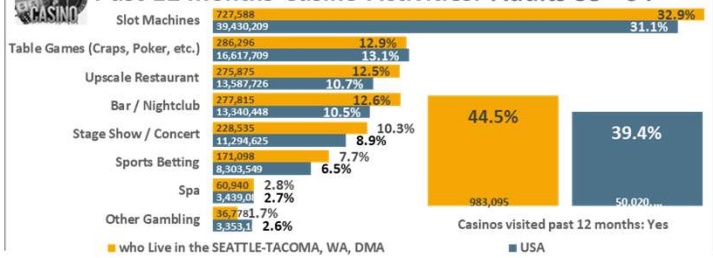
## *Drank Past 30-days:* Adults 35 - 64






## *Past 12 months Casino Activities:* Adults 35 - 64






## *Used Past 30-days:* Adults 35 - 64






*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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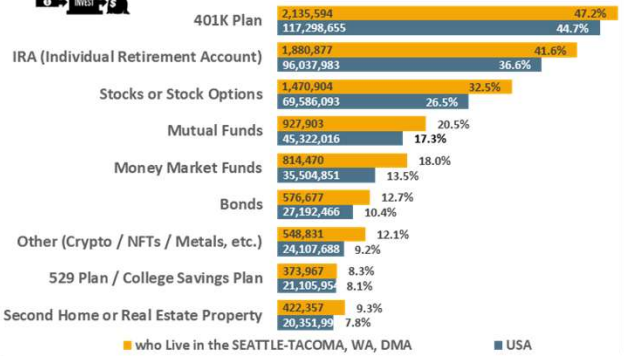
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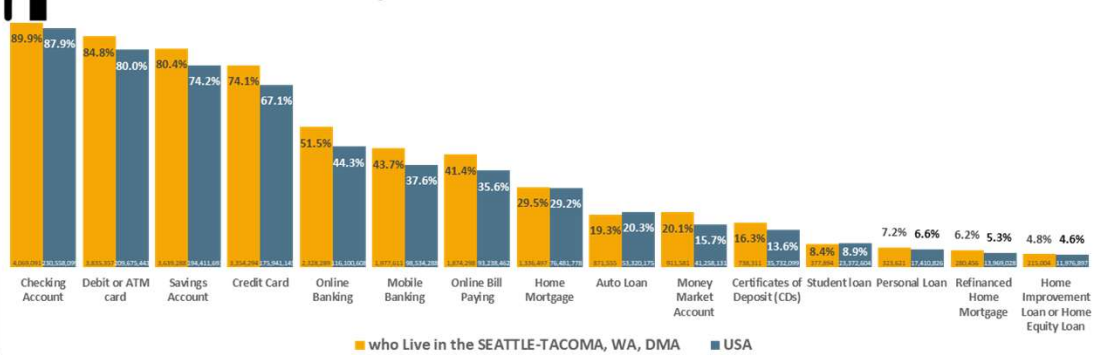

# P18+

1.7% or 4,524,611 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 5.5% more likely to have a 401K, 5.3% less likely to have an Auto Loan, 30.3% more likely to Invest/Trade Stocks Online, 13.1% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



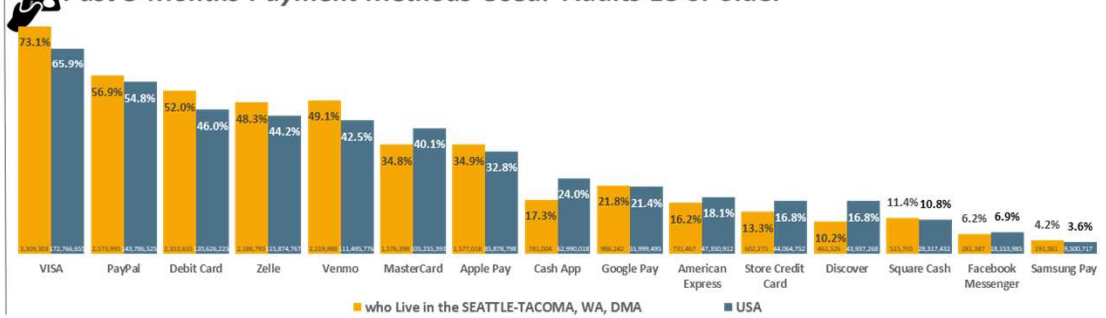

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



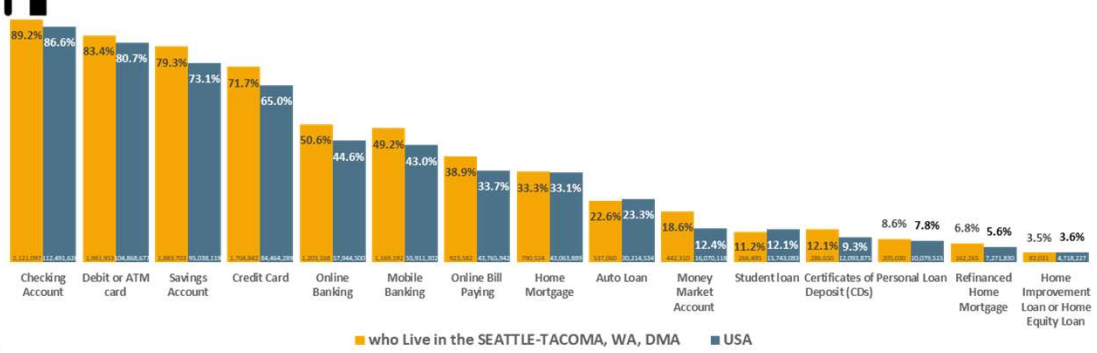

# P25-54

1.8% or 2,376,722 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.3% more likely to have a 401K, 2.8% less likely to have an Auto Loan, 27.3% more likely to Invest/Trade Stocks Online, 9.7% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 25 - 54




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



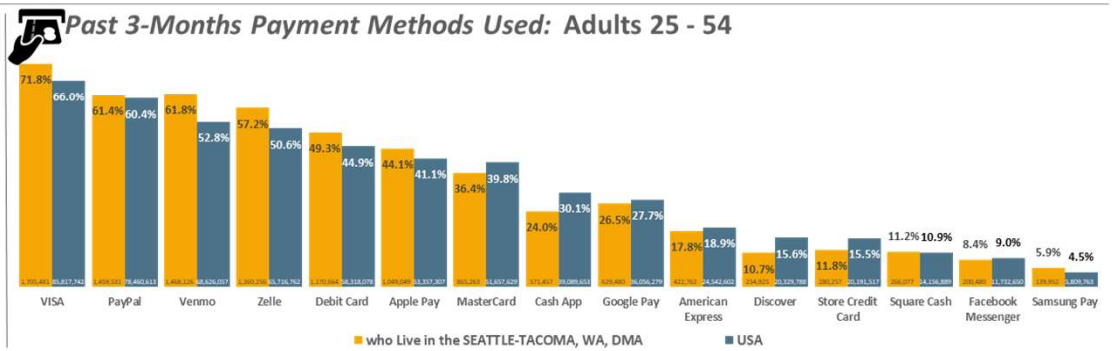

## *Professional Services Used*:* Adults 25 - 54






*(*Past 12 Months)*

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




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

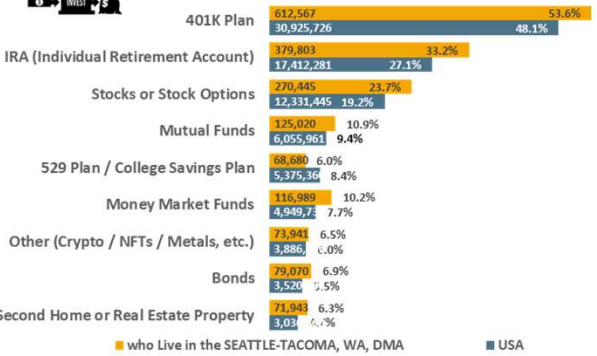
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*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*

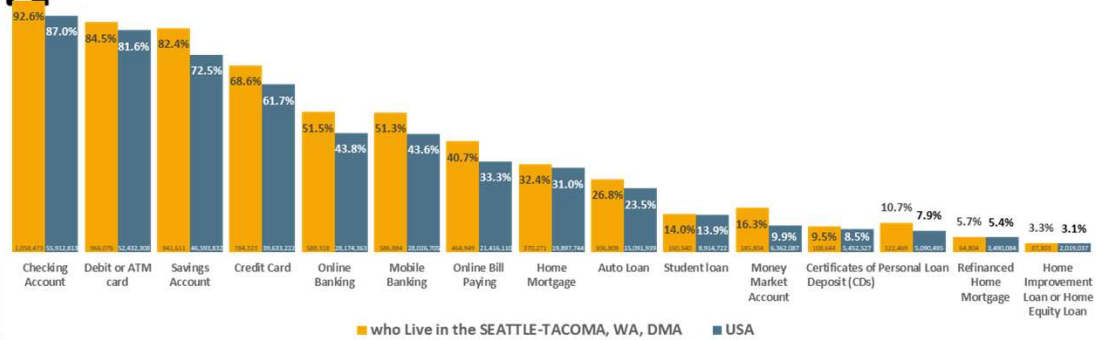



1.8% or 1,143,375 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 11.4% more likely to have a 401K, 14.3% more likely to have an Auto Loan, 29.5% more likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.

## *Investments Owned:* Women 25 - 54




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



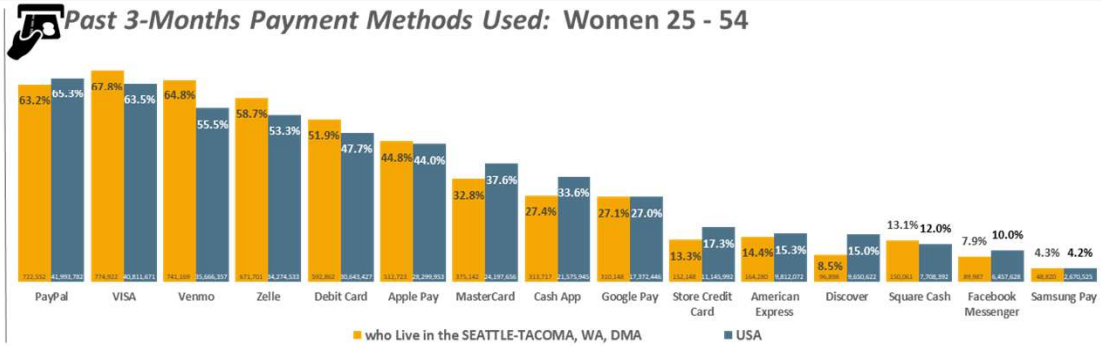

## *Professional Services Used*:* Women 25 - 54






*(*Past 12 Months)*

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




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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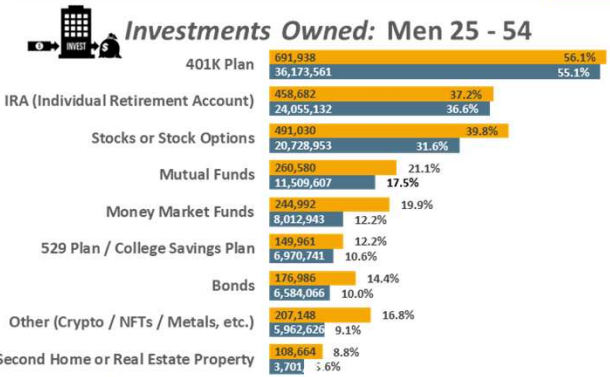
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



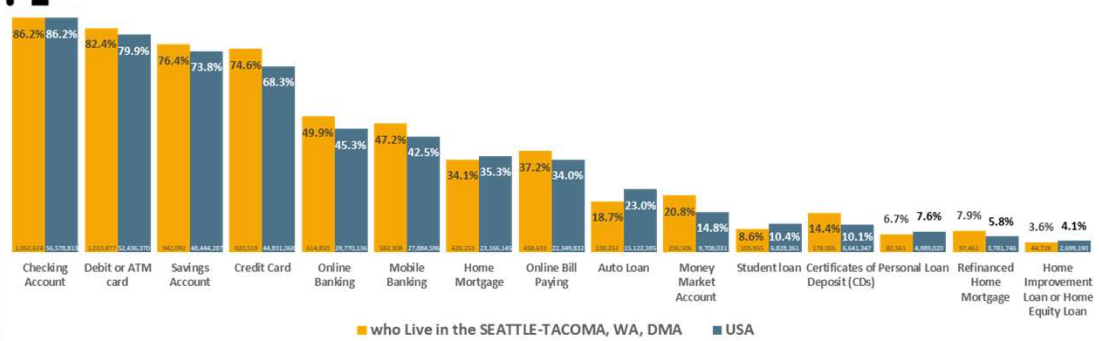

# M25-54

1.9% or 1,233,347 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 1.8% more likely to have a 401K, 18.9% less likely to have an Auto Loan, 24.6% more likely to Invest/Trade Stocks Online, 11.1% more likely to pay with their Debit Card.

## *Investments Owned:* Men 25 - 54




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



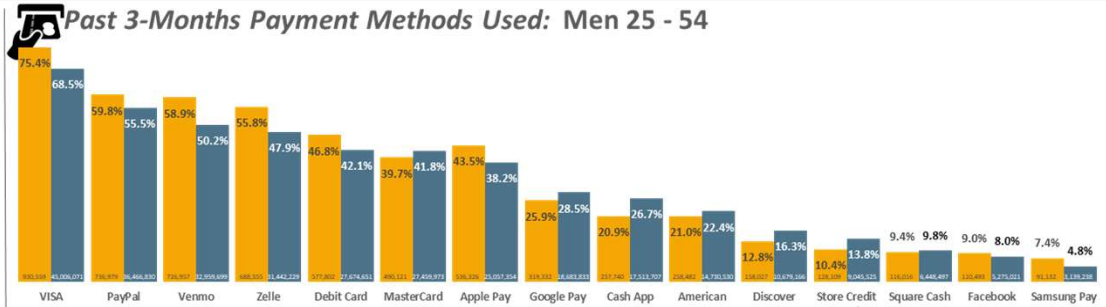

## *Professional Services Used*:* Men 25 - 54






*(*Past 12 Months)*

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




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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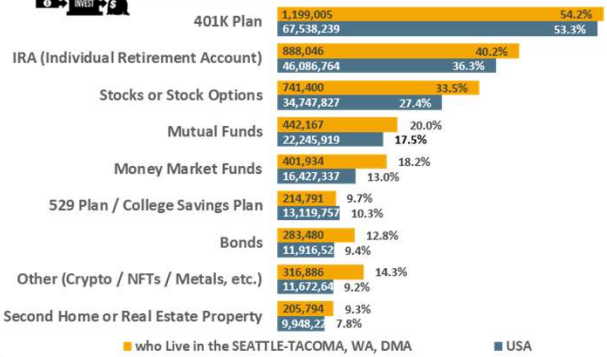
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*



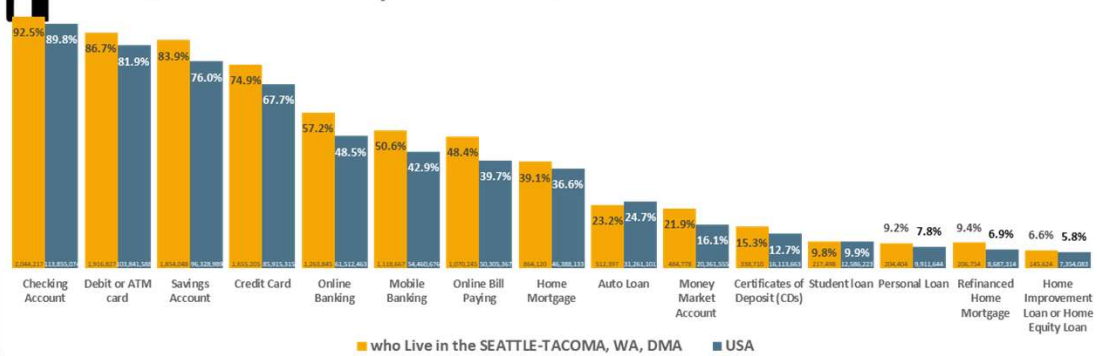

# P35-64

1.7% or 2,211,047 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 1.8% more likely to have a 401K, 6.5% less likely to have an Auto Loan, 24.8% more likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 35 - 64




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



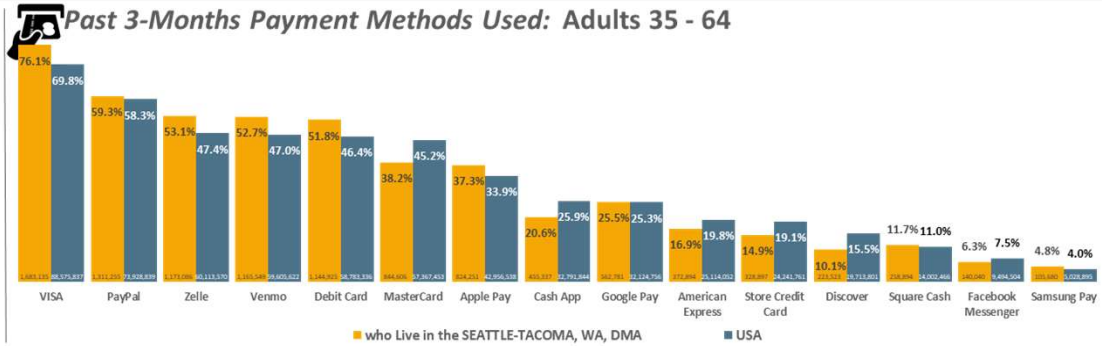

## *Professional Services Used*:* Adults 35 - 64






*(*Past 12 Months)*

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




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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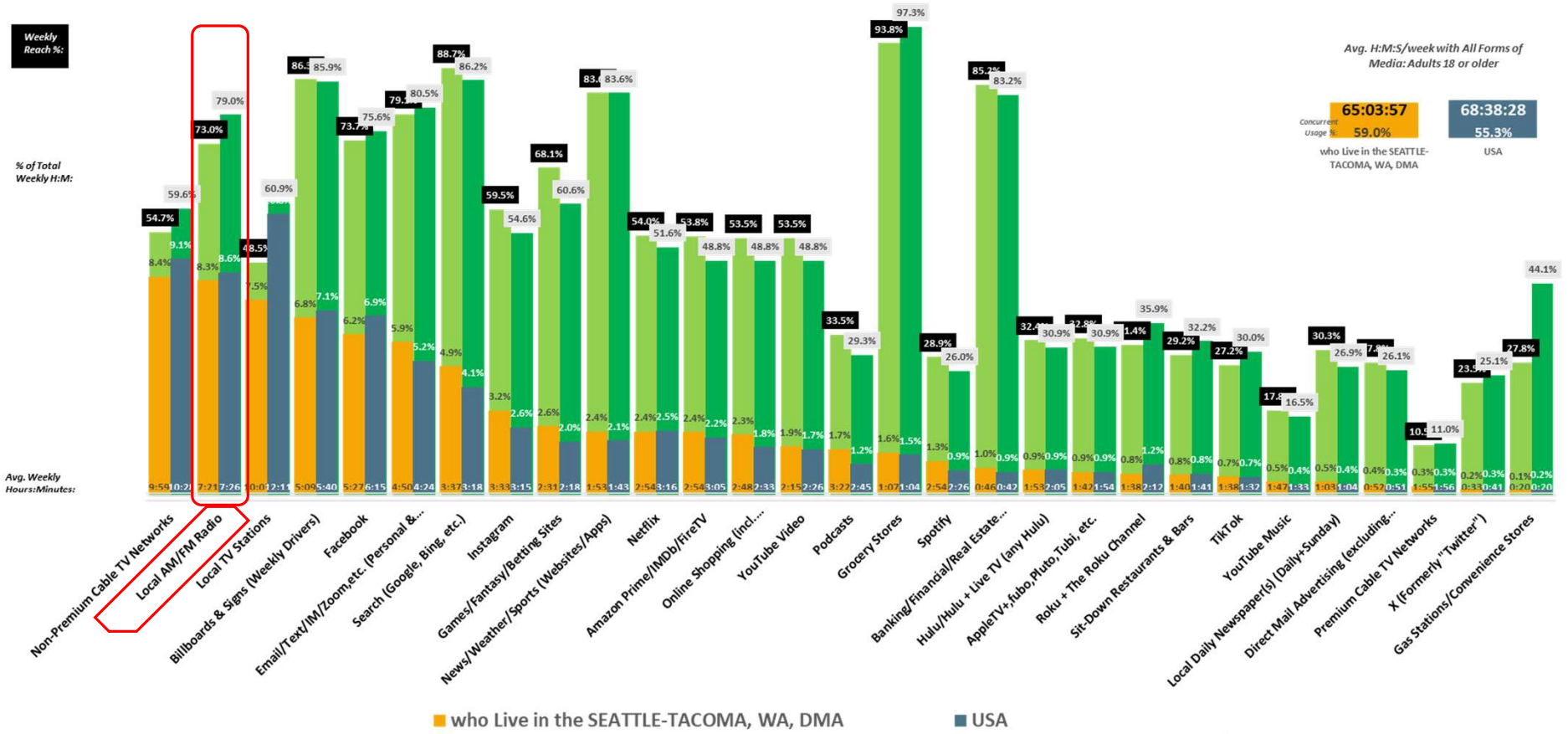
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*




# P18+

**Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 17 hours, 3 minutes and 57 seconds each week with All Forms of Media.**

***73.% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.***




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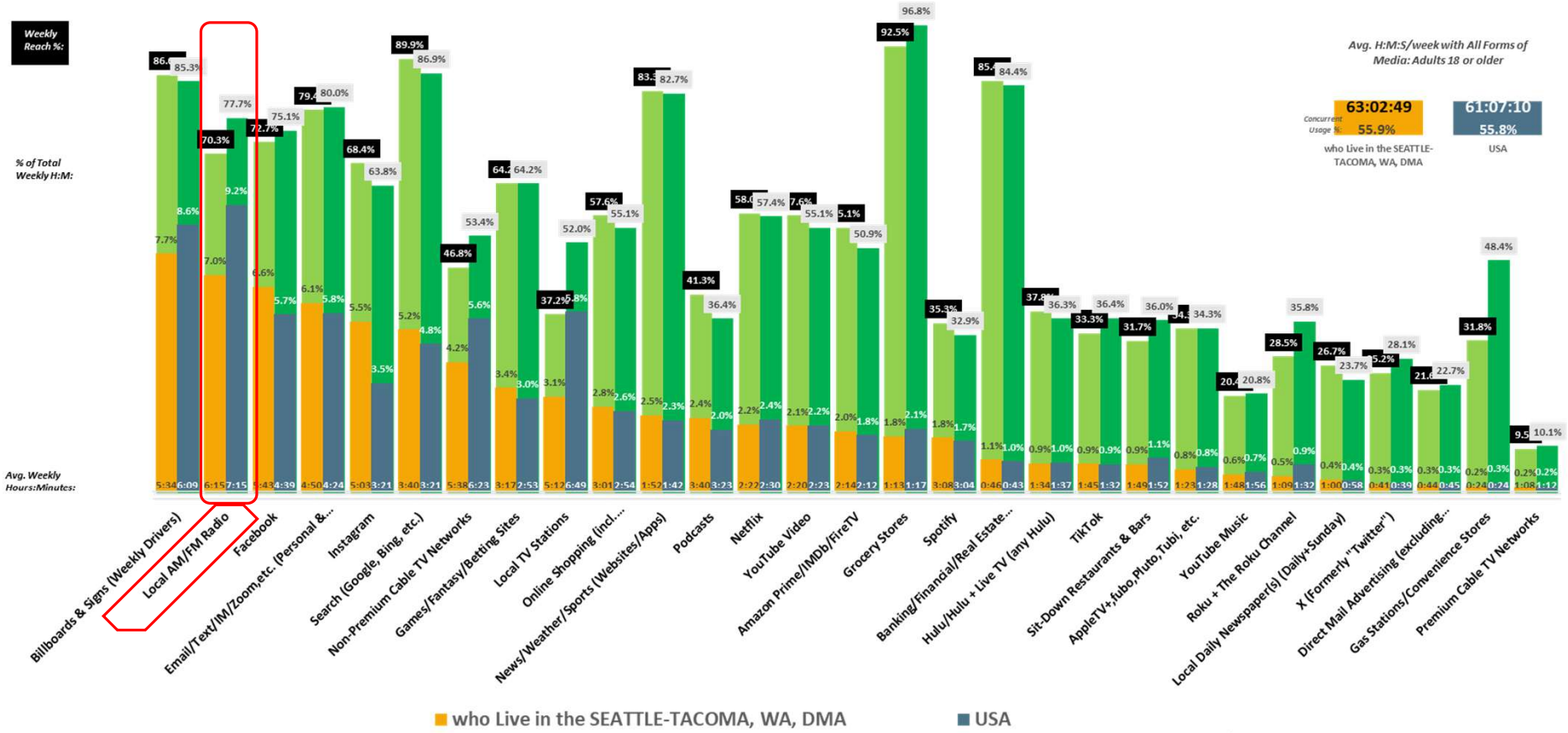
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# P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 15 hours, 2 minutes and 49 seconds each week with All Forms of Media.

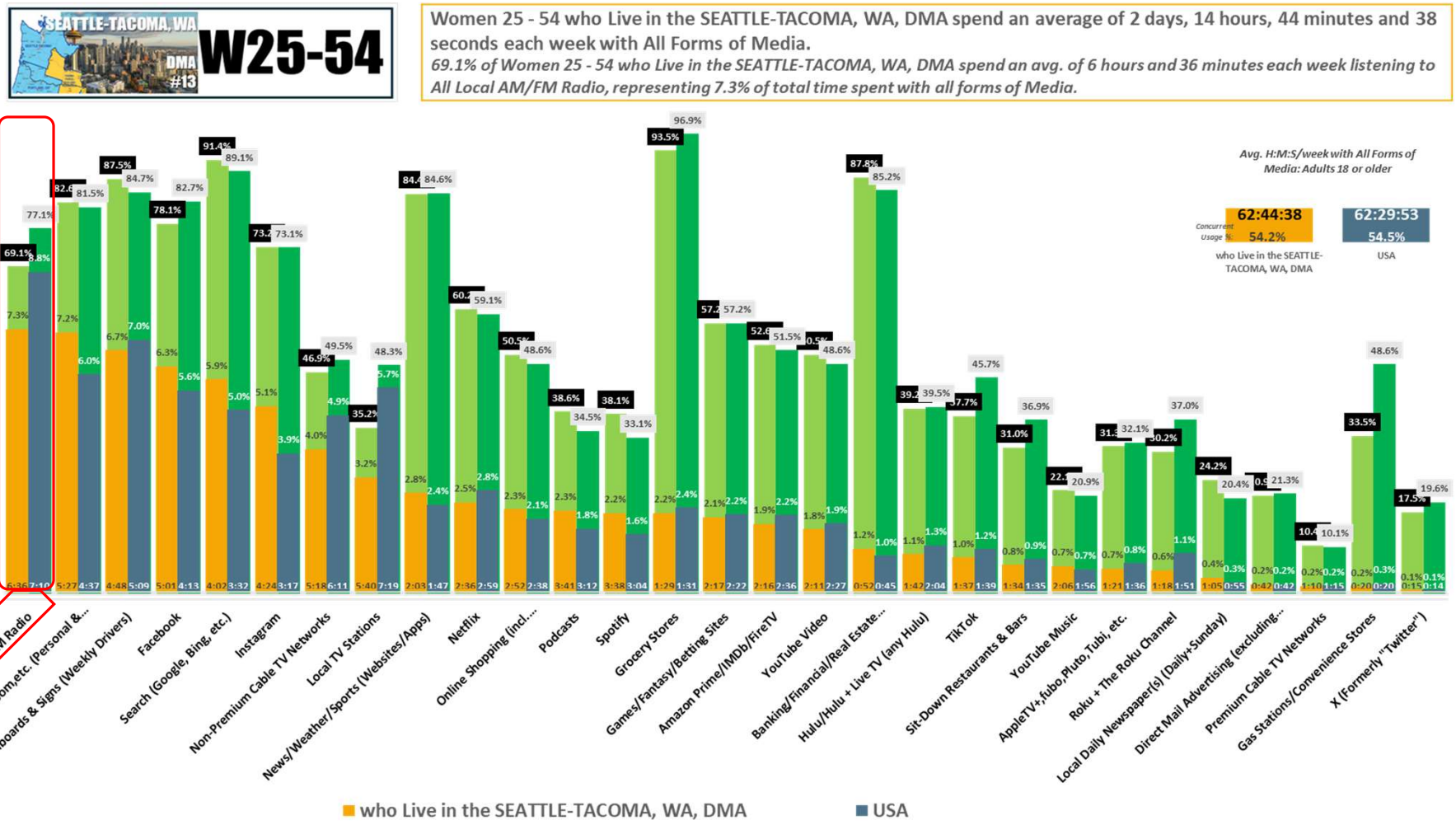
*70.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.*




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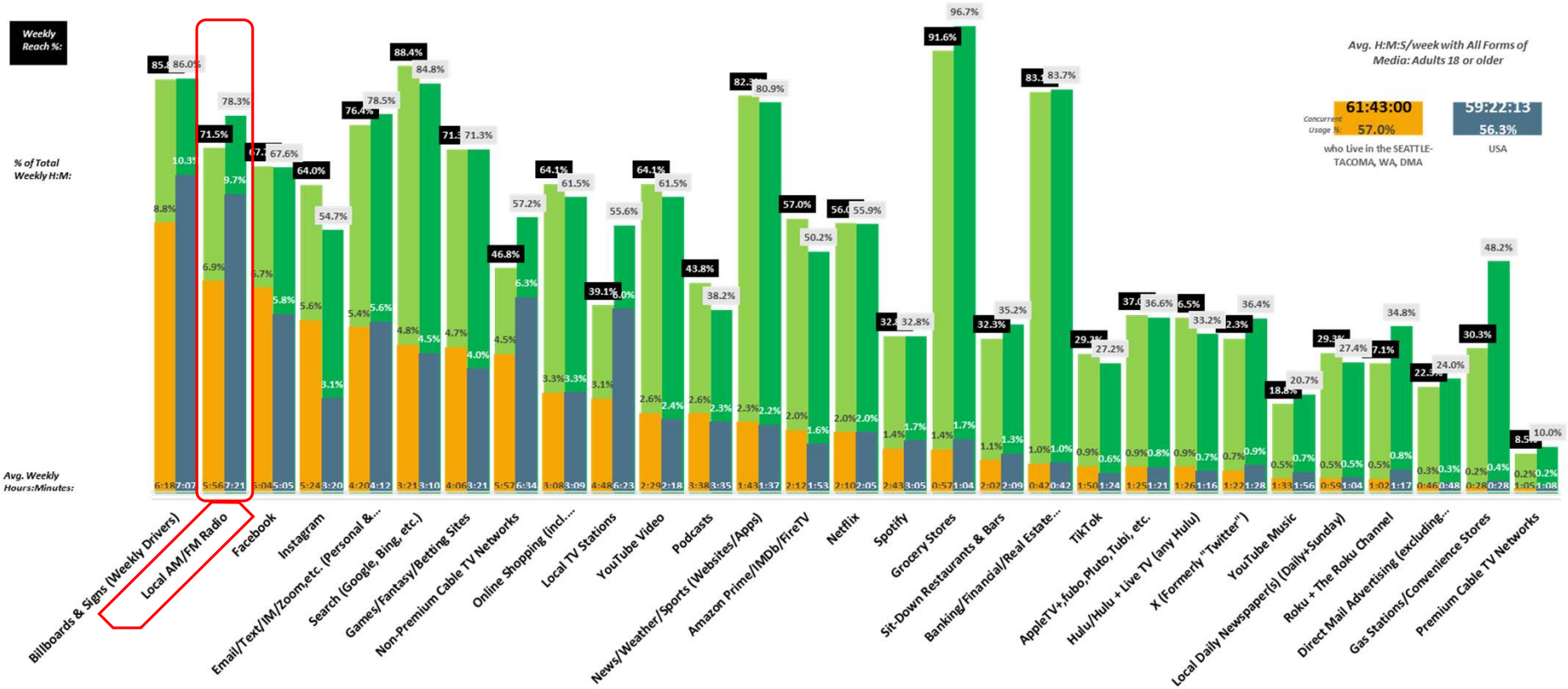
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**Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 13 hours, 43 minutes and 0 seconds each week with All Forms of Media.**

***71.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 5 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.***




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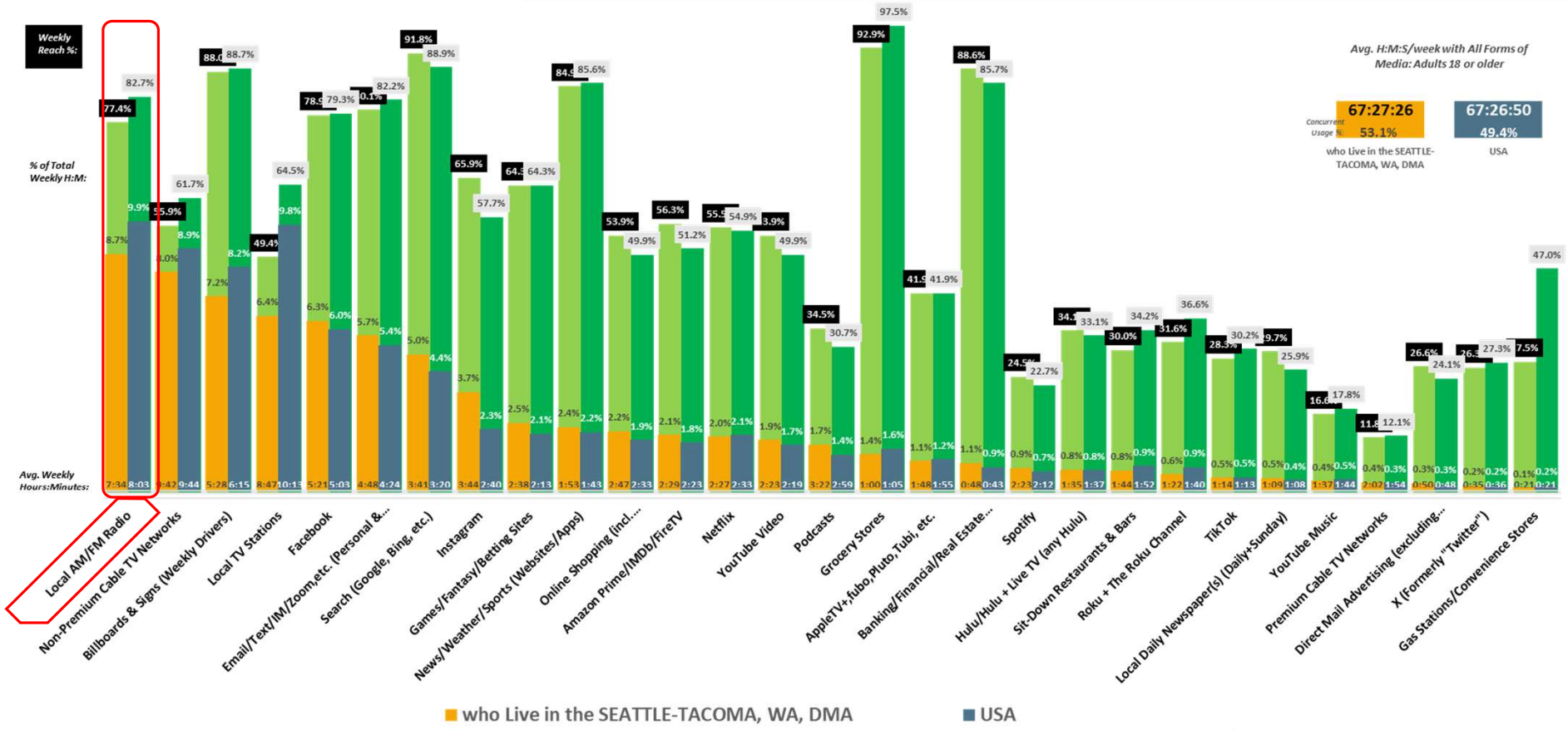
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# P35-64

**Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 19 hours, 27 minutes and 26 seconds each week with All Forms of Media.**

***77.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.***




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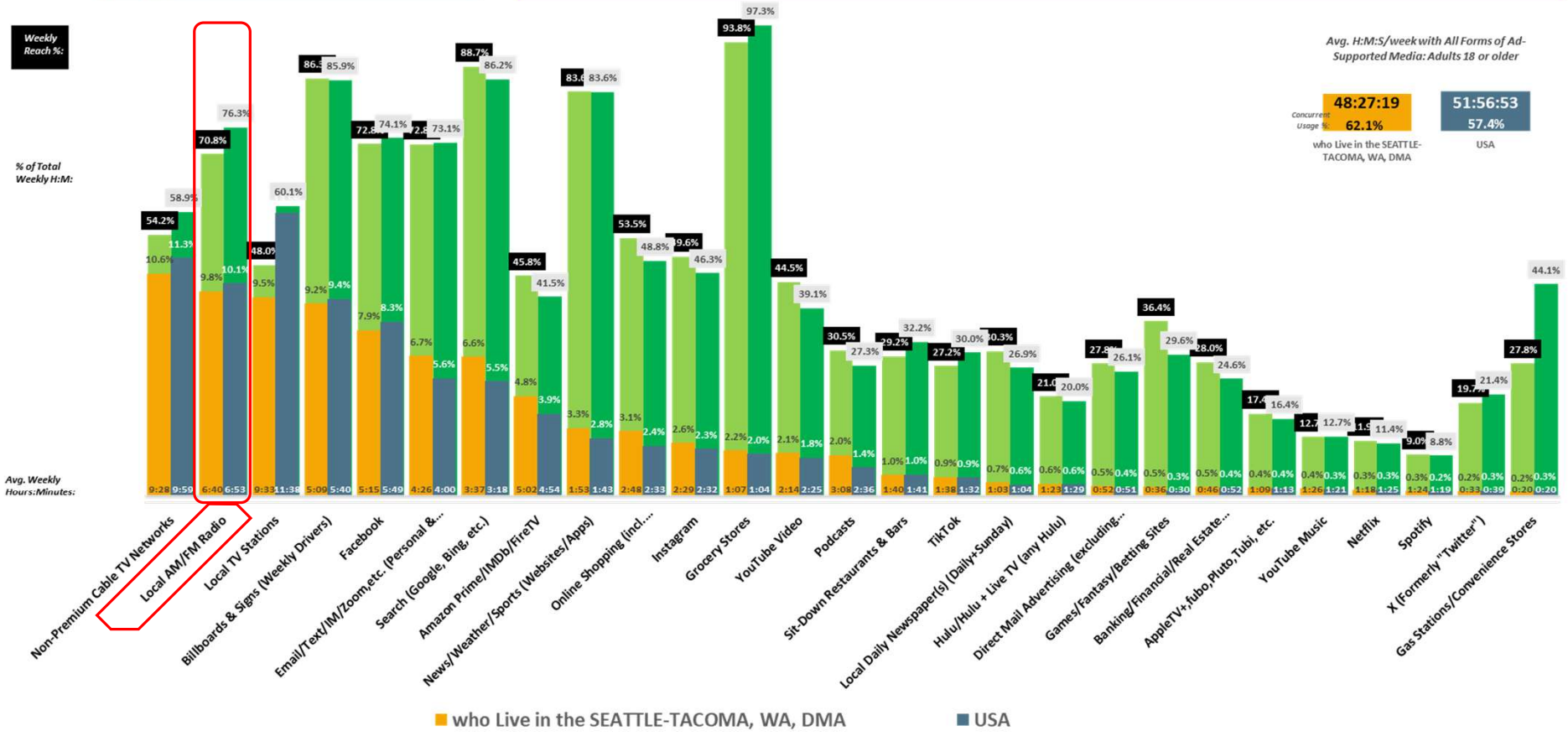
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# P18+

**Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 0 hours, 27 minutes and 19 seconds each week with All Forms of Ad-Supported Media.**

***70.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.***




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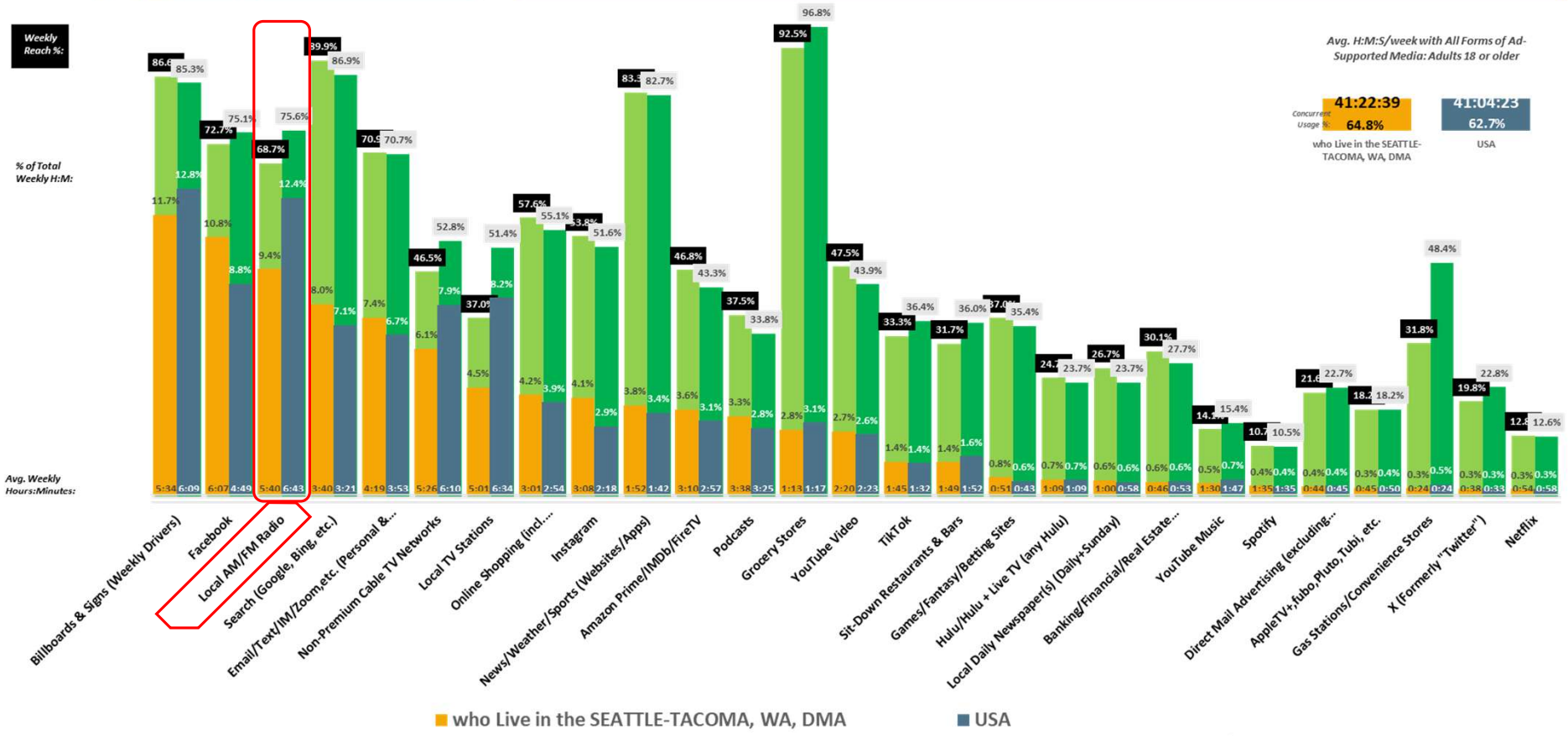
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**Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 17 hours, 22 minutes and 39 seconds each week with All Forms of Ad-Supported Media.**

***68.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 5 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.***





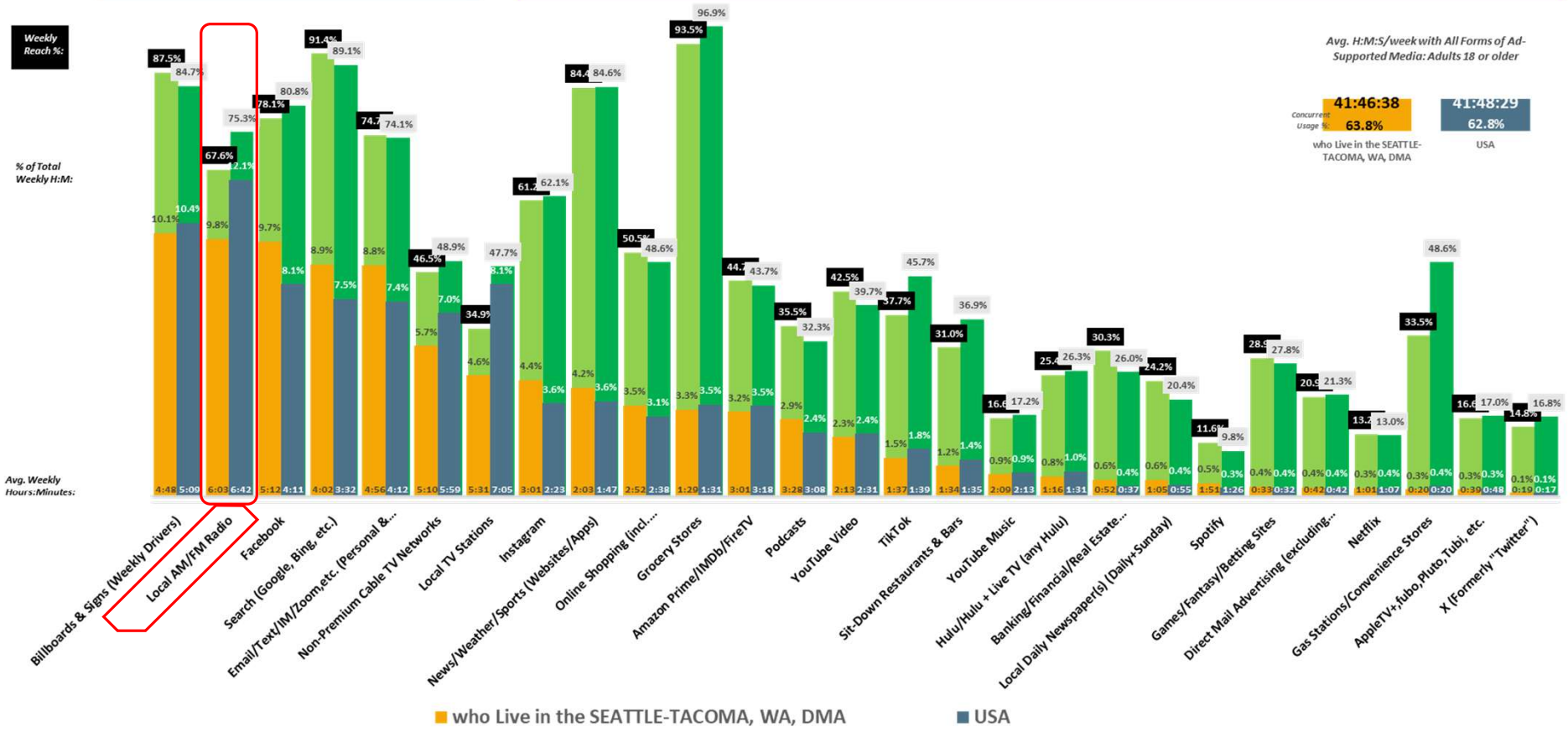

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**Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 17 hours, 46 minutes and 38 seconds each week with All Forms of Ad-Supported Media.**

***67.6% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.***



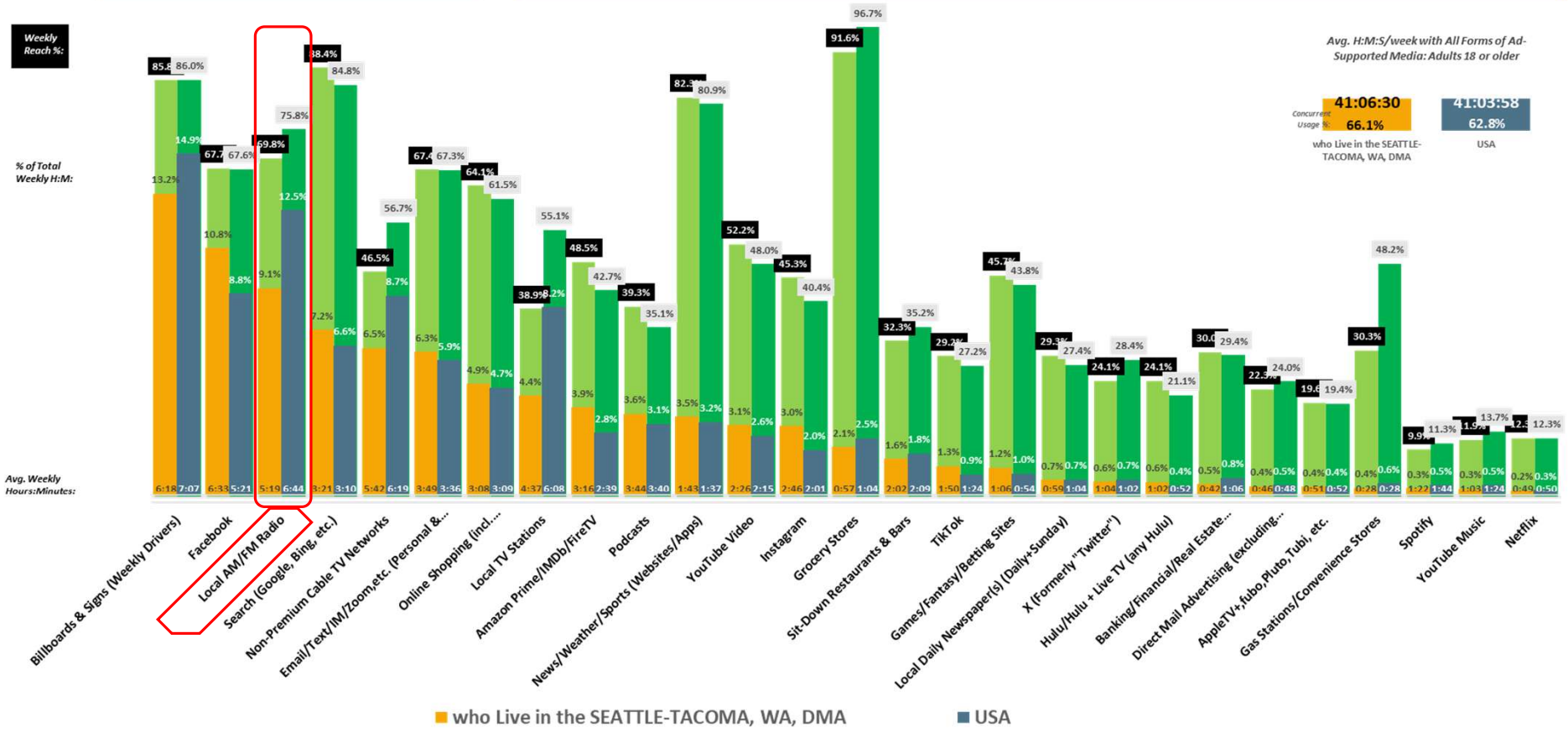

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**Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 17 hours, 6 minutes and 30 seconds each week with All Forms of Ad-Supported Media.**

***69.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 5 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.***




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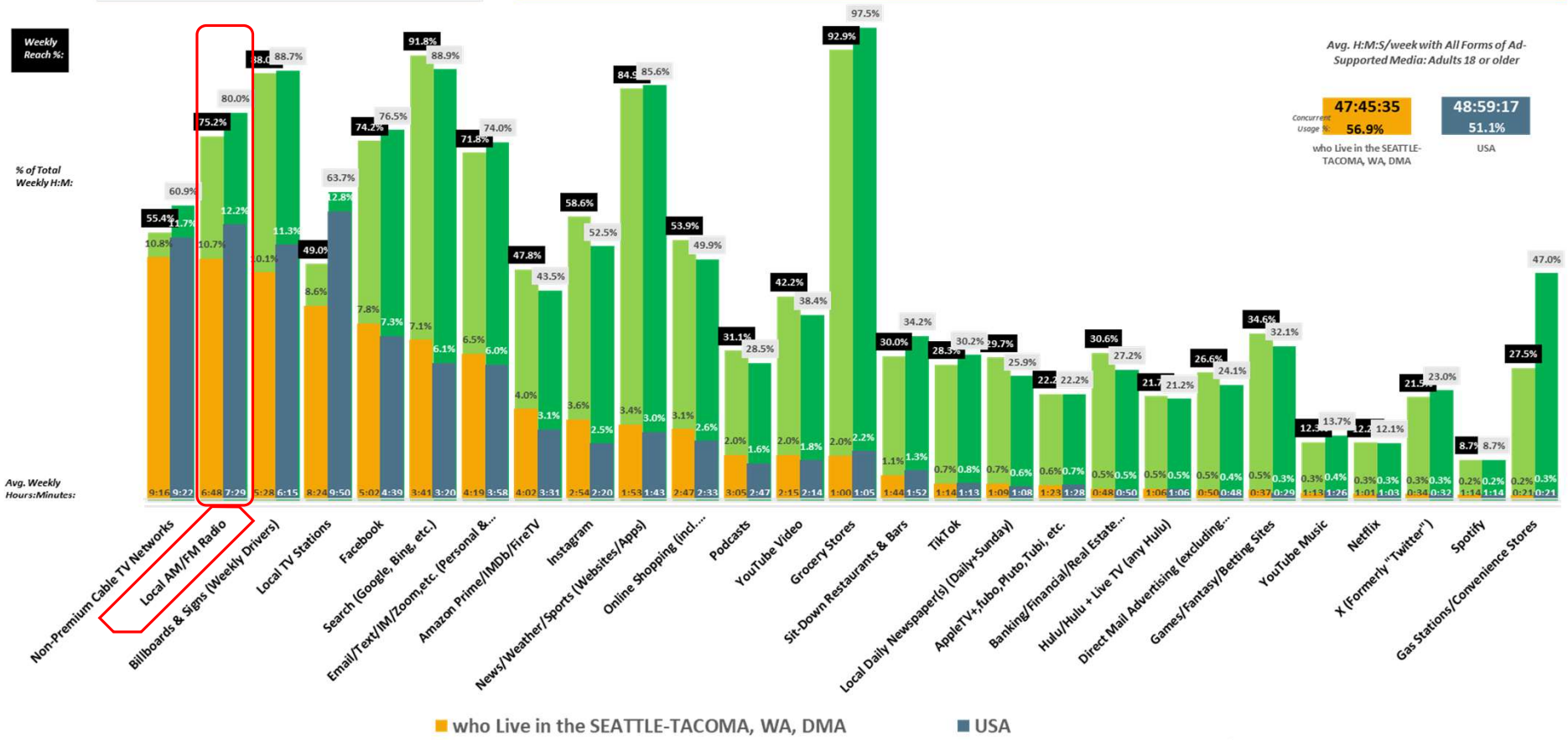
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# P35-64

**Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 23 hours, 45 minutes and 35 seconds each week with All Forms of Ad-Supported Media.**

***75.2% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.***




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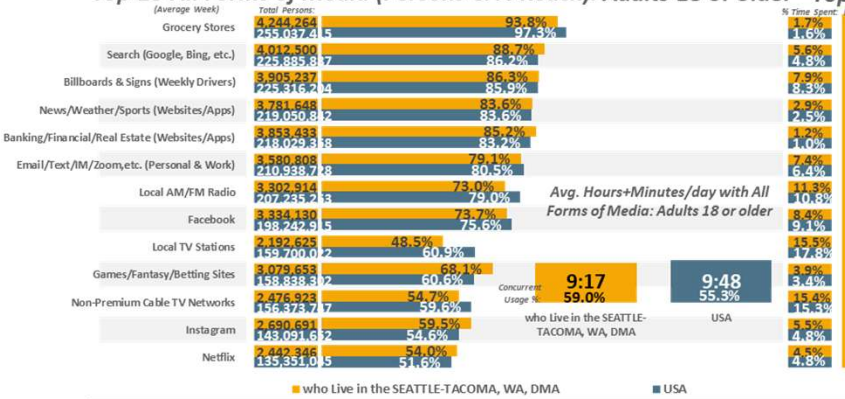
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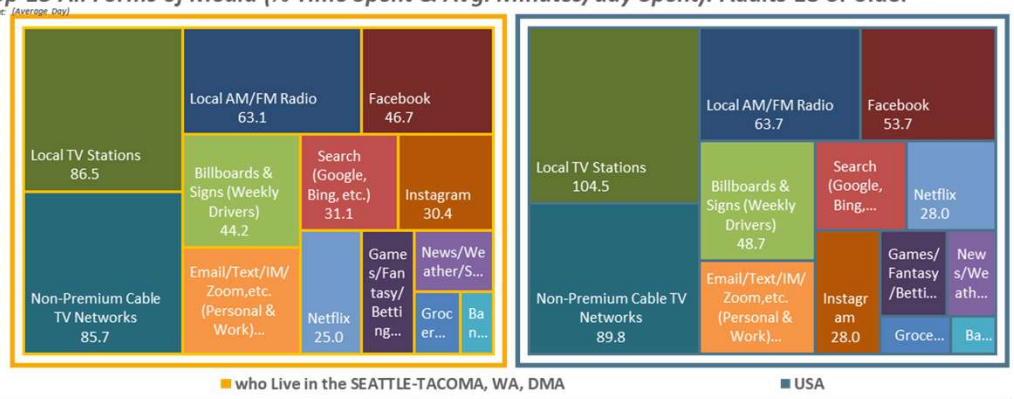

**P18+**

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 70.8% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

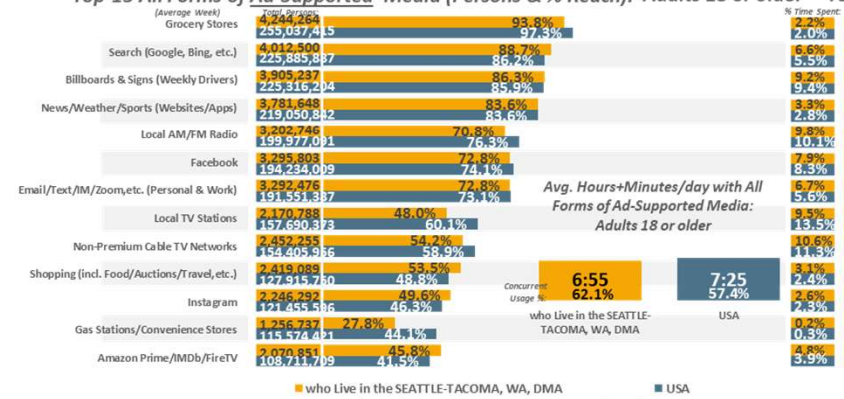
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



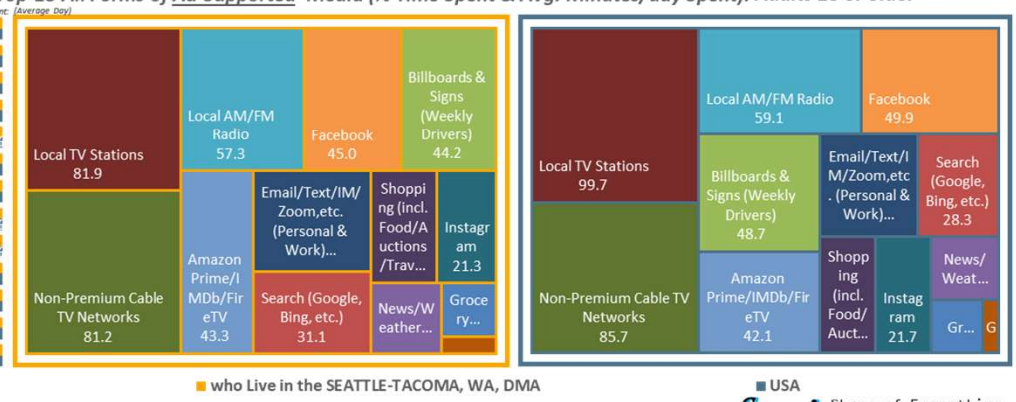

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*

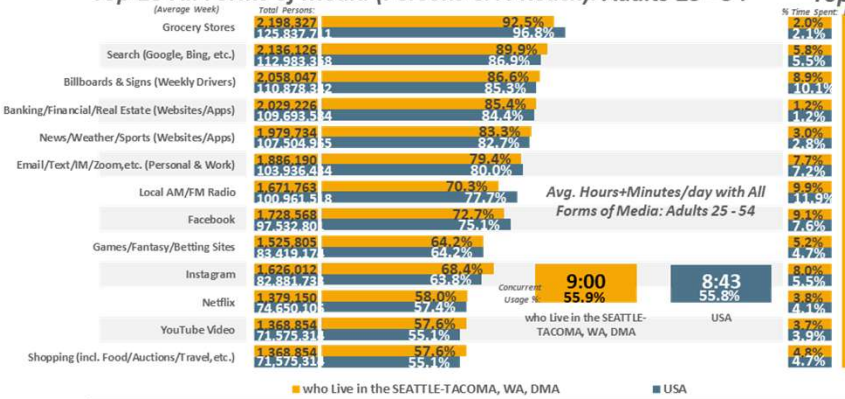
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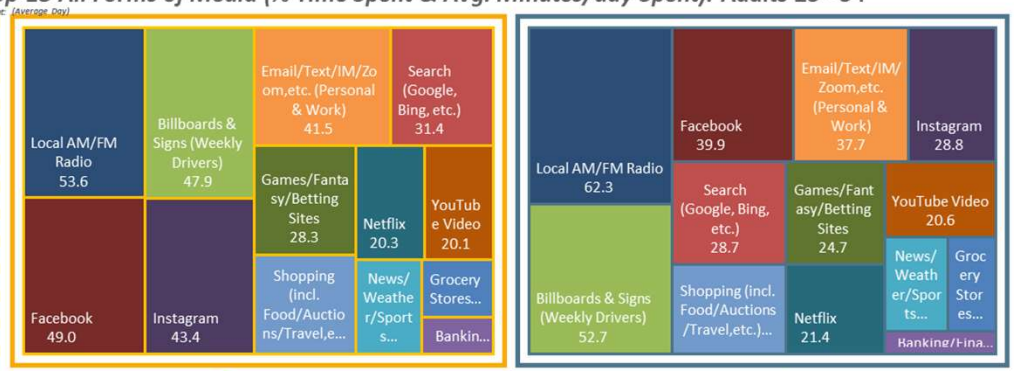

# P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 68.7% listen to Local AM/FM Radio for an avg. of 48.7 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

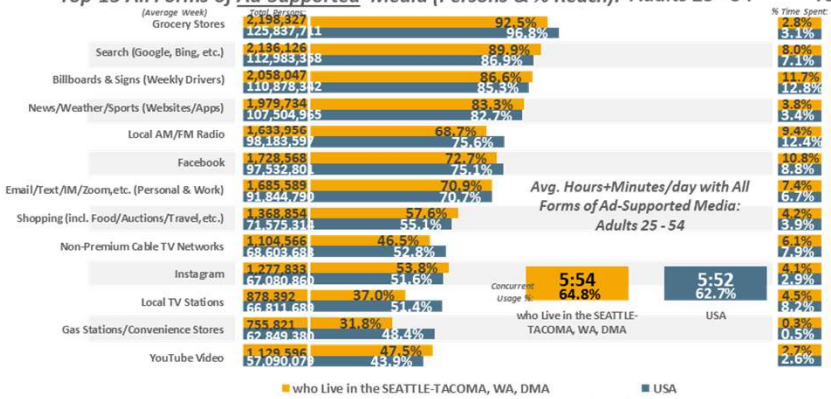
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 25 - 54



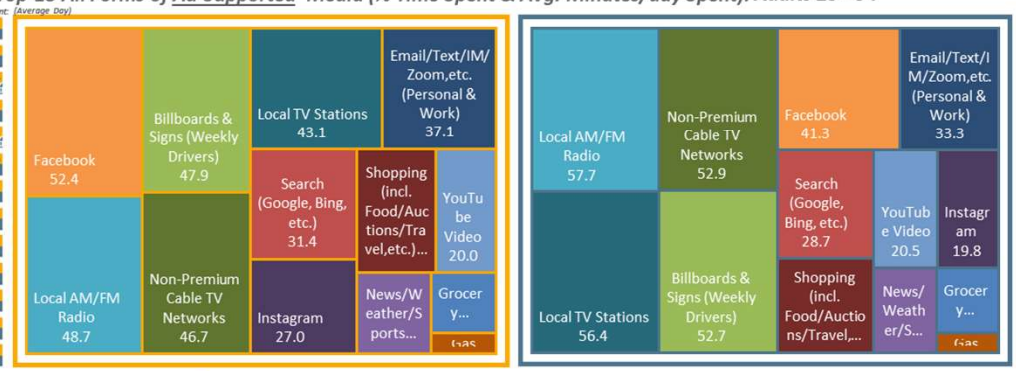

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




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




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




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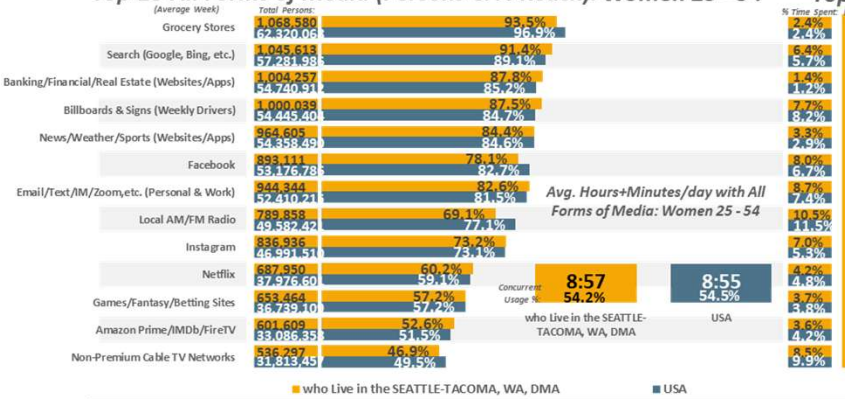
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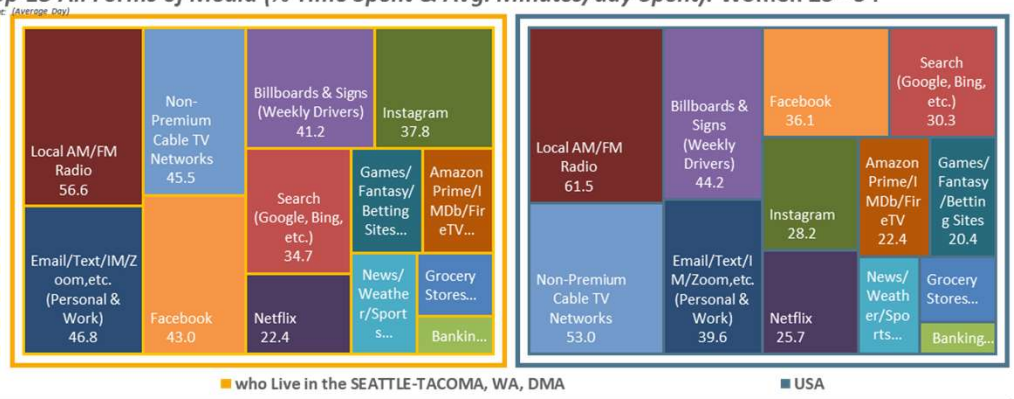



Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 58 minutes each day with All Forms of Ad-Supported Media. 67.6% listen to Local AM/FM Radio for an avg. of 52. minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

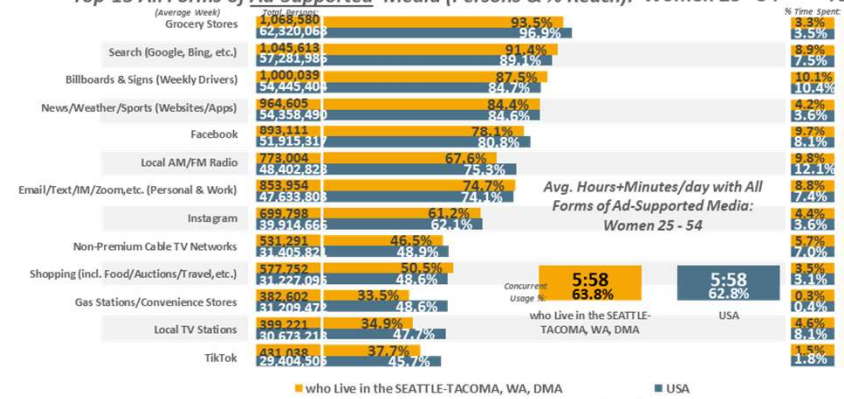
## *Top-13 All Forms of Media (Persons & % Reach):* Women 25 - 54



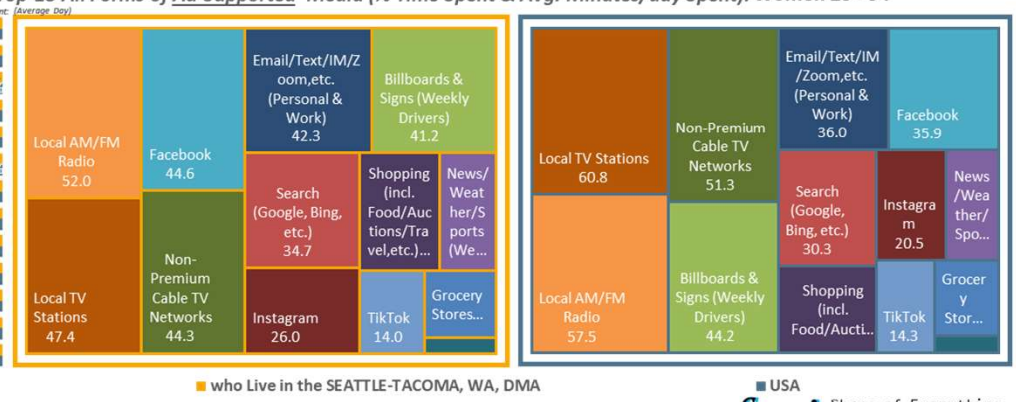

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Women 25 - 54




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




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




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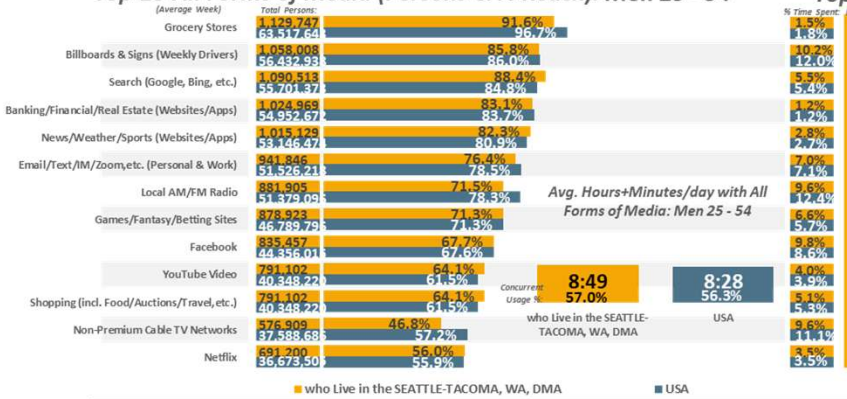
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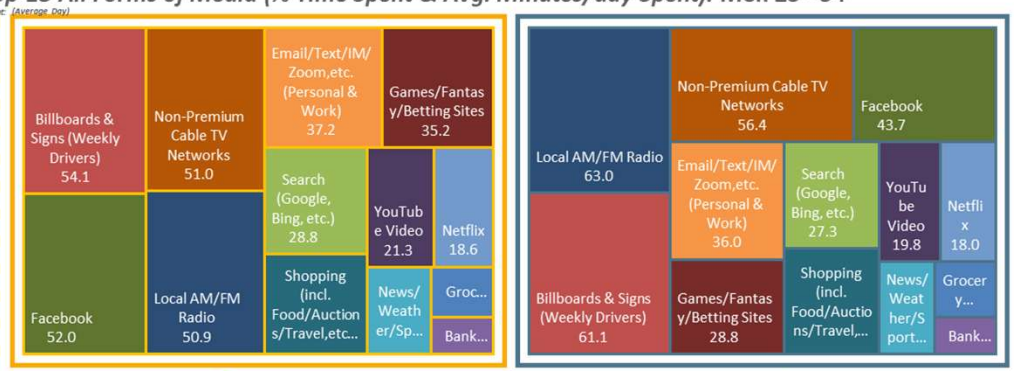



Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 52 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 45.7 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

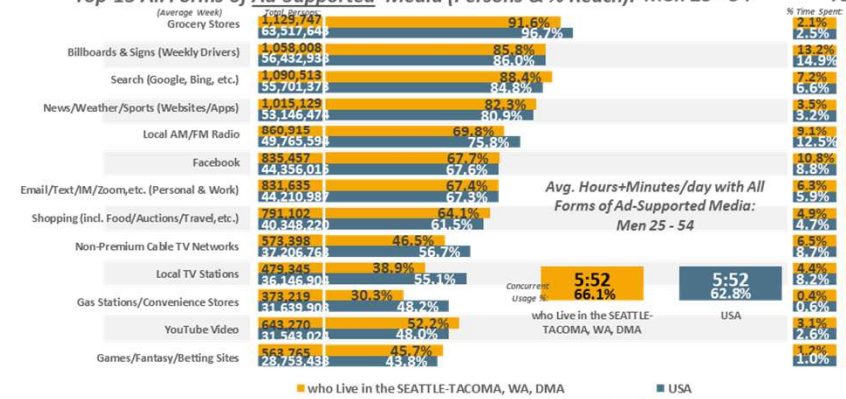
## *Top-13 All Forms of Media (Persons & % Reach):* Men 25 - 54



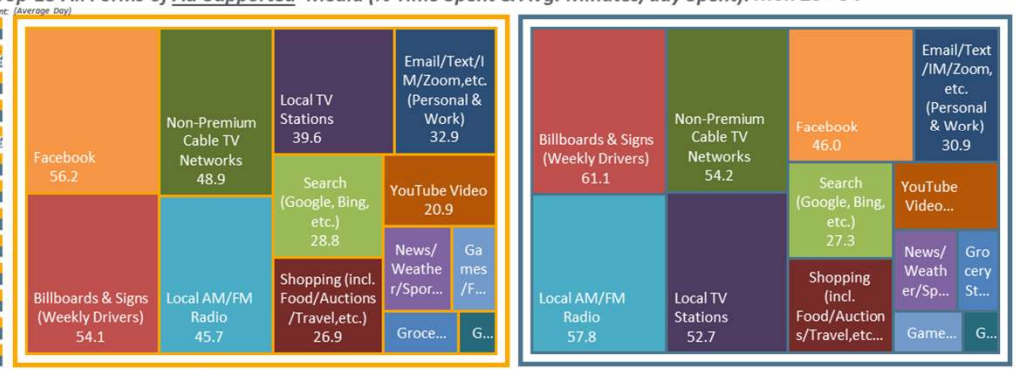

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




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




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




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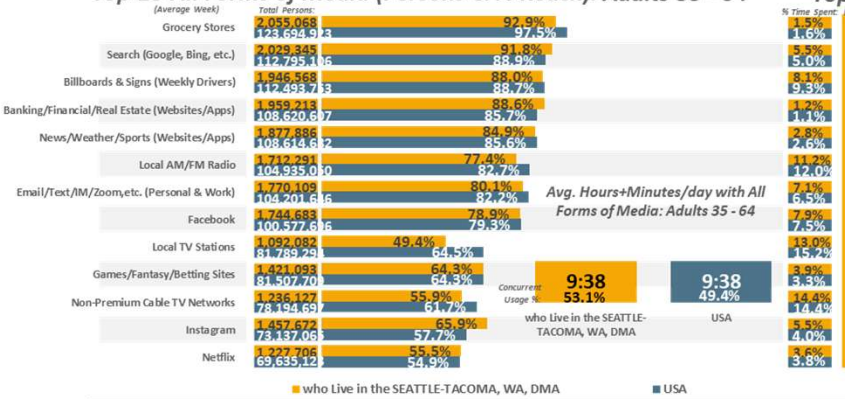
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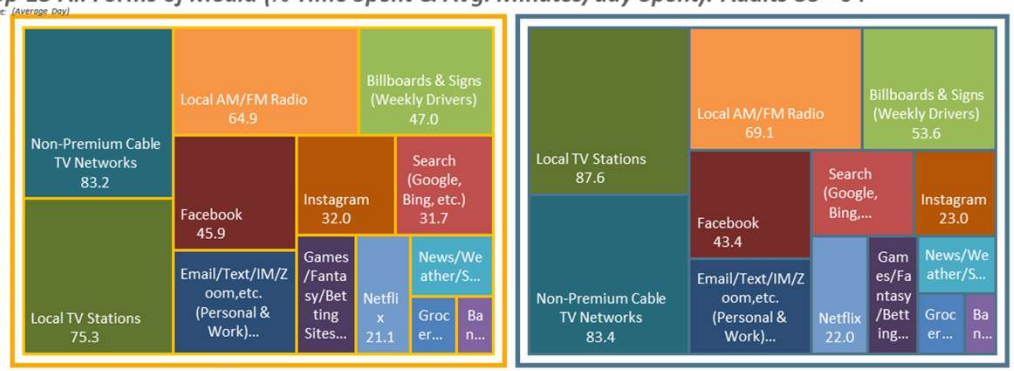

# P35-64

Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

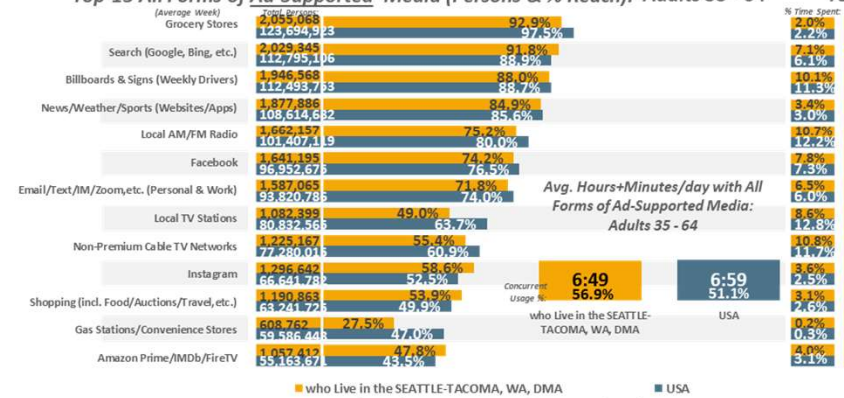
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 35 - 64



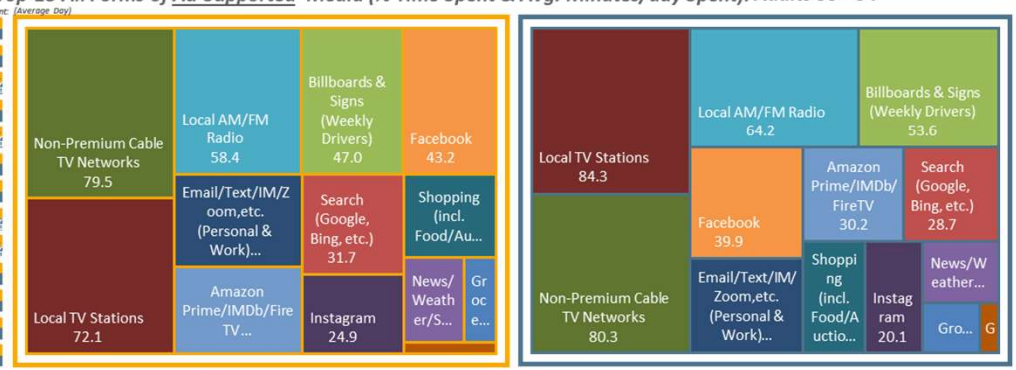

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




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




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




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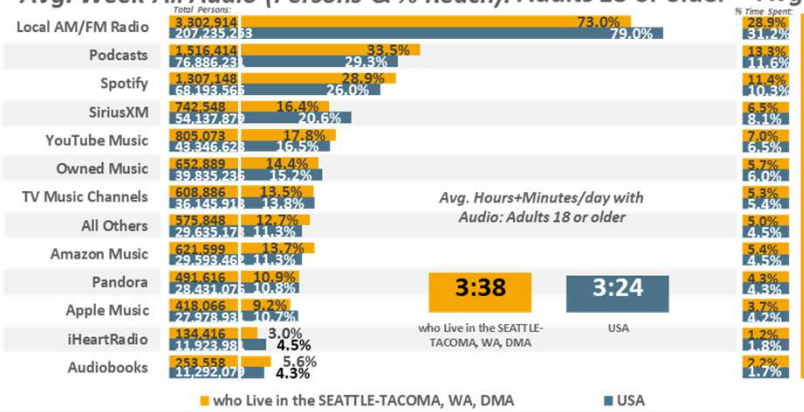
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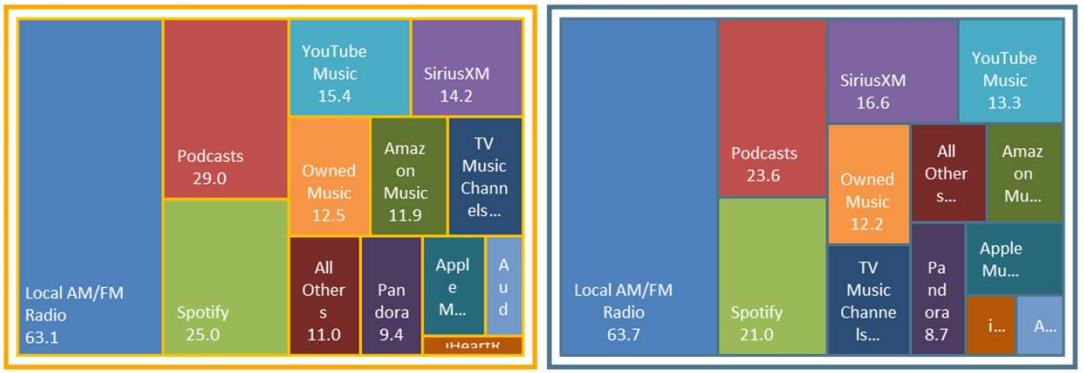

**P18+**

3,202,746 or 70.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

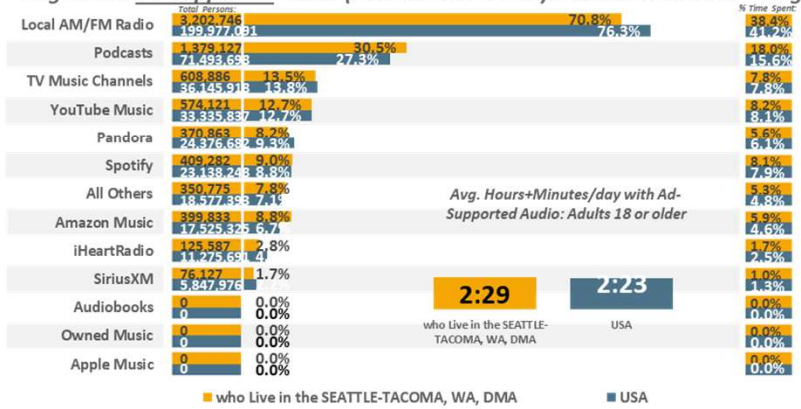
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



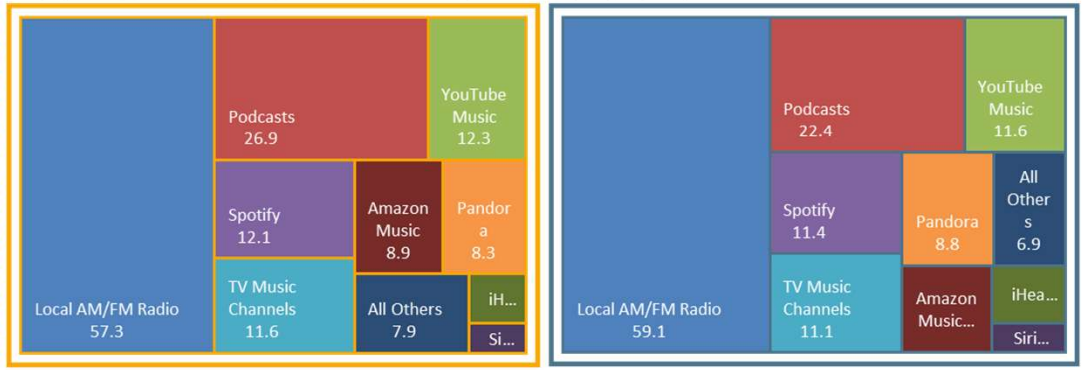

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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*Scarborough R2 2025: Feb24-JuL25 USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

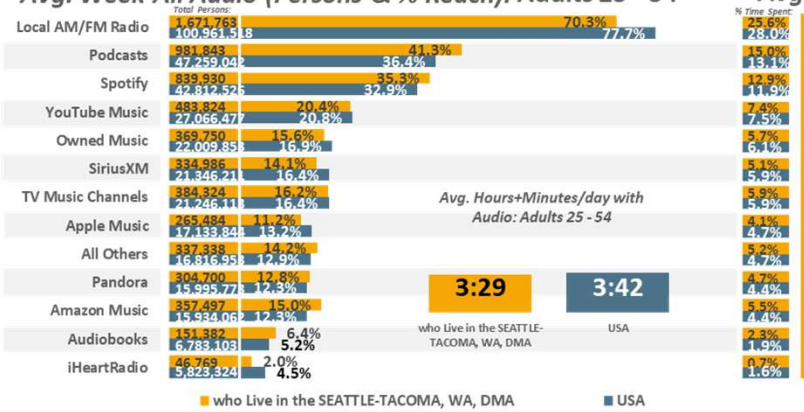
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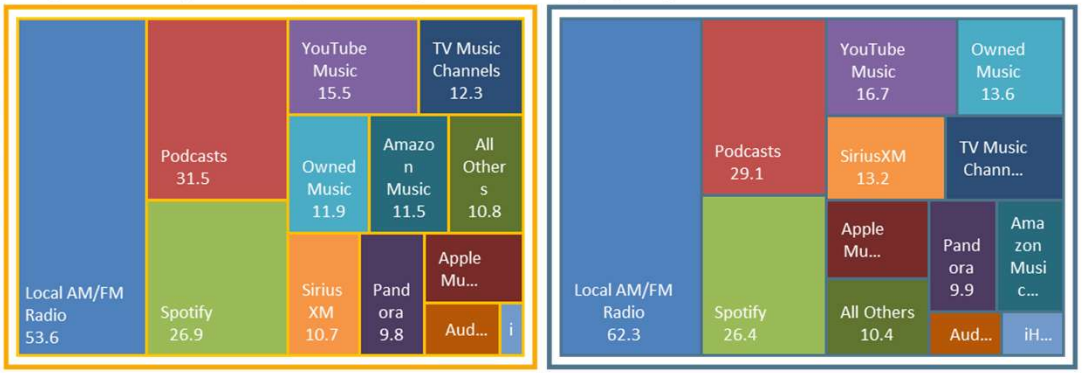

# P25-54

1,633,956 or 68.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 48.7 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

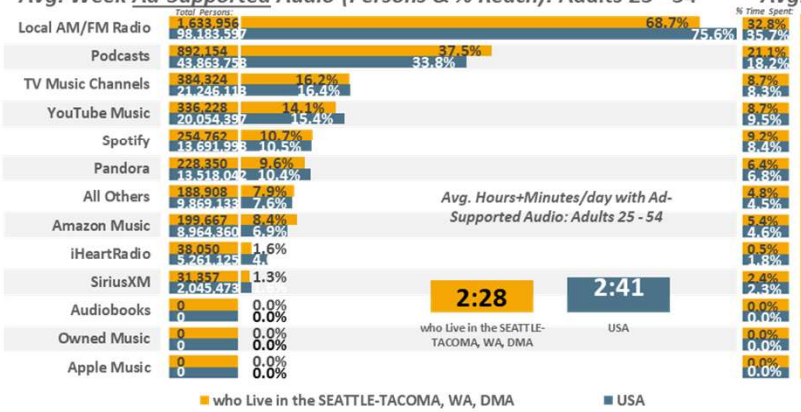
## *Avg. Week All Audio (Persons & % Reach):* Adults 25 - 54




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




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




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




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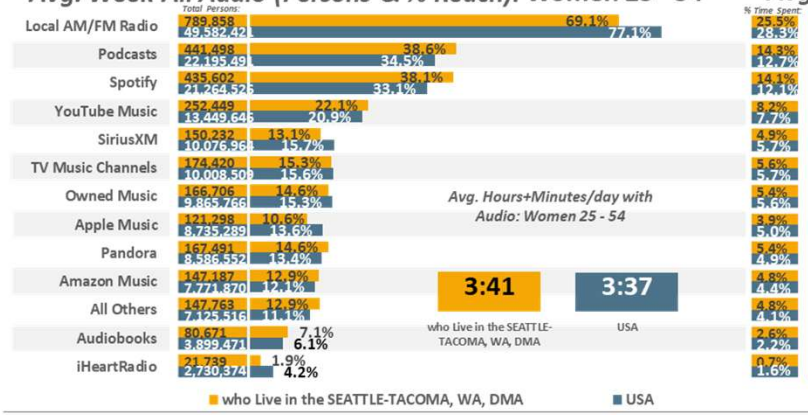
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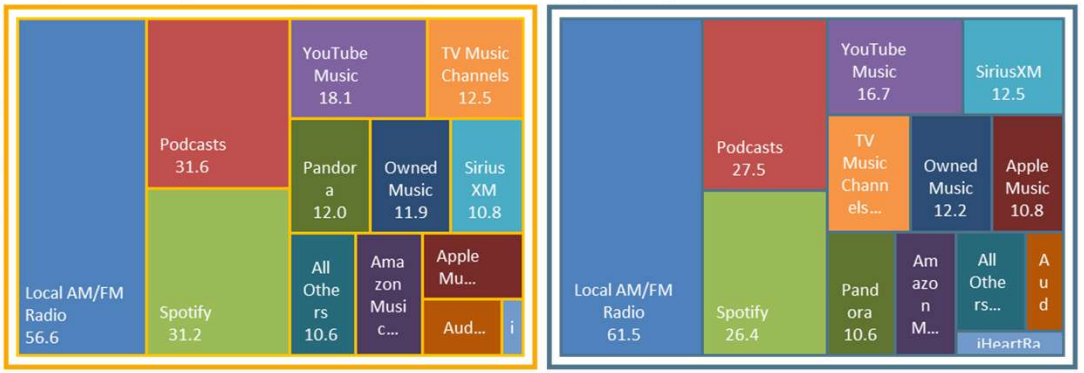

# W25-54

773,004 or 67.6% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

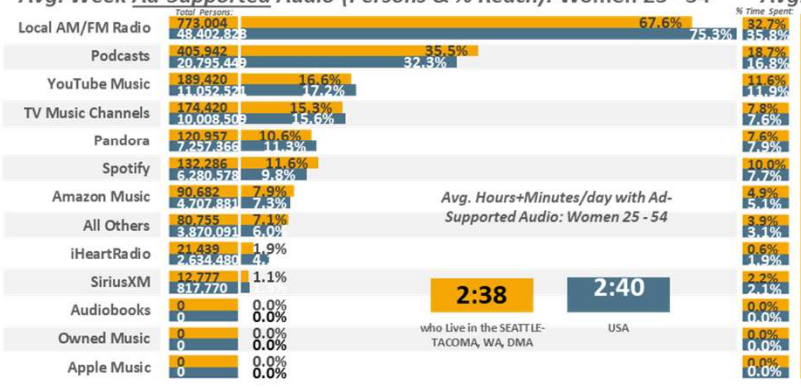
## *Avg. Week All Audio (Persons & % Reach):* Women 25 - 54




## *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




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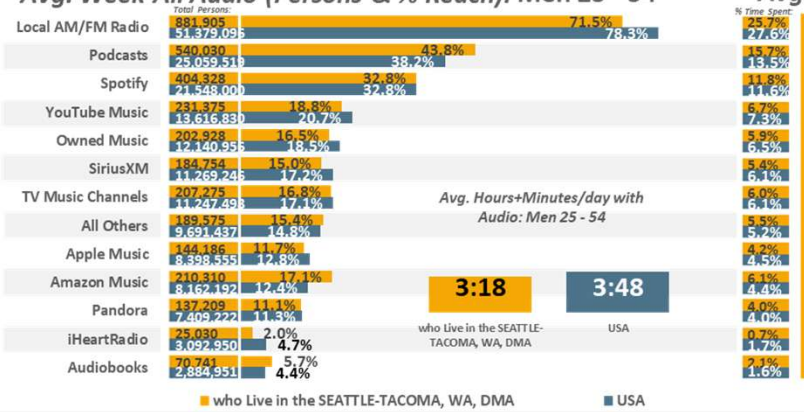
*Scarborough R2 2025: Feb24-JuL25 USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

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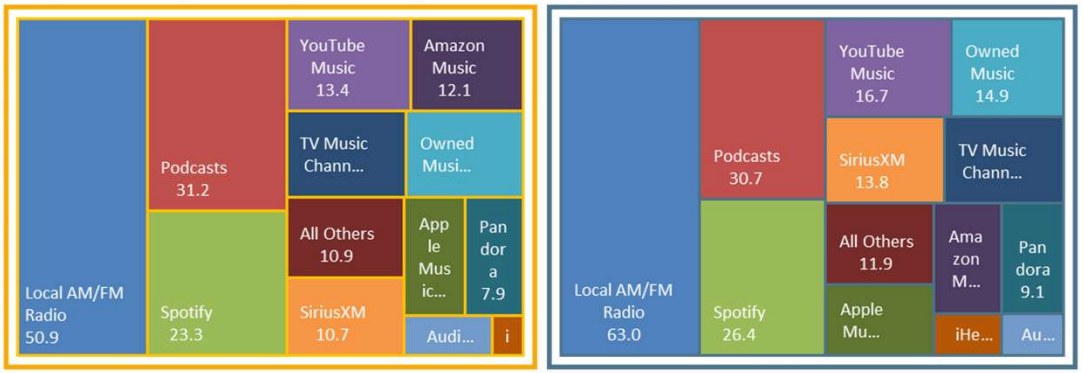



860,915 or 69.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 45.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

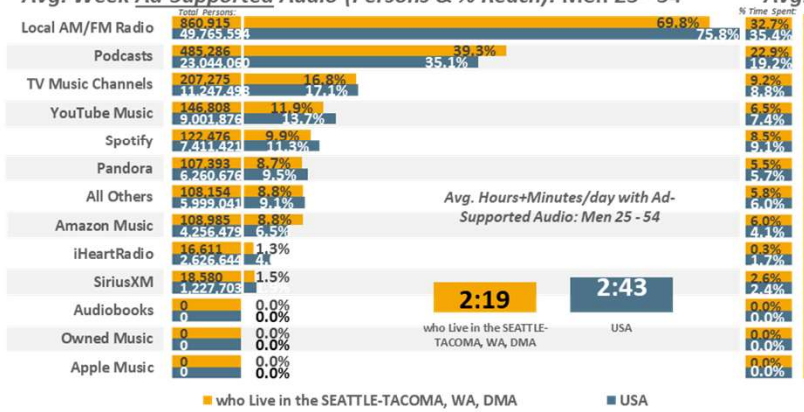
## *Avg. Week All Audio (Persons & % Reach):* Men 25 - 54



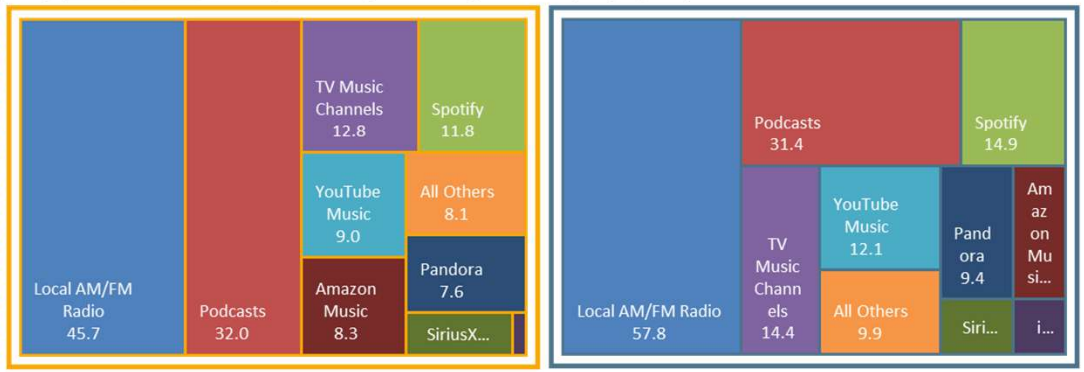

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




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




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




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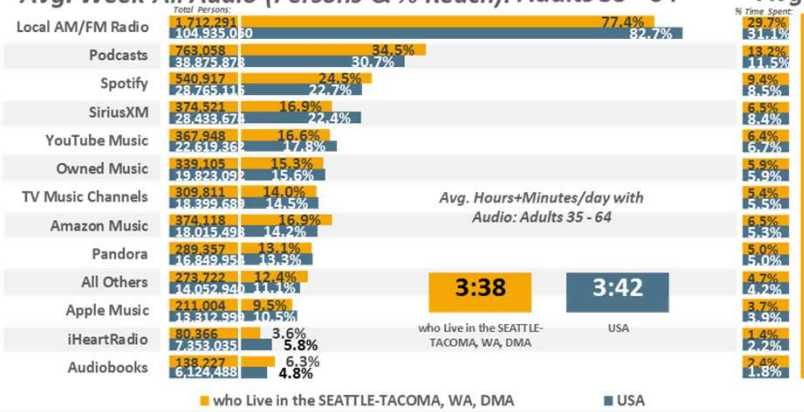
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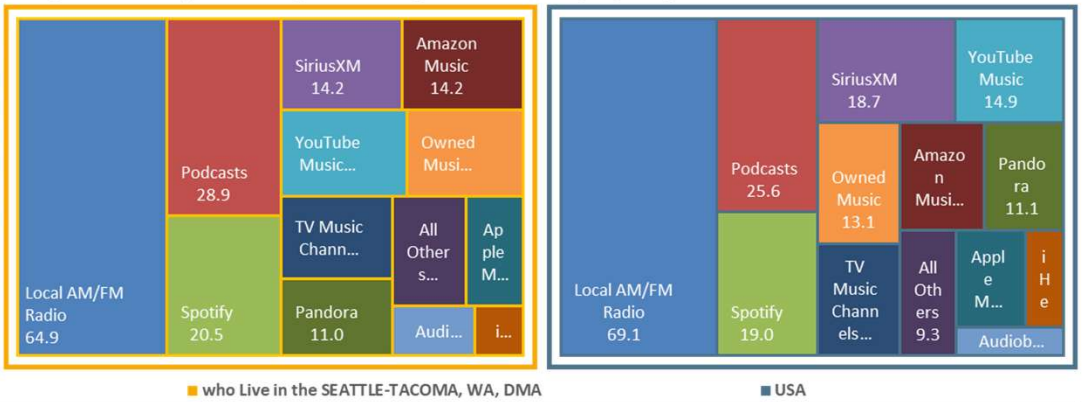

# P35-64

1,662,157 or 75.2% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

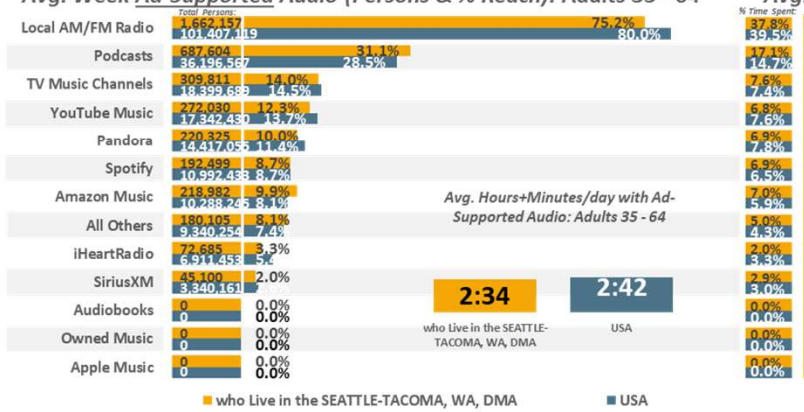
## *Avg. Week All Audio (Persons & % Reach):* Adults 35 - 64



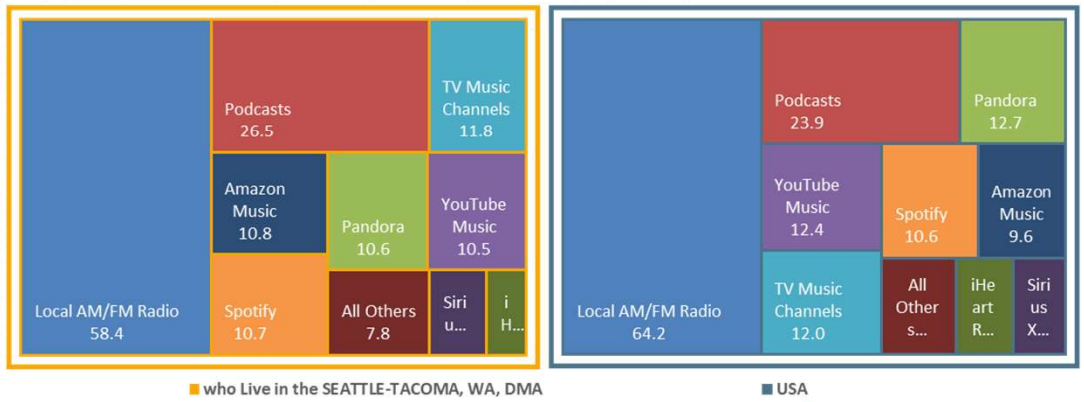

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




## *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 DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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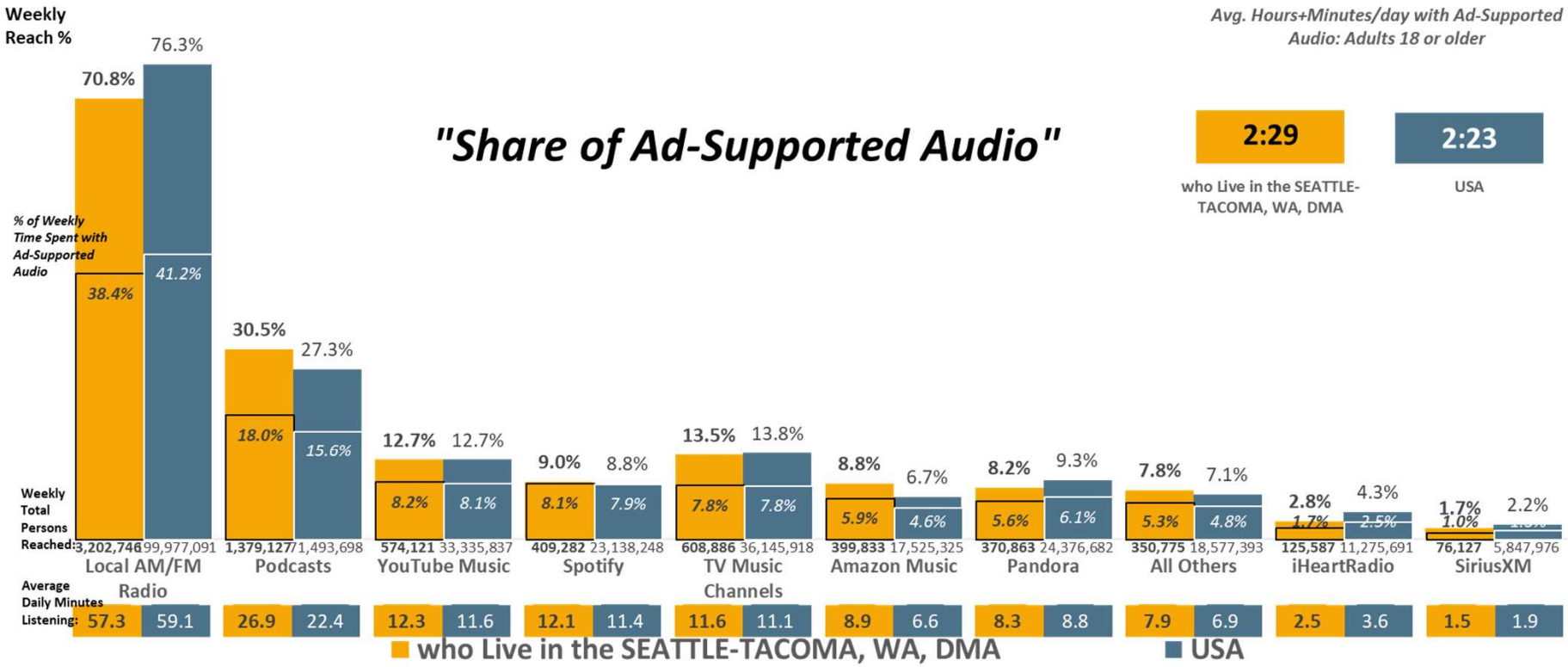
*Scarborough R2 2025: Feb24-JuL25 USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

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**P18+**

3,202,746 or 70.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.




USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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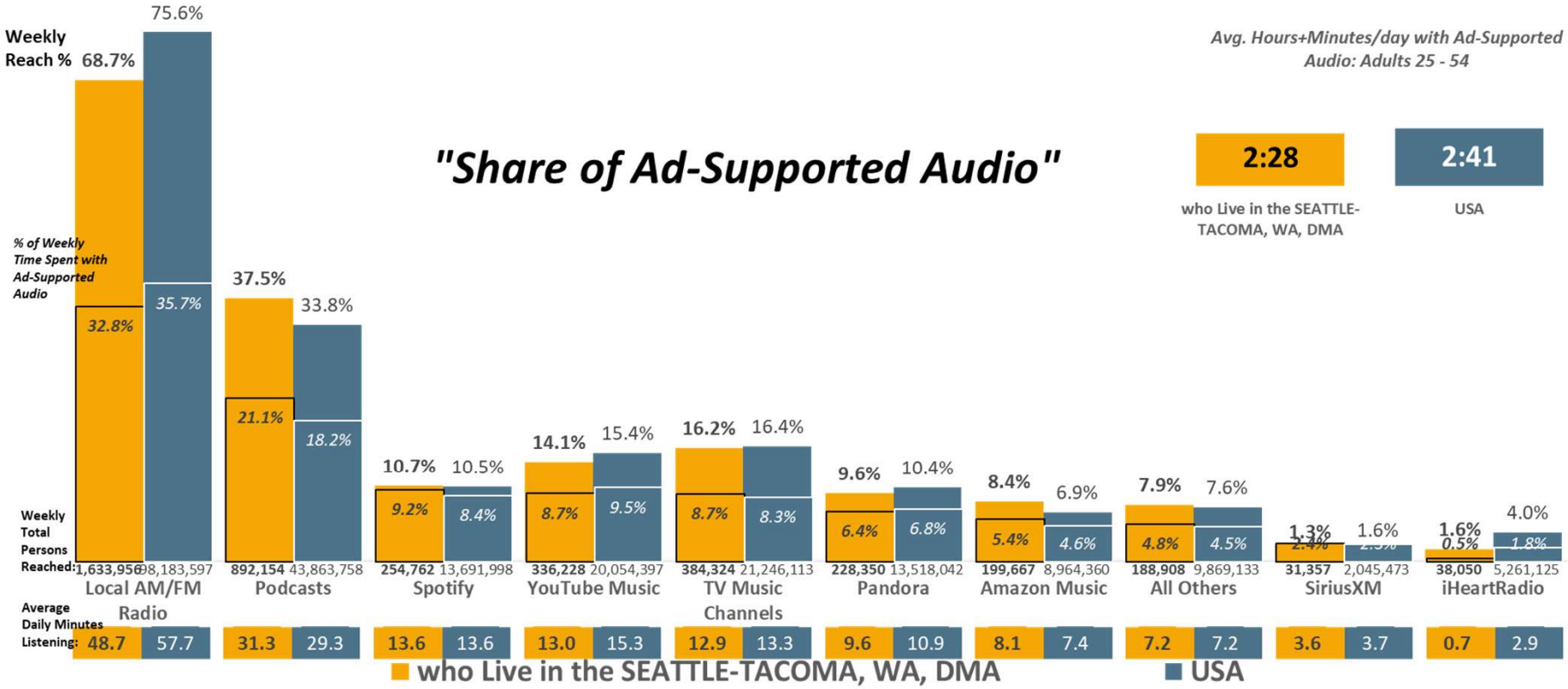
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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# P25-54

1,633,956 or 68.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 48.7 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.




USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

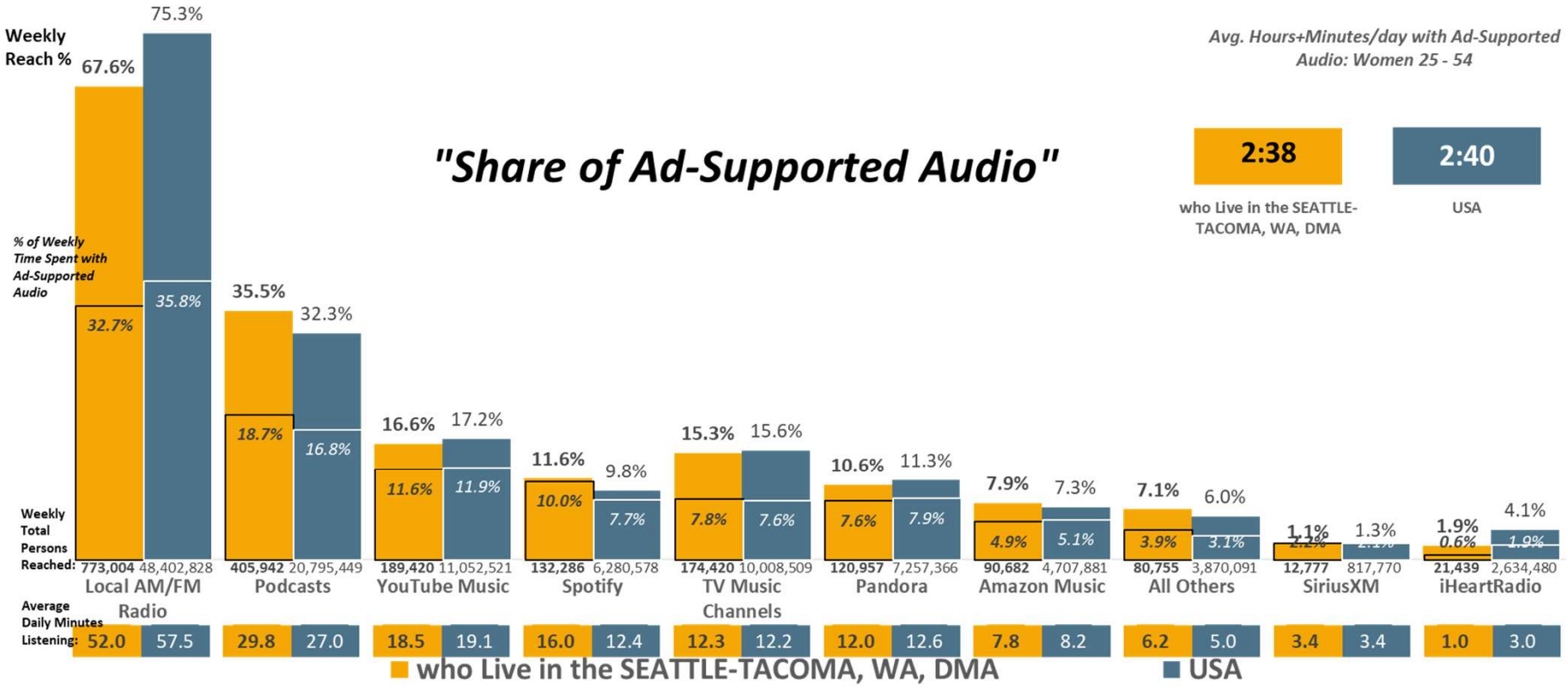
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773,004 or 67.6% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.




USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

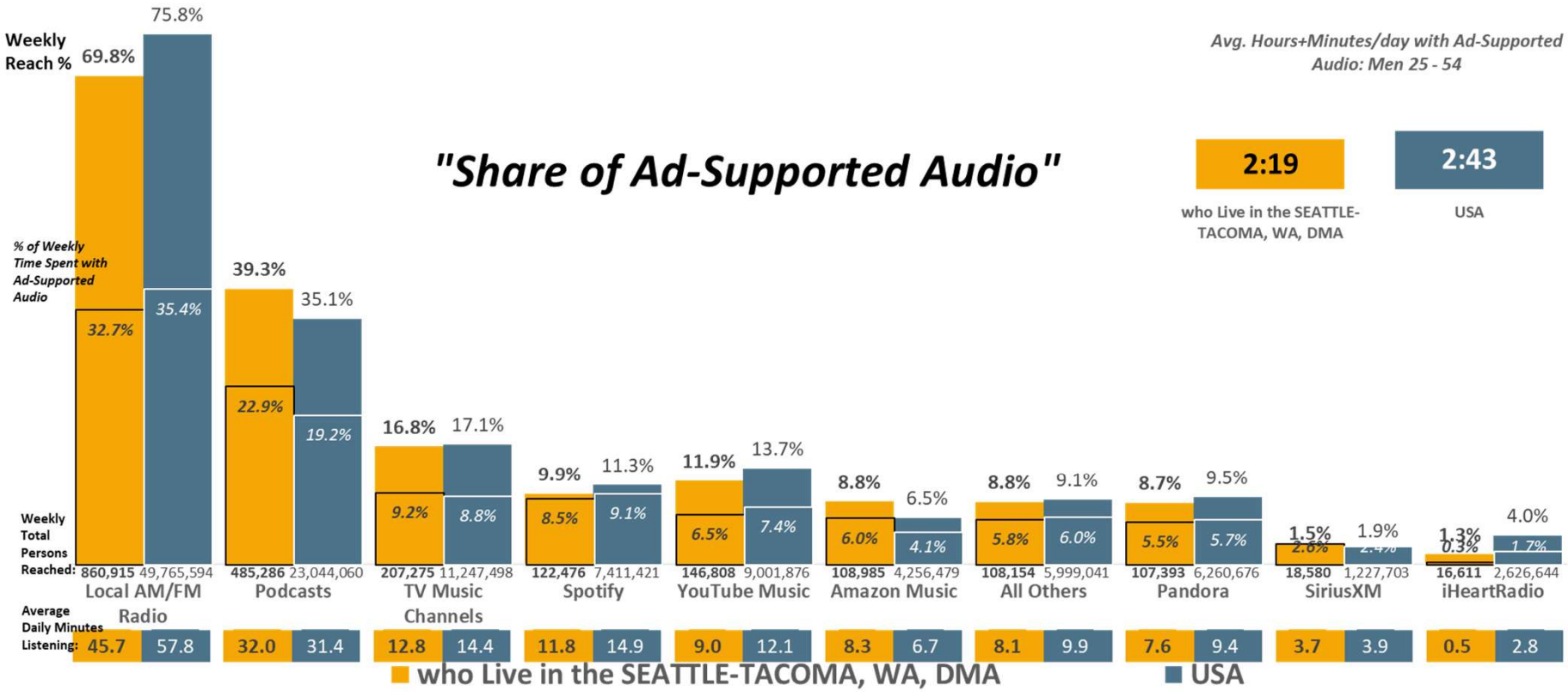
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860,915 or 69.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 45.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.




*USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

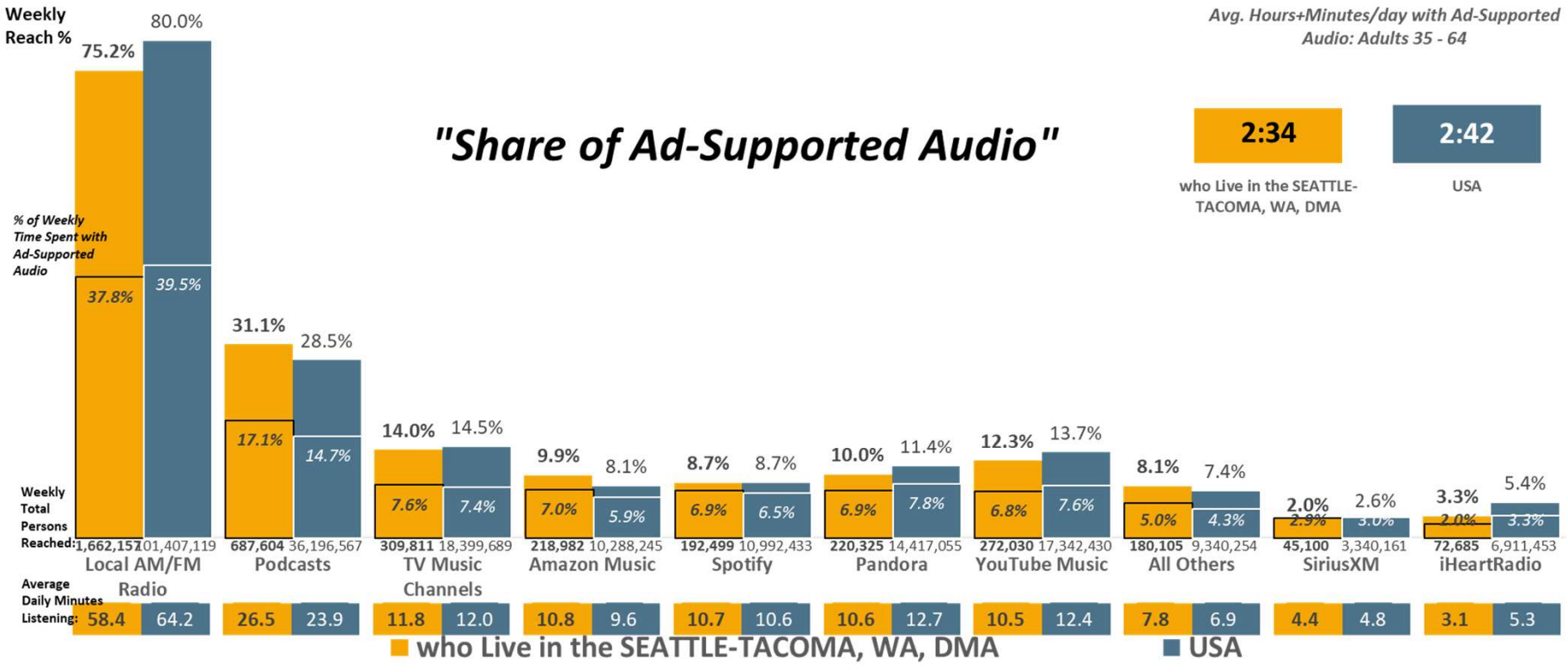
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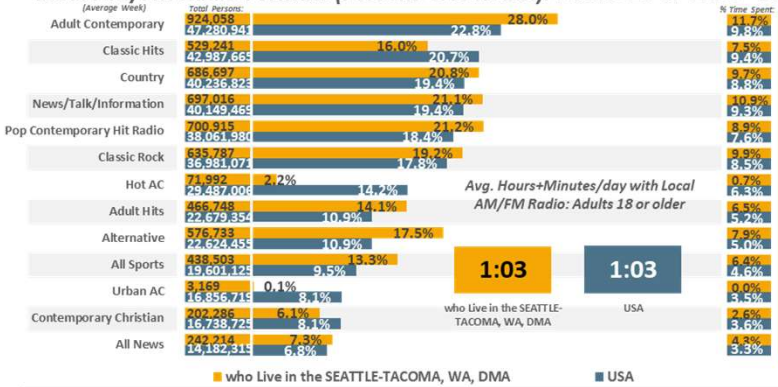
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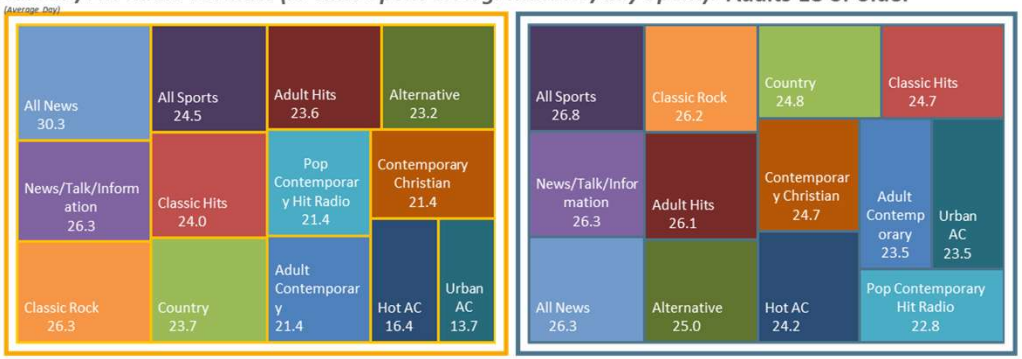

**P18+**

3,202,746 or 70.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Alternative.

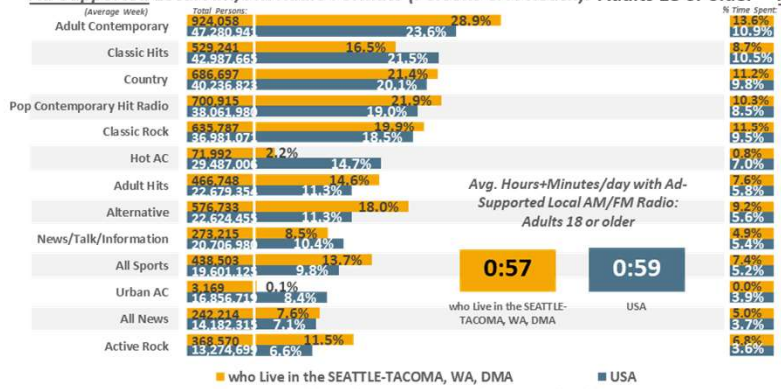
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



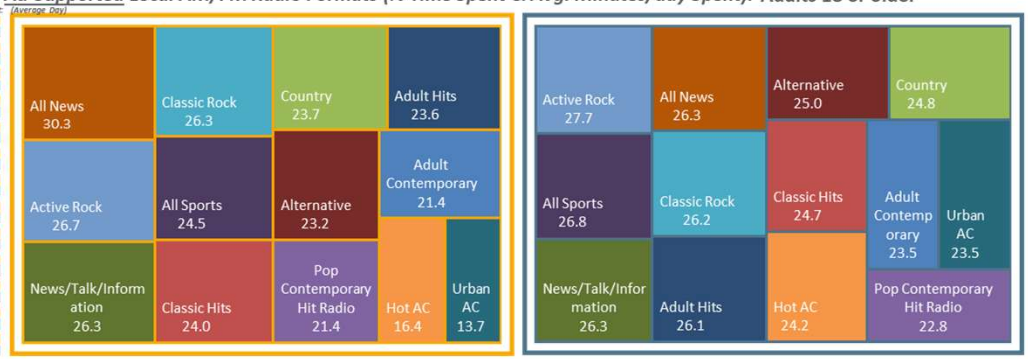

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




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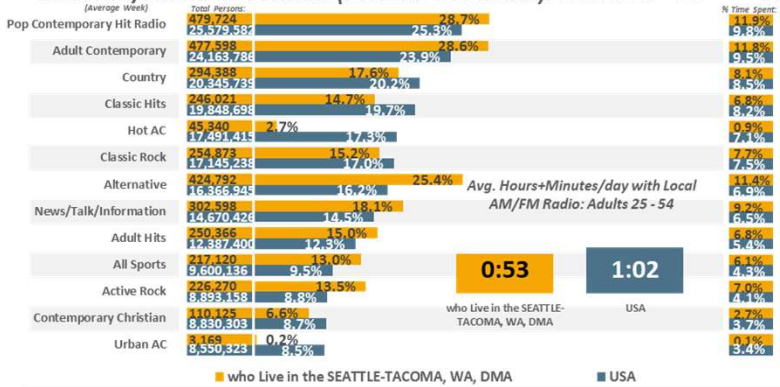
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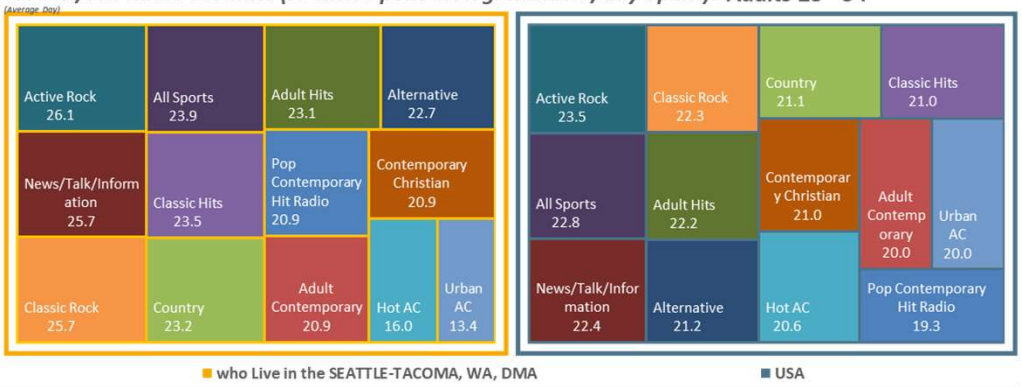



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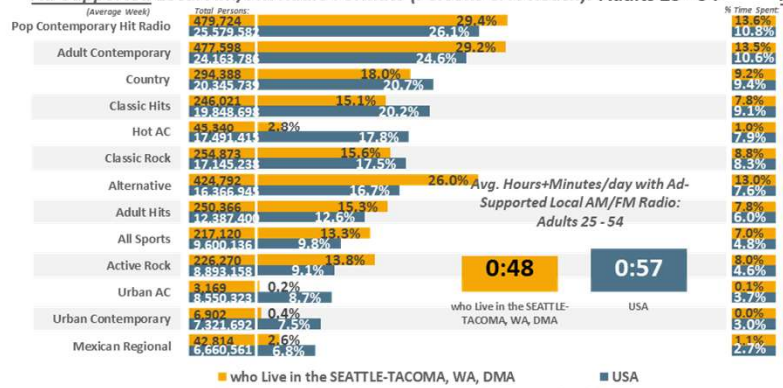
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 25 - 54



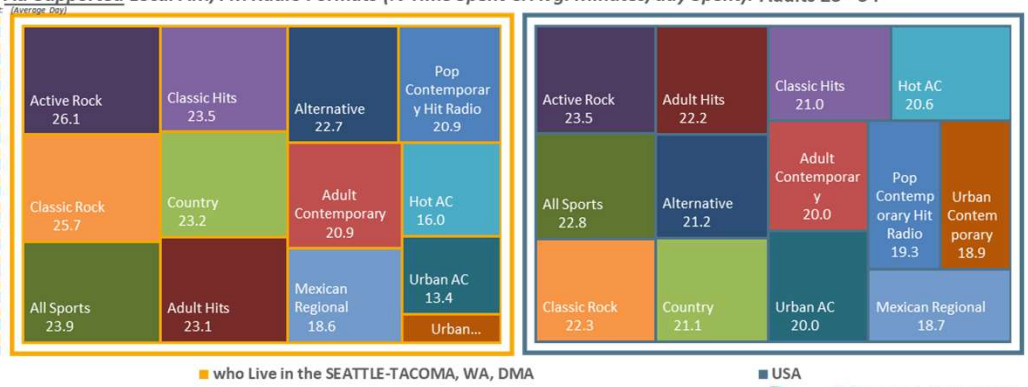

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




## *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




*USA* *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *3,986*

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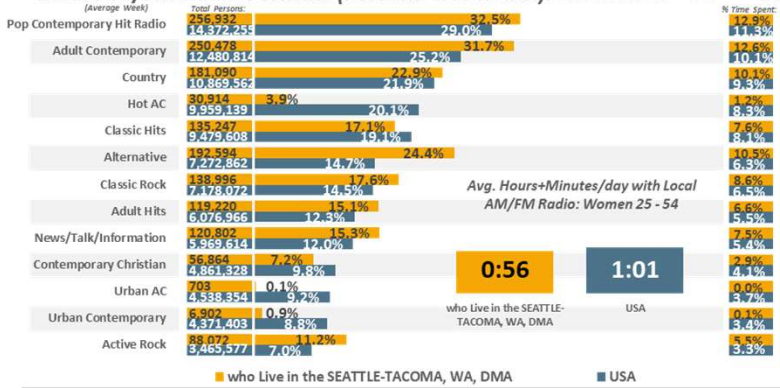
*USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

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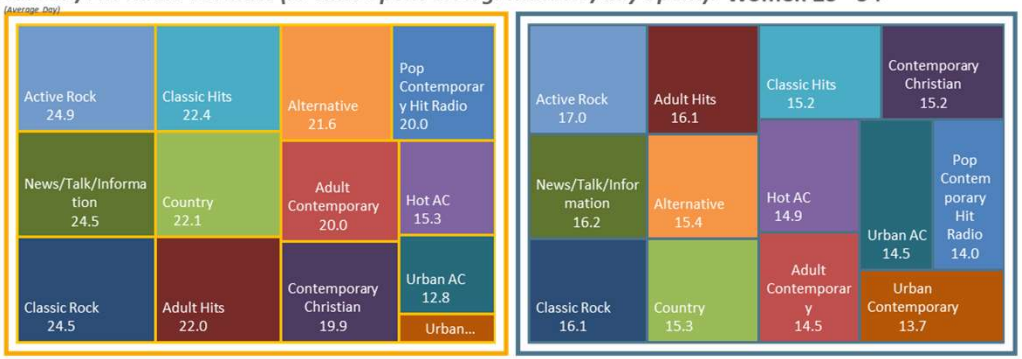



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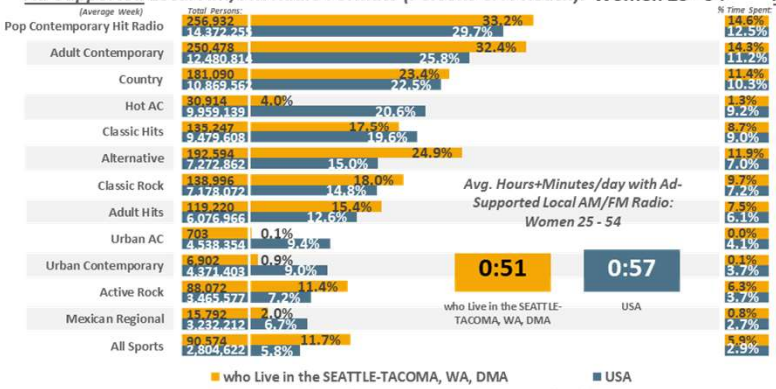
## *Local AM/FM Radio Formats (Persons & % Reach):* Women 25 - 54



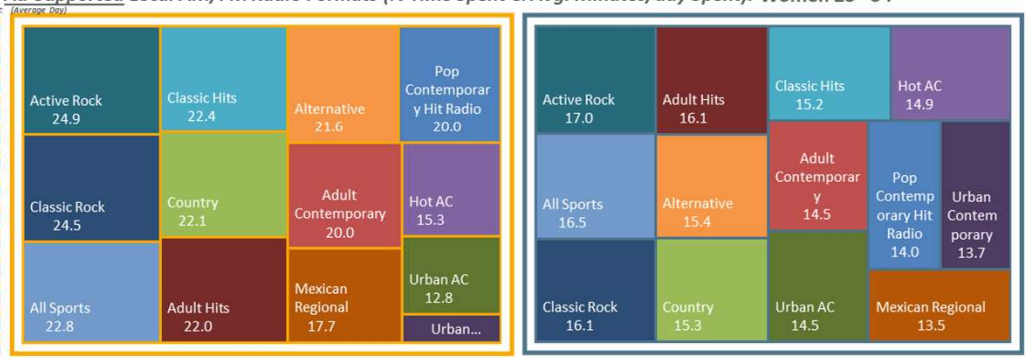

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Women 25 - 54




## *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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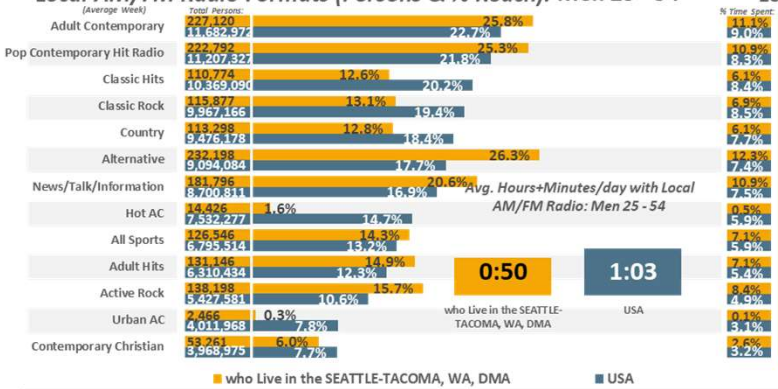
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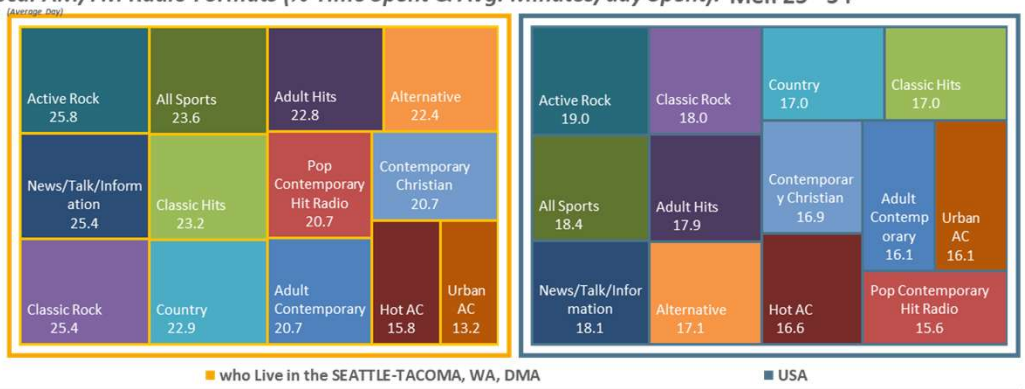



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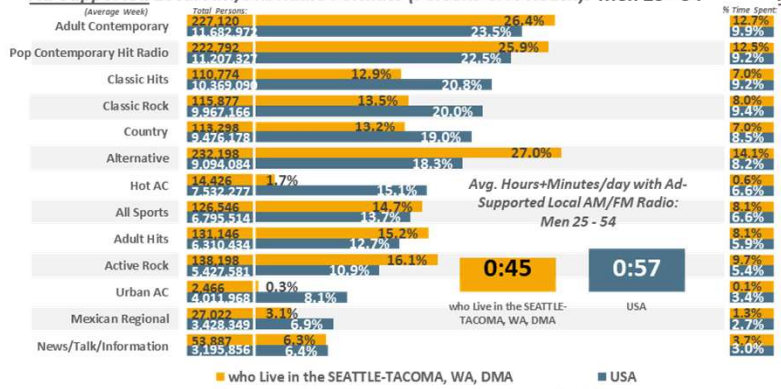
## *Local AM/FM Radio Formats (Persons & % Reach):* Men 25 - 54




## *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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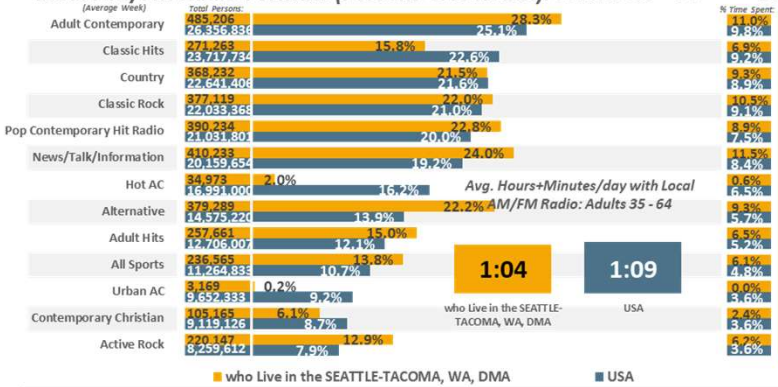
*USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445*

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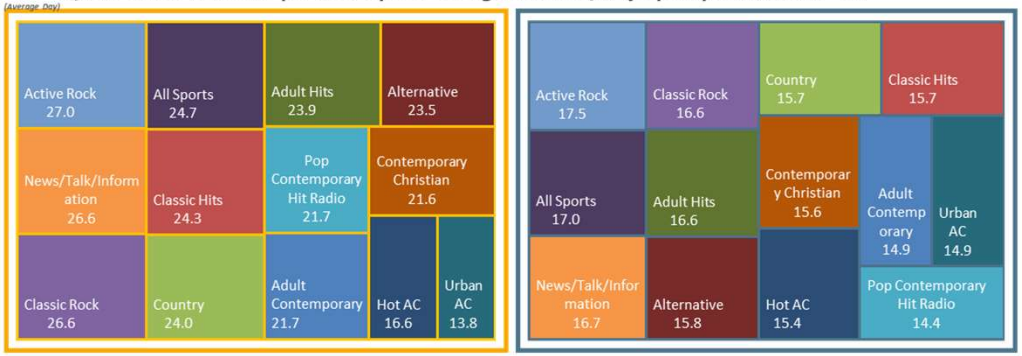



1,662,157 or 75.2% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Country.

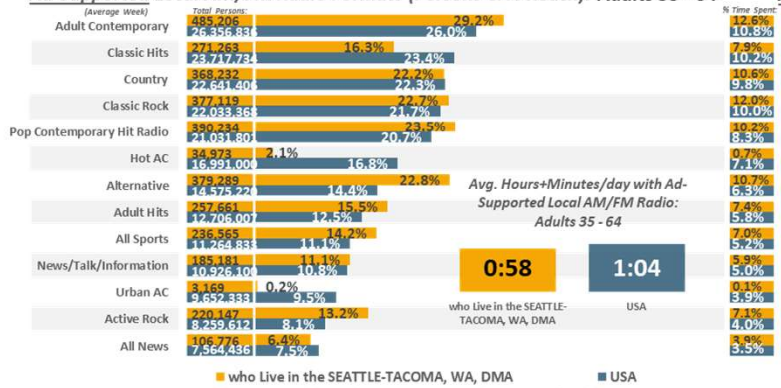
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 35 - 64



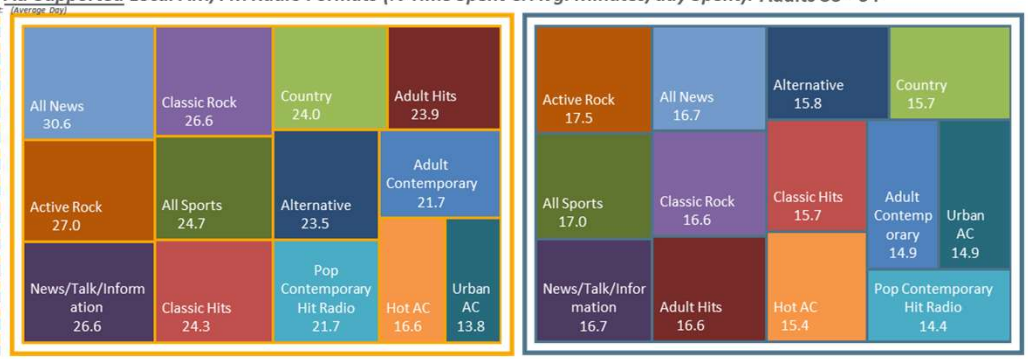

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




## *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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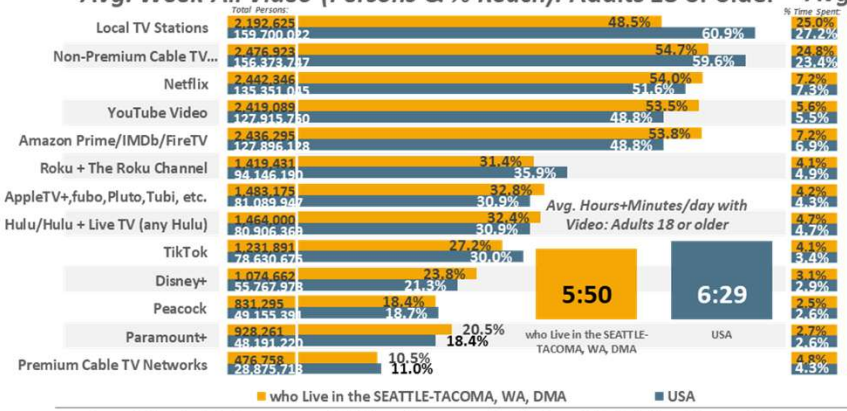
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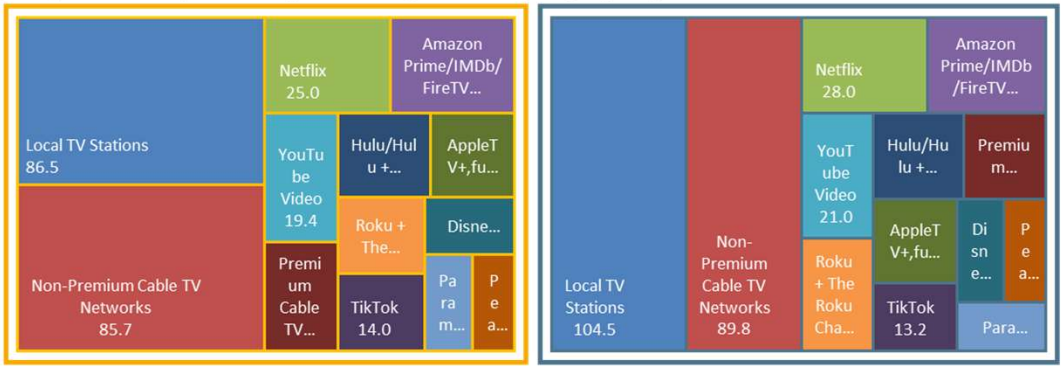

**P18+**

2,170,788 or 48.% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 81.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

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

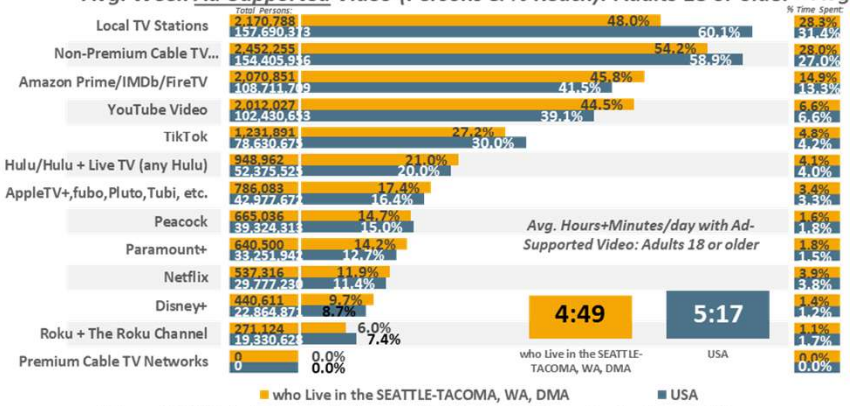



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

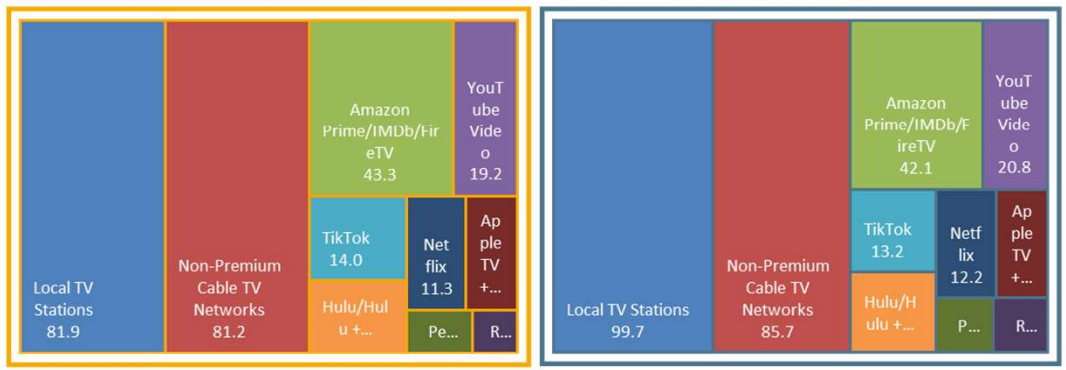



who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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




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




who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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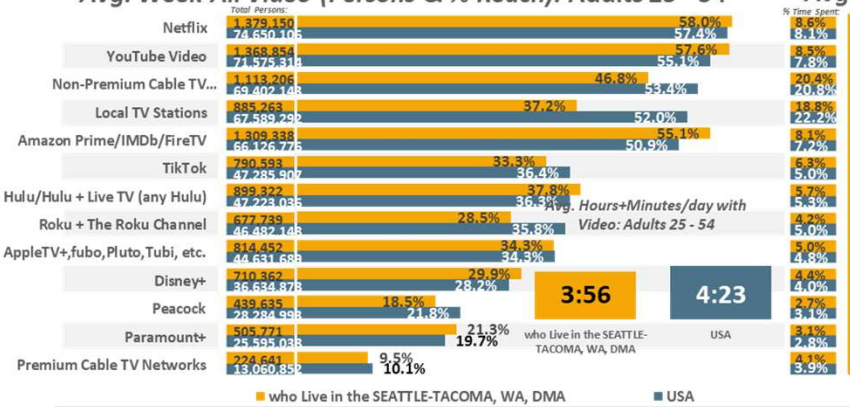
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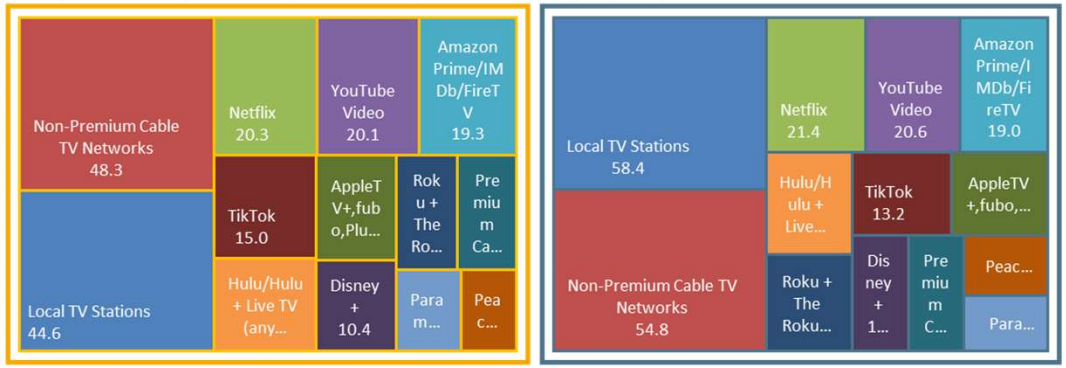



878,392 or 37.% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 43.1 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

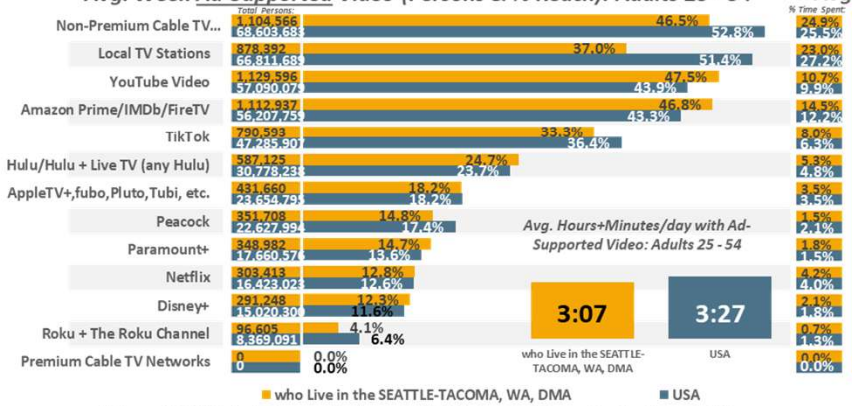
## *Avg. Week All Video (Persons & % Reach):* Adults 25 - 54



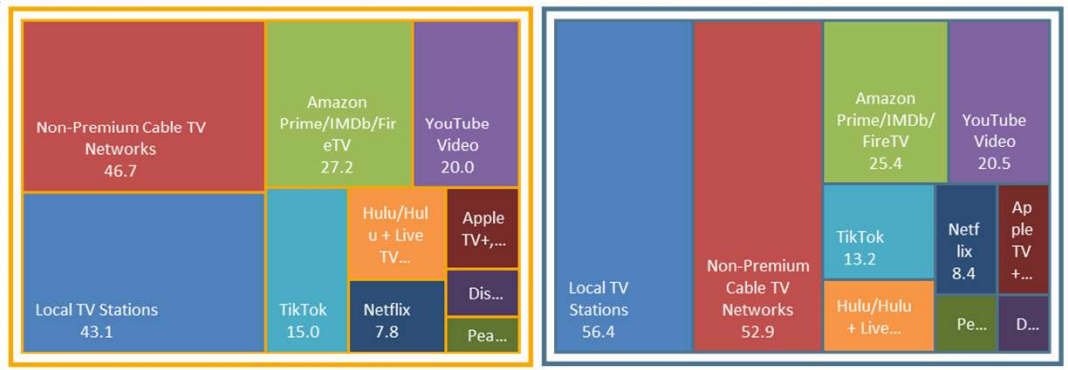

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




## *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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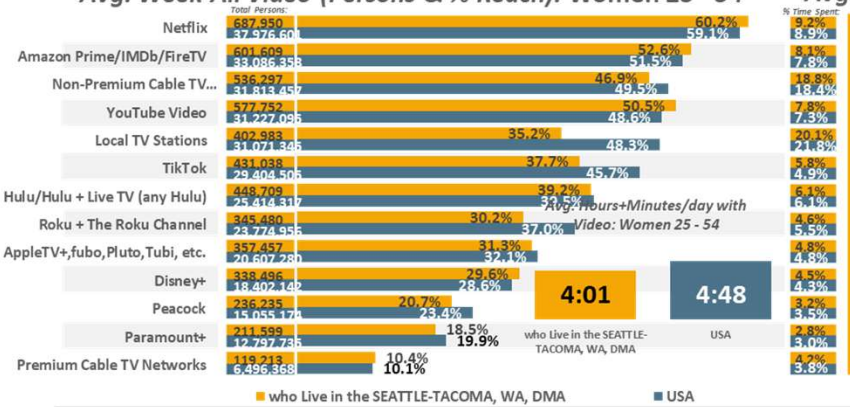
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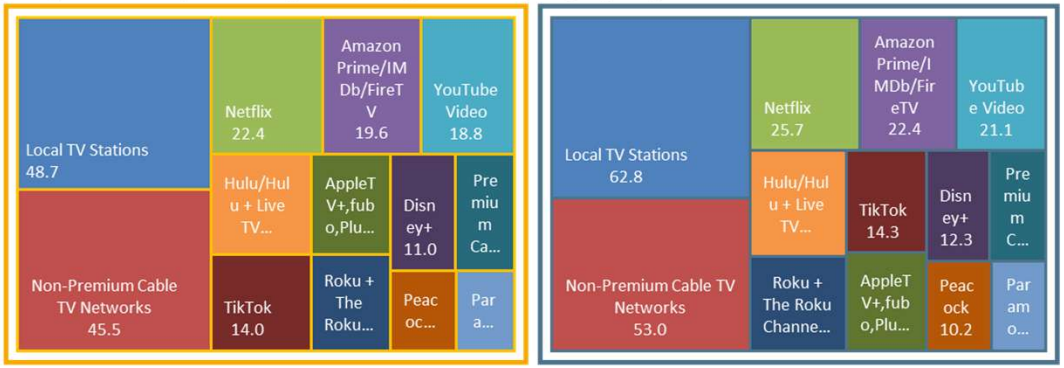



399,221 or 34.9% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 47.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

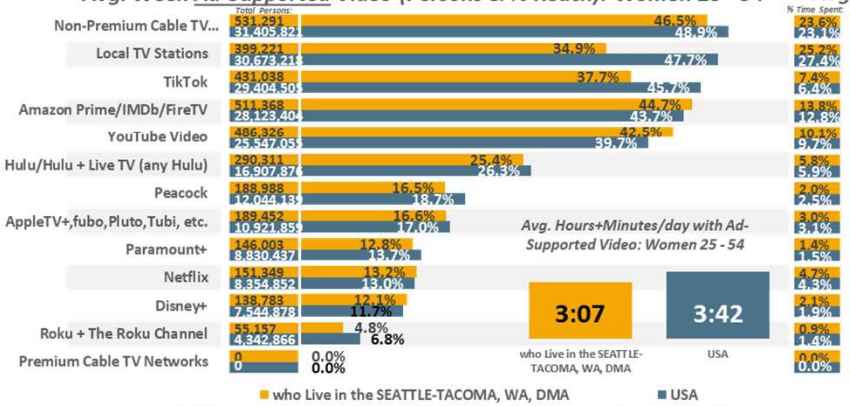
## *Avg. Week All Video (Persons & % Reach):* Women 25 - 54



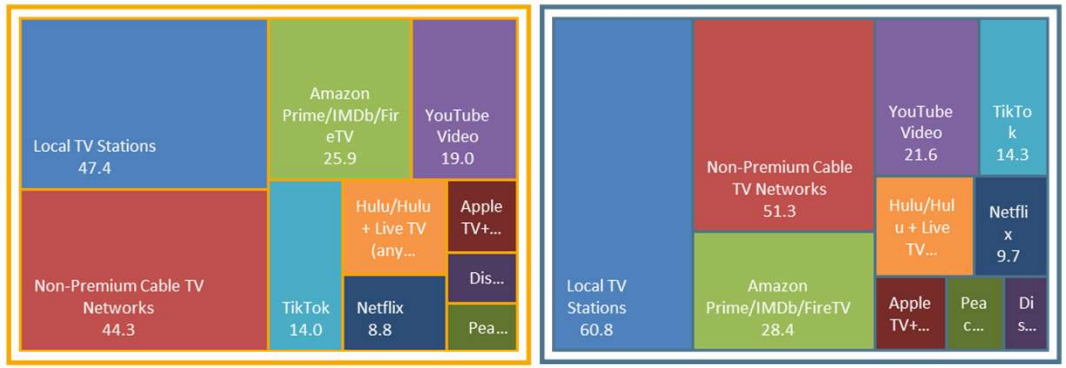

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Women 25 - 54




## *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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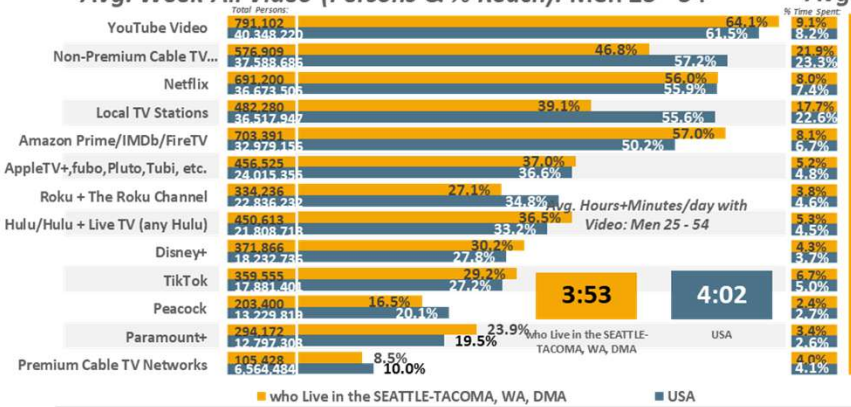
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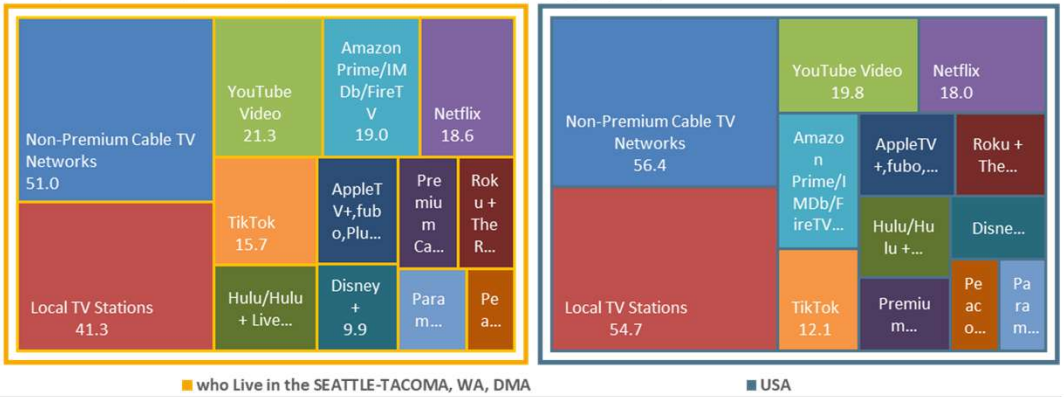



479,345 or 38.9% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 39.6 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.

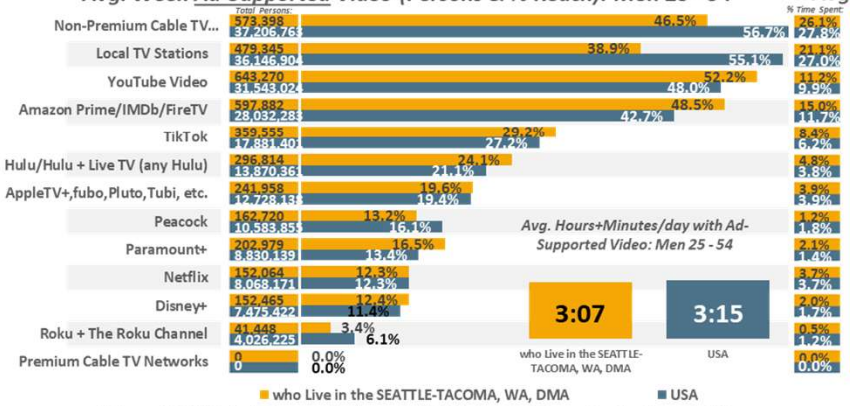
## *Avg. Week All Video (Persons & % Reach):* Men 25 - 54



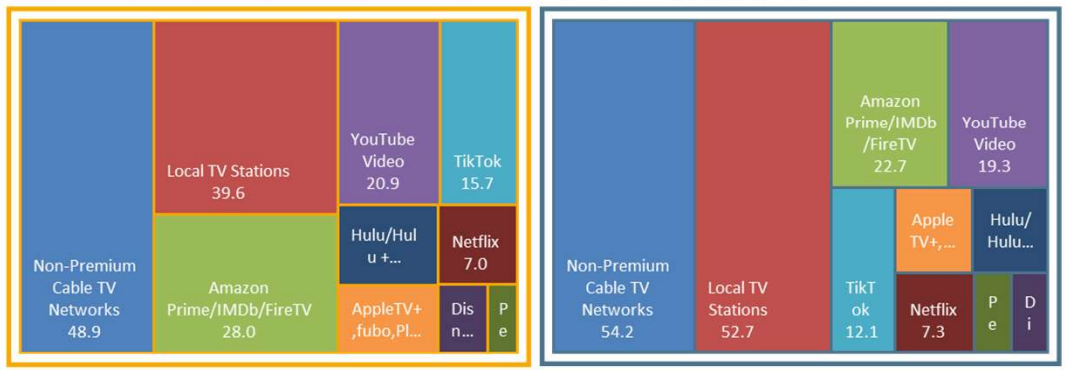

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




## *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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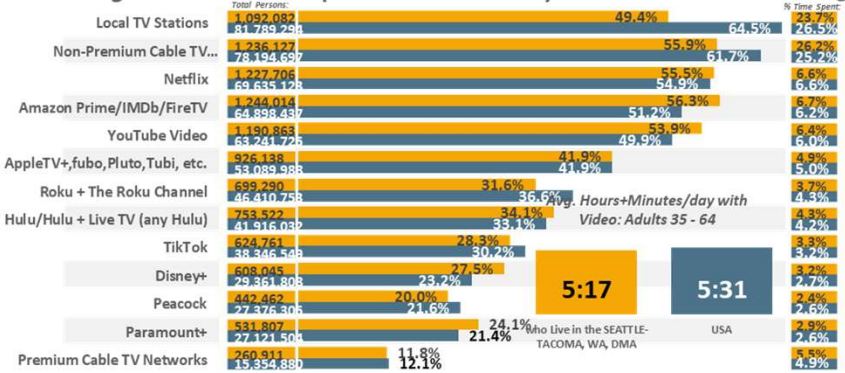
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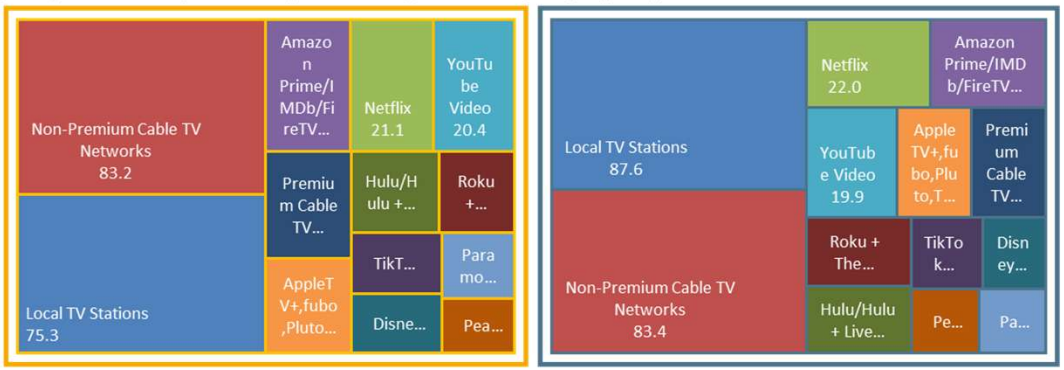



1,082,399 or 49.% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 72.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

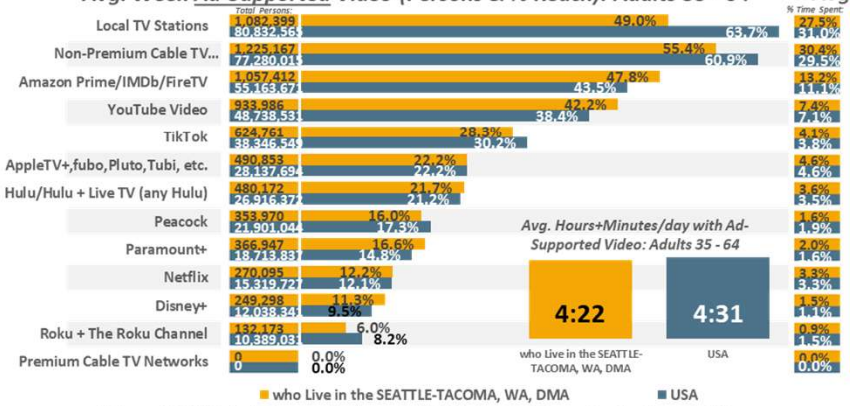
## *Avg. Week All Video (Persons & % Reach):* Adults 35 - 64



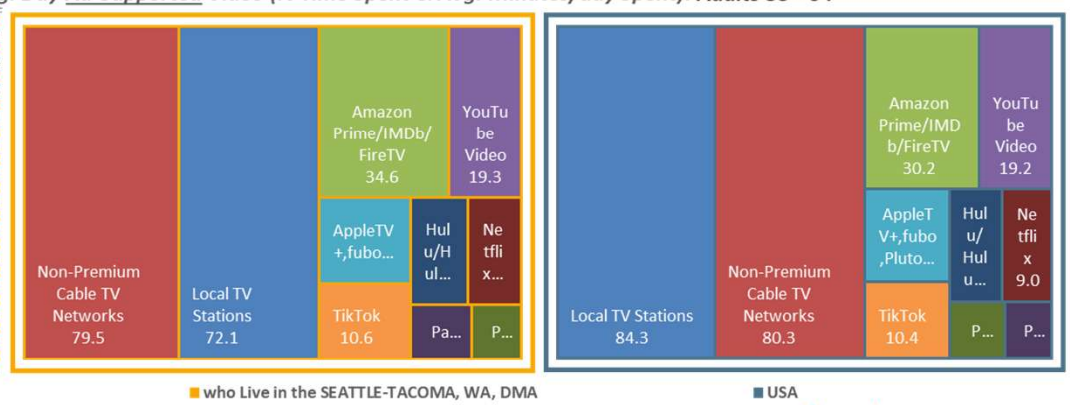

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




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




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




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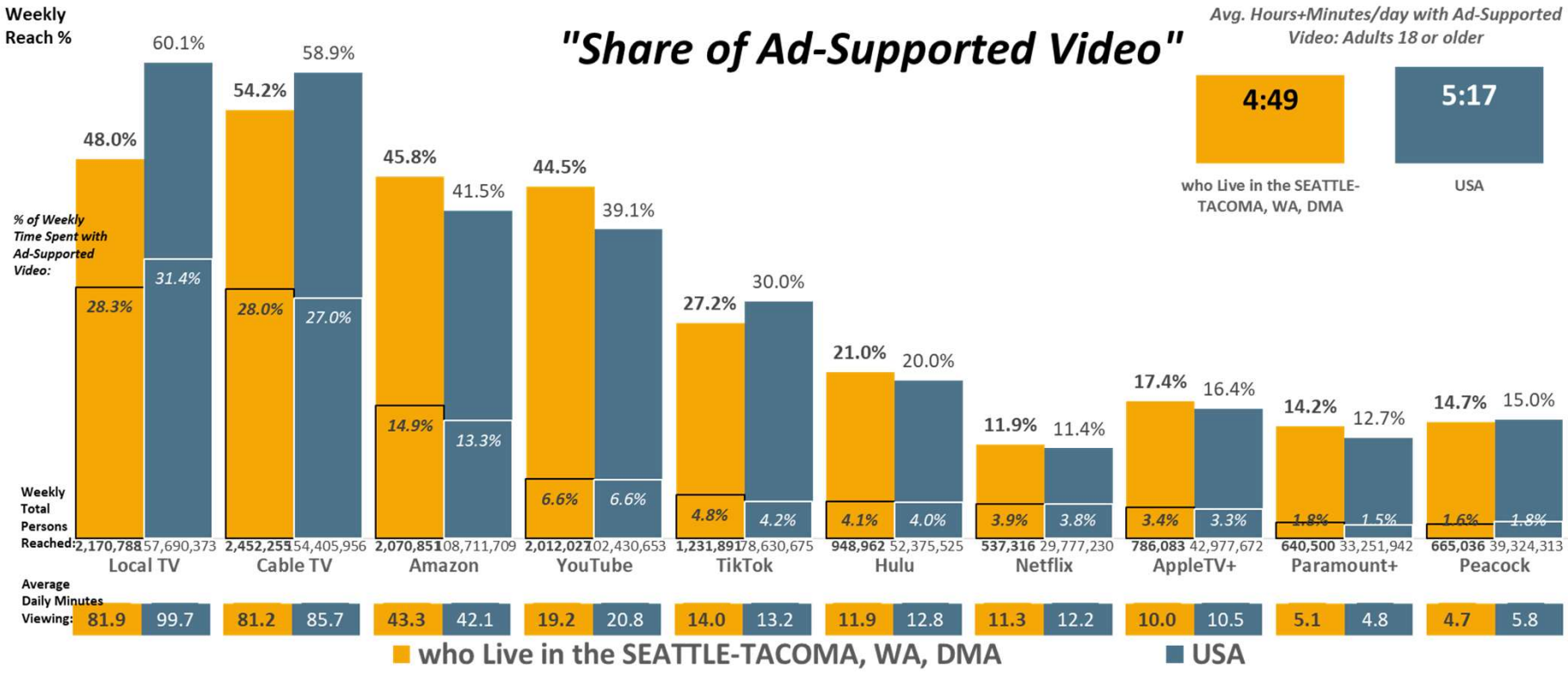
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**P18+**

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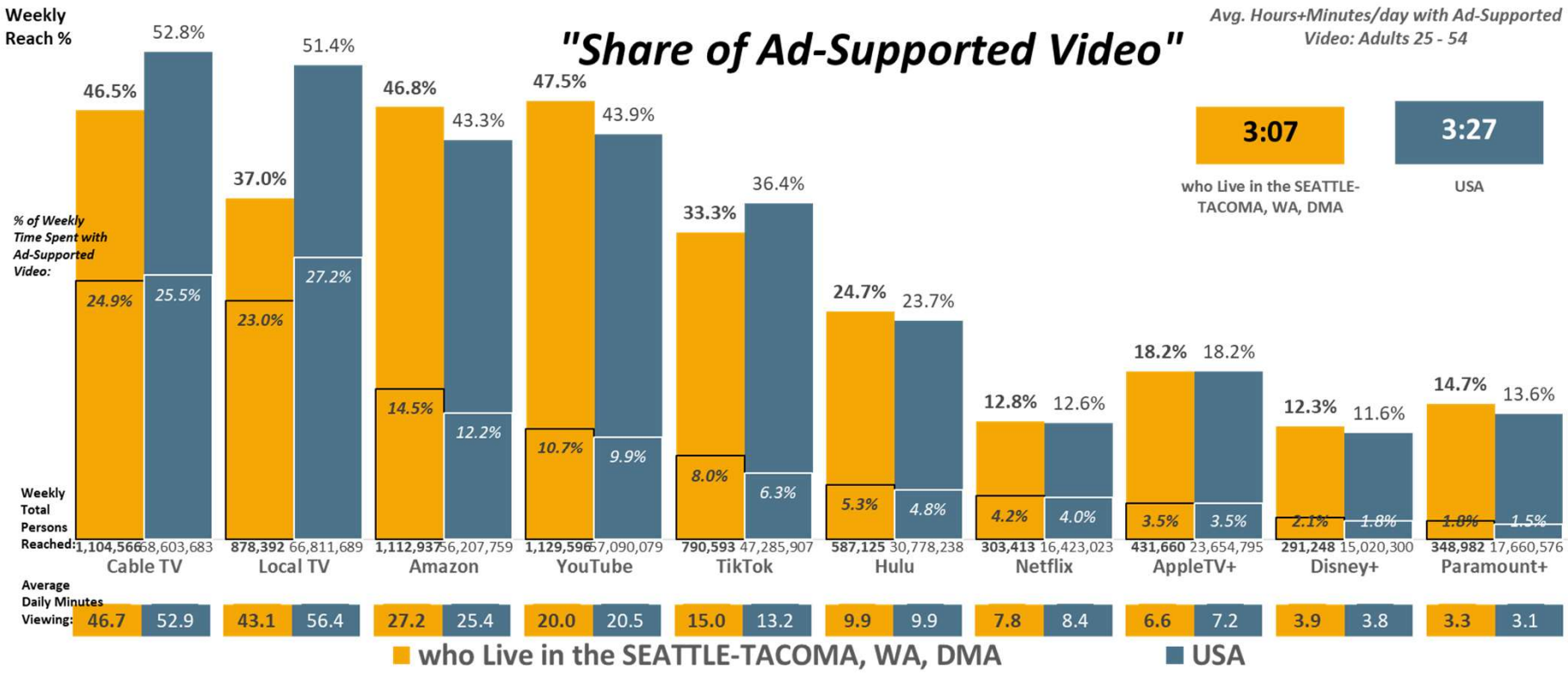
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# P25-54

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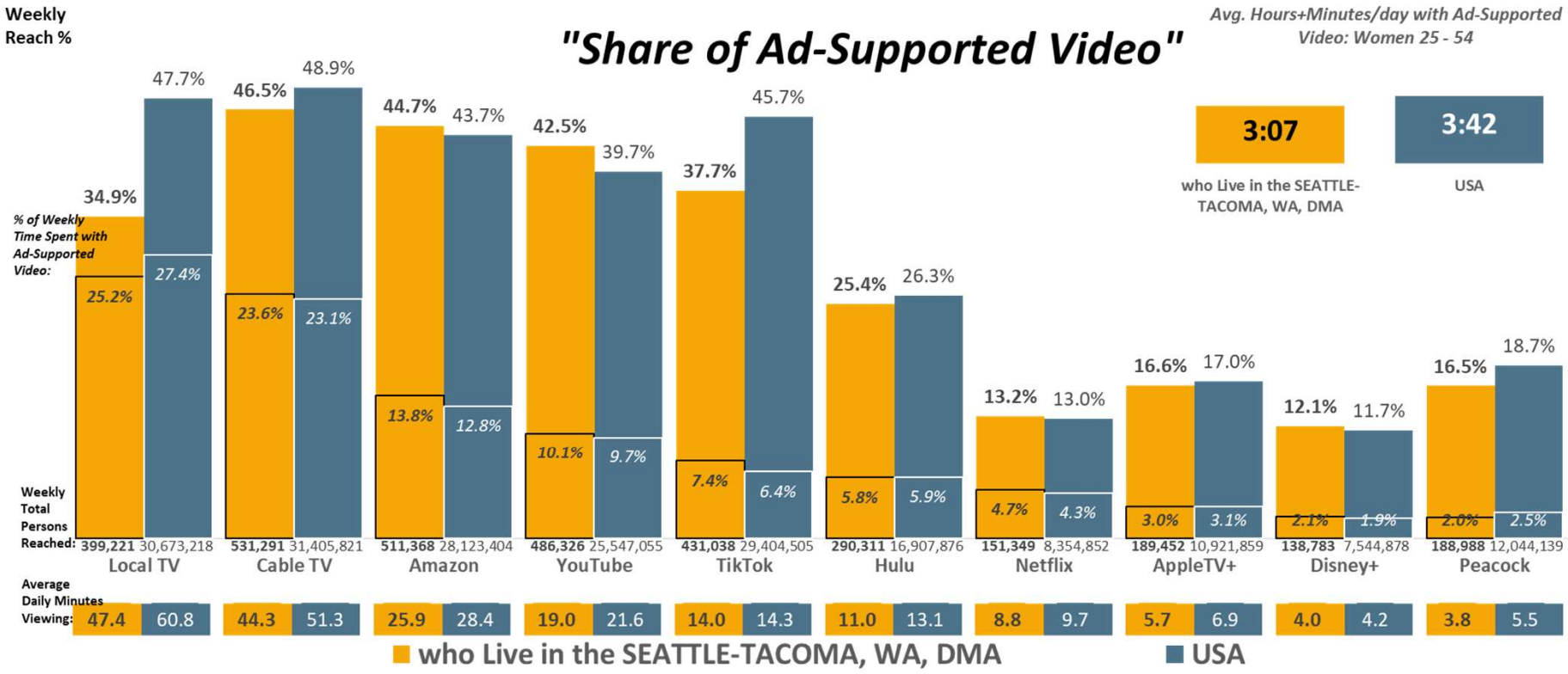
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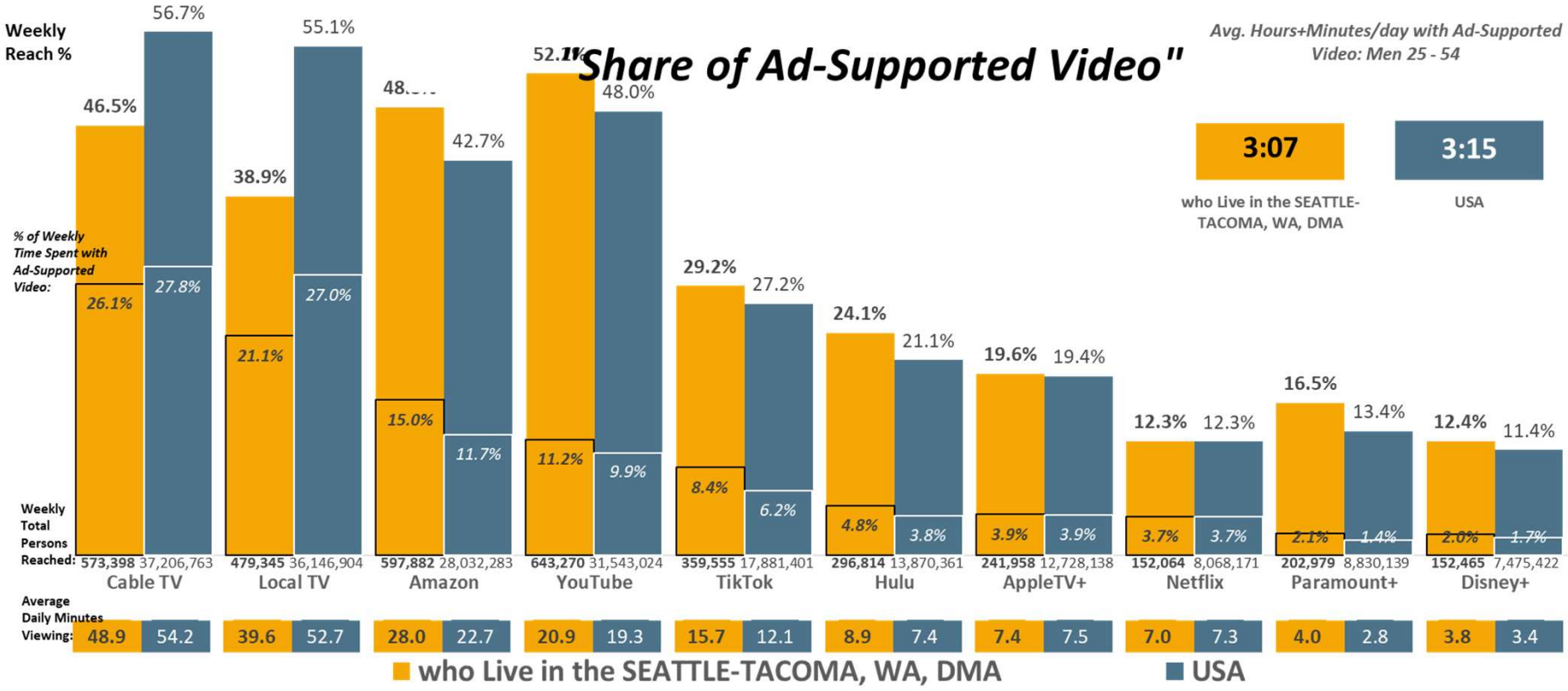
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# M25-54

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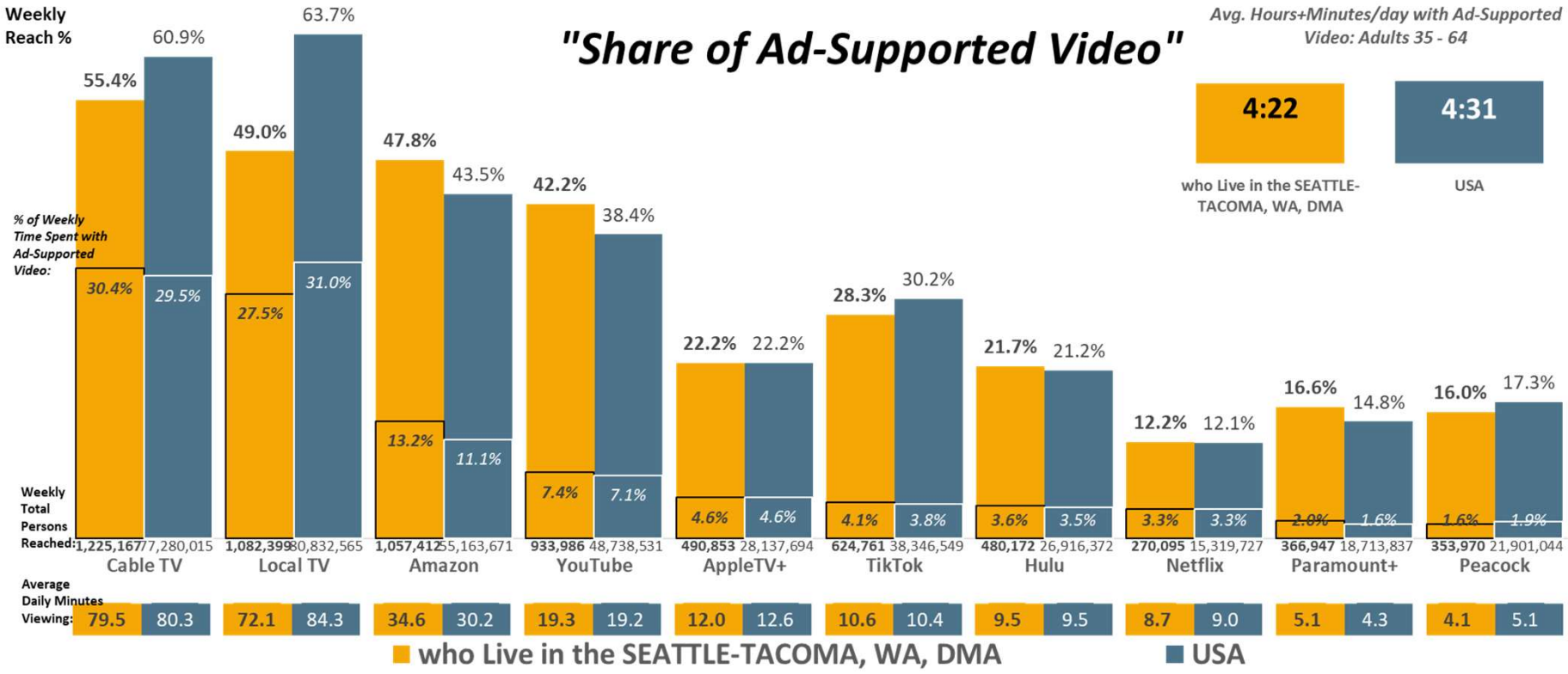
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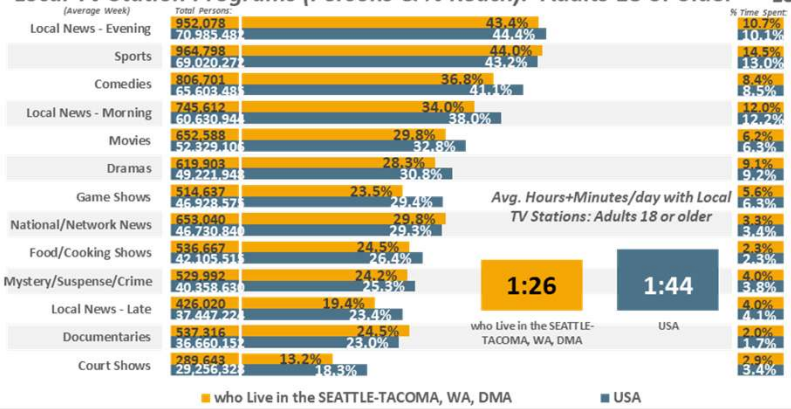
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**P18+**

2,170,788 or 48.% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

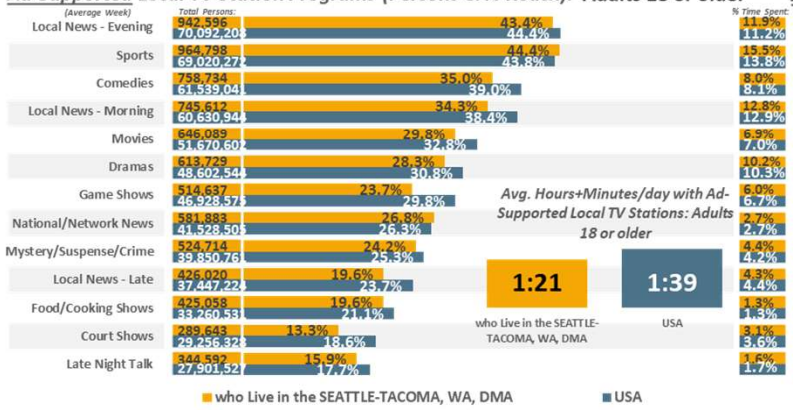
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



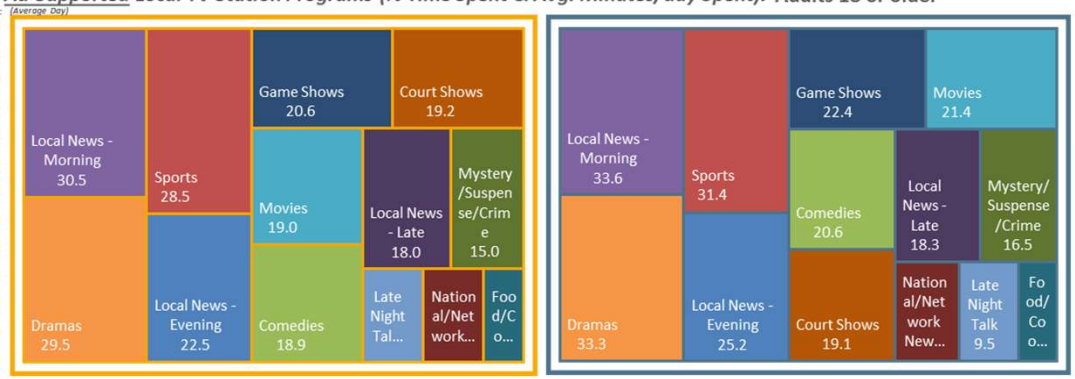

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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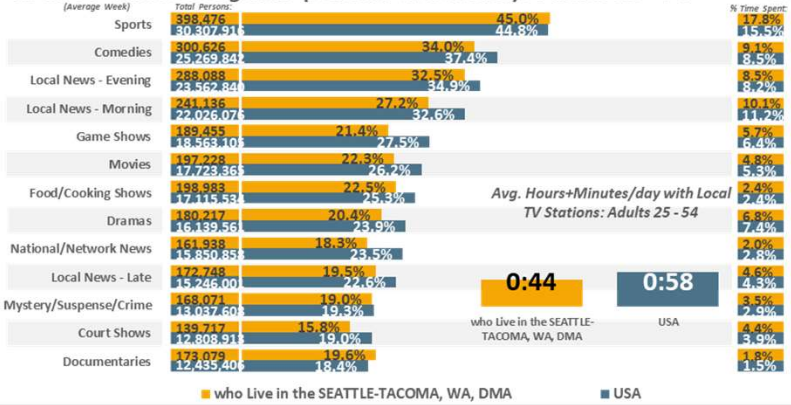
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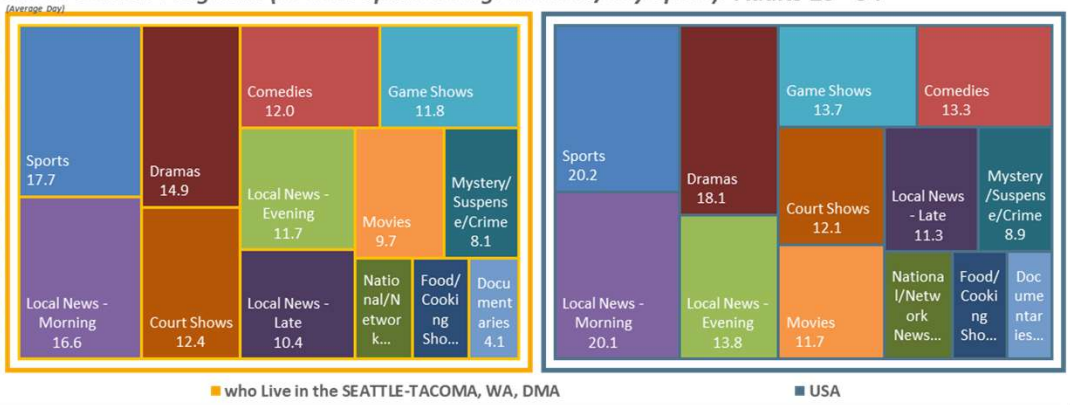



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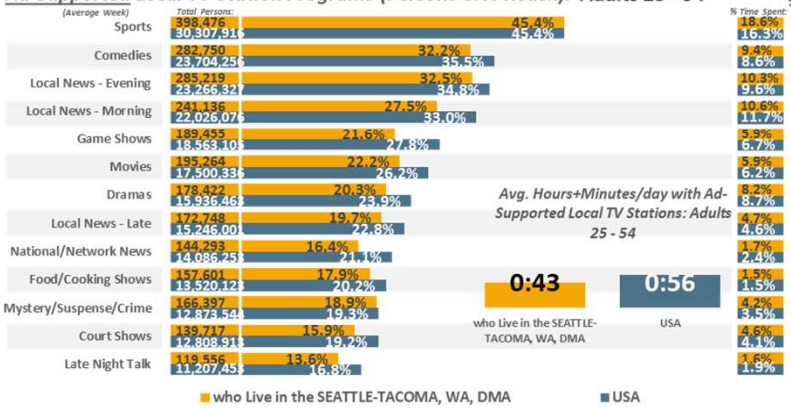
## *Local TV Station Programs (Persons & % Reach):* Adults 25 - 54



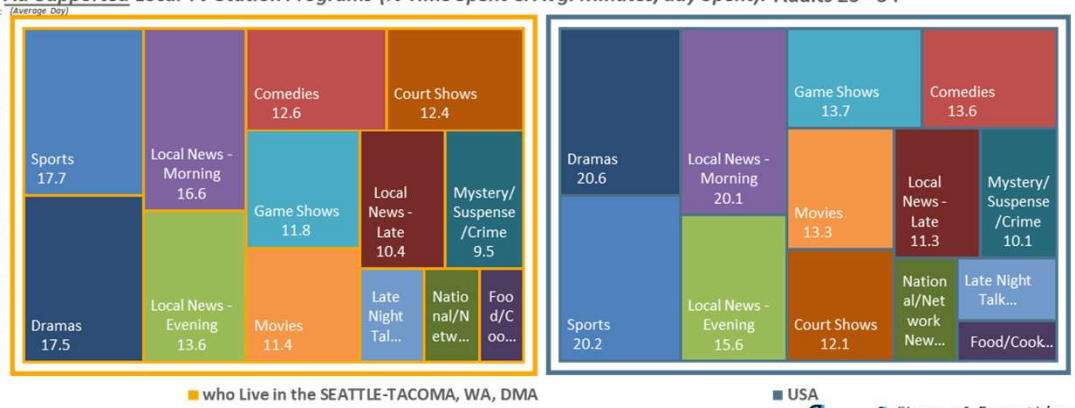

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




## *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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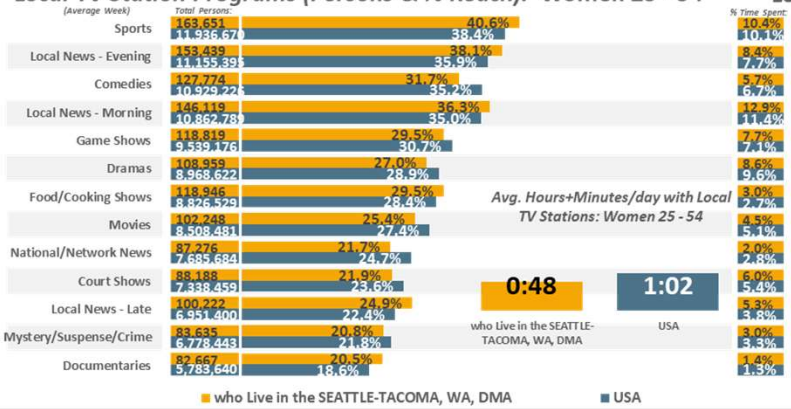
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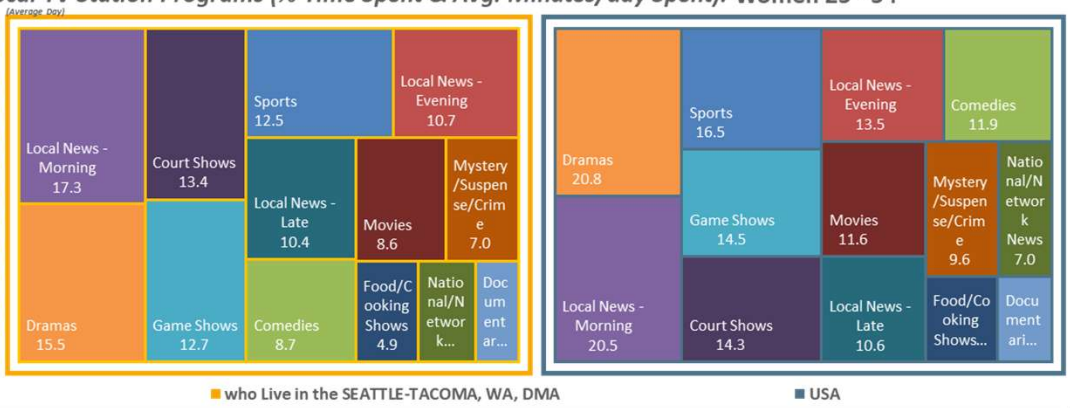



399,221 or 34.9% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Dramas.

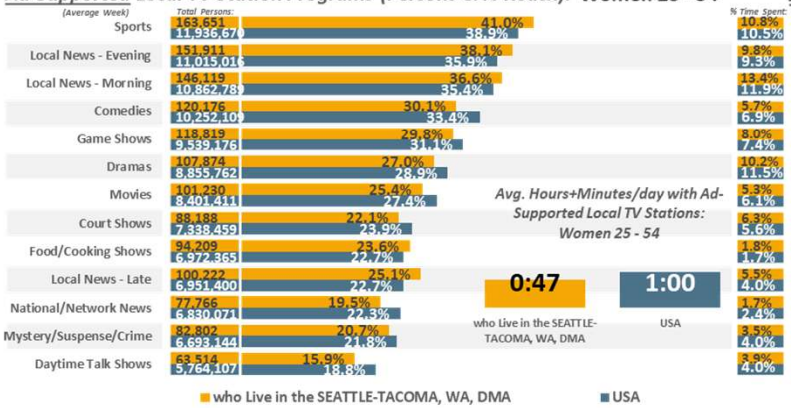
## *Local TV Station Programs (Persons & % Reach):* Women 25 - 54



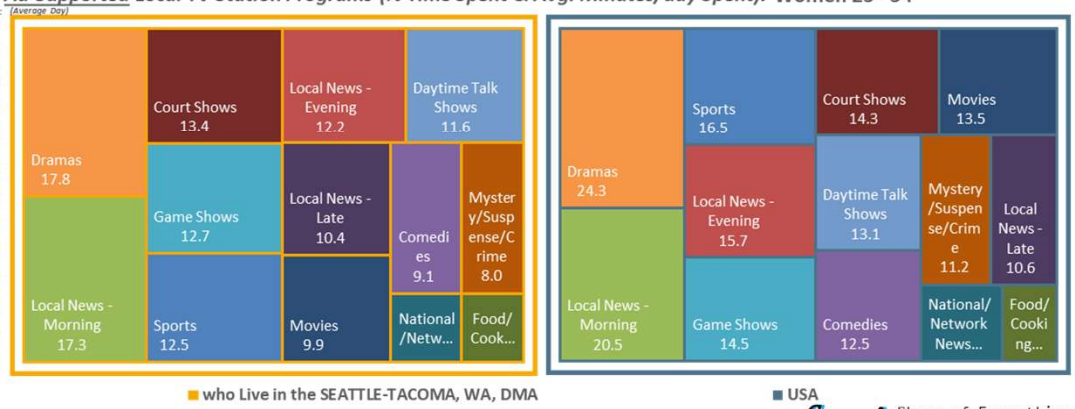

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Women 25 - 54




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




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




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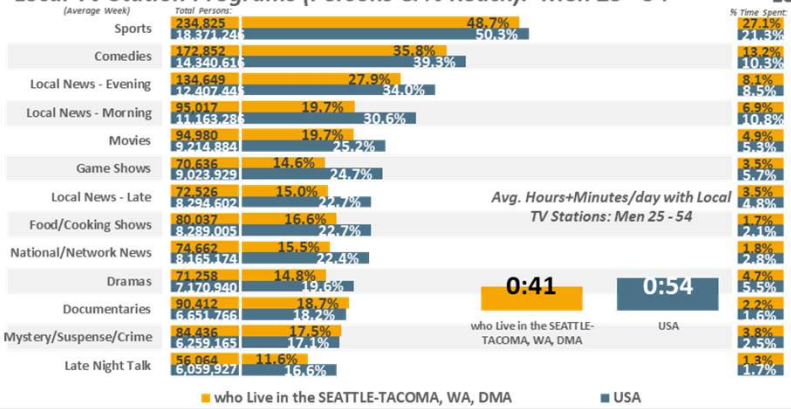
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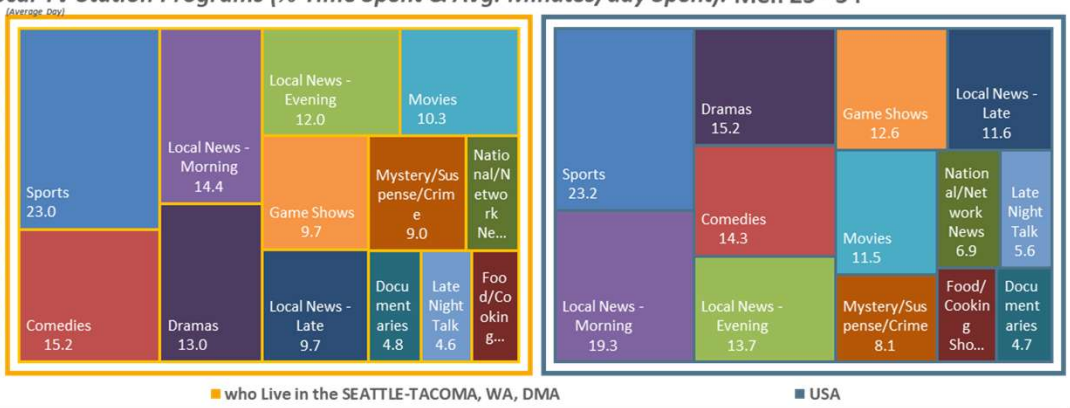



479,345 or 38.9% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Mystery/Suspense/Crime.

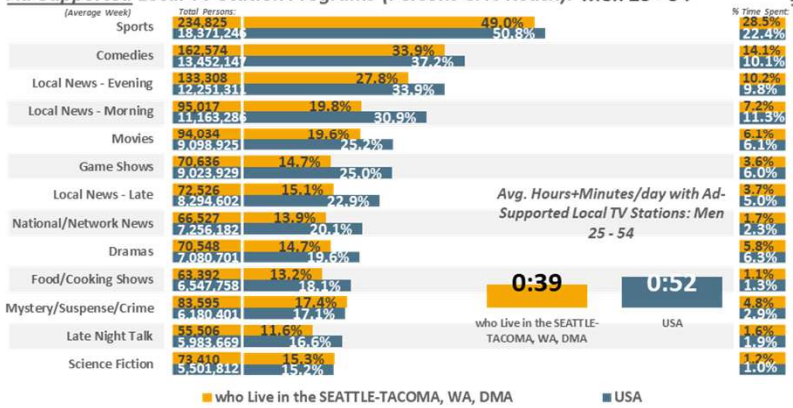
## *Local TV Station Programs (Persons & % Reach):* Men 25 - 54



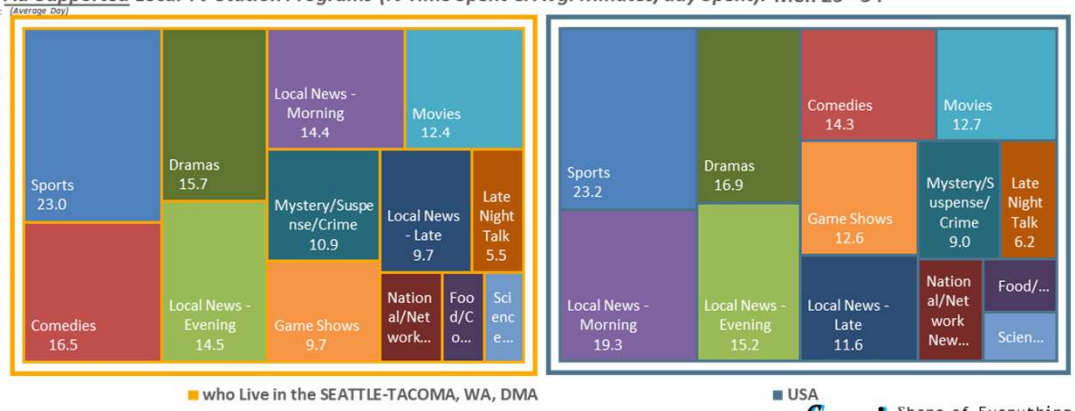

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




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




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




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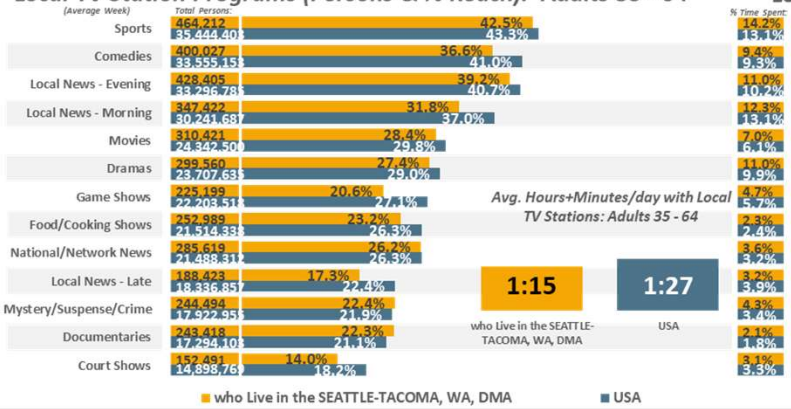
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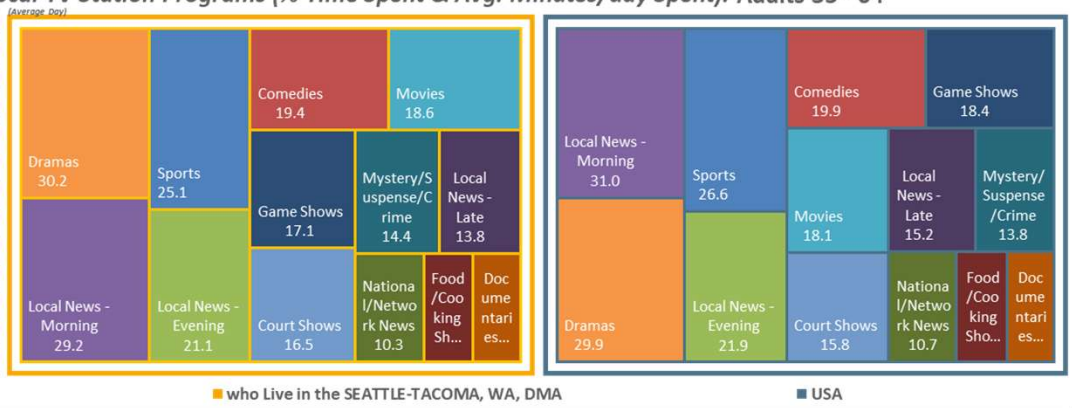



1,082,399 or 49.% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

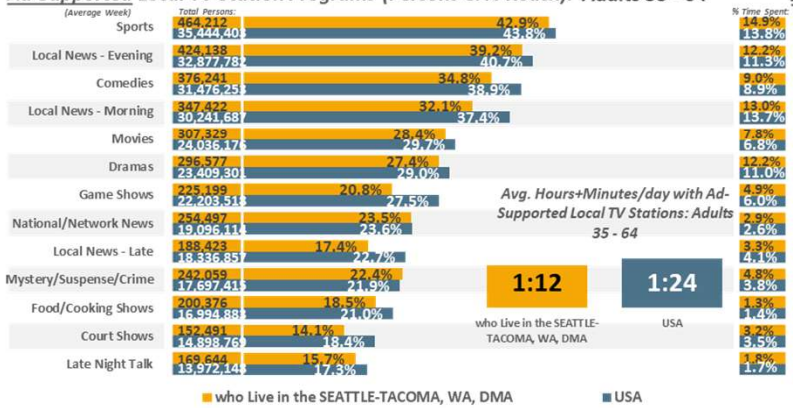
## *Local TV Station Programs (Persons & % Reach):* Adults 35 - 64



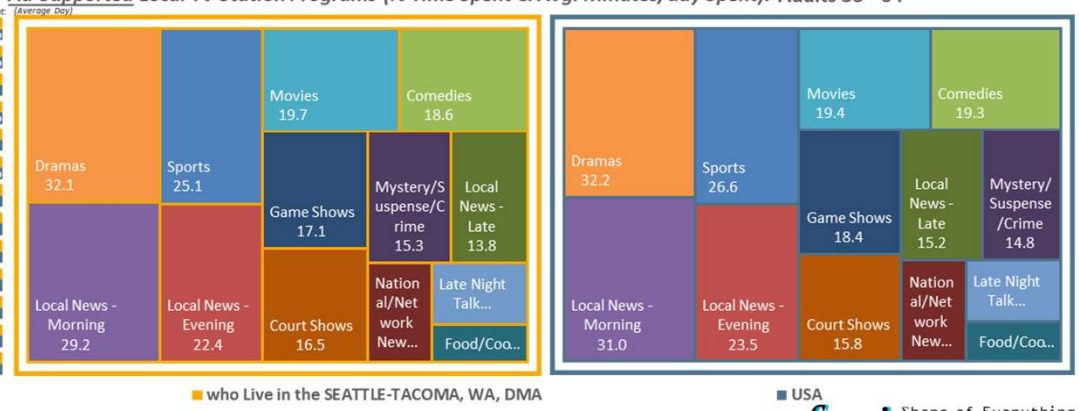

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




## *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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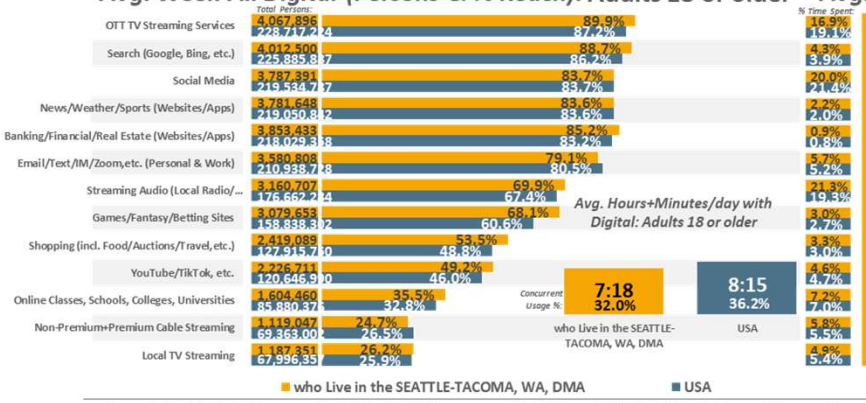
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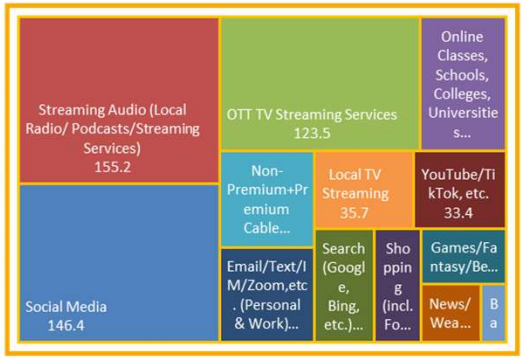

**P18+**

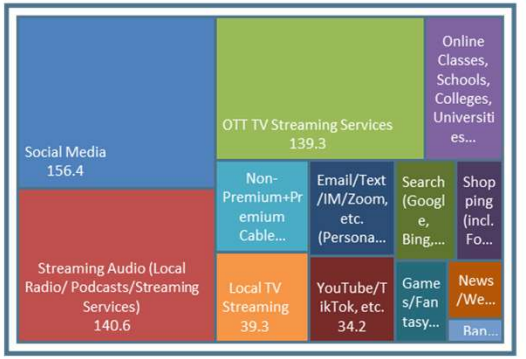
3,295,803 or 72.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 127.4 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

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

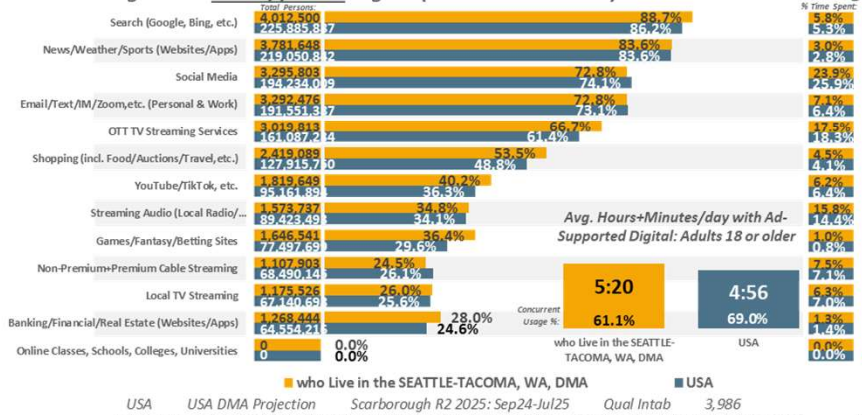



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

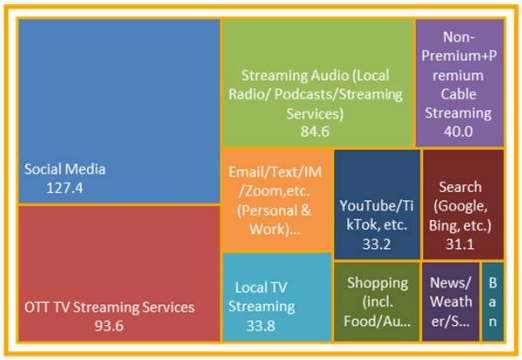


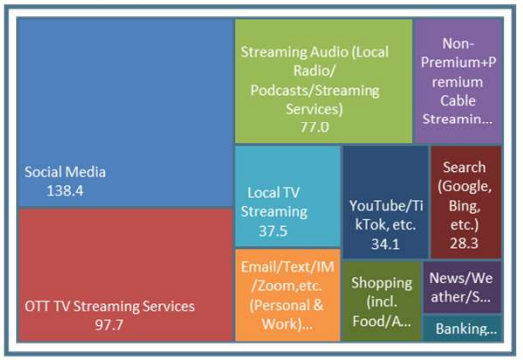




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




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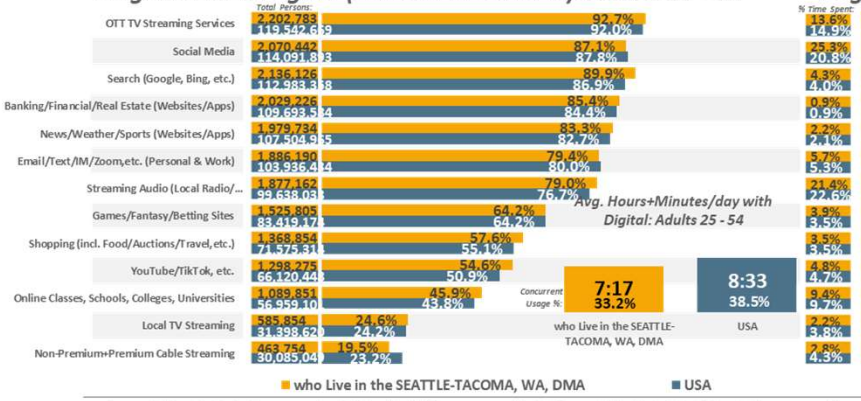
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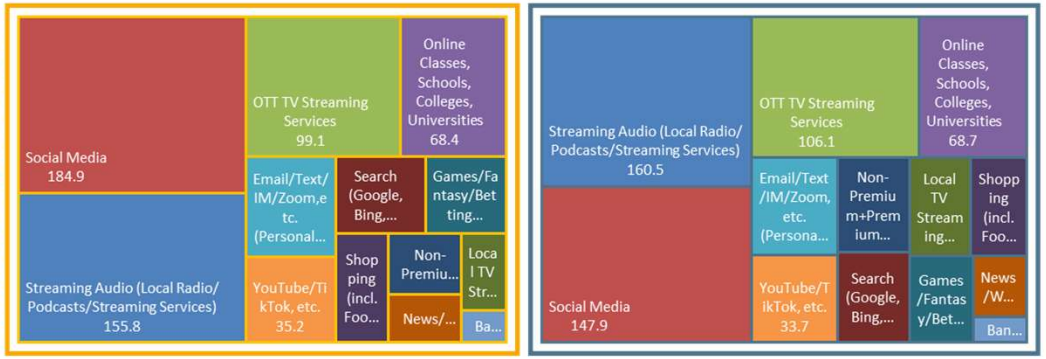



1,754,283 or 73.8% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 33.3% of all time spent daily with Ad-Supported Digital Media.

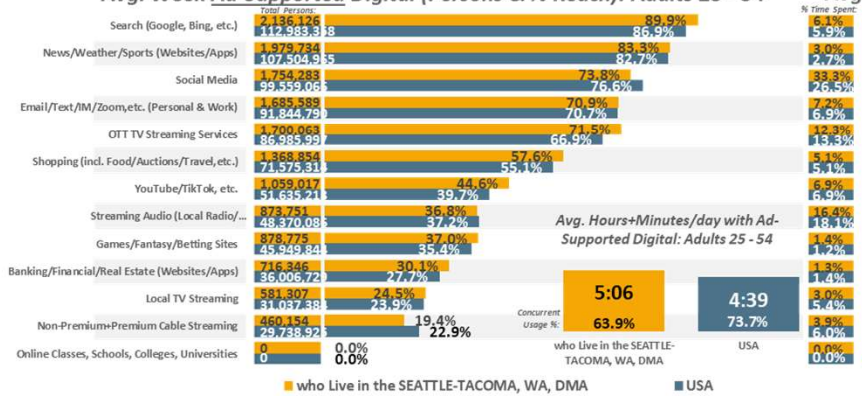
## *Avg. Week All Digital (Persons & % Reach):* Adults 25 - 54



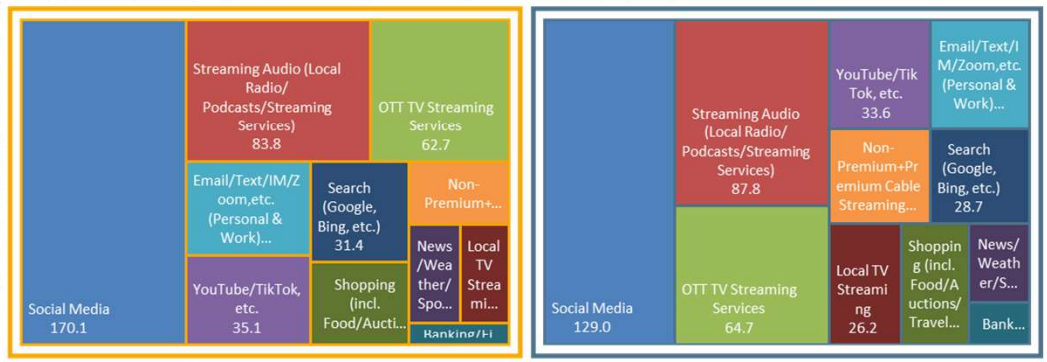

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




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




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




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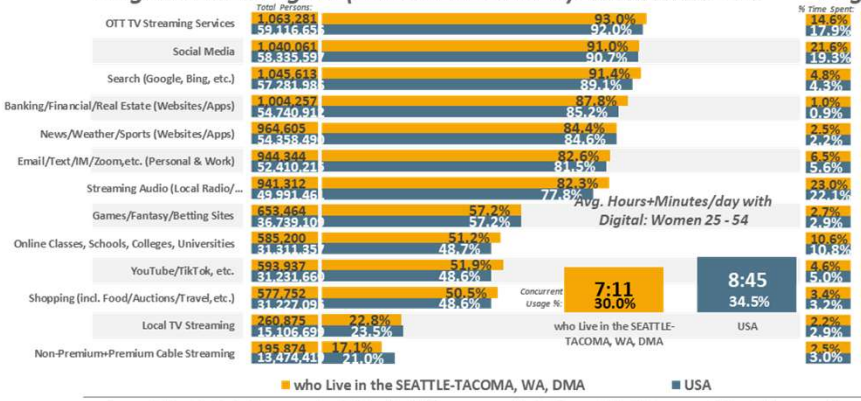
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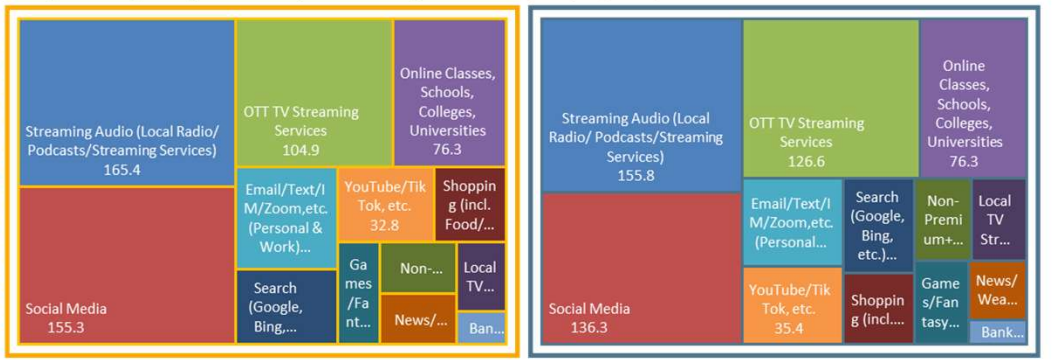



911,146 or 79.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

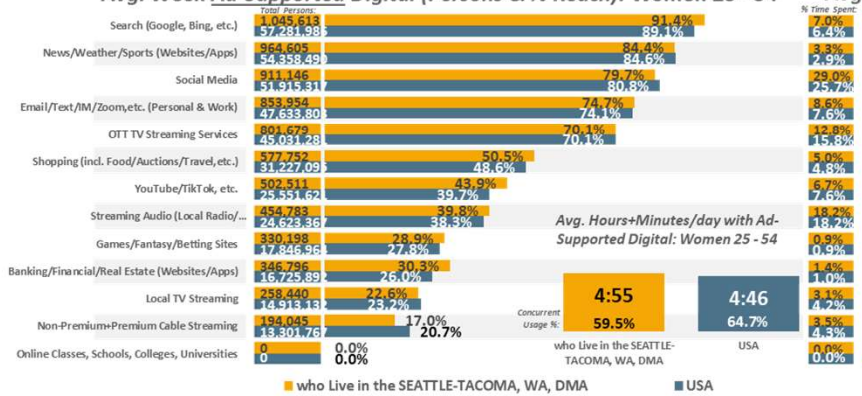
## *Avg. Week All Digital (Persons & % Reach):* Women 25 - 54



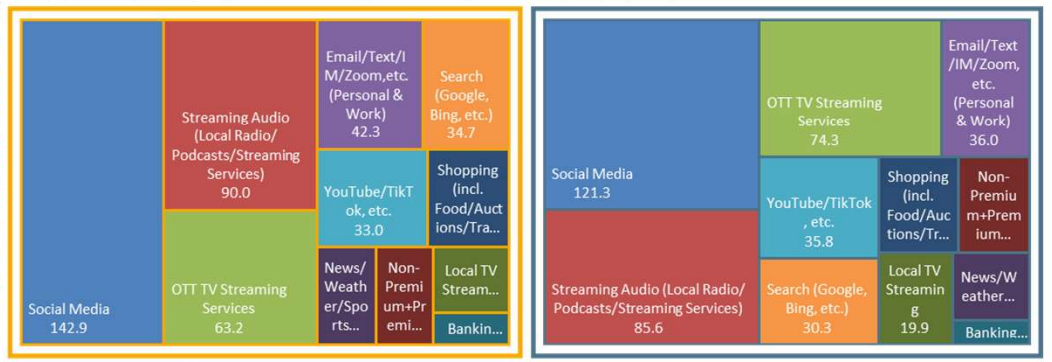

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Women 25 - 54




## *Avg. Week <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




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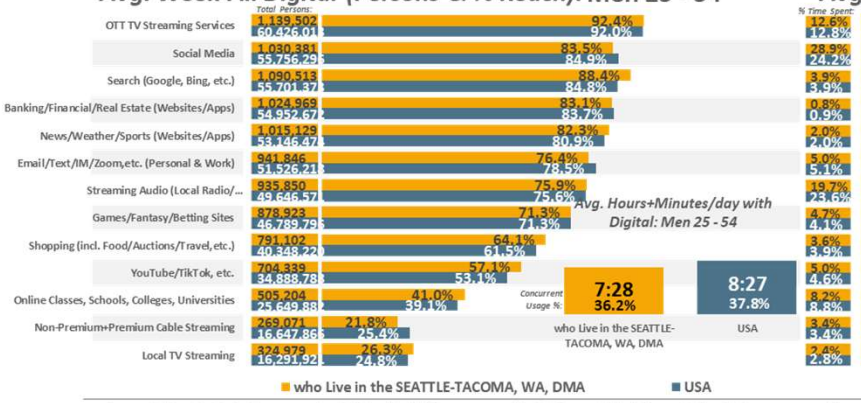
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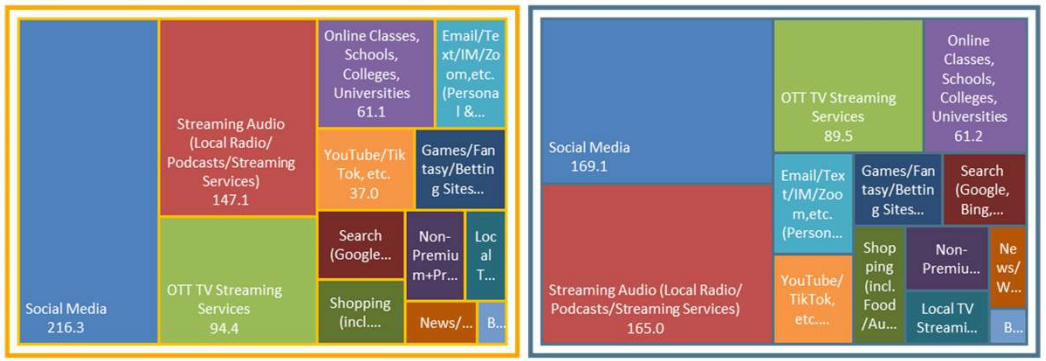



843,137 or 68.4% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 37.1% of all time spent daily with Ad-Supported Digital Media.

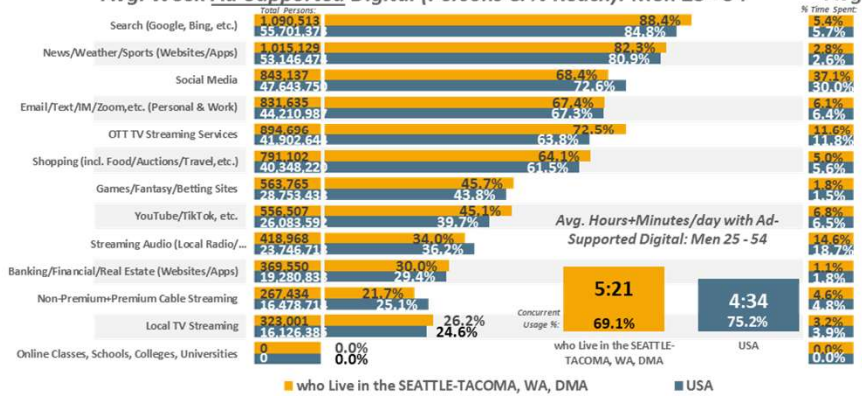
## *Avg. Week All Digital (Persons & % Reach):* Men 25 - 54



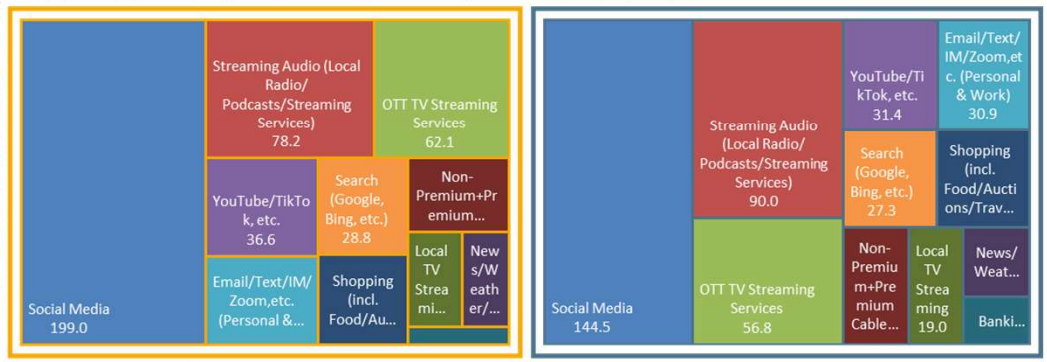

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




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




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




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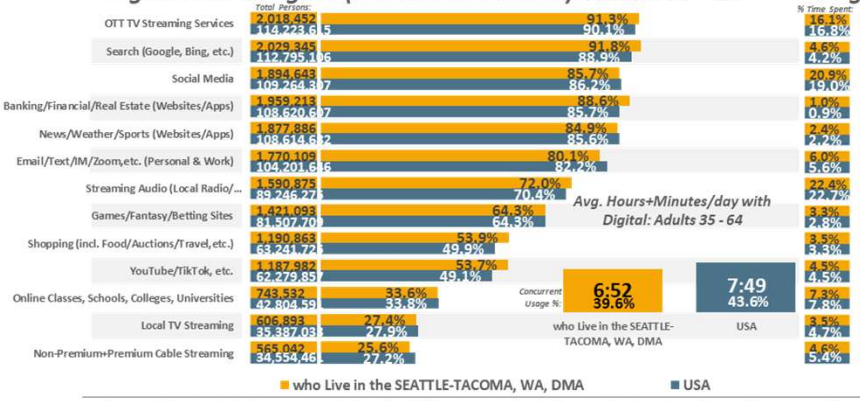
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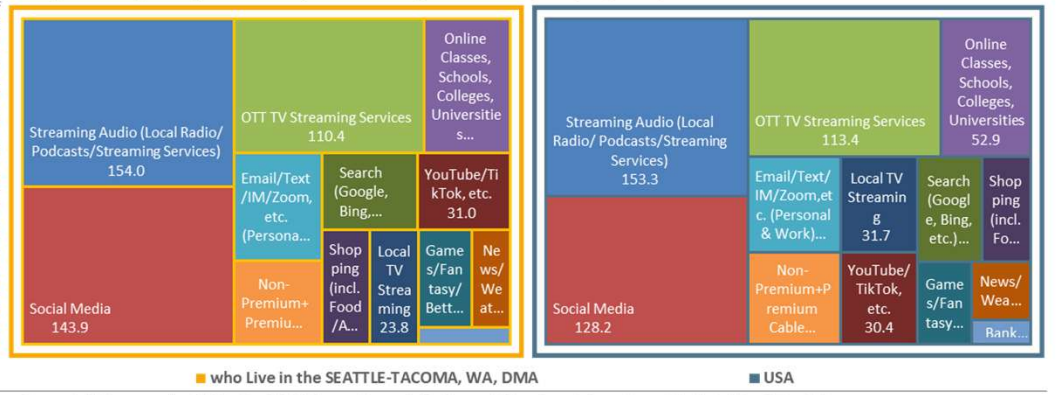



1,641,195 or 74.2% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

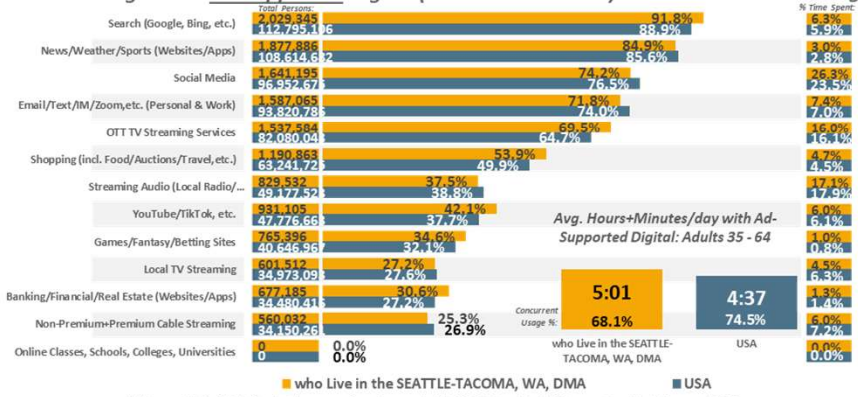
## *Avg. Week All Digital (Persons & % Reach):* Adults 35 - 64



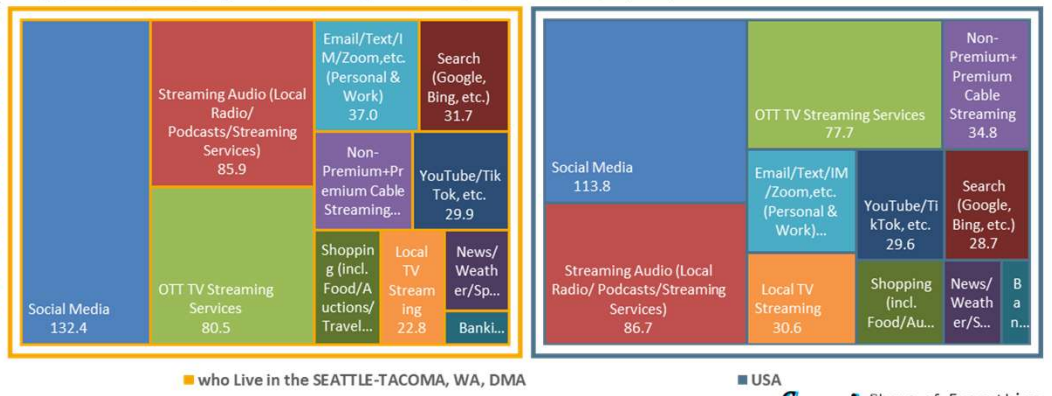

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




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




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




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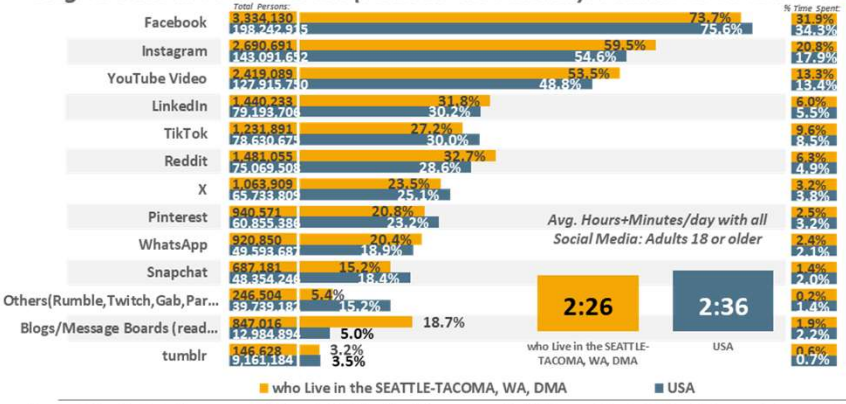
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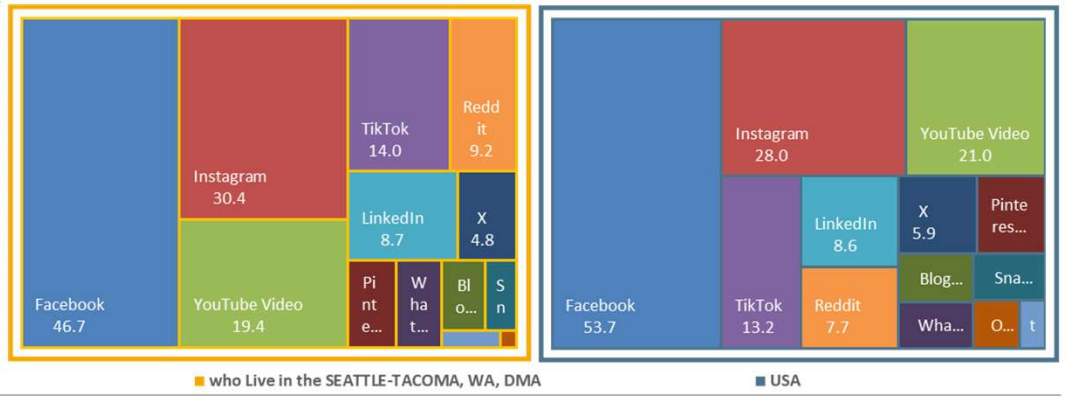

# P18+

3,295,803 or 72.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 45. minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

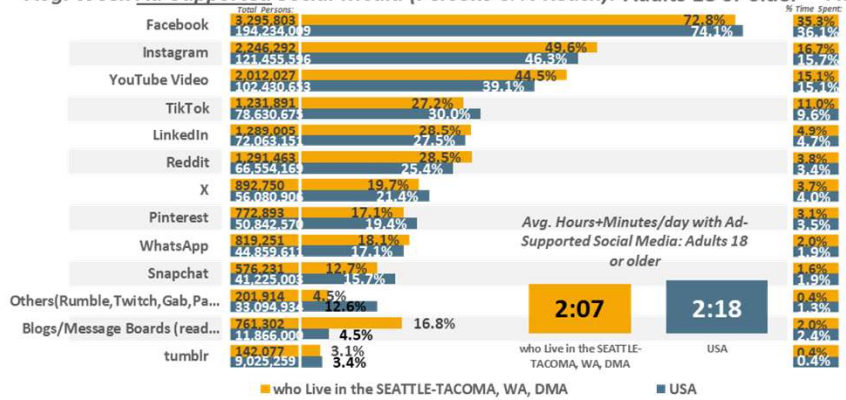
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



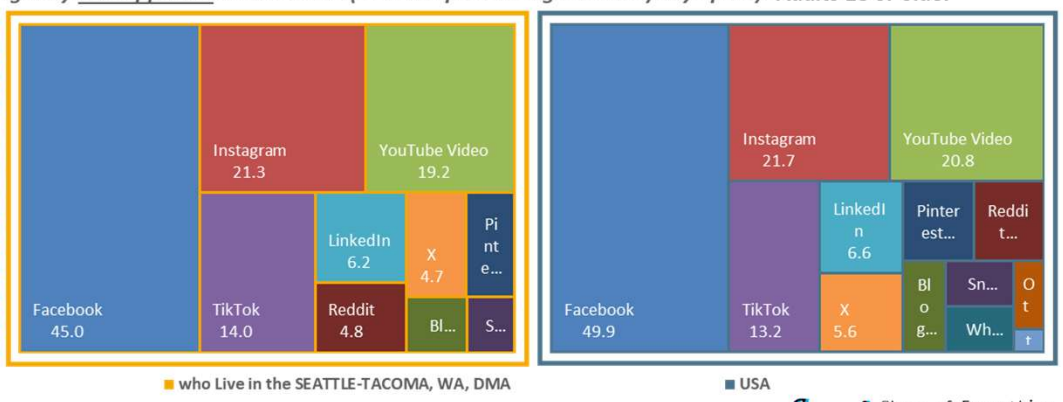

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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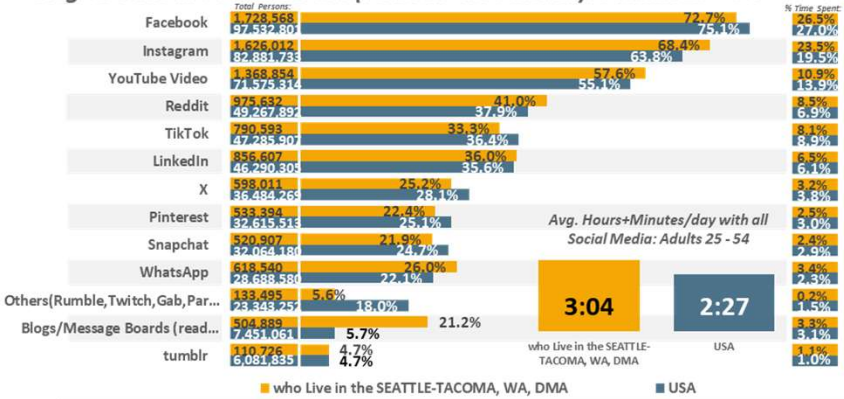
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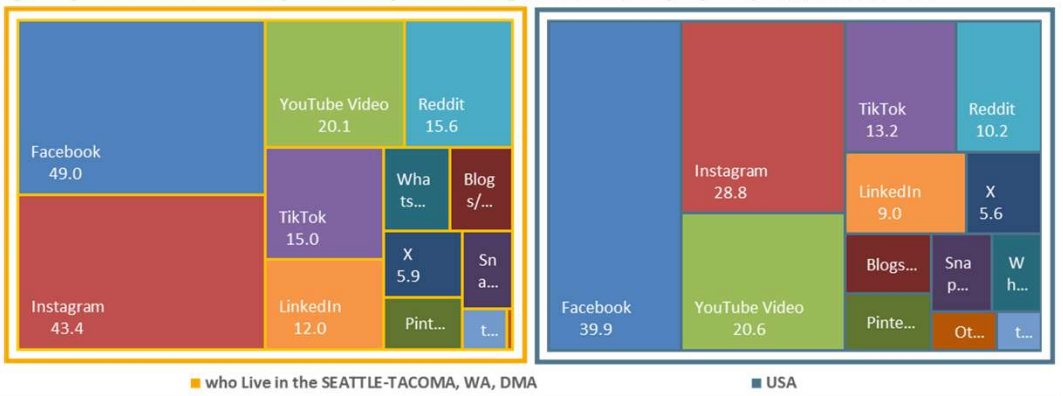

# P25-54

1,728,568 or 72.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 52.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

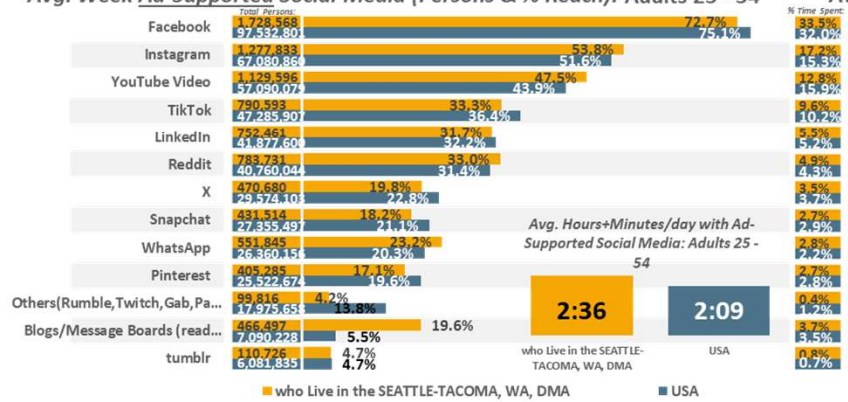
## *Avg. Week All Social Media (Persons & % Reach):* Adults 25 - 54



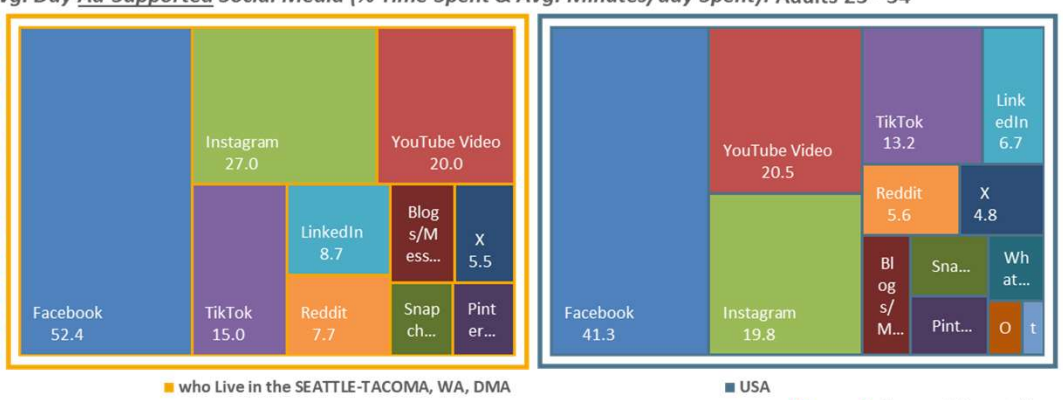

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




## *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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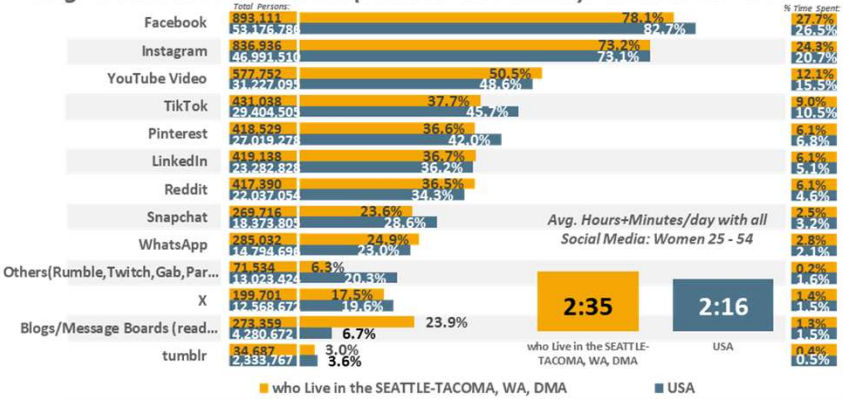
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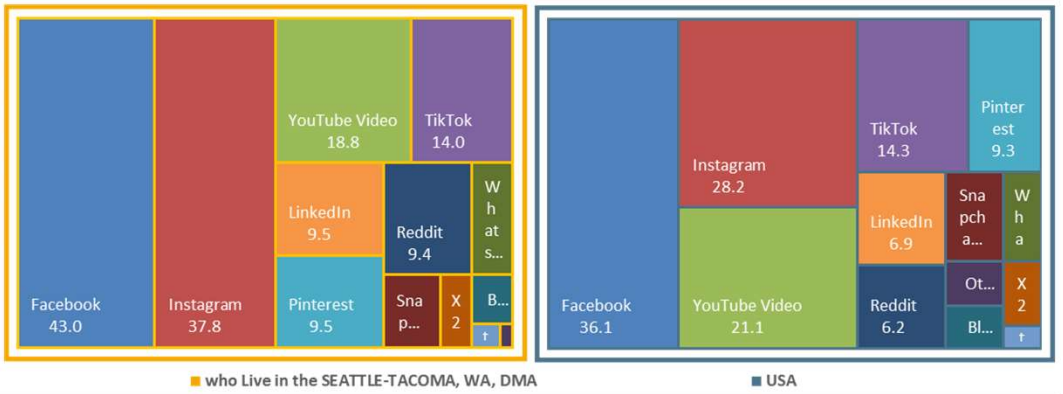



893,111 or 78.1% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 44.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

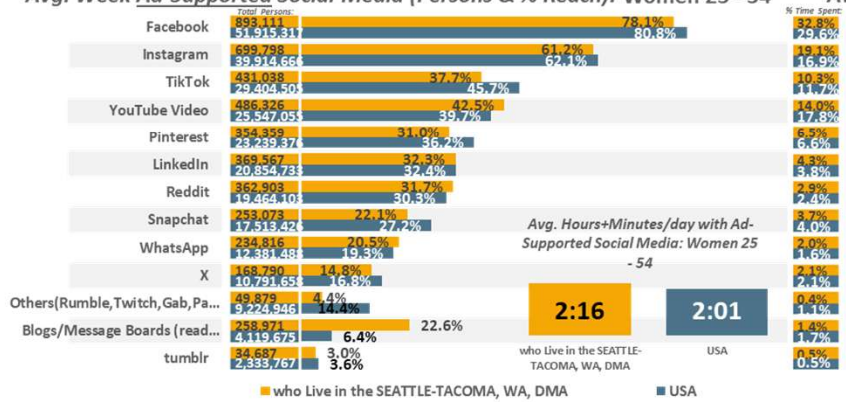
## Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



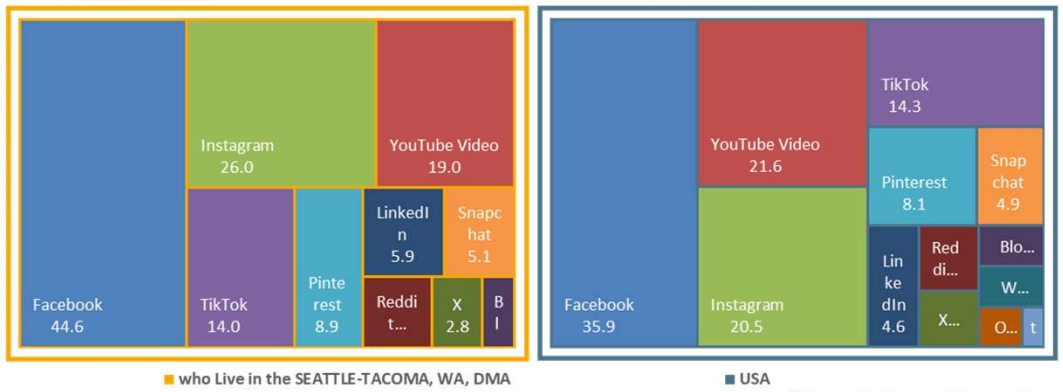

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54




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




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




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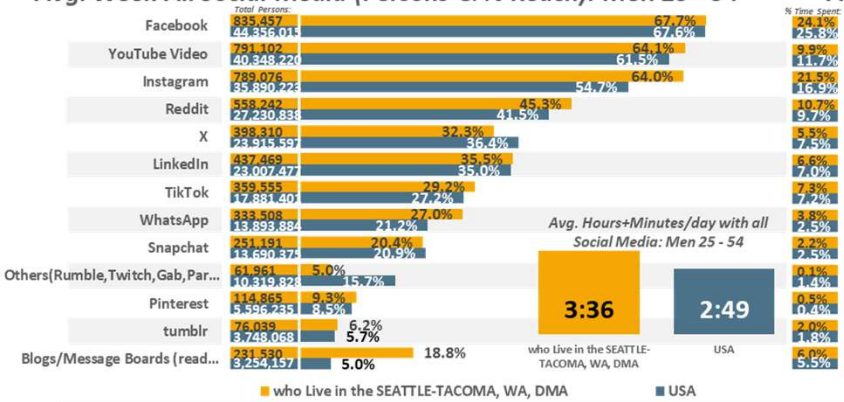
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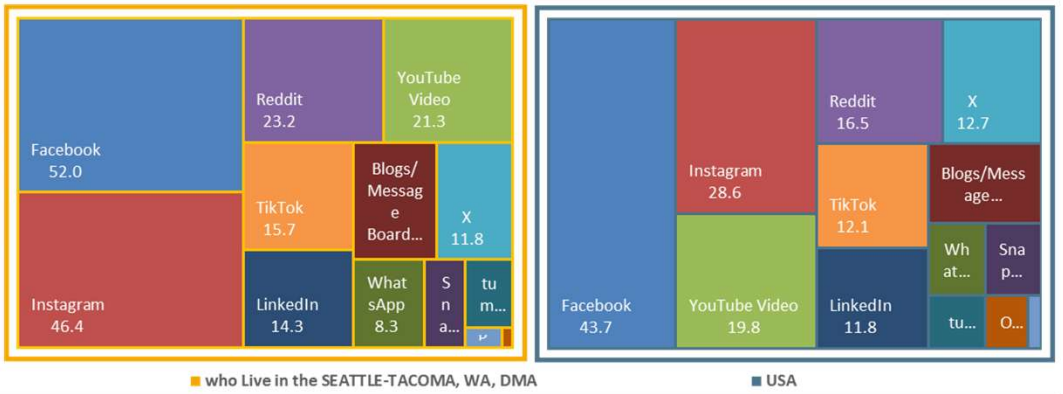



835,457 or 67.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 56.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

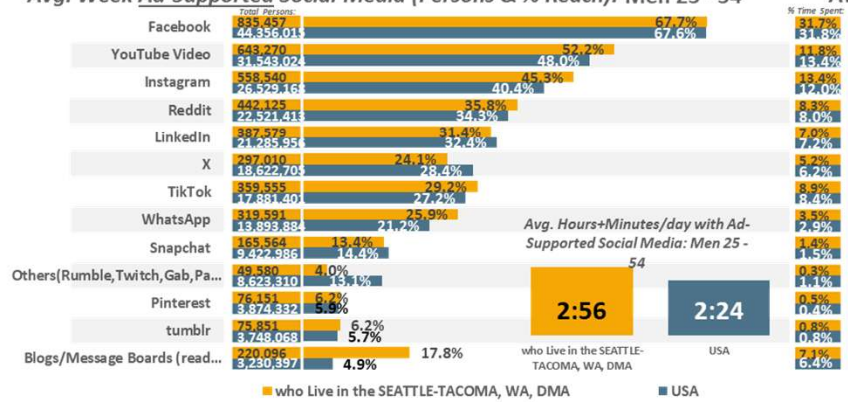
## *Avg. Week All Social Media (Persons & % Reach):* Men 25 - 54



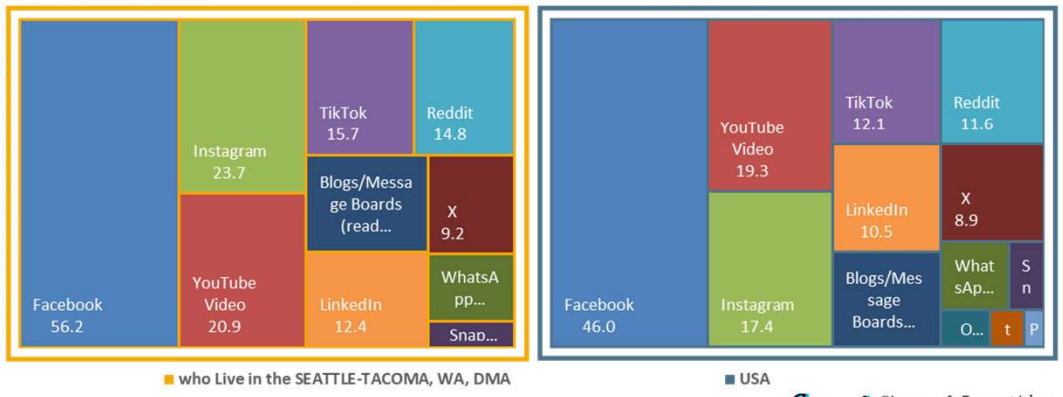

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




## *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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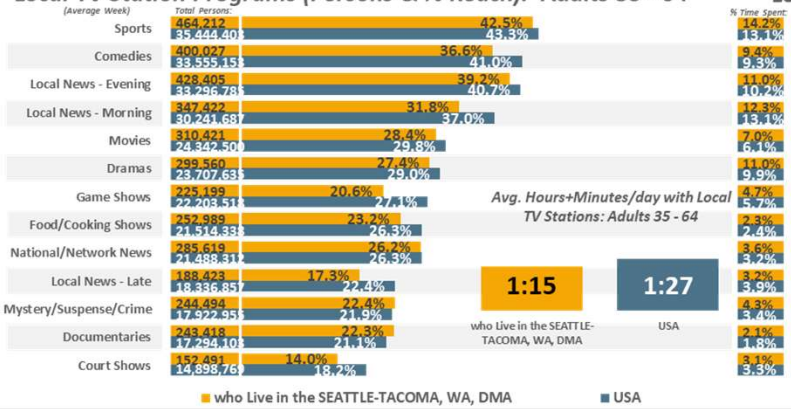
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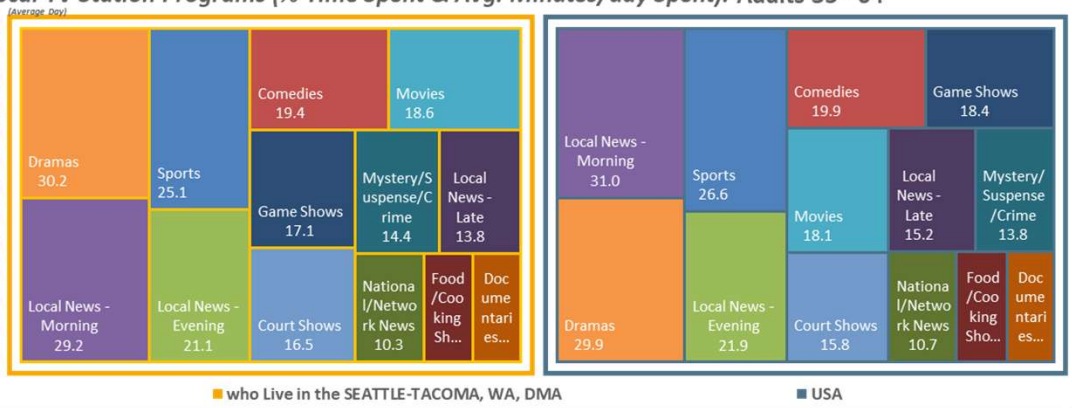



1,082,399 or 49.% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

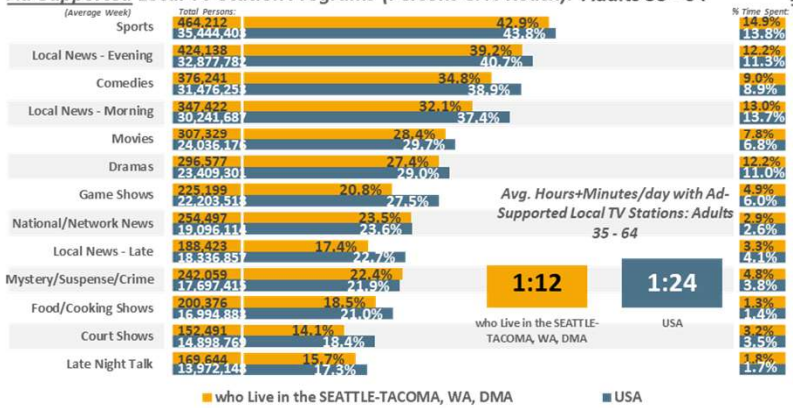
## *Local TV Station Programs (Persons & % Reach):* Adults 35 - 64



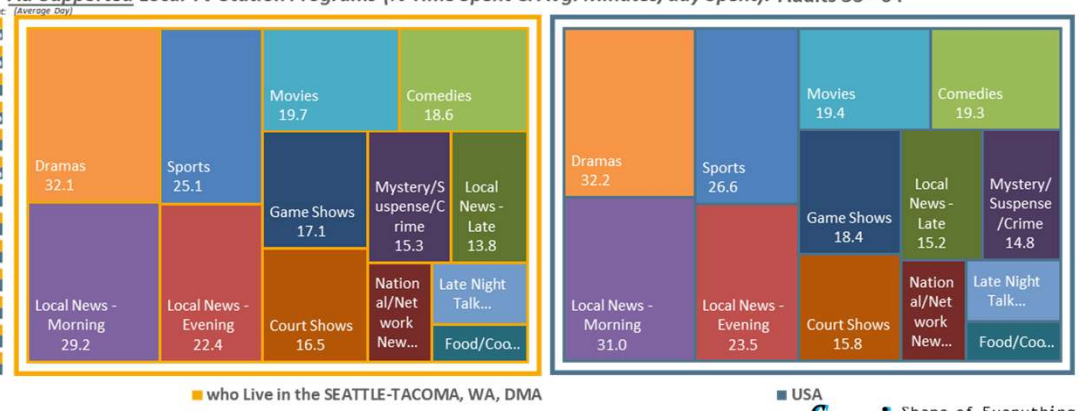

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




## *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+**

3,295,803 or 72.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 45. minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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

## *"Share of Ad-Supported Social Media"*

**2:07** who Live in the SEATTLE-TACOMA, WA, DMA

**2:18** USA

| | Facebook | Instagram | YouTube Video | TikTok | LinkedIn | Reddit | X | Pinterest | WhatsApp | Blogs/Message Boards (read |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 72.8% / 74.1% | 49.6% / 46.3% | 44.5% / 39.1% | 27.2% / 30.0% | 28.5% / 27.5% | 28.5% / 25.4% | 19.7% / 21.4% | 17.1% / 19.4% | 18.1% / 17.1% | 16.8% / 4.5% |
| % of Weekly Time Spent with Ad-Supported Social Media: | 35.3% / 36.1% | 16.7% / 15.7% | 15.1% / 15.1% | 11.0% / 9.6% | 4.9% / 4.7% | 3.8% / 3.4% | 3.7% / 4.0% | 3.1% / 3.5% | 2.0% / 1.9% | 2.0% / 2.4% |
| Weekly Total Persons Reached: | 3,295,803 / 94,234,009 | 2,246,292 / 21,455,596 | 2,012,027 / 02,430,653 | 1,231,891 / 78,630,675 | 1,289,005 / 2,063,151 | 1,291,463 / 66,554,169 | 892,750 / 56,080,906 | 772,893 / 50,842,570 | 819,251 / 44,859,611 | 761,302 / 11,866,000 |
| Average Daily Minutes Using Ad-Supported Social Media: | 45.0 / 49.9 | 21.3 / 21.7 | 19.2 / 20.8 | 14.0 / 13.2 | 6.2 / 6.6 | 4.8 / 4.7 | 4.7 / 5.6 | 3.9 / 4.8 | 2.6 / 2.6 | 2.5 / 3.3 |

■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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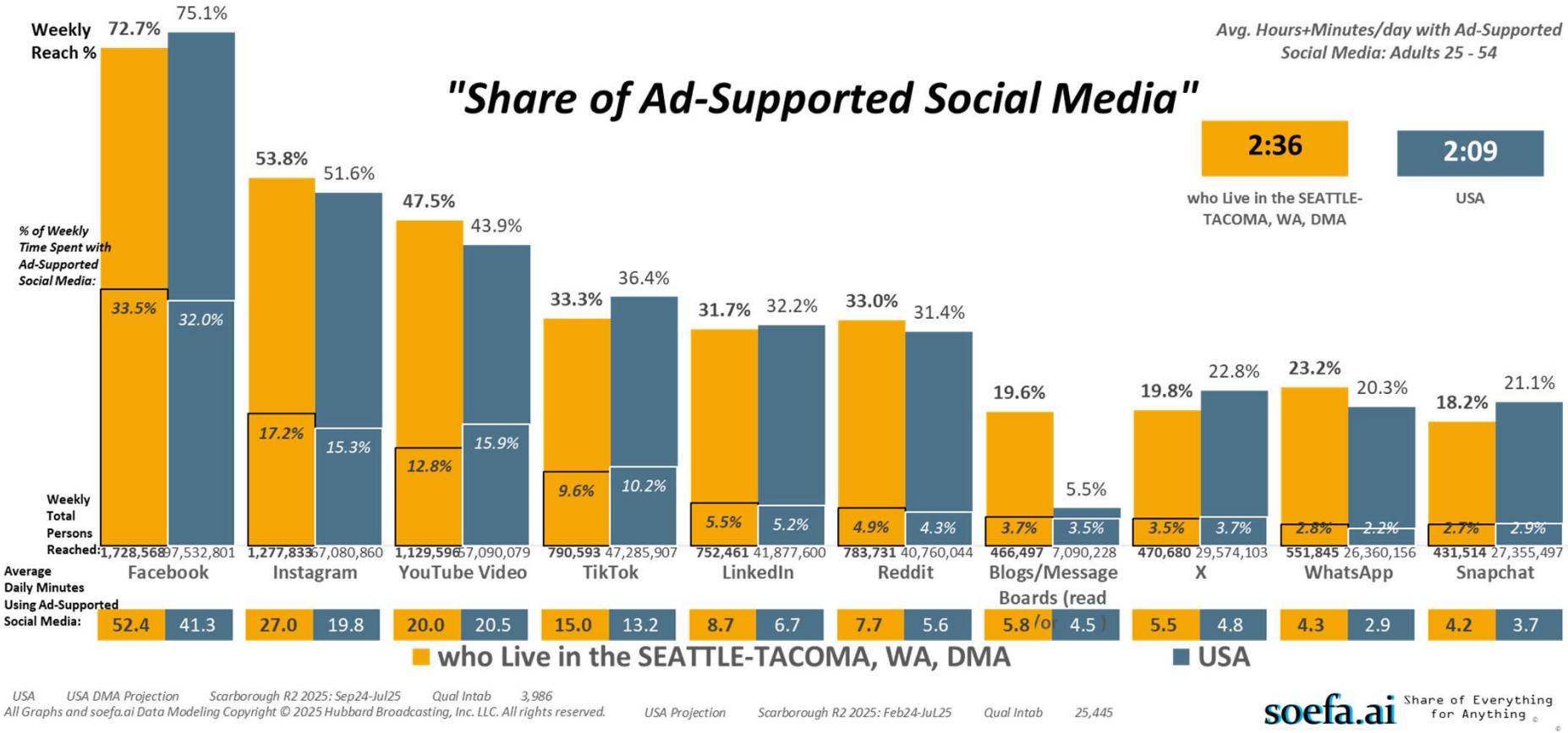
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# P25-54

1,728,568 or 72.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 52.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.




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893,111 or 78.1% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 44.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

*Avg. Hours+Minutes/day with Ad-Supported Social Media: Women 25 - 54*

## *"Share of Ad-Supported Social Media"*

**2:16** who Live in the SEATTLE-TACOMA, WA, DMA

**2:01** USA

| | Facebook | Instagram | YouTube Video | TikTok | Pinterest | LinkedIn | Snapchat | Reddit | X | WhatsApp |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 78.1% / 80.8% | 61.2% / 62.1% | 42.5% / 39.7% | 37.7% / 45.7% | 31.0% / 36.2% | 32.3% / 32.4% | 22.1% / 27.2% | 31.7% / 30.3% | 14.8% / 16.8% | 20.5% / 19.3% |
| % of Weekly Time Spent with Ad-Supported Social Media: | 32.8% / 29.6% | 19.1% / 16.9% | 14.0% / 17.8% | 10.3% / 11.7% | 6.5% / 6.6% | 4.3% / 3.8% | 3.7% / 4.0% | 2.9% / 2.4% | 2.1% / 2.1% | 2.0% / 1.6% |
| Weekly Total Persons Reached: | 893,111 / 51,915,317 | 699,798 / 39,914,666 | 486,326 / 25,547,055 | 431,038 / 29,404,505 | 354,359 / 23,239,376 | 369,567 / 20,854,733 | 253,073 / 17,513,426 | 362,903 / 19,464,103 | 168,790 / 10,791,658 | 234,816 / 12,381,488 |
| Average Daily Minutes Using Ad-Supported Social Media: | 44.6 / 35.9 | 26.0 / 20.5 | 19.0 / 21.6 | 14.0 / 14.3 | 8.9 / 8.1 | 5.9 / 4.6 | 5.1 / 4.9 | 3.9 / 2.9 | 2.8 / 2.5 | 2.7 / 2.0 |

who Live in the SEATTLE-TACOMA, WA, DMA | USA

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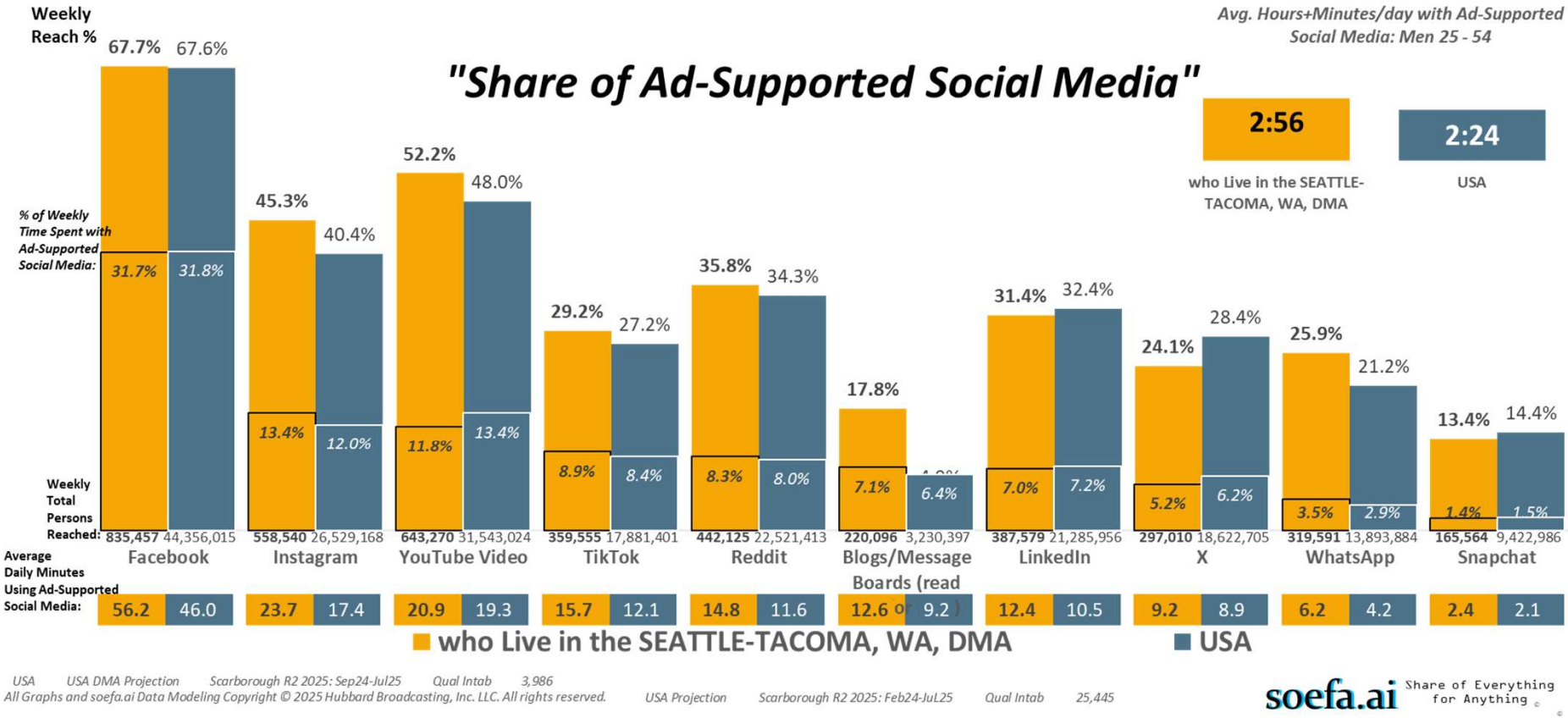
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**M25-54**

835,457 or 67.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 56.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.




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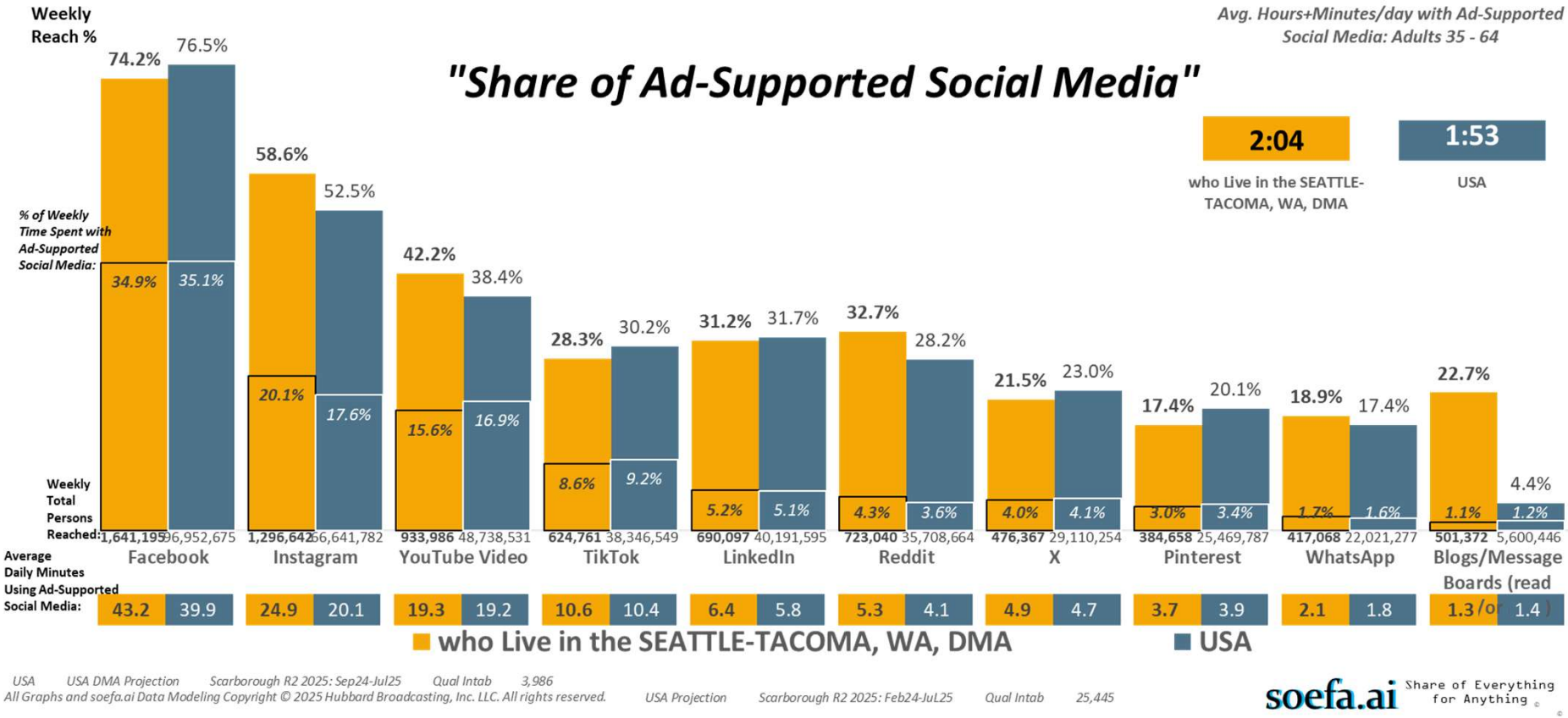
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1,641,195 or 74.2% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43.2 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.




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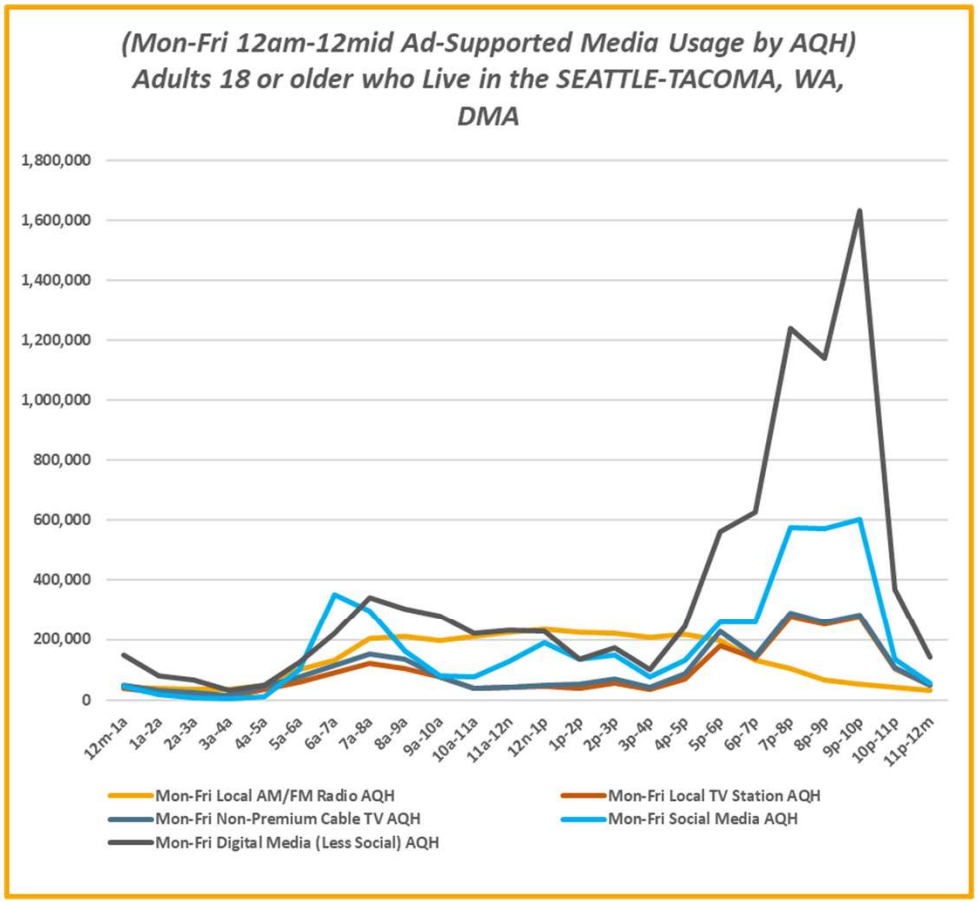
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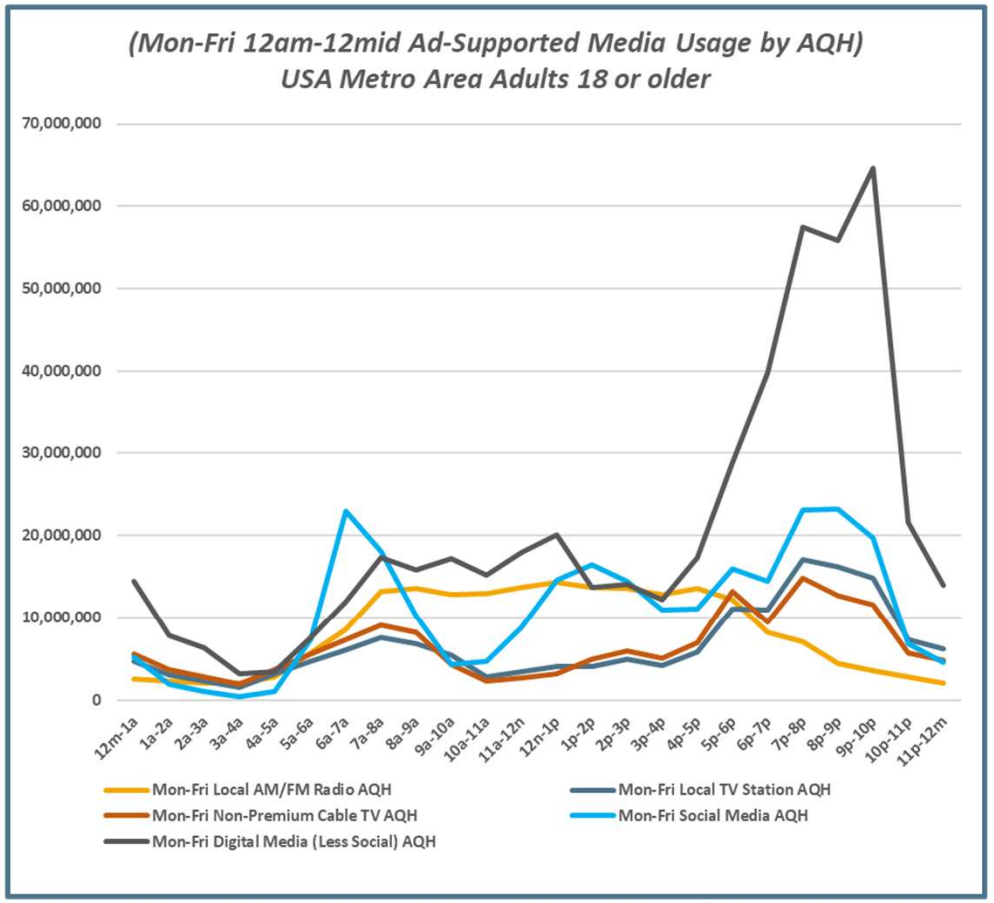
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**P18+**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 282,068; Local Radio: 201,166; Social Media: 176,215; Non-Prem. Cable: 94,401; Local TV: 78,937 reaching Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA.




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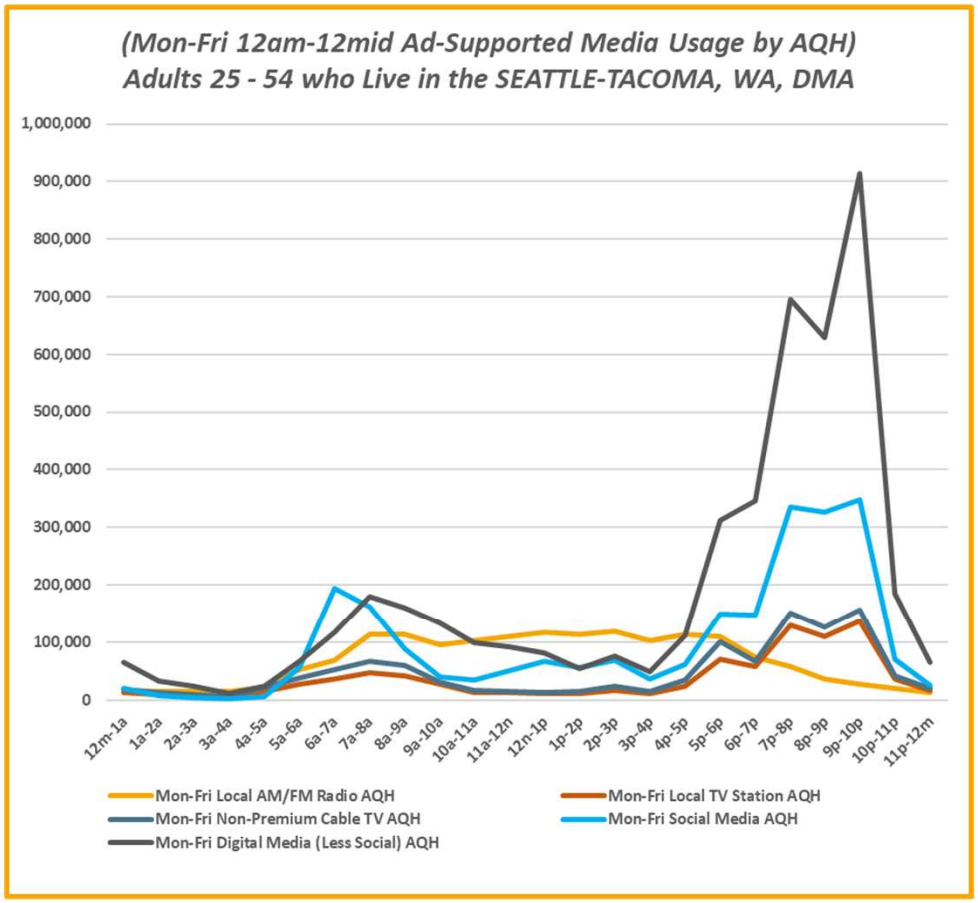
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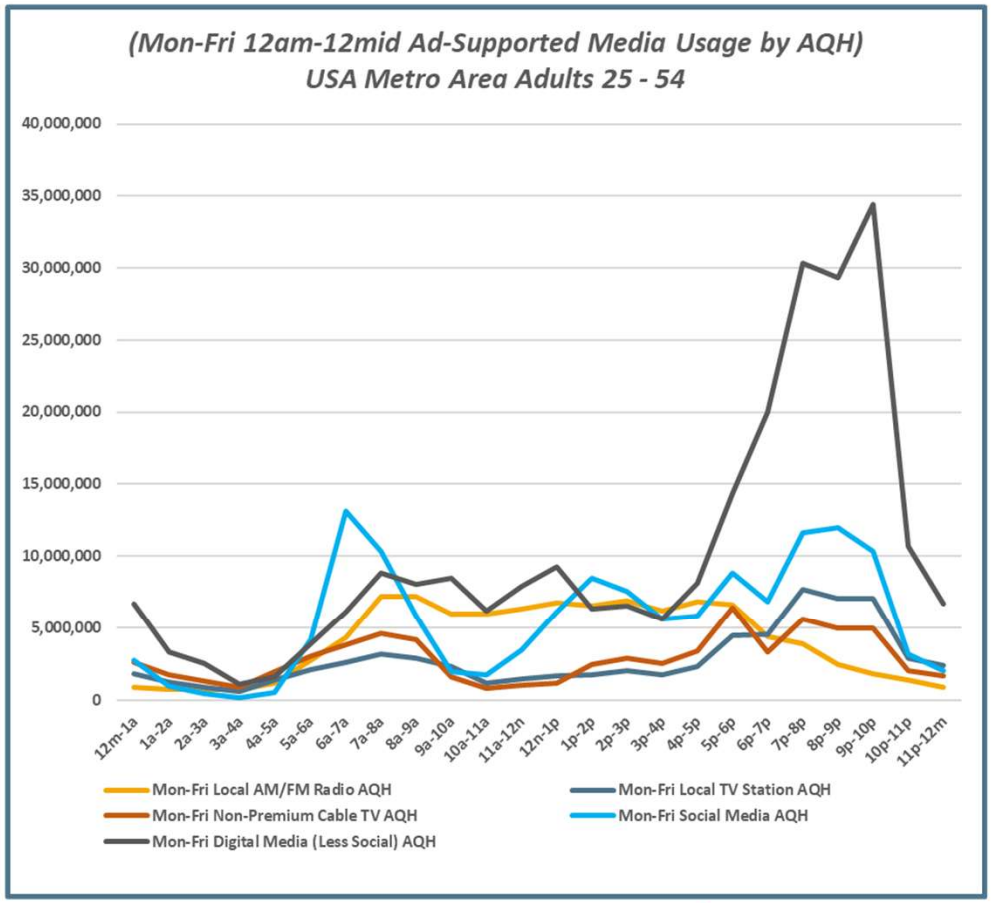
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# P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 138,905; Local Radio: 103,703; Social Media: 88,714; Non-Prem. Cable: 38,868; Local TV: 28,935 reaching Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.




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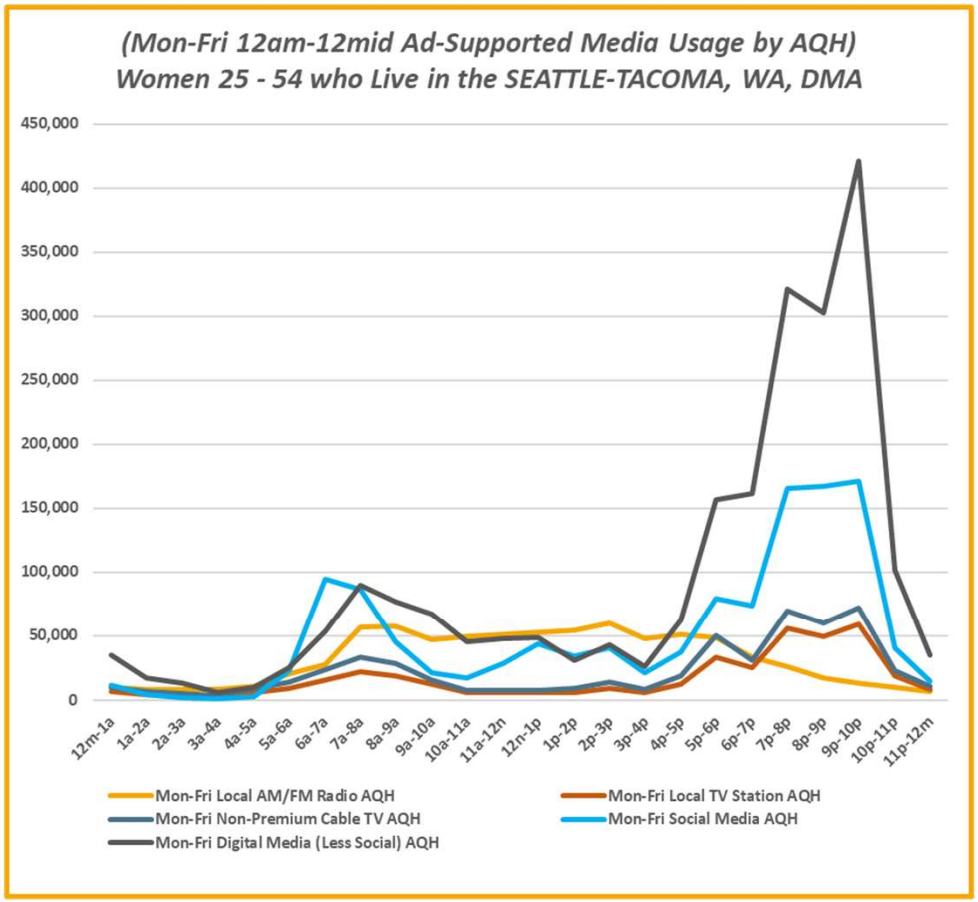
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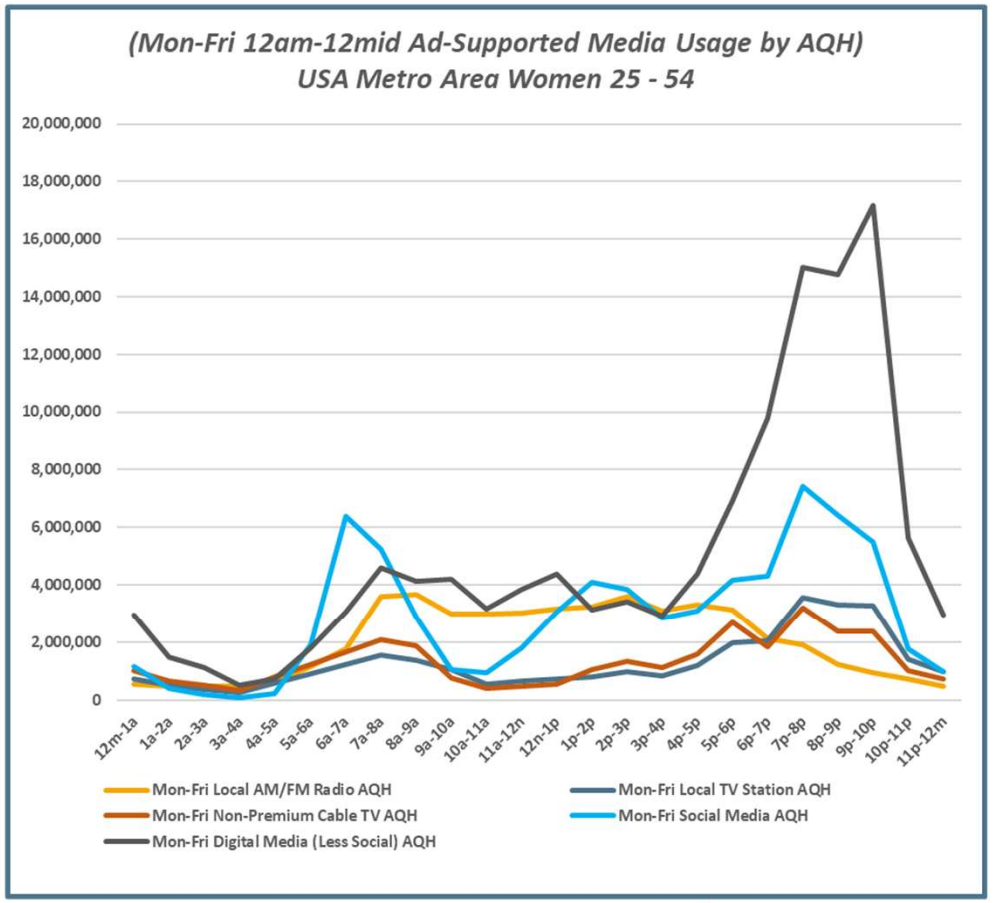
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 69,747; Local Radio: 48,932; Social Media: 47,689; Non-Prem. Cable: 19,308; Local TV: 13,584 reaching Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.




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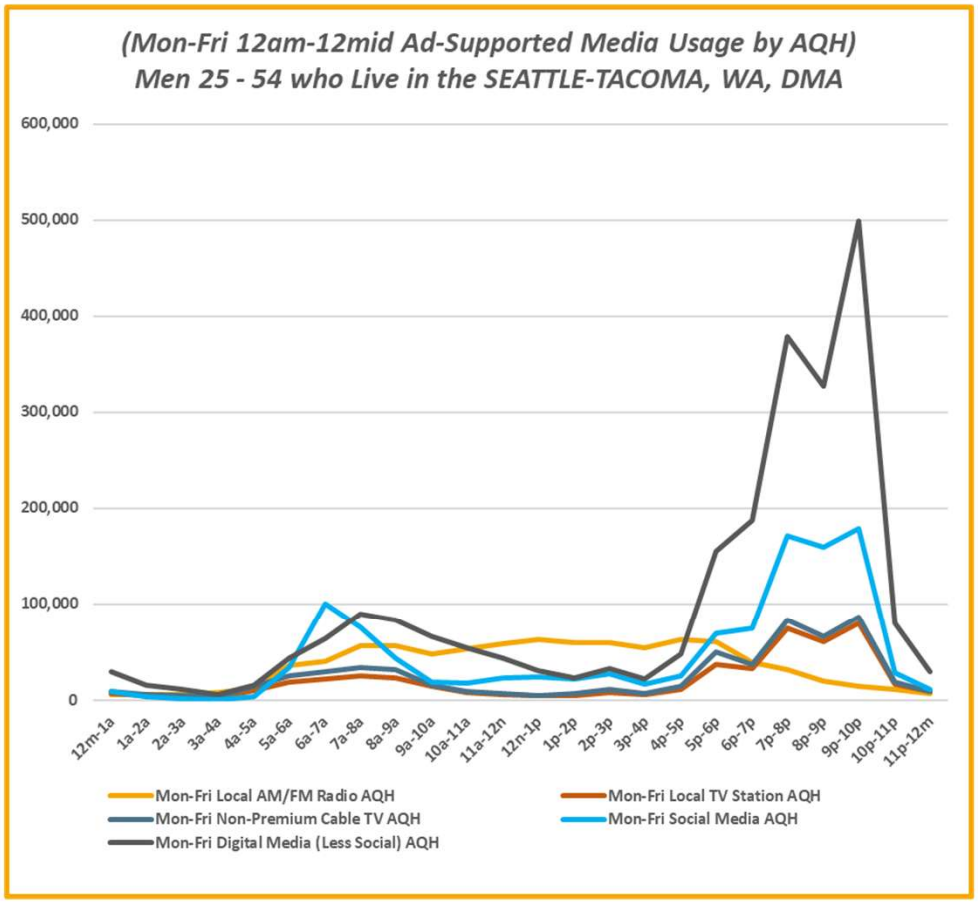
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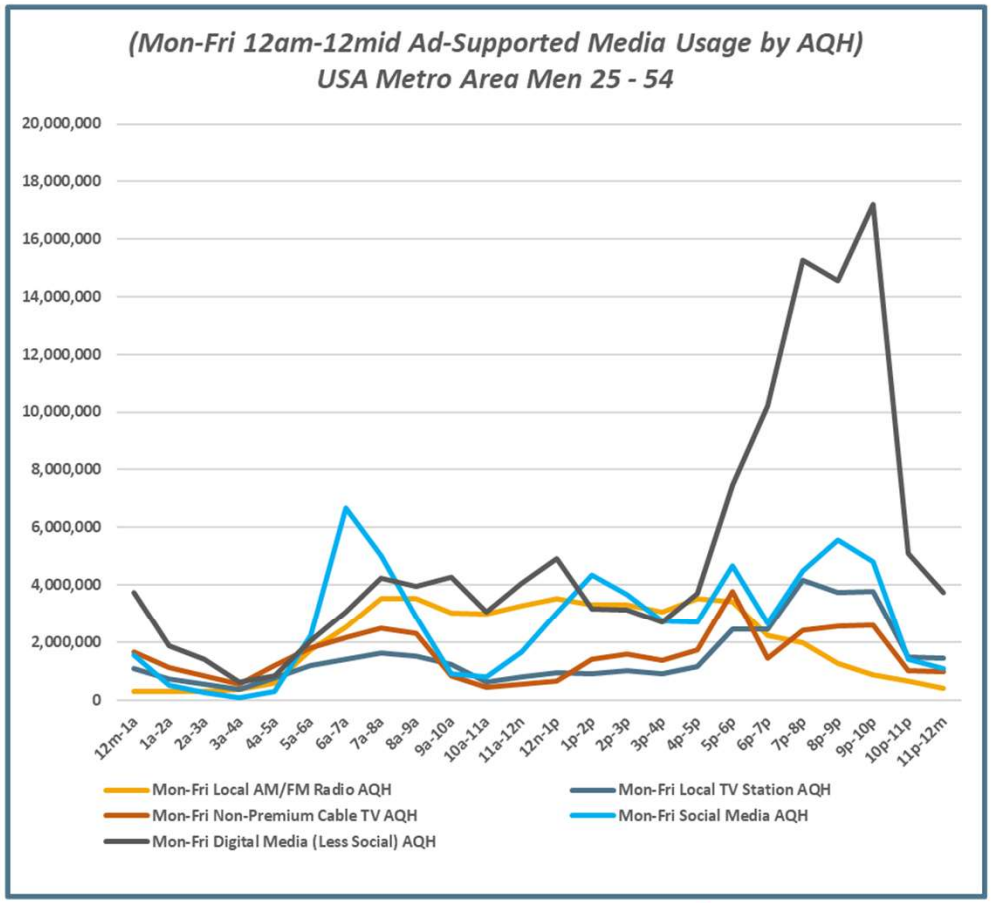
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# M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,672; Local Radio: 54,402; Social Media: 40,924; Non-Prem. Cable: 19,422; Local TV: 15,198 reaching Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.




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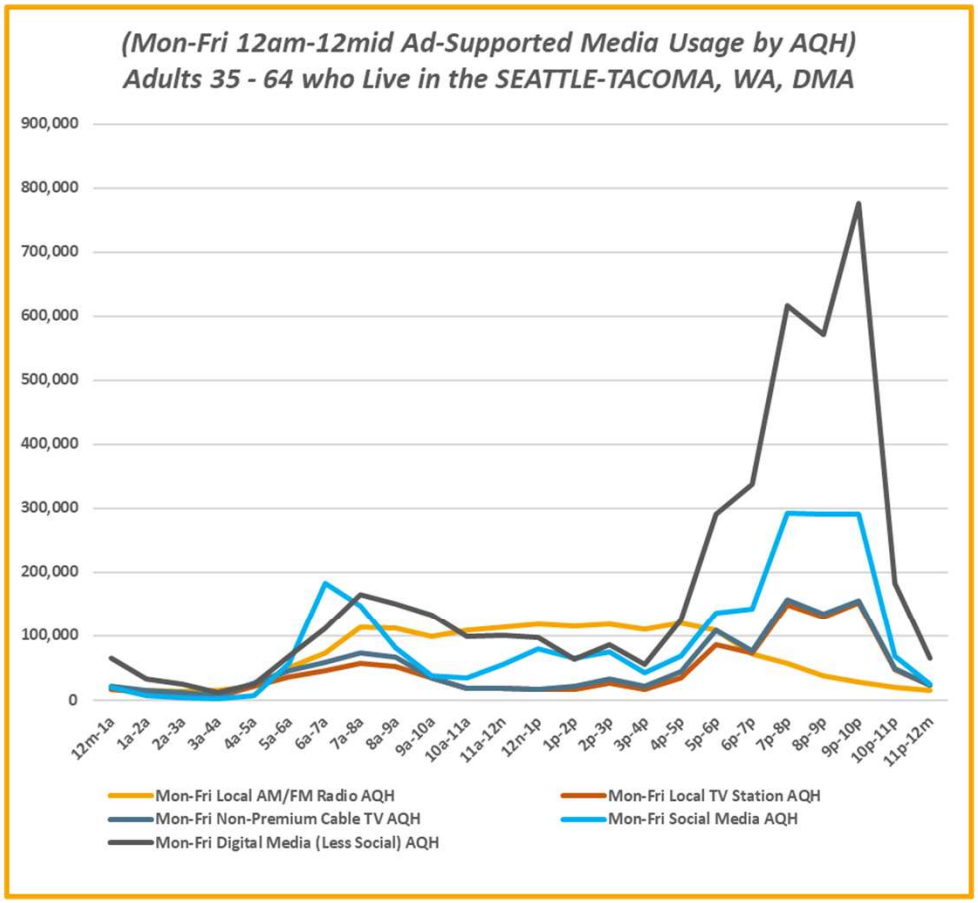
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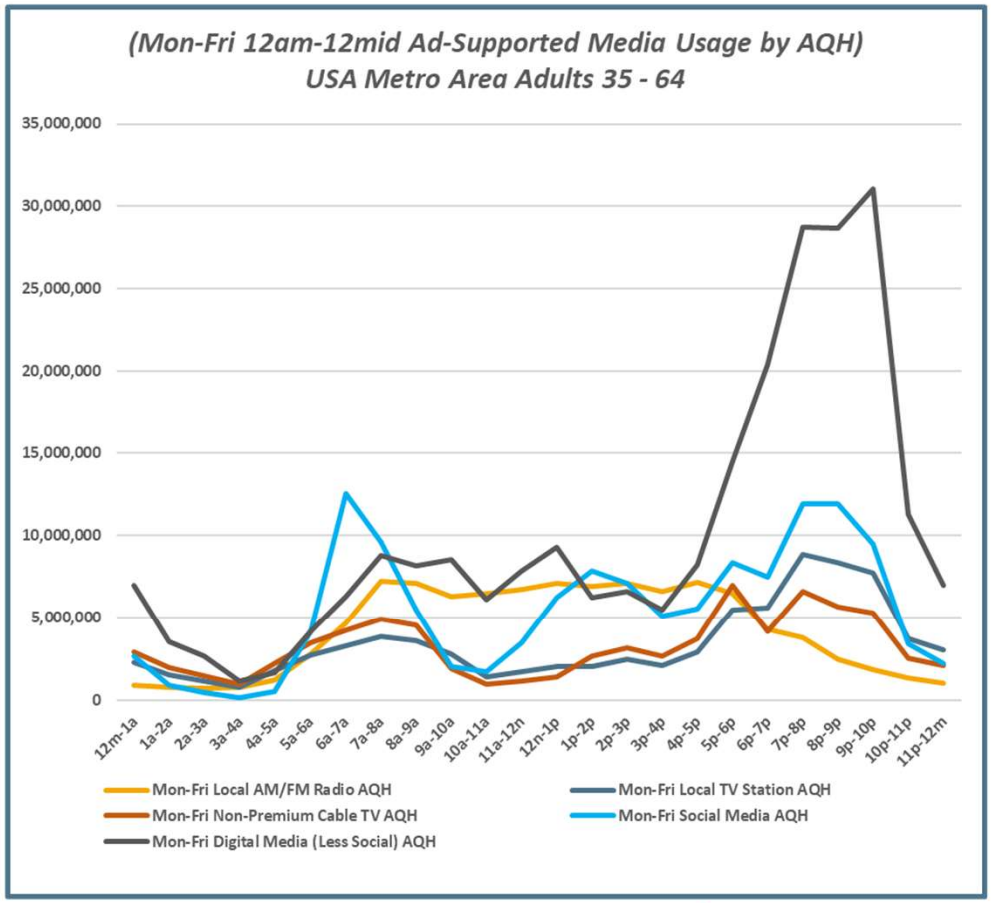
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# P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 139,161; Local Radio: 105,873; Social Media: 87,823; Non-Prem. Cable: 45,017; Local TV: 37,429 reaching Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA.




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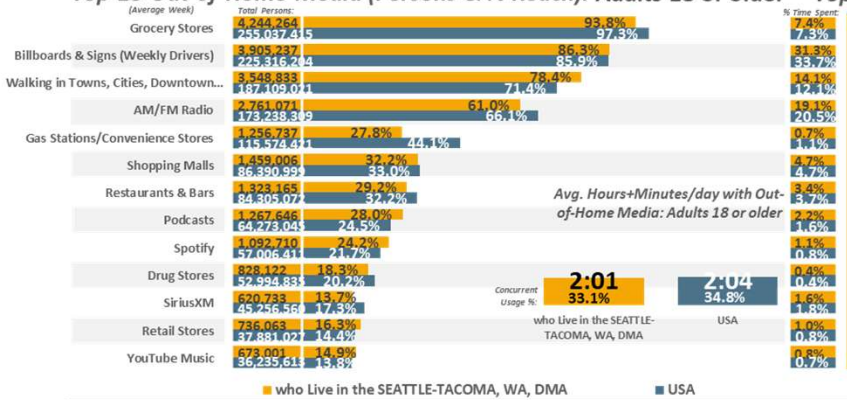
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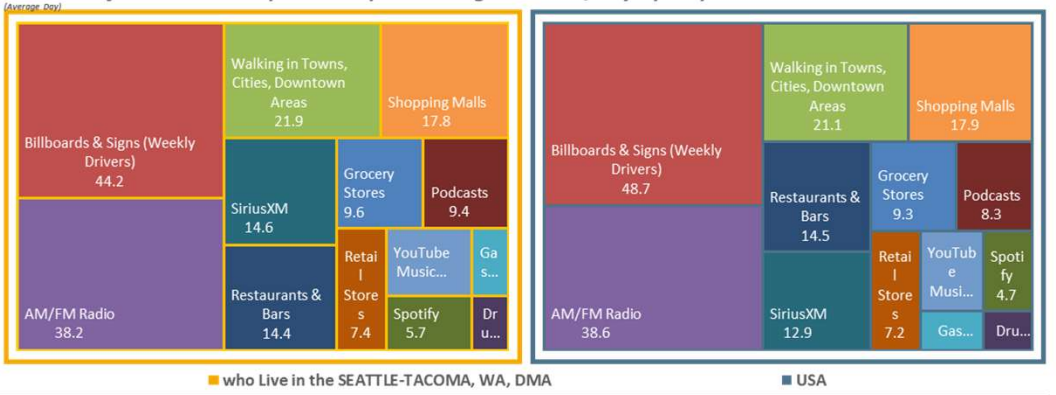

# P18+

3,905,237 or 86.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 59.2% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

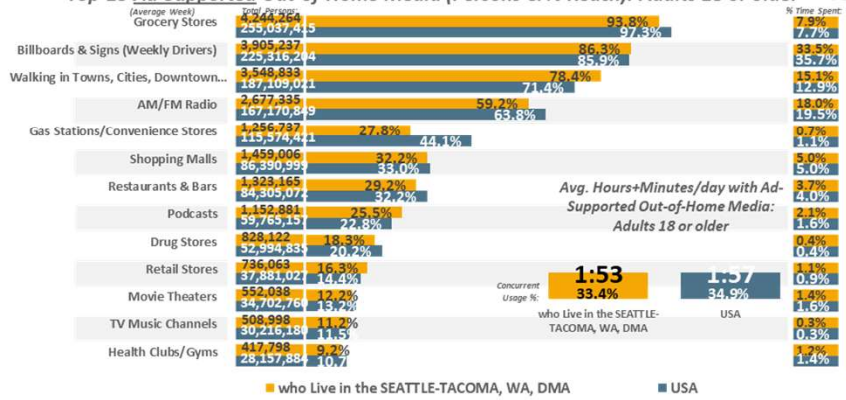
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



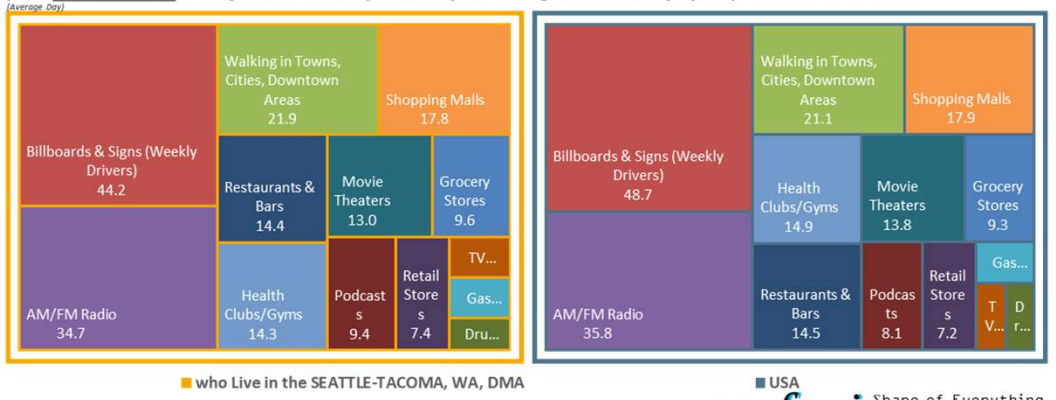

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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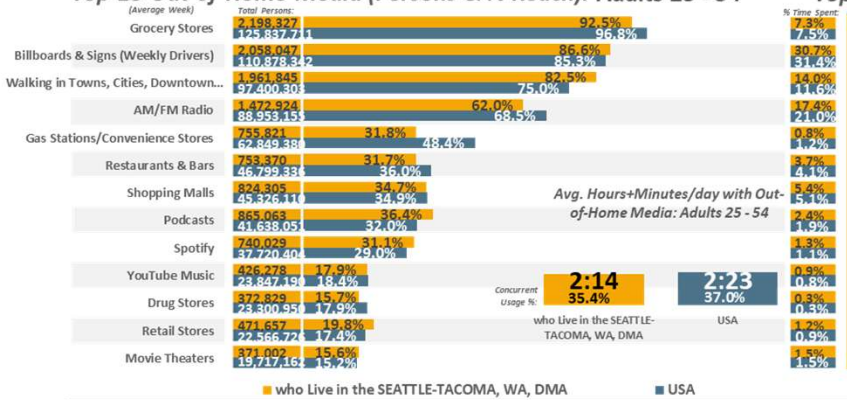
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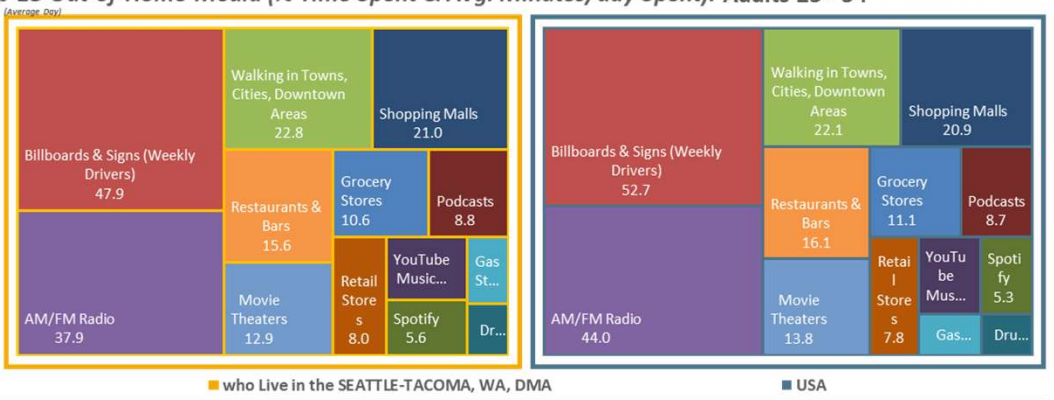

# P25-54

2,058,047 or 86.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 60.6% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day.

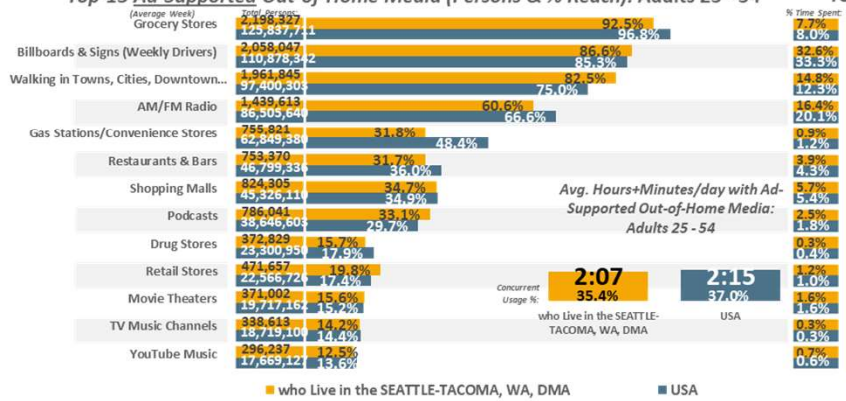
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 25 - 54



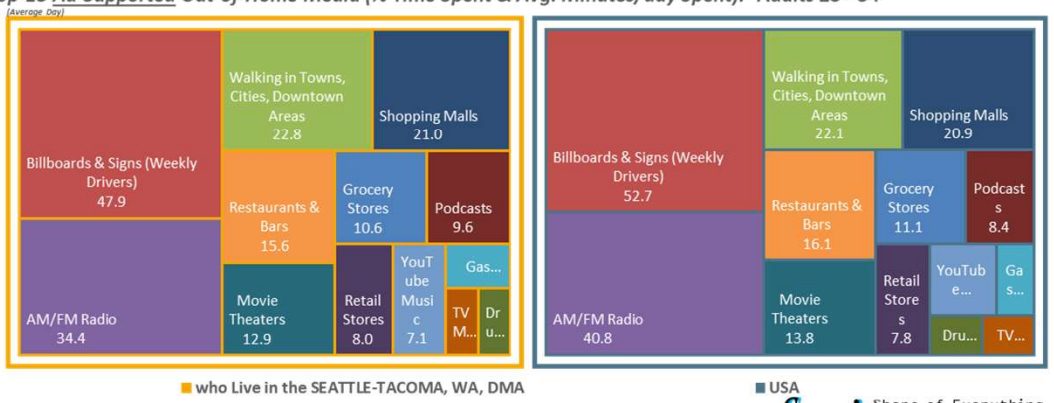

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 25 - 54




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




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




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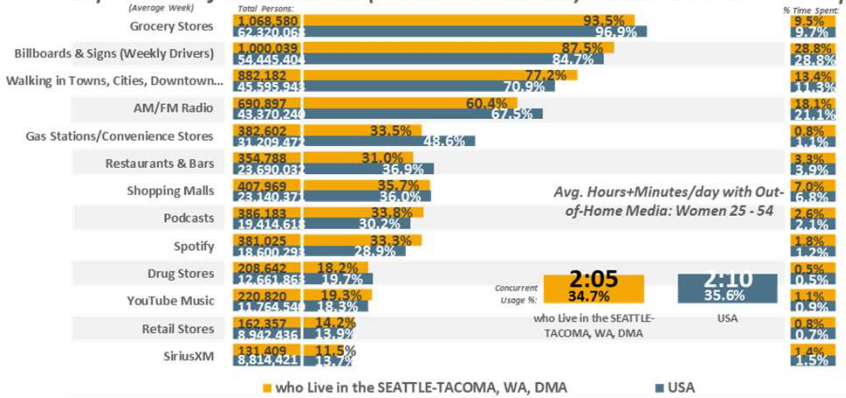
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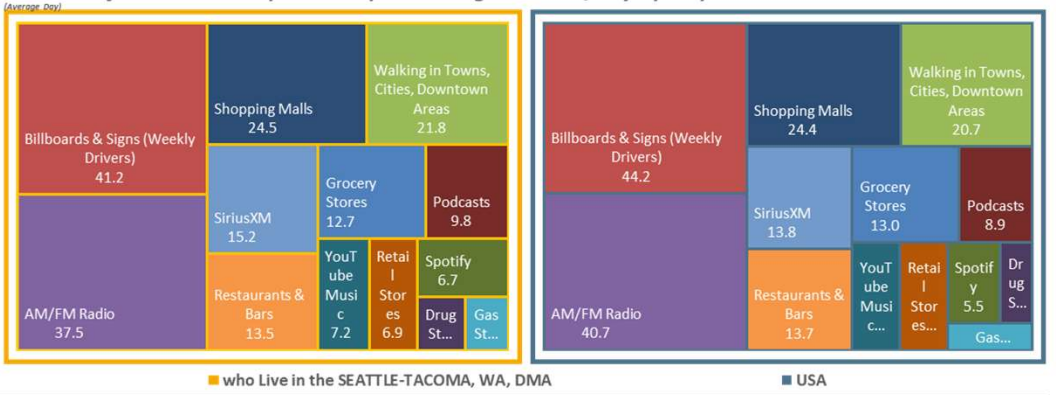



1,000,039 or 87.5% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 41.2 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day.

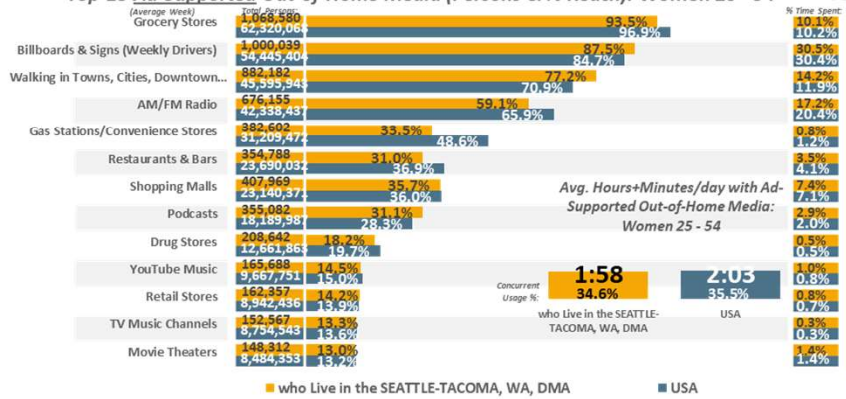
## *Top-13 Out-of-Home Media (Persons & % Reach):* Women 25 - 54



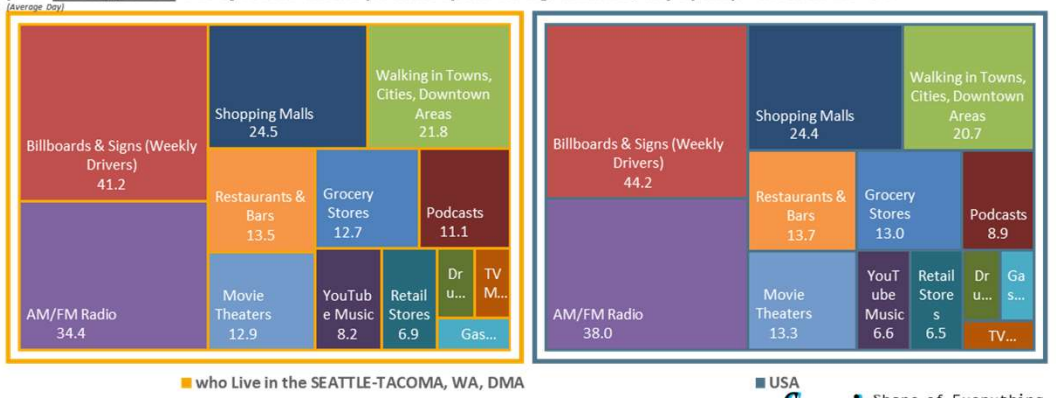

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Women 25 - 54




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




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




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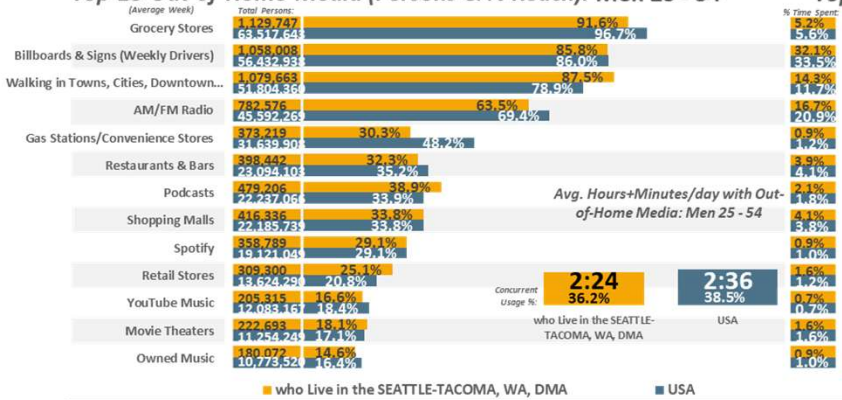
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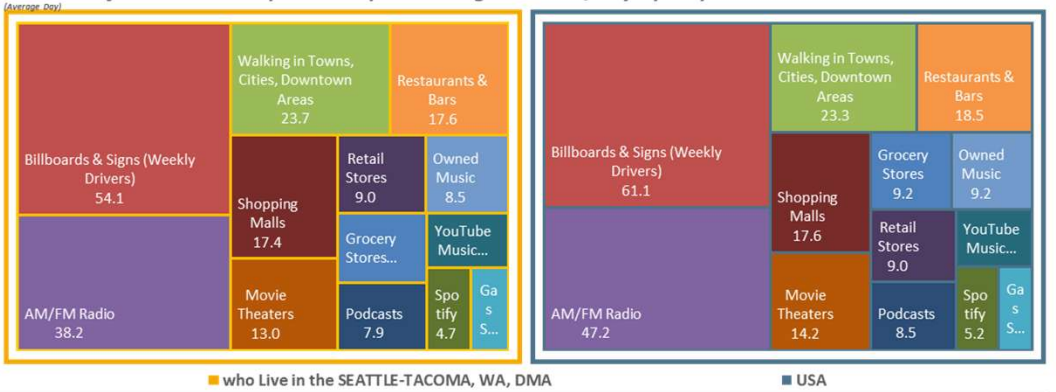



1,058,008 or 85.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

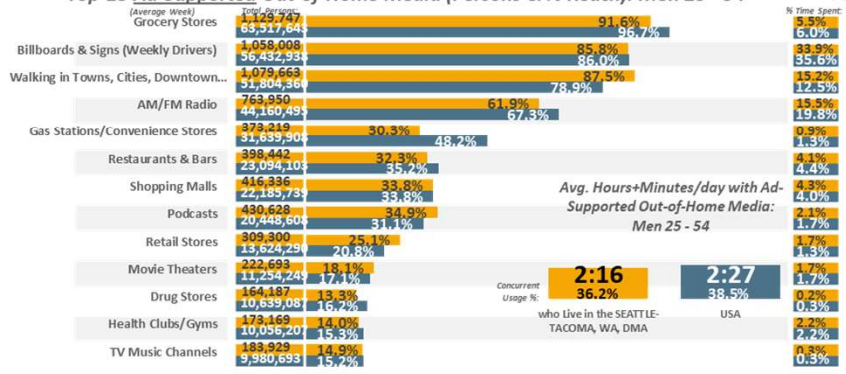
## *Top-13 Out-of-Home Media (Persons & % Reach):* Men 25 - 54



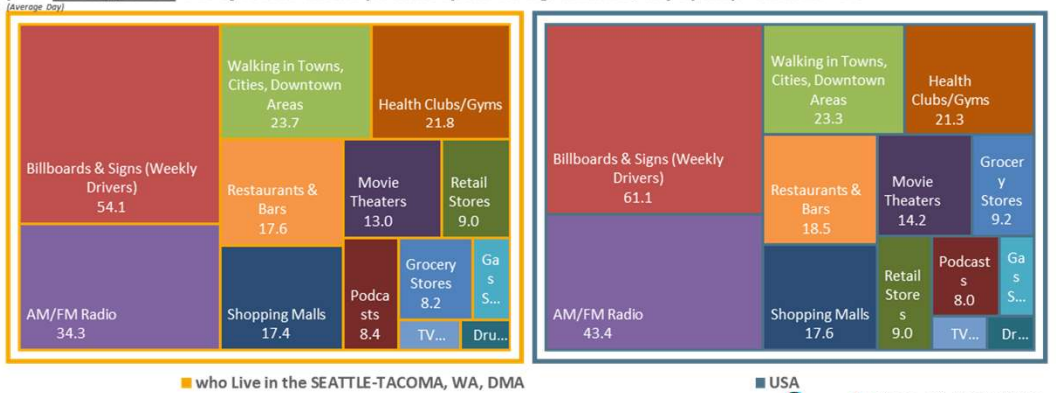

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Men 25 - 54




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




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




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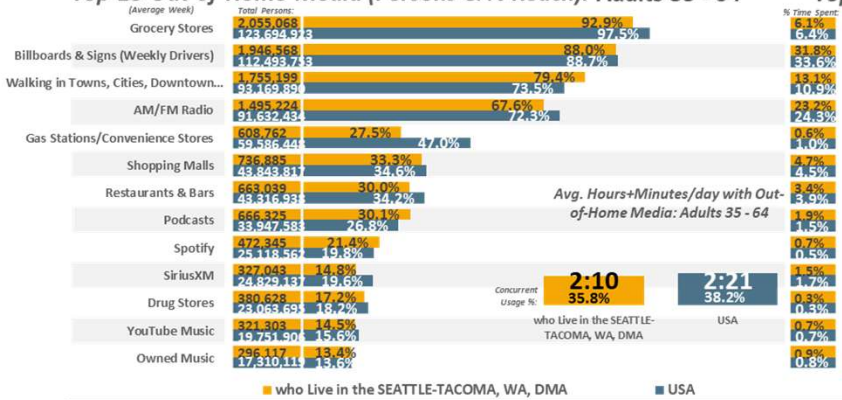
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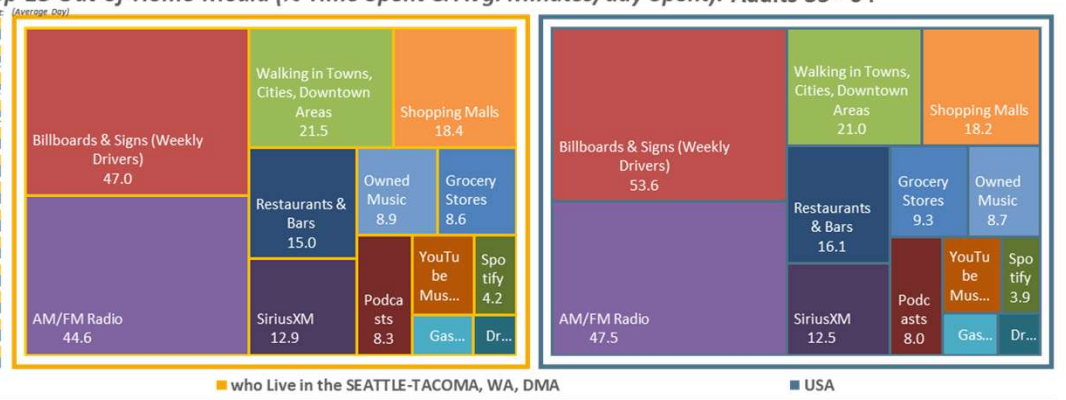

# P35-64

1,946,568 or 88.% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 47. minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

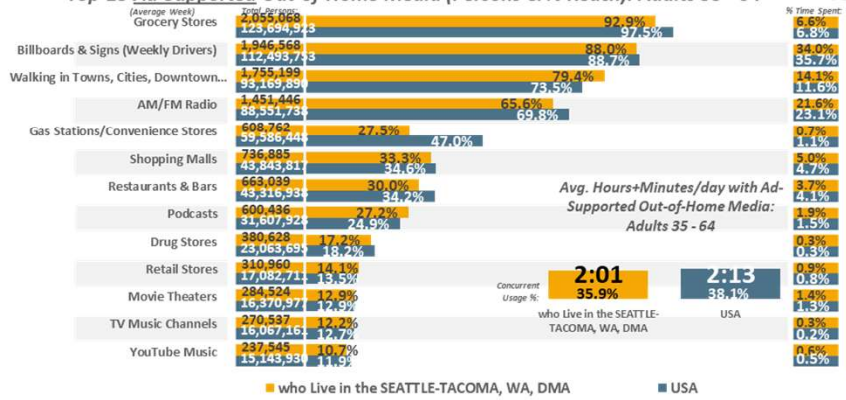
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 35 - 64



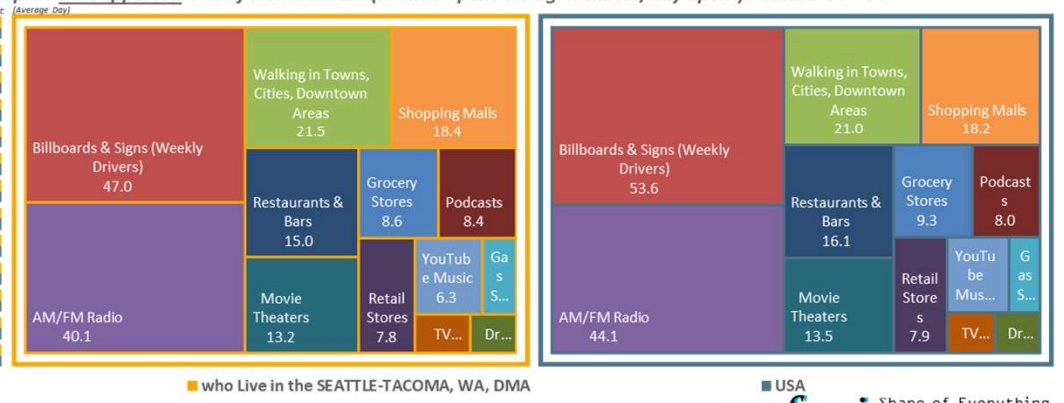

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 35 - 64




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




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




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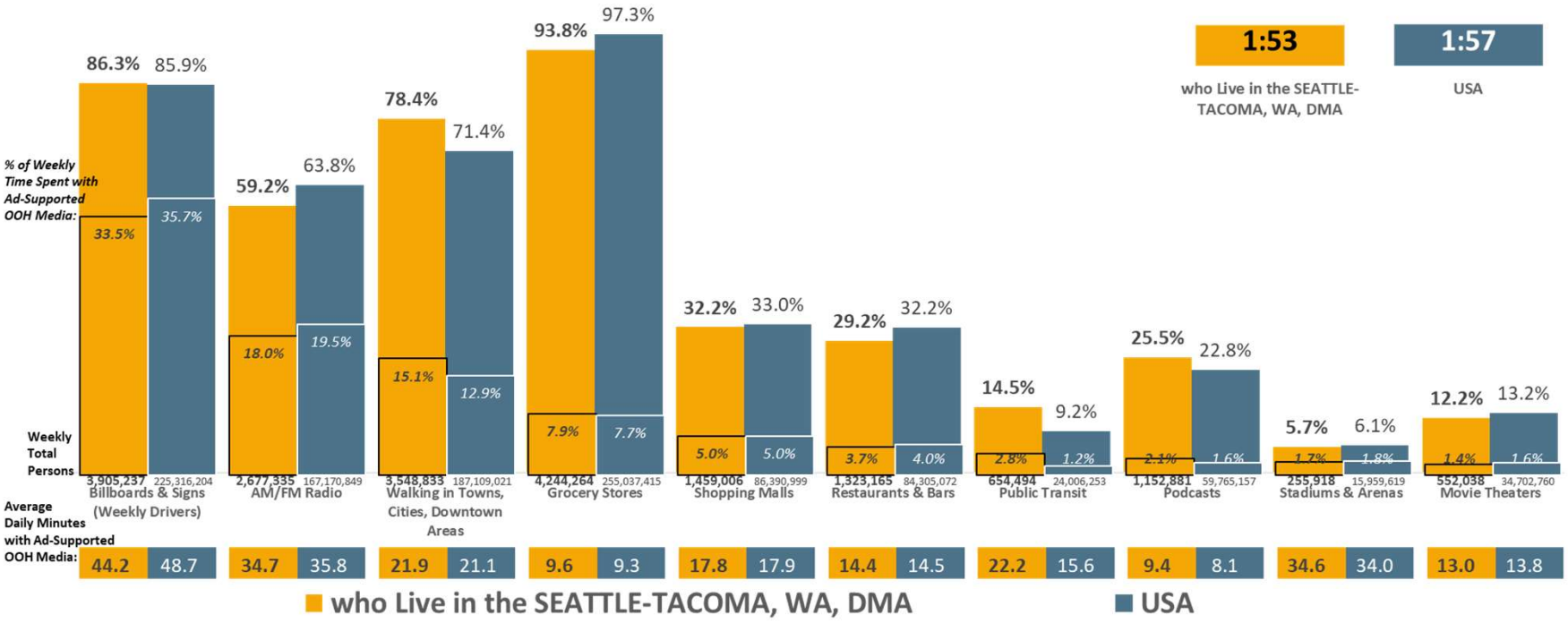



**P18+**

3,905,237 or 86.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




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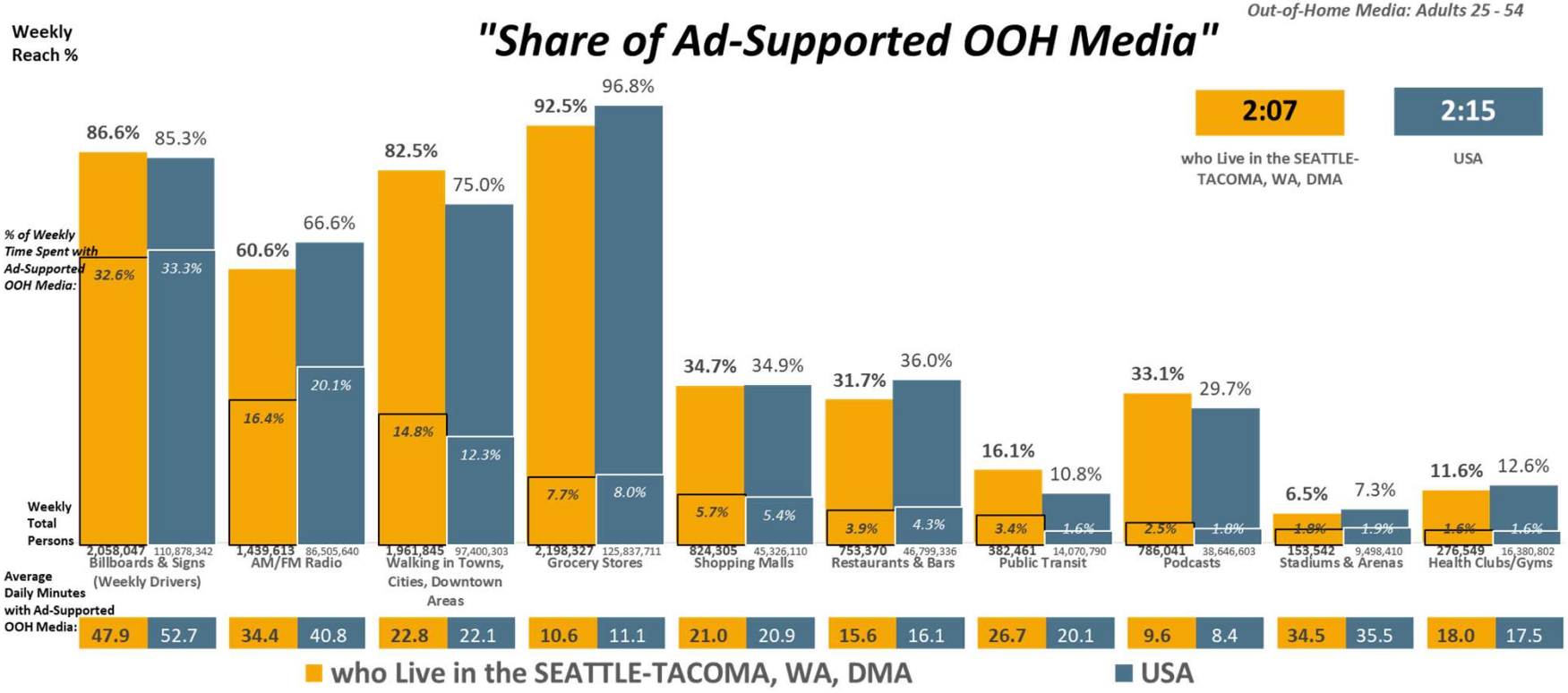
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2,058,047 or 86.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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




| | Billboards & Signs (Weekly Drivers) | AM/FM Radio | Walking in Towns, Cities, Downtown Areas | Grocery Stores | Shopping Malls | Restaurants & Bars | Public Transit | Podcasts | Stadiums & Arenas | Health Clubs/Gyms |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 86.6% / 85.3% | 60.6% / 66.6% | 82.5% / 75.0% | 92.5% / 96.8% | 34.7% / 34.9% | 31.7% / 36.0% | 16.1% / 10.8% | 33.1% / 29.7% | 6.5% / 7.3% | 11.6% / 12.6% |
| % of Weekly Time Spent with Ad-Supported OOH Media: | 32.6% / 33.3% | 16.4% / 20.1% | 14.8% / 12.3% | 7.7% / 8.0% | 5.7% / 5.4% | 3.9% / 4.3% | 3.4% / 1.6% | 2.5% / 1.8% | 1.8% / 1.9% | 1.6% / 1.6% |
| Weekly Total Persons | 2,058,047 / 110,878,342 | 1,439,613 / 86,505,640 | 1,961,845 / 97,400,303 | 2,198,327 / 125,837,711 | 824,305 / 45,326,110 | 753,370 / 46,799,336 | 382,461 / 14,070,790 | 786,041 / 38,646,603 | 153,542 / 9,498,410 | 276,549 / 16,380,802 |
| Average Daily Minutes with Ad-Supported OOH Media: | 47.9 / 52.7 | 34.4 / 40.8 | 22.8 / 22.1 | 10.6 / 11.1 | 21.0 / 20.9 | 15.6 / 16.1 | 26.7 / 20.1 | 9.6 / 8.4 | 34.5 / 35.5 | 18.0 / 17.5 |

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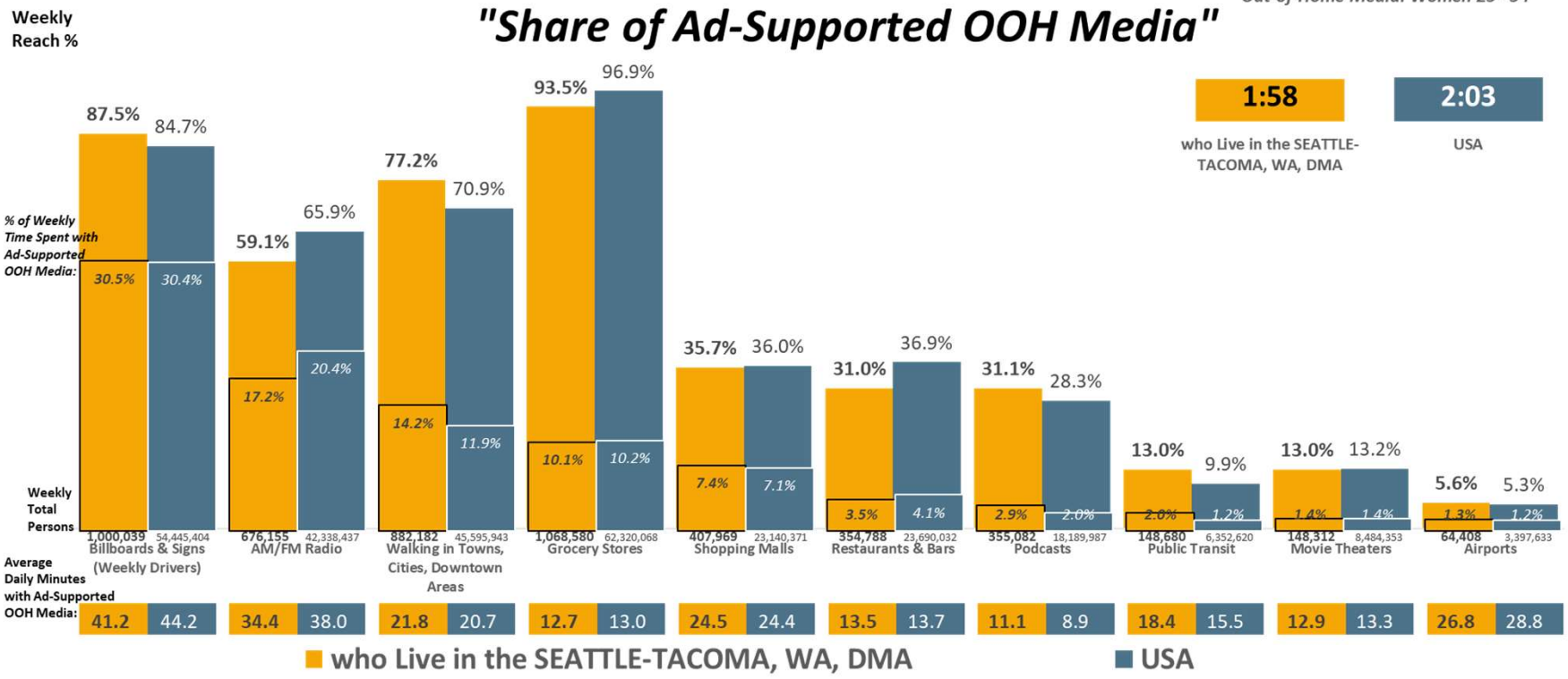
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1,000,039 or 87.5% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 41.2 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




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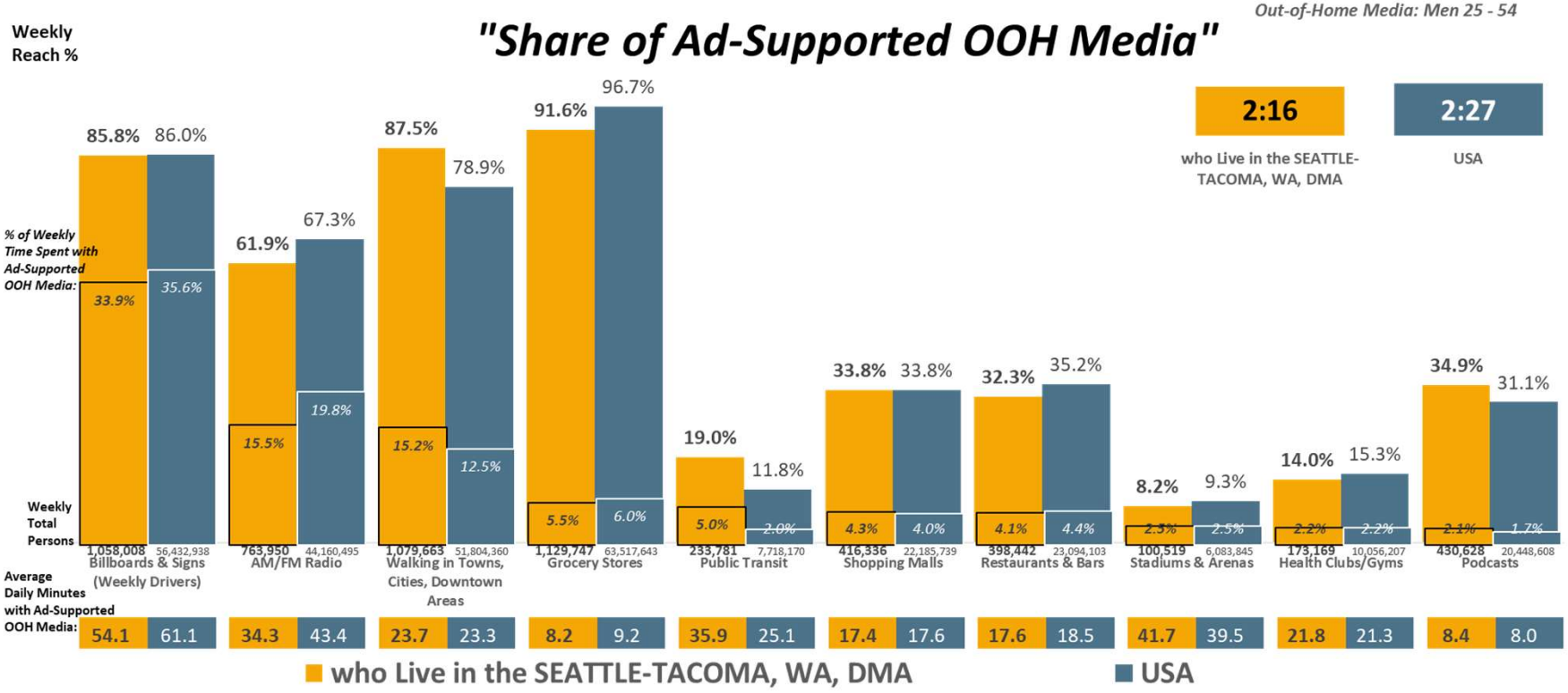
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1,058,008 or 85.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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




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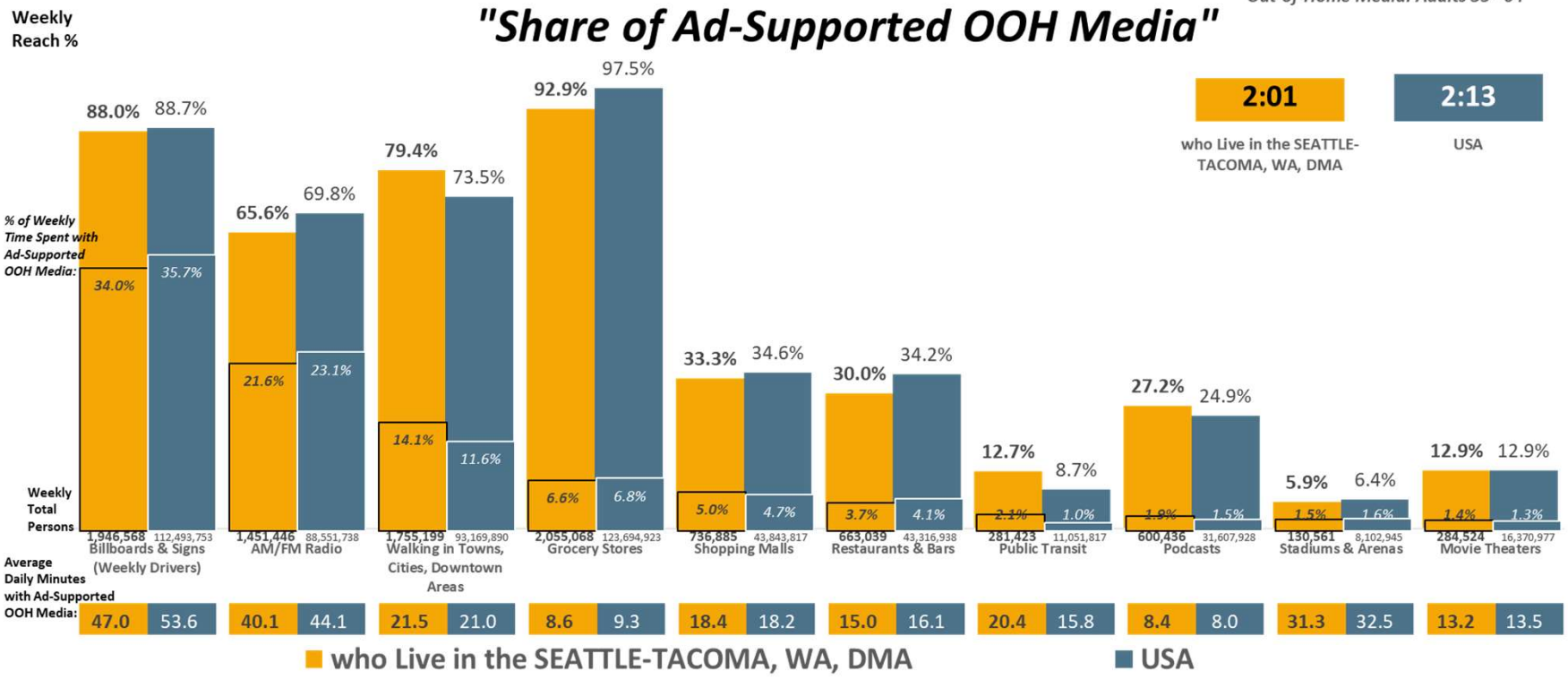
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1,946,568 or 88.% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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




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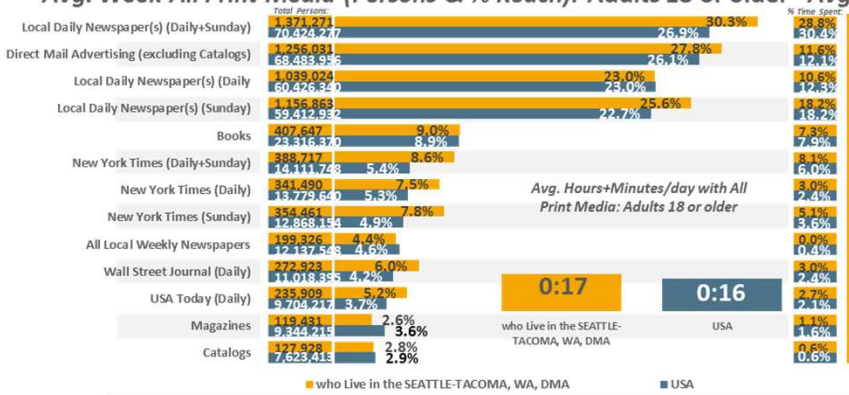
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# P18+

1,371,271 or 30.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

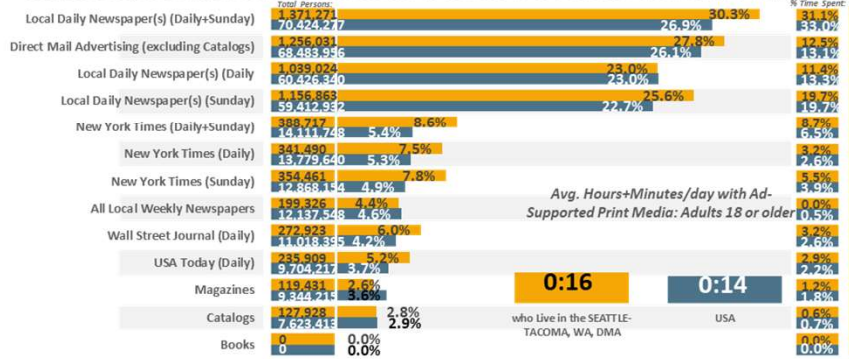
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



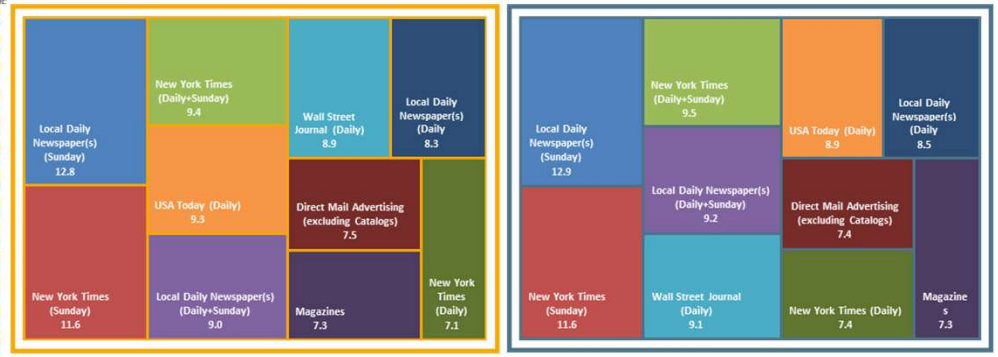

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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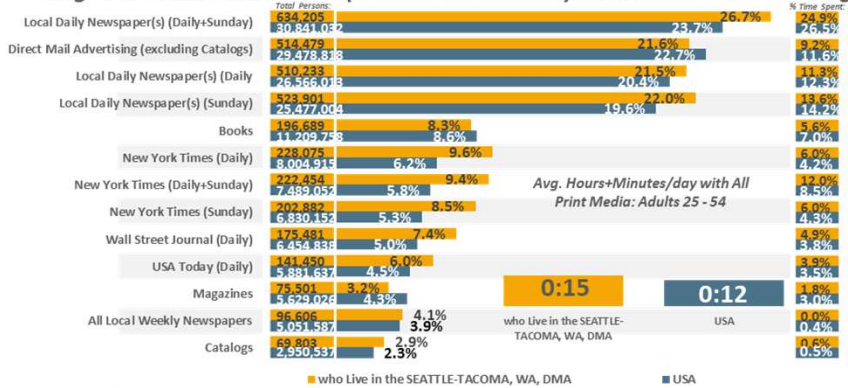
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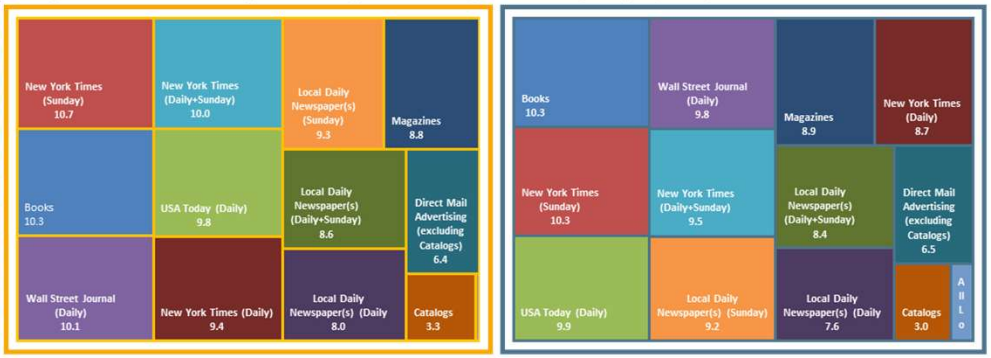



634,205 or 26.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

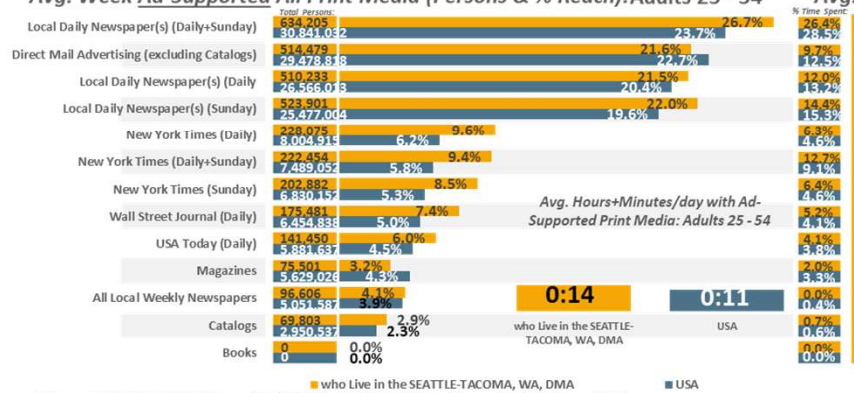
## *Avg. Week All Print Media (Persons & % Reach):* Adults 25 - 54




## *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




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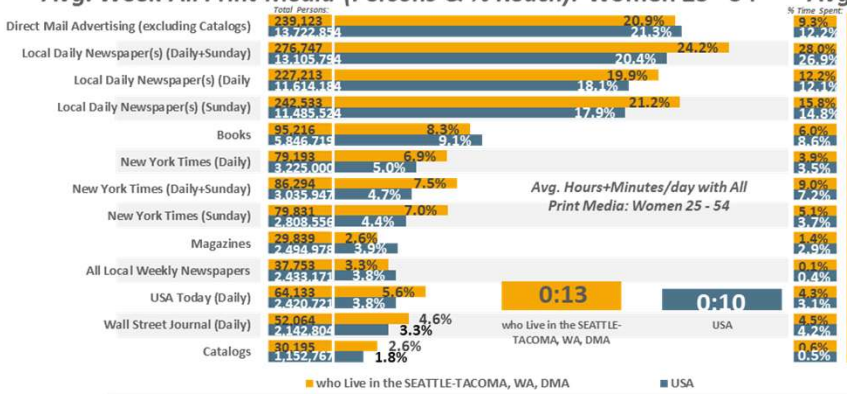
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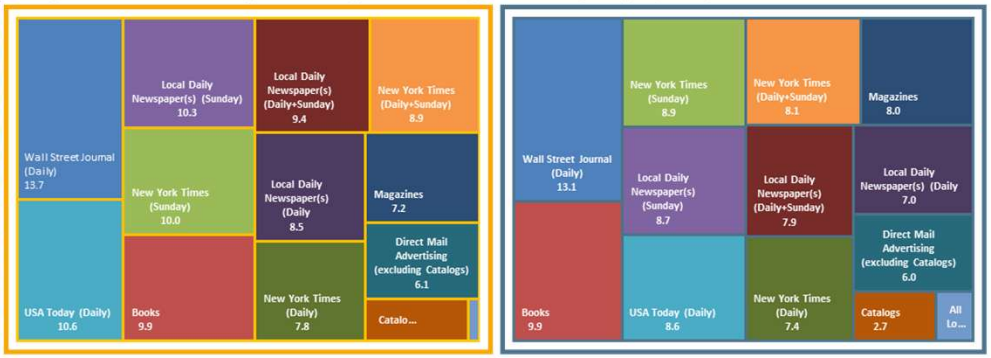



276,747 or 24.2% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

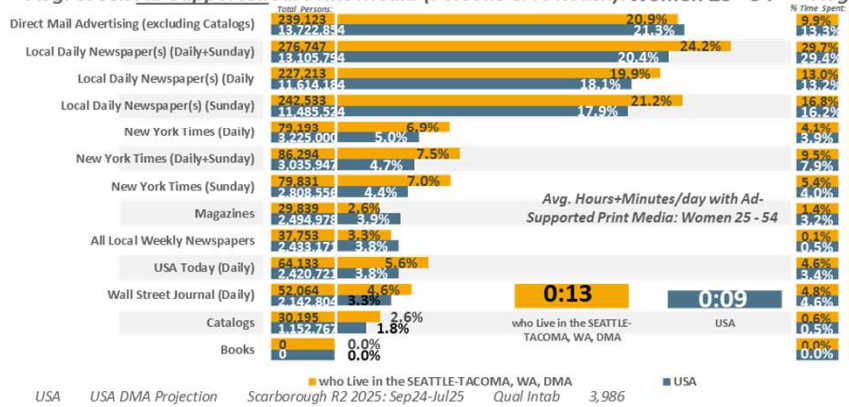
## *Avg. Week All Print Media (Persons & % Reach):* Women 25 - 54




## *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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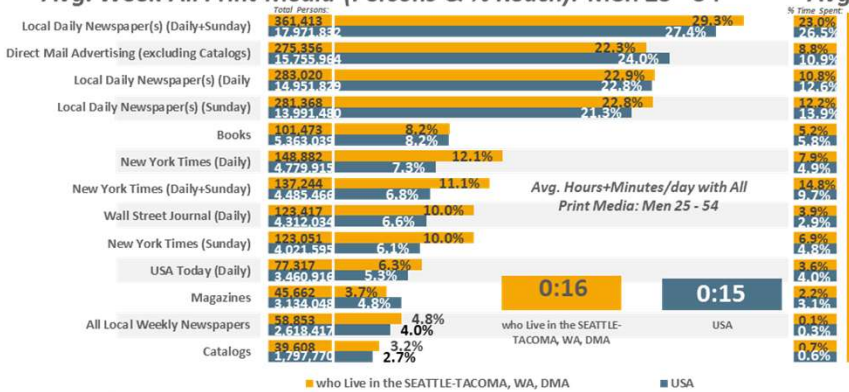
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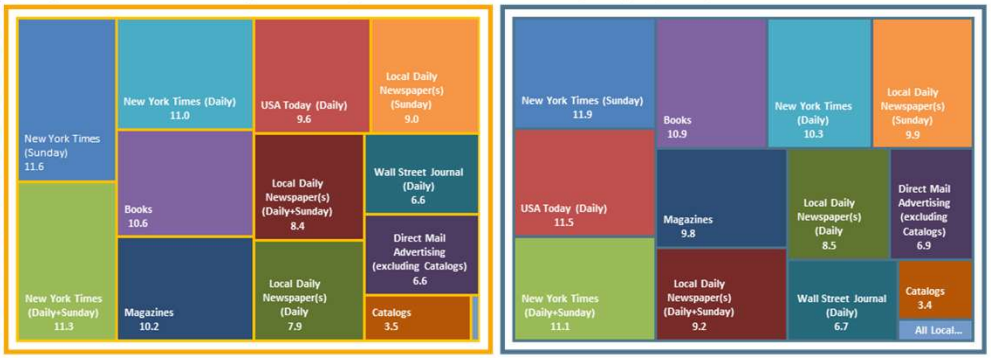



361,413 or 29.3% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 24.2% of all time spent daily with All forms of Print Media.

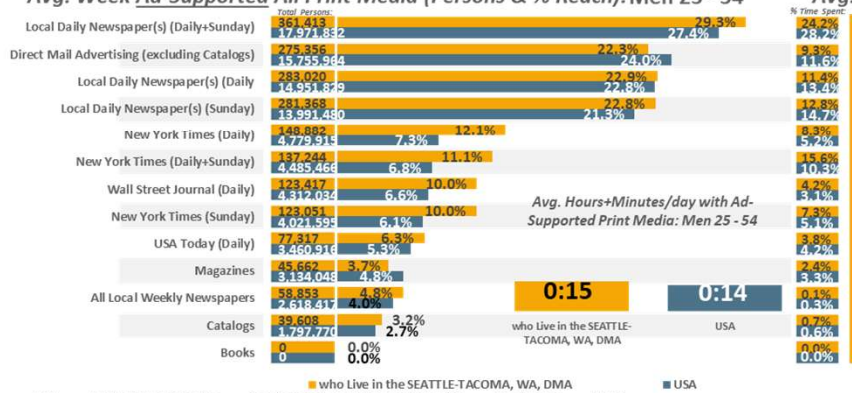
## *Avg. Week All Print Media (Persons & % Reach):* Men 25 - 54




## *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




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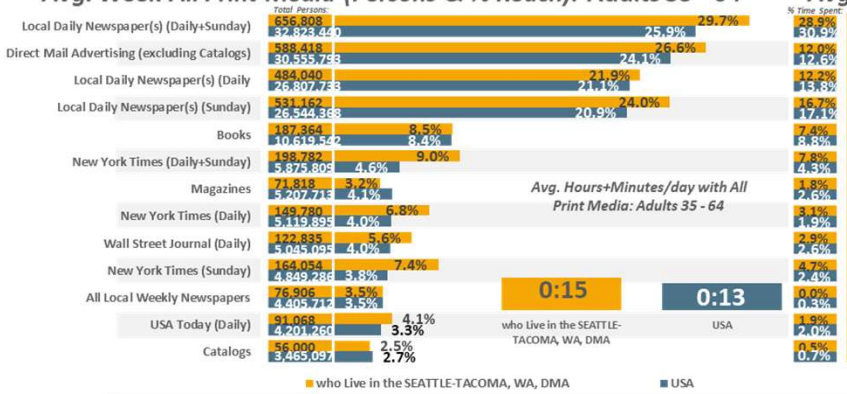
*USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

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656,808 or 29.7% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

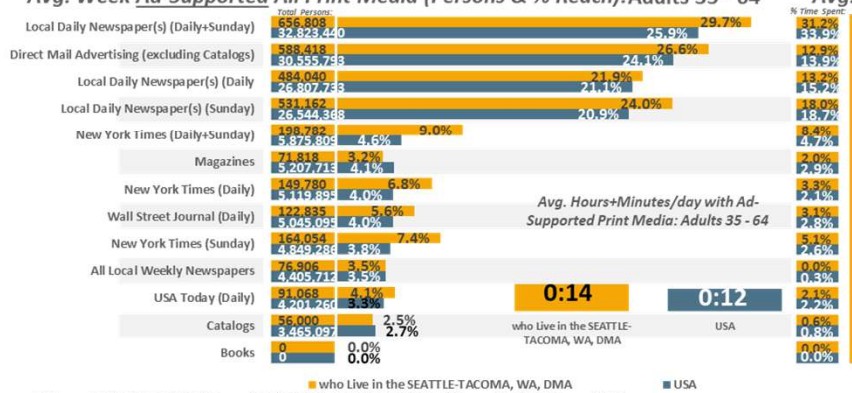
## *Avg. Week All Print Media (Persons & % Reach):* Adults 35 - 64




## *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 DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986*

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*USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445*

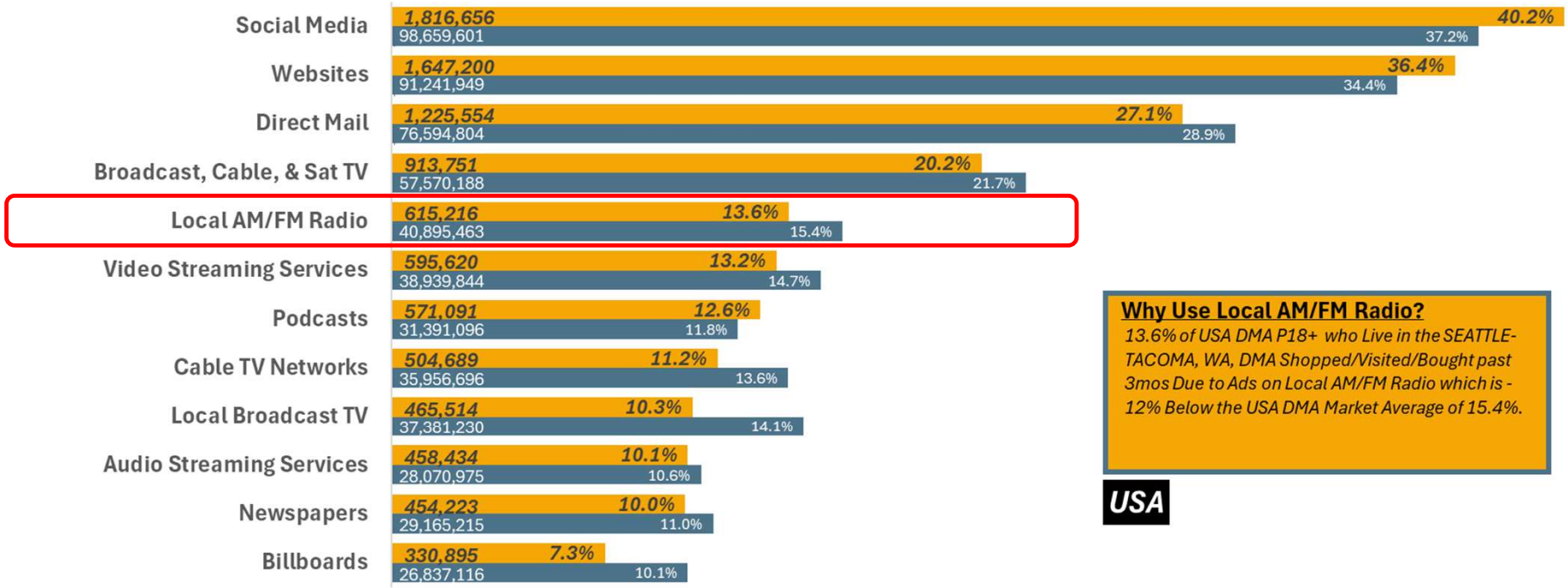
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# P18+

**"Advertising Actions"**

## P18+ who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*13.6% of USA DMA P18+ who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the USA DMA Market Average of 15.4%.*

**USA**

*USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 25445*

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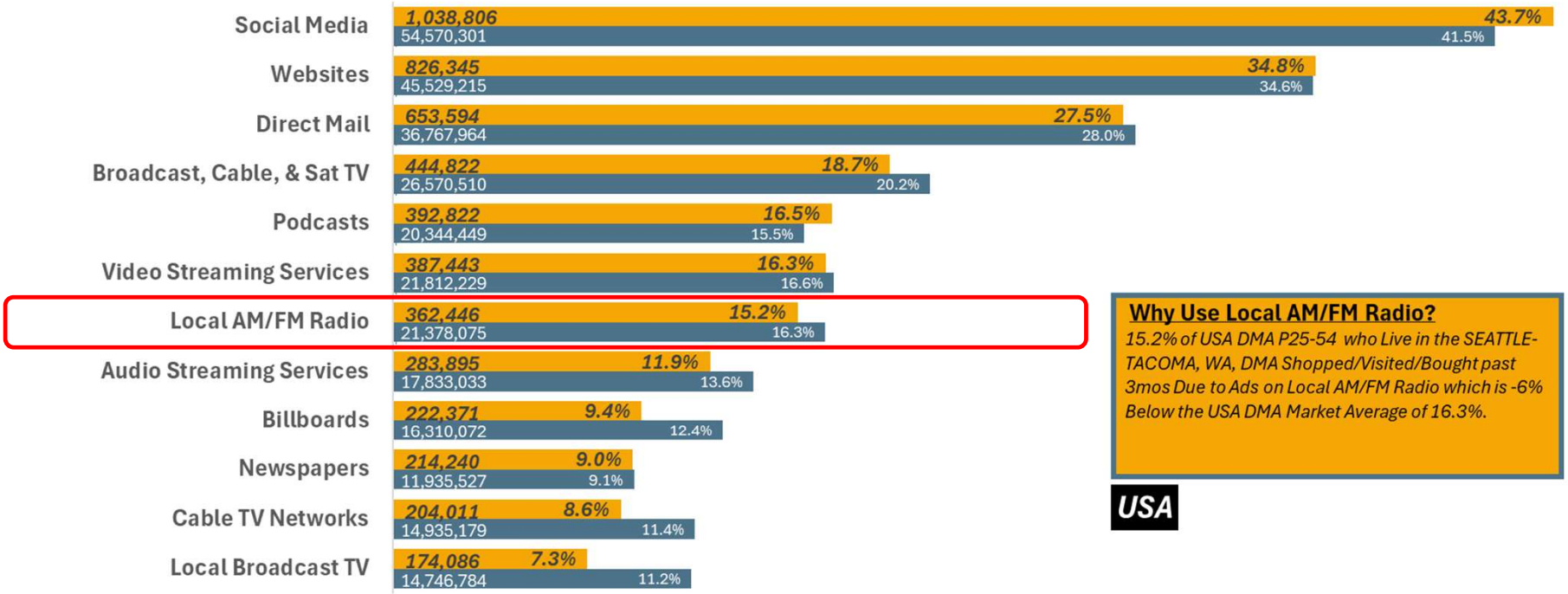
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# P25-54

**"Advertising Actions"**

## P25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*15.2% of USA DMA P25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the USA DMA Market Average of 16.3%.*

**USA**

*USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 11820*

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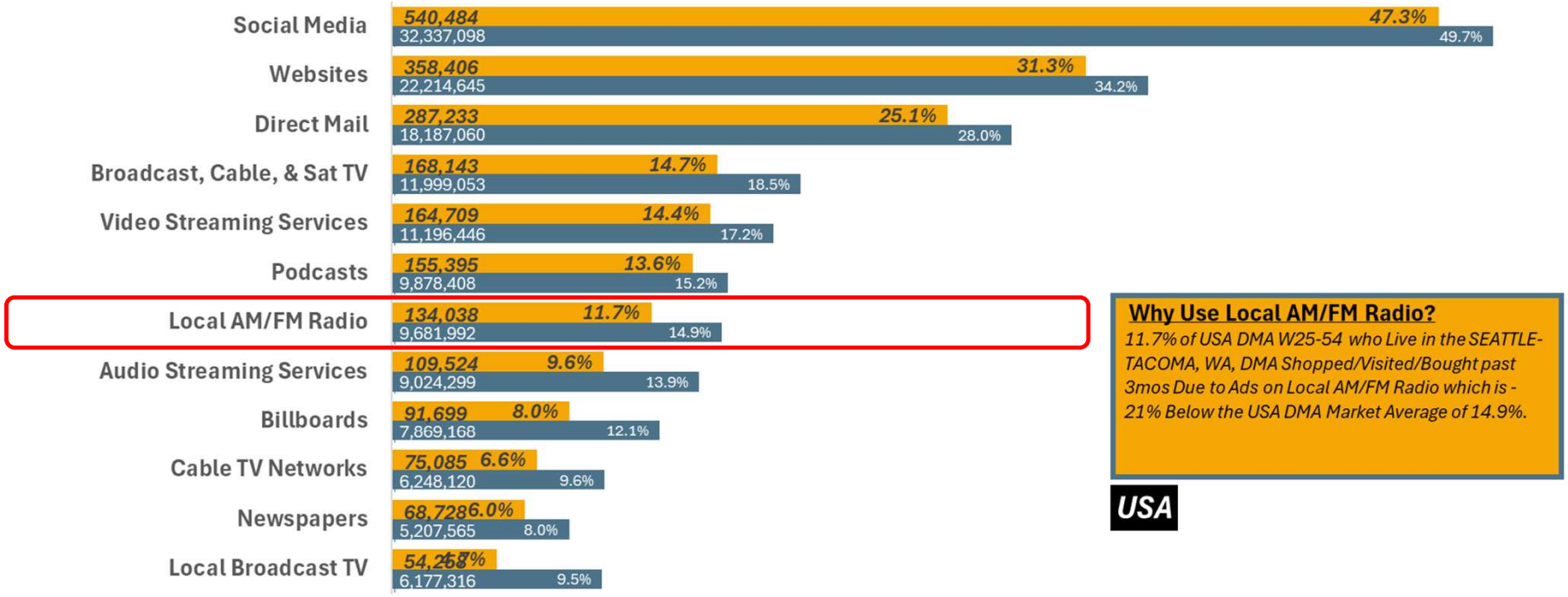
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# W25-54

**"Advertising Actions"**

## W25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*11.7% of USA DMA W25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the USA DMA Market Average of 14.9%.*

**USA**

*USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 7173*

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# M25-54

**"Advertising Actions"**

## M25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

| | M25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) | | M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %) | |
|---|---|---|---|---|
| Social Media | 498,322 | 40.4% | 22,233,203 | 33.5% |
| Websites | 467,939 | 37.9% | 23,314,570 | 35.1% |
| Direct Mail | 366,361 | 29.7% | 18,580,904 | 28.0% |
| Broadcast, Cable, & Sat TV | 276,679 | 22.4% | 14,571,457 | 21.9% |
| Podcasts | 237,427 | 19.3% | 10,466,041 | 15.8% |
| Local AM/FM Radio | 228,408 | 18.5% | 11,696,083 | 17.6% |
| Video Streaming Services | 222,734 | 18.1% | 10,615,783 | 16.0% |
| Audio Streaming Services | 174,371 | 14.1% | 8,808,734 | 13.3% |
| Newspapers | 145,512 | 11.8% | 6,727,962 | 10.1% |
| Billboards | 130,672 | 10.6% | 8,440,903 | 12.7% |
| Cable TV Networks | 128,926 | 10.5% | 8,687,059 | 13.1% |
| Local Broadcast TV | 119,828 | 9.7% | 8,569,468 | 12.9% |

**Why Use Local AM/FM Radio?**

*18.5% of USA DMA M25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 17.6%.*

**USA**

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

M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

*USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 4647*

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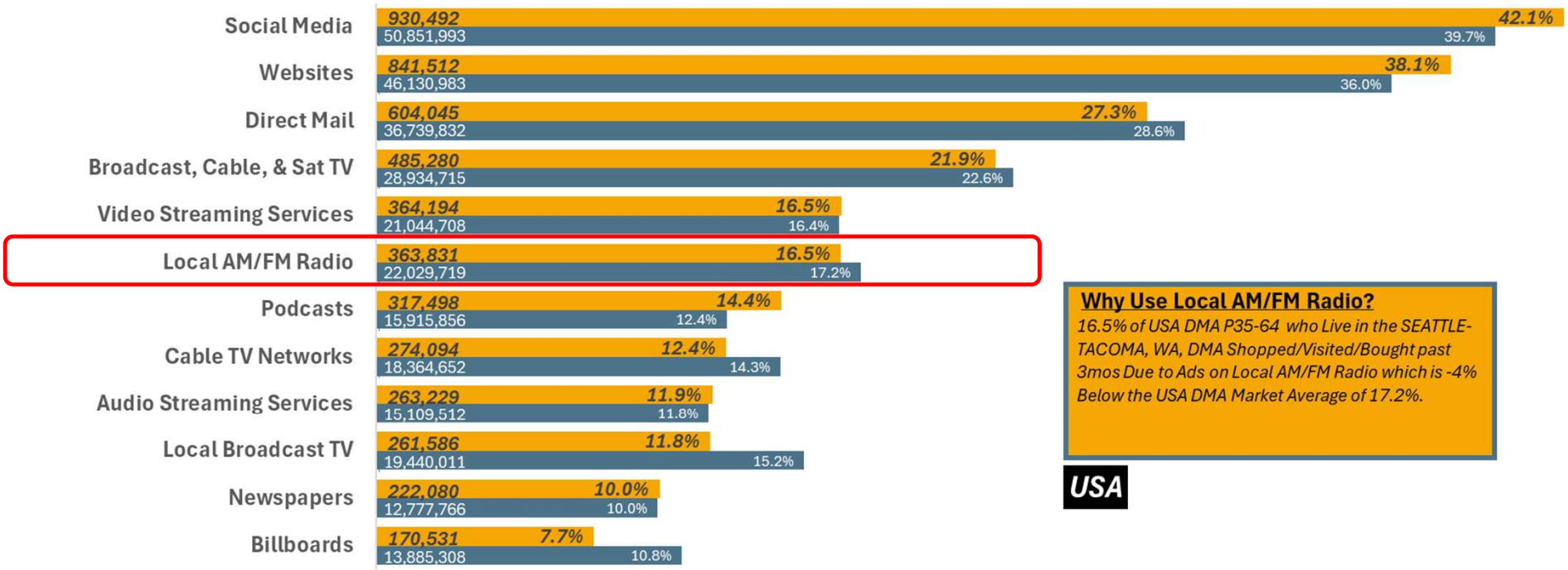
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# P35-64

**"Advertising Actions"**

## P35-64 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*16.5% of USA DMA P35-64 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the USA DMA Market Average of 17.2%.*

**USA**

*USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 13256*

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