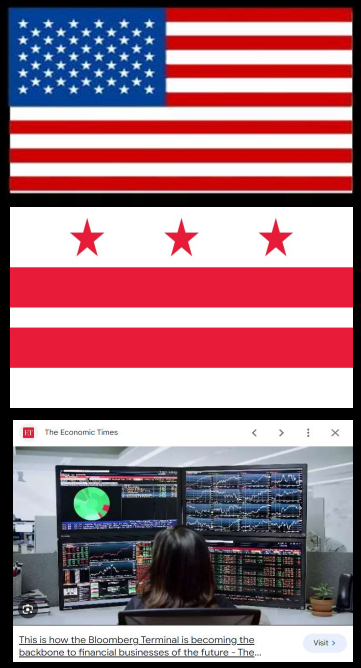
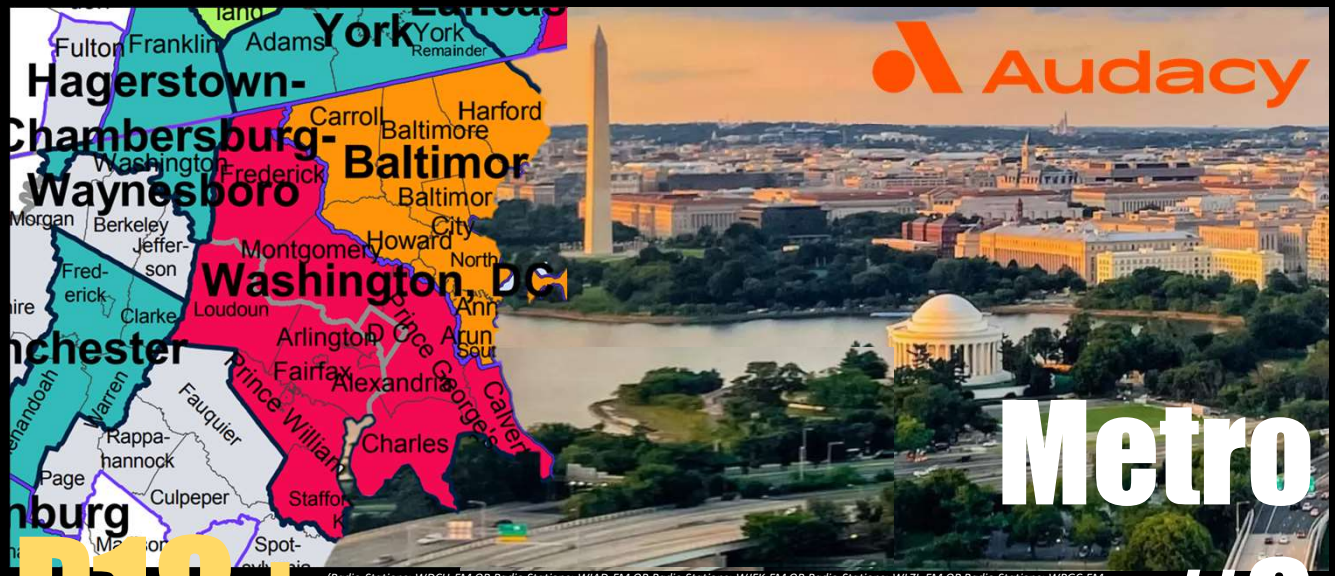
WASHINGTON, DC, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles









Metro #8

P18+

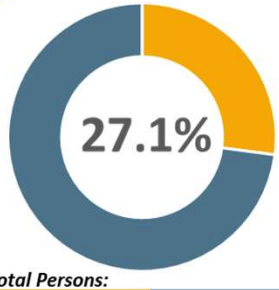
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)
Radio Stations: WIAD-FM
Radio Stations: WJFK-FM
Radio Stations: WLZL-FM
Radio Stations: WPGC-FM

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

HUBBARD BROADCASTING INC. HB INC.

27.1% or 1,274,830 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Typical Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 43.7 years old (7.% younger than average) and have a $138,506 (.5% lower than average) annual household income.

Percent of Market: Adults 18 or older



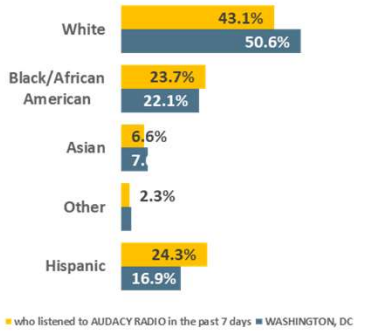
Total Persons:

1,274,830	3,428,362

Gender of Target vs. Market: Adults 18 or older

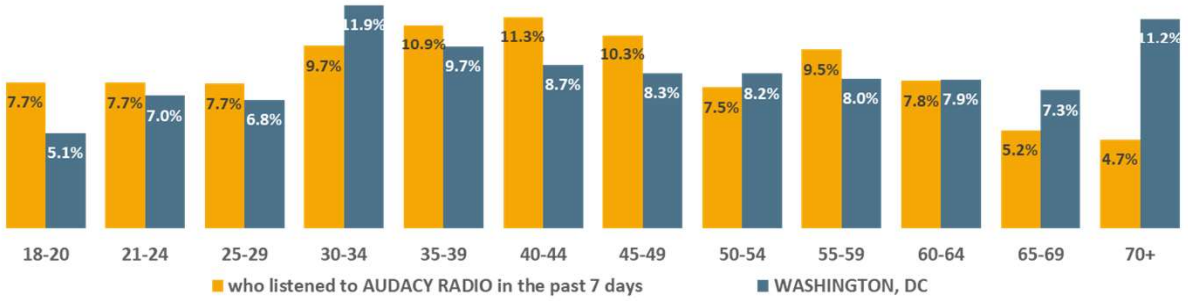
	Men	Men	Women	Women
%M vs. %F:	51.0%	47.9%	49.0%	52.1%
Average Age:	44.5	47.2	42.8	46.7
# Persons:	649,725	2,252,167	625,105	2,451,025

Ethnicity of Target vs. Market:

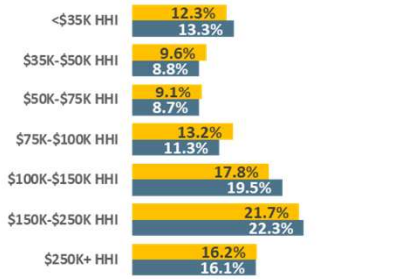


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	43.7	47.0
		who listened to AUDACY RADIO in the past 7 days	WASHINGTON, DC



HHI of Target vs. Market:



Avg HHI:	$138,506	$139,229

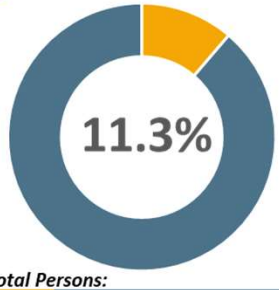
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.3% or 529,330 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Typical Adults 18 or older who listened to WIAD-FM in the past 7 days are 46.4 years old (1.2% younger than average) and have a $160,857 (15.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

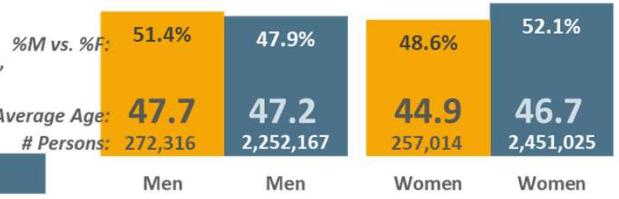


- who listened to WIAD-FM in the past 7 days
- Remainder of WASHINGTON, DC Metro

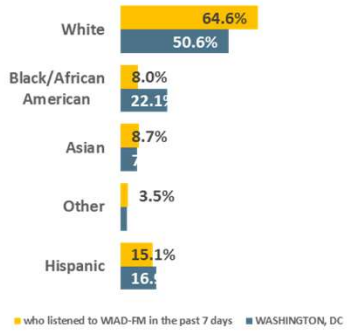
Total Persons:



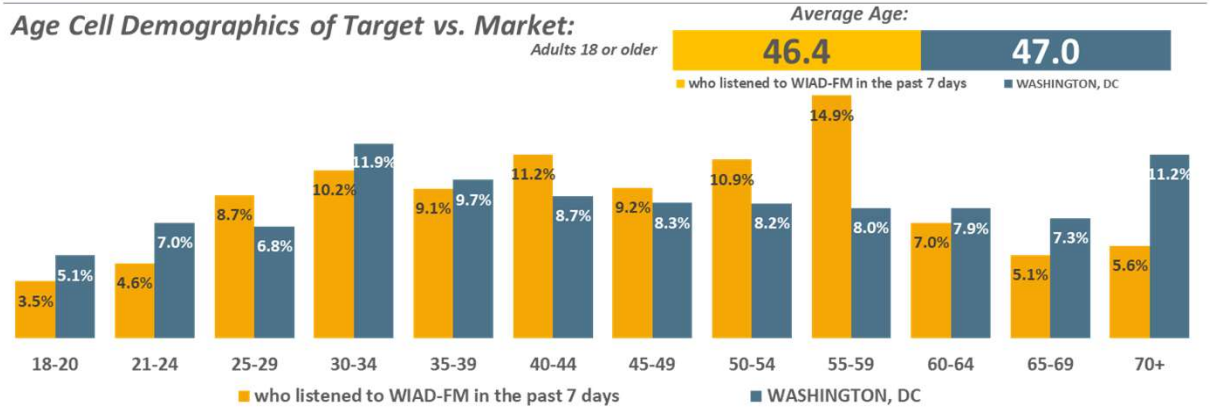
Gender of Target vs. Market: Adults 18 or older



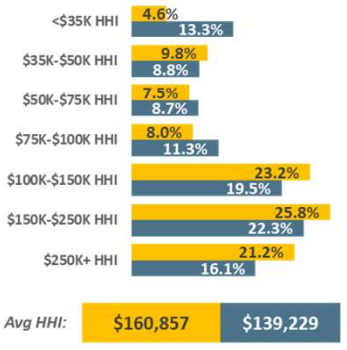
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

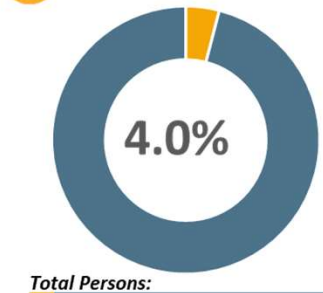


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

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4.% or 189,954 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Typical Adults 18 or older who listened to WJFK-FM in the past 7 days are 49.8 years old (6.1% older than average) and have a $169,080 (21.4% higher than average) annual household income.

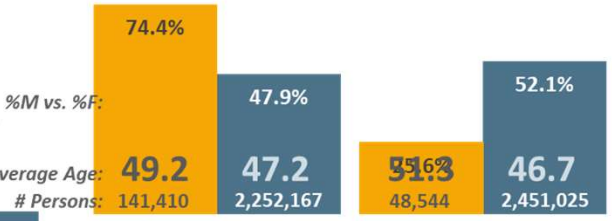
Percent of Market: Adults 18 or older



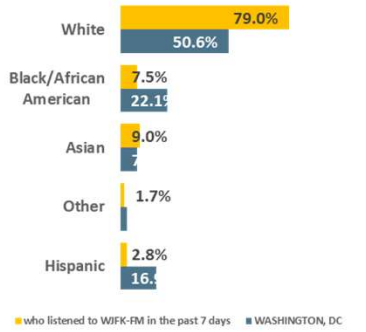
Total Persons:



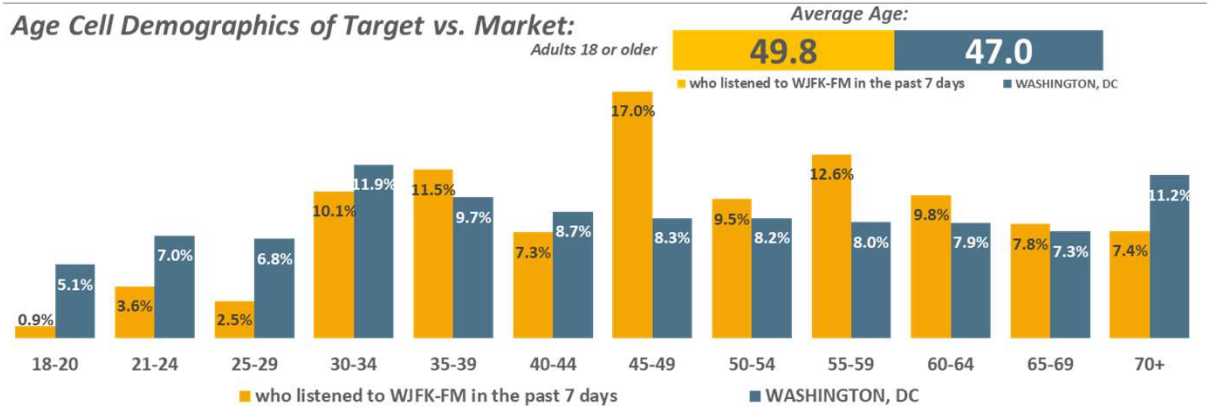
Gender of Target vs. Market: Adults 18 or older



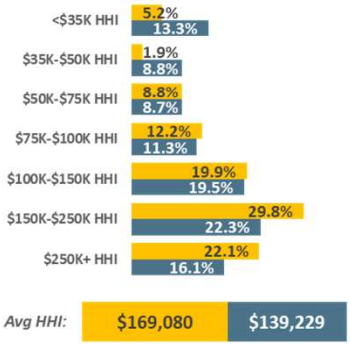
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

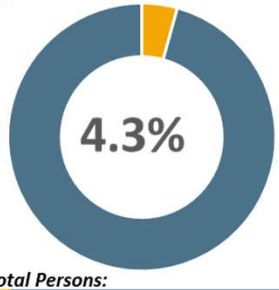


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

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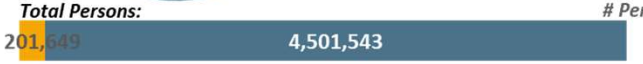
4.3% or 201,649 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Typical Adults 18 or older who listened to WLZL-FM in the past 7 days are 30.7 years old (34.7% younger than average) and have a $94,574 (32.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

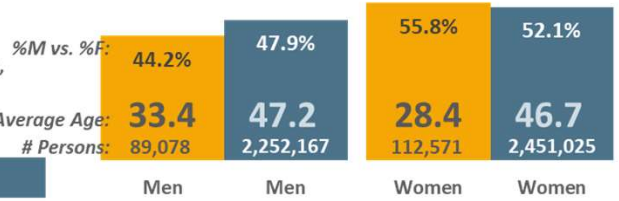


- who listened to WLZL-FM in the past 7 days
- Remainder of WASHINGTON, DC Metro

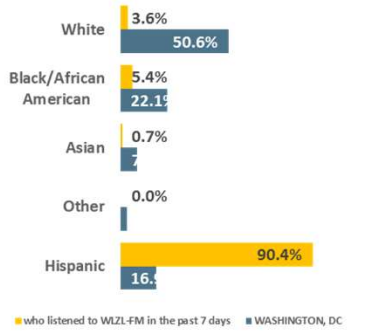
Total Persons:



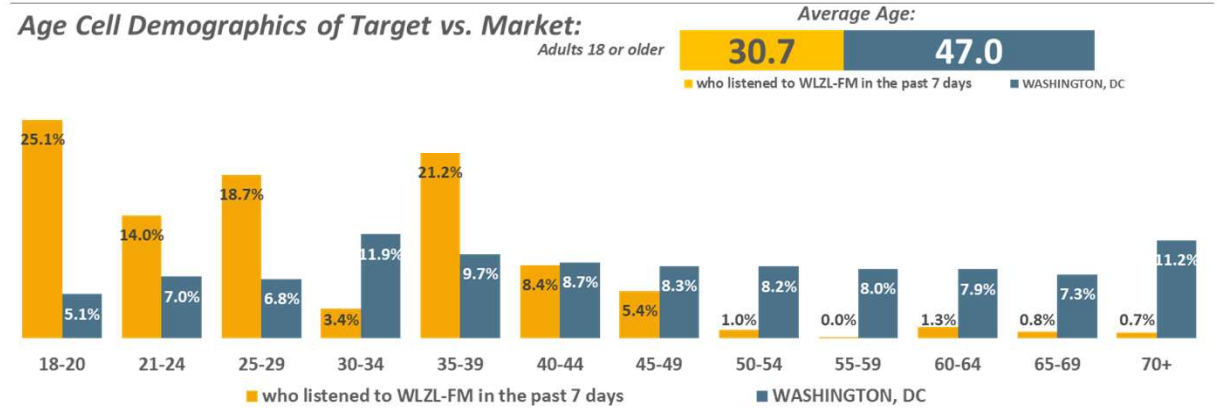
Gender of Target vs. Market: Adults 18 or older



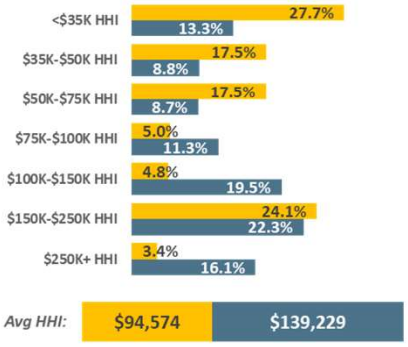
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



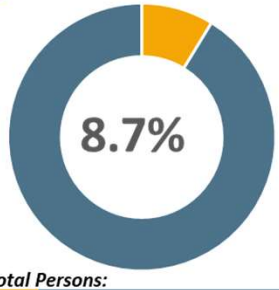
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

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Radio Stations: WLZL-FM

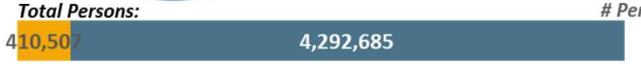
8.7% or 410,507 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Typical Adults 18 or older who listened to WPGC-FM in the past 7 days are 40.1 years old (14.7% younger than average) and have a $103,620 (25.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

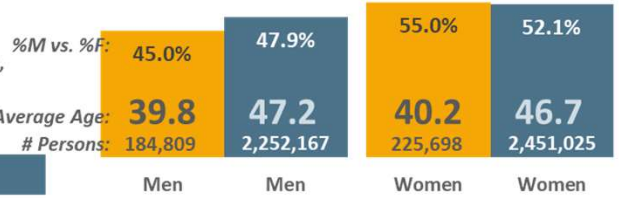


- who listened to WPGC-FM in the past 7 days
- Remainder of WASHINGTON, DC Metro

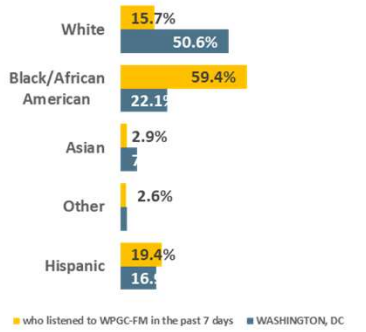
Total Persons:



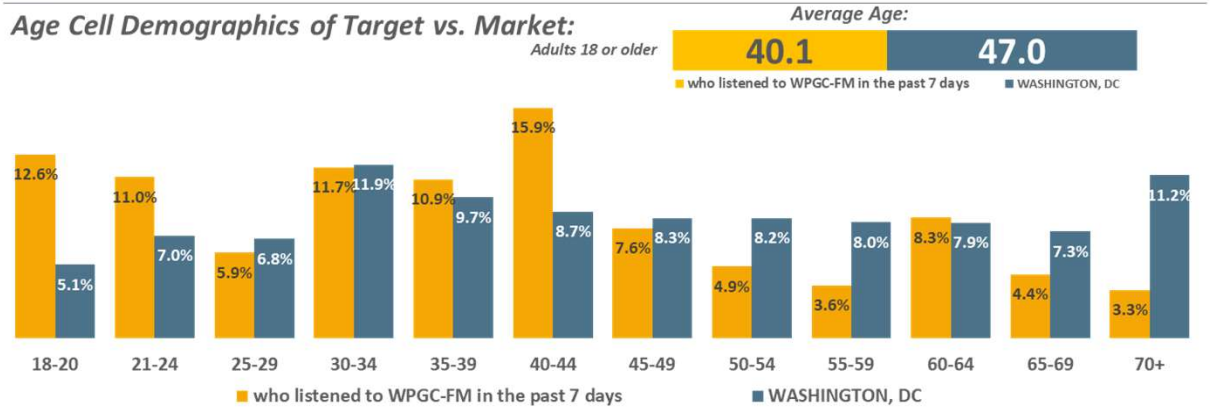
Gender of Target vs. Market: Adults 18 or older



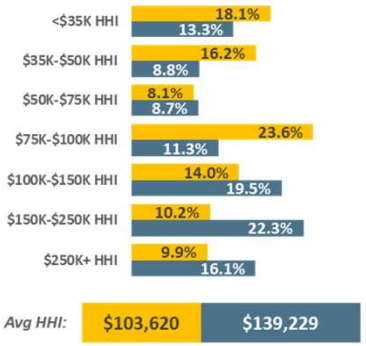
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

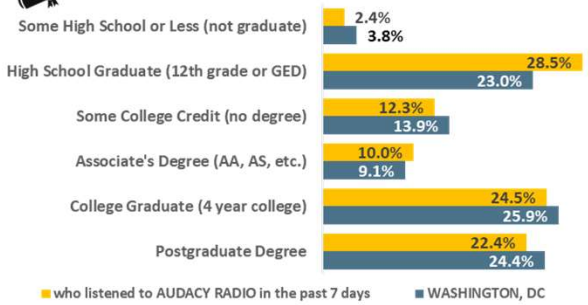


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

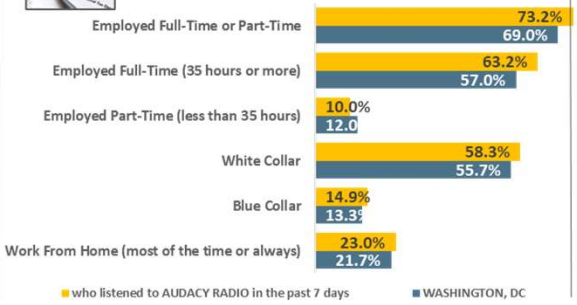
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27.1% or 1,274,830 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 6.7% less likely to be a college graduate, 10.9% more likely to work full-time, 2.5% less likely to be married, 21.5% more likely to be a parent of 1 or more children under 18.

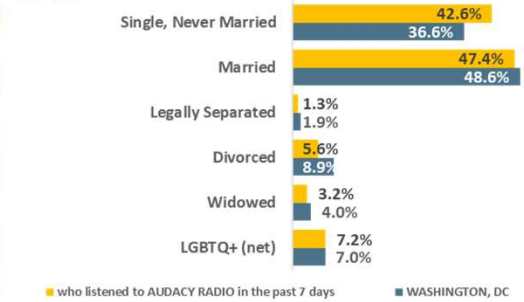
Education Levels: Adults 18 or older



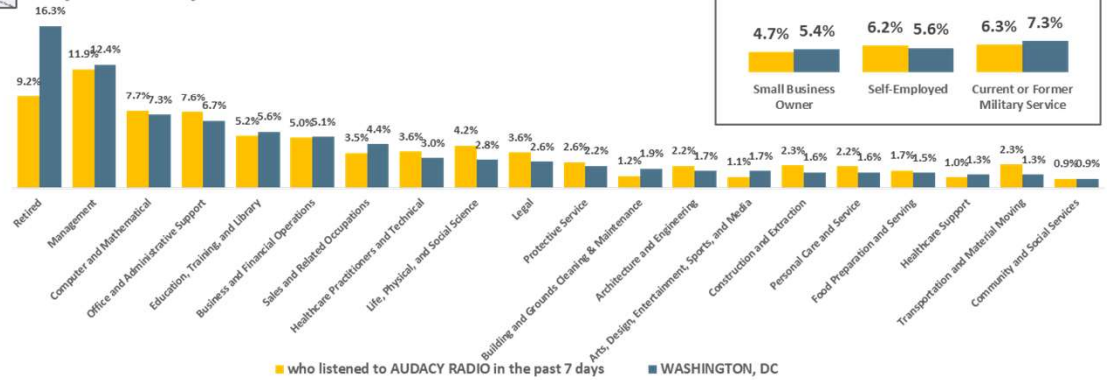
Employment: Adults 18 or older



Marital Status: Adults 18 or older

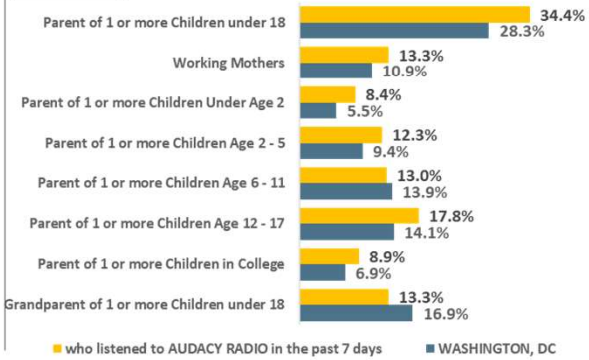


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



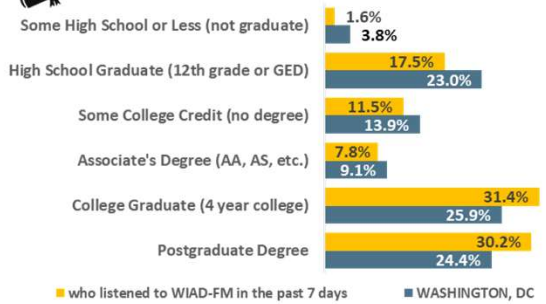
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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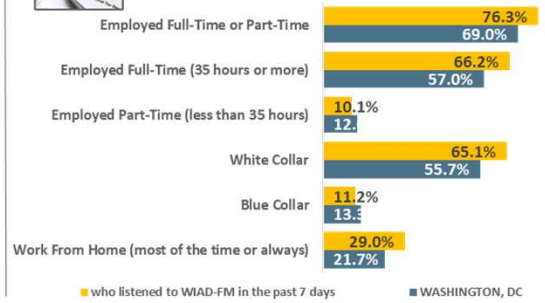
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.3% or 529,330 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 22.7% more likely to be a college graduate, 16.1% more likely to work full-time, 21.1% more likely to be married, 15.4% more likely to be a parent of 1 or more children under 18.

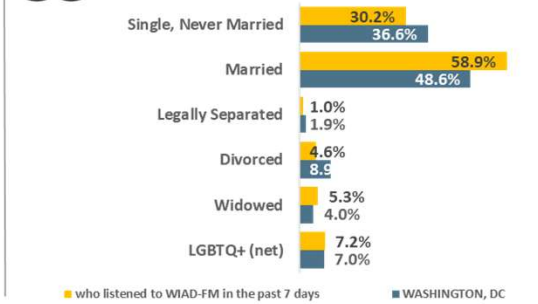
Education Levels: Adults 18 or older



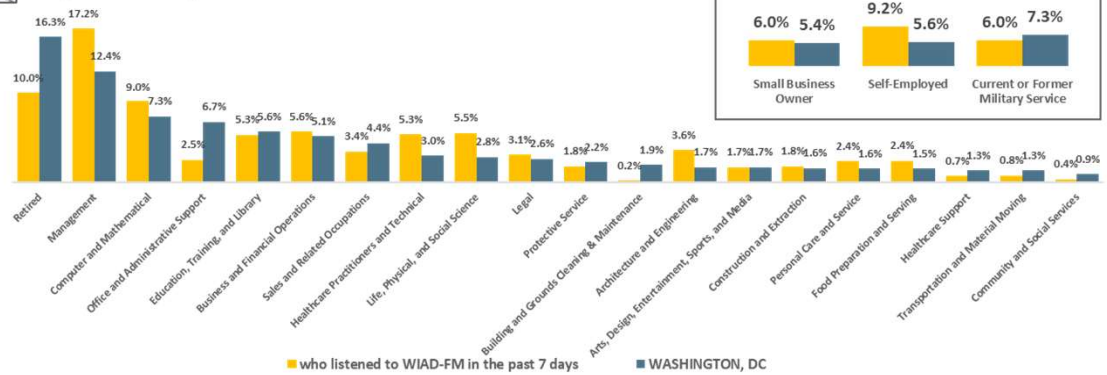
Employment: Adults 18 or older



Marital Status: Adults 18 or older

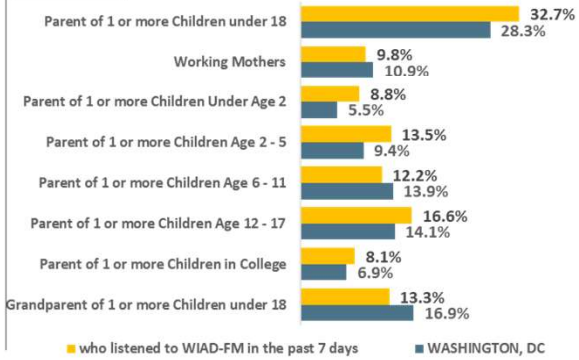


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



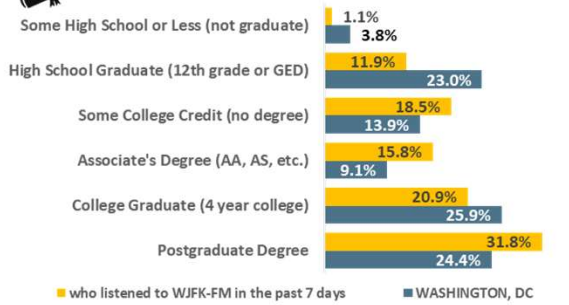
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

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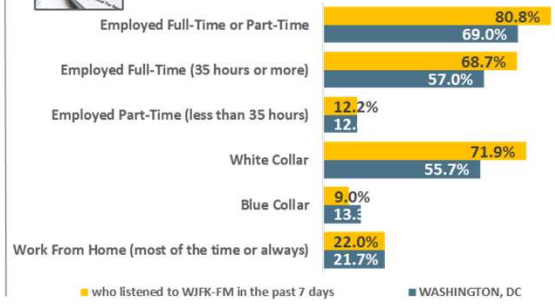
Radio Stations: WIAD-FM

4.% or 189,954 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 4.8% more likely to be a college graduate, 20.4% more likely to work full-time, 27.8% more likely to be married, 34.4% more likely to be a parent of 1 or more children under 18.

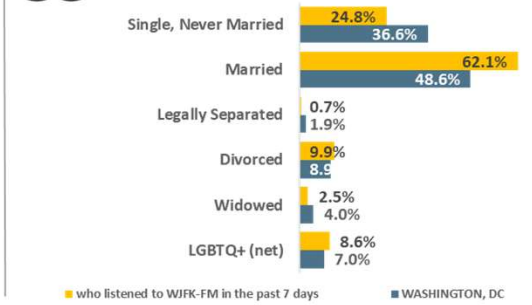
Education Levels: Adults 18 or older



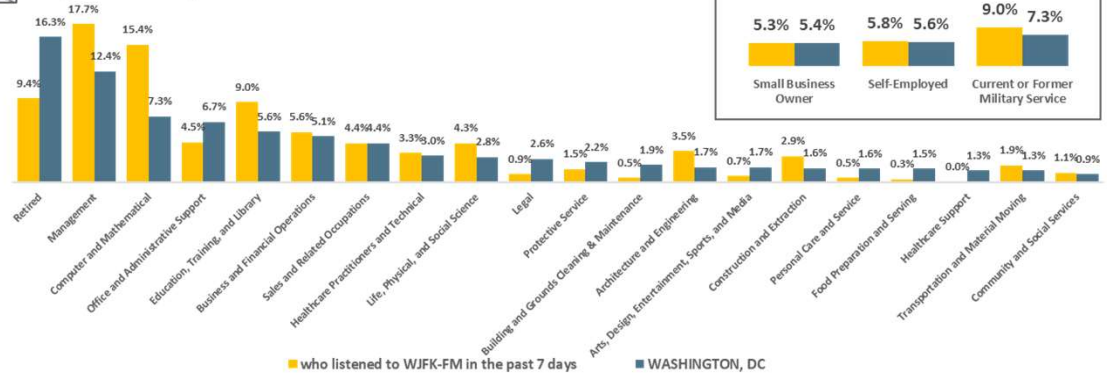
Employment: Adults 18 or older



Marital Status: Adults 18 or older

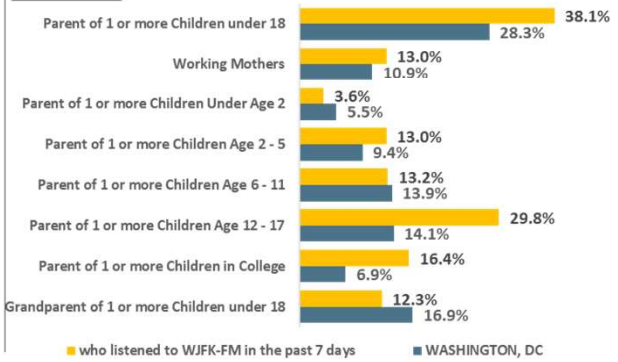


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



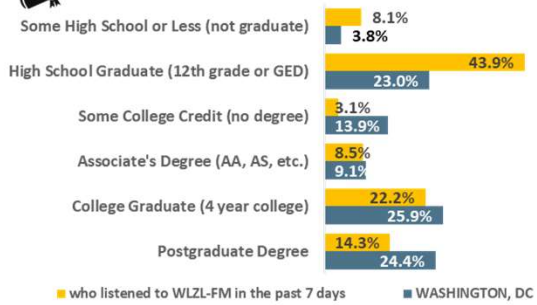
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

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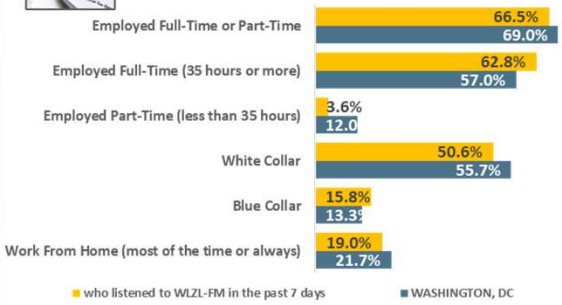
Radio Stations: WJFK-FM

4.3% or 201,649 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 27.3% less likely to be a college graduate, 10.2% more likely to work full-time, 31.1% less likely to be married, 103.2% more likely to be a parent of 1 or more children under 18.

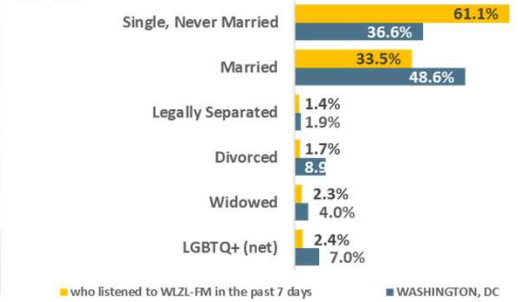
Education Levels: Adults 18 or older



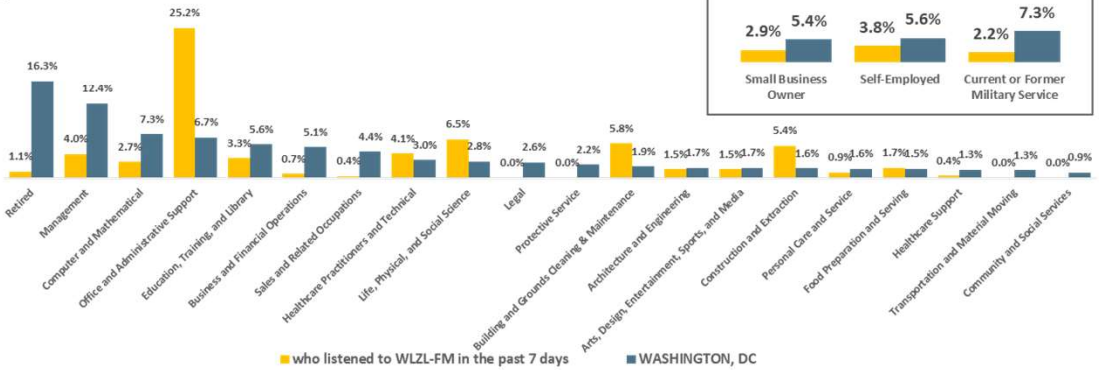
Employment: Adults 18 or older



Marital Status: Adults 18 or older

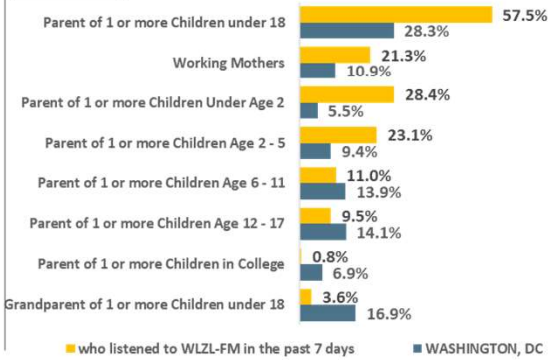


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

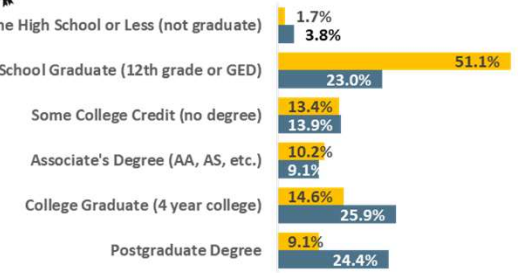


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

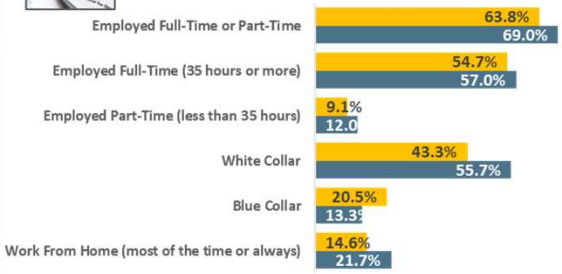
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8.7% or 410,507 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 53.% less likely to be a college graduate, 4.1% less likely to work full-time, 43.2% less likely to be married, 14.9% less likely to be a parent of 1 or more children under 18.

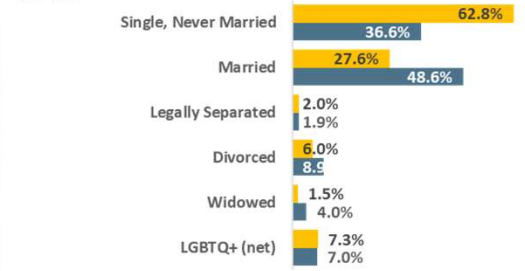
Education Levels: Adults 18 or older



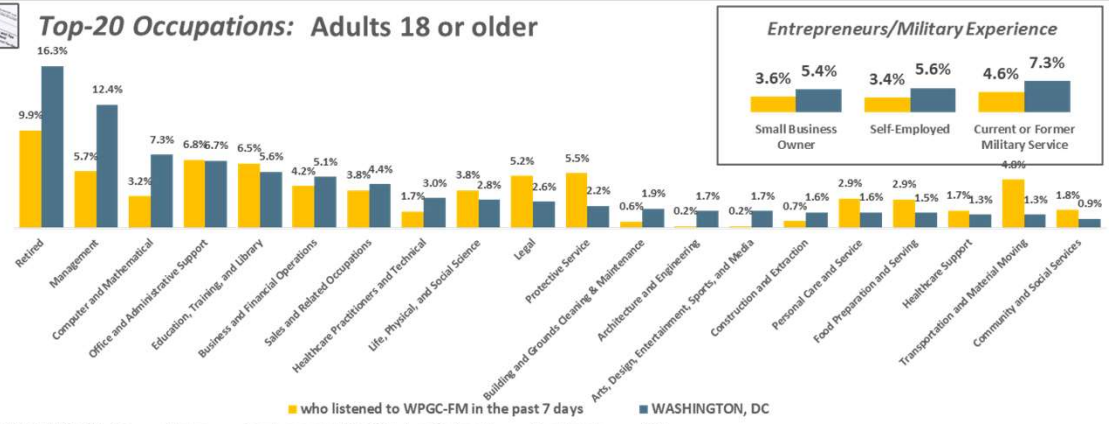
Employment: Adults 18 or older



Marital Status: Adults 18 or older

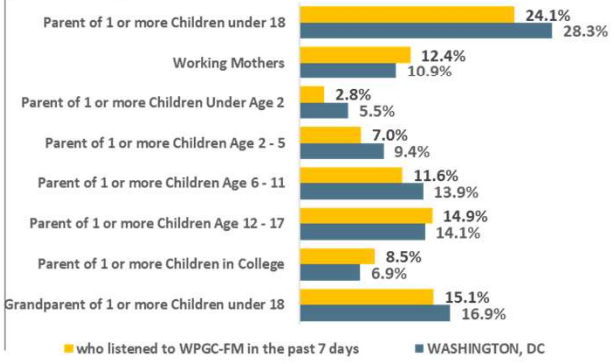


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



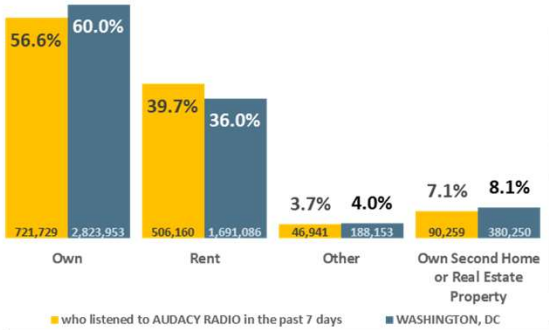
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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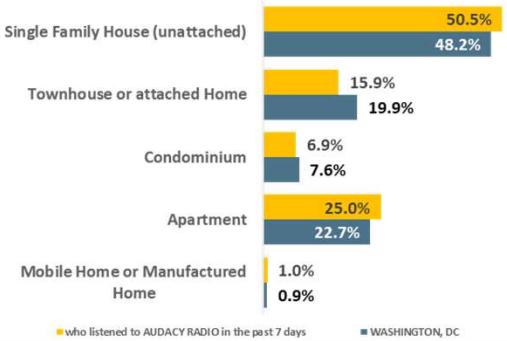
Radio Stations: WPGC-FM

27.1% or 1,274,830 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 5.7% less likely to own their home, .6% more likely to own a lower valued home, 4.9% more likely to have a single-family home, 4.5% more likely to have a dog.

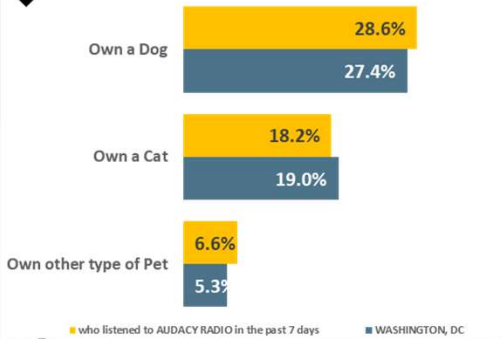
Own/Rent/Other: Adults 18 or older



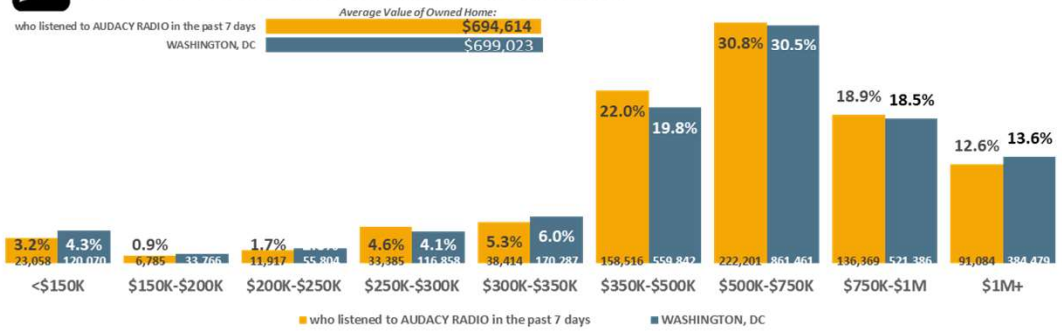
Type of Home: Adults 18 or older



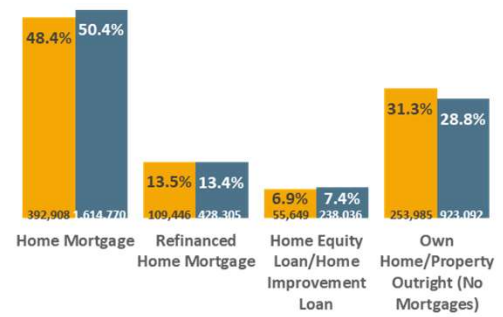
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



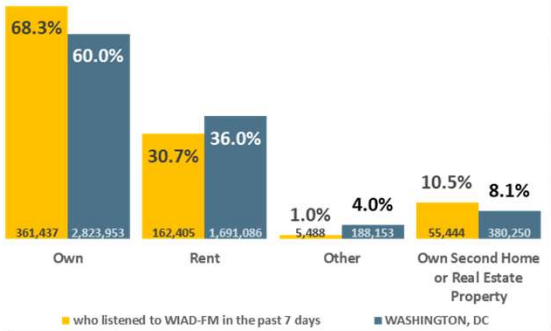
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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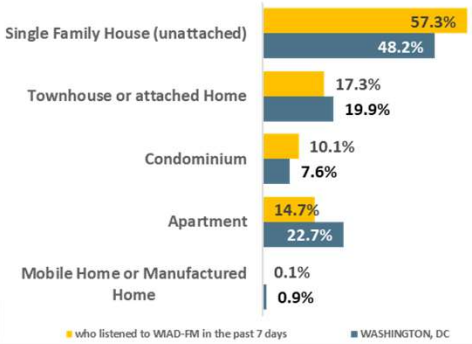
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.3% or 529,330 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 13.7% more likely to own their home, 4.7% more likely to own a higher valued home, 19.% more likely to have a single-family home, 12.4% more likely to have a dog.

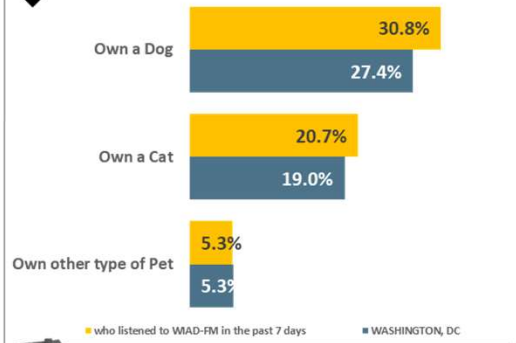
Own/Rent/Other: Adults 18 or older



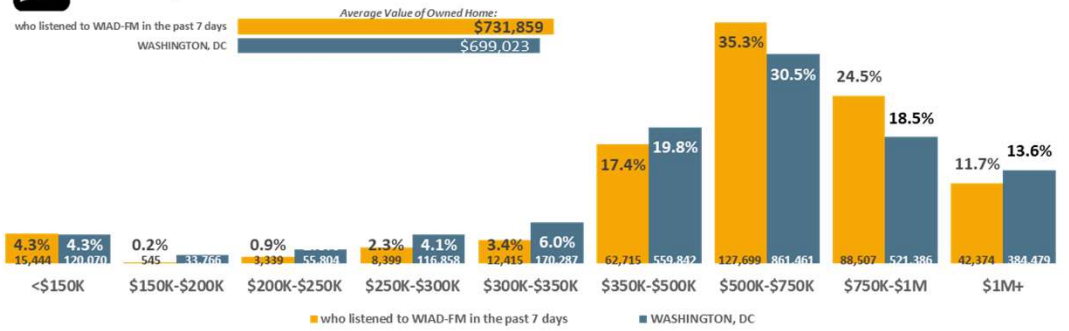
Type of Home: Adults 18 or older



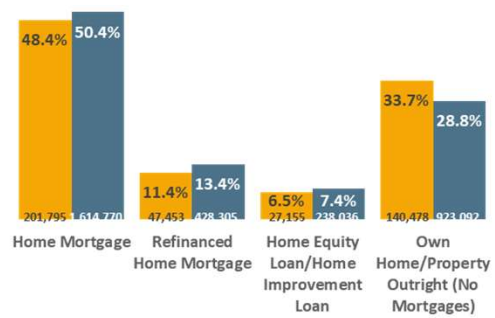
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



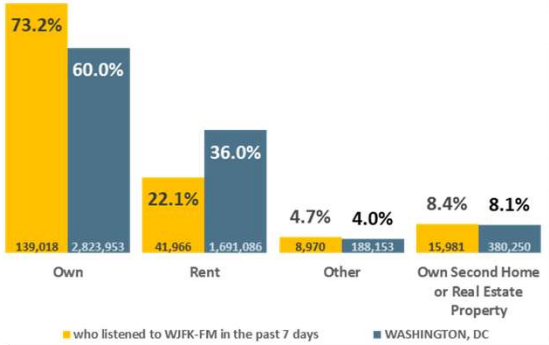
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

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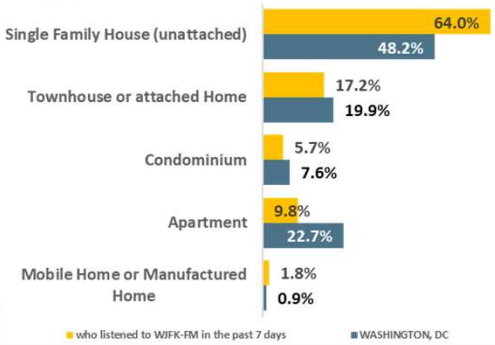
Radio Stations: WIAD-FM

4.% or 189,954 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 21.9% more likely to own their home, 15.2% more likely to own a higher valued home, 32.8% more likely to have a single-family home, 3.% more likely to have a dog.

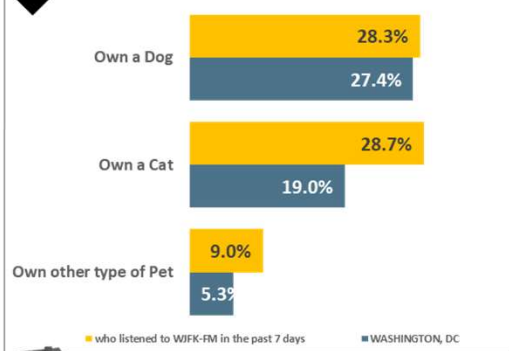
Own/Rent/Other: Adults 18 or older



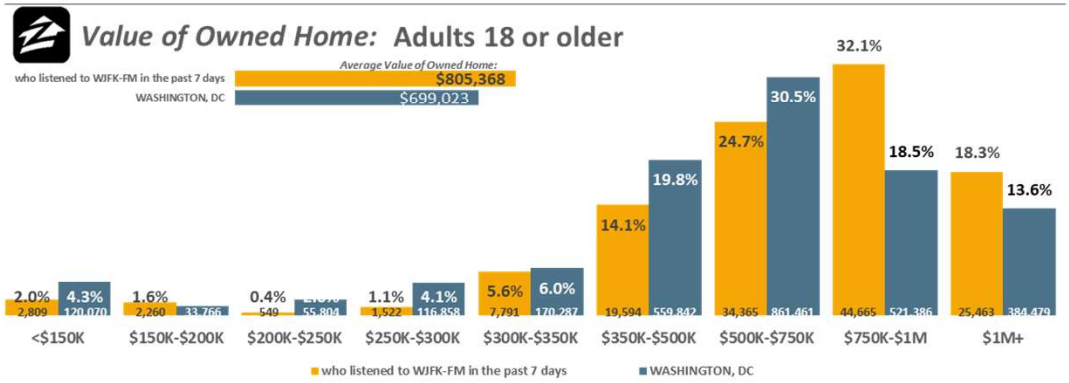
Type of Home: Adults 18 or older



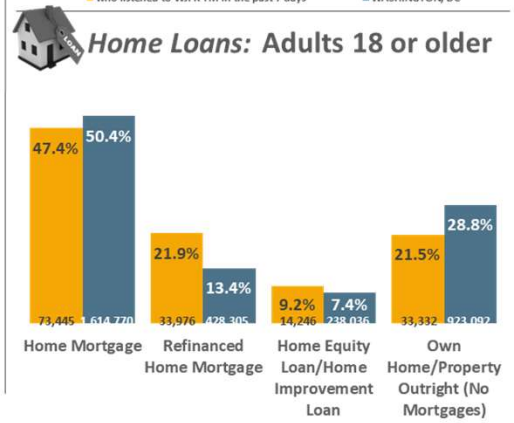
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



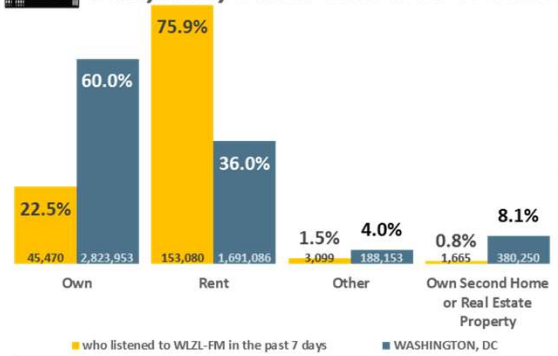
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

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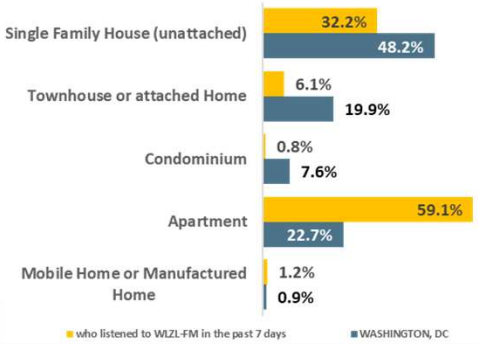
Radio Stations: WJFK-FM

4.3% or 201,649 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 62.4% less likely to own their home, 29.5% more likely to own a lower valued home, 33.2% less likely to have a single-family home, 9.9% less likely to have a dog.

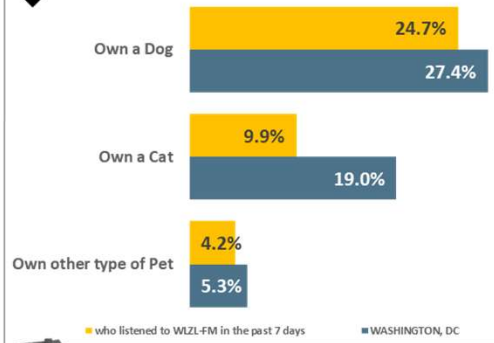
Own/Rent/Other: Adults 18 or older



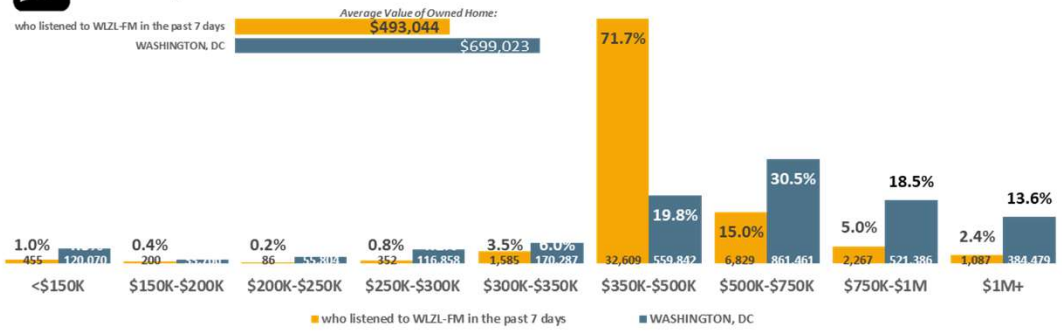
Type of Home: Adults 18 or older



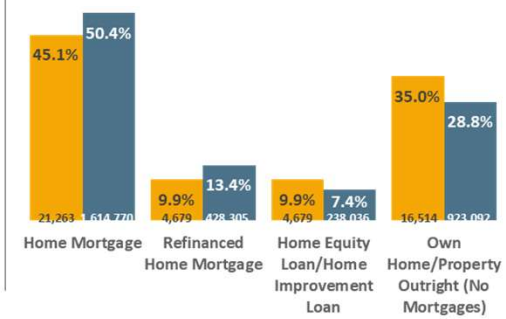
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



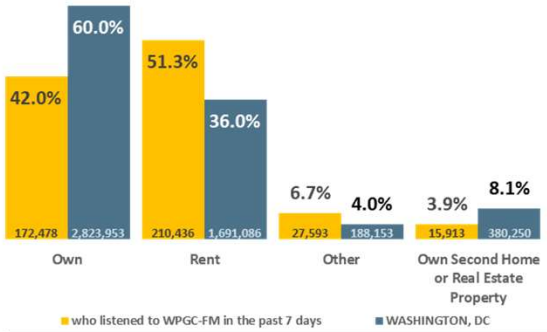
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

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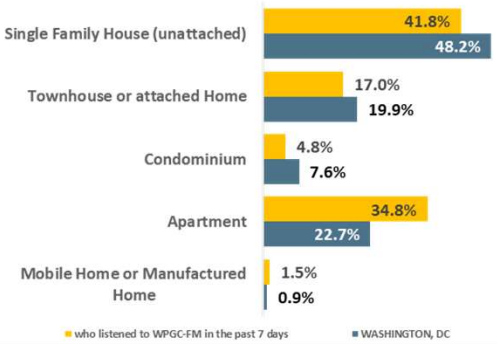
Radio Stations: WLZL-FM

8.7% or 410,507 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 30.% less likely to own their home, 22.% more likely to own a lower valued home, 13.3% less likely to have a single-family home, 2.8% less likely to have a dog.

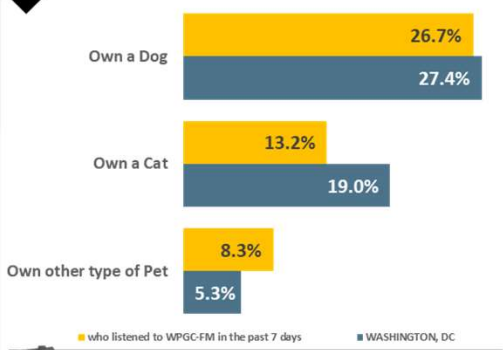
Own/Rent/Other: Adults 18 or older



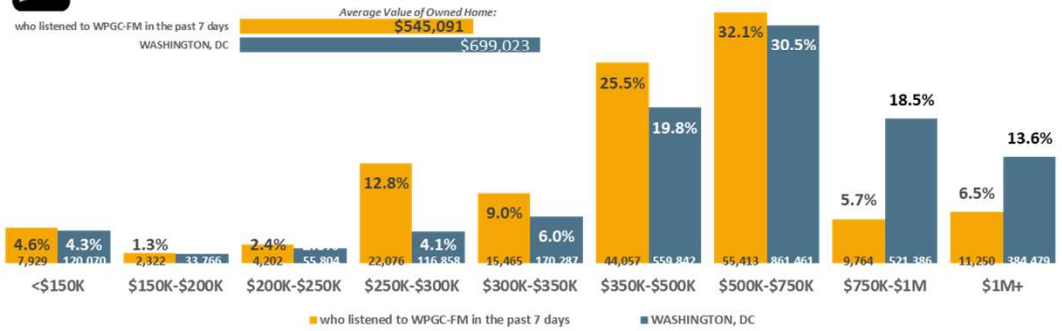
Type of Home: Adults 18 or older



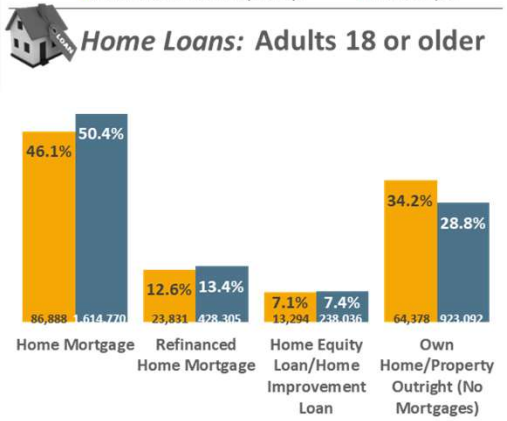
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



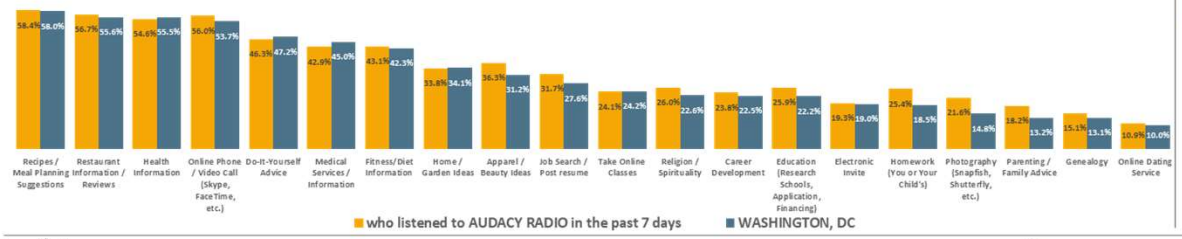
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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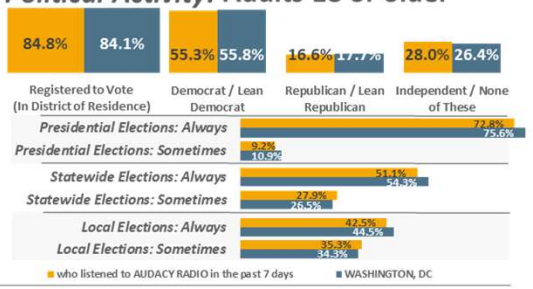
Radio Stations: WPGC-FM

27.1% or 1,274,830 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7… Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 1.9% less likely to look up D-I-Y advice online, 4.5% less likely to always vote in local elections, .3% more likely to belong to a gym, .9% more likely to fly domestic past yr.

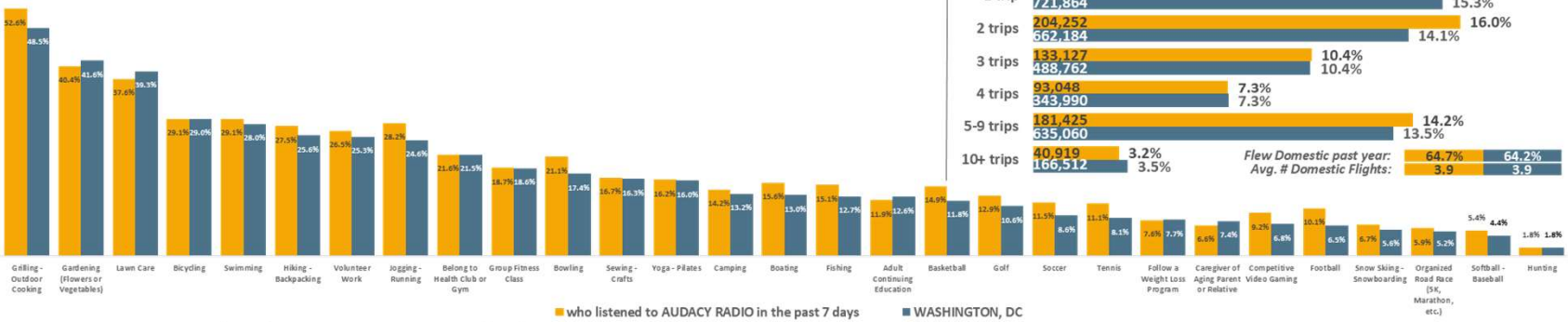
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

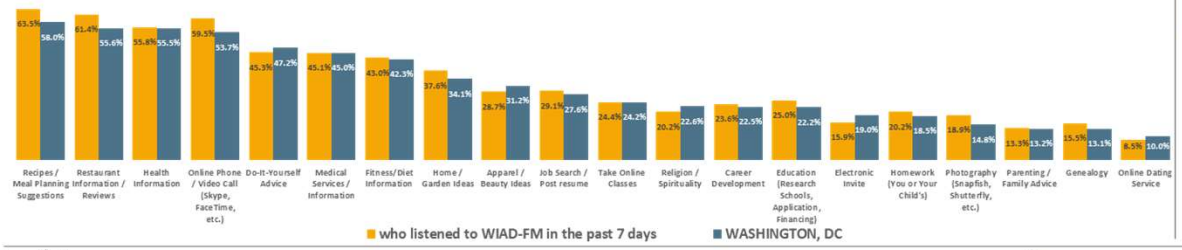
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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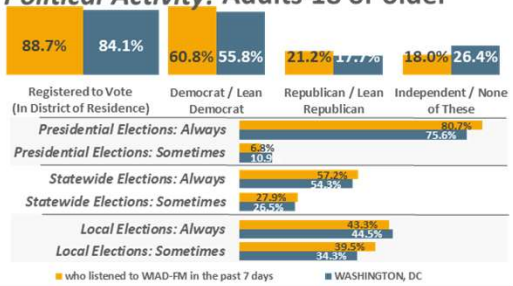
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.3% or 529,330 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 4.% less likely to look up D-I-Y advice online, 2.6% less likely to always vote in local elections, 10.1% more likely to belong to a gym, 11.3% more likely to fly domestic past yr.

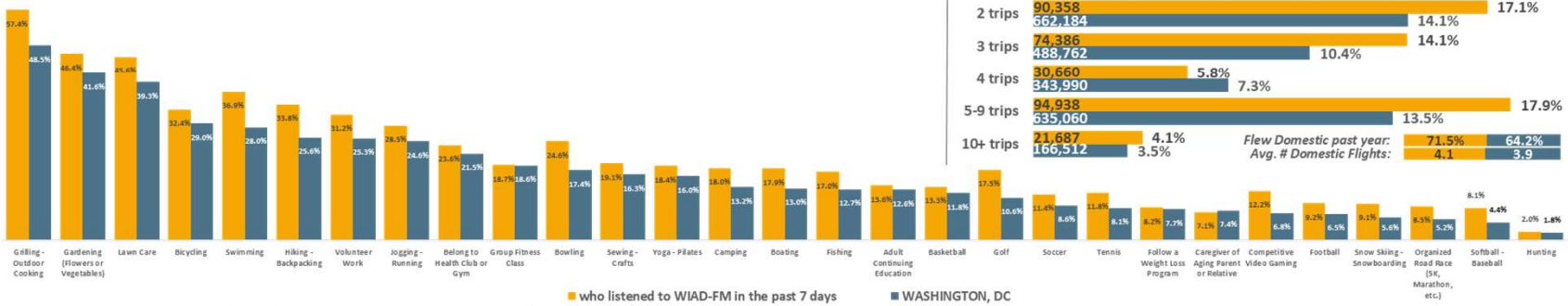
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

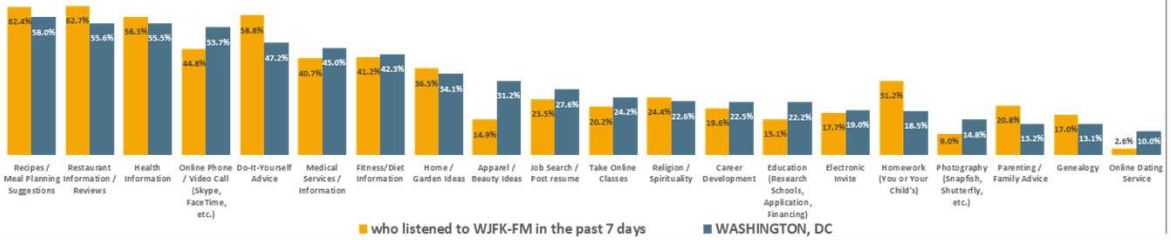
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

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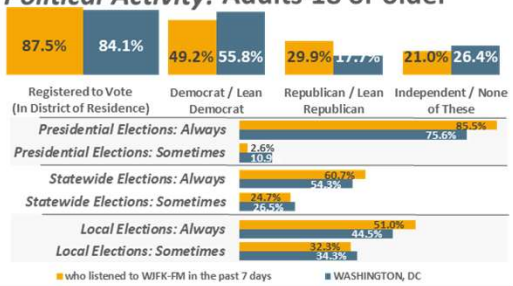
Radio Stations: WIAD-FM

4.% or 189,954 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 24.6% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 8.5% more likely to belong to a gym, 11.2% more likely to fly domestic past yr.

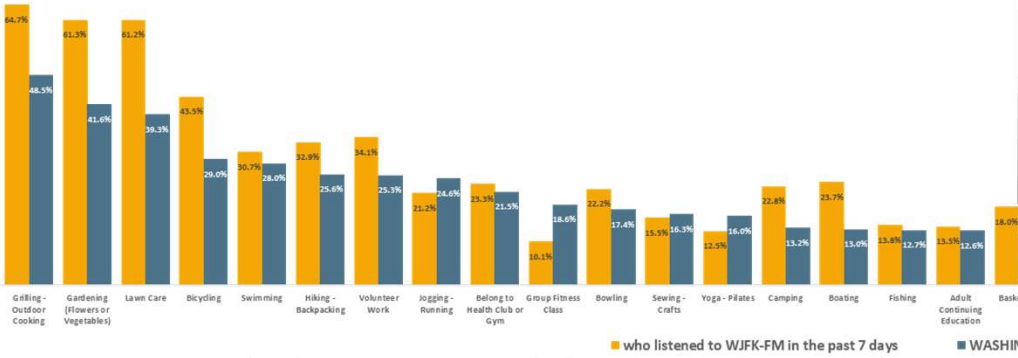
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



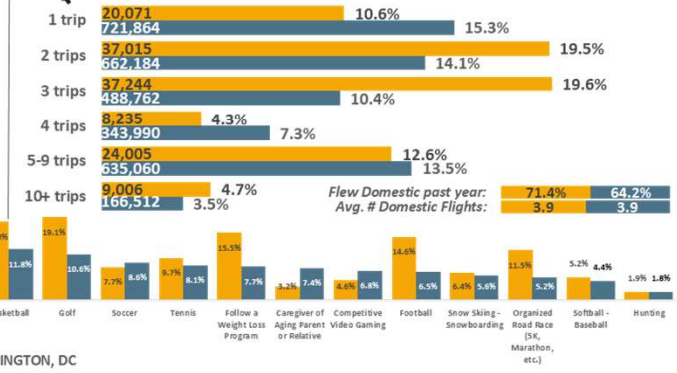
Political Activity: Adults 18 or older



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



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



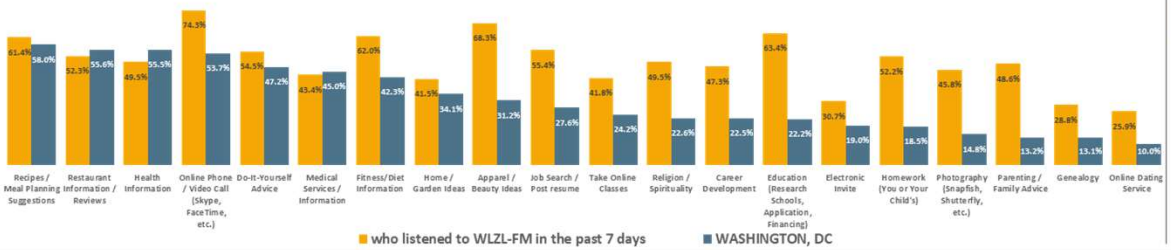
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

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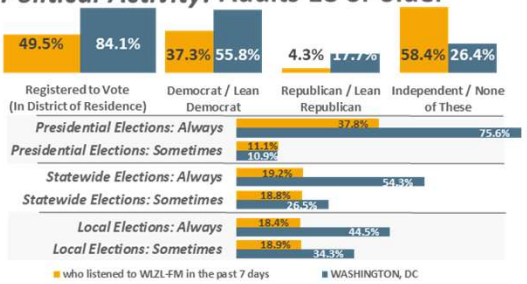
Radio Stations: WJFK-FM

4.3% or 201,649 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 15.6% more likely to look up D-I-Y advice online, 58.5% less likely to always vote in local elections, 25.8% more likely to belong to a gym, 18.1% less likely to fly domestic past yr.

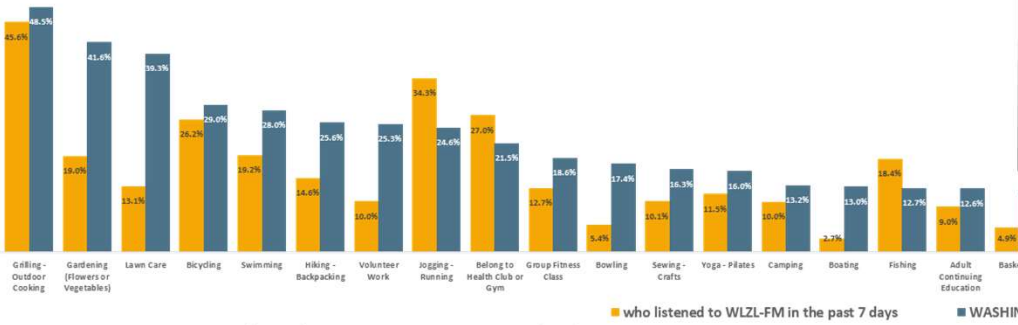
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



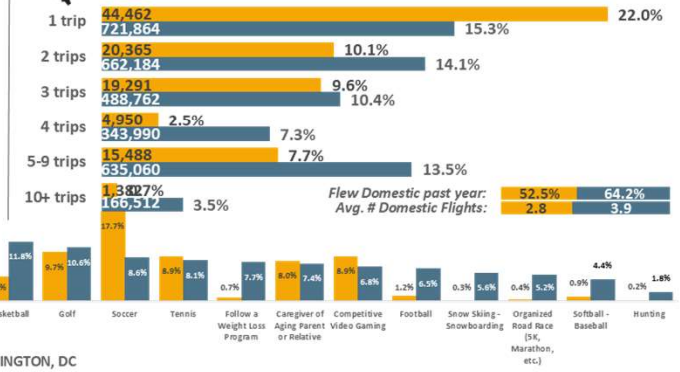
Political Activity: Adults 18 or older



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



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



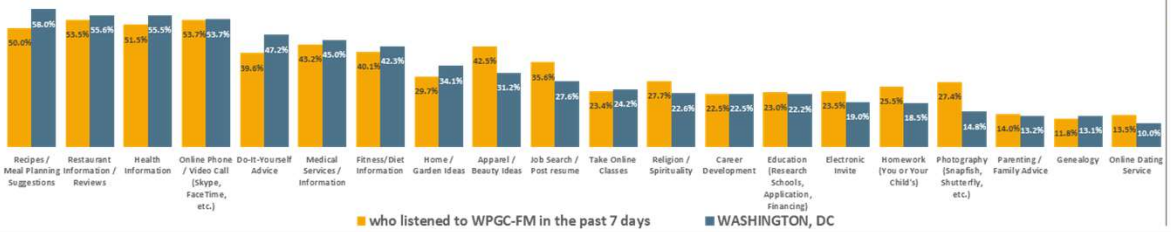
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

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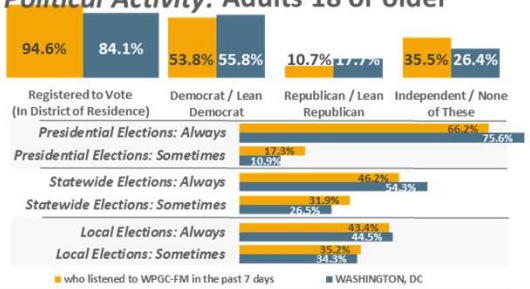
Radio Stations: WLZL-FM

8.7% or 410,507 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 16.1% less likely to look up D-I-Y advice online, 2.4% less likely to always vote in local elections, 21.8% less likely to belong to a gym, 22.% less likely to fly domestic past yr.

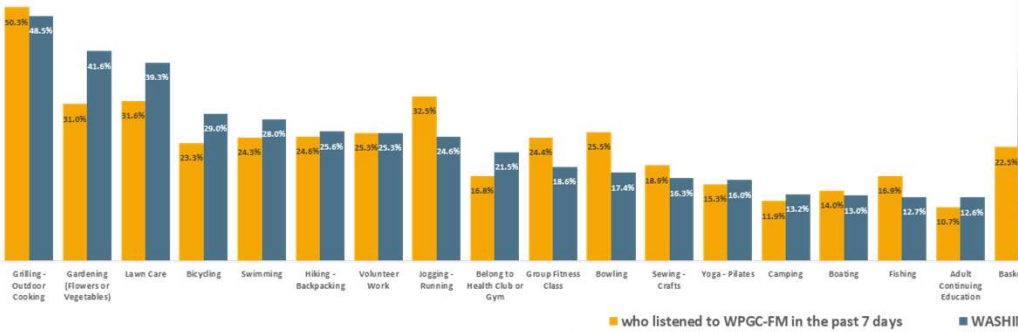
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



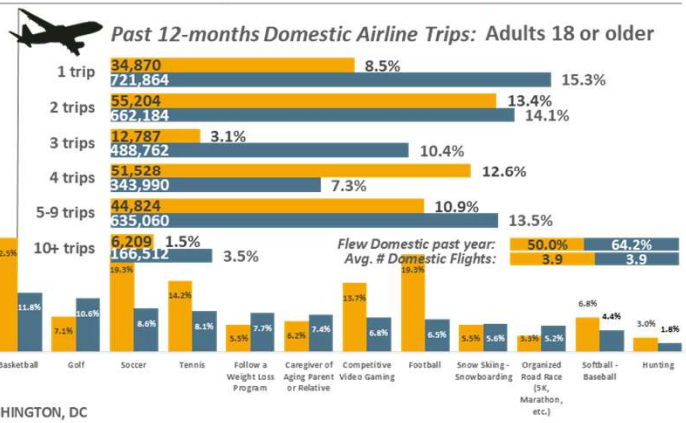
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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27.1% or 1,274,830 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 3.4% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 5.% more likely to use Casinos past yr., 13.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



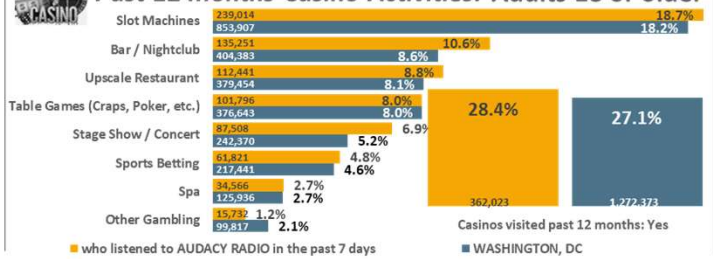
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.3% or 529,330 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 1.2% more likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 42.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



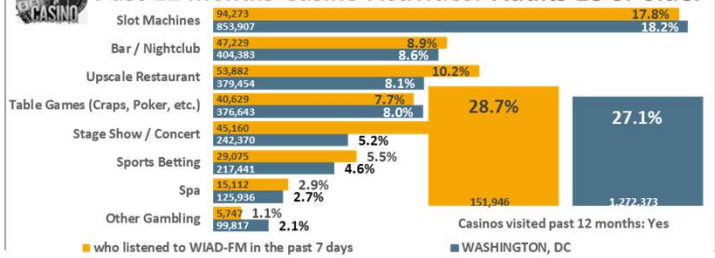


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

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Radio Stations: WIAD-FM

4.% or 189,954 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 6.5% more likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 156.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



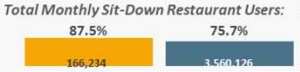
Avg. Monthly QSR Meals:



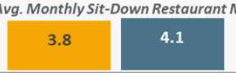
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

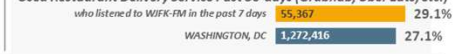


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

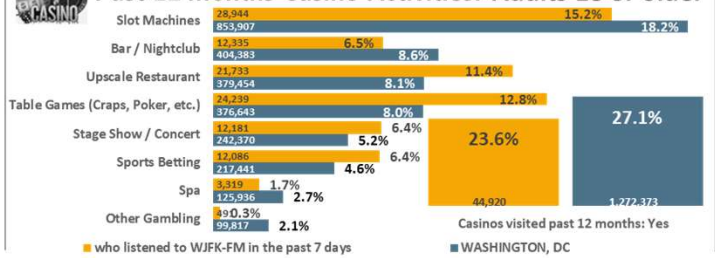


Drank Past 30-days: Adults 18 or older





Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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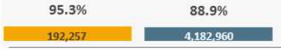
Radio Stations: WJFK-FM

4.3% or 201,649 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 7.2% more likely to use QSRs past mo., 20.6% less likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 79.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



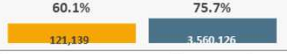
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

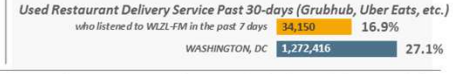


Top-10 Cuisines: Adults 18 or older

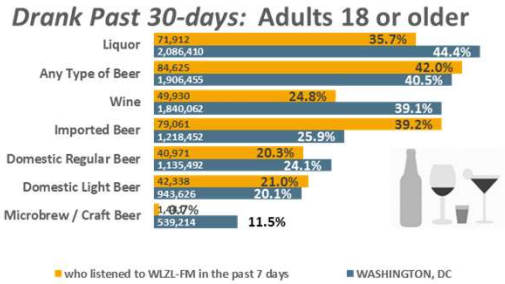
(Sit-Down Restaurants Used Past 30-days)



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

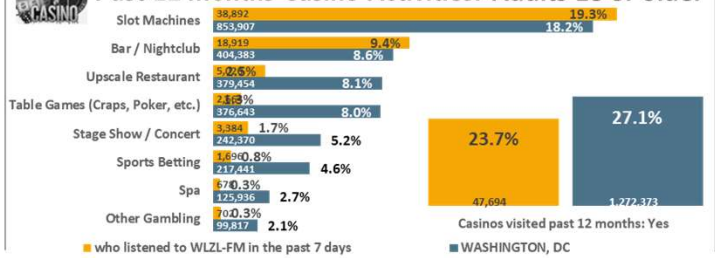


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Radio Stations: WLZL-FM

8.7% or 410,507 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 4.% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 19.6% more likely to use Casinos past yr., 73.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



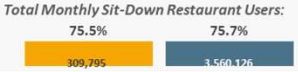
Avg. Monthly QSR Meals:



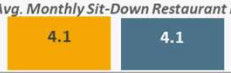
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



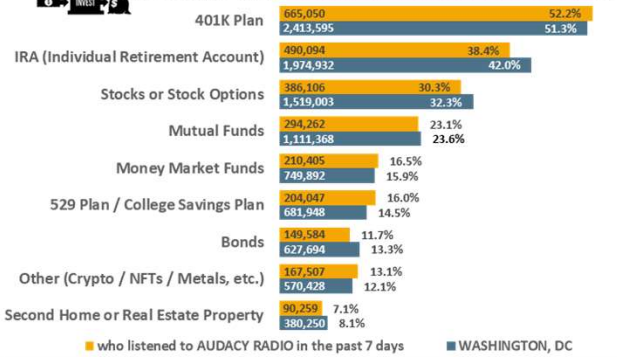
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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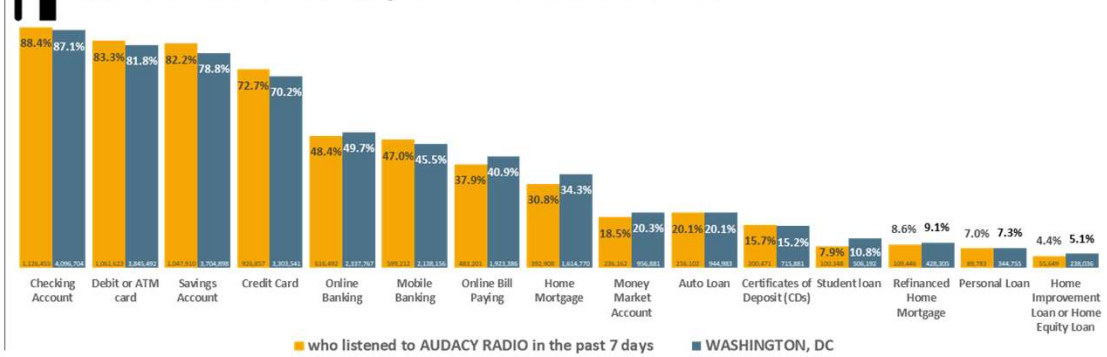
Radio Stations: WPGC-FM

27.1% or 1,274,830 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7... Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 1.7% more likely to have a 401K, .% less likely to have an Auto Loan, 1.5% less likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



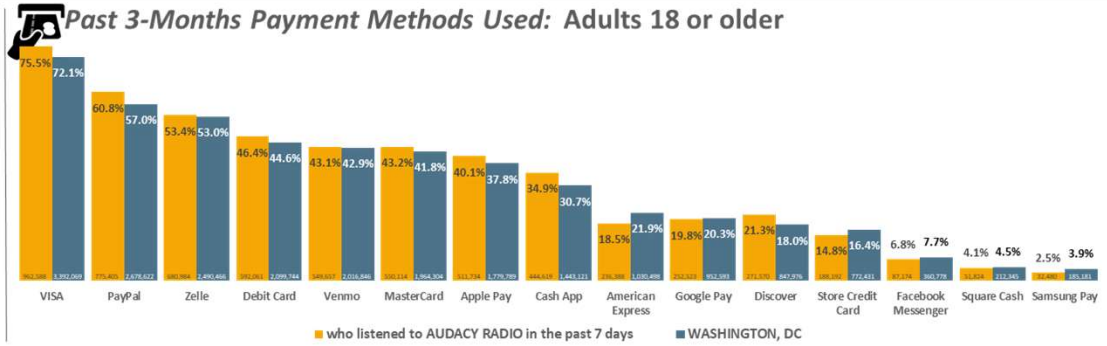
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



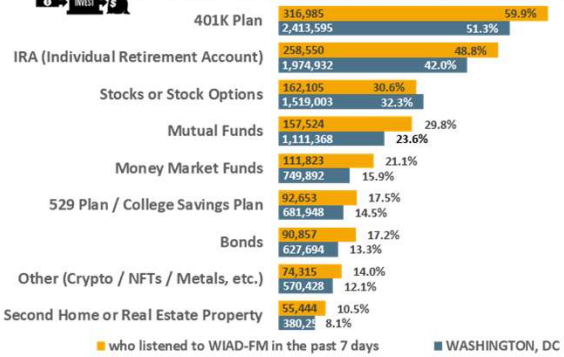
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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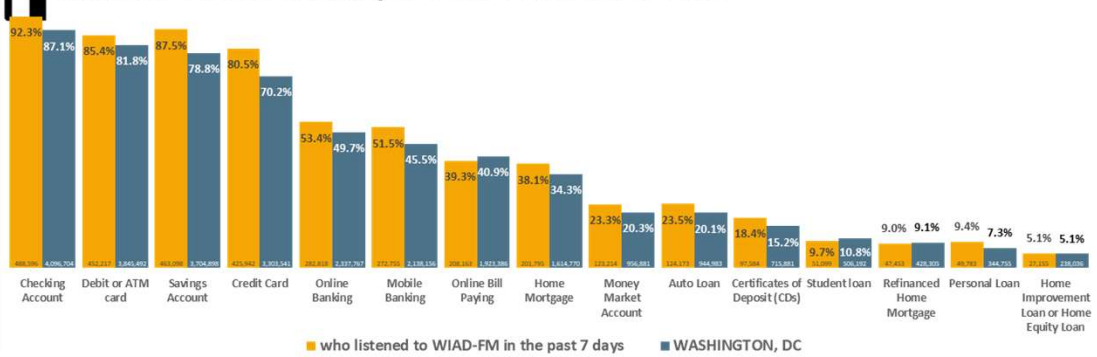
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.3% or 529,330 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 16.7% more likely to have a 401K, 16.8% more likely to have an Auto Loan, 11.% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



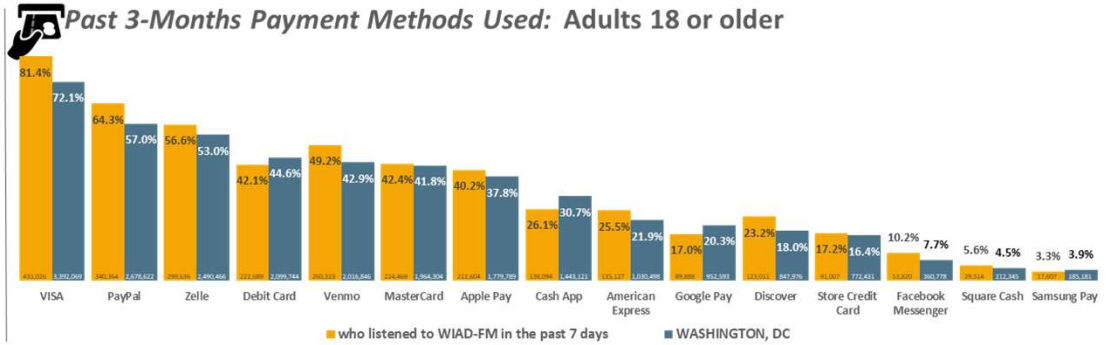
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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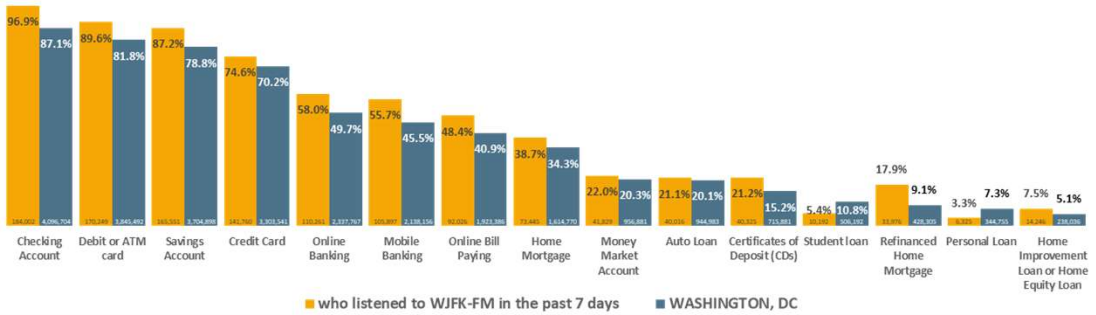
Radio Stations: WIAD-FM

4.% or 189,954 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 33.7% more likely to have a 401K, 4.8% more likely to have an Auto Loan, 25.7% more likely to Invest/Trade Stocks Online, .1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



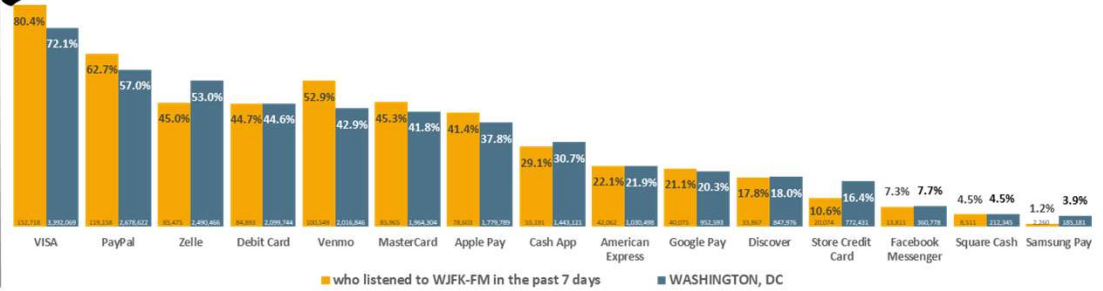
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

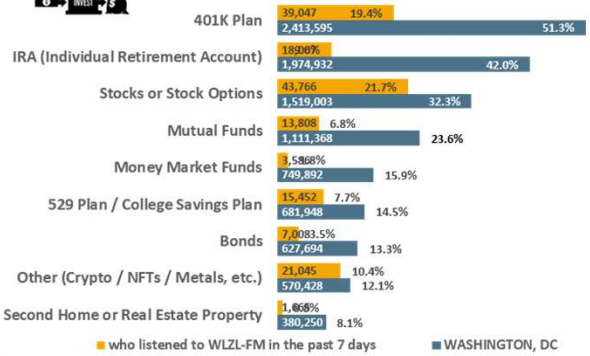


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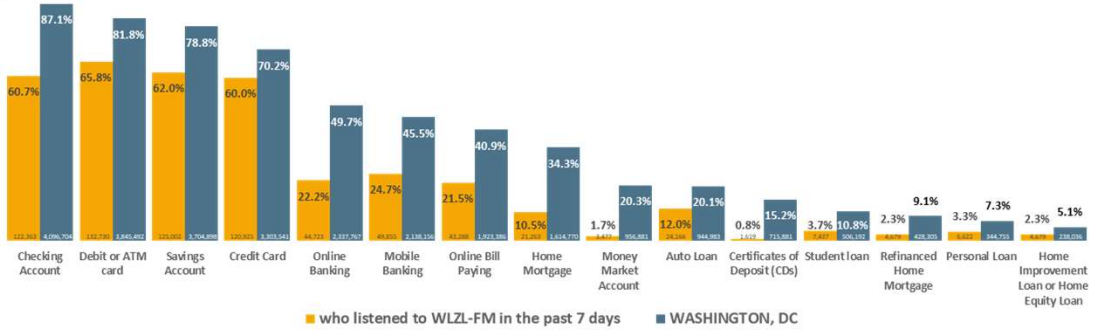
Radio Stations: WJFK-FM

4.3% or 201,649 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 62.3% less likely to have a 401K, 40.4% less likely to have an Auto Loan, 33.5% less likely to Invest/Trade Stocks Online, 13.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

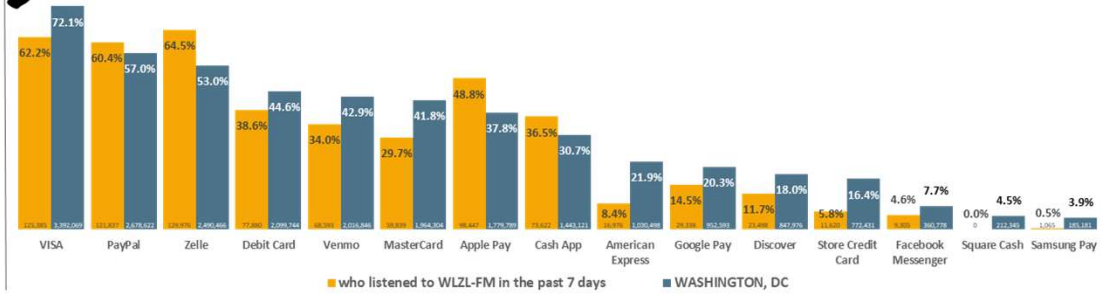


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

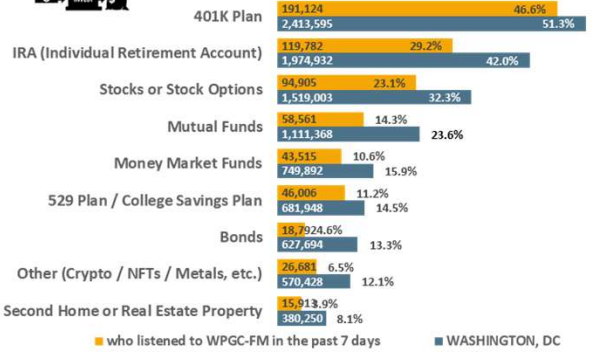
Past 3-Months Payment Methods Used: Adults 18 or older



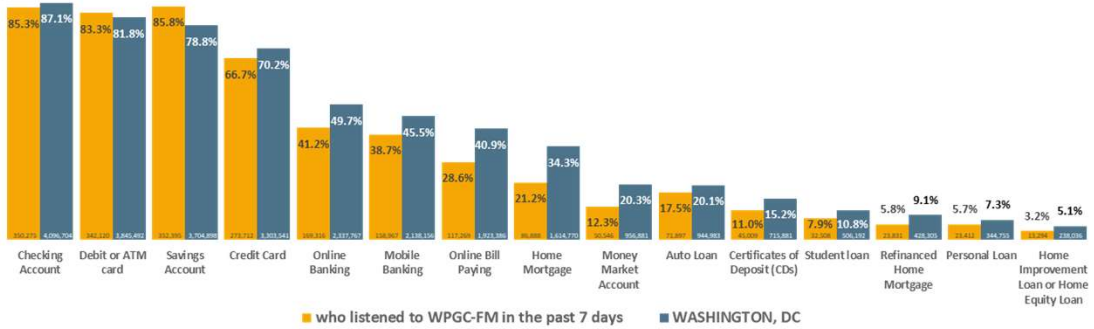
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8.7% or 410,507 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 9.3% less likely to have a 401K, 12.8% less likely to have an Auto Loan, 23.5% less likely to Invest/Trade Stocks Online, 21.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



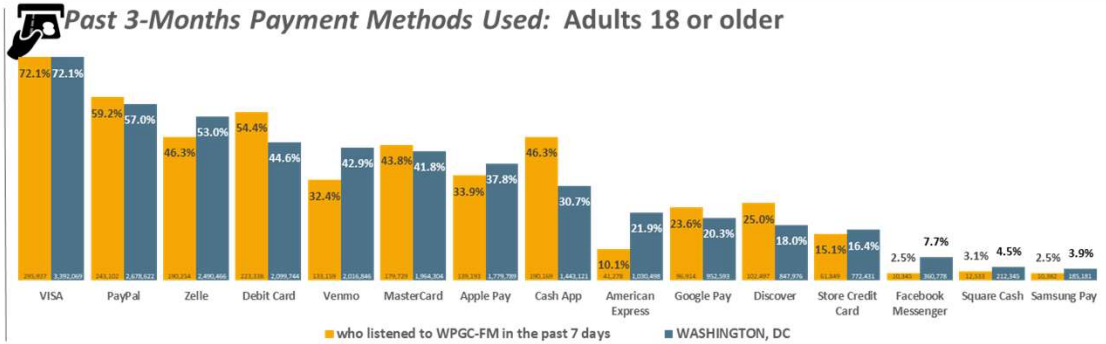
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

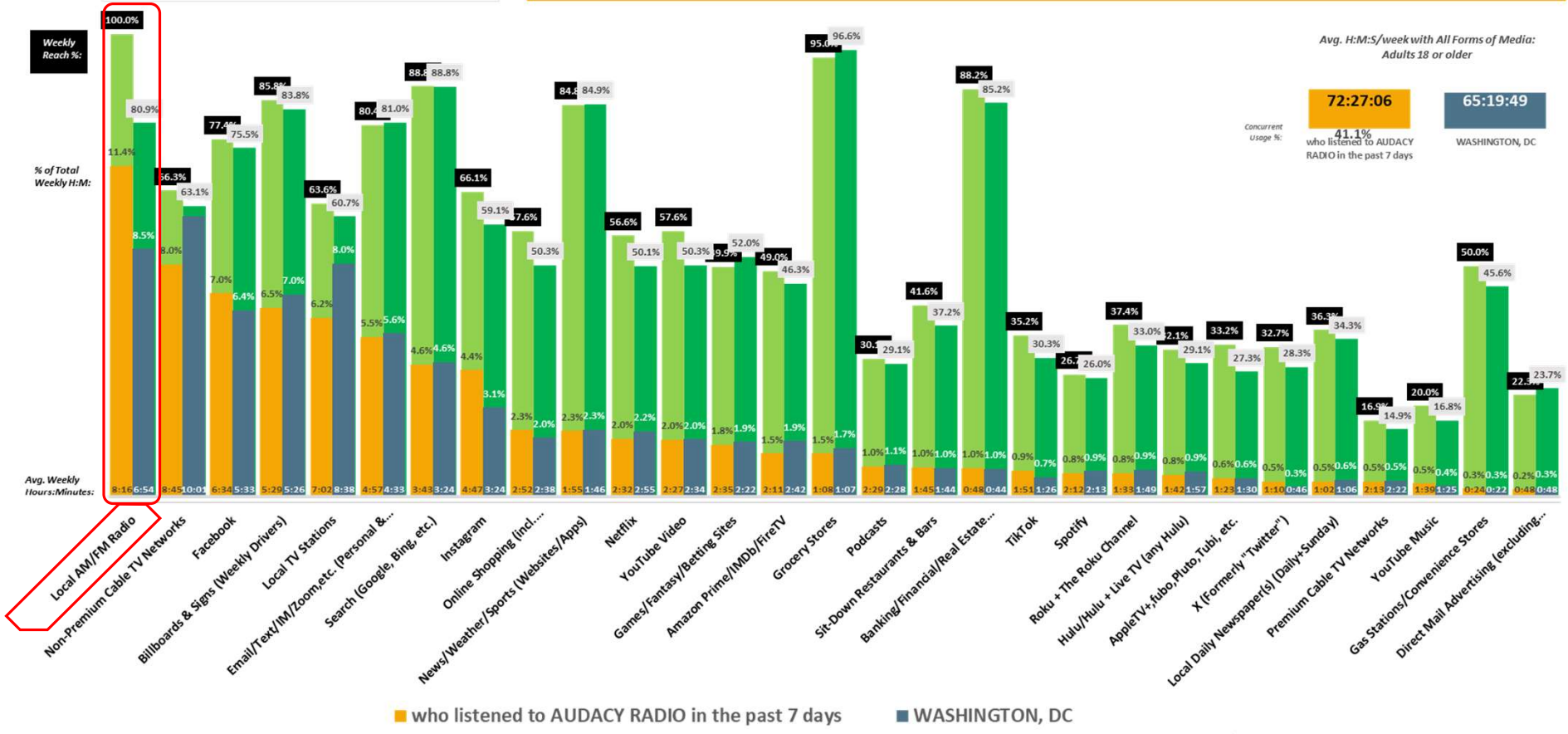


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Audacy

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 3 days, 0 hours, 27 minutes and 6 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.

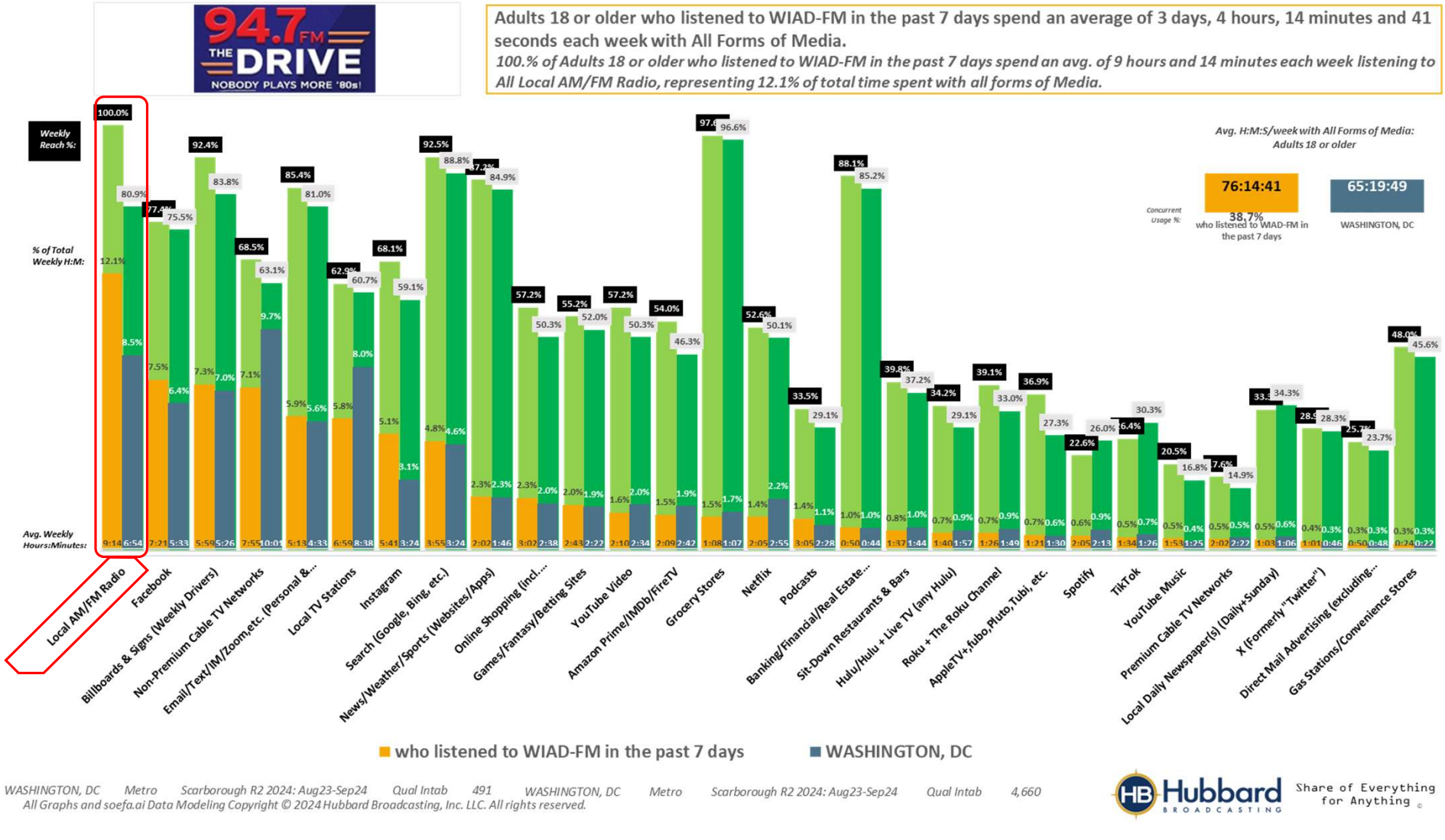


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

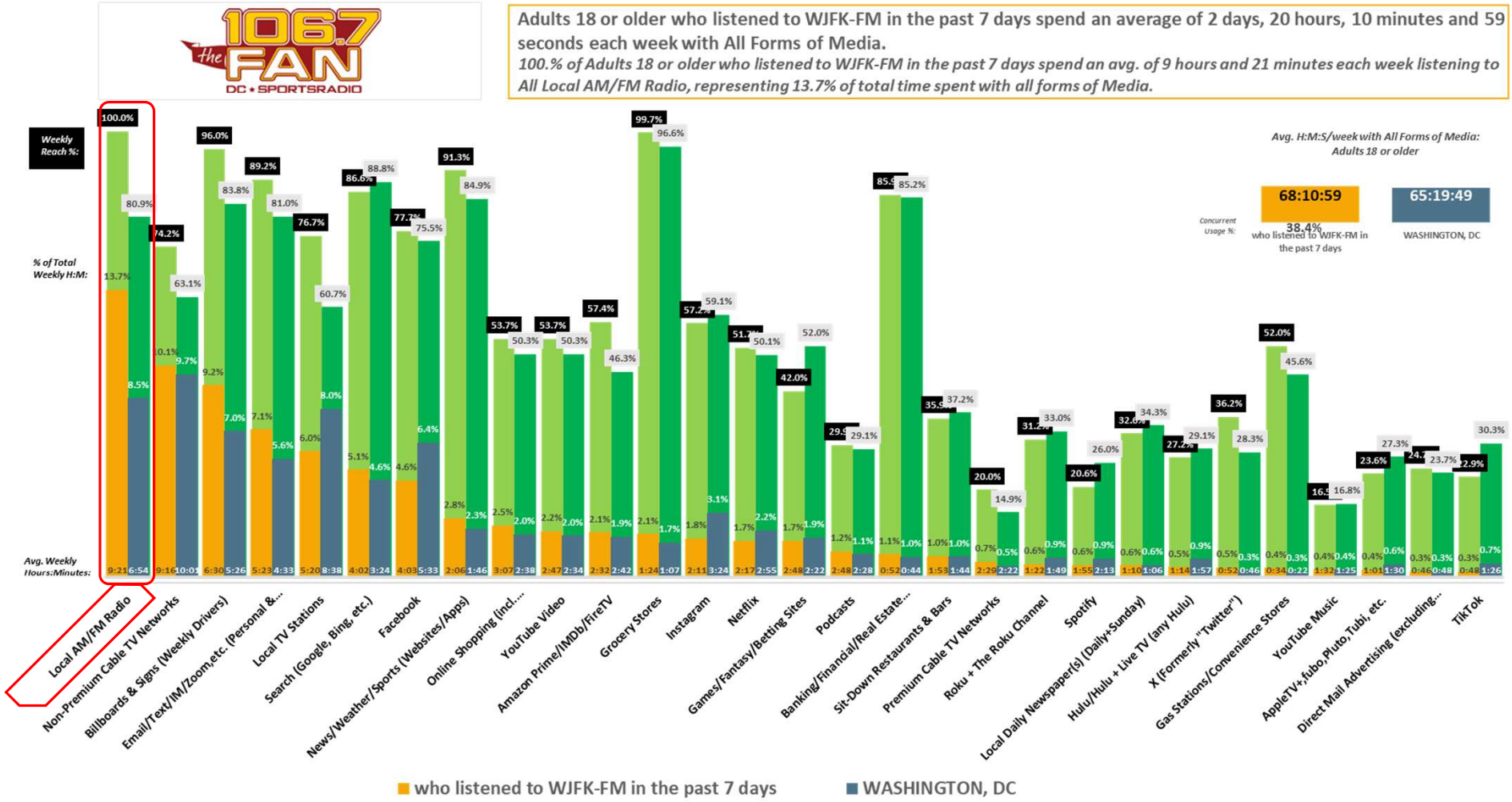


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WIAD-FM

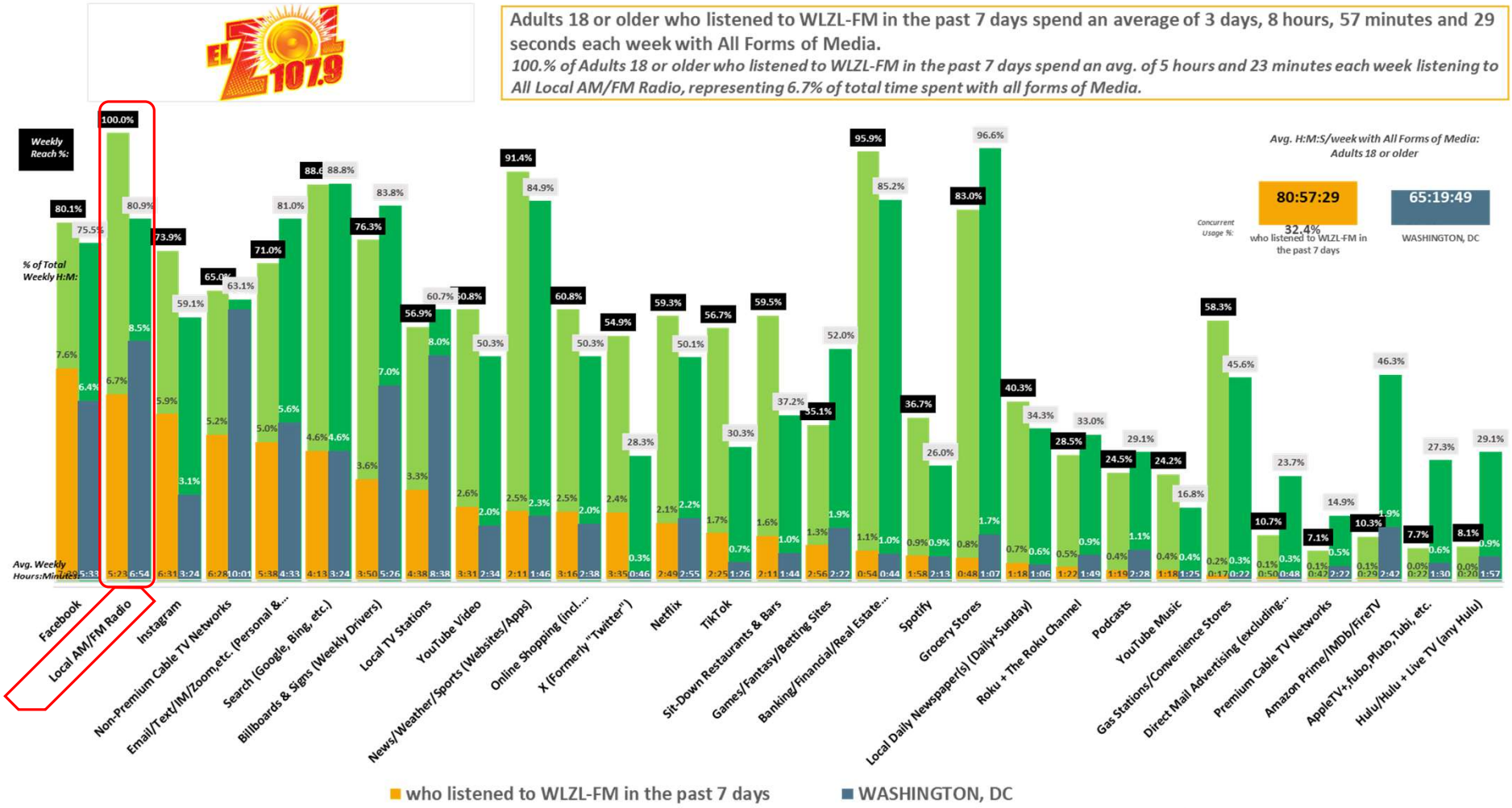


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WJFK-FM

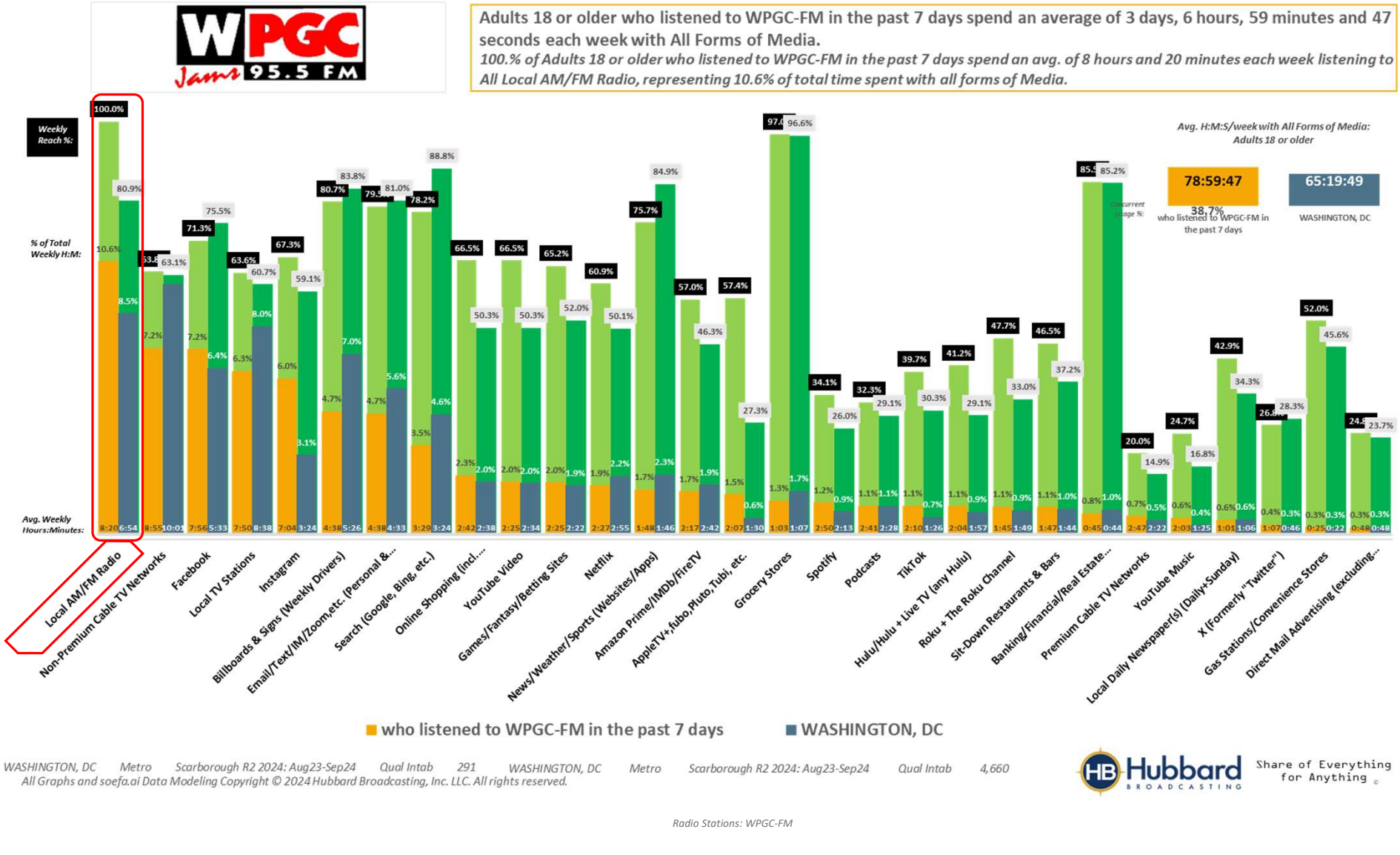


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Radio Stations: WLZL-FM



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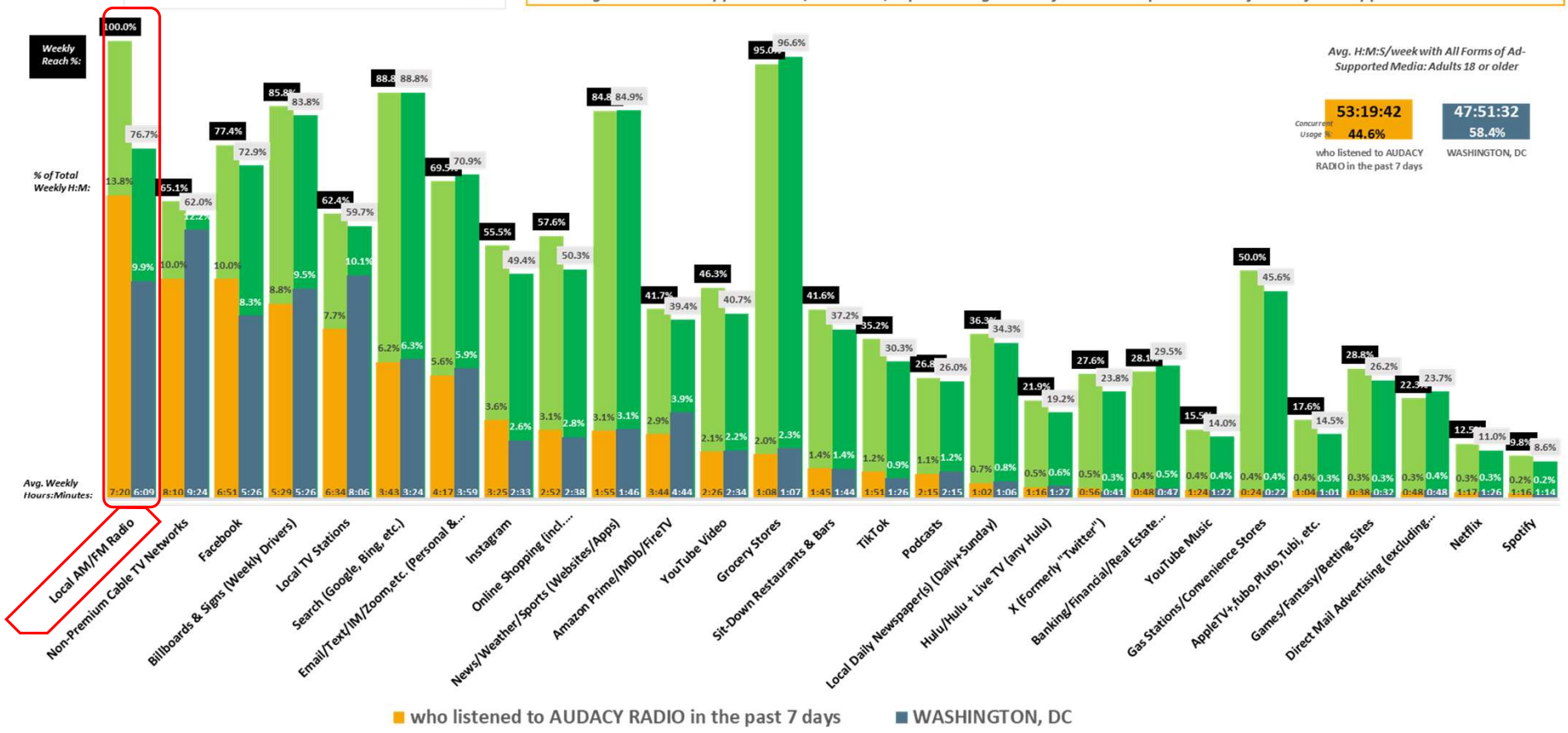
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Radio Stations: WPGC-FM

Audacy

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 2 days, 5 hours, 19 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Media.

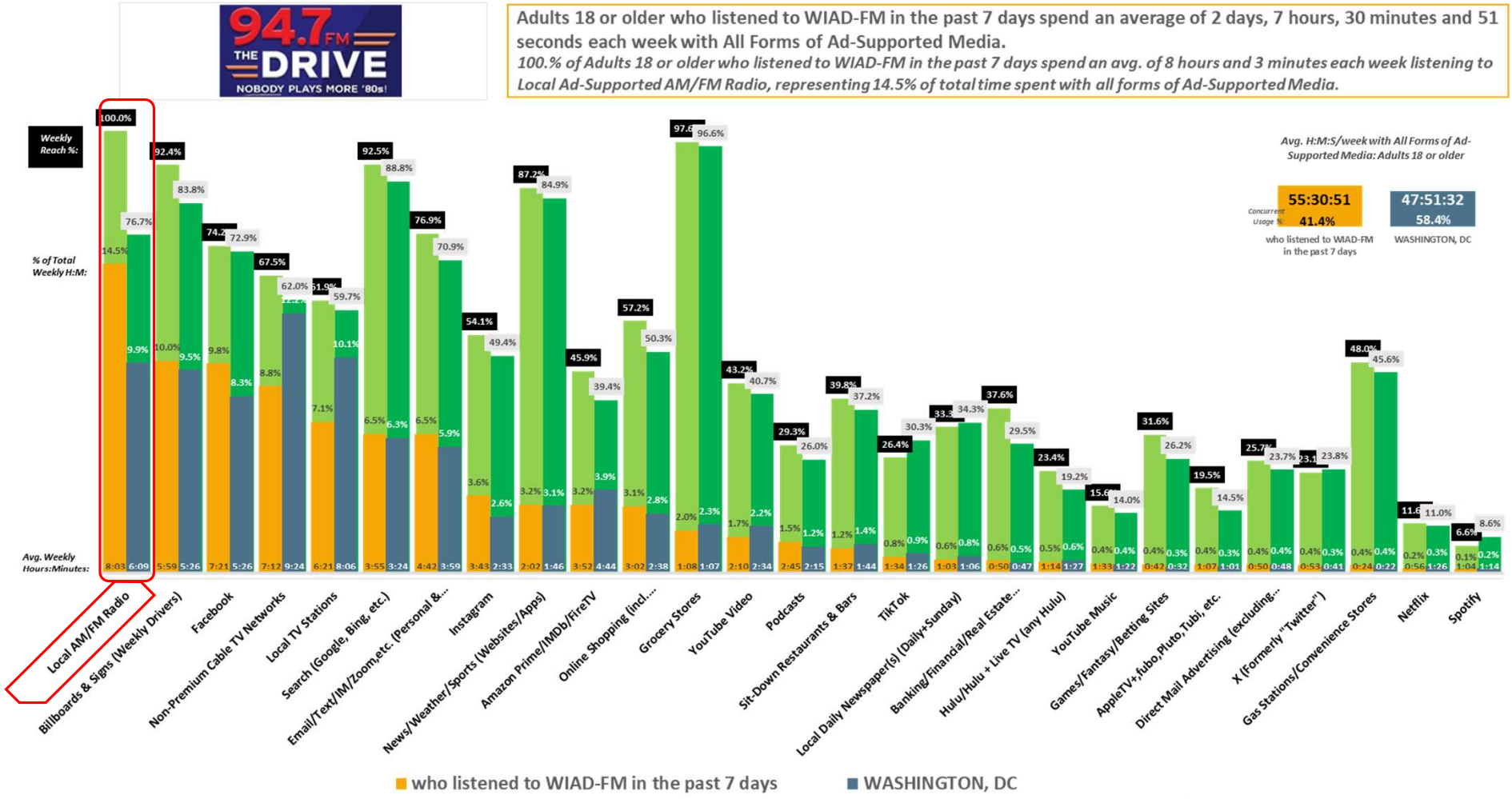


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

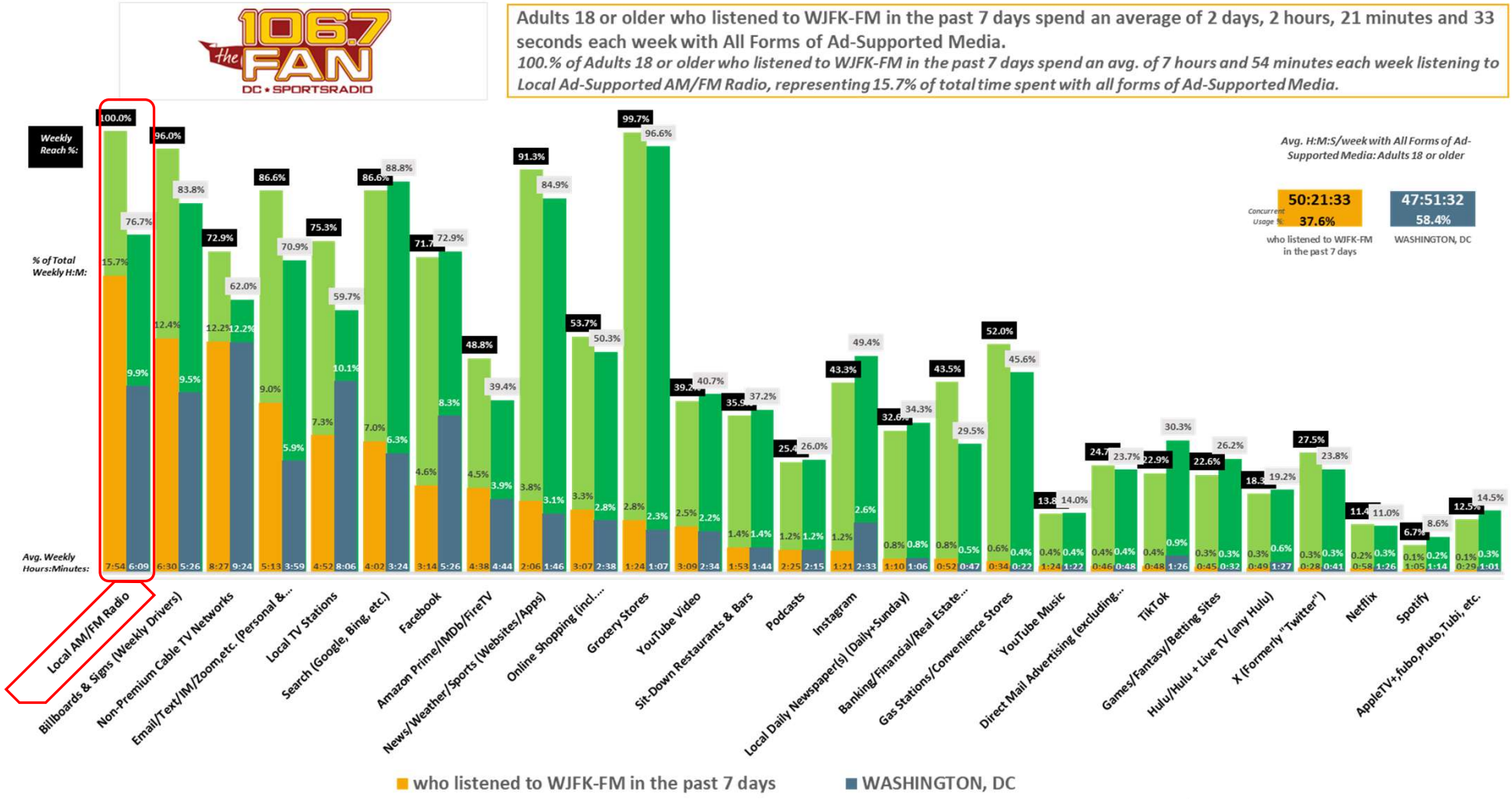


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WIAD-FM

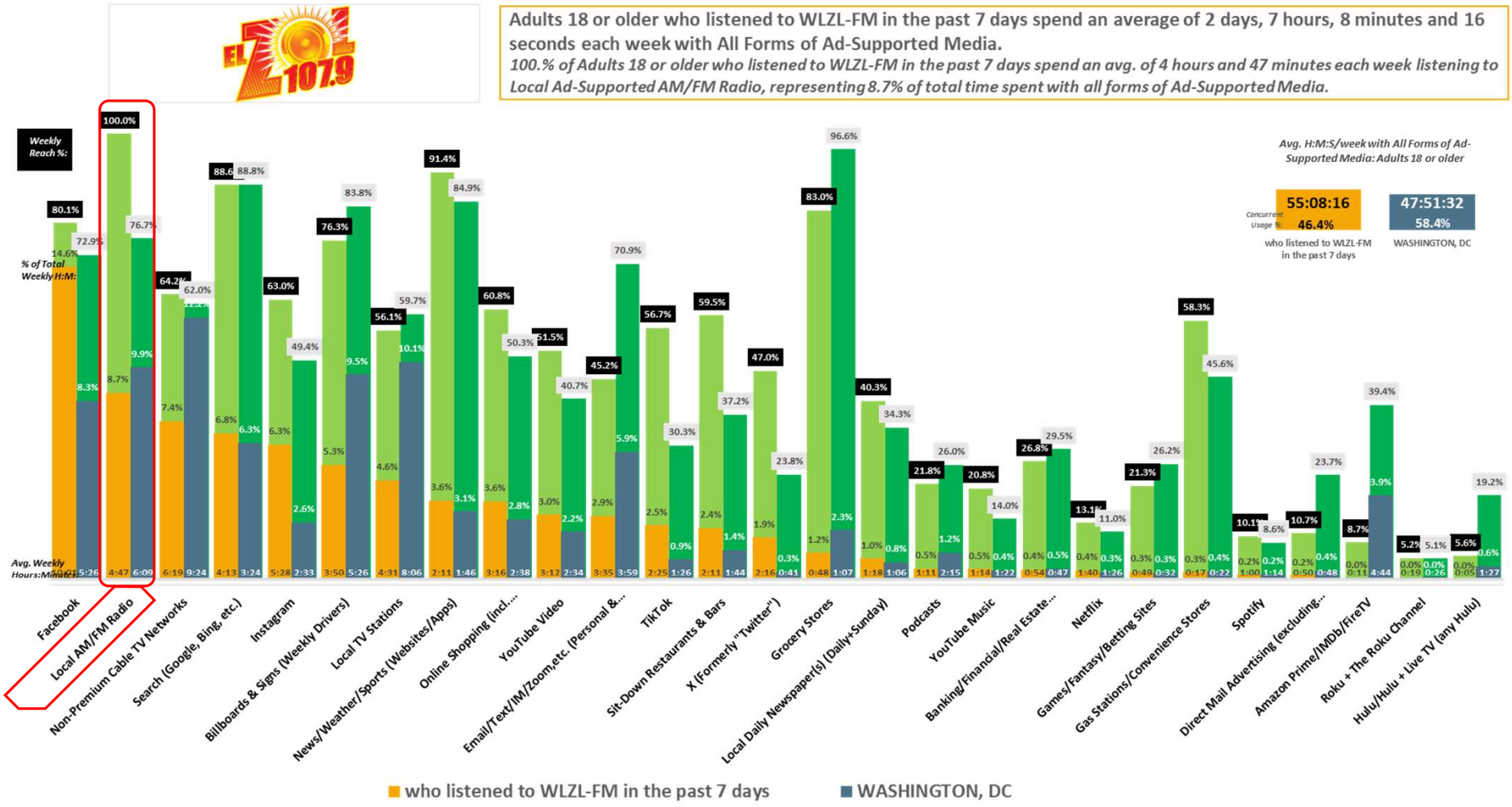


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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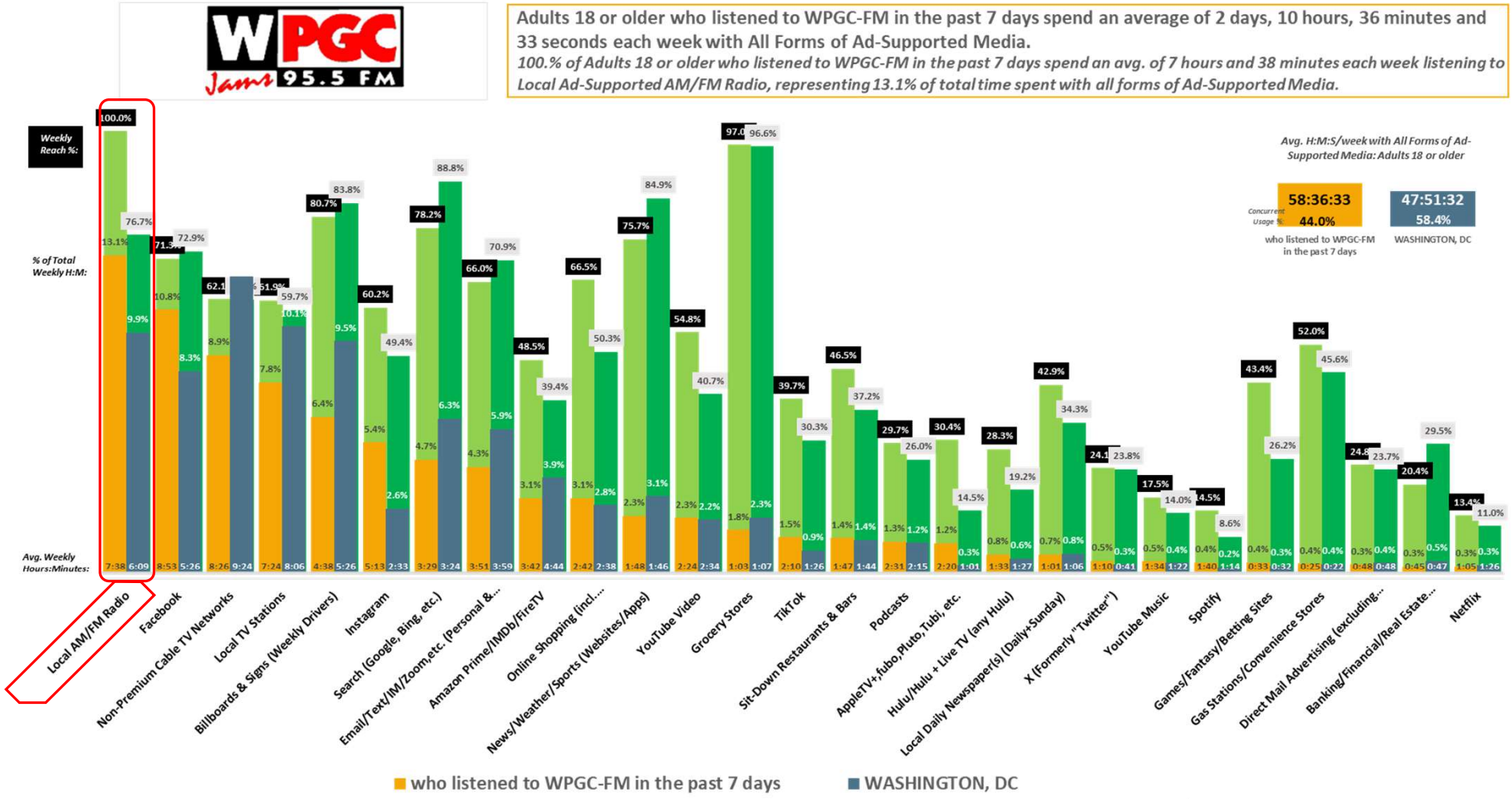
Radio Stations: WJFK-FM



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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Radio Stations: WLZL-FM



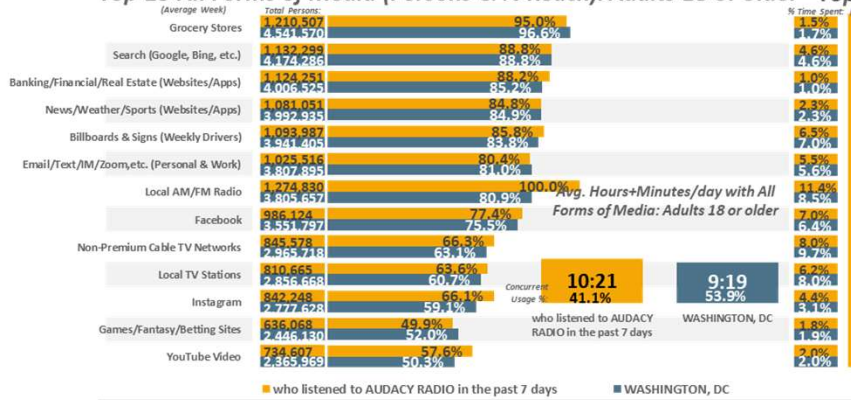
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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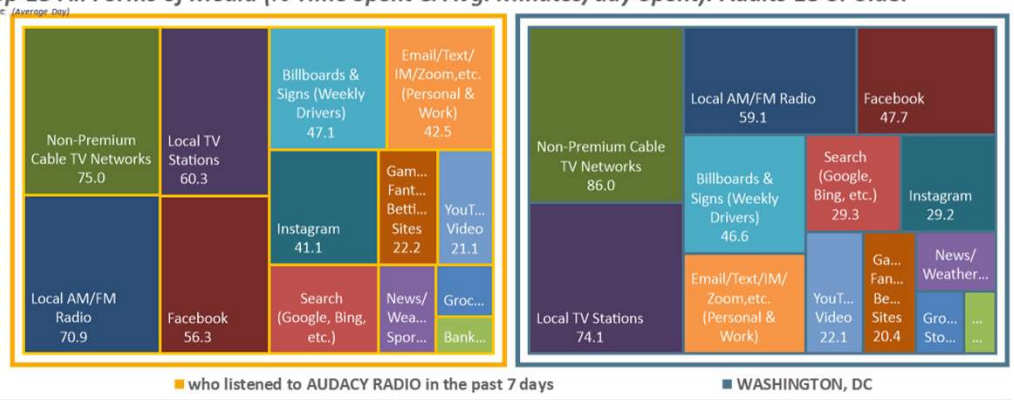
Radio Stations: WPGC-FM

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

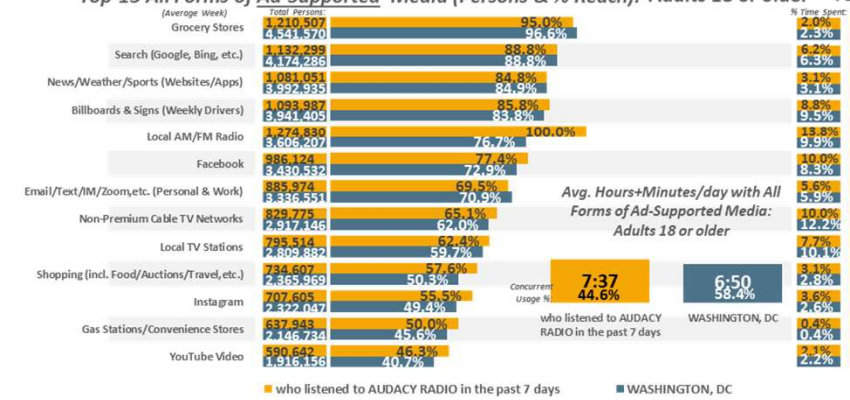
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



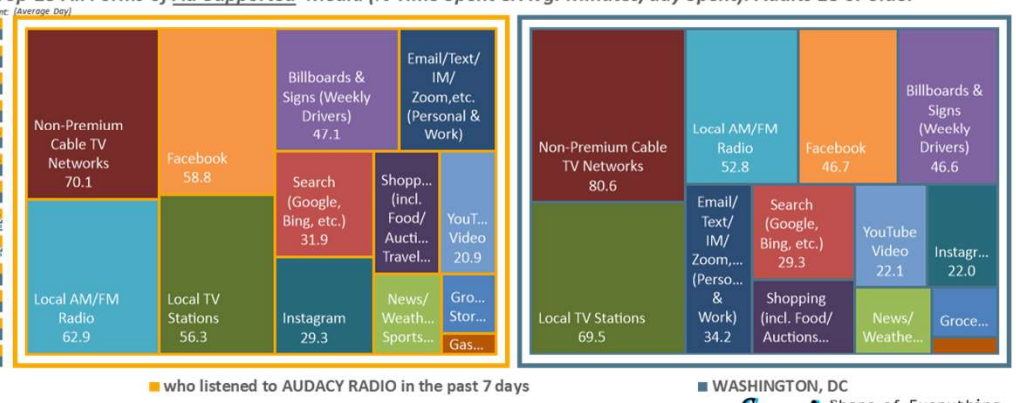
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

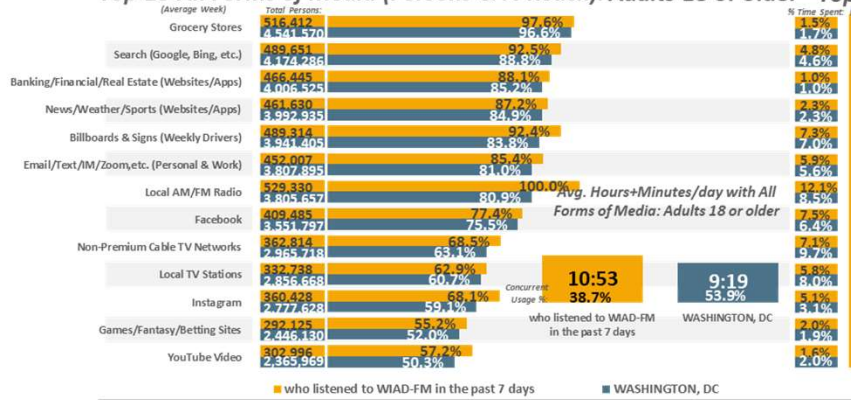
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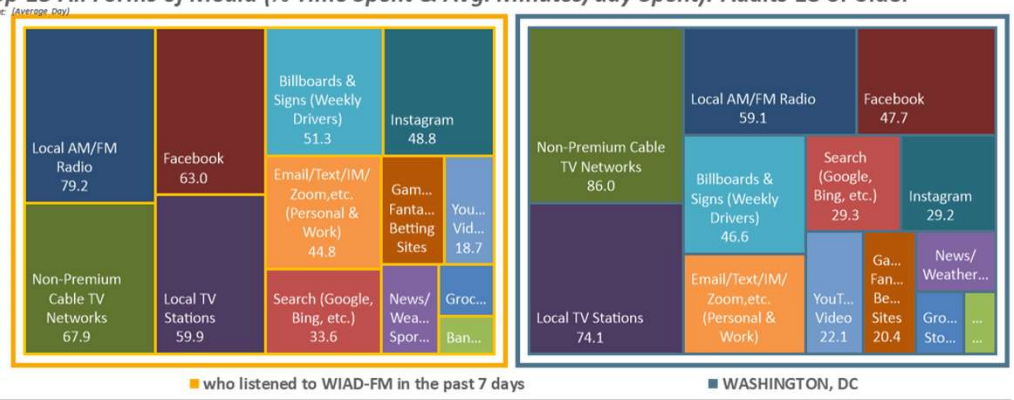
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 14.5% of Time with Ad-Supported Media.)*

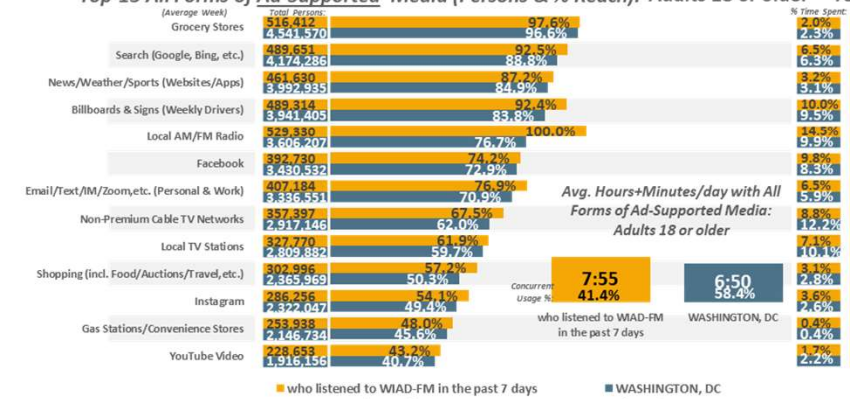
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



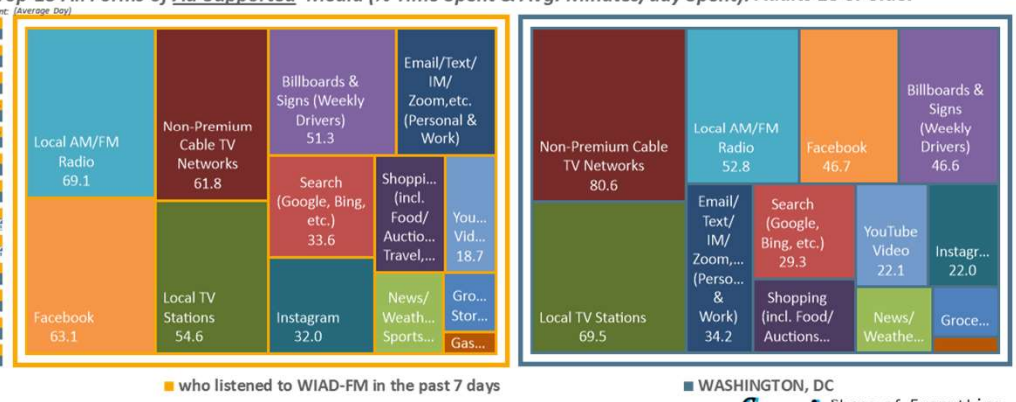
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

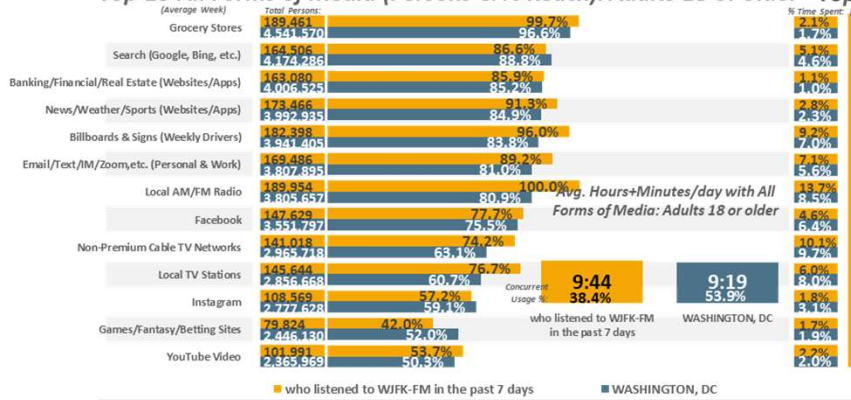
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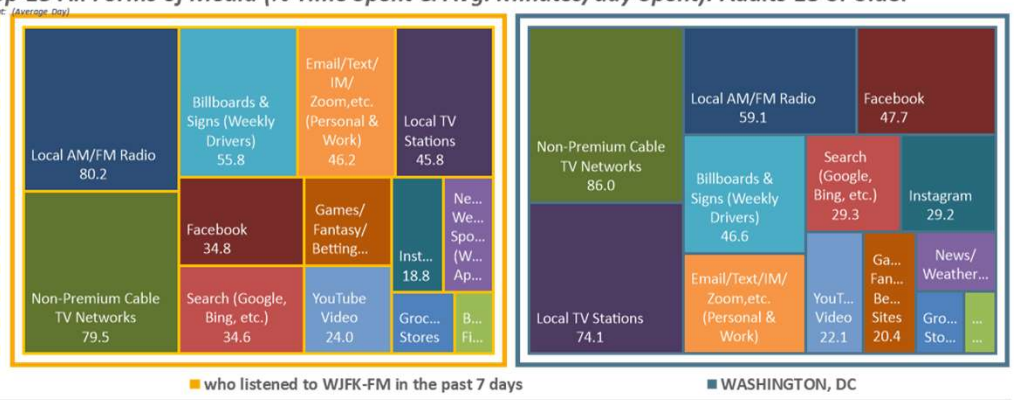
Radio Stations: WIAD-FM

Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 7 hours and 11 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

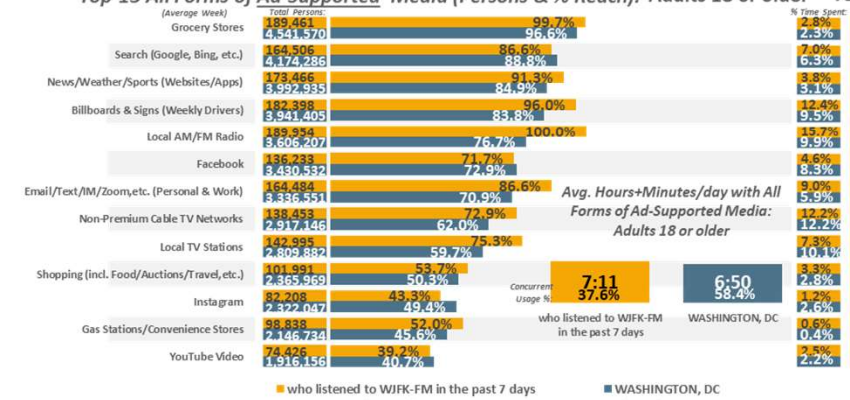
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



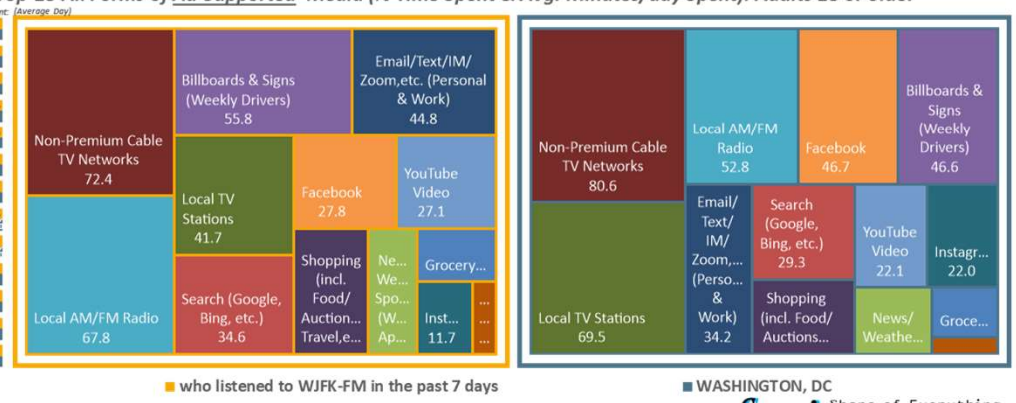
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

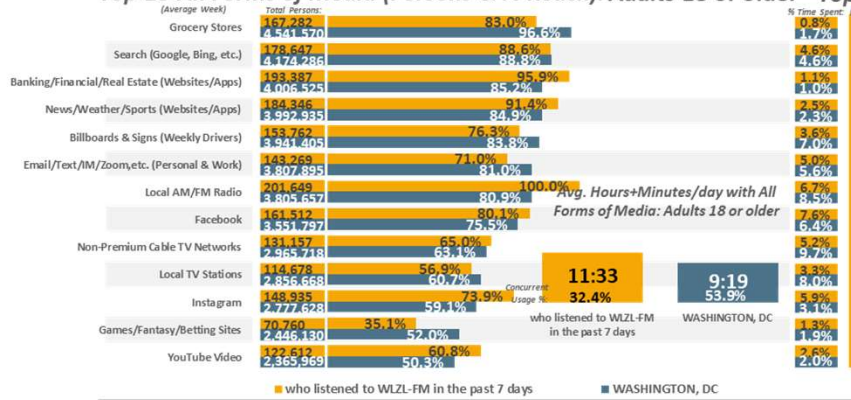
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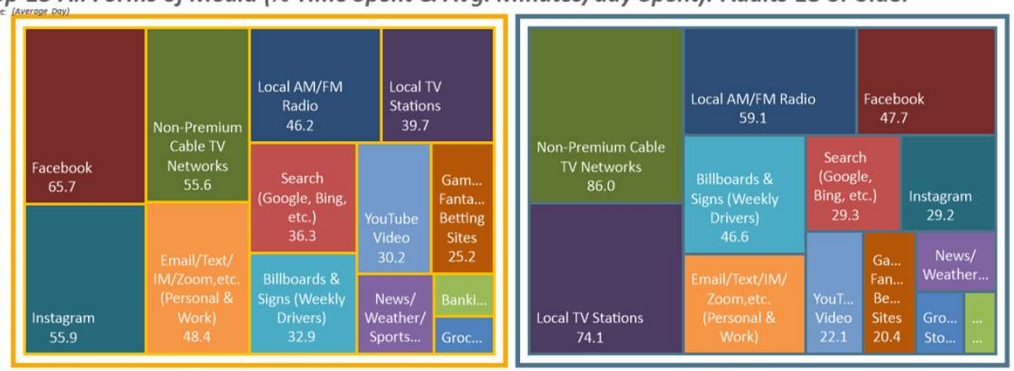
Radio Stations: WJFK-FM

Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 41. minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

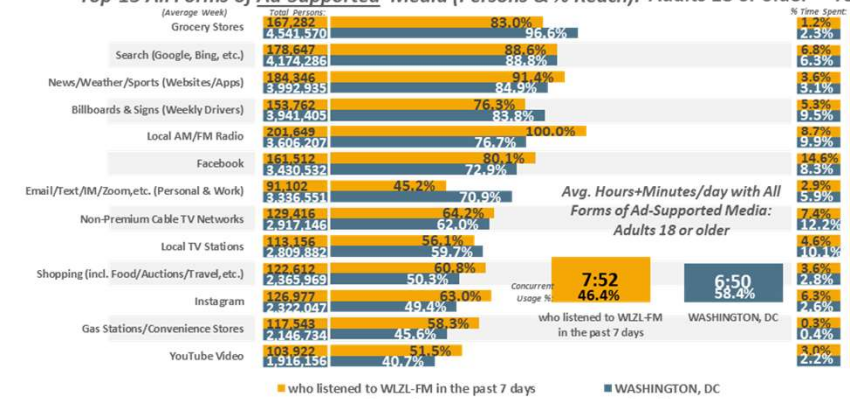
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



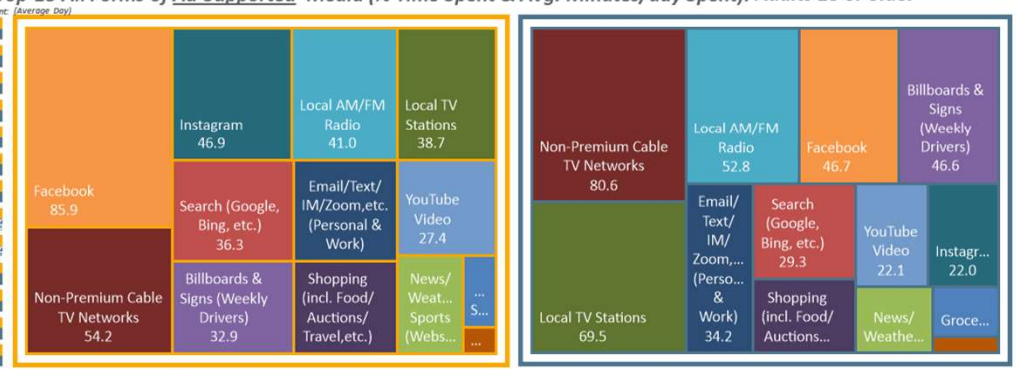
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

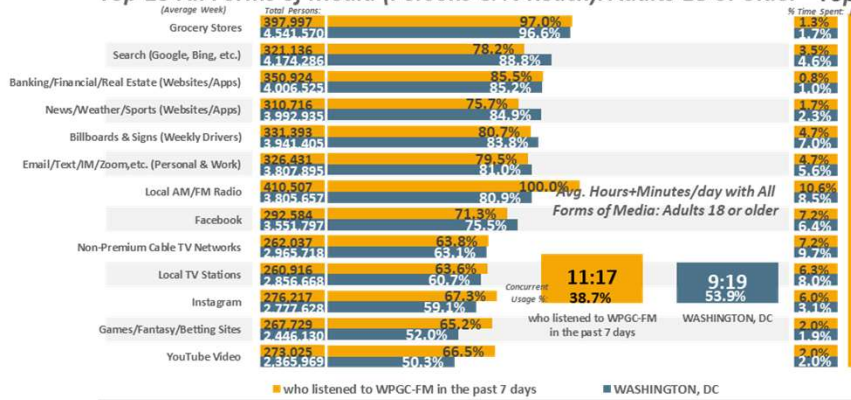
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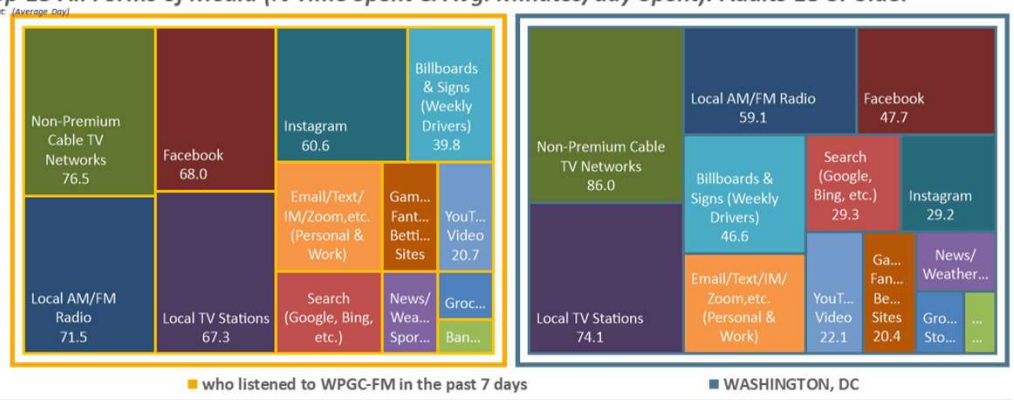
Radio Stations: WLZL-FM

Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

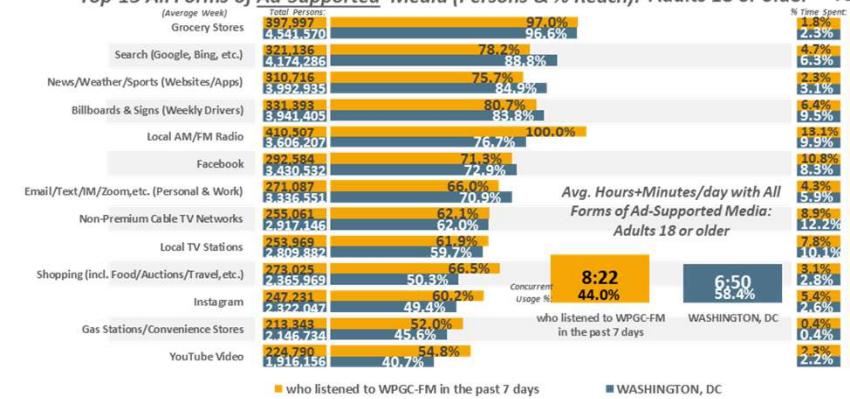
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



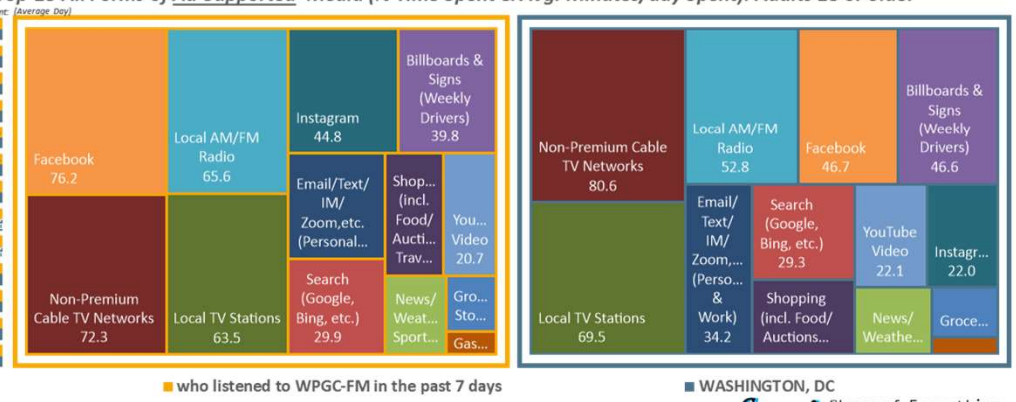
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

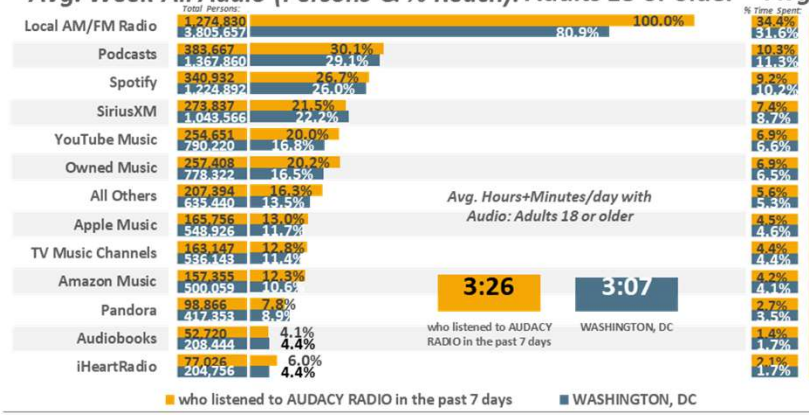
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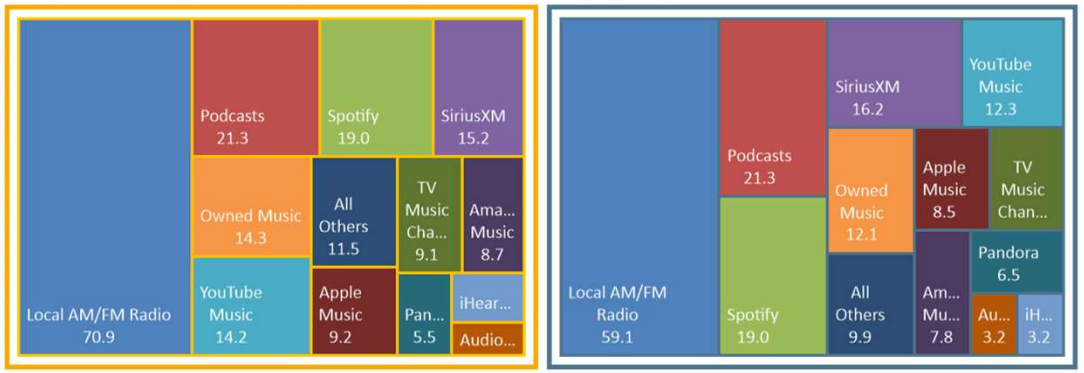
Radio Stations: WPGC-FM

1,274,830 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

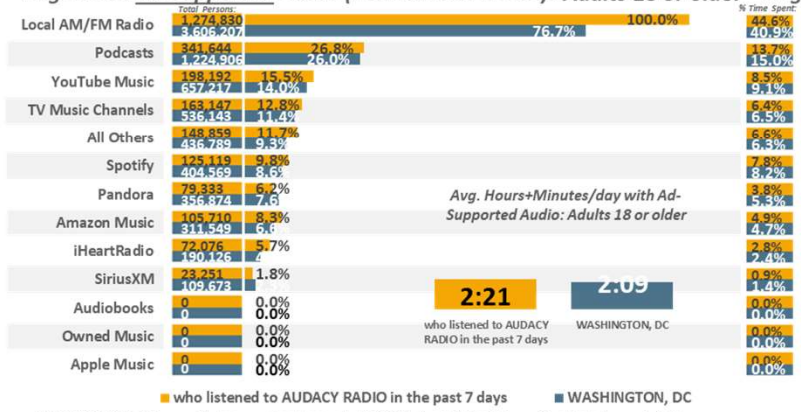
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



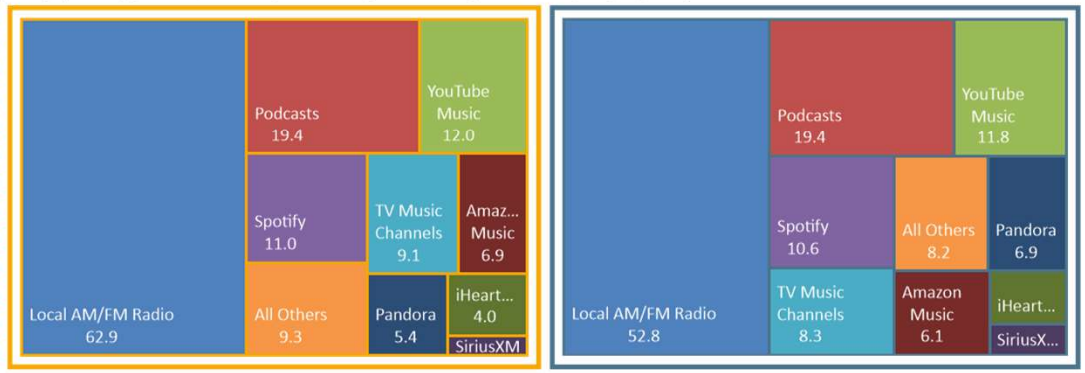
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

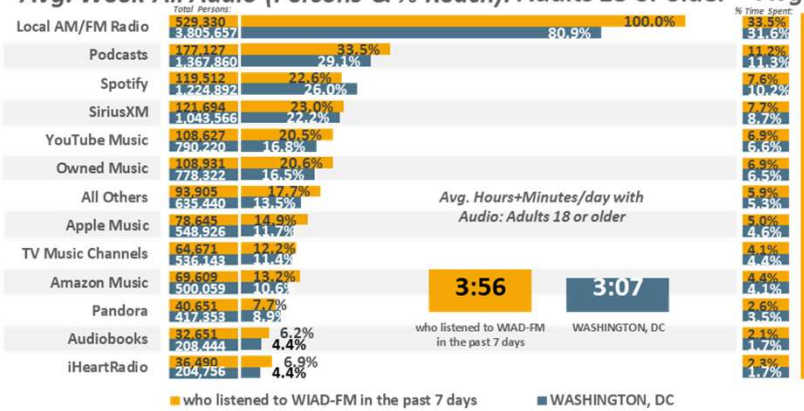
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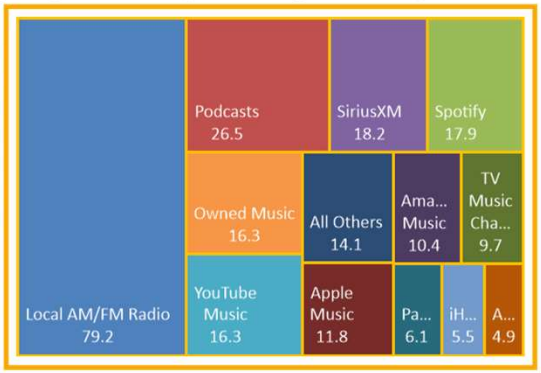
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

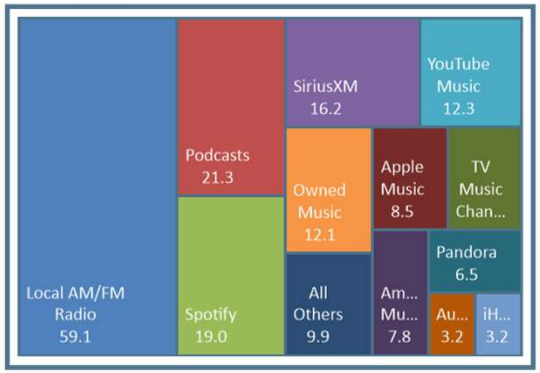
529,330 or 100.% of Adults 18 or older who listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

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

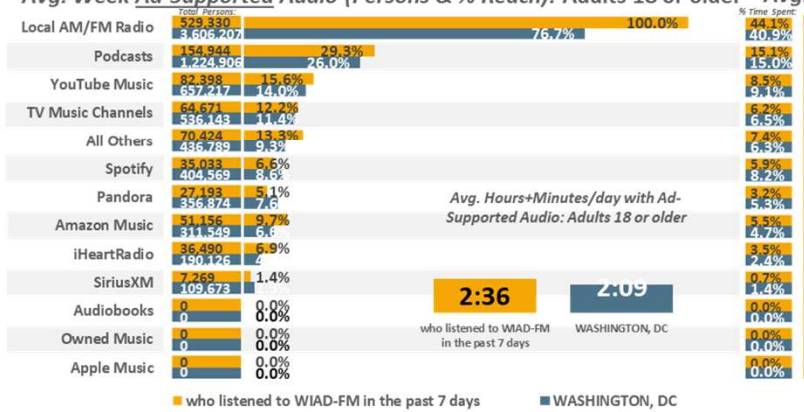


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

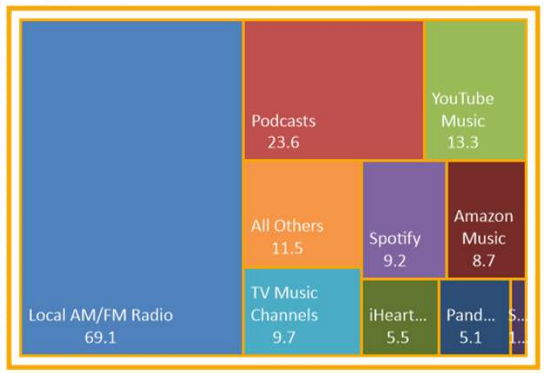


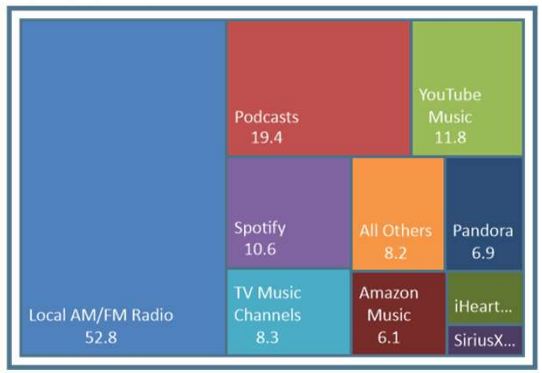


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

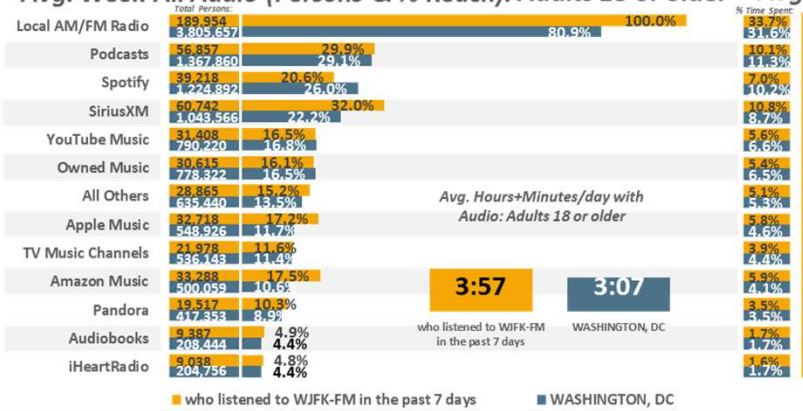
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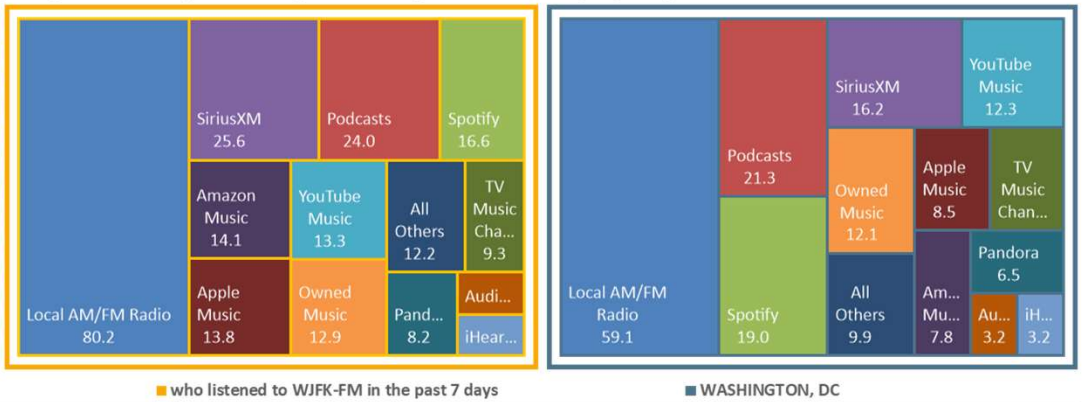
Radio Stations: WIAD-FM

189,954 or 100.% of Adults 18 or older who listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

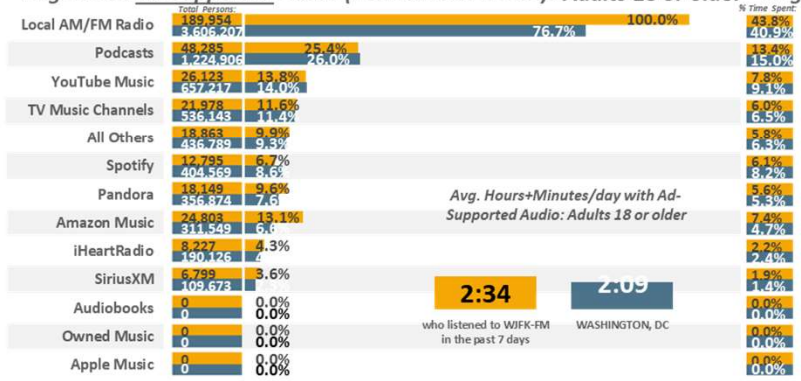
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



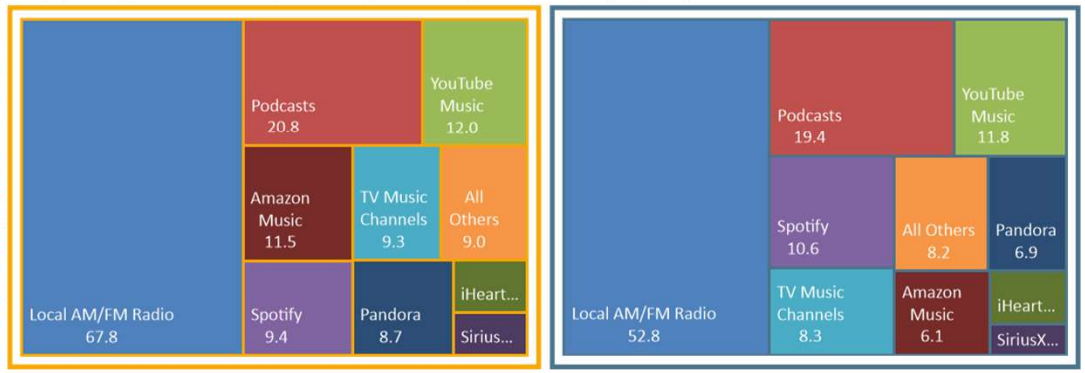
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

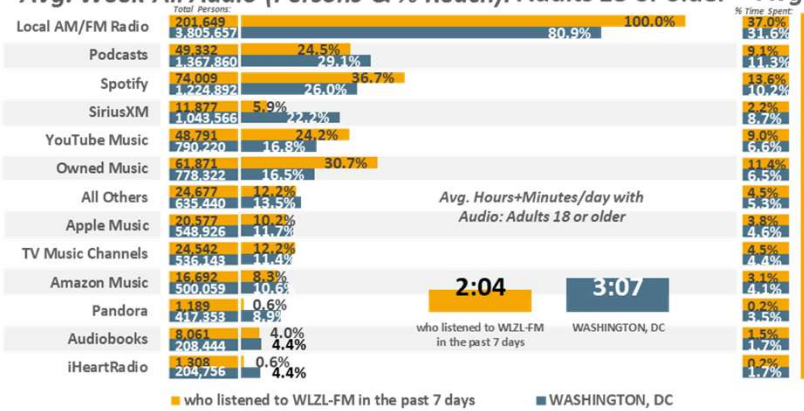
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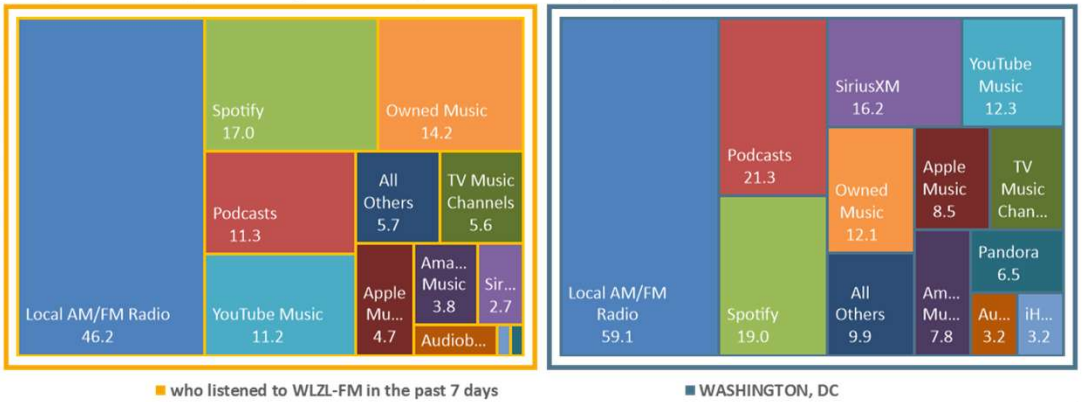
Radio Stations: WJFK-FM

201,649 or 100.% of Adults 18 or older who listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 41. minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.

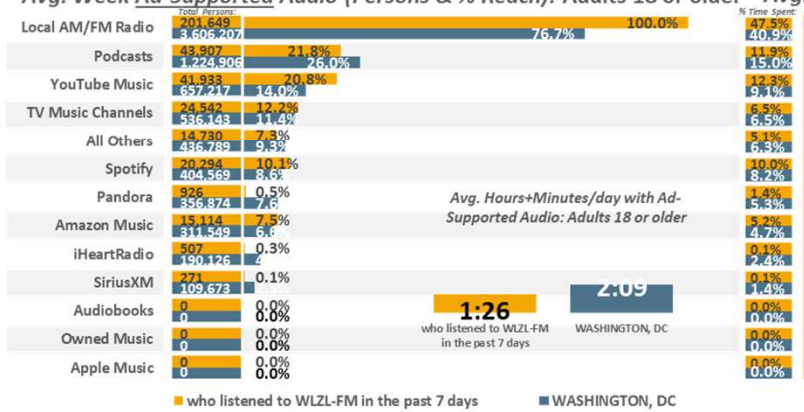
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



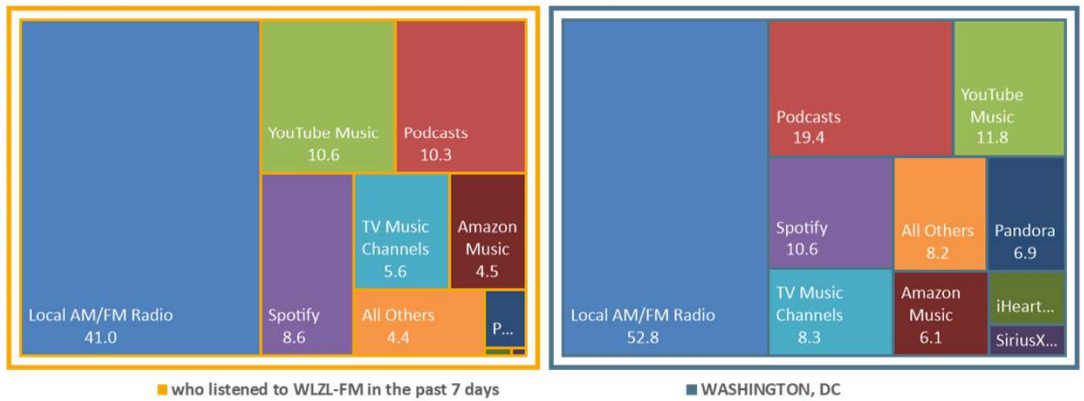
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

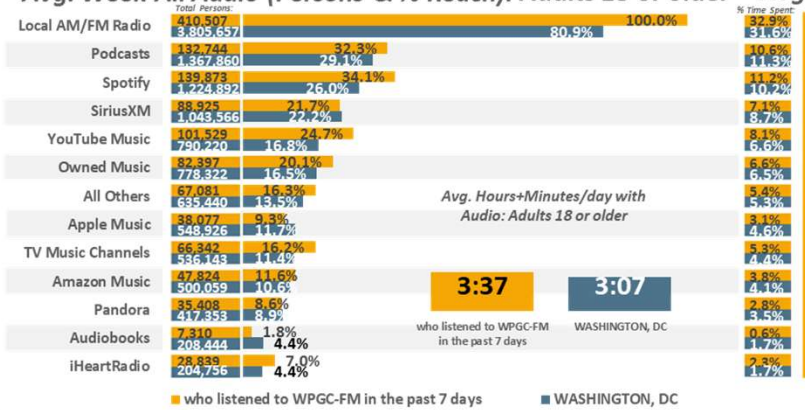
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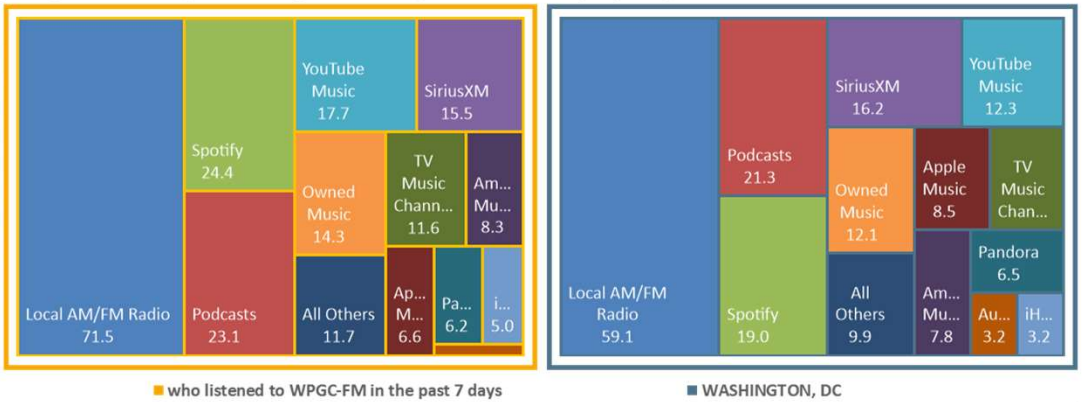
Radio Stations: WLZL-FM

410,507 or 100.% of Adults 18 or older who listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

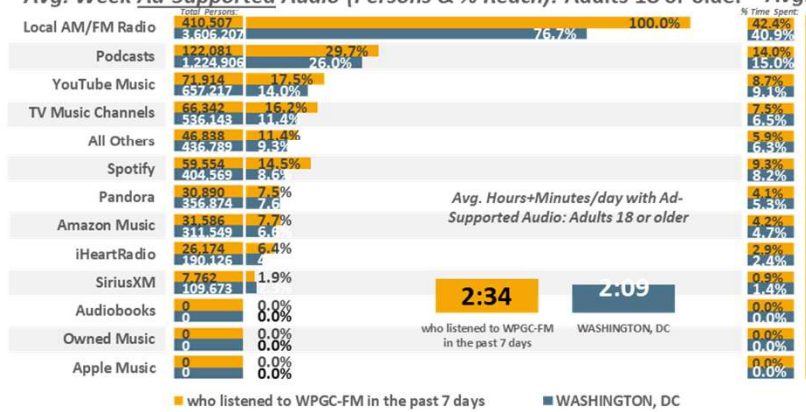
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



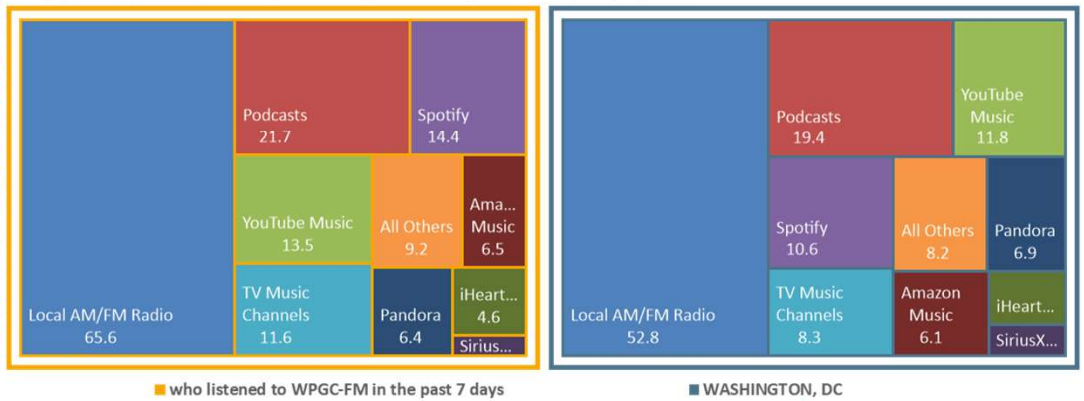
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



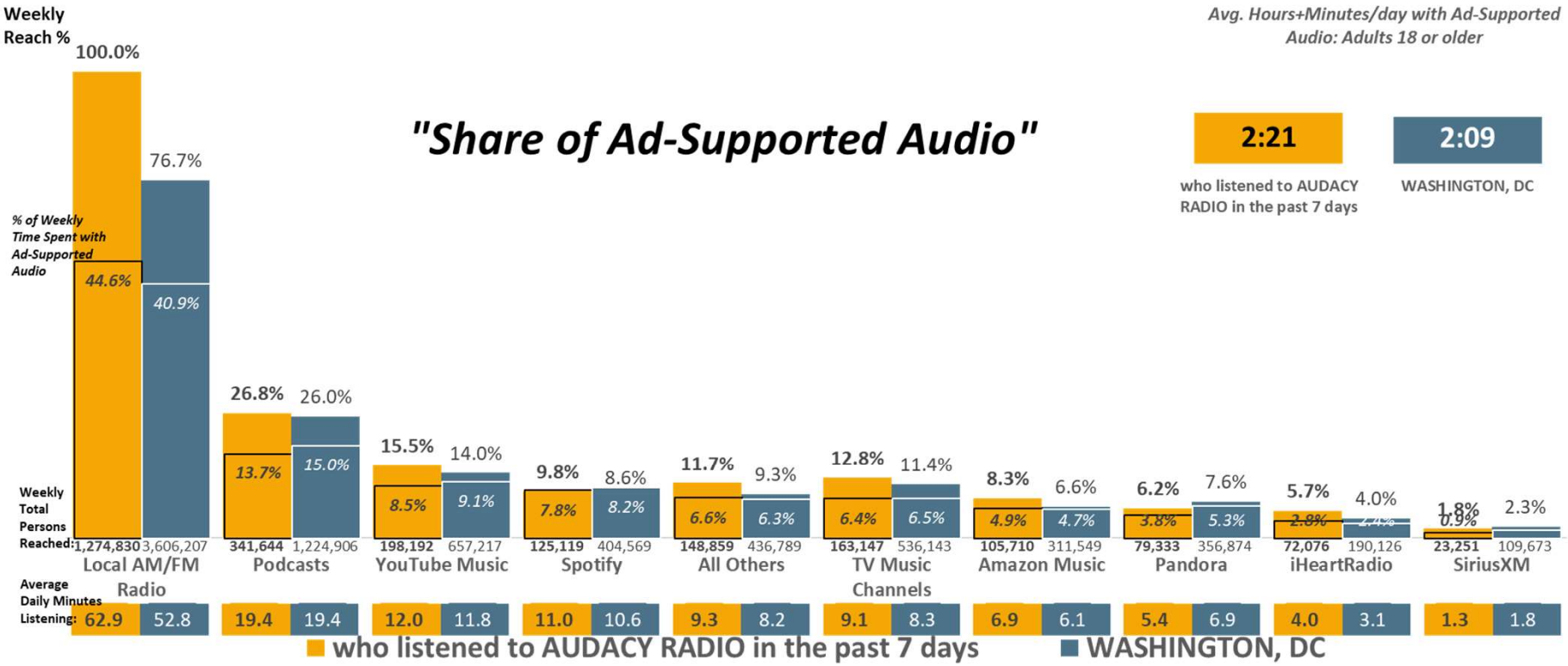
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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Radio Stations: WPGC-FM

1,274,830 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

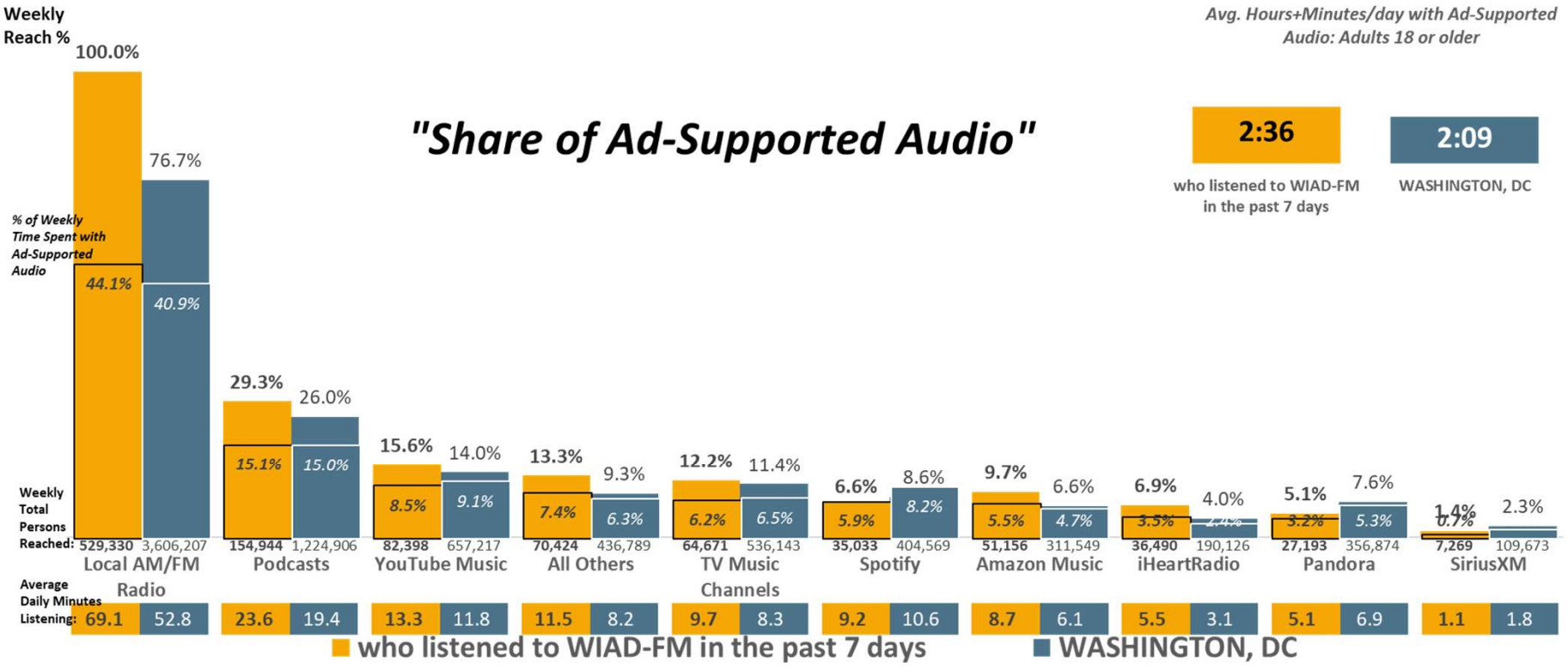


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

529,330 or 100.% of Adults 18 or older who listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



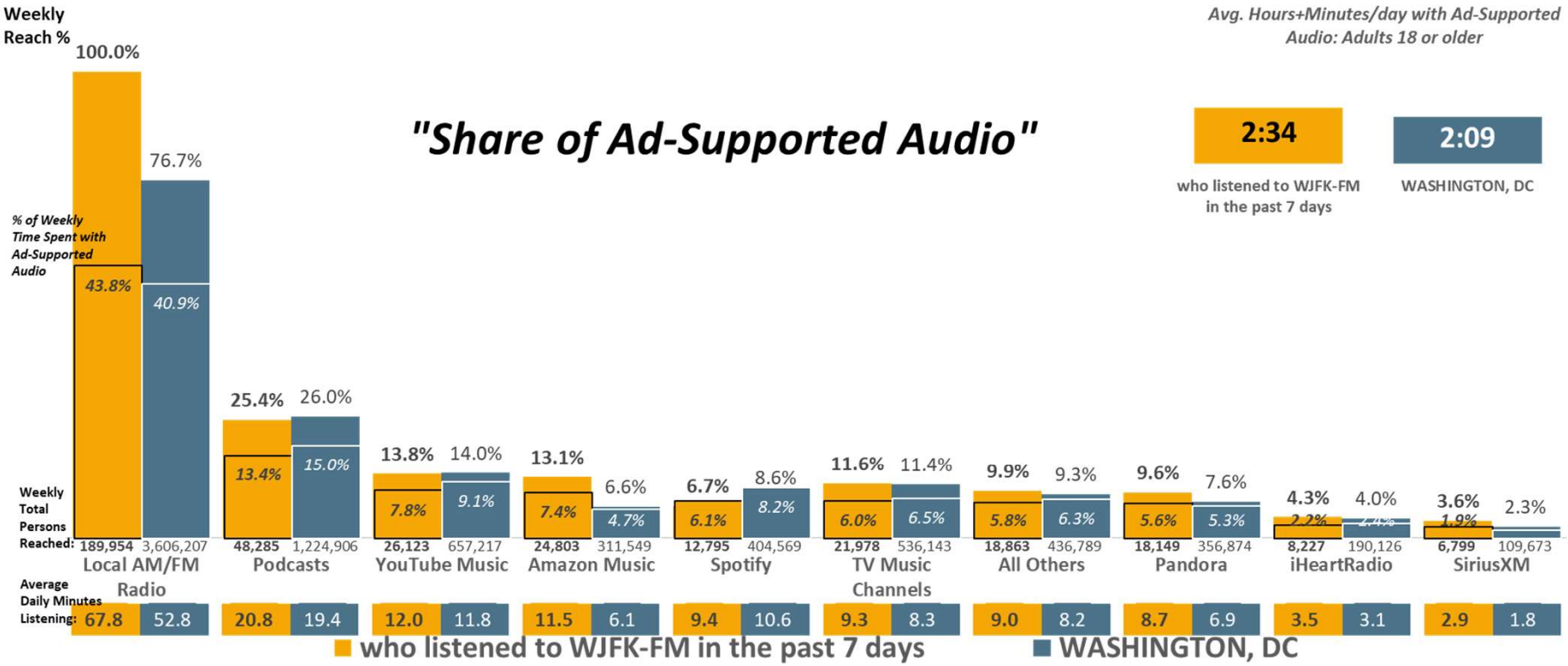
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WIAD-FM

189,954 or 100.% of Adults 18 or older who listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

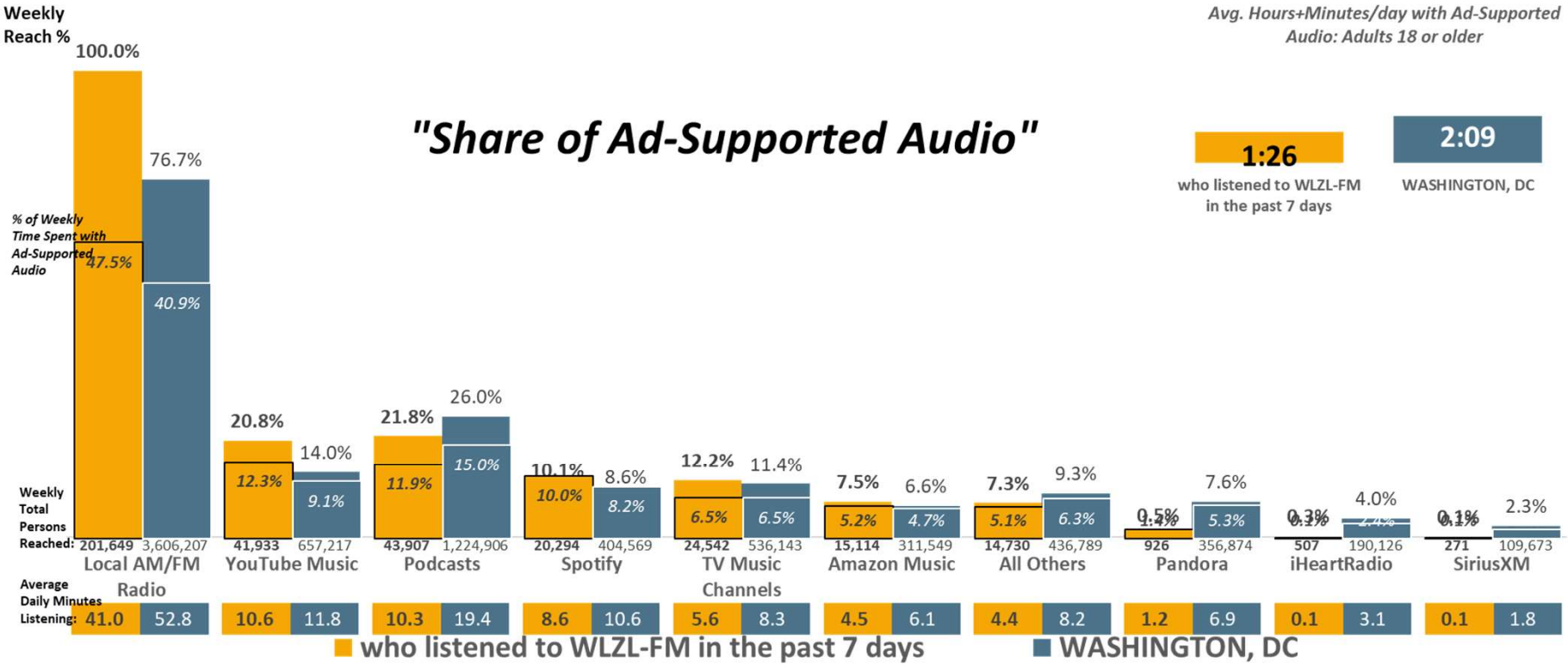


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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Radio Stations: WJFK-FM

201,649 or 100.% of Adults 18 or older who listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 41. minutes every day representing 47.5% of all time spent daily with Ad-Supported Audio.



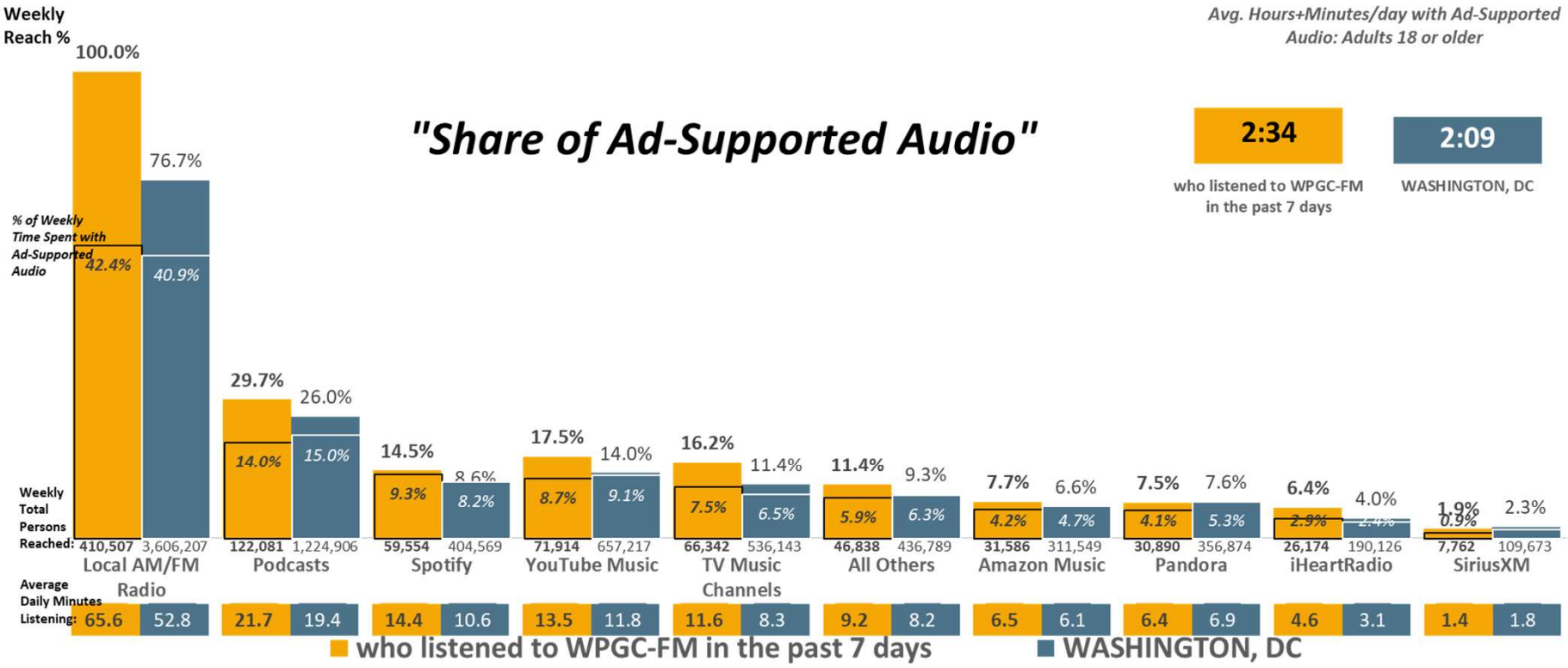
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WLZL-FM

410,507 or 100.% of Adults 18 or older who listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



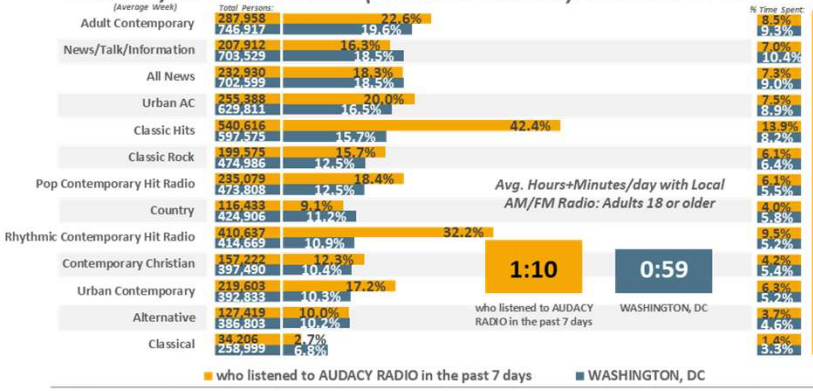
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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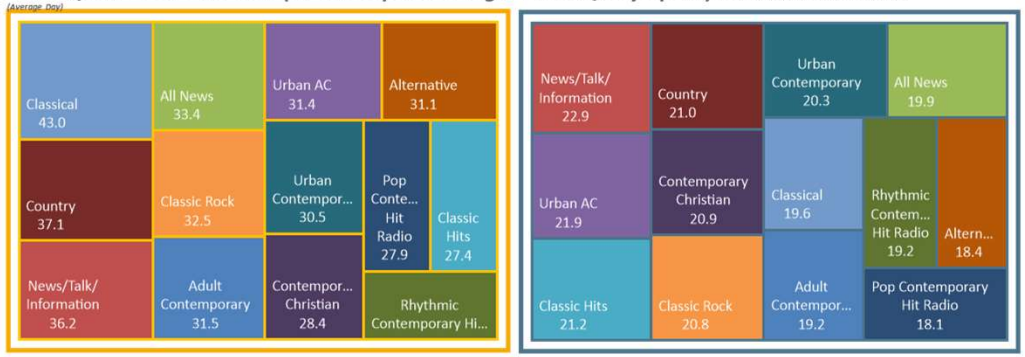
Radio Stations: WPGC-FM

1,274,830 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Rhythmic Contemporary Hit Radio, Adult Contemporary, Urban AC, and Pop Contemporary Hit

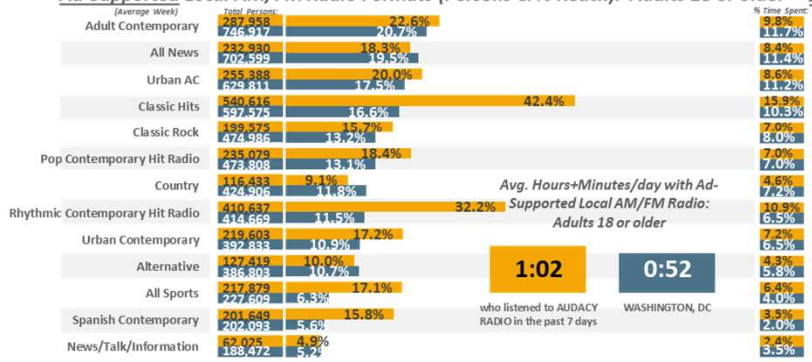
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



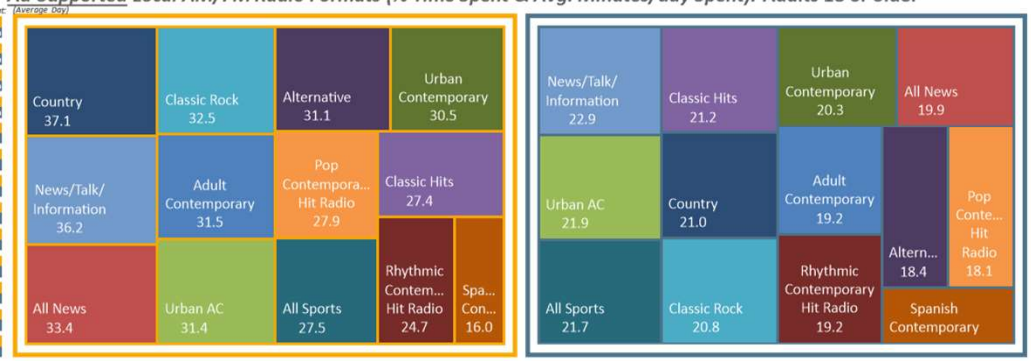
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

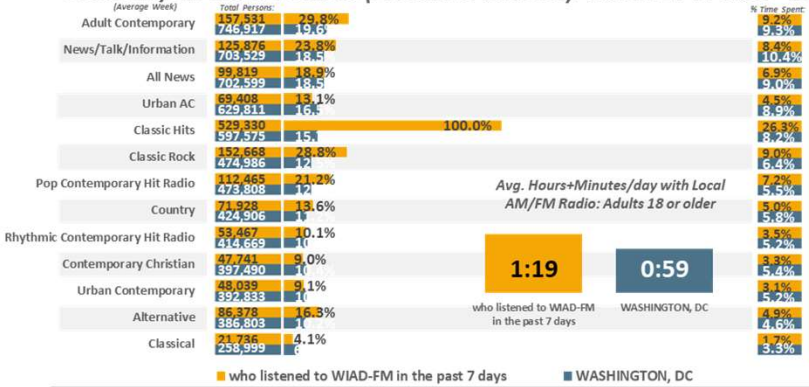
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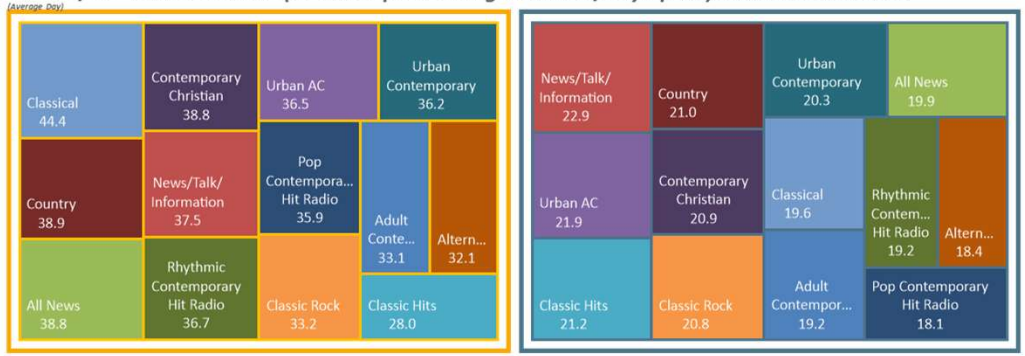
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

529,330 or 100.% of Adults 18 or older who listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and All News.

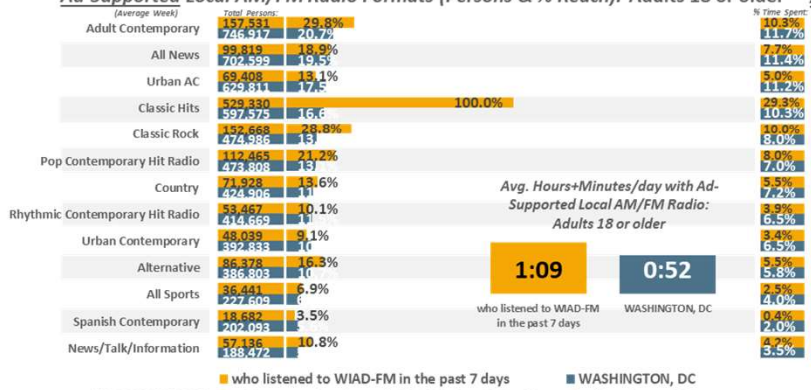
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



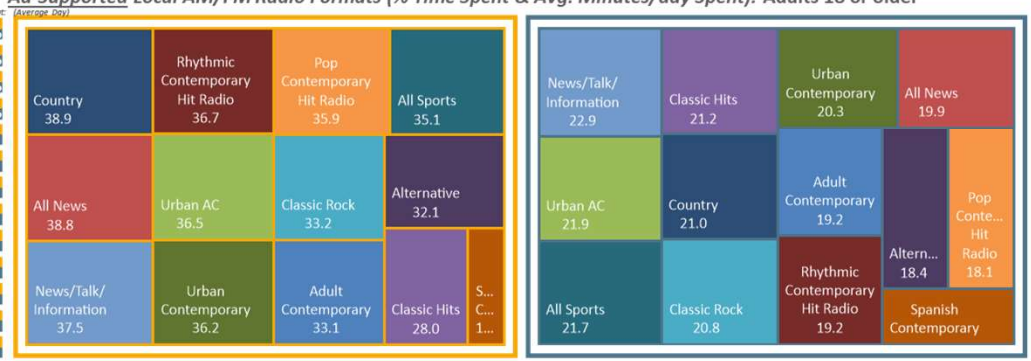
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

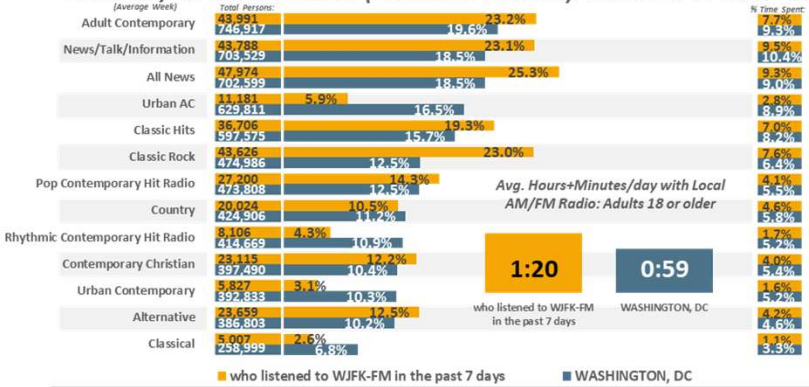
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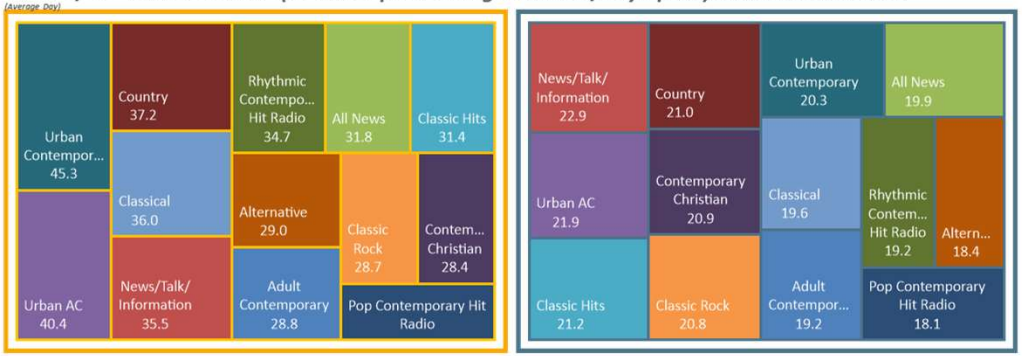
Radio Stations: WIAD-FM

189,954 or 100.% of Adults 18 or older who listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, All News, Adult Contemporary, Classic Rock, and Classic Hits.

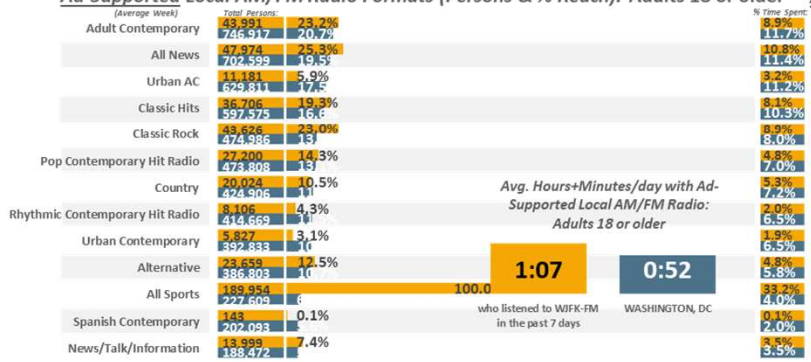
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



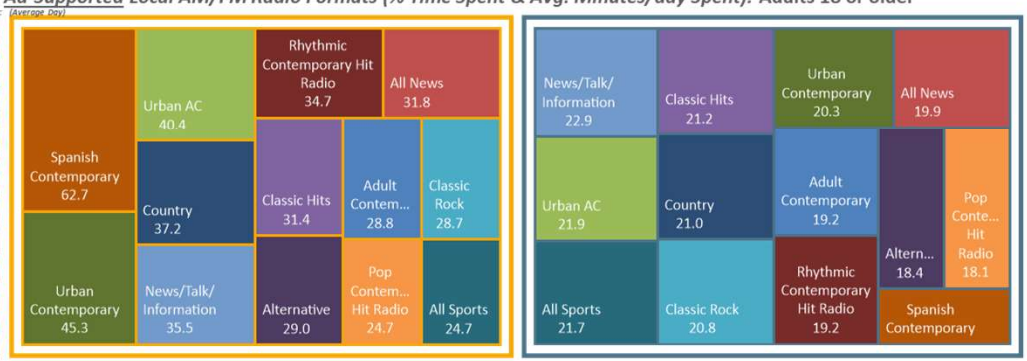
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

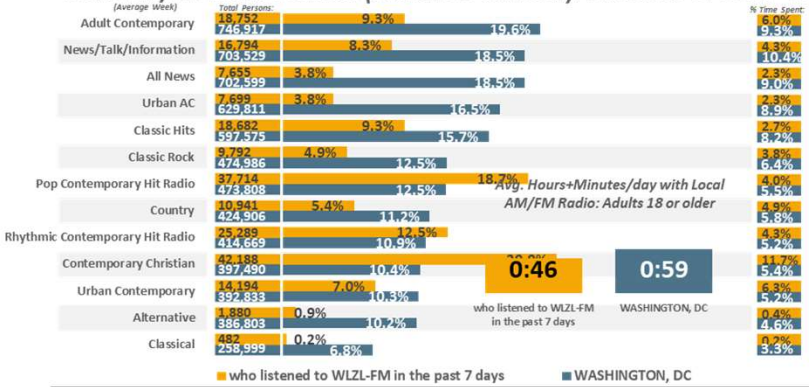
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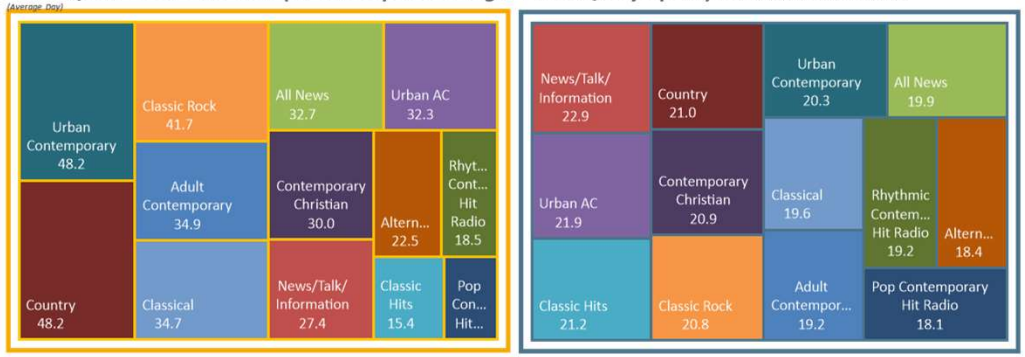
Radio Stations: WJFK-FM

201,649 or 100.% of Adults 18 or older who listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Spanish Contemporary, Pop Contemporary Hit Radio, Mexican Regional, Rhythmic Contemporary Hit Radio, and Adul

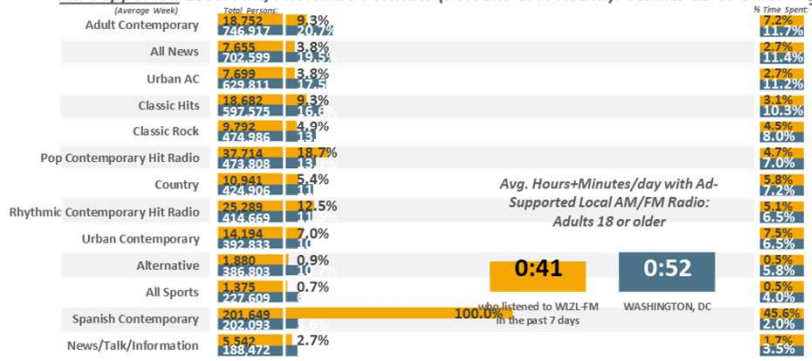
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



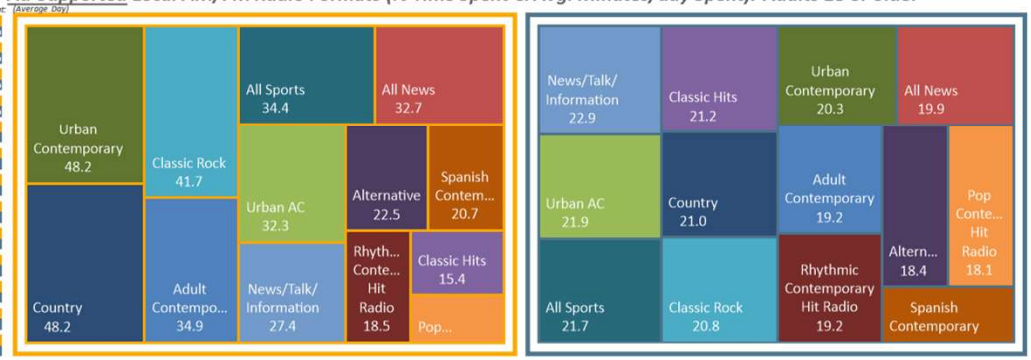
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

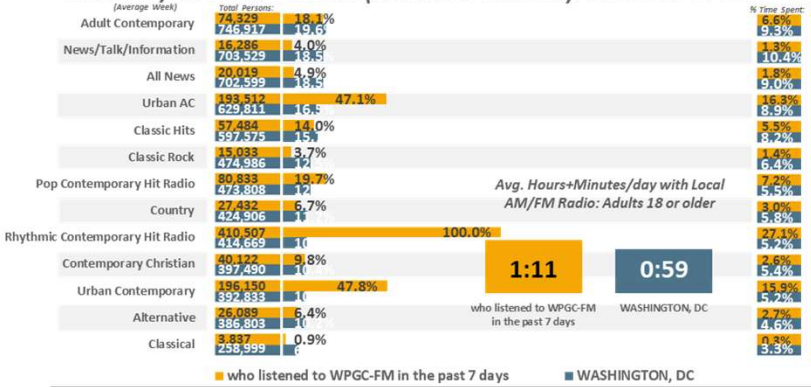
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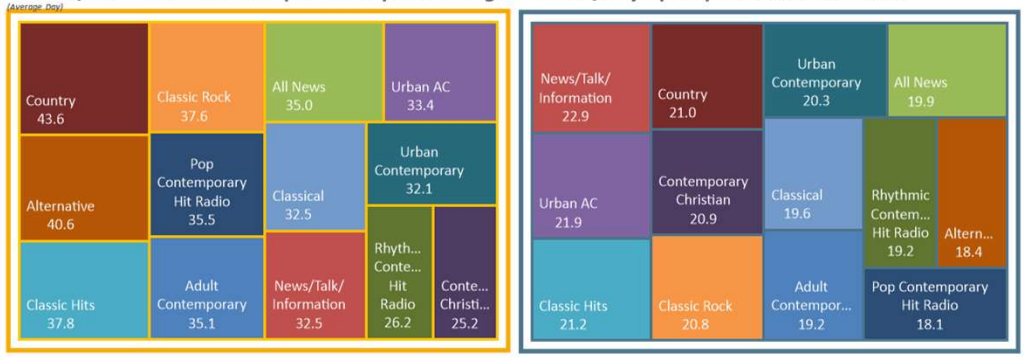
Radio Stations: WLZL-FM

410,507 or 100.% of Adults 18 or older who listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Rhythmic Contemporary Hit Radio, Urban Contemporary, Urban AC, Pop Contemporary Hit Radio, and Adult Contempo

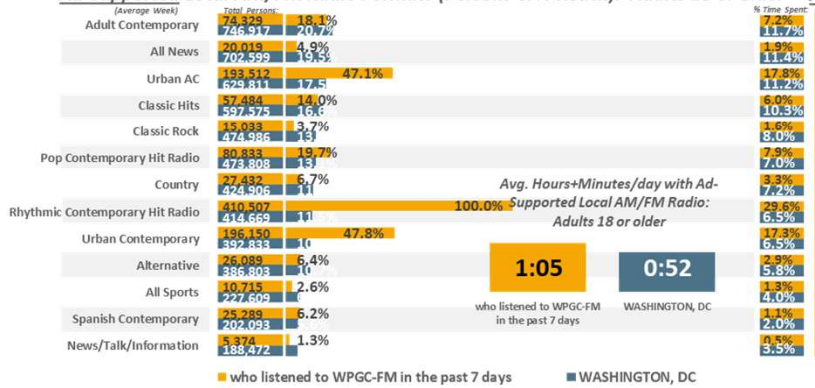
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



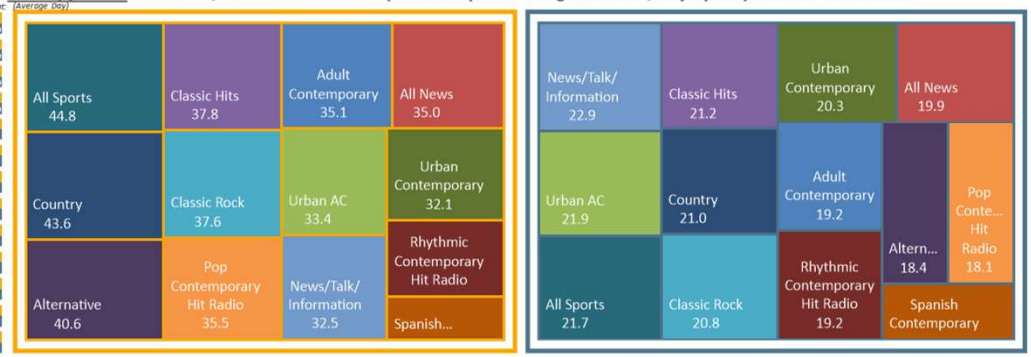
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

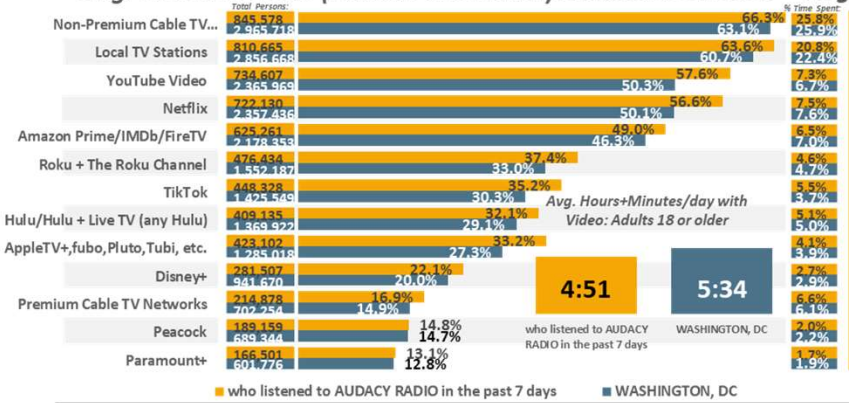
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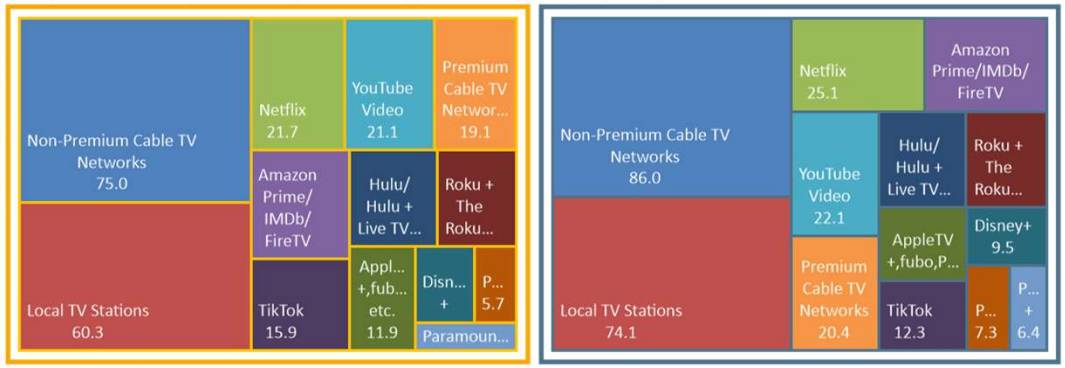
Radio Stations: WPGC-FM

795,514 or 62.4% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.3 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

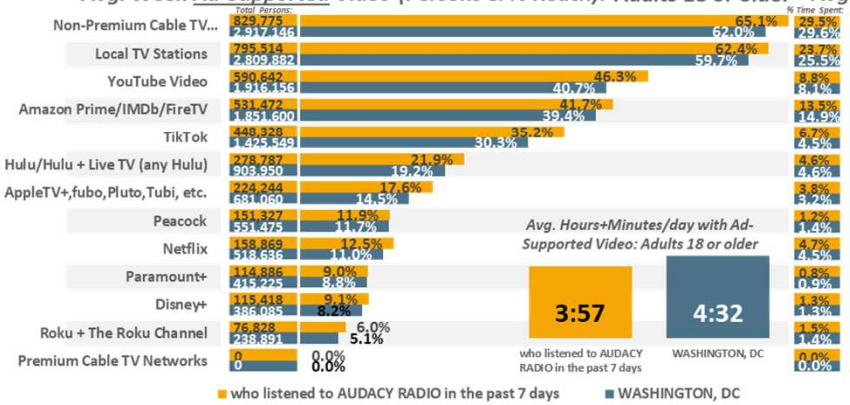
Avg. Week All Video (Persons & % Reach): Adults 18 or older



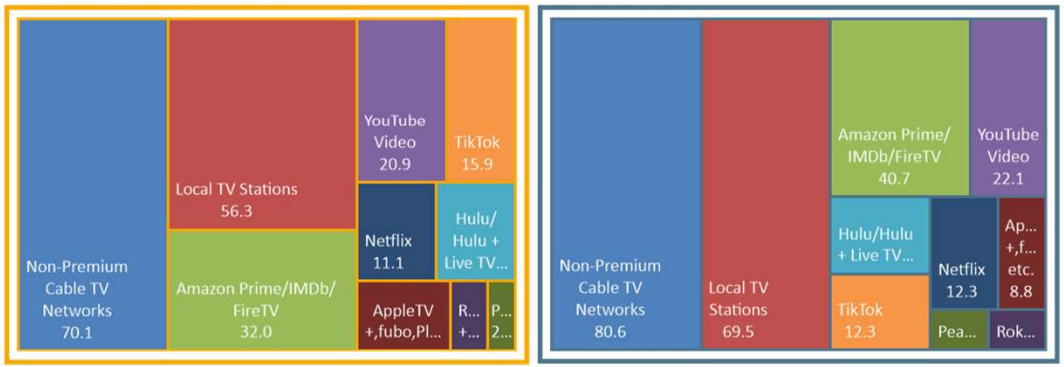
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

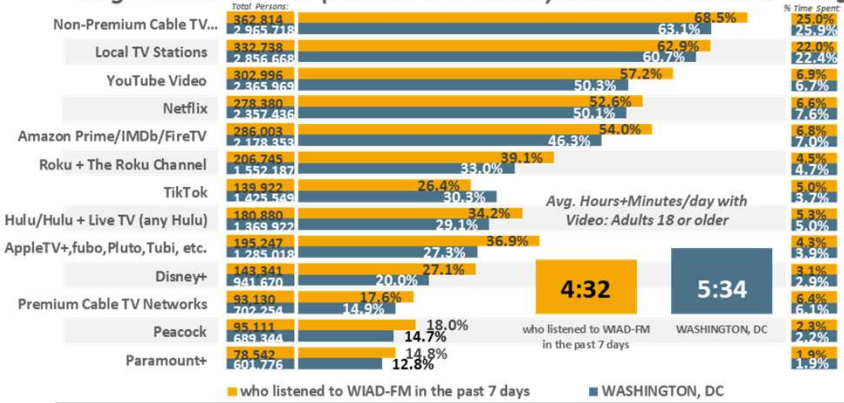
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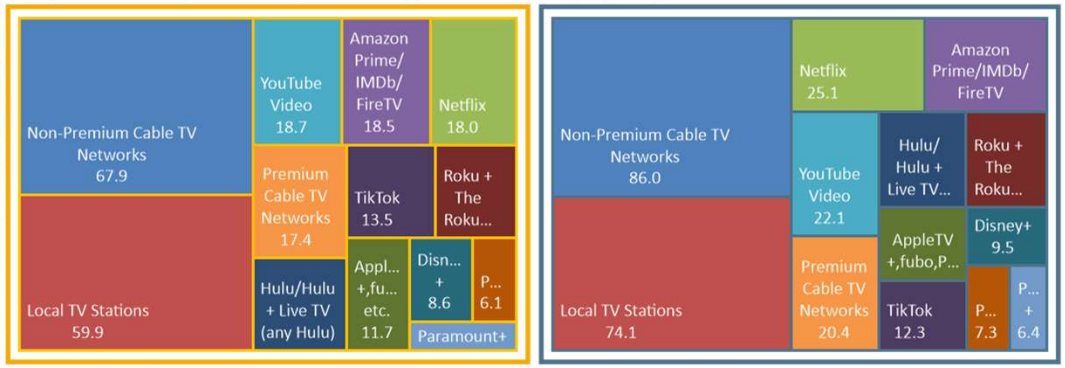
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

327,770 or 61.9% of Adults 18 or older who listened to WIAD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 54.6 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

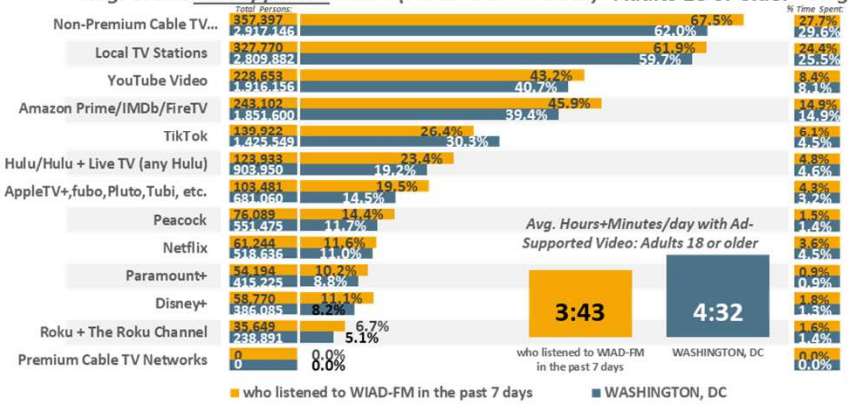
Avg. Week All Video (Persons & % Reach): Adults 18 or older



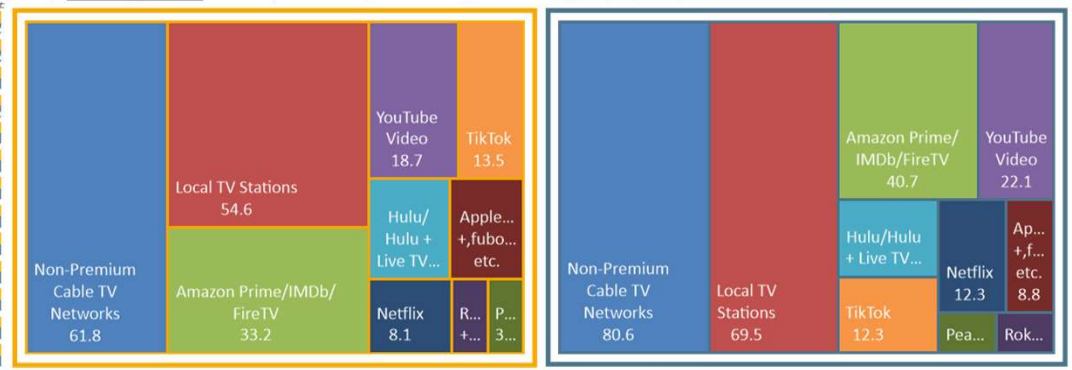
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

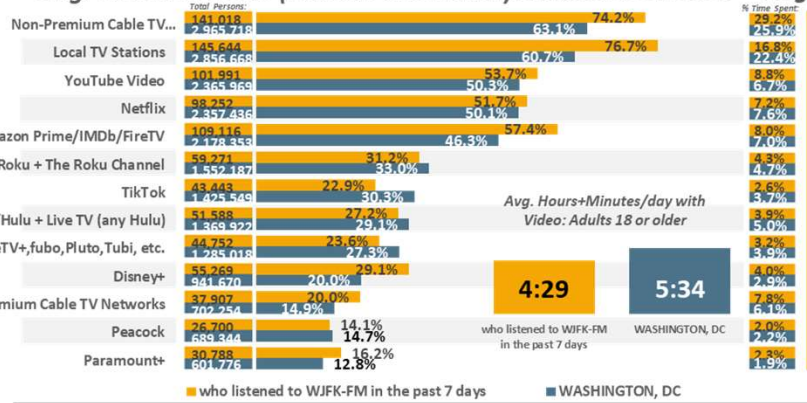
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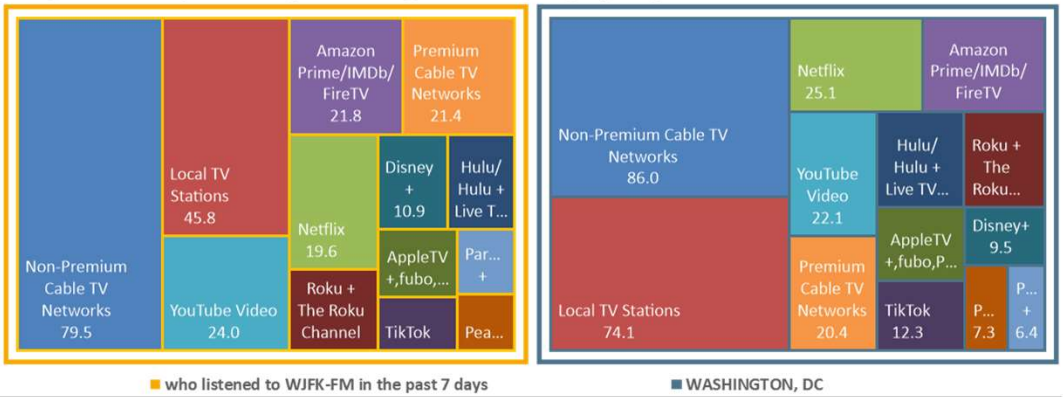
Radio Stations: WIAD-FM

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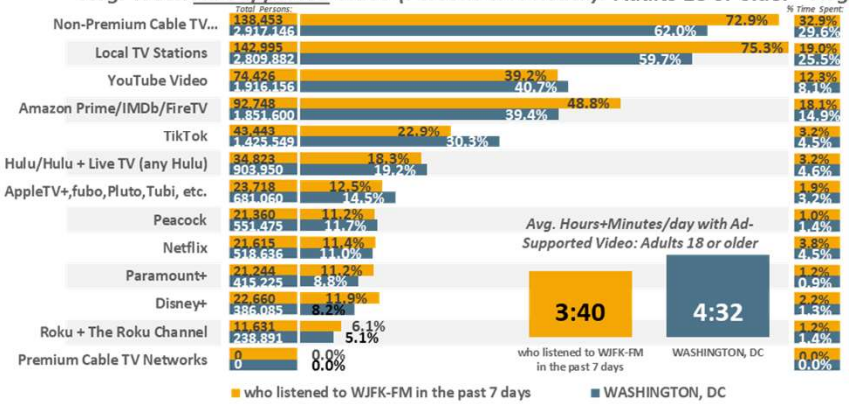
Avg. Week All Video (Persons & % Reach): Adults 18 or older



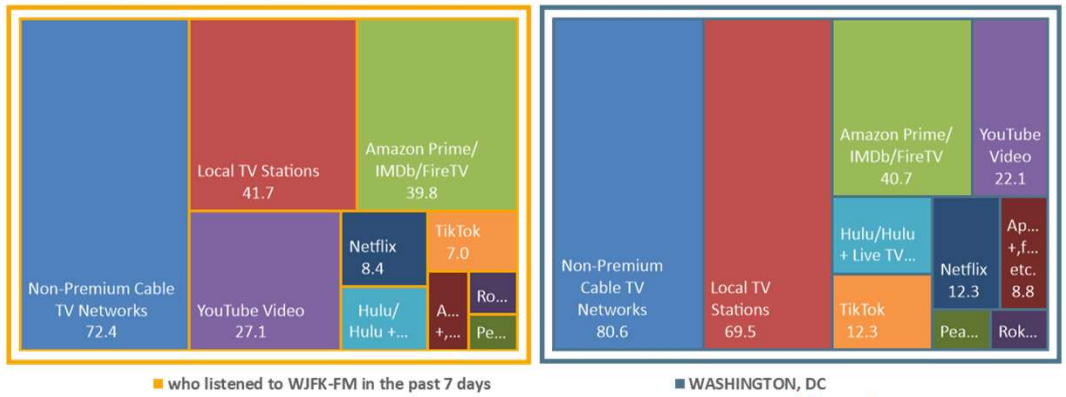
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

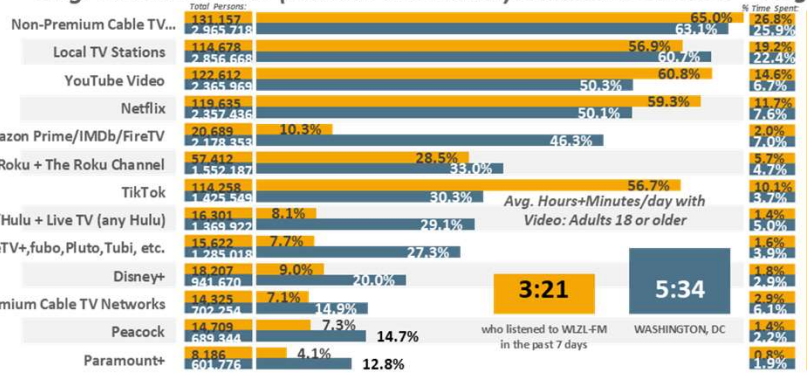
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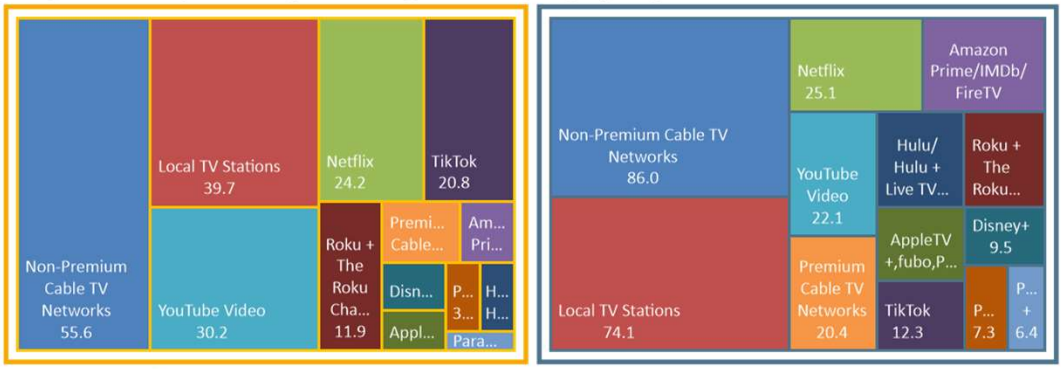
Radio Stations: WJFK-FM

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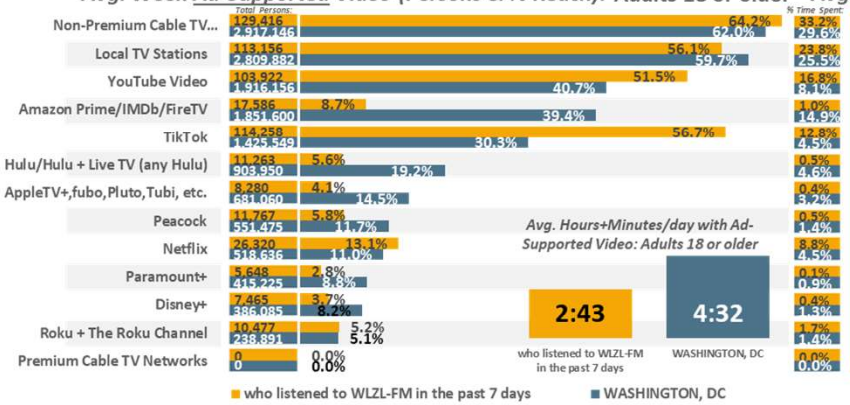
Avg. Week All Video (Persons & % Reach): Adults 18 or older



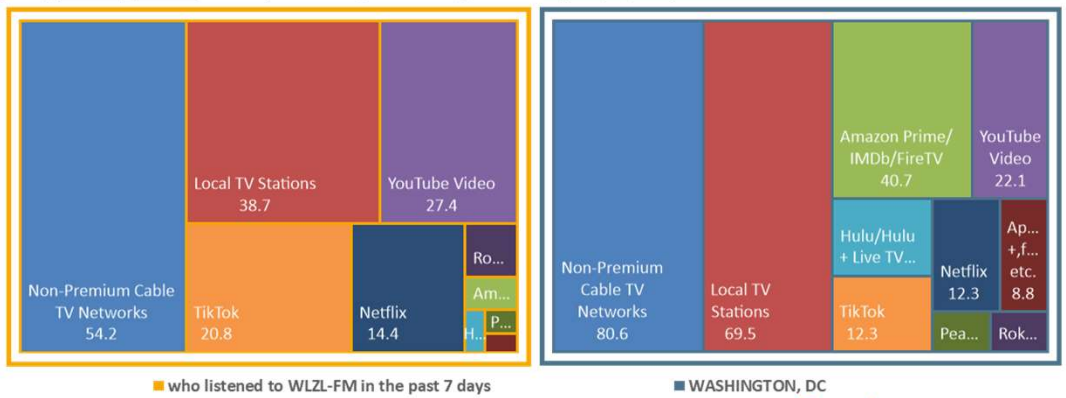
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

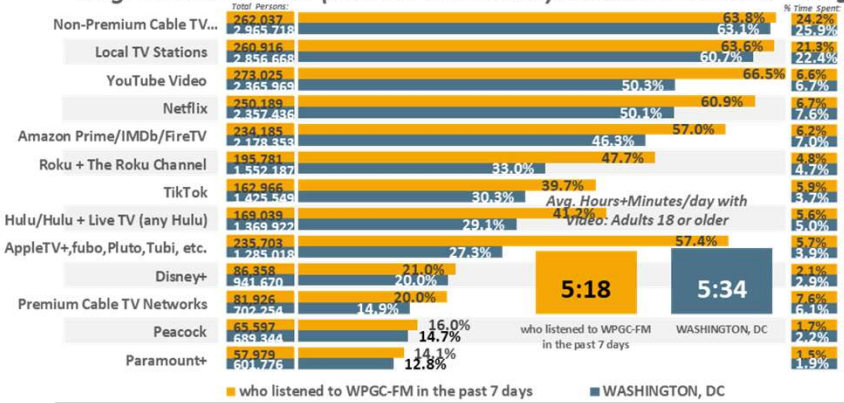
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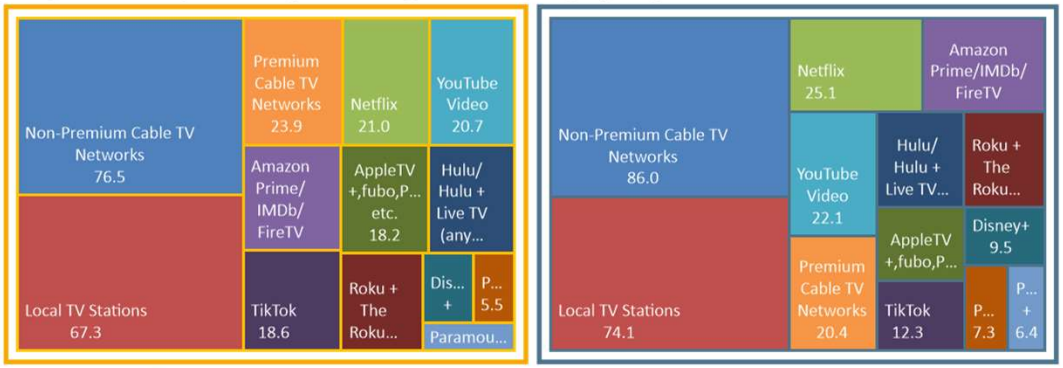
Radio Stations: WLZL-FM

253,969 or 61.9% of Adults 18 or older who listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 24.3% of all time spent daily with Ad-Supported Video.

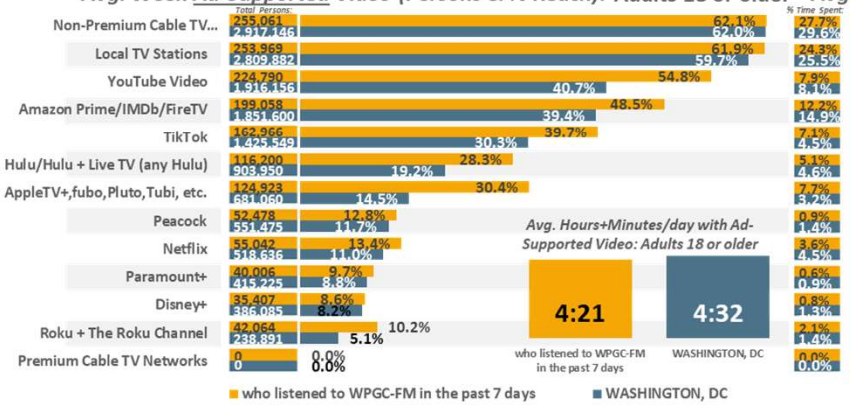
Avg. Week All Video (Persons & % Reach): Adults 18 or older



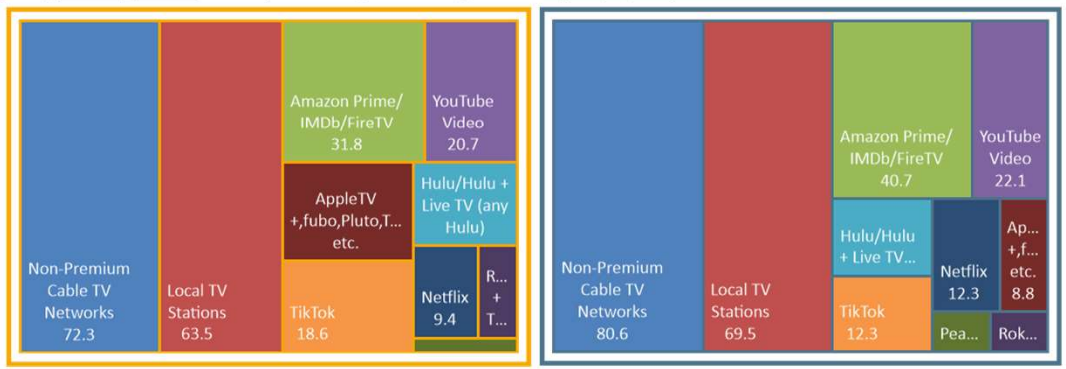
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



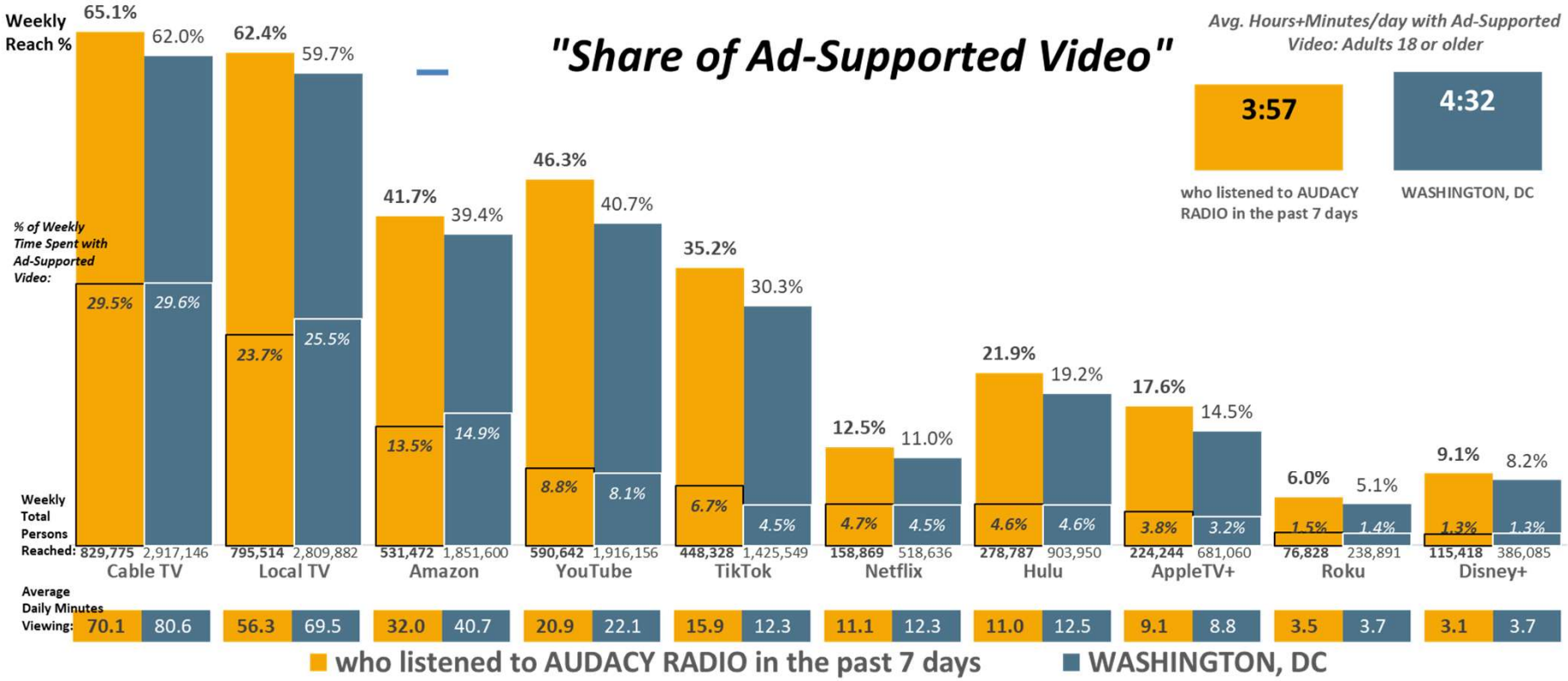
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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Radio Stations: WPGC-FM

795,514 or 62.4% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.3 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.



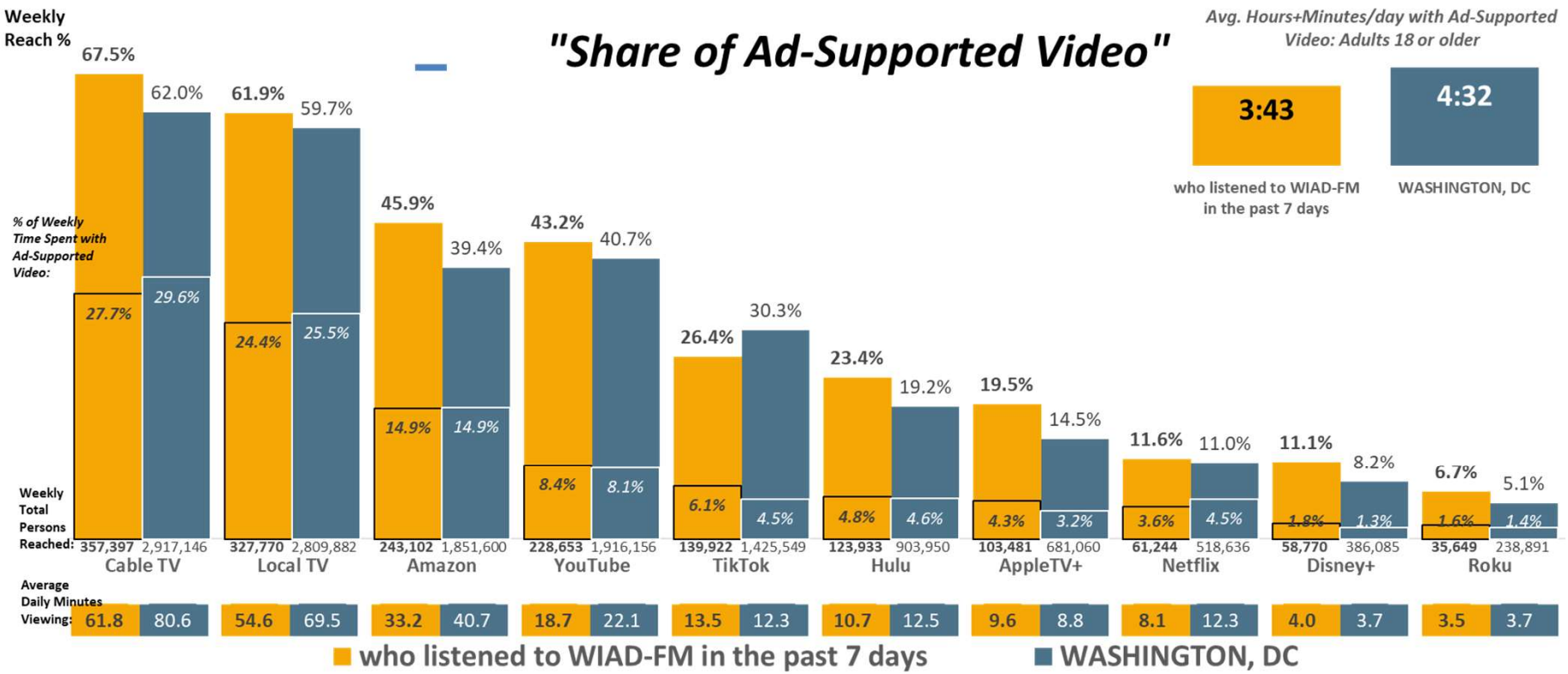
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

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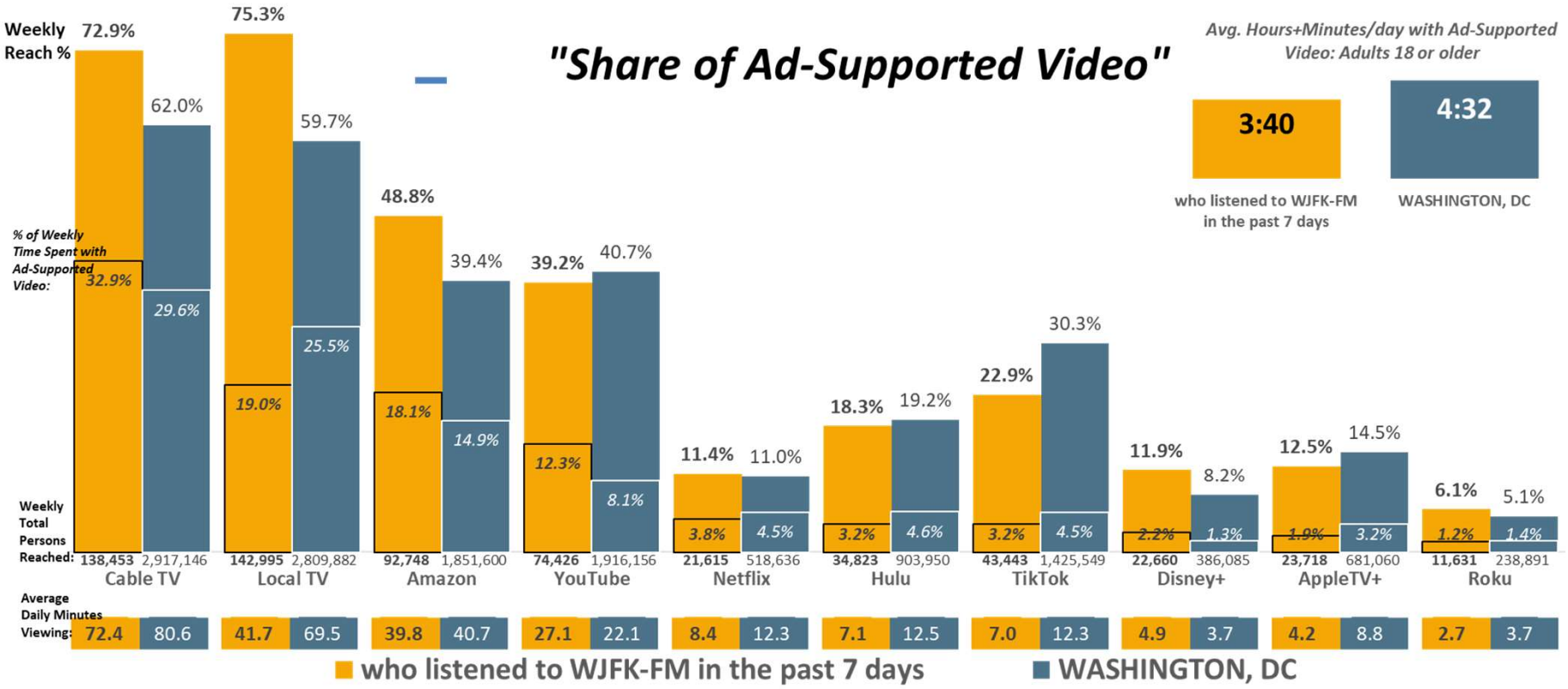
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WIAD-FM

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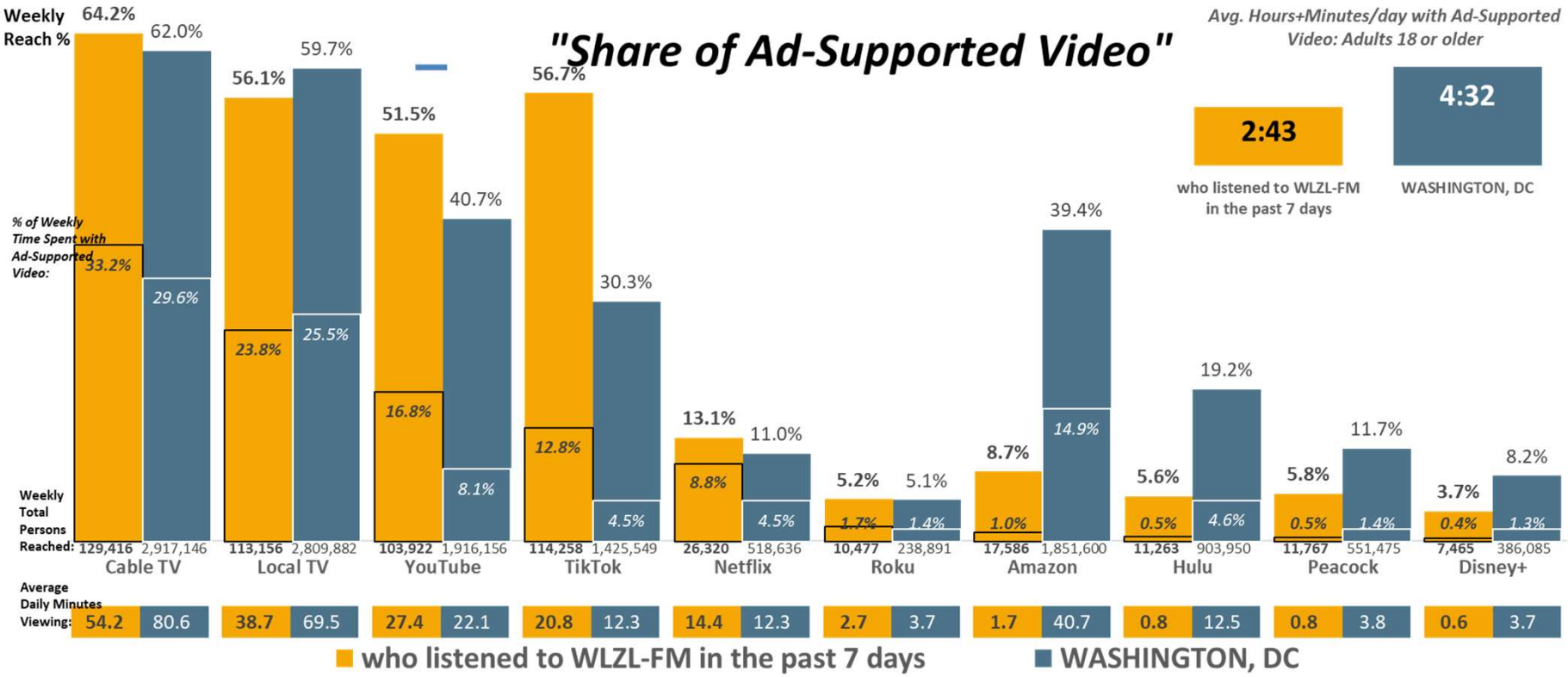
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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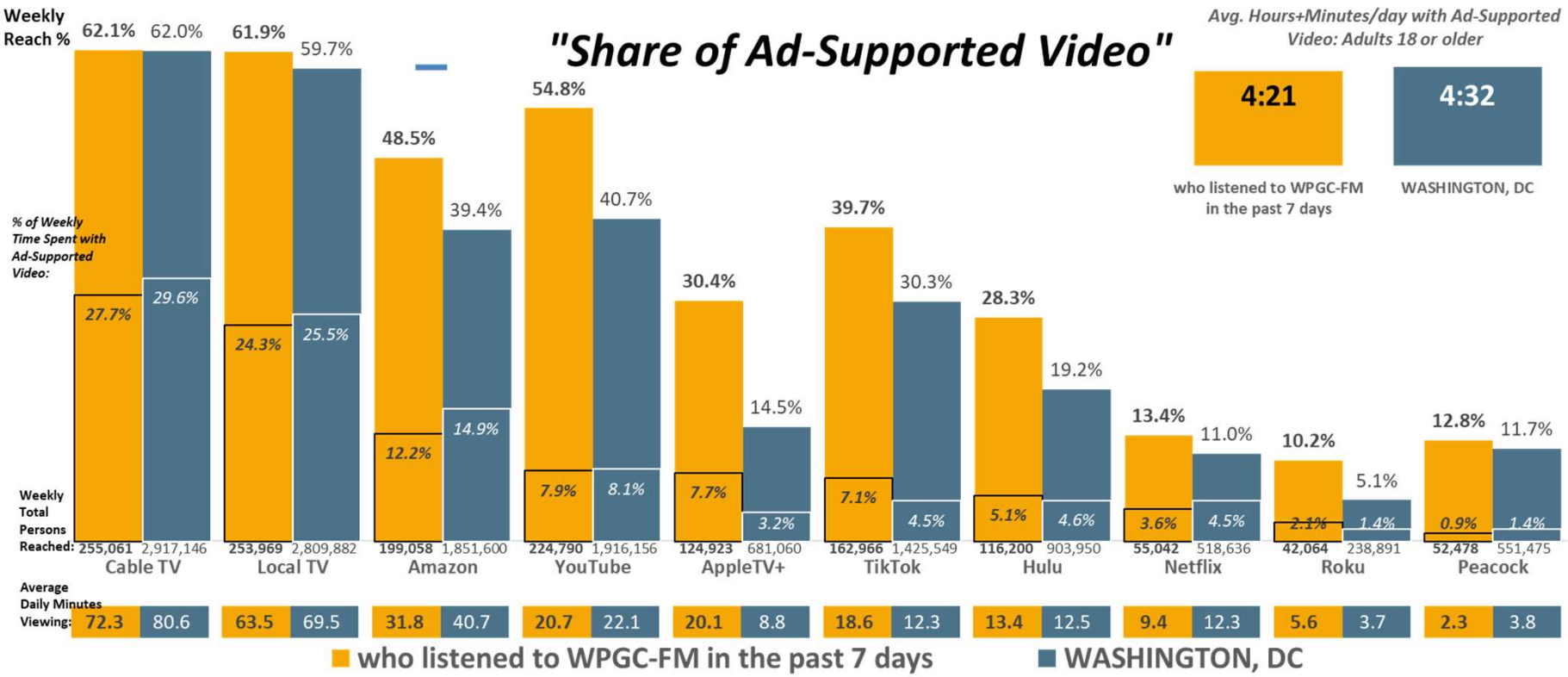
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WLZL-FM

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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

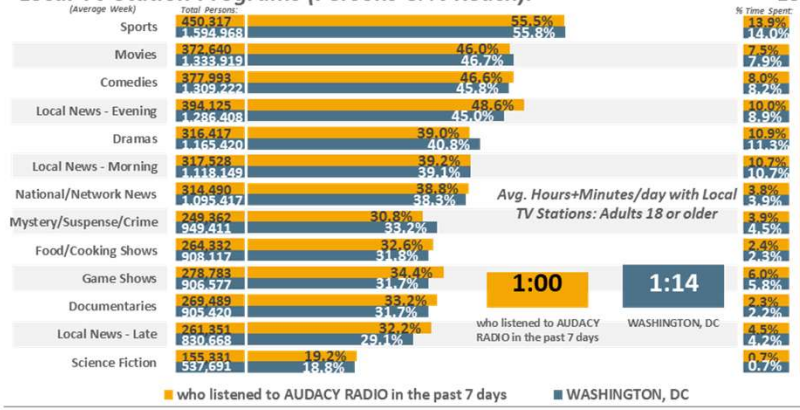
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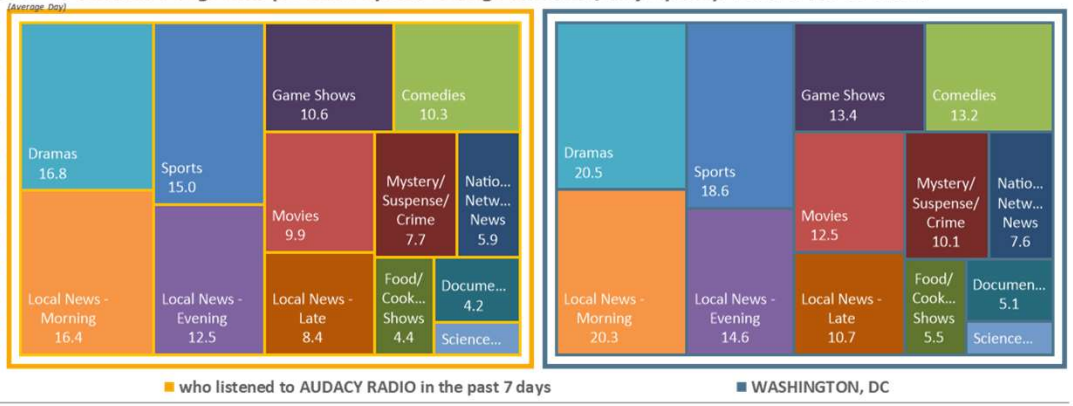
Radio Stations: WPGC-FM

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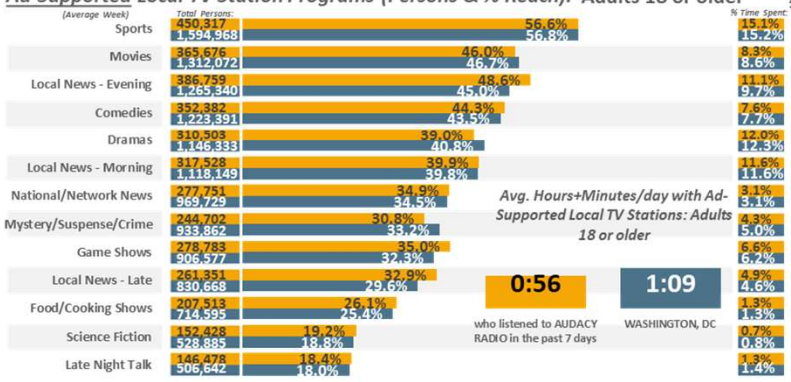
Local TV Station Programs (Persons & % Reach): Adults 18 or older



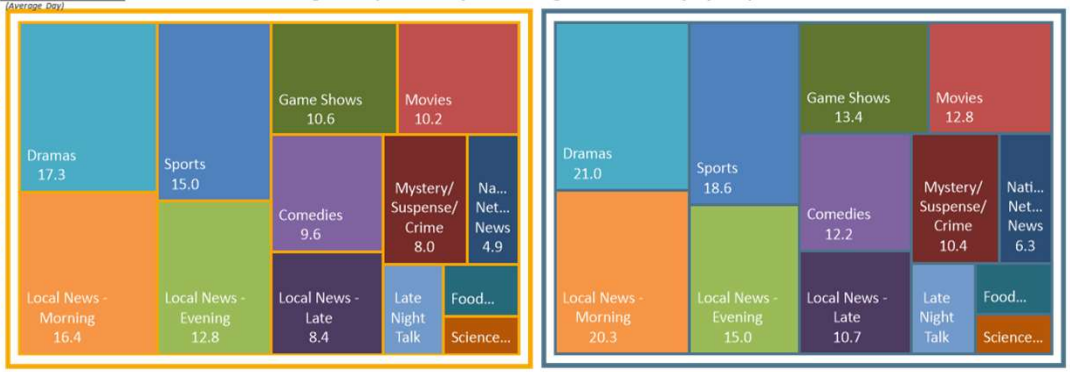
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

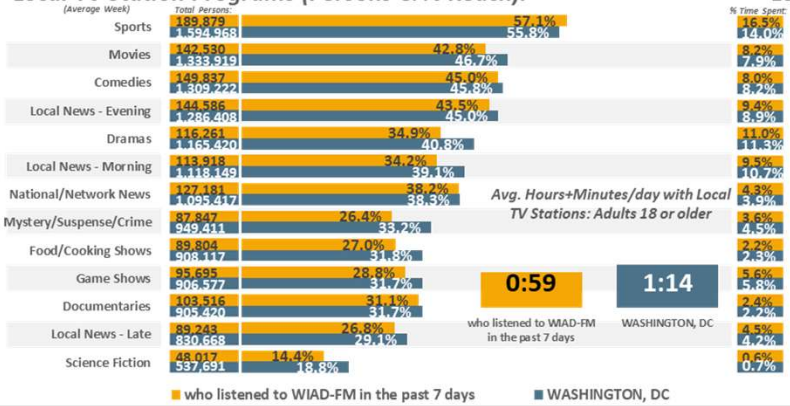
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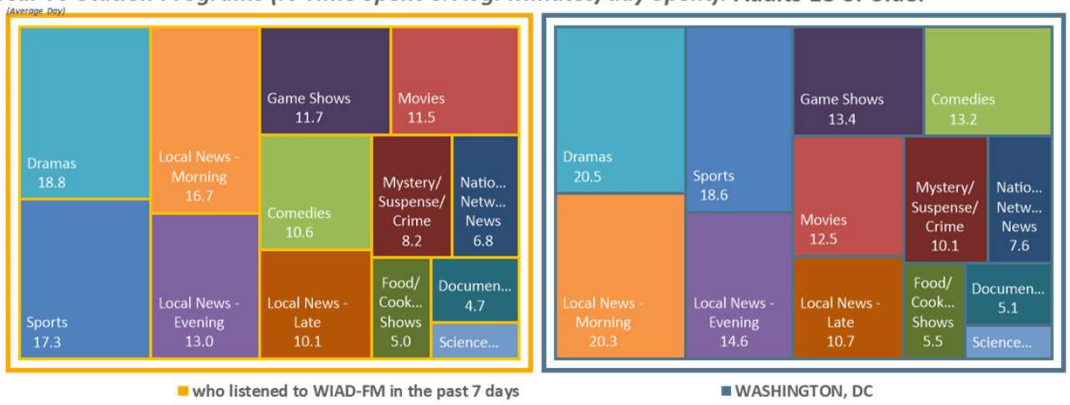
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

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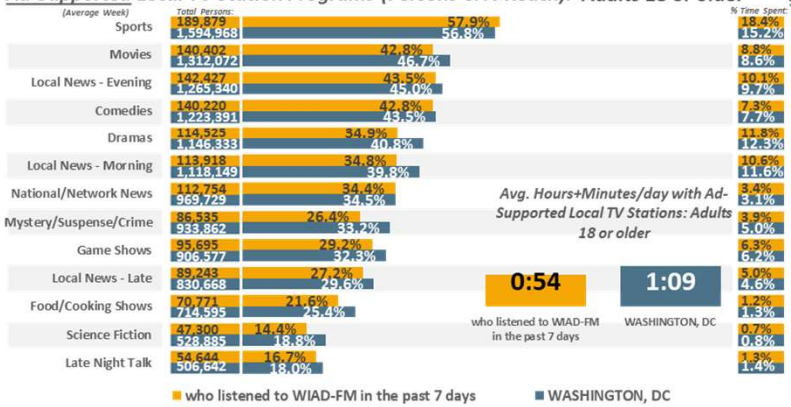
Local TV Station Programs (Persons & % Reach): Adults 18 or older



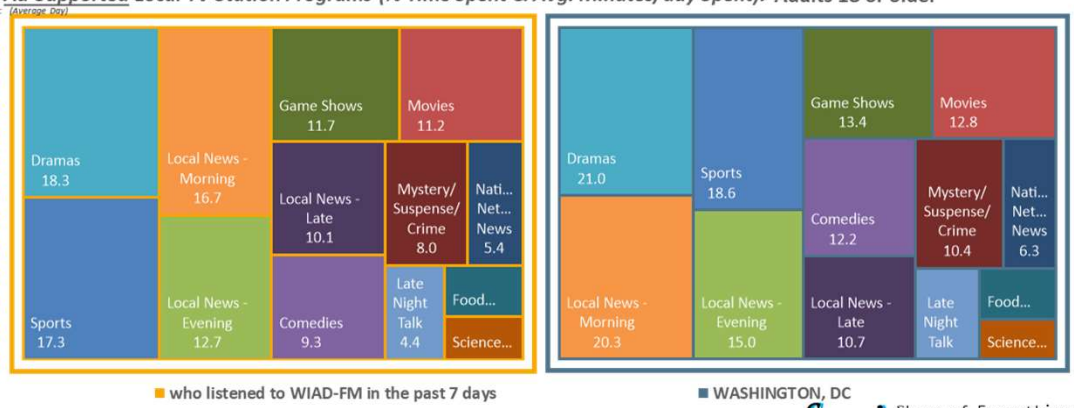
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

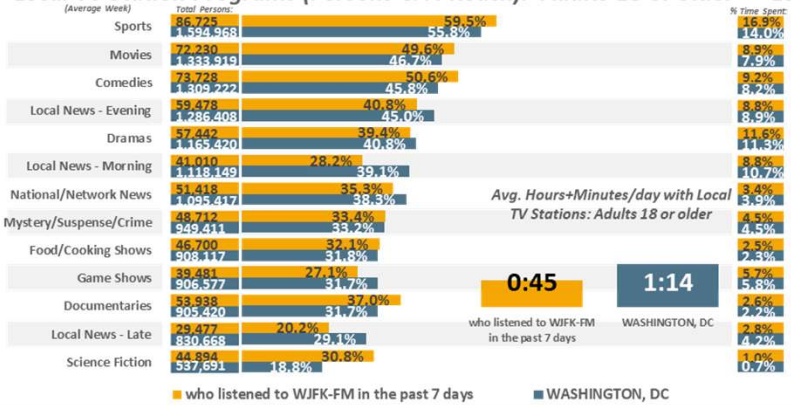
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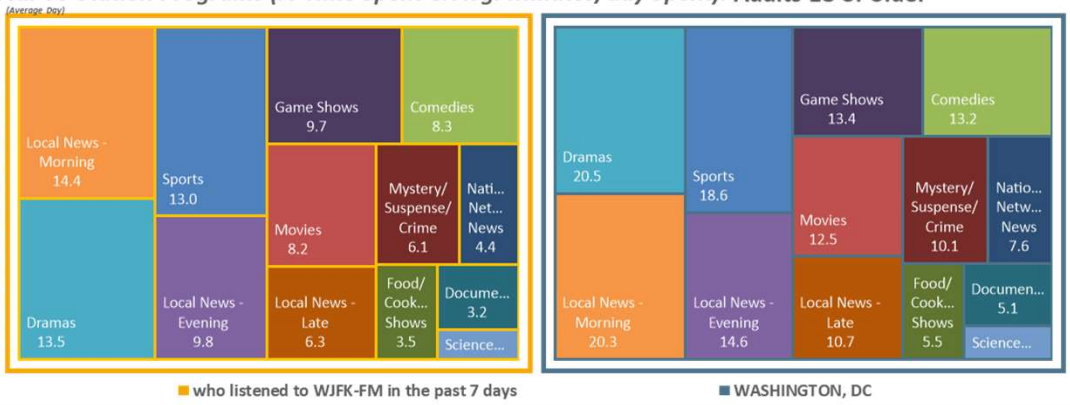
Radio Stations: WIAD-FM

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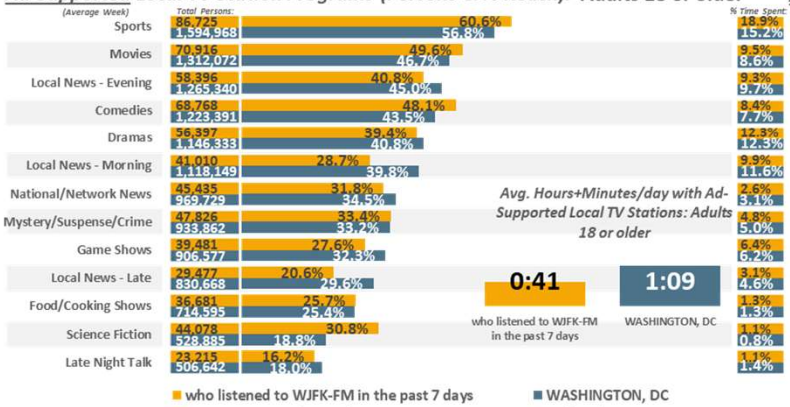
Local TV Station Programs (Persons & % Reach): Adults 18 or older



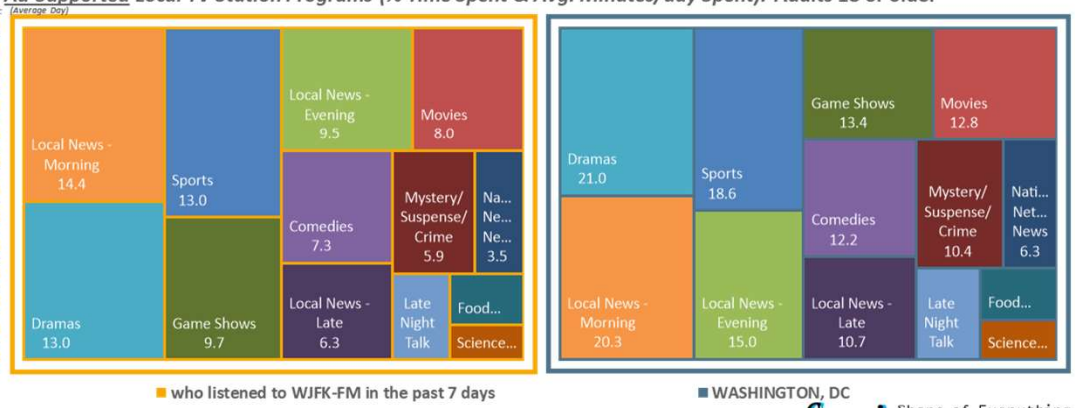
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

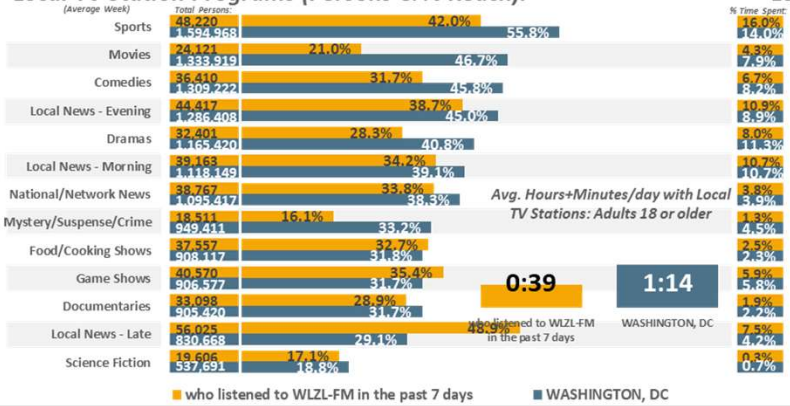
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Radio Stations: WJFK-FM

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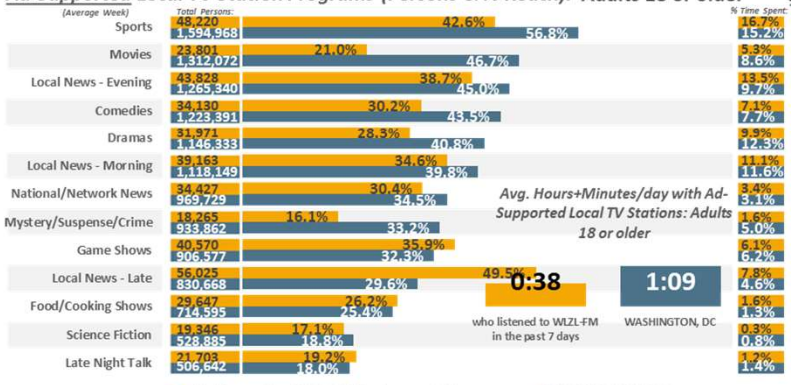
Local TV Station Programs (Persons & % Reach): Adults 18 or older



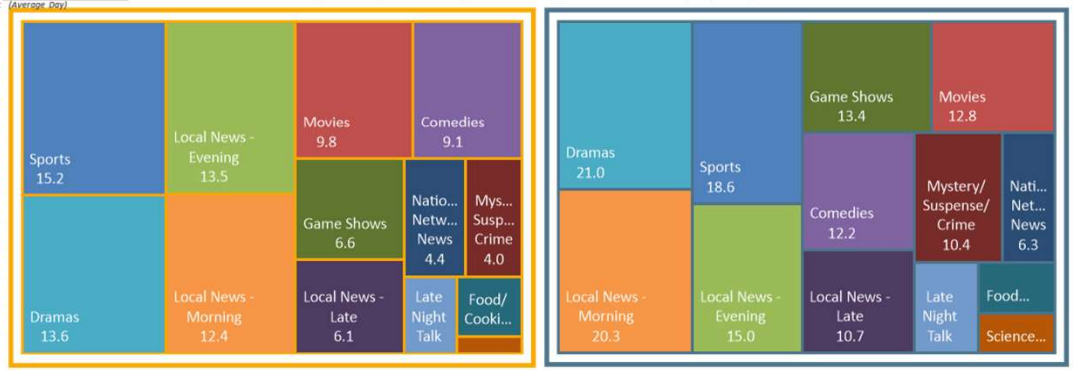
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

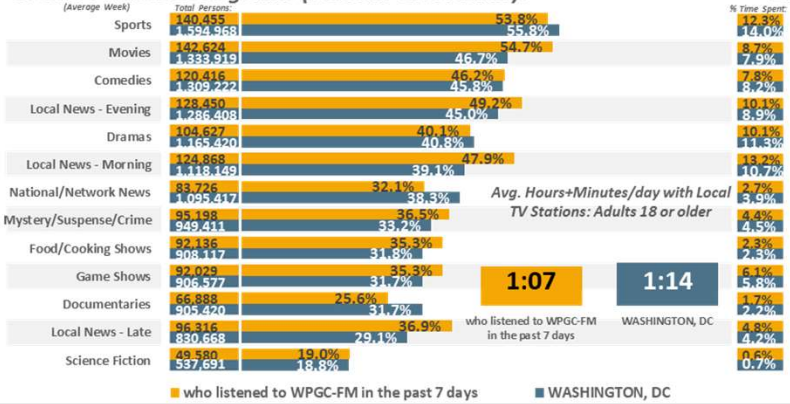
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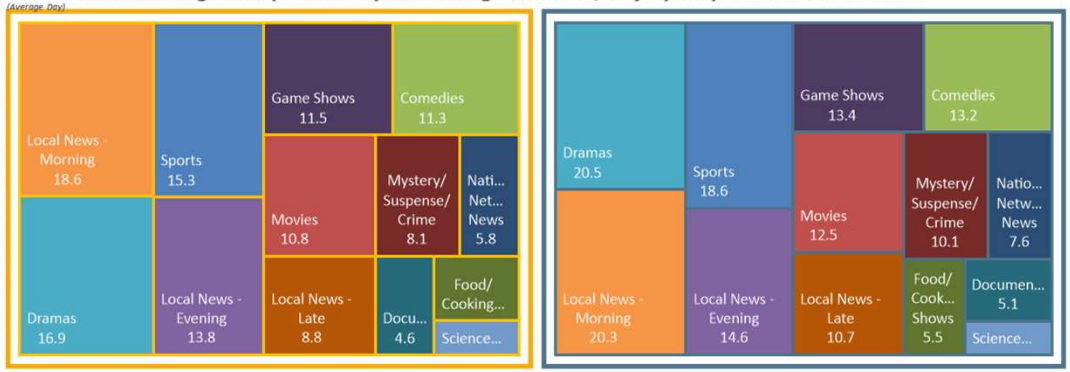
Radio Stations: WLZL-FM

253,969 or 61.9% of Adults 18 or older who listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

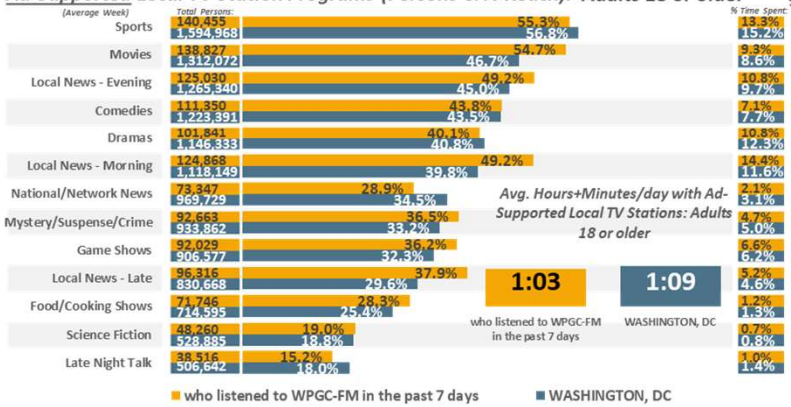
Local TV Station Programs (Persons & % Reach): Adults 18 or older



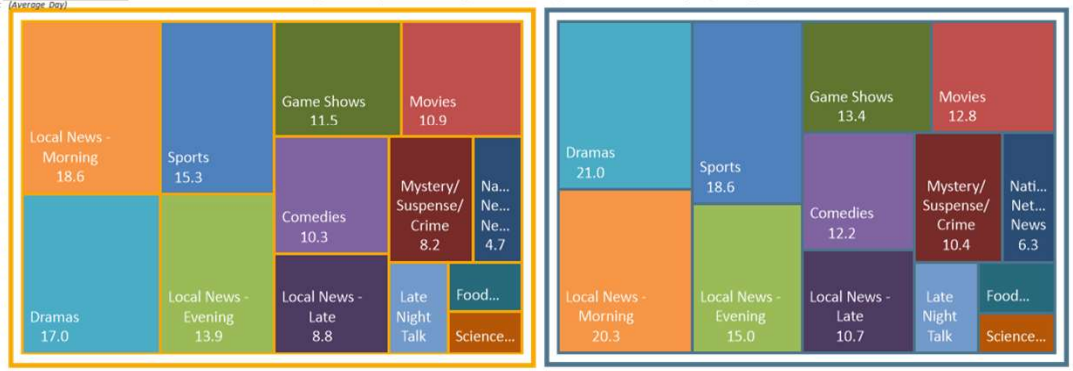
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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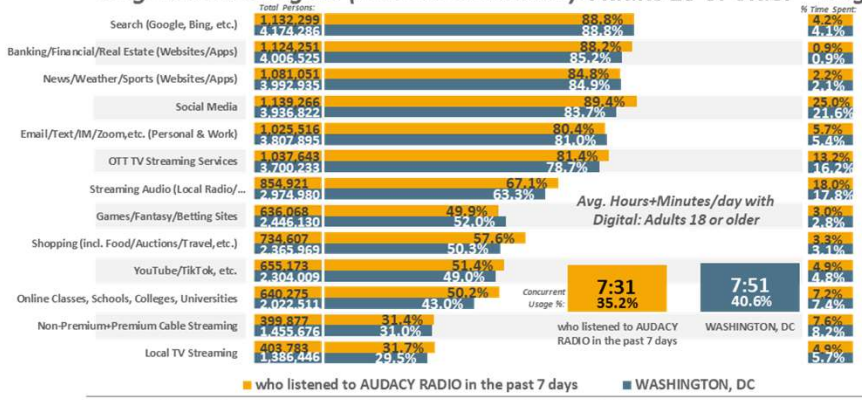
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Radio Stations: WPGC-FM

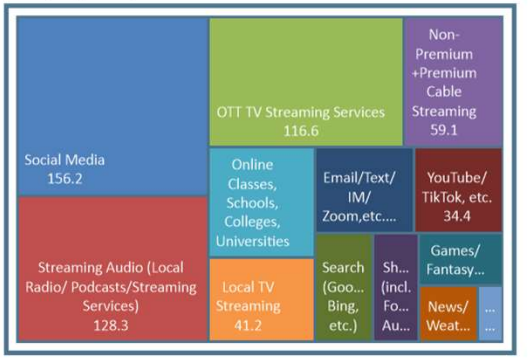
997,688 or 78.3% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Social Media for an average of 164.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

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

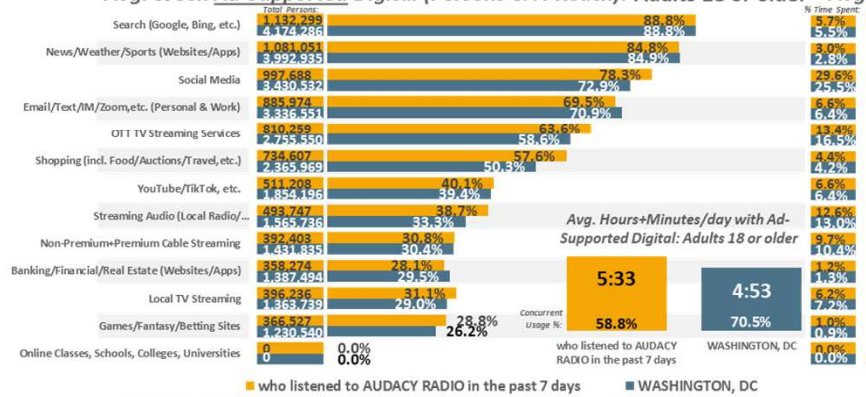


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

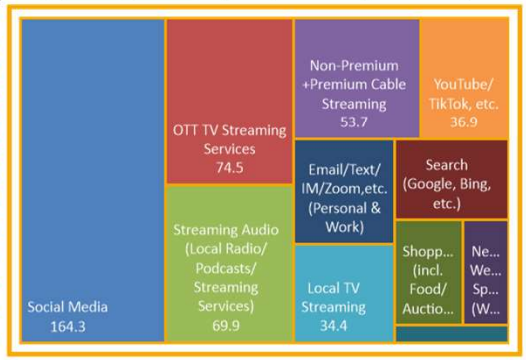


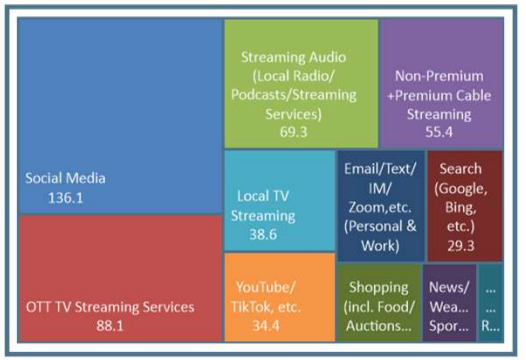


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

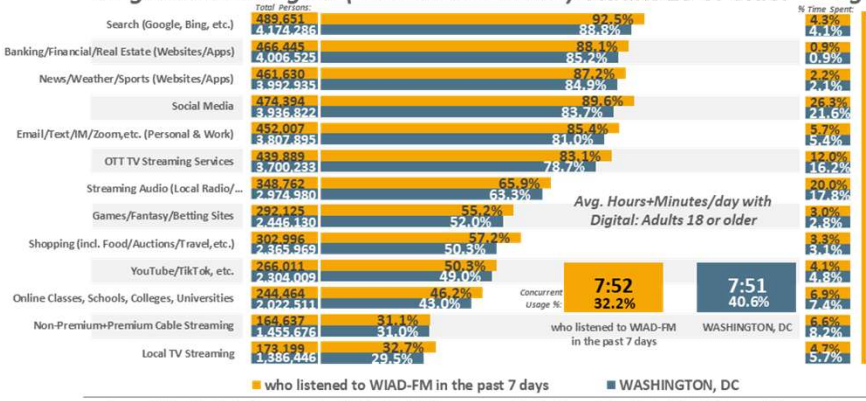
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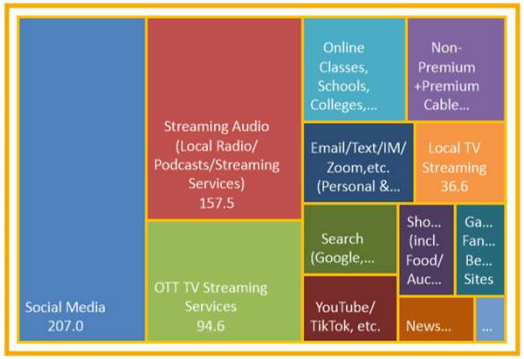
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

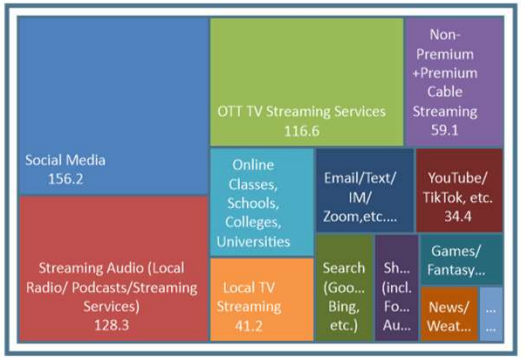
392,730 or 74.2% of Adults 18 or older who listened to WIAD-FM in the past 7 days use Ad-Supported Social Media for an average of 171.4 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

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



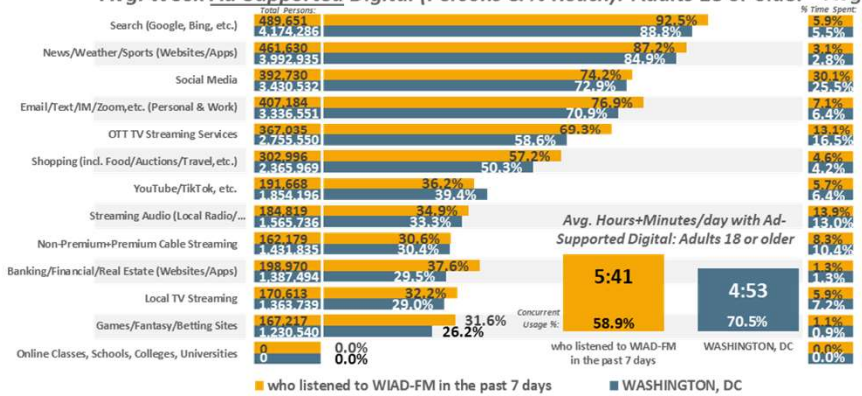
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



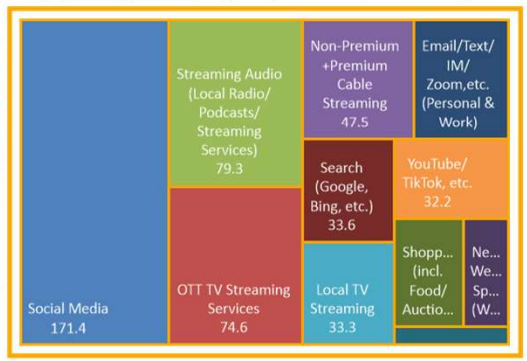


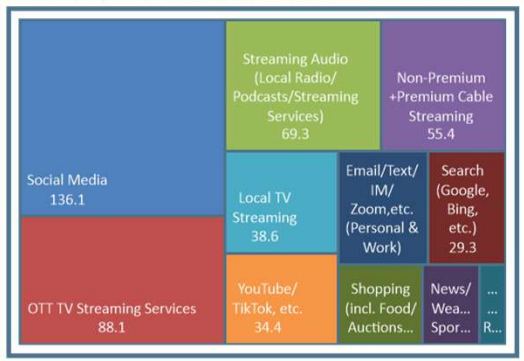
who listened to WIAD-FM in the past 7 days WASHINGTON, DC

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



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





who listened to WIAD-FM in the past 7 days WASHINGTON, DC

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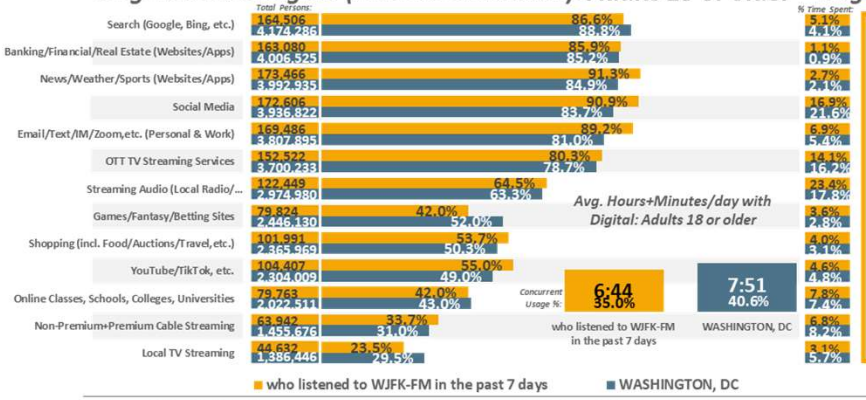
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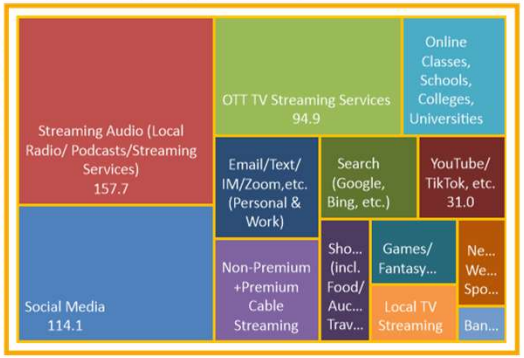
Radio Stations: WIAD-FM

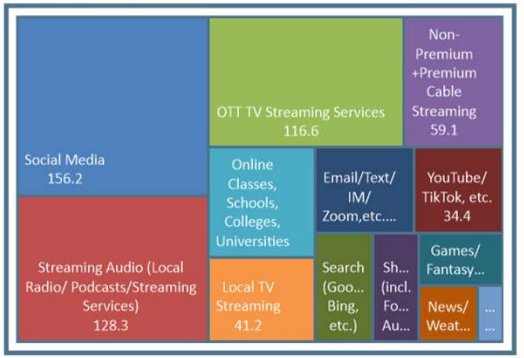
136,233 or 71.7% of Adults 18 or older who listened to WJFK-FM in the past 7 days use Ad-Supported Social Media for an average of 90. minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

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

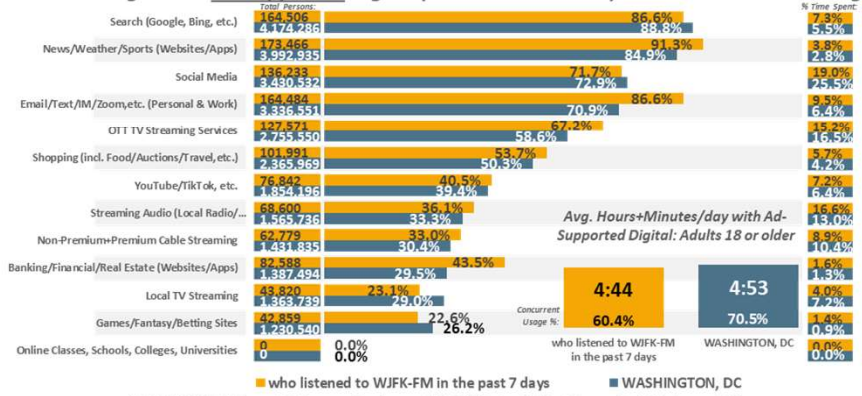


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

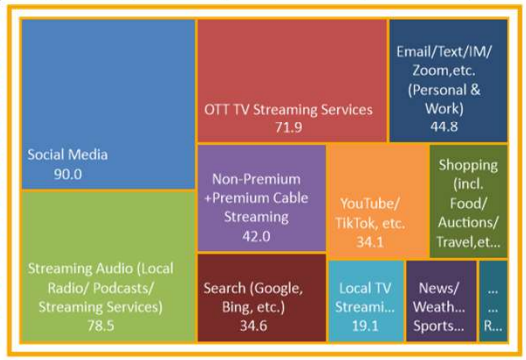


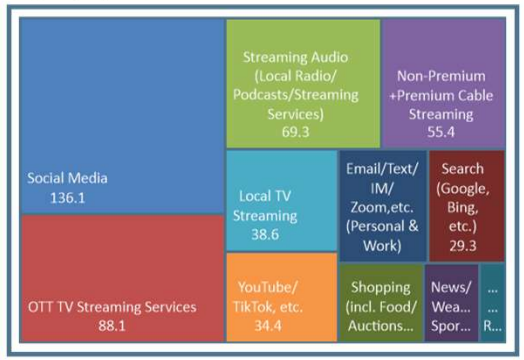


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

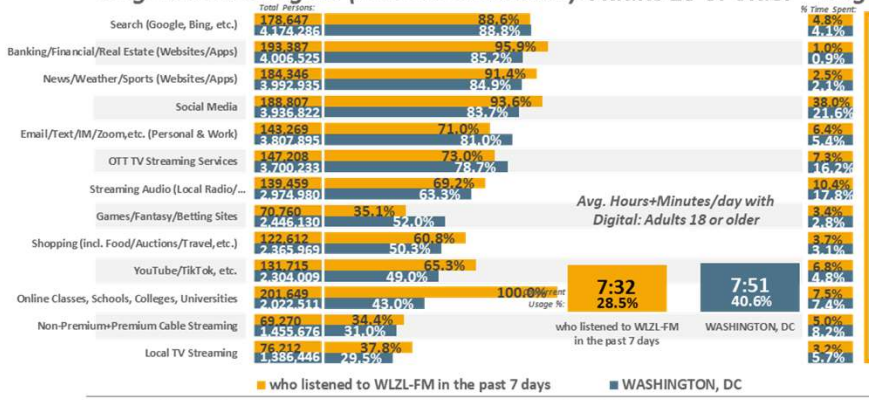
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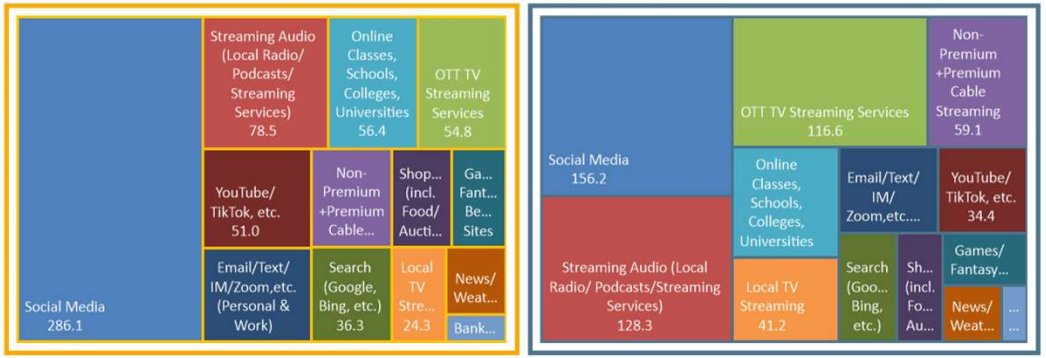
Radio Stations: WJFK-FM

167,790 or 83.2% of Adults 18 or older who listened to WLZL-FM in the past 7 days use Ad-Supported Social Media for an average of 254.3 minutes every day representing 46.2% of all time spent daily with Ad-Supported Digital Media.

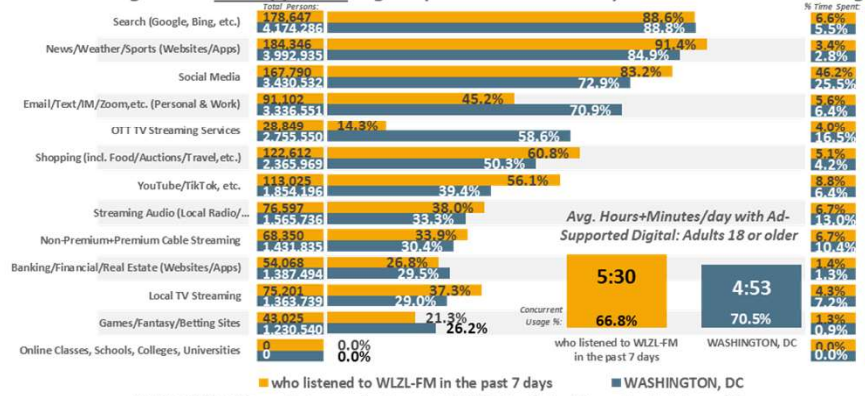
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

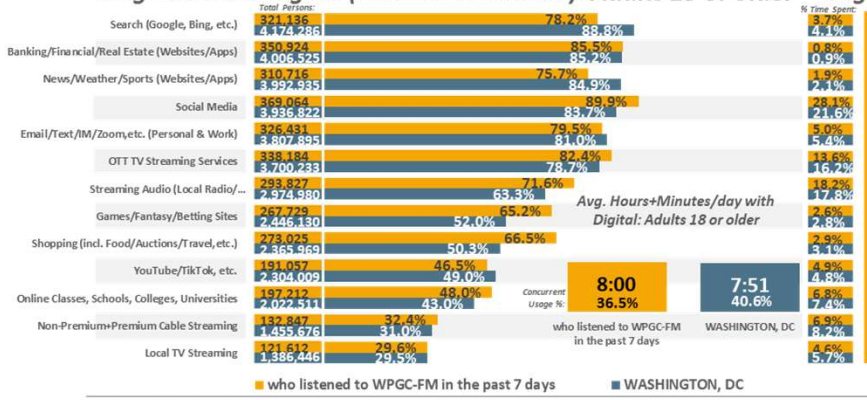
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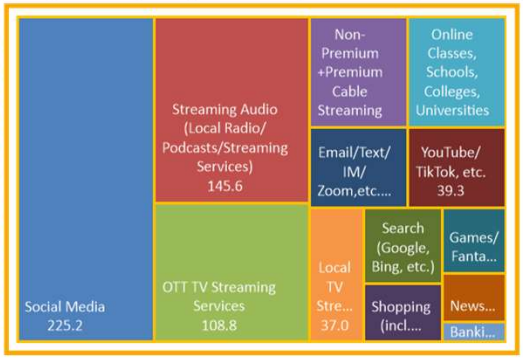
Radio Stations: WLZL-FM

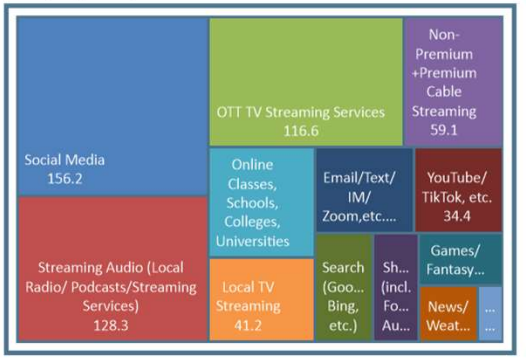
344,328 or 83.9% of Adults 18 or older who listened to WPGC-FM in the past 7 days use Ad-Supported Social Media for an average of 210.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Digital Media.

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

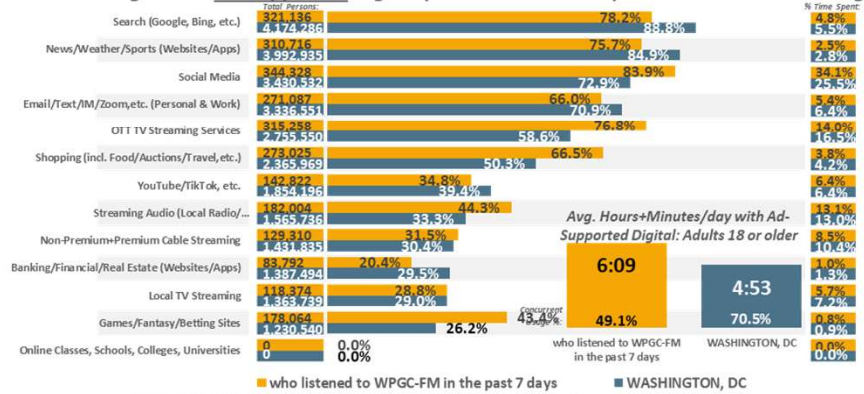


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

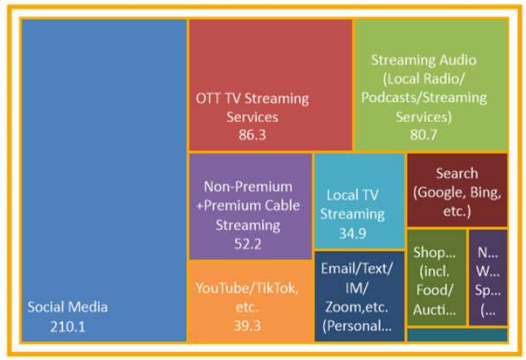


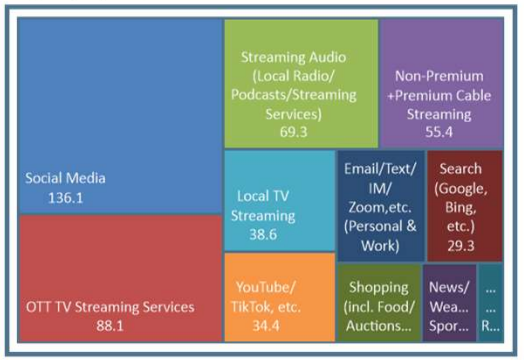


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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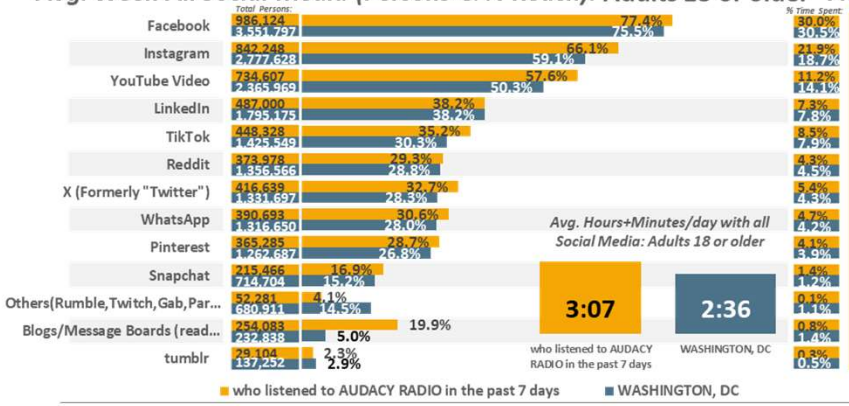
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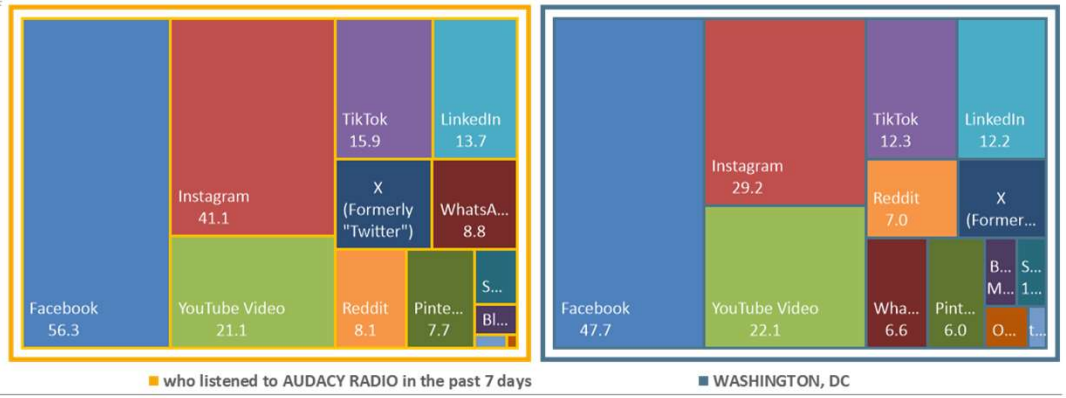
Radio Stations: WPGC-FM

986,124 or 77.4% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

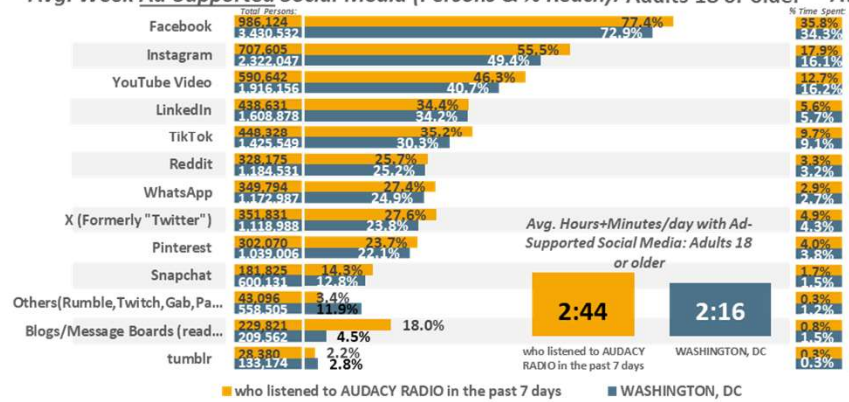
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



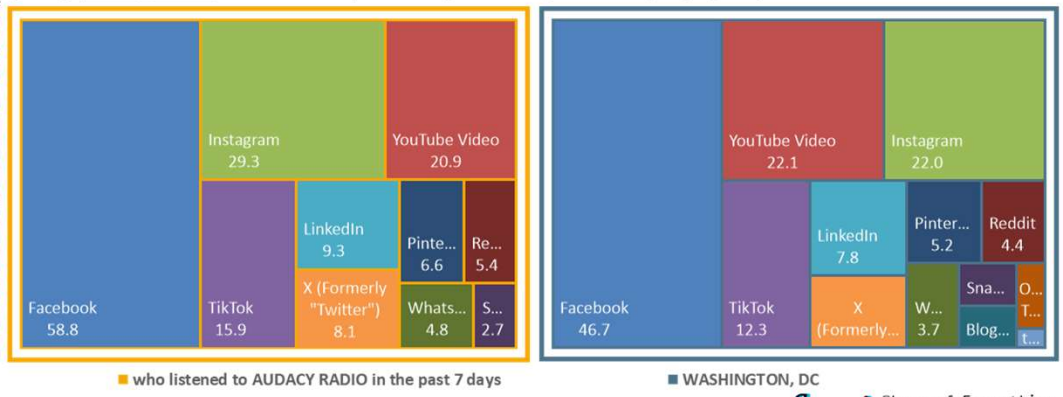
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

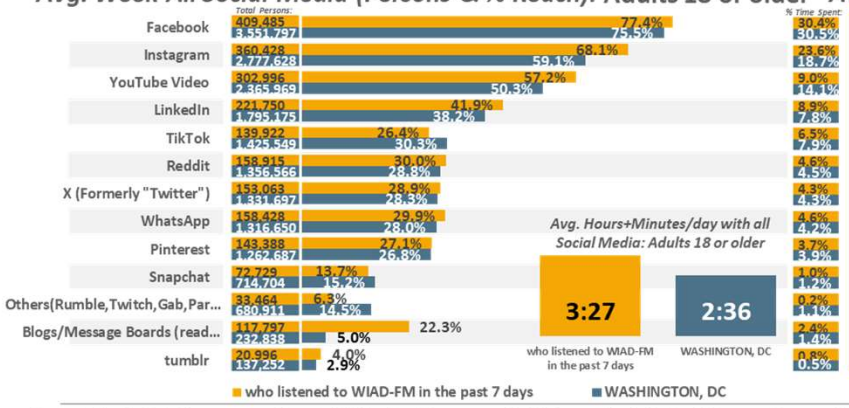
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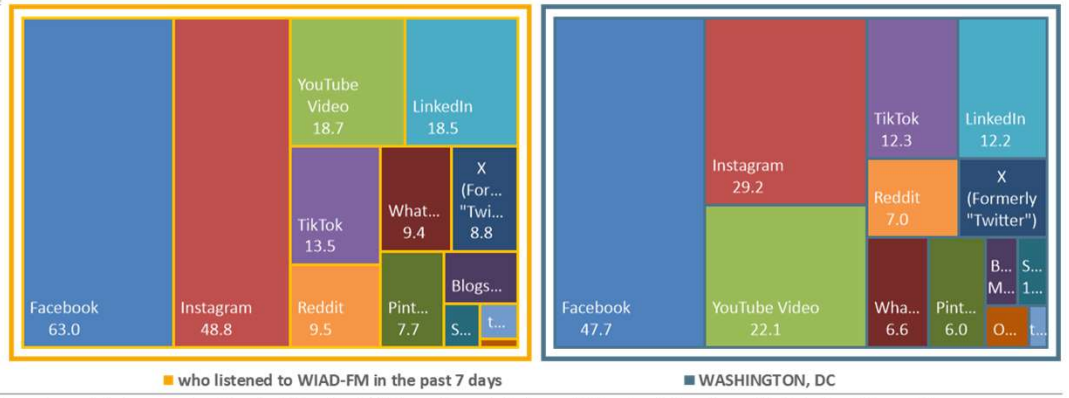
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

392,730 or 74.2% of Adults 18 or older who listened to WIAD-FM in the past 7 days use Ad-Supported Facebook for an average of 63.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

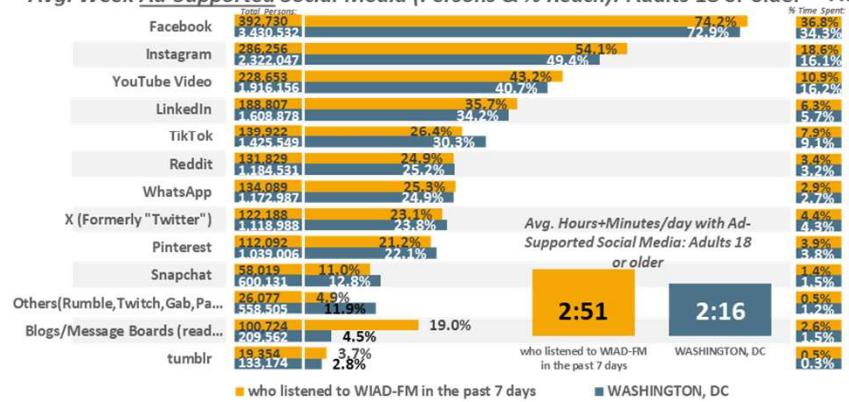
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



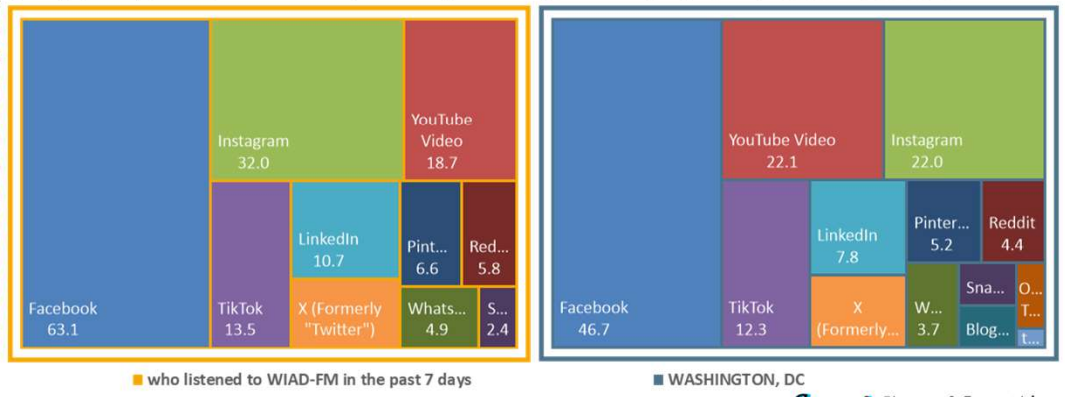
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

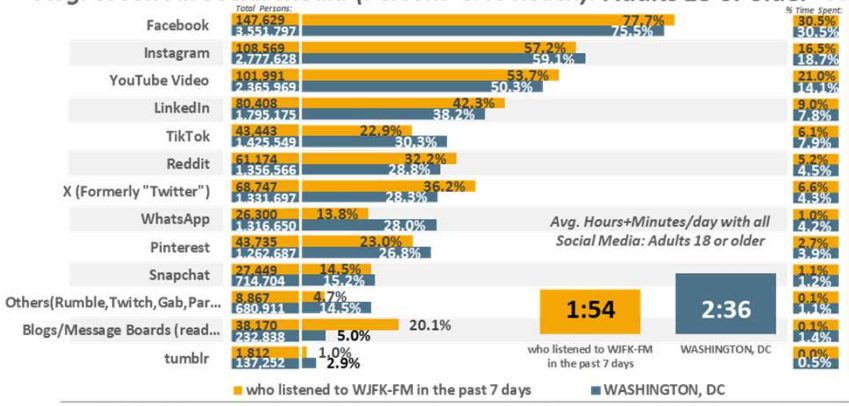
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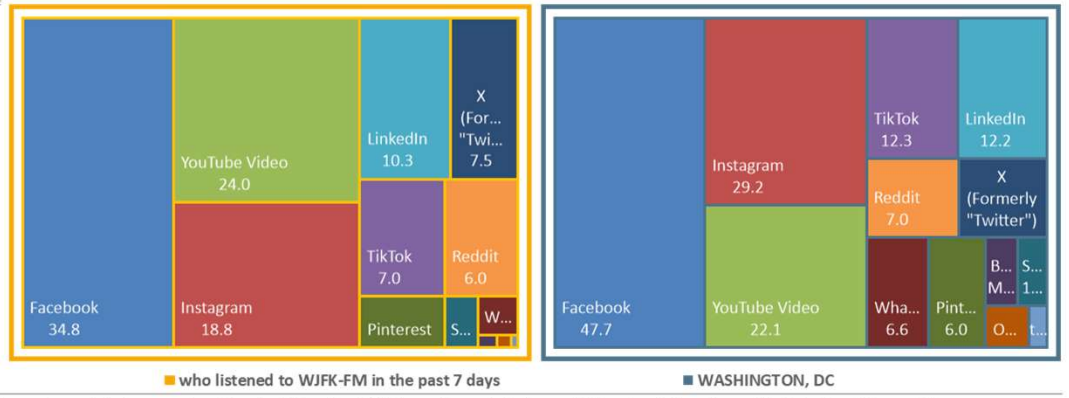
Radio Stations: WIAD-FM

136,233 or 71.7% of Adults 18 or older who listened to WJFK-FM in the past 7 days use Ad-Supported Facebook for an average of 27.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

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



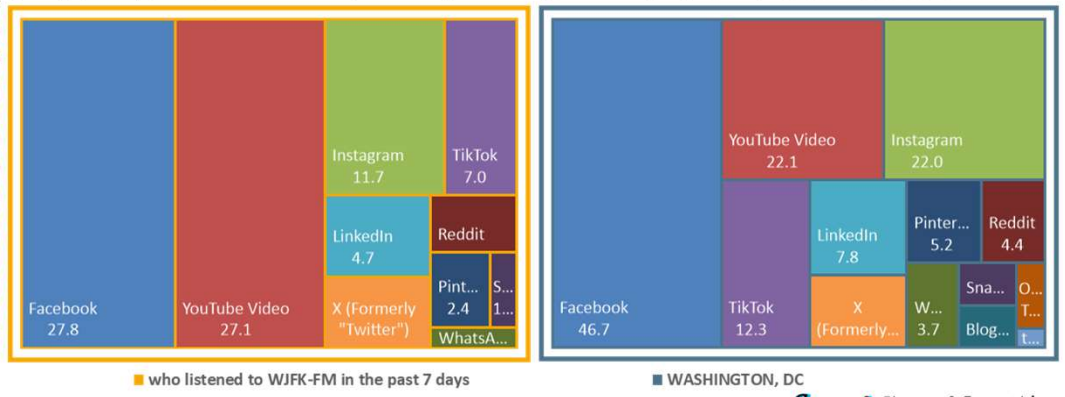
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

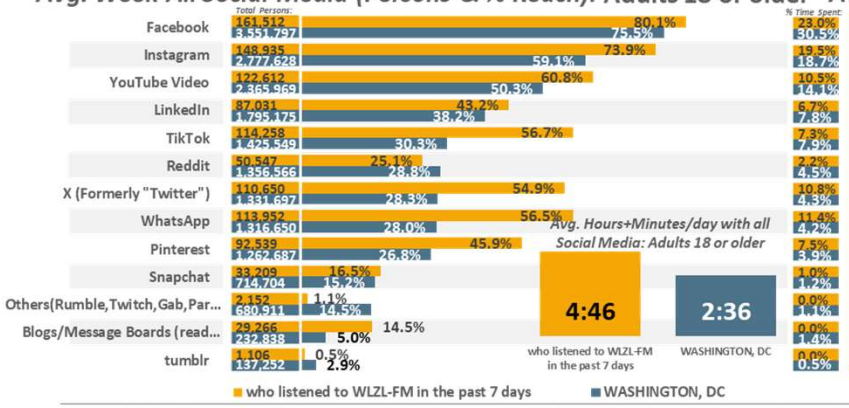
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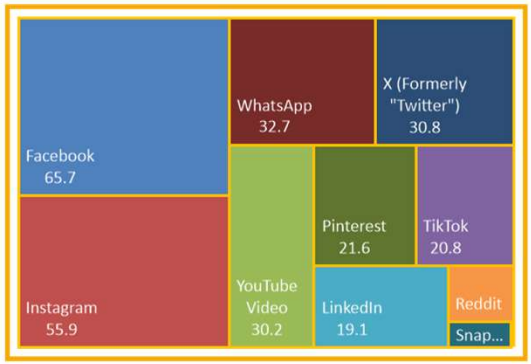
Radio Stations: WJFK-FM

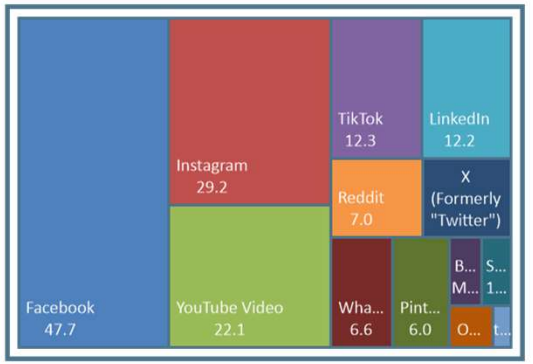
161,512 or 80.1% of Adults 18 or older who listened to WLZL-FM in the past 7 days use Ad-Supported Facebook for an average of 85.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



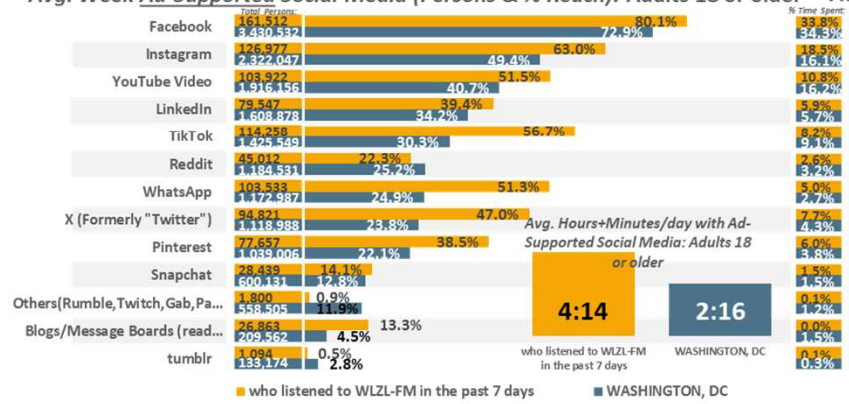
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



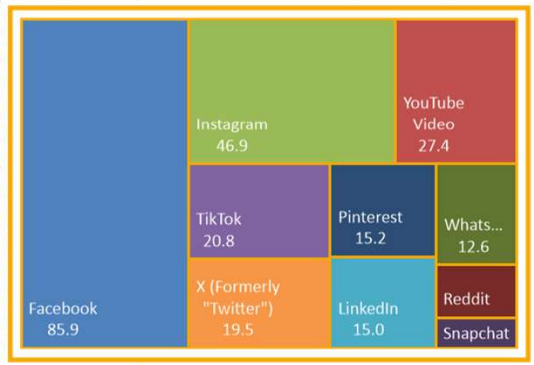


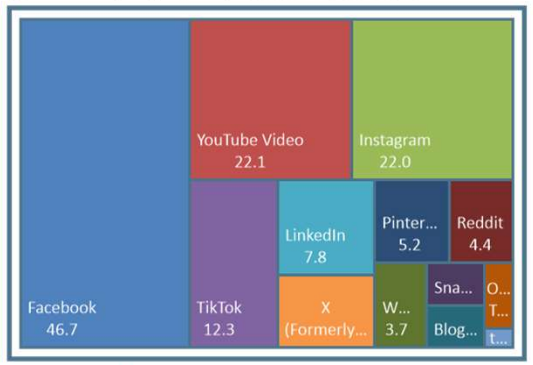
who listened to WLZL-FM in the past 7 days ■ WASHINGTON, DC

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



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





who listened to WLZL-FM in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

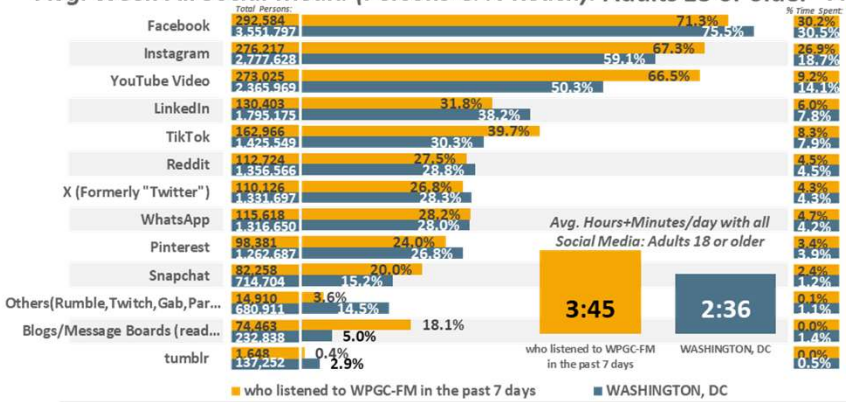
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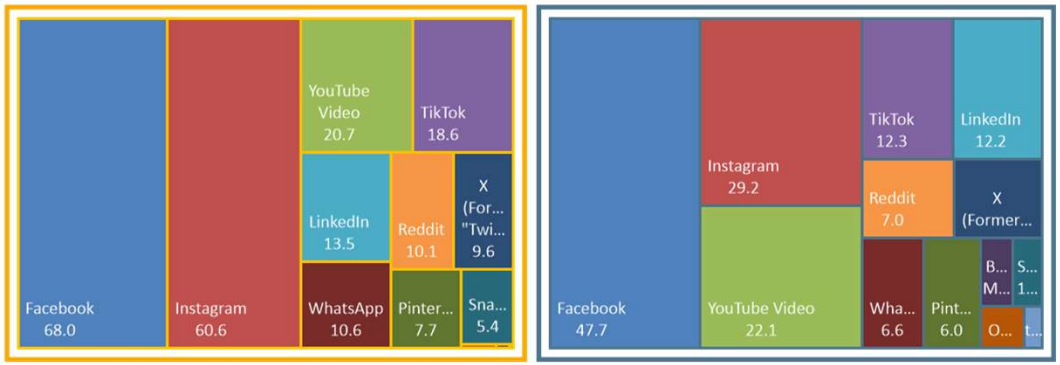
Radio Stations: WLZL-FM

292,584 or 71.3% of Adults 18 or older who listened to WPGC-FM in the past 7 days use Ad-Supported Facebook for an average of 76.2 minutes every day representing 36.3% 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

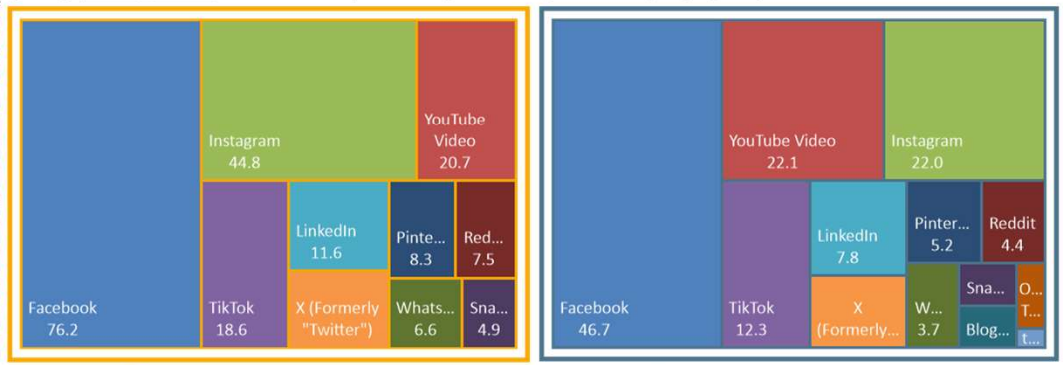


who listened to WPGC-FM in the past 7 days ■ WASHINGTON, DC

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



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



who listened to WPGC-FM in the past 7 days ■ WASHINGTON, DC

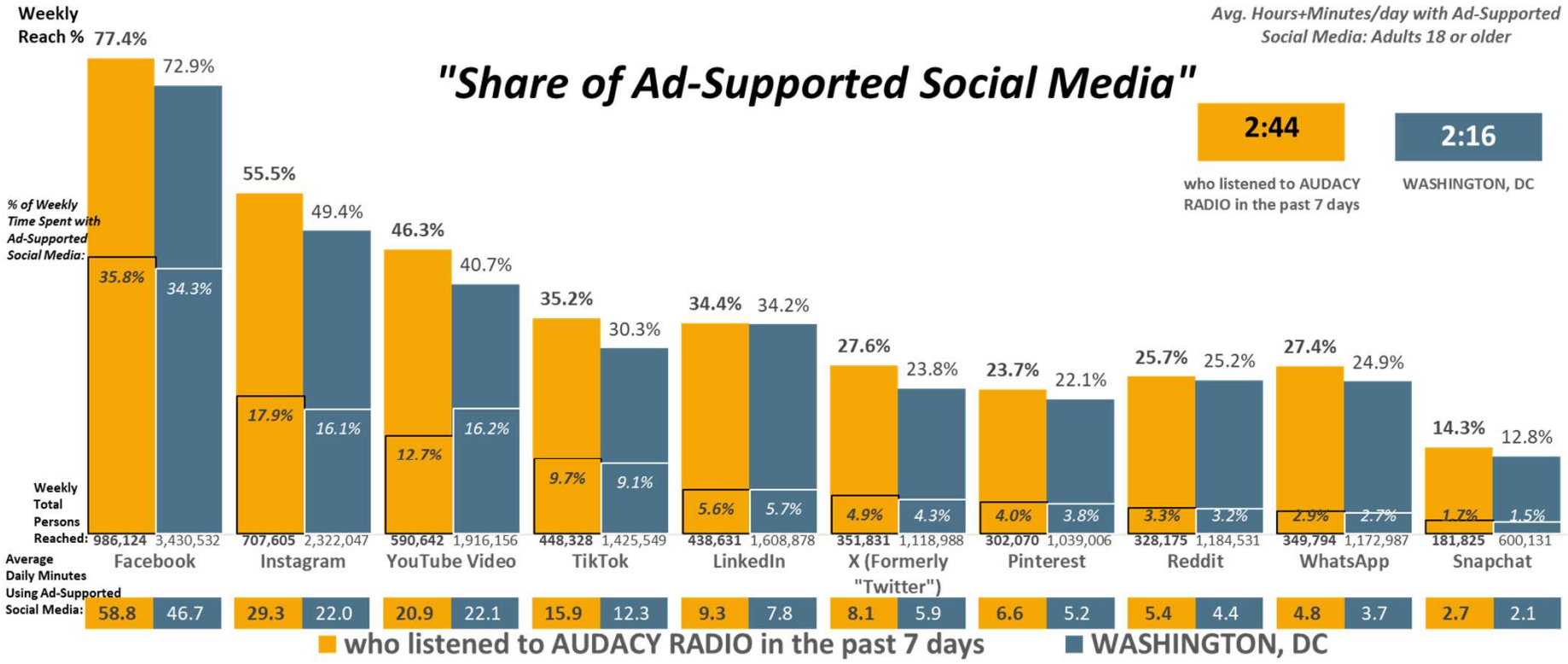
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

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Radio Stations: WPGC-FM

986,124 or 77.4% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



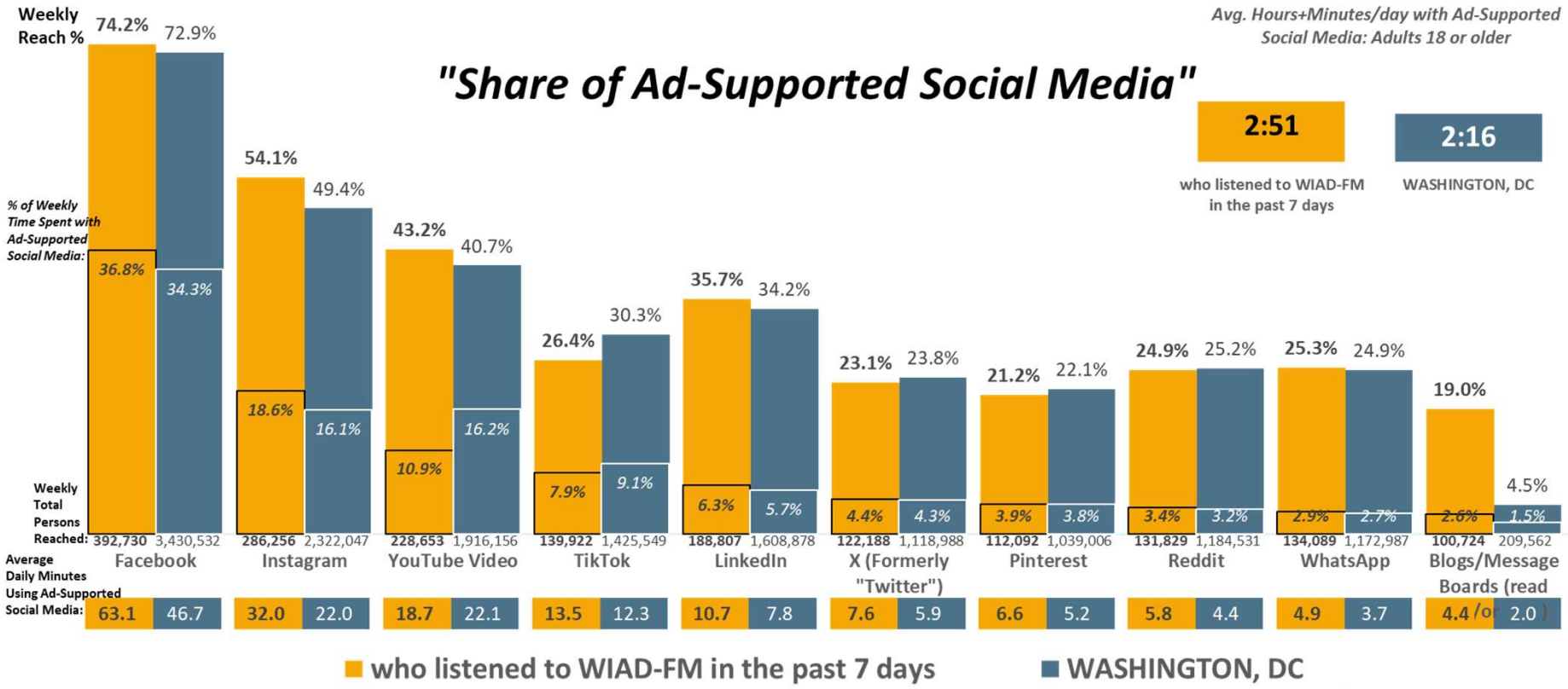
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

392,730 or 74.2% of Adults 18 or older who listened to WIAD-FM in the past 7 days use Ad-Supported Facebook for an average of 63.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.



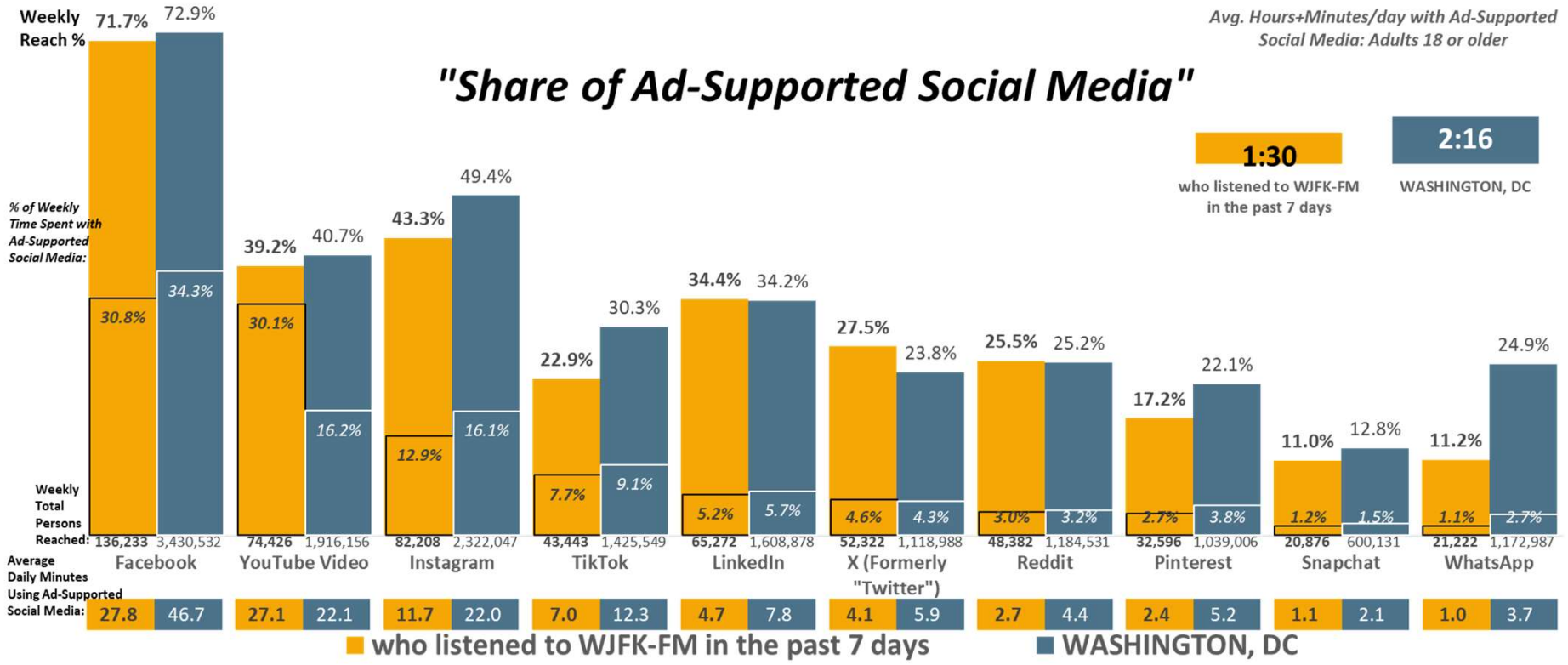
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WIAD-FM

136,233 or 71.7% of Adults 18 or older who listened to WJFK-FM in the past 7 days use Ad-Supported Facebook for an average of 27.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.



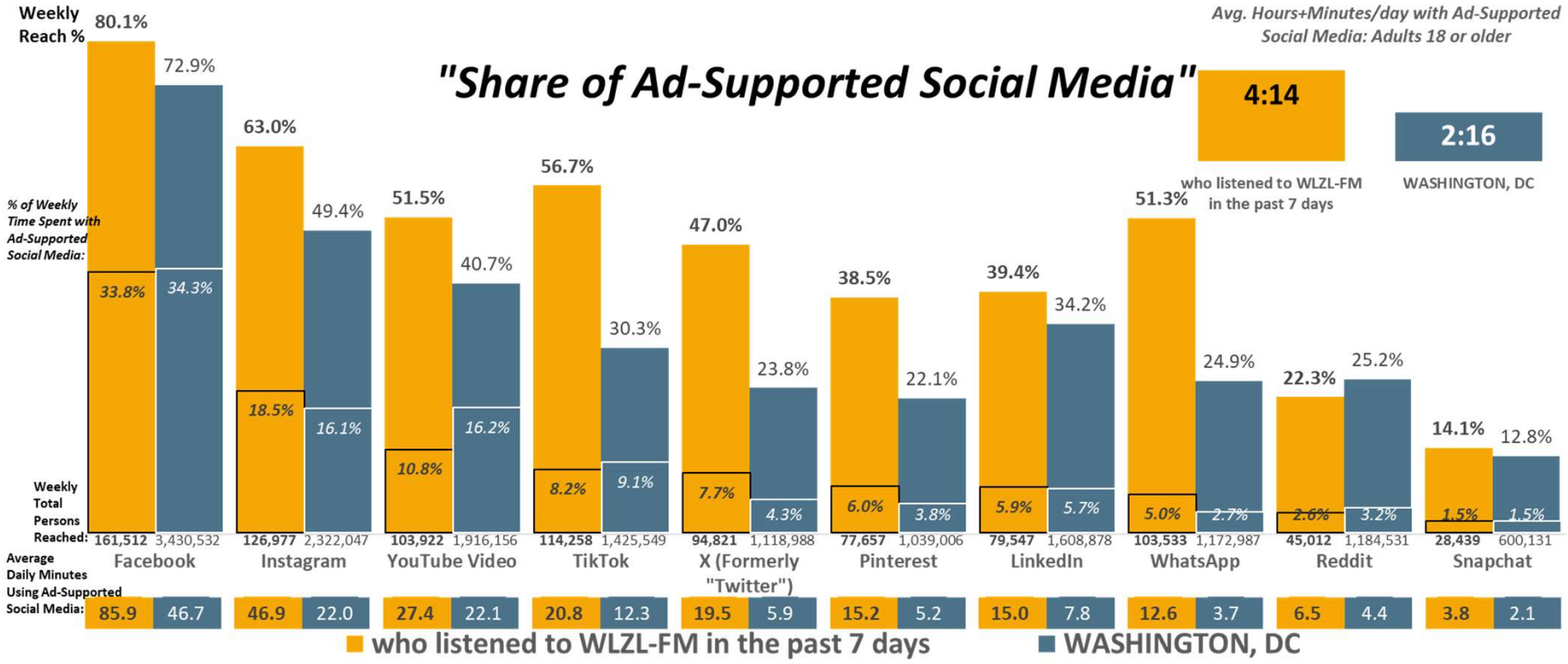
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WJFK-FM

161,512 or 80.1% of Adults 18 or older who listened to WLZL-FM in the past 7 days use Ad-Supported Facebook for an average of 85.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



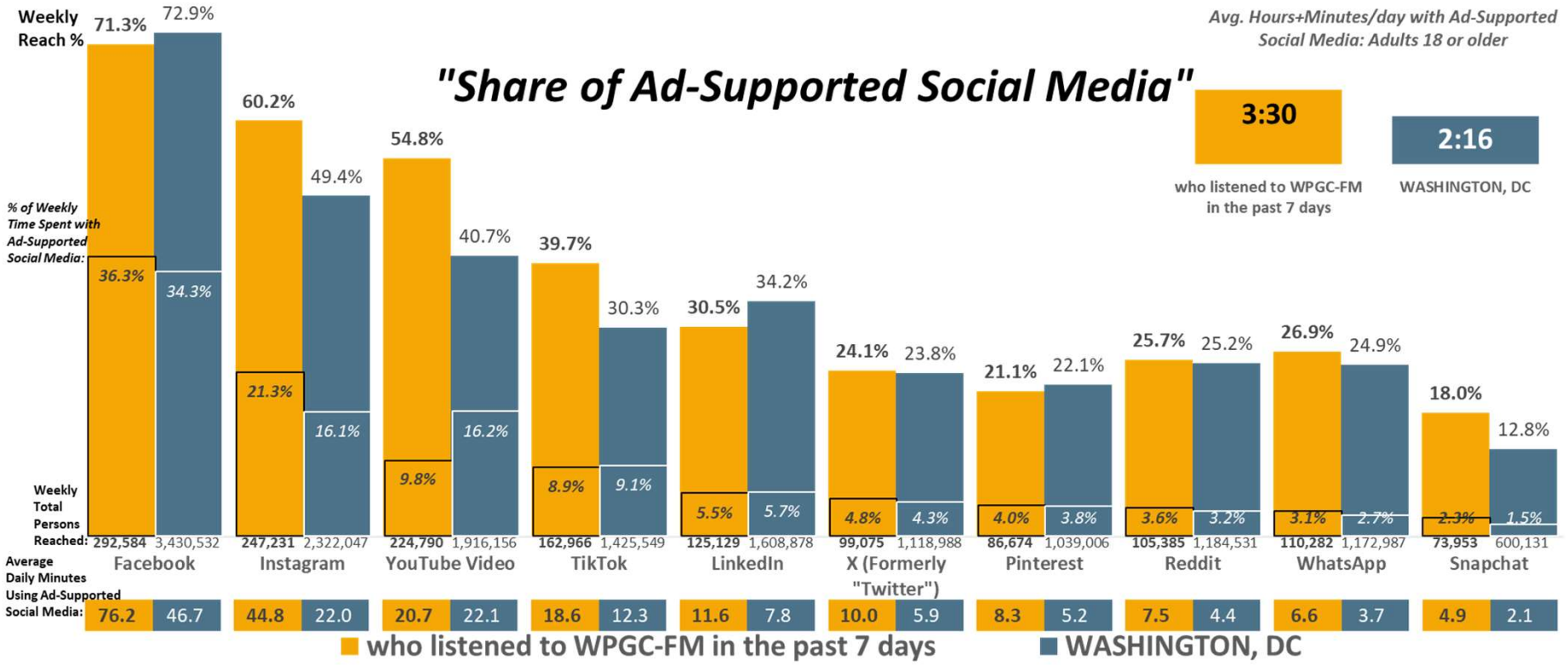
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WLZL-FM

292,584 or 71.3% of Adults 18 or older who listened to WPGC-FM in the past 7 days use Ad-Supported Facebook for an average of 76.2 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



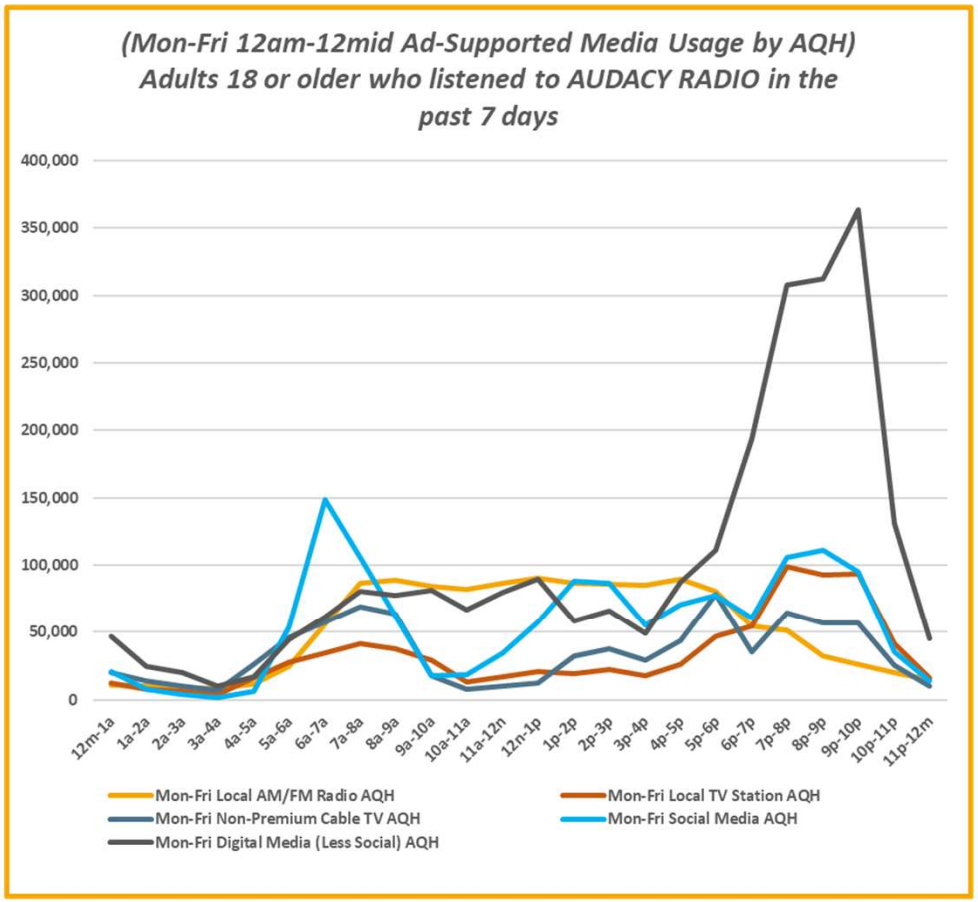
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

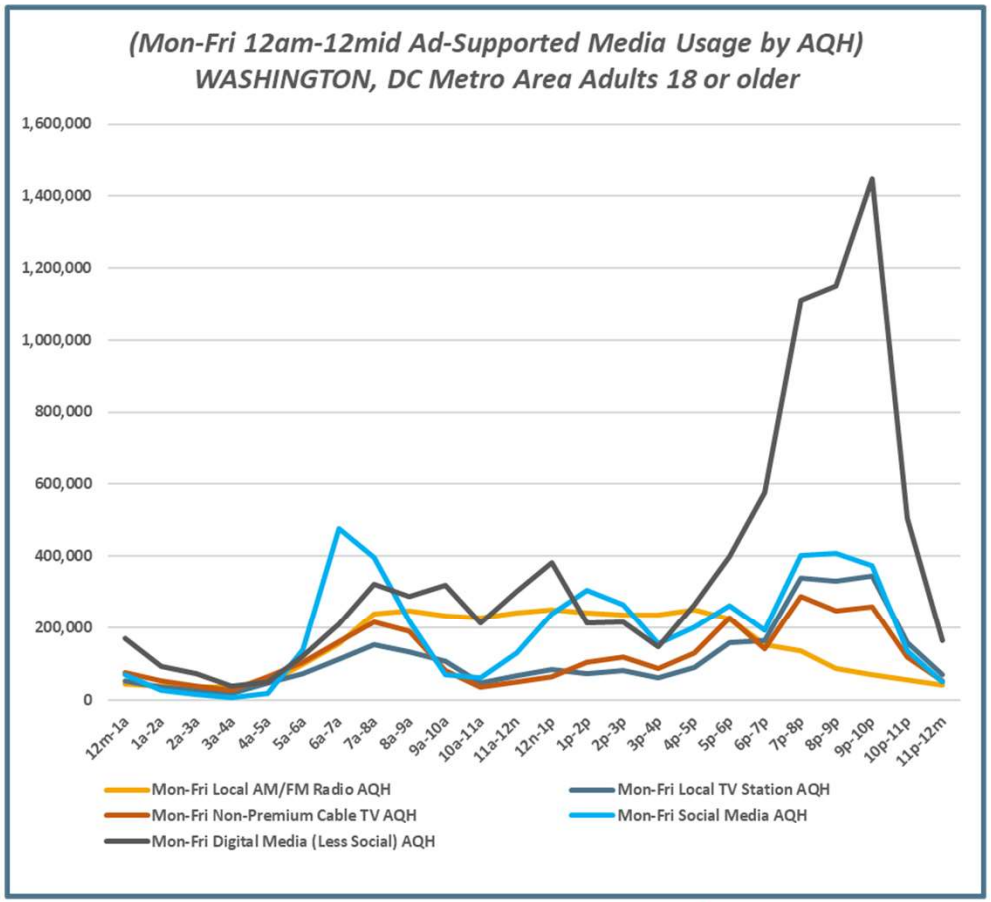
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Radio Stations: WPGC-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 84,753; Local Radio: 81,212; Social Media: 67,937; Non-Prem. Cable: 38,032; Local TV: 29,184 reaching Adults 18 or older who listened to AUDACY RADIO in the past 7 days.





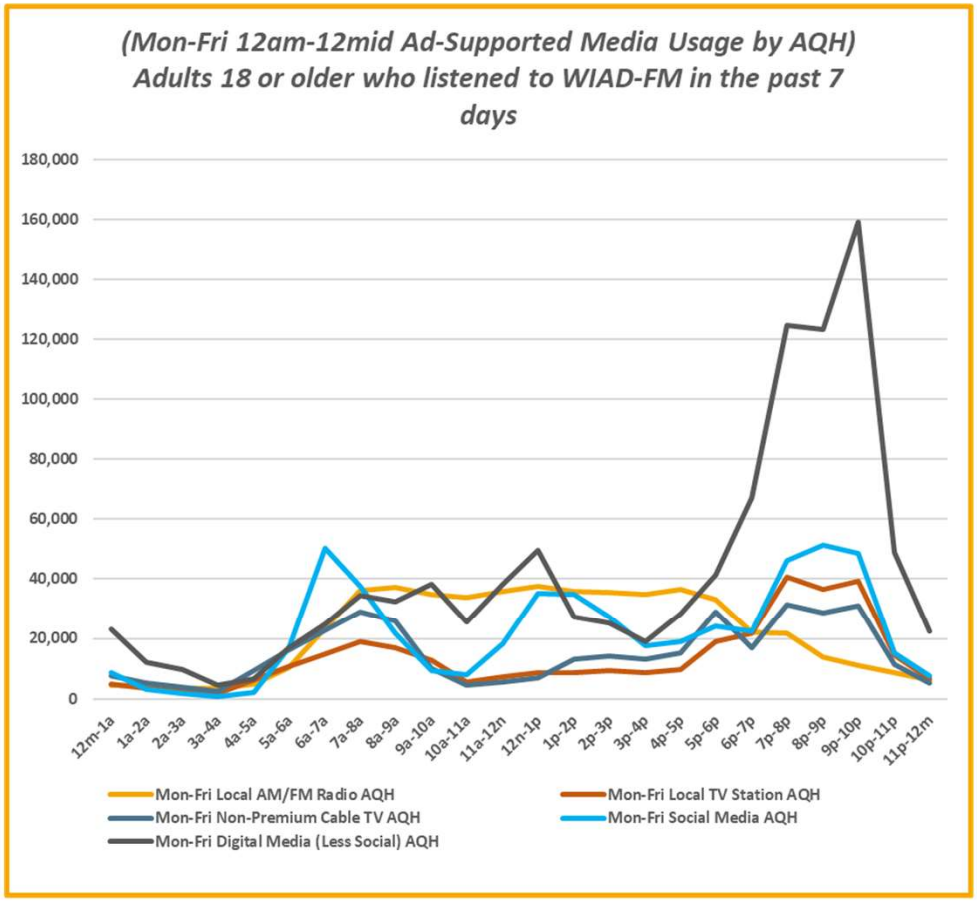
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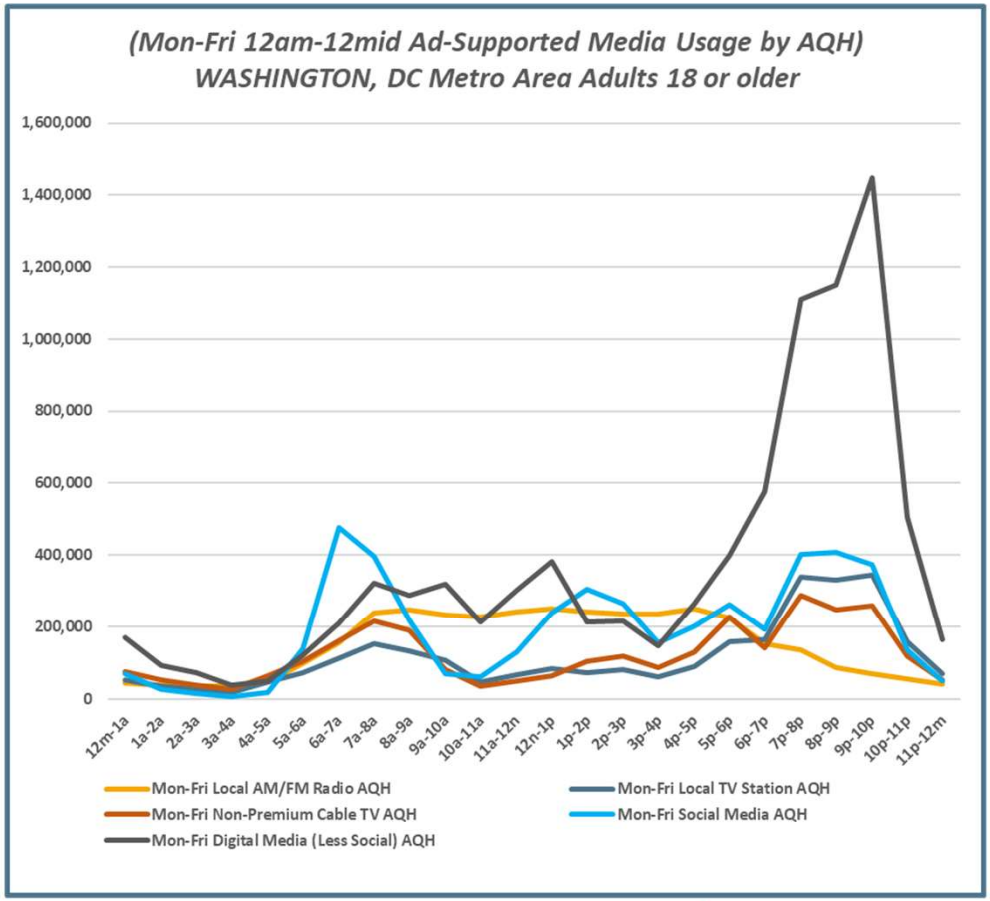
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,773; Local Radio: 33,608; Social Media: 24,977; Non-Prem. Cable: 15,769; Local TV: 12,402 reaching Adults 18 or older who listened to WIAD-FM in the past 7 days.





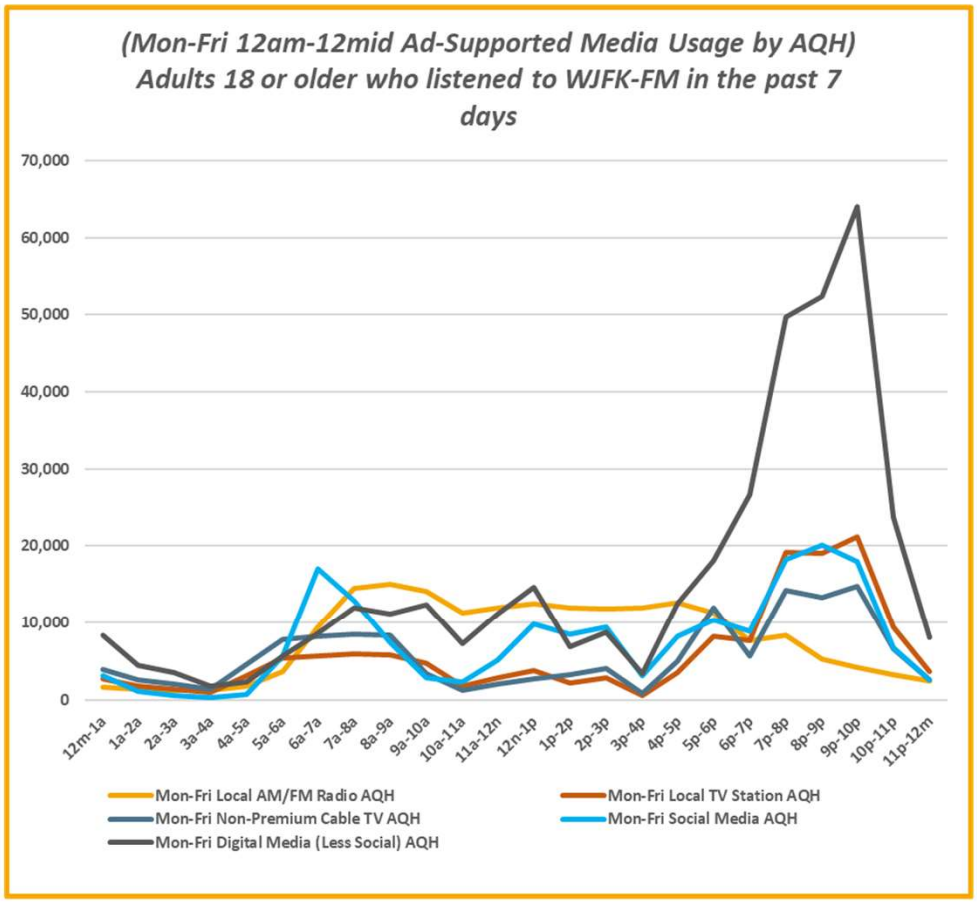
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

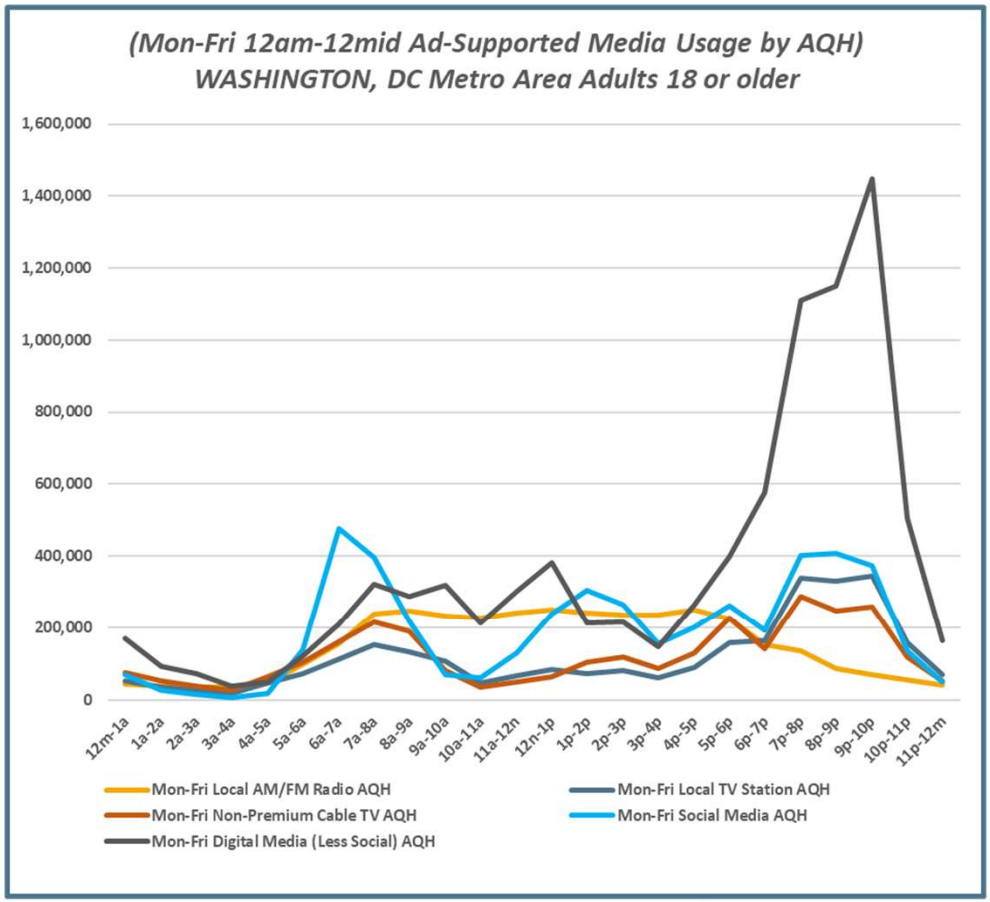
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Radio Stations: WIAD-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 11,986; All Other Digital Media: 11,768; Social Media: 8,123; Non-Prem. Cable: 4,996; Local TV: 4,257 reaching Adults 18 or older who listened to WJFK-FM in the past 7 days.





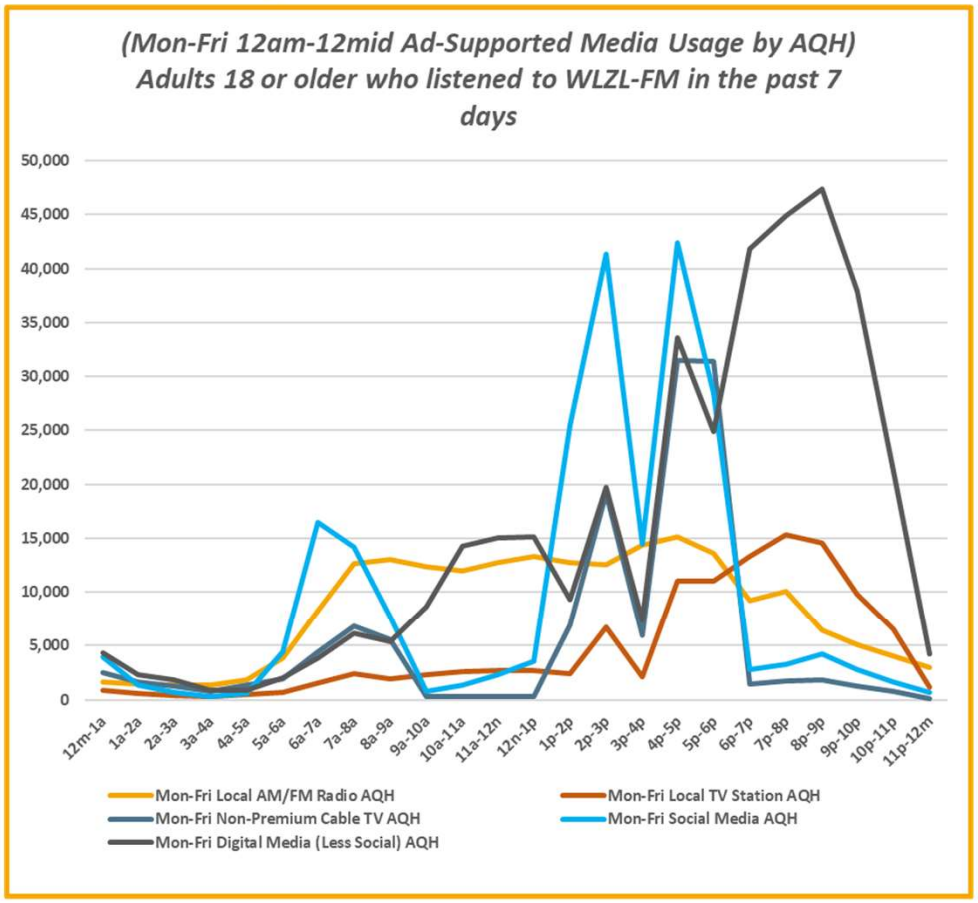
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

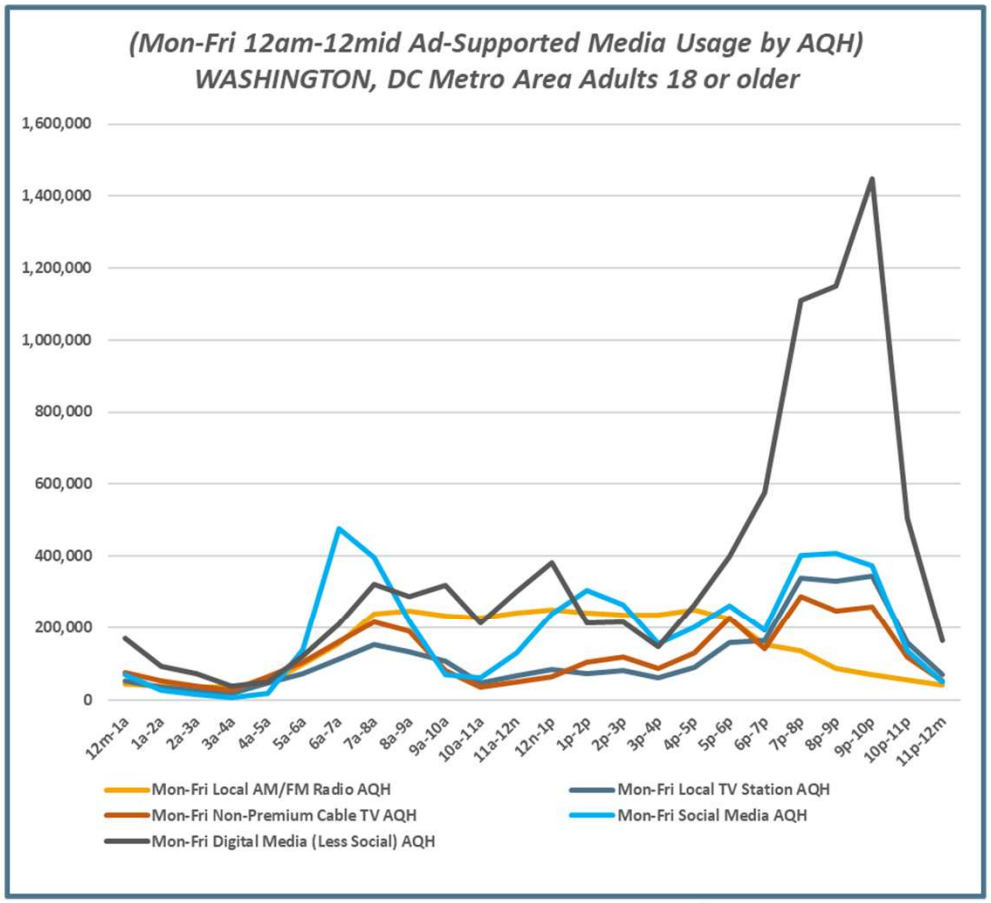
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Radio Stations: WJFK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,767; Social Media: 15,463; Local Radio: 12,445; Non-Prem. Cable: 8,798; Local TV: 4,818 reaching Adults 18 or older who listened to WLZL-FM in the past 7 days.





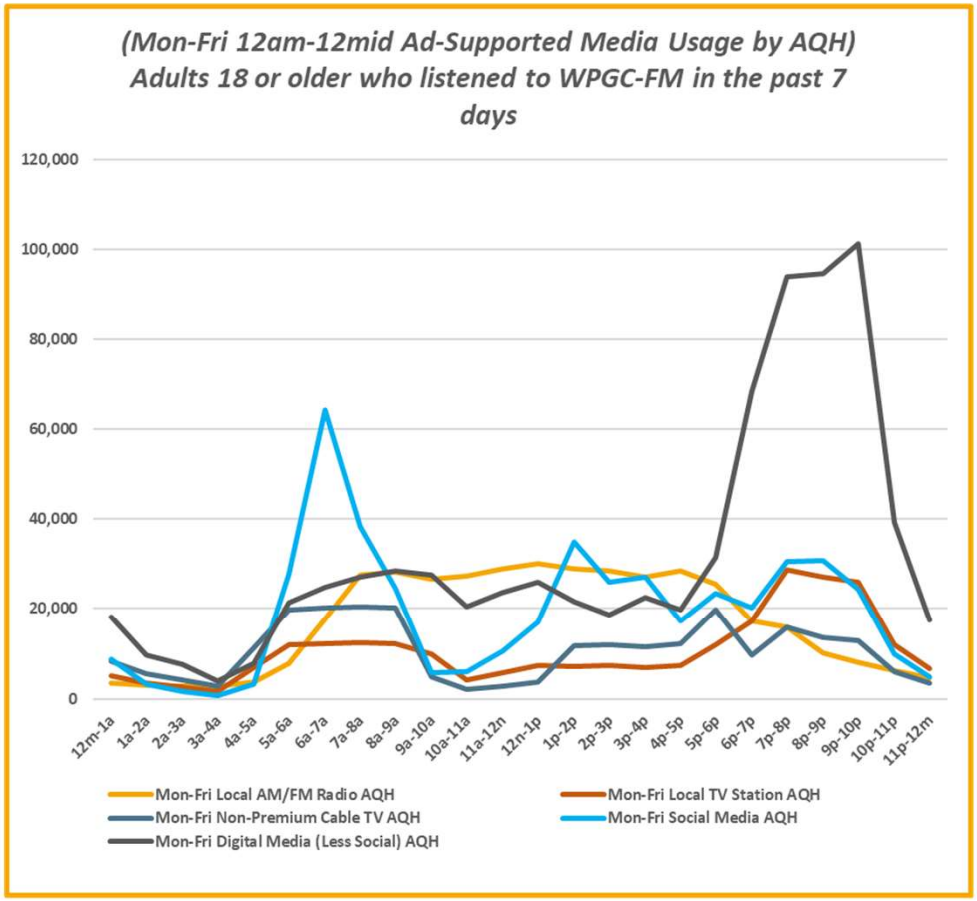
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

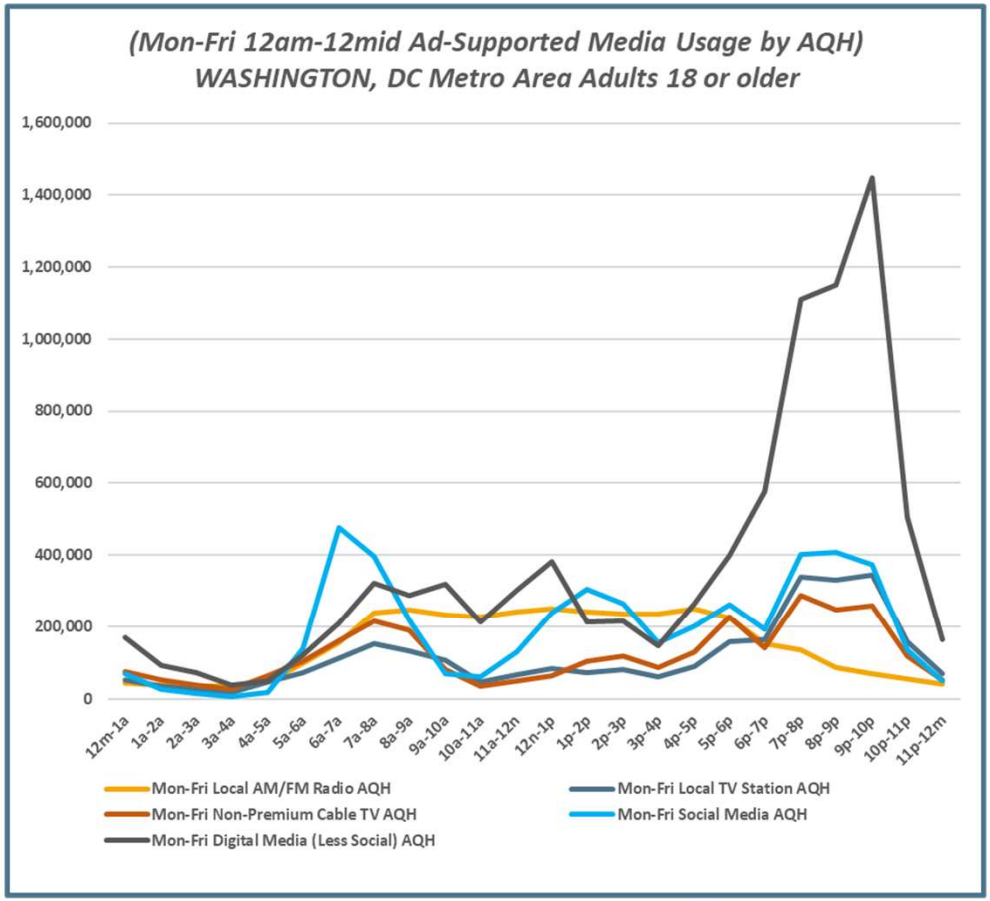
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Radio Stations: WLZL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,723; Local Radio: 26,347; Social Media: 24,281; Non-Prem. Cable: 11,638; Local TV: 9,377 reaching Adults 18 or older who listened to WPGC-FM in the past 7 days.





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

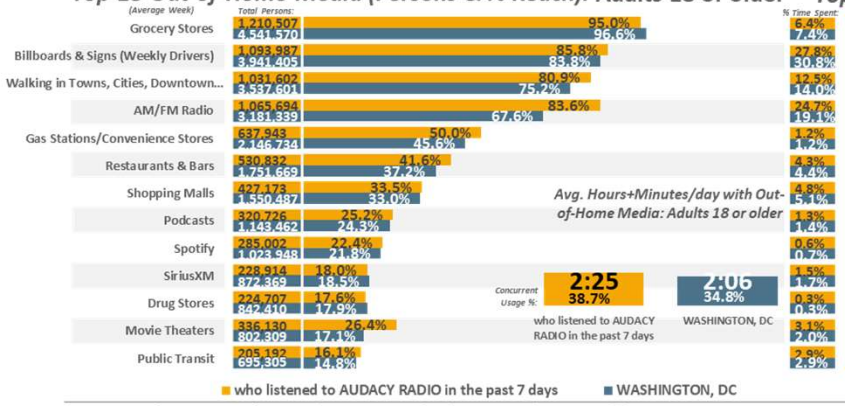
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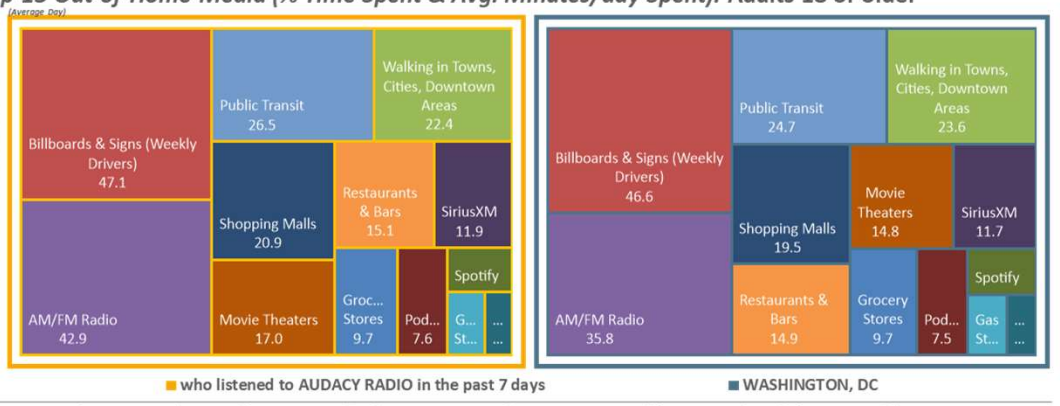
Radio Stations: WPGC-FM

1,093,987 or 85.8% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

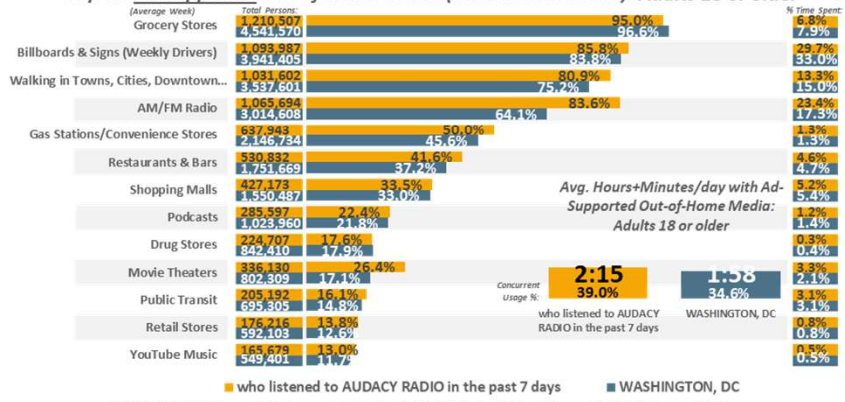
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



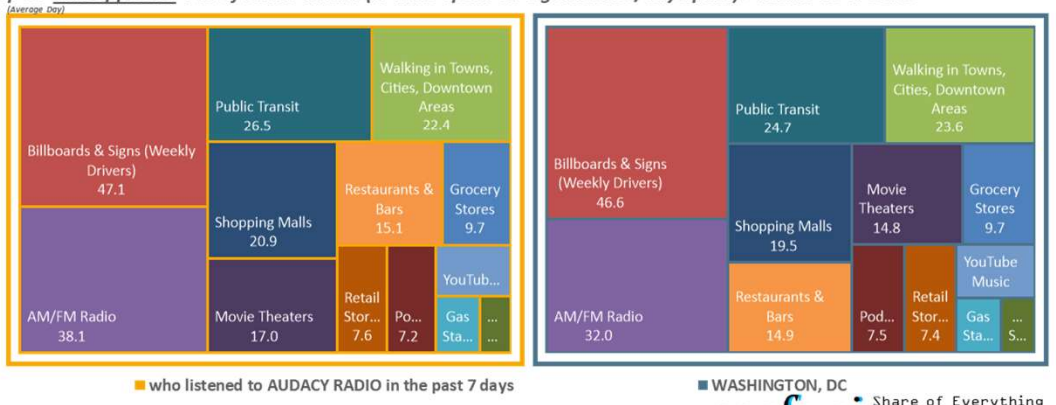
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

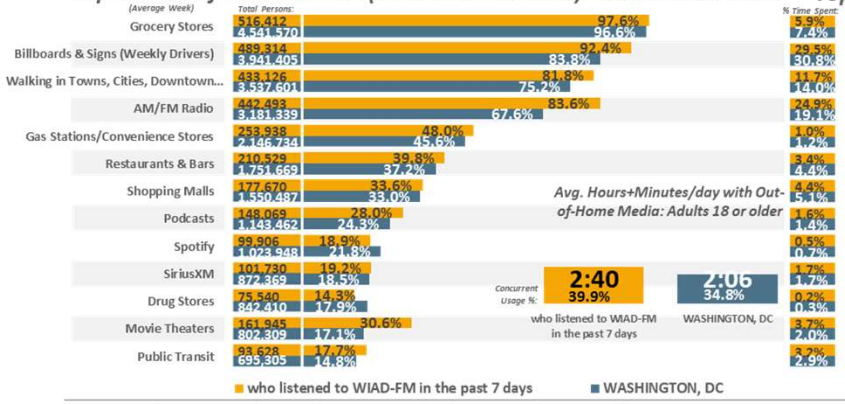
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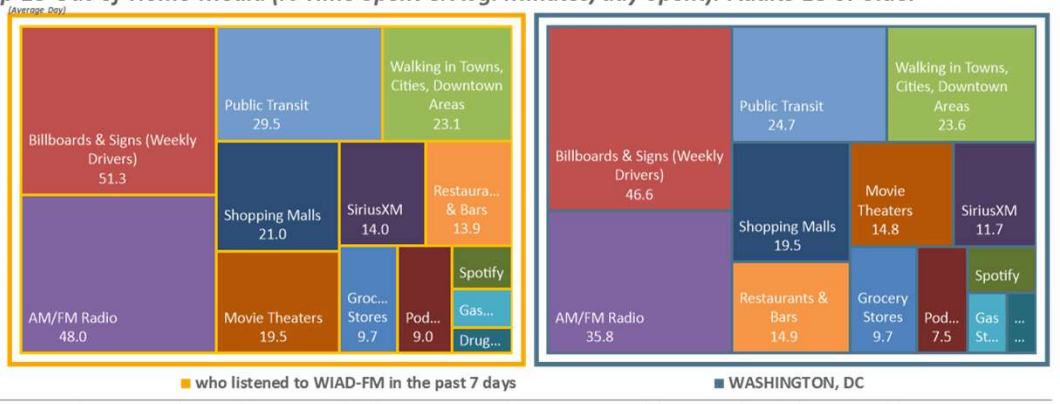
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

489,314 or 92.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/day.

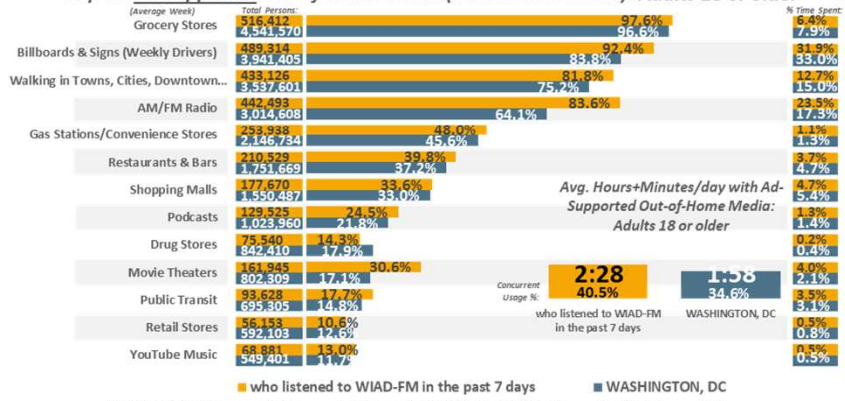
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



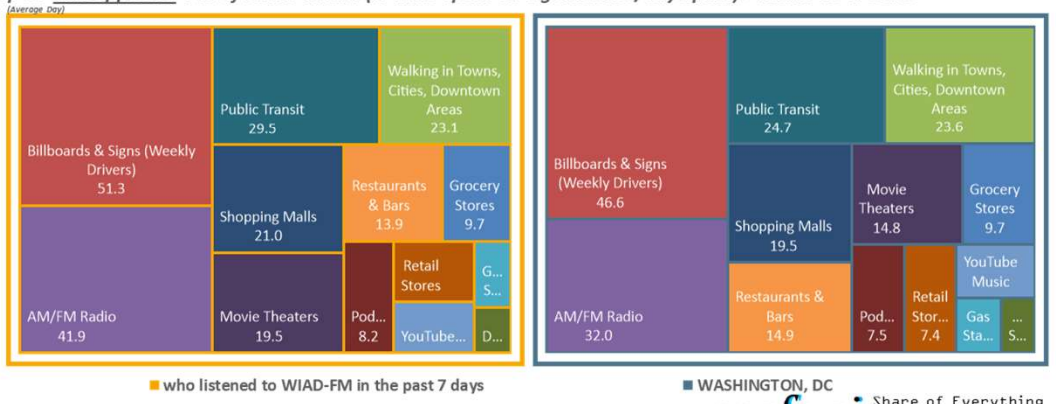
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

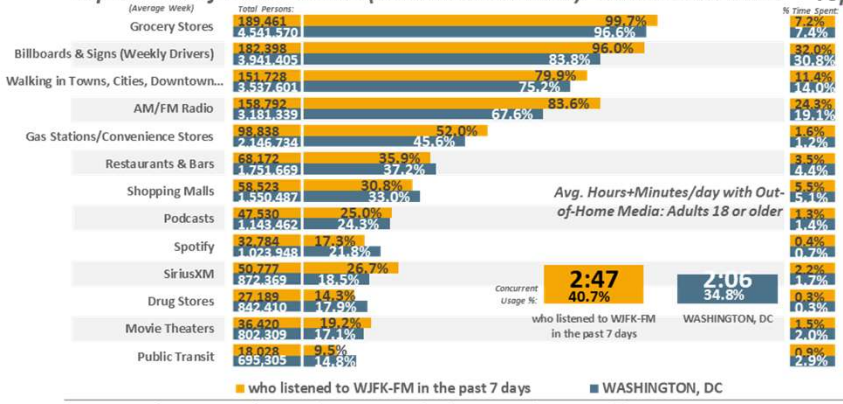
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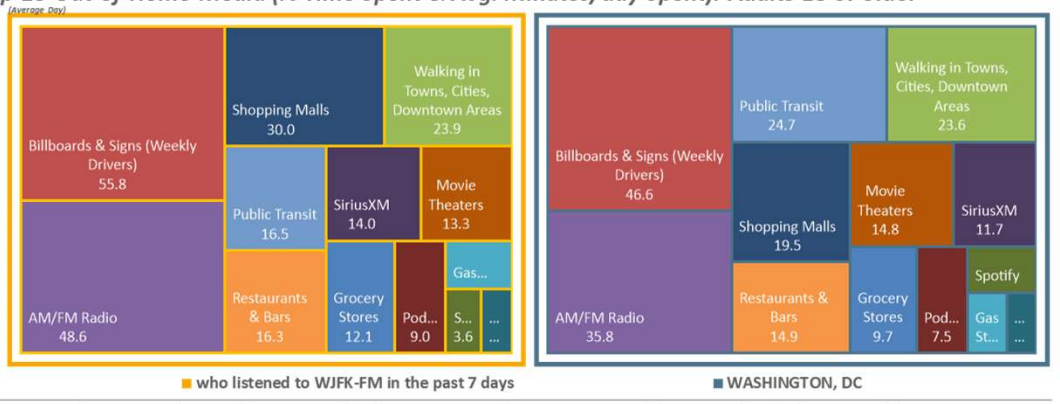
Radio Stations: WIAD-FM

182,398 or 96.% of Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

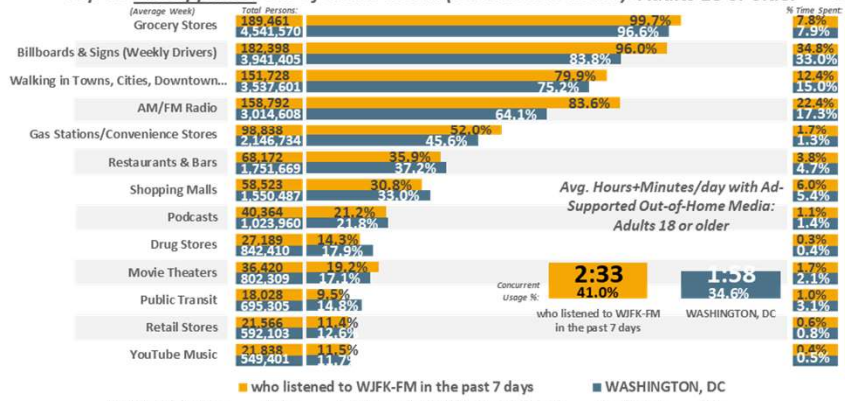
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



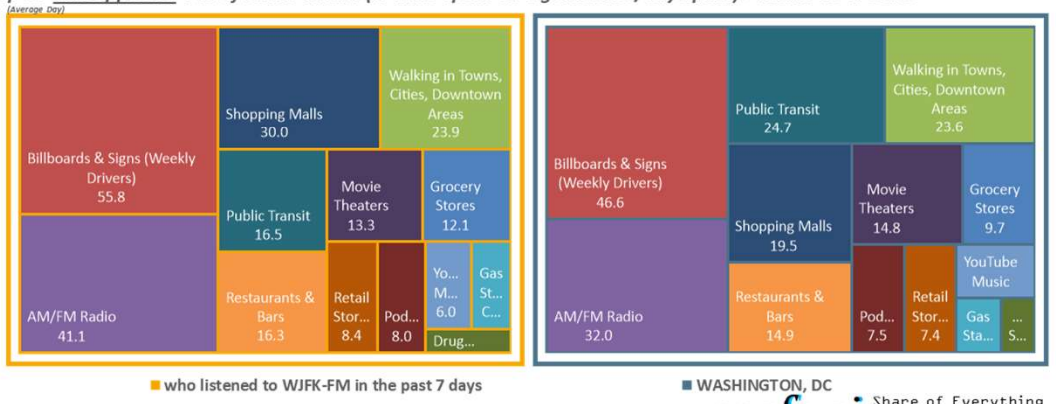
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

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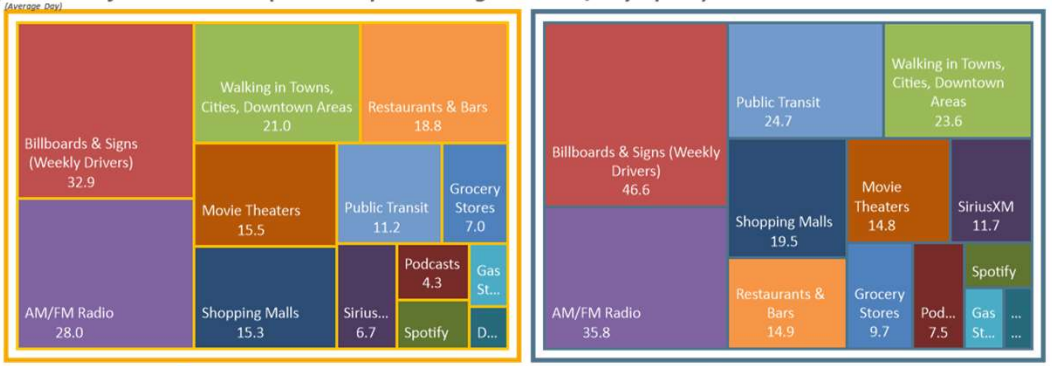
Radio Stations: WJFK-FM

153,762 or 76.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 32.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 24.9 minutes/day.

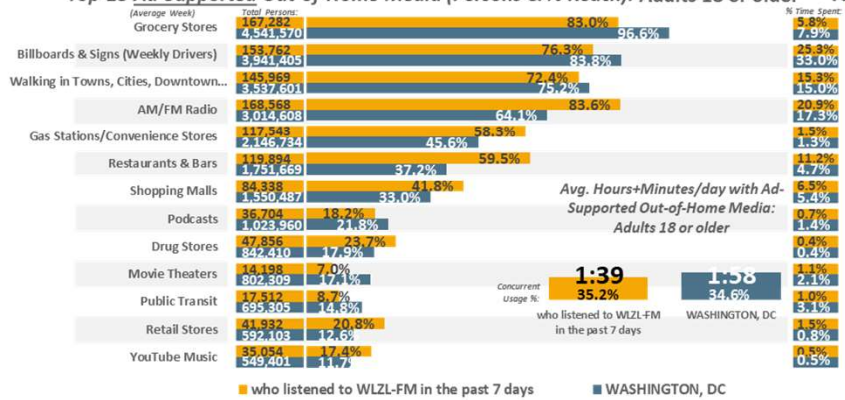
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



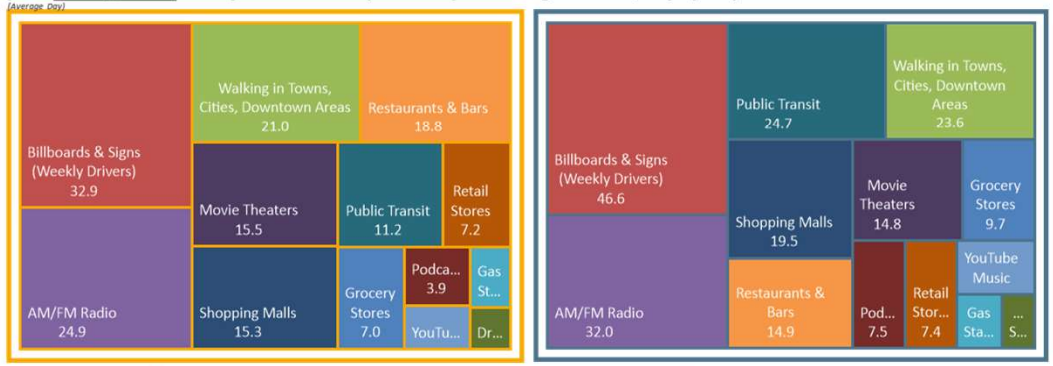
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97

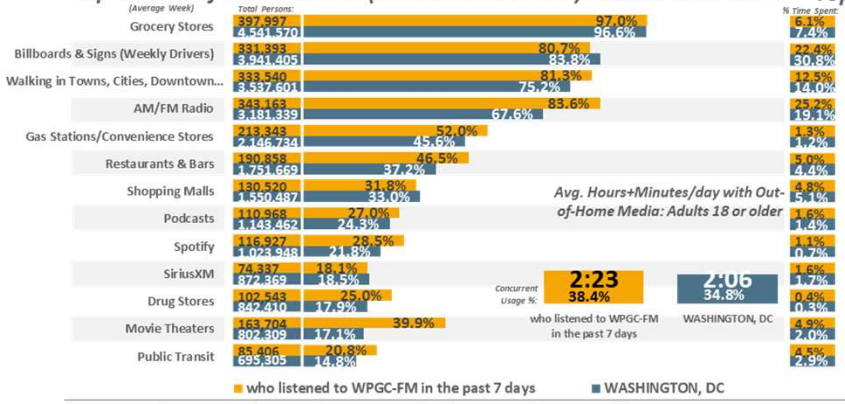
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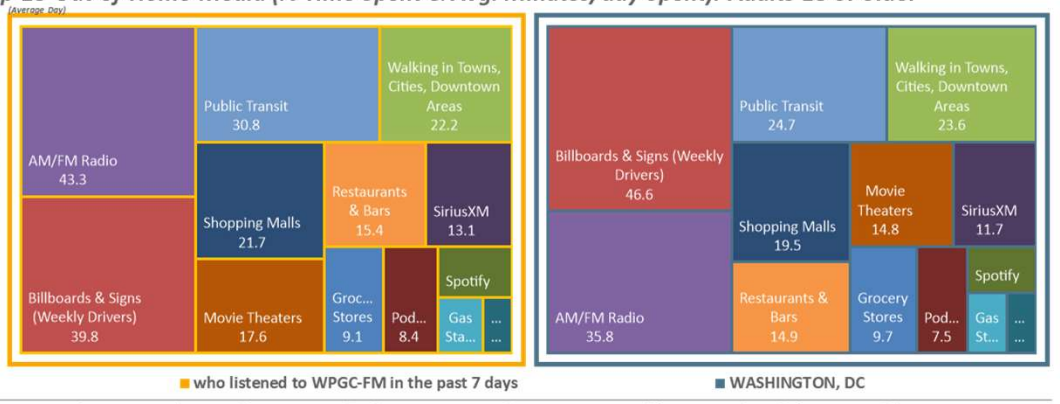
Radio Stations: WLZL-FM

331,393 or 80.7% of Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 39.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day.

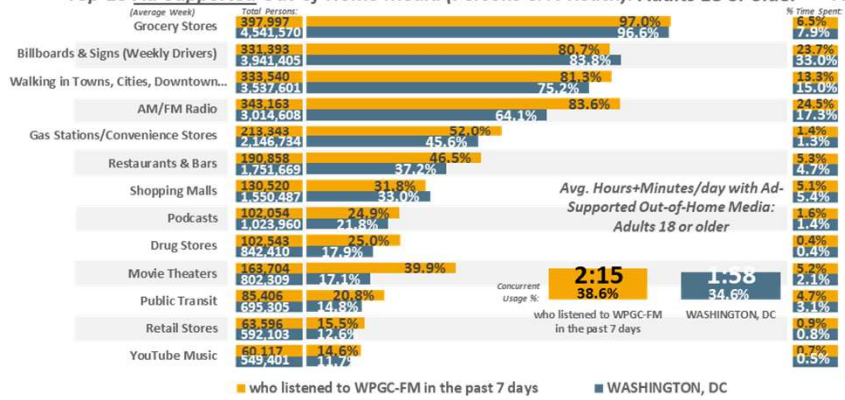
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



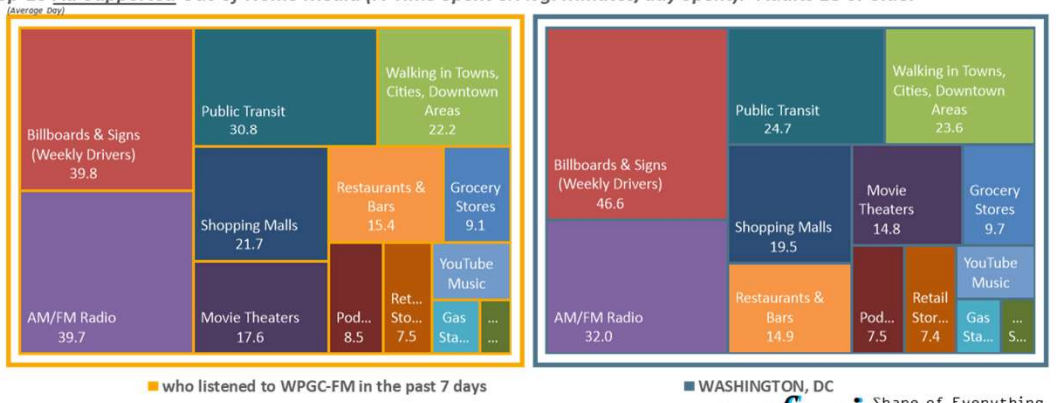
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291

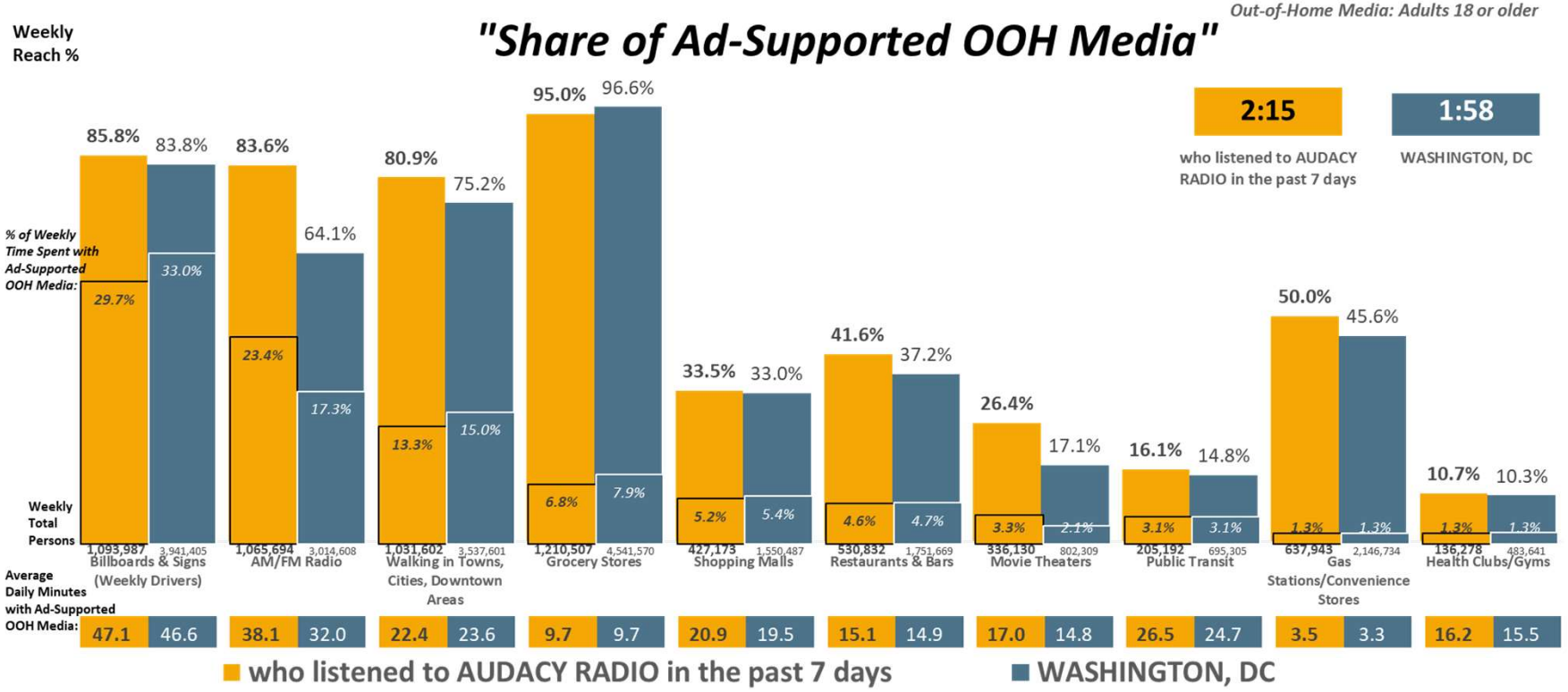
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Radio Stations: WPGC-FM

1,093,987 or 85.8% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 29.7% 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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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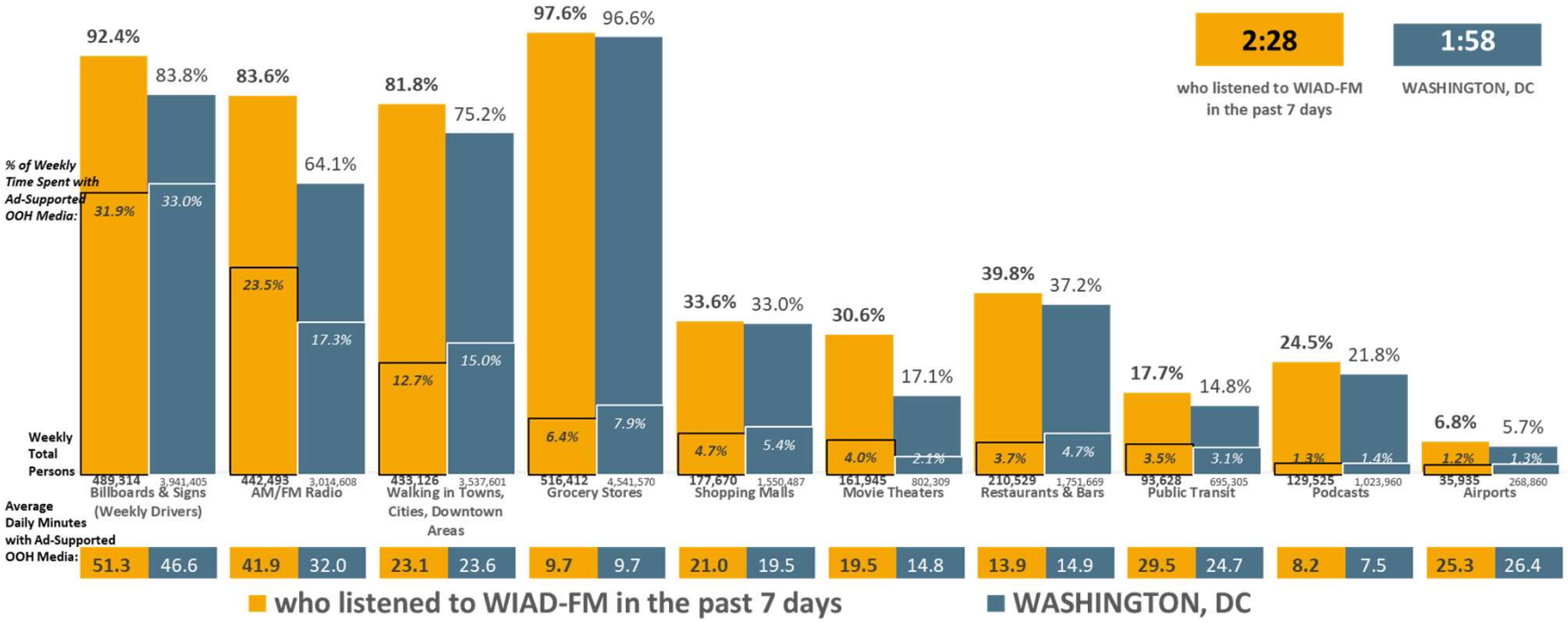
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

489,314 or 92.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs representing 31.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

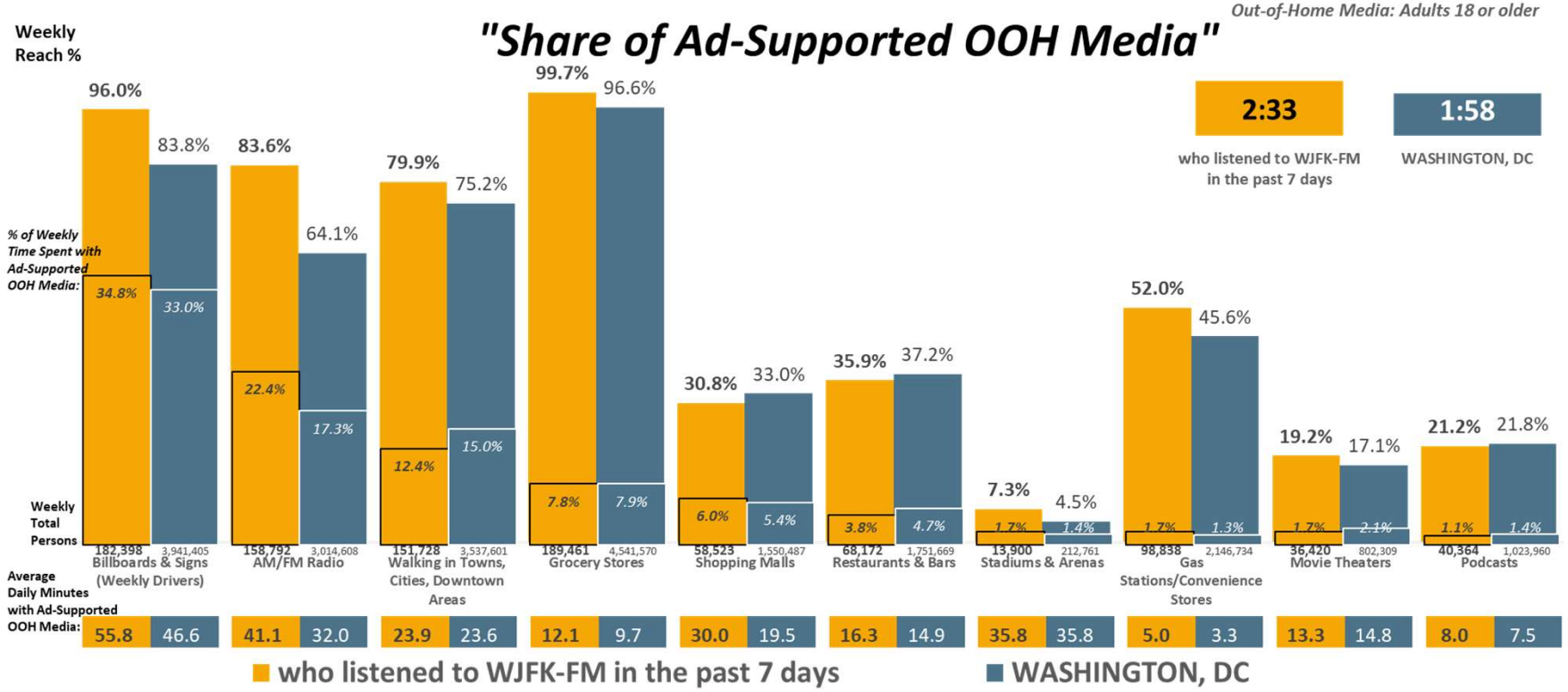
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Radio Stations: WIAD-FM

182,398 or 96.% of Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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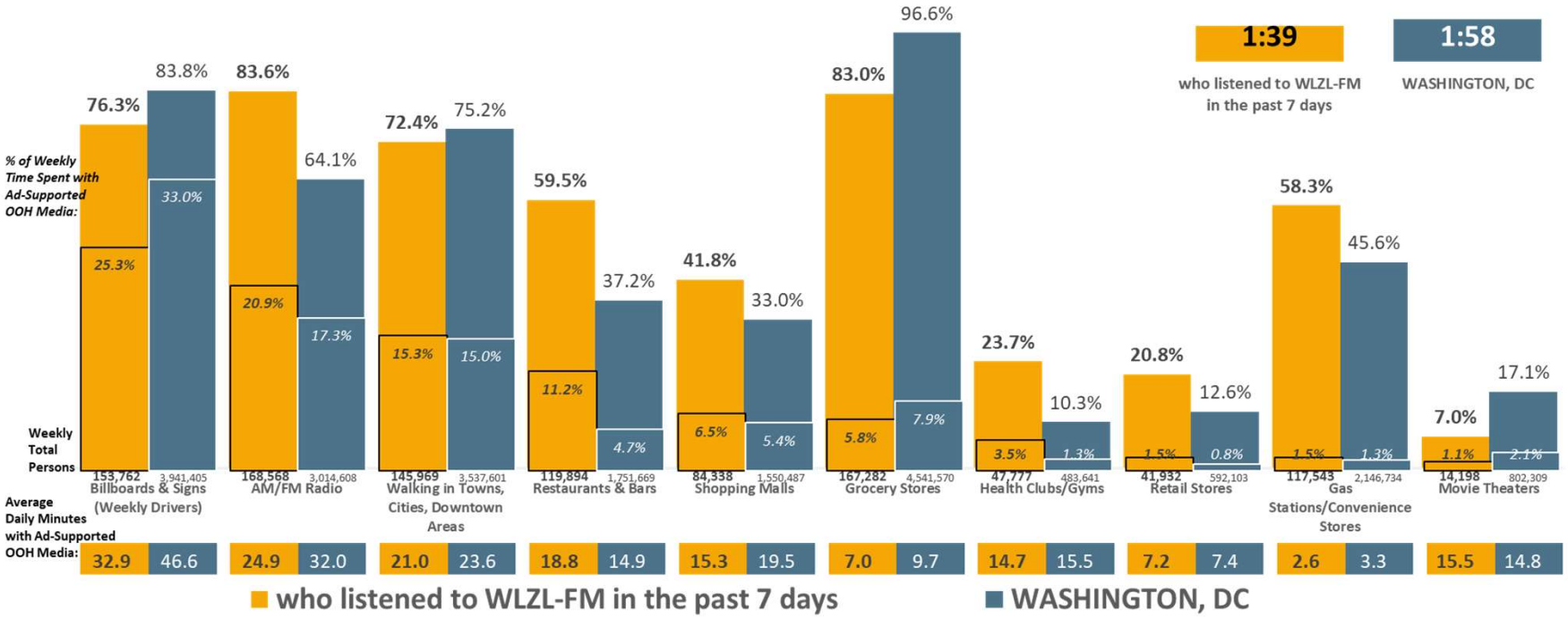
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Radio Stations: WJFK-FM

153,762 or 76.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 32.9 minutes per day driving, seeing Billboards and Signs representing 25.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

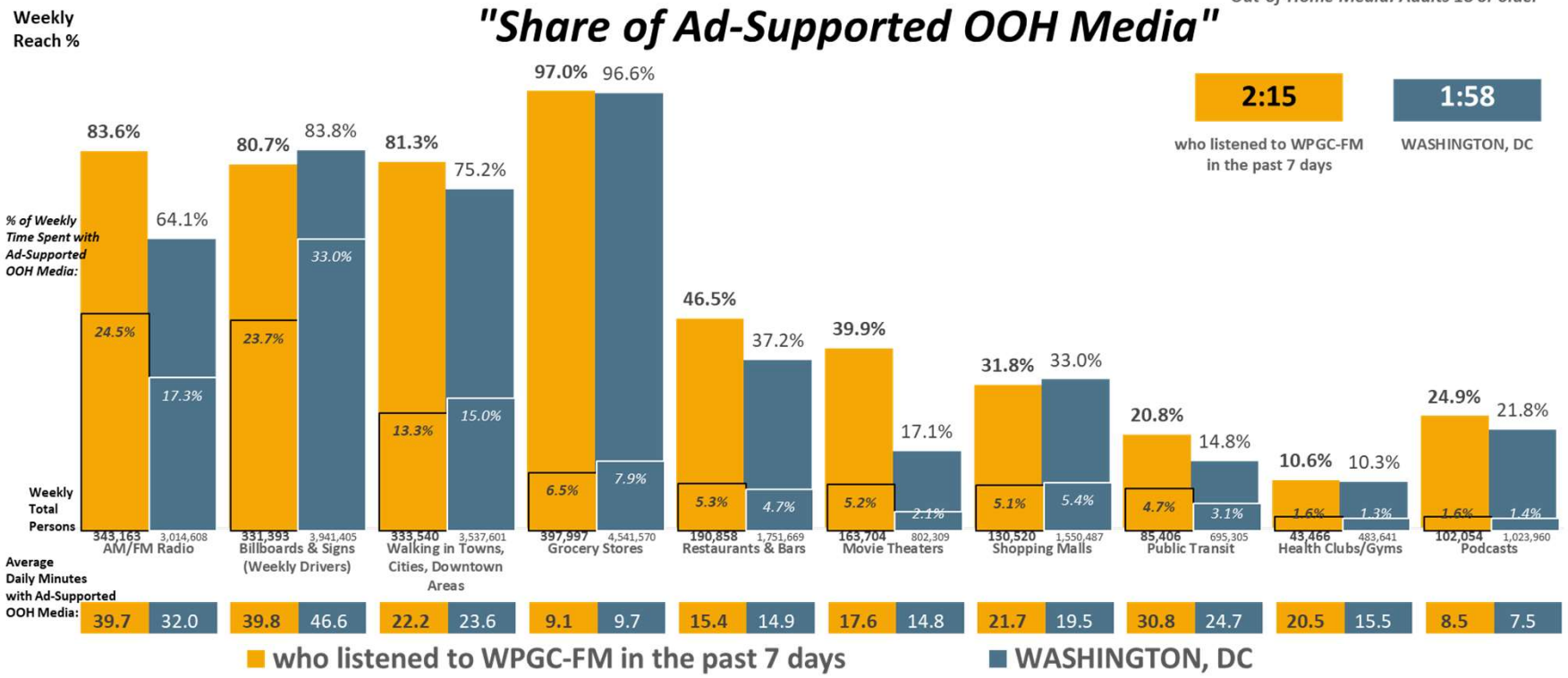
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Radio Stations: WLZL-FM

331,393 or 80.7% of Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 39.8 minutes per day driving, seeing Billboards and Signs representing 23.7% 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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 291 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

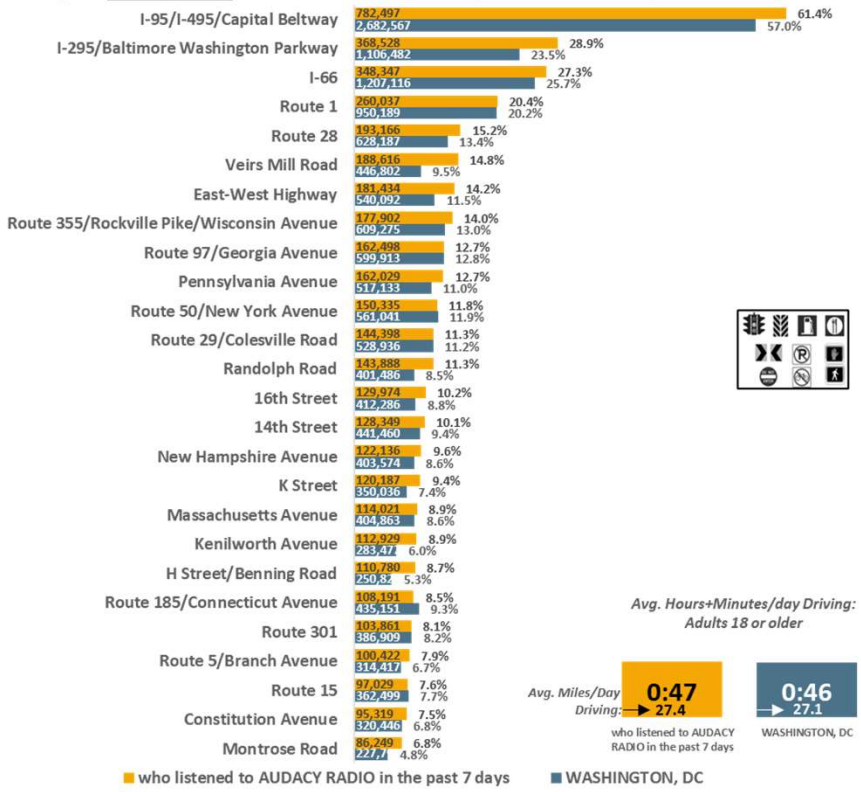
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Radio Stations: WPGC-FM

1,093,987 or 85.8% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 47.1 minutes per day driving an average of 27.4 miles each day and are 55.7% more likely to use Veirs Mill Road than the Metro average.

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

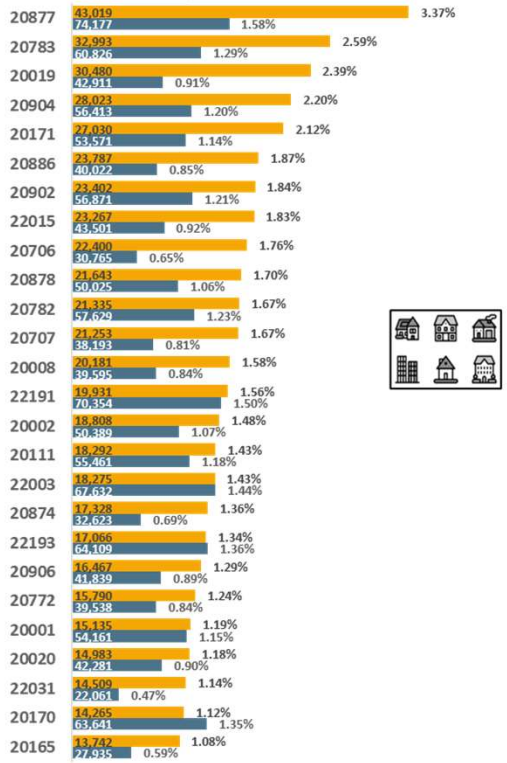


Avg. Hours+Minutes/day Driving: Adults 18 or older

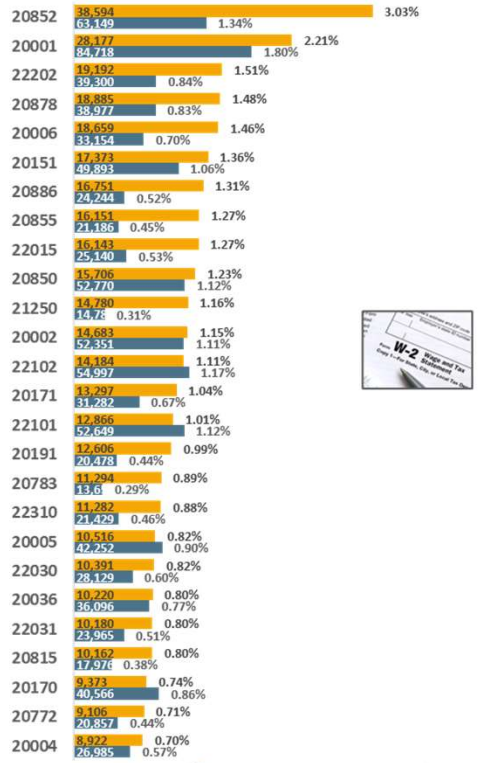
Avg. Miles/Day Driving: 0:47 → 27.4 who listened to AUDACY RADIO in the past 7 days

0:46 → 27.1 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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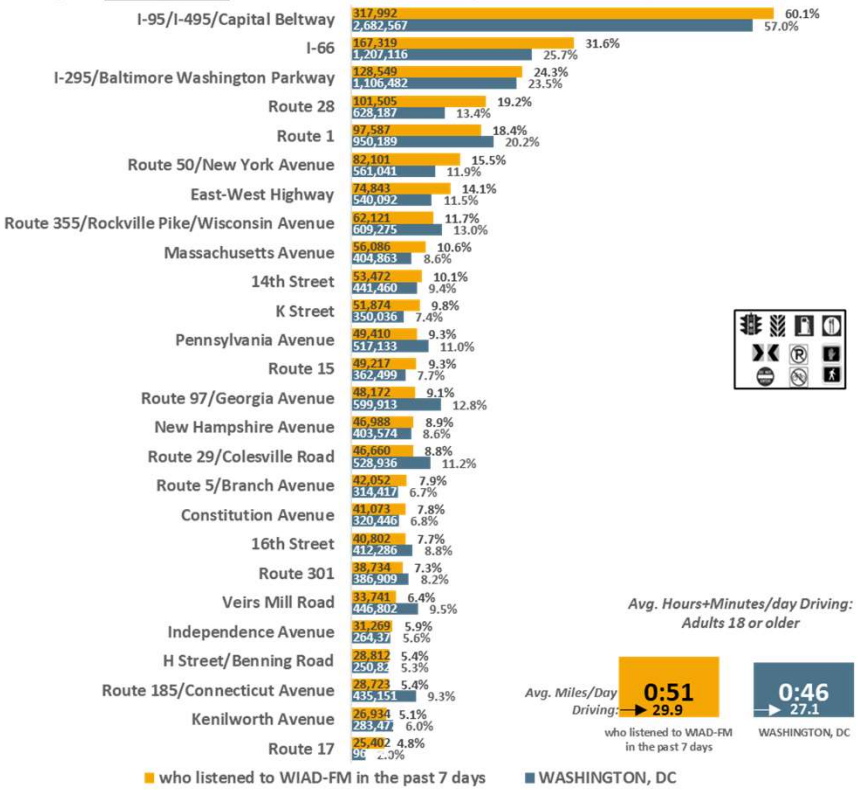
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

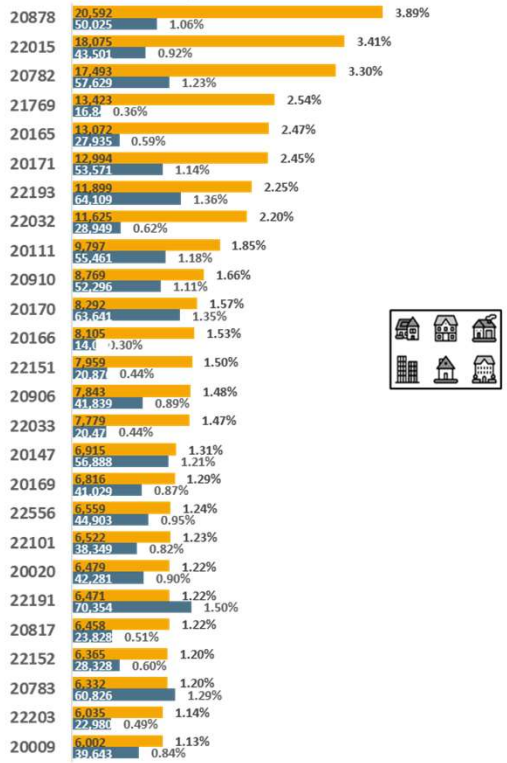
489,314 or 92.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 51.3 minutes per day driving an average of 29.9 miles each day and are 43.6% more likely to use Route 28 than the Metro average.

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

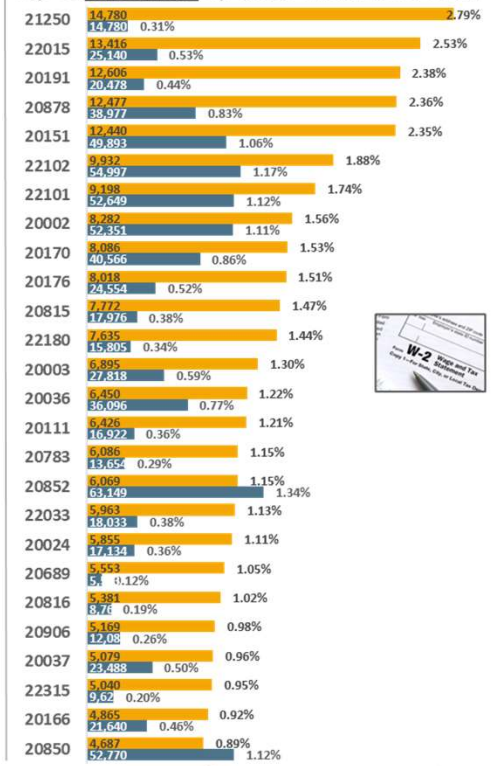


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

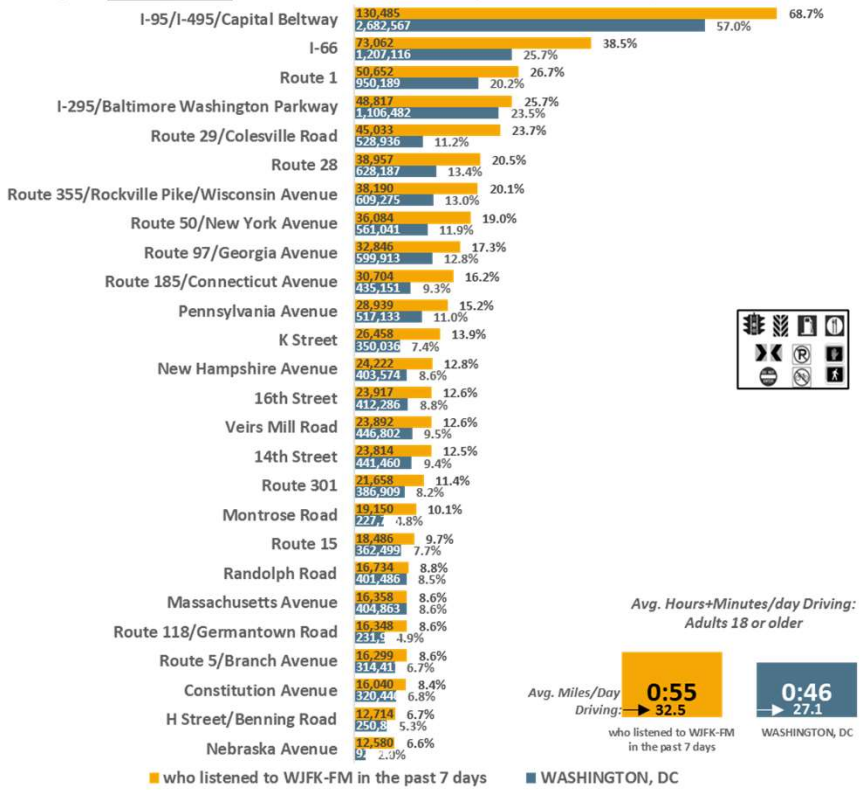
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Radio Stations: WIAD-FM



182,398 or 96.% of Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 110.8% more likely to use Route 29/Colesville Road than the Metro average.

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



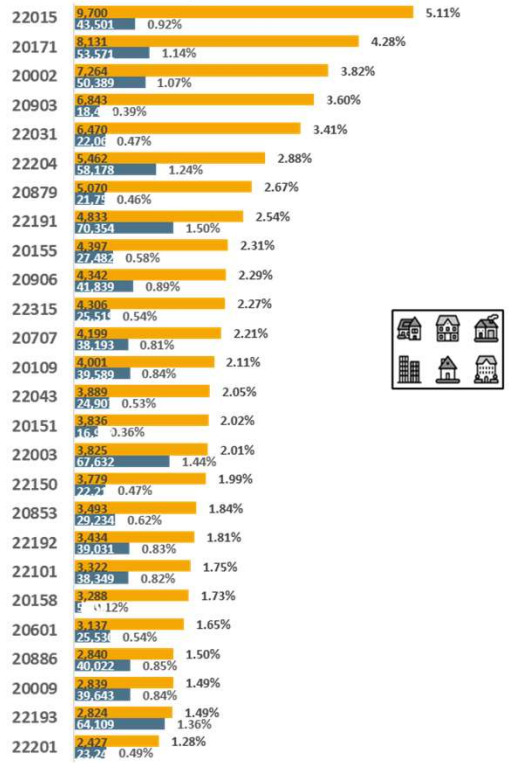
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.5

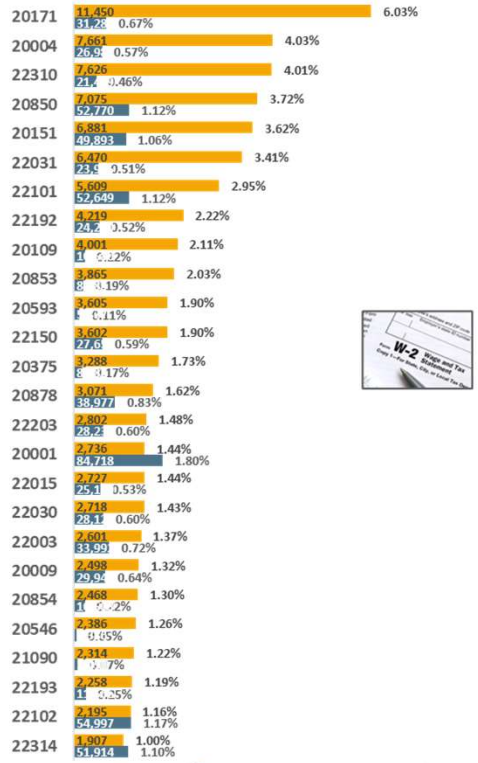
0:55 — who listened to WJFK-FM in the past 7 days

0:46 — 27.1 — WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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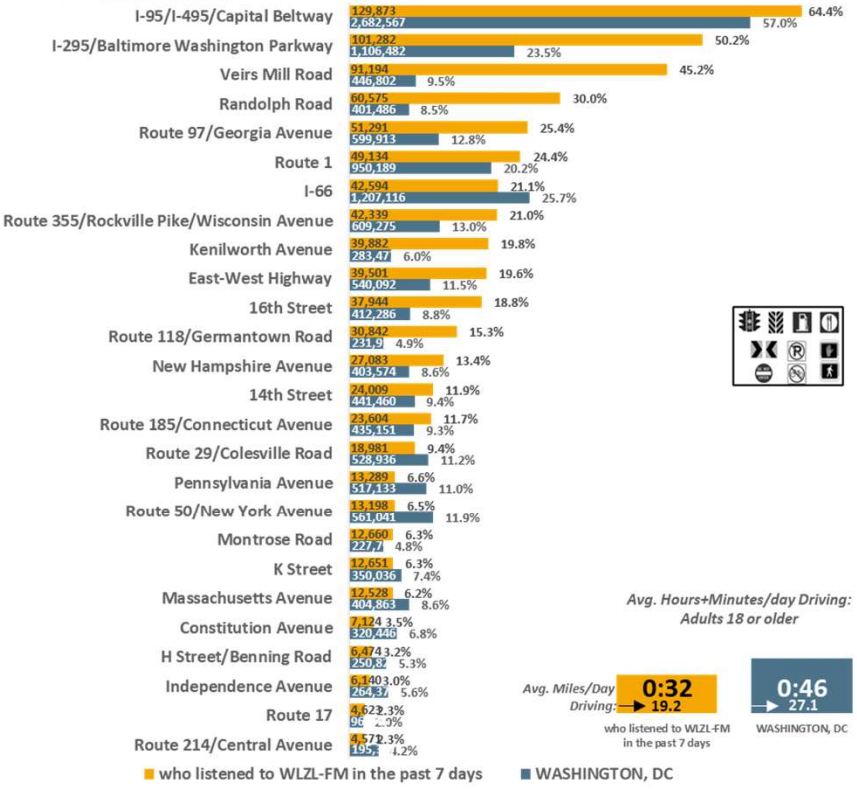
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 185

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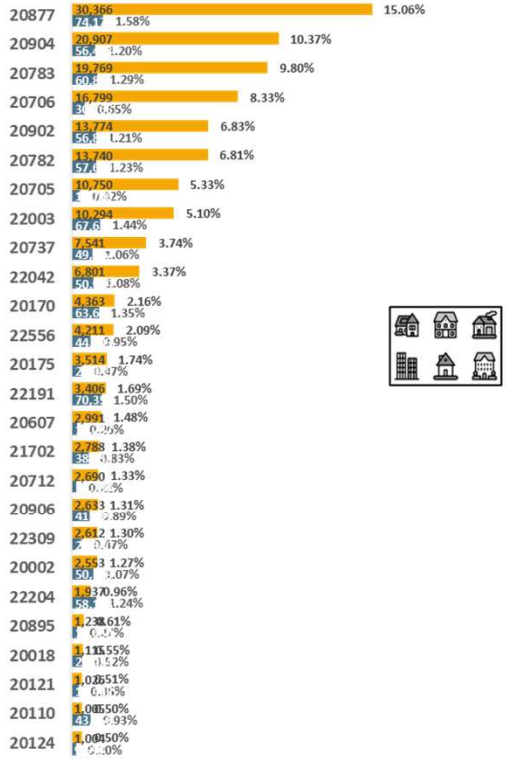
Radio Stations: WJFK-FM

153,762 or 76.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 32.9 minutes per day driving an average of 19.2 miles each day and are 376.% more likely to use Veirs Mill Road than the Metro average.

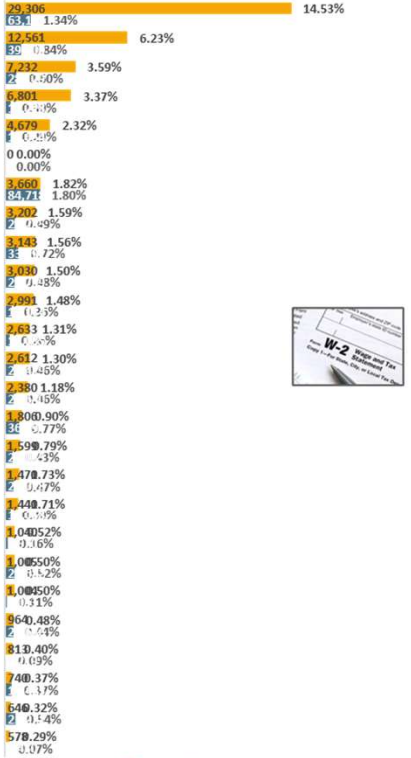
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

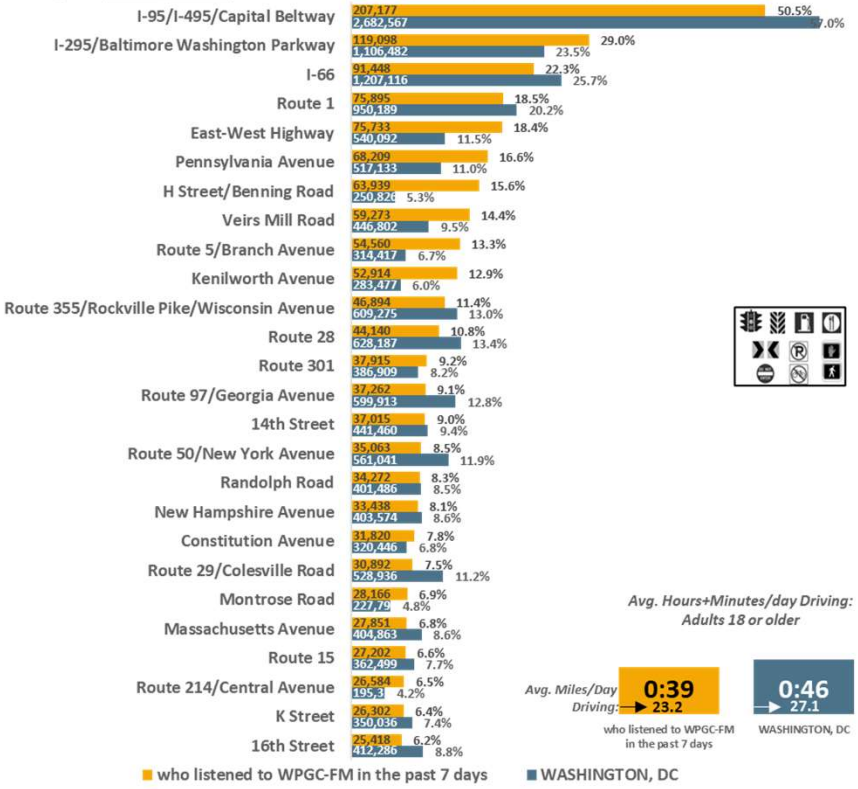


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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 97
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331,393 or 80.7% of Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 39.8 minutes per day driving an average of 23.2 miles each day and are 192.1% more likely to use H Street/Benning Road than the Metro average.

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

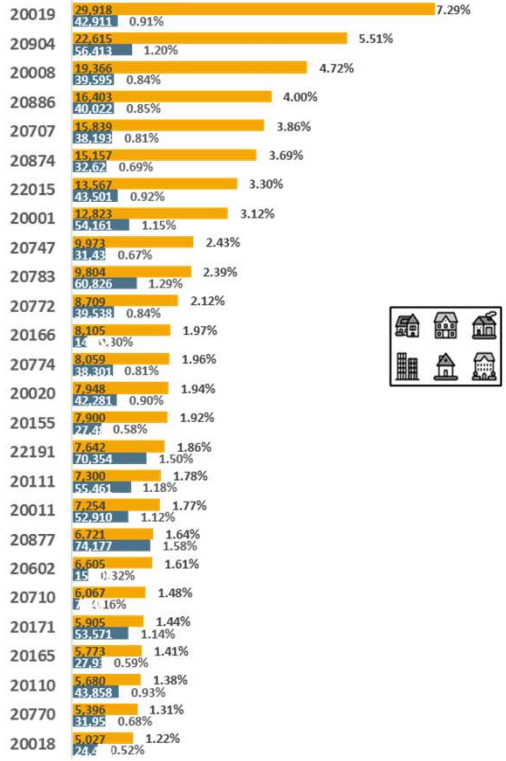


Avg. Hours+Minutes/day Driving: Adults 18 or older

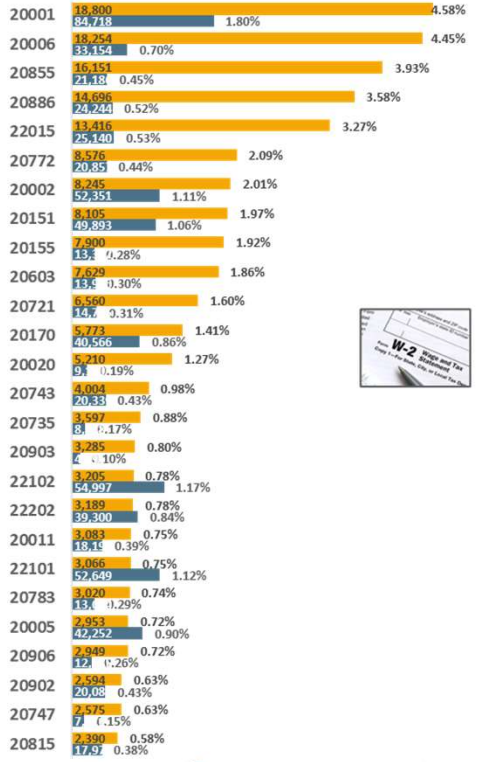
Avg. Miles/Day Driving: 0:39 → 23.2 (who listened to WPGC-FM in the past 7 days)

0:46 → 27.1 (WASHINGTON, DC)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



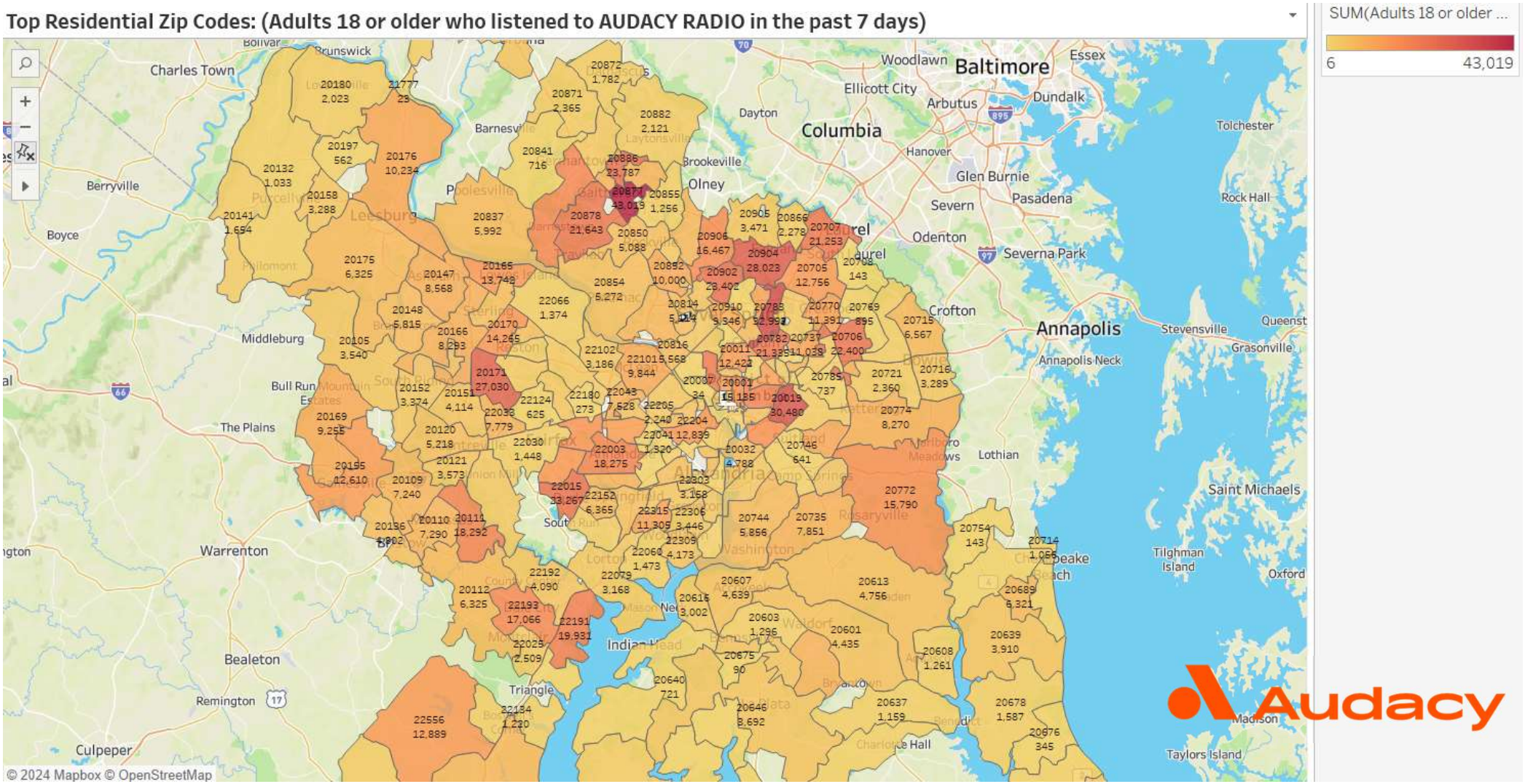
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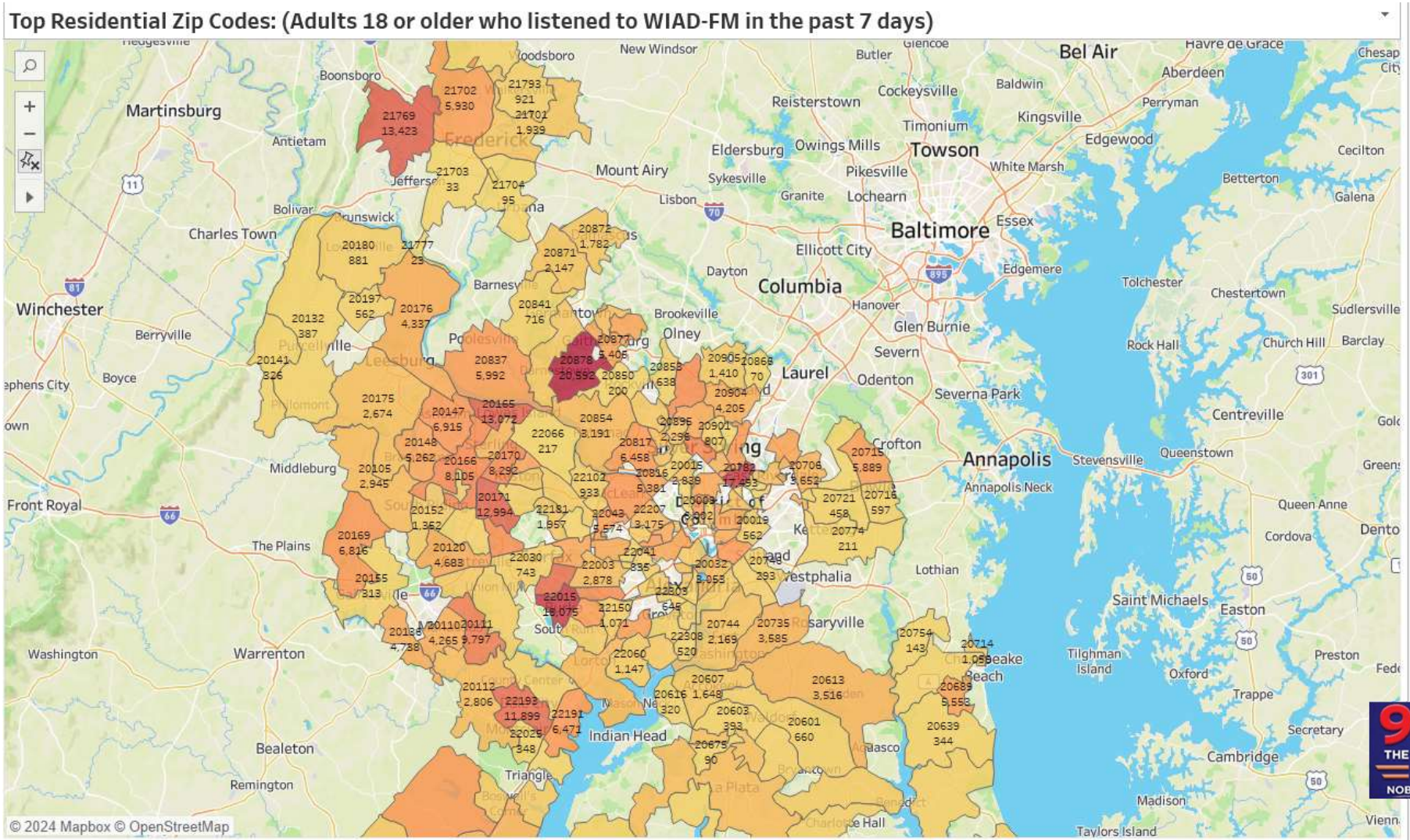
Radio Stations: WPGC-FM

Top Residential Zip Codes: (Adults 18 or older who listened to AUDACY RADIO in the past 7 days)



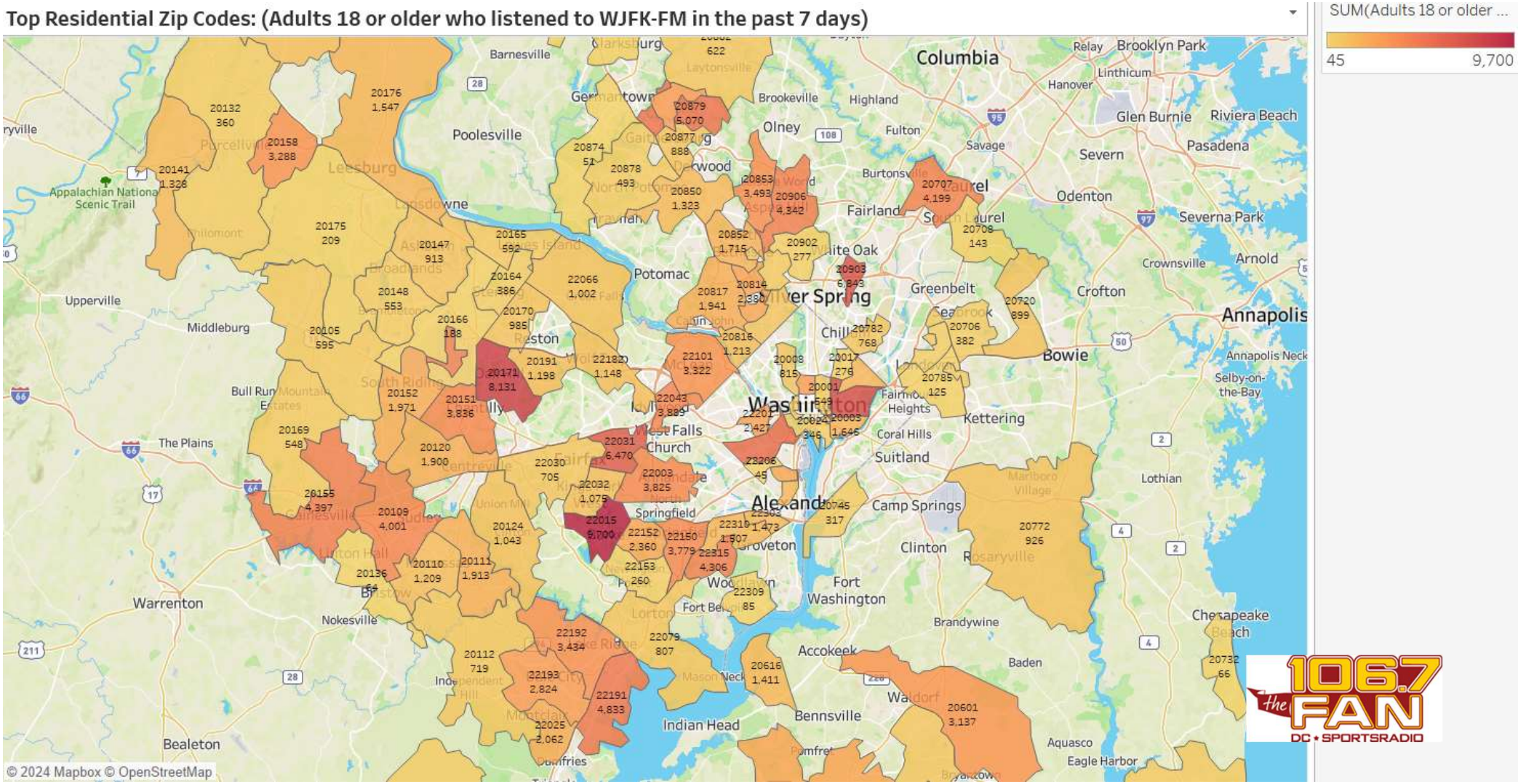
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

Top Residential Zip Codes: (Adults 18 or older who listened to WIAD-FM in the past 7 days)



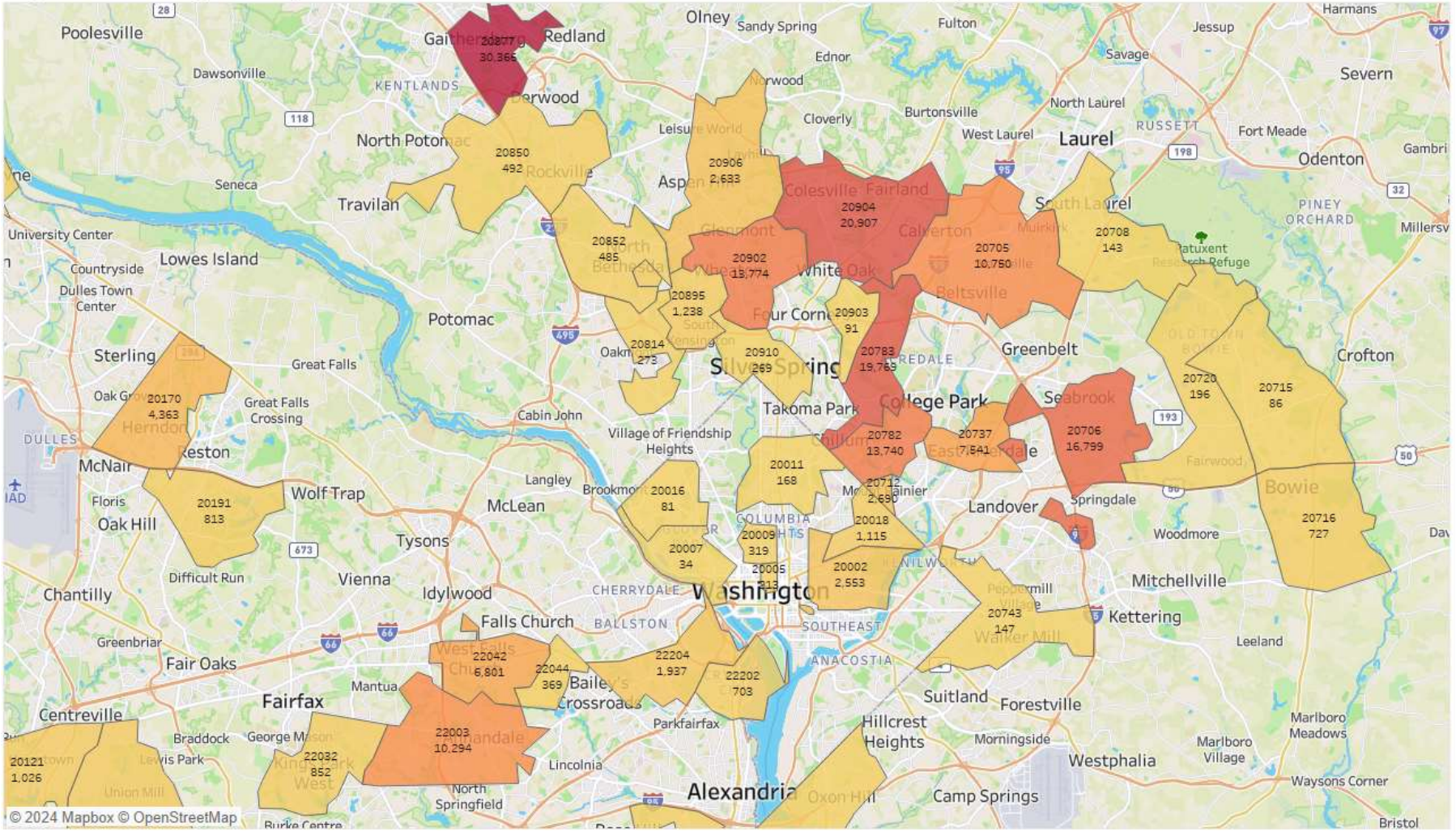
Radio Stations: WIAD-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WJFK-FM in the past 7 days)



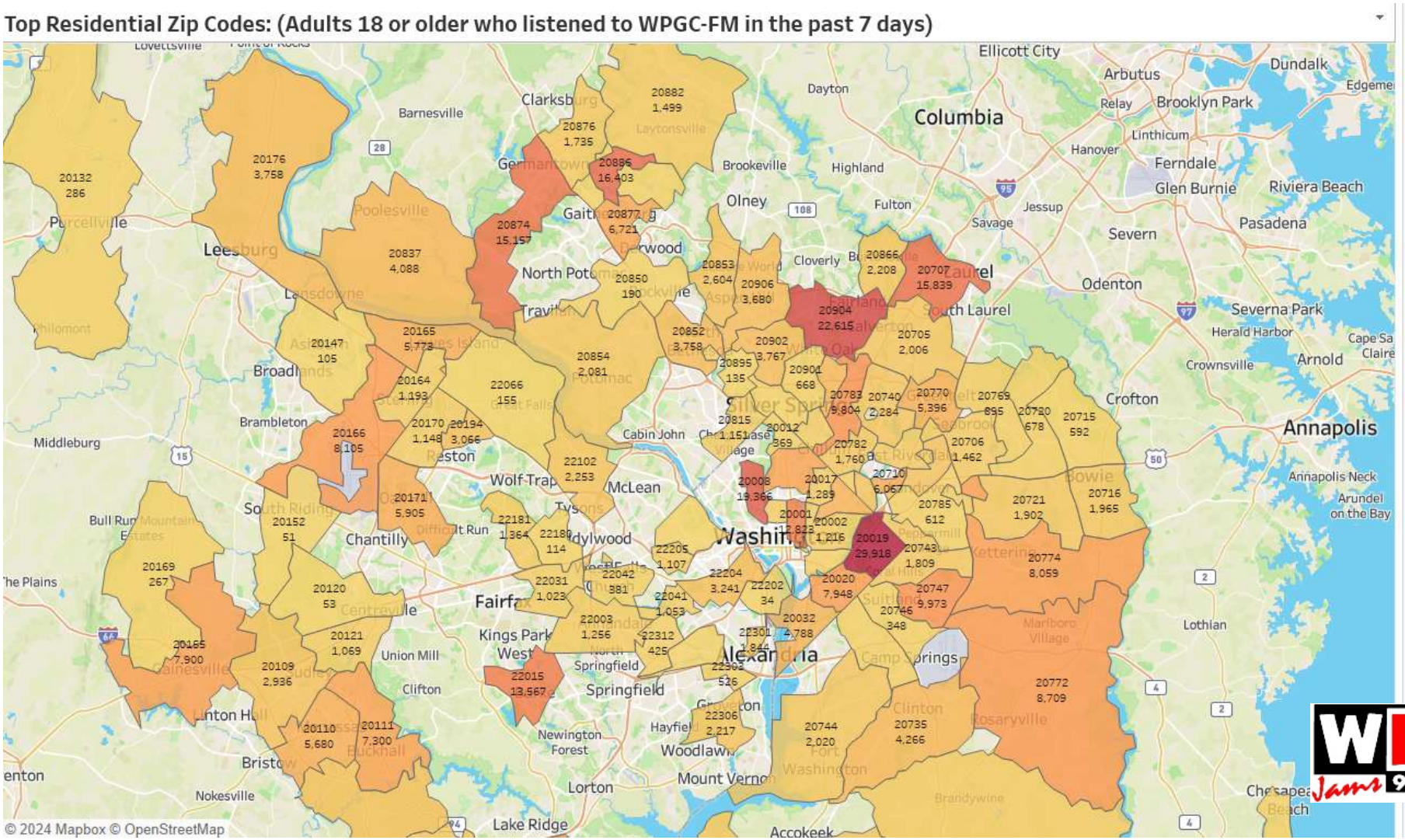
Radio Stations: WJFK-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WLZL-FM in the past 7 days)



Radio Stations: WLZL-FM

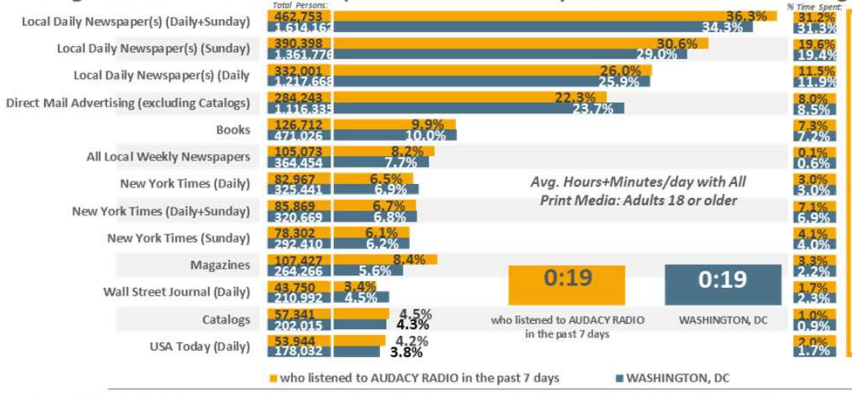
Top Residential Zip Codes: (Adults 18 or older who listened to WPGC-FM in the past 7 days)



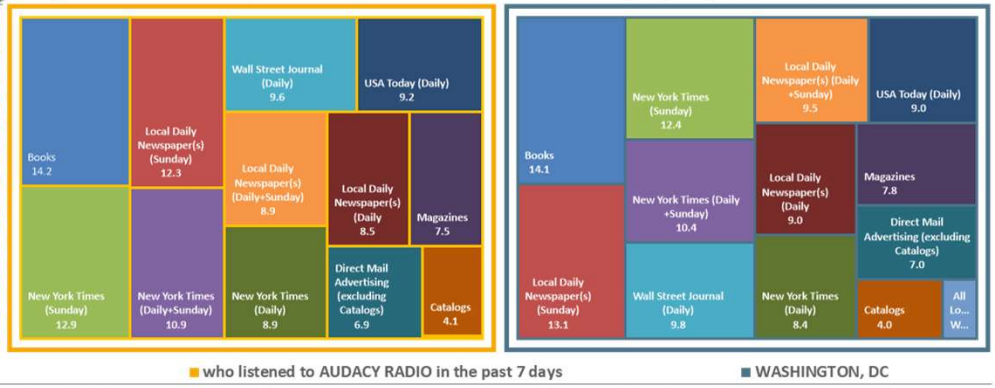
Radio Stations: WPGC-FM

462,753 or 36.3% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

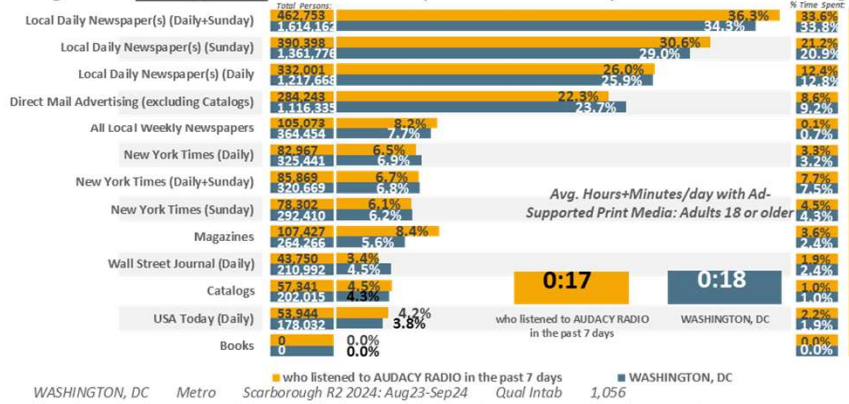
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



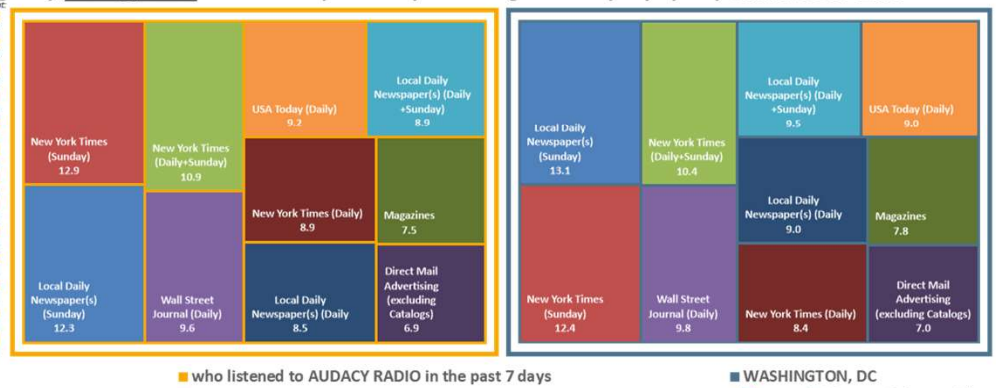
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,056

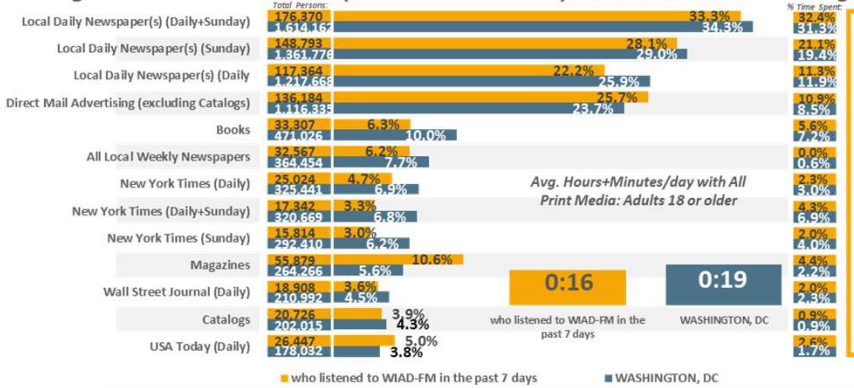
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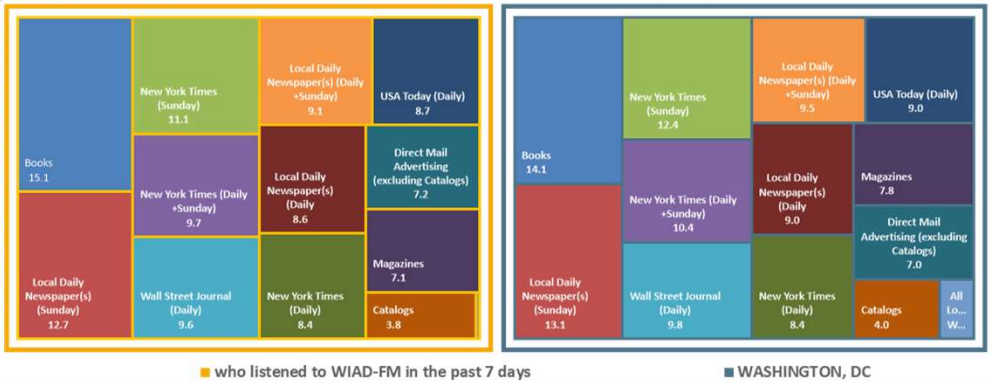
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

176,370 or 33.3% of Adults 18 or older who listened to WIAD-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

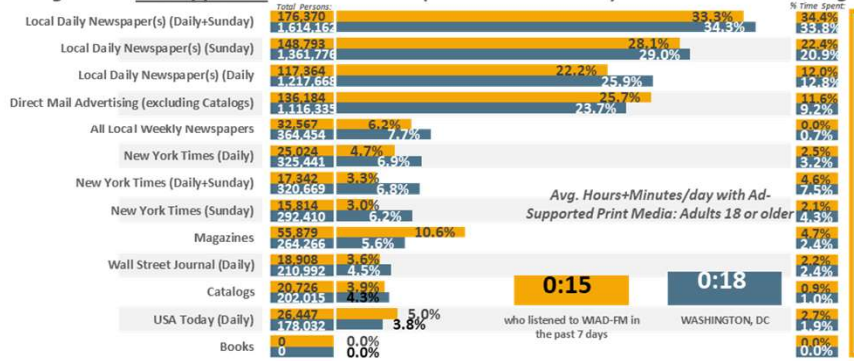
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



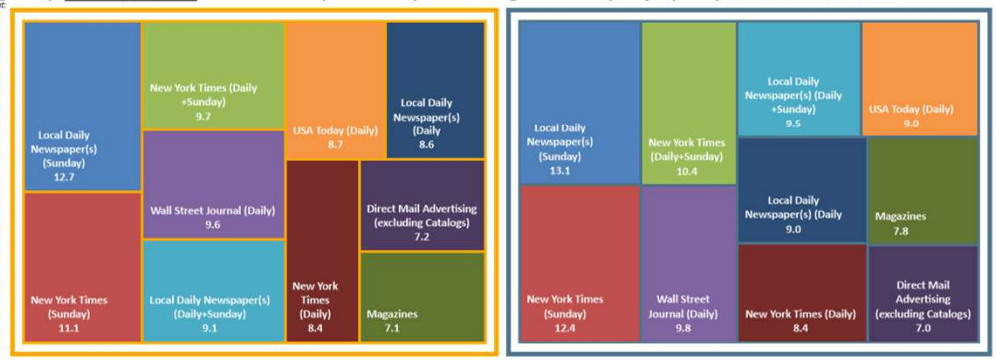
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 491

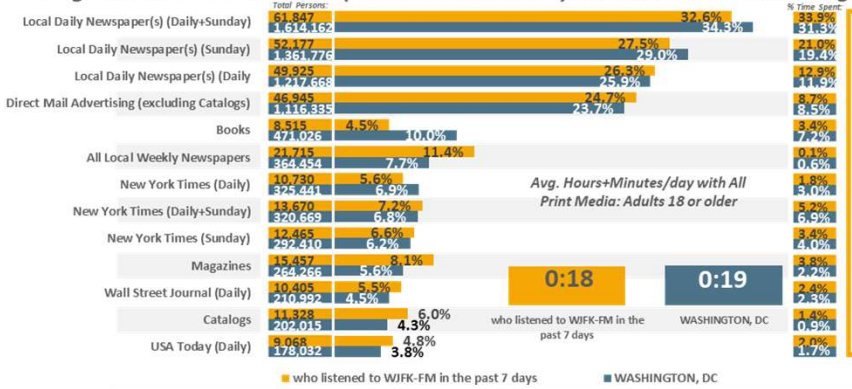
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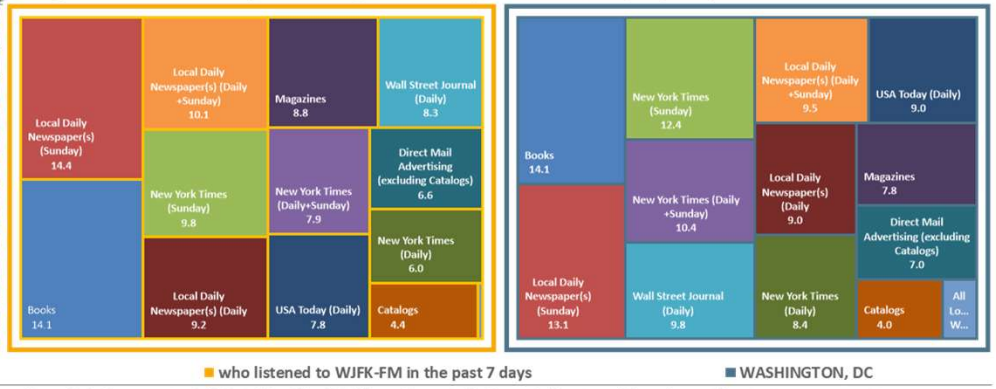
Radio Stations: WIAD-FM

61,847 or 32.6% of Adults 18 or older who listened to WJFK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

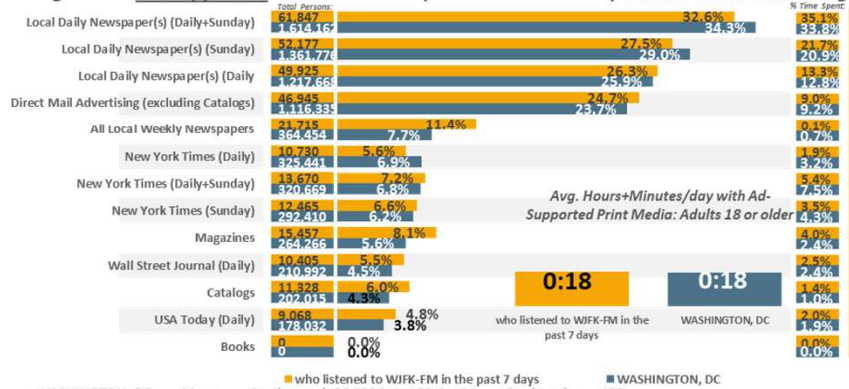
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



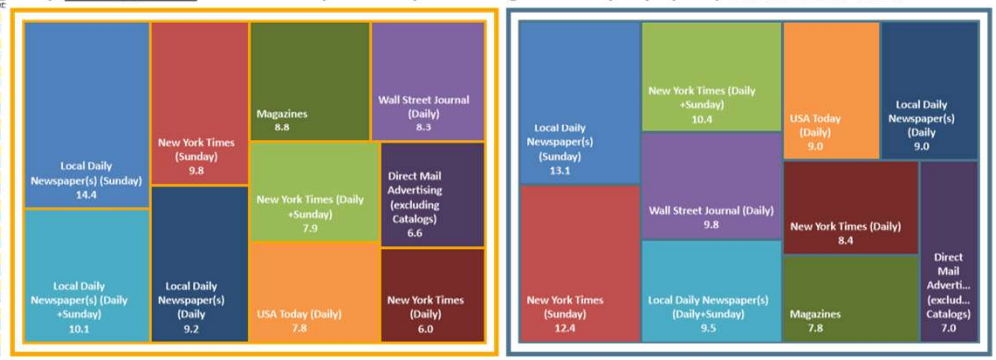
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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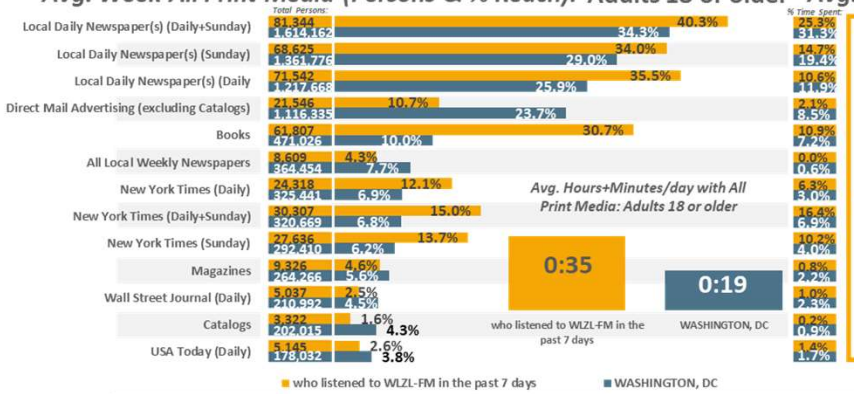
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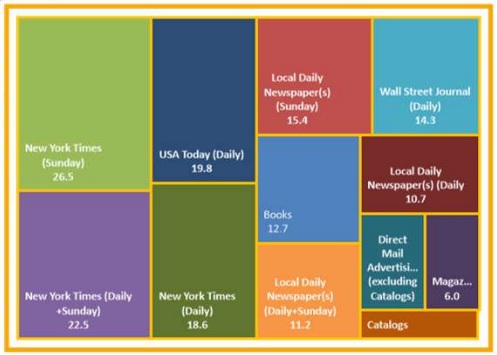
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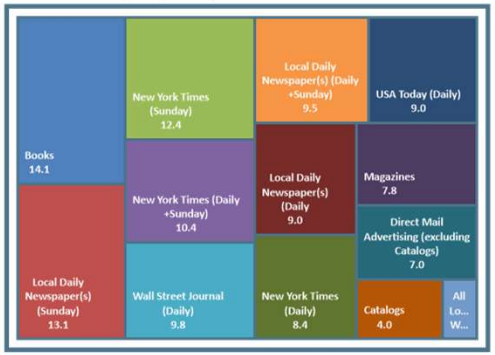
Radio Stations: WJFK-FM

81,344 or 40.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

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

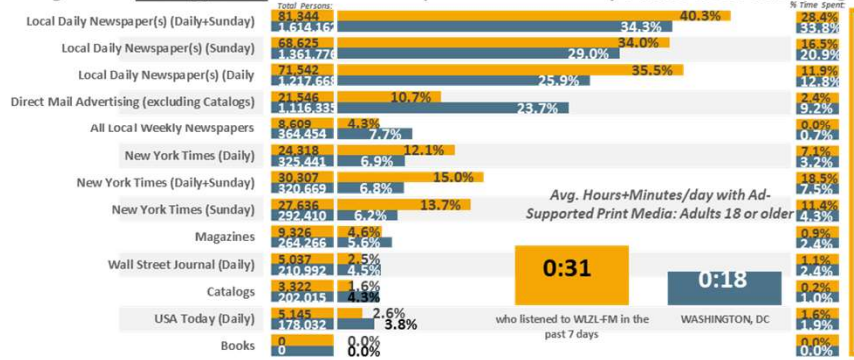




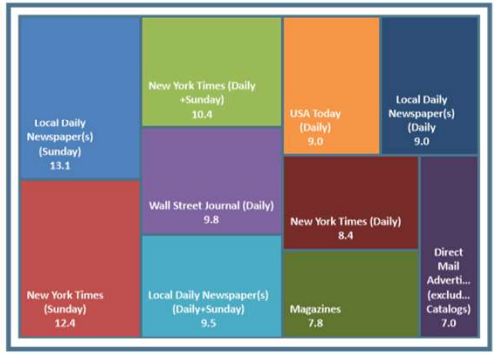


■ who listened to WLZL-FM in the past 7 days ■ WASHINGTON, DC

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







■ who listened to WLZL-FM in the past 7 days ■ WASHINGTON, DC

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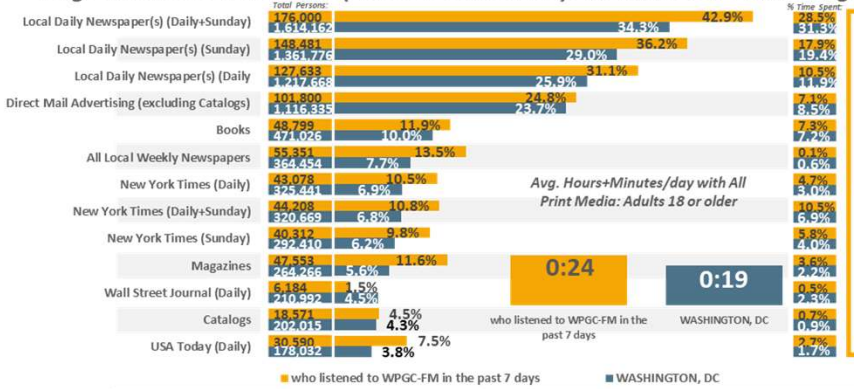
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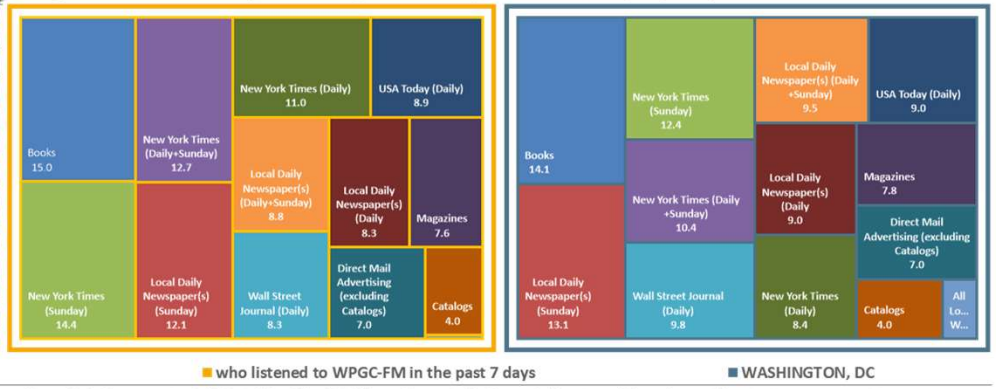
Radio Stations: WLZL-FM

176,000 or 42.9% of Adults 18 or older who listened to WPGC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

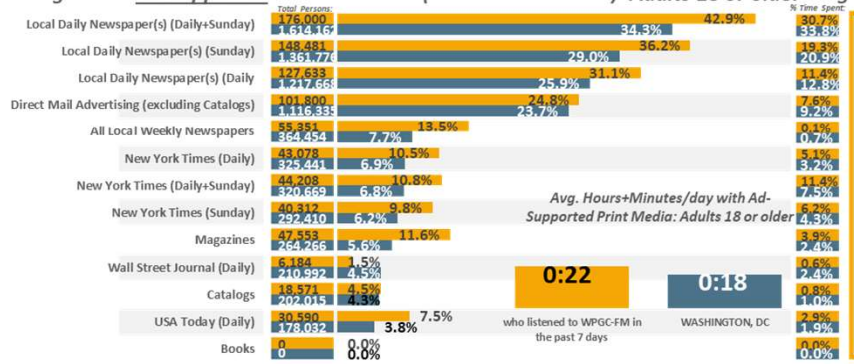
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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Radio Stations: WPGC-FM