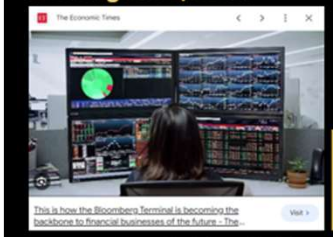
# USA+4 DMAs - P18+ Viewers of LOCAL TV NEWSCASTS!

# Complete Demographic & Media Use Profiles





Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ Viewers of MORNING LOCAL TV NEWS and/or EARLY EVENING LOCAL TV NEWS and/or LATE EVENING LOCAL TV NEWS as of August 31, 2024!




P18+




CHICAGO




WASHINGTON, DC




SEATTLE




PHOENIX

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

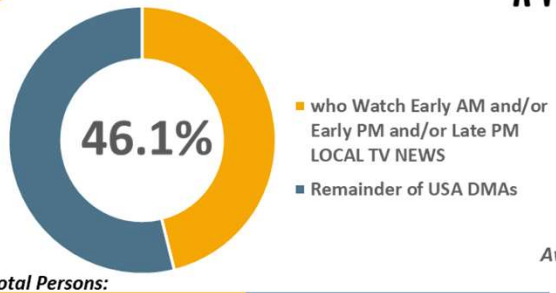
*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

HUBBARD BROADCASTING INC. HB




46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.2 years old (13.1% older than average) and have a $86,133 (4.% lower than average) annual household…

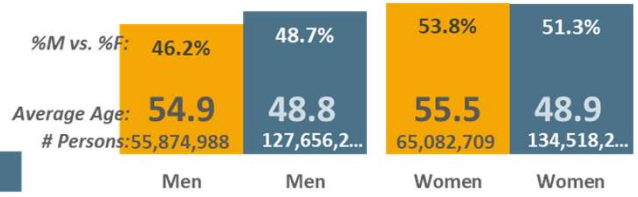
## *Percent of Market:* Adults 18 or older



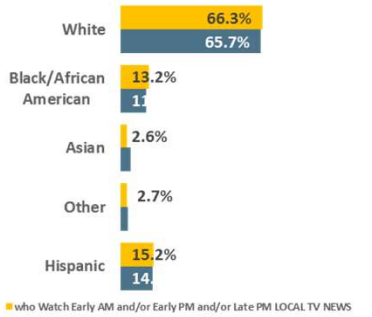

**Total Persons:**

| 120,957,697 | 141,216,803 |
|---|---|

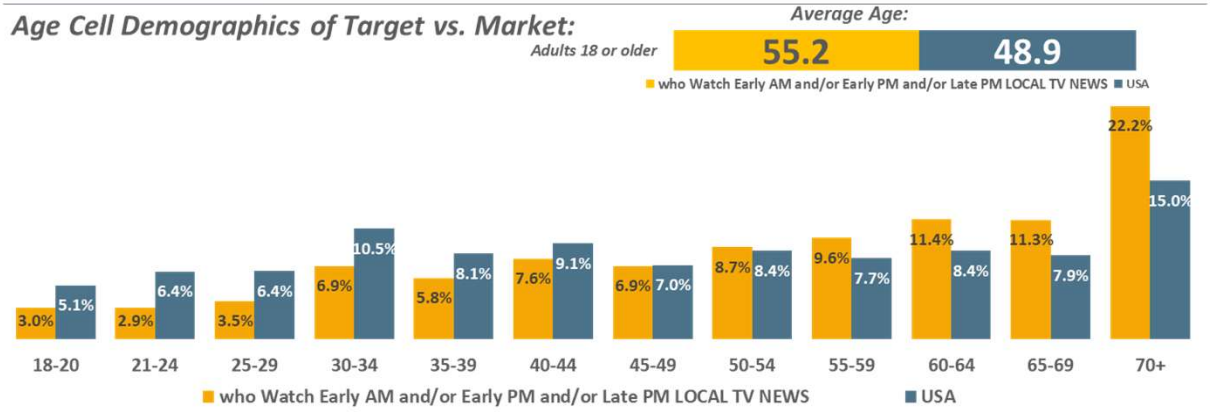
## *Gender of Target vs. Market:* Adults 18 or older




## *Ethnicity of Target vs. Market:*




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

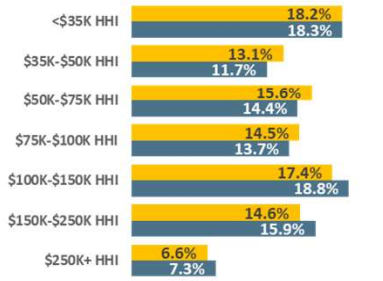



*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

## *HHI of Target vs. Market:*



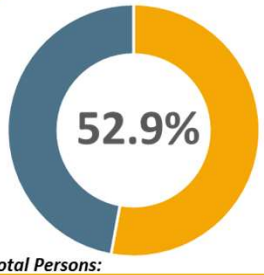

| *Avg HHI:* | $86,133 | $89,686 |
|---|---|---|

*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




52.9% or 3,995,863 of CHI DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 54.2 years old (11.9% older than average) and have a $99,445 (2.9% lower than average) annual household…

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



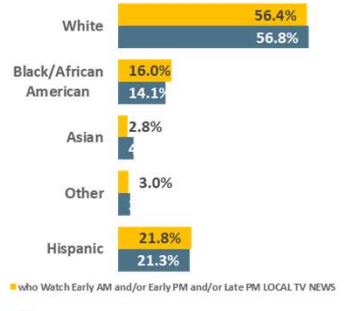

***Total Persons:***

| 3,995,863 | 3,561,333 |
|---|---|

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

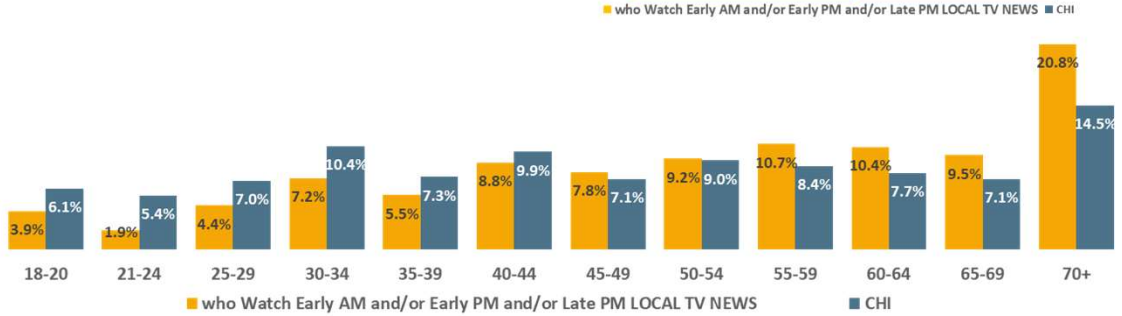
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 47.5% | 48.4% | 52.5% | 51.6% |
| *Average Age:* | 54.0 | 48.6 | 54.4 | 48.3 |
| *# Persons:* | 1,898,603 | 3,657,350 | 2,097,260 | 3,899,846 |

## *Ethnicity of Target vs. Market:*

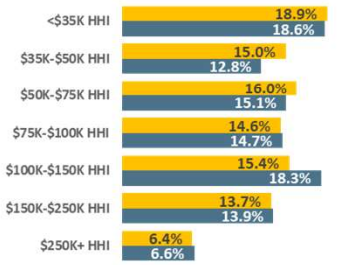



## *Age Cell Demographics of Target vs. Market:*

| | Average Age: | |
|---|---|---|
| *Adults 18 or older* | 54.2 | 48.4 |




## *HHI of Target vs. Market:*




| *Avg HHI:* | $99,445 | $102,448 |
|---|---|---|

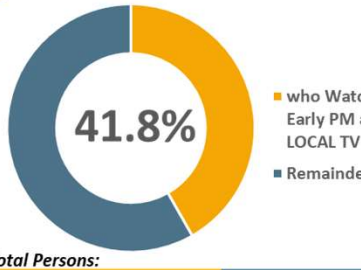
*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

41.8% or 2,361,386 of WDC DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS.
Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 54.2 years old (13.1% older than average) and have a $121,191 (5.5% lower than average) annual household…

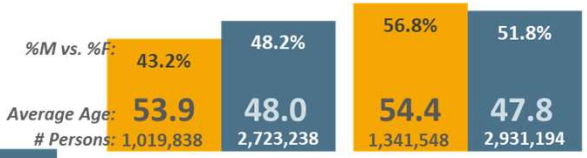
## Percent of Market: Adults 18 or older



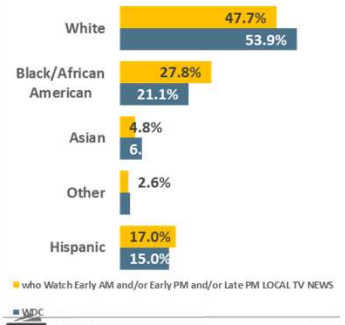

**Total Persons:**

| 2,361,386 | 3,293,046 |
|---|---|

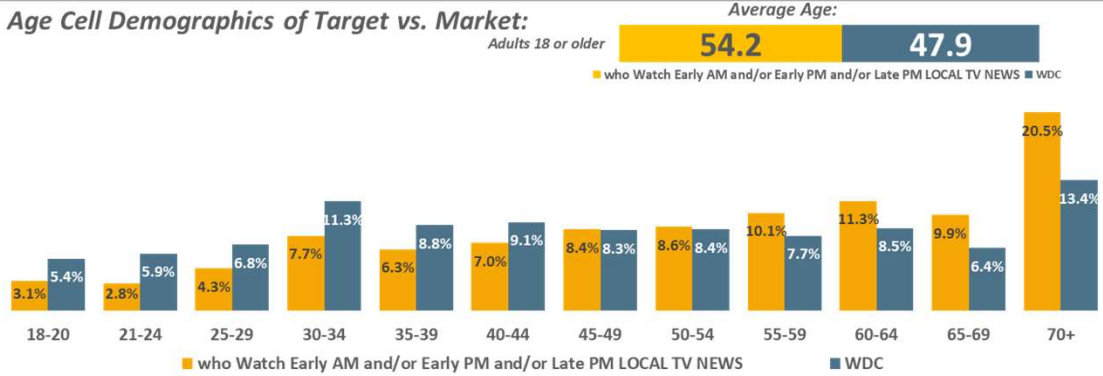
## Gender of Target vs. Market: Adults 18 or older



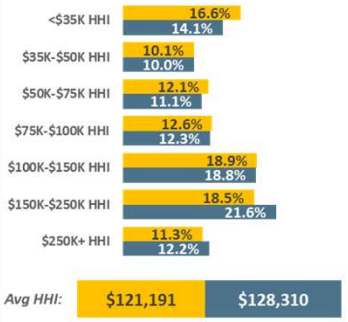

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

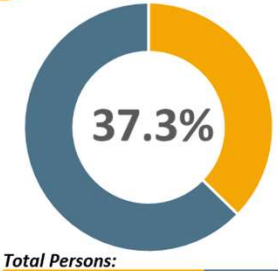
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




37.3% or 1,674,401 of SEA DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS.
Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.9 years old (15.8% older than average) and have a $115,119 (2.9% lower than average) annual household…

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



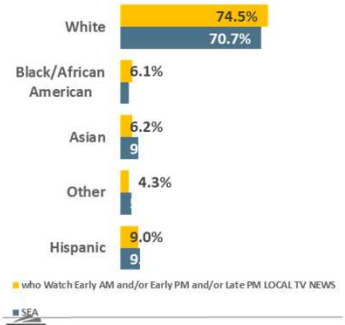

**Total Persons:**

| who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS | Remainder of SEA DMA |
|---|---|
| 1,674,401 | 2,814,029 |

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

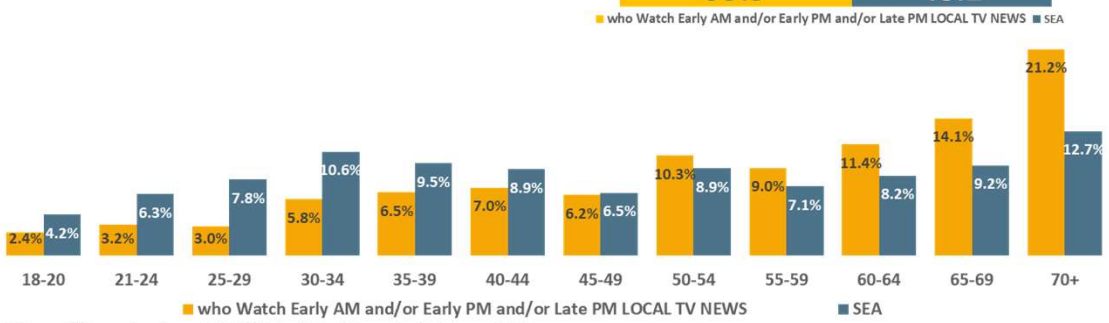
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 47.9% | 49.7% | 52.1% | 50.3% |
| *Average Age:* | 54.8 | 48.1 | 56.9 | 48.3 |
| *# Persons:* | 801,928 | 2,229,970 | 872,473 | 2,258,460 |

## *Ethnicity of Target vs. Market:*

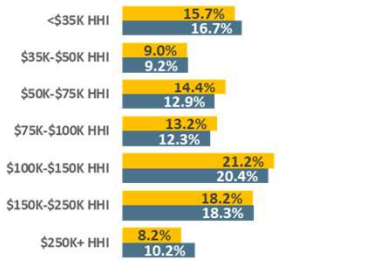



## *Age Cell Demographics of Target vs. Market:*

| | Average Age: | |
|---|---|---|
| *Adults 18 or older* | 55.9 | 48.2 |




## *HHI of Target vs. Market:*




| *Avg HHI:* | $115,119 | $118,542 |
|---|---|---|

*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

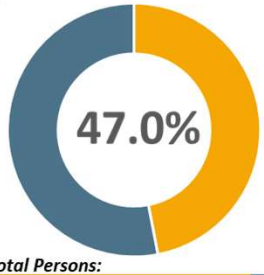
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




47.% or 2,167,818 of PHX DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.3 years old (12.6% older than average) and have a $85,277 (8.3% lower than average) annual household…

## Percent of Market: Adults 18 or older



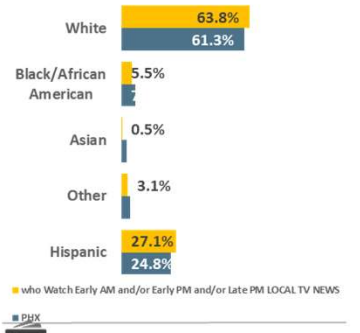

**Total Persons:**

| 2,167,818 | 2,446,499 |
|---|---|

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

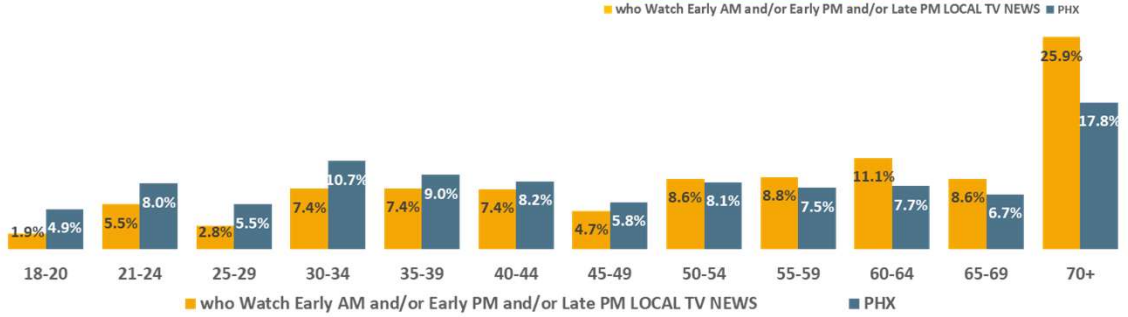
| | Men | Men | Women | Women |
|---|---|---|---|---|
| %M vs. %F: | 47.2% | 49.1% | 52.8% | 50.9% |
| Average Age: | 54.2 | 48.6 | 56.3 | 49.5 |
| # Persons: | 1,022,781 | 2,264,144 | 1,145,037 | 2,350,173 |

## Ethnicity of Target vs. Market:

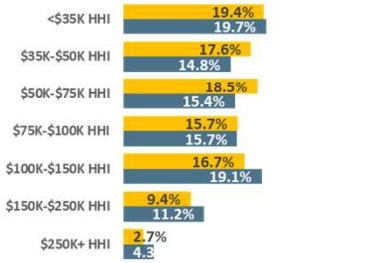



## Age Cell Demographics of Target vs. Market:

| | Average Age: | |
|---|---|---|
| Adults 18 or older | 55.3 | 49.1 |




## HHI of Target vs. Market:




| Avg HHI: | $85,277 | $92,998 |
|---|---|---|

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215

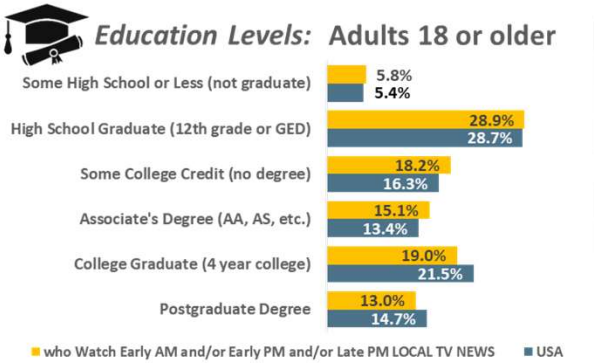
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

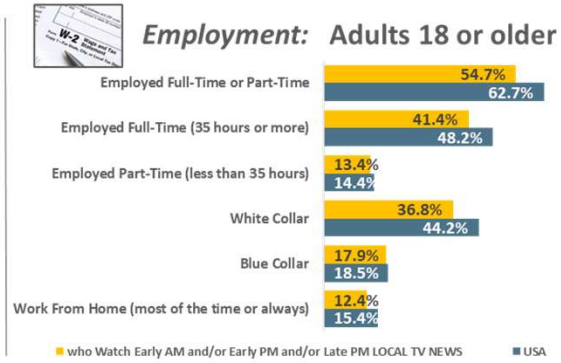



46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV... Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.4% less likely to be a college graduate, 14.2% less likely to work full-time, 8.1% more likely to be married, 18.9% less likely to be a parent of 1 or more children

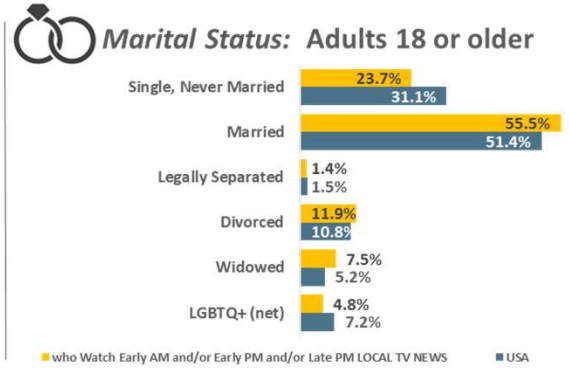
## Education Levels: Adults 18 or older



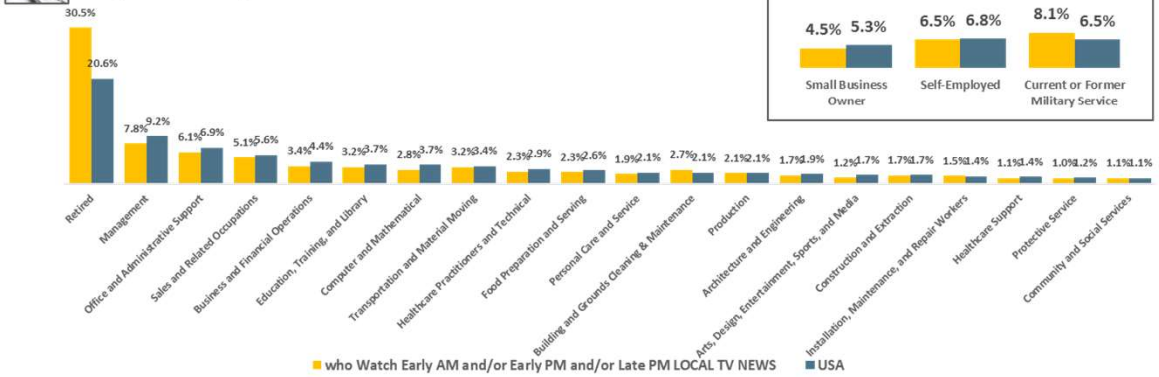

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



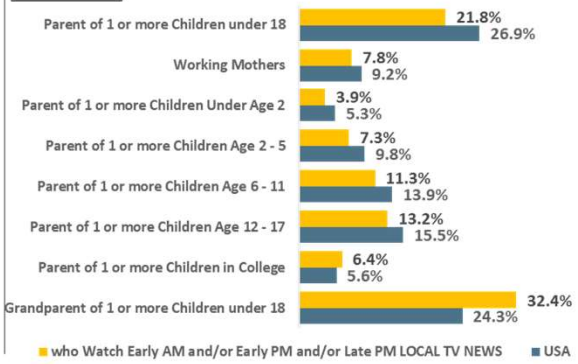

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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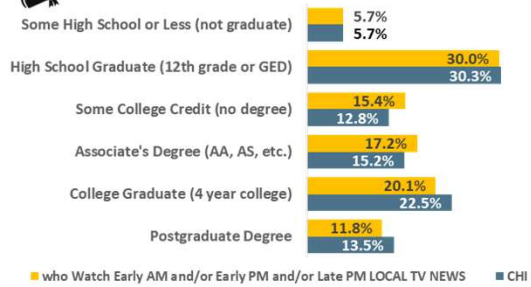
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

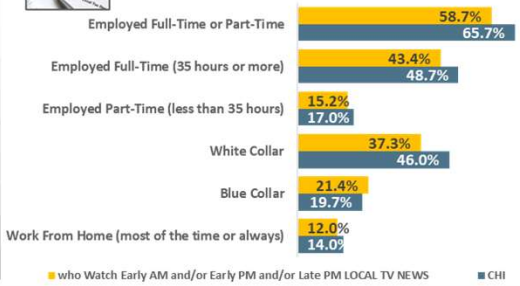



52.9% or 3,995,863 of CHI DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.7% less likely to be a college graduate, 10.8% less likely to work full-time, 10.2% more likely to be married, 11.7% less likely to be a parent of 1 or more children

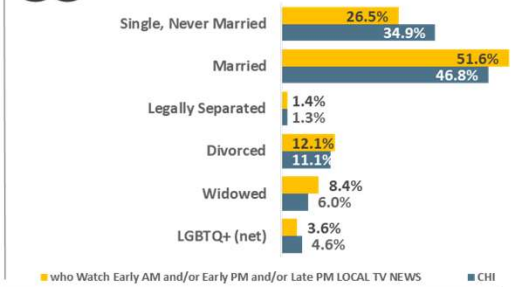
## *Education Levels:* Adults 18 or older



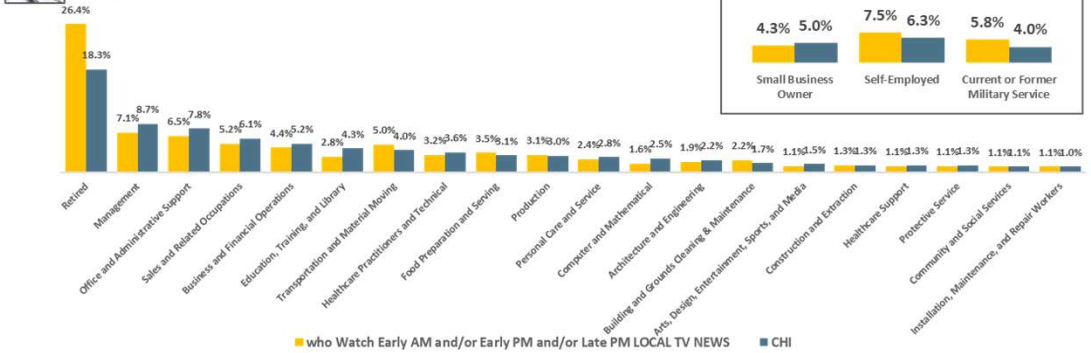

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



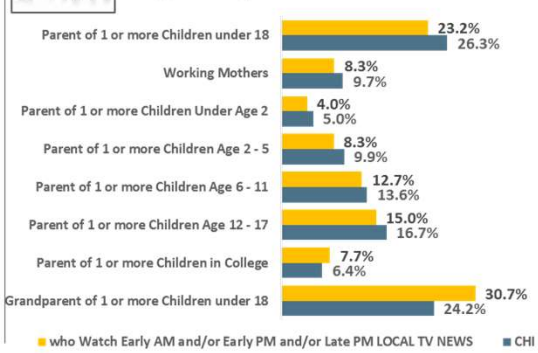

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

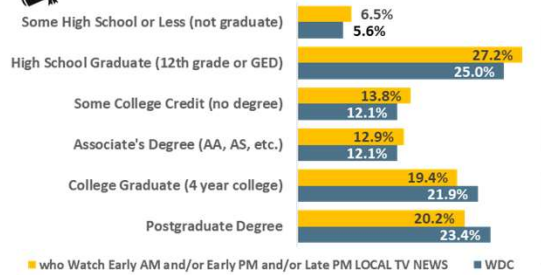
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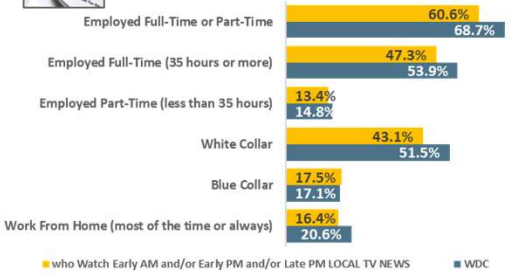



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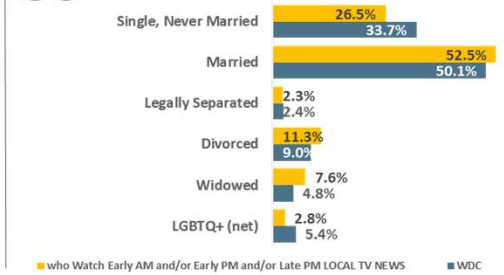
## Education Levels: Adults 18 or older



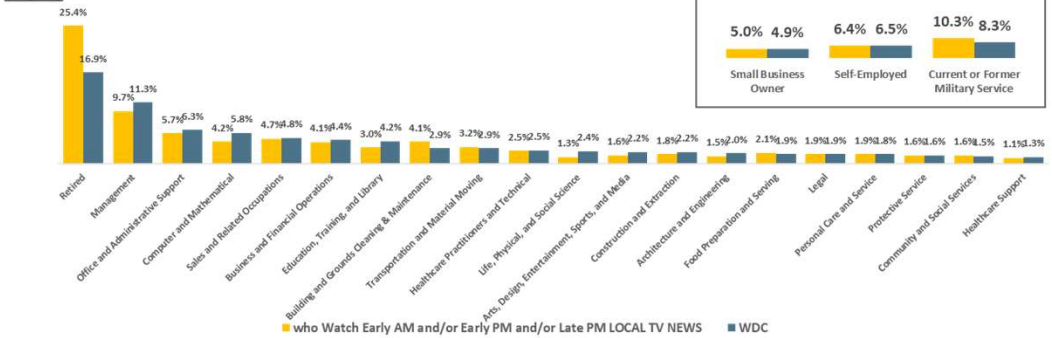

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



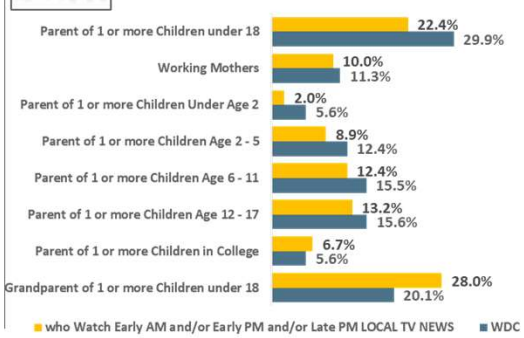

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

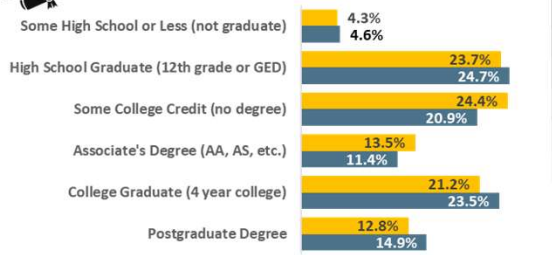
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

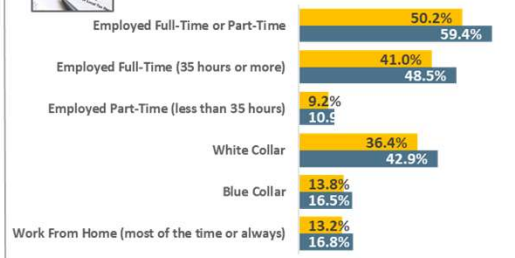



37.3% or 1,674,401 of SEA DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.4% less likely to be a college graduate, 15.4% less likely to work full-time, 10.5% more likely to be married, 21.9% less likely to be a parent of 1 or more children

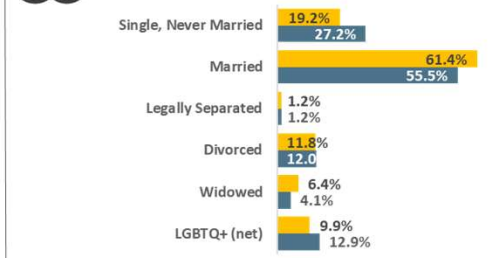
## Education Levels: Adults 18 or older



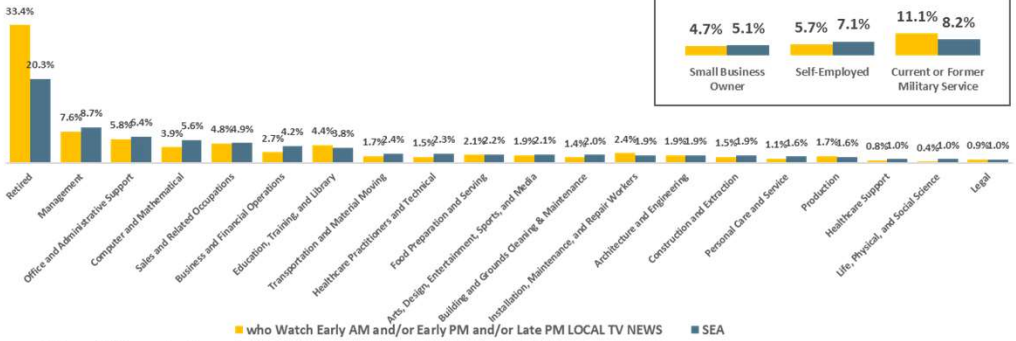

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



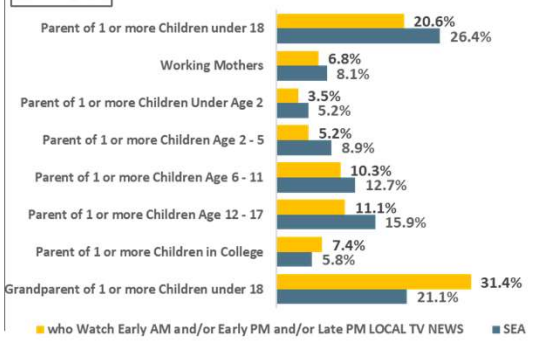

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

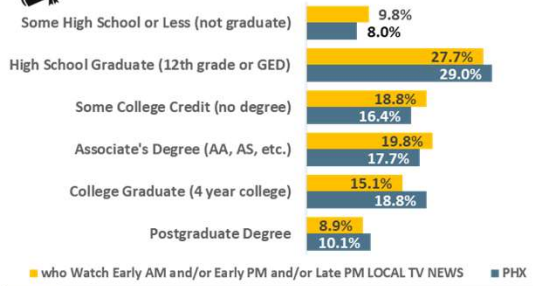
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

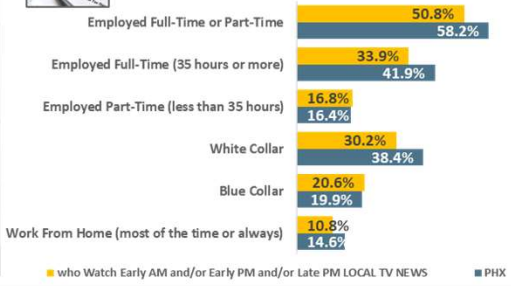



47.% or 2,167,818 of PHX DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 16.9% less likely to be a college graduate, 18.9% less likely to work full-time, 4.8% more likely to be married, 13.2% less likely to be a parent of 1 or more children

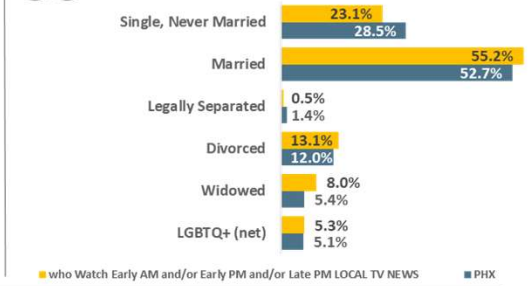
## Education Levels: Adults 18 or older



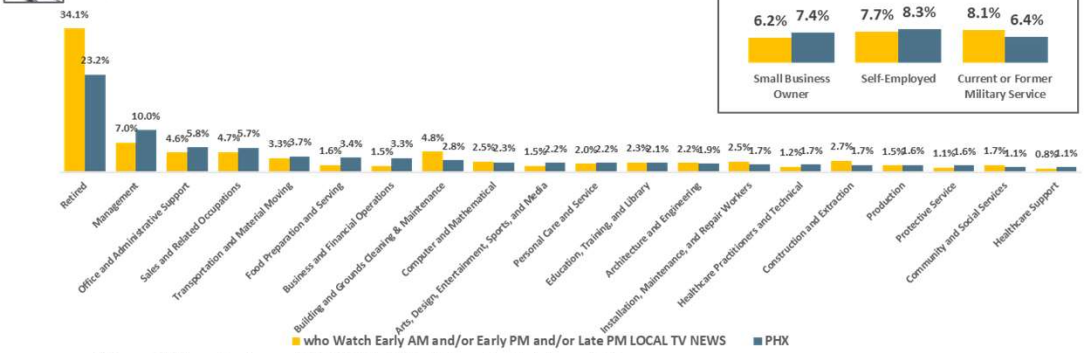

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



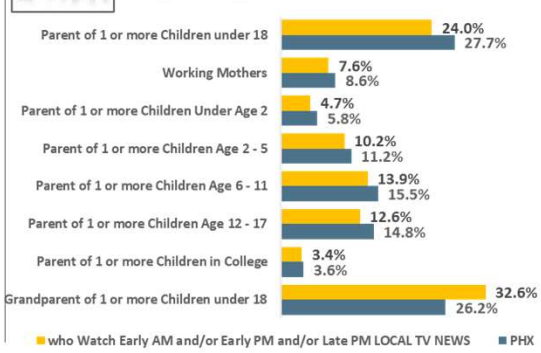

## Top-20 Occupations: Adults 18 or older




## Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

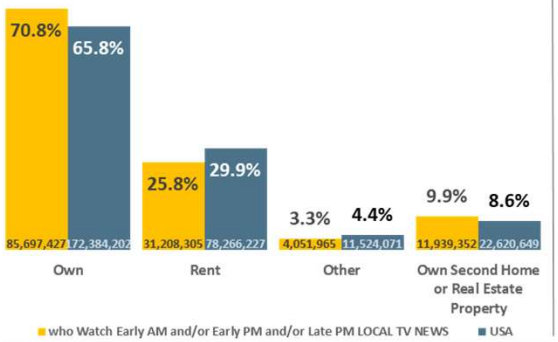
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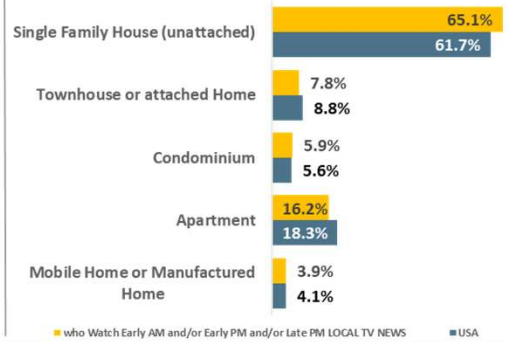



46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 7.8% more likely to own their home, 15.9% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 1.2% more likely to have a dog.

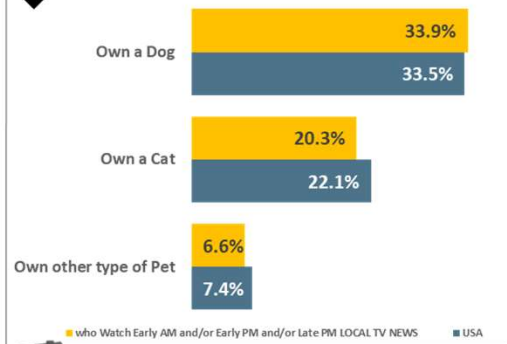
## *Own/Rent/Other:* Adults 18 or older



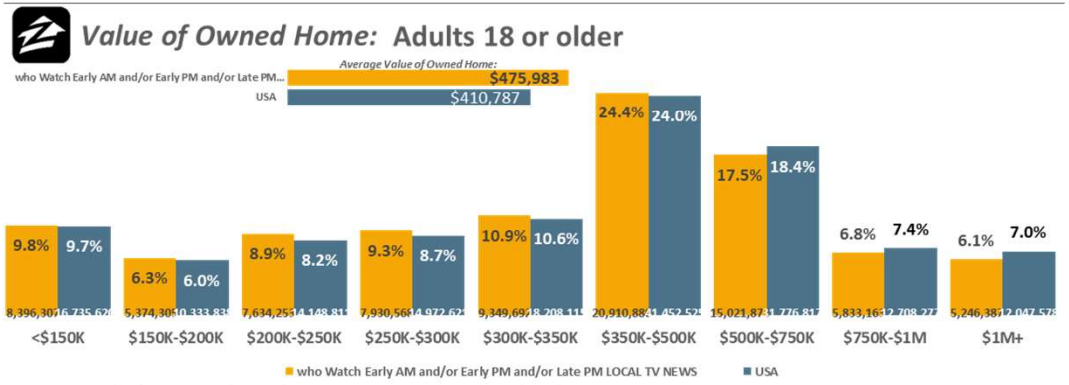

## *Type of Home:* Adults 18 or older



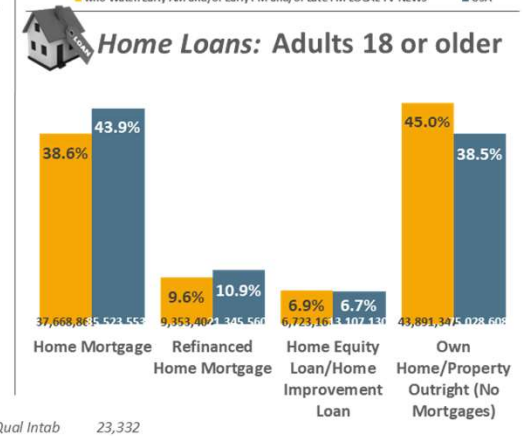

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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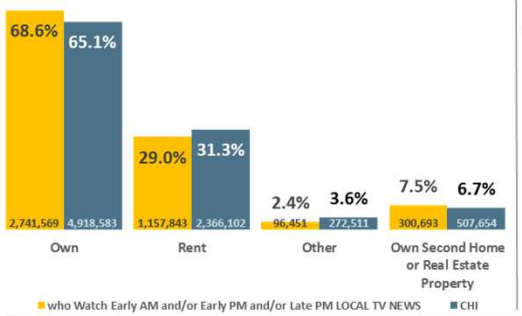
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

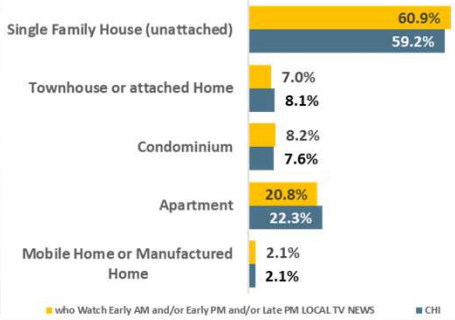



52.9% or 3,995,863 of CHI DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 5.4% more likely to own their home, 1.7% more likely to own a lower valued home, 3.% more likely to have a single-family home, 1.7% more likely to have a dog.

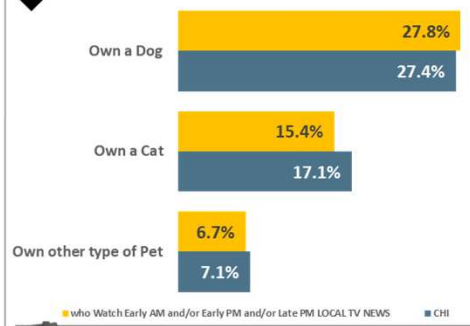
## *Own/Rent/Other:* Adults 18 or older



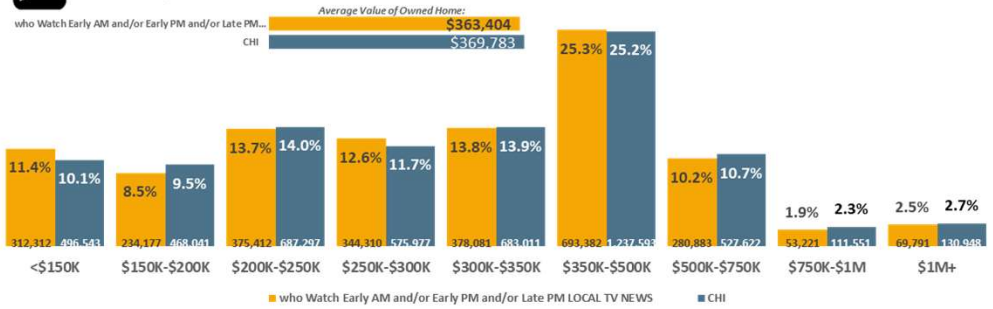

## *Type of Home:* Adults 18 or older



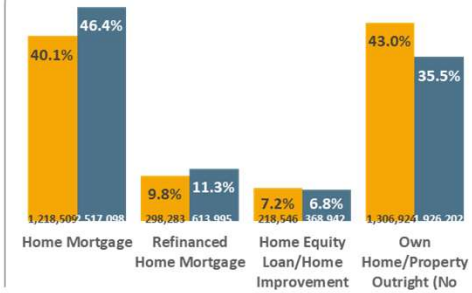

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

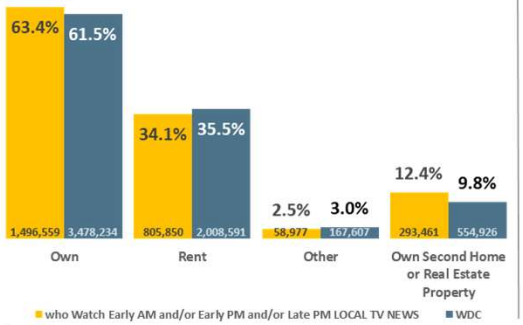
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

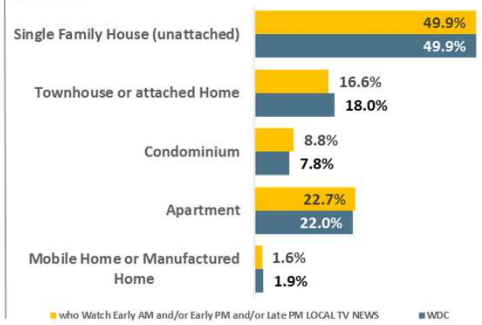



41.8% or 2,361,386 of WDC DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 3.% more likely to own their home, 2.7% more likely to own a lower valued home, .% less likely to have a single-family home, 5.4% less likely to have a dog.

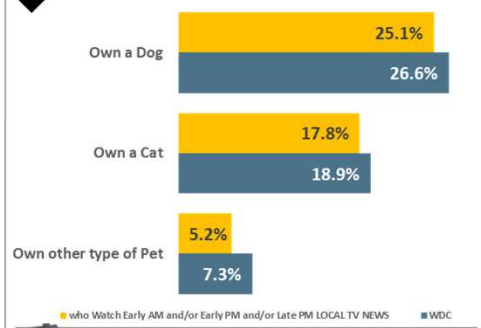
## *Own/Rent/Other:* Adults 18 or older



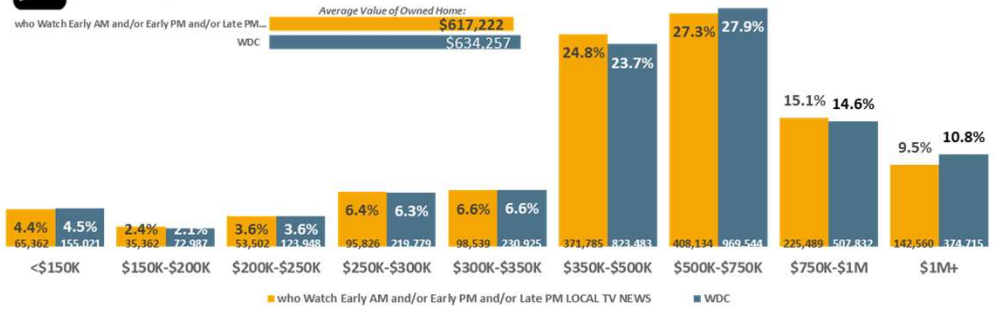

## *Type of Home:* Adults 18 or older



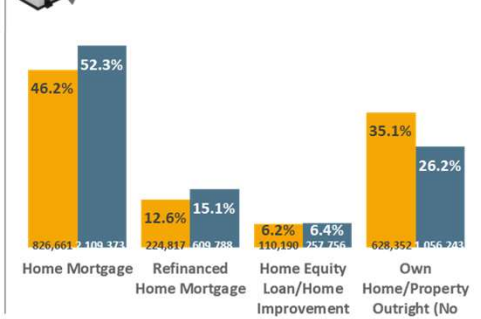

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

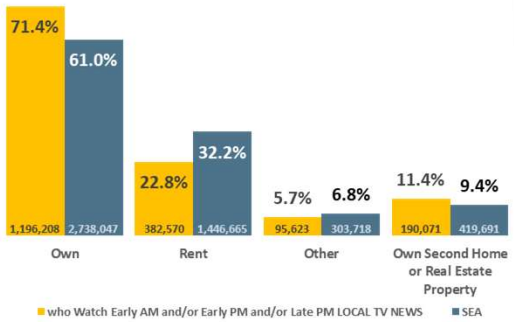
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

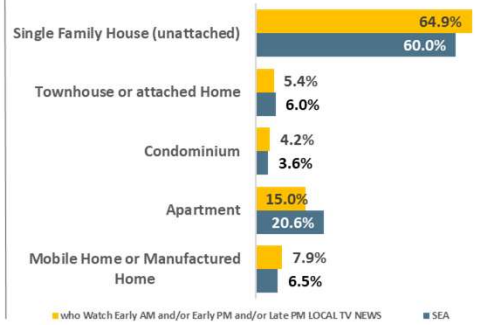



37.3% or 1,674,401 of SEA DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 17.1% more likely to own their home, 1.4% more likely to own a lower valued home, 8.1% more likely to have a single-family home, 16.1% more likely to have a dog.

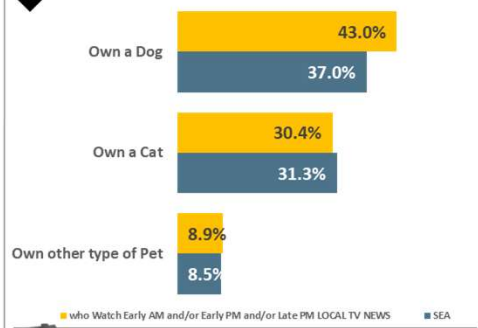
## *Own/Rent/Other:* Adults 18 or older



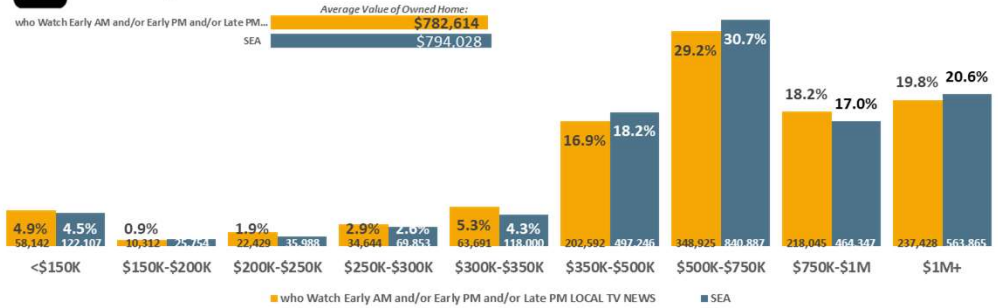

## *Type of Home:* Adults 18 or older



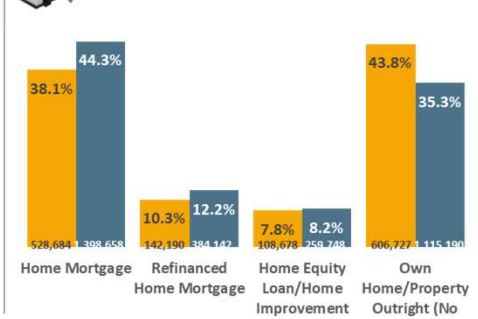

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

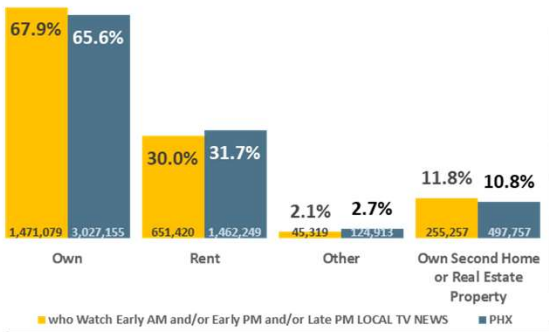
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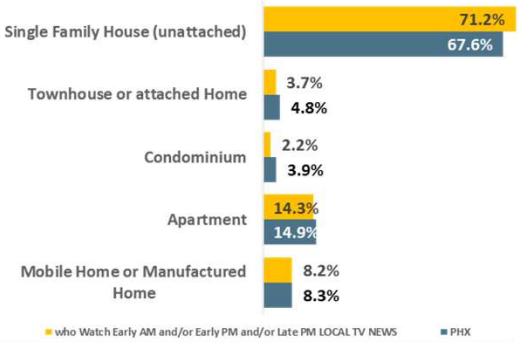



47.% or 2,167,818 of PHX DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 3.4% more likely to own their home, 4.8% more likely to own a lower valued home, 5.2% more likely to have a single-family home, 5.3% less likely to have a dog.

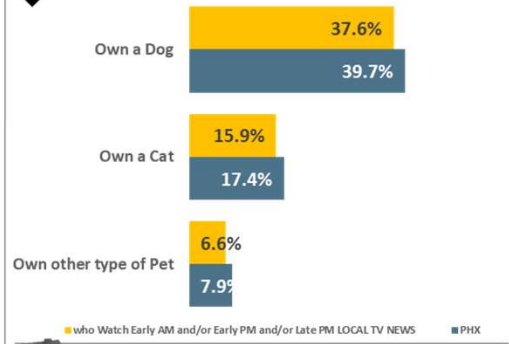
## *Own/Rent/Other:* Adults 18 or older



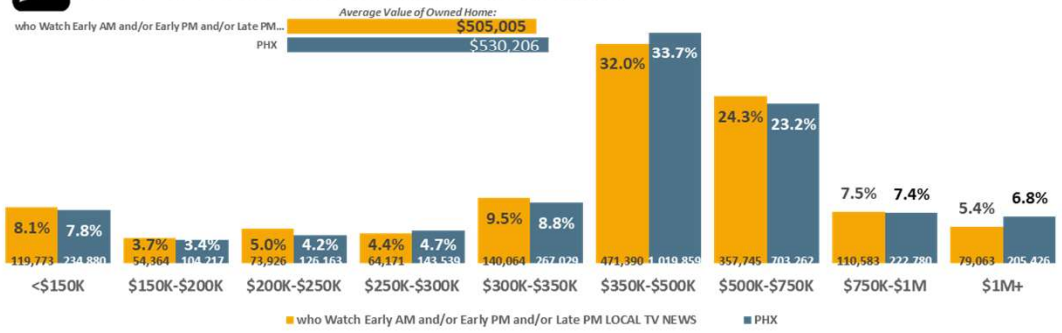

## *Type of Home:* Adults 18 or older



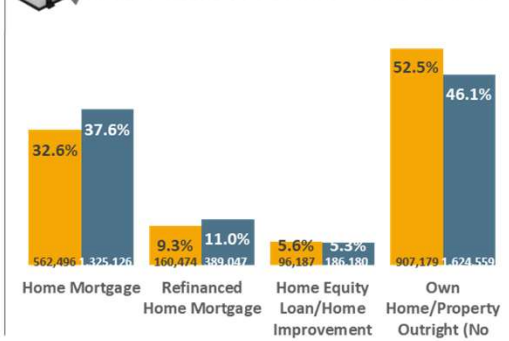

## *Pets in Home:* Adults 18 or older




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




## *Home Loans:* Adults 18 or older




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

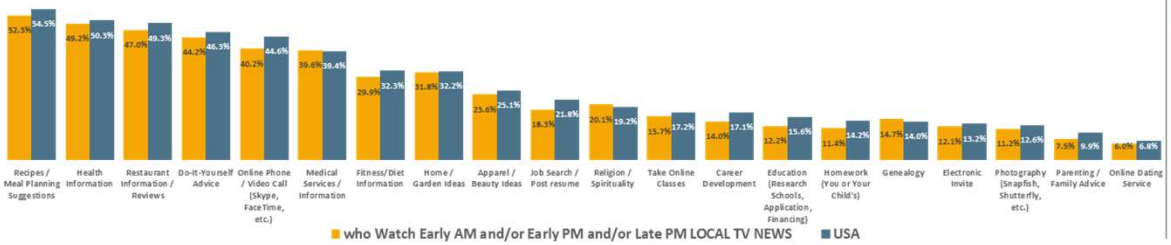
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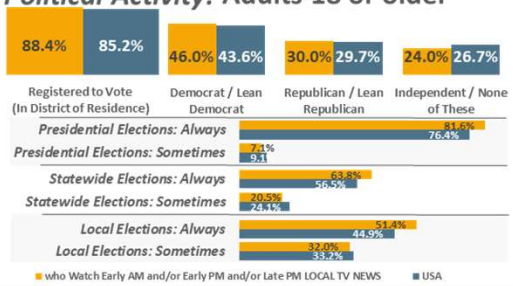



46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV… Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 4.5% less likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 2.5% less likely to belong to a gym, 4.9% less likely to fly domes

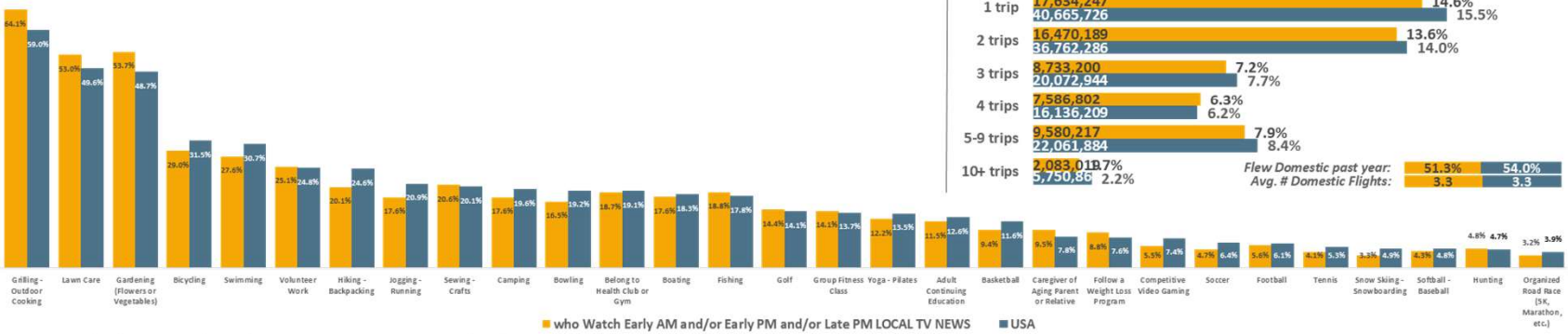
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,560*

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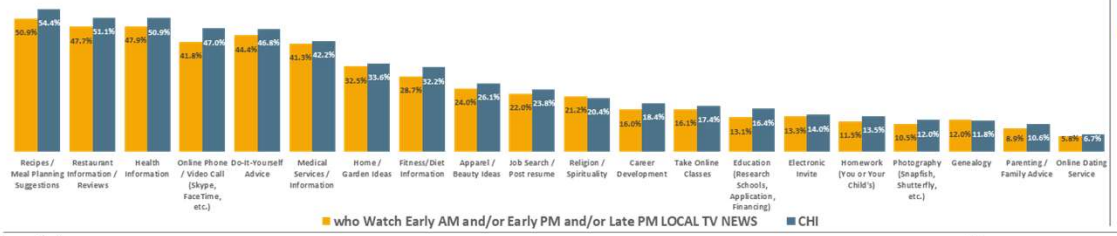
*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

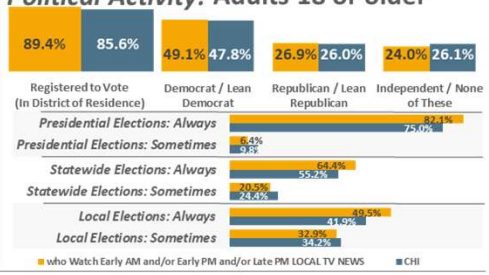



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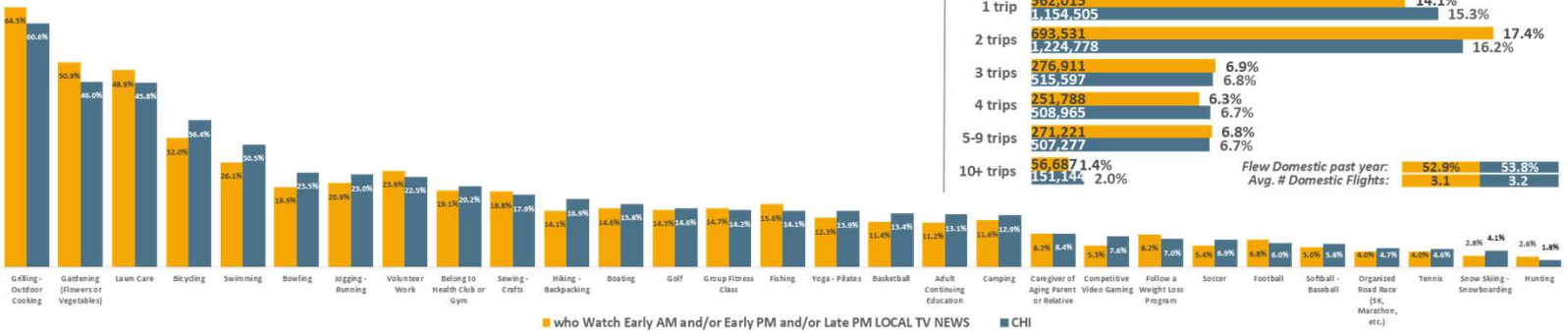
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

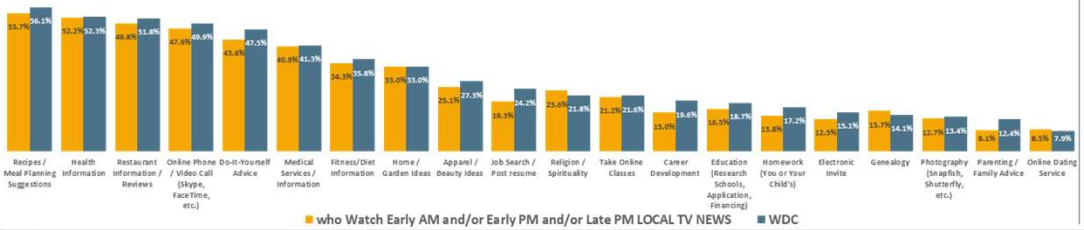
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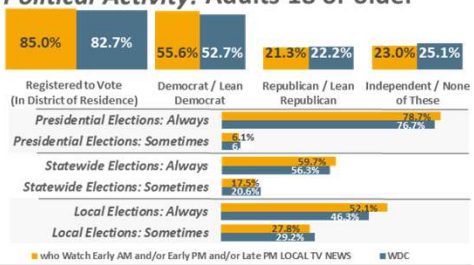



41.8% or 2,361,386 of WDC DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 8.2% less likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 4.7% more likely to belong to a gym, 8.4% less likely to fly domes

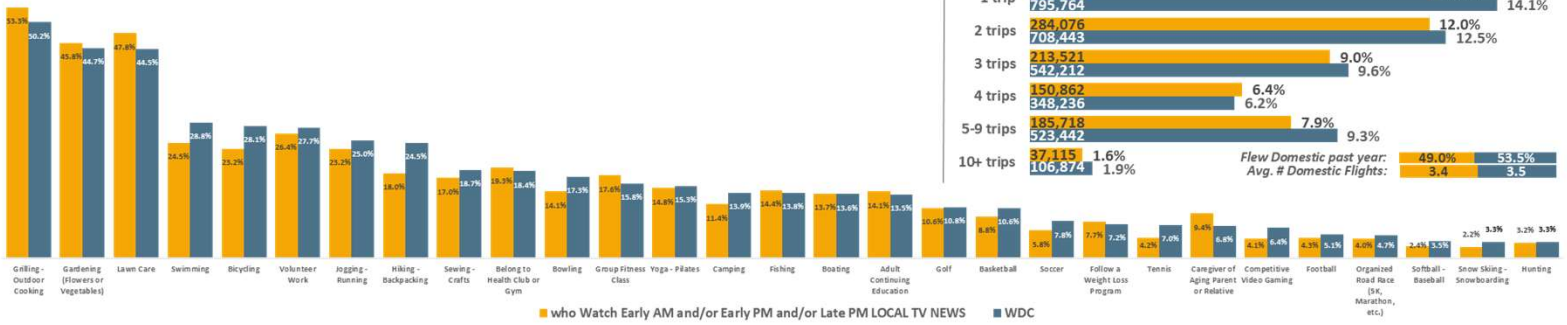
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

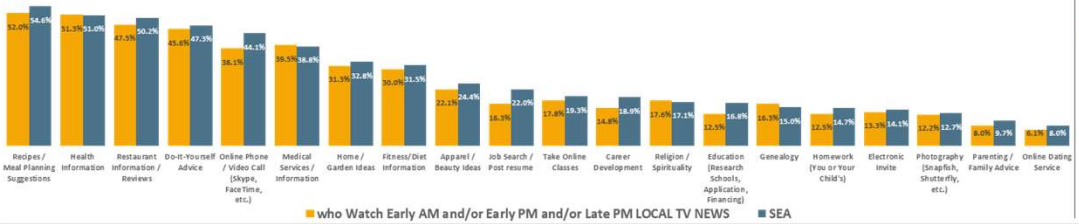
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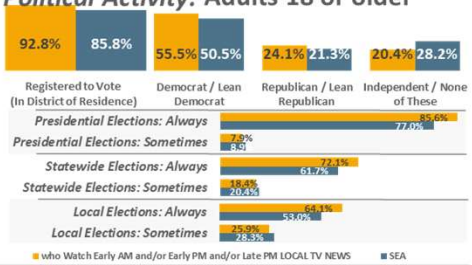



37.3% or 1,674,401 of SEA DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 3.4% less likely to look up D-I-Y advice online, 20.9% more likely to always vote in local elections, .6% less likely to belong to a gym, 5.3% less likely to fly domest

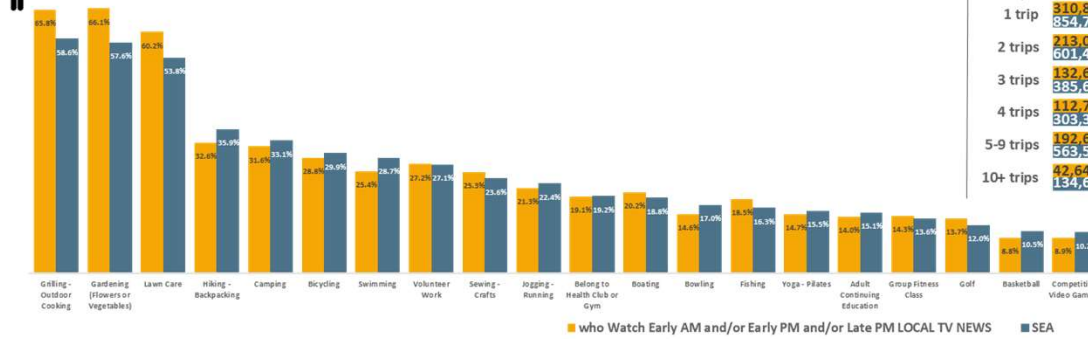
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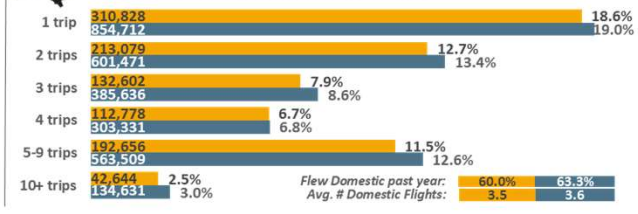

## *Political Activity:* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

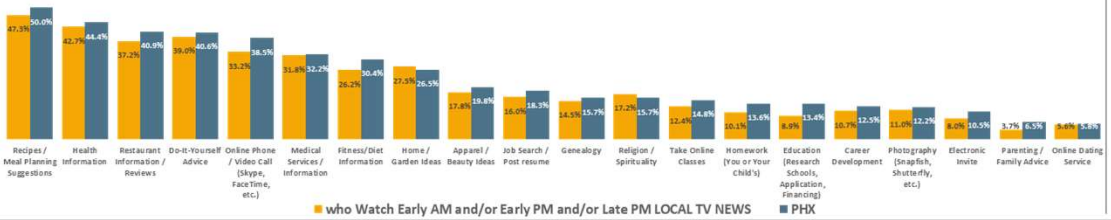
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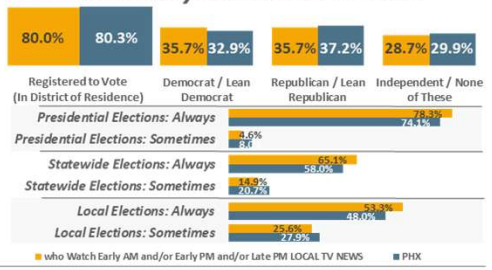



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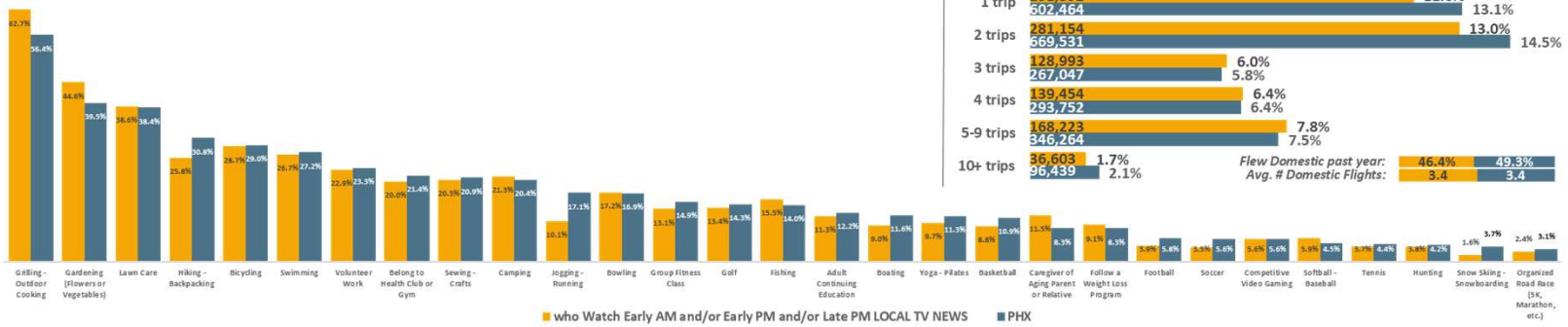
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*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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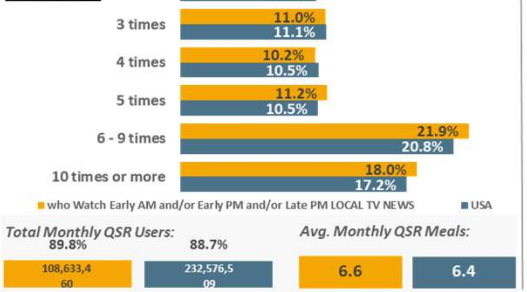
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46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 1.2% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 11.8% more likely to use Casinos past yr., 13.4% more likely to smoke cigar

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



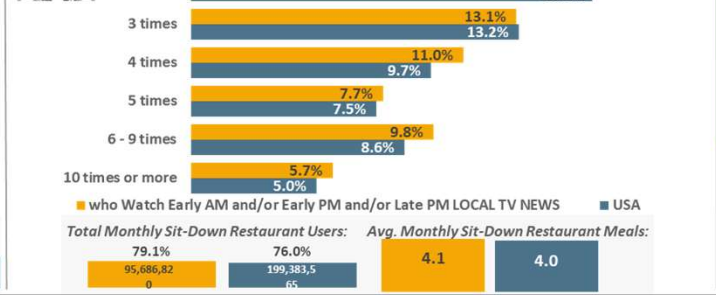



*Total Monthly QSR Users:* 89.8% 88.7% — 108,633,460 — 232,576,509

*Avg. Monthly QSR Meals:* 6.6 — 6.4

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





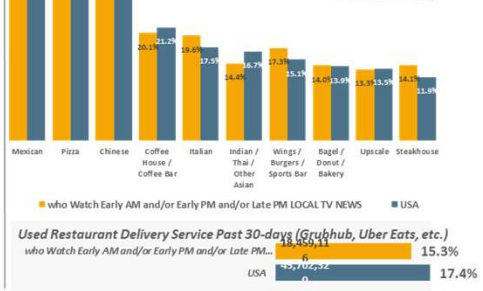

*Total Monthly Sit-Down Restaurant Users:* 79.1% 76.0% — 95,686,820 — 199,383,565

*Avg. Monthly Sit-Down Restaurant Meals:* 4.1 — 4.0

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

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



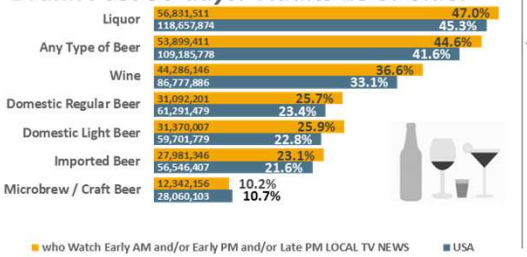



*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who Watch Early AM and/or Early PM and/or Late PM...* 15.3%

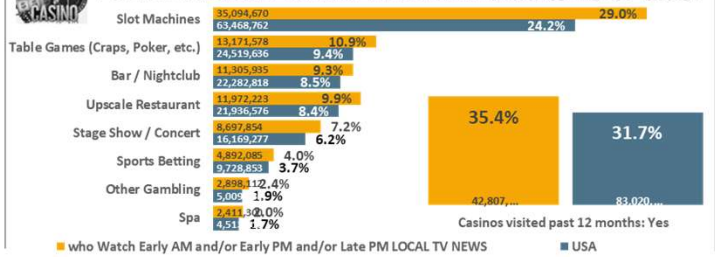
*USA* 17.4%

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




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



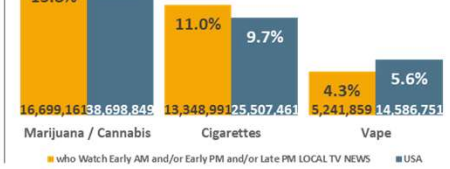






## *Used Past 30-days:* Adults 18 or older






*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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52.9% or 3,995,863 of CHI DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are .8% more likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 14.4% more likely to use Casinos past yr., 22.6% more likely to smoke cigar

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






*Total Monthly QSR Users:* 91.5% 3,658,027 | 90.9% 6,865,933

*Avg. Monthly QSR Meals:* 7.0 | 7.0

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






*Total Monthly Sit-Down Restaurant Users:* 77.8% 3,107,456 | 75.7% 5,724,044

*Avg. Monthly Sit-Down Restaurant Meals:* 4.2 | 4.1

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

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






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

*who Watch Early AM and/or Early PM and/or Late PM...* 650,427 16.3%

*CHI* 1,511,418 20.0%

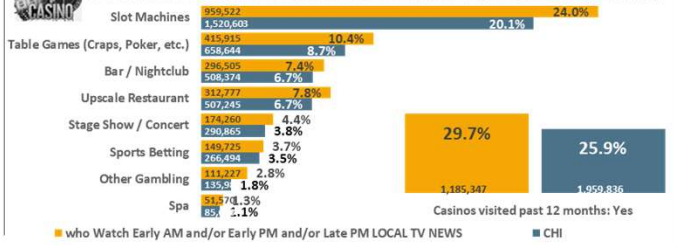
## *Drank Past 30-days:* Adults 18 or older






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



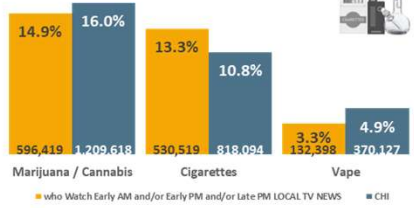



Casinos visited past 12 months: Yes

29.7% 1,185,347 | 25.9% 1,959,836

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






*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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41.8% or 2,361,386 of WDC DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are .7% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., 15.9% more likely to smoke cigar

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






*Total Monthly QSR Users:* 90.1% 2,128,666 | 89.5% 5,059,794

*Avg. Monthly QSR Meals:* 7.3 | 6.8

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






*Total Monthly Sit-Down Restaurant Users:* 78.9% 1,862,094 | 76.1% 4,303,414

*Avg. Monthly Sit-Down Restaurant Meals:* 4.6 | 4.3

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

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






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

| | | |
|---|---|---|
| who Watch Early AM and/or Early PM and/or Late PM... | 616,176 | 26.1% |
| WDC | 1,438,719 | 25.4% |

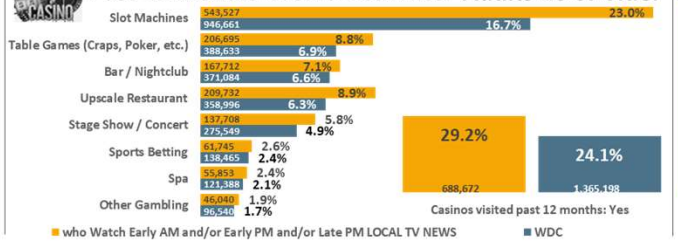
## *Drank Past 30-days:* Adults 18 or older






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






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






*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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






*Total Monthly QSR Users:* 87.5% 1,465,629 | 84.3% 3,785,799

*Avg. Monthly QSR Meals:* 5.1 | 5.2

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






*Total Monthly Sit-Down Restaurant Users:* 75.8% 1,269,204 | 73.6% 3,303,020

*Avg. Monthly Sit-Down Restaurant Meals:* 3.3 | 3.5

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

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






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

*who Watch Early AM and/or Early PM and/or Late PM...* 234,369 14.0%

*SEA* 699,800 15.6%

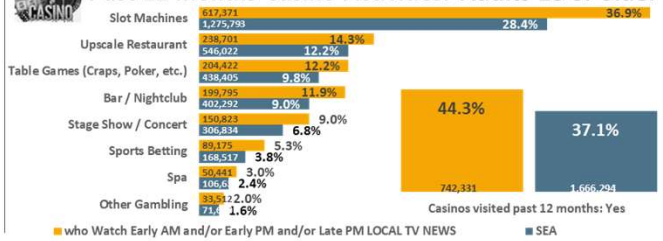
## *Drank Past 30-days:* Adults 18 or older






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






44.3% 742,331 | 37.1% 1,666,294

Casinos visited past 12 months: Yes

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






*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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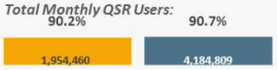

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## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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

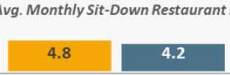





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




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

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






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



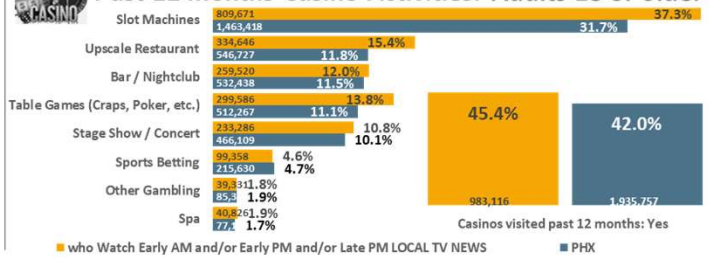

## *Drank Past 30-days:* Adults 18 or older






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









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






*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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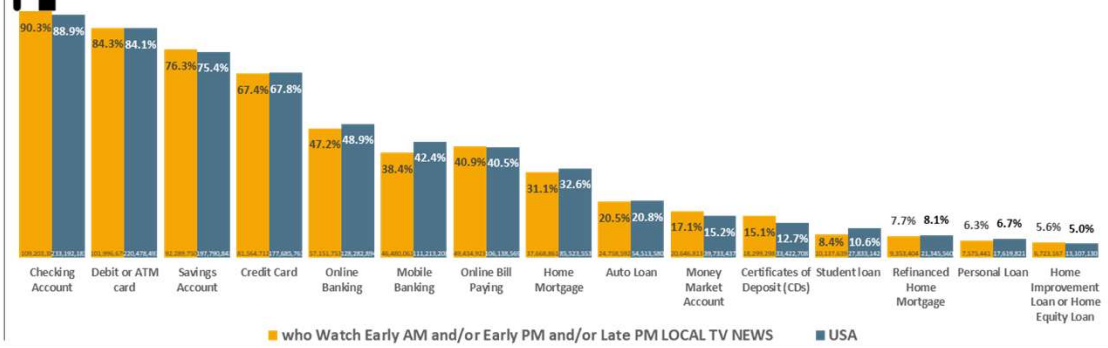



46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV… Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 4.6% less likely to have a 401K, 1.6% less likely to have an Auto Loan, 8.6% less likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



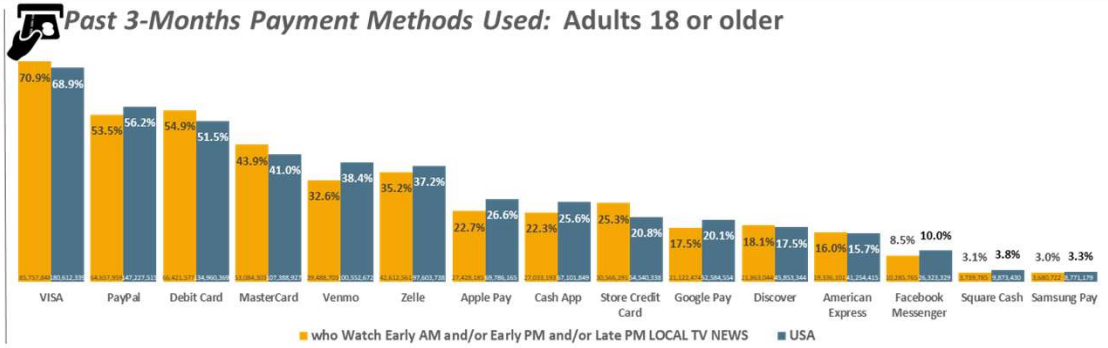

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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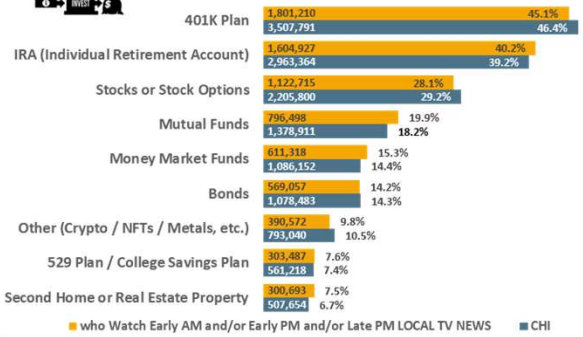
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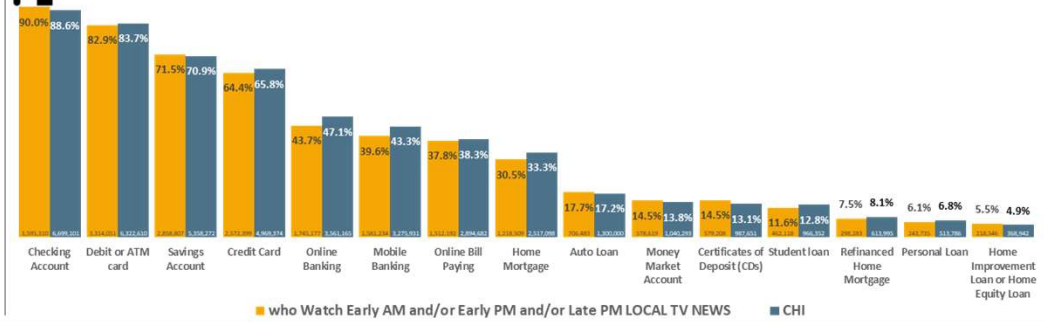



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## *Investments Owned:* Adults 18 or older



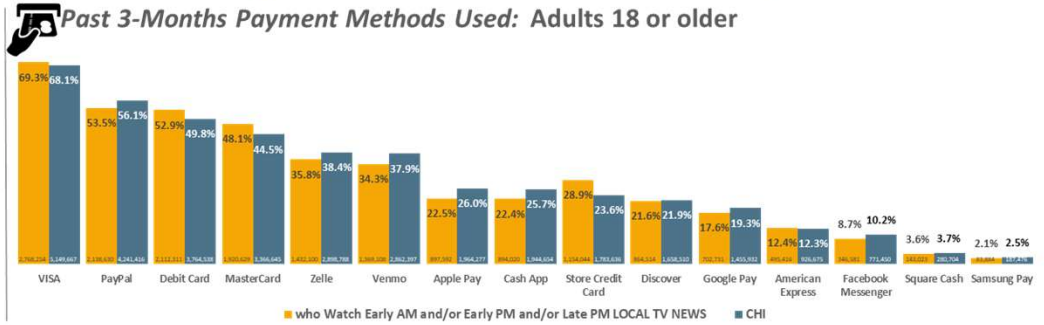

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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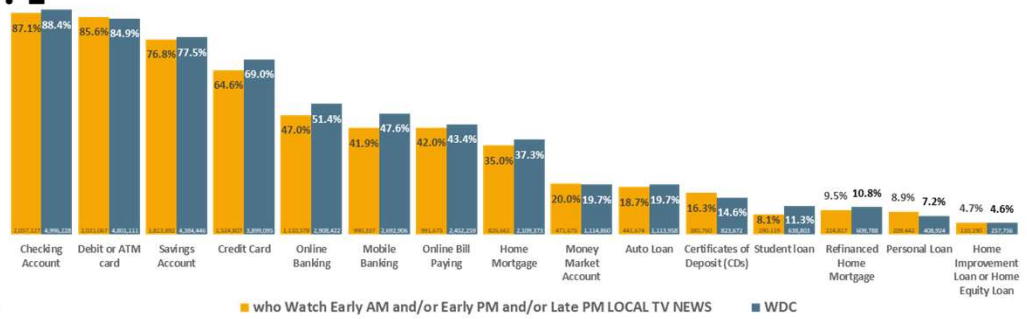



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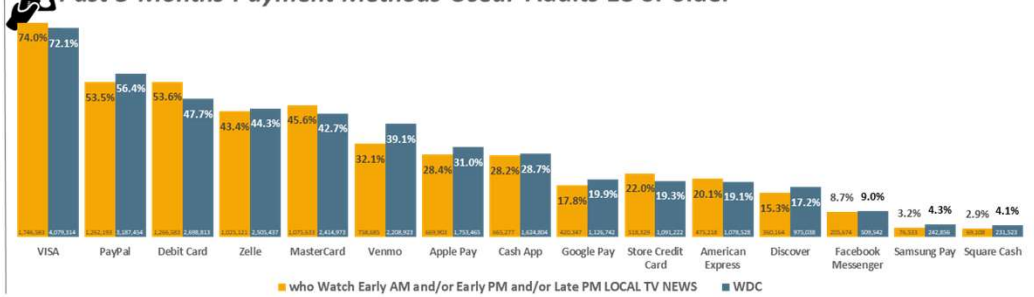

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## *Professional Services Used*:* Adults 18 or older




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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

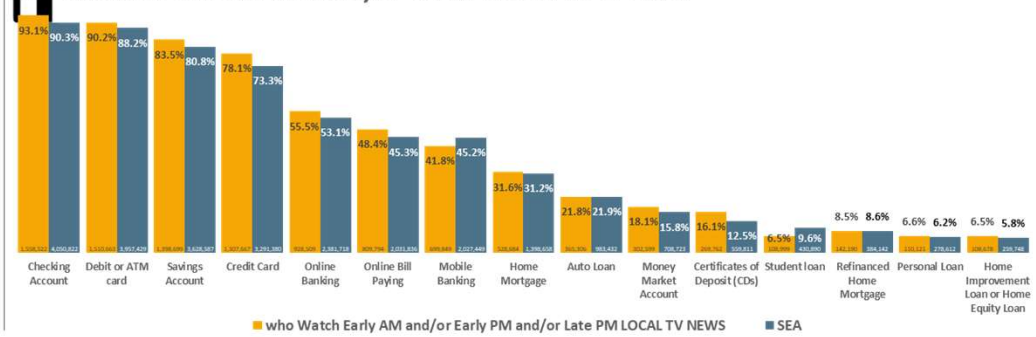



37.3% or 1,674,401 of SEA DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are .% less likely to have a 401K, .4% less likely to have an Auto Loan, 12.% less likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



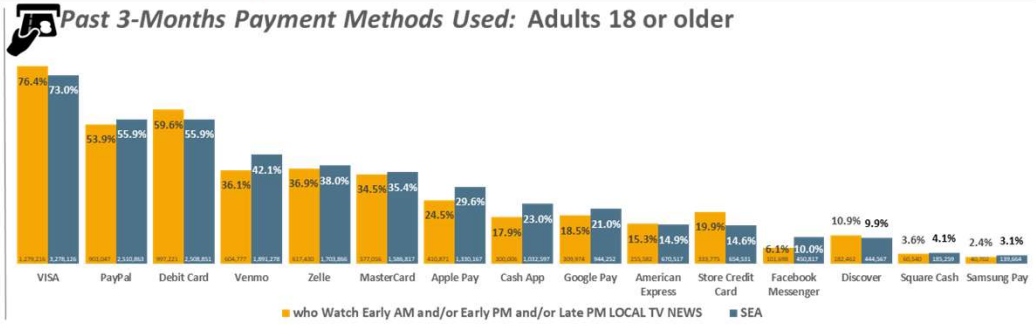

## *Financial Services Has and/or Uses:* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

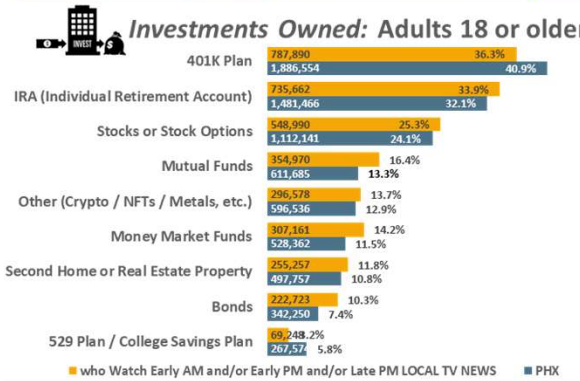
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

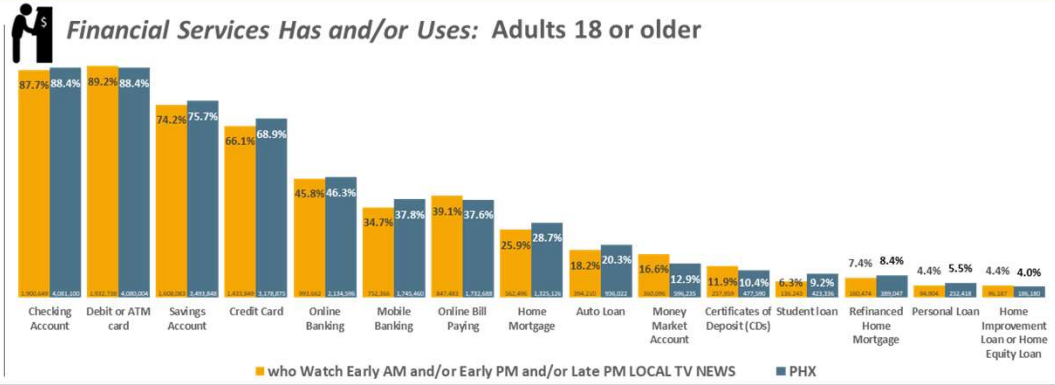



47.7% or 2,167,818 of PHX DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.1% less likely to have a 401K, 10.4% less likely to have an Auto Loan, 23.5% less likely to Invest/Trade Stocks Online, 7.7% more likely to pay with their Debit Card

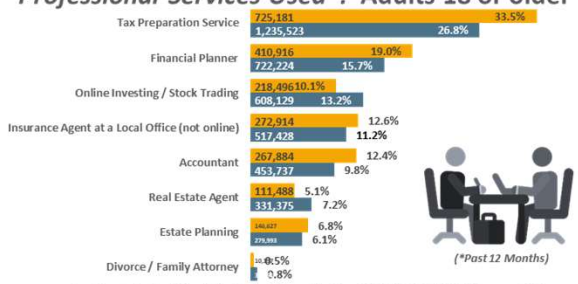
## *Investments Owned:* Adults 18 or older




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



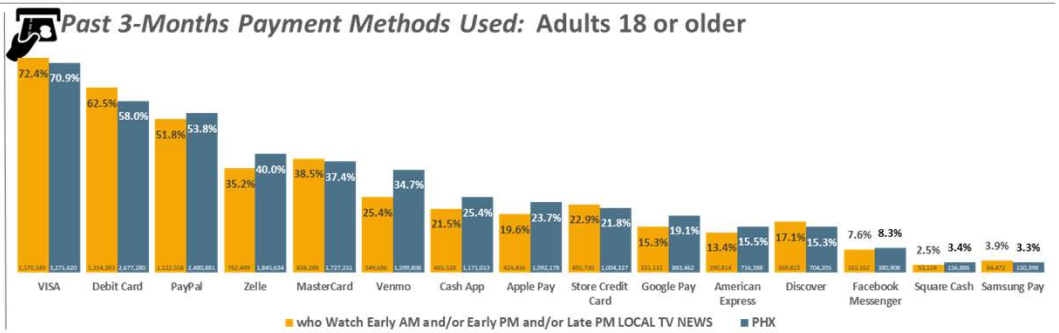

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

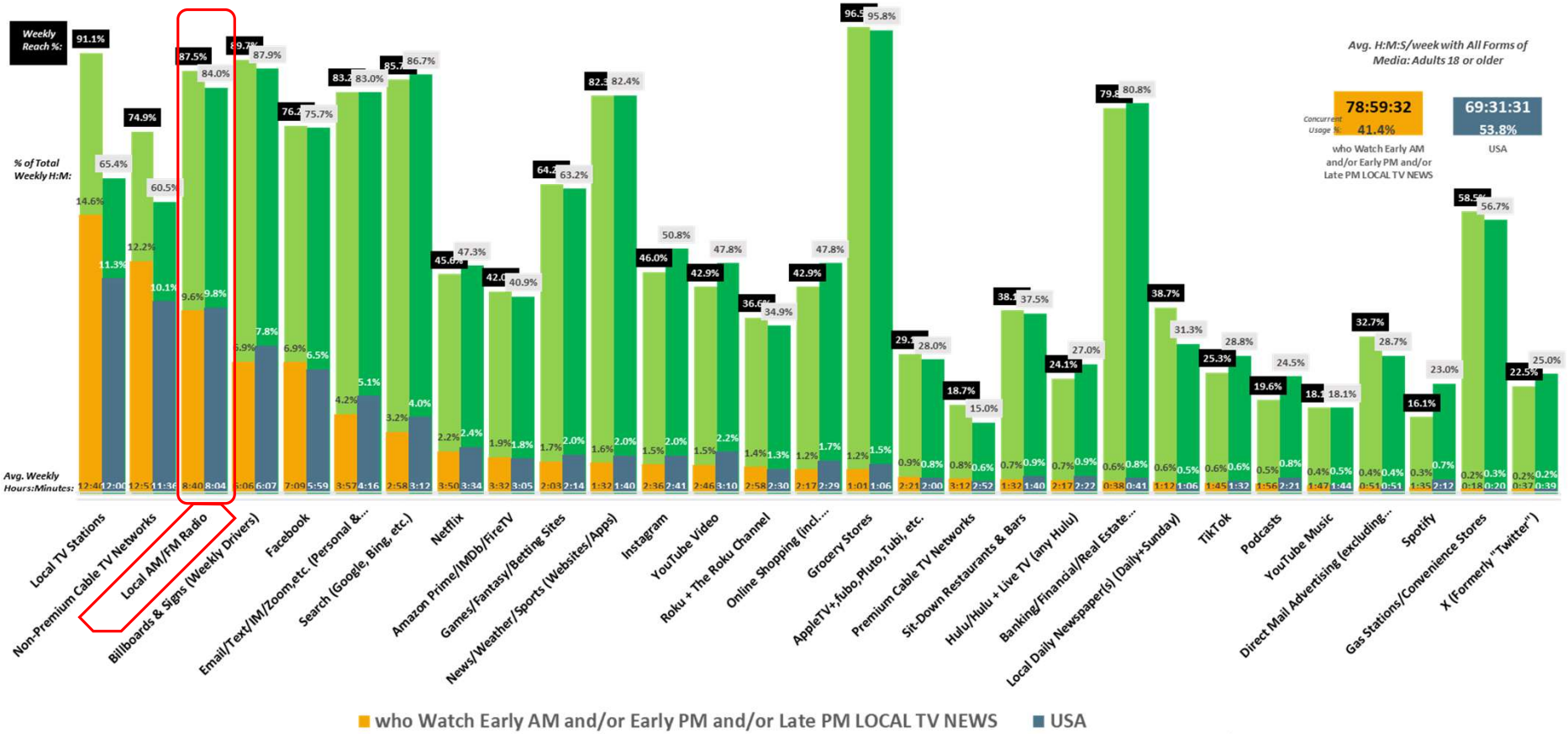
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 6 hours, 59 minutes and 32 seconds each week with All Forms of Media.**

***87.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.***




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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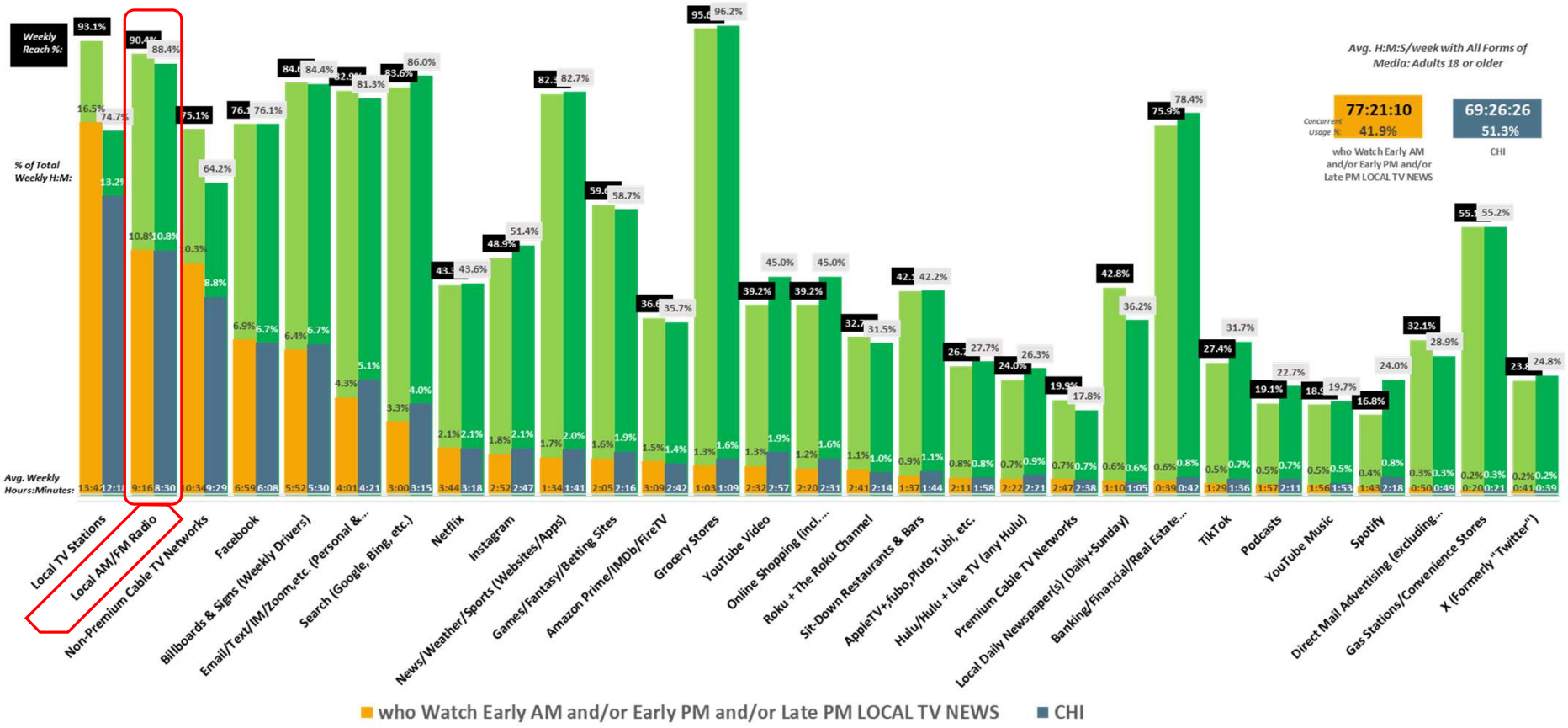
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 5 hours, 21 minutes and 10 seconds each week with All Forms of Media.**

***90.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.***




CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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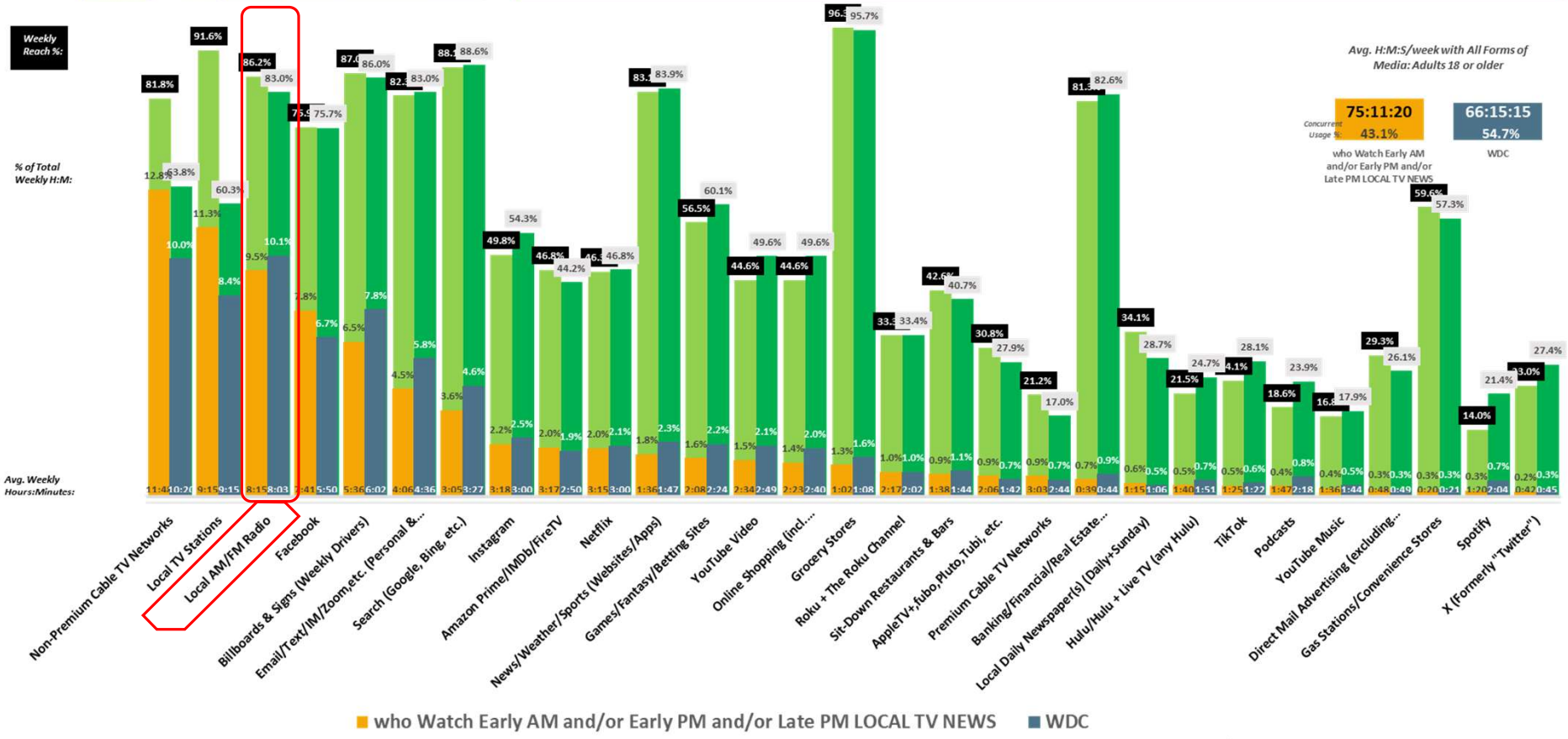
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 3 hours, 11 minutes and 20 seconds each week with All Forms of Media.**

***86.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.***




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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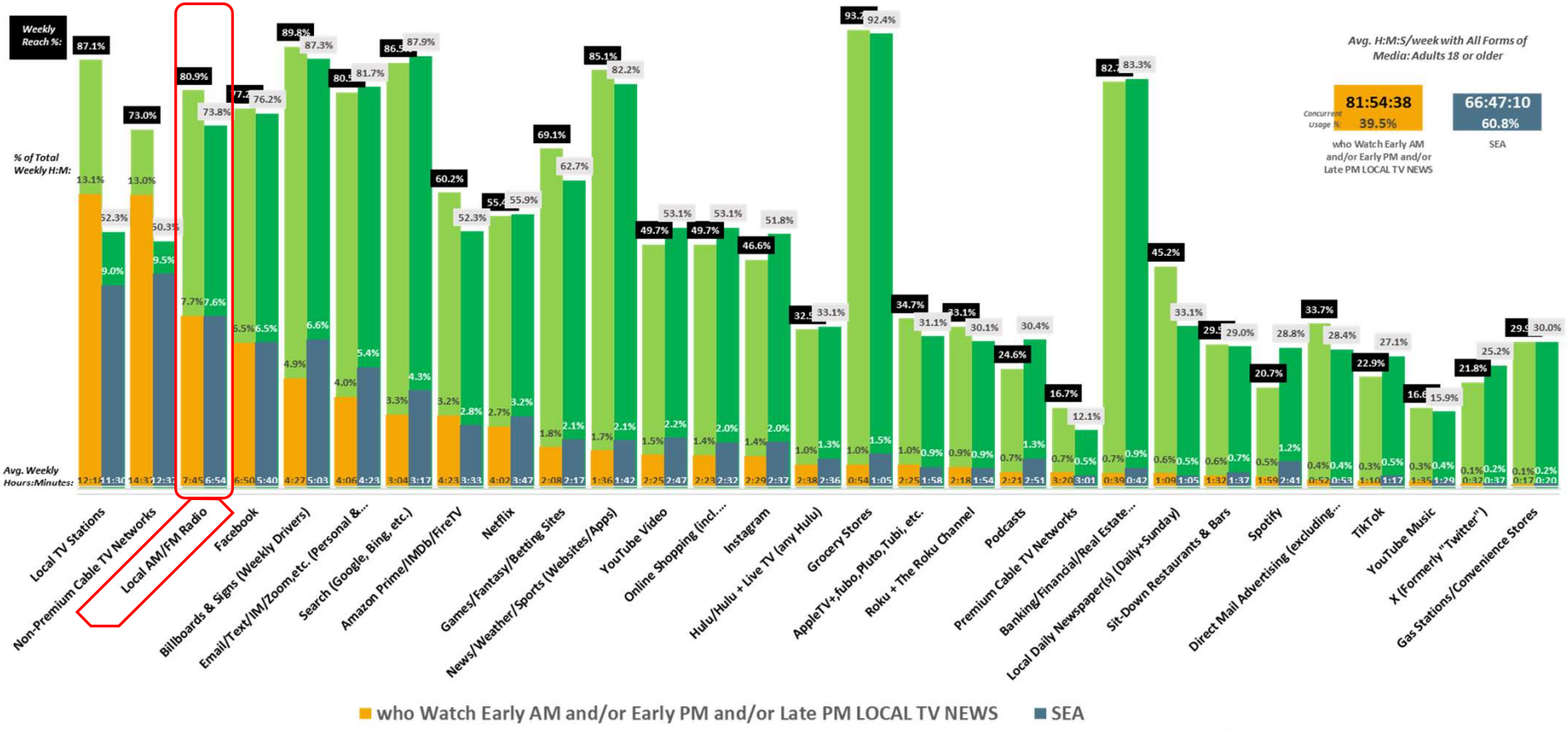
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 9 hours, 54 minutes and 38 seconds each week with All Forms of Media.**

***80.9% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.***




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951*

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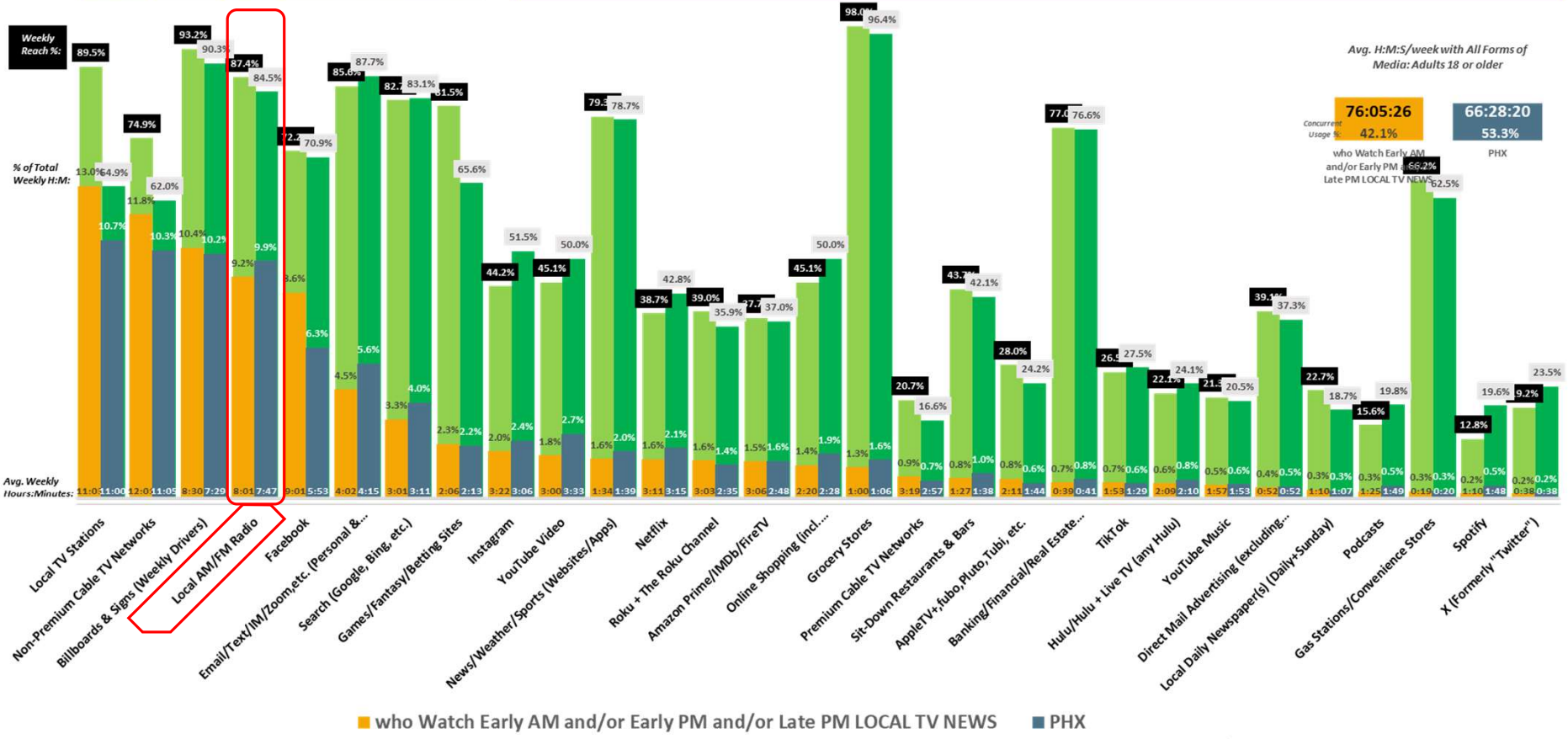
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 4 hours, 5 minutes and 26 seconds each week with All Forms of Media.**

***87.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.***




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265*

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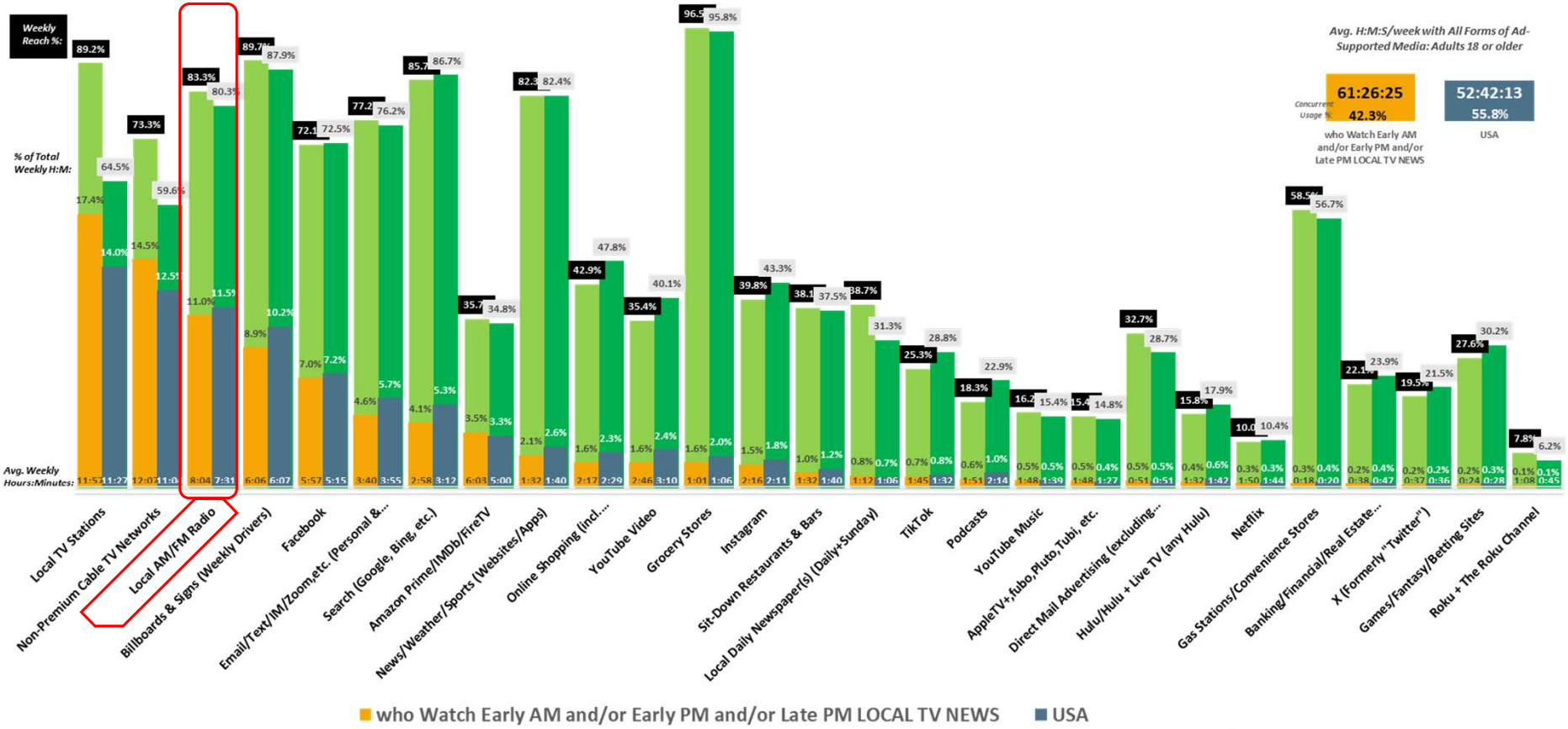
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 13 hours, 26 minutes and 25 seconds each week with All Forms of Ad-Supported Media.**

***83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported***




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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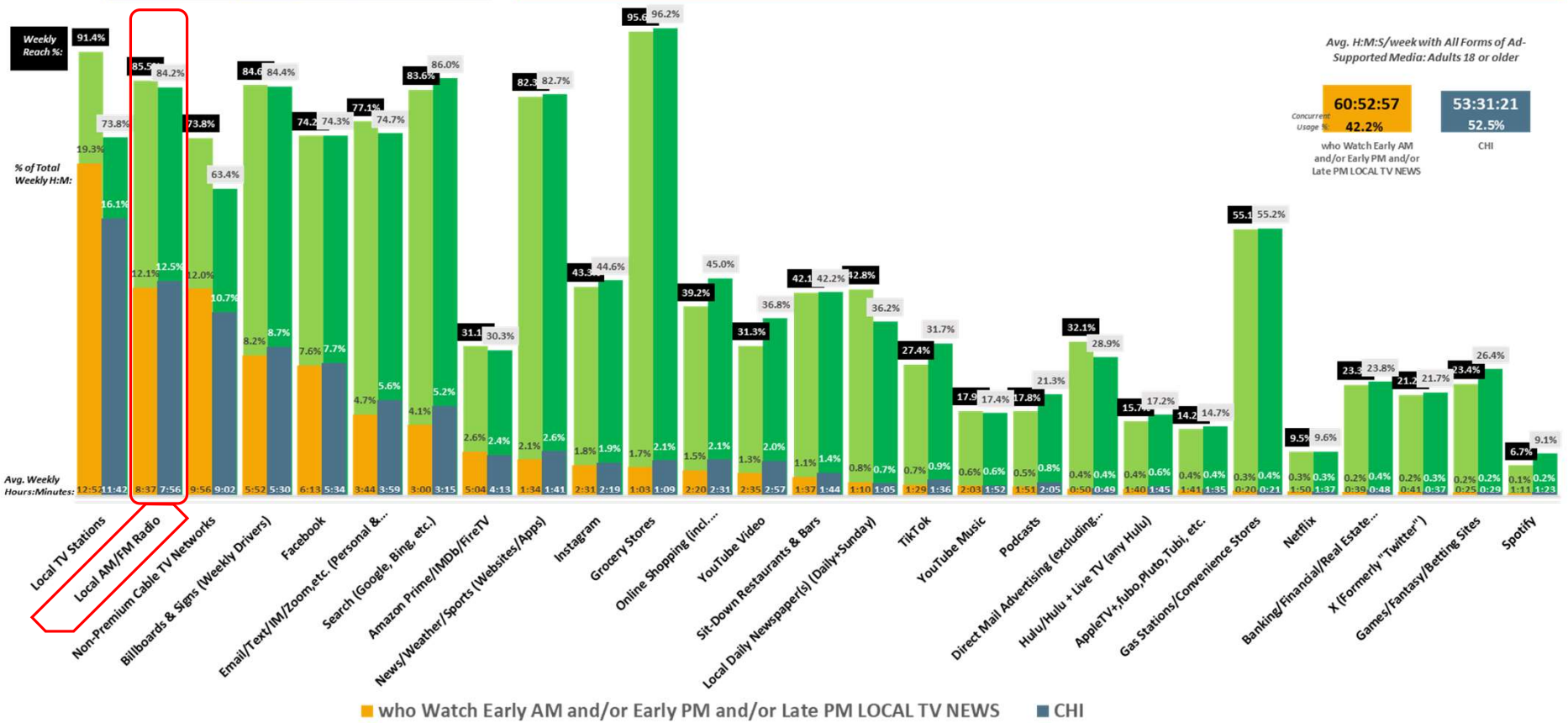
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 12 hours, 52 minutes and 57 seconds each week with All Forms of Ad-Supported Media.**

***85.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supporte***




CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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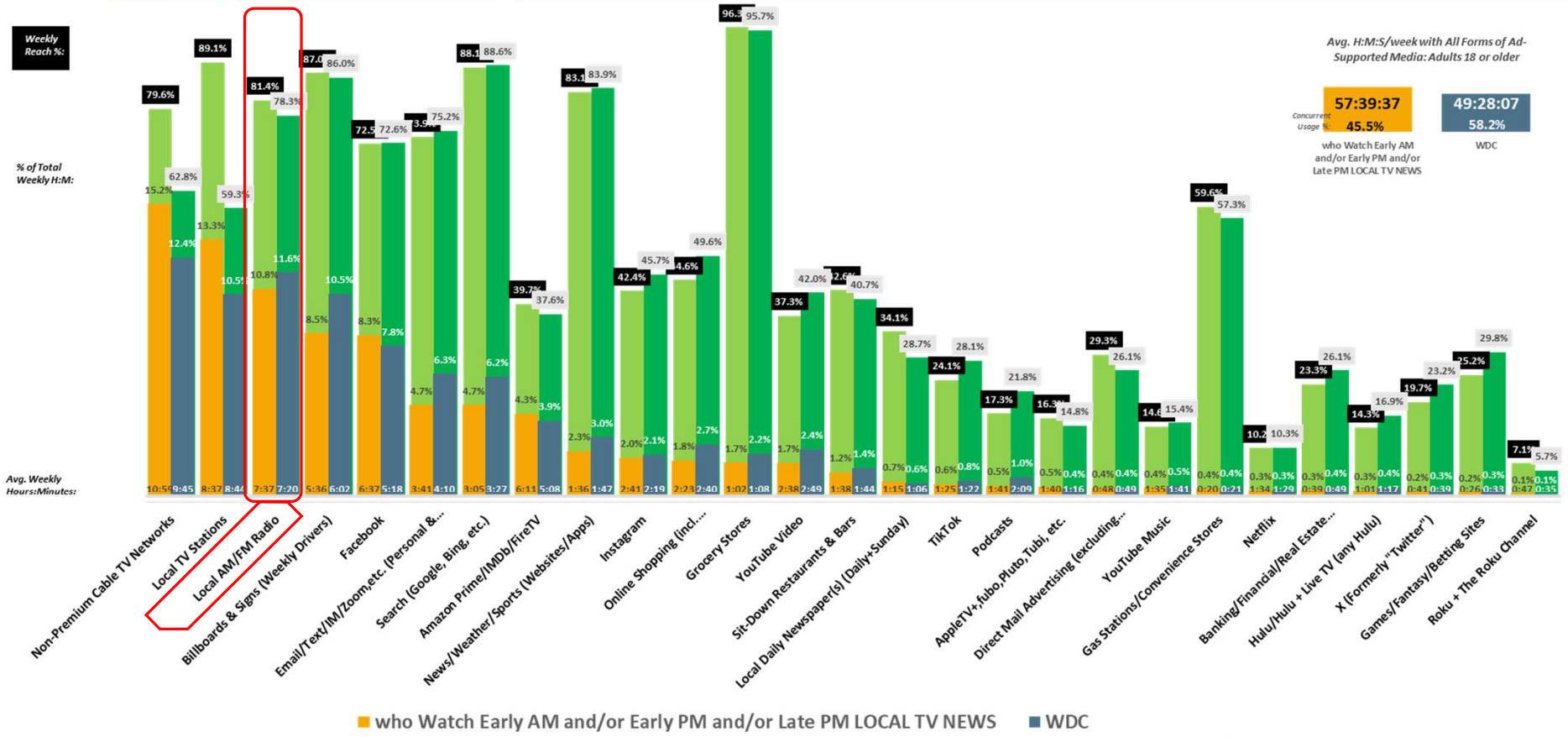
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 9 hours, 39 minutes and 37 seconds each week with All Forms of Ad-Supported Media.**

***81.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supporte***




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411*

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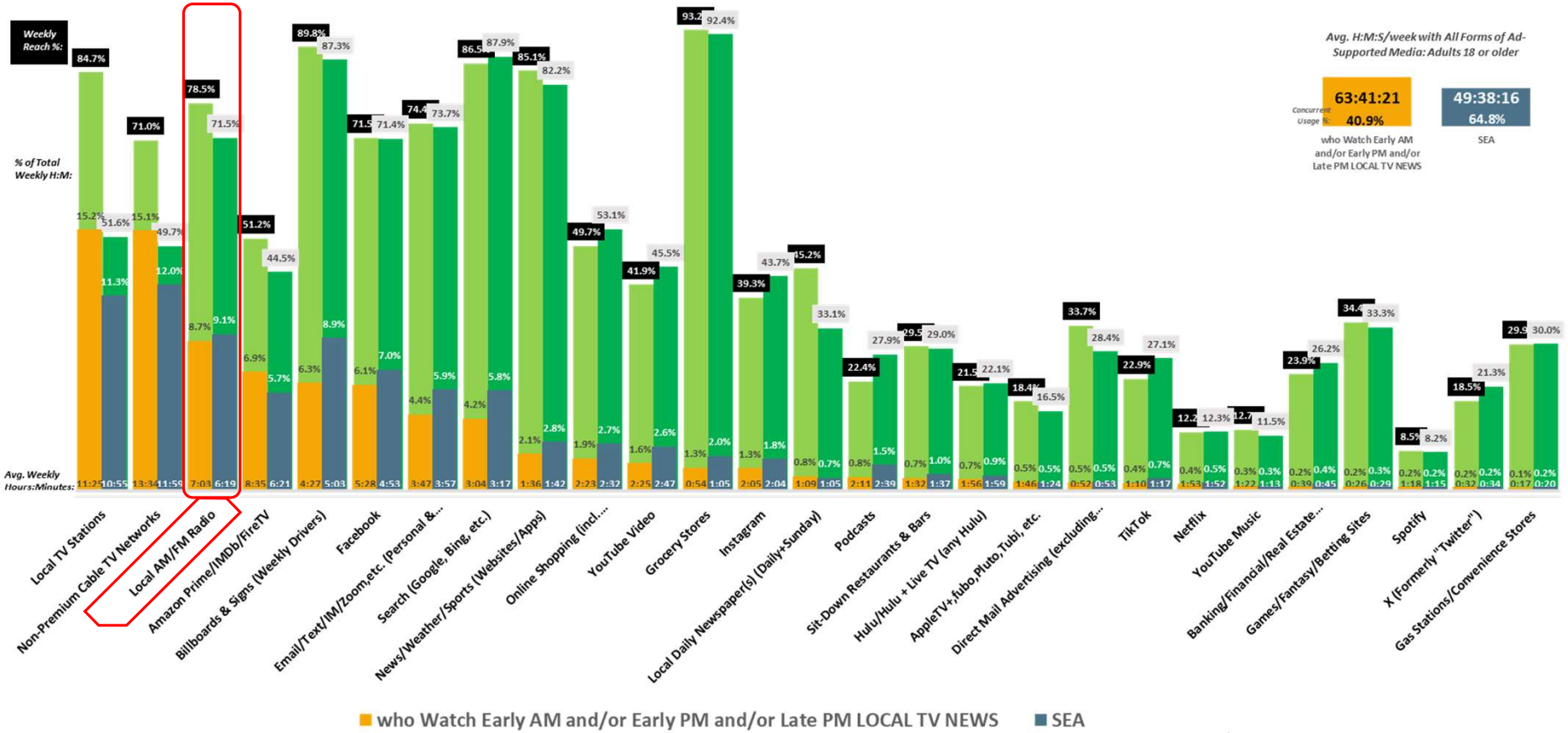
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 15 hours, 41 minutes and 21 seconds each week with All Forms of Ad-Supported Media.**

***78.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 7 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported***




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951*

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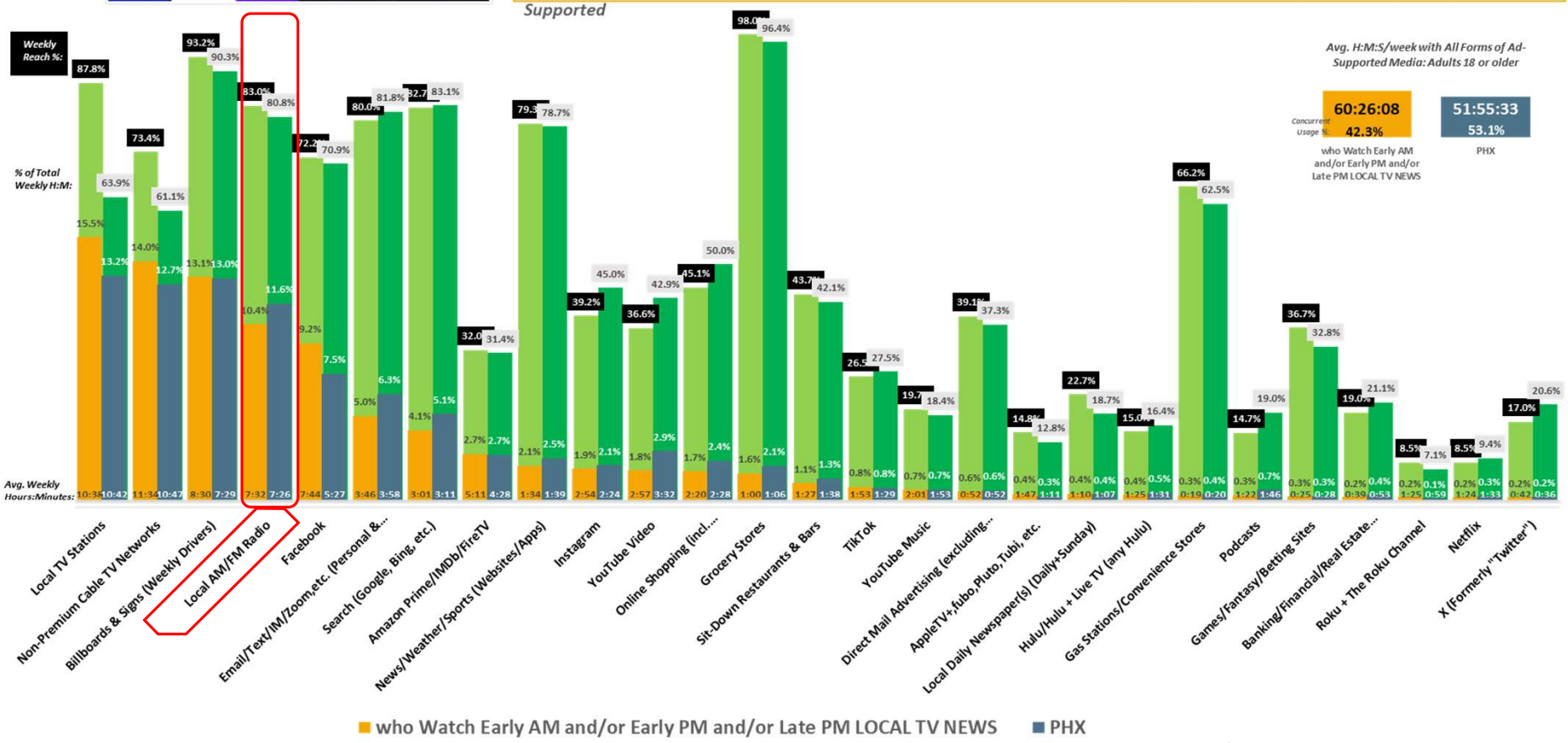
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




**Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 12 hours, 26 minutes and 8 seconds each week with All Forms of Ad-Supported Media.**

***83.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported***




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265*

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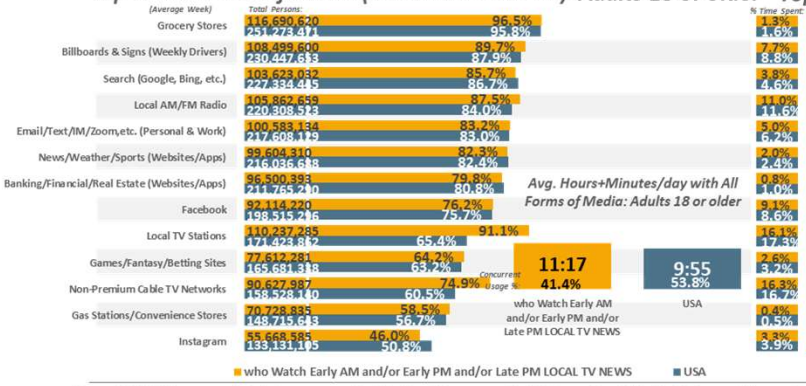
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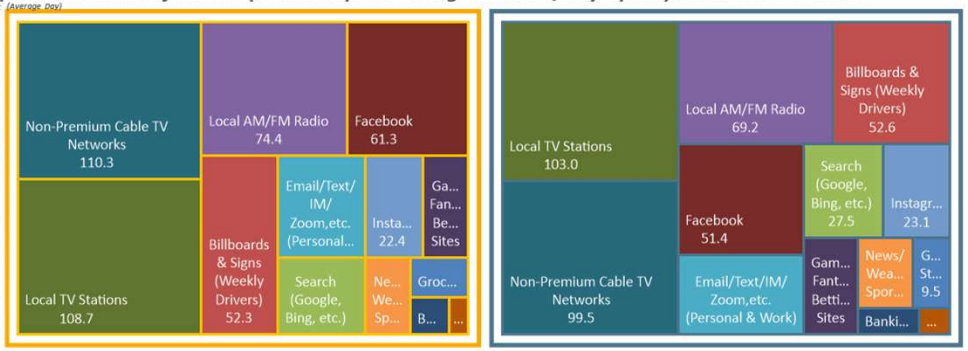



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

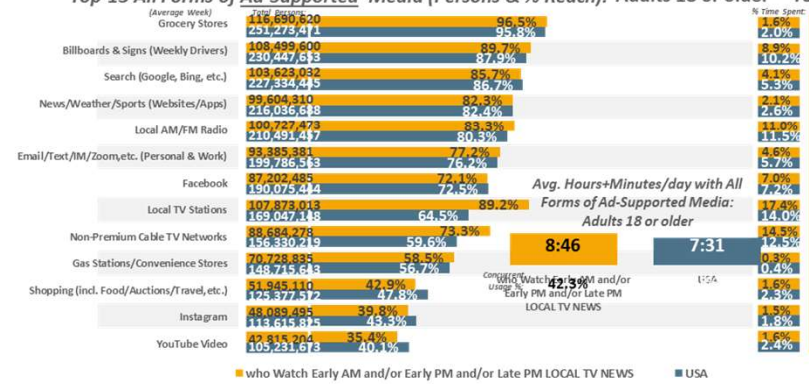
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



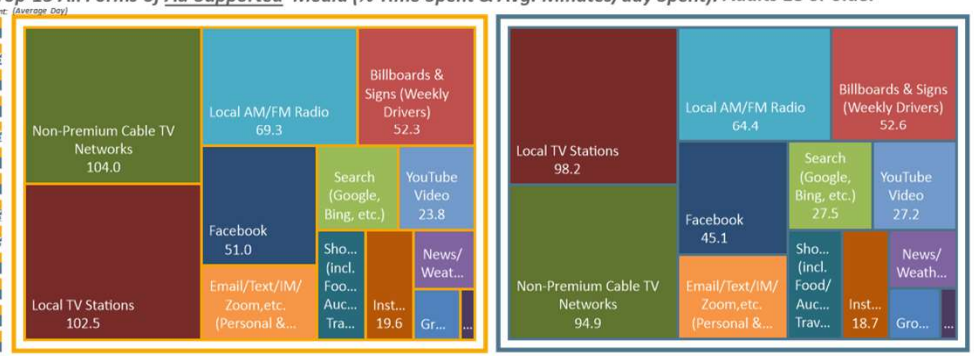

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

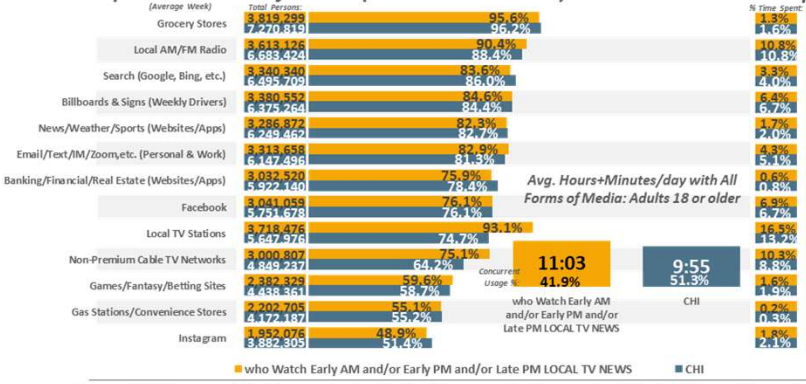
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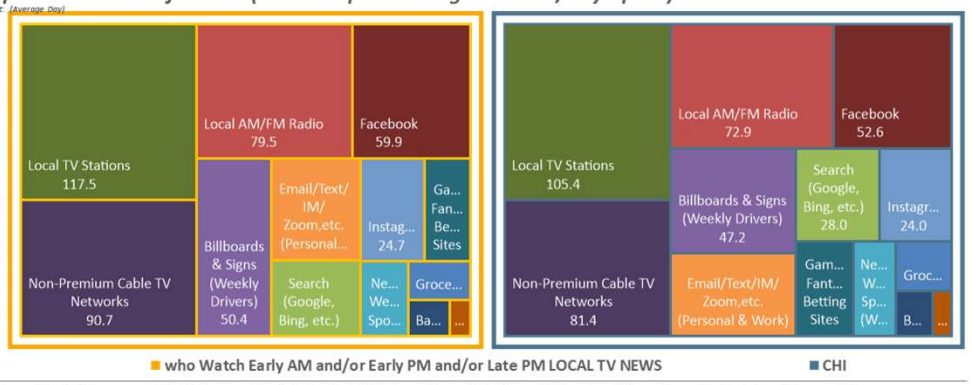



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

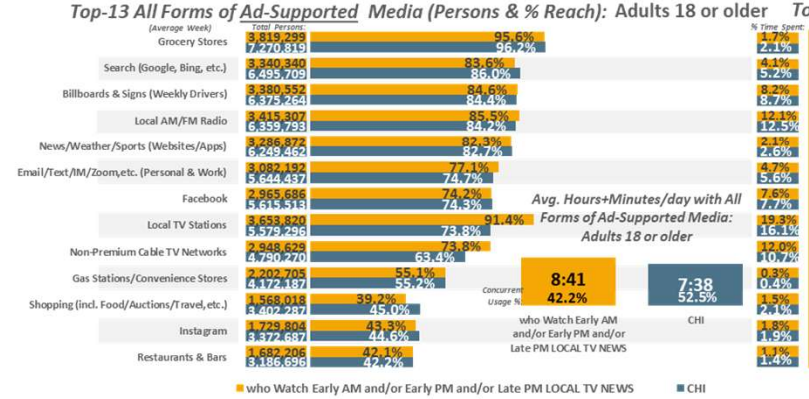
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



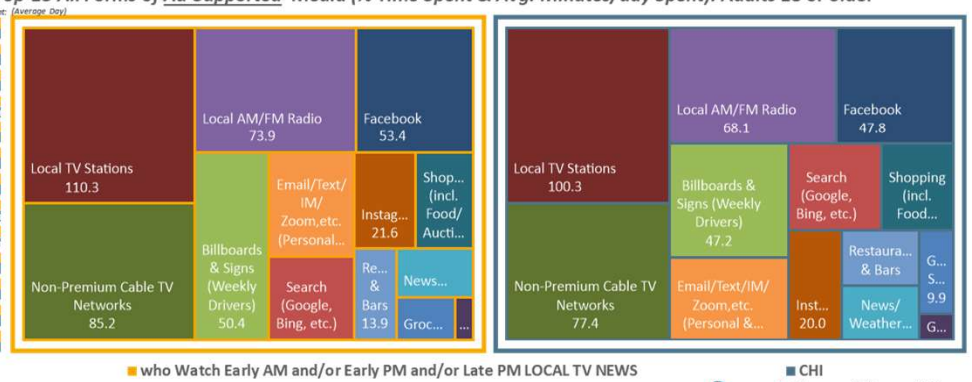

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***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**




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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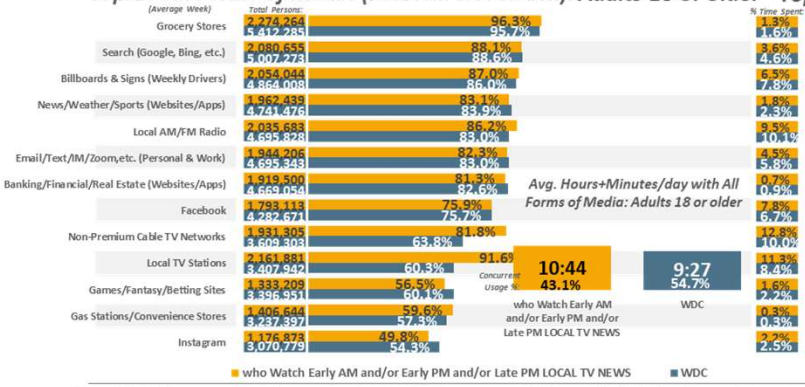
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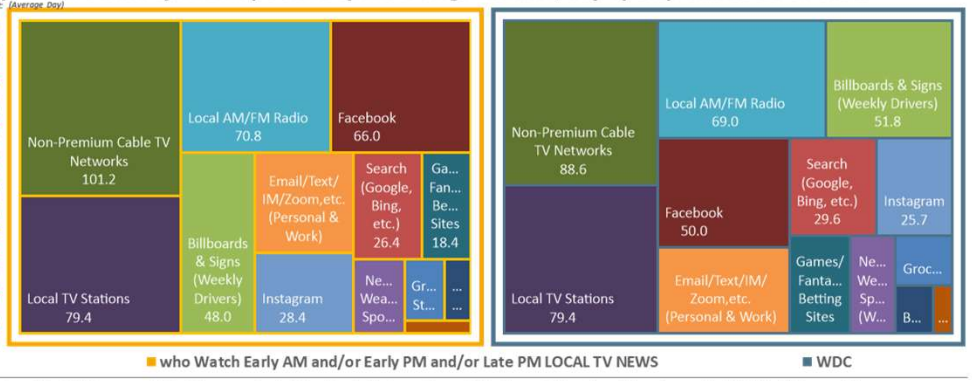



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 65.3 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

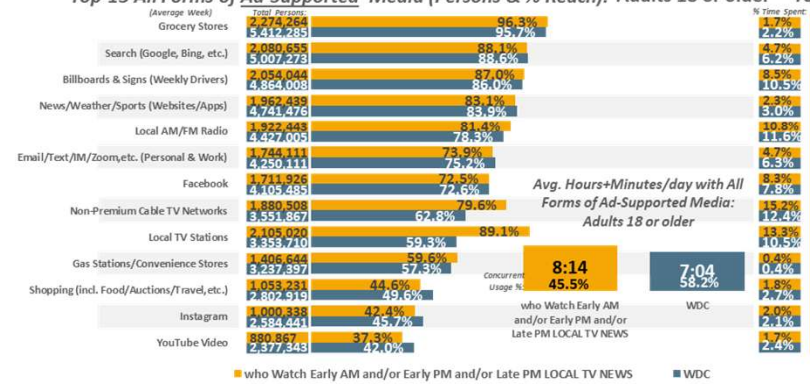
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



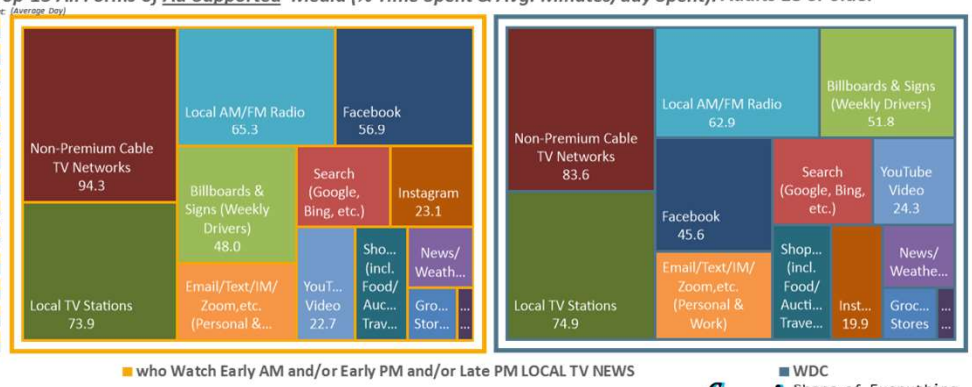

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




***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**




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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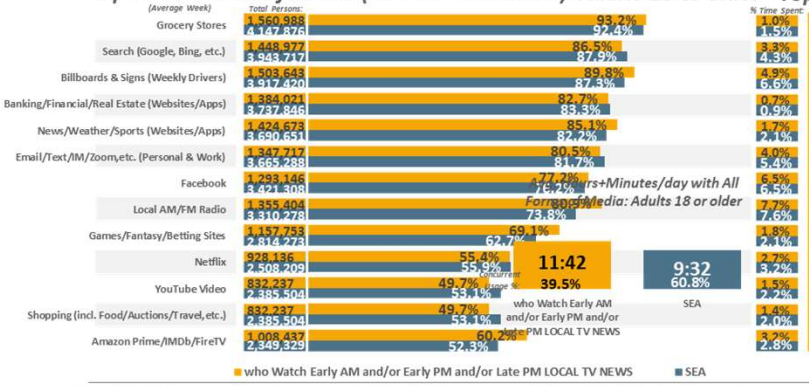
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

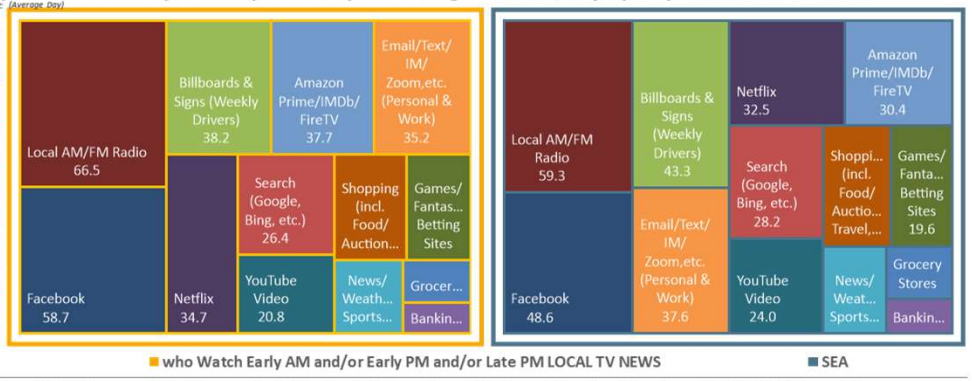



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 9 hours and 5 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 60.5 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

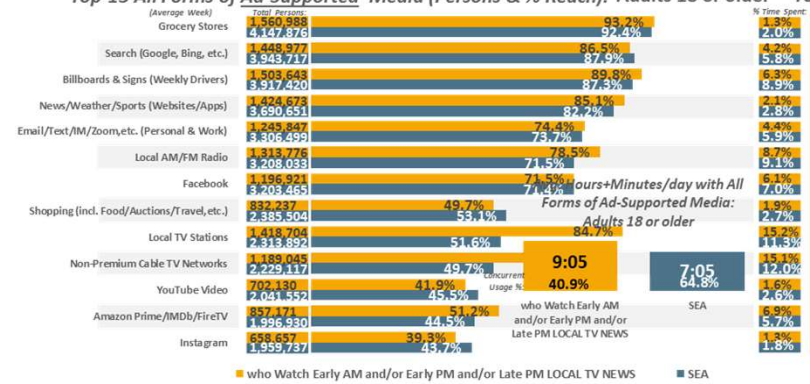
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



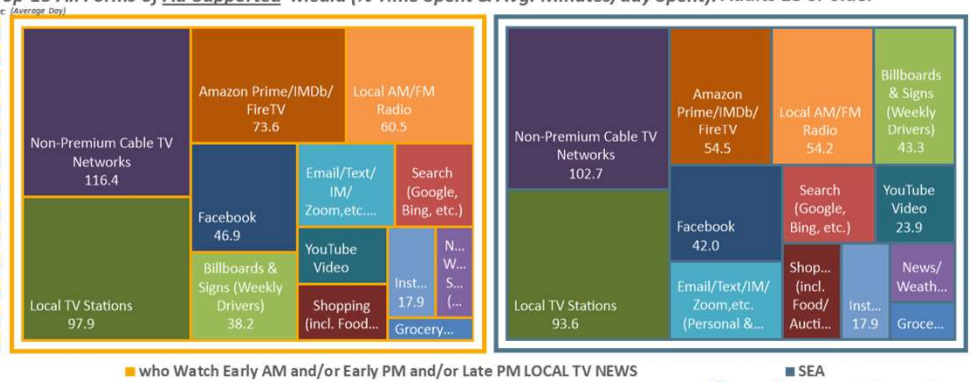

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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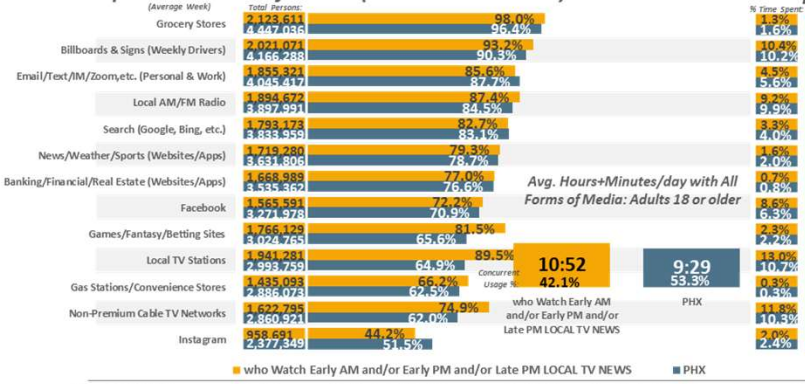
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

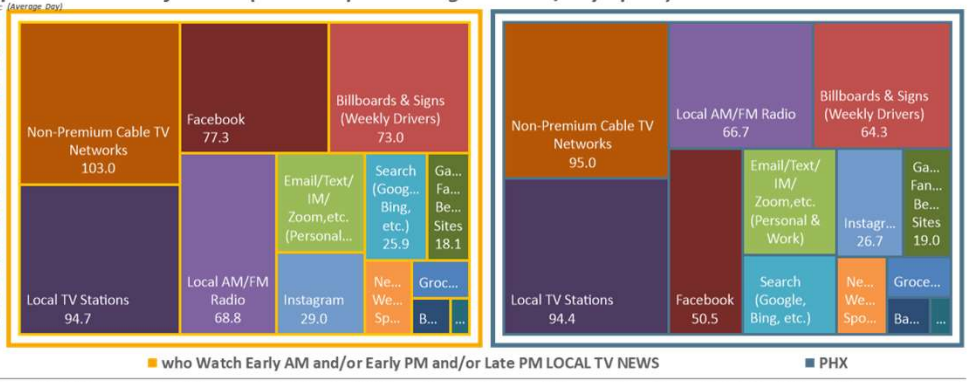



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

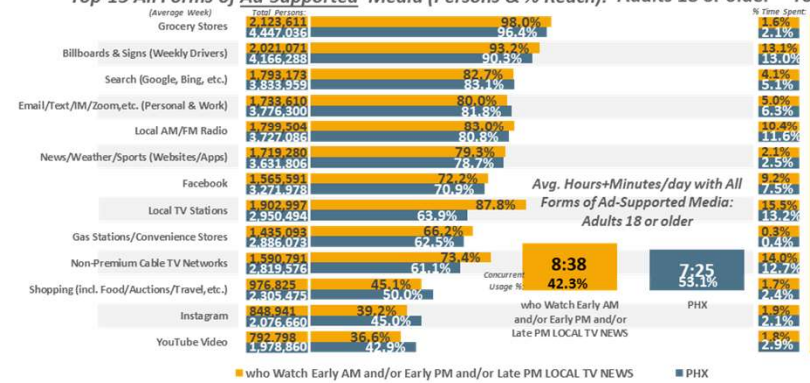
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



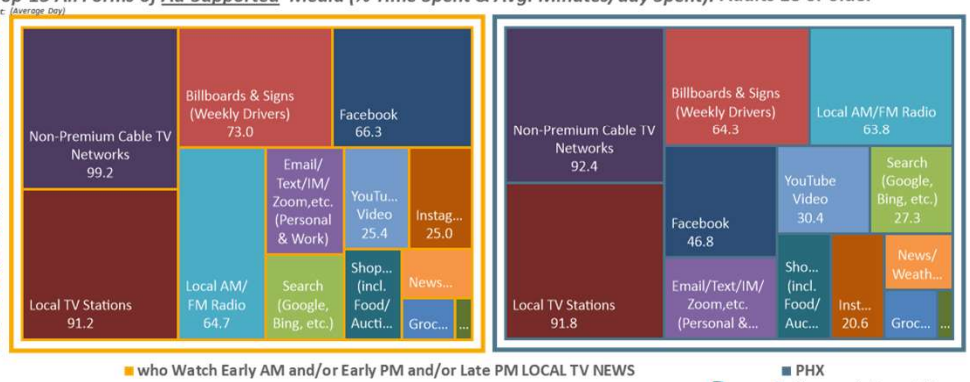

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




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




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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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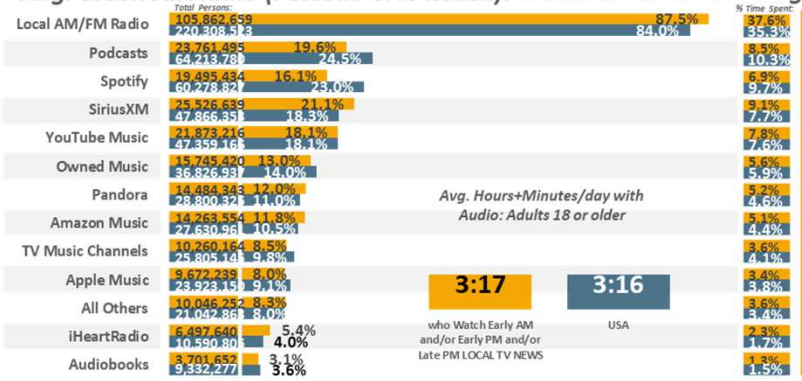
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

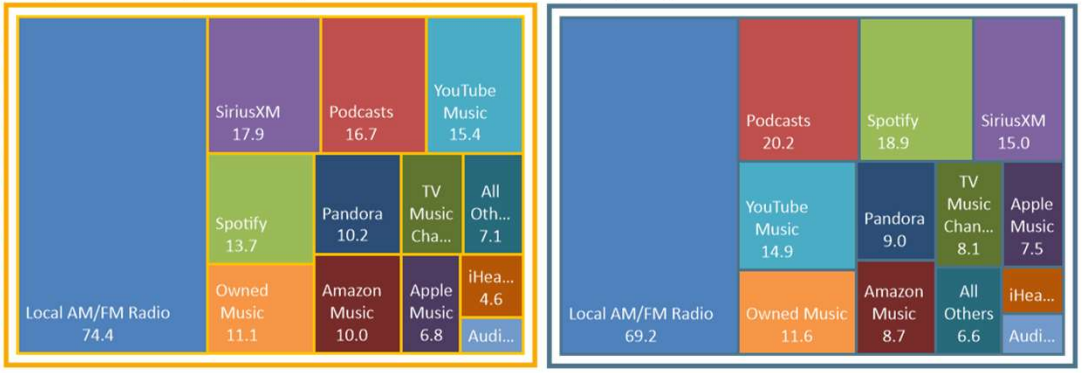



100,727,473 or 83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio

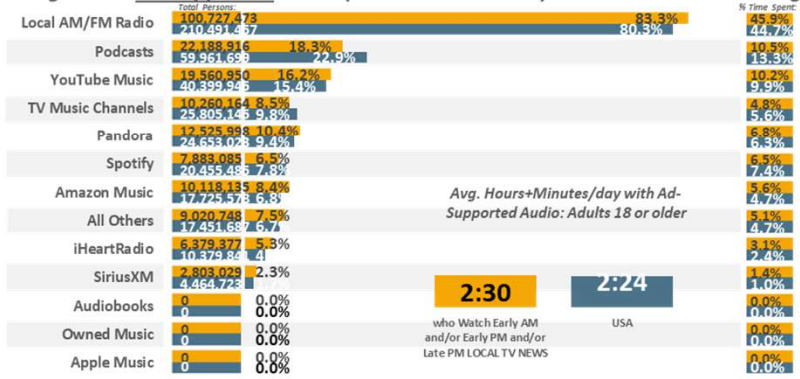
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



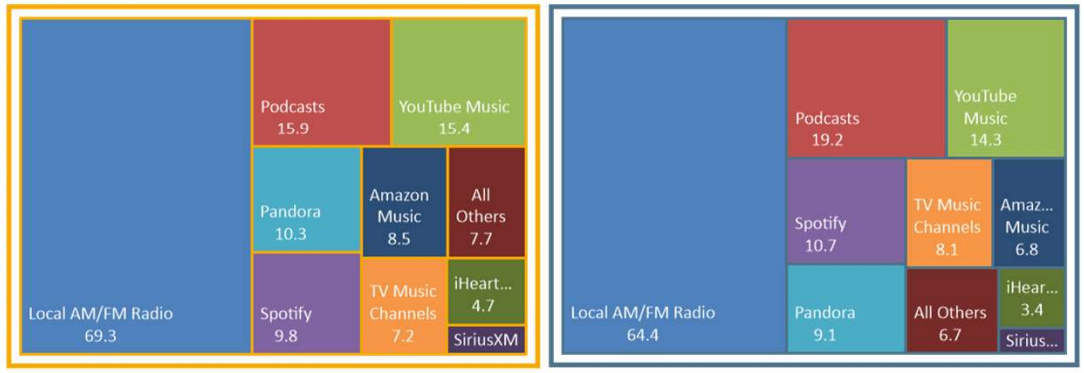

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24*

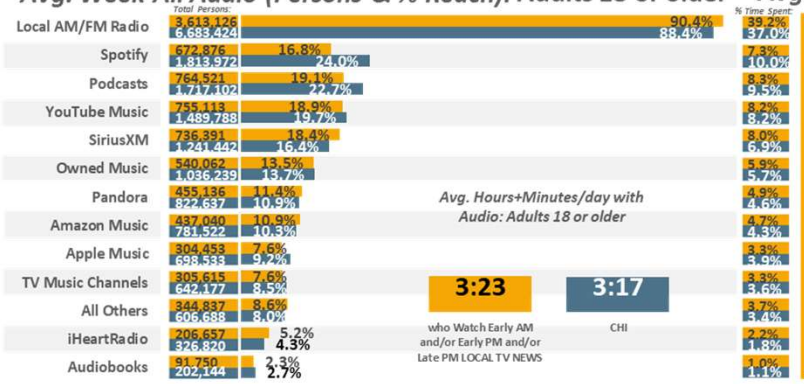
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

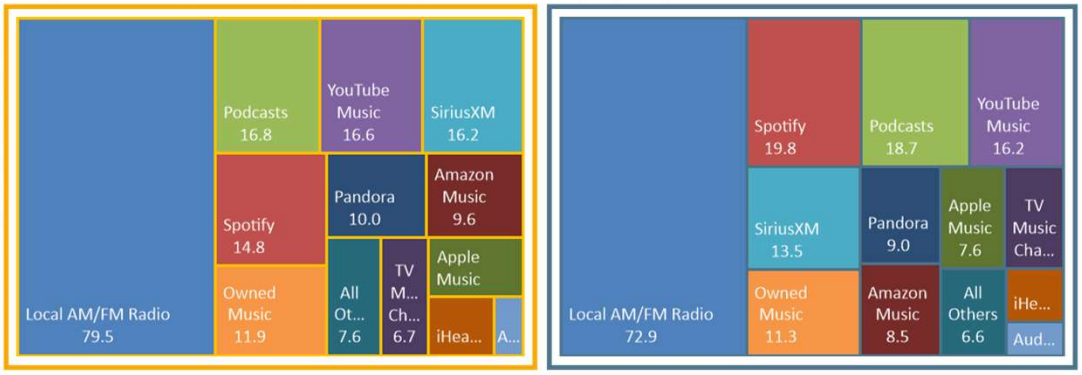



3,415,307 or 85.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

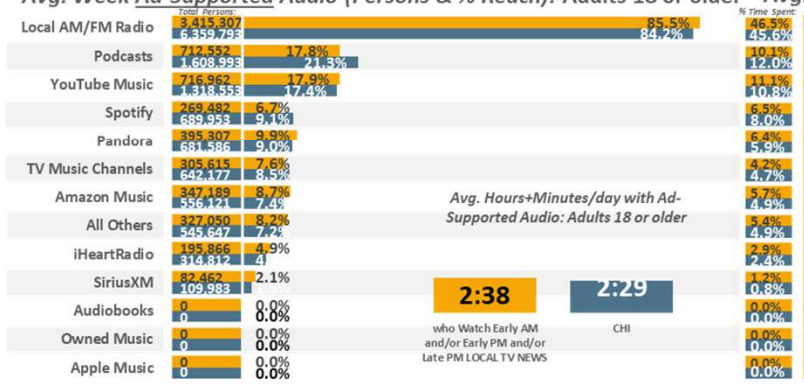
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



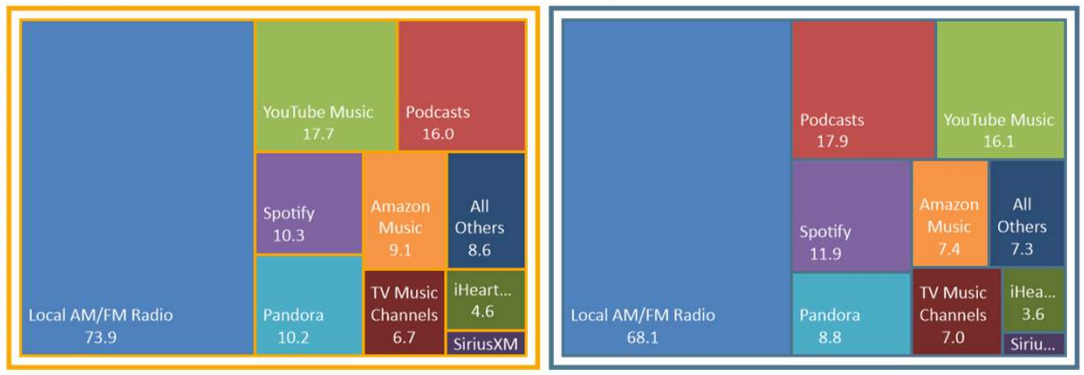

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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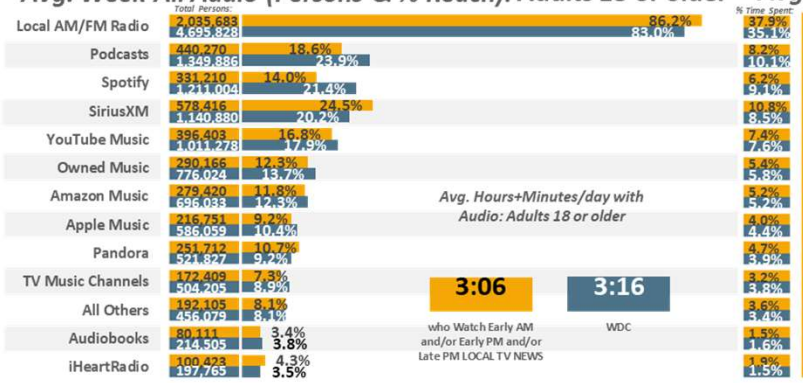
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

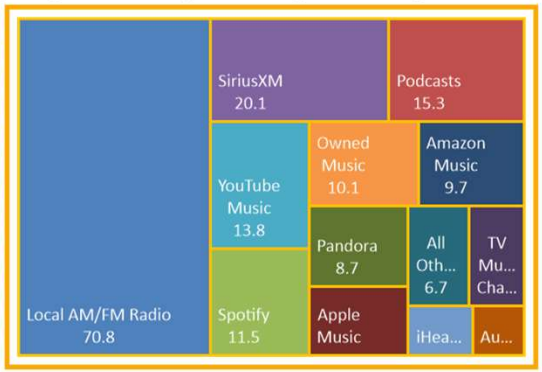


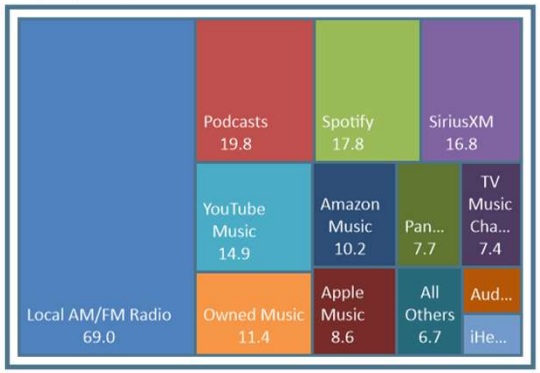

1,922,443 or 81.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

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

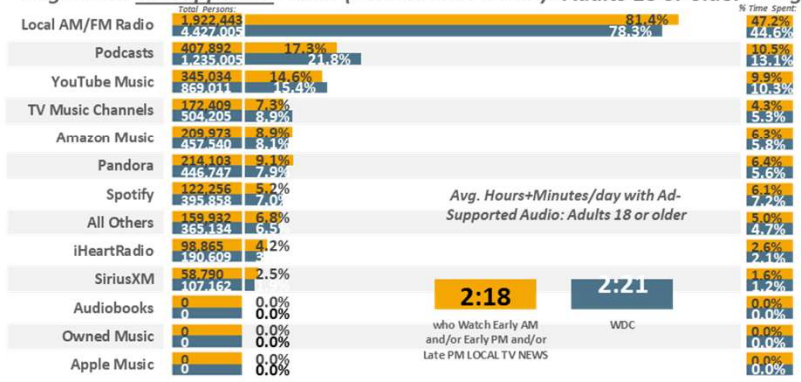



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

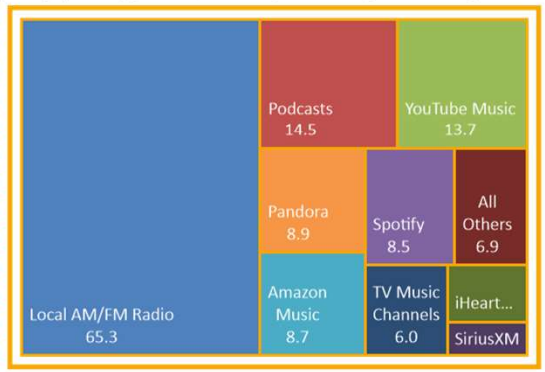


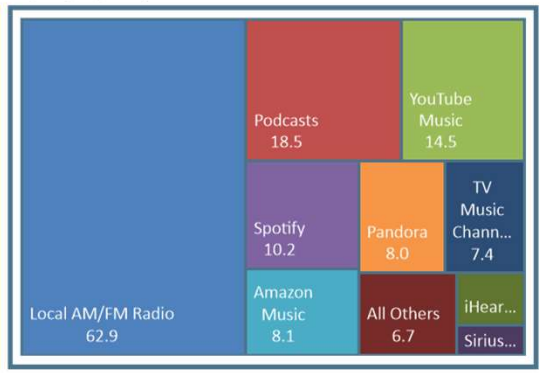




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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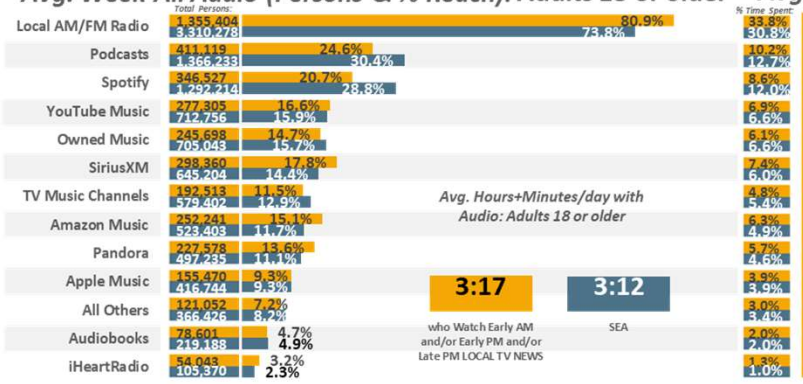
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

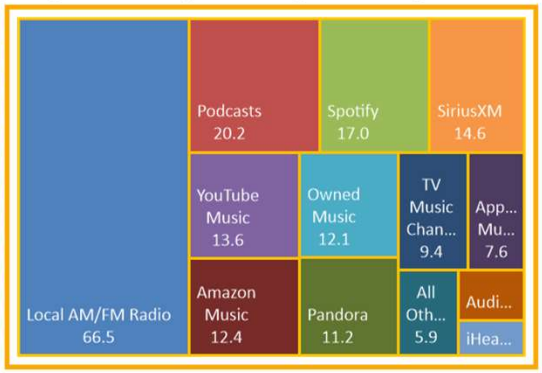


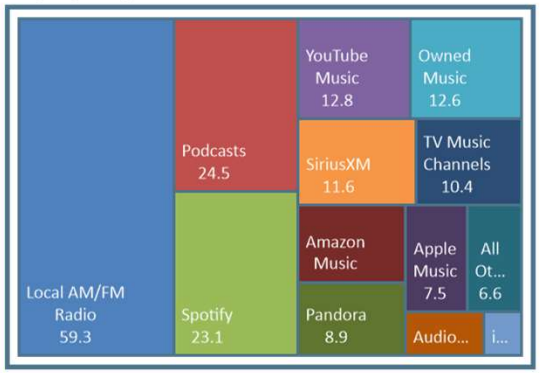

1,313,776 or 78.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 60.5 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

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

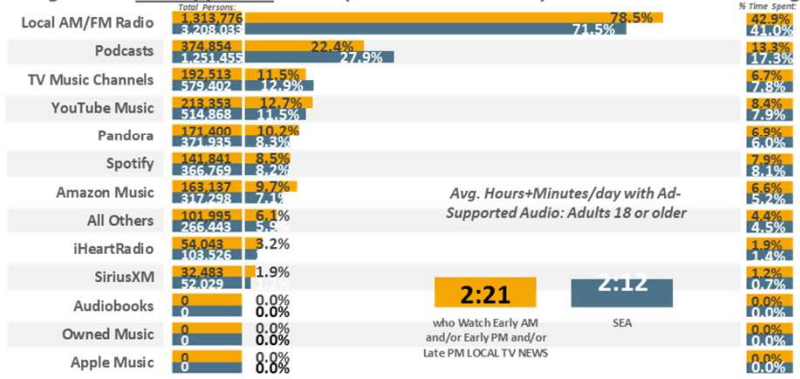



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

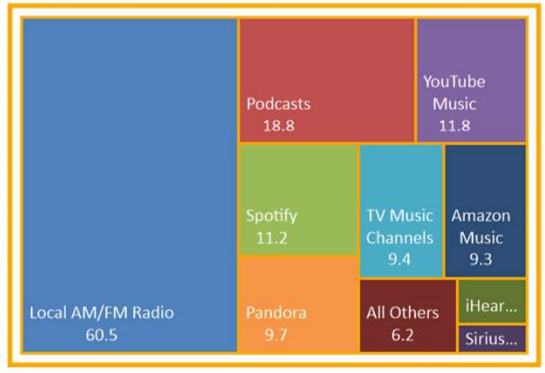


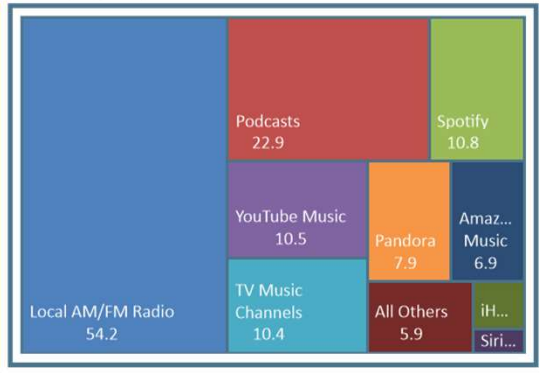




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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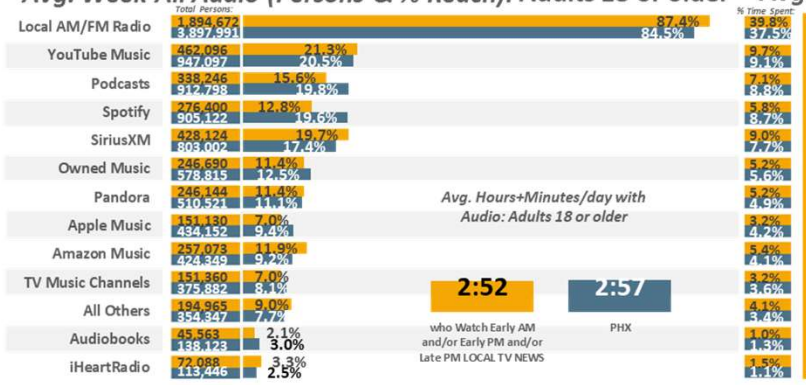
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

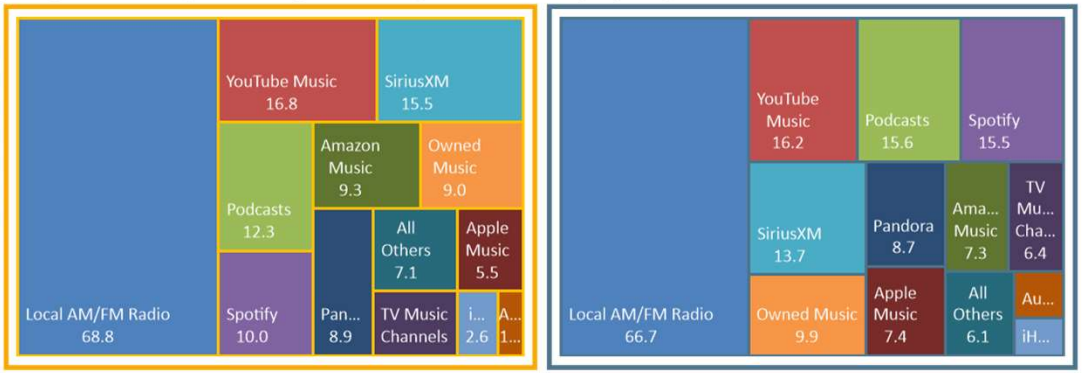



1,799,504 or 83.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

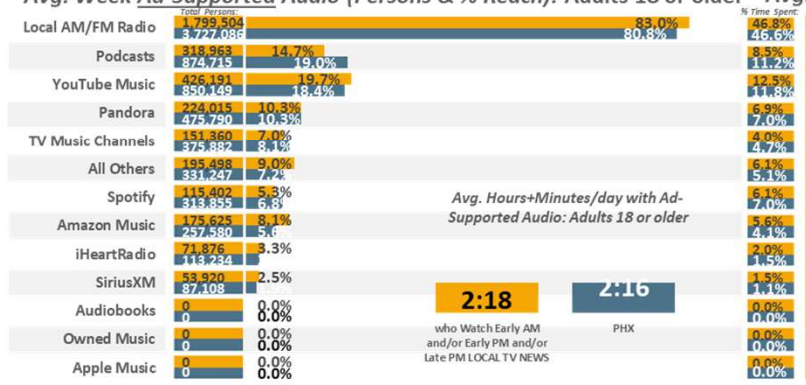
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



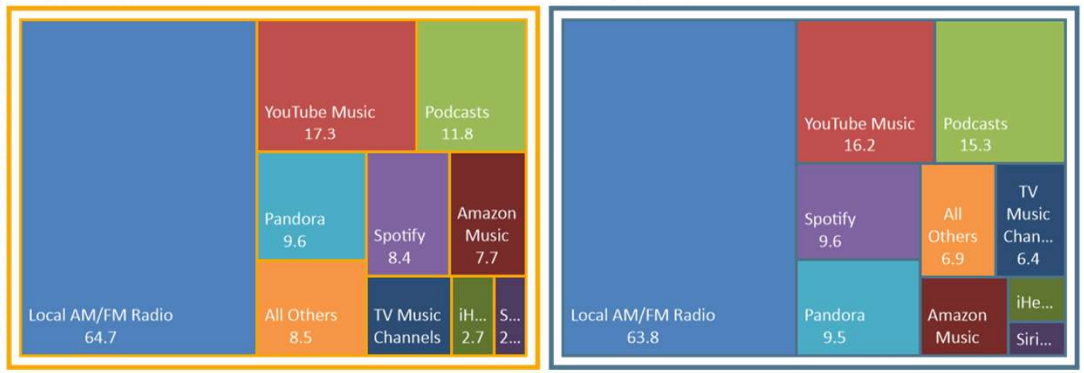

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

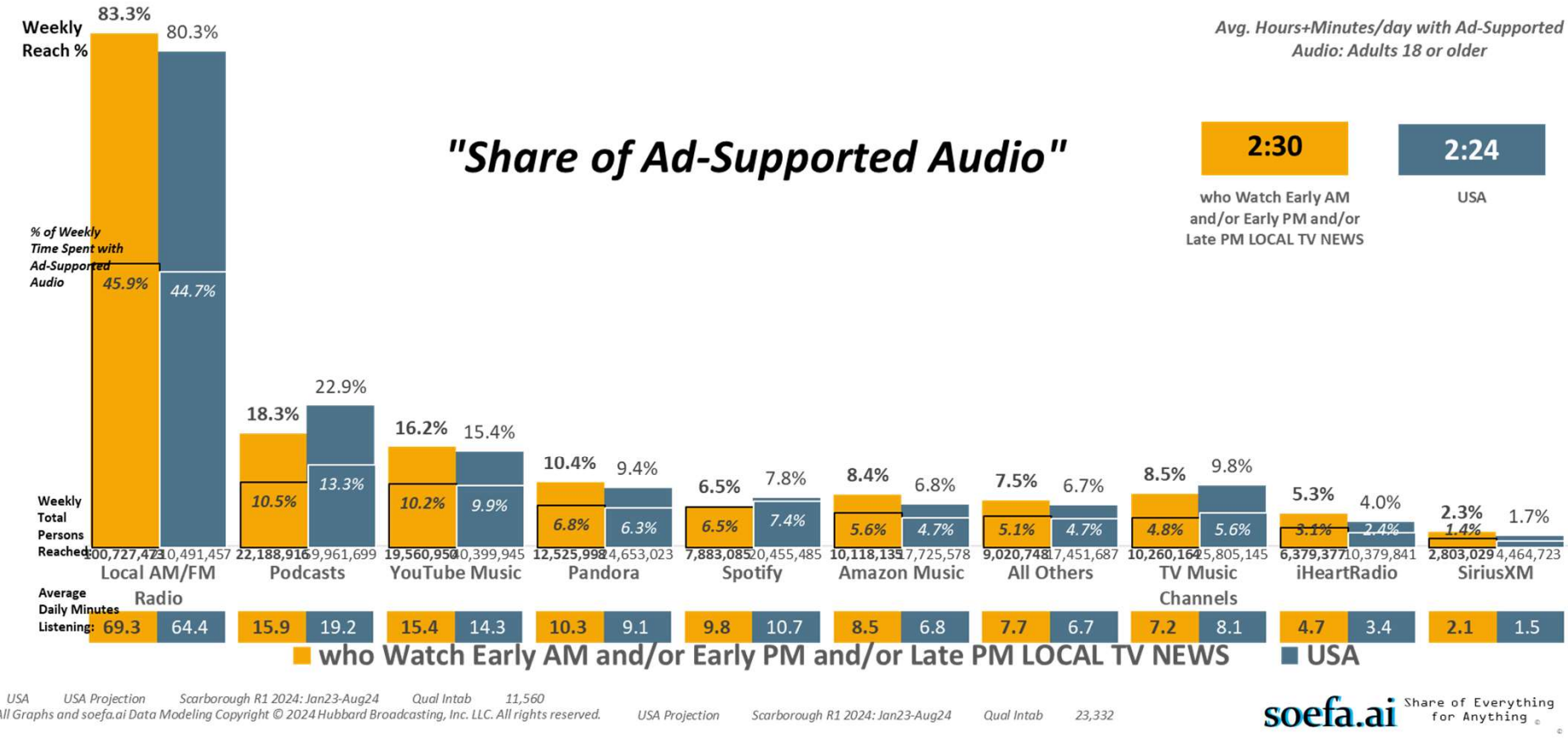
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




100,727,473 or 83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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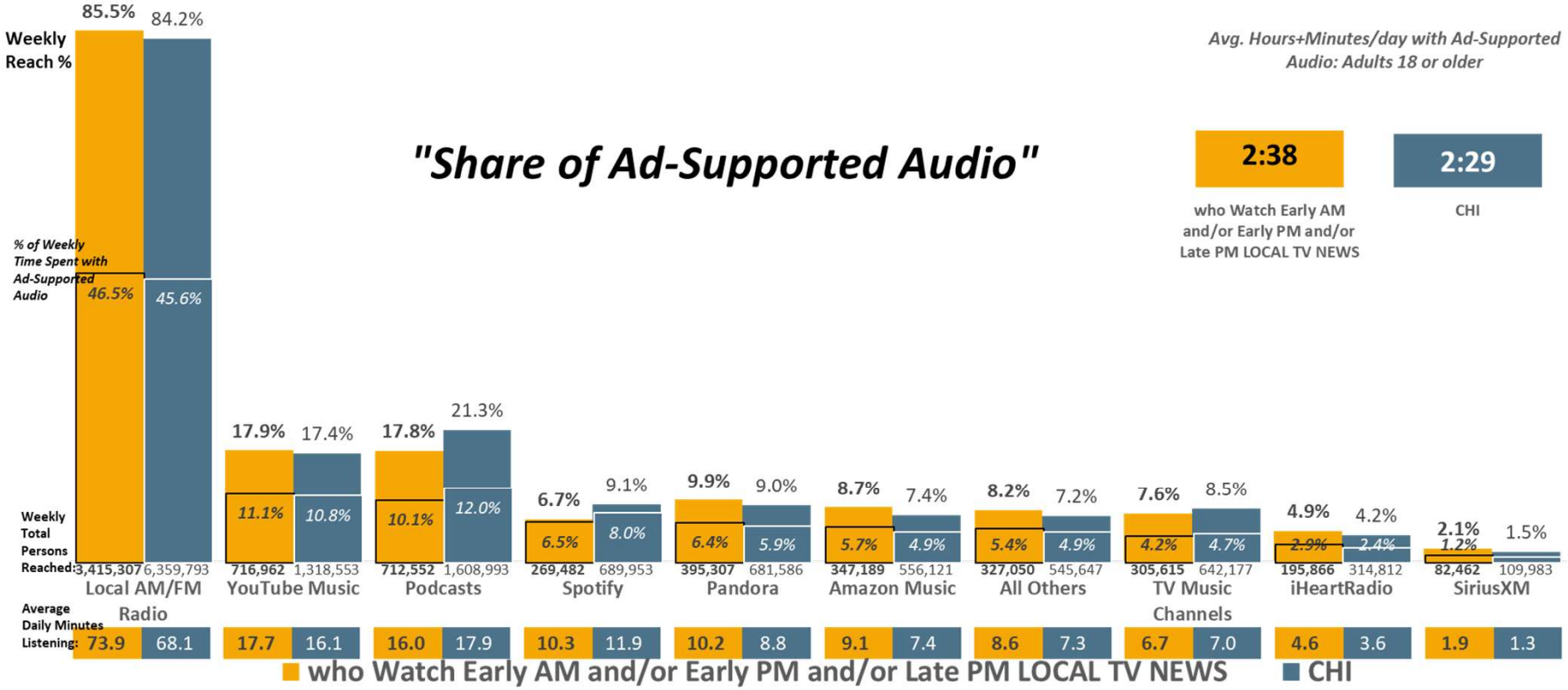
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




3,415,307 or 85.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.




CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

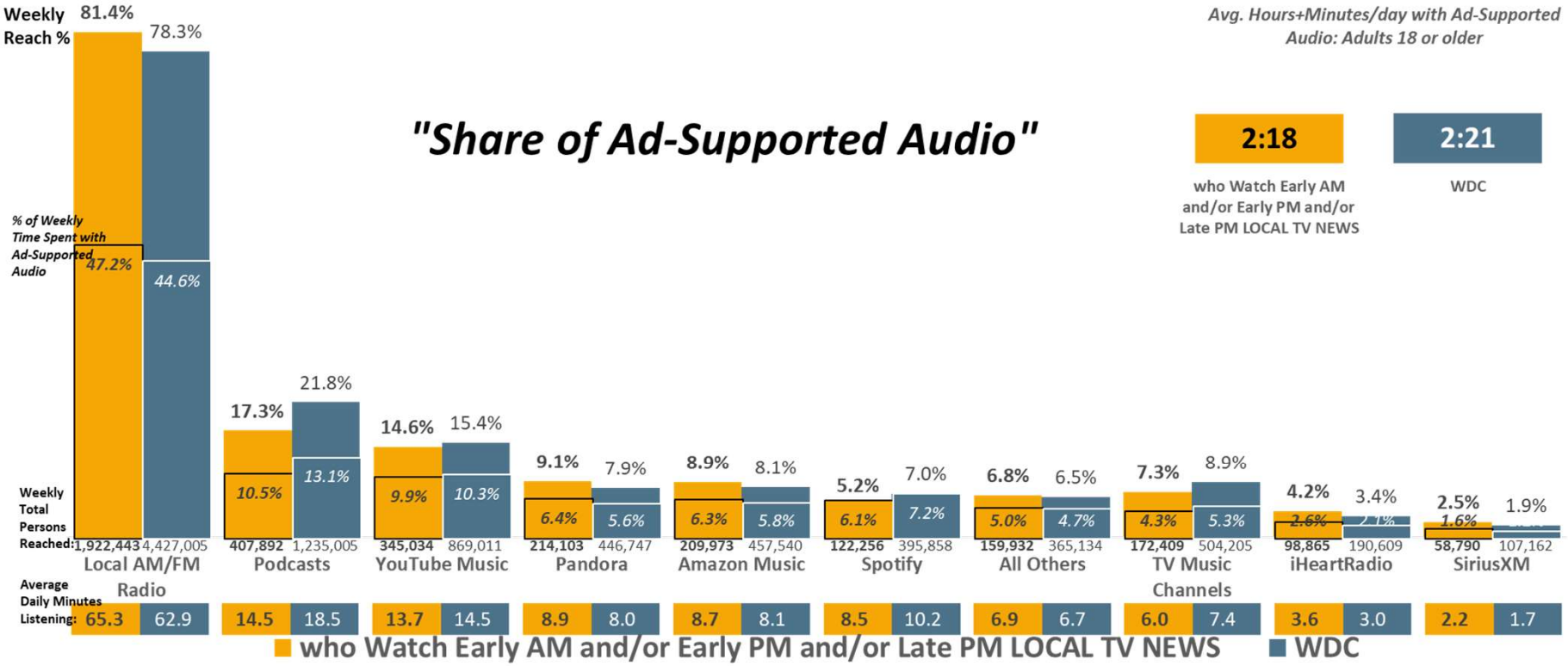
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




1,922,443 or 81.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.




WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




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## "Share of Ad-Supported Audio"

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

| 2:21 | 2:12 |
|---|---|
| who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS | SEA |

| | Local AM/FM Radio | Podcasts | YouTube Music | Spotify | Pandora | TV Music Channels | Amazon Music | All Others | iHeartRadio | SiriusXM |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 78.5% / 71.5% | 22.4% / 27.9% | 12.7% / 11.5% | 8.5% / 8.2% | 10.2% / 8.3% | 11.5% / 12.9% | 9.7% / 7.1% | 6.1% / 5.9% | 3.2% / 2.3% | 1.9% / 1.2% |
| % of Weekly Time Spent with Ad-Supported Audio | 42.9% / 41.0% | 13.3% / 17.3% | 8.4% / 7.9% | 7.9% / 8.1% | 6.9% / 6.0% | 6.7% / 7.8% | 6.6% / 5.2% | 4.4% / 4.5% | 1.9% / 1.2% | 1.2% / 1.2% |
| Weekly Total Persons Reached: | 1,313,776 / 3,208,033 | 374,854 / 1,251,455 | 213,353 / 514,868 | 141,841 / 366,769 | 171,400 / 371,935 | 192,513 / 579,402 | 163,137 / 317,298 | 101,995 / 266,443 | 54,043 / 103,526 | 32,483 / 52,029 |
| Average Daily Minutes Listening: | 60.5 / 54.2 | 18.8 / 22.9 | 11.8 / 10.5 | 11.2 / 10.8 | 9.7 / 7.9 | 9.4 / 10.4 | 9.3 / 6.9 | 6.2 / 5.9 | 2.7 / 1.9 | 1.6 / 1.0 |

■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ SEA

*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951*

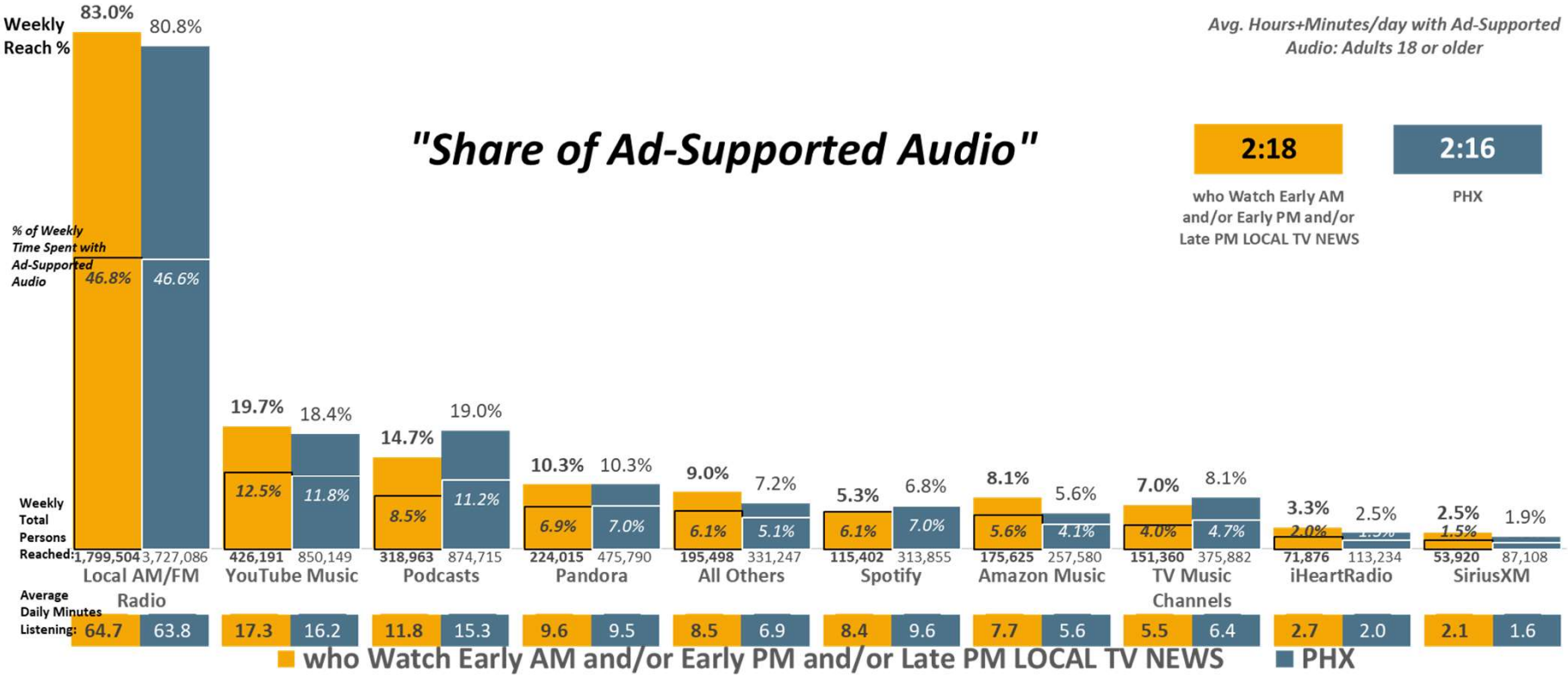
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




1,799,504 or 83.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.




| | Local AM/FM Radio | YouTube Music | Podcasts | Pandora | All Others | Spotify | Amazon Music | TV Music Channels | iHeartRadio | SiriusXM |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 83.0% / 80.8% | 19.7% / 18.4% | 14.7% / 19.0% | 10.3% / 10.3% | 9.0% / 7.2% | 5.3% / 6.8% | 8.1% / 5.6% | 7.0% / 8.1% | 3.3% / 2.5% | 2.5% / 1.9% |
| % of Weekly Time Spent with Ad-Supported Audio | 46.8% / 46.6% | 12.5% / 11.8% | 8.5% / 11.2% | 6.9% / 7.0% | 6.1% / 5.1% | 6.1% / 7.0% | 5.6% / 4.1% | 4.0% / 4.7% | 2.0% / 1.5% | 1.5% / 1.1% |
| Weekly Total Persons Reached: | 1,799,504 / 3,727,086 | 426,191 / 850,149 | 318,963 / 874,715 | 224,015 / 475,790 | 195,498 / 331,247 | 115,402 / 313,855 | 175,625 / 257,580 | 151,360 / 375,882 | 71,876 / 113,234 | 53,920 / 87,108 |
| Average Daily Minutes Listening: | 64.7 / 63.8 | 17.3 / 16.2 | 11.8 / 15.3 | 9.6 / 9.5 | 8.5 / 6.9 | 8.4 / 9.6 | 7.7 / 5.6 | 5.5 / 6.4 | 2.7 / 2.0 | 2.1 / 1.6 |

*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265*

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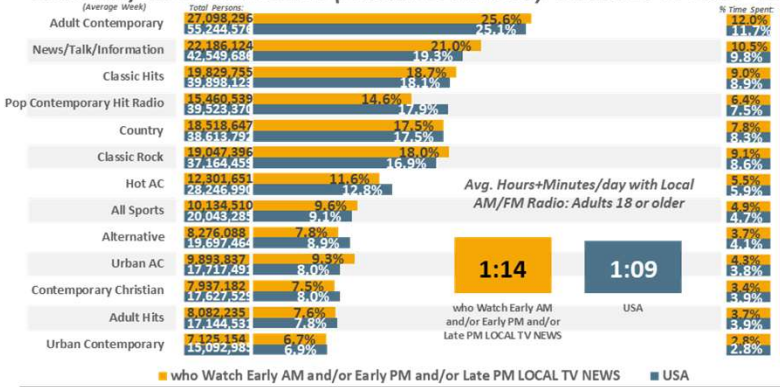
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

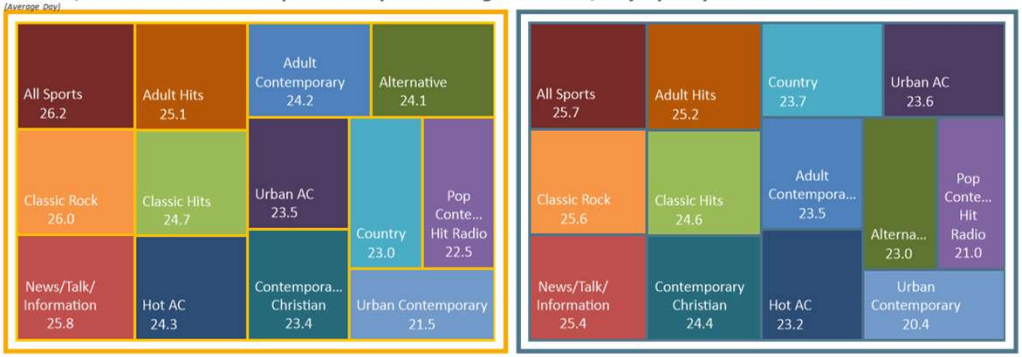



100,727,473 or 83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Ra

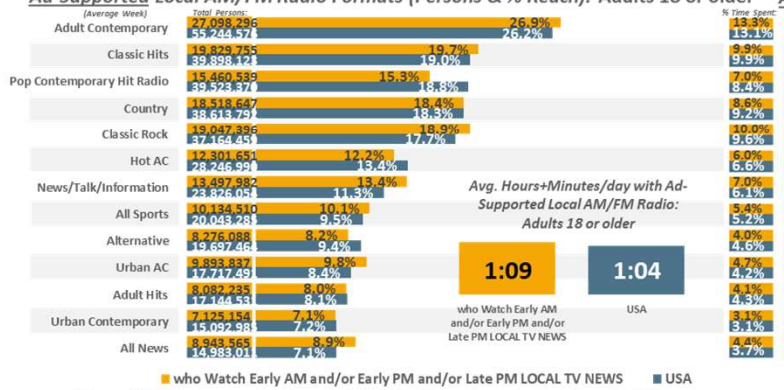
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



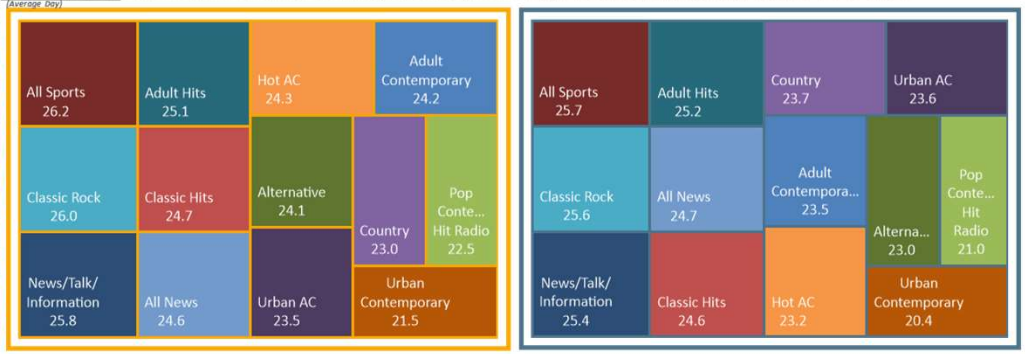

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

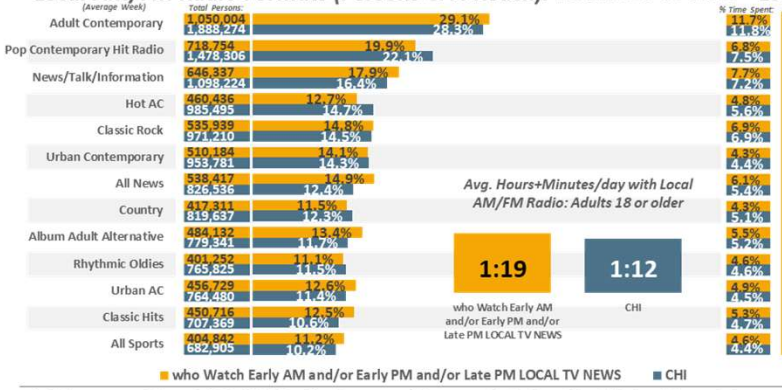
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

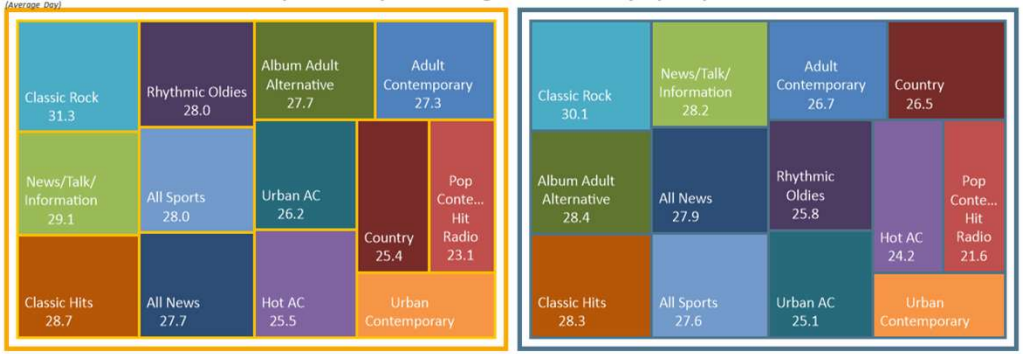



3,415,307 or 85.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All News, Classic Rock, and Urban Cont

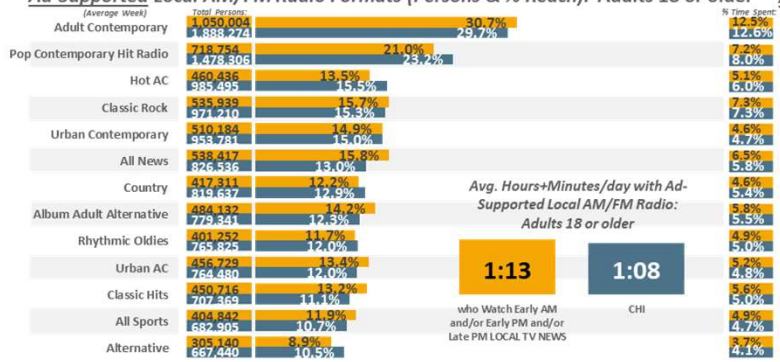
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



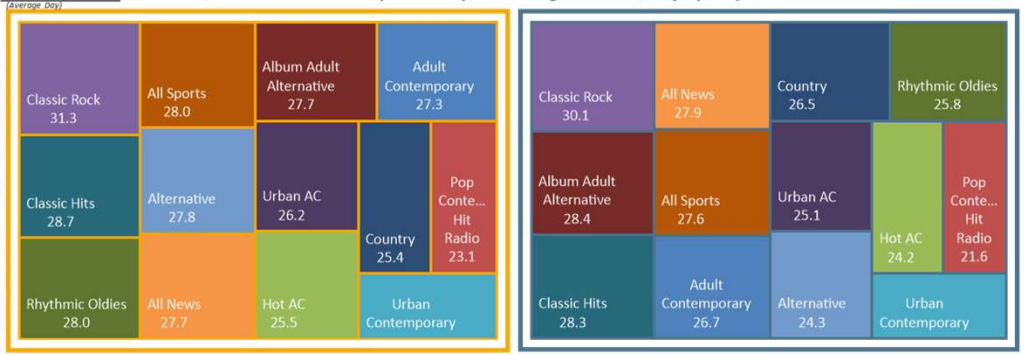

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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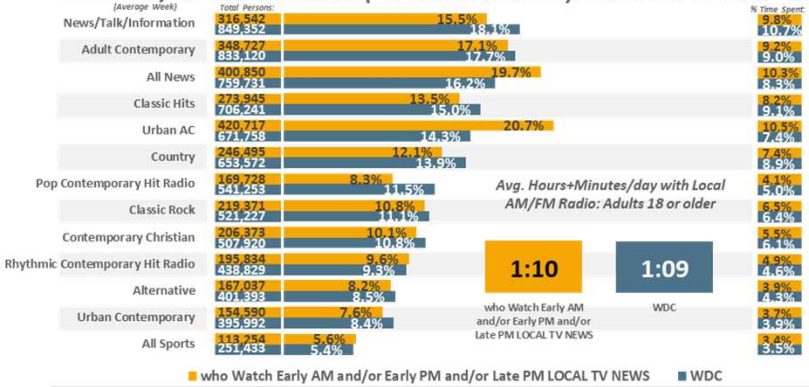
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

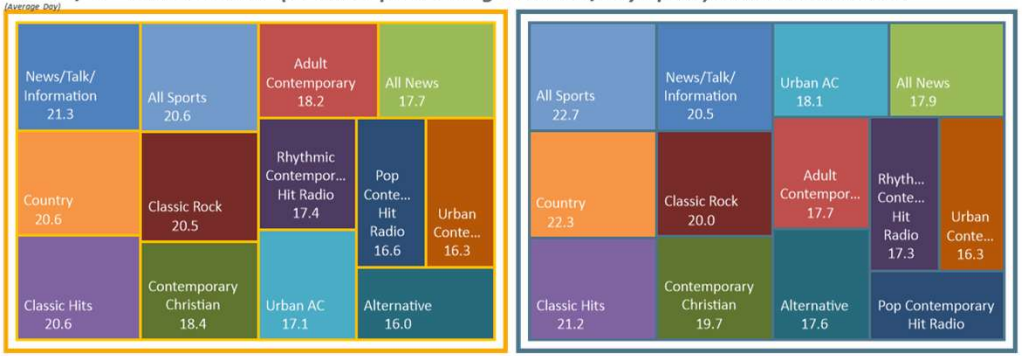



1,922,443 or 81.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, All News, Adult Contemporary, Classic Hits, and Country.

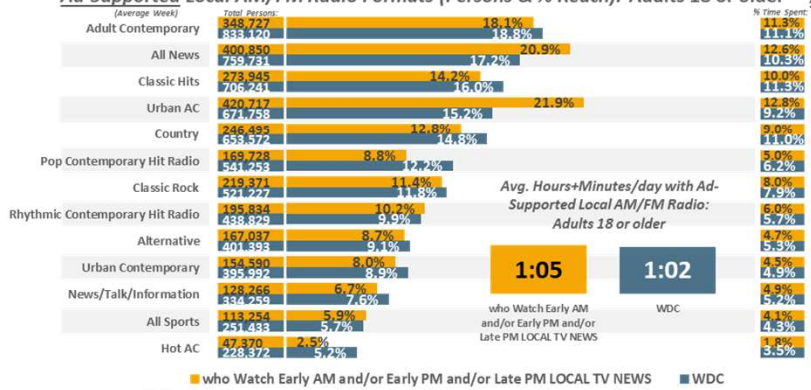
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



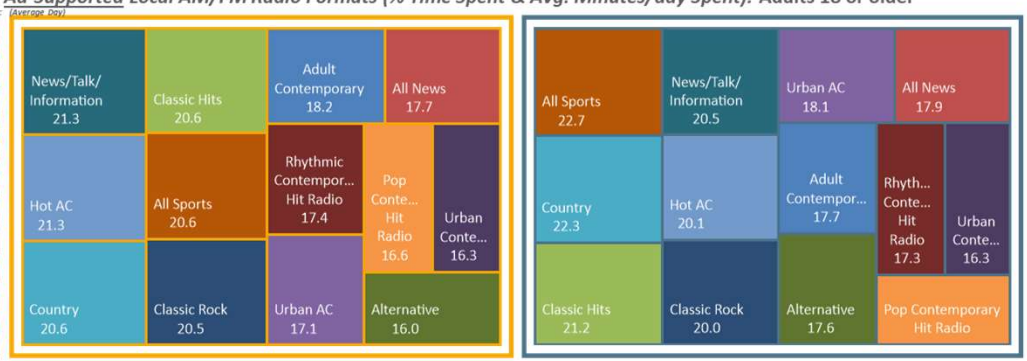

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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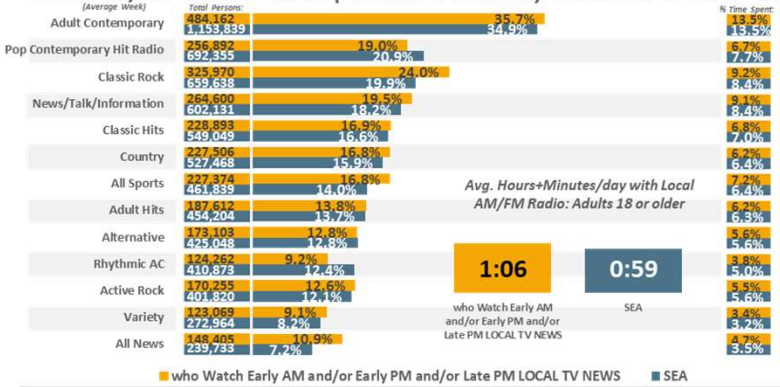
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

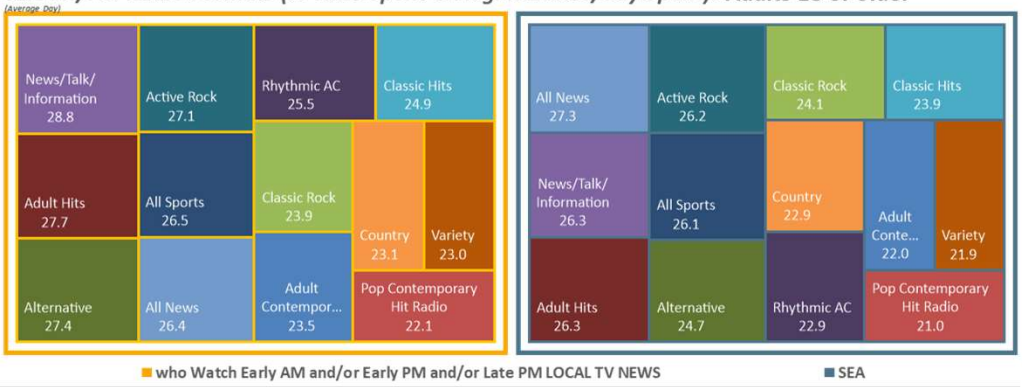



1,313,776 or 78.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Countr

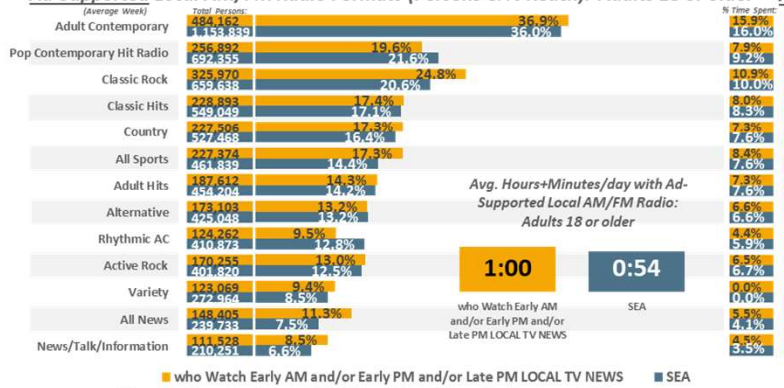
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



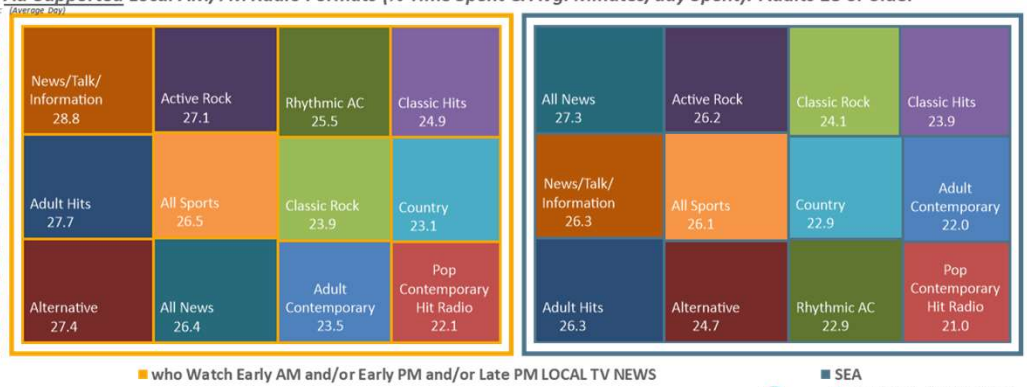

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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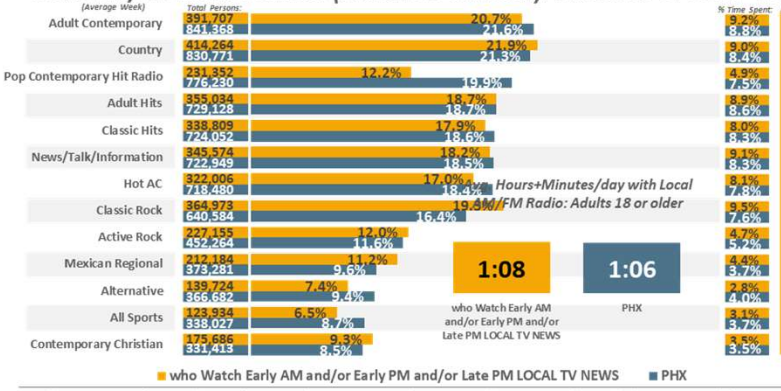
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

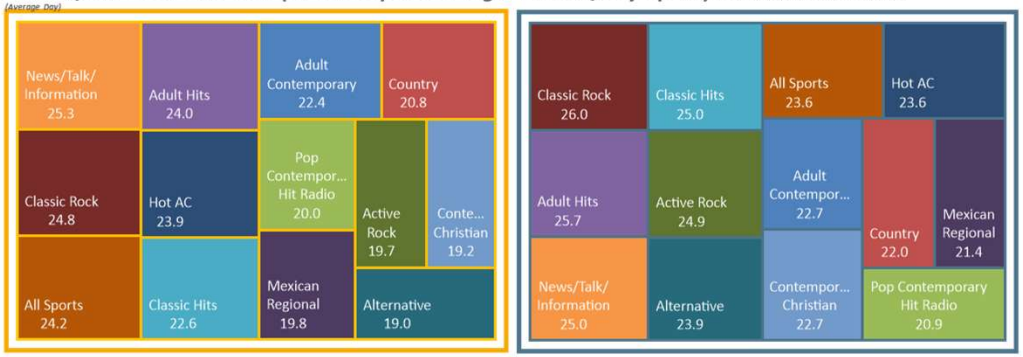



1,799,504 or 83.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Adult Hits, and Classic Hits.

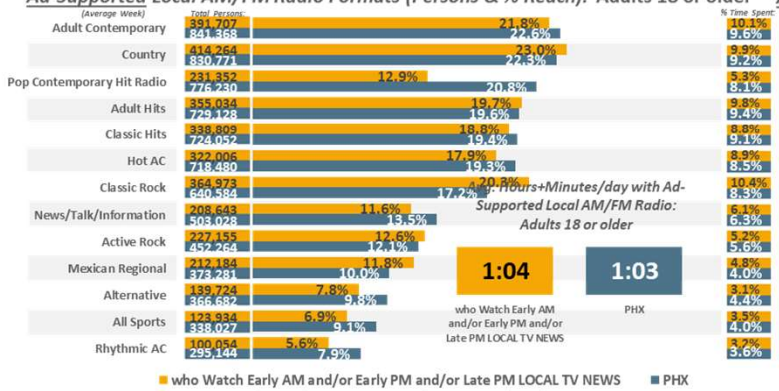
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



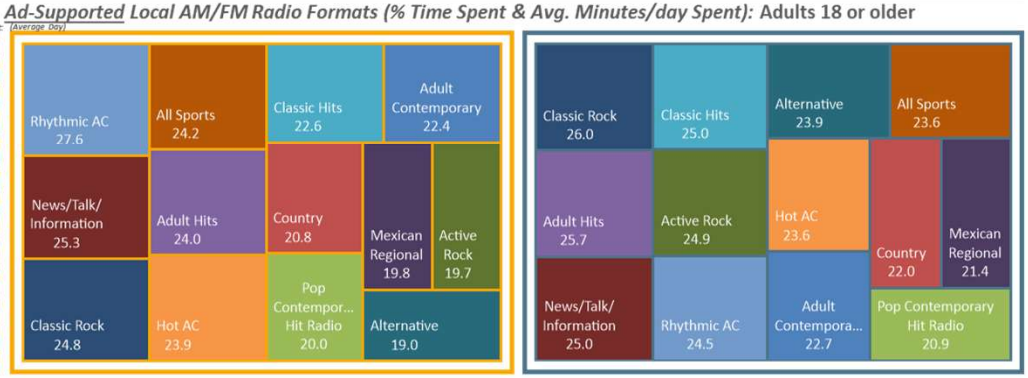

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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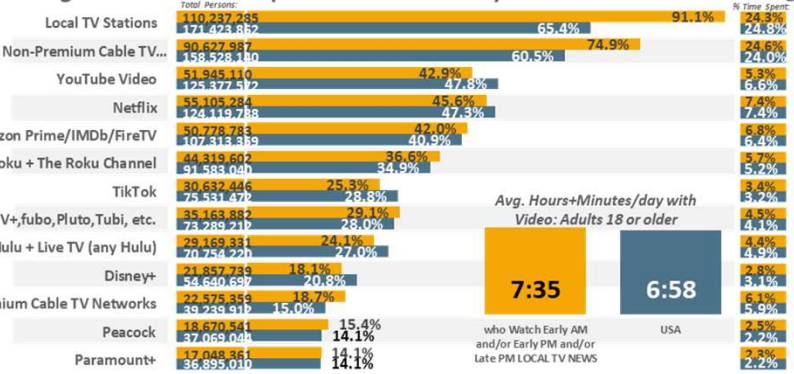
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

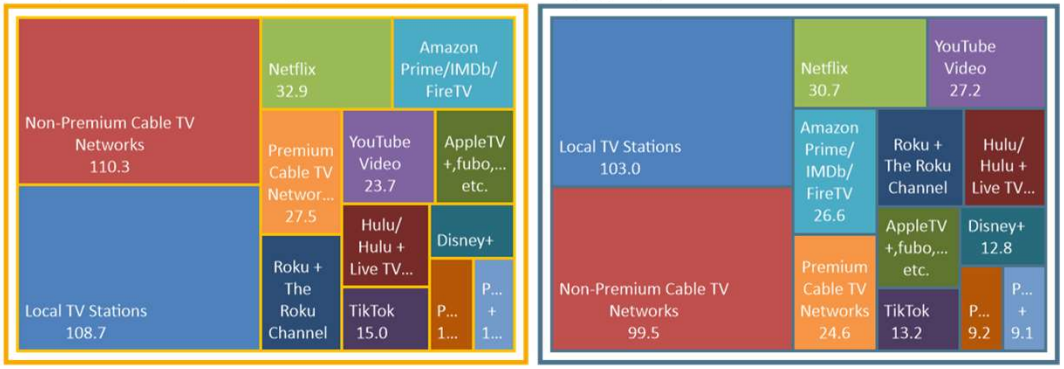



107,873,013 or 89.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

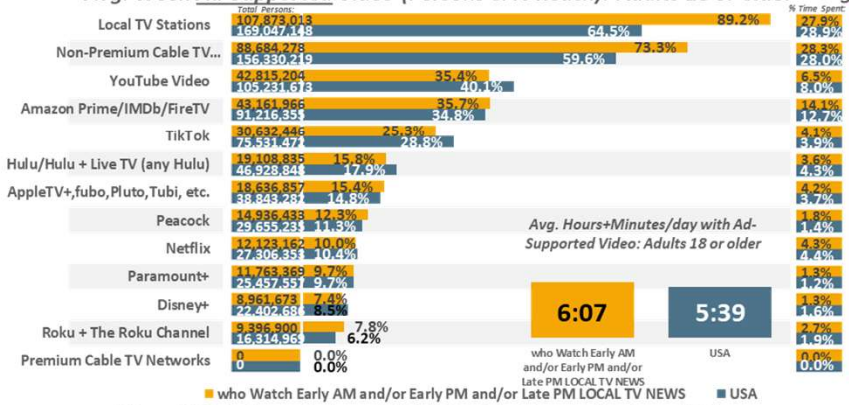
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



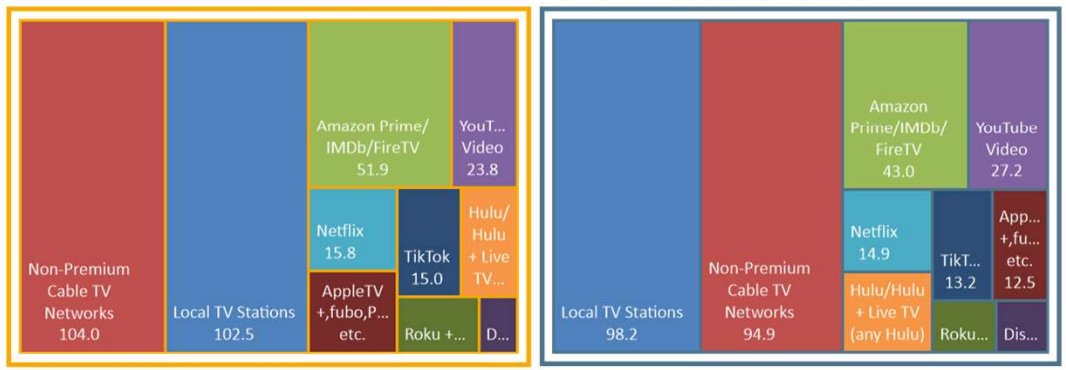

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

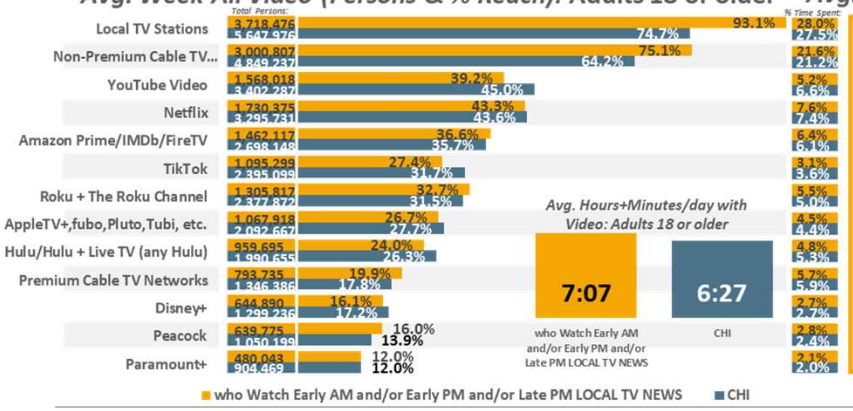
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

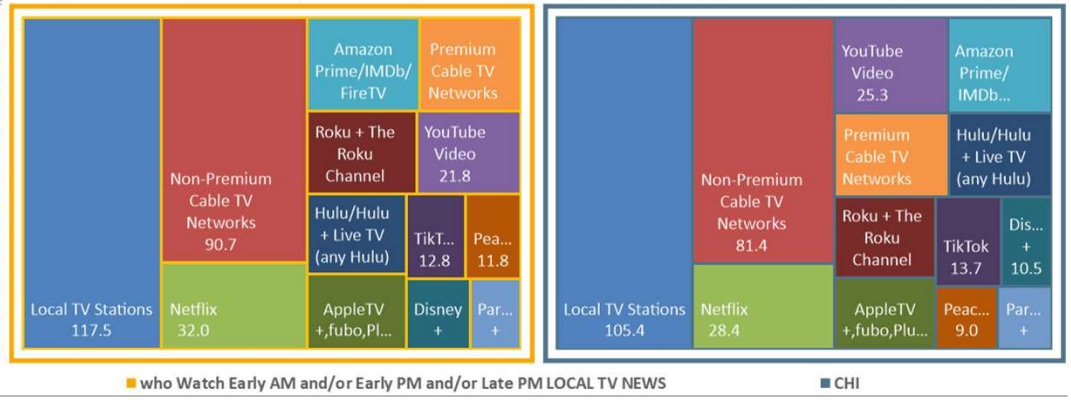



3,653,820 or 91.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 110.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

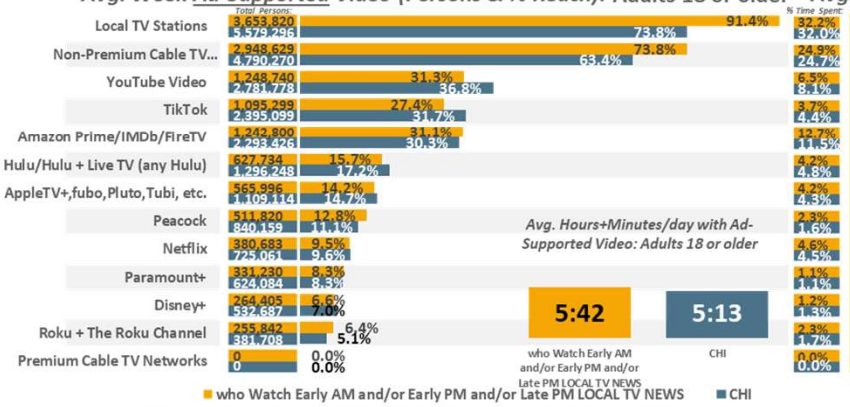
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



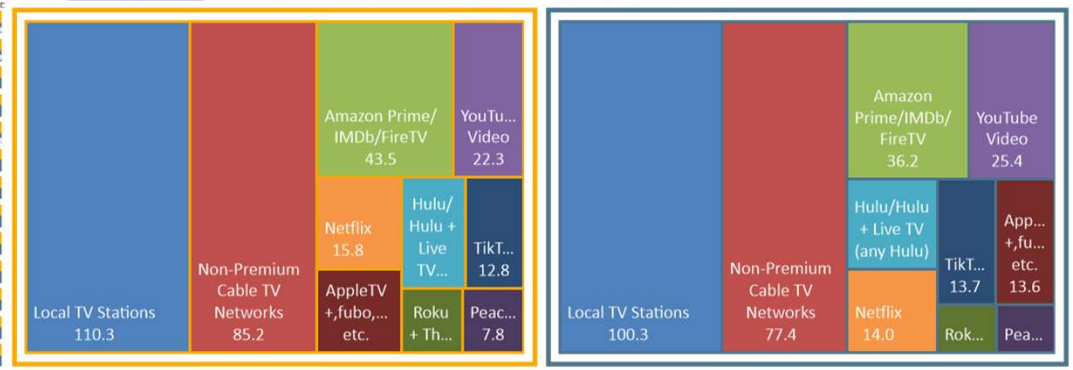

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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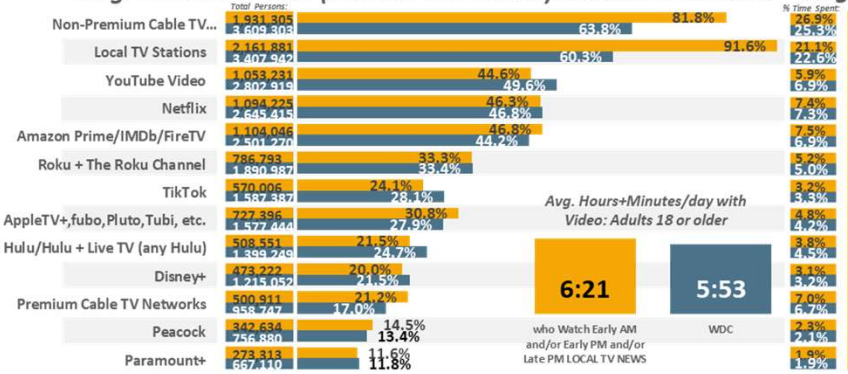
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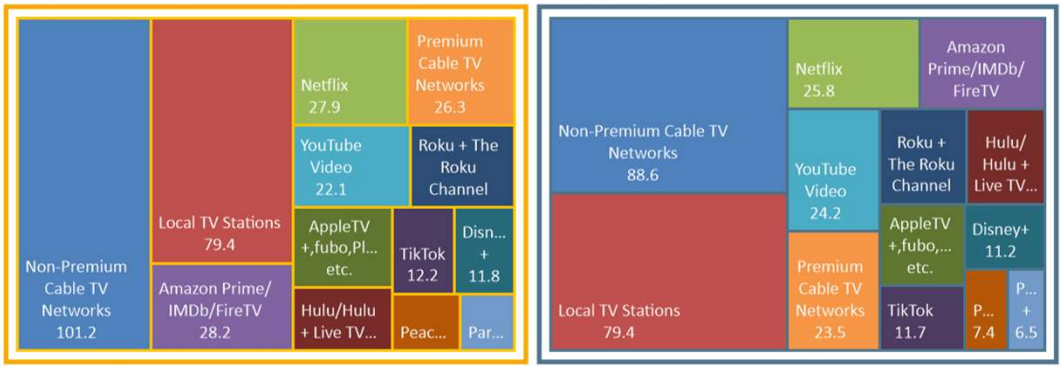



2,105,020 or 89.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

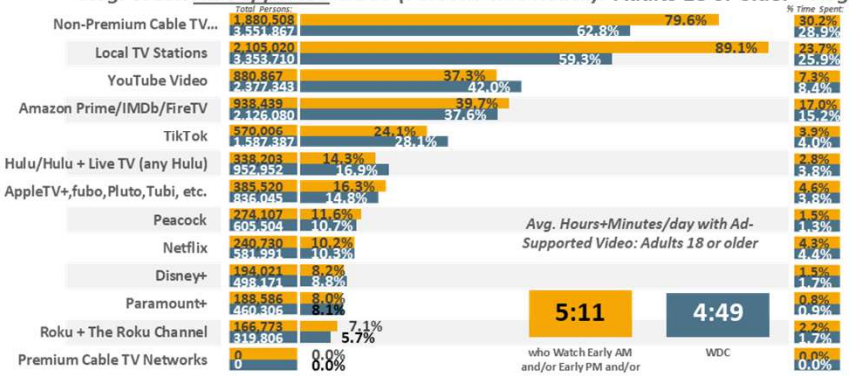
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



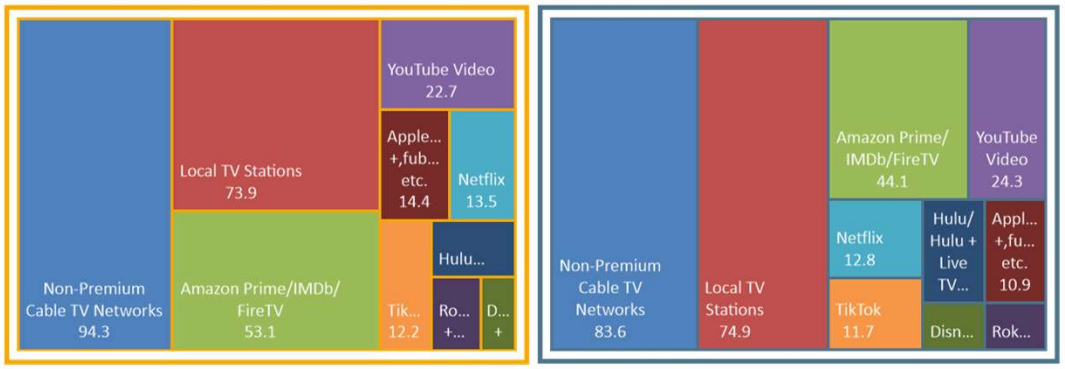

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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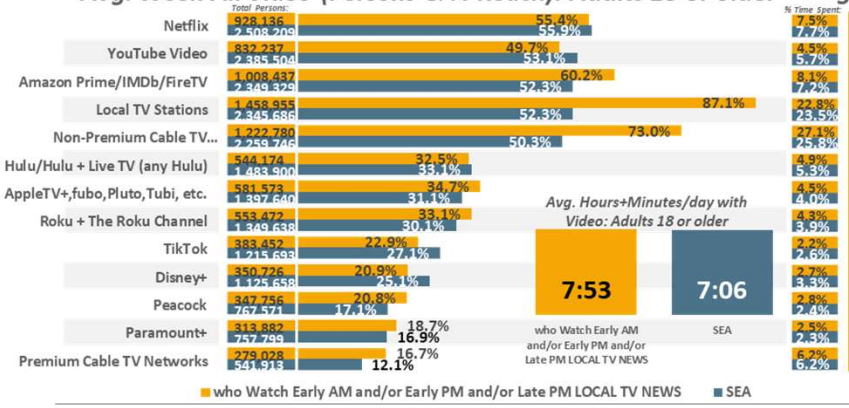
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

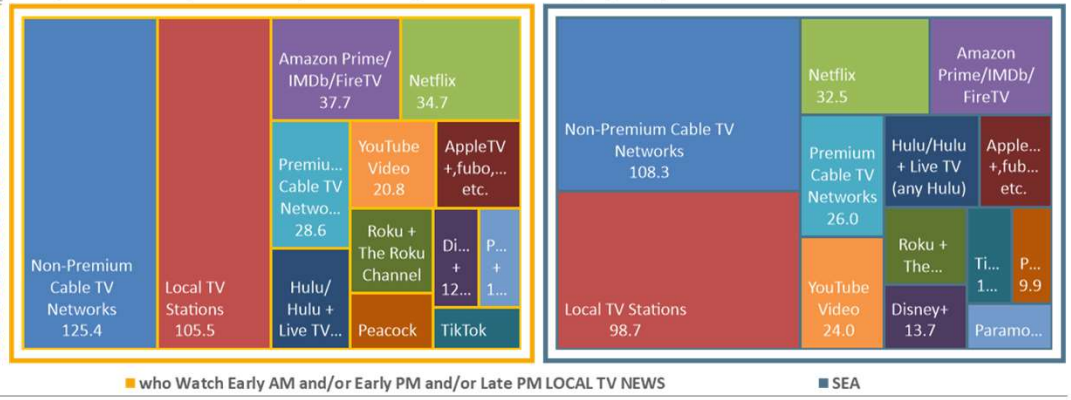



1,418,704 or 84.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.

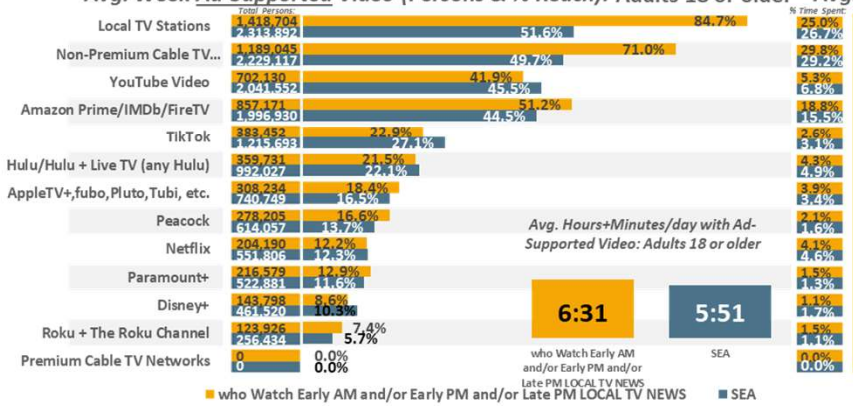
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



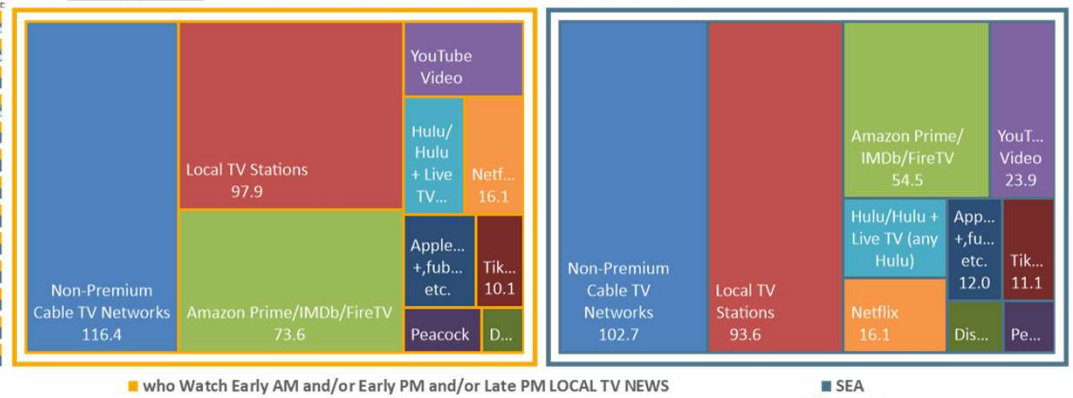

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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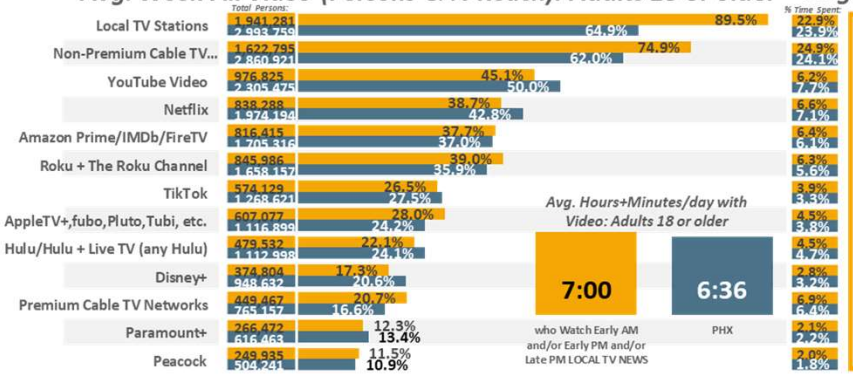
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

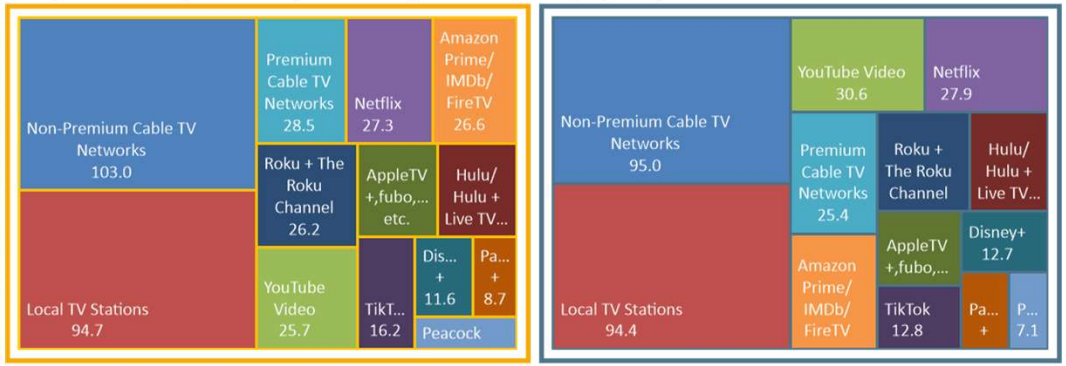



1,902,997 or 87.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 91.2 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

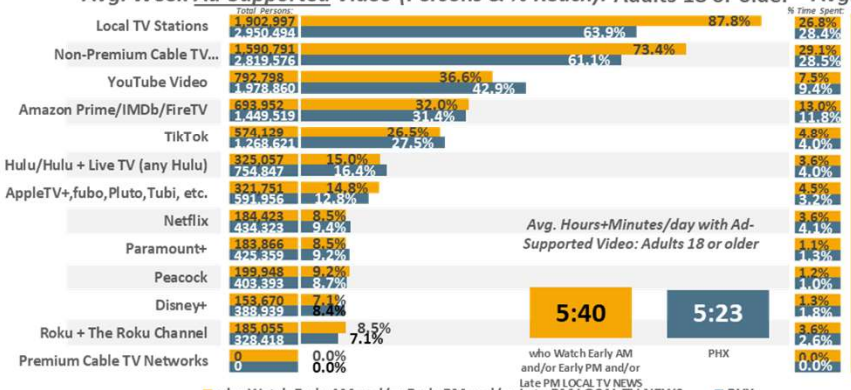
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



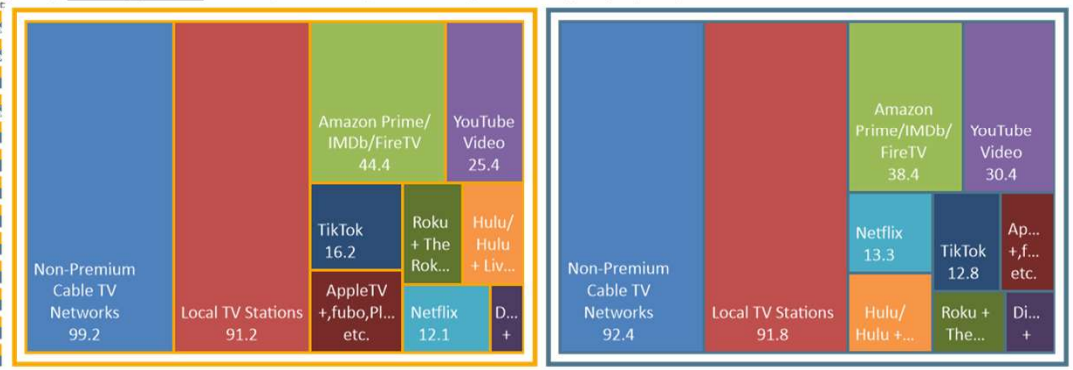

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

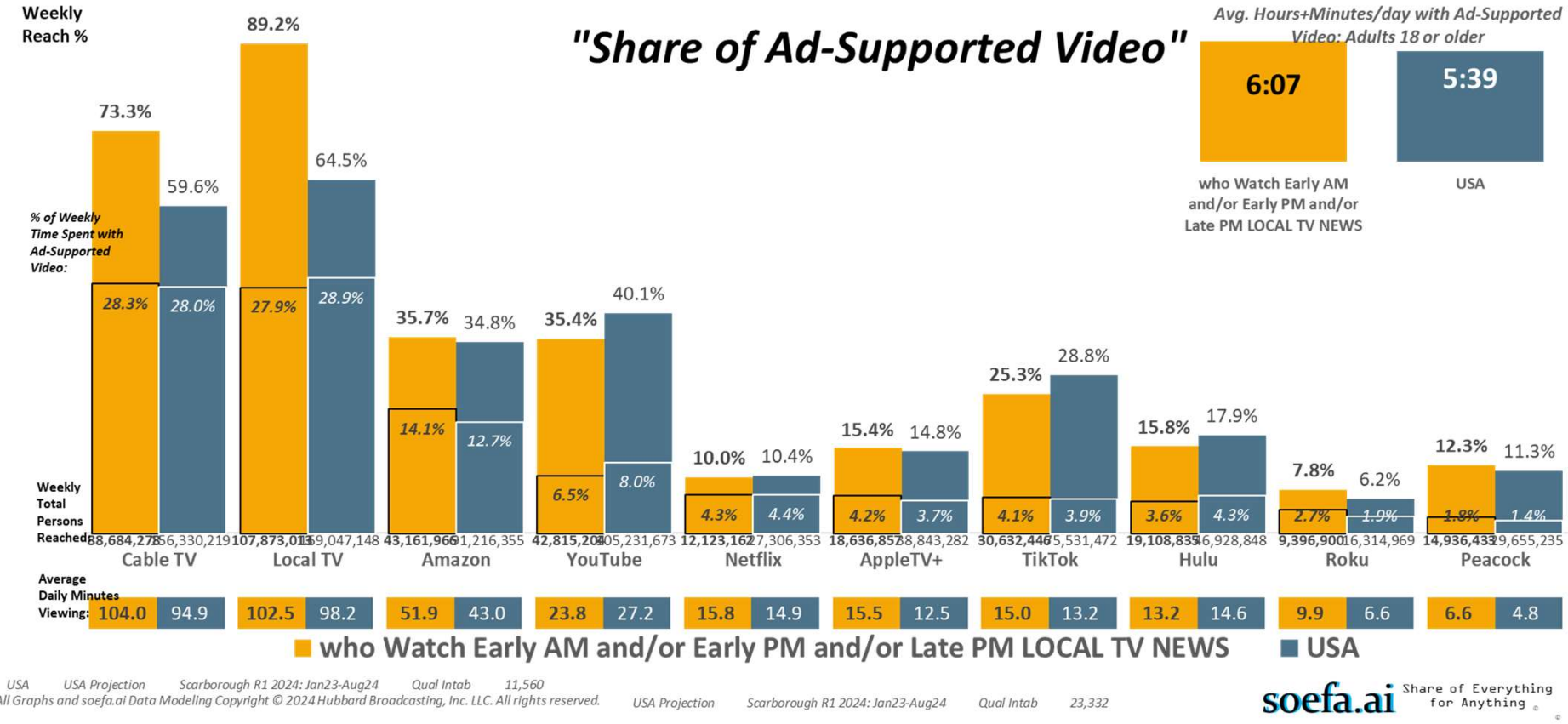
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




107,873,013 or 89.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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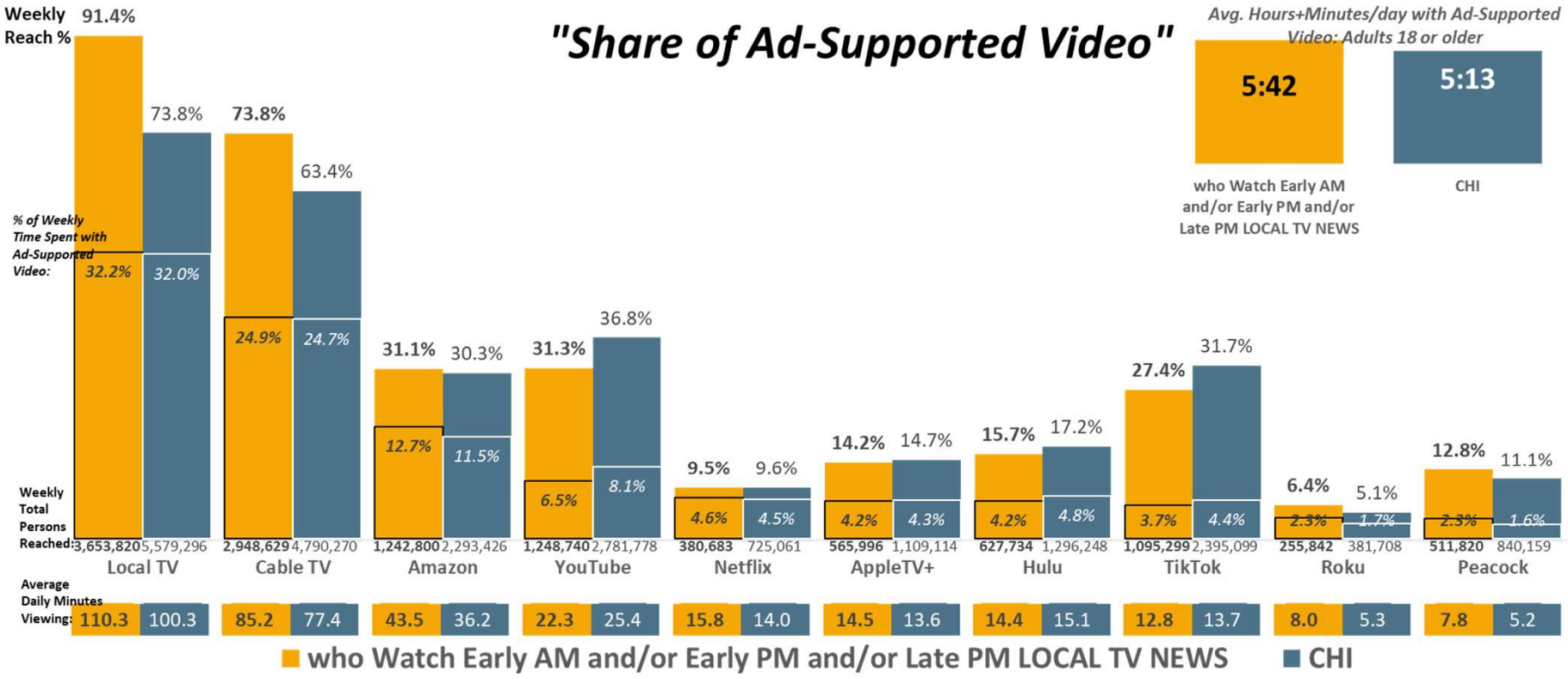
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




3,653,820 or 91.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 110.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.




CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

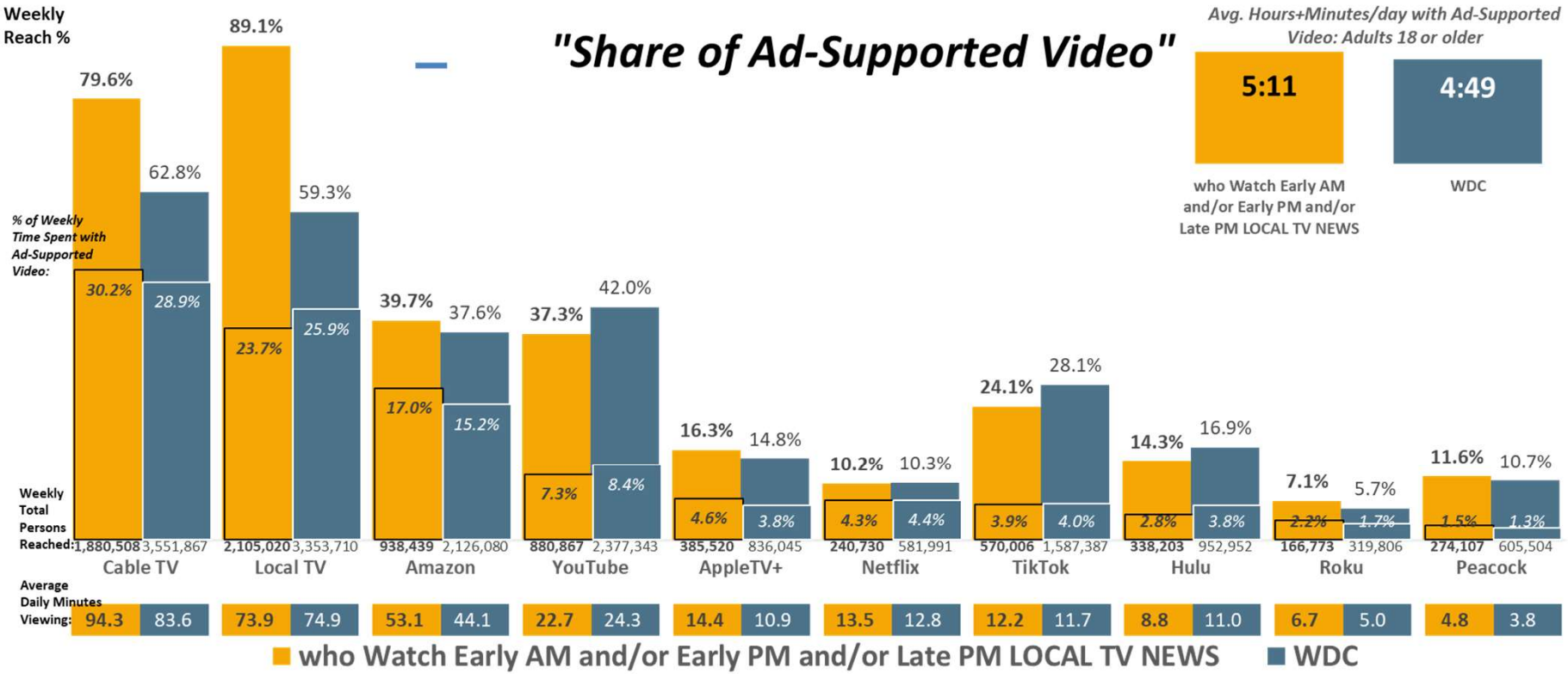
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




2,105,020 or 89.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411*

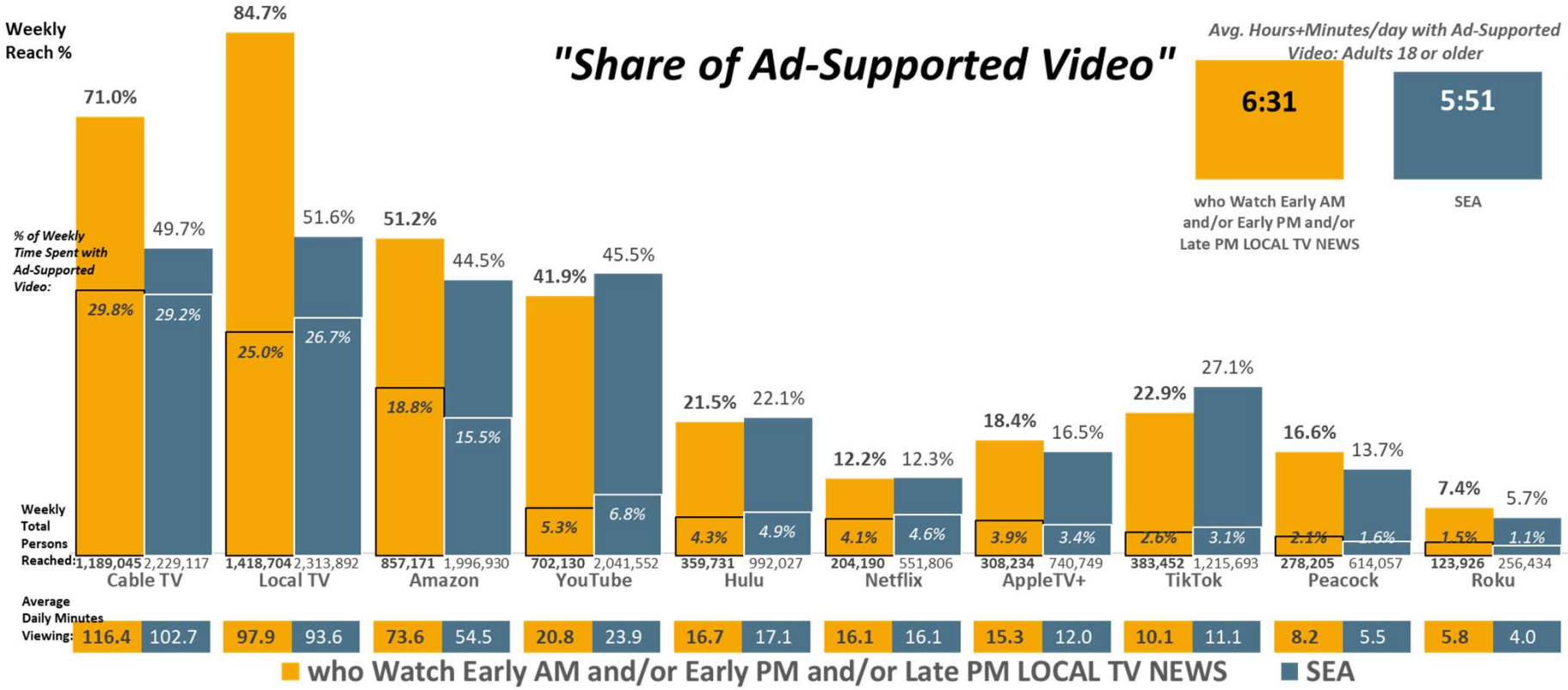
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




1,418,704 or 84.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951*

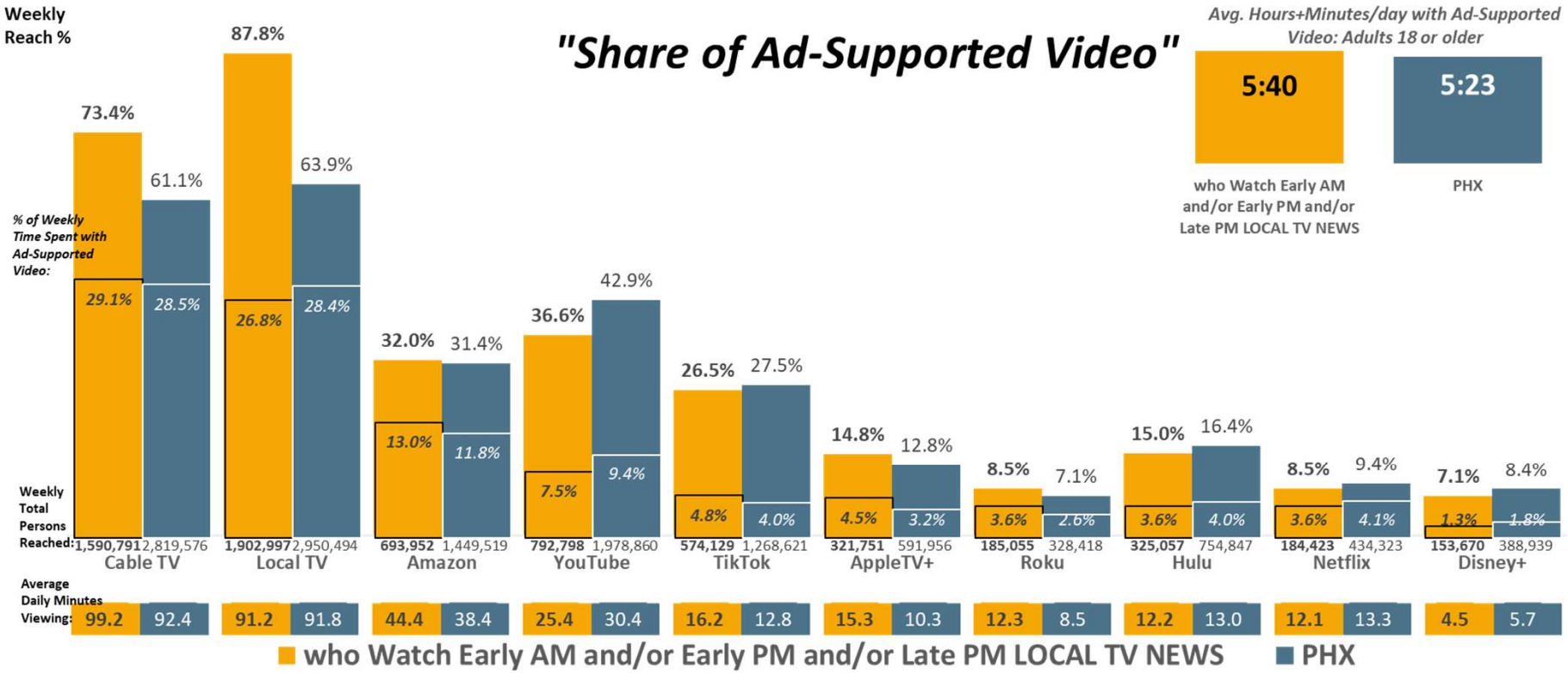
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




1,902,997 or 87.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 91.2 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.




PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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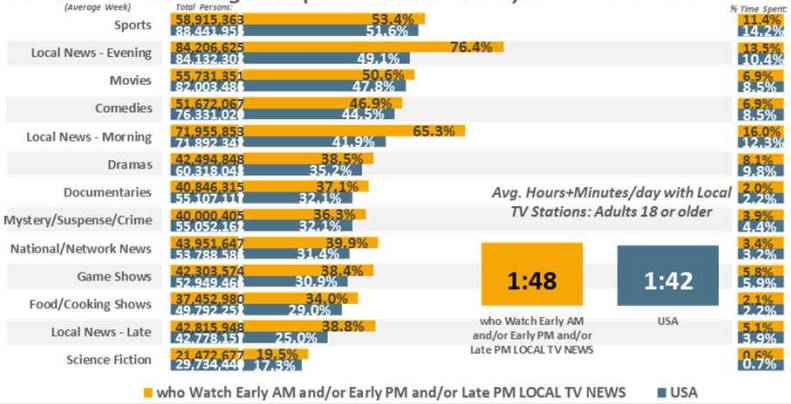
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

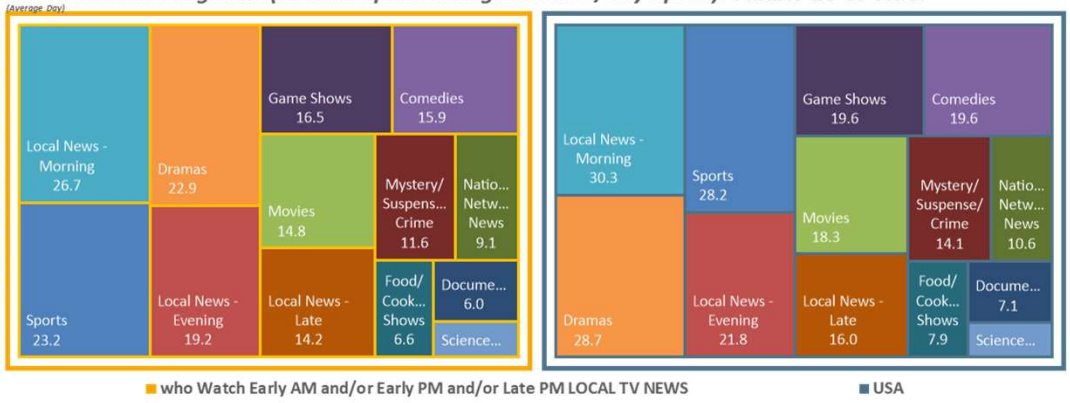



107,873,013 or 89.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Local News -

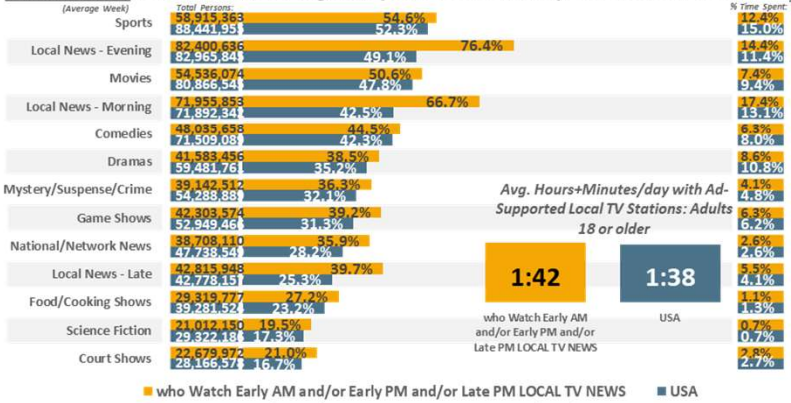
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



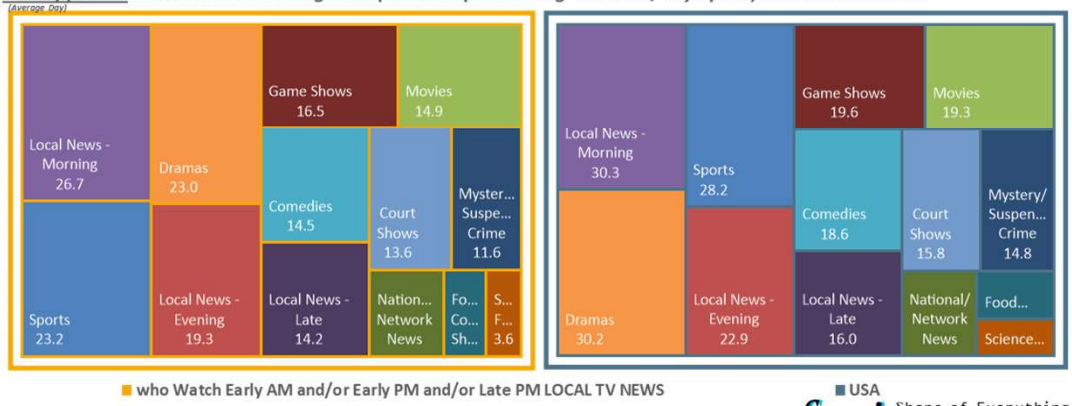

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

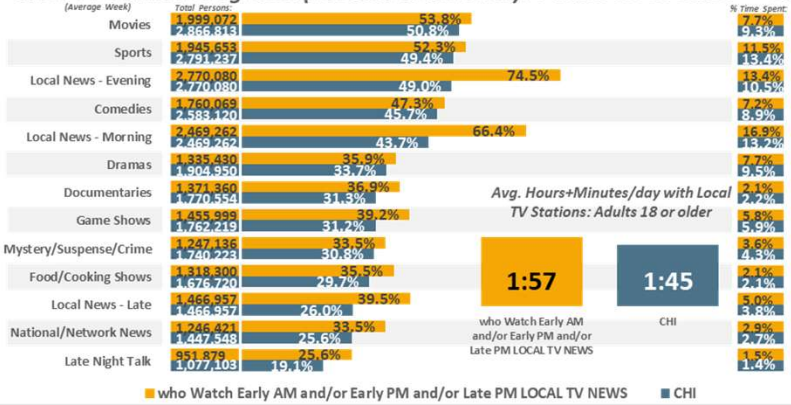
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

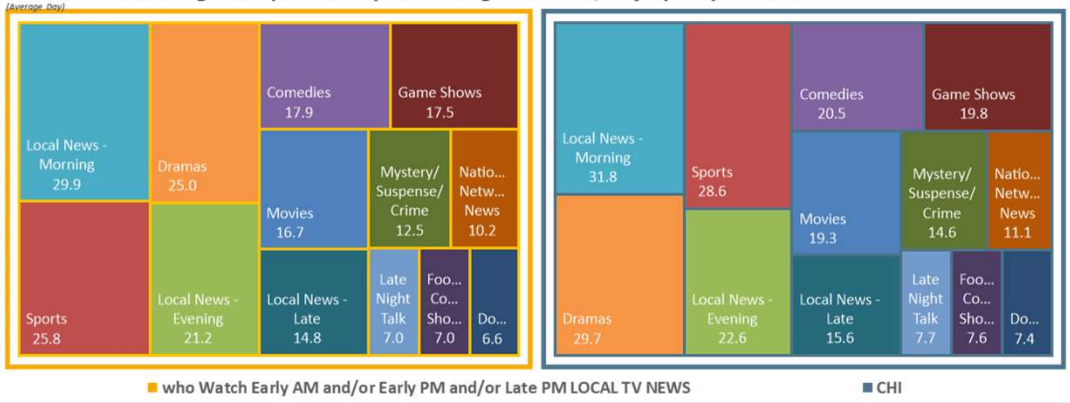



3,653,820 or 91.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Sports, Comedies, and Local News - La

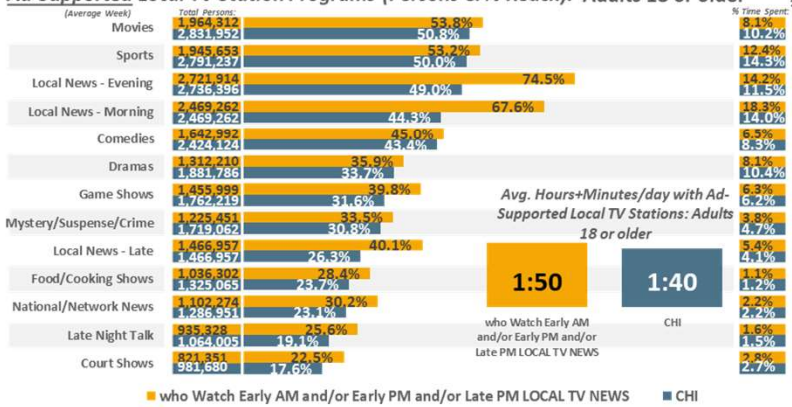
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



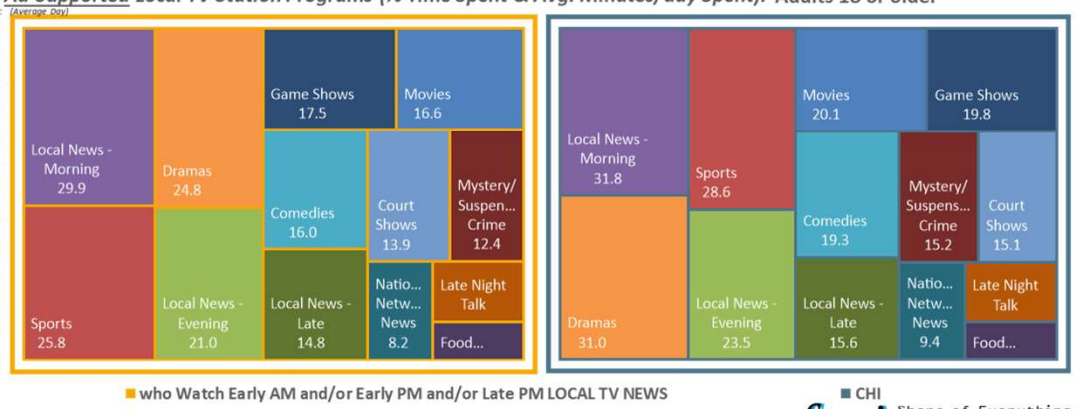

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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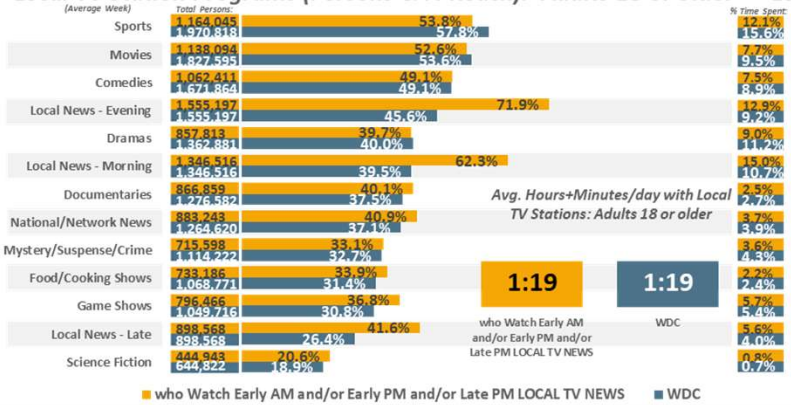
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

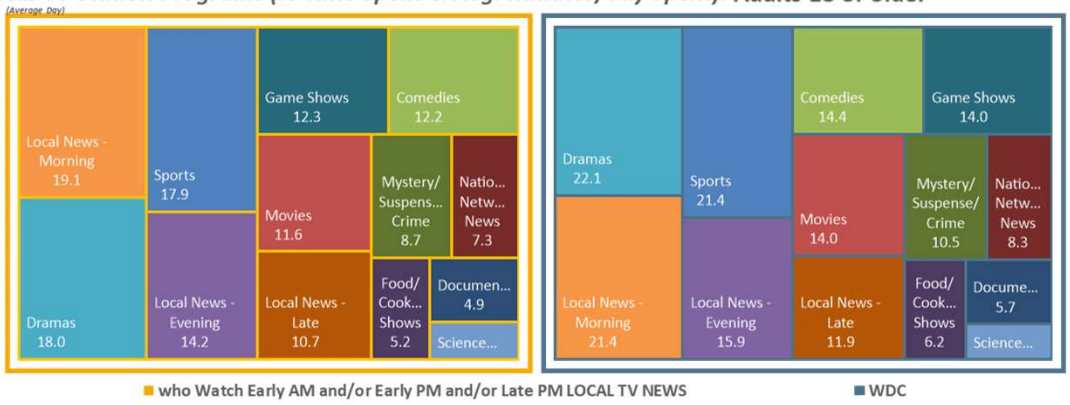



2,105,020 or 89.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Local News - La

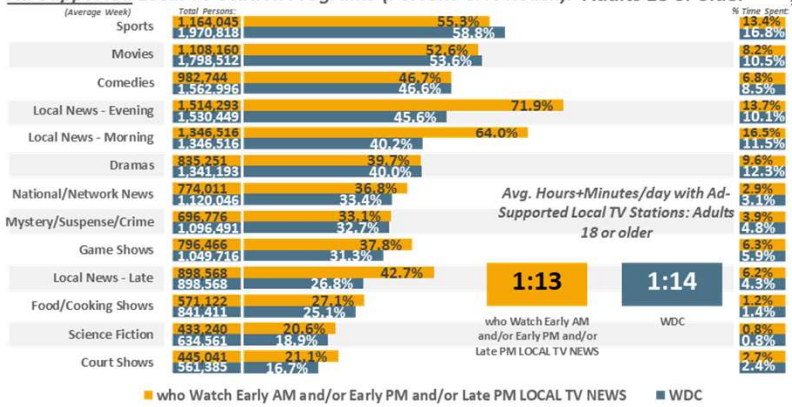
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



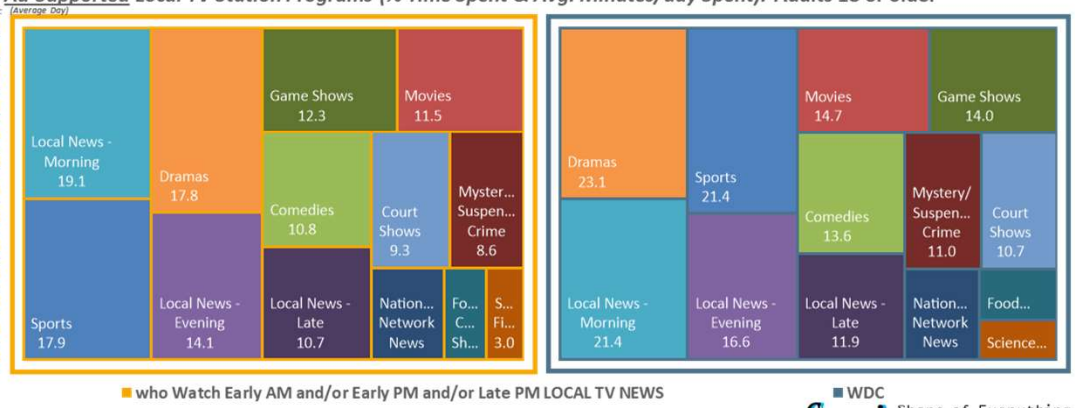

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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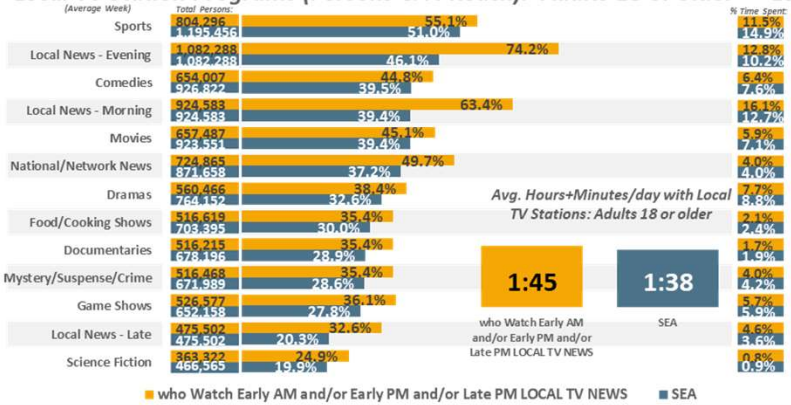
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

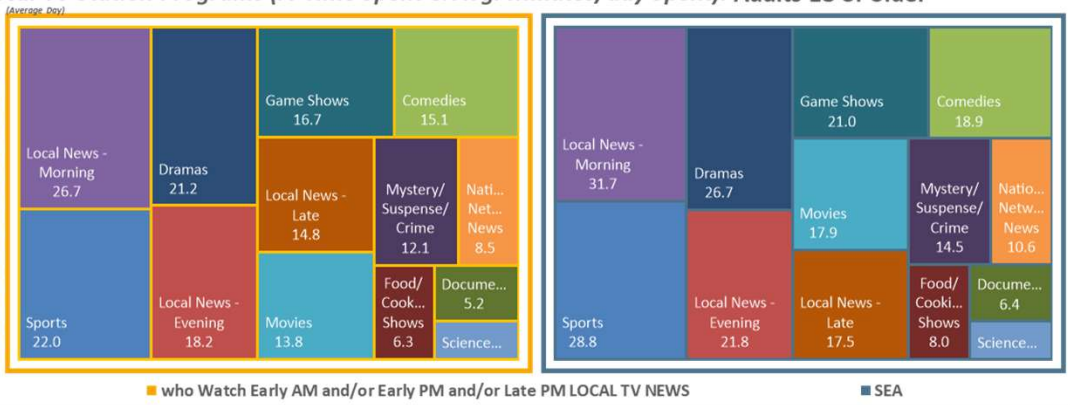



1,418,704 or 84.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, National/Network News, and Co

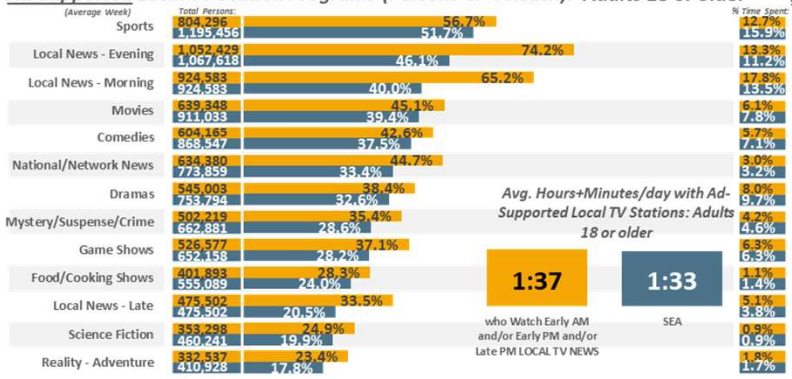
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



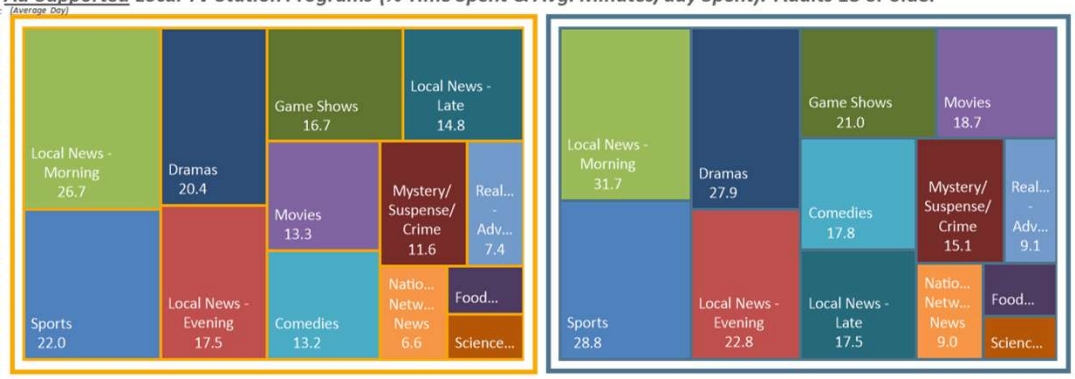

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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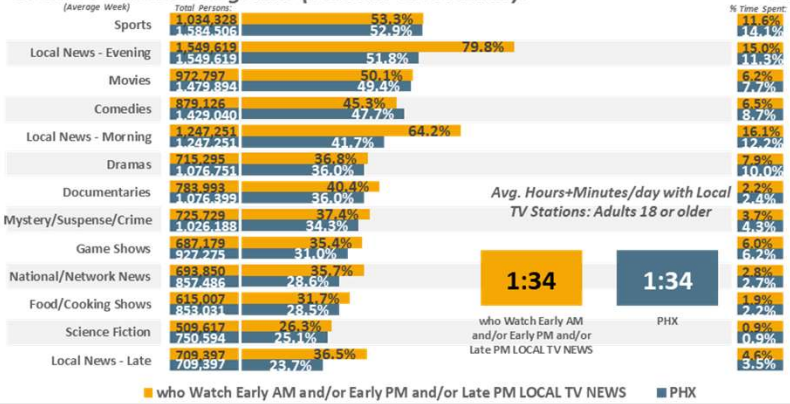
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

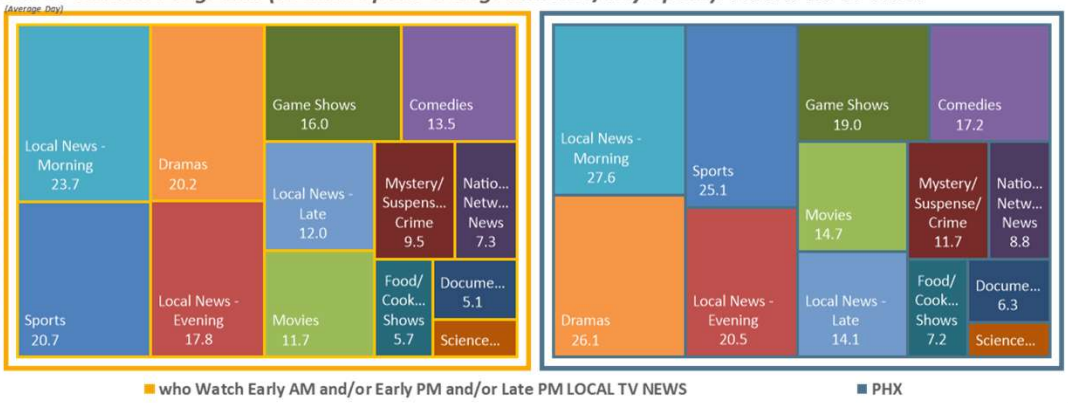



1,902,997 or 87.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Mystery/Suspens

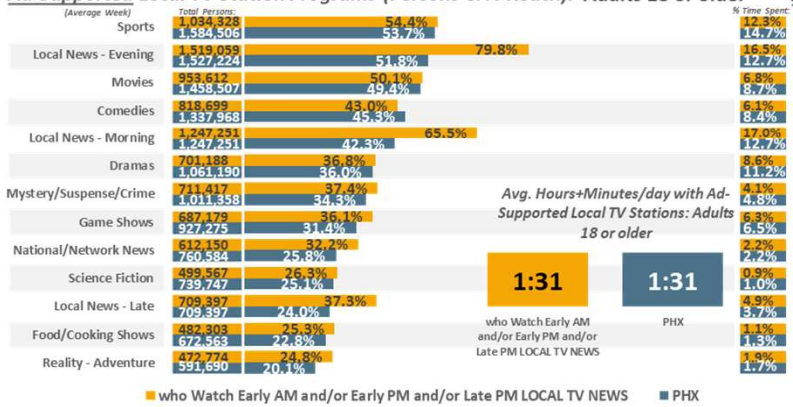
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



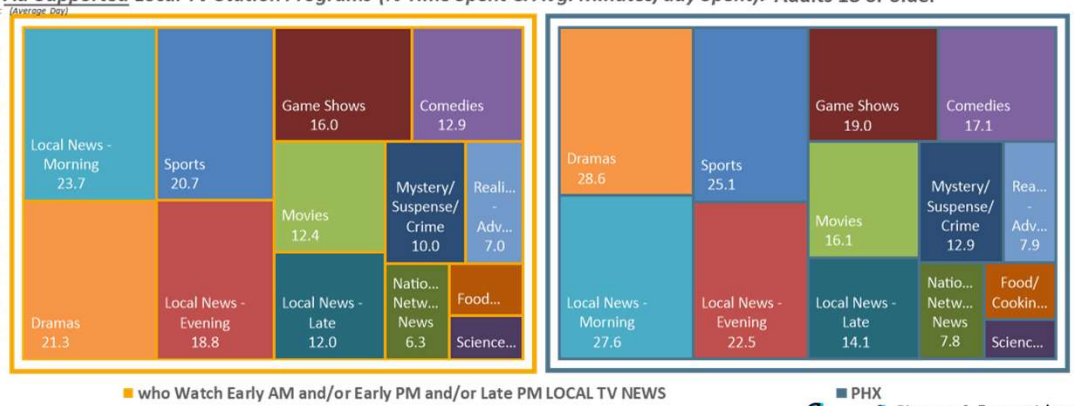

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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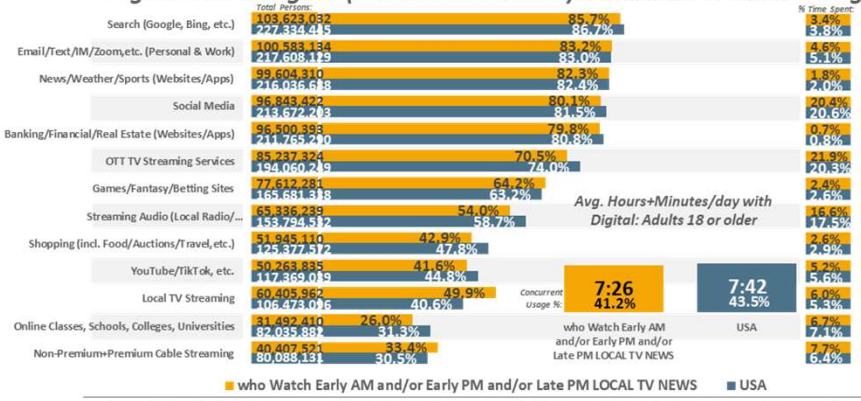
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

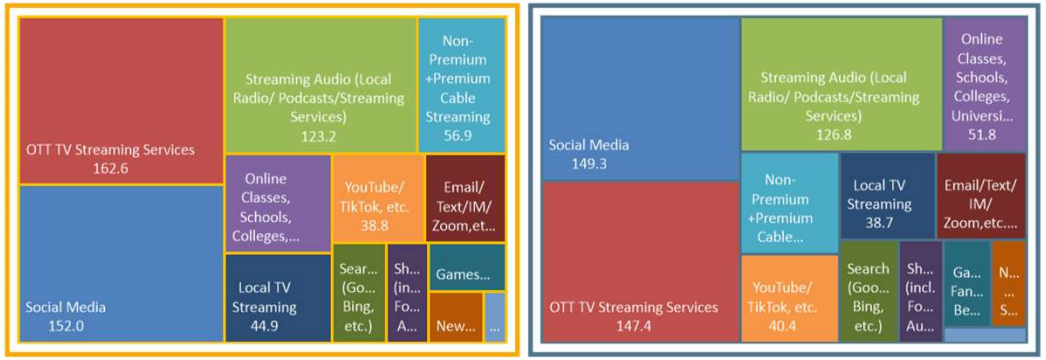



87,202,485 or 72.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 136.8 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

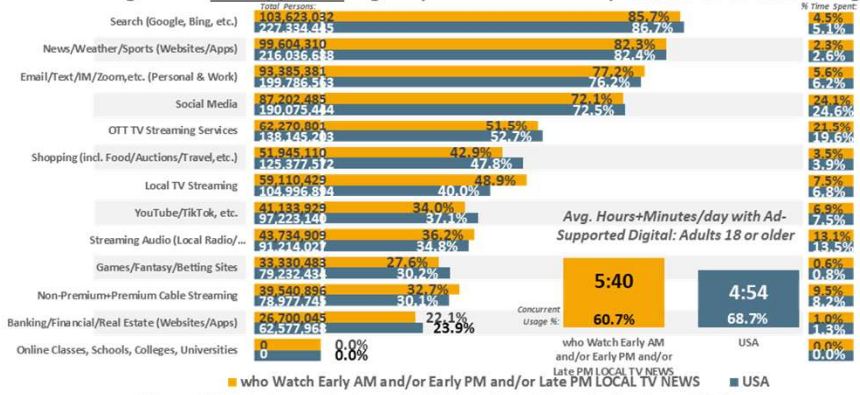
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



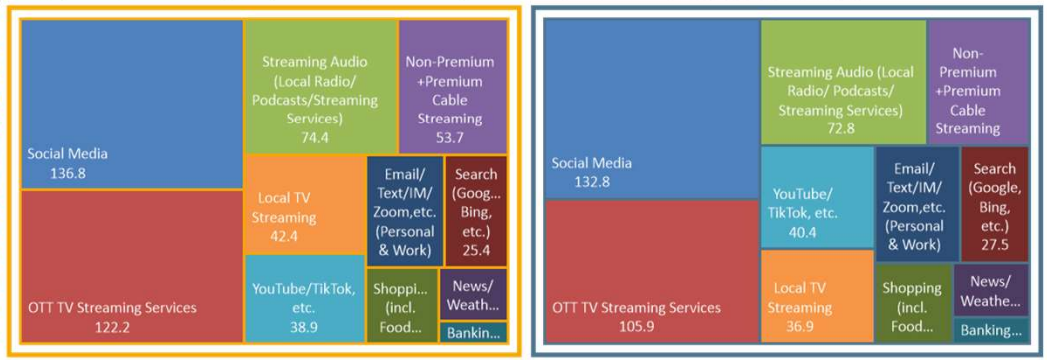

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

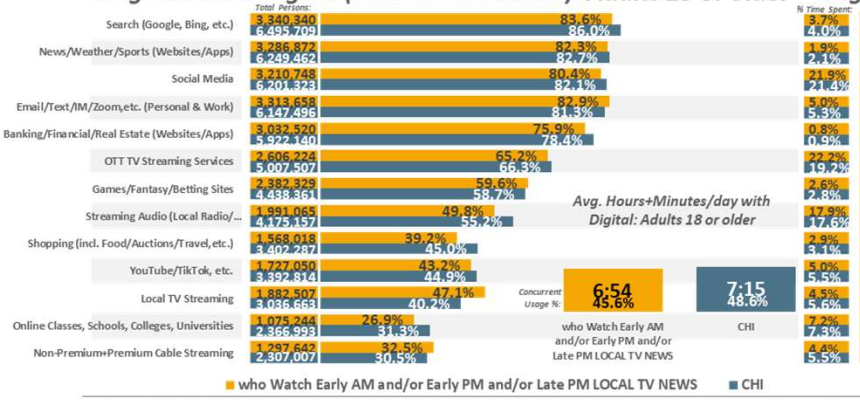
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

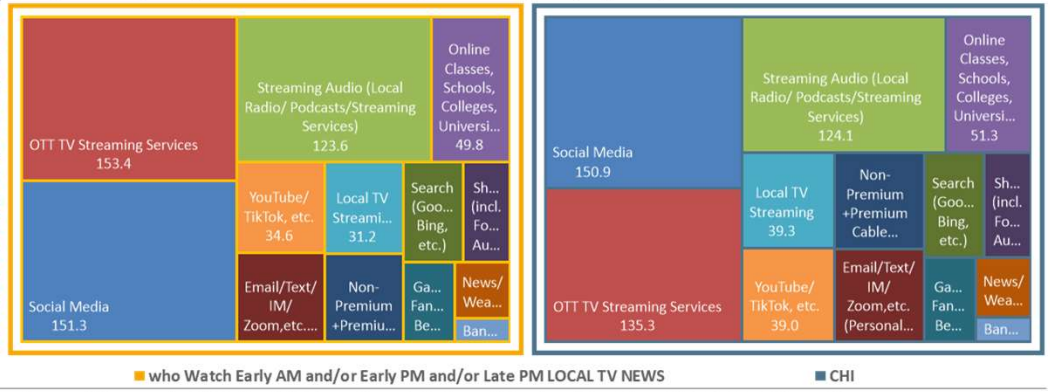



2,965,686 or 74.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 139.7 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

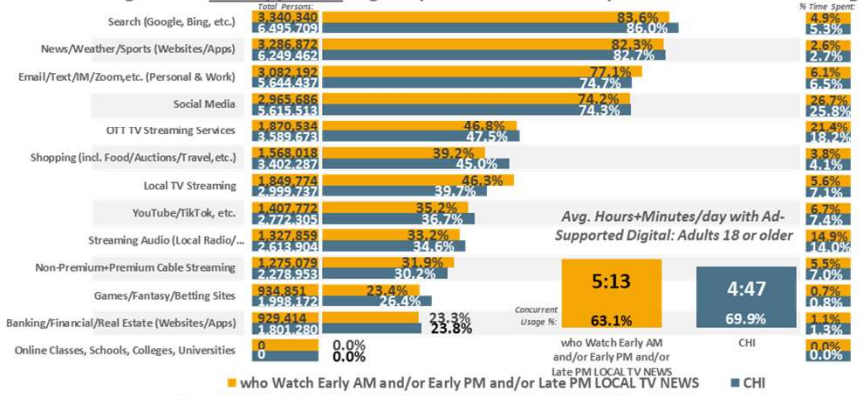
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



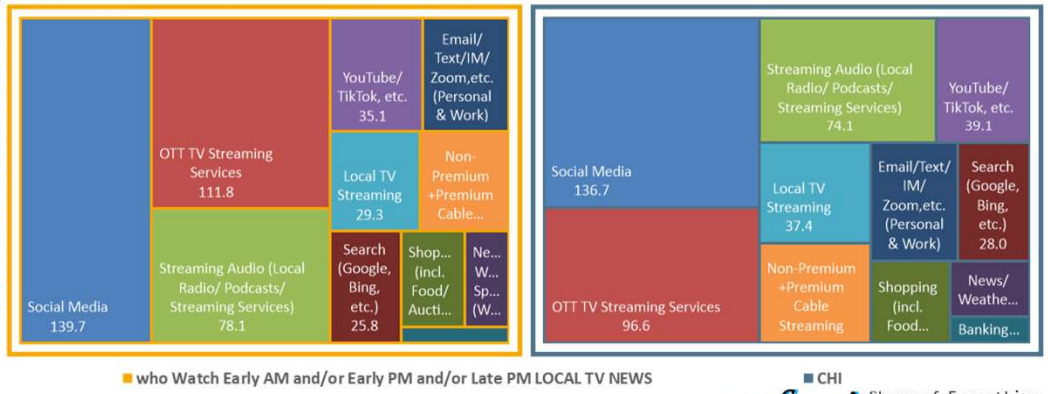

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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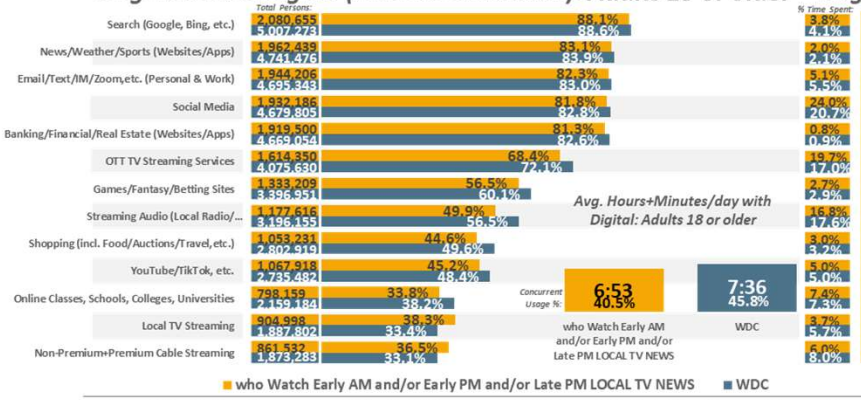
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

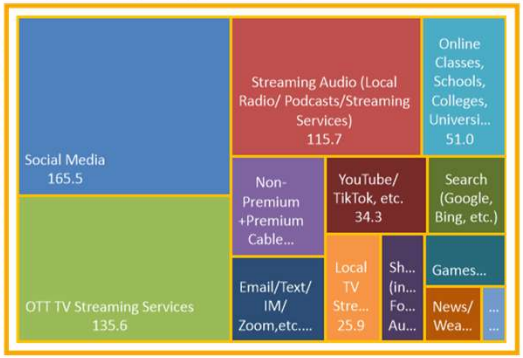



1,711,926 or 72.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 146.7 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

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

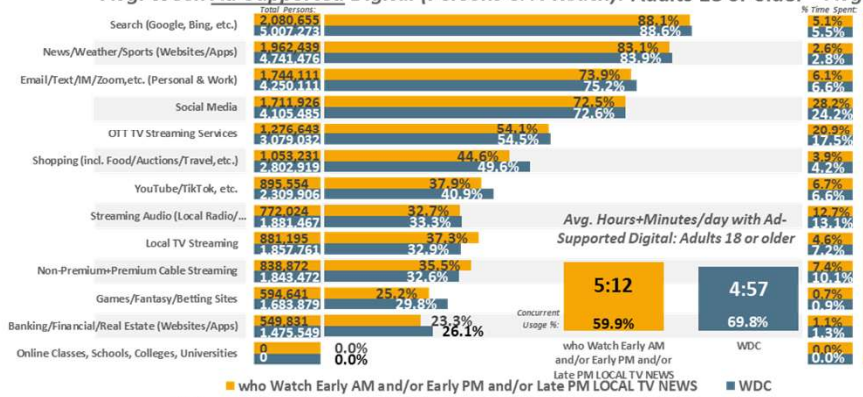



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

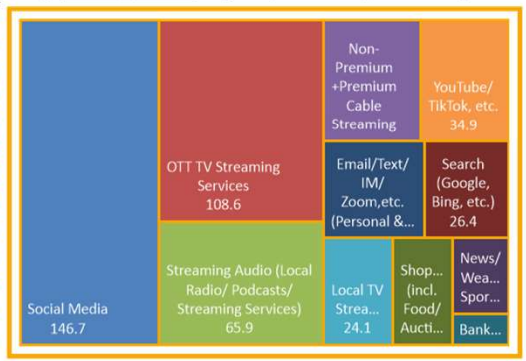



who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ WDC

## *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 Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ WDC

*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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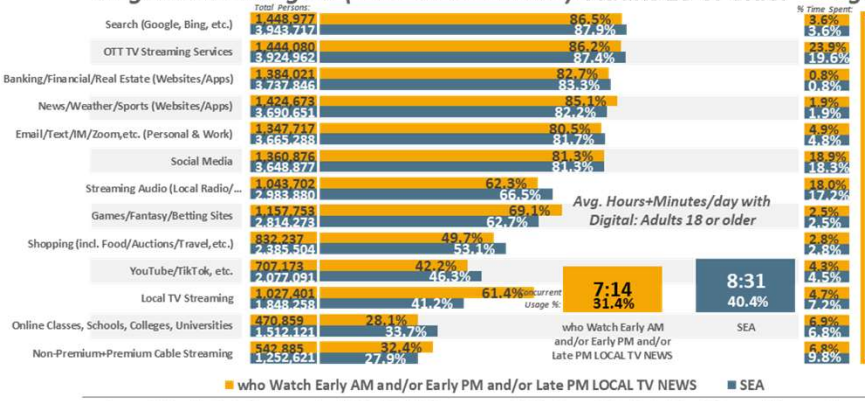
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

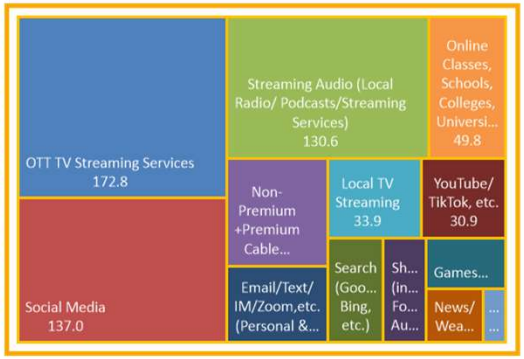


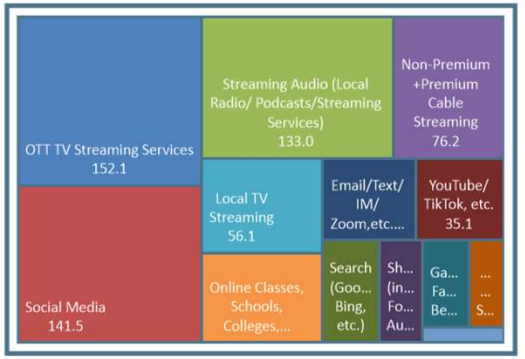

1,196,921 or 71.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 120.5 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

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

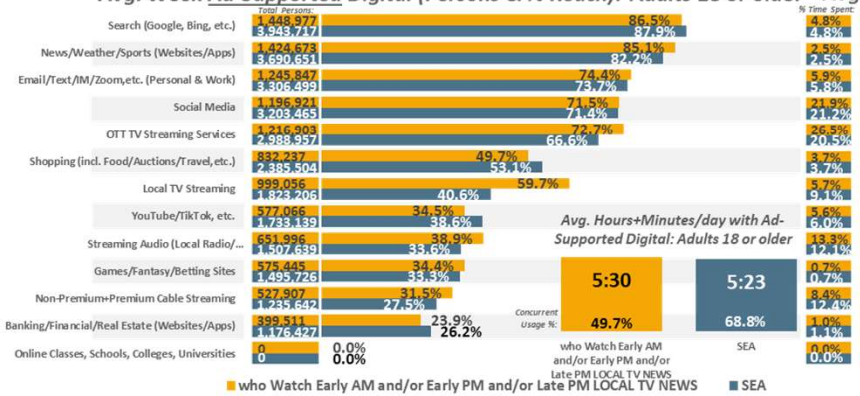



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

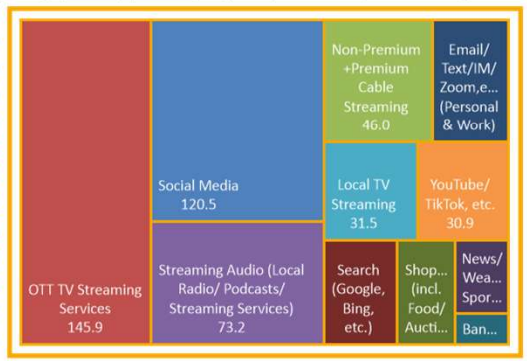


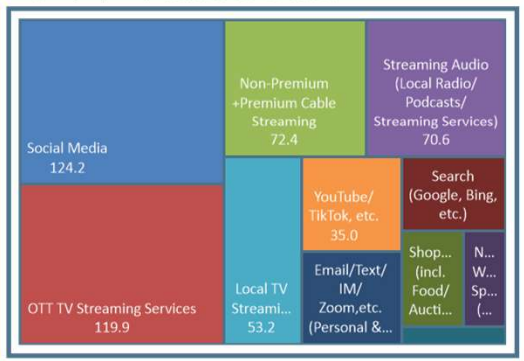




## *Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach):* Adults 18 or older




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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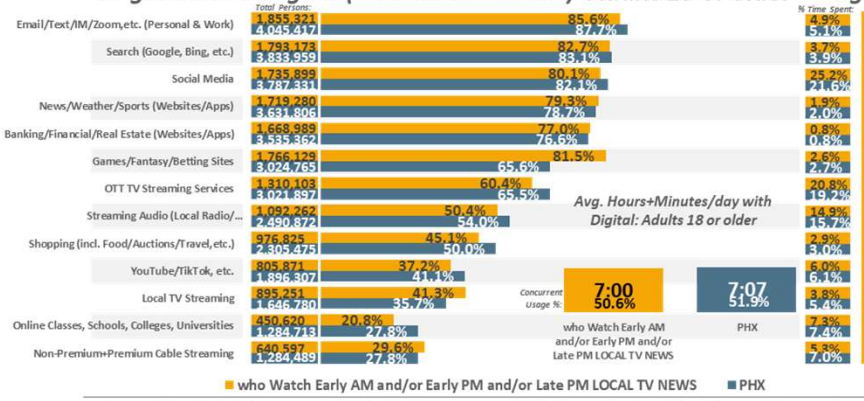
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

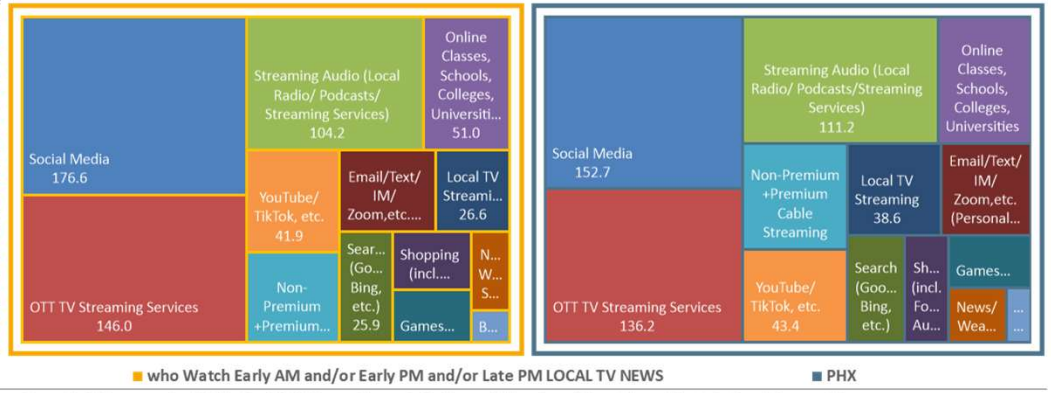



1,602,293 or 73.9% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 163. minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

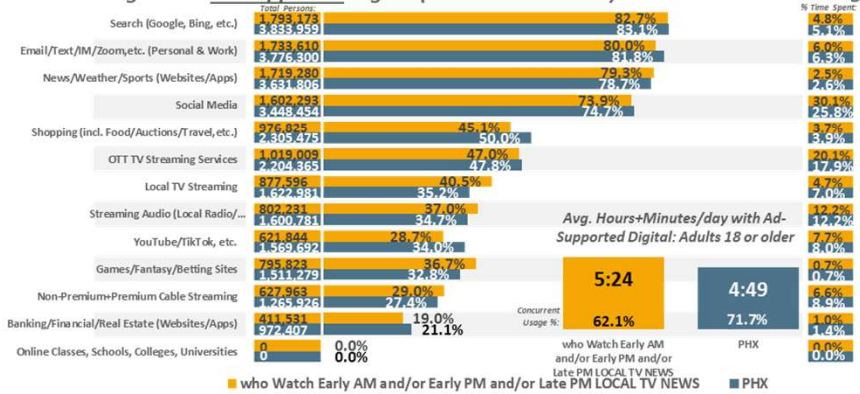
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



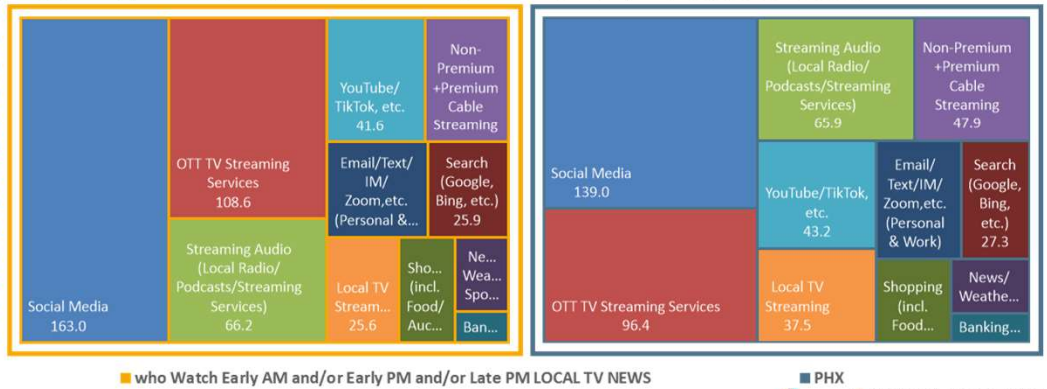

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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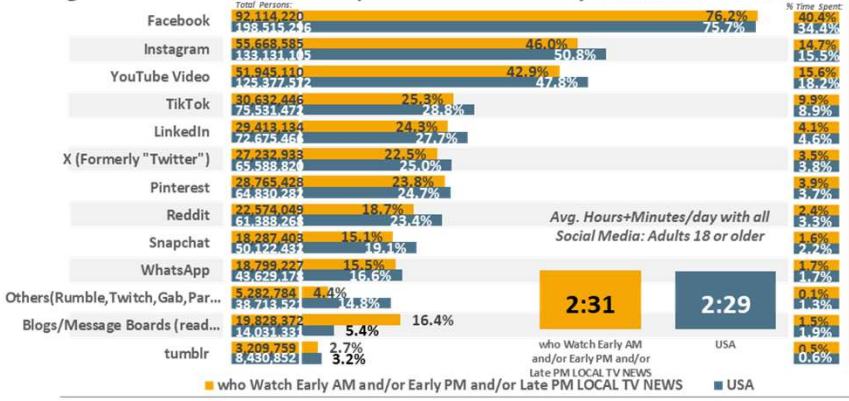
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

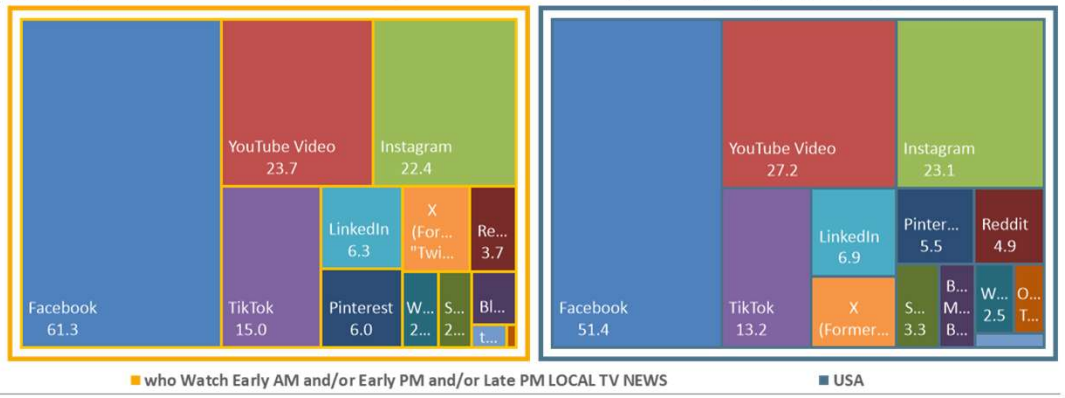



87,202,485 or 72.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 51. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

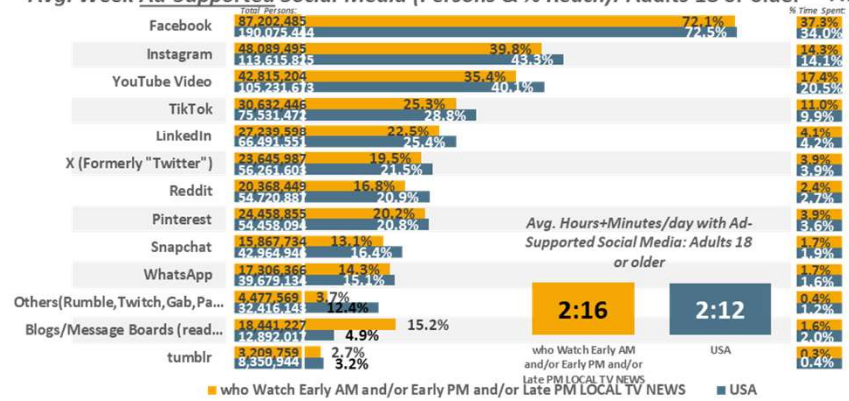
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



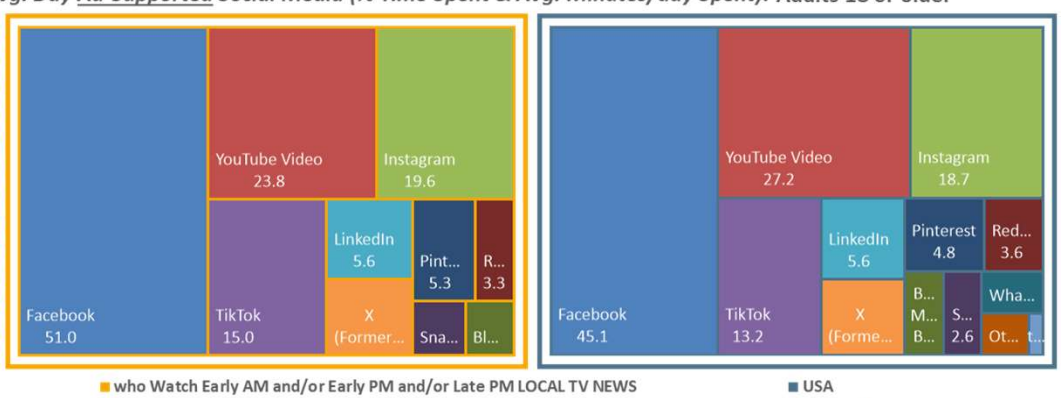

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

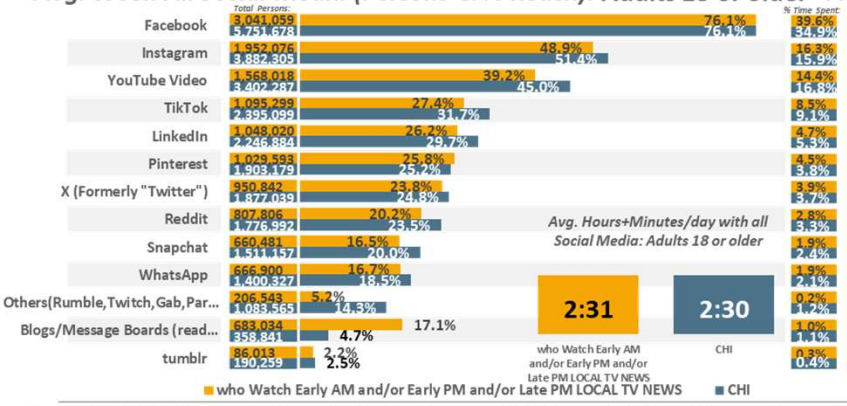
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

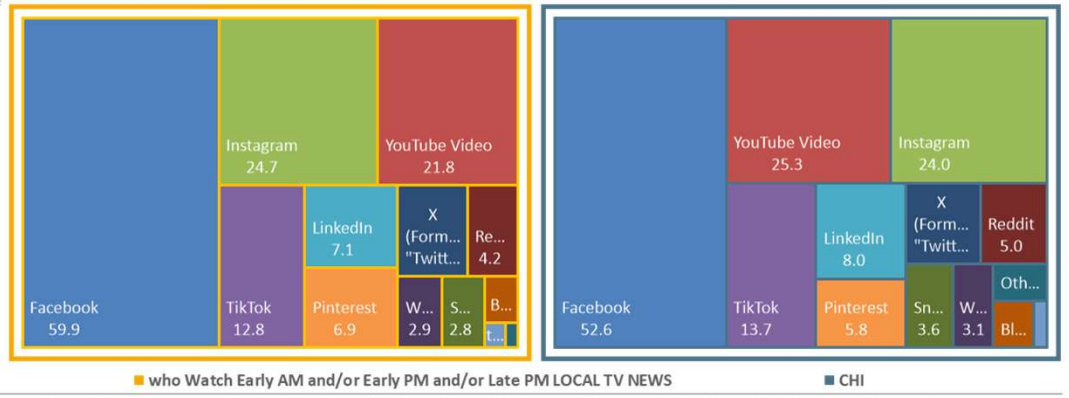



2,965,686 or 74.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 53.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

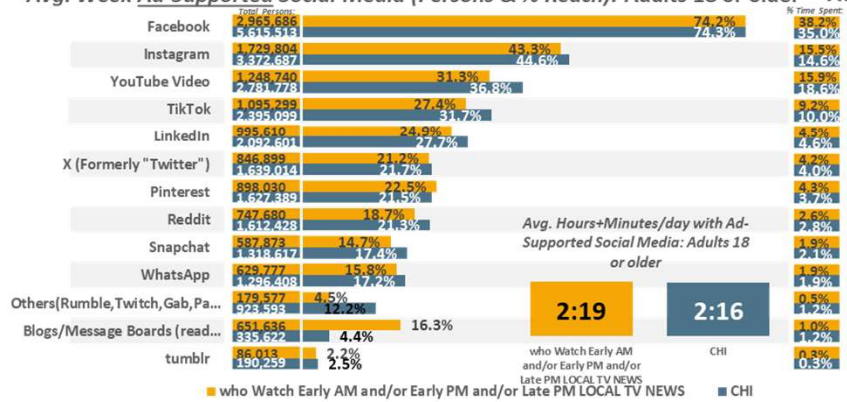
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



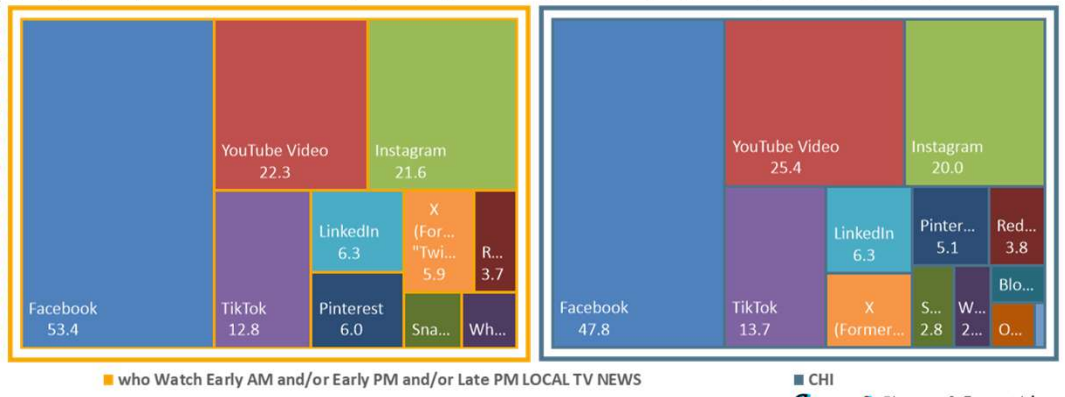

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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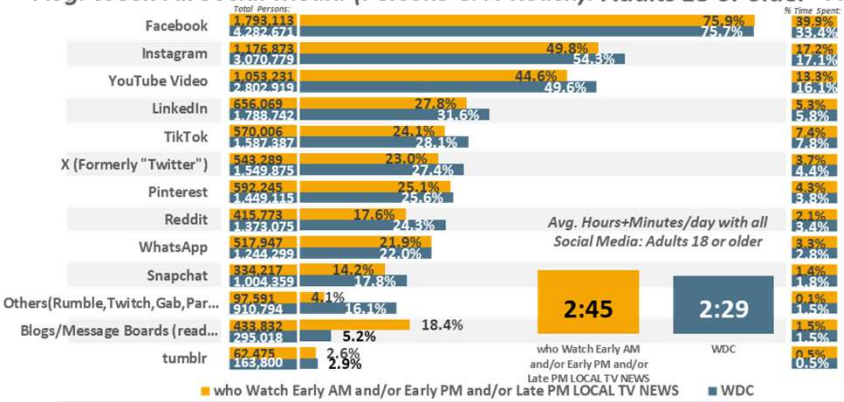
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

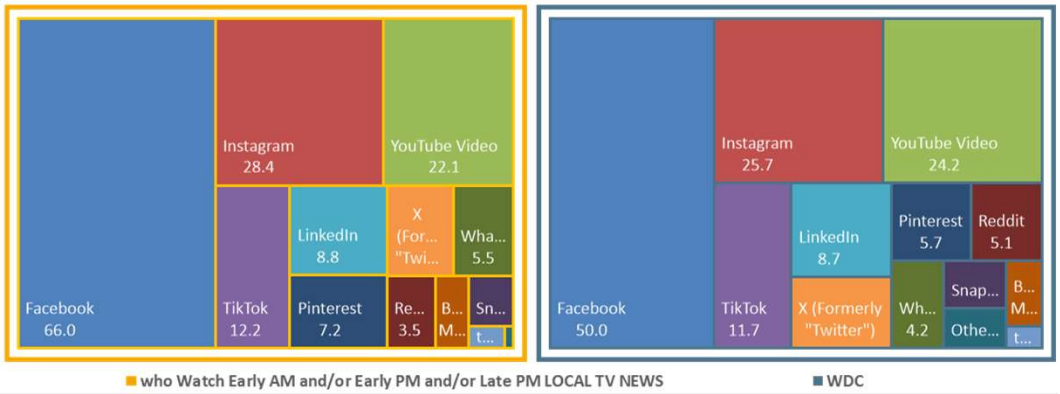



1,711,926 or 72.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 56.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

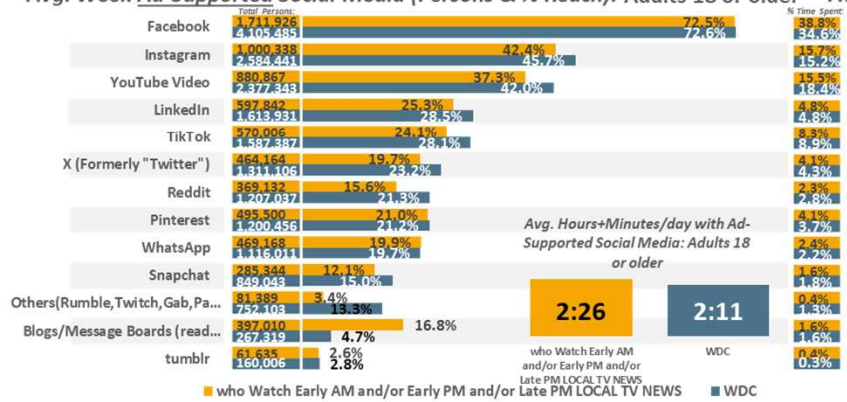
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



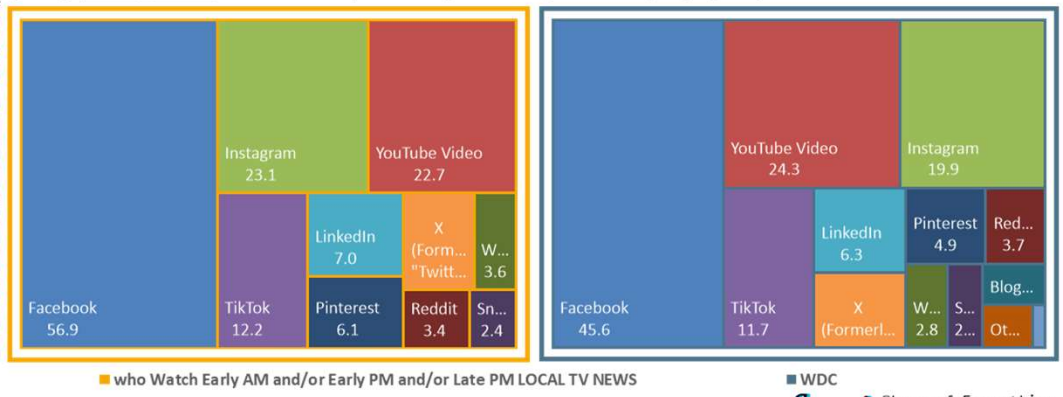

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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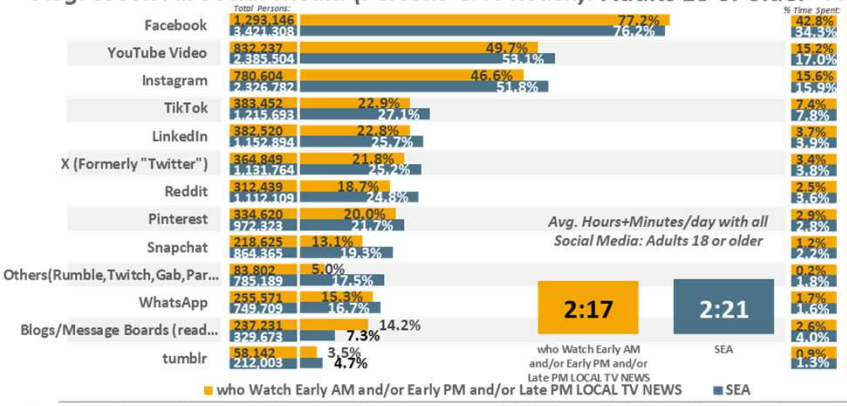
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

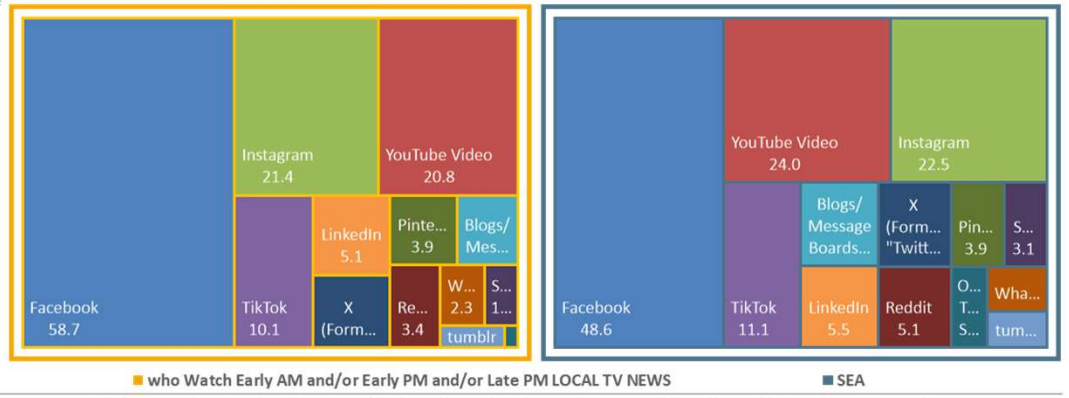



1,196,921 or 71.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 46.9 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

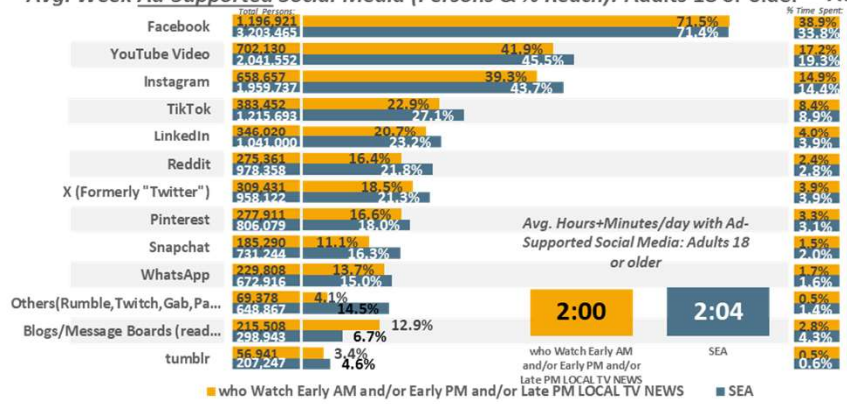
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



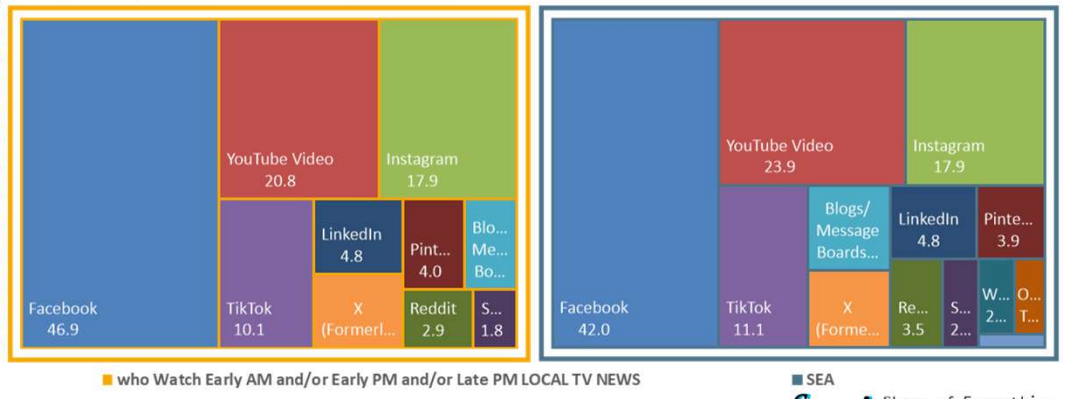

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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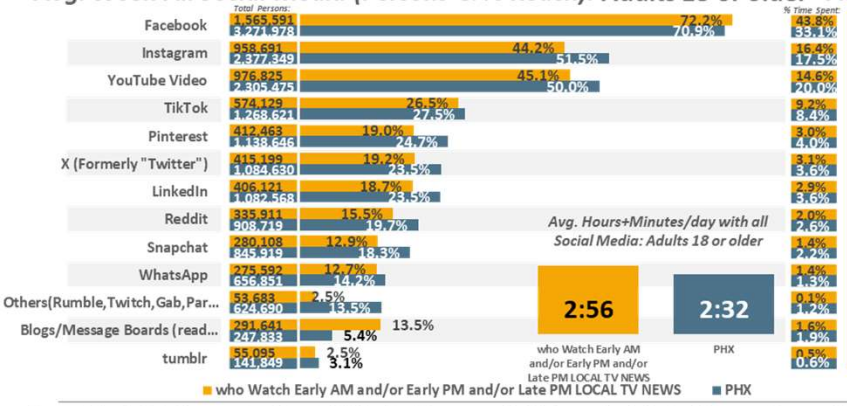
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

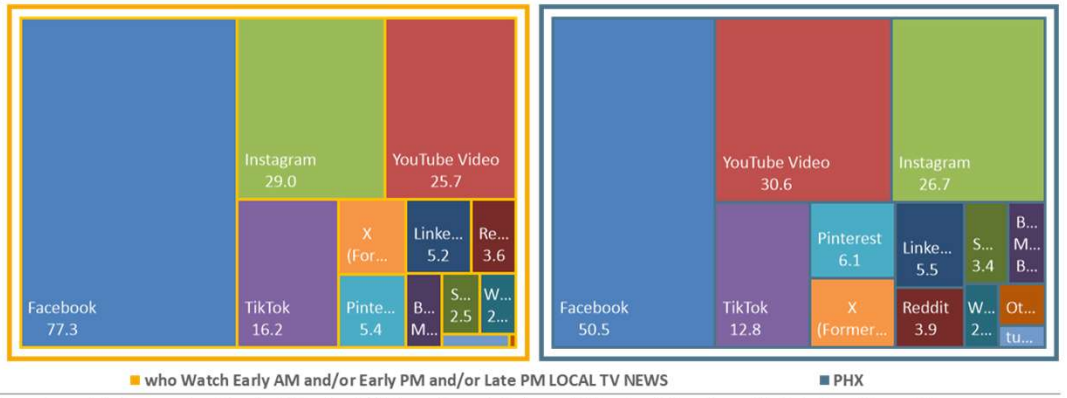



1,565,591 or 72.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 66.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.

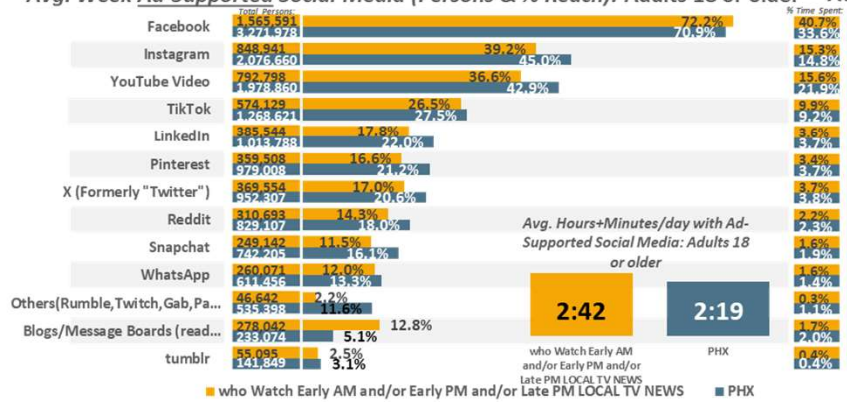
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



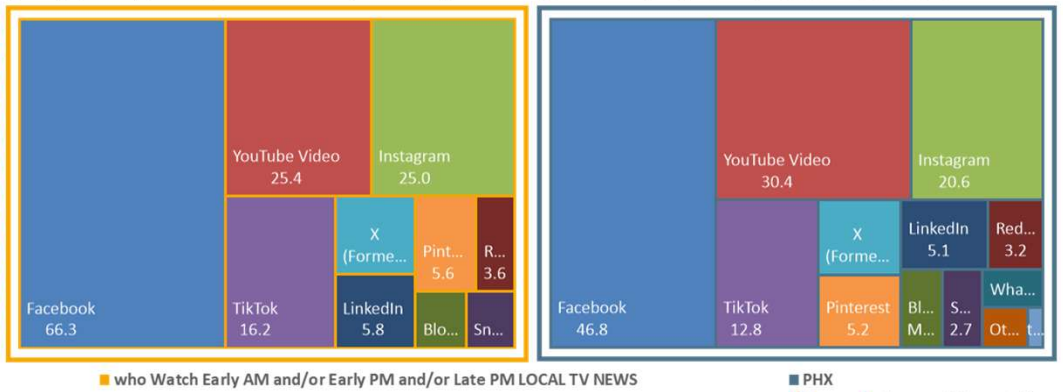

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

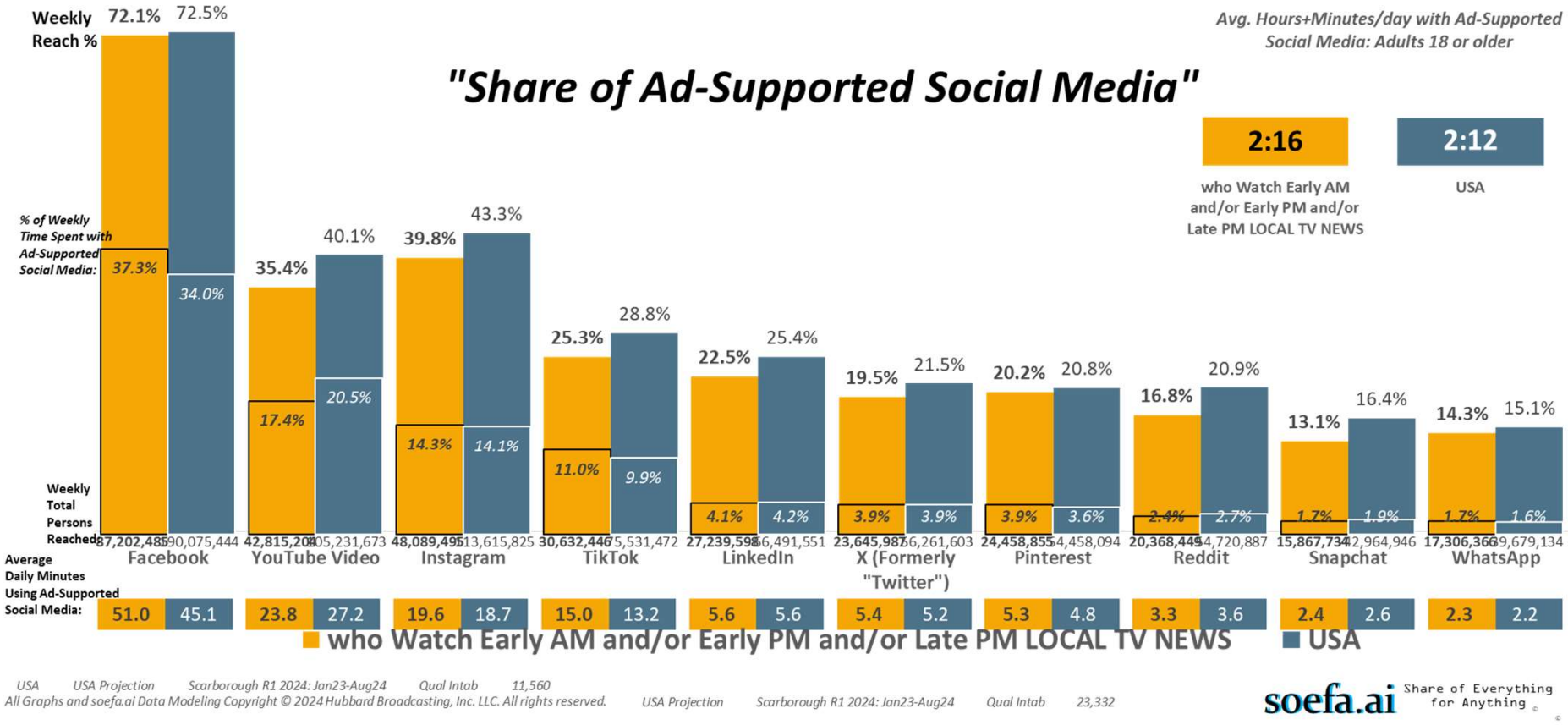
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




87,202,485 or 72.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 51. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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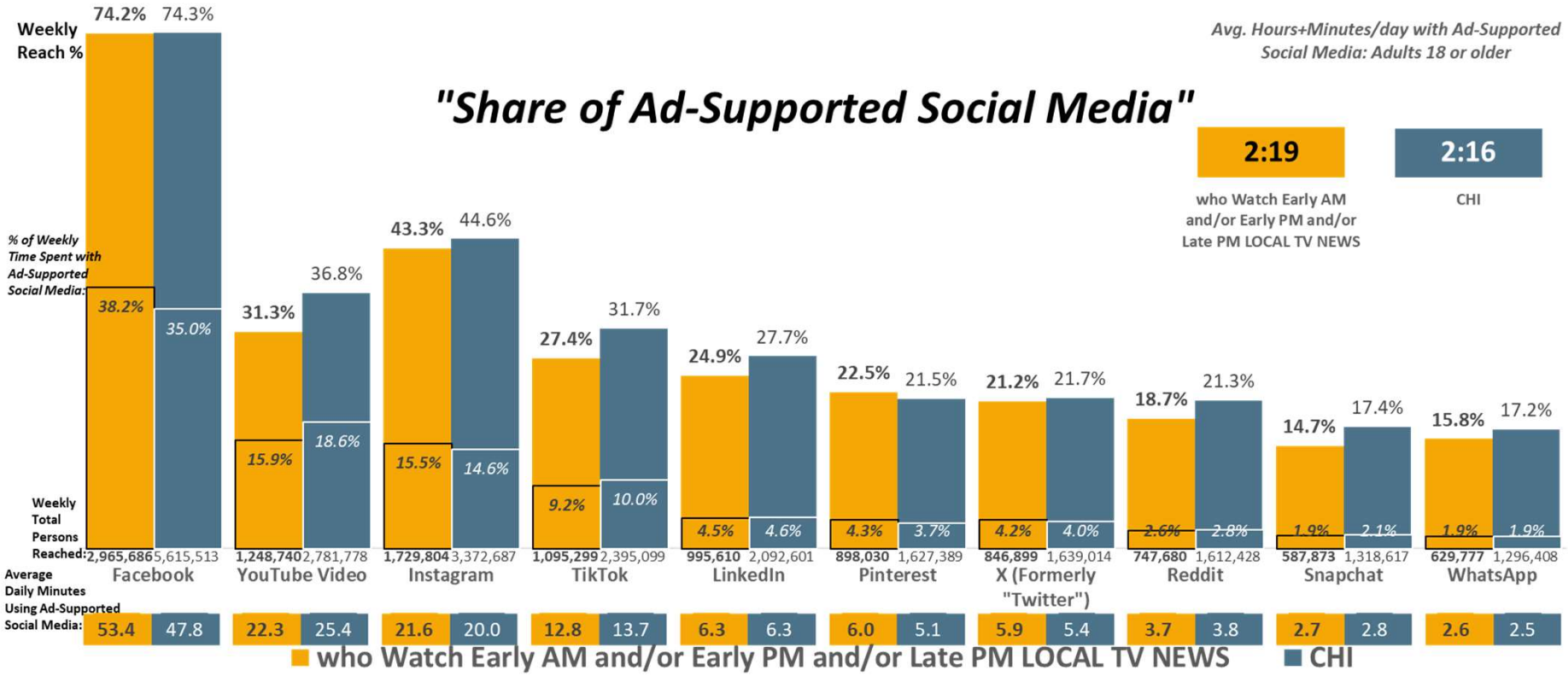
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




2,965,686 or 74.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 53.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.




CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




1,711,926 or 72.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 56.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

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

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

**2:26** who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

**2:11** WDC

| | Facebook | Instagram | YouTube Video | TikTok | LinkedIn | Pinterest | X (Formerly "Twitter") | WhatsApp | Reddit | Snapchat |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 72.5% / 72.6% | 42.4% / 45.7% | 37.3% / 42.0% | 24.1% / 28.1% | 25.3% / 28.5% | 21.0% / 21.2% | 19.7% / 23.2% | 19.9% / 19.7% | 15.6% / 21.3% | 12.1% / 15.0% |
| % of Weekly Time Spent with Ad-Supported Social Media: | 38.8% / 34.6% | 15.7% / 15.2% | 15.5% / 18.4% | 8.3% / 8.9% | 4.8% / 4.8% | 4.1% / 3.7% | 4.1% / 4.3% | 2.4% / 2.2% | 2.3% / 2.8% | 1.6% / 1.8% |
| Weekly Total Persons Reached: | 1,711,926 / 4,105,485 | 1,000,338 / 2,584,441 | 880,867 / 2,377,343 | 570,006 / 1,587,387 | 597,842 / 1,613,931 | 495,500 / 1,200,456 | 464,164 / 1,311,106 | 469,168 / 1,116,011 | 369,132 / 1,207,037 | 285,344 / 849,043 |
| Average Daily Minutes Using Ad-Supported Social Media: | 56.9 / 45.6 | 23.1 / 19.9 | 22.7 / 24.3 | 12.2 / 11.7 | 7.0 / 6.3 | 6.1 / 4.9 | 6.0 / 5.6 | 3.6 / 2.8 | 3.4 / 3.7 | 2.4 / 2.4 |

■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ WDC

*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411*

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1,196,921 or 71.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 46.9 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

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

# "Share of Ad-Supported Social Media"

**2:00** who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

**2:04** SEA

| | Weekly Reach % | % of Weekly Time Spent with Ad-Supported Social Meddia: | Weekly Total Persons Reached: | Average Daily Minutes Using Ad-Supported Social Media: |
|---|---|---|---|---|
| Facebook | 71.5% / 71.4% | 38.9% / 33.8% | 1,196,921 / 3,203,465 | 46.9 / 42.0 |
| YouTube Video | 41.9% / 45.5% | 17.2% / 19.3% | 702,130 / 2,041,552 | 20.8 / 23.9 |
| Instagram | 39.3% / 43.7% | 14.9% / 14.4% | 658,657 / 1,959,737 | 17.9 / 17.9 |
| TikTok | 22.9% / 27.1% | 8.4% / 8.9% | 383,452 / 1,215,693 | 10.1 / 11.1 |
| LinkedIn | 20.7% / 23.2% | 4.0% / 3.9% | 346,020 / 1,041,000 | 4.8 / 4.8 |
| X (Formerly "Twitter") | 18.5% / 21.3% | 3.9% / 3.9% | 309,431 / 958,122 | 4.7 / 4.9 |
| Pinterest | 16.6% / 18.0% | 3.3% / 3.1% | 277,911 / 806,079 | 4.0 / 3.9 |
| Blogs/Message Boards (read | 12.9% / 6.7% | 2.8% / 4.3% | 215,508 / 298,943 | 3.4 / 5.4 |
| Reddit | 16.4% / 21.8% | 2.4% / 2.8% | 275,361 / 978,358 | 2.9 / 3.5 |
| WhatsApp | 13.7% / 15.0% | 1.7% / 1.6% | 229,808 / 672,916 | 2.1 / 2.0 |

who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS — SEA

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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1,565,591 or 72.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 66.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.

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

# "Share of Ad-Supported Social Media"

| | who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS | PHX |
|---|---|---|
| | 2:42 | 2:19 |

| | Facebook | YouTube Video | Instagram | TikTok | X (Formerly "Twitter") | LinkedIn | Pinterest | Reddit | Blogs/Message Boards (read | Snapchat |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 72.2% / 70.9% | 36.6% / 42.9% | 39.2% / 45.0% | 26.5% / 27.5% | 17.0% / 20.6% | 17.8% / 22.0% | 16.6% / 21.2% | 14.3% / 18.0% | 12.8% / 5.1% | 11.5% / 16.1% |
| % of Weekly Time Spent with Ad-Supported Social Media: | 40.7% / 33.6% | 15.6% / 21.9% | 15.3% / 14.8% | 9.9% / 9.2% | 3.7% / 3.8% | 3.6% / 3.7% | 3.4% / 3.7% | 2.2% / 2.3% | 1.7% / 2.0% | 1.6% / 1.9% |
| Weekly Total Persons Reached: | 1,565,591 / 3,271,978 | 792,798 / 1,978,860 | 848,941 / 2,076,660 | 574,129 / 1,268,621 | 369,554 / 952,307 | 385,544 / 1,013,788 | 359,508 / 979,008 | 310,693 / 829,107 | 278,042 / 233,074 | 249,142 / 742,205 |
| Average Daily Minutes Using Ad-Supported Social Media: | 66.3 / 46.8 | 25.4 / 30.4 | 25.0 / 20.6 | 16.2 / 12.8 | 6.1 / 5.3 | 5.8 / 5.1 | 5.6 / 5.2 | 3.6 / 3.2 | 2.8 / 2.8 | 2.7 / 2.7 |

■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ PHX

*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265*

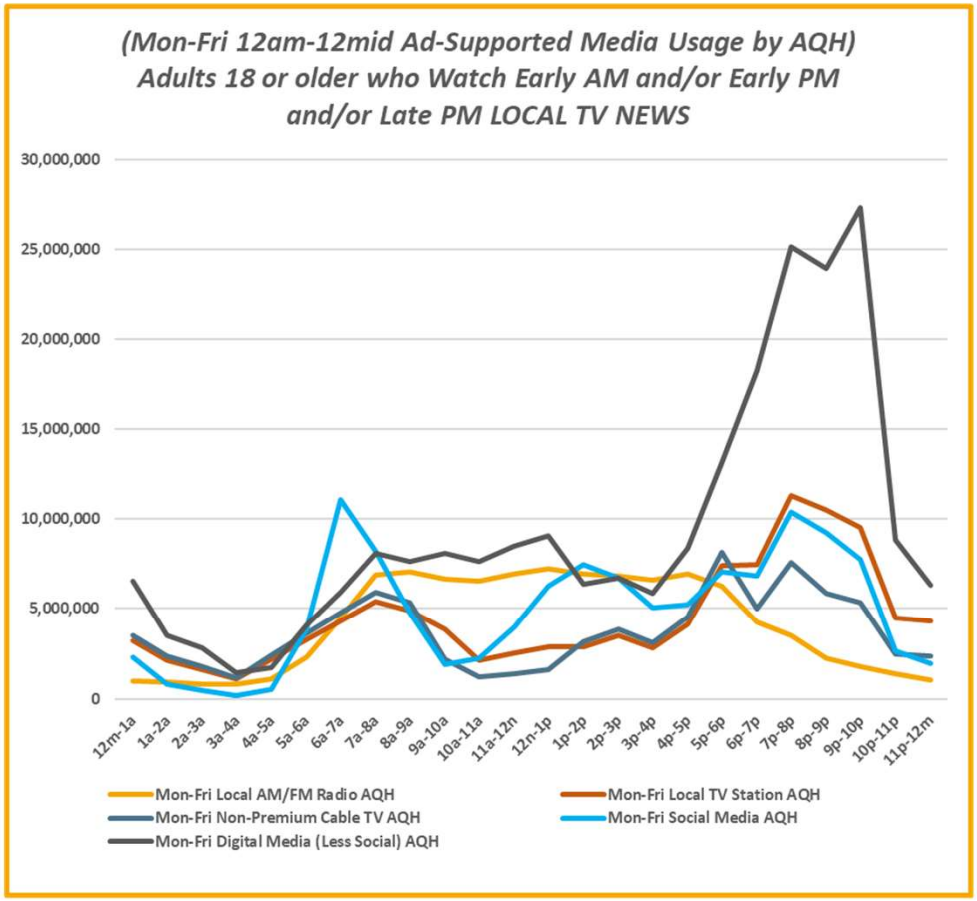
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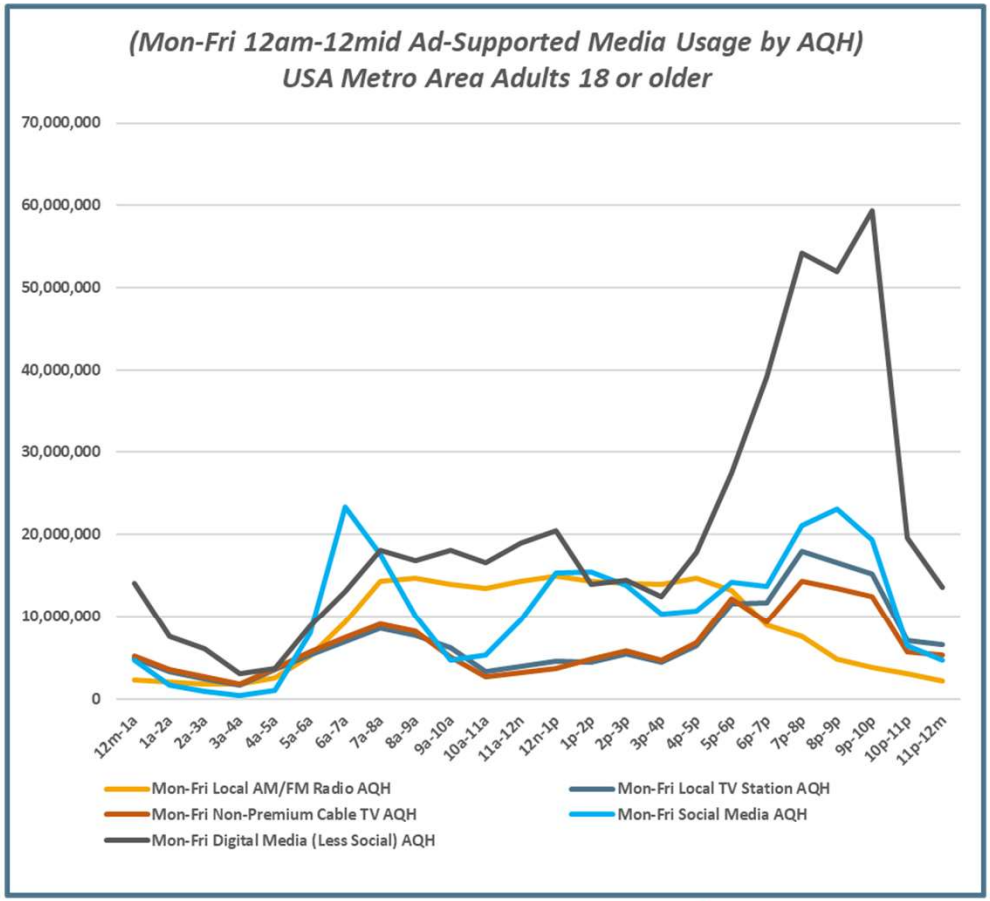
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,755,302; Local Radio: 6,447,492; Social Media: 5,905,559; Local TV: 4,170,016; Non-Prem. Cable: 3,860,853 reaching Adults 18 or older who Watch Early AM and/or Early PM




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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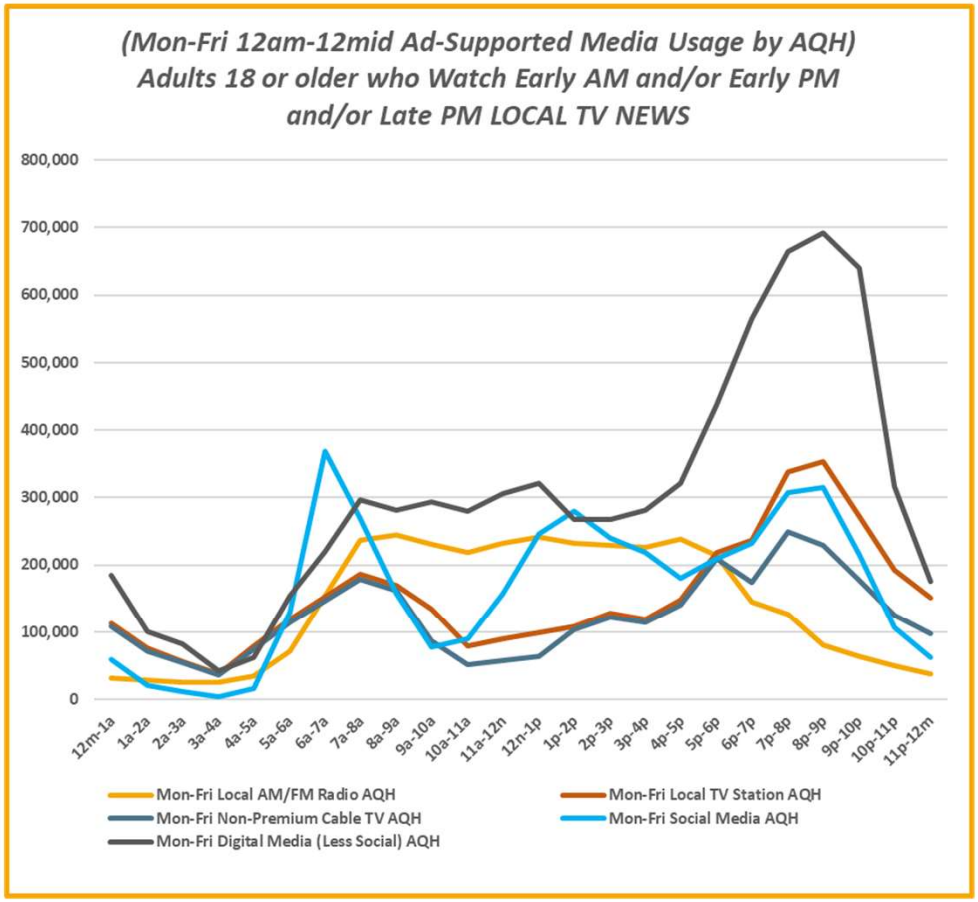
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

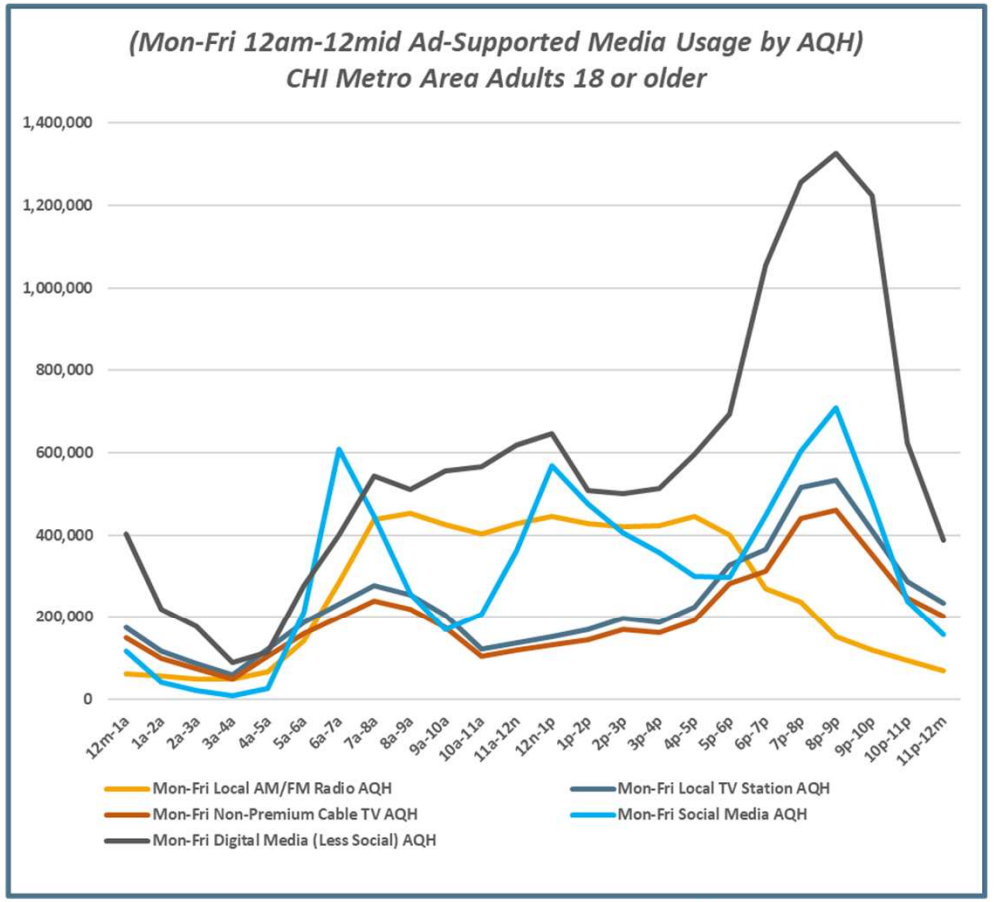
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 318,354; Local Radio: 218,475; Social Media: 209,584; Local TV: 143,743; Non-Prem. Cable: 123,975 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or La




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

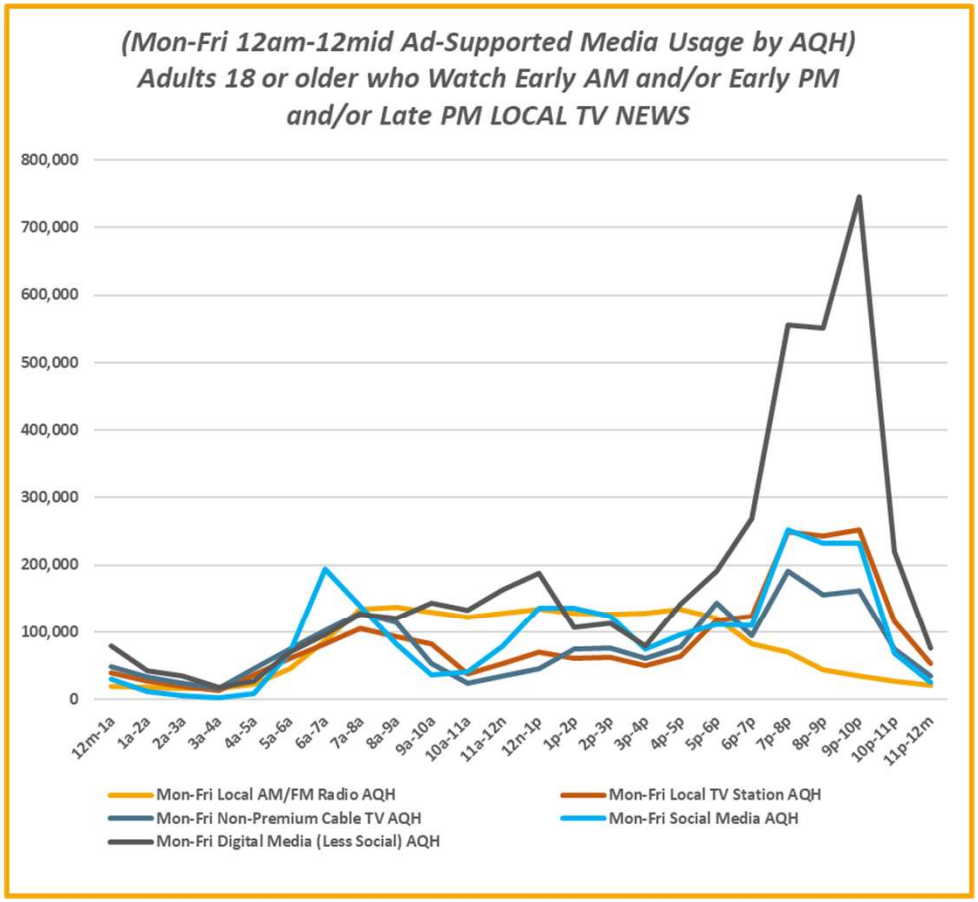
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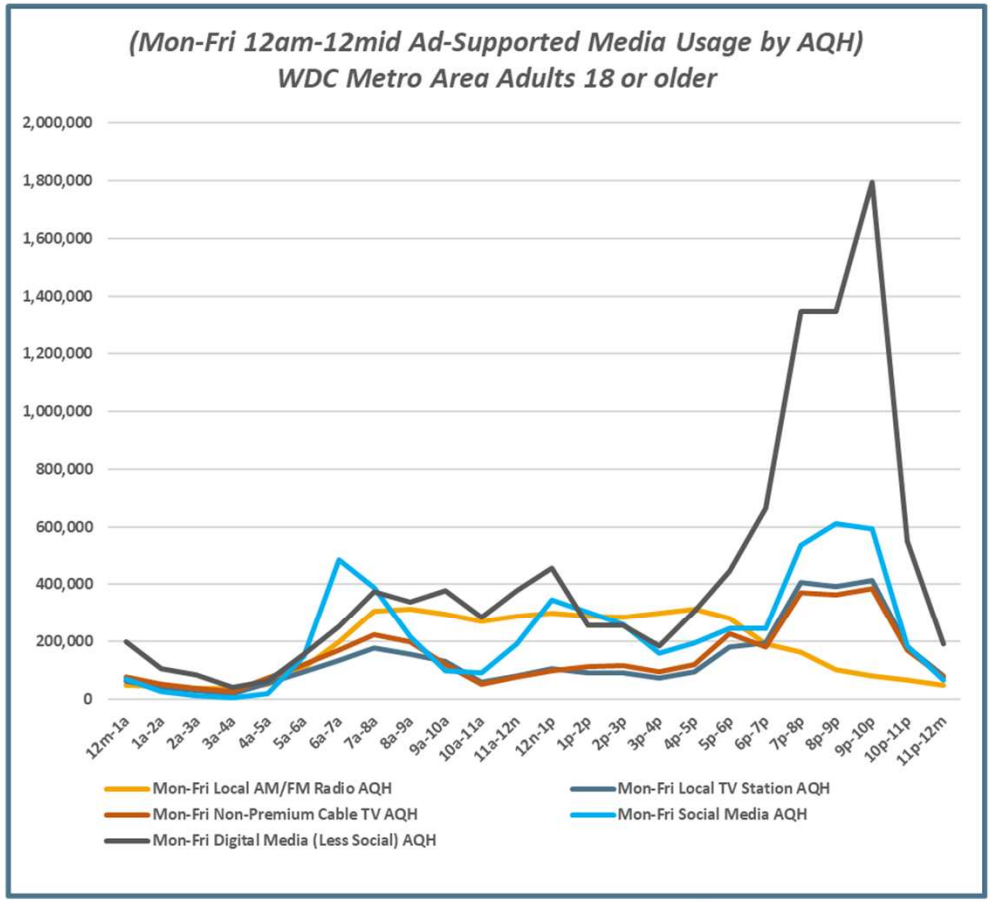
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 143,566; Local Radio: 122,447; Social Media: 104,277; Non-Prem. Cable: 78,824; Local TV: 76,630 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

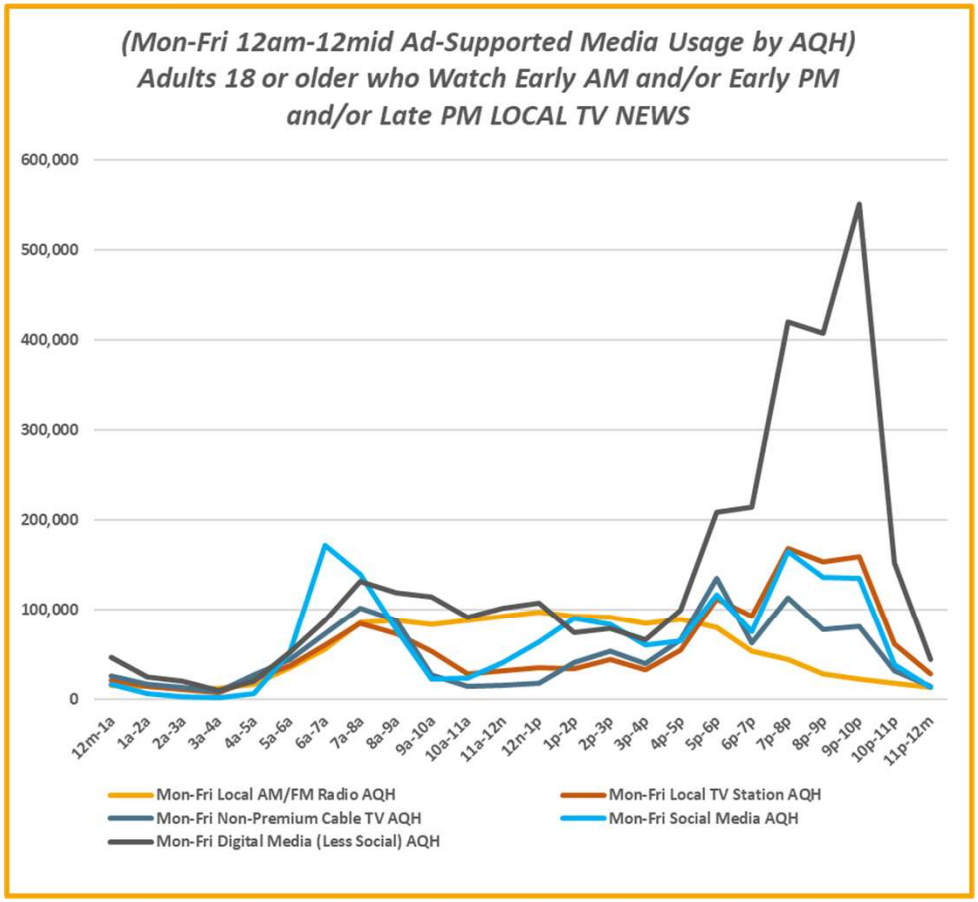
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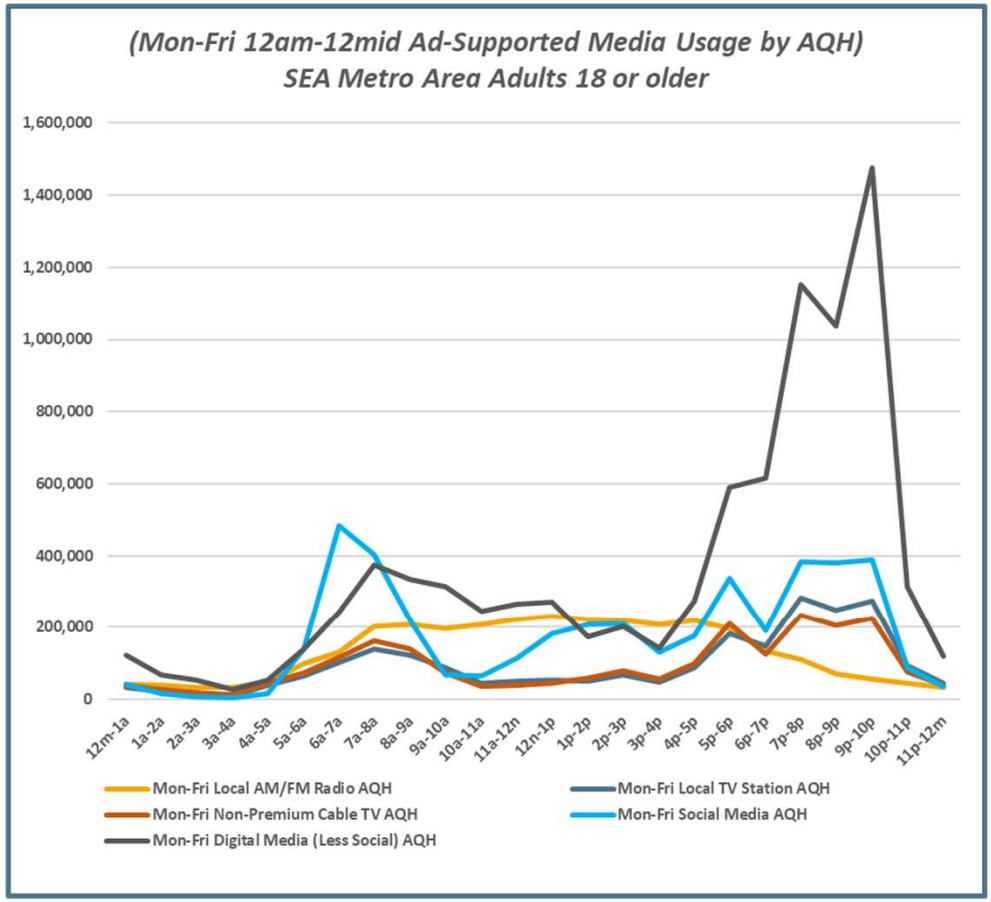
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 114,986; Local Radio: 83,168; Social Media: 79,339; Local TV: 56,616; Non-Prem. Cable: 56,589 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late P




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

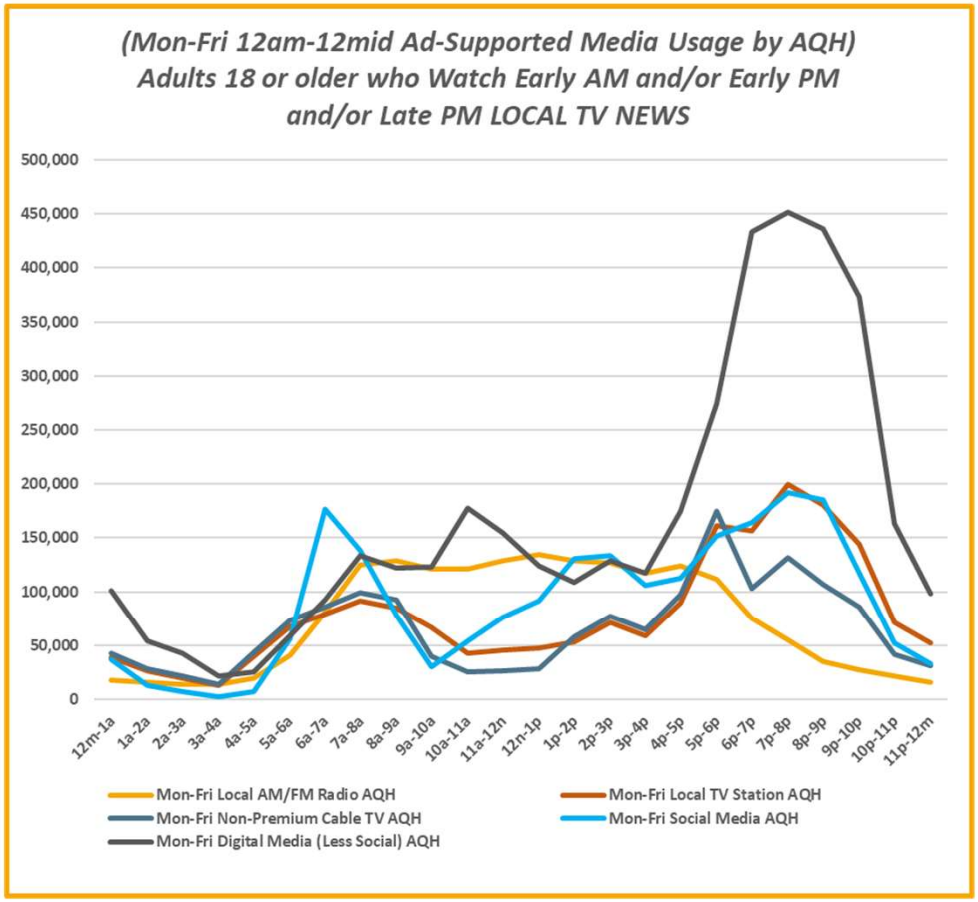
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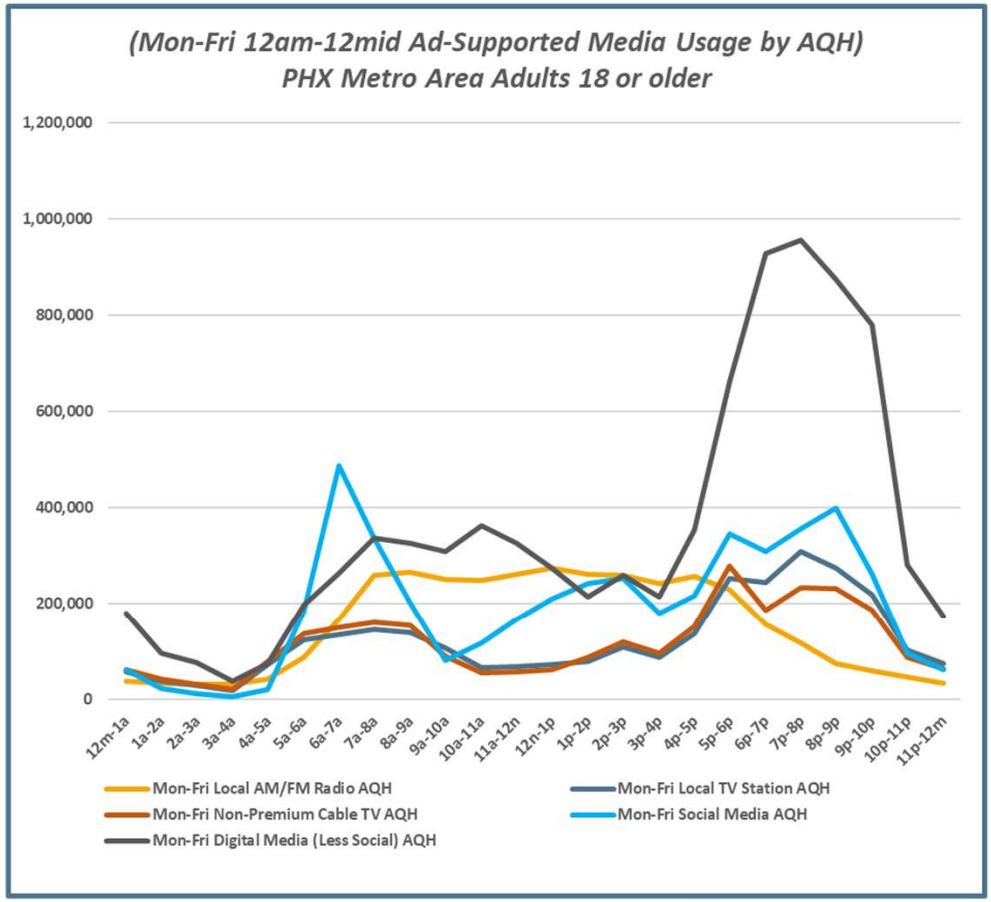
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 166,608; Local Radio: 117,150; Social Media: 111,104; Local TV: 80,784; Non-Prem. Cable: 74,760 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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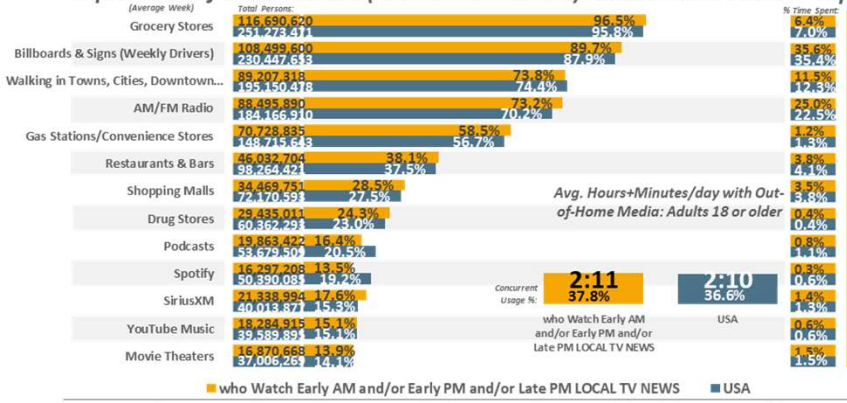
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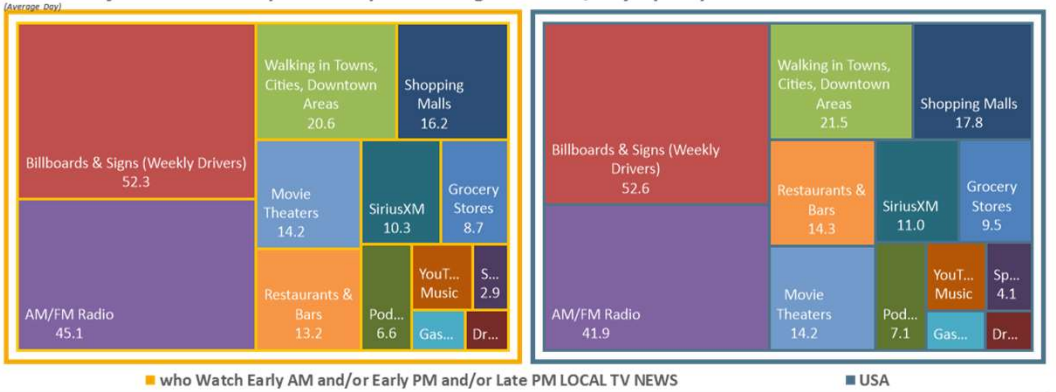



108,499,600 or 89.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 42

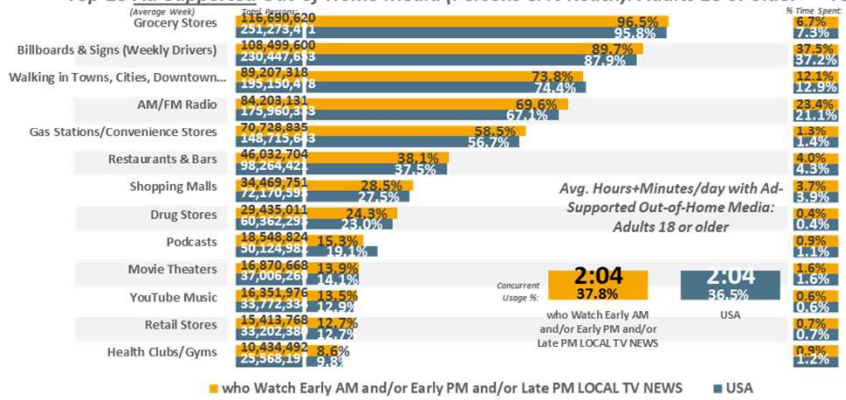
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



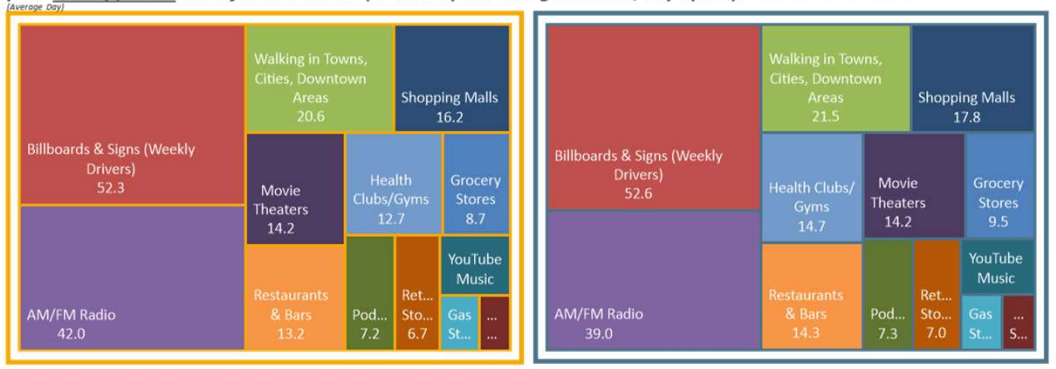

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

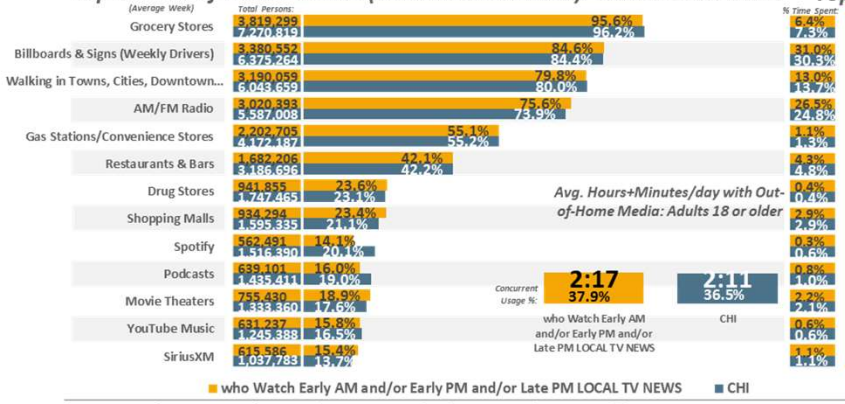
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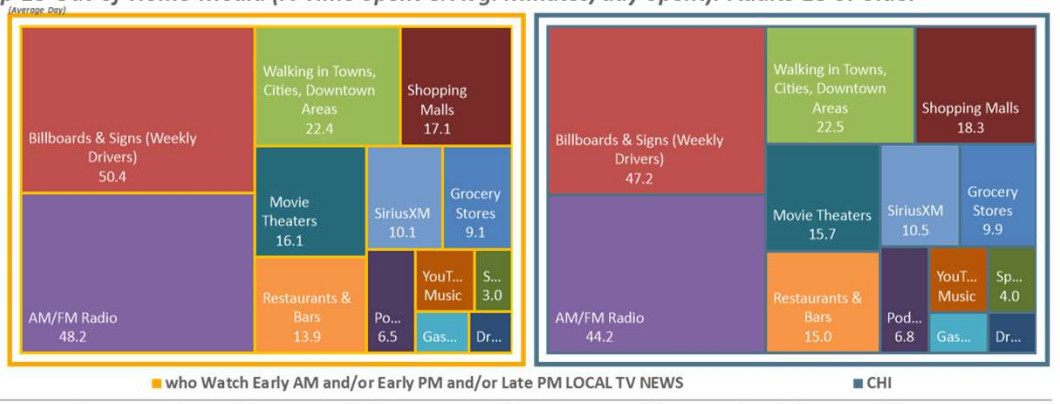



3,380,552 or 84.6% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 50.4 minutes per day driving, seeing Billboards and Signs.
71.4% Listen to Local Radio Stations Out-of-Home for an average of 44.8

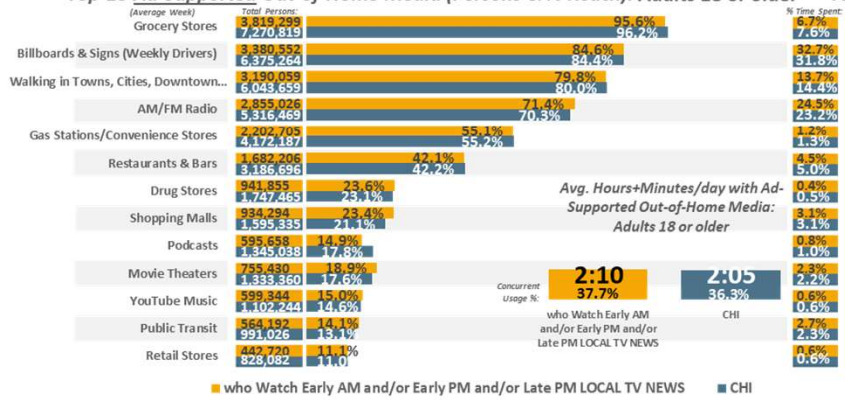
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



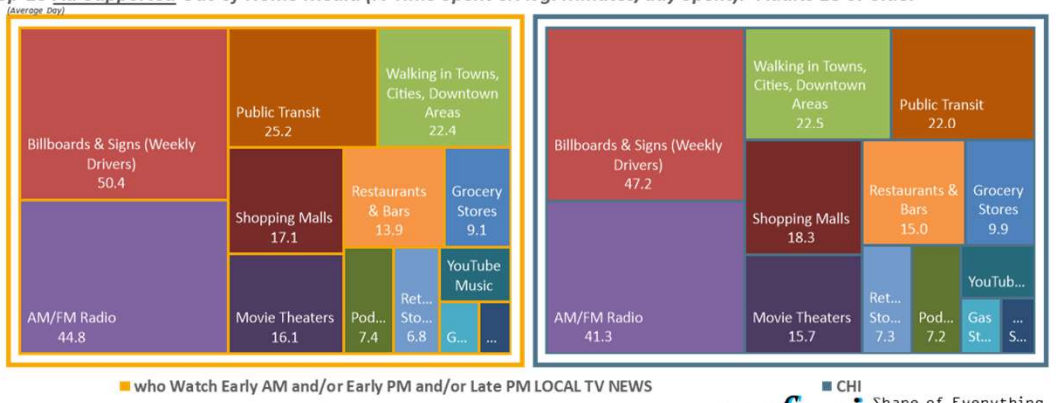

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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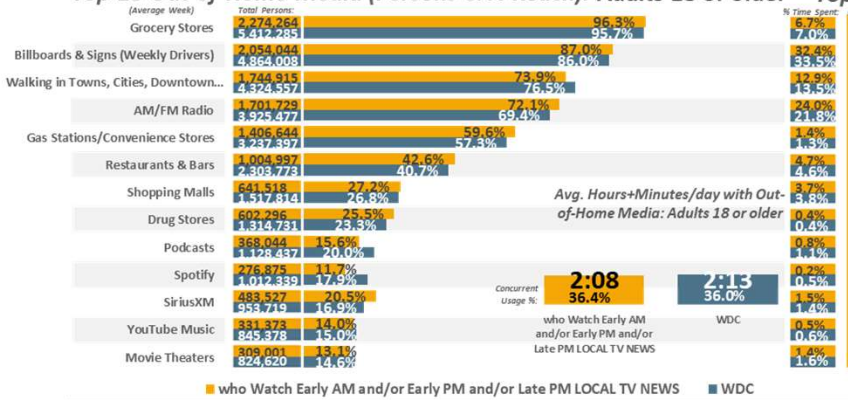
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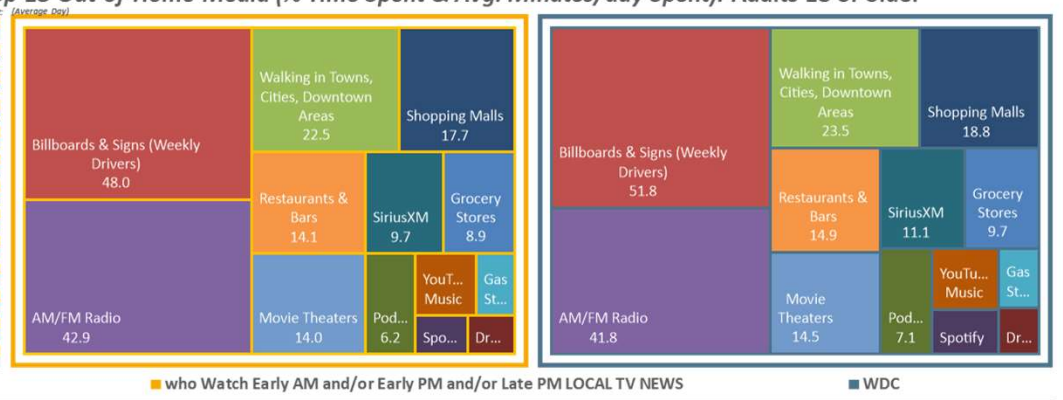



2,054,044 or 87.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 48. minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 39.6 m

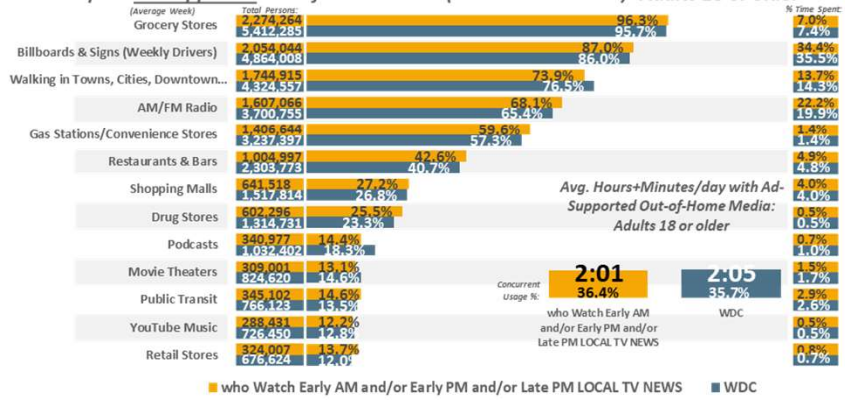
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



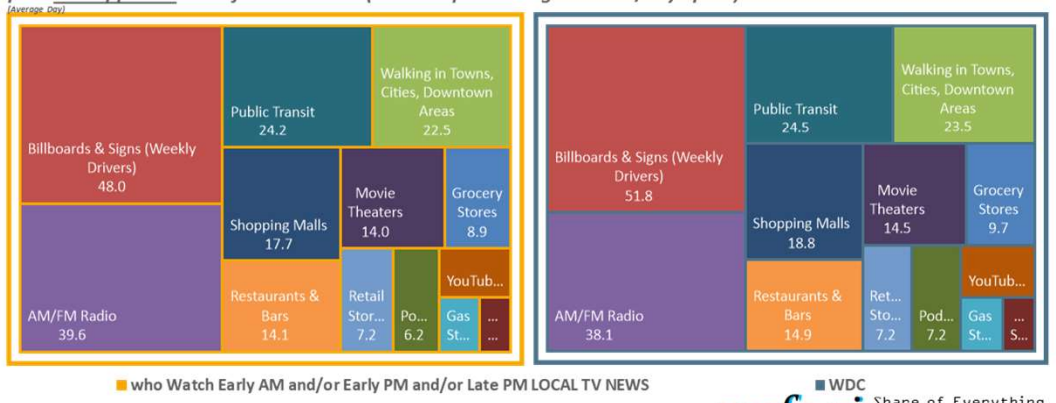

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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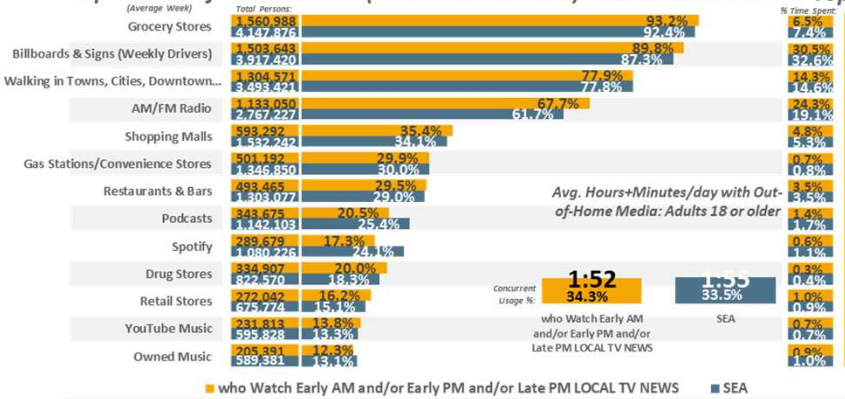
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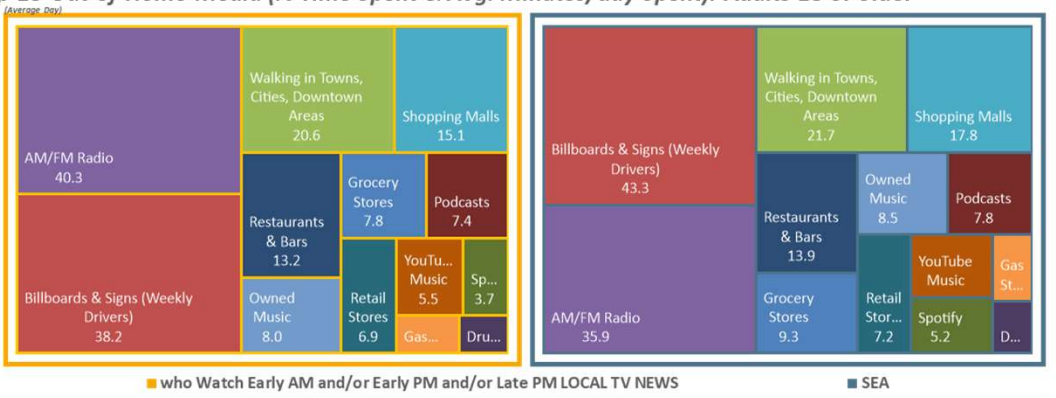



1,503,643 or 89.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 38.2 minutes per day driving, seeing Billboards and Signs.
65.6% Listen to Local Radio Stations Out-of-Home for an average of 36.7

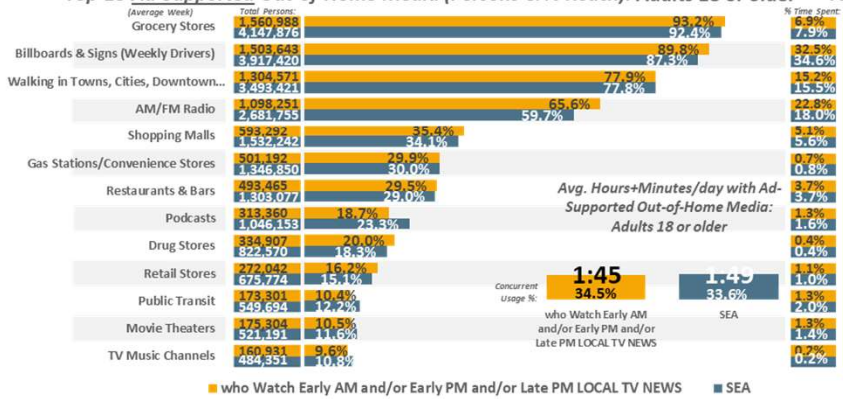
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



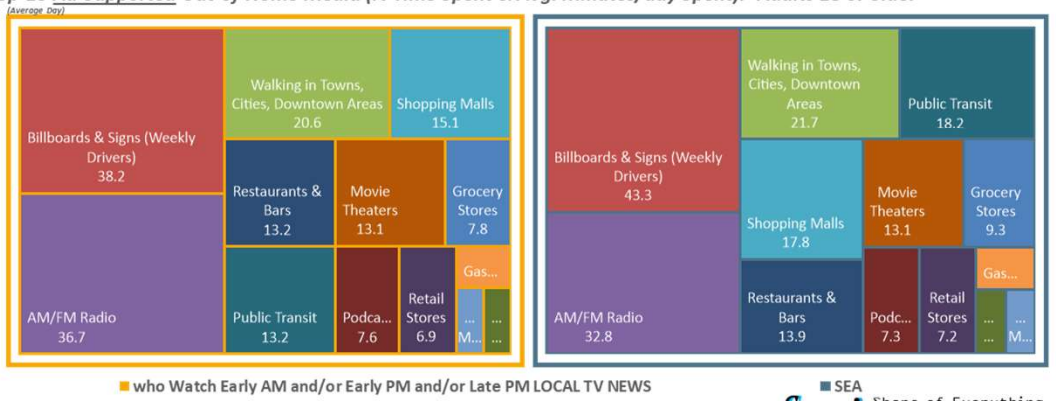

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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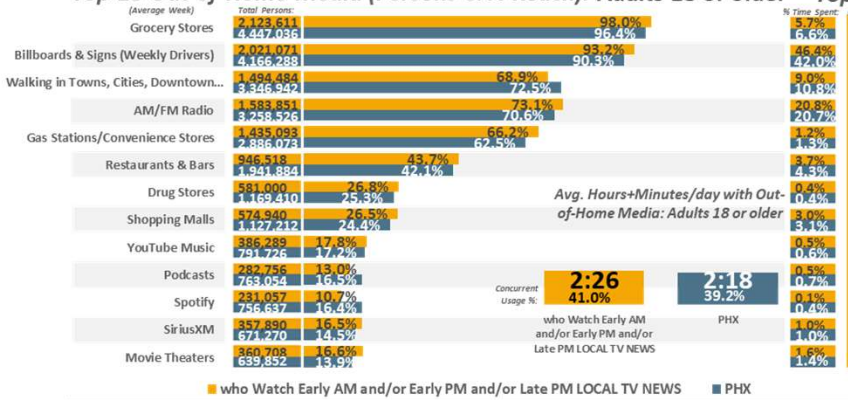
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

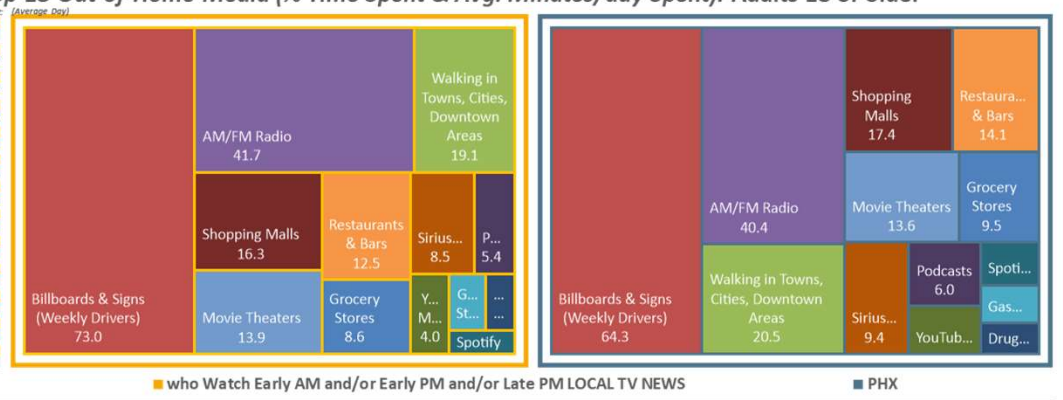



2,021,071 or 93.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 73. minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 39.2

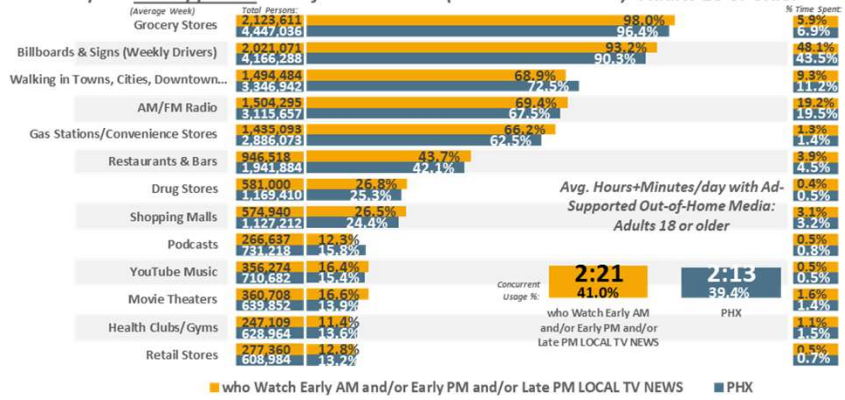
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



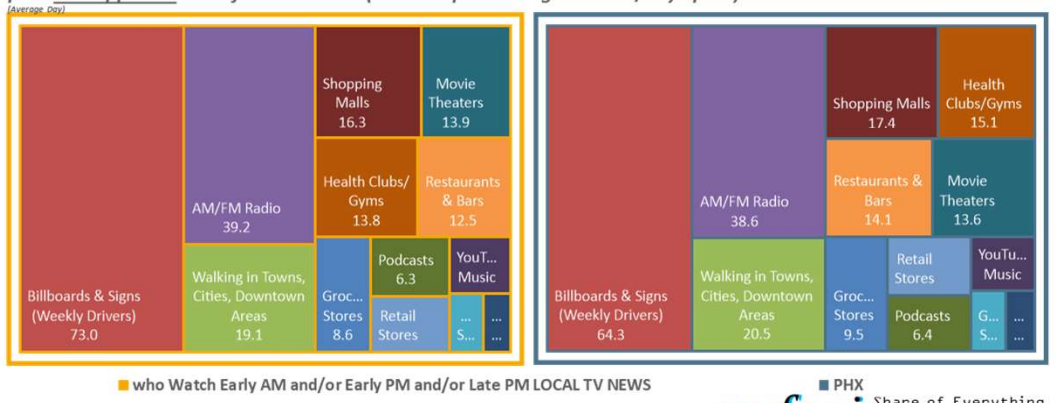

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215

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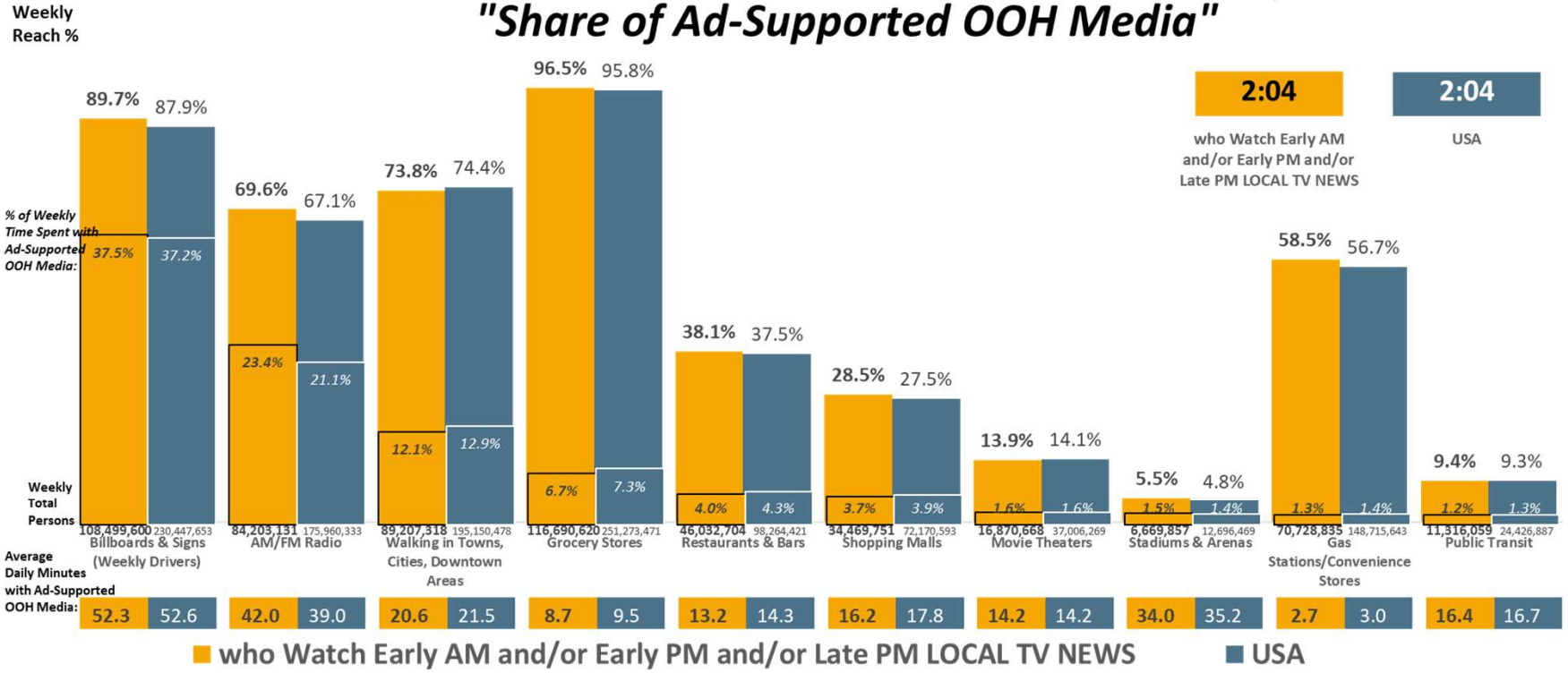
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




108,499,600 or 89.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Med

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

# "Share of Ad-Supported OOH Media"




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

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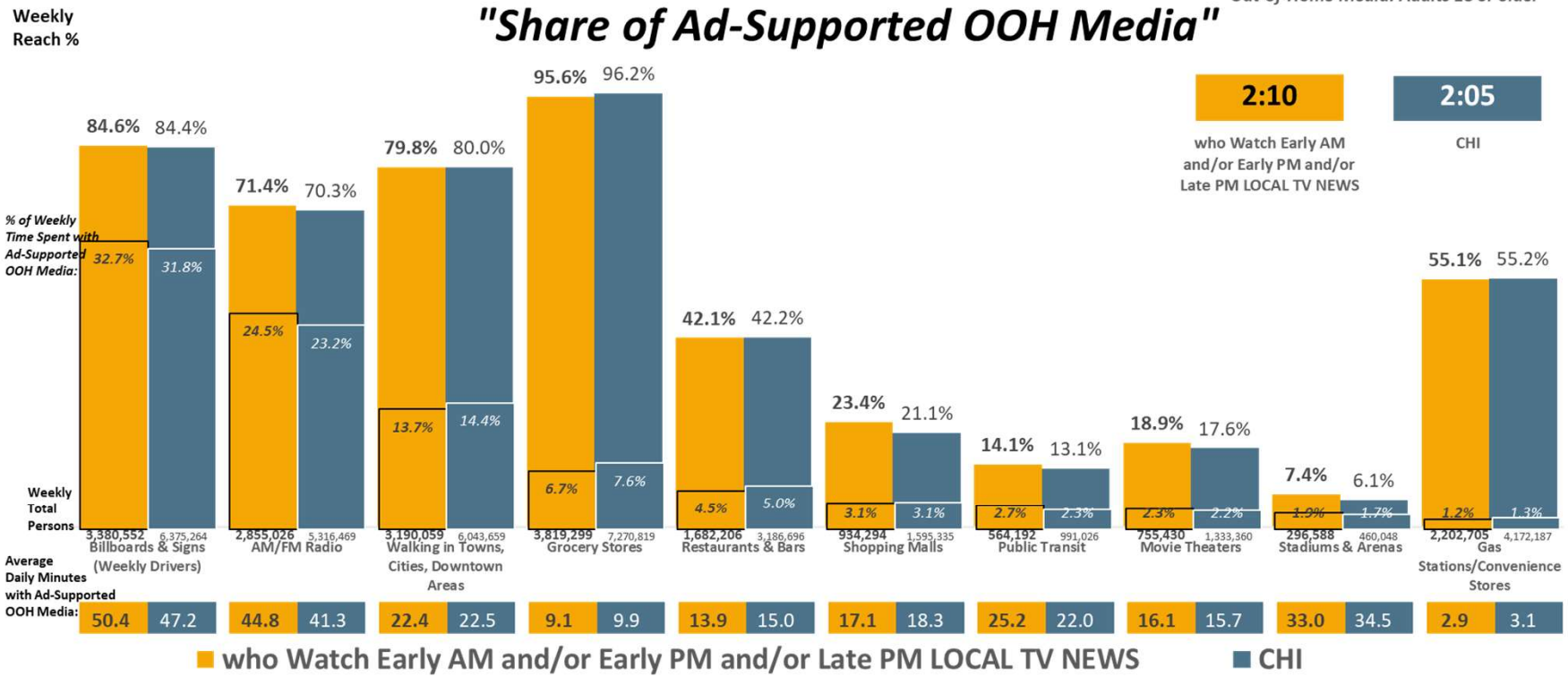
*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




3,380,552 or 84.6% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 50.4 minutes per day driving, seeing Billboards and Signs representing 32.7% 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*

# "Share of Ad-Supported OOH Media"




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488*

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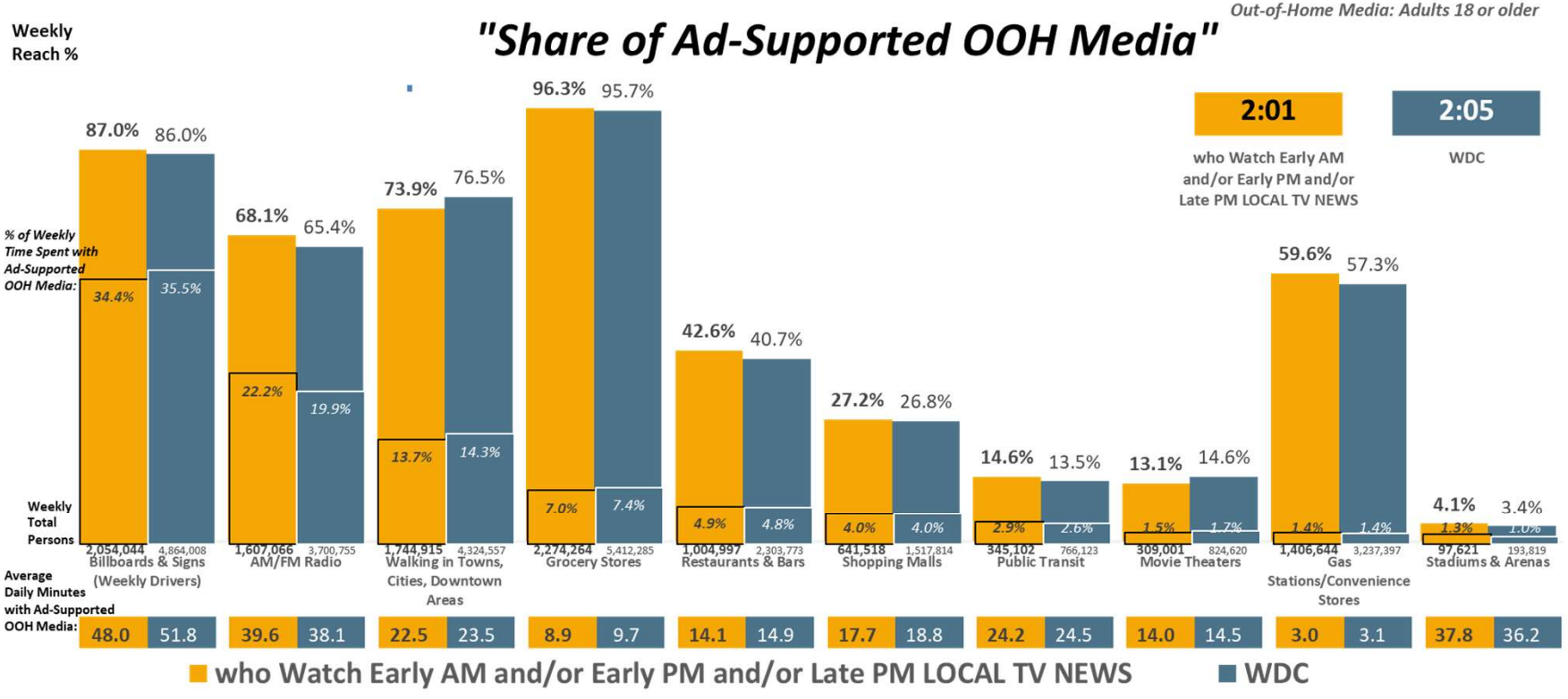
*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




2,054,044 or 87.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"




*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411*

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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




1,503,643 or 89.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 38.2 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media

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

# "Share of Ad-Supported OOH Media"

| | who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS | SEA |
|---|---|---|
| | 1:45 | 1:49 |

| | Billboards & Signs (Weekly Drivers) | AM/FM Radio | Walking in Towns, Cities, Downtown Areas | Grocery Stores | Shopping Malls | Restaurants & Bars | Stadiums & Arenas | Podcasts | Movie Theaters | Public Transit |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 89.8% / 87.3% | 65.6% / 59.7% | 77.9% / 77.8% | 93.2% / 92.4% | 35.4% / 34.1% | 29.5% / 29.0% | 4.8% / 4.8% | 18.7% / 23.3% | 10.5% / 11.6% | 10.4% / 12.2% |
| % of Weekly Time Spent with Ad-Supported OOH Media: | 32.5% / 34.6% | 22.8% / 18.0% | 15.2% / 15.5% | 6.9% / 7.9% | 5.1% / 5.6% | 3.7% / 3.7% | 1.5% / 1.5% | 1.3% / 1.6% | 1.3% / 1.4% | 1.3% / 2.0% |
| Weekly Total Persons | 1,503,643 / 3,917,420 | 1,098,251 / 2,681,755 | 1,304,571 / 3,493,421 | 1,560,988 / 4,147,876 | 593,292 / 1,532,242 | 493,465 / 1,303,077 | 81,107 / 213,719 | 313,360 / 1,046,153 | 175,304 / 521,191 | 173,301 / 549,694 |
| Average Daily Minutes with Ad-Supported OOH Media: | 38.2 / 43.3 | 36.7 / 32.8 | 20.6 / 21.7 | 7.8 / 9.3 | 15.1 / 17.8 | 13.2 / 13.9 | 31.8 / 33.9 | 7.6 / 7.3 | 13.1 / 13.1 | 13.2 / 18.2 |

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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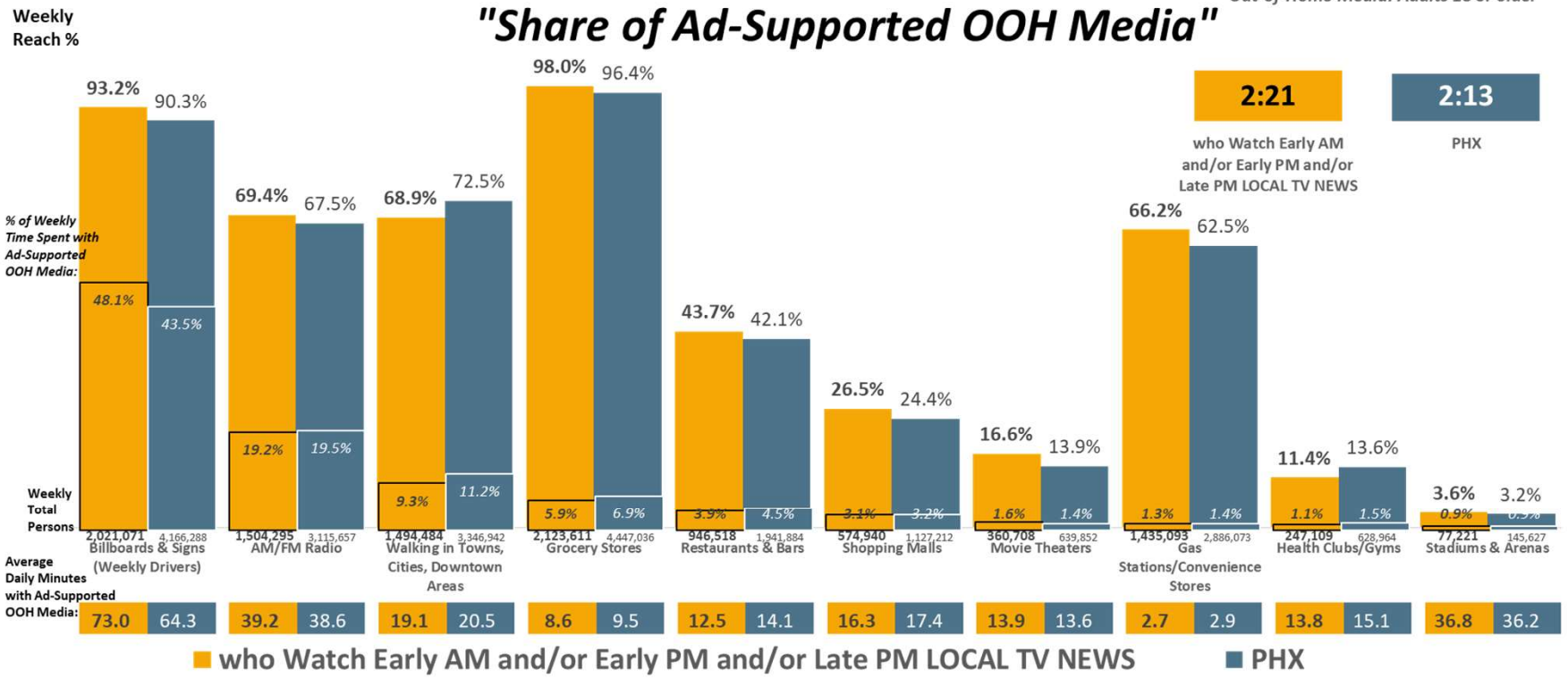
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)




2,021,071 or 93.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 73. minutes per day driving, seeing Billboards and Signs representing 48.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265*

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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




3,380,552 or 84.6% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 50.4 minutes per day driving an average of 29.3 miles each day and are 31.2% more likely to use I-57 than the Metro average.

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

| | who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS | | CHI | |
|---|---|---|---|---|
| Dan Ryan Expressway (I-90/I-94) | 1,223,365 | 30.6% | 2,088,915 | 27.6% |
| Eisenhower Expressway (I-290) | 1,044,490 | 26.1% | 1,855,069 | 24.5% |
| Kennedy Expressway (I-90/I-94) | 973,257 | 24.4% | 1,685,505 | 22.3% |
| Cicero Avenue | 968,644 | 24.2% | 1,503,497 | 19.9% |
| Harlem Avenue | 967,997 | 24.2% | 1,652,207 | 21.9% |
| Stevenson Expressway (I-55) | 788,647 | 19.7% | 1,395,511 | 18.5% |
| Tristate Tollway (I-294/I-94) | 784,338 | 19.6% | 1,454,880 | 19.3% |
| I-57 | 771,769 | 19.3% | 1,112,427 | 14.7% |
| LaGrange Road | 750,839 | 18.8% | 1,237,680 | 16.4% |
| Route 34 (Ogden Avenue) | 689,565 | 17.3% | 1,191,505 | 15.8% |
| Route 38 (Roosevelt Road) | 672,672 | 16.8% | 1,100,695 | 14.6% |
| US 30 | 669,476 | 16.8% | 1,003,305 | 13.3% |
| Route 59 | 660,076 | 16.5% | 1,144,500 | 15.1% |
| I-355/Veterans Memorial Tollway | 654,570 | 16.4% | 1,176,331 | 15.6% |
| Western Avenue | 647,747 | 16.2% | 1,143,320 | 15.1% |
| US 83 | 623,090 | 15.6% | 1,032,815 | 13.7% |
| Edens Expressway (I-94) | 622,163 | 15.6% | 1,143,186 | 15.1% |
| US 20 | 619,423 | 15.5% | 959,870 | 12.7% |
| Route 64 (North Avenue) | 618,251 | 15.5% | 1,198,800 | 15.9% |
| Ronald Reagan Memorial Tollway (I-88) | 528,075 | 13.2% | 965,242 | 12.8% |
| Route 53 | 484,452 | 12.1% | 890,975 | 11.8% |
| 159th Street | 454,548 | 11.4% | 642,634 | 8.5% |
| Touhy Avenue | 449,772 | 11.3% | 802,516 | 10.6% |
| Jane Addams Memorial Tollway (I-90) | 442,698 | 11.1% | 832,063 | 11.0% |
| 1st Avenue | 437,312 | 10.9% | 680,616 | 9.0% |
| Route 6 | 423,213 | 10.6% | 614,971 | 8.1% |

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

*Miles/Day Driving:* ▶ 29.3

0:50 — who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:47 ▶ 27.5 — CHI

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

| | | |
|---|---|---|
| 60402 | 79,296 | 1.98% |
| | 111,100 | 1.47% |
| 60609 | 76,881 | 1.92% |
| | 89,113 | 1.18% |
| 60629 | 74,830 | 1.87% |
| | 101,535 | 1.34% |
| 60804 | 61,648 | 1.54% |
| | 110,368 | 1.46% |
| 60617 | 55,366 | 1.39% |
| | 78,398 | 1.04% |
| 60647 | 46,958 | 1.18% |
| | 63,468 | 0.84% |
| 60638 | 46,187 | 1.16% |
| | 58,664 | 0.78% |
| 60639 | 43,789 | 1.10% |
| | 64,385 | 0.85% |
| 60085 | 38,037 | 0.95% |
| | 68,405 | 0.91% |
| 60707 | 37,918 | 0.95% |
| | 45,992 | 0.61% |
| 60446 | 37,756 | 0.94% |
| | 39,833 | 0.53% |
| 60632 | 36,754 | 0.92% |
| | 58,985 | 0.78% |
| 60451 | 33,739 | 0.84% |
| | 39,122 | 0.52% |
| 60201 | 33,339 | 0.83% |
| | 64,229 | 0.85% |
| 60641 | 32,939 | 0.82% |
| | 75,747 | 1.00% |
| 60657 | 31,458 | 0.79% |
| | 62,595 | 0.83% |
| 60652 | 31,067 | 0.78% |
| | 45,191 | 0.60% |
| 60642 | 30,896 | 0.77% |
| | 37,568 | 0.50% |
| 60623 | 30,687 | 0.77% |
| | 42,981 | 0.57% |
| 60440 | 29,851 | 0.75% |
| | 42,469 | 0.56% |
| 60018 | 29,729 | 0.74% |
| | 31,207 | 0.41% |
| 60406 | 29,553 | 0.74% |
| | 30,618 | 0.41% |
| 60160 | 29,300 | 0.73% |
| | 43,515 | 0.58% |
| 60615 | 28,955 | 0.72% |
| | 76,185 | 1.01% |
| 60515 | 28,444 | 0.71% |
| | 50,940 | 0.67% |
| 60185 | 28,162 | 0.70% |
| | 61,160 | 0.81% |

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

| | | |
|---|---|---|
| 60601 | 55,296 | 1.38% |
| | 111,717 | 1.48% |
| 60606 | 53,439 | 1.34% |
| | 124,311 | 1.64% |
| 60611 | 43,561 | 1.09% |
| | 85,807 | 1.14% |
| 60804 | 37,560 | 0.94% |
| | 40,691 | 0.54% |
| 60515 | 37,206 | 0.93% |
| | 61,235 | 0.81% |
| 60612 | 36,268 | 0.91% |
| | 46,658 | 0.62% |
| 60608 | 32,182 | 0.81% |
| | 45,338 | 0.60% |
| 60402 | 31,032 | 0.78% |
| | 32,467 | 0.43% |
| 60603 | 30,514 | 0.76% |
| | 56,787 | 0.75% |
| 60501 | 30,072 | 0.75% |
| | 35,599 | 0.47% |
| 60629 | 27,827 | 0.70% |
| | 33,475 | 0.44% |
| 60647 | 26,764 | 0.67% |
| | 40,044 | 0.53% |
| 60131 | 23,540 | 0.59% |
| | 28,755 | 0.38% |
| 60446 | 23,505 | 0.59% |
| | 39,693 | 0.53% |
| 60047 | 22,148 | 0.55% |
| | 26,897 | 0.36% |
| 60452 | 22,058 | 0.55% |
| | 22,058 | 0.29% |
| 60525 | 20,038 | 0.50% |
| | 32,048 | 0.42% |
| 60609 | 19,084 | 0.48% |
| | 27,426 | 0.36% |
| 60134 | 18,928 | 0.47% |
| | 34,824 | 0.46% |
| 60623 | 18,683 | 0.47% |
| | 22,247 | 0.29% |
| 60126 | 18,371 | 0.46% |
| | 48,304 | 0.64% |
| 60614 | 17,729 | 0.44% |
| | 41,110 | 0.54% |
| 60632 | 17,457 | 0.44% |
| | 21,843 | 0.29% |
| 60604 | 17,203 | 0.43% |
| | 48,481 | 0.64% |
| 60506 | 17,135 | 0.43% |
| | 32,955 | 0.44% |
| 60148 | 17,063 | 0.43% |
| | 33,969 | 0.45% |

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*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

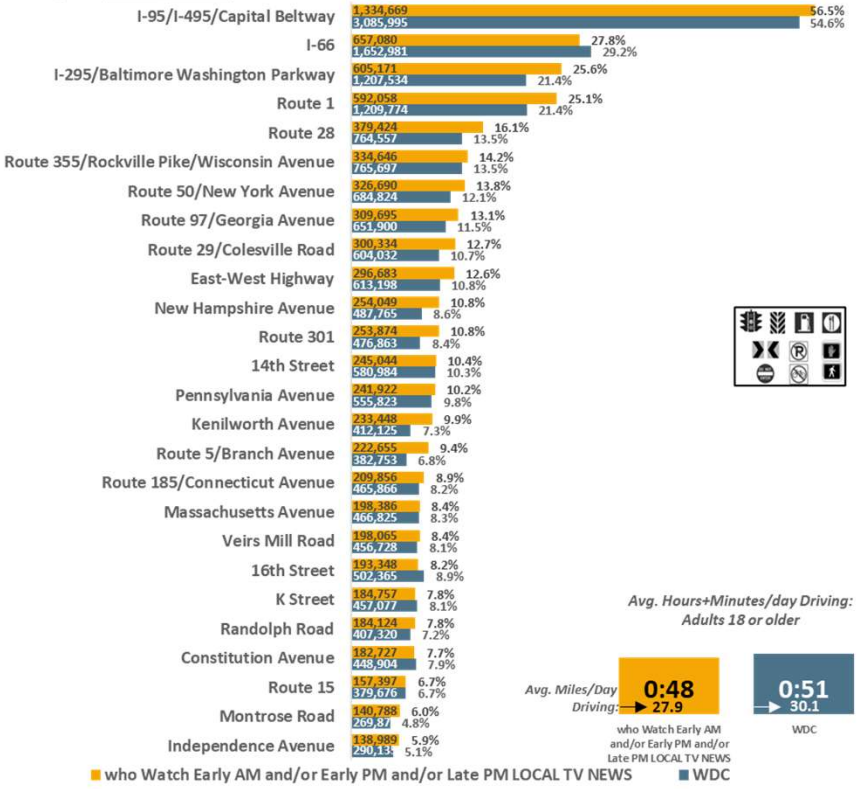
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




2,054,044 or 87.% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 39.3% more likely to use Route 5/Branch Avenue than the Metro

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



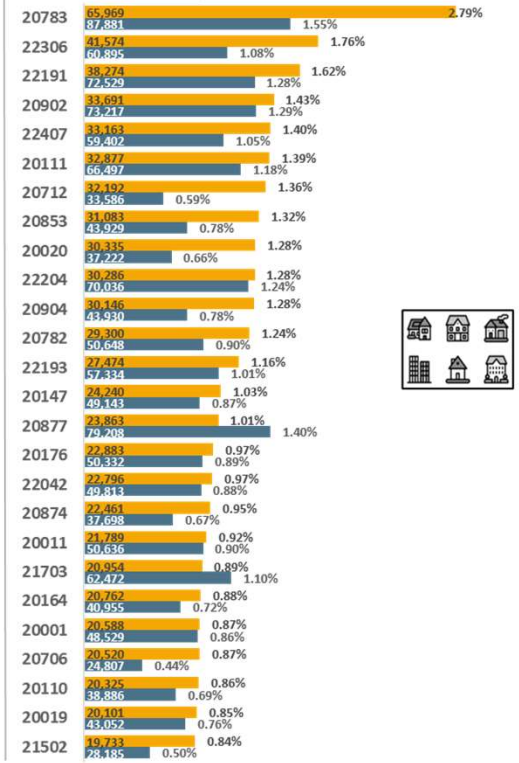

*Avg. Hours+Minutes/day Driving: Adults 18 or older*

*Avg. Miles/Day Driving:* 27.9

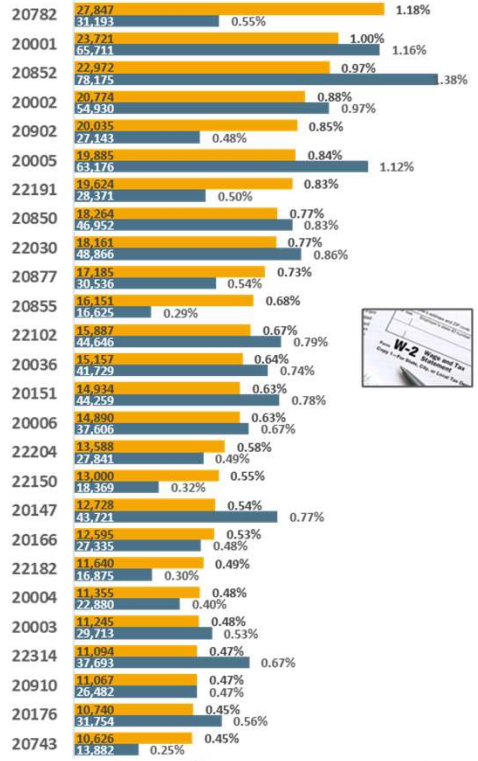
0:48 who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:51 → 30.1 WDC

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




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




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*WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,378*

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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




1,503,643 or 89.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 38.2 minutes per day driving an average of 22.2 miles each day and are 39.4% more likely to use Canyon Road East than the Metro av

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

| | who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS | | SEA | |
|---|---|---|---|---|
| I-5 | 1,149,920 | 68.7% | 3,066,382 | 68.3% |
| I-405 | 443,922 | 26.5% | 1,193,982 | 26.6% |
| Highway 99 (Aurora Ave, Evergreen Way,... | 368,933 | 22.0% | 932,527 | 20.8% |
| I-90 | 316,639 | 18.9% | 1,040,444 | 23.2% |
| Highway 167 (River Road) | 247,373 | 14.8% | 530,581 | 11.8% |
| Highway 512 | 175,321 | 10.5% | 387,967 | 8.6% |
| South Tacoma Way | 150,181 | 9.0% | 345,198 | 7.7% |
| Highway 2 | 140,124 | 8.4% | 342,758 | 7.6% |
| Pacific Avenue (Tacoma) | 137,140 | 8.2% | 322,688 | 7.2% |
| Meridian Avenue/Highway 161 (Puyallup) | 128,029 | 7.6% | 256,4 | 5.7% |
| 1st Avenue (Seattle) | 121,567 | 7.3% | 354,998 | 7.9% |
| Highway 520 | 112,350 | 6.7% | 308,96 | 6.9% |
| Narrows Bridge | 110,673 | 6.6% | 246,8 | 5.5% |
| Canyon Road East | 103,882 | 6.2% | 199, | 4.5% |
| Highway 509 | 93,783 | 5.6% | 199, | 4.4% |
| West Seattle Bridge | 87,971 | 5.3% | 256,6 | 5.7% |
| Highway 20 | 83,273 | 5.0% | 221, | 4.9% |
| Denny Way | 82,349 | 4.9% | 250,1 | 5.6% |
| Lake City Way | 81,156 | 4.8% | 243,8 | 5.4% |
| 6th Avenue (Tacoma) | 77,336 | 4.6% | 207, | 4.6% |
| Ballard Bridge | 73,738 | 4.4% | 196, | 4.4% |
| Highway 522 | 73,518 | 4.4% | 195, | 4.4% |
| East Marginal Way | 69,651 | 4.2% | 166 | 3.7% |
| University Bridge | 68,853 | 4.1% | 188, | 4.2% |
| Montlake Bridge | 67,749 | 4.0% | 172 | 3.8% |
| Highway 169 | 64,729 | 3.9% | 163 | 3.6% |

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

*Avg. Miles/Day Driving:* → 22.2

0:38 — who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:43 → 25.2 — SEA

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

| | | |
|---|---|---|
| 98584 | 39,324 | 2.35% |
| | 46,315 | 1.03% |
| 98103 | 27,459 | 1.64% |
| | 59,963 | 1.34% |
| 98223 | 26,078 | 1.56% |
| | 50,472 | 1.12% |
| 98208 | 25,085 | 1.50% |
| | 57,404 | 1.28% |
| 98198 | 23,105 | 1.38% |
| | 57,594 | 1.28% |
| 98023 | 22,649 | 1.35% |
| | 60,707 | 1.35% |
| 98122 | 22,633 | 1.35% |
| | 50,810 | 1.13% |
| 98273 | 22,142 | 1.32% |
| | 44,602 | 0.99% |
| 98087 | 20,939 | 1.25% |
| | 34,584 | 0.77% |
| 98801 | 20,924 | 1.25% |
| | 35,007 | 0.78% |
| 98374 | 20,811 | 1.24% |
| | 37,523 | 0.84% |
| 98338 | 19,996 | 1.19% |
| | 39,623 | 0.88% |
| 98042 | 19,583 | 1.17% |
| | 51,322 | 1.14% |
| 98031 | 19,428 | 1.16% |
| | 31,508 | 0.70% |
| 98367 | 18,460 | 1.10% |
| | 36,388 | 0.81% |
| 98513 | 18,183 | 1.09% |
| | 34,685 | 0.77% |
| 98226 | 18,177 | 1.09% |
| | 25,312 | 0.56% |
| 98372 | 18,130 | 1.08% |
| | 29,026 | 0.65% |
| 98802 | 17,792 | 1.06% |
| | 34,336 | 0.76% |
| 98133 | 17,376 | 1.04% |
| | 47,400 | 1.06% |
| 98115 | 16,453 | 0.98% |
| | 43,581 | 0.97% |
| 98125 | 16,379 | 0.98% |
| | 54,394 | 1.21% |
| 98052 | 16,092 | 0.96% |
| | 50,423 | 1.12% |
| 98107 | 15,696 | 0.94% |
| | 32,986 | 0.73% |
| 98270 | 15,298 | 0.91% |
| | 33,705 | 0.75% |
| 98391 | 14,979 | 0.89% |
| | 30,790 | 0.69% |

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

| | | |
|---|---|---|
| 98204 | 25,706 | 1.54% |
| | 40,389 | 0.90% |
| 98104 | 24,157 | 1.44% |
| | 51,615 | 1.15% |
| 98226 | 23,768 | 1.42% |
| | 29,446 | 0.66% |
| 98103 | 20,806 | 1.24% |
| | 38,347 | 0.85% |
| 98052 | 16,634 | 0.99% |
| | 64,536 | 1.44% |
| 98101 | 16,260 | 0.97% |
| | 68,380 | 1.52% |
| 98203 | 15,869 | 0.95% |
| | 24,751 | 0.55% |
| 98122 | 15,516 | 0.93% |
| | 42,891 | 0.96% |
| 98004 | 14,045 | 0.84% |
| | 47,103 | 1.05% |
| 98133 | 13,926 | 0.83% |
| | 35,503 | 0.79% |
| 98001 | 13,694 | 0.82% |
| | 29,518 | 0.66% |
| 98109 | 12,470 | 0.74% |
| | 52,977 | 1.18% |
| 98032 | 12,040 | 0.72% |
| | 35,109 | 0.78% |
| 98372 | 11,855 | 0.71% |
| | 22,620 | 0.50% |
| 98121 | 11,546 | 0.69% |
| | 35,299 | 0.79% |
| 98405 | 11,337 | 0.68% |
| | 19,821 | 0.44% |
| 98499 | 10,925 | 0.65% |
| | 17,854 | 0.40% |
| 98108 | 10,588 | 0.63% |
| | 13,860 | 0.31% |
| 98107 | 10,104 | 0.60% |
| | 21,217 | 0.47% |
| 98512 | 9,931 | 0.59% |
| | 13,581 | 0.30% |
| 98201 | 9,588 | 0.57% |
| | 25,688 | 0.57% |
| 98802 | 8,974 | 0.54% |
| | 8,974 | 0.20% |
| 98270 | 8,745 | 0.52% |
| | 9,582 | 0.21% |
| 98036 | 8,690 | 0.52% |
| | 23,556 | 0.52% |
| 98271 | 8,557 | 0.51% |
| | 16,673 | 0.37% |
| 98277 | 8,278 | 0.49% |
| | 12,725 | 0.28% |

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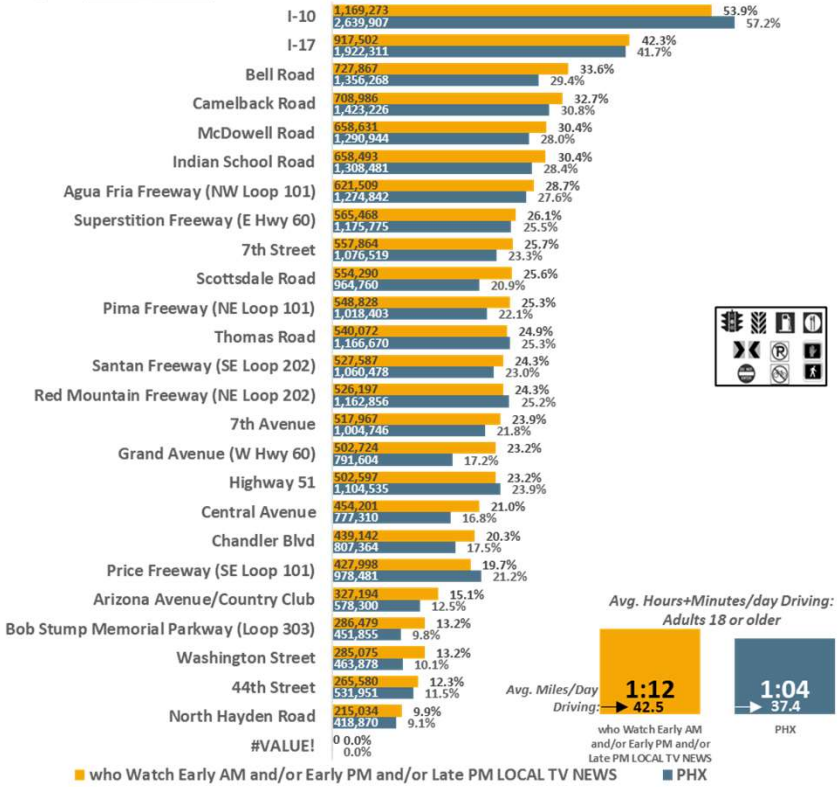
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*

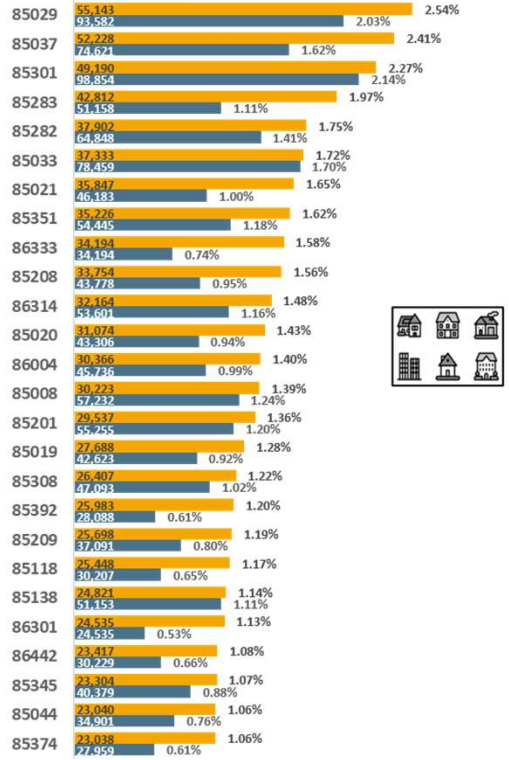



2,021,071 or 93.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 73. minutes per day driving an average of 42.5 miles each day and are 35.2% more likely to use Grand Avenue (W Hwy 60) than the Me

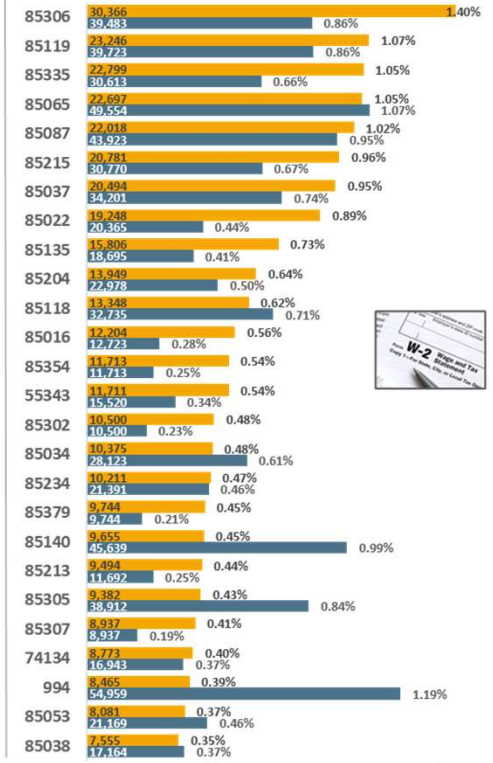
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




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




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



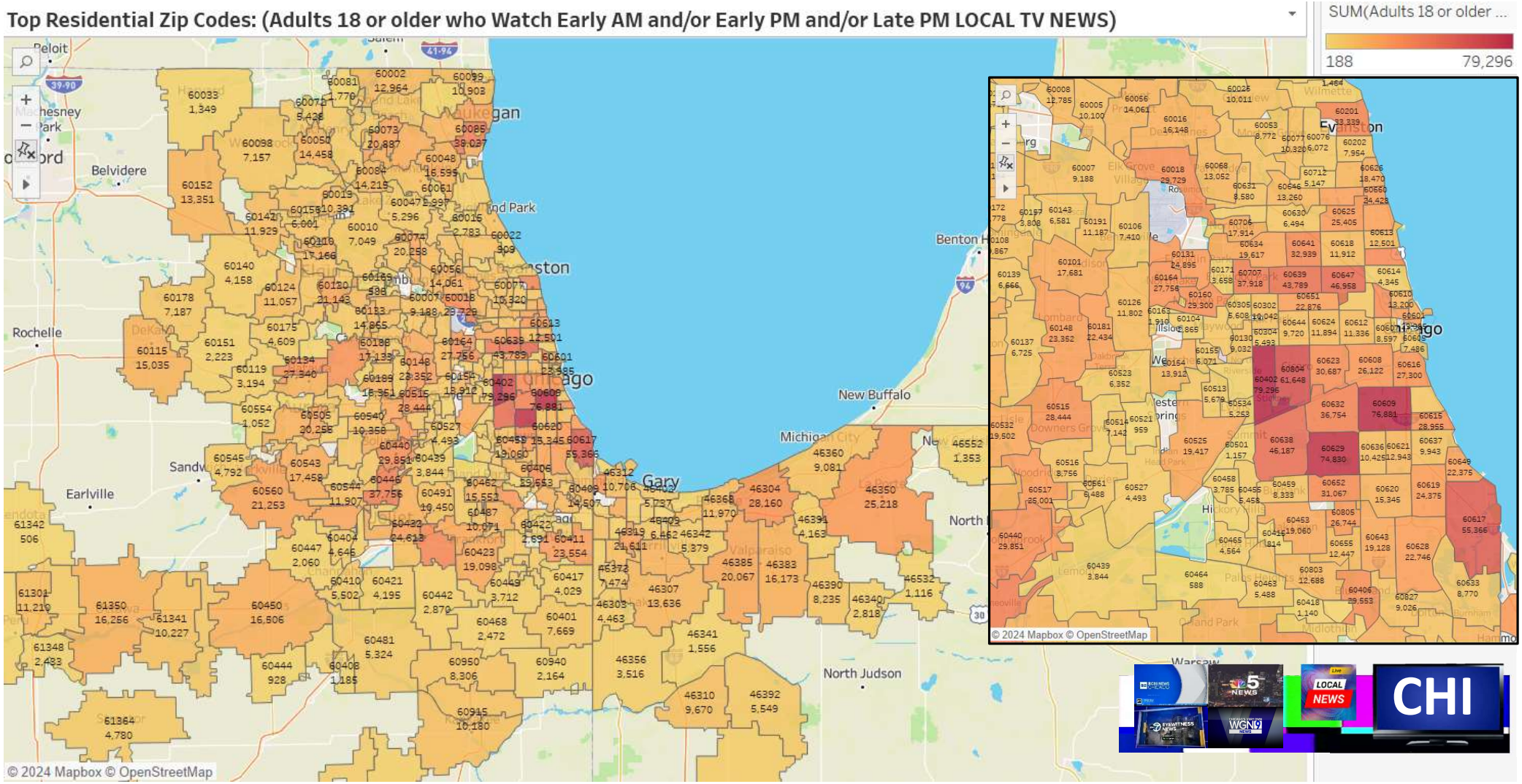

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*PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215*

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## Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)

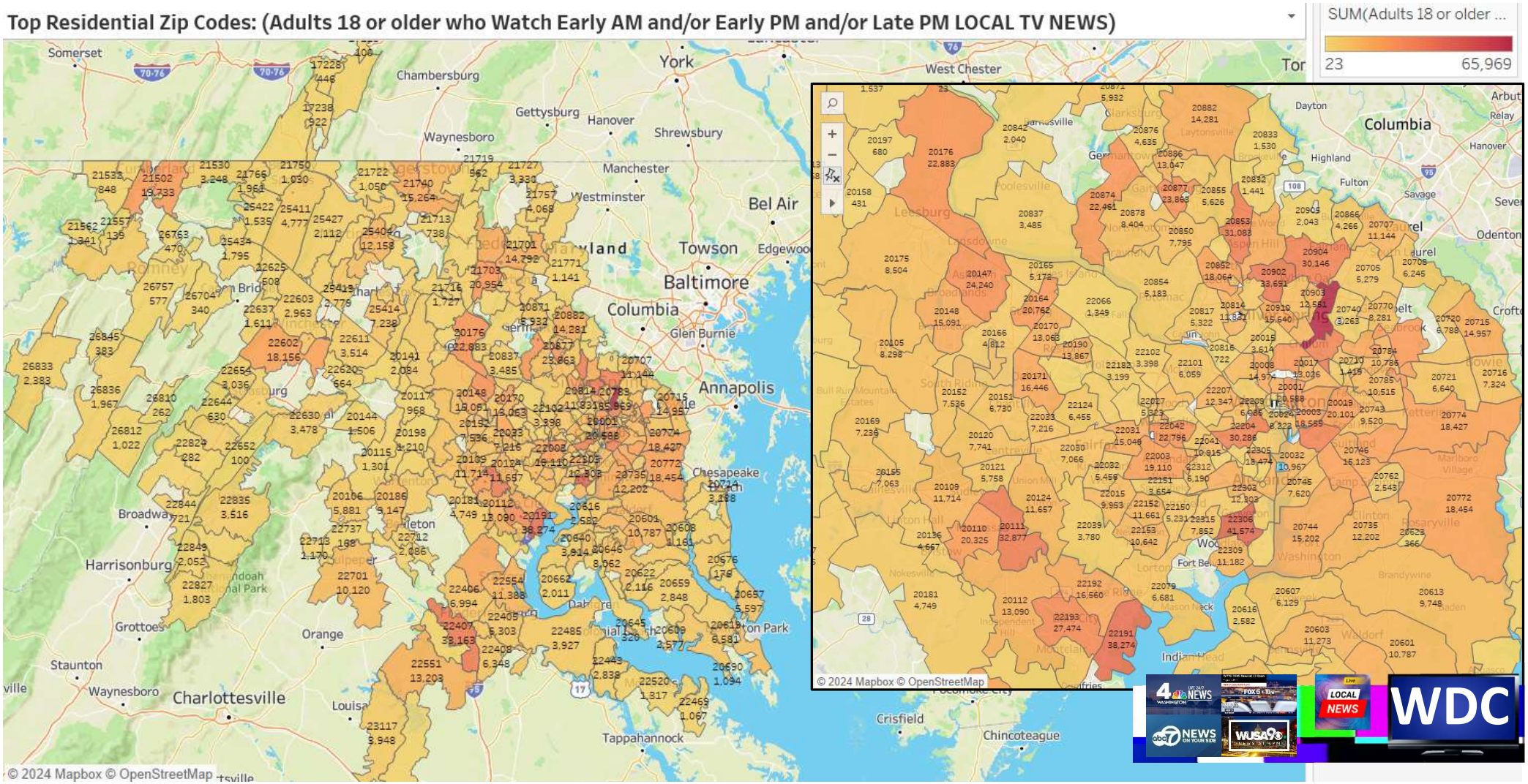



*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*
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## Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)



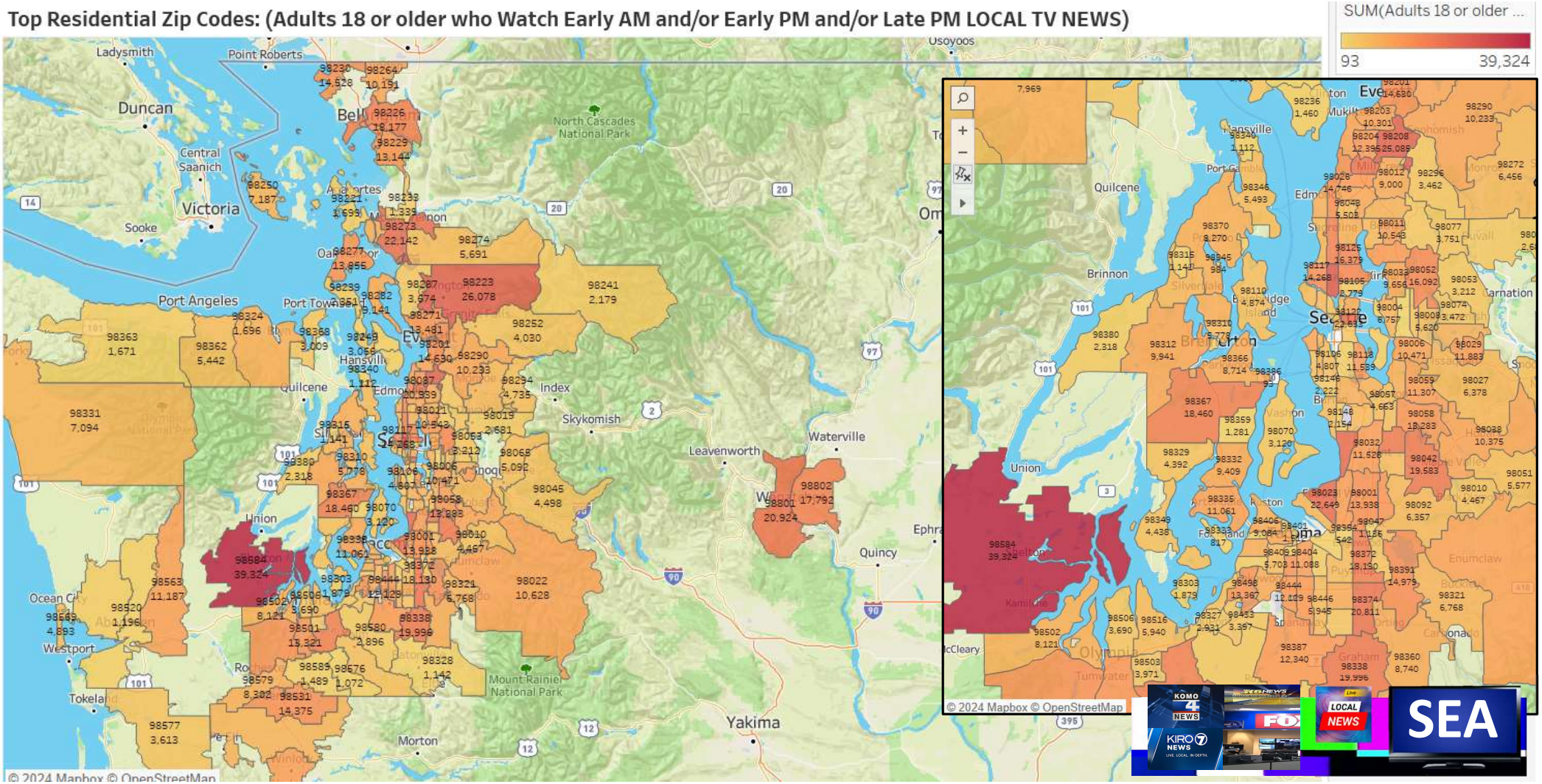



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## Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)



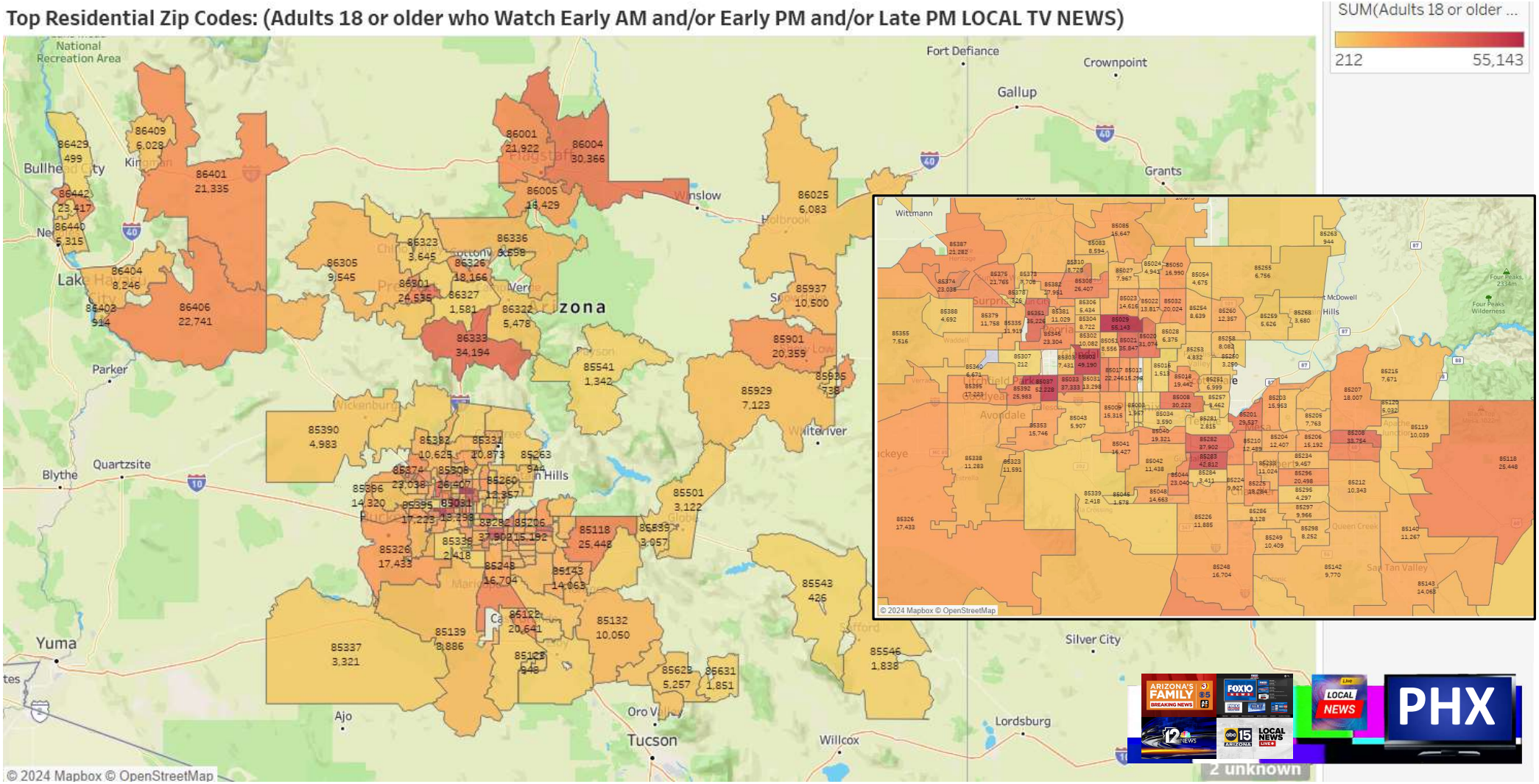

*SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,648*

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## Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)




PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,215
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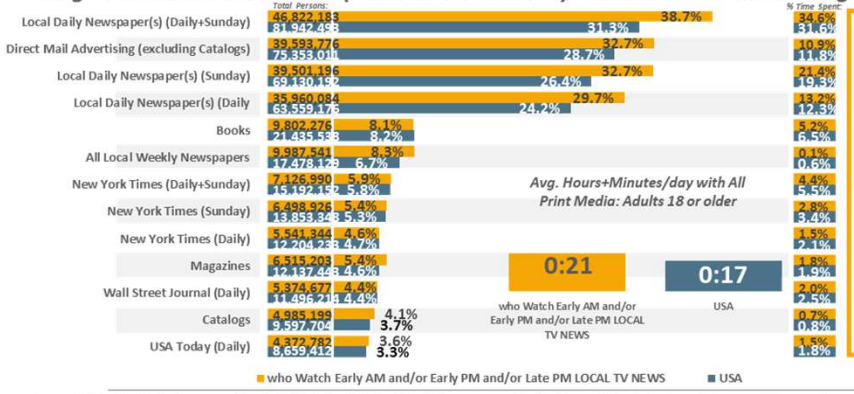
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*(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)*




46,822,183 or 38.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 36.5% of all time spent daily with All forms of P

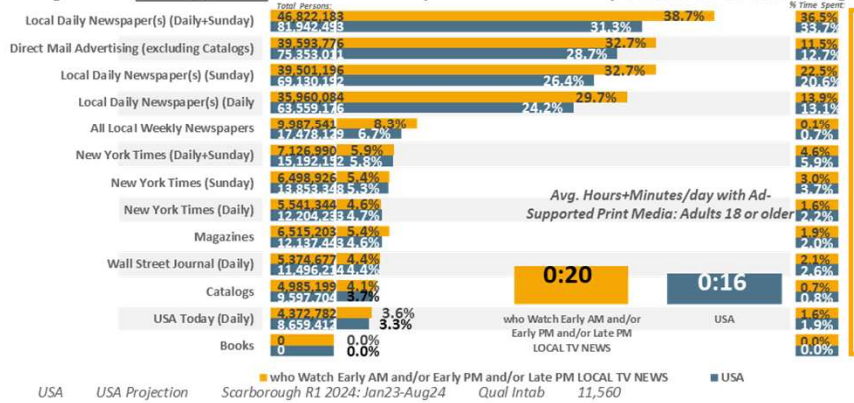
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332*

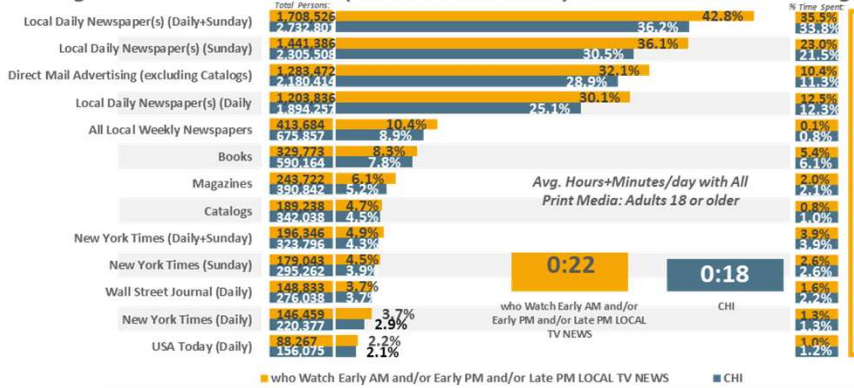
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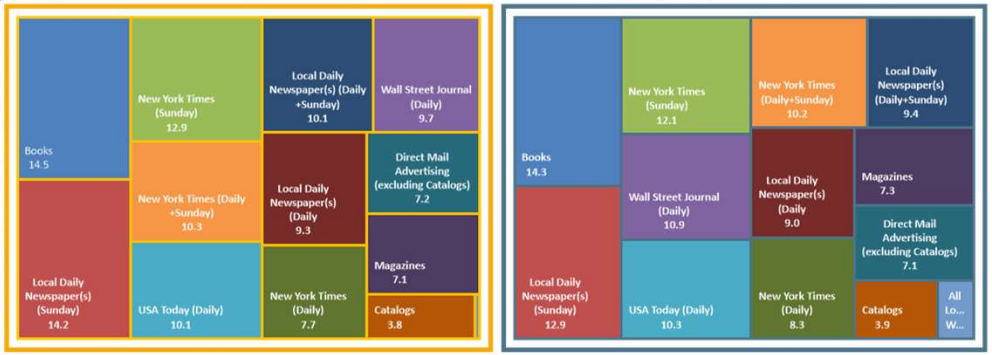



1,708,526 or 42.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 37.5% of all time spent daily with All forms of Pr

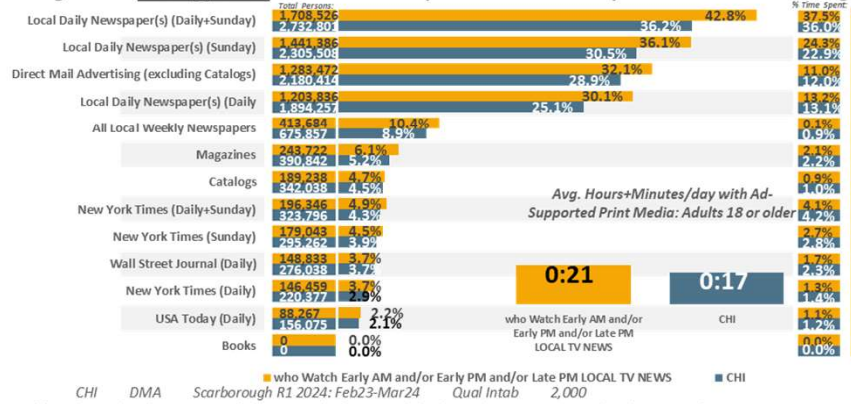
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




*CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 2,000*

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