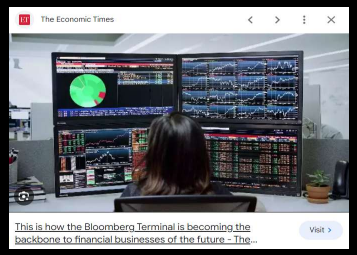
WASHINGTON, DC, Metro – 5 P18+ Profiles of AUDACY RADIO Listeners!

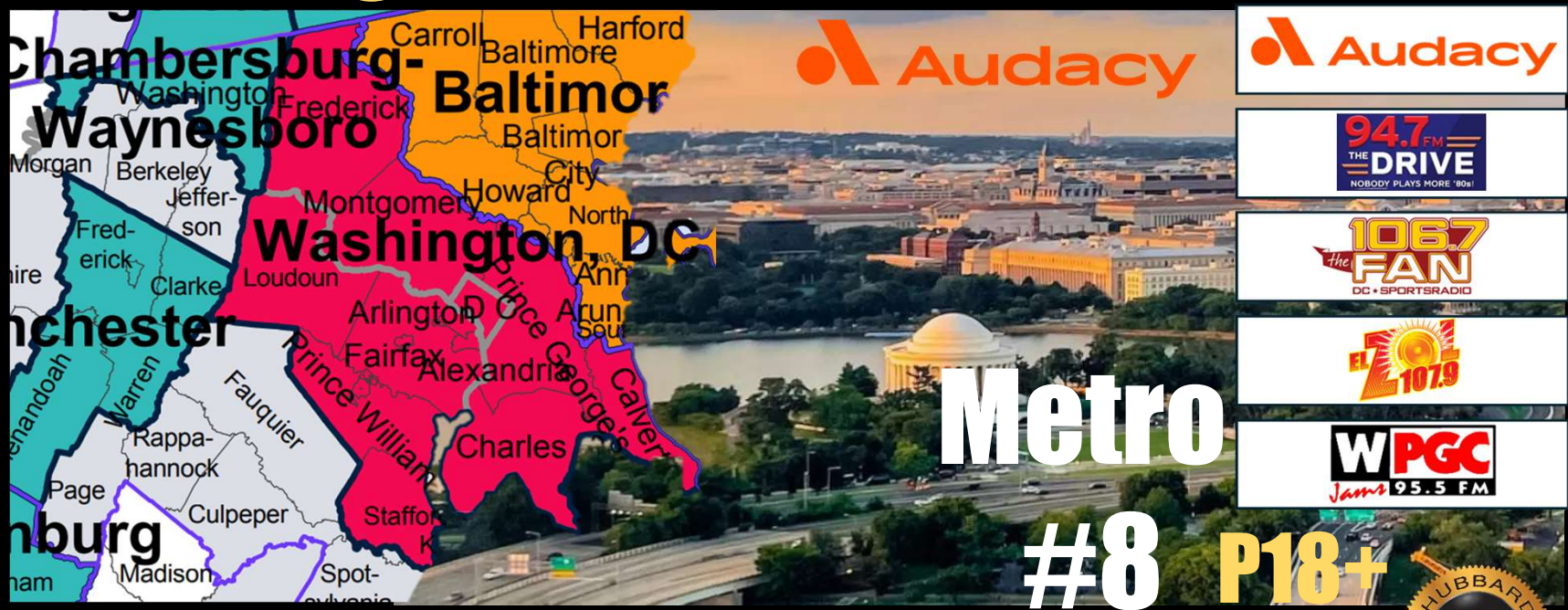
Brand New Data as of August 31, 2025!

Complete Demographic & Media Use Profiles









Audacy

94.7 FM THE DRIVE NOBODY PLAYS MORE '80s!

106.7 the FAN DC • SPORTSRADIO

EL Z 107.9

WPGC Jam 95.5 FM

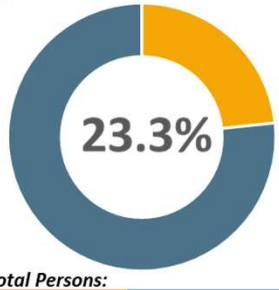
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

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

23.3% or 1,099,245 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Typical Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 46.9 years old (2.% younger than average) and have a $137,410 (3.% lower than average) annual household income.

Percent of Market: Adults 18 or older



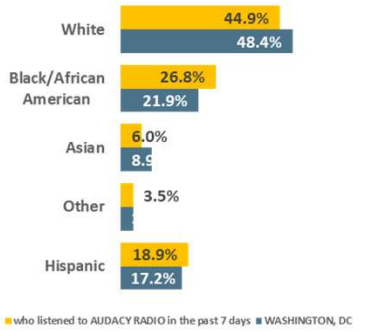
Total Persons:

1,099,245	3,616,045

Gender of Target vs. Market: Adults 18 or older

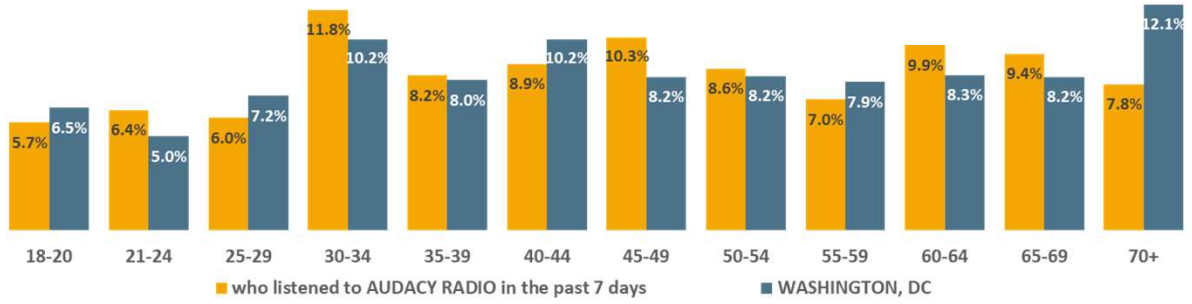
	Men	Men	Women	Women
%M vs. %F:	51.0%	48.8%	49.0%	51.2%
Average Age:	47.4	47.6	46.3	48.0
# Persons:	561,027	2,301,230	538,218	2,414,060

Ethnicity of Target vs. Market:

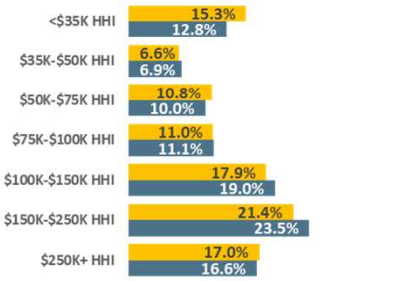


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 46.9	47.8



HHI of Target vs. Market:



Avg HHI:	$137,410	$141,702

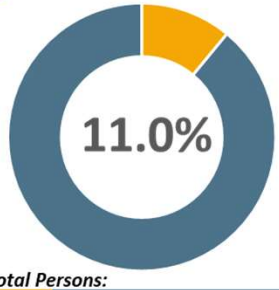
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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

11.% or 517,975 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Typical Adults 18 or older who listened to WIAD-FM in the past 7 days are 43.4 years old (9.3% younger than average) and have a $153,736 (8.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

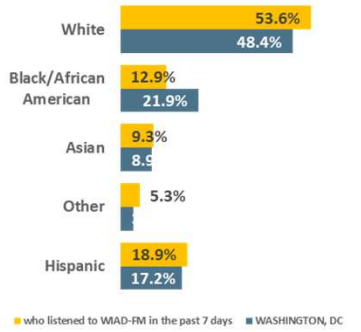
Total Persons:

517,975	4,197,315

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	53.7%	48.8%	46.3%	51.2%
Average Age:	46.1	47.6	40.8	48.0
# Persons:	278,042	2,301,230	239,933	2,414,060

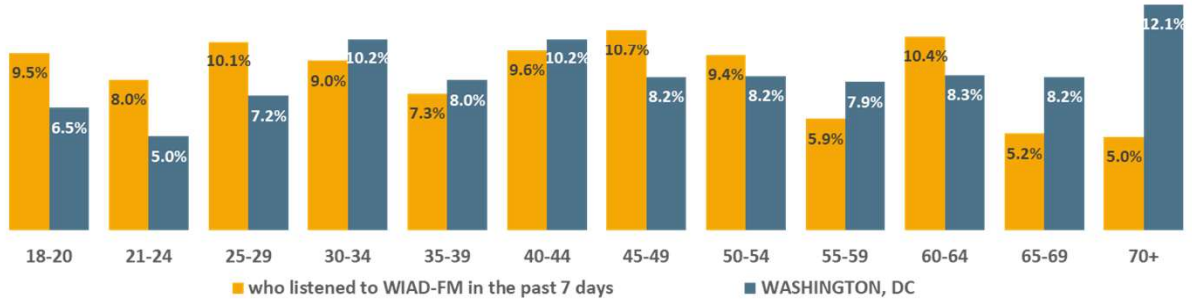
Ethnicity of Target vs. Market:



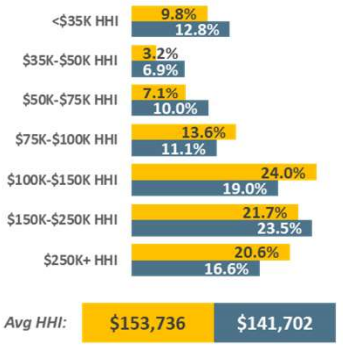
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age:	
	43.4	47.8

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



HHI of Target vs. Market:



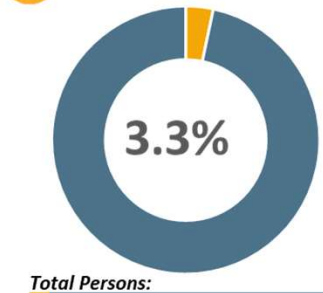
Avg HHI:	$153,736	$141,702

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

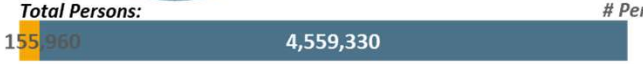
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3.3% or 155,960 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Typical Adults 18 or older who listened to WJFK-FM in the past 7 days are 50. years old (4.5% older than average) and have a $169,378 (19.5% higher than average) annual household income.

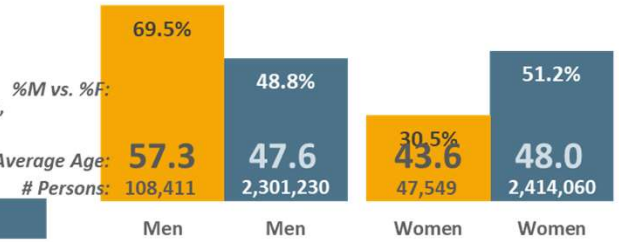
Percent of Market: Adults 18 or older



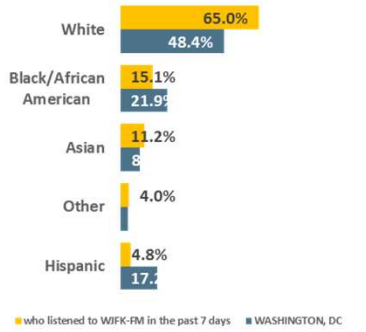
Total Persons:



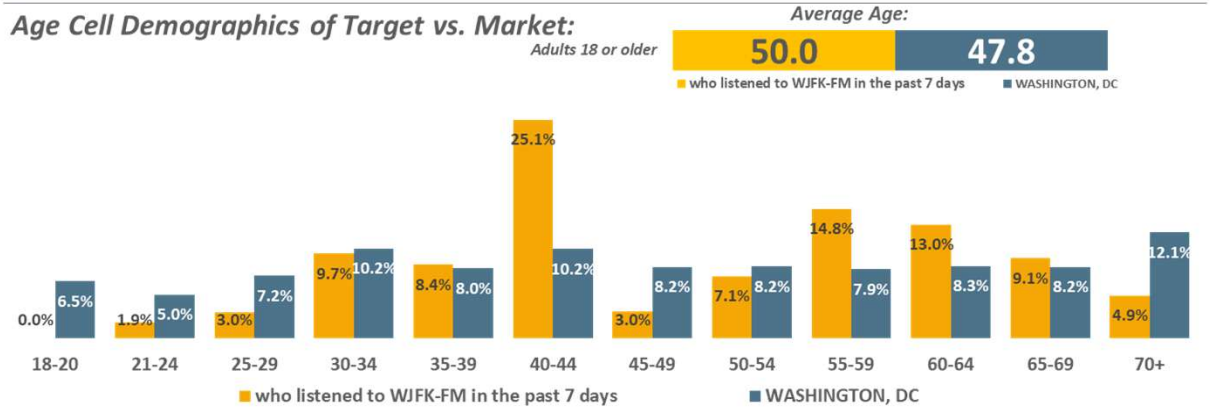
Gender of Target vs. Market: Adults 18 or older



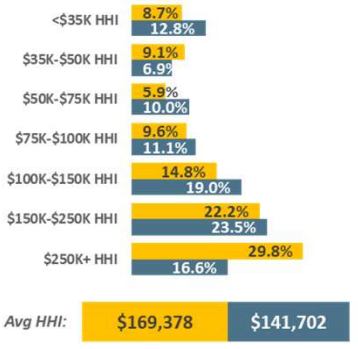
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



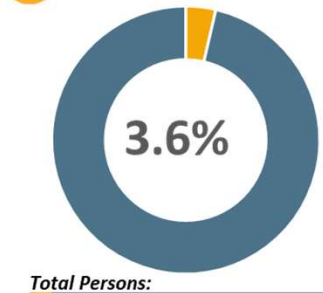
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

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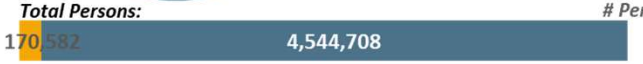
Radio Stations: WJFK-FM

3.6% or 170,582 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Typical Adults 18 or older who listened to WLZL-FM in the past 7 days are 35.3 years old (26.1% younger than average) and have a $89,483 (36.9% lower than average) annual household income.

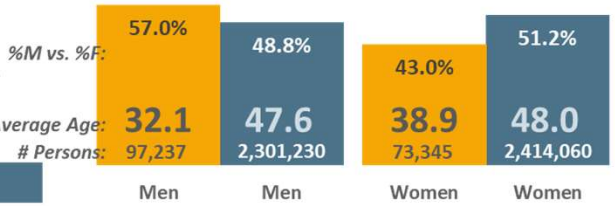
Percent of Market: Adults 18 or older



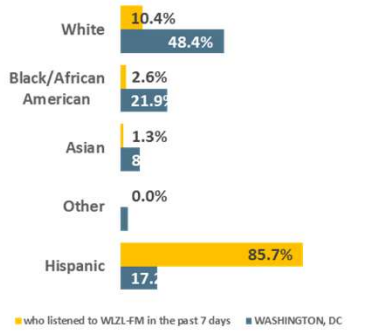
Total Persons:



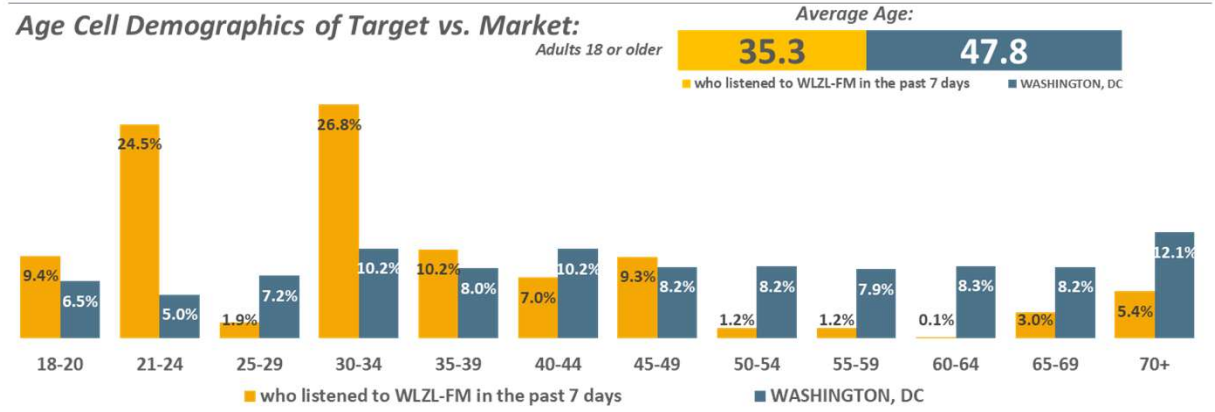
Gender of Target vs. Market: Adults 18 or older



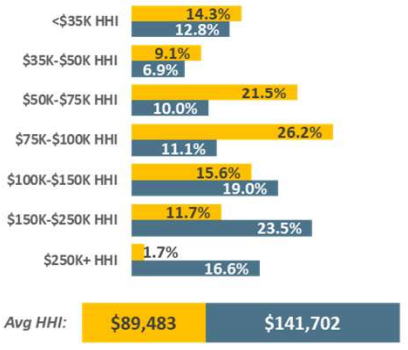
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

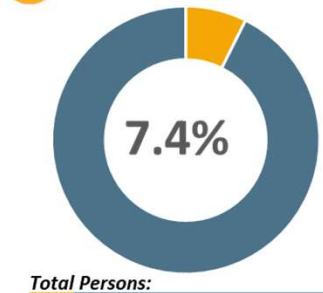


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

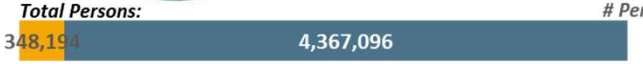
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7.4% or 348,194 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Typical Adults 18 or older who listened to WPGC-FM in the past 7 days are 46.3 years old (3.2% younger than average) and have a $115,488 (18.5% lower than average) annual household income.

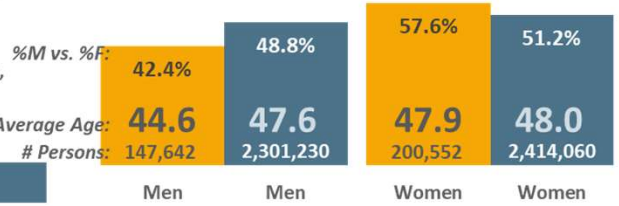
Percent of Market: Adults 18 or older



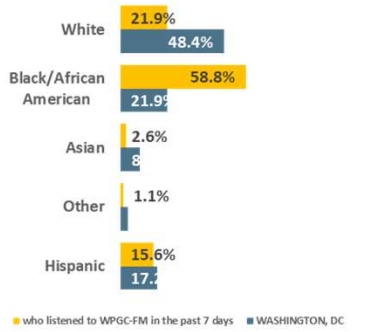
Total Persons:



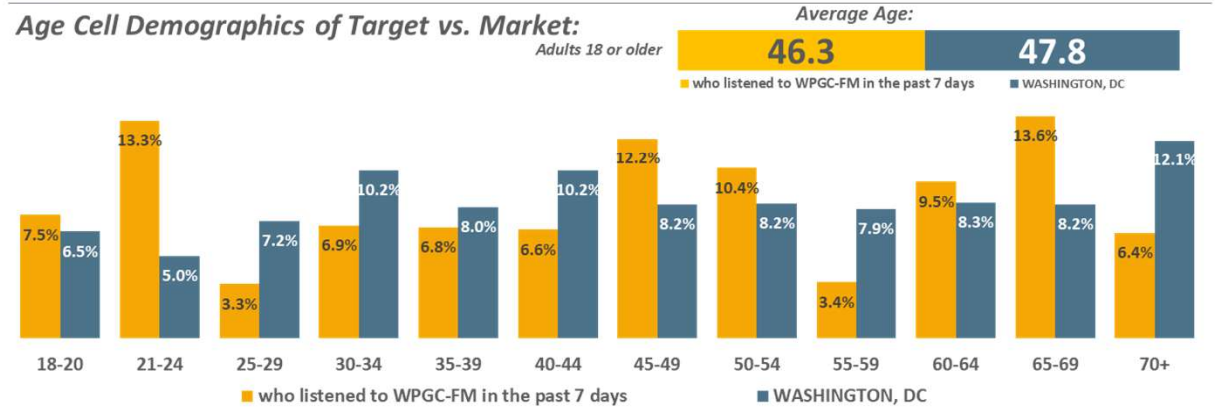
Gender of Target vs. Market: Adults 18 or older



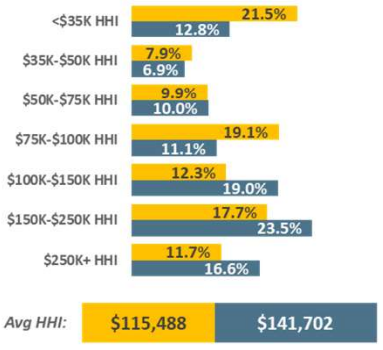
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

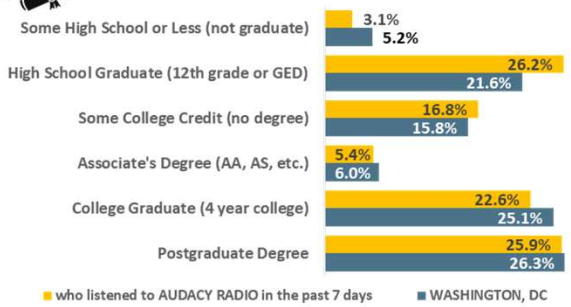


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

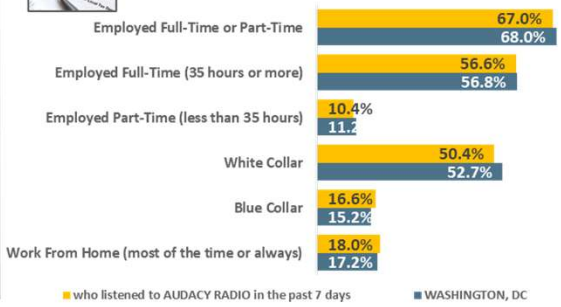
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23.3% or 1,099,245 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 5.6% less likely to be a college graduate, .4% less likely to work full-time, 1.5% less likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.

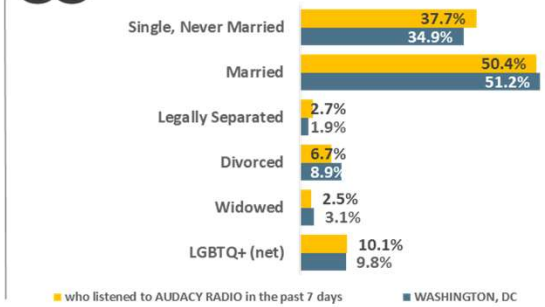
Education Levels: Adults 18 or older



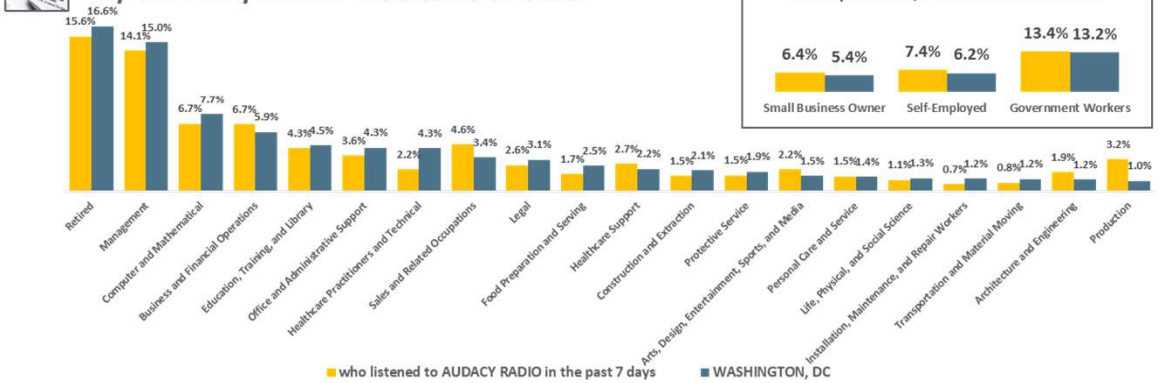
Employment: Adults 18 or older



Marital Status: Adults 18 or older

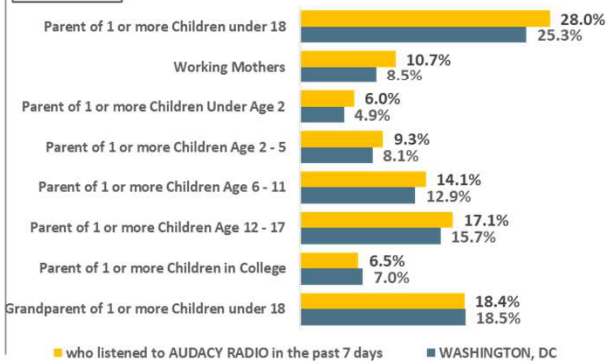


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



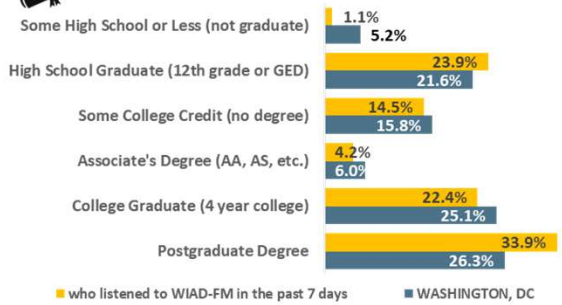
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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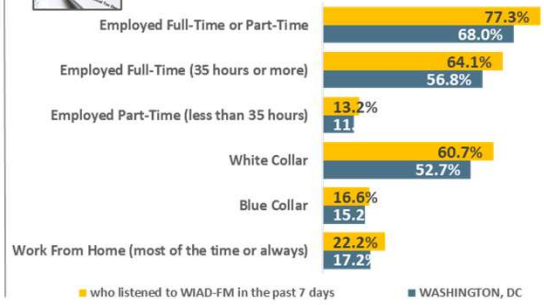
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.% or 517,975 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 9.5% more likely to be a college graduate, 12.9% more likely to work full-time, 4.5% less likely to be married, 3.8% less likely to be a parent of 1 or more children under 18.

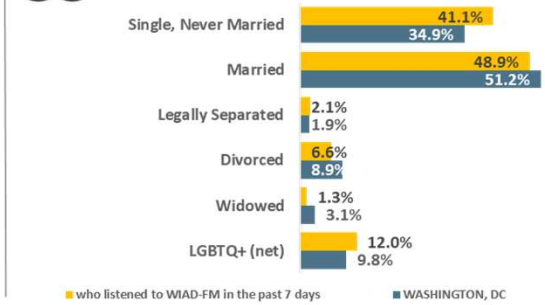
Education Levels: Adults 18 or older



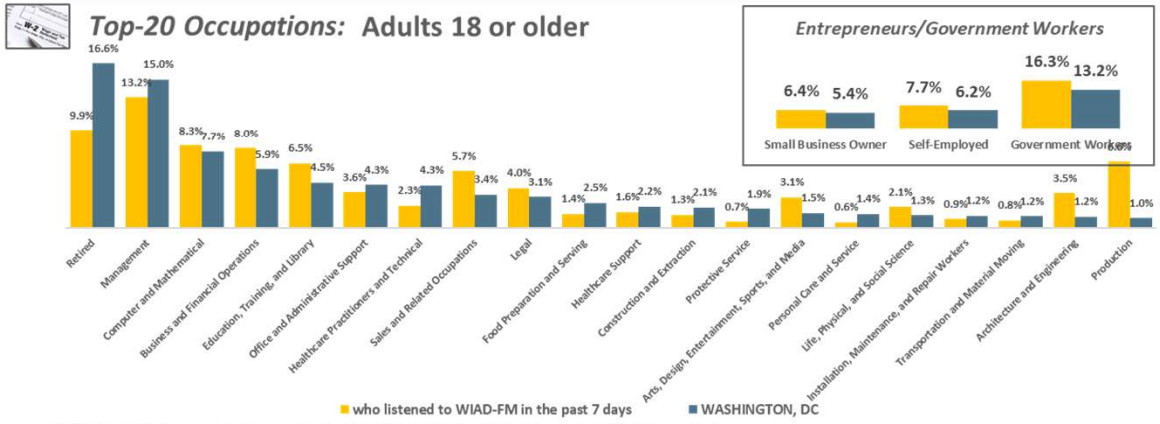
Employment: Adults 18 or older



Marital Status: Adults 18 or older

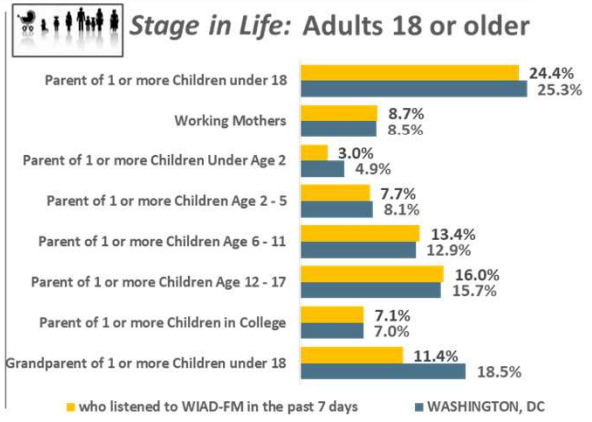


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



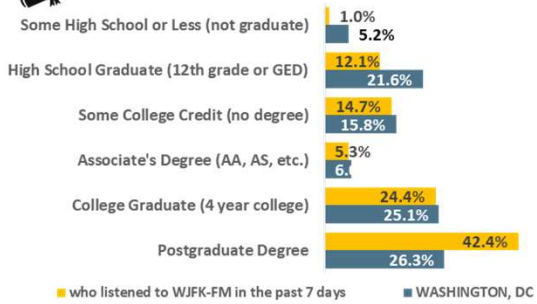
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

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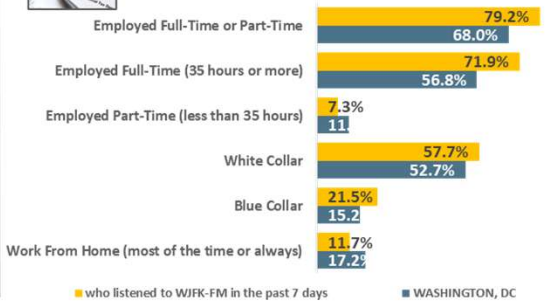
Radio Stations: WIAD-FM

3.3% or 155,960 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 30.1% more likely to be a college graduate, 26.6% more likely to work full-time, 30.1% more likely to be married, 58.% more likely to be a parent of 1 or more children under 18.

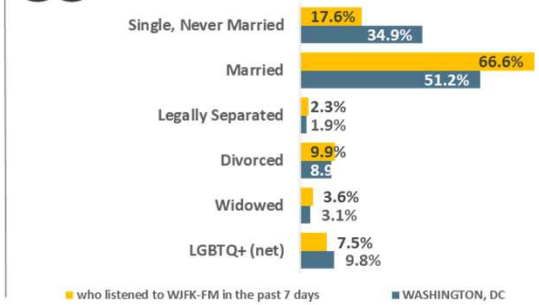
Education Levels: Adults 18 or older



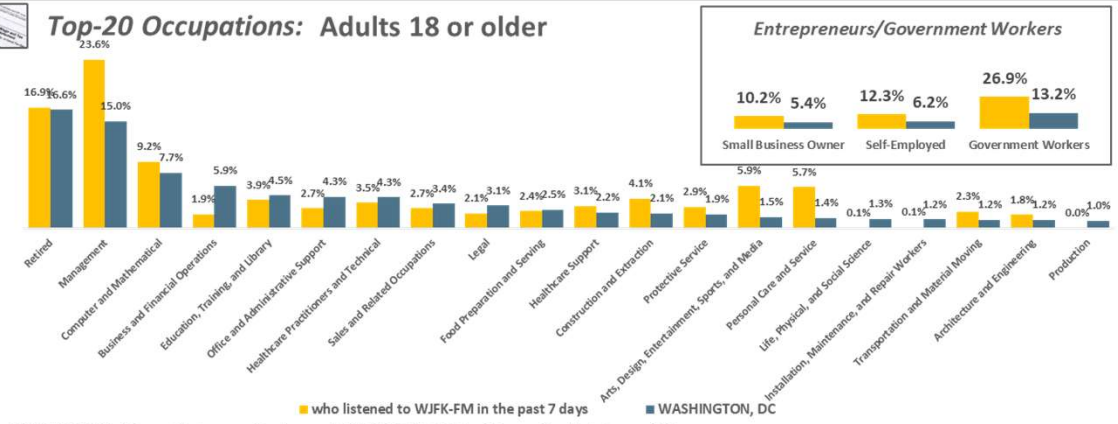
Employment: Adults 18 or older



Marital Status: Adults 18 or older

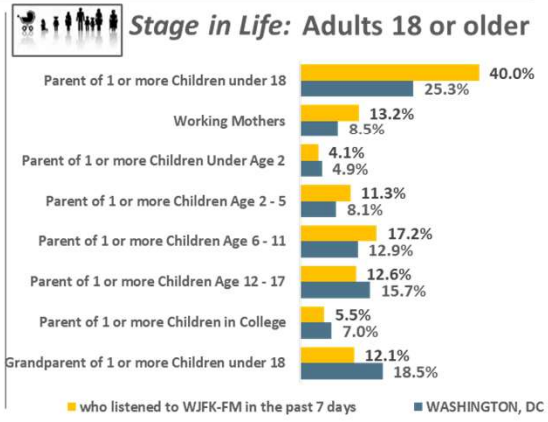


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



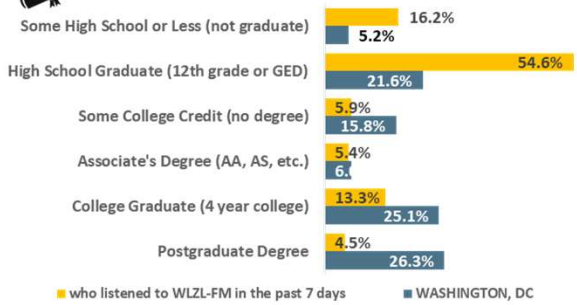
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

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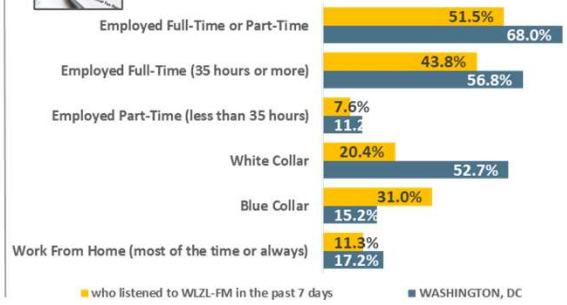
Radio Stations: WJFK-FM

3.6% or 170,582 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 65.3% less likely to be a college graduate, 22.9% less likely to work full-time, 24.8% less likely to be married, 21.7% more likely to be a parent of 1 or more children under 18.

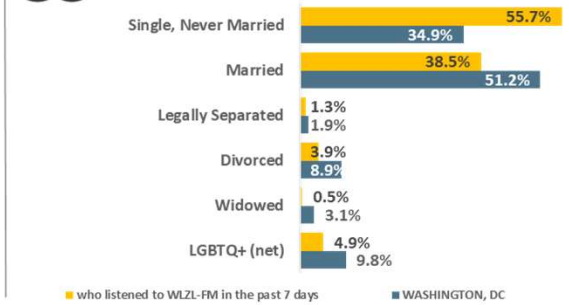
Education Levels: Adults 18 or older



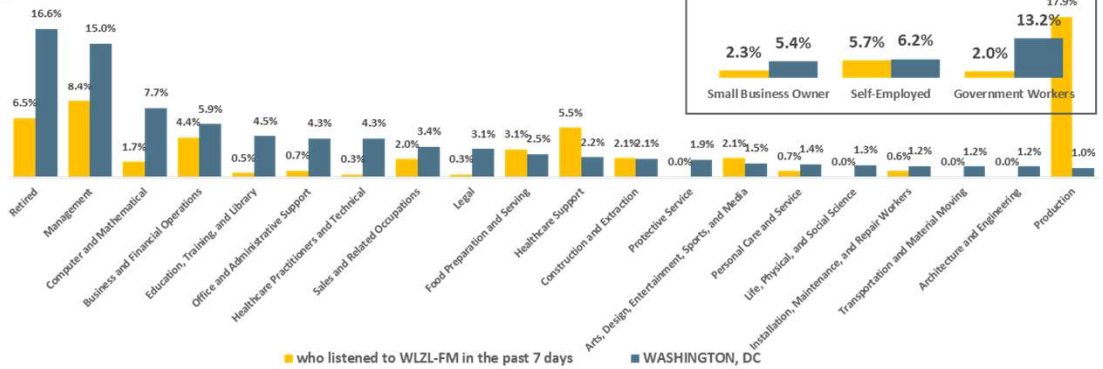
Employment: Adults 18 or older



Marital Status: Adults 18 or older

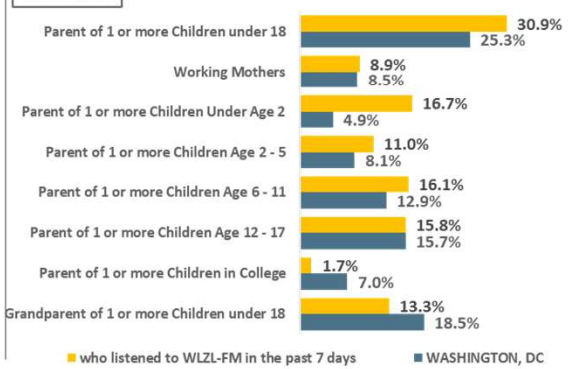


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



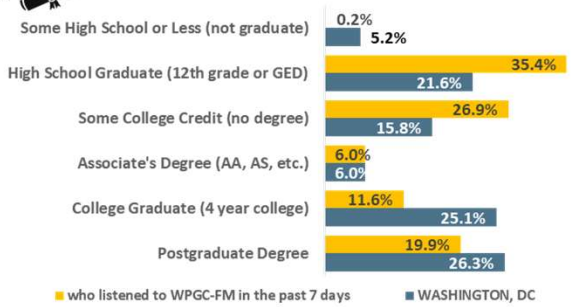
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

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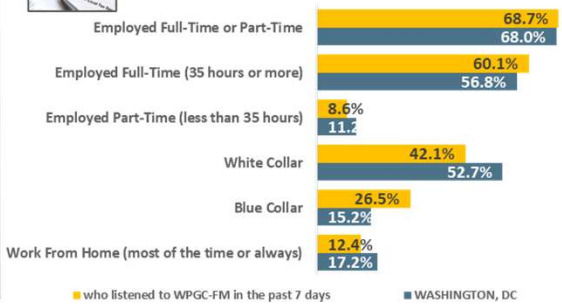
Radio Stations: WLZL-FM

7.4% or 348,194 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 38.7% less likely to be a college graduate, 5.8% more likely to work full-time, 36.6% less likely to be married, 4.4% less likely to be a parent of 1 or more children under 18.

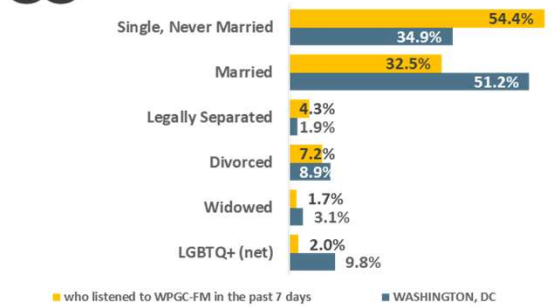
Education Levels: Adults 18 or older



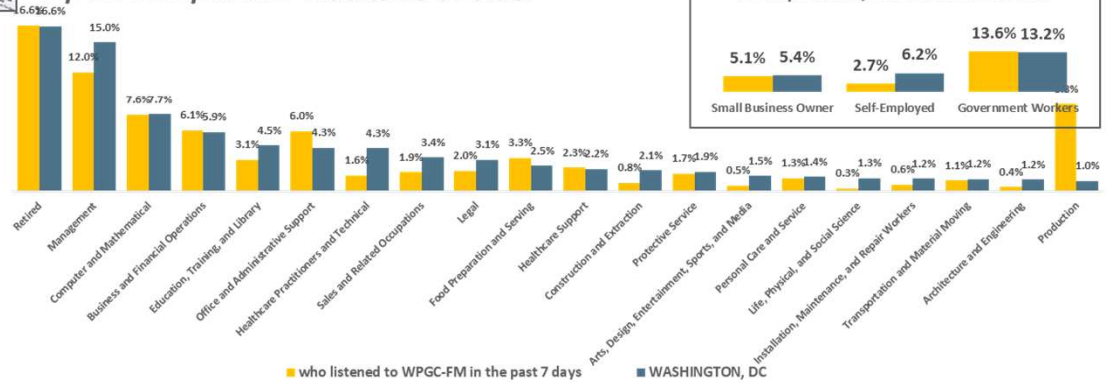
Employment: Adults 18 or older



Marital Status: Adults 18 or older

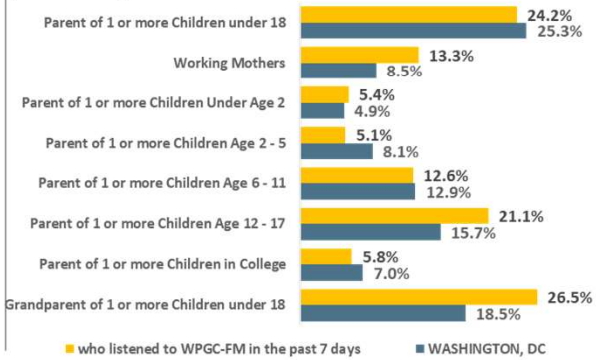


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



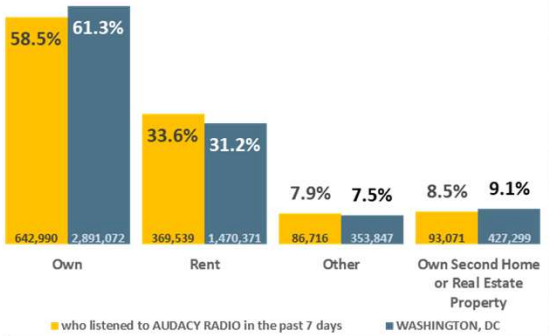
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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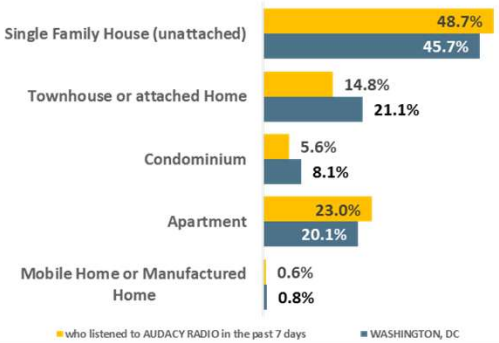
Radio Stations: WPGC-FM

23.3% or 1,099,245 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 4.6% less likely to own their home, 2.9% more likely to own a lower valued home, 6.6% more likely to have a single-family home, 6.4% less likely to have a dog.

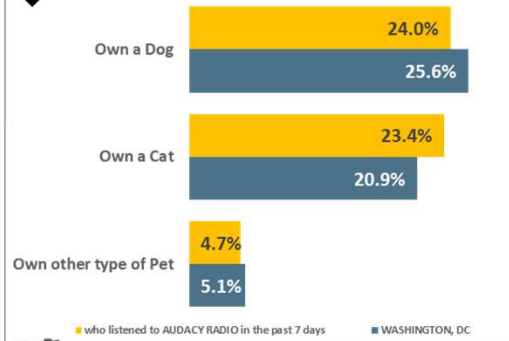
Own/Rent/Other: Adults 18 or older



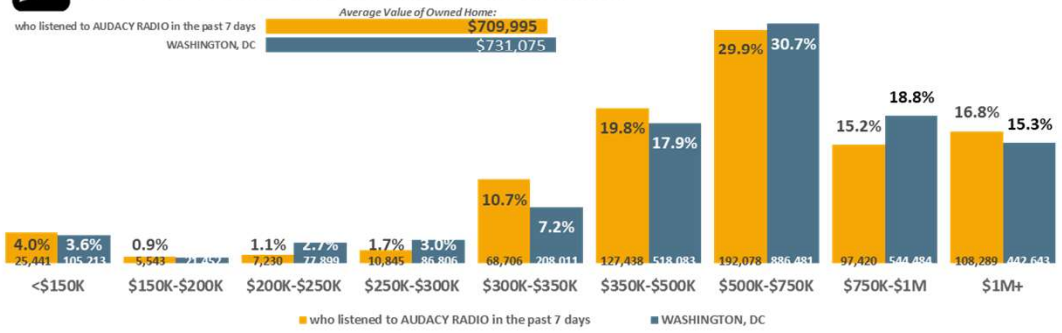
Type of Home: Adults 18 or older



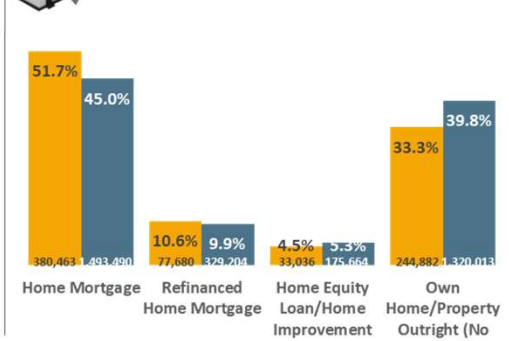
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



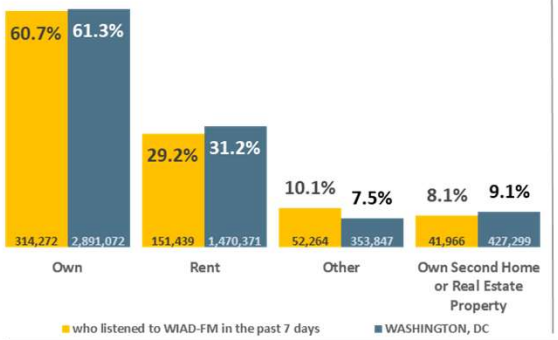
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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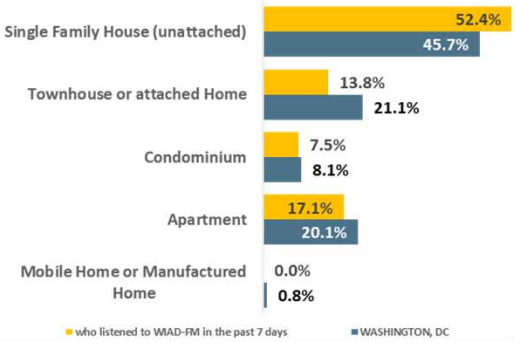
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.% or 517,975 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 1.% less likely to own their home, 1.3% more likely to own a higher valued home, 14.8% more likely to have a single-family home, 19.6% more likely to have a dog.

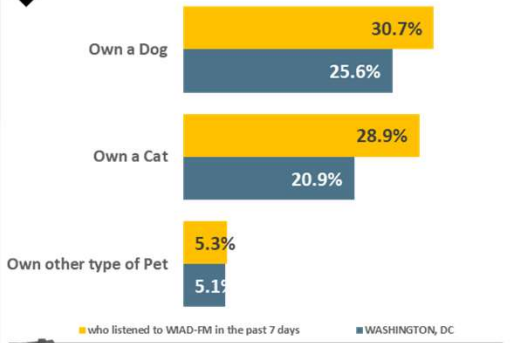
Own/Rent/Other: Adults 18 or older



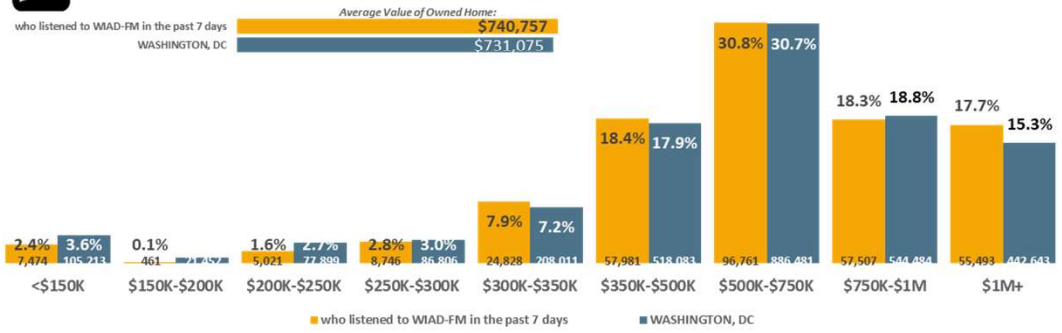
Type of Home: Adults 18 or older



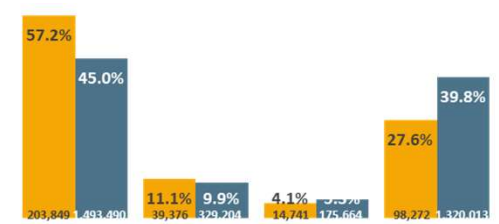
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



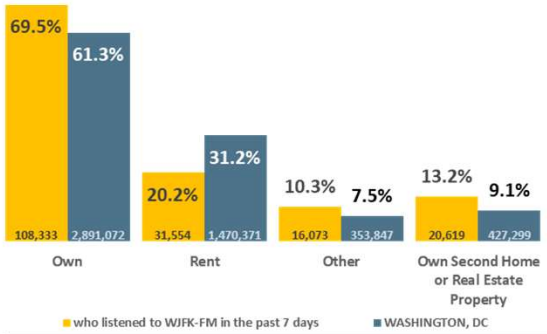
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

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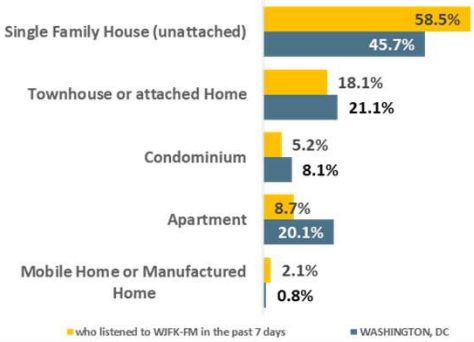
Radio Stations: WIAD-FM

3.3% or 155,960 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 13.3% more likely to own their home, 9.1% more likely to own a higher valued home, 28.1% more likely to have a single-family home, 5.7% more likely to have a dog.

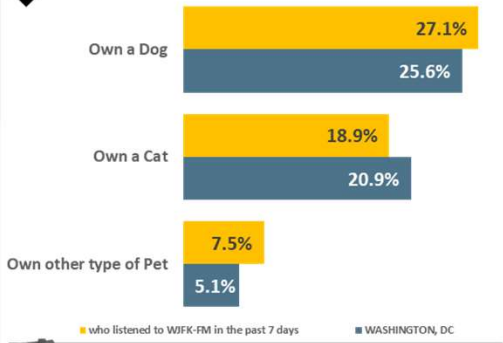
Own/Rent/Other: Adults 18 or older



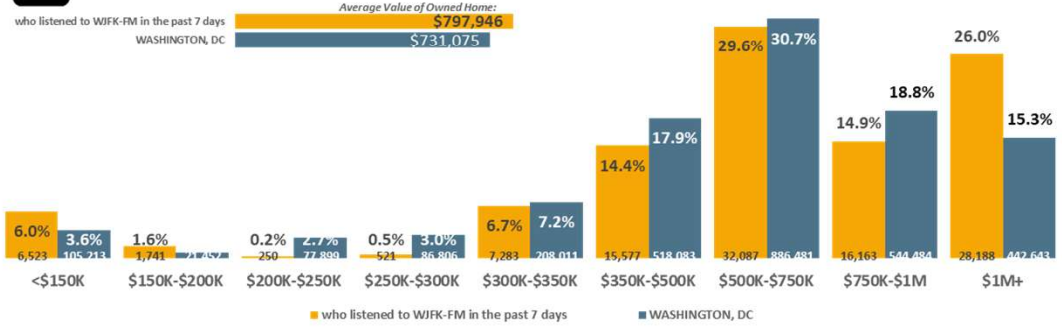
Type of Home: Adults 18 or older



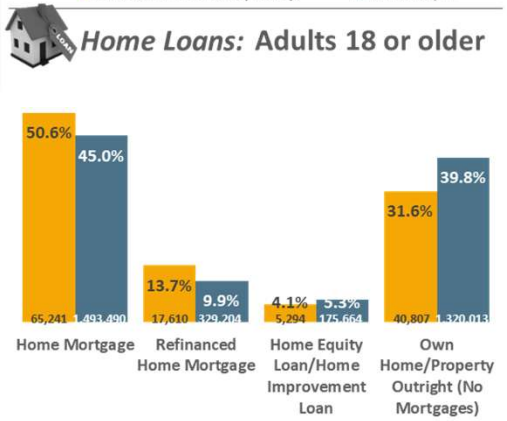
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



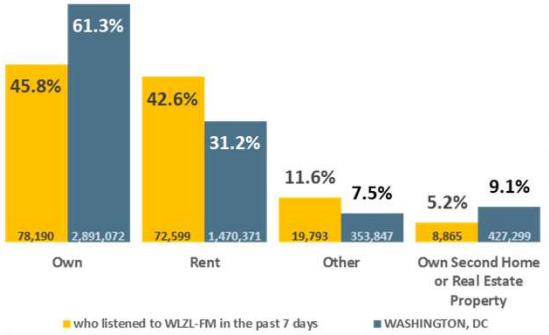
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

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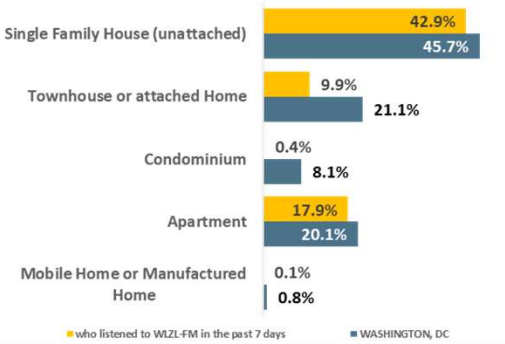
Radio Stations: WJFK-FM

3.6% or 170,582 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 25.2% less likely to own their home, 30.9% more likely to own a lower valued home, 6.1% less likely to have a single-family home, 44.3% less likely to have a dog.

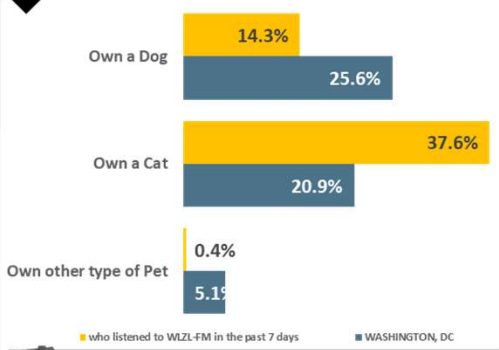
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



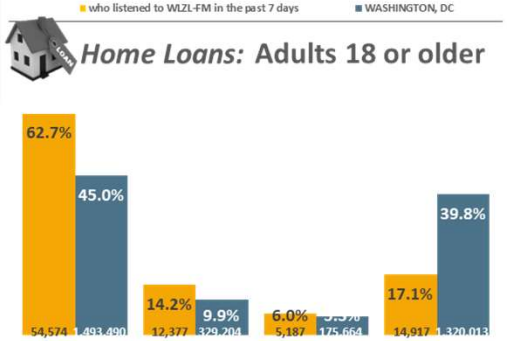
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



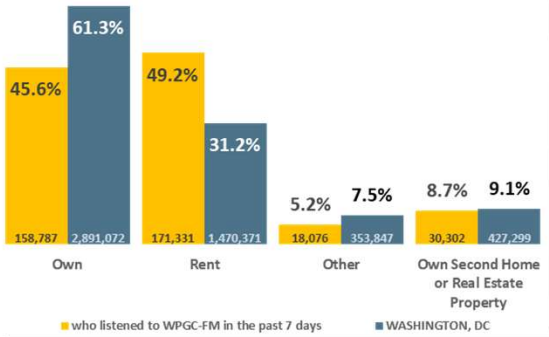
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

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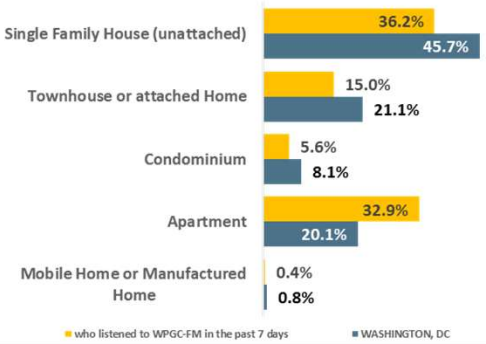
Radio Stations: WLZL-FM

7.4% or 348,194 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 25.6% less likely to own their home, 8.3% more likely to own a lower valued home, 20.7% less likely to have a single-family home, 19.5% less likely to have a dog.

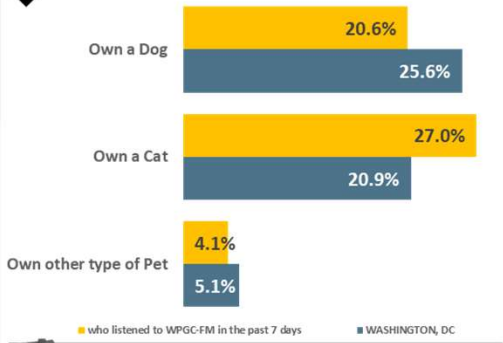
Own/Rent/Other: Adults 18 or older



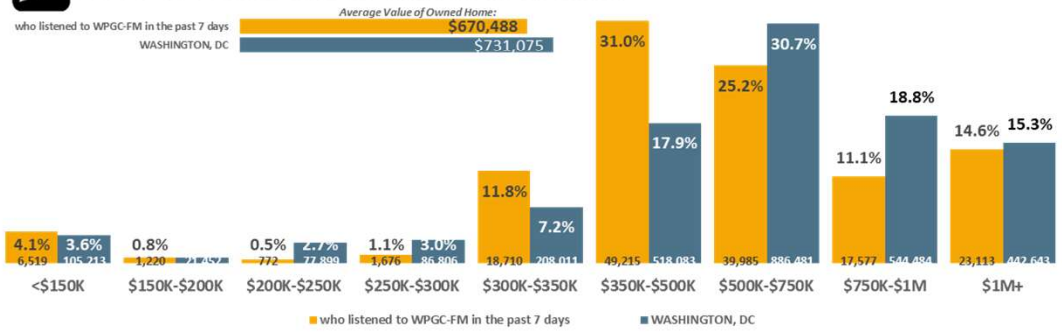
Type of Home: Adults 18 or older



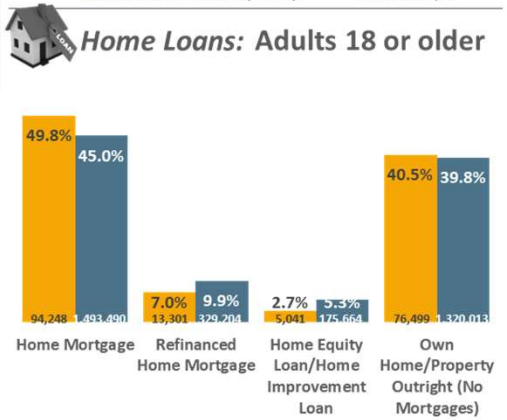
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



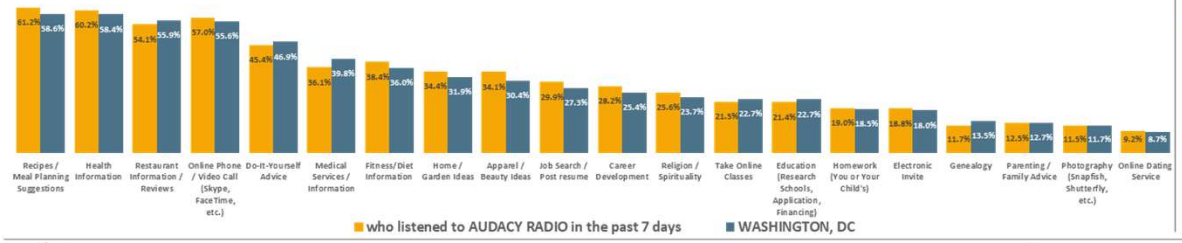
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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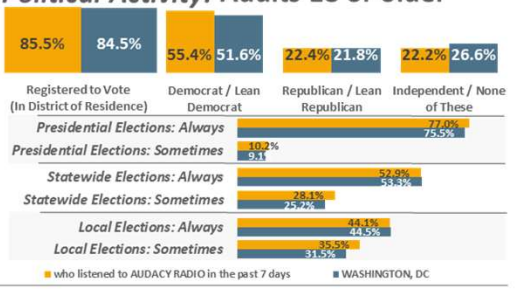
Radio Stations: WPGC-FM

23.3% or 1,099,245 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7… Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 3.% less likely to look up D-I-Y advice online, .9% less likely to always vote in local elections, 2.6% less likely to belong to a gym, 7.% less likely to fly domestic past yr.

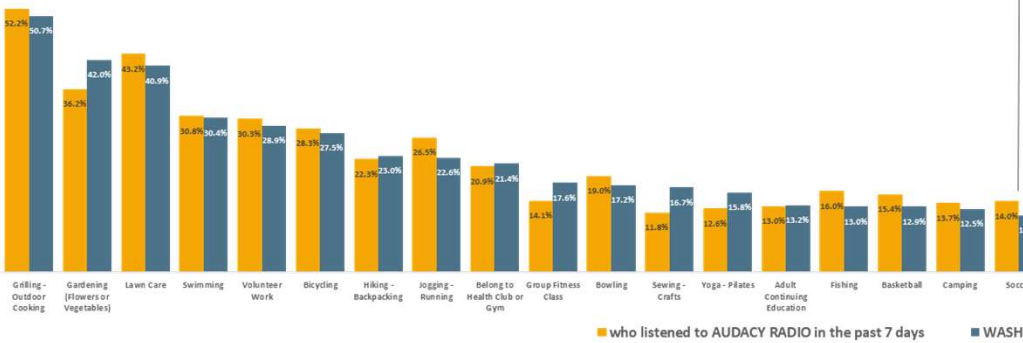
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



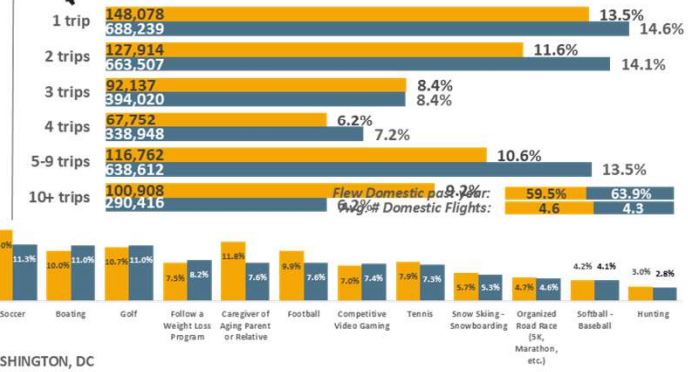
Political Activity: Adults 18 or older



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



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



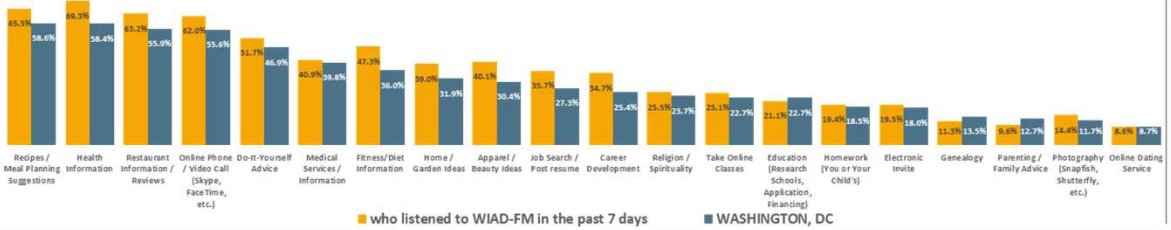
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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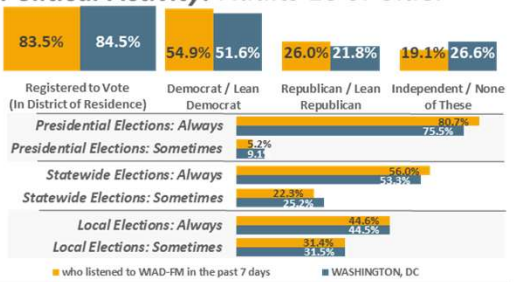
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.% or 517,975 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 10.2% more likely to look up D-I-Y advice online, .2% more likely to always vote in local elections, 3.1% more likely to belong to a gym, 6.3% more likely to fly domestic past yr.

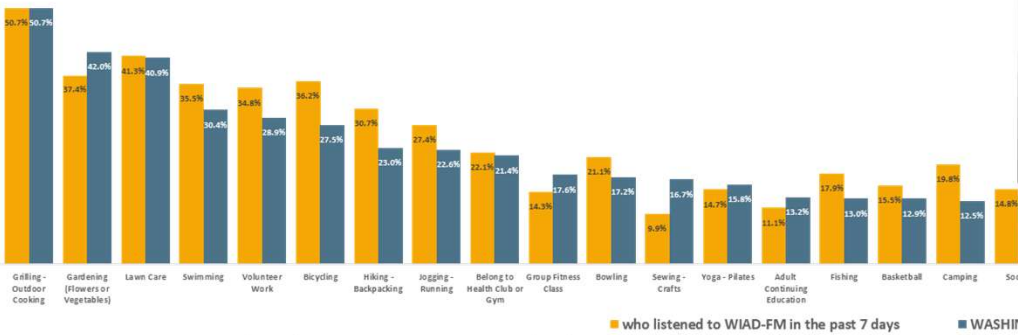
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



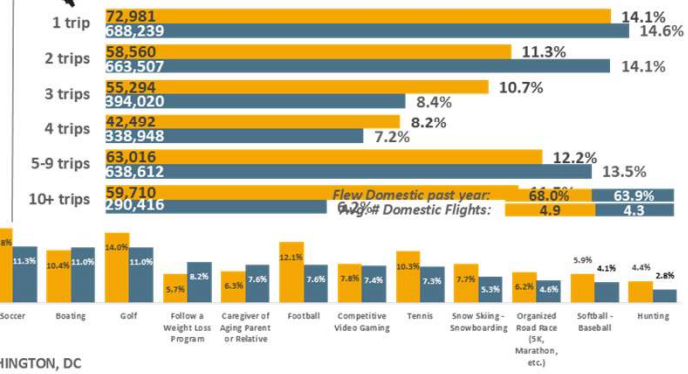
Political Activity: Adults 18 or older



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



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



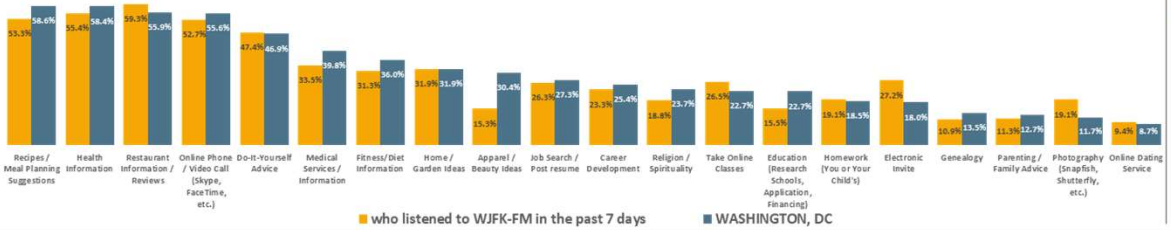
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

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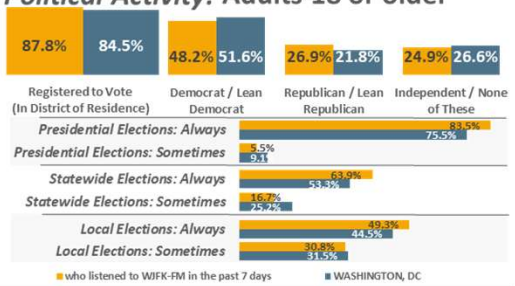
Radio Stations: WIAD-FM

3.3% or 155,960 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 1.2% more likely to look up D-I-Y advice online, 10.7% more likely to always vote in local elections, 6.7% more likely to belong to a gym, 5.6% more likely to fly domestic past yr.

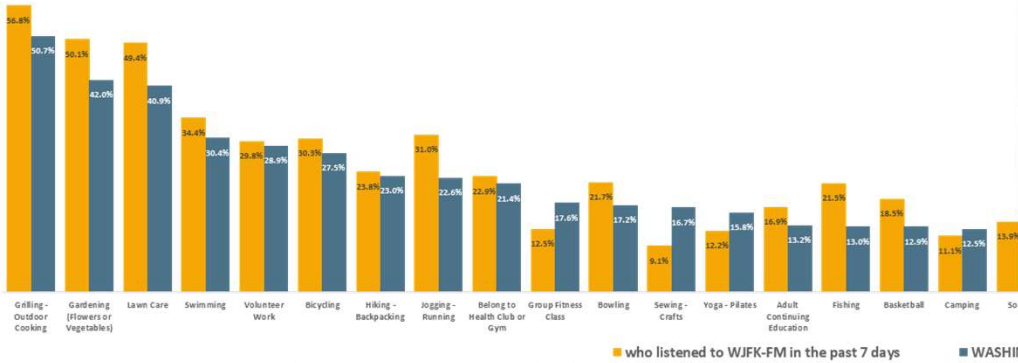
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



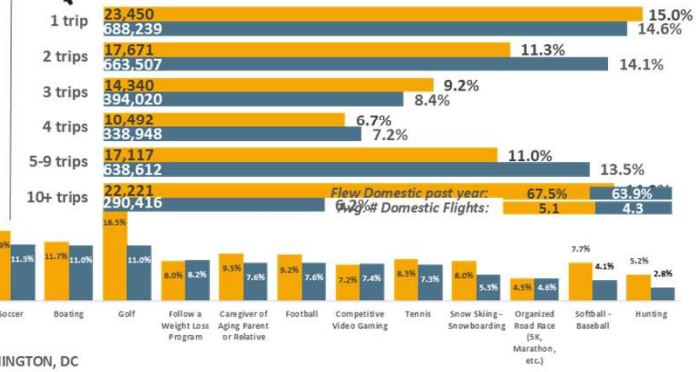
Political Activity: Adults 18 or older



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



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



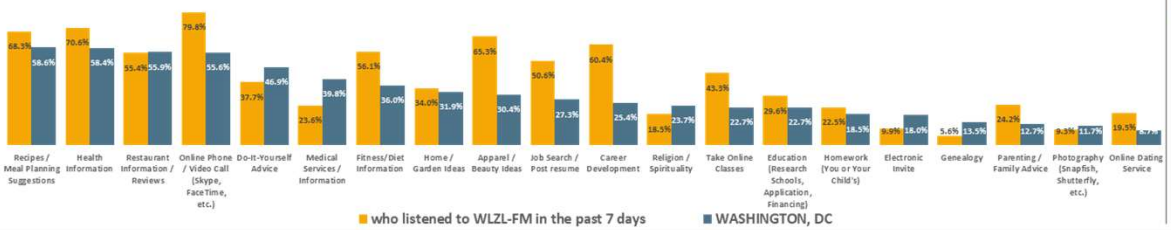
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

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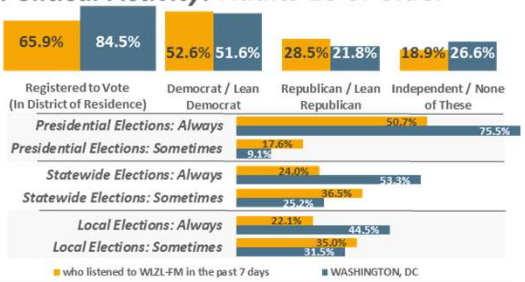
Radio Stations: WJFK-FM

3.6% or 170,582 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 19.5% less likely to look up D-I-Y advice online, 50.2% less likely to always vote in local elections, 22.1% less likely to belong to a gym, 48.% less likely to fly domestic past yr.

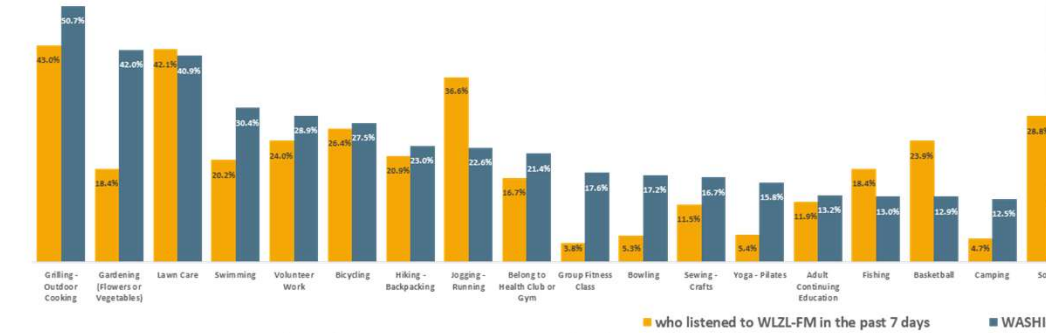
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



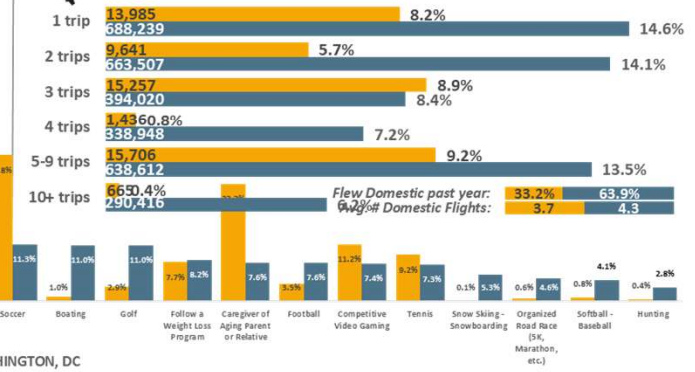
Political Activity: Adults 18 or older



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



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

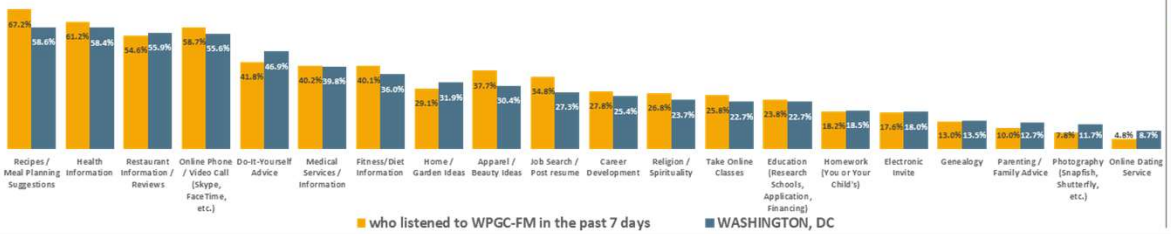


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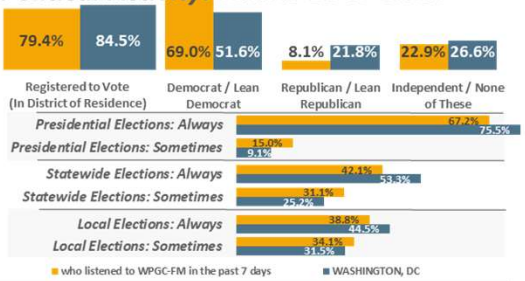
Radio Stations: WLZL-FM

7.4% or 348,194 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 10.8% less likely to look up D-I-Y advice online, 12.9% less likely to always vote in local elections, 38.1% less likely to belong to a gym, 17.7% less likely to fly domestic past yr.

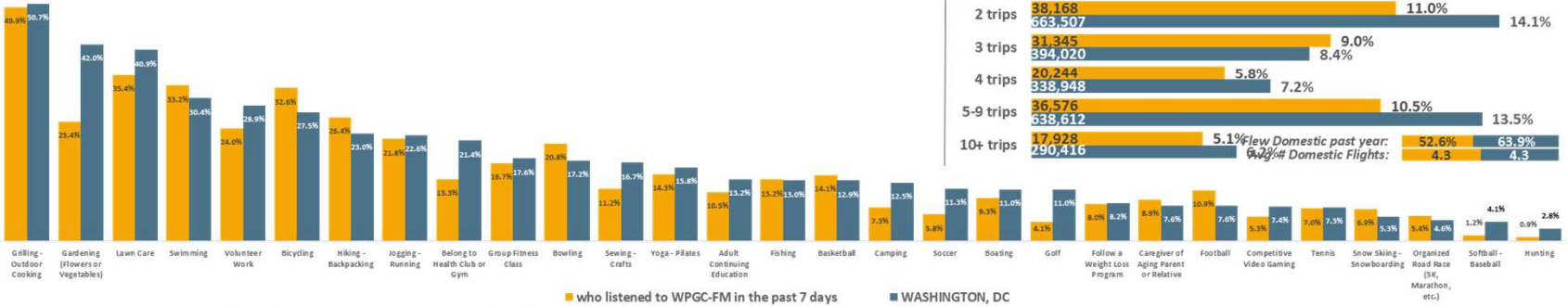
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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23.3% or 1,099,245 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7 days. Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 3.7% more likely to use QSRs past mo., 4.9% less likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 40.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



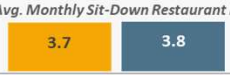
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

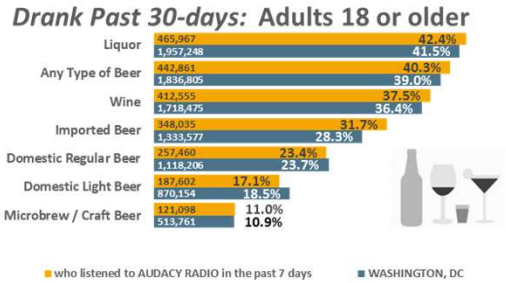
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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

11.% or 517,975 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 6.3% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 2.1% less likely to use Casinos past yr., 23.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



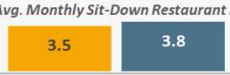
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

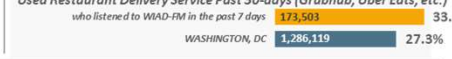


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

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Radio Stations: WIAD-FM

3.3% or 155,960 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 8.9% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 40.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



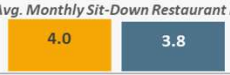
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

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Radio Stations: WJFK-FM

3.6% or 170,582 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 9.% less likely to use QSRs past mo., 23.4% less likely to use Sit-Down Restaurants past mo., 11.% less likely to use Casinos past yr., 45.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



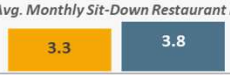
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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7.4% or 348,194 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 9.4% more likely to use QSRs past mo., 15.% less likely to use Sit-Down Restaurants past mo., 34.3% more likely to use Casinos past yr., 43.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



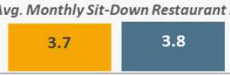
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

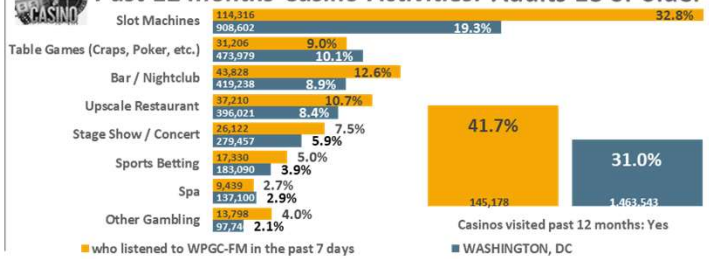


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



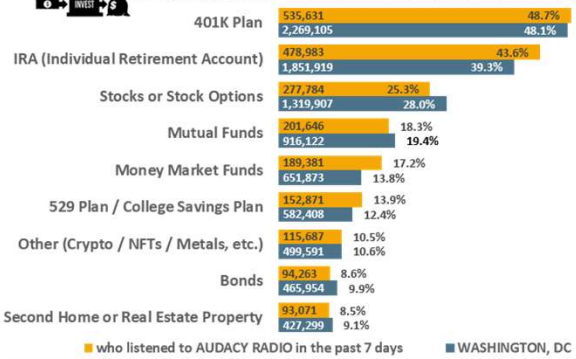
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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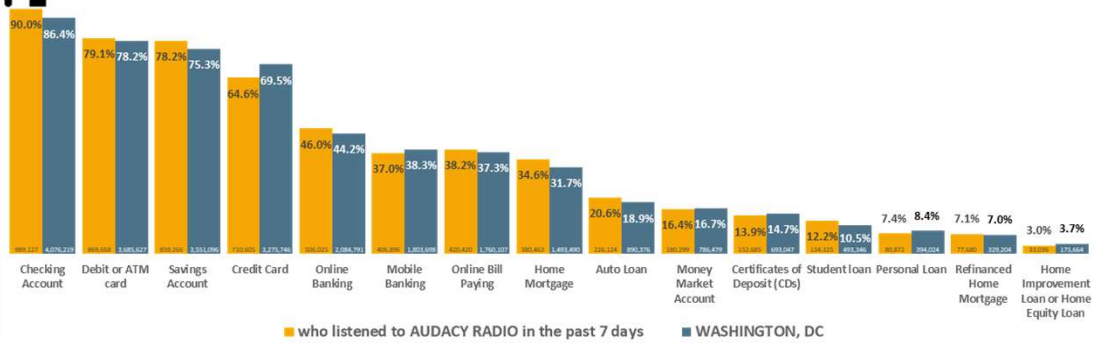
Radio Stations: WPGC-FM

23.3% or 1,099,245 of WASHINGTON, DC Metro Adults 18 or older listened to AUDACY RADIO in the past 7... Adults 18 or older who listened to AUDACY RADIO in the past 7 days are 1.3% more likely to have a 401K, 8.9% more likely to have an Auto Loan, 8.9% more likely to Invest/Trade Stocks Online, 12.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



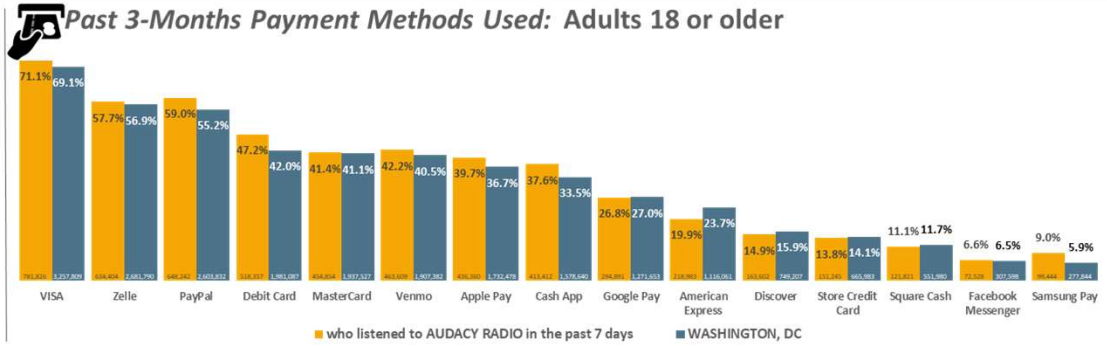
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



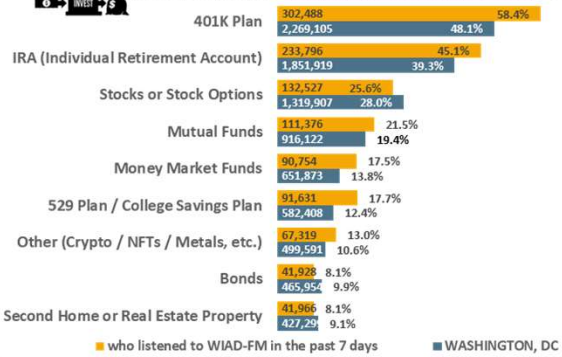
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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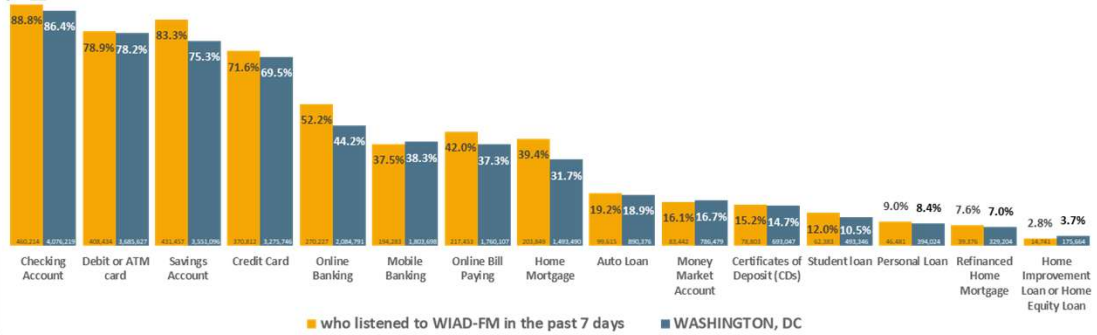
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

11.% or 517,975 of WASHINGTON, DC Metro Adults 18 or older listened to WIAD-FM in the past 7 days. Adults 18 or older who listened to WIAD-FM in the past 7 days are 21.4% more likely to have a 401K, 1.8% more likely to have an Auto Loan, 30.4% more likely to Invest/Trade Stocks Online, 9.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



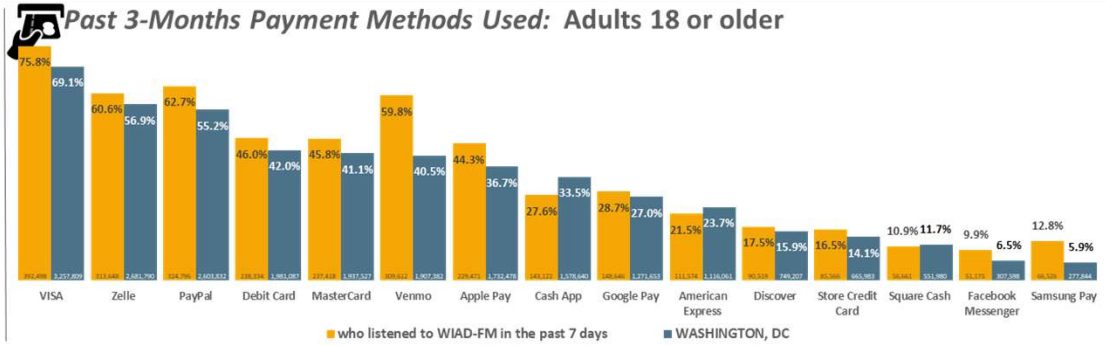
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



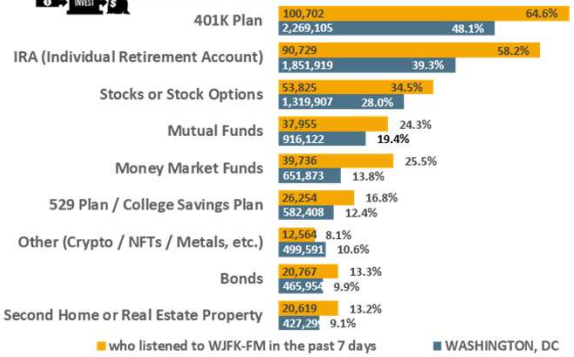
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

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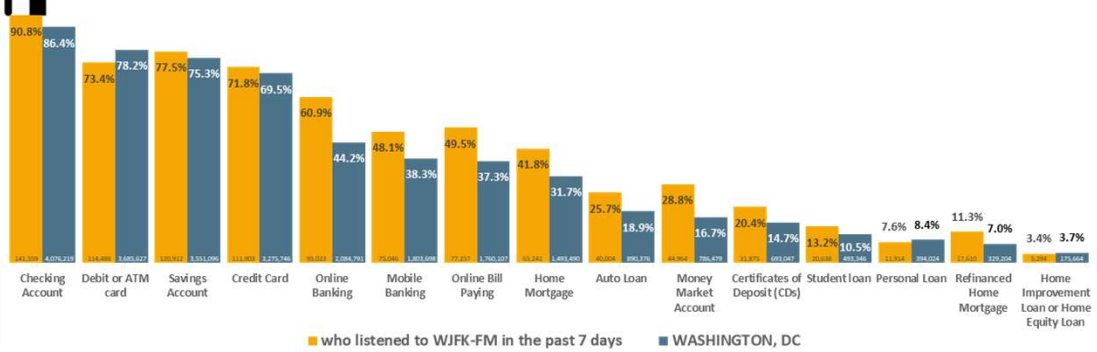
Radio Stations: WIAD-FM

3.3% or 155,960 of WASHINGTON, DC Metro Adults 18 or older listened to WJFK-FM in the past 7 days. Adults 18 or older who listened to WJFK-FM in the past 7 days are 34.2% more likely to have a 401K, 35.8% more likely to have an Auto Loan, 53.4% more likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



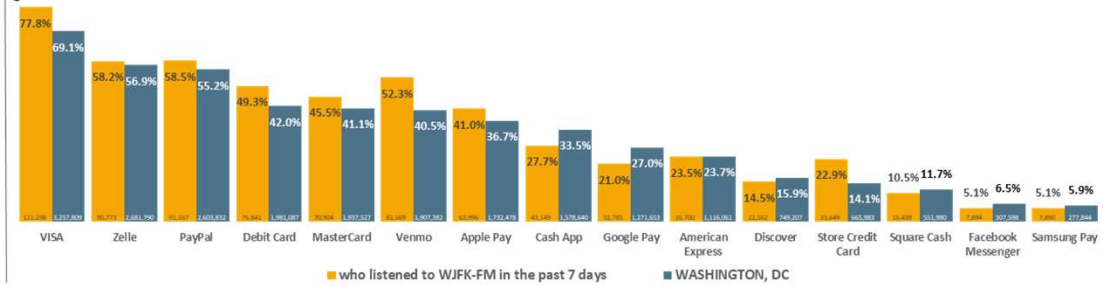
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

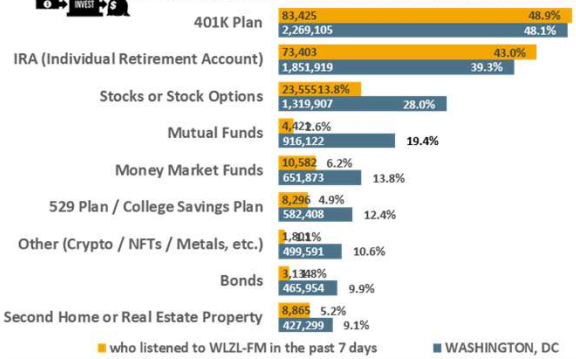


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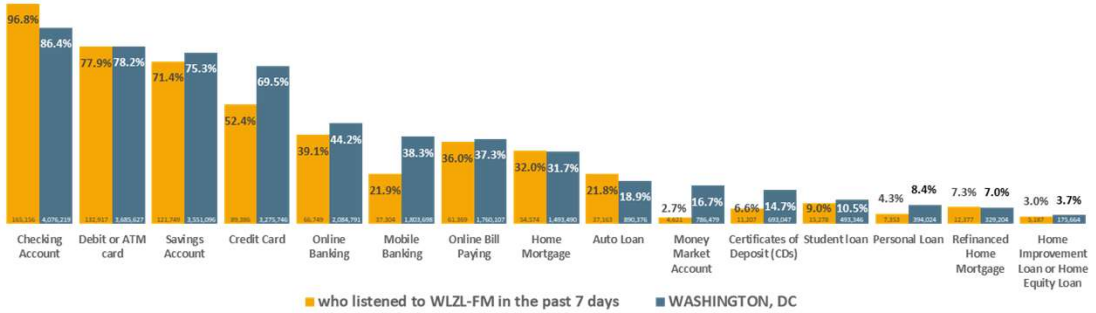
Radio Stations: WJFK-FM

3.6% or 170,582 of WASHINGTON, DC Metro Adults 18 or older listened to WLZL-FM in the past 7 days. Adults 18 or older who listened to WLZL-FM in the past 7 days are 1.6% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 73.3% less likely to Invest/Trade Stocks Online, 36.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



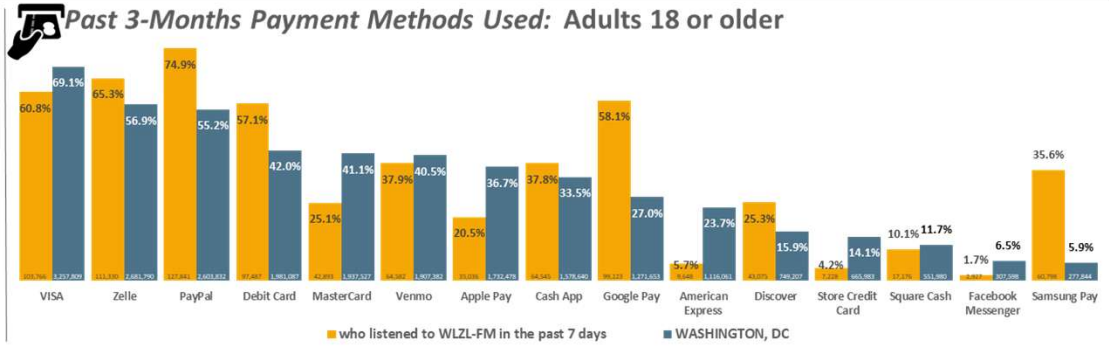
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

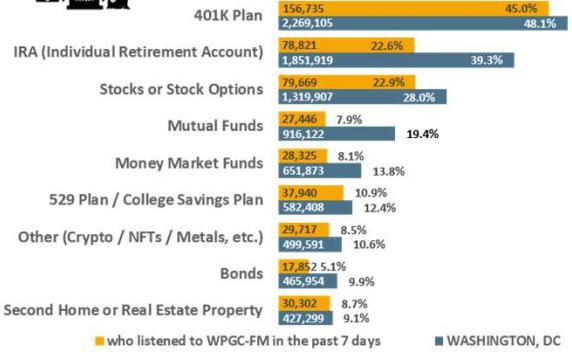


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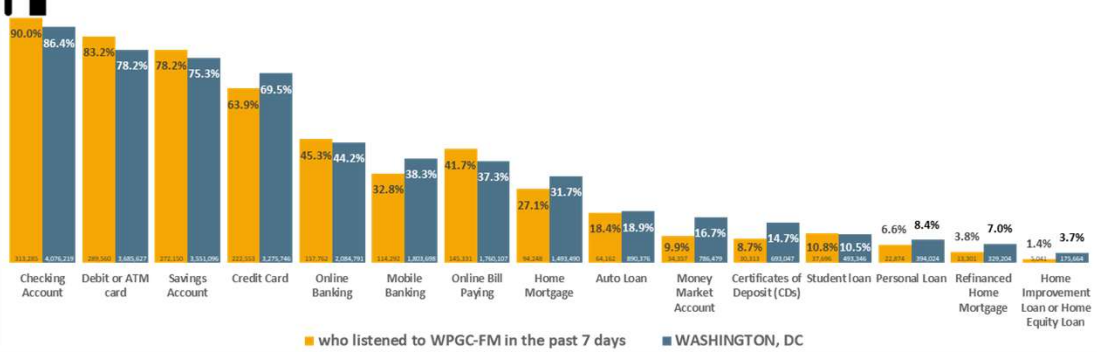
Radio Stations: WLZL-FM

7.4% or 348,194 of WASHINGTON, DC Metro Adults 18 or older listened to WPGC-FM in the past 7 days. Adults 18 or older who listened to WPGC-FM in the past 7 days are 6.5% less likely to have a 401K, 2.4% less likely to have an Auto Loan, 31.1% less likely to Invest/Trade Stocks Online, 47.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



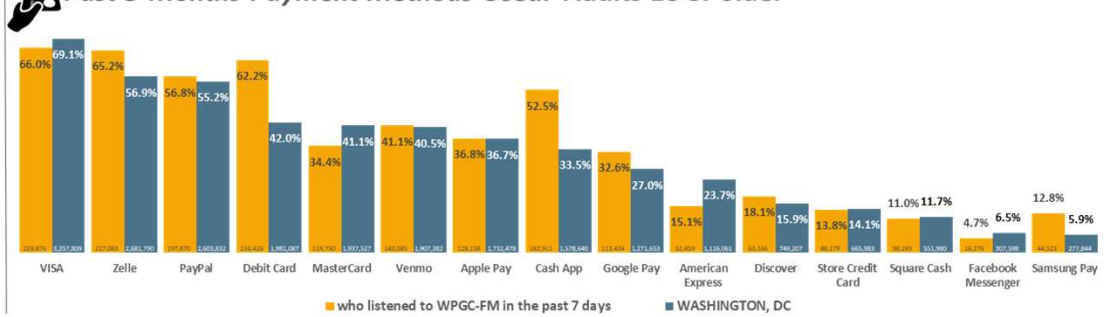
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



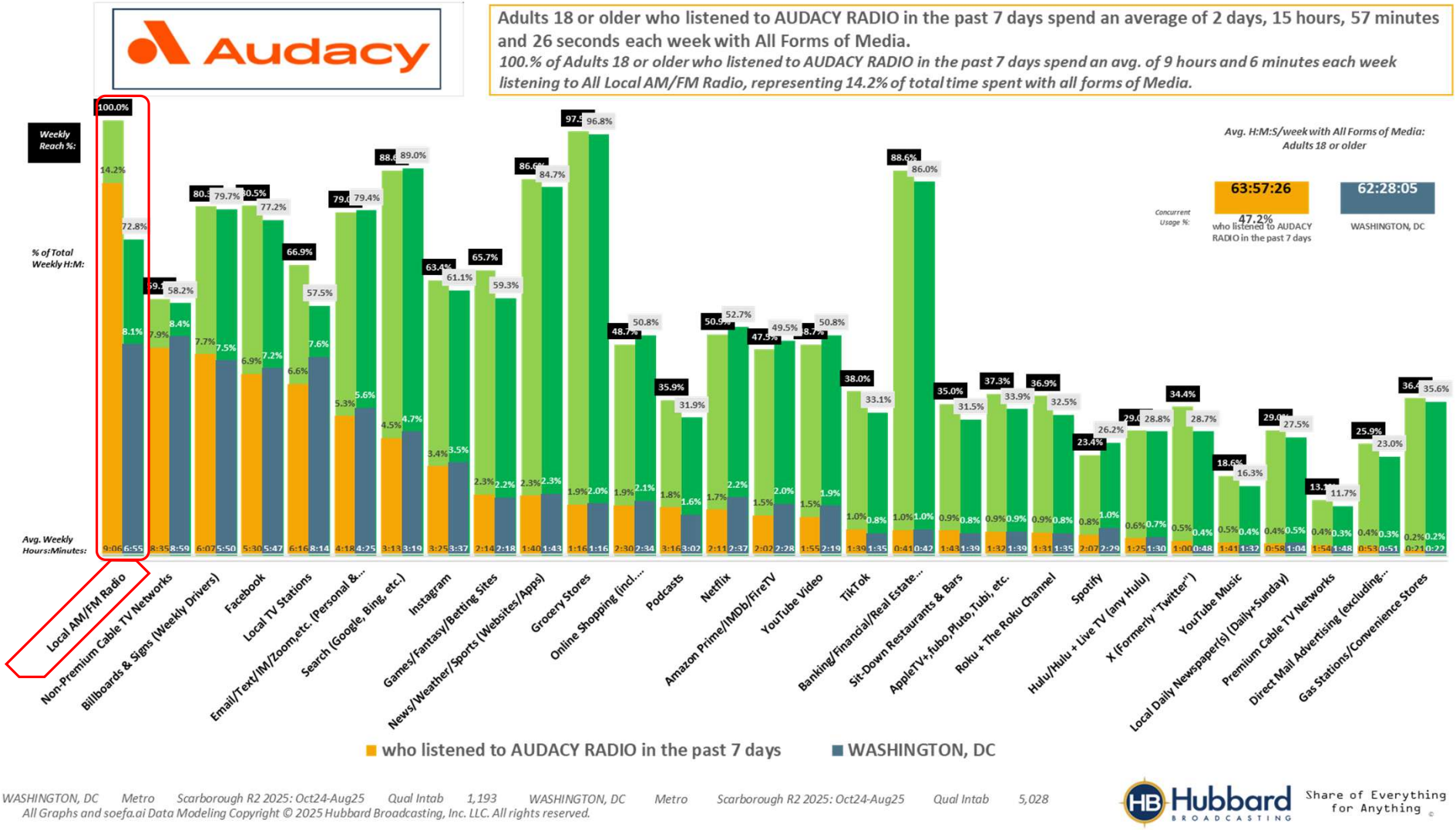
Past 3-Months Payment Methods Used: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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Radio Stations: WPGC-FM

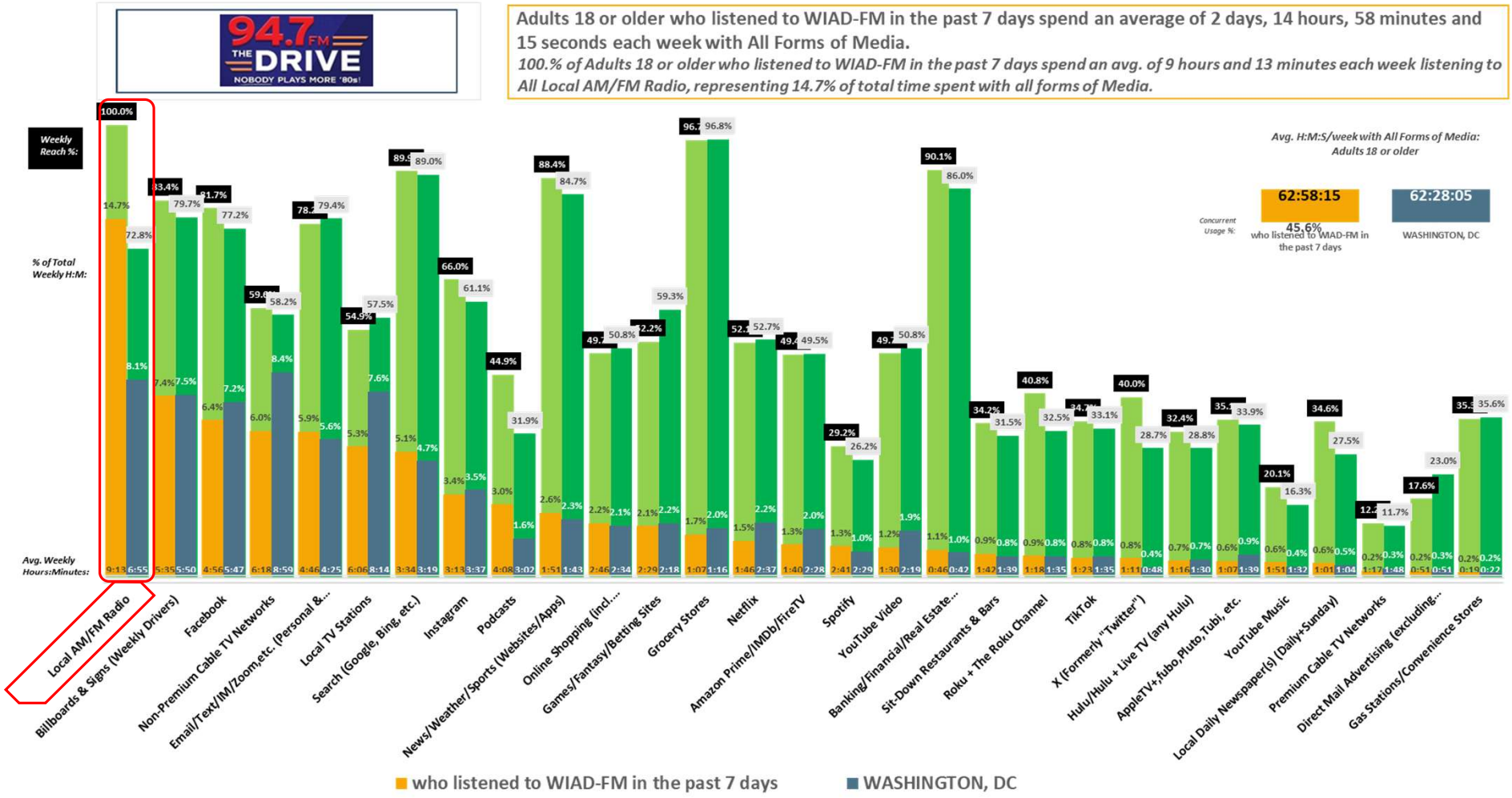


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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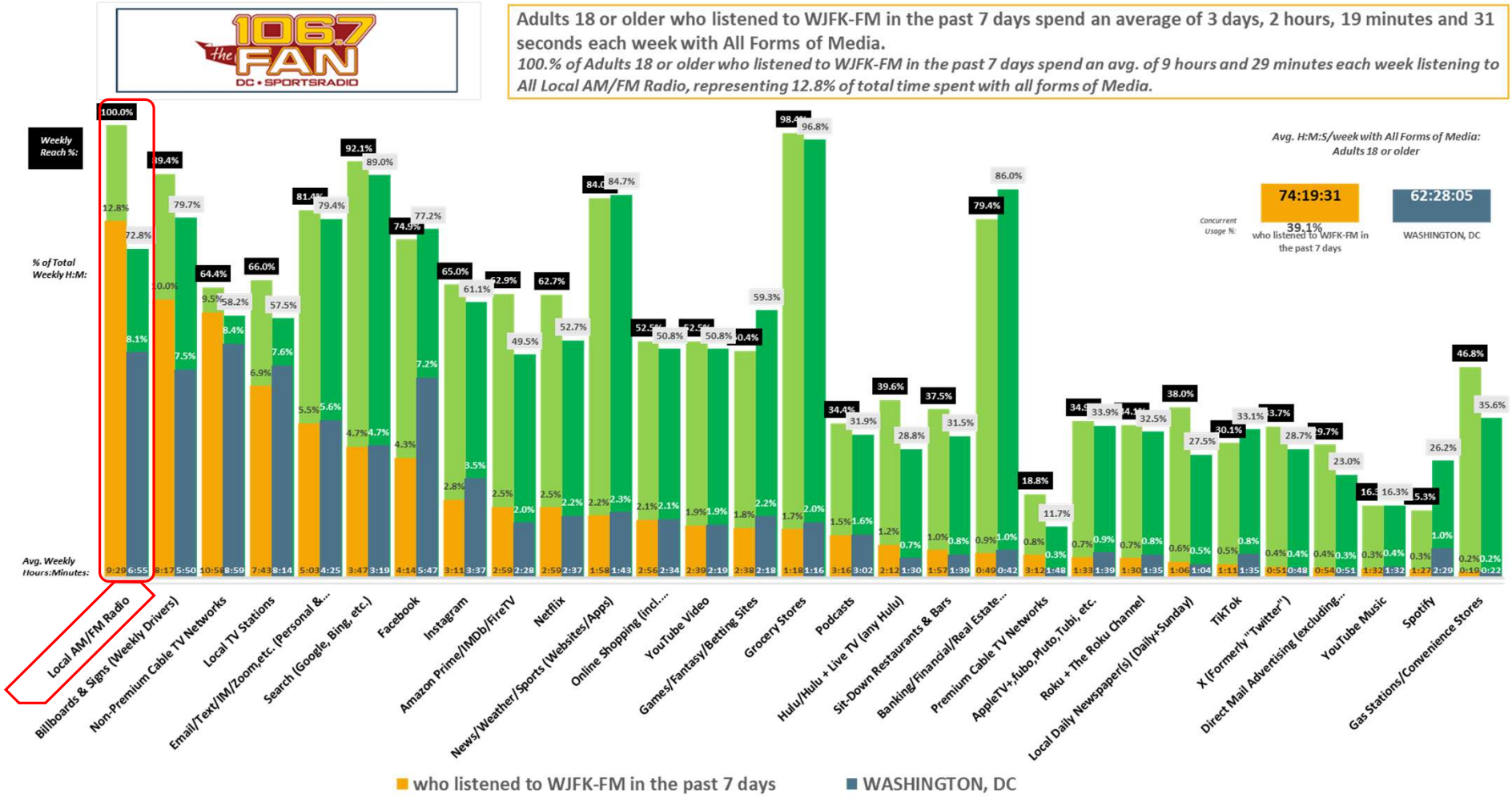
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028
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Radio Stations: WIAD-FM

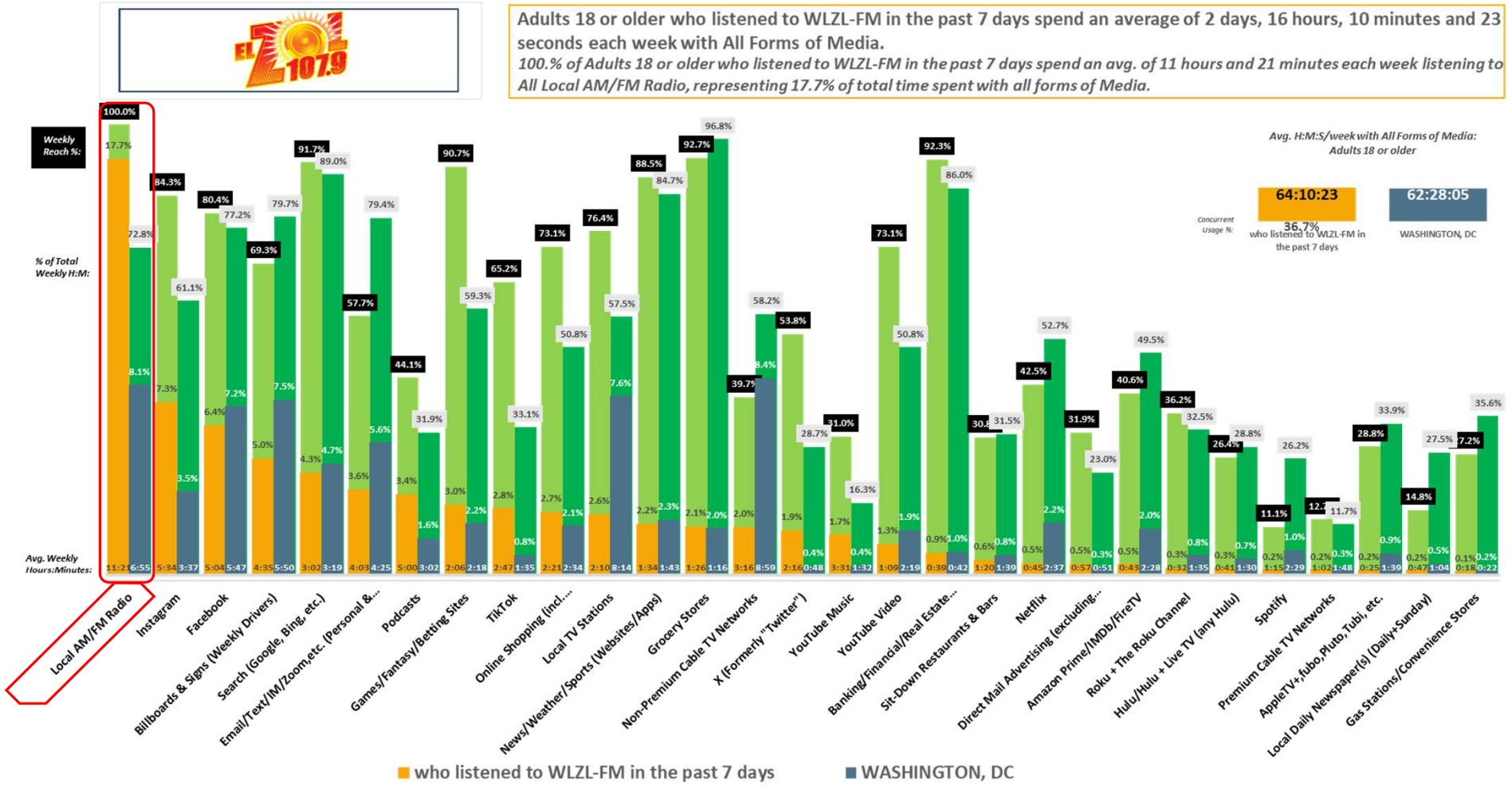


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WJFK-FM

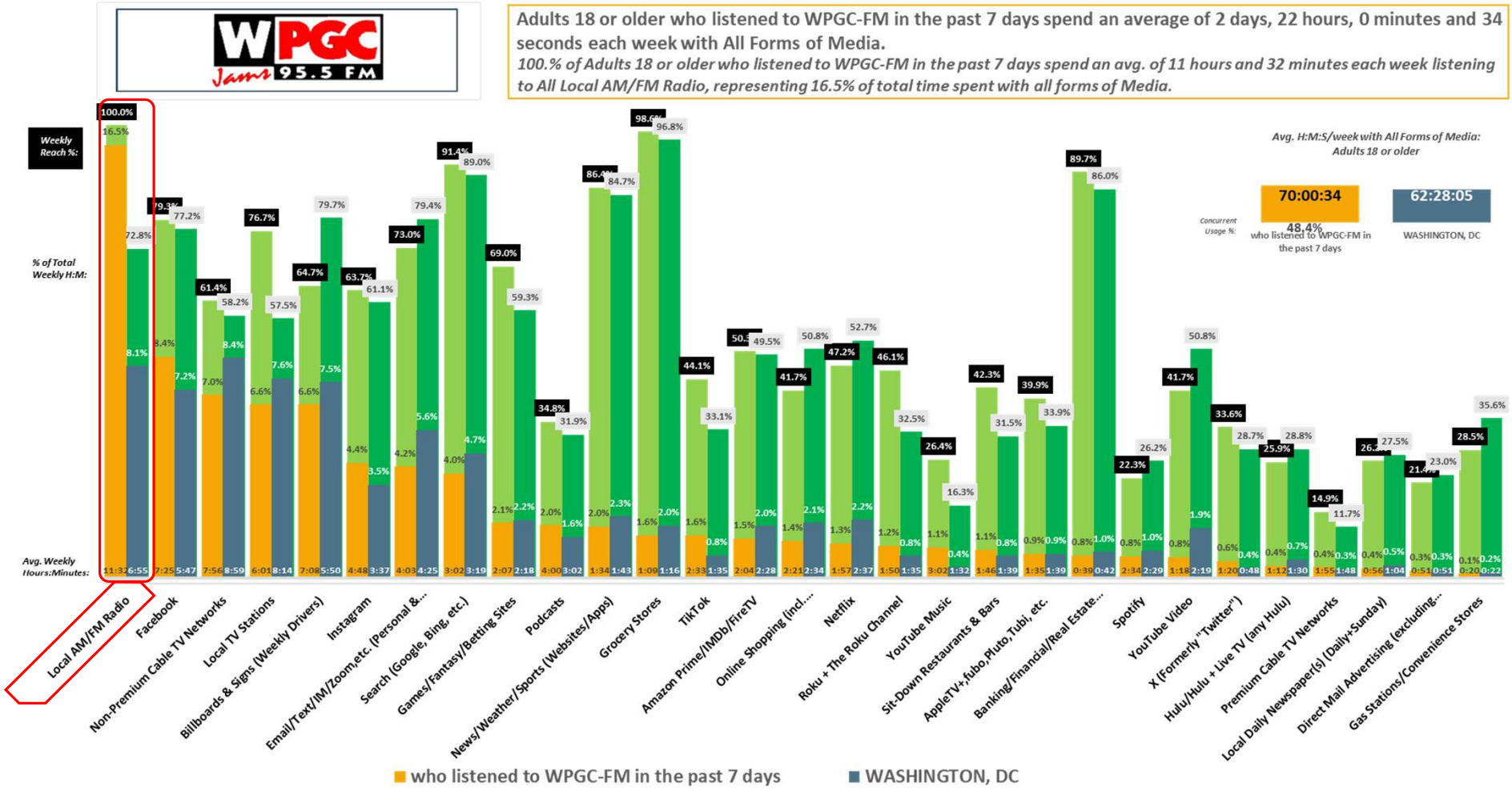


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WLZL-FM

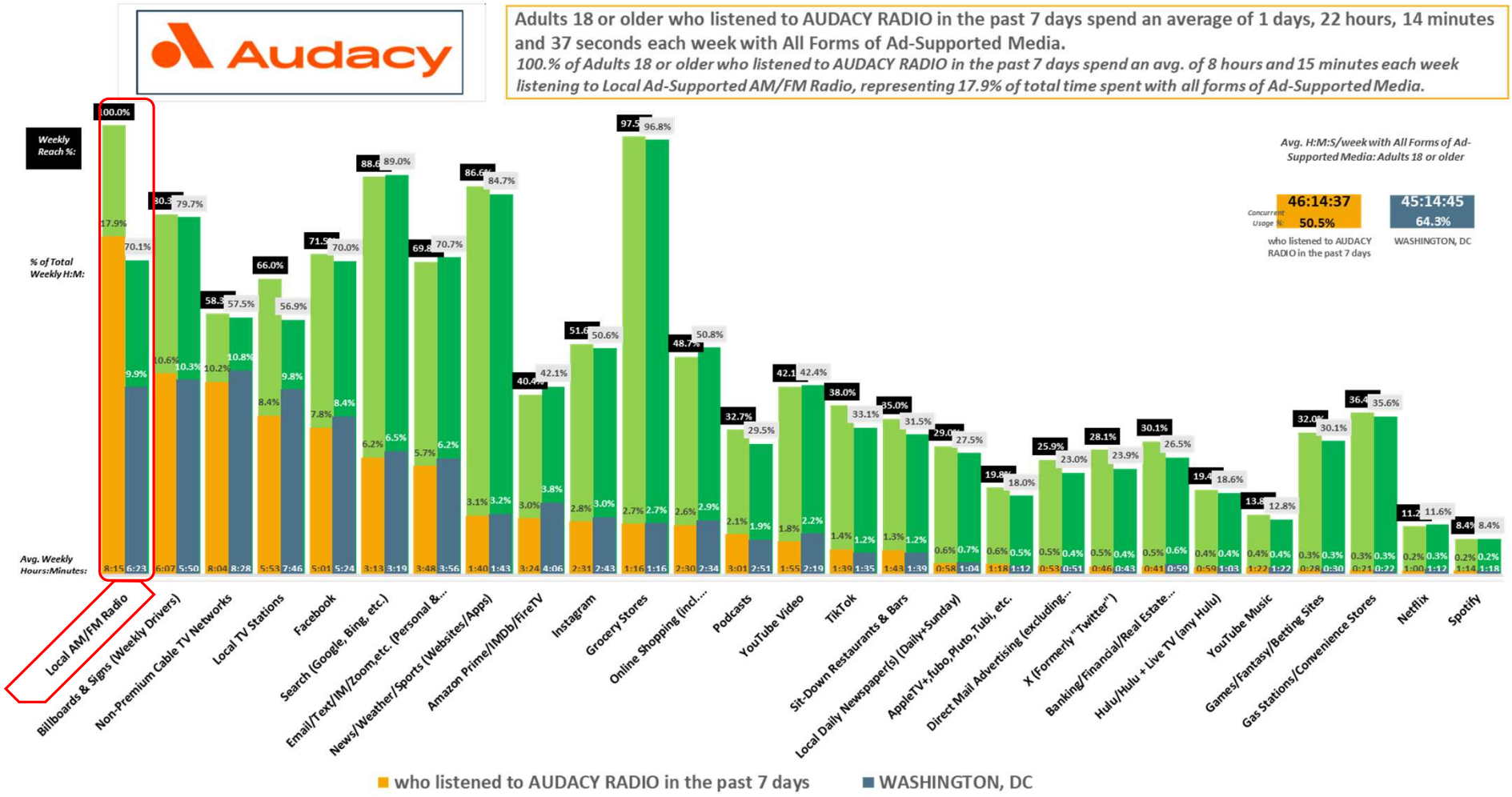


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WPGC-FM

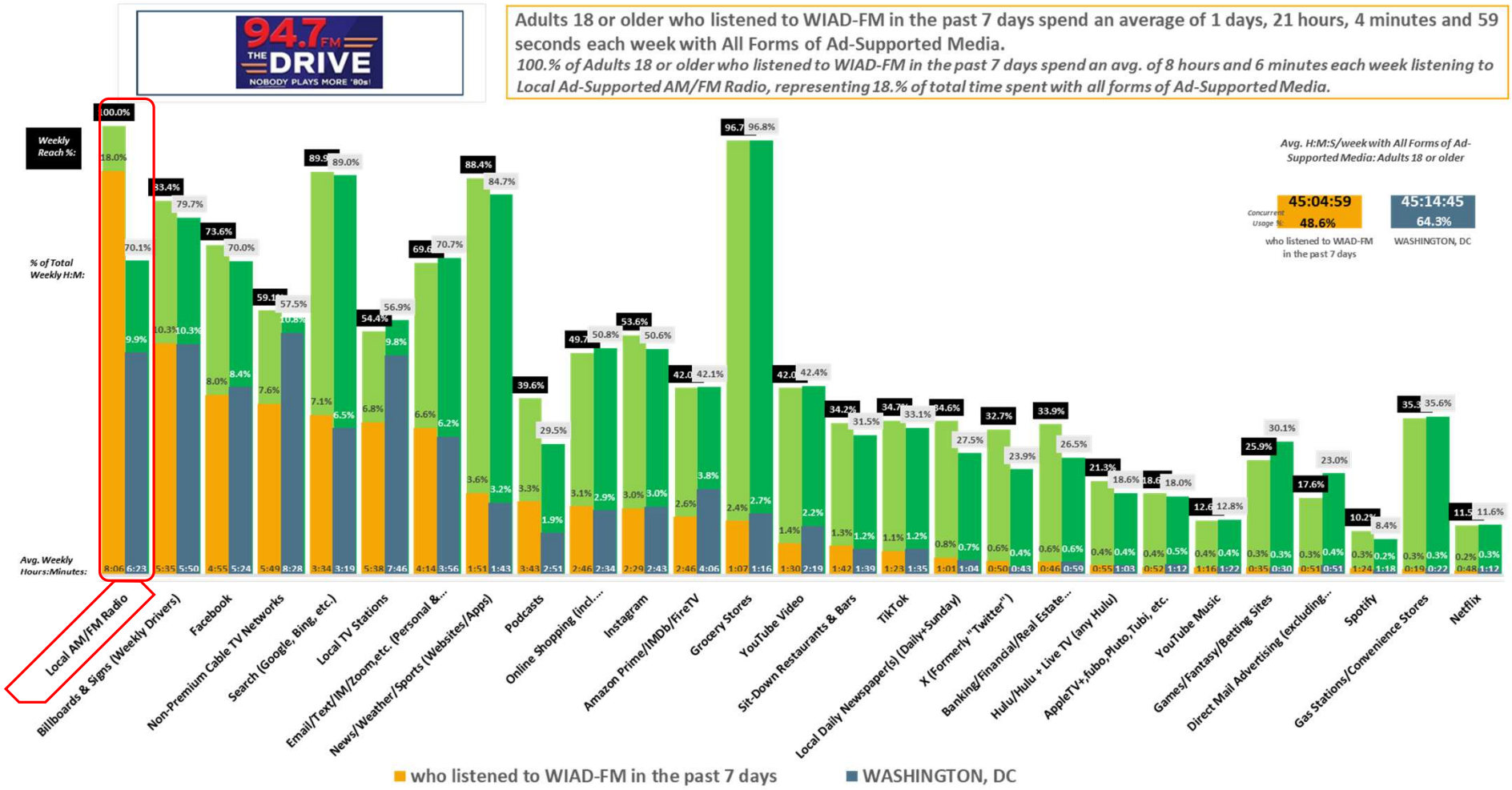


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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

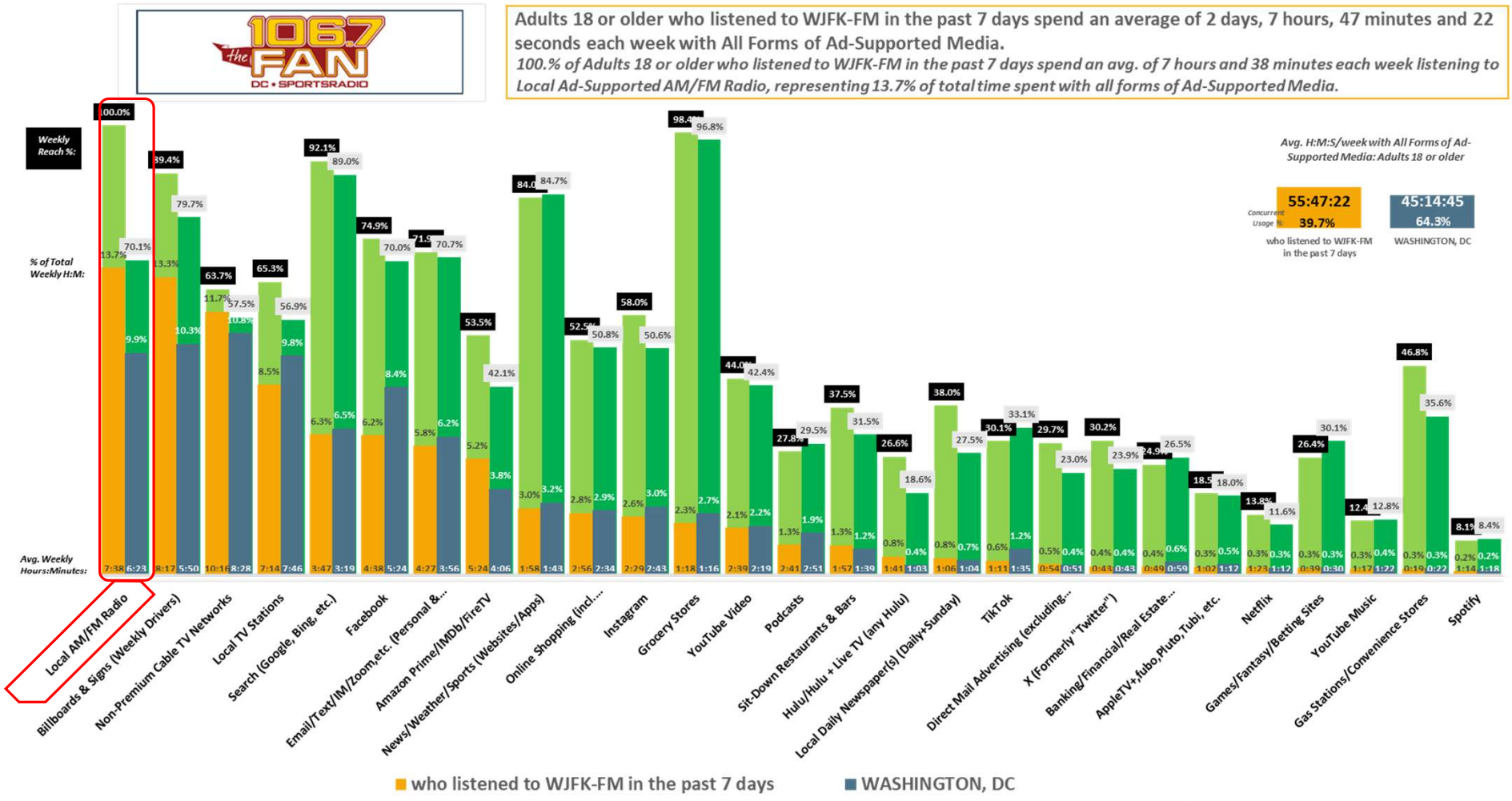


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WIAD-FM

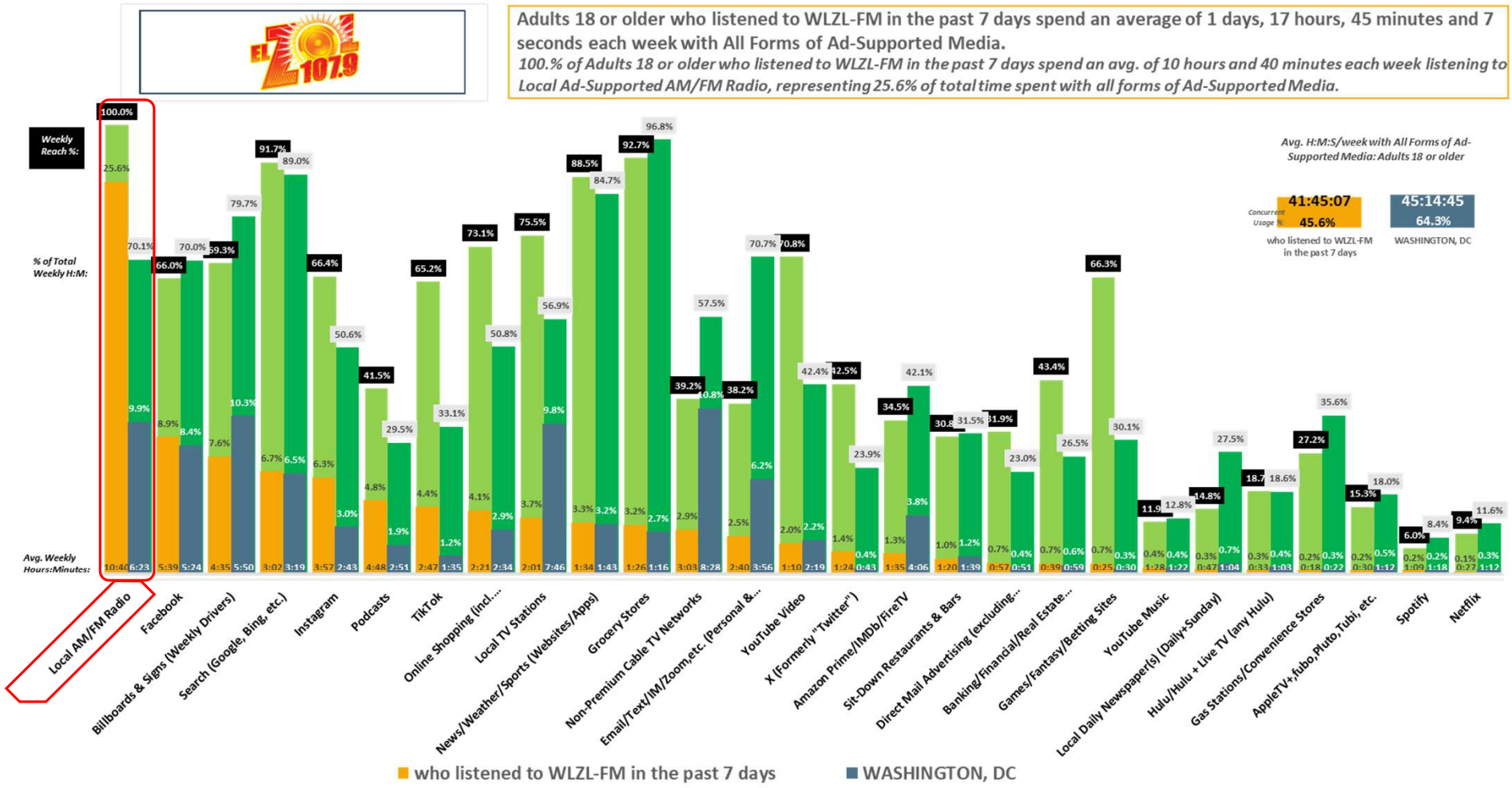


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WJFK-FM

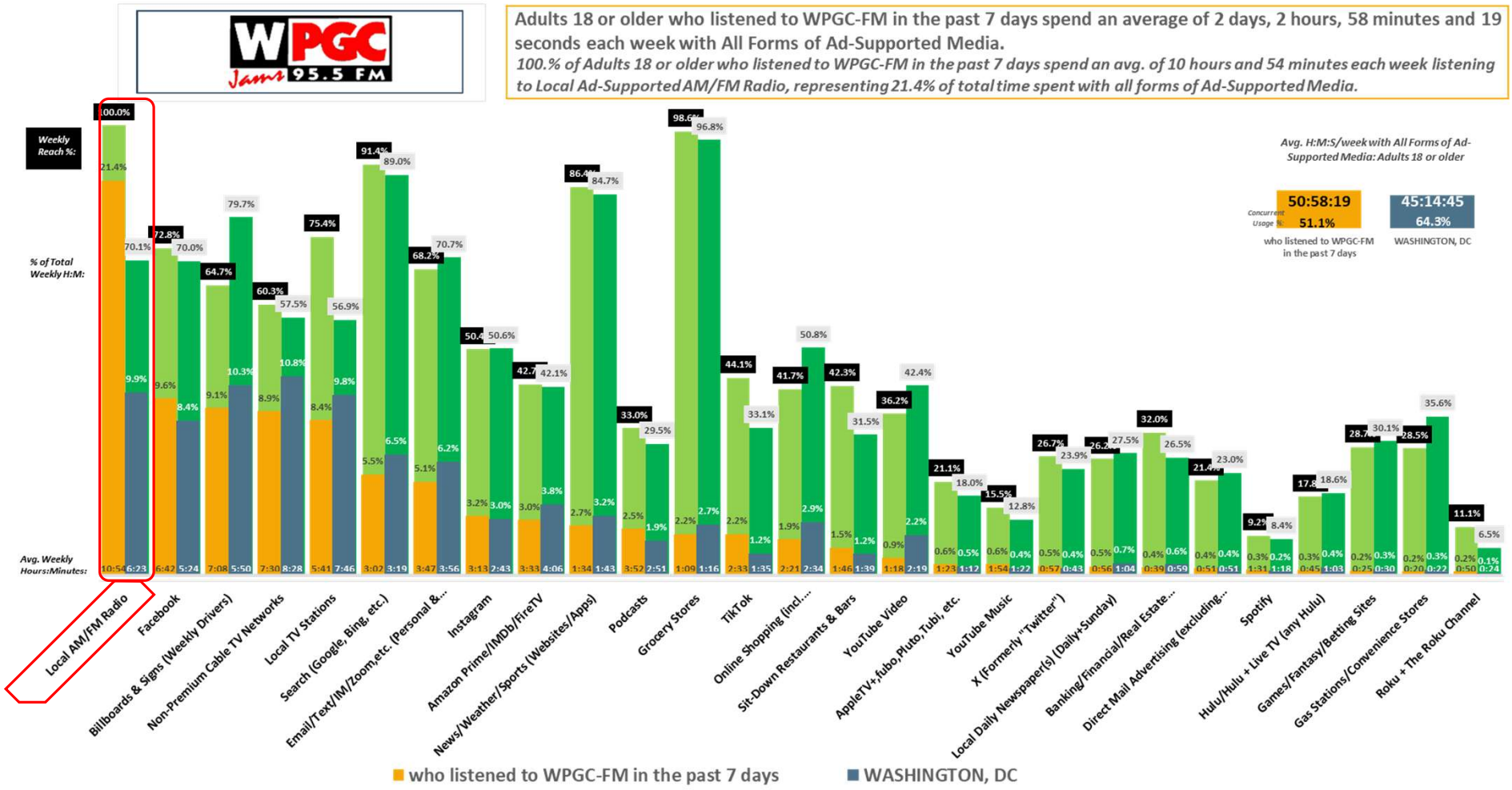


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WLZL-FM



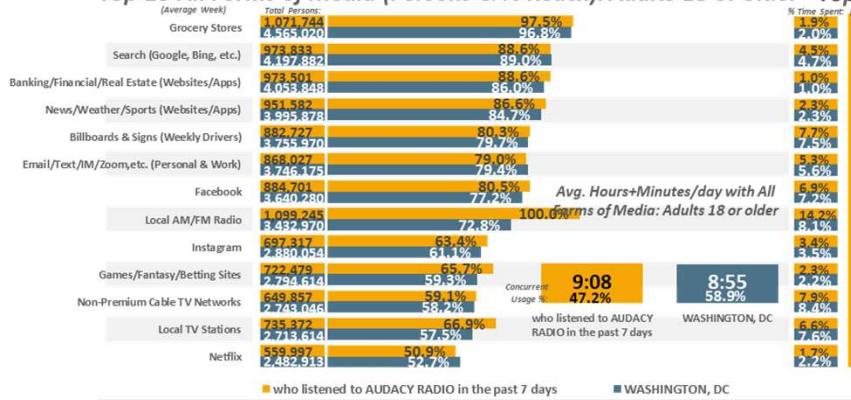
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028
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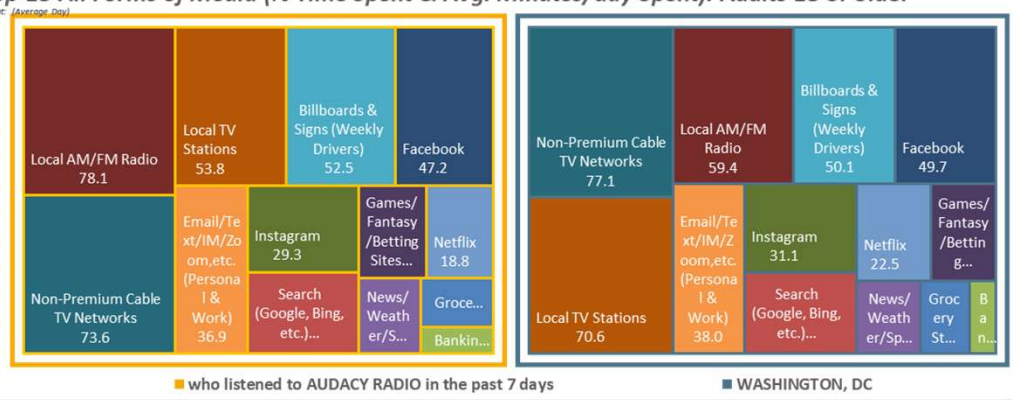
Radio Stations: WPGC-FM

Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 6 hours and 36 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 17.9% of Time with Ad-Supported Media.)*

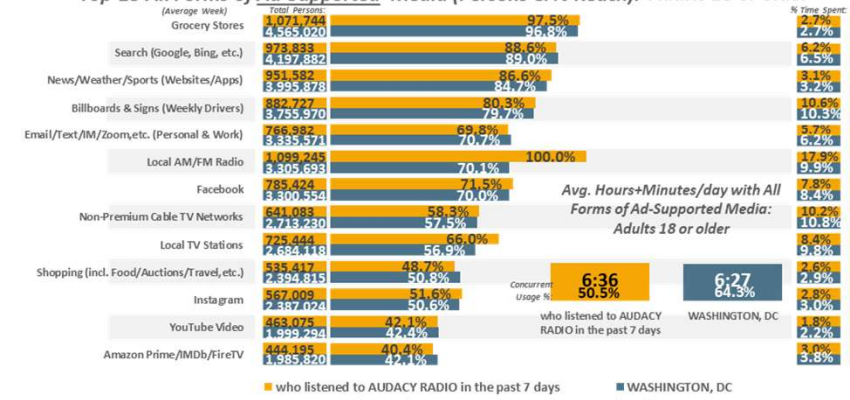
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



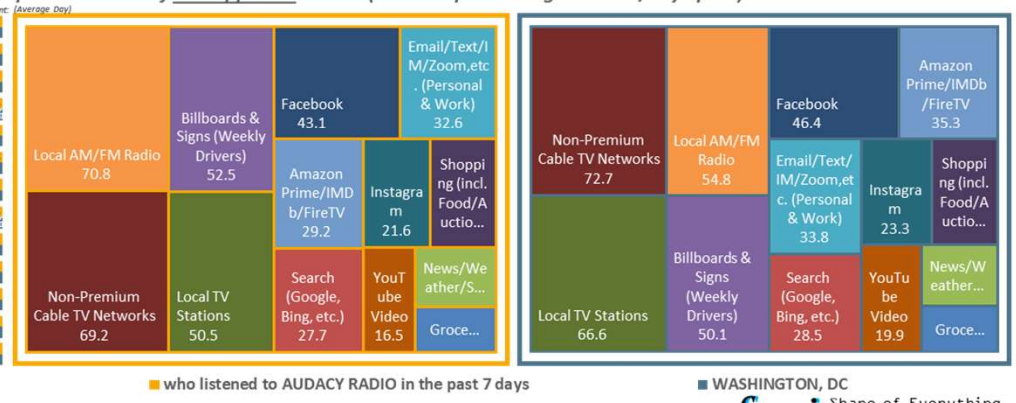
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

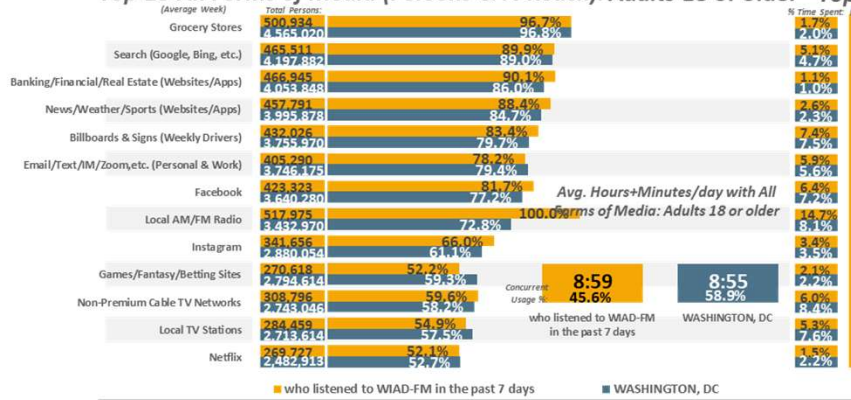
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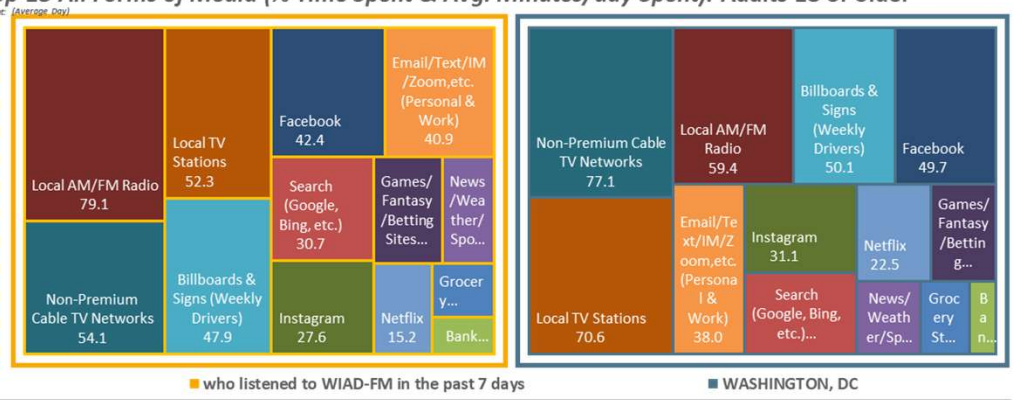
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. *(Local Radio delivers 18.% of Time with Ad-Supported Media.)*

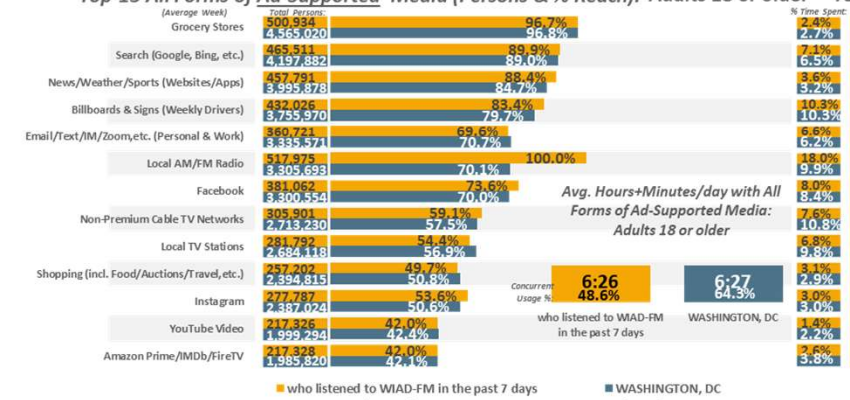
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



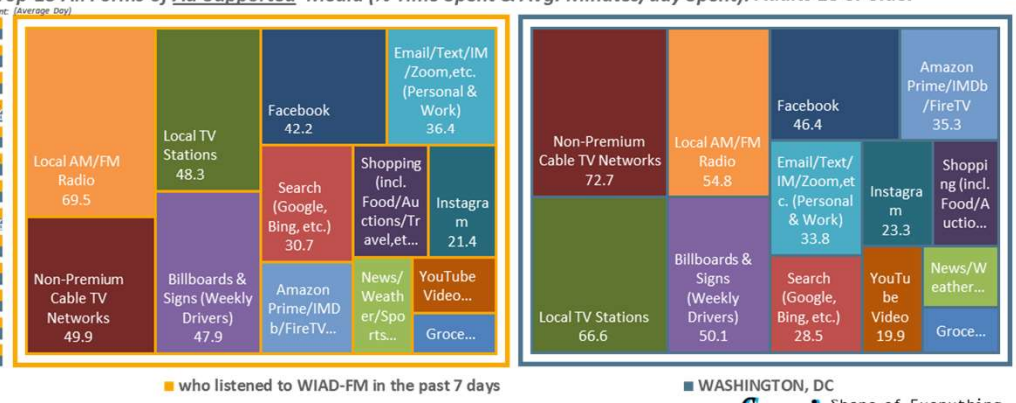
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

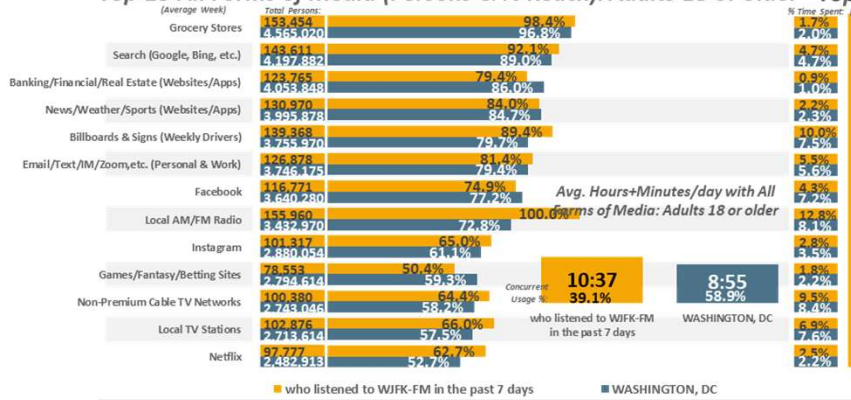
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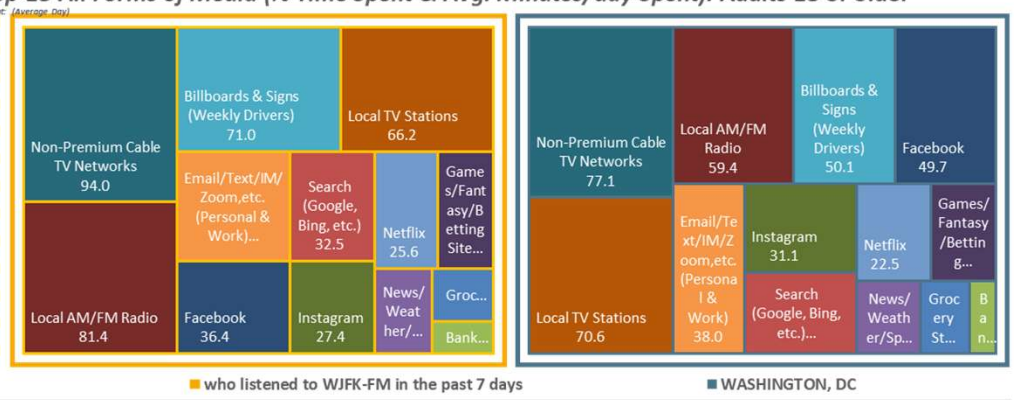
Radio Stations: WIAD-FM

Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

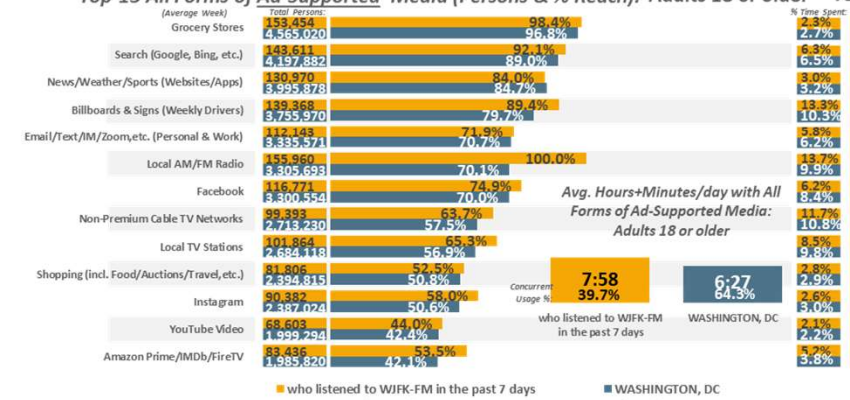
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



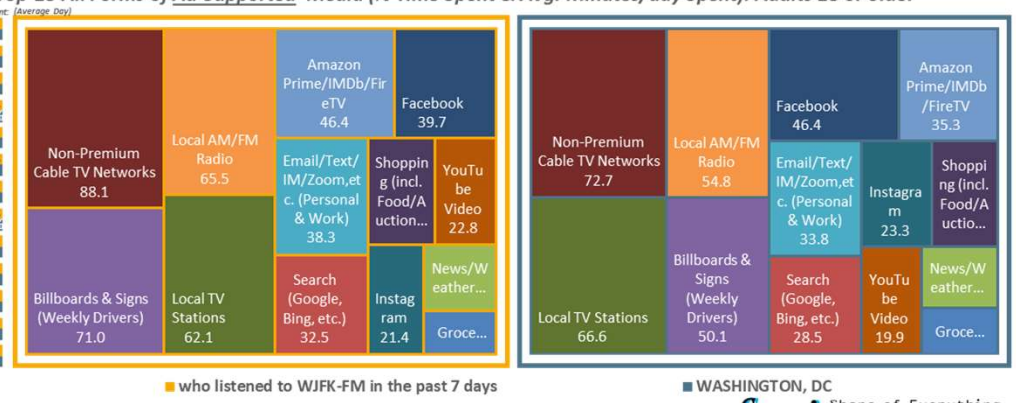
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

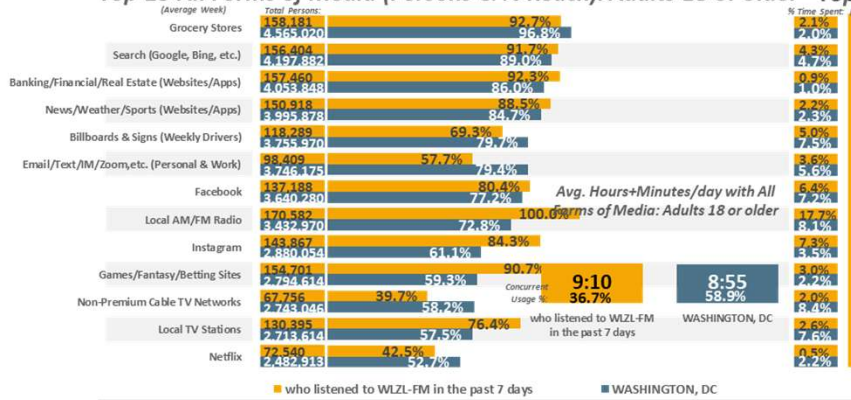
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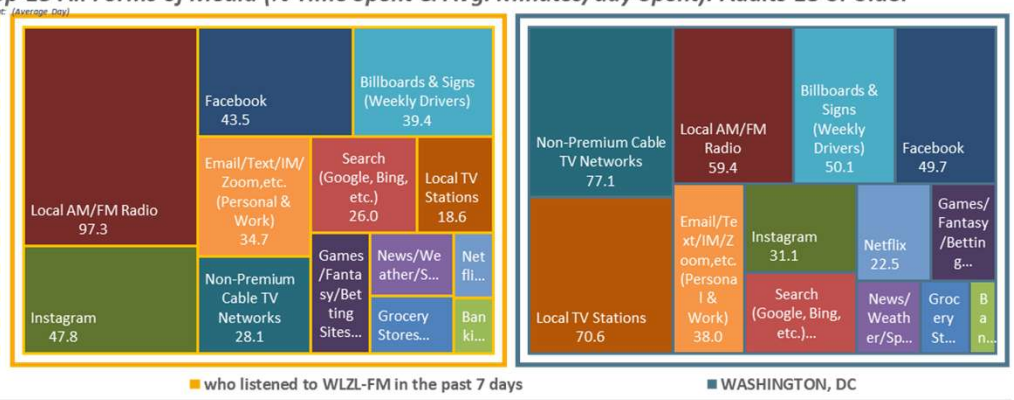
Radio Stations: WJFK-FM

Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 5 hours and 57 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 91.5 minutes/day. *(Local Radio delivers 25.6% of Time with Ad-Supported Media.)*

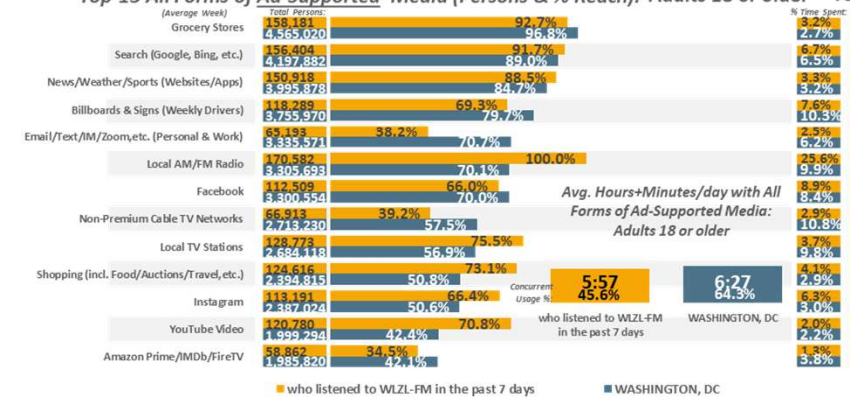
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



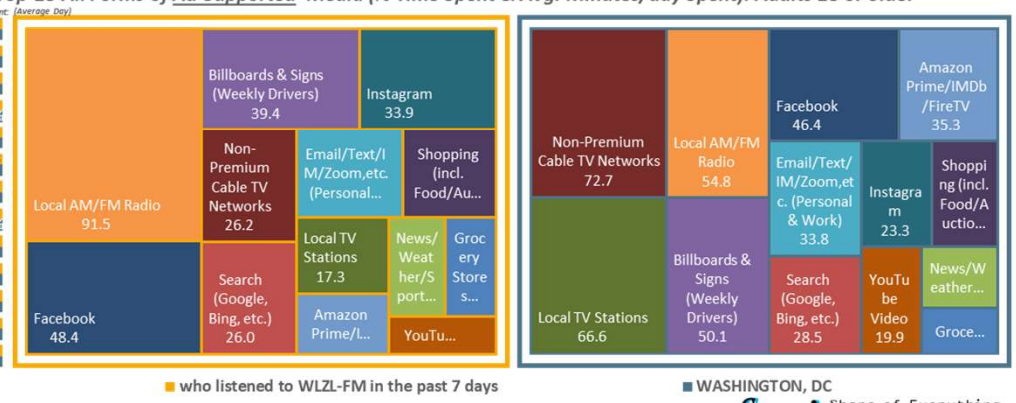
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

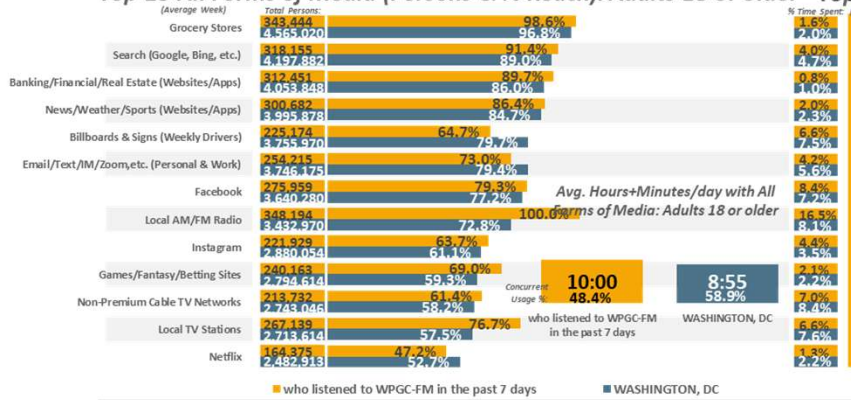
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Radio Stations: WLZL-FM

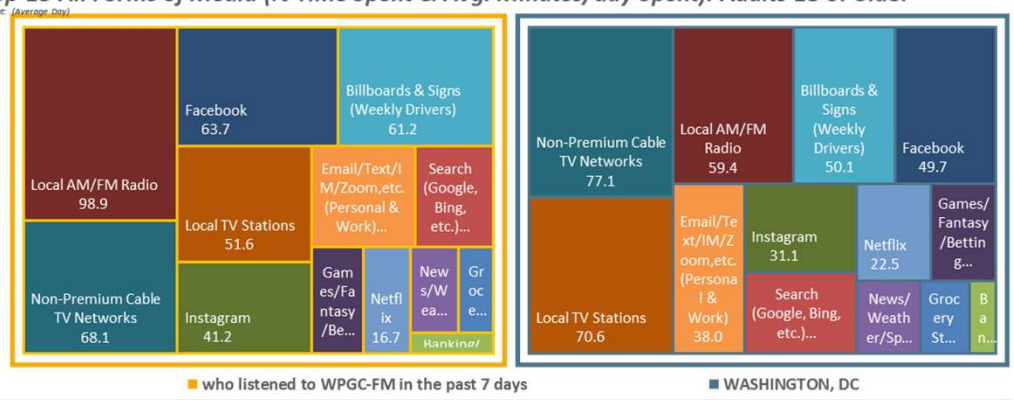
Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 93.5 minutes/day. *(Local Radio delivers 21.4% of Time with Ad-Supported Media.)*

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

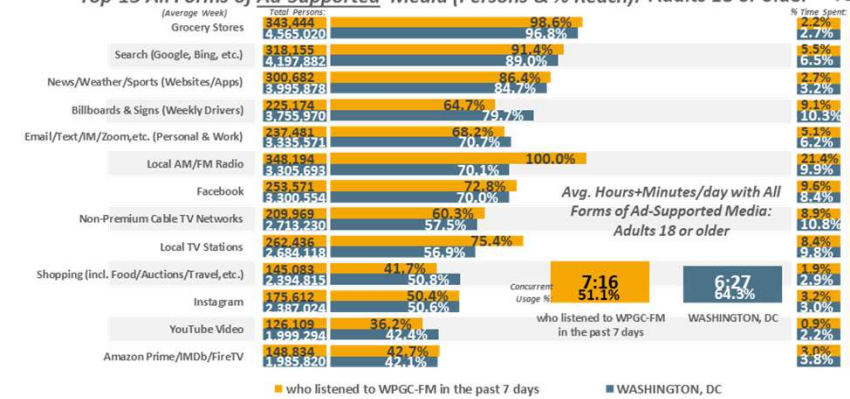


Avg. Hours+Minutes/day with All Forms of Media: Adults 18 or older

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

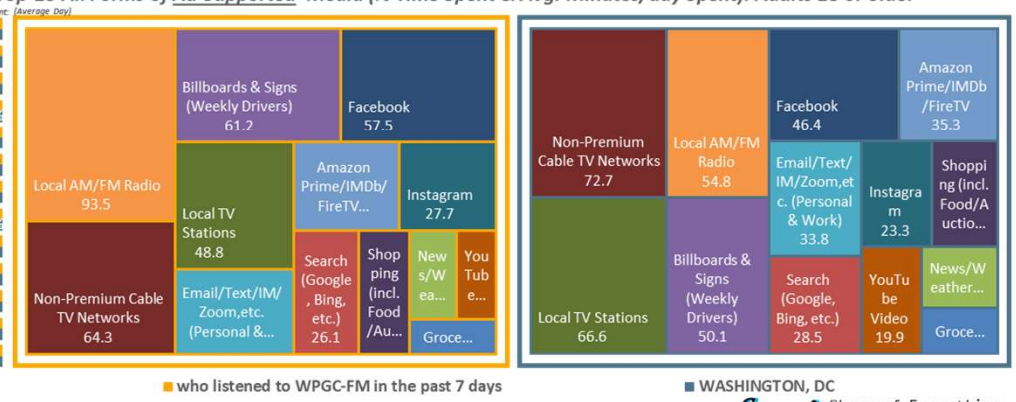


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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

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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

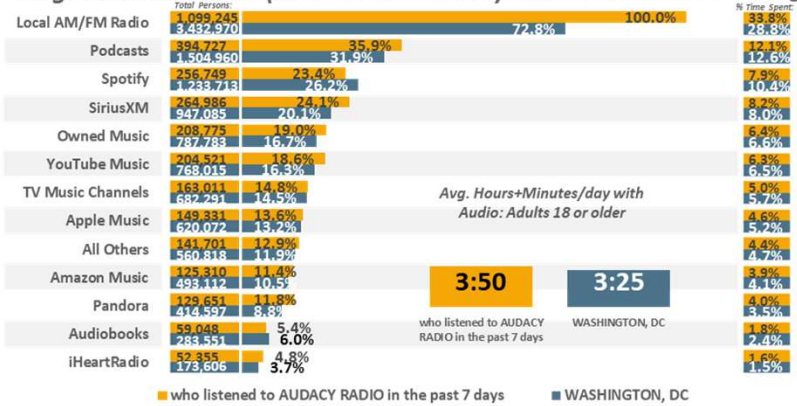
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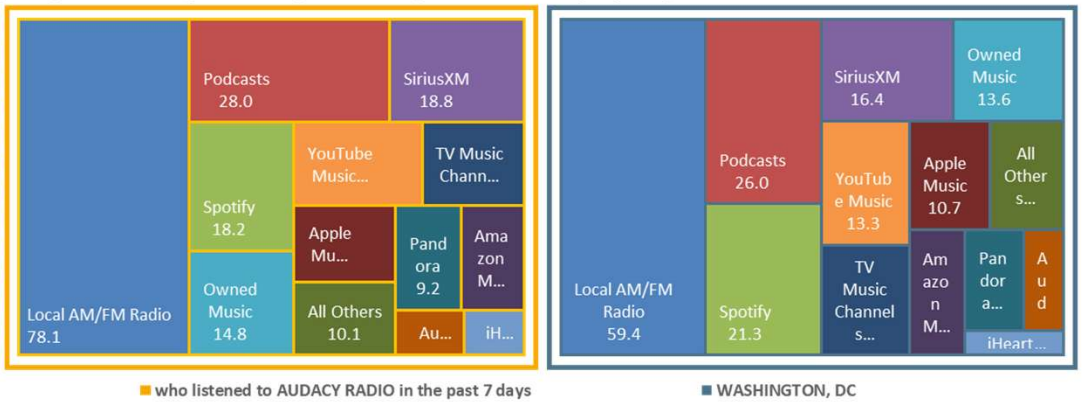
Radio Stations: WPGC-FM

1,099,245 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

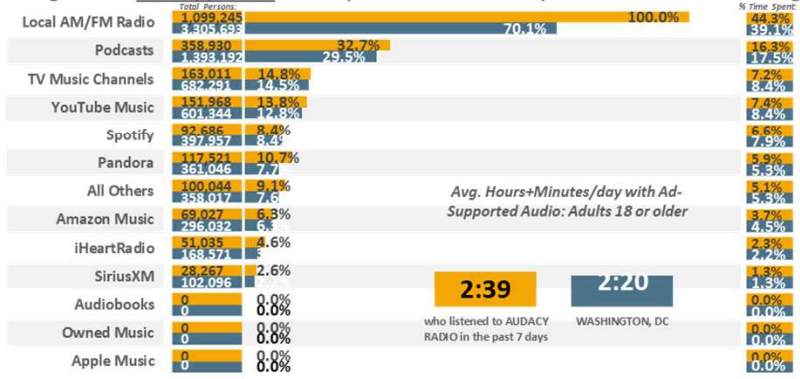
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



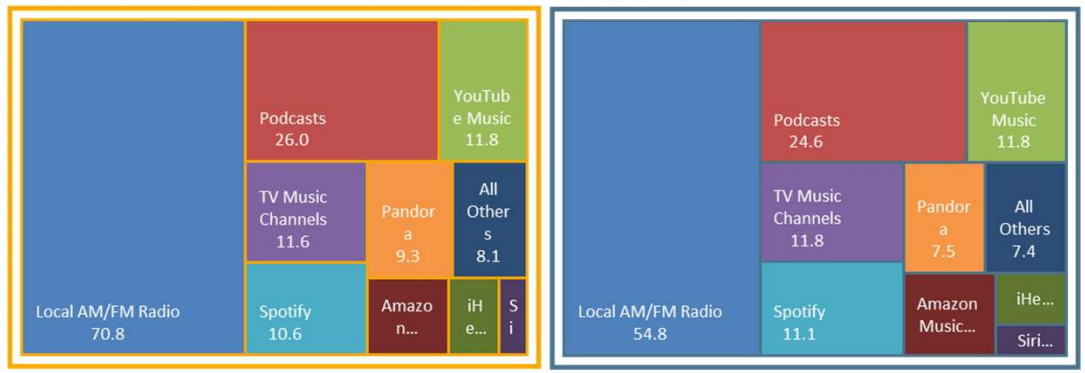
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

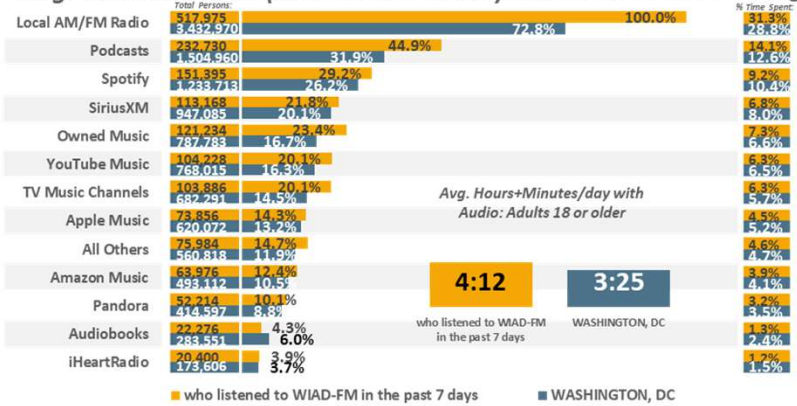
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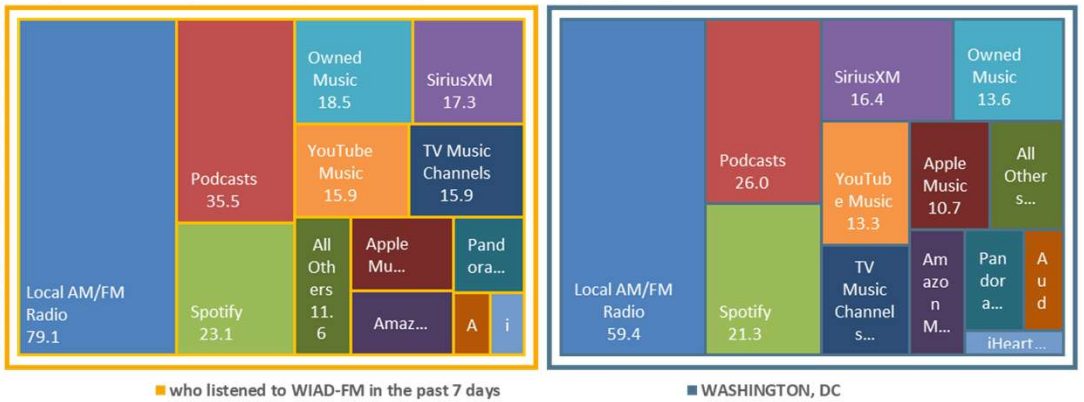
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

517,975 or 100.% of Adults 18 or older who listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

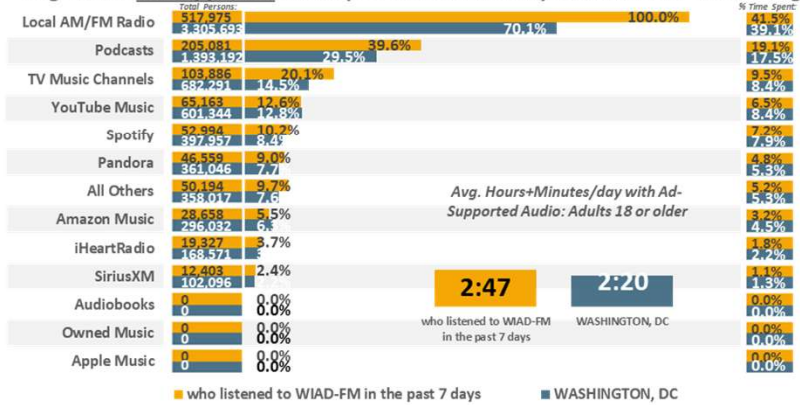
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



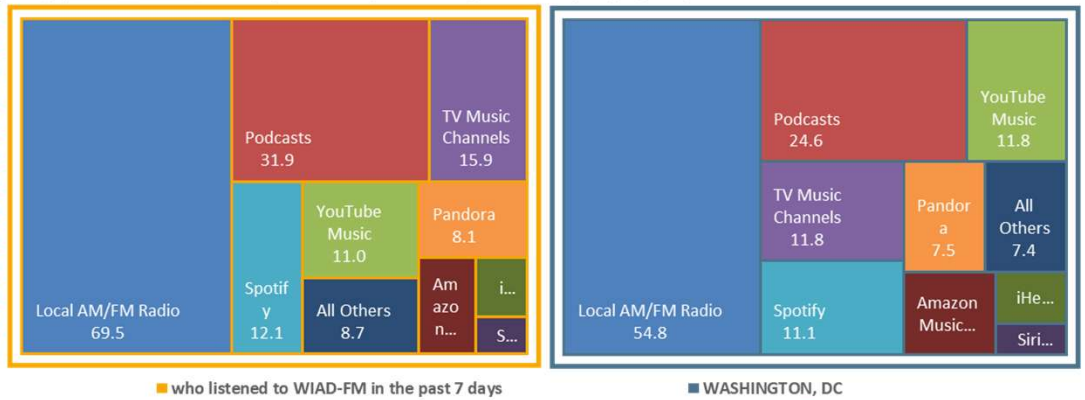
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

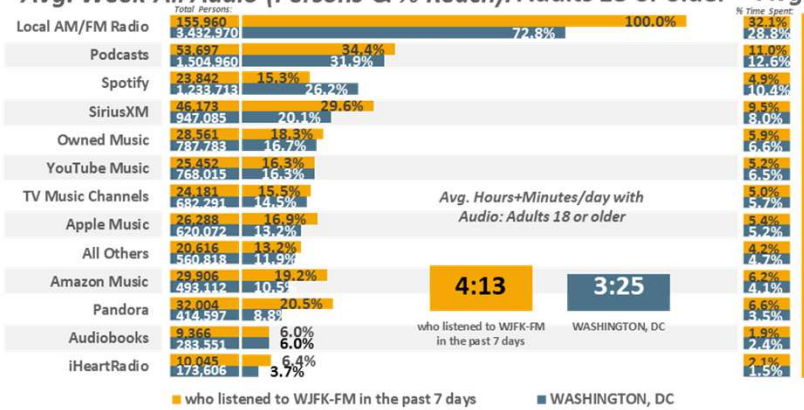
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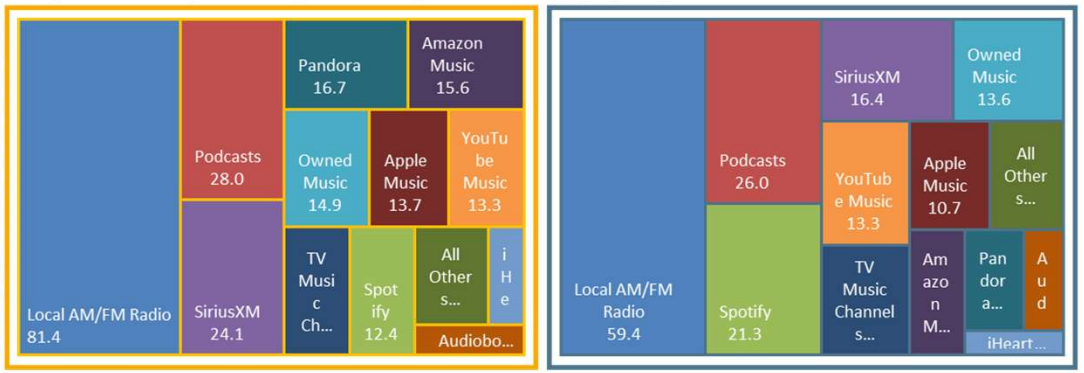
Radio Stations: WIAD-FM

155,960 or 100.% of Adults 18 or older who listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

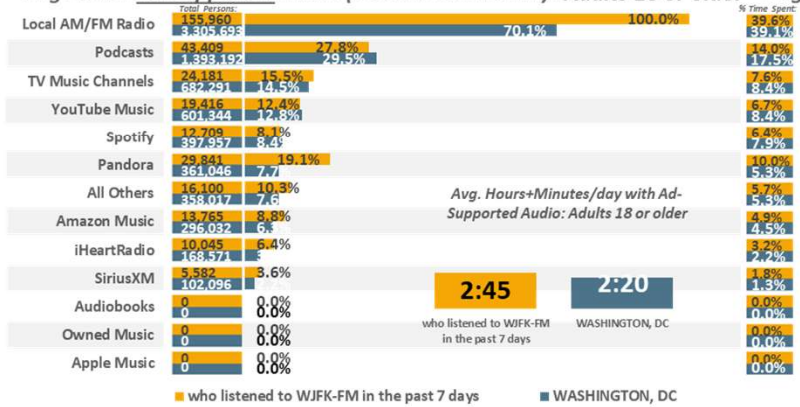
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



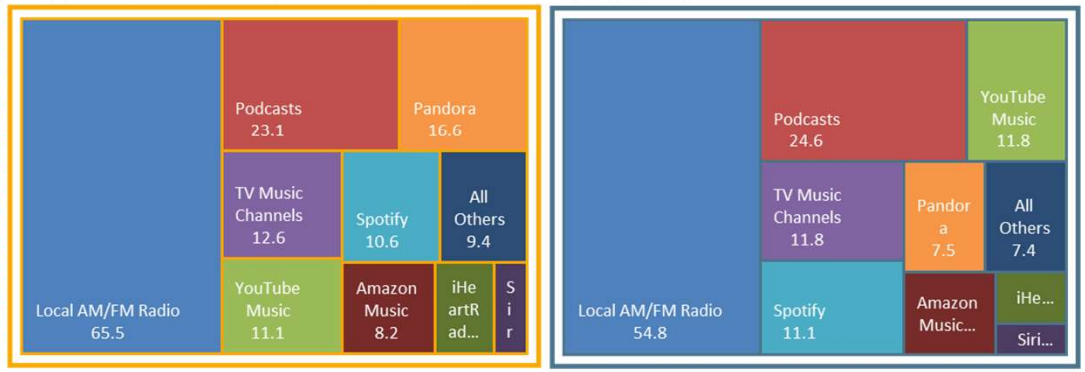
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

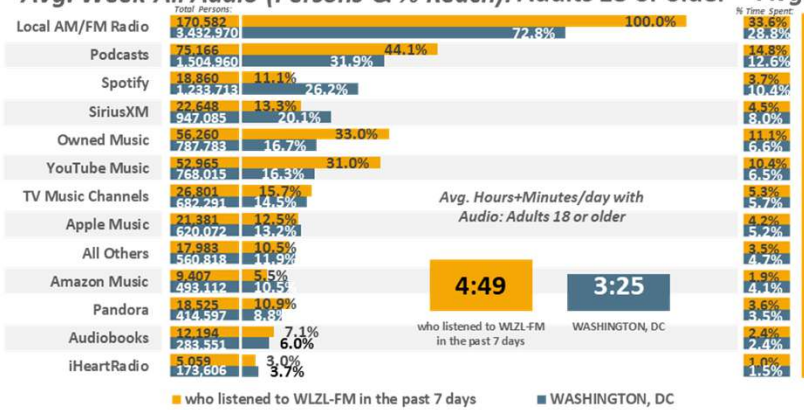
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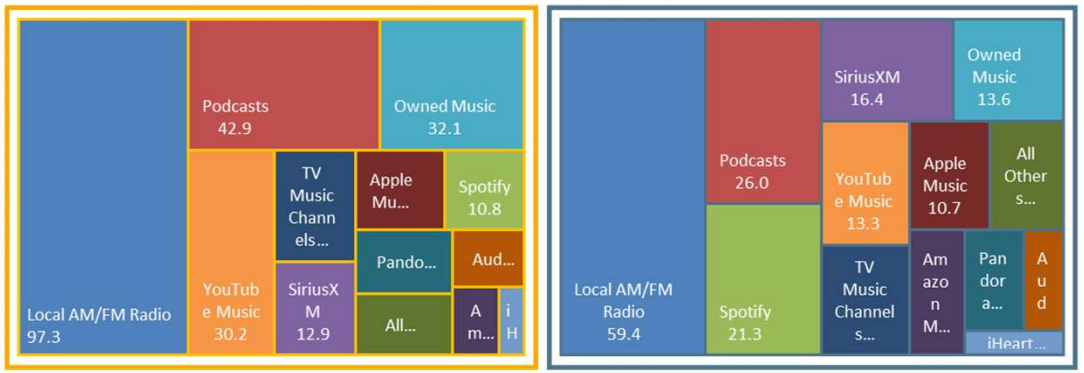
Radio Stations: WJFK-FM

170,582 or 100.% of Adults 18 or older who listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.5 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.

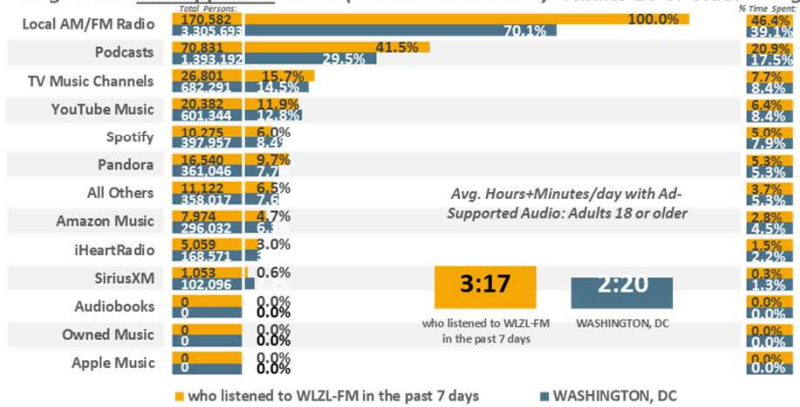
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



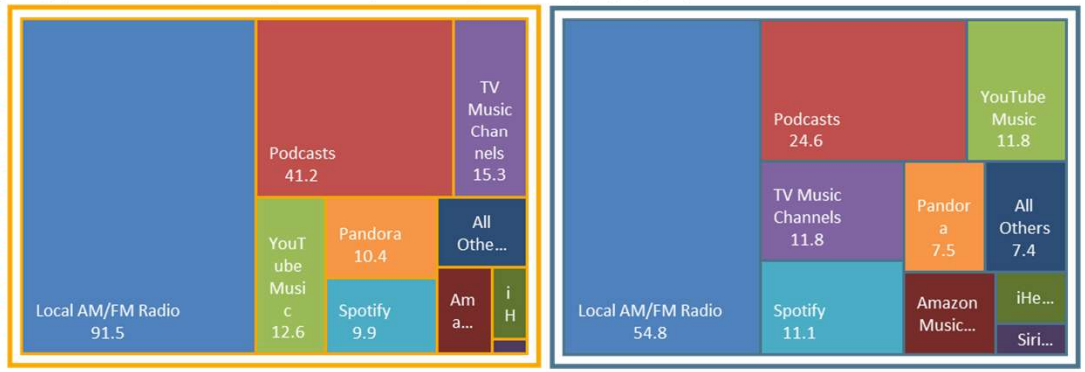
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

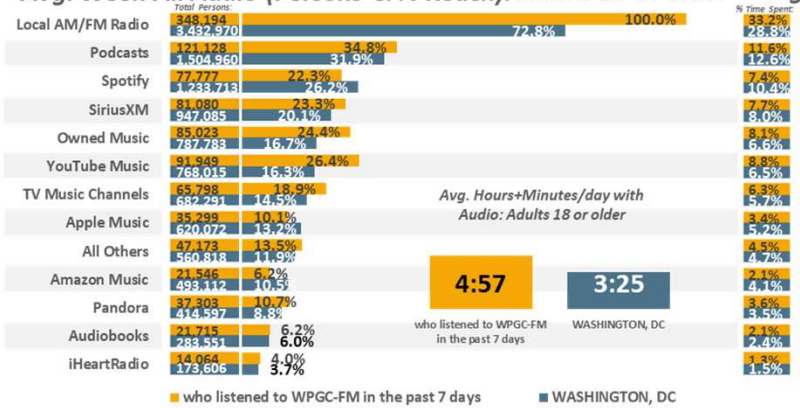
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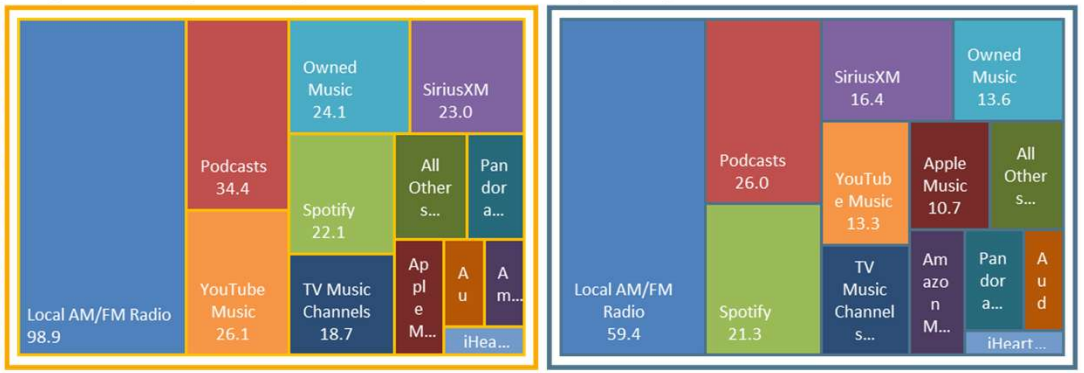
Radio Stations: WLZL-FM

348,194 or 100.% of Adults 18 or older who listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

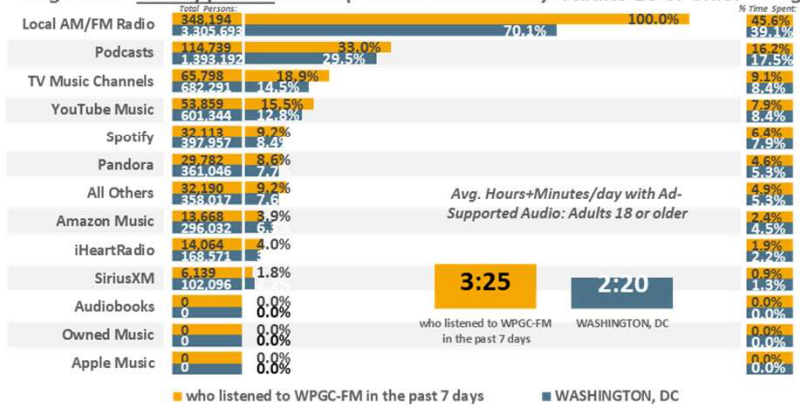
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



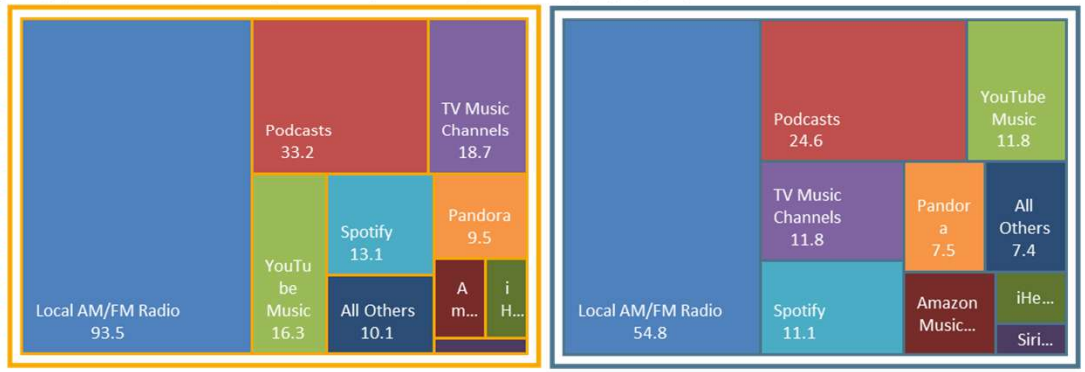
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



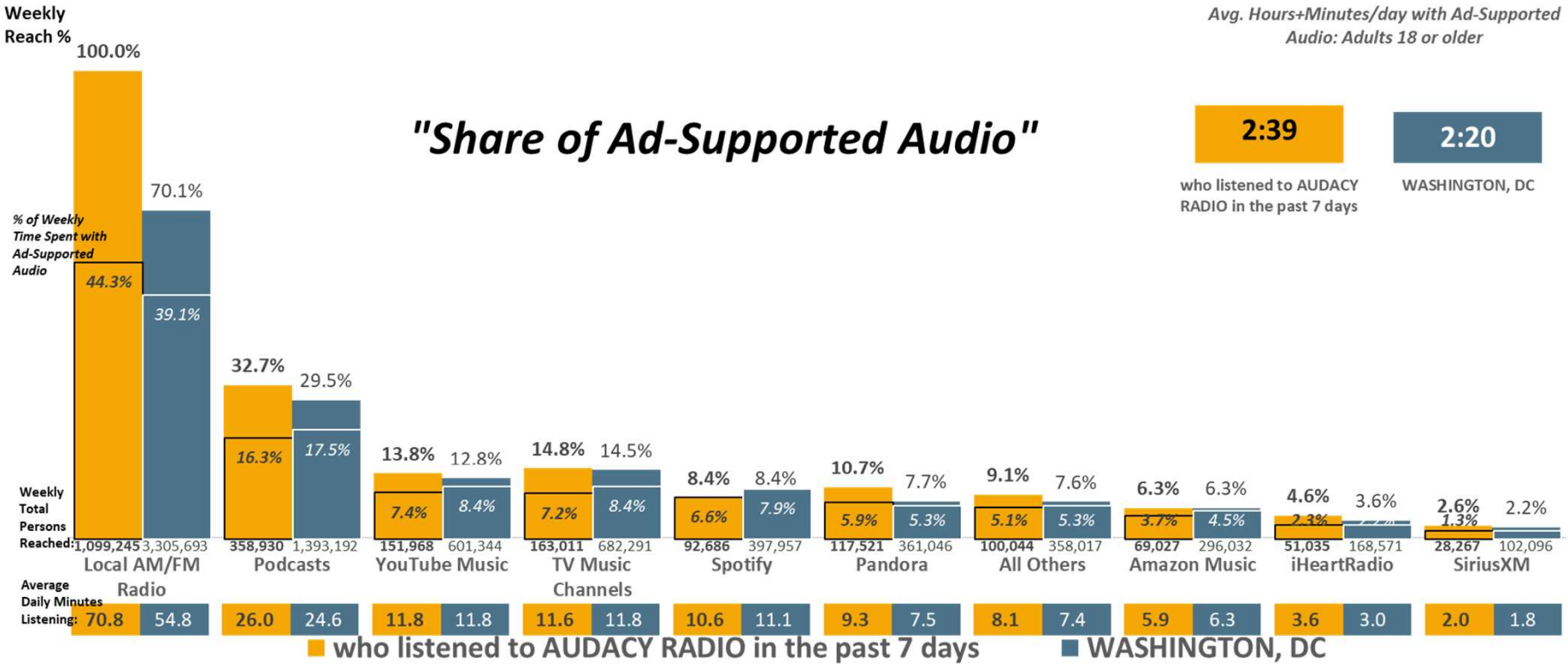
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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Radio Stations: WPGC-FM

1,099,245 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.



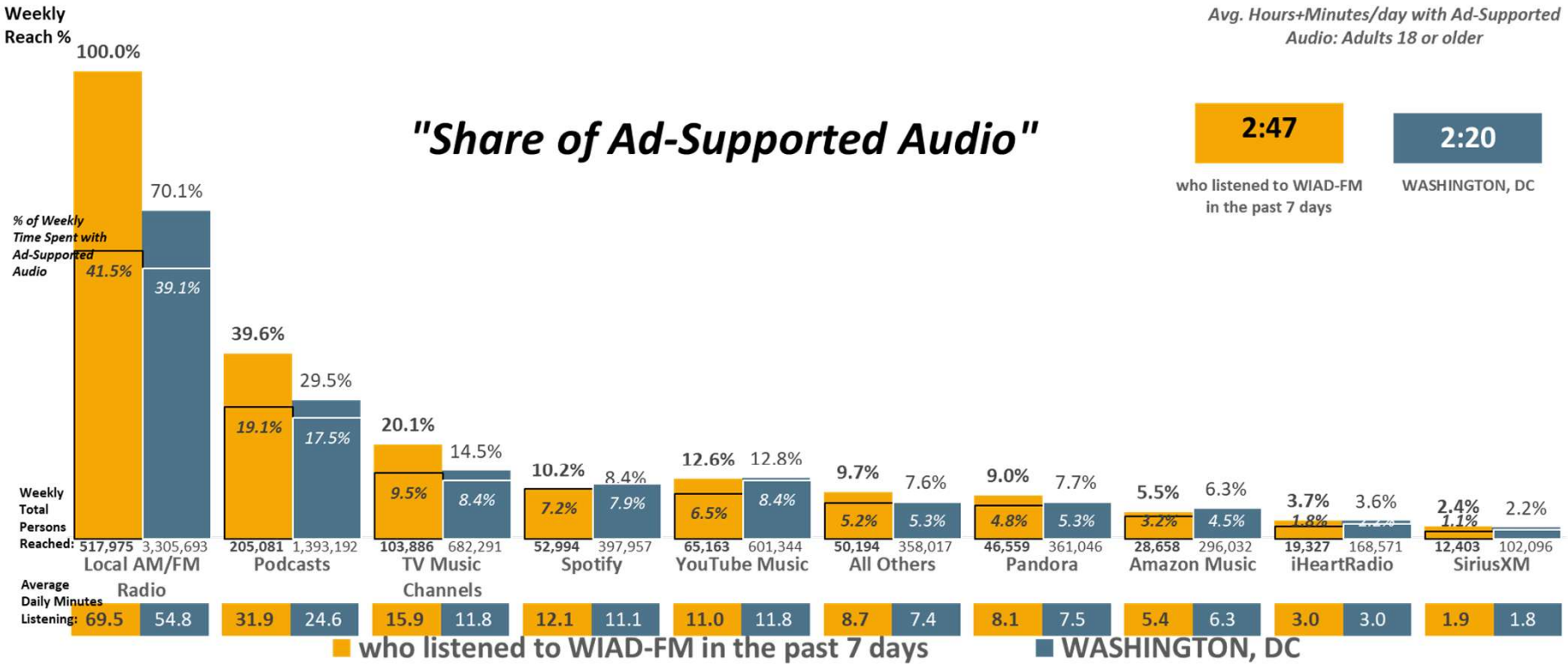
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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

517,975 or 100.% of Adults 18 or older who listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



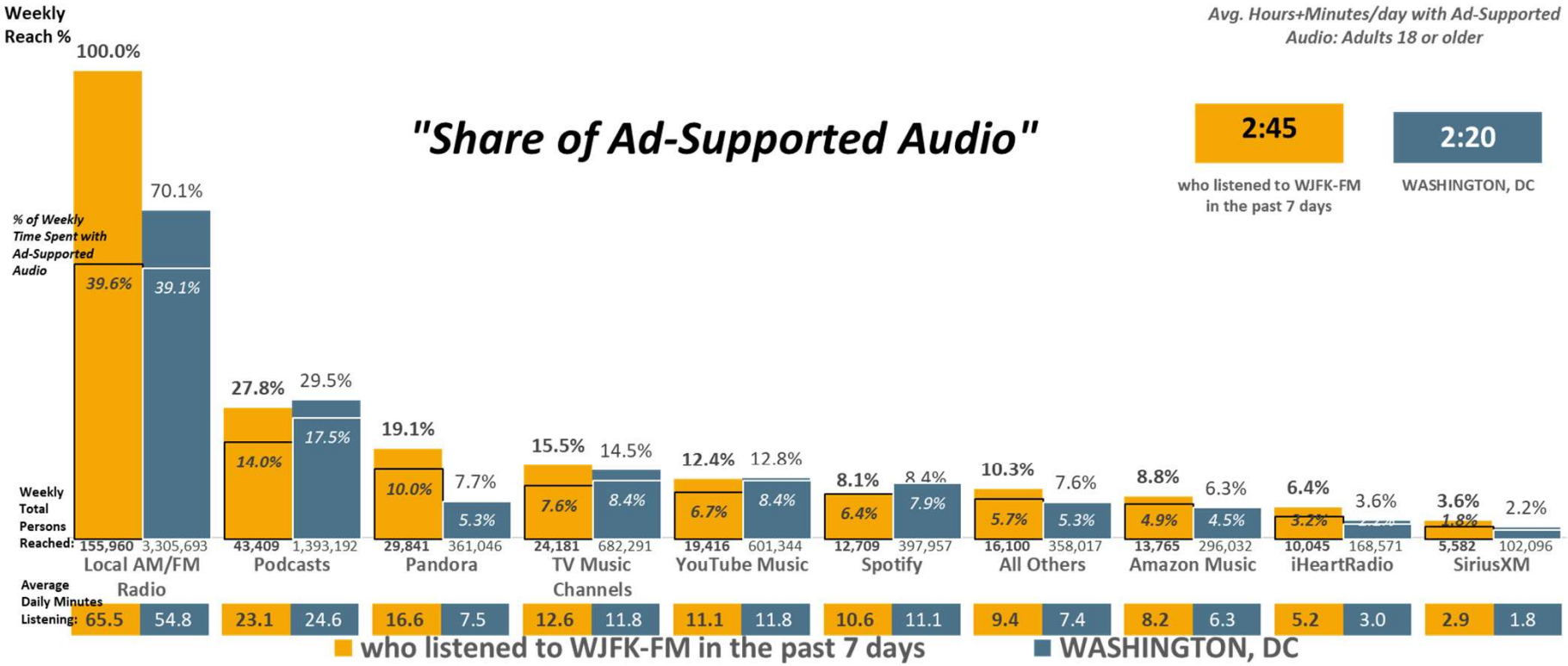
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WIAD-FM

155,960 or 100.% of Adults 18 or older who listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

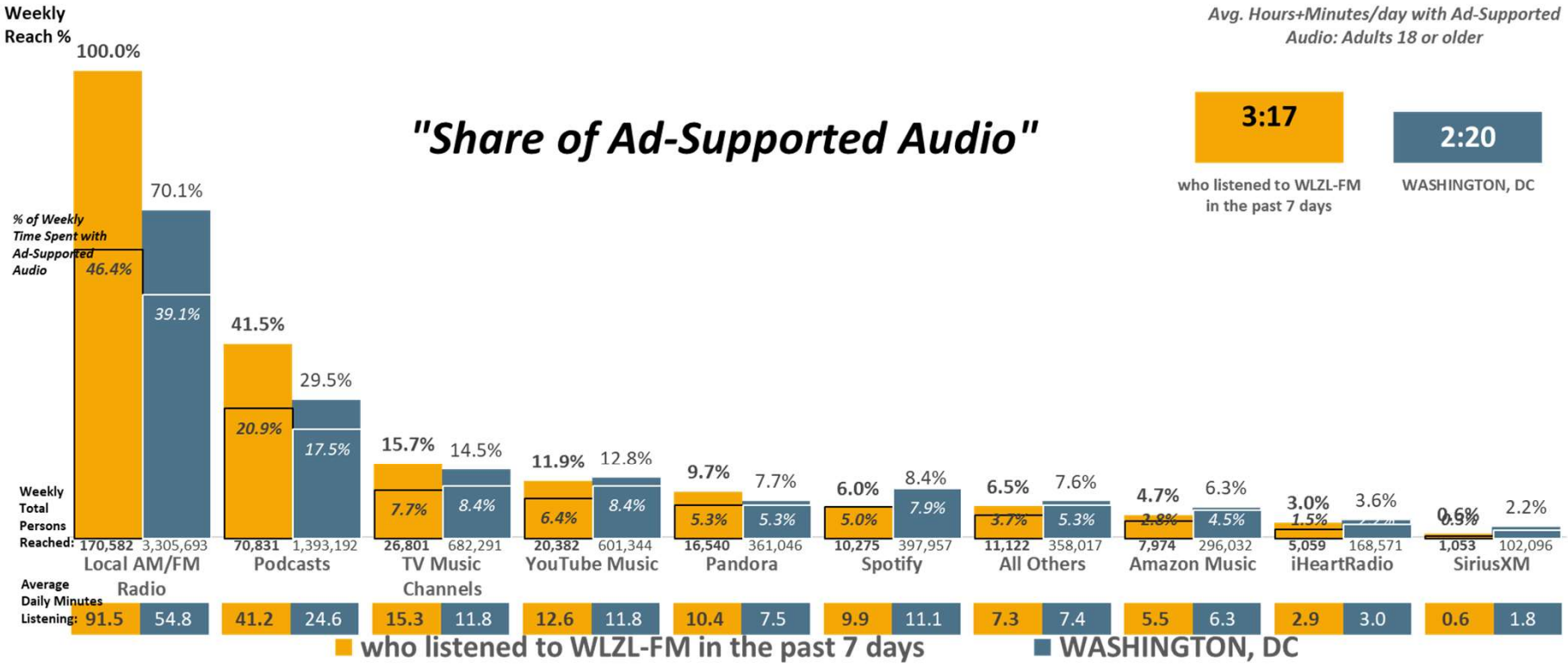


WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028
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Radio Stations: WJFK-FM

170,582 or 100.% of Adults 18 or older who listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.5 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.



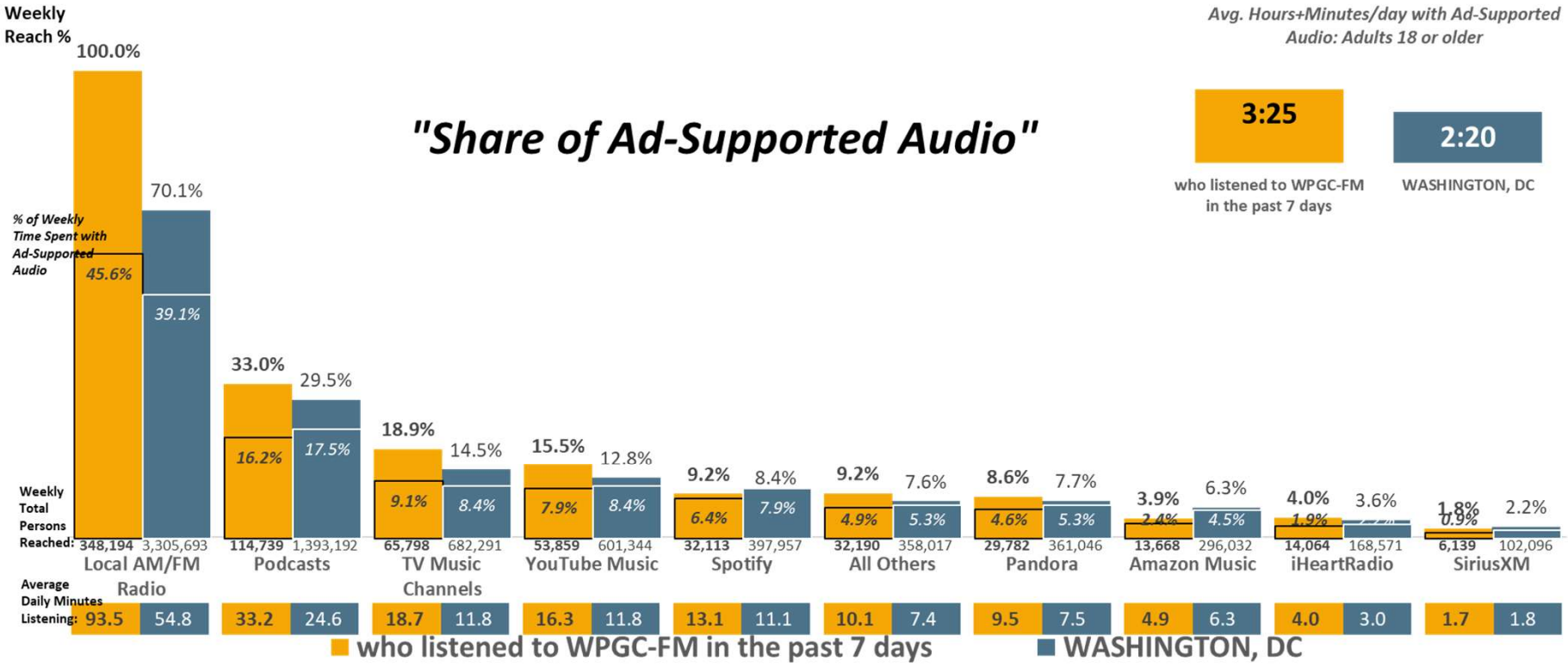
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WLZL-FM

348,194 or 100.% of Adults 18 or older who listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 93.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



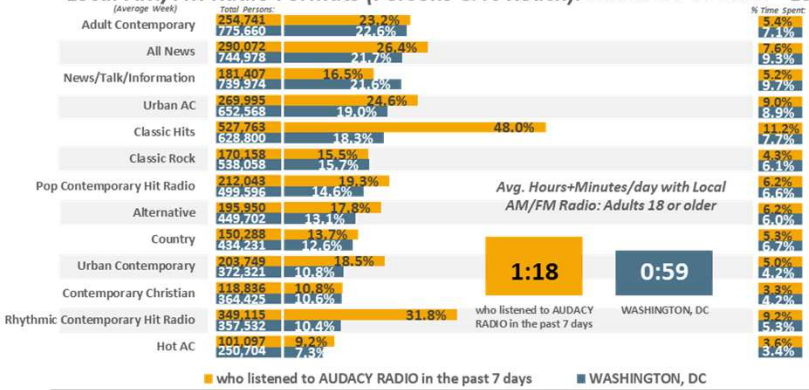
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028
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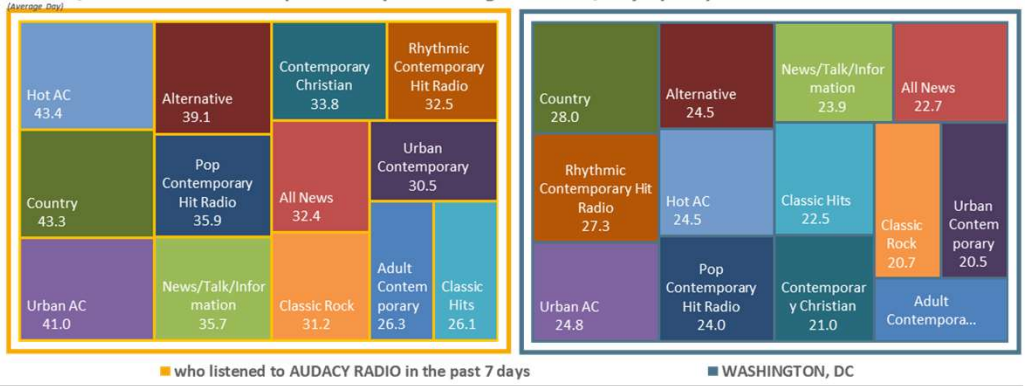
Radio Stations: WPGC-FM

1,099,245 or 100.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Rhythmic Contemporary Hit Radio, All News, Urban AC, and Adult Contemporary.

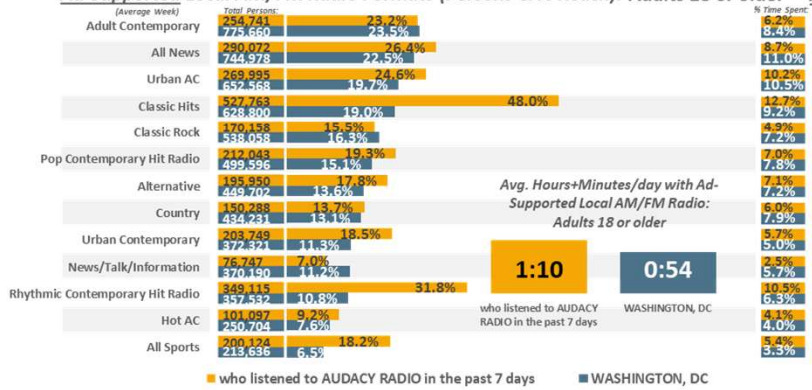
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



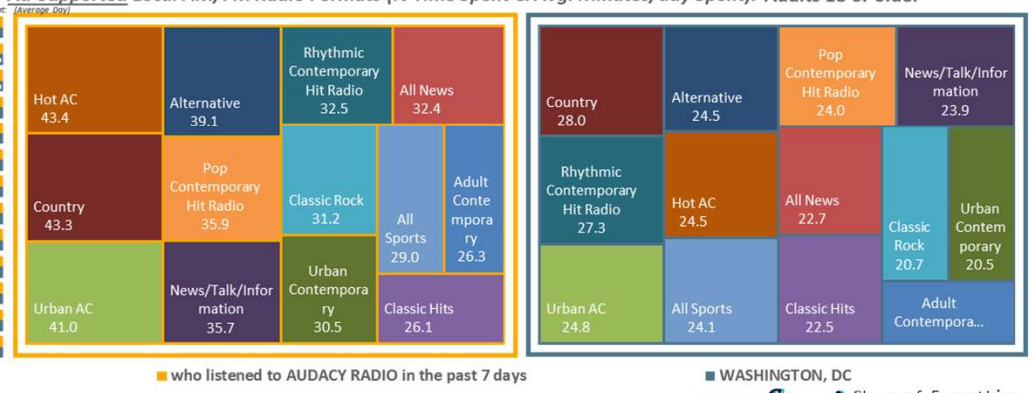
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

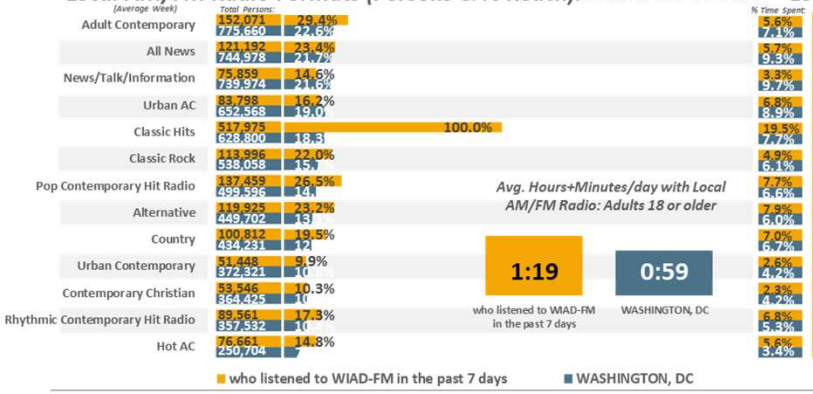
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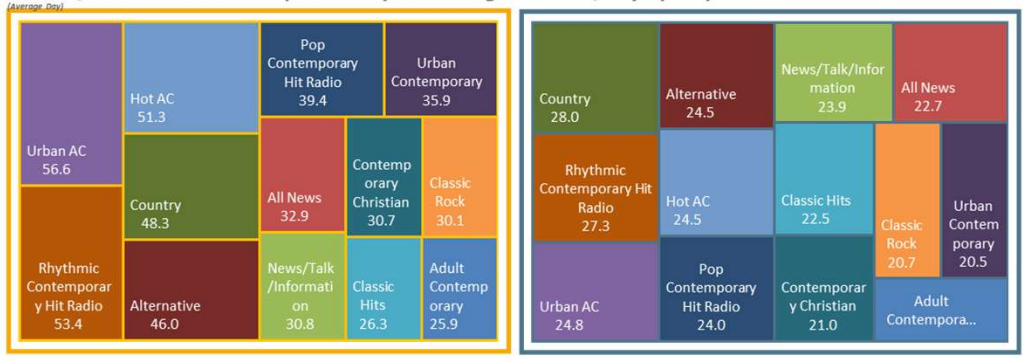
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

517,975 or 100.% of Adults 18 or older who listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, All News, and Alternative.

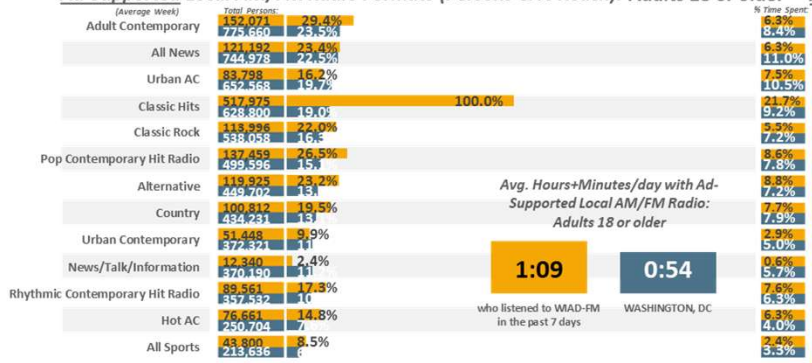
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



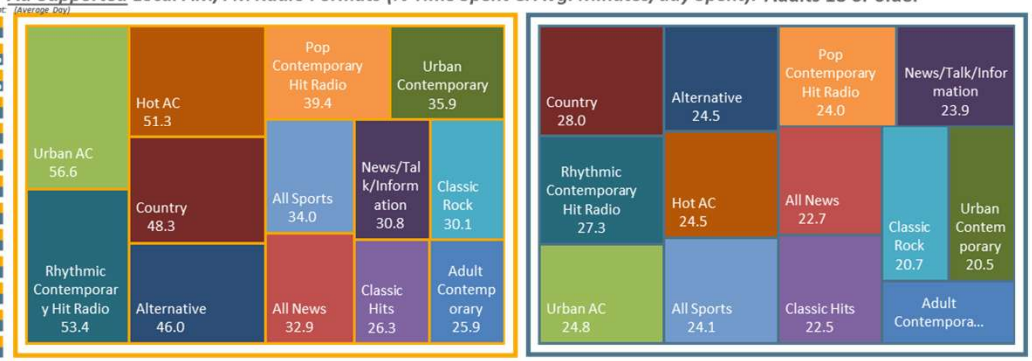
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

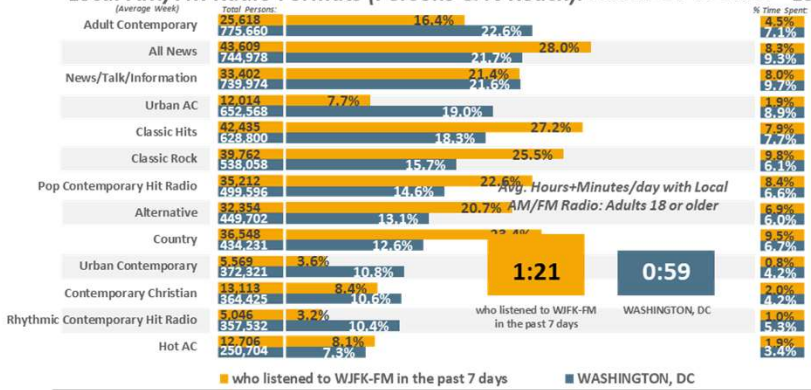
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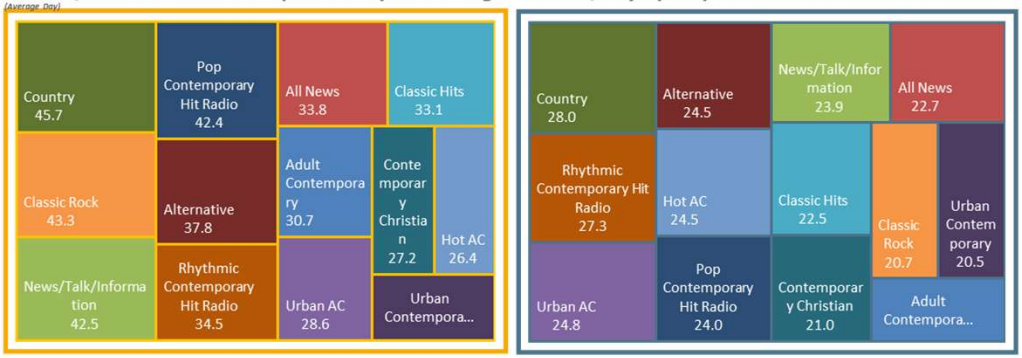
Radio Stations: WIAD-FM

155,960 or 100.% of Adults 18 or older who listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, All News, Classic Hits, Classic Rock, and Country.

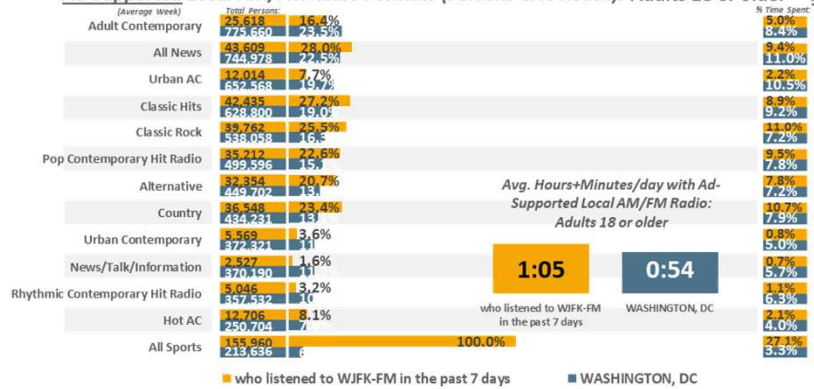
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



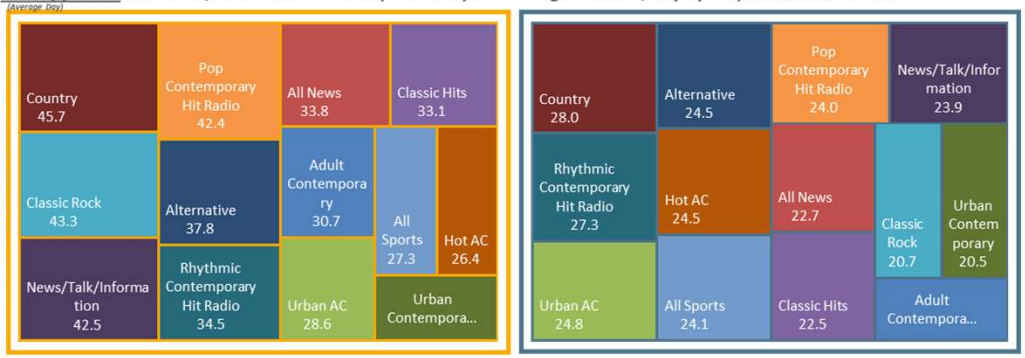
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

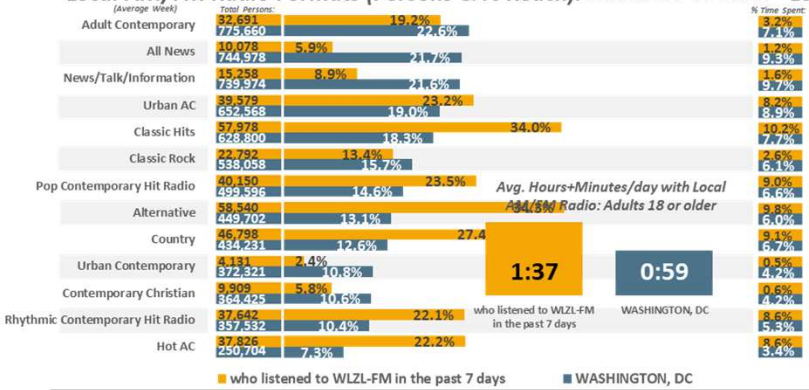
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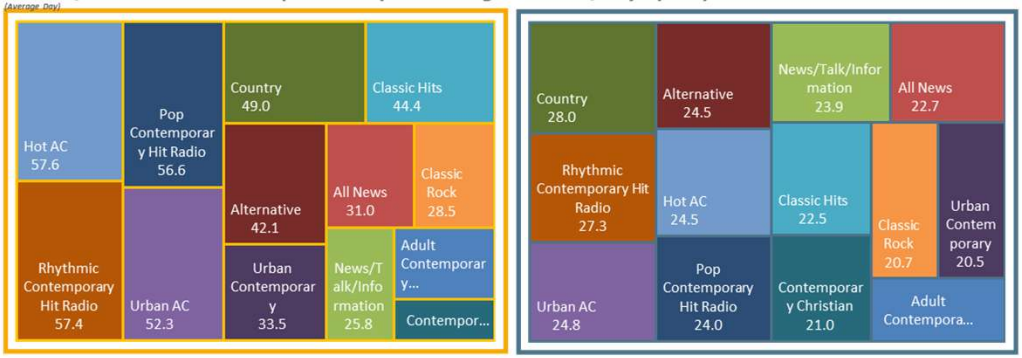
Radio Stations: WJFK-FM

170,582 or 100.% of Adults 18 or older who listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Spanish Contemporary, Alternative, Classic Hits, Country, and Pop Contemporary Hit Radio.

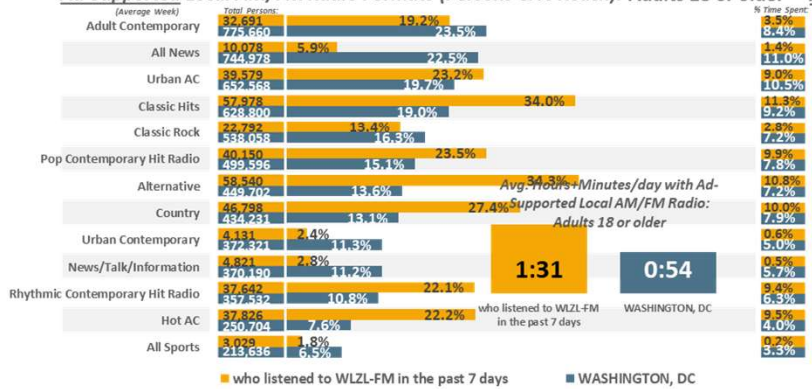
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



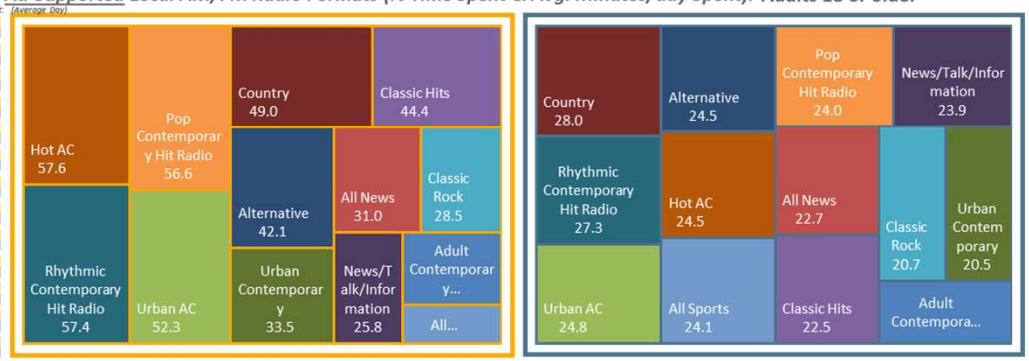
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

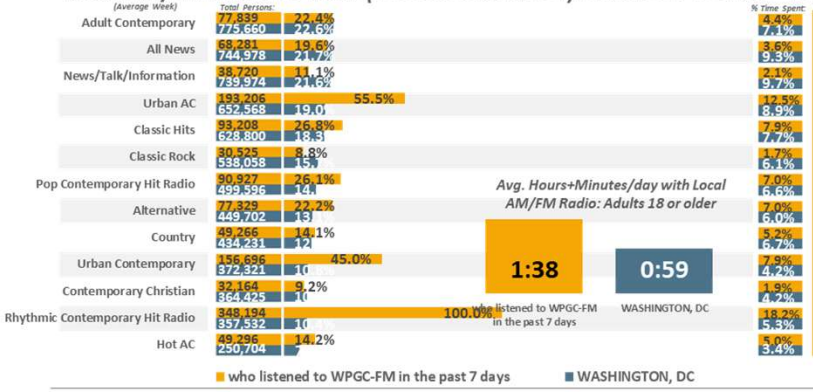
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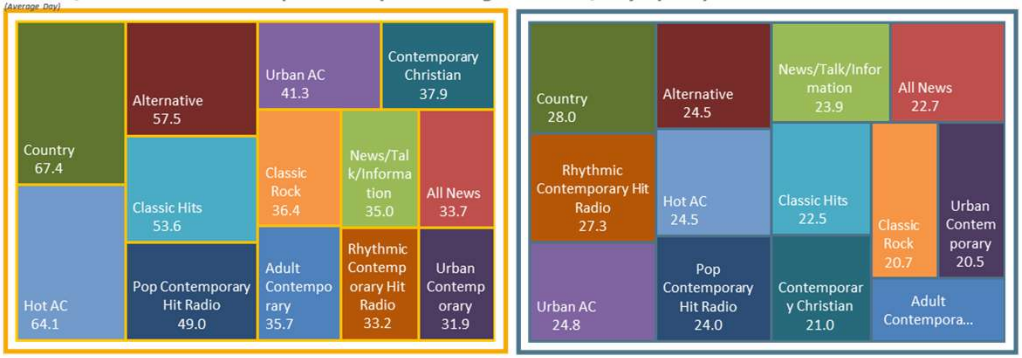
Radio Stations: WLZL-FM

348,194 or 100.% of Adults 18 or older who listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Rhythmic Contemporary Hit Radio, Urban AC, Urban Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

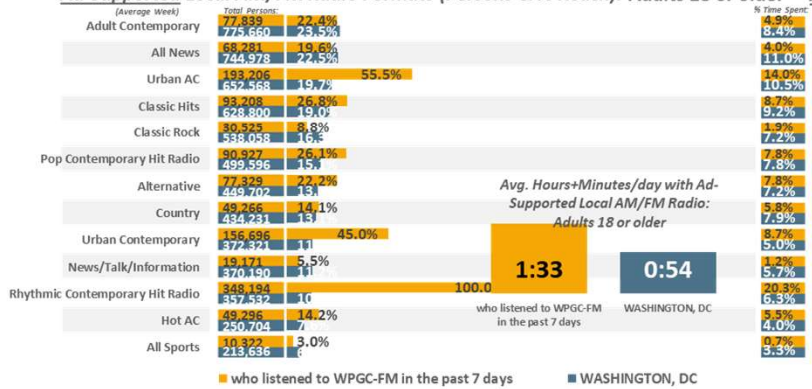
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



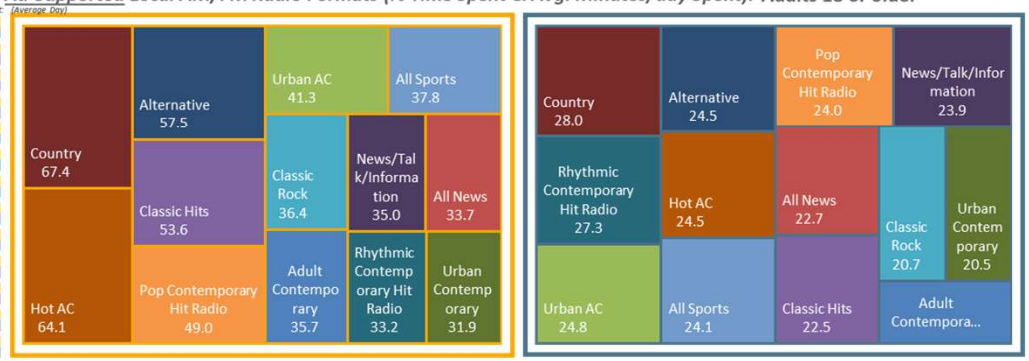
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

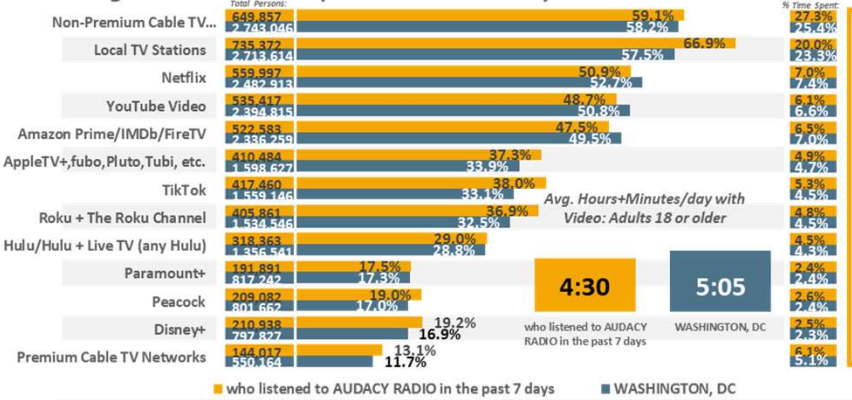
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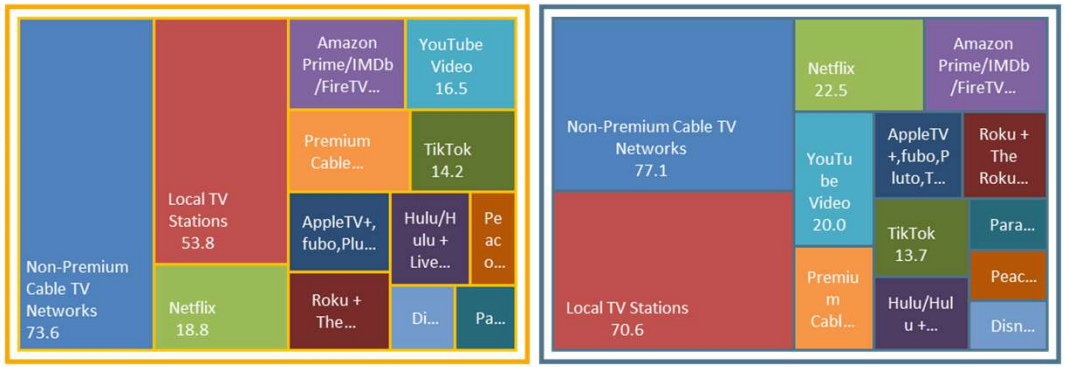
Radio Stations: WPGC-FM

725,444 or 66.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 50.5 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

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

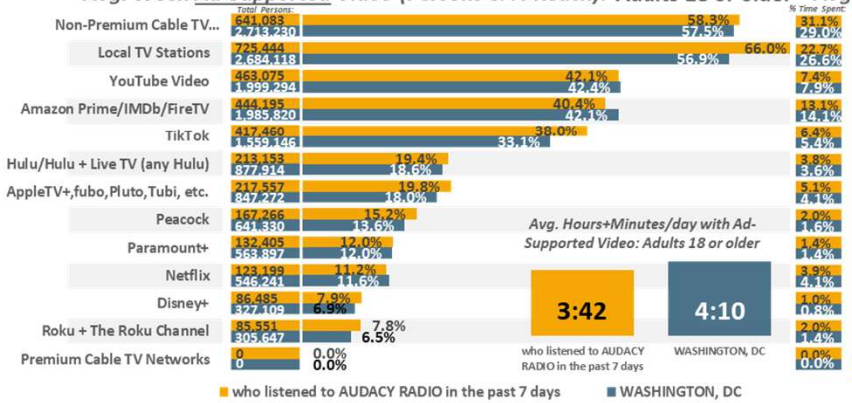


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

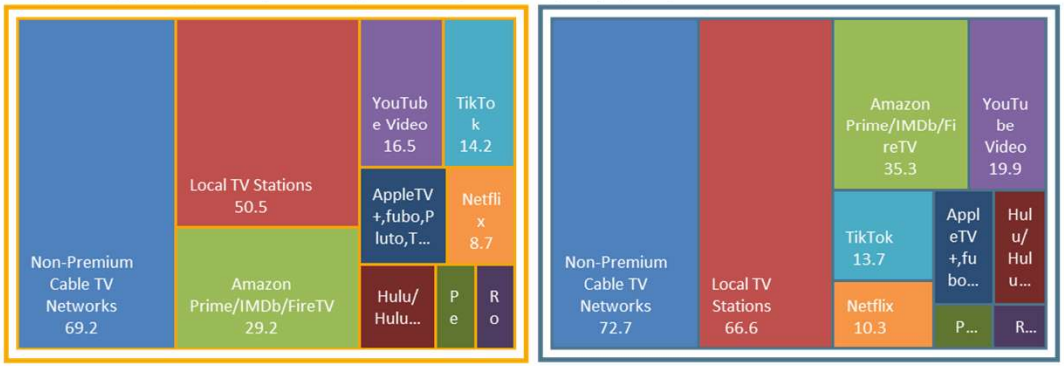


who listened to AUDACY RADIO in the past 7 days ■ WASHINGTON, DC

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



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



who listened to AUDACY RADIO in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

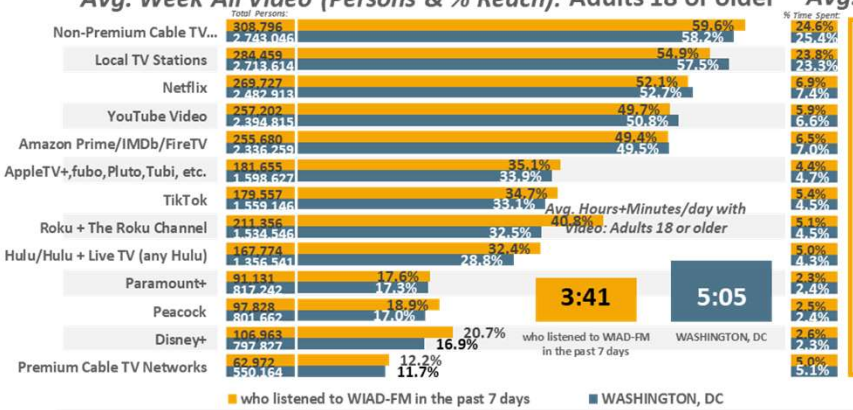
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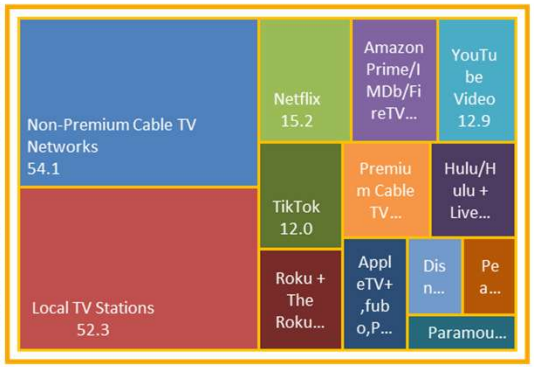
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

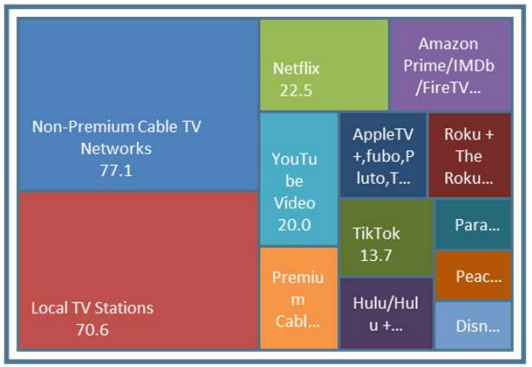
281,792 or 54.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 48.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

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

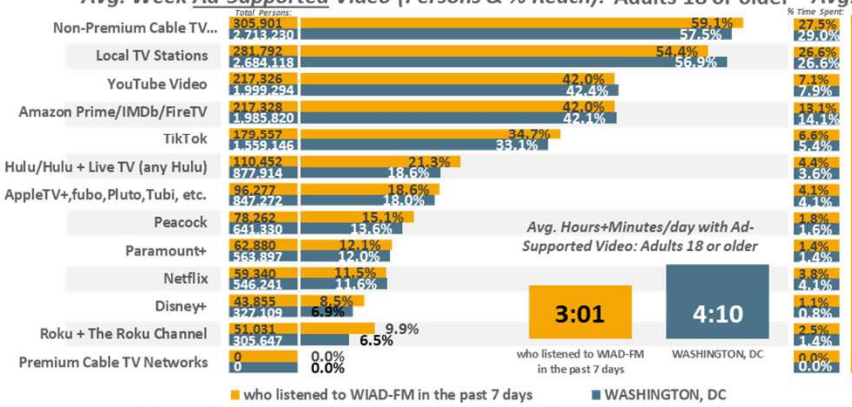


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

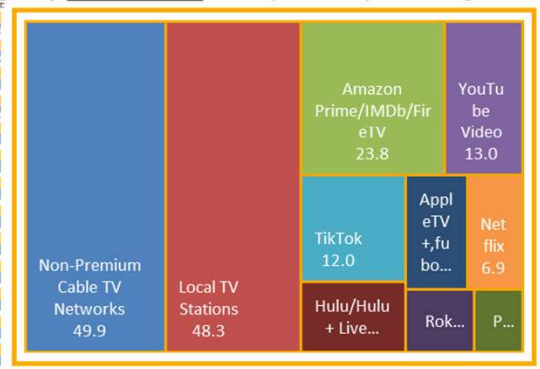


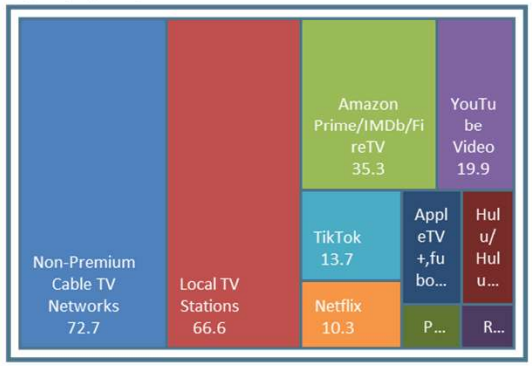


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

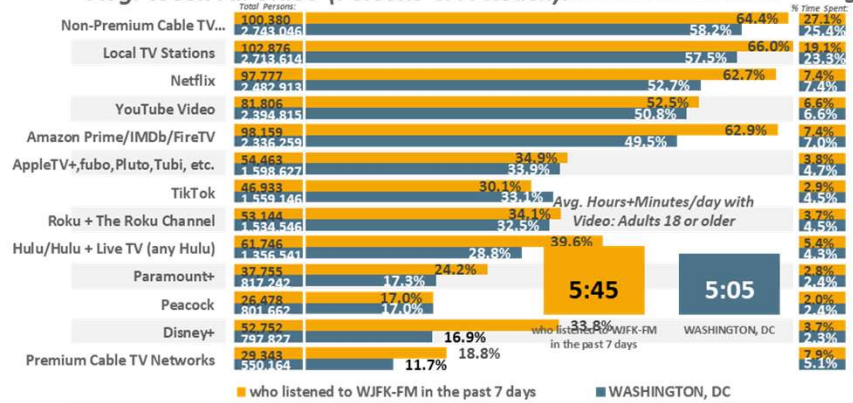
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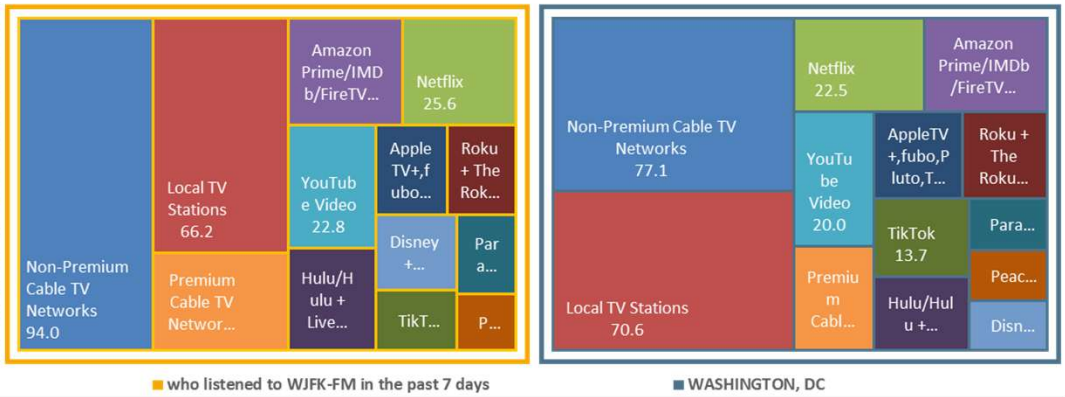
Radio Stations: WIAD-FM

101,864 or 65.3% of Adults 18 or older who listened to WJFK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.1 minutes every day representing 22.% of all time spent daily with Ad-Supported Video.

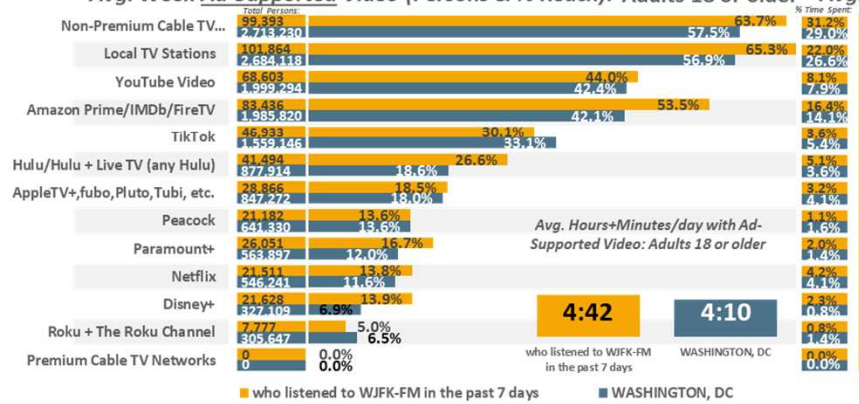
Avg. Week All Video (Persons & % Reach): Adults 18 or older



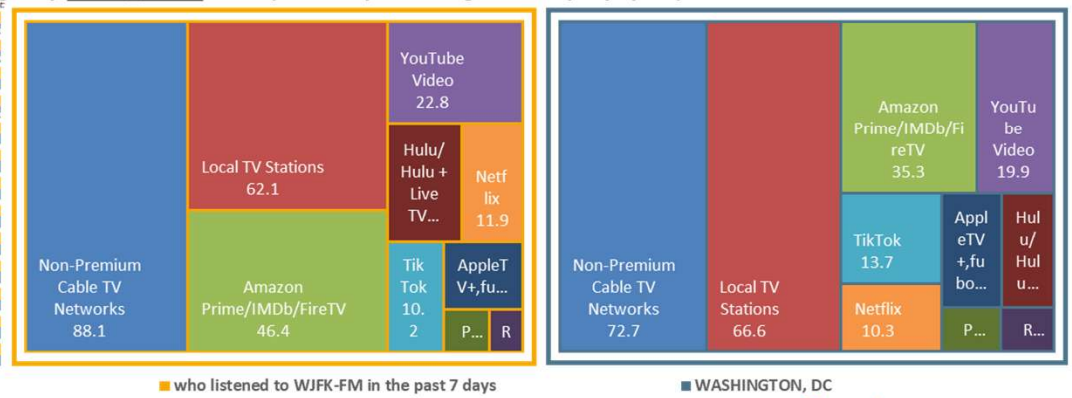
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

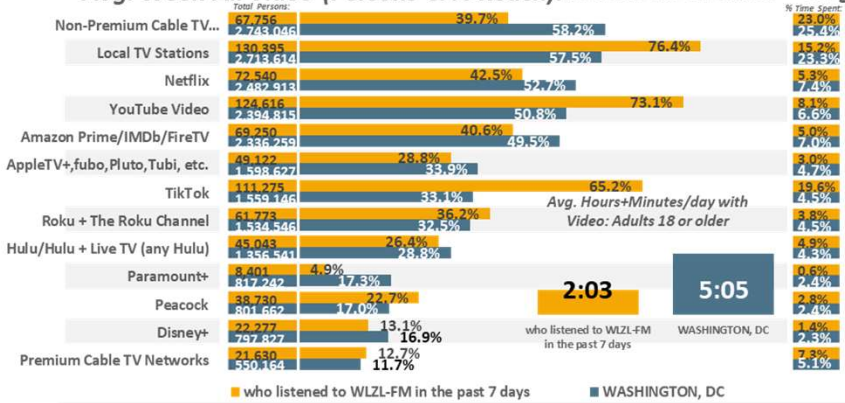
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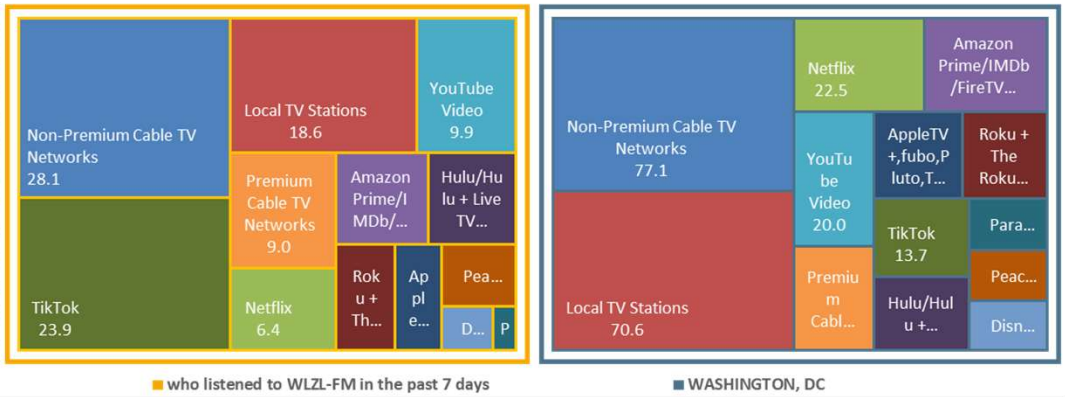
Radio Stations: WJFK-FM

128,773 or 75.5% of Adults 18 or older who listened to WLZL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 17.3 minutes every day representing 15.8% of all time spent daily with Ad-Supported Video.

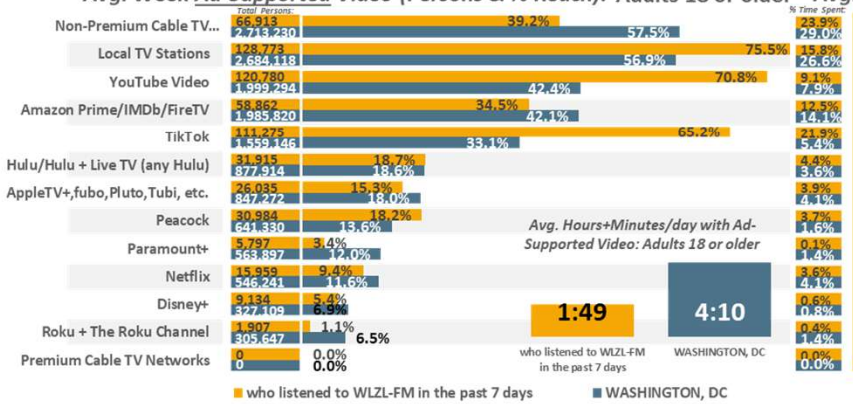
Avg. Week All Video (Persons & % Reach): Adults 18 or older



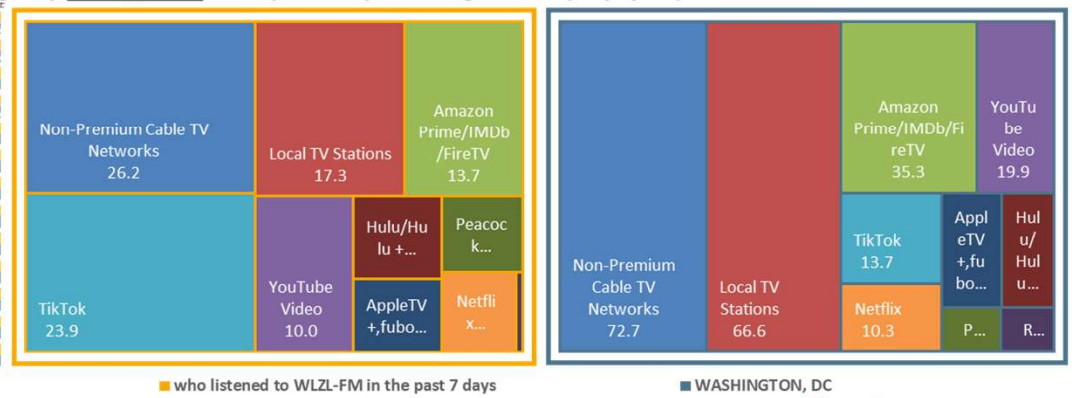
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

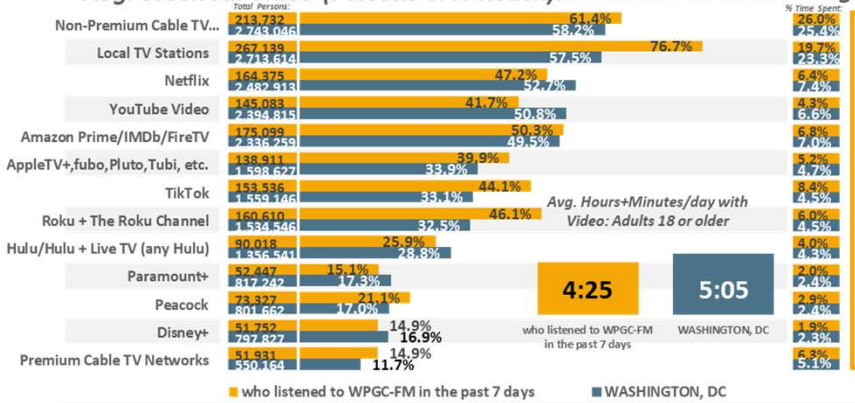
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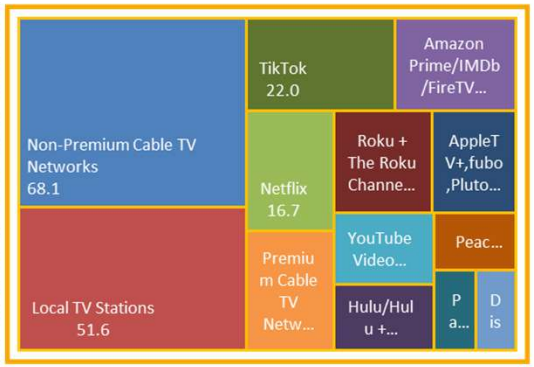
Radio Stations: WLZL-FM

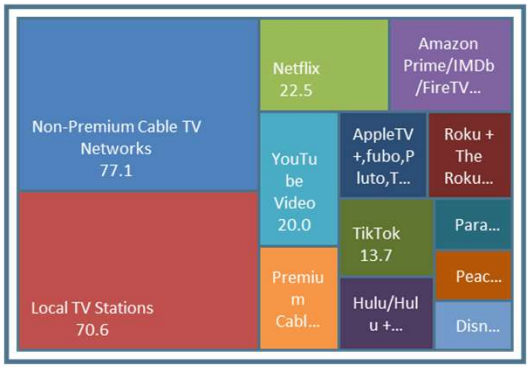
262,436 or 75.4% of Adults 18 or older who listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 48.8 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

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

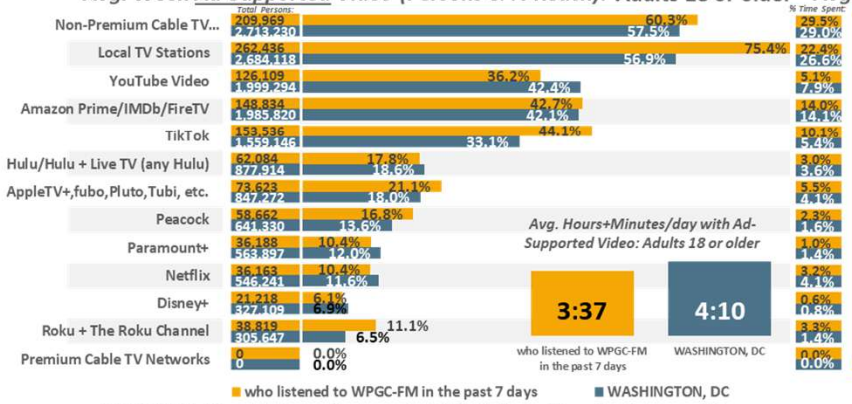


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

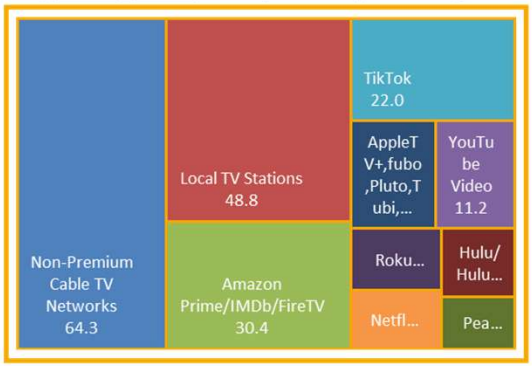


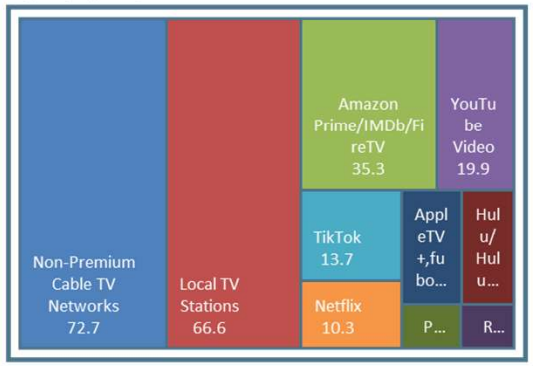


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





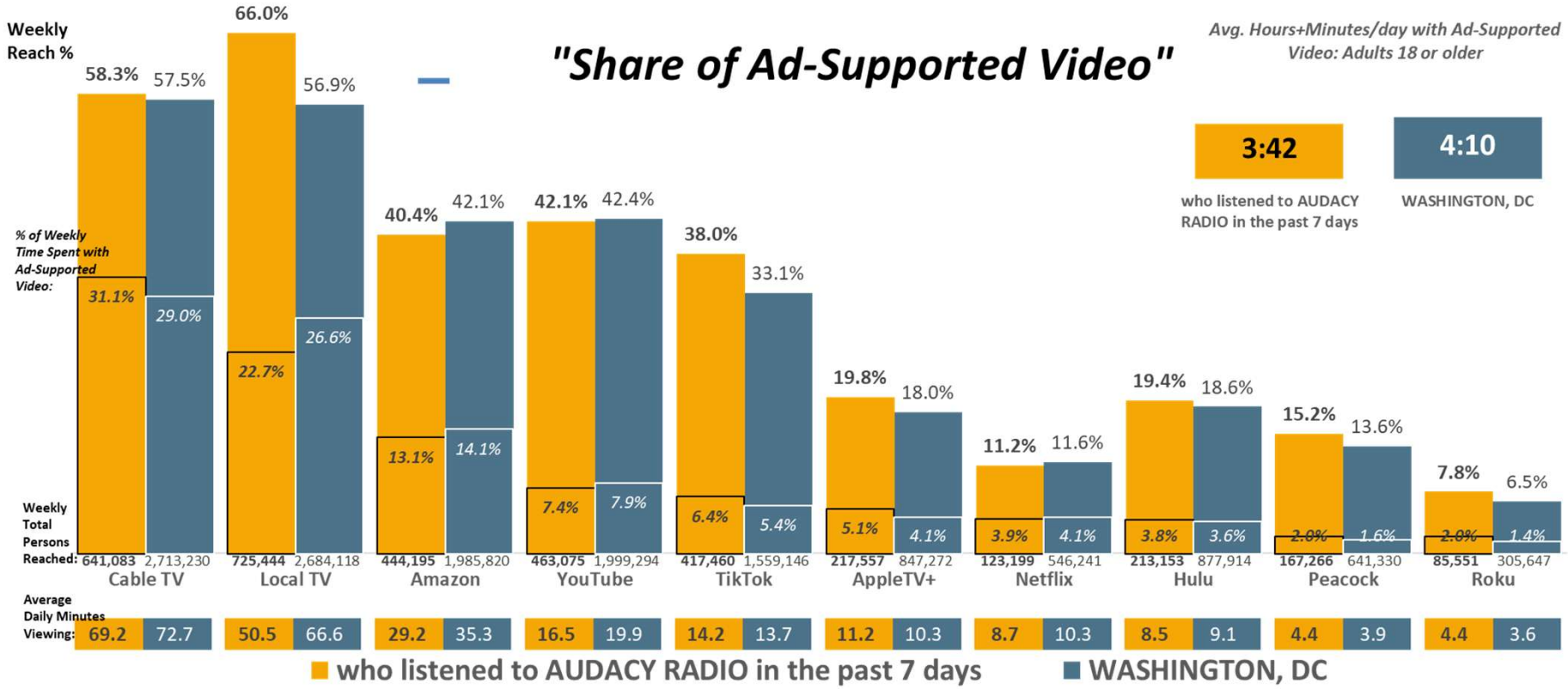
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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Radio Stations: WPGC-FM

725,444 or 66.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 50.5 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.



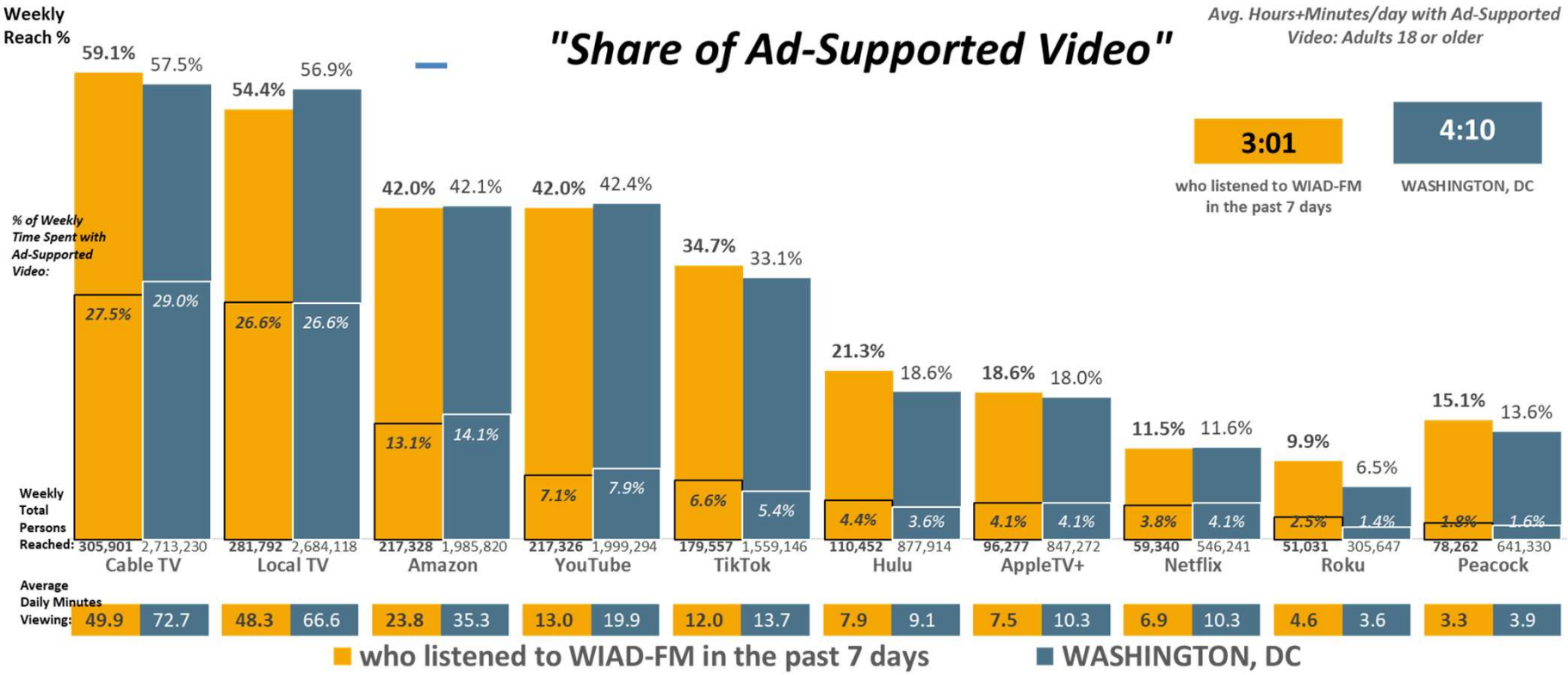
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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

281,792 or 54.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 48.3 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



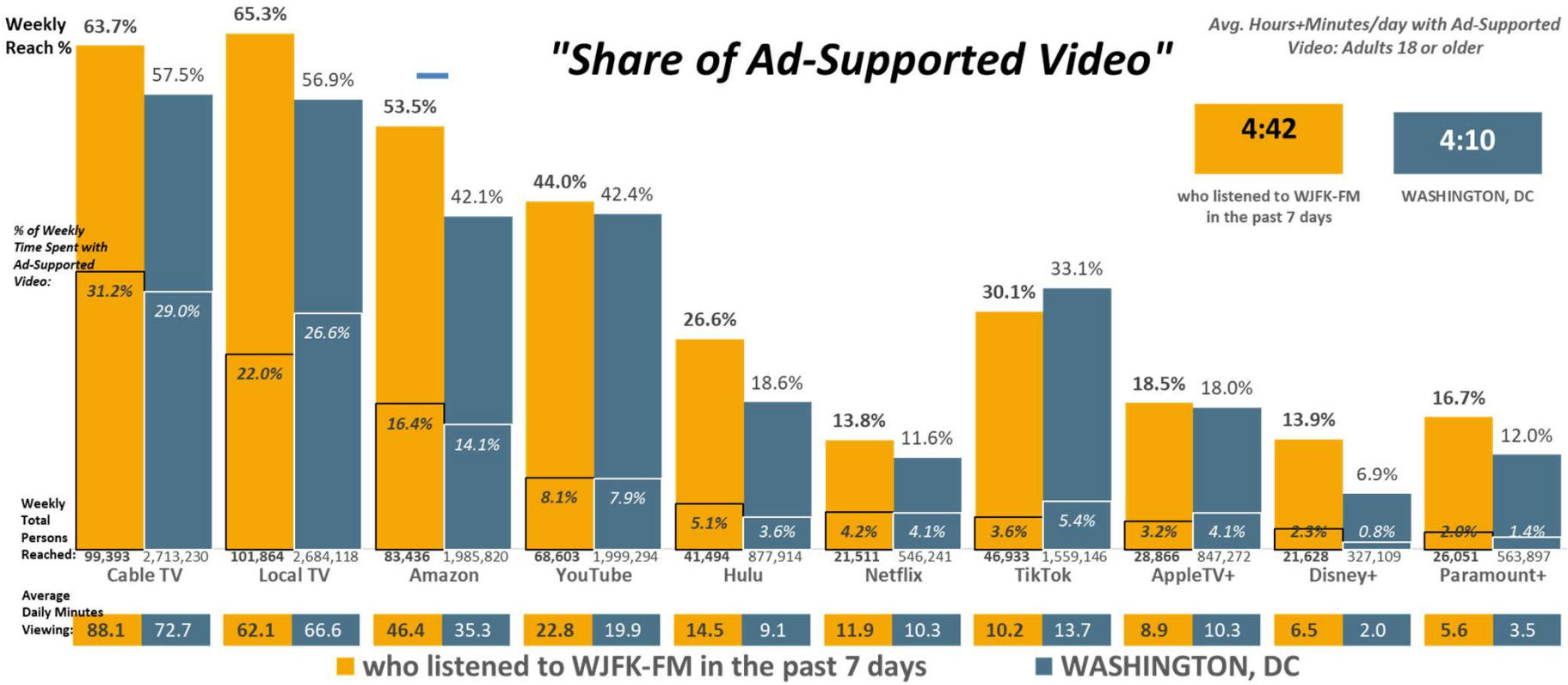
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WIAD-FM

101,864 or 65.3% of Adults 18 or older who listened to WJFK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.1 minutes every day representing 22.% of all time spent daily with Ad-Supported Video.



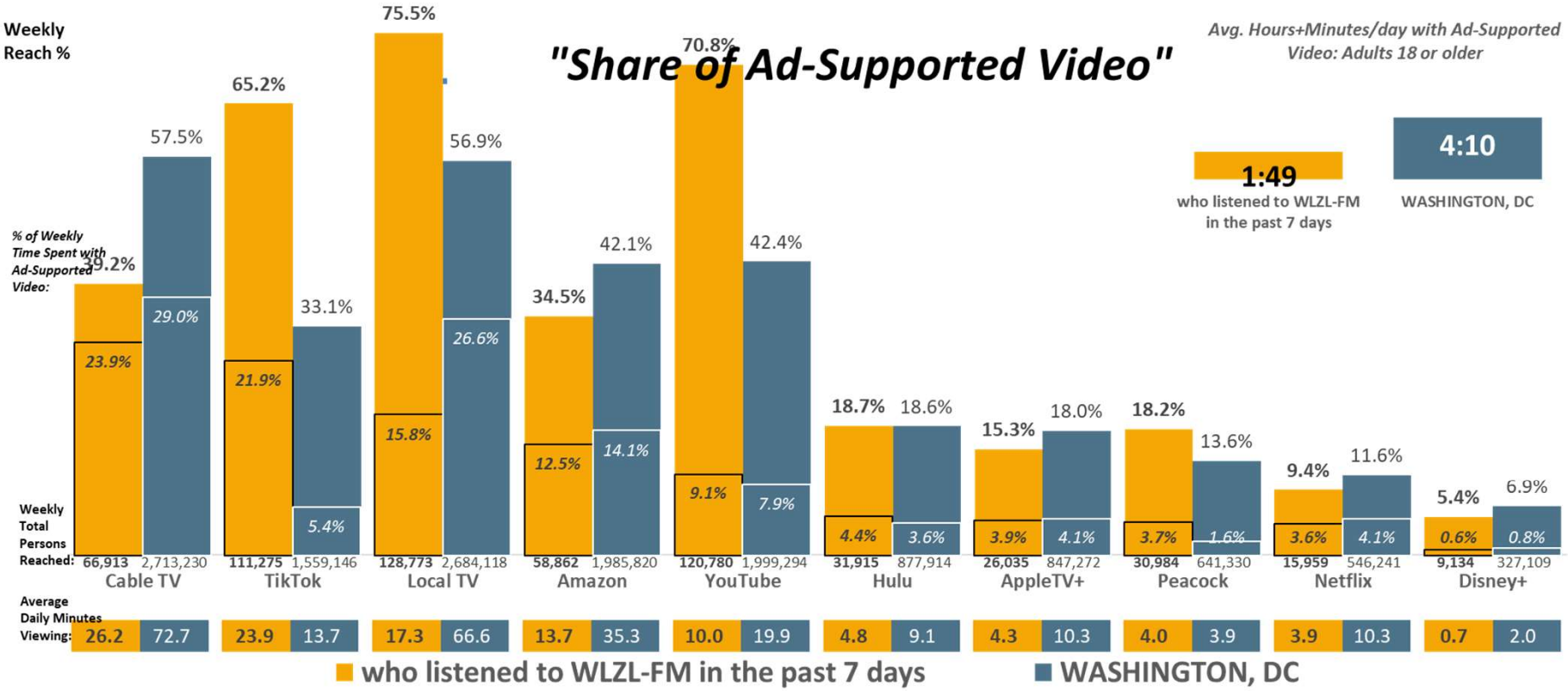
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WJFK-FM

128,773 or 75.5% of Adults 18 or older who listened to WLZL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 17.3 minutes every day representing 15.8% of all time spent daily with Ad-Supported Video.



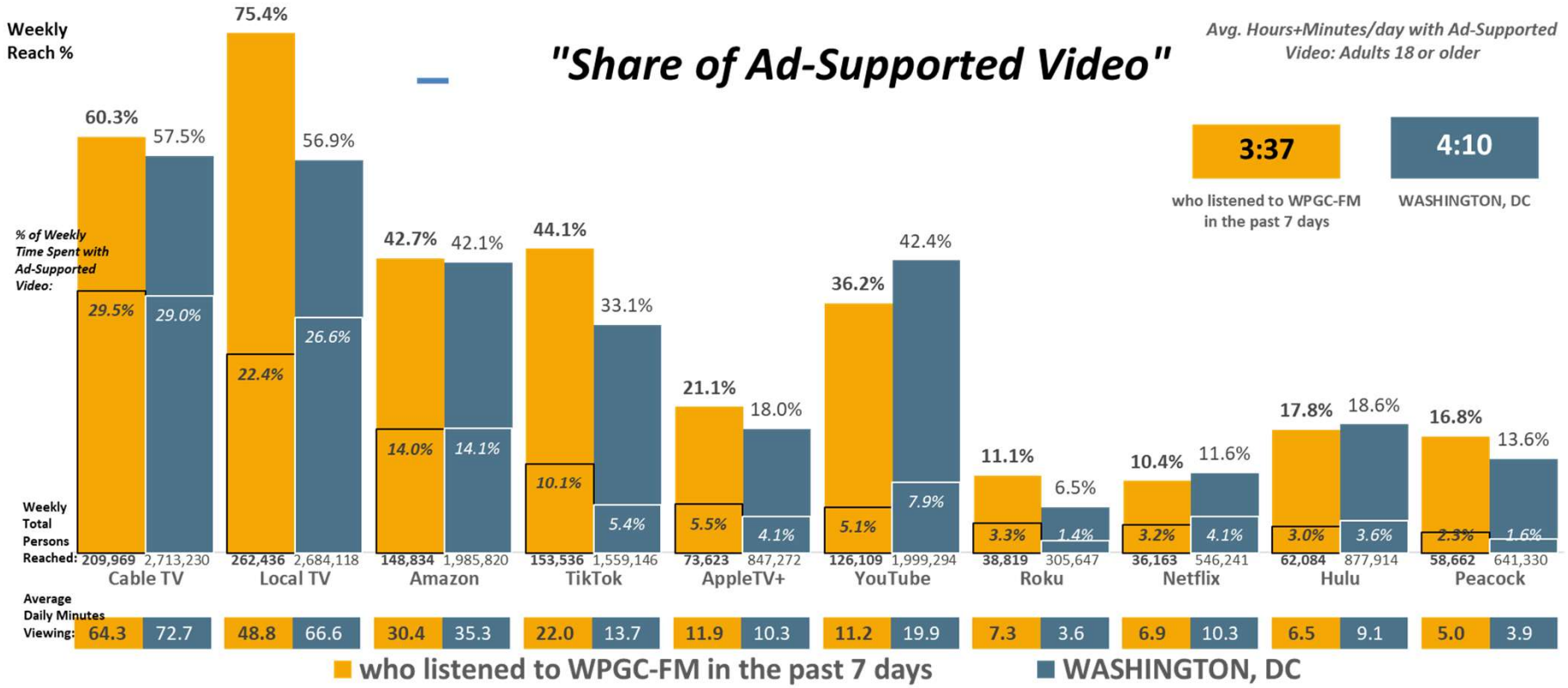
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WLZL-FM

262,436 or 75.4% of Adults 18 or older who listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 48.8 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

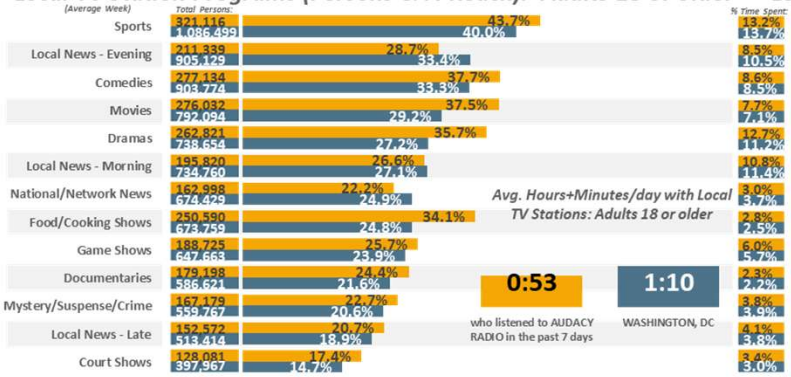
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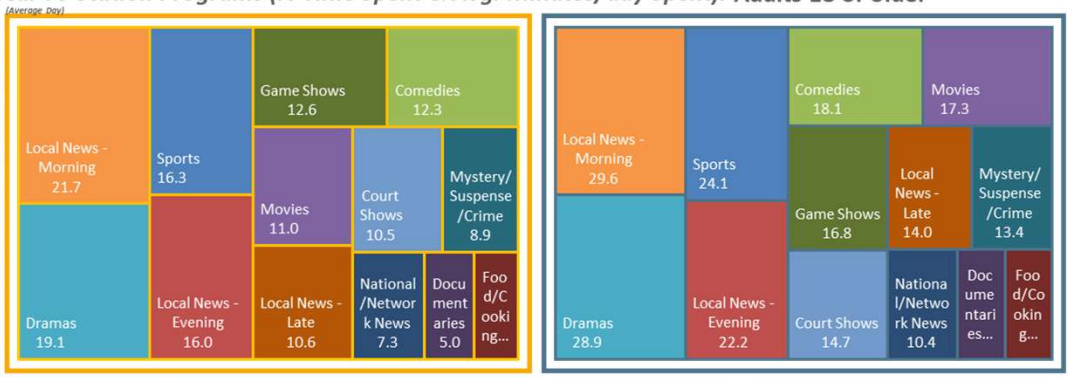
Radio Stations: WPGC-FM

725,444 or 66.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Dramas, Local News - Evening, and Food/Cooking Shows.

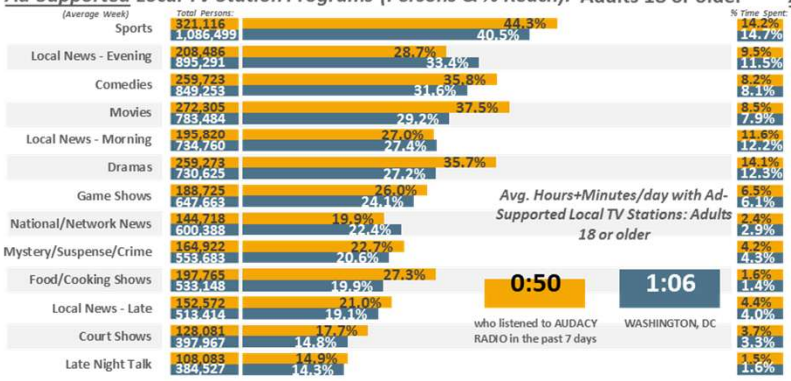
Local TV Station Programs (Persons & % Reach): Adults 18 or older



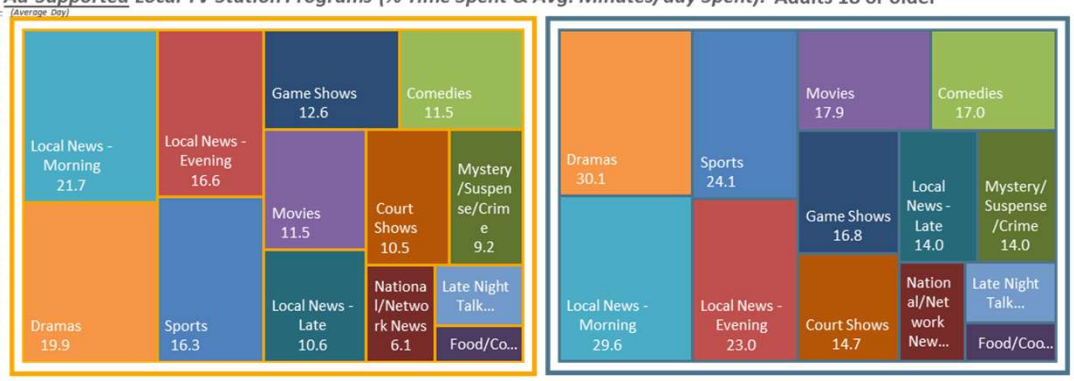
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

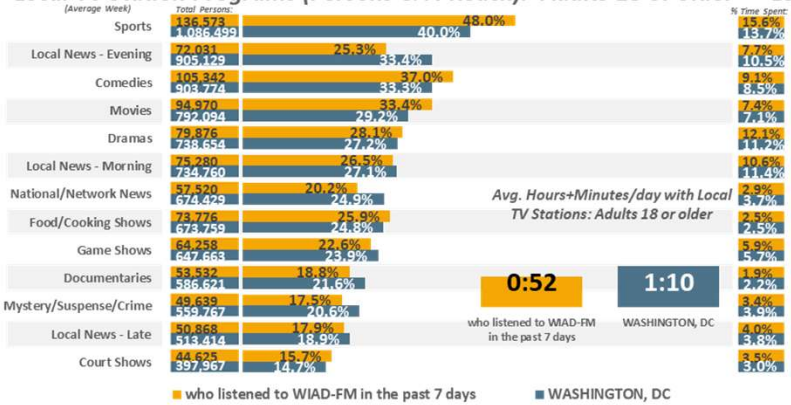
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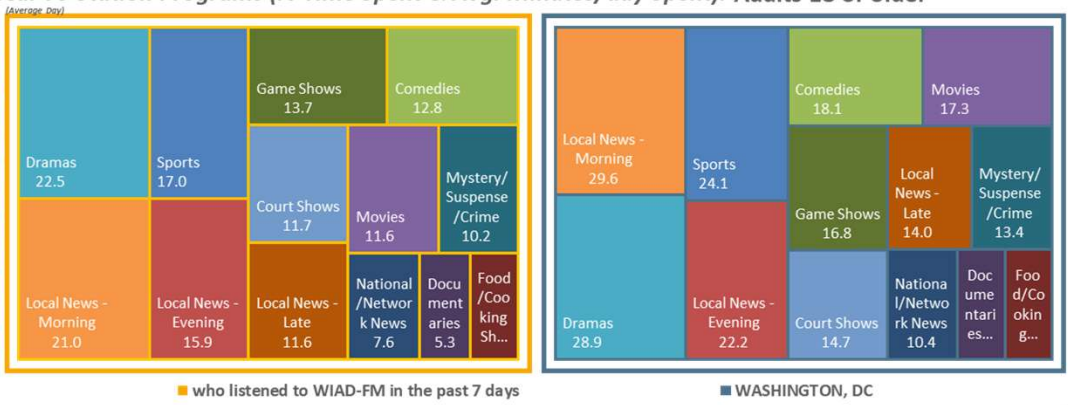
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

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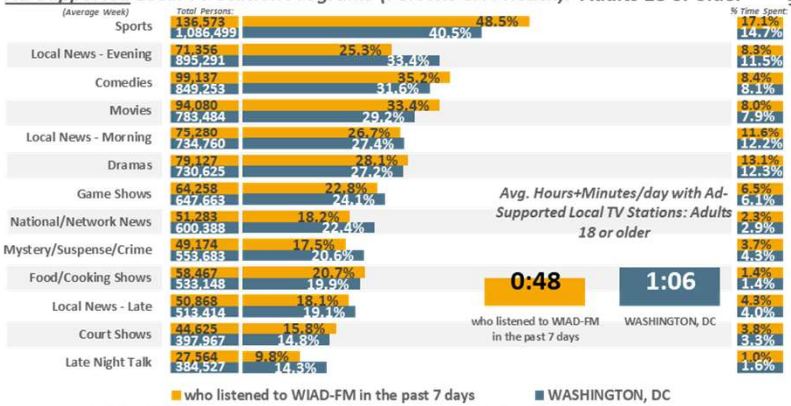
Local TV Station Programs (Persons & % Reach): Adults 18 or older



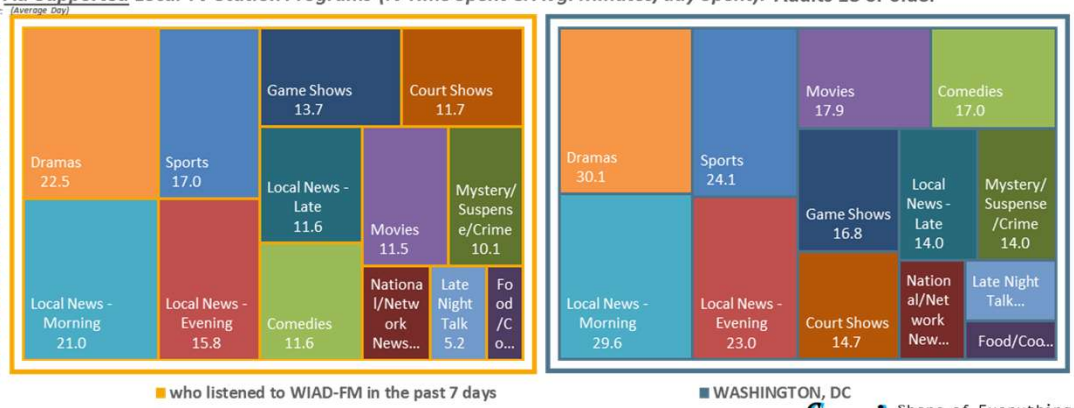
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

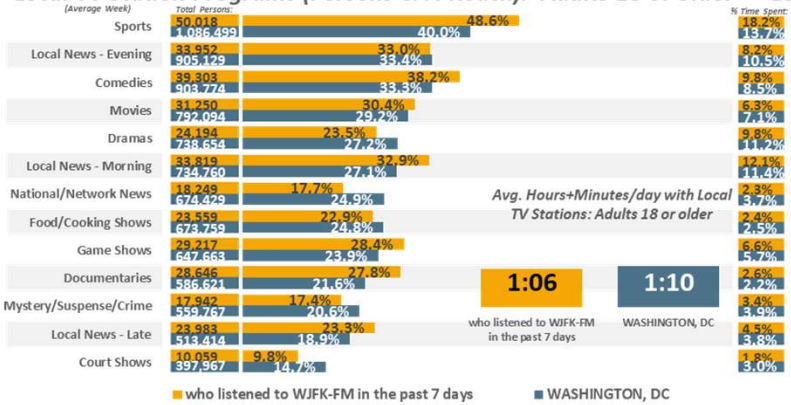
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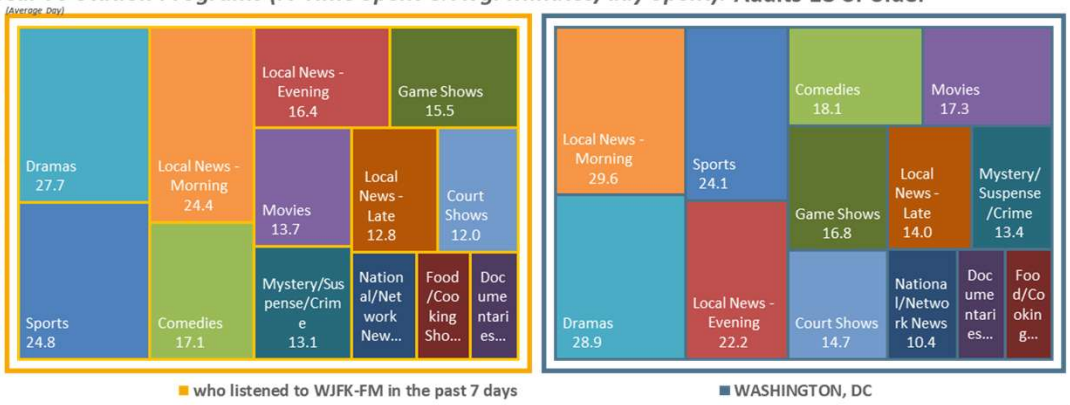
Radio Stations: WIAD-FM

101,864 or 65.3% of Adults 18 or older who listened to WJFK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Game Shows.

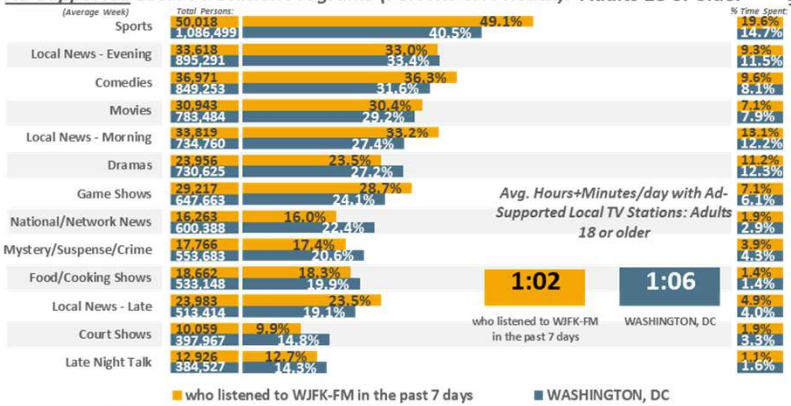
Local TV Station Programs (Persons & % Reach): Adults 18 or older



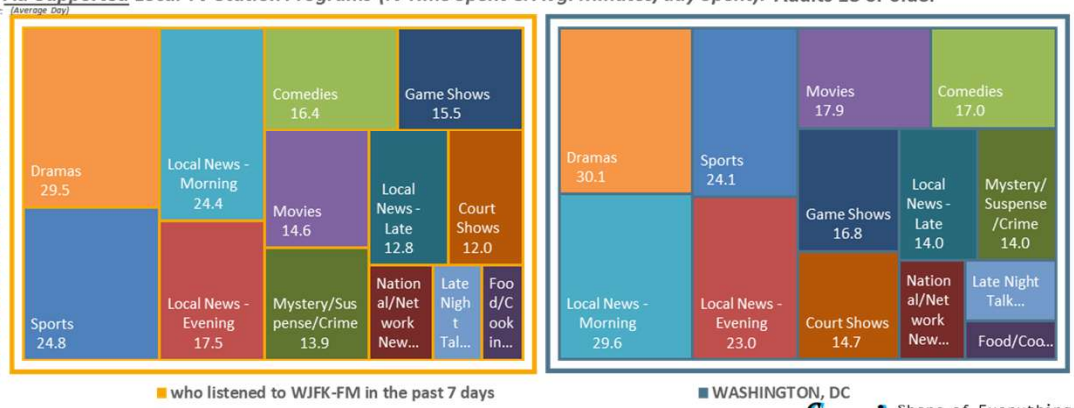
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

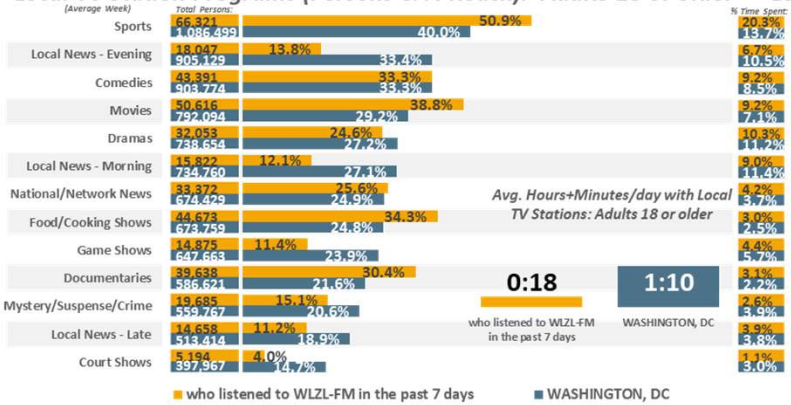
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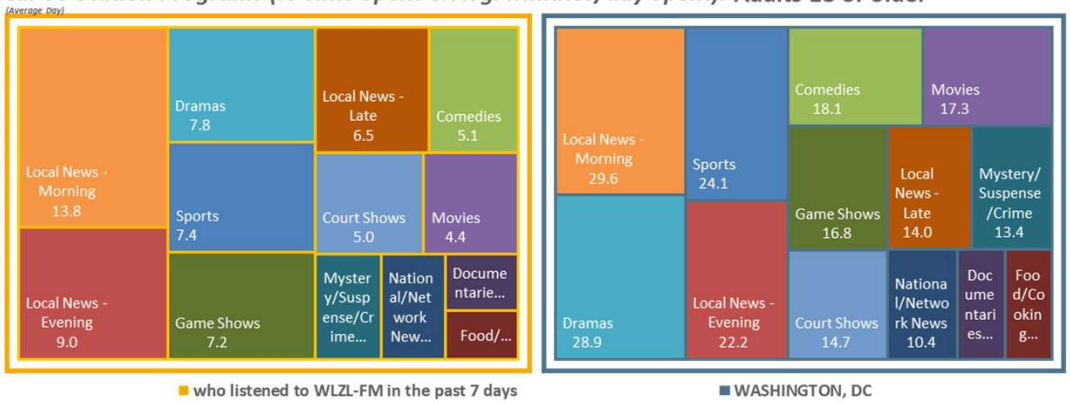
Radio Stations: WJFK-FM

128,773 or 75.5% of Adults 18 or older who listened to WLZL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Food/Cooking Shows, Dramas, and Late Night Talk.

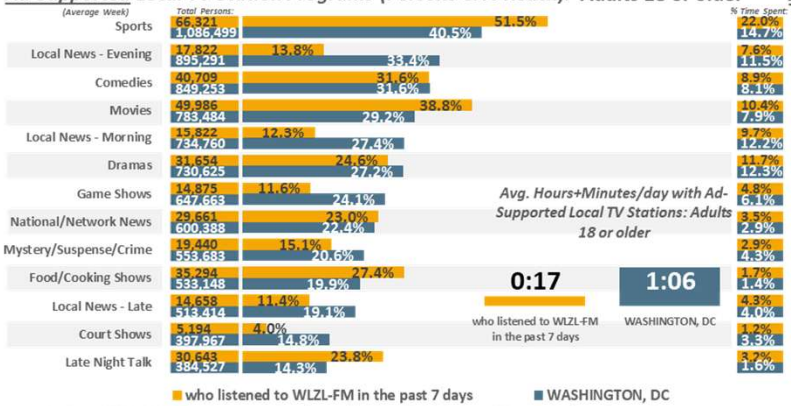
Local TV Station Programs (Persons & % Reach): Adults 18 or older



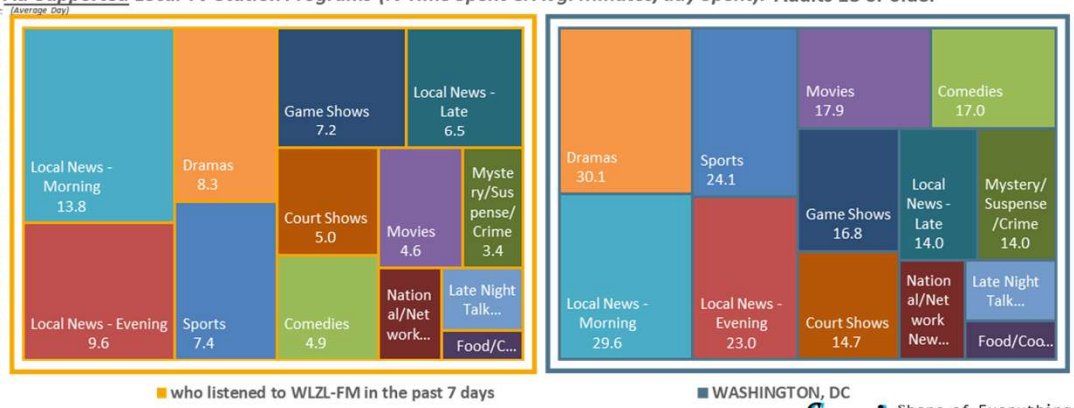
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

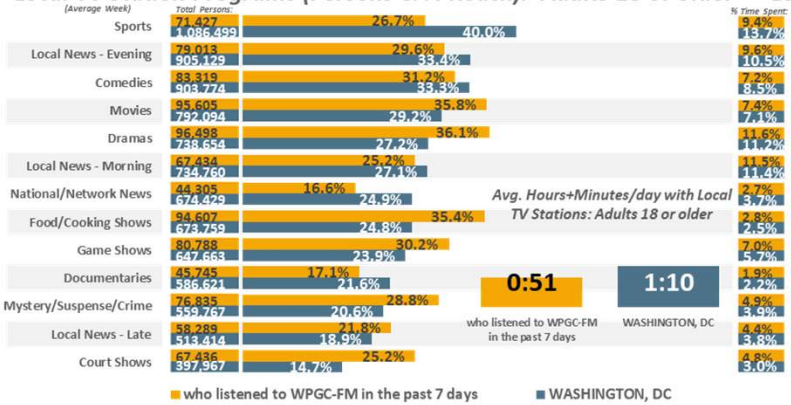
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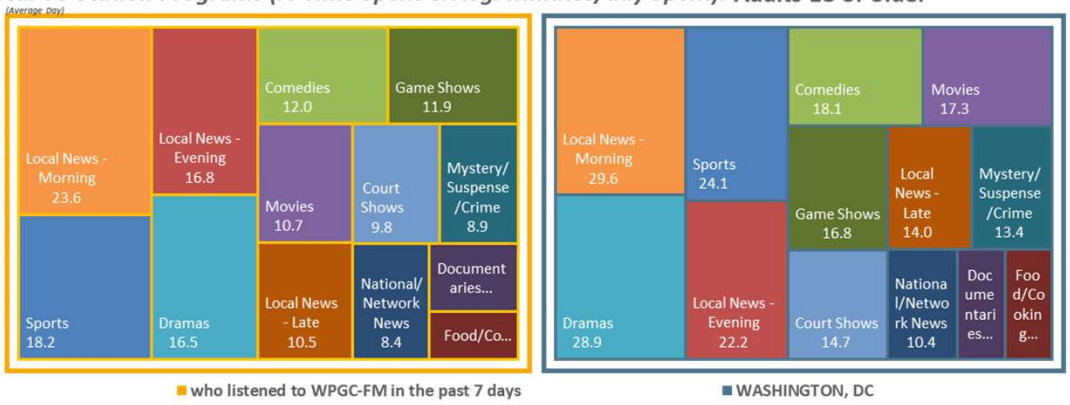
Radio Stations: WLZL-FM

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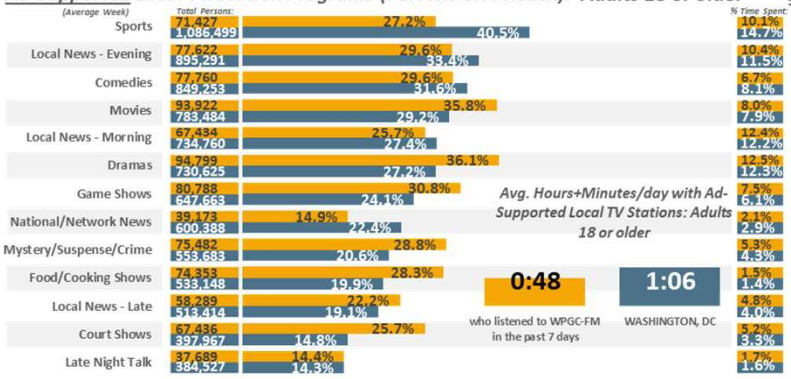
Local TV Station Programs (Persons & % Reach): Adults 18 or older



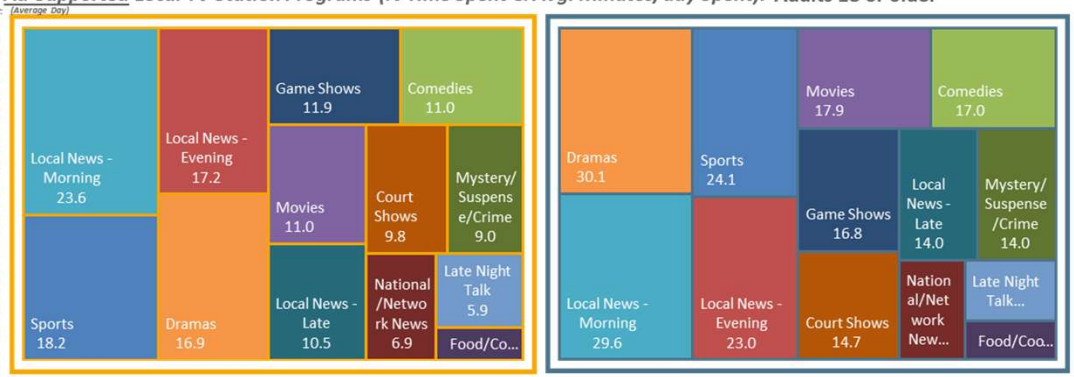
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

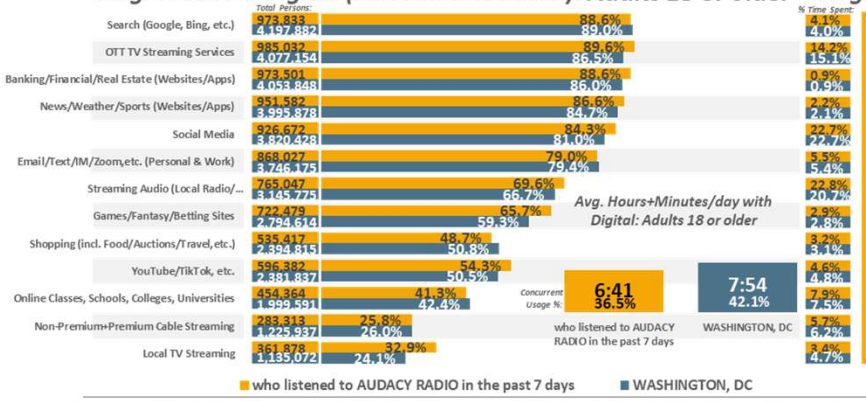
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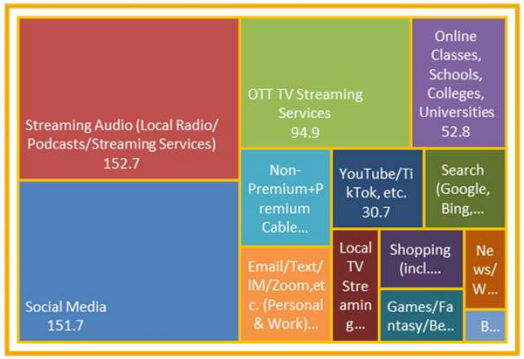
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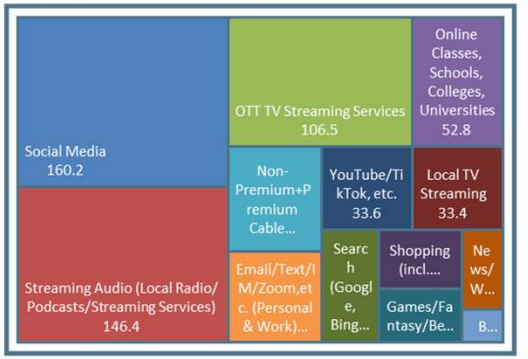
Radio Stations: WPGC-FM

785,424 or 71.5% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Social Media for an average of 128.6 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

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



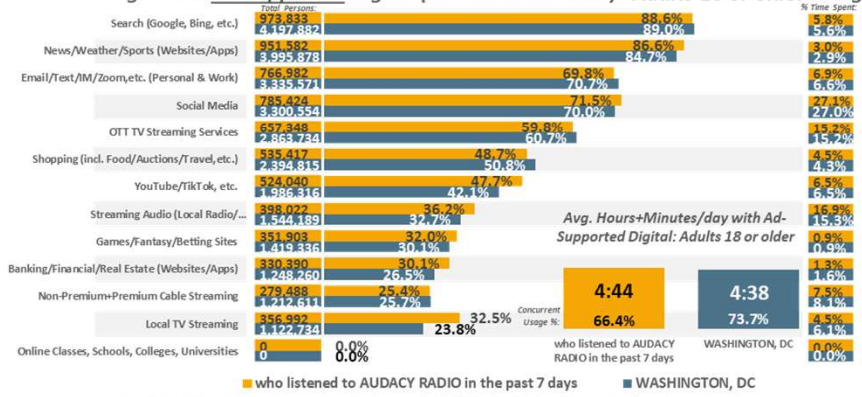


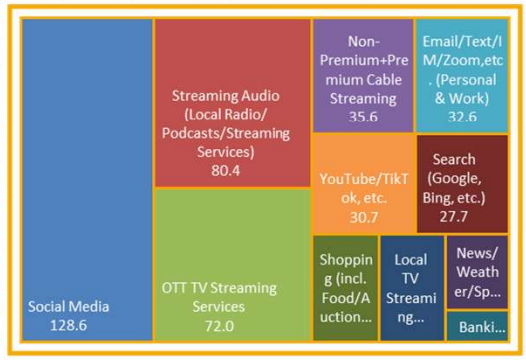


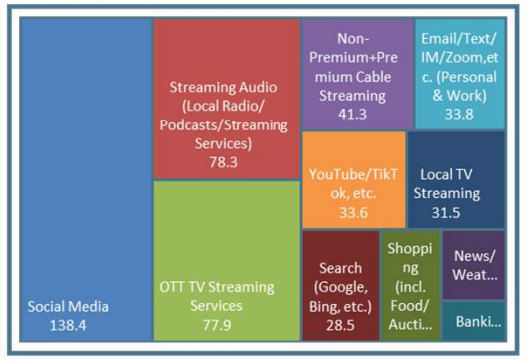
■ who listened to AUDACY RADIO in the past 7 days ■ WASHINGTON, DC

■ who listened to AUDACY RADIO in the past 7 days ■ WASHINGTON, DC

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







■ who listened to AUDACY RADIO in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

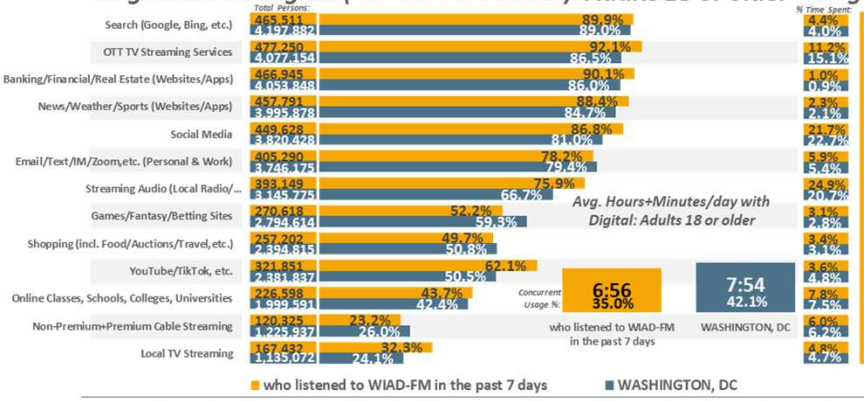
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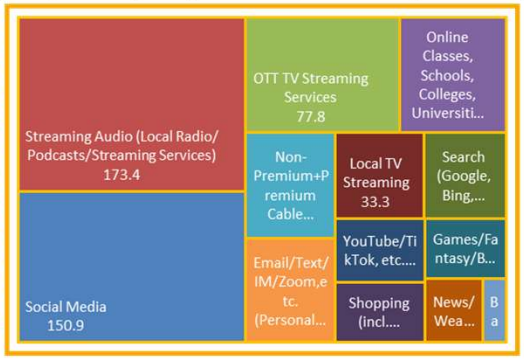
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

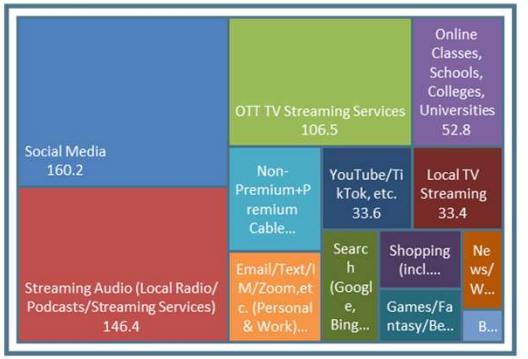
381,062 or 73.6% of Adults 18 or older who listened to WIAD-FM in the past 7 days use Ad-Supported Social Media for an average of 127.9 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

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

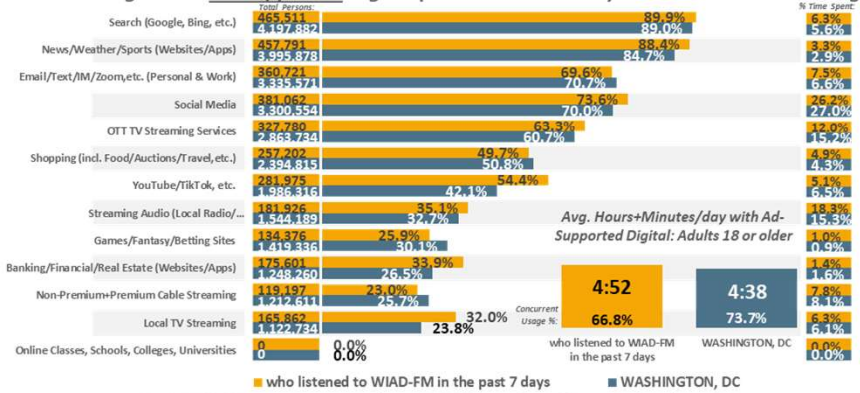


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



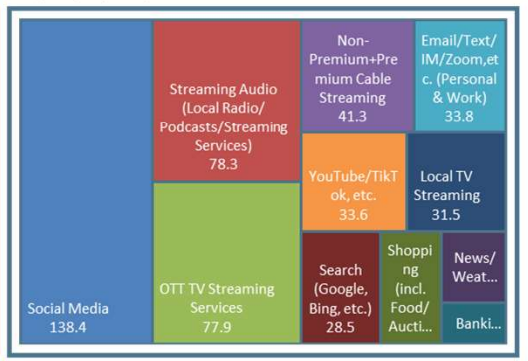


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

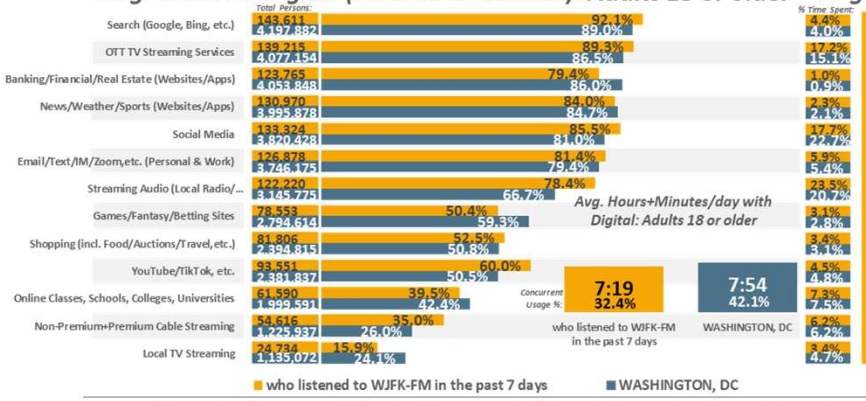
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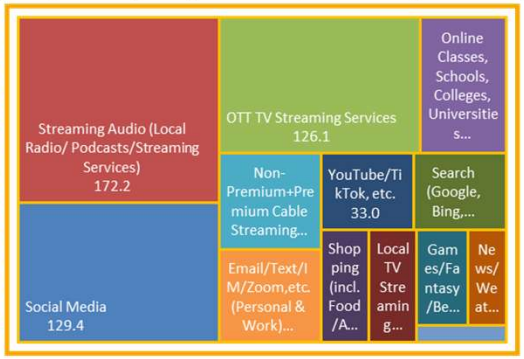
Radio Stations: WIAD-FM

123,973 or 79.5% of Adults 18 or older who listened to WJFK-FM in the past 7 days use Ad-Supported Social Media for an average of 120.3 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

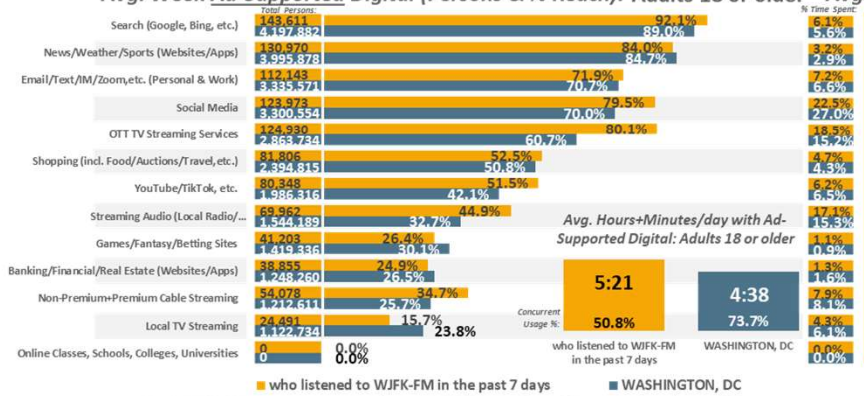
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



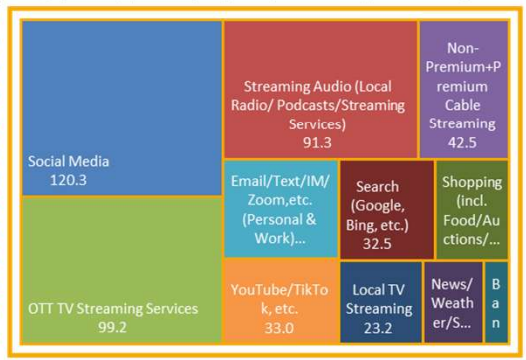
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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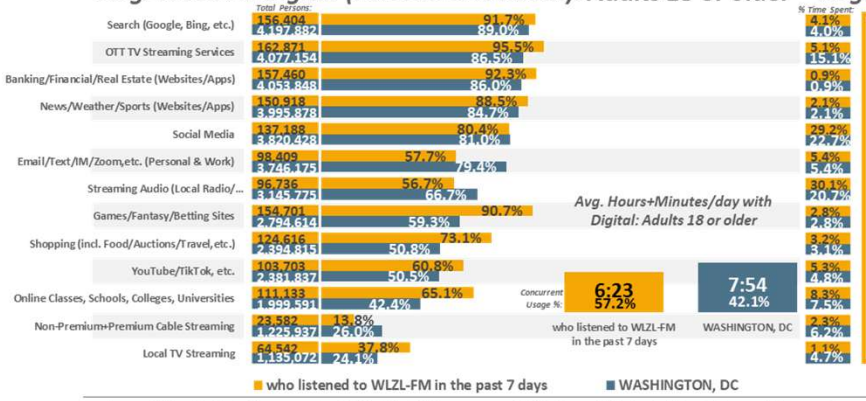
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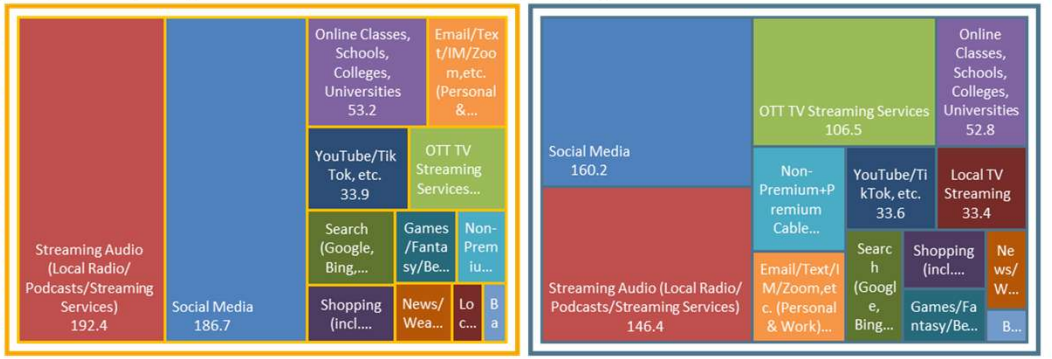
Radio Stations: WJFK-FM

112,509 or 66.% of Adults 18 or older who listened to WLZL-FM in the past 7 days use Ad-Supported Social Media for an average of 153.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Digital Media.

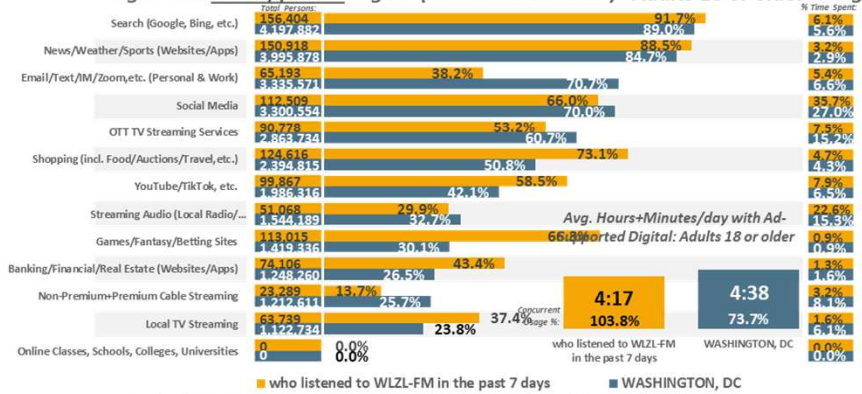
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



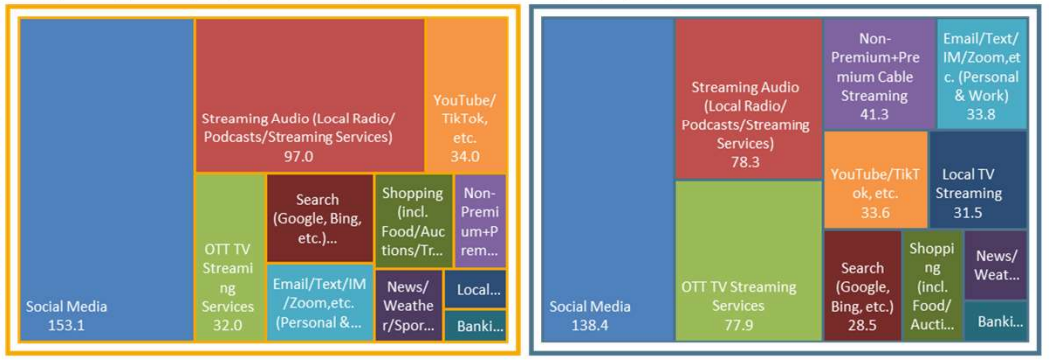
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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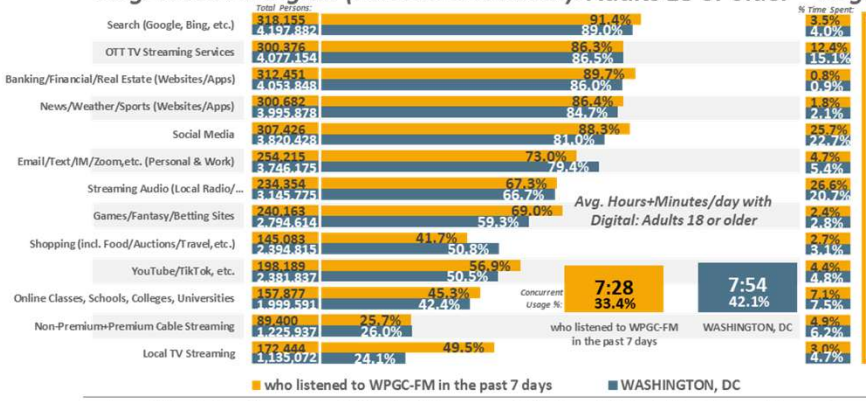
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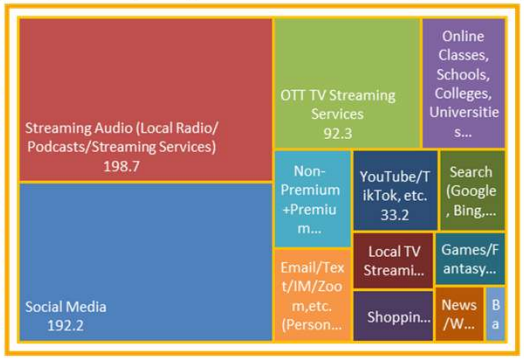
Radio Stations: WLZL-FM

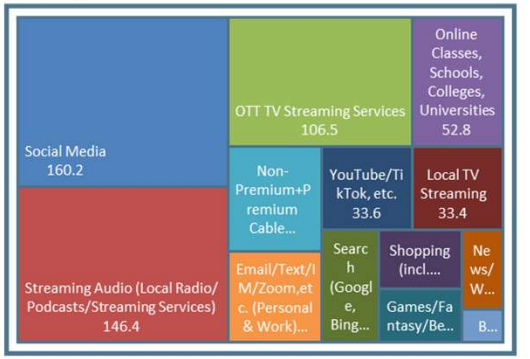
253,571 or 72.8% of Adults 18 or older who listened to WPGC-FM in the past 7 days use Ad-Supported Social Media for an average of 158.5 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

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

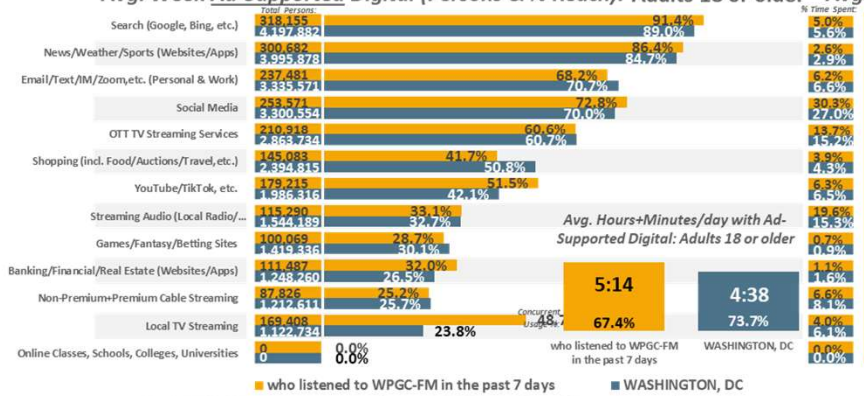


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

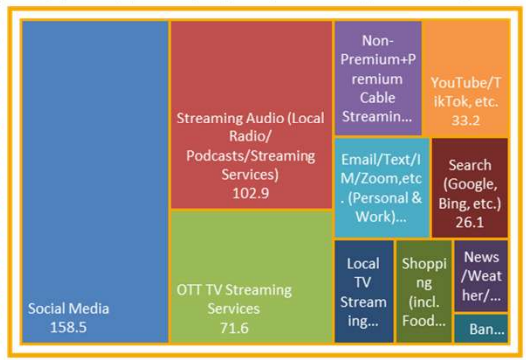


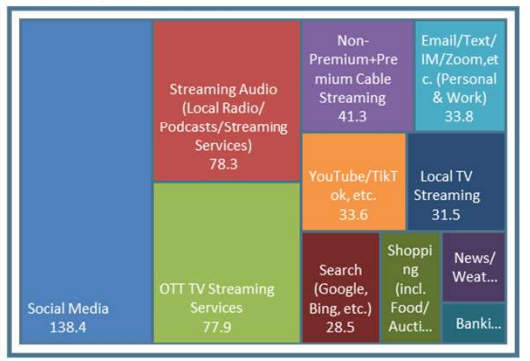


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

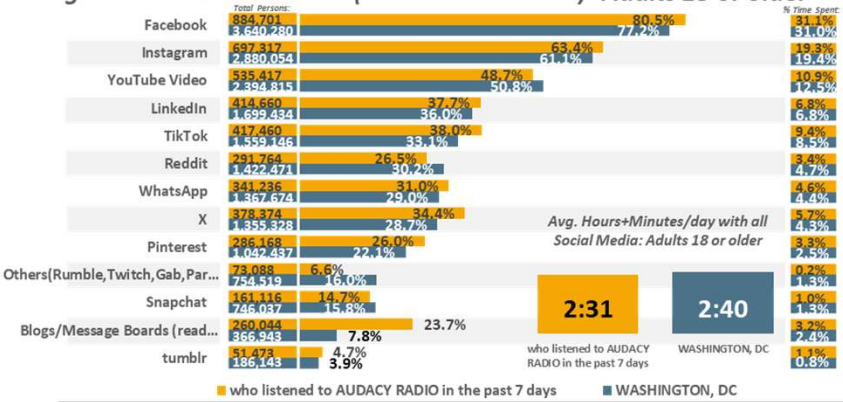
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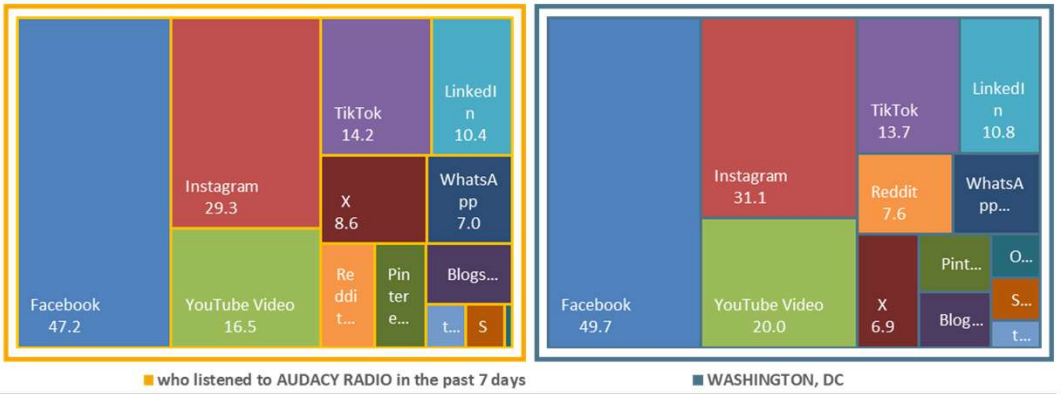
Radio Stations: WPGC-FM

785,424 or 71.5% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

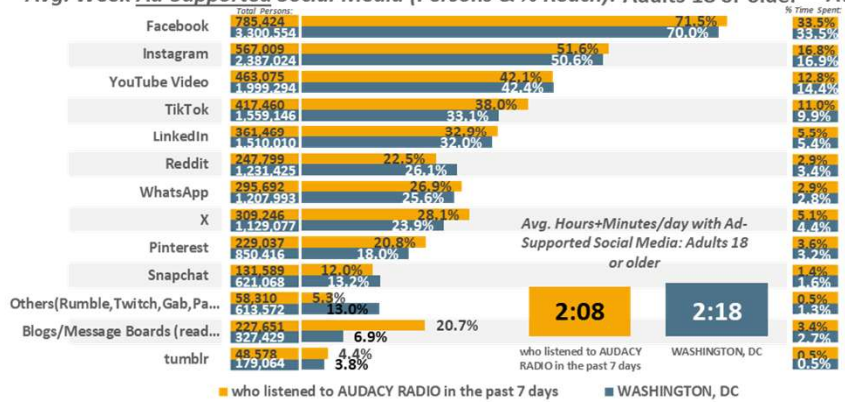
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



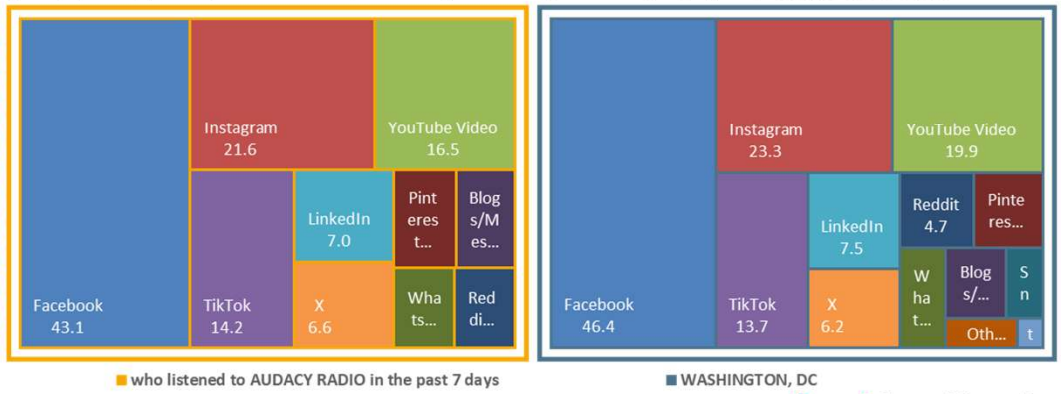
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

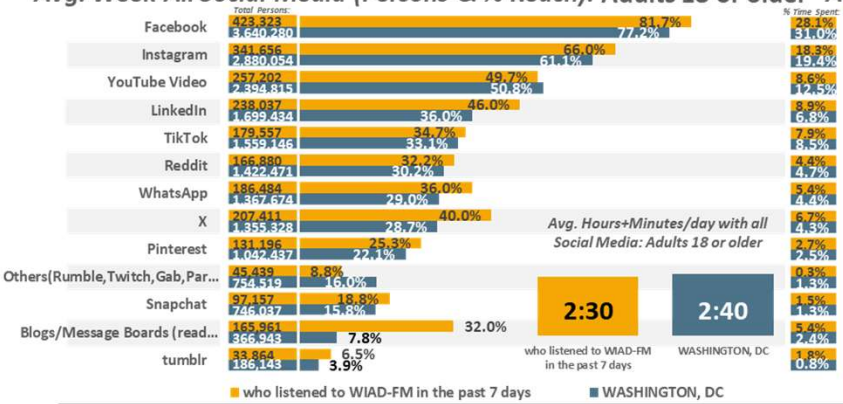
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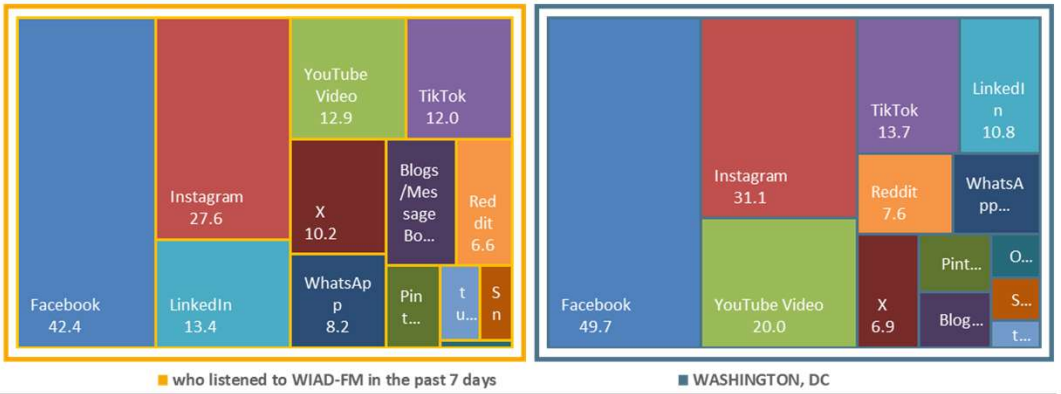
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

381,062 or 73.6% of Adults 18 or older who listened to WIAD-FM in the past 7 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

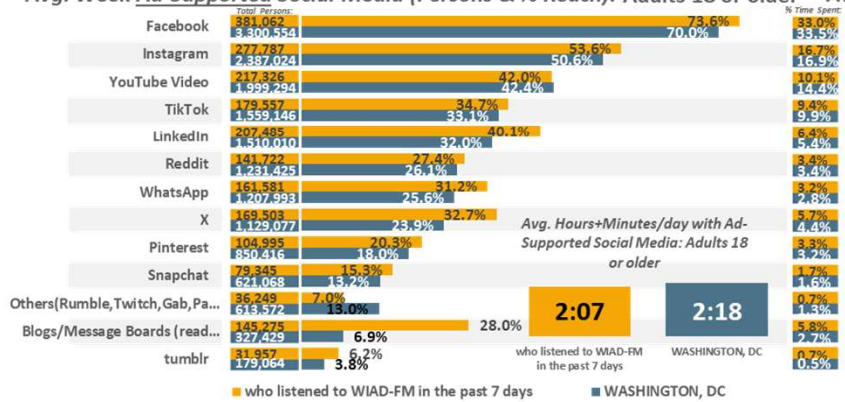
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



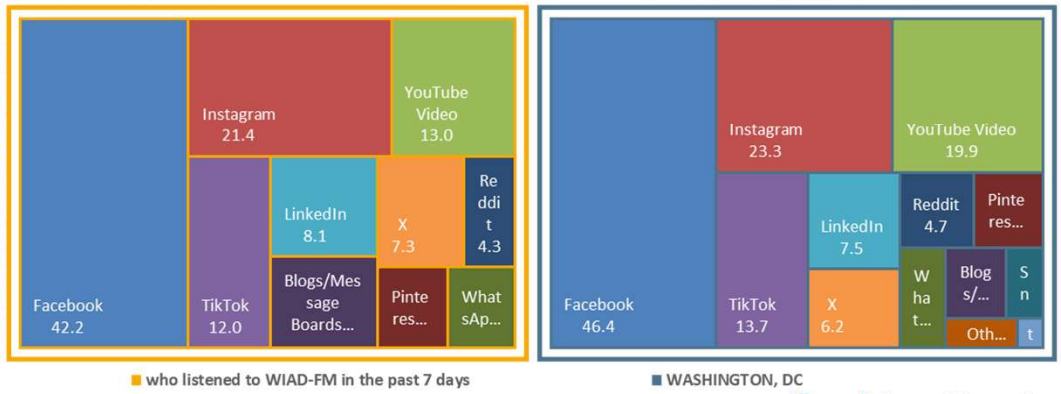
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

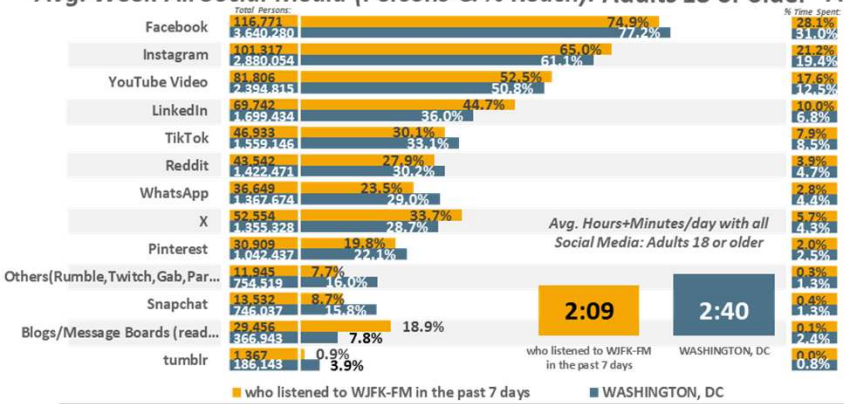
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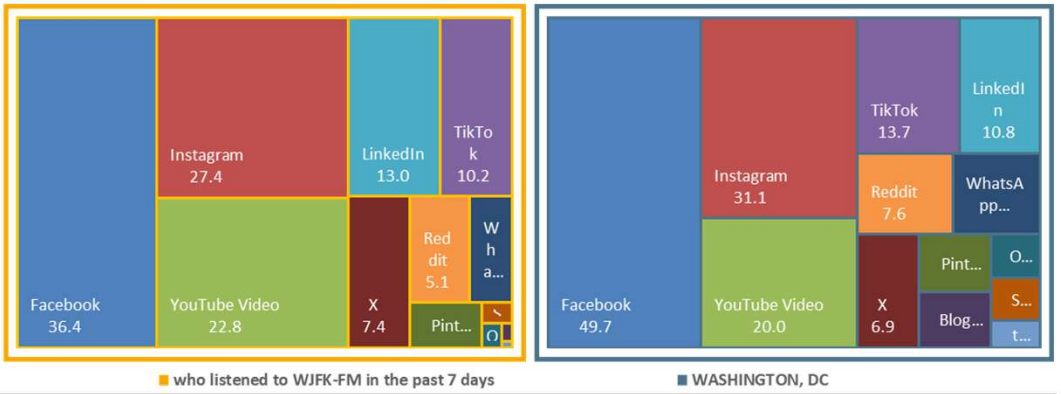
Radio Stations: WIAD-FM

116,771 or 74.9% of Adults 18 or older who listened to WJFK-FM in the past 7 days use Ad-Supported Facebook for an average of 39.7 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

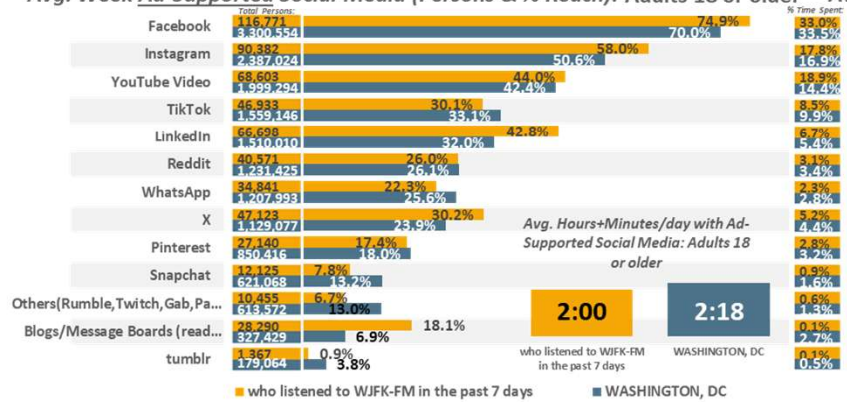
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



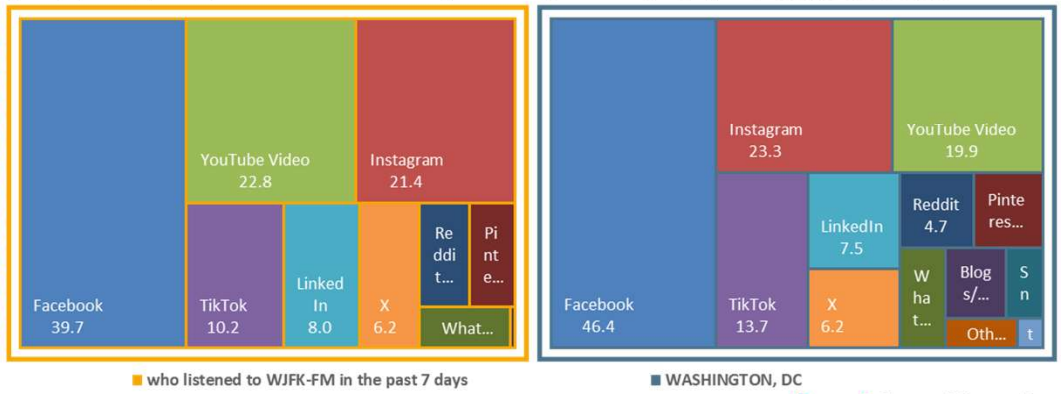
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

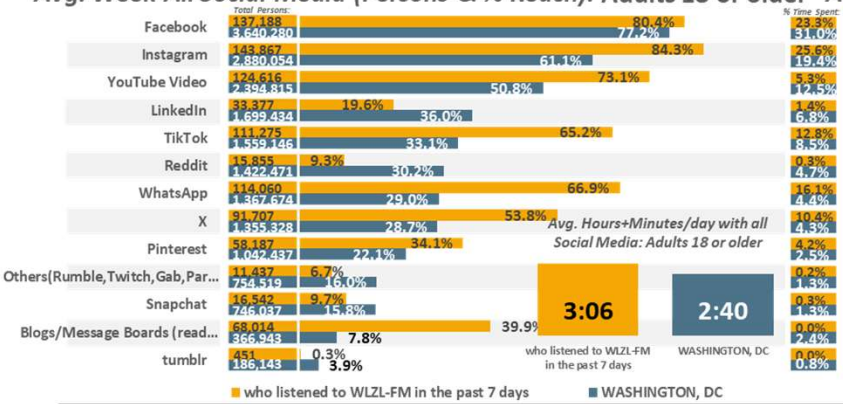
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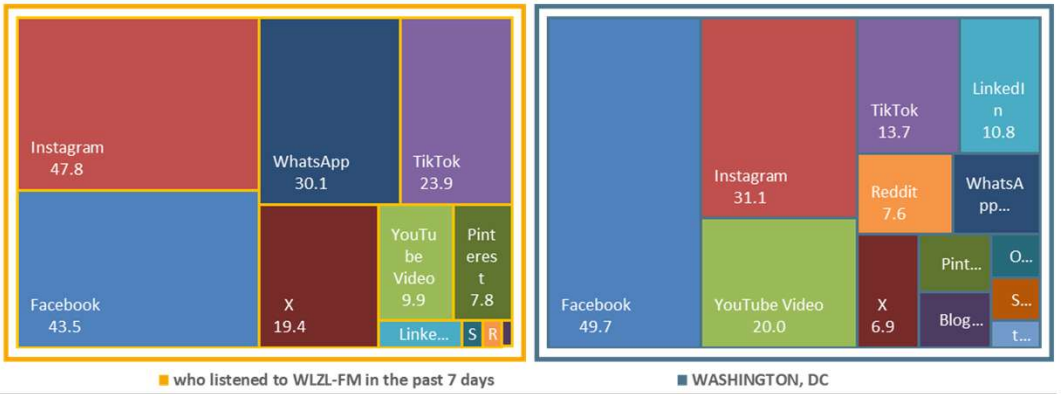
Radio Stations: WJFK-FM

112,509 or 66.% of Adults 18 or older who listened to WLZL-FM in the past 7 days use Ad-Supported Facebook for an average of 48.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

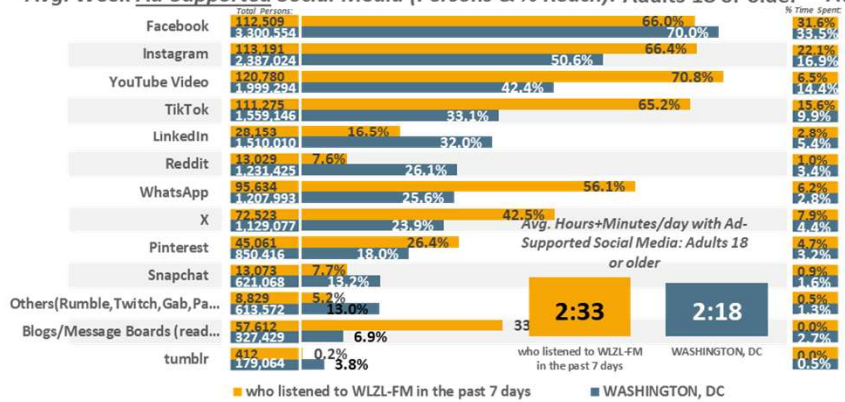
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



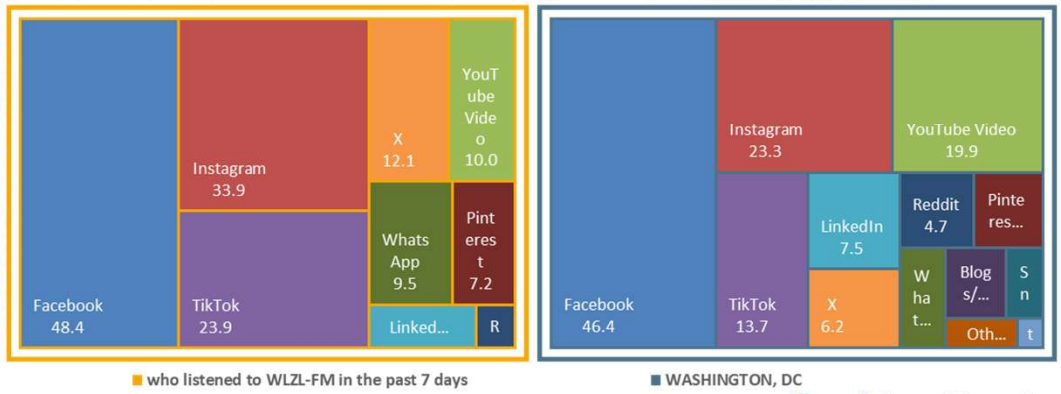
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

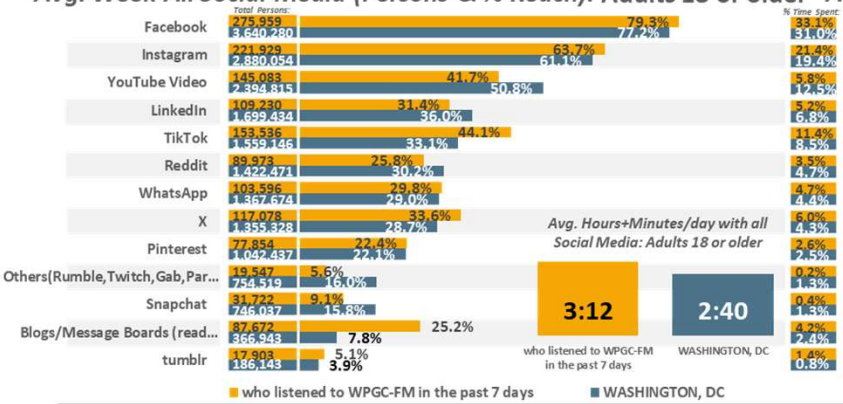
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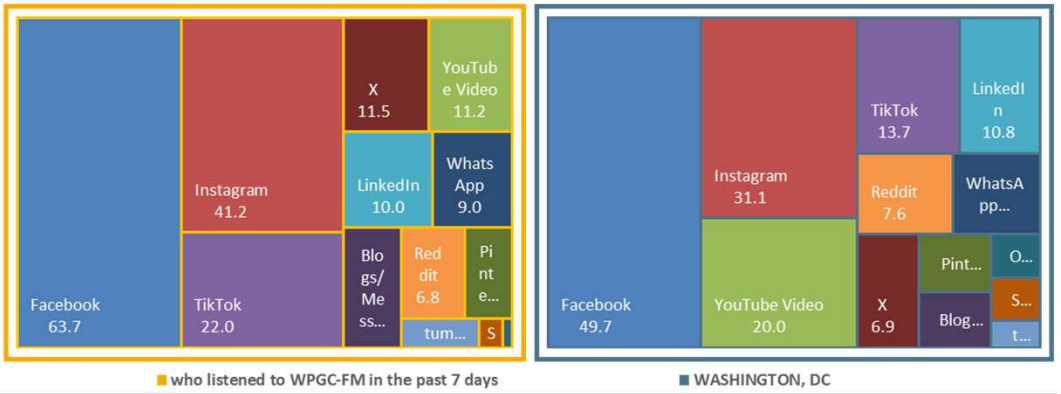
Radio Stations: WLZL-FM

253,571 or 72.8% of Adults 18 or older who listened to WPGC-FM in the past 7 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

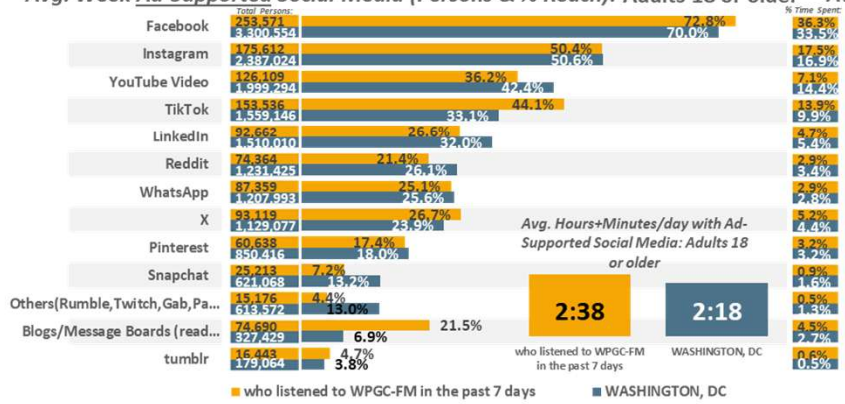
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



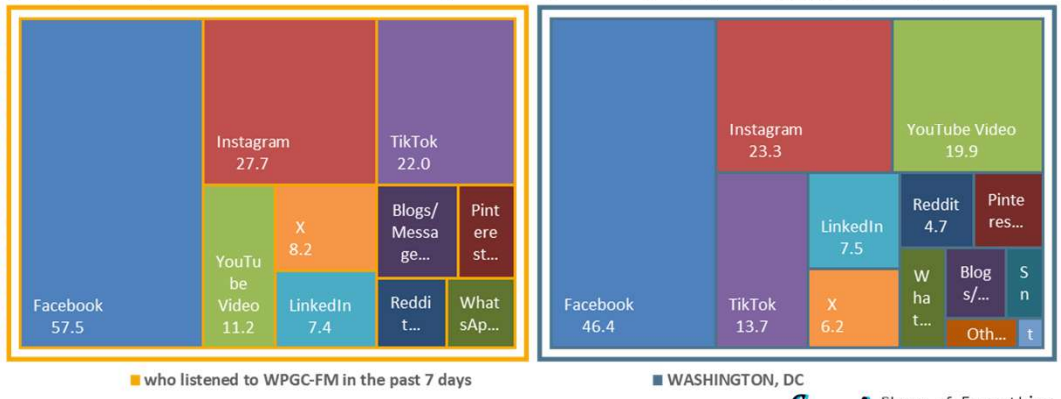
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



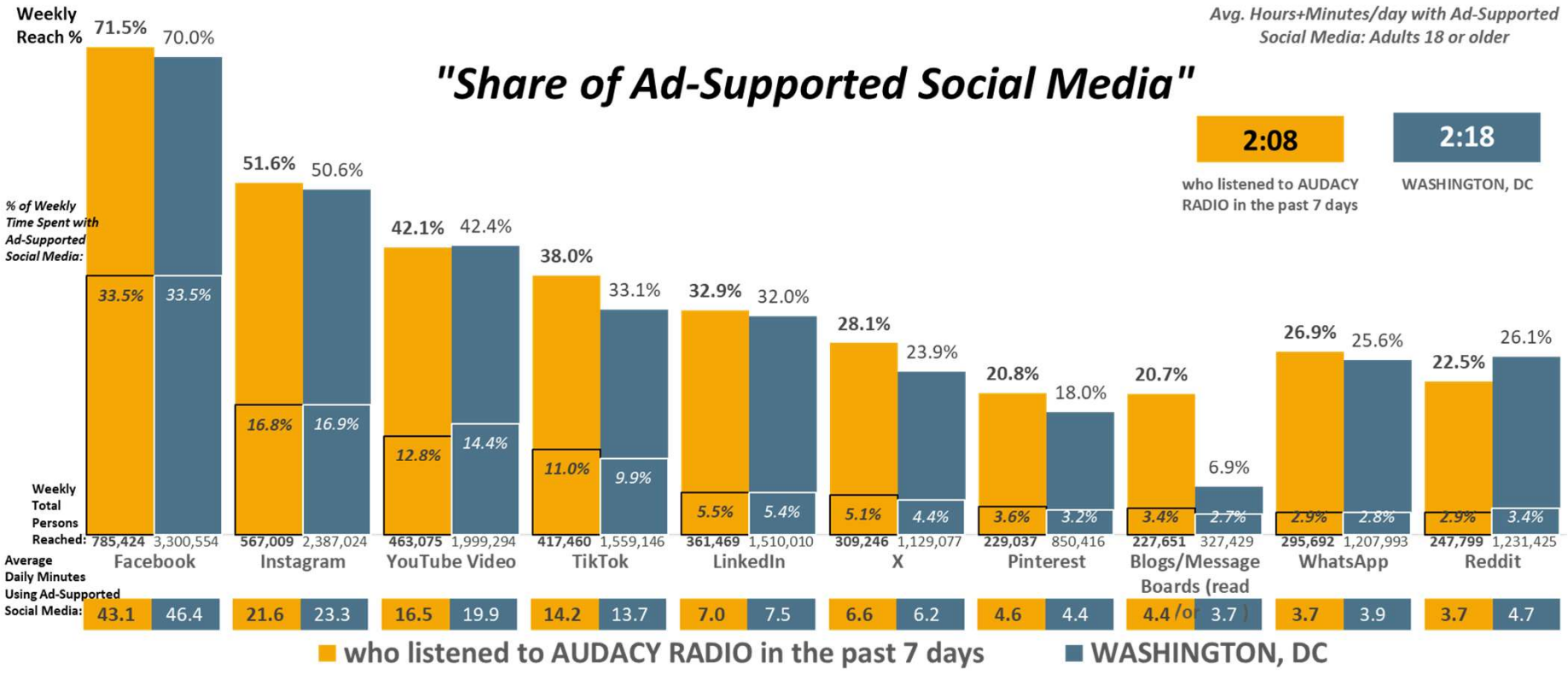
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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Radio Stations: WPGC-FM

785,424 or 71.5% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 43.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



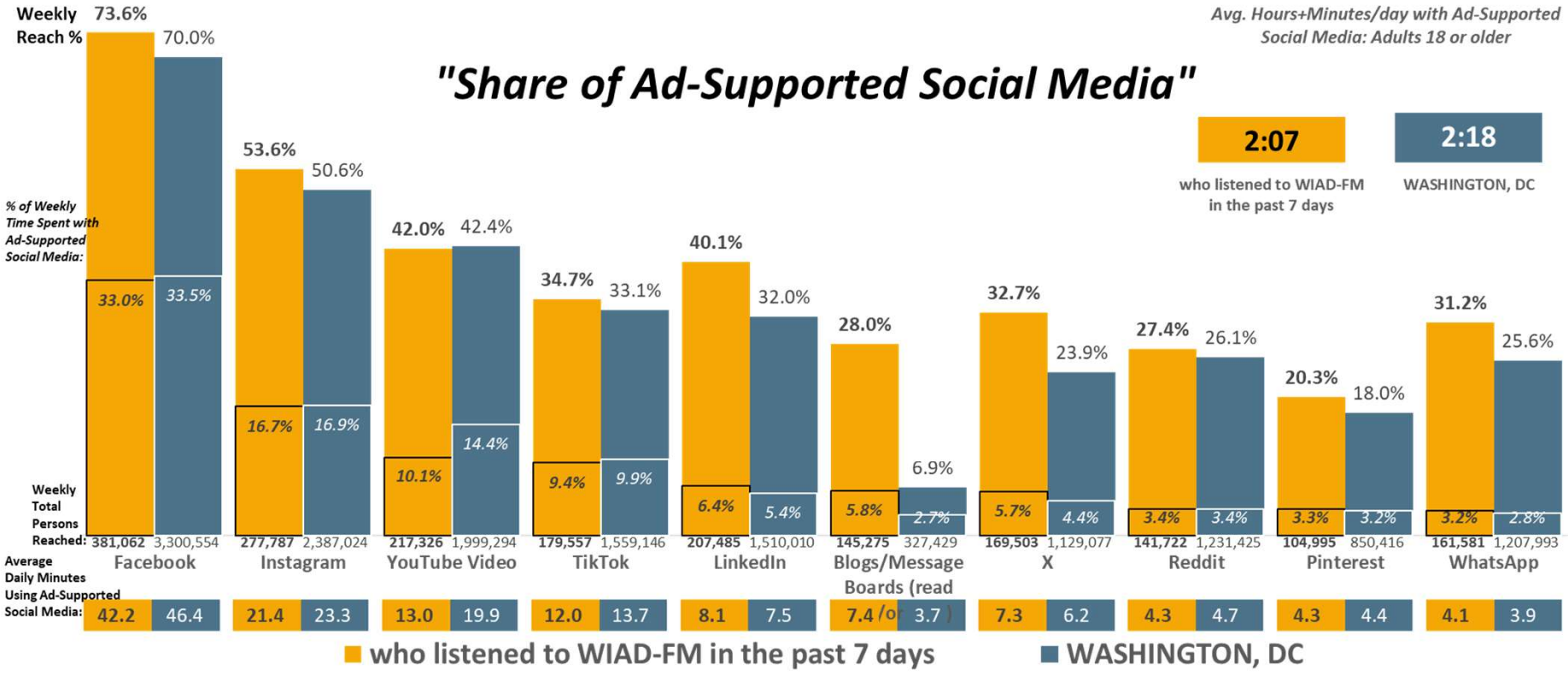
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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

381,062 or 73.6% of Adults 18 or older who listened to WIAD-FM in the past 7 days use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.



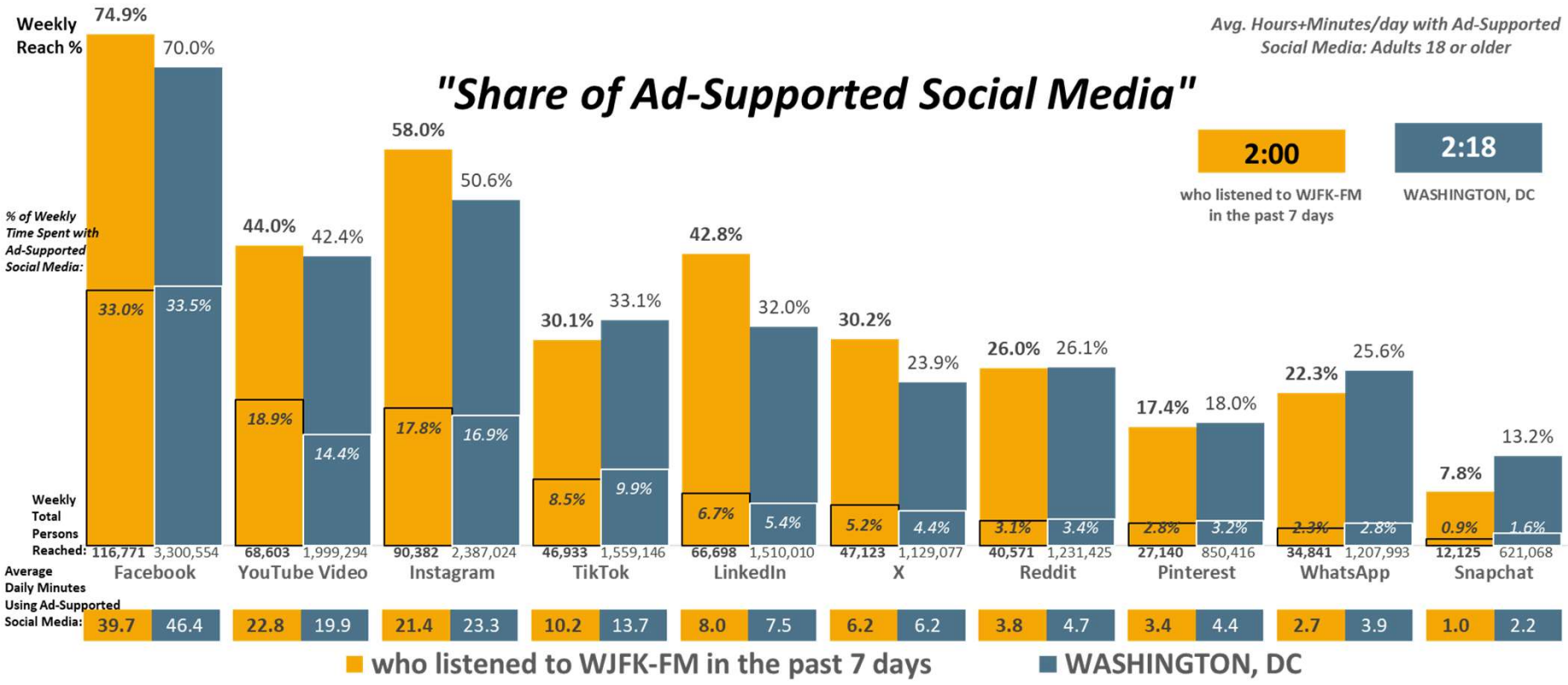
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WIAD-FM

116,771 or 74.9% of Adults 18 or older who listened to WJFK-FM in the past 7 days use Ad-Supported Facebook for an average of 39.7 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.



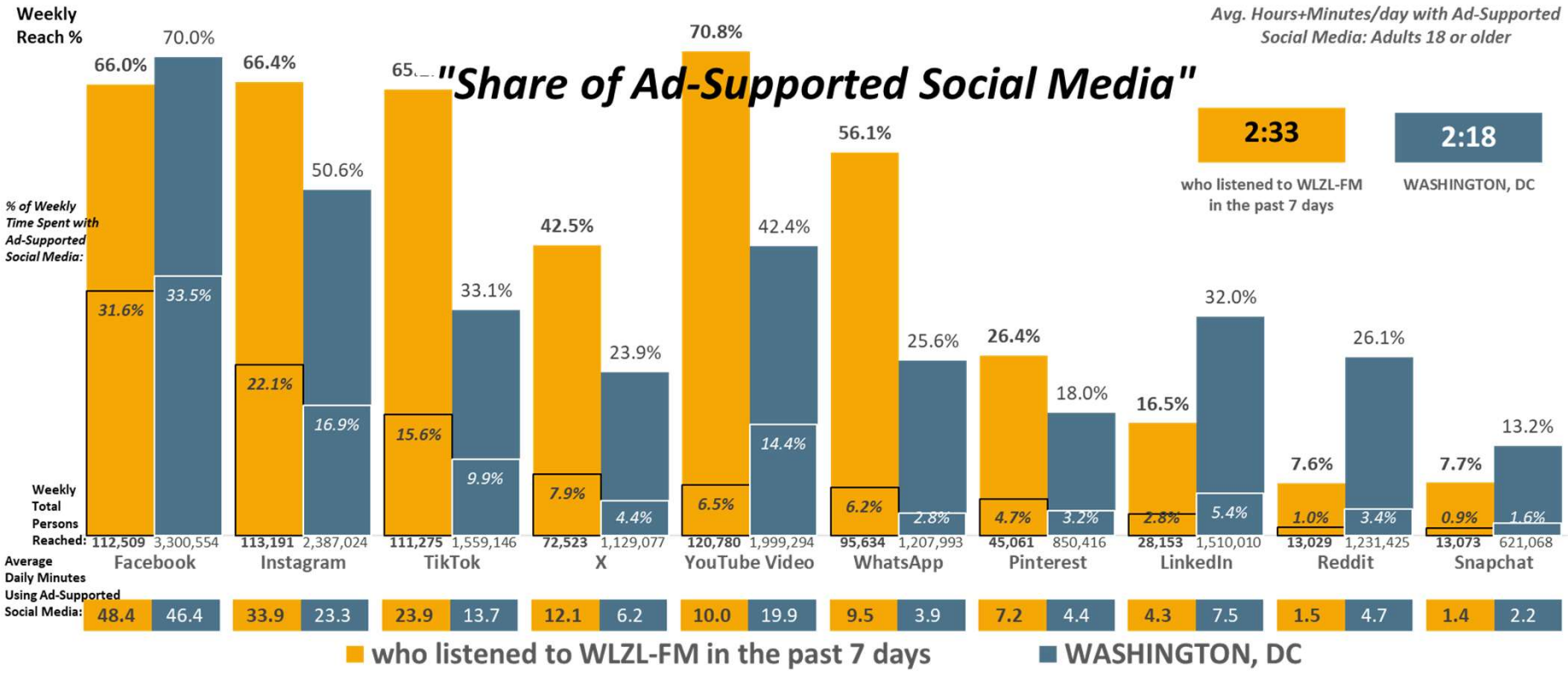
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WJFK-FM

112,509 or 66.% of Adults 18 or older who listened to WLZL-FM in the past 7 days use Ad-Supported Facebook for an average of 48.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



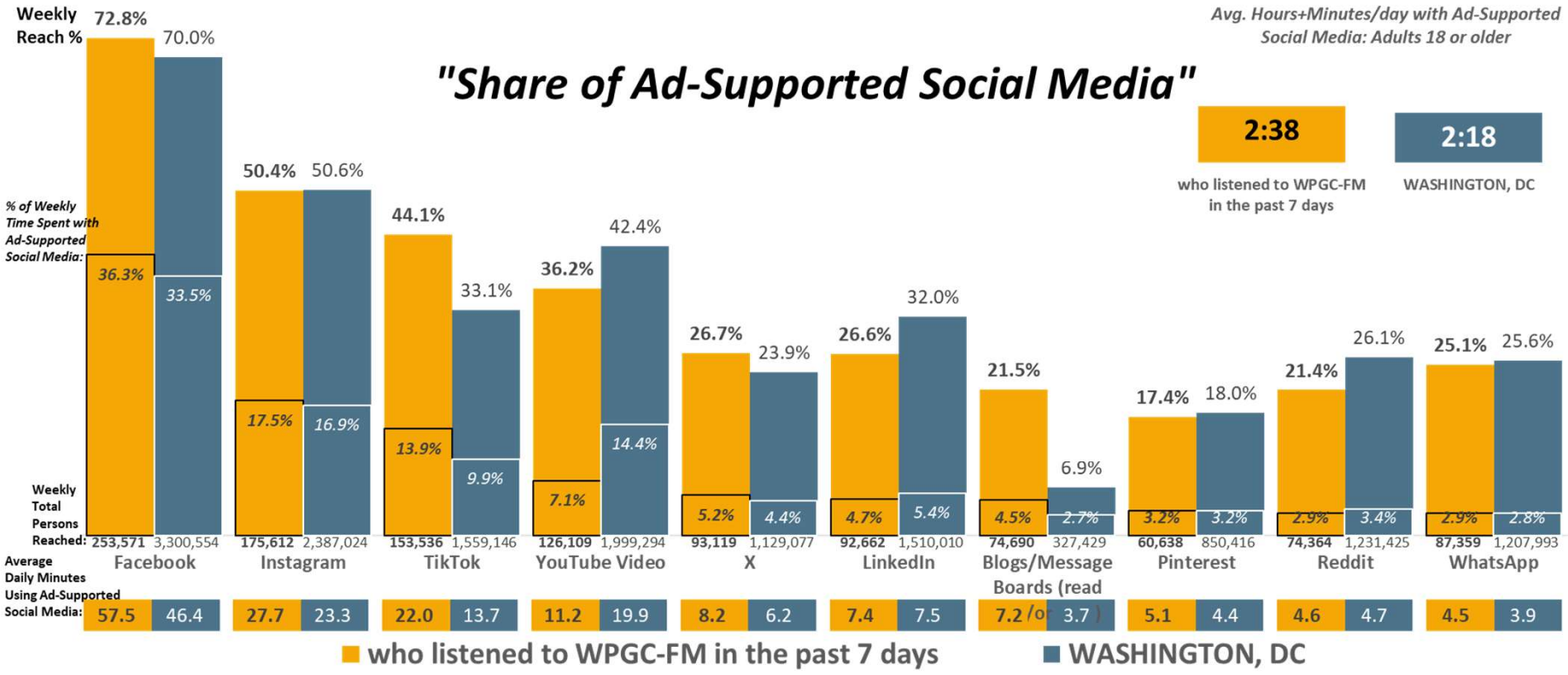
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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Radio Stations: WLZL-FM

253,571 or 72.8% of Adults 18 or older who listened to WPGC-FM in the past 7 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



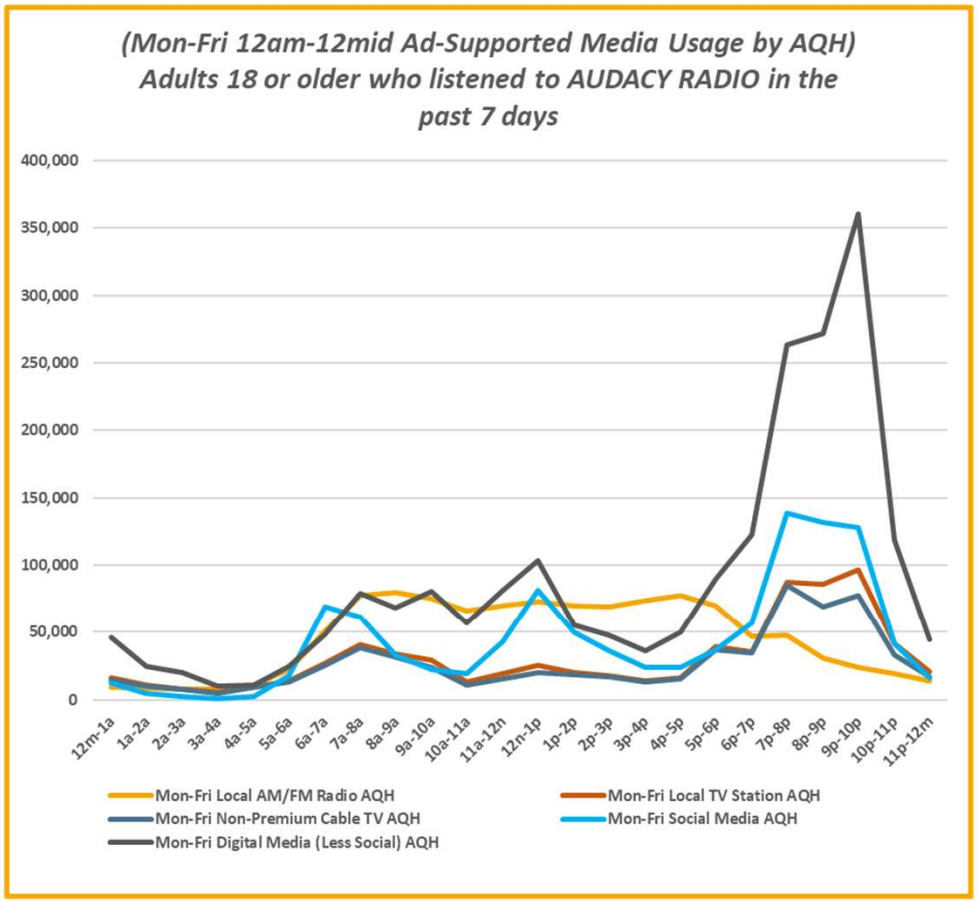
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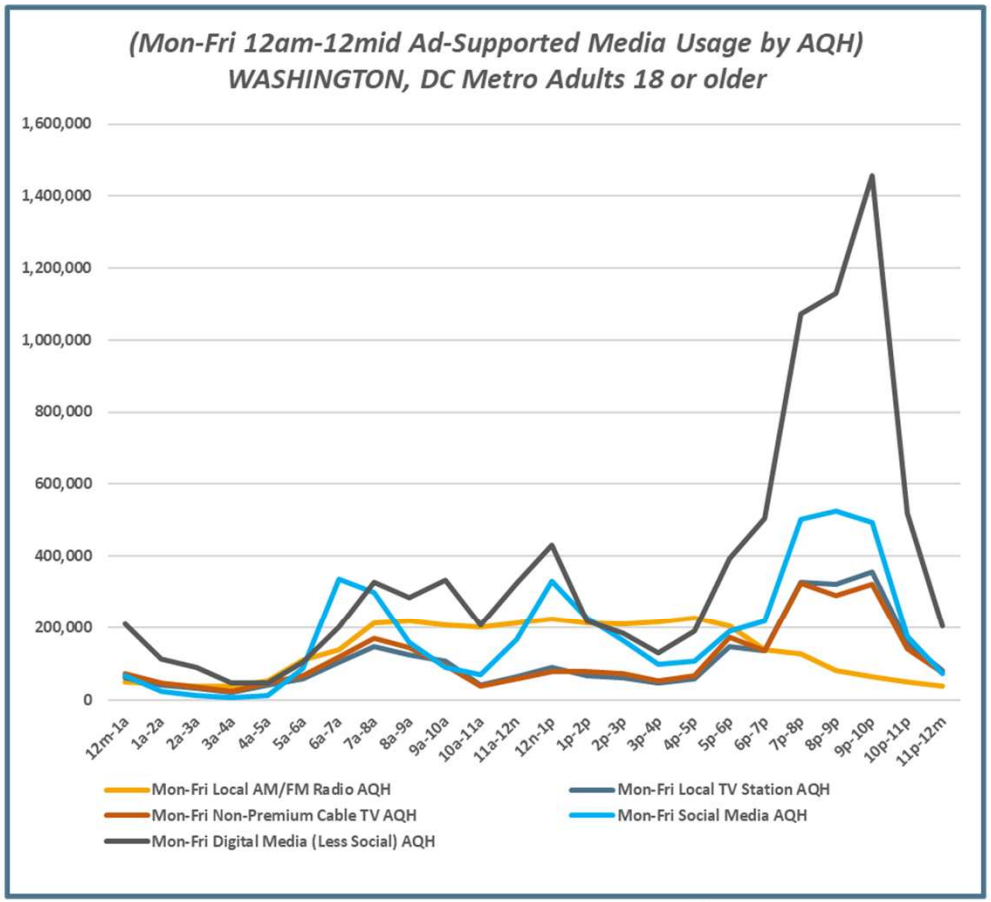
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Radio Stations: WPGC-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 70,590; Local Radio: 69,079; Social Media: 42,751; Local TV: 25,481; Non-Prem. Cable: 23,088 reaching Adults 18 or older who listened to AUDACY RADIO in the past 7 days.





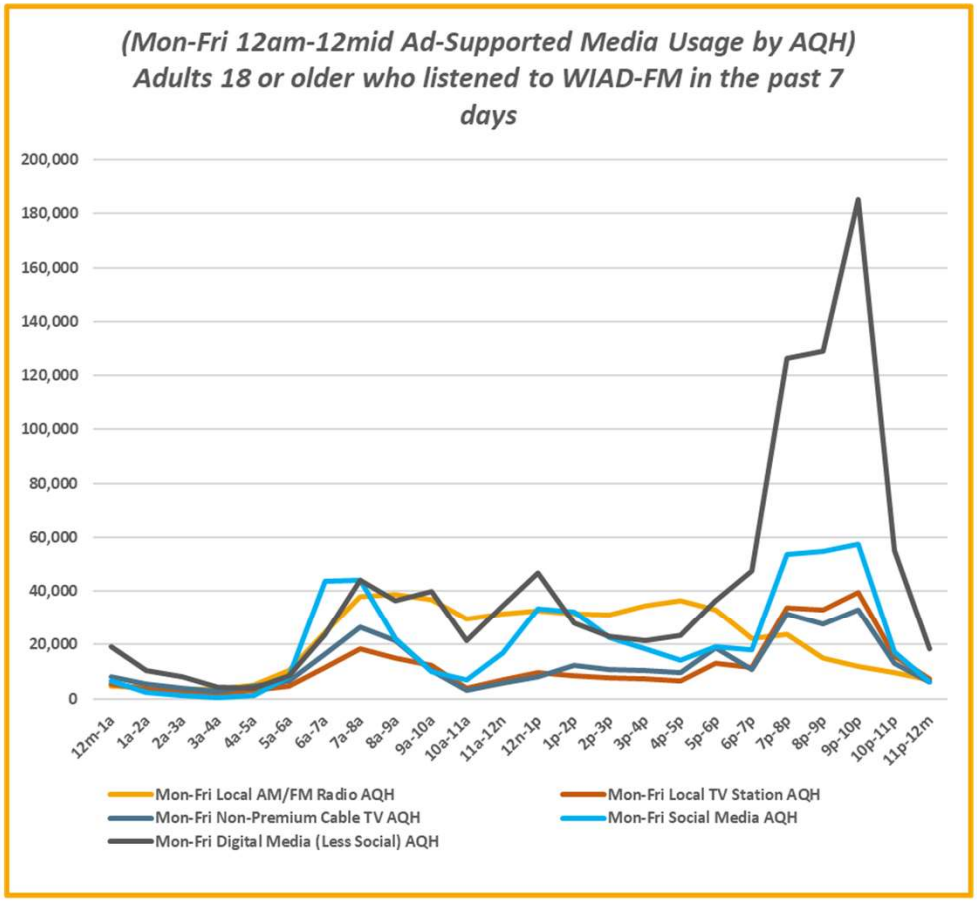
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

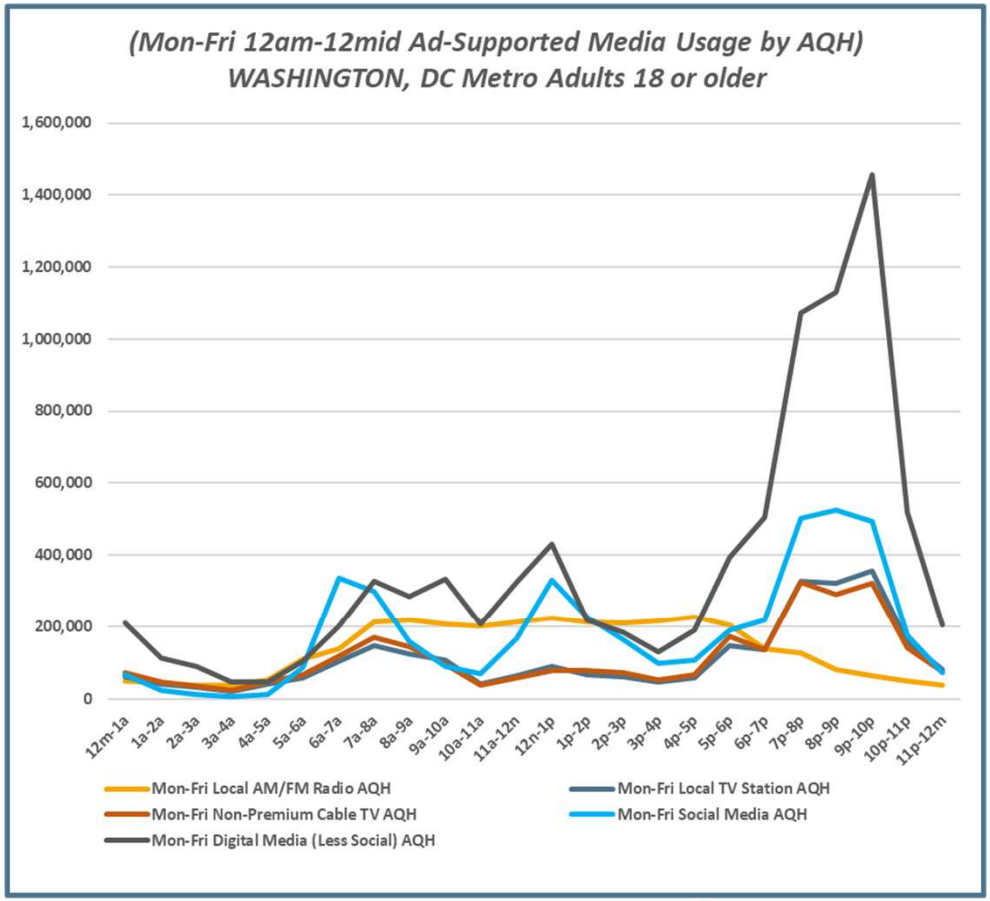
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,779; Local Radio: 32,267; Social Media: 23,197; Non-Prem. Cable: 12,607; Local TV: 10,107 reaching Adults 18 or older who listened to WIAD-FM in the past 7 days.





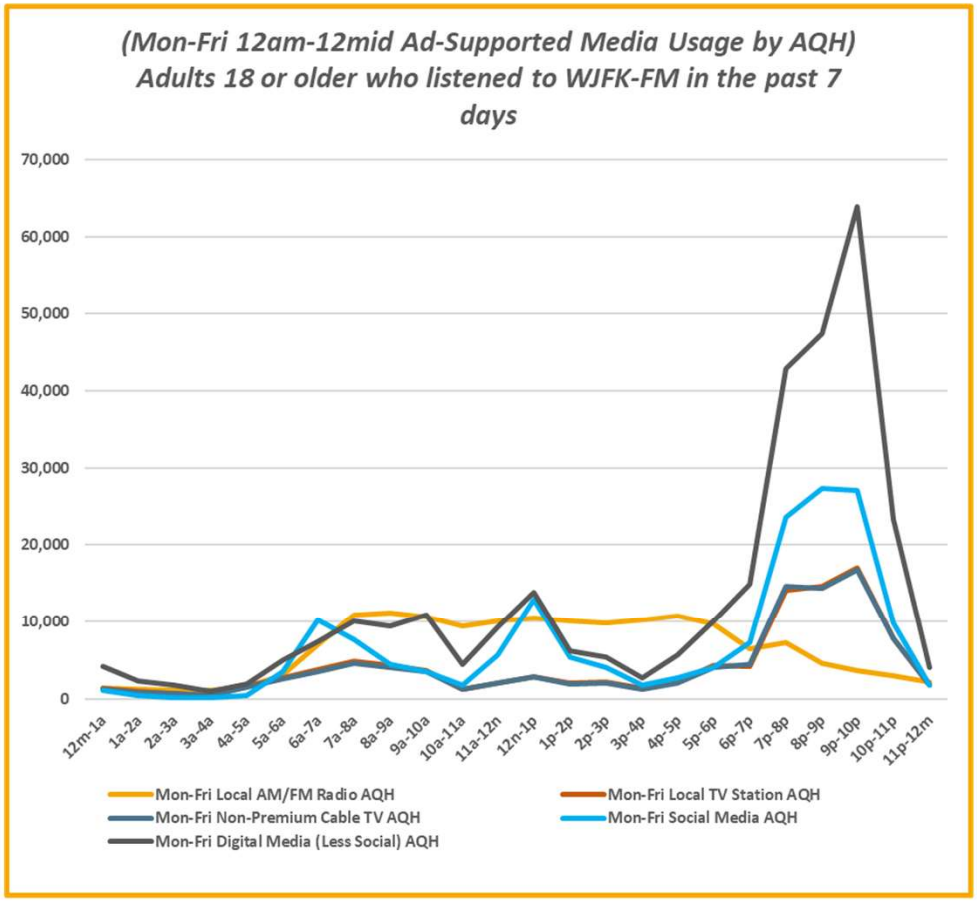
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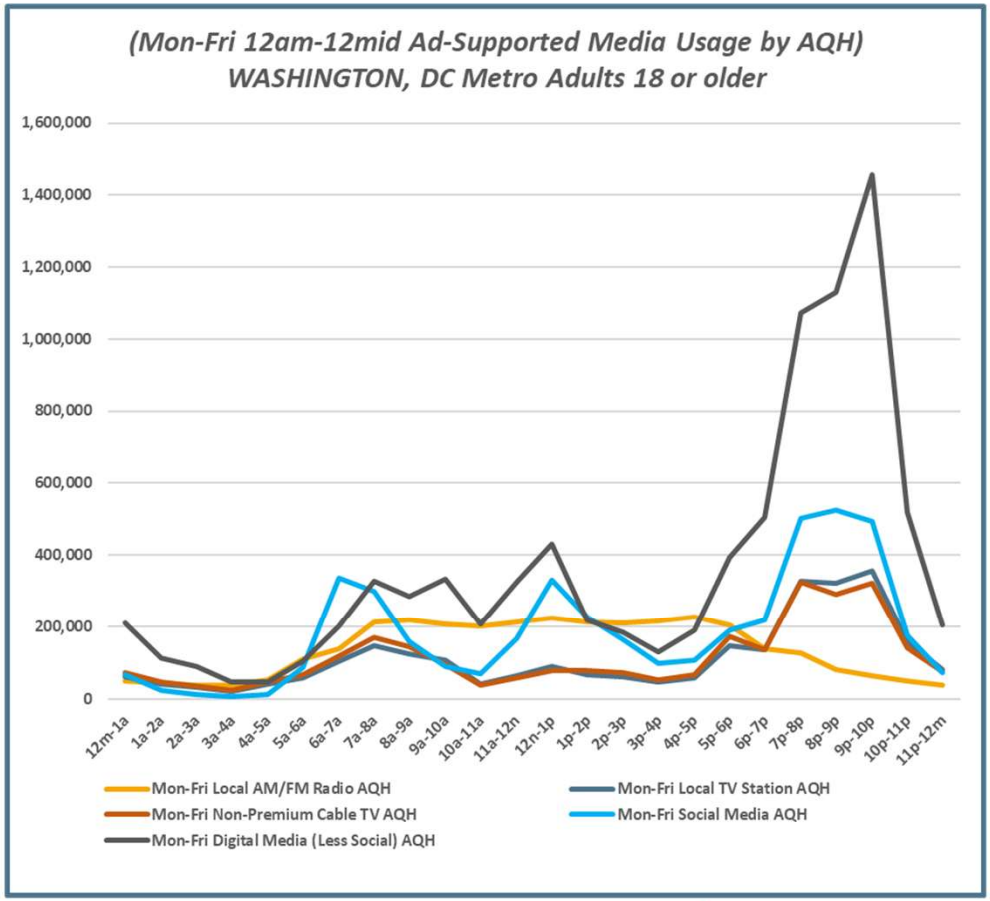
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Radio Stations: WIAD-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 9,712; All Other Digital Media: 8,473; Social Media: 5,458; Local TV: 2,981; Non-Prem. Cable: 2,840 reaching Adults 18 or older who listened to WJFK-FM in the past 7 days.





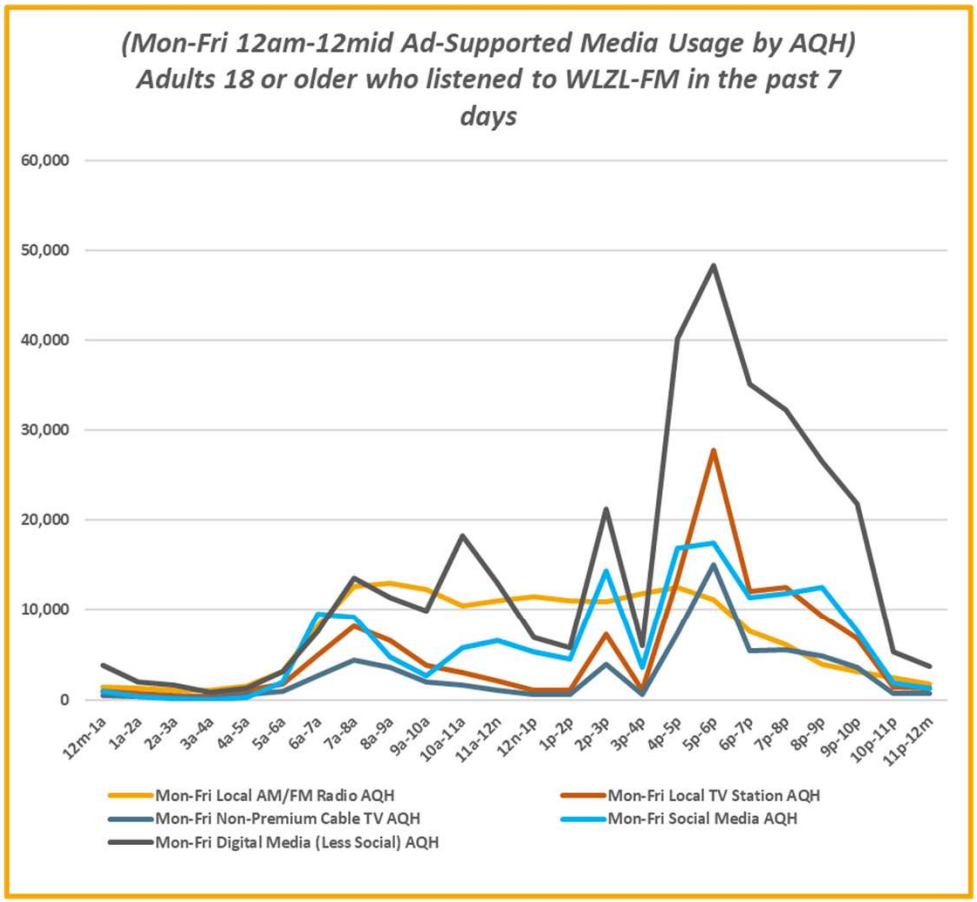
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

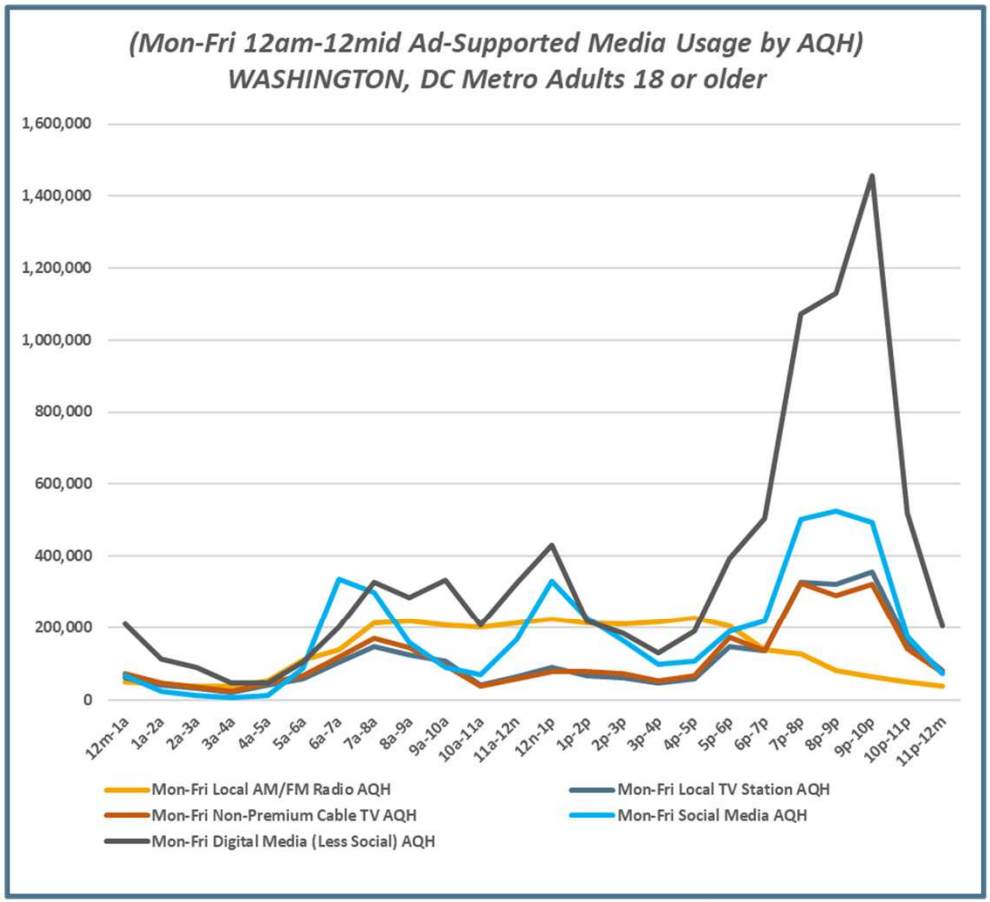
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Radio Stations: WJFK-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,255; Local Radio: 11,074; Social Media: 8,617; Local TV: 7,101; Non-Prem. Cable: 3,749 reaching Adults 18 or older who listened to WLZL-FM in the past 7 days.





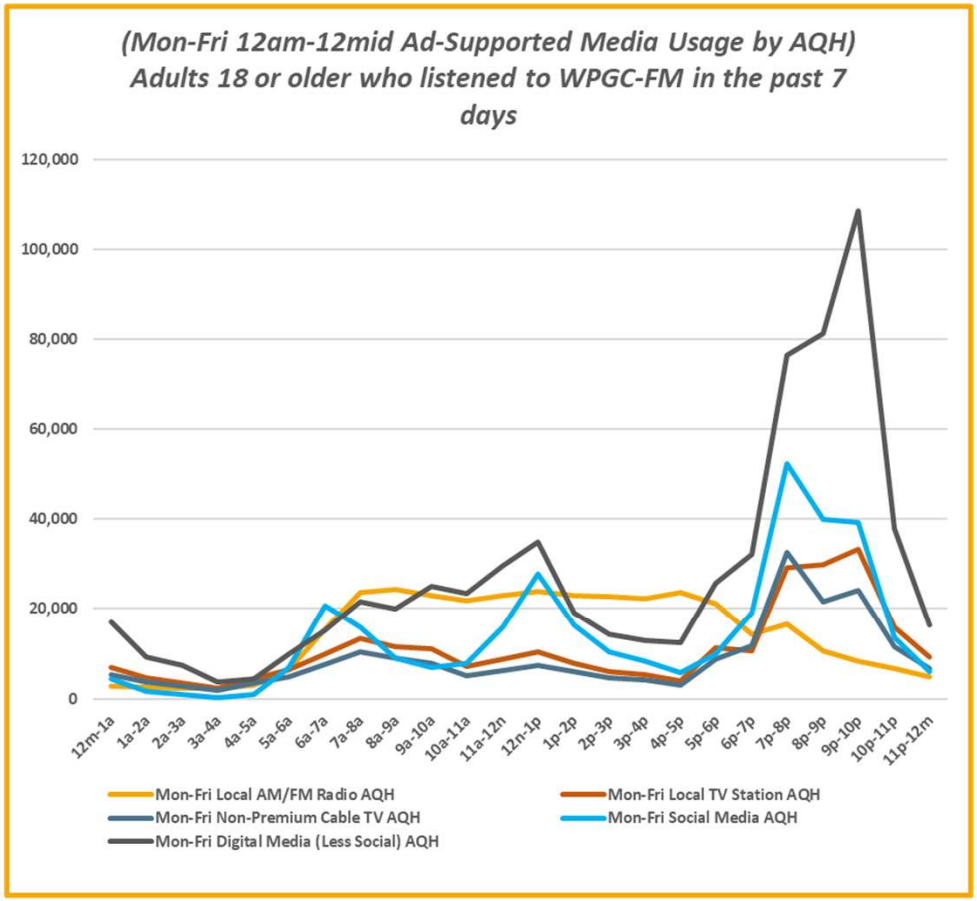
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

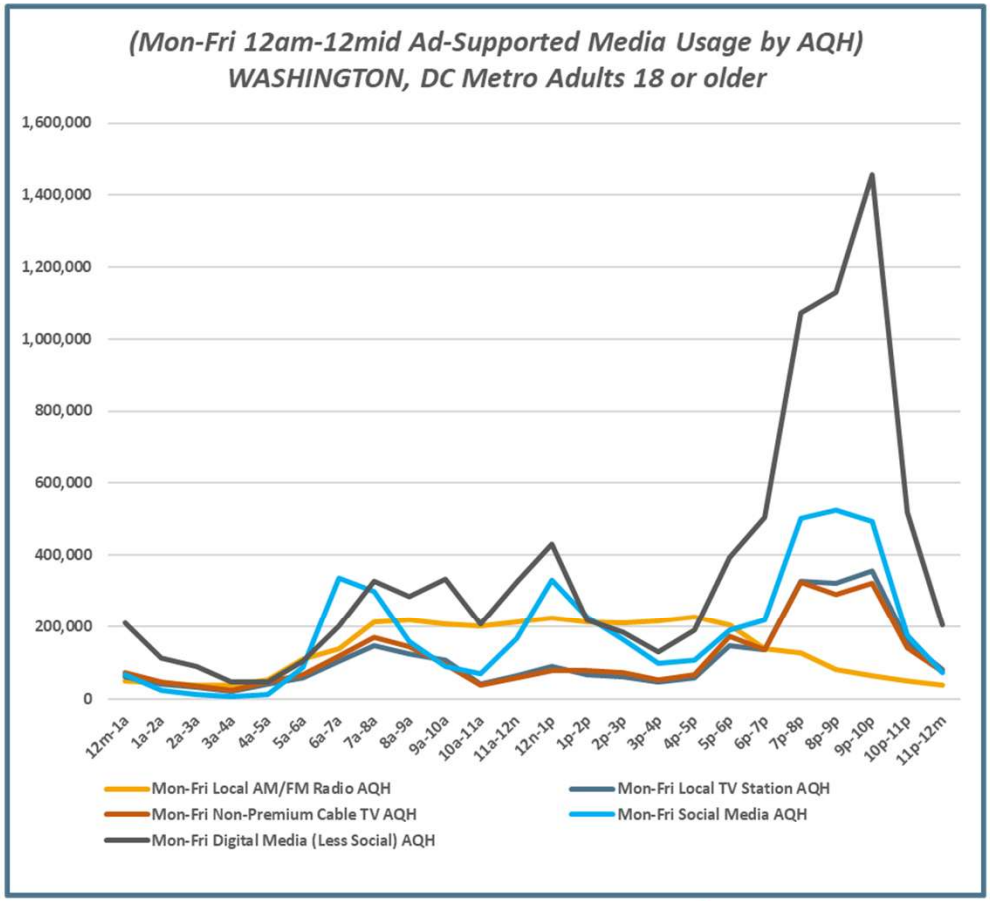
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Radio Stations: WLZL-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,036; Local Radio: 21,717; Social Media: 13,367; Local TV: 8,965; Non-Prem. Cable: 7,066 reaching Adults 18 or older who listened to WPGC-FM in the past 7 days.





WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

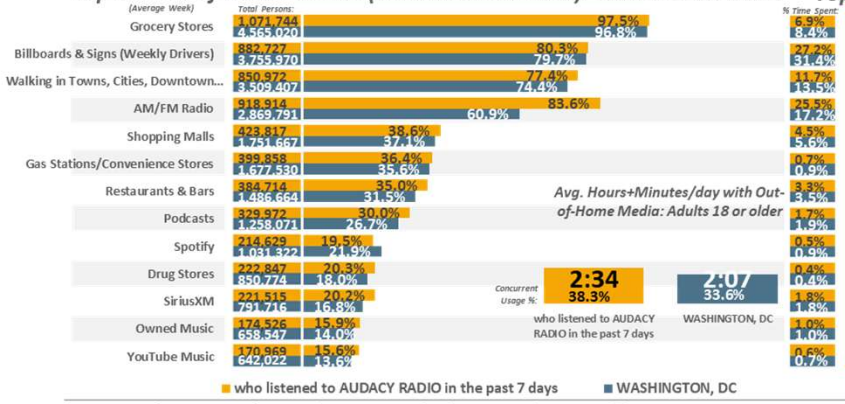
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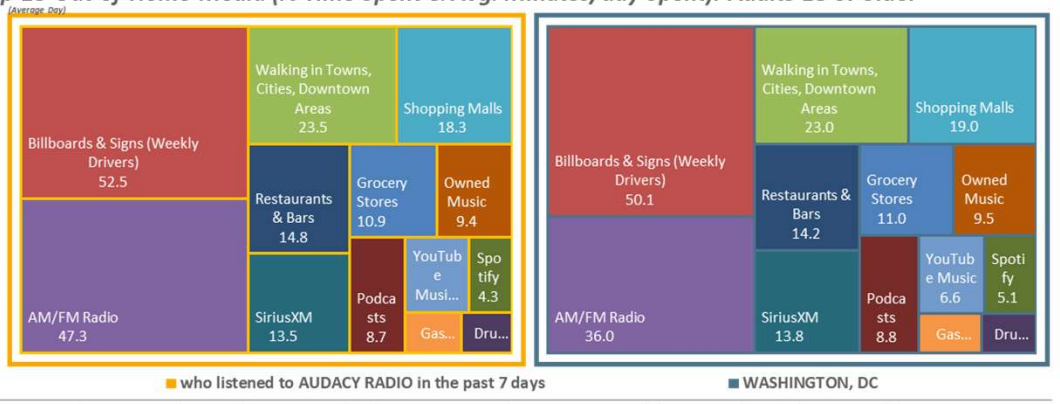
Radio Stations: WLZL-FM

882,727 or 80.3% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 52.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

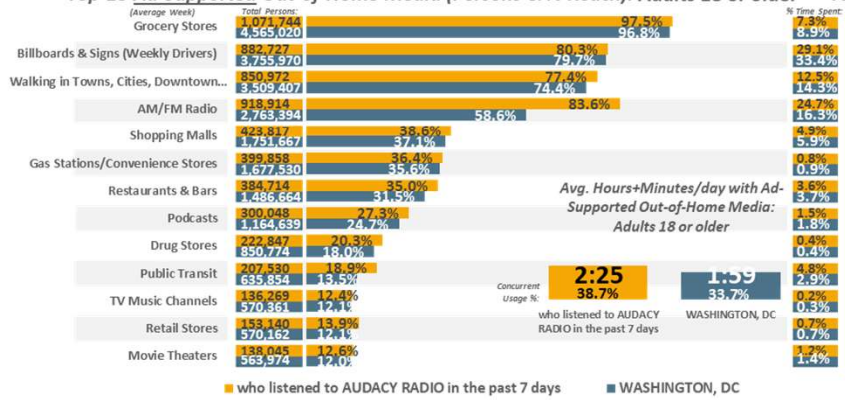
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



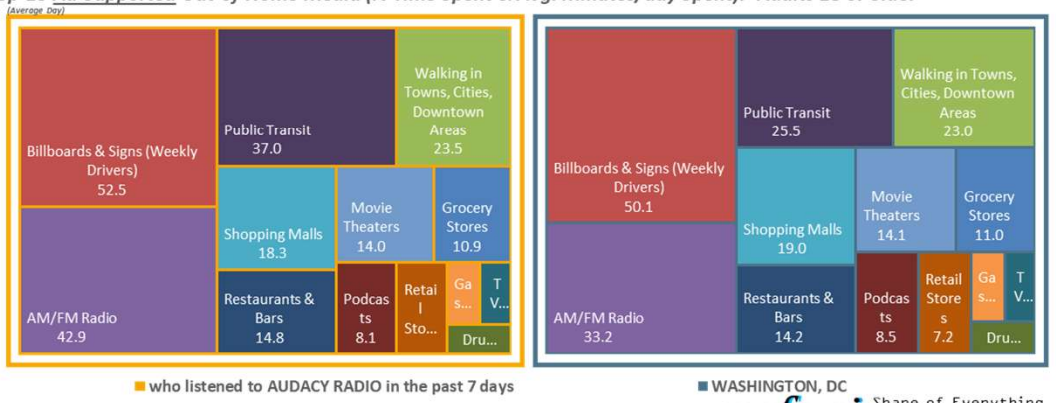
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

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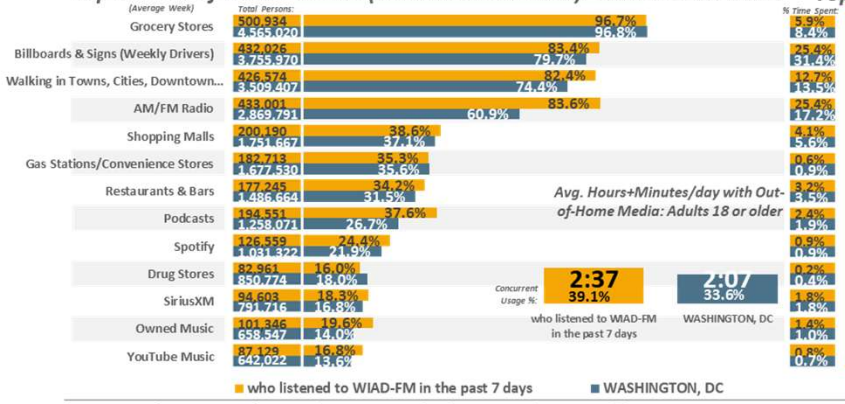
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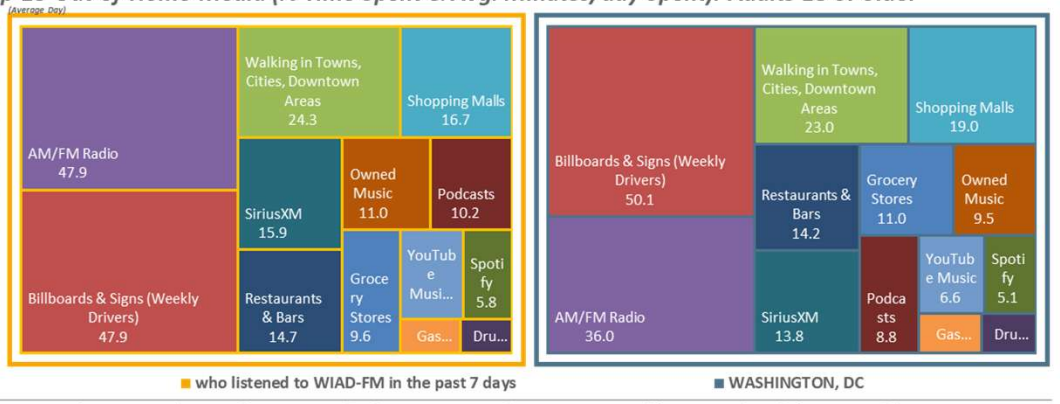
94.7 FM THE DRIVE
NOBODY PLAYS MORE '80s!

432,026 or 83.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

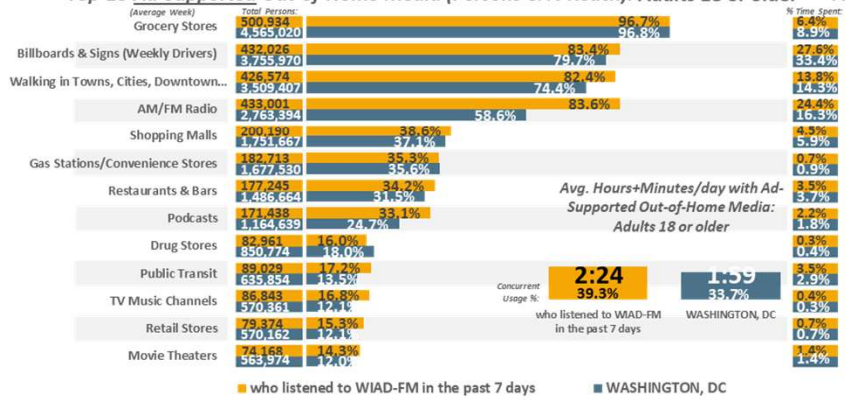
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



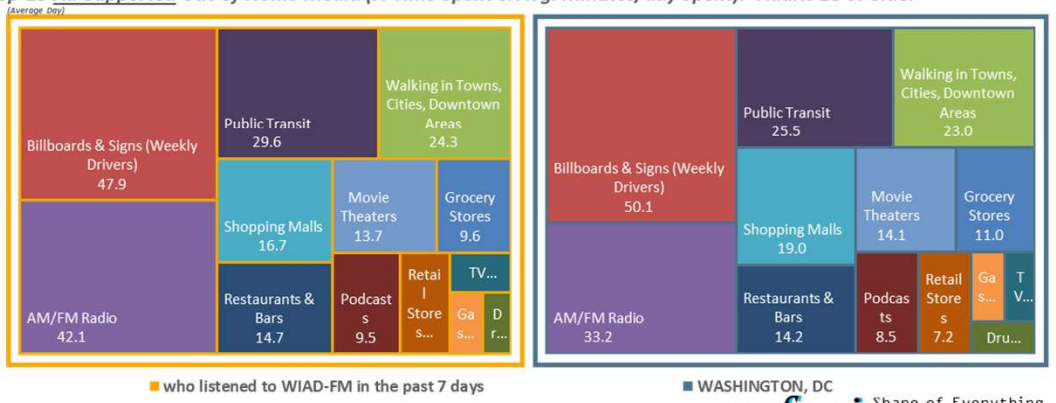
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

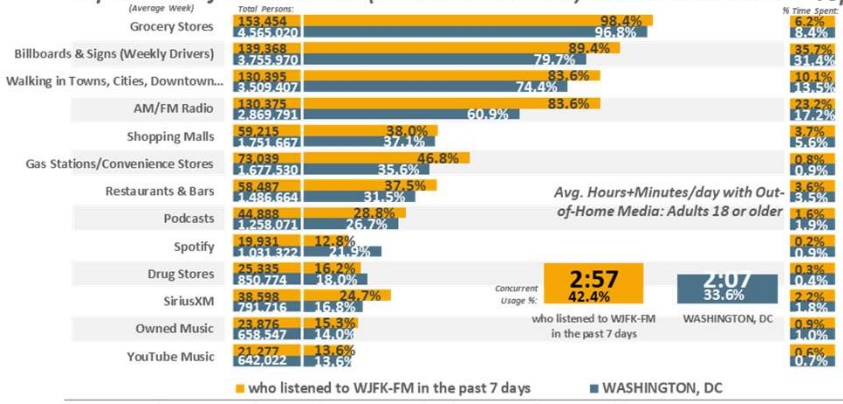
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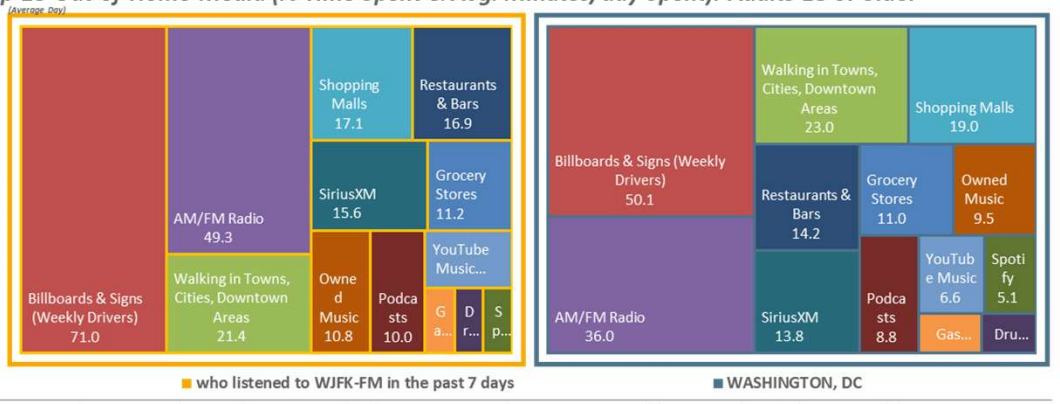
Radio Stations: WIAD-FM

139,368 or 89.4% of Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 71. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day.

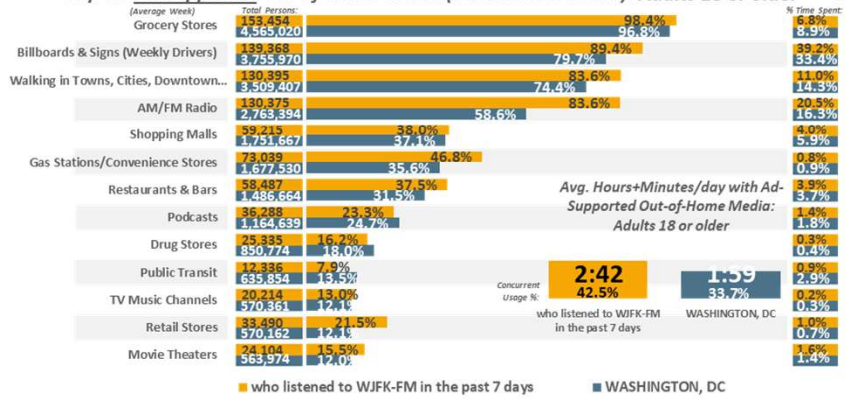
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



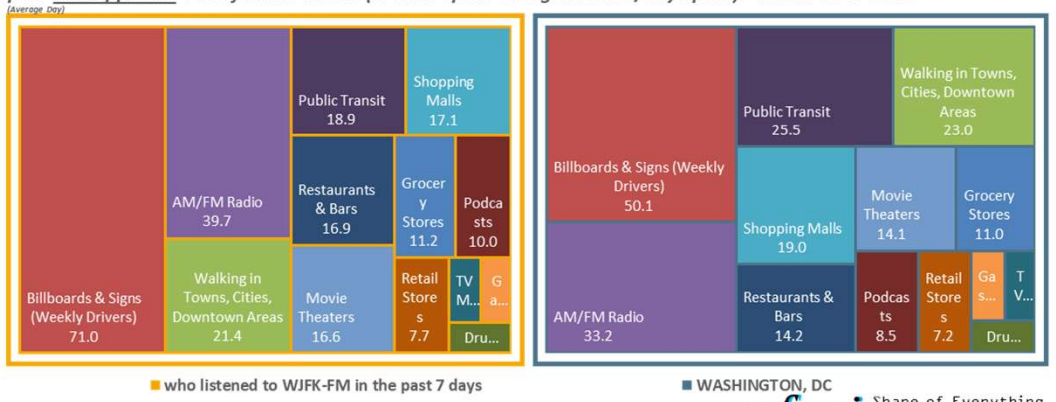
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

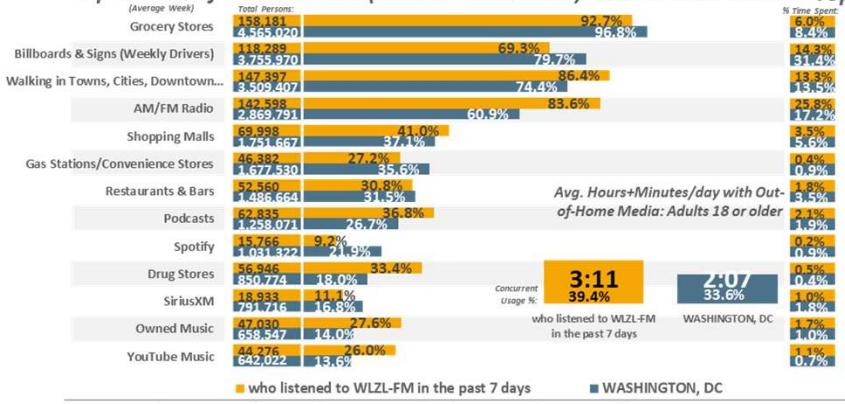
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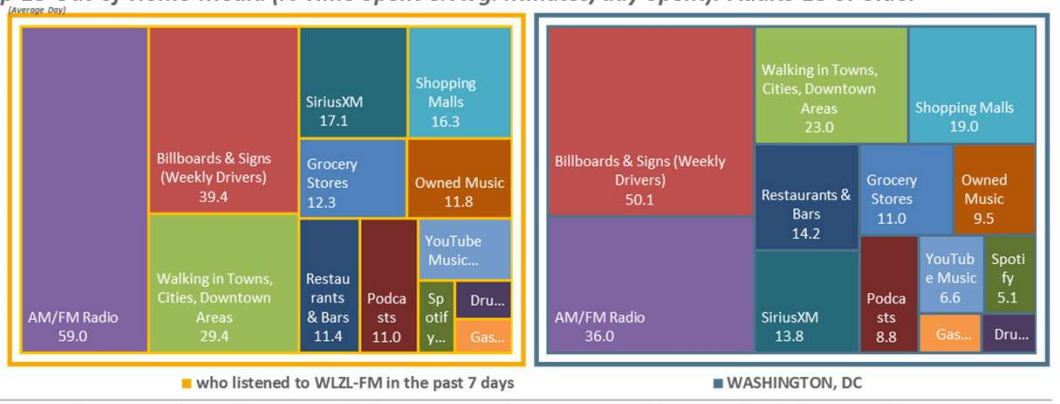
Radio Stations: WJFK-FM

118,289 or 69.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 39.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.5 minutes/day.

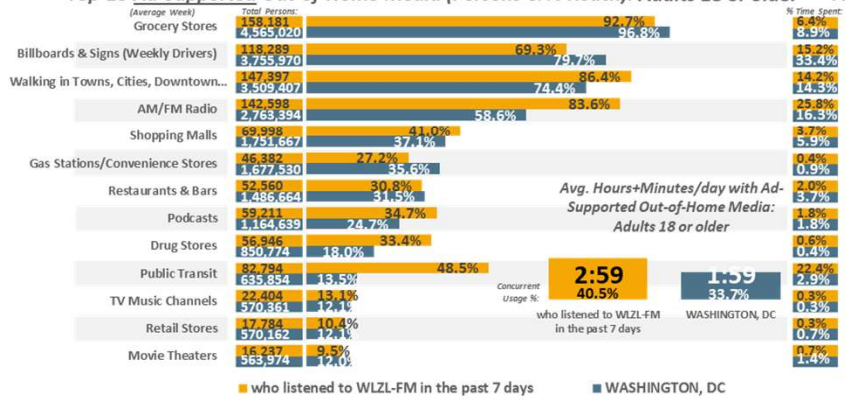
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



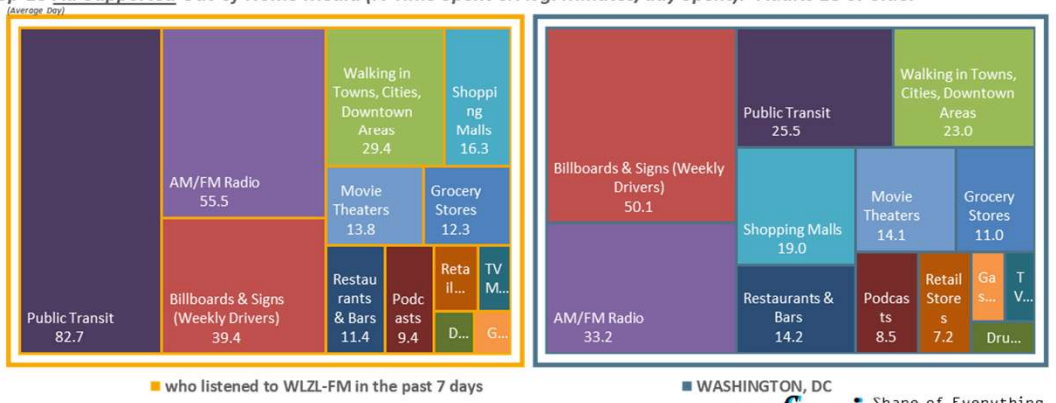
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94

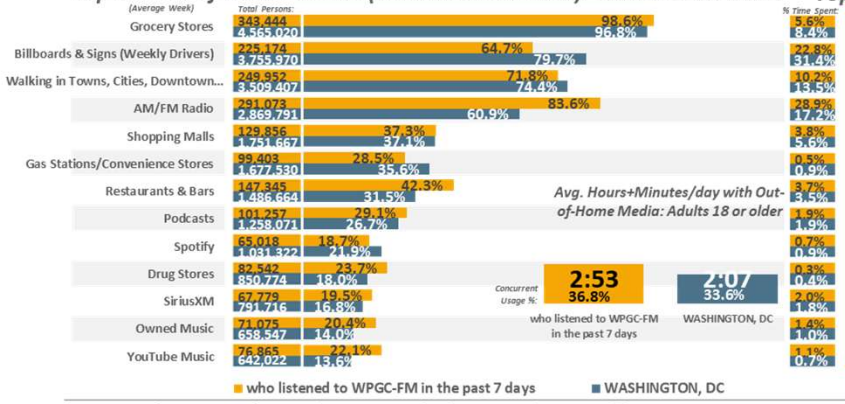
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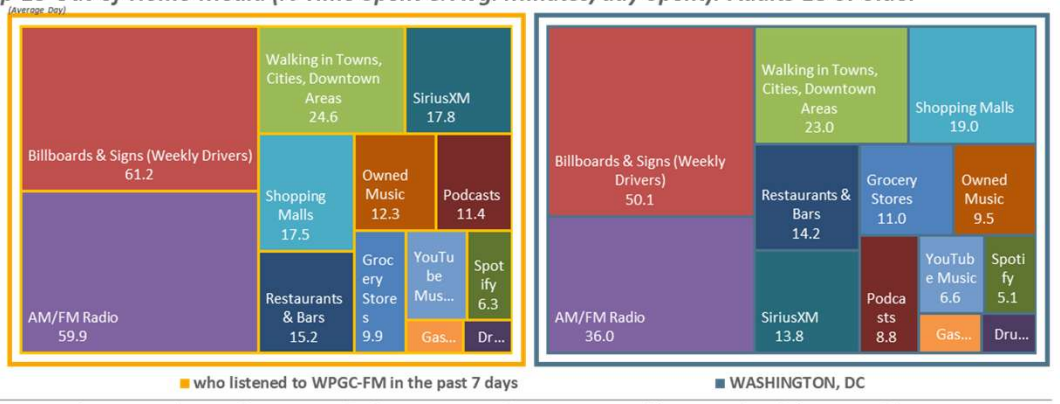
Radio Stations: WLZL-FM

225,174 or 64.7% of Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 56.6 minutes/day.

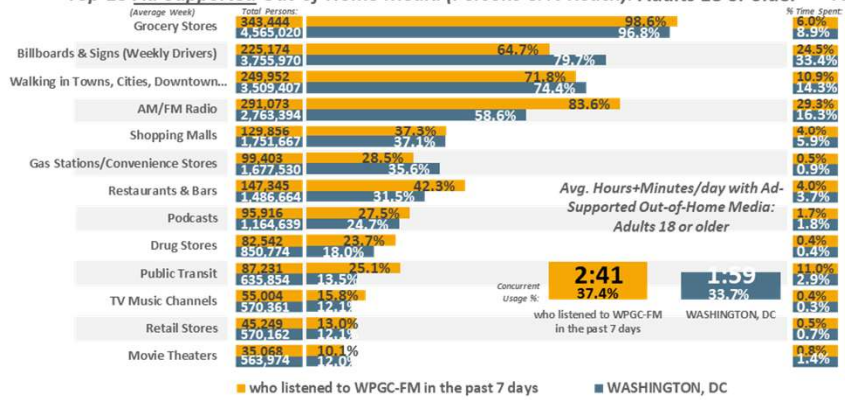
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



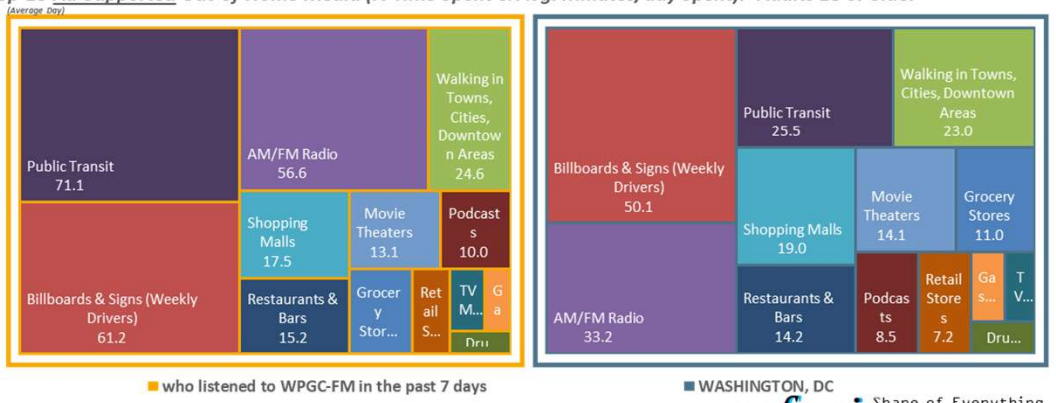
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347

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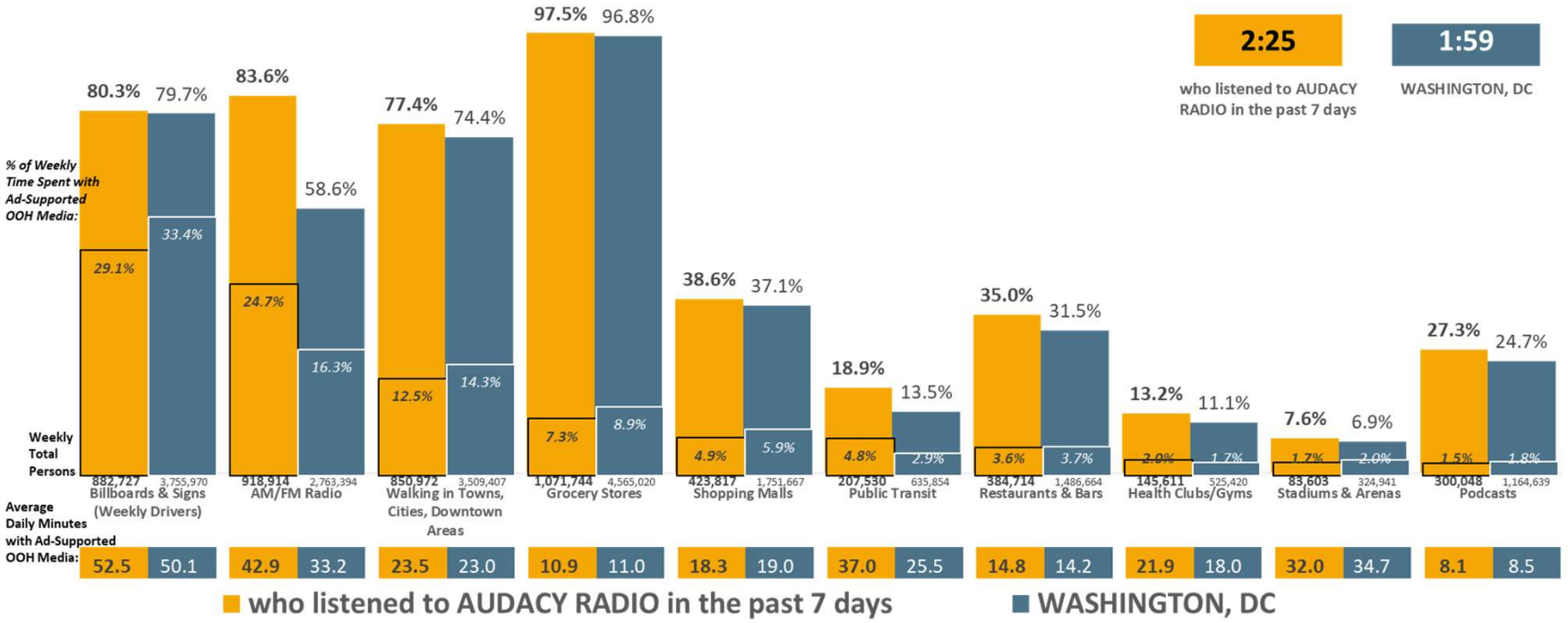
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Radio Stations: WPGC-FM

882,727 or 80.3% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 52.5 minutes per day driving, seeing Billboards and Signs representing 29.1% 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"



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

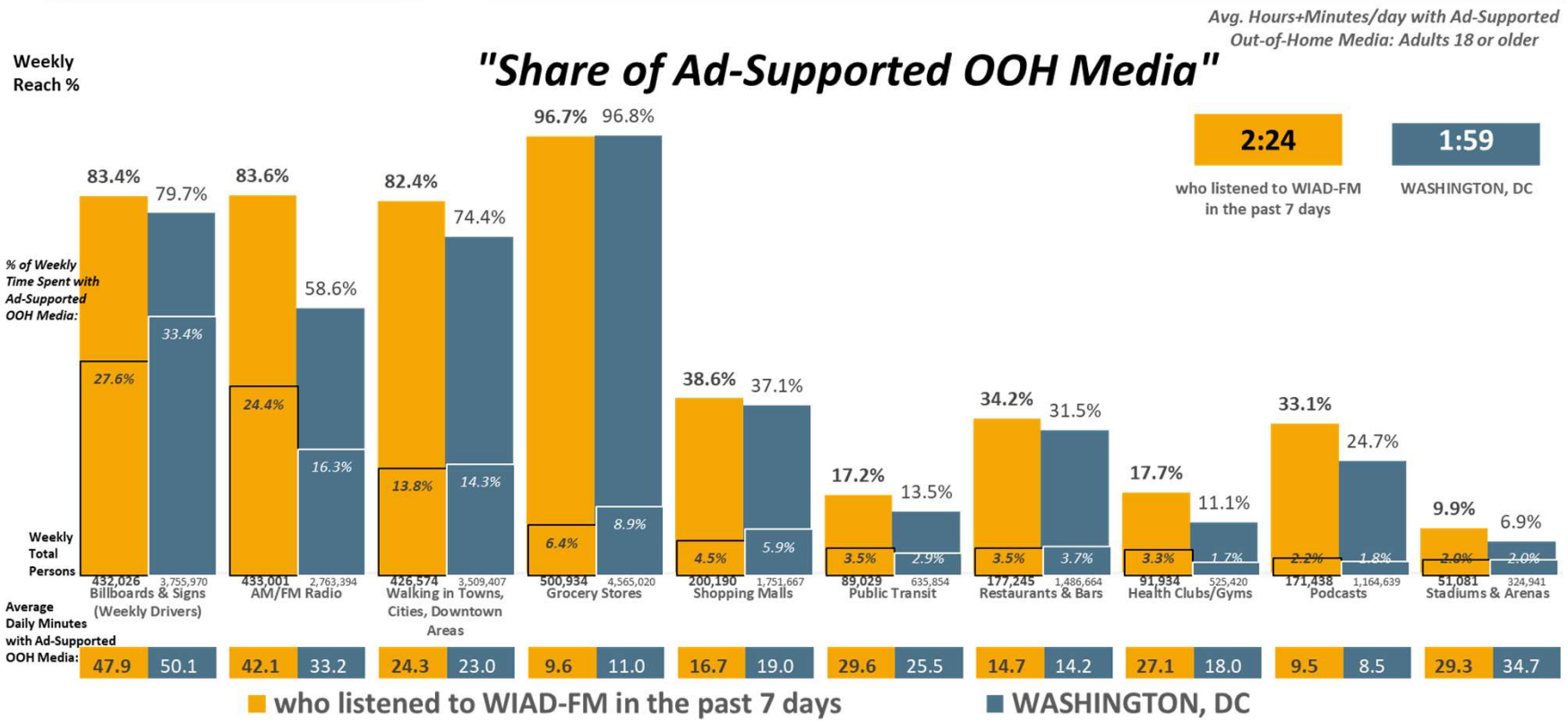
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



432,026 or 83.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

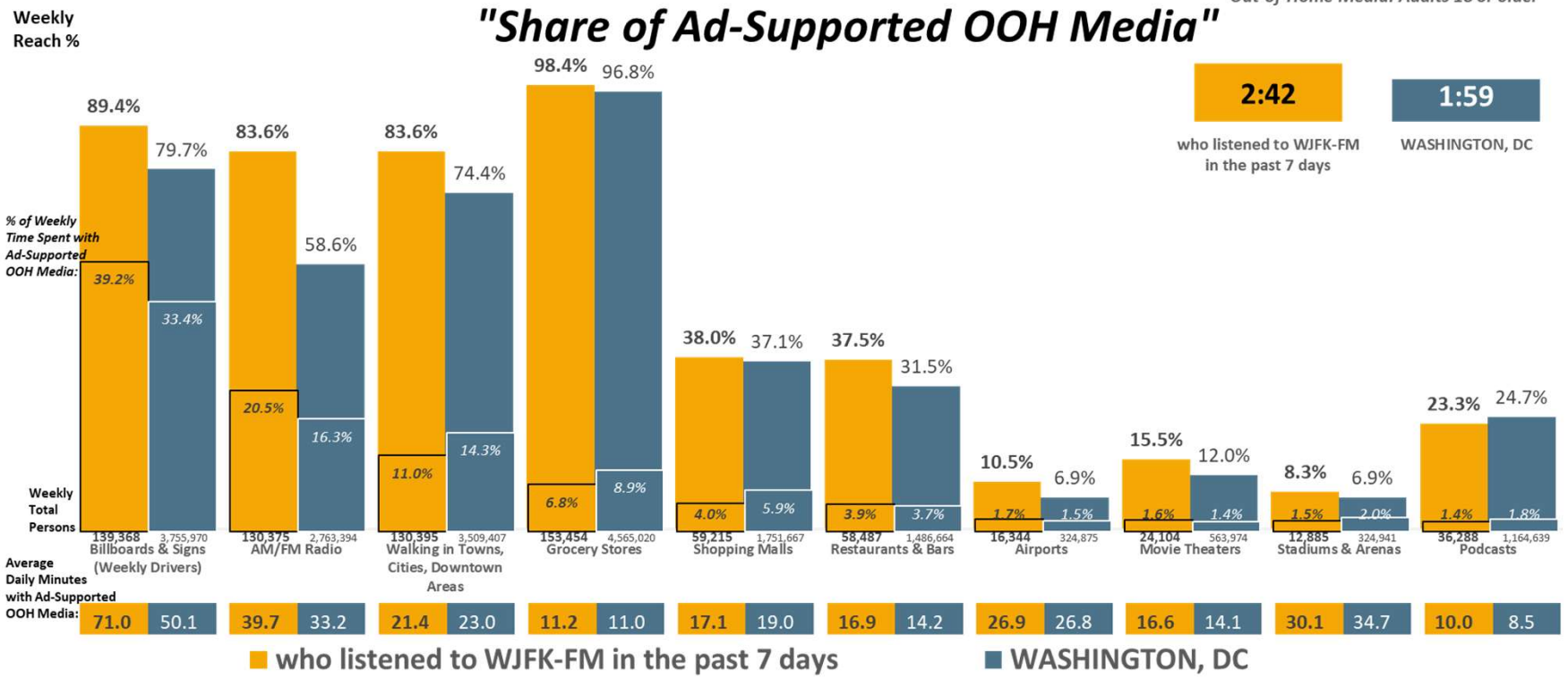
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Radio Stations: WIAD-FM

139,368 or 89.4% of Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 71. minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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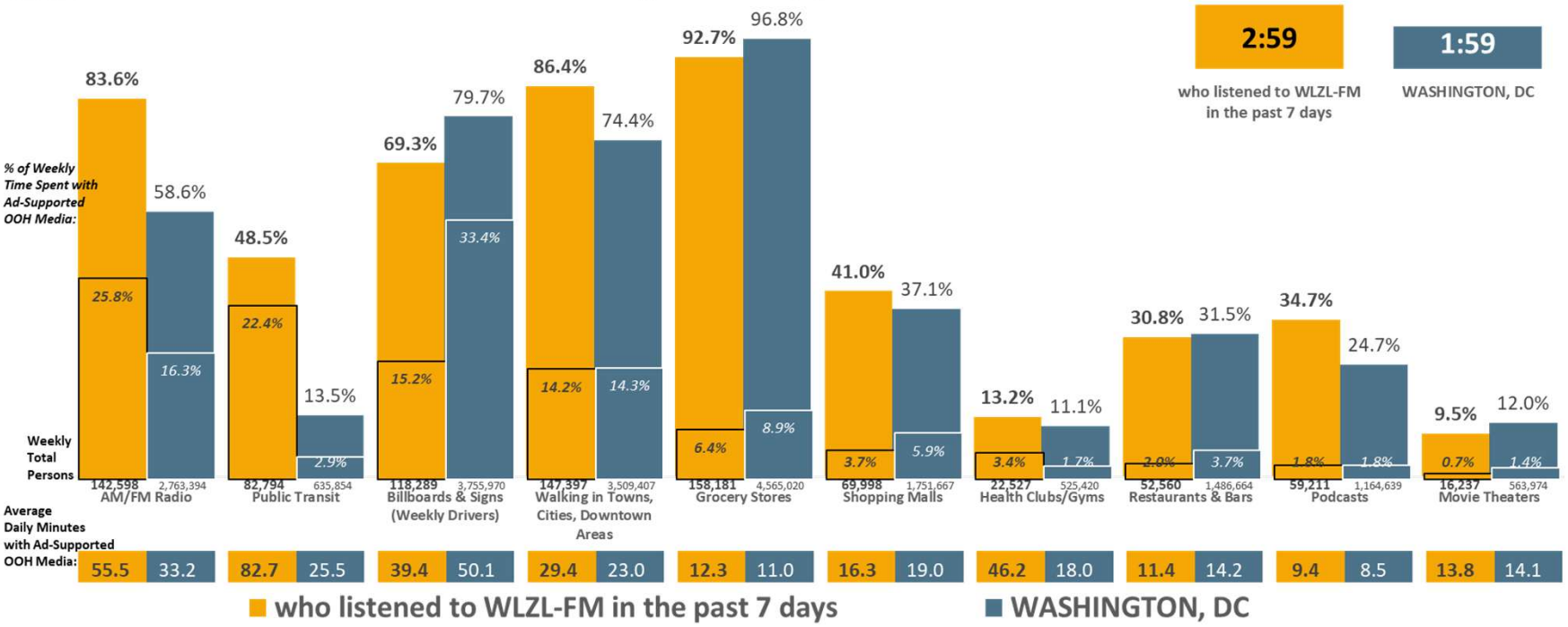
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Radio Stations: WJFK-FM

118,289 or 69.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 39.4 minutes per day driving, seeing Billboards and Signs representing 15.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 94 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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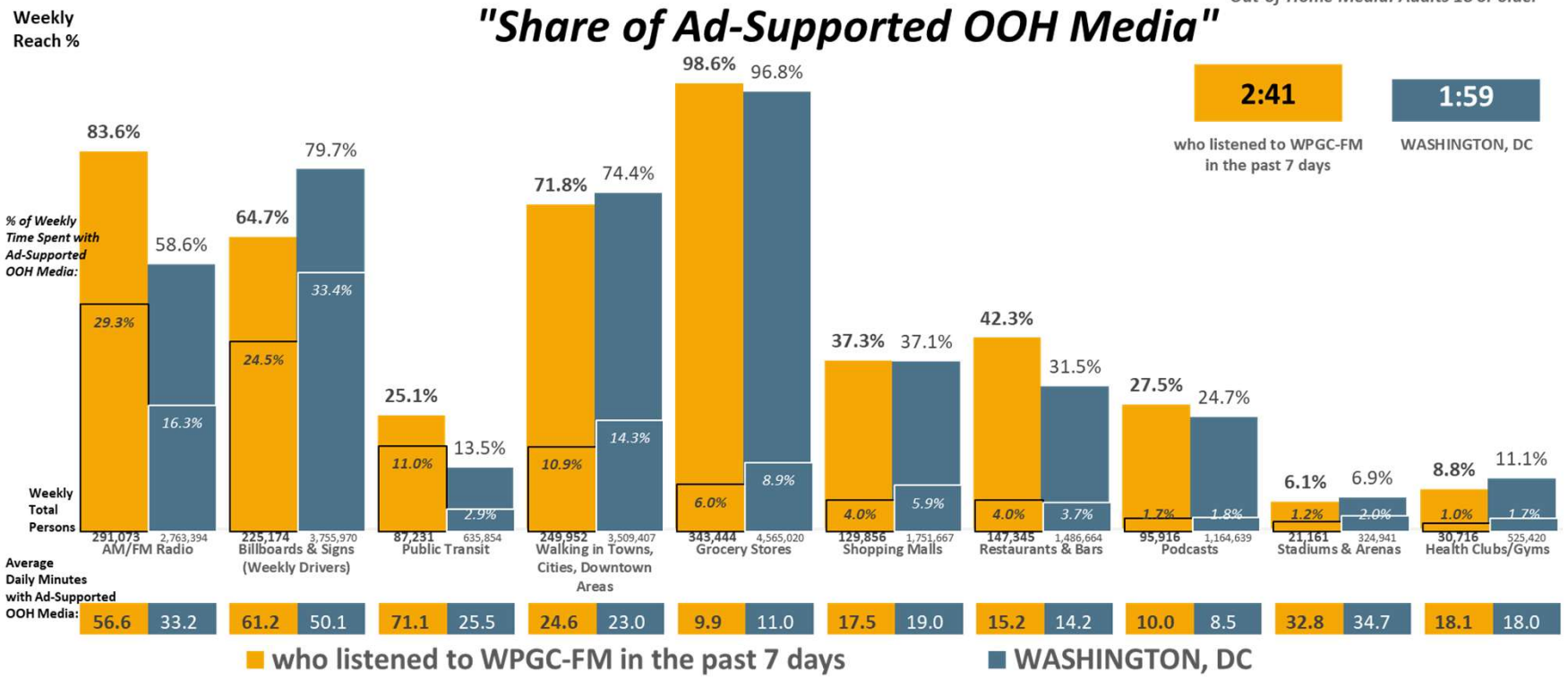
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Radio Stations: WLZL-FM

225,174 or 64.7% of Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 61.2 minutes per day driving, seeing Billboards and Signs representing 24.5% 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"



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 347 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

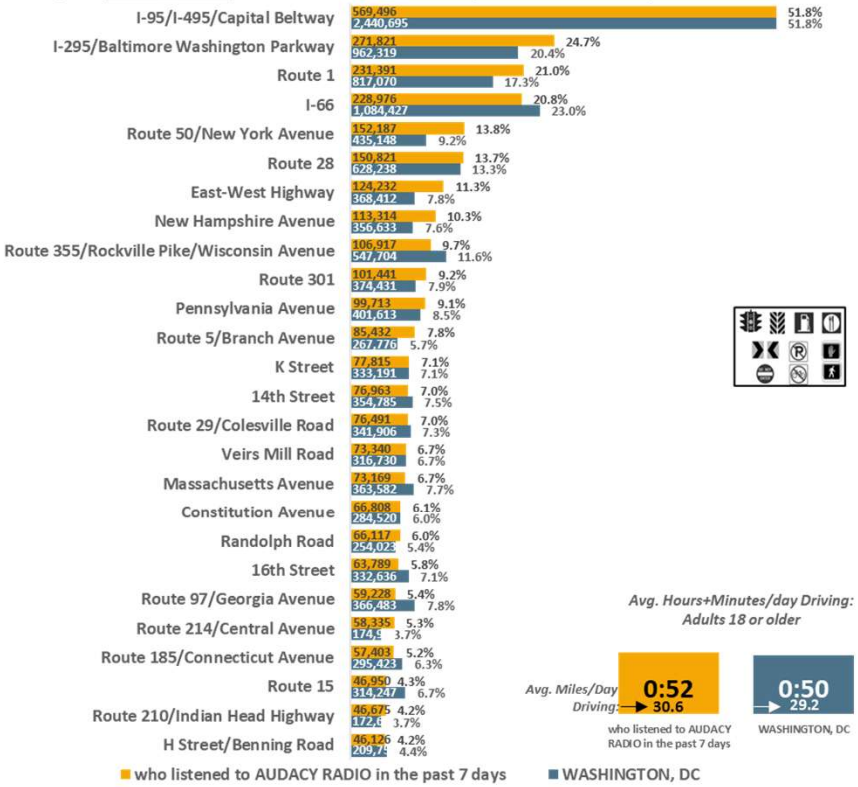
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Radio Stations: WPGC-FM

882,727 or 80.3% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days spend an average of 52.5 minutes per day driving an average of 30.6 miles each day and are 50.% more likely to use Route 50/New York Avenue than the Metro average.

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



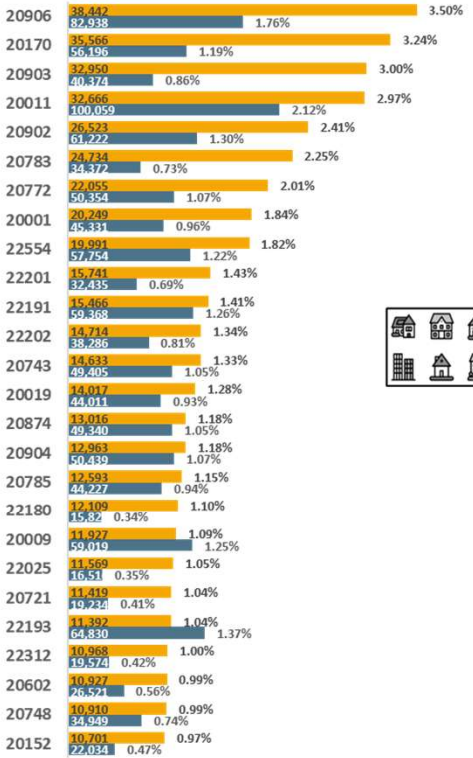
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.6

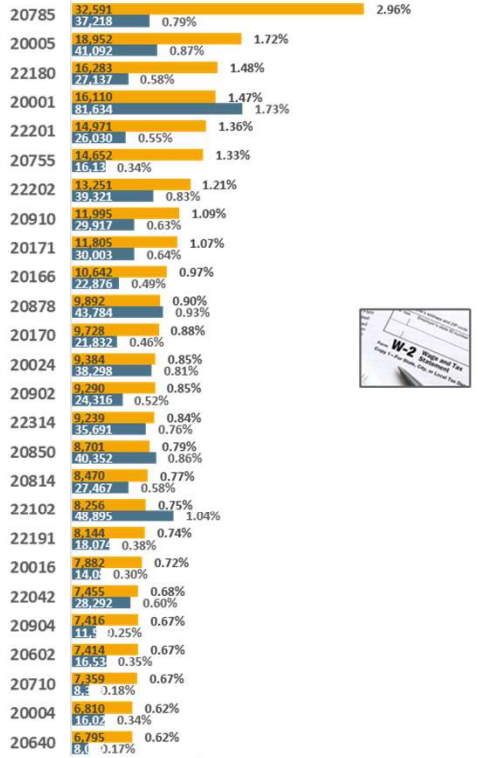
0:52 who listened to AUDACY RADIO in the past 7 days

0:50 WASHINGTON, DC (29.2)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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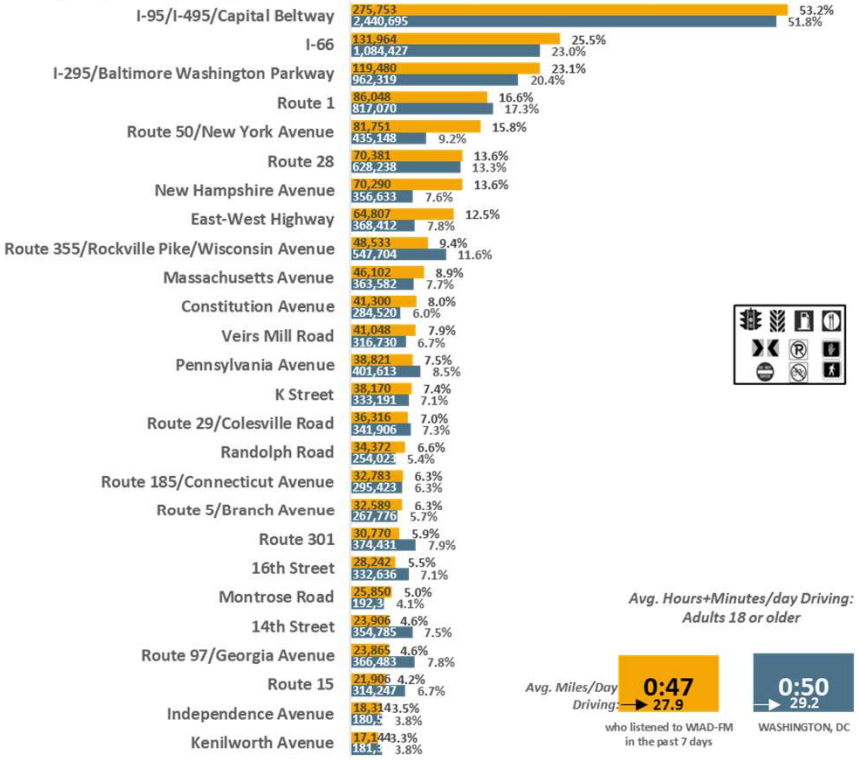
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



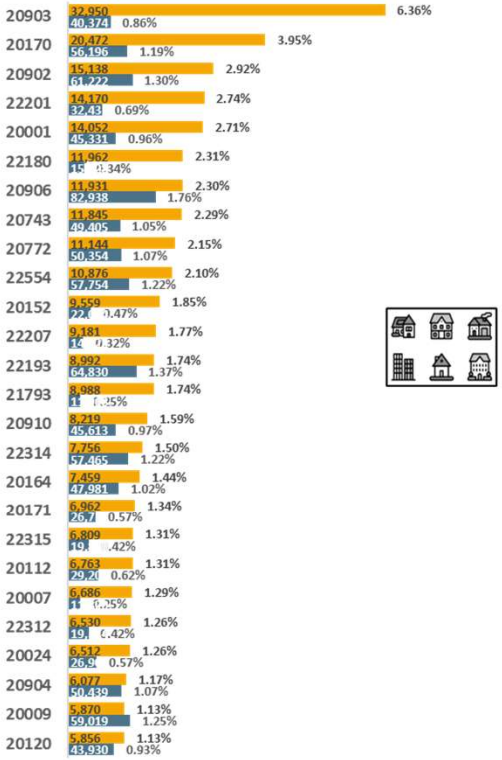
432,026 or 83.4% of Adults 18 or older who listened to WIAD-FM in the past 7 days spend an average of 47.9 minutes per day driving an average of 27.9 miles each day and are 79.4% more likely to use New Hampshire Avenue than the Metro average.

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

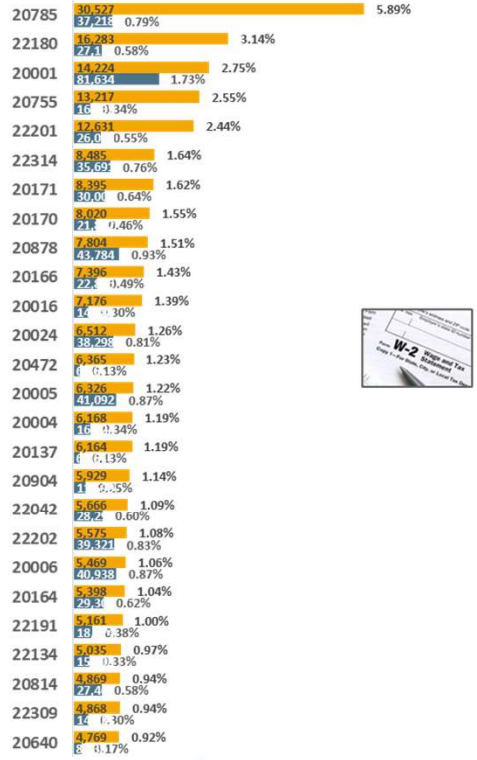


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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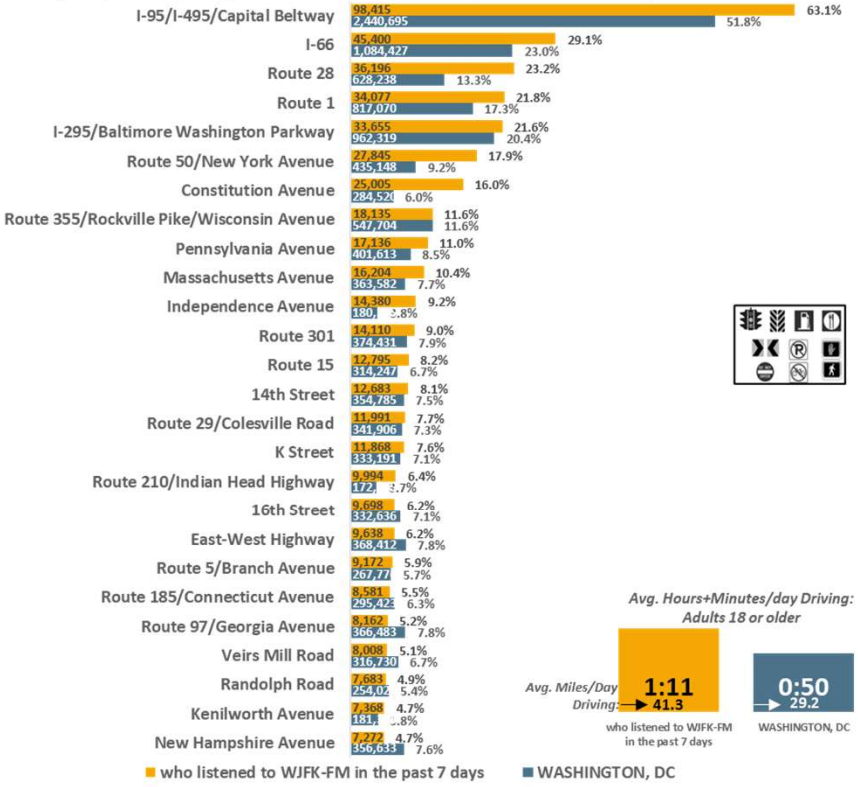
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

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Radio Stations: WIAD-FM

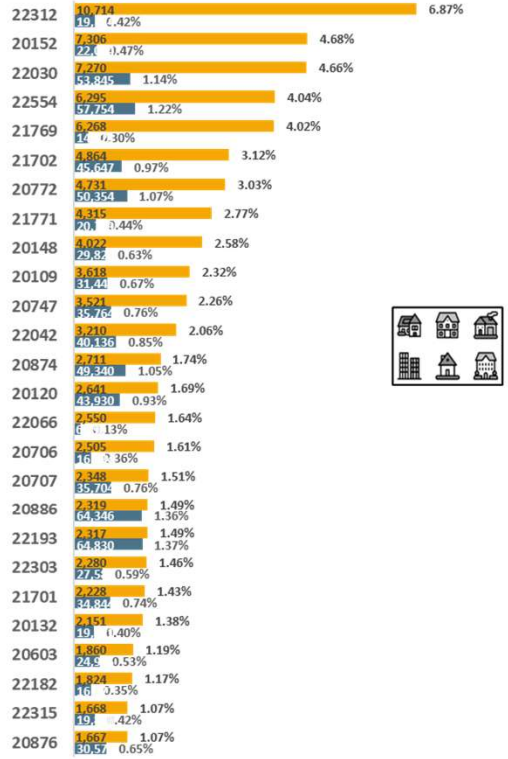
139,368 or 89.4% of Adults 18 or older who listened to WJFK-FM in the past 7 days spend an average of 71. minutes per day driving an average of 41.3 miles each day and are 165.7% more likely to use Constitution Avenue than the Metro average.

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

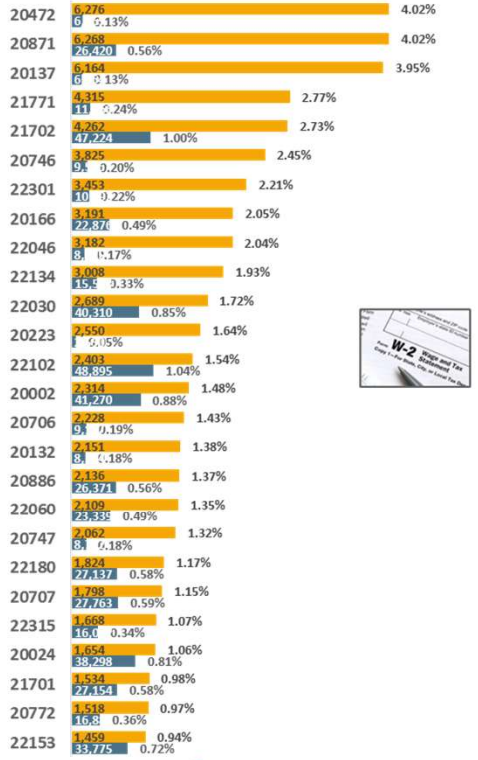


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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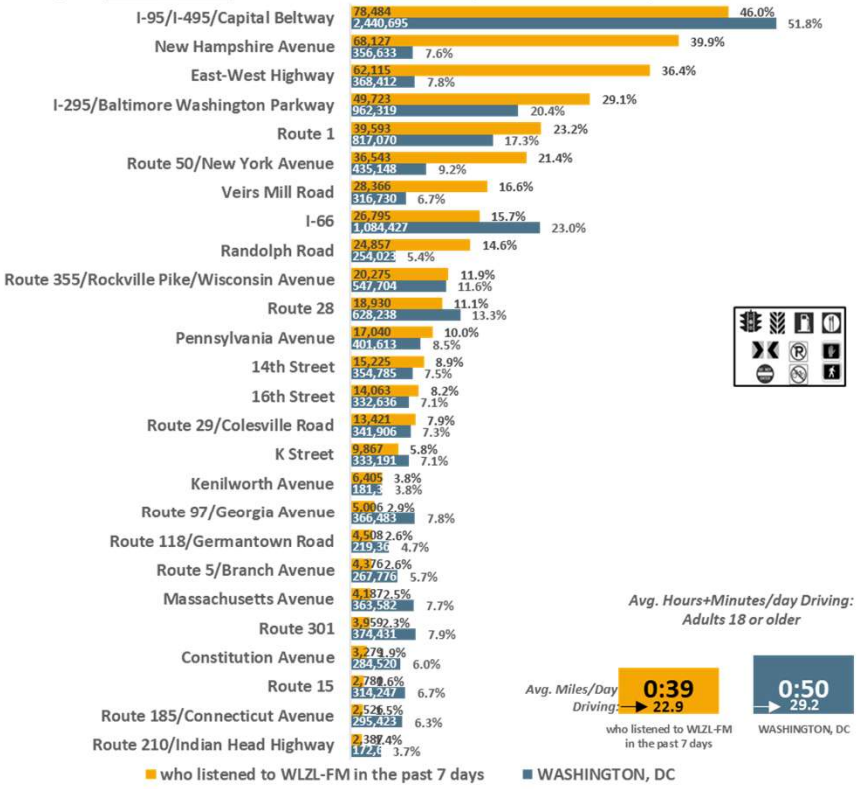
WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 203

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Radio Stations: WJFK-FM

118,289 or 69.3% of Adults 18 or older who listened to WLZL-FM in the past 7 days spend an average of 39.4 minutes per day driving an average of 22.9 miles each day and are 428.% more likely to use New Hampshire Avenue than the Metro average.

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



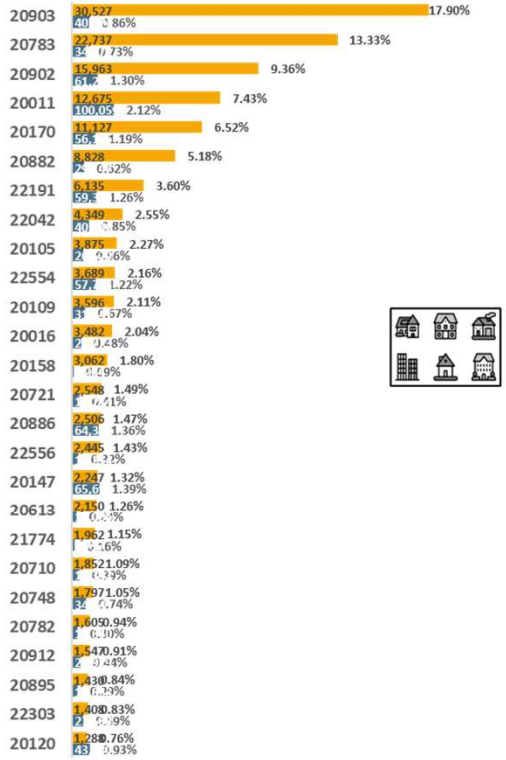
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 22.9

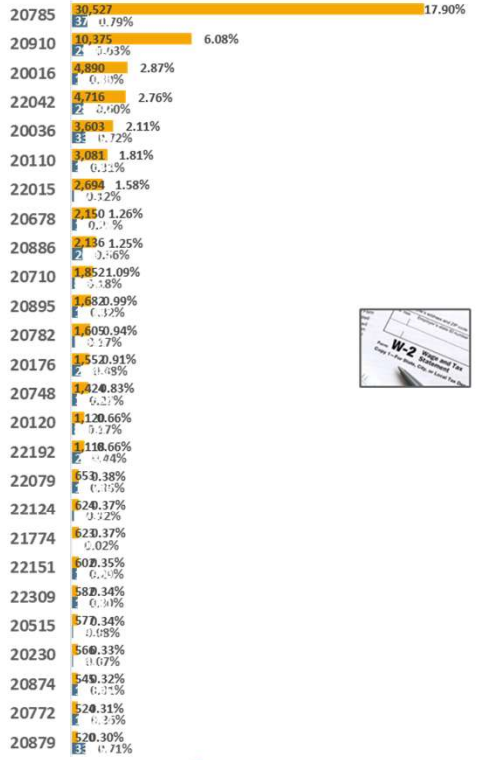
0:39 who listened to WLZL-FM in the past 7 days

0:50 29.2 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

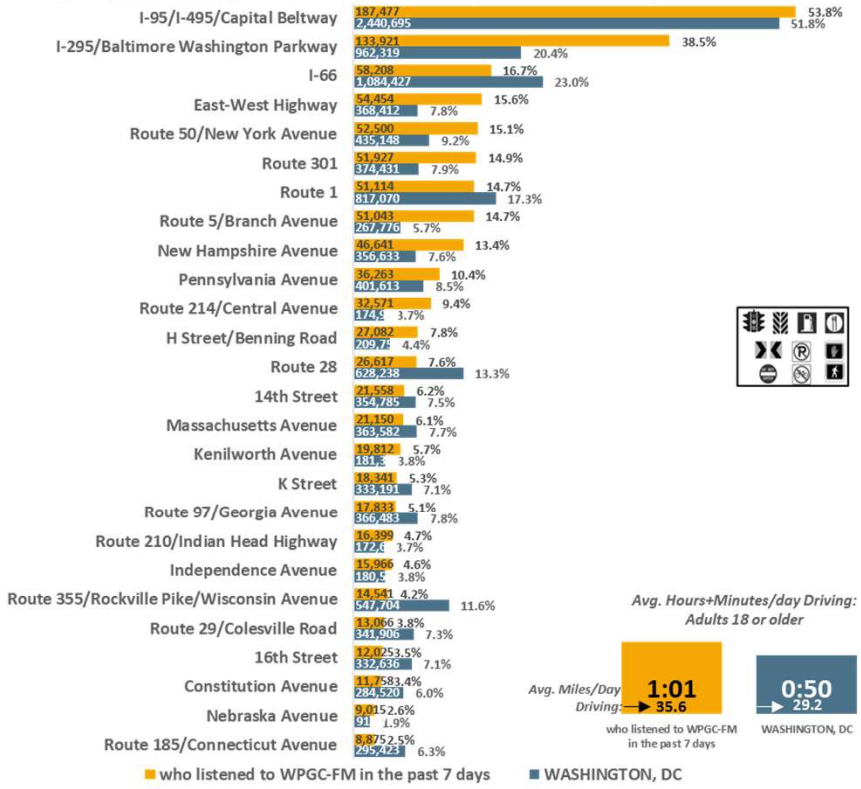


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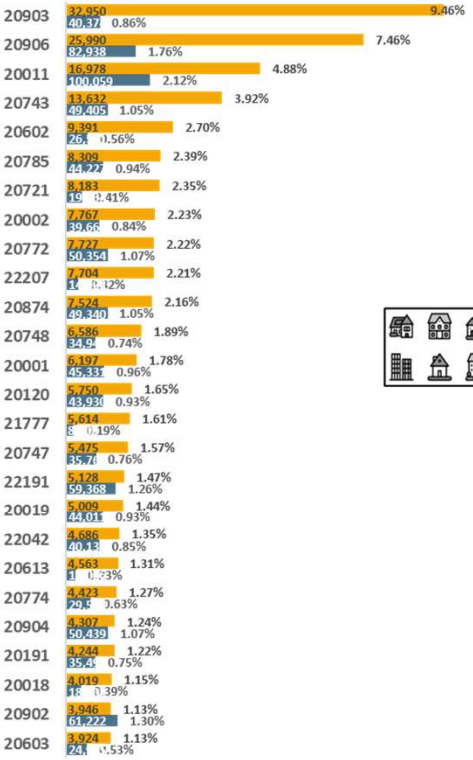
225,174 or 64.7% of Adults 18 or older who listened to WPGC-FM in the past 7 days spend an average of 61.2 minutes per day driving an average of 35.6 miles each day and are 158.1% more likely to use Route 5/Branch Avenue than the Metro average.

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

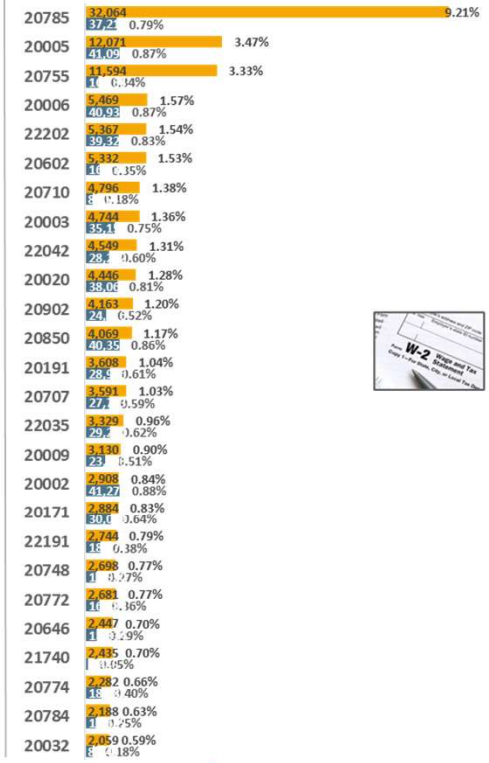


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



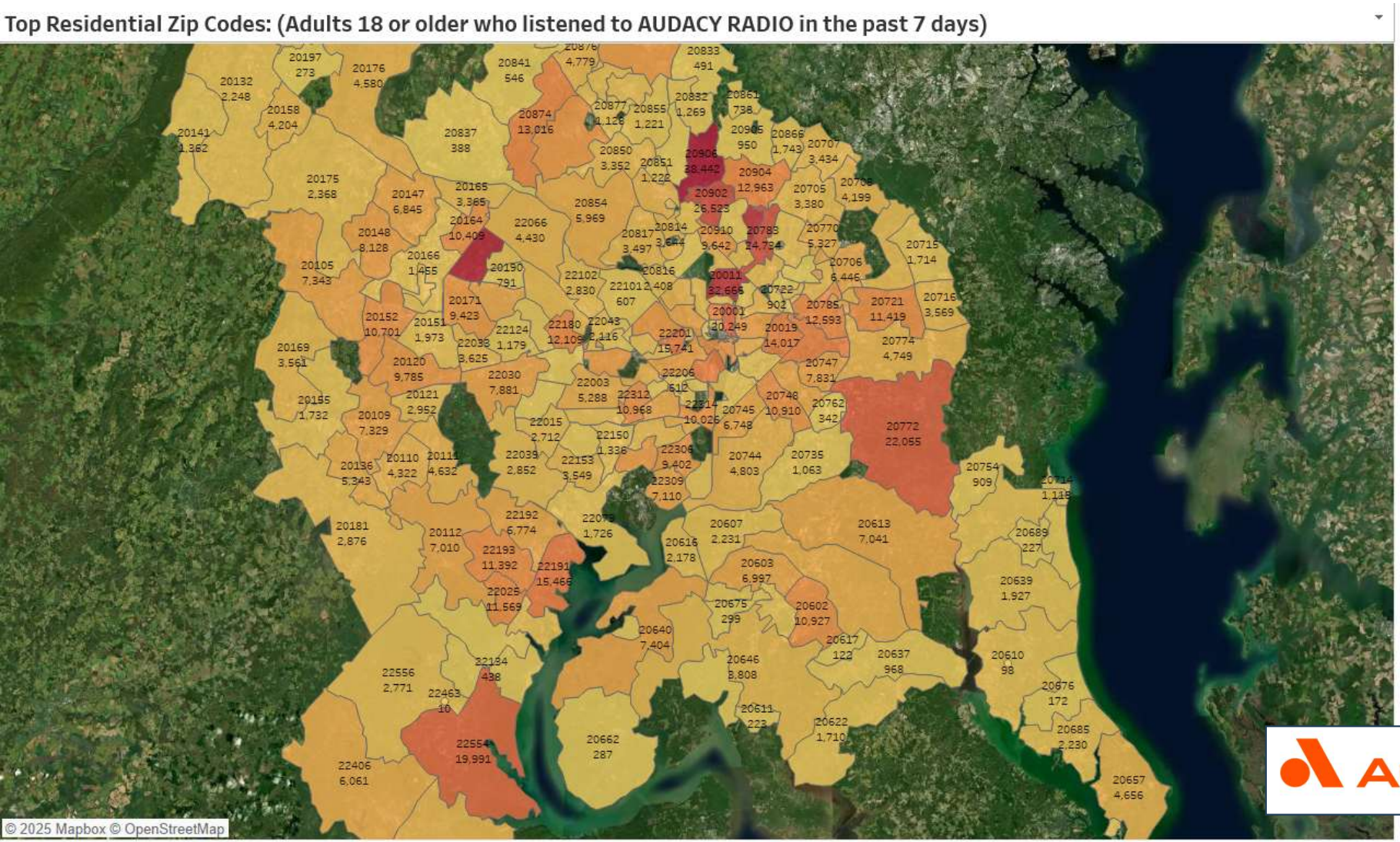
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Radio Stations: WPGC-FM

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



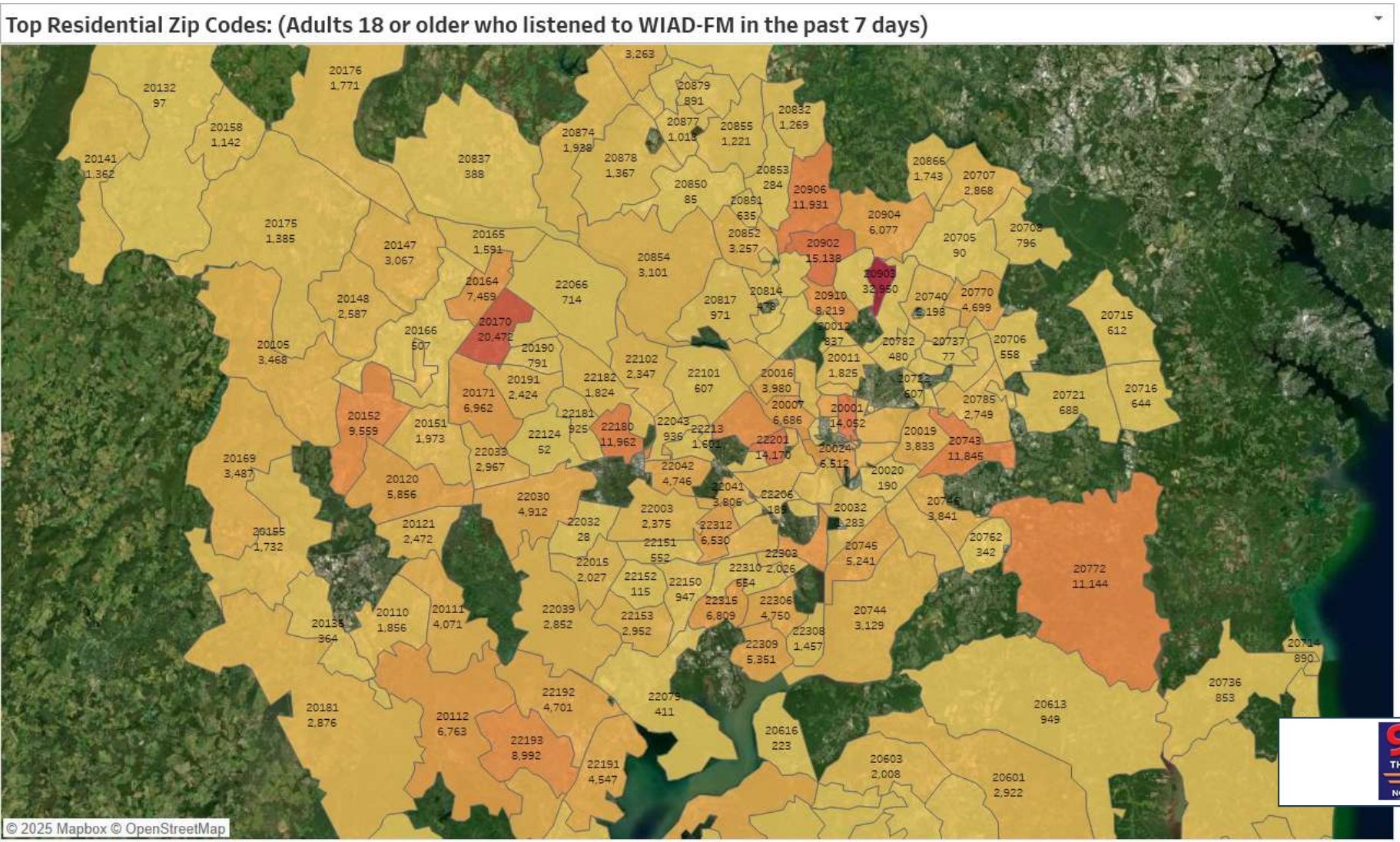
Audacy

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

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



94.7 FM THE DRIVE
NOBODY PLAYS MORE '80s!

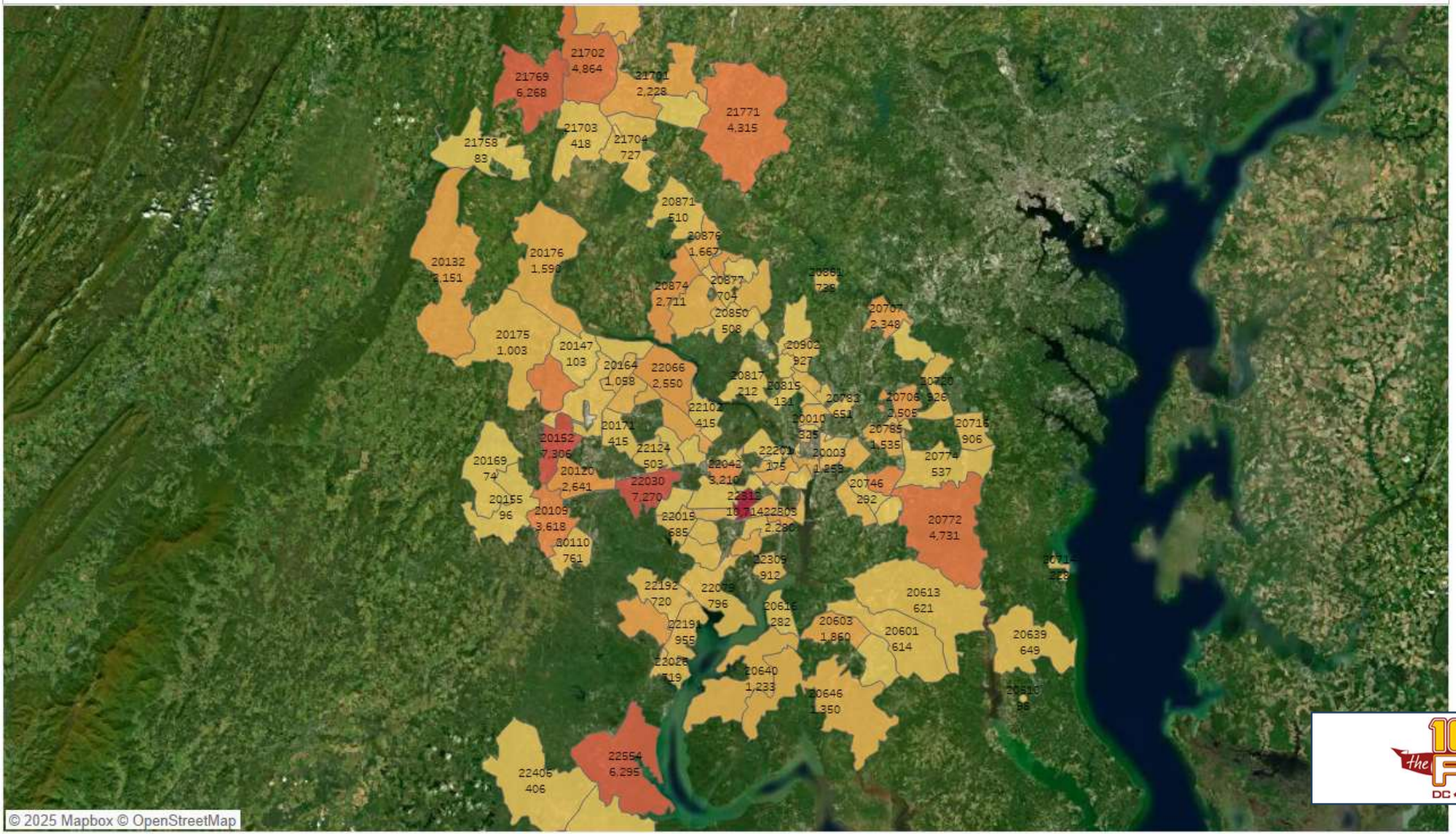
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Radio Stations: WIAD-FM

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

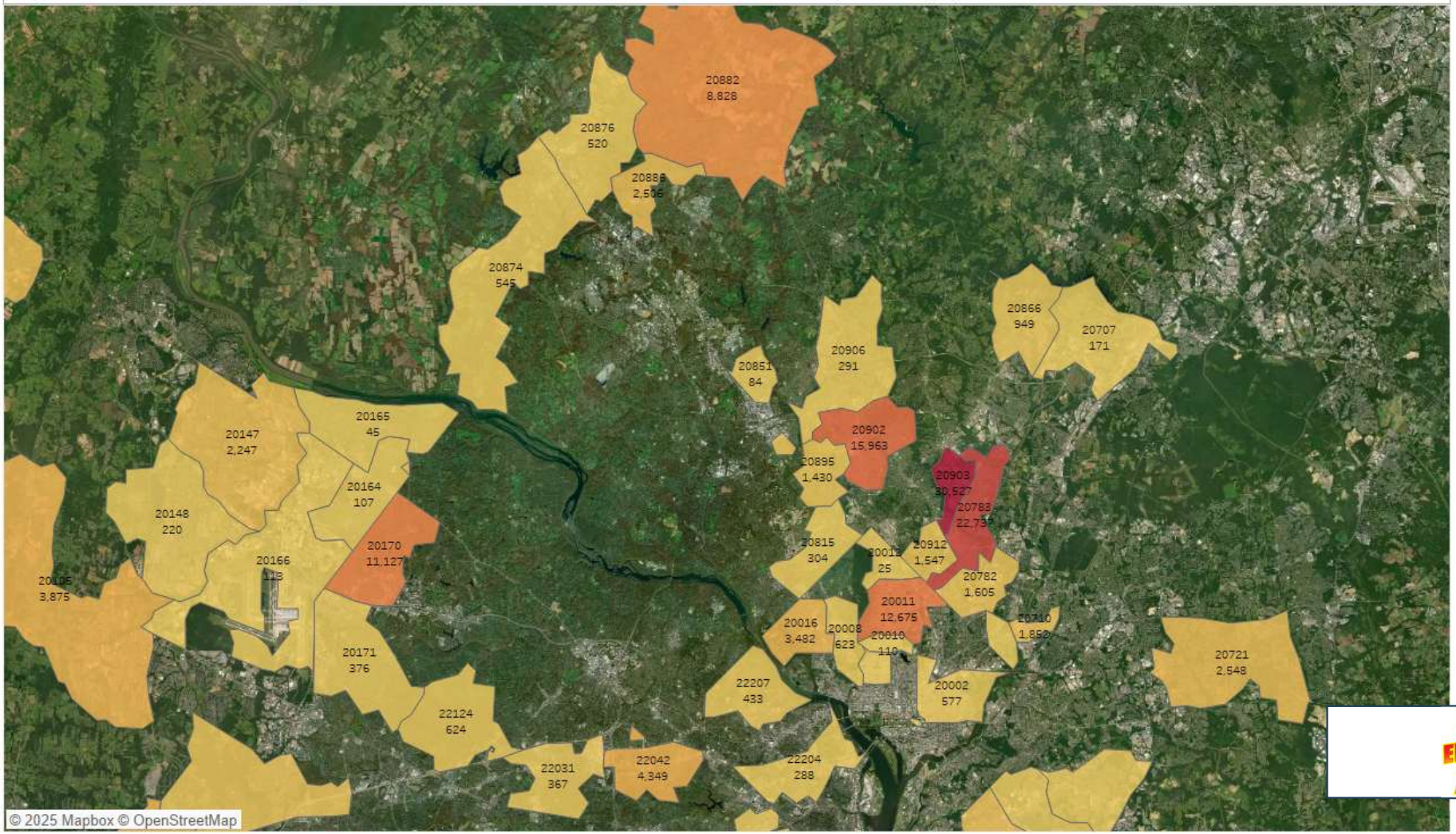


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Radio Stations: WJFK-FM

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

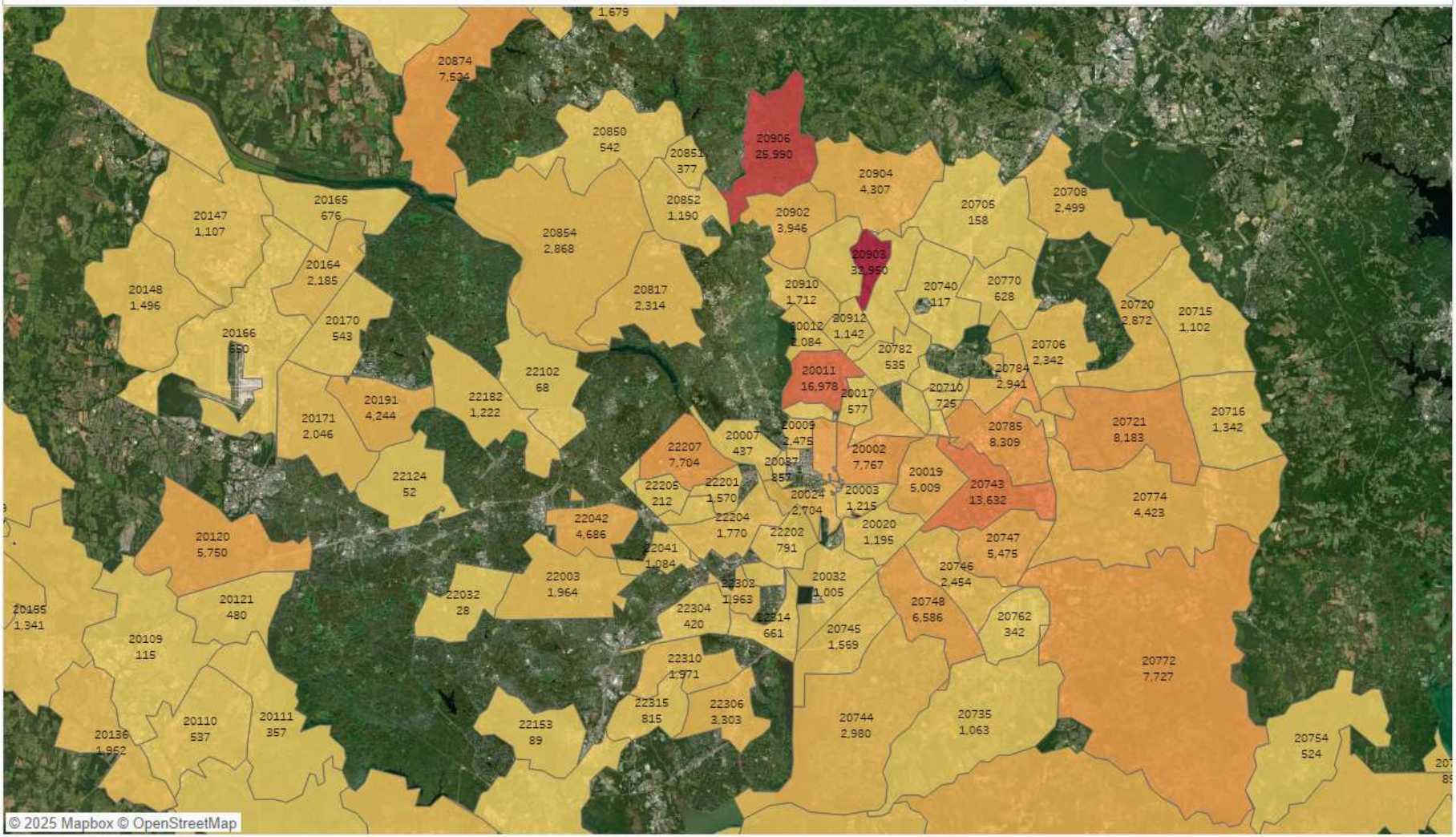


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Radio Stations: WLZL-FM

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



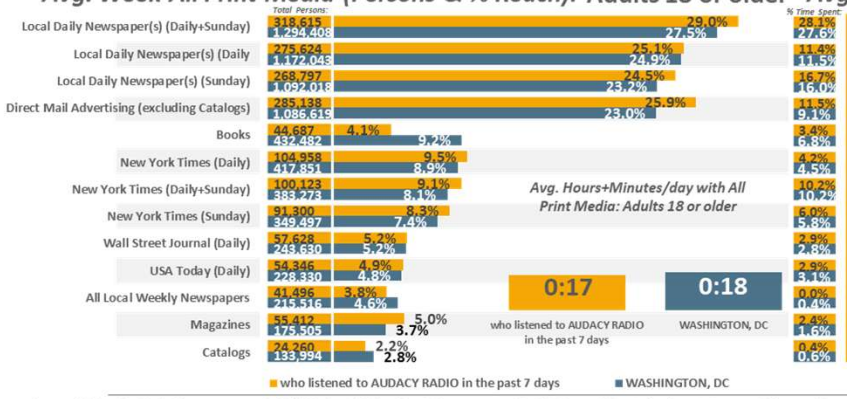
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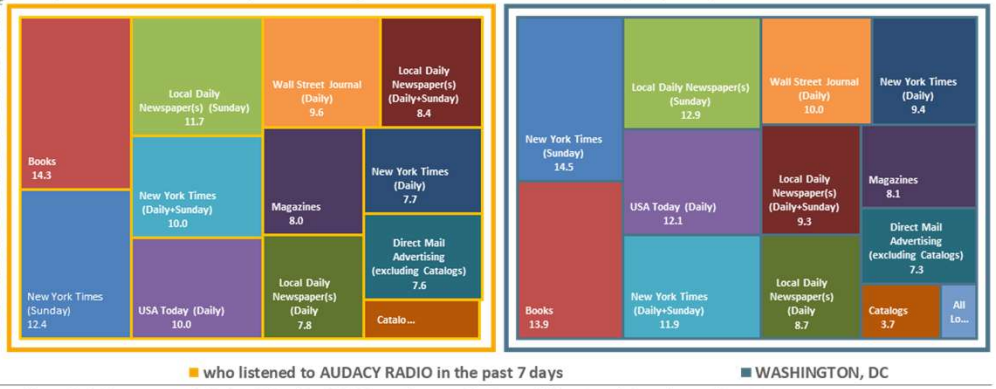
Radio Stations: WPGC-FM

318,615 or 29.% of Adults 18 or older who listened to AUDACY RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

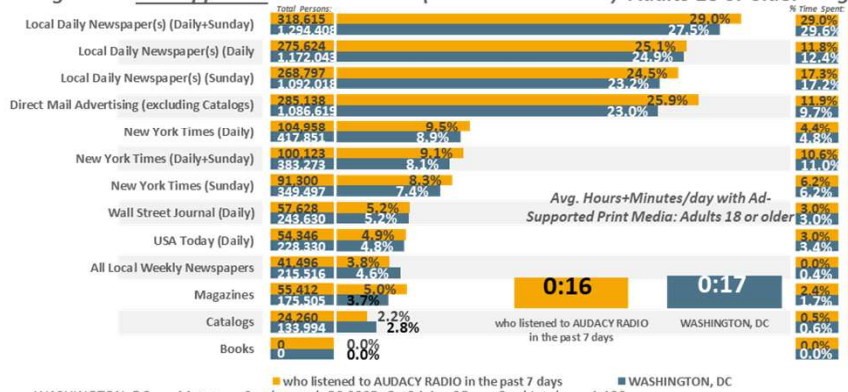
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



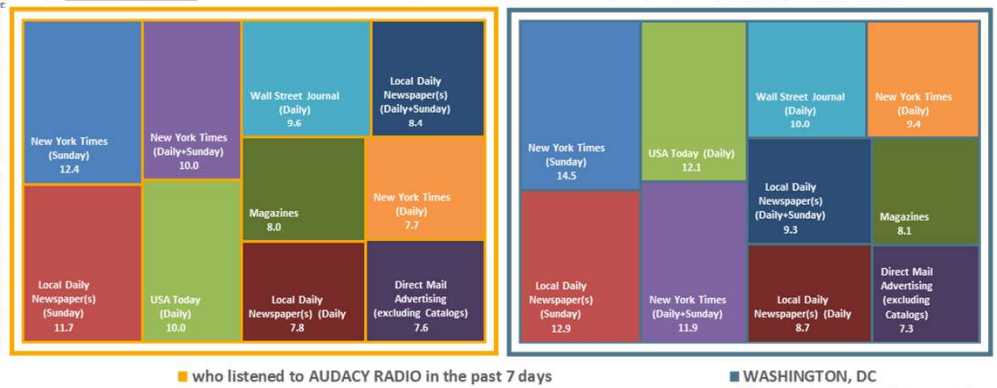
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,193

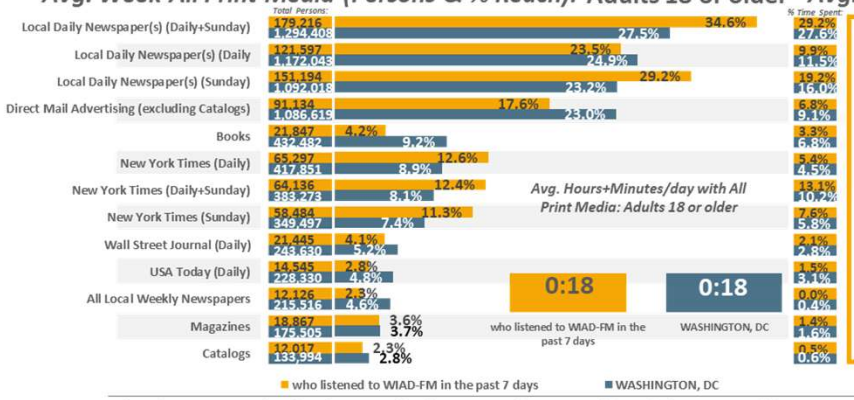
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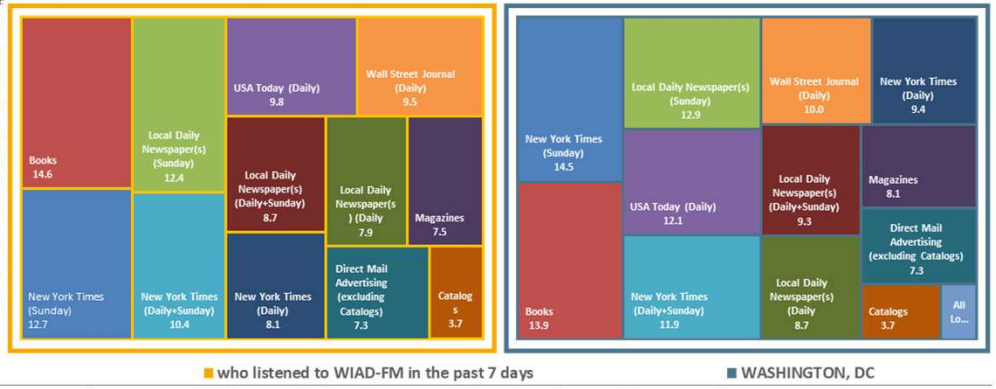
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

179,216 or 34.6% of Adults 18 or older who listened to WIAD-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

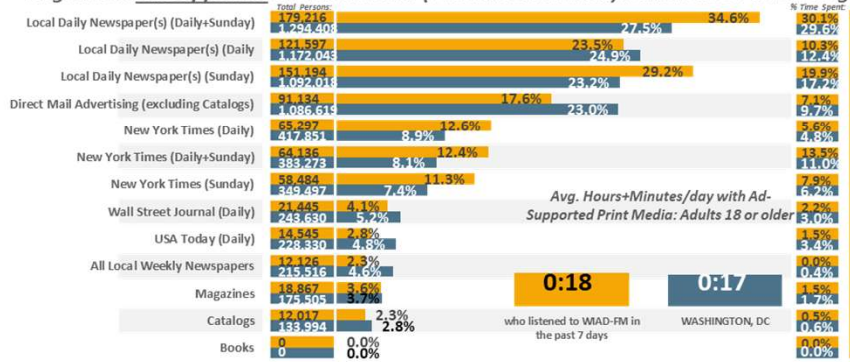
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



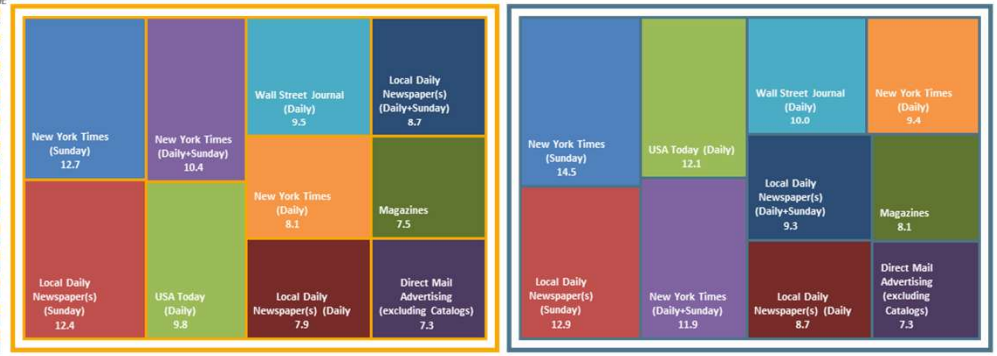
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 554

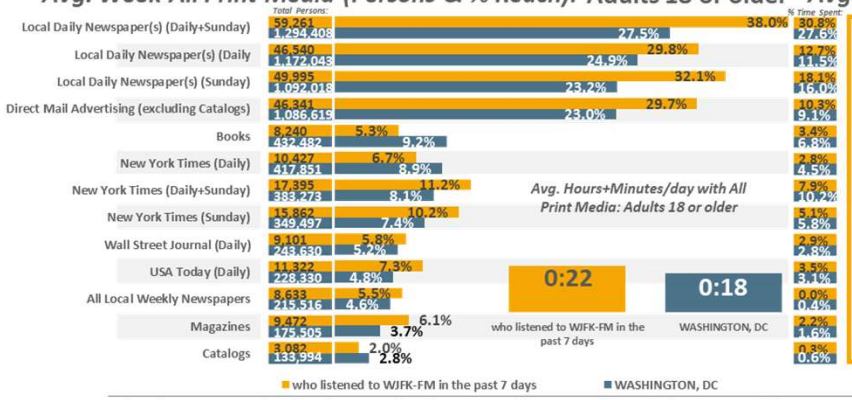
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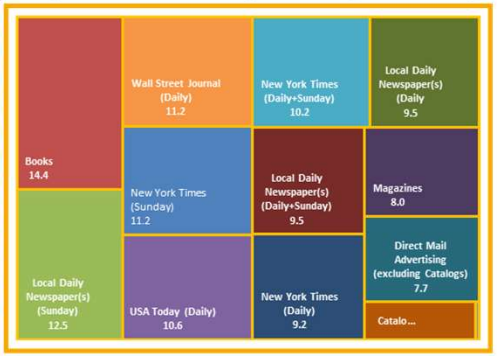
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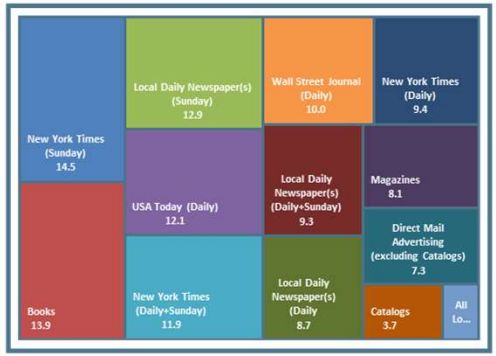
Radio Stations: WIAD-FM

59,261 or 38.% of Adults 18 or older who listened to WJFK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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

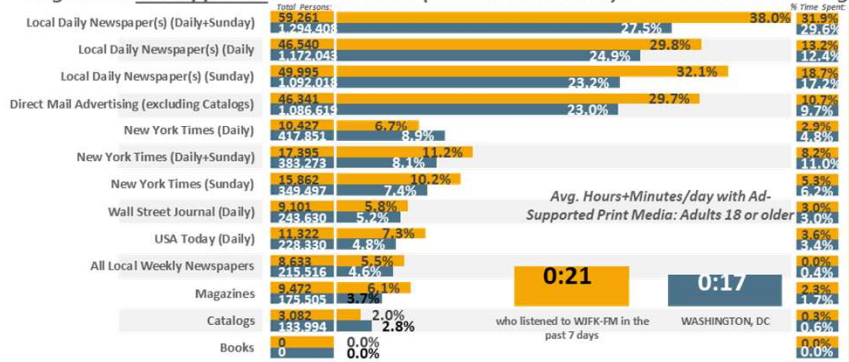




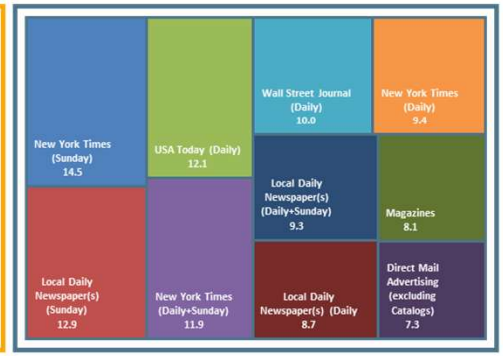


■ who listened to WJFK-FM in the past 7 days ■ WASHINGTON, DC

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







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

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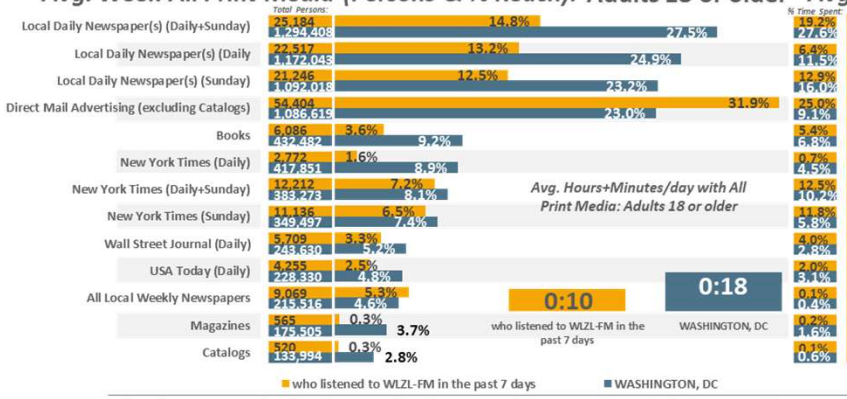
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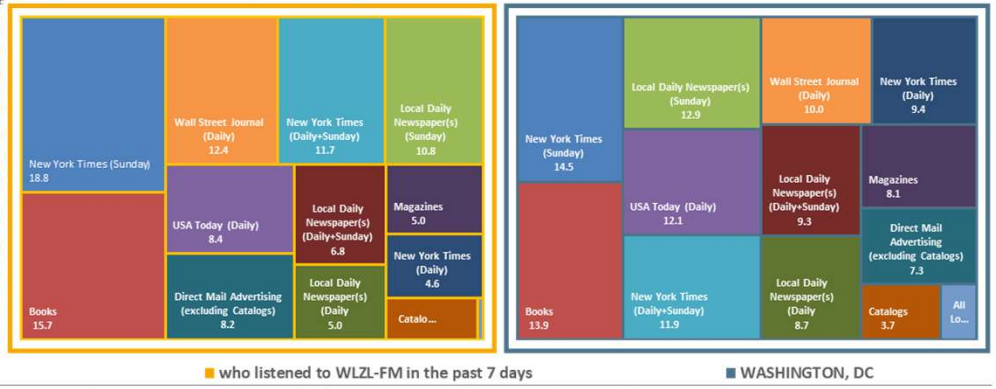
Radio Stations: WJFK-FM

54,404 or 31.9% of Adults 18 or older who listened to WLZL-FM in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

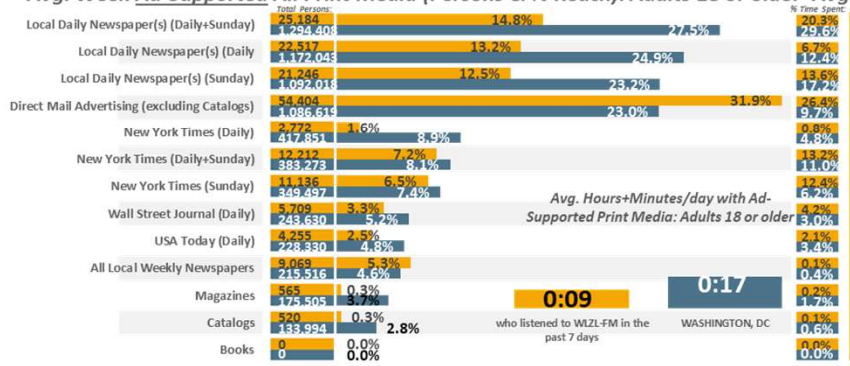
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



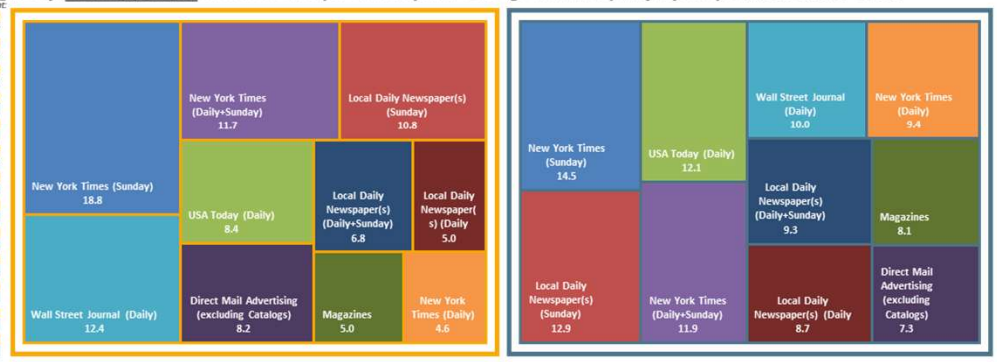
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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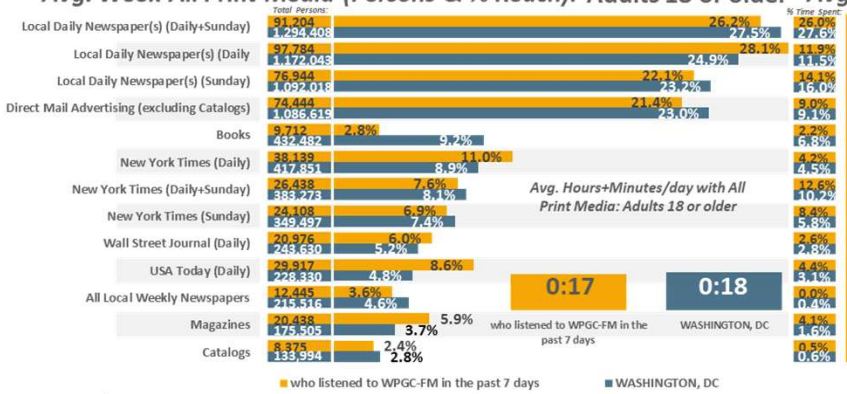
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Radio Stations: WLZL-FM

91,204 or 26.2% of Adults 18 or older who listened to WPGC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

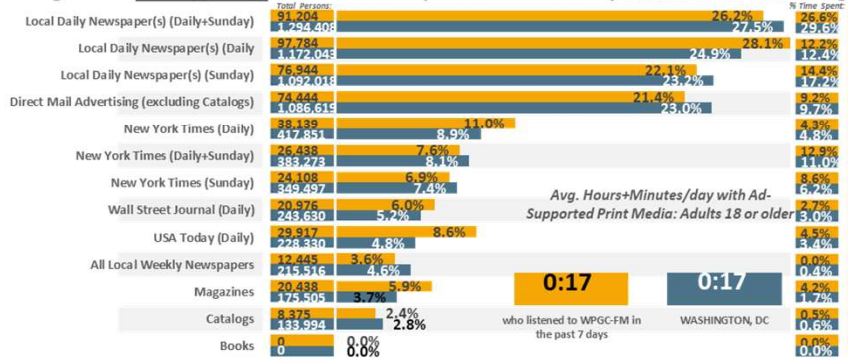
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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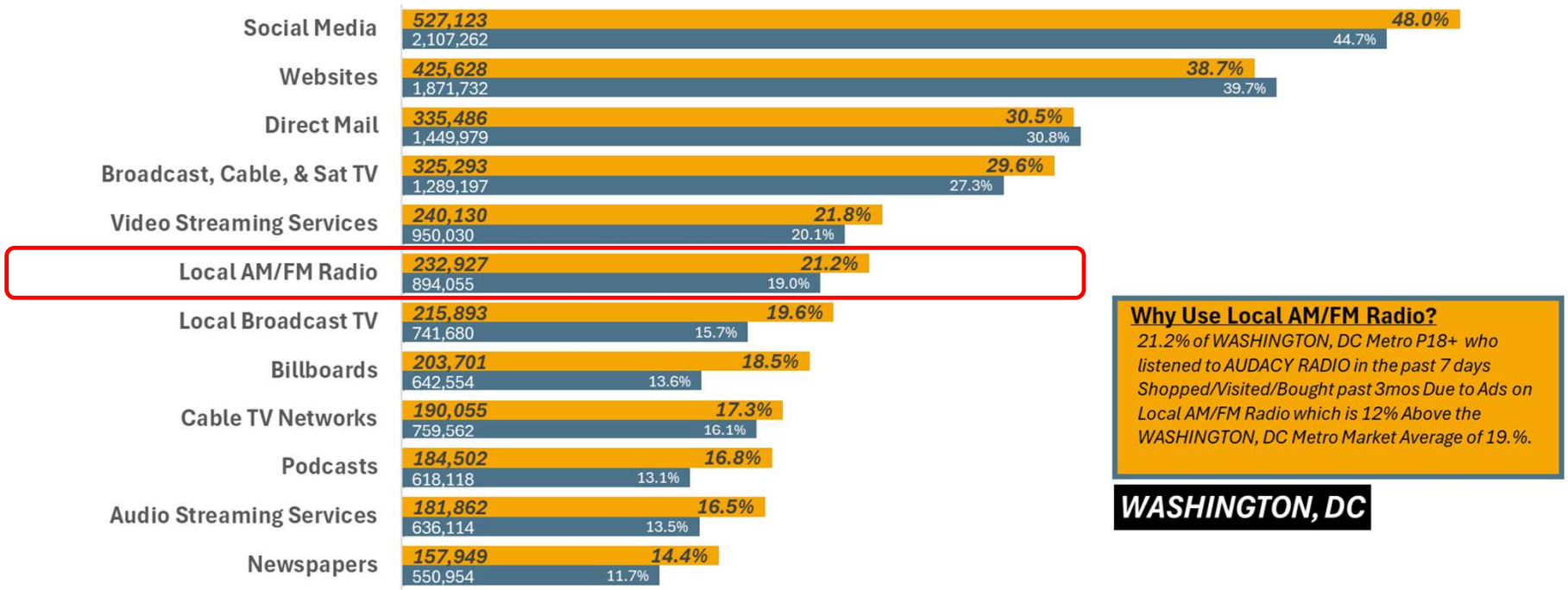
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Radio Stations: WPGC-FM

Audacy

"Advertising Actions"

P18+ who listened to AUDACY RADIO in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.2% of WASHINGTON, DC Metro P18+ who listened to AUDACY RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 1193

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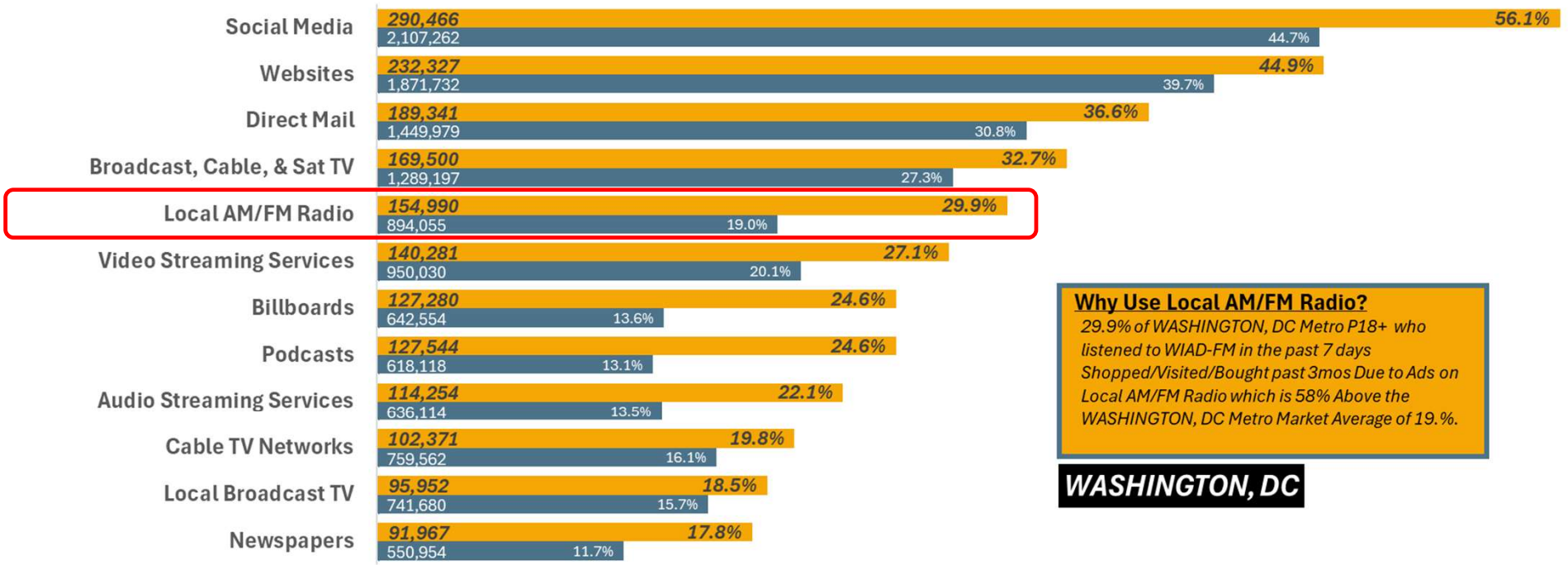
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

94.7 FM THE DRIVE
NOBODY PLAYS MORE '80s!

"Advertising Actions"

P18+ who listened to WIAD-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

29.9% of WASHINGTON, DC Metro P18+ who listened to WIAD-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 58% Above the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 554

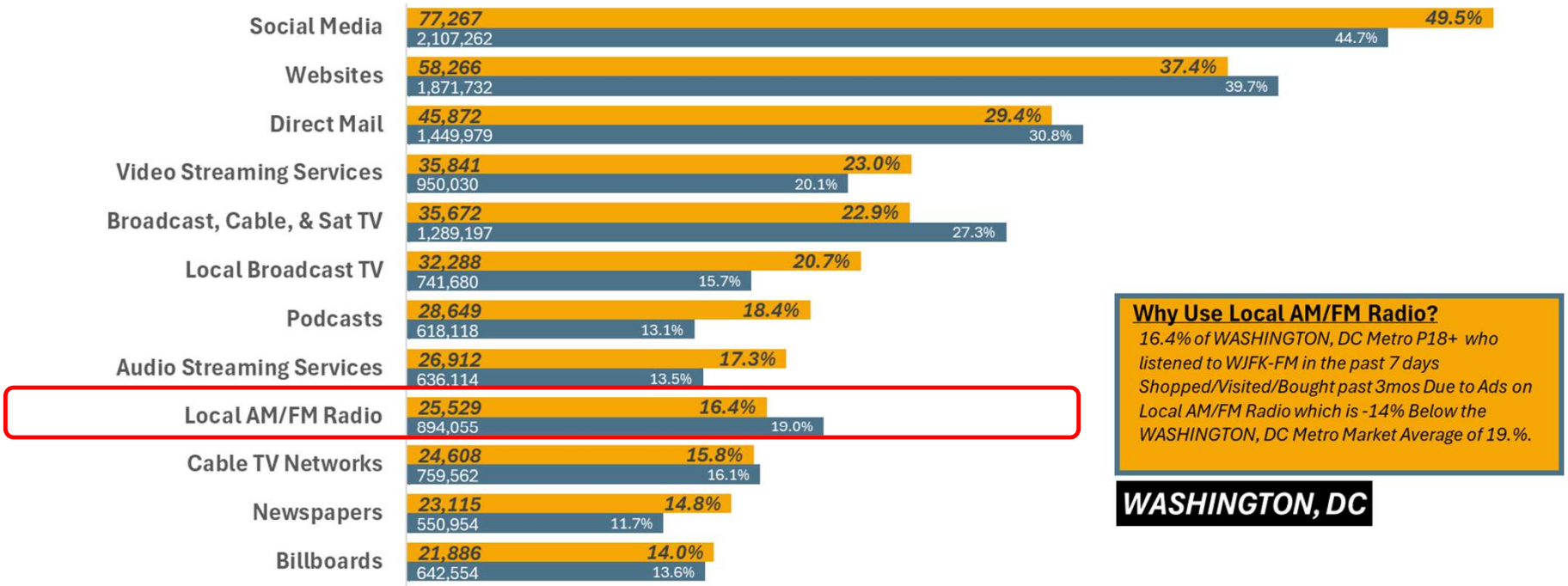
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Radio Stations: WIAD-FM

"Advertising Actions"

P18+ who listened to WJFK-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.4% of WASHINGTON, DC Metro P18+ who listened to WJFK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

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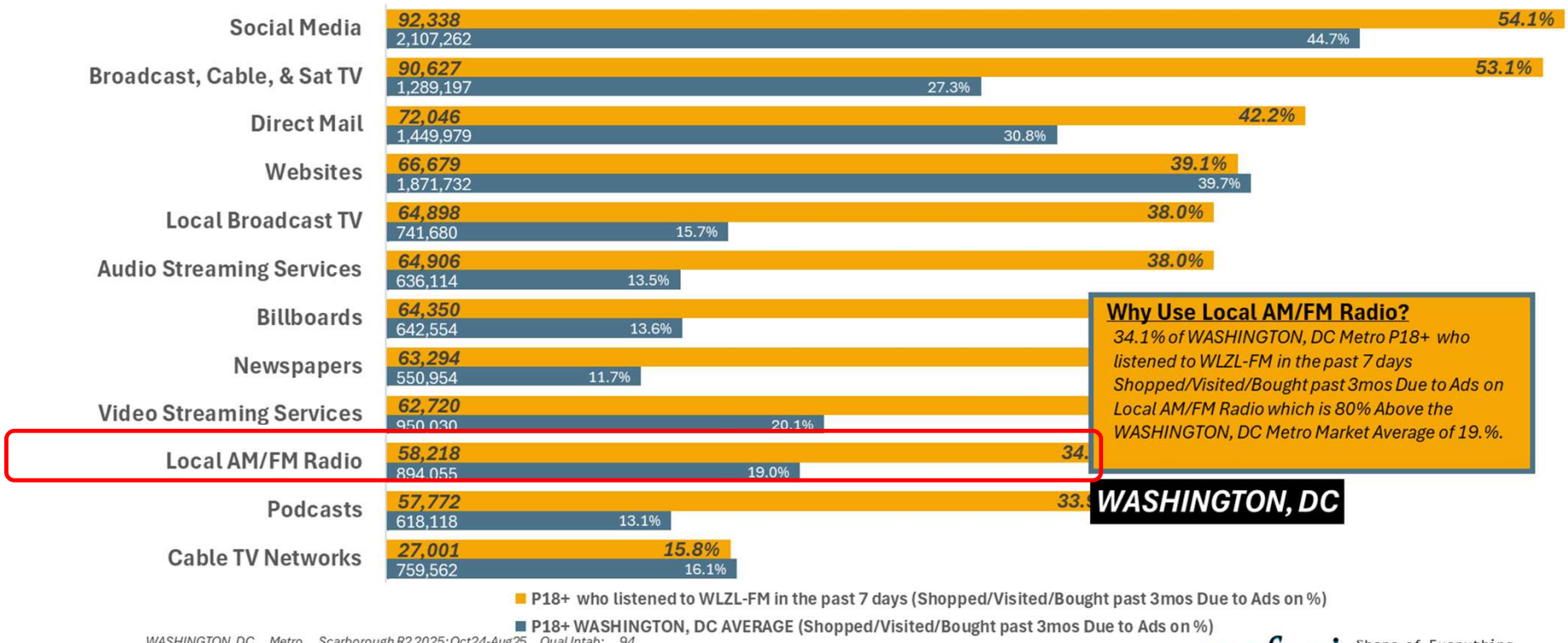
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Radio Stations: WJFK-FM

"Advertising Actions"

P18+ who listened to WLZL-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

34.1% of WASHINGTON, DC Metro P18+ who listened to WLZL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 80% Above the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 94

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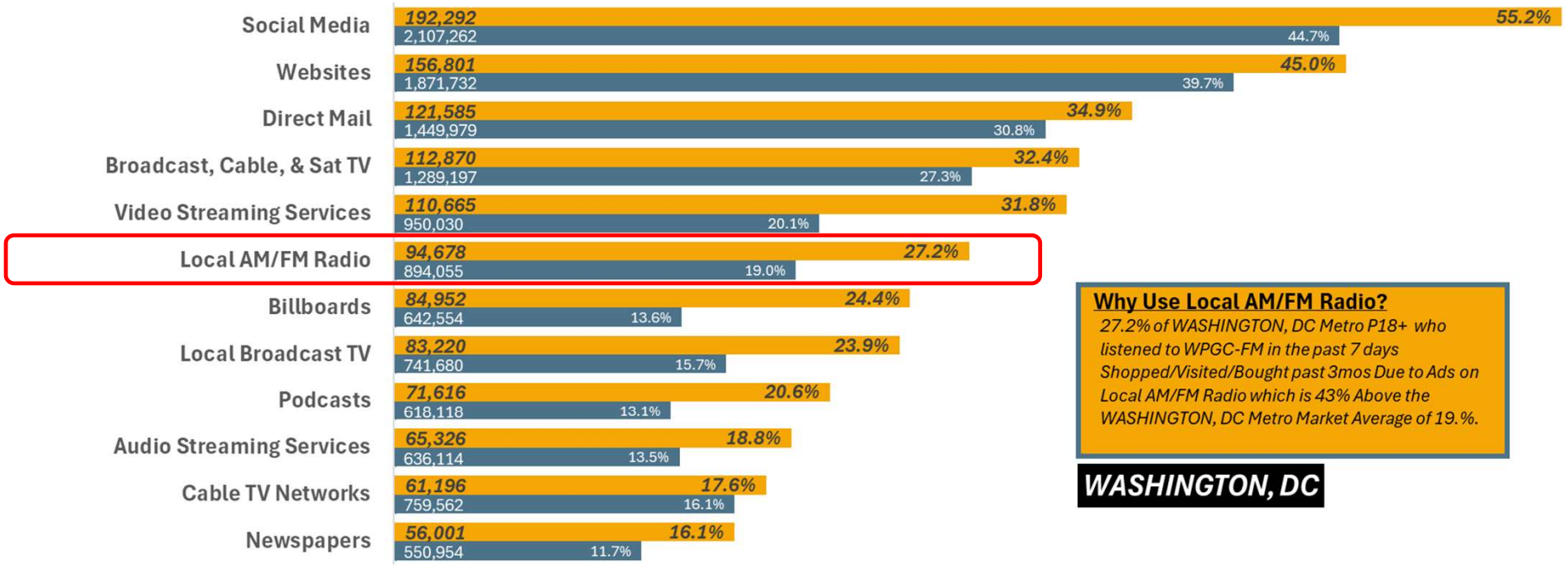
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Radio Stations: WLZL-FM

WPGC Jams 95.5 FM

"Advertising Actions"

P18+ who listened to WPGC-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

27.2% of WASHINGTON, DC Metro P18+ who listened to WPGC-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 347

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Radio Stations: WPGC-FM