



# Metro

# #8 P18+



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

(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

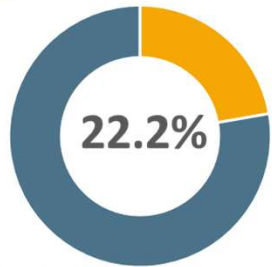




22.2% or 1,060,832 of WASHINGTON, DC Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Typical Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 47.5 years old (.3% younger than average) and have a \$135,841 (5.8% lower than average) annual household income.



## Percent of Market: Adults 18 or older



who Listened to AUDACY RADIO in the past 7 days

Remainder of WASHINGTON, DC Metro

Total Persons:

1,060,832 3,709,508



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

%M vs. %F:	50.6%	48.4%	49.4%	51.6%
Average Age:	47.5	47.6	47.5	47.7
# Persons:	537,164	2,310,507	523,668	2,459,833
	Men	Men	Women	Women

## Ethnicity of Target vs. Market:

White	43.1%	49.8%
Black/African American	26.8%	22.9%
Asian	5.9%	7.1%
Other	3.0%	
Hispanic	21.3%	17.3%

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

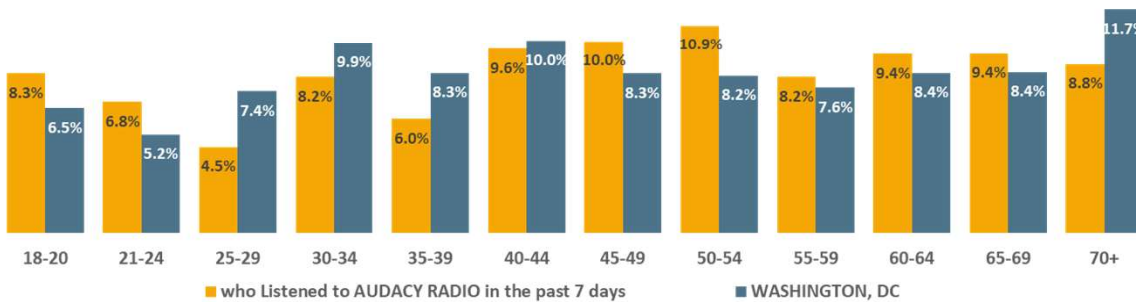
## Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

47.5 47.7

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



who Listened to AUDACY RADIO in the past 7 days

WASHINGTON, DC

## HHI of Target vs. Market:

<\$35K HHI	17.4%	13.0%
\$35K-\$50K HHI	7.6%	7.6%
\$50K-\$75K HHI	9.0%	8.5%
\$75K-\$100K HHI	10.0%	10.5%
\$100K-\$150K HHI	14.5%	17.6%
\$150K-\$250K HHI	26.4%	25.7%
\$250K+ HHI	15.1%	17.0%

Avg HHI: \$135,841 \$144,210

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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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)

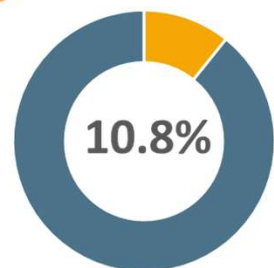




10.8% or 514,111 of WASHINGTON, DC Metro Adults 18 or older Listened to WIAD-FM in the past 7 days. Typical Adults 18 or older who Listened to WIAD-FM in the past 7 days are 43.7 years old (8.3% younger than average) and have a \$146,137 (1.3% higher than average) annual household income.



## Percent of Market: Adults 18 or older



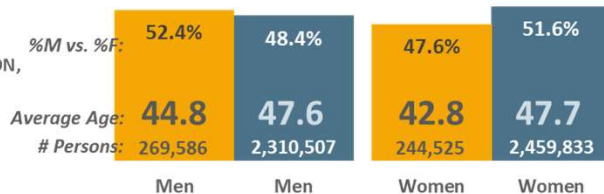
who Listened to WIAD-FM in the past 7 days

Remainder of WASHINGTON, DC Metro

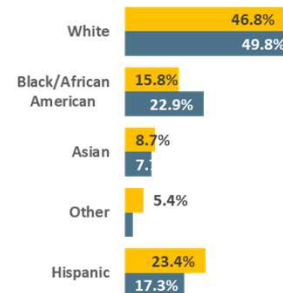
Total Persons:



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



## Ethnicity of Target vs. Market:



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

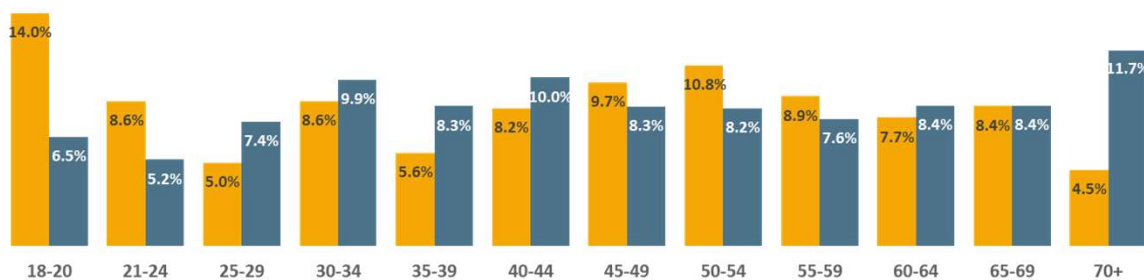
## Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



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

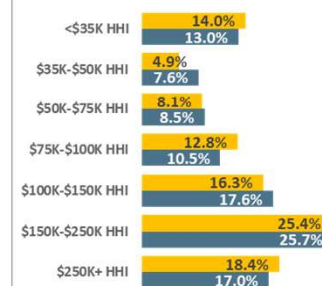


who Listened to WIAD-FM in the past 7 days

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483  
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## HHI of Target vs. Market:



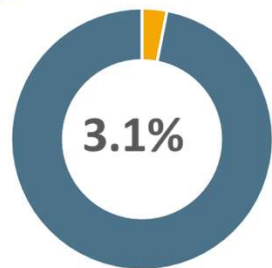
Avg HHI: \$146,137 \$144,210



3.1% or 146,473 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 47.2 years old (.9% younger than average) and have a \$163,368 (13.3% higher than average) annual household income.



## Percent of Market: Adults 18 or older

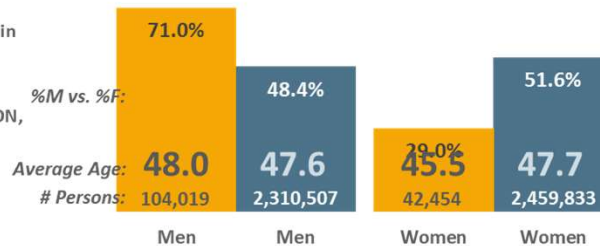


■ who Listened to WJFK-FM in the past 7 days  
■ Remainder of WASHINGTON, DC Metro

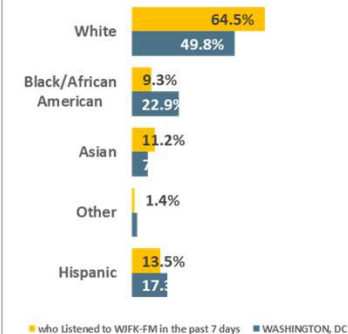
Total Persons:  
146,473 4,623,867



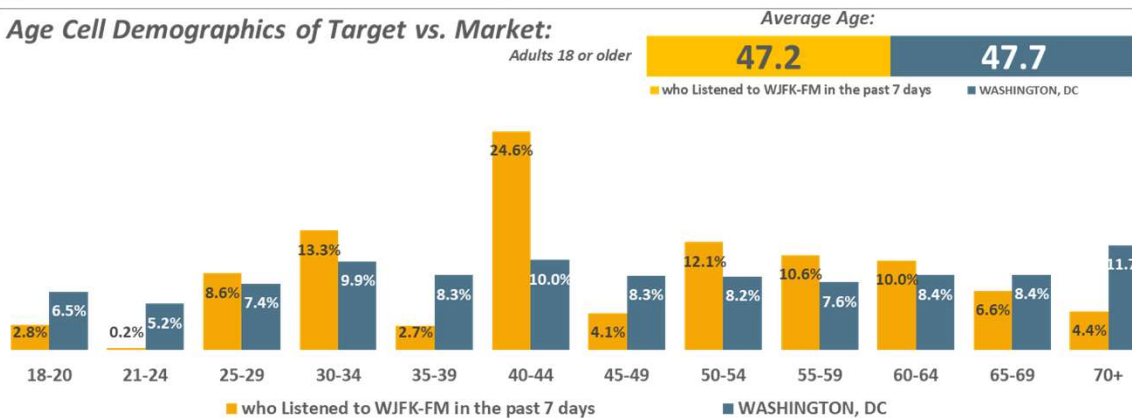
## Gender of Target vs. Market: Adults 18 or older



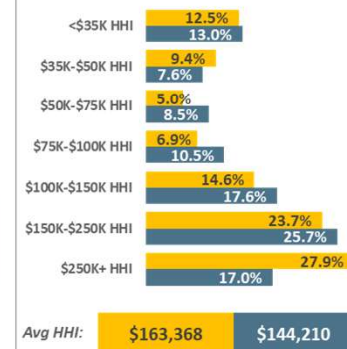
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:



Avg HHI: \$163,368 \$144,210

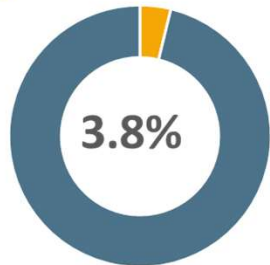
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149  
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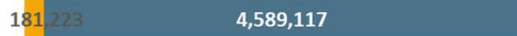
3.8% or 181,223 of WASHINGTON, DC Metro Adults 18 or older Listened to WLZL-FM in the past 7 days. Typical Adults 18 or older who Listened to WLZL-FM in the past 7 days are 37.8 years old (20.7% younger than average) and have a \$96,494 (33.1% lower than average) annual household income.



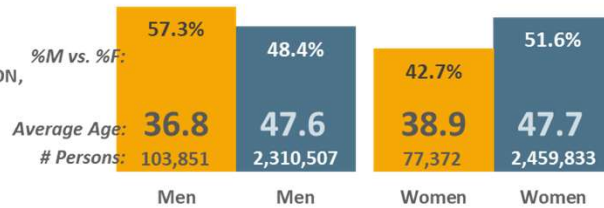
### Percent of Market: Adults 18 or older



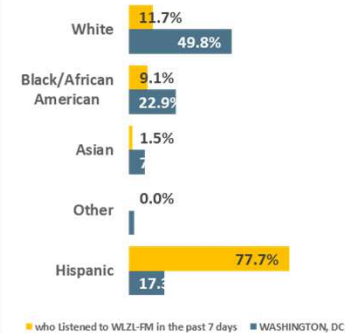
Total Persons:



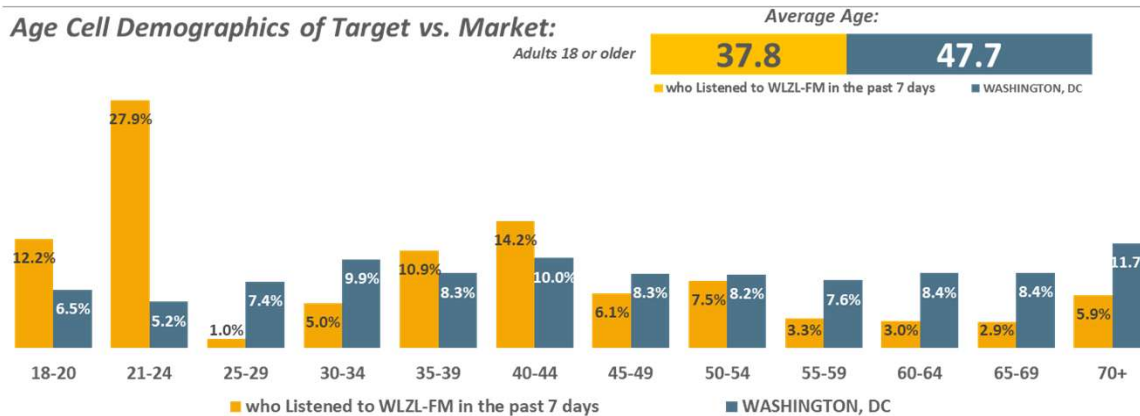
### Gender of Target vs. Market: Adults 18 or older



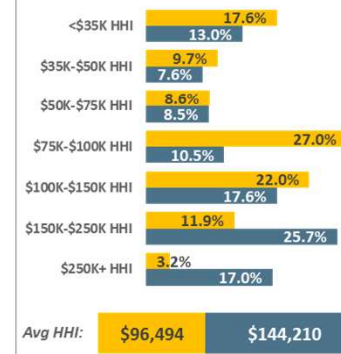
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 113  
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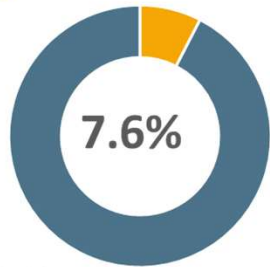




7.6% or 361,403 of WASHINGTON, DC Metro Adults 18 or older Listened to WPGC-FM in the past 7 days. Typical Adults 18 or older who Listened to WPGC-FM in the past 7 days are 48.9 years old (2.7% older than average) and have a \$118,688 (17.7% lower than average) annual household income.



## Percent of Market: Adults 18 or older



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

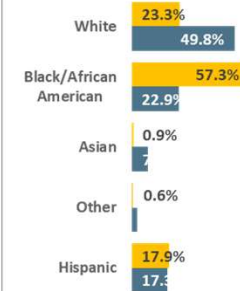
Total Persons:  
361,403 4,408,937



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

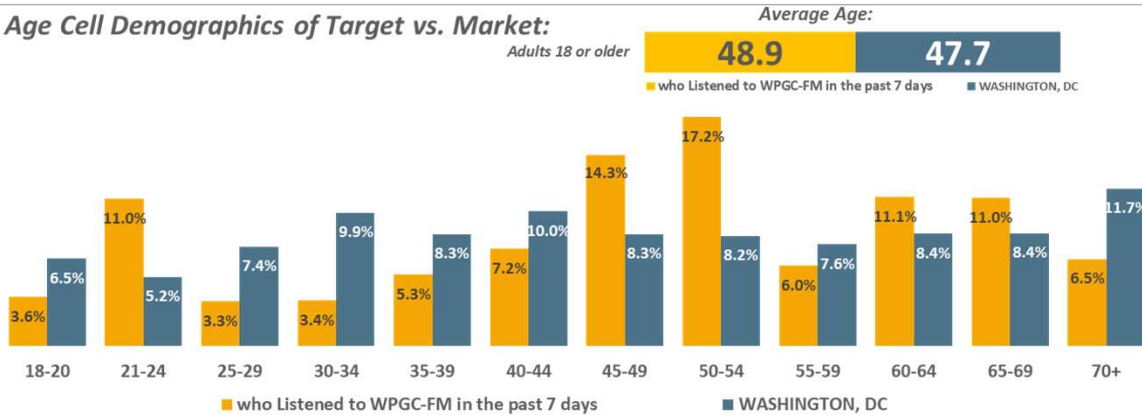
	%M vs. %F	Average Age	# Persons
Men	41.3%	48.7	149,368
Men	48.4%	47.6	2,310,507
Women	58.7%	49.1	212,035
Women	51.6%	47.7	2,459,833

## Ethnicity of Target vs. Market:



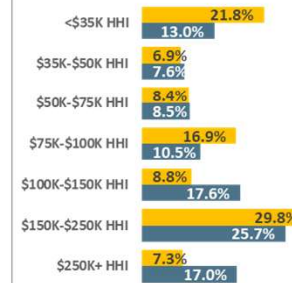
■ who Listened to WPGC-FM in the past 7 days ■ WASHINGTON, DC

## Age Cell Demographics of Target vs. Market:



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 320  
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## HHI of Target vs. Market:



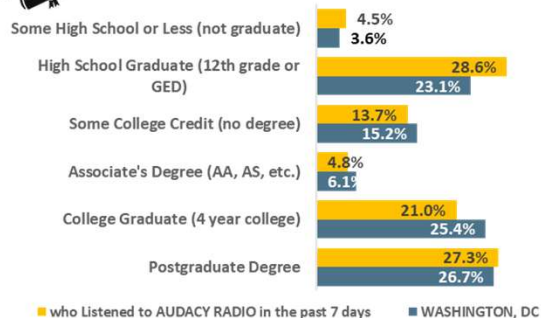
Avg HHI: \$118,688 \$144,210



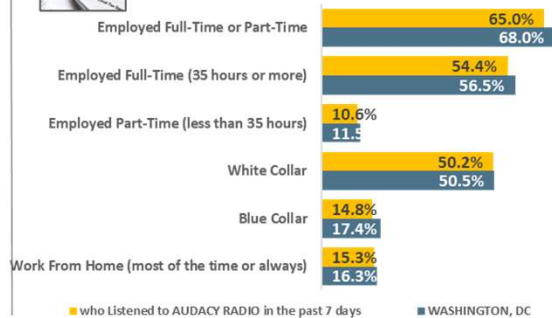
22.2% or 1,060,832 of WASHINGTON, DC Metro Adults 18 or older Listened to AUDACY RADIO in the past 7... Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 7.1% less likely to be a college graduate, 3.7% less likely to work full-time, .8% less likely to be married, .% less likely to be a parent of 1 or more children under 18.



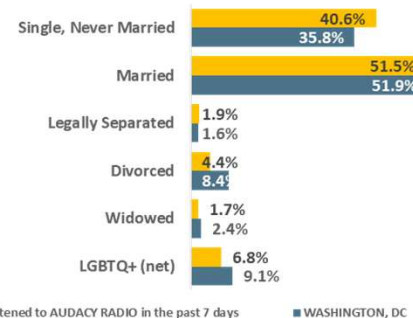
### Education Levels: Adults 18 or older



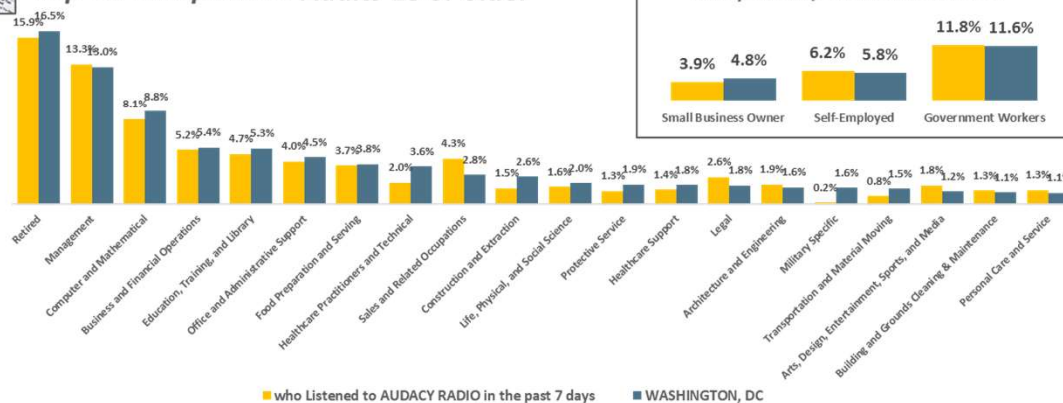
### Employment: Adults 18 or older



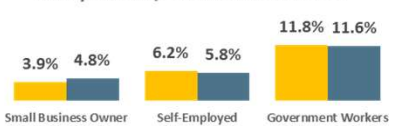
### Marital Status: Adults 18 or older



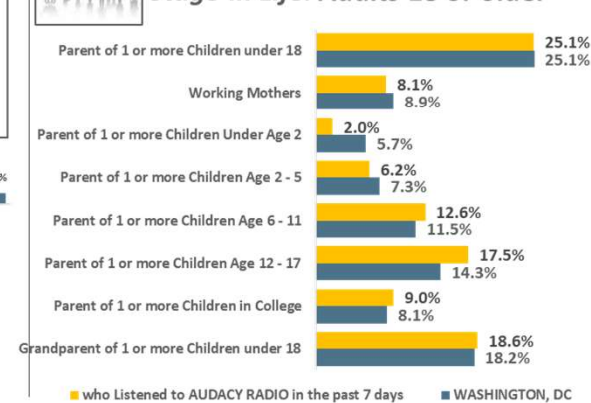
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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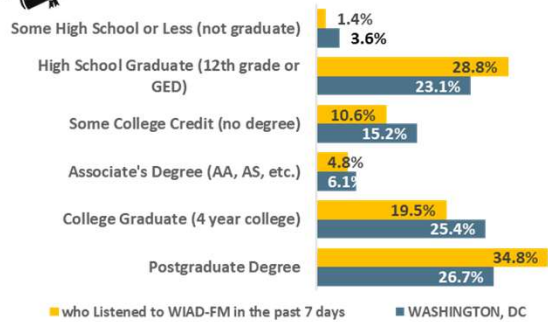
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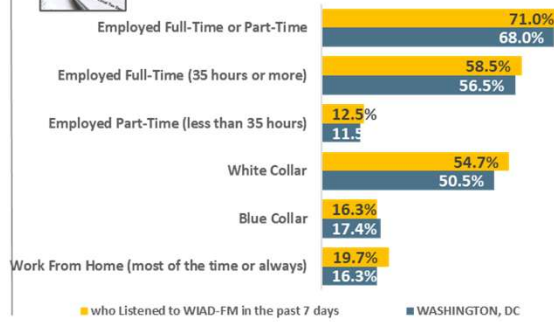
10.8% or 514,111 of WASHINGTON, DC Metro Adults 18 or older Listened to WIAD-FM in the past 7 days. Adults 18 or older who Listened to WIAD-FM in the past 7 days are 4.4% more likely to be a college graduate, 3.5% more likely to work full-time, 1.2% more likely to be married, 9.% less likely to be a parent of 1 or more children under 18.



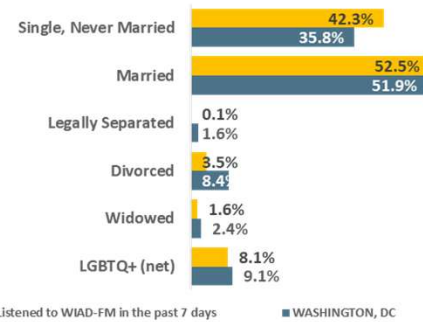
### Education Levels: Adults 18 or older



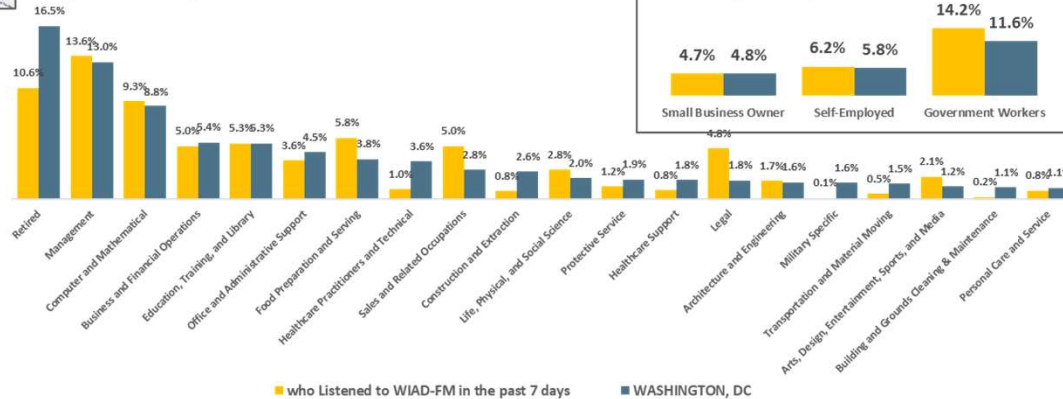
### Employment: Adults 18 or older



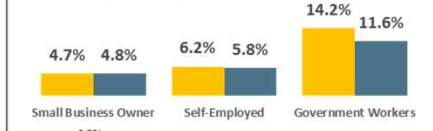
### Marital Status: Adults 18 or older



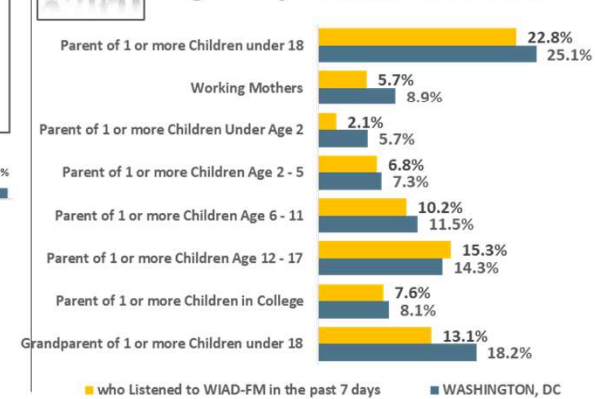
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



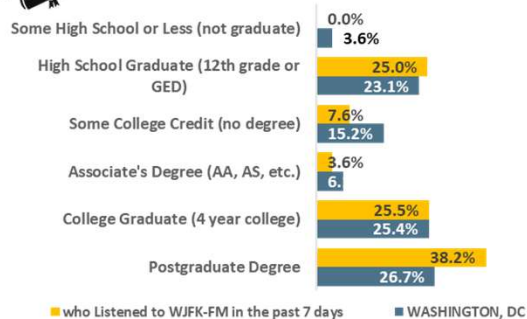




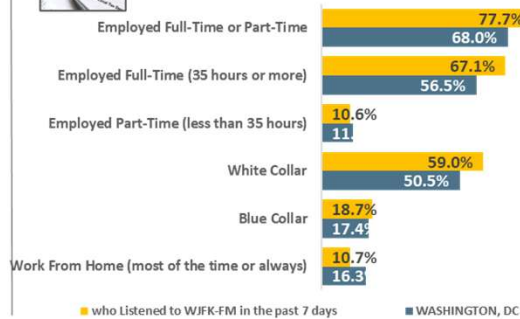
3.1% or 146,473 of WASHINGTON, DC Metro Adults 18 or older Listened to WJFK-FM in the past 7 days. Adults 18 or older who Listened to WJFK-FM in the past 7 days are 22.4% more likely to be a college graduate, 18.8% more likely to work full-time, 13.2% more likely to be married, 19.5% more likely to be a parent of 1 or more children under 18.



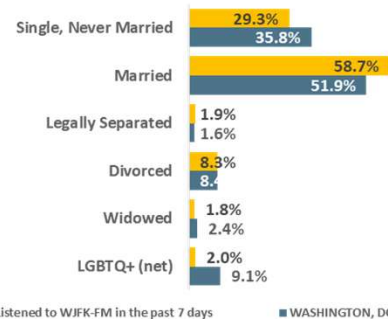
### Education Levels: Adults 18 or older



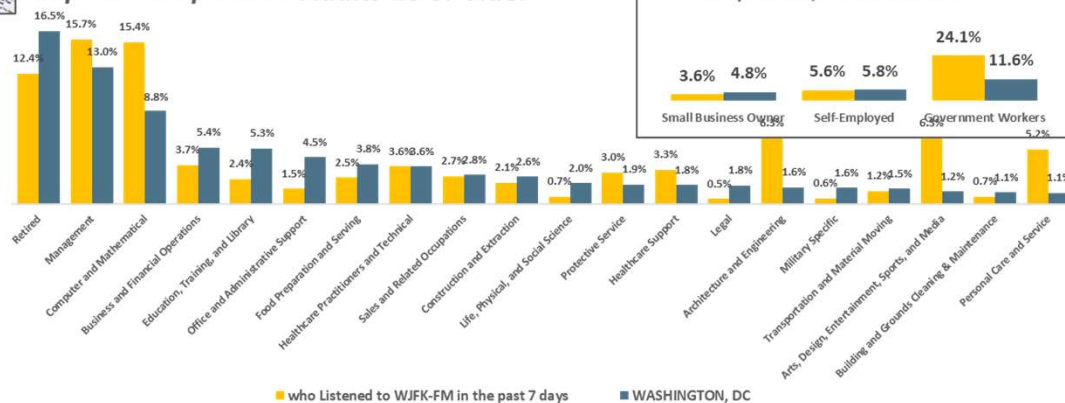
### Employment: Adults 18 or older



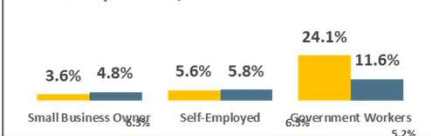
### Marital Status: Adults 18 or older



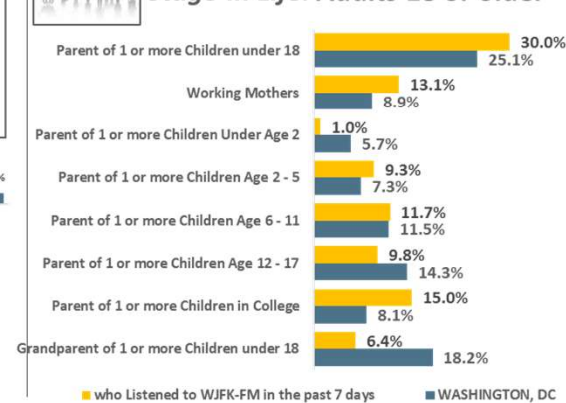
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

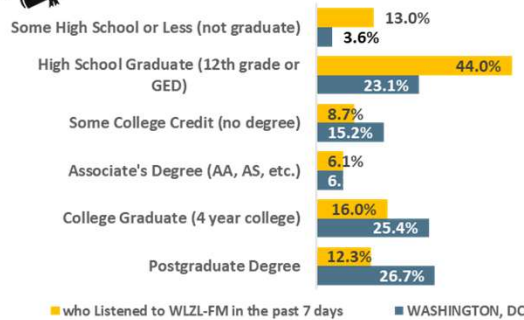




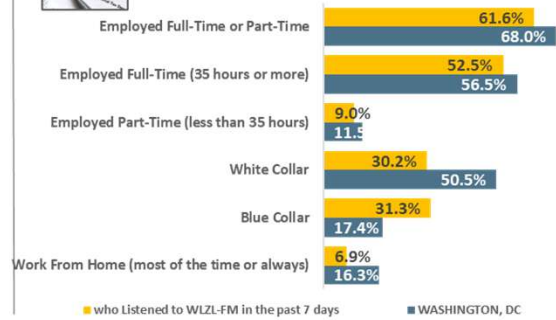
3.8% or 181,223 of WASHINGTON, DC Metro Adults 18 or older Listened to WLZL-FM in the past 7 days. Adults 18 or older who Listened to WLZL-FM in the past 7 days are 45.7% less likely to be a college graduate, 7.% less likely to work full-time, 34.6% less likely to be married, 11.% more likely to be a parent of 1 or more children under 18.



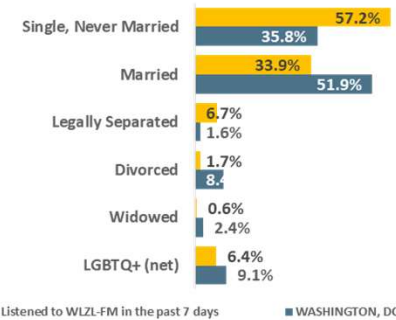
### Education Levels: Adults 18 or older



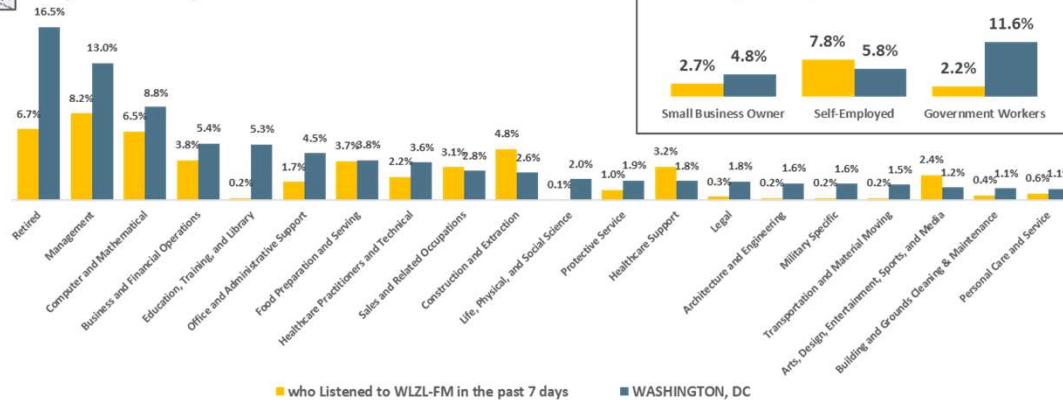
### Employment: Adults 18 or older



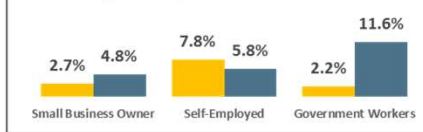
### Marital Status: Adults 18 or older



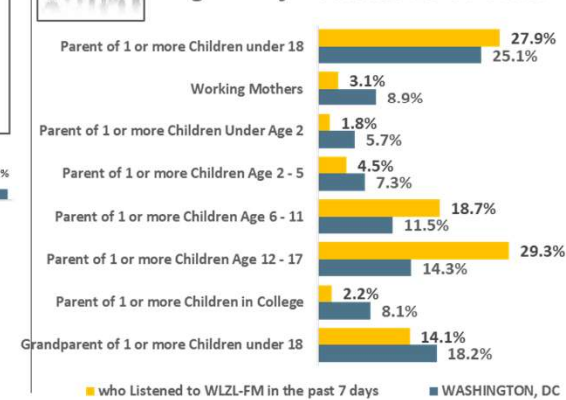
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

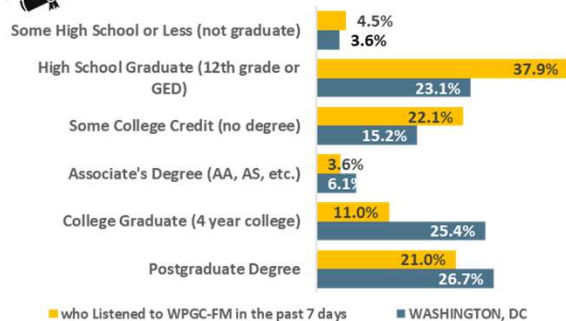




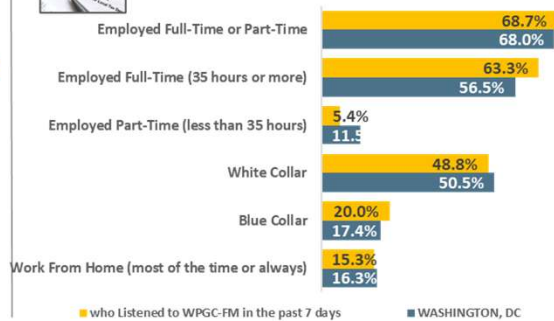
7.6% or 361,403 of WASHINGTON, DC Metro Adults 18 or older Listened to WPGC-FM in the past 7 days. Adults 18 or older who Listened to WPGC-FM in the past 7 days are 38.6% less likely to be a college graduate, 12.1% more likely to work full-time, 21.6% less likely to be married, 7.8% less likely to be a parent of 1 or more children under 18.



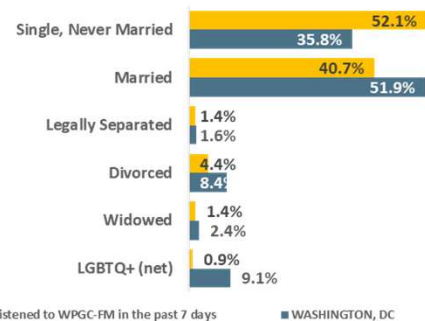
### Education Levels: Adults 18 or older



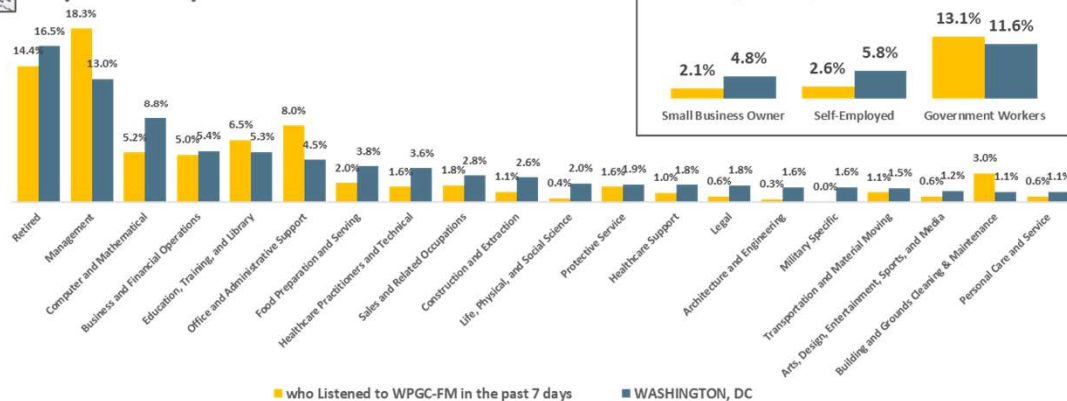
### Employment: Adults 18 or older



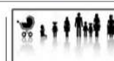
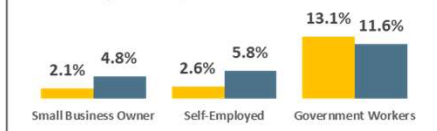
### Marital Status: Adults 18 or older



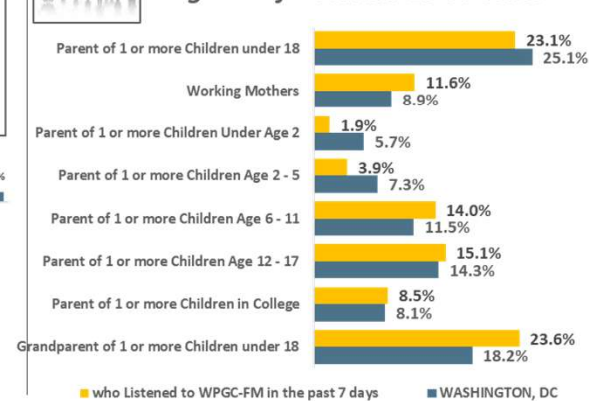
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



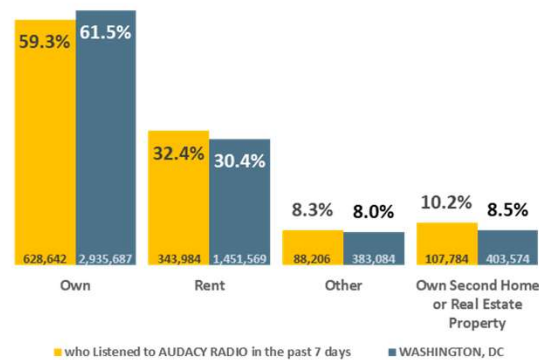




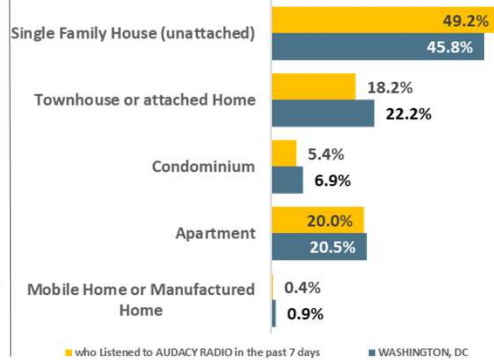
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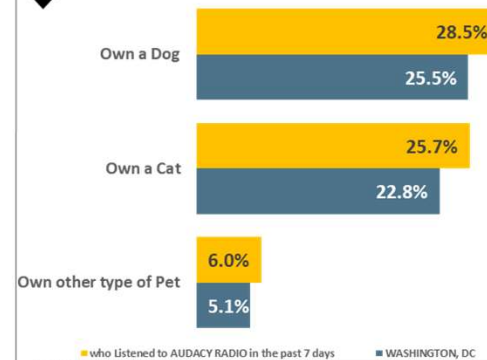
### Own/Rent/Other: Adults 18 or older



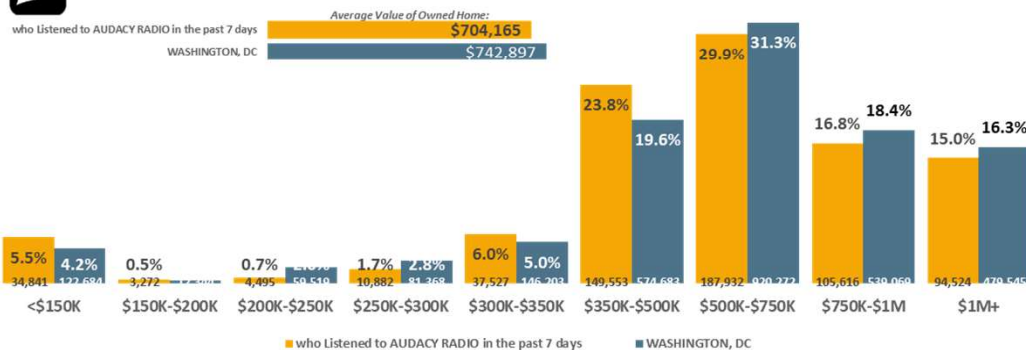
### Type of Home: Adults 18 or older



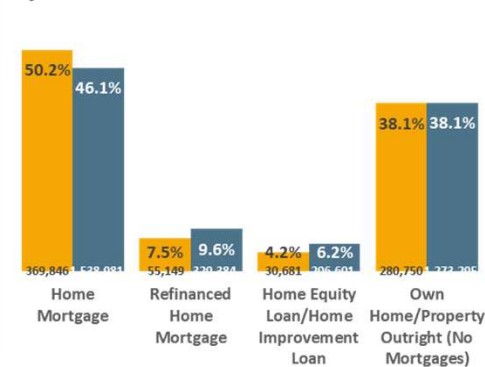
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

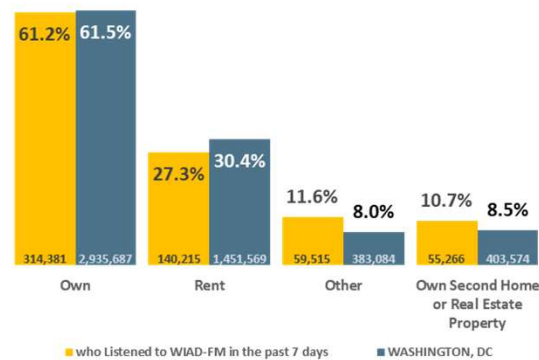




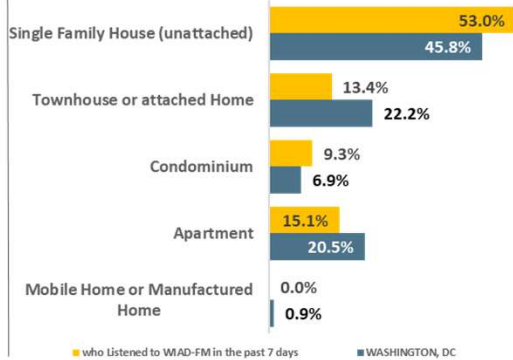
10.8% or 514,111 of WASHINGTON, DC Metro Adults 18 or older Listened to WIAD-FM in the past 7 days. Adults 18 or older who Listened to WIAD-FM in the past 7 days are .6% less likely to own their home, 7.6% more likely to own a lower valued home, 15.6% more likely to have a single-family home, 38.4% more likely to have a dog.



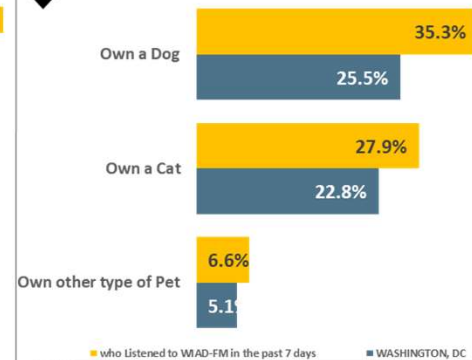
### Own/Rent/Other: Adults 18 or older



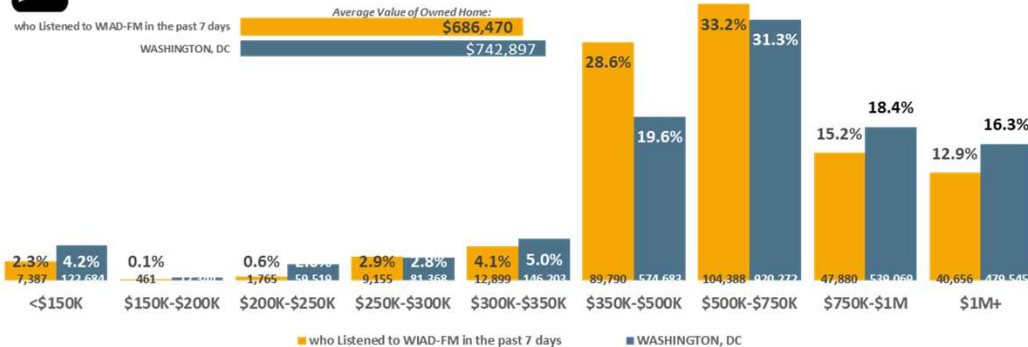
### Type of Home: Adults 18 or older



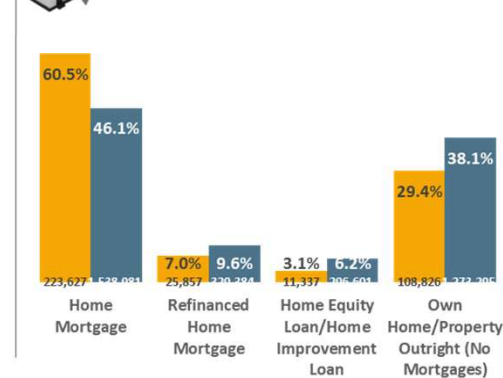
### Pets in Home: Adults 18 or older



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



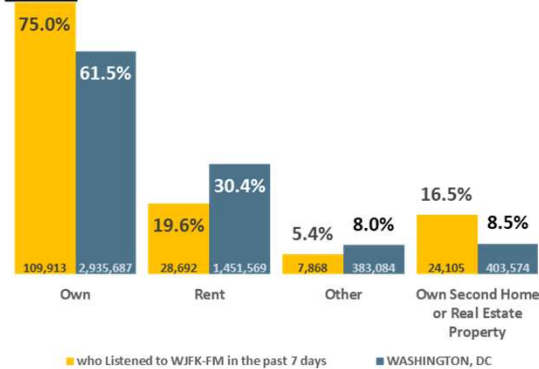
### Home Loans: Adults 18 or older



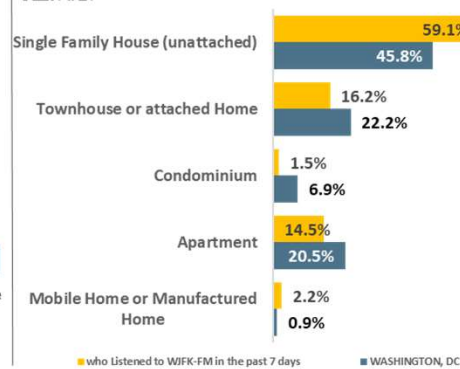


3.1% or 146,473 of WASHINGTON, DC Metro Adults 18 or older Listened to WJFK-FM in the past 7 days. Adults 18 or older who Listened to WJFK-FM in the past 7 days are 21.9% more likely to own their home, 1.4% more likely to own a lower valued home, 29.1% more likely to have a single-family home, 21.6% less likely to have a dog.

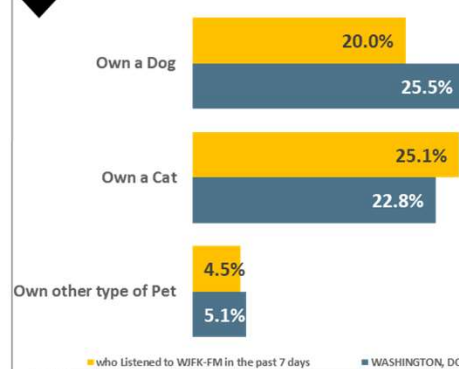
### Own/Rent/Other: Adults 18 or older



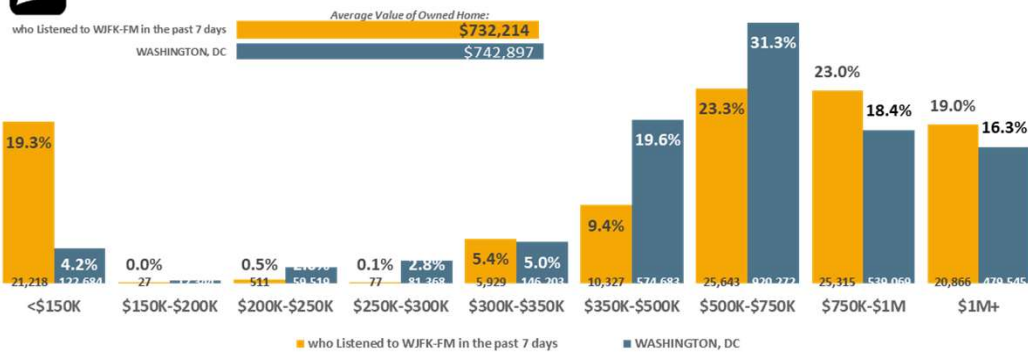
### Type of Home: Adults 18 or older



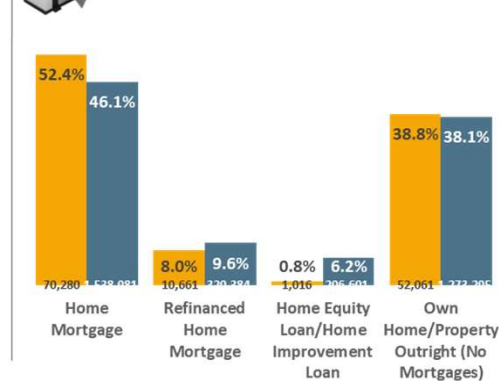
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



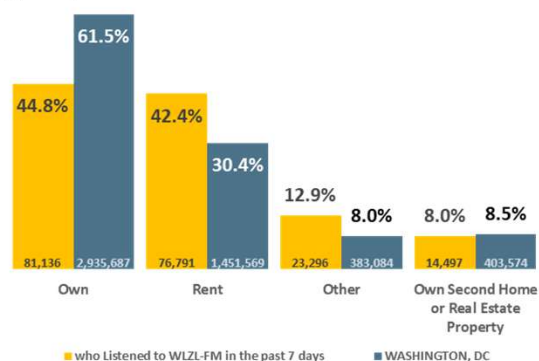




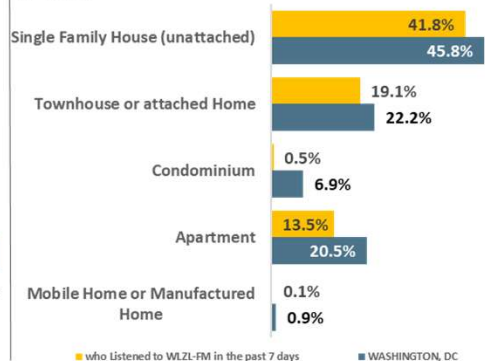
3.8% or 181,223 of WASHINGTON, DC Metro Adults 18 or older Listened to WLZL-FM in the past 7 days. Adults 18 or older who Listened to WLZL-FM in the past 7 days are 27.2% less likely to own their home, 28.9% more likely to own a lower valued home, 8.8% less likely to have a single-family home, 2.3% less likely to have a dog.



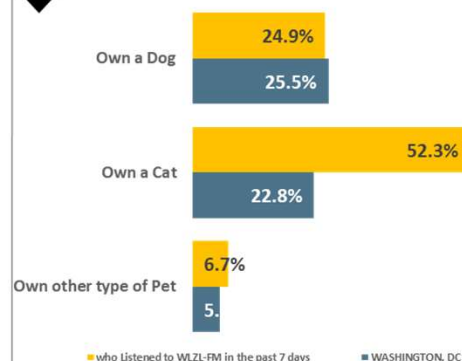
### Own/Rent/Other: Adults 18 or older



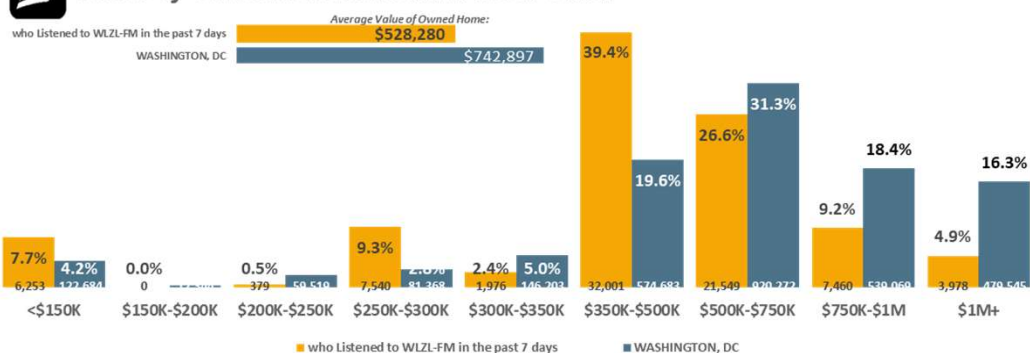
### Type of Home: Adults 18 or older



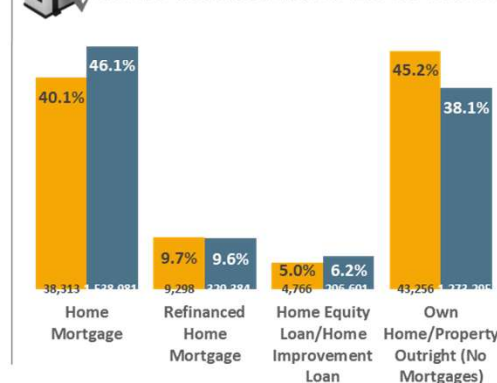
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

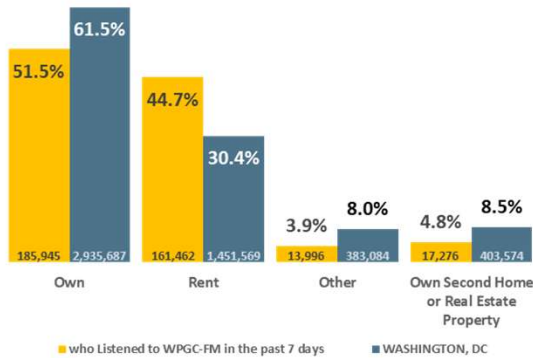




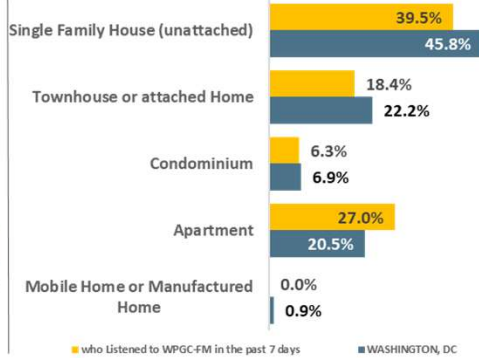
7.6% or 361,403 of WASHINGTON, DC Metro Adults 18 or older Listened to WPGC-FM in the past 7 days. Adults 18 or older who Listened to WPGC-FM in the past 7 days are 16.4% less likely to own their home, 13.4% more likely to own a lower valued home, 13.8% less likely to have a single-family home, 2.8% less likely to have a dog.



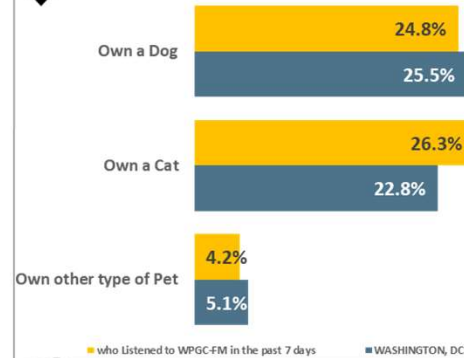
### Own/Rent/Other: Adults 18 or older



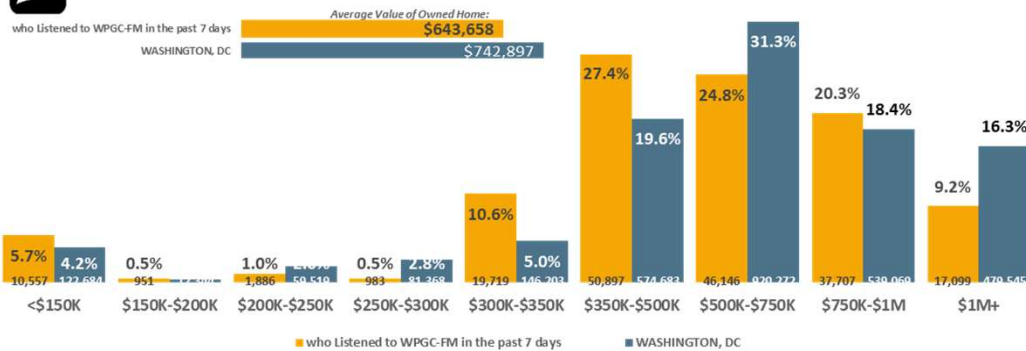
### Type of Home: Adults 18 or older



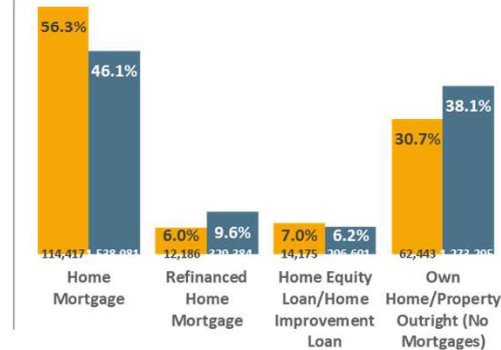
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

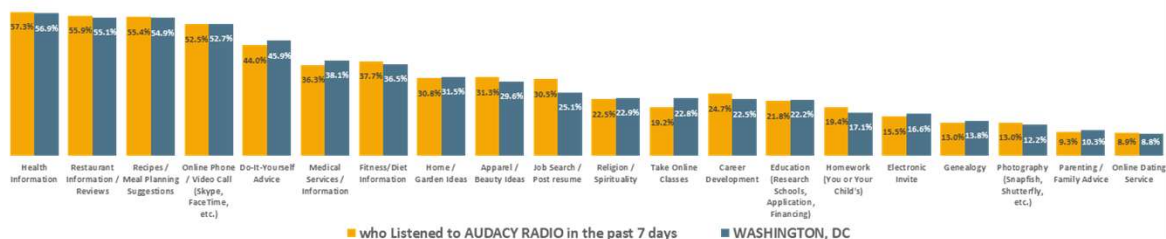




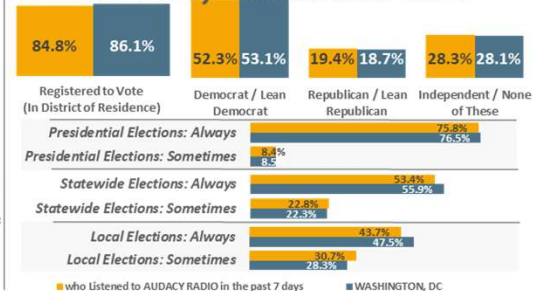
22.2% or 1,060,832 of WASHINGTON, DC Metro Adults 18 or older Listened to AUDACY RADIO in the past 7... Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 4.1% less likely to look up D-I-Y advice online, 8.% less likely to always vote in local elections, 14.2% less likely to belong to a gym, 6.8% less likely to fly domestic past yr.



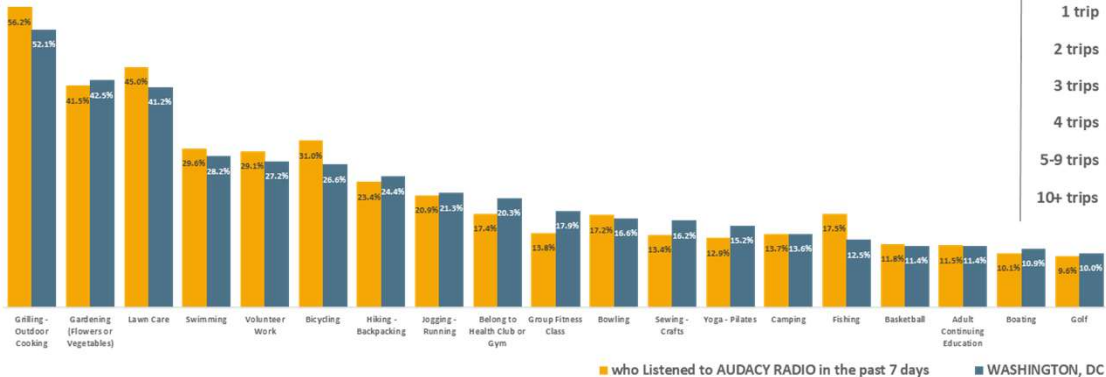
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



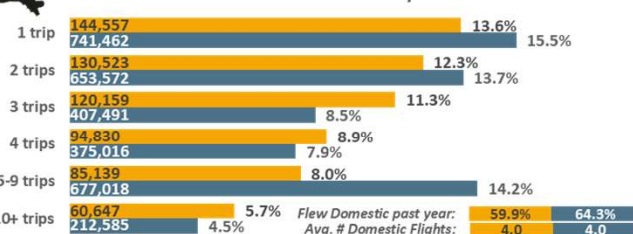
### Political Activity: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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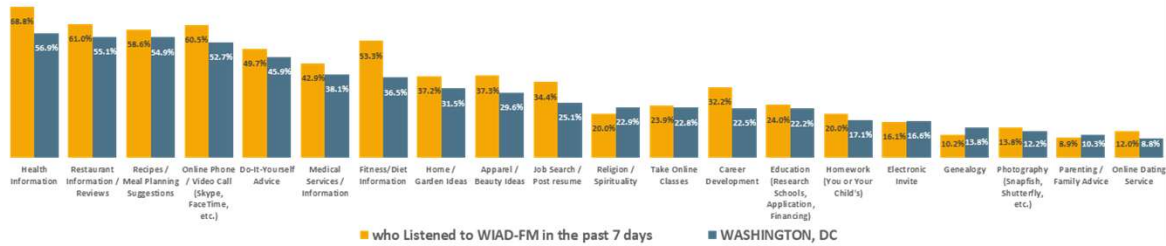
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



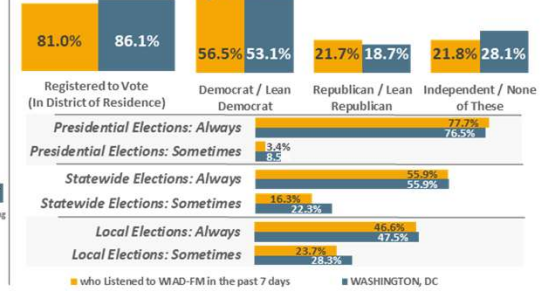
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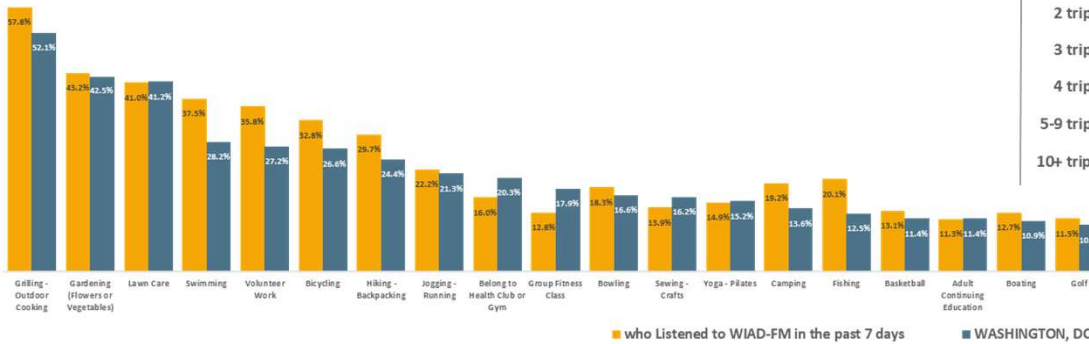
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



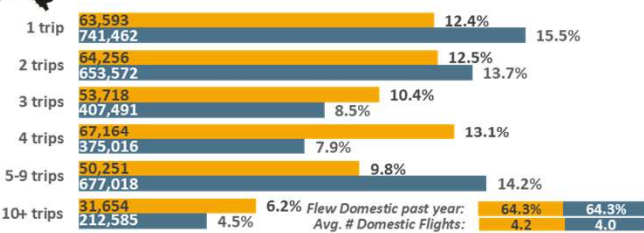
### Political Activity: Adults 18 or older



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



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



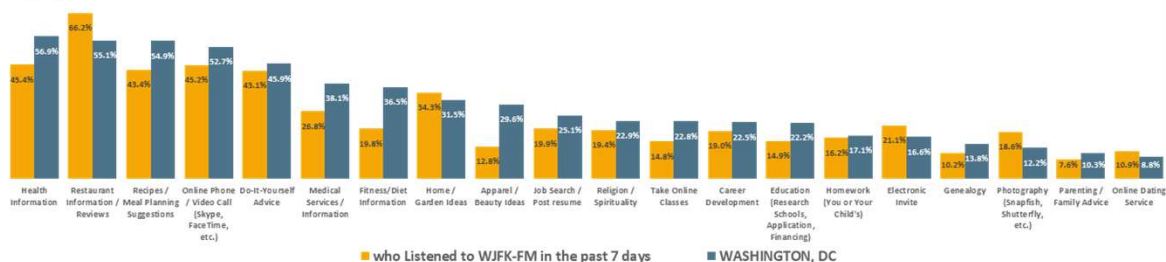




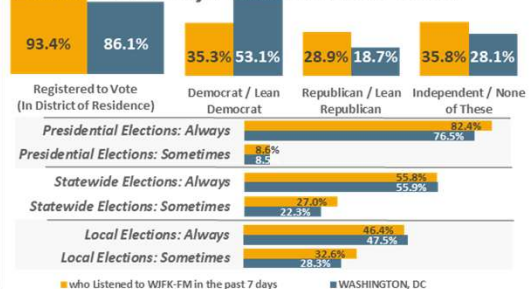
3.1% or 146,473 of WASHINGTON, DC Metro Adults 18 or older Listened to WJFK-FM in the past 7 days. Adults 18 or older who Listened to WJFK-FM in the past 7 days are 6.6% less likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 30.9% more likely to belong to a gym, 4.1% more likely to fly domestic past yr.



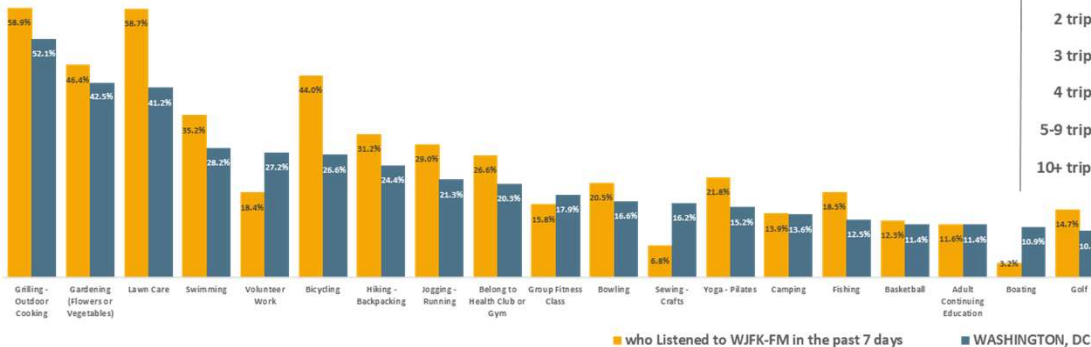
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



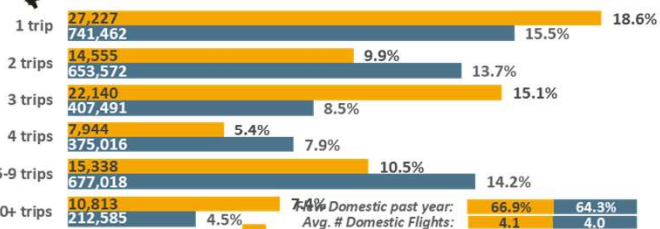
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### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



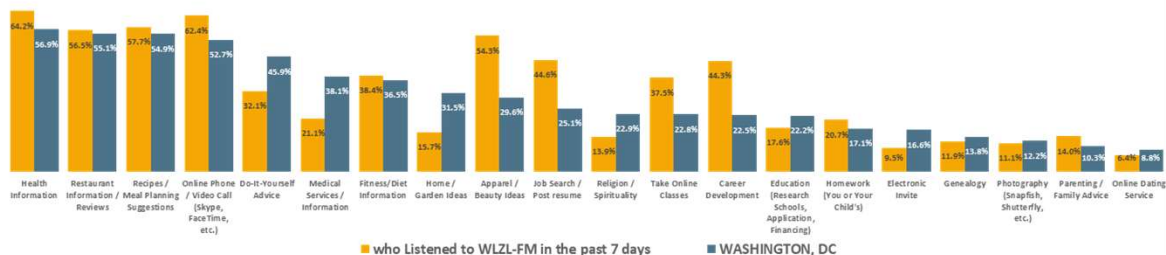
Domestic past year: 66.9%  
Avg. # Domestic Flights: 4.1



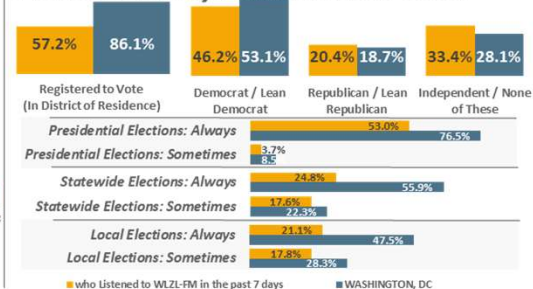
3.8% or 181,223 of WASHINGTON, DC Metro Adults 18 or older Listened to WLZL-FM in the past 7 days. Adults 18 or older who Listened to WLZL-FM in the past 7 days are 30.1% less likely to look up D-I-Y advice online, 55.5% less likely to always vote in local elections, 25.6% less likely to belong to a gym, 29.% less likely to fly domestic past yr.



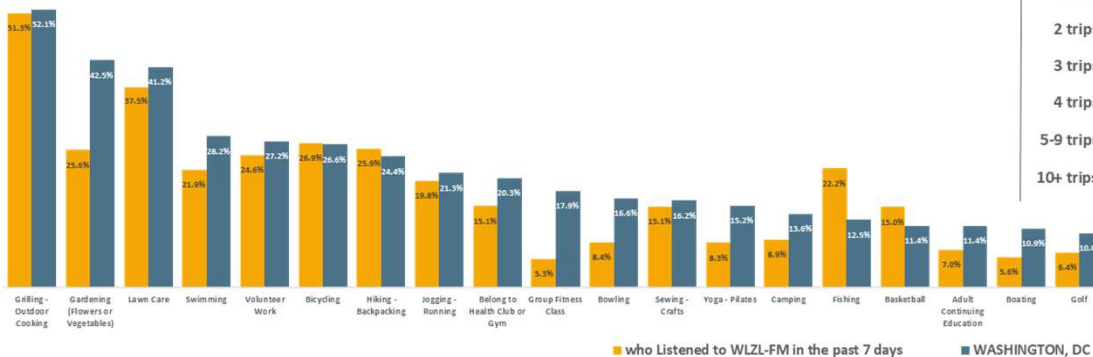
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



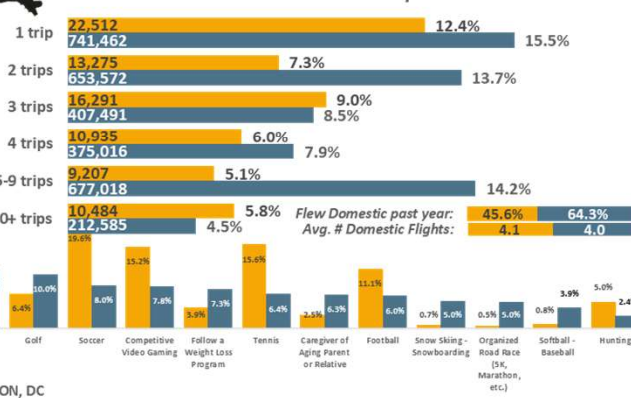
### Political Activity: Adults 18 or older



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



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

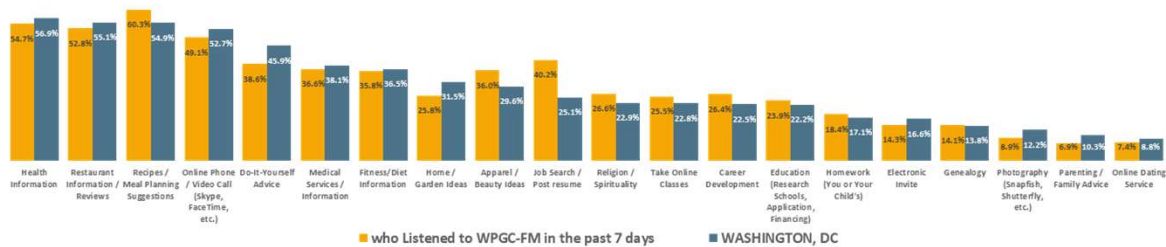




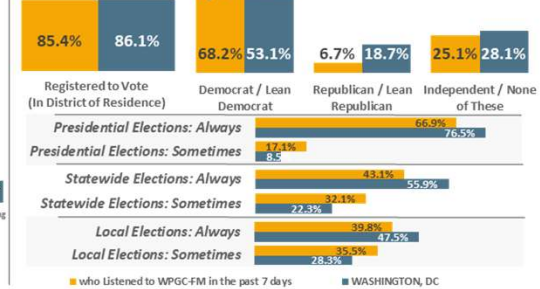
7.6% or 361,403 of WASHINGTON, DC Metro Adults 18 or older Listened to WPGC-FM in the past 7 days. Adults 18 or older who Listened to WPGC-FM in the past 7 days are 16.% less likely to look up D-I-Y advice online, 16.1% less likely to always vote in local elections, 50.8% less likely to belong to a gym, 16.9% less likely to fly domestic past yr.



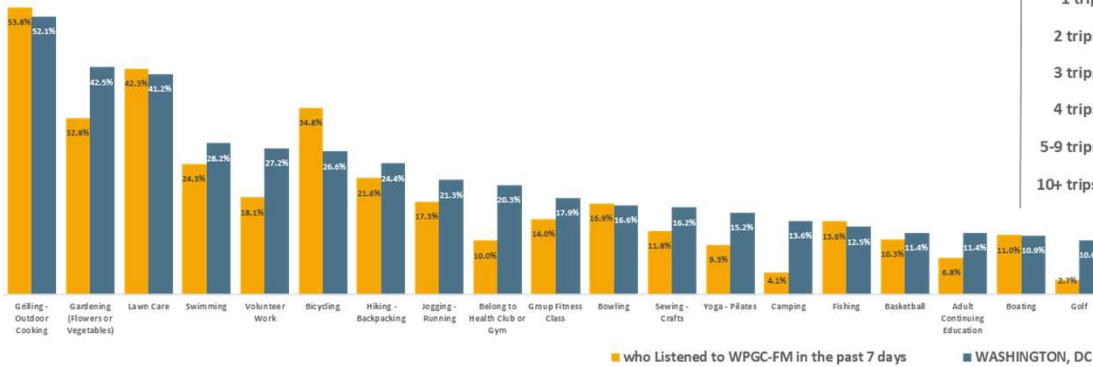
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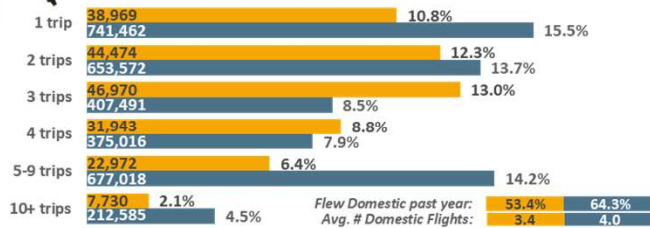
### Political Activity: Adults 18 or older



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



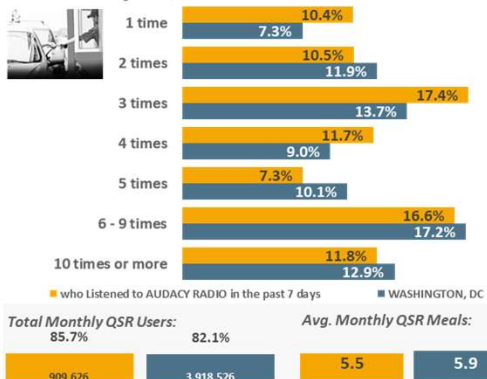
### Past 12-months Domestic Airline Trips: Adults 18 or older



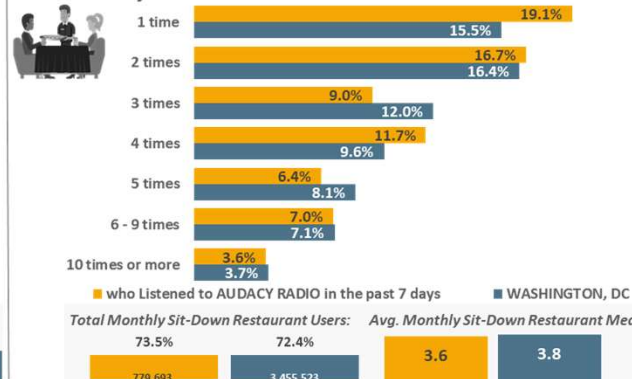


22.2% or 1,060,832 of WASHINGTON, DC Metro Adults 18 or older Listened to AUDACY RADIO in the past 7 days. Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are 4.4% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 3.3% more likely to use Casinos past yr., 51.5% more likely to smoke cigarettes.

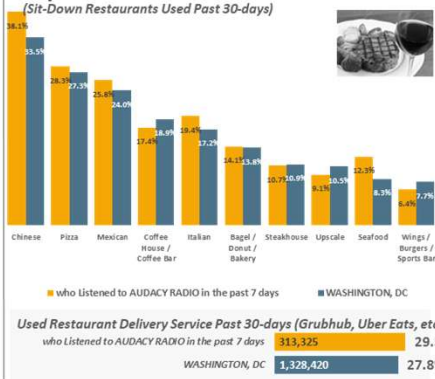
### Past 30-days QSR Users: Adults 18 or older



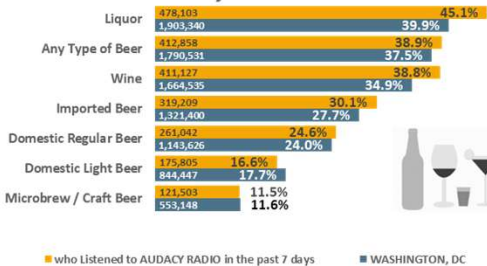
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



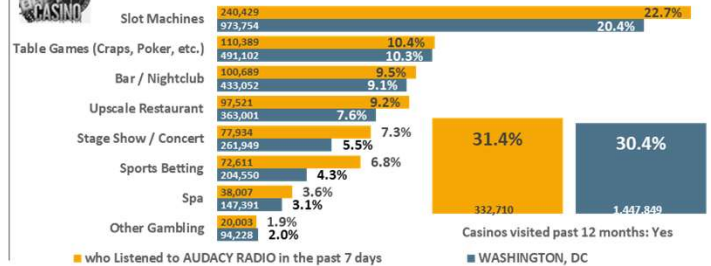
### Top-10 Cuisines: Adults 18 or older



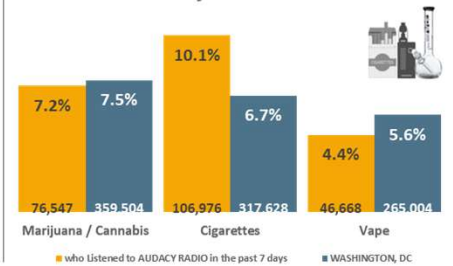
### Drank Past 30-days: Adults 18 or older



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



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

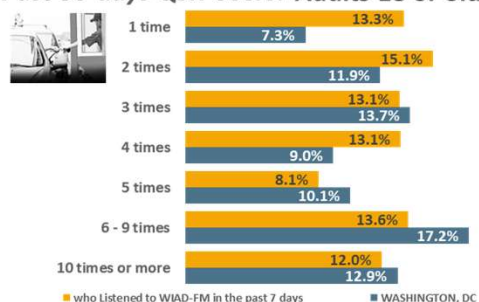






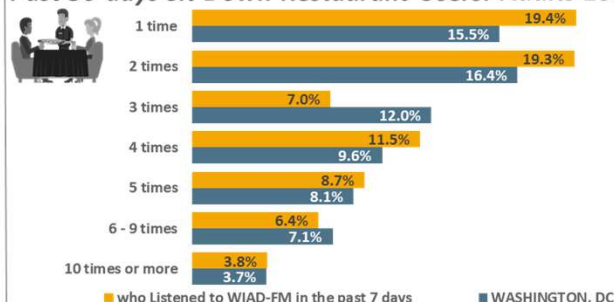
10.8% or 514,111 of WASHINGTON, DC Metro Adults 18 or older Listened to WIAD-FM in the past 7 days. Adults 18 or older who Listened to WIAD-FM in the past 7 days are 7.4% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 19.1% less likely to use Casinos past yr., 19.9% less likely to smoke cigarettes.

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



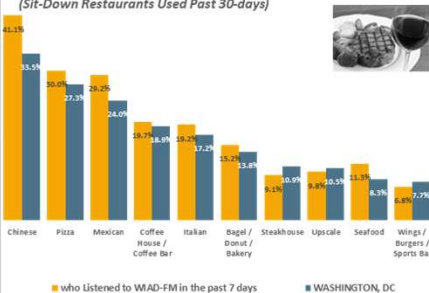
Total Monthly QSR Users: 88.2%  
 Avg. Monthly QSR Meals: 5.2

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



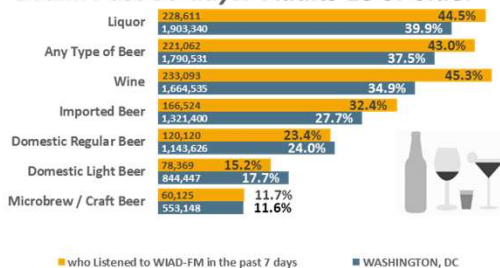
Total Monthly Sit-Down Restaurant Users: 75.9%  
 Avg. Monthly Sit-Down Restaurant Meals: 3.6

### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

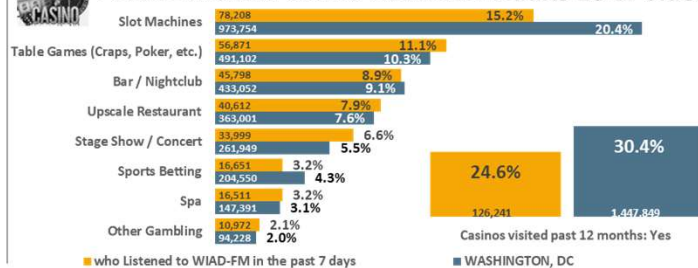


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Listened to WIAD-FM in the past 7 days: 173,487 (33.7%)  
 WASHINGTON, DC: 1,328,420 (27.8%)

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

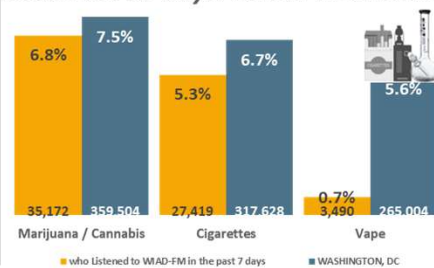


### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
 24.6%  
 30.4%

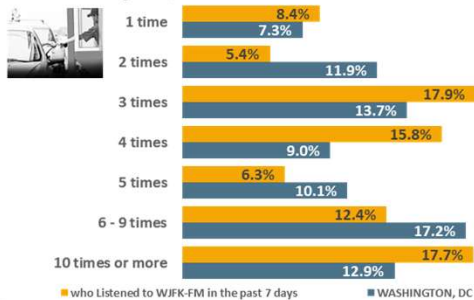
### Used Past 30-days: Adults 18 or older





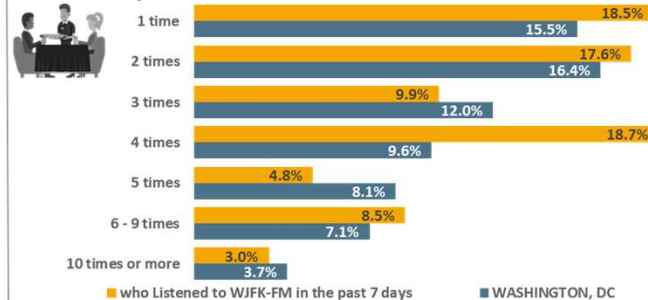
3.1% or 146,473 of WASHINGTON, DC Metro Adults 18 or older Listened to WJFK-FM in the past 7 days. Adults 18 or older who Listened to WJFK-FM in the past 7 days are 2.1% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 20.6% more likely to use Casinos past yr., 60.2% more likely to smoke cigarettes.

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



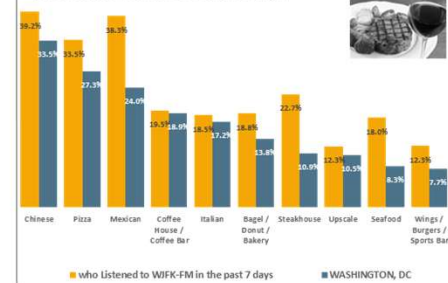
**Total Monthly QSR Users:** 83.8% (122,787) vs 82.1% (3,918,526)  
**Avg. Monthly QSR Meals:** 6.3 vs 5.9

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



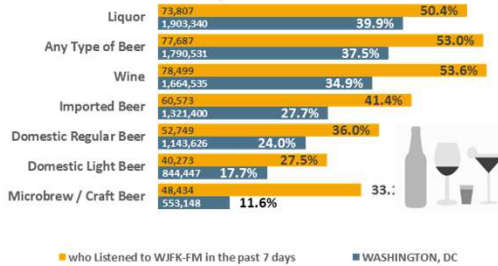
**Total Monthly Sit-Down Restaurant Users:** 81.1% (118,785) vs 72.4% (3,455,523)  
**Avg. Monthly Sit-Down Restaurant Meals:** 3.6 vs 3.8

### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

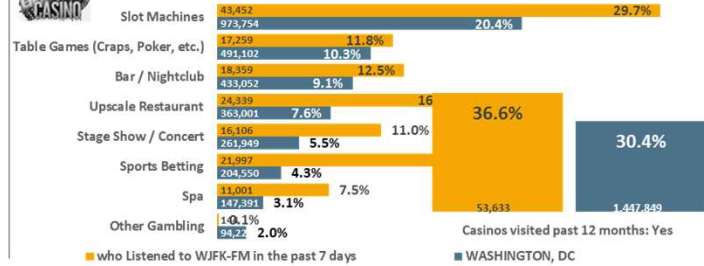


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Listened to WJFK-FM in the past 7 days: 31,467 (21.5%)  
 WASHINGTON, DC: 1,328,420 (27.8%)

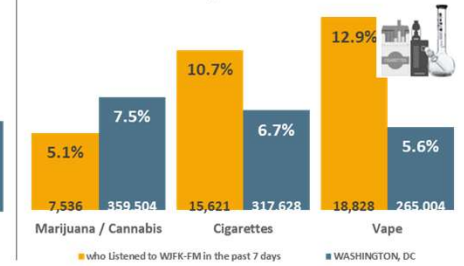
### Drank Past 30-days: Adults 18 or older



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



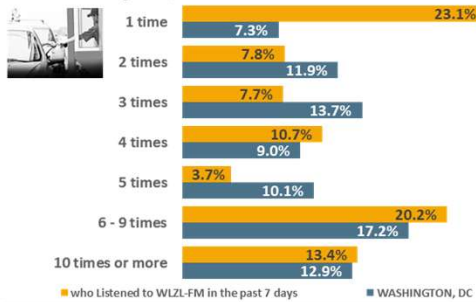
### Used Past 30-days: Adults 18 or older



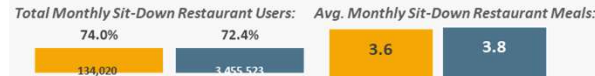
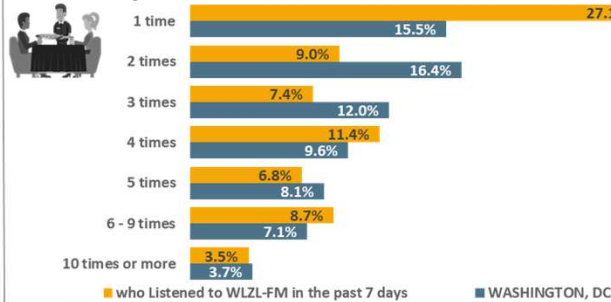


3.8% or 181,223 of WASHINGTON, DC Metro Adults 18 or older Listened to WLZL-FM in the past 7 days. Adults 18 or older who Listened to WLZL-FM in the past 7 days are 5.4% more likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 24.2% more likely to use Casinos past yr., 120.9% more likely to smoke cigarettes.

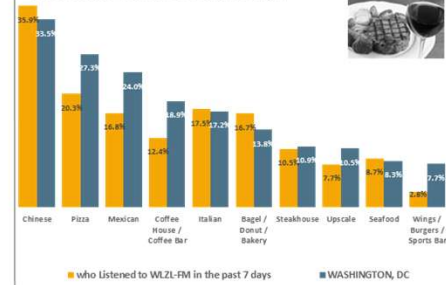
### Past 30-days QSR Users: Adults 18 or older



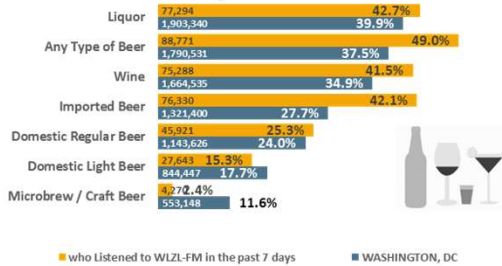
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



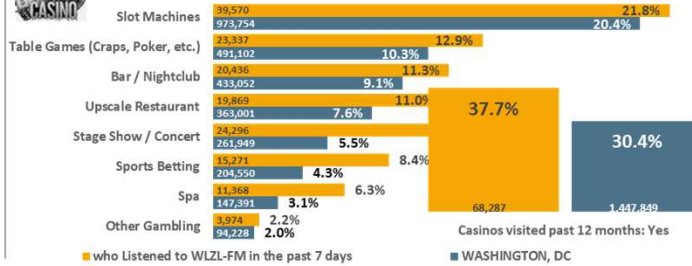
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



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

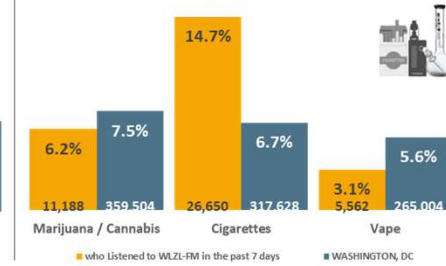


### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes

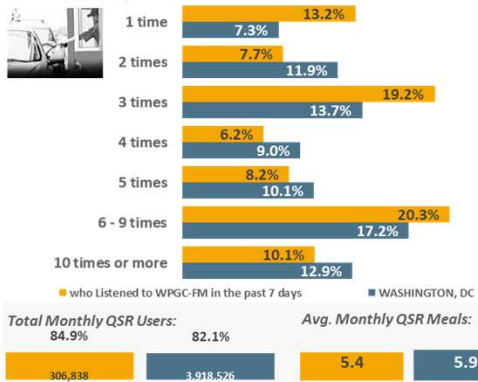
### Used Past 30-days: Adults 18 or older



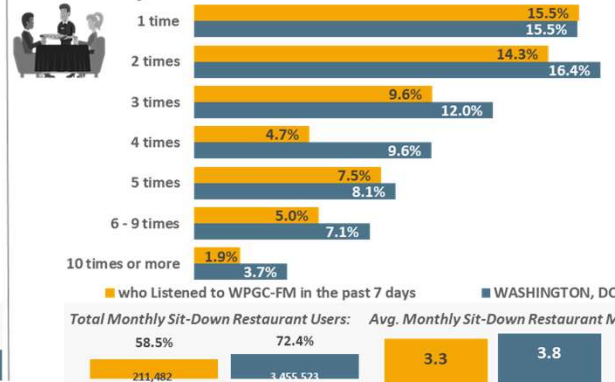


7.6% or 361,403 of WASHINGTON, DC Metro Adults 18 or older Listened to WPGC-FM in the past 7 days. Adults 18 or older who Listened to WPGC-FM in the past 7 days are 3.4% more likely to use QSRs past mo., 19.2% less likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 111.9% more likely to smoke cigarettes.

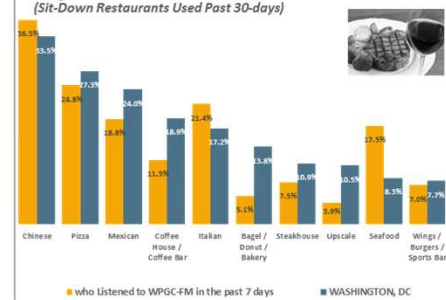
### Past 30-days QSR Users: Adults 18 or older



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

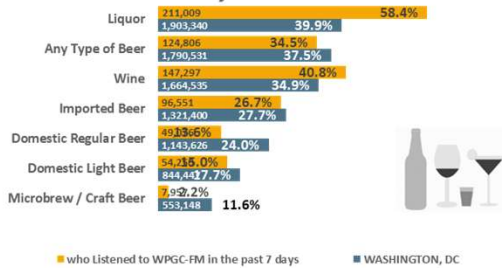


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

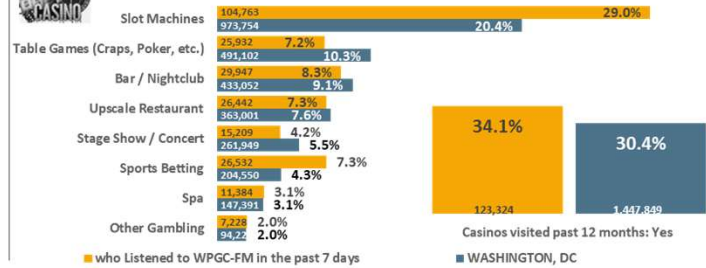


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to WPGC-FM in the past 7 days: 129,045 (35.7%)  
WASHINGTON, DC: 1,328,420 (27.8%)

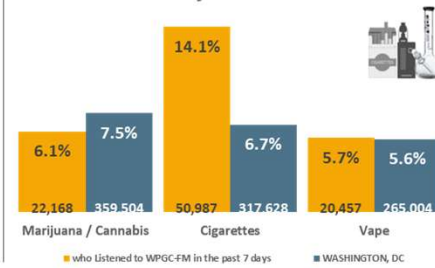
### Drank Past 30-days: Adults 18 or older



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



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



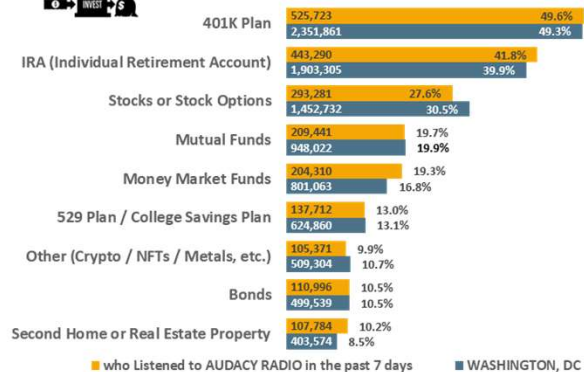




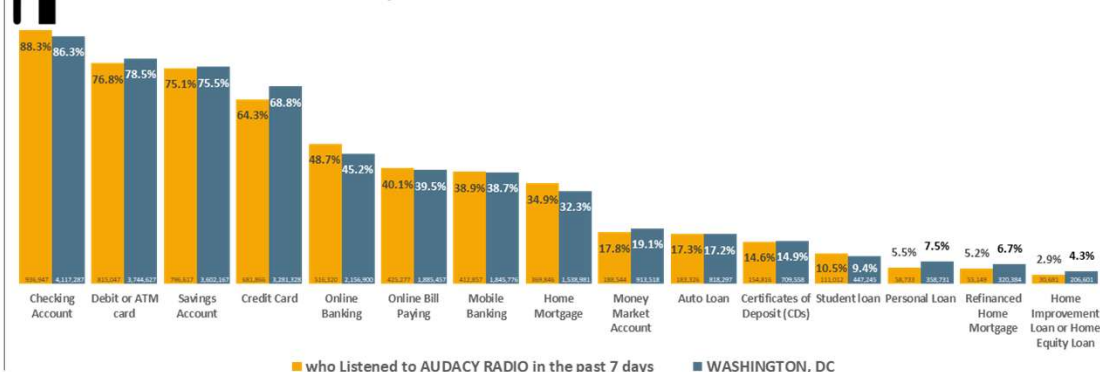
22.2% or 1,060,832 of WASHINGTON, DC Metro Adults 18 or older Listened to AUDACY RADIO in the past 7... Adults 18 or older who Listened to AUDACY RADIO in the past 7 days are .5% more likely to have a 401K, .7% more likely to have an Auto Loan, 4.2% less likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



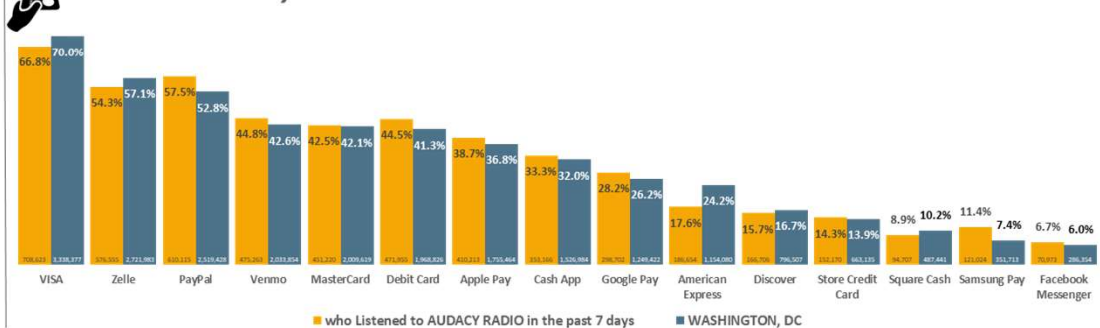
### Financial Services Has and/or Uses: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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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)



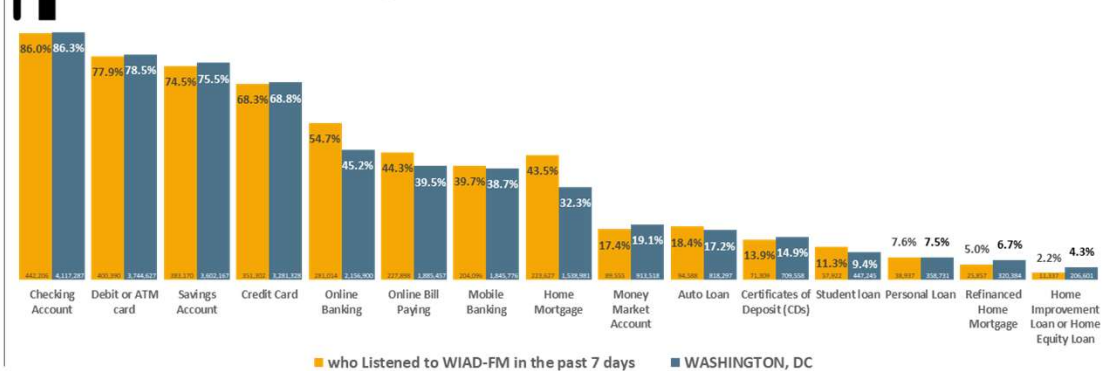
10.8% or 514,111 of WASHINGTON, DC Metro Adults 18 or older Listened to WIAD-FM in the past 7 days. Adults 18 or older who Listened to WIAD-FM in the past 7 days are 15.2% more likely to have a 401K, 7.3% more likely to have an Auto Loan, 7.1% more likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



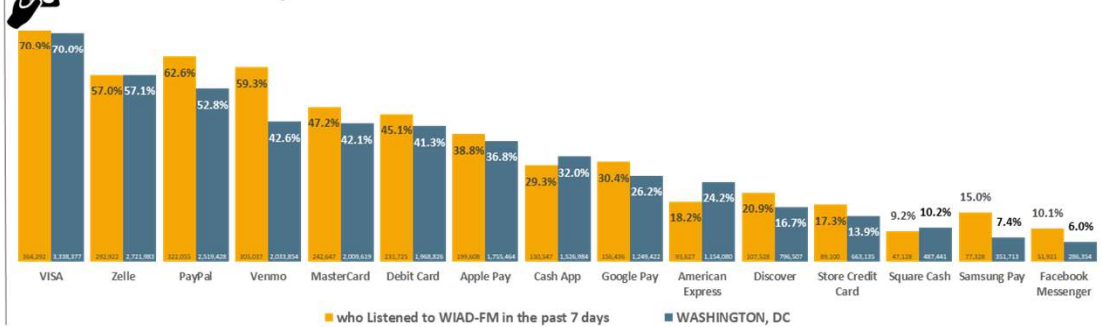
### Financial Services Has and/or Uses: Adults 18 or older



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



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





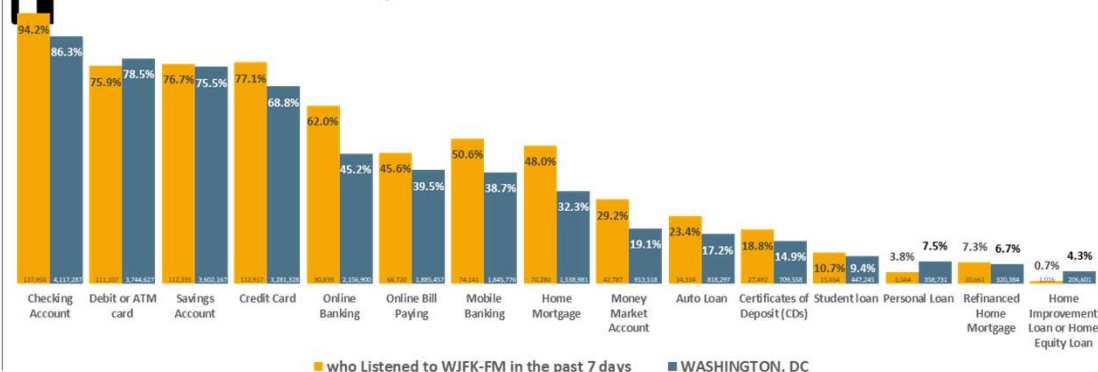
3.1% or 146,473 of WASHINGTON, DC Metro Adults 18 or older Listened to WJFK-FM in the past 7 days. Adults 18 or older who Listened to WJFK-FM in the past 7 days are 20.6% more likely to have a 401K, 36.6% more likely to have an Auto Loan, 29.2% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



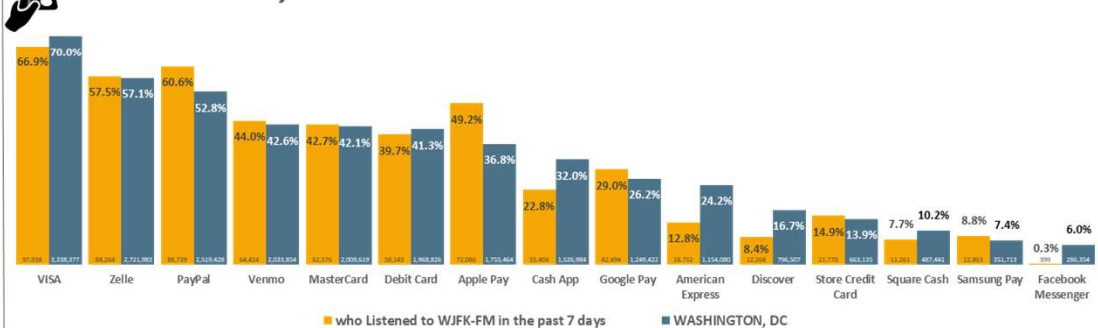
### Financial Services Has and/or Uses: Adults 18 or older



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



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

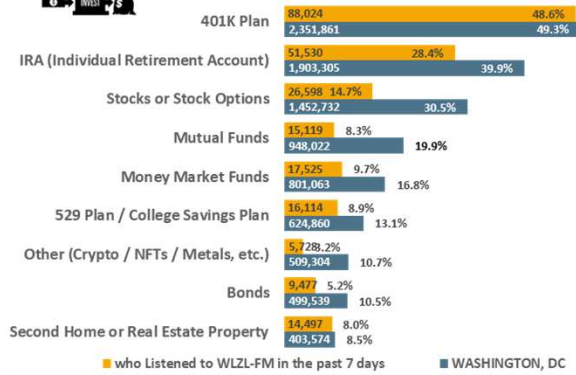




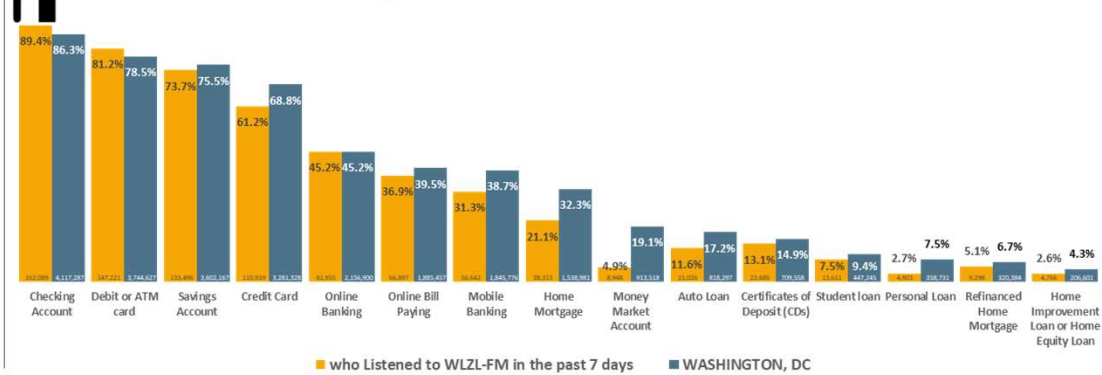
3.8% or 181,223 of WASHINGTON, DC Metro Adults 18 or older Listened to WLZL-FM in the past 7 days. Adults 18 or older who Listened to WLZL-FM in the past 7 days are 1.5% less likely to have a 401K, 32.4% less likely to have an Auto Loan, 25.3% less likely to Invest/Trade Stocks Online, 54.1% more likely to pay with their Debit Card.



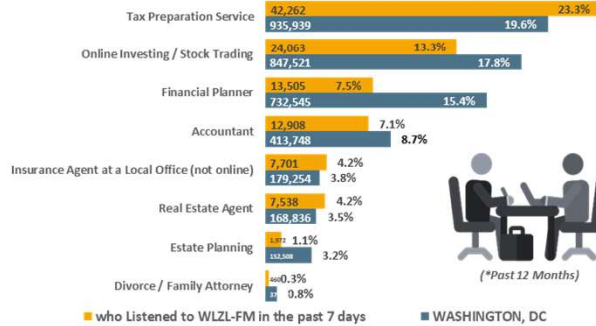
### Investments Owned: Adults 18 or older



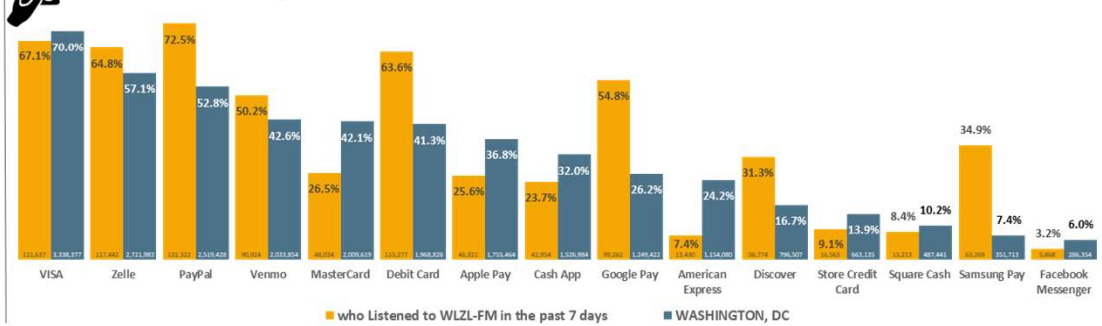
### Financial Services Has and/or Uses: Adults 18 or older



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



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



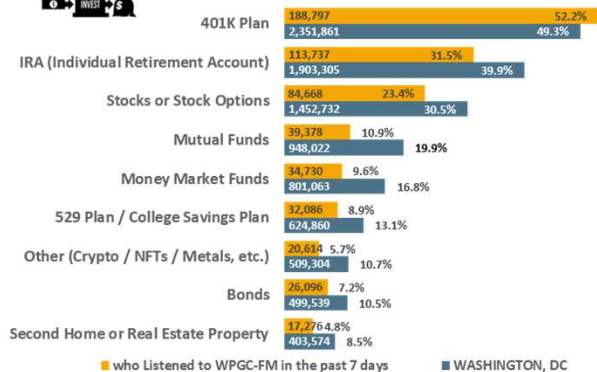




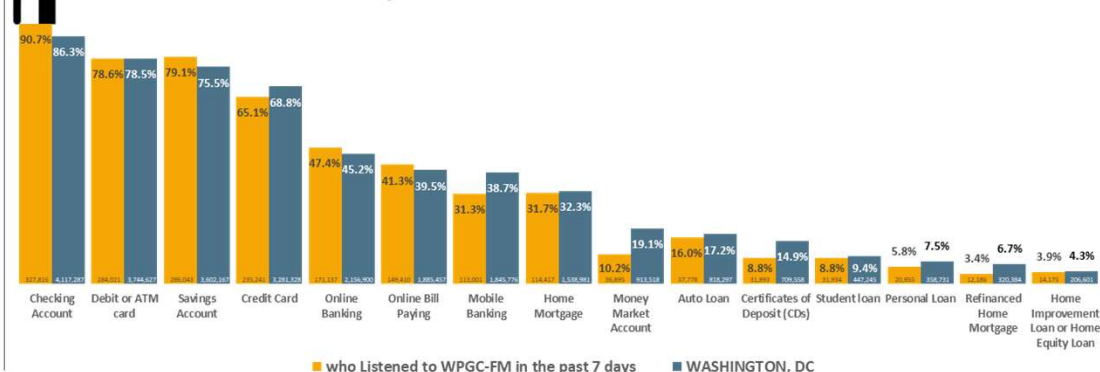
7.6% or 361,403 of WASHINGTON, DC Metro Adults 18 or older Listened to WPGC-FM in the past 7 days. Adults 18 or older who Listened to WPGC-FM in the past 7 days are 6.8% more likely to have a 401K, 6.8% less likely to have an Auto Loan, 63.7% less likely to Invest/Trade Stocks Online, 35.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



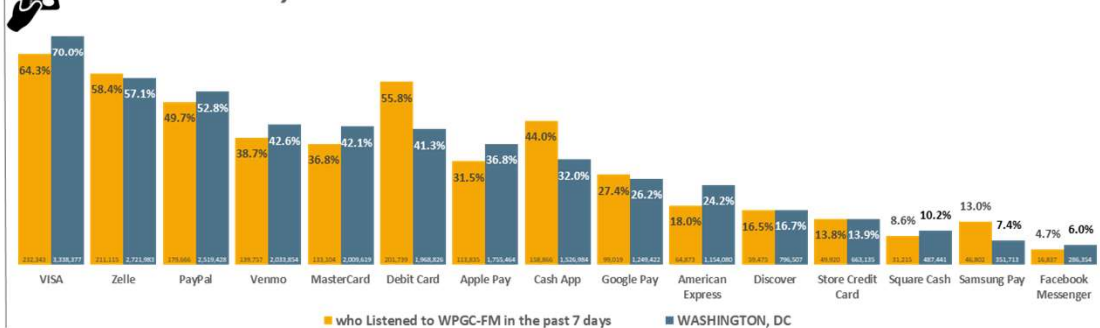
### Financial Services Has and/or Uses: Adults 18 or older



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



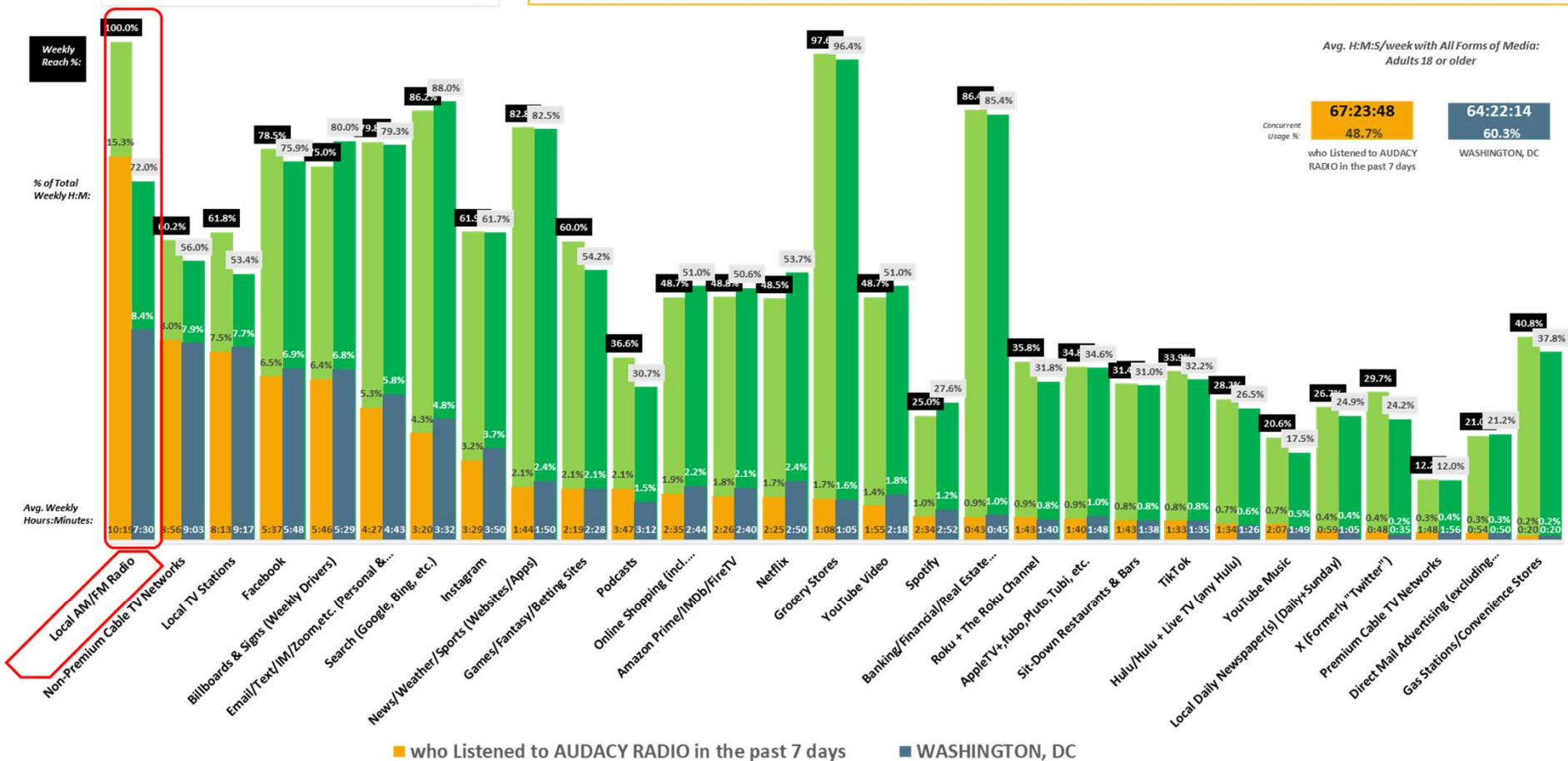
### Past 3-Months Payment Methods Used: Adults 18 or older





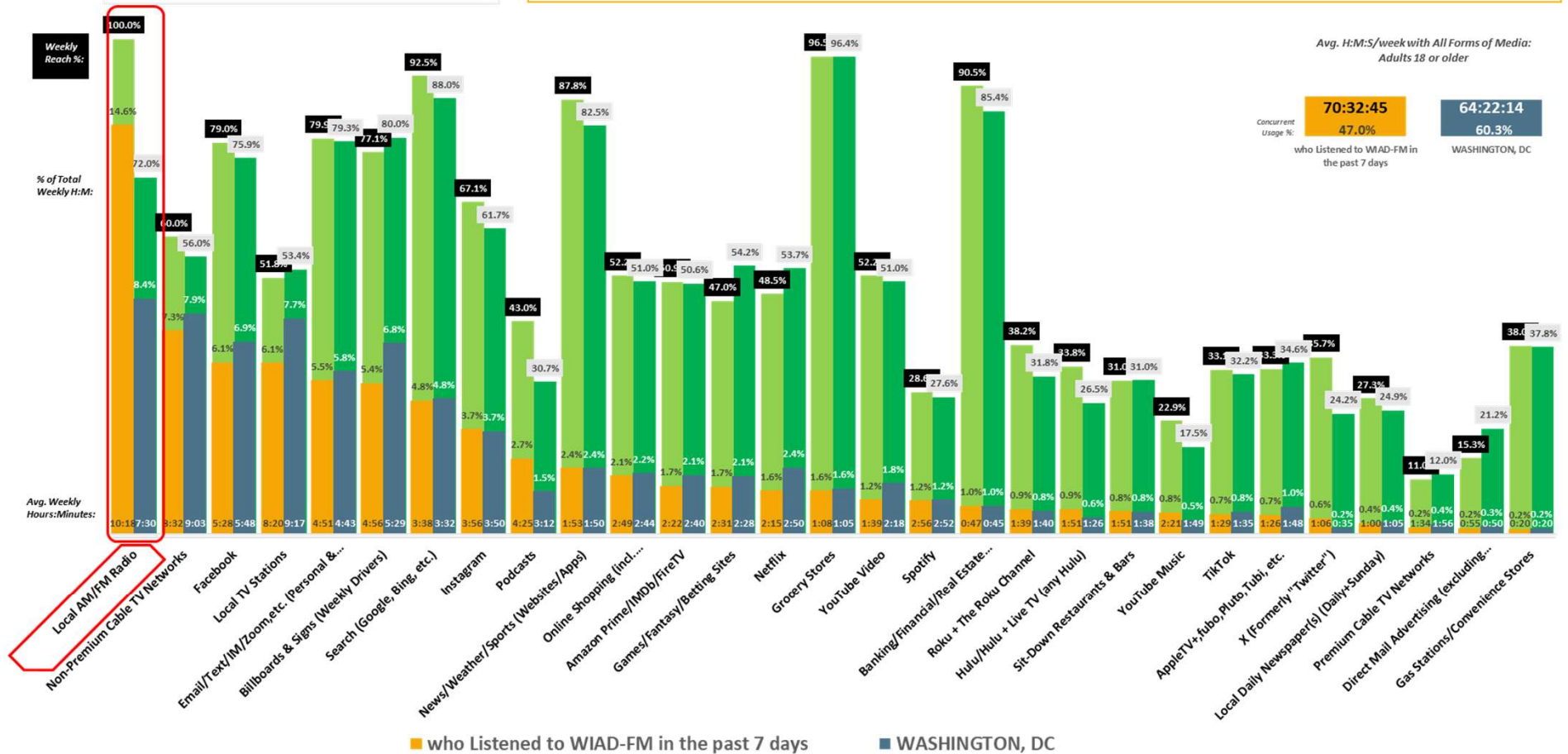
Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 2 days, 19 hours, 23 minutes and 48 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an avg. of 10 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 15.3% of total time spent with all forms of Media.



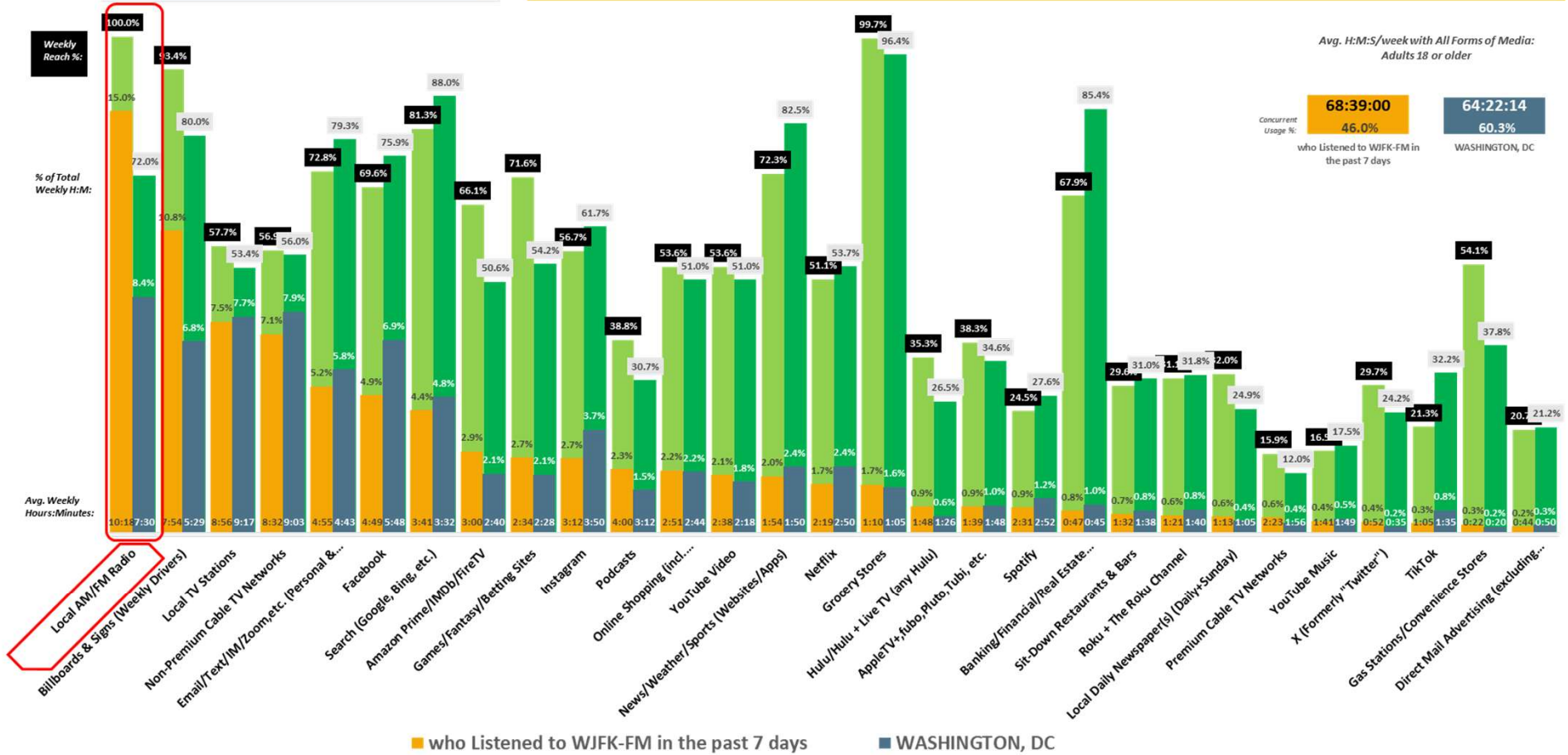


Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an average of 2 days, 22 hours, 32 minutes and 45 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an avg. of 10 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 14.6% of total time spent with all forms of Media.





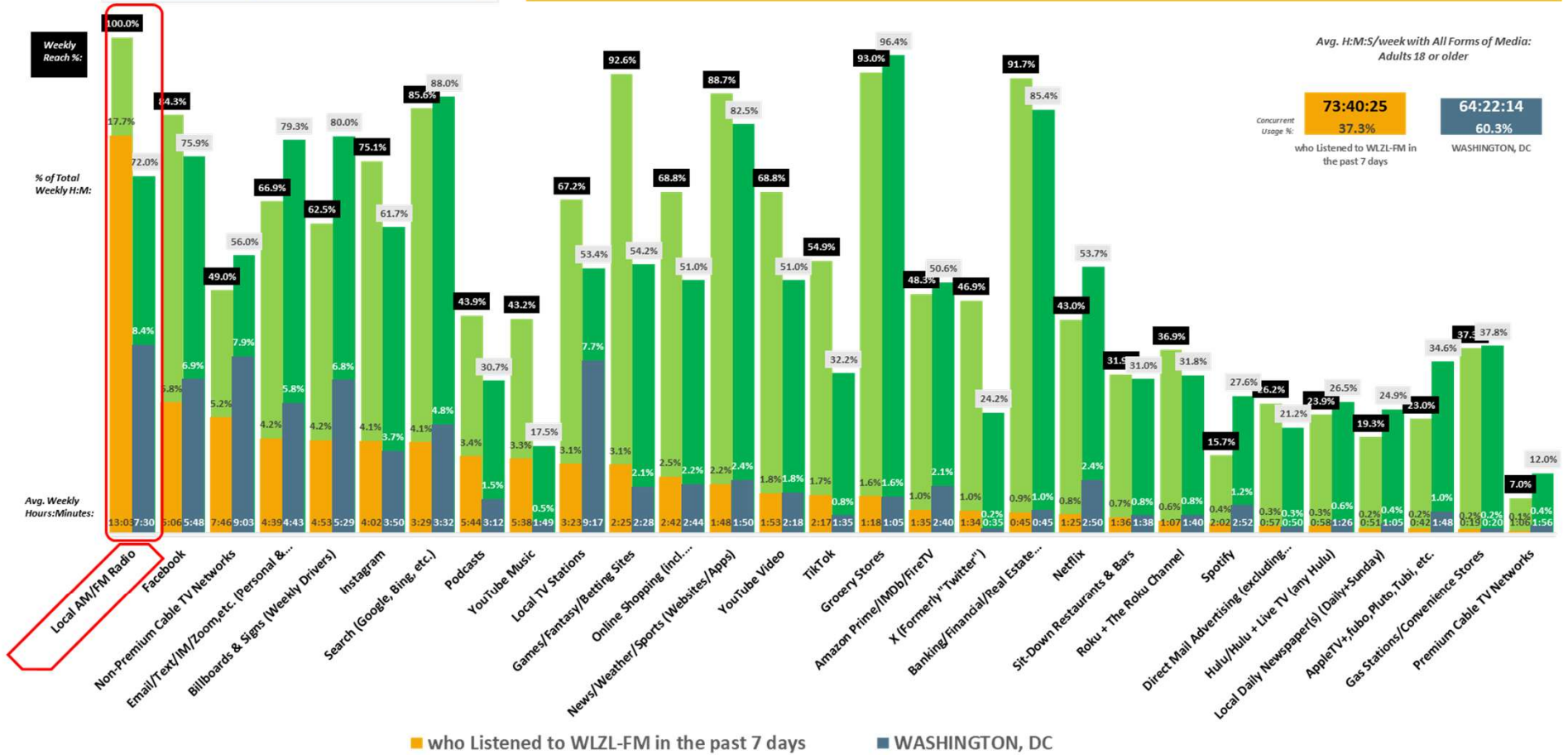
Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an average of 2 days, 20 hours, 39 minutes and 0 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an avg. of 10 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 15.% of total time spent with all forms of Media.





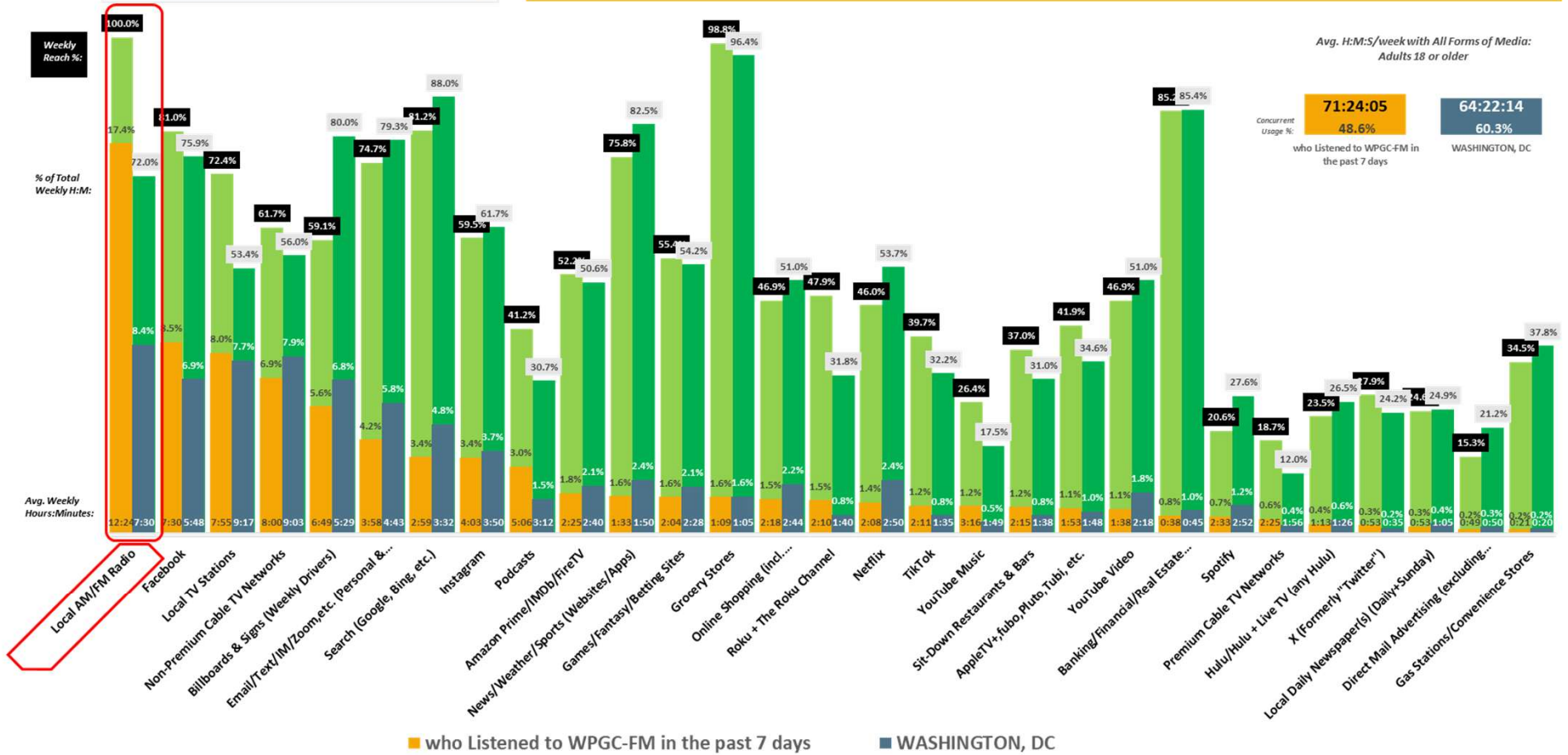


Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an average of 3 days, 1 hours, 40 minutes and 25 seconds each week with All Forms of Media.  
 100.% of Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an avg. of 13 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 17.7% of total time spent with all forms of Media.





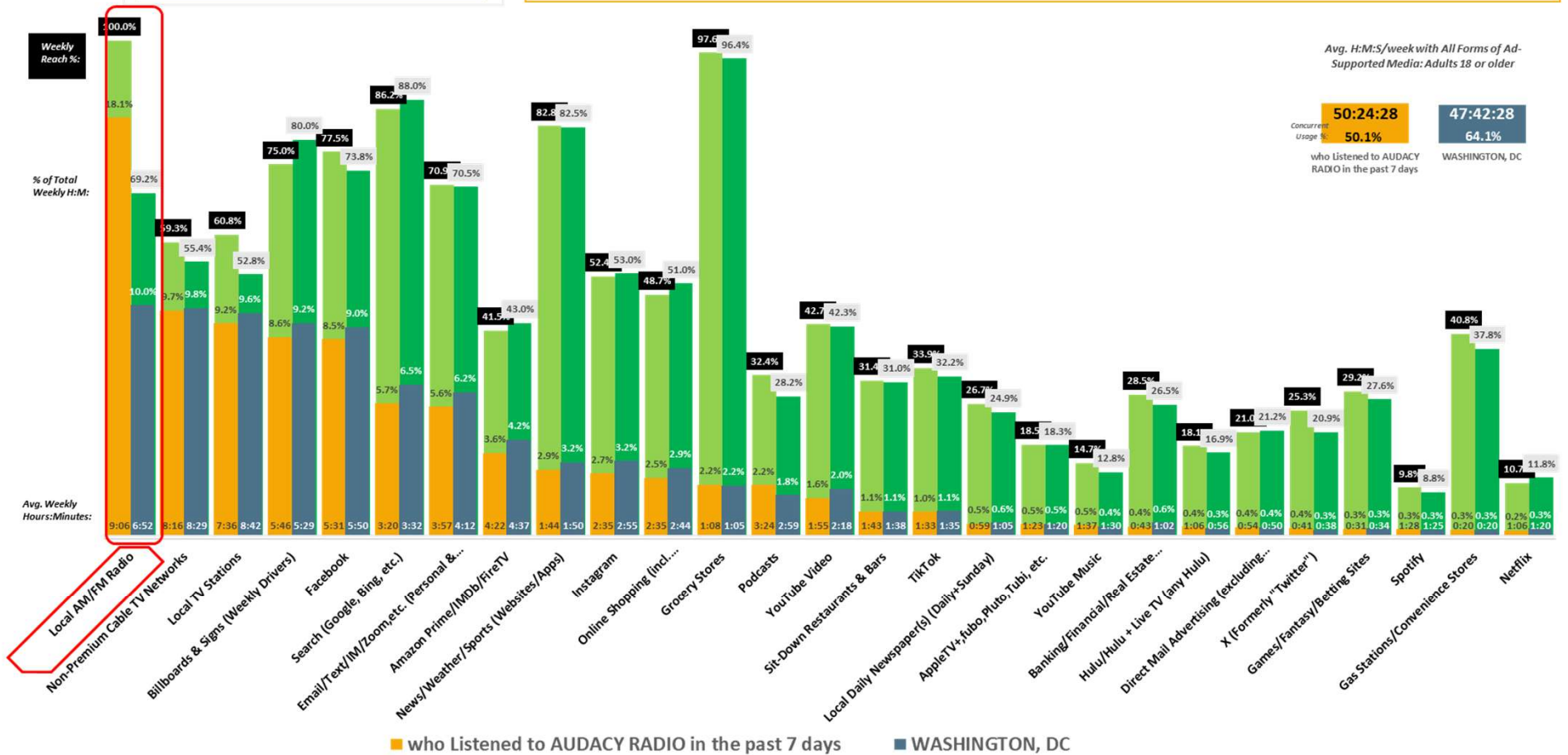
Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an average of 2 days, 23 hours, 24 minutes and 5 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an avg. of 12 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 17.4% of total time spent with all forms of Media.





Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 2 days, 2 hours, 24 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

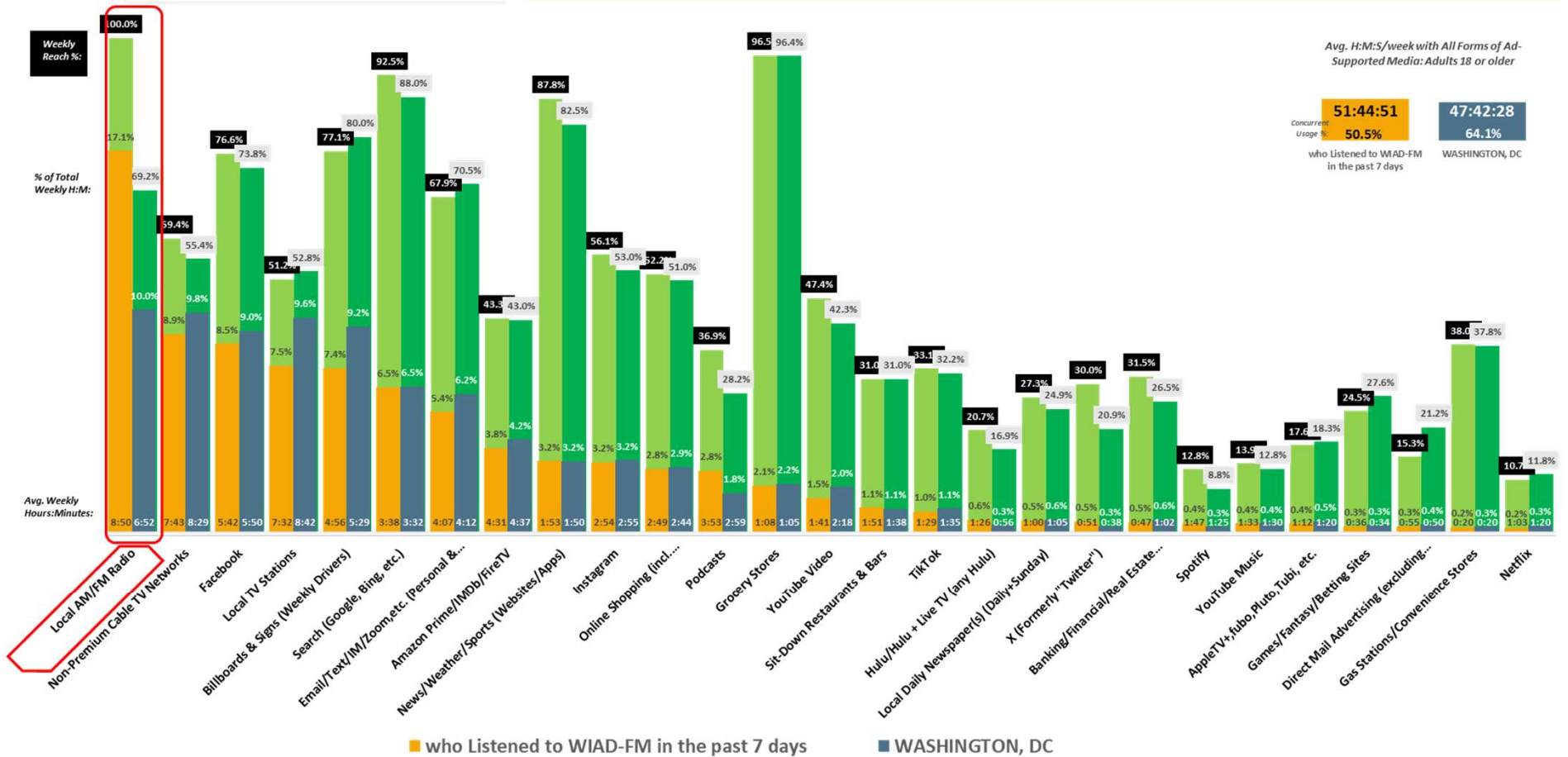
100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an avg. of 9 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an average of 2 days, 3 hours, 44 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

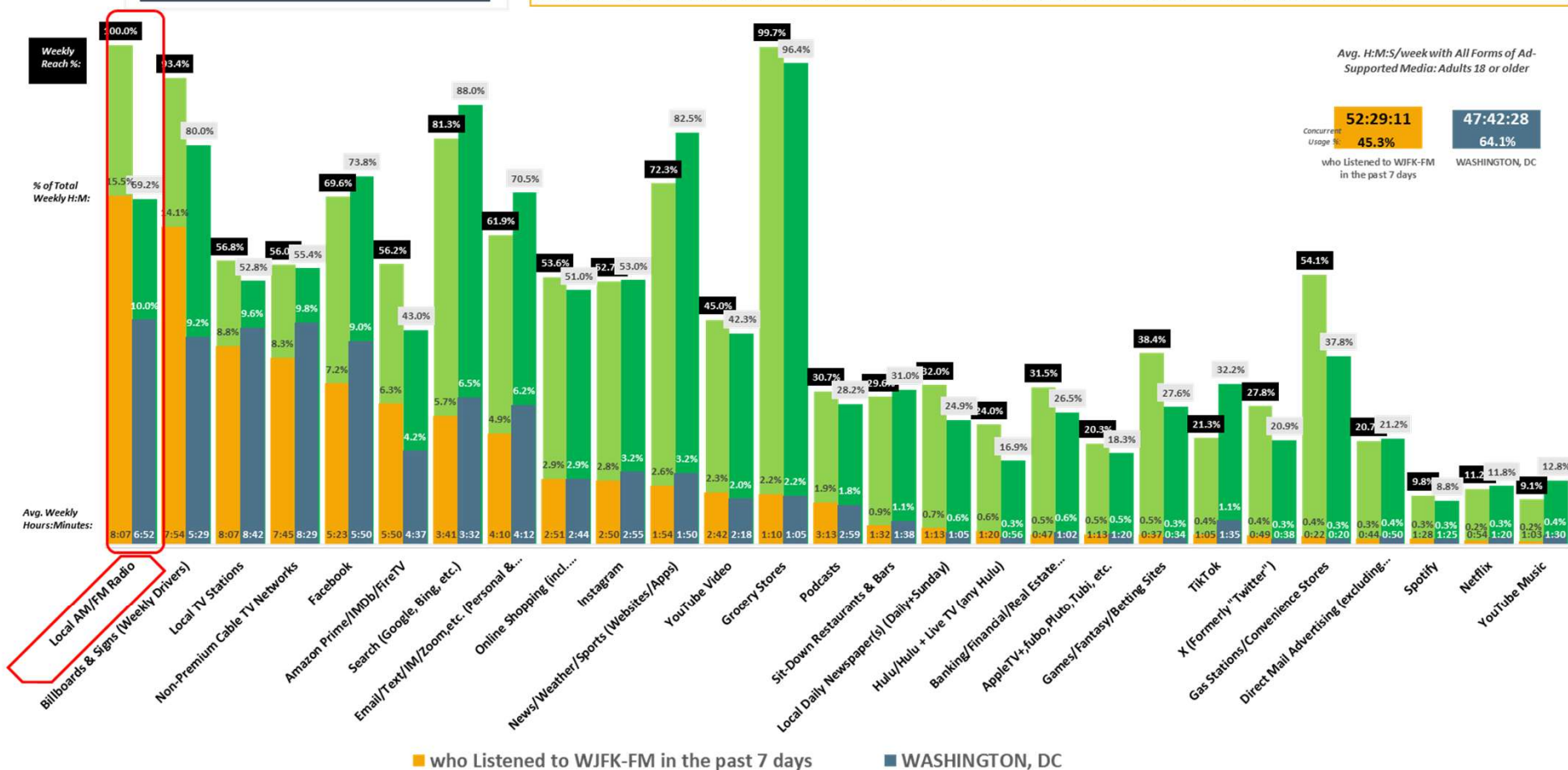
100.% of Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an avg. of 8 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.1% of total time spent with all forms of Ad-Supported Media.







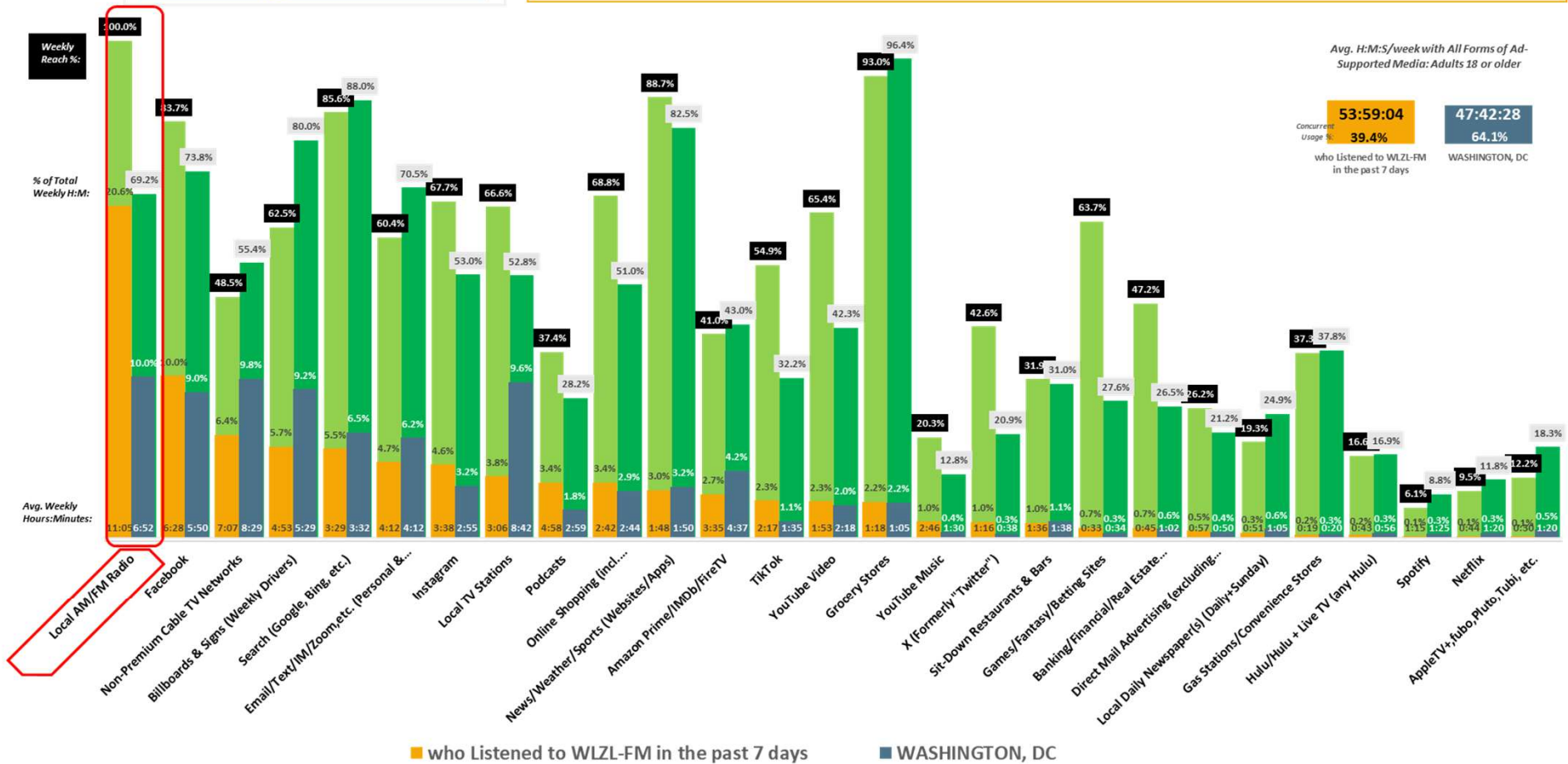
Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an average of 2 days, 4 hours, 29 minutes and 11 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an avg. of 8 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.5% of total time spent with all forms of Ad-Supported Media.





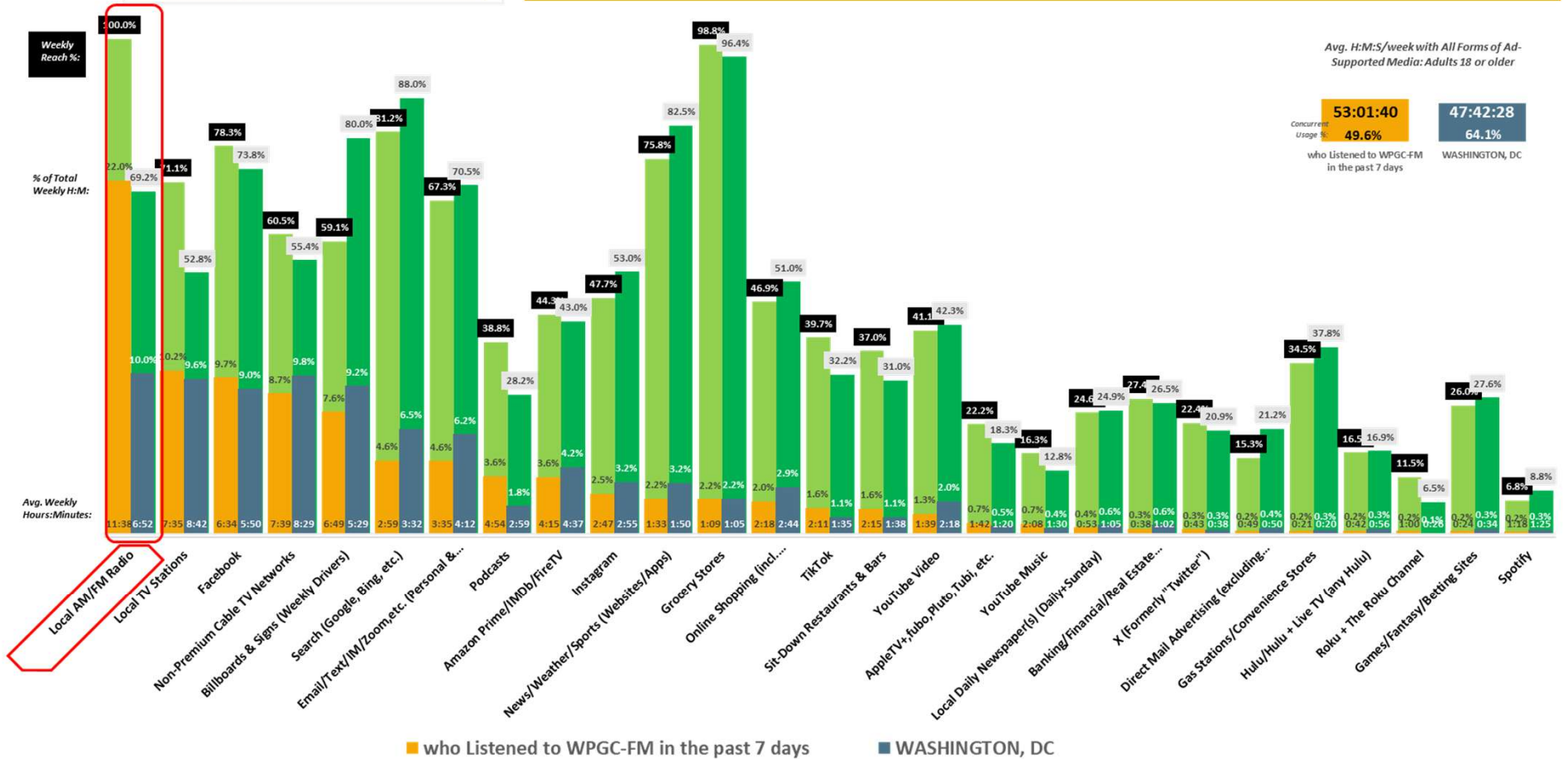
Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an average of 2 days, 5 hours, 59 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an avg. of 11 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an average of 2 days, 5 hours, 1 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
 100.% of Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an avg. of 11 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 22.% of total time spent with all forms of Ad-Supported Media.

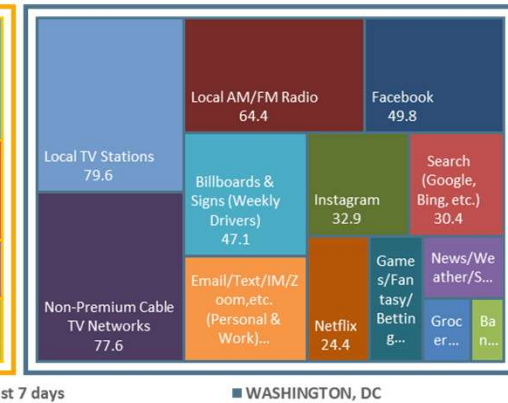
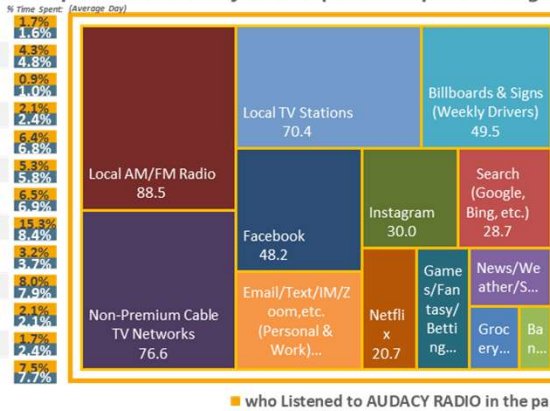
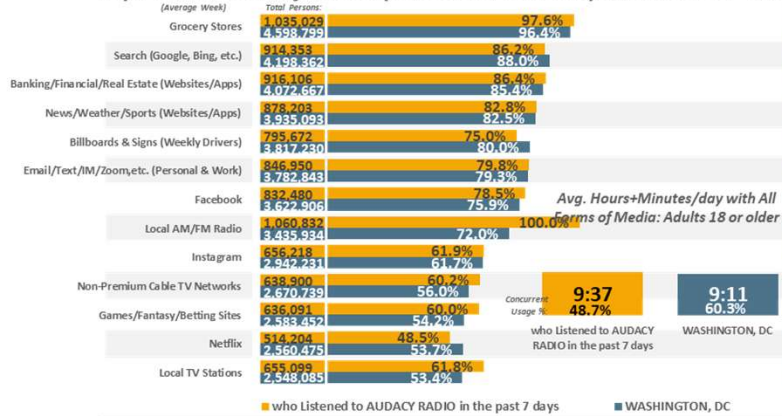




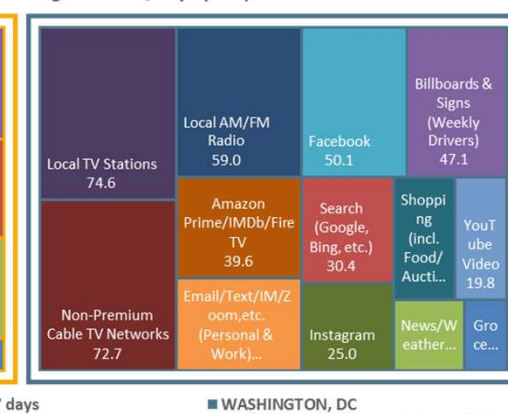
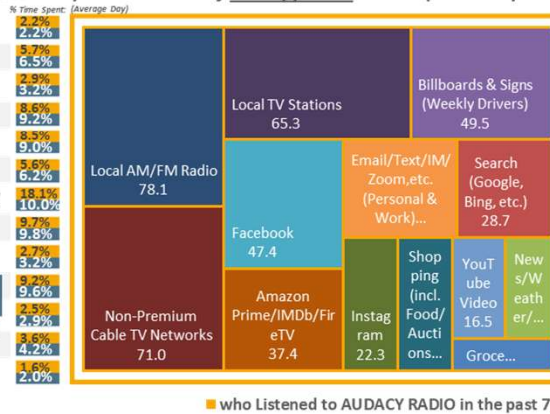
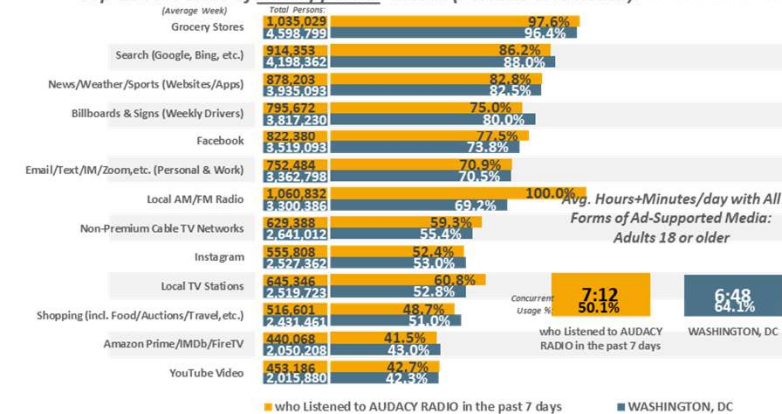


Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.1 minutes/day. (Local Radio delivers 18.1% of Time with Ad-Supported Media.)

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



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



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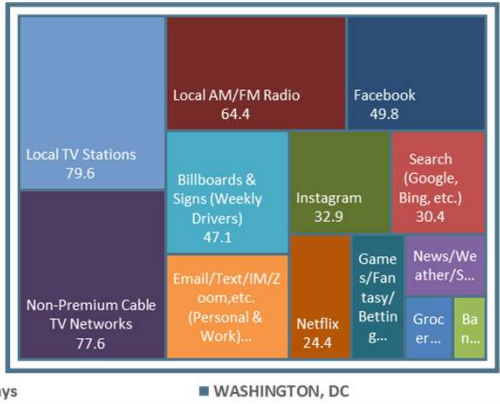
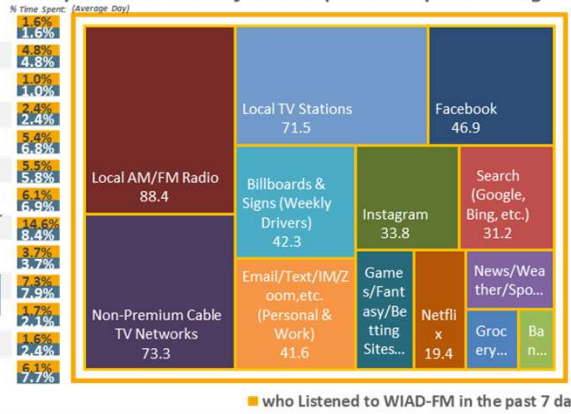
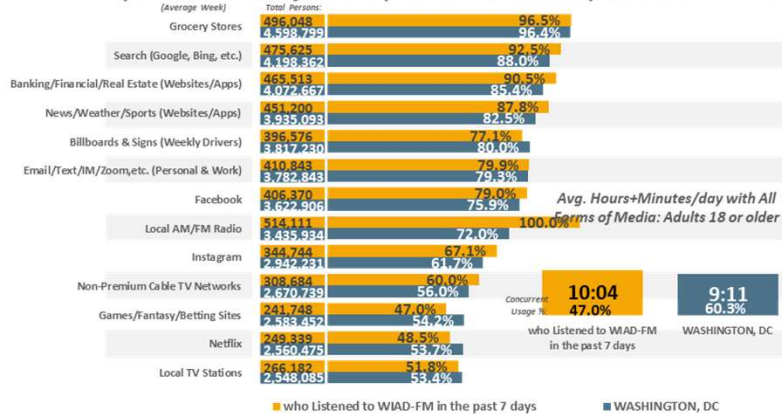
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



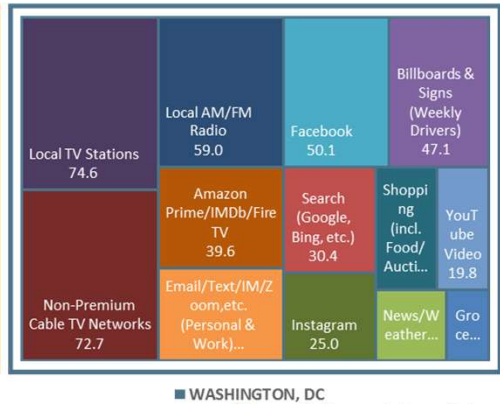
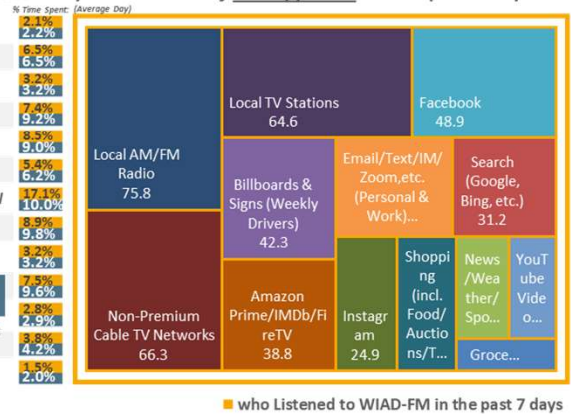
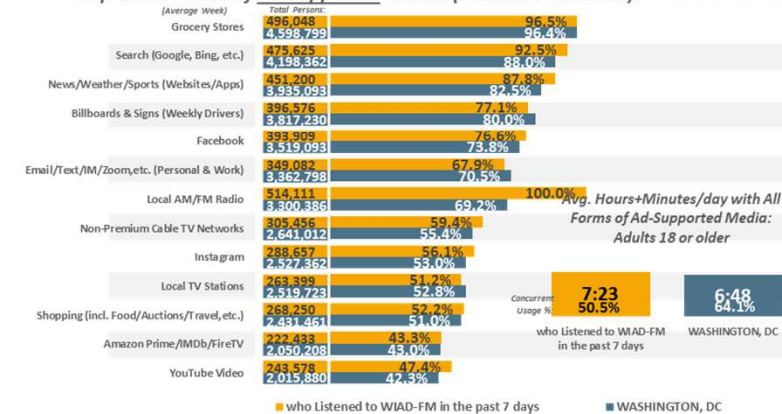


Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.8 minutes/day. (Local Radio delivers 17.1% of Time with Ad-Supported Media.)

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



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



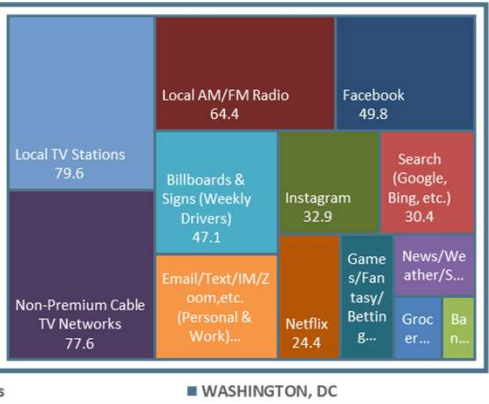
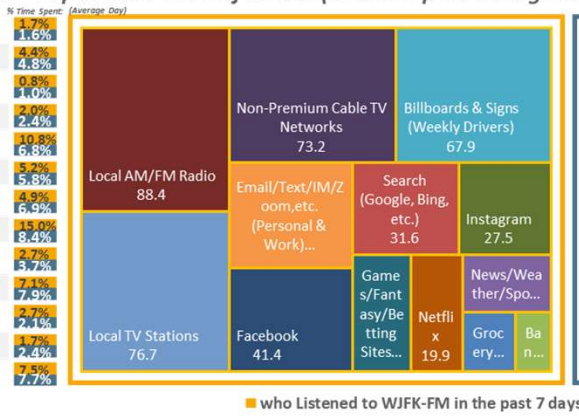
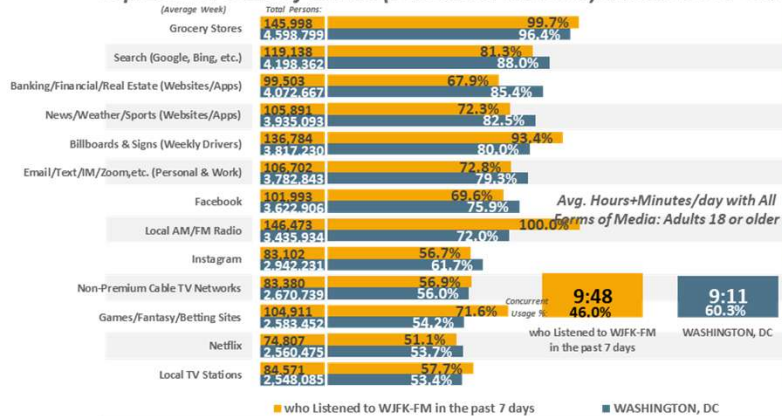
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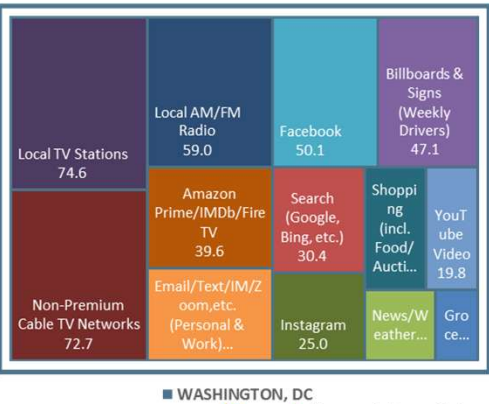
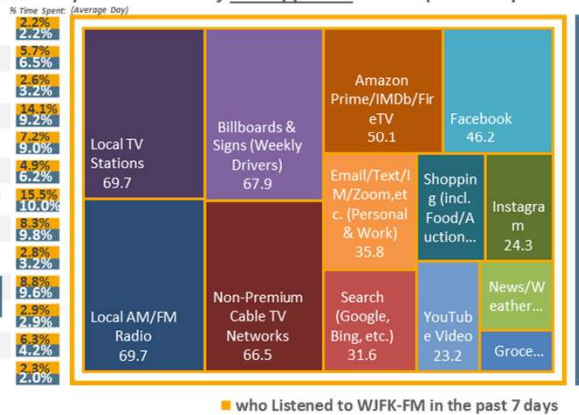
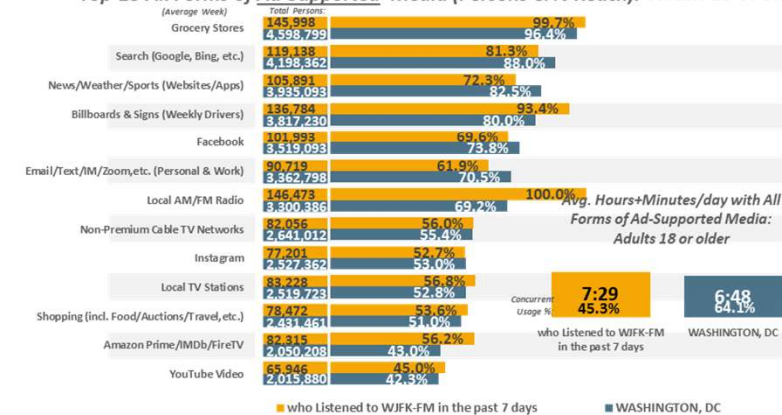


Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. (Local Radio delivers 15.5% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149  
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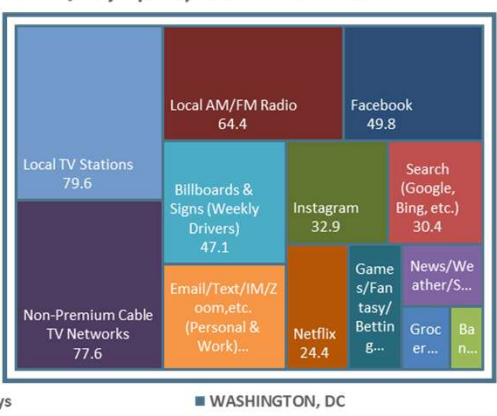
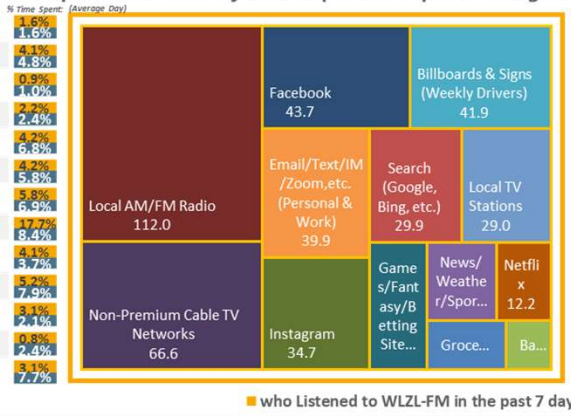
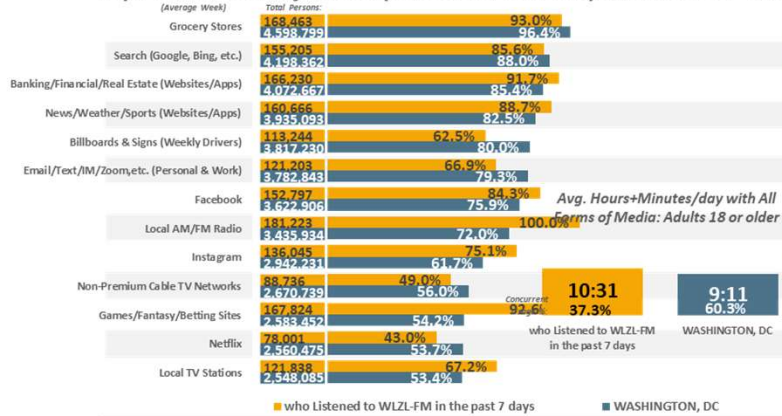
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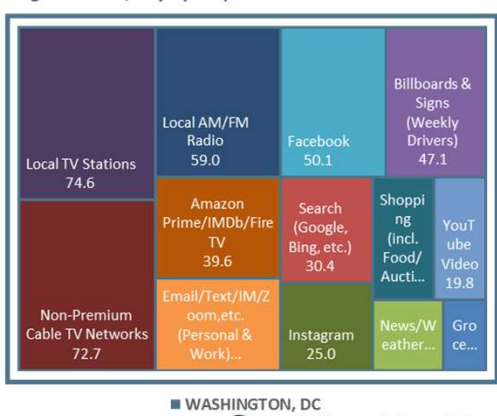
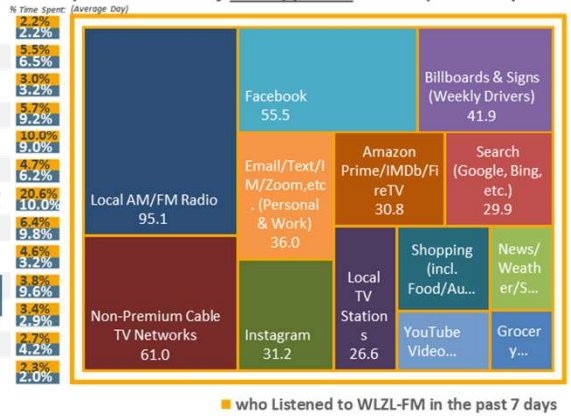
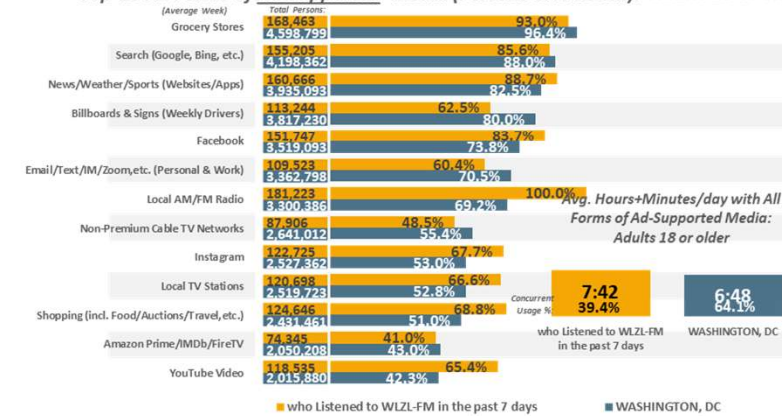


Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95.1 minutes/day. (Local Radio delivers 20.6% of Time with Ad-Supported Media.)

**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**



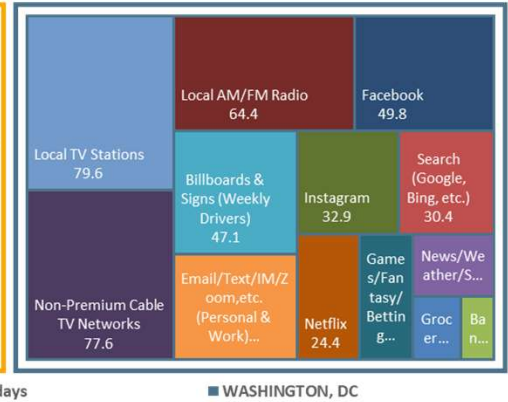
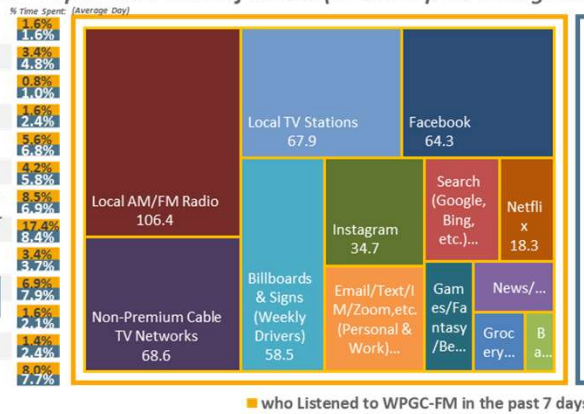
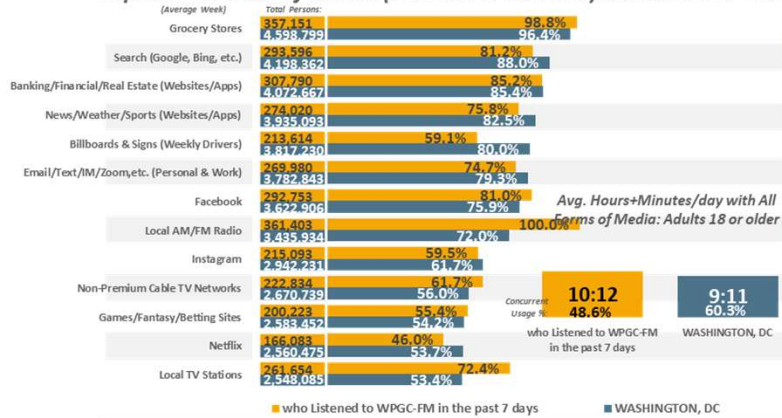
**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older** **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



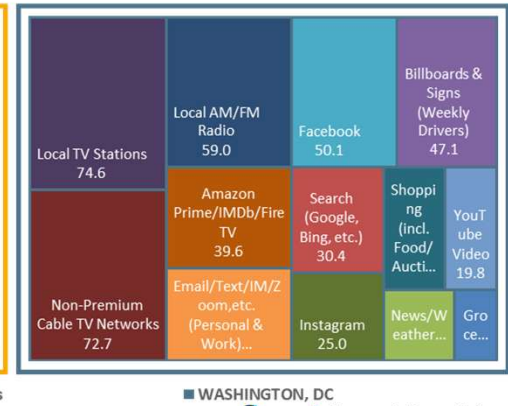
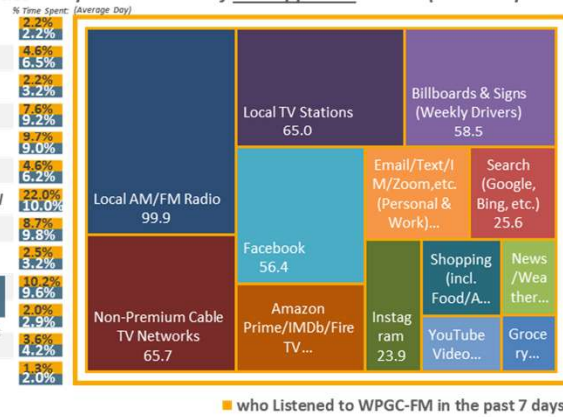
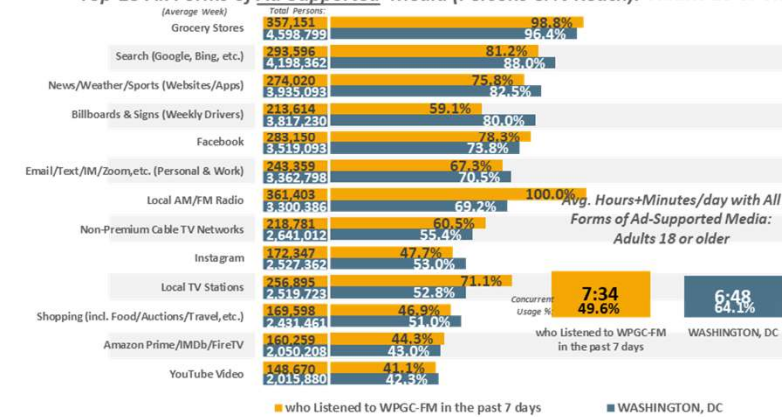


Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 99.9 minutes/day. (Local Radio delivers 22.% of Time with Ad-Supported Media.)

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 R1 2026: Mar25-Mar26 Qual Intab 320  
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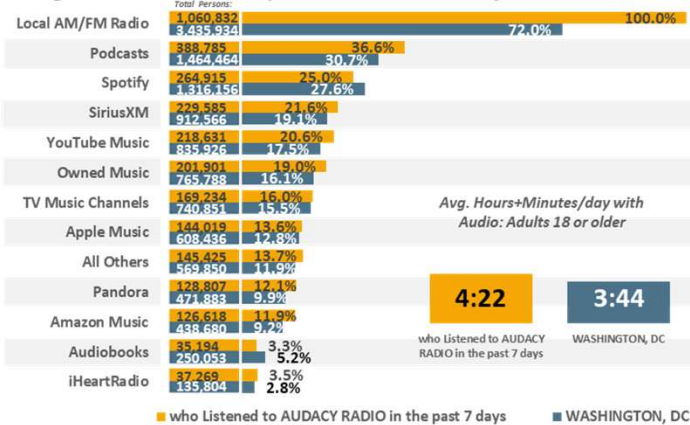
soefa.ai Share of Everything for Anything



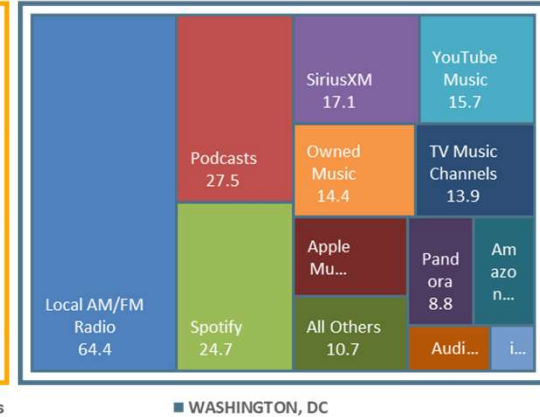
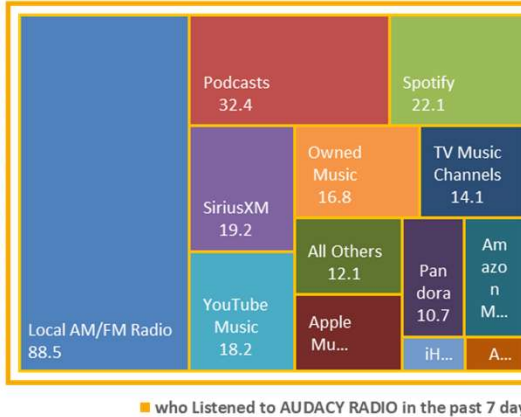


1,060,832 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

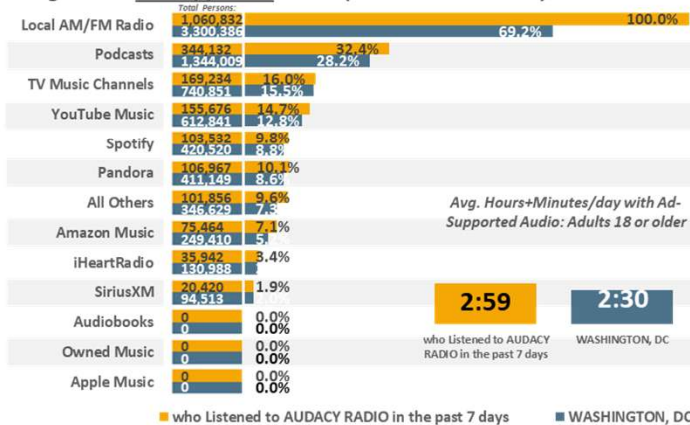
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



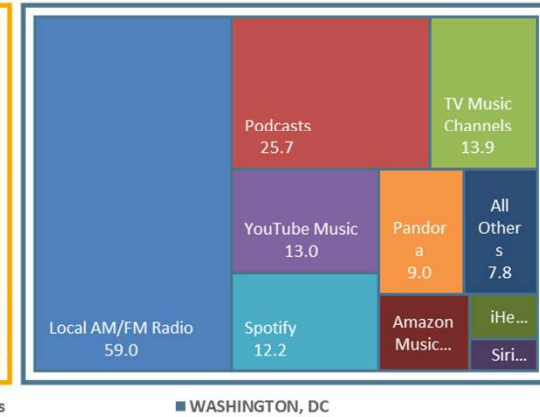
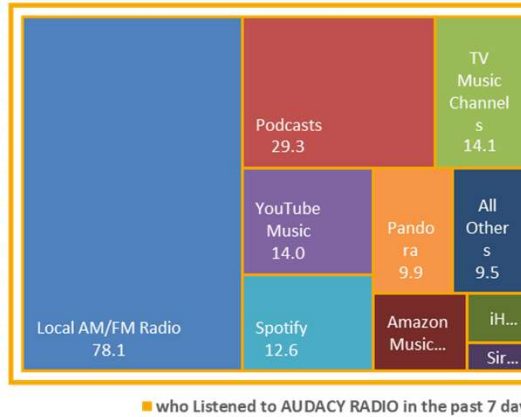
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



#### 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 R1 2026: Mar25-Mar26 Qual Intab 1,063  
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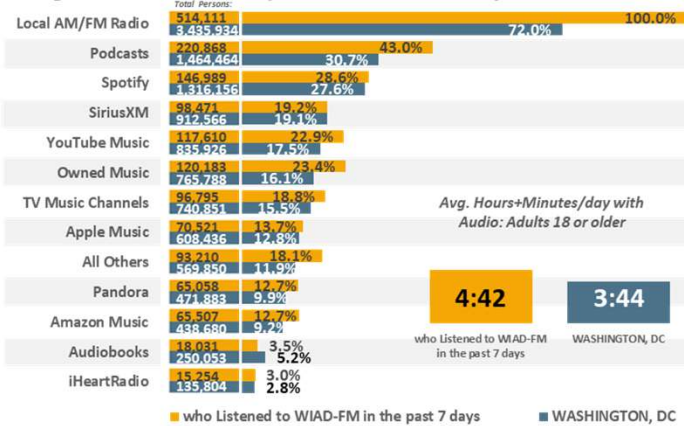
soefa.ai Share of Everything for Anything

(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)

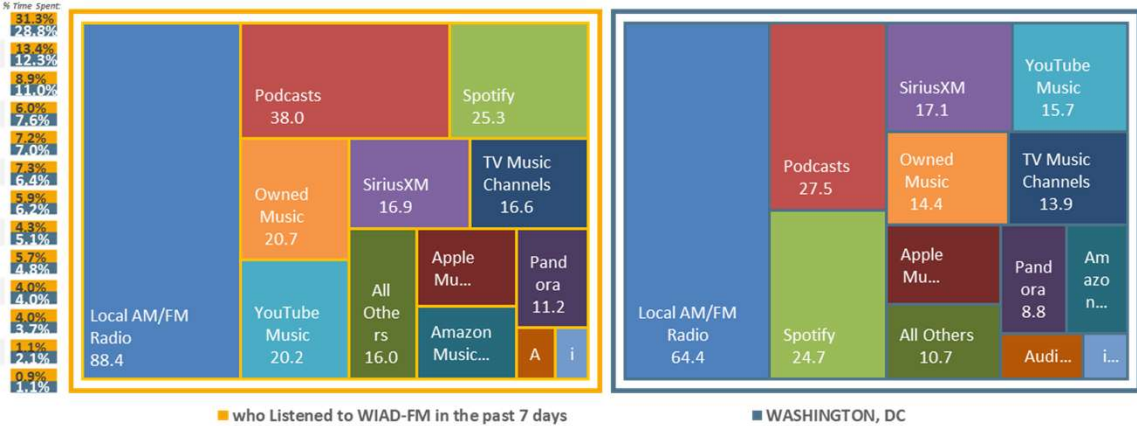


514,111 or 100.% of Adults 18 or older who Listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

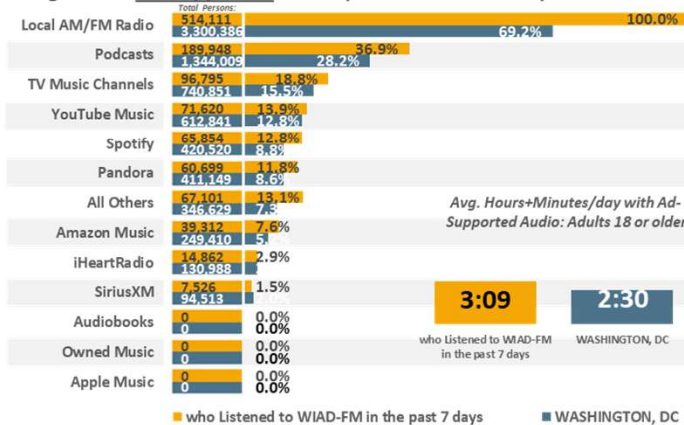
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



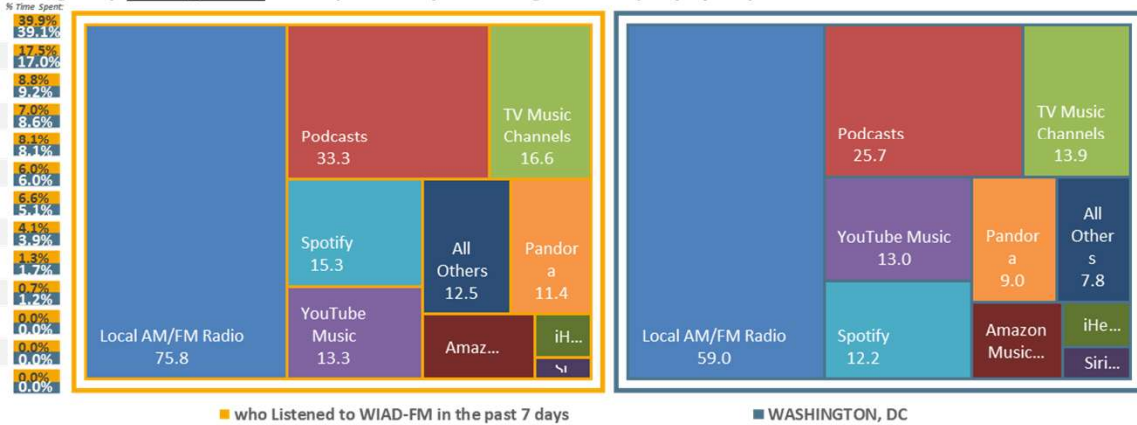
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



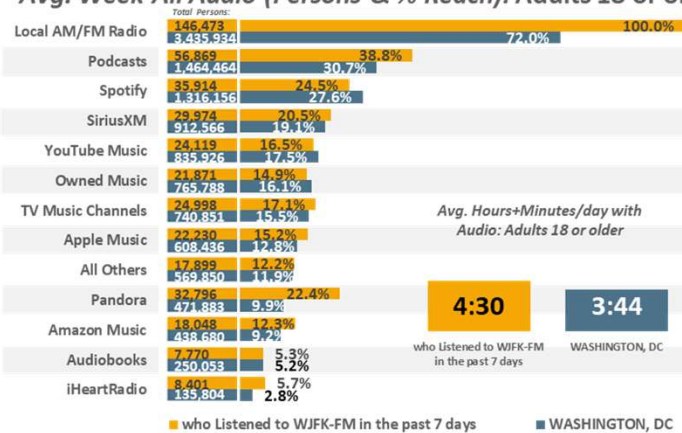
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483  
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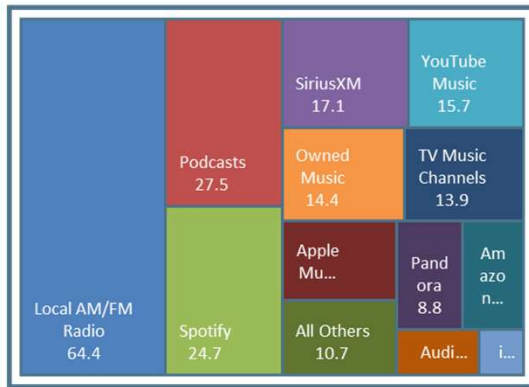
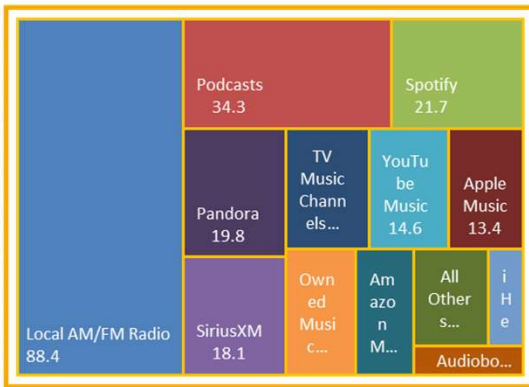


146,473 or 100.% of Adults 18 or older who Listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

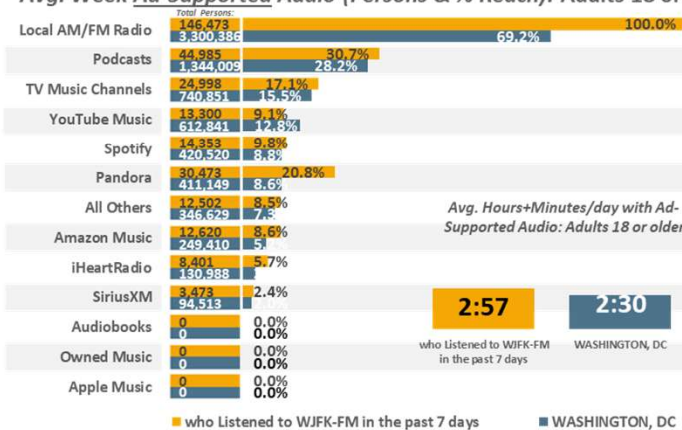
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



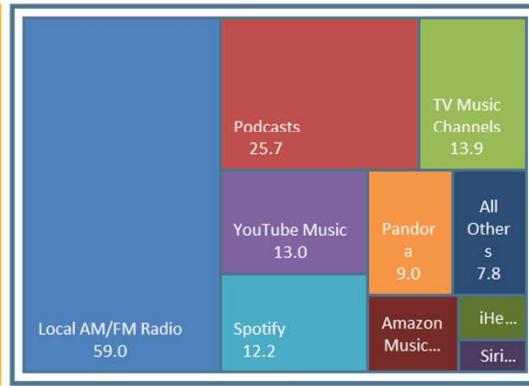
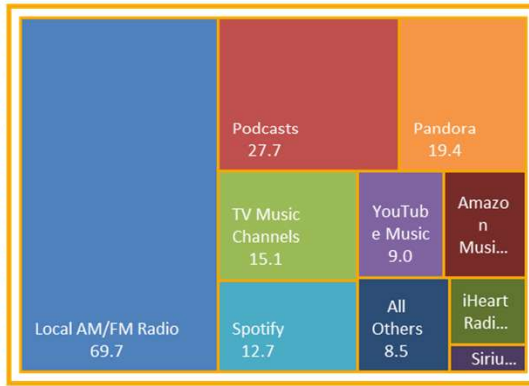
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

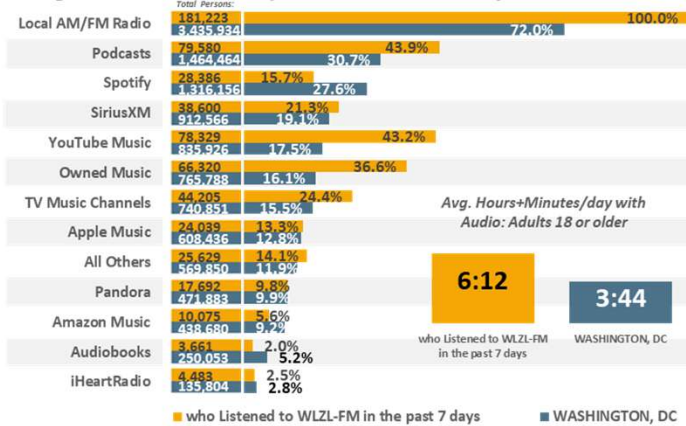




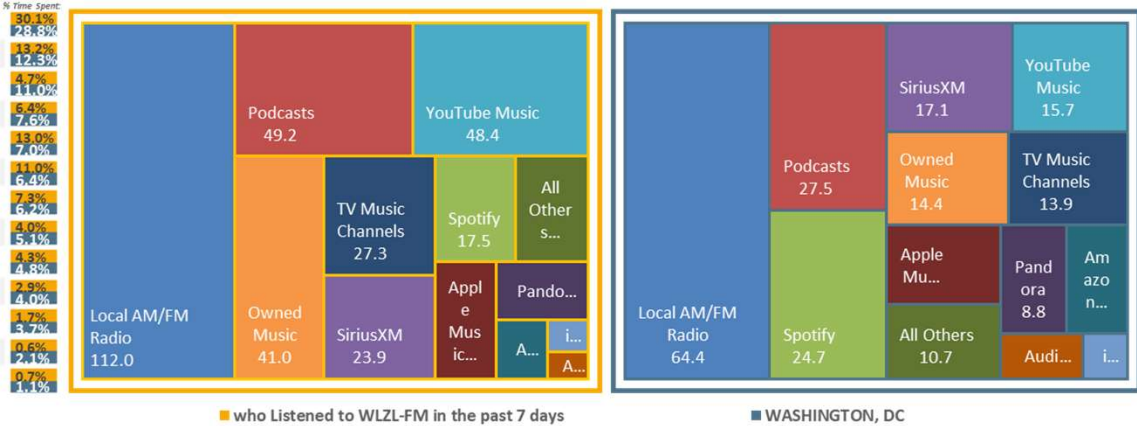


181,223 or 100.% of Adults 18 or older who Listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.1 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

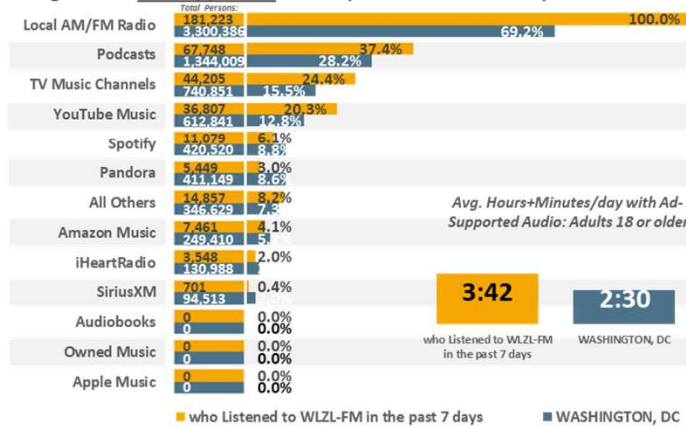
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



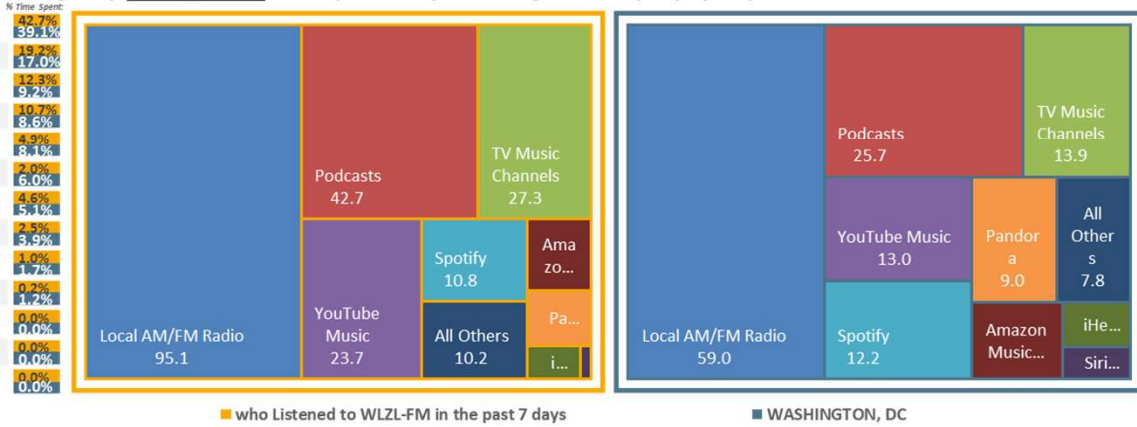
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

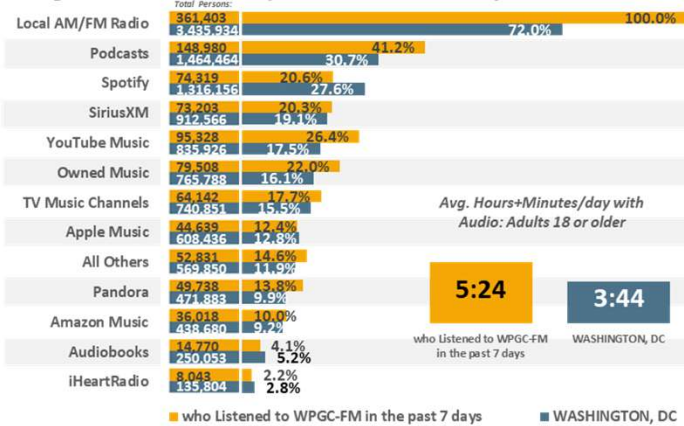




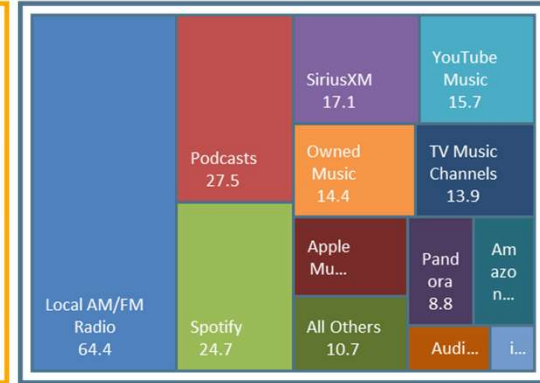
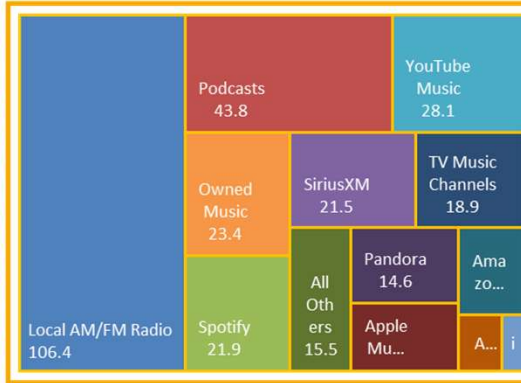


361,403 or 100.% of Adults 18 or older who Listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.9 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

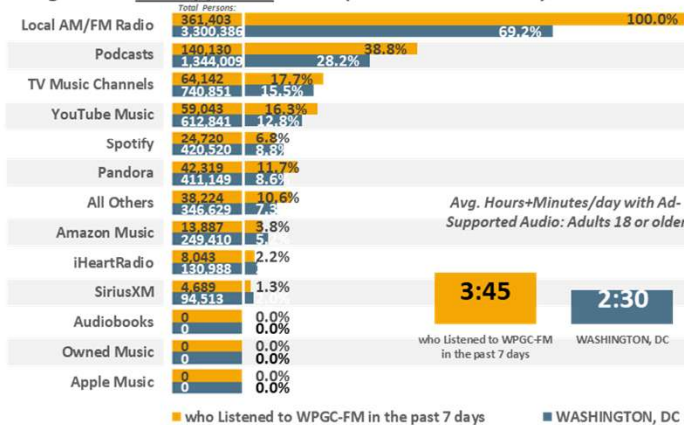
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



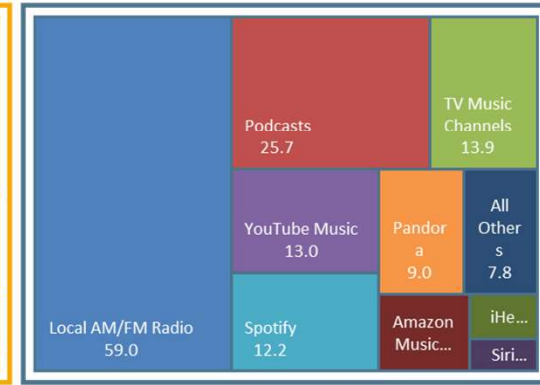
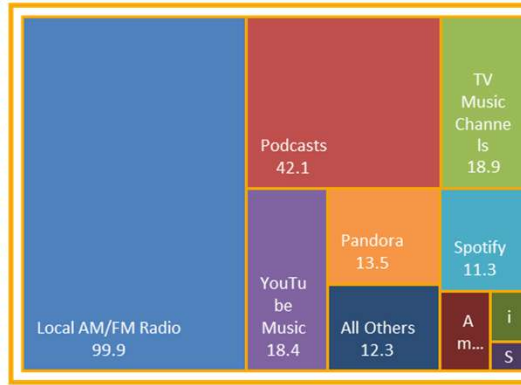
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

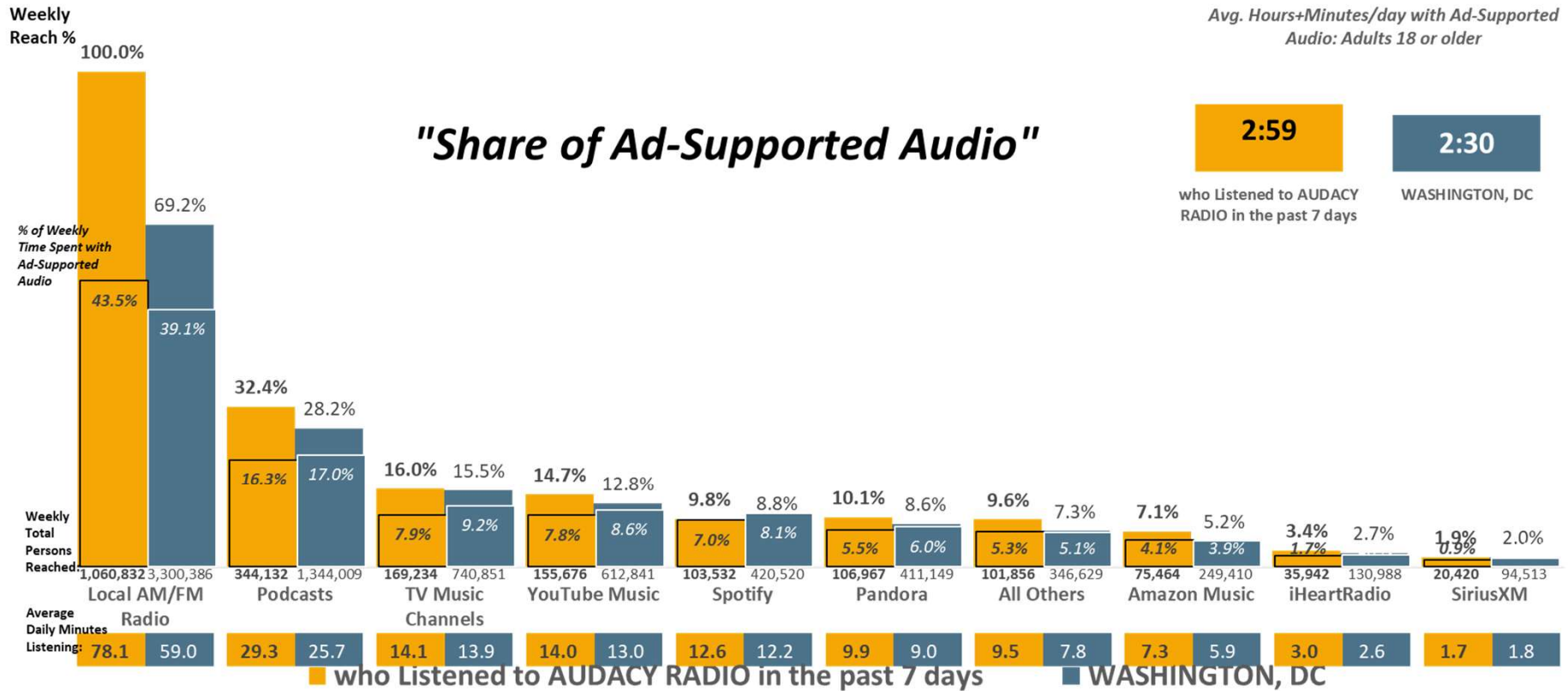


#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





1,060,832 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 78.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



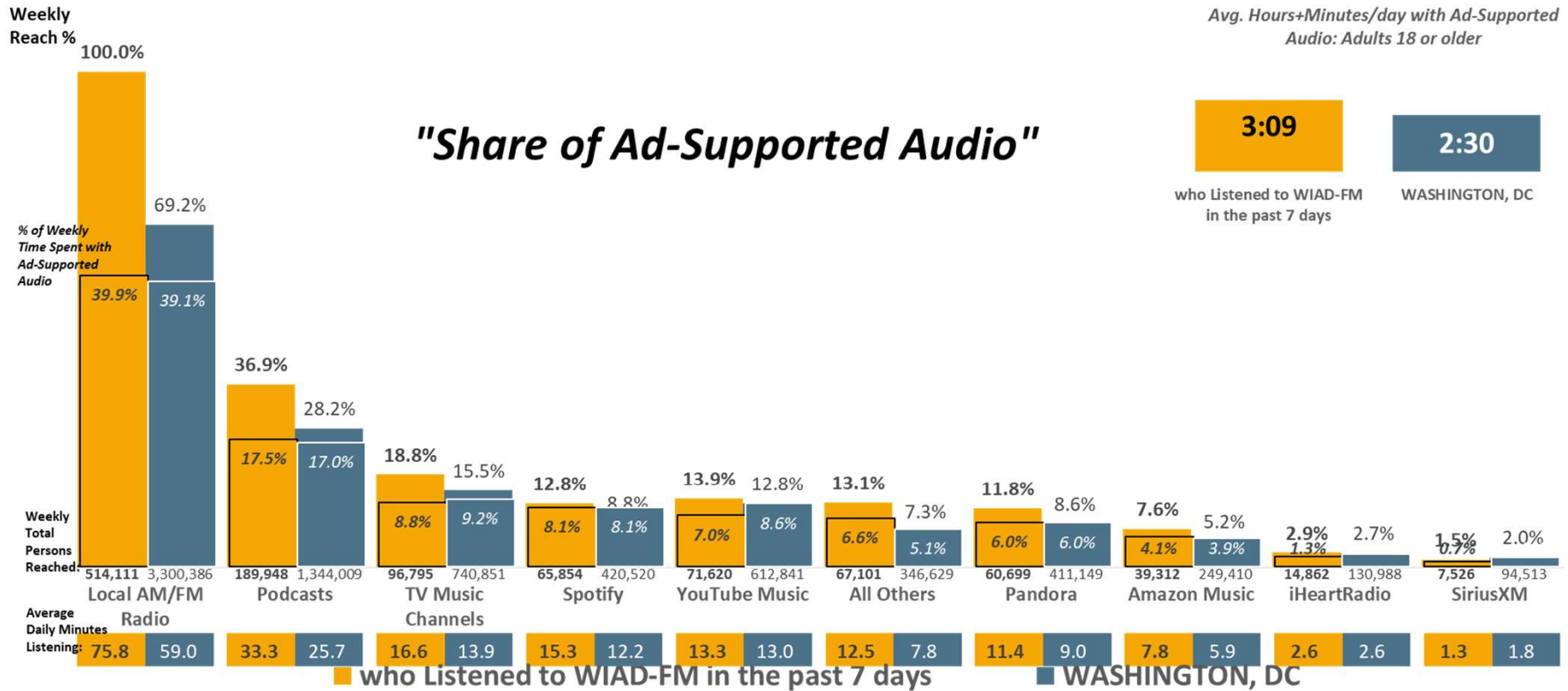
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



514,111 or 100.0% 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 75.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



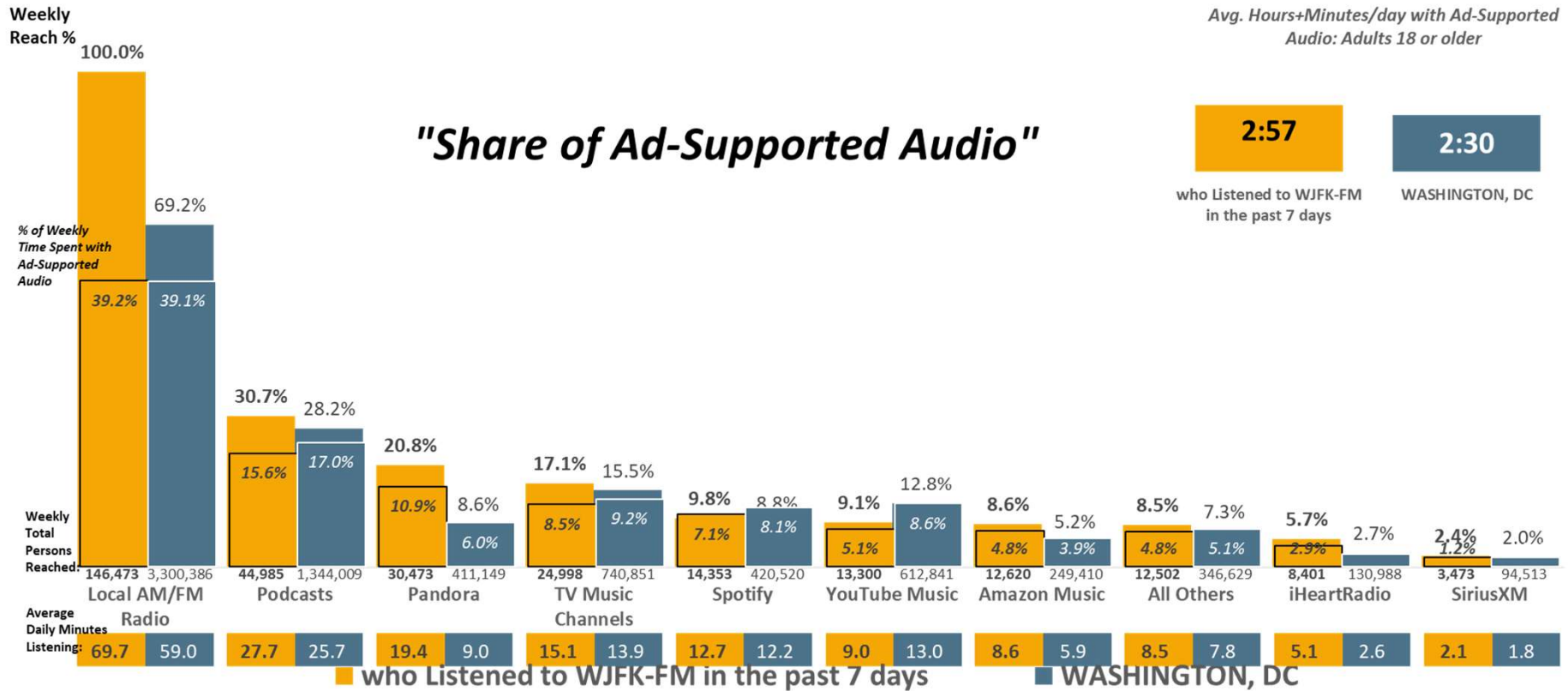
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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Radio Stations: WIAD-FM



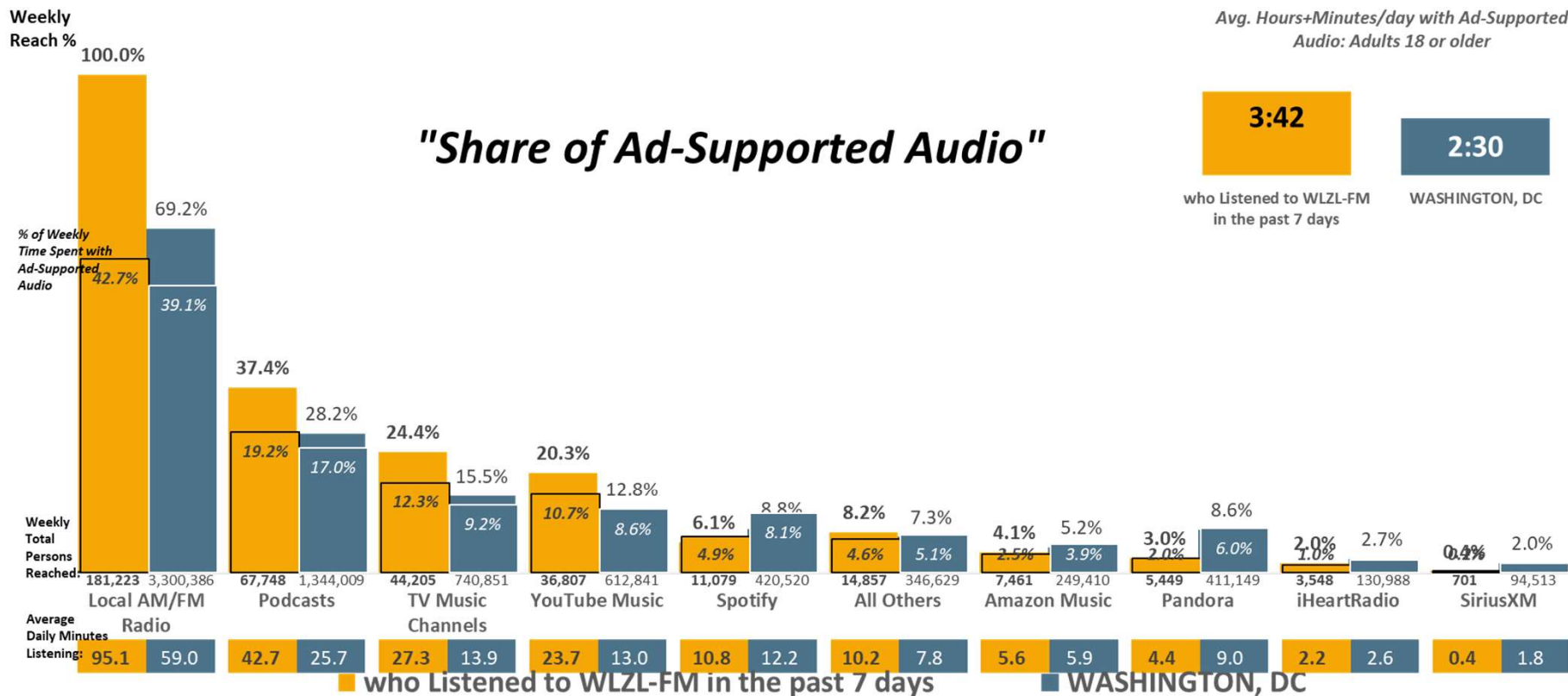
146,473 or 100.0% of Adults 18 or older who Listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.





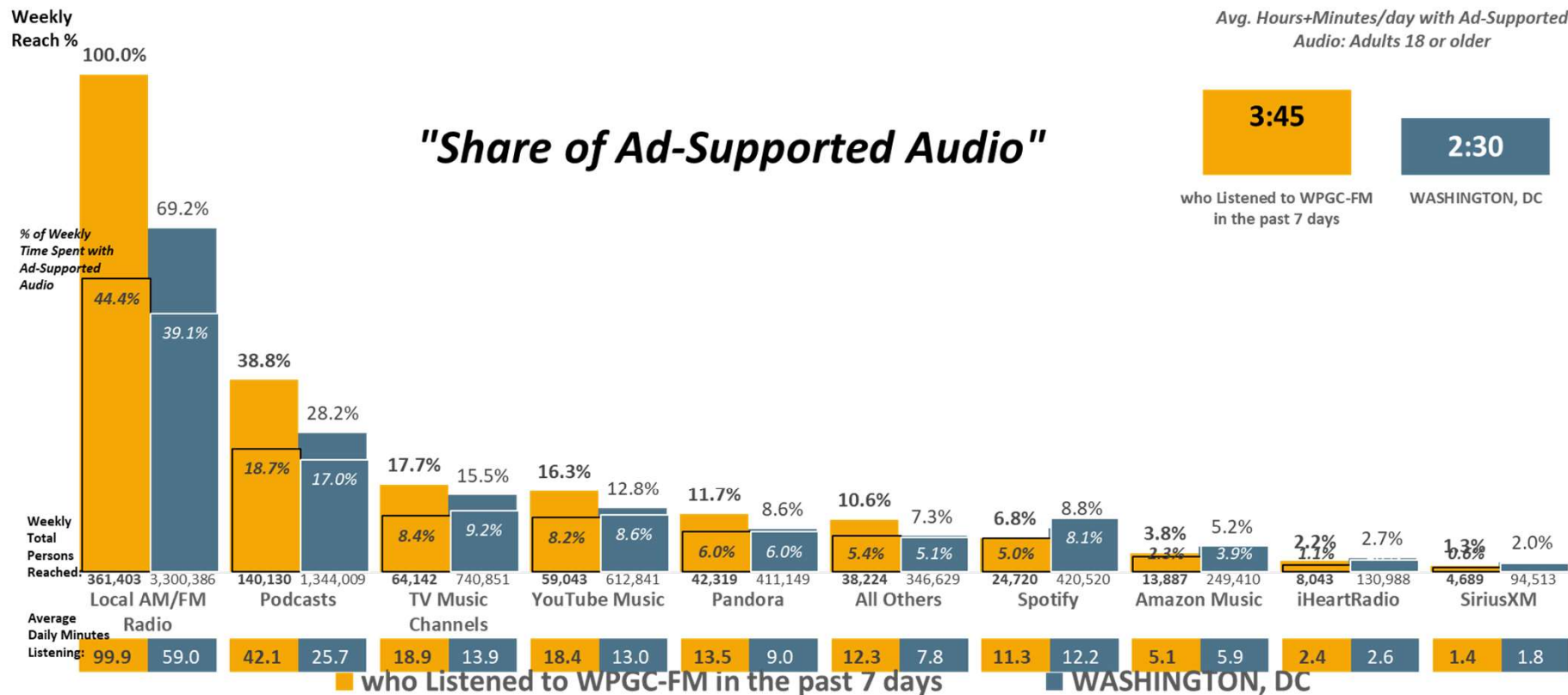


181,223 or 100.% of Adults 18 or older who Listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.1 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.





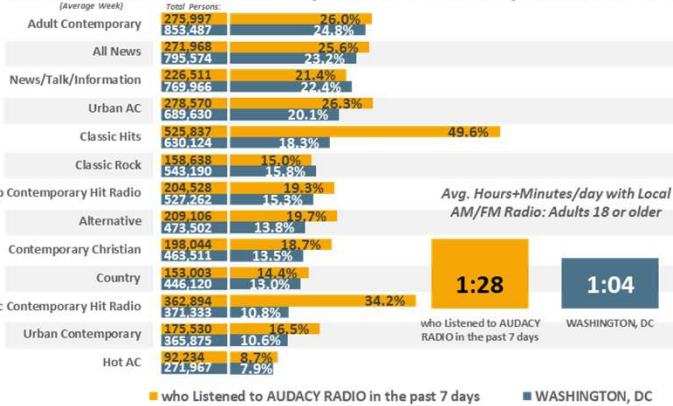
361,403 or 100.% of Adults 18 or older who Listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 99.9 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



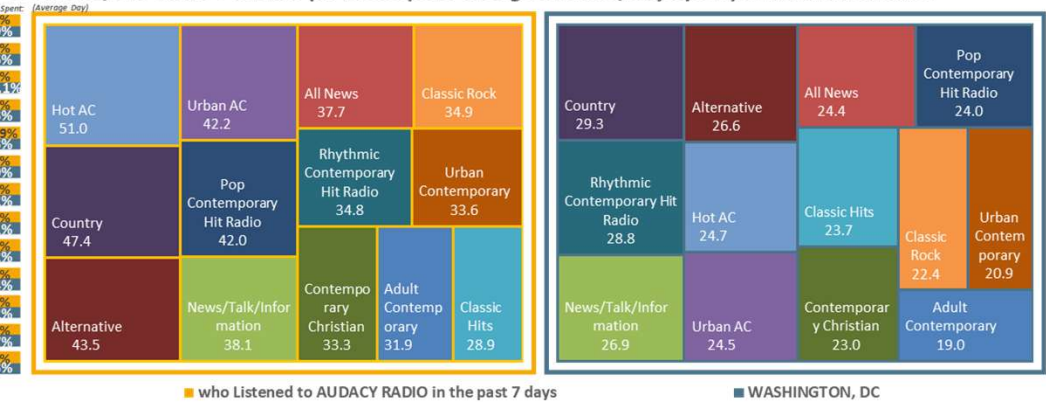


1,060,832 or 100.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Rhythmic Contemporary Hit Radio, Urban AC, Adult Contemporary, and All News.

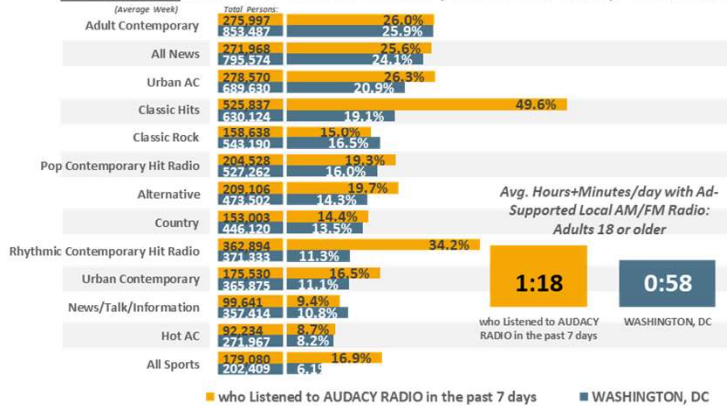
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



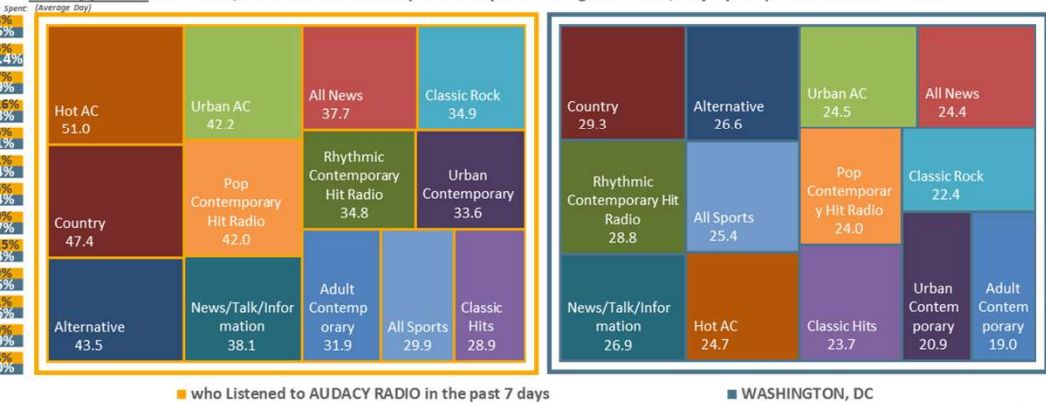
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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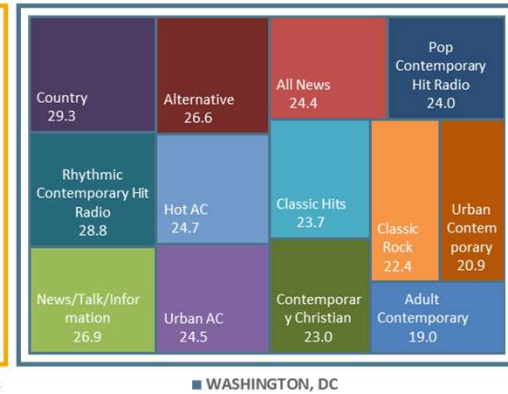
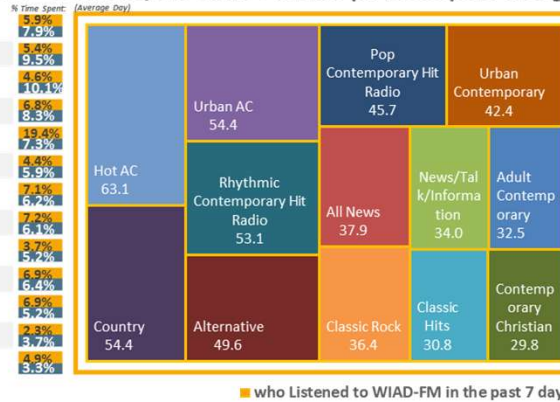
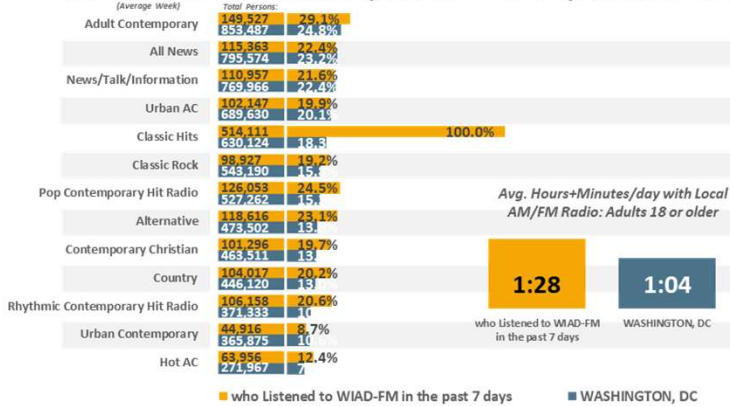
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

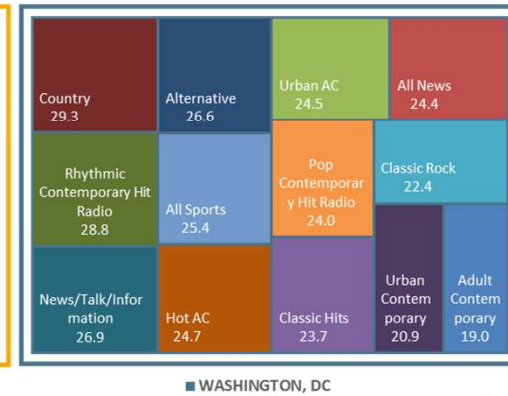
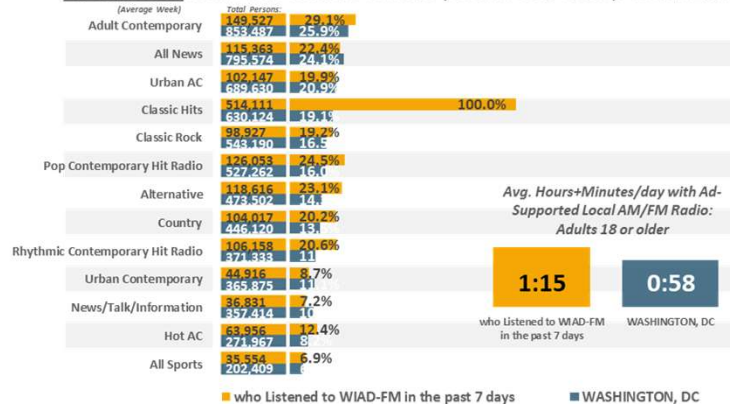


514,111 or 100.0% of Adults 18 or older who Listened to WIAD-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Alternative, and All News.

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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483  
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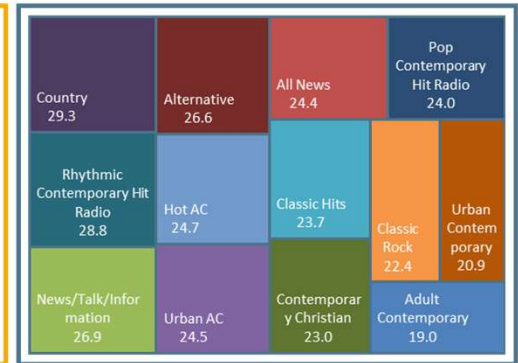
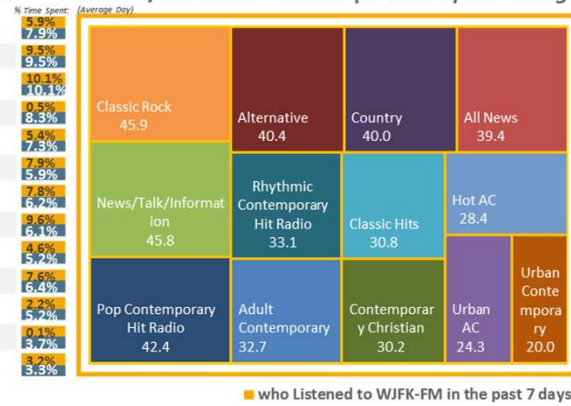
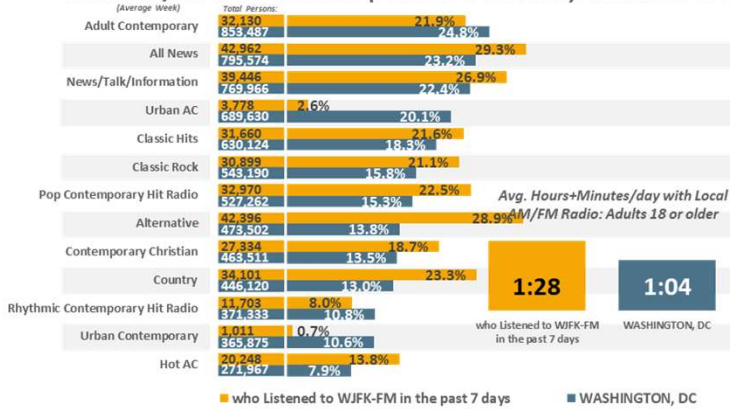
soefa.ai Share of Everything for Anything



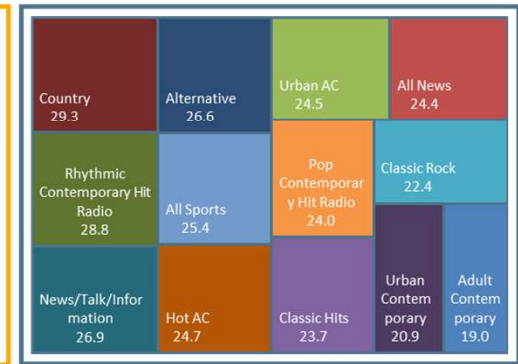
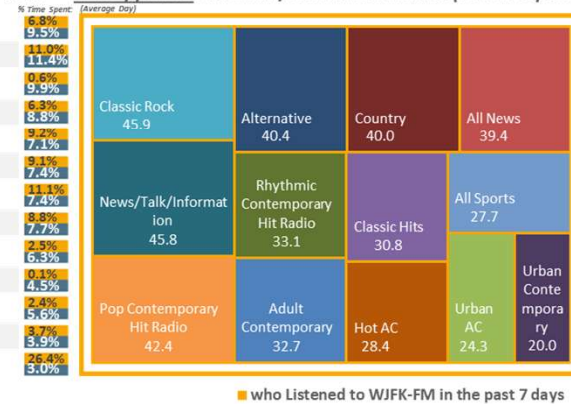
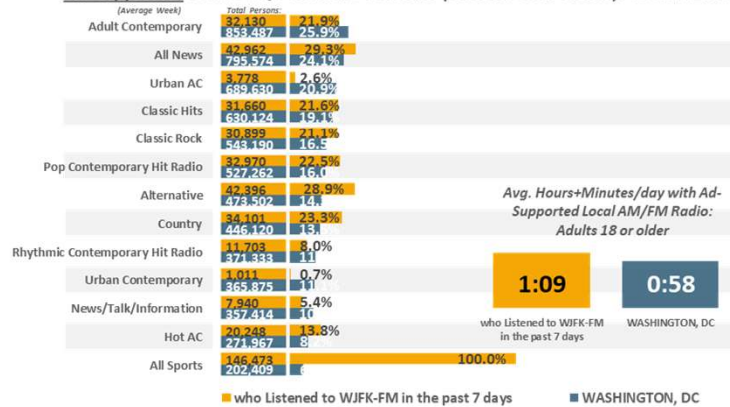


146,473 or 100.% of Adults 18 or older who Listened to WJFK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, All News, Alternative, Country, and Pop Contemporary Hit Radio.

**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**



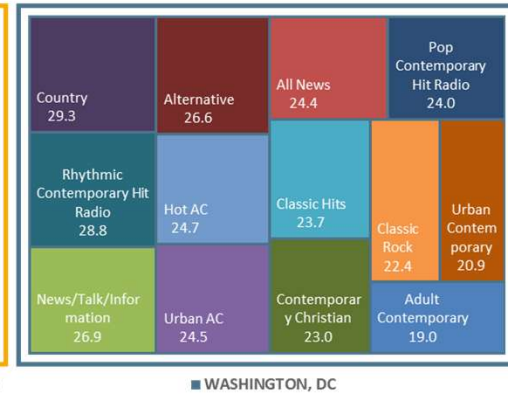
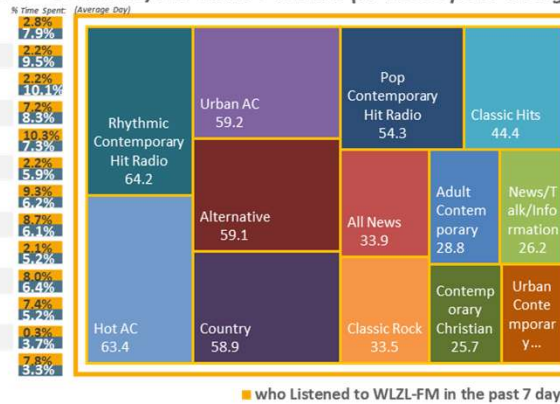
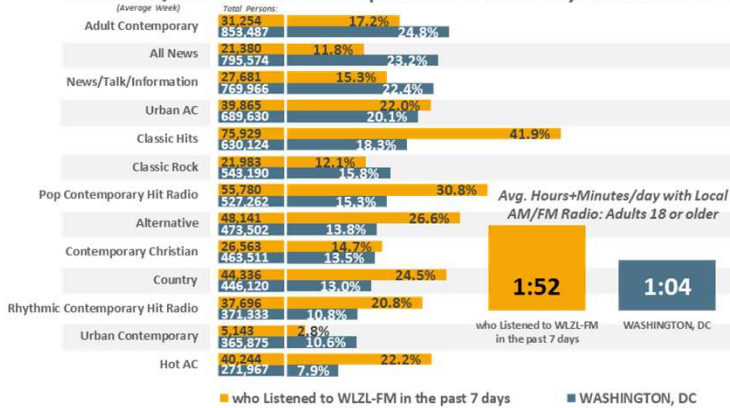
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149  
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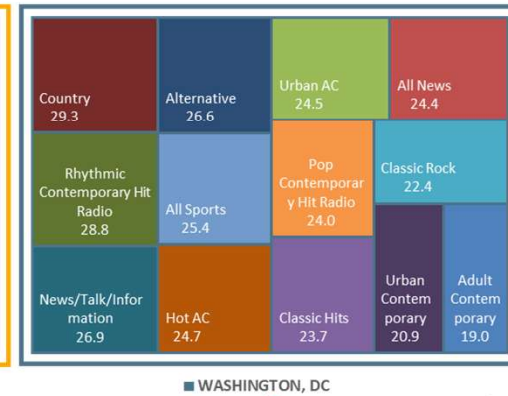
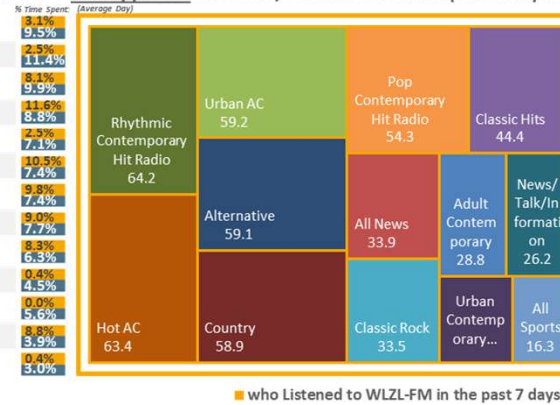
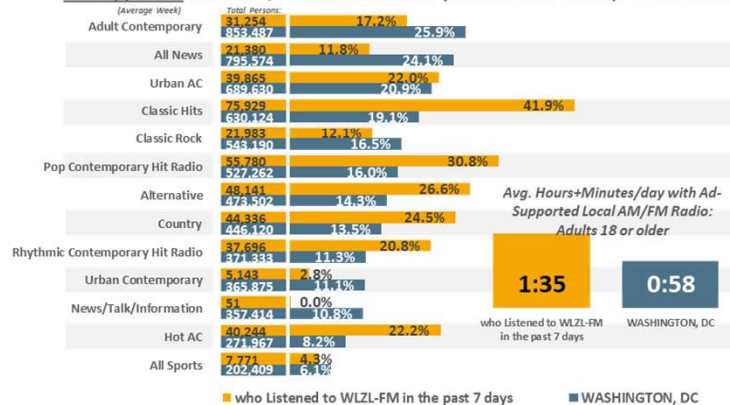


181,223 or 100.% of Adults 18 or older who Listened to WLZL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Spanish Contemporary, Classic Hits, Pop Contemporary Hit Radio, Alternative, and Country.

**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**



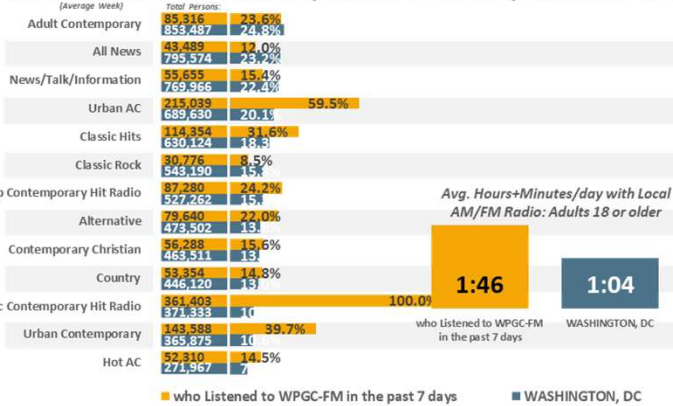
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 113  
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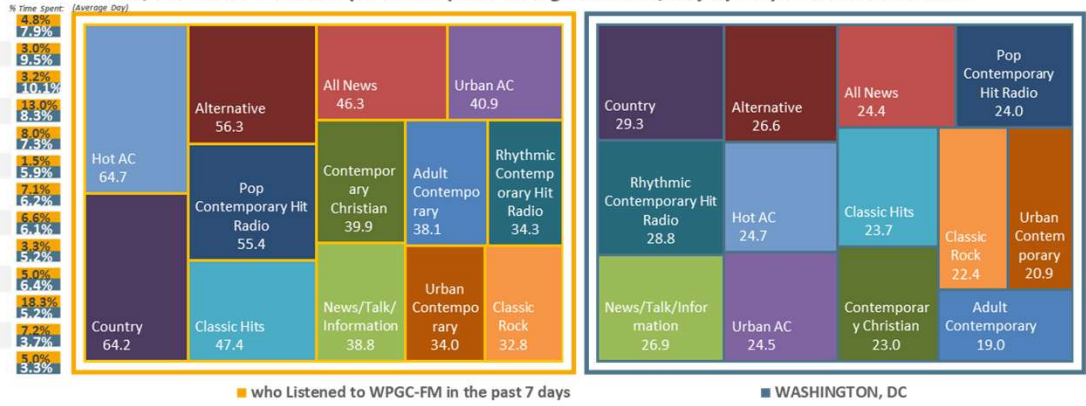


361,403 or 100.0% of Adults 18 or older who Listened to WPGC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Rhythmic Contemporary Hit Radio, Urban AC, Urban Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

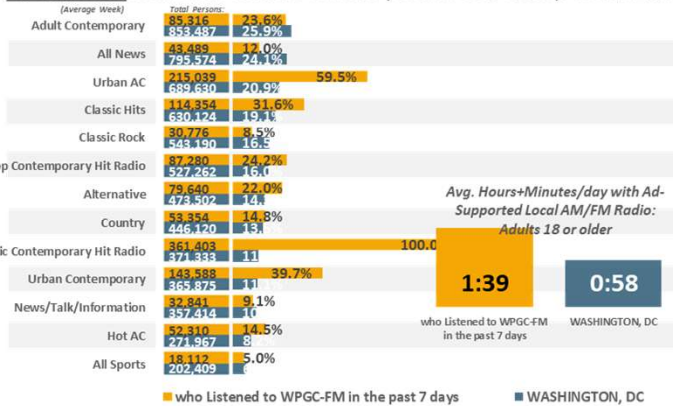
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



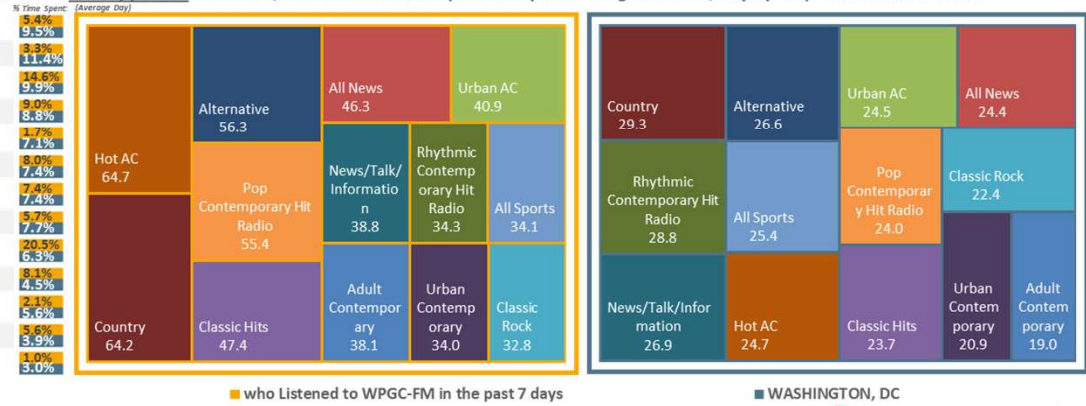
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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 R1 2026: Mar25-Mar26 Qual Intab 320  
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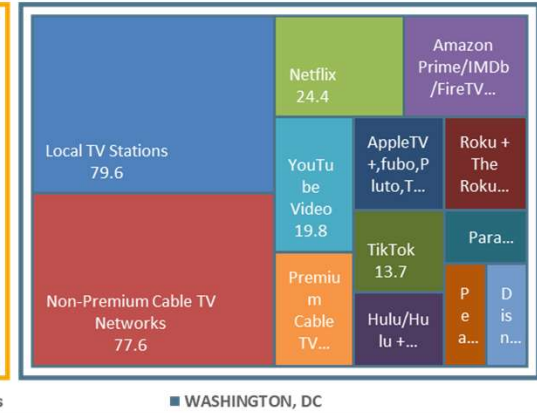
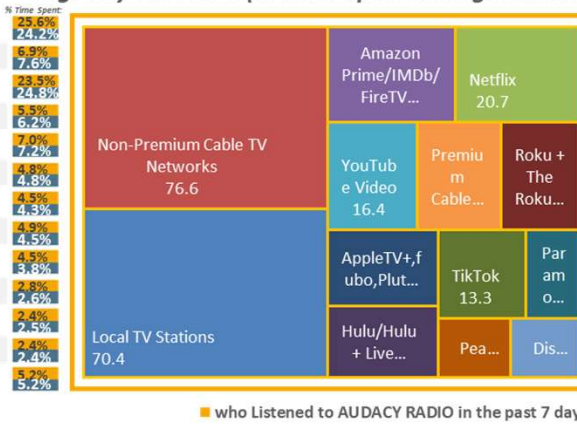
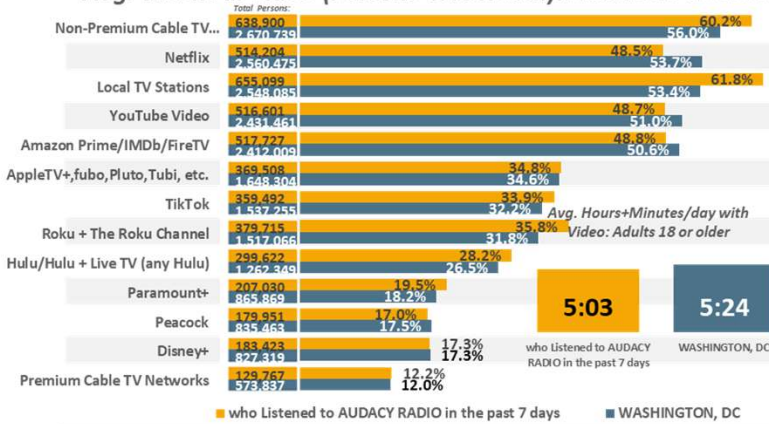




645,346 or 60.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 65.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

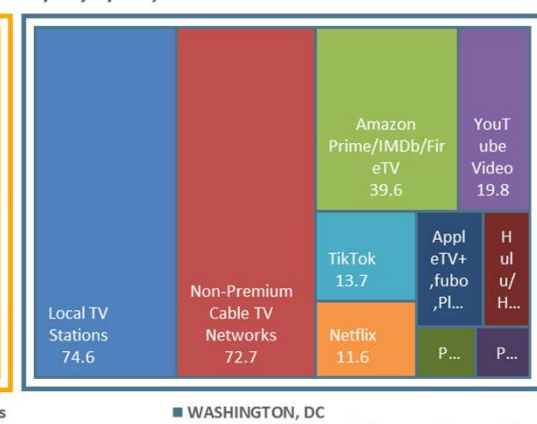
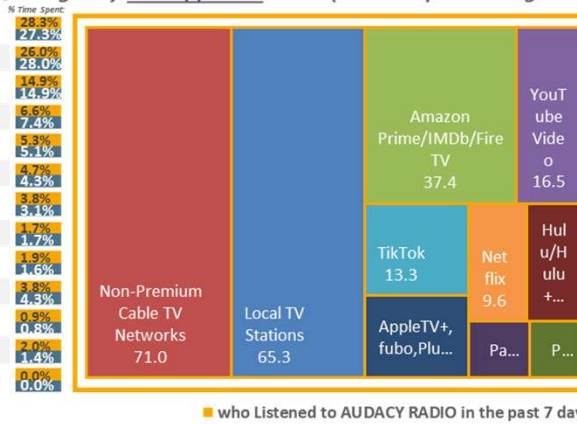
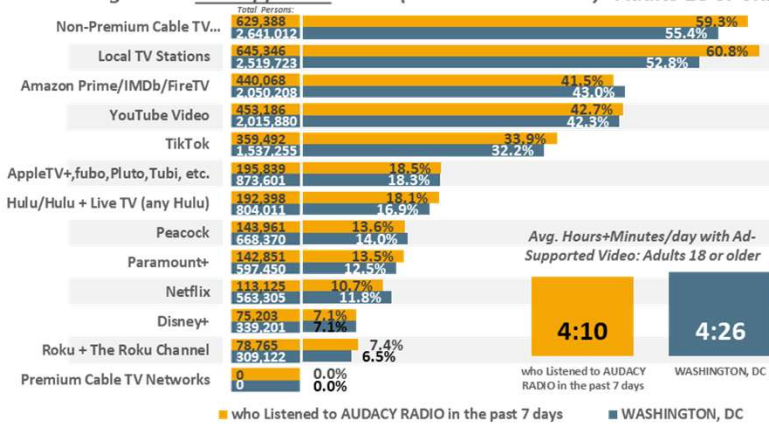
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Mar25-Mar26 Qual Intab 1,063  
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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)

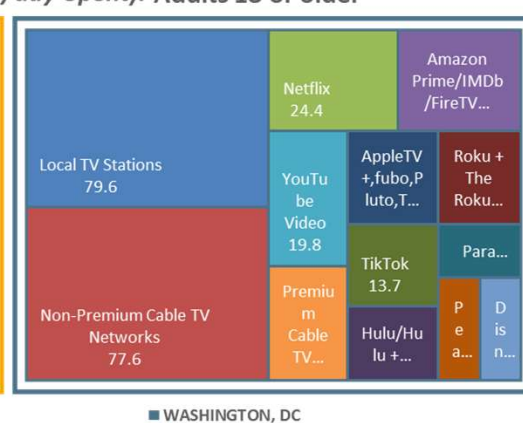
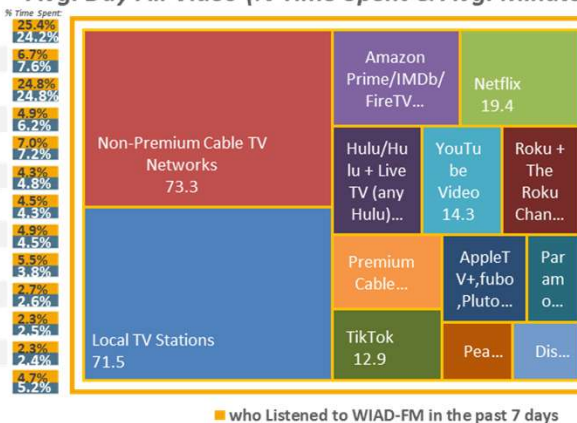
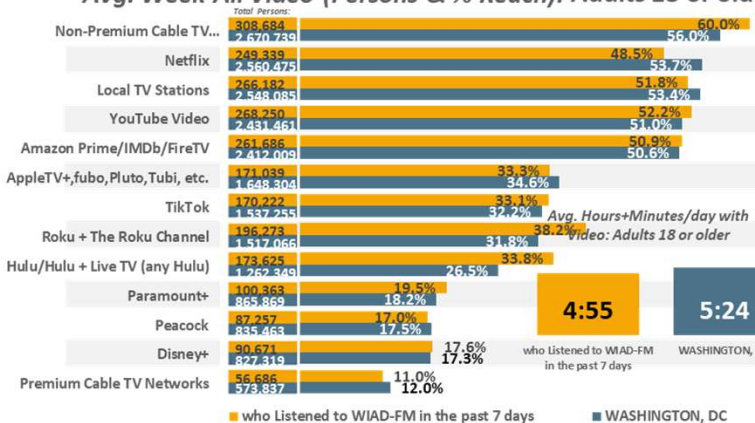




263,399 or 51.2% of Adults 18 or older who Listened to WIAD-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

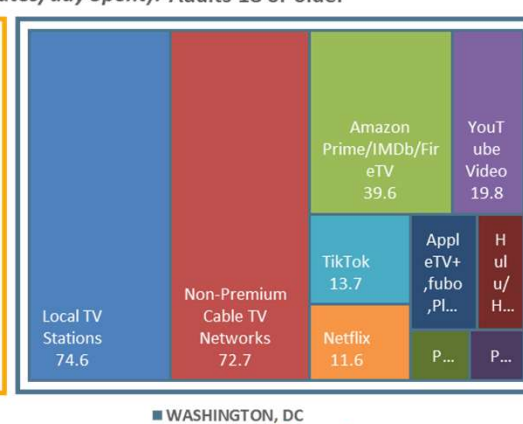
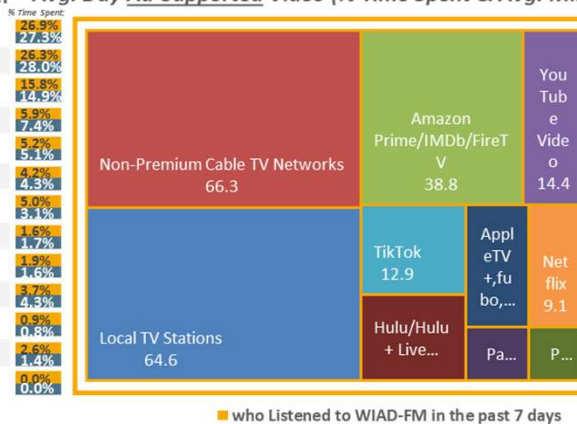
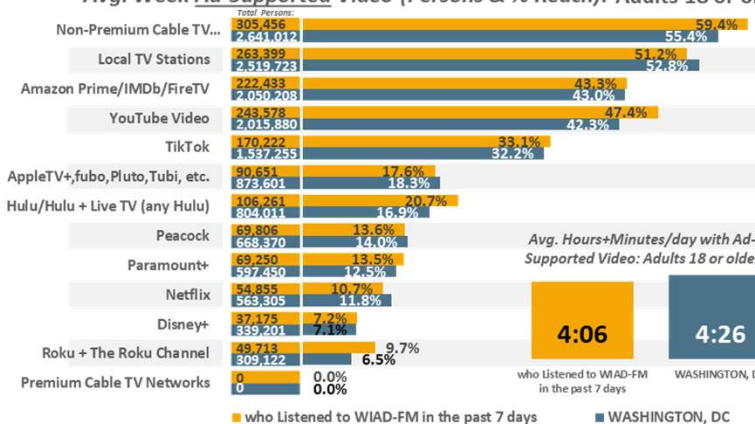
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483  
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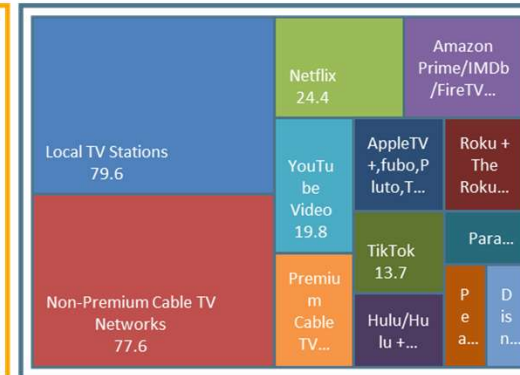
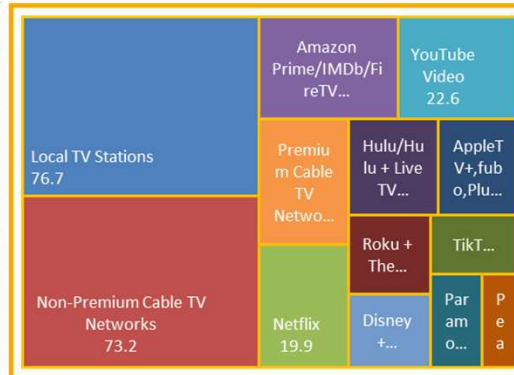
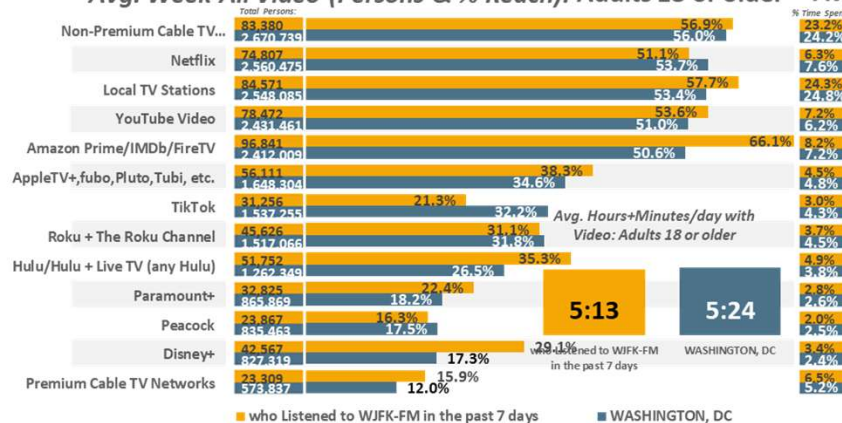
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83,228 or 56.8% of Adults 18 or older who Listened to WJFK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.7 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

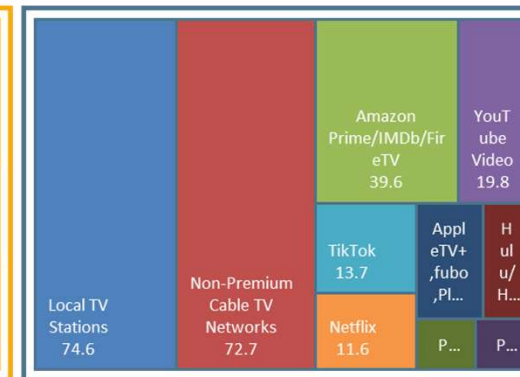
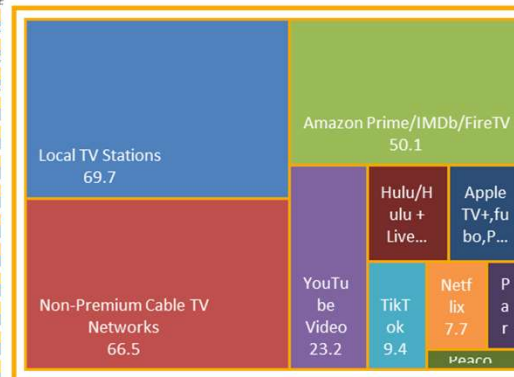
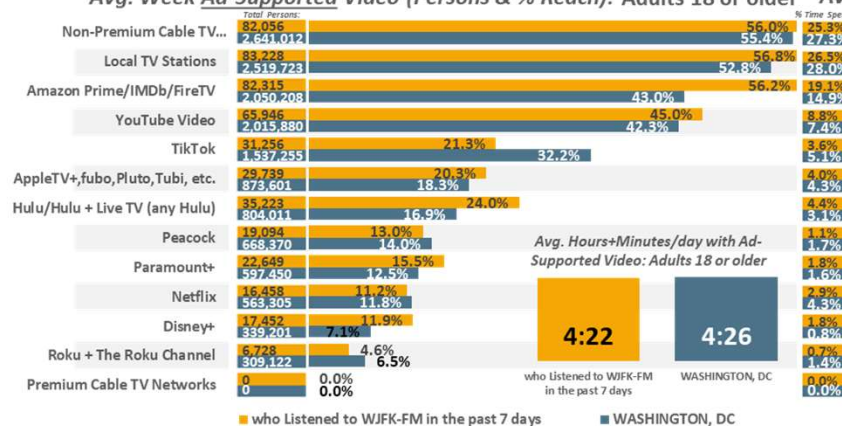
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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 R1 2026: Mar25-Mar26 Qual Intab 149  
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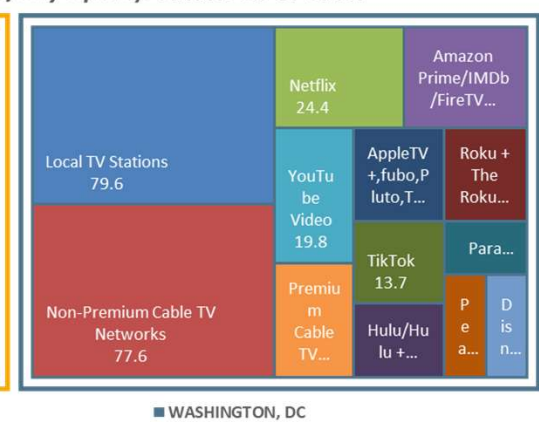
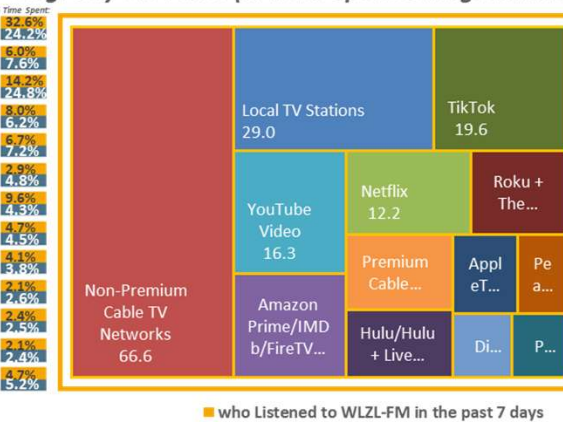
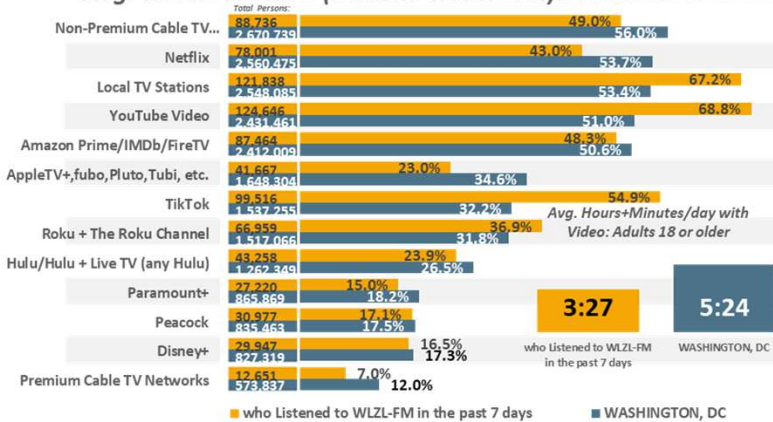
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120,698 or 66.6% of Adults 18 or older who Listened to WLZL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 26.6 minutes every day representing 14.8% of all time spent daily with Ad-Supported Video.

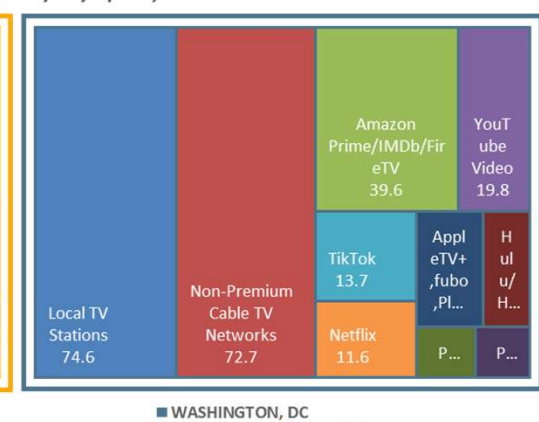
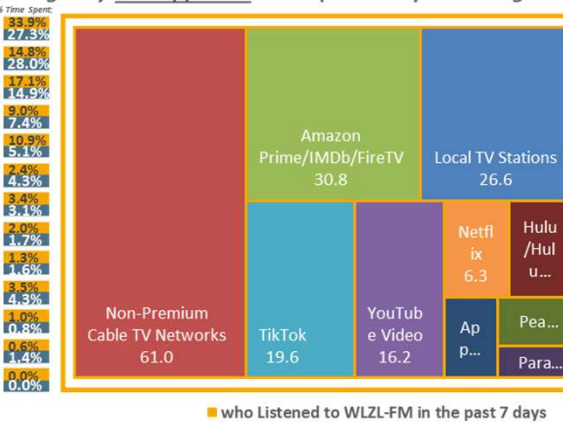
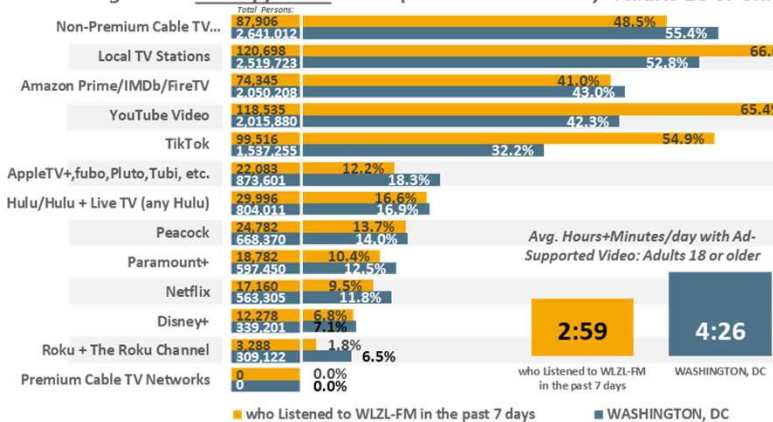
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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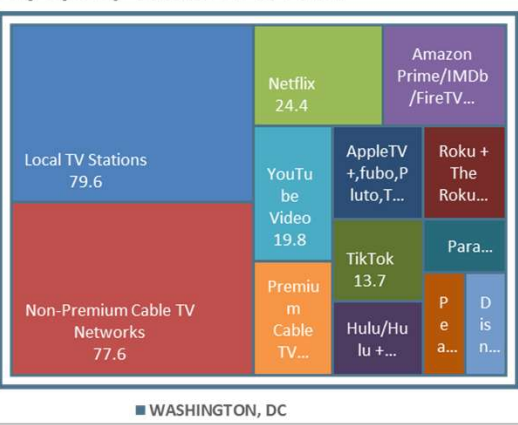
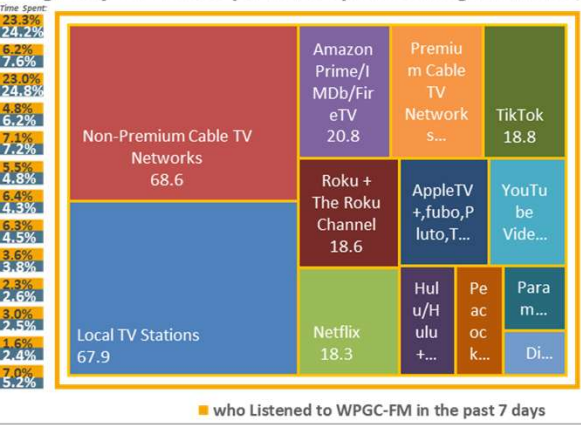
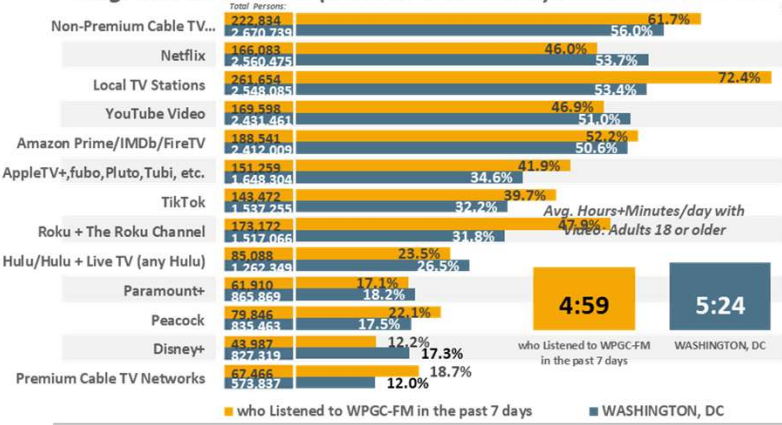




256,895 or 71.1% of Adults 18 or older who Listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 65. minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

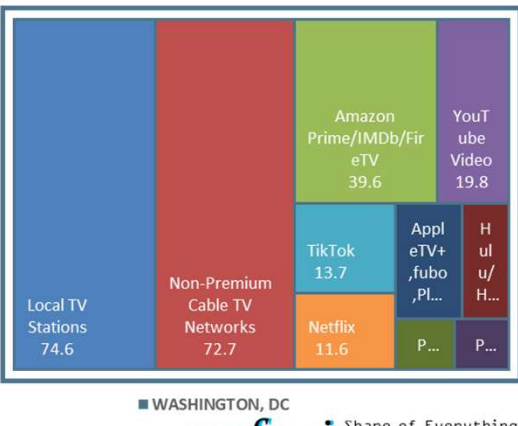
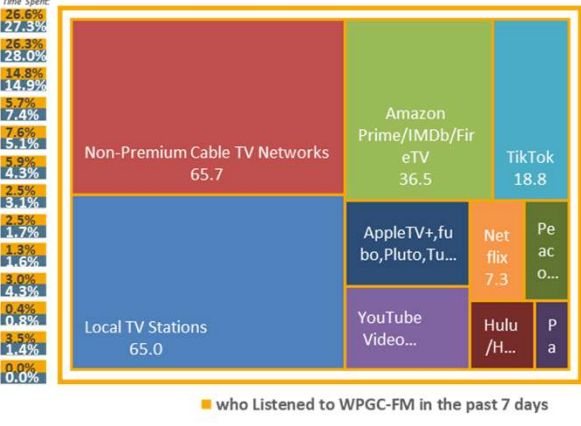
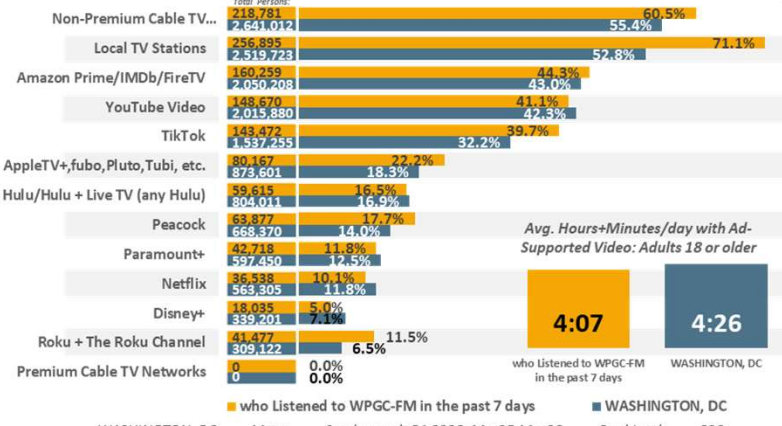
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 320  
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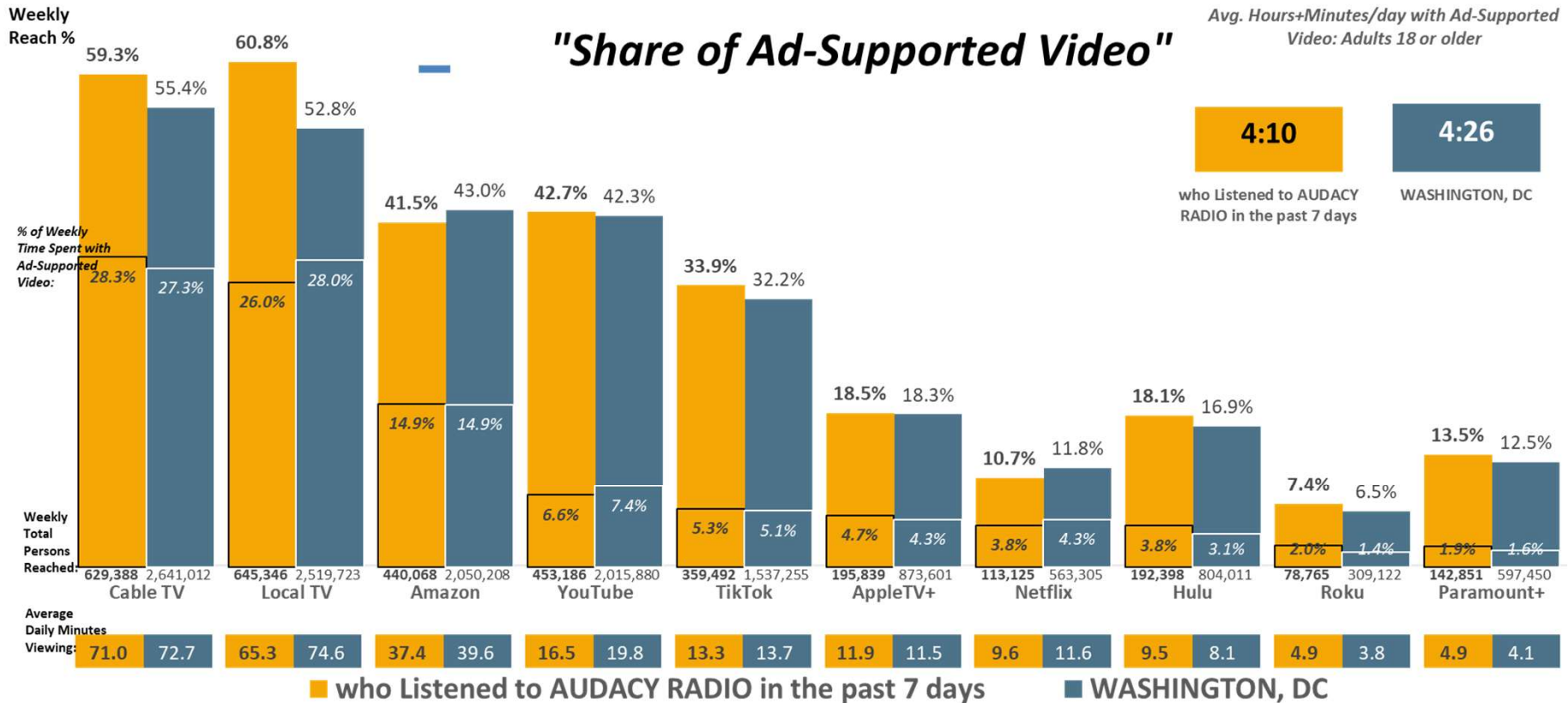
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645,346 or 60.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 65.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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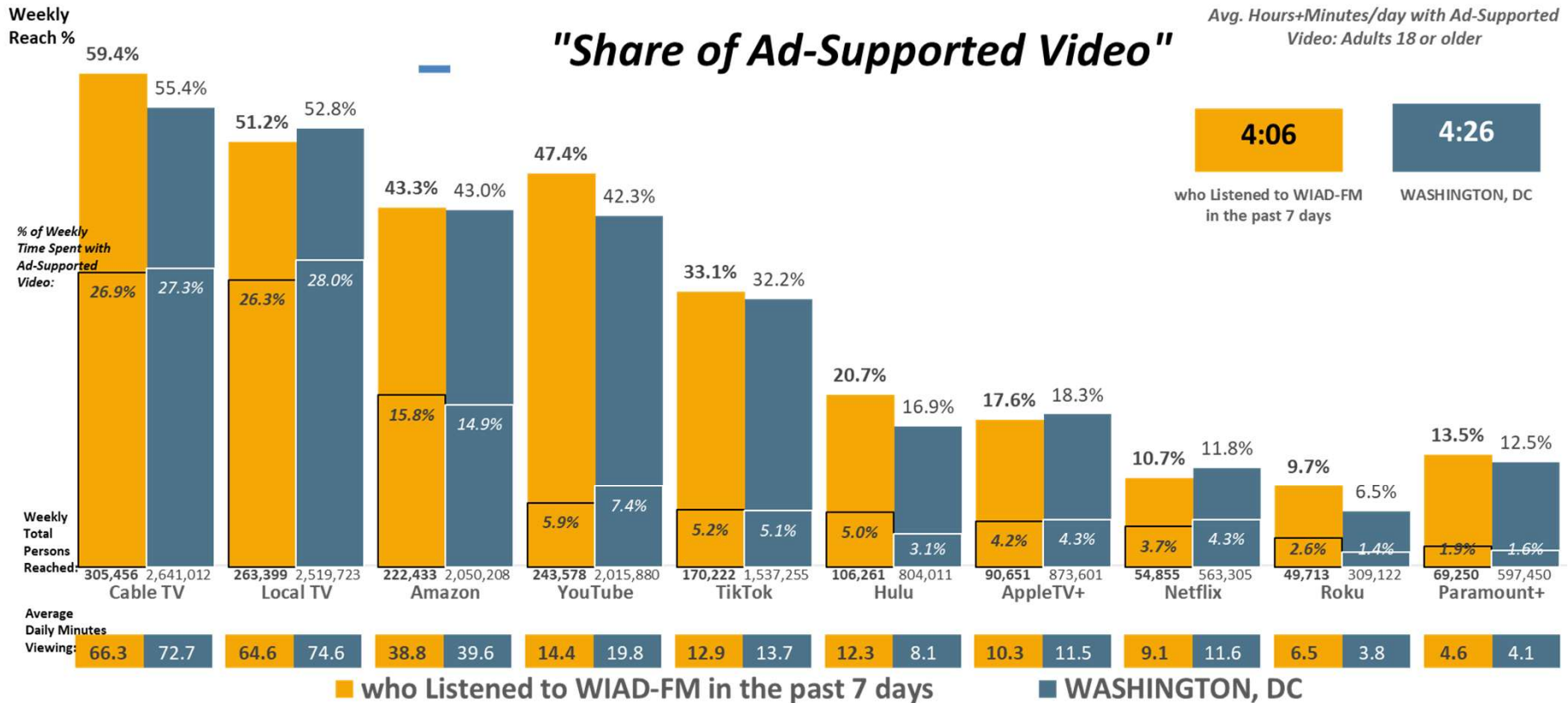
soefa.ai Share of Everything for Anything

(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)



263,399 or 51.2% 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 64.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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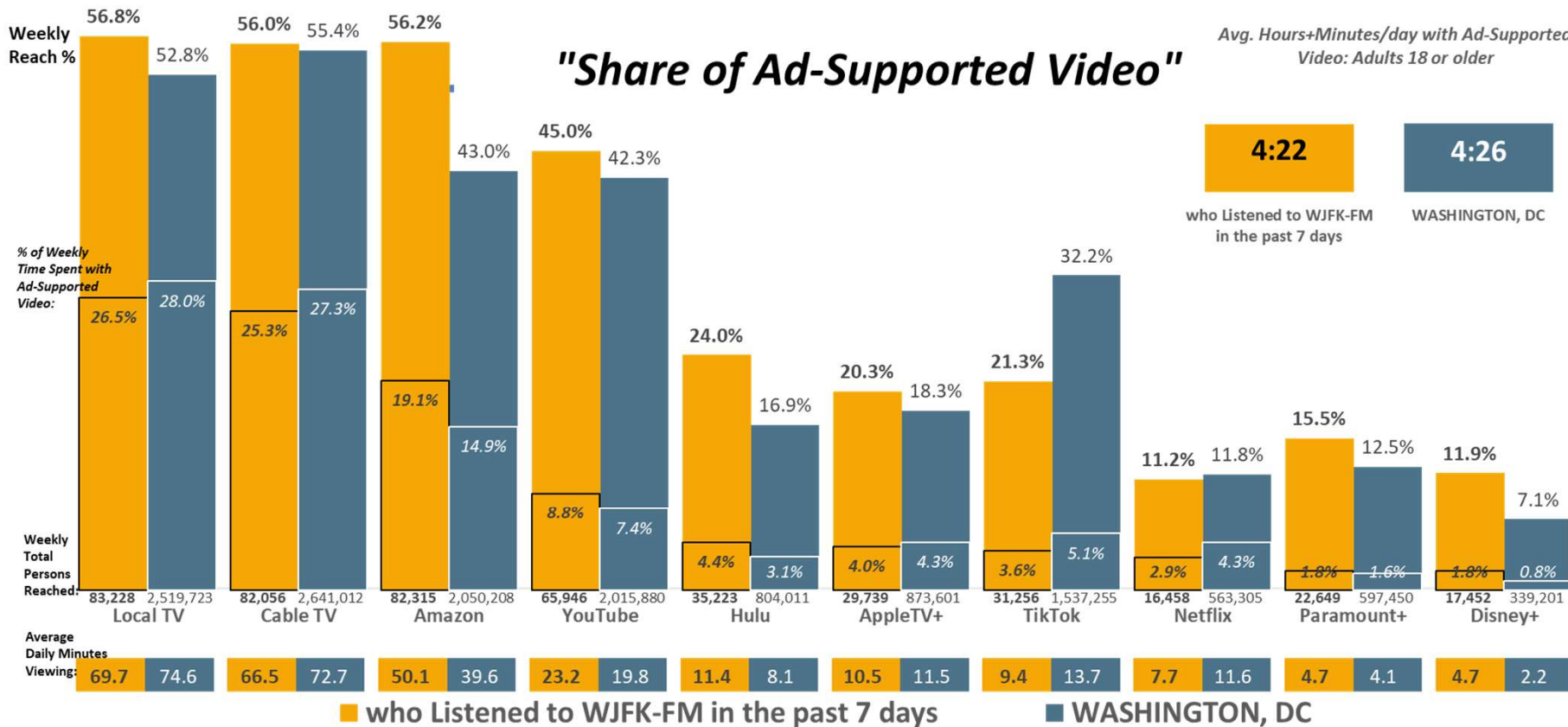
**soefa.ai** Share of Everything for Anything

Radio Stations: WIAD-FM



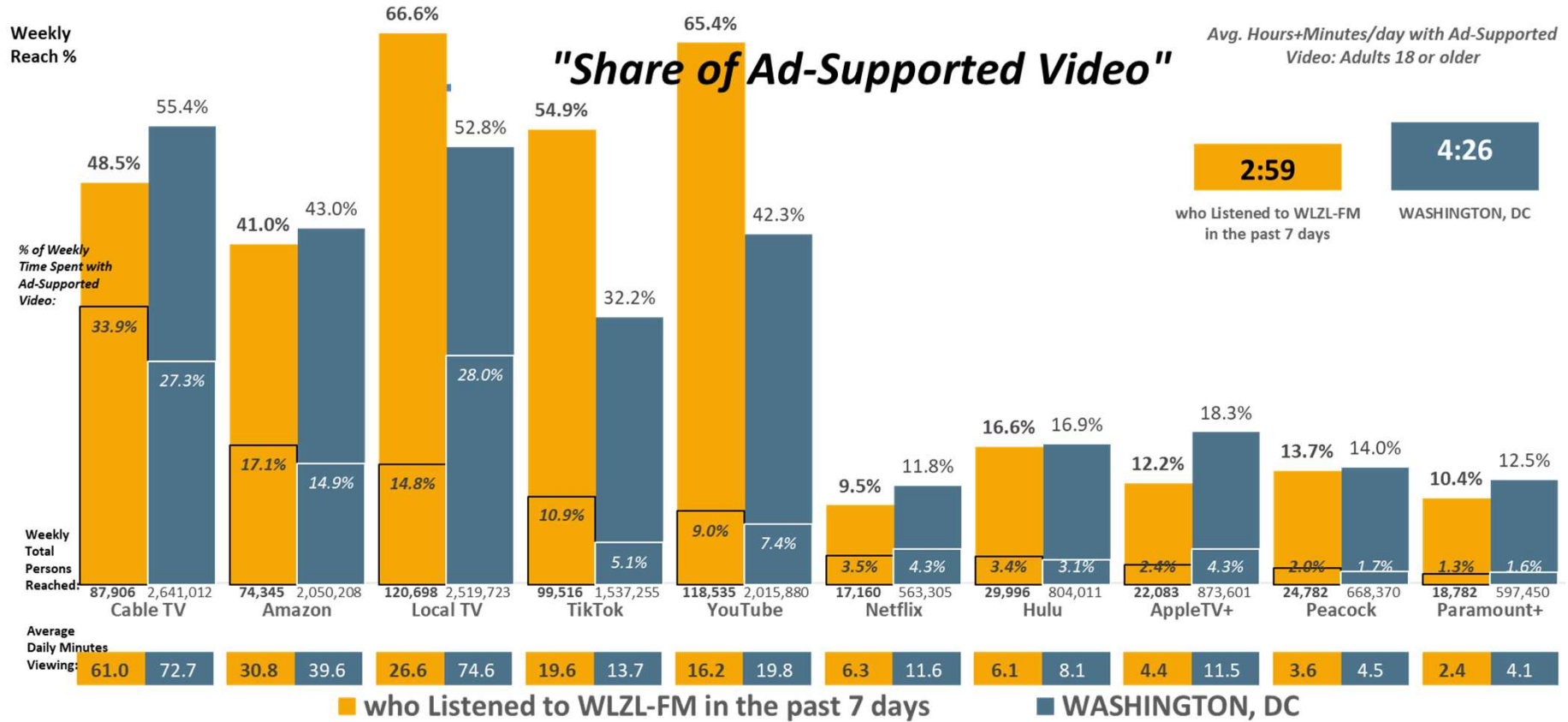
83,228 or 56.8% of Adults 18 or older who Listened to WJFK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.7 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





120,698 or 66.6% 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 26.6 minutes every day representing 14.8% of all time spent daily with Ad-Supported Video.

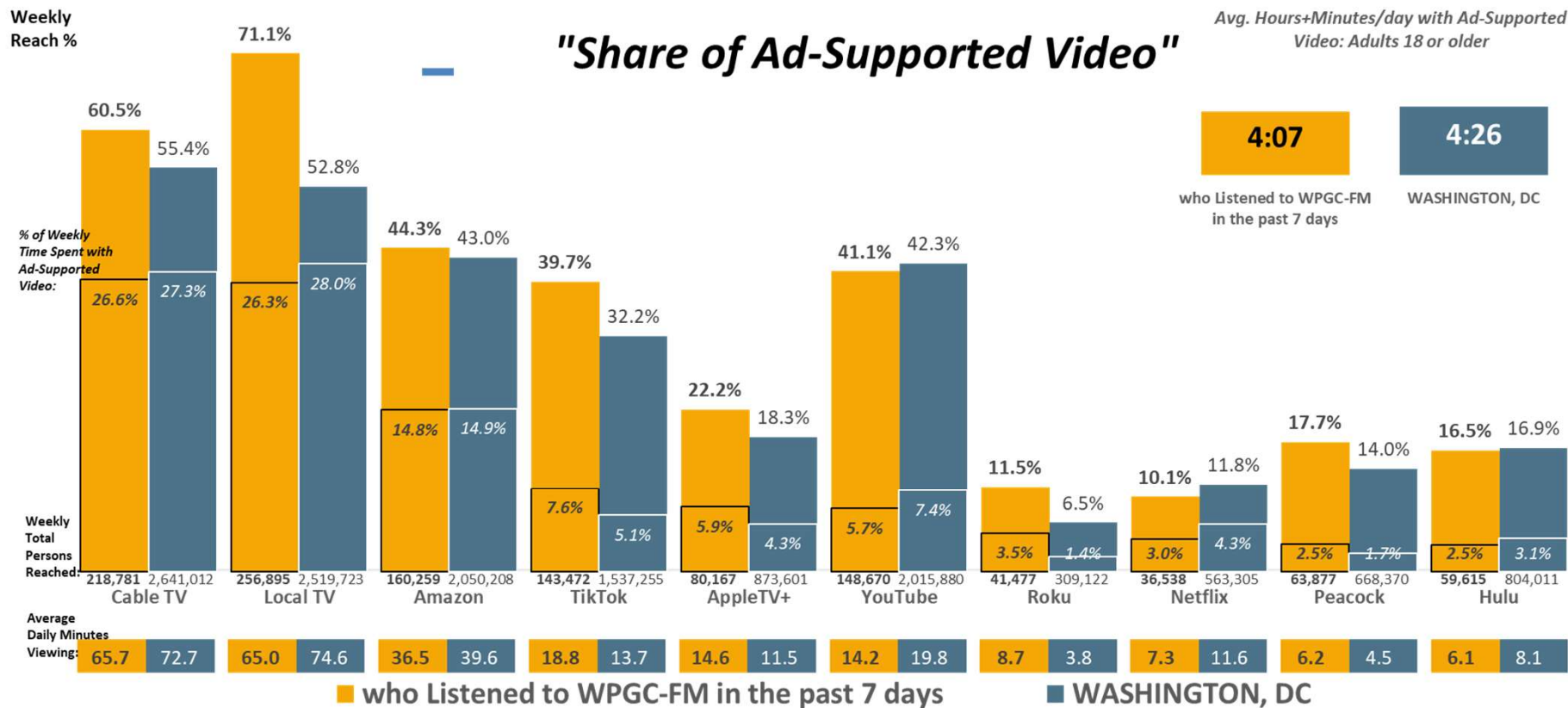






256,895 or 71.1% of Adults 18 or older who Listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 65. minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 320 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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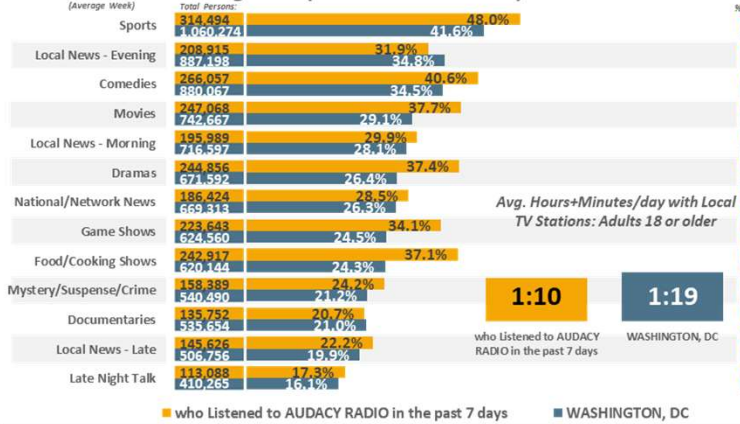
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Radio Stations: WPGC-FM

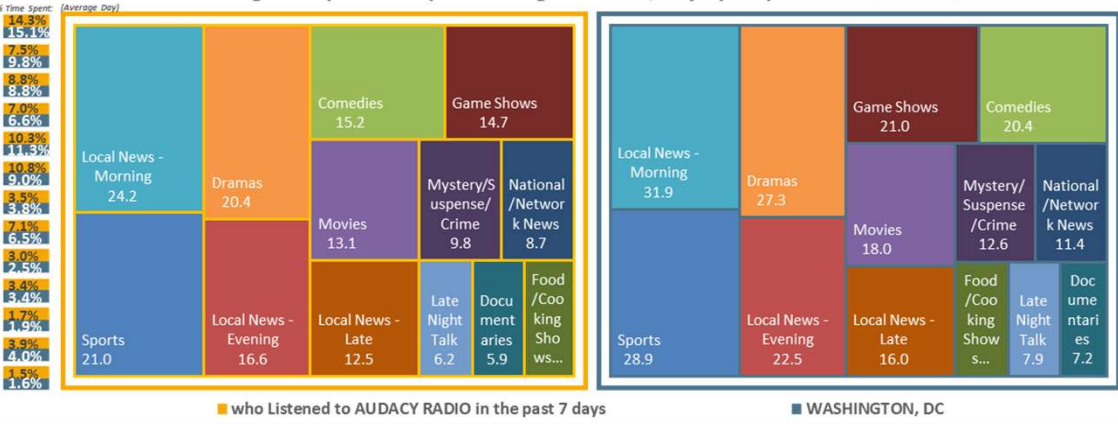


645,346 or 60.8% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Game Shows, and Local News - Evening.

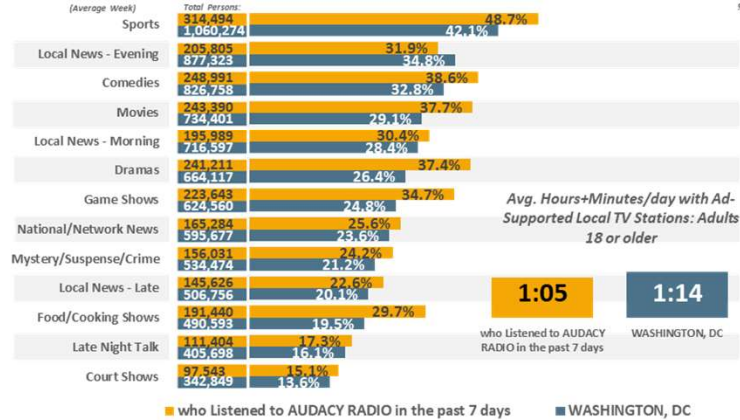
Local TV Station Programs (Persons & % Reach): Adults 18 or older



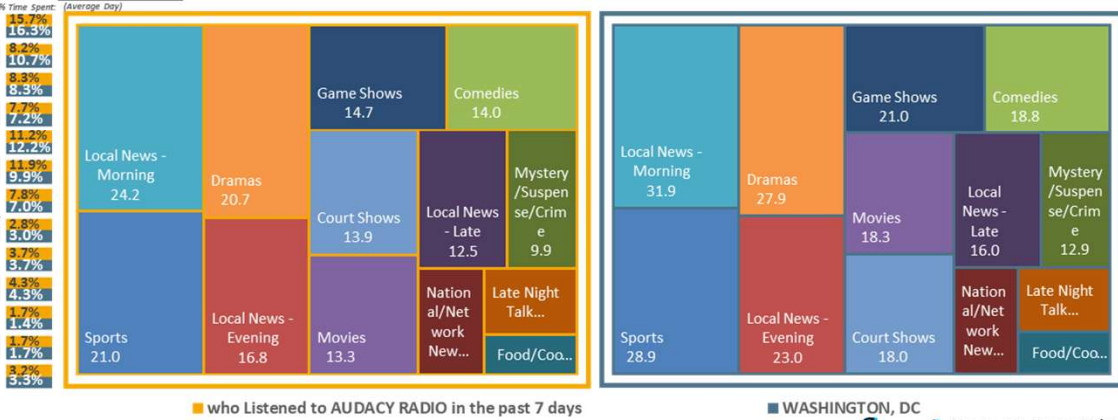
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Mar25-Mar26 Qual Intab 1,063  
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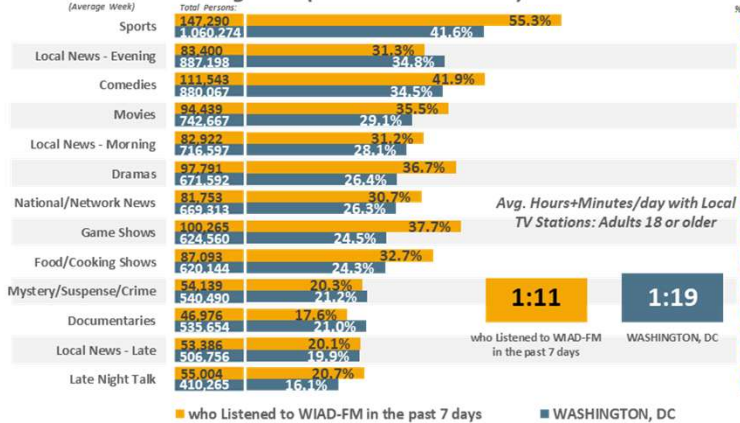
soefa.ai Share of Everything for Anything

(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)

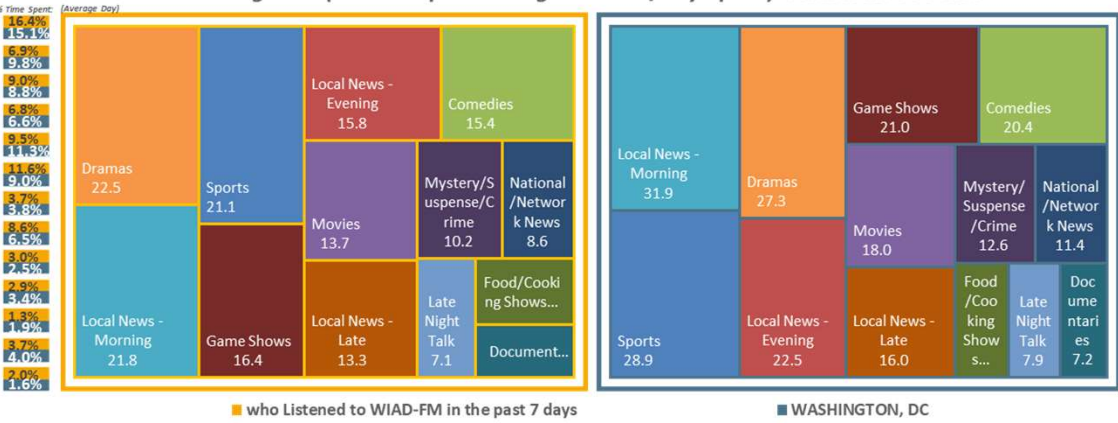


263,399 or 51.2% of Adults 18 or older who Listened to WIAD-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Dramas, Movies, and Local News - Morning.

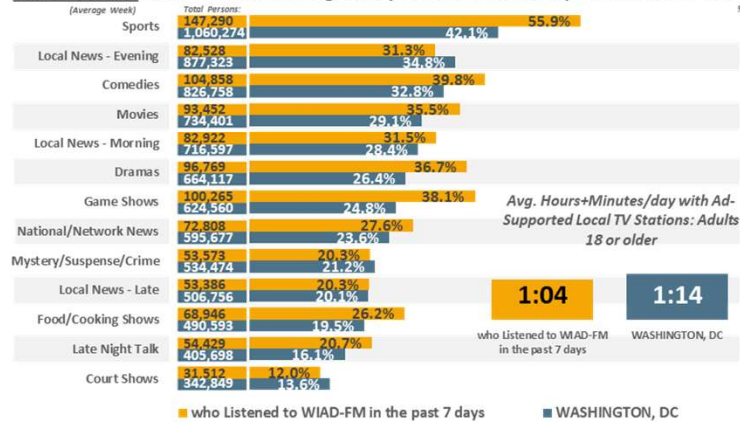
Local TV Station Programs (Persons & % Reach): Adults 18 or older



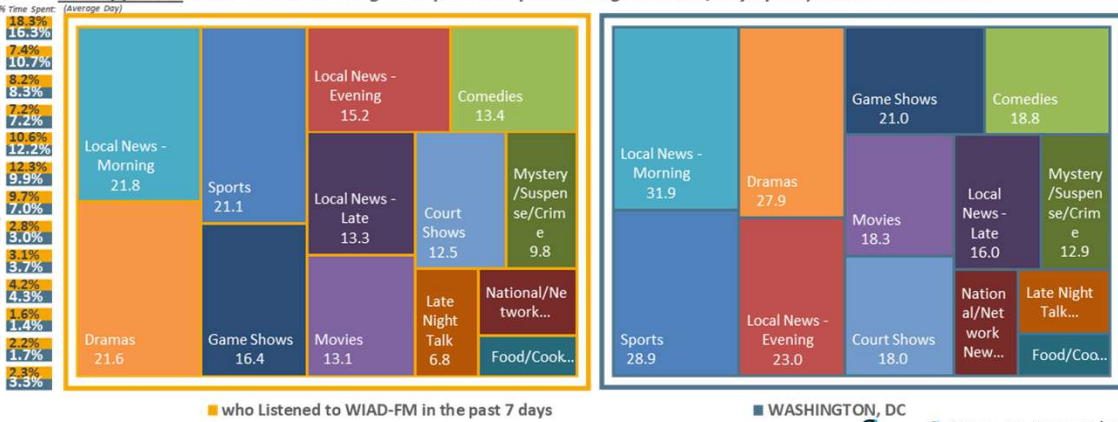
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Mar25-Mar26 Qual Intab 483  
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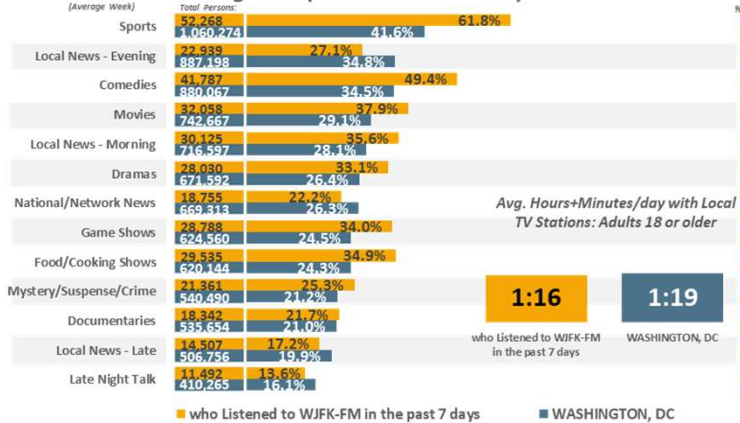
WASHINGTON, DC  
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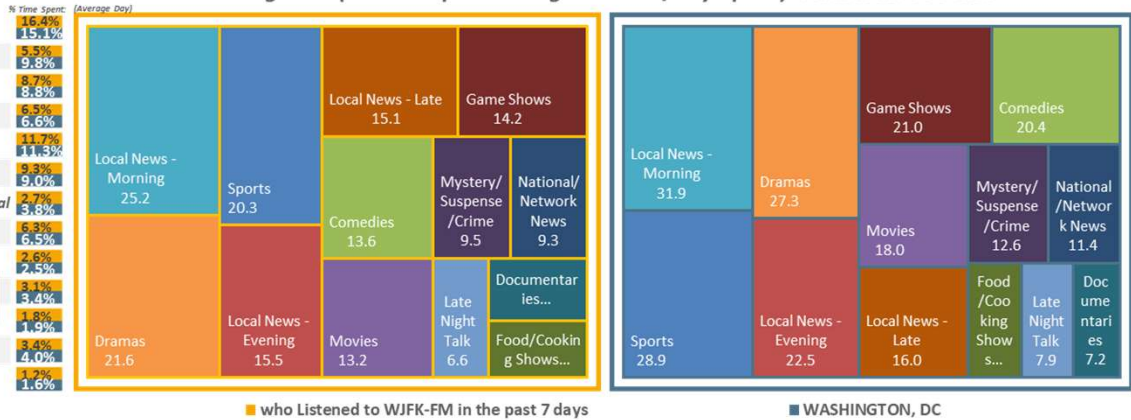


83,228 or 56.8% of Adults 18 or older who Listened to WJFK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Game Shows, and Dramas.

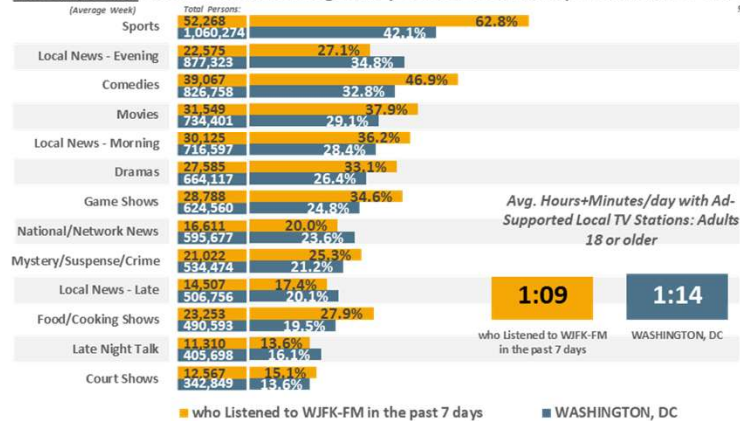
Local TV Station Programs (Persons & % Reach): Adults 18 or older



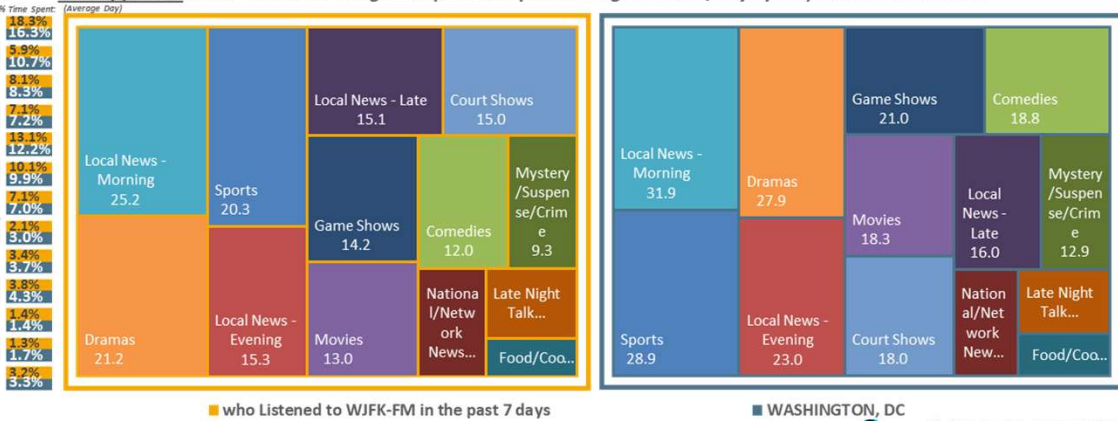
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149  
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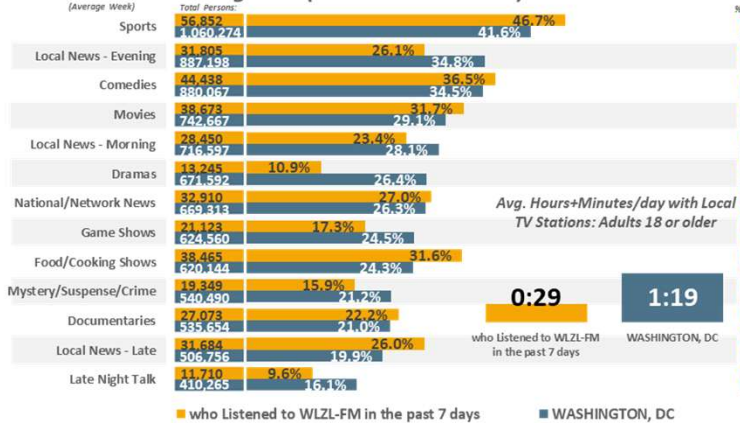
soefa.ai Share of Everything for Anything



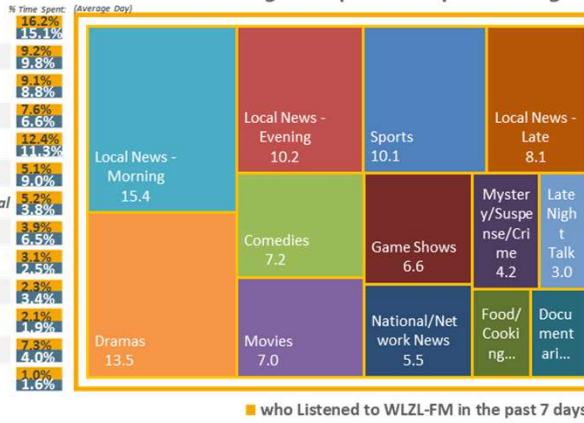


120,698 or 66.6% of Adults 18 or older who Listened to WLZL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Late, Local News - Evening, and Food/Cooking Shows.

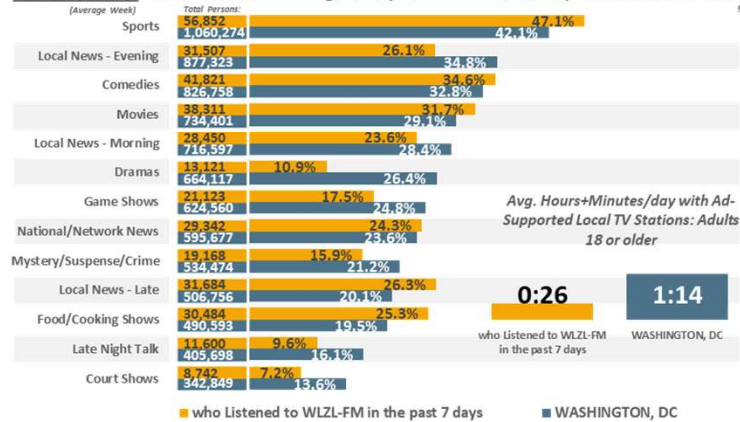
Local TV Station Programs (Persons & % Reach): Adults 18 or older



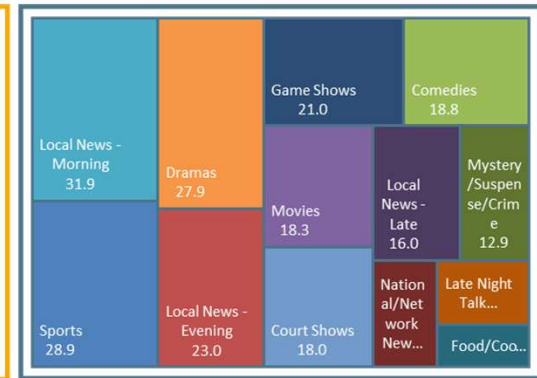
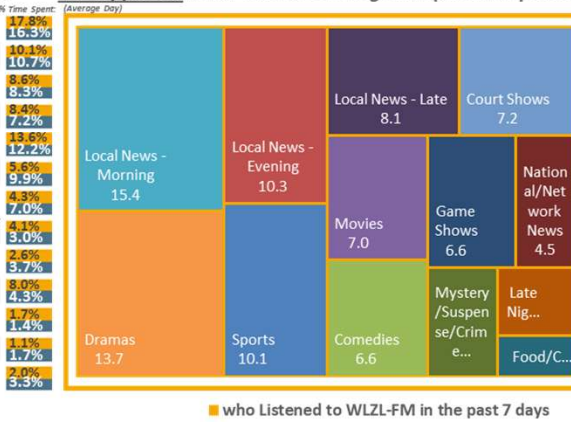
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



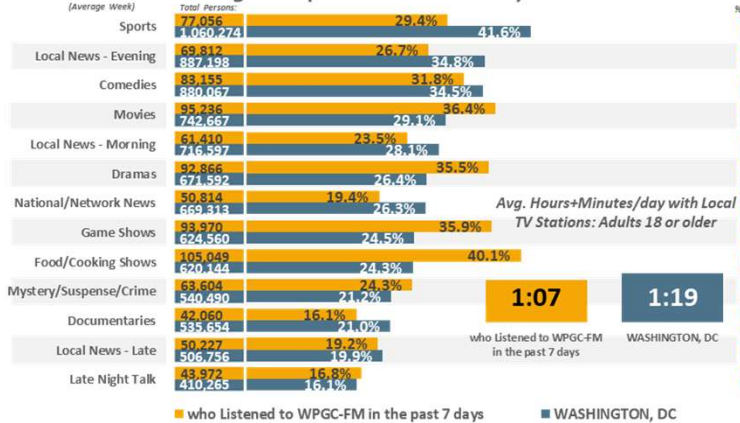
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 113  
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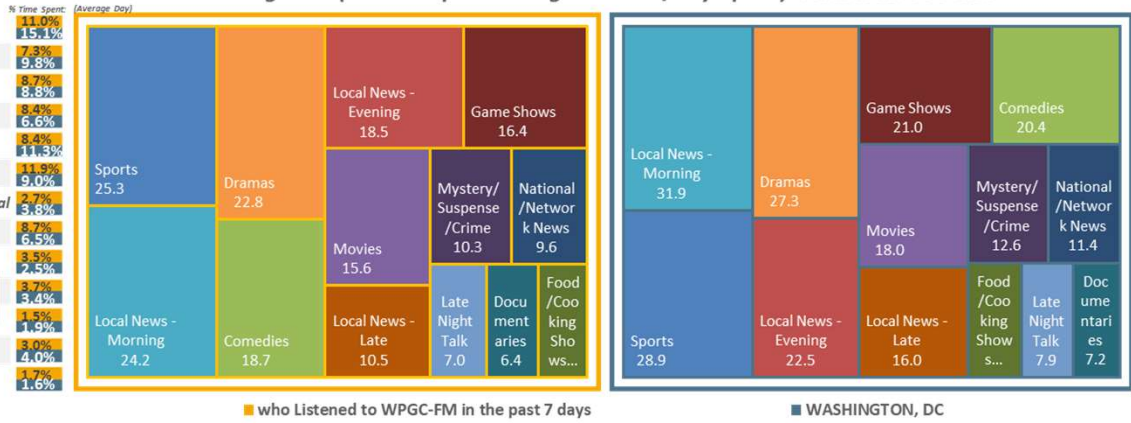


256,895 or 71.1% of Adults 18 or older who Listened to WPGC-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Movies, Dramas, Food/Cooking Shows, Comedies, and Sports.

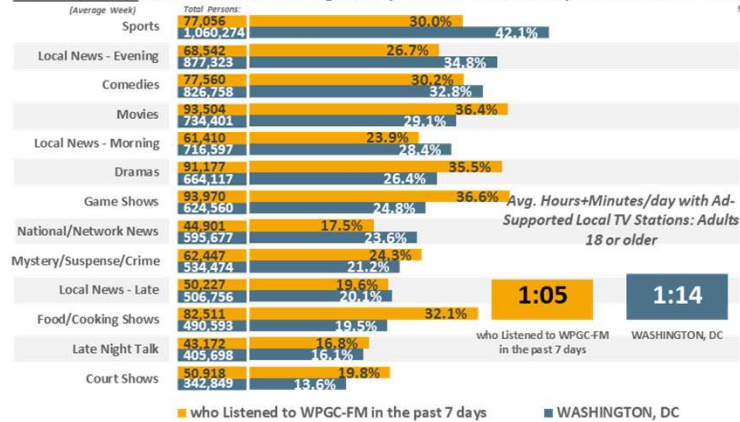
Local TV Station Programs (Persons & % Reach): Adults 18 or older



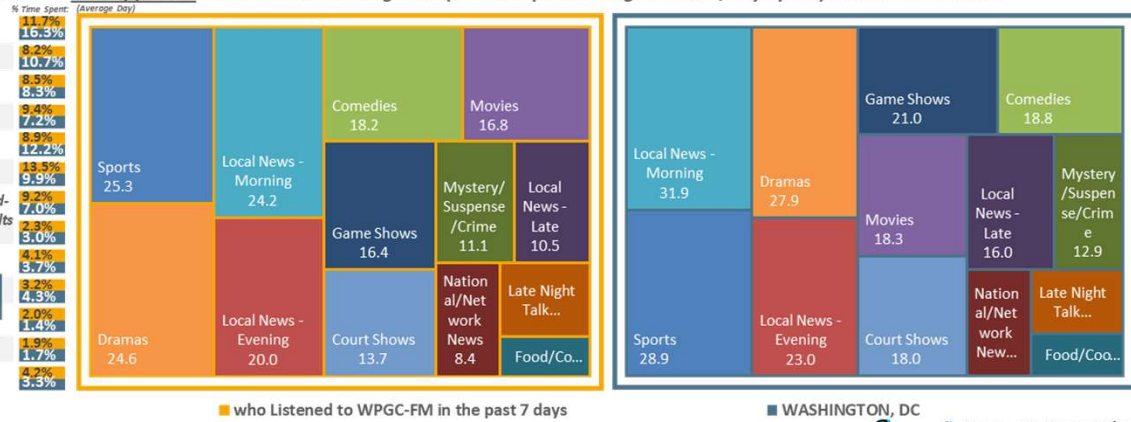
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Mar25-Mar26 Qual Intab 320  
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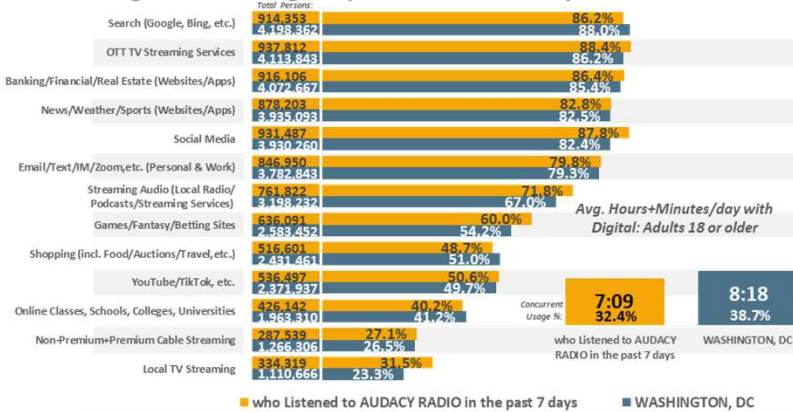
soefa.ai Share of Everything for Anything



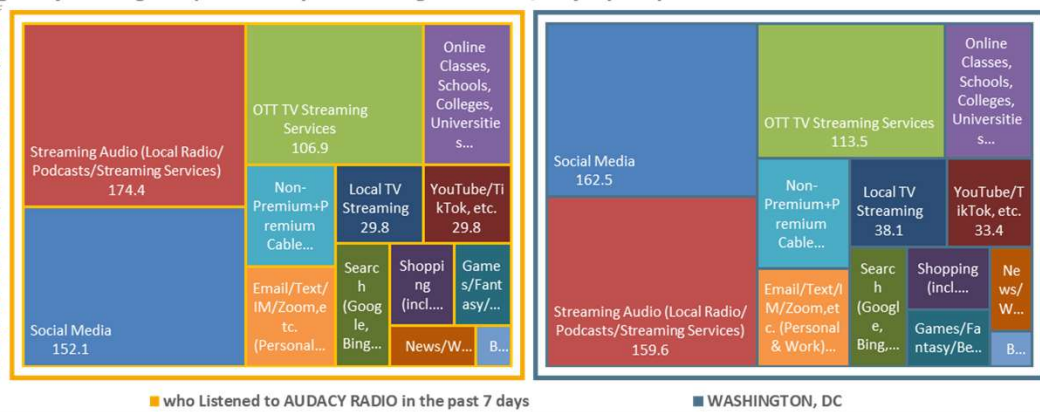


822,380 or 77.5% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Social Media for an average of 134.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

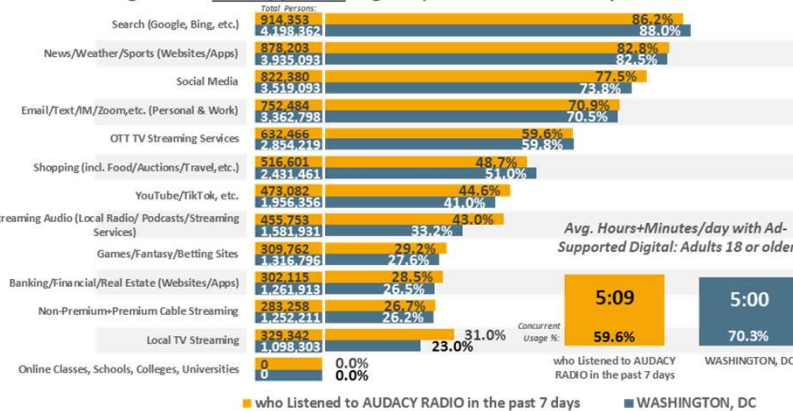
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



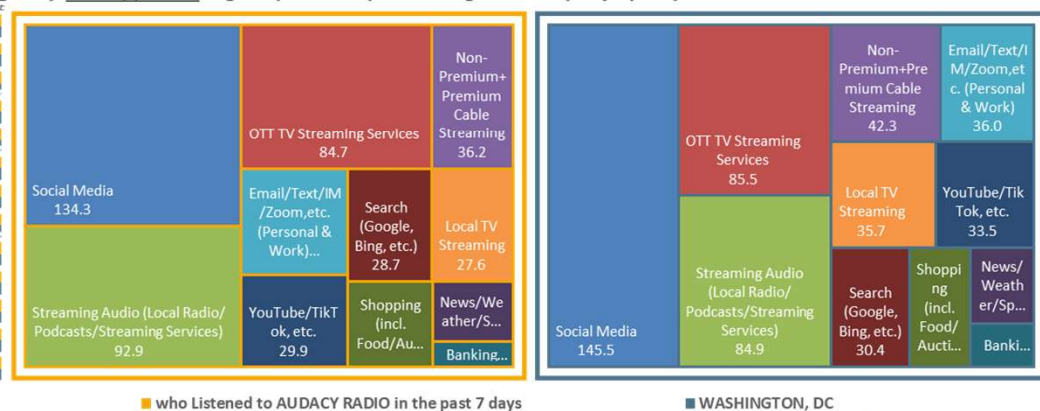
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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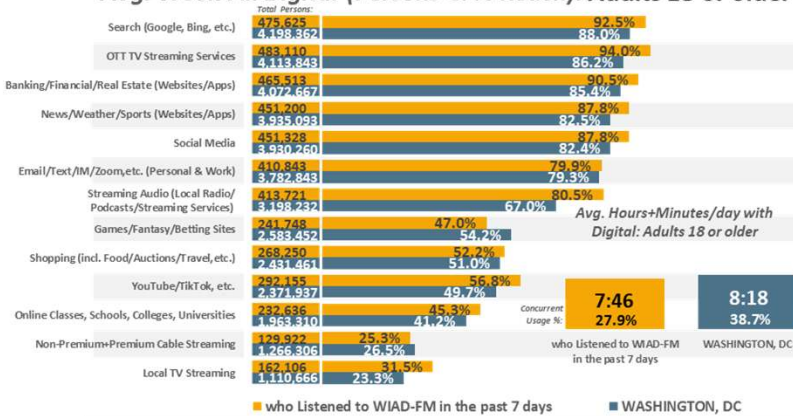
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



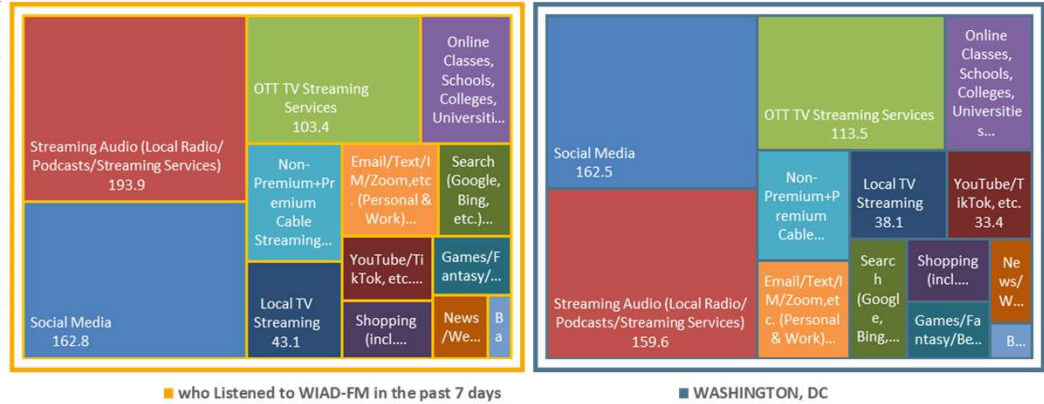


393,909 or 76.6% of Adults 18 or older who Listened to WIAD-FM in the past 7 days use Ad-Supported Social Media for an average of 142.1 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

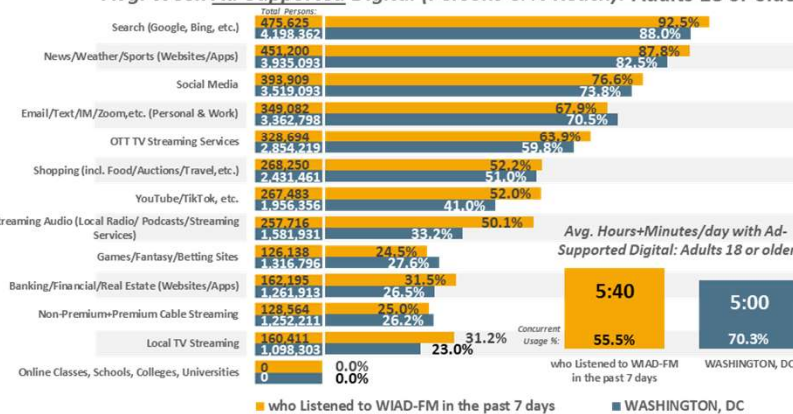
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



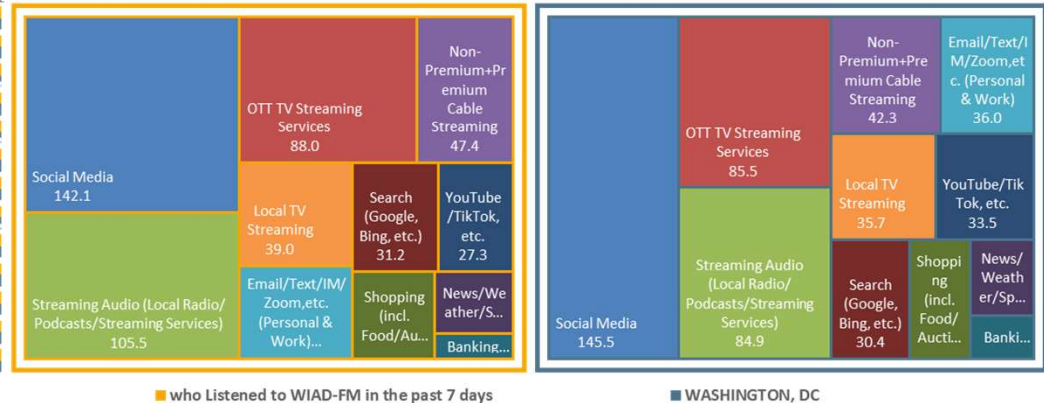
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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 R1 2026: Mar25-Mar26 Qual Intab 483  
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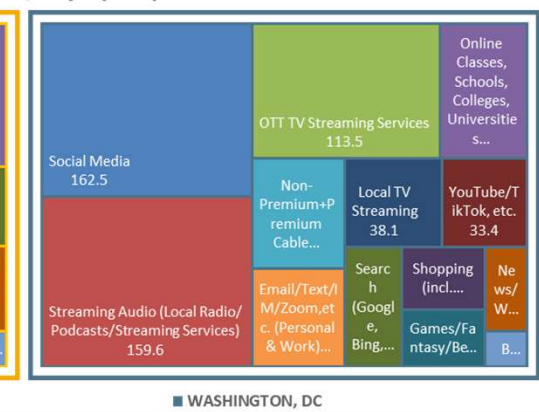
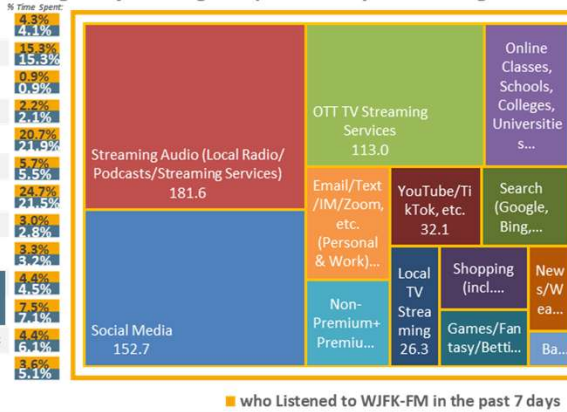
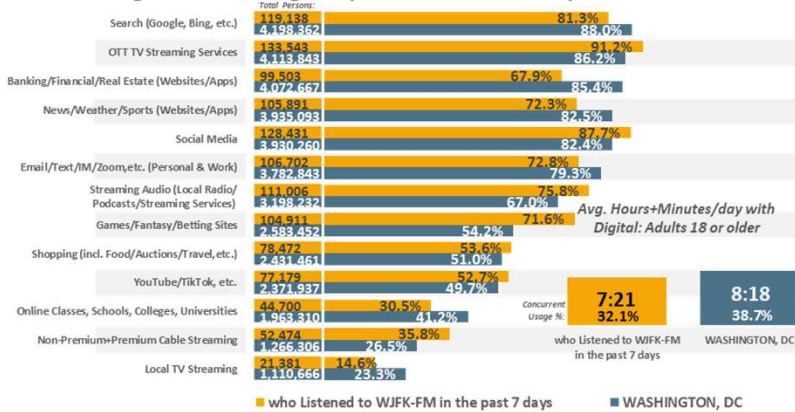
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124,365 or 84.9% of Adults 18 or older who Listened to WJFK-FM in the past 7 days use Ad-Supported Social Media for an average of 147.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

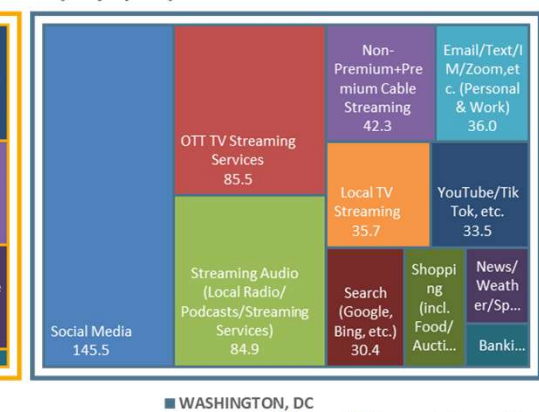
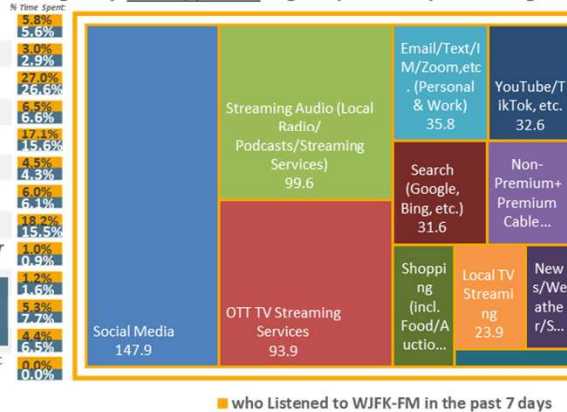
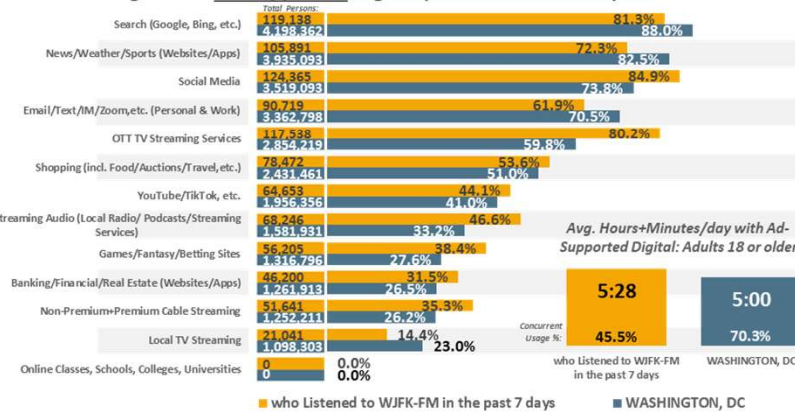
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**

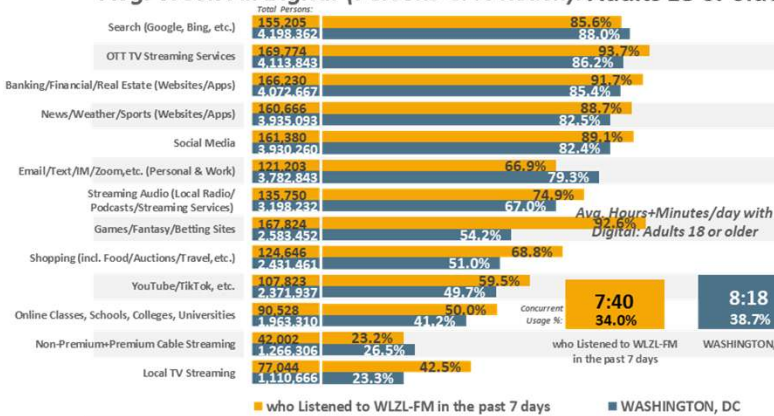




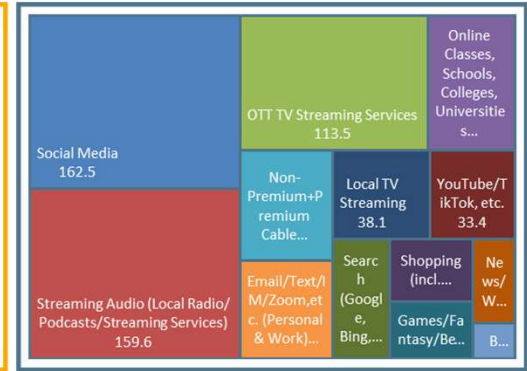
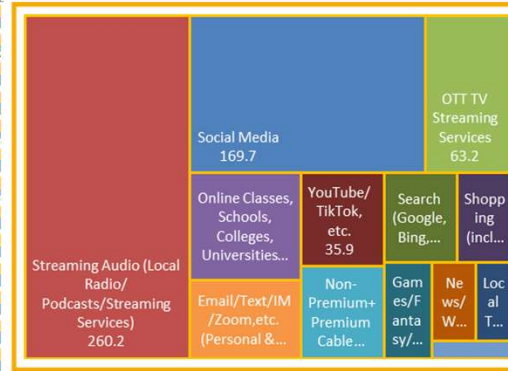


151,747 or 83.7% of Adults 18 or older who Listened to WLZL-FM in the past 7 days use Ad-Supported Social Media for an average of 159.6 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

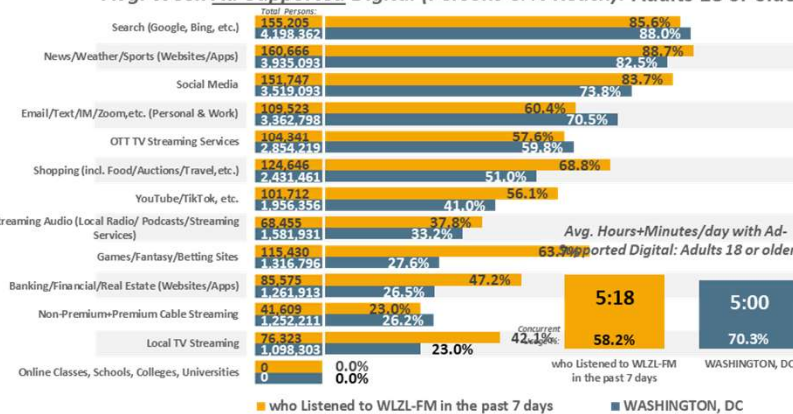
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



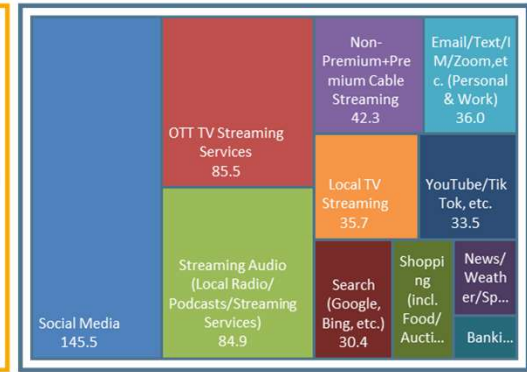
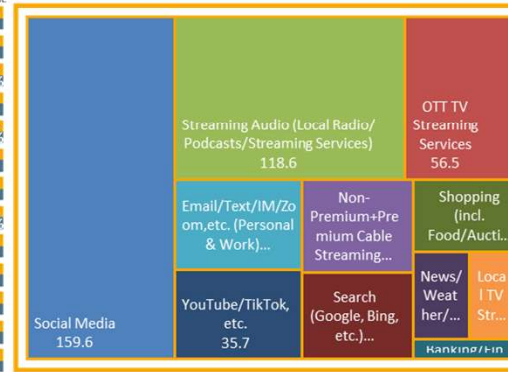
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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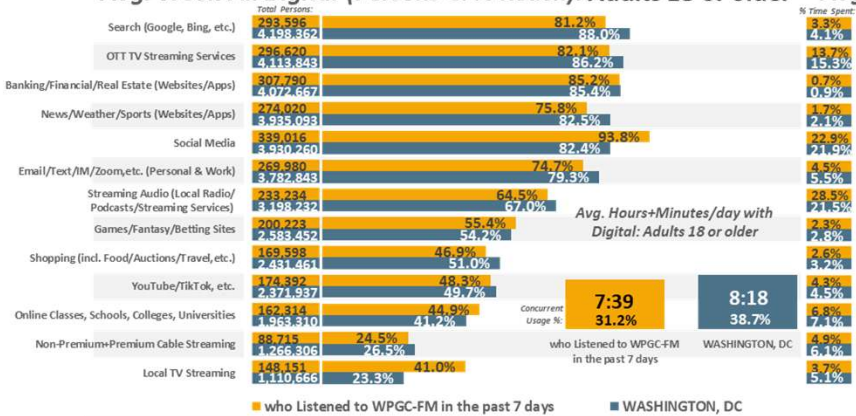
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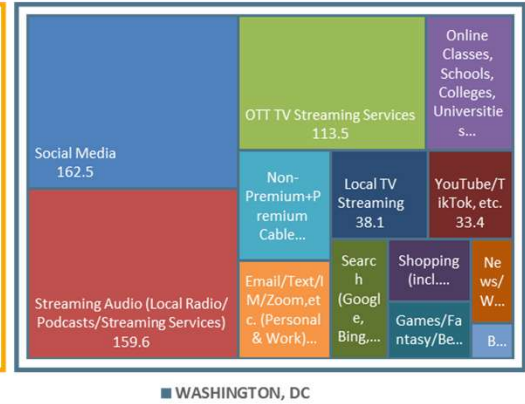
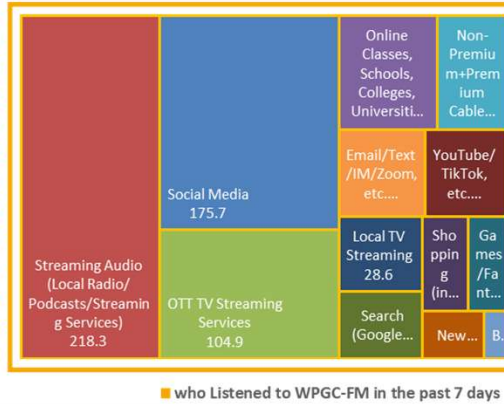


283,150 or 78.3% of Adults 18 or older who Listened to WPGC-FM in the past 7 days use Ad-Supported Social Media for an average of 146.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

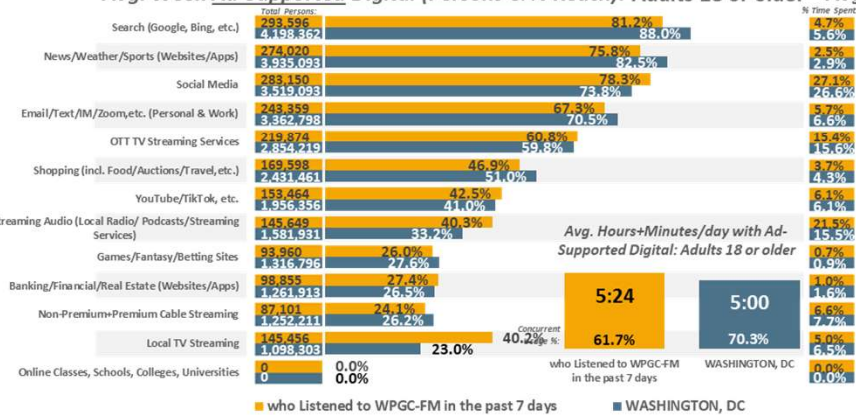
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



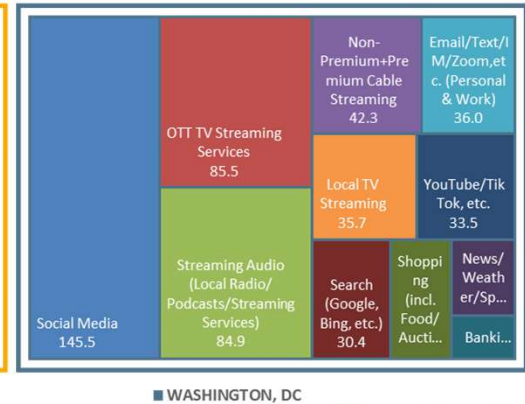
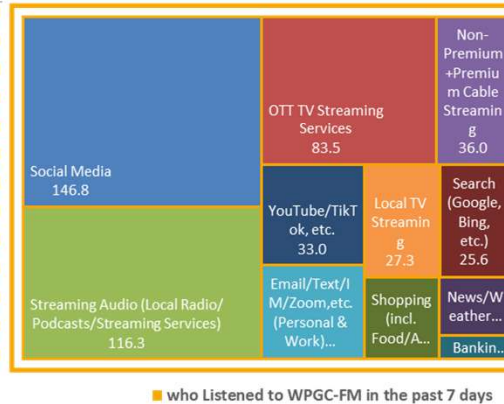
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



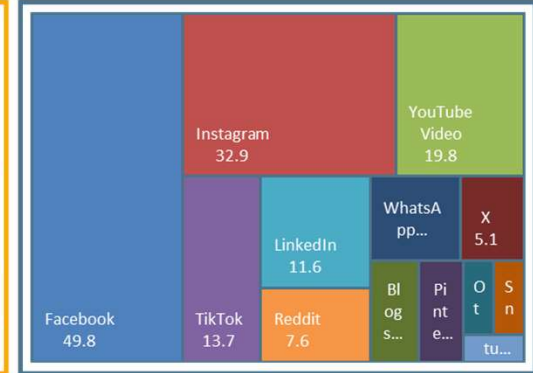
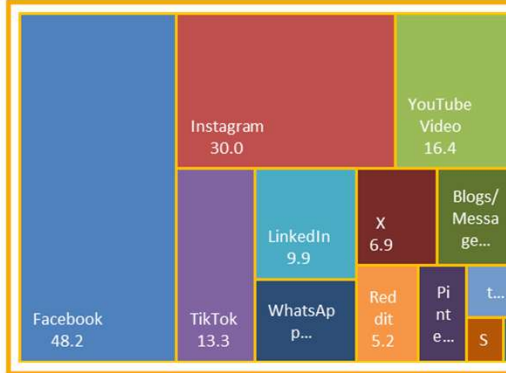
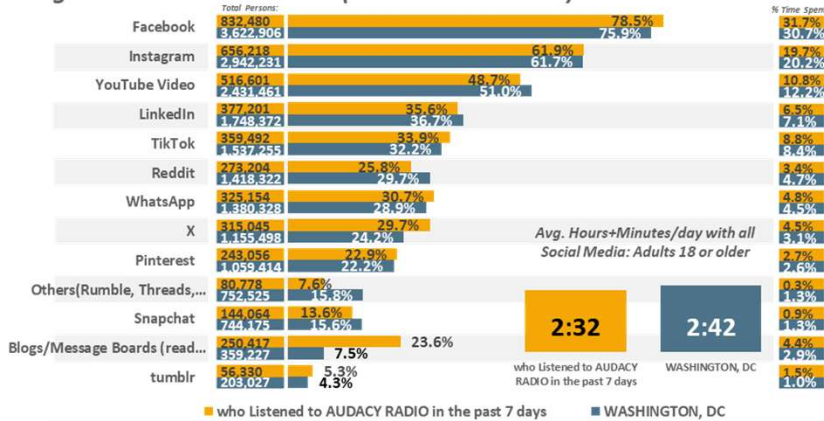
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 320  
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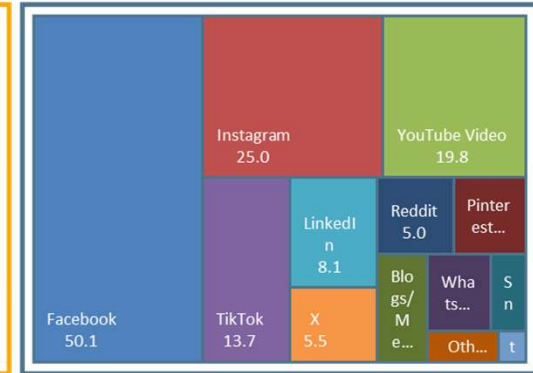
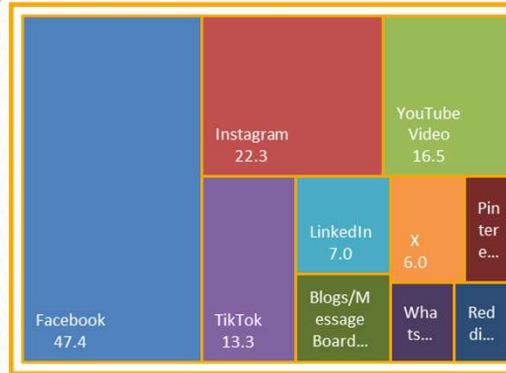
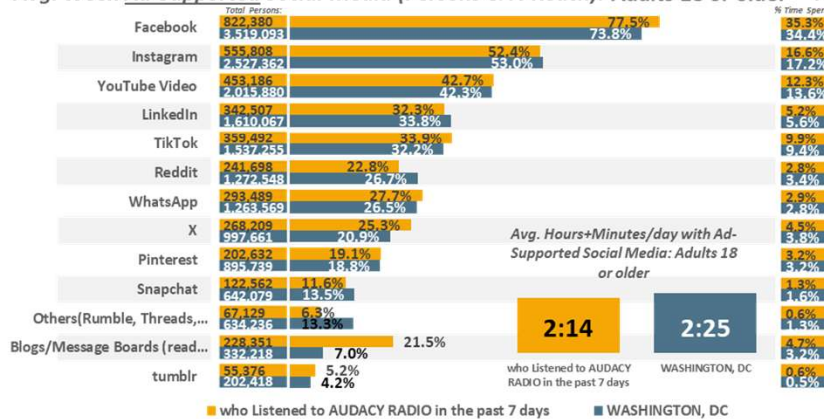


822,380 or 77.5% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 47.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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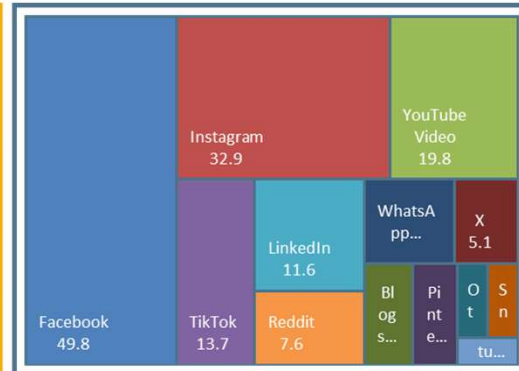
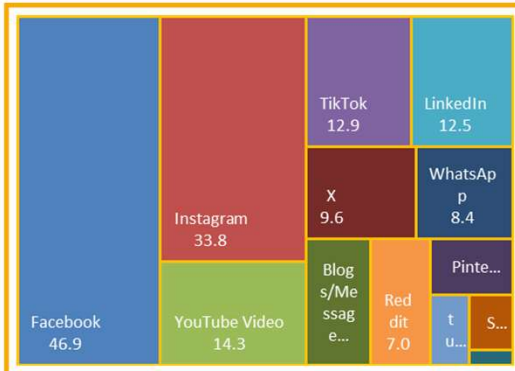
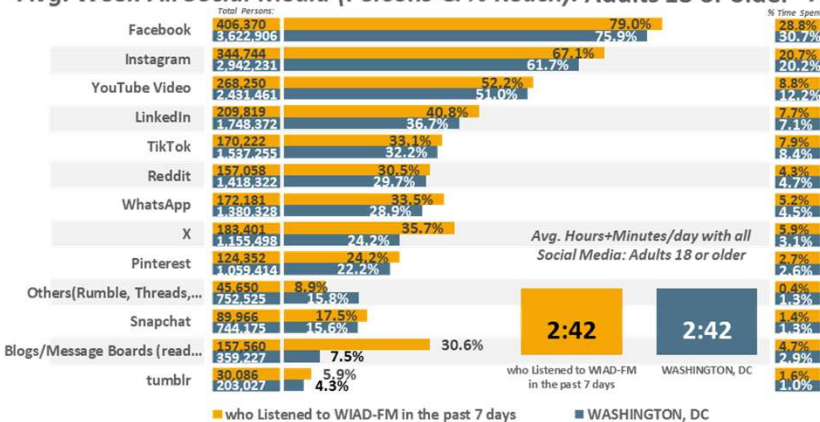
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

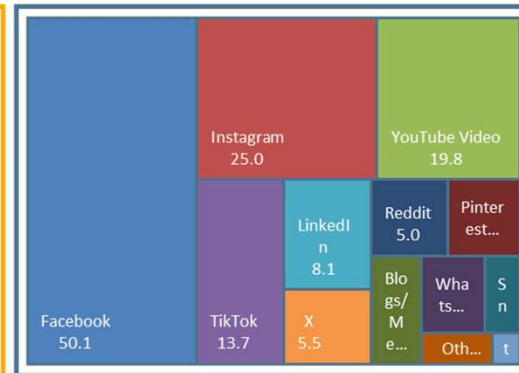
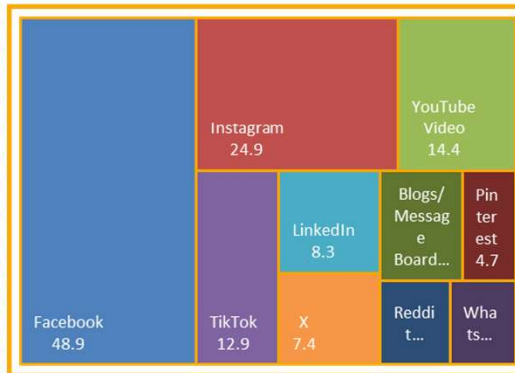
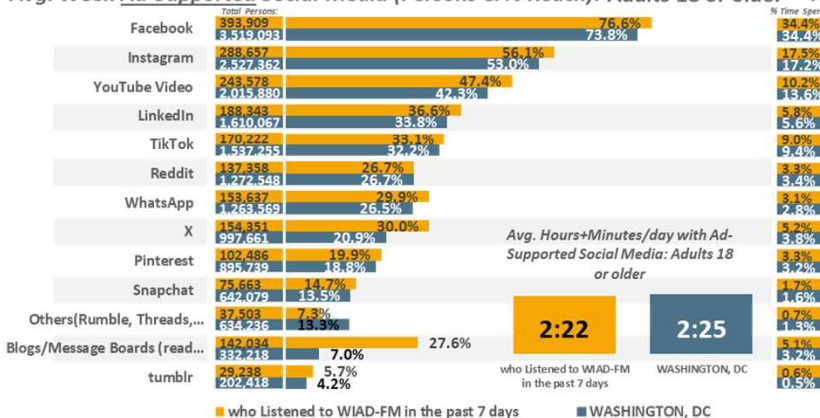


393,909 or 76.6% of Adults 18 or older who Listened to WIAD-FM in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

**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 R1 2026: Mar25-Mar26 Qual Intab 483  
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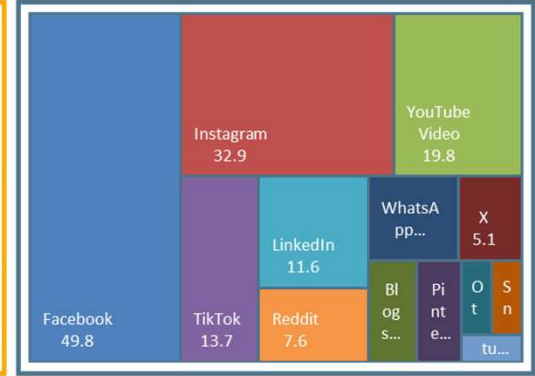
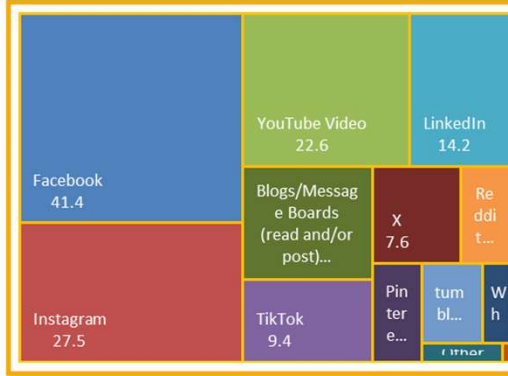
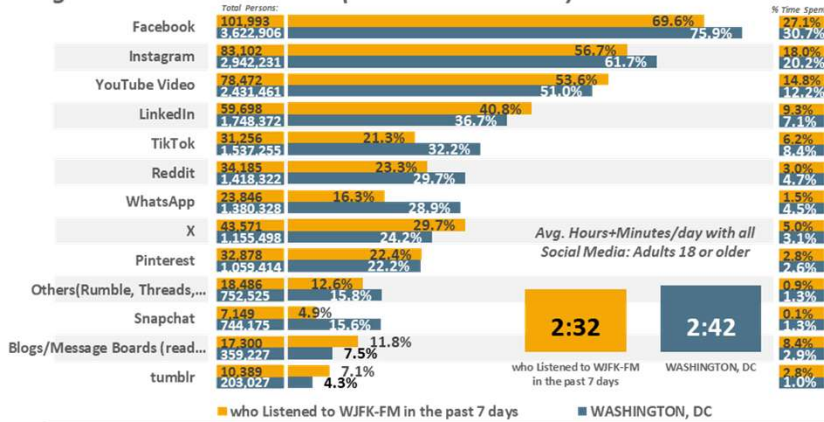
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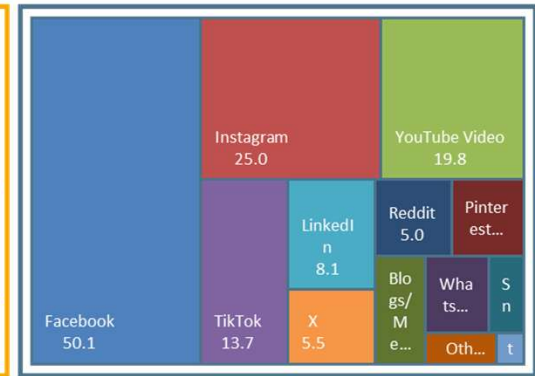
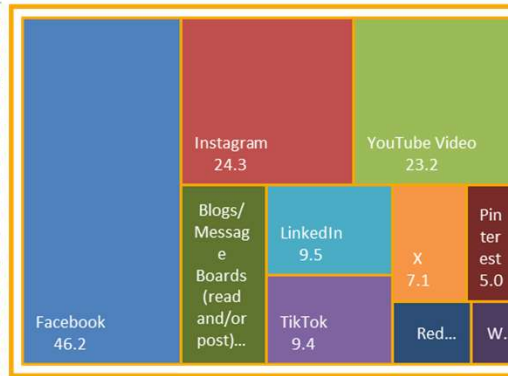
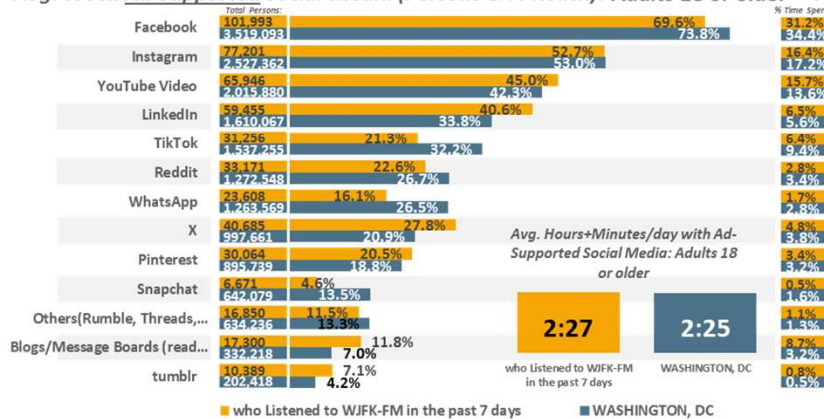


101,993 or 69.6% of Adults 18 or older who Listened to WJFK-FM in the past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

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



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



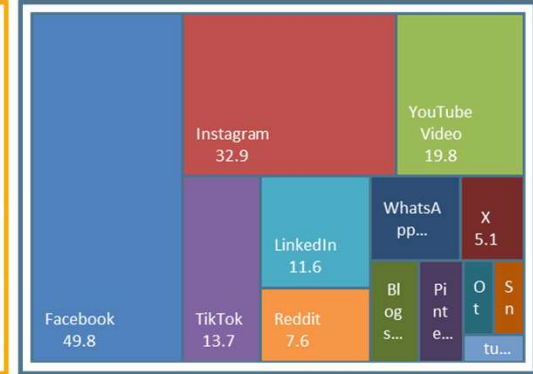
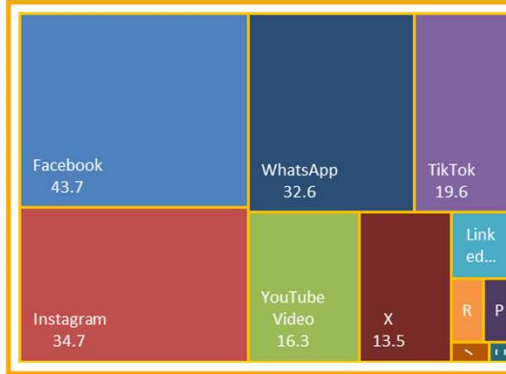
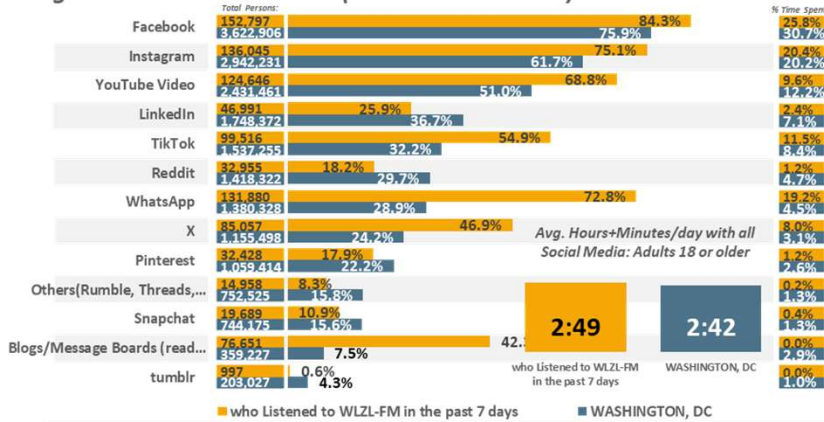
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149  
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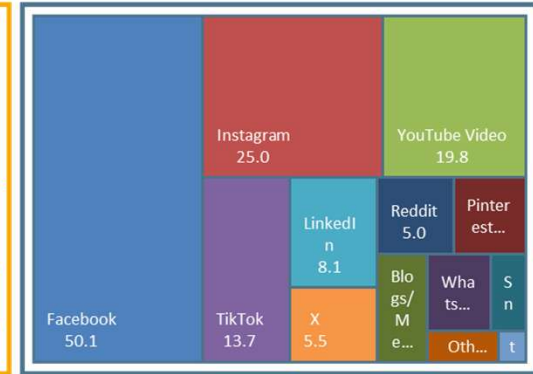
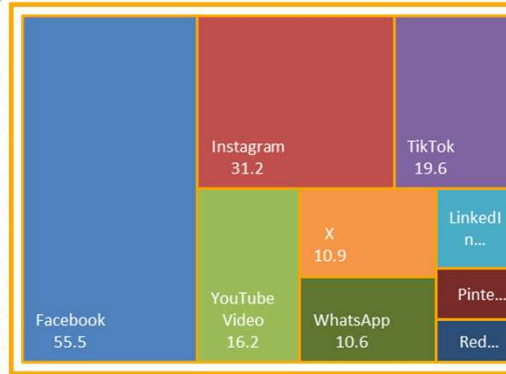
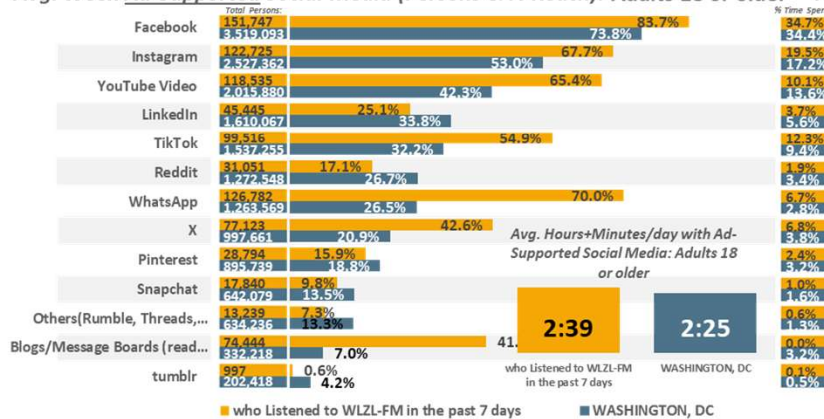


151,747 or 83.7% of Adults 18 or older who Listened to WLZL-FM in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

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



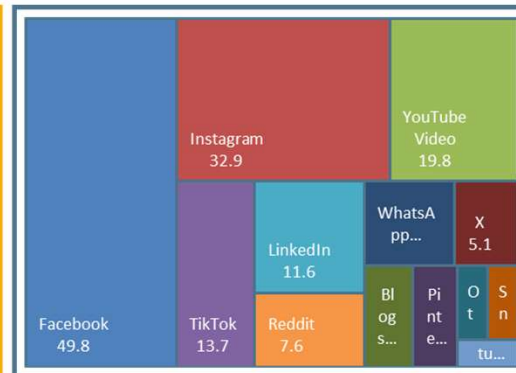
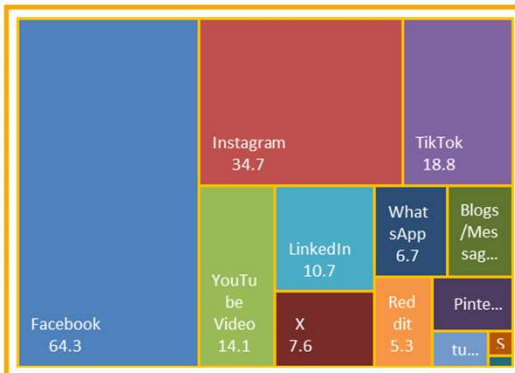
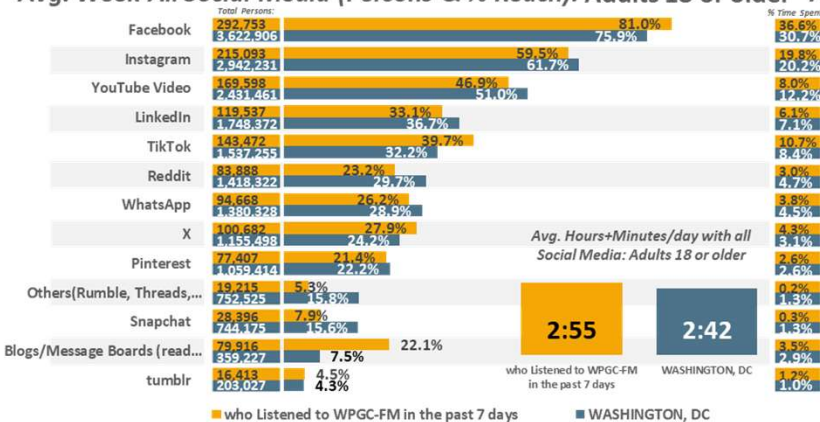
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**    **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



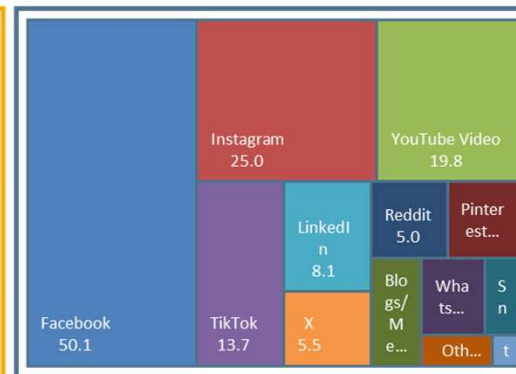
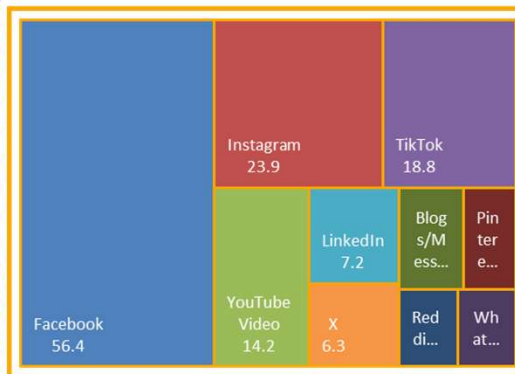
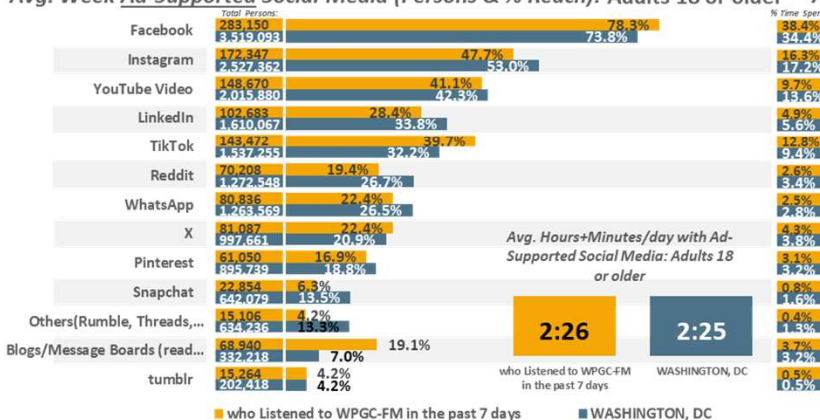


283,150 or 78.3% of Adults 18 or older who Listened to WPGC-FM in the past 7 days use Ad-Supported Facebook for an average of 56.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

**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 R1 2026: Mar25-Mar26 Qual Intab 320  
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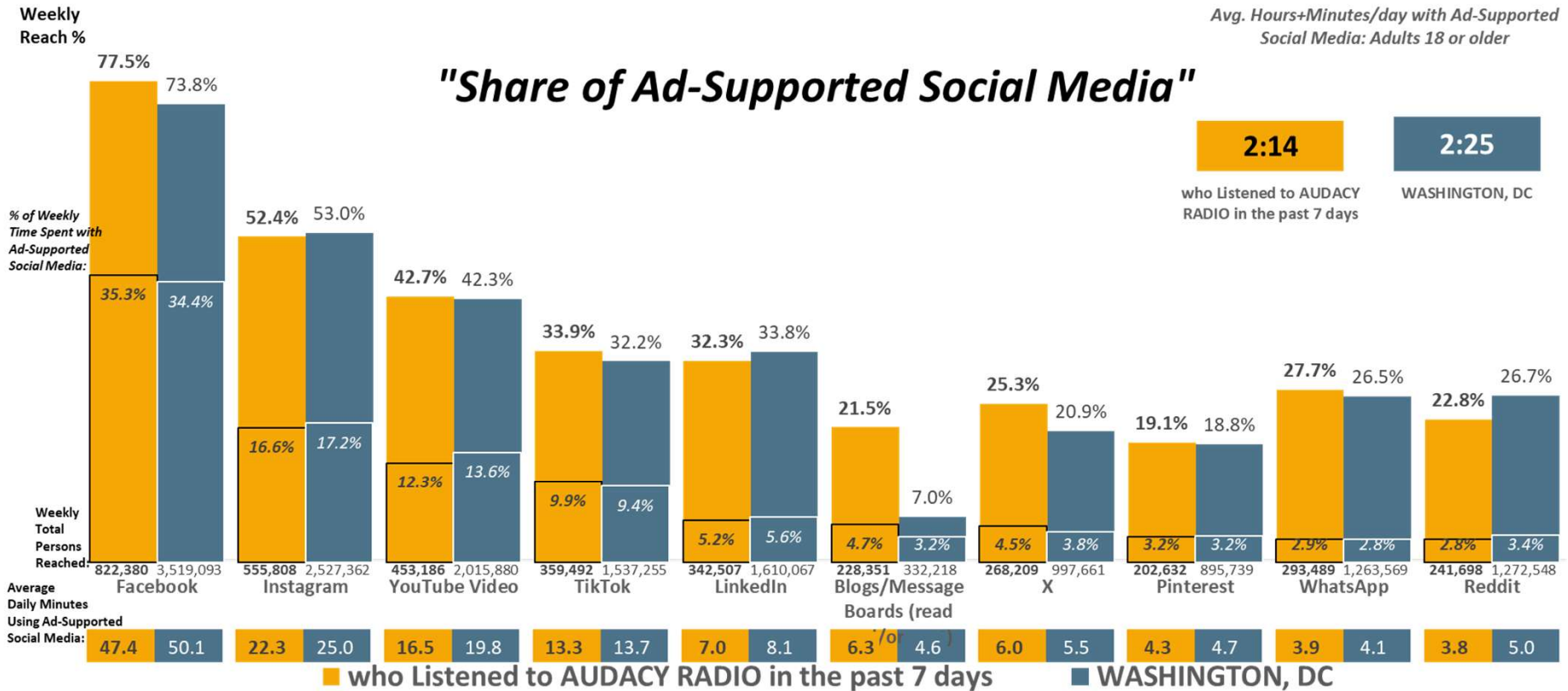
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822,380 or 77.5% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days use Ad-Supported Facebook for an average of 47.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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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)

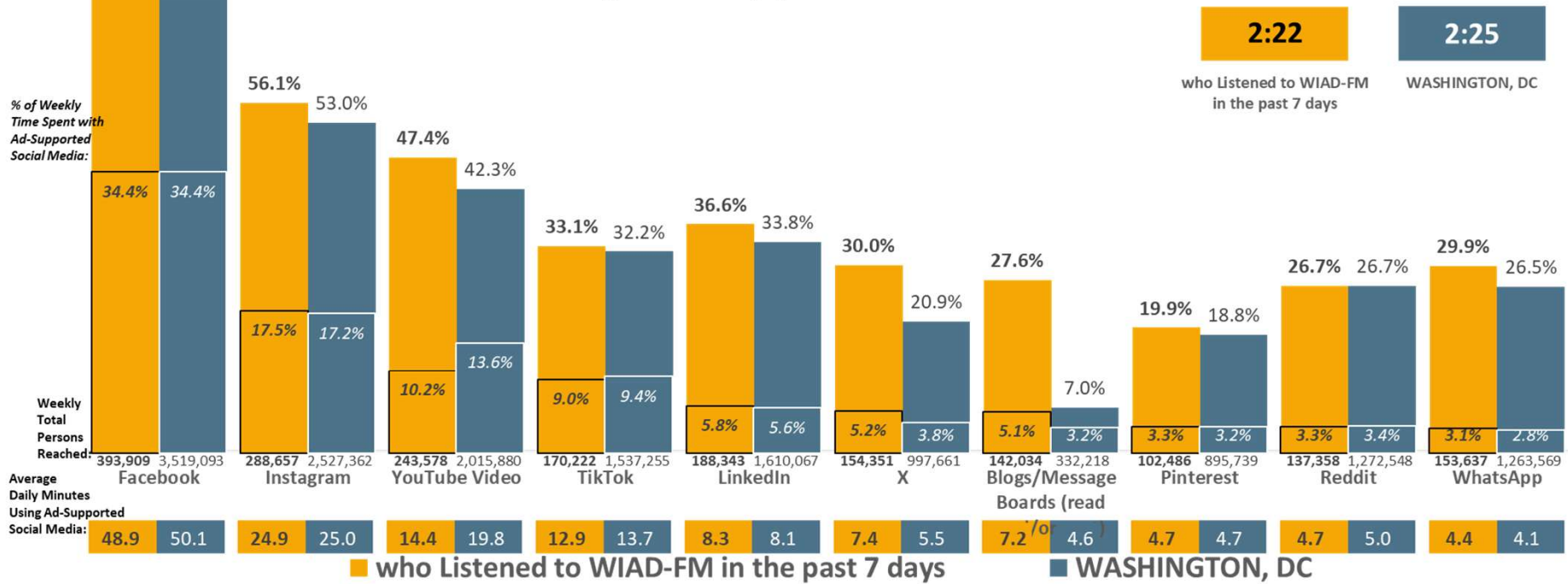


393,909 or 76.6% of Adults 18 or older who Listened to WIAD-FM in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

## "Share of Ad-Supported Social Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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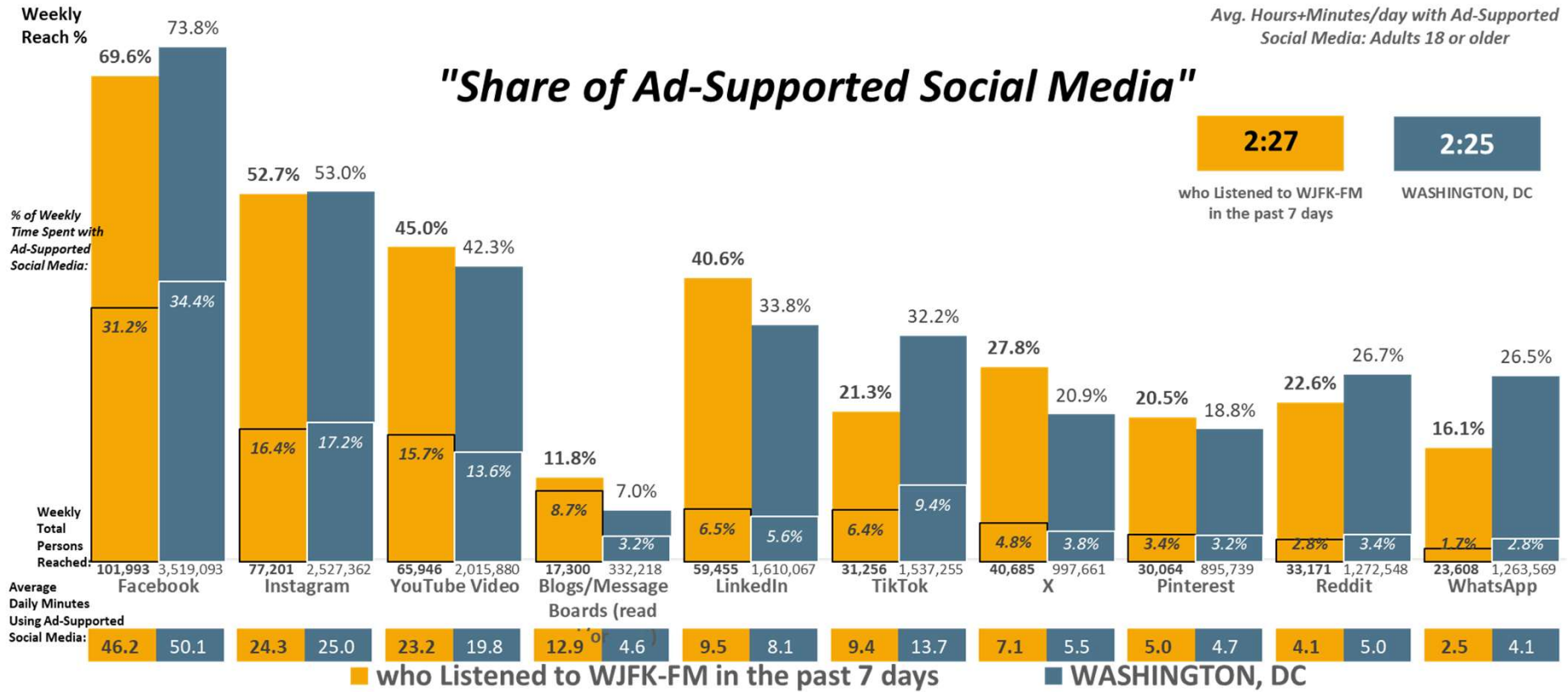
soefa.ai Share of Everything  
for Anything

Radio Stations: WIAD-FM



101,993 or 69.6% of Adults 18 or older who Listened to WJFK-FM in the past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

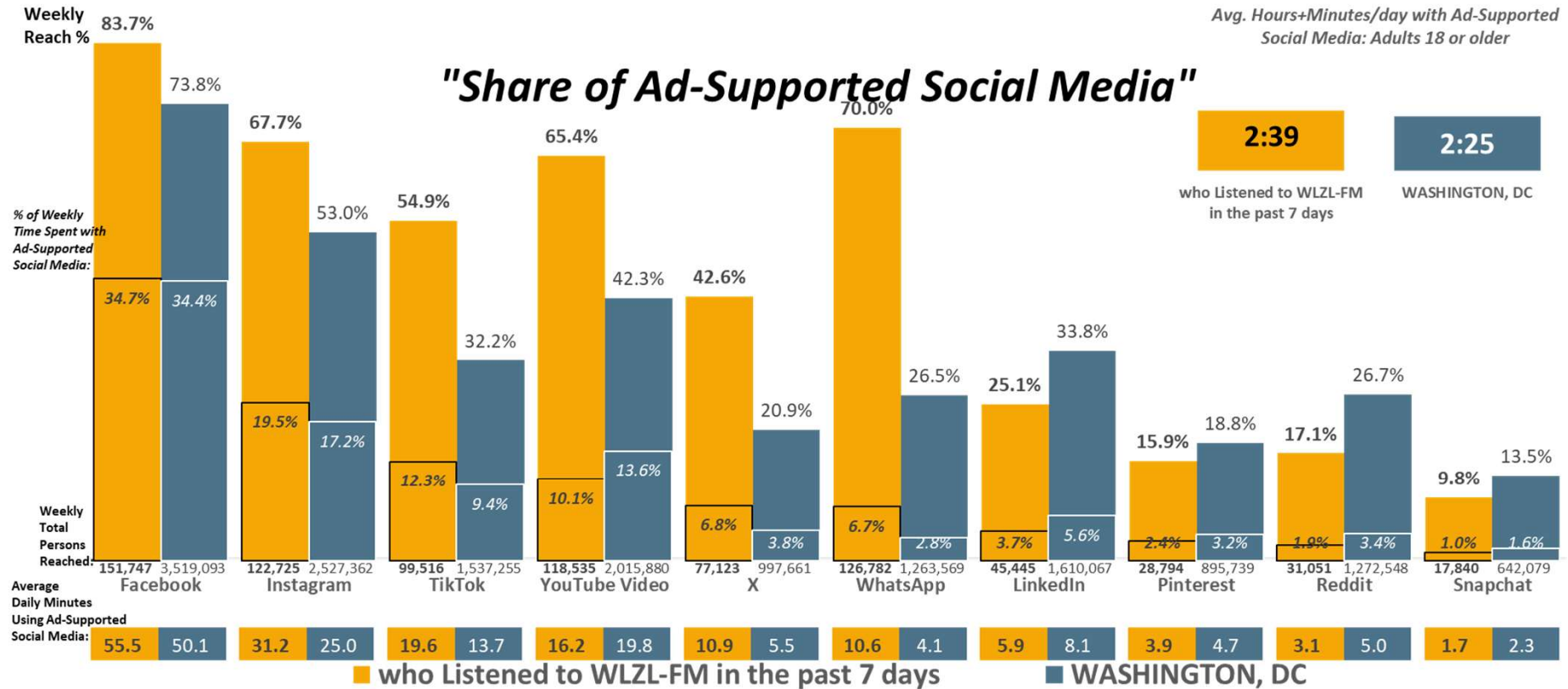
## "Share of Ad-Supported Social Media"







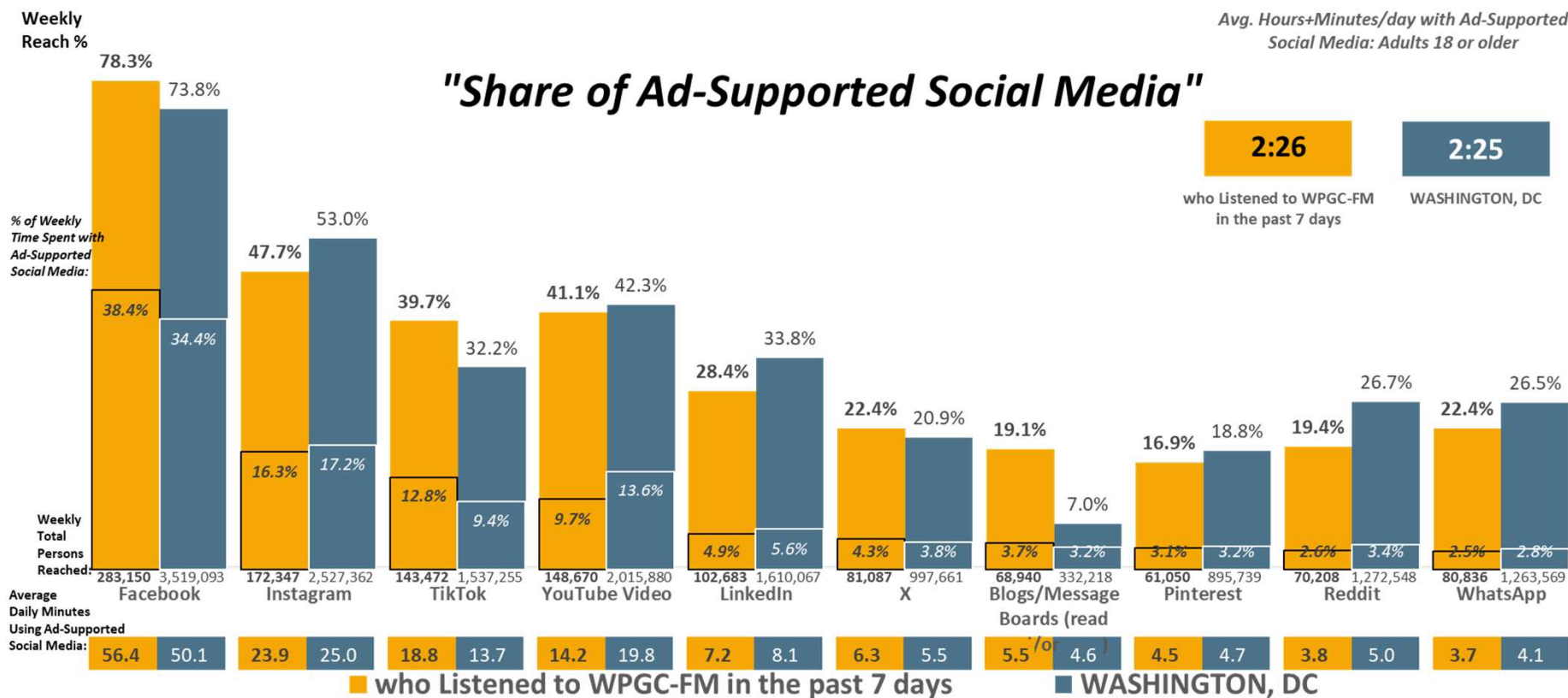
151,747 or 83.7% of Adults 18 or older who Listened to WLZL-FM in the past 7 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.





283,150 or 78.3% of Adults 18 or older who Listened to WPGC-FM in the past 7 days use Ad-Supported Facebook for an average of 56.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 320 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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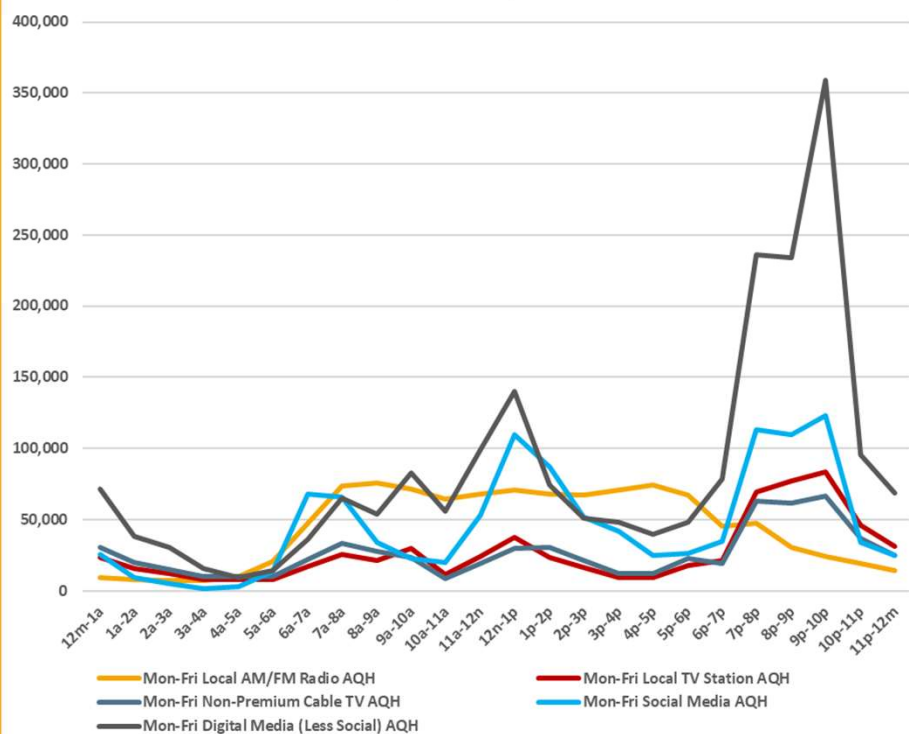
soefa.ai Share of Everything for Anything

Radio Stations: WPGC-FM

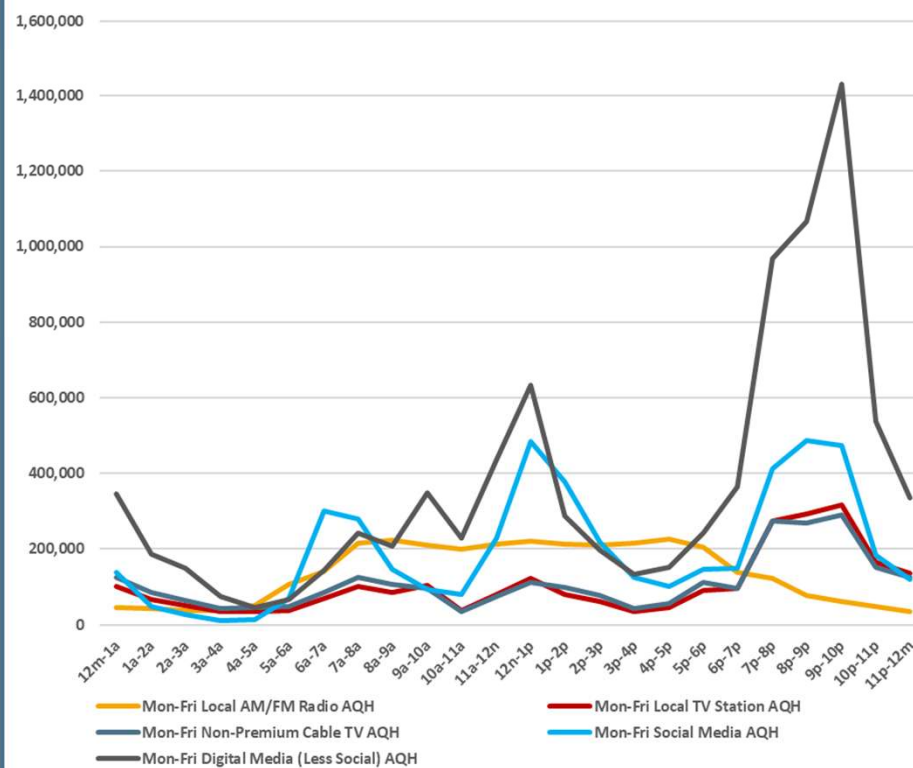


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,029; Local Radio: 66,464; Social Media: 49,235; Non-Prem. Cable: 21,613; Local TV: 20,278 reaching Adults 18 or older who Listened to AUDACY RADIO in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to AUDACY RADIO in the  
past 7 days**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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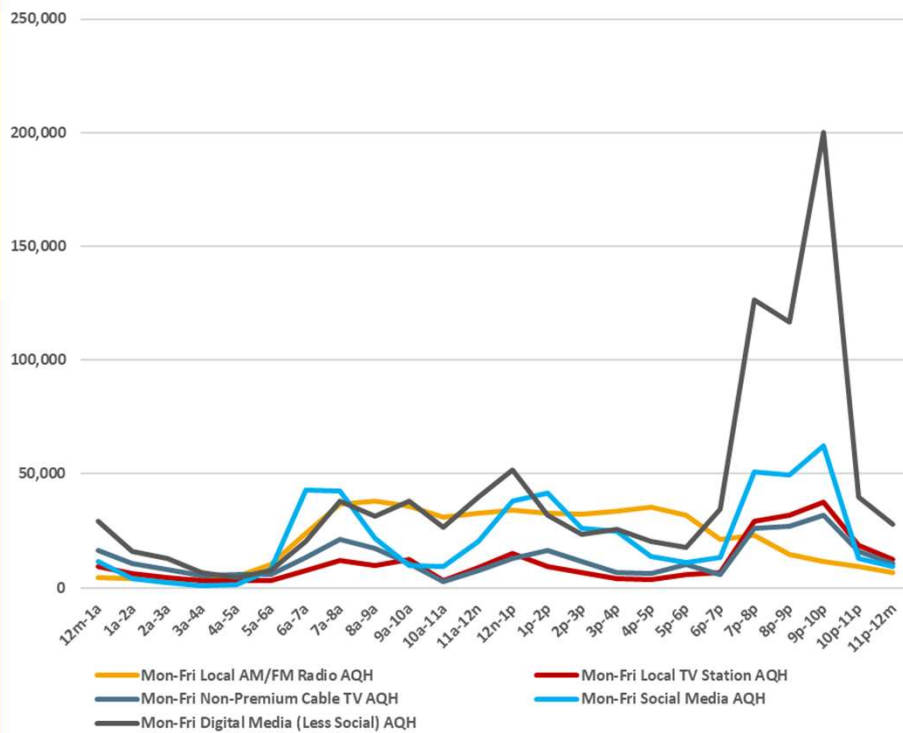
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



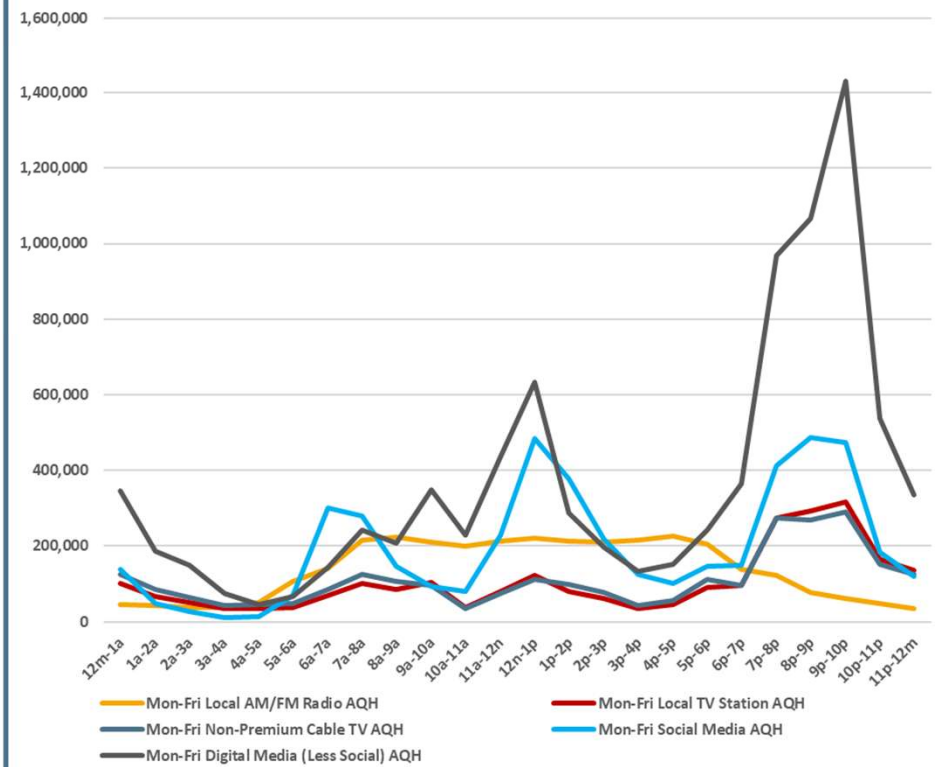


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 32,204; All Other Digital Media: 30,679; Social Media: 24,176; Non-Prem. Cable: 10,960; Local TV: 8,052 reaching Adults 18 or older who Listened to WIAD-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WIAD-FM in the past 7 days**



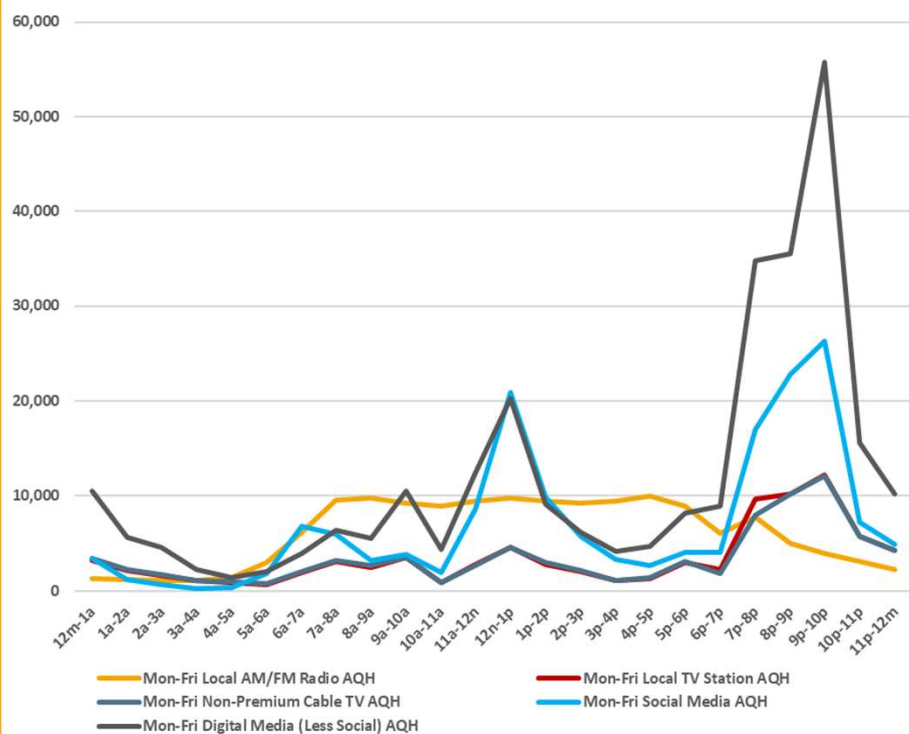
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older**



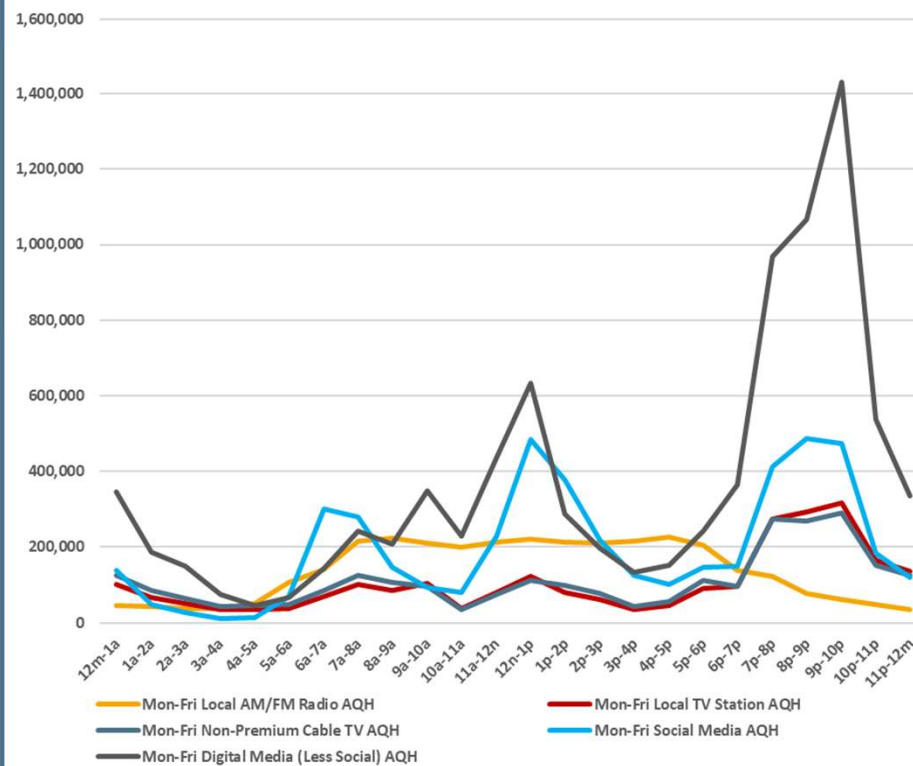


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 8,897; All Other Digital Media: 8,040; Social Media: 6,217; Non-Prem. Cable: 2,456; Local TV: 2,429 reaching Adults 18 or older who Listened to WJFK-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Listened to WJFK-FM in the past 7 days



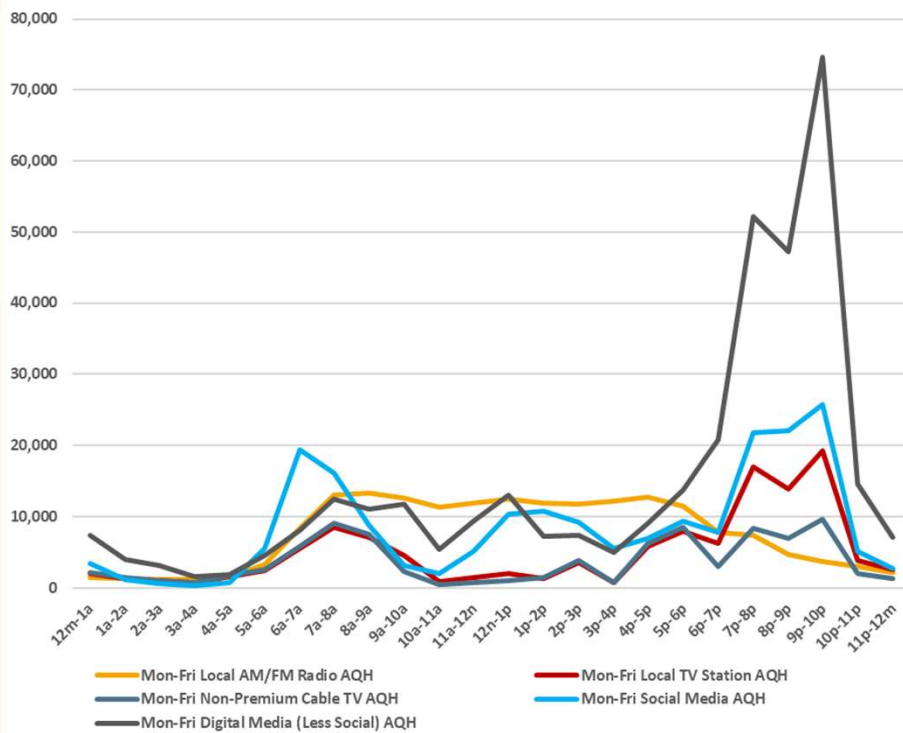
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
WASHINGTON, DC Metro Area Adults 18 or older



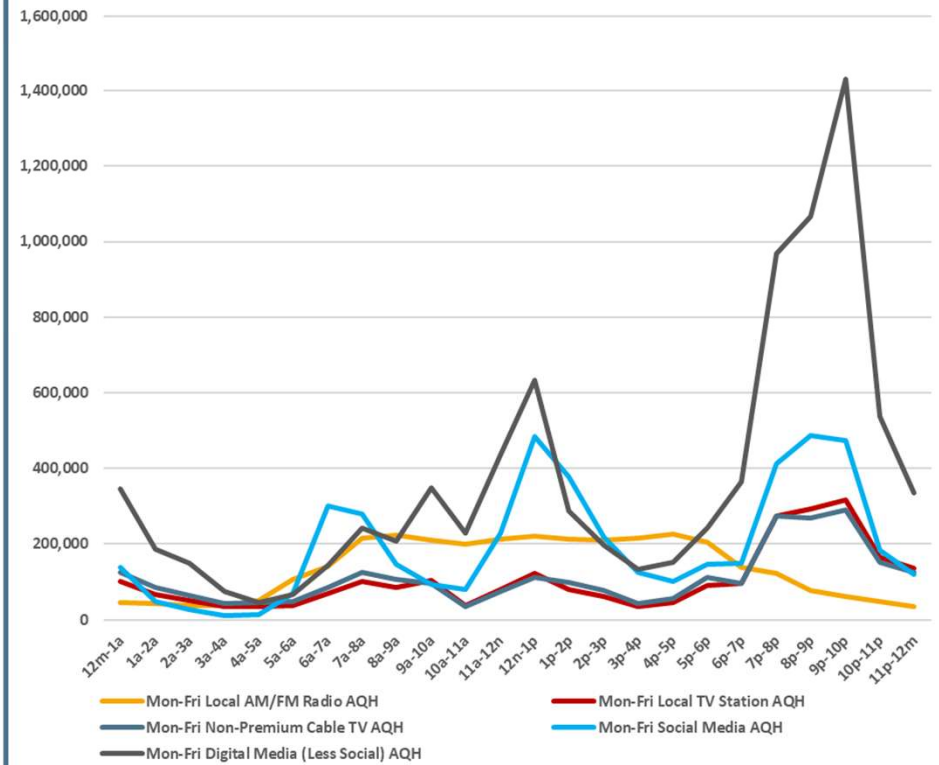


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 11,583; All Other Digital Media: 10,300; Social Media: 8,784; Local TV: 4,260; Non-Prem. Cable: 3,875 reaching Adults 18 or older who Listened to WLZL-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WLZL-FM in the past 7  
days**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older**

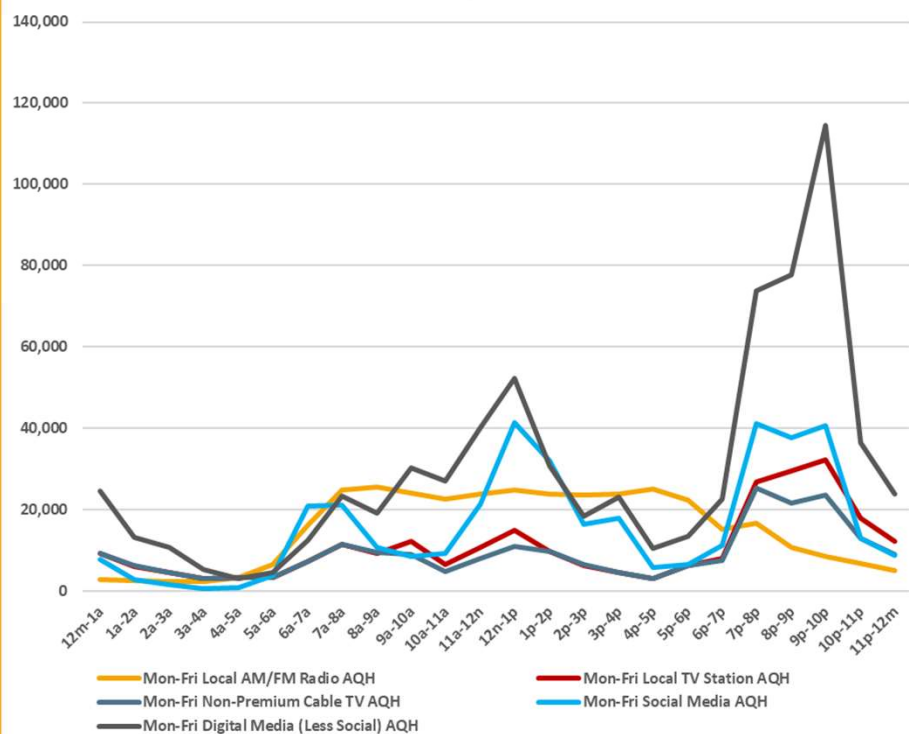




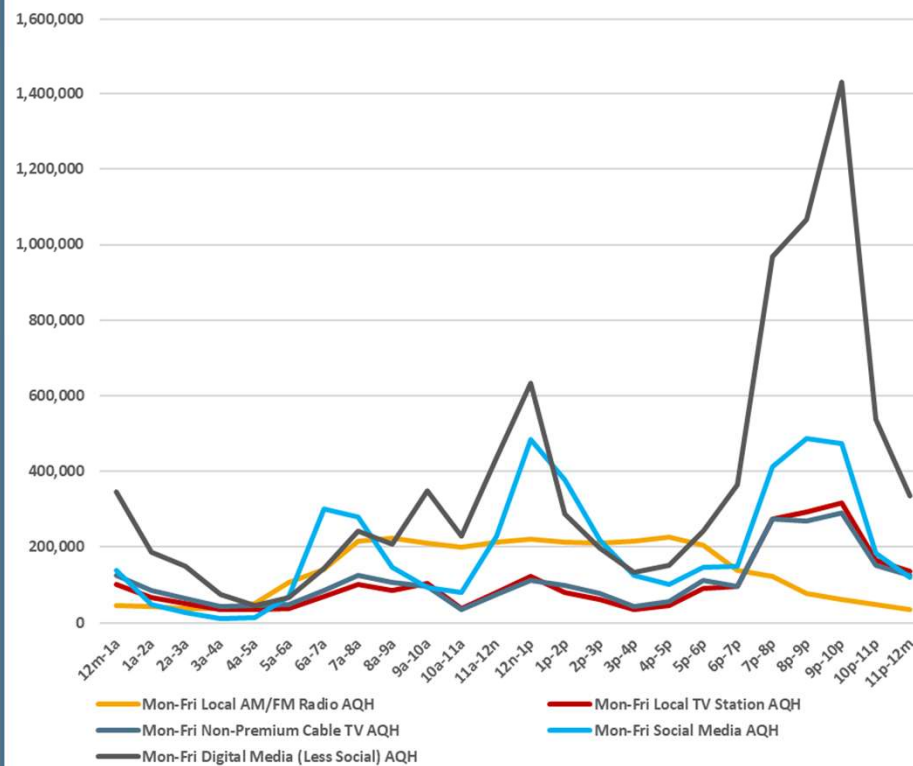


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,807;  
Local Radio: 22,668; Social Media: 17,060; Local TV: 8,425; Non-Prem. Cable: 7,497  
reaching Adults 18 or older who Listened to WPGC-FM in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WPGC-FM in the past 7  
days*



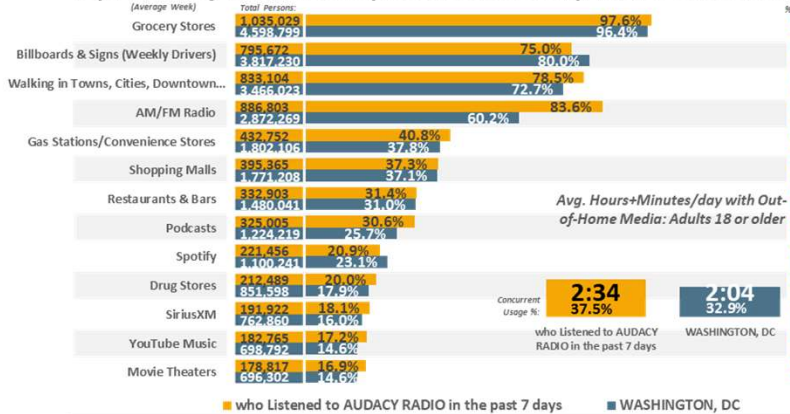
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older*



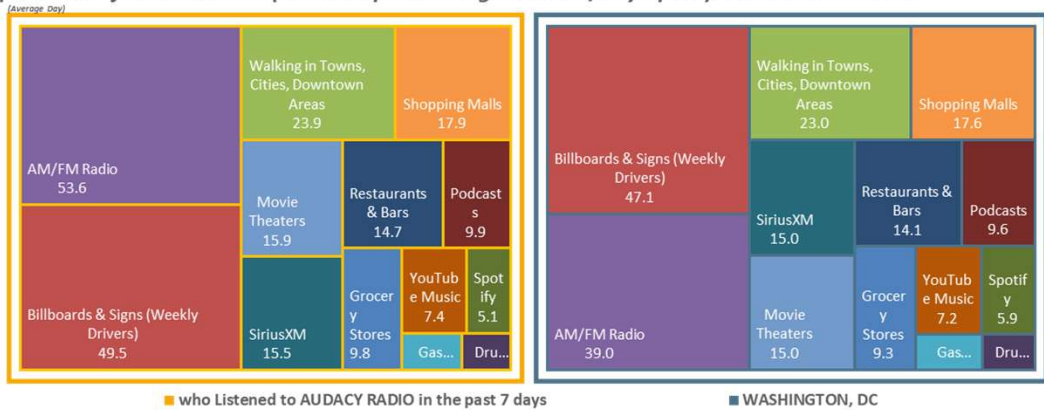


795,672 or 75.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.3 minutes/day.

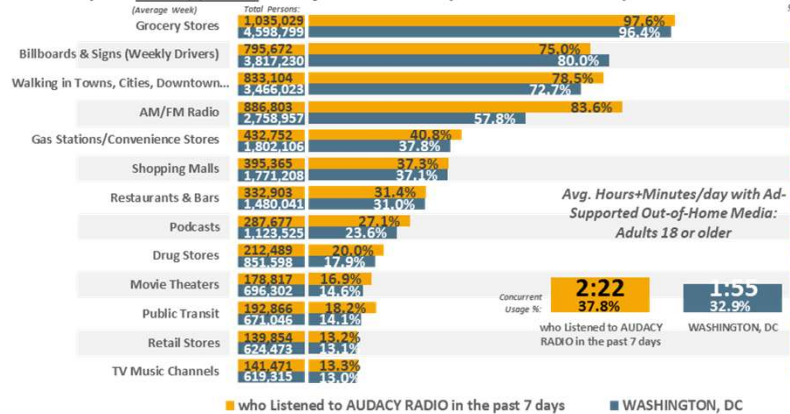
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



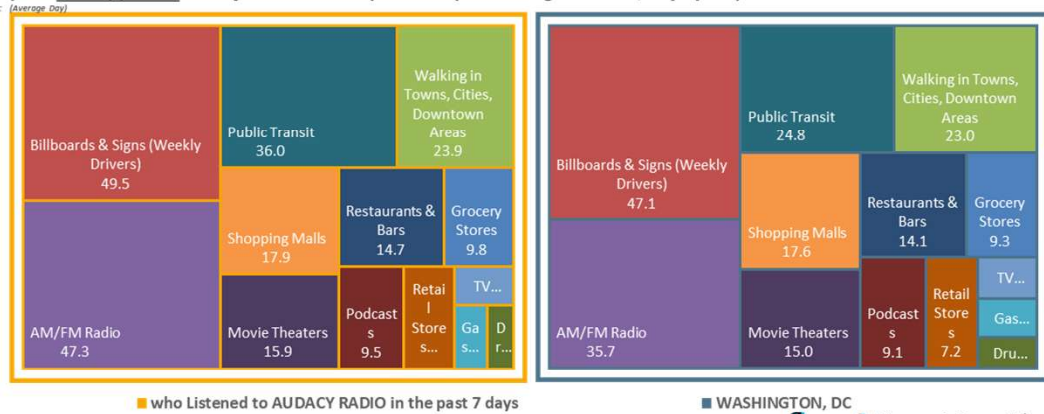
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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 R1 2026: Mar25-Mar26 Qual Intab 1,063  
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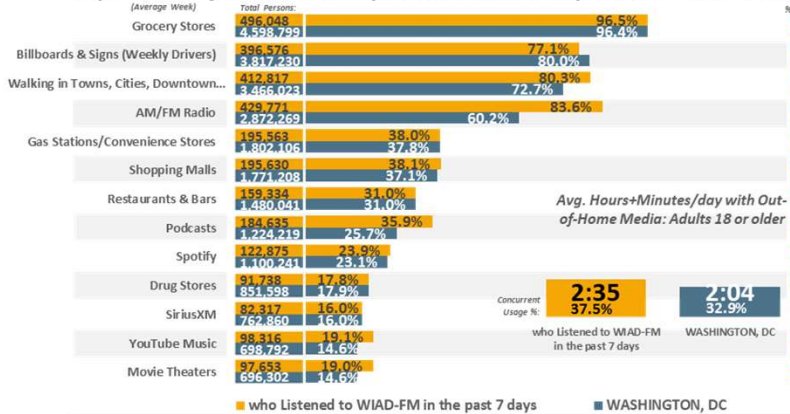
WASHINGTON, DC  
soefa.ai Share of Everything for Anything

(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)

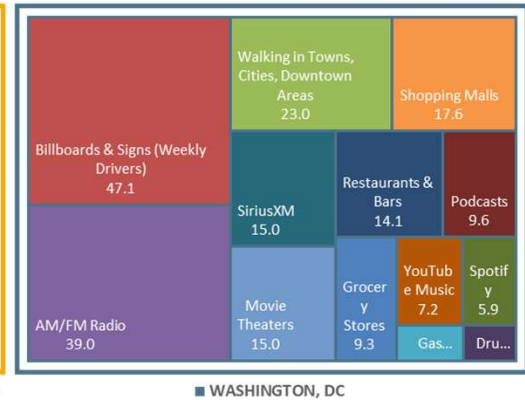


396,576 or 77.1% of Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an average of 42.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

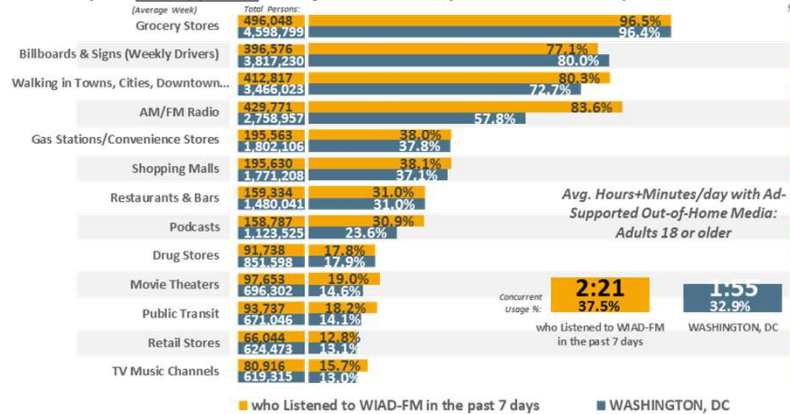
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



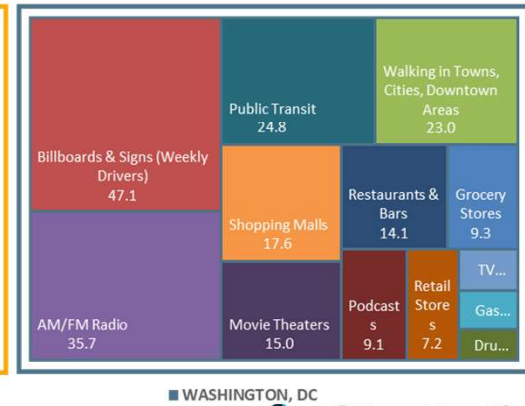
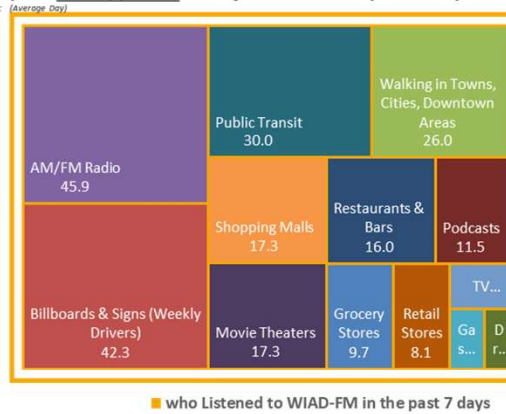
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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 R1 2026: Mar25-Mar26 Qual Intab 483  
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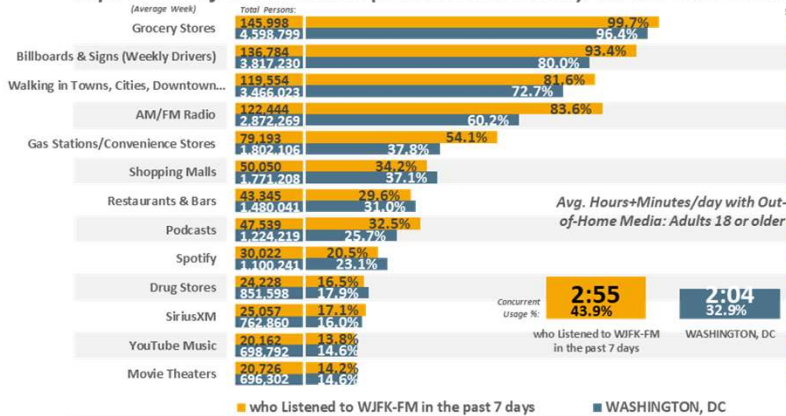
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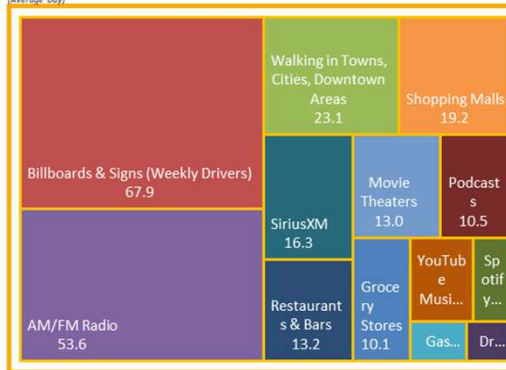


136,784 or 93.4% of Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an average of 67.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

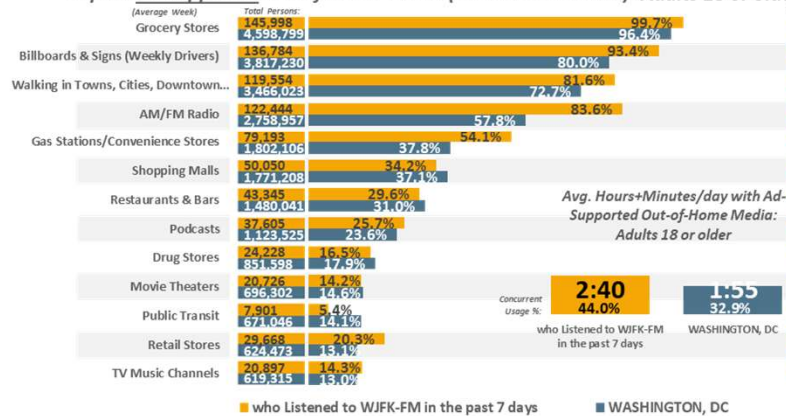
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



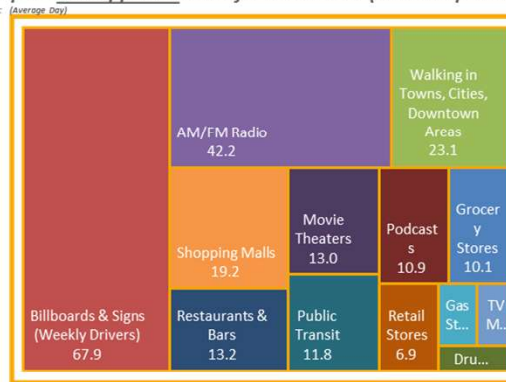
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



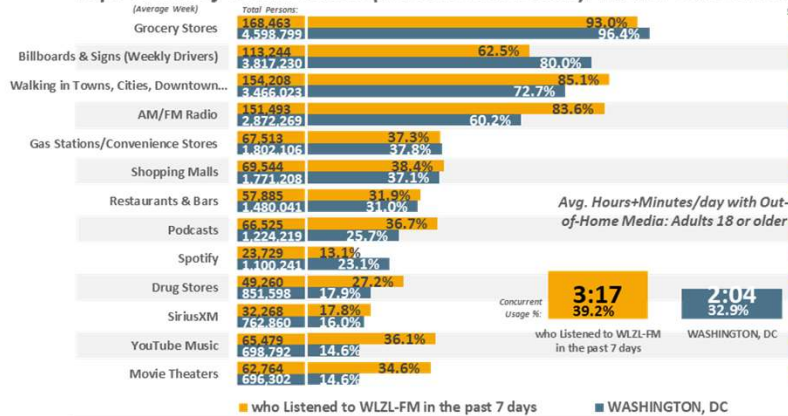
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149  
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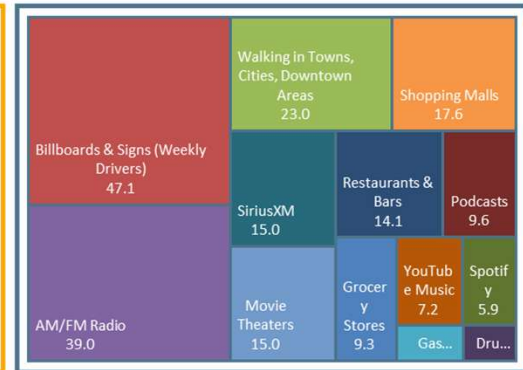
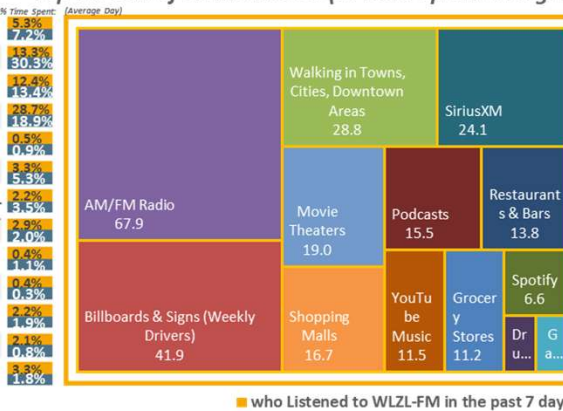


113,244 or 62.5% of Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.6 minutes/day.

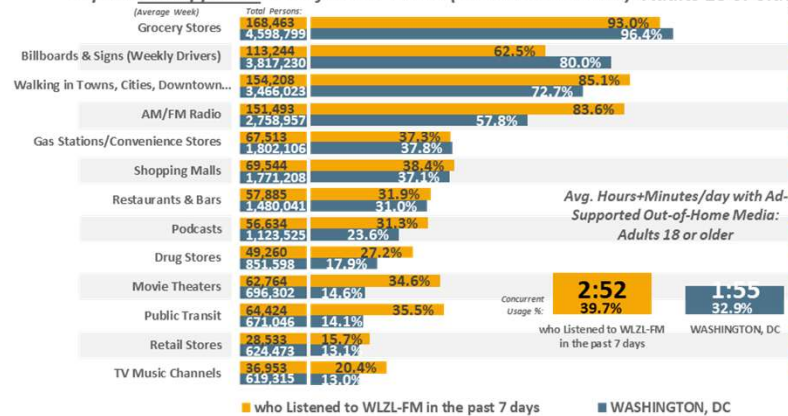
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



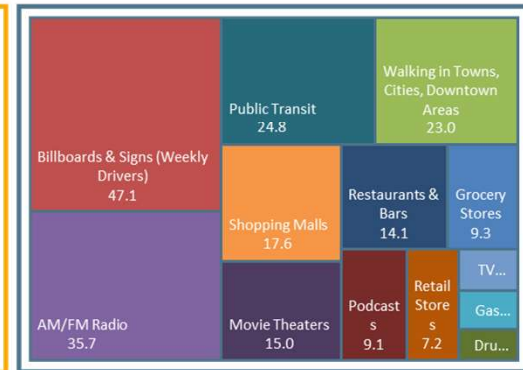
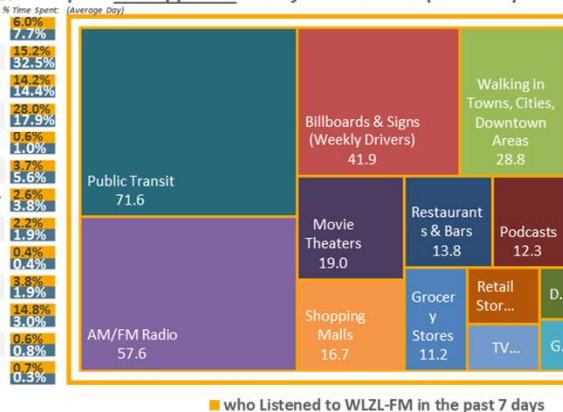
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



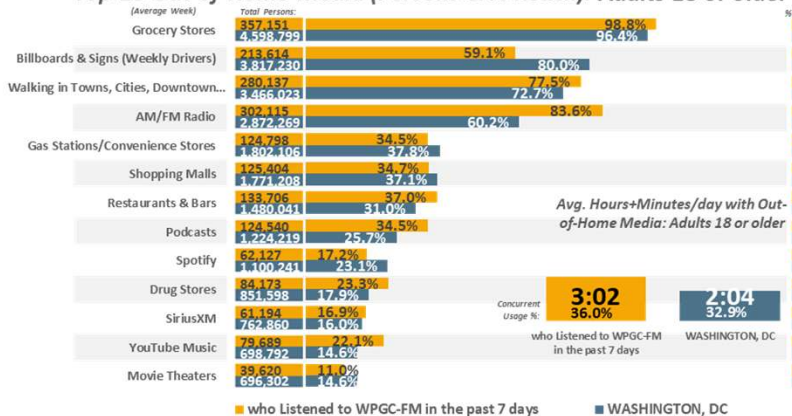
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 113  
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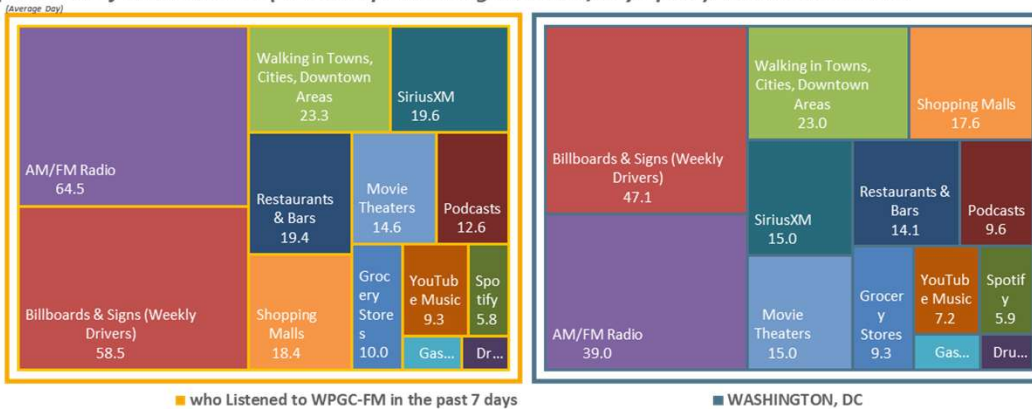


213,614 or 59.1% of Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an average of 58.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 60.5 minutes/day.

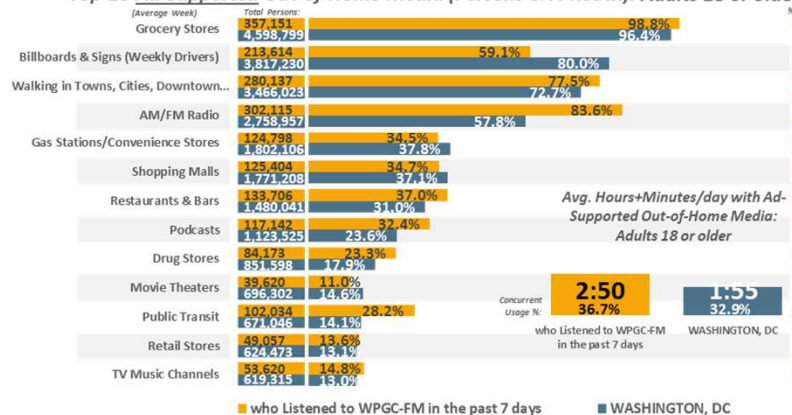
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



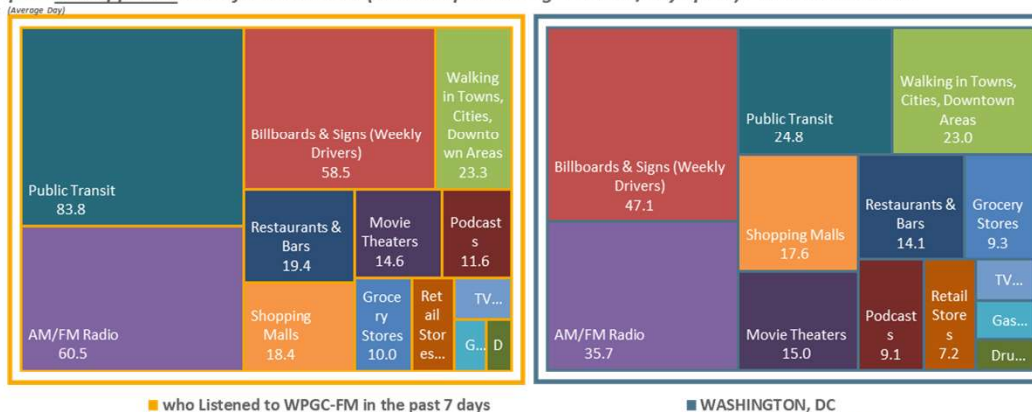
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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 R1 2026: Mar25-Mar26 Qual Intab 320  
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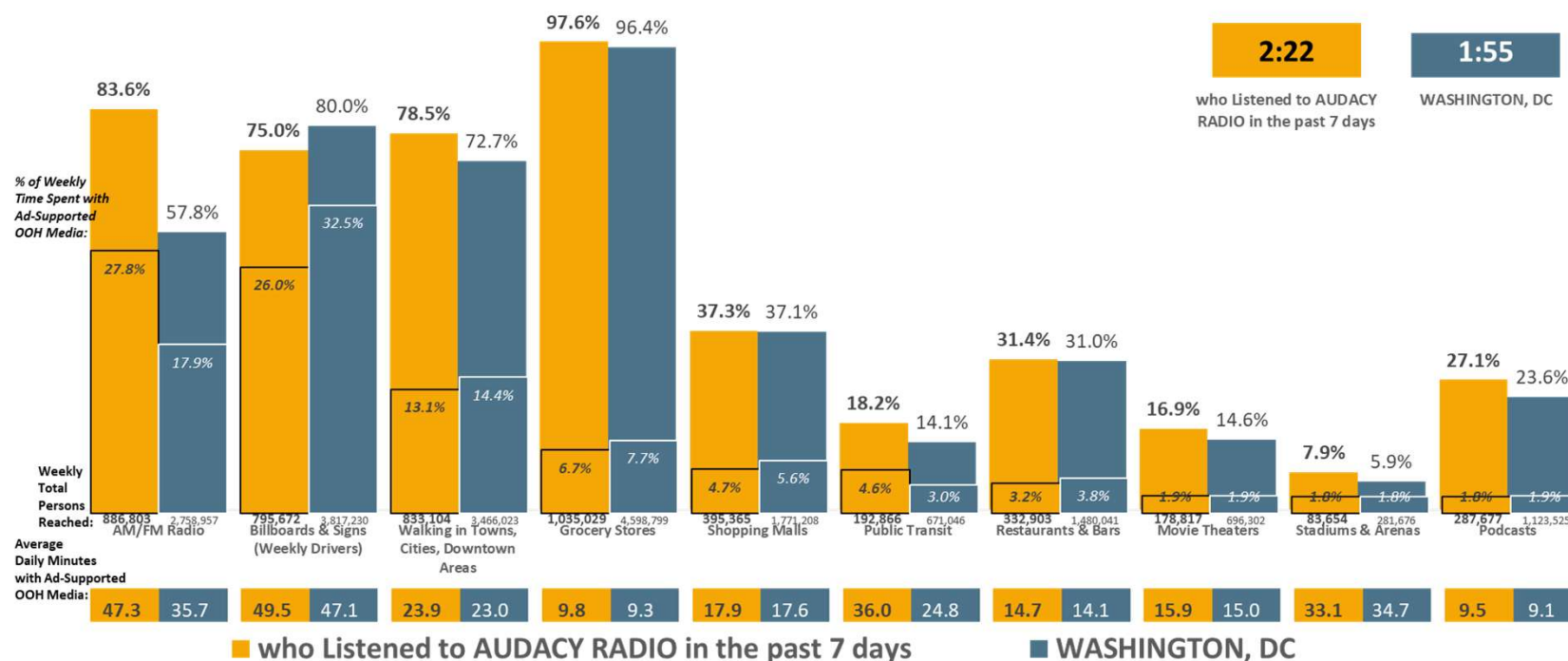


795,672 or 75.% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 26.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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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)

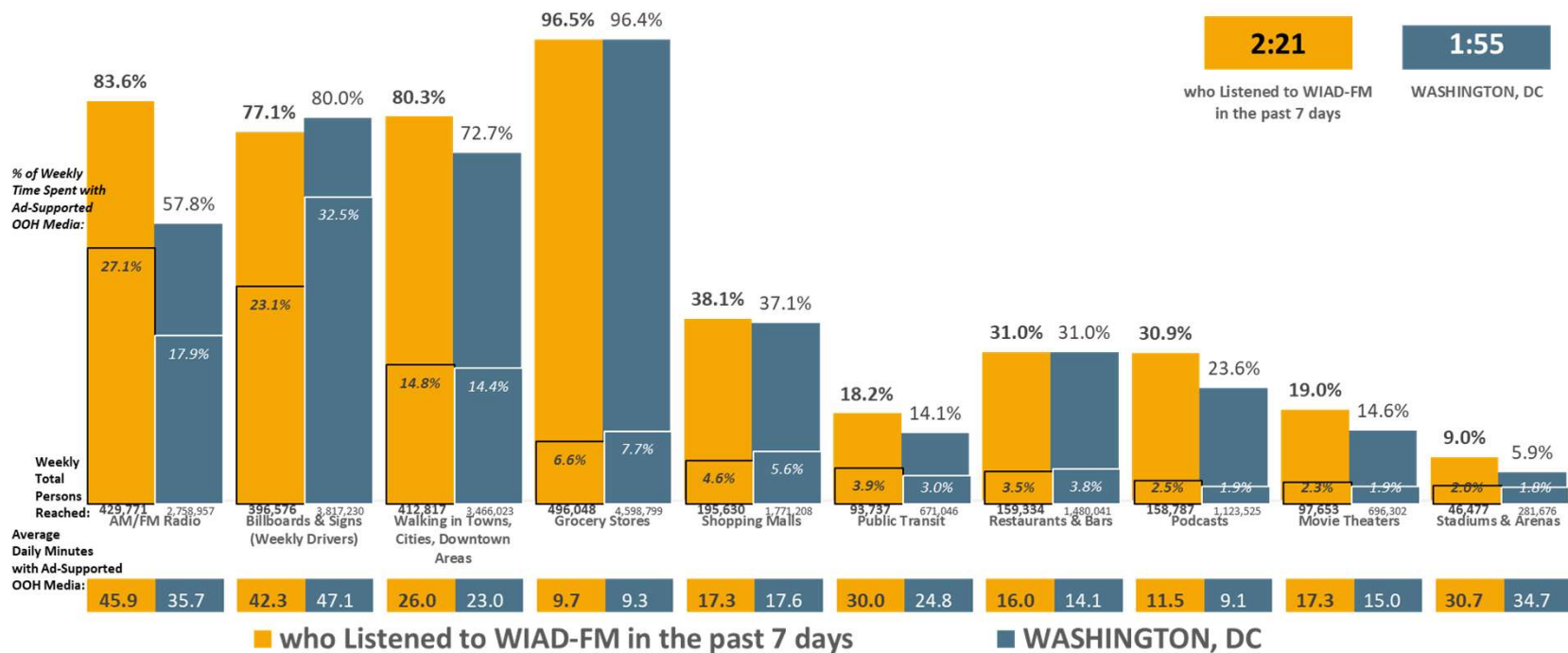


396,576 or 77.1% of Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an average of 42.3 minutes per day driving, seeing Billboards and Signs representing 23.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 483 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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Radio Stations: WIAD-FM

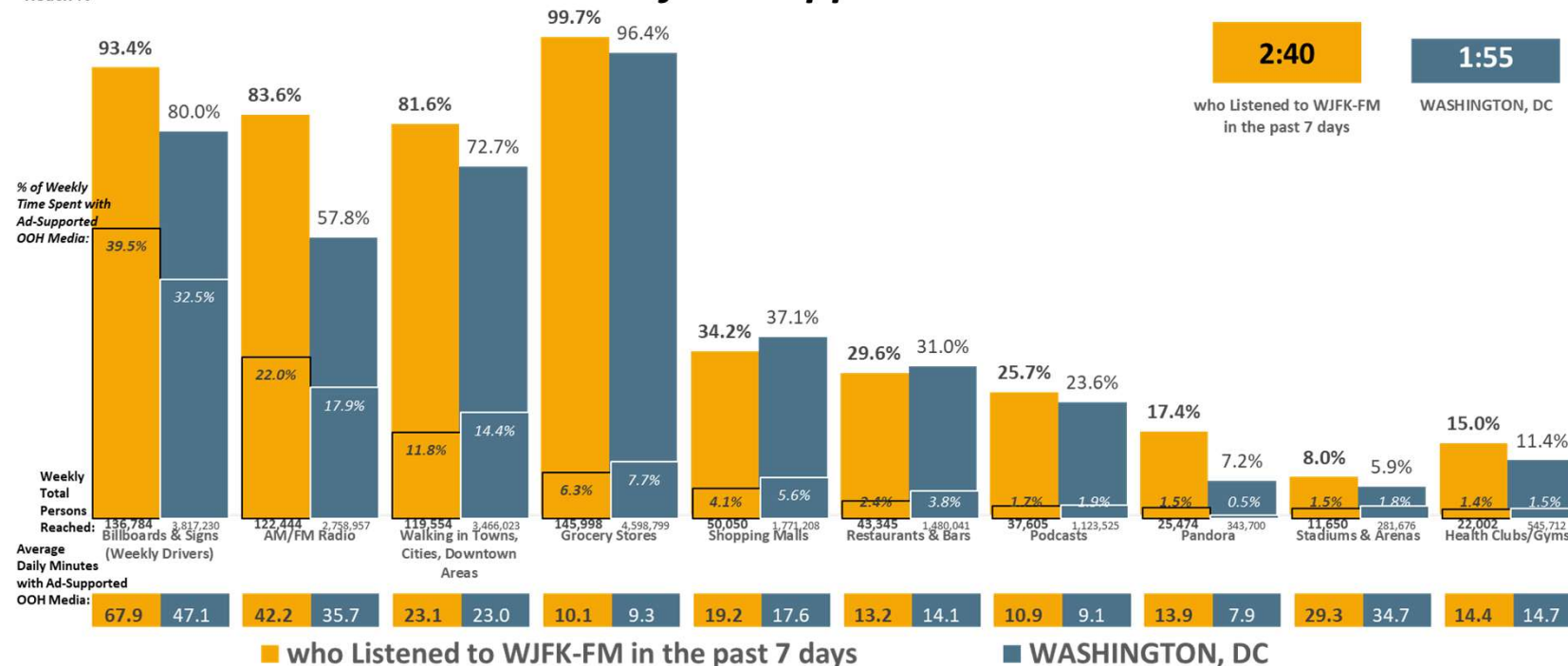


136,784 or 93.4% of Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an average of 67.9 minutes per day driving, seeing Billboards and Signs representing 39.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 149 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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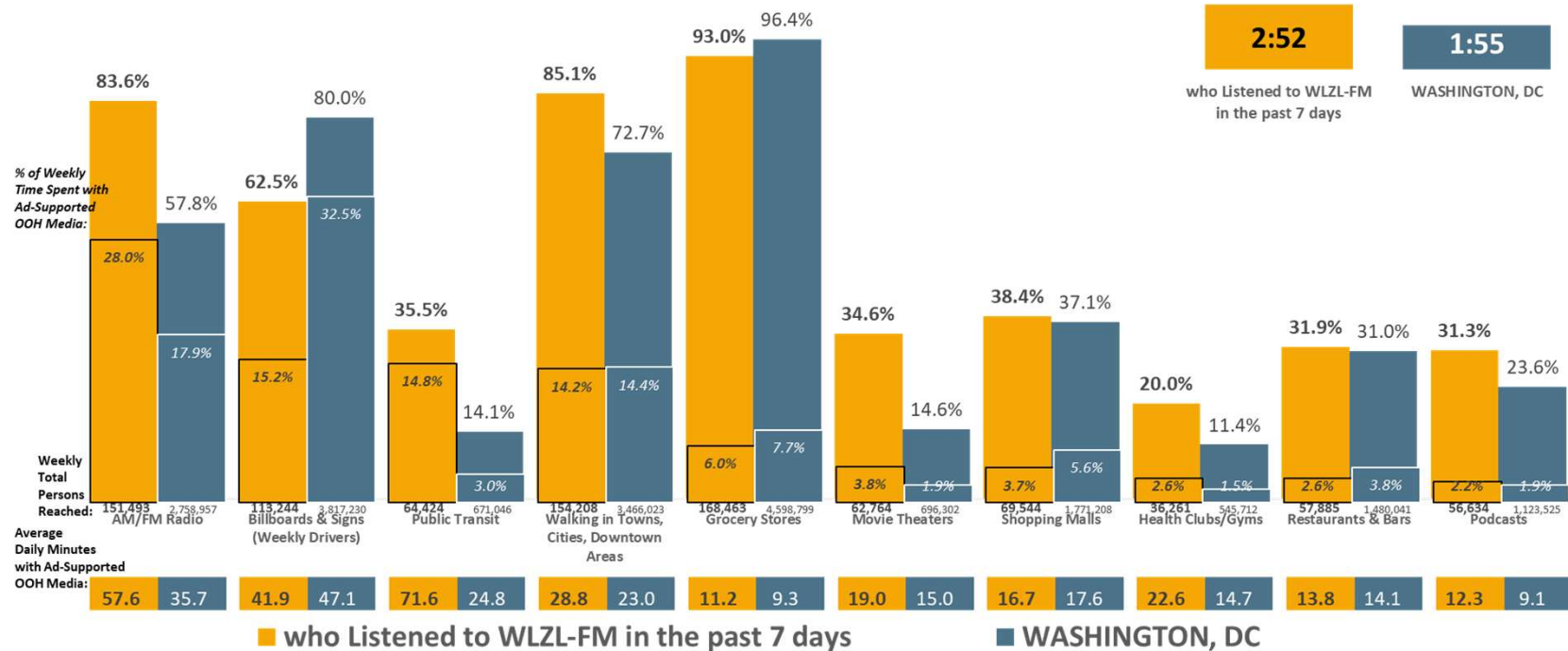


113,244 or 62.5% of Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs representing 15.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 113 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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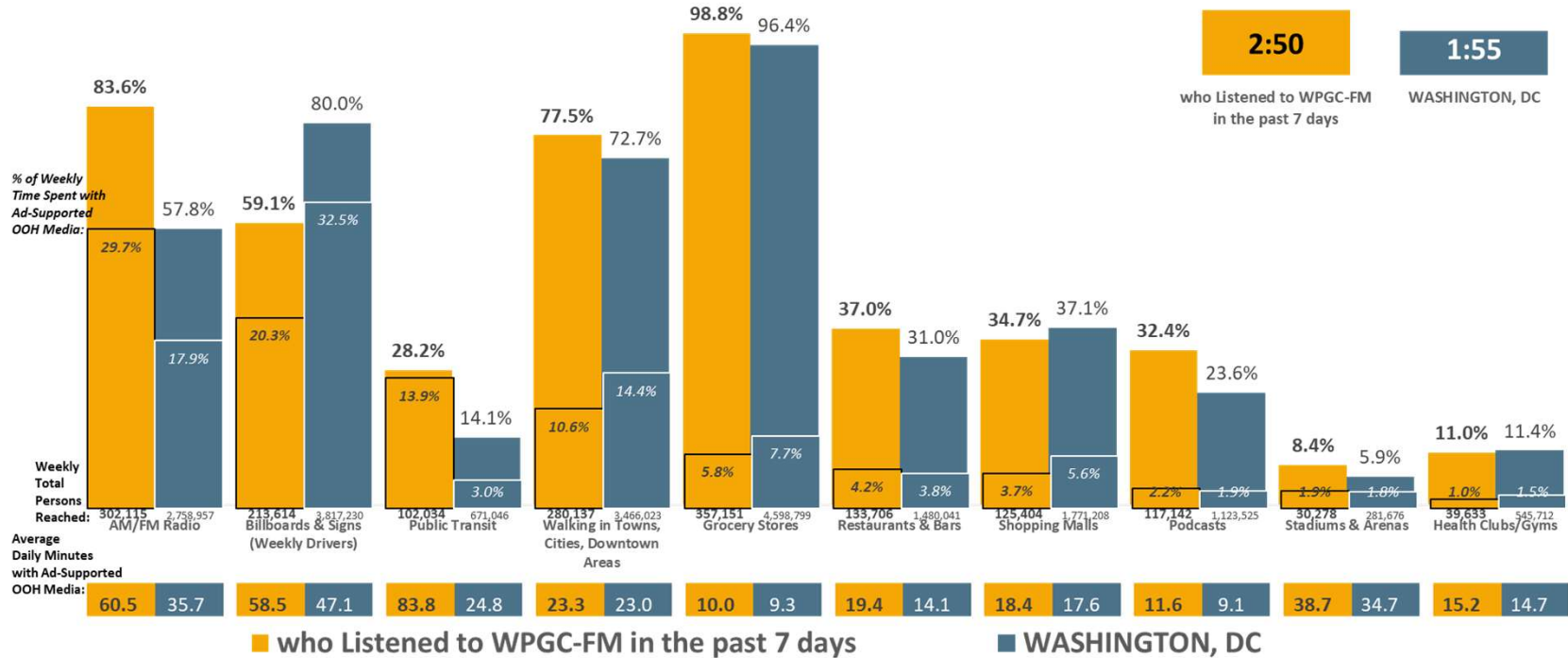


213,614 or 59.1% of Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an average of 58.5 minutes per day driving, seeing Billboards and Signs representing 20.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



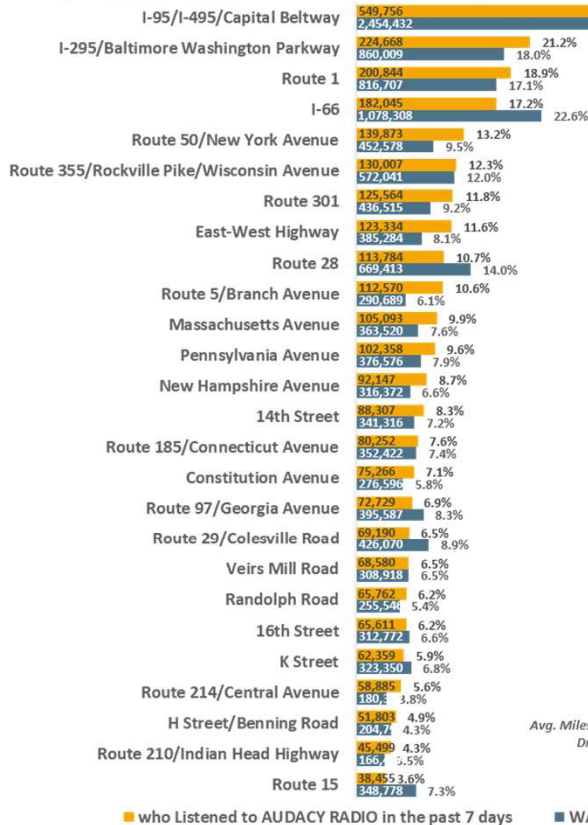
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 320 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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795,672 or 75.5% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days spend an average of 49.5 minutes per day driving an average of 28.8 miles each day and are 74.1% 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

Avg. Miles/Day  
Driving:

0:49  
28.8

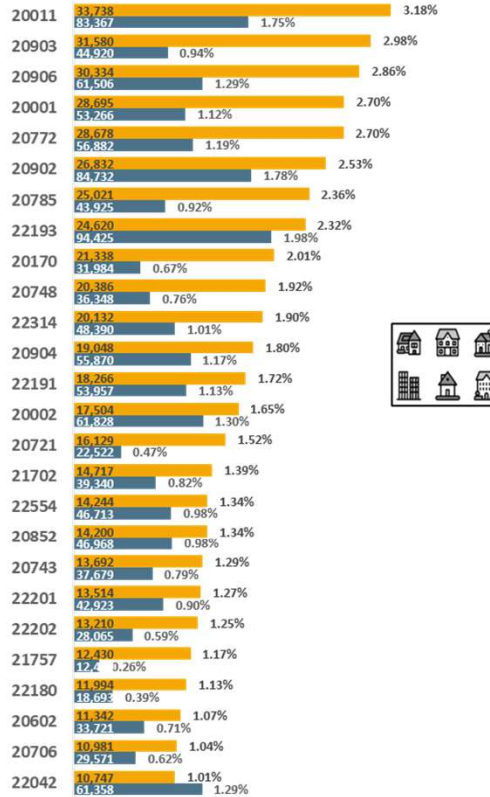
0:47  
27.4

who Listened to AUDACY  
RADIO in the past 7 days

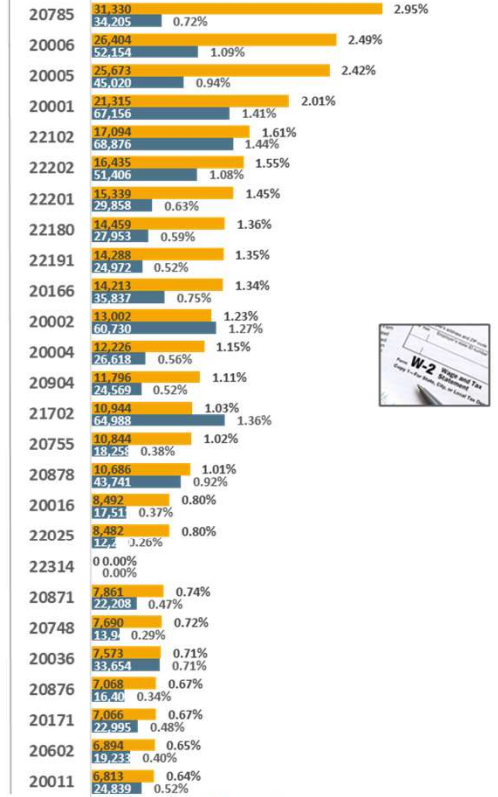
WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,063  
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#### Top-26 Residential Zip Codes: Adults 18 or older



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



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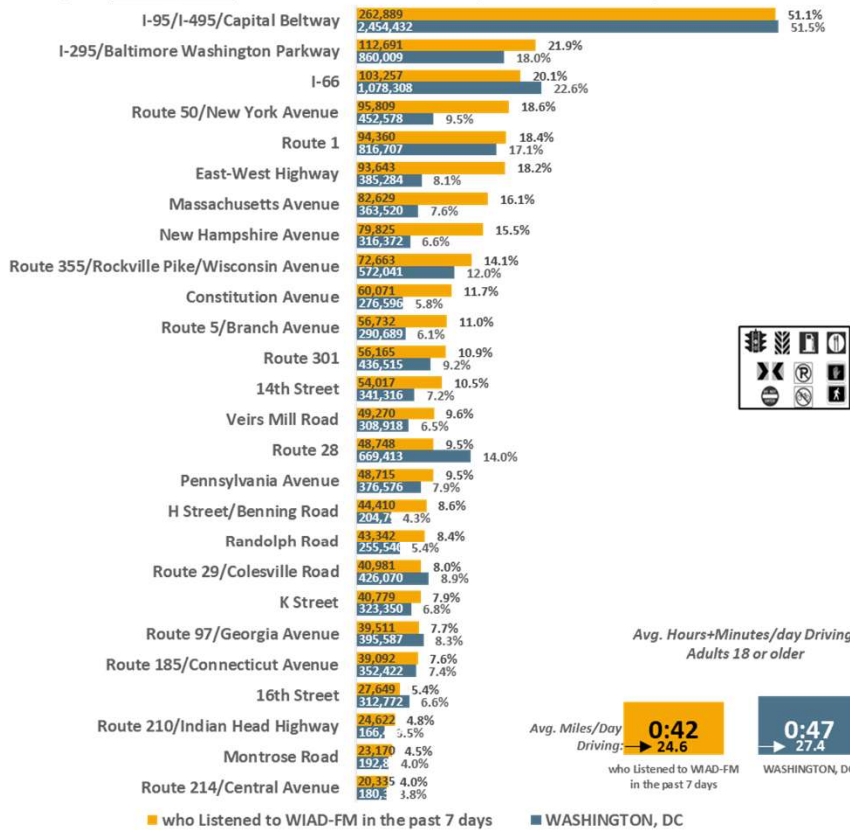
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)



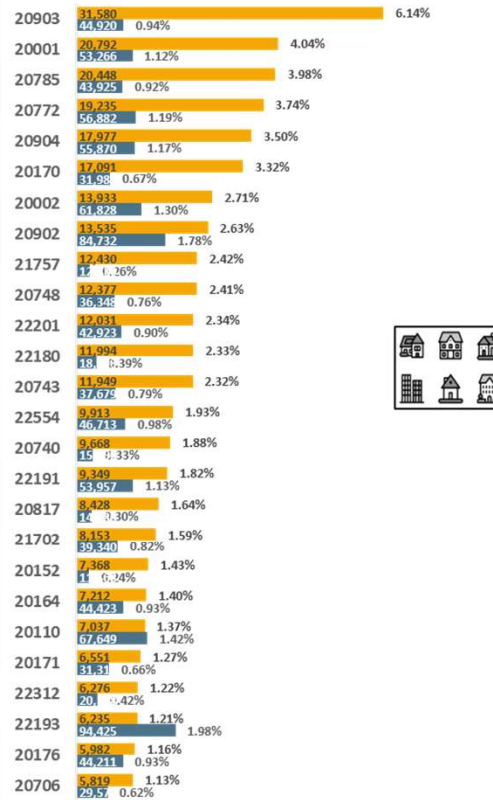


396,576 or 77.1% of Adults 18 or older who Listened to WIAD-FM in the past 7 days spend an average of 42.3 minutes per day driving an average of 24.6 miles each day and are 134.1% more likely to use New Hampshire Avenue than the Metro average.

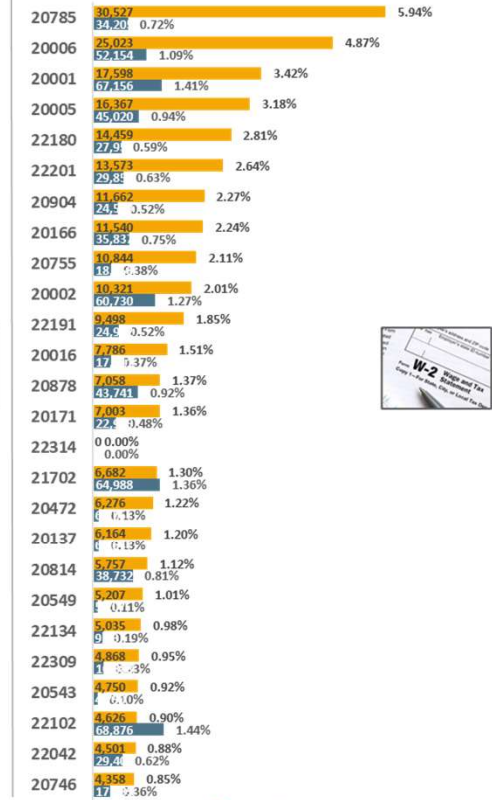
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



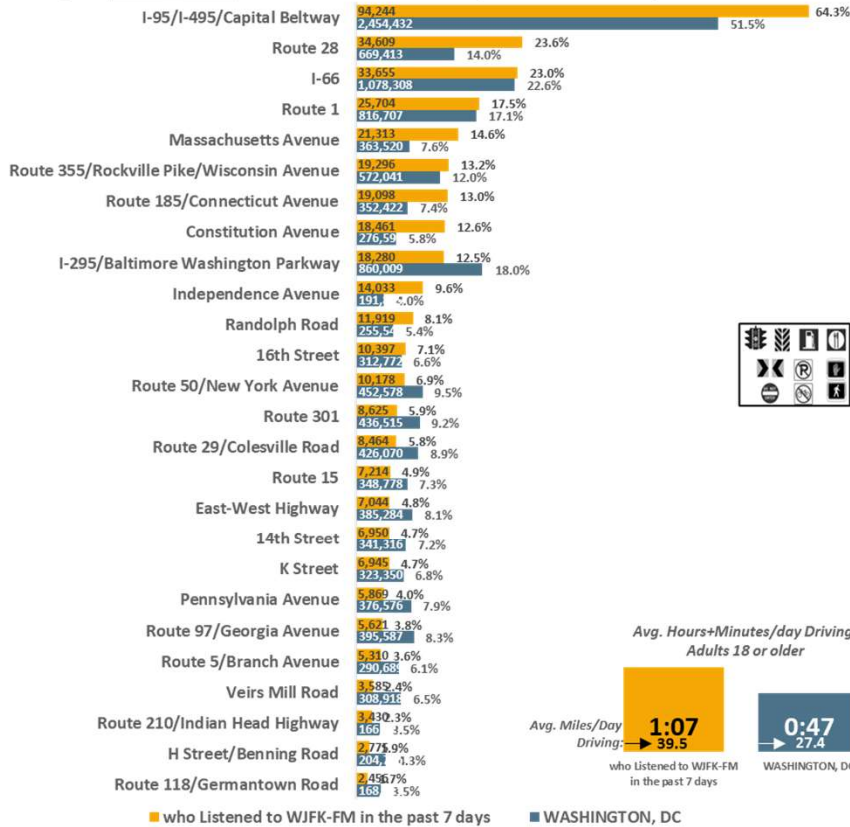
#### Top-26 Employment Zip Codes: Adults 18 or older





136,784 or 93.4% of Adults 18 or older who Listened to WJFK-FM in the past 7 days spend an average of 67.9 minutes per day driving an average of 39.5 miles each day and are 138.2% more likely to use Independence Avenue than the Metro average.

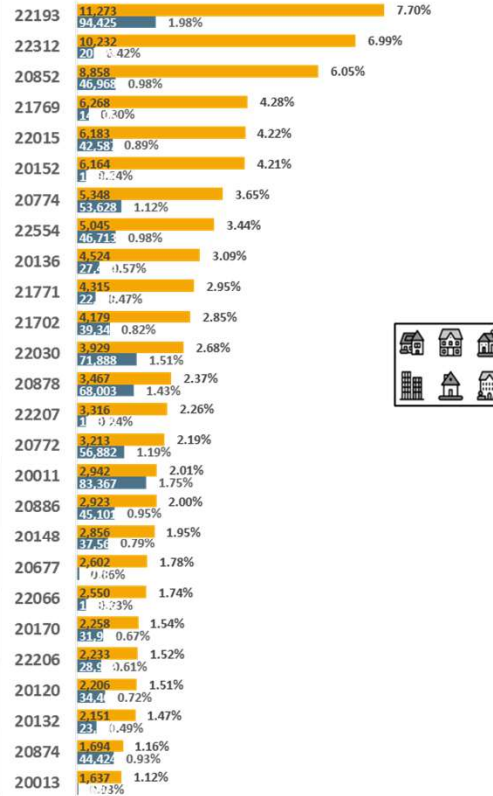
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



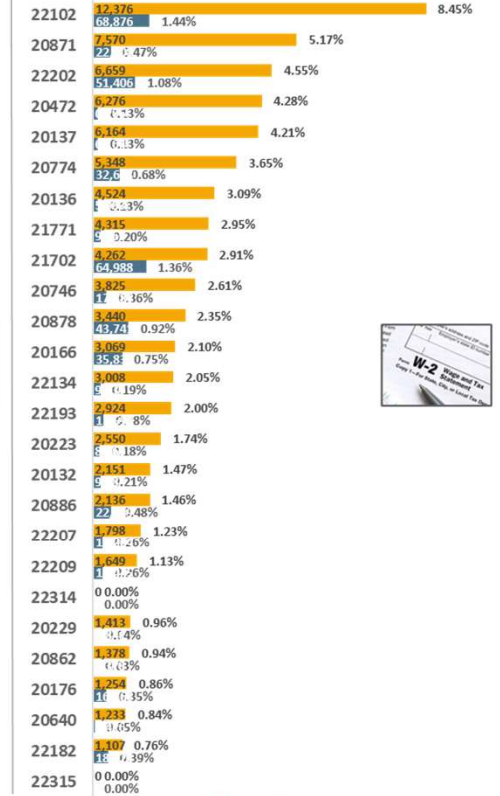
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



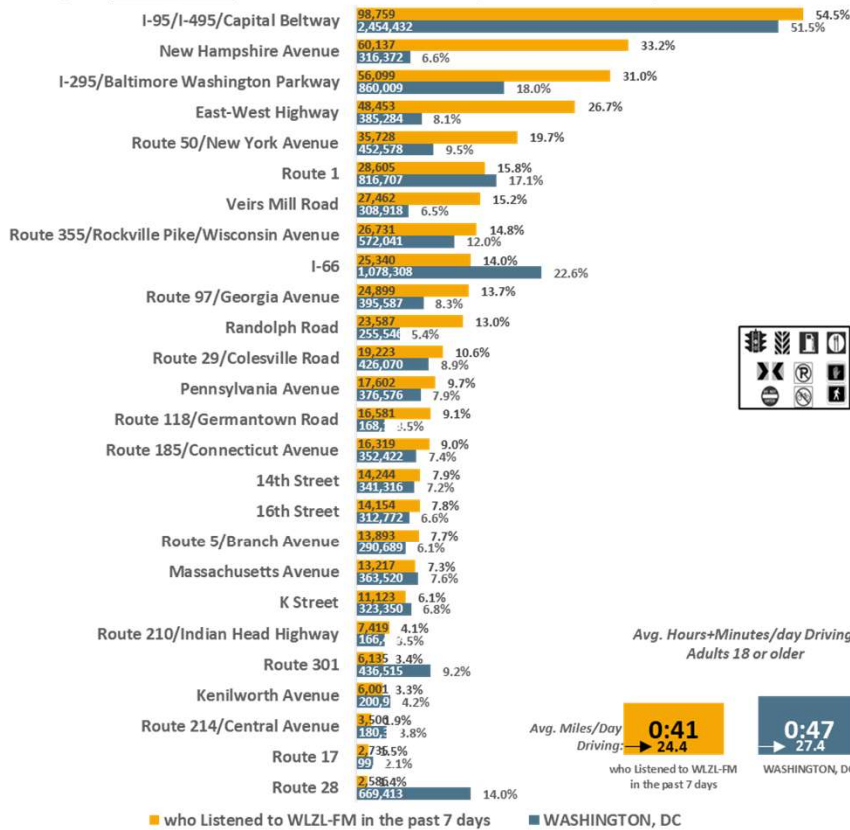
#### Top-26 Employment Zip Codes: Adults 18 or older



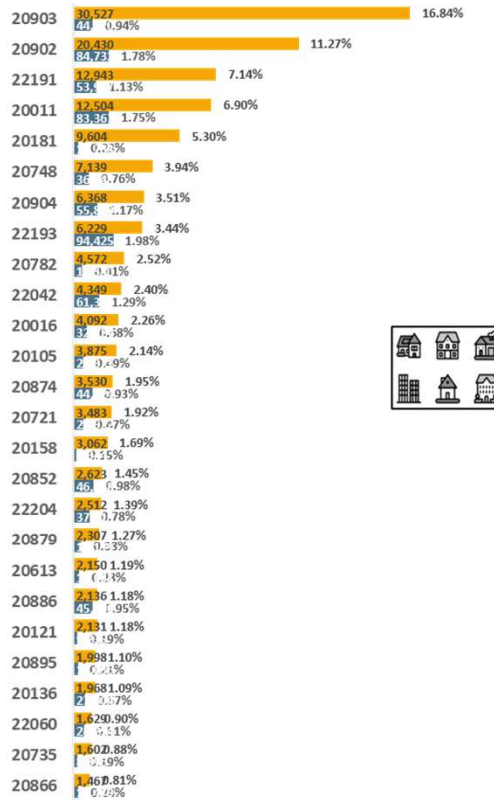


113,244 or 62.5% of Adults 18 or older who Listened to WLZL-FM in the past 7 days spend an average of 41.9 minutes per day driving an average of 24.4 miles each day and are 400.4% more likely to use New Hampshire Avenue than the Metro average.

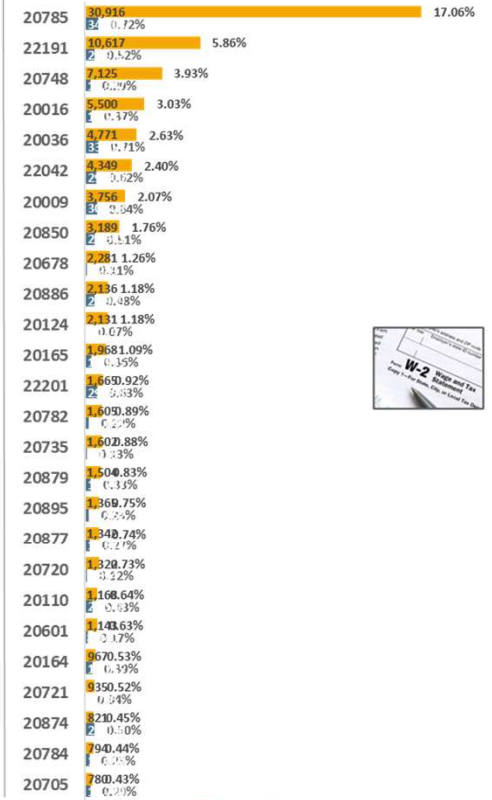
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



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

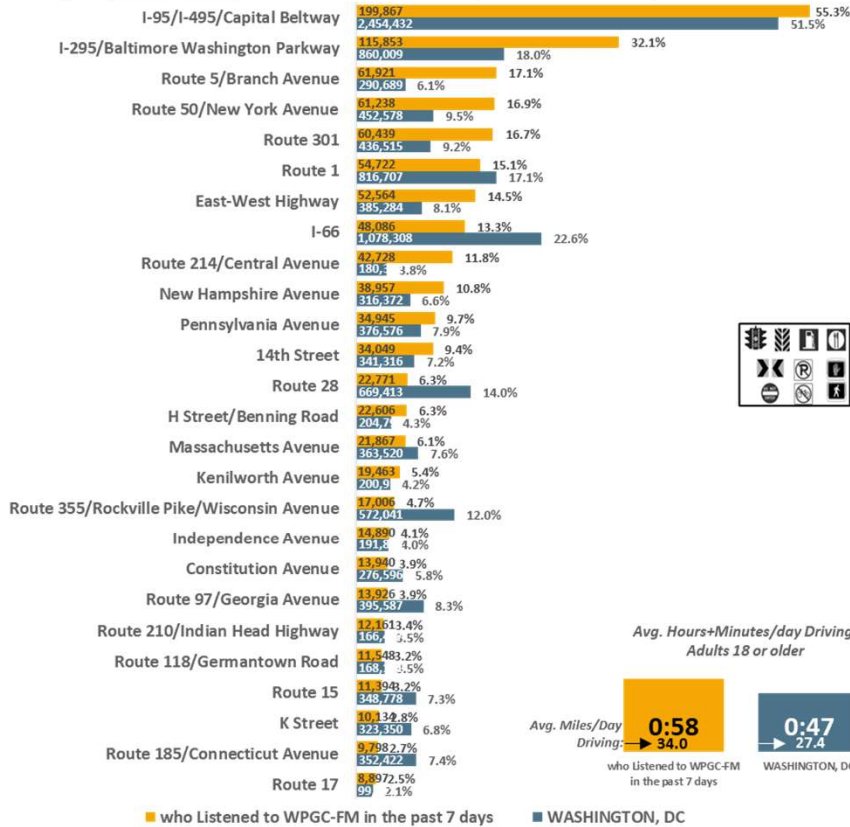




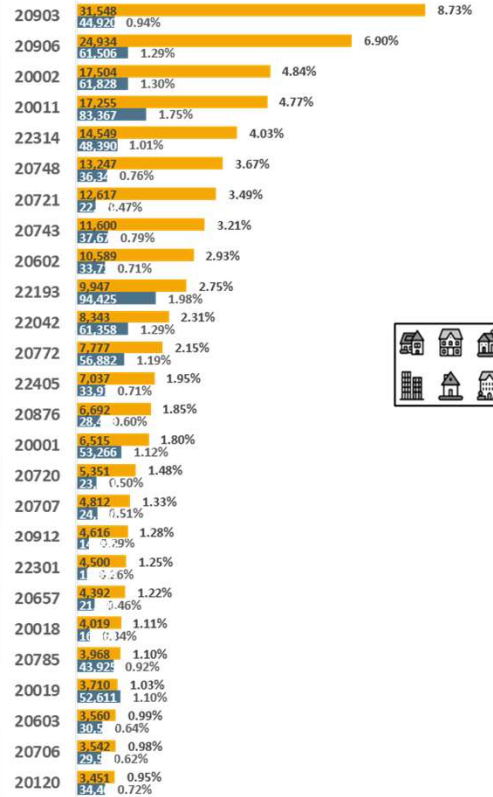


213,614 or 59.1% of Adults 18 or older who Listened to WPGC-FM in the past 7 days spend an average of 58.5 minutes per day driving an average of 34. miles each day and are 212.7% more likely to use Route 214/Central Avenue than the Metro average.

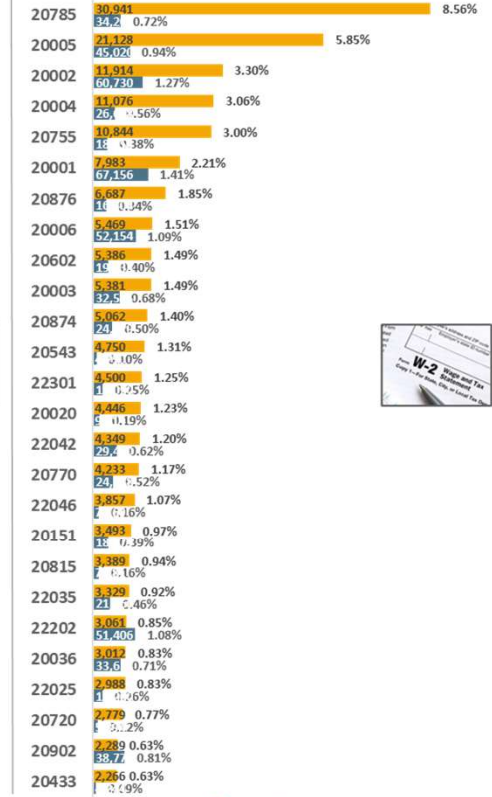
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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

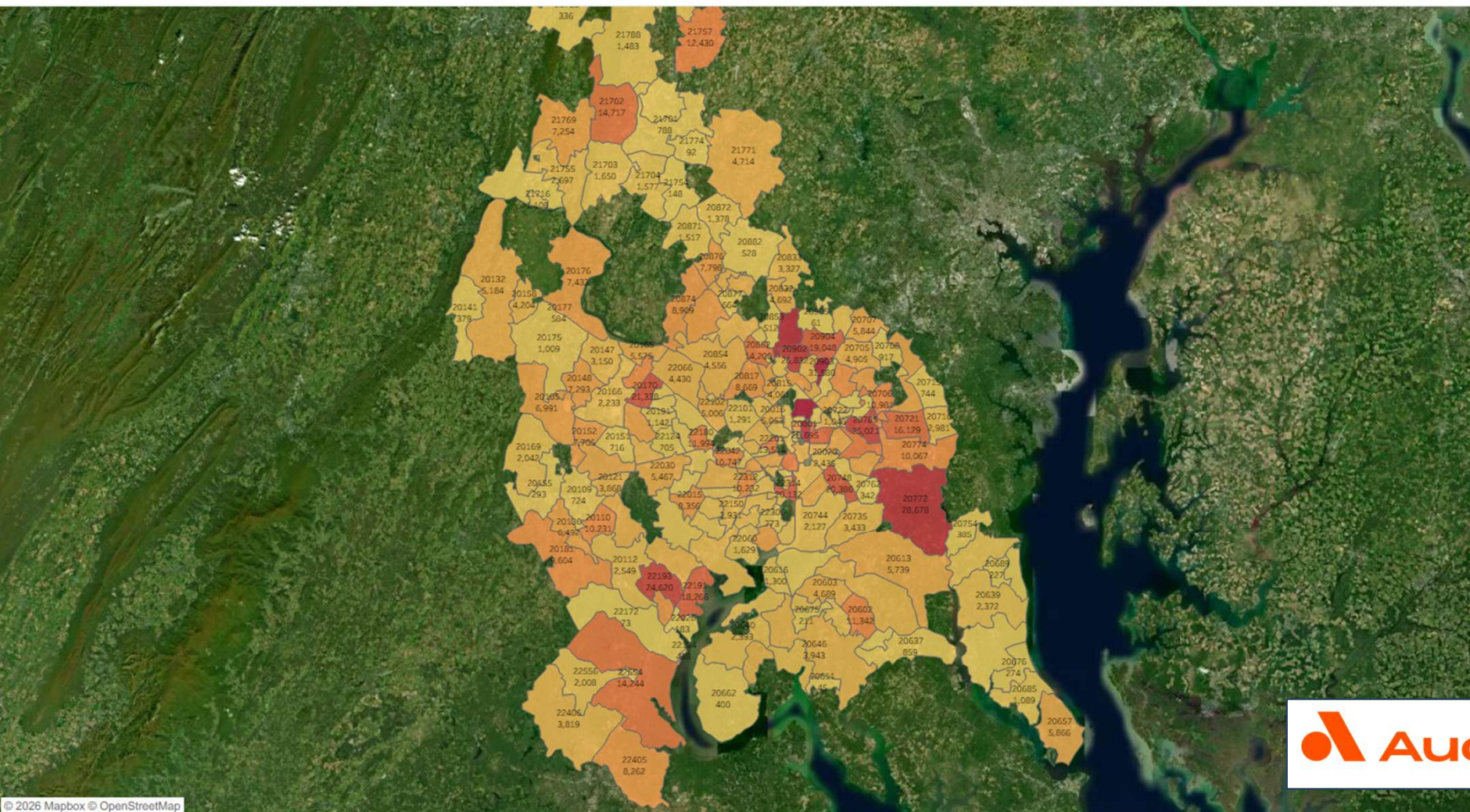


#### Top-26 Employment Zip Codes: Adults 18 or older





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



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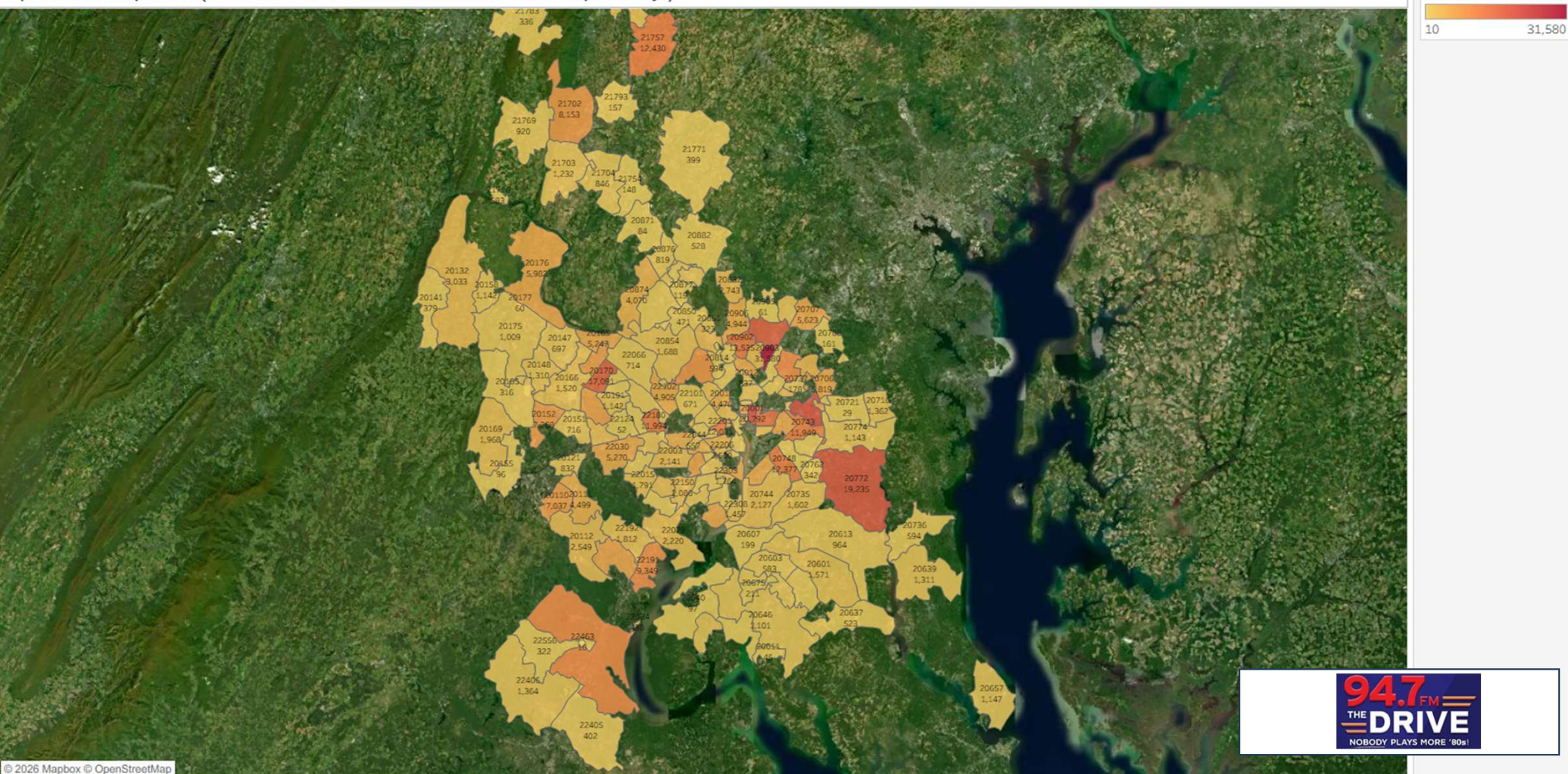
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

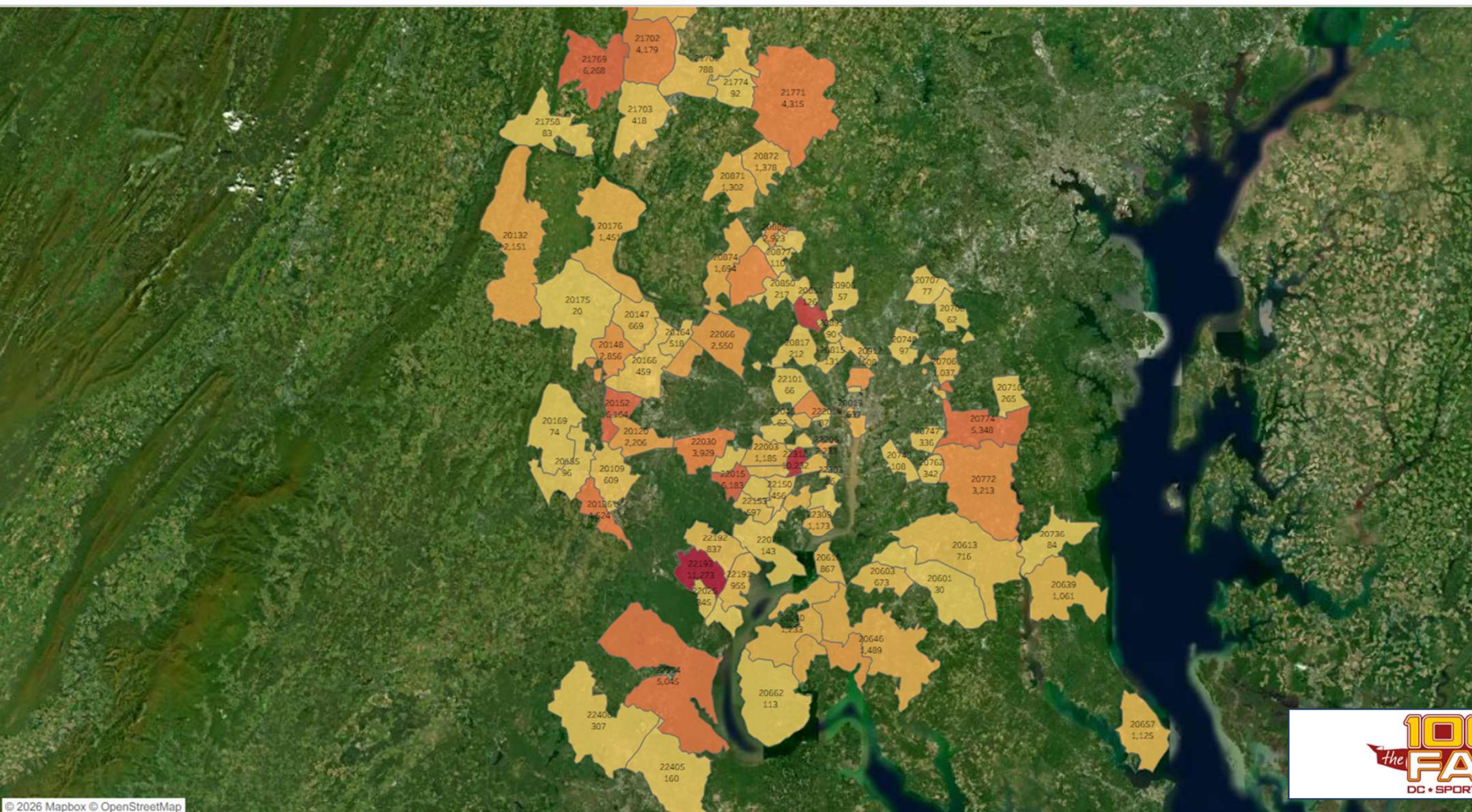


**Top Residential Zip Codes: (Adults 18 or older who Listened to WIAD-FM in the past 7 days)**



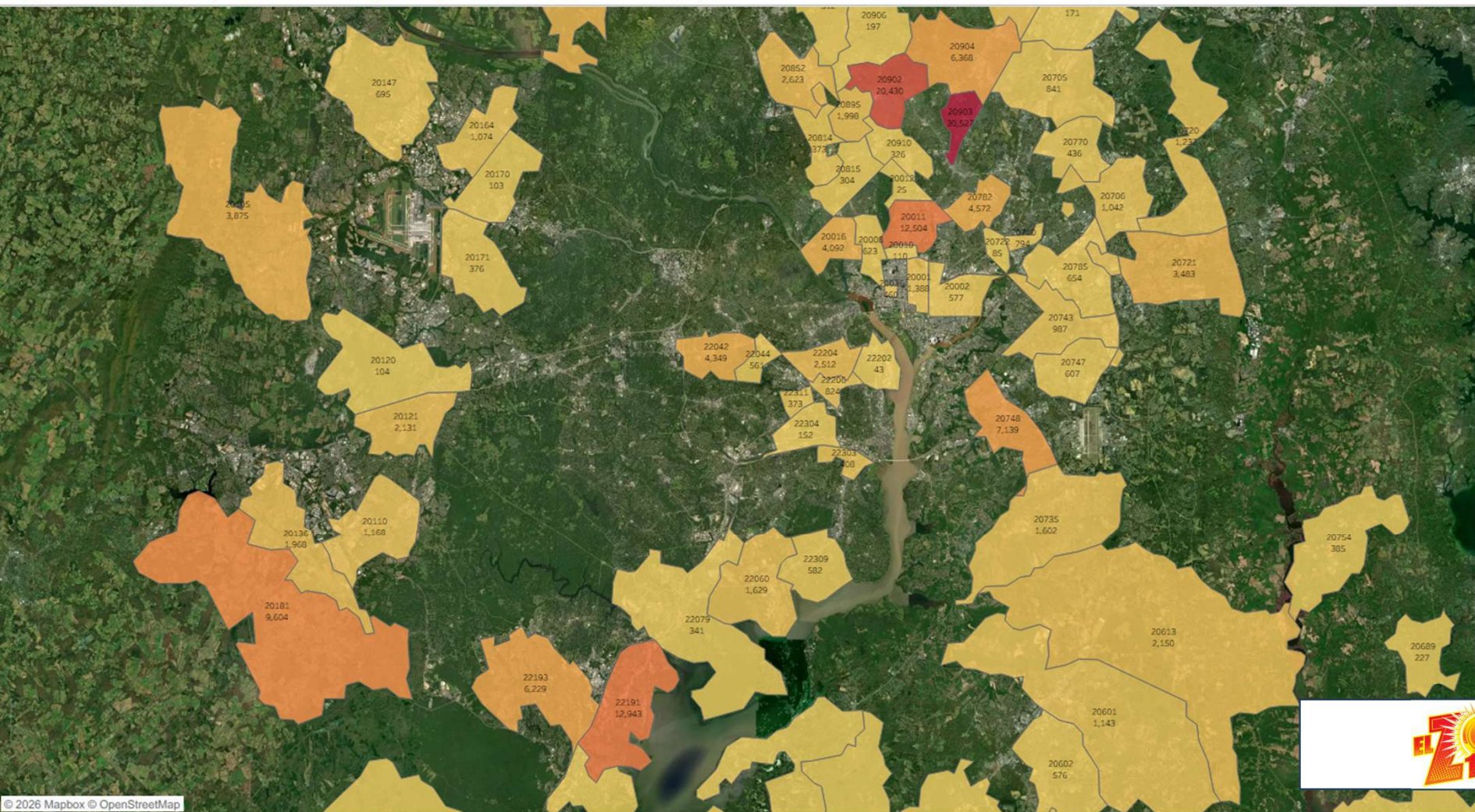


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Top Residential Zip Codes: (Adults 18 or older who Listened to WLZL-FM in the past 7 days)



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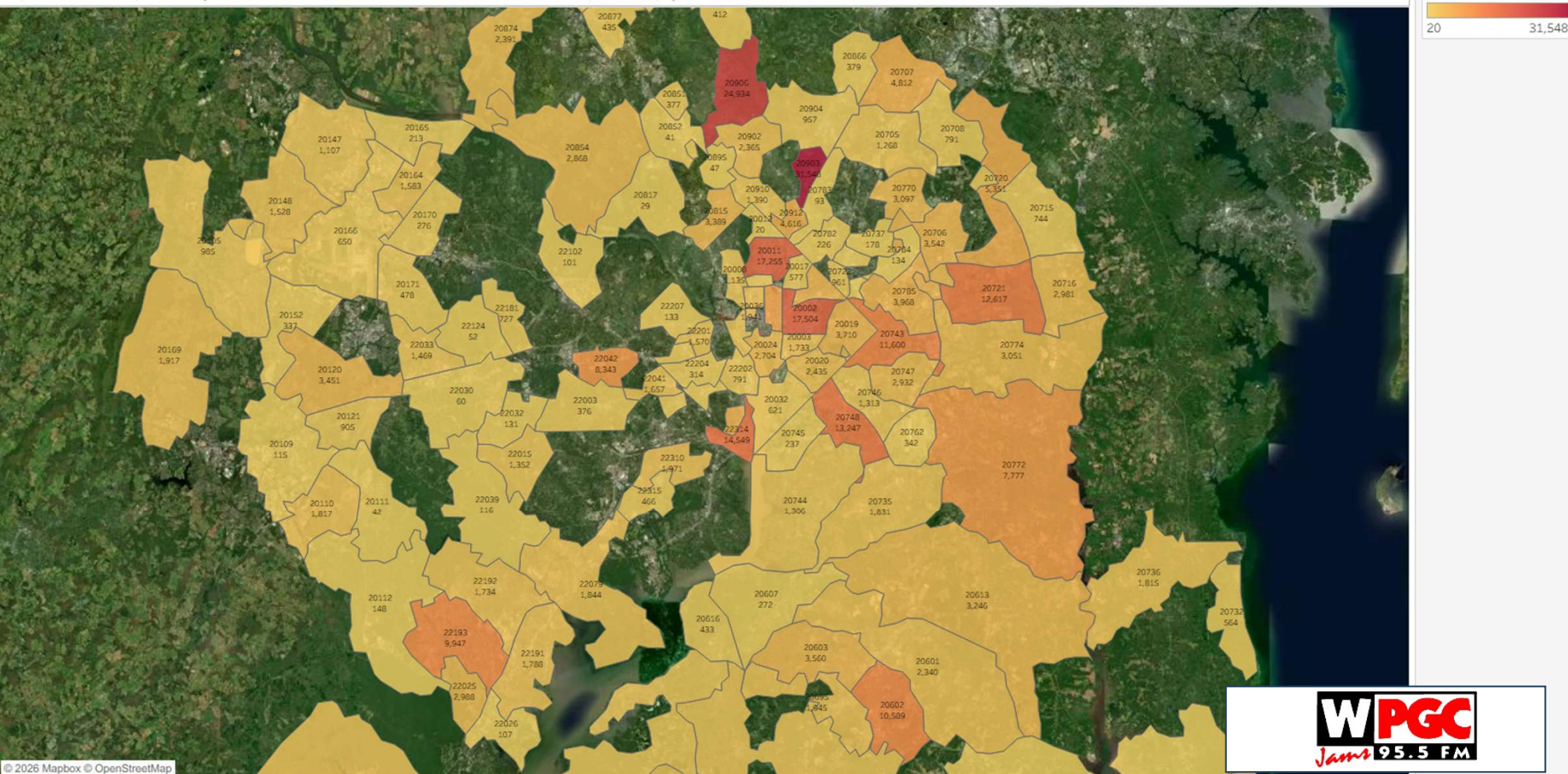
113

Radio Stations: WLZL-FM

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

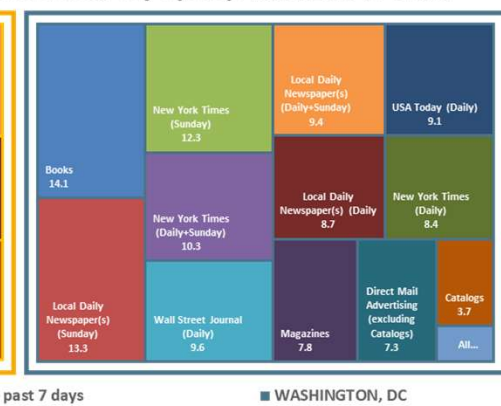
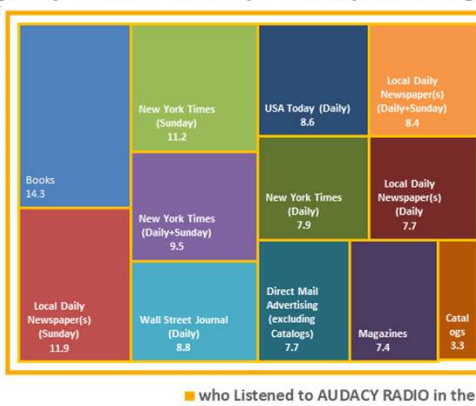
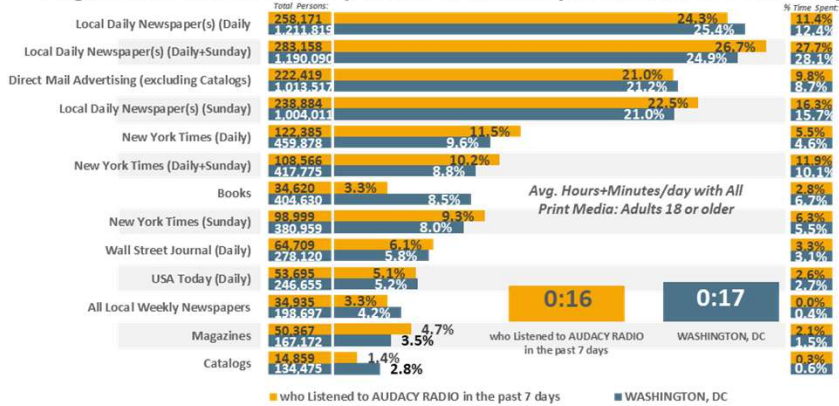




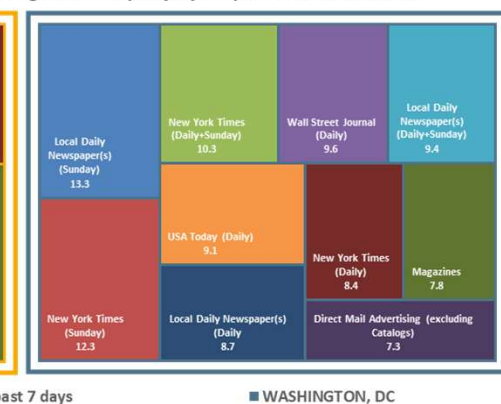
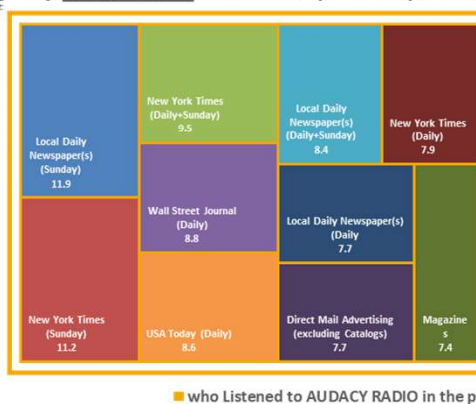
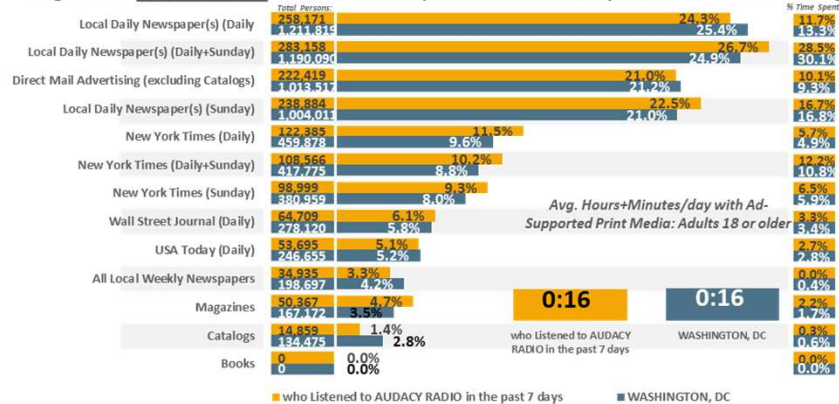


283,158 or 26.7% of Adults 18 or older who Listened to AUDACY RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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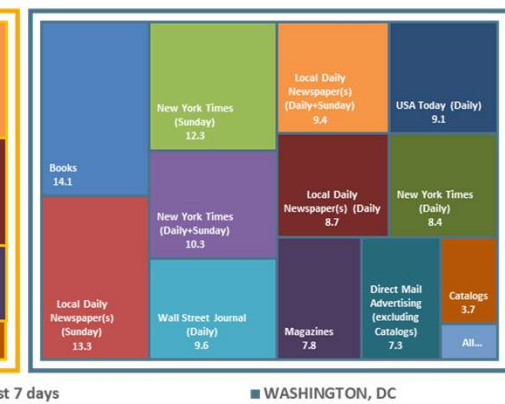
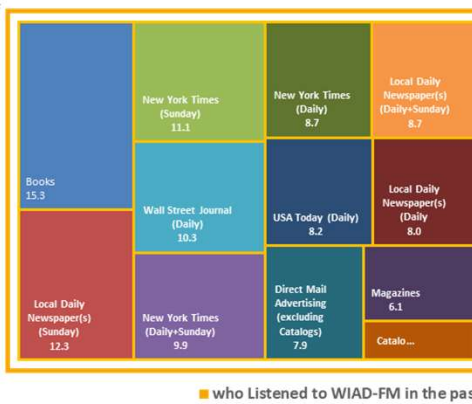
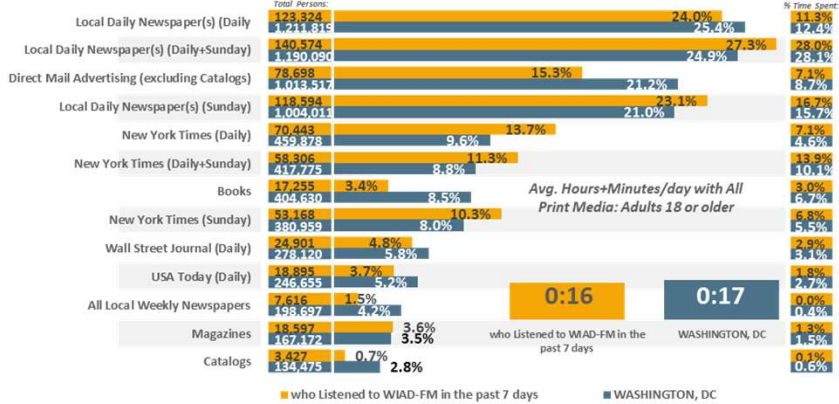
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(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)

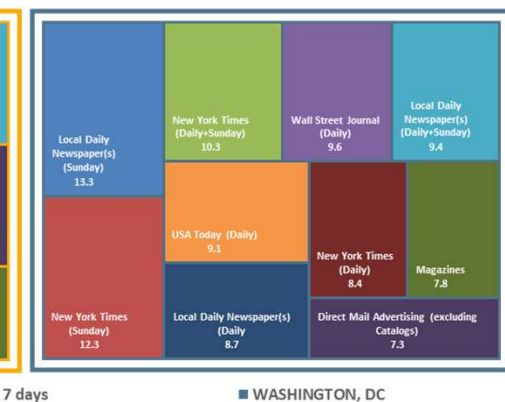
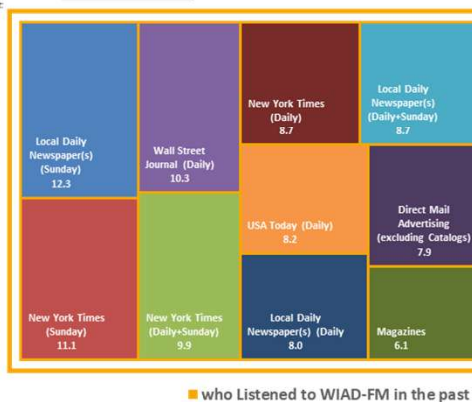
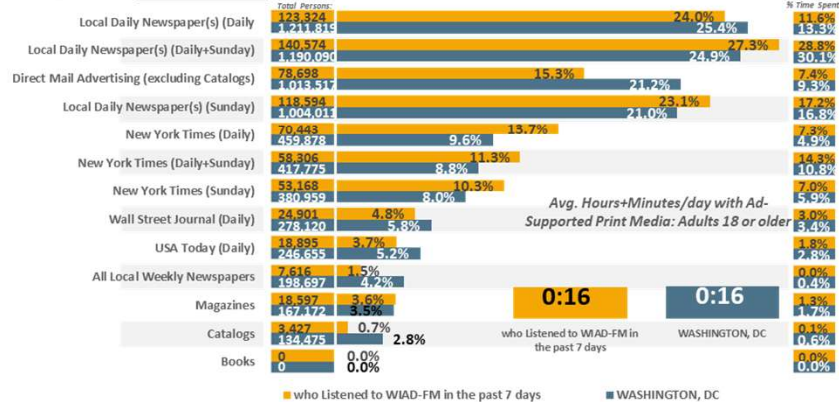


140,574 or 27.3% of Adults 18 or older who Listened to WIAD-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

**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**



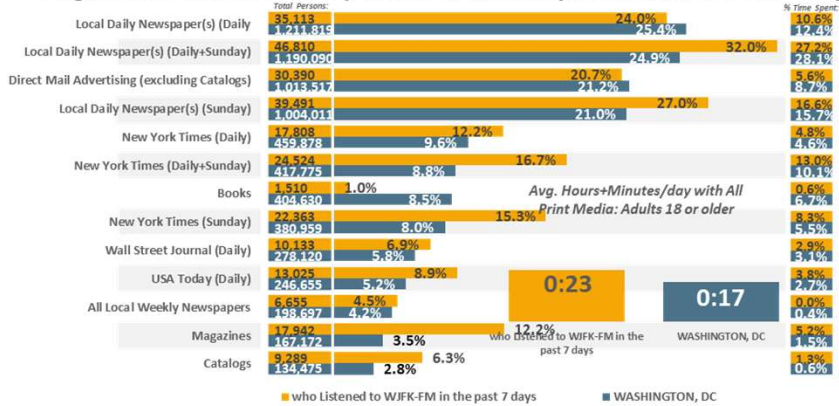
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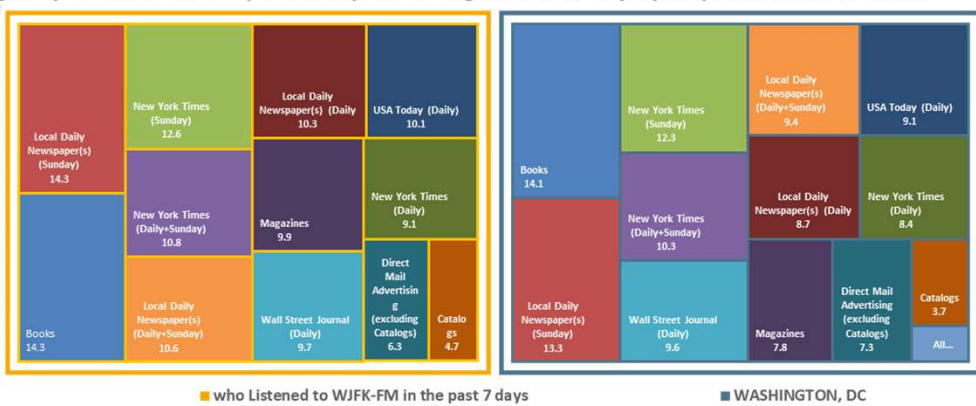


46,810 or 32.% of Adults 18 or older who Listened to WJFK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

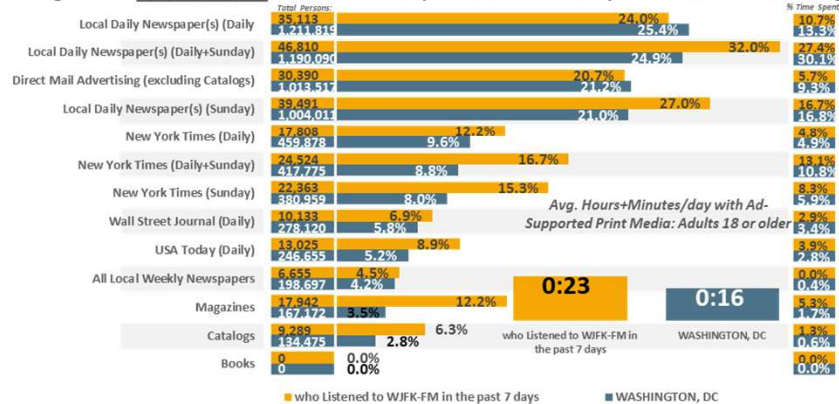
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



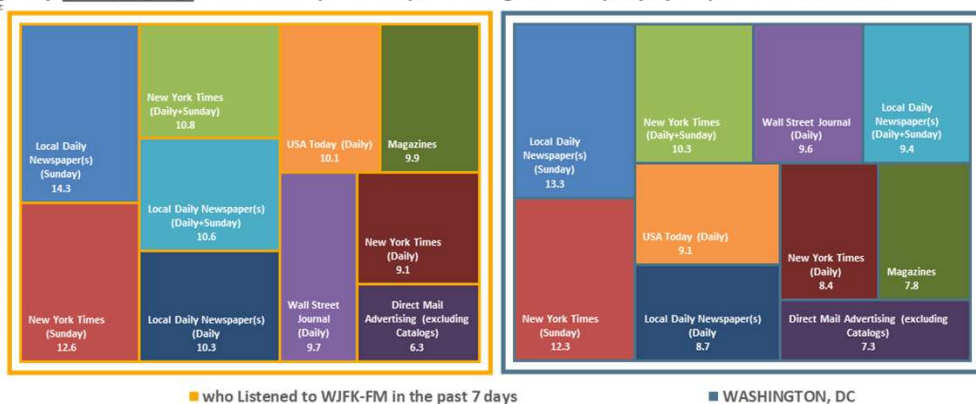
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

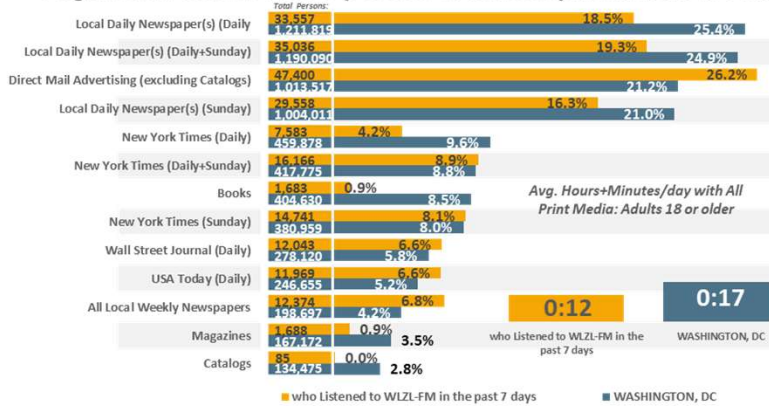




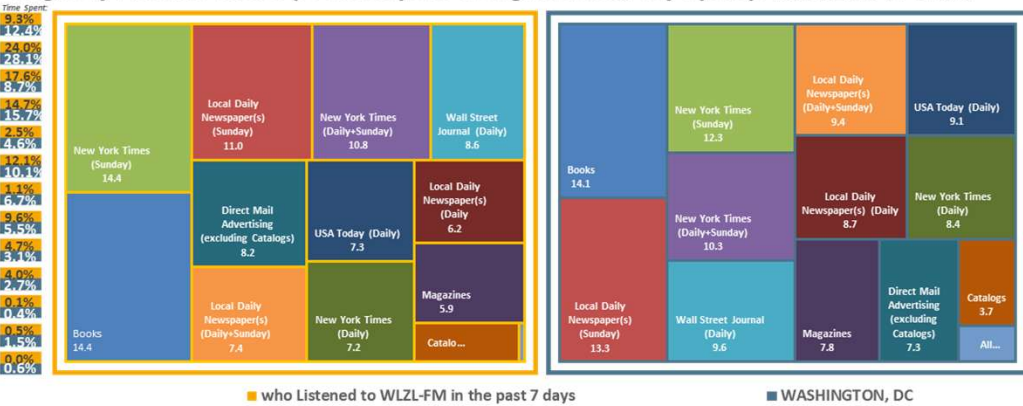


35,036 or 19.3% of Adults 18 or older who Listened to WLZL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 24.2% of all time spent daily with All forms of Print Media.

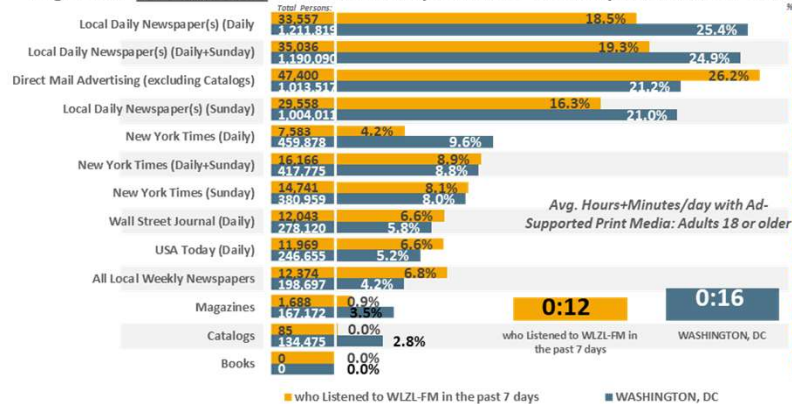
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



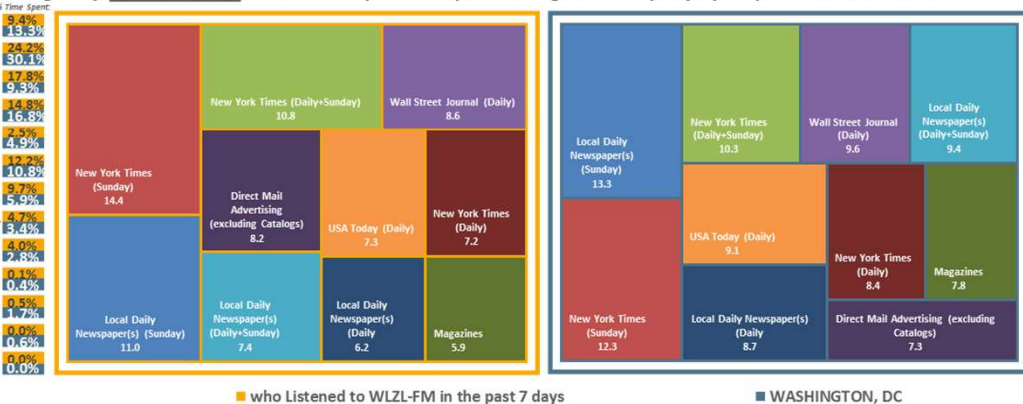
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



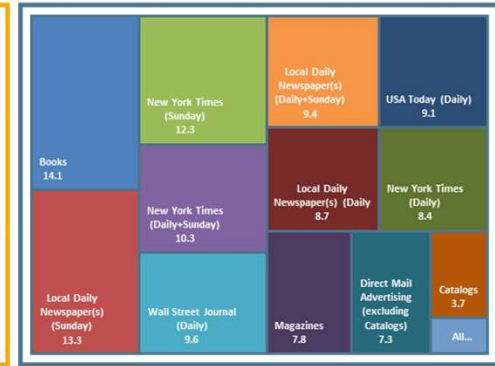
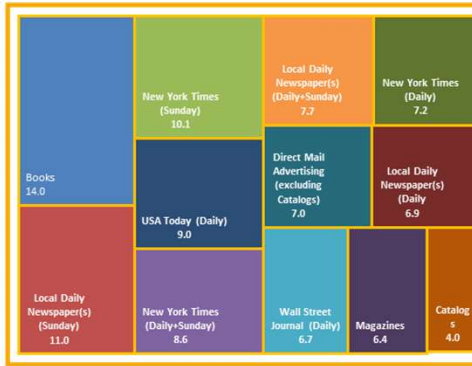
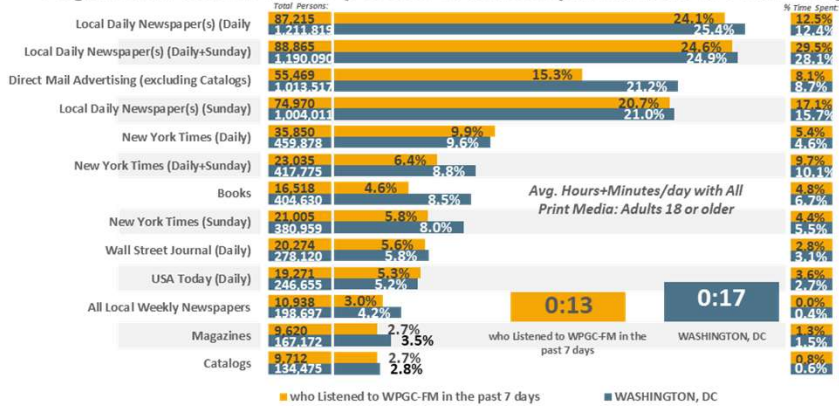
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



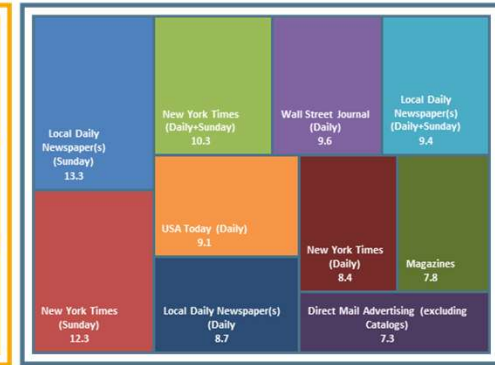
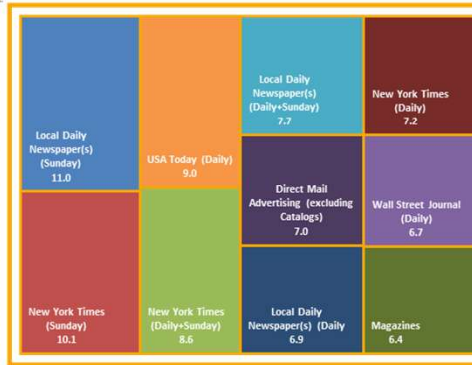
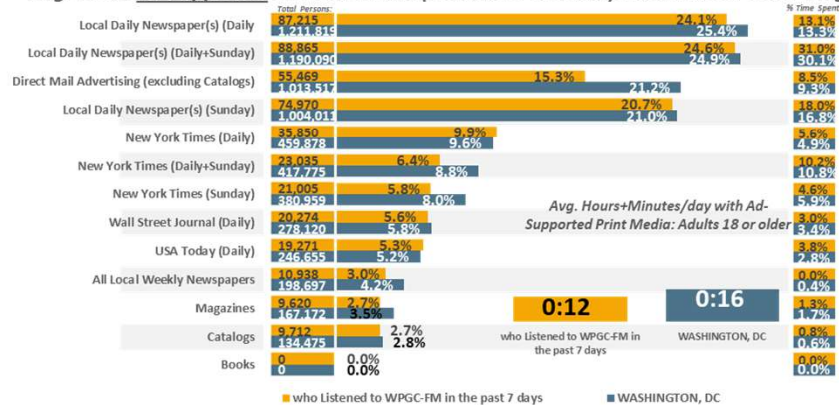


88,865 or 24.6% of Adults 18 or older who Listened to WPGC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

**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**



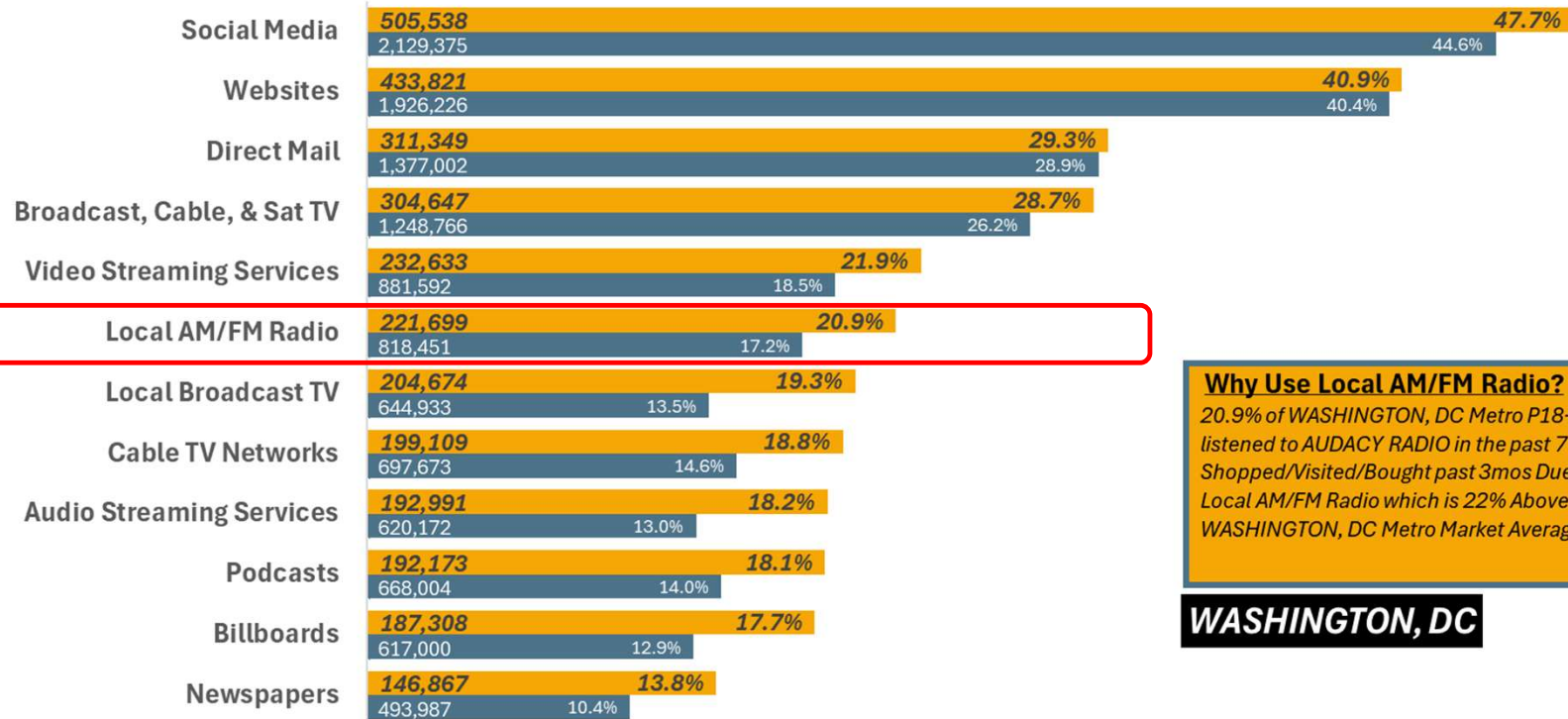
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "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?

20.9% 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 22% Above the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

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

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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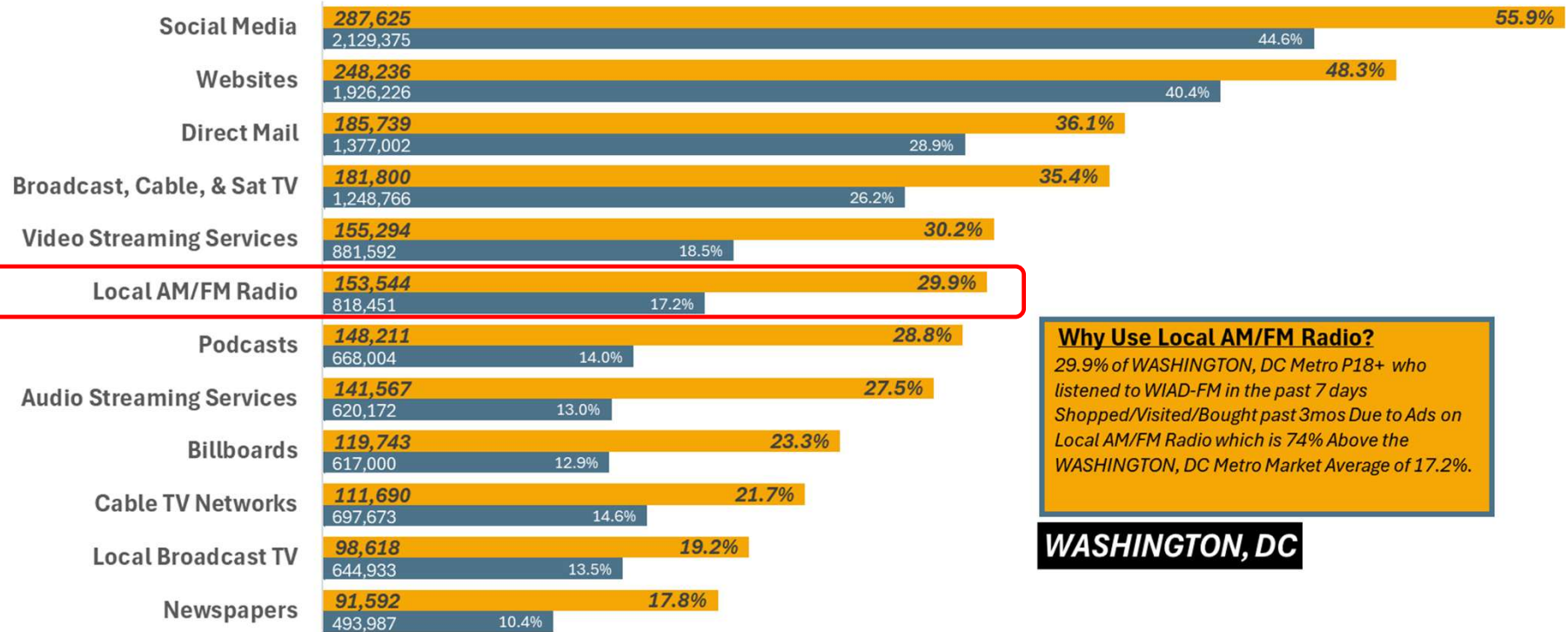
(Radio Stations: WDCH-FM OR Radio Stations: WIAD-FM OR Radio Stations: WJFK-FM OR Radio Stations: WLZL-FM OR Radio Stations: WPGC-FM OR Radio Stations: WTEM-AM)





## "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 74% Above the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

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

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 483

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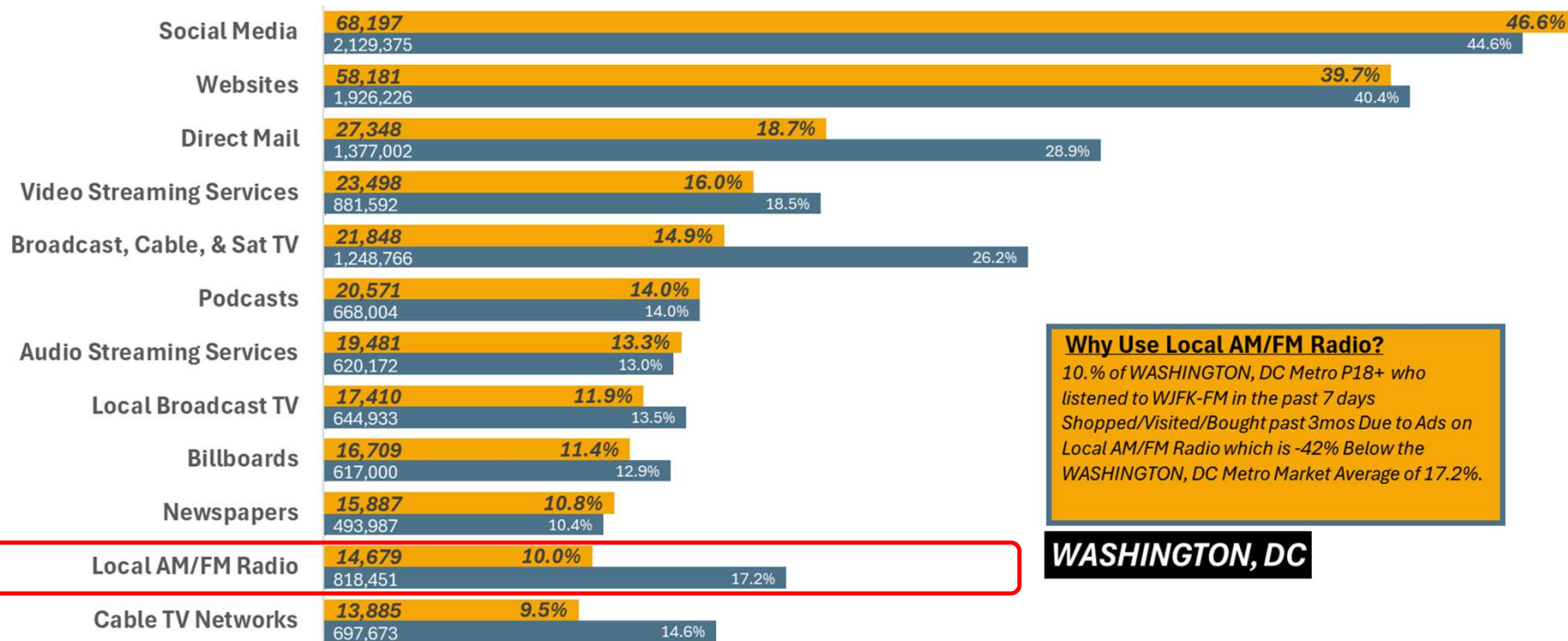
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Radio Stations: WIAD-FM



## "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?

10.0% 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 -42% Below the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

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

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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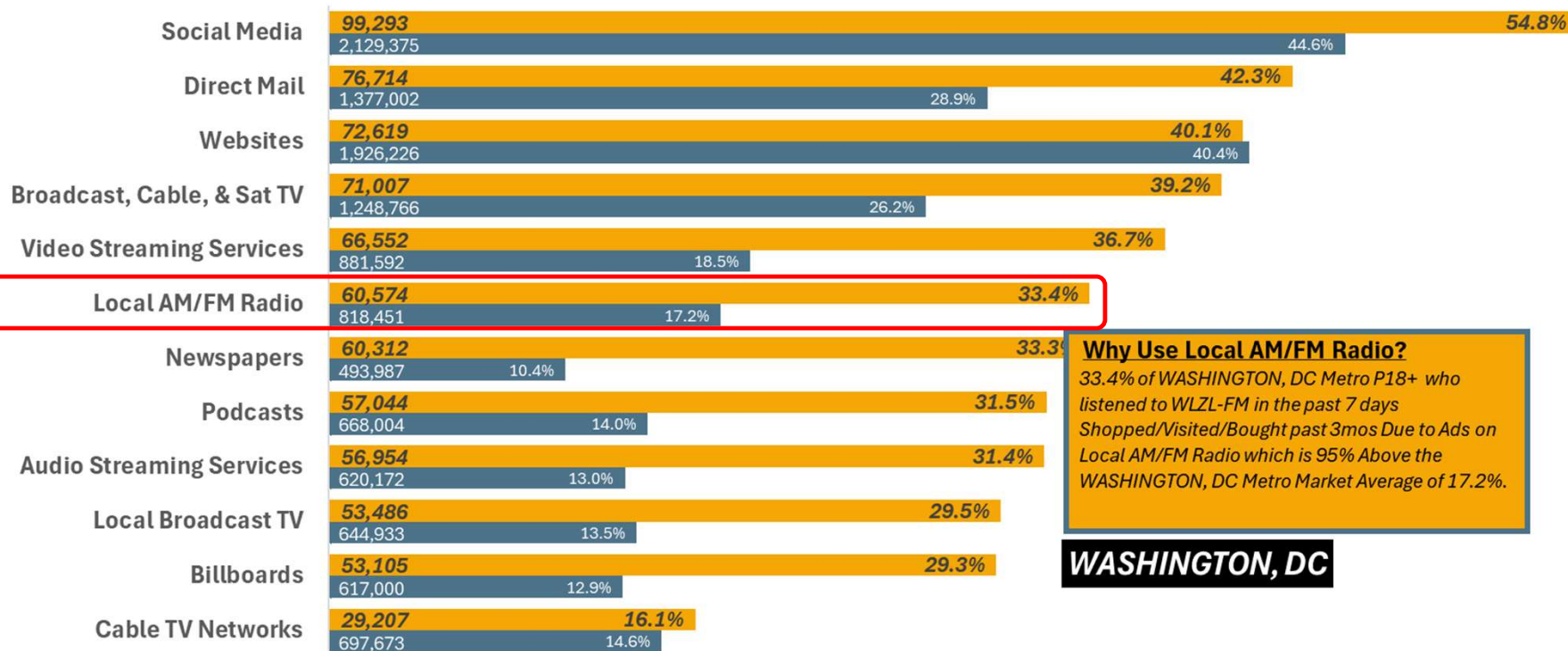
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Radio Stations: WJFK-FM



## "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?

33.4% 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 95% Above the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

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

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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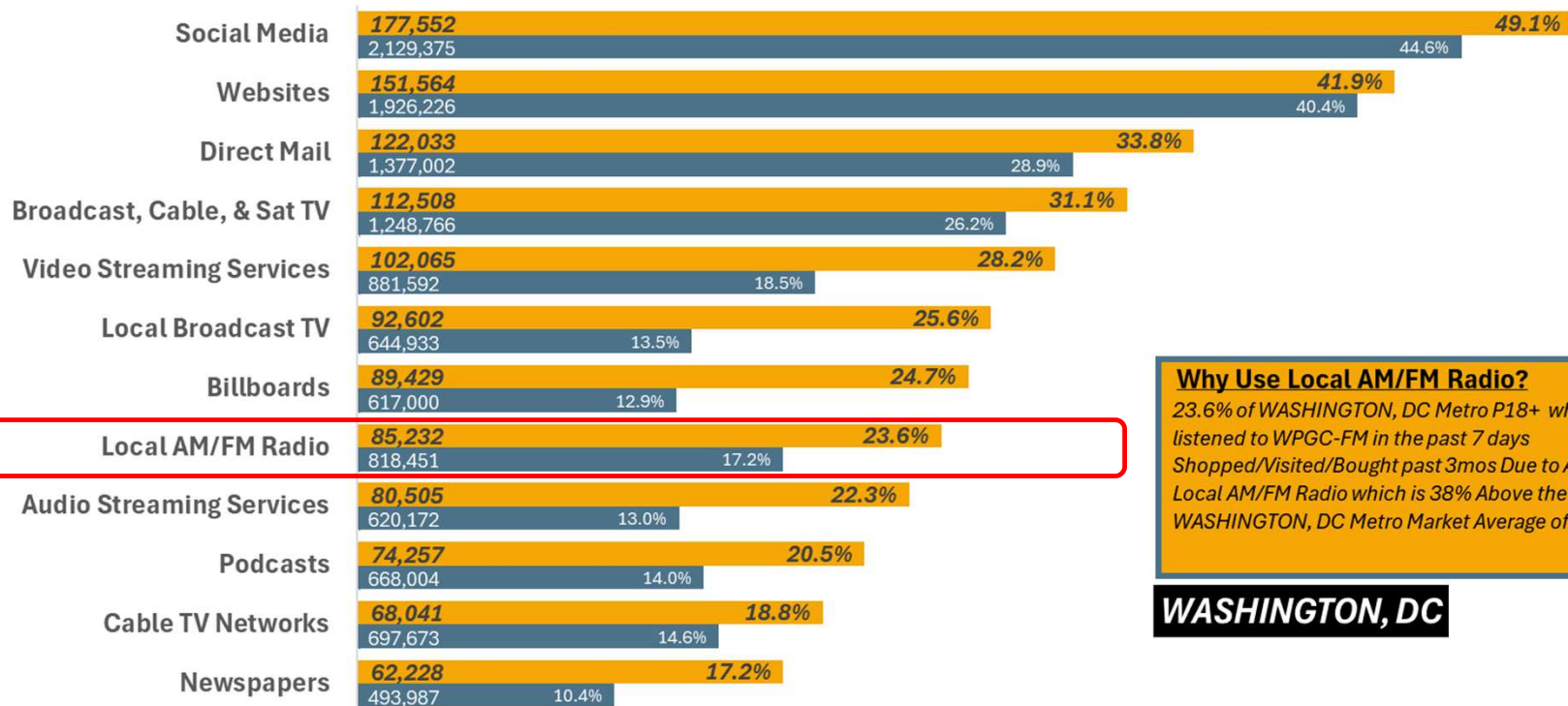
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## "Advertising Actions"

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?

23.6% 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 38% Above the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

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

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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