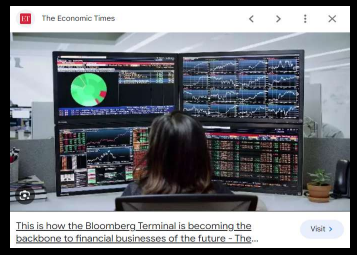
USA–5 Local Media Used for NEWS in the WASHINGTON, DC Metro!

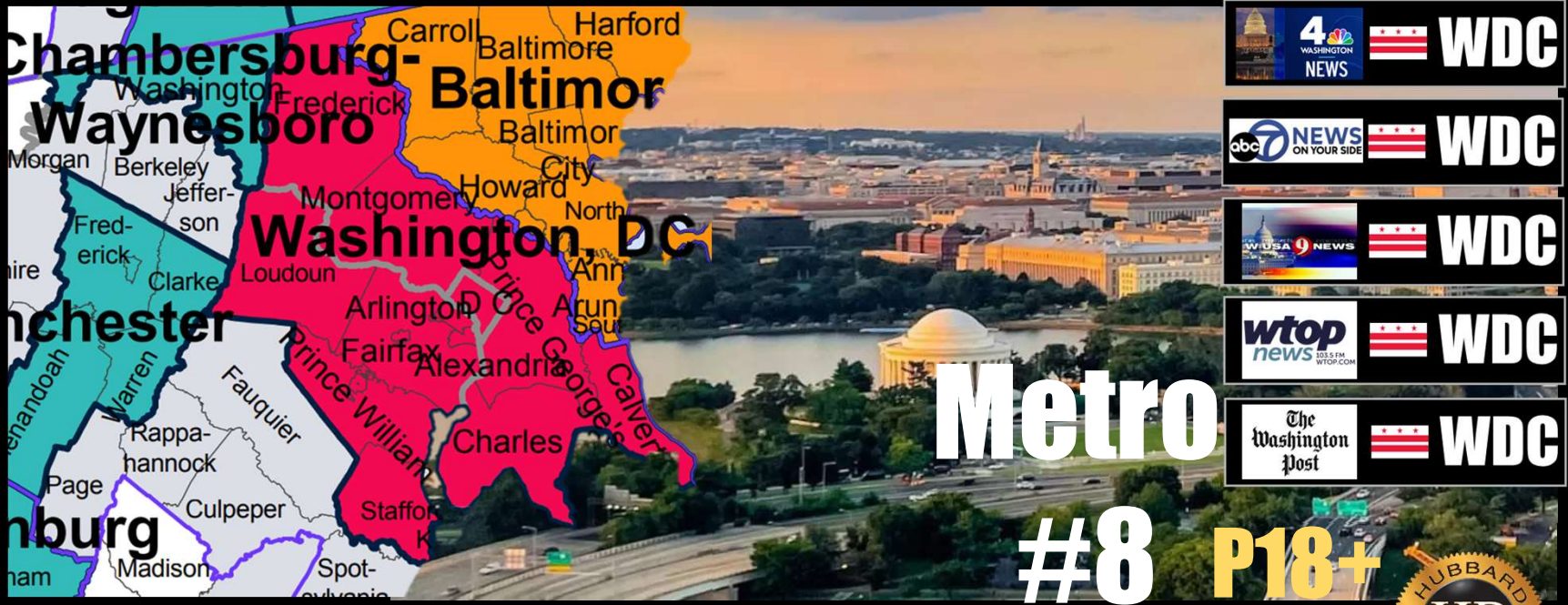
Brand New Data as of August 31, 2025!

Complete Demographic & Media Use Profiles









#8 P18+

WDC

WDC

WDC

WDC

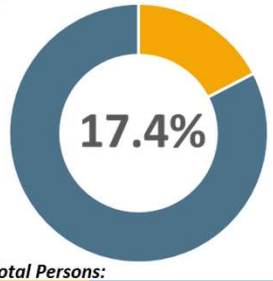
WDC

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

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

17.4% or 820,047 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Typical Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 59.5 years old (24.5% older than average) and have a $150,766 (6.4% higher than average) annual household income.

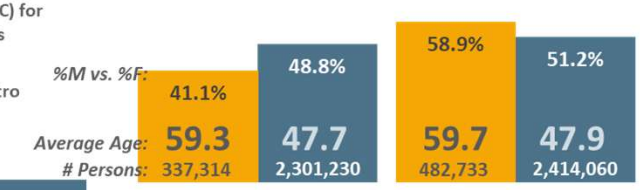
Percent of Market: Adults 18 or older



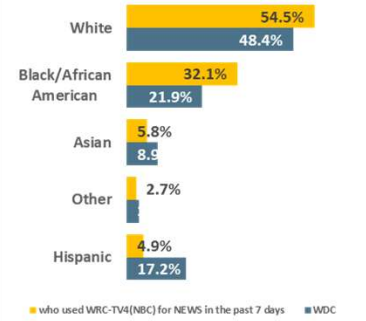
Total Persons:

820,047	3,895,243

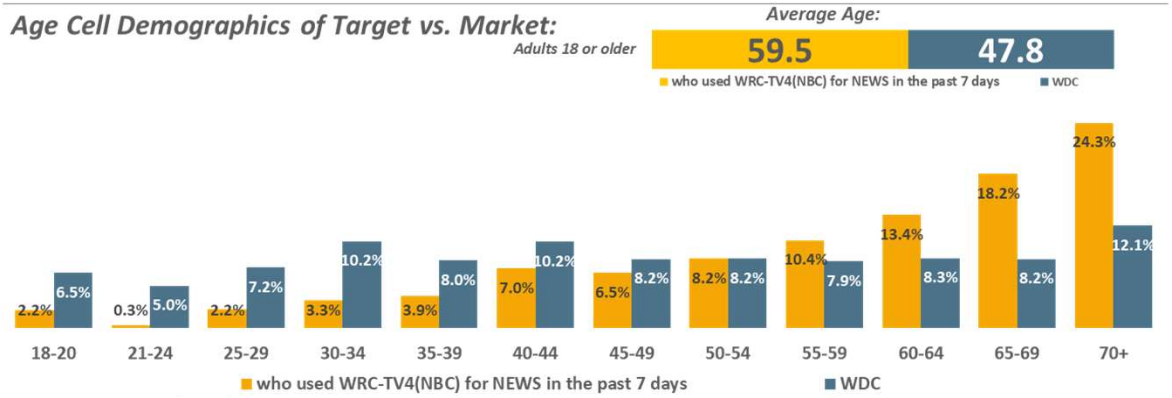
Gender of Target vs. Market: Adults 18 or older



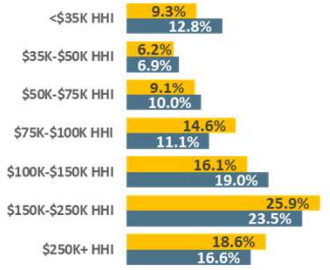
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $150,766 | $141,702

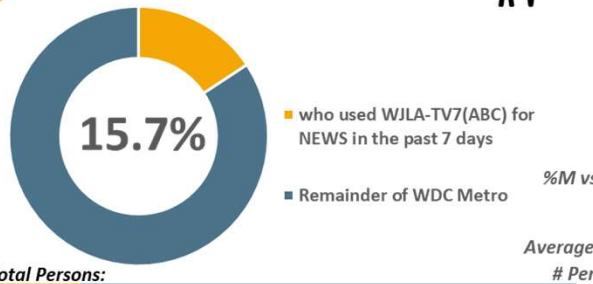
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

15.7% or 741,689 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Typical Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 60.9 years old (27.5% older than average) and have a $146,082 (3.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



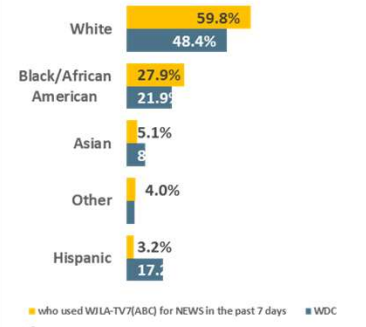
Total Persons:

741,689	3,973,601

Gender of Target vs. Market: Adults 18 or older

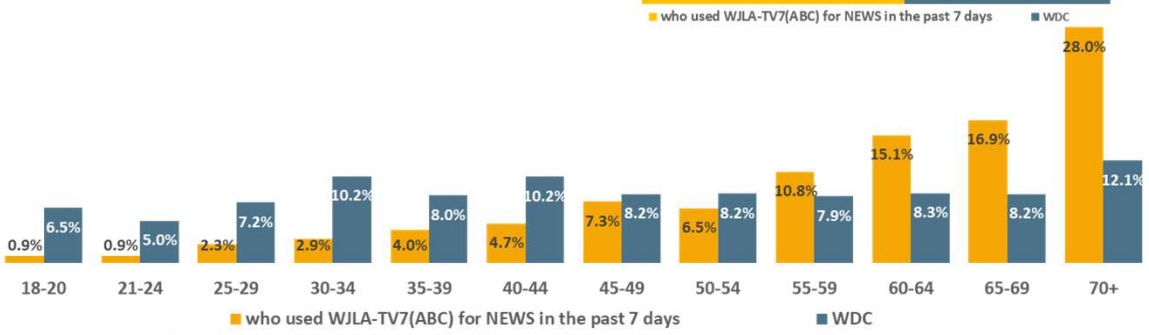
	Men	Men	Women	Women
%M vs. %F:	46.8%	48.8%	53.2%	51.2%
Average Age:	58.5	47.7	63.4	47.9
# Persons:	347,030	2,301,230	394,659	2,414,060

Ethnicity of Target vs. Market:

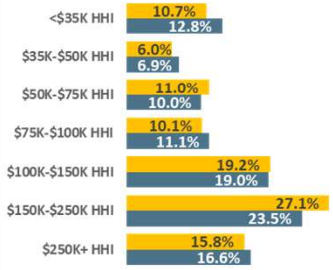


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 60.9	47.8



HHI of Target vs. Market:



Avg HHI:	$146,082	$141,702

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

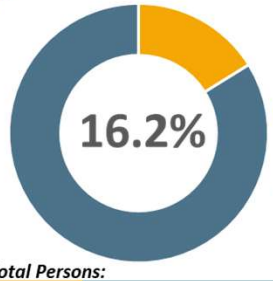
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

WDC

16.2% or 761,950 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Typical Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 58.9 years old (23.2% older than average) and have a $142,810 (.8% higher than average) annual household income.

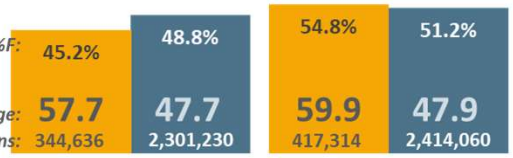
Percent of Market: Adults 18 or older



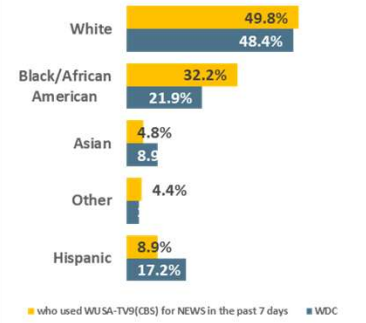
Total Persons:

761,950	3,953,340

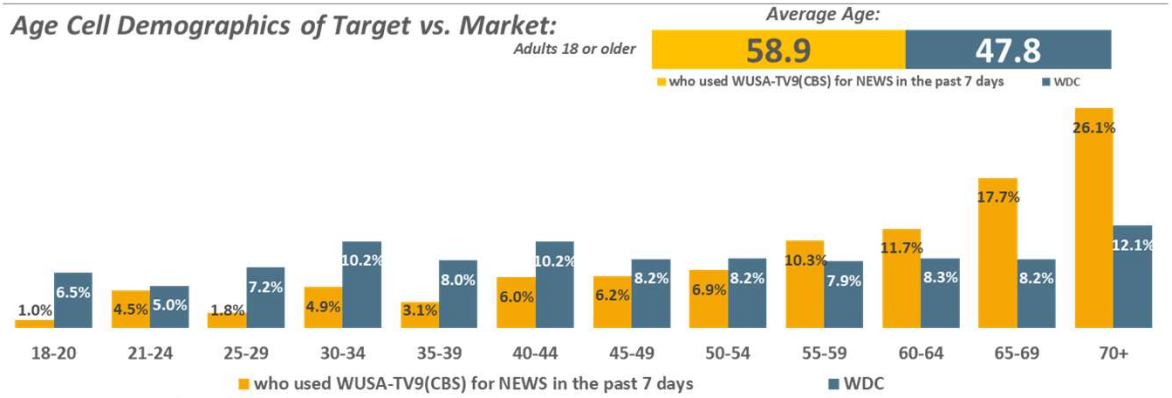
Gender of Target vs. Market: Adults 18 or older



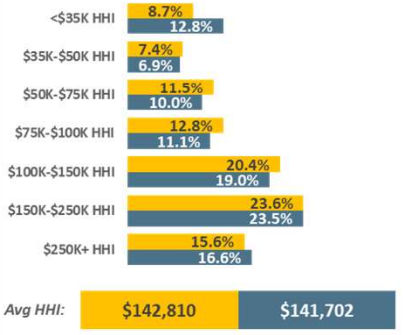
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$142,810	$141,702

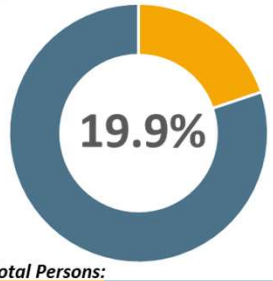
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

19.9% or 936,553 of WDC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days.
Typical Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 58. years old (21.2% older than average) and have a $155,335 (9.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

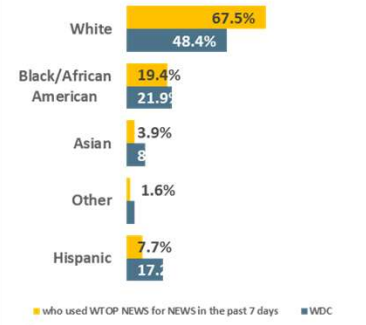


Total Persons:	936,553	3,778,737

Gender of Target vs. Market: Adults 18 or older

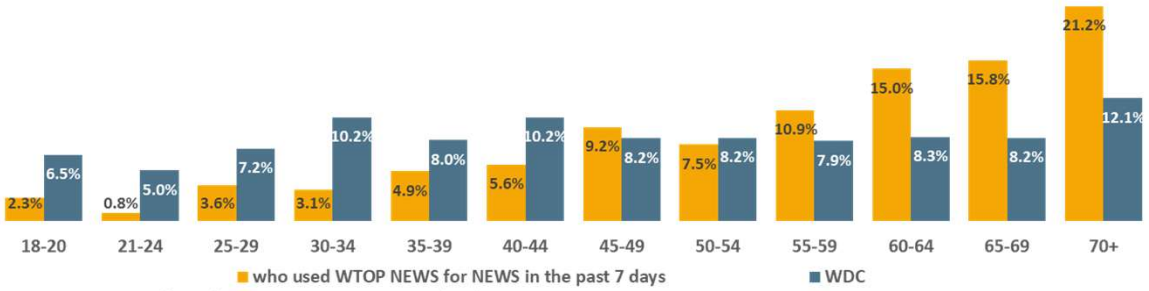
	Men	Men	Women	Women
%M vs. %F:	50.8%	48.8%	49.2%	51.2%
Average Age:	60.4	47.7	55.0	47.9
# Persons:	475,761	2,301,230	460,792	2,414,060

Ethnicity of Target vs. Market:

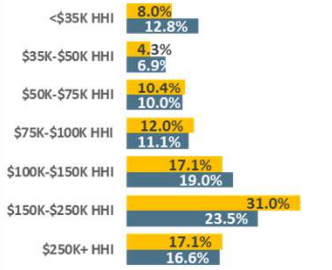


Age Cell Demographics of Target vs. Market:

Average Age:	who used WTOP NEWS for NEWS in the past 7 days	WDC
Adults 18 or older	58.0	47.8



HHI of Target vs. Market:



Avg HHI:	$155,335	$141,702

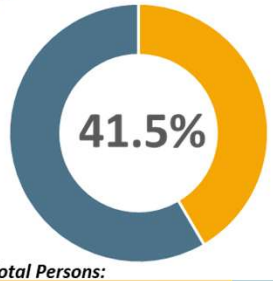
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

41.5% or 1,959,030 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS in the past 7 days. Typical Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days are 49.8 years old (4.2% older than average) and have a $160,519 (13.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used THE WASHINGTON POST for NEWS in the past 7 days
- Remainder of WDC Metro

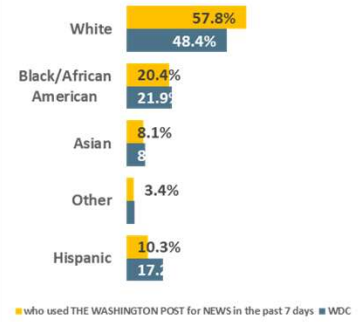
Total Persons:

who used THE WASHINGTON POST for NEWS in the past 7 days	Remainder of WDC Metro
1,959,030	2,756,260

Gender of Target vs. Market: Adults 18 or older

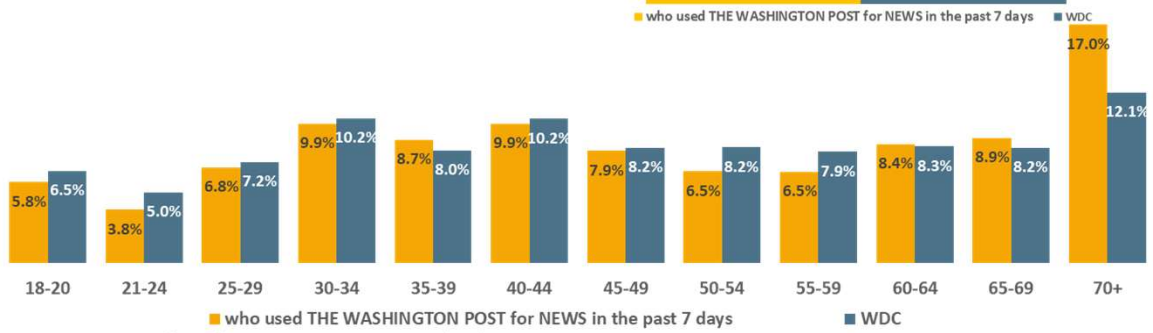
	Men	Men	Women	Women
%M vs. %F:	51.6%	48.8%	48.4%	51.2%
Average Age:	50.8	47.7	48.8	47.9
# Persons:	1,010,823	2,301,230	948,206	2,414,060

Ethnicity of Target vs. Market:

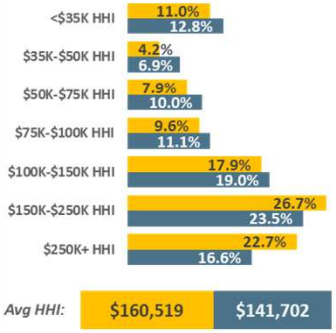


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.8	47.8



HHI of Target vs. Market:



Avg HHI:	$160,519	$141,702

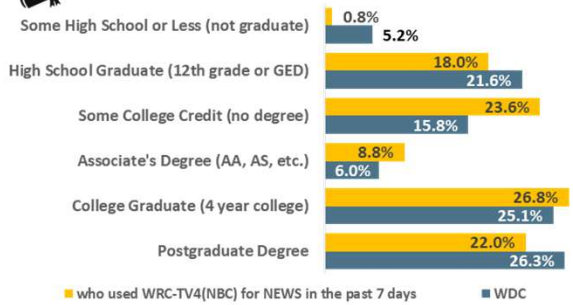
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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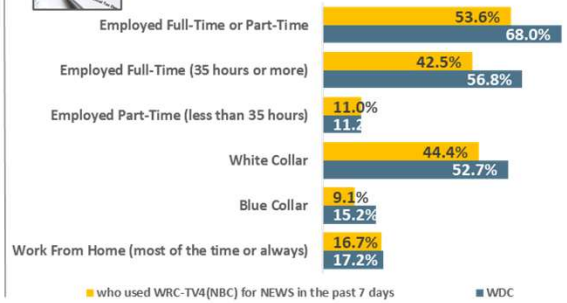
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

17.4% or 820,047 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 5.1% less likely to be a college graduate, 25.1% less likely to work full-time, 12.% more likely to be married, 38.1% less likely to be a parent of 1 or more children under 18.

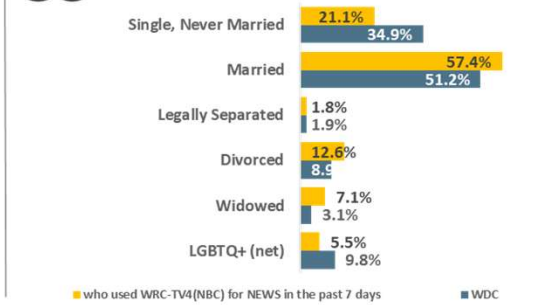
Education Levels: Adults 18 or older



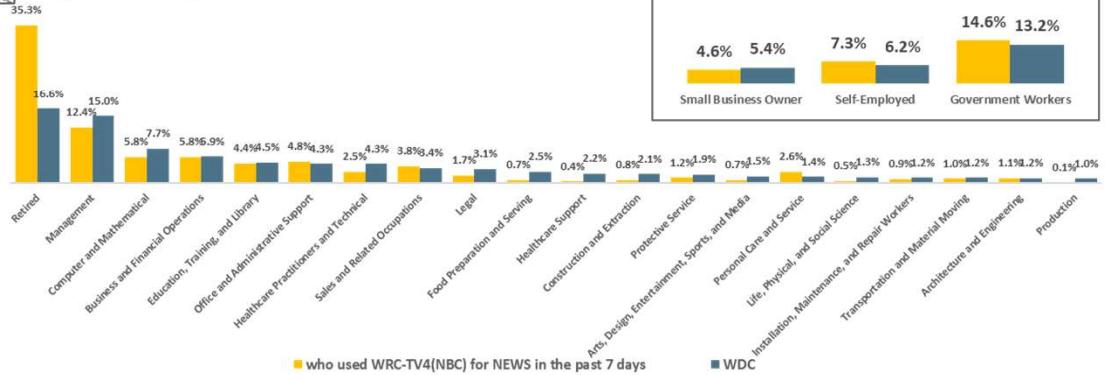
Employment: Adults 18 or older



Marital Status: Adults 18 or older

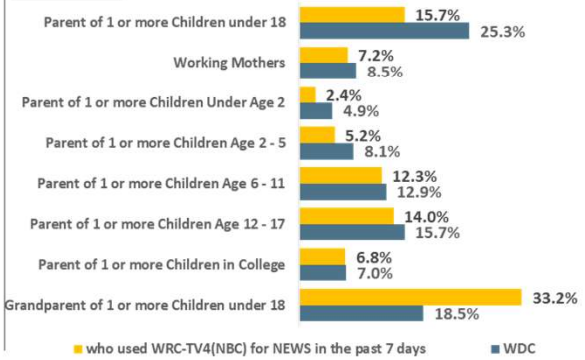


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



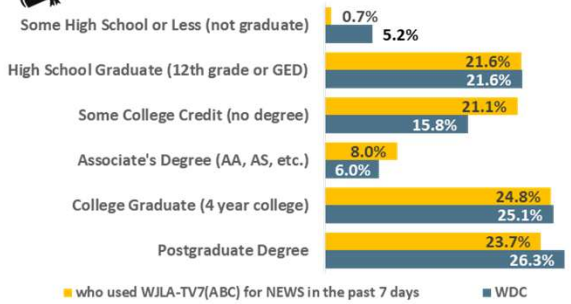
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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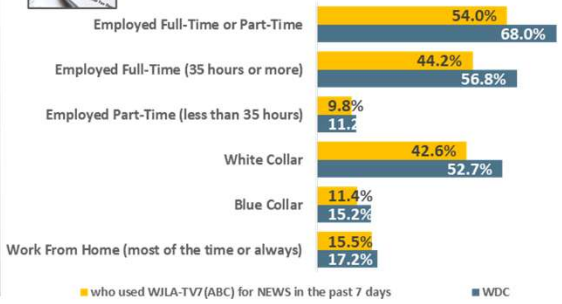
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

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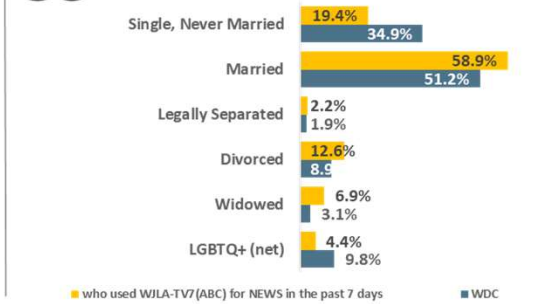
Education Levels: Adults 18 or older



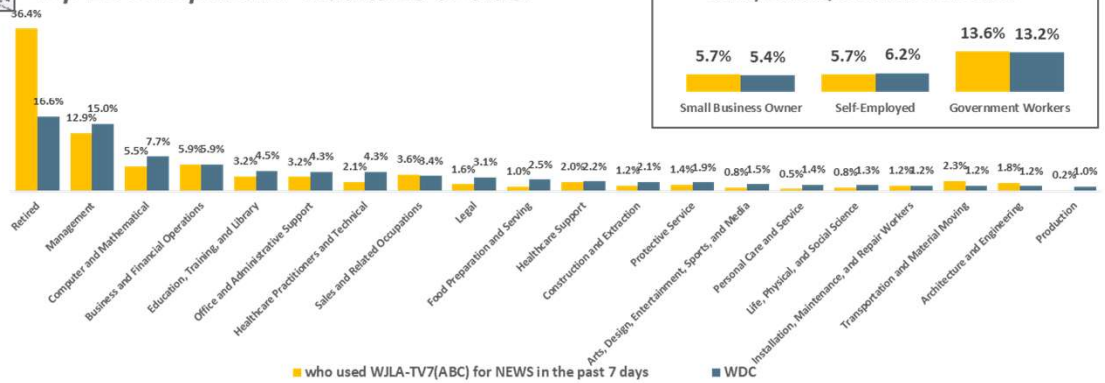
Employment: Adults 18 or older



Marital Status: Adults 18 or older

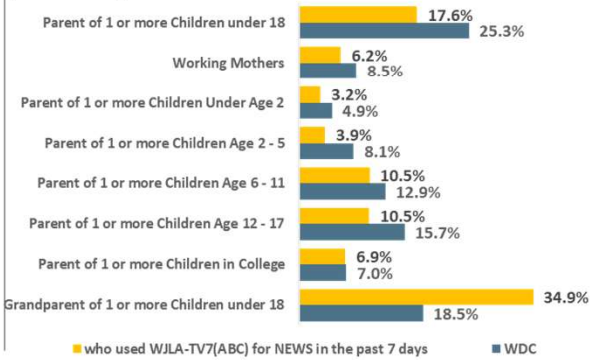


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

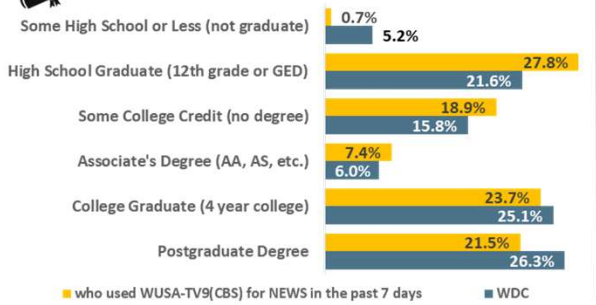
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

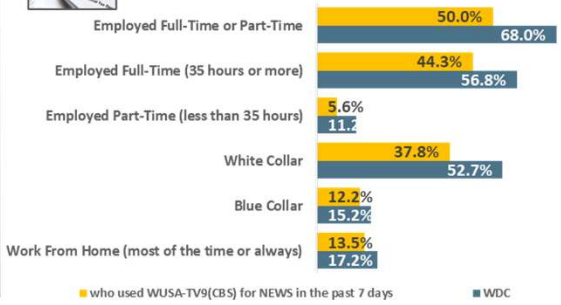
WDC

16.2% or 761,950 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 12.1% less likely to be a college graduate, 21.9% less likely to work full-time, 8.7% more likely to be married, 44.3% less likely to be a parent of 1 or more children under 18.

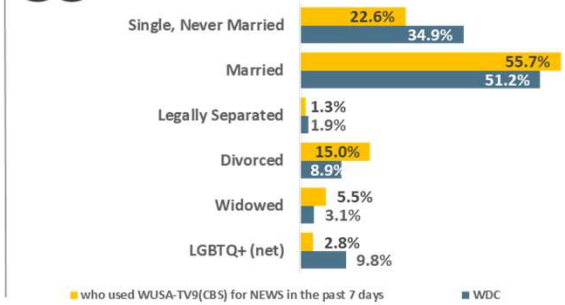
Education Levels: Adults 18 or older



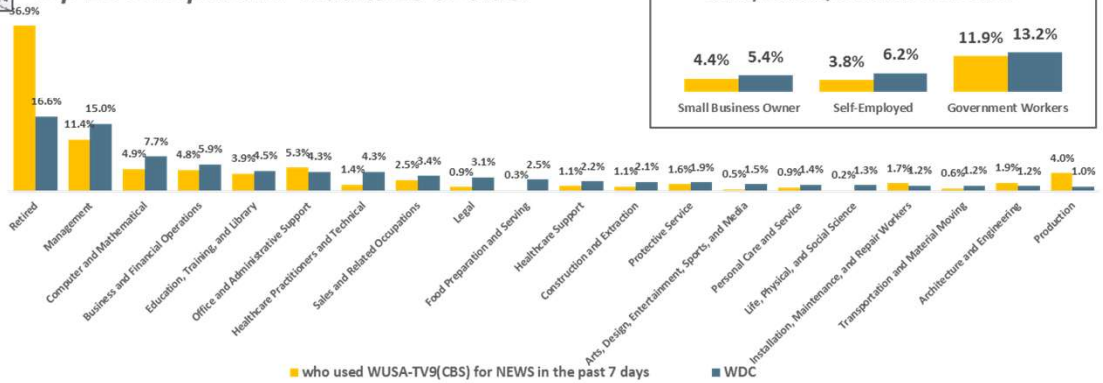
Employment: Adults 18 or older



Marital Status: Adults 18 or older

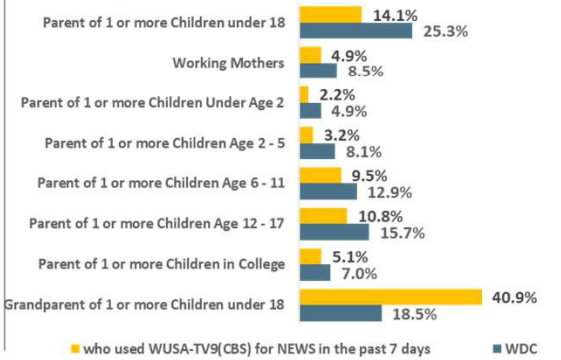


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

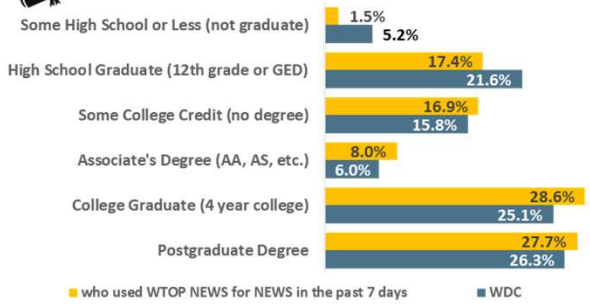
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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

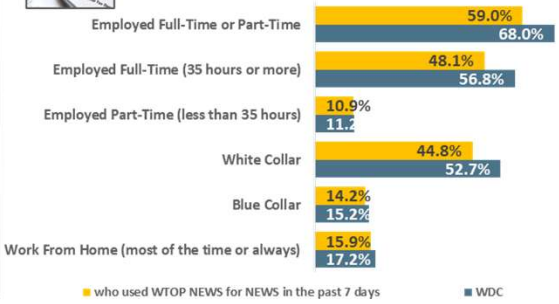
wtop news 103.5 FM WTOP.COM WDC

19.9% or 936,553 of WDC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 9.4% more likely to be a college graduate, 15.4% less likely to work full-time, 16.7% more likely to be married, 24.3% less likely to be a parent of 1 or more children under 18.

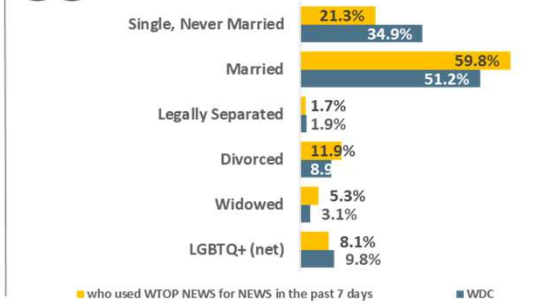
Education Levels: Adults 18 or older



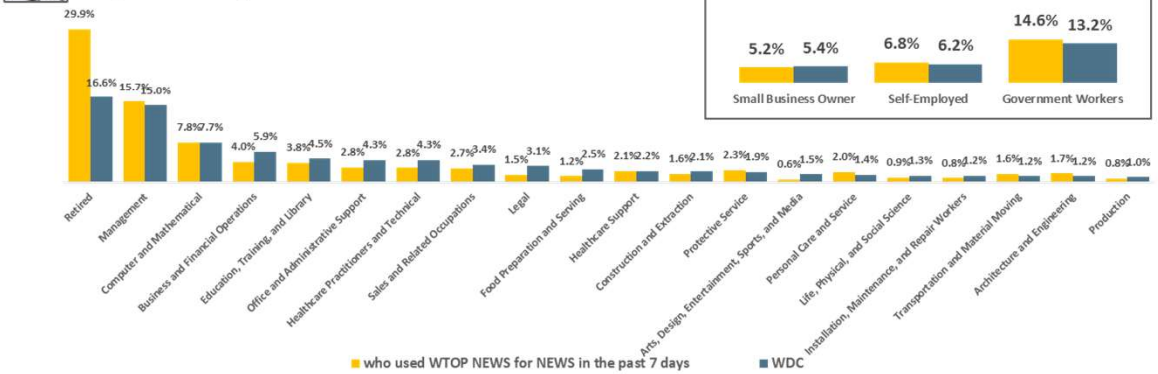
Employment: Adults 18 or older



Marital Status: Adults 18 or older

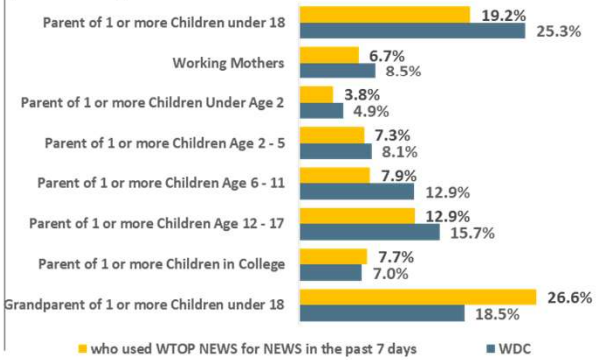


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

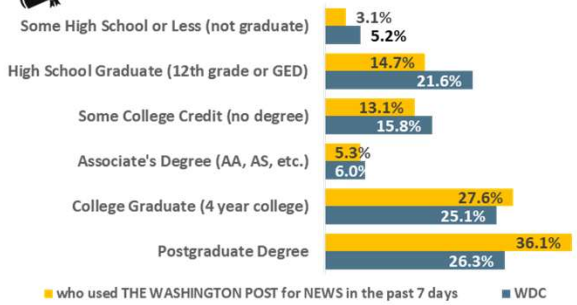
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

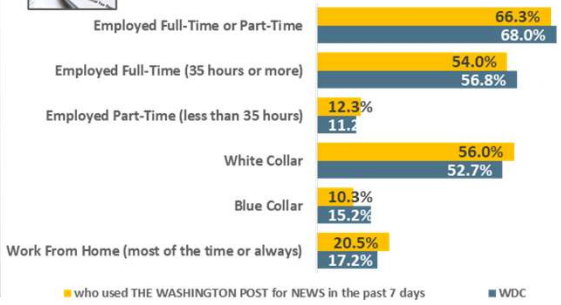
The Washington Post | WDC

41.5% or 1,959,030 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS in the past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days are 24.% more likely to be a college graduate, 4.9% less likely to work full-time, 7.7% more likely to be married, .4% more likely to be a parent of 1 or more children under 18.

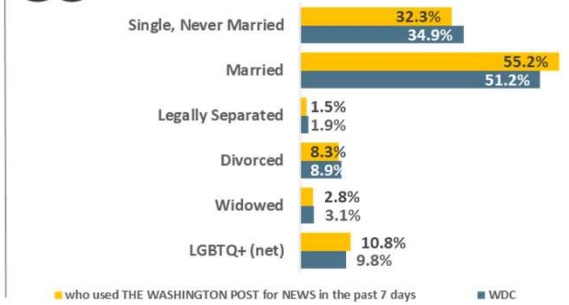
Education Levels: Adults 18 or older



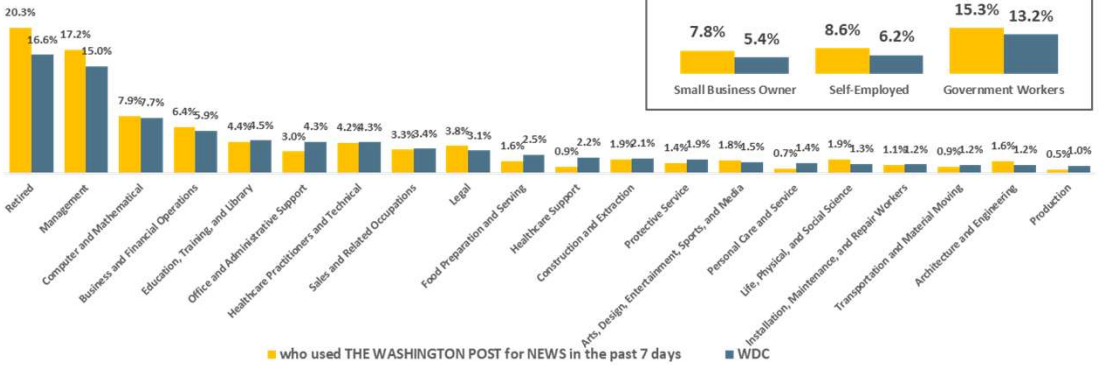
Employment: Adults 18 or older



Marital Status: Adults 18 or older

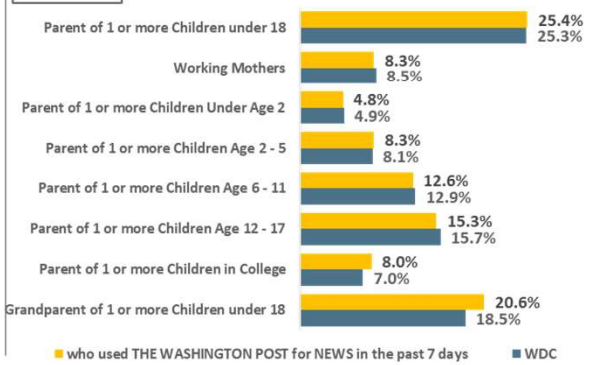


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

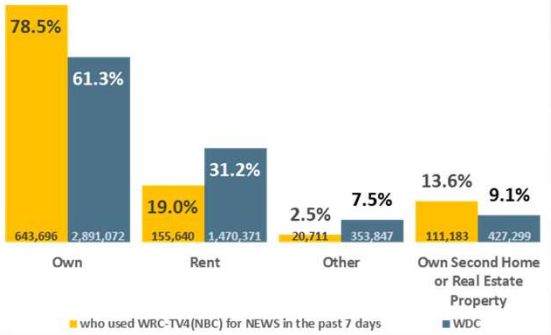
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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

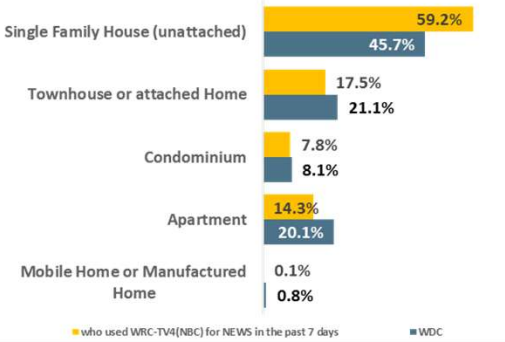
WDC

17.4% or 820,047 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 28.% more likely to own their home, .4% more likely to own a higher valued home, 29.6% more likely to have a single-family home, 29.3% more likely to have a dog.

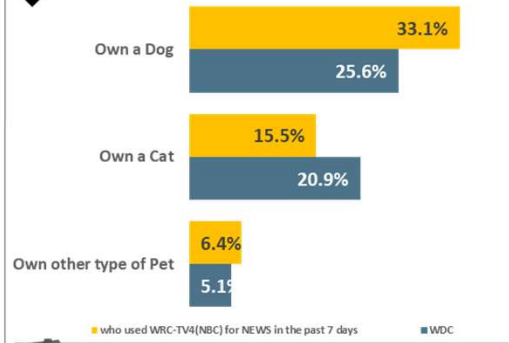
Own/Rent/Other: Adults 18 or older



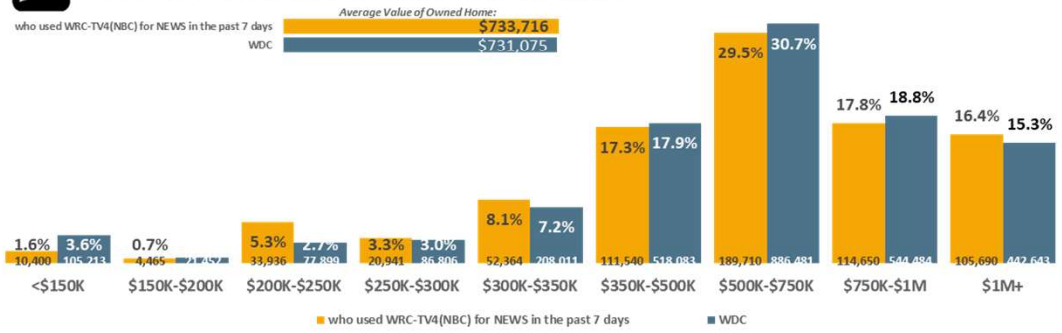
Type of Home: Adults 18 or older



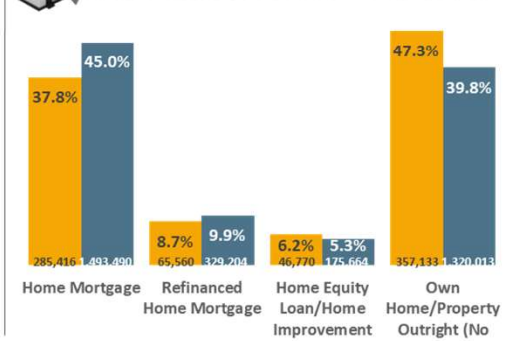
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



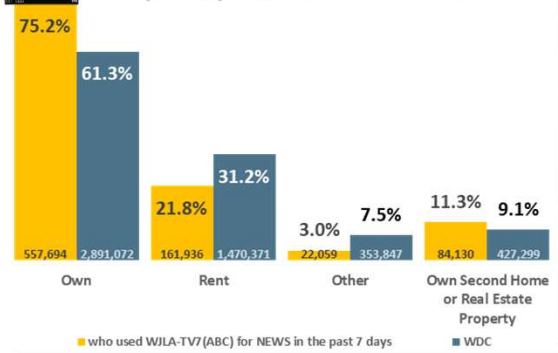
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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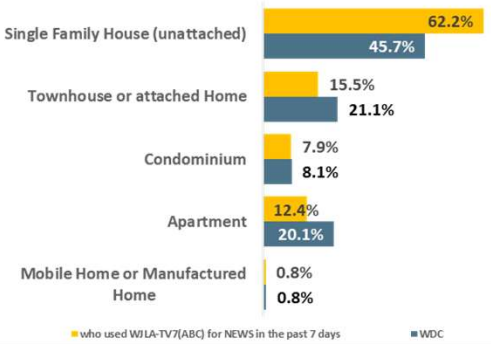
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

15.7% or 741,689 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 22.6% more likely to own their home, 4.3% more likely to own a higher valued home, 36.% more likely to have a single-family home, 27.6% more likely to have a dog.

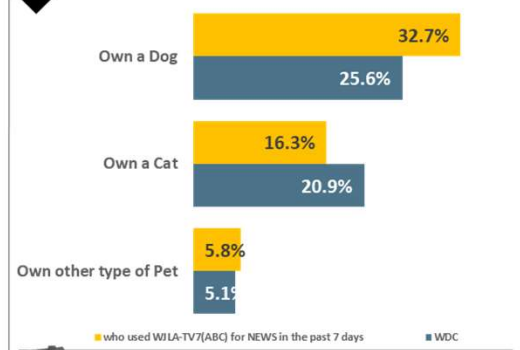
Own/Rent/Other: Adults 18 or older



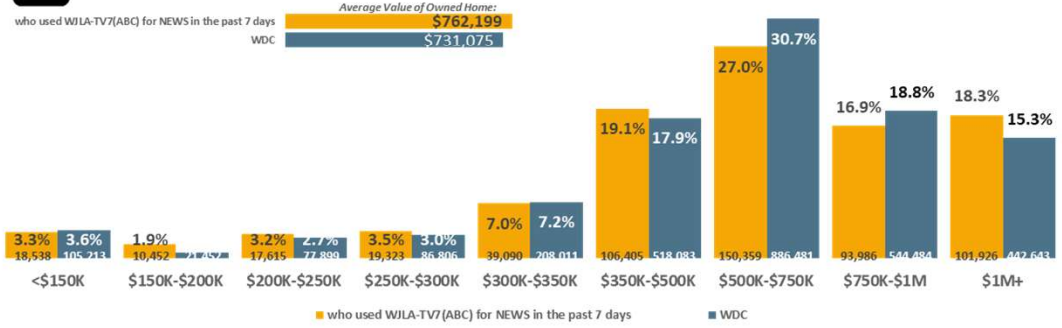
Type of Home: Adults 18 or older



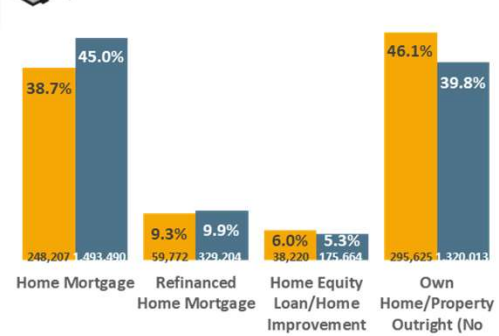
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

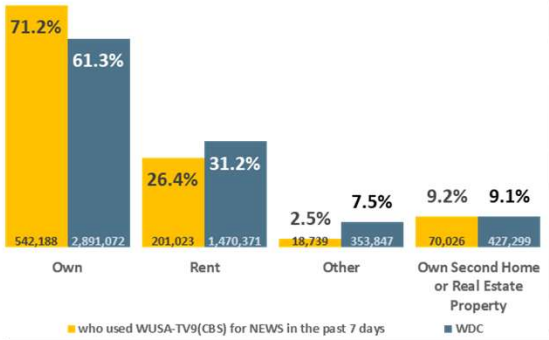
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

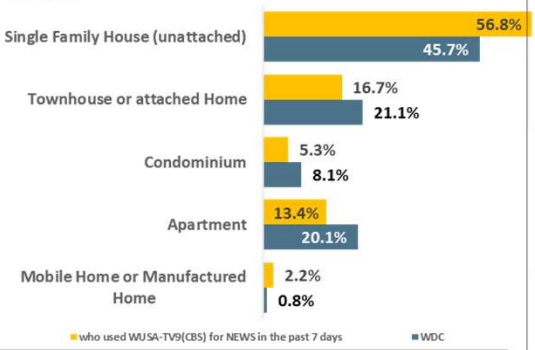
WDC

16.2% or 761,950 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 16.1% more likely to own their home, 7.6% more likely to own a lower valued home, 24.4% more likely to have a single-family home, 23.1% more likely to have a dog.

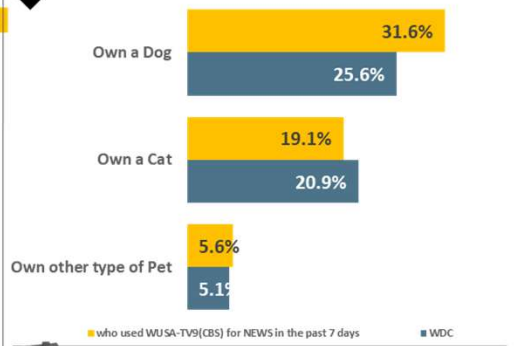
Own/Rent/Other: Adults 18 or older



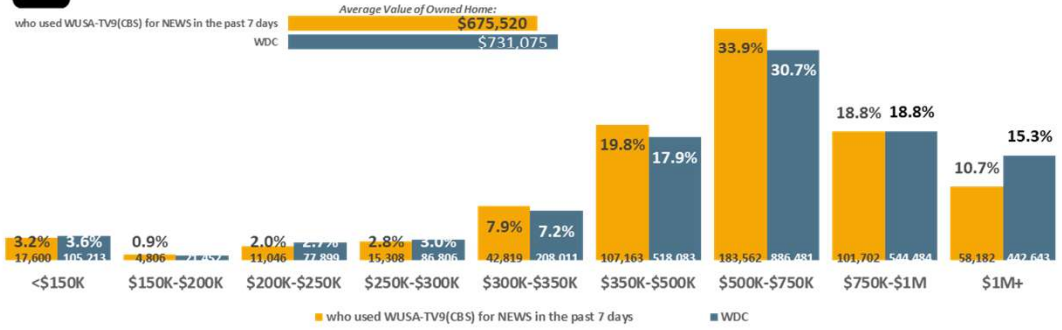
Type of Home: Adults 18 or older



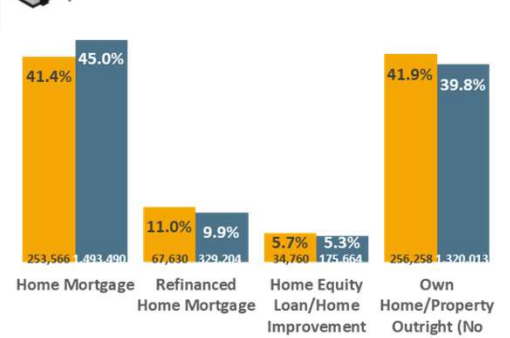
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

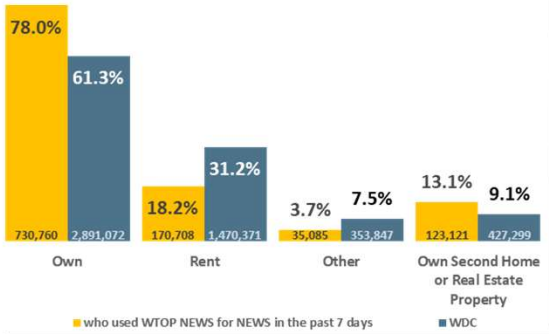
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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

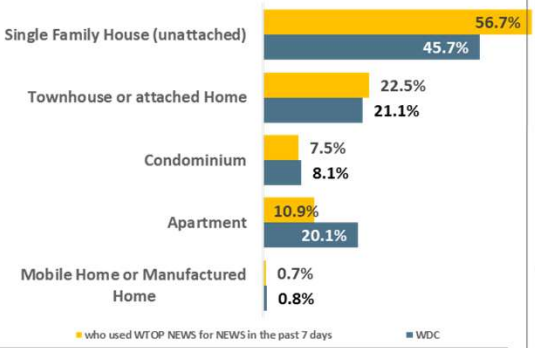
wtop news 103.5 FM WTOP.COM WDC

19.9% or 936,553 of WDC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 27.3% more likely to own their home, 5.3% more likely to own a lower valued home, 24.2% more likely to have a single-family home, 5.% more likely to have a dog.

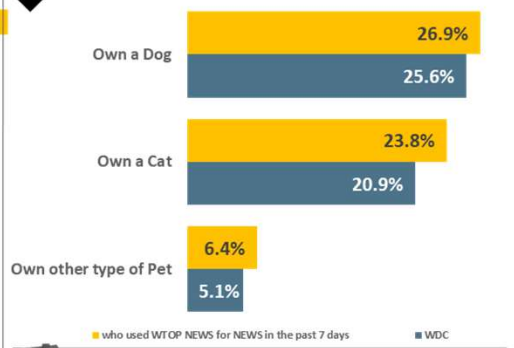
Own/Rent/Other: Adults 18 or older



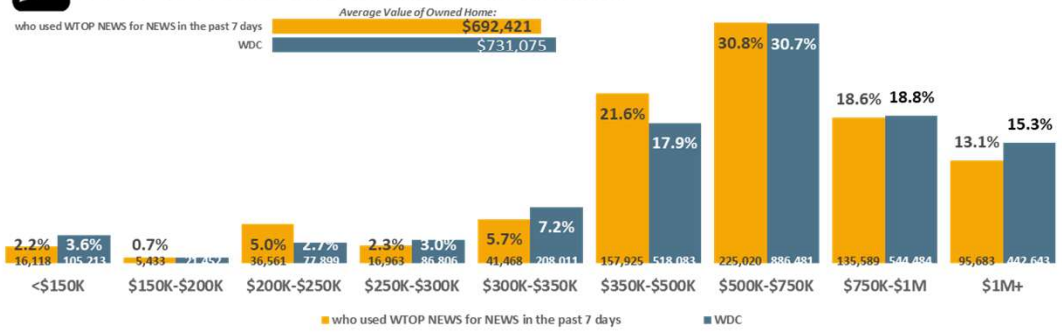
Type of Home: Adults 18 or older



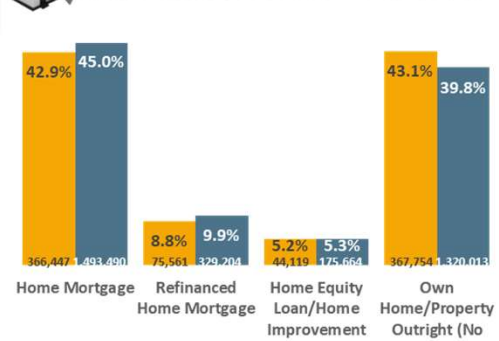
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



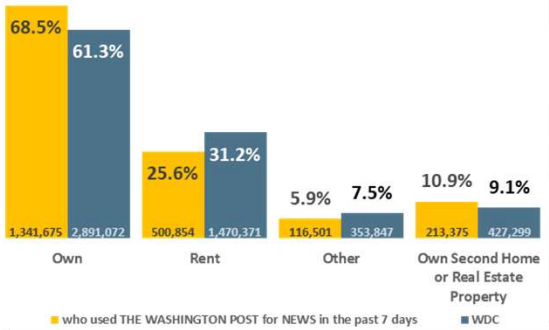
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

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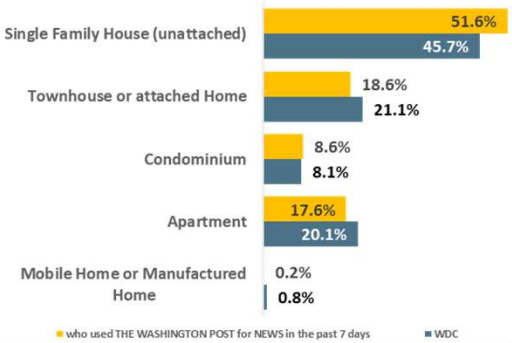
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

41.5% or 1,959,030 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS in the past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days are 11.7% more likely to own their home, 6.3% more likely to own a higher valued home, 13.% more likely to have a single-family home, 11.5% more likely to have a dog.

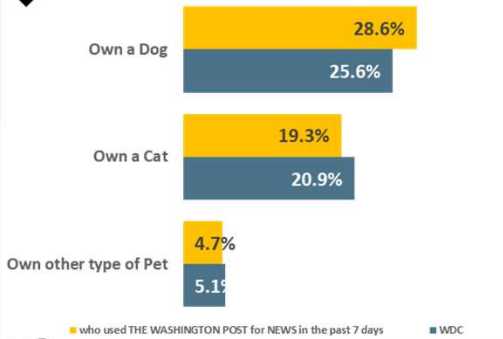
Own/Rent/Other: Adults 18 or older



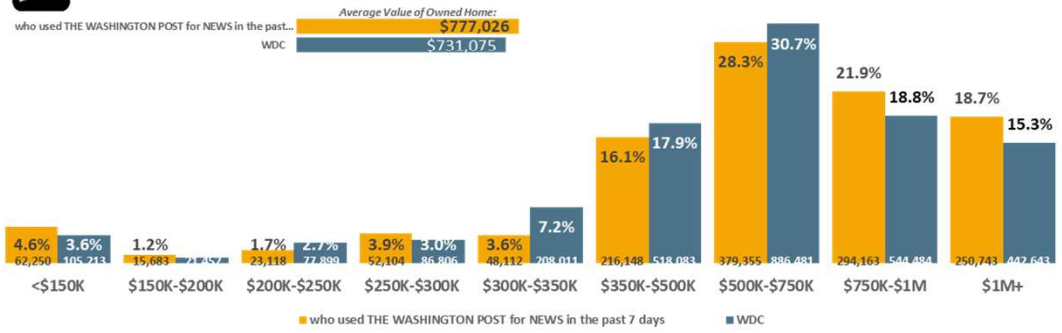
Type of Home: Adults 18 or older



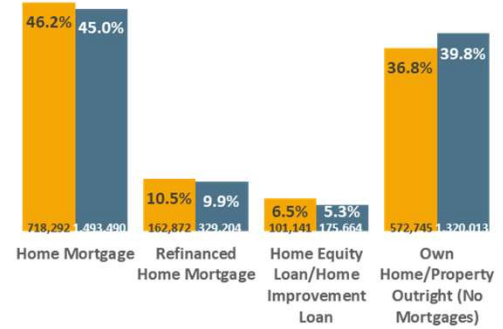
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



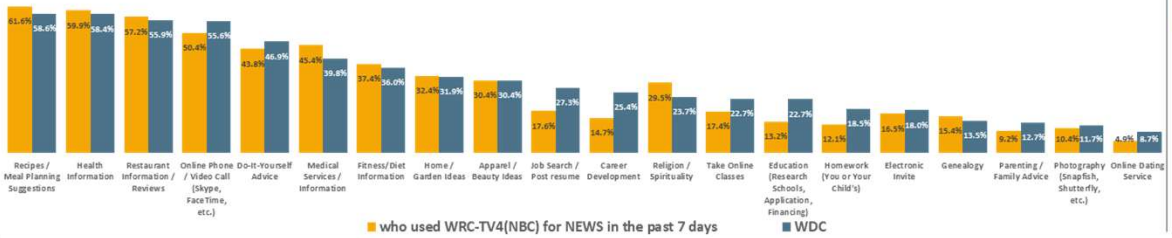
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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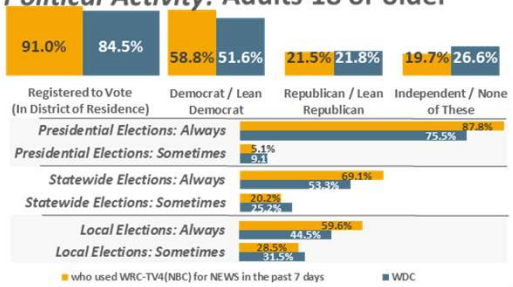
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

17.4% or 820,047 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 6.5% less likely to look up D-I-Y advice online, 33.9% more likely to always vote in local elections, 4.8% more likely to belong to a gym, 3.5% less likely to fly domestic past yr.

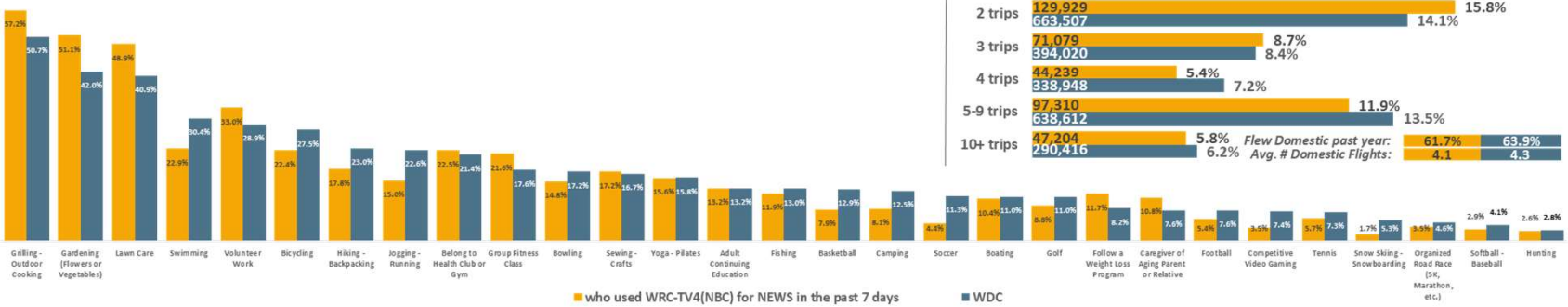
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

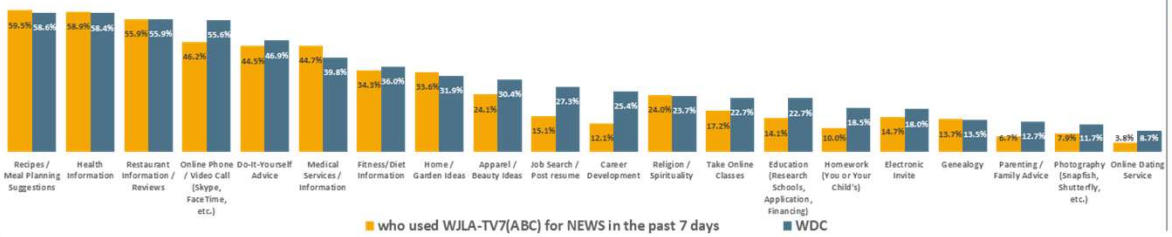
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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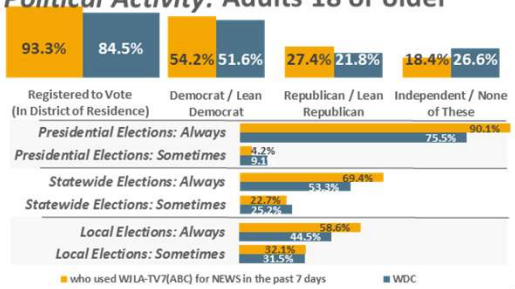
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15.7% or 741,689 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 5.4% less likely to look up D-I-Y advice online, 31.7% more likely to always vote in local elections, 3.6% less likely to belong to a gym, 4.6% less likely to fly domestic past yr.

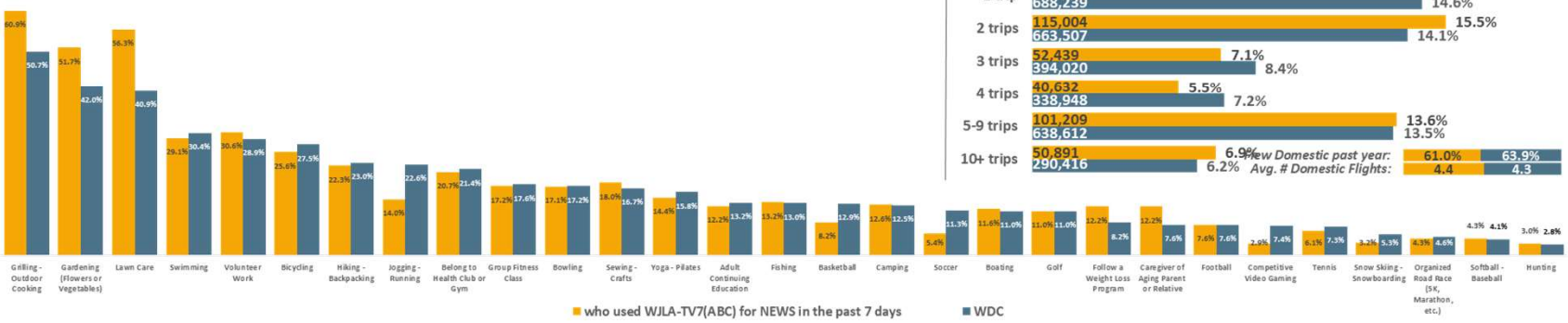
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

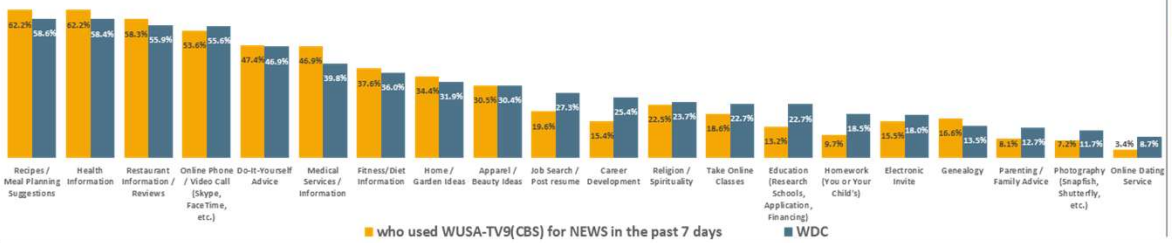
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

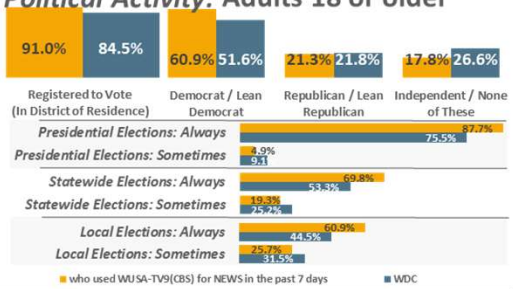


16.2% or 761,950 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 1.1% more likely to look up D-I-Y advice online, 36.9% more likely to always vote in local elections, 13.8% less likely to belong to a gym, 5.4% less likely to fly domestic past yr.

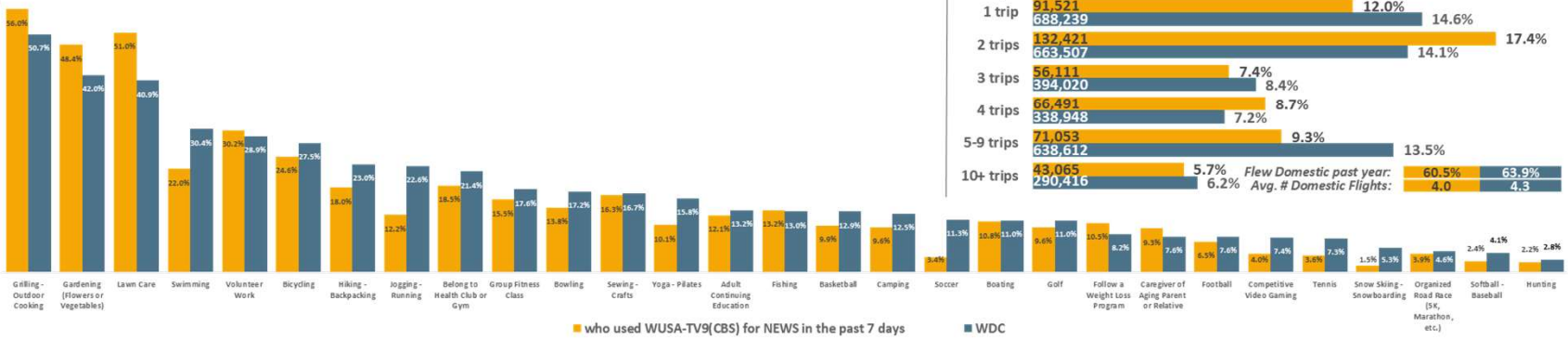
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

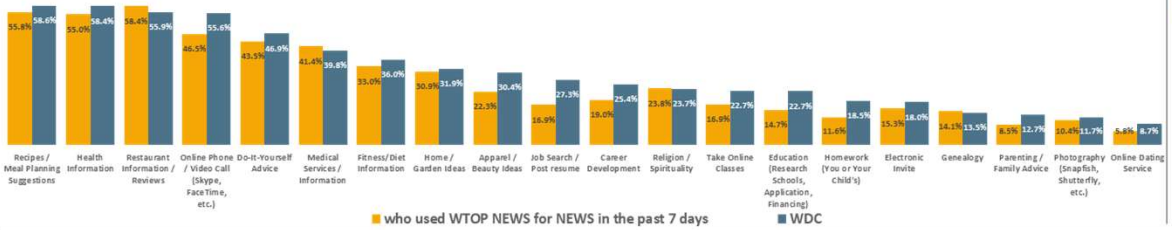
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

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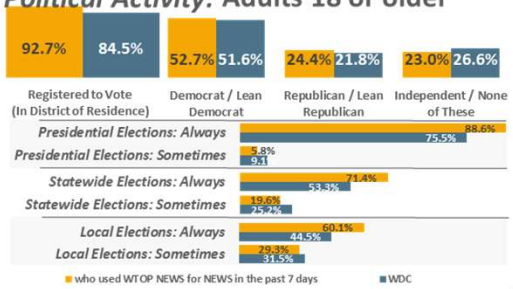
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

19.9% or 936,553 of WDC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 7.1% less likely to look up D-I-Y advice online, 35.2% more likely to always vote in local elections, 2.2% more likely to belong to a gym, .9% less likely to fly domestic past yr.

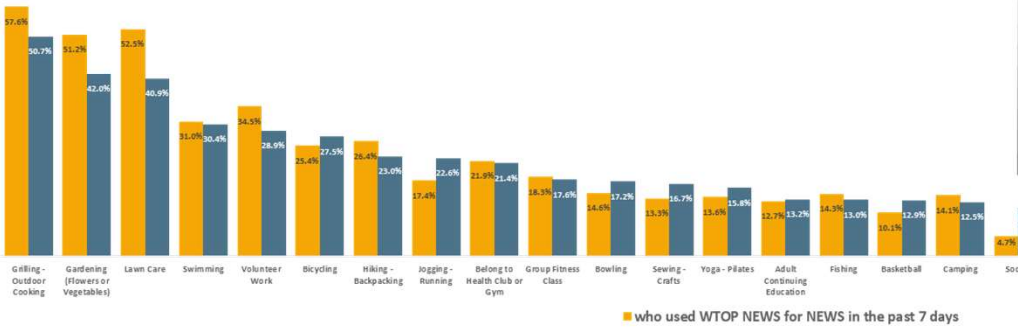
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



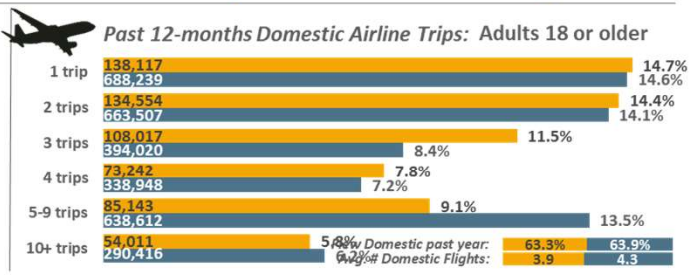
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

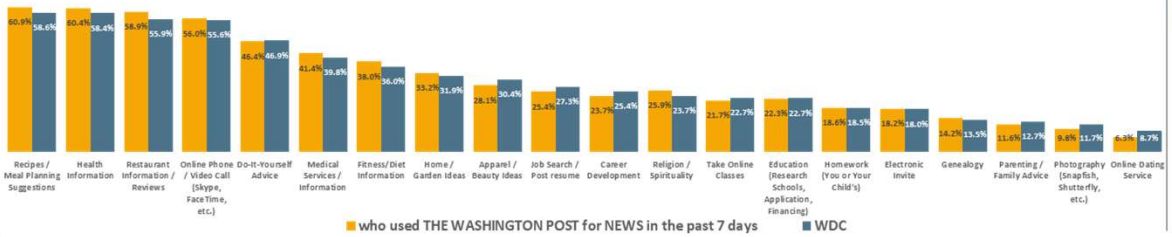
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

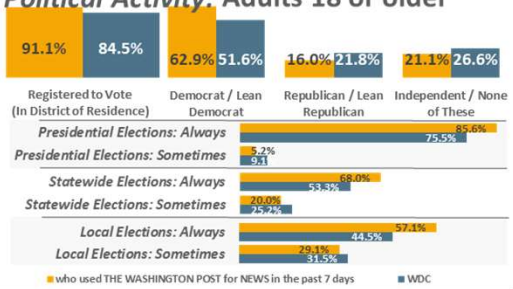
The Washington Post | WDC

41.5% or 1,959,030 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS in the past 7... Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days are 1.1% less likely to look up D-I-Y advice online, 28.3% more likely to always vote in local elections, 18.1% more likely to belong to a gym, 11.2% more likely to fly domestic p

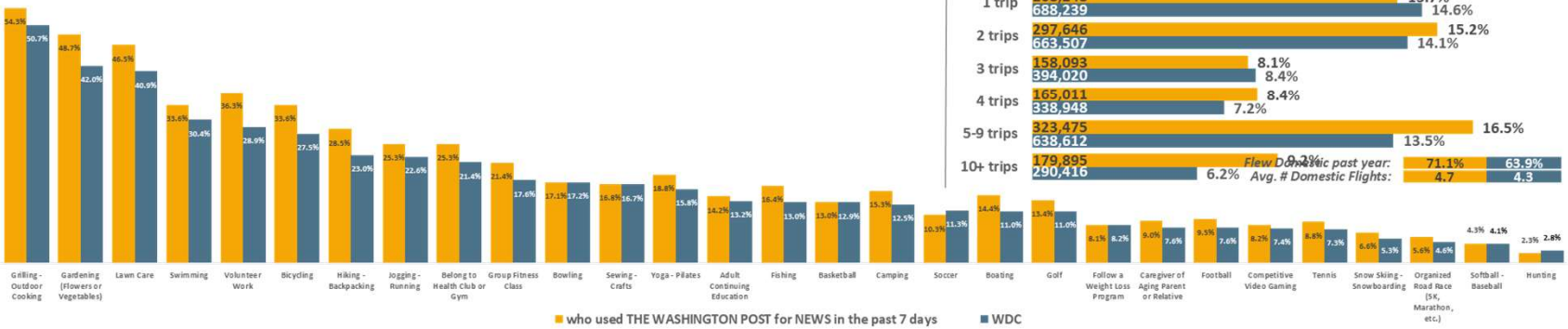
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

17.4% or 820,047 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 5.1% more likely to use QSRs past mo., 5.2% more likely to use Sit-Down Restaurants past mo., 1.7% more likely to use Casinos past yr., 27.7% less likely to smoke cigarettes.

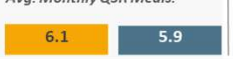
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



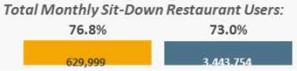
Avg. Monthly QSR Meals:



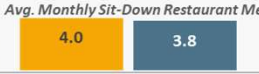
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

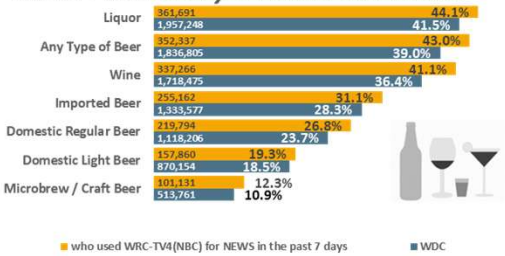
(Sit-Down Restaurants Used Past 30-days)



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

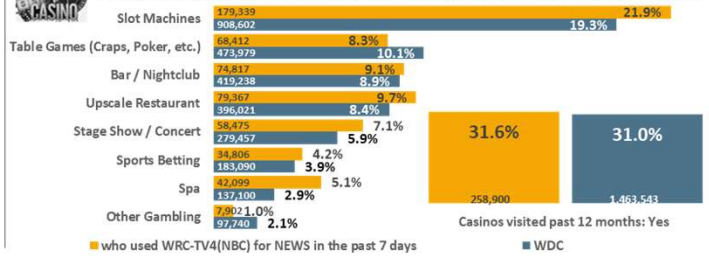


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

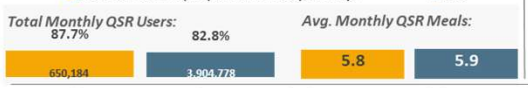
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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

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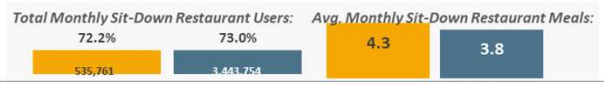
Past 30-days QSR Users: Adults 18 or older





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





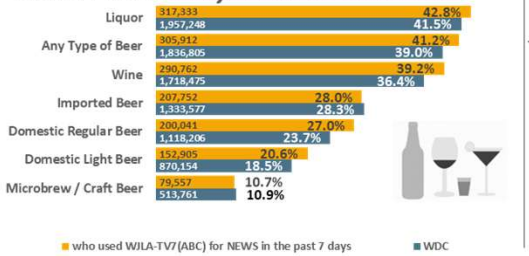
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



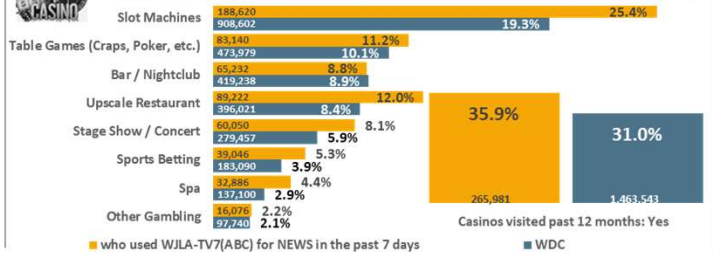


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



16.2% or 761,950 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 5.% more likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 8.1% more likely to use Casinos past yr., 19.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.9% 662,226 | 82.8% 3,904,778

Avg. Monthly QSR Meals: 5.7 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 73.9% 562,701 | 73.0% 3,443,754

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 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 used WUSA-TV9(CBS) for NEWS in the past 7 days 225,945 29.7%

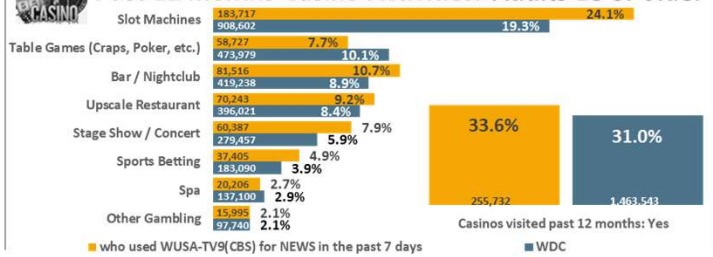
WDC 1,286,119 27.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

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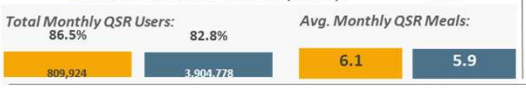
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

wtop news 103.5 FM WTOP.COM WDC

19.9% or 936,553 of WDC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 4.4% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 1.1% more likely to use Casinos past yr., 7.1% more likely to smoke cigarettes.

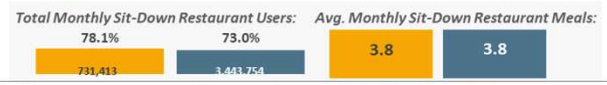
Past 30-days QSR Users: Adults 18 or older





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





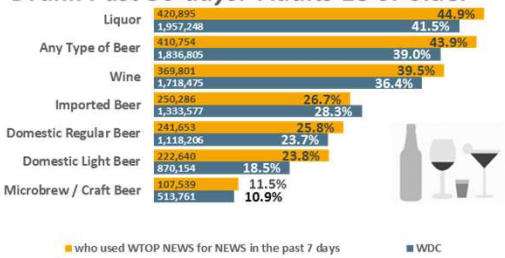
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



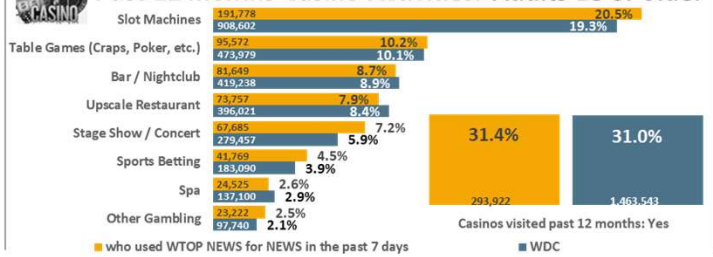


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

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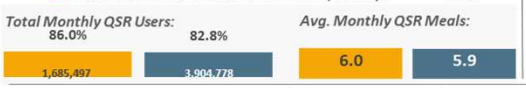
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

The Washington Post WDC

41.5% or 1,959,030 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS in the past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days are 3.9% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 1.4% more likely to use Casinos past yr., 5.9% more likely to smoke cigarettes.

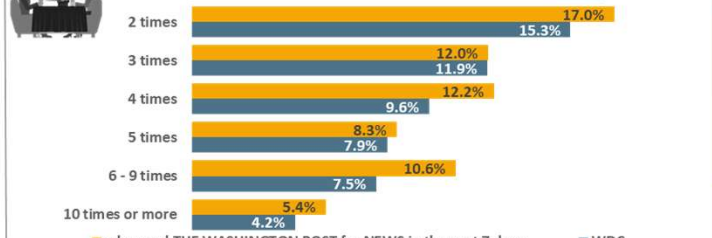
Past 30-days QSR Users: Adults 18 or older

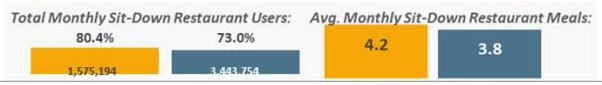




Past 30-days Sit-Down Restaurant Users: Adults 18 or older







Top-10 Cuisines: Adults 18 or older

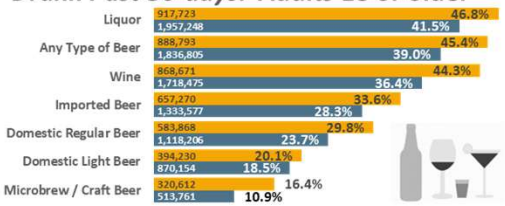
(Sit-Down Restaurants Used Past 30-days)



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

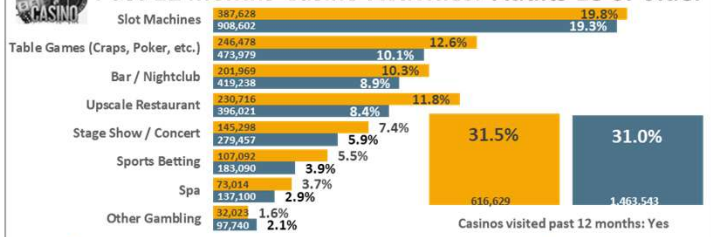
who used THE WASHINGTON POST for NEWS in the...	608,982	31.1%
WDC	1,286,119	27.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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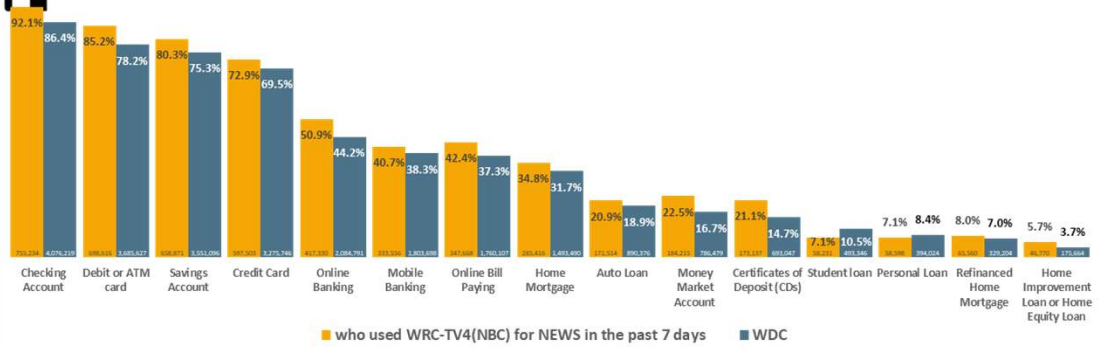
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

17.4% or 820,047 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 6.4% less likely to have a 401K, 10.8% more likely to have an Auto Loan, 15.% less likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



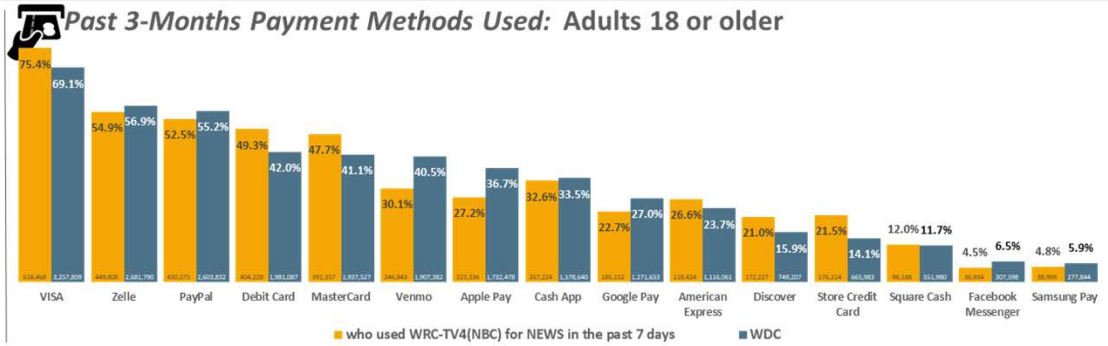
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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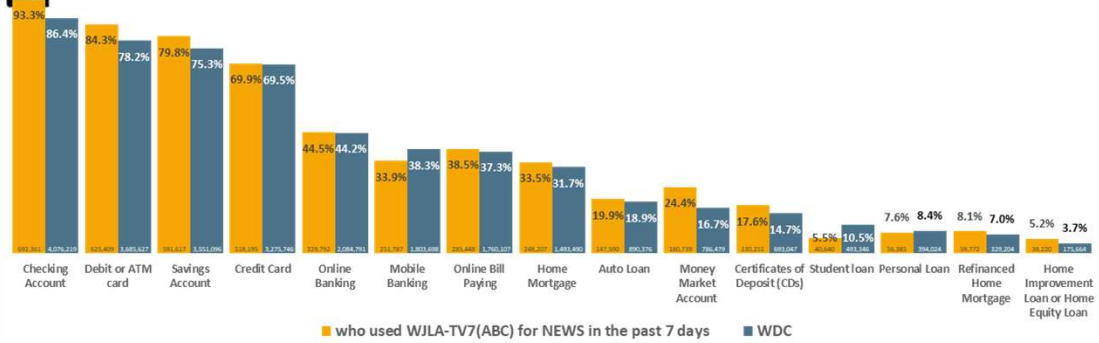
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

15.7% or 741,689 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 2.4% less likely to have a 401K, 5.4% more likely to have an Auto Loan, 12.9% less likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



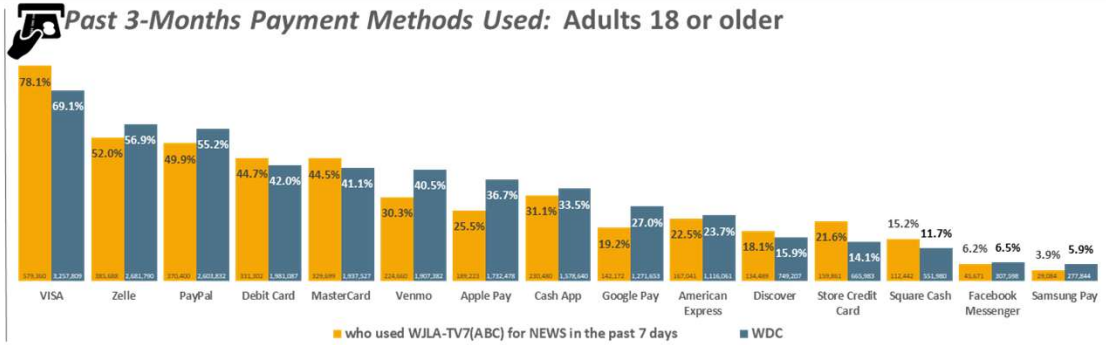
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

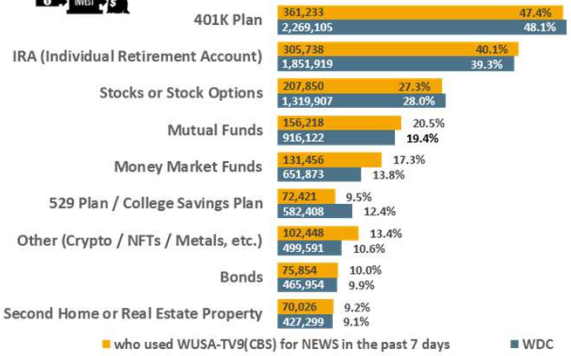
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

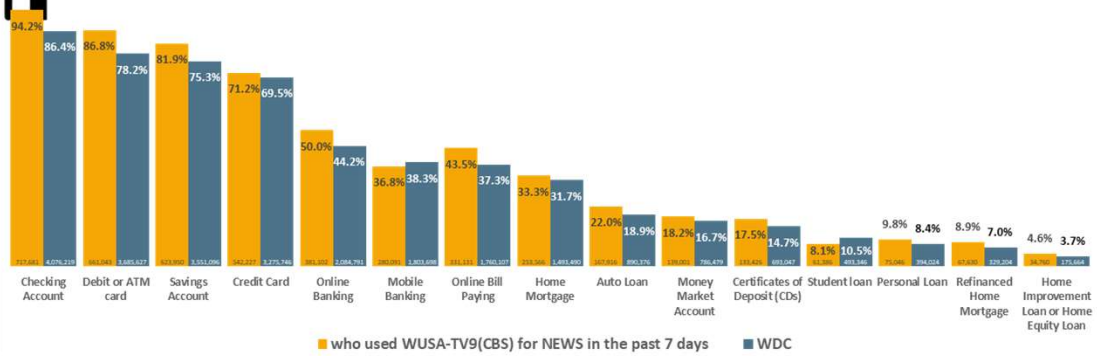


16.2% or 761,950 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 1.5% less likely to have a 401K, 16.7% more likely to have an Auto Loan, 16.9% less likely to Invest/Trade Stocks Online, 21.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



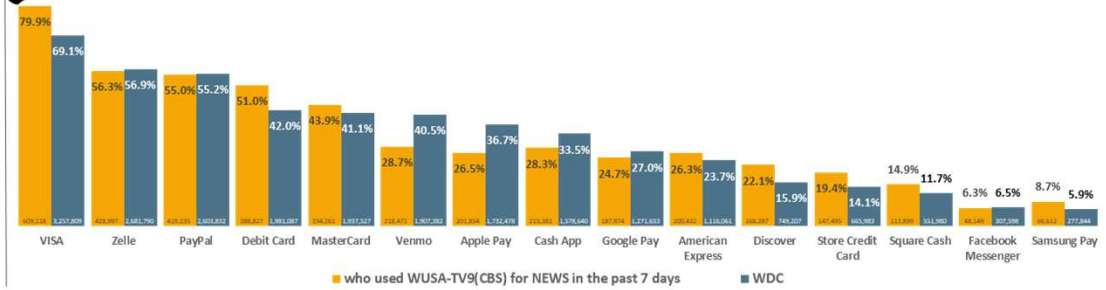
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

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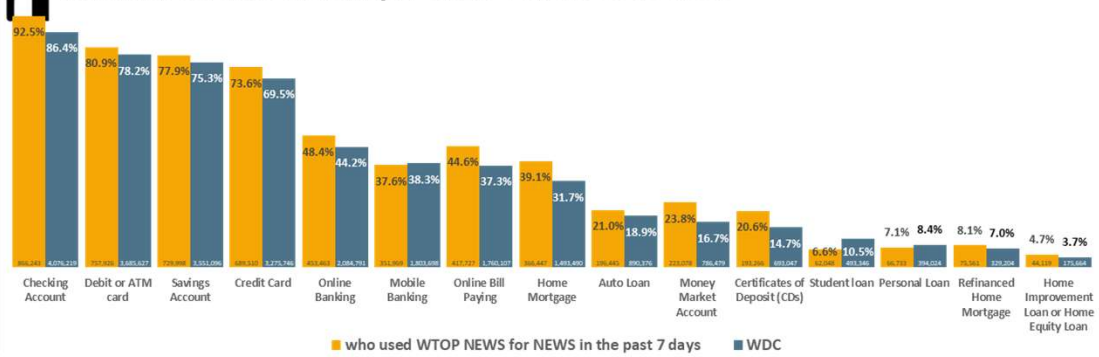
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

19.9% or 936,553 of WDC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 2.8% more likely to have a 401K, 11.1% more likely to have an Auto Loan, 8.4% more likely to Invest/Trade Stocks Online, 2.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

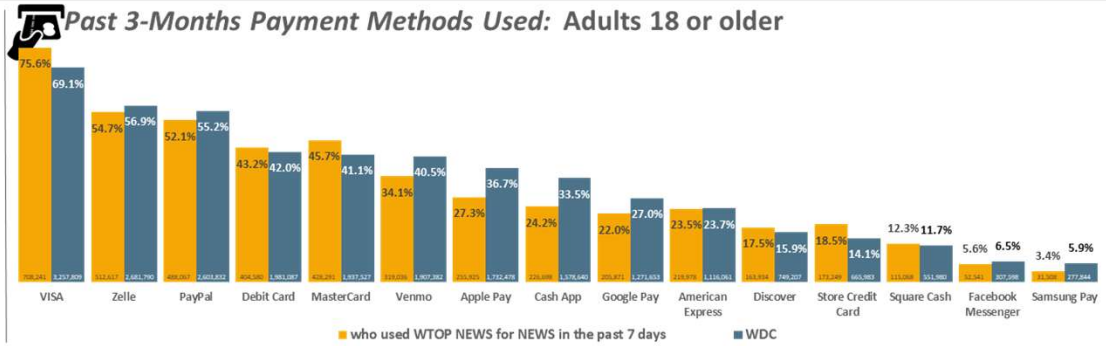


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

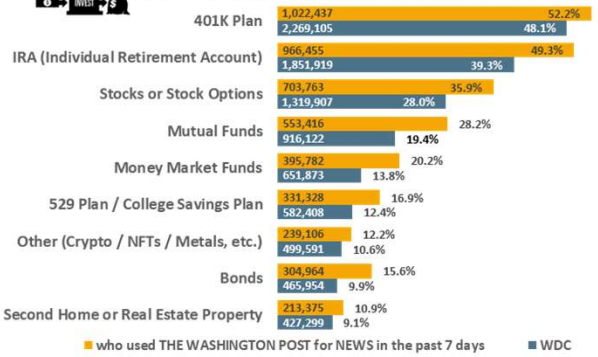
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

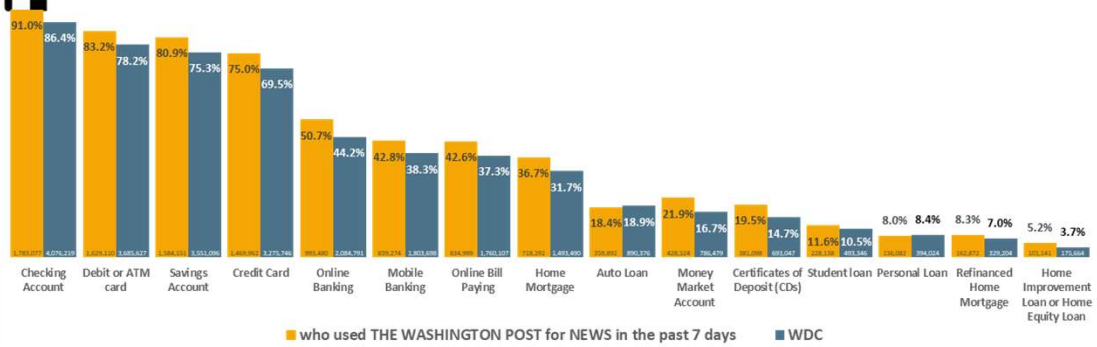
The Washington Post | WDC

41.5% or 1,959,030 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS in the past 7... Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days are 8.5% more likely to have a 401K, 2.7% less likely to have an Auto Loan, 24.8% more likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



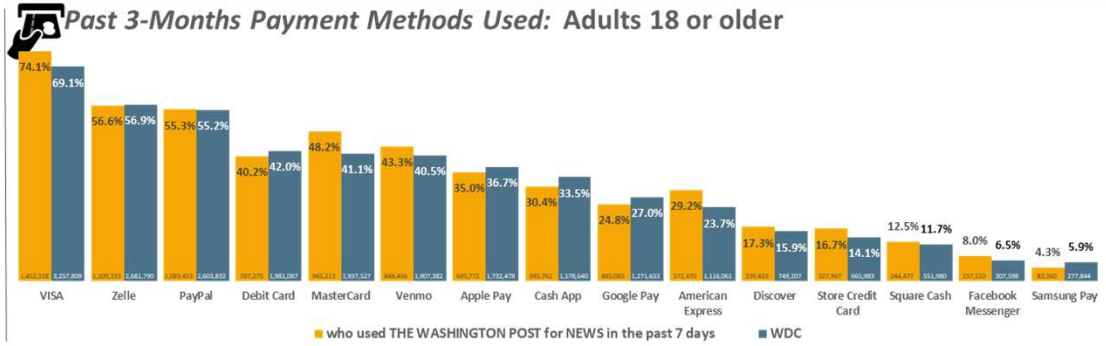
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



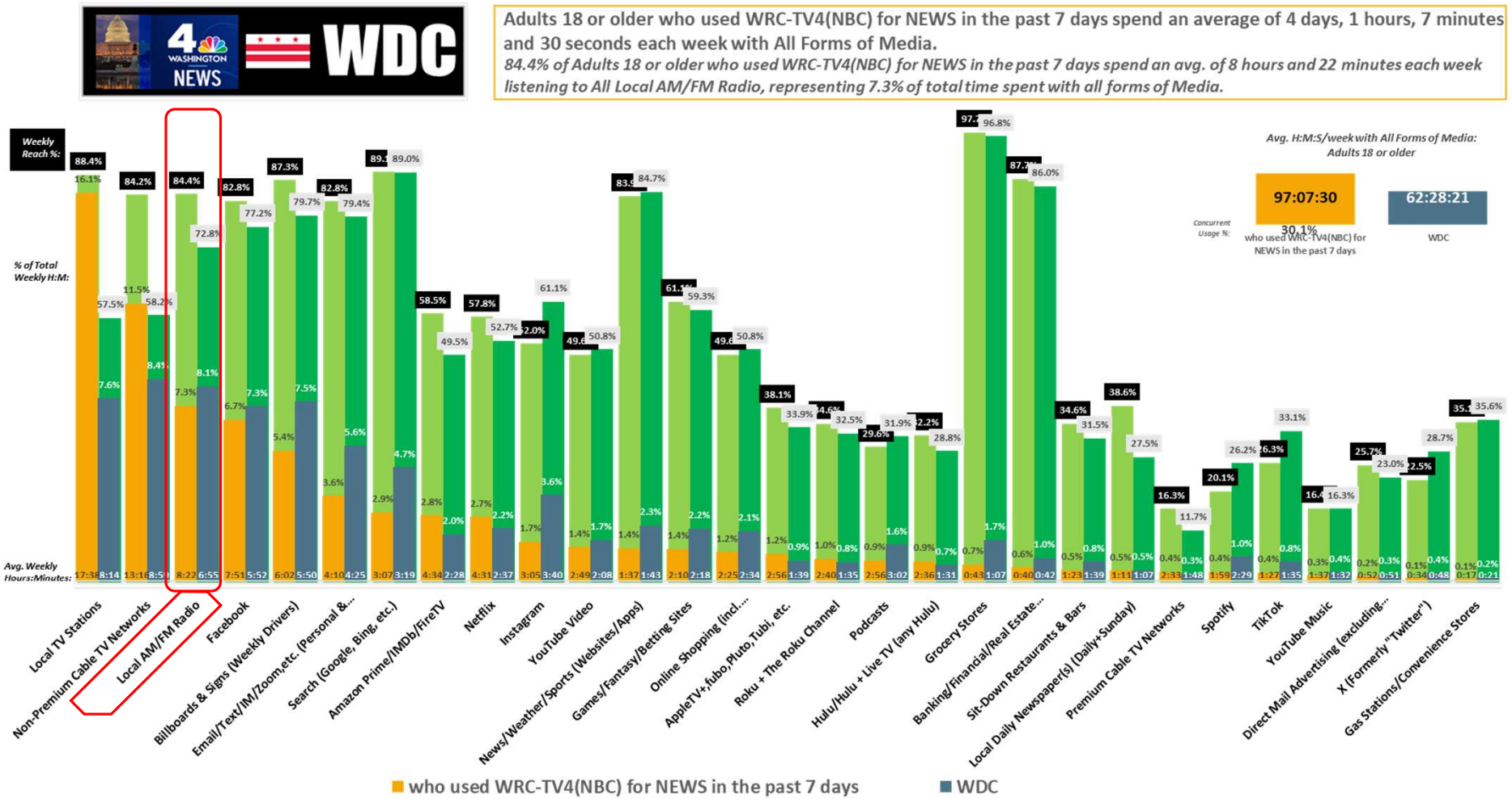
Past 3-Months Payment Methods Used: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

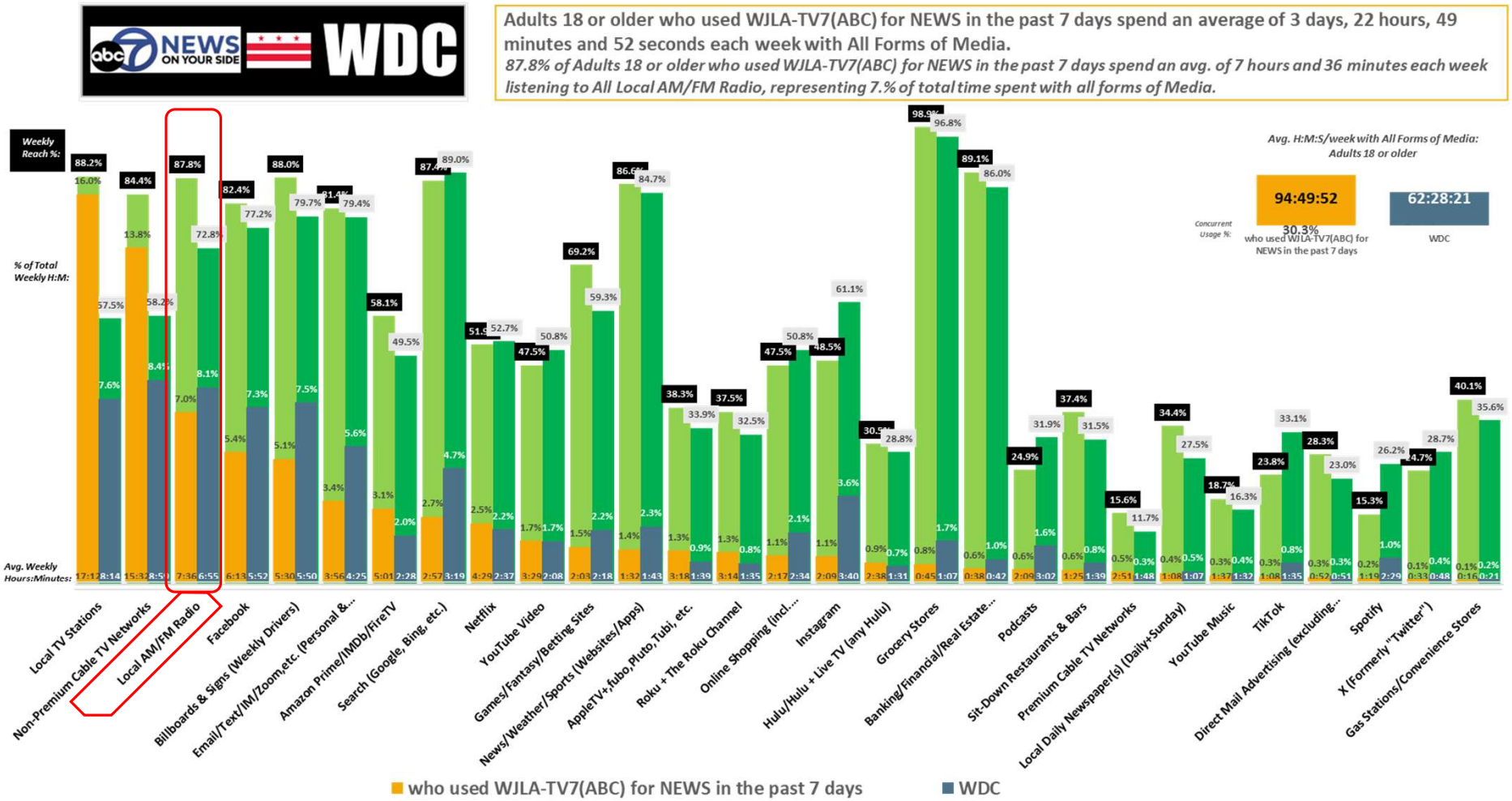


WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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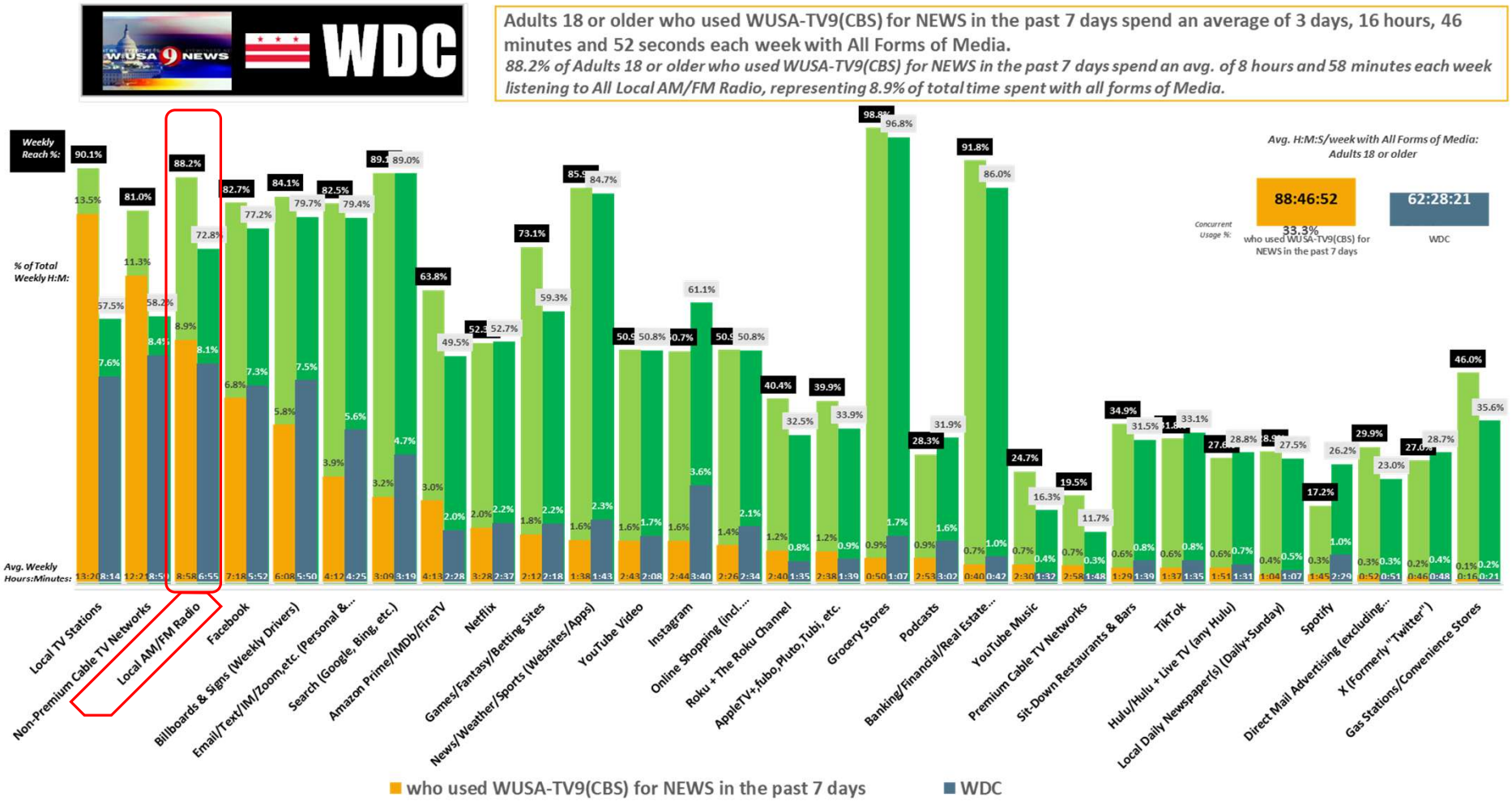


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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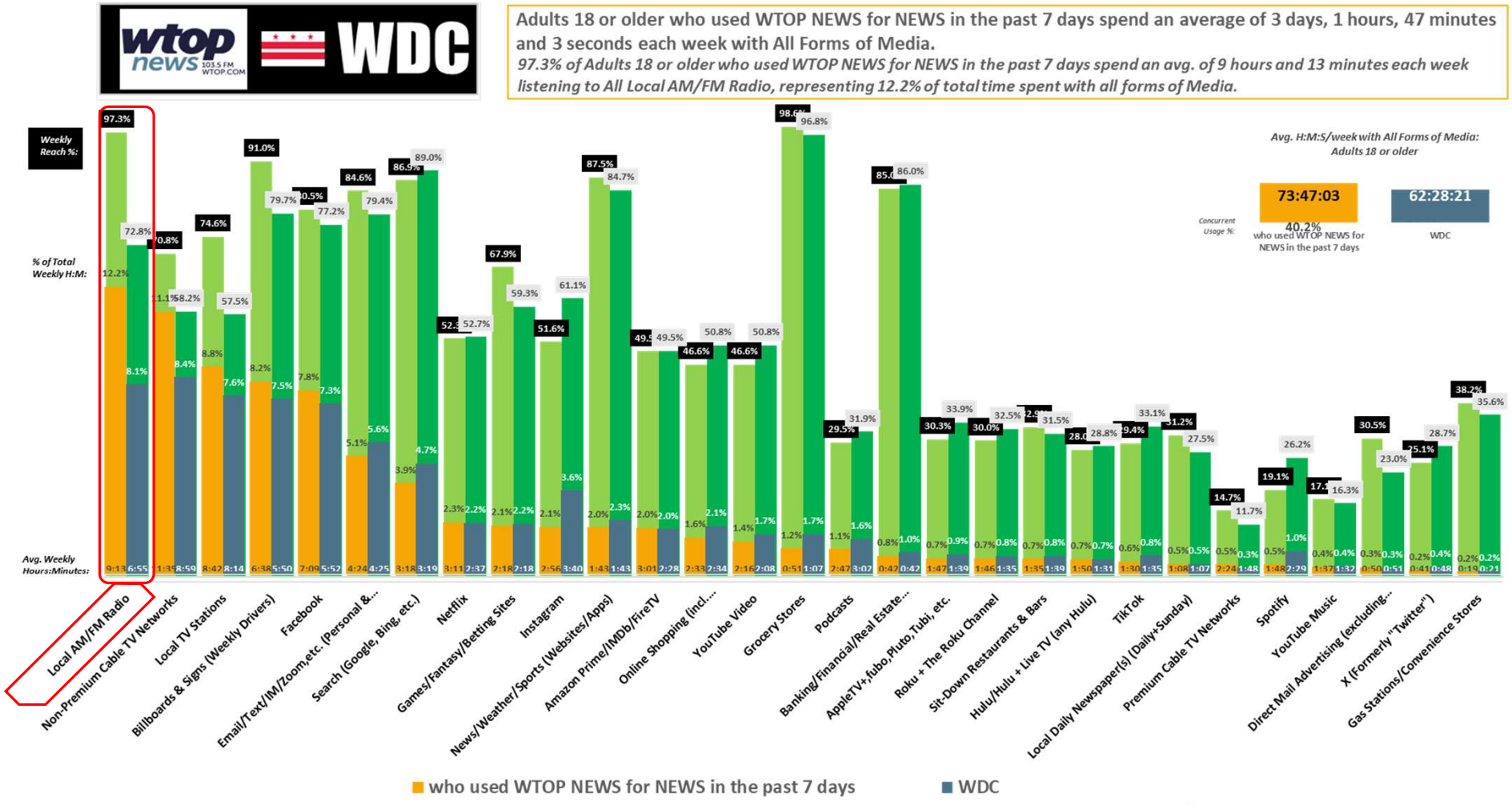


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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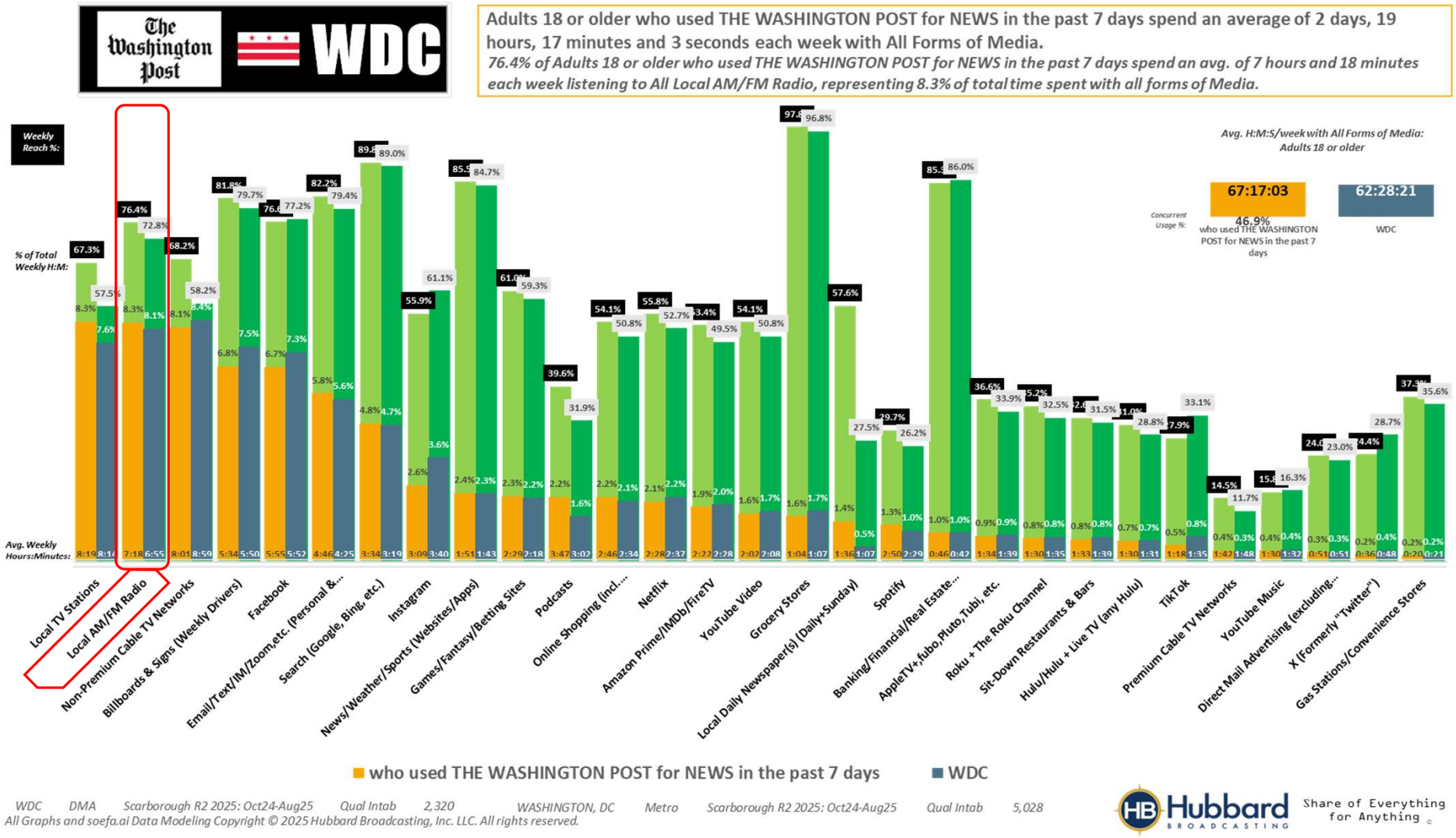


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

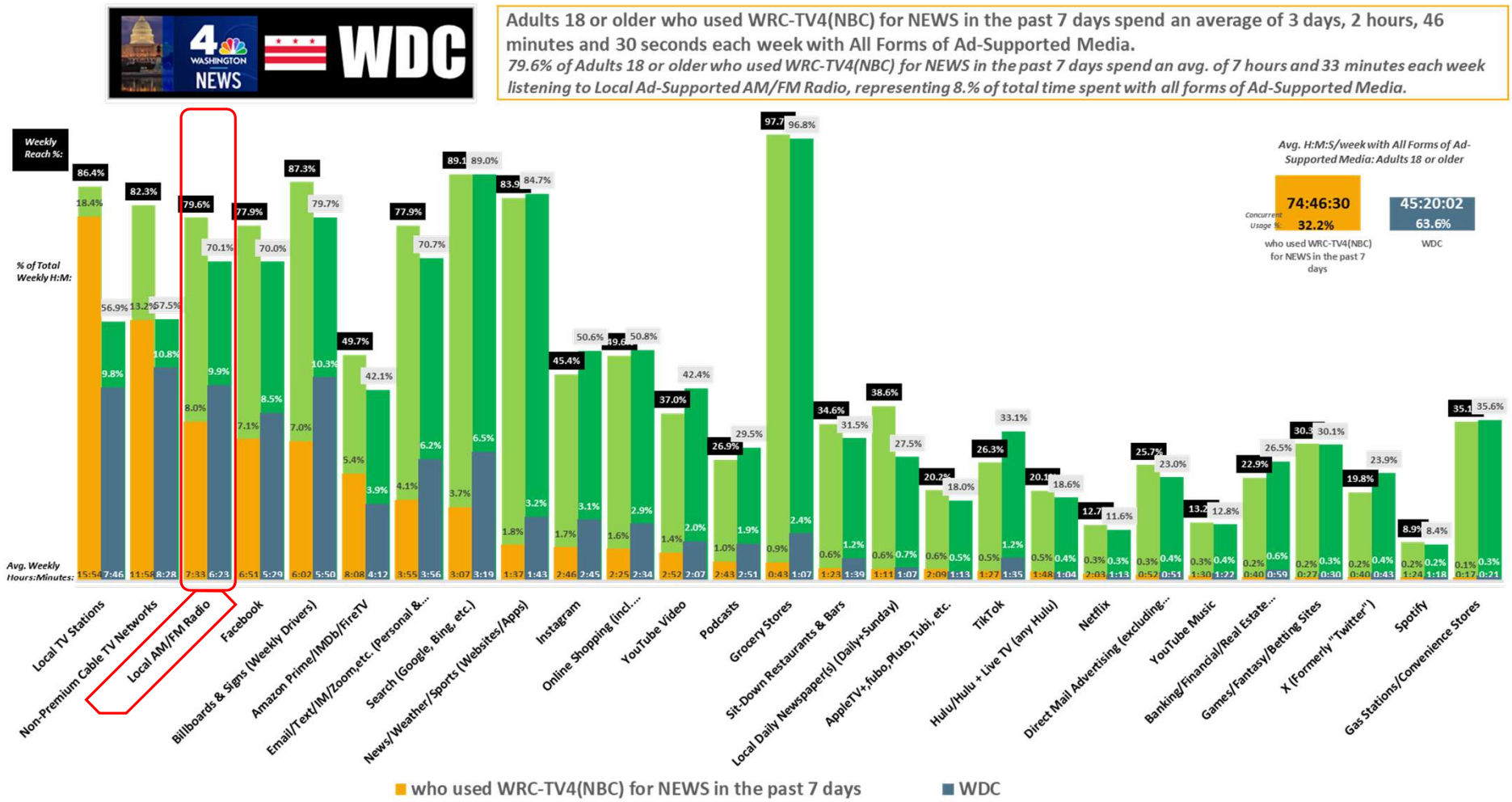
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

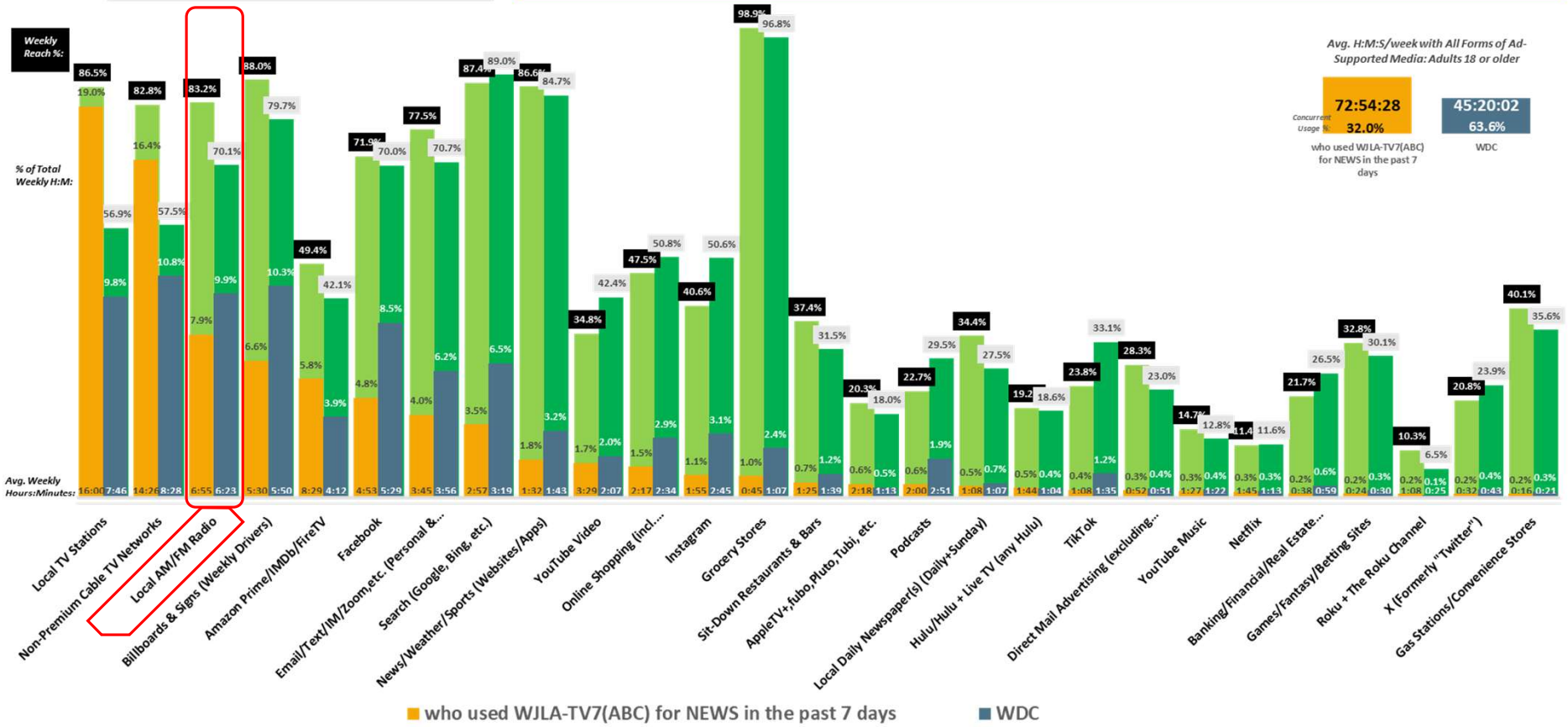
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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 3 days, 0 hours, 54 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.

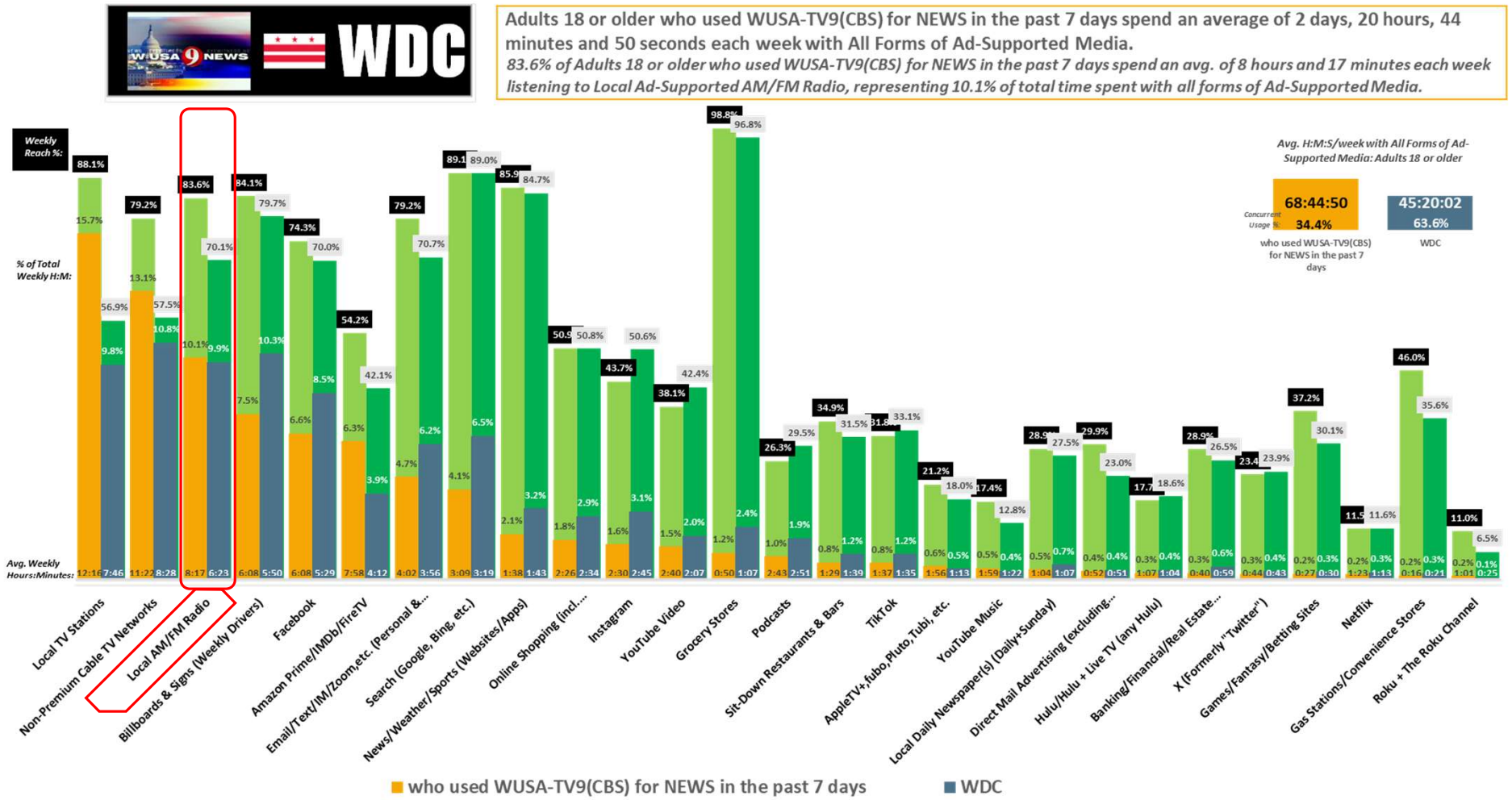


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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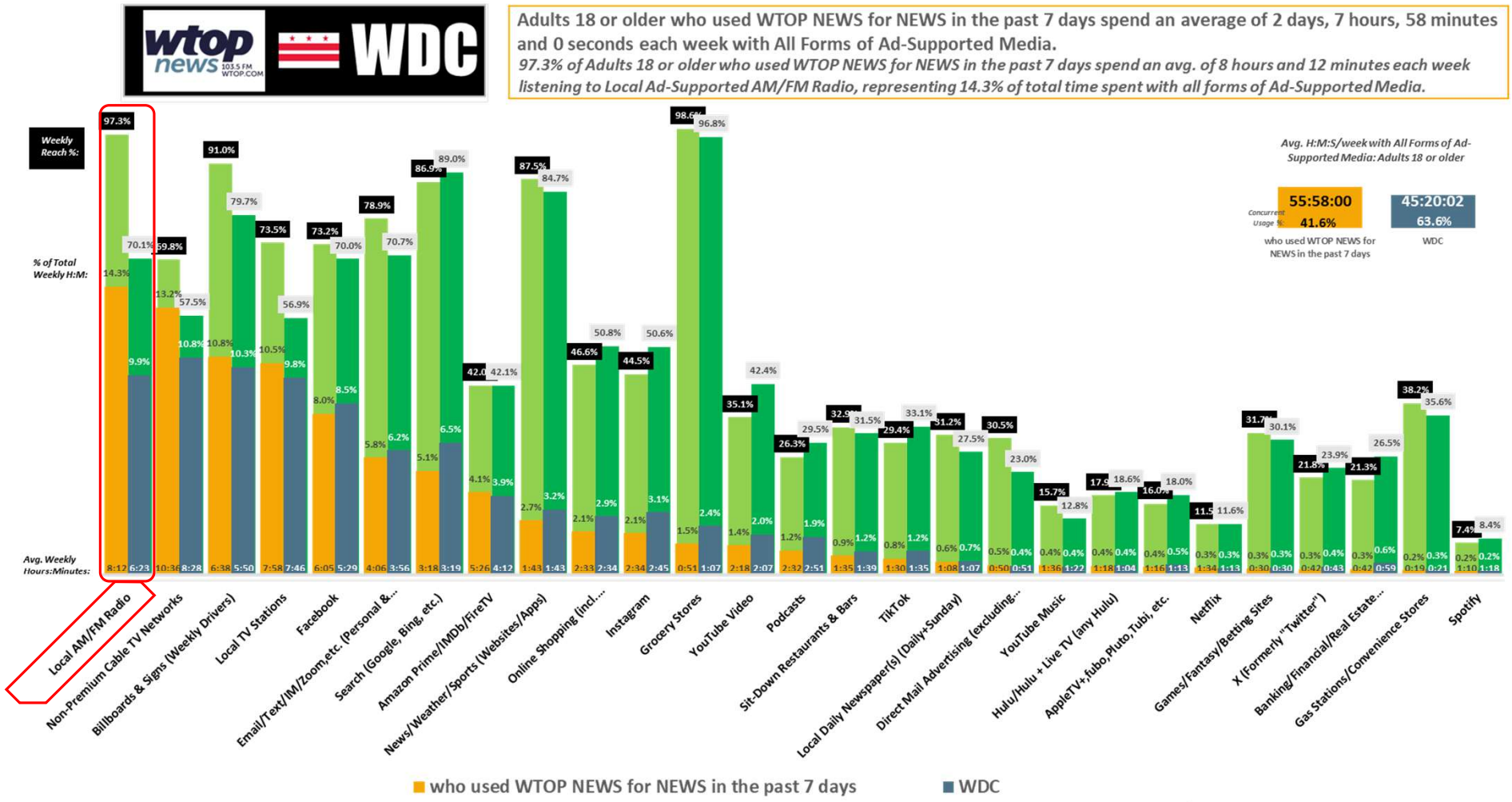


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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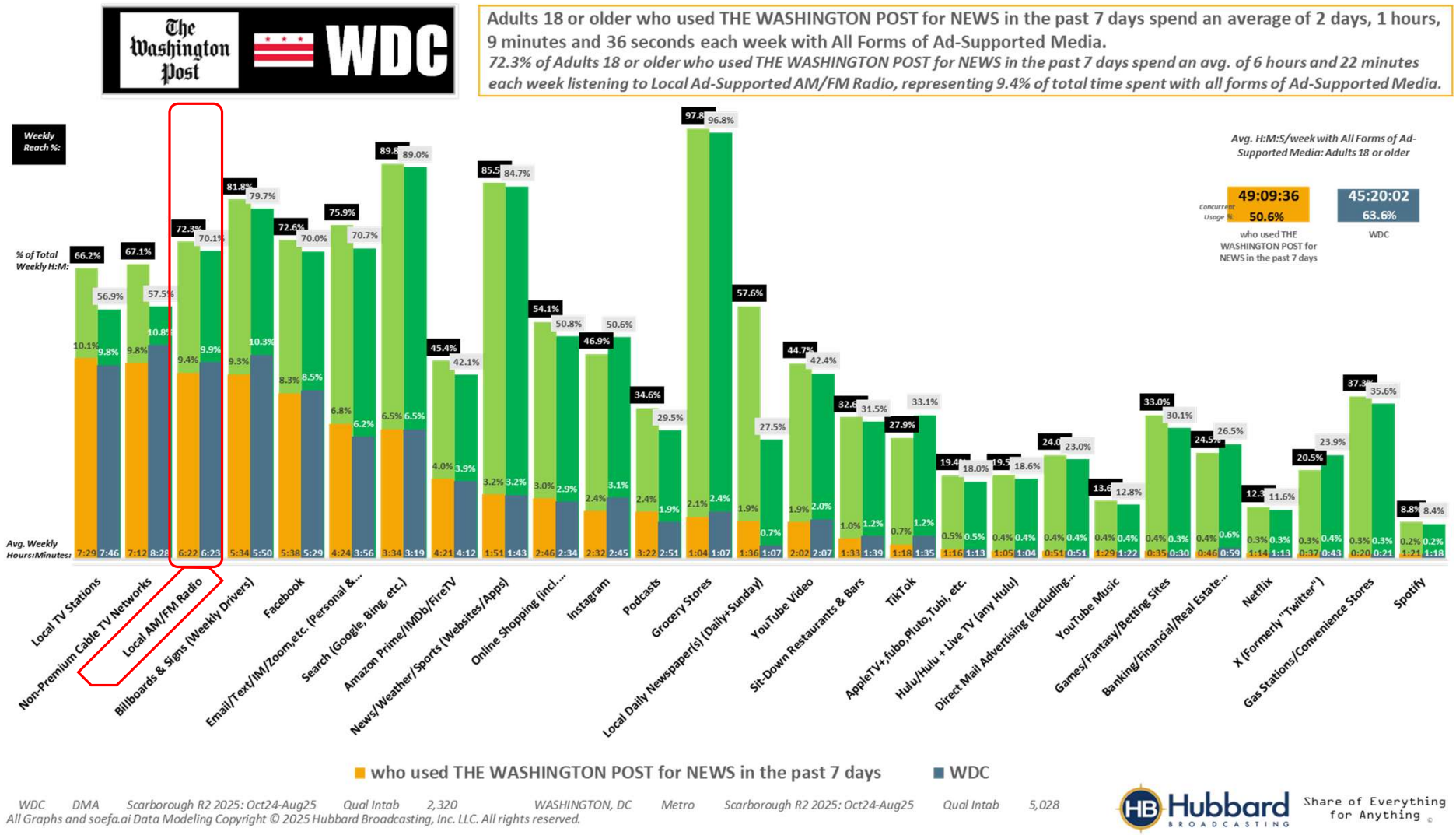


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

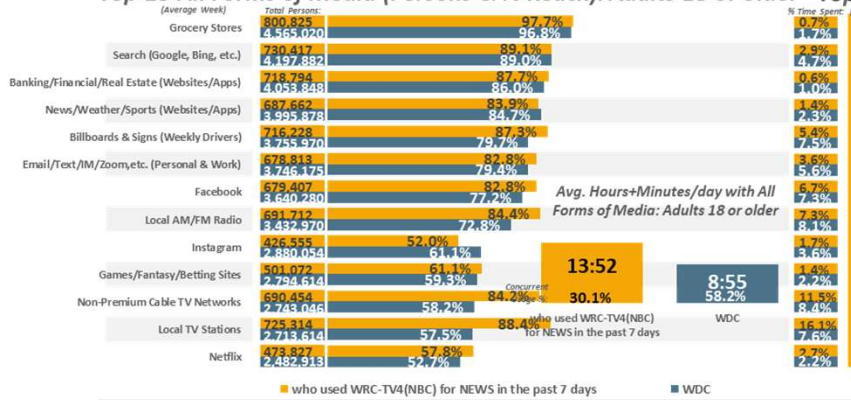
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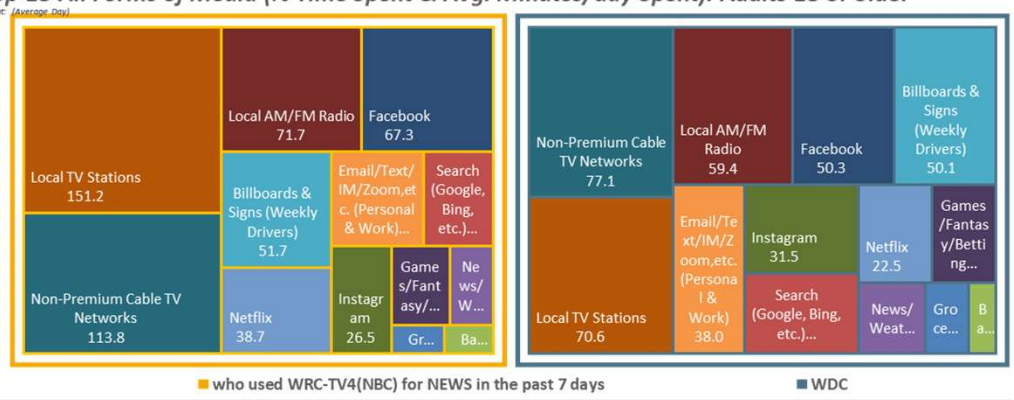
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 10 hours and 40 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

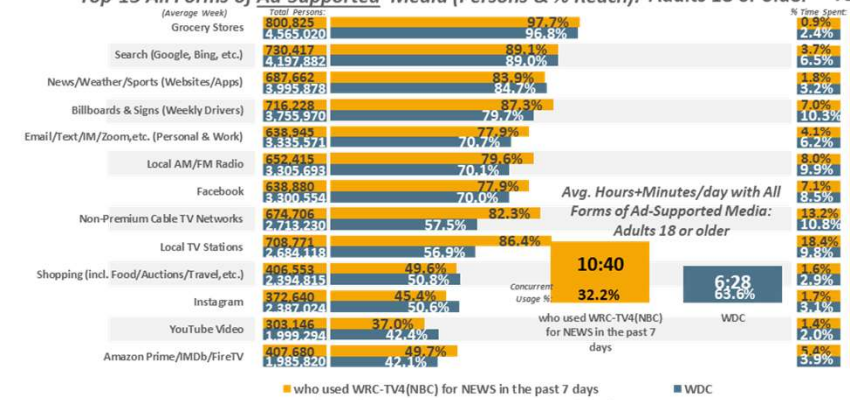
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



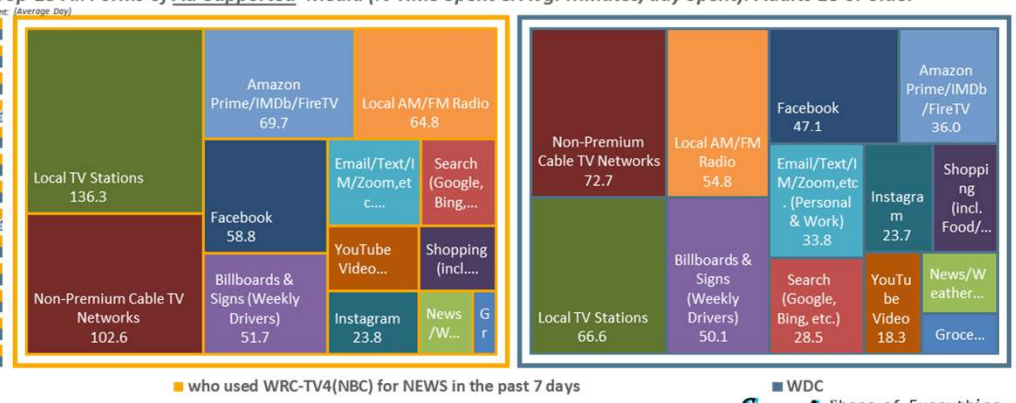
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

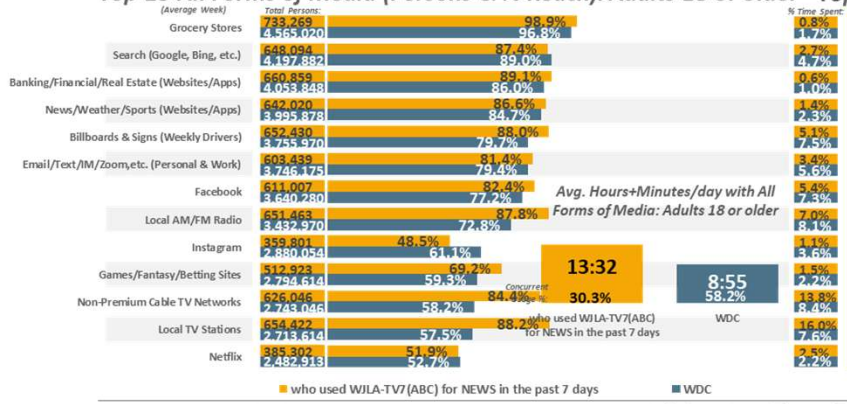
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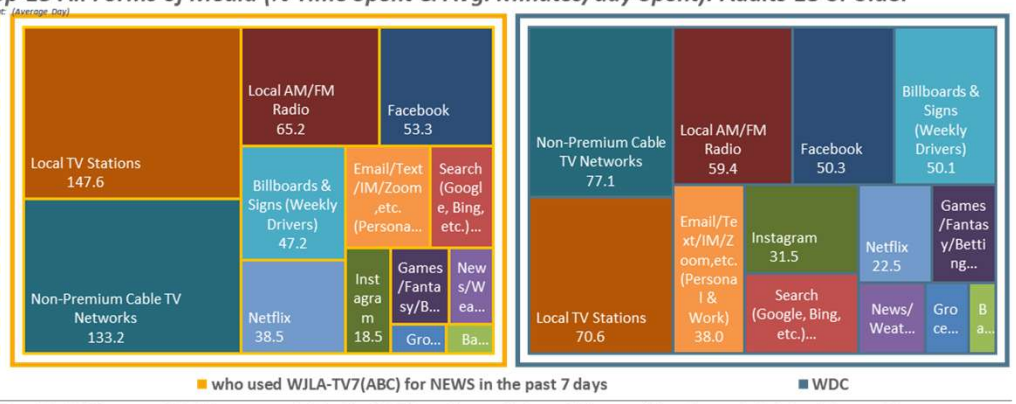
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 10 hours and 24 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

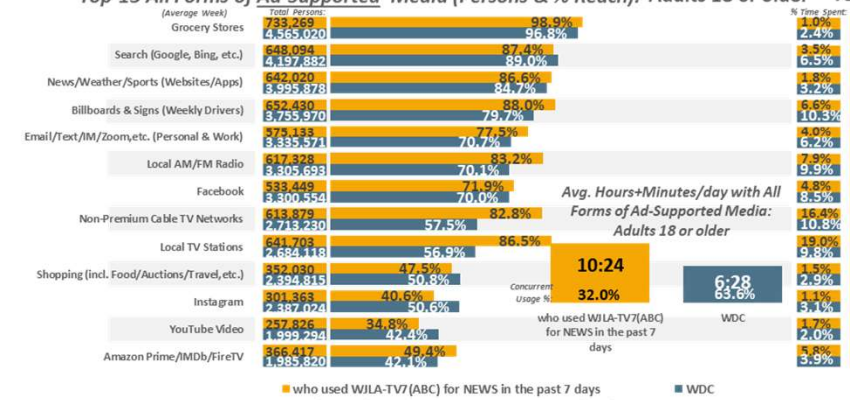
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



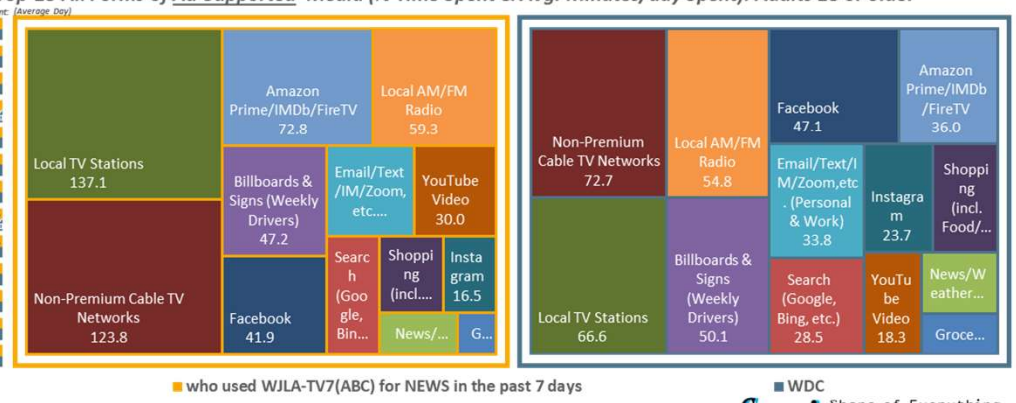
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

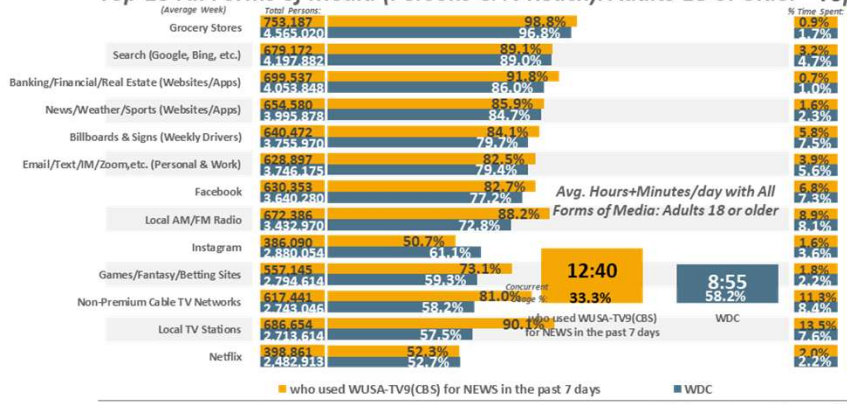
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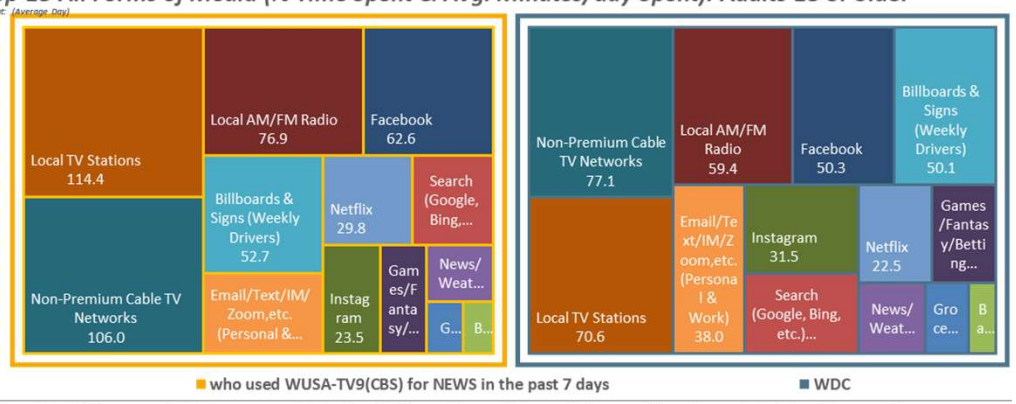
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 9 hours and 49 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 71.1 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

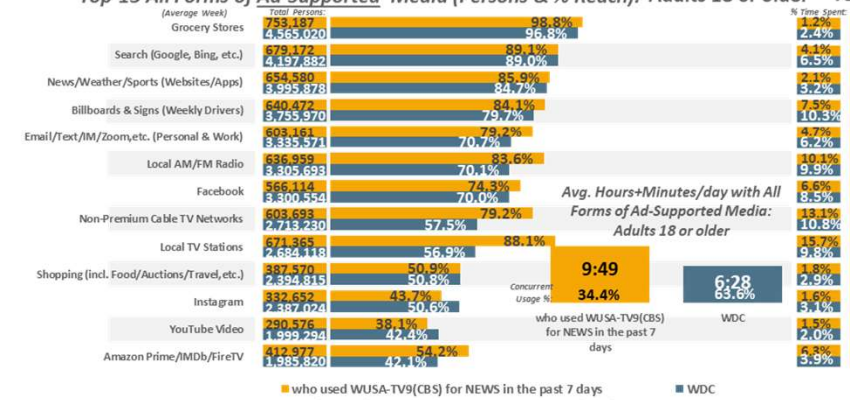
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



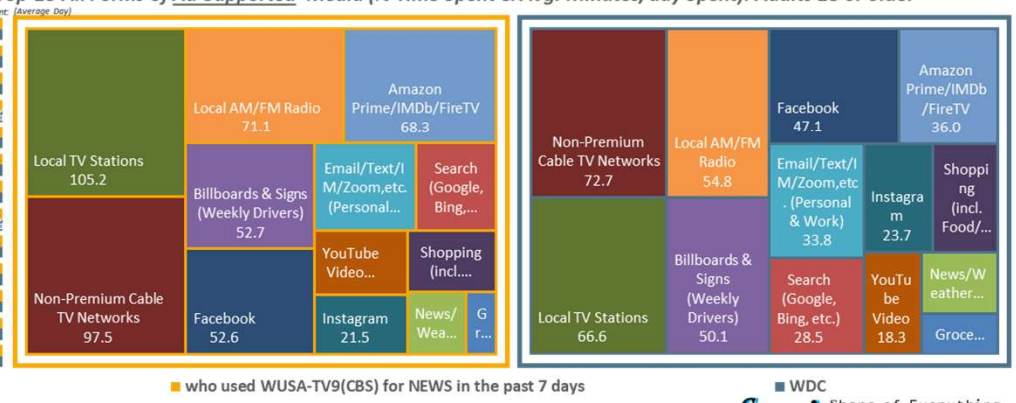
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

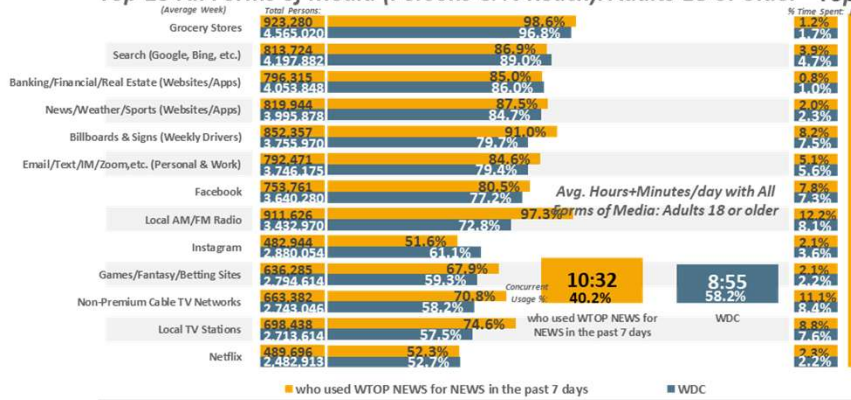
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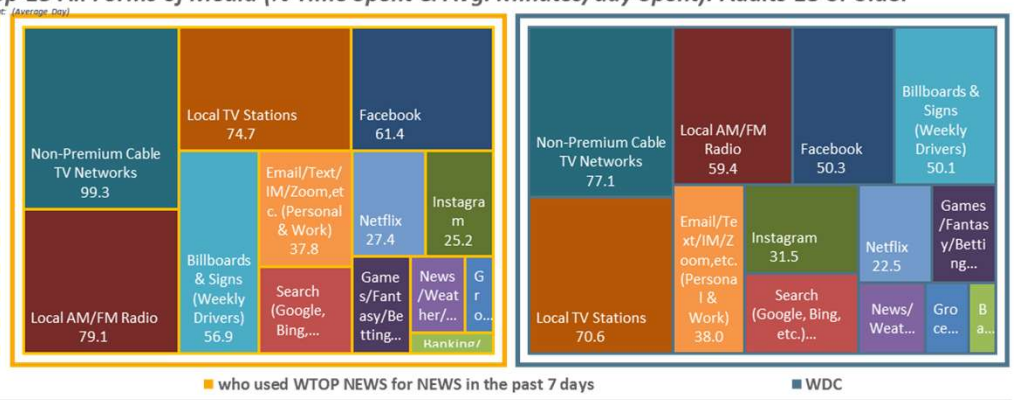
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 97.3% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

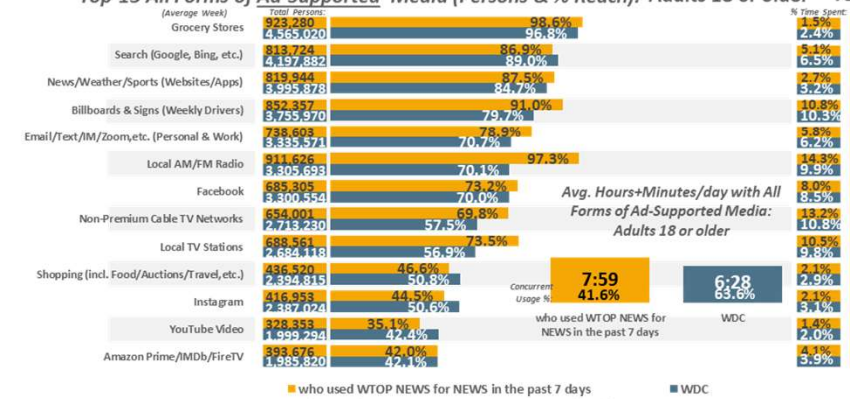
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



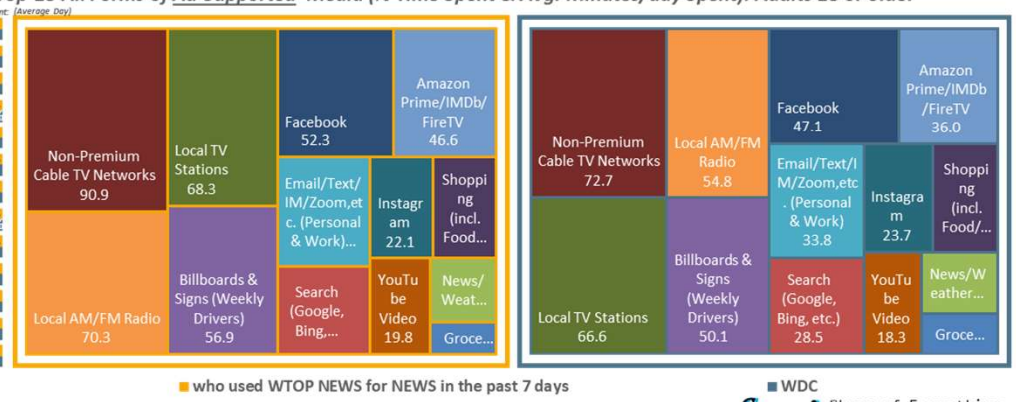
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

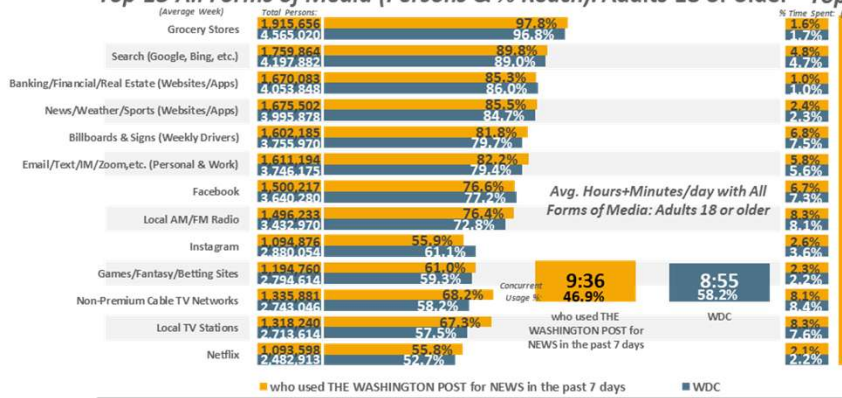
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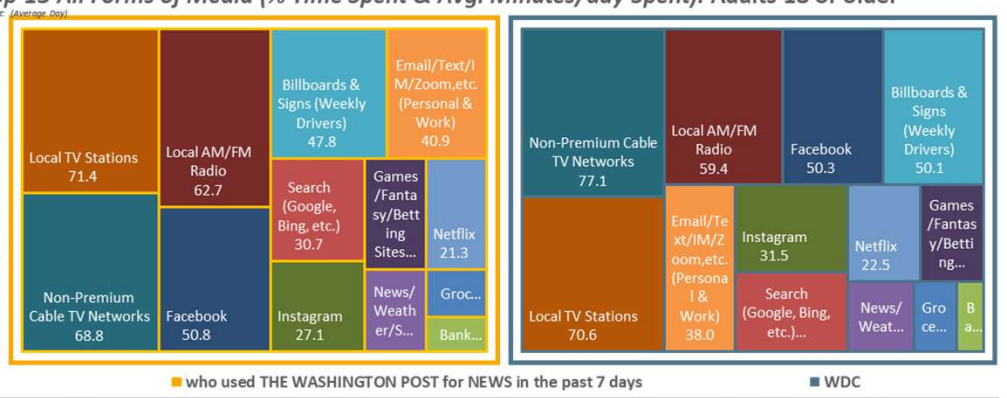
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 72.3% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

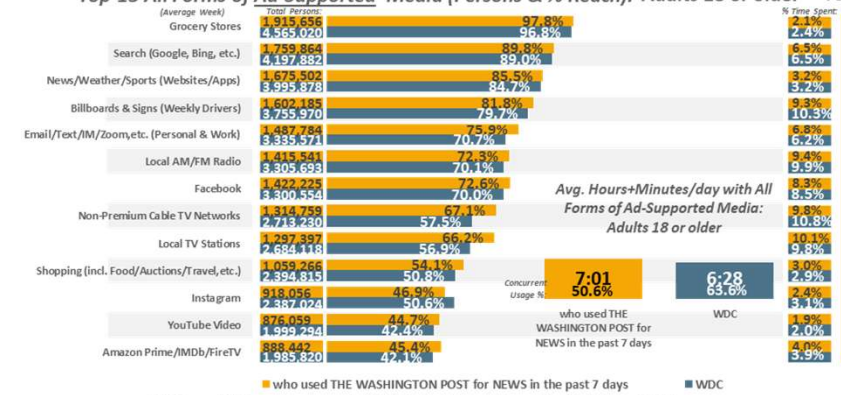
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



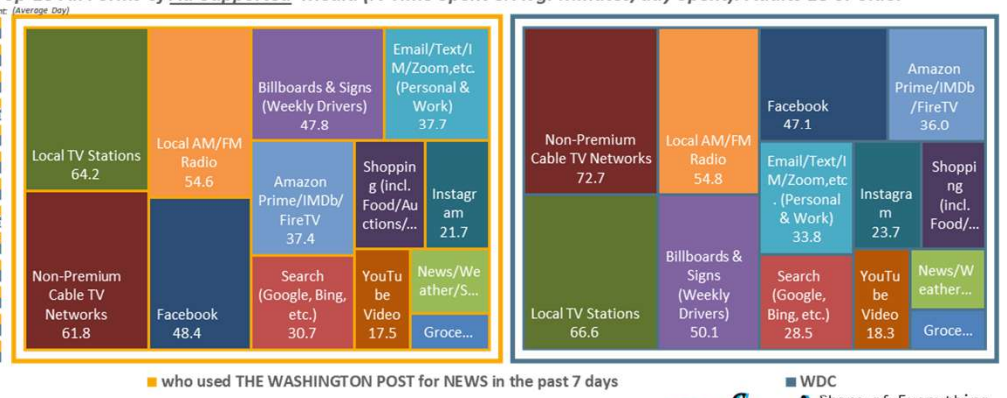
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

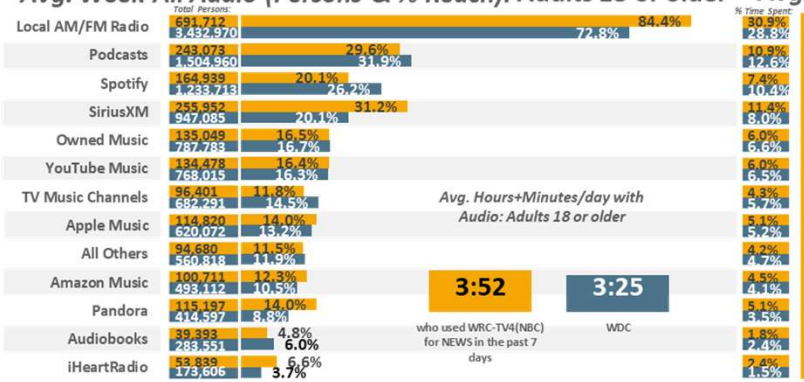
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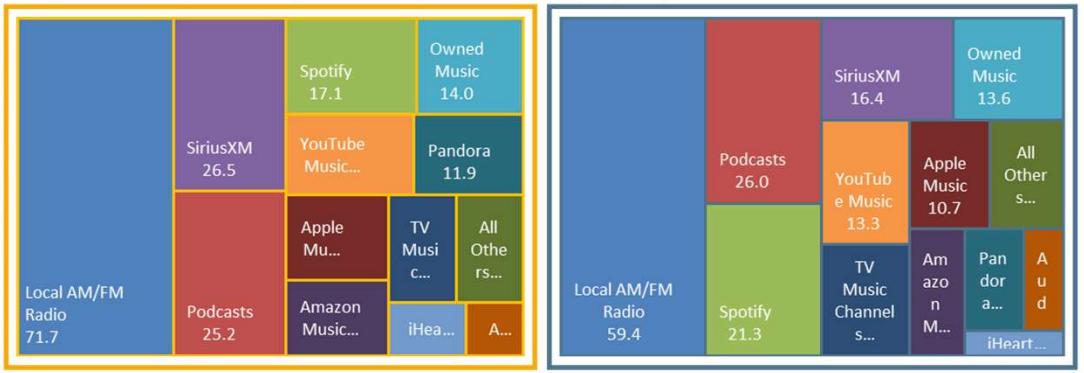
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

652,415 or 79.6% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

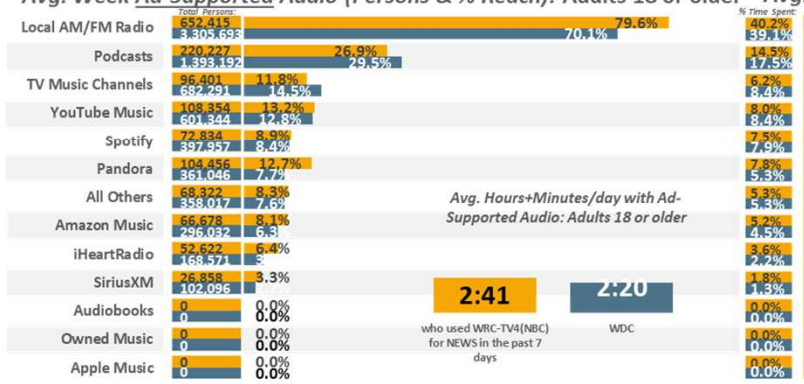
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



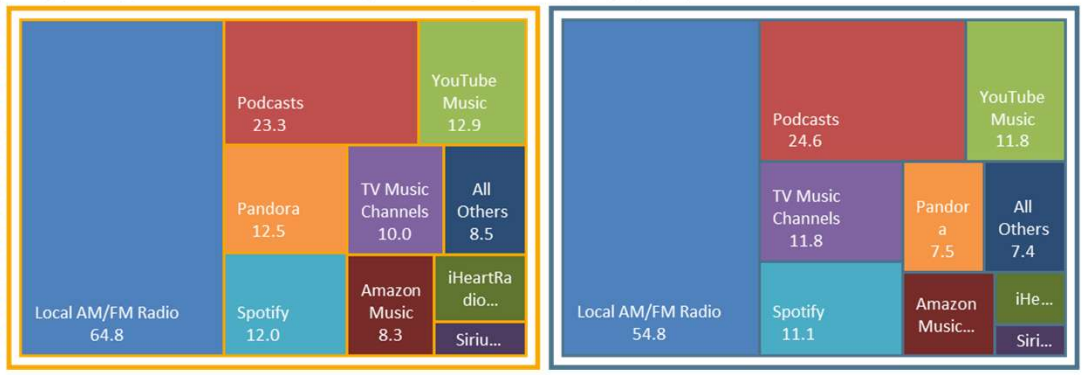
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

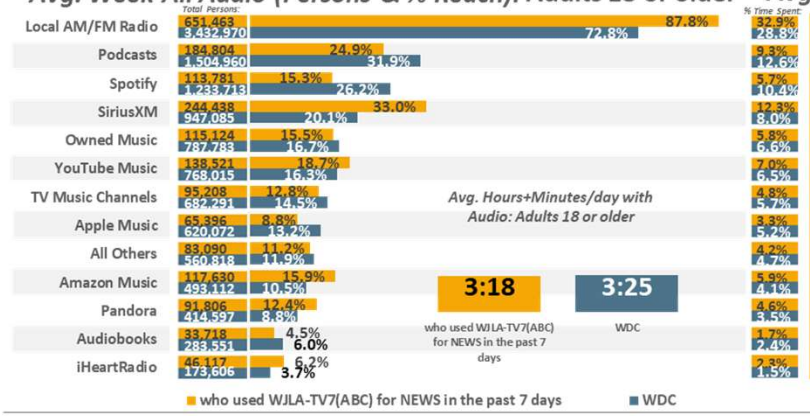
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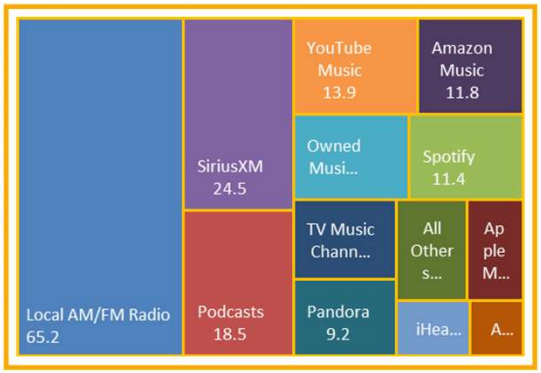
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

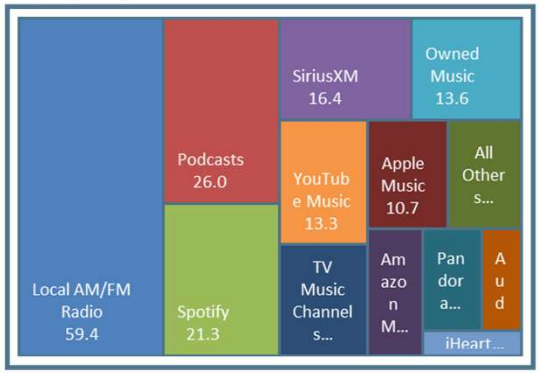
617,328 or 83.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

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

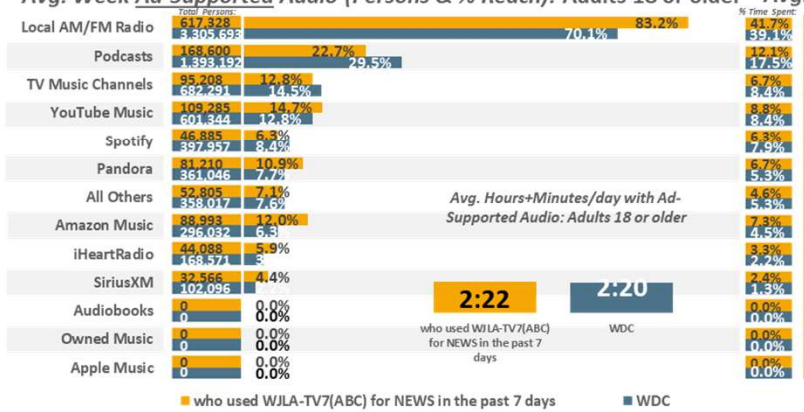


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

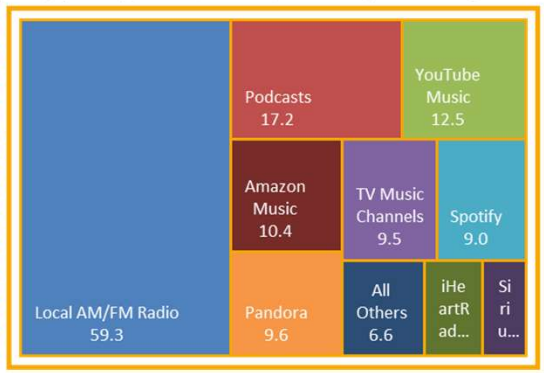


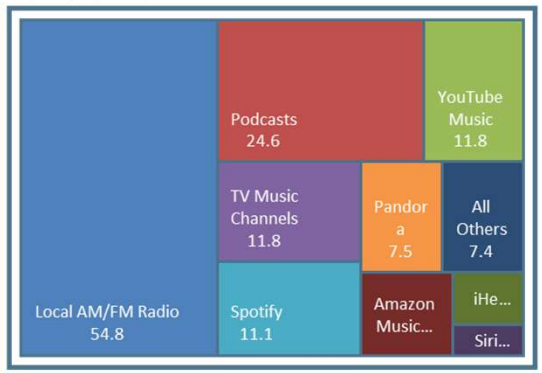


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

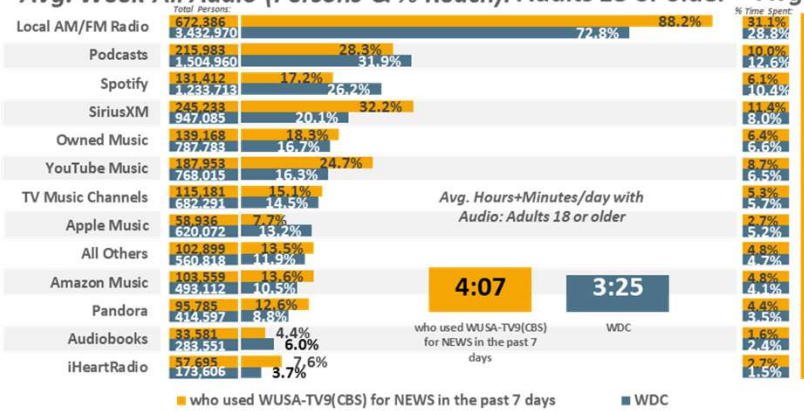
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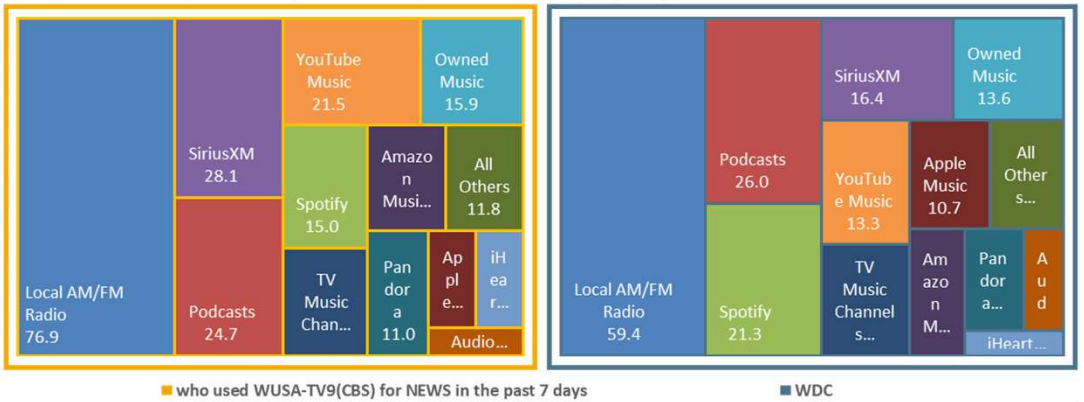
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

636,959 or 83.6% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

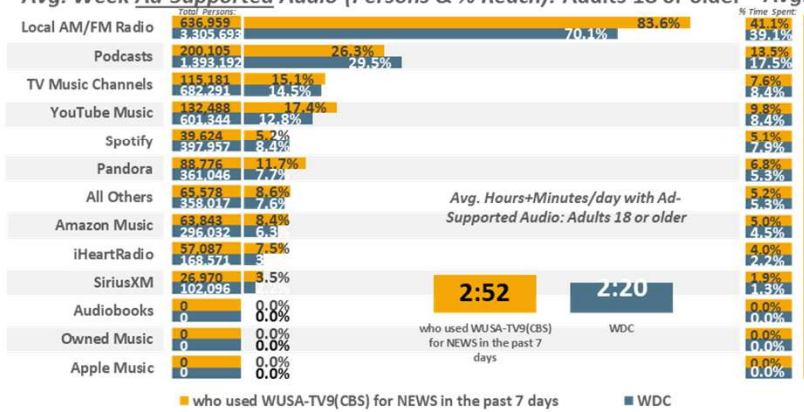
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



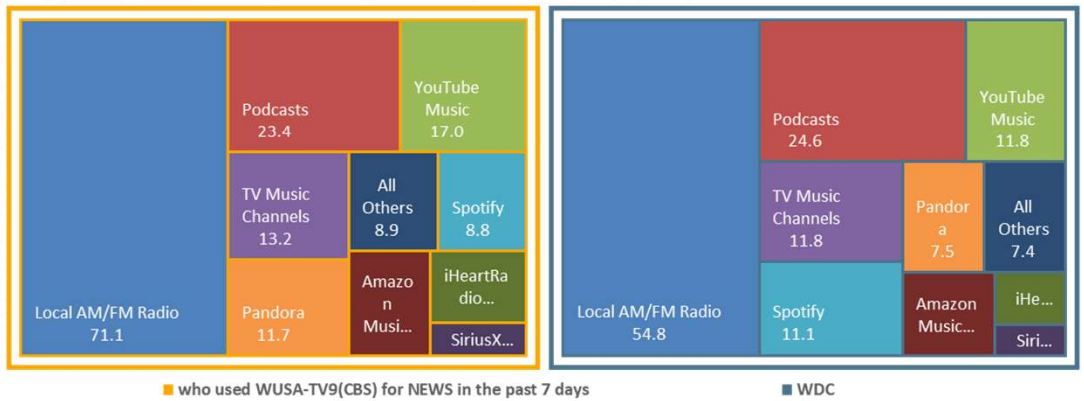
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

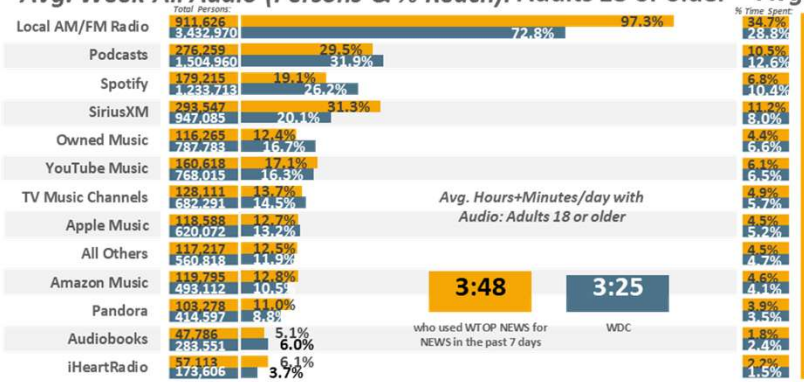
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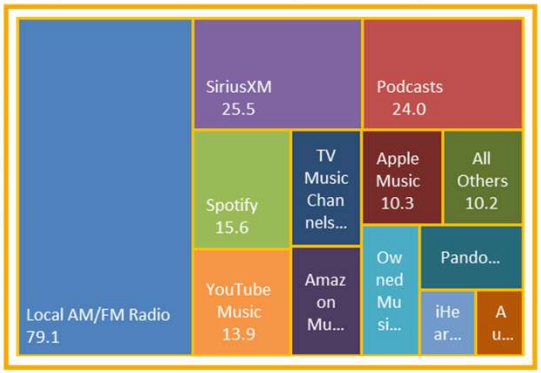
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

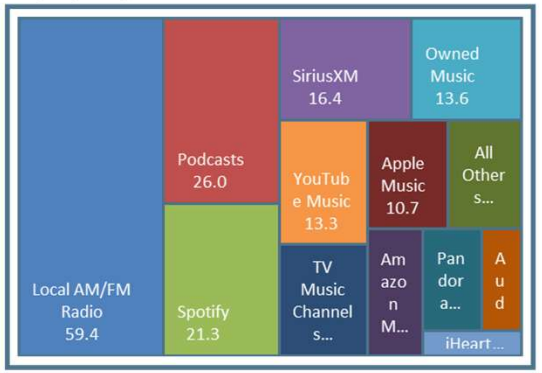
911,626 or 97.3% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

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

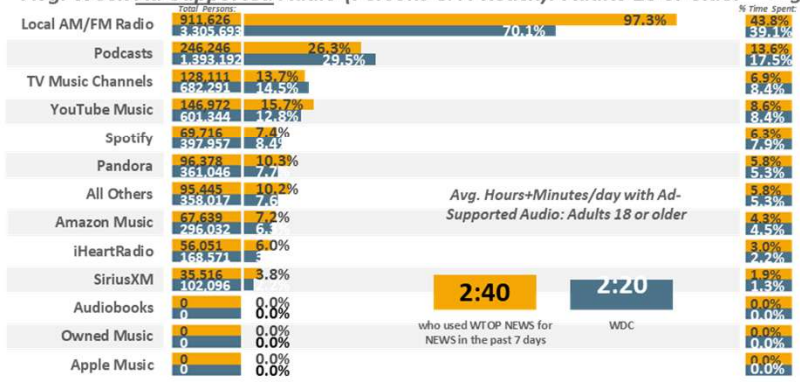


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

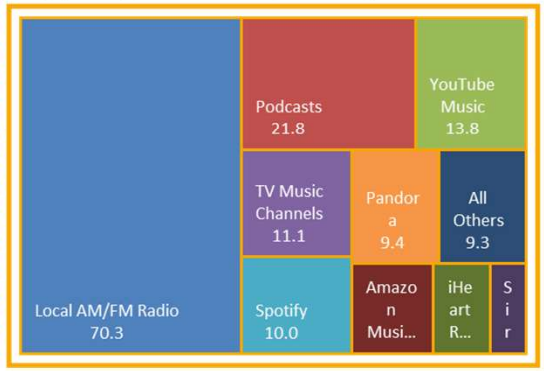


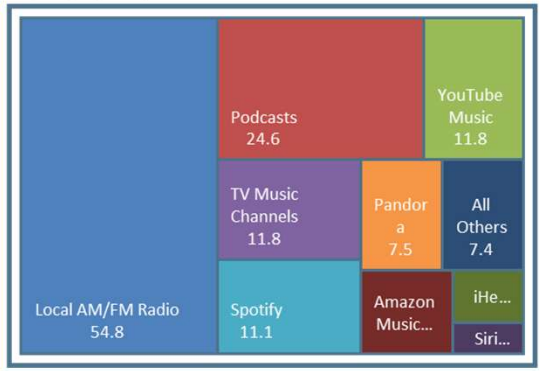


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

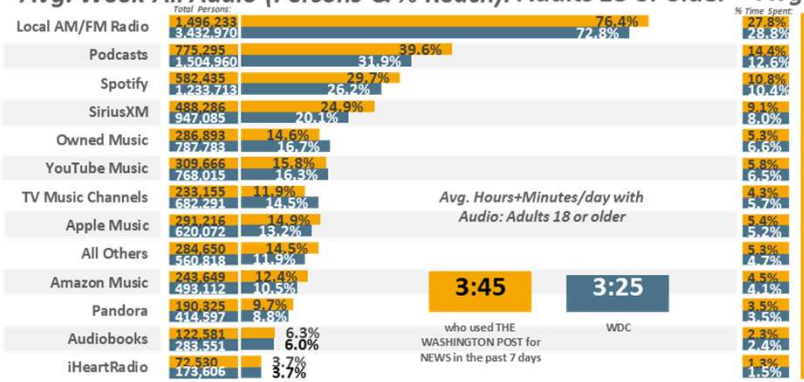
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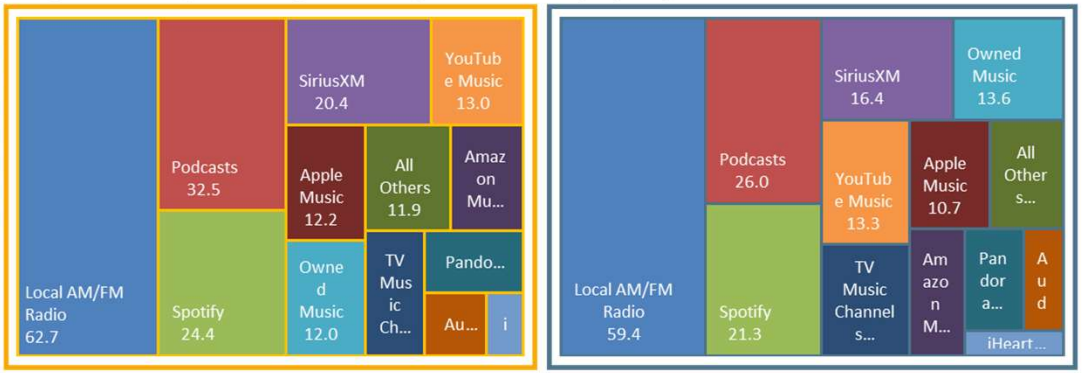
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,415,541 or 72.3% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

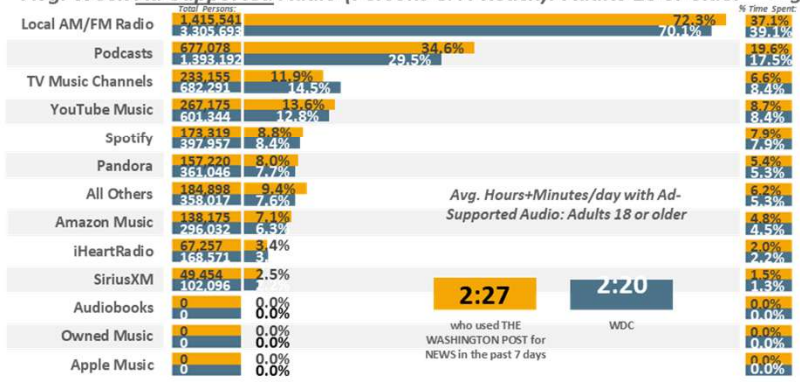
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



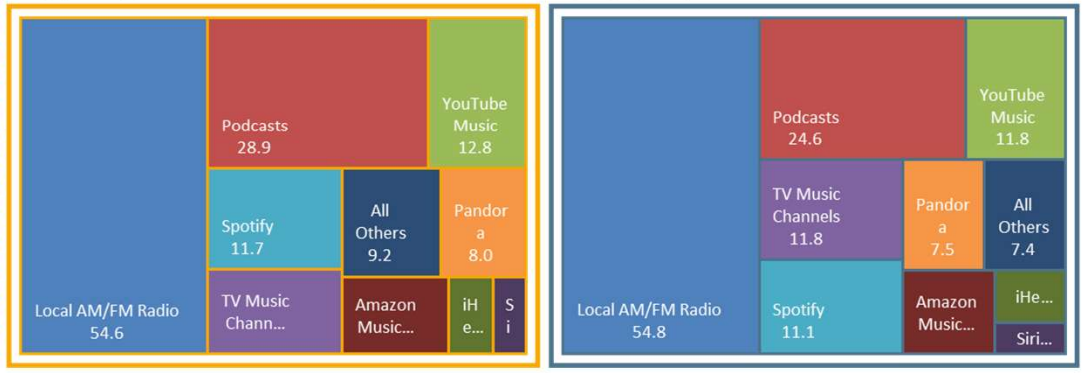
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



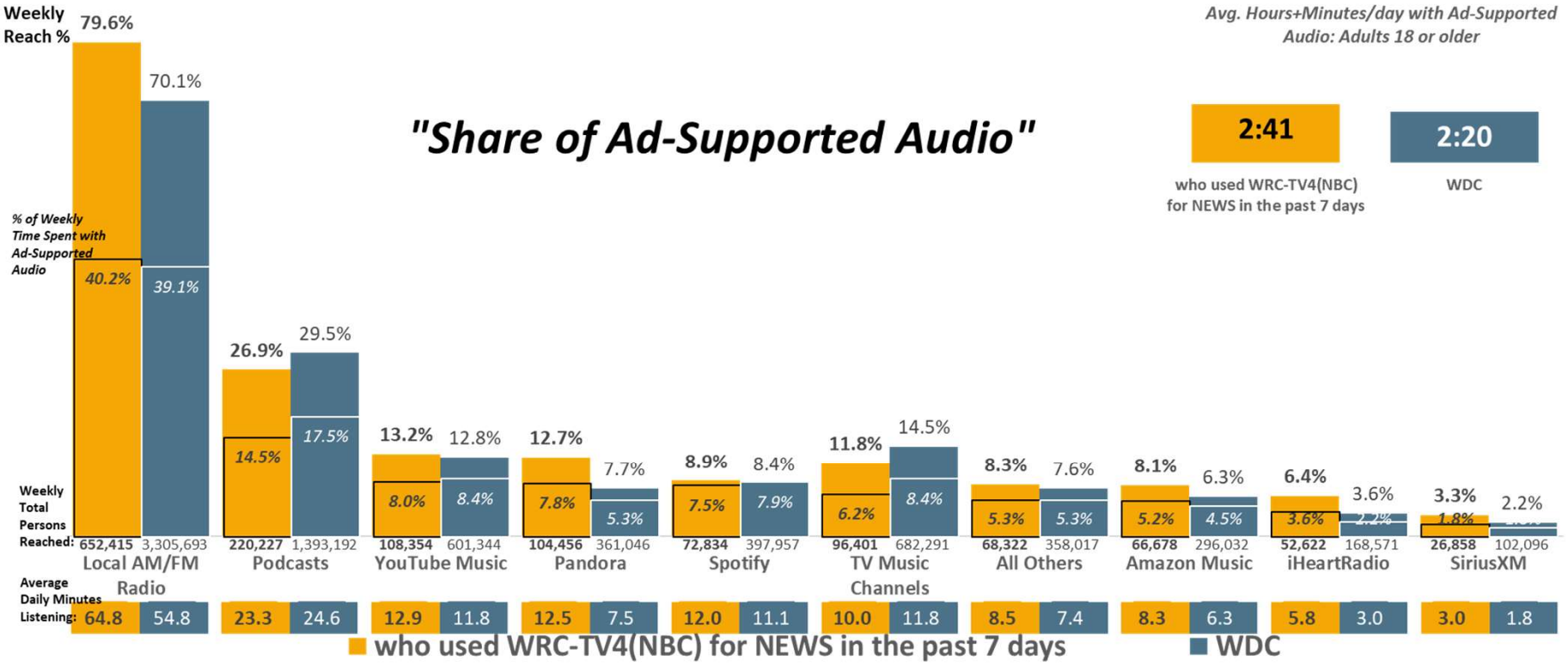
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

652,415 or 79.6% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



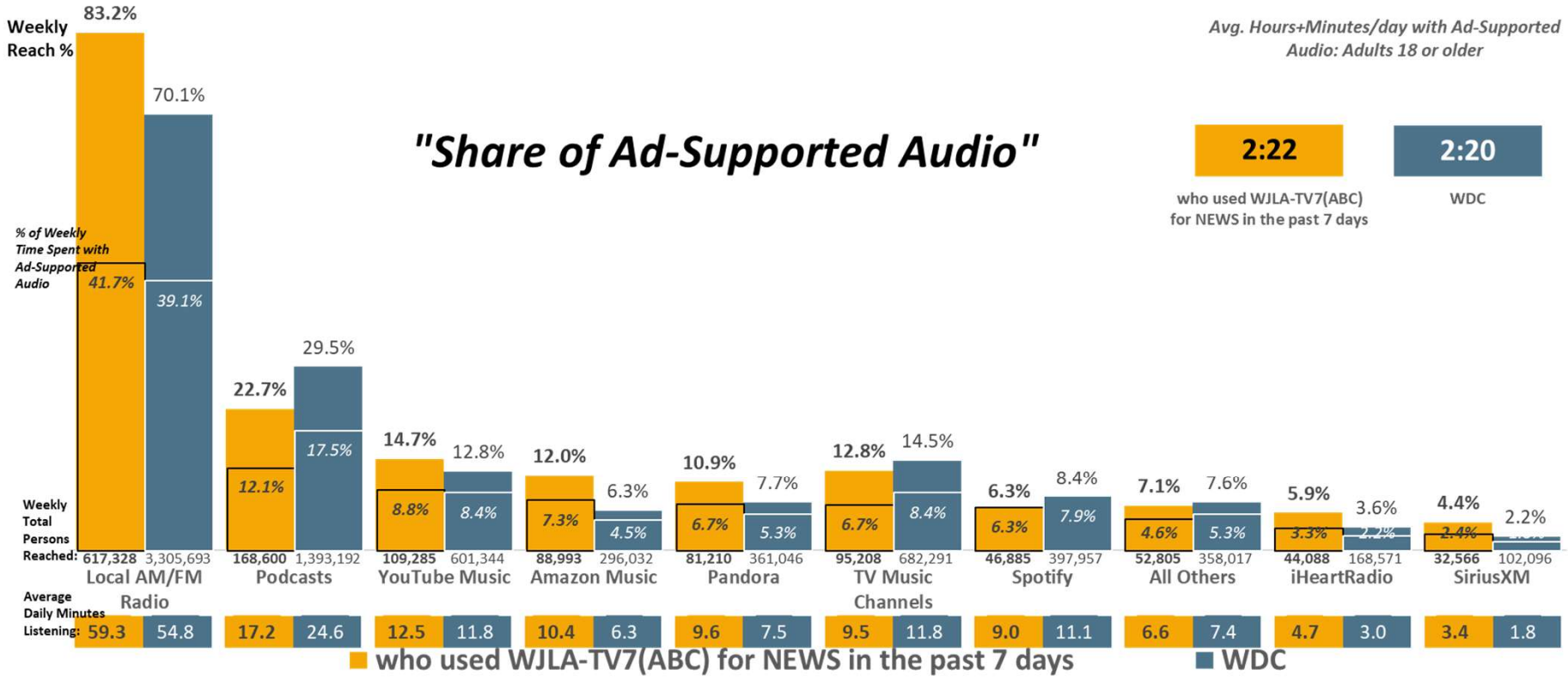
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

617,328 or 83.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



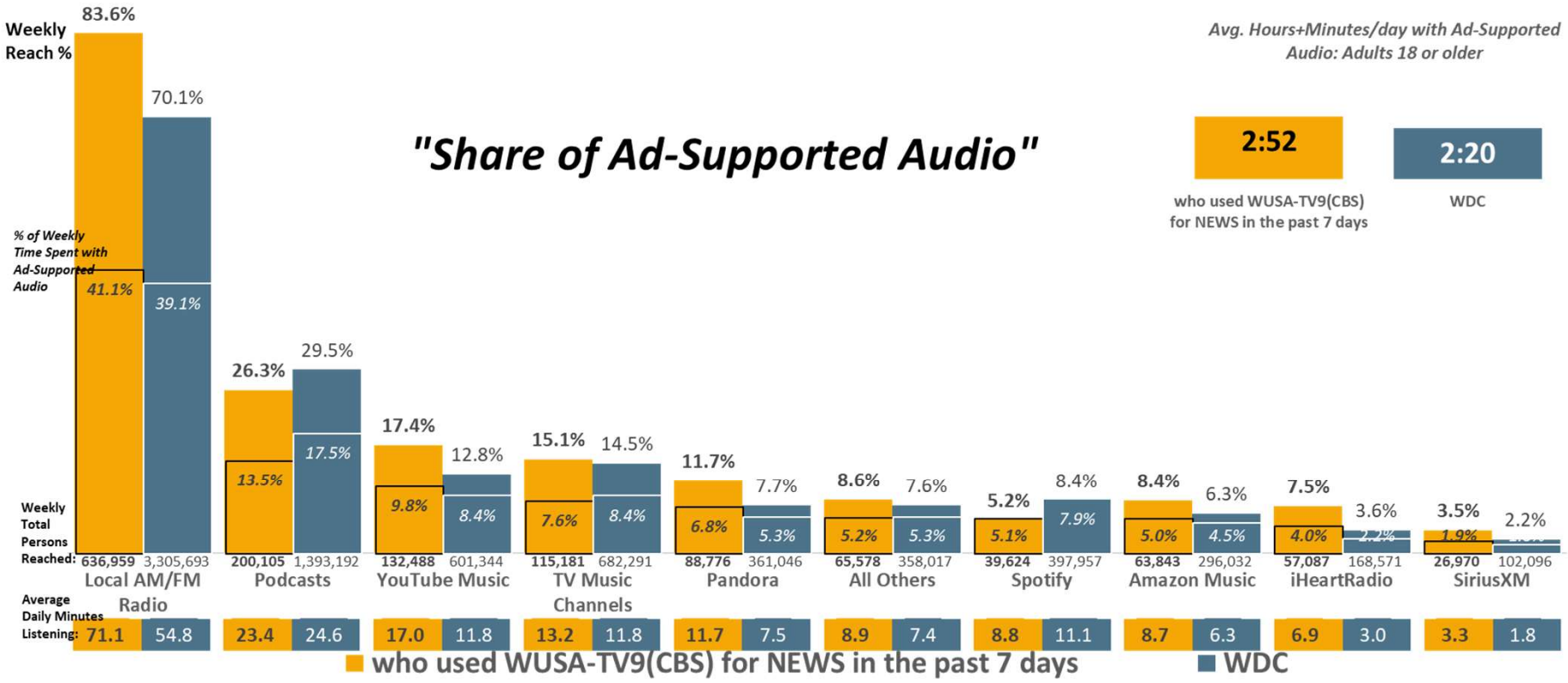
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

636,959 or 83.6% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	TV Music Channels	Pandora	All Others	Spotify	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	83.6% / 70.1%	26.3% / 29.5%	17.4% / 12.8%	15.1% / 14.5%	11.7% / 7.7%	8.6% / 7.6%	5.2% / 8.4%	8.4% / 6.3%	7.5% / 3.6%	3.5% / 2.2%
% of Weekly Time Spent with Ad-Supported Audio	41.1% / 39.1%	13.5% / 17.5%	9.8% / 8.4%	7.6% / 8.4%	6.8% / 5.3%	5.2% / 5.3%	5.1% / 7.9%	5.0% / 4.5%	4.0% / 2.2%	1.9% / [illegible]
Weekly Total Persons Reached:	636,959 / 3,305,693	200,105 / 1,393,192	132,488 / 601,344	115,181 / 682,291	88,776 / 361,046	65,578 / 358,017	39,624 / 397,957	63,843 / 296,032	57,087 / 168,571	26,970 / 102,096
Average Daily Minutes Listening:	71.1 / 54.8	23.4 / 24.6	17.0 / 11.8	13.2 / 11.8	11.7 / 7.5	8.9 / 7.4	8.8 / 11.1	8.7 / 6.3	6.9 / 3.0	3.3 / 1.8

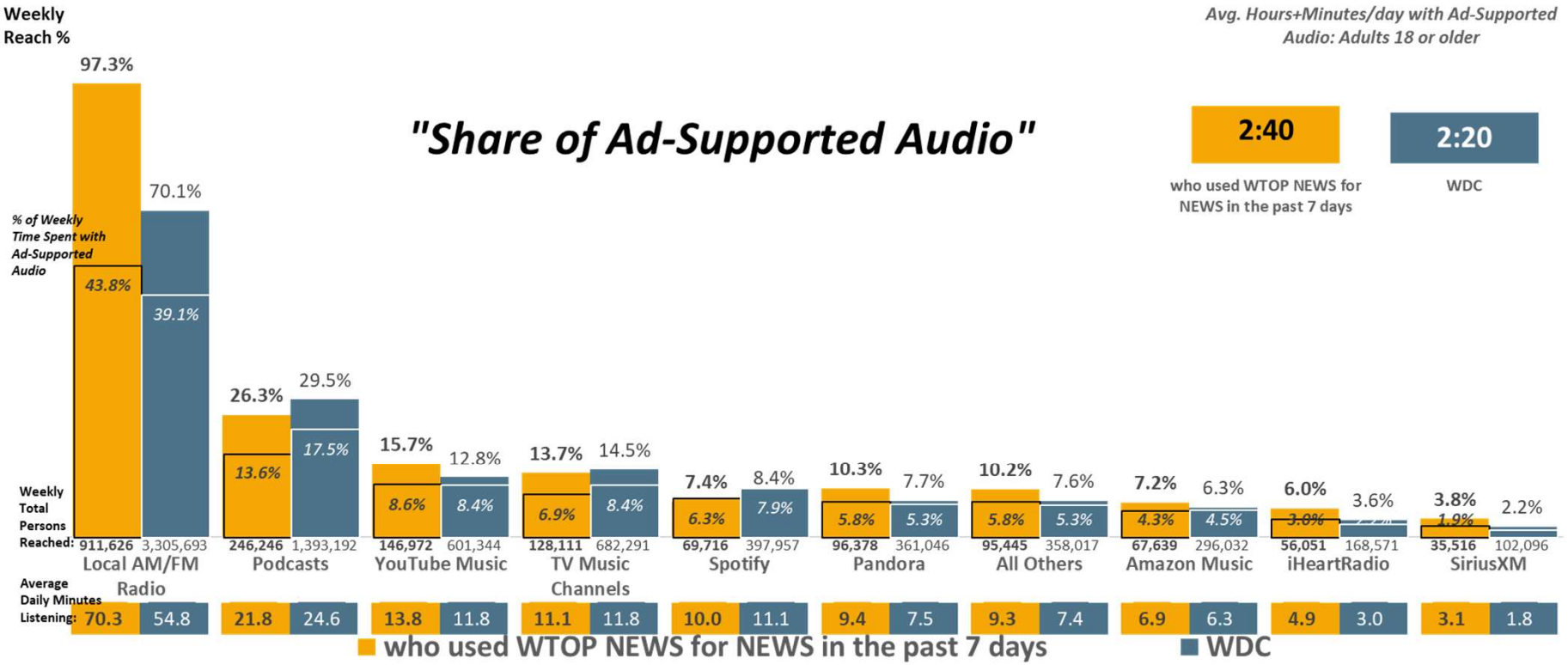
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

911,626 or 97.3% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.



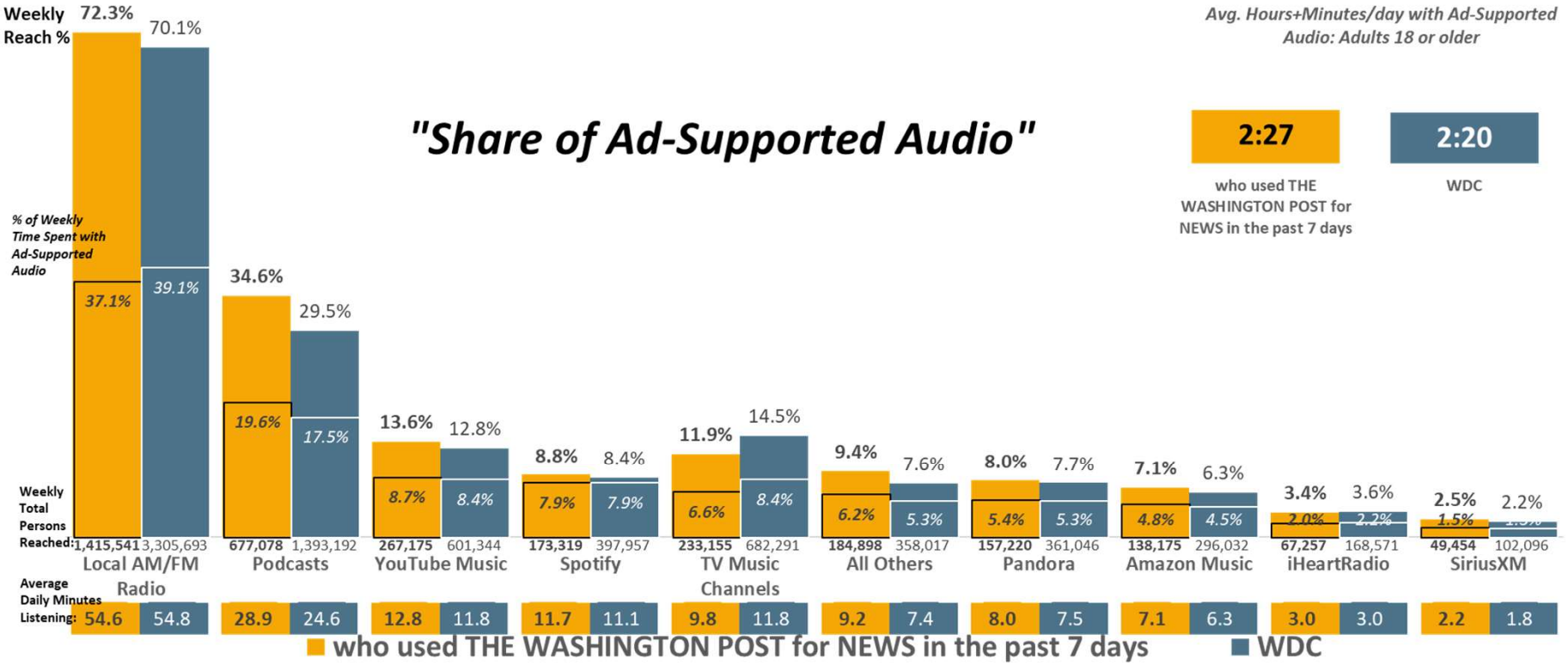
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,415,541 or 72.3% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

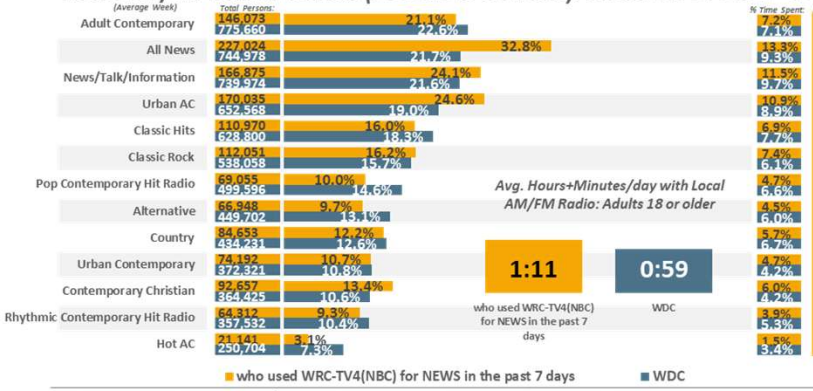
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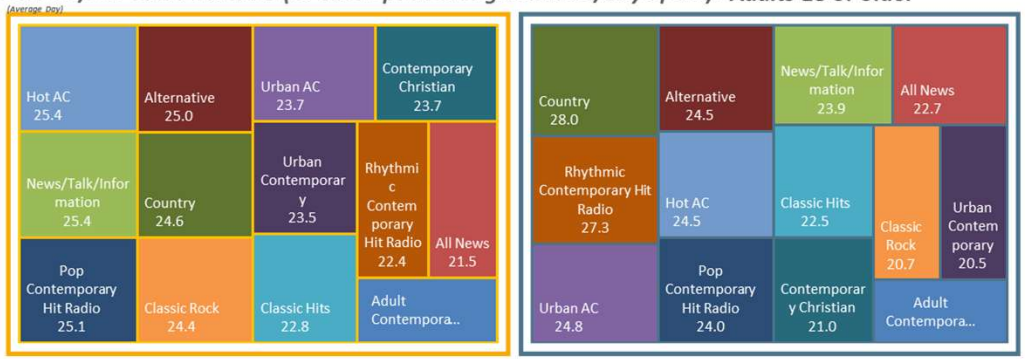
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

652,415 or 79.6% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Adult Contemporary, Classic Rock, and Classic Hits.

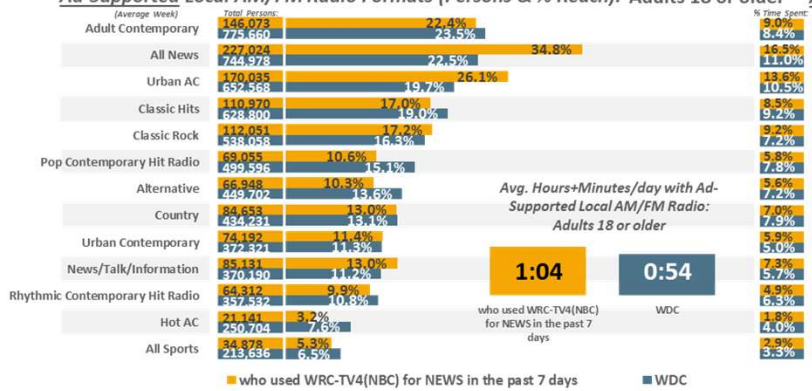
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



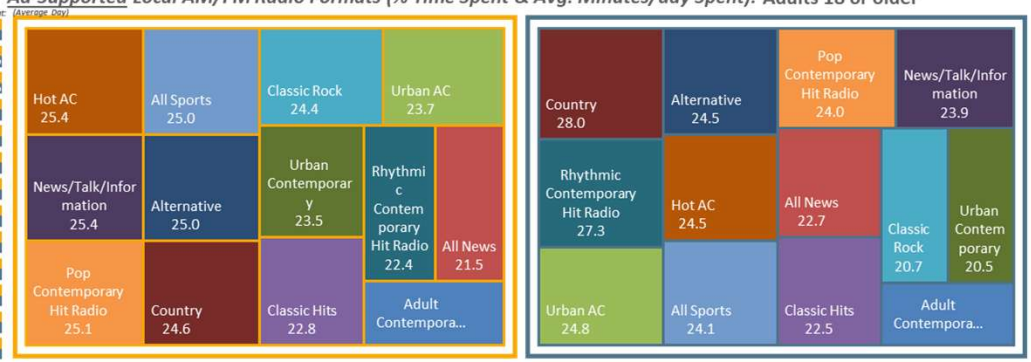
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

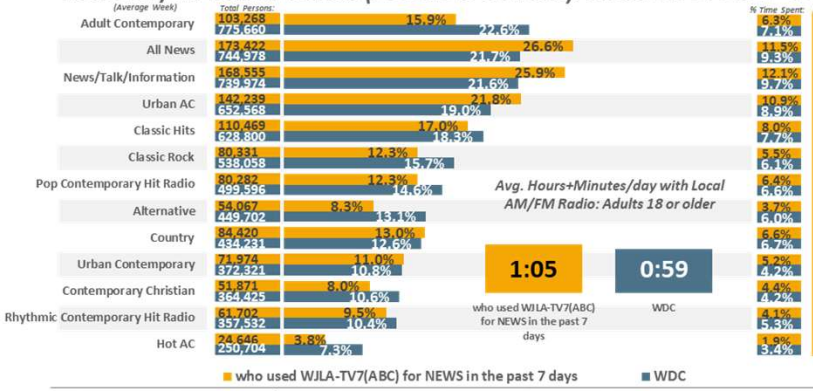
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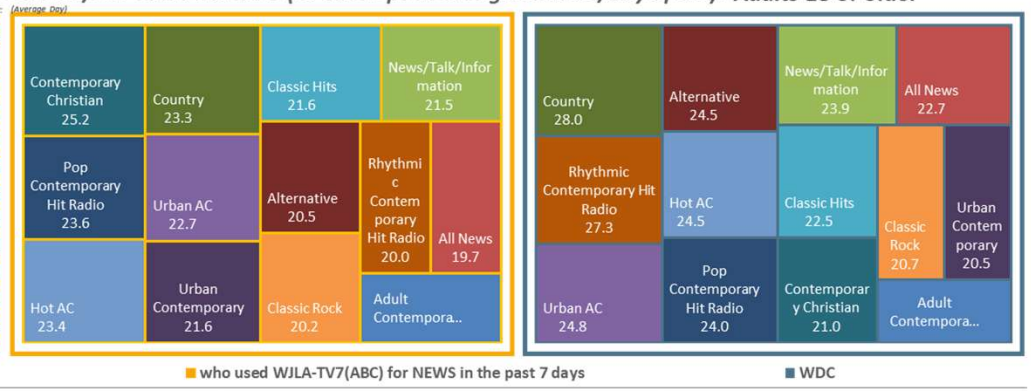
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

617,328 or 83.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Classic Hits, Adult Contemporary, and News/Talk/Information.

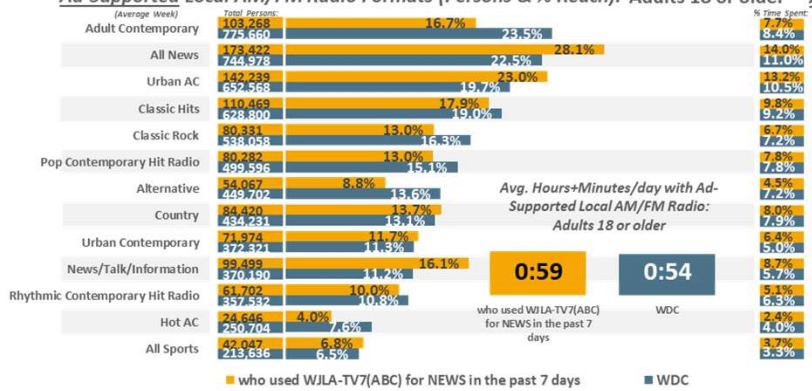
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



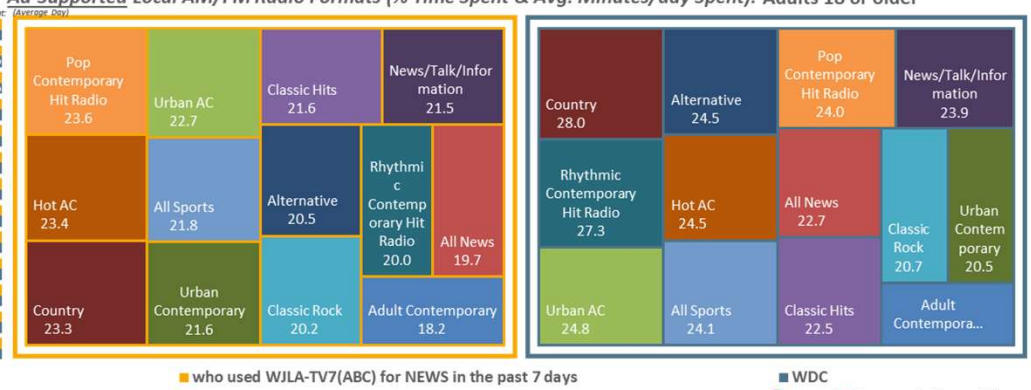
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

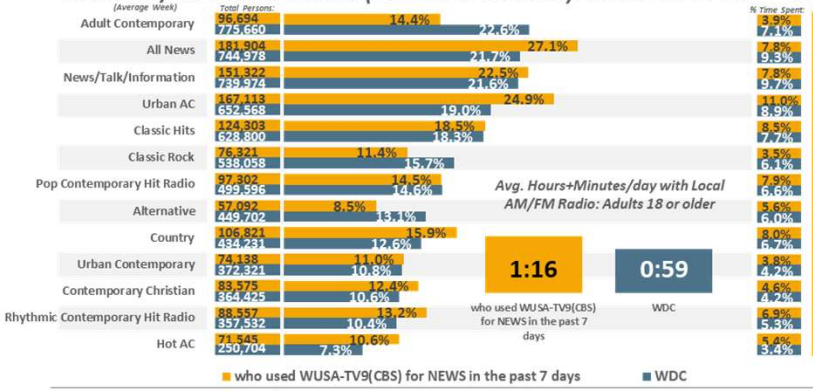
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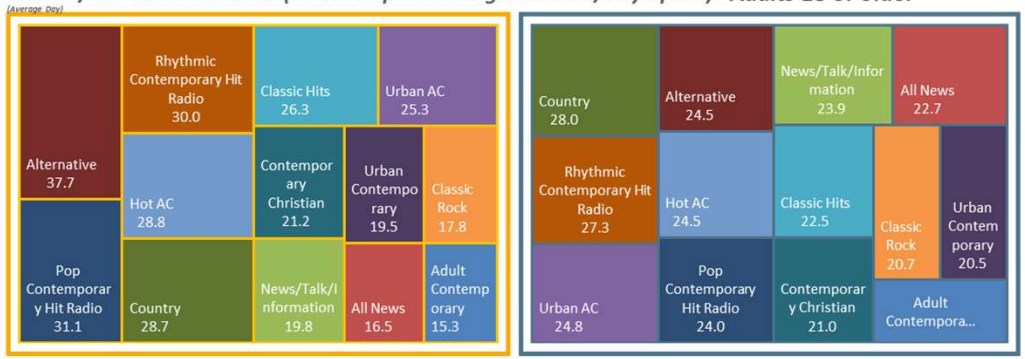
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

636,959 or 83.6% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Classic Hits, Country, and Pop Contemporary Hit Radio.

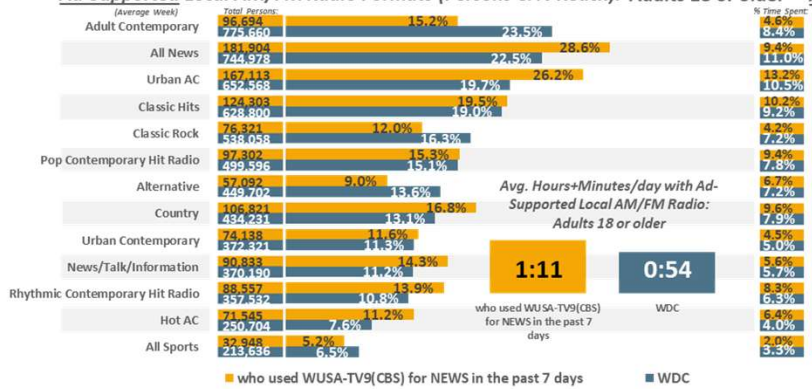
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



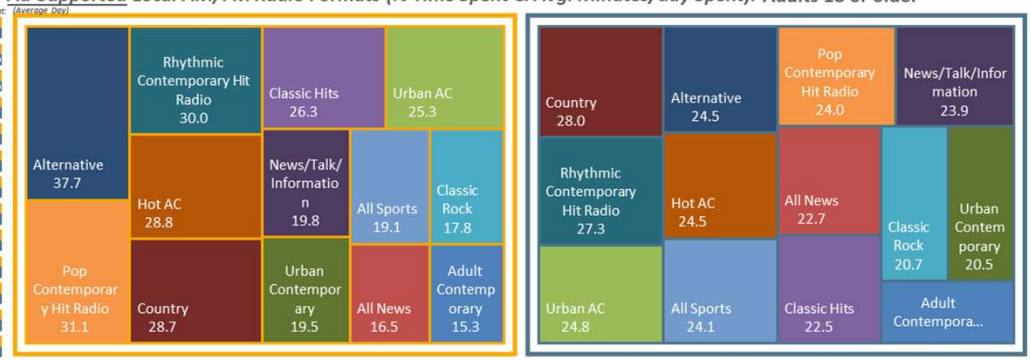
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

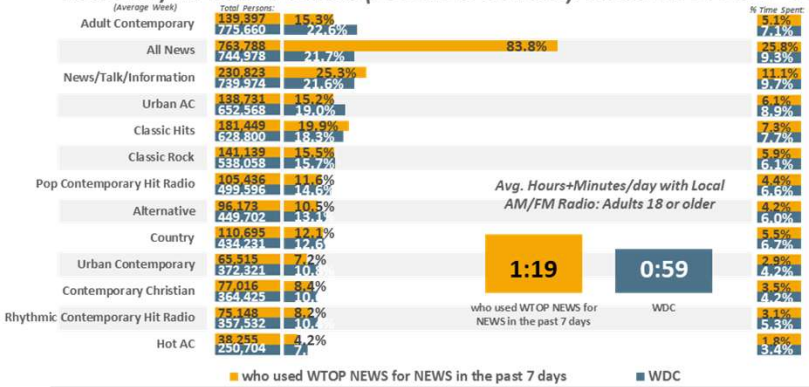
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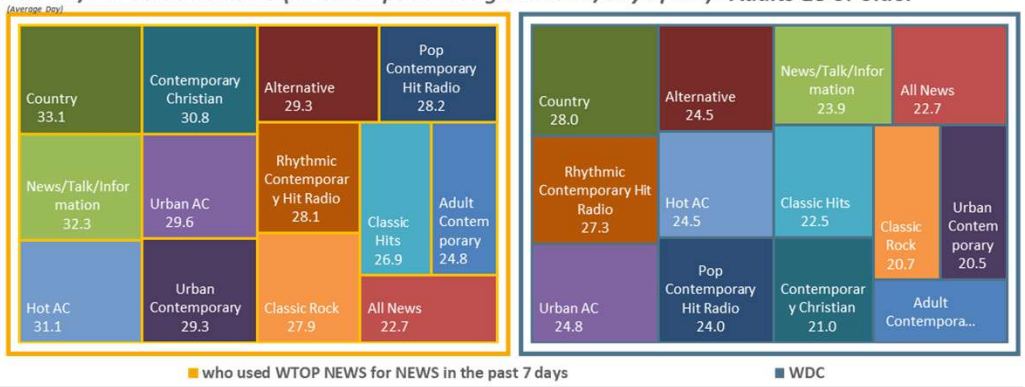
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

911,626 or 97.3% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Classic Rock, Adult Contemporary, and Urban AC.

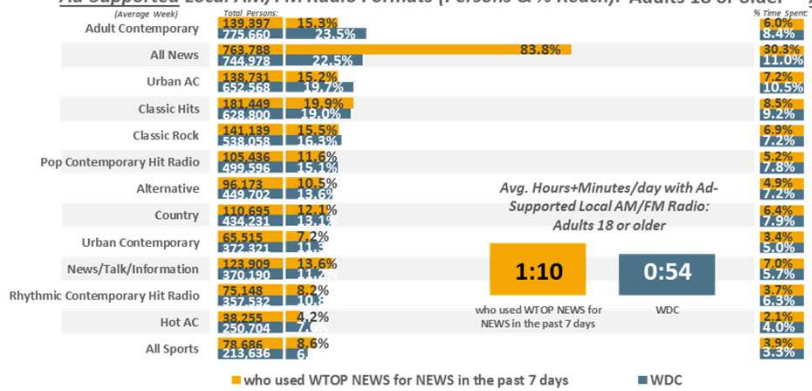
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



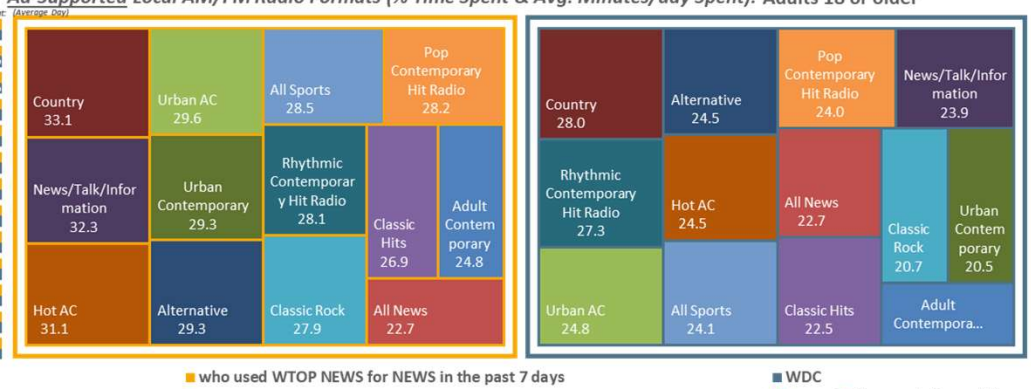
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

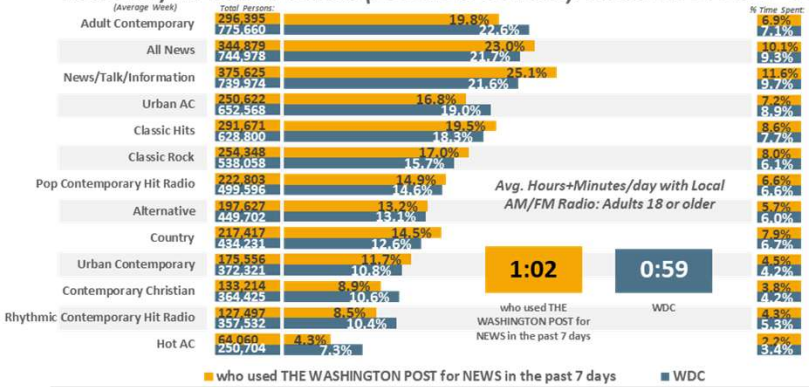
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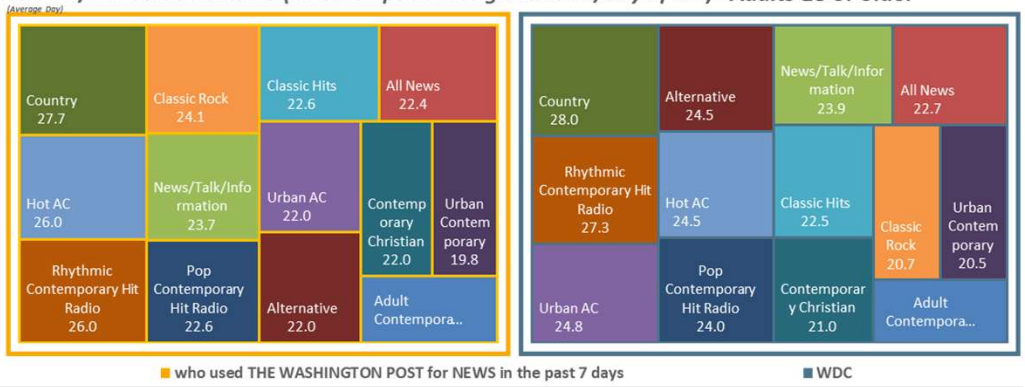
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,415,541 or 72.3% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Classic Rock, and Urban AC.

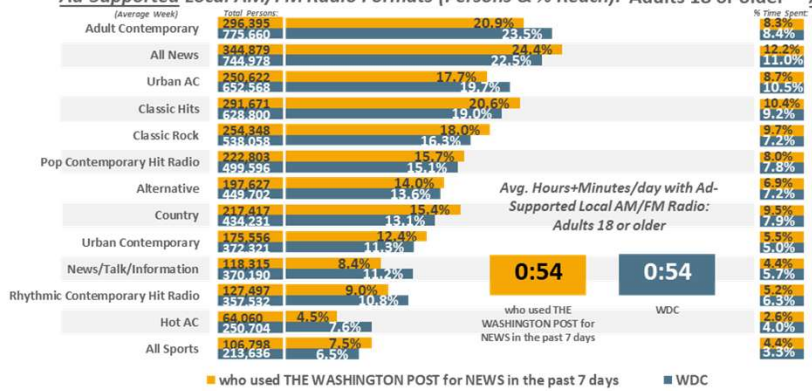
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



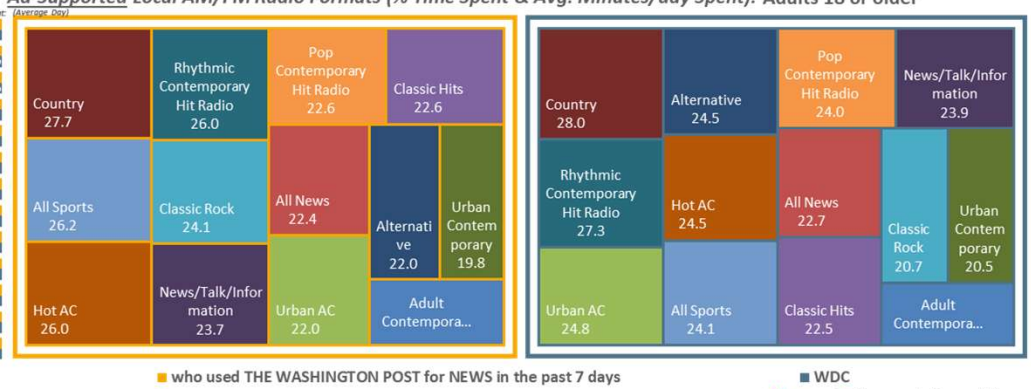
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

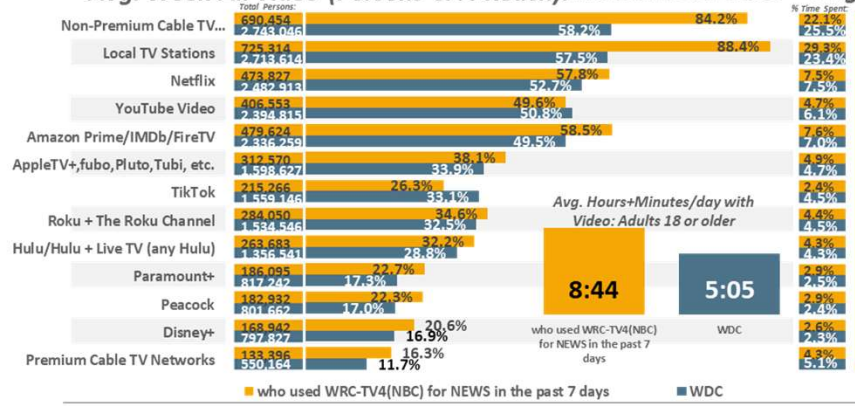
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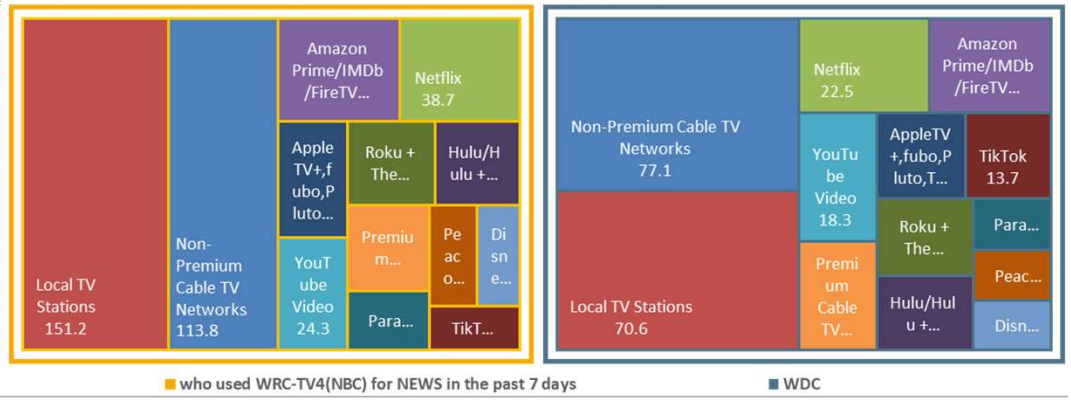
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

708,771 or 86.4% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 136.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

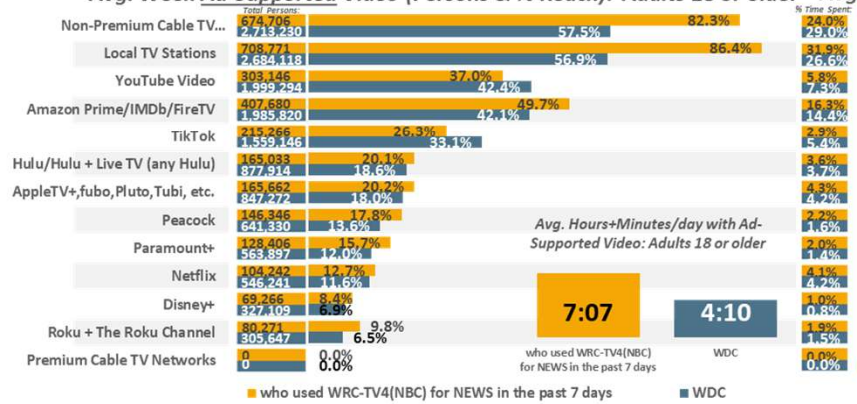
Avg. Week All Video (Persons & % Reach): Adults 18 or older



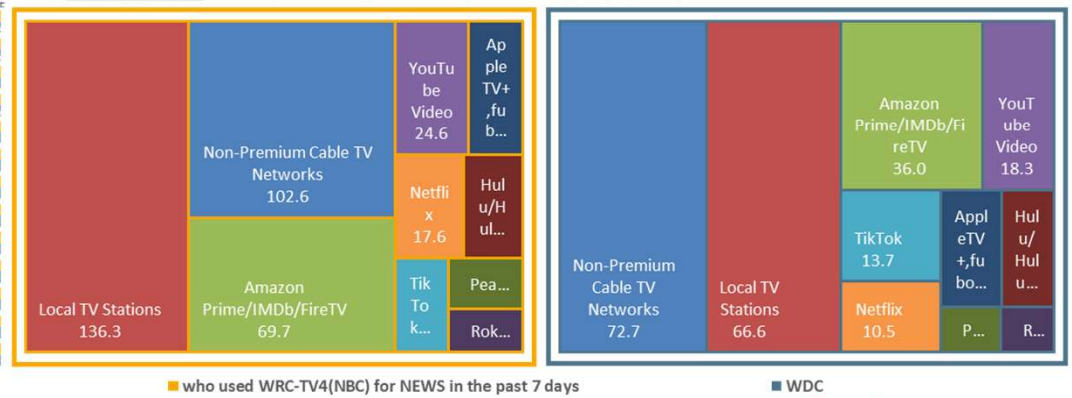
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

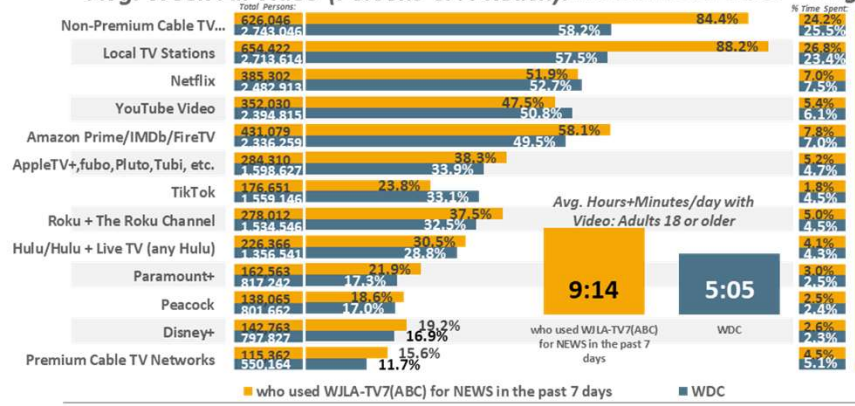
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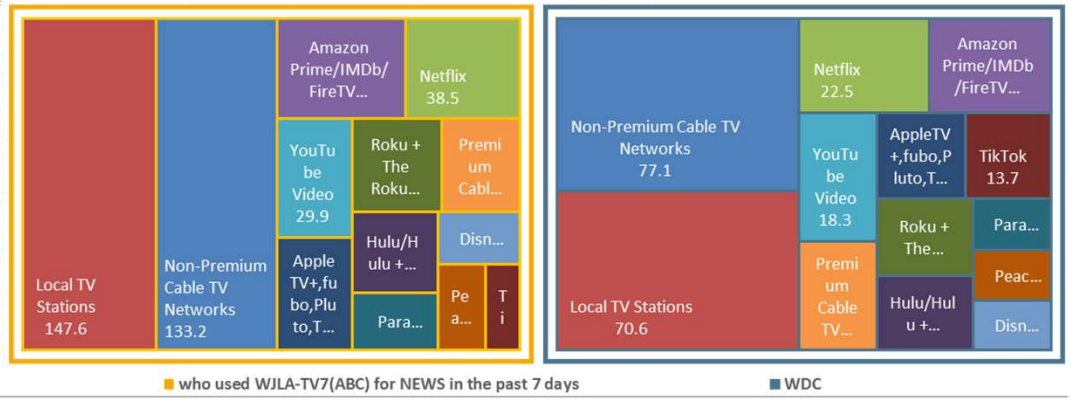
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

641,703 or 86.5% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

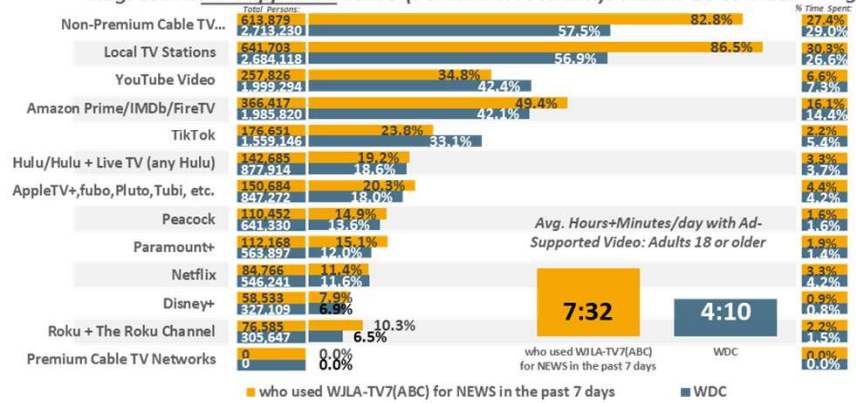
Avg. Week All Video (Persons & % Reach): Adults 18 or older



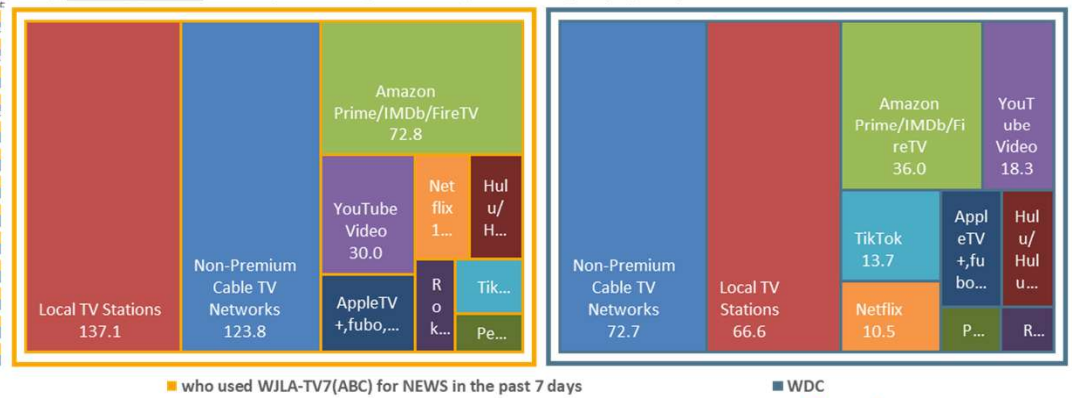
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

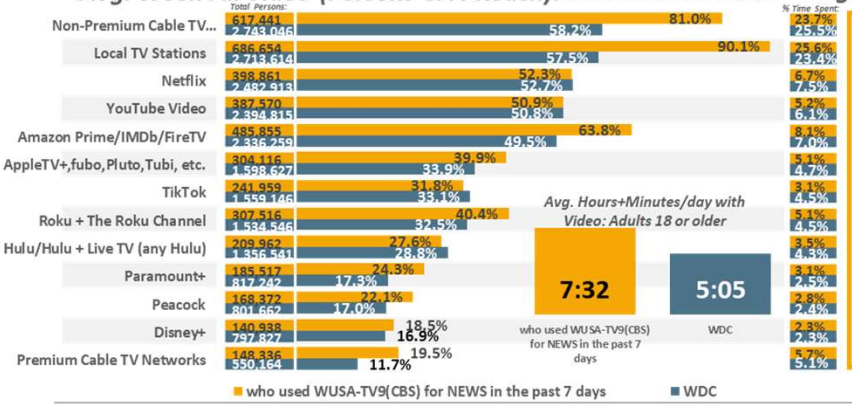
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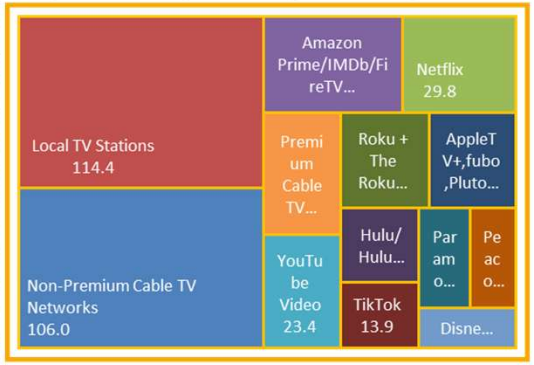
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

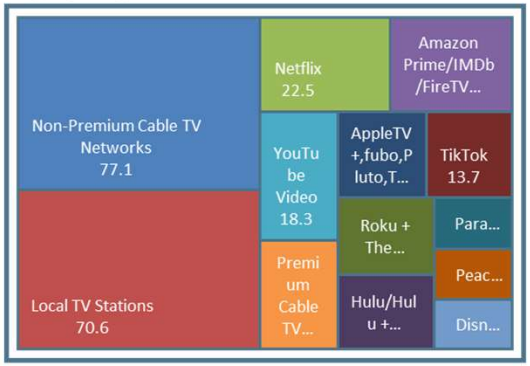
671,365 or 88.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

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

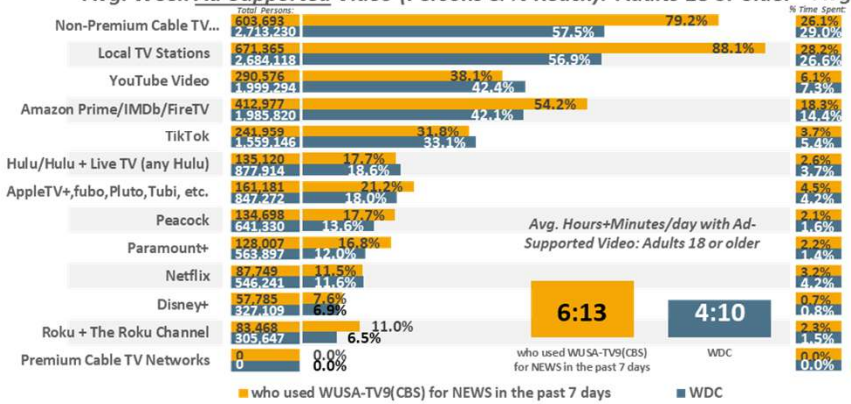


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

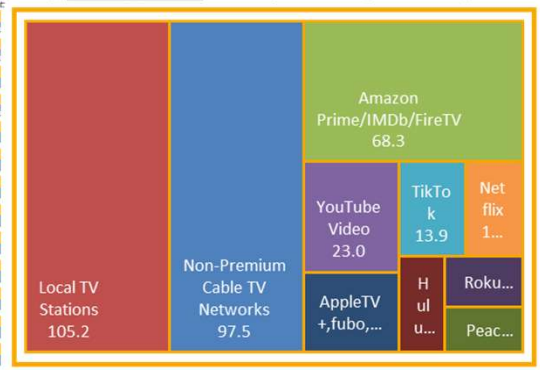


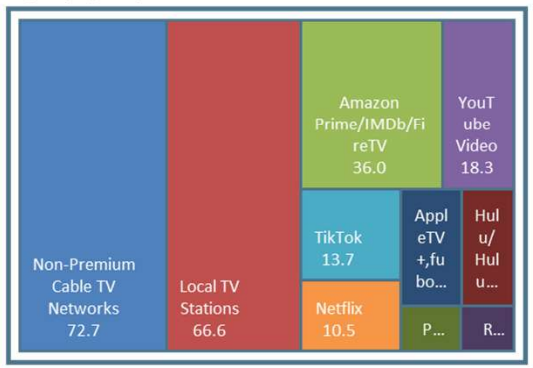


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

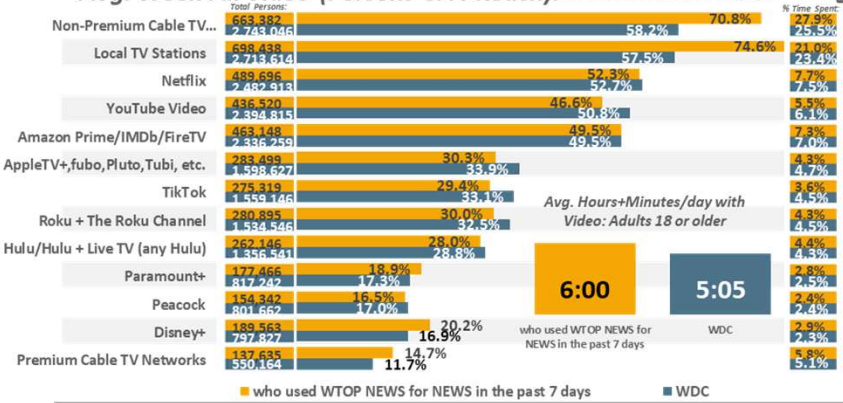
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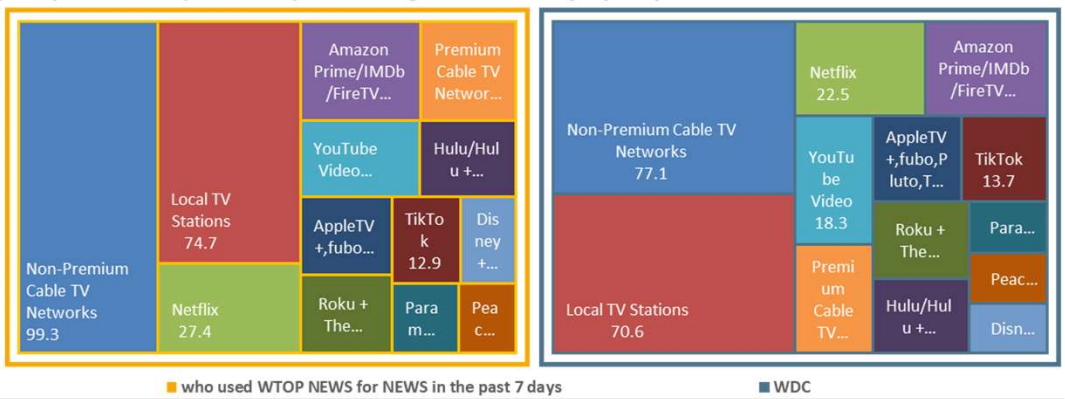
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

688,561 or 73.5% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 68.3 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

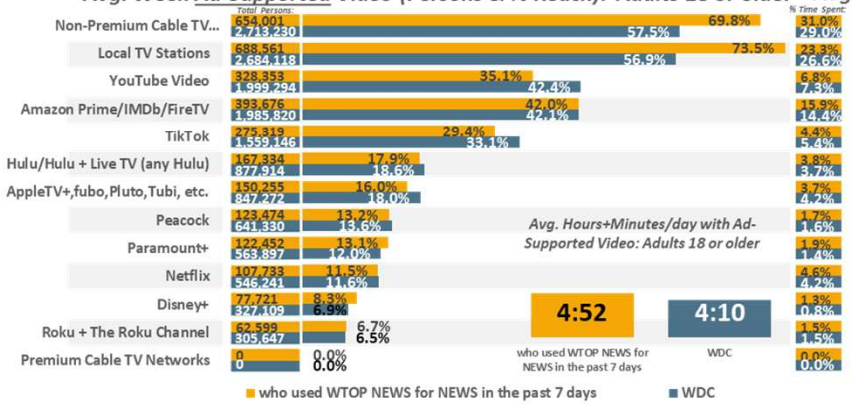
Avg. Week All Video (Persons & % Reach): Adults 18 or older



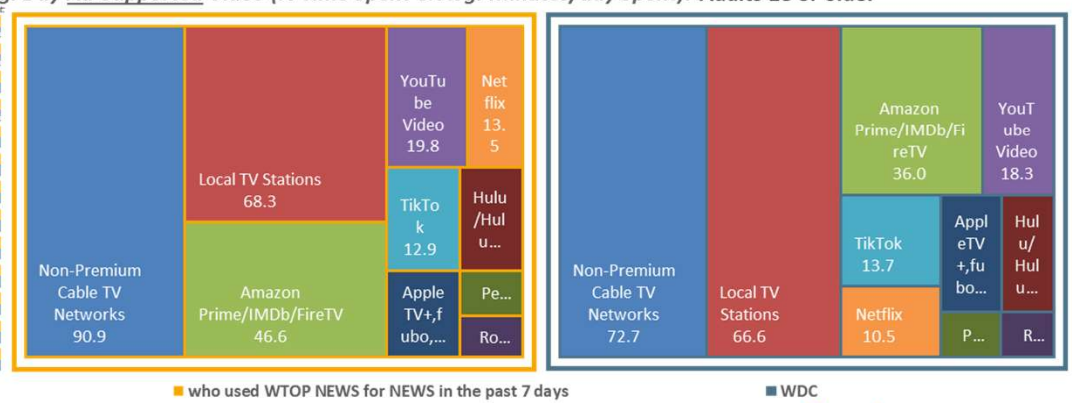
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

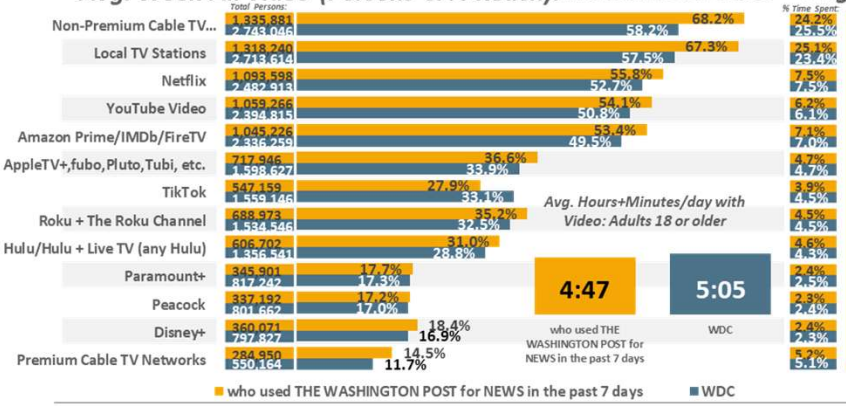
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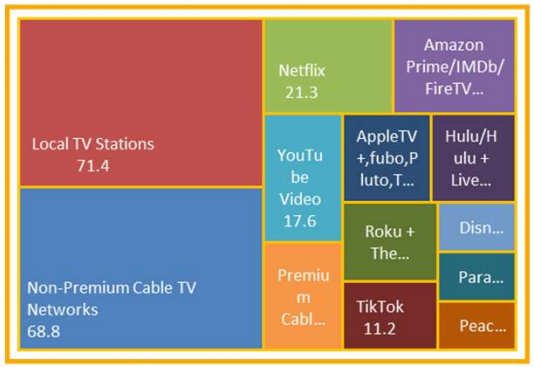
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

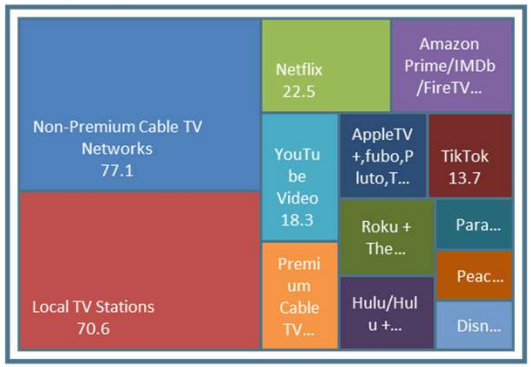
1,297,397 or 66.2% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

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

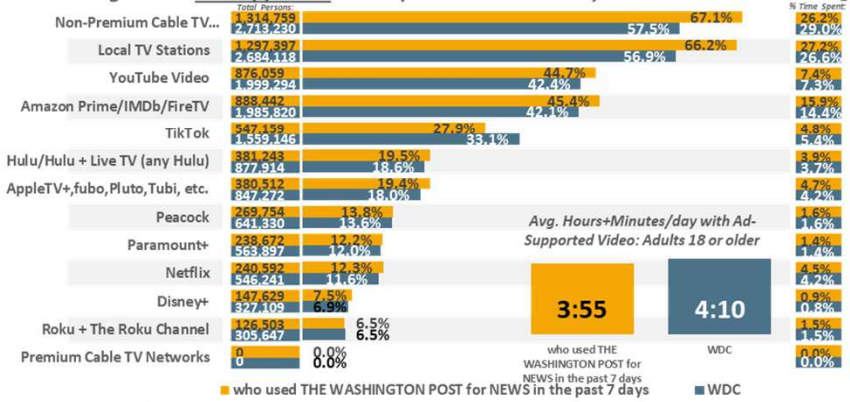


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

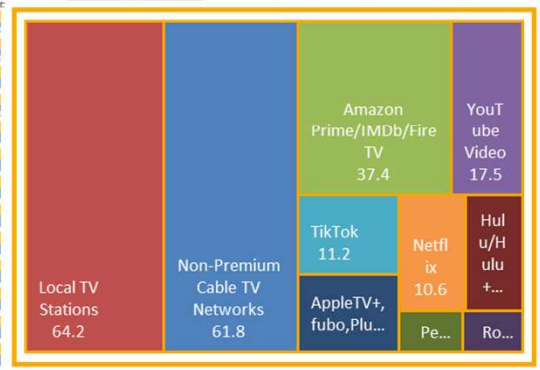


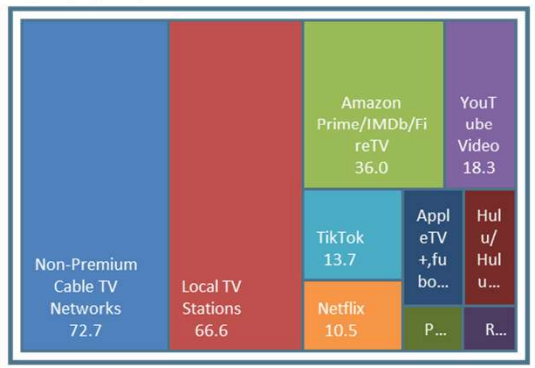


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





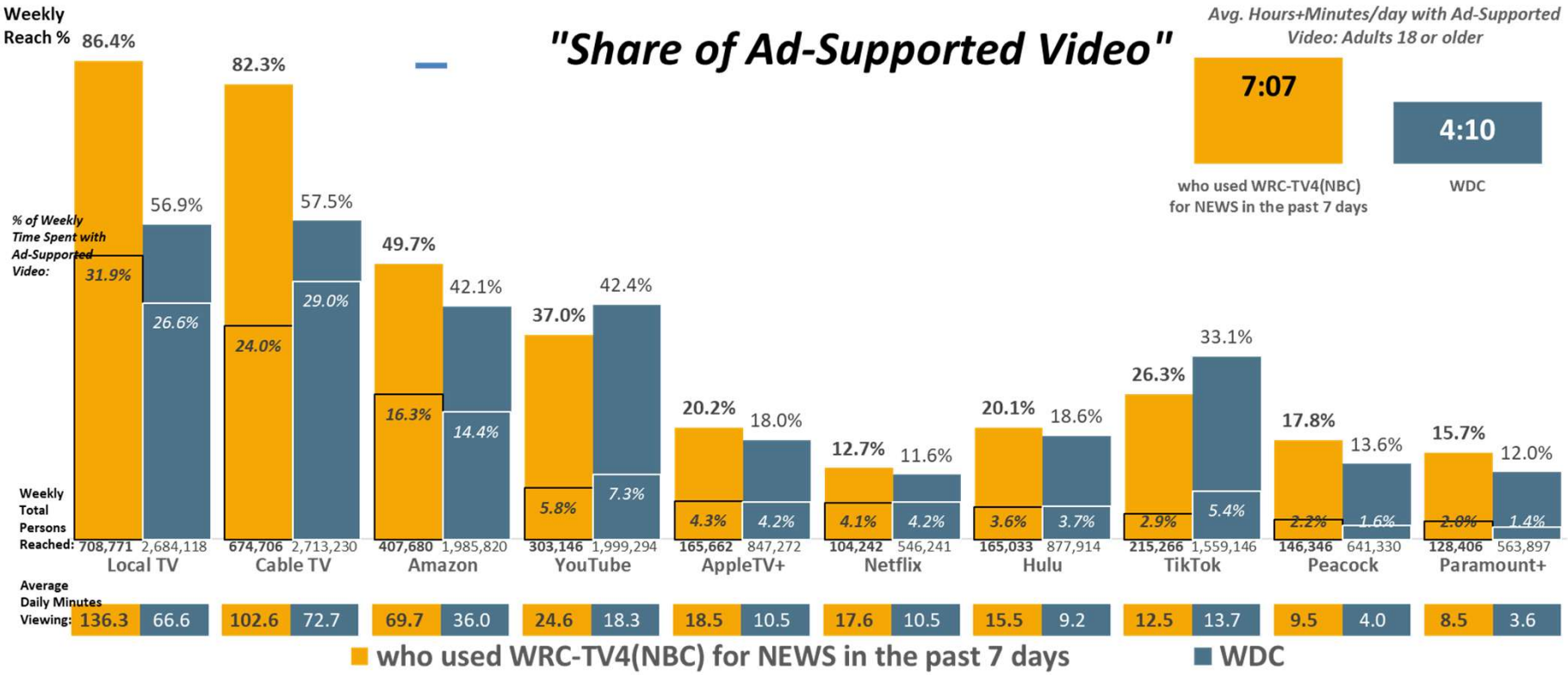
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

708,771 or 86.4% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 136.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.



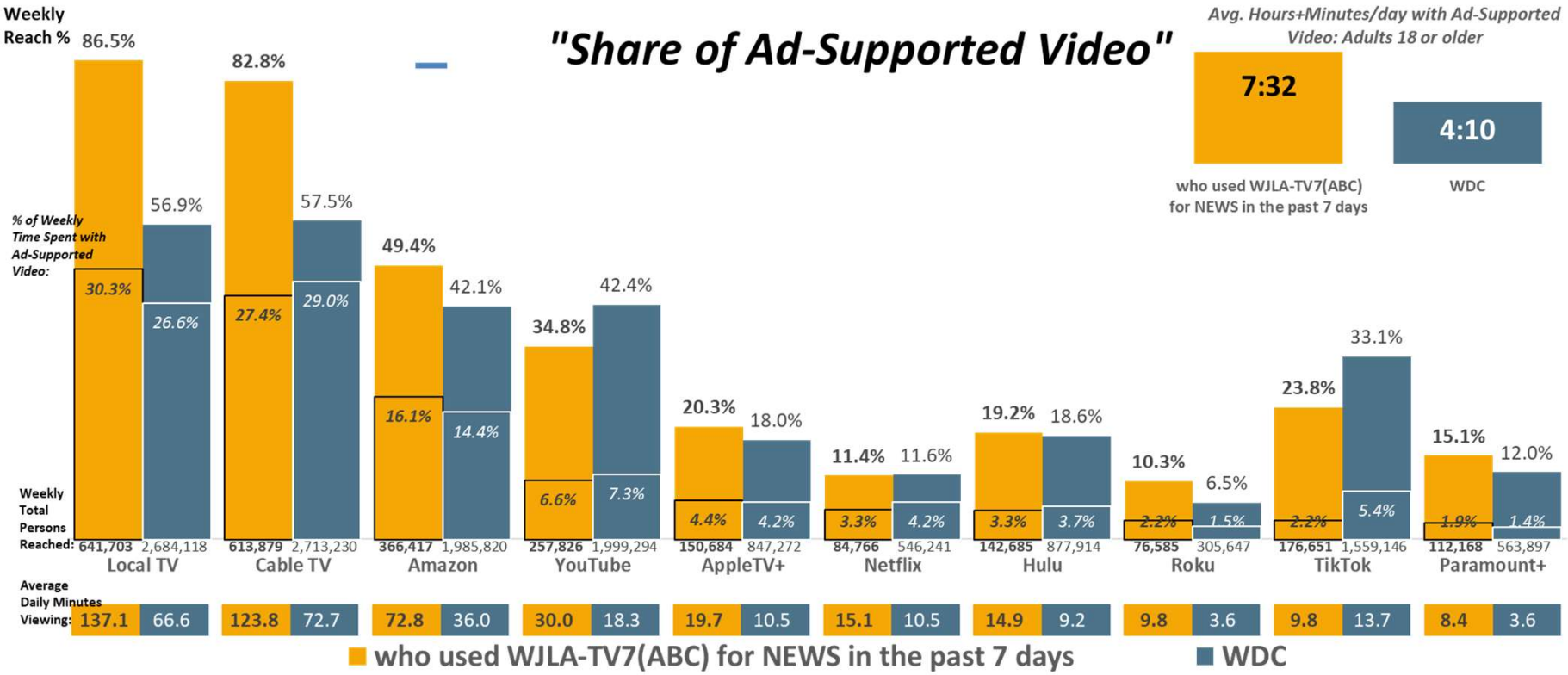
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

641,703 or 86.5% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.



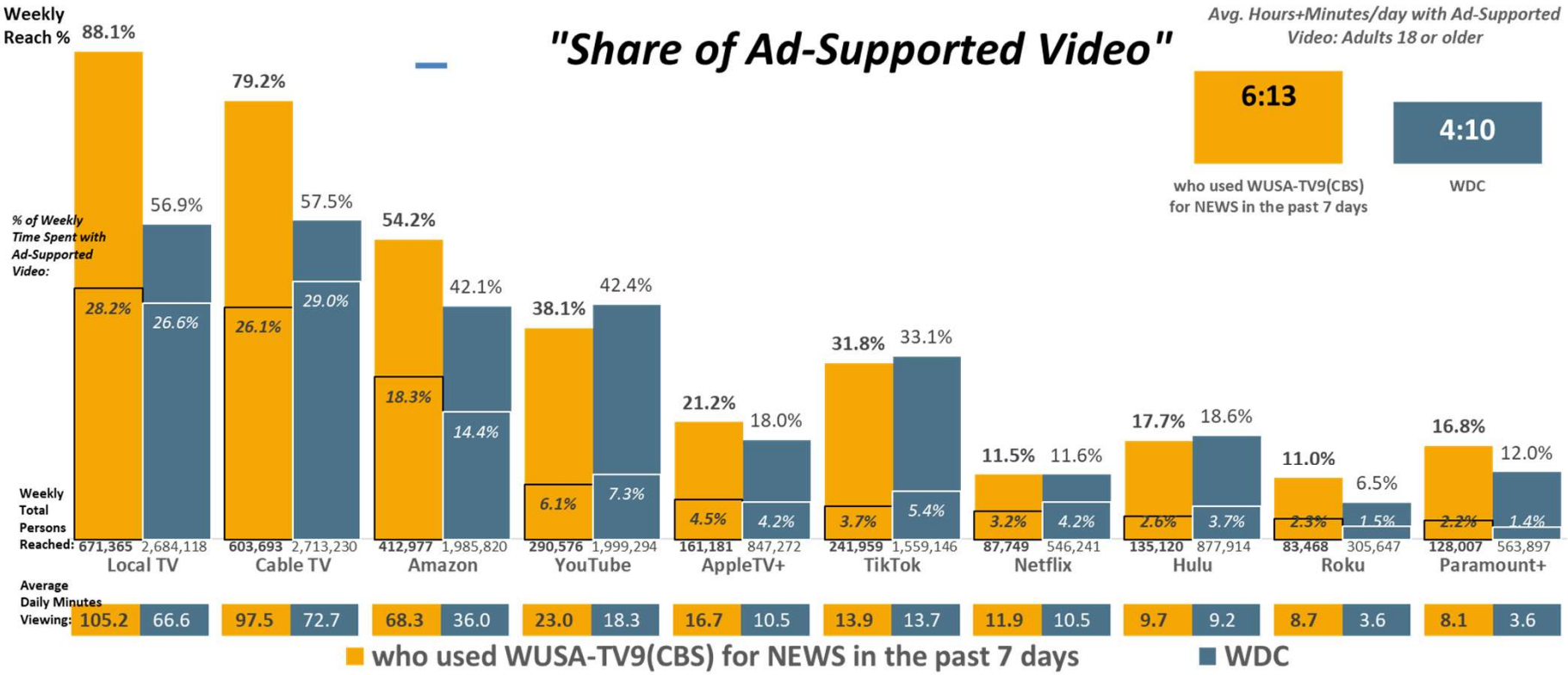
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

671,365 or 88.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



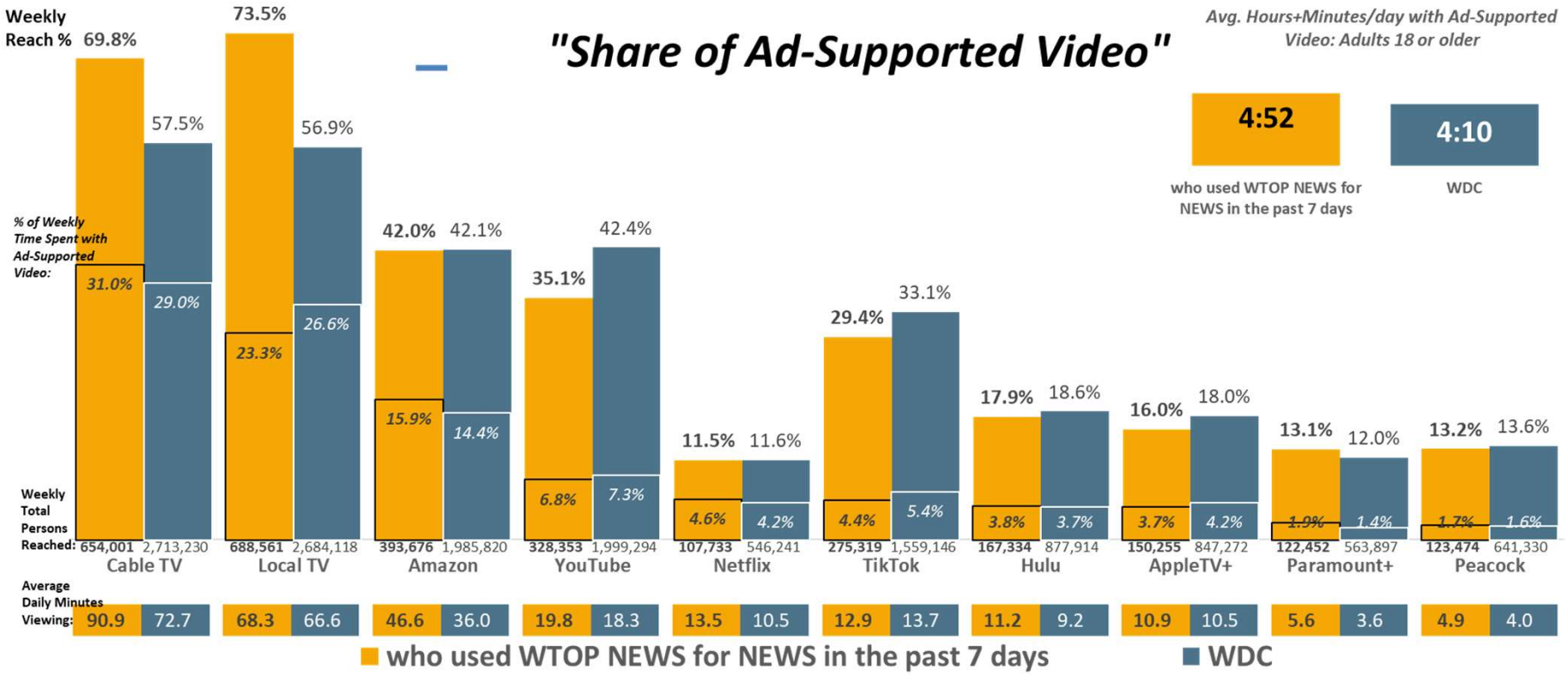
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

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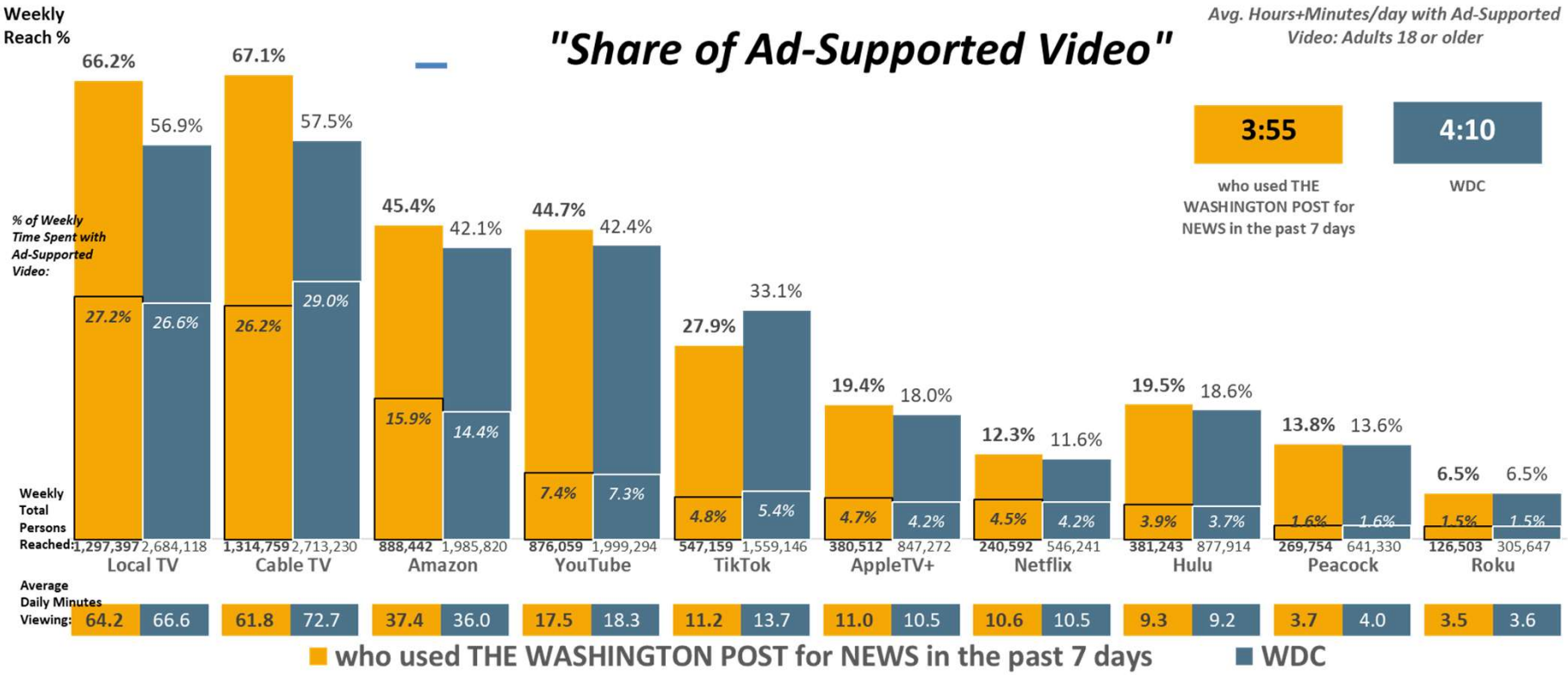
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,297,397 or 66.2% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

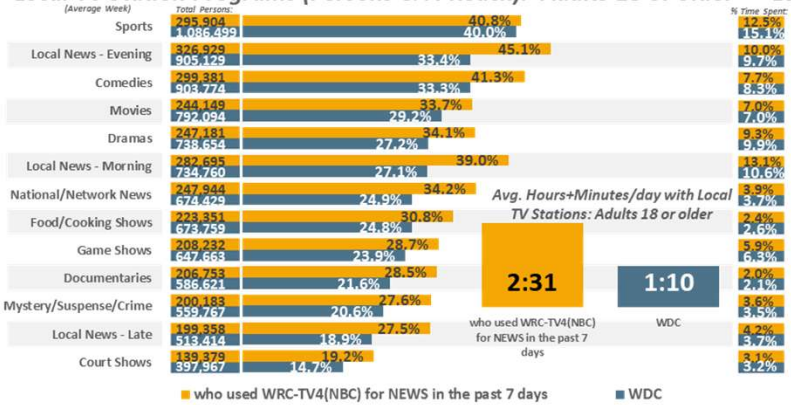
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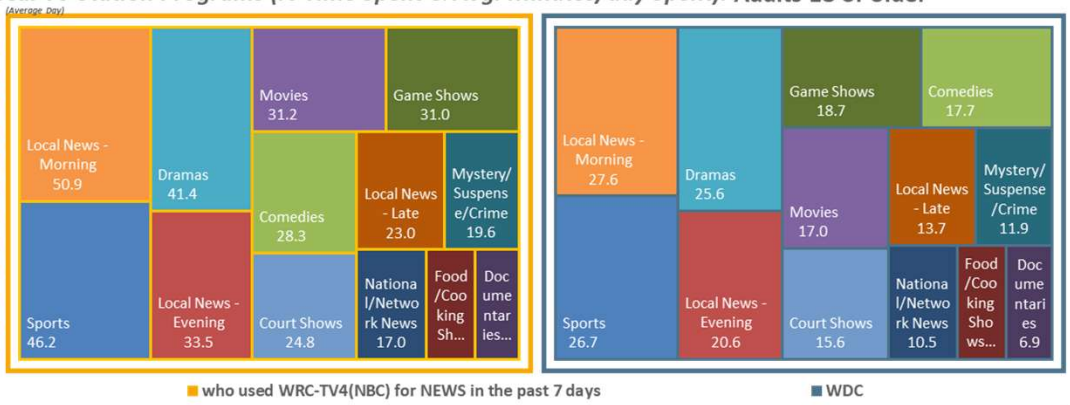
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

708,771 or 86.4% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and Movies.

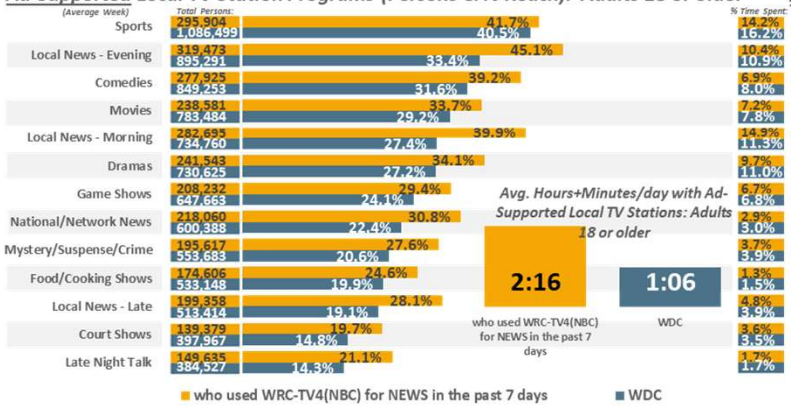
Local TV Station Programs (Persons & % Reach): Adults 18 or older



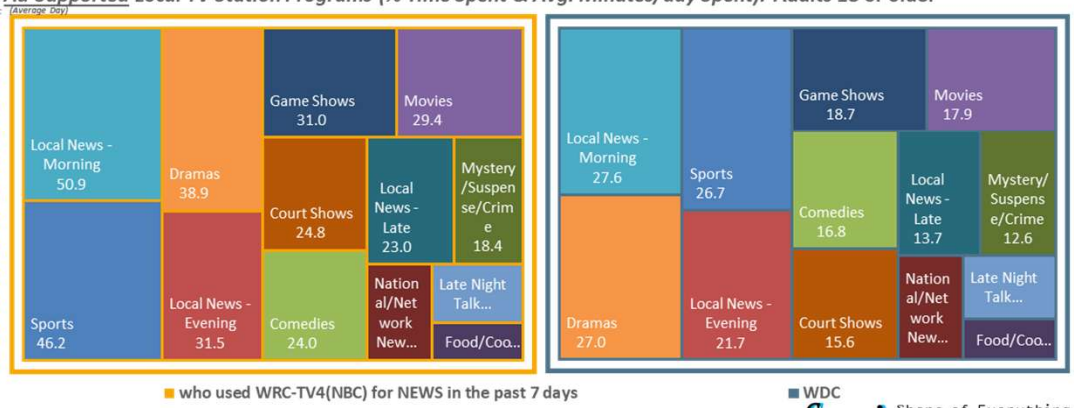
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

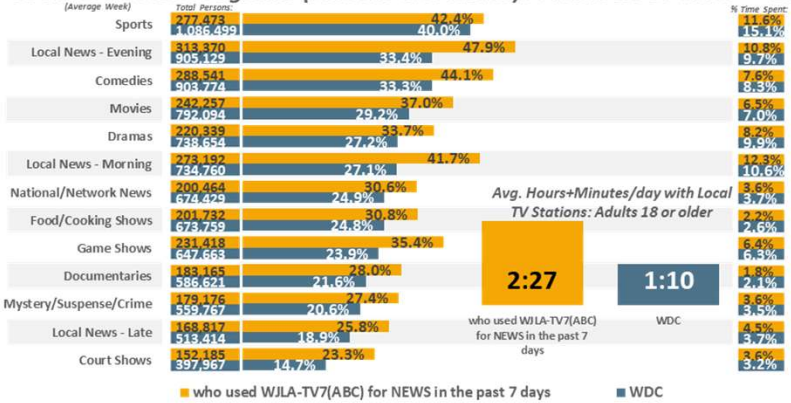
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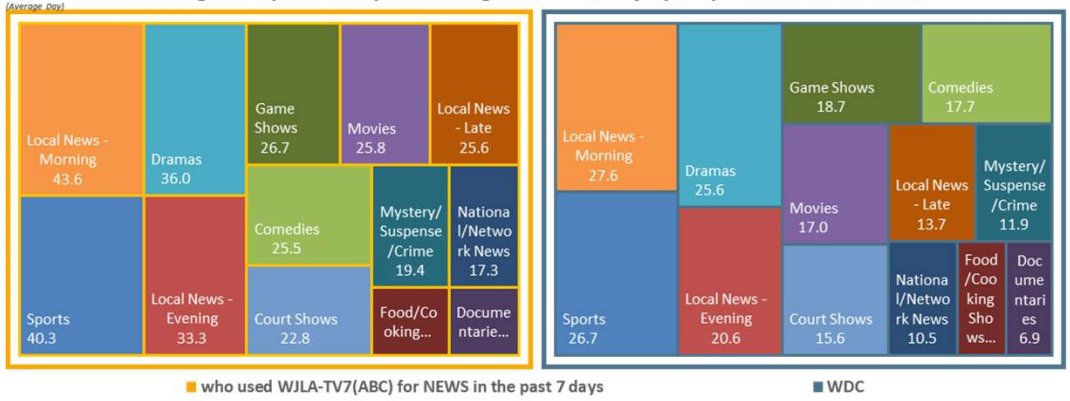
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

641,703 or 86.5% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

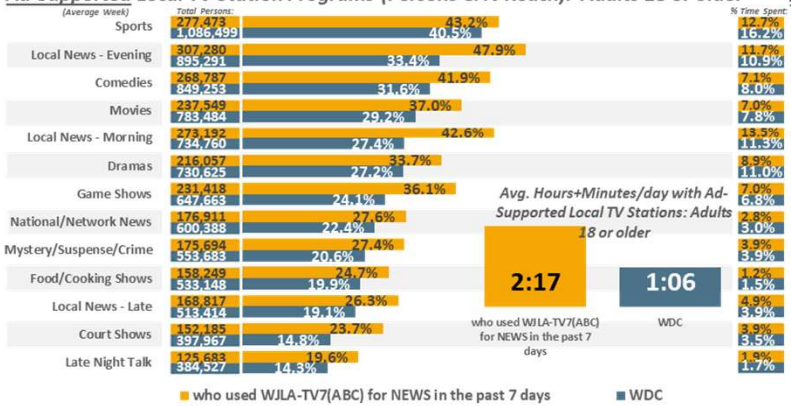
Local TV Station Programs (Persons & % Reach): Adults 18 or older



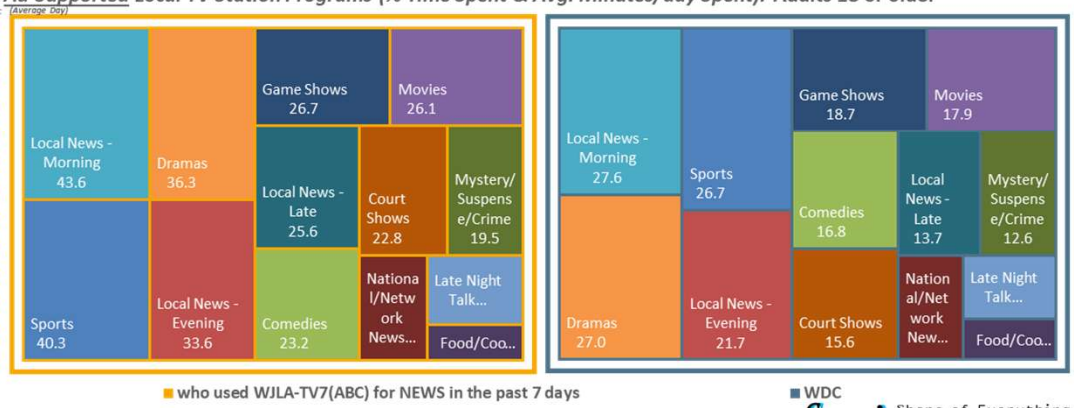
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

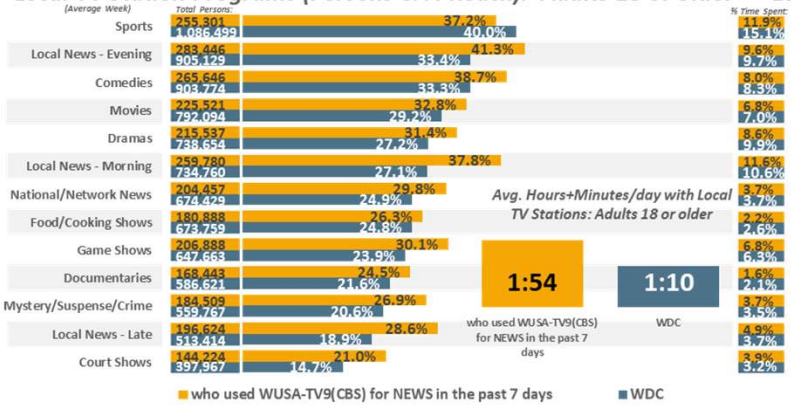
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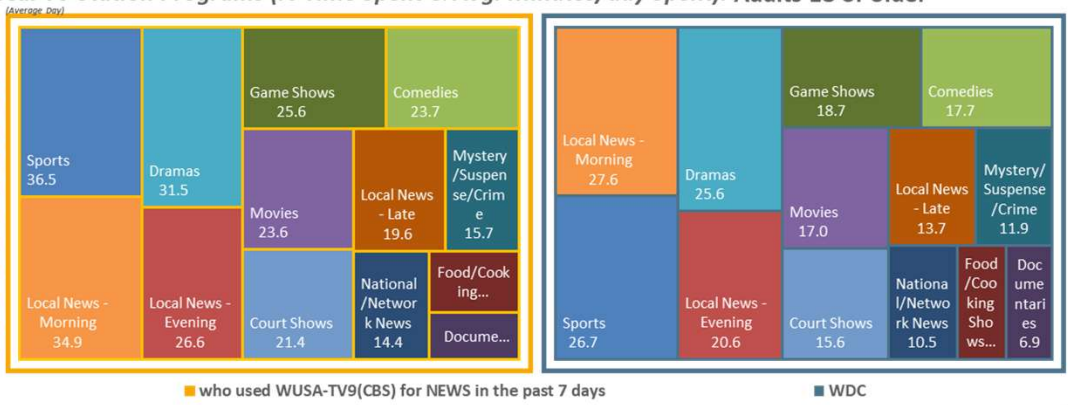
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

671,365 or 88.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Dramas.

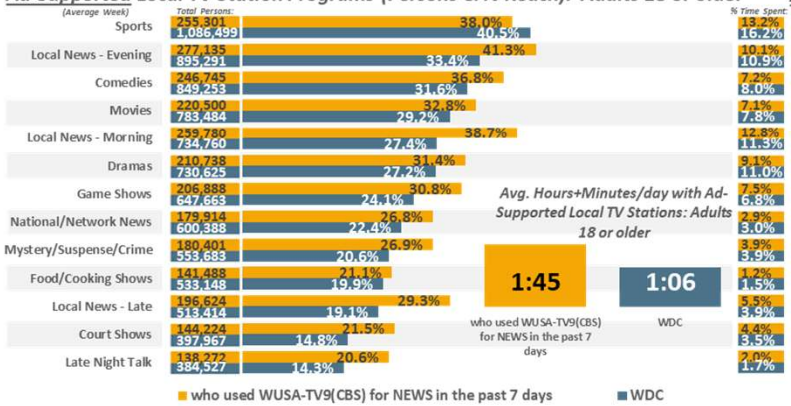
Local TV Station Programs (Persons & % Reach): Adults 18 or older



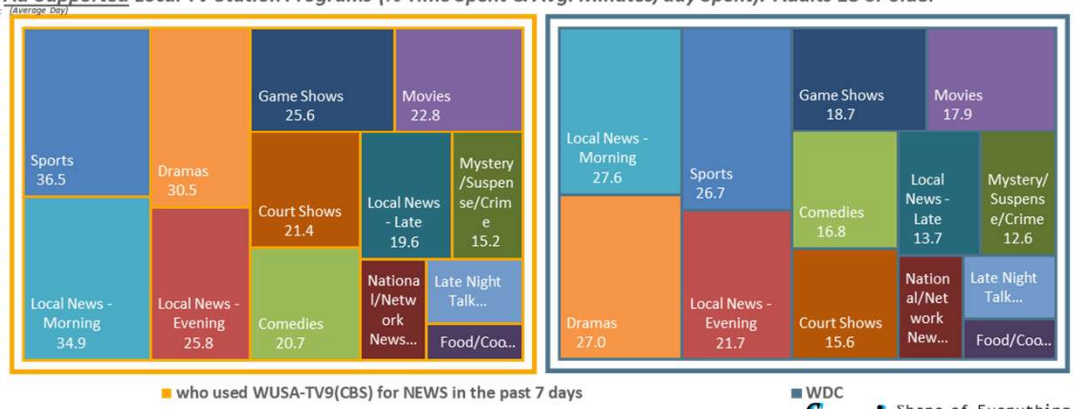
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

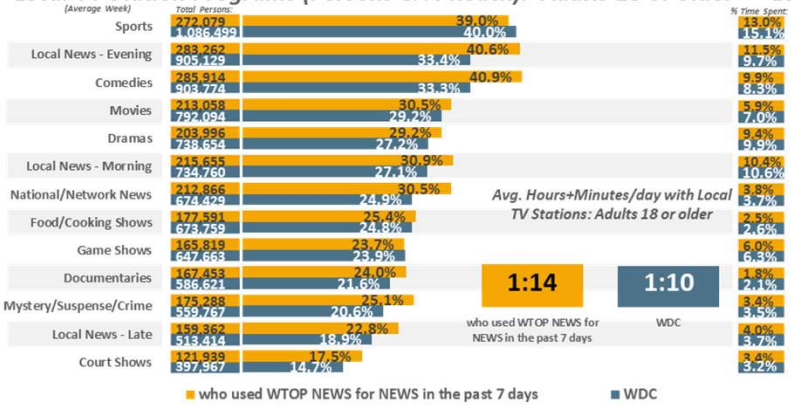
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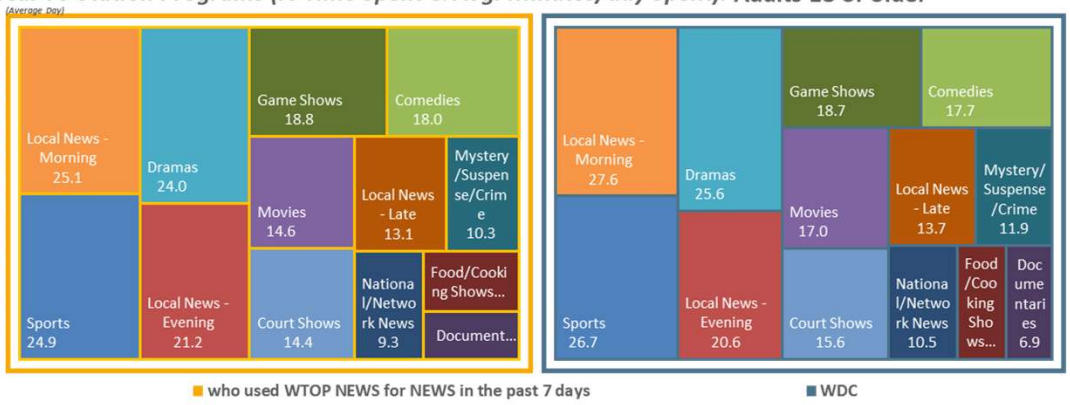
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

688,561 or 73.5% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

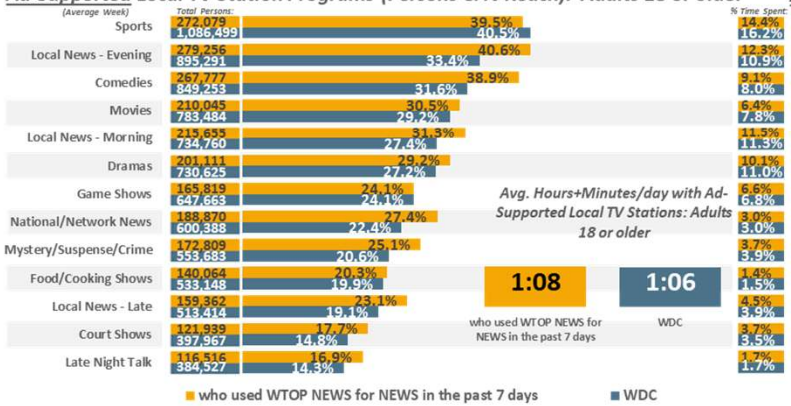
Local TV Station Programs (Persons & % Reach): Adults 18 or older



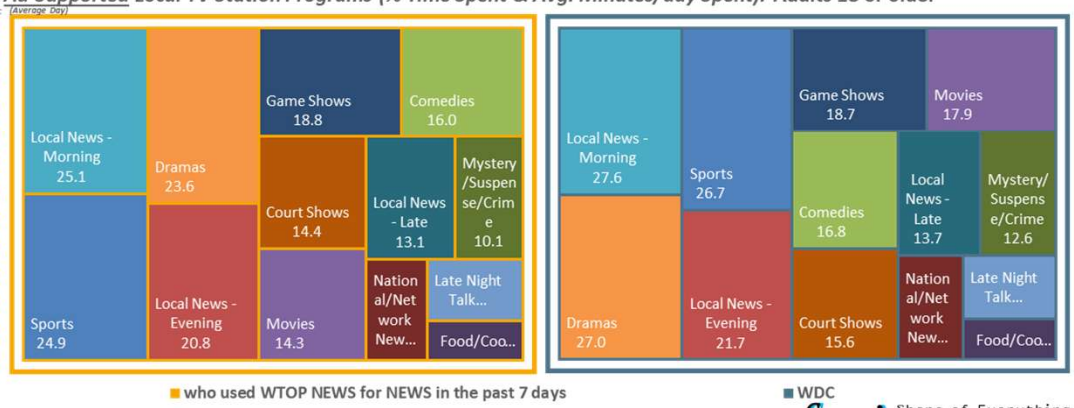
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

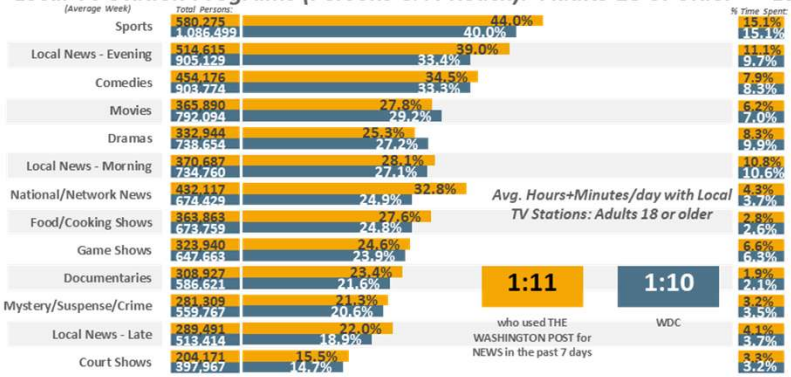
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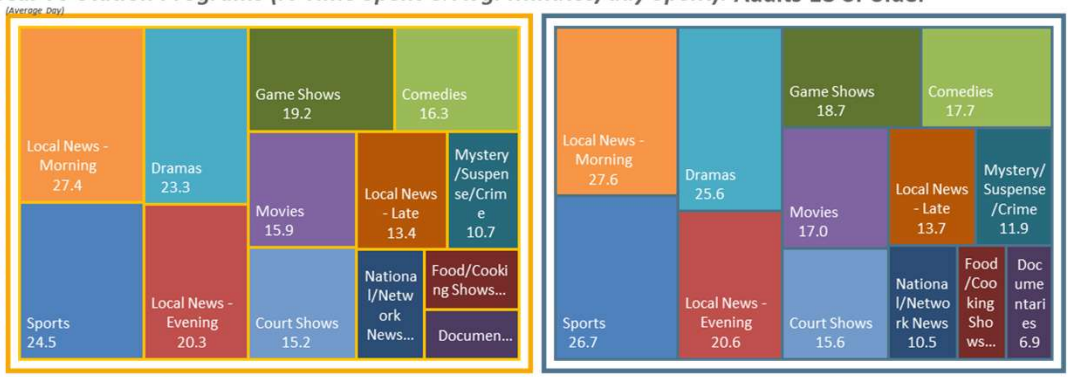
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

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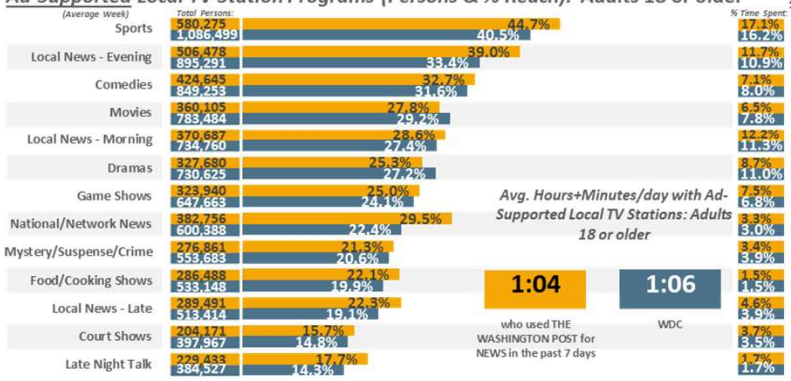
Local TV Station Programs (Persons & % Reach): Adults 18 or older



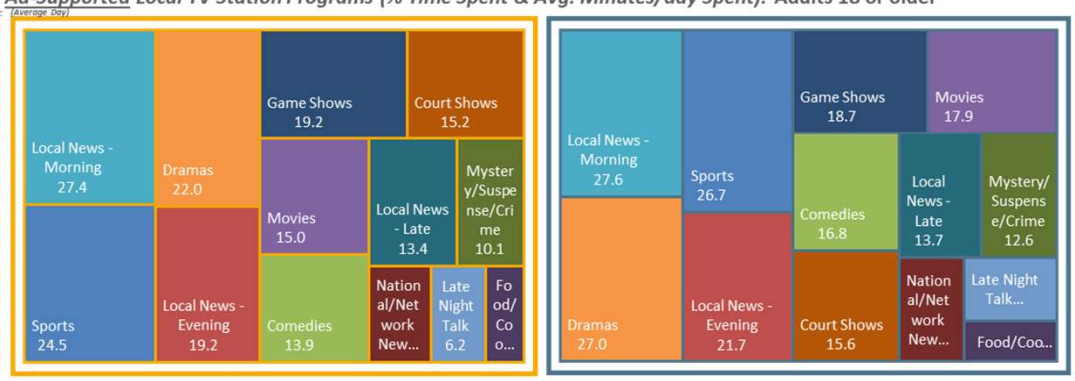
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

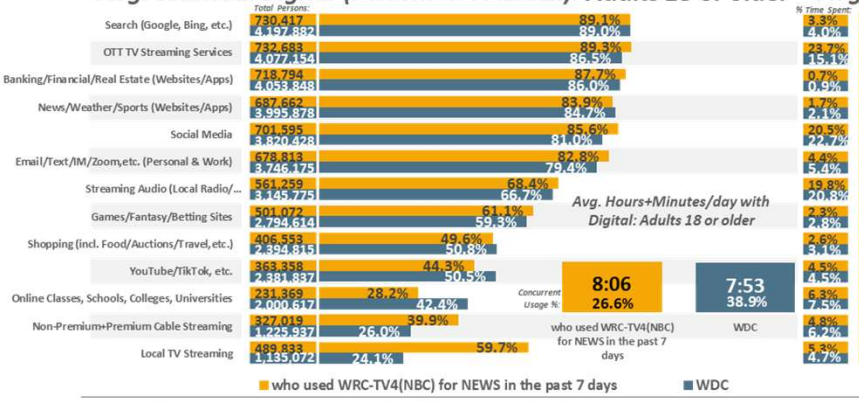
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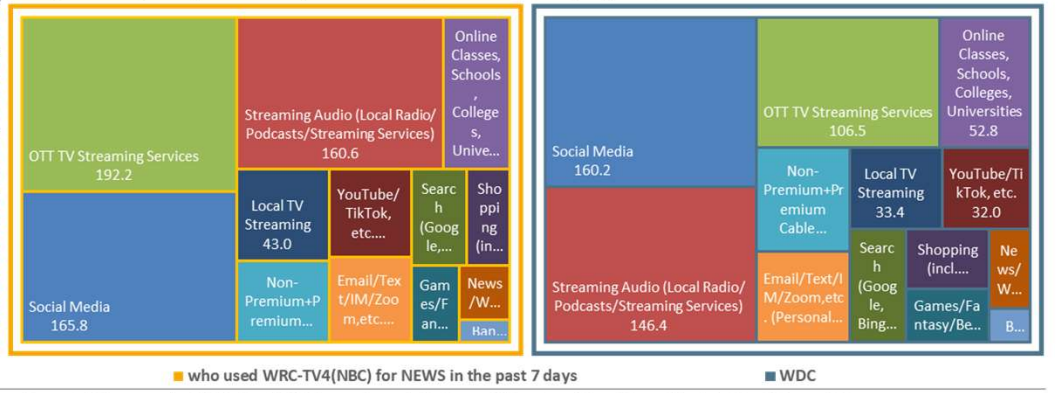
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

638,880 or 77.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 151. minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

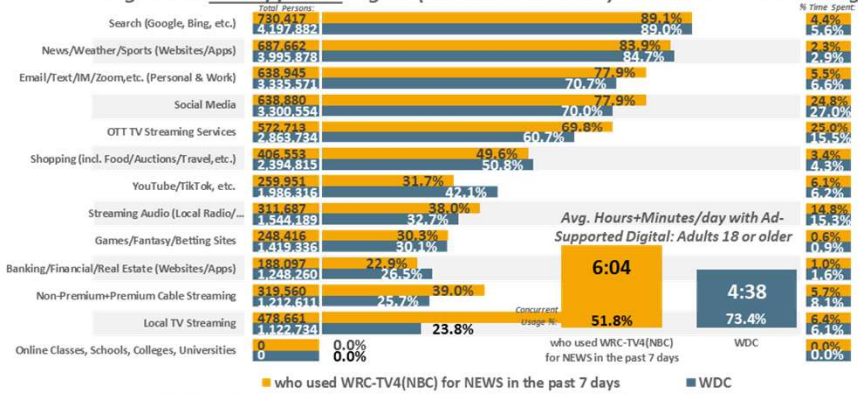
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



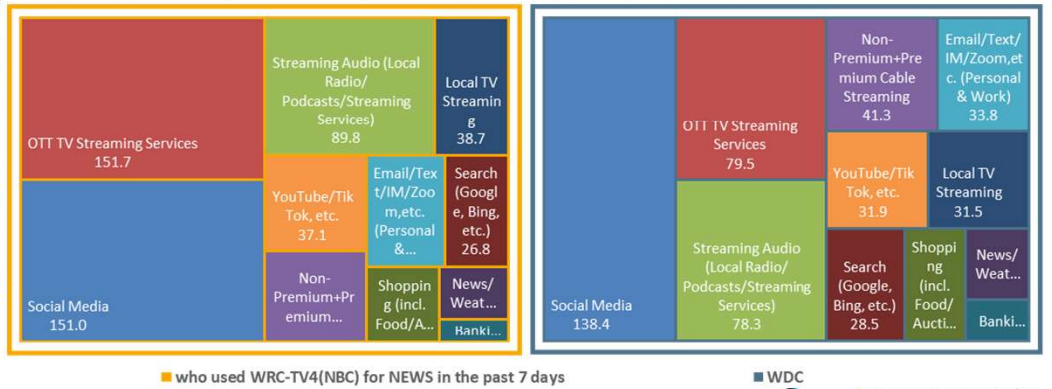
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

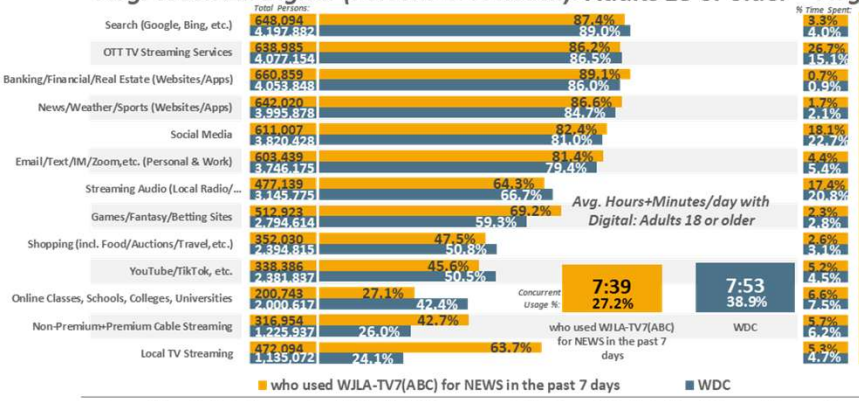
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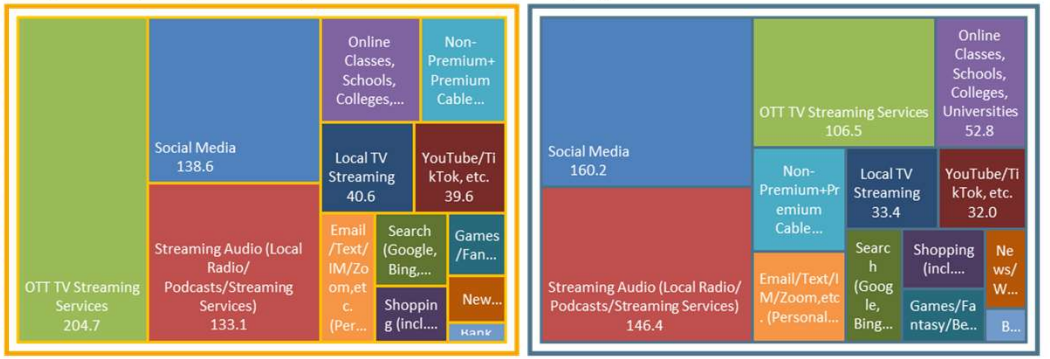
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

533,449 or 71.9% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 121. minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

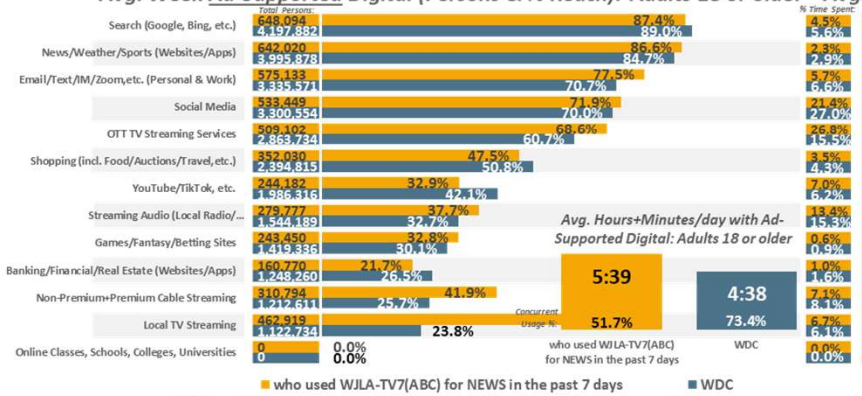
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



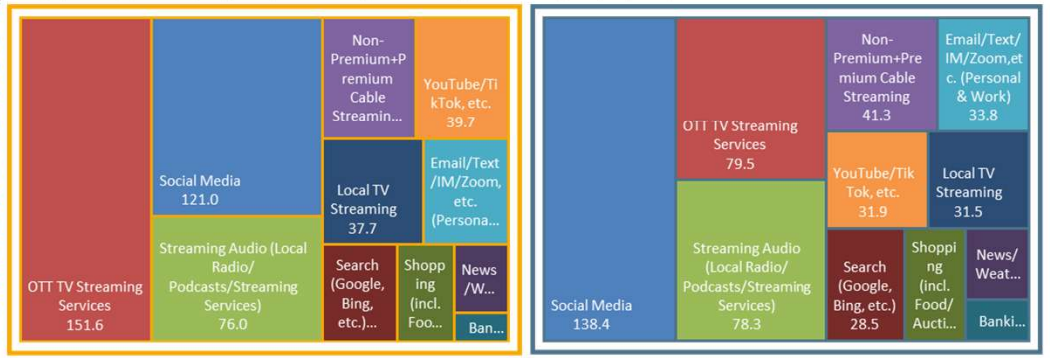
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

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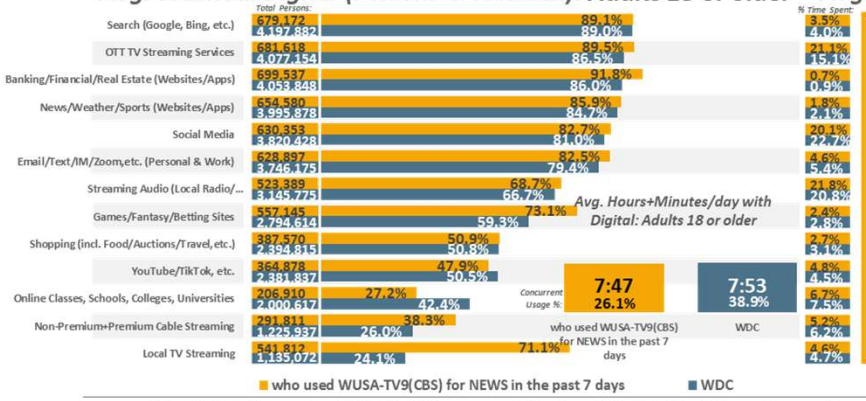
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

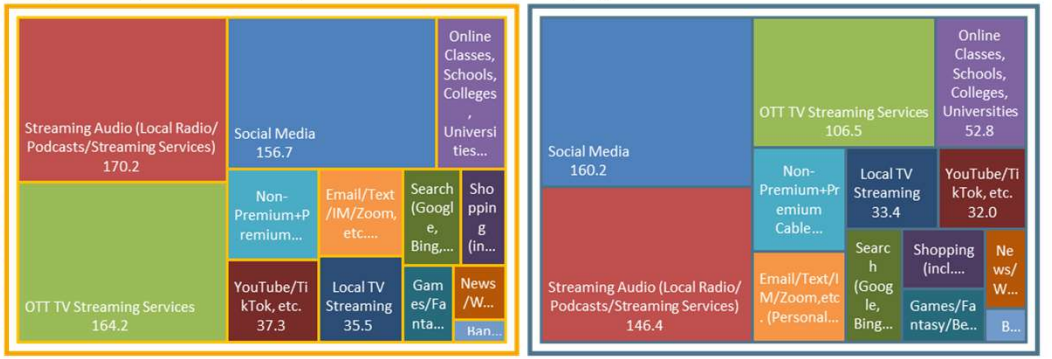


566,114 or 74.3% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 140.8 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

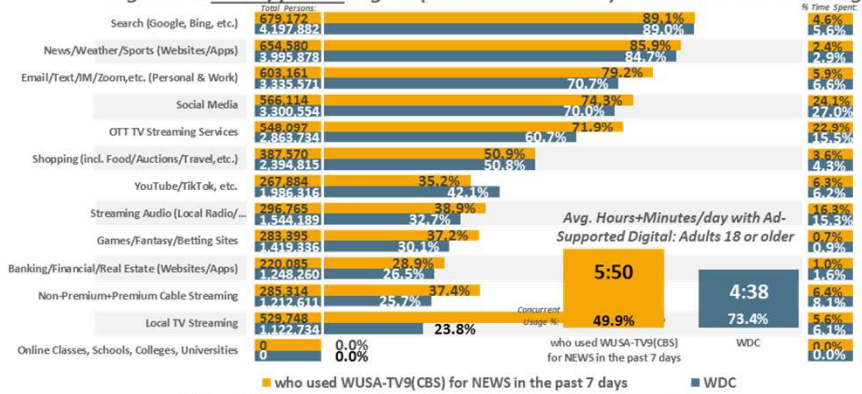
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



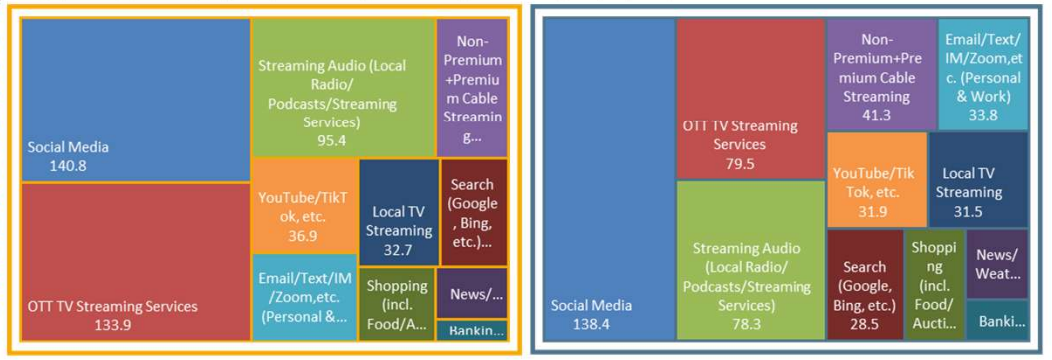
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

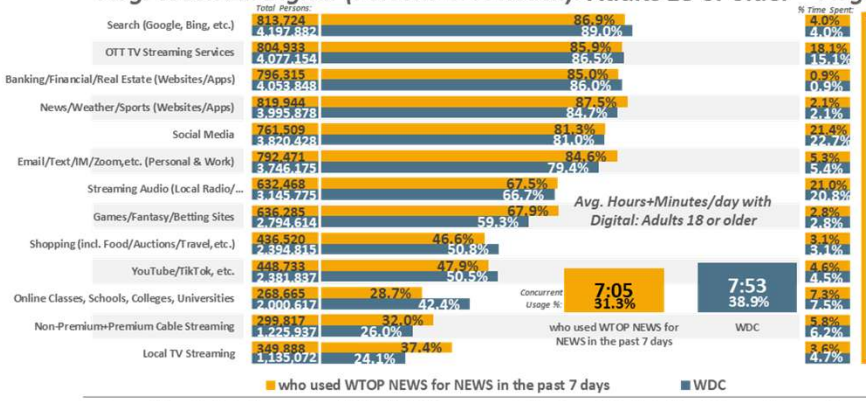
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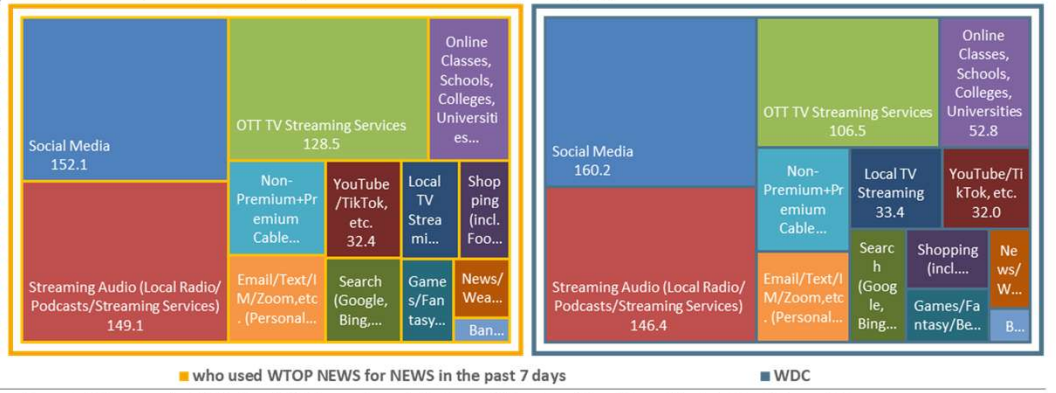
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

685,305 or 73.2% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days use Ad-Supported Social Media for an average of 136.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

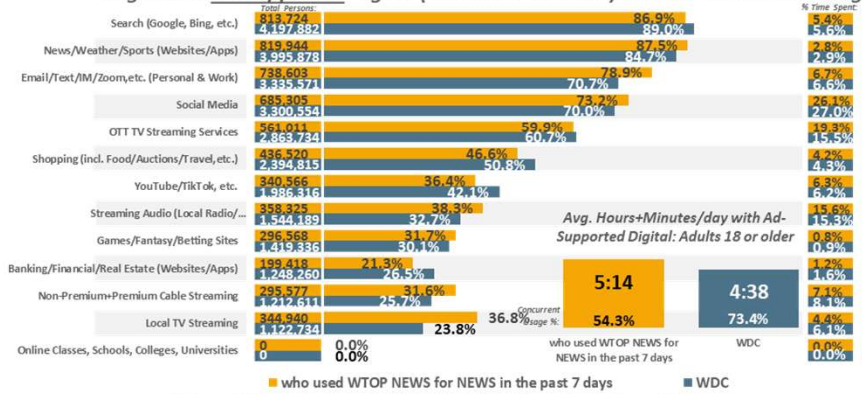
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



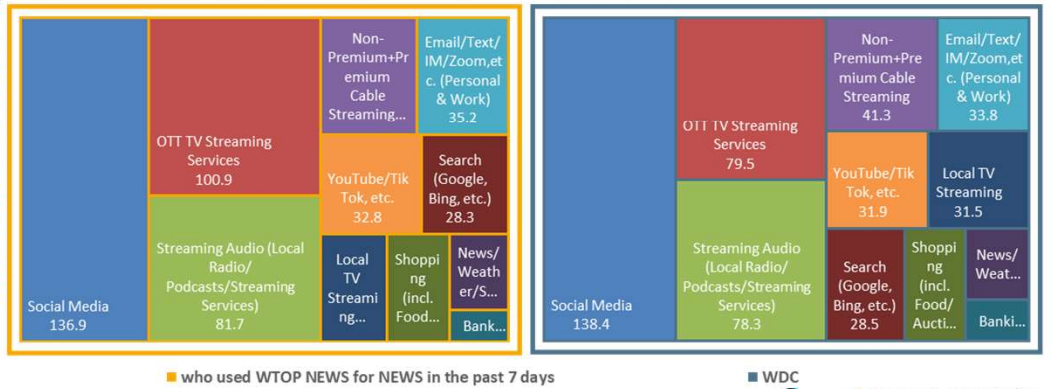
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

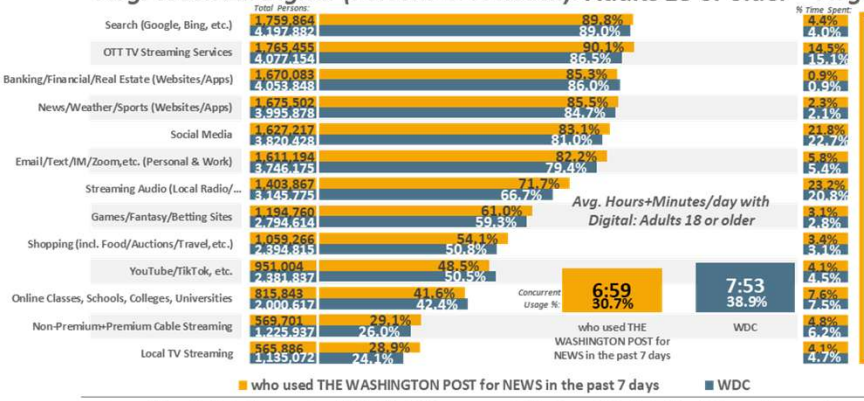
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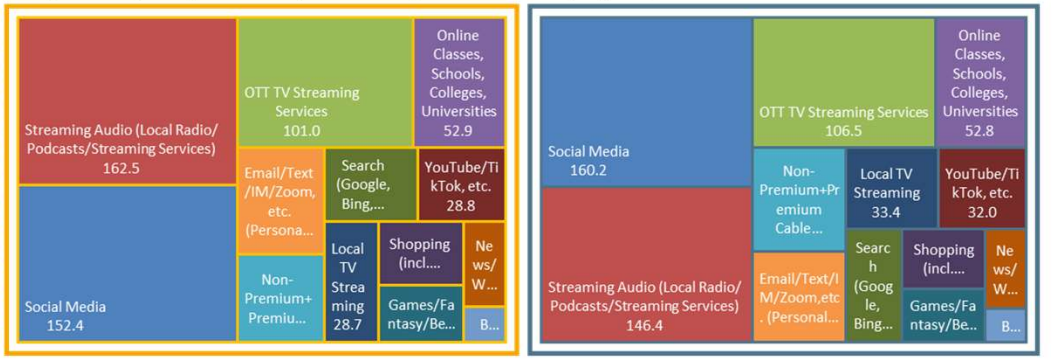
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,422,225 or 72.6% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days use Ad-Supported Social Media for an average of 133.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

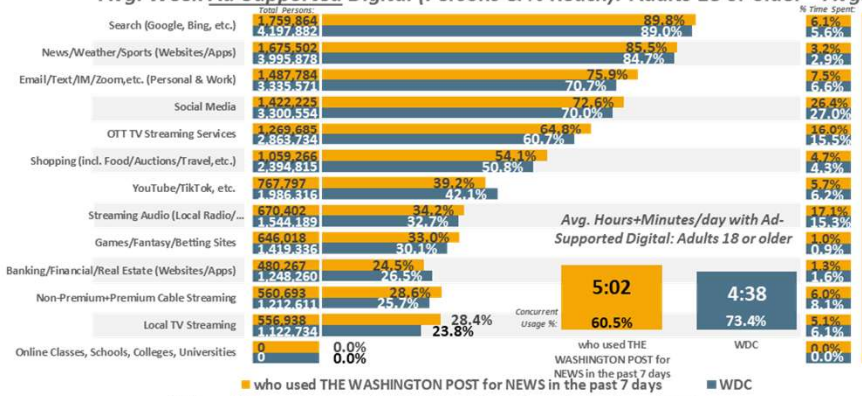
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



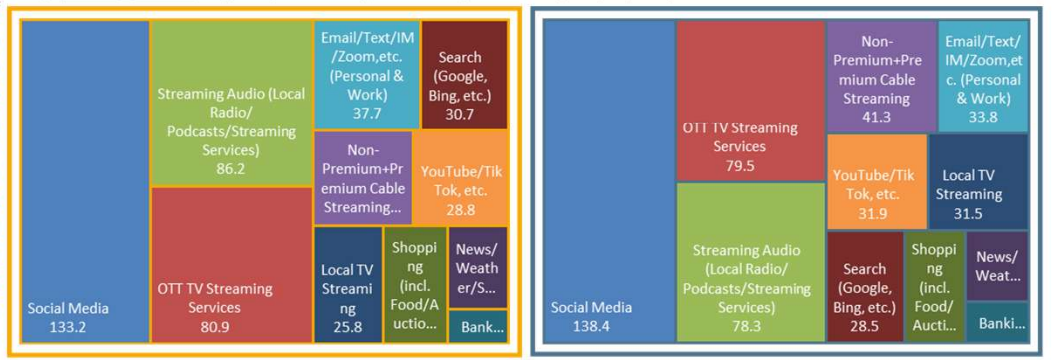
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

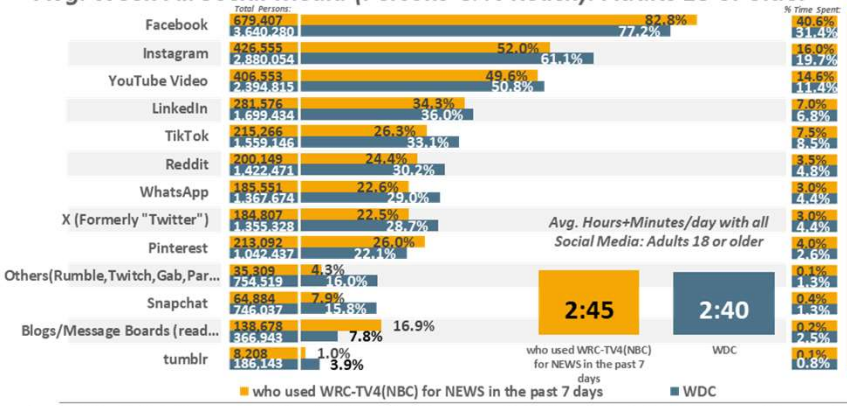
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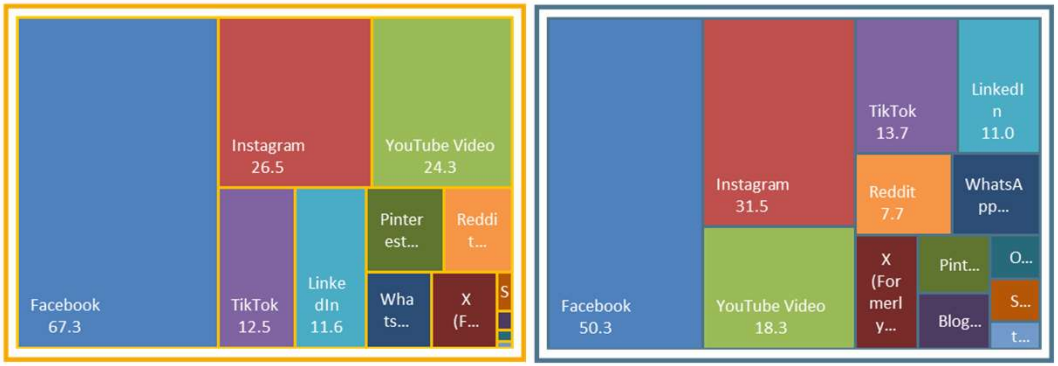
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

638,880 or 77.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

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

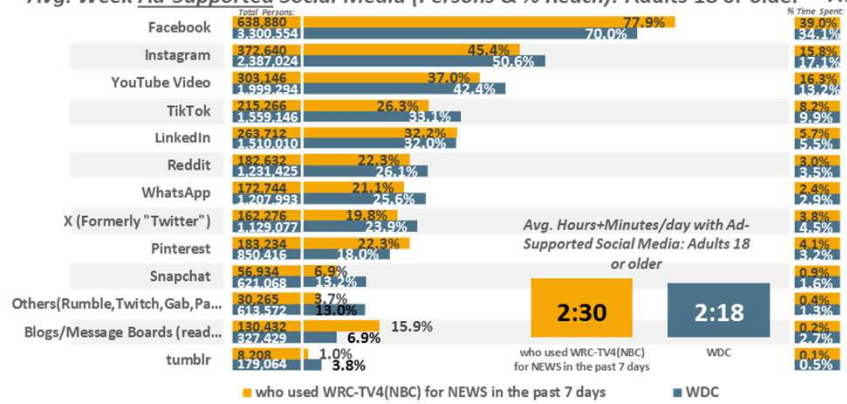


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

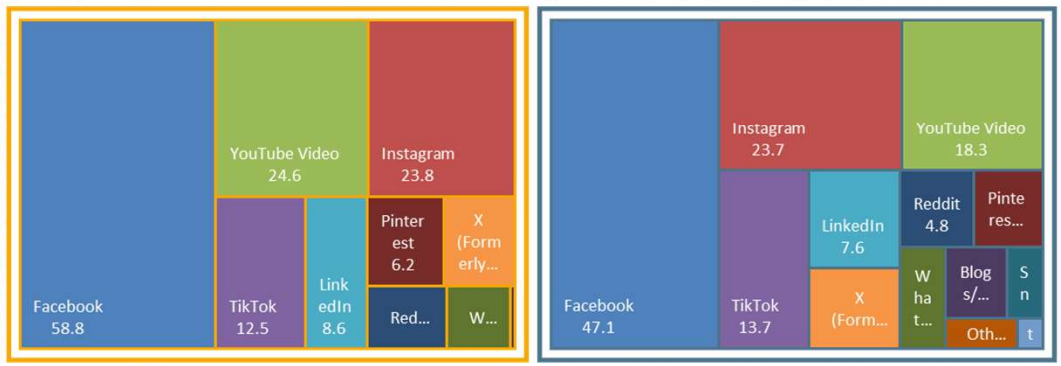


who used WRC-TV4(NBC) for NEWS in the past 7 days ■ WDC

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



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



who used WRC-TV4(NBC) for NEWS in the past 7 days ■ WDC

WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

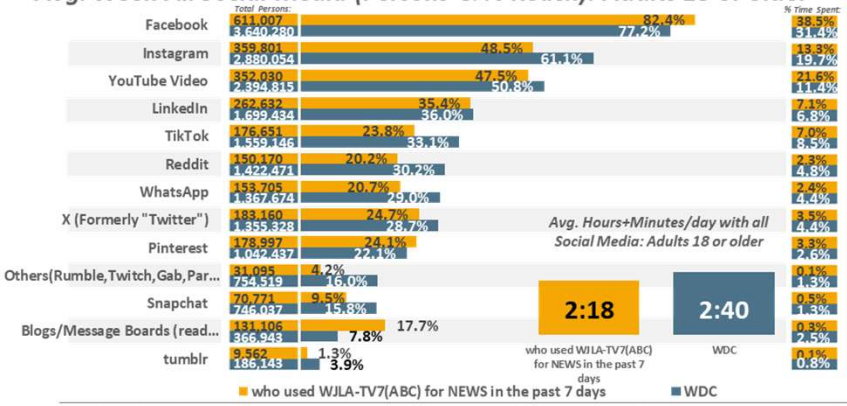
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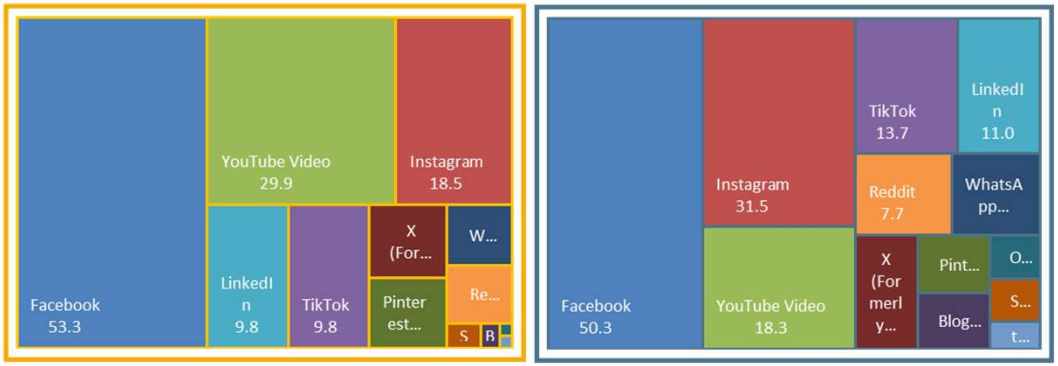
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

533,449 or 71.9% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

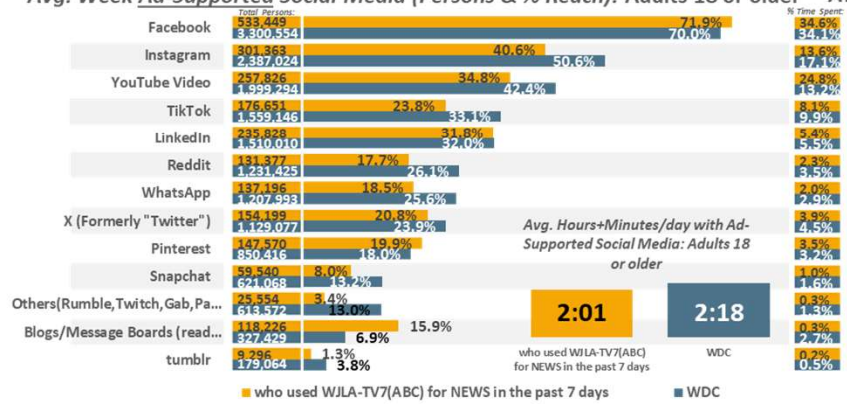
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



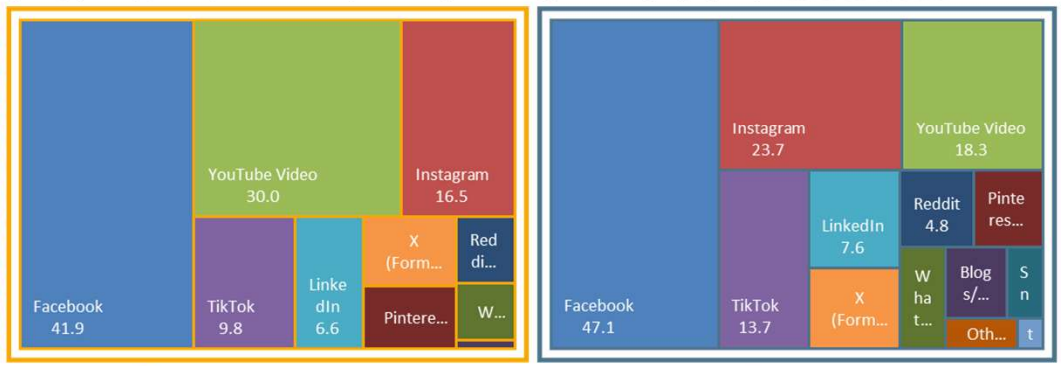
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

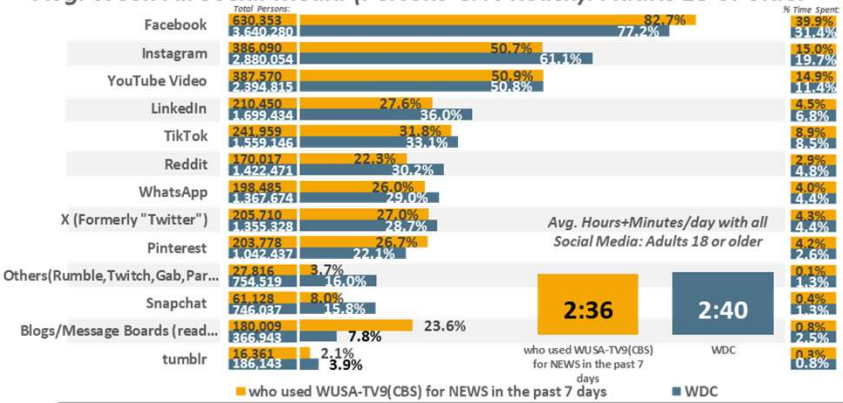
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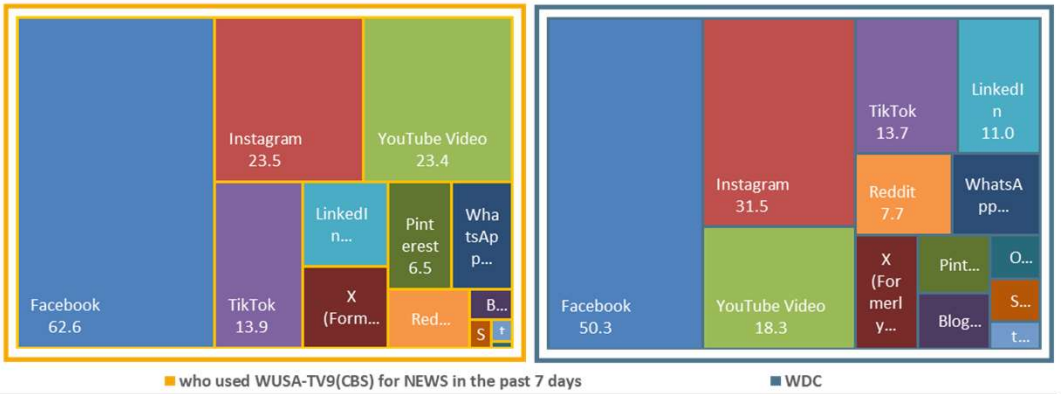
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

566,114 or 74.3% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 52.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

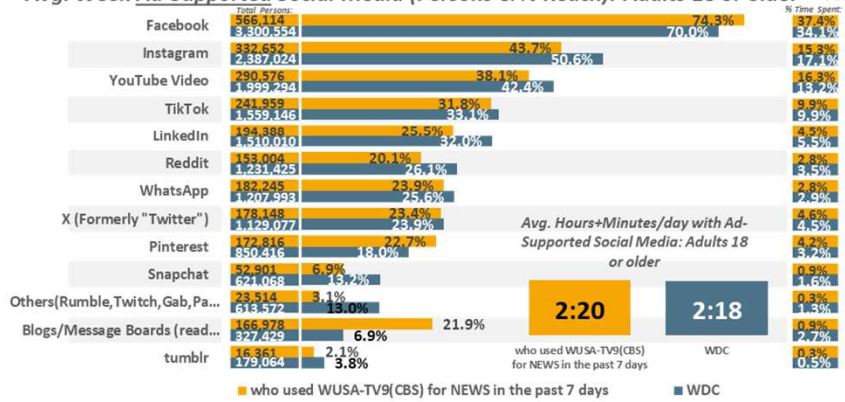
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



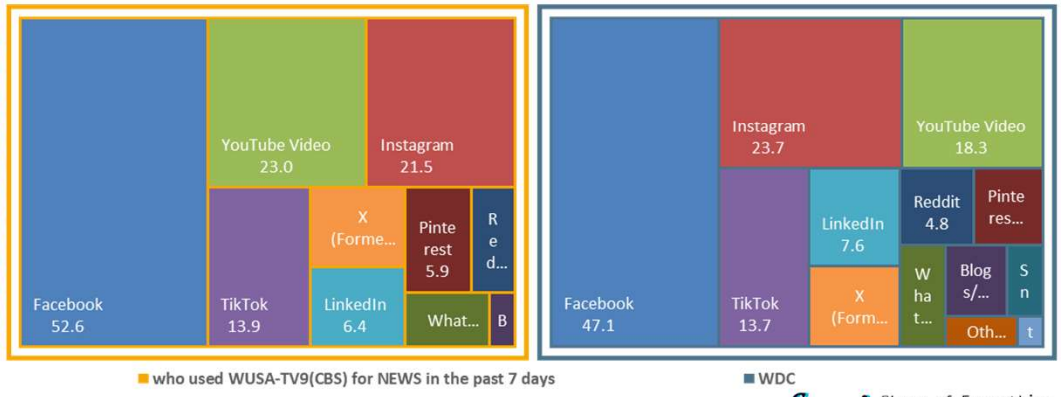
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

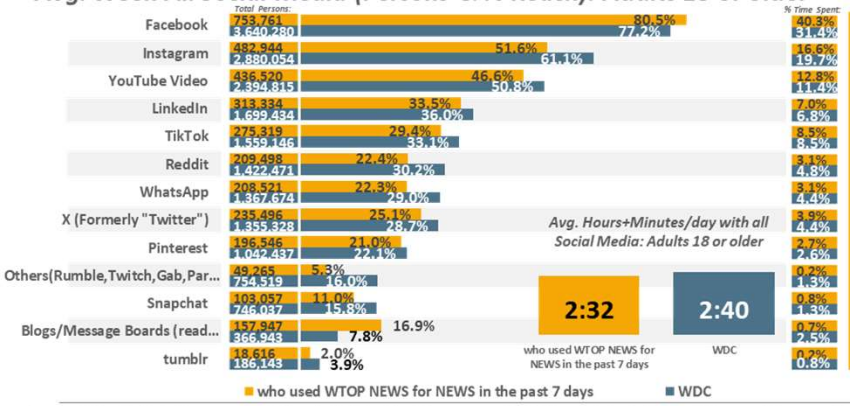
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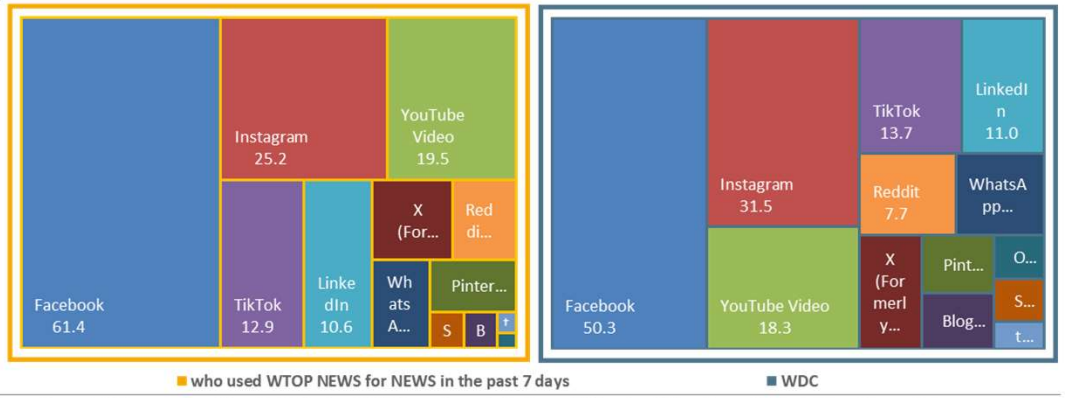
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

685,305 or 73.2% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days use Ad-Supported Facebook for an average of 52.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

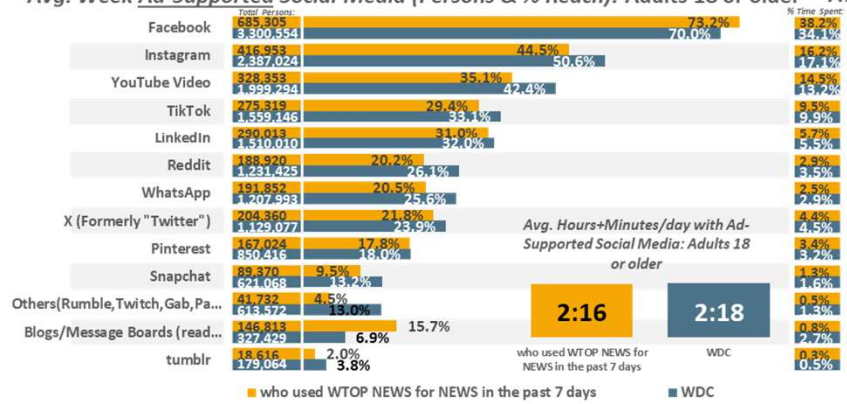
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



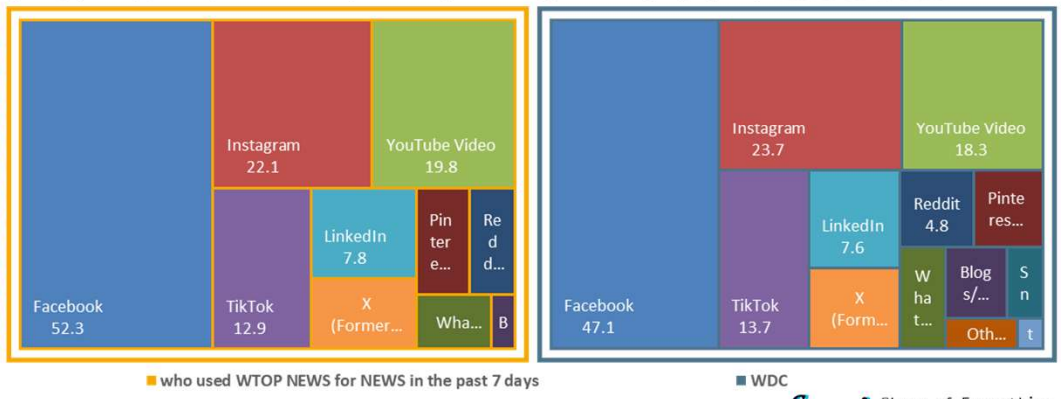
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

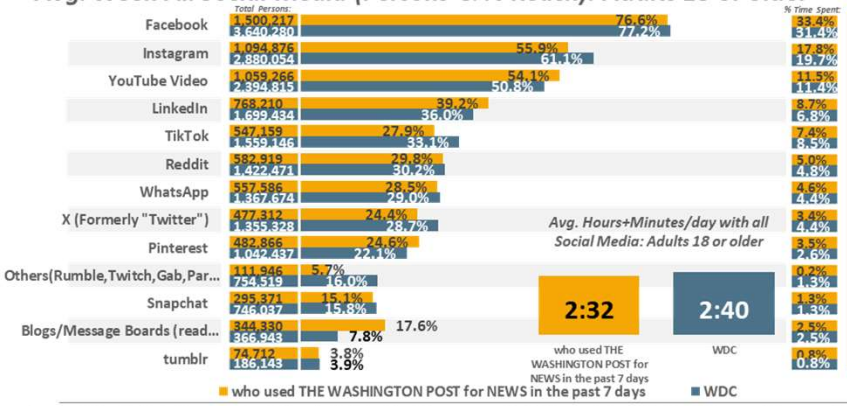
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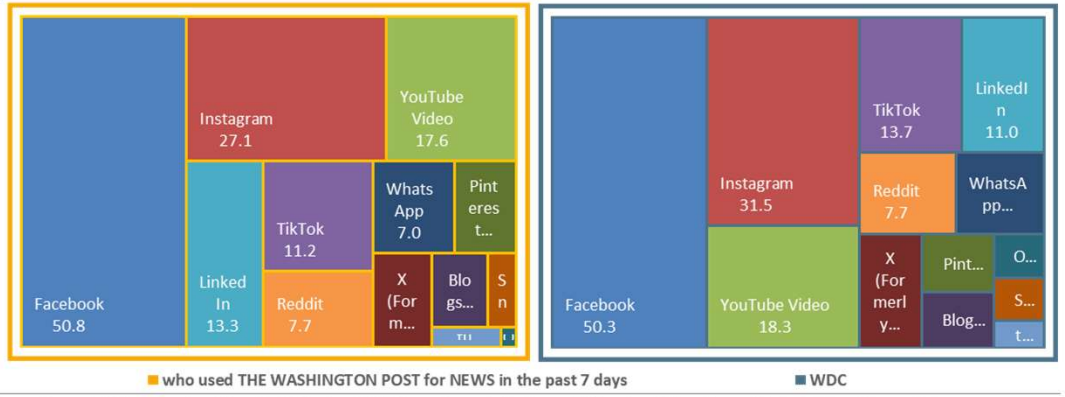
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,422,225 or 72.6% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days use Ad-Supported Facebook for an average of 48.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

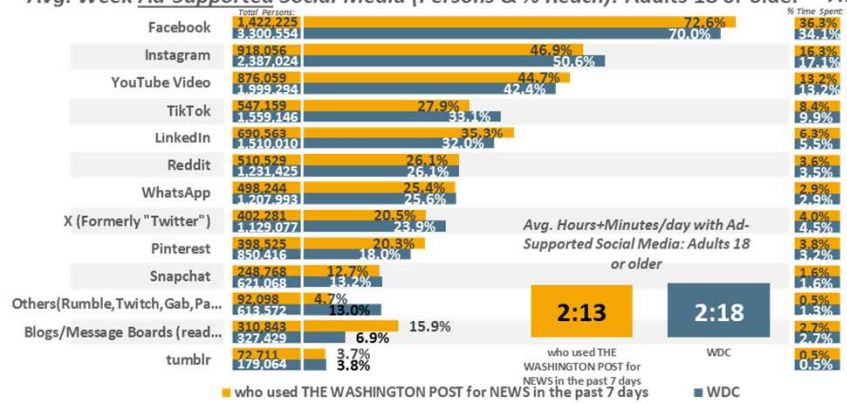
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



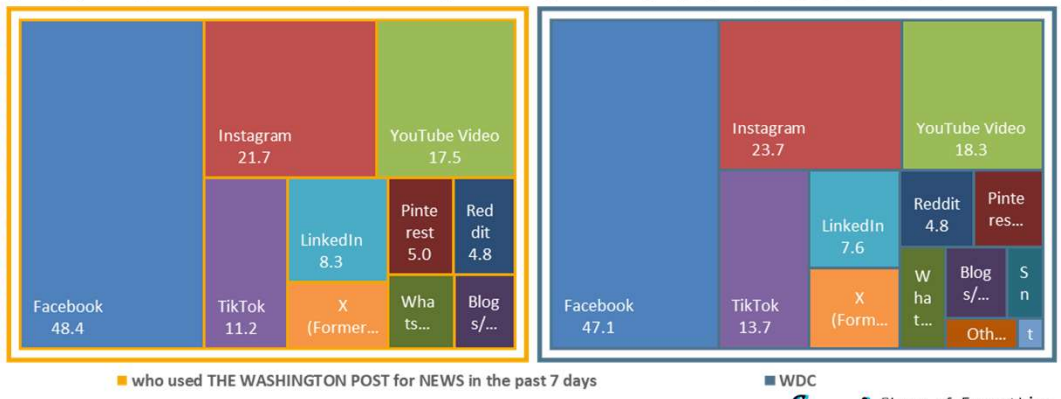
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



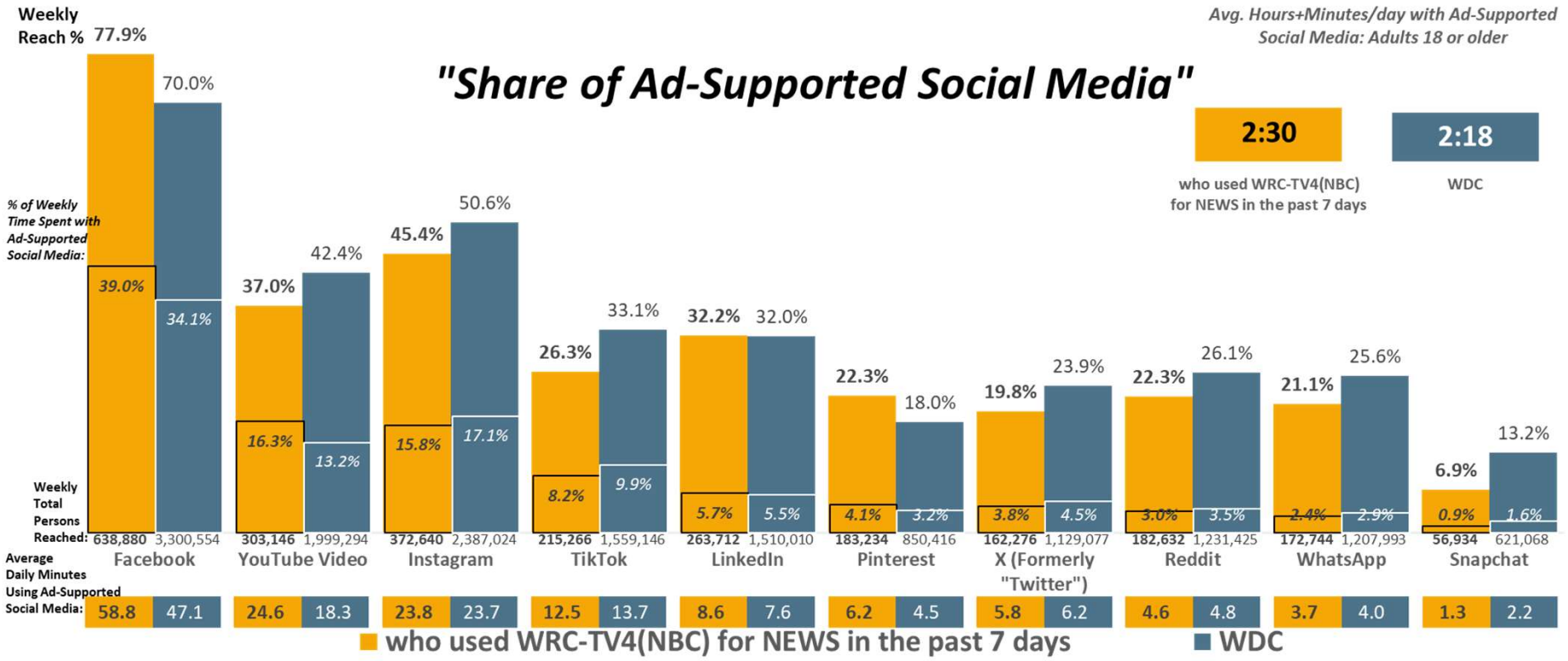
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

638,880 or 77.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



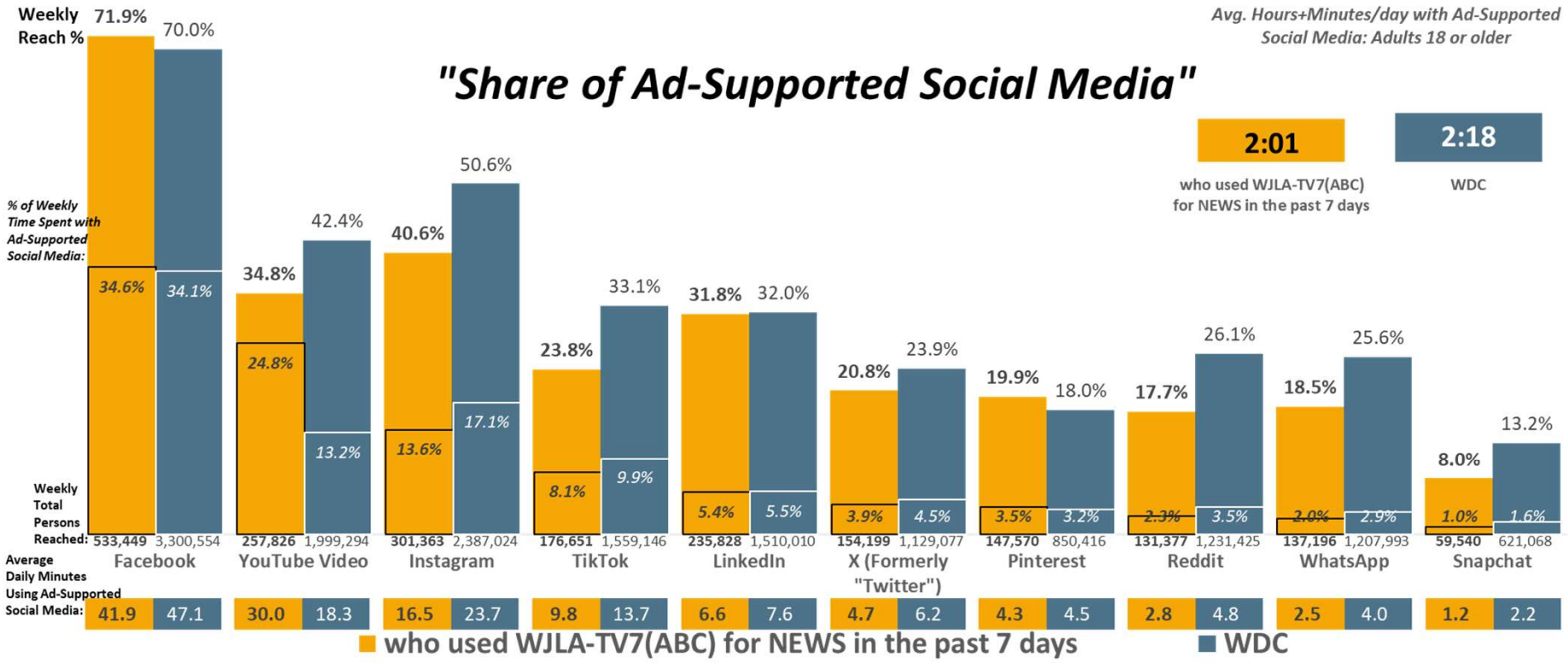
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

533,449 or 71.9% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



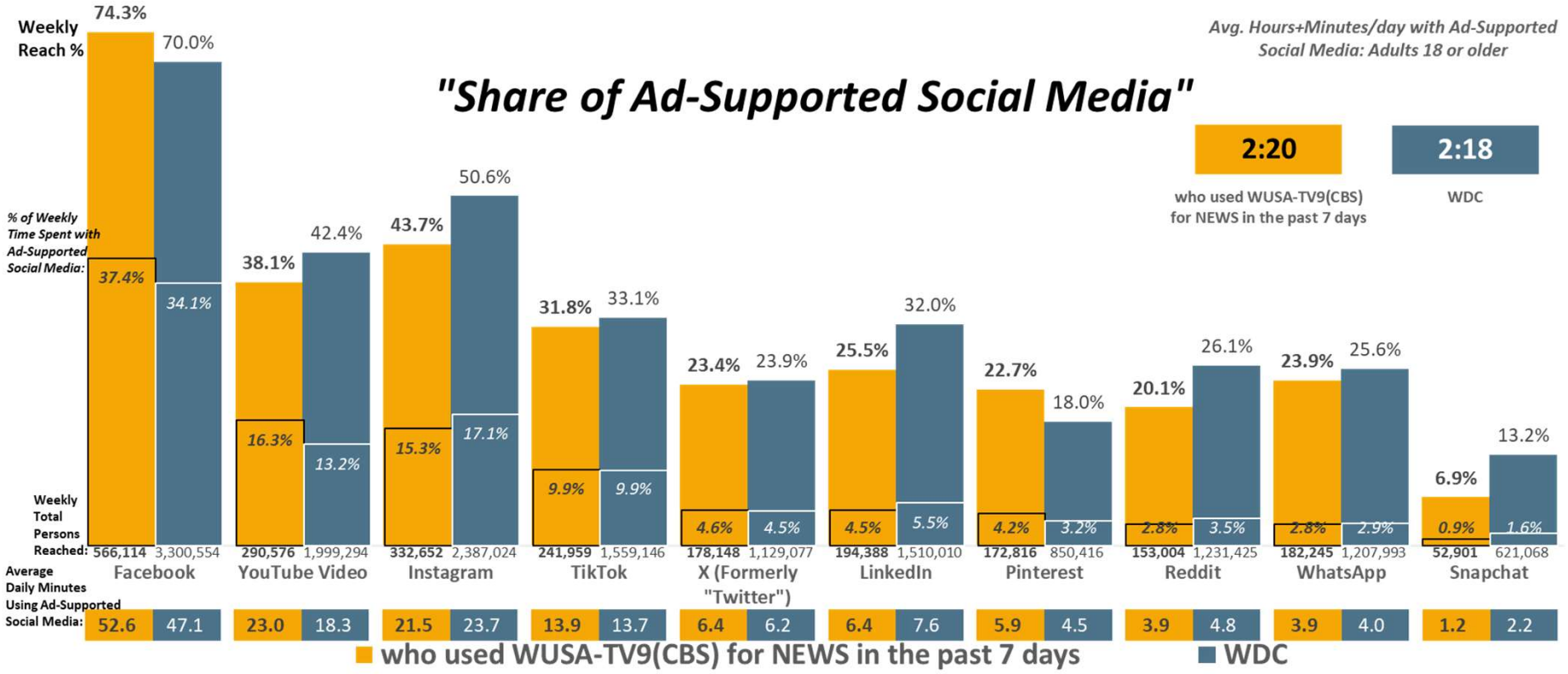
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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566,114 or 74.3% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 52.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



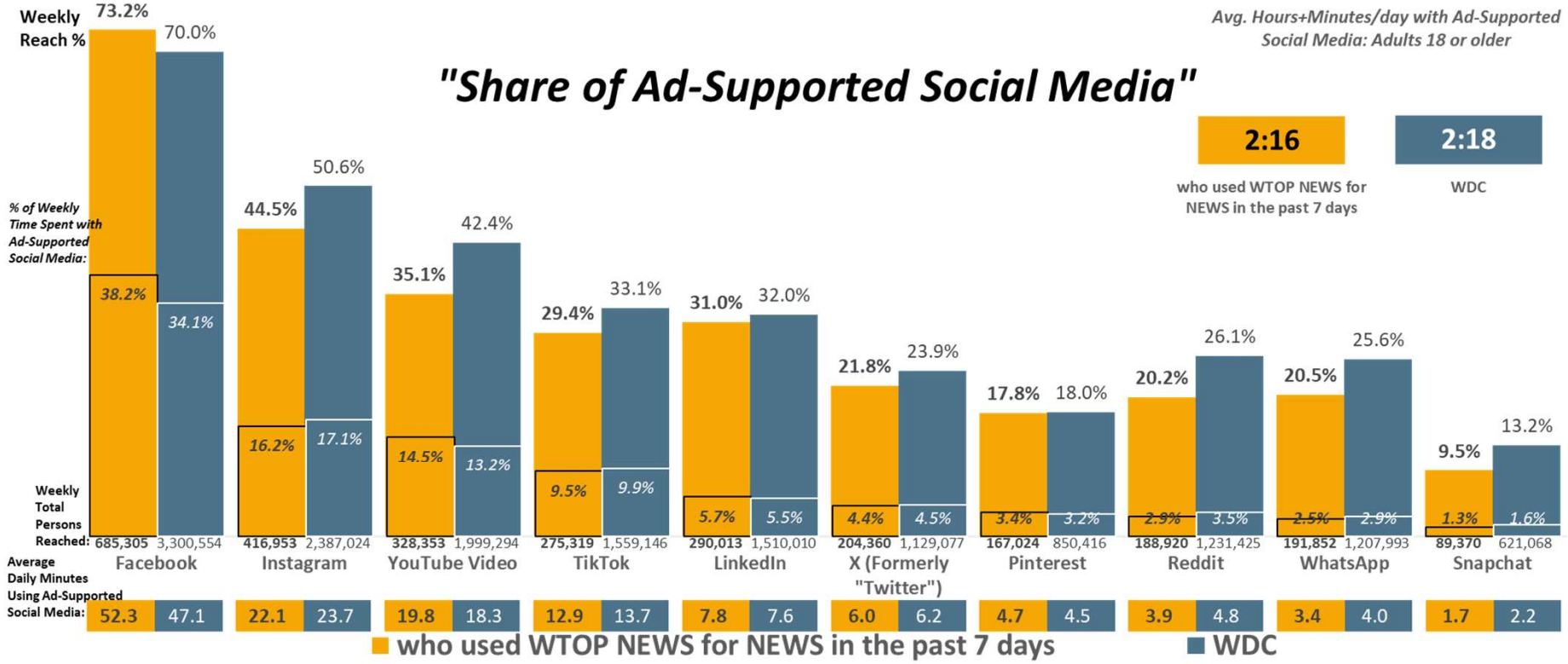
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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685,305 or 73.2% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days use Ad-Supported Facebook for an average of 52.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



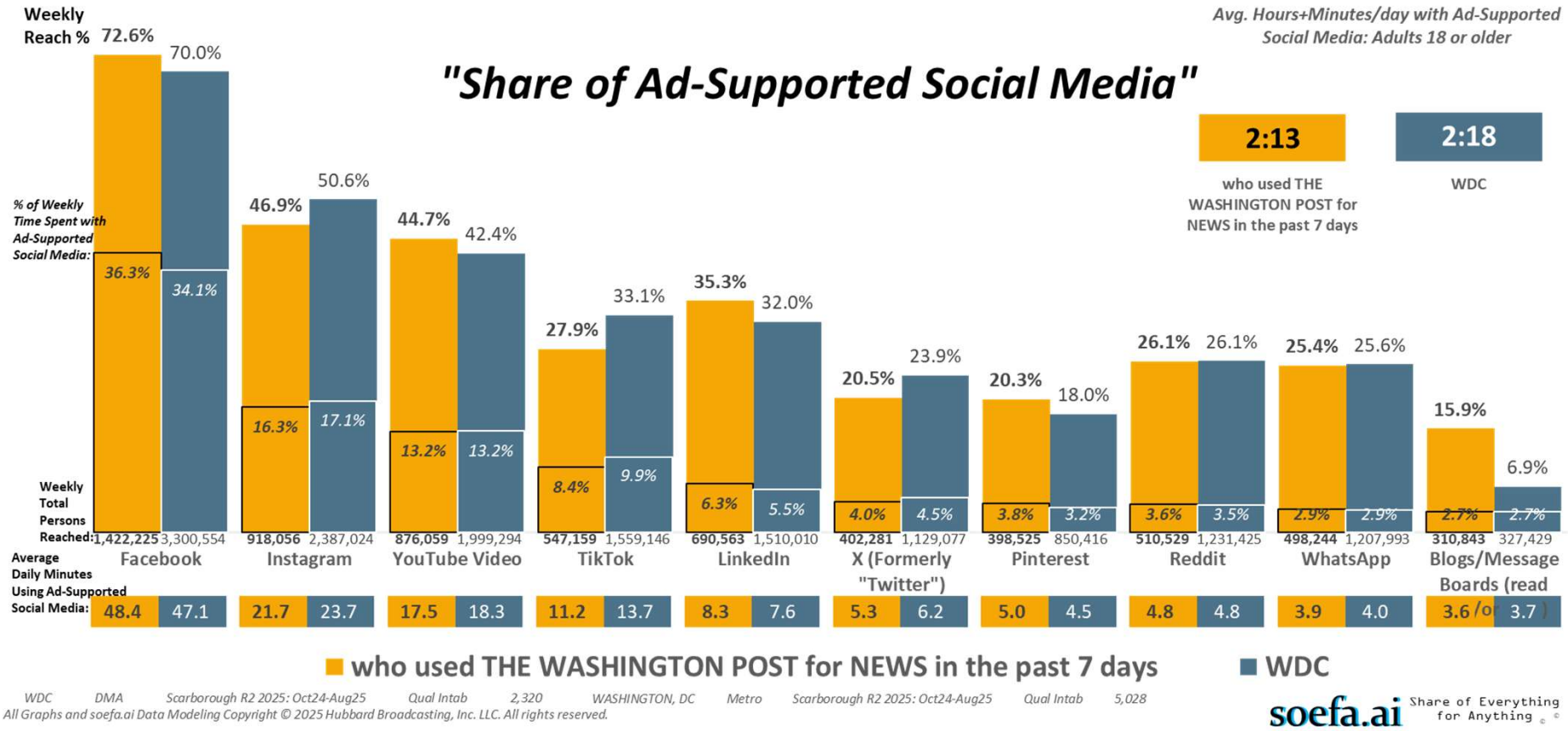
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,422,225 or 72.6% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days use Ad-Supported Facebook for an average of 48.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



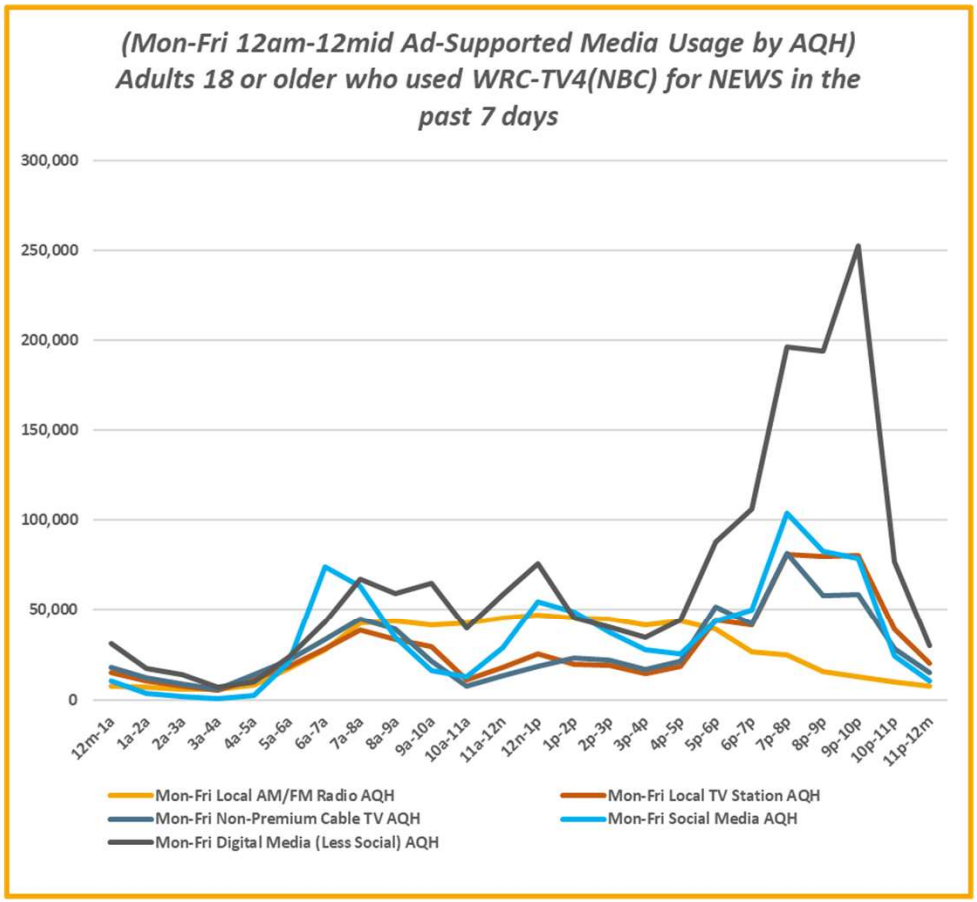
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

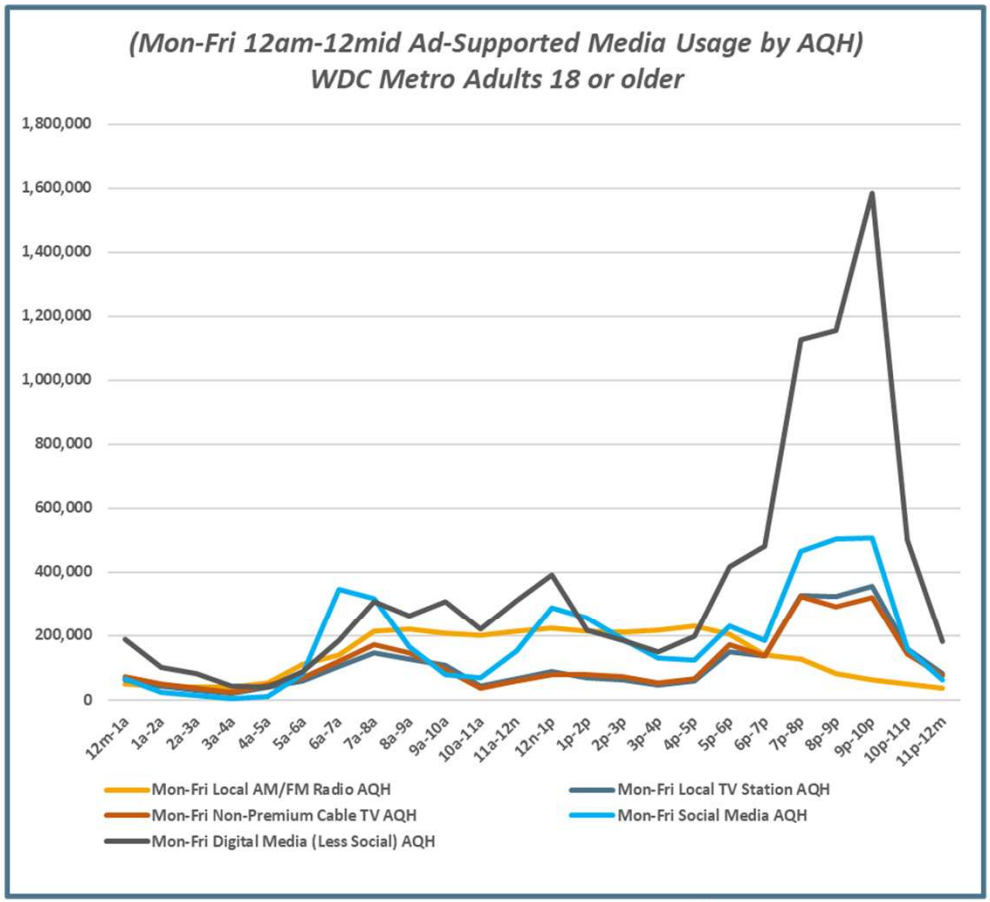
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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 59,013; Local Radio: 40,809; Social Media: 39,699; Non-Prem. Cable: 27,223; Local TV: 26,148 reaching Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days





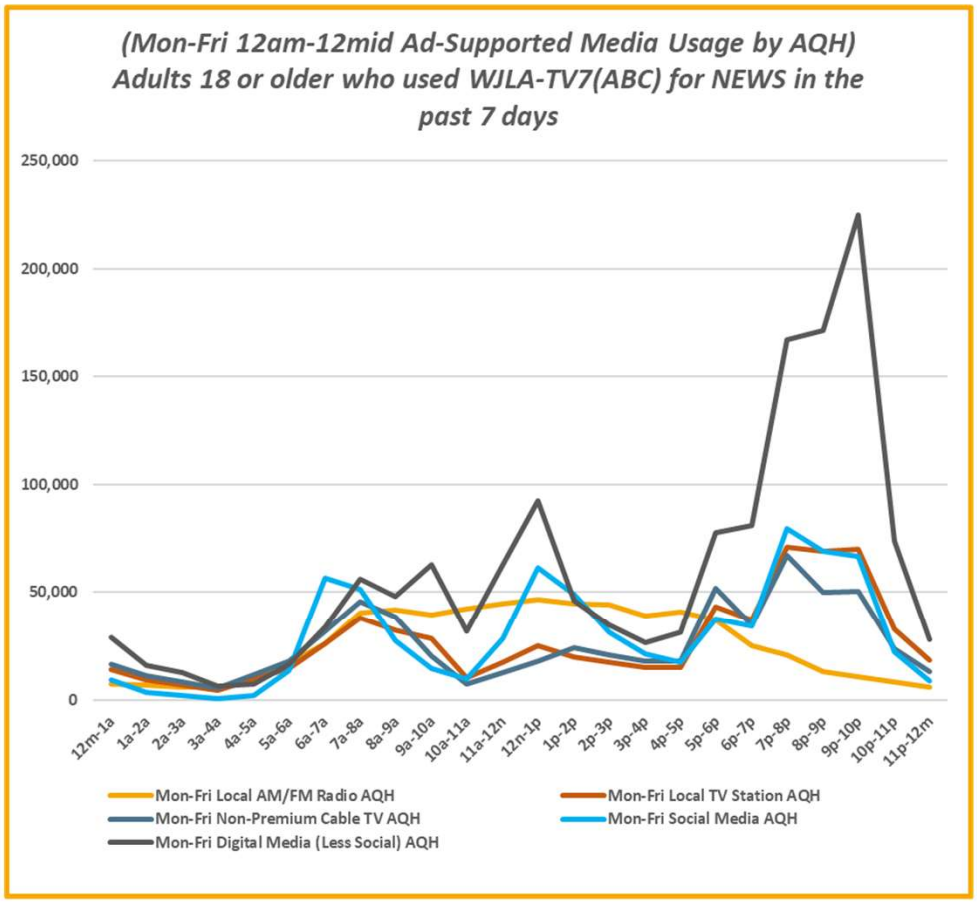
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

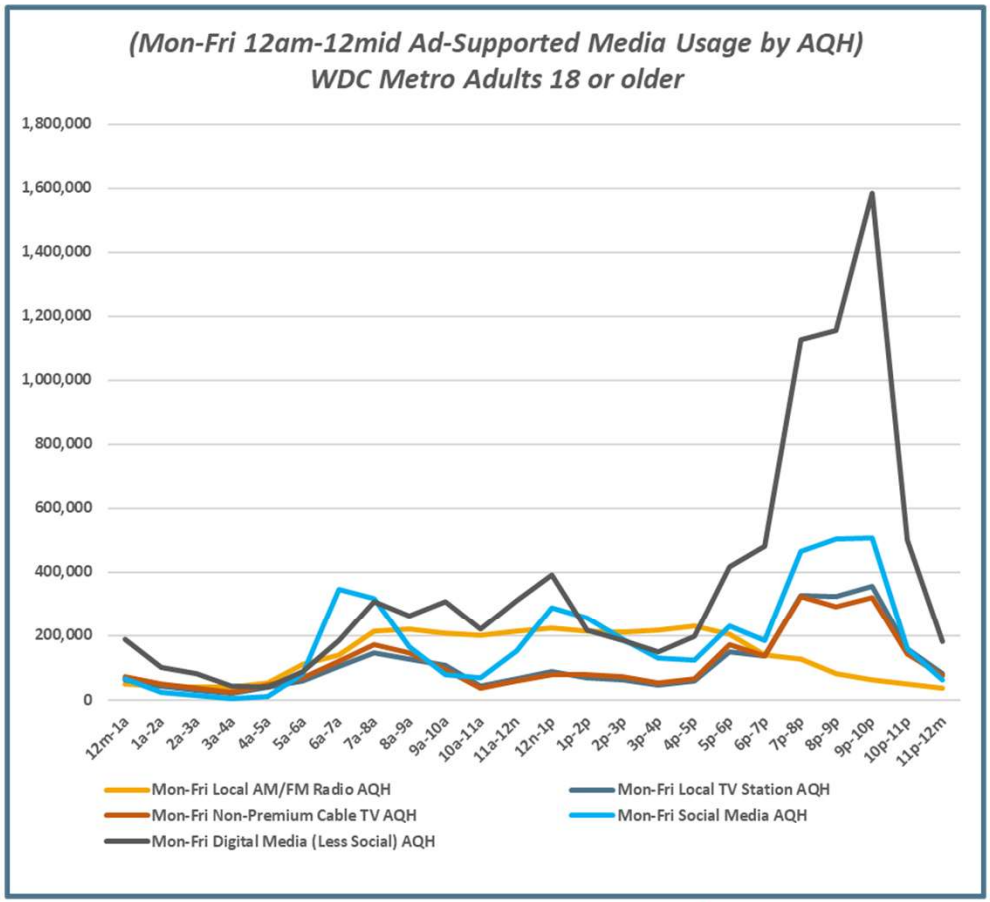
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,585; Local Radio: 39,166; Social Media: 33,787; Non-Prem. Cable: 26,149; Local TV: 24,818 reaching Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 day





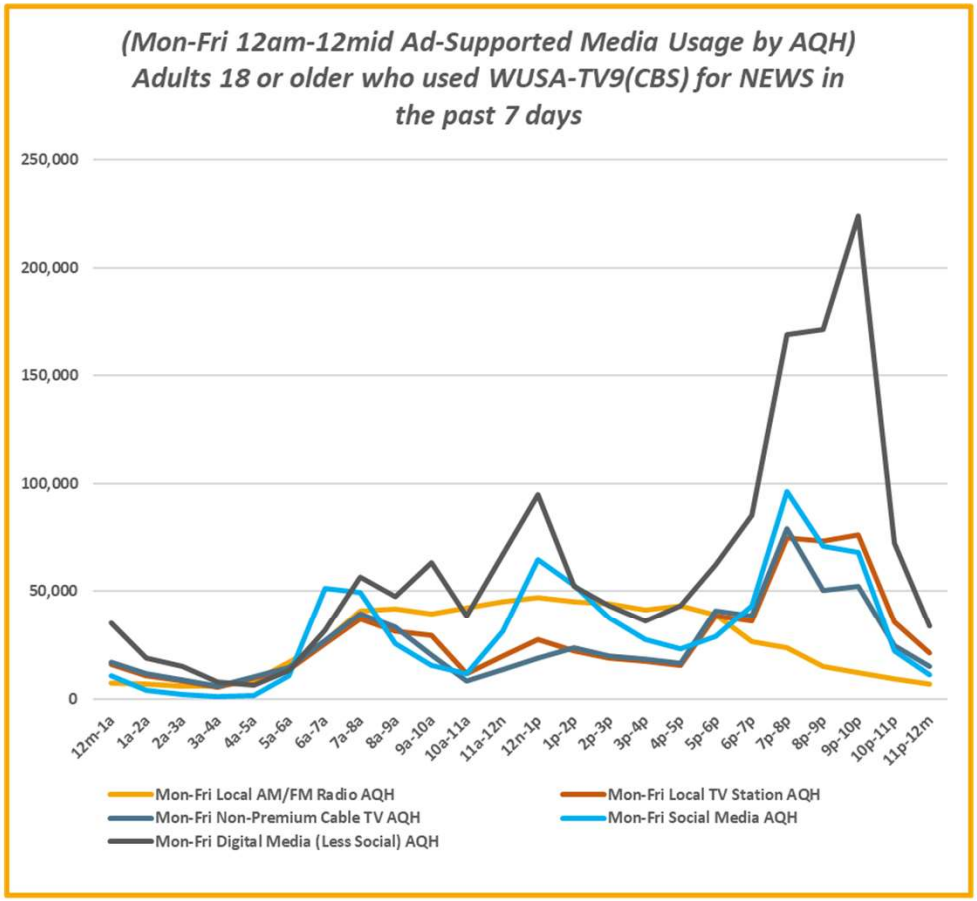
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

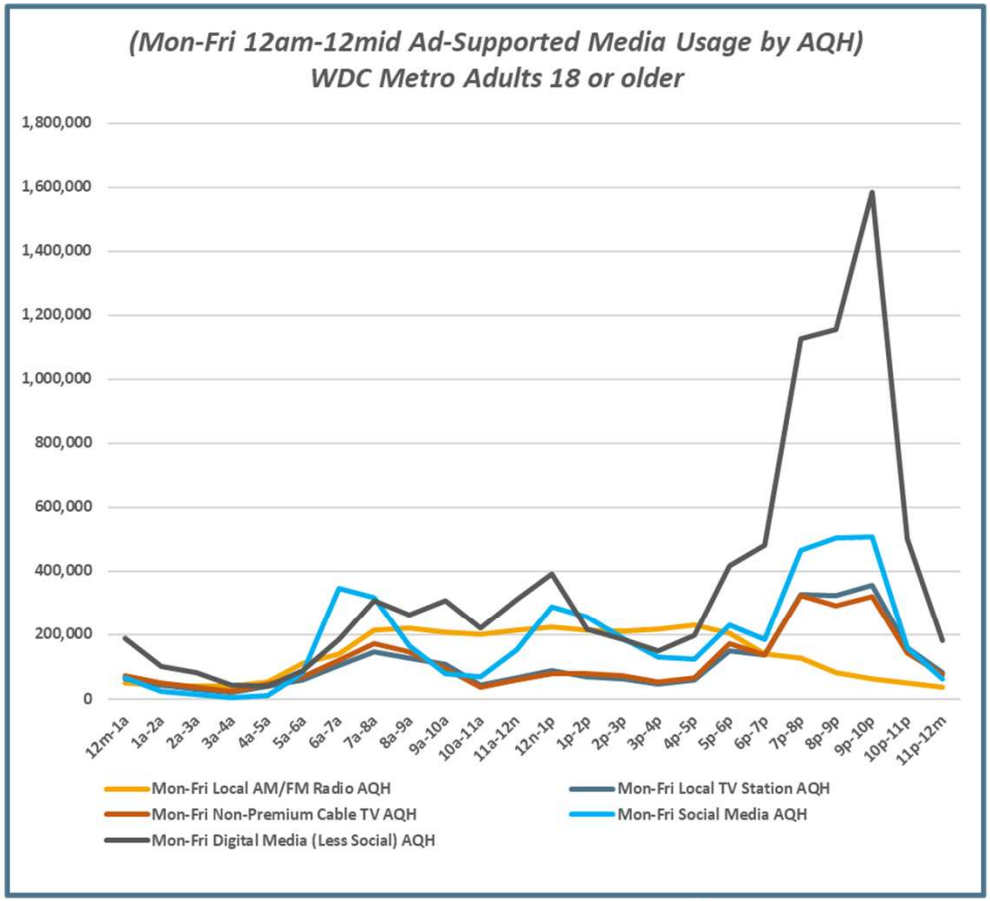
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,443; Local Radio: 40,039; Social Media: 35,445; Local TV: 25,242; Non-Prem. Cable: 24,303 reaching Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 day





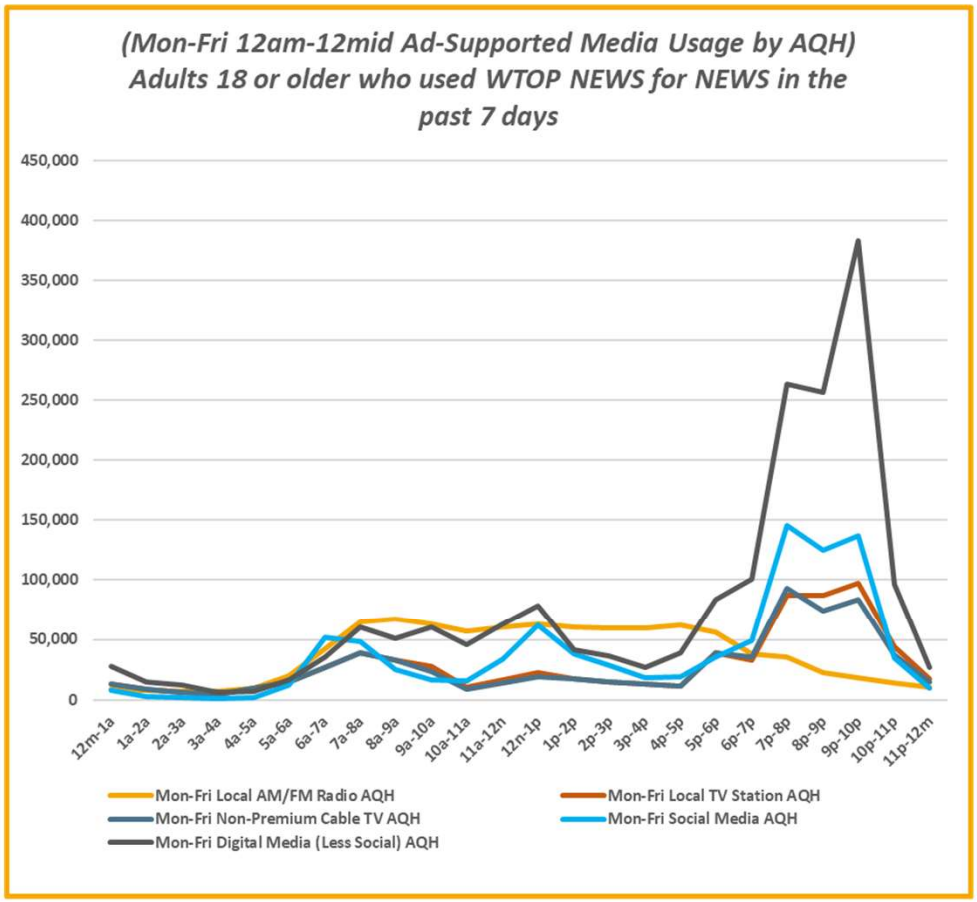
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

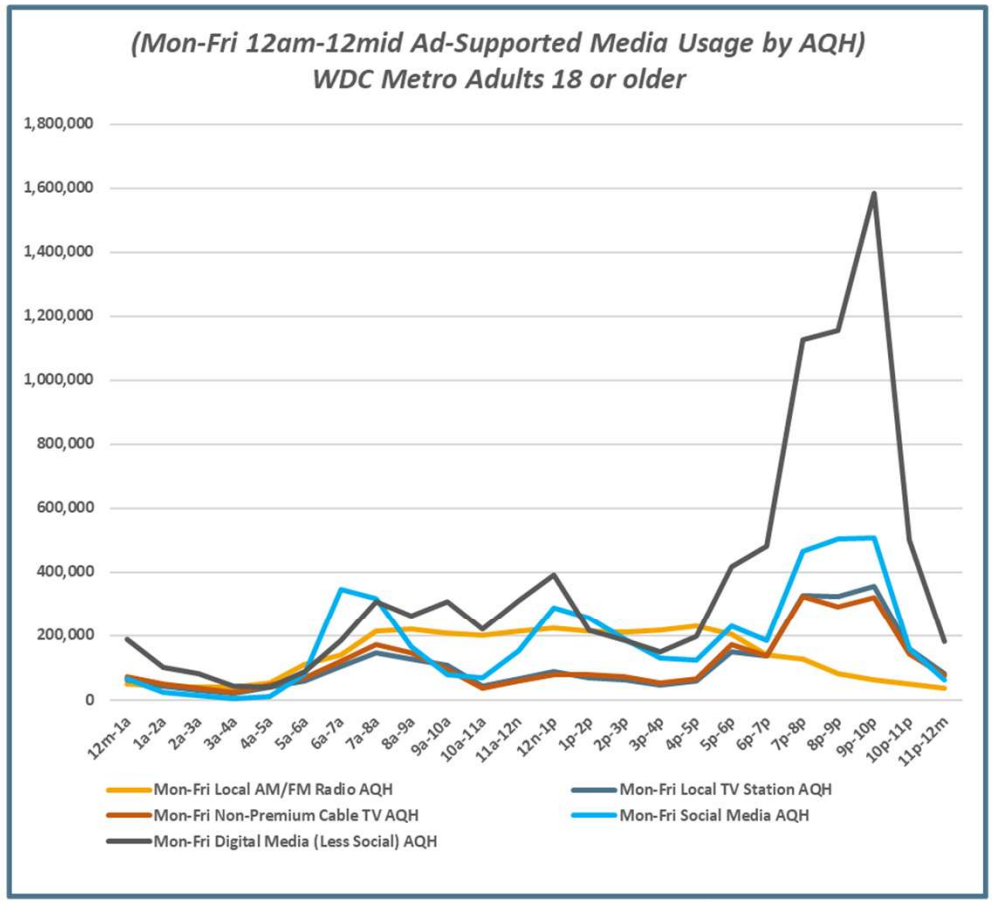
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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 57,895; All Other Digital Media: 55,428; Social Media: 33,938; Local TV: 23,110; Non-Prem. Cable: 22,660 reaching Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days.





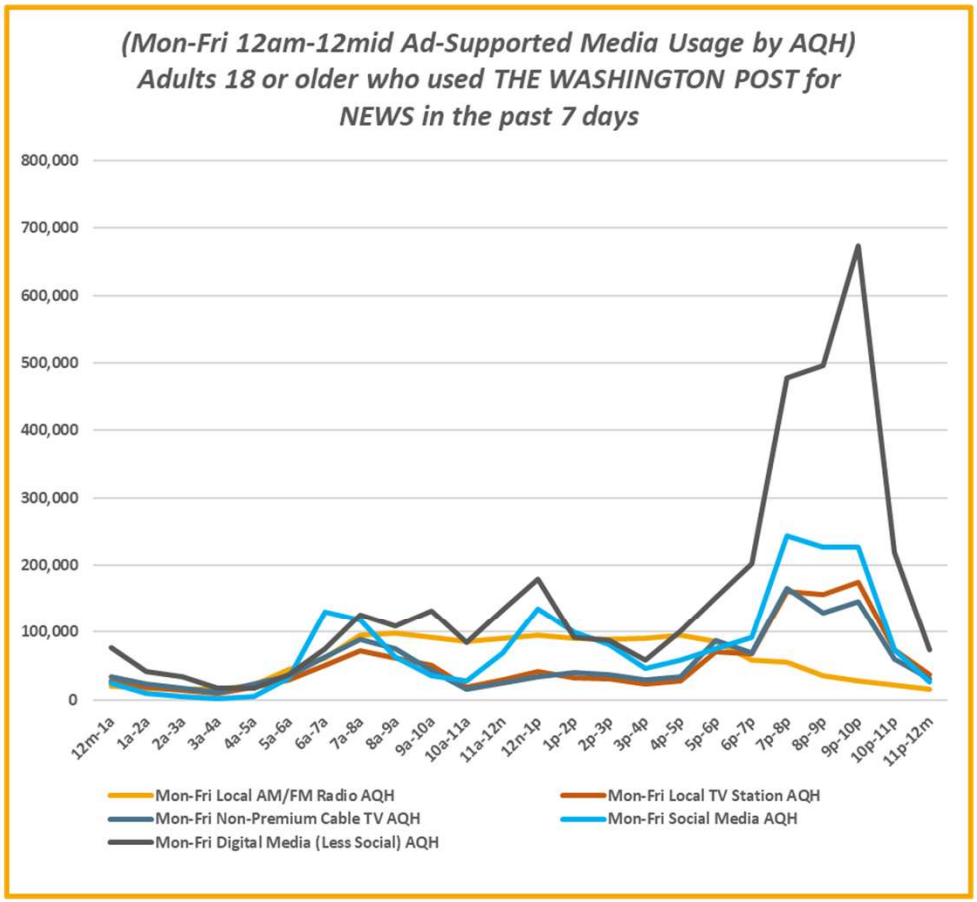
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

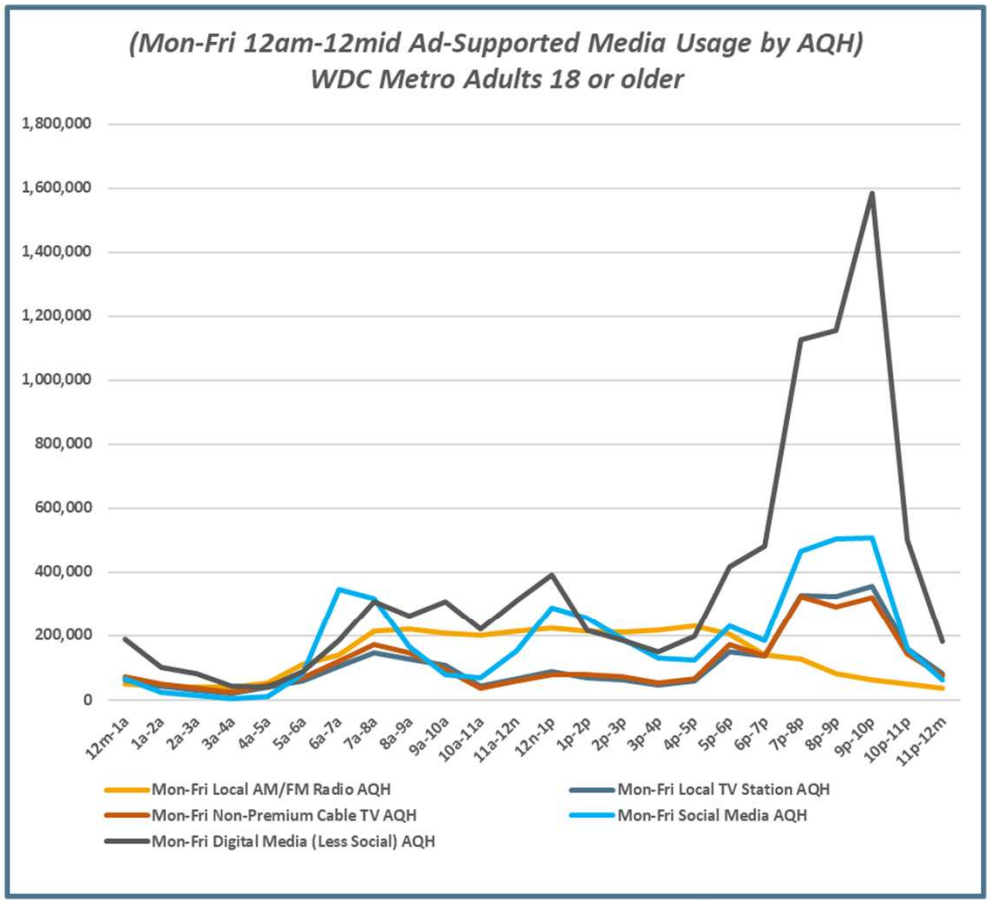
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 118,035; Local Radio: 86,766; Social Media: 79,431; Non-Prem. Cable: 49,240; Local TV: 44,379 reaching Adults 18 or older who used THE WASHINGTON POST for NEWS in the pas





WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

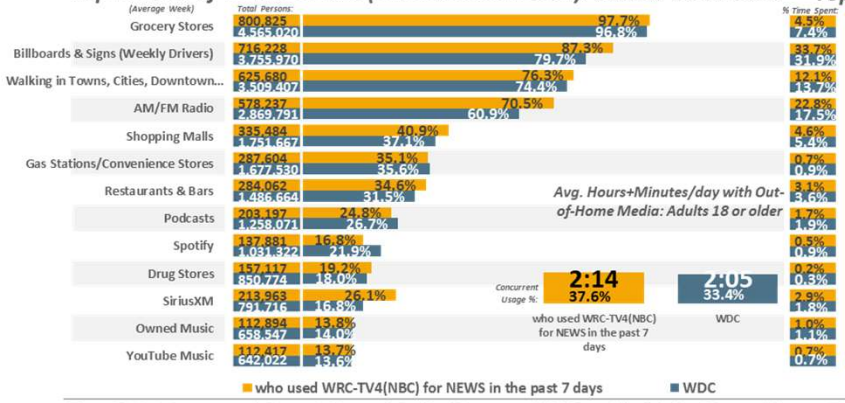
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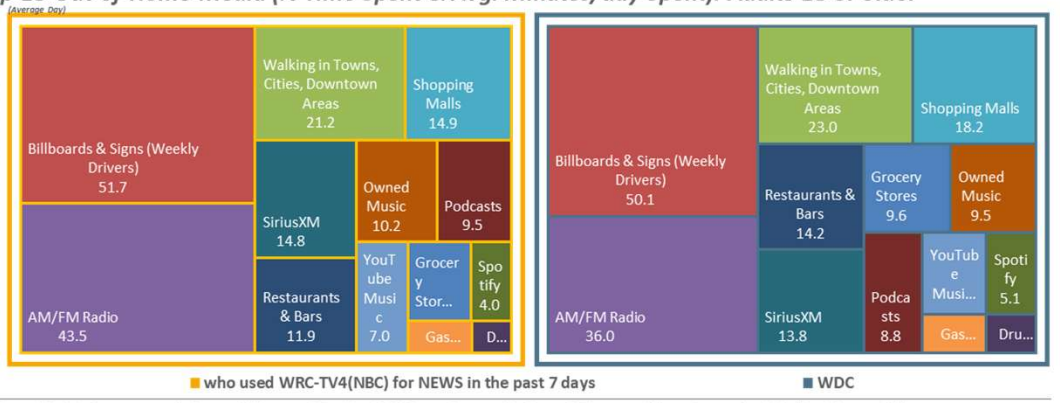
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

716,228 or 87.3% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

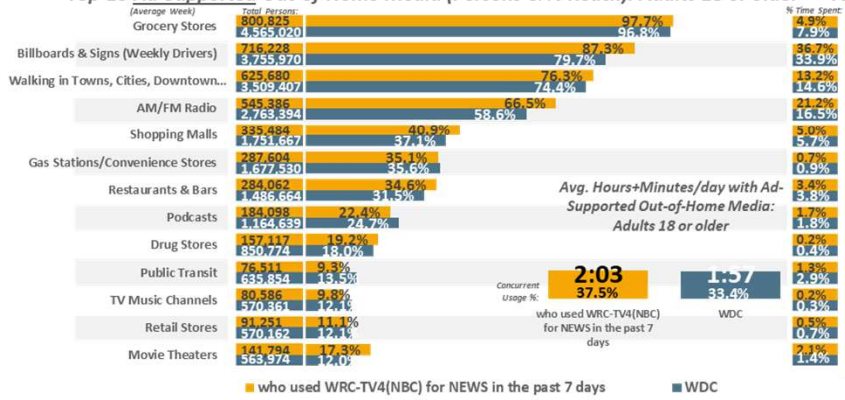
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



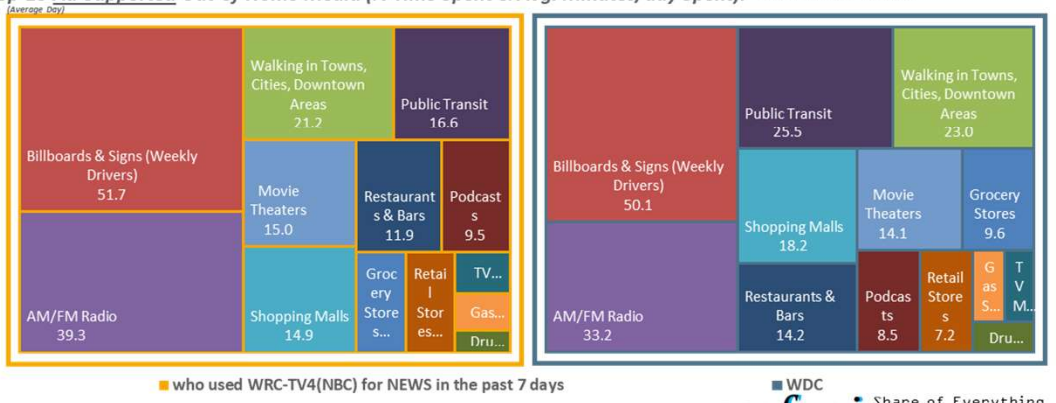
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

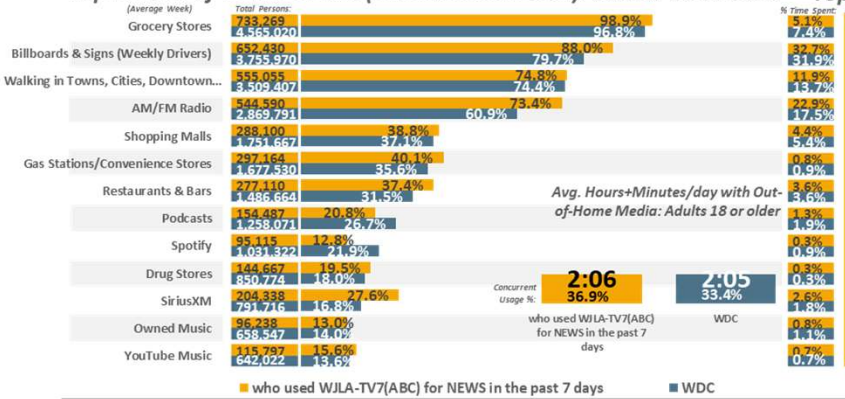
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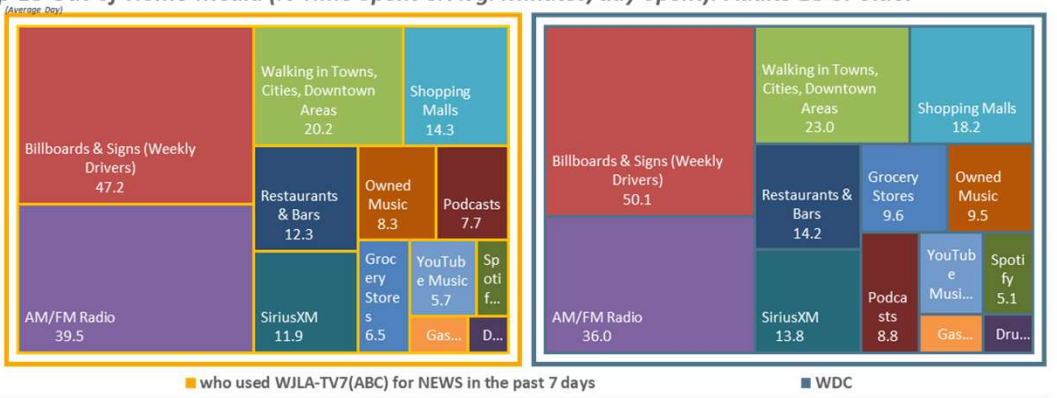
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

652,430 or 88.% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/day.

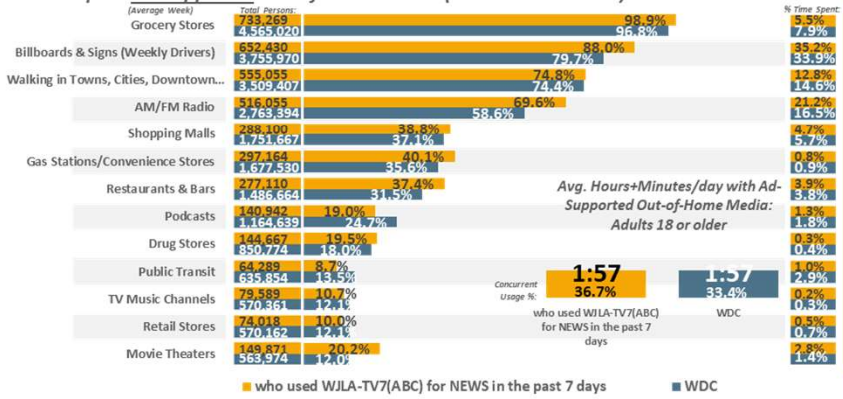
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



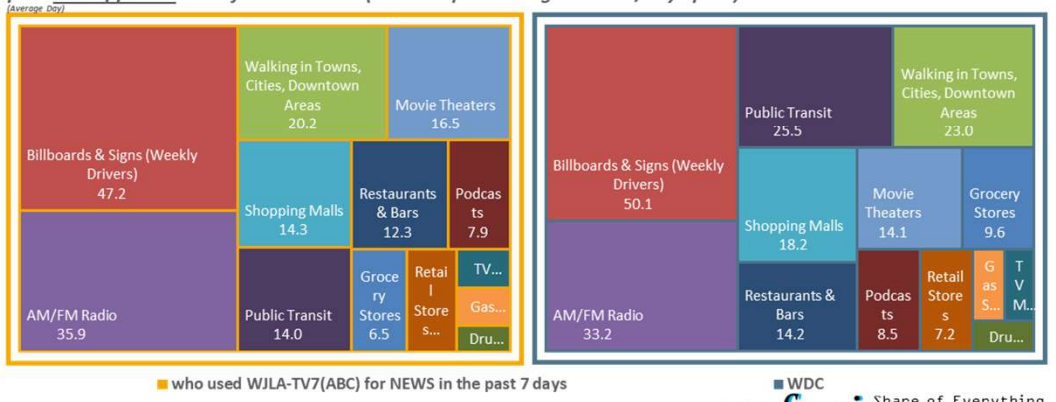
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

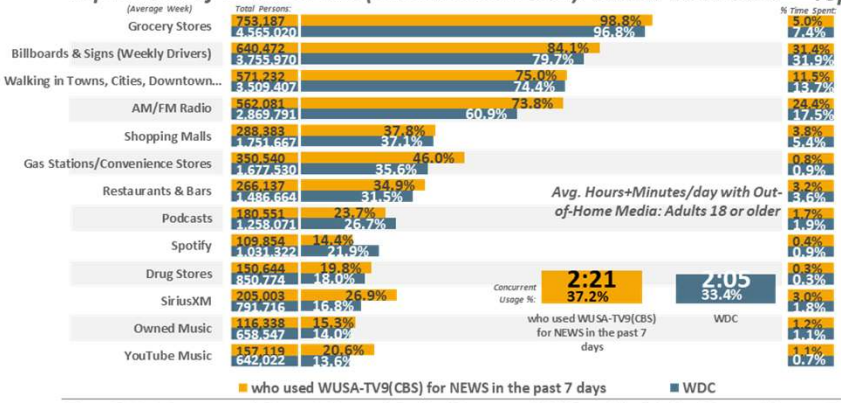
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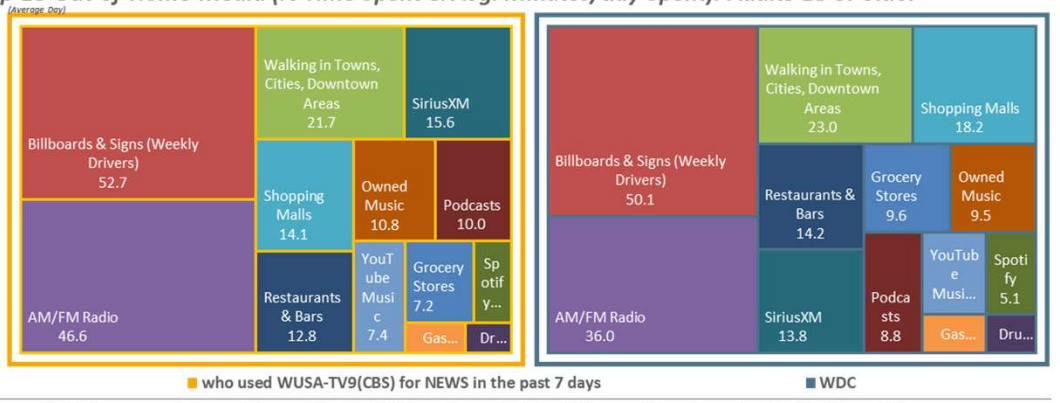
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

640,472 or 84.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

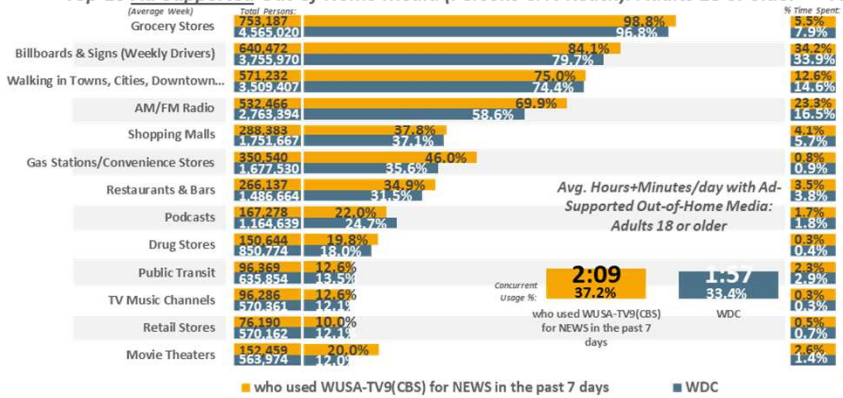
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



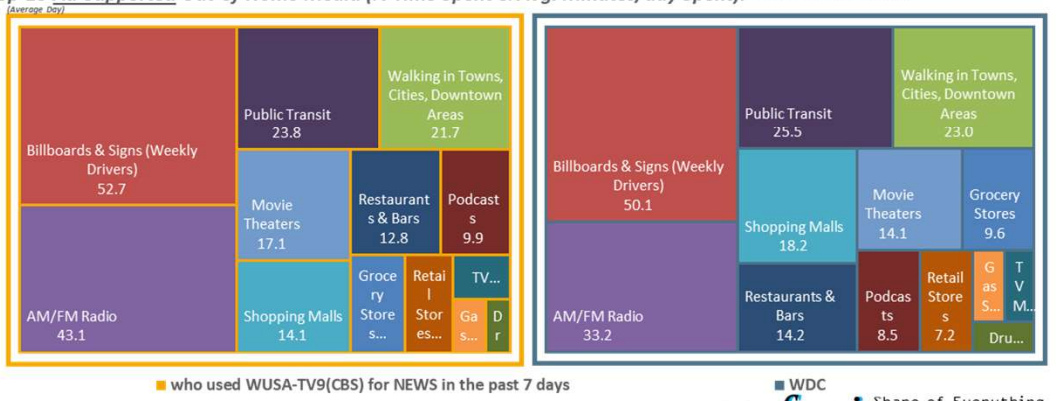
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

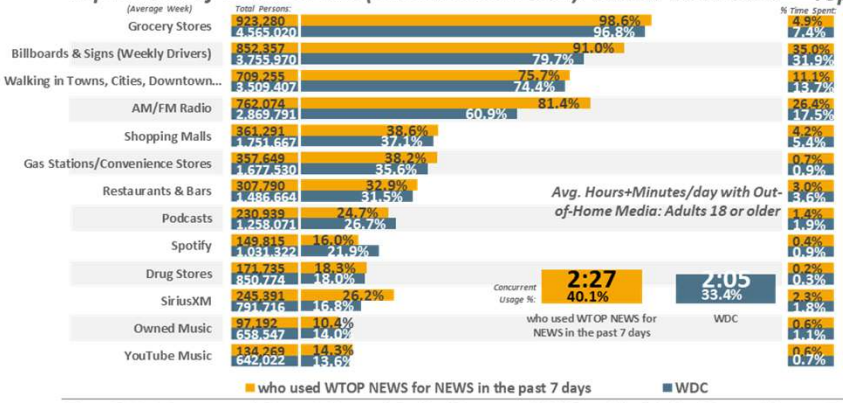
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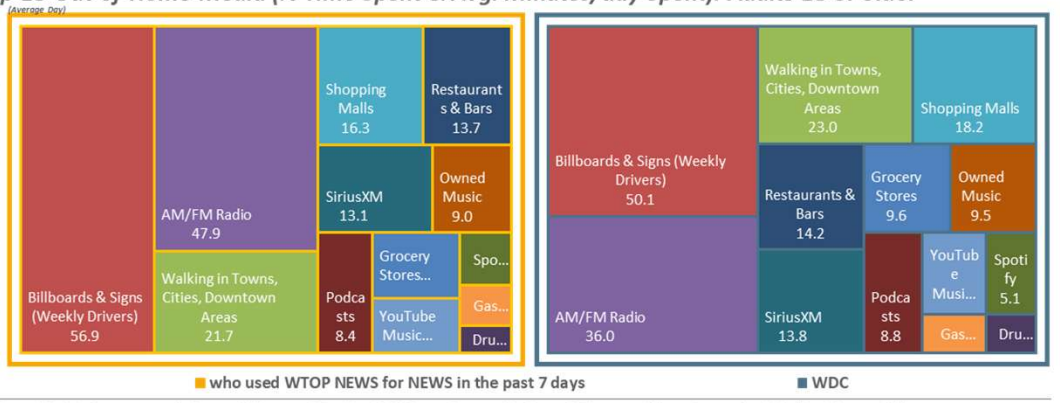
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852,357 or 91.% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 81.4% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

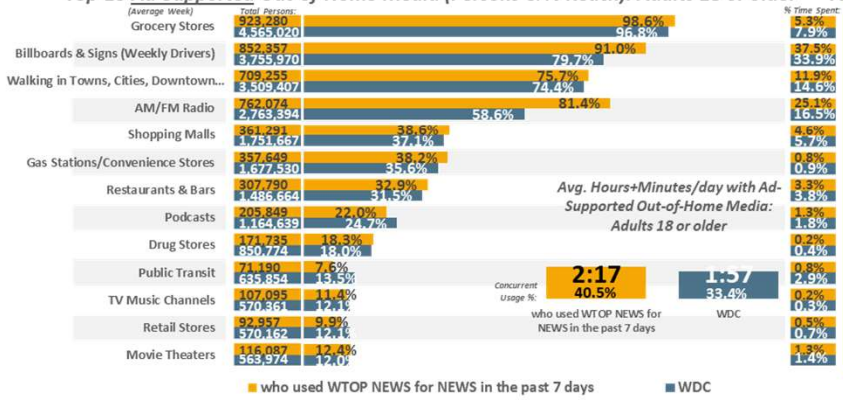
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



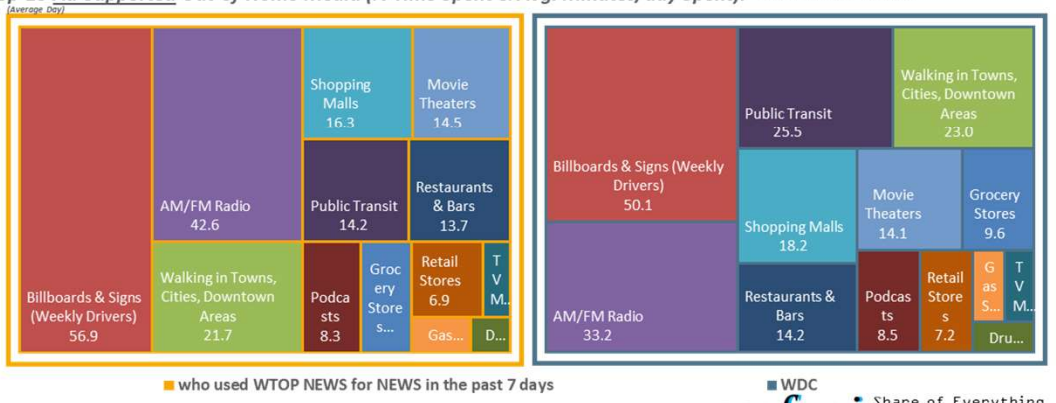
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

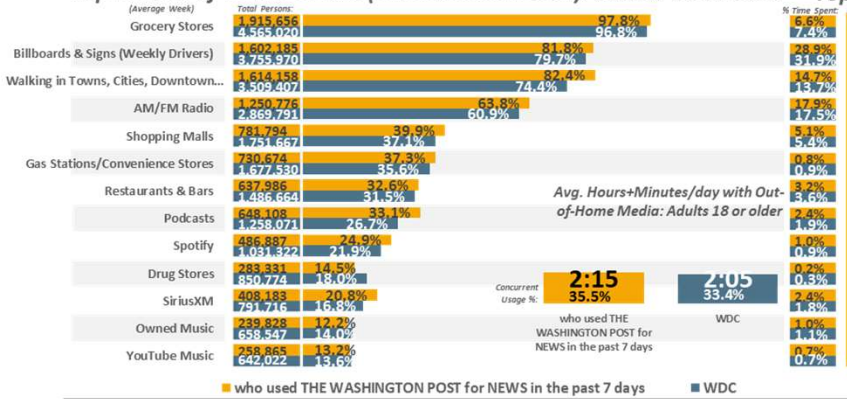
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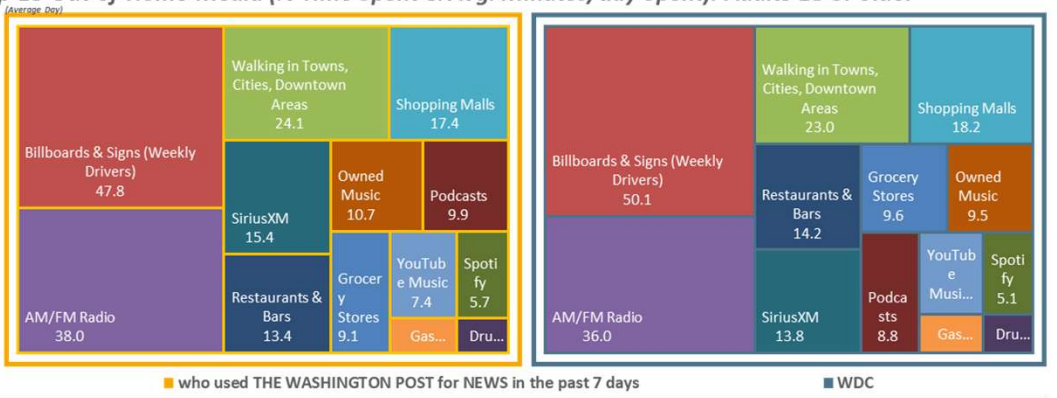
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,602,185 or 81.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minute

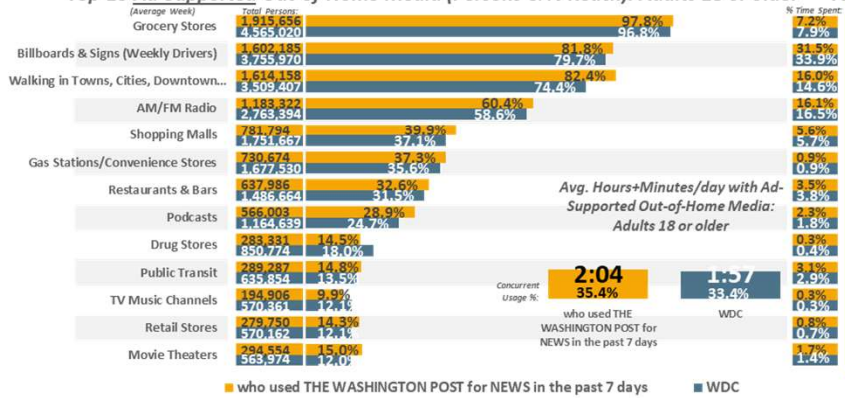
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



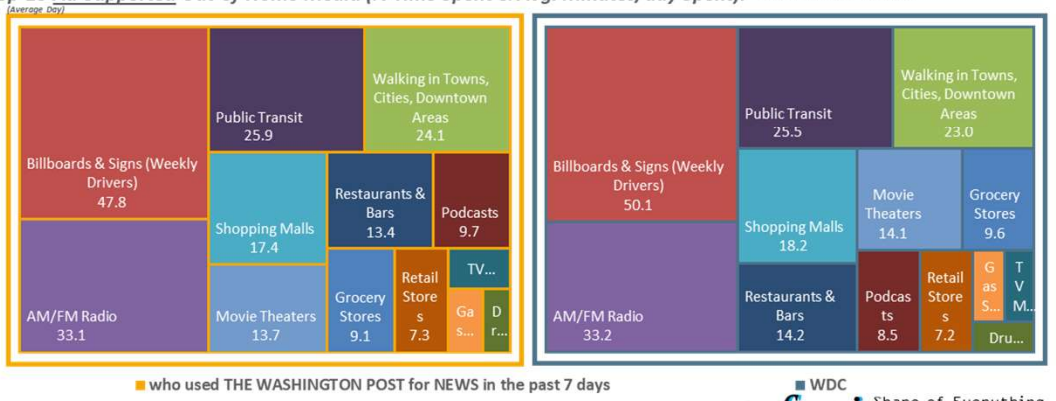
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

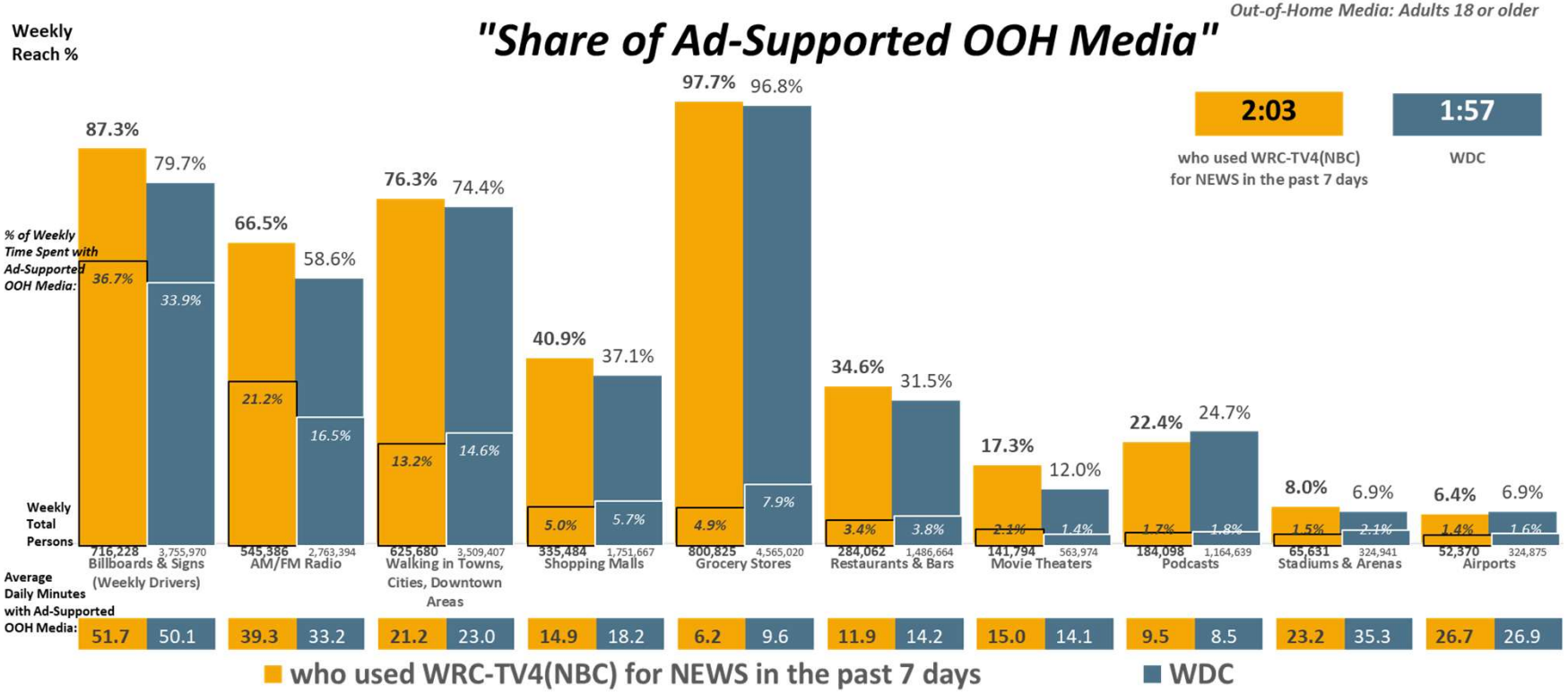
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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

716,228 or 87.3% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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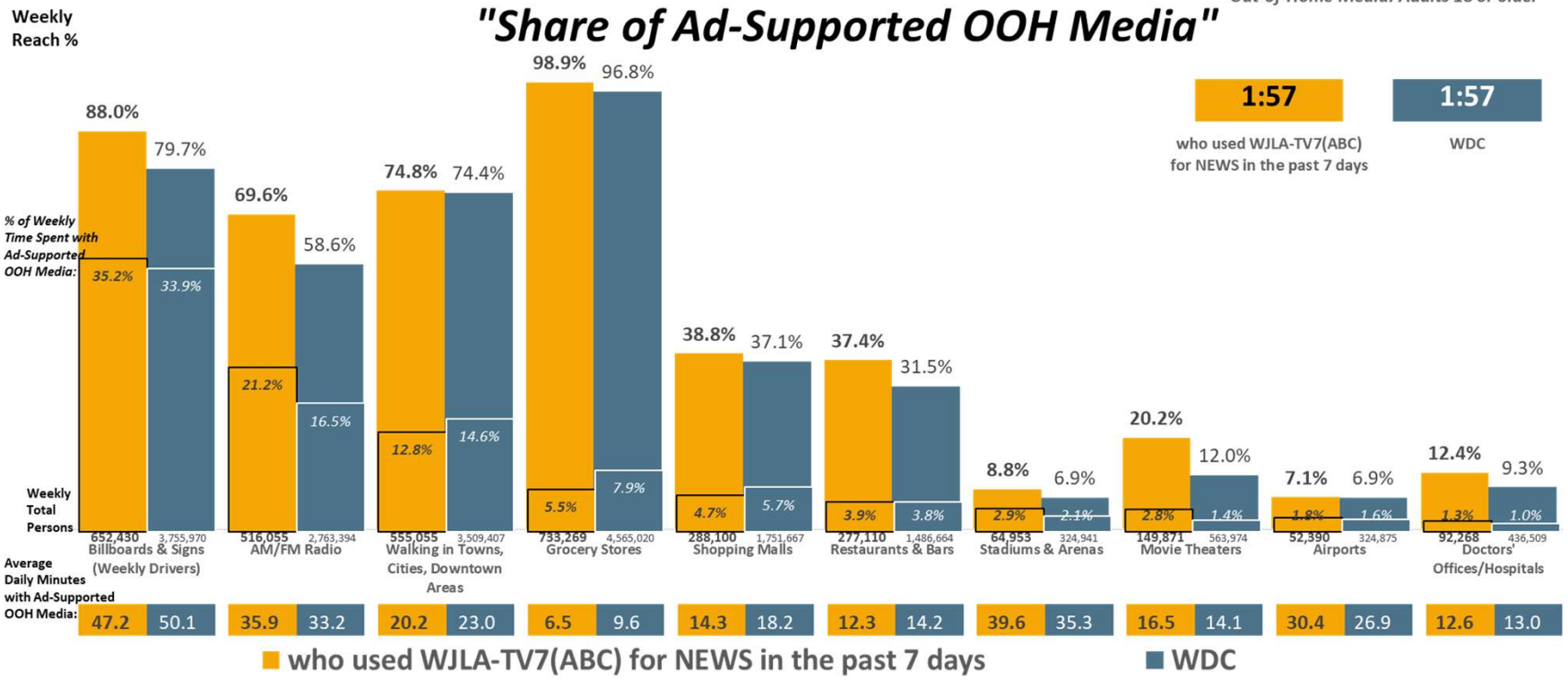
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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

652,430 or 88.% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 47.2 minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

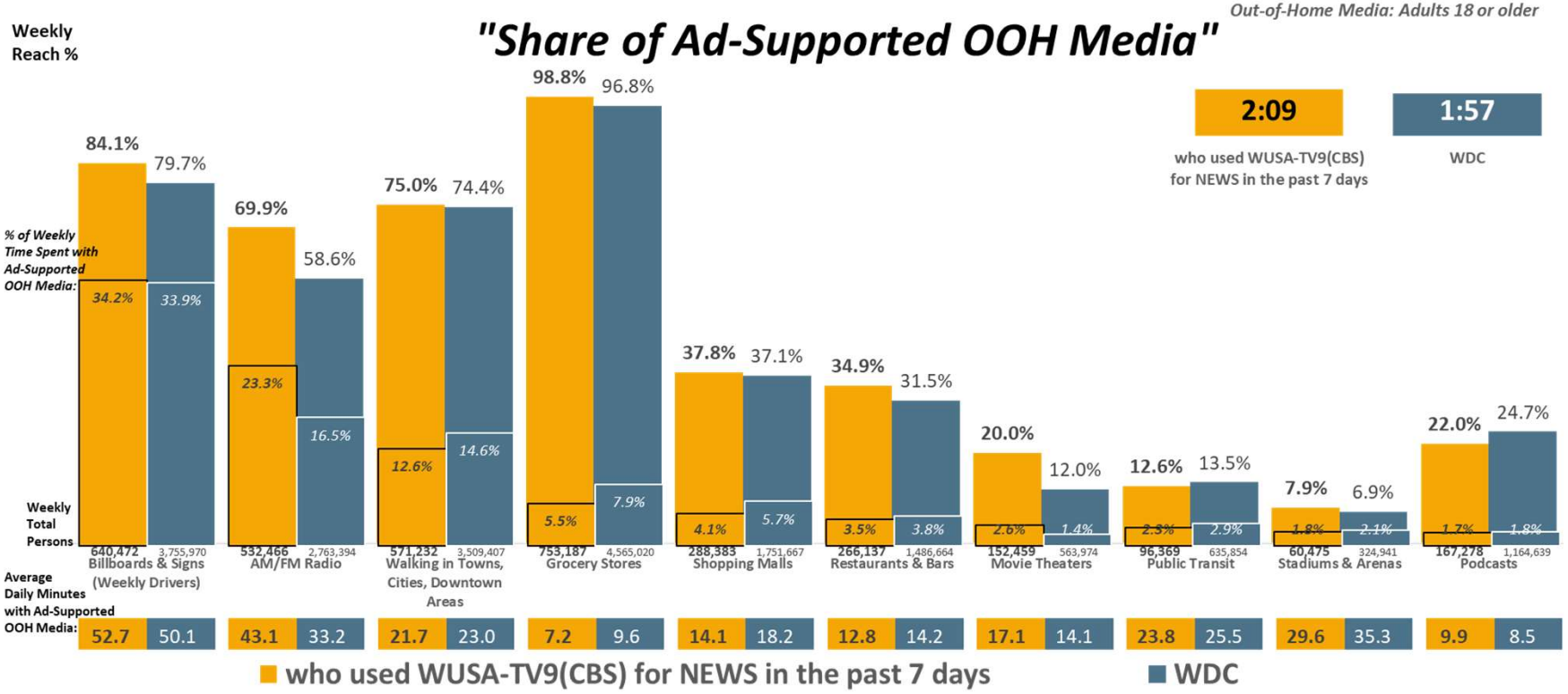
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

640,472 or 84.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 34.2% 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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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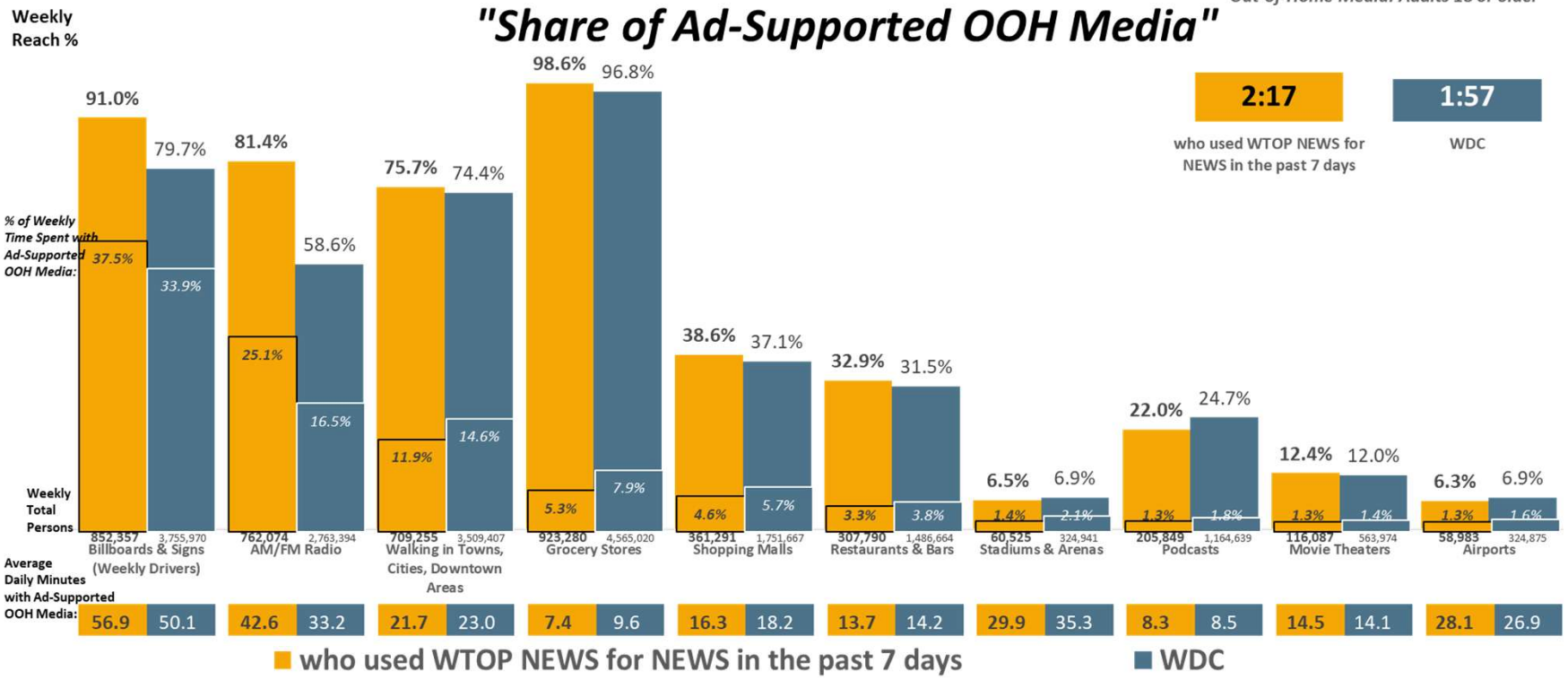
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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

852,357 or 91.% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

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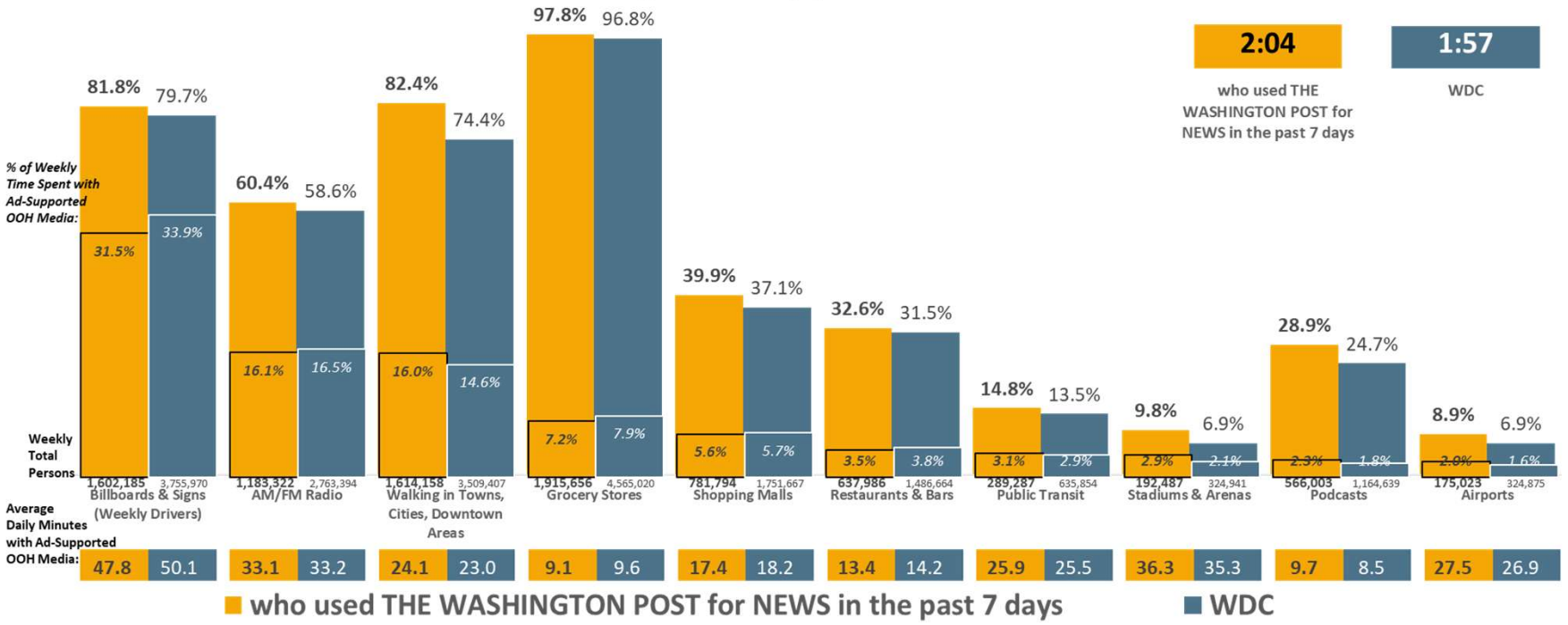
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,602,185 or 81.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320 WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,028

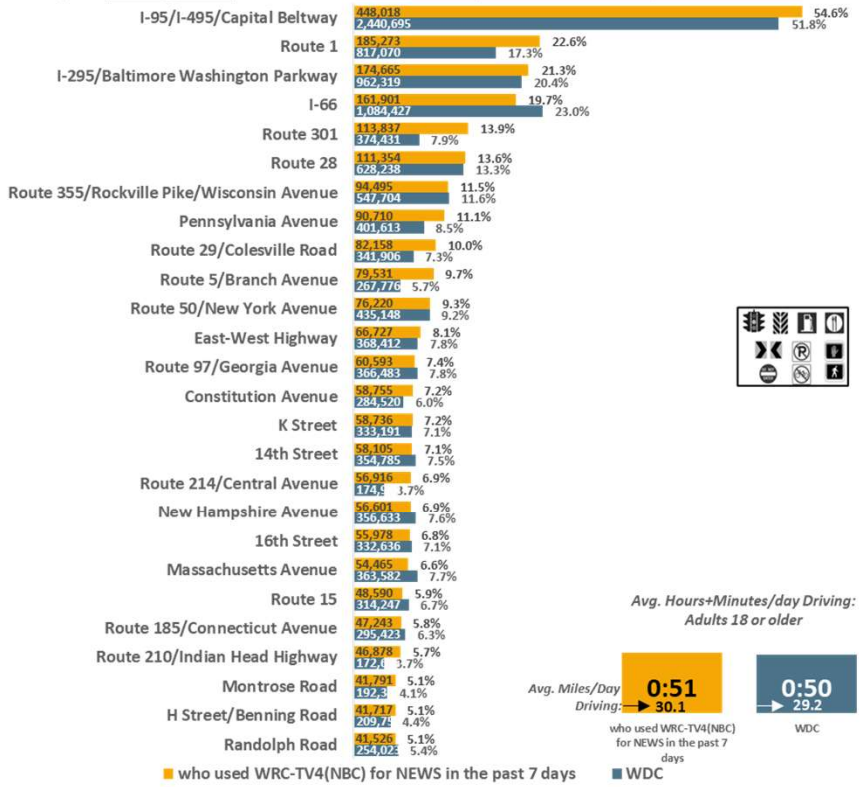
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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

716,228 or 87.3% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 51.7 minutes per day driving an average of 30.1 miles each day and are 87.% more likely to use Route 214/Central Avenue than the Metro average.

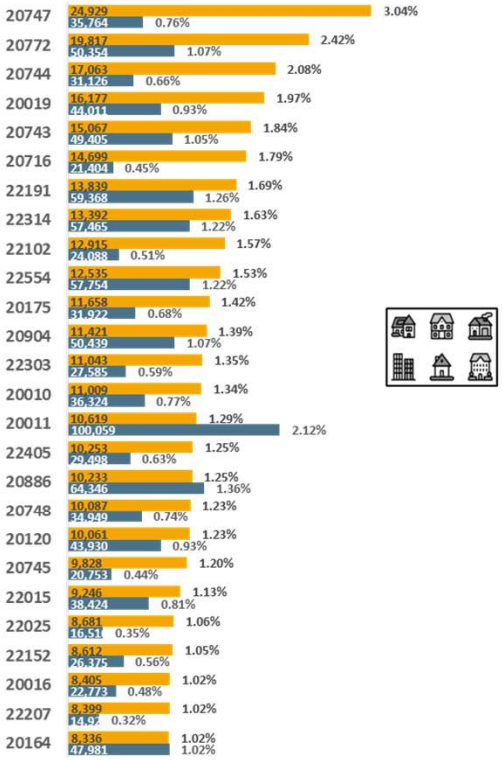
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



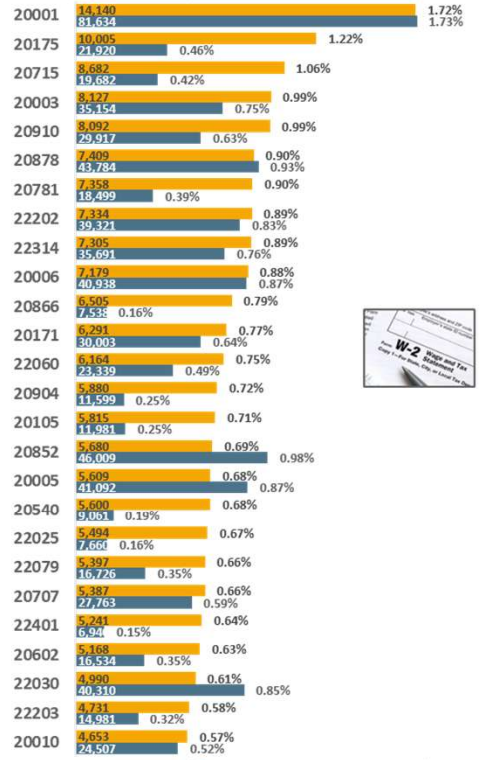
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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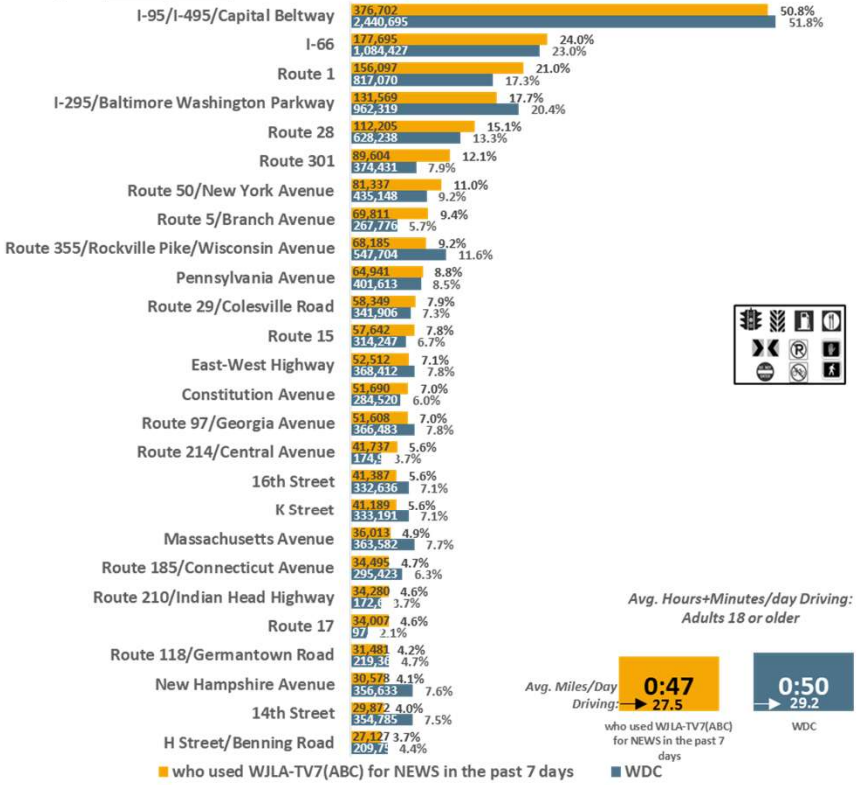
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

652,430 or 88.% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 47.2 minutes per day driving an average of 27.5 miles each day and are 65.7% more likely to use Route 5/Branch Avenue than the Metro average.

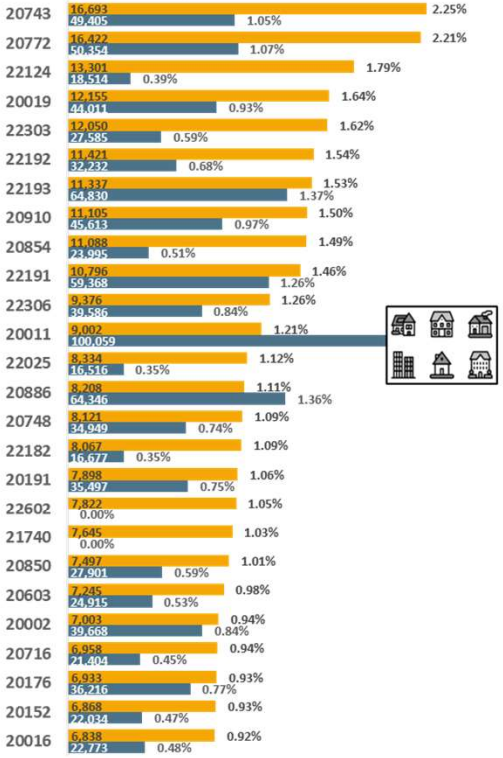
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



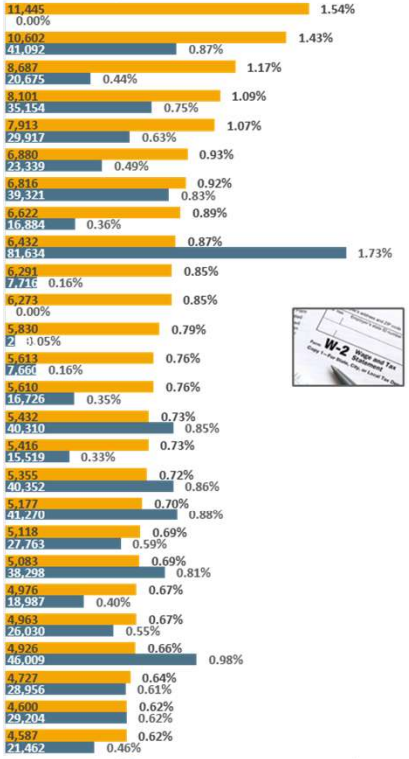
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

640,472 or 84.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 63.3% 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

	who used WUSA-TV9(CBS) for NEWS in the past 7 days		WDC	
I-95/I-495/Capital Beltway	411,757	54.0%	2,440,695	51.8%
I-295/Baltimore Washington Parkway	186,724	24.5%	962,319	20.4%
Route 1	171,268	22.5%	817,070	17.3%
I-66	136,990	18.0%	1,084,427	23.0%
Route 28	132,454	17.4%	628,238	13.3%
Route 50/New York Avenue	91,568	12.0%	435,148	9.2%
East-West Highway	88,006	11.6%	368,412	7.8%
Route 301	80,383	10.5%	374,431	7.9%
Route 355/Rockville Pike/Wisconsin Avenue	76,311	10.0%	547,704	11.6%
Route 29/Colesville Road	73,855	9.7%	341,906	7.3%
New Hampshire Avenue	71,407	9.4%	356,633	7.6%
Pennsylvania Avenue	61,889	8.1%	401,613	8.5%
Route 5/Branch Avenue	61,541	8.1%	267,776	5.7%
Route 15	58,913	7.7%	314,247	6.7%
Route 97/Georgia Avenue	57,239	7.5%	366,483	7.8%
Veirs Mill Road	49,324	6.5%	316,730	6.7%
Route 214/Central Avenue	46,188	6.1%	174,9	3.7%
16th Street	44,615	5.9%	332,636	7.1%
14th Street	43,654	5.7%	354,785	7.5%
Randolph Road	43,184	5.7%	254,02	5.4%
Route 185/Connecticut Avenue	42,579	5.6%	295,423	6.3%
Massachusetts Avenue	40,934	5.4%	363,582	7.7%
Kenilworth Avenue	39,129	5.1%	181,3	3.8%
Constitution Avenue	32,914	4.3%	284,520	6.0%
H Street/Benning Road	32,352	4.2%	209,7	4.4%
K Street	32,278	4.2%	333,191	7.1%

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

Avg. Miles/Day Driving: → 30.7

0:52 who used WUSA-TV9(CBS) for NEWS in the past 7 days

0:50 → 29.2 WDC

Top-26 Residential Zip Codes: Adults 18 or older

20903	32,757	4.30%	40,374	0.86%
20904	26,704	3.50%	50,439	1.07%
20772	16,415	2.15%	50,354	1.07%
20743	14,595	1.92%	49,405	1.05%
20110	14,529	1.91%	51,313	1.09%
20019	14,331	1.88%	44,011	0.93%
22193	13,682	1.80%	64,830	1.37%
20910	12,987	1.70%	45,613	0.97%
22314	12,170	1.60%	57,465	1.22%
22611	11,570	1.52%	0	0.00%
20878	11,311	1.48%	67,987	1.44%
20745	10,116	1.33%	20,75	0.44%
22303	10,036	1.32%	27,585	0.59%
22202	9,956	1.31%	38,286	0.81%
20187	9,828	1.29%	0	0.00%
20774	9,070	1.19%	29,564	0.63%
22025	8,958	1.18%	16,5	0.35%
20748	8,728	1.15%	34,949	0.74%
22191	8,559	1.12%	59,368	1.26%
22551	8,131	1.07%	0	0.00%
20784	8,122	1.07%	24,826	0.53%
21740	7,961	1.04%	0	0.00%
20747	7,957	1.04%	35,764	0.76%
20002	7,691	1.01%	39,668	0.84%
20906	7,451	0.98%	82,938	1.76%
20603	7,026	0.92%	24,915	0.53%

Top-26 Employment Zip Codes: Adults 18 or older

20785	31,054	4.08%	37,218	0.79%
20001	14,798	1.94%	81,634	1.73%
22031	14,769	1.94%	27,789	0.59%
22202	9,386	1.23%	39,321	0.83%
20151	8,738	1.15%	20,67	0.44%
22407	8,528	1.12%		0.01%
20910	8,295	1.09%	29,917	0.63%
20003	7,931	1.04%	35,154	0.75%
20902	7,741	1.02%	24,316	0.52%
22060	7,568	0.99%	23,339	0.49%
20120	7,023	0.92%	8	0.17%
21701	6,826	0.90%	27,154	0.58%
22025	6,237	0.82%	7	0.16%
20904	6,051	0.79%	11	0.25%
20774	6,008	0.79%	18,9	0.40%
20701	5,877	0.77%	9,(	0.21%
22314	5,358	0.70%	35,691	0.76%
22201	5,338	0.70%	26,030	0.55%
20002	4,910	0.64%	41,270	0.88%
20707	4,903	0.64%	27,763	0.59%
20016	4,539	0.60%	14(	0.30%
22303	4,493	0.59%	16(	0.34%
21536	4,396	0.58%	0	0.00%
20876	4,230	0.56%	12	0.26%
20191	4,151	0.54%	28,956	0.61%
20710	4,071	0.53%	8	0.18%

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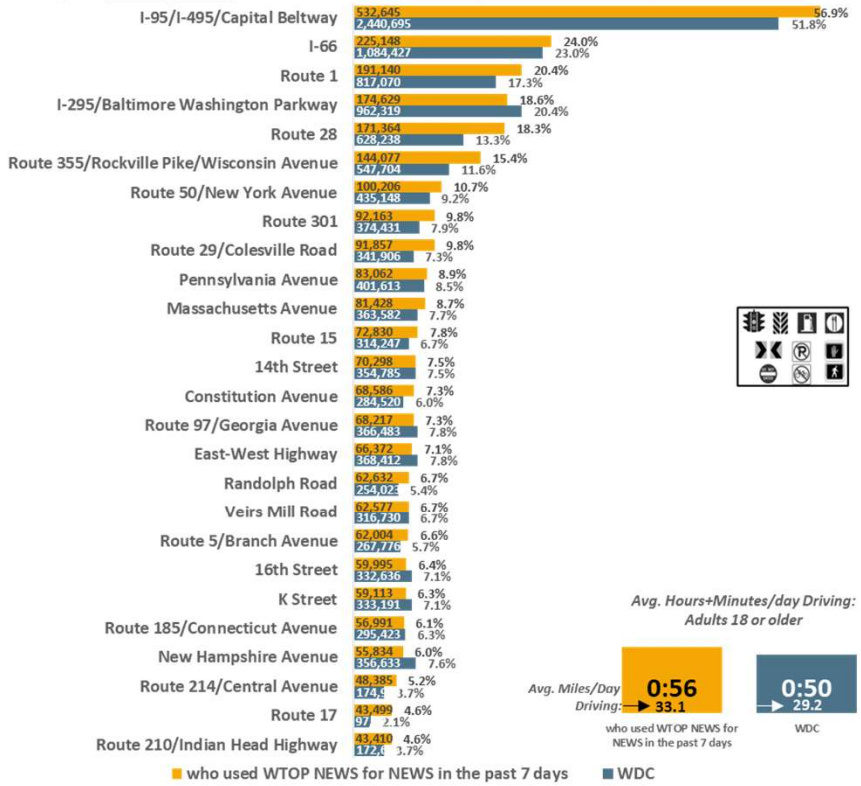
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

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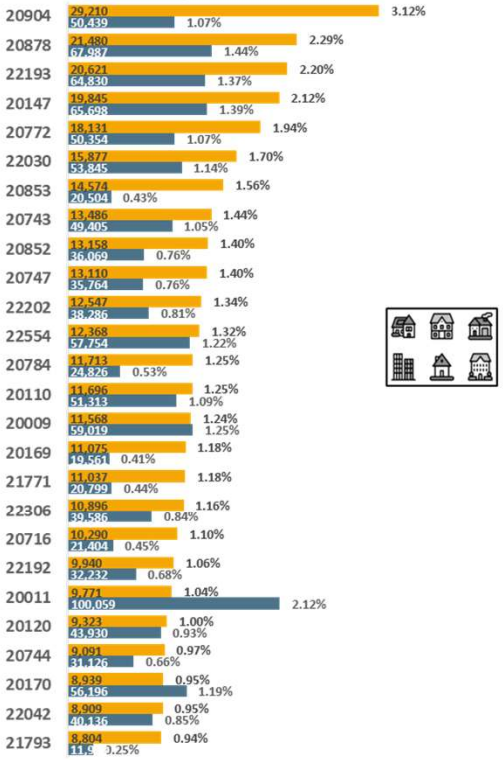
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852,357 or 91.% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 37.3% more likely to use Route 28 than the Metro average.

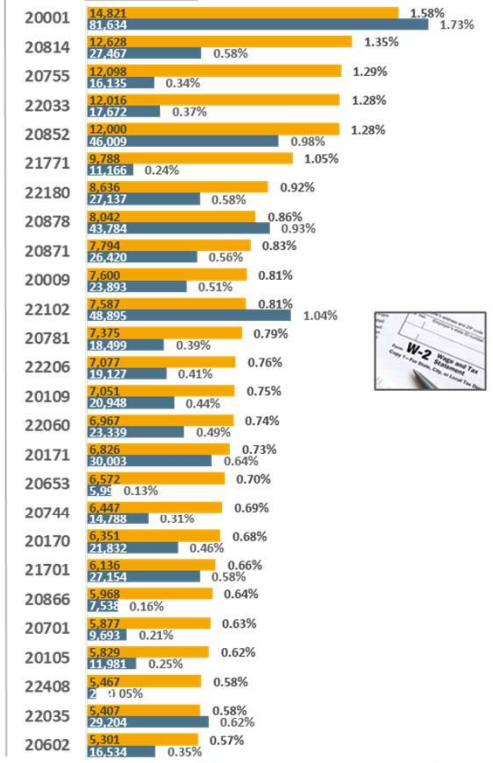
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

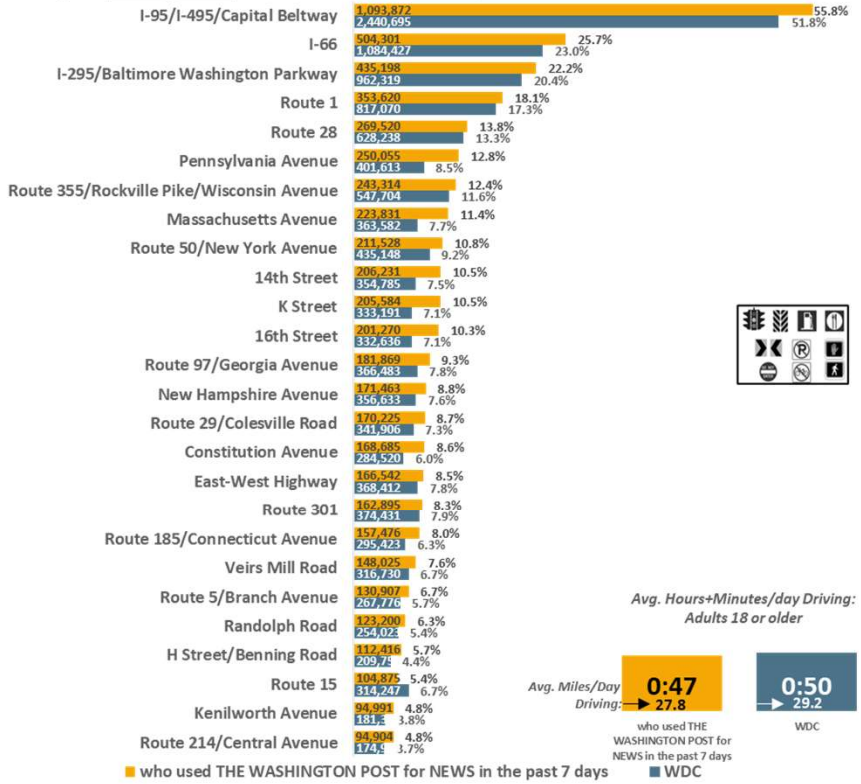
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

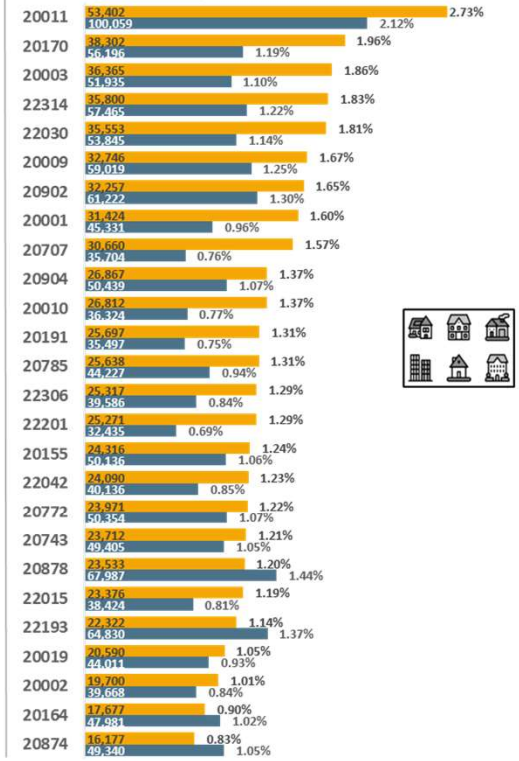
The Washington Post | WDC

1,602,185 or 81.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 49.9% more likely to use Pennsylvania Avenue than the Metro averag

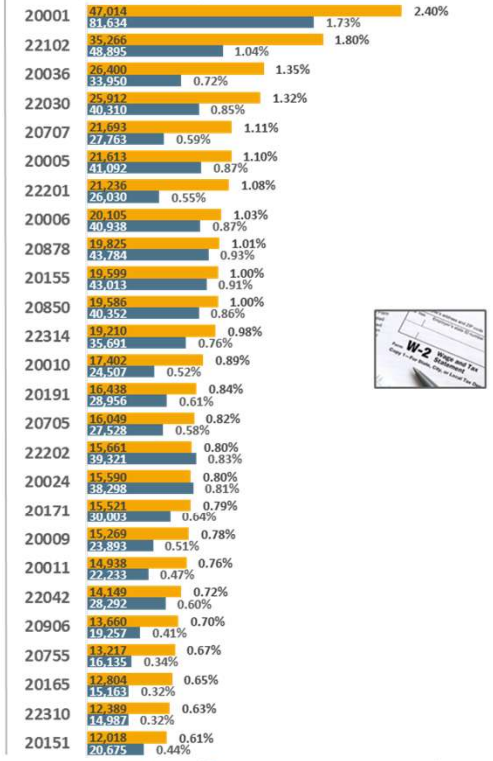
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



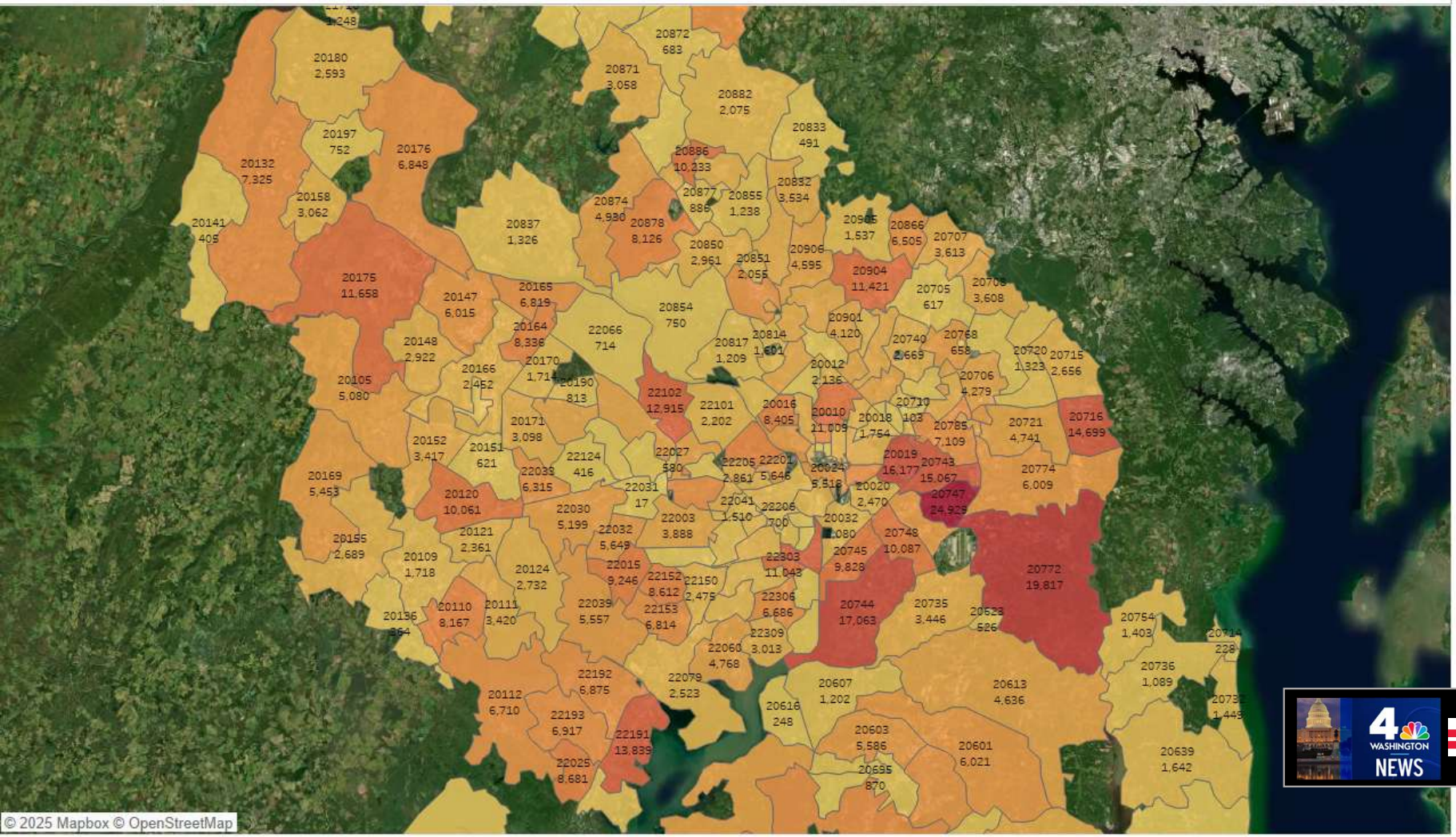
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

Top Residential Zip Codes: (Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days)



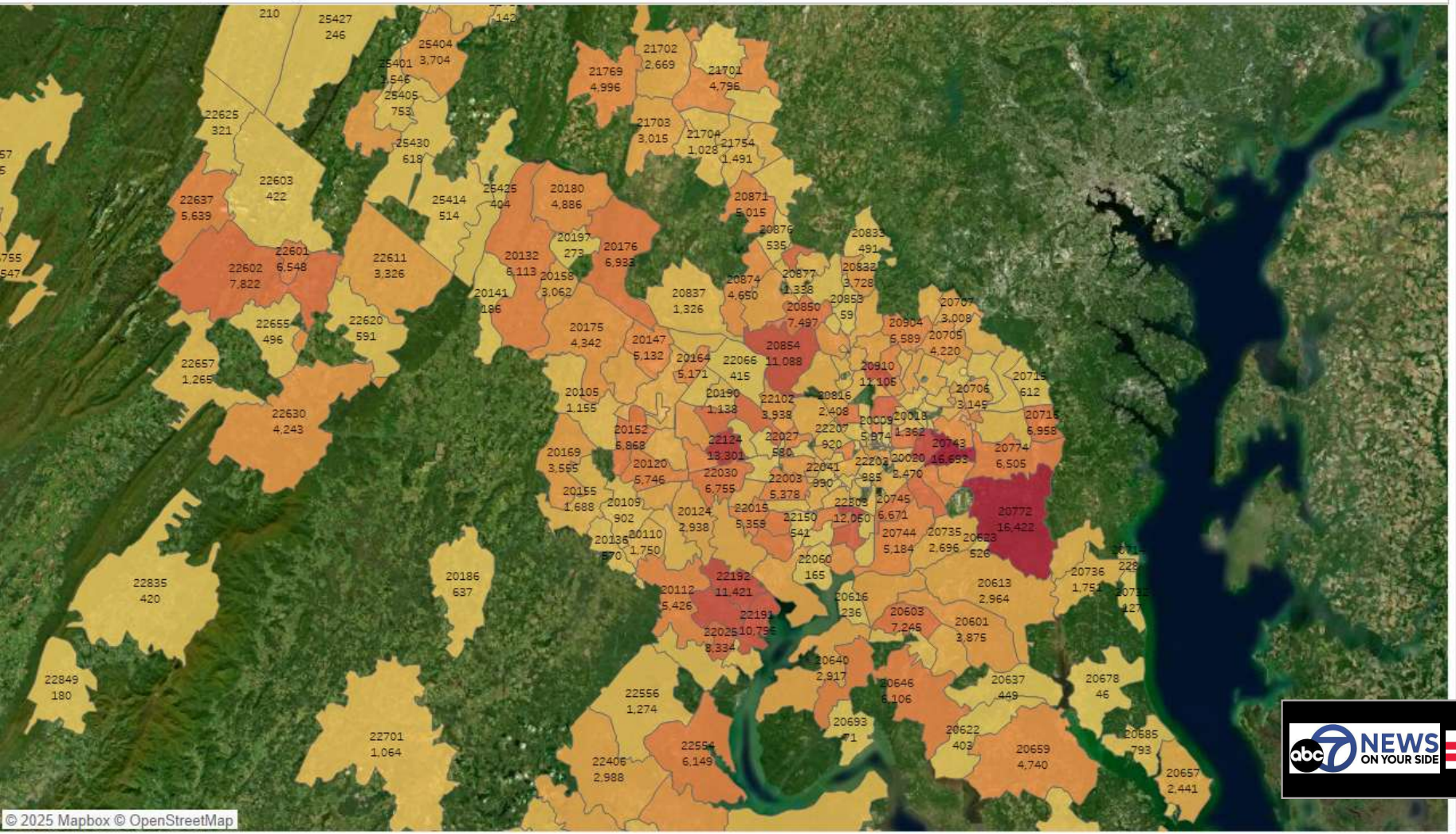
WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

Top Residential Zip Codes: (Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days)

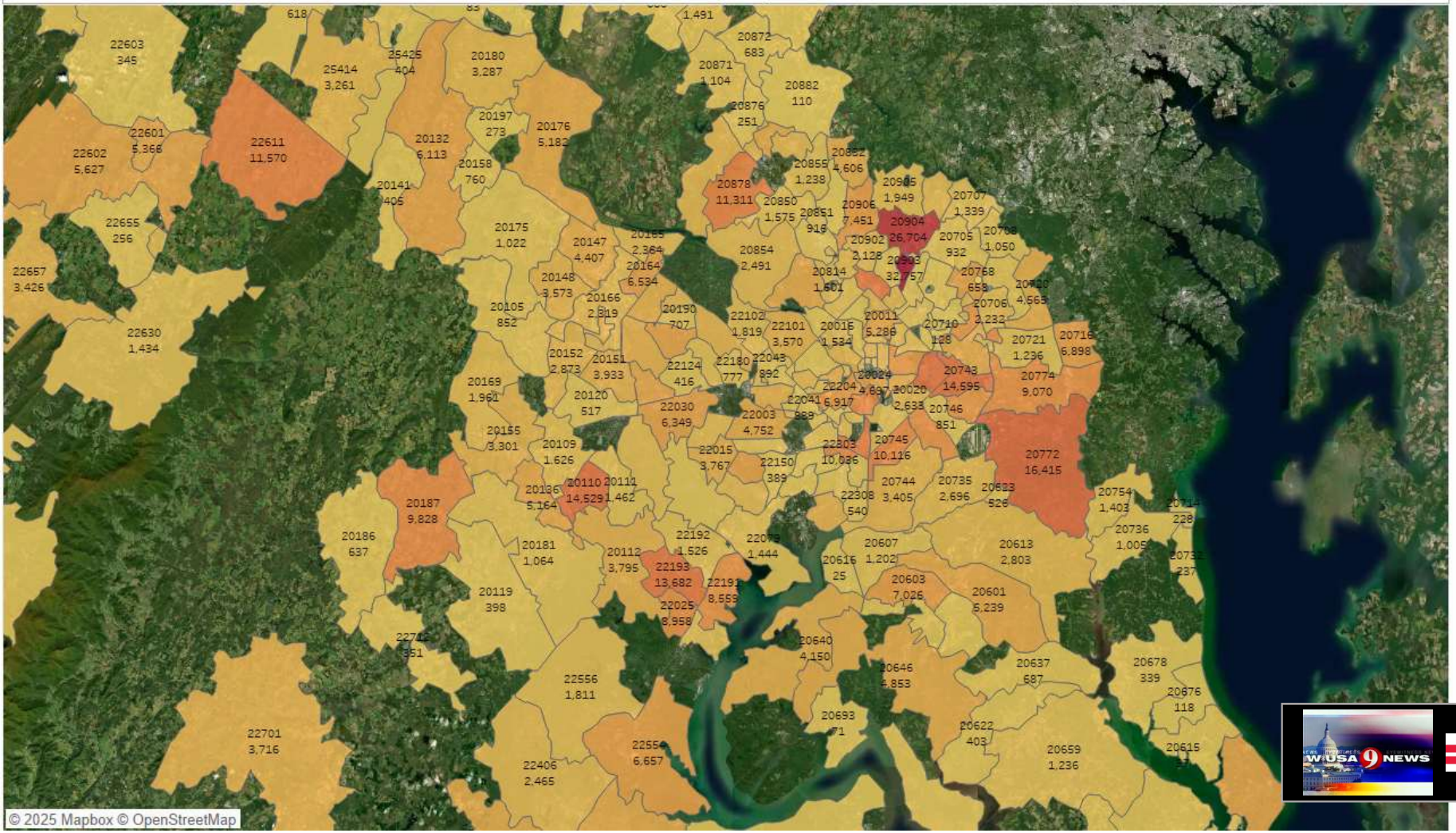


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937
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Top Residential Zip Codes: (Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days)



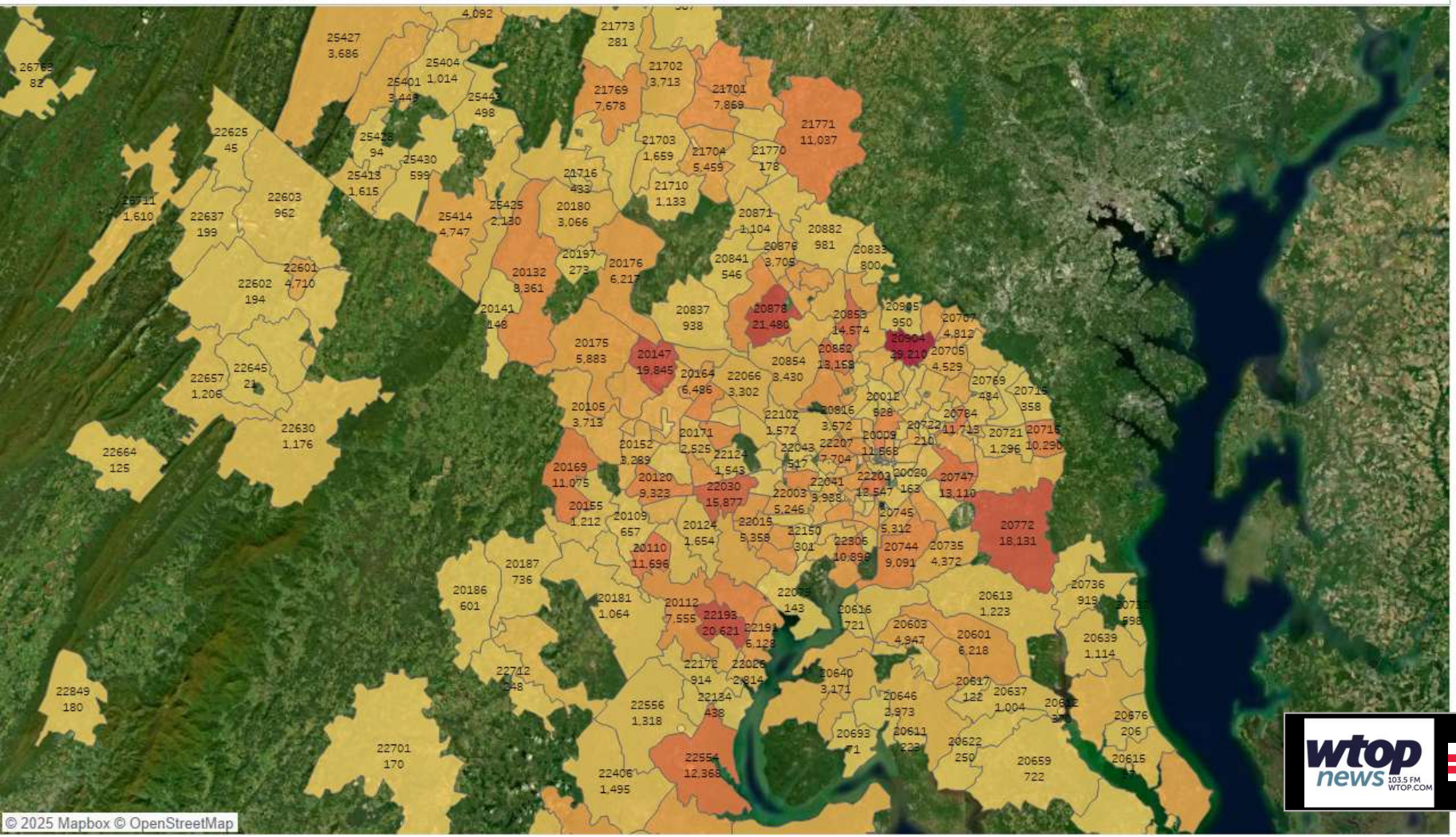
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

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Top Residential Zip Codes: (Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days)



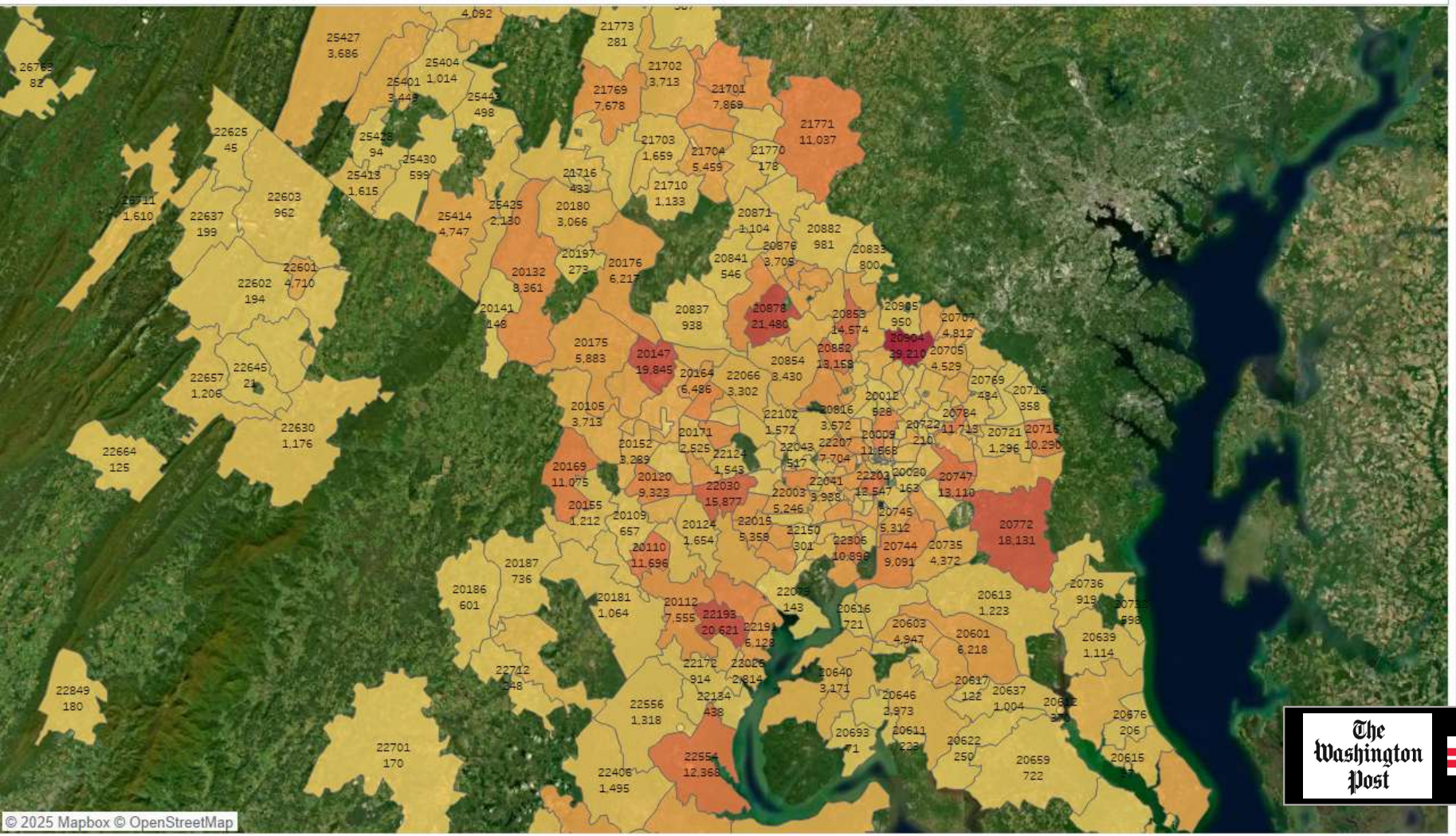
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

Top Residential Zip Codes: (Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days)



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

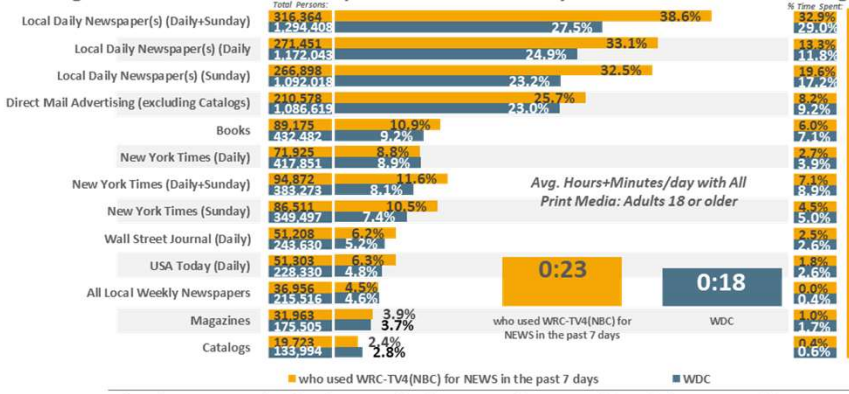
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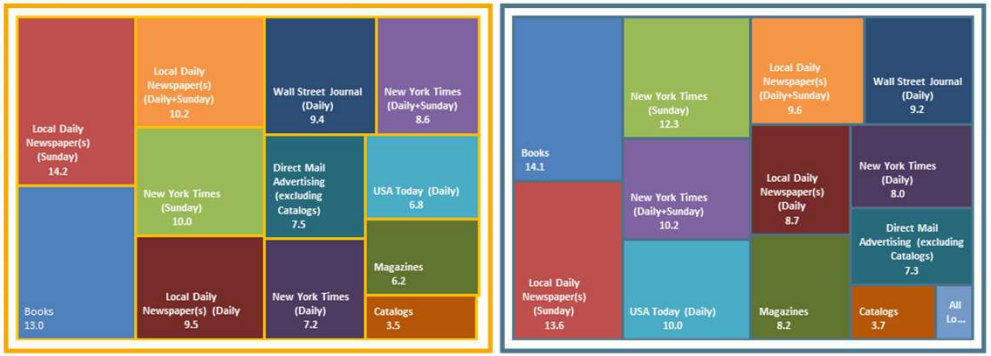
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

316,364 or 38.6% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

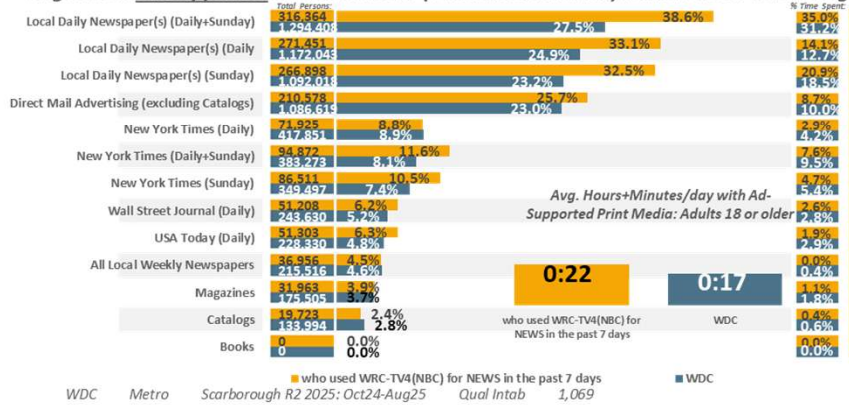
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WDC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,069

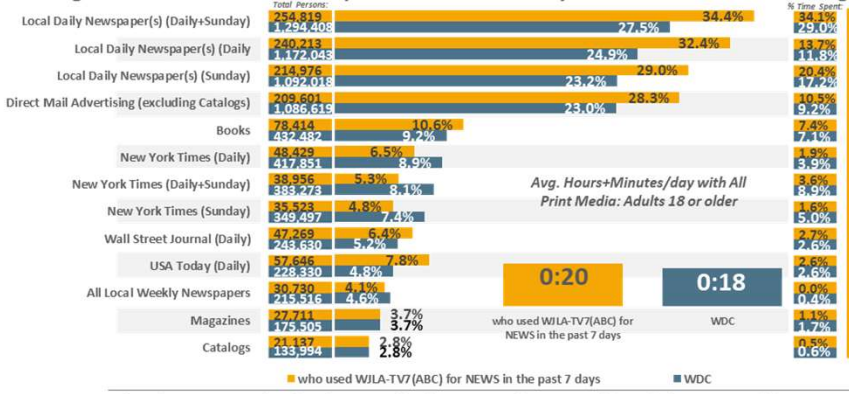
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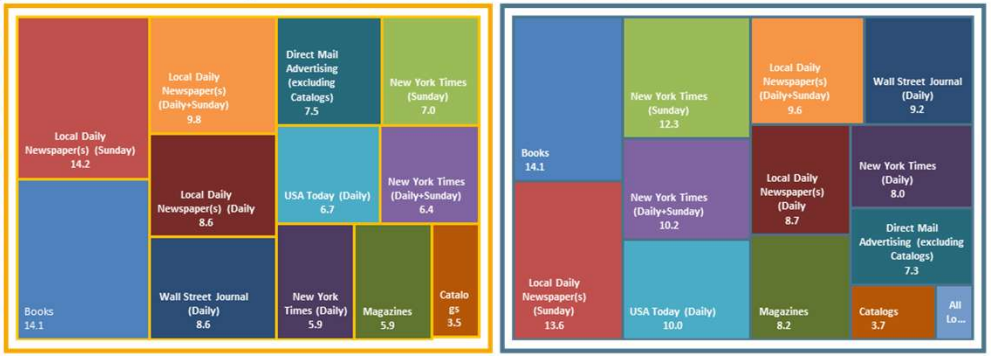
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

254,819 or 34.4% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

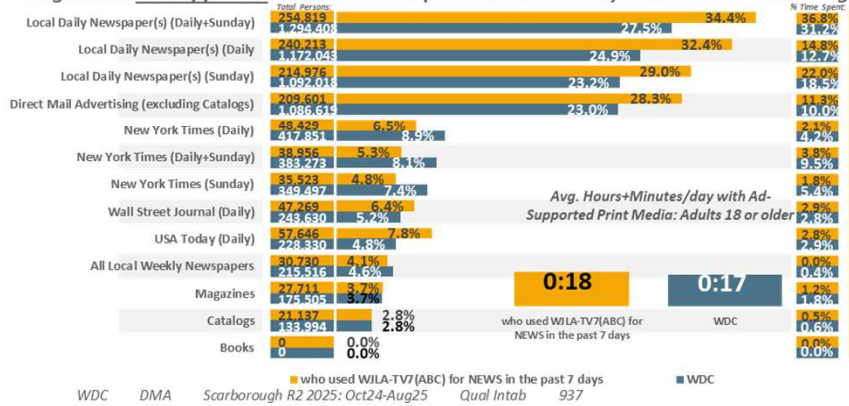
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



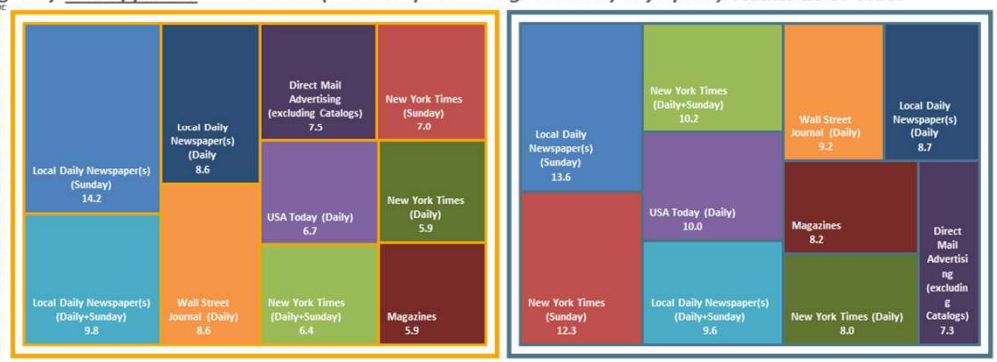
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 937

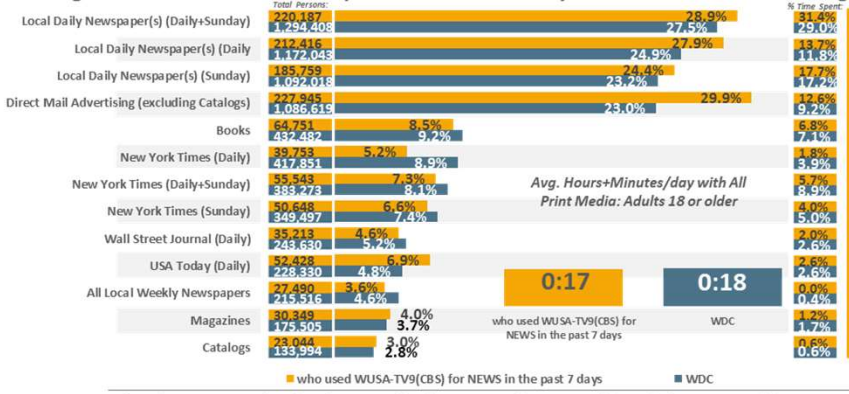
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

220,187 or 28.9% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

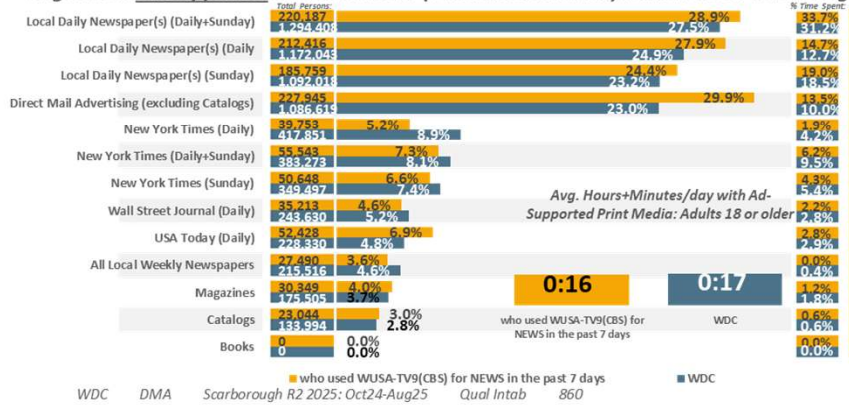
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



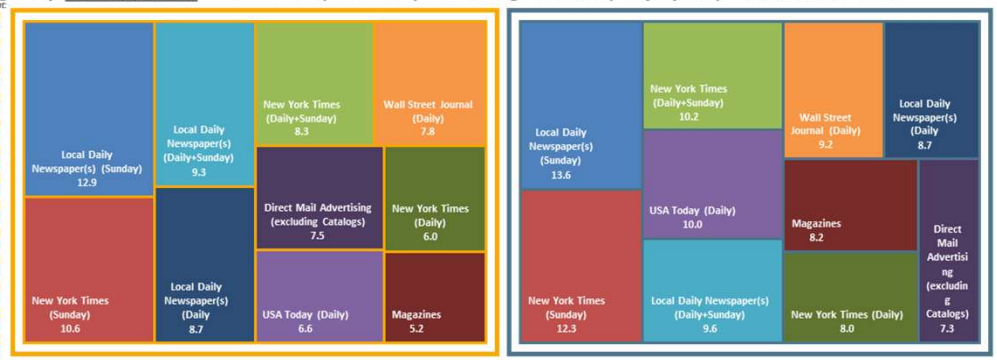
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 860

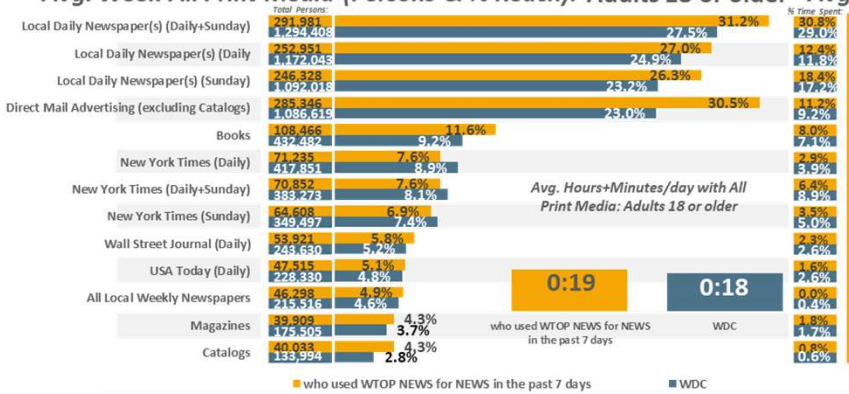
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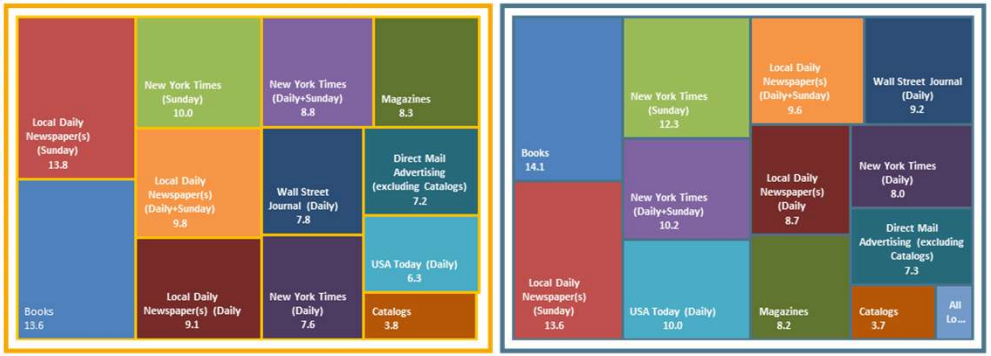
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

291,981 or 31.2% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

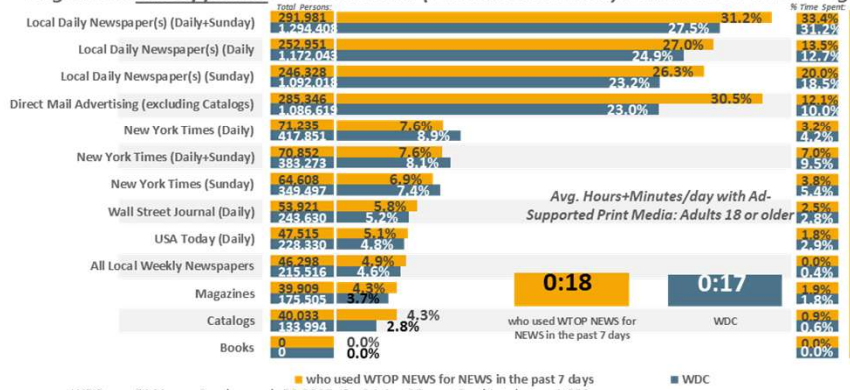
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



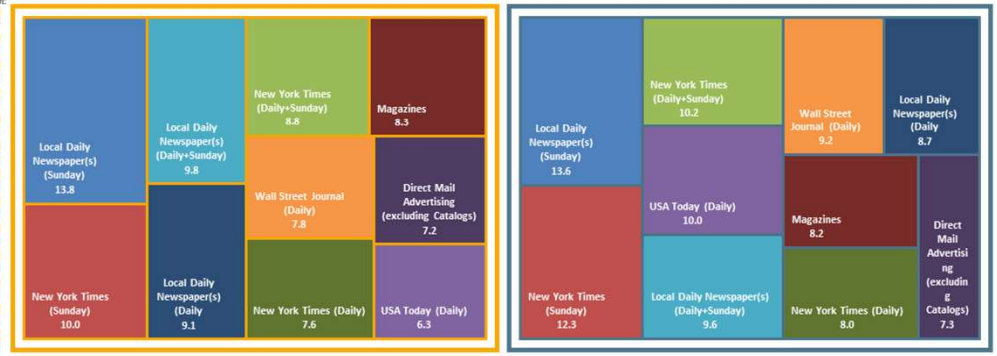
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,082

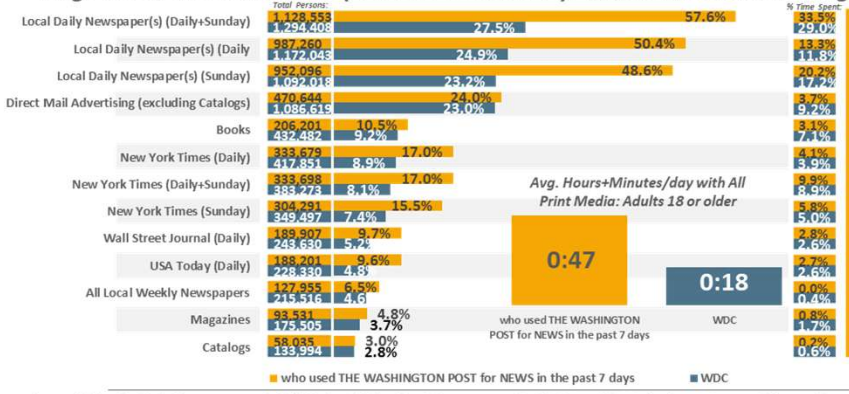
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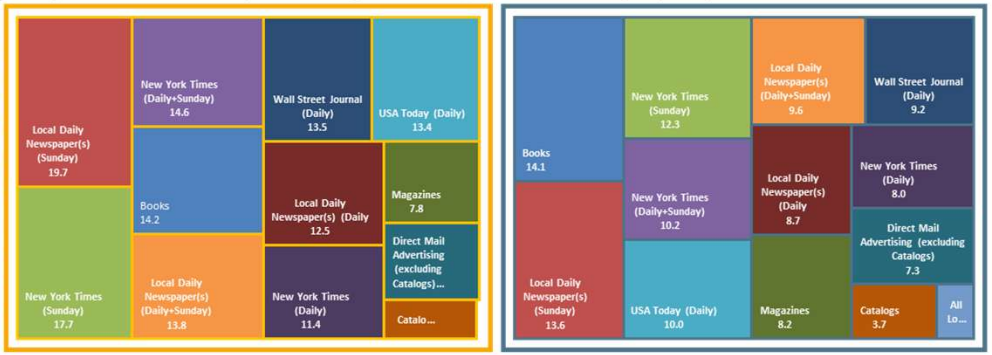
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

1,128,553 or 57.6% of Adults 18 or older who used THE WASHINGTON POST for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.8 minutes every day representing 34.5% of all time spent daily with All forms of Print Med

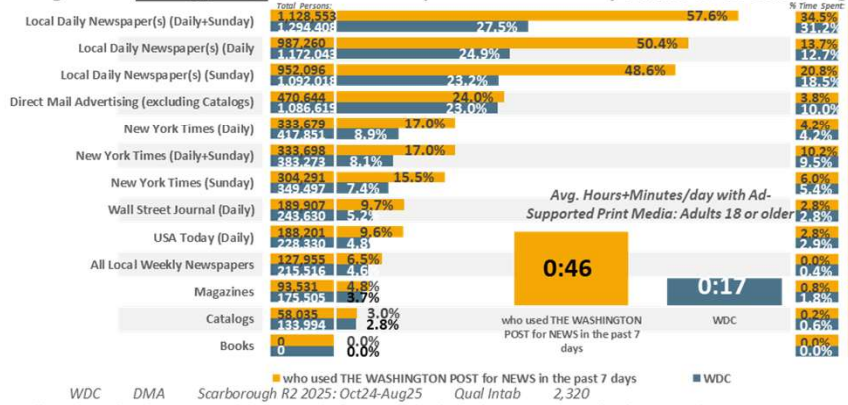
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



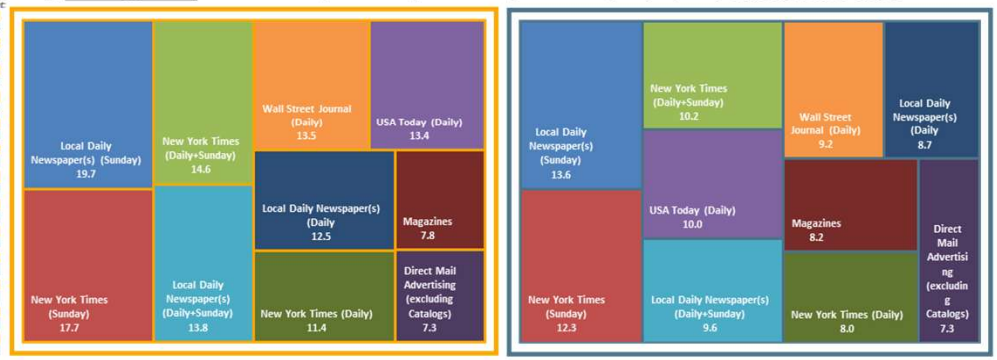
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,320

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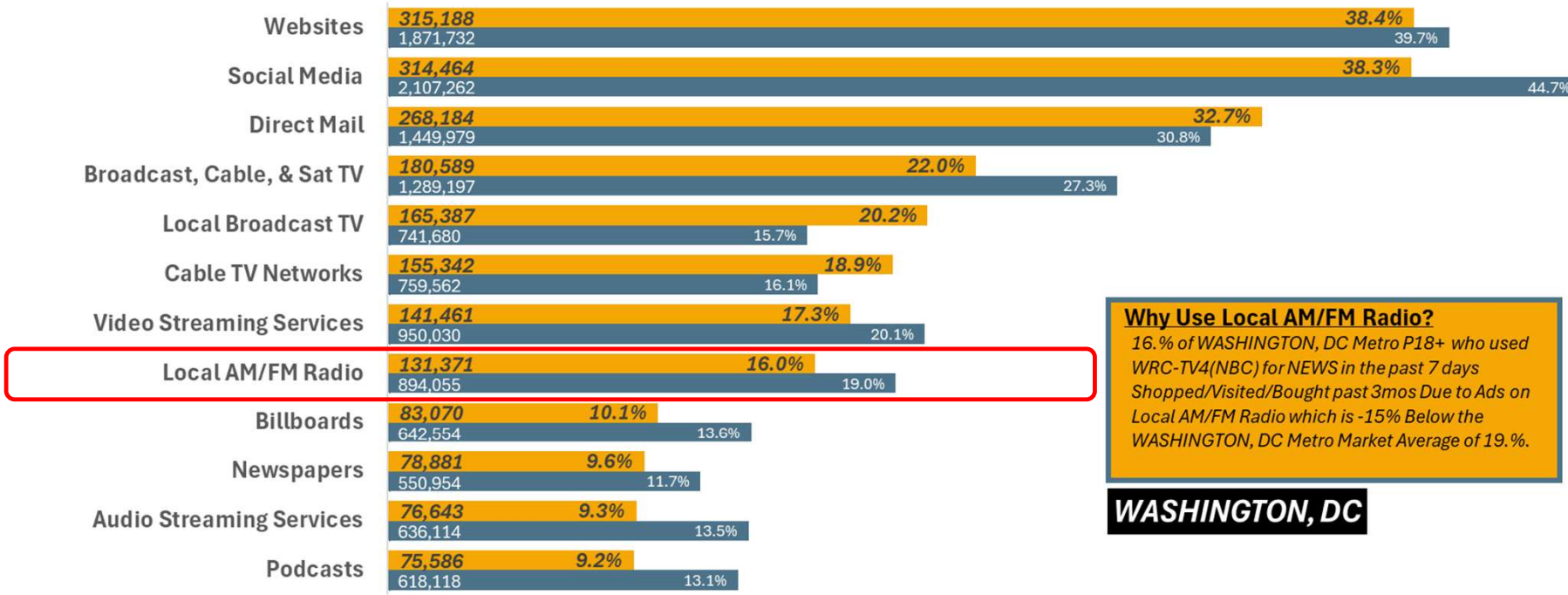
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(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

WDC

"Advertising Actions"

P18+ who used WRC-TV4(NBC) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.% of WASHINGTON, DC Metro P18+ who used WRC-TV4(NBC) for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 1069

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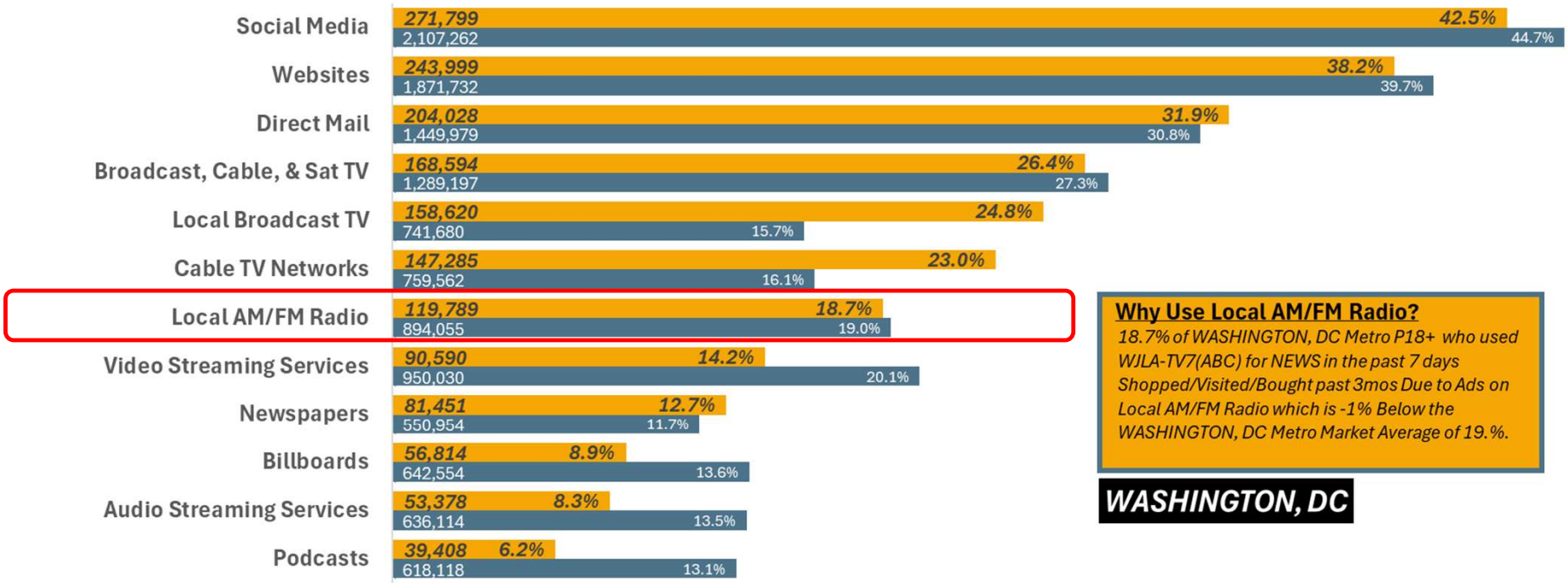
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(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

WDC

"Advertising Actions"

P18+ who used WJLA-TV7(ABC) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.7% of WASHINGTON, DC Metro P18+ who used WJLA-TV7(ABC) for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 838

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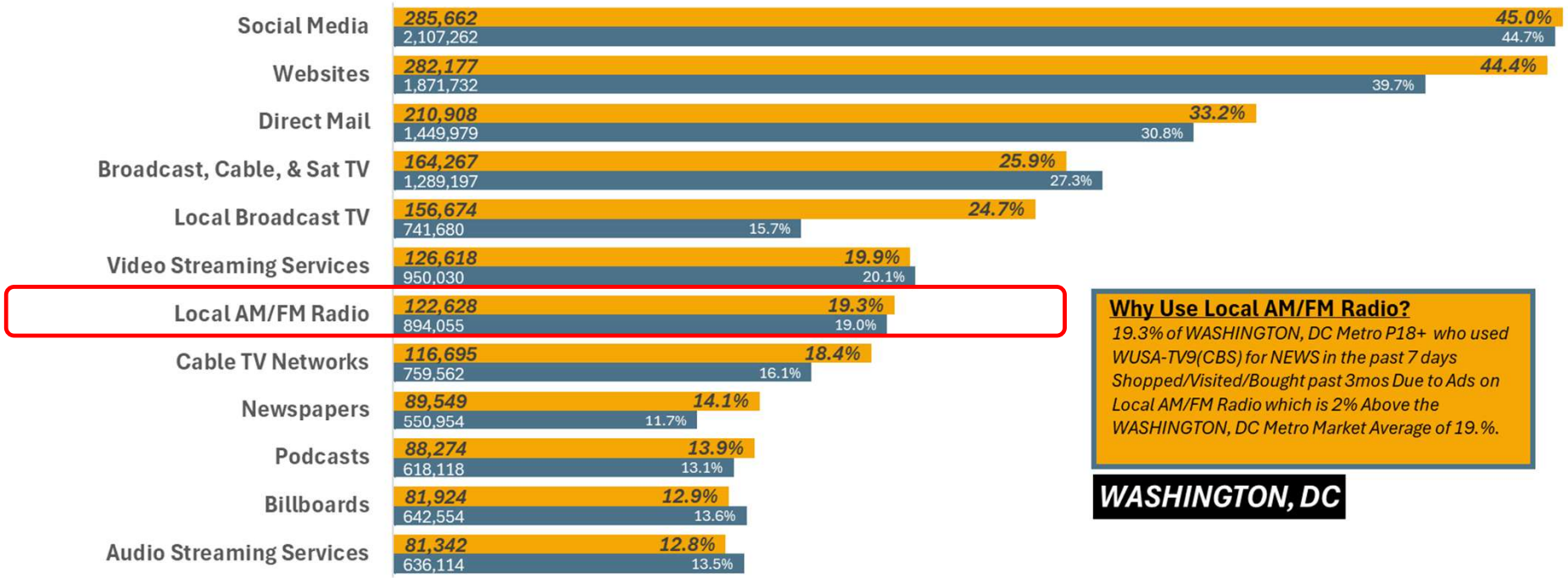
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(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

WDC

"Advertising Actions"

P18+ who used WUSA-TV9(CBS) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.3% of WASHINGTON, DC Metro P18+ who used WUSA-TV9(CBS) for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 751

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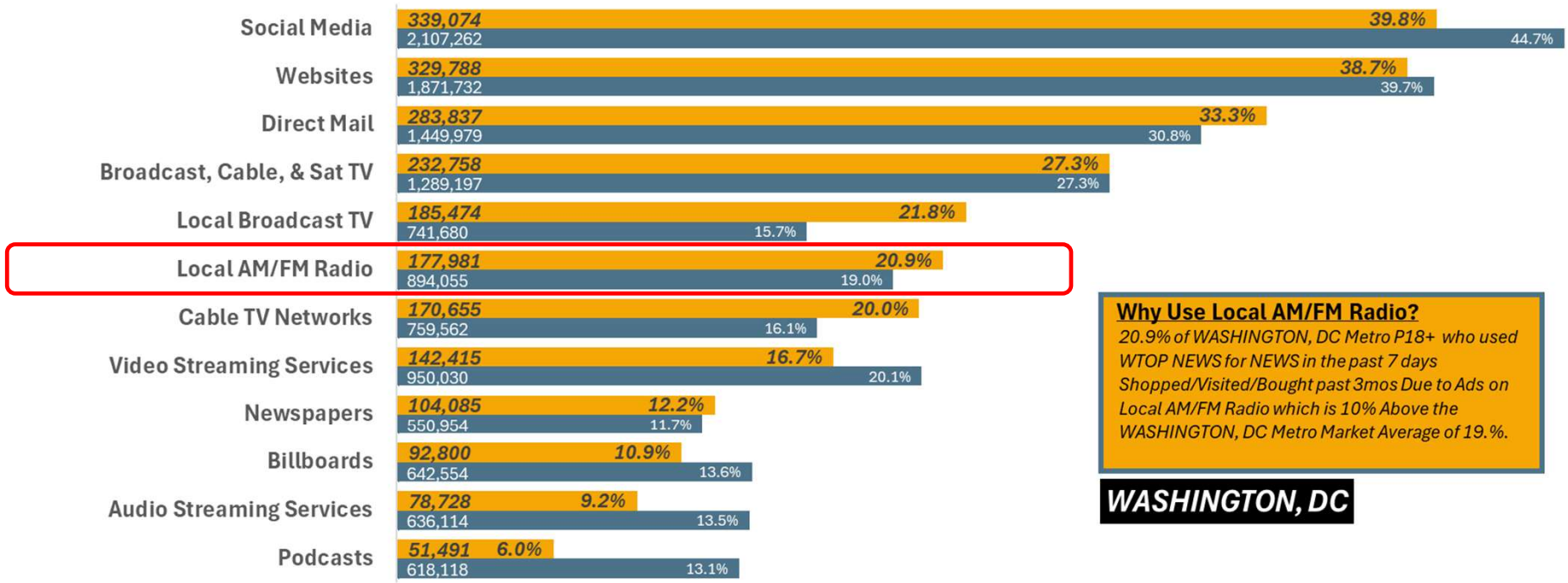
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(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

wtop news 103.5 FM WTOP.COM WDC

"Advertising Actions"

P18+ who used WTOP NEWS for NEWS 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 used WTOP NEWS for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 995

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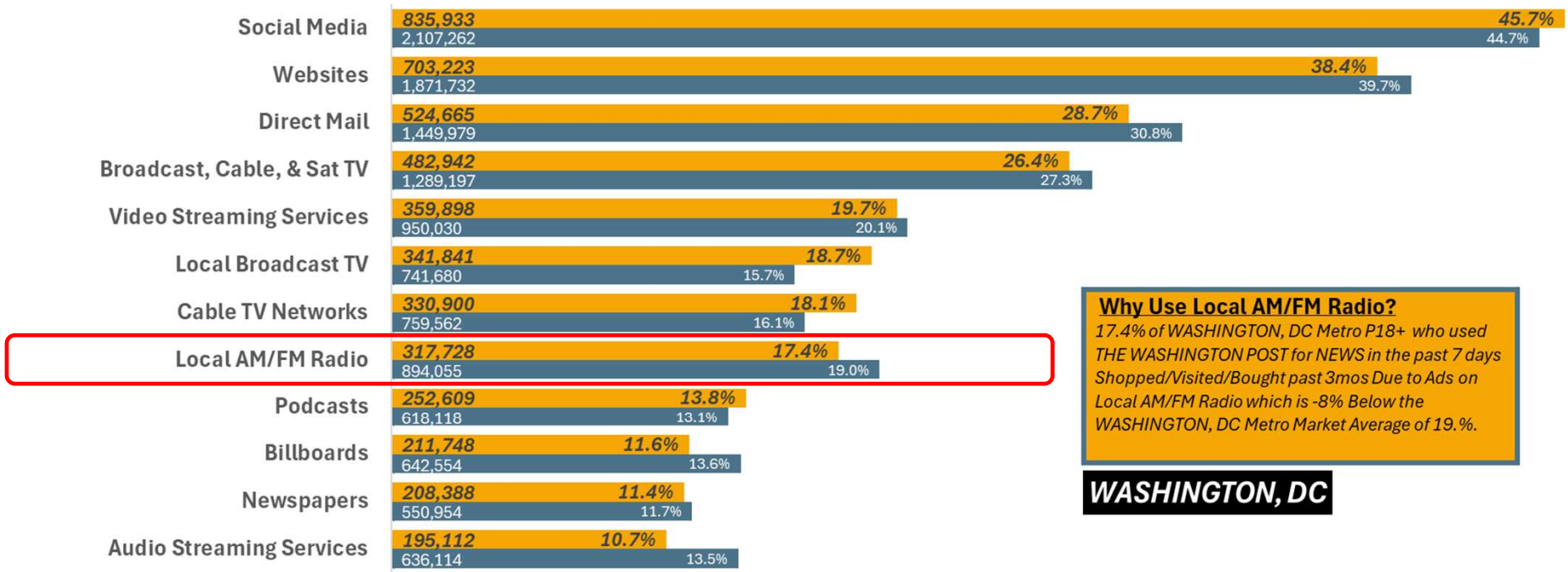
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(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

The Washington Post | WDC

"Advertising Actions"

P18+ who used THE WASHINGTON POST for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.4% of WASHINGTON, DC Metro P18+ who used THE WASHINGTON POST for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the WASHINGTON, DC Metro Market Average of 19.%.

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2025: Oct24-Aug25 Qual Intab: 2171

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