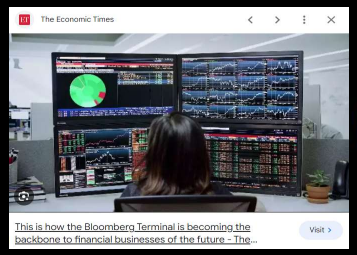
USA–5 Demos of the Seattle-Tacoma, WA DMA vs. the USA…

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles











P18+, P25-54, W25-54, M25-54, P50+

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

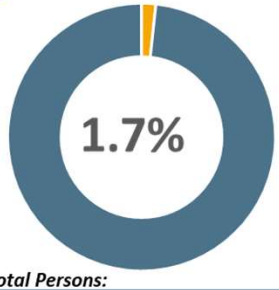
HUBBARD BROADCASTING INC. HB



P18+

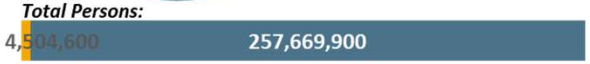
1.7% or 4,504,600 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 48.3 years old (1.2% younger than average) and have a $122,671 (33.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

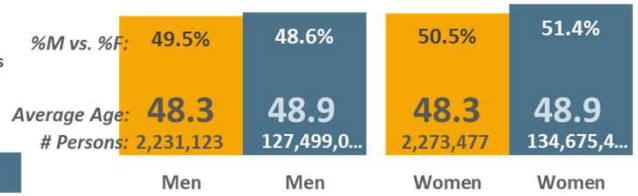


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

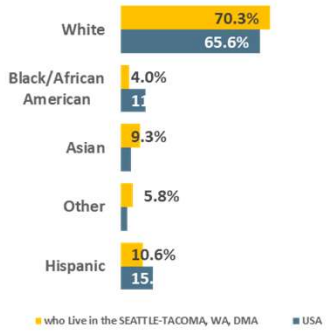
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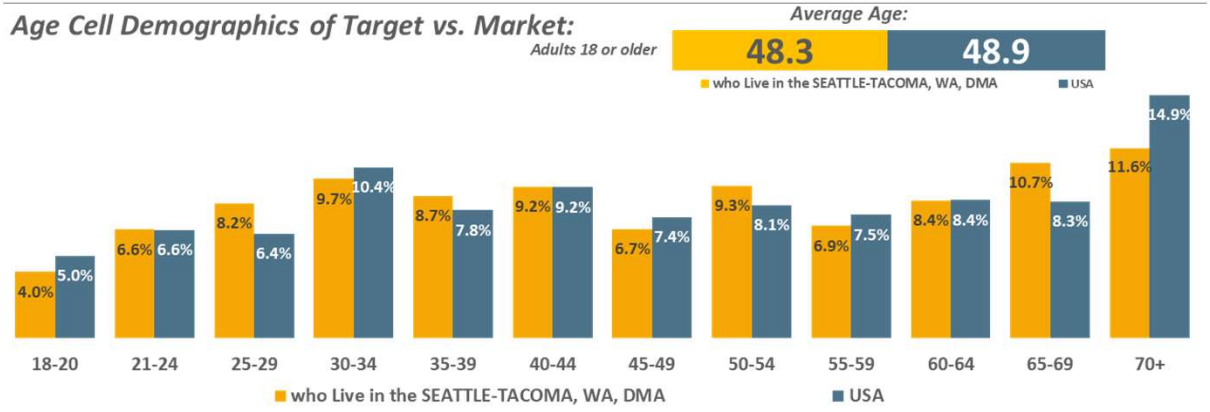
Gender of Target vs. Market: Adults 18 or older



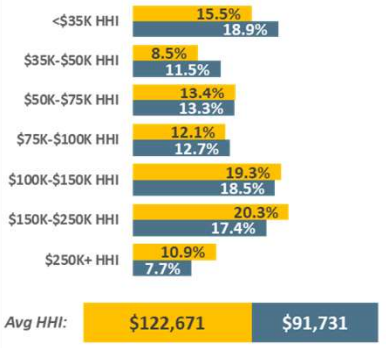
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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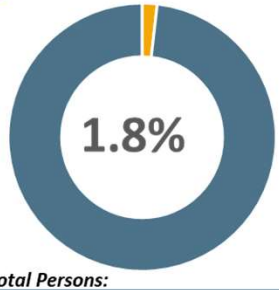
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



P25-54

1.8% or 2,330,884 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.8 years old (.5% younger than average) and have a $133,790 (32.1% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

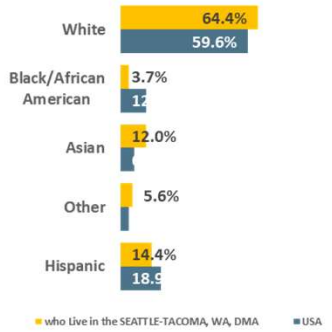
Total Persons:

2,330,884 | 126,813,970

Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	51.1%	49.8%	48.9%	50.2%
Average Age:	39.8	40.1	39.9	40.0
# Persons:	1,190,274	64,282,745	1,140,610	64,862,108

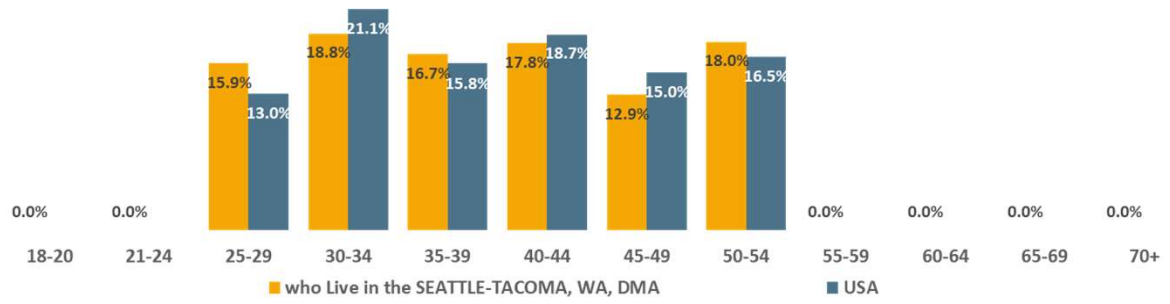
Ethnicity of Target vs. Market:



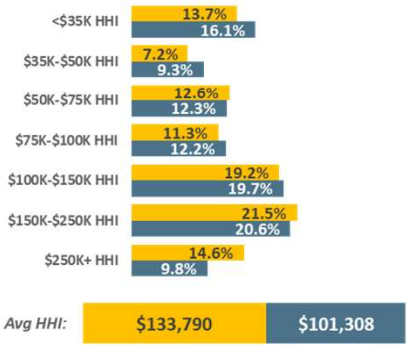
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	39.8	40.0

who Live in the SEATTLE-TACOMA, WA, DMA | USA



HHI of Target vs. Market:



Avg HHI:	$133,790	$101,308

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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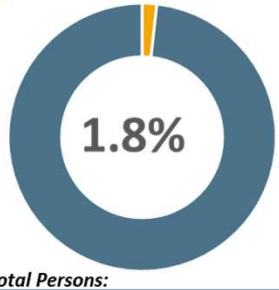
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



W25-54

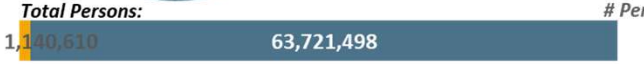
1.8% or 1,140,610 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.9 years old (.5% younger than average) and have a $120,402 (34.1% higher than average) annual household income.

Percent of Market: Women 25 - 54

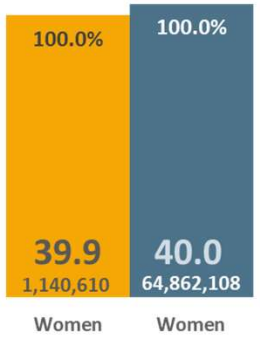


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

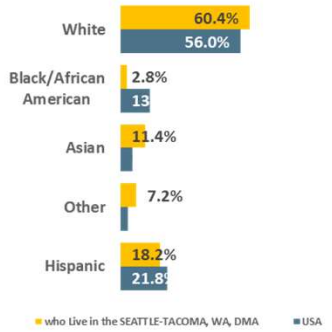
Total Persons:



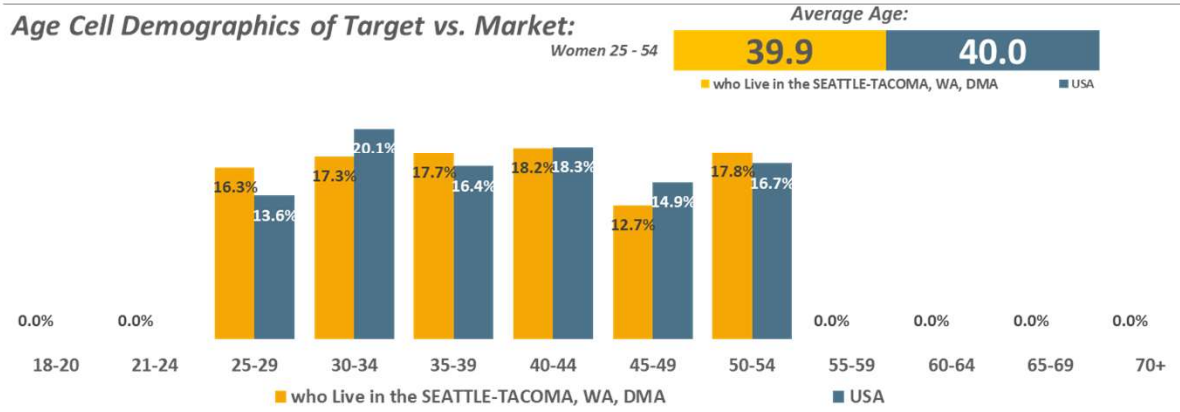
Gender of Target vs. Market: Women 25 - 54



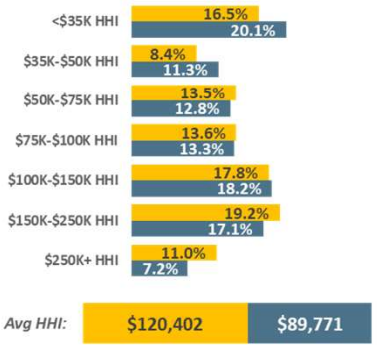
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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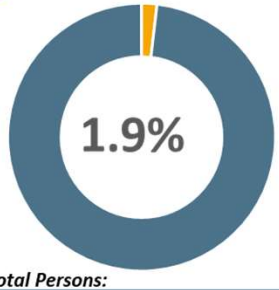
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



M25-54

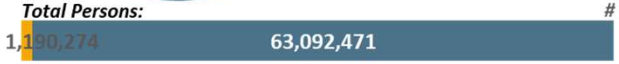
1.9% or 1,190,274 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.8 years old (.5% younger than average) and have a $146,619 (29.8% higher than average) annual household income.

Percent of Market: Men 25 - 54

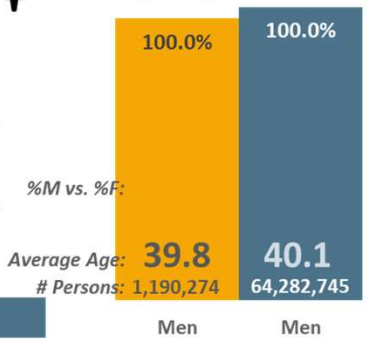


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

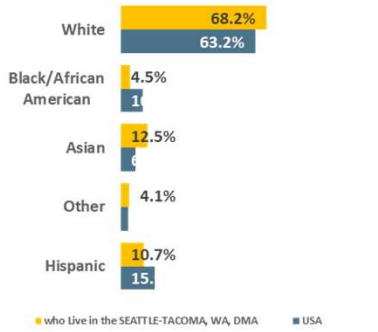
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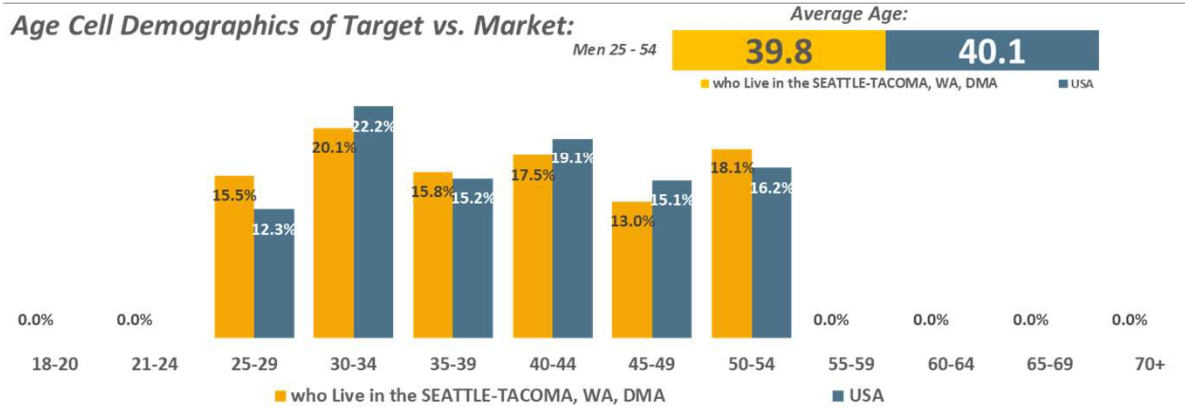
Gender of Target vs. Market: Men 25 - 54



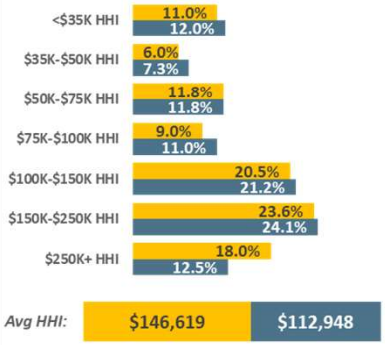
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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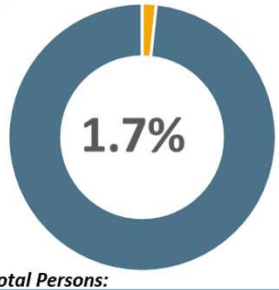
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P50+

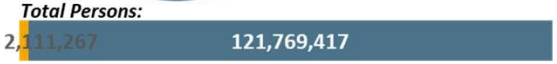
1.7% or 2,111,267 of USA Adults 50 or older Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA are 64.7 years old (1.4% younger than average) and have a $116,744 (33.2% higher than average) annual household income.

Percent of Market: Adults 50 or older

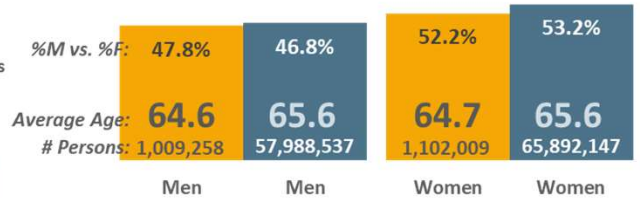


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMAs

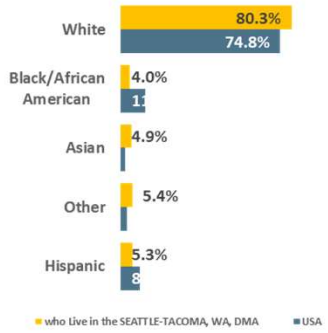
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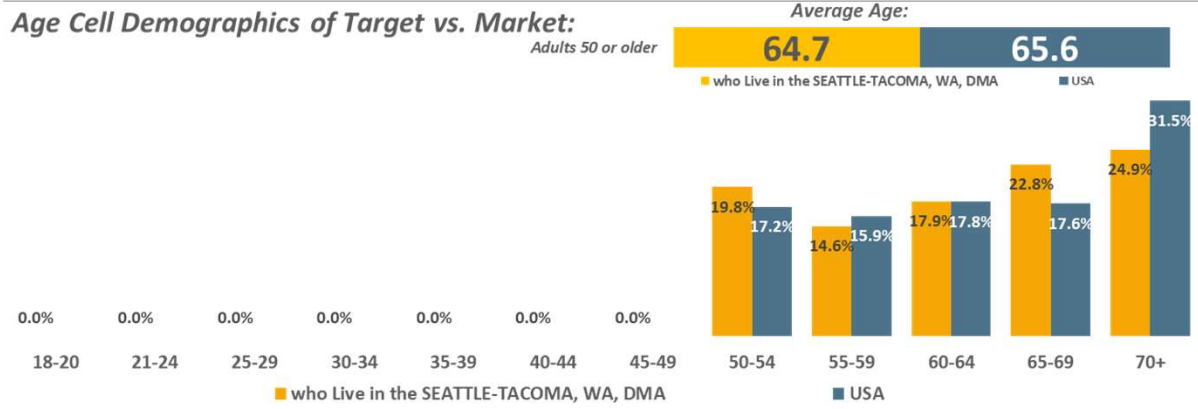
Gender of Target vs. Market: Adults 50 or older



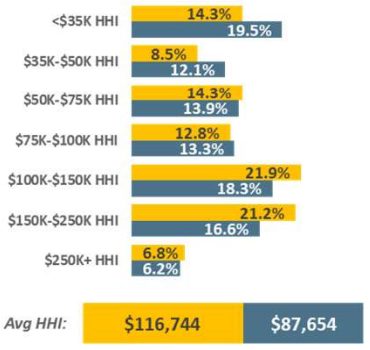
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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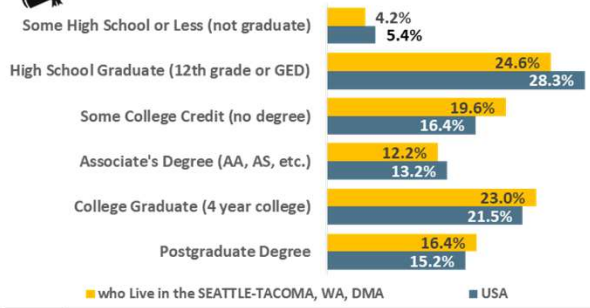
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



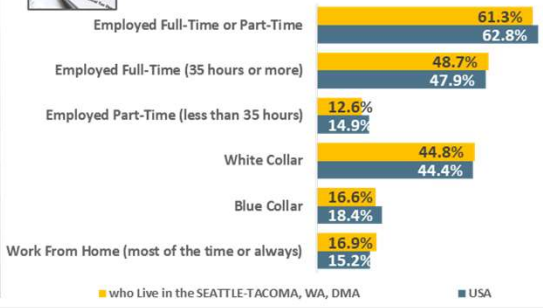
P18+

1.7% or 4,504,600 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.2% more likely to be a college graduate, 1.7% more likely to work full-time, 7.6% more likely to be married, 6.1% less likely to be a parent of 1 or more children under 18.

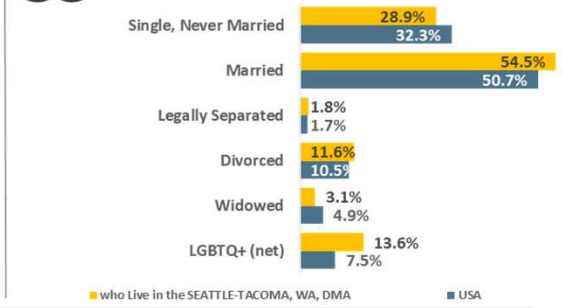
Education Levels: Adults 18 or older



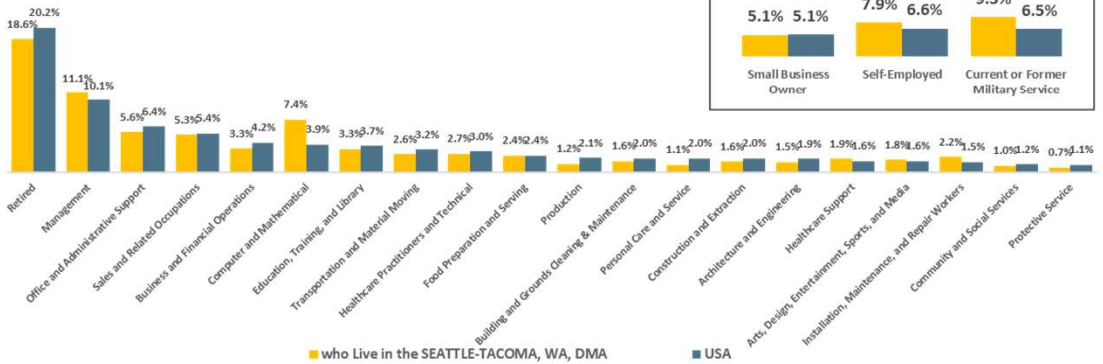
Employment: Adults 18 or older



Marital Status: Adults 18 or older

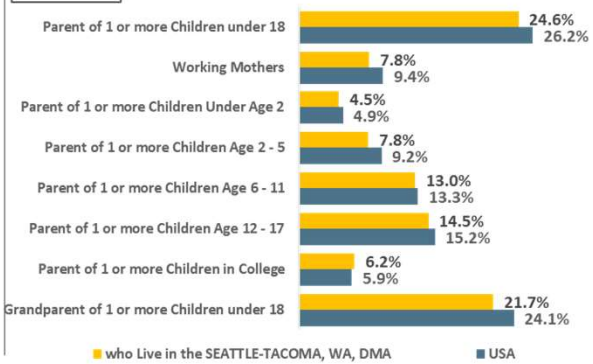


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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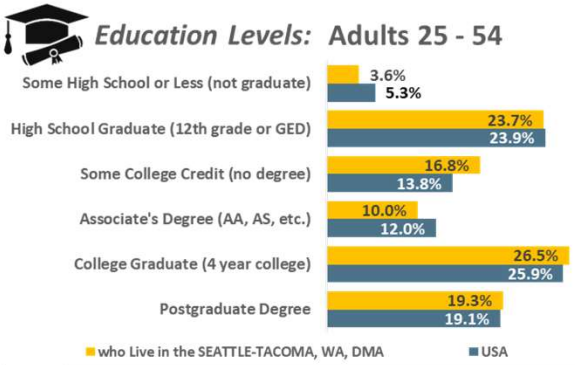
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



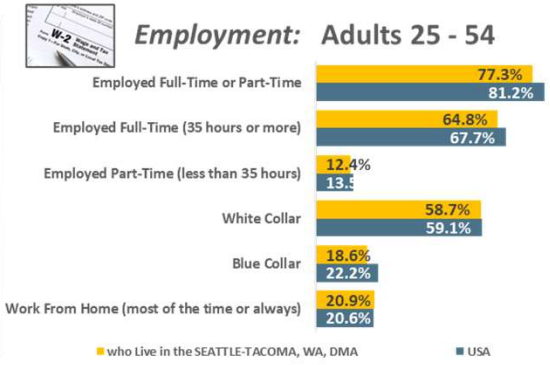
P25-54

1.8% or 2,330,884 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 2.% more likely to be a college graduate, 4.3% less likely to work full-time, 5.7% more likely to be married, 9.9% less likely to be a parent of 1 or more children under 18.

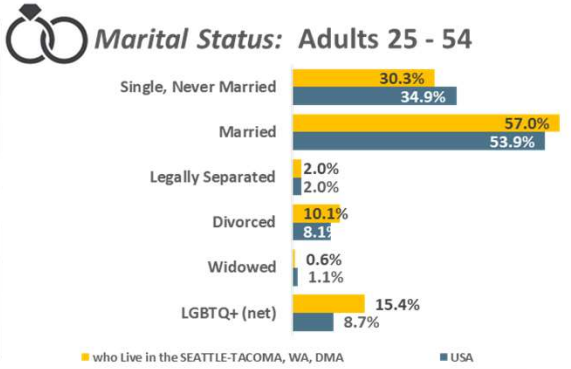
Education Levels: Adults 25 - 54



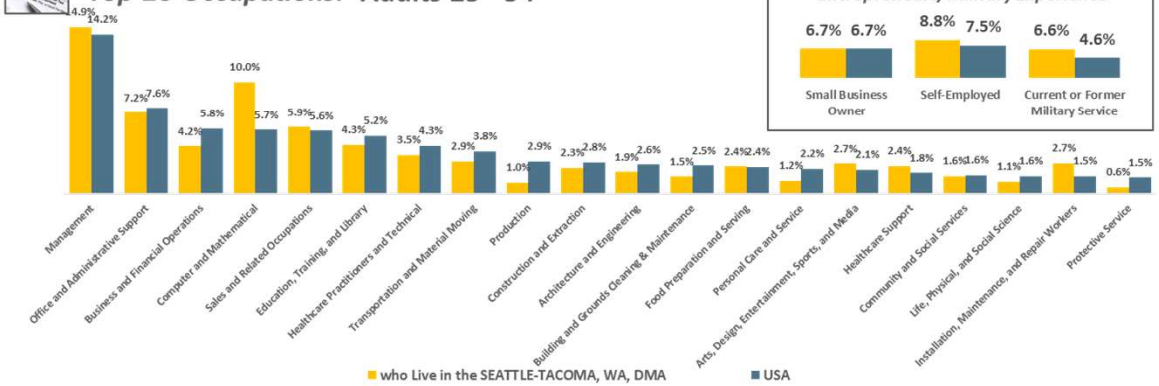
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

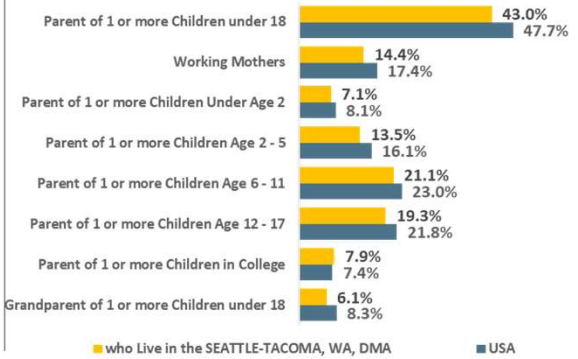


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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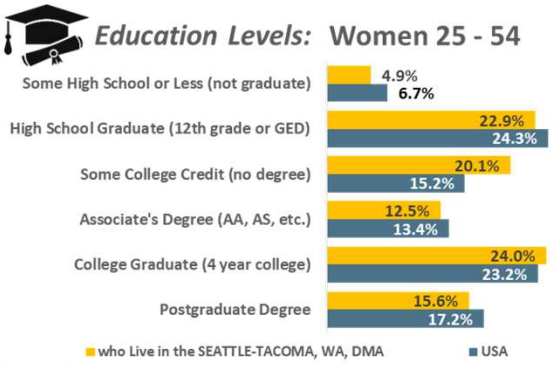
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



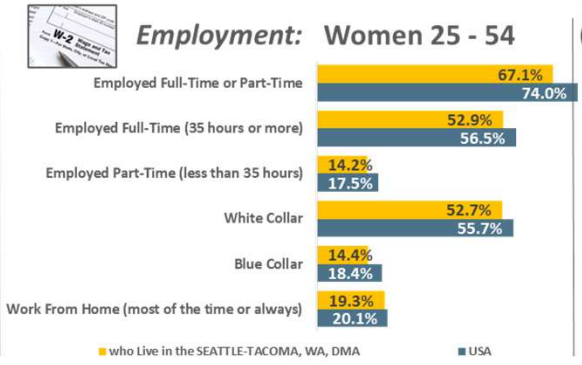
W25-54

1.8% or 1,140,610 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 1.9% less likely to be a college graduate, 6.4% less likely to work full-time, 7.5% more likely to be married, 15.6% less likely to be a grandparent of 1 or more children under 18.

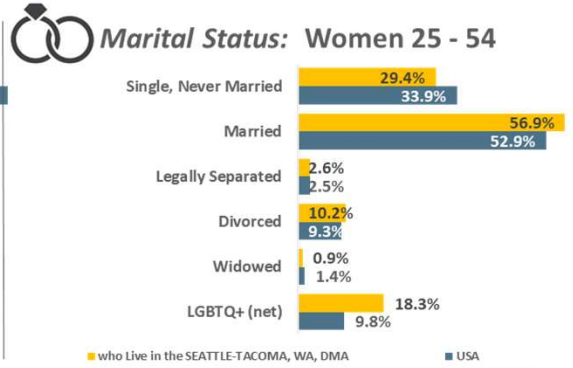
Education Levels: Women 25 - 54



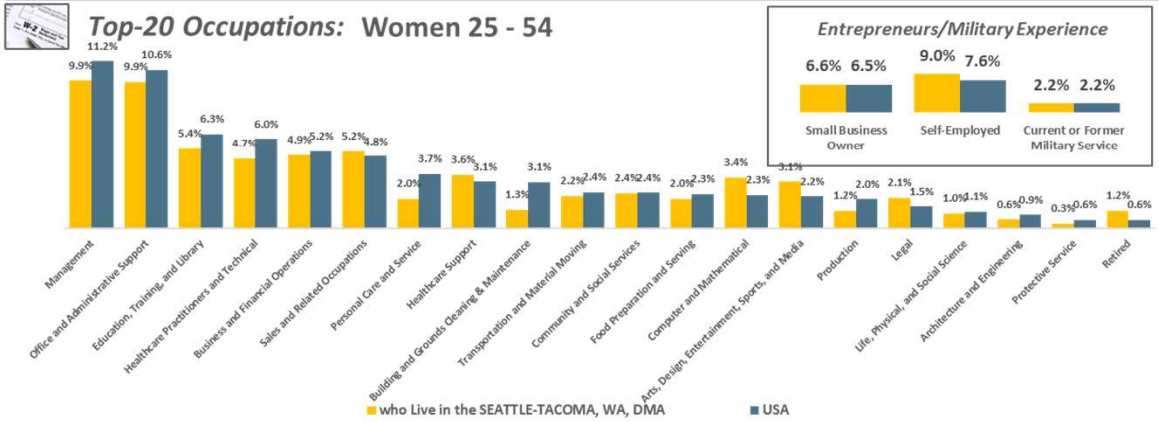
Employment: Women 25 - 54



Marital Status: Women 25 - 54

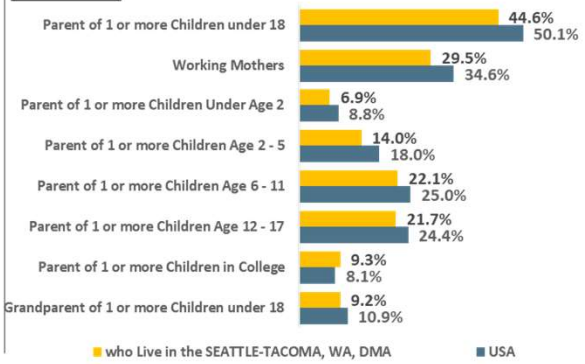


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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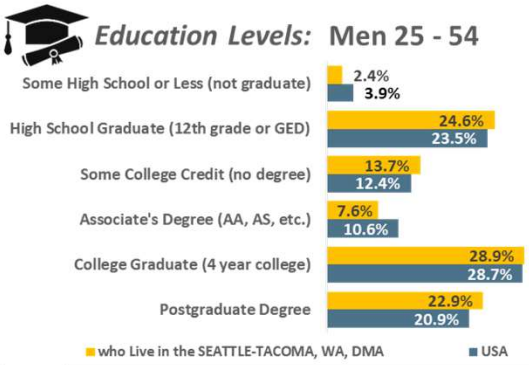
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



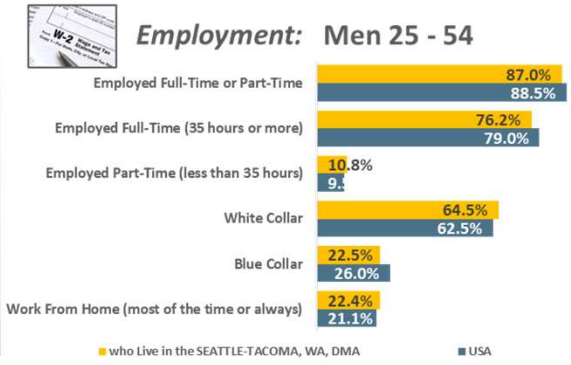
M25-54

1.9% or 1,190,274 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.6% more likely to be a college graduate, 3.4% less likely to work full-time, 4.% more likely to be married, 8.5% less likely to be a parent of 1 or more children under 18.

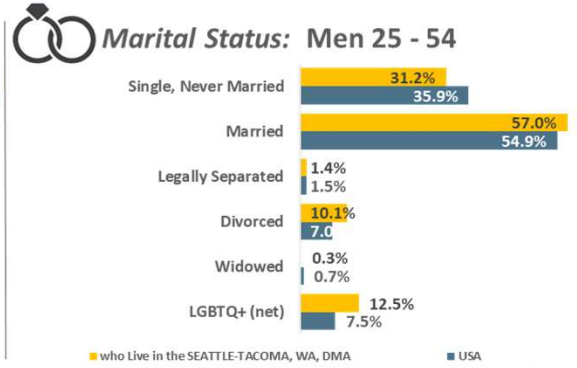
Education Levels: Men 25 - 54



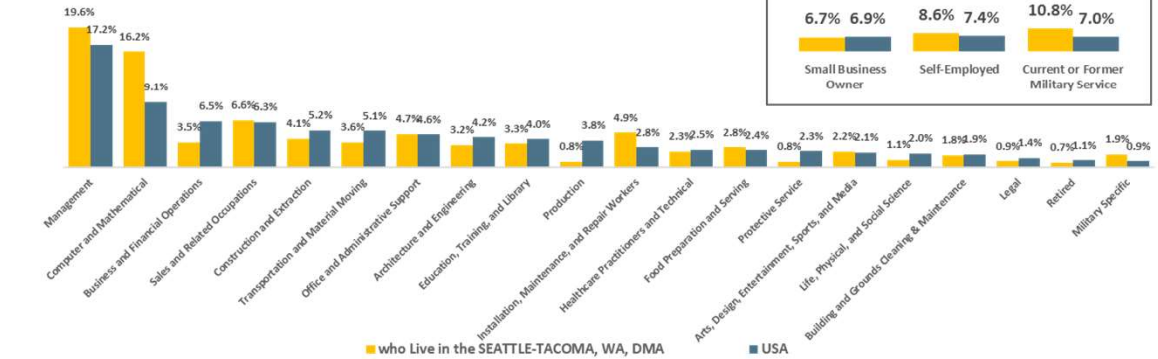
Employment: Men 25 - 54



Marital Status: Men 25 - 54

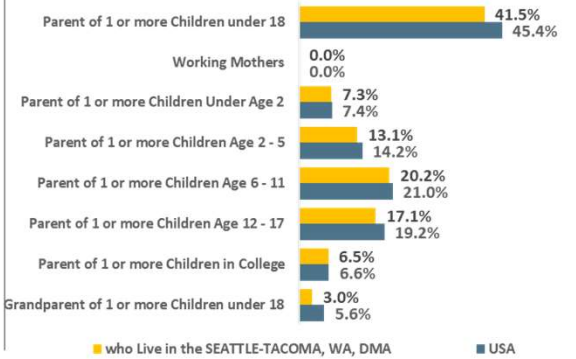


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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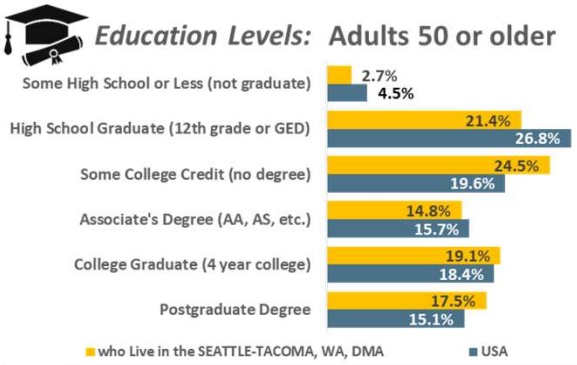
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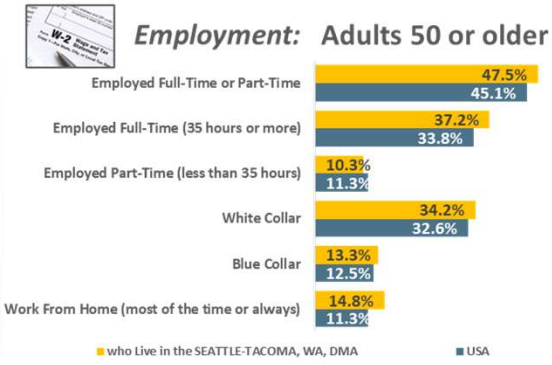
P50+

1.7% or 2,111,267 of USA Adults 50 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA are 9.3% more likely to be a college graduate, 10.1% more likely to work full-time, 5.8% more likely to be married, 6.% less likely to be a grandparent of 1 or more children under 18.

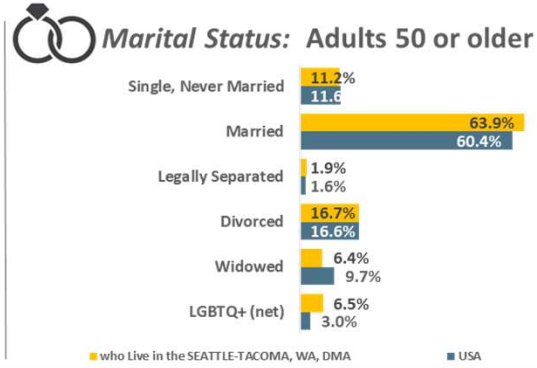
Education Levels: Adults 50 or older



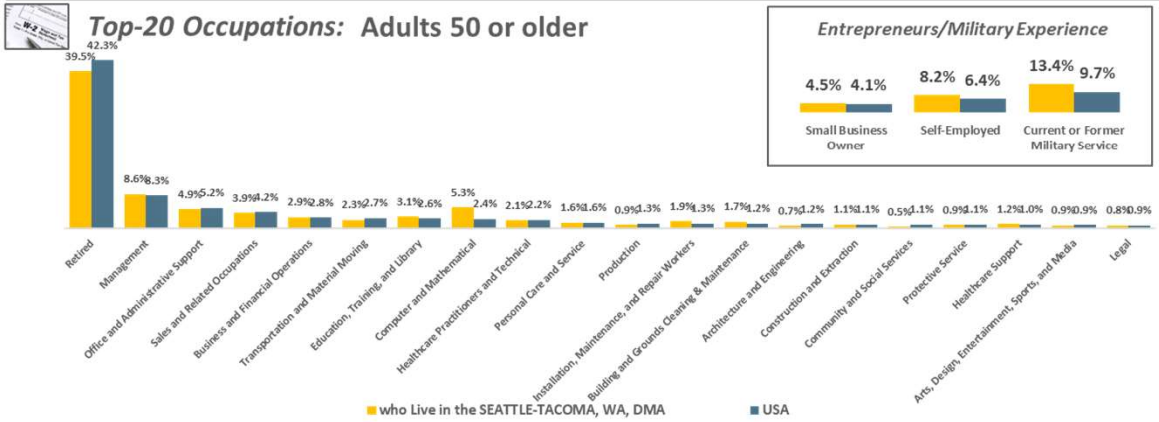
Employment: Adults 50 or older



Marital Status: Adults 50 or older

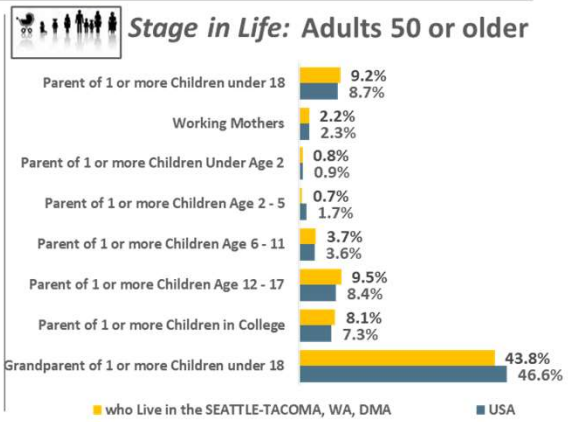


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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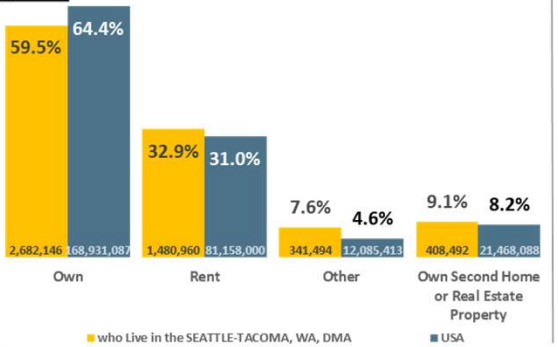
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



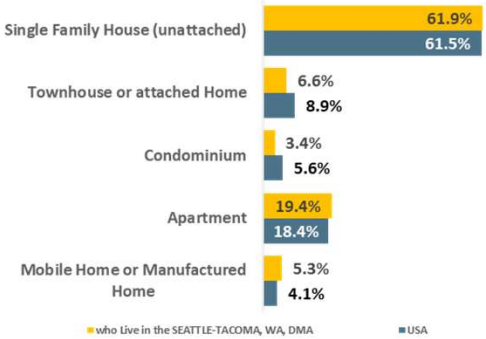
P18+

1.7% or 4,504,600 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.6% less likely to own their home, 91.5% more likely to own a higher valued home, .6% more likely to have a single-family home, 8.5% more likely to have a dog.

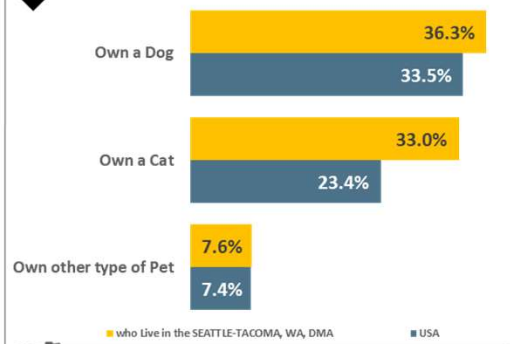
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



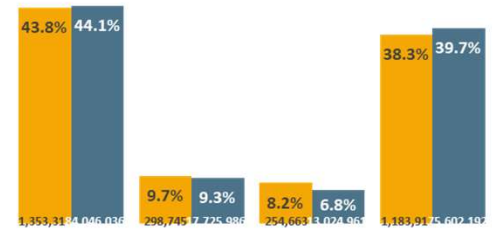
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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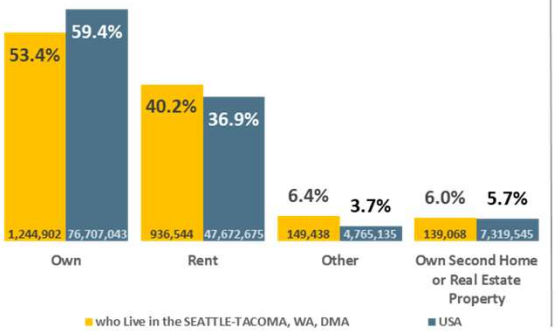
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



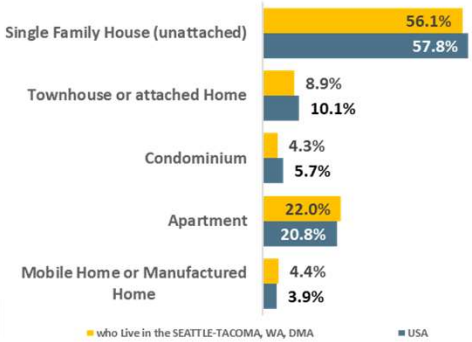
P25-54

1.8% or 2,330,884 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 10.1% less likely to own their home, 88.% more likely to own a higher valued home, 2.9% less likely to have a single-family home, 7.1% more likely to have a dog.

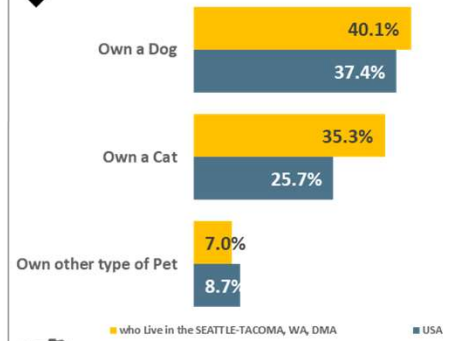
Own/Rent/Other: Adults 25 - 54



Type of Home: Adults 25 - 54



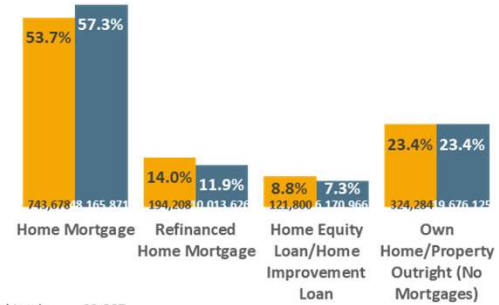
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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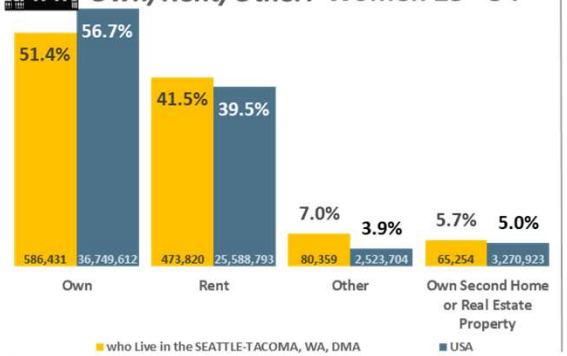
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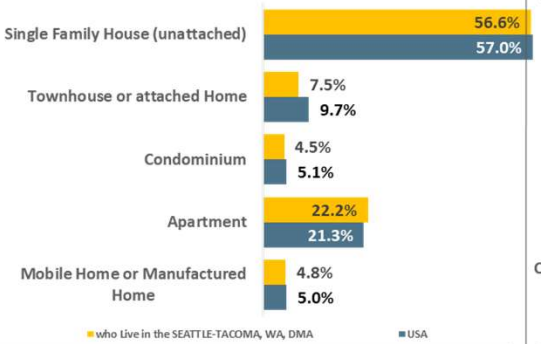
W25-54

1.8% or 1,140,610 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 9.3% less likely to own their home, 86.2% more likely to own a higher valued home, .7% less likely to have a single-family home, 11.4% more likely to have a dog.

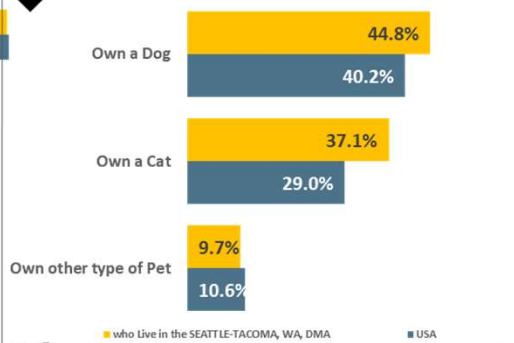
Own/Rent/Other: Women 25 - 54



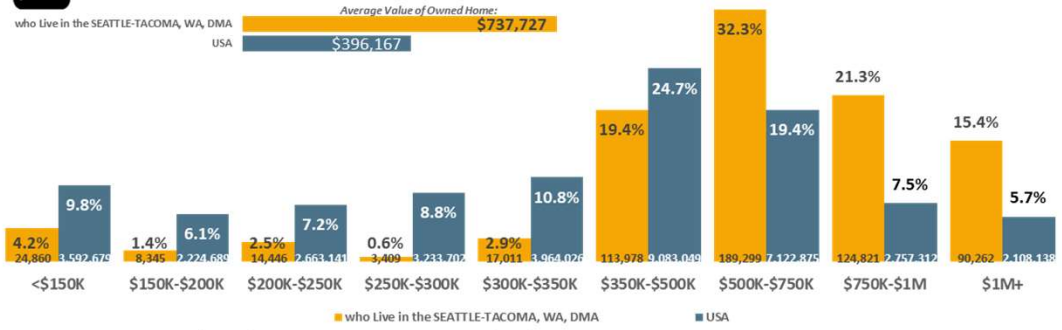
Type of Home: Women 25 - 54



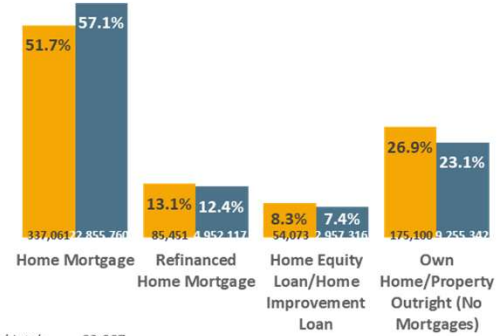
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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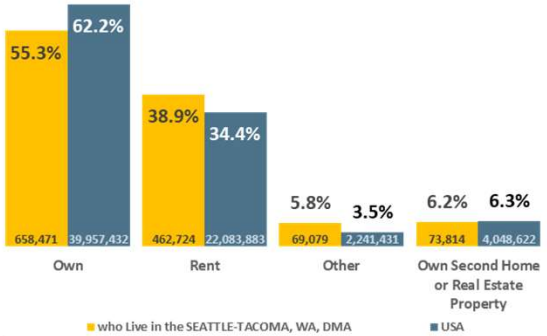
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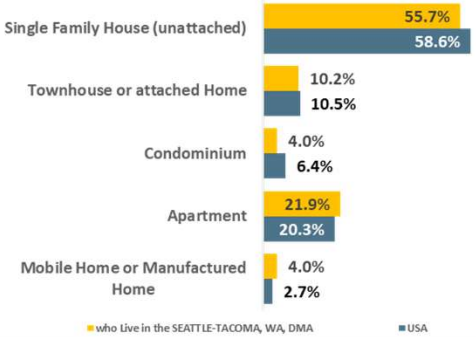
M25-54

1.9% or 1,190,274 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 11.% less likely to own their home, 89.1% more likely to own a higher valued home, 4.9% less likely to have a single-family home, 2.7% more likely to have a dog.

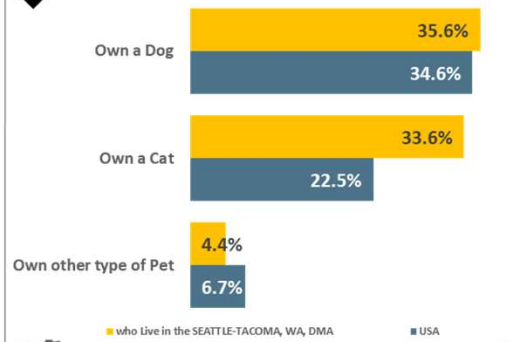
Own/Rent/Other: Men 25 - 54



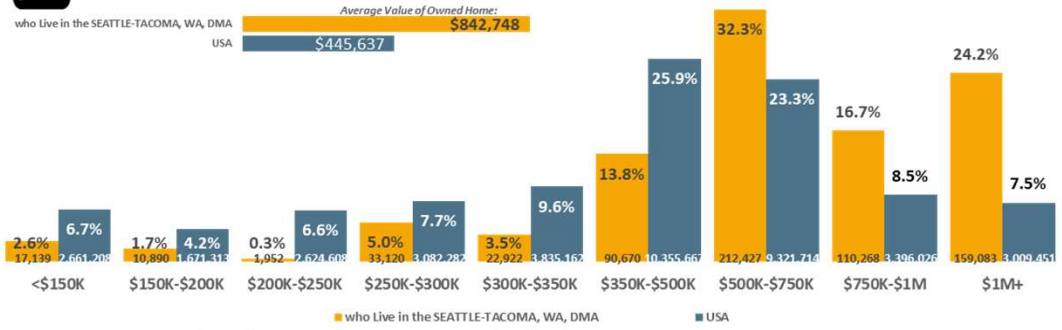
Type of Home: Men 25 - 54



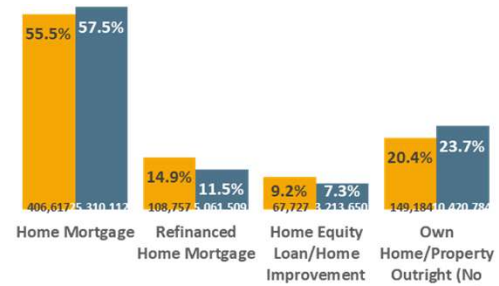
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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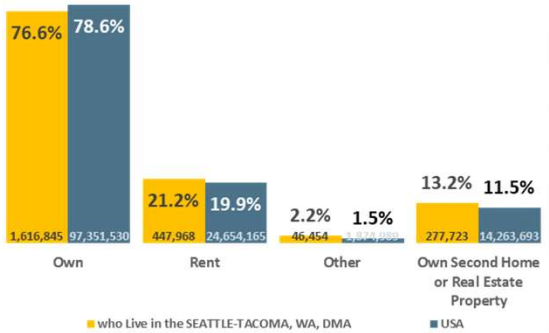
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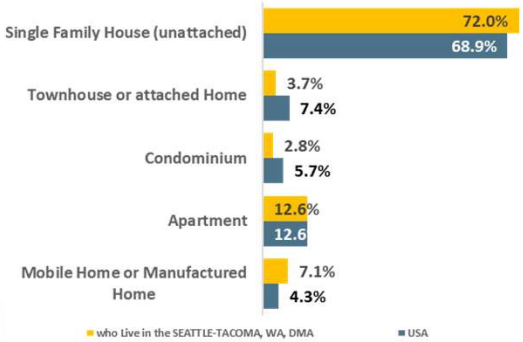
P50+

1.7% or 2,111,267 of USA Adults 50 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA are 2.5% less likely to own their home, 91.6% more likely to own a higher valued home, 4.6% more likely to have a single-family home, 17.9% more likely to have a dog.

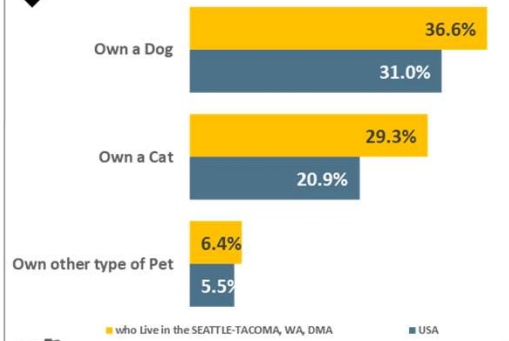
Own/Rent/Other: Adults 50 or older



Type of Home: Adults 50 or older



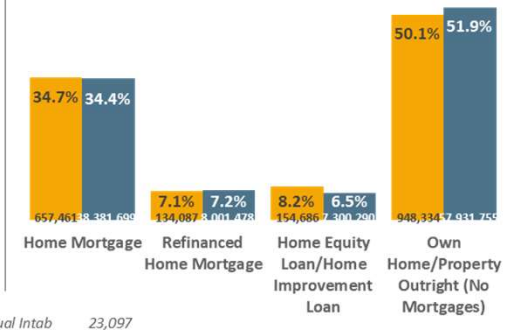
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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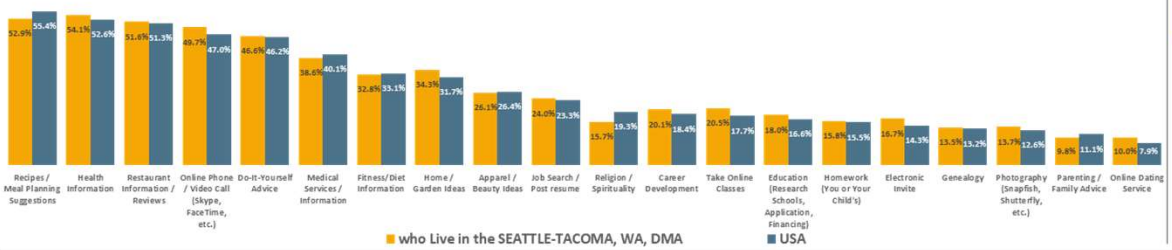
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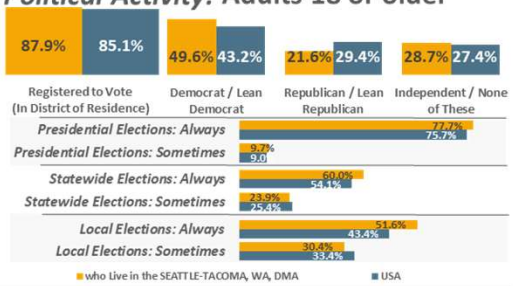
P18+

1.7% or 4,504,600 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 1.% more likely to look up D-I-Y advice online, 18.8% more likely to always vote in local elections, 2.% less likely to belong to a gym, 17.5% more likely to fly domestic past yr.

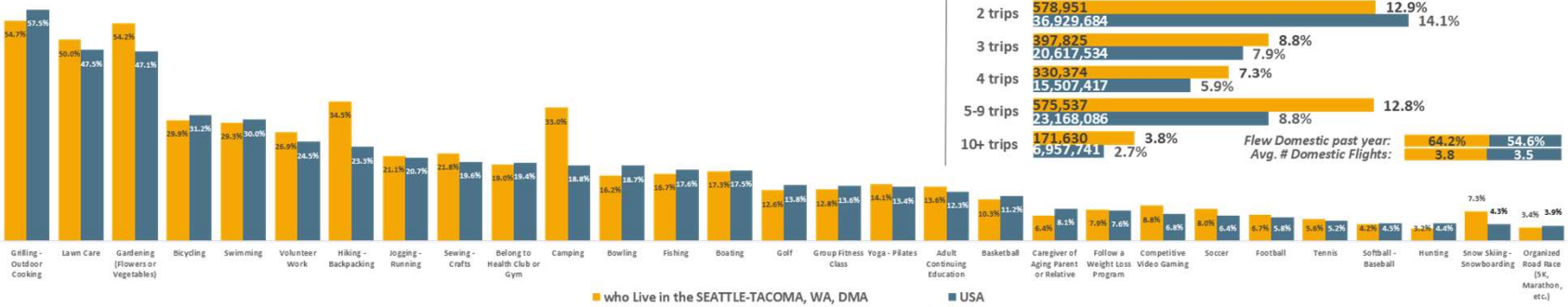
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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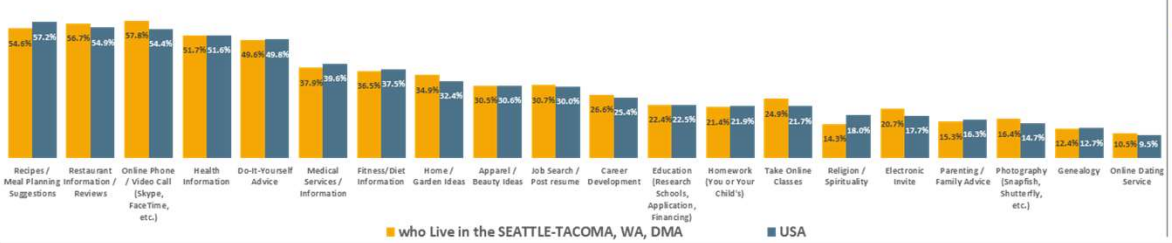
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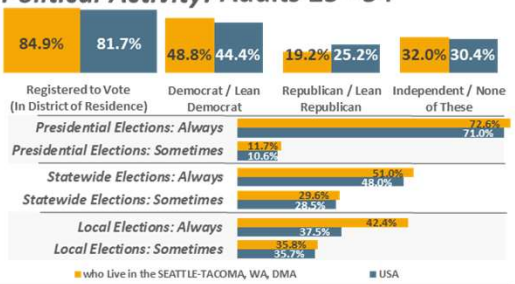
P25-54

1.8% or 2,330,884 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are .4% less likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, .6% less likely to belong to a gym, 18.2% more likely to fly domestic past yr.

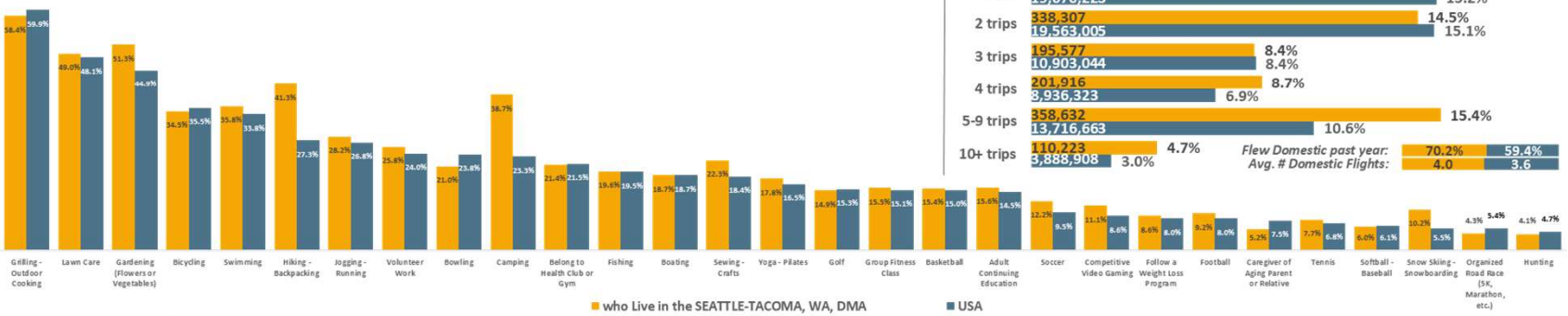
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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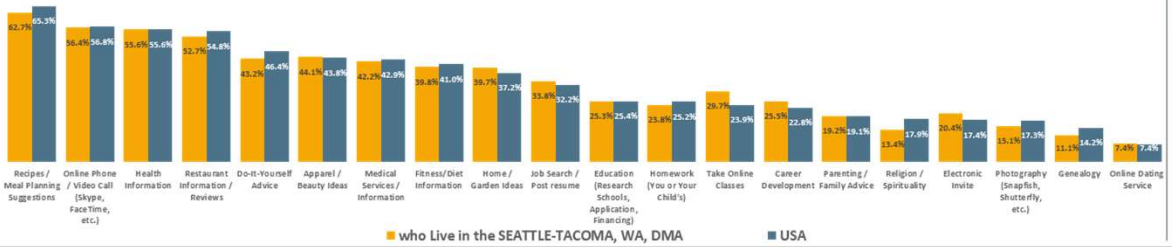
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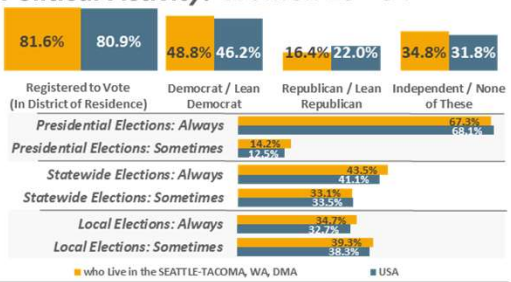
W25-54

1.8% or 1,140,610 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.9% less likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 4.3% more likely to belong to a gym, 20.8% more likely to fly domestic past yr.

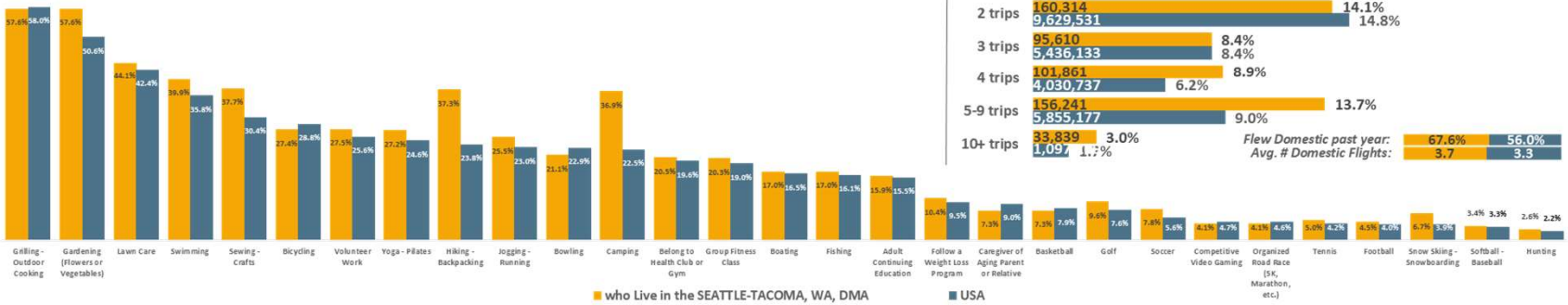
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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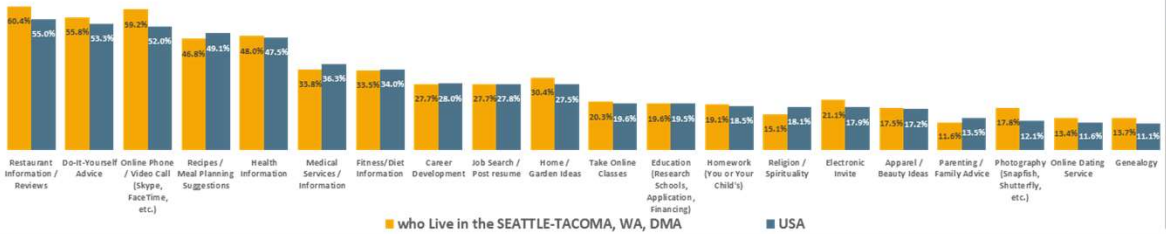
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



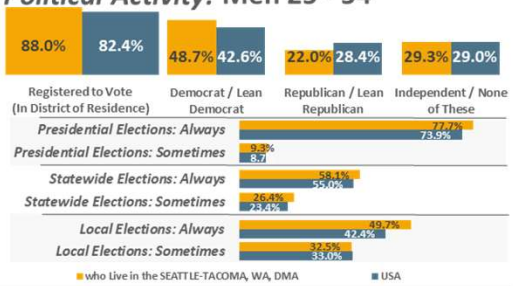
M25-54

1.9% or 1,190,274 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.8% more likely to look up D-I-Y advice online, 17.2% more likely to always vote in local elections, 4.9% less likely to belong to a gym, 15.7% more likely to fly domestic past yr.

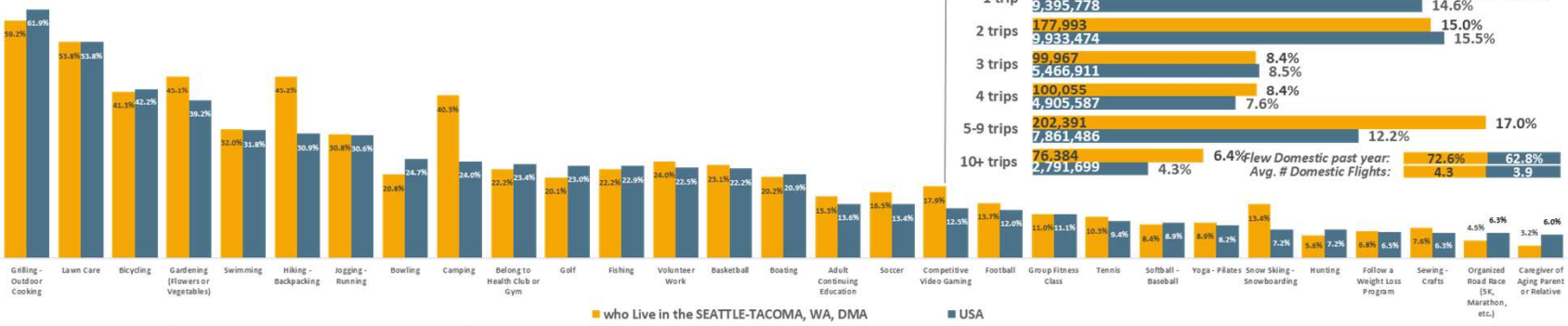
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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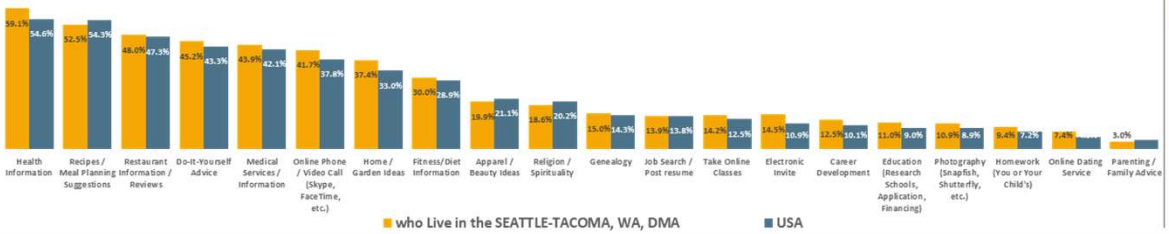
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



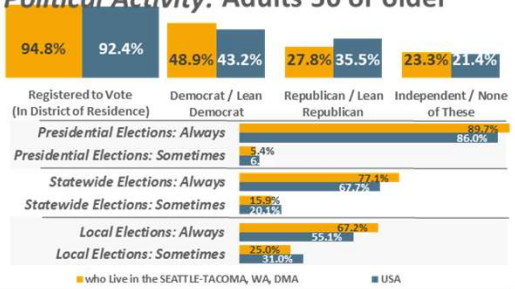
P50+

1.7% or 2,111,267 of USA Adults 50 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.5% more likely to look up D-I-Y advice online, 21.9% more likely to always vote in local elections, 2.2% less likely to belong to a gym, 18.7% more likely to fly domestic past yr.

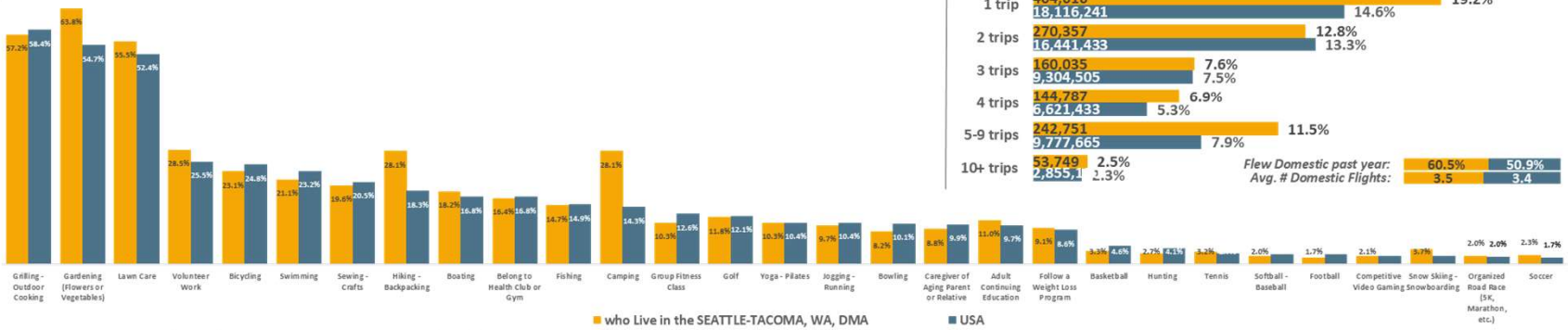
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097



P18+

1.7% or 4,504,600 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 5.1% less likely to use QSRs past mo., 5.6% less likely to use Sit-Down Restaurants past mo., 26.% more likely to use Casinos past yr., 6.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
83.4% 87.8%
3,756,709 230,275,3 61

Avg. Monthly QSR Meals:
5.1 6.4

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



Total Monthly Sit-Down Restaurant Users:
70.7% 74.9%
3,182,588 196,264,7 09

Avg. Monthly Sit-Down Restaurant Meals:
3.6 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



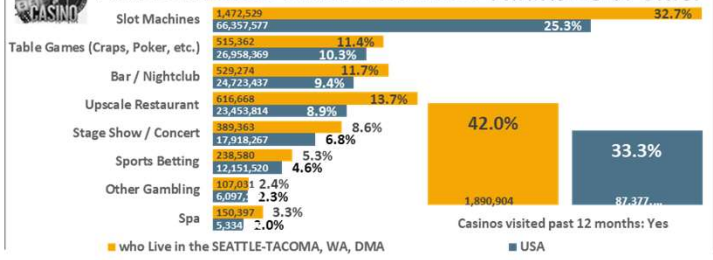
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the SEATTLE-TACOMA, WA, DMA 784,696 17.4%
USA 18.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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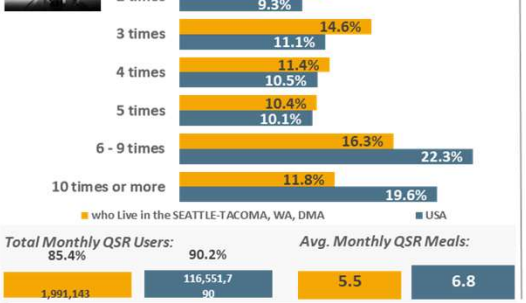


P25-54

1.8% or 2,330,884 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 5.3% less likely to use QSRs past mo., 6.5% less likely to use Sit-Down Restaurants past mo., 28.1% more likely to use Casinos past yr., 22.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



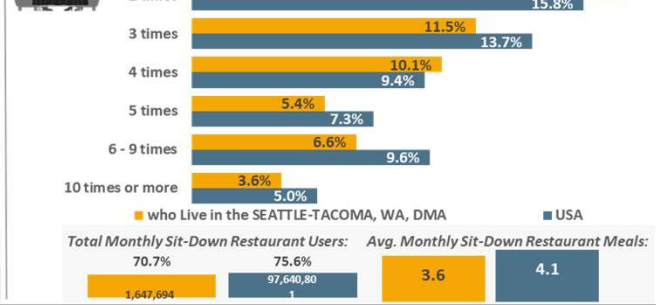


Total Monthly QSR Users:
85.4% 90.2%
1,991,143 116,551,790

Avg. Monthly QSR Meals:
5.5 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54





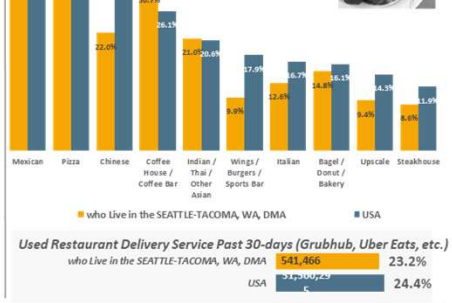
Total Monthly Sit-Down Restaurant Users:
70.7% 75.6%
1,647,694 97,640,801

Avg. Monthly Sit-Down Restaurant Meals:
3.6 4.1

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)





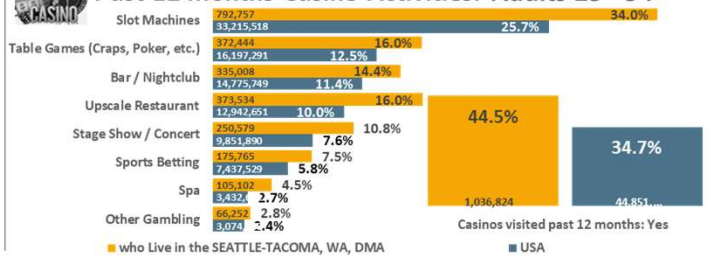
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the SEATTLE-TACOMA, WA, DMA 541,466 23.2%
USA 24.4%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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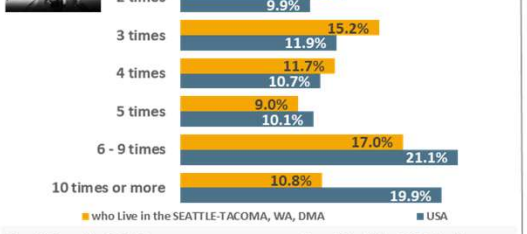


W25-54

1.8% or 1,140,610 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.8% less likely to use QSRs past mo., 6.2% less likely to use Sit-Down Restaurants past mo., 30.% more likely to use Casinos past yr., 21.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



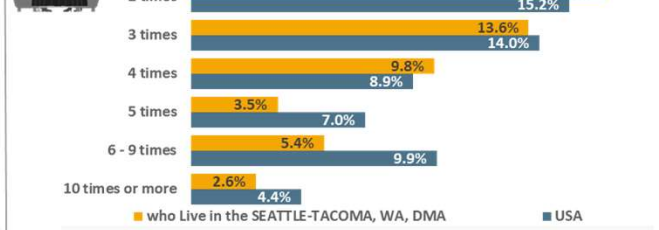


Total Monthly QSR Users:
87.2%
91.5%
994,397
59,368,92
0

Avg. Monthly QSR Meals:
5.3
6.7

Past 30-days Sit-Down Restaurant Users: Women 25 - 54





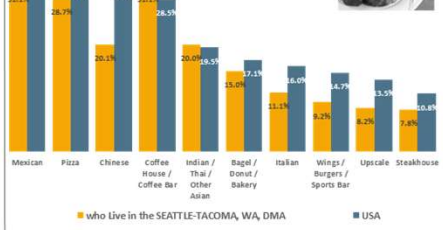
Total Monthly Sit-Down Restaurant Users:
70.2%
74.8%
800,578
48,526,41
9

Avg. Monthly Sit-Down Restaurant Meals:
3.3
4.0

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





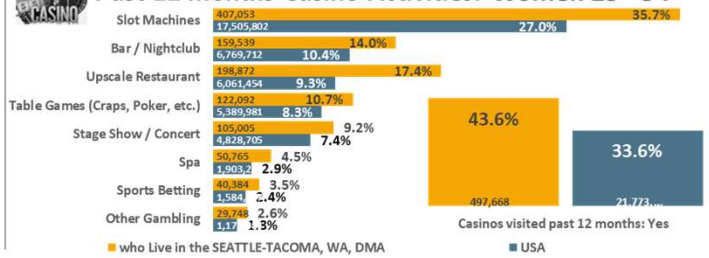
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the SEATTLE-TACOMA, WA, DMA 272,612 23.9%
USA 27.4%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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M25-54

1.9% or 1,190,274 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 5.9% less likely to use QSRs past mo., 6.9% less likely to use Sit-Down Restaurants past mo., 26.2% more likely to use Casinos past yr., 23.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

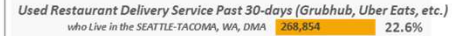


Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

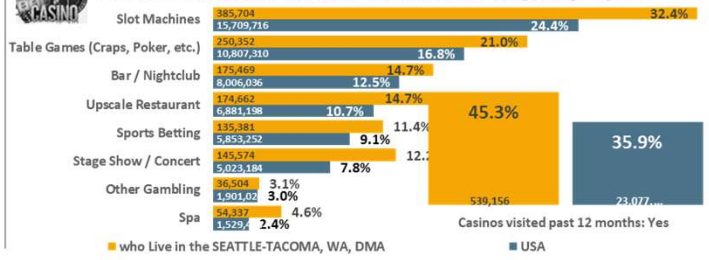


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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P50+

1.7% or 2,111,267 of USA Adults 50 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.9% less likely to use QSRs past mo., 4.8% less likely to use Sit-Down Restaurants past mo., 25.1% more likely to use Casinos past yr., 9.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



Total Monthly QSR Users:
80.1% 84.3%
1,691,238 104,382,803

Avg. Monthly QSR Meals:
4.3 5.7

Past 30-days Sit-Down Restaurant Users: Adults 50 or older



Total Monthly Sit-Down Restaurant Users:
71.2% 74.8%
1,502,945 92,678,607

Avg. Monthly Sit-Down Restaurant Meals:
3.3 4.1

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



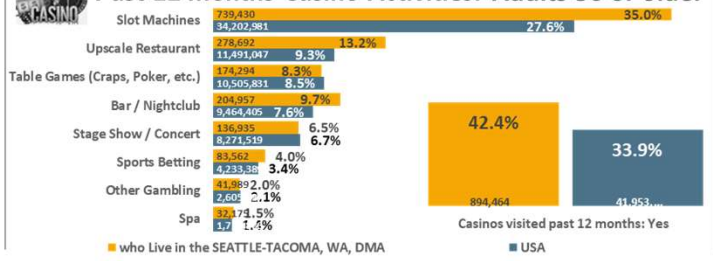
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the SEATTLE-TACOMA, WA, DMA 193,449 9.2%
USA 10.5%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



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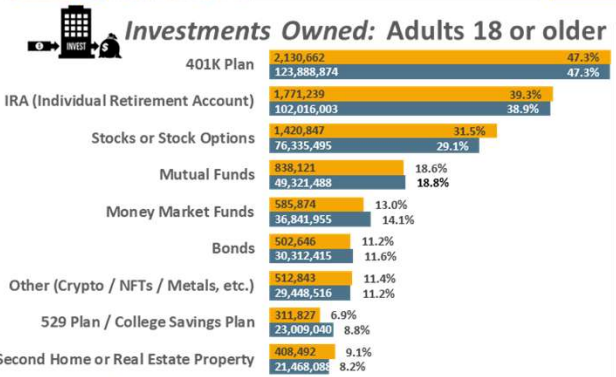
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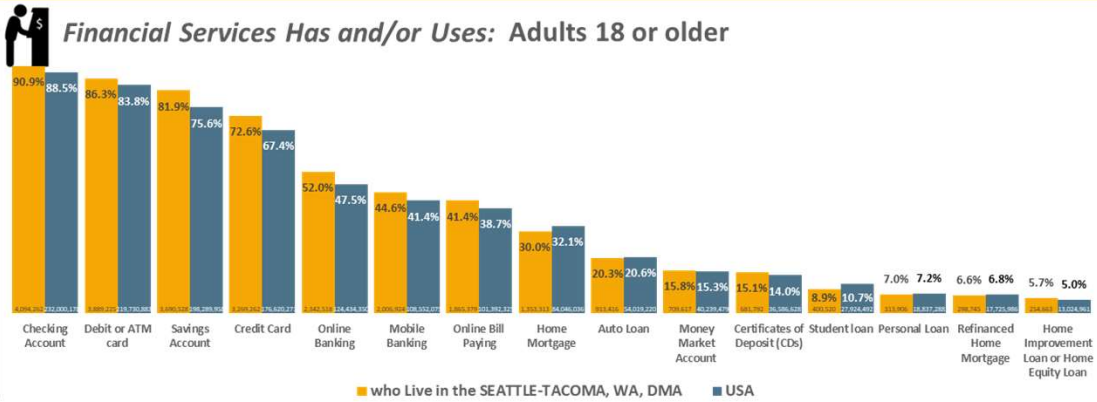
P18+

1.7% or 4,504,600 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are .1% more likely to have a 401K, 1.6% less likely to have an Auto Loan, 11.9% more likely to Invest/Trade Stocks Online, 5.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

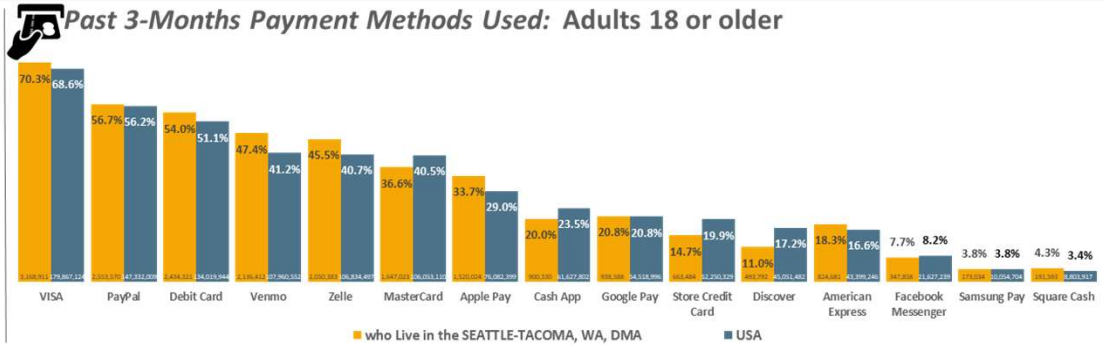


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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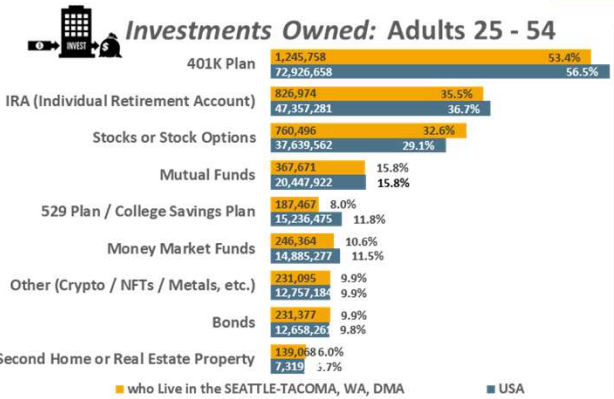
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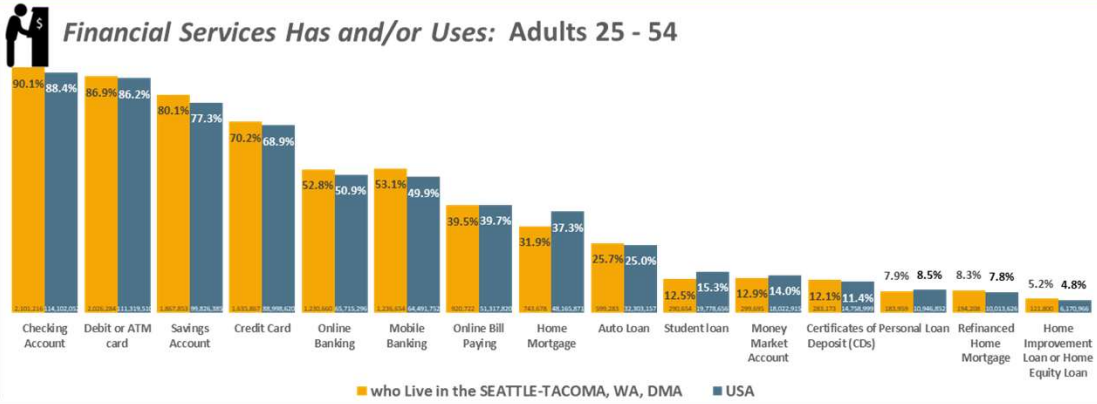
P25-54

1.8% or 2,330,884 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 5.4% less likely to have a 401K, 2.8% more likely to have an Auto Loan, 14.1% more likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

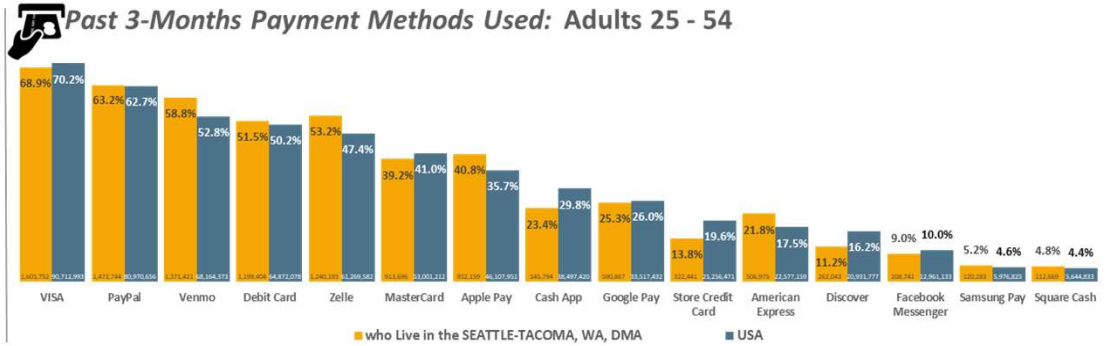


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



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W25-54

1.8% or 1,140,610 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 1.6% less likely to have a 401K, 6.9% more likely to have an Auto Loan, 23.7% more likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.

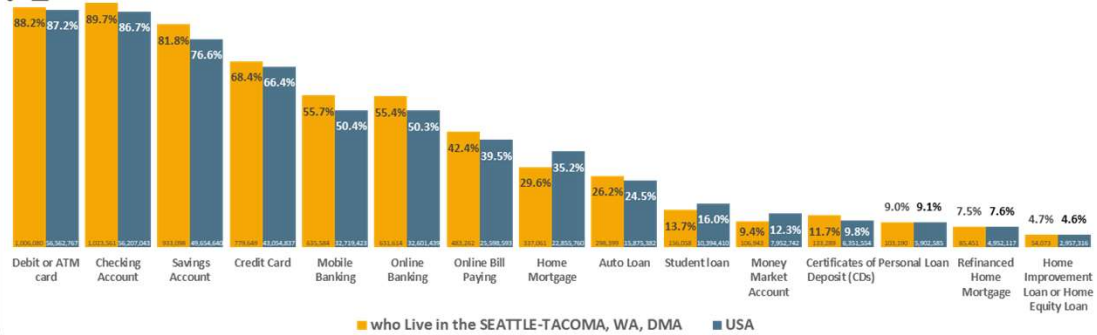
Investments Owned: Women 25 - 54





Financial Services Has and/or Uses: Women 25 - 54





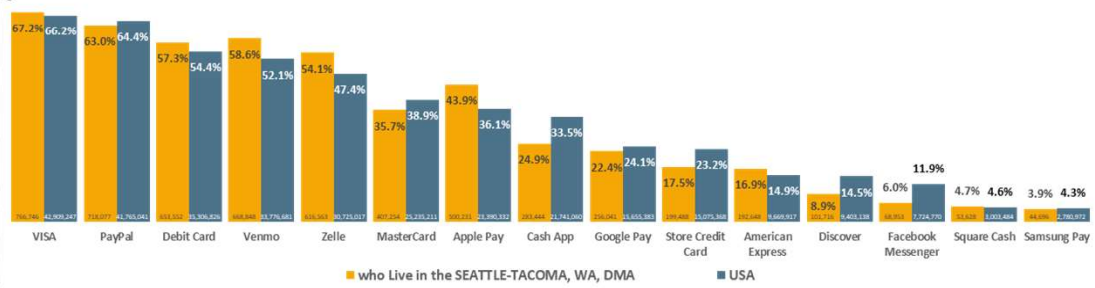
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54





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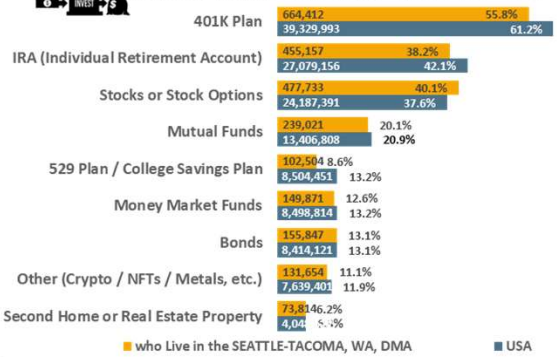
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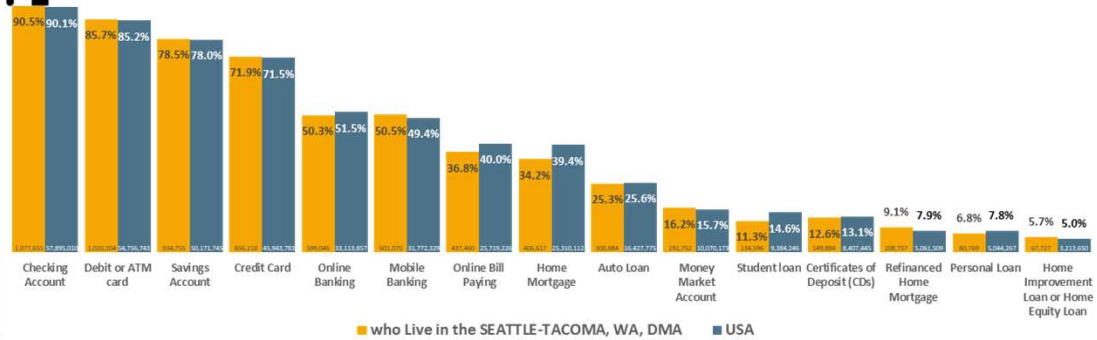
M25-54

1.9% or 1,190,274 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 8.8% less likely to have a 401K, 1.1% less likely to have an Auto Loan, 8.3% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

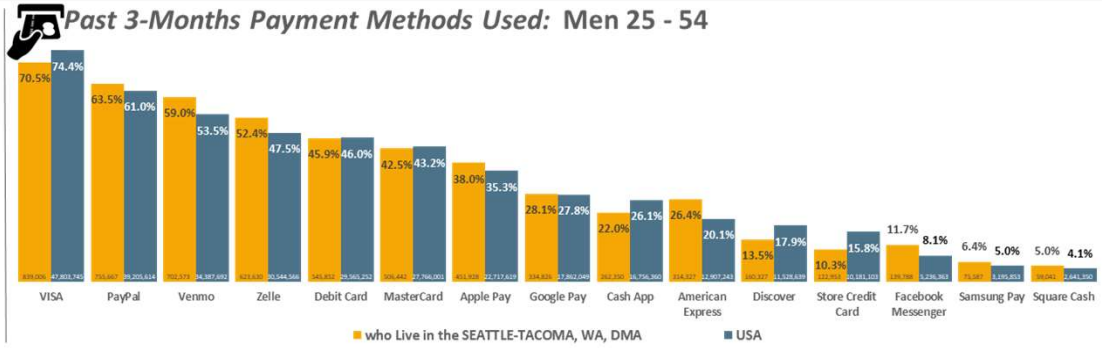


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 54



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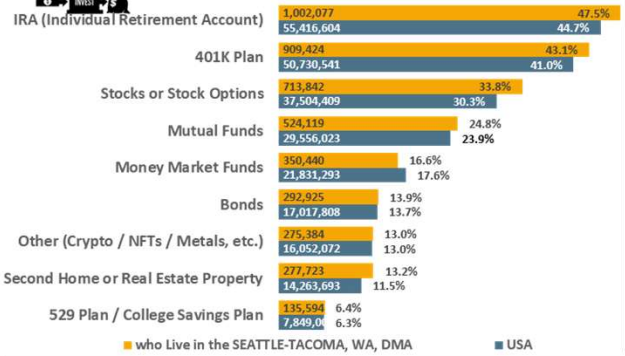
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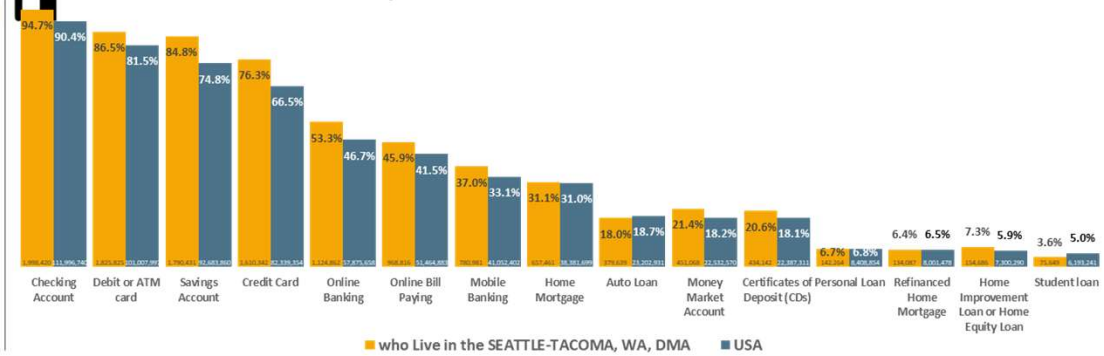
P50+

1.7% or 2,111,267 of USA Adults 50 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA are 5.2% more likely to have a 401K, 4.% less likely to have an Auto Loan, 15.4% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.

Investments Owned: Adults 50 or older



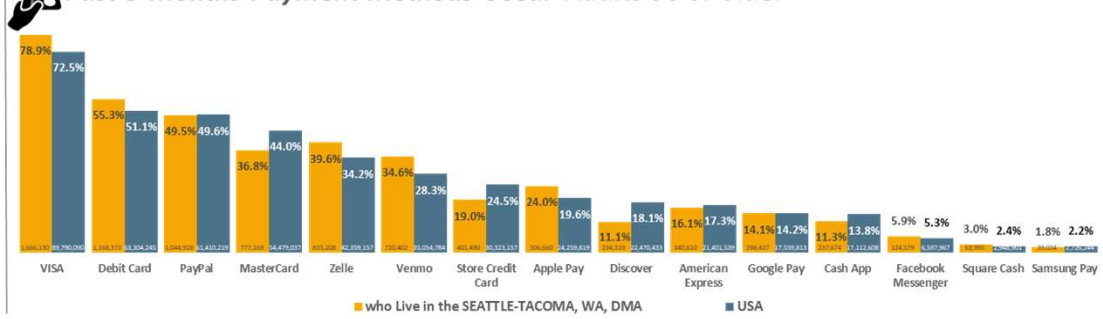
Financial Services Has and/or Uses: Adults 50 or older



Professional Services Used:* Adults 50 or older



Past 3-Months Payment Methods Used: Adults 50 or older



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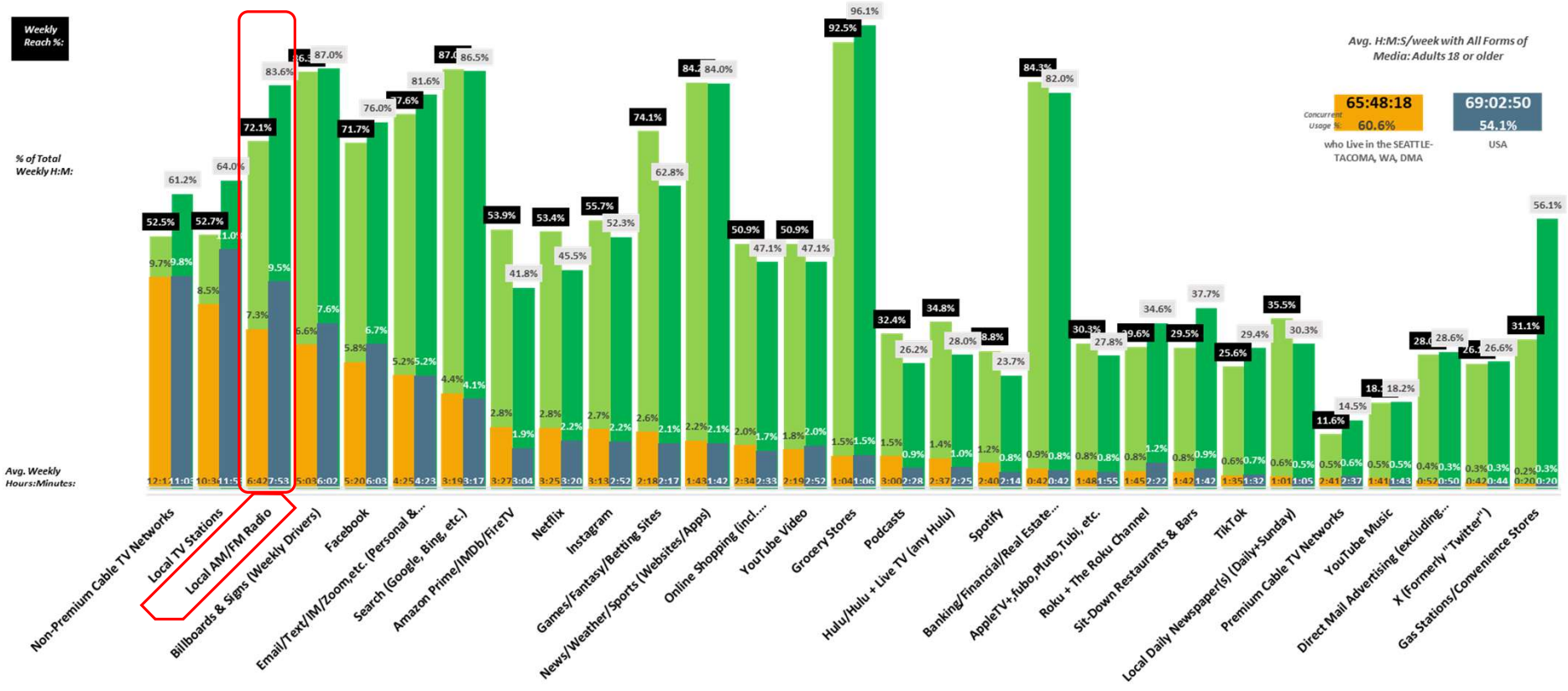
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P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 17 hours, 48 minutes and 18 seconds each week with All Forms of Media.

72.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



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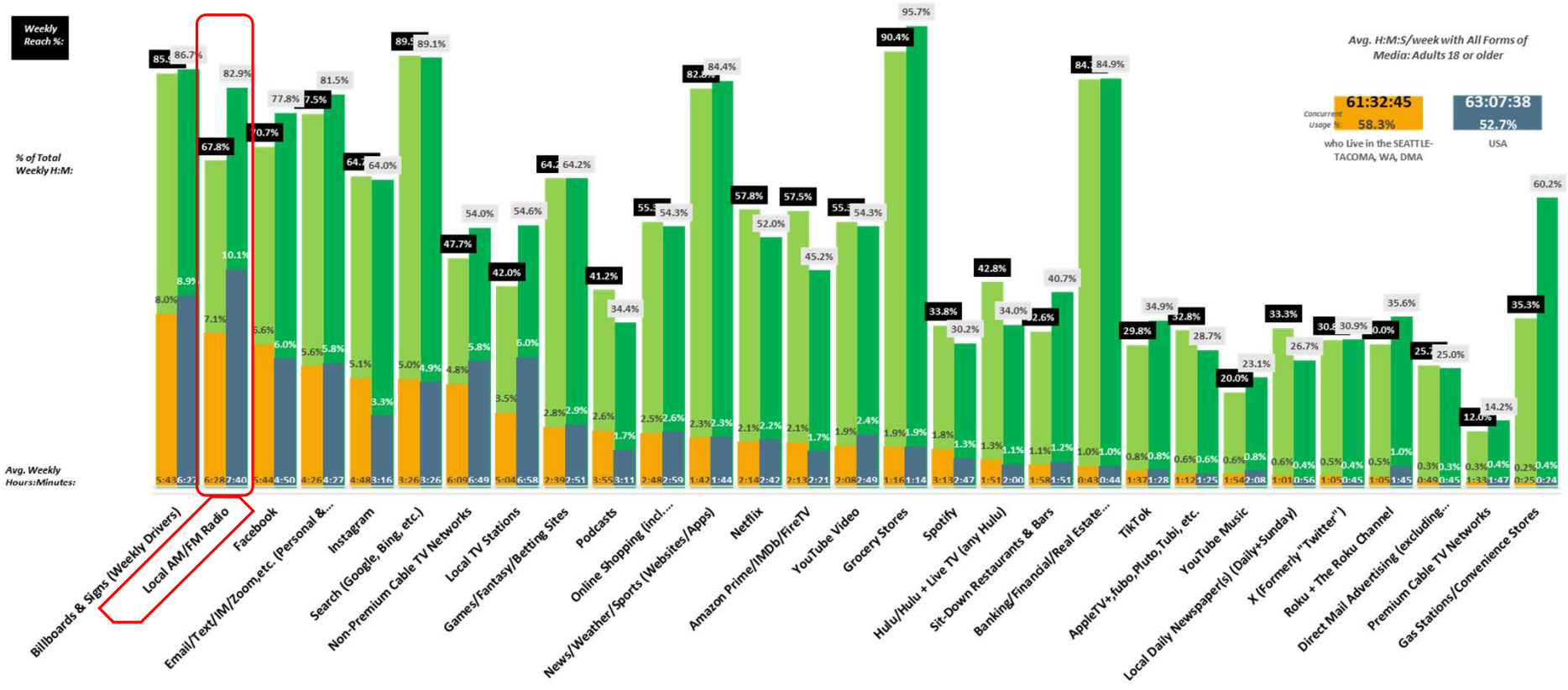
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P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 13 hours, 32 minutes and 45 seconds each week with All Forms of Media.

67.8% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



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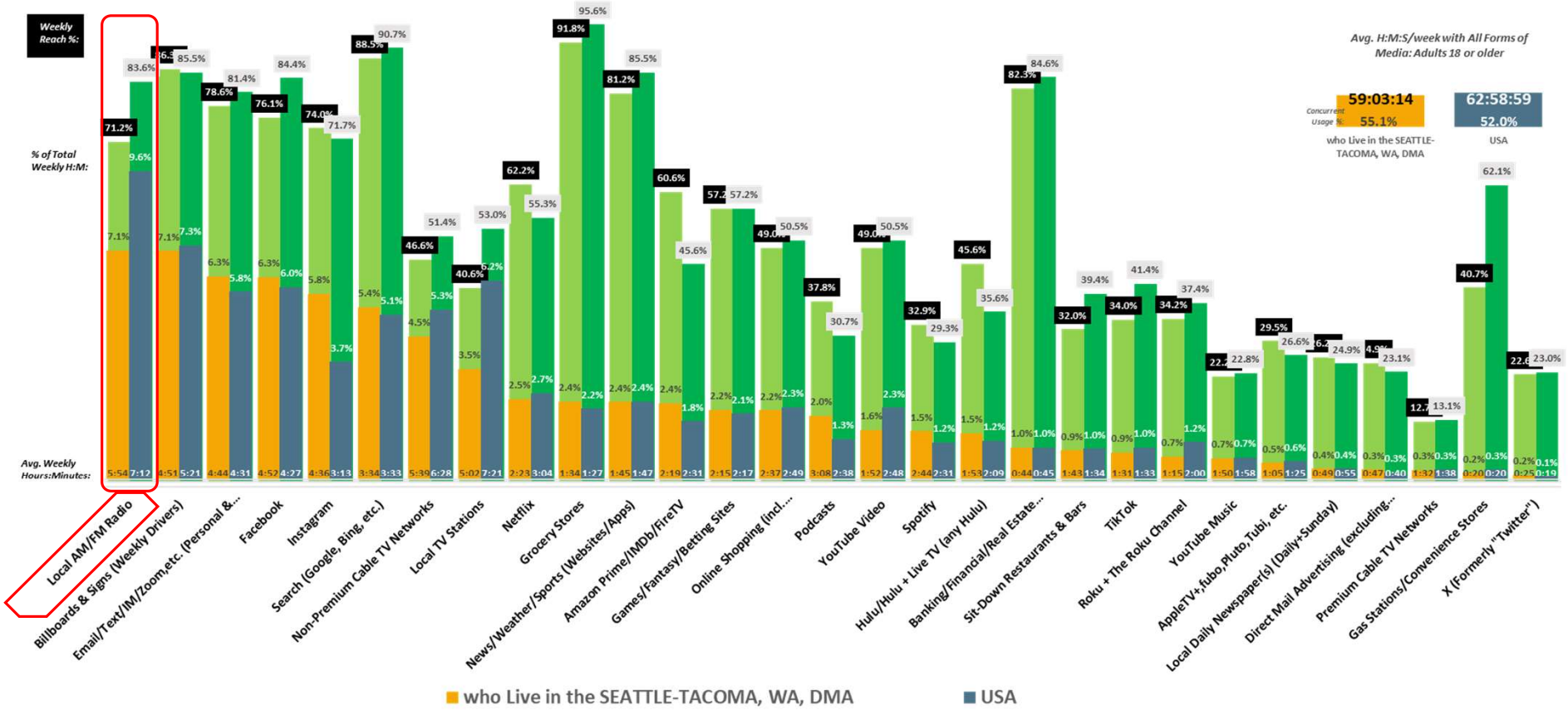
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W25-54

Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 11 hours, 3 minutes and 14 seconds each week with All Forms of Media.

71.2% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 5 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



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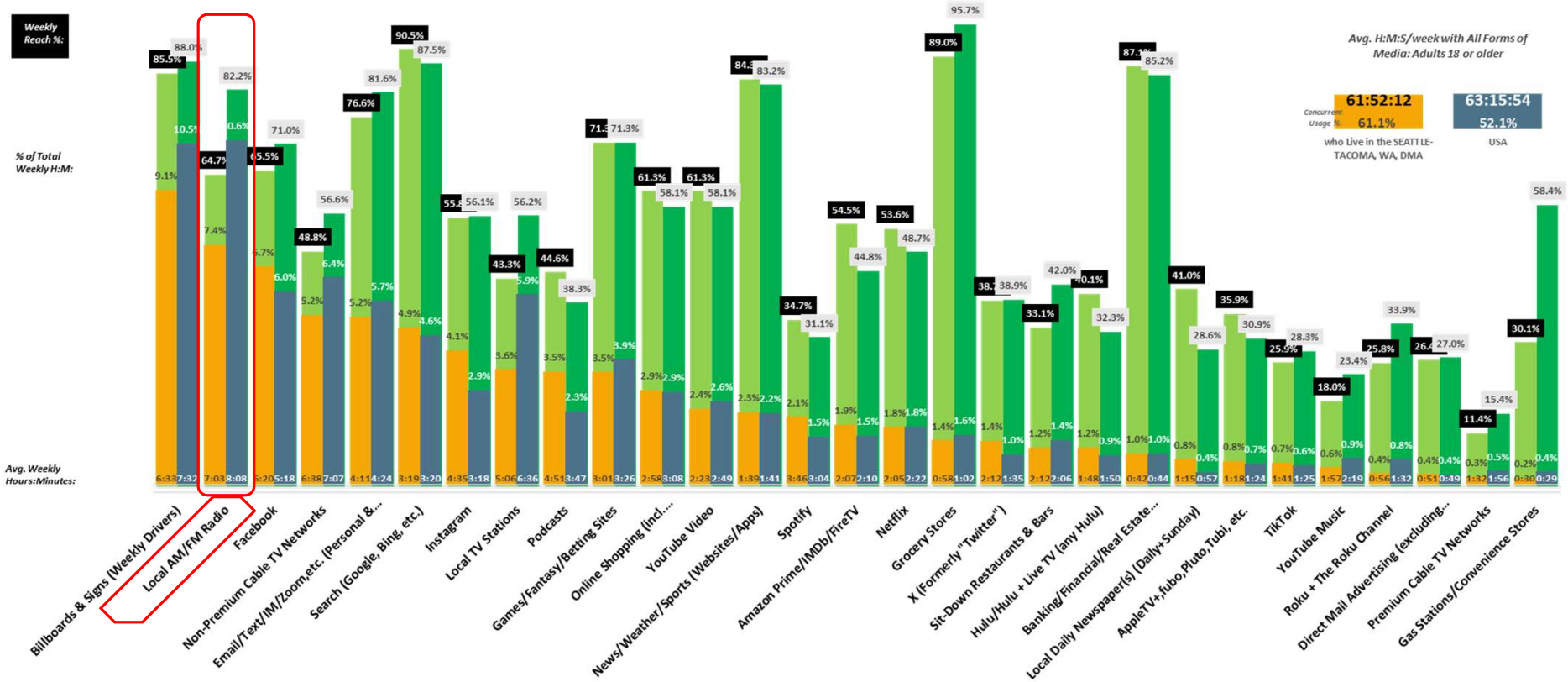
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M25-54

Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 13 hours, 52 minutes and 12 seconds each week with All Forms of Media.

64.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



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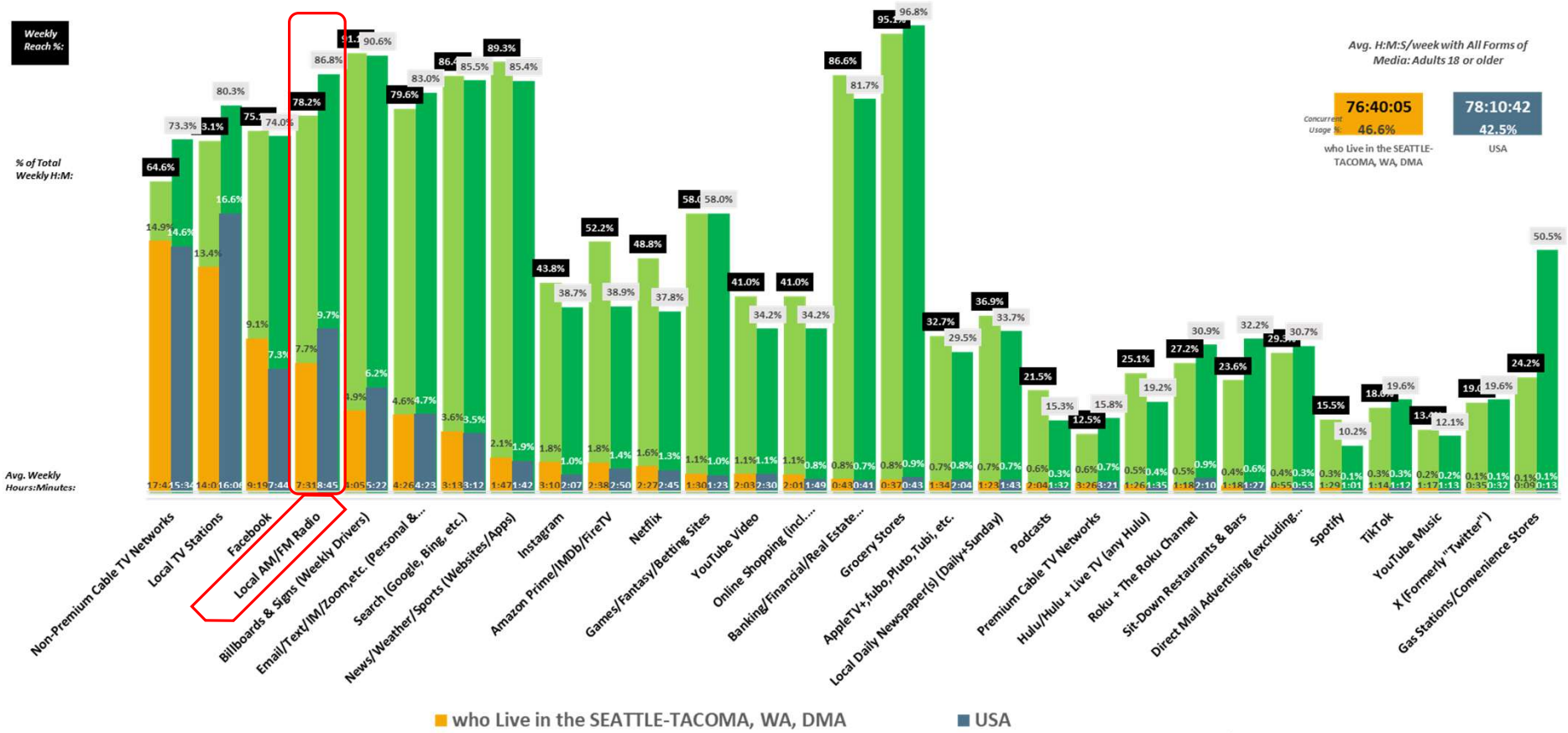
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P50+

Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 3 days, 4 hours, 40 minutes and 5 seconds each week with All Forms of Media.

78.2% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



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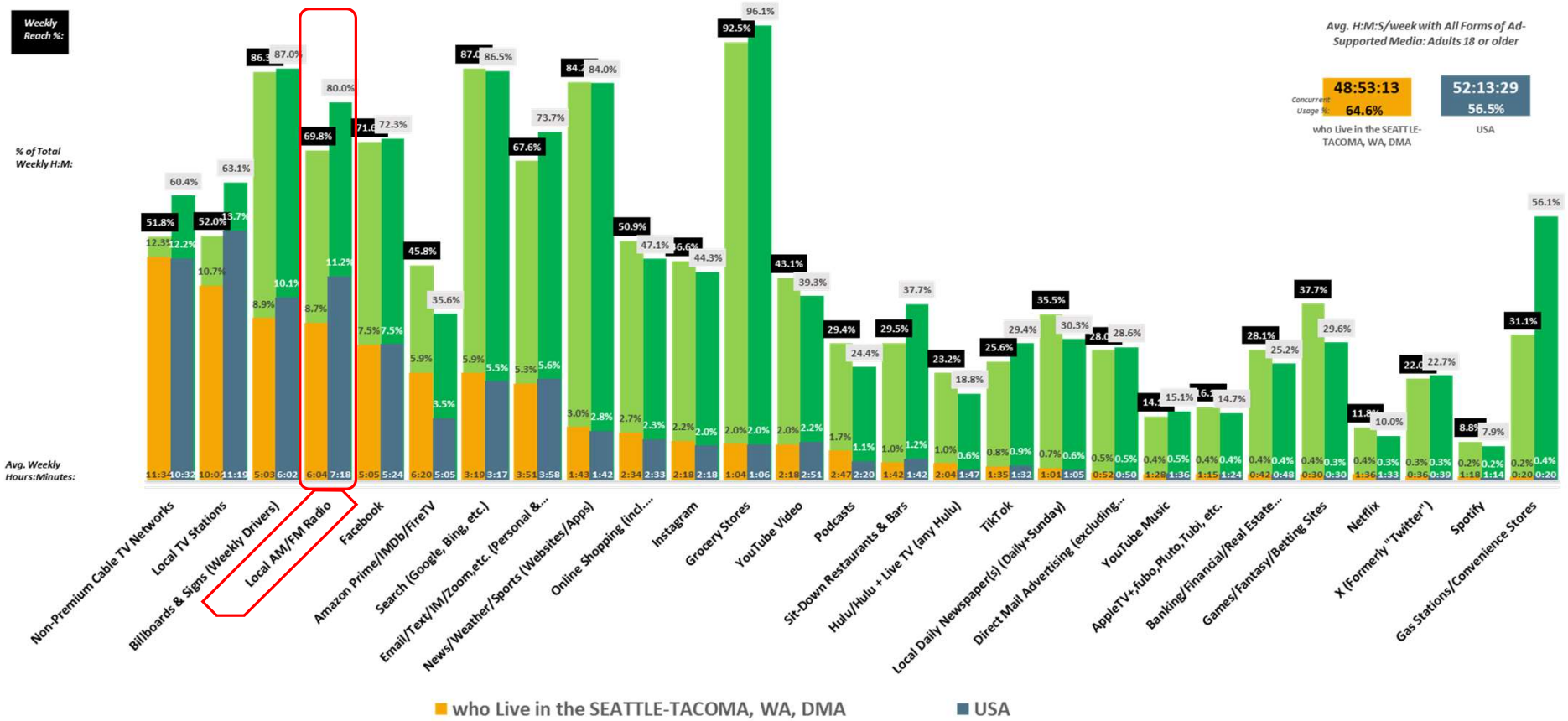
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P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 0 hours, 53 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

69.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



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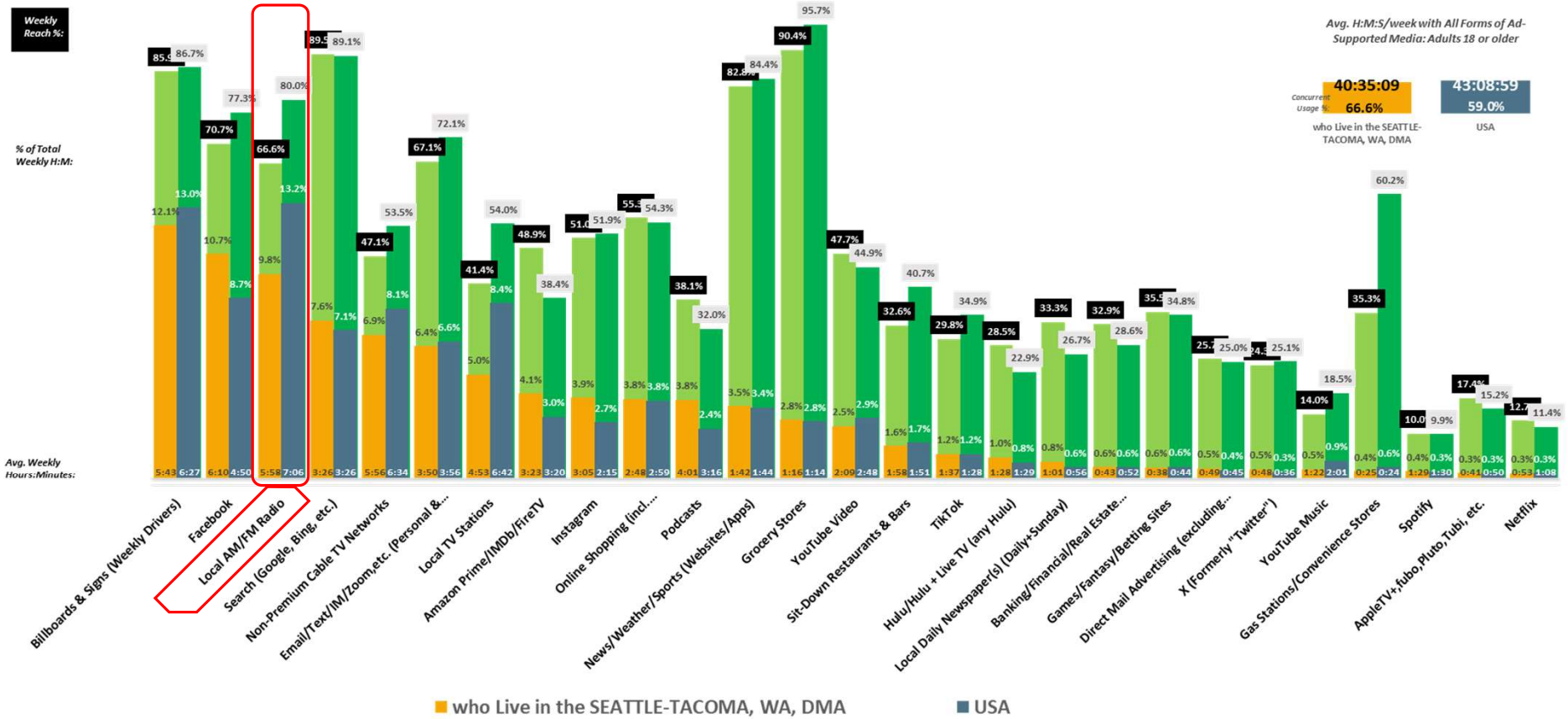
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P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 16 hours, 35 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 5 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



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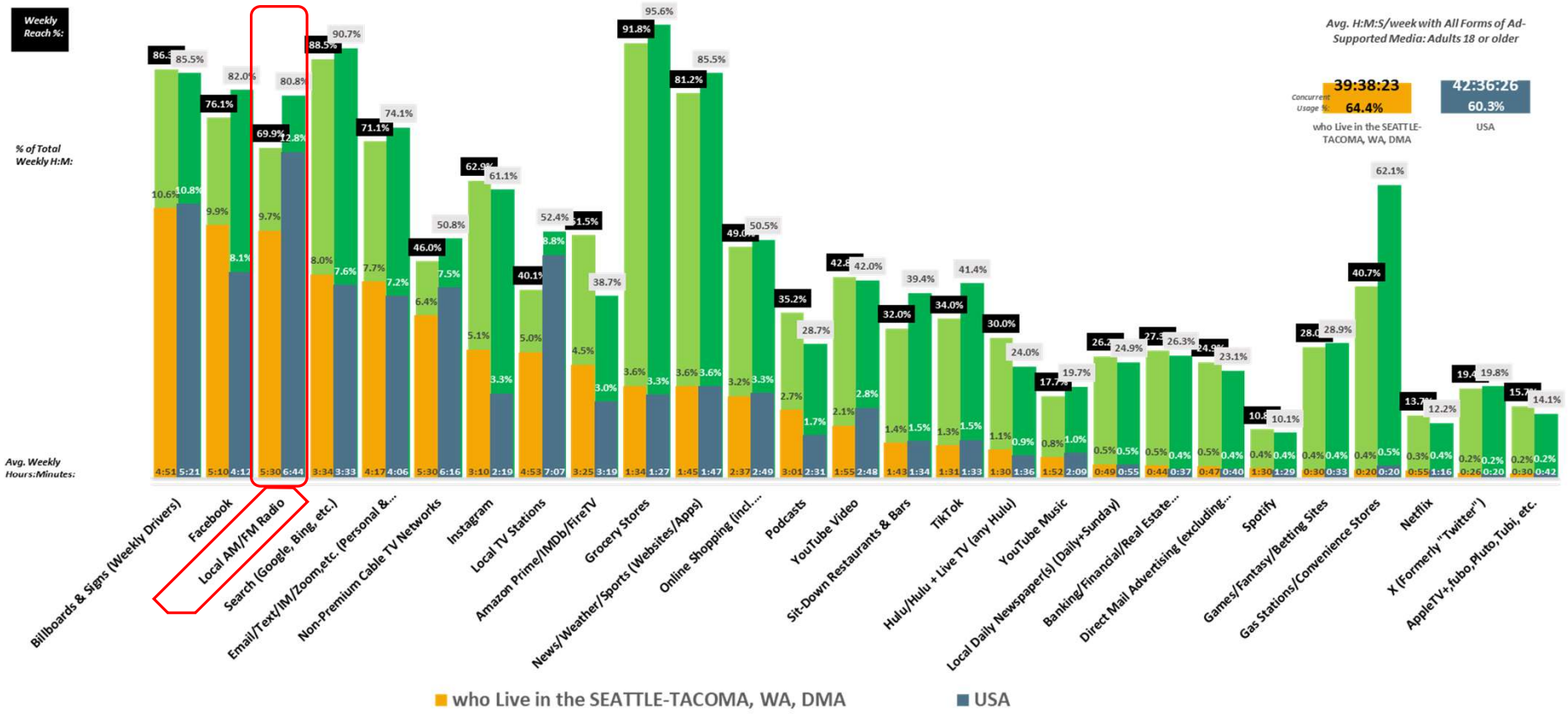
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W25-54

Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 15 hours, 38 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

69.9% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 5 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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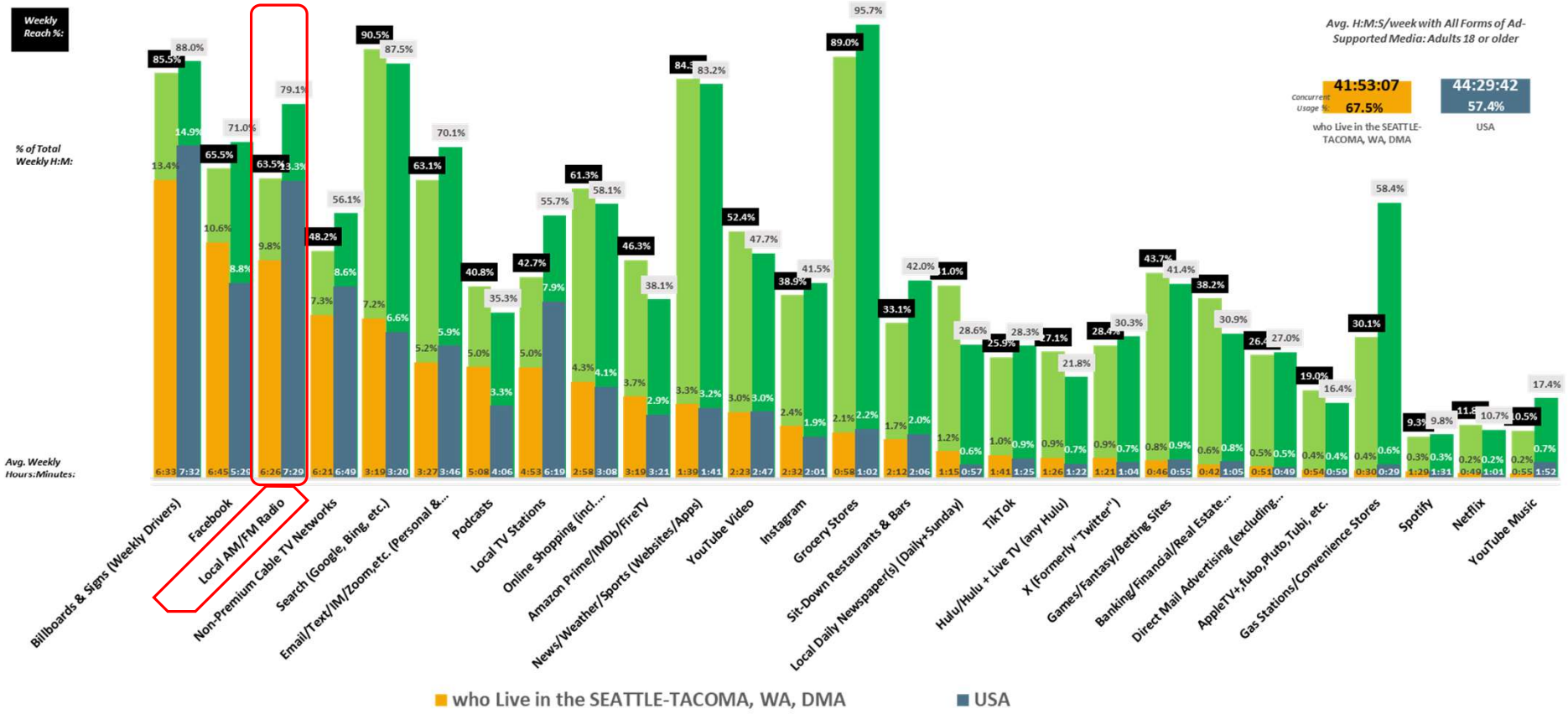
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M25-54

Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 17 hours, 53 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

63.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



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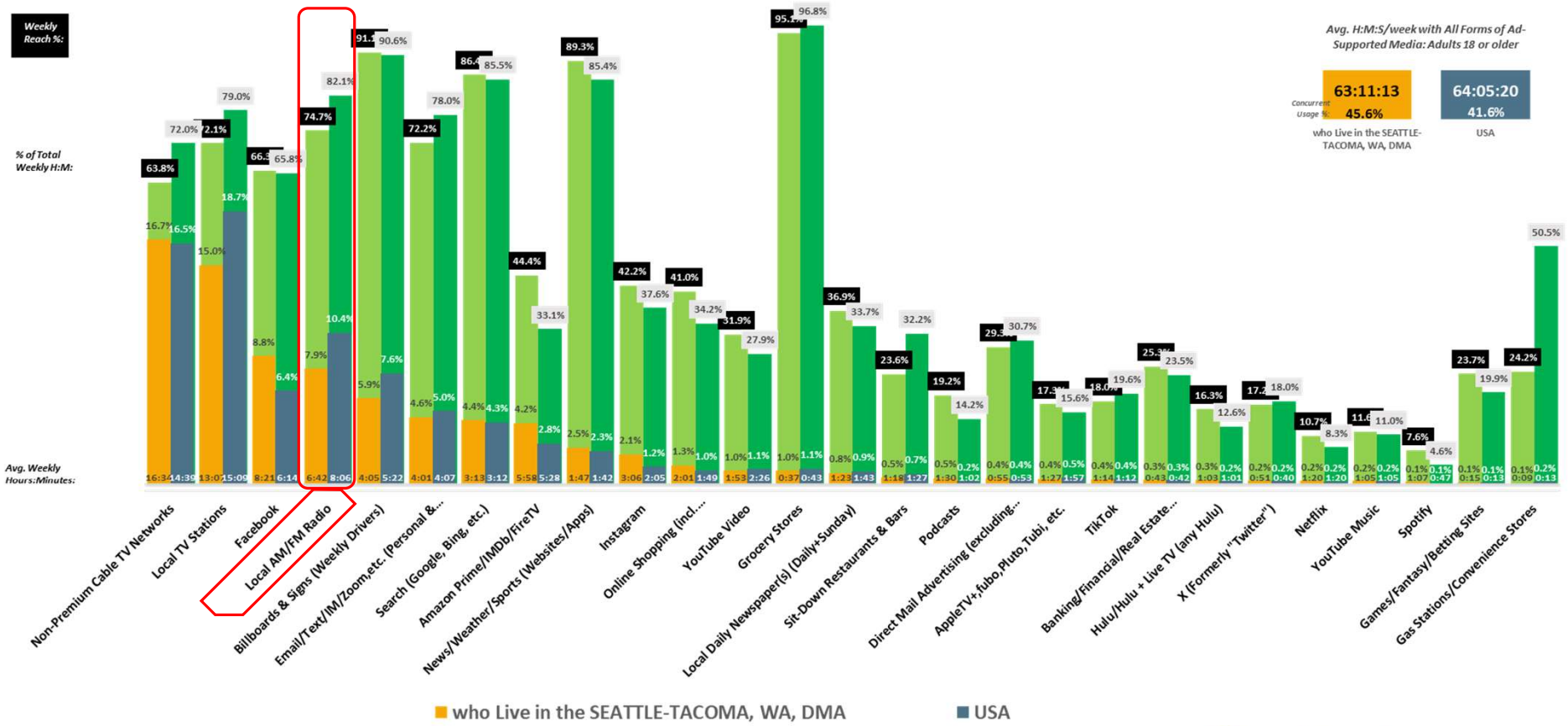
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P50+

Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 15 hours, 11 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

74.7% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 42 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.



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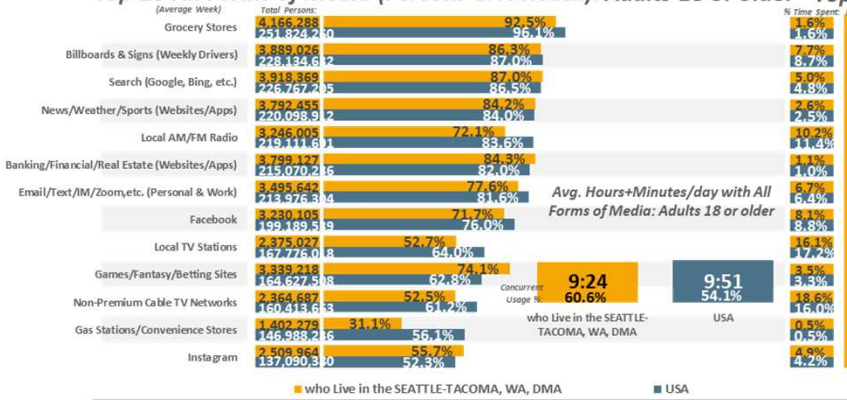
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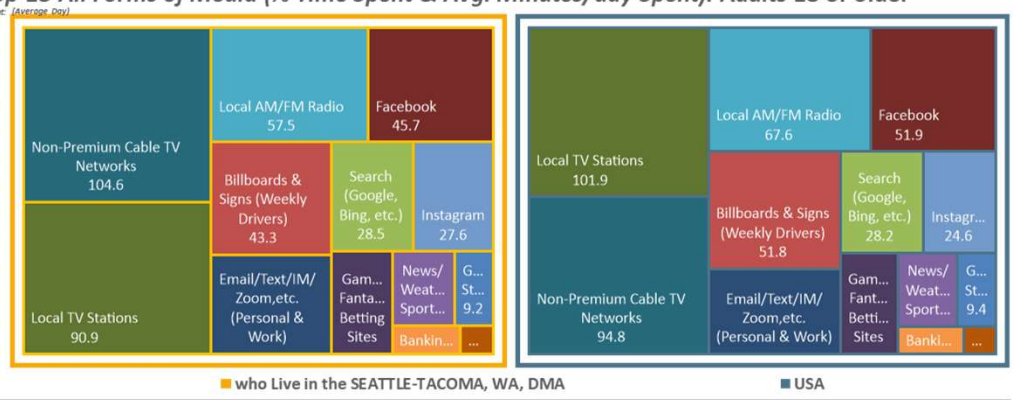
P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 52. minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

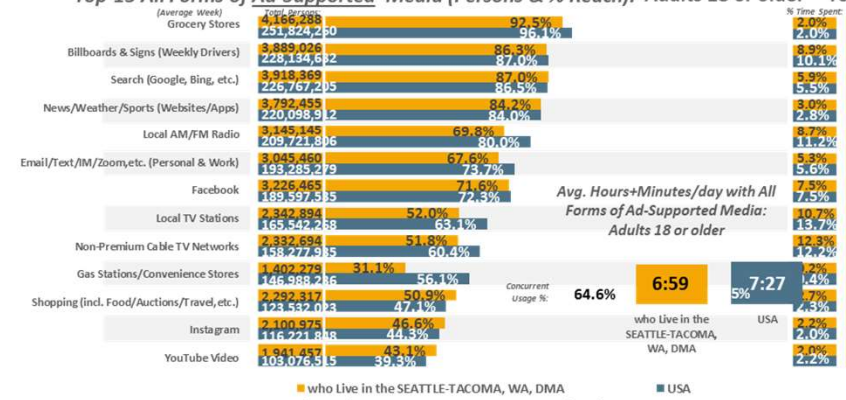
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



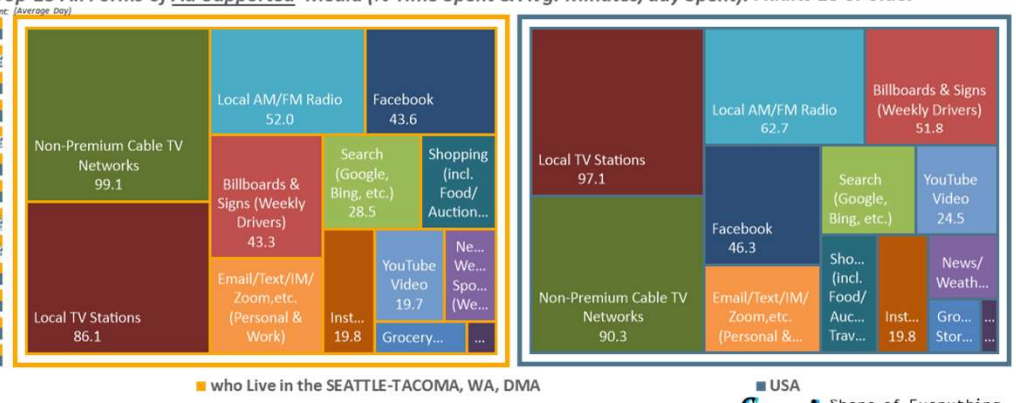
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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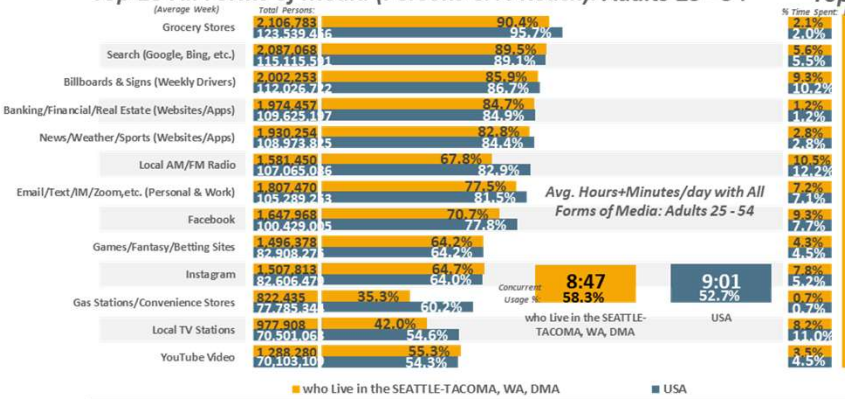
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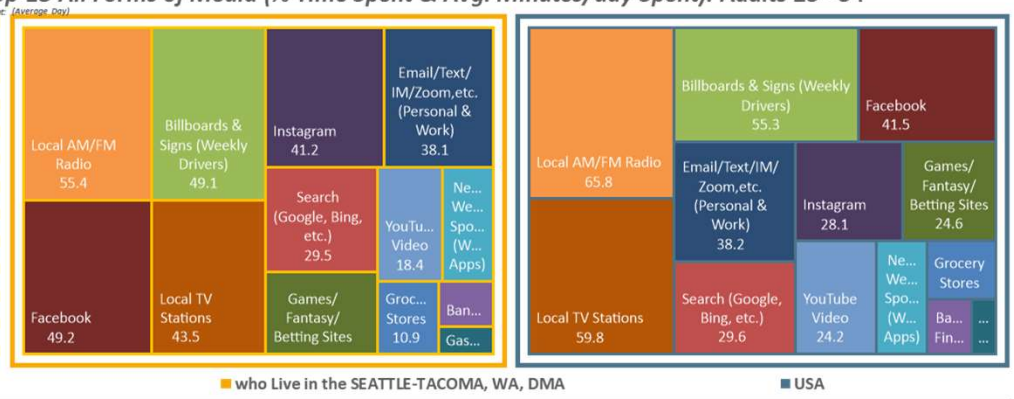
P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 47 minutes each day with All Forms of Ad-Supported Media. 66.6% listen to Local AM/FM Radio for an avg. of 51.2 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

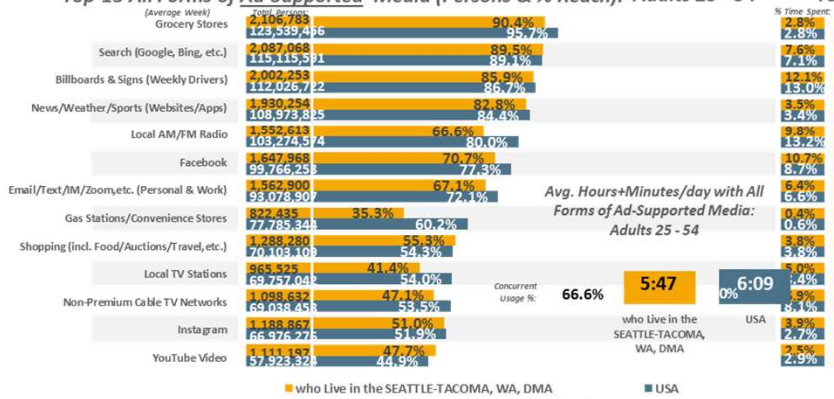
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



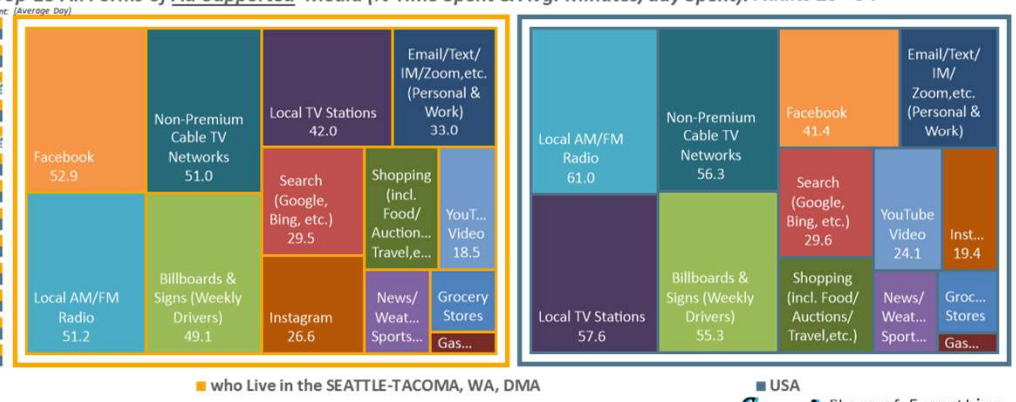
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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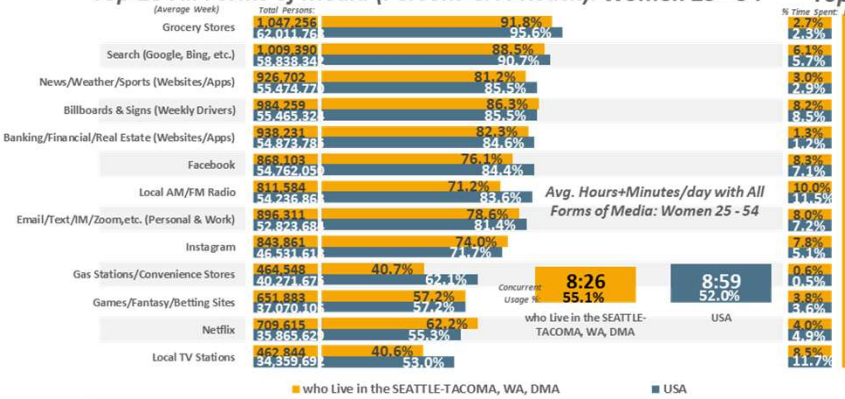
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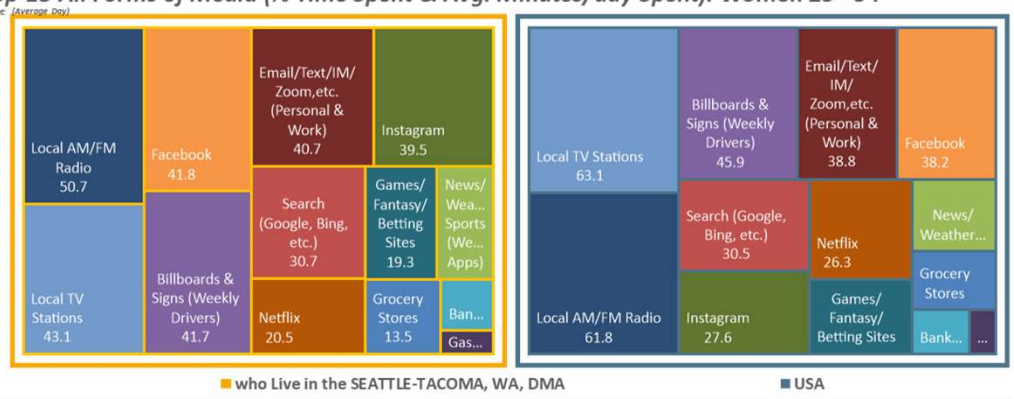
W25-54

Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 39 minutes each day with All Forms of Ad-Supported Media. 69.9% listen to Local AM/FM Radio for an avg. of 47.2 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

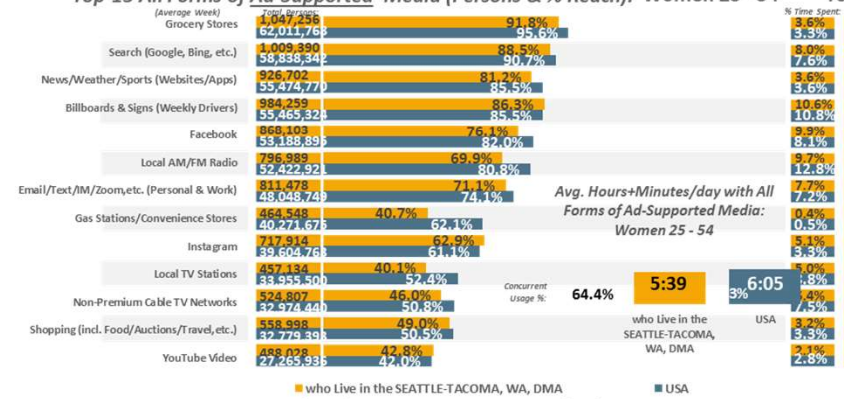
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



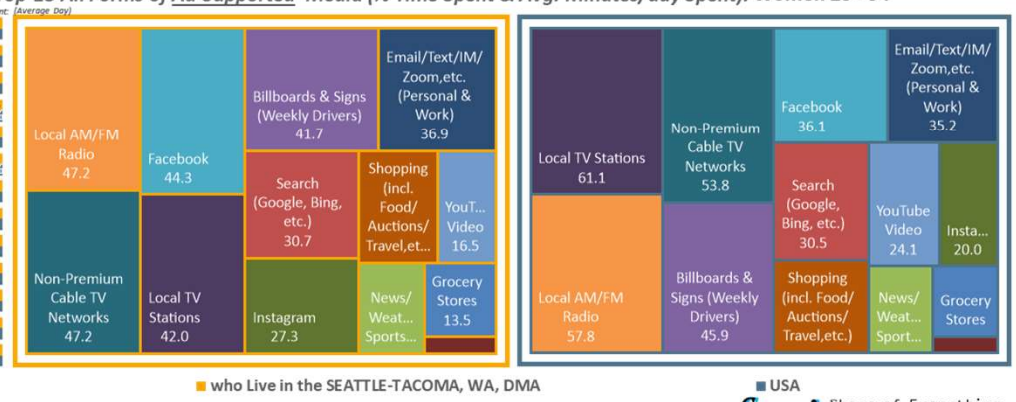
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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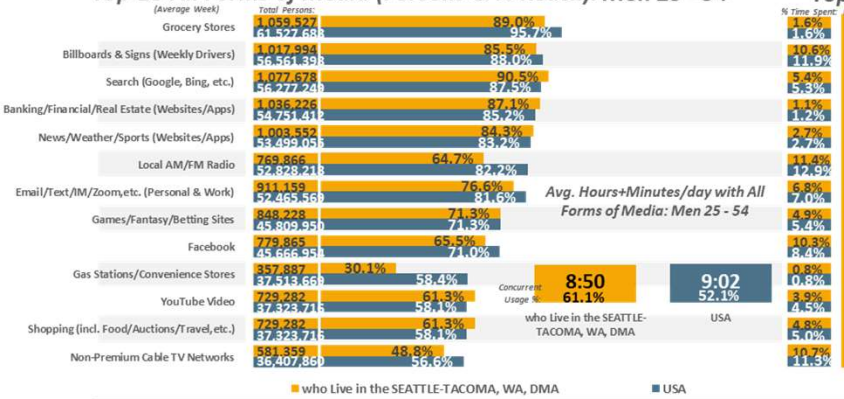
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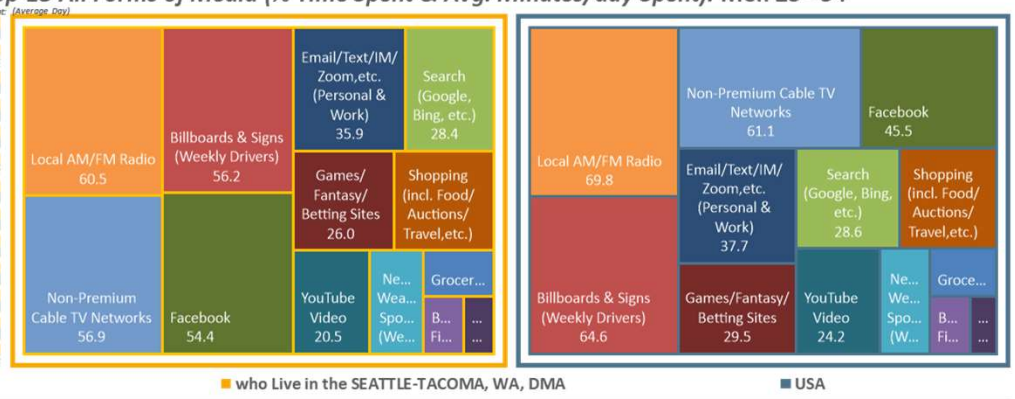
M25-54

Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 63.5% listen to Local AM/FM Radio for an avg. of 55.3 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

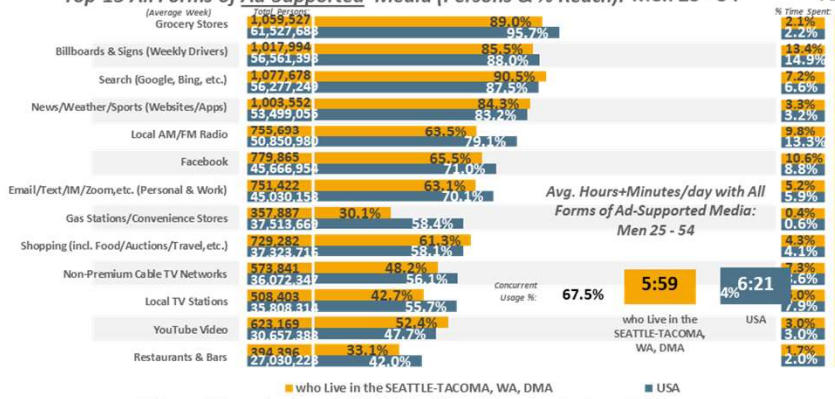
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



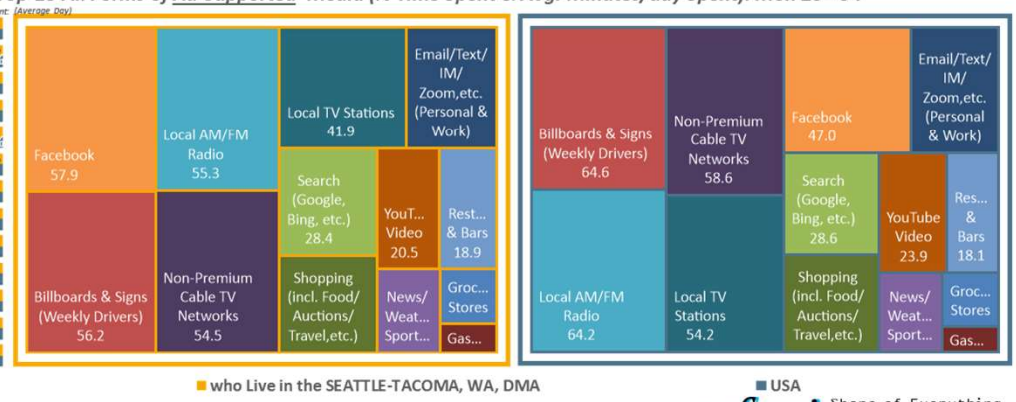
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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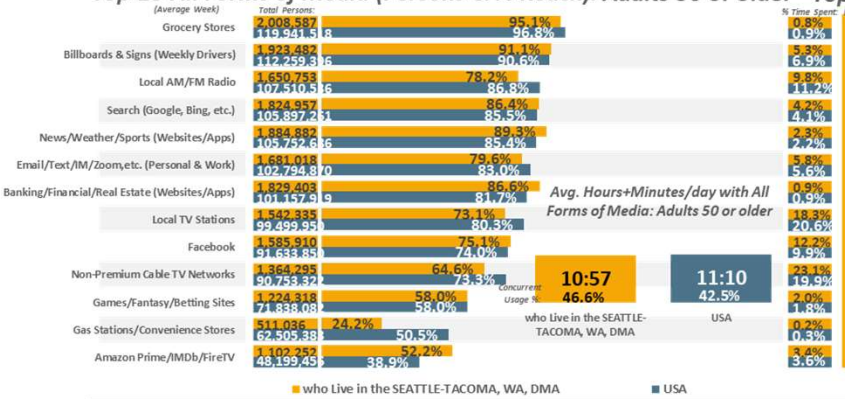
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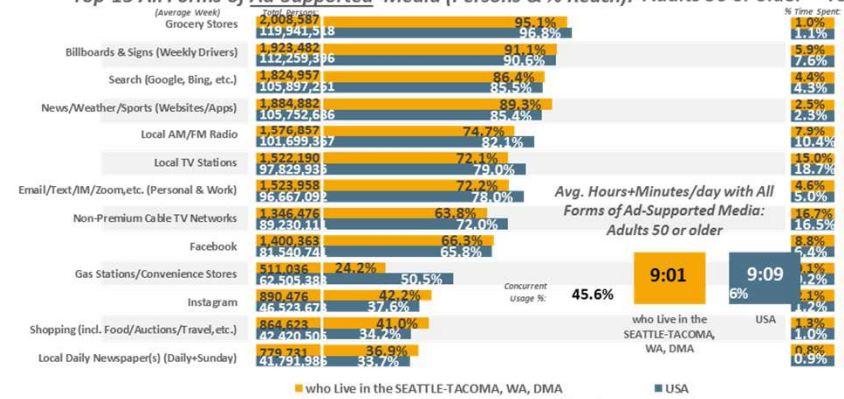
P50+

Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



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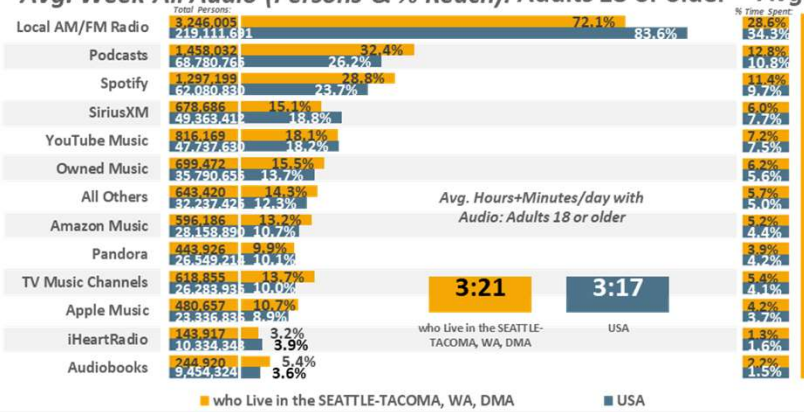
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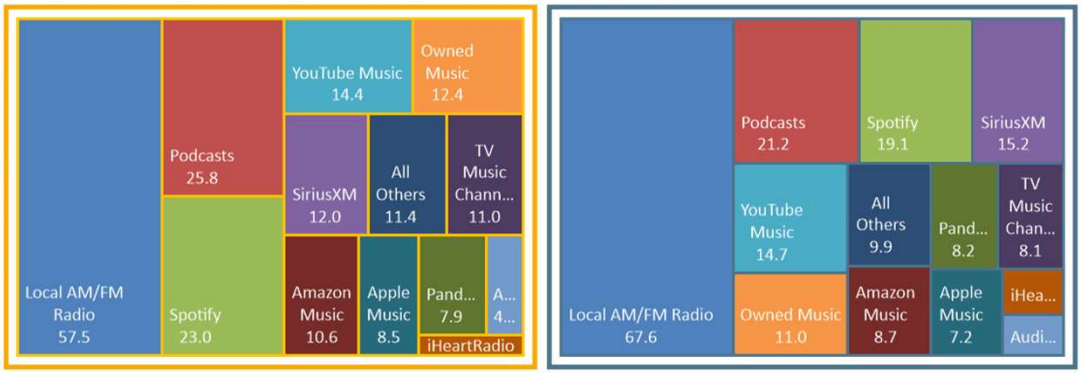
P18+

3,145,145 or 69.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

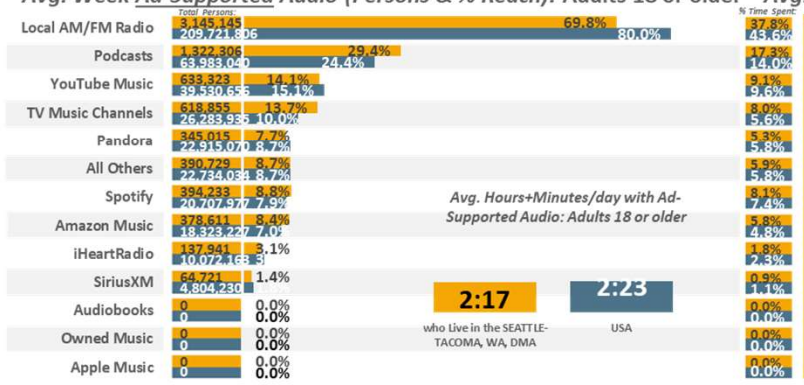
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



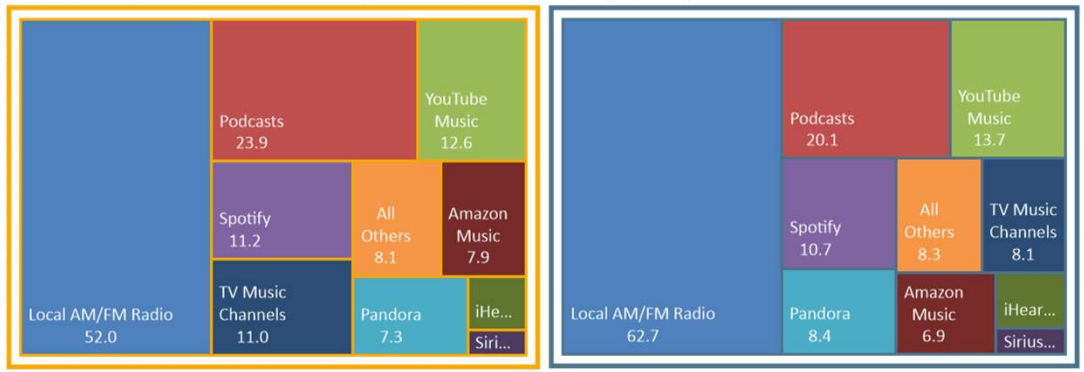
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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Scarborough R1 2024: Jan23-Aug24 USA Projection

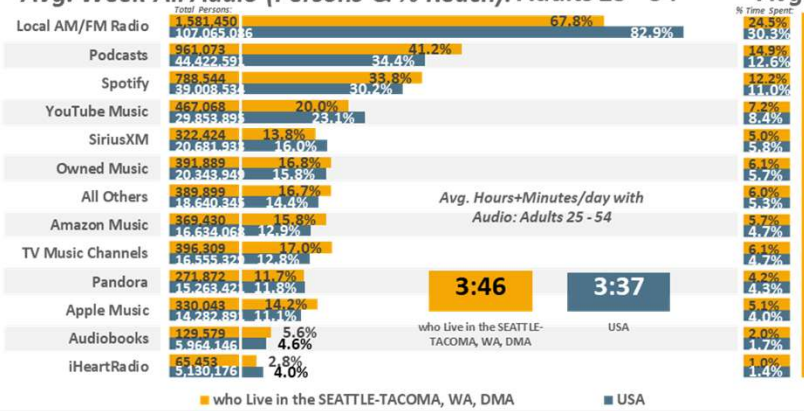
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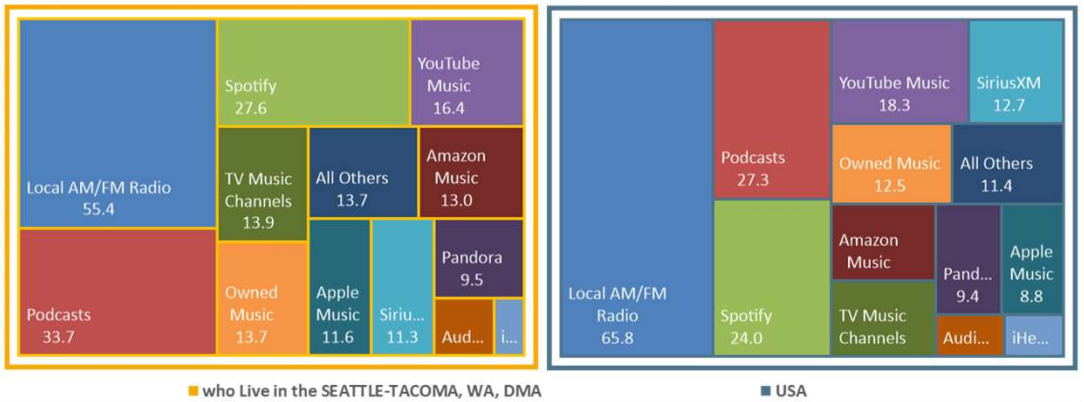
P25-54

1,552,613 or 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.

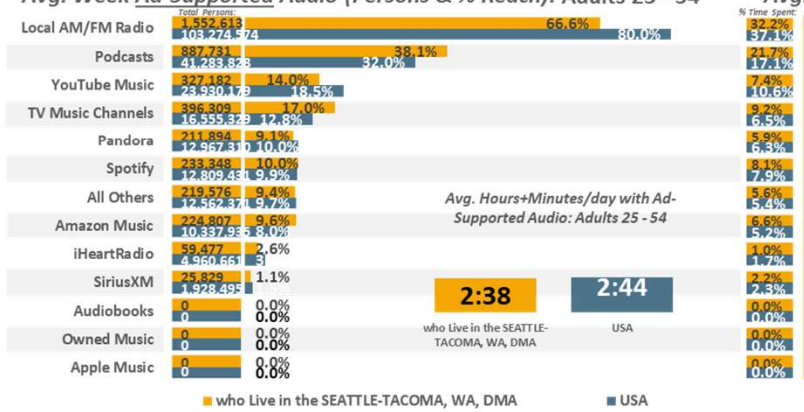
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



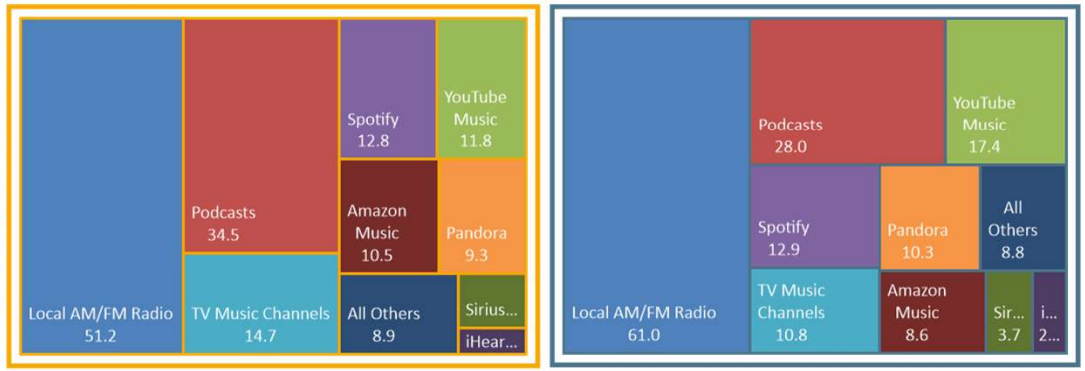
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Scarborough R1 2024: Jan23-Aug24 USA Projection

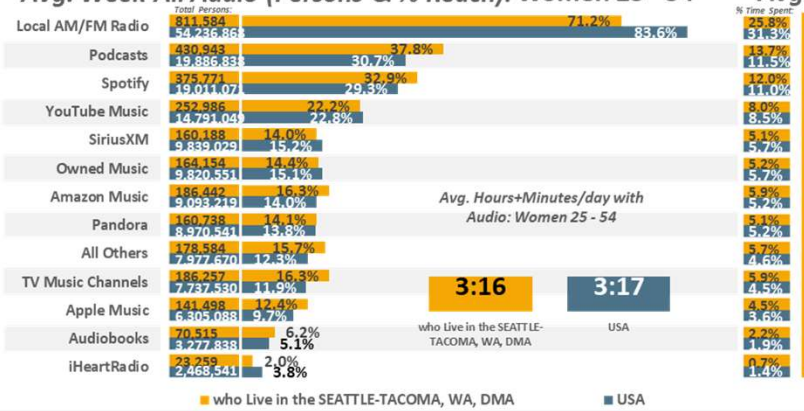
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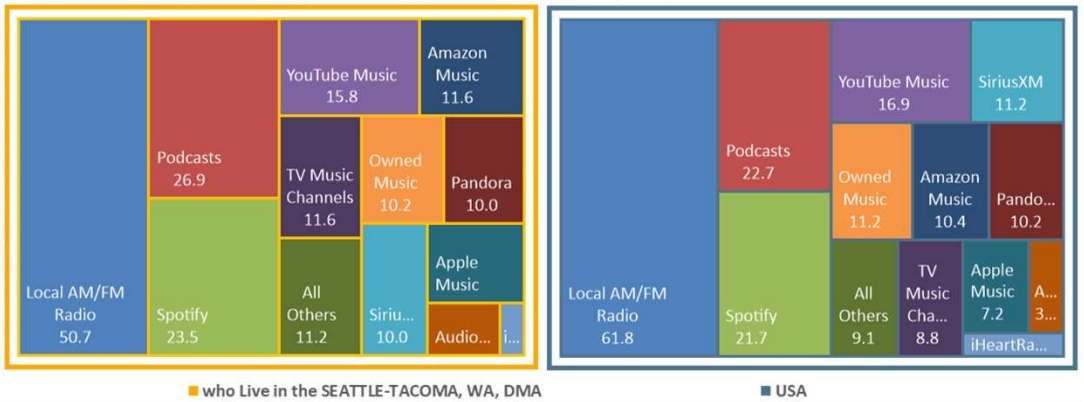
W25-54

796,989 or 69.9% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 47.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.

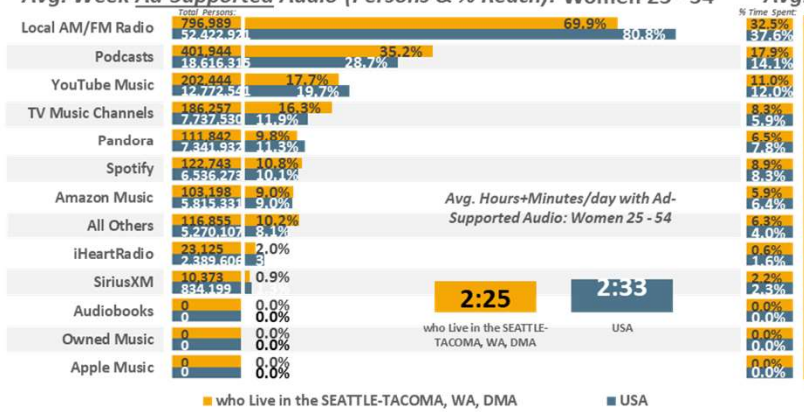
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



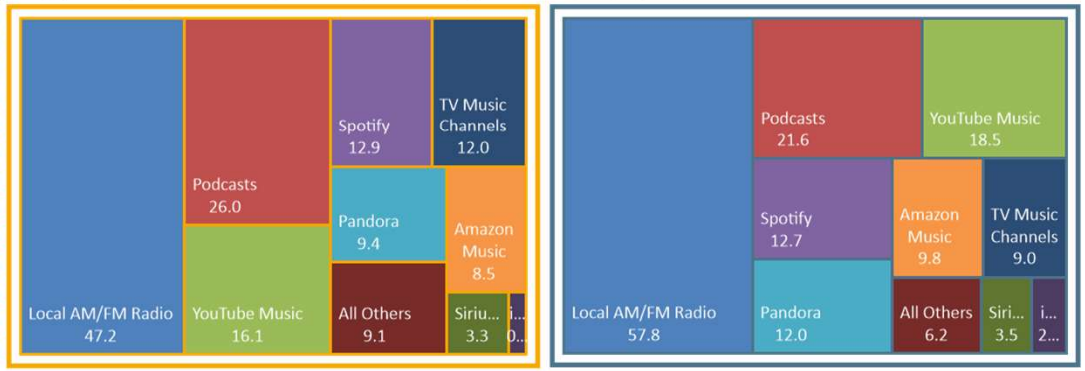
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week <u>Ad-Supported</u> Audio (Persons & % Reach): Women 25 - 54



Avg. Day <u>Ad-Supported</u> Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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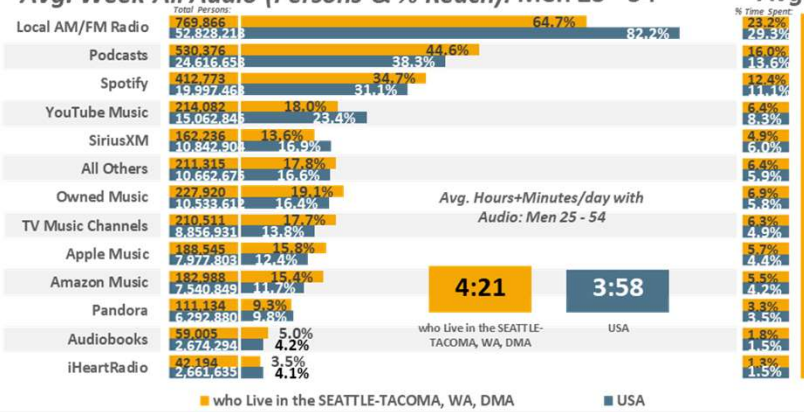
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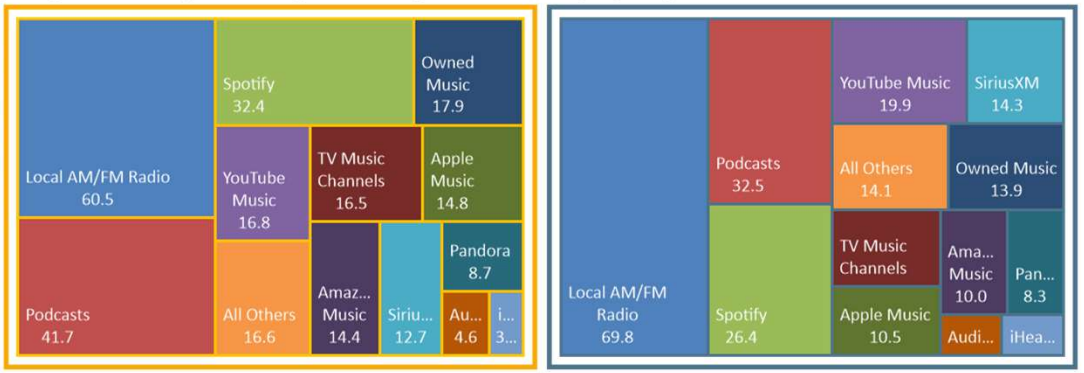
M25-54

755,693 or 63.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

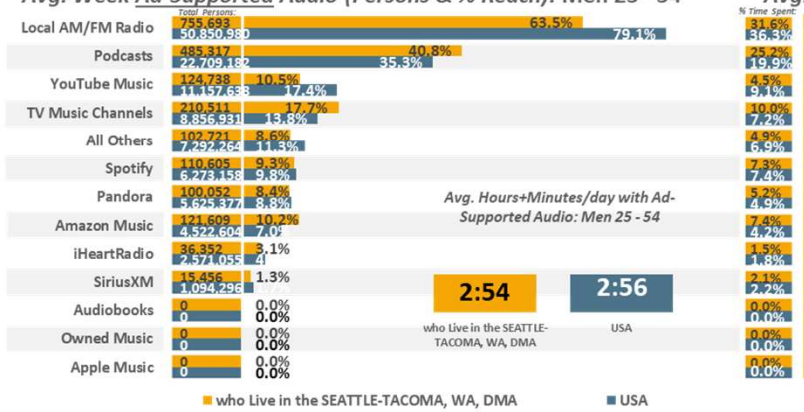
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



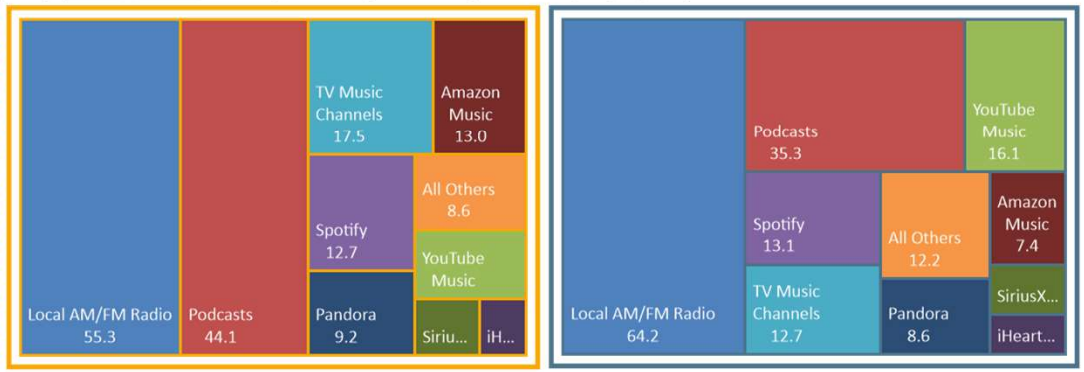
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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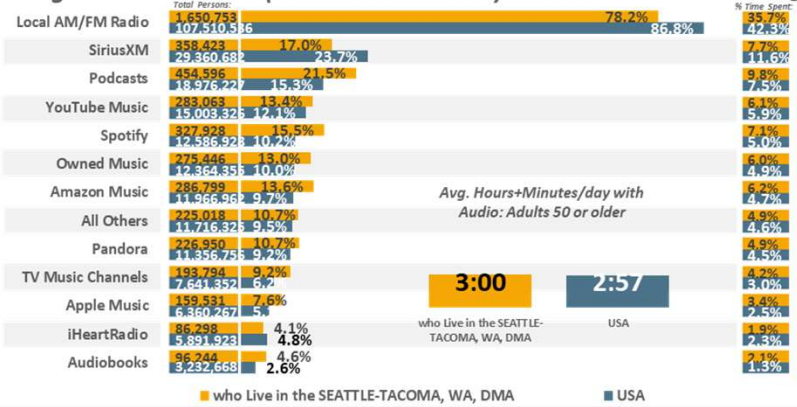
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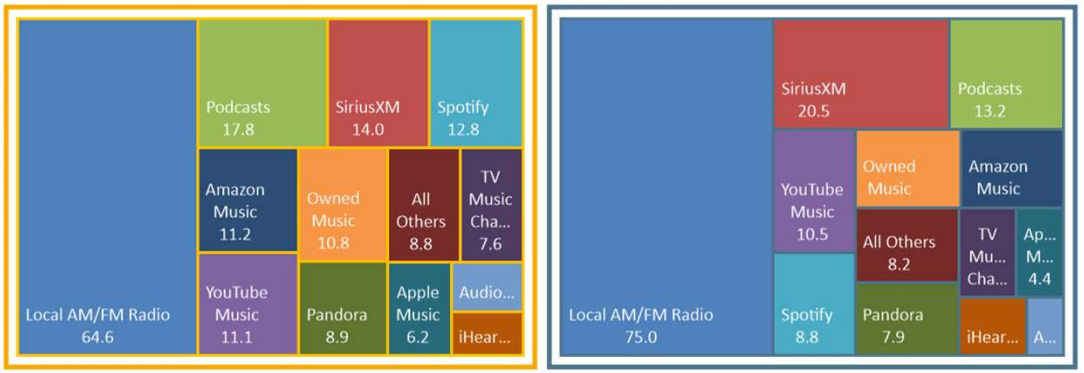
P50+

1,576,857 or 74.7% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

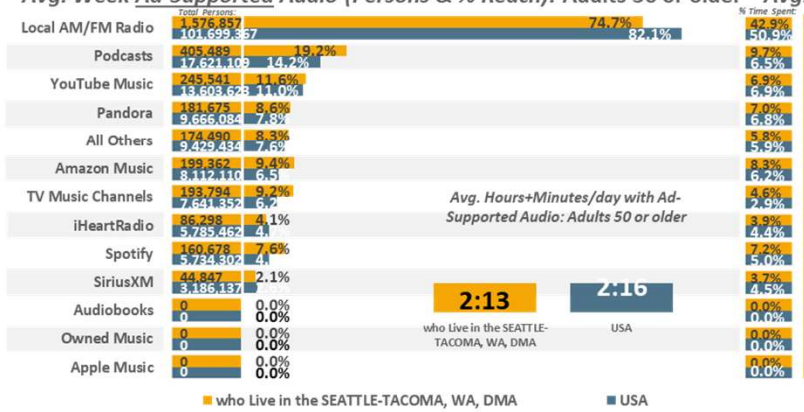
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



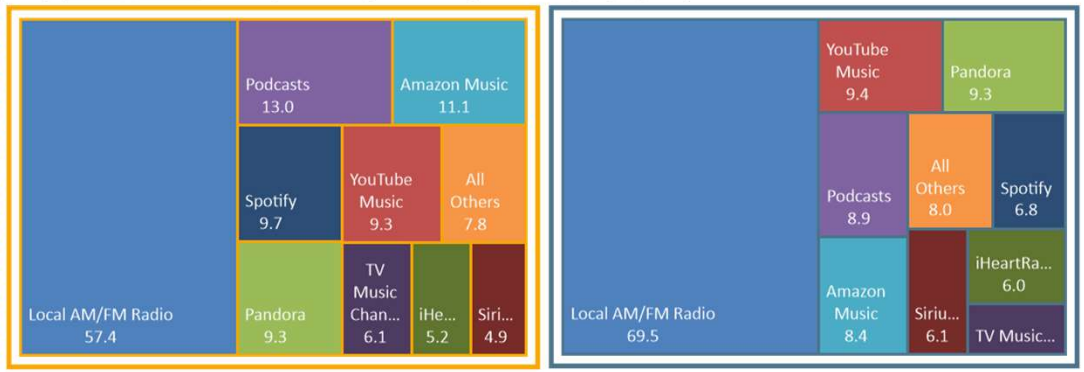
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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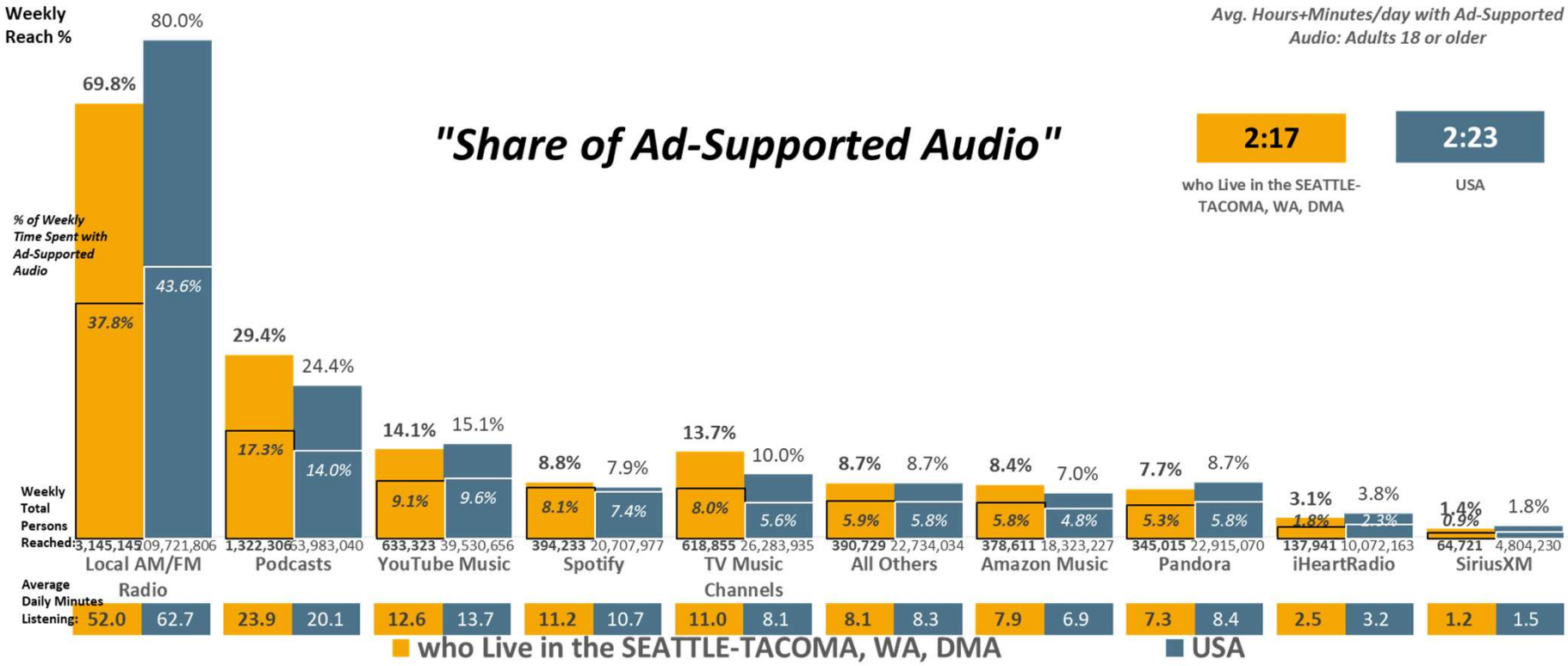
Scarborough R1 2024: Jan23-Aug24 USA Projection

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P18+

3,145,145 or 69.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.



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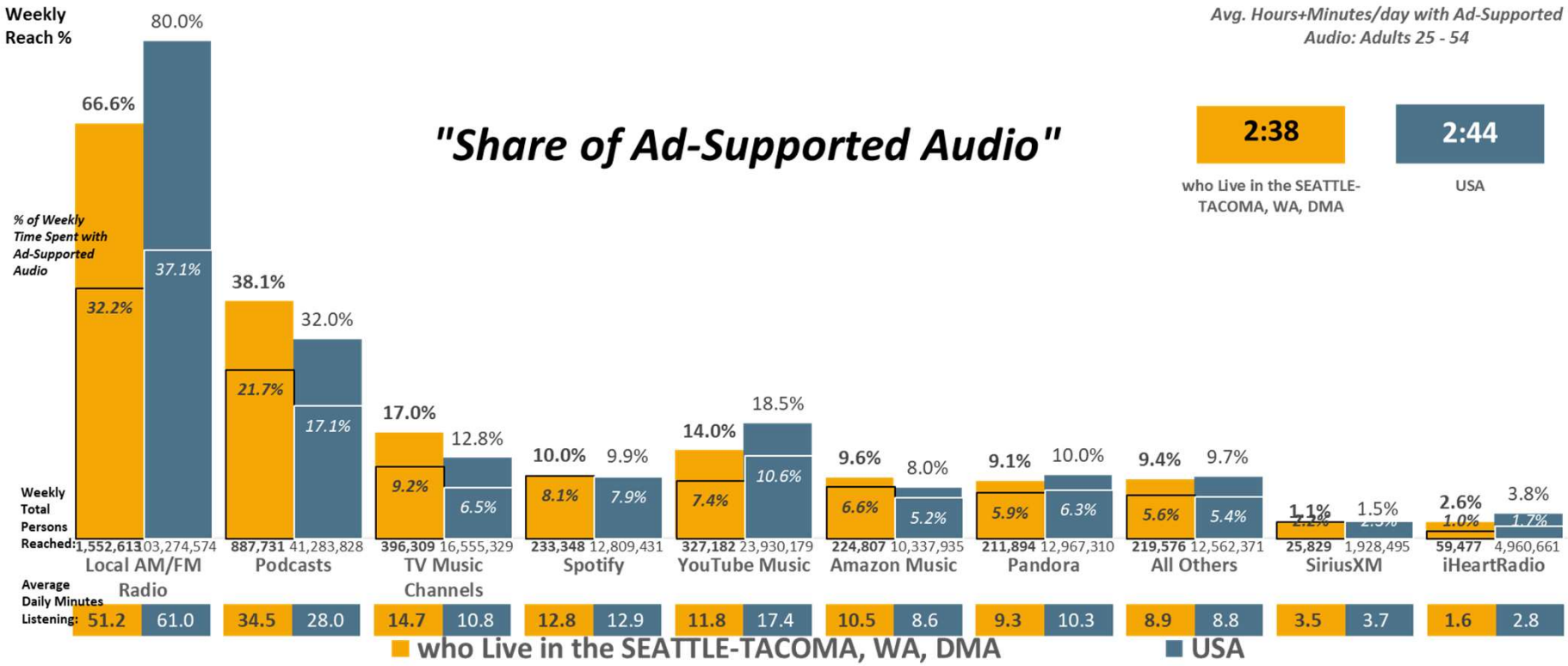
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P25-54

1,552,613 or 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.



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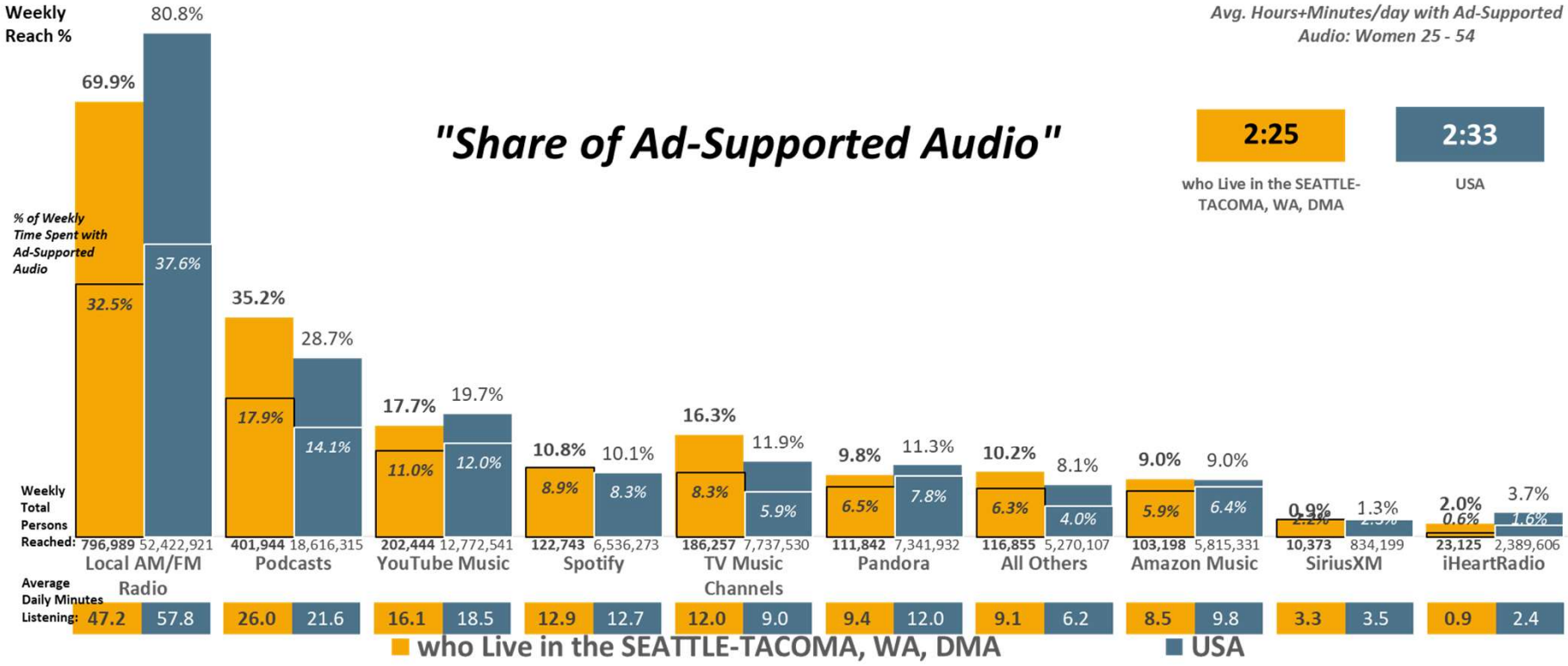
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W25-54

796,989 or 69.9% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 47.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	All Others	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	69.9% / 80.8%	35.2% / 28.7%	17.7% / 19.7%	10.8% / 10.1%	16.3% / 11.9%	9.8% / 11.3%	10.2% / 8.1%	9.0% / 9.0%	0.9% / 1.3%	2.0% / 3.7%
% of Weekly Time Spent with Ad-Supported Audio	32.5% / 37.6%	17.9% / 14.1%	11.0% / 12.0%	8.9% / 8.3%	8.3% / 5.9%	6.5% / 7.8%	6.3% / 4.0%	5.9% / 6.4%	0.6% / 1.6%	
Weekly Total Persons Reached:	796,989 / 52,422,921	401,944 / 18,616,315	202,444 / 12,772,541	122,743 / 6,536,273	186,257 / 7,737,530	111,842 / 7,341,932	116,855 / 5,270,107	103,198 / 5,815,331	10,373 / 834,199	23,125 / 2,389,606
Average Daily Minutes Listening:	47.2 / 57.8	26.0 / 21.6	16.1 / 18.5	12.9 / 12.7	12.0 / 9.0	9.4 / 12.0	9.1 / 6.2	8.5 / 9.8	3.3 / 3.5	0.9 / 2.4

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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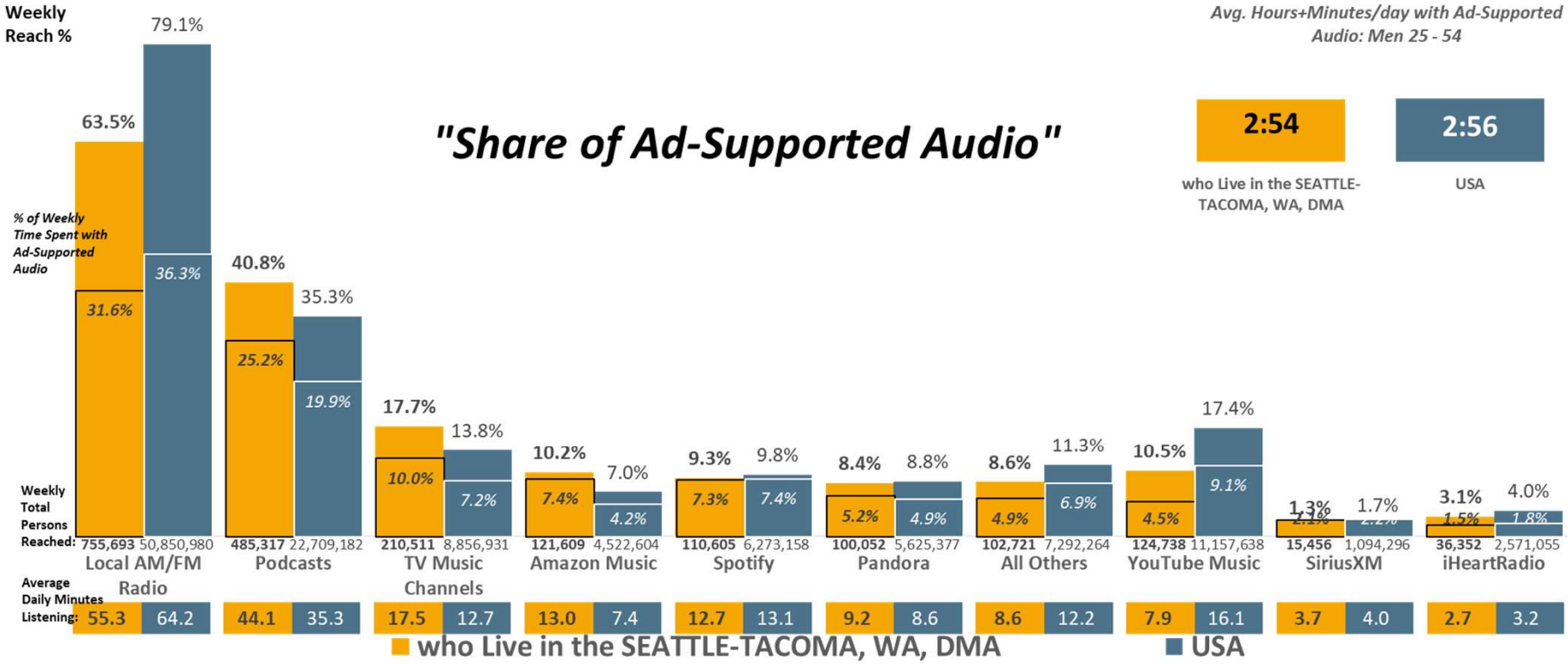
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M25-54

755,693 or 63.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.



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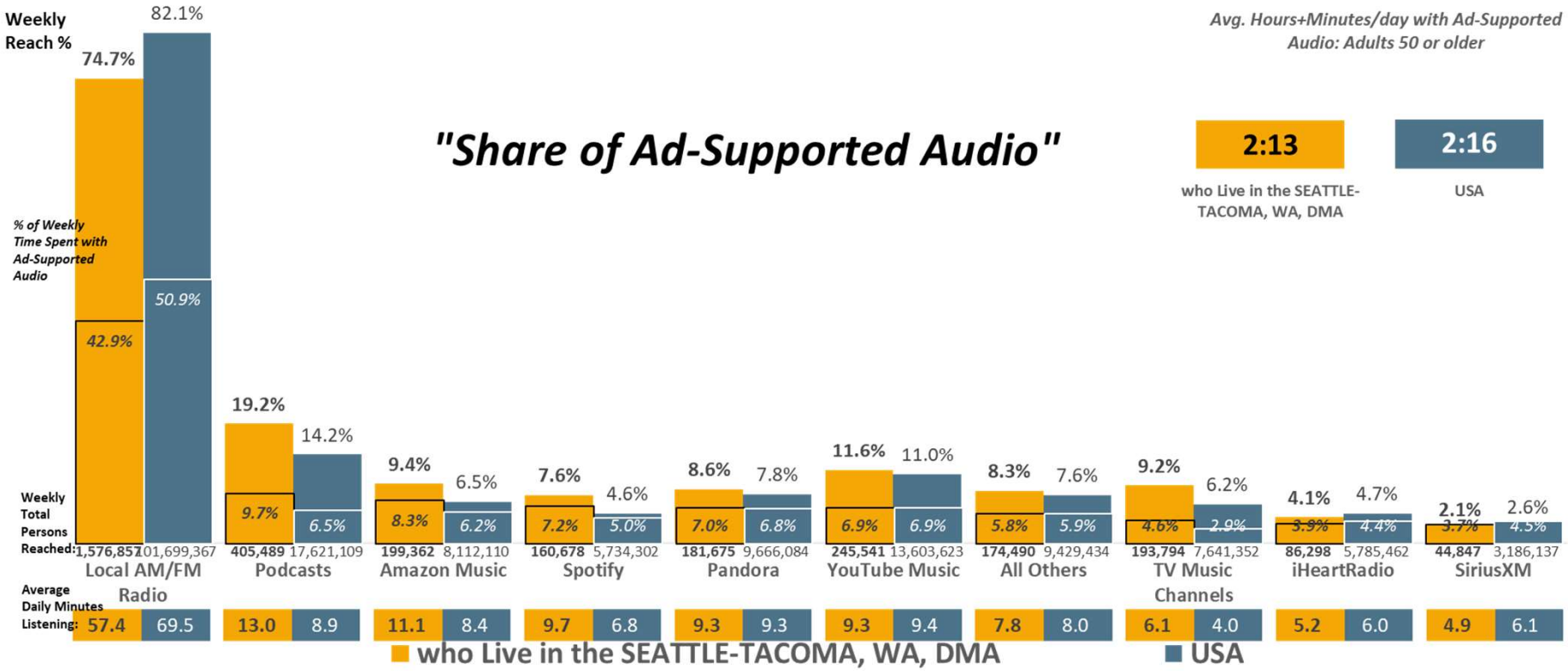
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P50+

1,576,857 or 74.7% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



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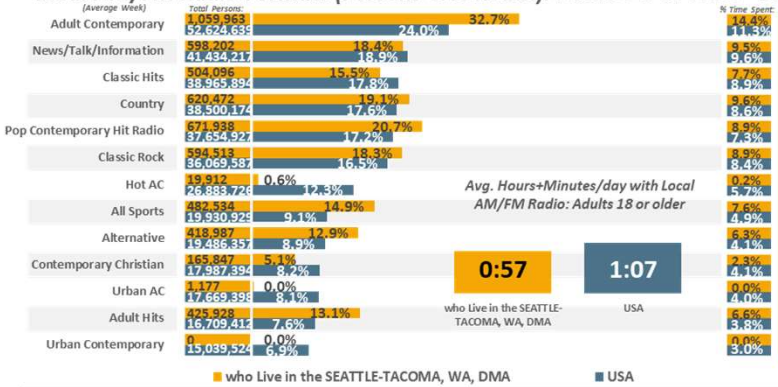
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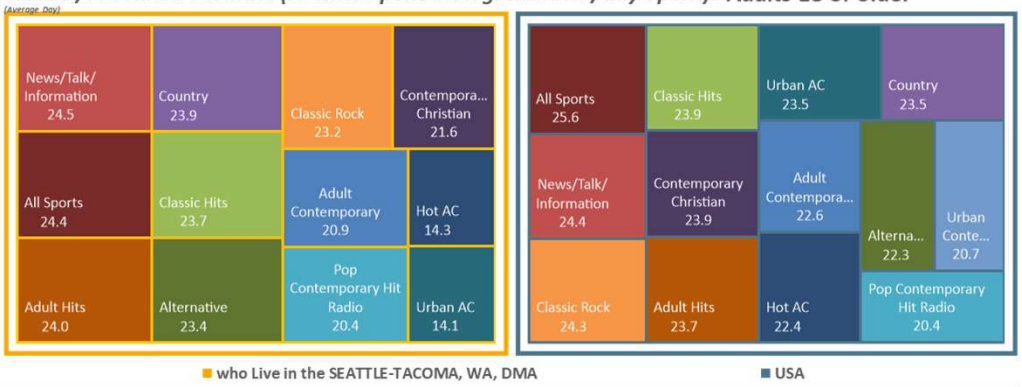
P18+

3,145,145 or 69.8% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

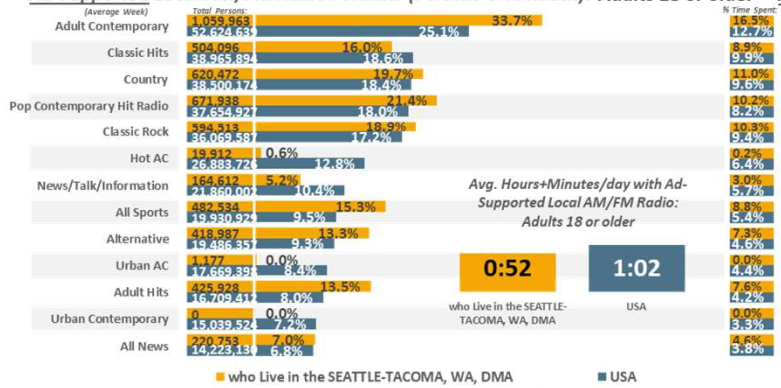
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



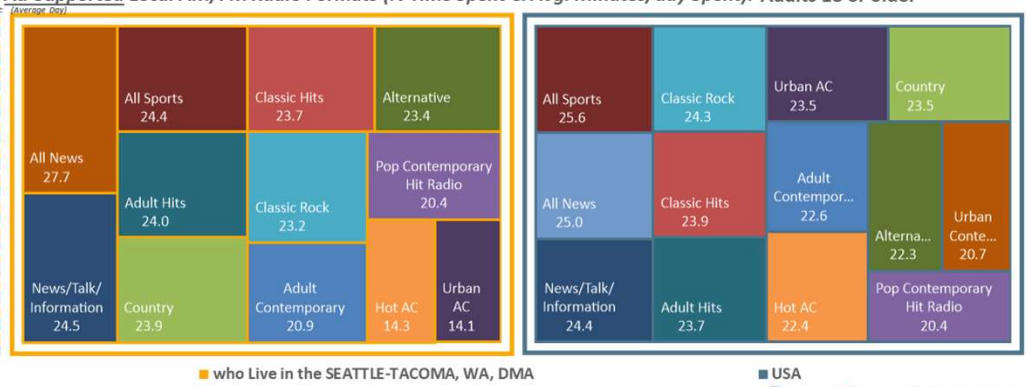
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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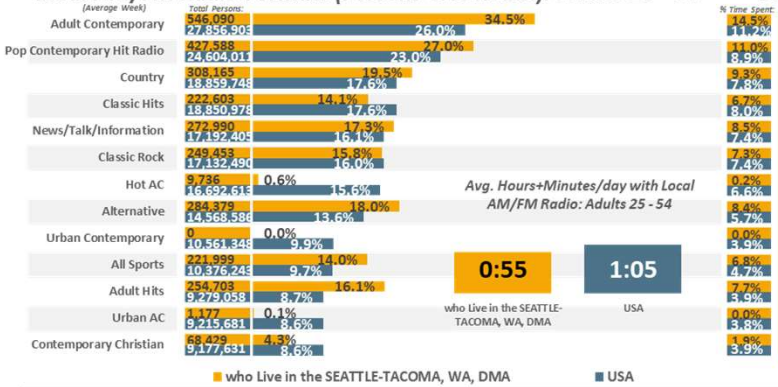
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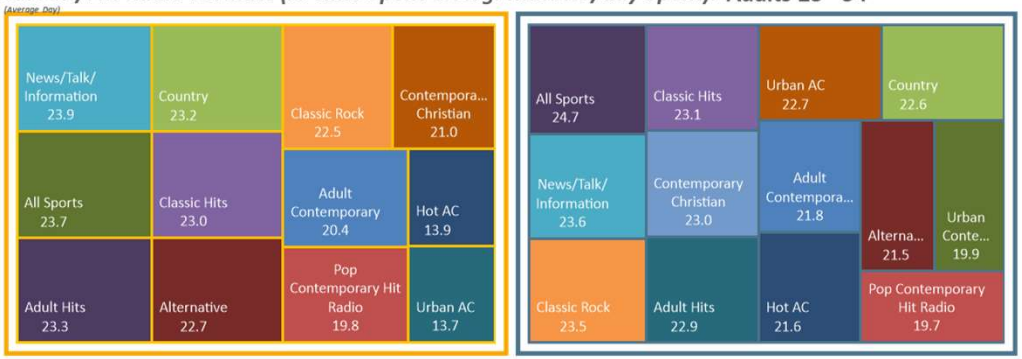
P25-54

1,552,613 or 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Active Rock.

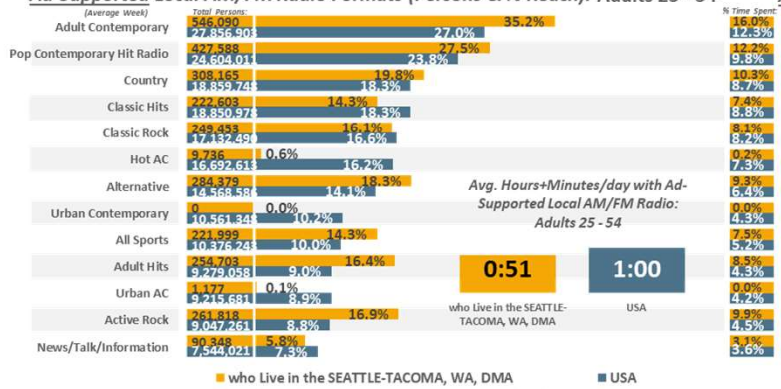
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



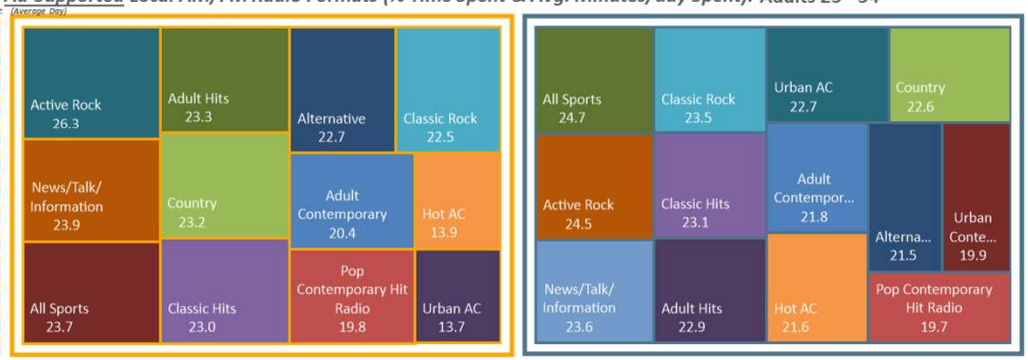
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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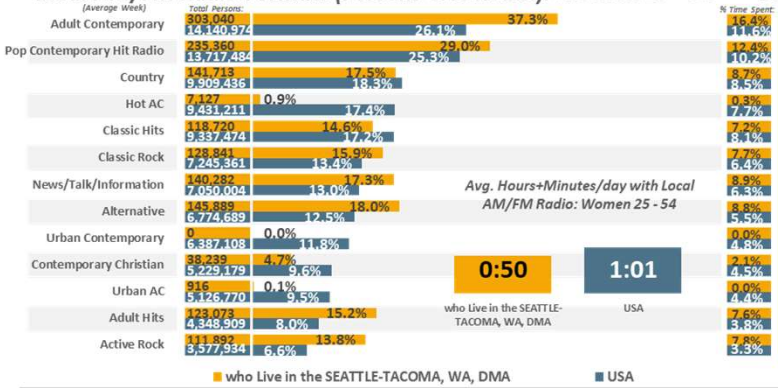
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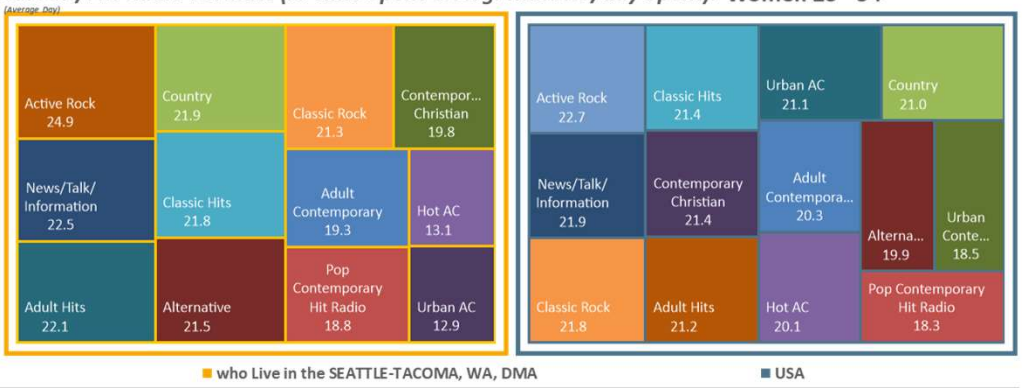
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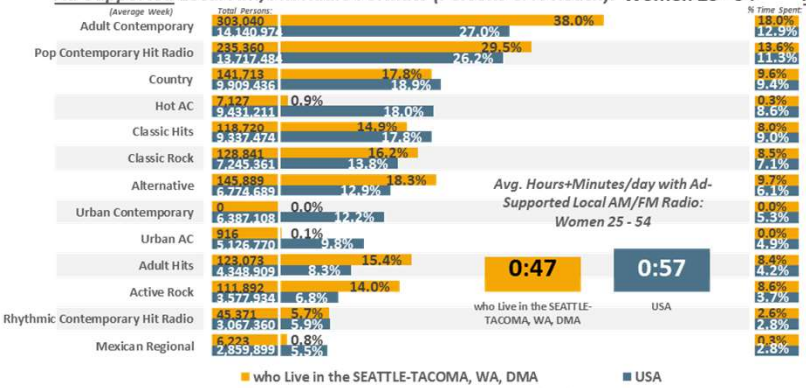
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



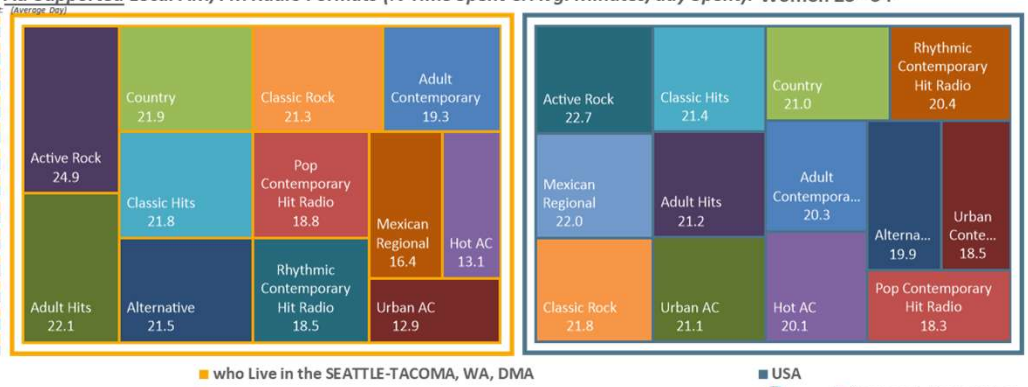
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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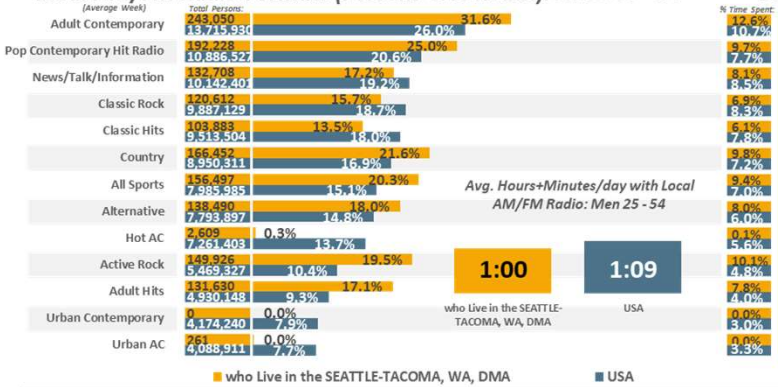
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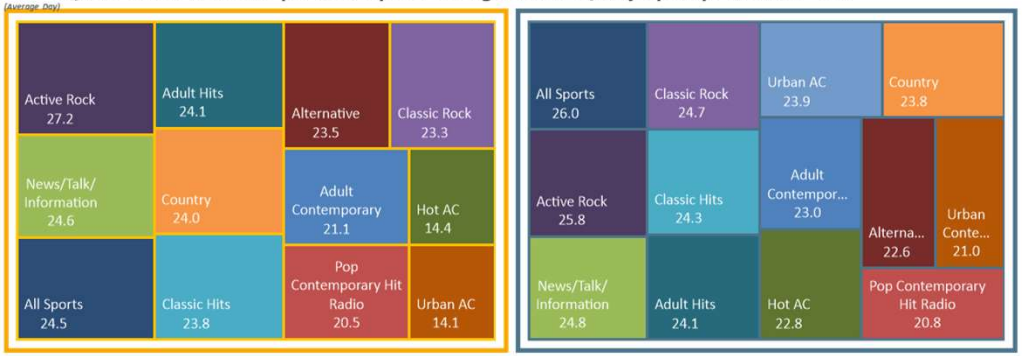
M25-54

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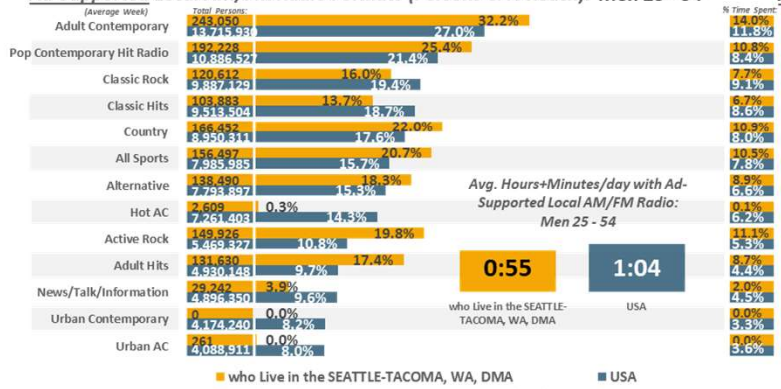
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



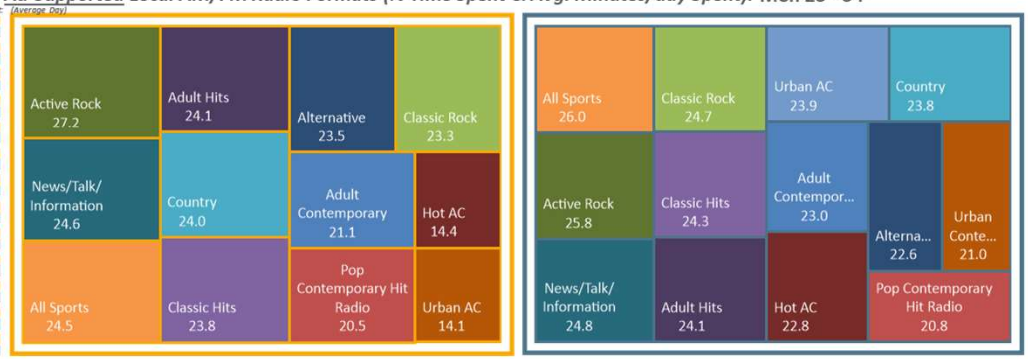
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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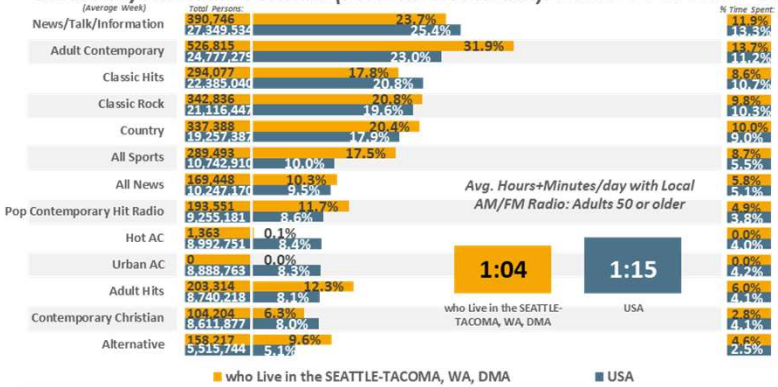
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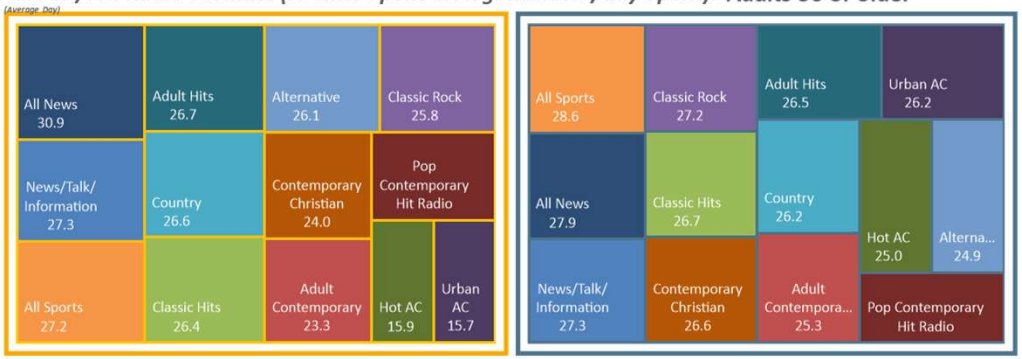
P50+

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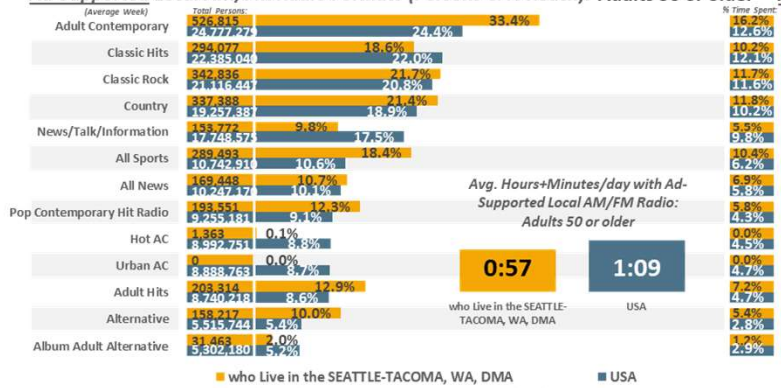
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



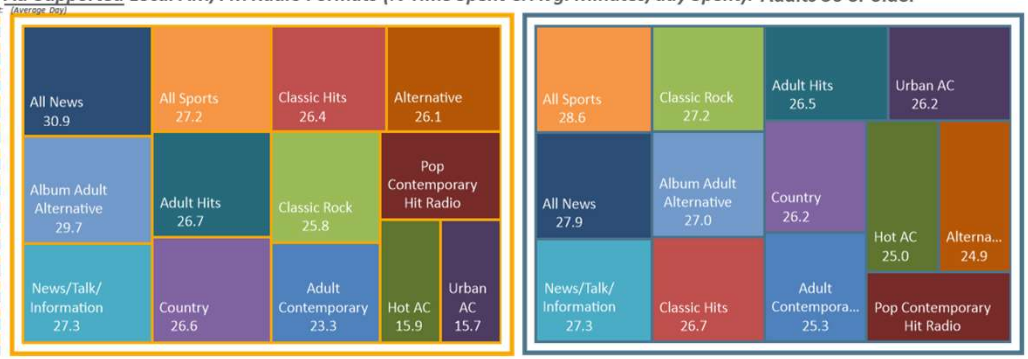
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097

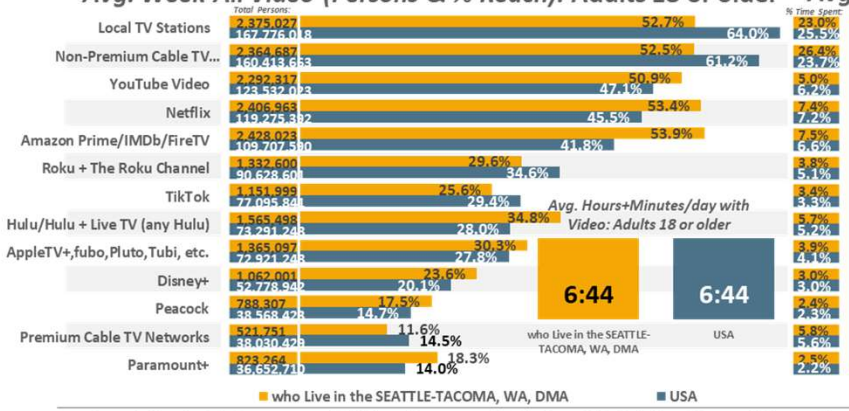
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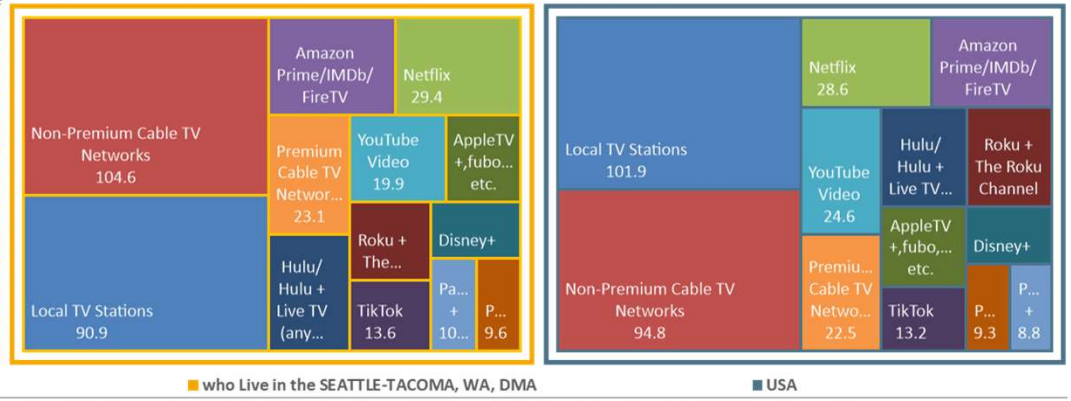
P18+

2,342,894 or 52.% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 86.1 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

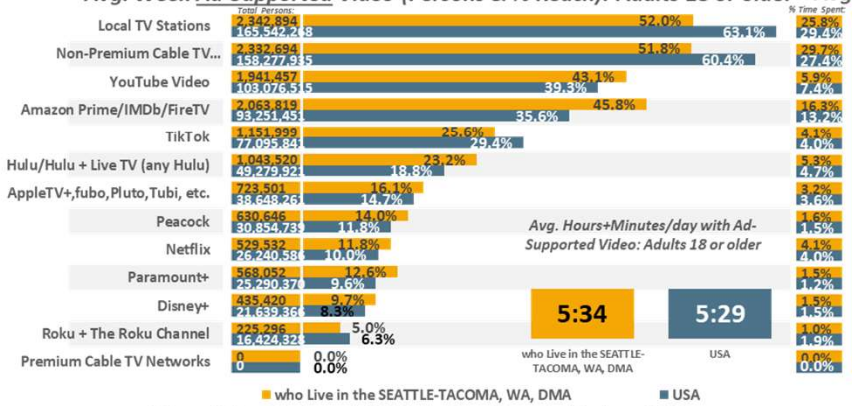
Avg. Week All Video (Persons & % Reach): Adults 18 or older



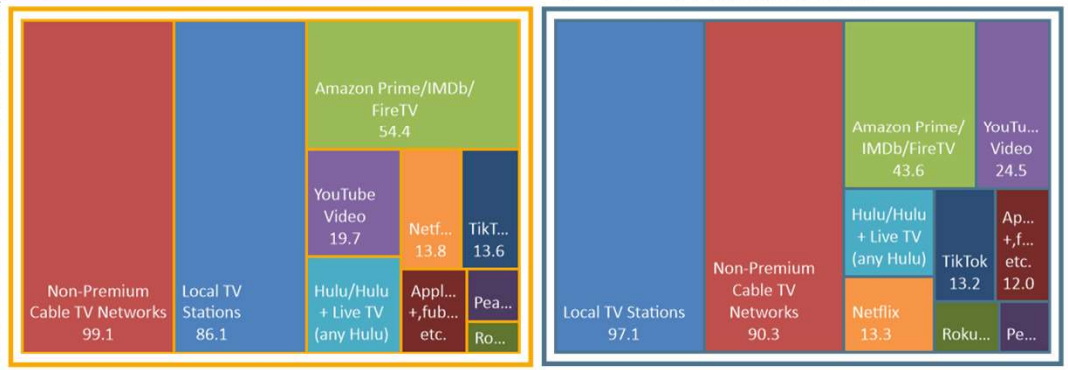
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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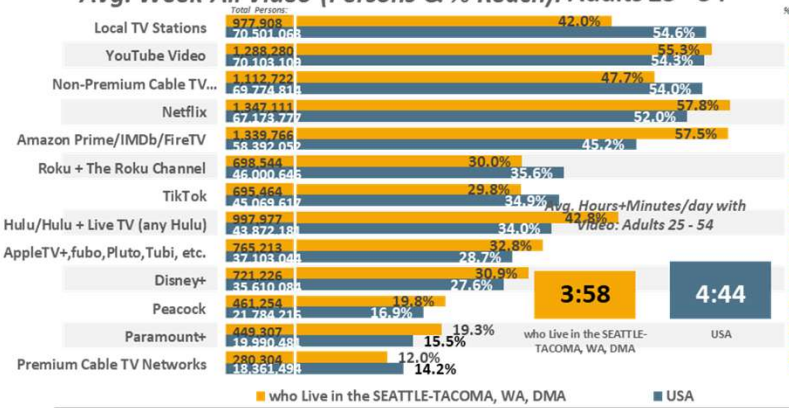
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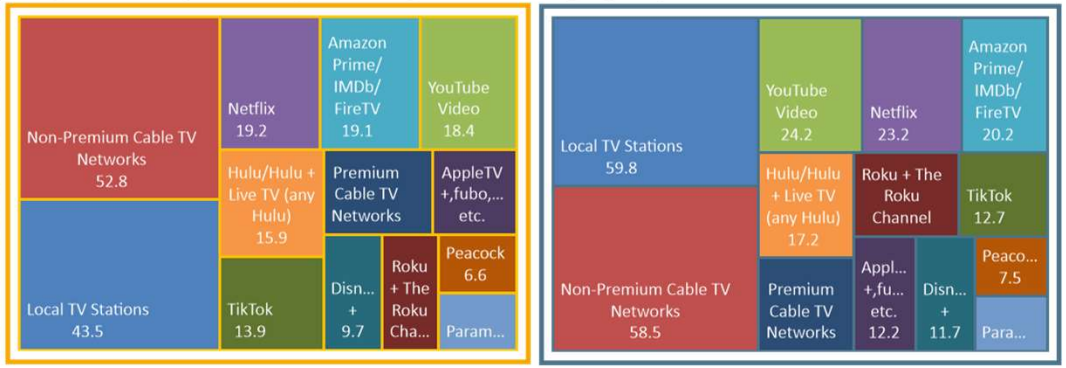
P25-54

965,525 or 41.4% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 42. minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.

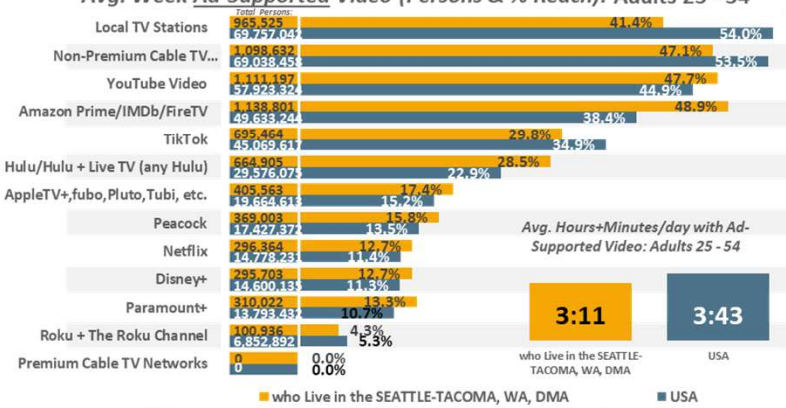
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



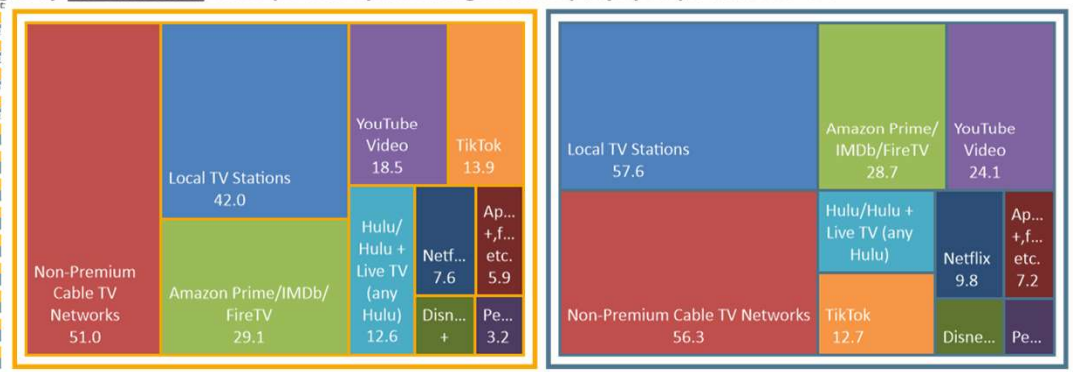
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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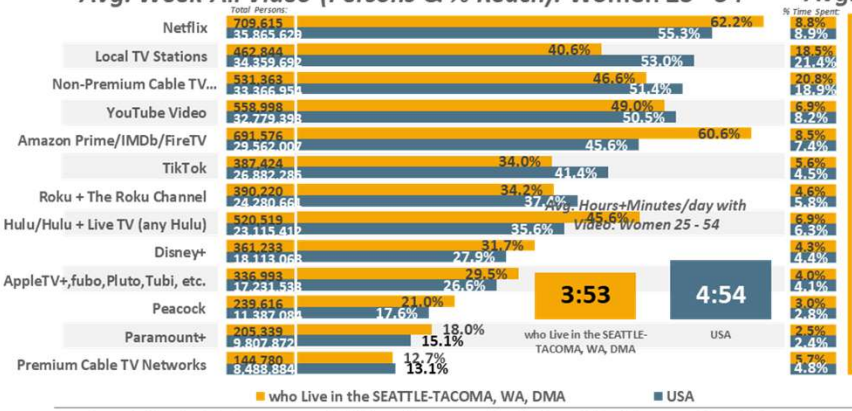
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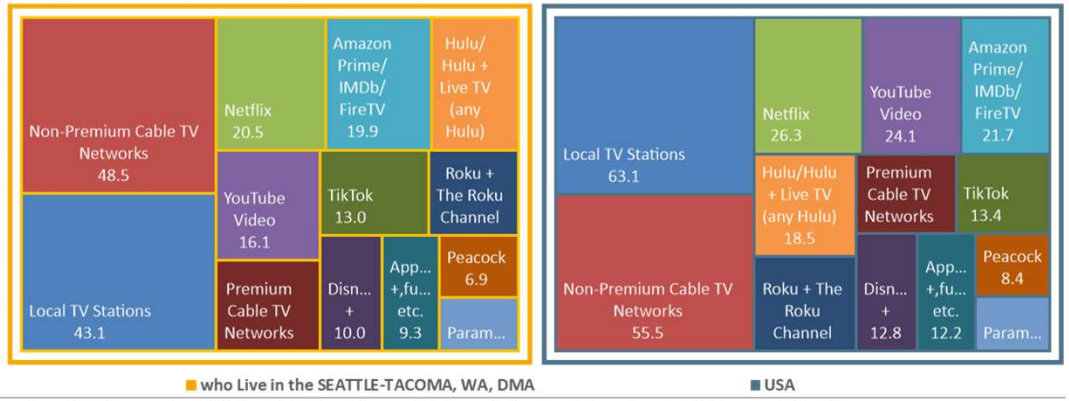


457,134 or 40.1% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 42. minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

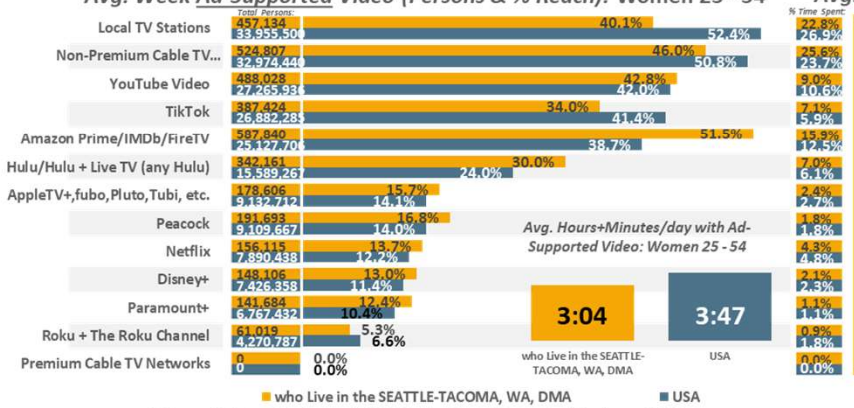
Avg. Week All Video (Persons & % Reach): Women 25 - 54



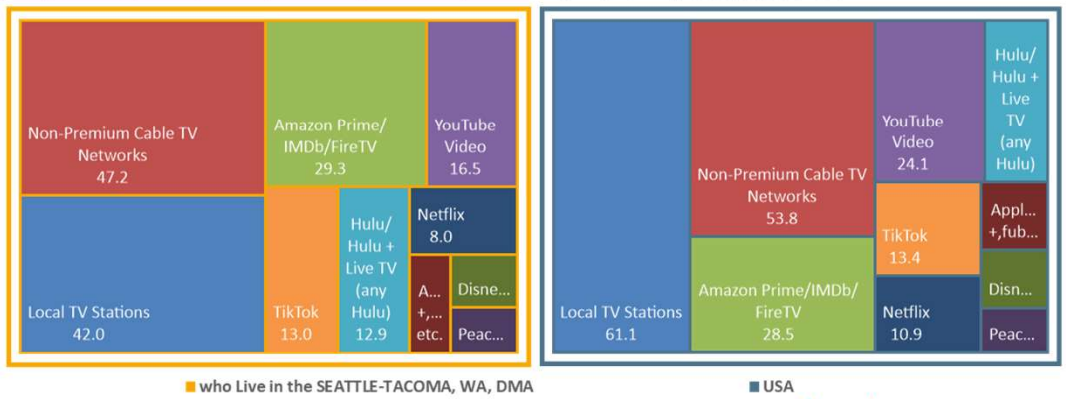
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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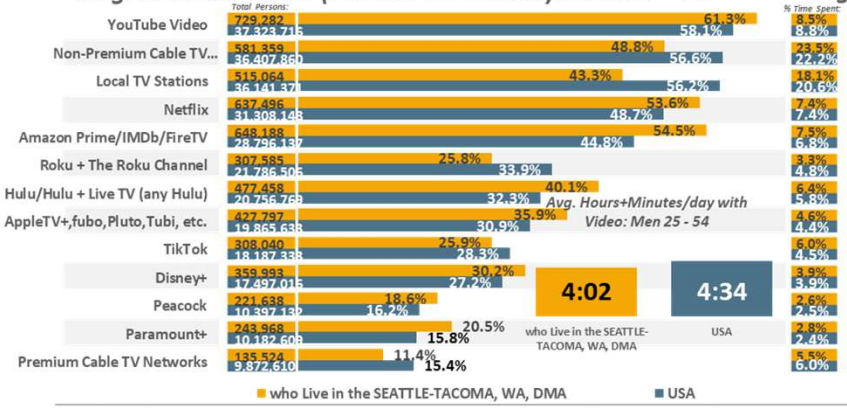
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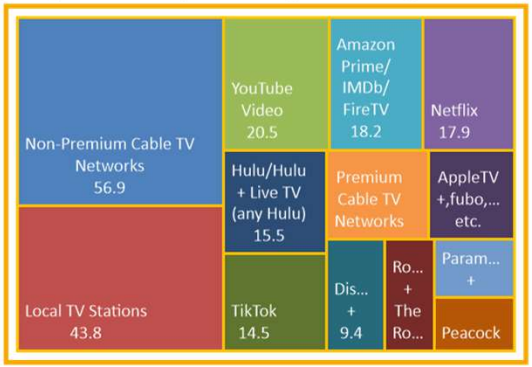
M25-54

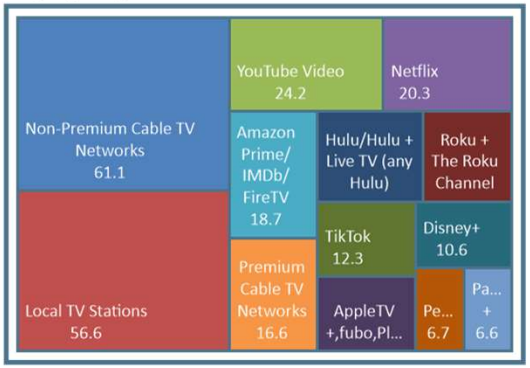
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Avg. Week All Video (Persons & % Reach): Men 25 - 54



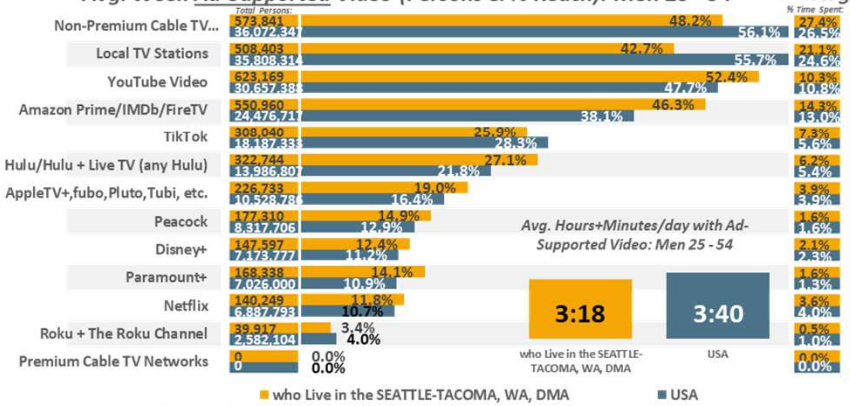
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



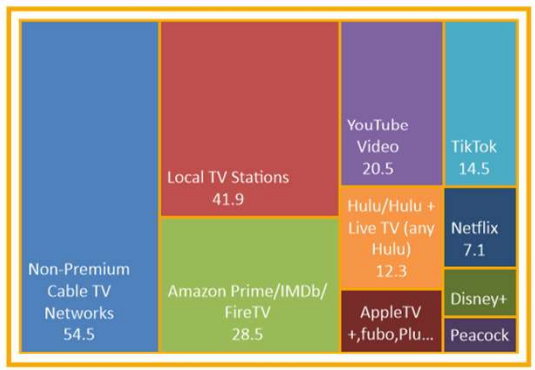


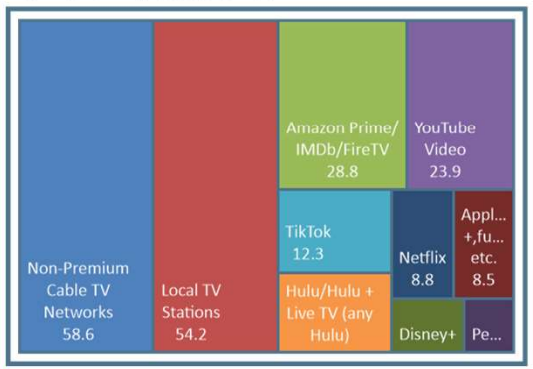
■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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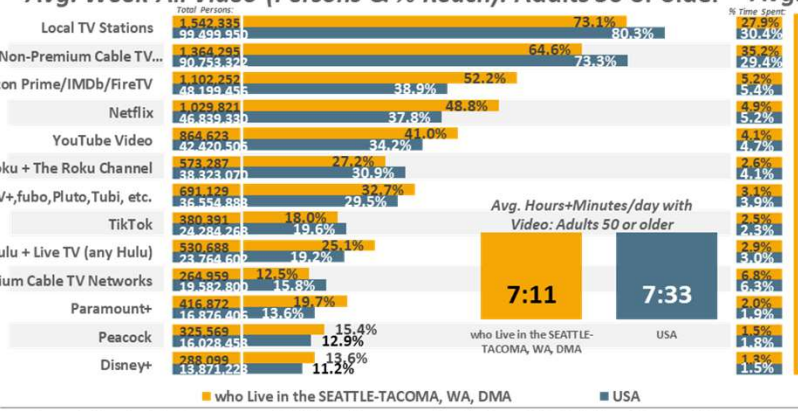
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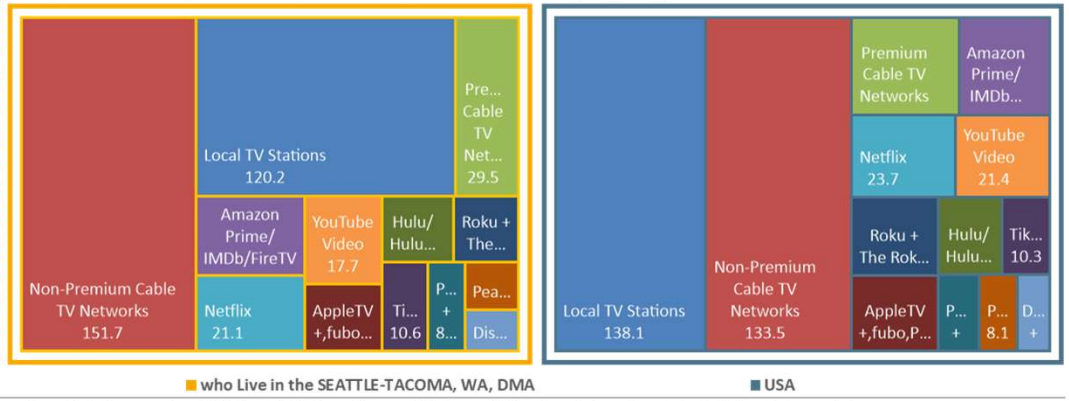
P50+

1,522,190 or 72.1% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 112.5 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

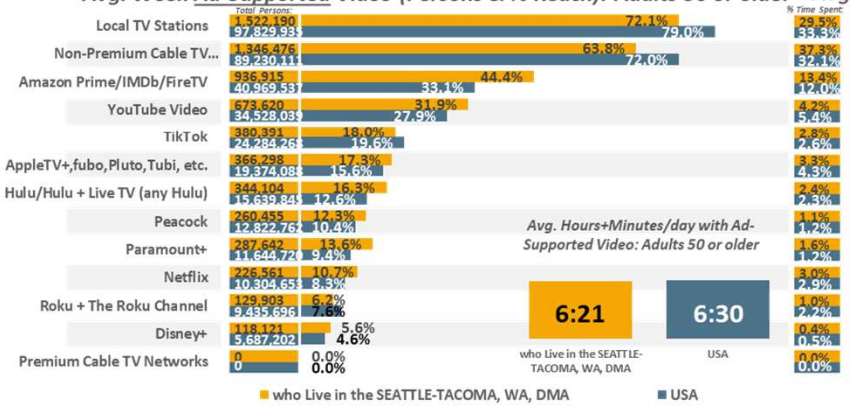
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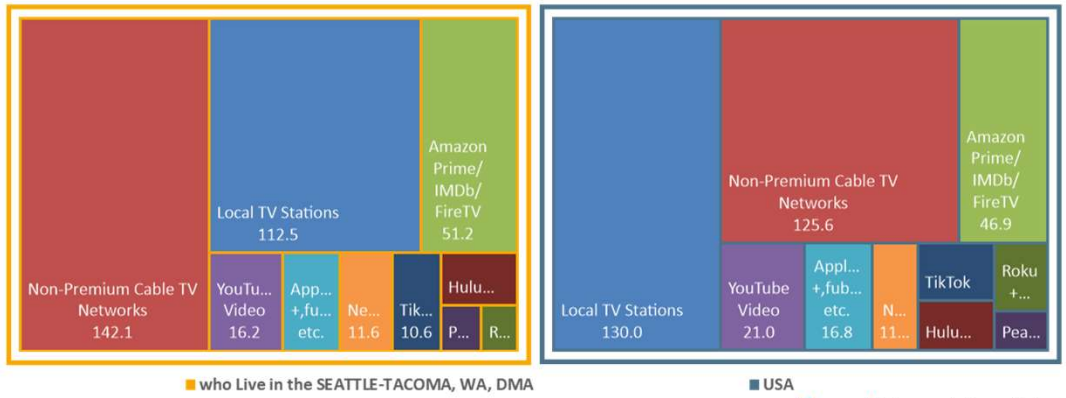
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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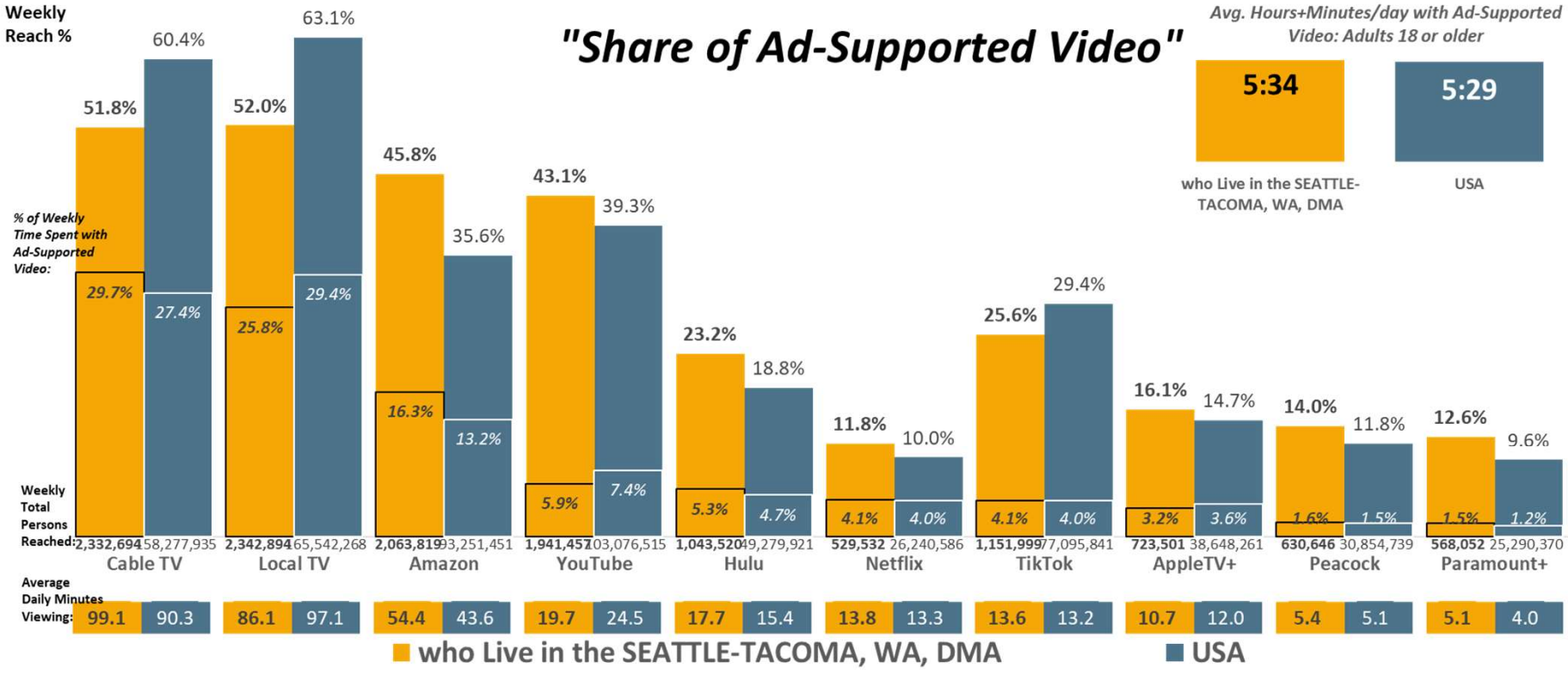
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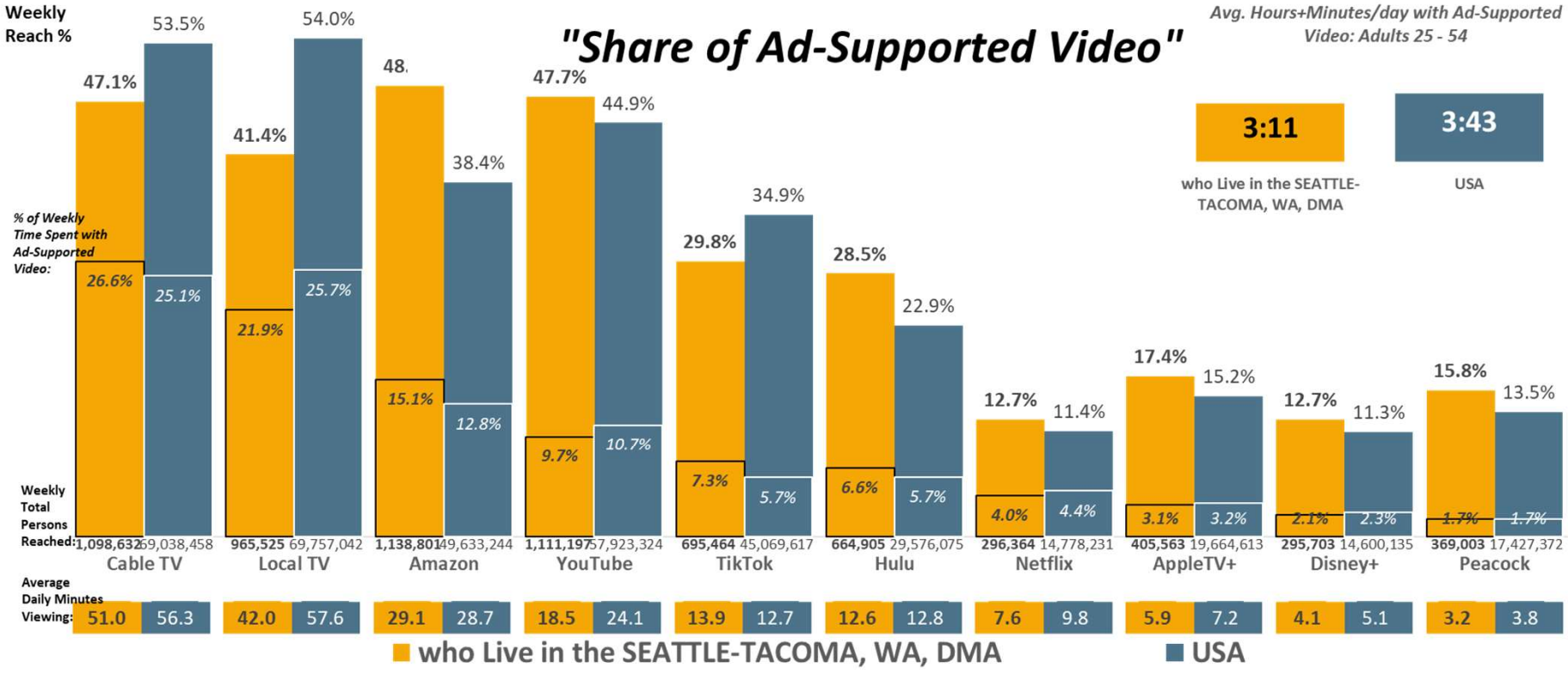
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P25-54

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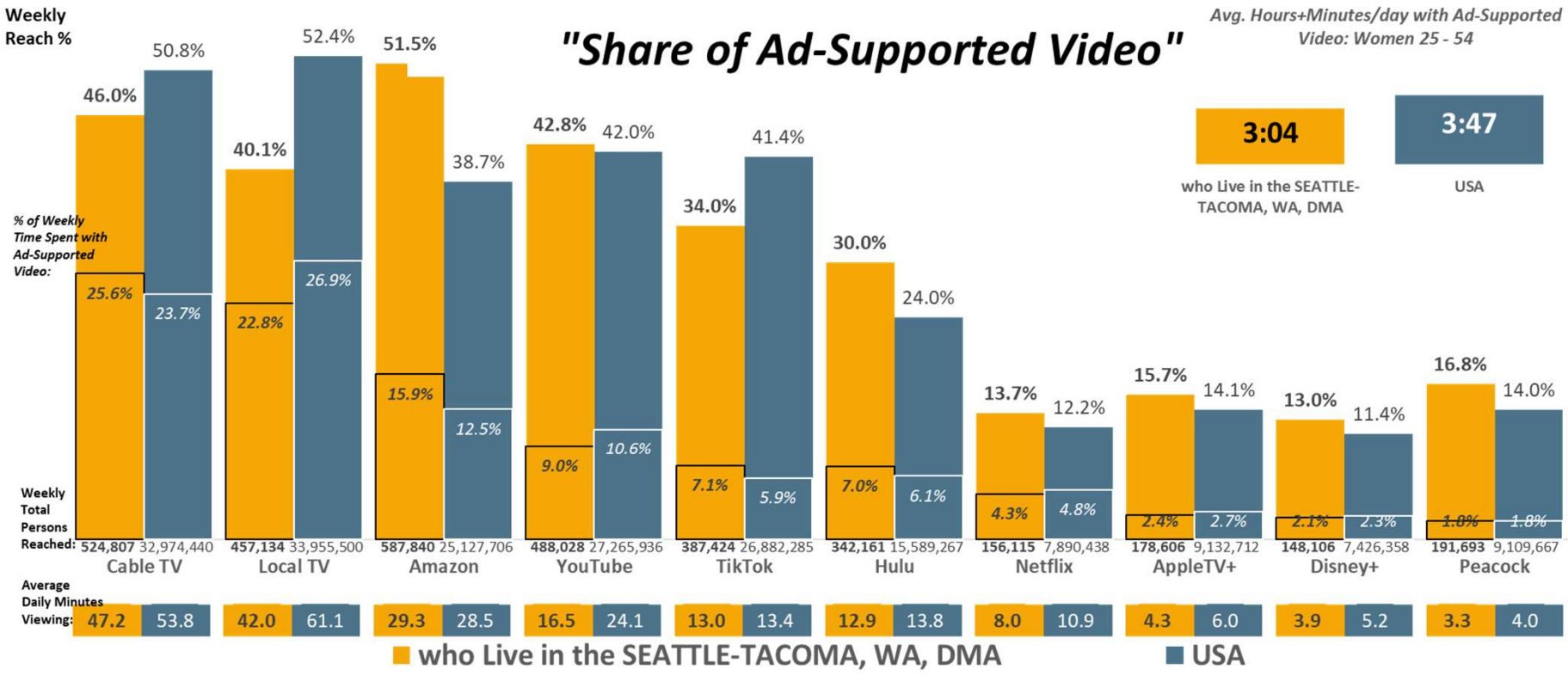
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W25-54

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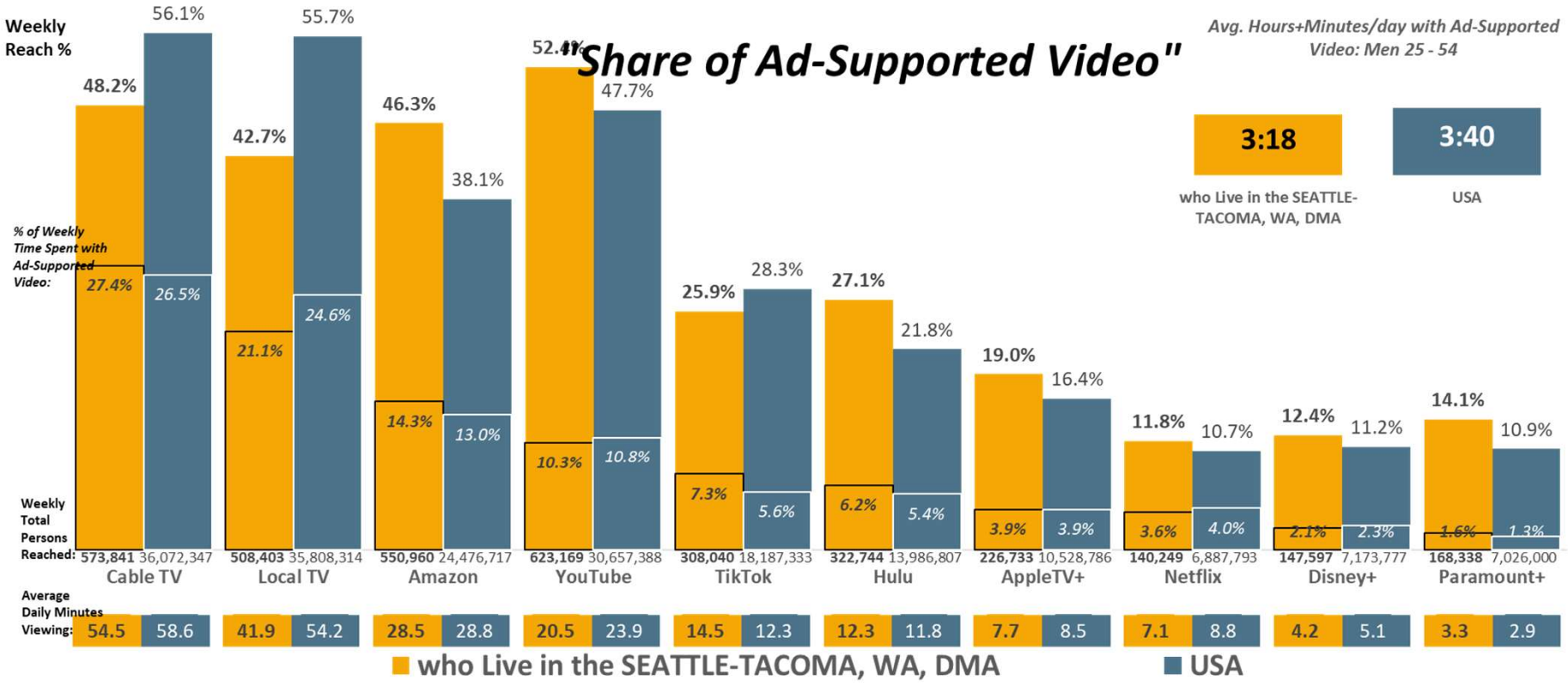
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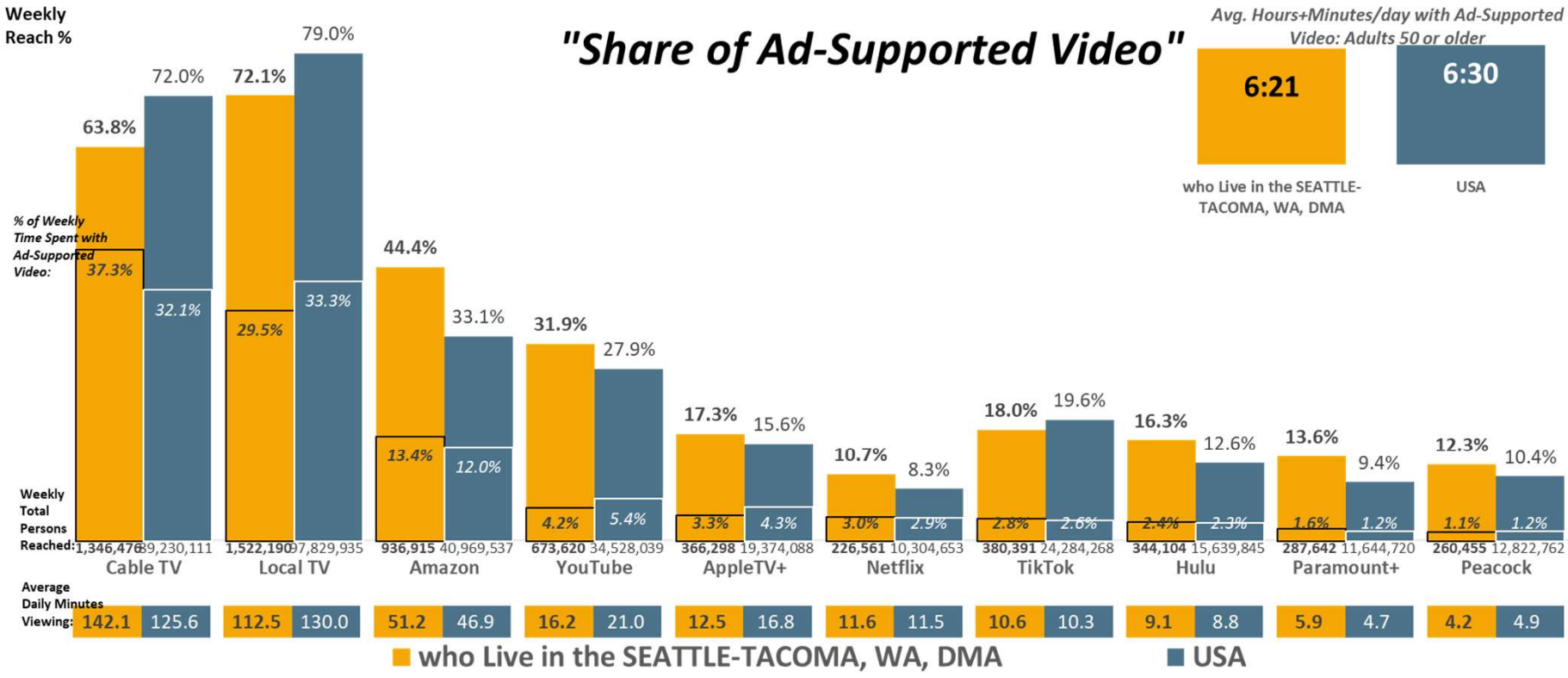
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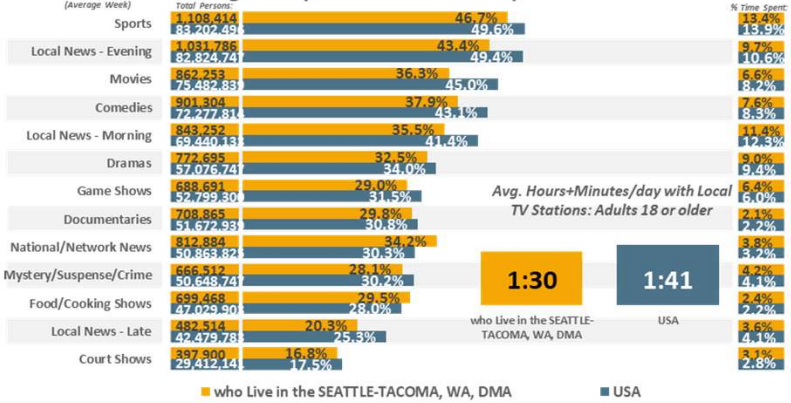
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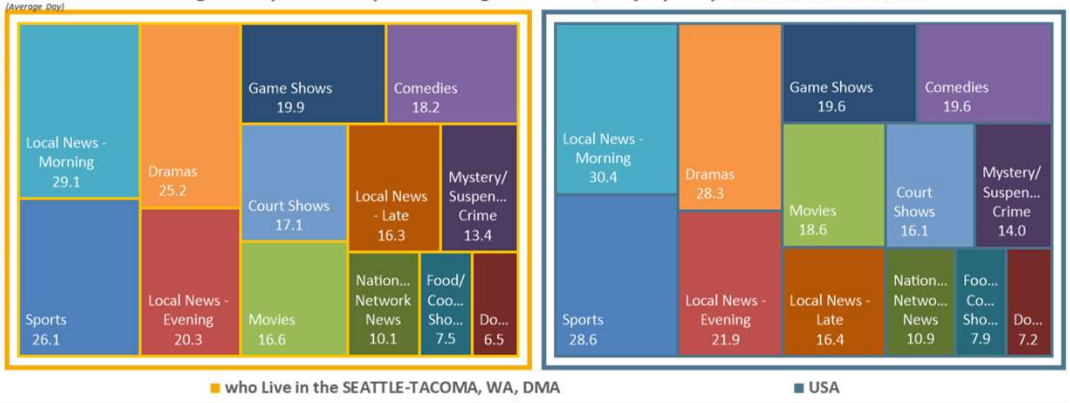
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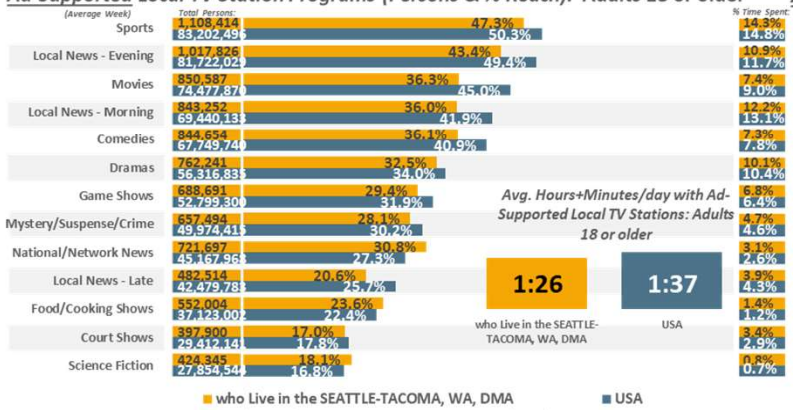
Local TV Station Programs (Persons & % Reach): Adults 18 or older



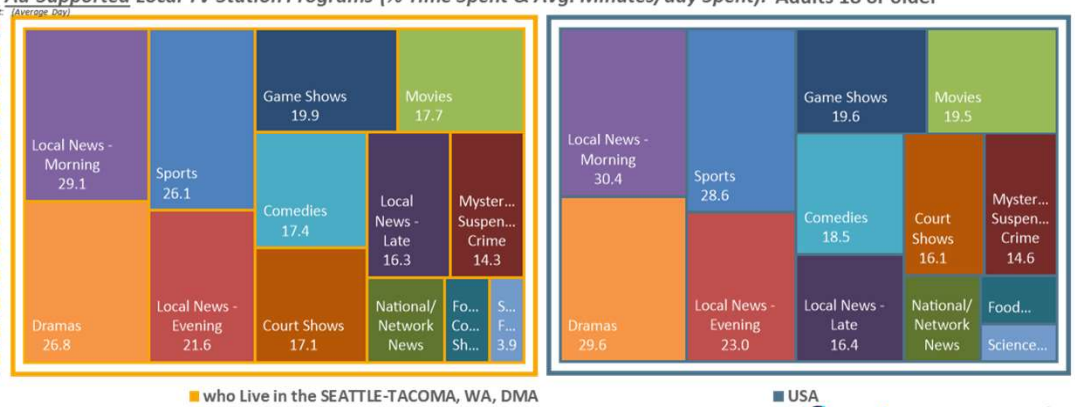
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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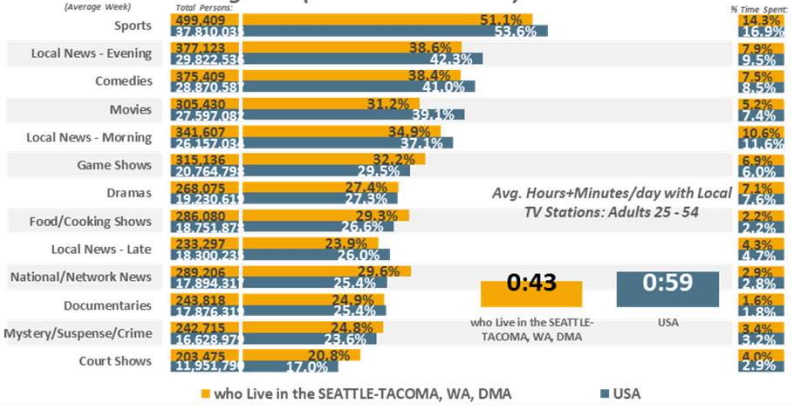
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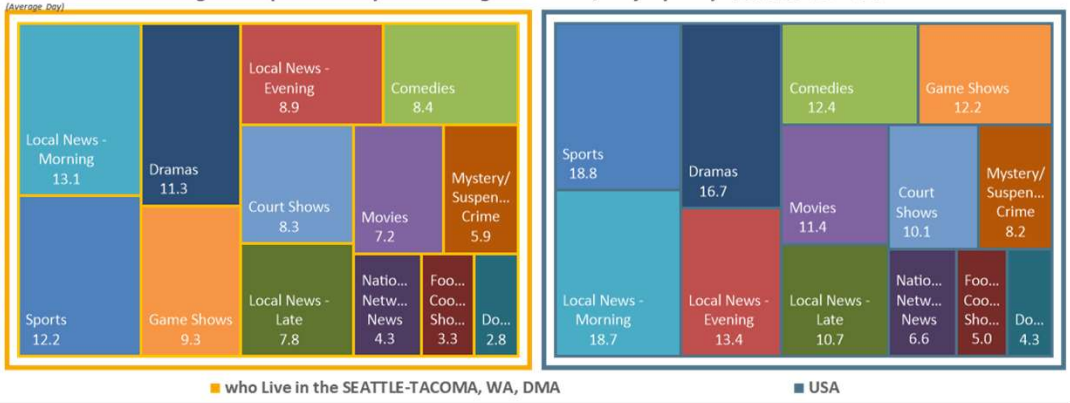
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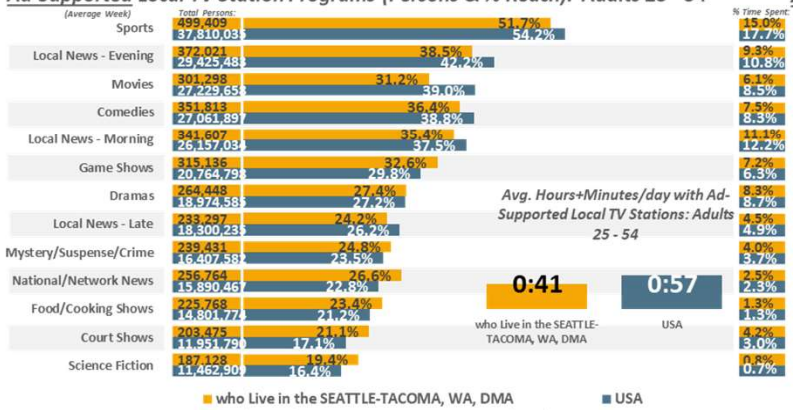
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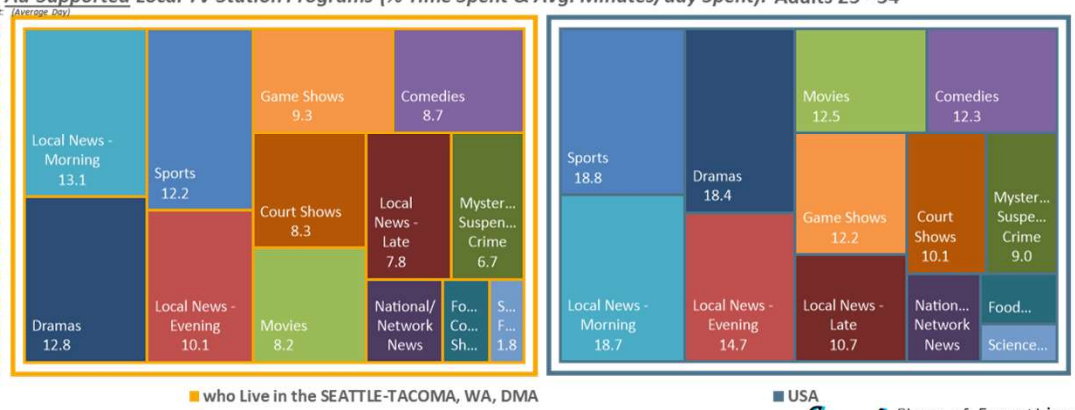
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



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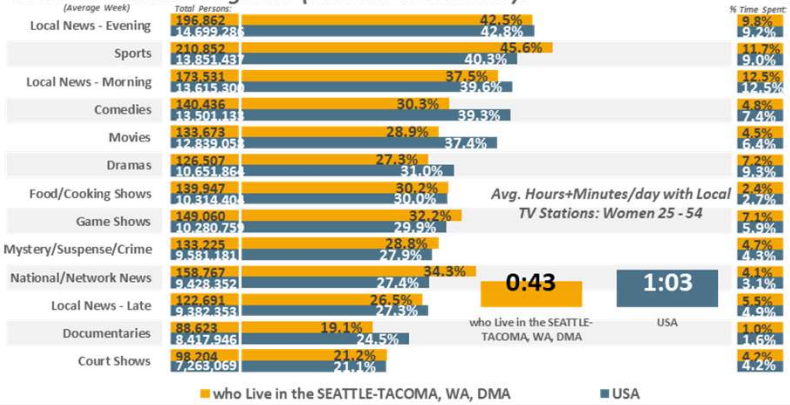
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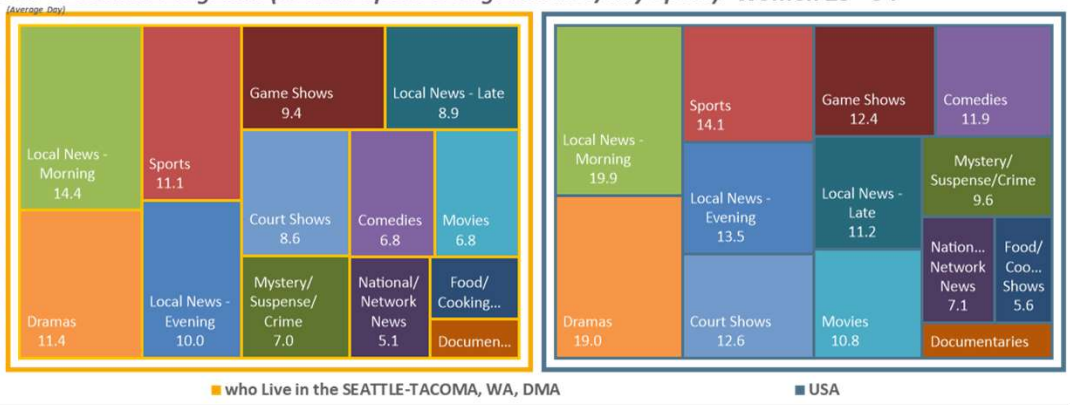
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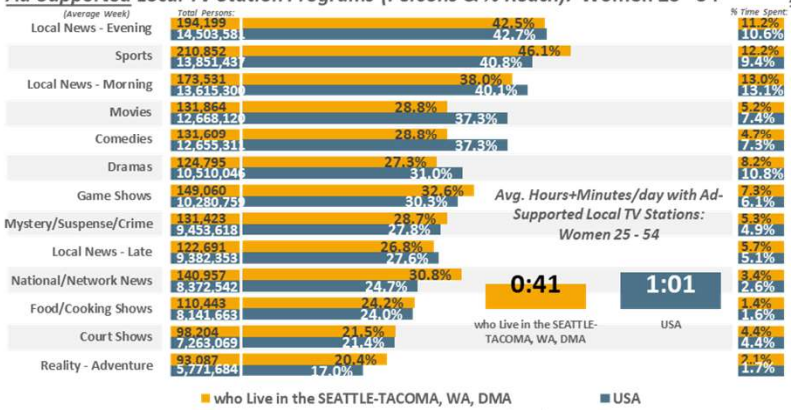
Local TV Station Programs (Persons & % Reach): Women 25 - 54



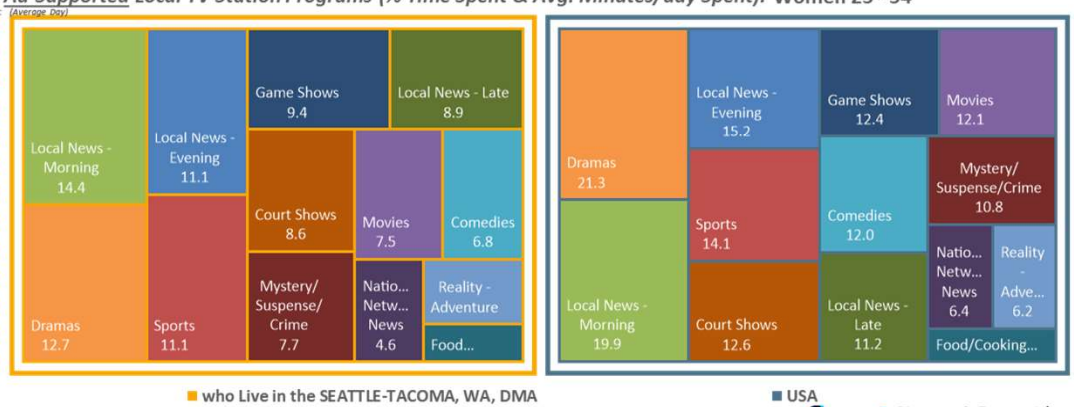
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,097

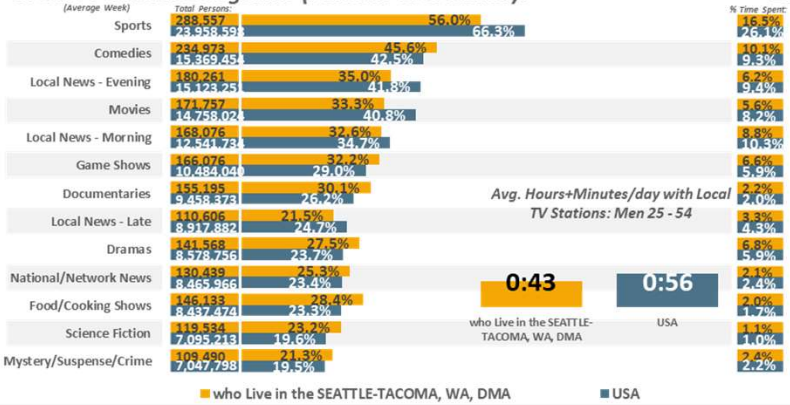
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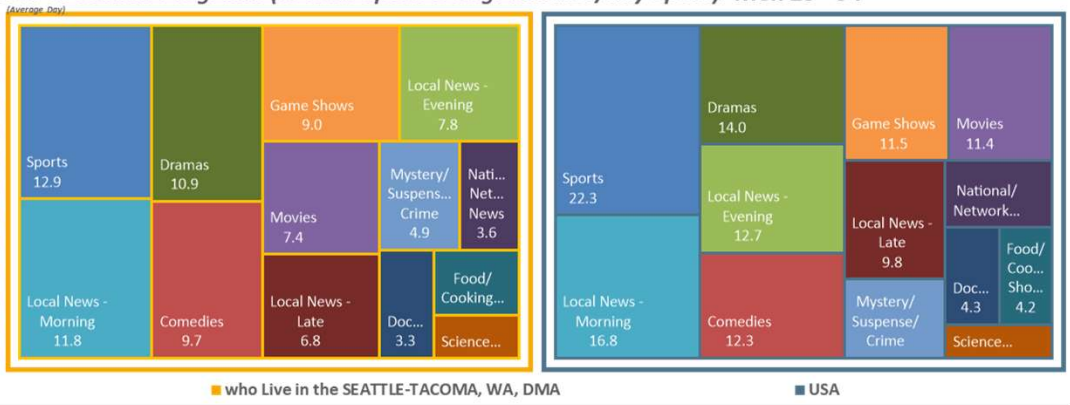
M25-54

508,403 or 42.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Game Shows.

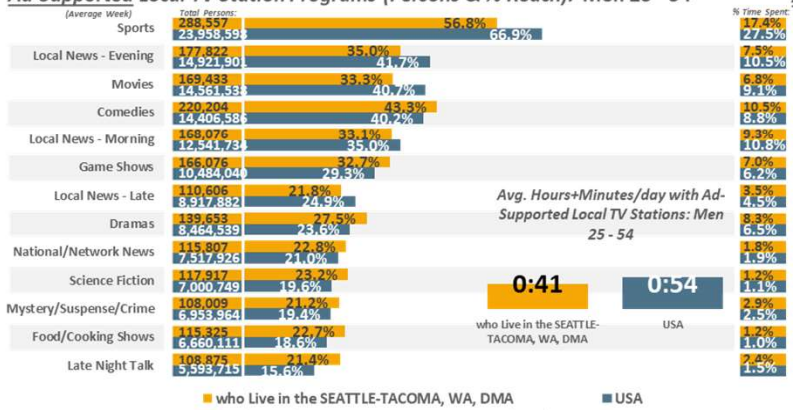
Local TV Station Programs (Persons & % Reach): Men 25 - 54



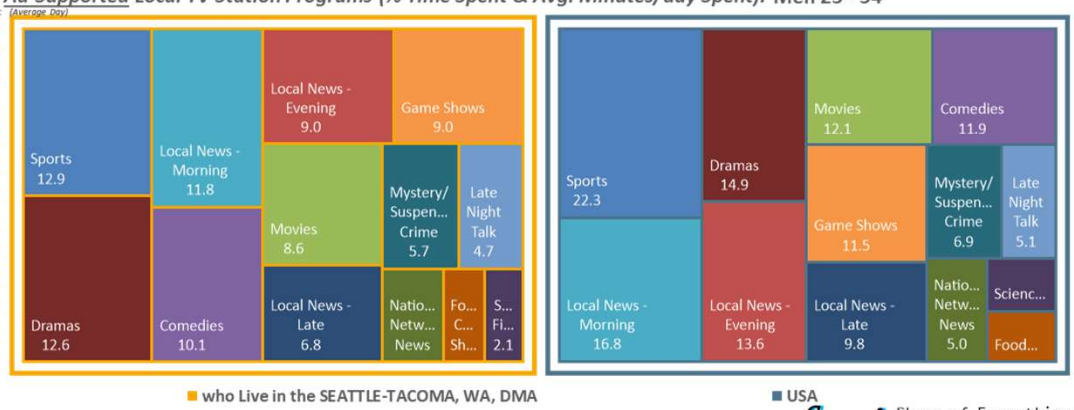
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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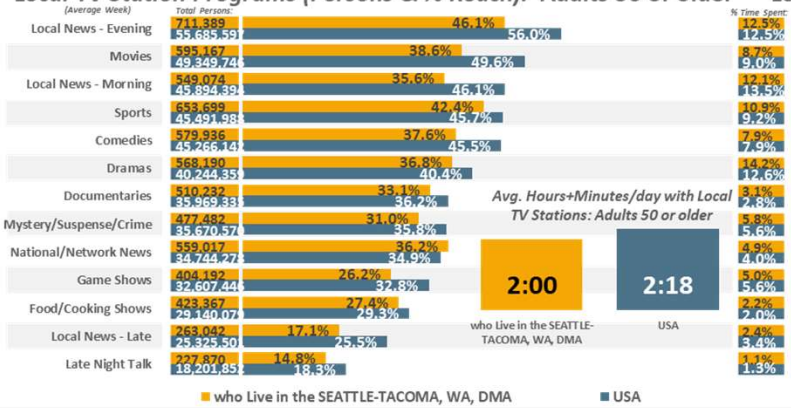
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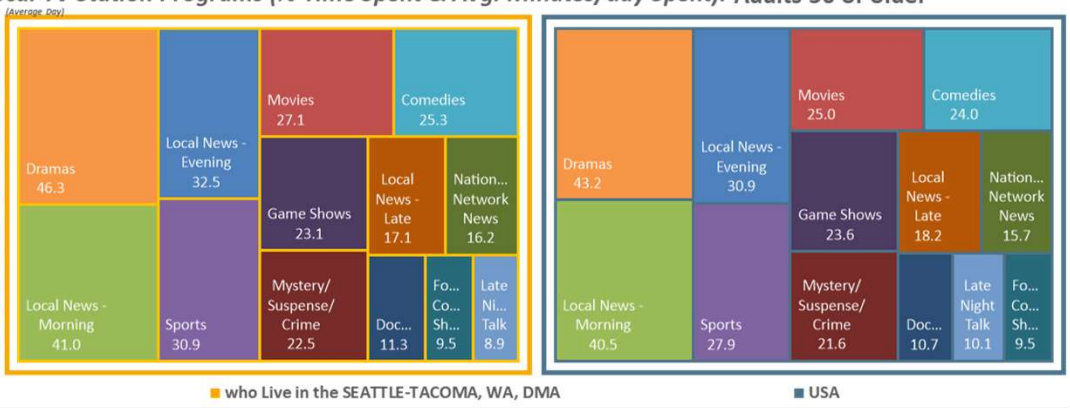
P50+

1,522,190 or 72.1% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Dramas, Local News - Morning, and Comedies.

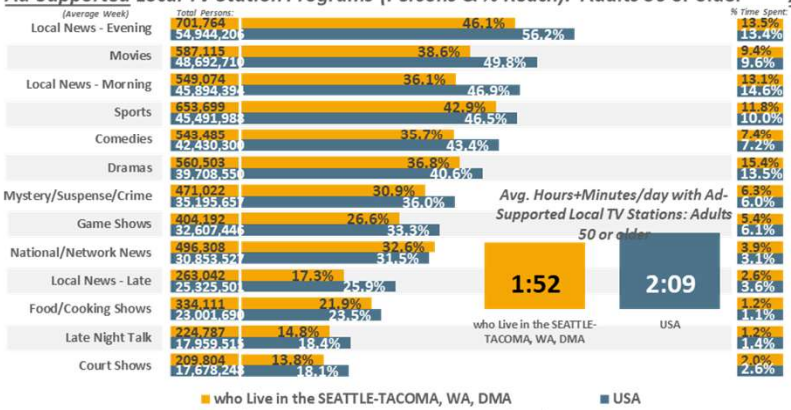
Local TV Station Programs (Persons & % Reach): Adults 50 or older



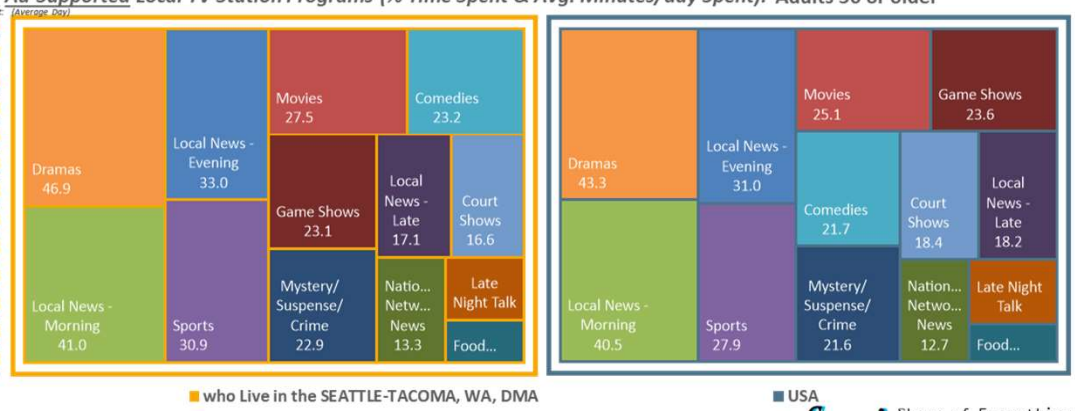
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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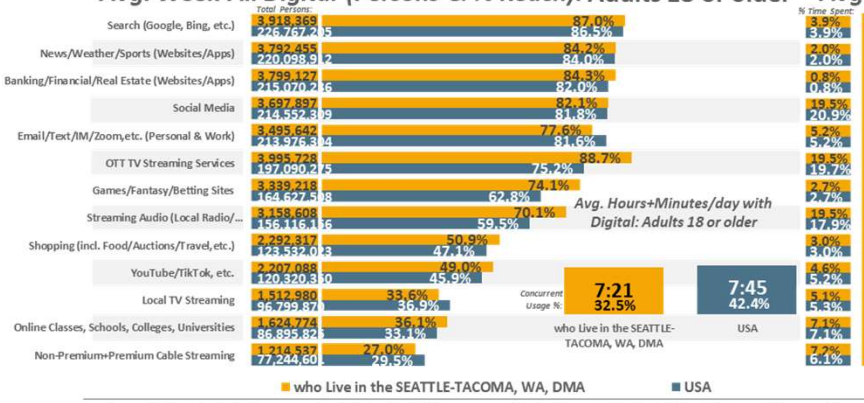
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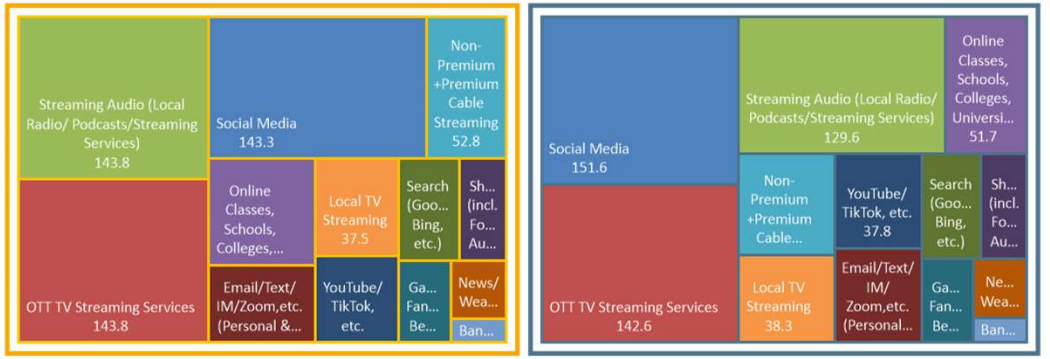
P18+

3,226,465 or 71.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 125. minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

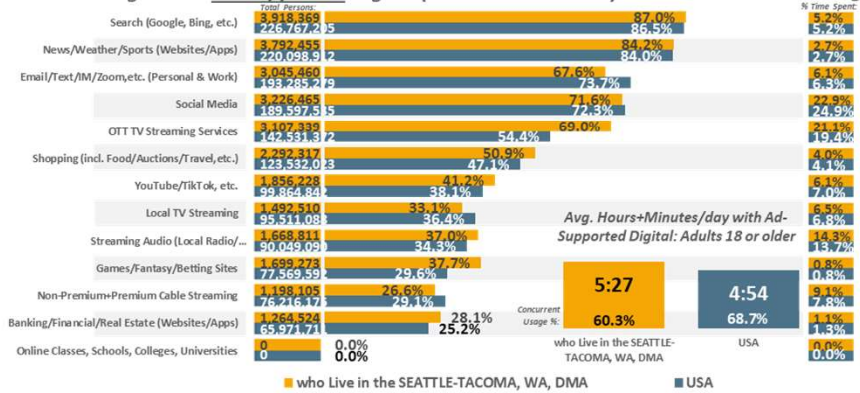
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



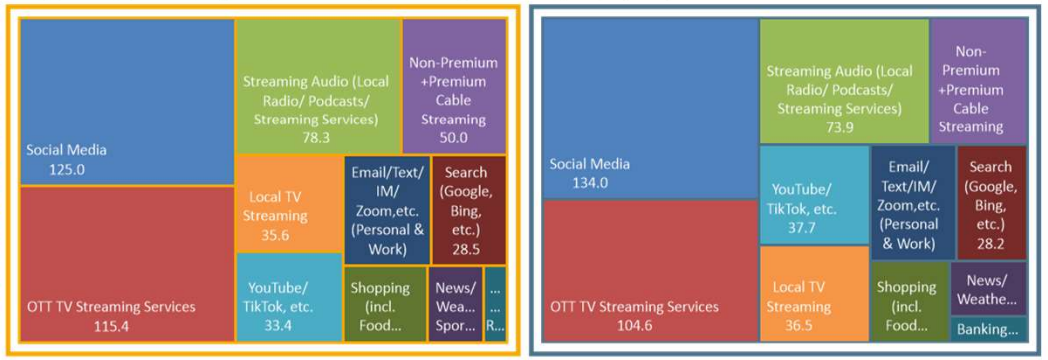
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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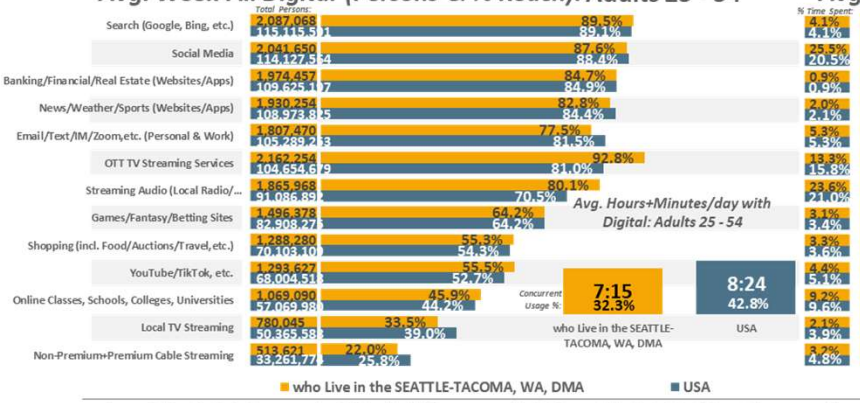
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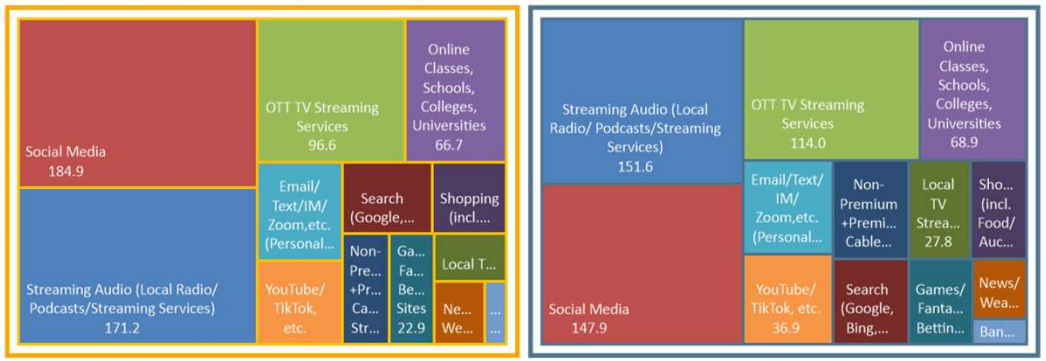
P25-54

1,735,614 or 74.5% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

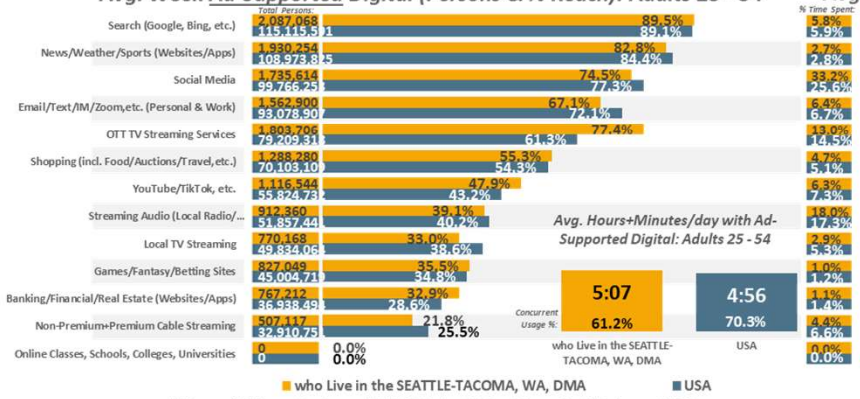
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



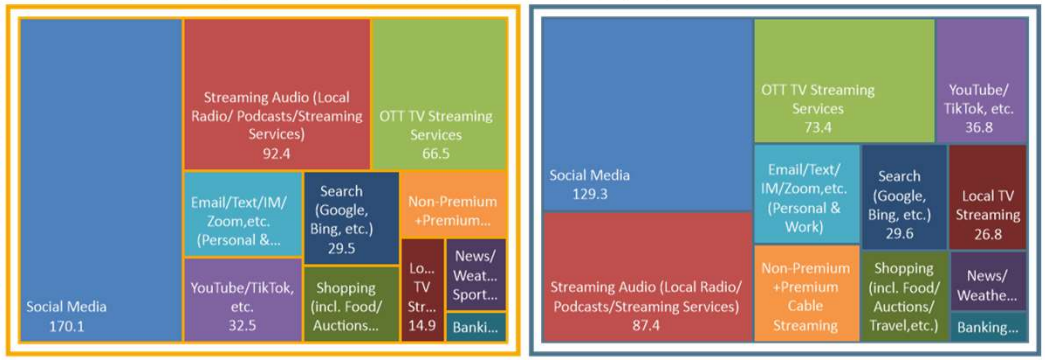
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 25 - 54



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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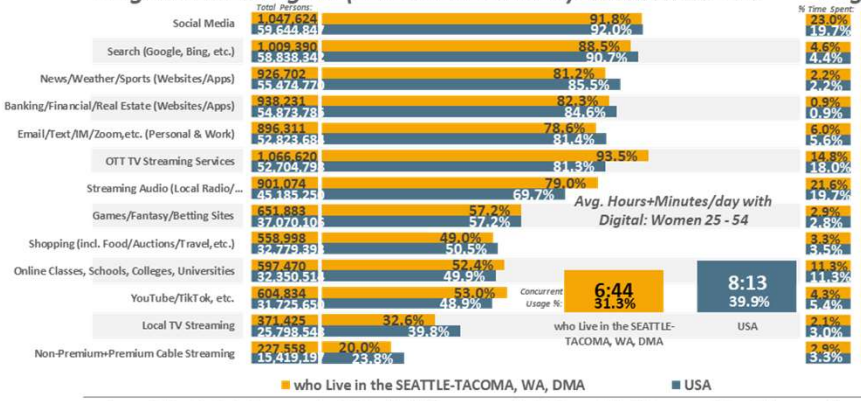
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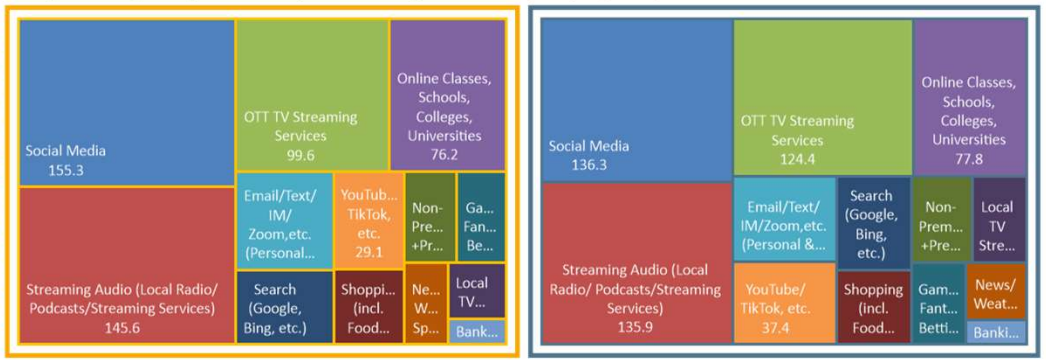
W25-54

933,804 or 81.9% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

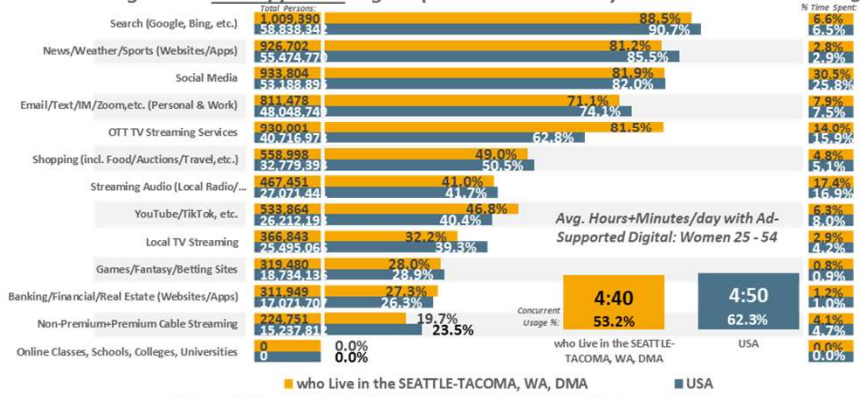
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Women 25 - 54



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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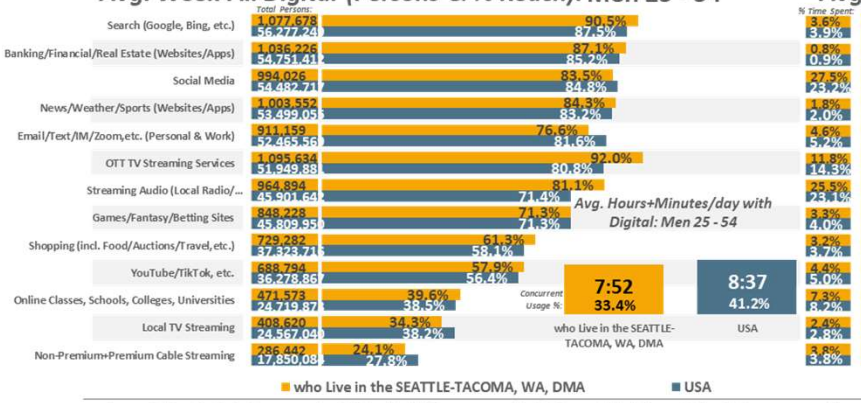
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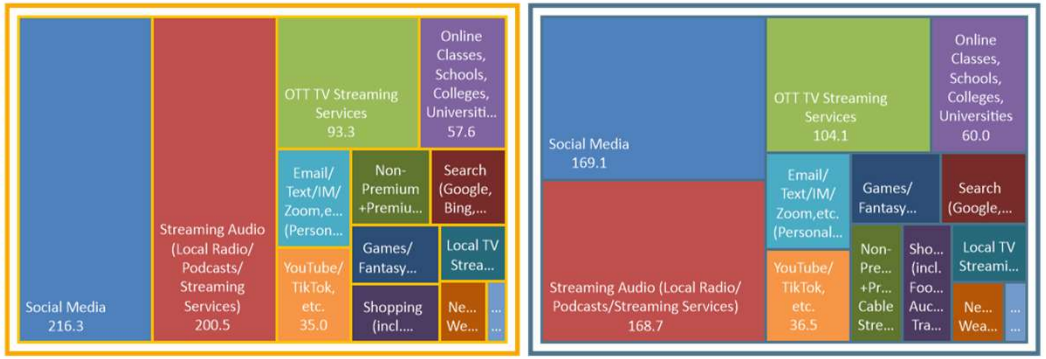
M25-54

801,810 or 67.4% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 35.4% of all time spent daily with Ad-Supported Digital Media.

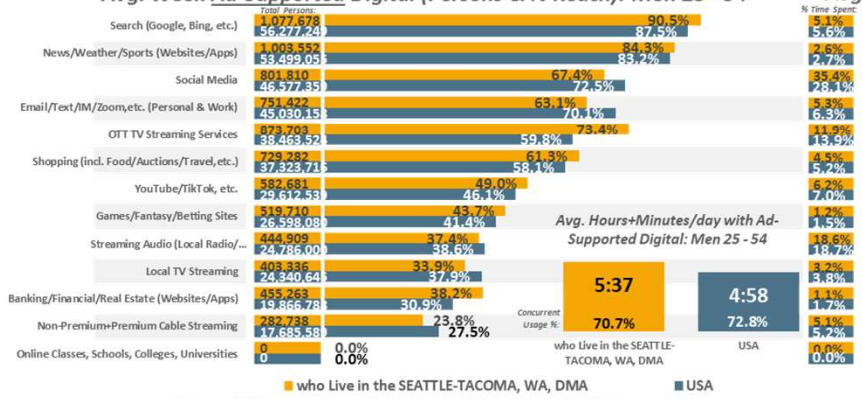
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



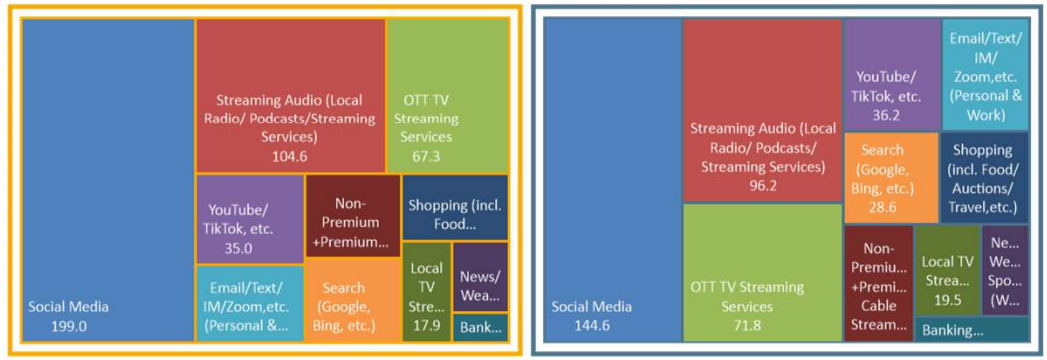
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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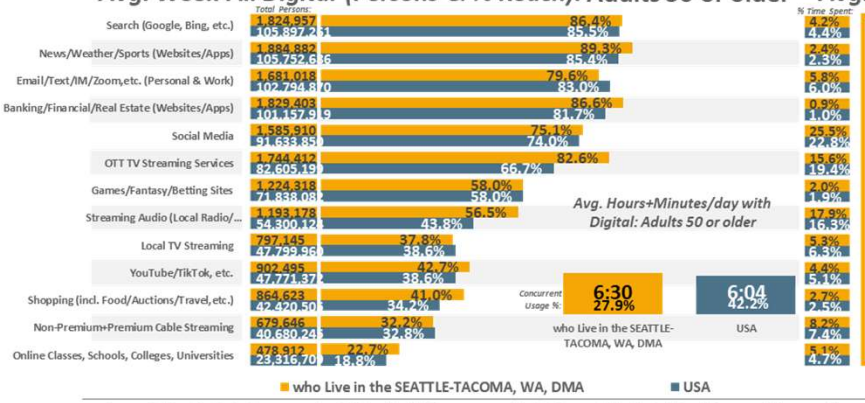
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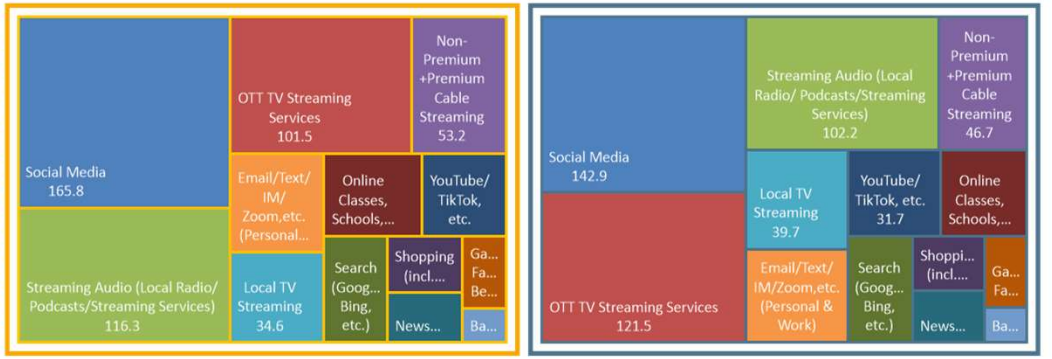
P50+

1,400,363 or 66.3% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 146.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

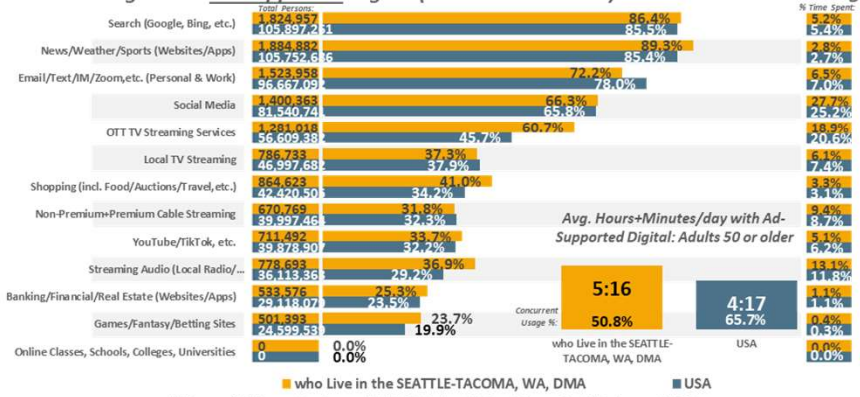
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



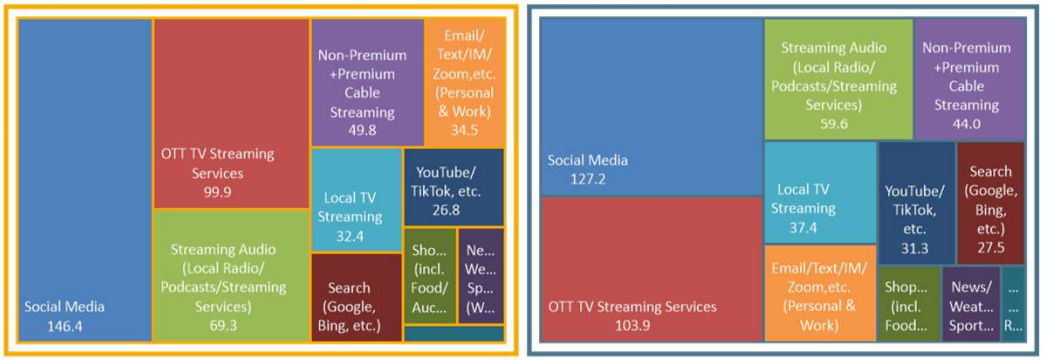
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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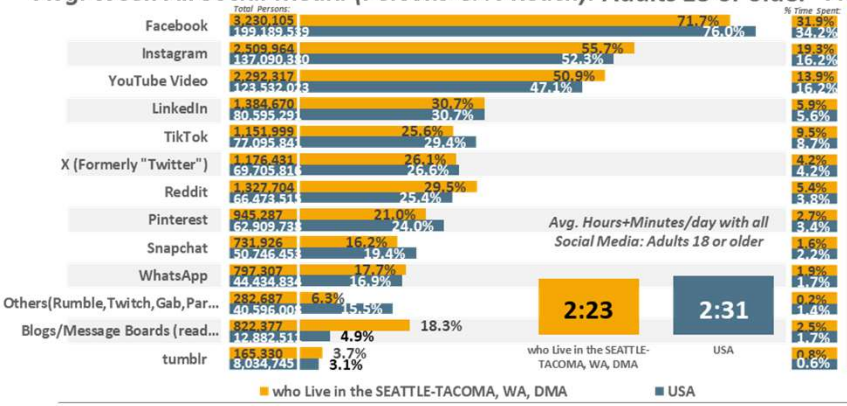
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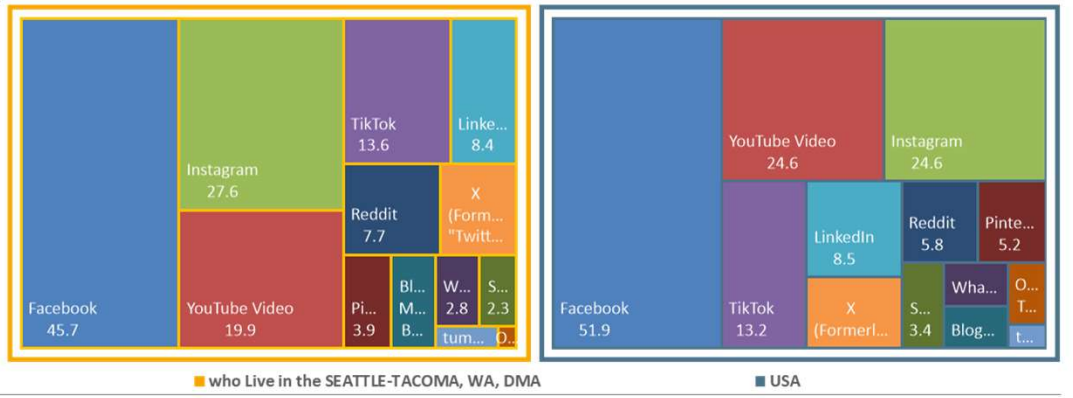
P18+

3,226,465 or 71.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43.6 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

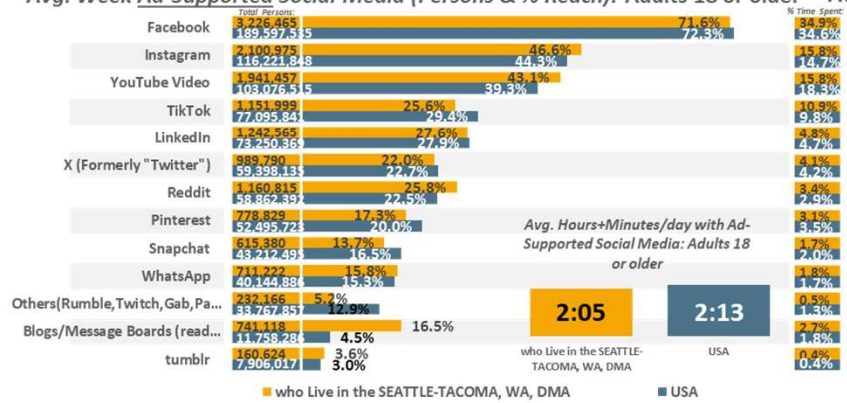
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



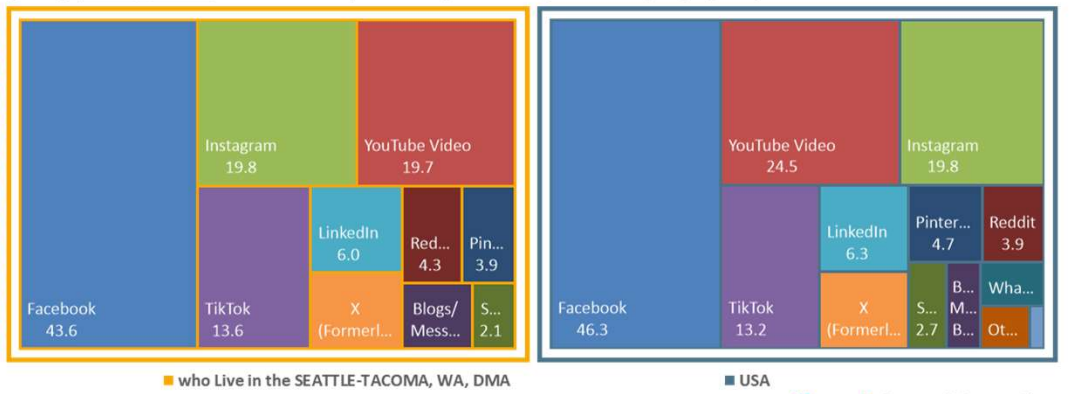
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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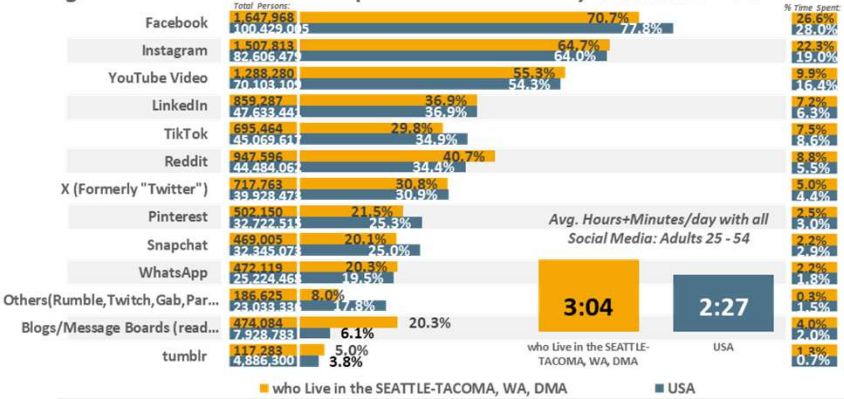
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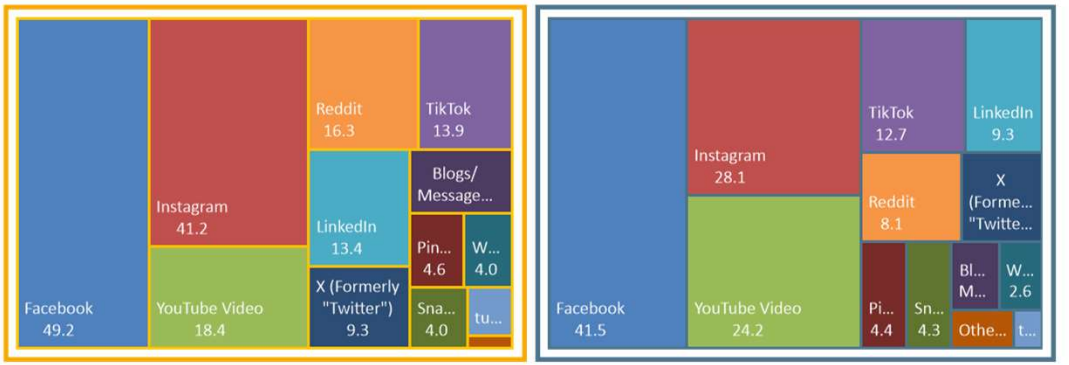
P25-54

1,647,968 or 70.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 52.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

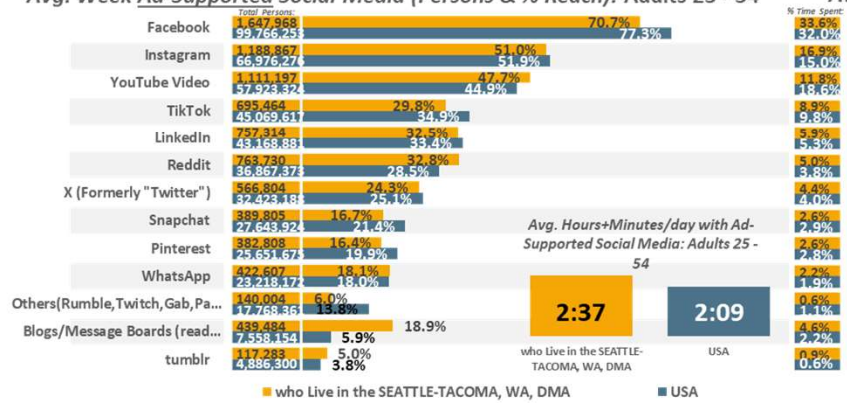
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



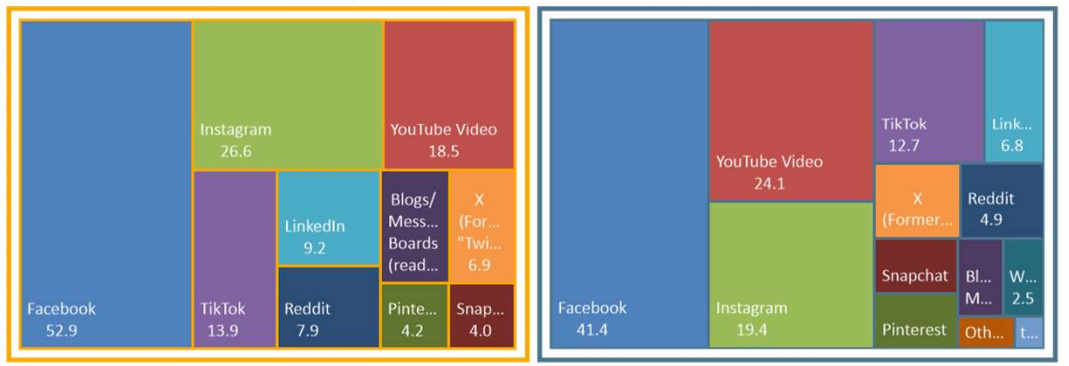
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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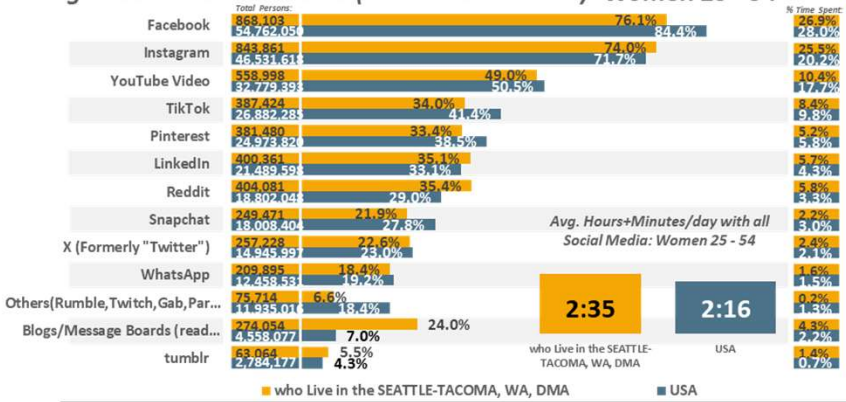
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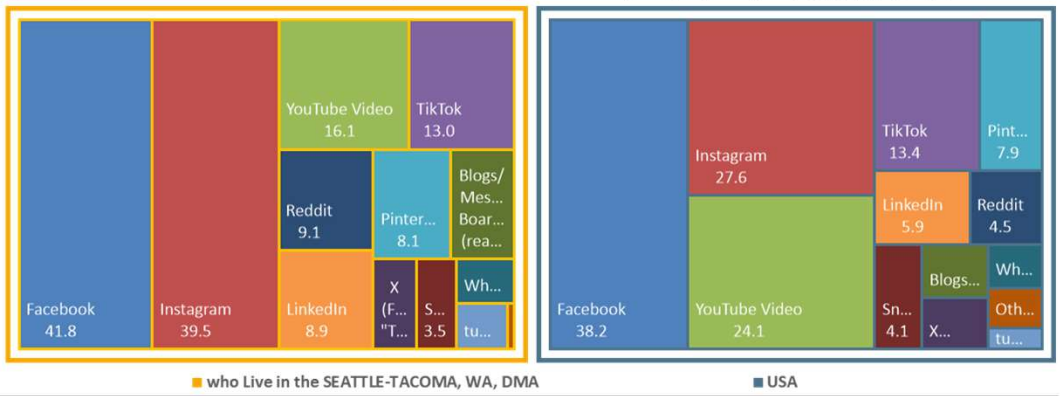
W25-54

868,103 or 76.1% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 44.3 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

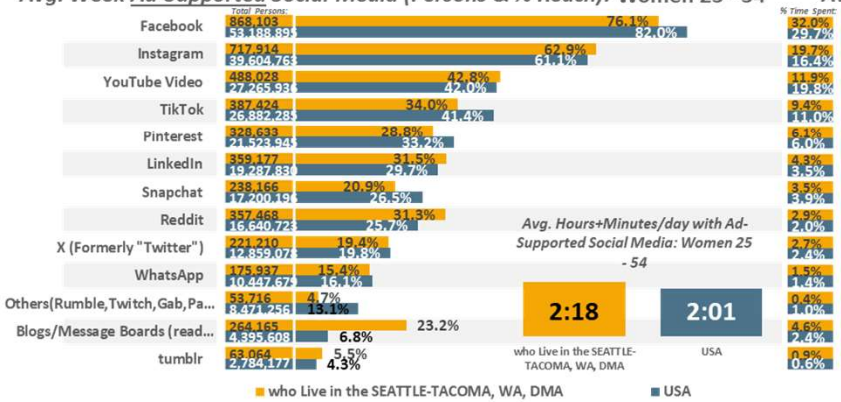
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



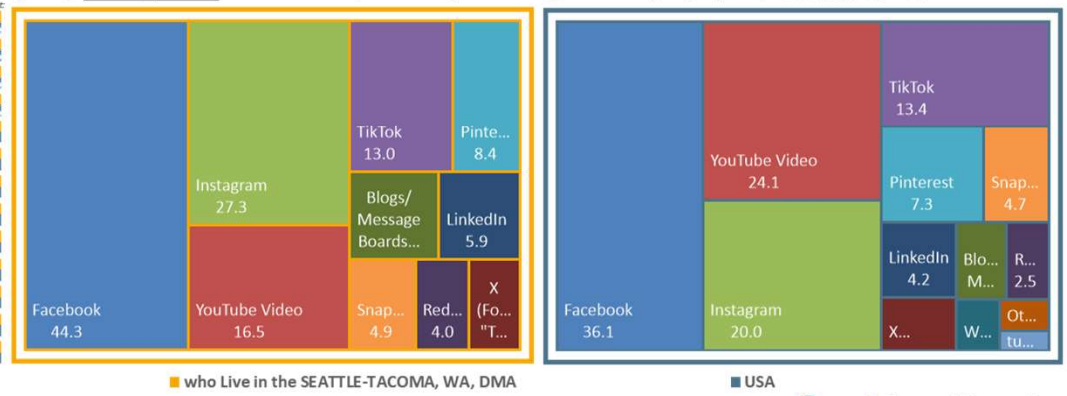
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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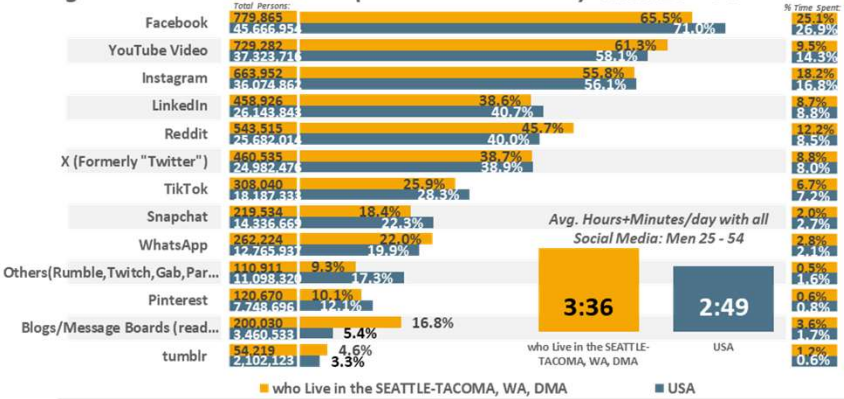
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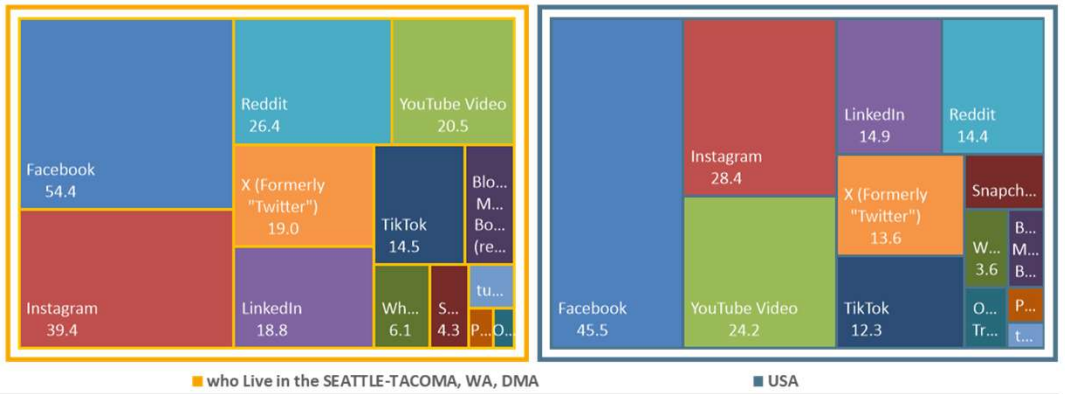
M25-54

779,865 or 65.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 57.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

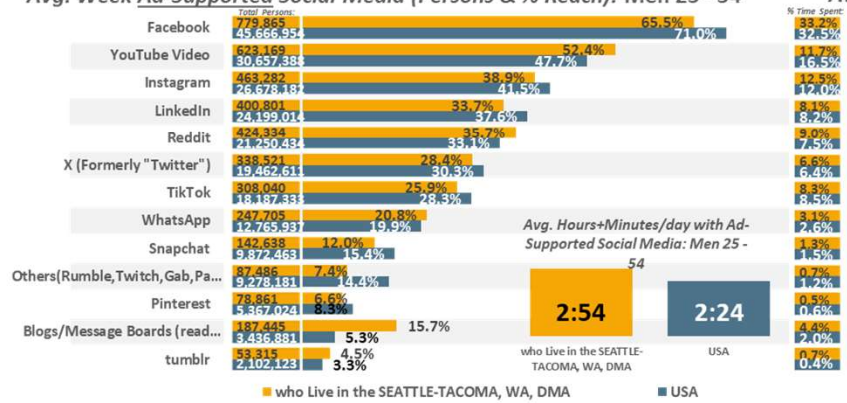


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

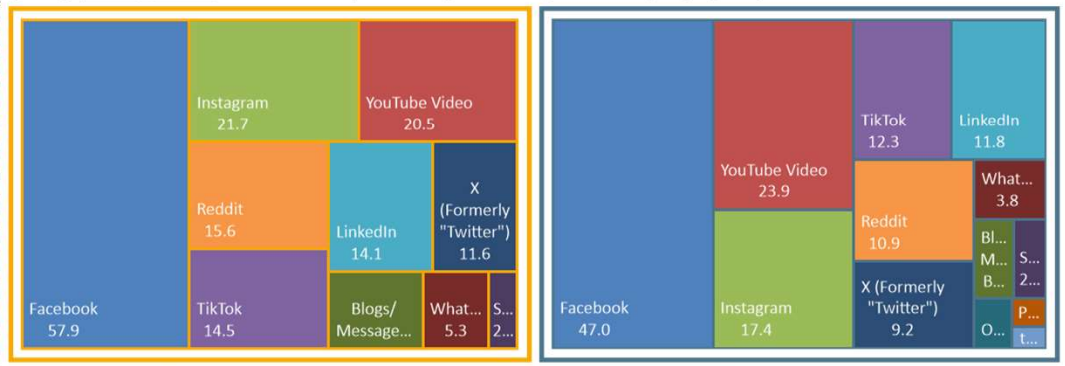


who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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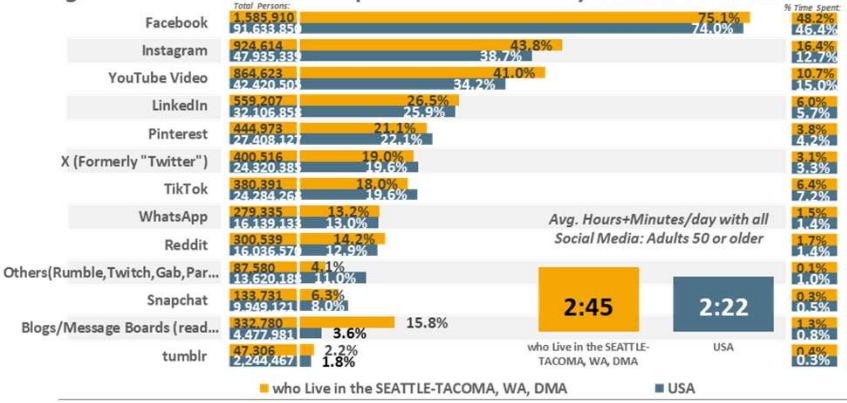
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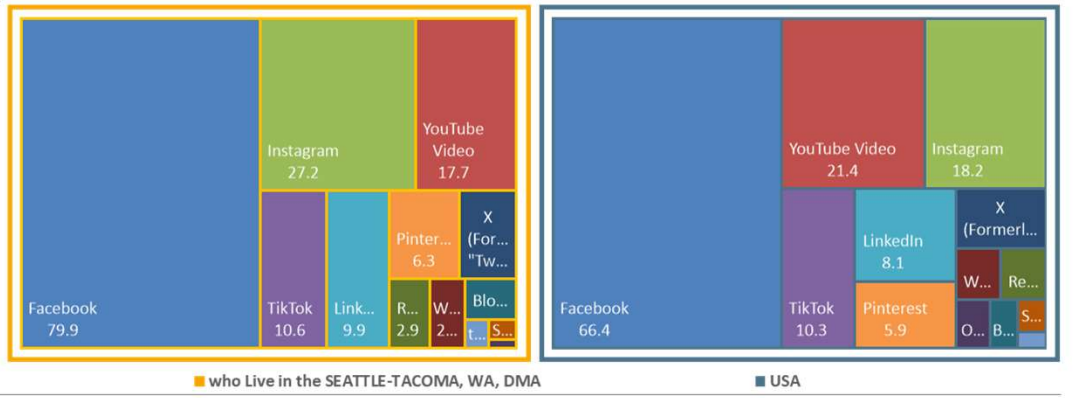
P50+

1,400,363 or 66.3% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 71.7 minutes every day representing 49.% of all time spent daily with Ad-Supported Social Media.

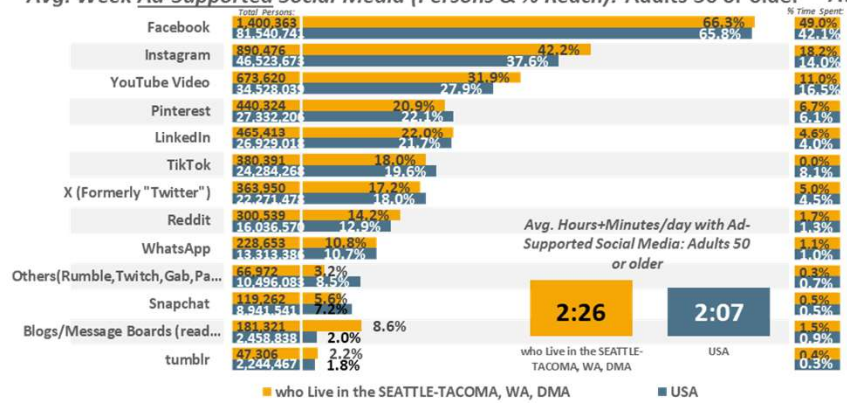
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



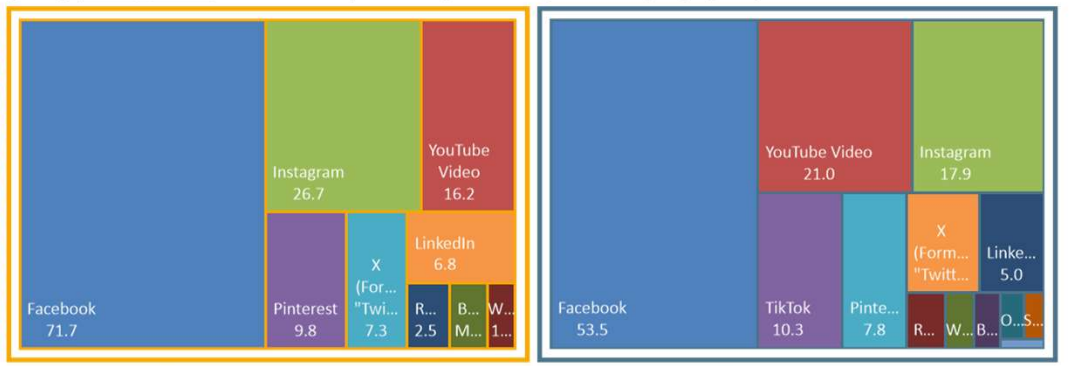
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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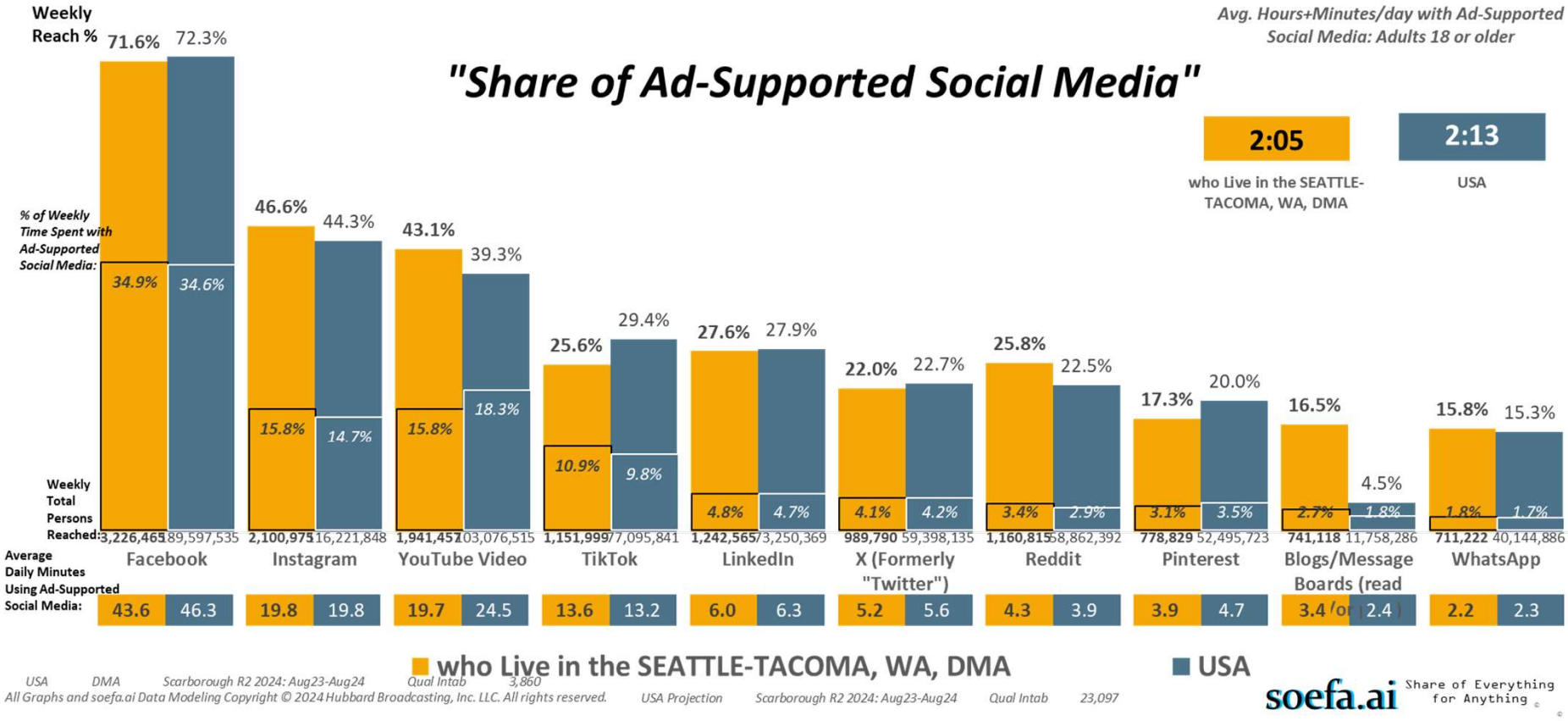
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P18+

3,226,465 or 71.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43.6 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



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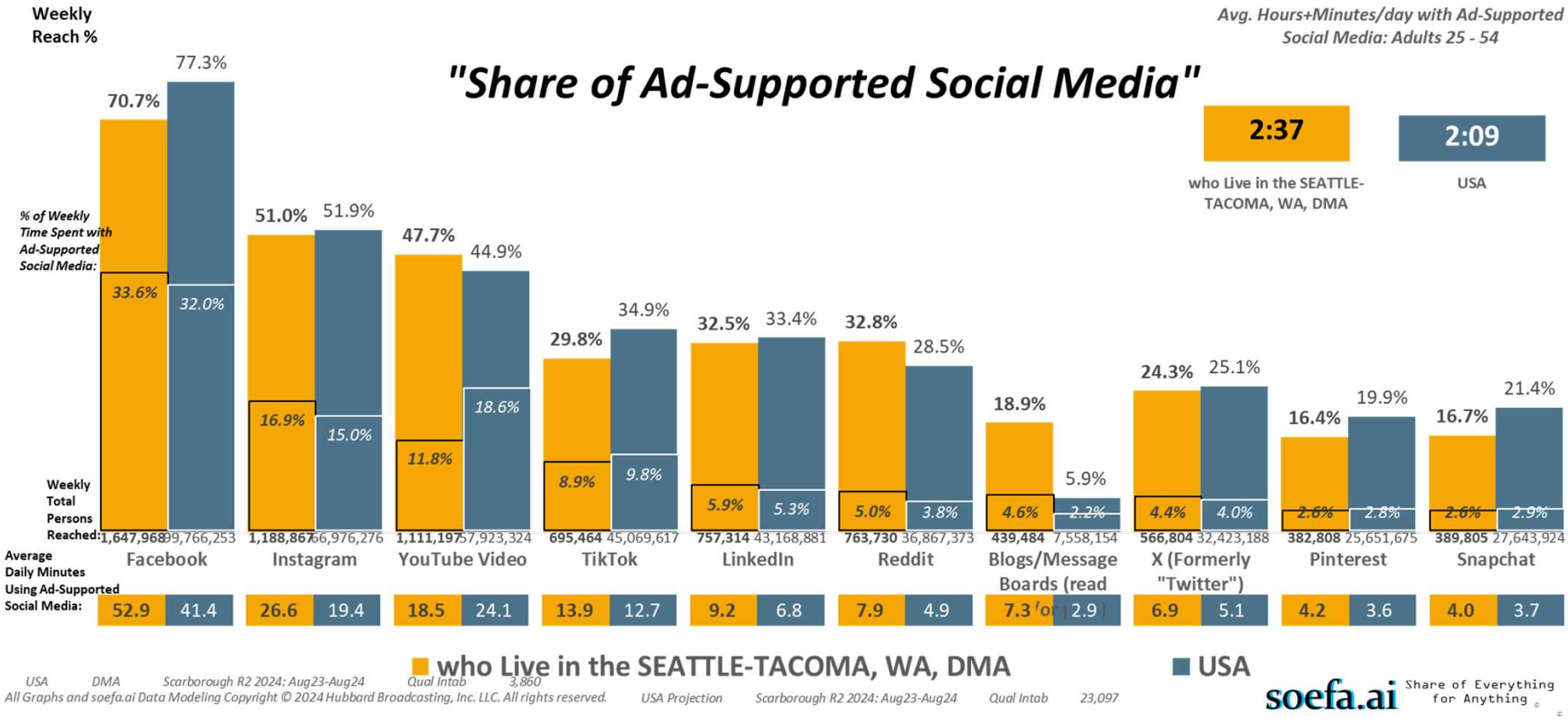
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P25-54

1,647,968 or 70.7% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 52.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



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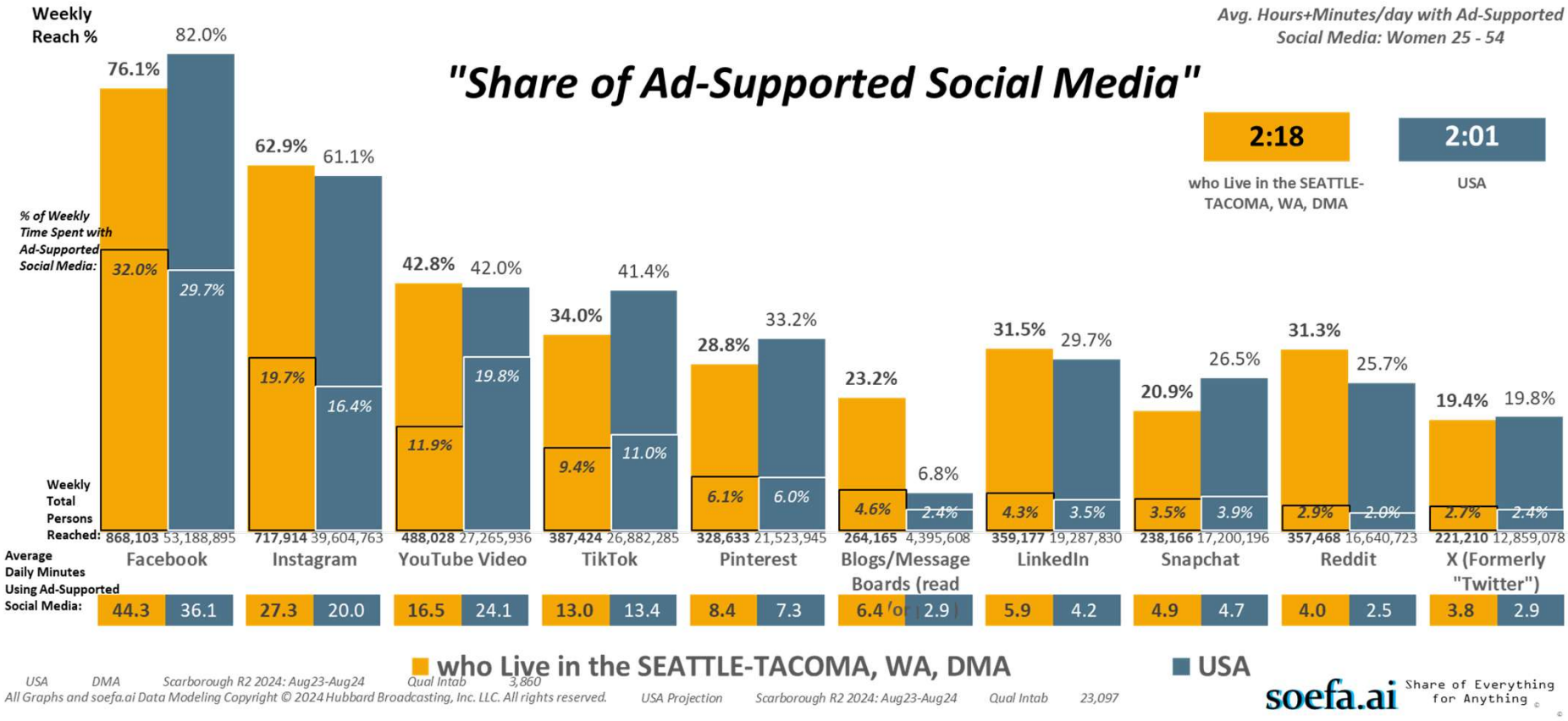
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W25-54

868,103 or 76.1% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 44.3 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.



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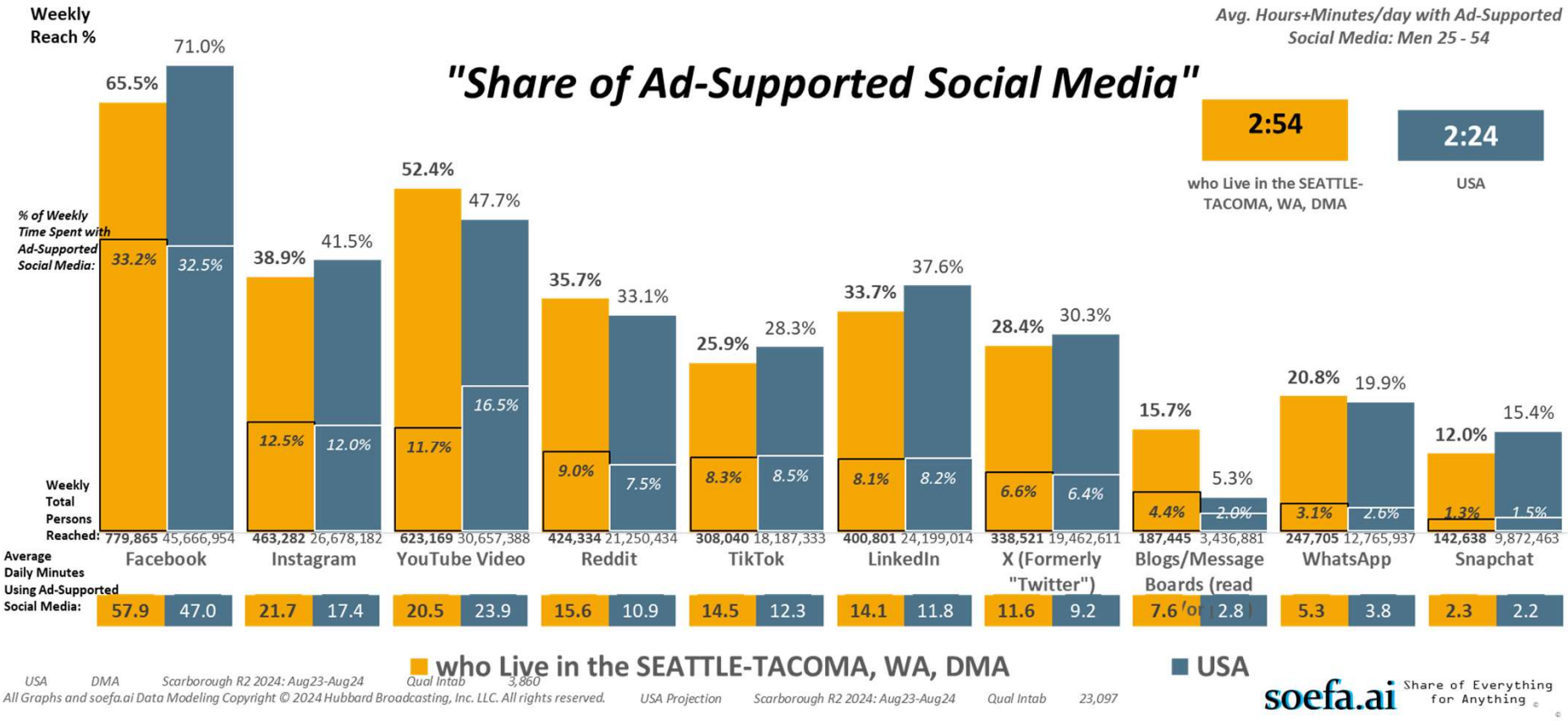
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M25-54

779,865 or 65.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 57.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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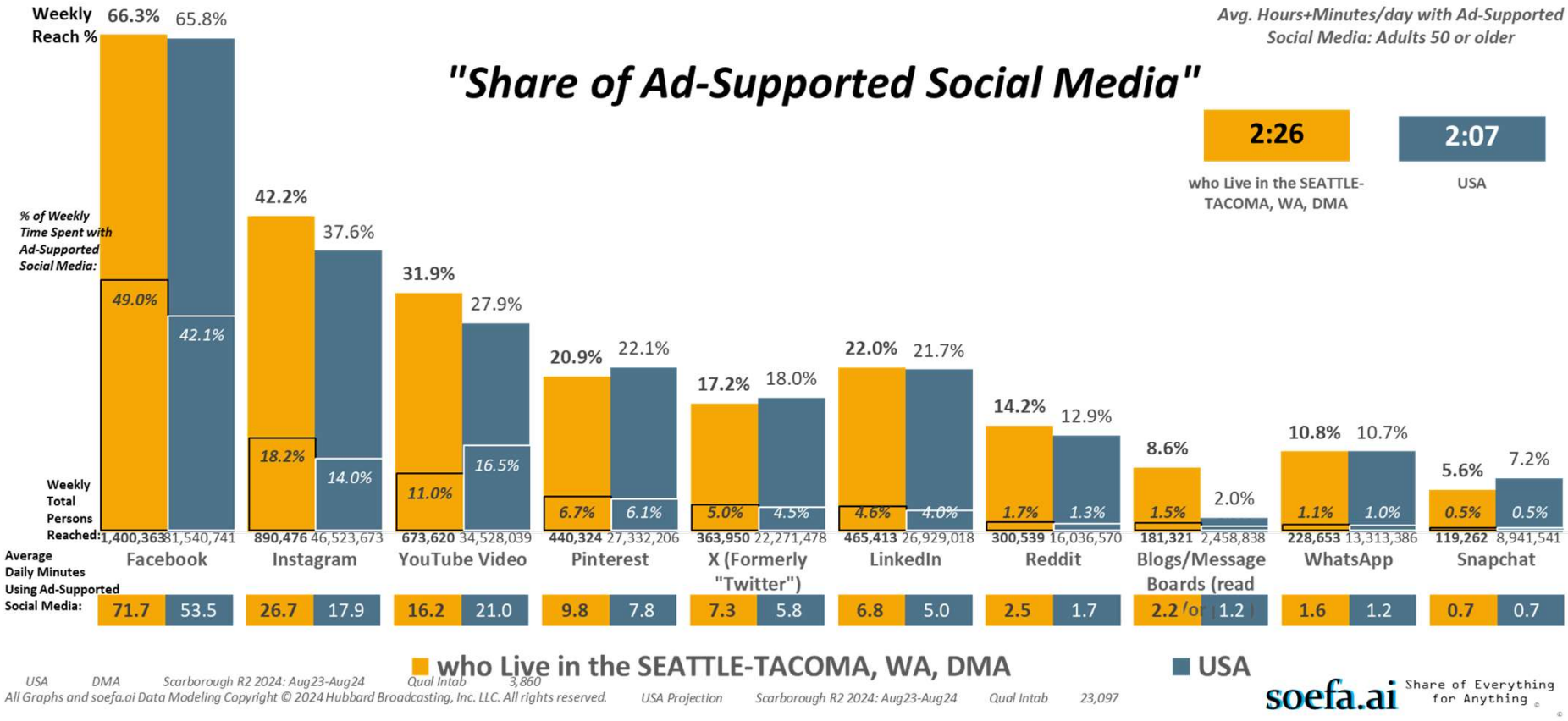
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P50+

1,400,363 or 66.3% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 71.7 minutes every day representing 49.% of all time spent daily with Ad-Supported Social Media.



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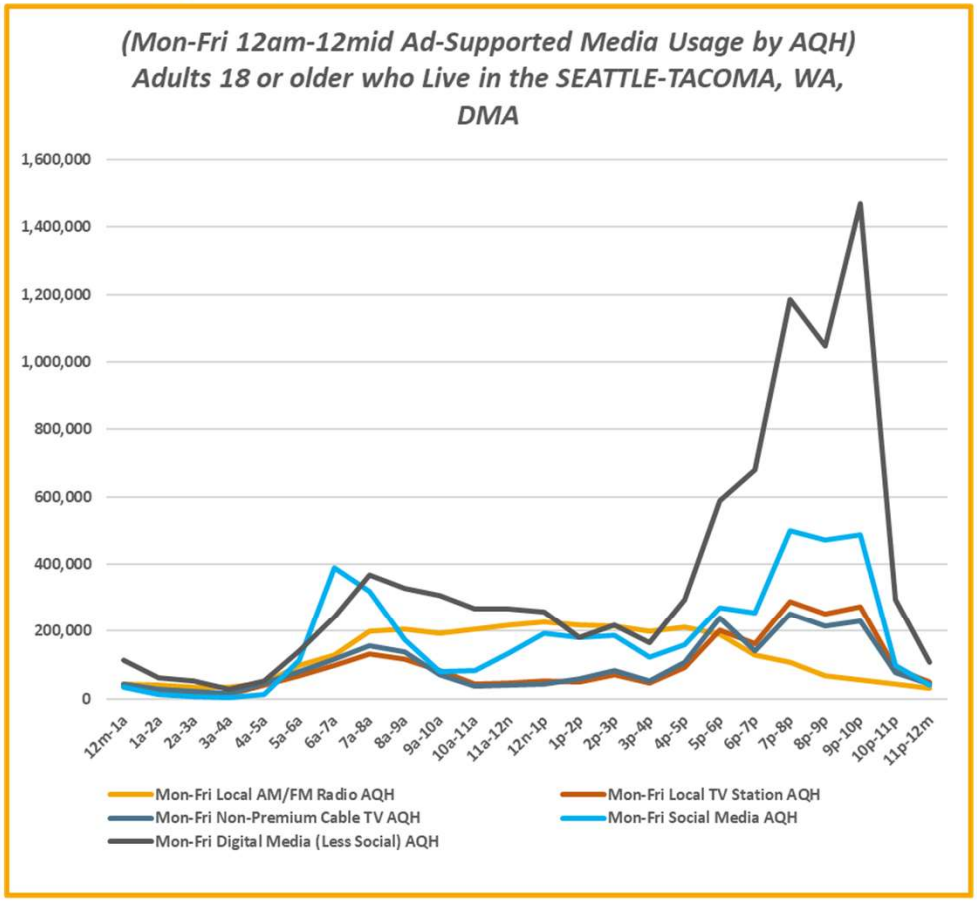
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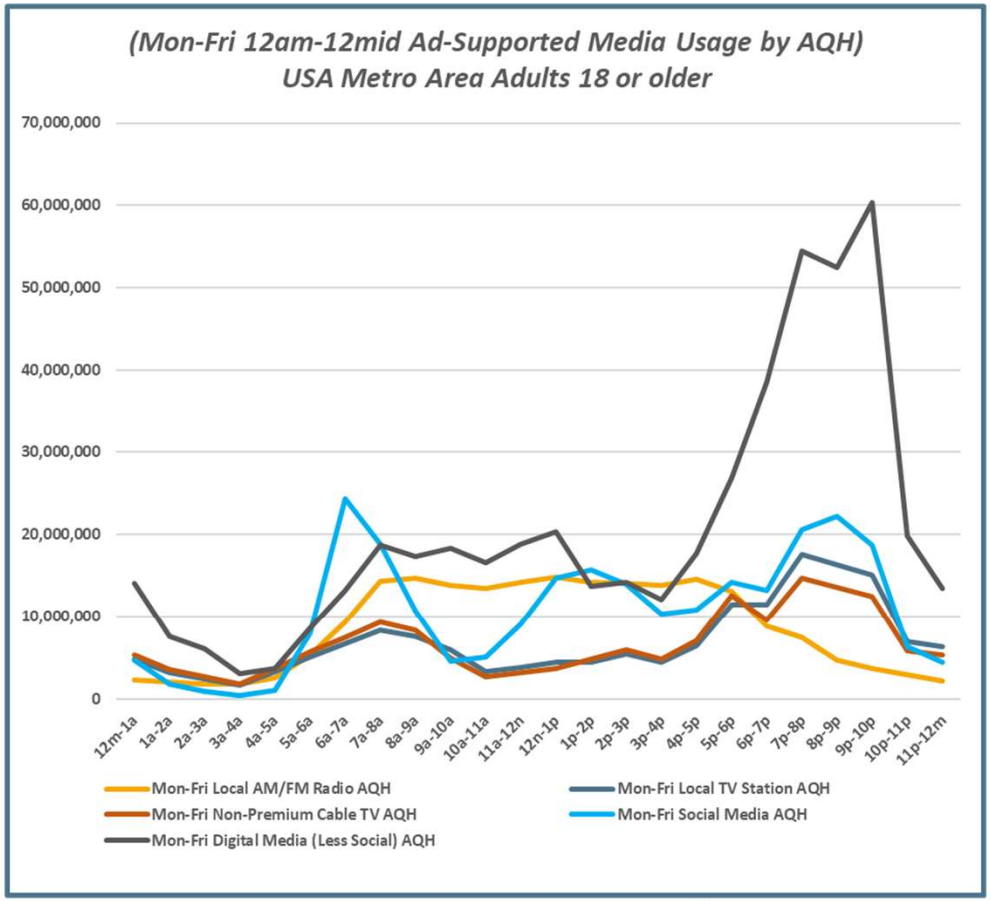
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 320,271; Social Media: 196,048; Local Radio: 195,624; Non-Prem. Cable: 98,706; Local TV: 91,599 reaching Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA.





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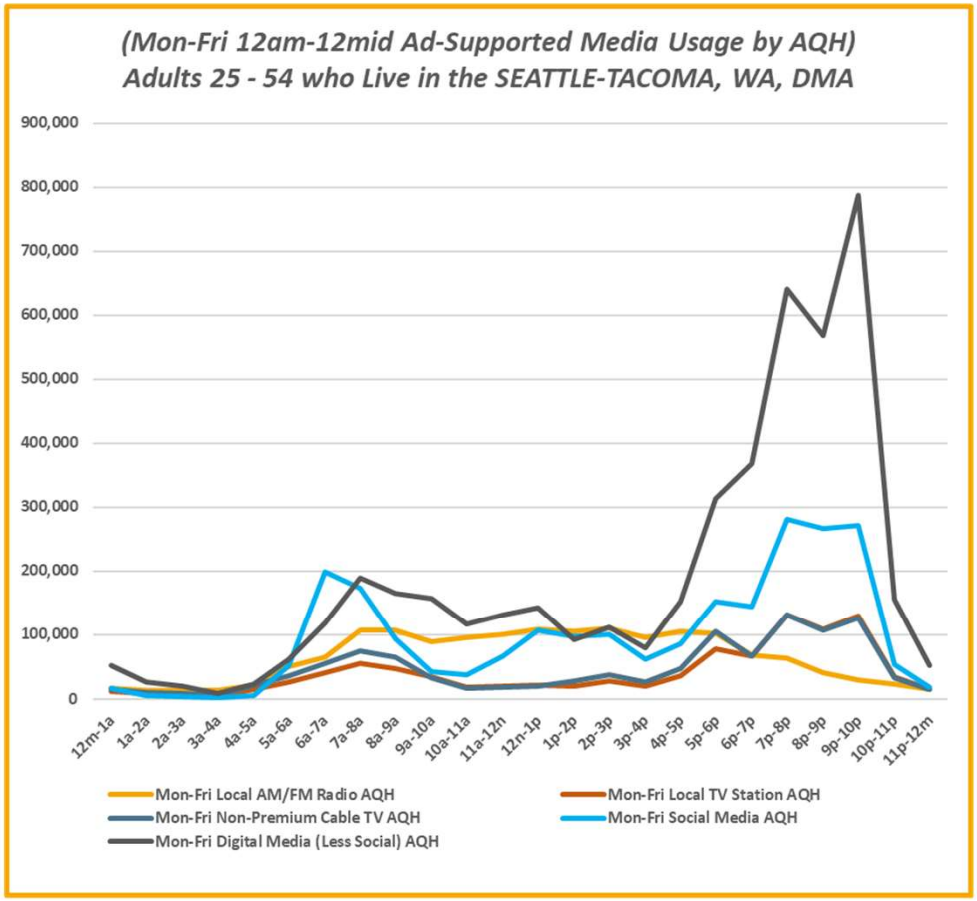
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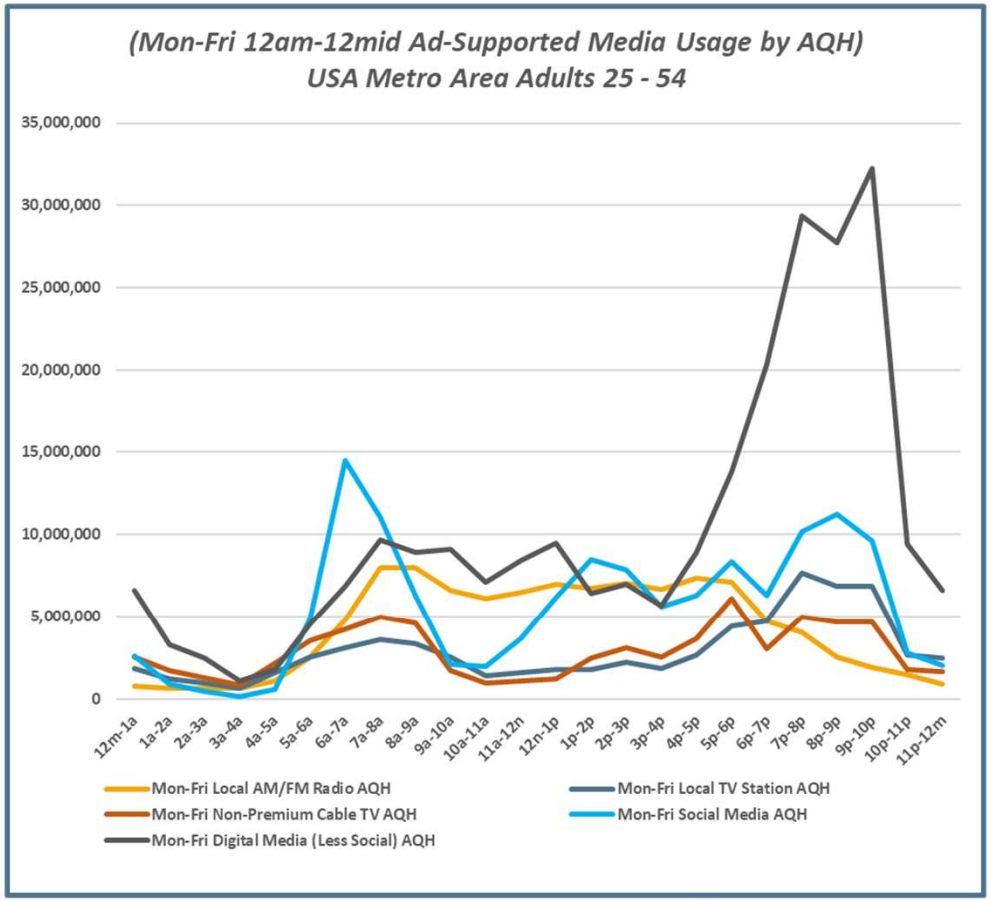
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 164,054; Social Media: 104,097; Local Radio: 96,593; Non-Prem. Cable: 45,631; Local TV: 36,807 reaching Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.





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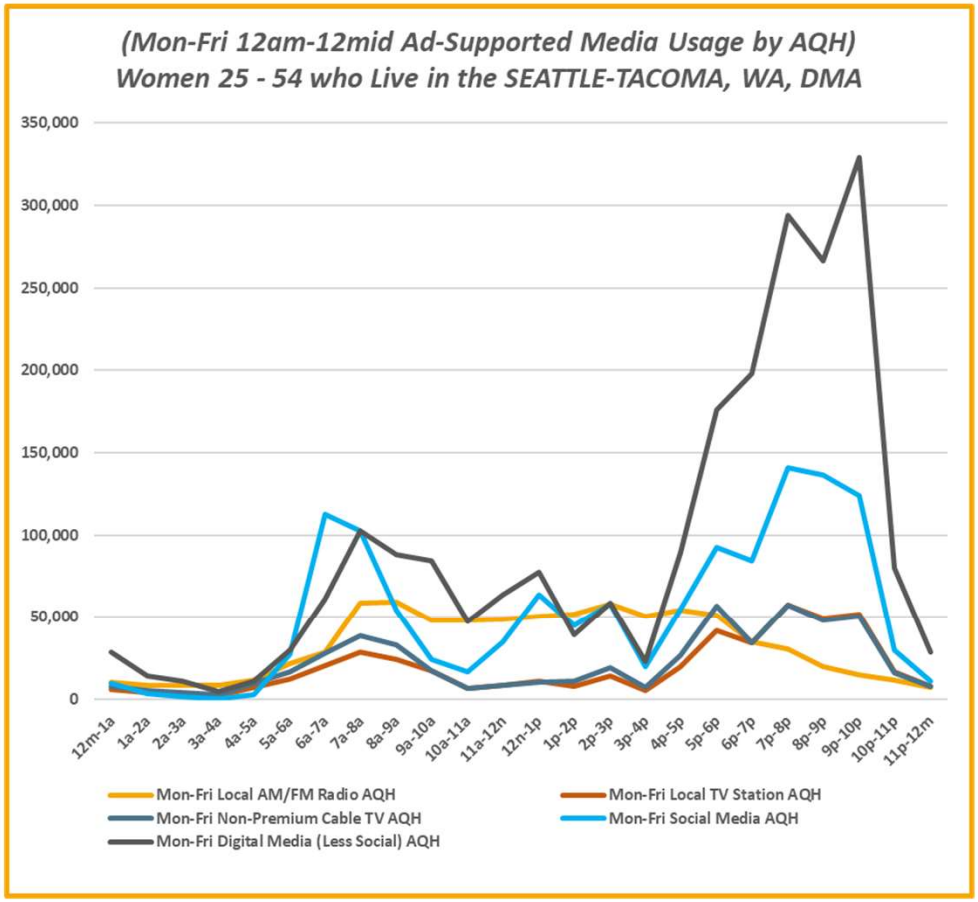
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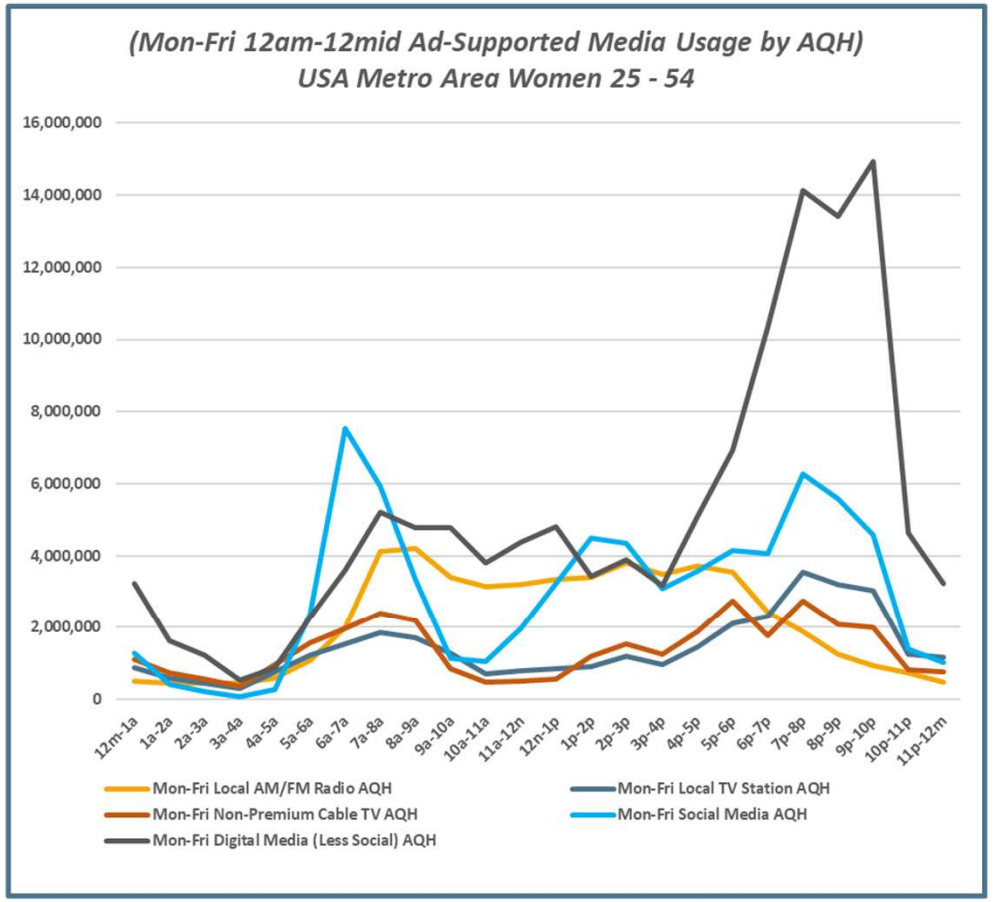
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 85,294; Social Media: 58,708; Local Radio: 49,465; Non-Prem. Cable: 22,916; Local TV: 18,451 reaching Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.





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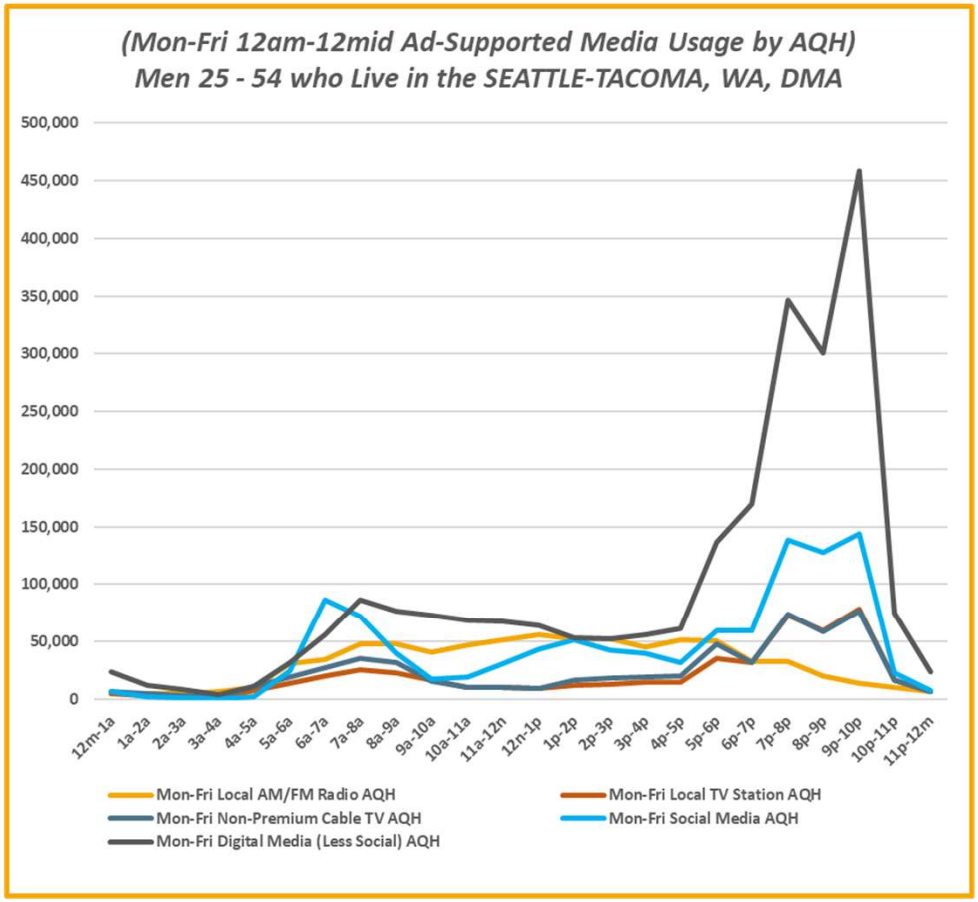
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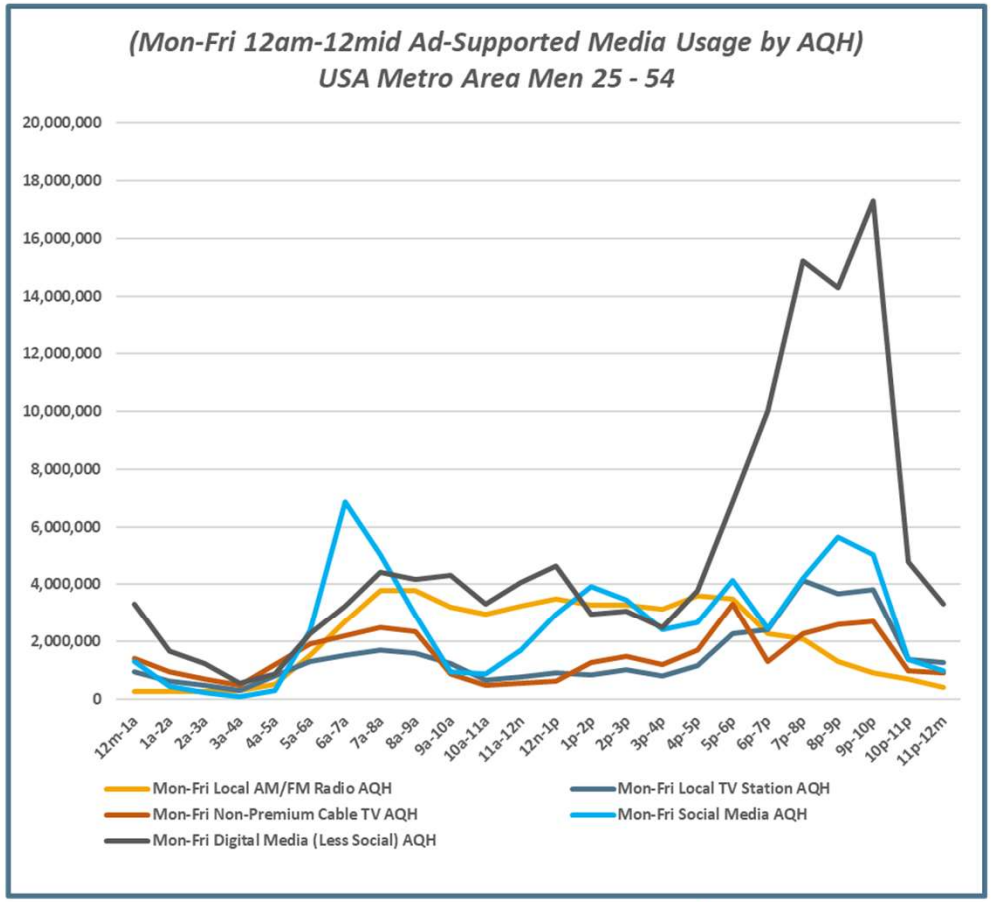
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 78,701; Local Radio: 46,790; Social Media: 45,821; Non-Prem. Cable: 22,608; Local TV: 18,258 reaching Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.





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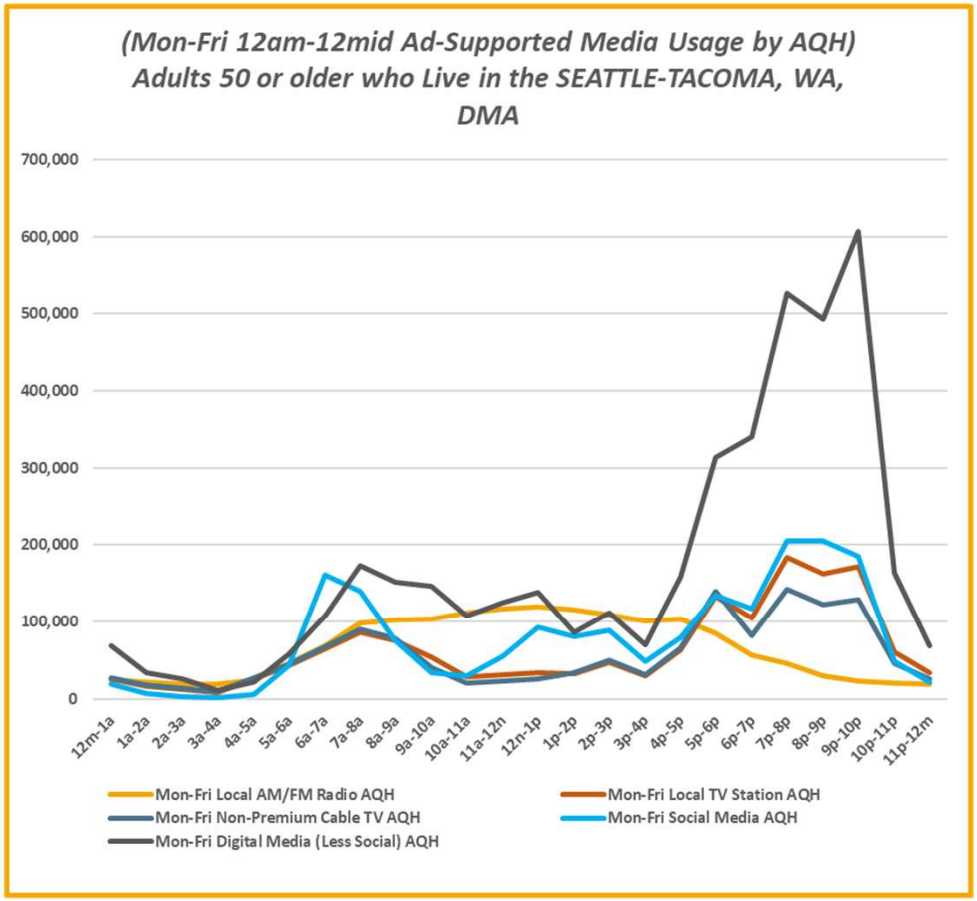
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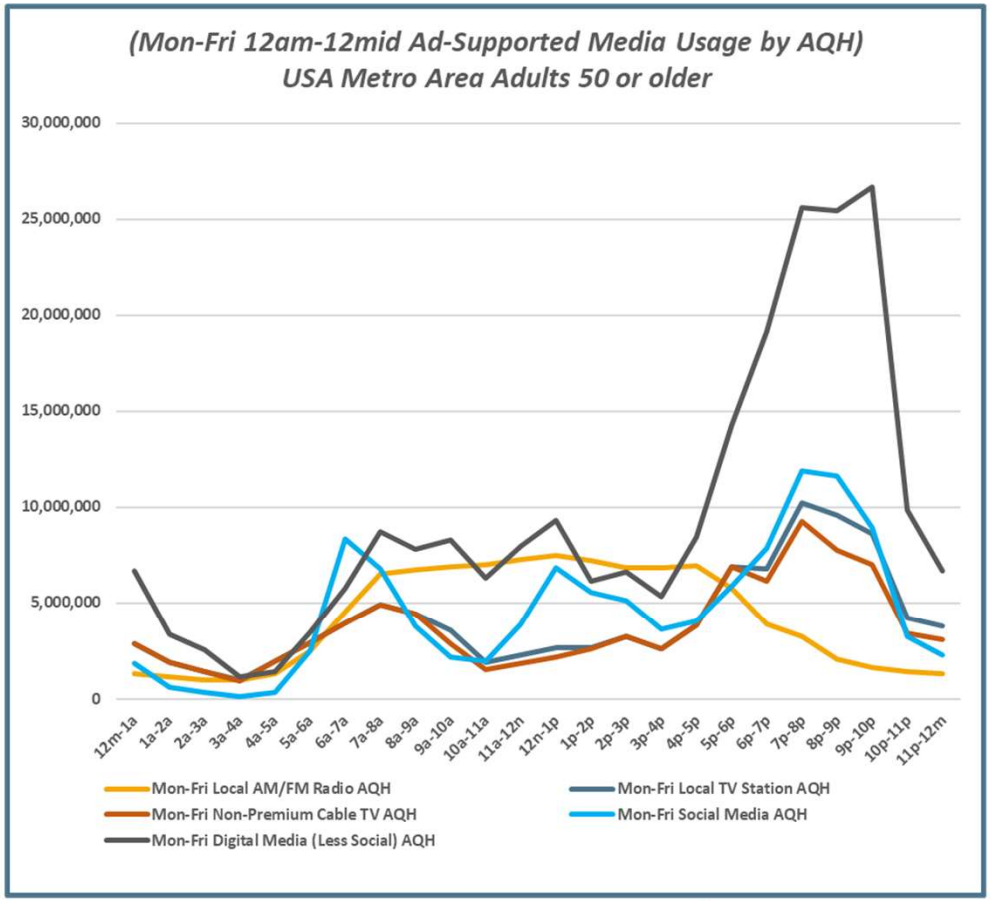
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 156,146; Local Radio: 99,098; Social Media: 87,308; Local TV: 59,992; Non-Prem. Cable: 57,384 reaching Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA.





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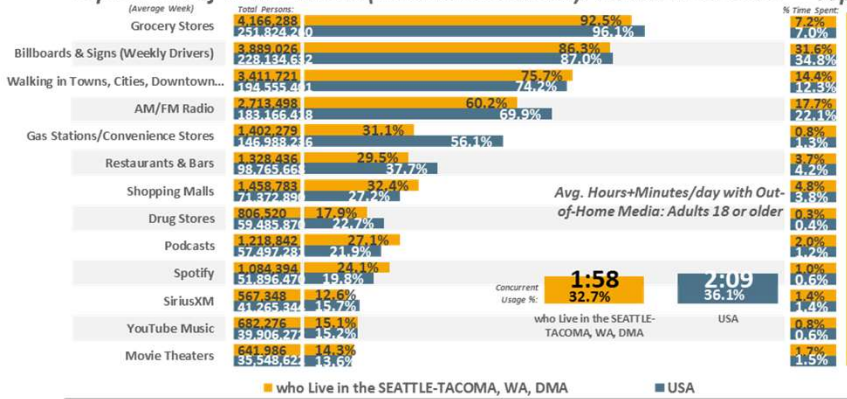
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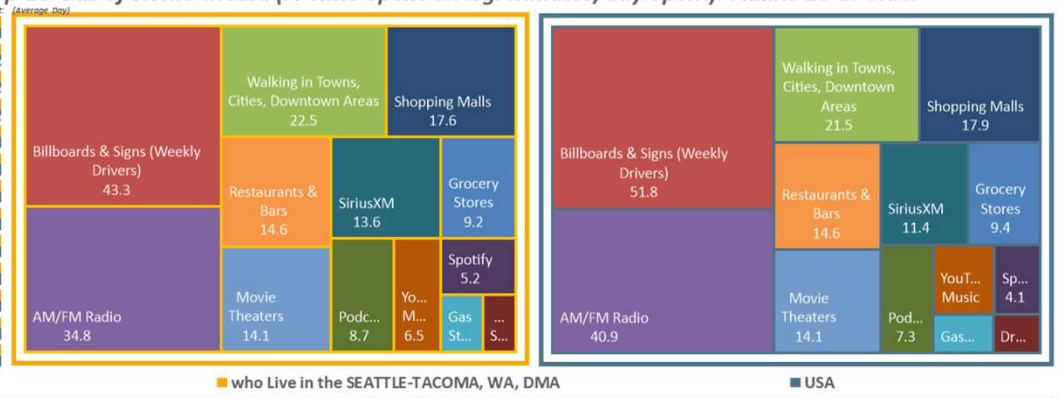
P18+

3,889,026 or 86.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 43.3 minutes per day driving, seeing Billboards and Signs. 58.4% Listen to Local Radio Stations Out-of-Home for an average of 31.5 minutes/day.

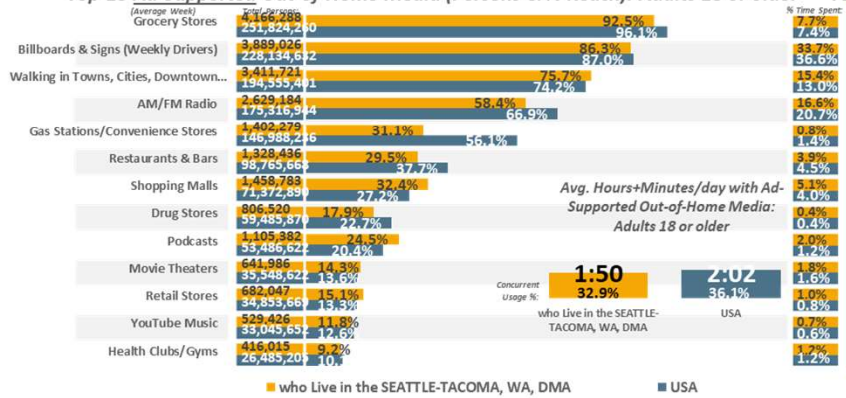
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



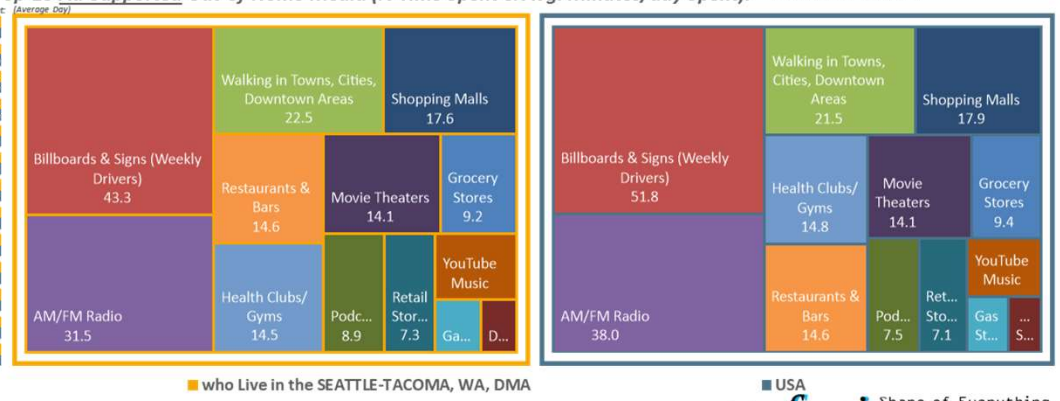
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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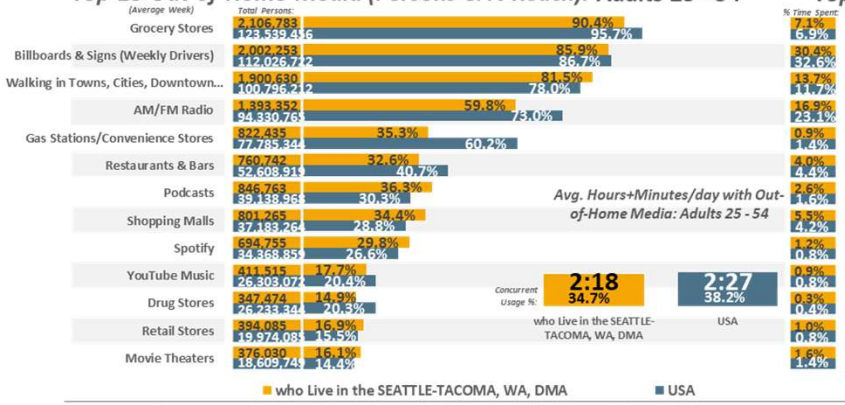
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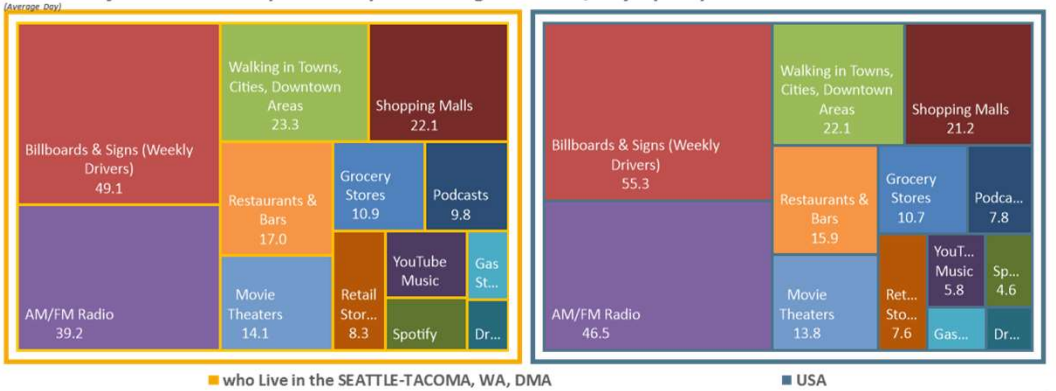
P25-54

2,002,253 or 85.9% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 58.7% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

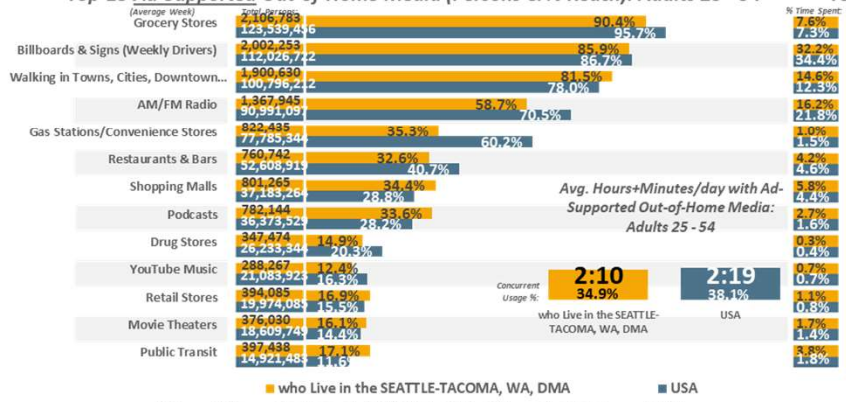
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



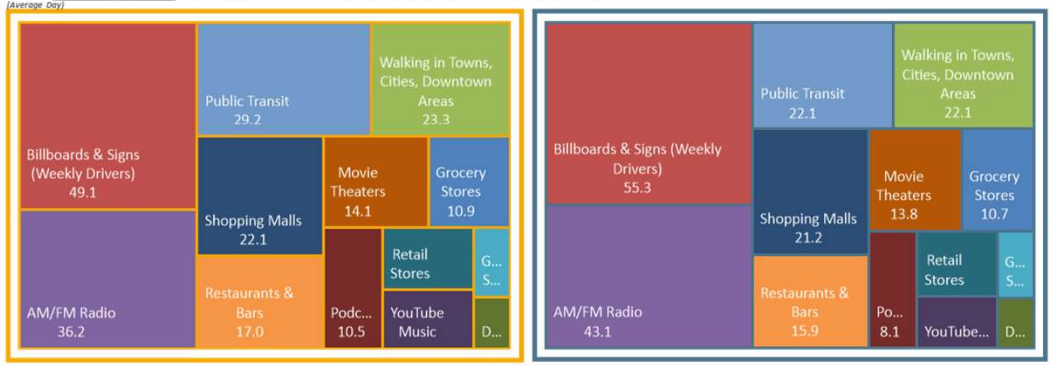
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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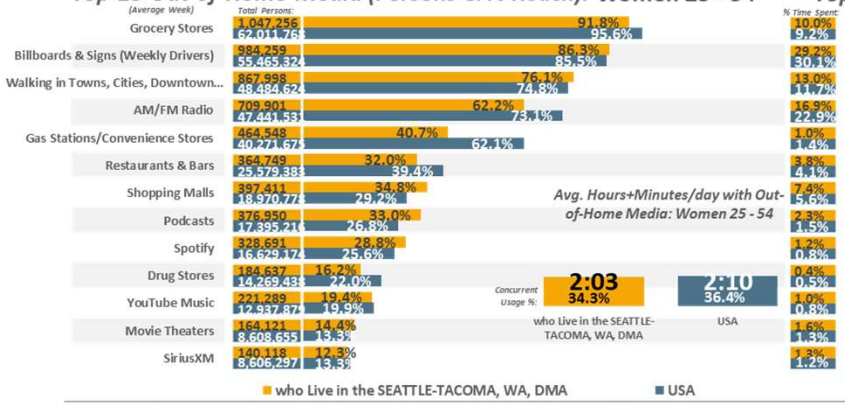
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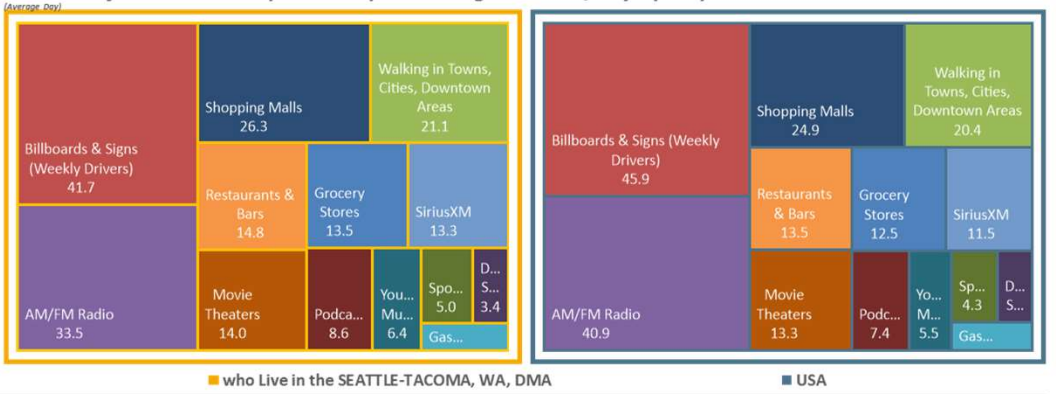
W25-54

984,259 or 86.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 41.7 minutes per day driving, seeing Billboards and Signs. 61.1% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

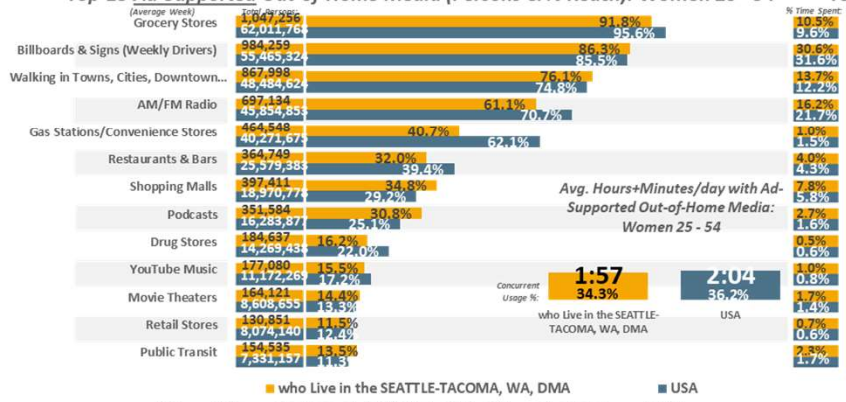
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



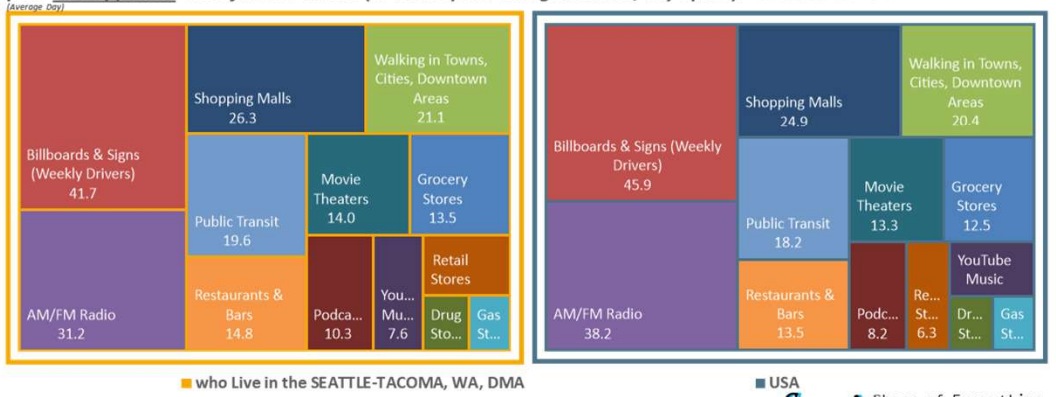
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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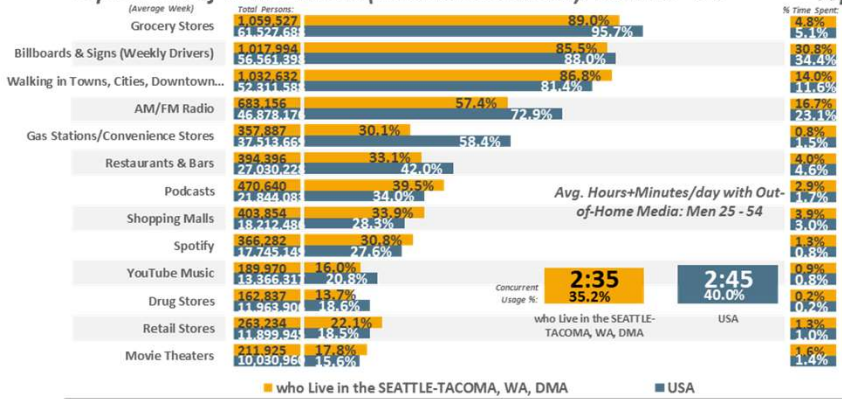
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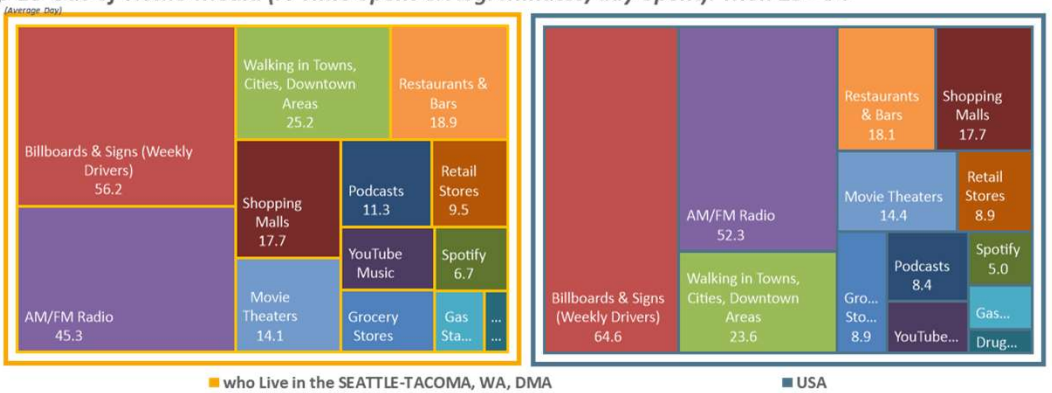
M25-54

1,017,994 or 85.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 56.3% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

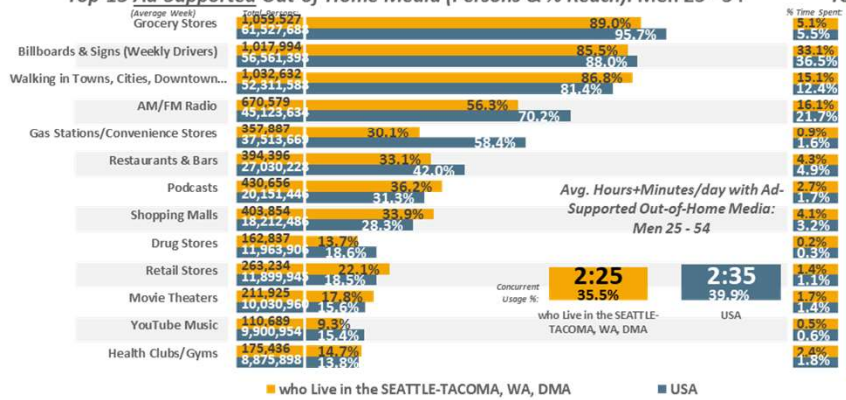
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



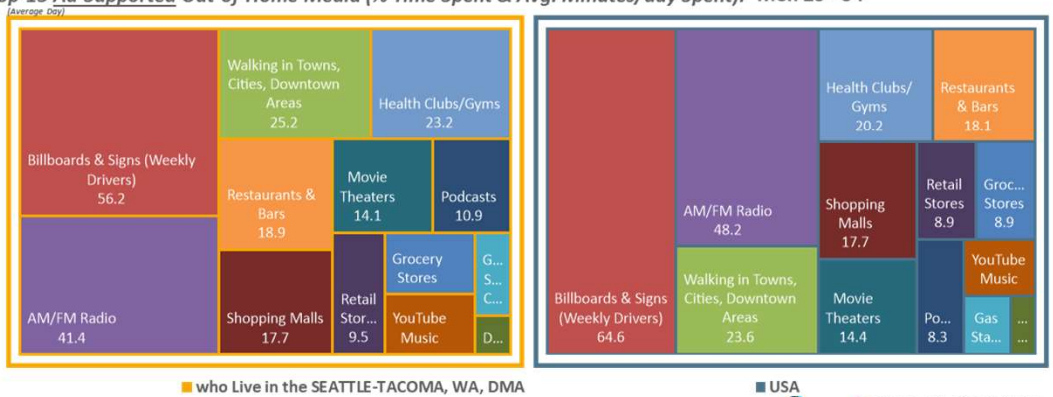
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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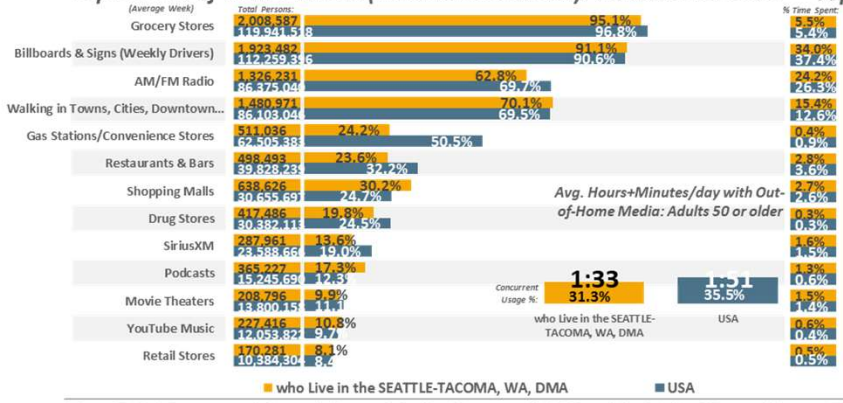
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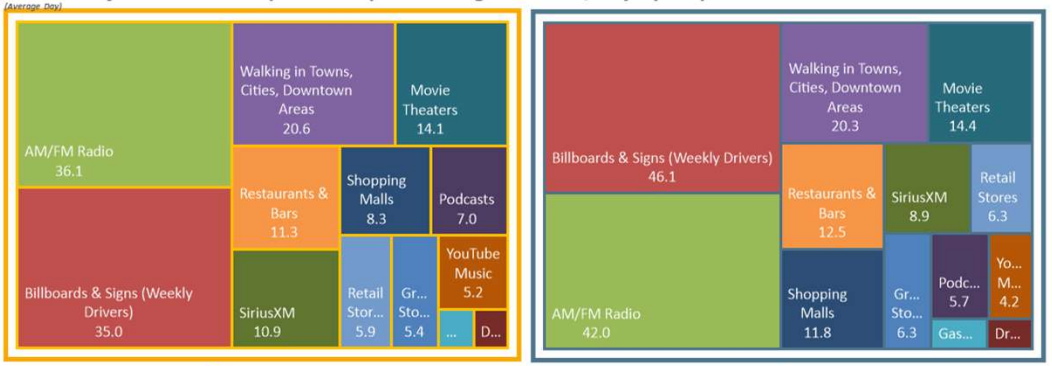
P50+

1,923,482 or 91.1% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 35. minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minutes/day.

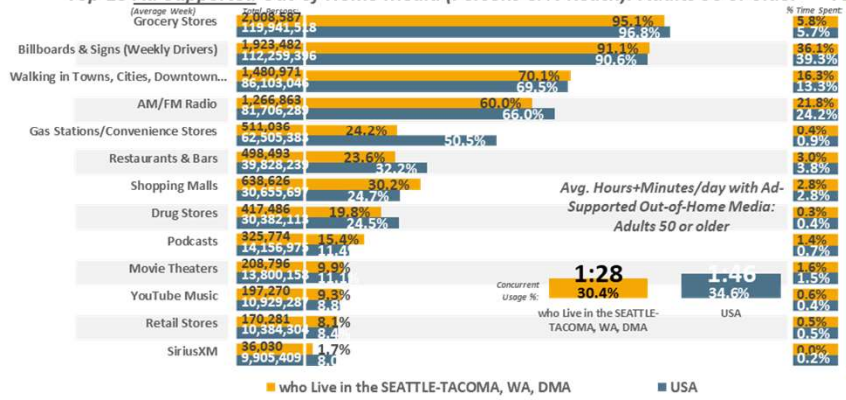
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



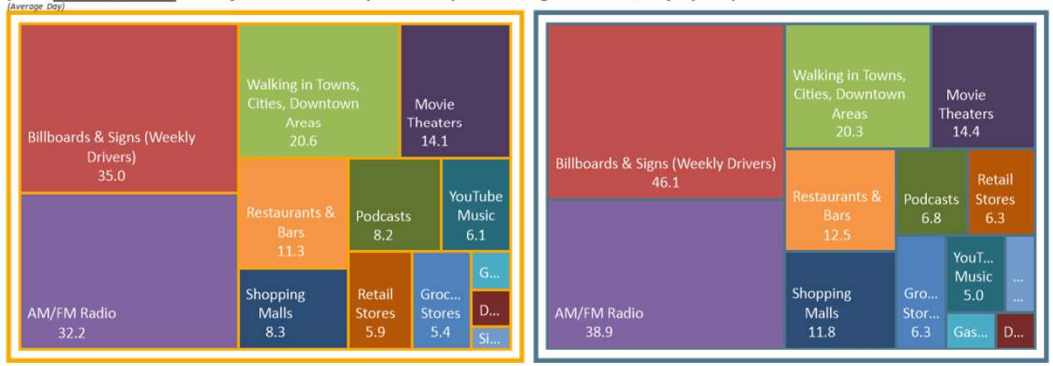
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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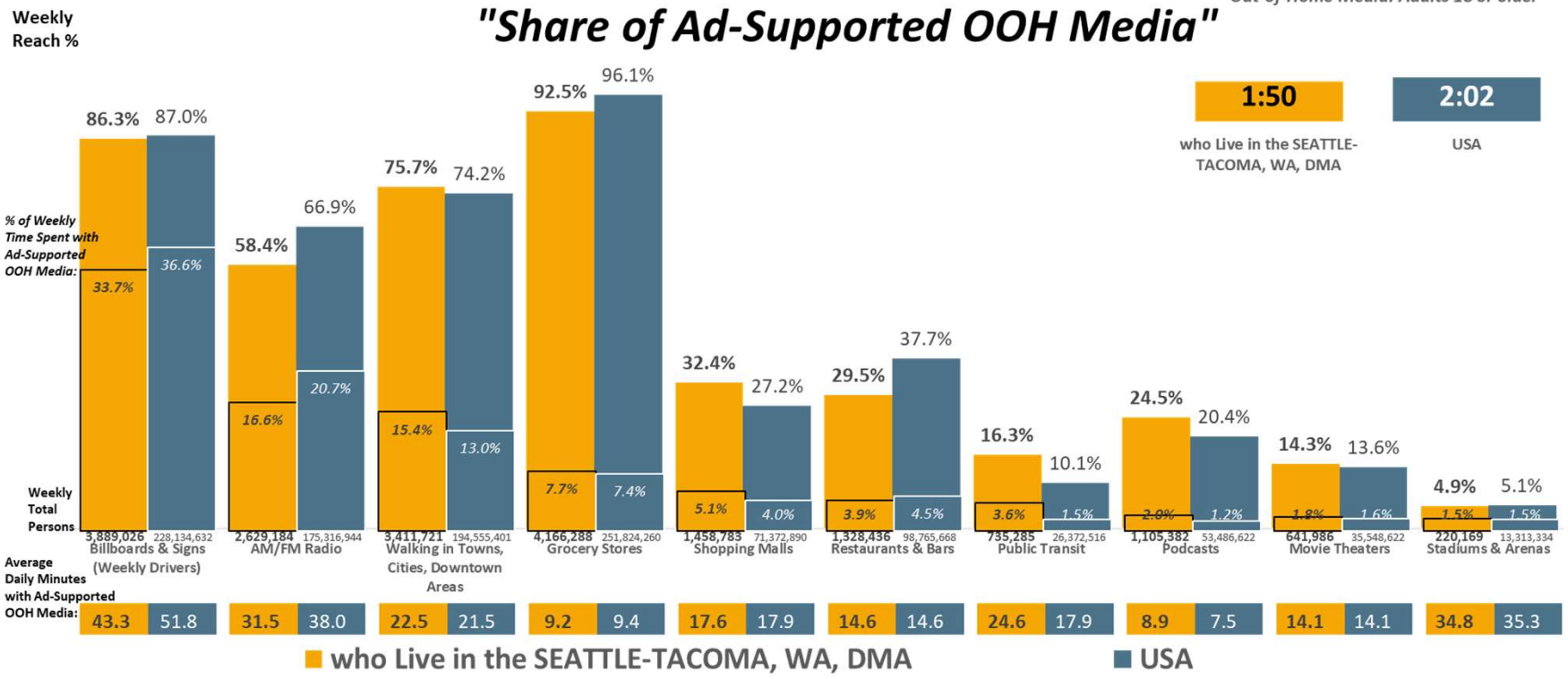


P18+

3,889,026 or 86.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 43.3 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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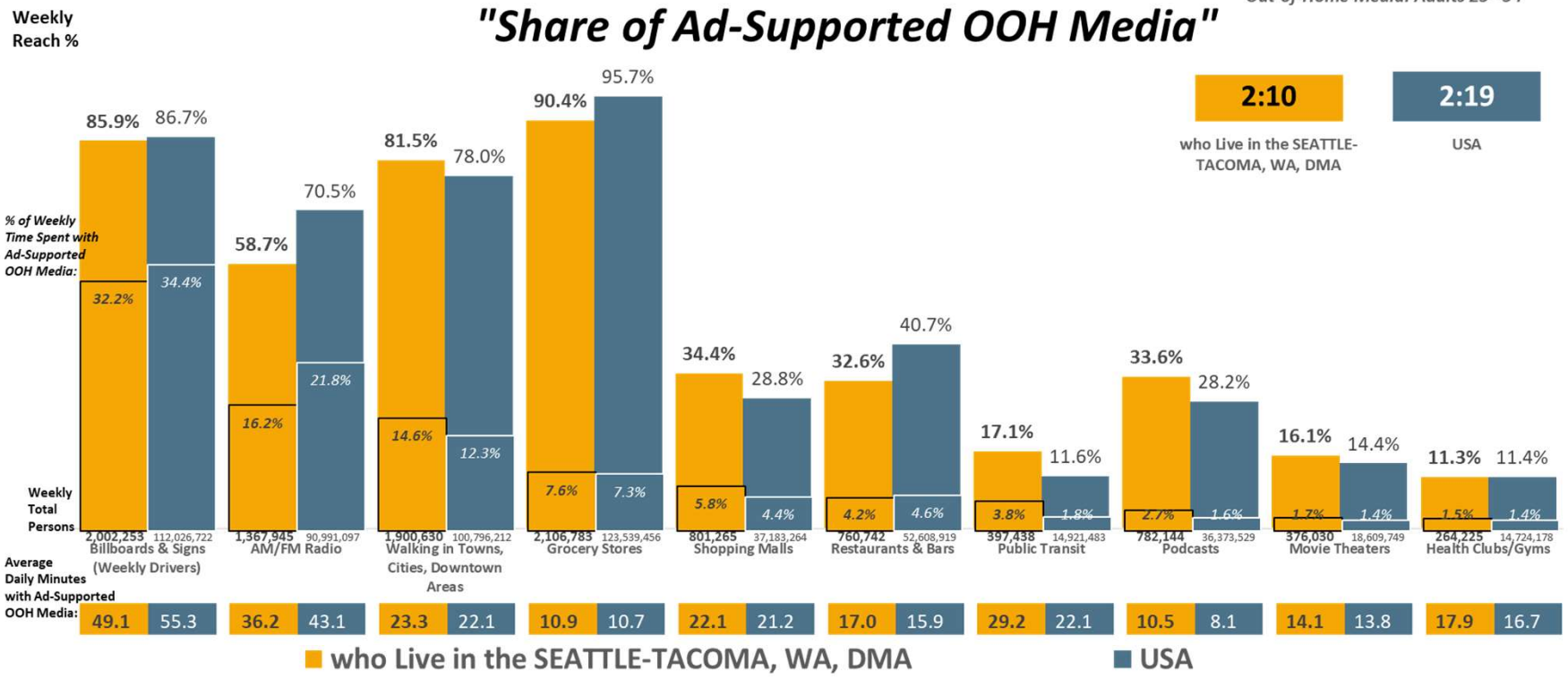


P25-54

2,002,253 or 85.9% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



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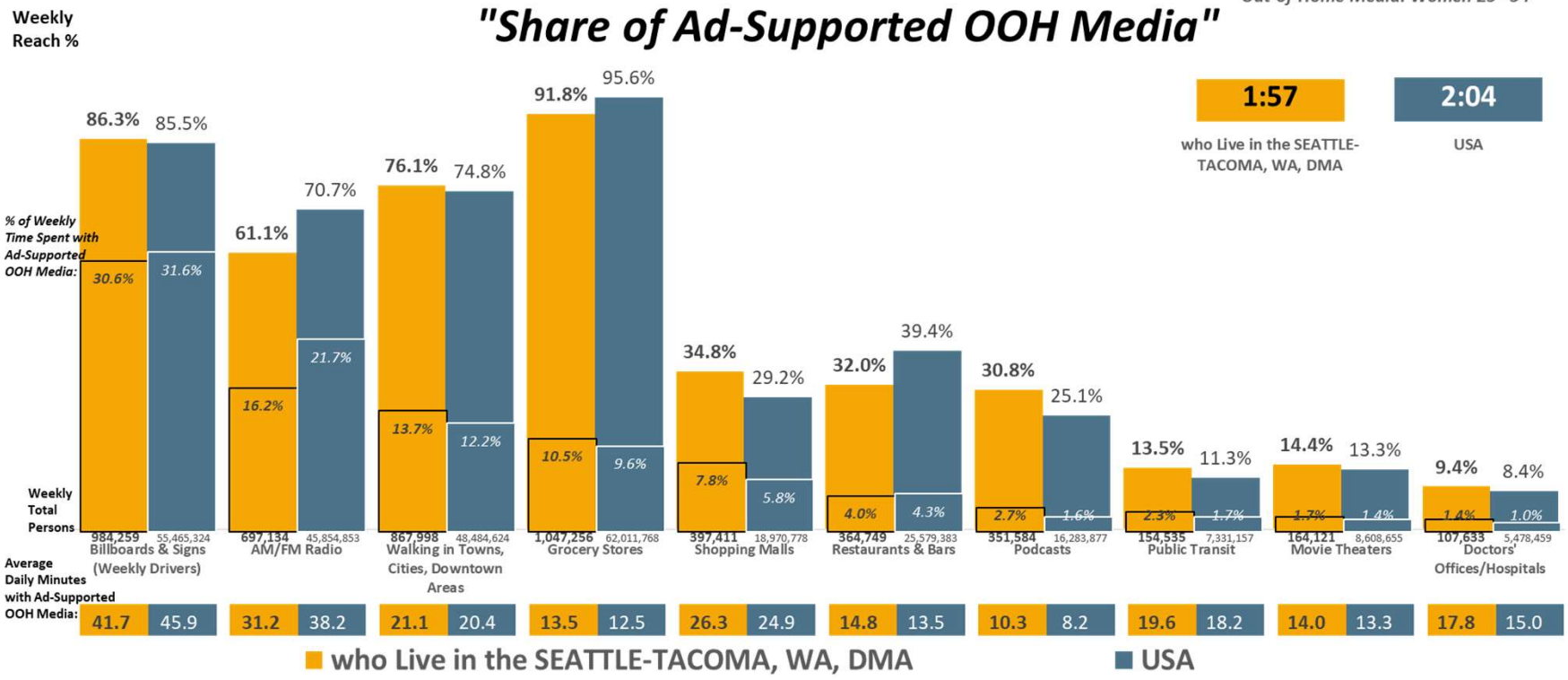


W25-54

984,259 or 86.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 41.7 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



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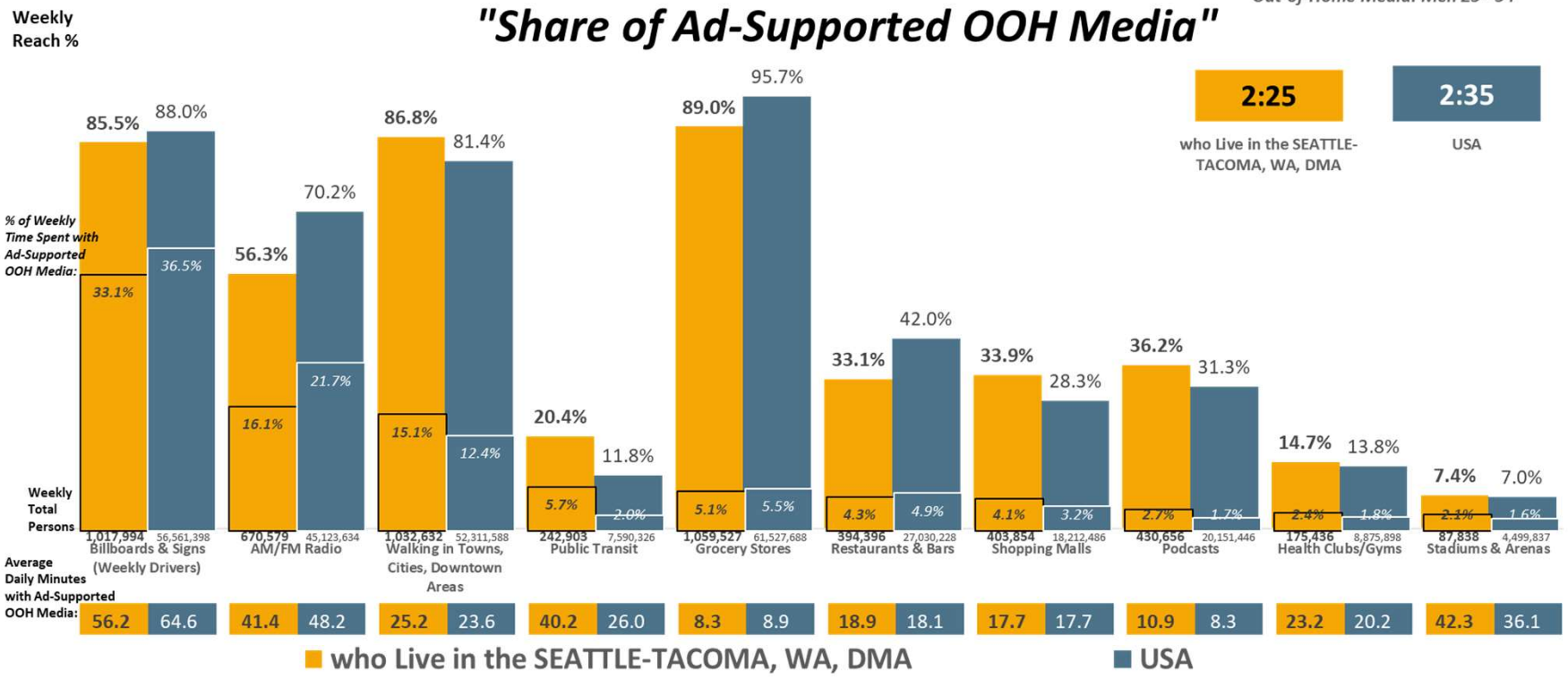


M25-54

1,017,994 or 85.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



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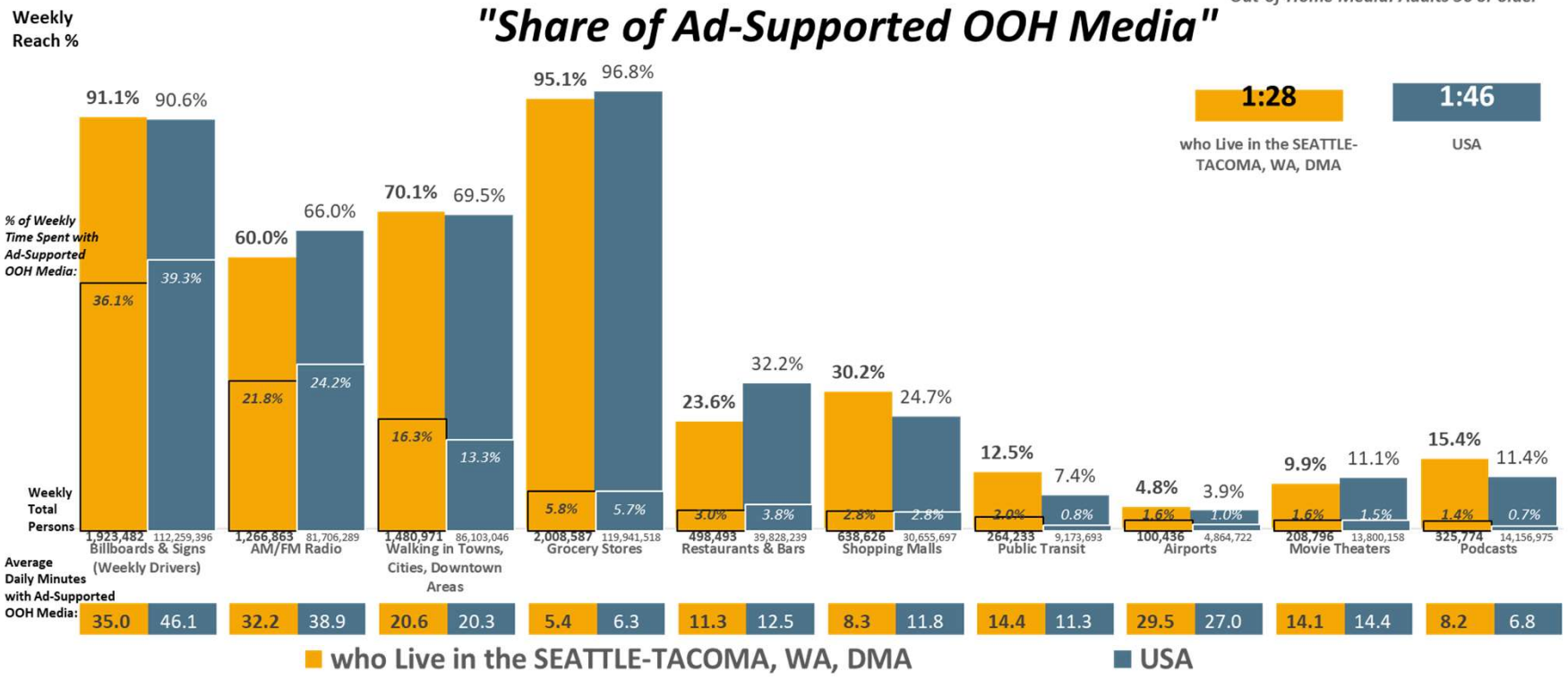


P50+

1,923,482 or 91.1% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 35. minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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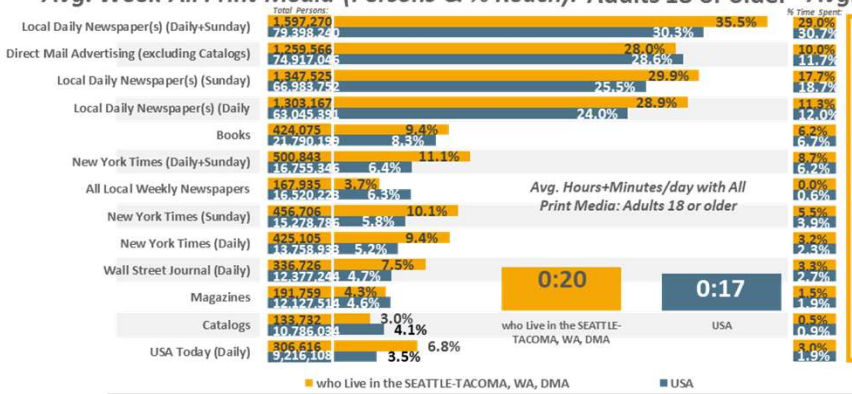
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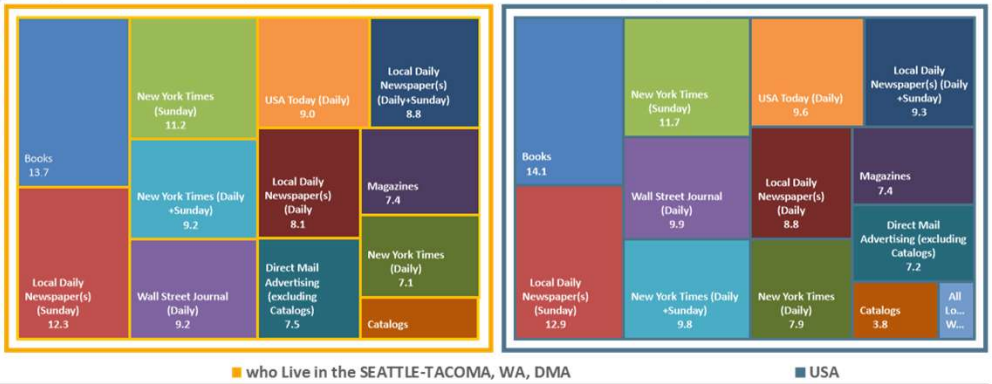
P18+

1,597,270 or 35.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

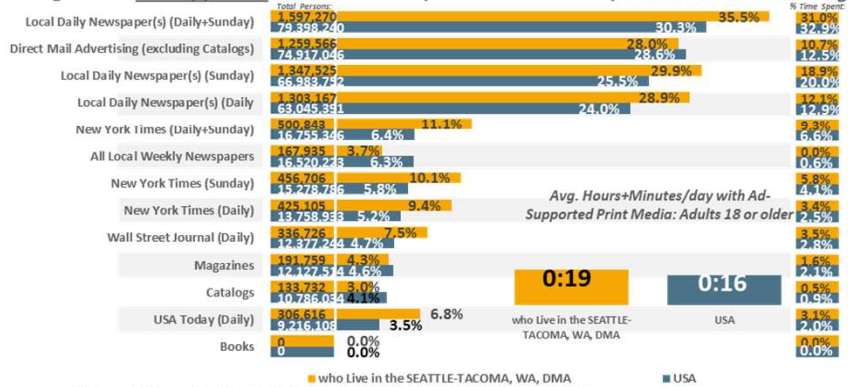
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



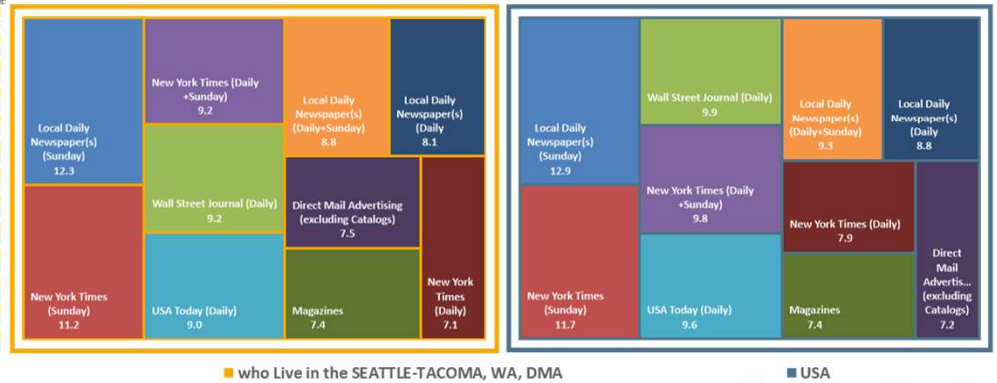
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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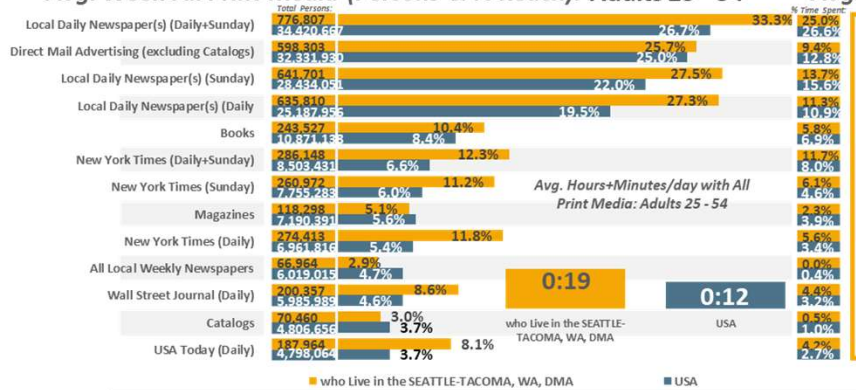
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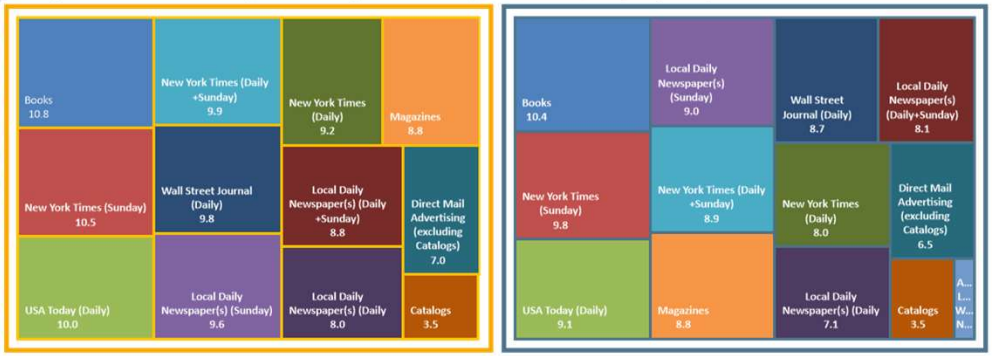
P25-54

776,807 or 33.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

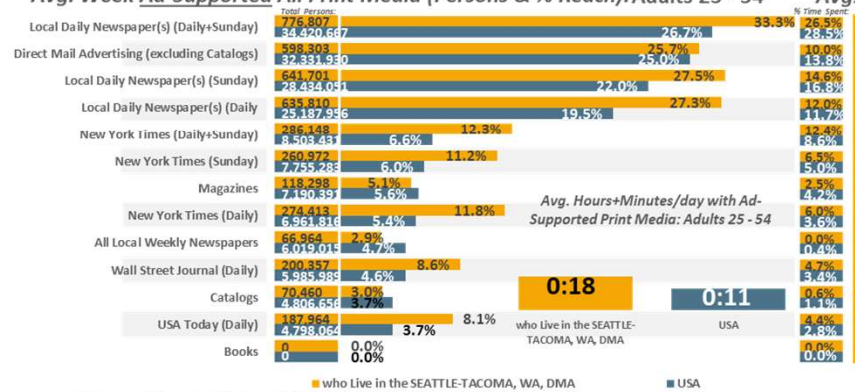
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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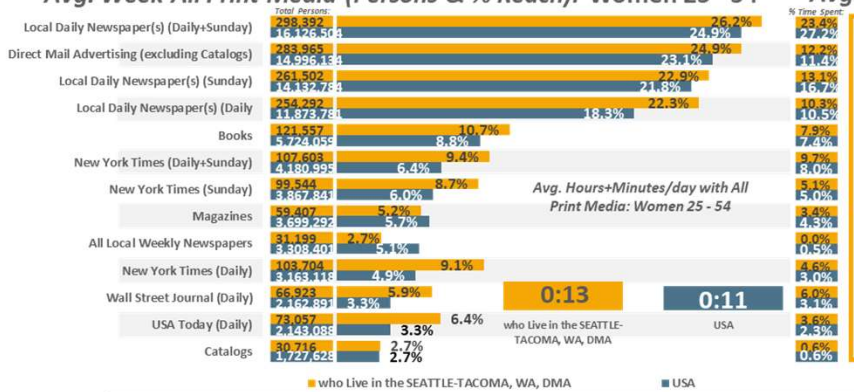
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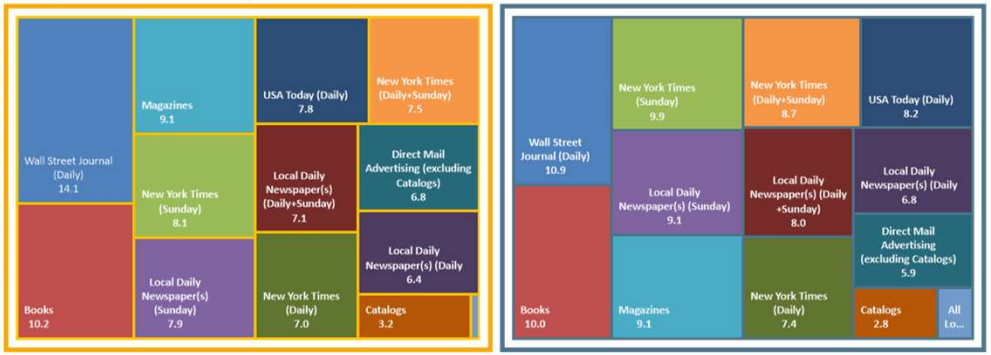
W25-54

298,392 or 26.2% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

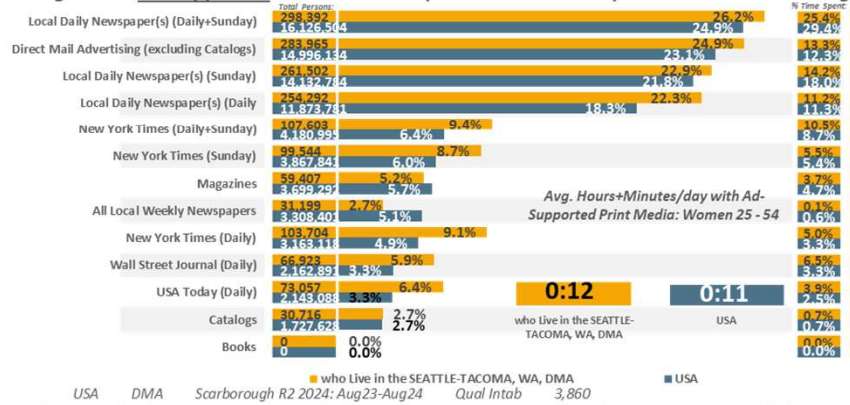
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



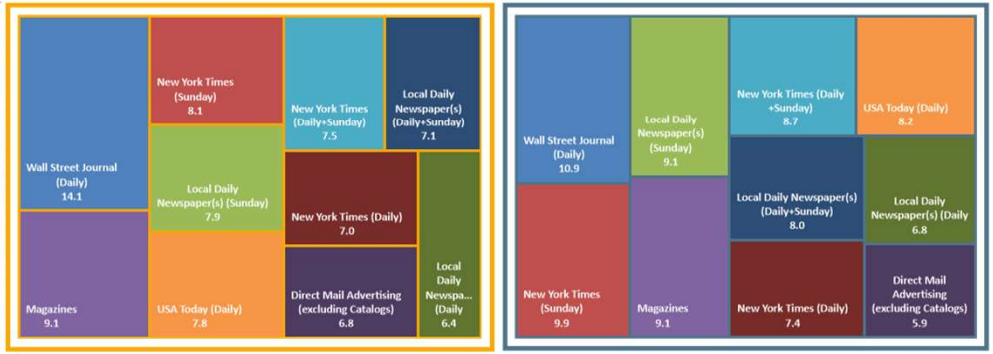
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



who Live in the SEATTLE-TACOMA, WA, DMA

USA

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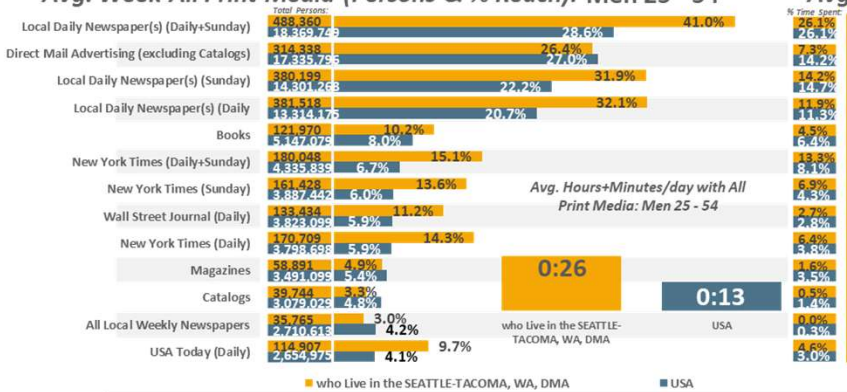
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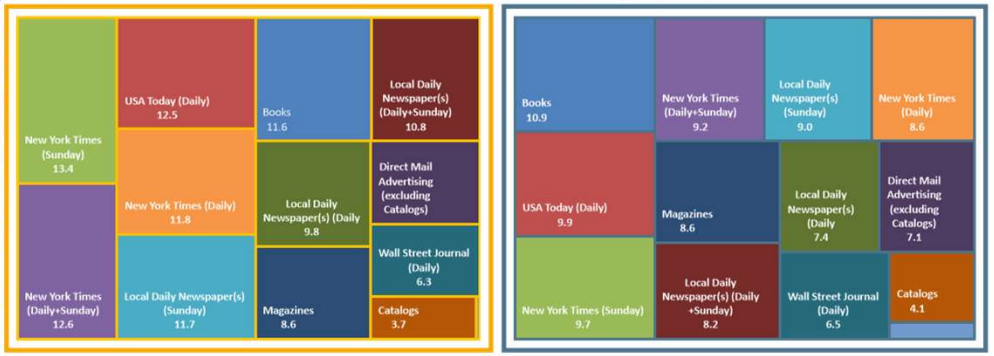
M25-54

488,360 or 41.% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

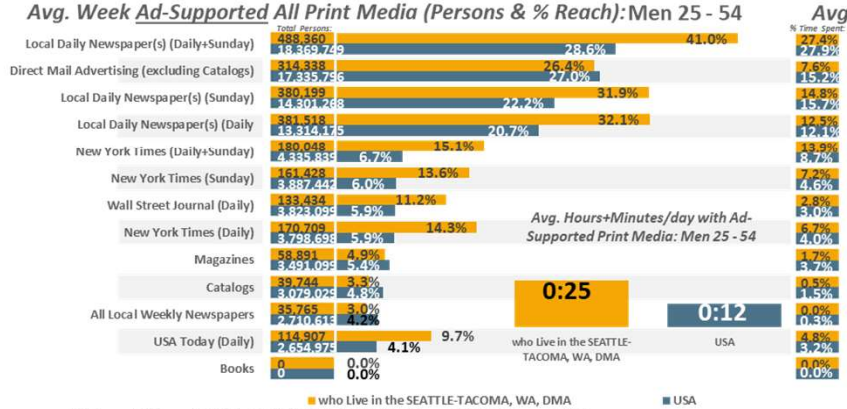
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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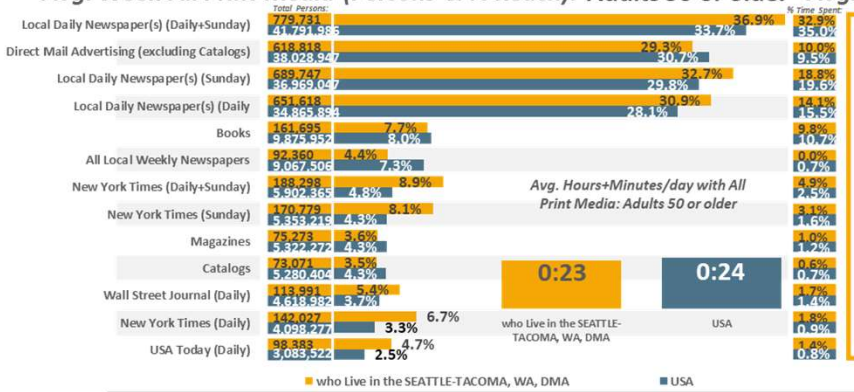
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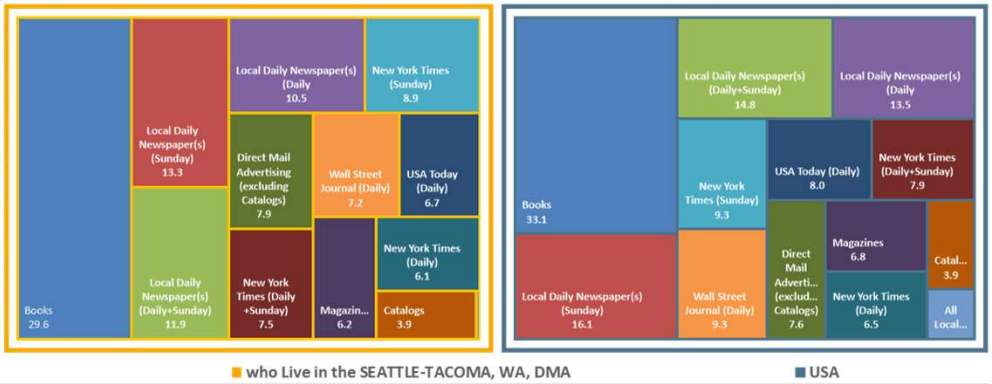
P50+

779,731 or 36.9% of Adults 50 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

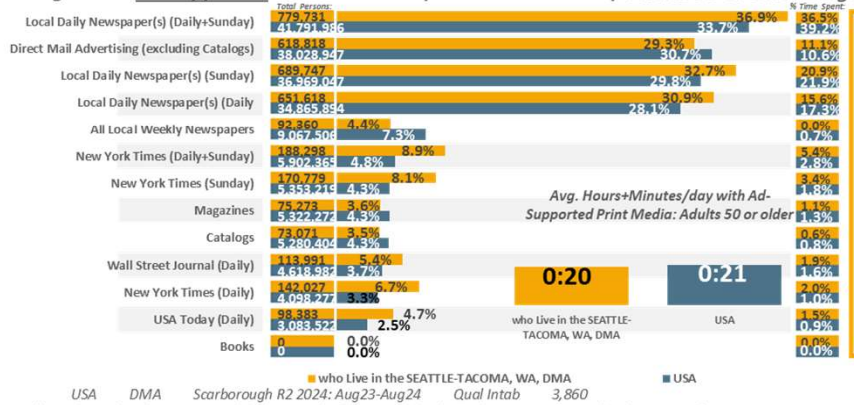
Avg. Week All Print Media (Persons & % Reach): Adults 50 or older



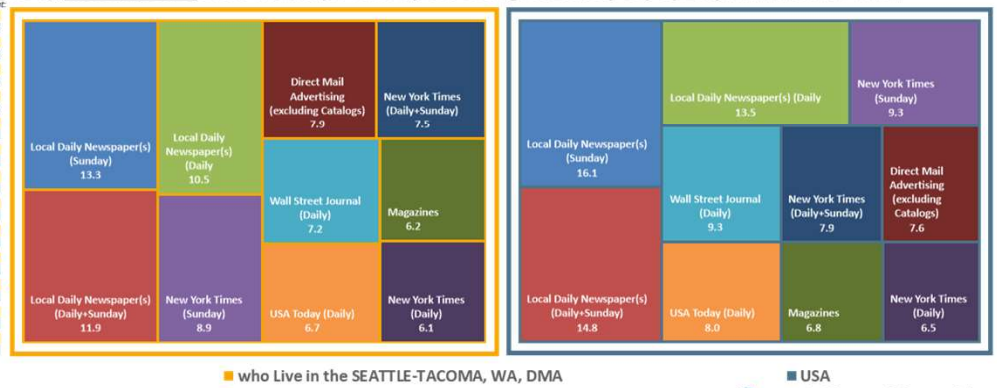
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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