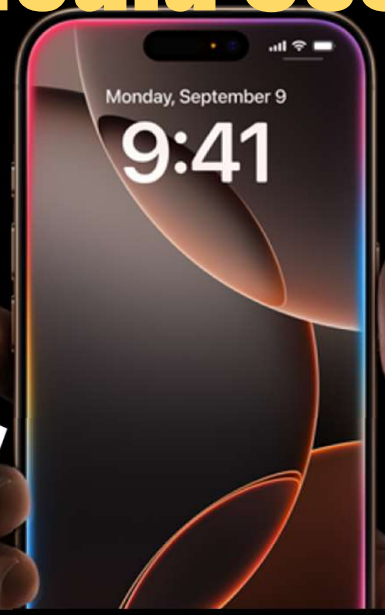
USA+4 DMAs – P18+ who own and use an APPLE iPHONE!

Complete Demographic & Media Use Profiles

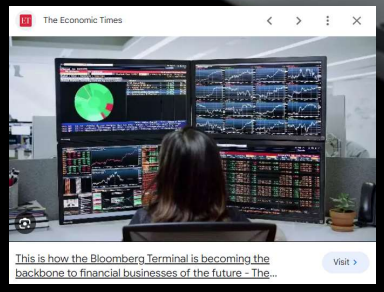








Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Own and Use an APPLE iPHONE as of SEPTEMBER 2024!





P18+

Vanguard® BLACKROCK

BERKSHIRE HATHAWAY INC.

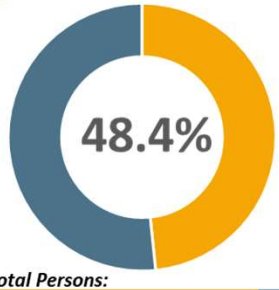
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 46.6 years old (4.6% younger than average) and have a $107,445 (16.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



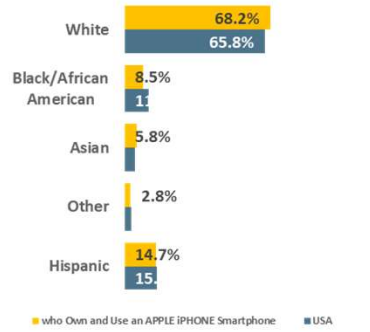
Total Persons:

126,826,262	135,348,238

Gender of Target vs. Market: Adults 18 or older

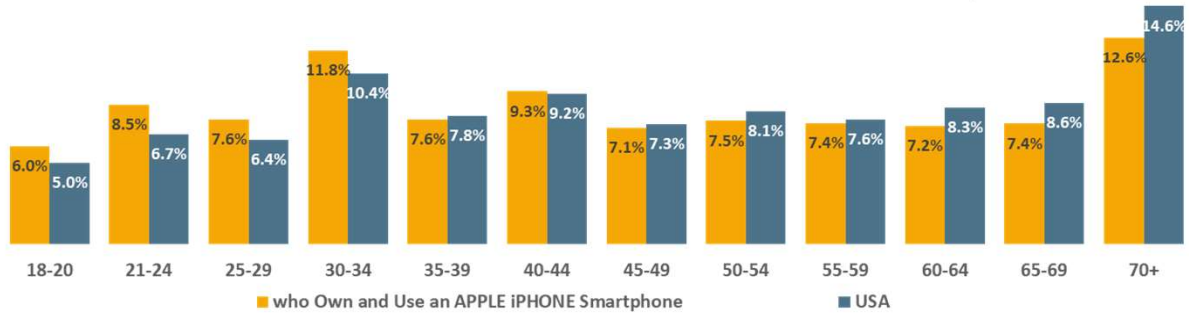
	Men	Men	Women	Women
%M vs. %F:	47.0%	48.6%	53.0%	51.4%
Average Age:	46.5	48.9	46.7	48.8
# Persons:	59,574,034	127,356,8...	67,252,228	134,817,6...

Ethnicity of Target vs. Market:

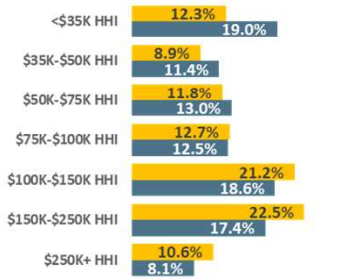


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	who Own and Use an APPLE iPHONE Smartphone	USA
	46.6	48.8



HHI of Target vs. Market:



Avg HHI:	$107,445	$92,464

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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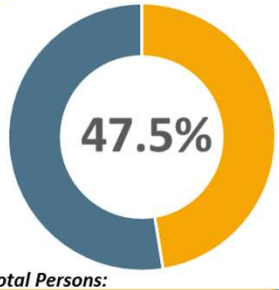
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.5% or 3,590,172 of CHICAGO DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 44.5 years old (7.9% younger than average) and have a $120,896 (13.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Own and Use an APPLE iPHONE Smartphone
- Remainder of CHICAGO DMA

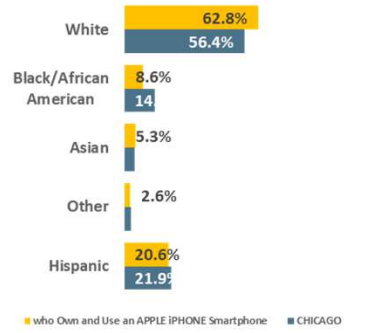
Total Persons:

3,590,172	3,975,794

Gender of Target vs. Market: Adults 18 or older

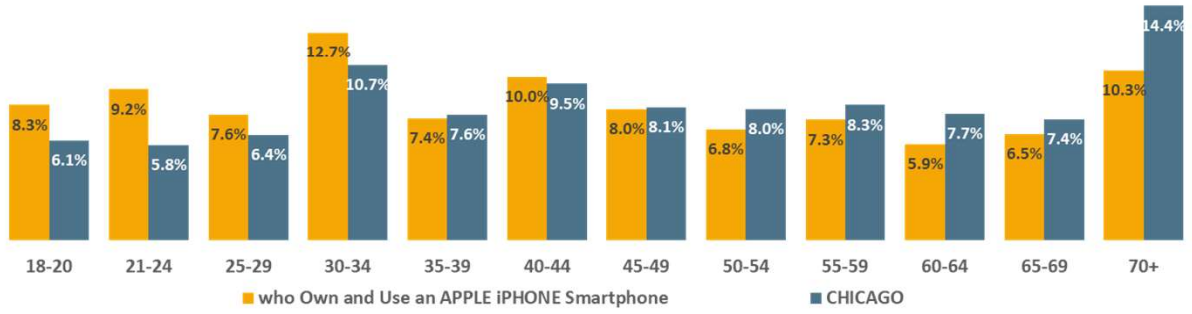
	Men	Men	Women	Women
%M vs. %F:	47.0%	48.3%	53.0%	51.7%
Average Age:	44.1	48.4	44.9	48.3
# Persons:	1,687,892	3,657,365	1,902,280	3,908,601

Ethnicity of Target vs. Market:

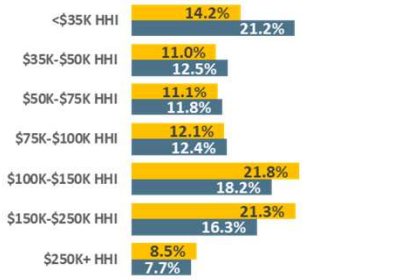


Age Cell Demographics of Target vs. Market:

Average Age:	who Own and Use an APPLE iPHONE Smartphone	CHICAGO
Adults 18 or older	44.5	48.3



HHI of Target vs. Market:



Avg HHI:	$120,896	$106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

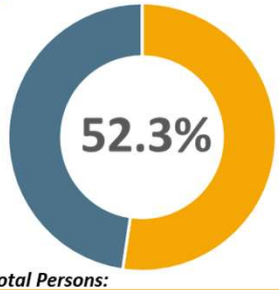
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



52.3% or 2,977,794 of WASHINGTON, DC DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 45.7 years old (4.1% younger than average) and have a $149,455 (12.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Own and Use an APPLE iPHONE Smartphone
- Remainder of WASHINGTON, DC DMA

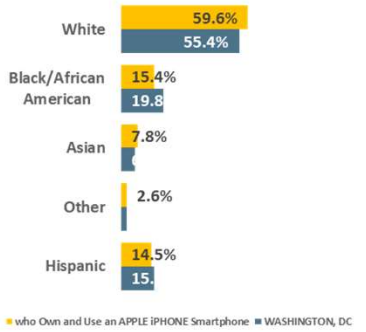
Total Persons:

2,977,794	2,713,552

Gender of Target vs. Market: Adults 18 or older

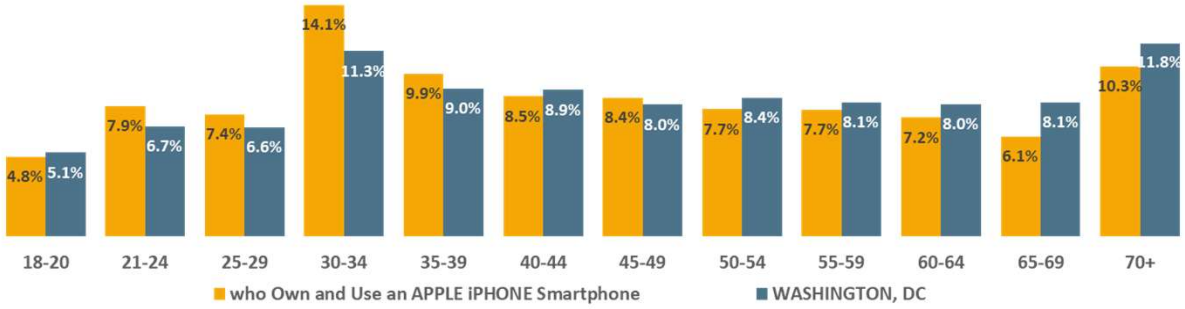
	Men	Men	Women	Women
%M vs. %F:	46.2%	47.9%	53.8%	52.1%
Average Age:	45.4	47.8	45.9	47.5
# Persons:	1,375,977	2,723,517	1,601,817	2,967,829

Ethnicity of Target vs. Market:

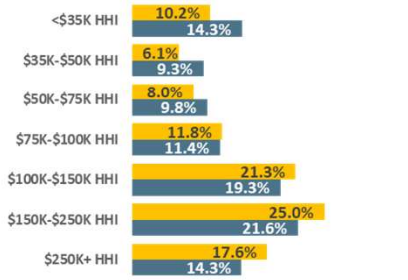


Age Cell Demographics of Target vs. Market:

Average Age:	who Own and Use an APPLE iPHONE Smartphone	WASHINGTON, DC
Adults 18 or older	45.7	47.6



HHI of Target vs. Market:



Avg HHI:	$149,455	$133,189

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

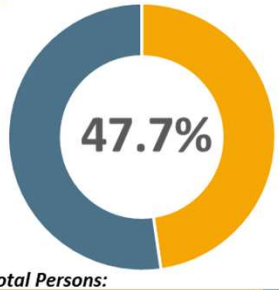
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.7% or 2,148,929 of SEATTLE-TACOMA DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 46.3 years old (4.% younger than average) and have a $144,796 (18.% higher than average) annual household income.

Percent of Market: Adults 18 or older



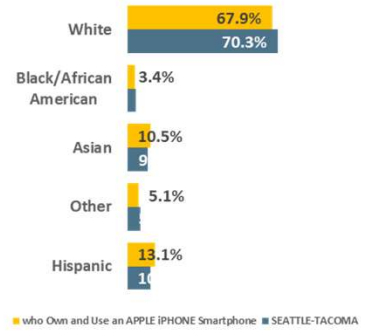
Total Persons:

2,148,929	2,355,671

Gender of Target vs. Market: Adults 18 or older

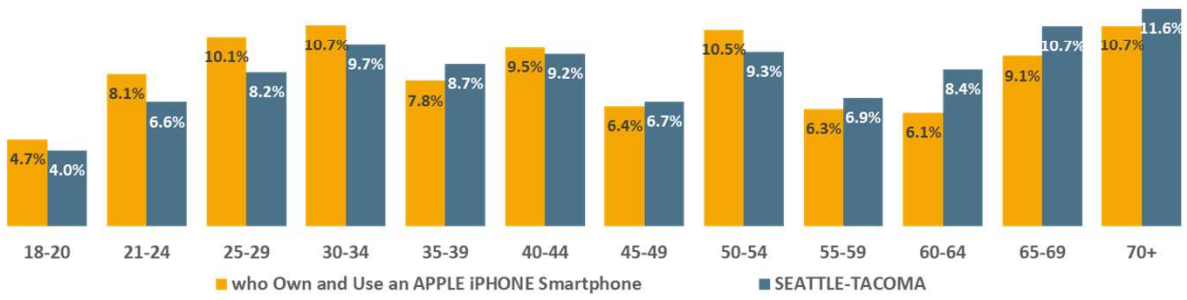
	Men	Men	Women	Women
%M vs. %F:	46.2%	49.5%	53.8%	50.5%
Average Age:	46.4	48.3	46.3	48.3
# Persons:	991,854	2,231,123	1,157,075	2,273,477

Ethnicity of Target vs. Market:

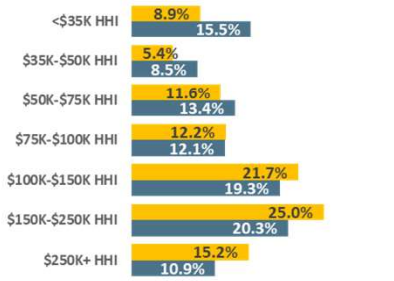


Age Cell Demographics of Target vs. Market:

Average Age:	who Own and Use an APPLE iPHONE Smartphone	SEATTLE-TACOMA
Adults 18 or older	46.3	48.3



HHI of Target vs. Market:



Avg HHI:	$144,796	$122,671

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

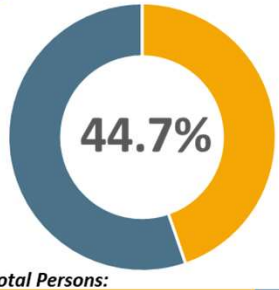
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



44.7% or 2,087,339 of PHOENIX DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Typical Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 46.8 years old (5.3% younger than average) and have a $115,127 (16.4% higher than average) annual household income.

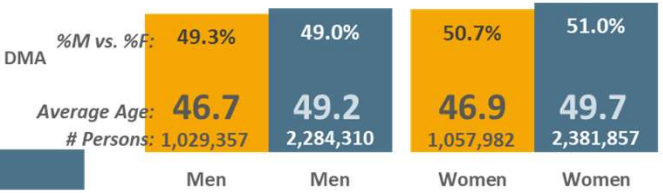
Percent of Market: Adults 18 or older



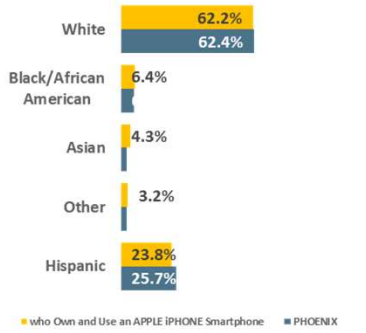
Total Persons:



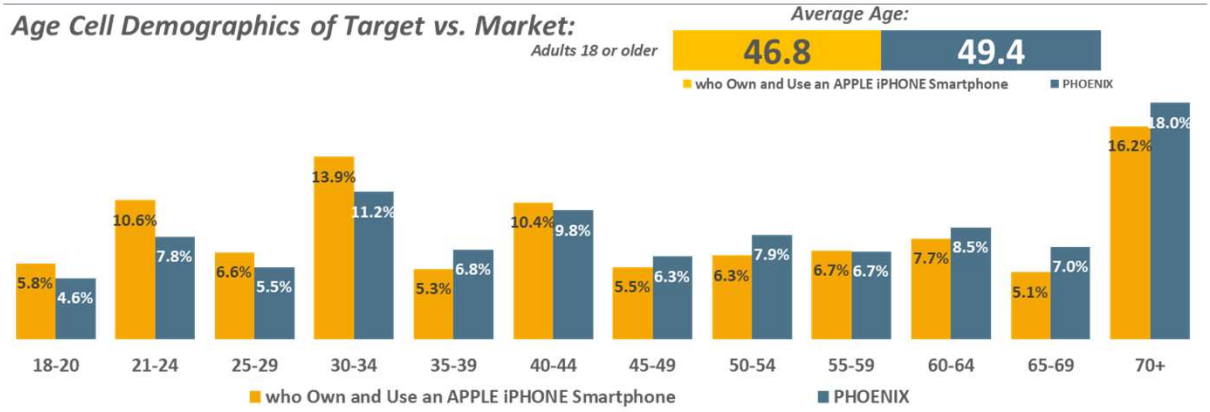
Gender of Target vs. Market: Adults 18 or older



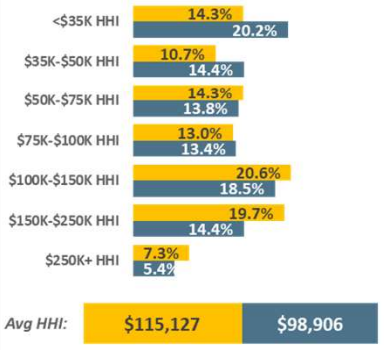
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $115,127 | $98,906

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

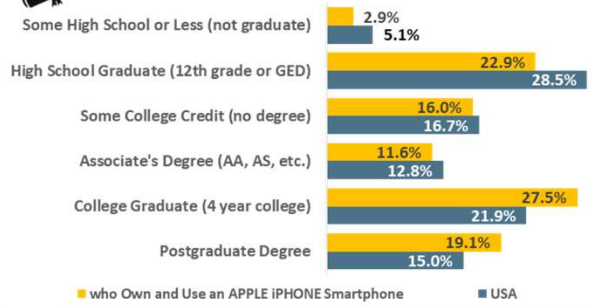
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

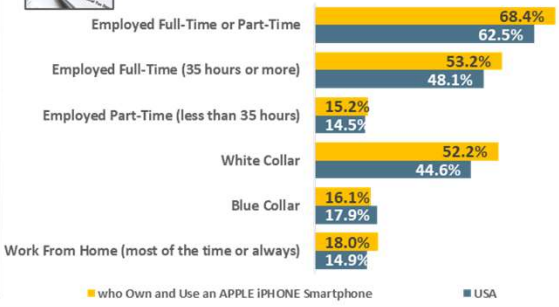


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 26.3% more likely to be a college graduate, 10.7% more likely to work full-time, 8.8% more likely to be married, 11.2% more likely to be a parent of 1 or more children under 18.

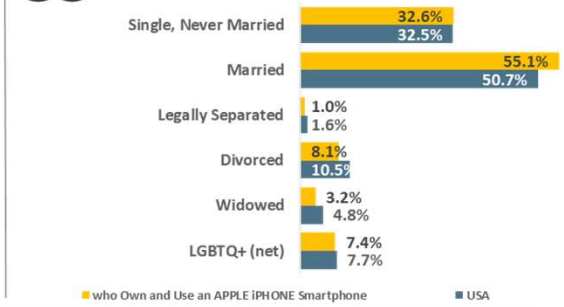
Education Levels: Adults 18 or older



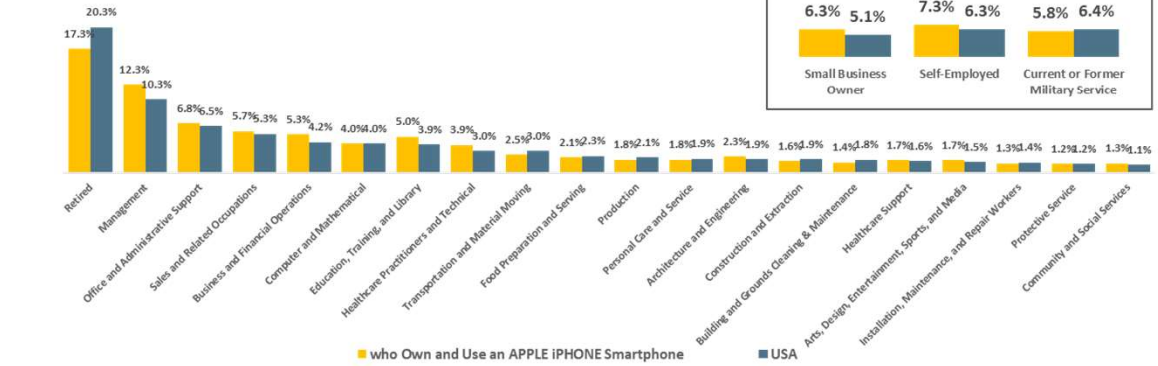
Employment: Adults 18 or older



Marital Status: Adults 18 or older

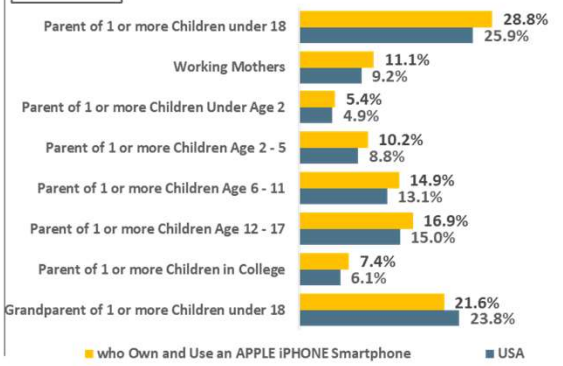


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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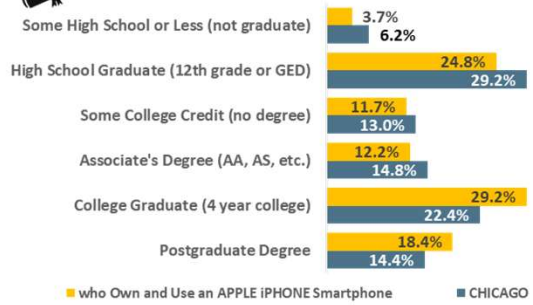
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

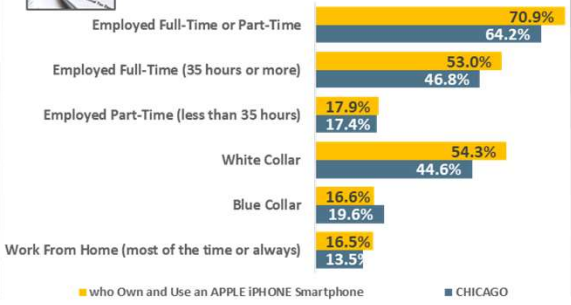


47.5% or 3,590,172 of CHICAGO DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 29.5% more likely to be a college graduate, 13.4% more likely to work full-time, 10.4% more likely to be married, 15.5% more likely to be a parent of 1 or more children under 18.

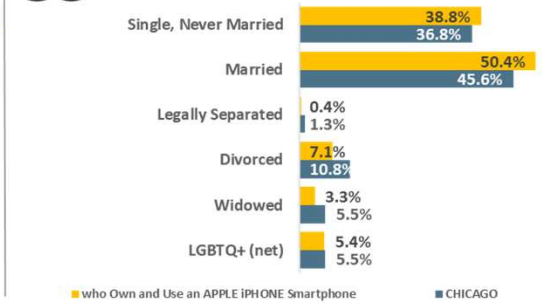
Education Levels: Adults 18 or older



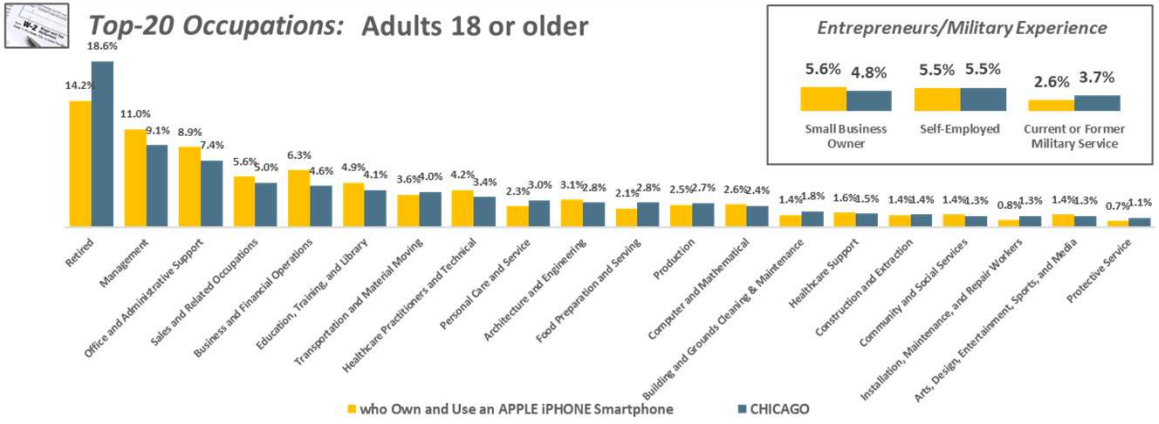
Employment: Adults 18 or older



Marital Status: Adults 18 or older

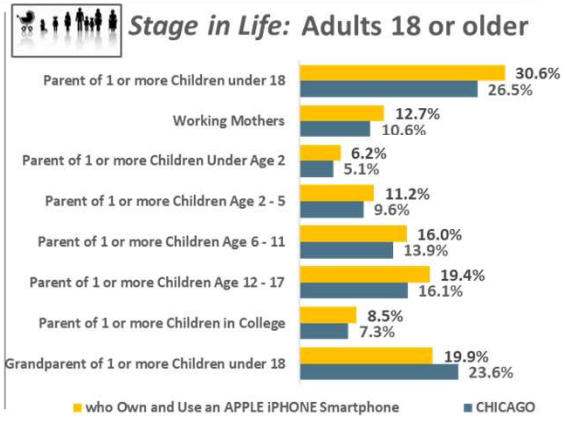


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

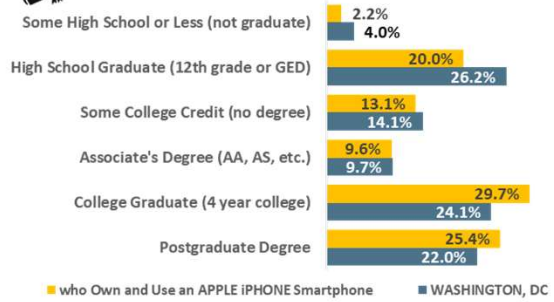
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

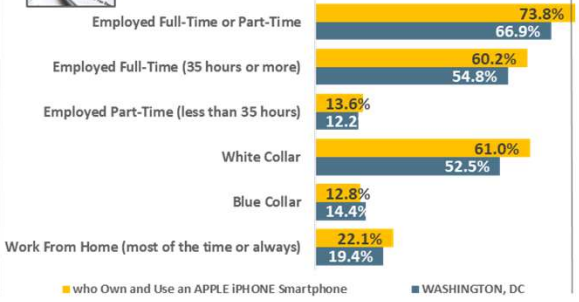


52.3% or 2,977,794 of WASHINGTON, DC DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 19.7% more likely to be a college graduate, 10.% more likely to work full-time, 6.5% more likely to be married, 8.% more likely to be a parent of 1 or more children under 18.

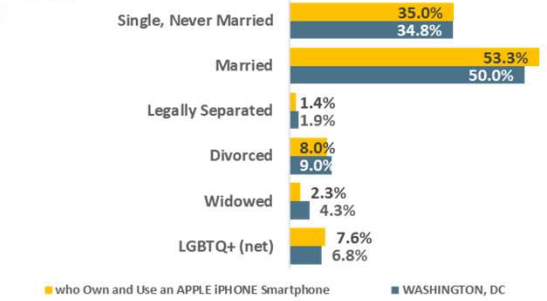
Education Levels: Adults 18 or older



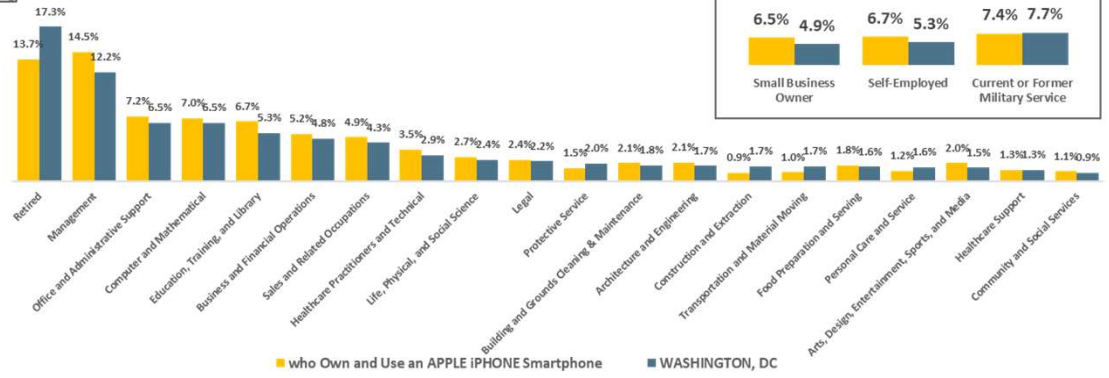
Employment: Adults 18 or older



Marital Status: Adults 18 or older

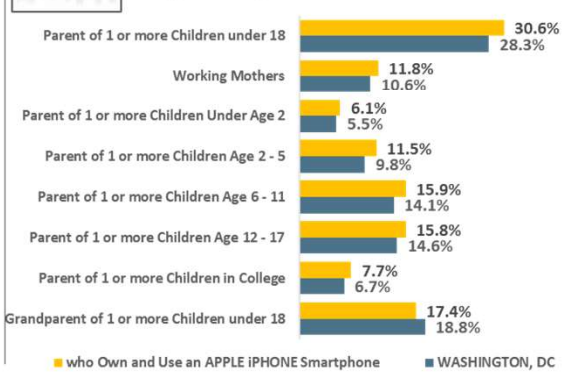


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

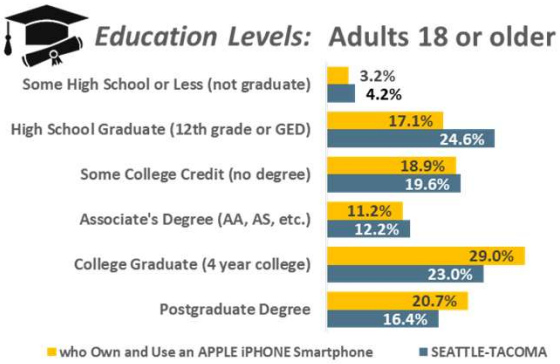
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

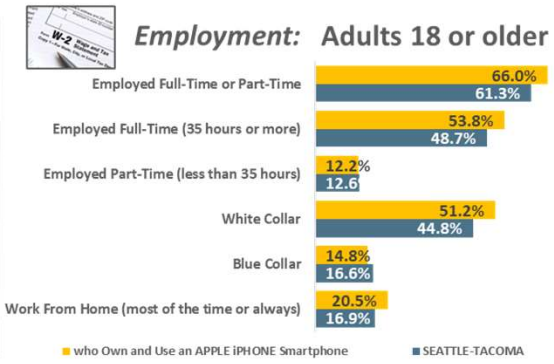


47.7% or 2,148,929 of SEATTLE-TACOMA DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 26.1% more likely to be a college graduate, 10.3% more likely to work full-time, 11.4% more likely to be married, 12.9% more likely to be a parent of 1 or more children under 18.

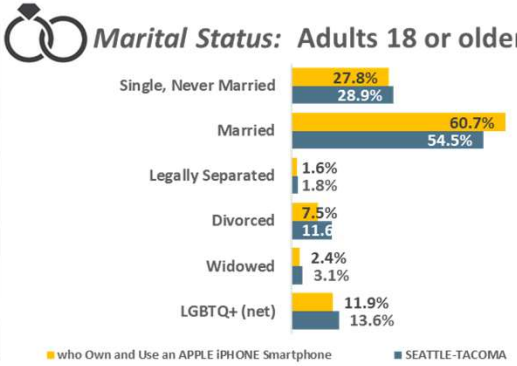
Education Levels: Adults 18 or older



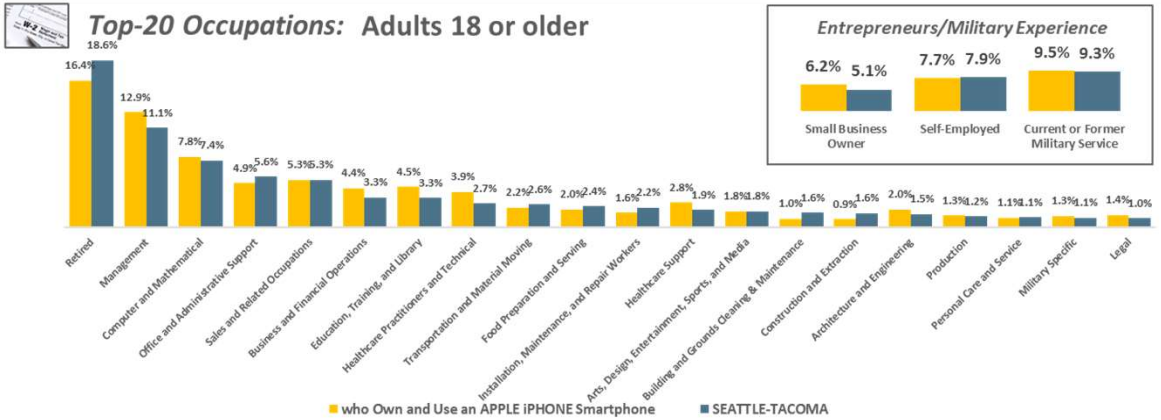
Employment: Adults 18 or older



Marital Status: Adults 18 or older

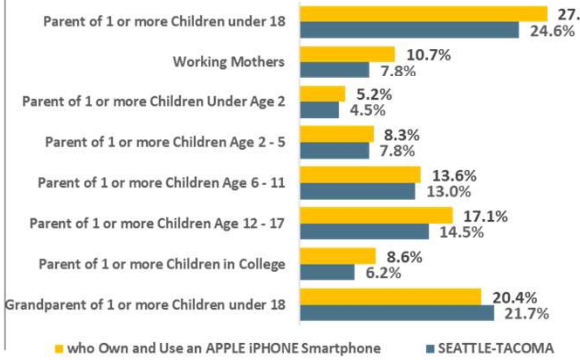


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

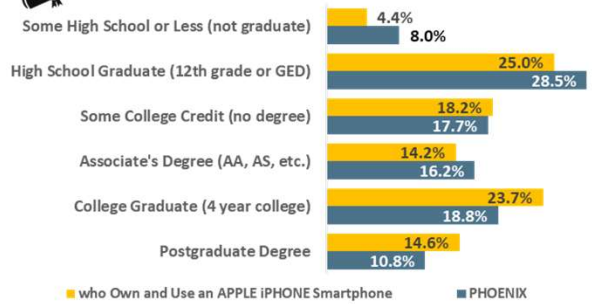
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

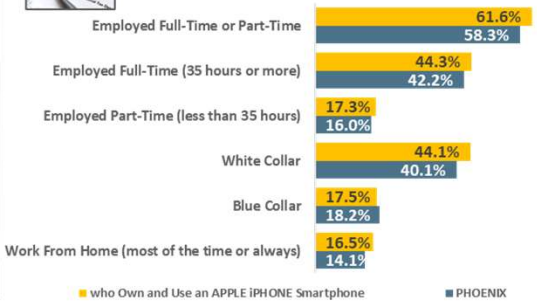


44.7% or 2,087,339 of PHOENIX DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 29.5% more likely to be a college graduate, 5.1% more likely to work full-time, 3.6% more likely to be married, 8.2% more likely to be a parent of 1 or more children under 18.

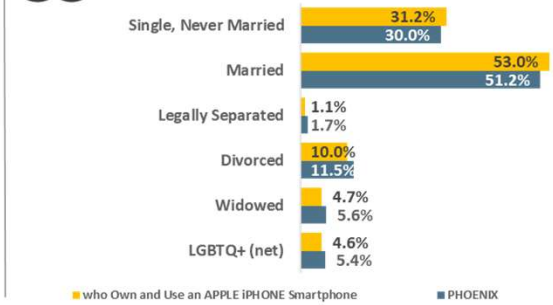
Education Levels: Adults 18 or older



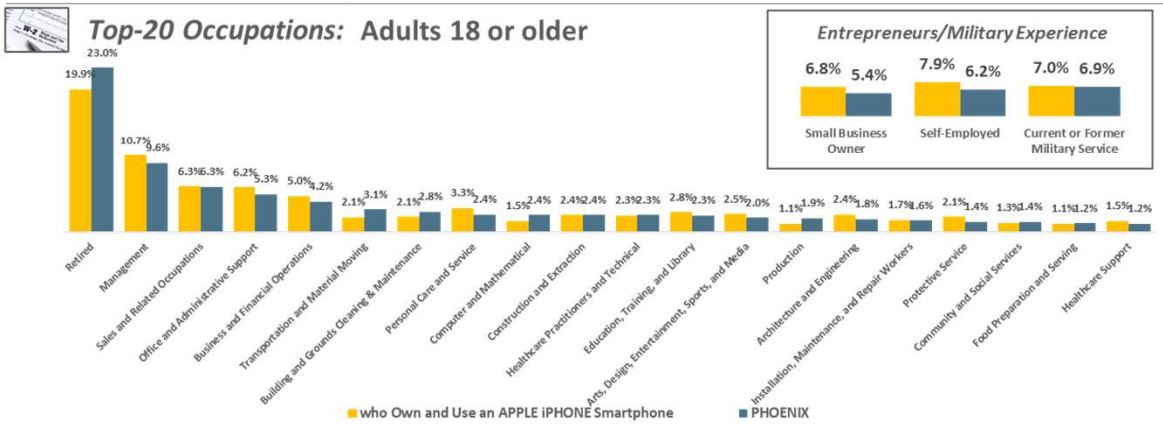
Employment: Adults 18 or older



Marital Status: Adults 18 or older

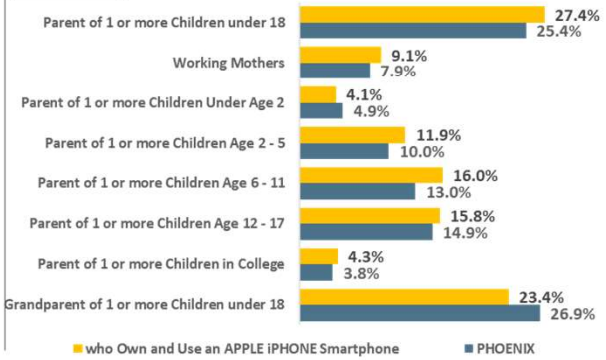


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

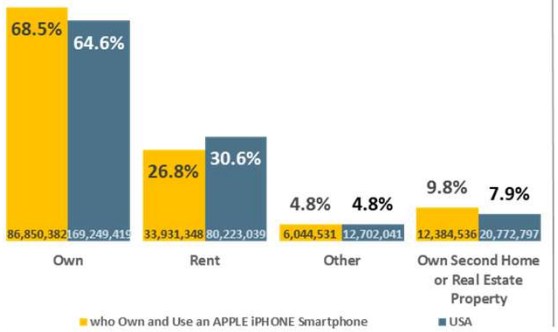
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

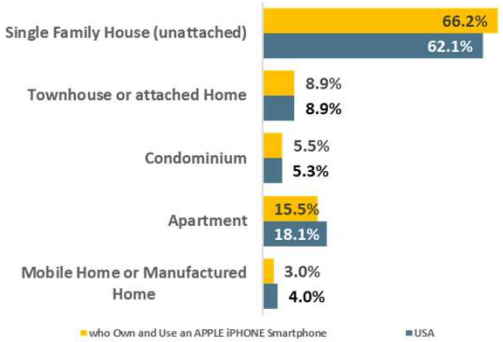


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 6.1% more likely to own their home, 34.2% more likely to own a higher valued home, 6.7% more likely to have a single-family home, 8.5% more likely to have a dog.

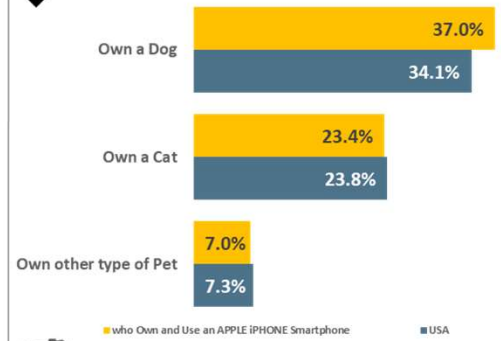
Own/Rent/Other: Adults 18 or older



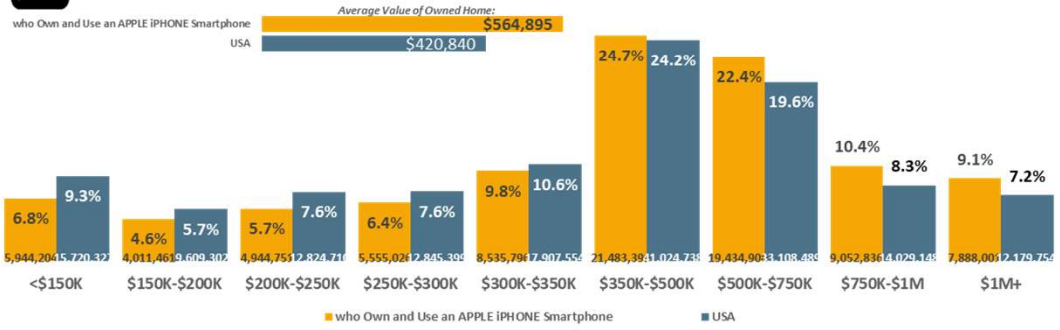
Type of Home: Adults 18 or older



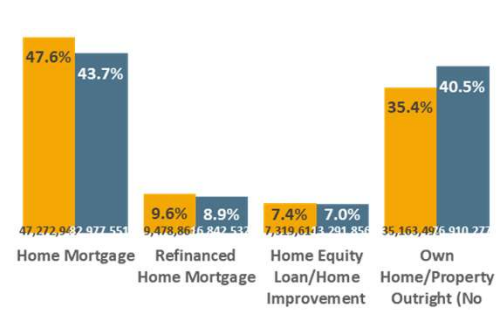
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,481*

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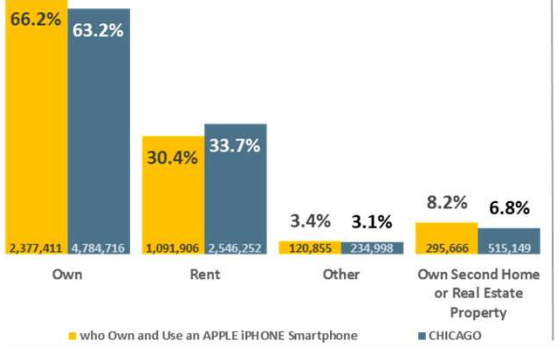
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

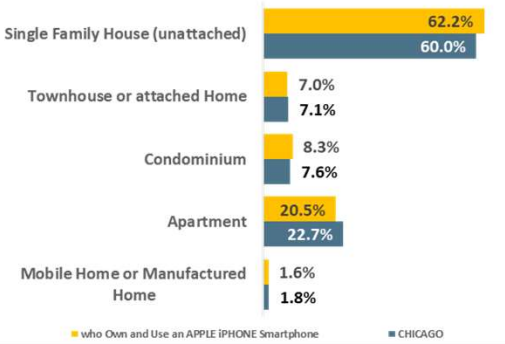


47.5% or 3,590,172 of CHICAGO DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 4.7% more likely to own their home, 9.5% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 6.1% more likely to have a dog.

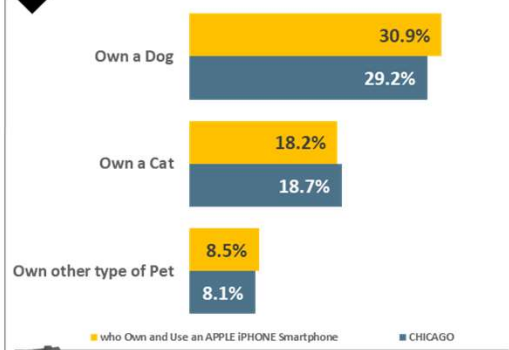
Own/Rent/Other: Adults 18 or older



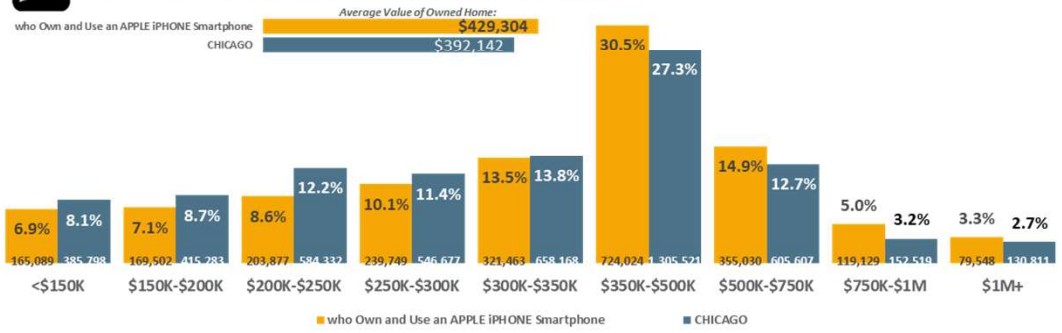
Type of Home: Adults 18 or older



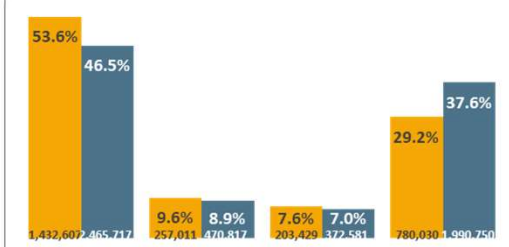
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

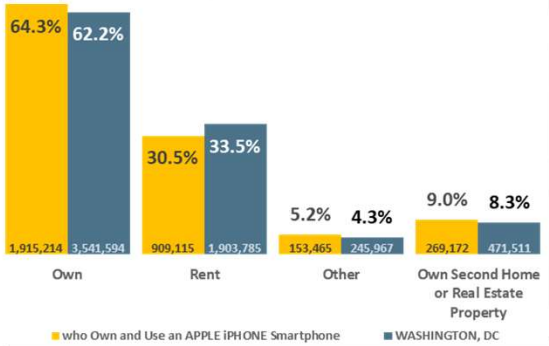
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

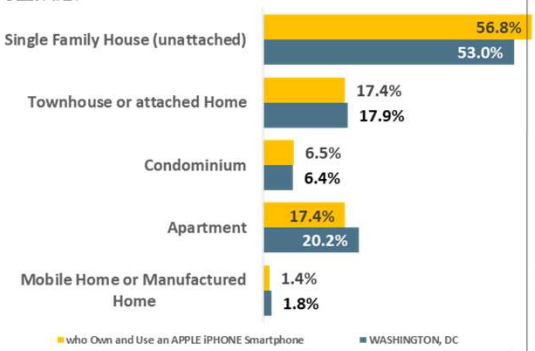


52.3% or 2,977,794 of WASHINGTON, DC DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.4% more likely to own their home, 8.7% more likely to own a higher valued home, 7.2% more likely to have a single-family home, 11.3% more likely to have a dog.

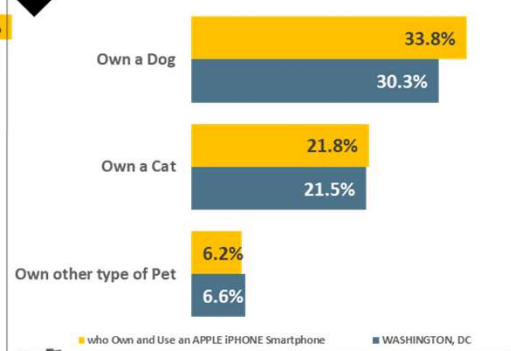
Own/Rent/Other: Adults 18 or older



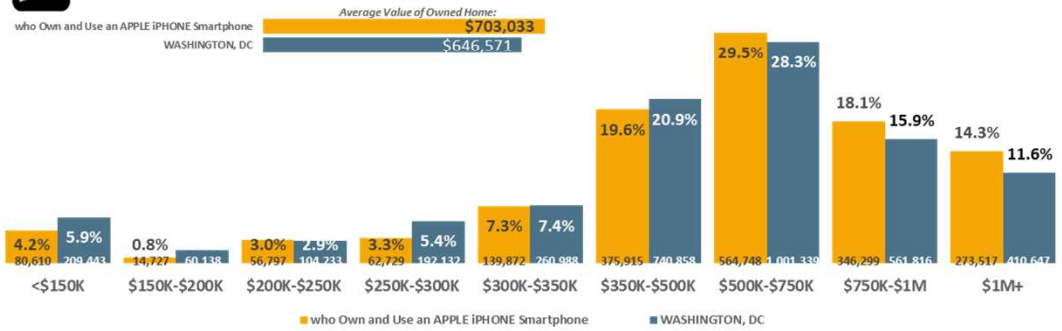
Type of Home: Adults 18 or older



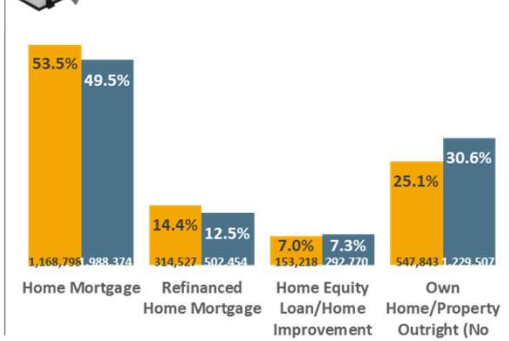
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

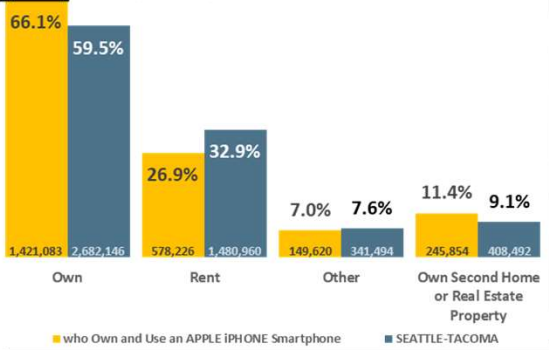
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

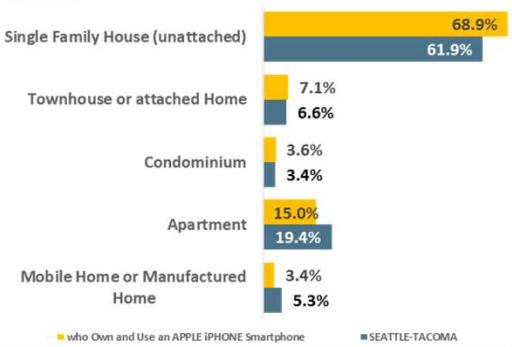


47.7% or 2,148,929 of SEATTLE-TACOMA DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 11.1% more likely to own their home, 12.5% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 14.7% more likely to have a dog.

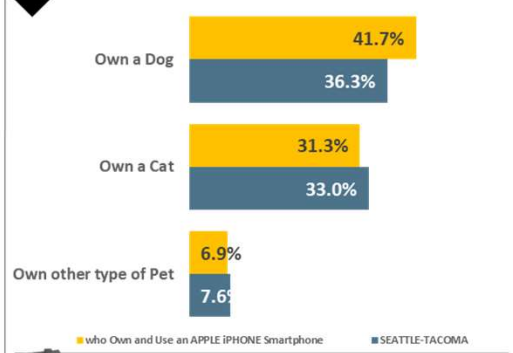
Own/Rent/Other: Adults 18 or older



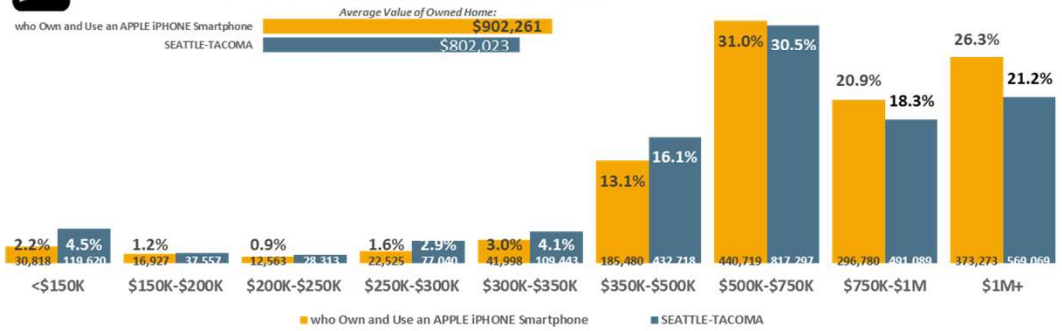
Type of Home: Adults 18 or older



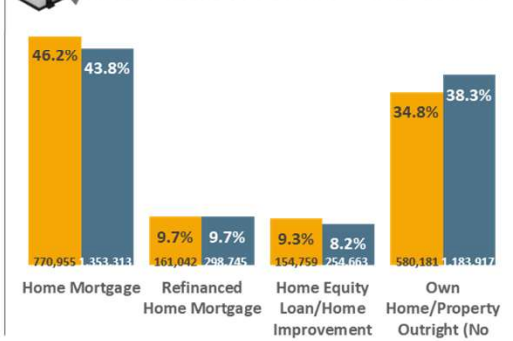
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

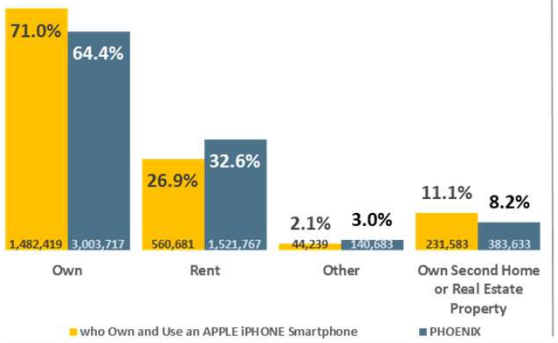
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

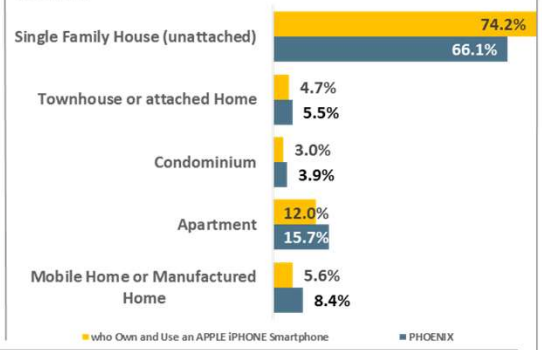


44.7% or 2,087,339 of PHOENIX DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 10.3% more likely to own their home, 6.6% more likely to own a higher valued home, 12.2% more likely to have a single-family home, 5.2% more likely to have a dog.

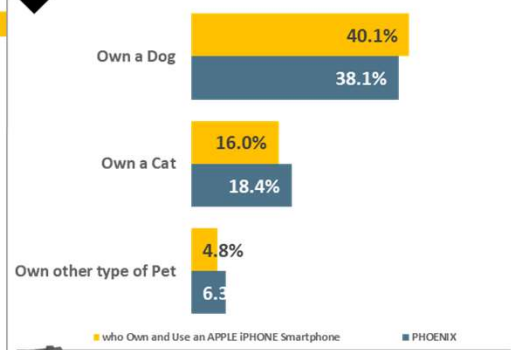
Own/Rent/Other: Adults 18 or older



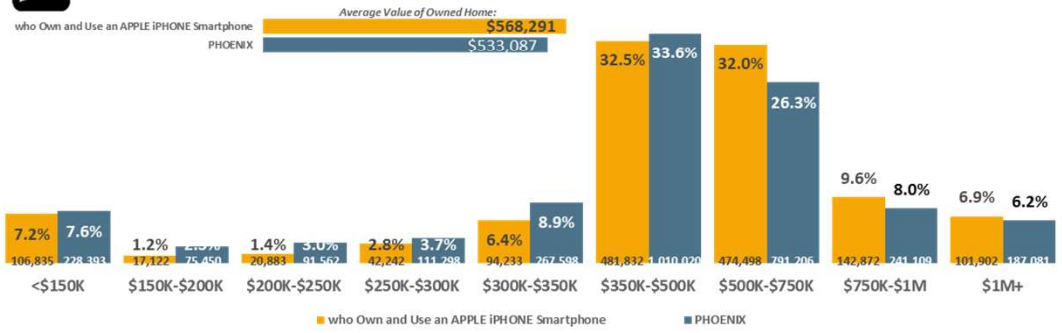
Type of Home: Adults 18 or older



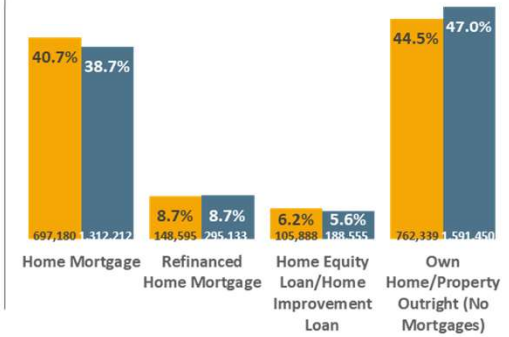
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

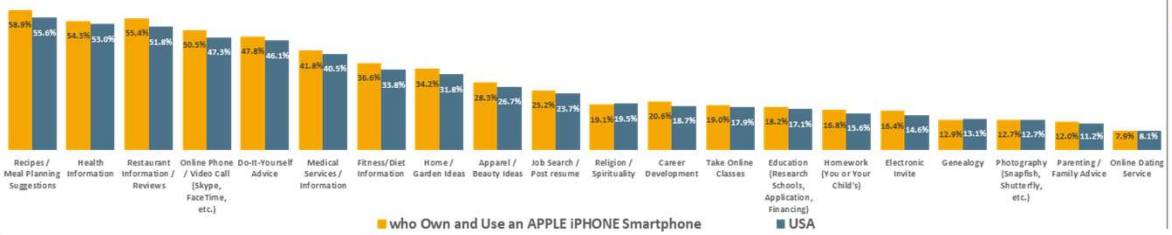
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

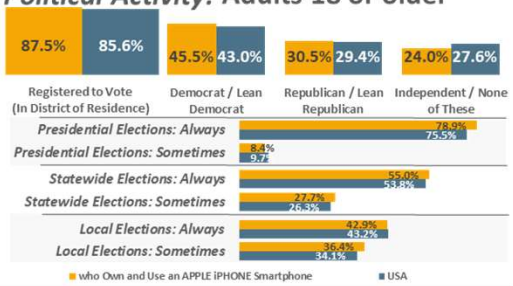


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.6% more likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 19.3% more likely to belong to a gym, 16.7% more likely to fly domestic past yr.

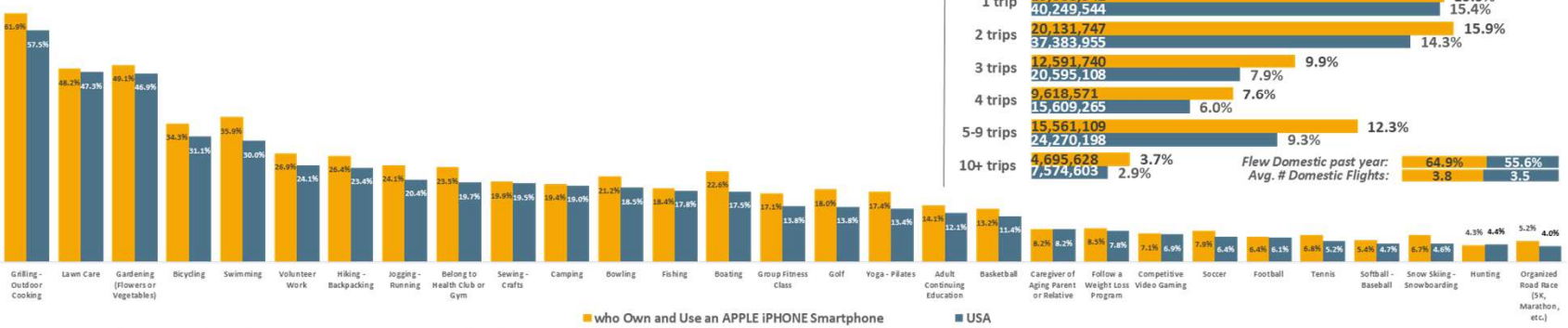
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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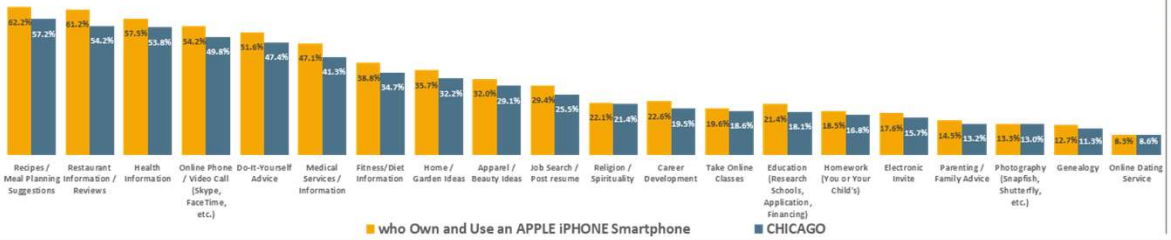
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

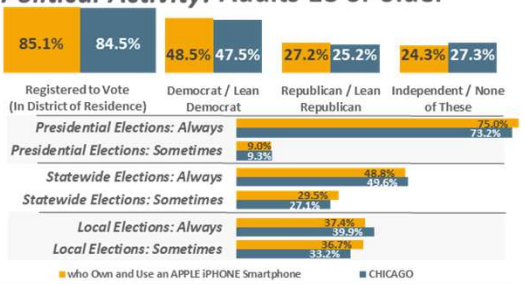


47.5% or 3,590,172 of CHICAGO DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 9.% more likely to look up D-I-Y advice online, 6.2% less likely to always vote in local elections, 10.4% more likely to belong to a gym, 18.% more likely to fly domestic past yr.

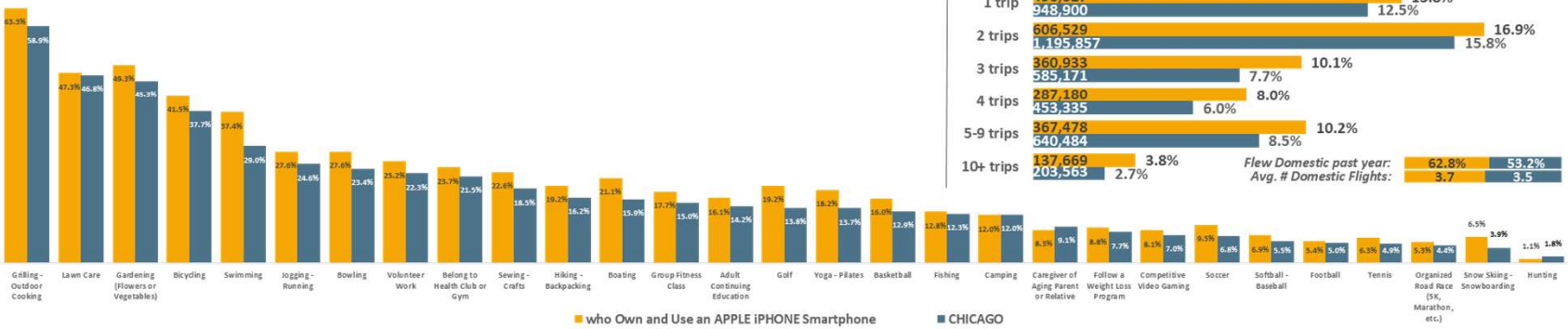
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

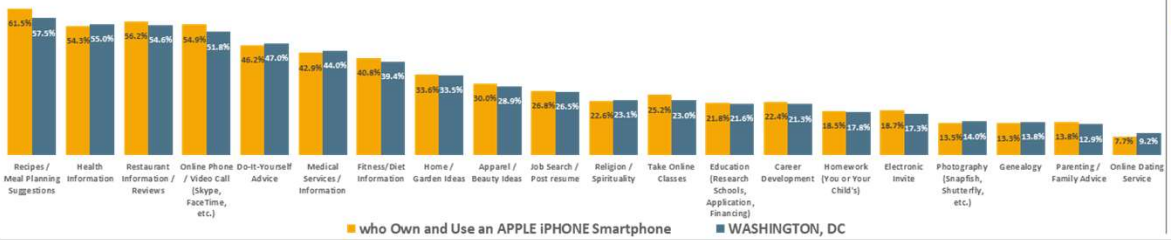
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

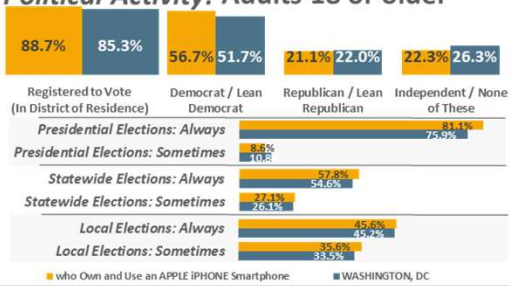


52.3% or 2,977,794 of WASHINGTON, DC DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 1.8% less likely to look up D-I-Y advice online, .9% more likely to always vote in local elections, 16.2% more likely to belong to a gym, 15.5% more likely to fly domestic past yr.

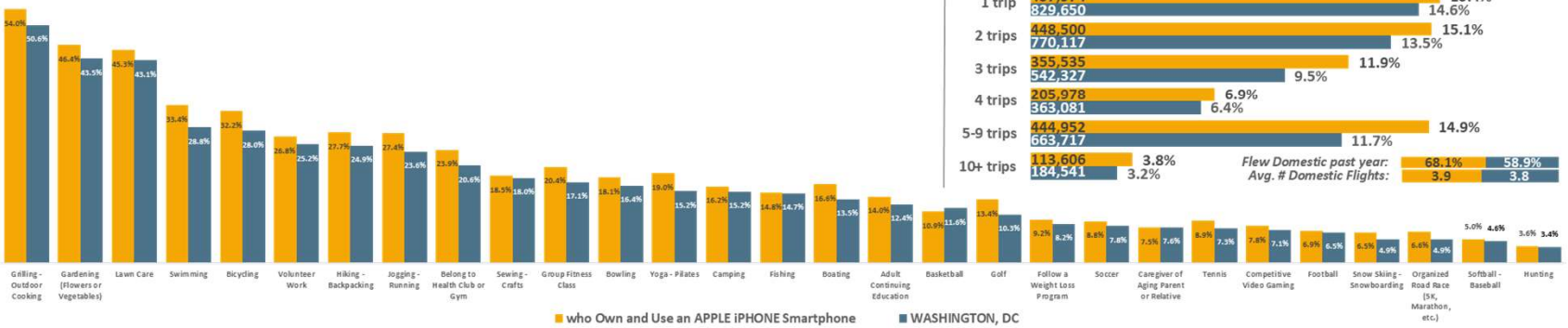
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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



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

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

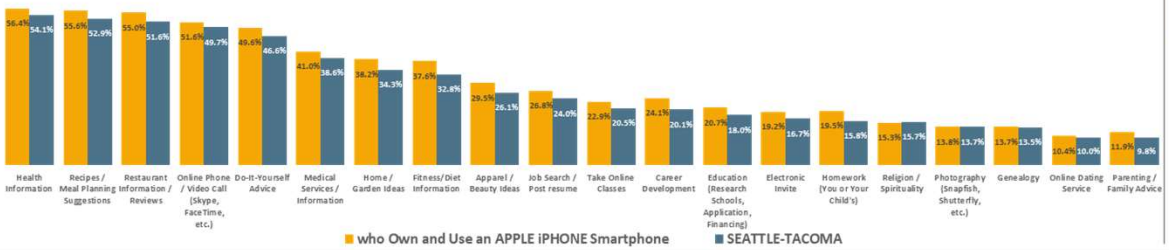
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

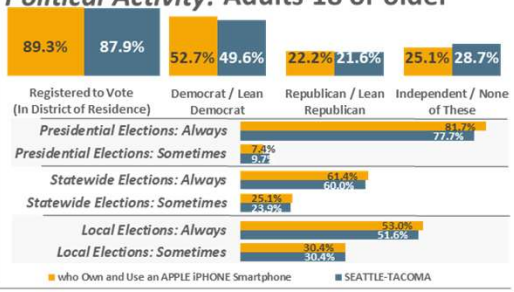


47.7% or 2,148,929 of SEATTLE-TACOMA DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 6.4% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 22.8% more likely to belong to a gym, 15.4% more likely to fly domestic past yr.

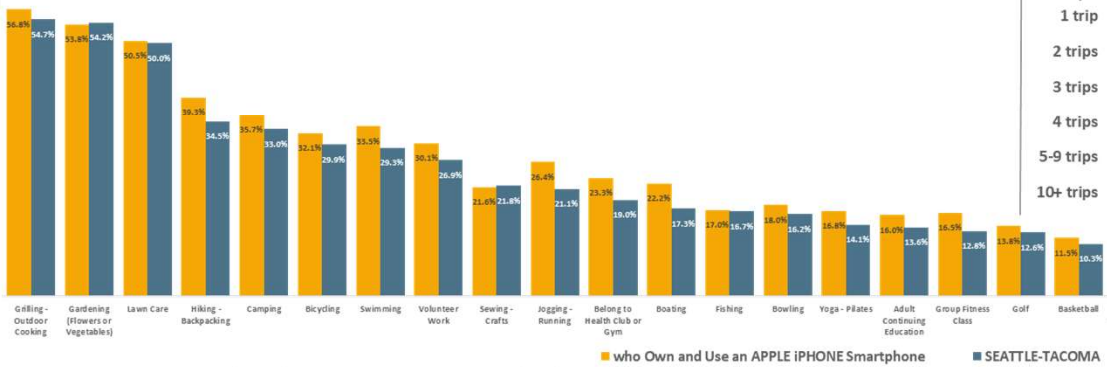
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



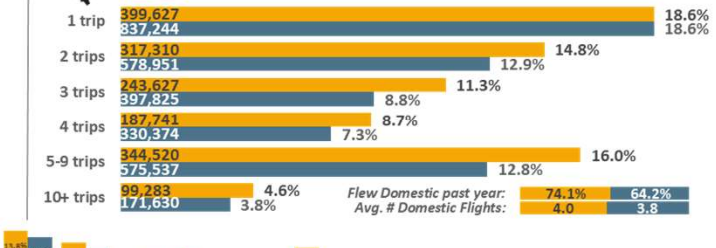
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

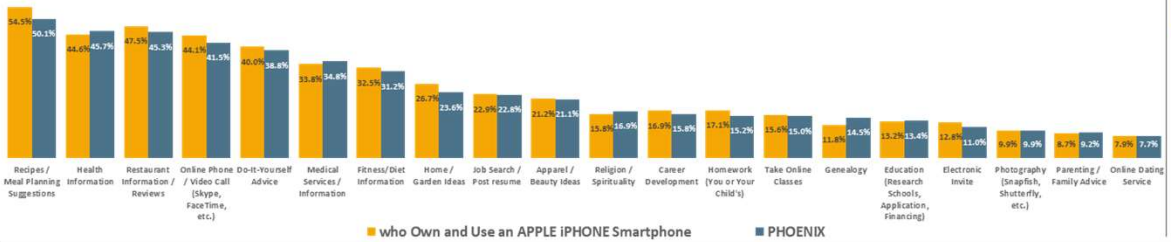
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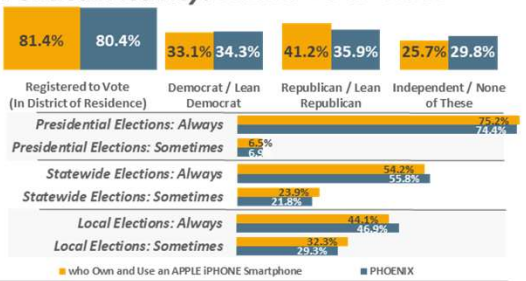


44.7% or 2,087,339 of PHOENIX DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.2% more likely to look up D-I-Y advice online, 5.9% less likely to always vote in local elections, 26.6% more likely to belong to a gym, 21.3% more likely to fly domestic past yr.

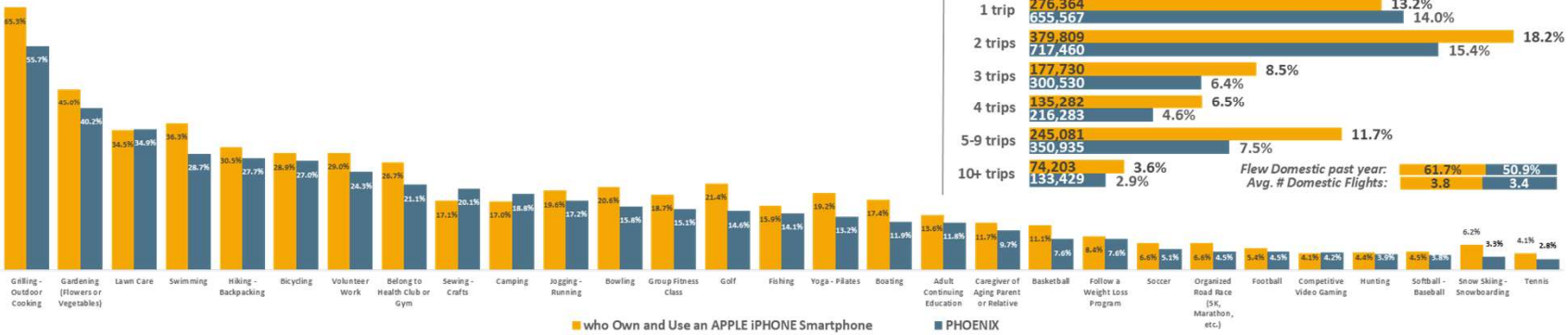
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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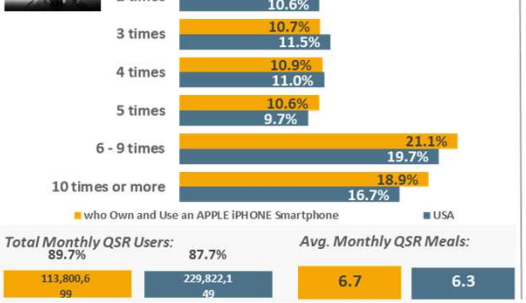
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 2.4% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 3.3% less likely to use Casinos past yr., 38.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



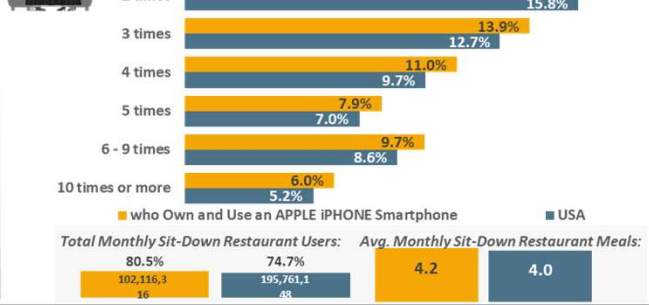


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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





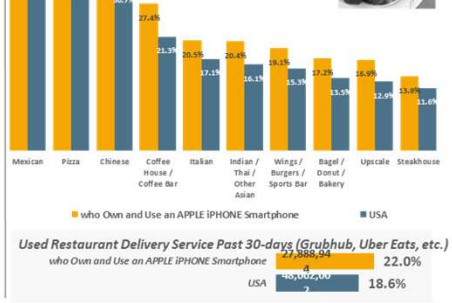
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

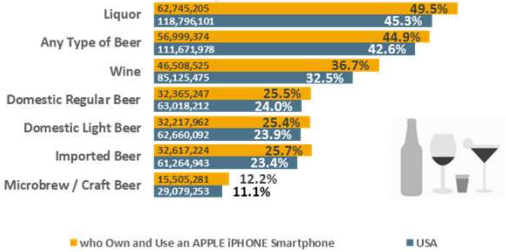
(Sit-Down Restaurants Used Past 30-days)





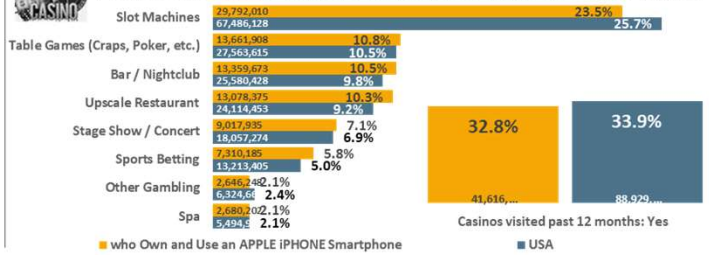
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



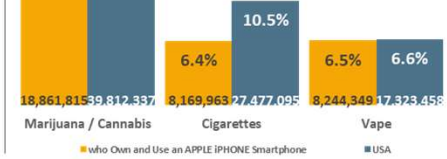
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.5% or 3,590,172 of CHICAGO DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.2% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 8.1% more likely to use Casinos past yr., 36.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.7% 3,327,468 | 89.8% 6,792,616

Avg. Monthly QSR Meals: 7.7 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 79.6% 2,858,767 | 74.6% 5,644,005

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Own and Use an APPLE iPHONE Smartphone 923,013 25.7%

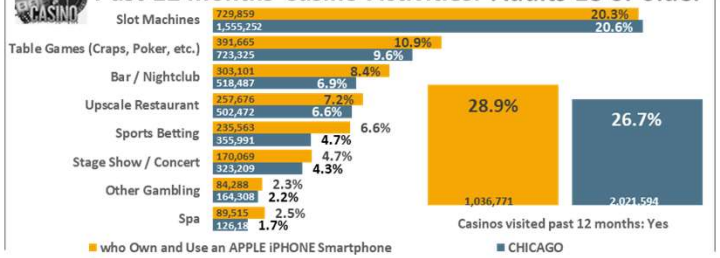
CHICAGO 1,603,744 21.2%

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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52.3% or 2,977,794 of WASHINGTON, DC DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 3.5% more likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 2.3% less likely to use Casinos past yr., 23.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



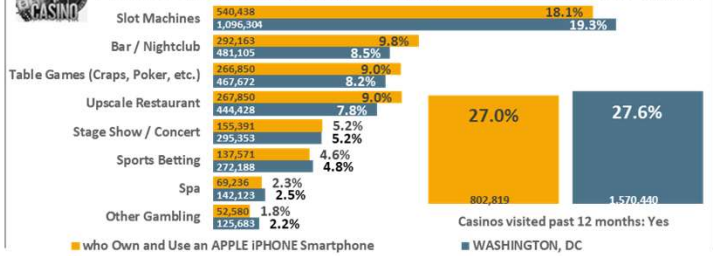
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



47.7% or 2,148,929 of SEATTLE-TACOMA DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 2.6% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 12.4% less likely to use Casinos past yr., 48.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

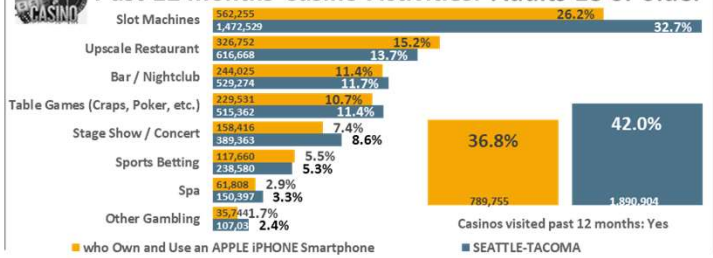


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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44.7% or 2,087,339 of PHOENIX DMA Adults 18 or older Own and Use an APPLE iPHONE Smartphone. Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 1.2% more likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 1.2% less likely to use Casinos past yr., 47.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



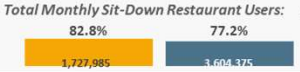
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

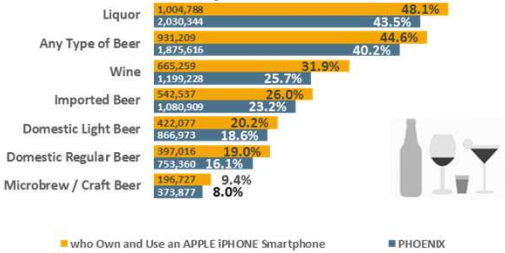
(Sit-Down Restaurants Used Past 30-days)



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

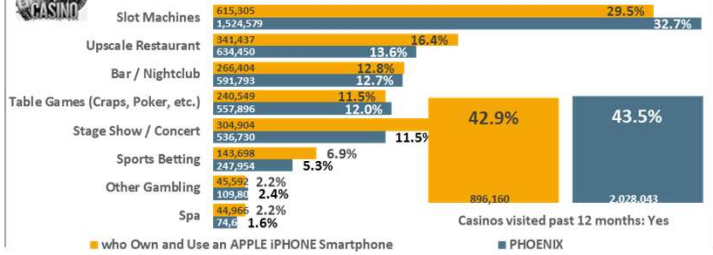


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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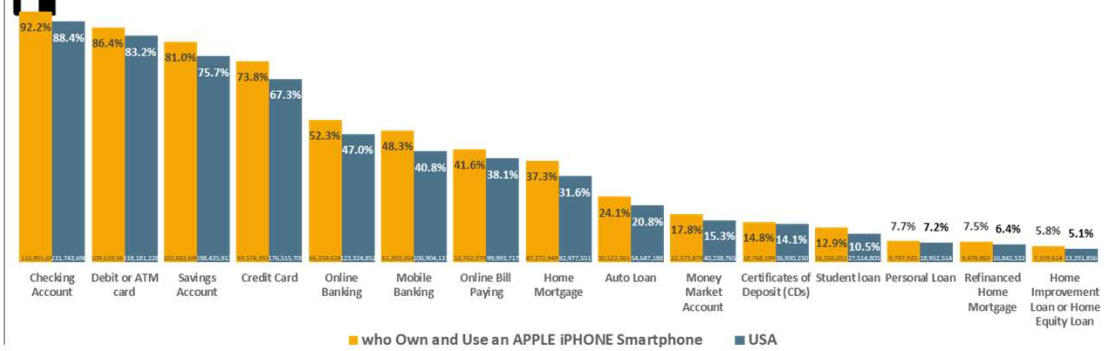


48.4% or 126,826,262 of USA Adults 18 or older Own and Use an APPLE iPHONE Smartphone.
Adults 18 or older who Own and Use an APPLE iPHONE Smartphone are 16.4% more likely to have a 401K, 15.5% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



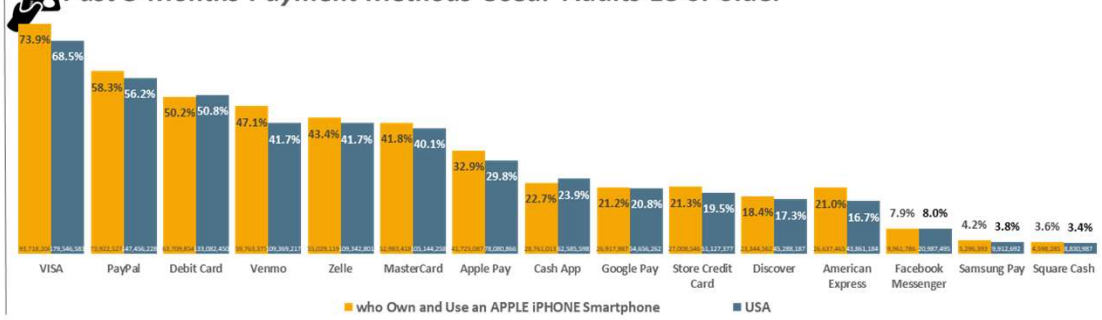
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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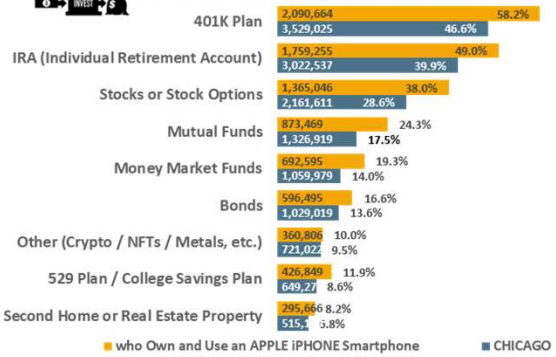
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

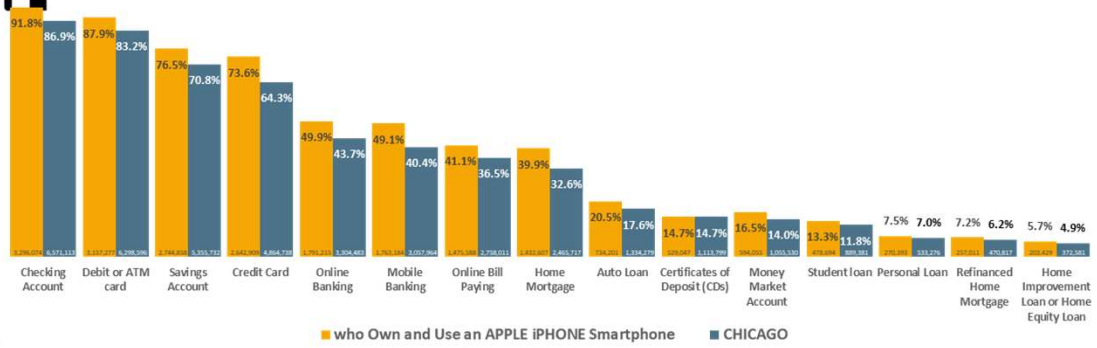


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Investments Owned: Adults 18 or older



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

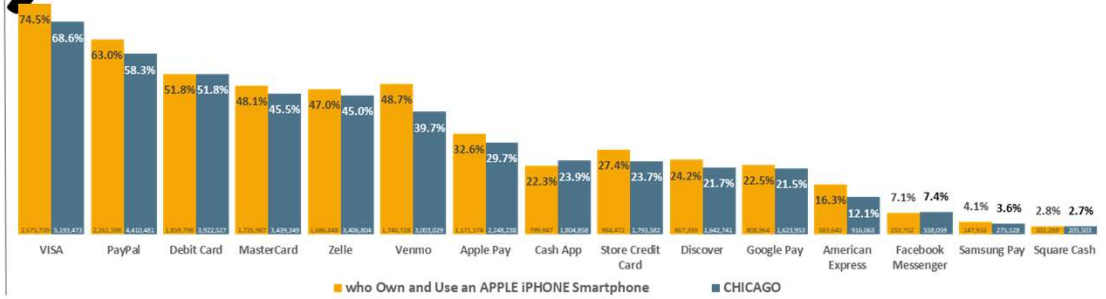


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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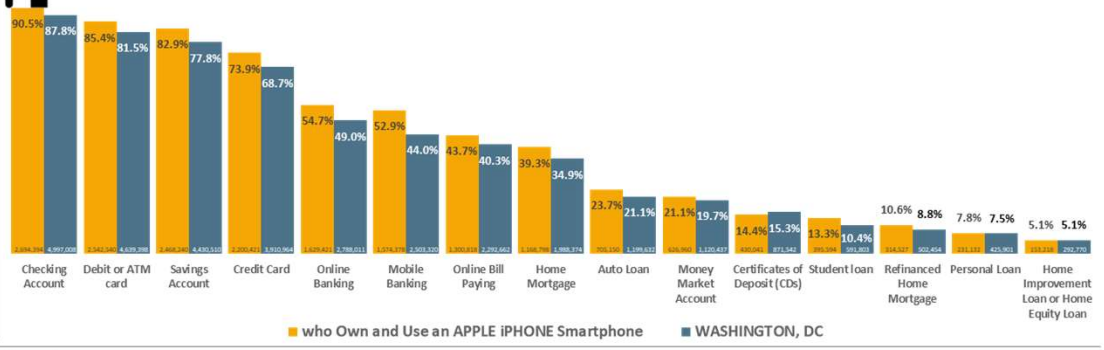


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Investments Owned: Adults 18 or older



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

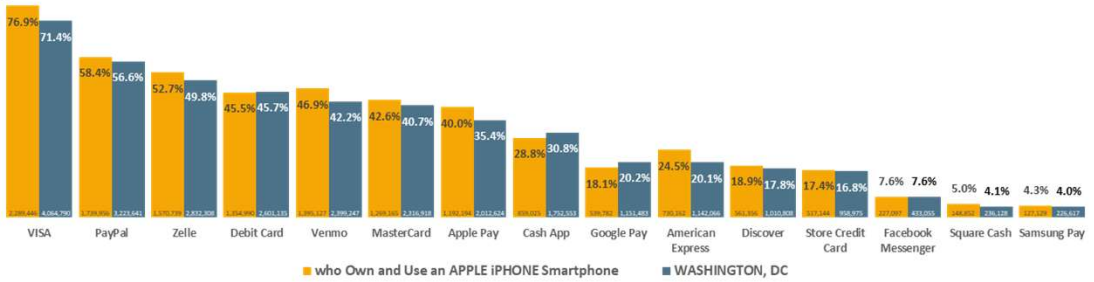


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

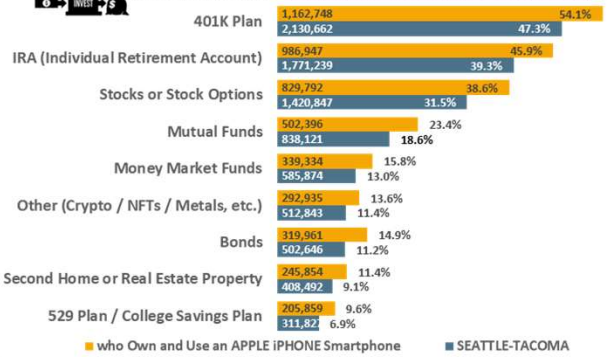
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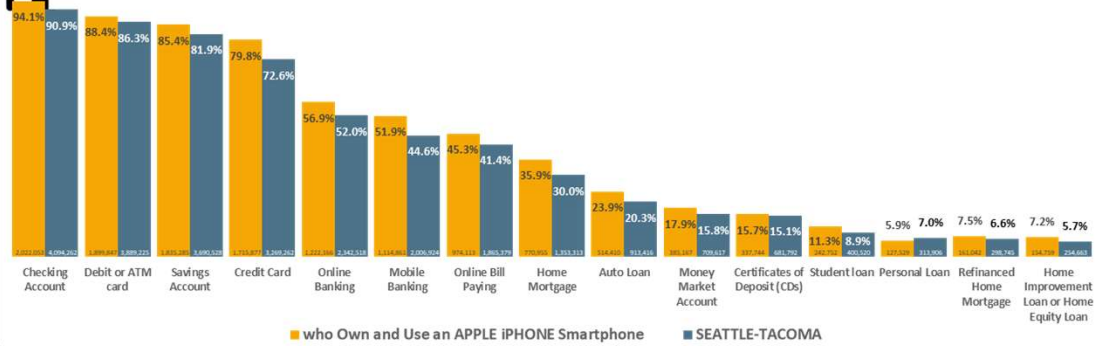


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Investments Owned: Adults 18 or older



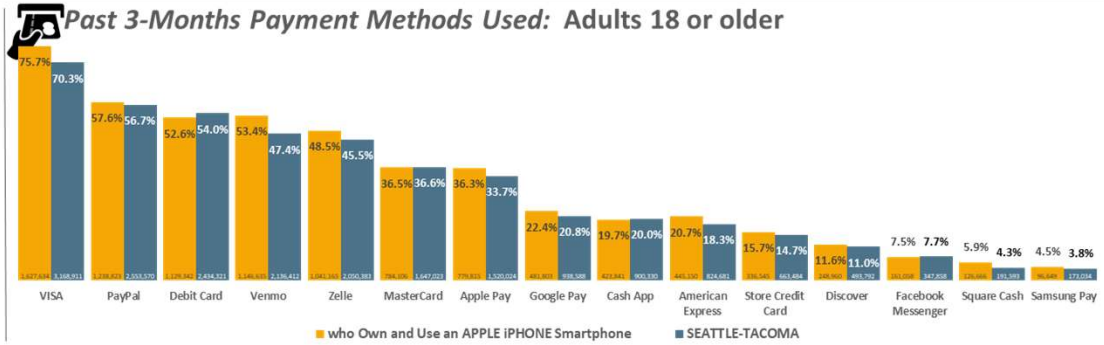
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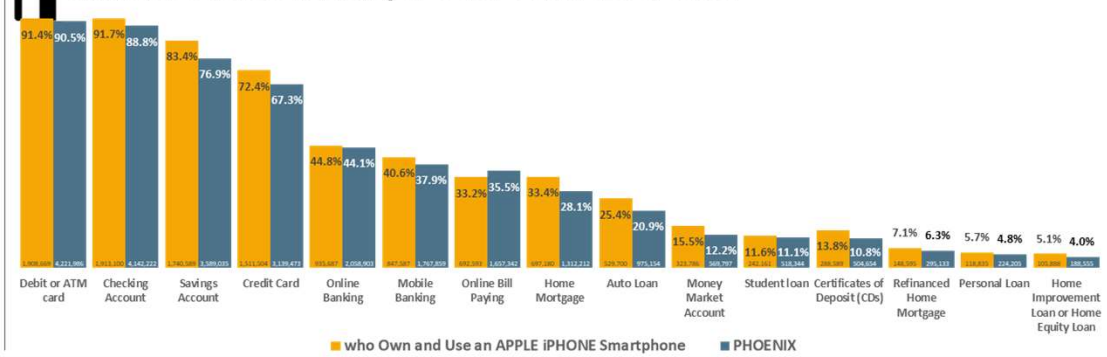


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Financial Services Has and/or Uses: Adults 18 or older

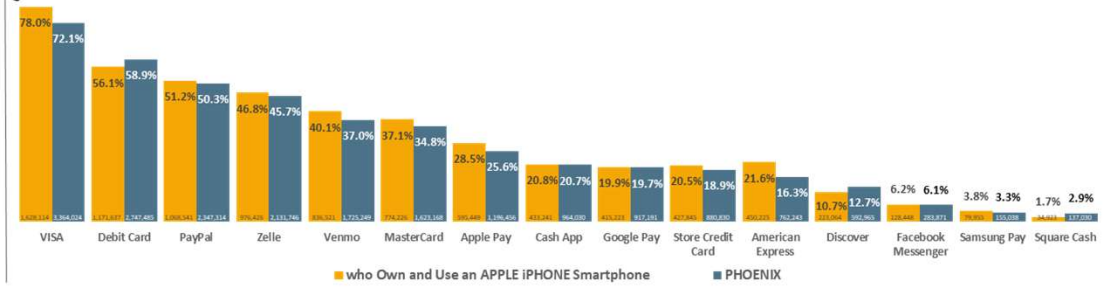


Professional Services Used:* Adults 18 or older



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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

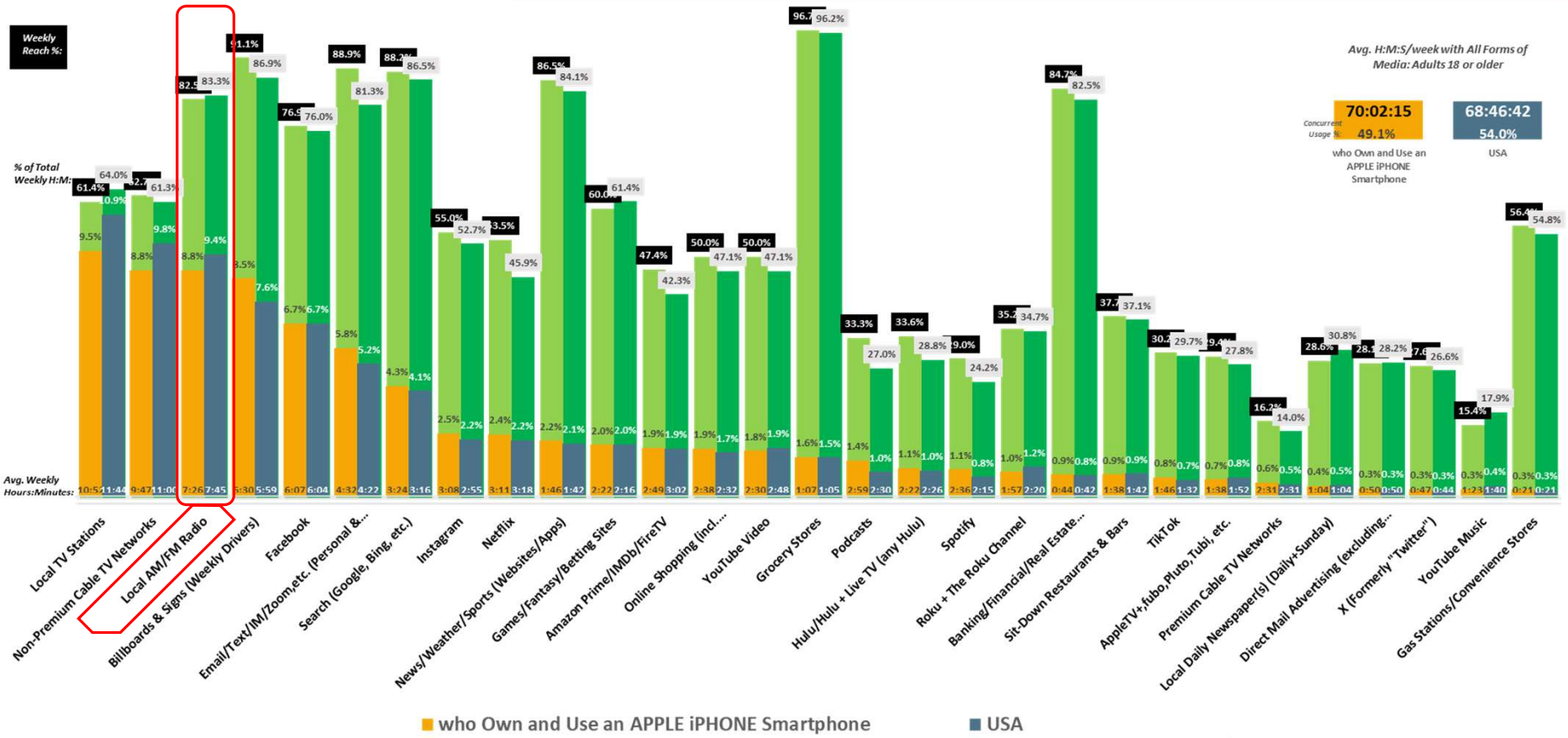
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 22 hours, 2 minutes and 15 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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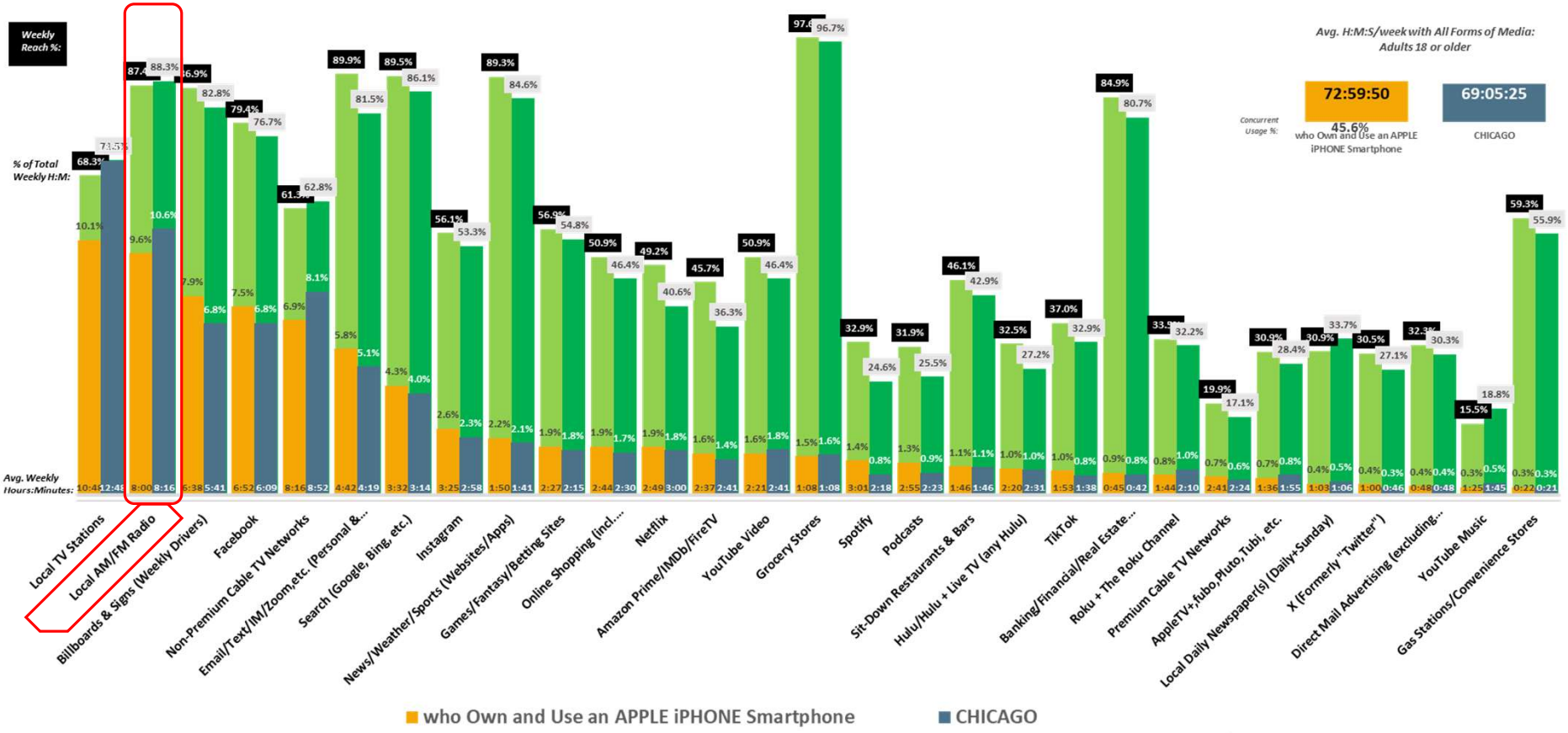
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 3 days, 0 hours, 59 minutes and 50 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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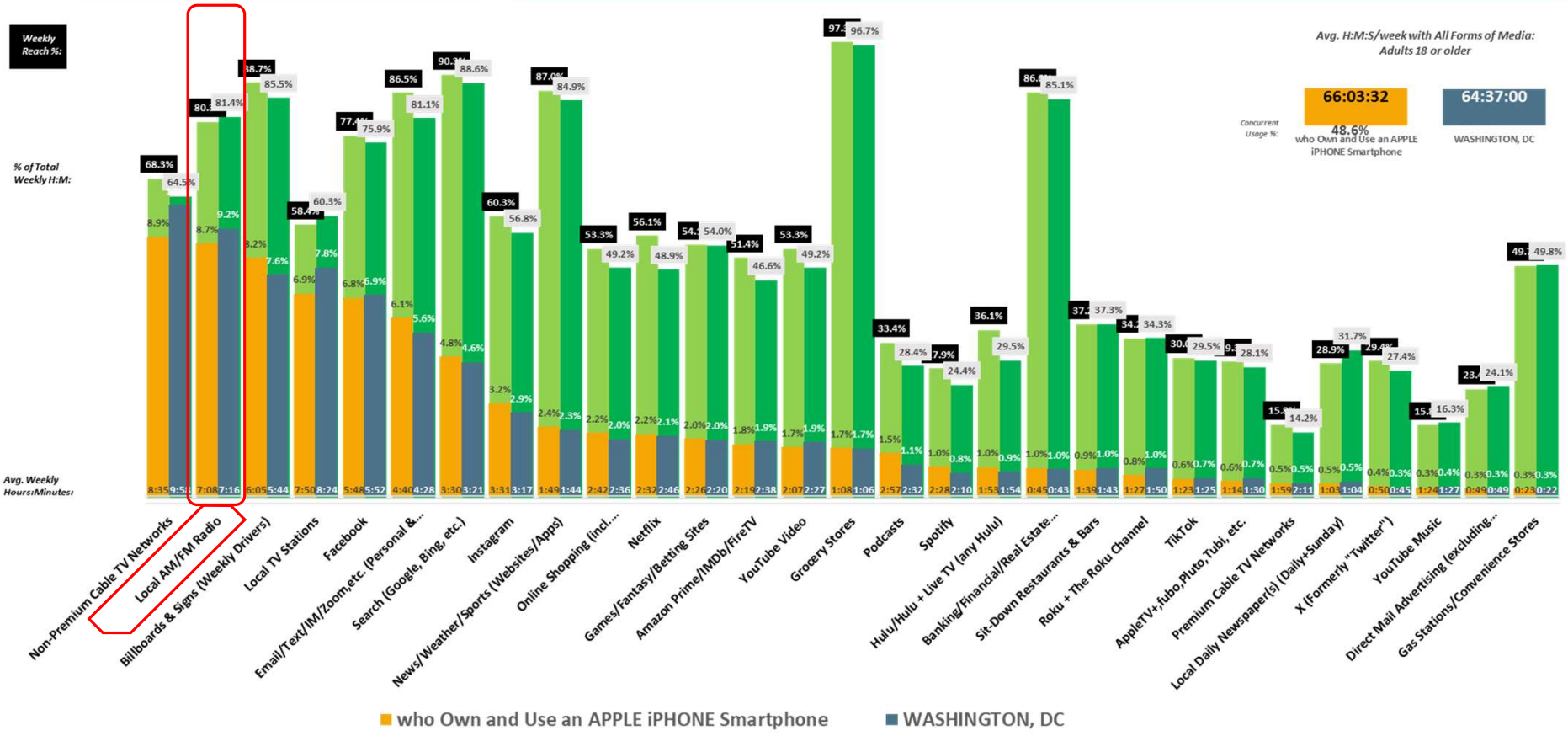
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 18 hours, 3 minutes and 32 seconds each week with All Forms of Media.

80.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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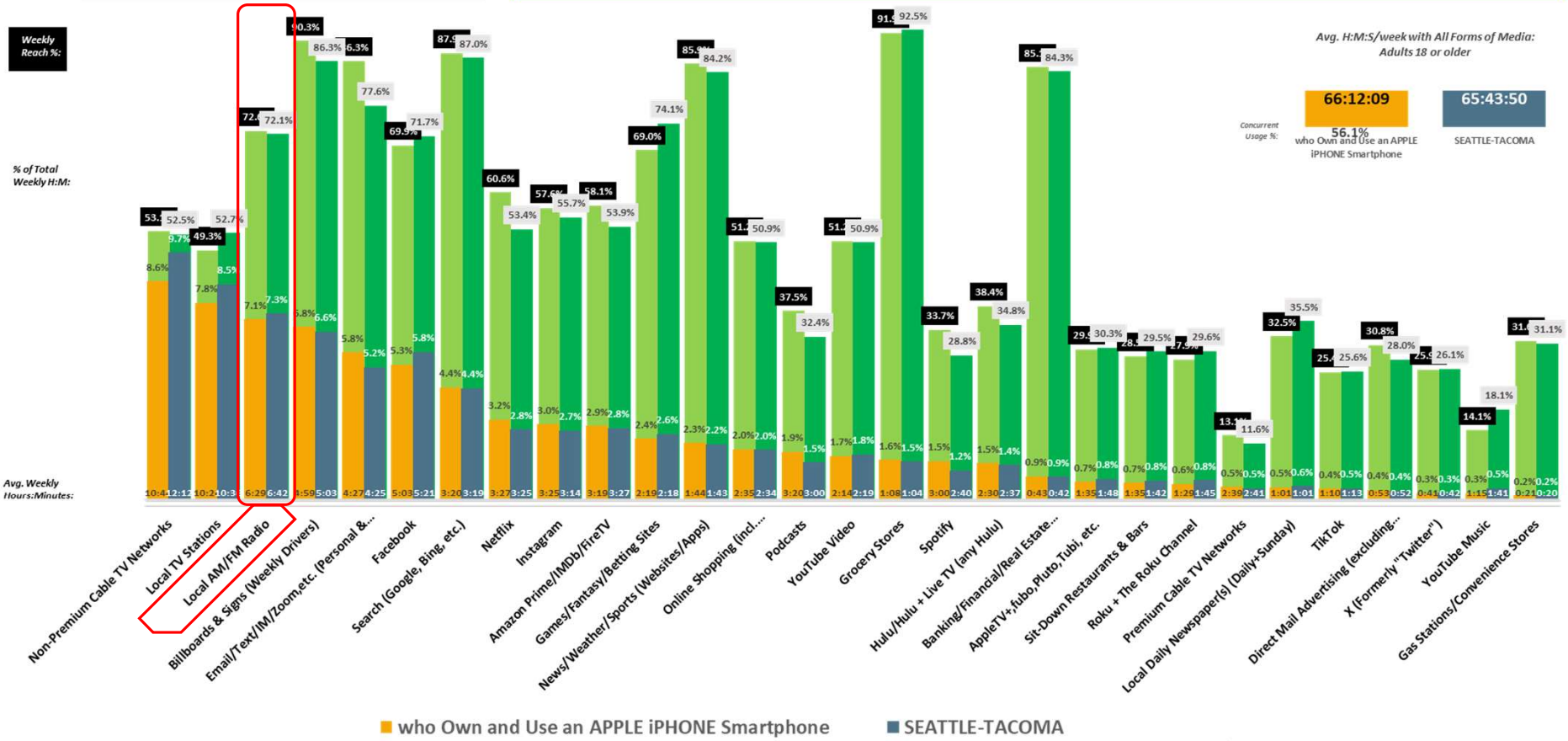
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 18 hours, 12 minutes and 9 seconds each week with All Forms of Media.

72.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 6 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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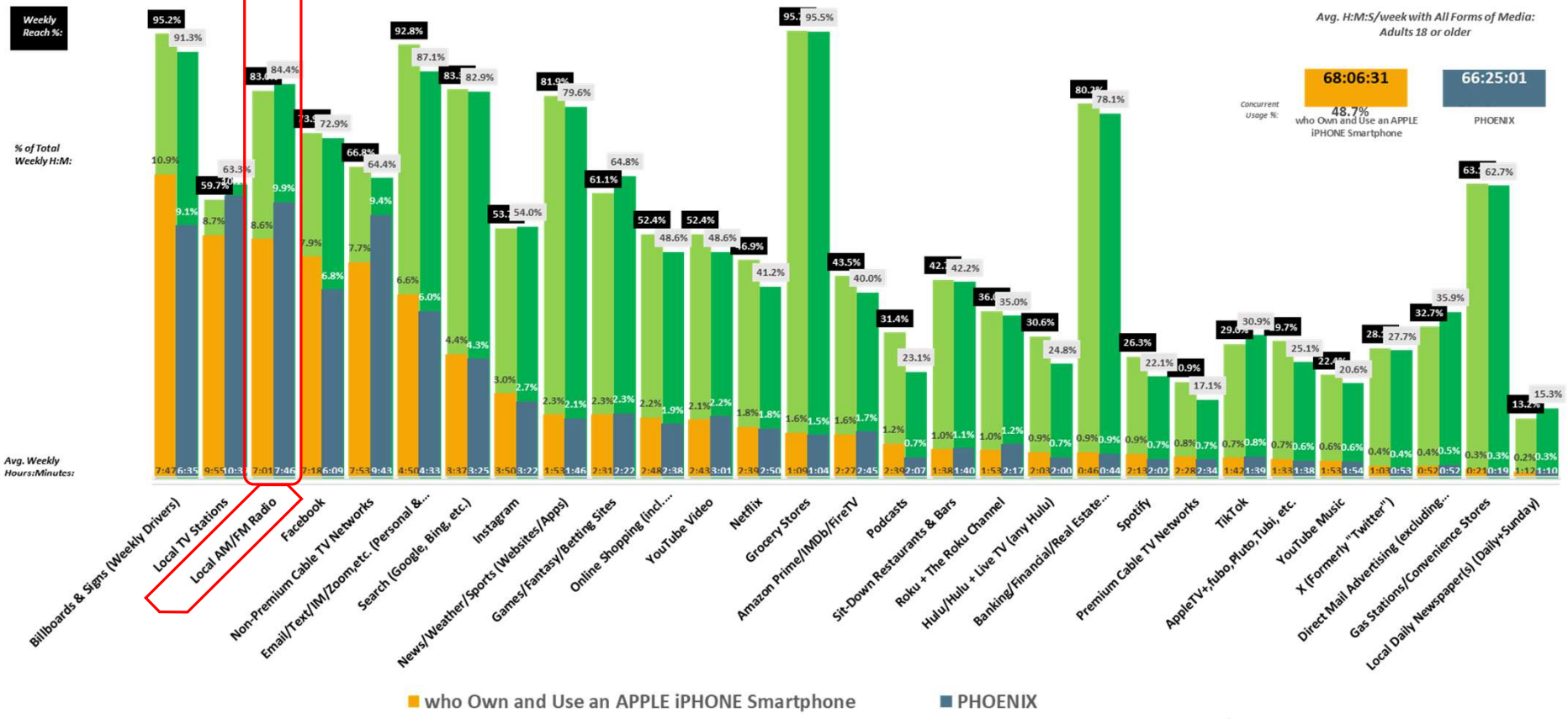
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 20 hours, 6 minutes and 31 seconds each week with All Forms of Media.

83.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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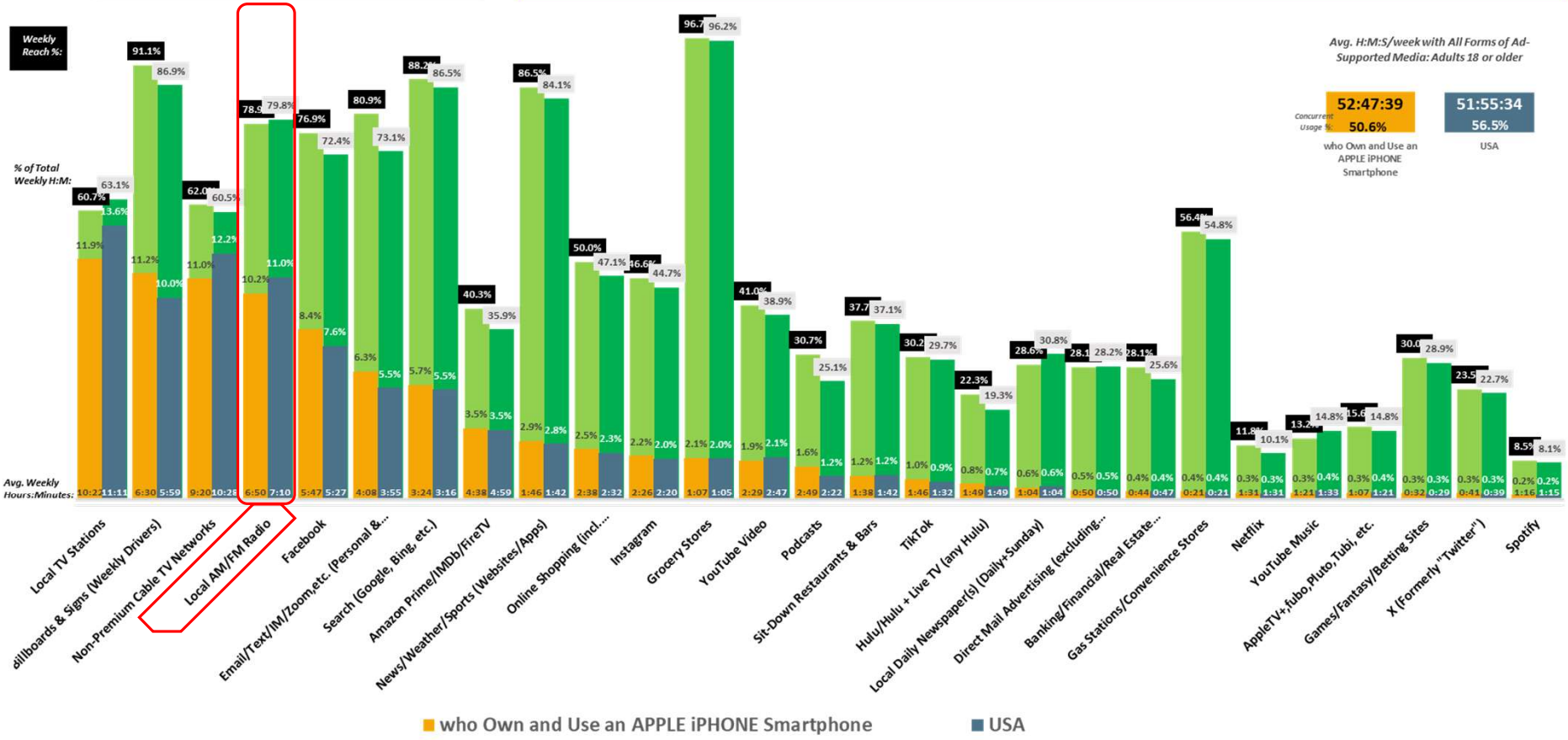
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 4 hours, 47 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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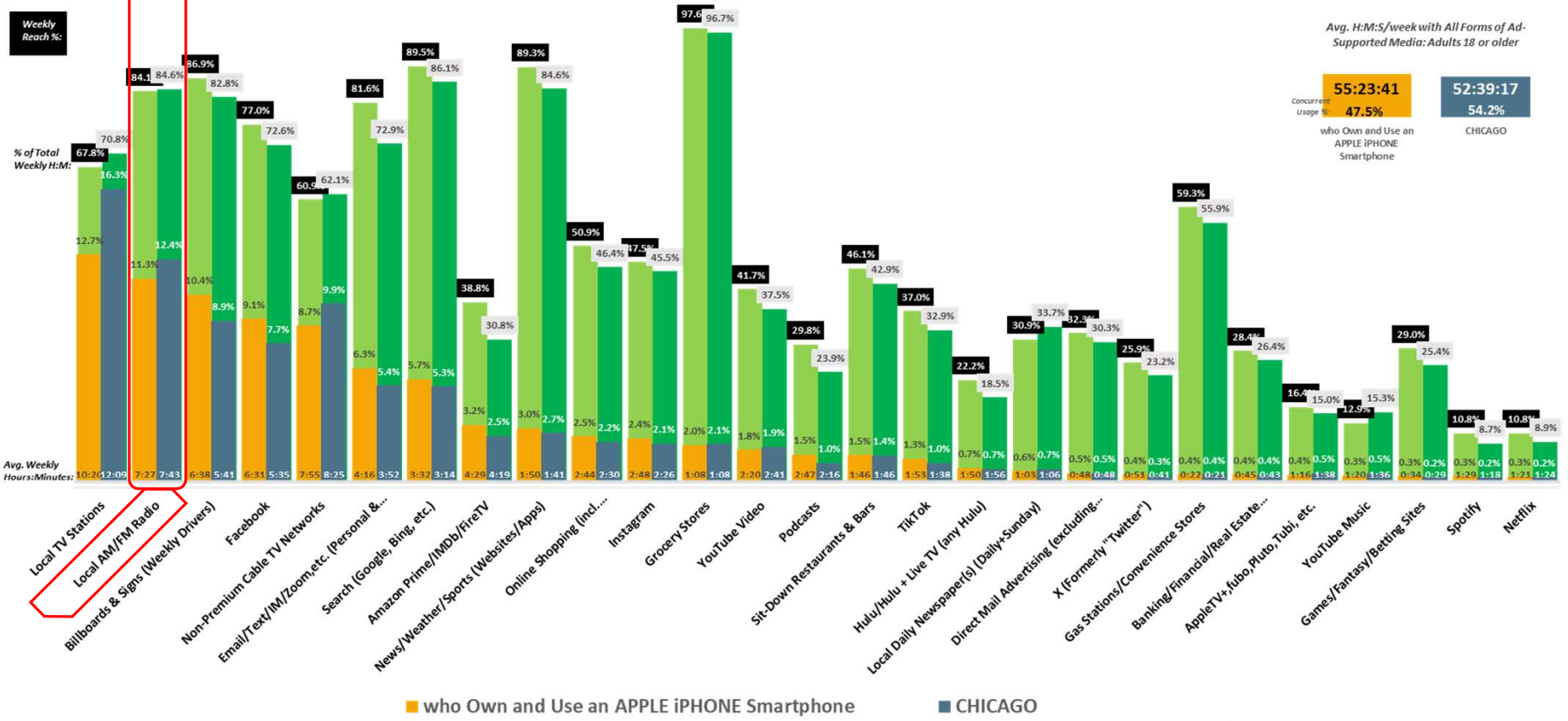
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 7 hours, 23 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

84.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420
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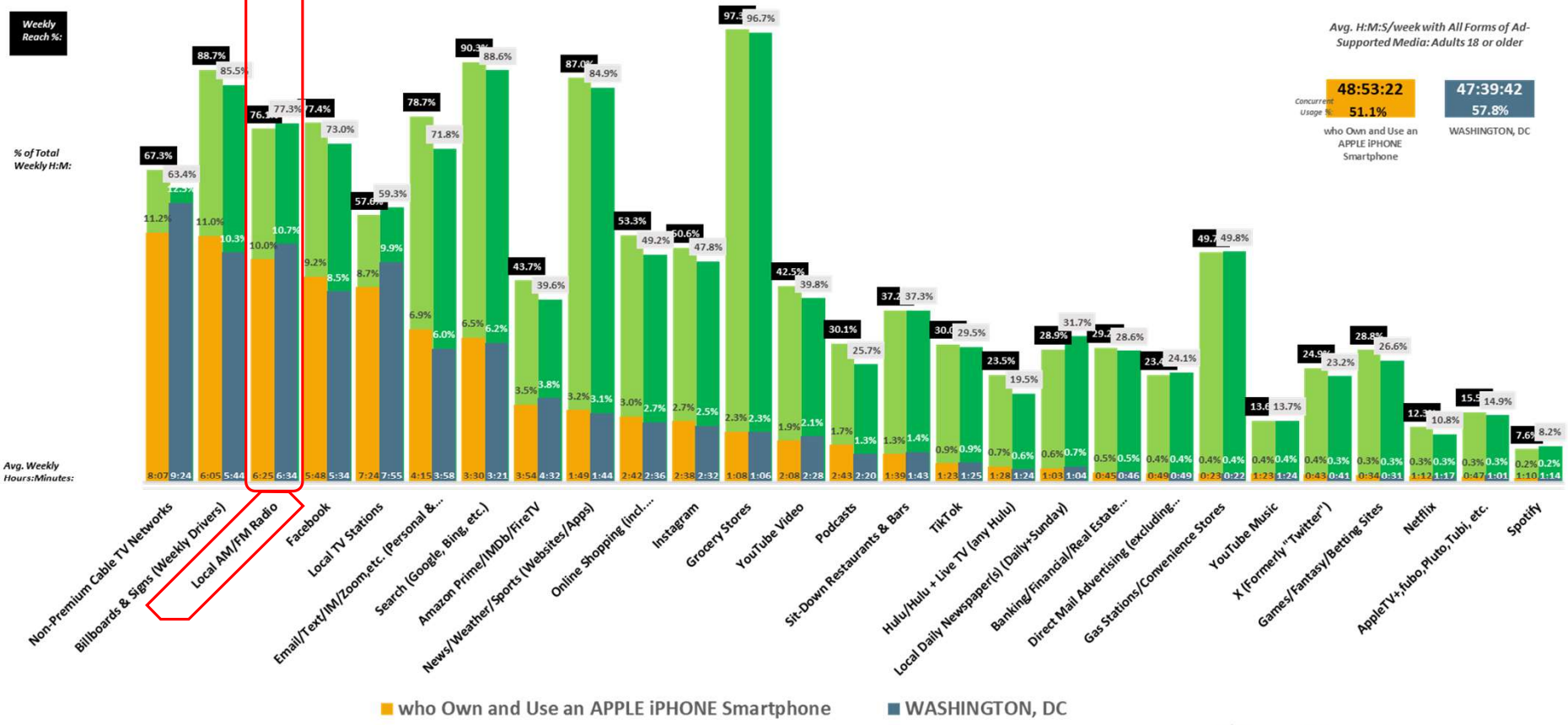
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 0 hours, 53 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

76.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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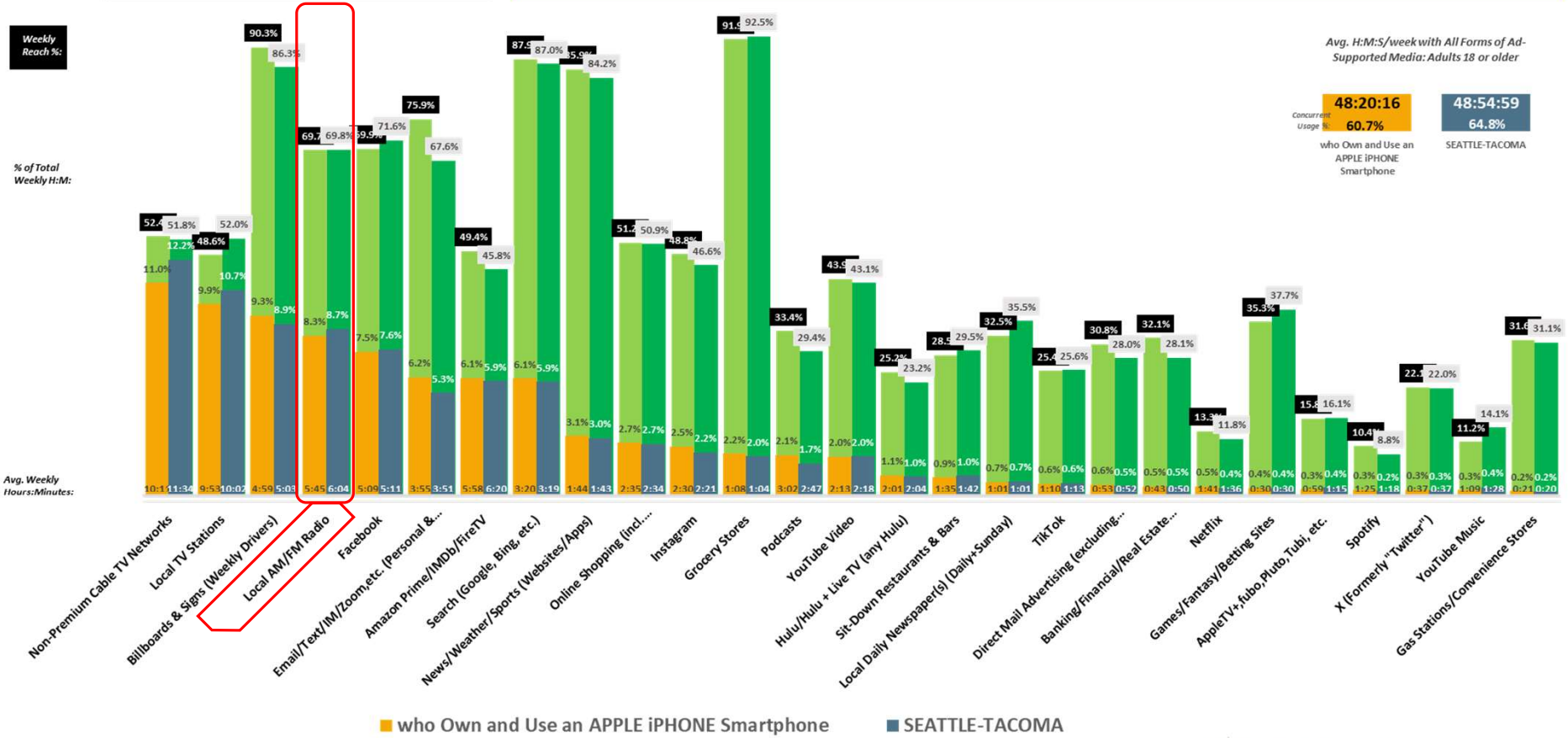
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 0 hours, 20 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

69.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 5 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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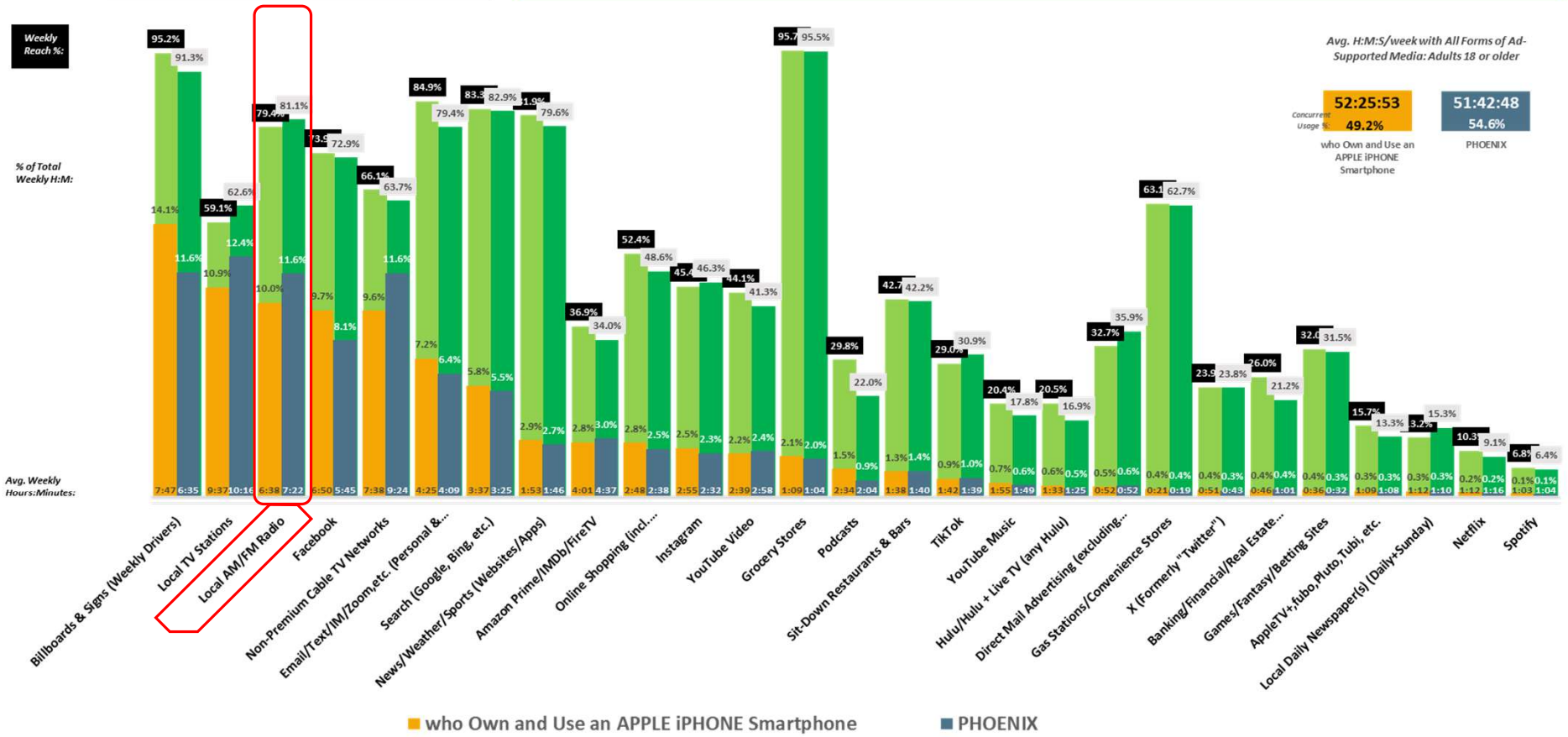
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Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 2 days, 4 hours, 25 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

79.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an avg. of 6 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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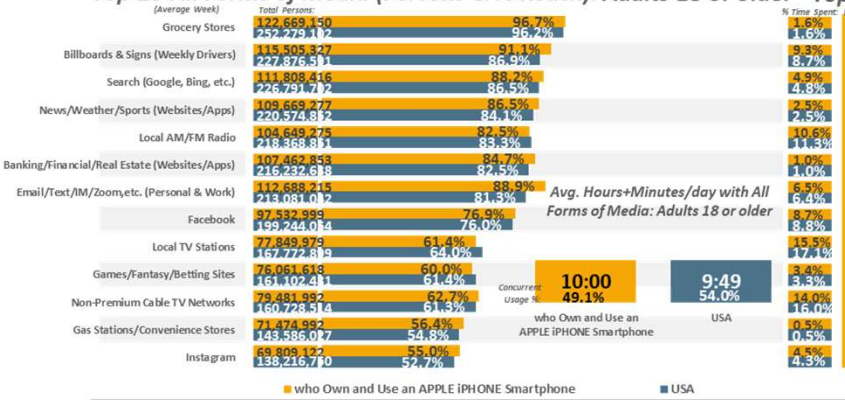
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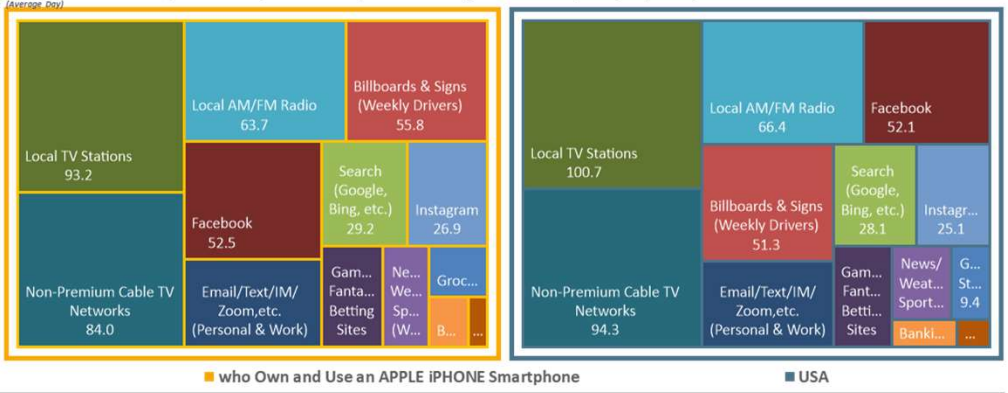


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

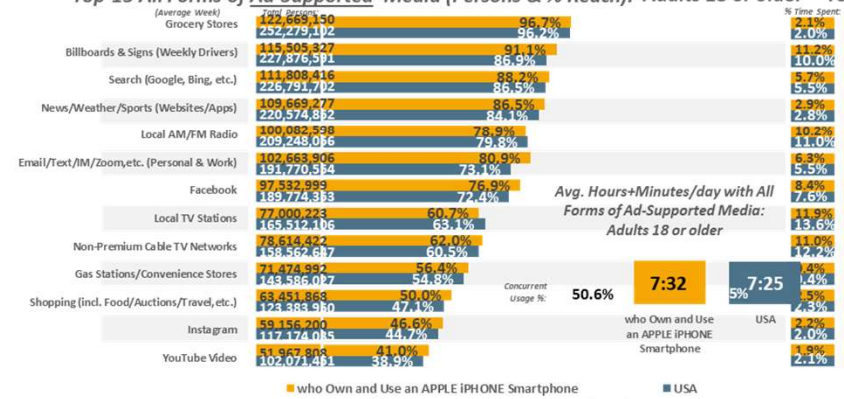
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



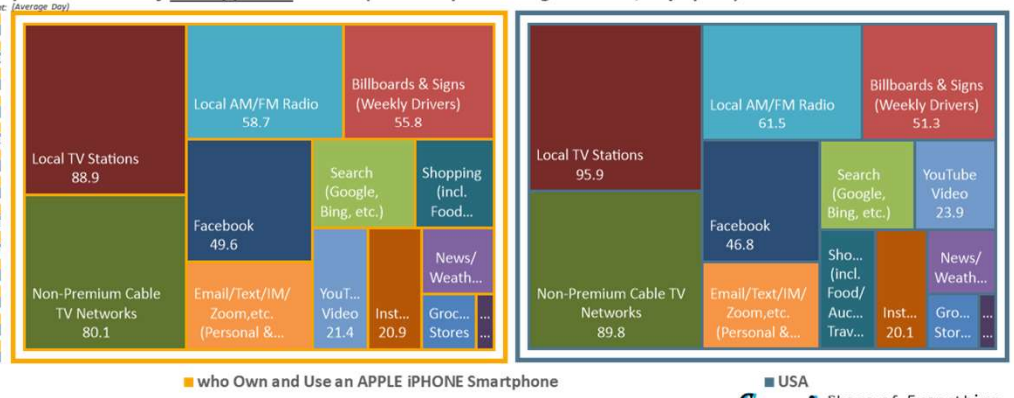
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

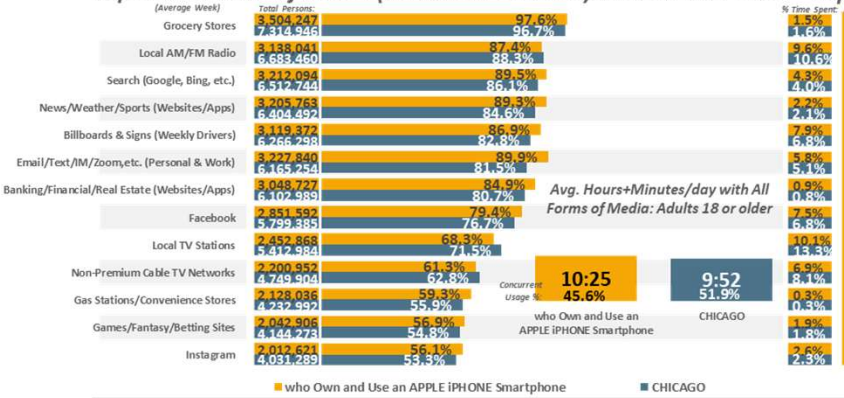
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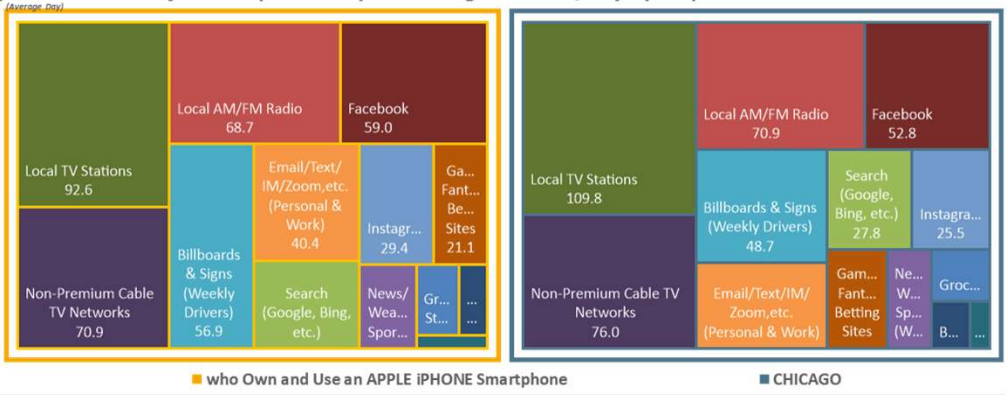


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

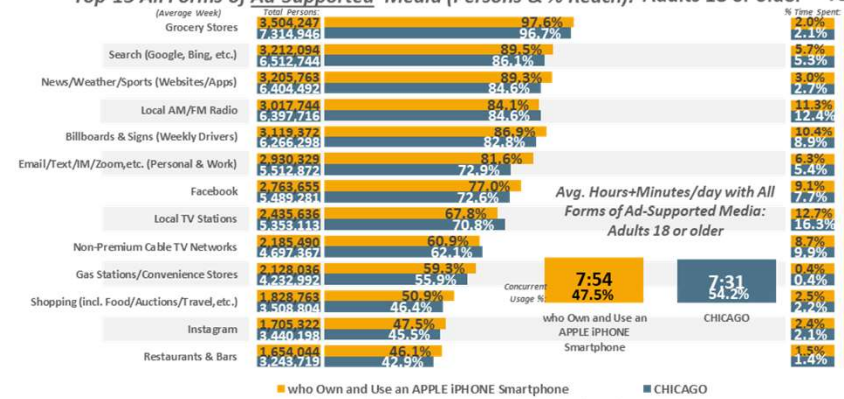
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



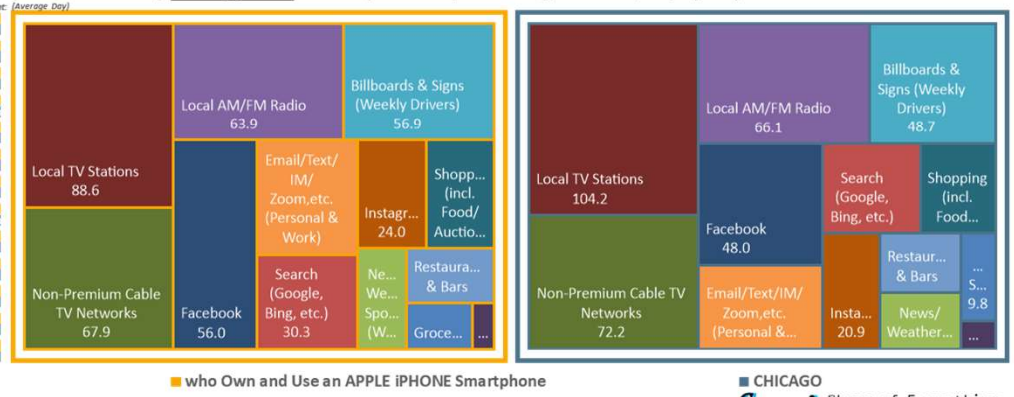
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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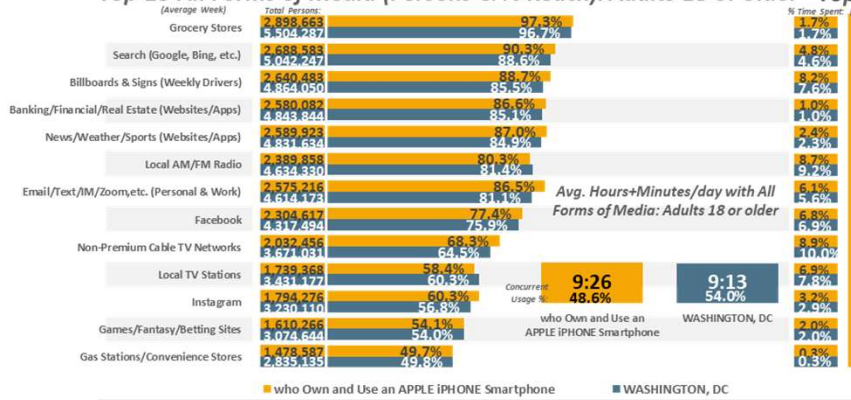
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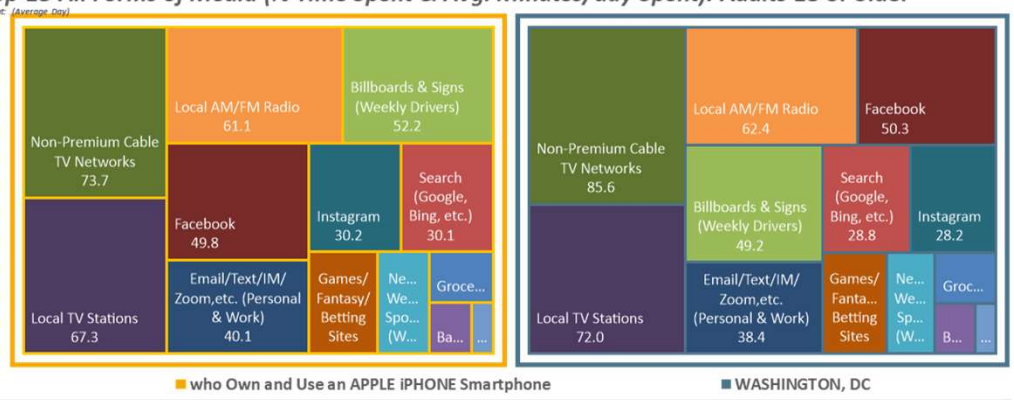


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 55. minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

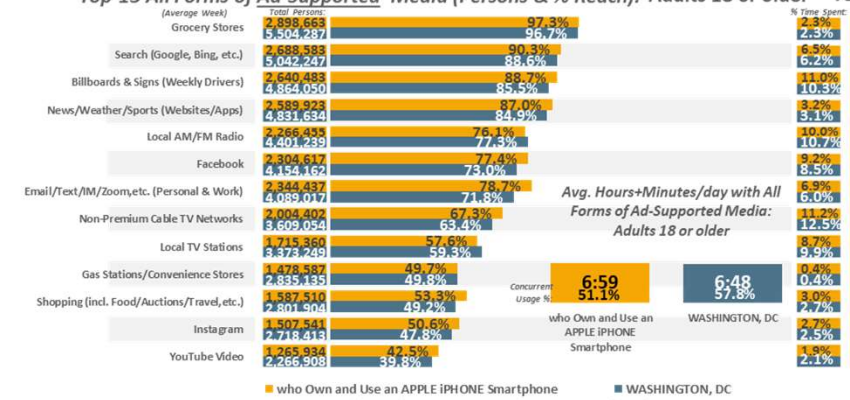
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



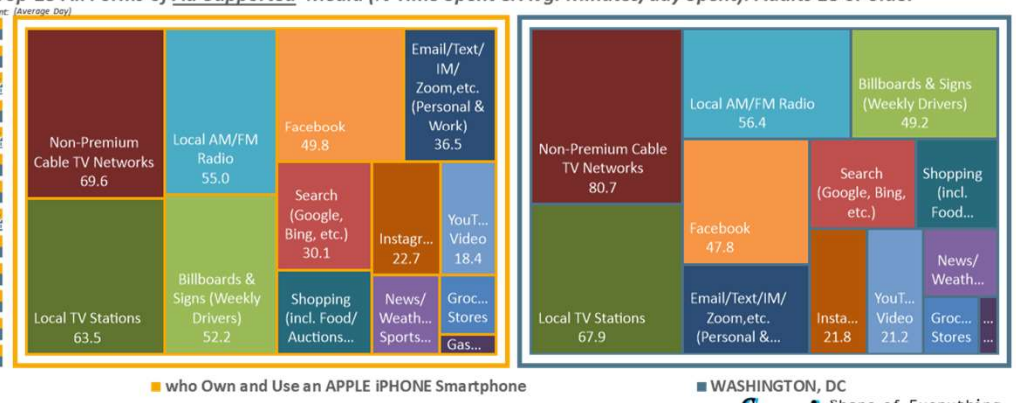
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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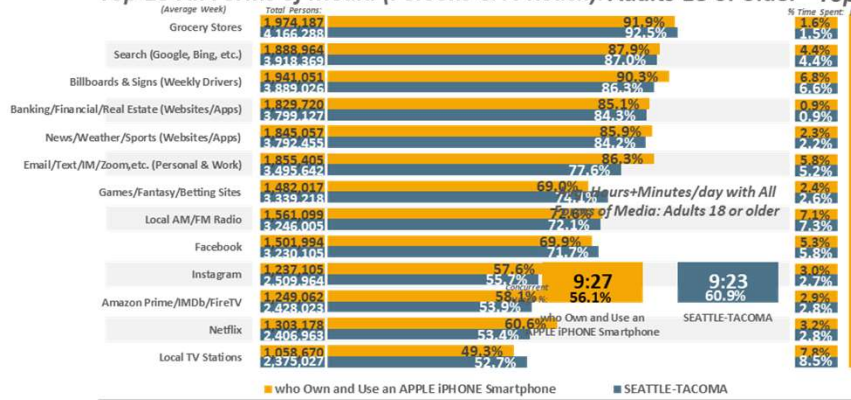
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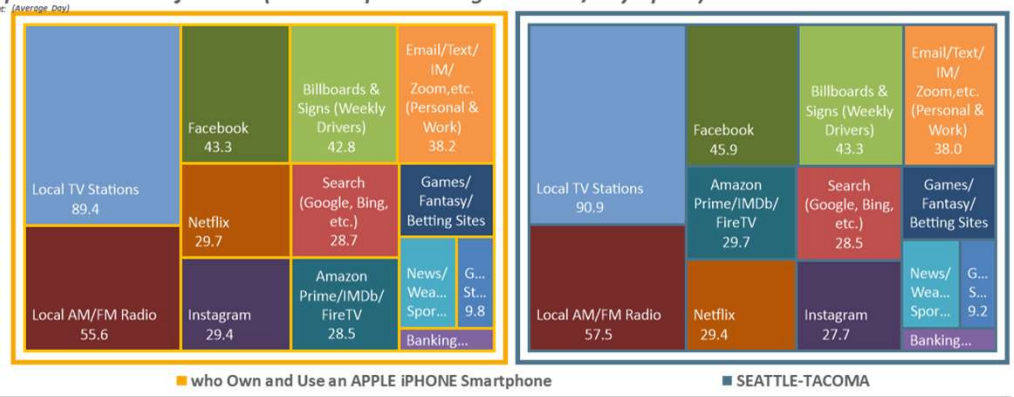


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 49.4 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

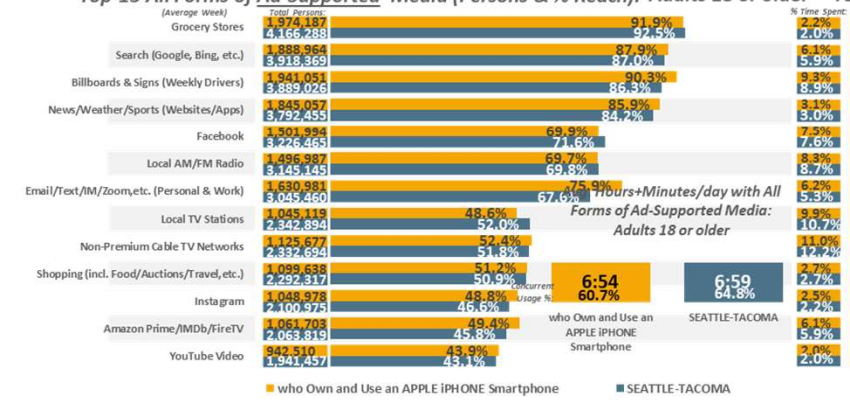
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



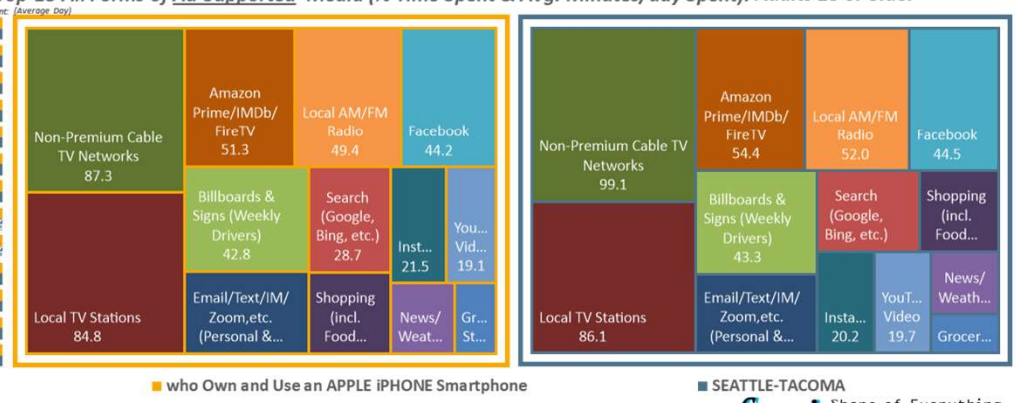
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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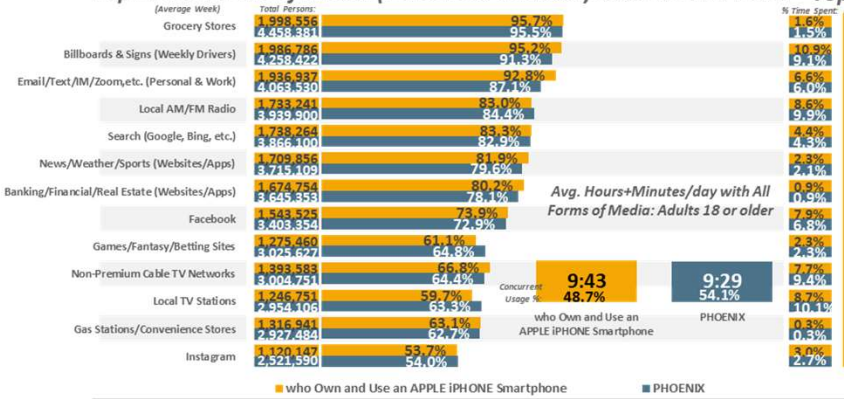
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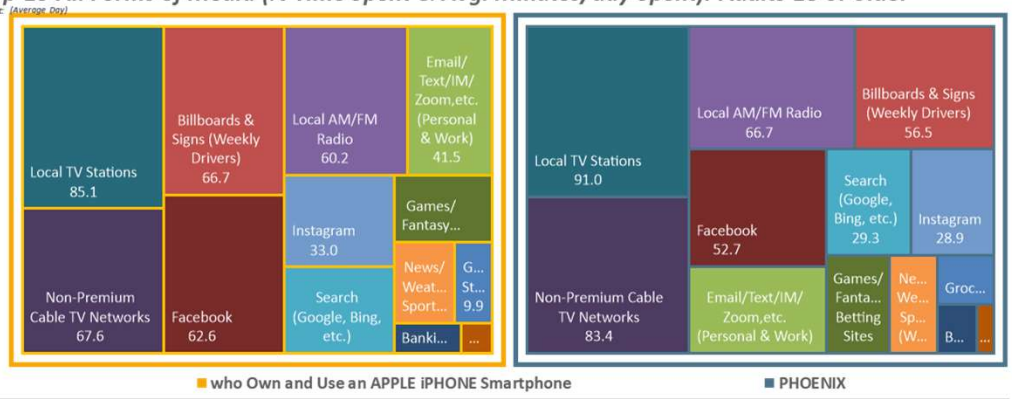


Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

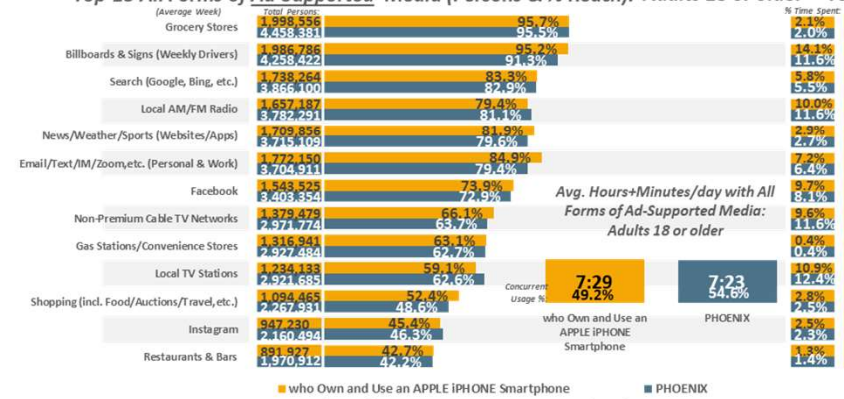
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



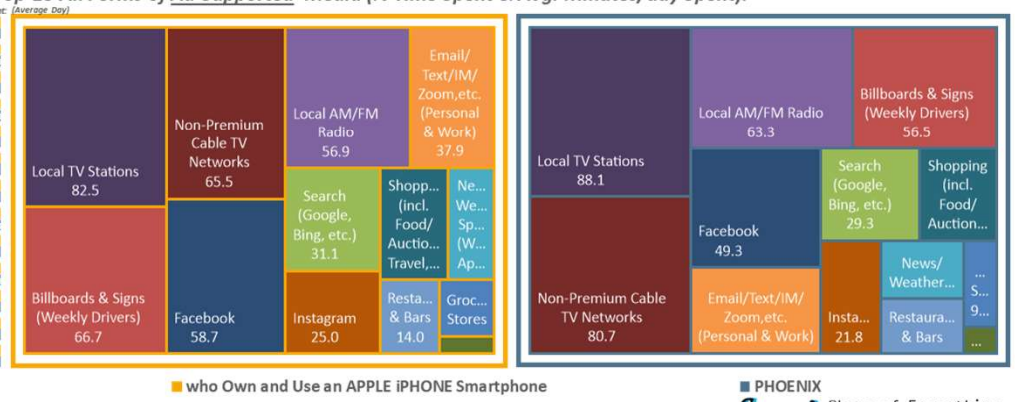
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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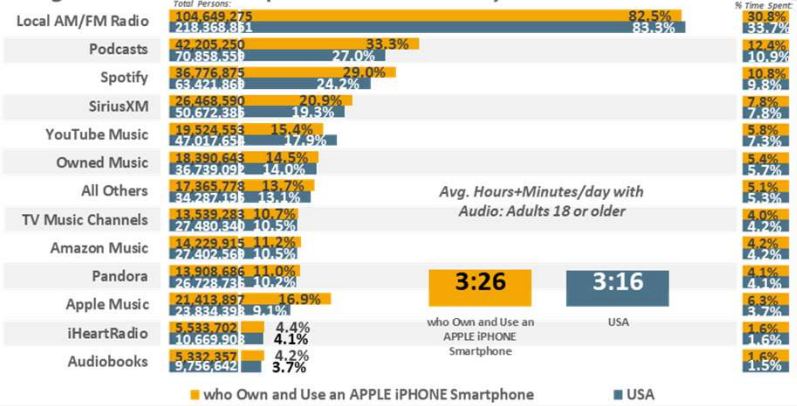
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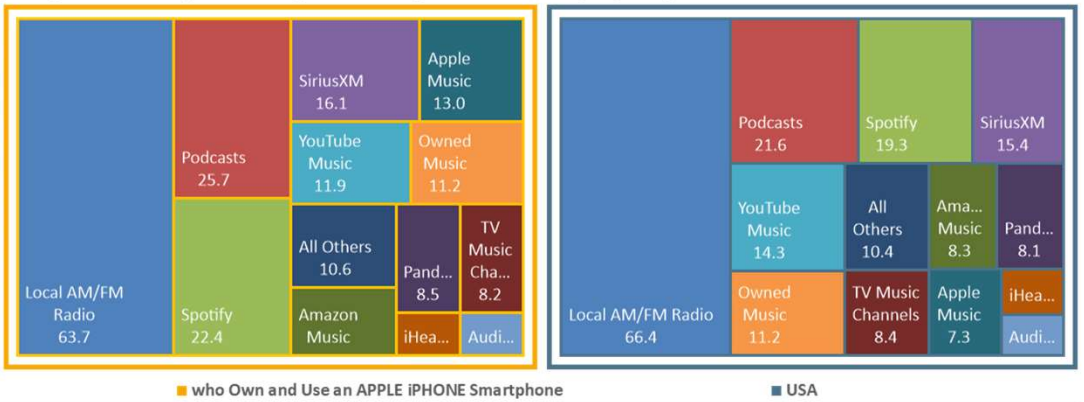


100,082,598 or 78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

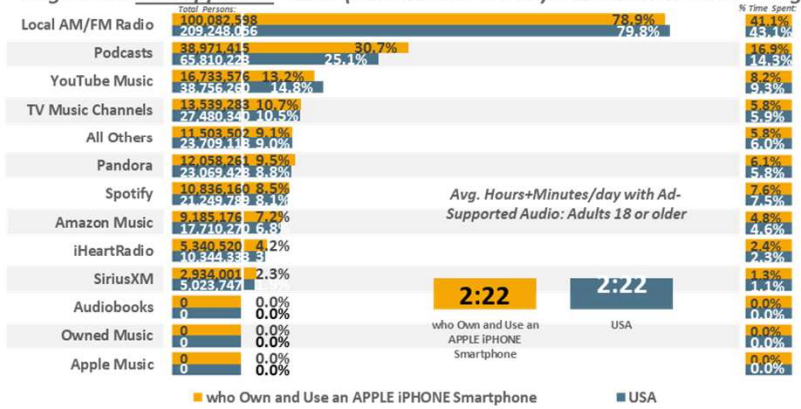
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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

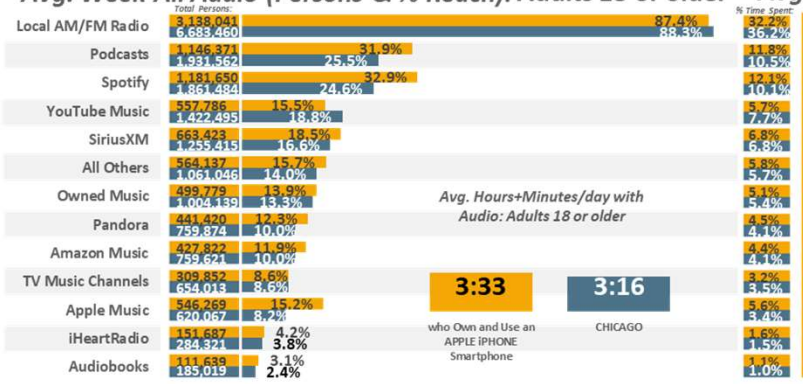
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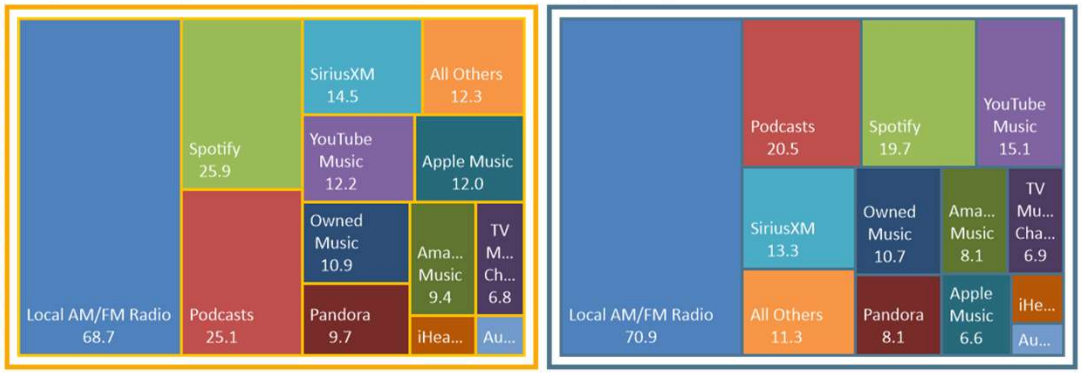


3,017,744 or 84.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

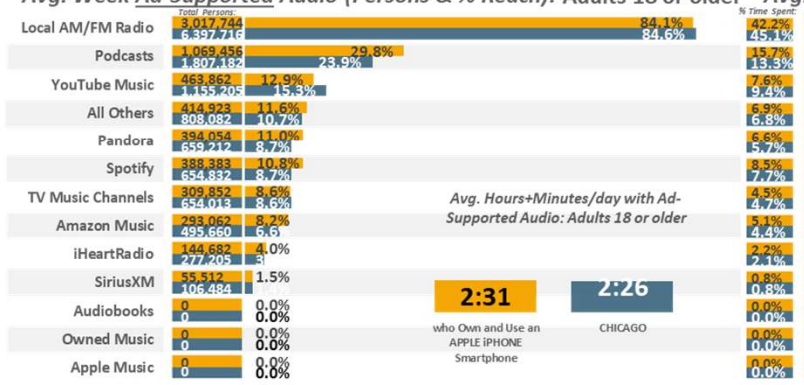
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



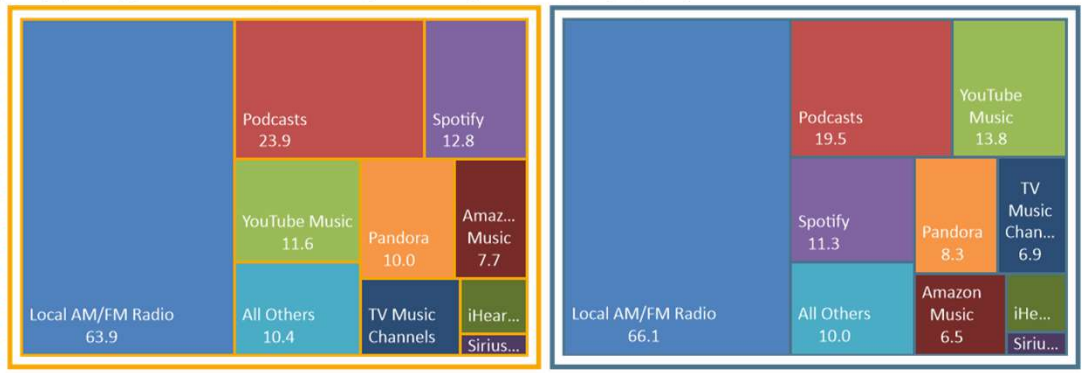
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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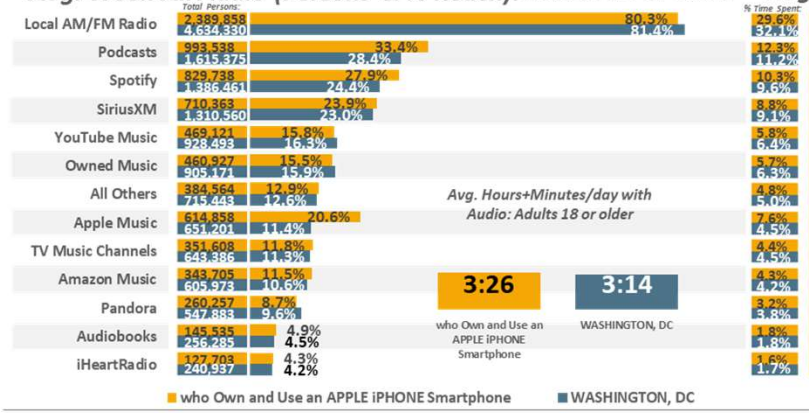
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

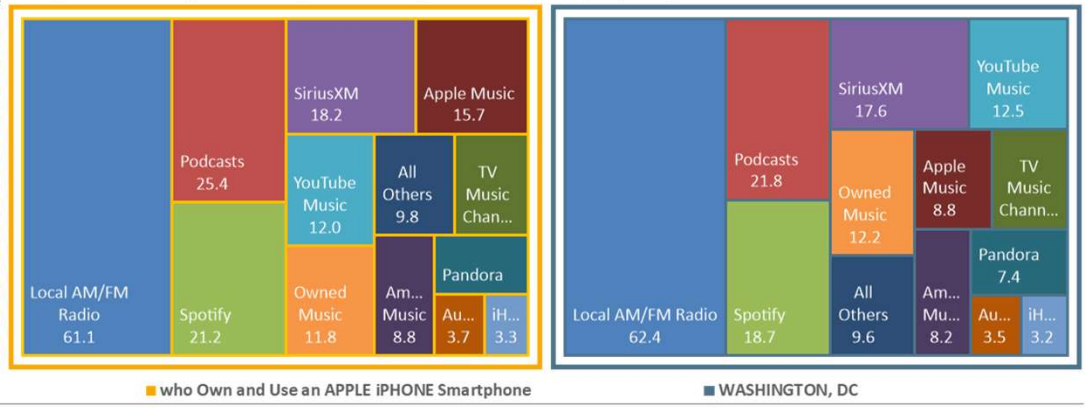


2,266,455 or 76.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

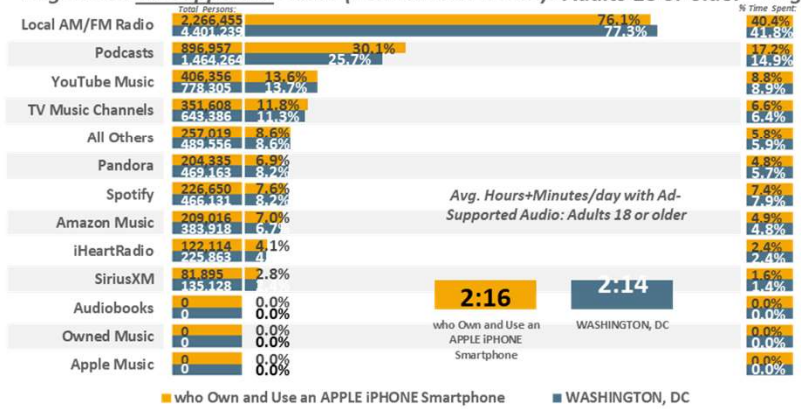
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



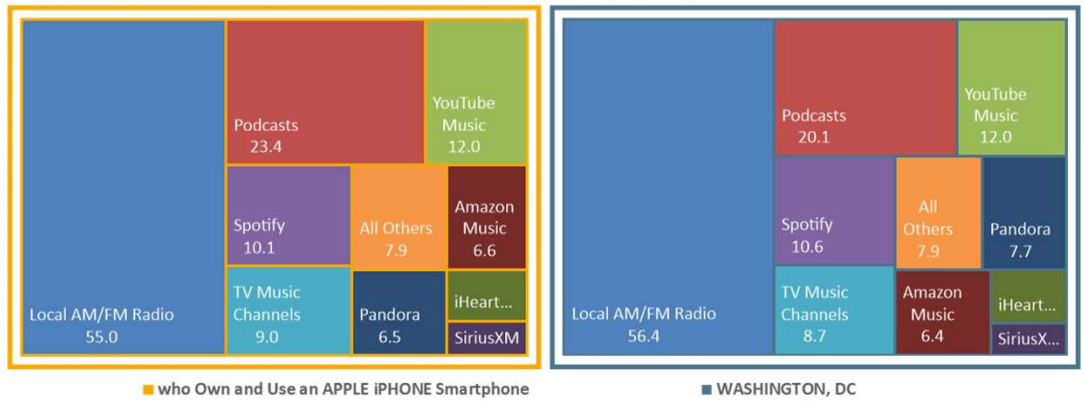
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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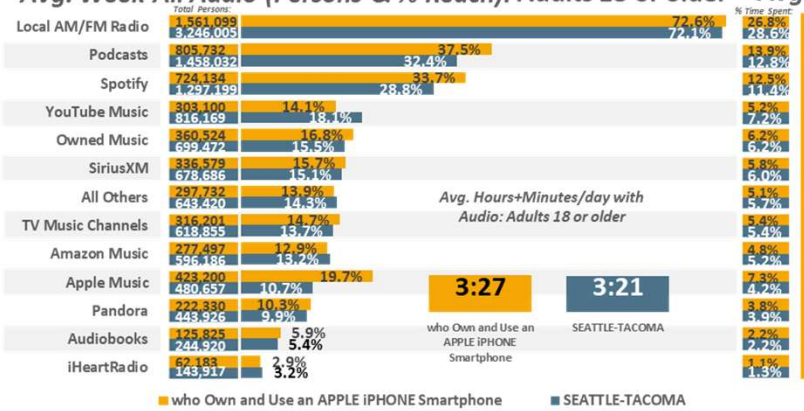
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

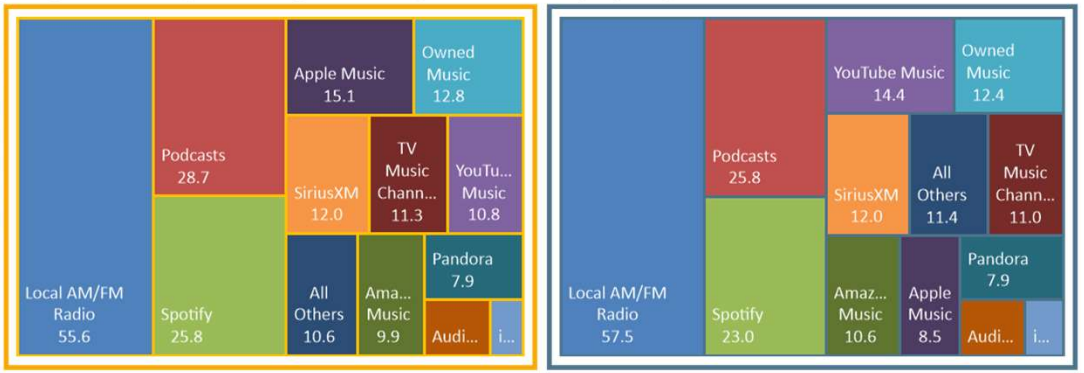


1,496,987 or 69.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 49.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

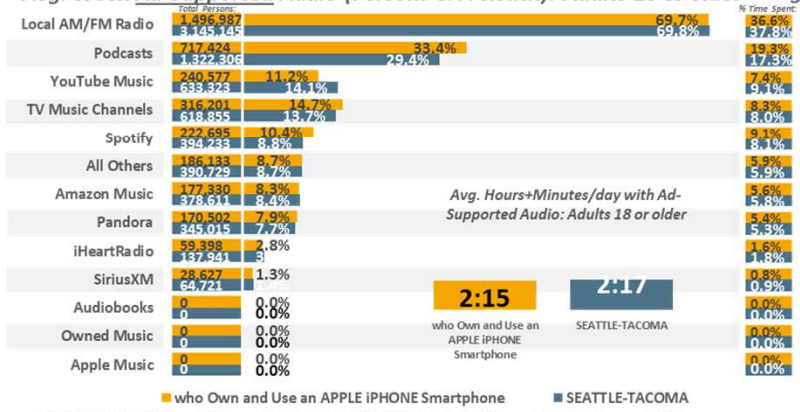
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



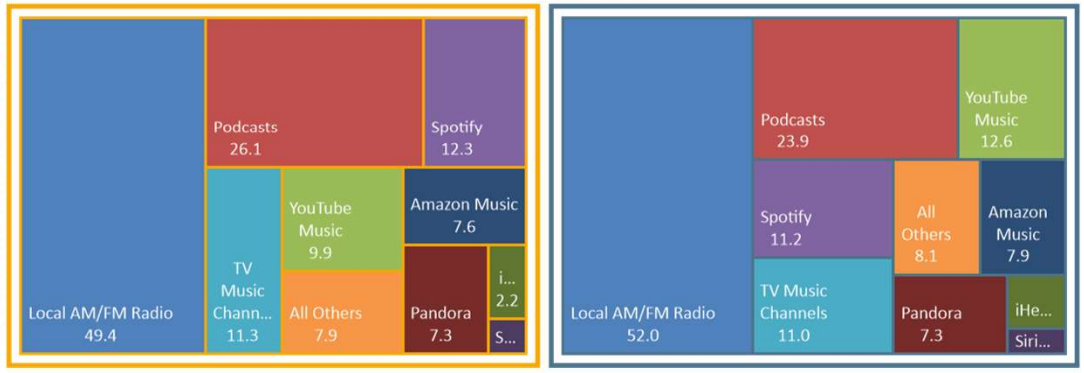
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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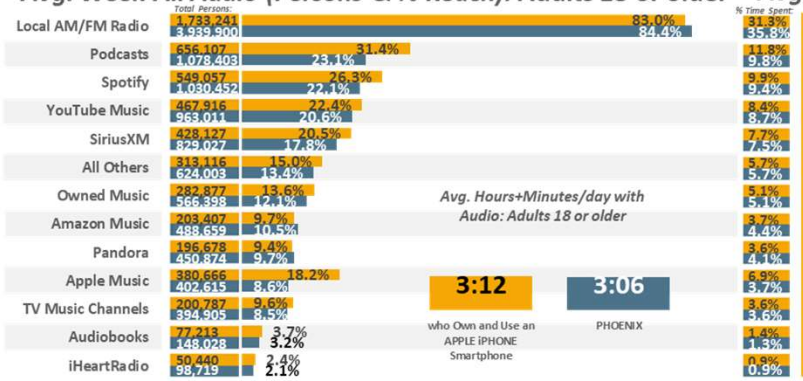
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

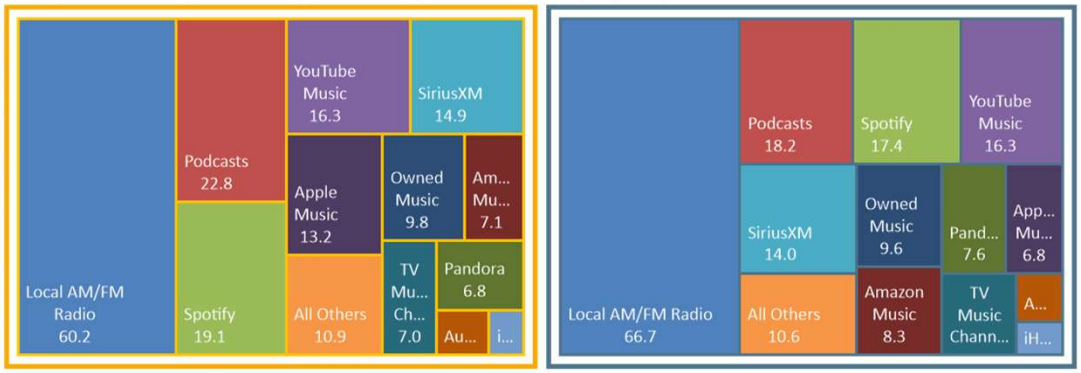


1,657,187 or 79.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

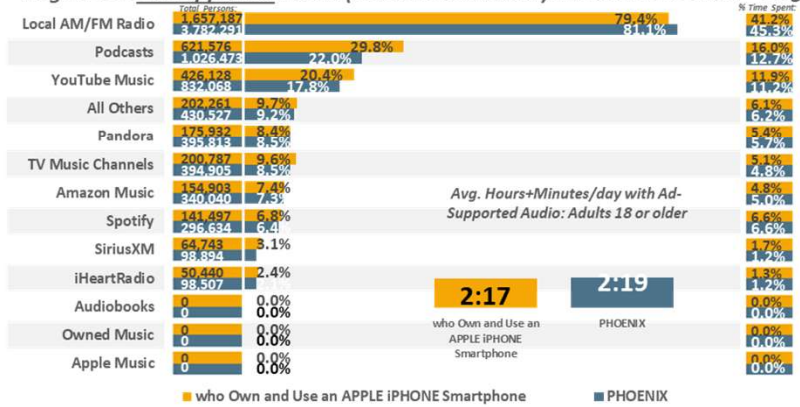
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



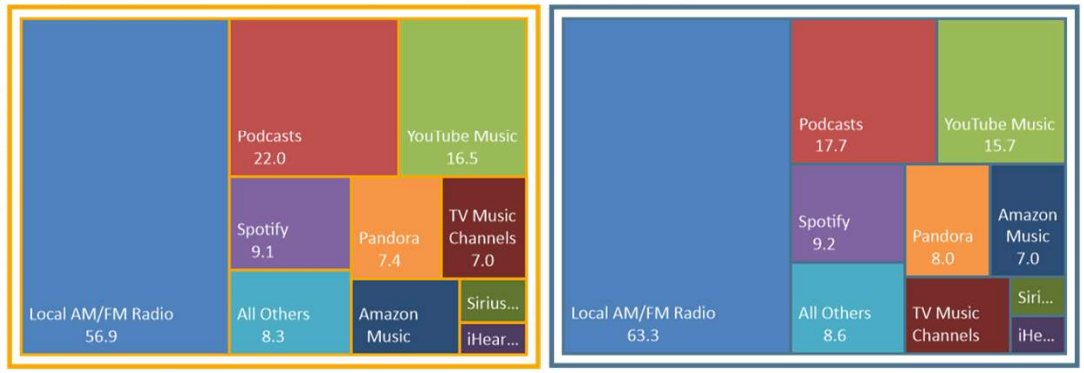
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

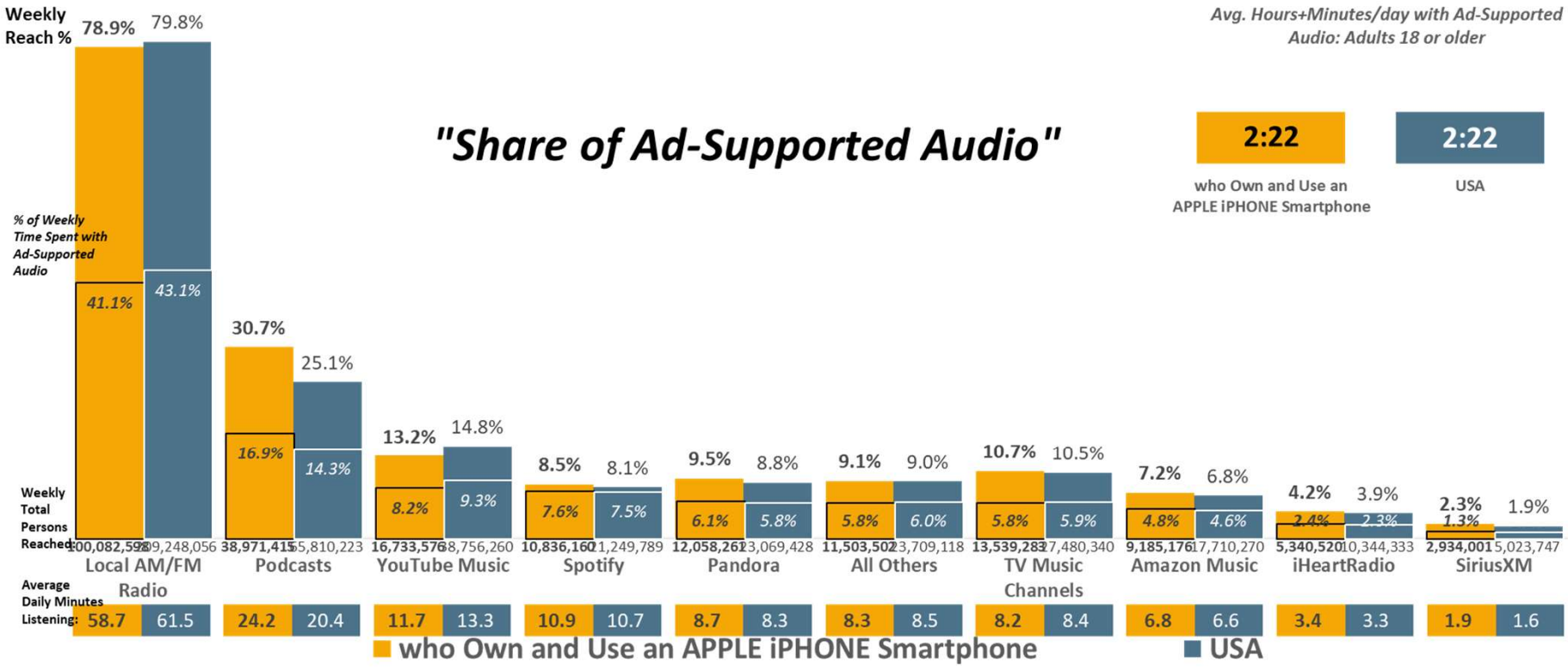
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100,082,598 or 78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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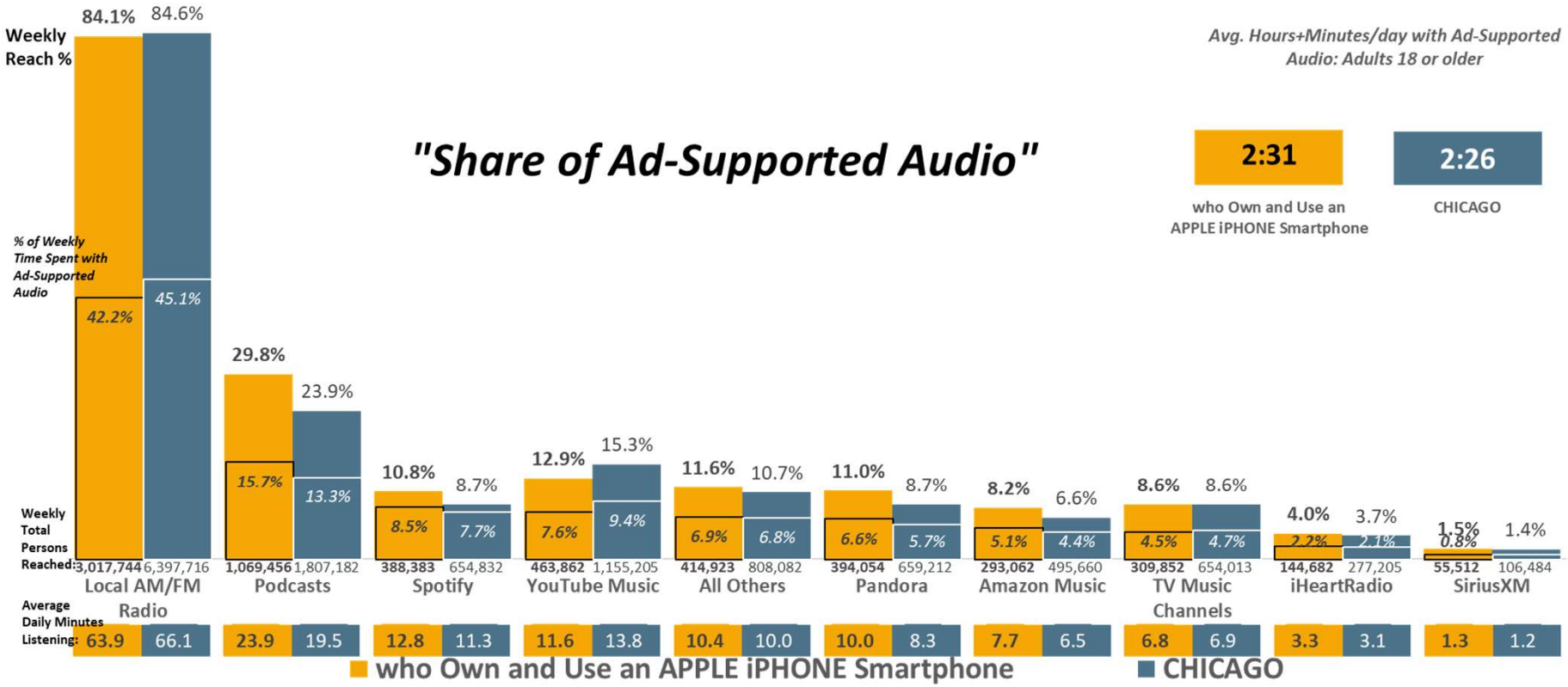
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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3,017,744 or 84.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

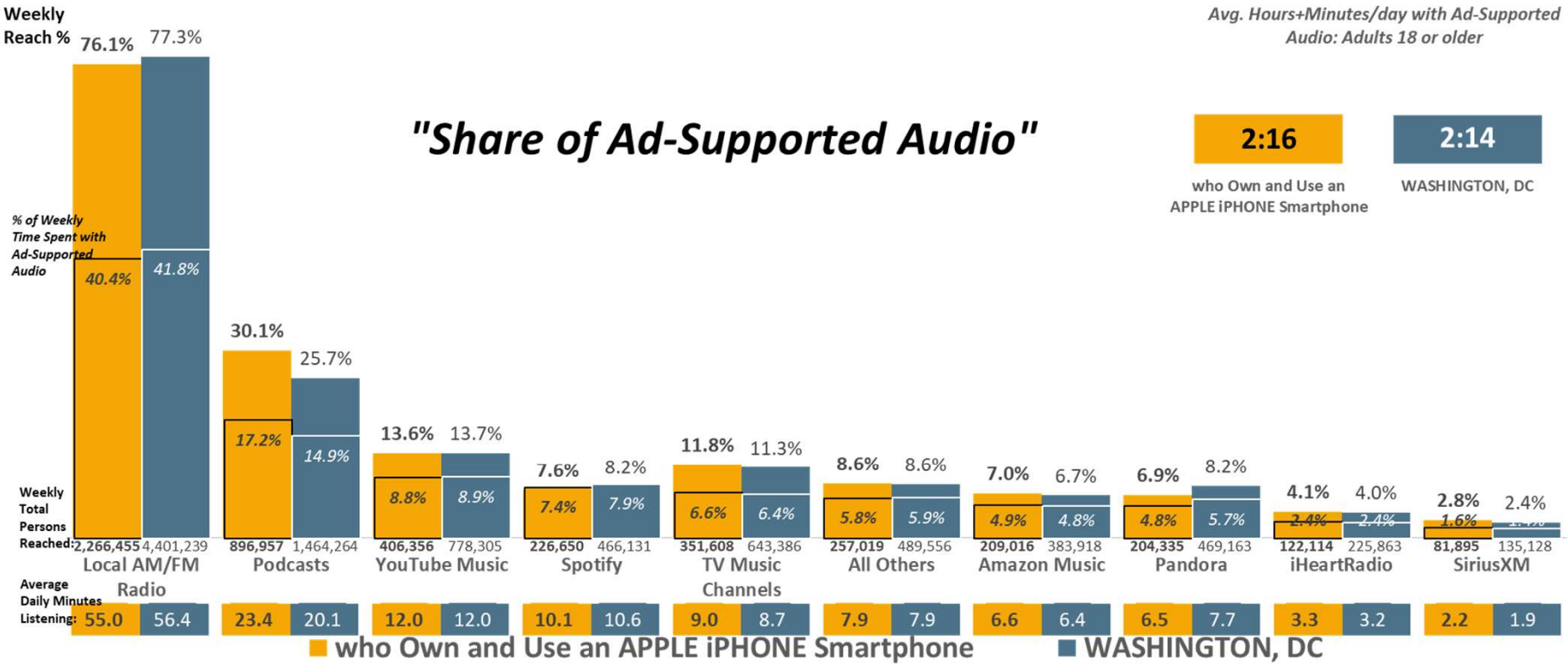
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2,266,455 or 76.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

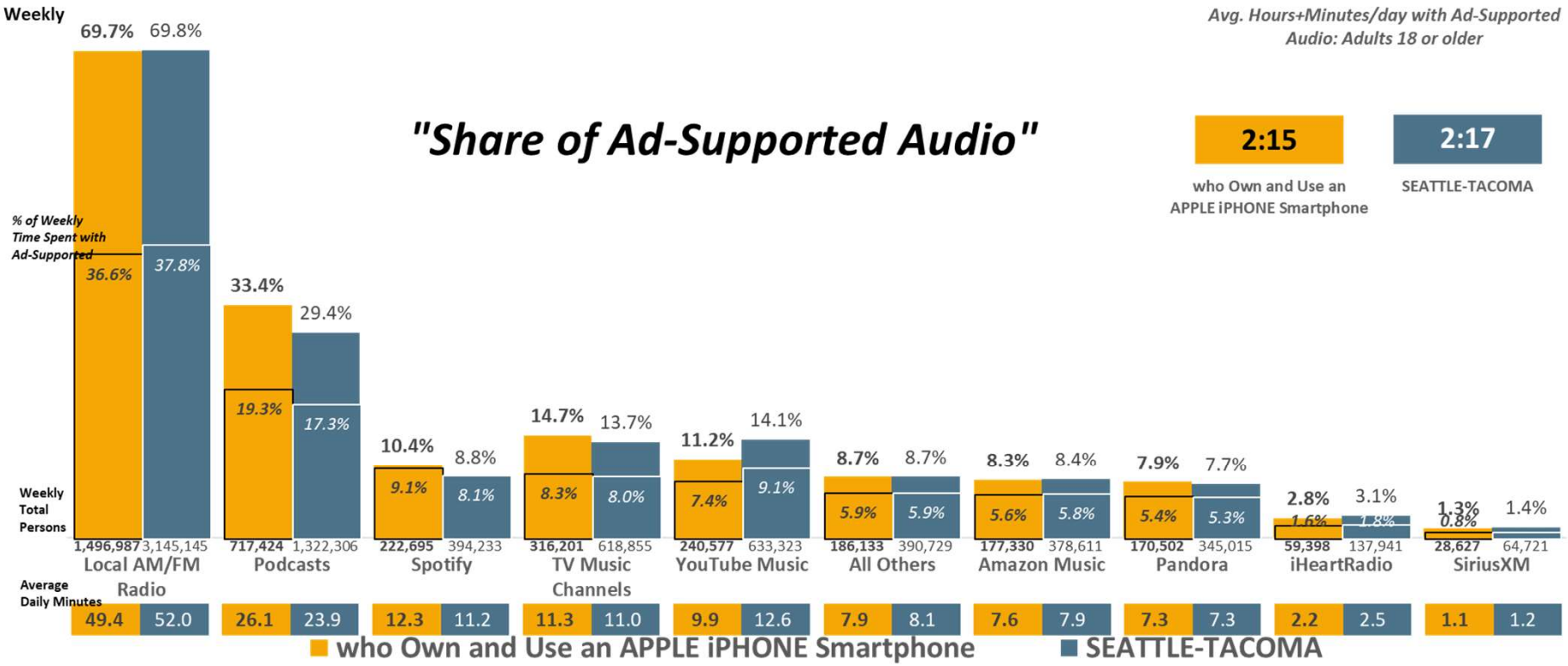
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,496,987 or 69.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 49.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	TV Music Channels	YouTube Music	All Others	Amazon Music	Pandora	iHeartRadio	SiriusXM
who Own and Use an APPLE iPHONE Smartphone	69.7%	33.4%	10.4%	14.7%	11.2%	8.7%	8.3%	7.9%	2.8%	1.3%
SEATTLE-TACOMA	69.8%	29.4%	8.8%	13.7%	14.1%	8.7%	8.4%	7.7%	3.1%	1.4%
% of Weekly Time Spent with Ad-Supported	36.6% / 37.8%	19.3% / 17.3%	9.1% / 8.1%	8.3% / 8.0%	7.4% / 9.1%	5.9% / 5.9%	5.6% / 5.8%	5.4% / 5.3%	1.6% / 1.8%	0.8% / 0.9%
Weekly Total Persons	1,496,987 / 3,145,145	717,424 / 1,322,306	222,695 / 394,233	316,201 / 618,855	240,577 / 633,323	186,133 / 390,729	177,330 / 378,611	170,502 / 345,015	59,398 / 137,941	28,627 / 64,721
Average Daily Minutes	49.4 / 52.0	26.1 / 23.9	12.3 / 11.2	11.3 / 11.0	9.9 / 12.6	7.9 / 8.1	7.6 / 7.9	7.3 / 7.3	2.2 / 2.5	1.1 / 1.2

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

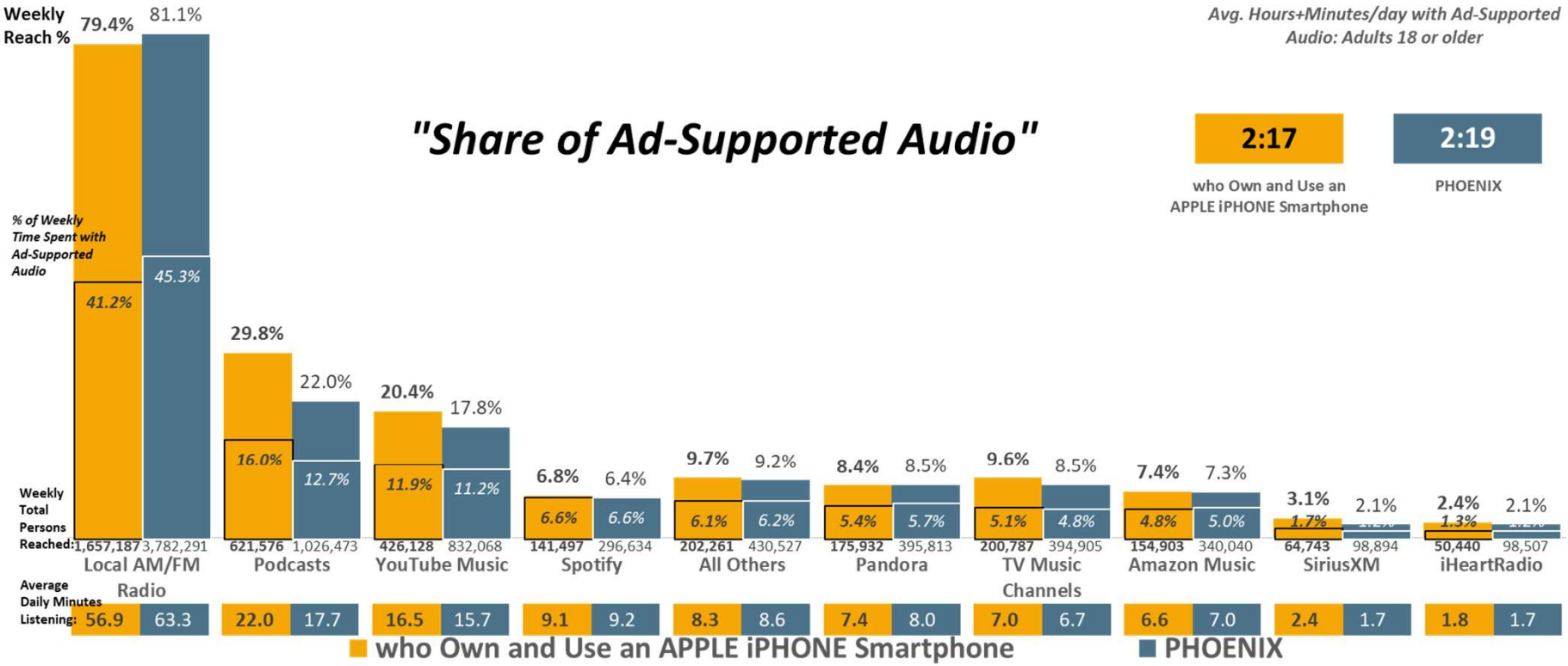
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1,657,187 or 79.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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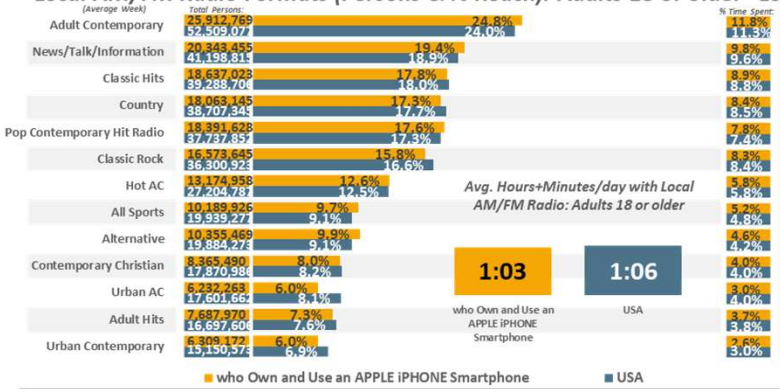
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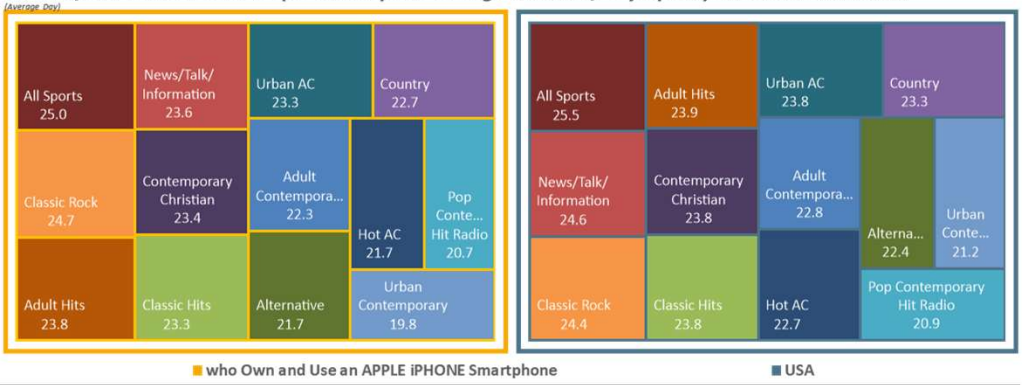


100,082,598 or 78.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

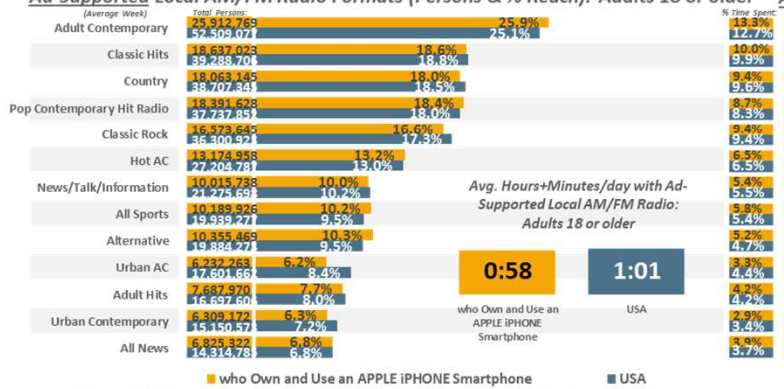
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



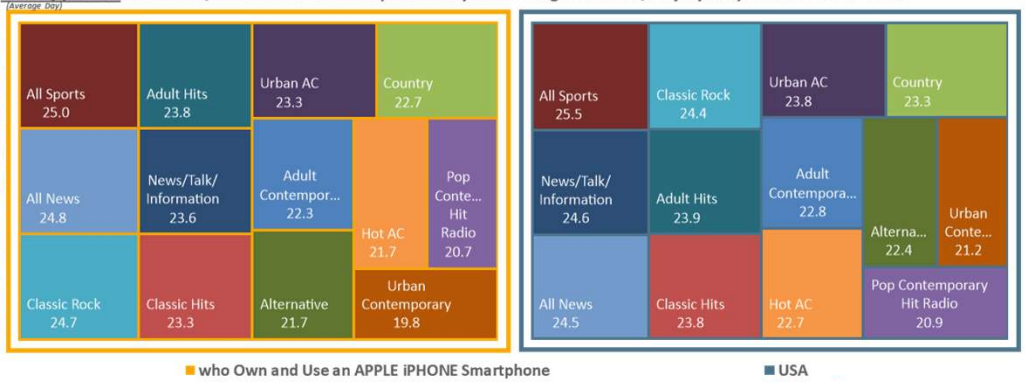
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

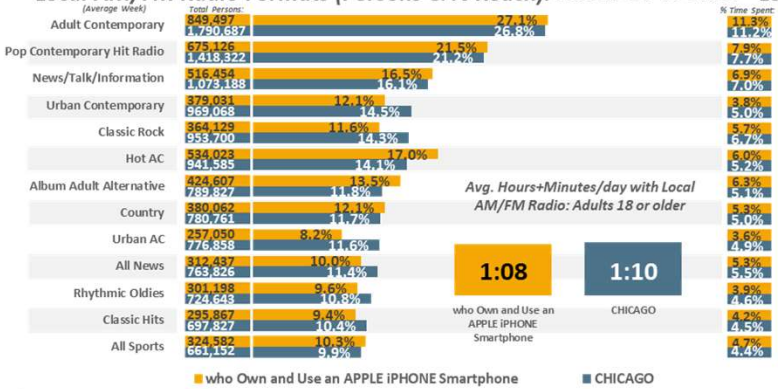
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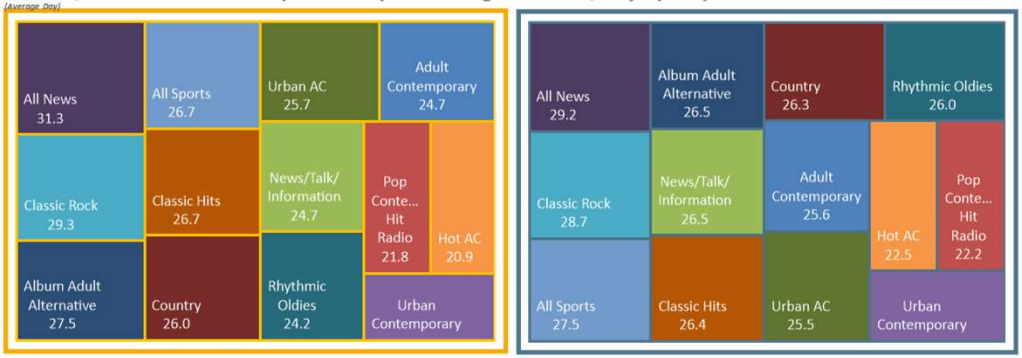


3,017,744 or 84.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Album Adult Alternative, and Country.

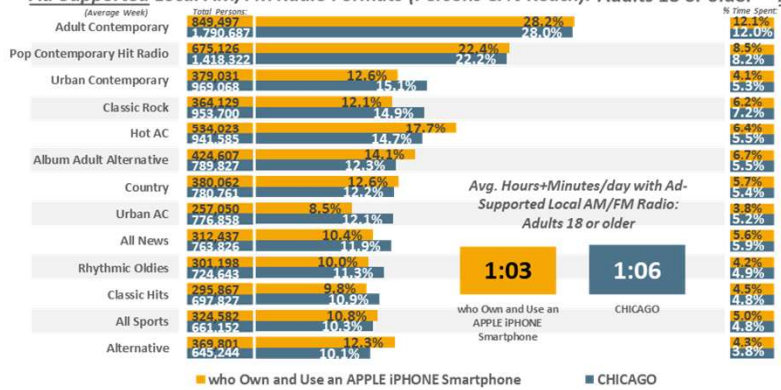
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



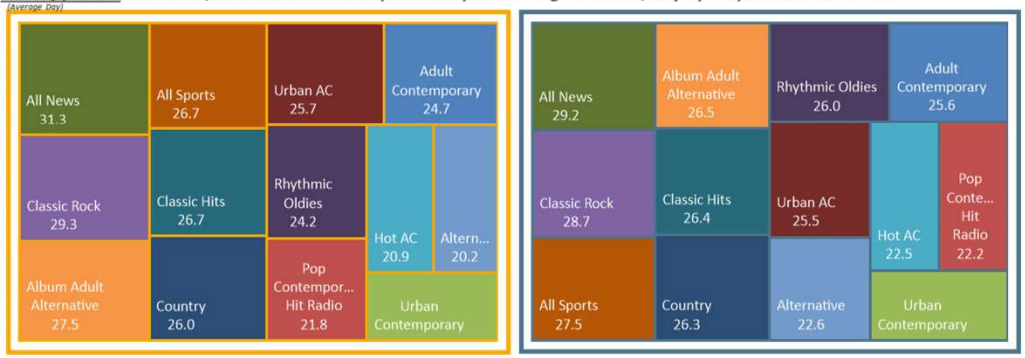
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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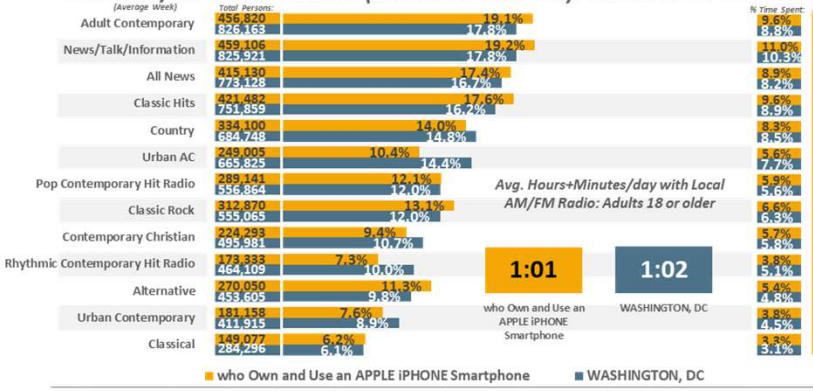
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

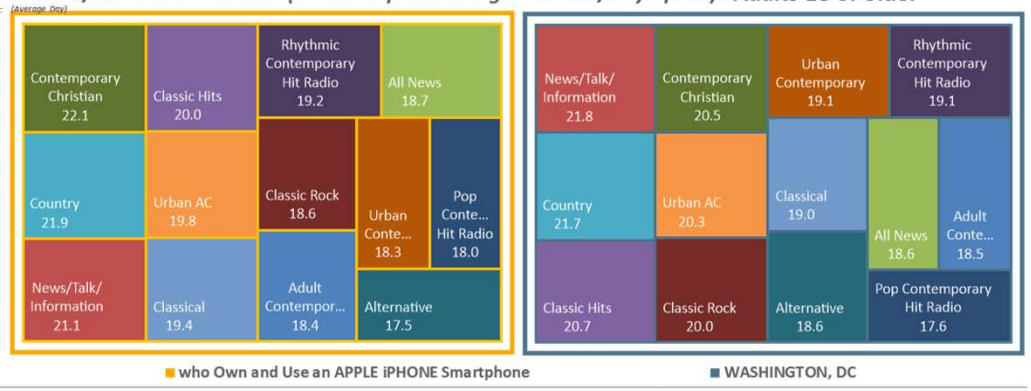


2,266,455 or 76.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Country, and Classic Rock.

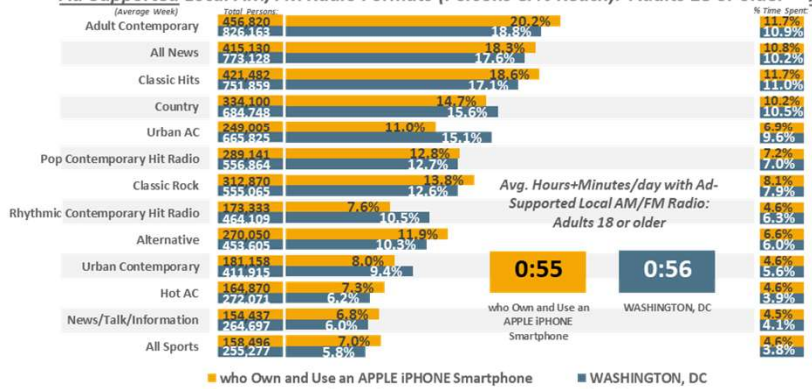
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



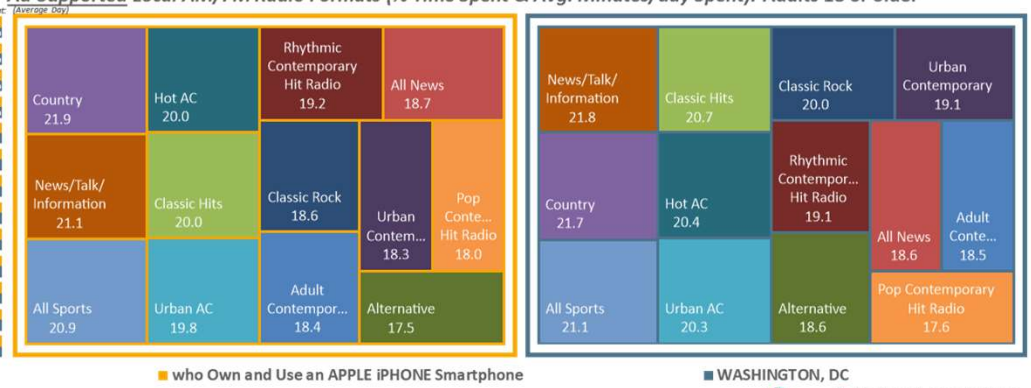
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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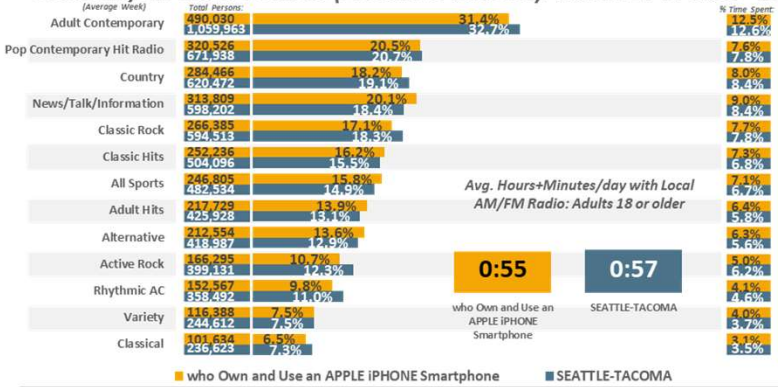
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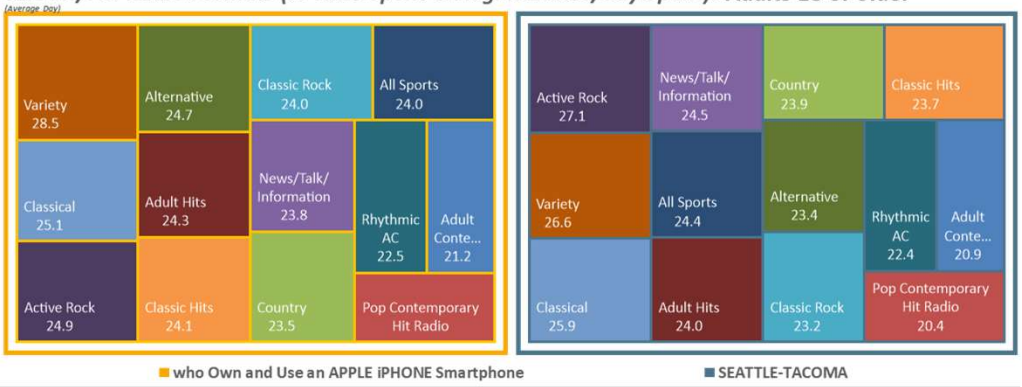


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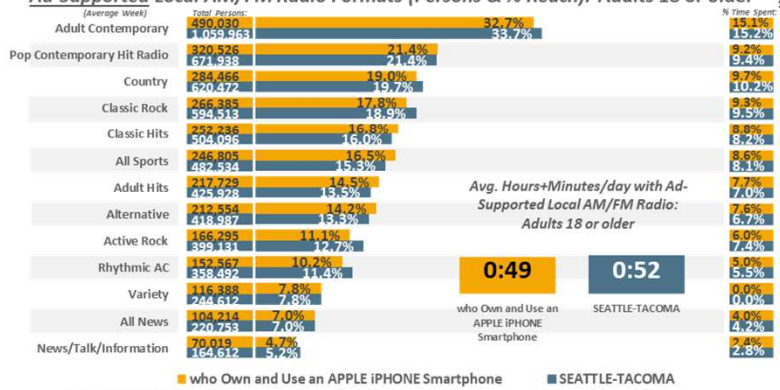
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



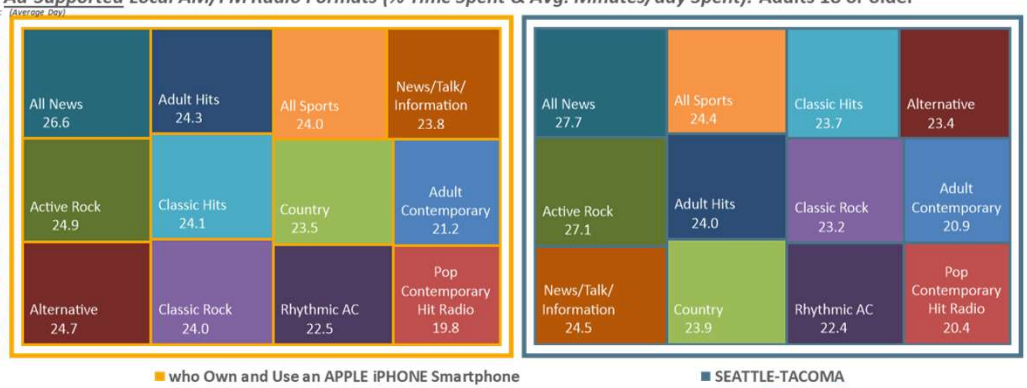
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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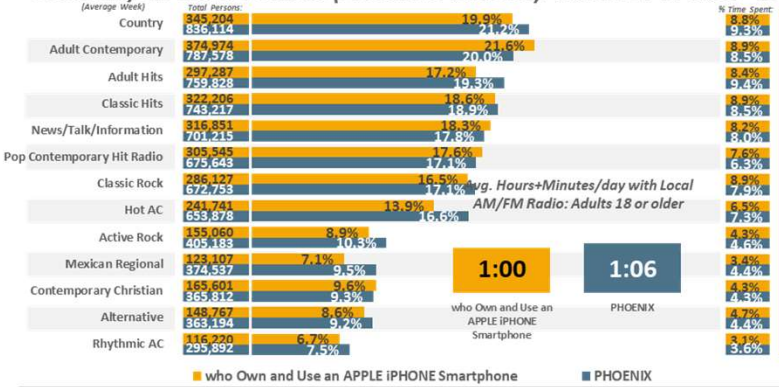
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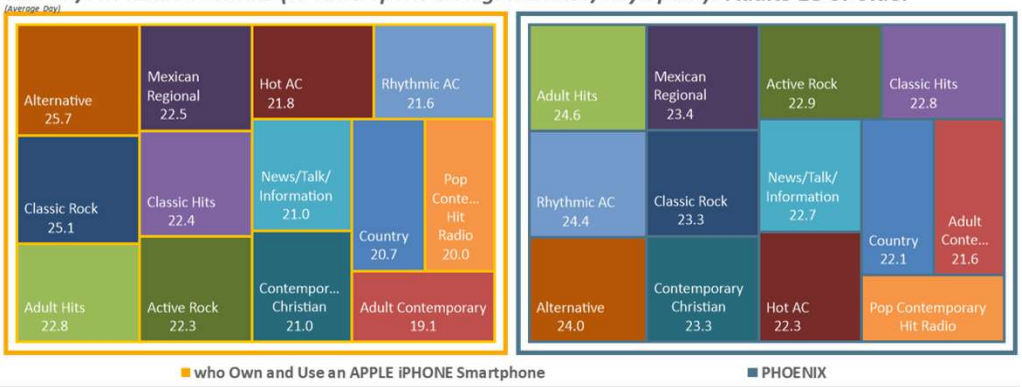


1,657,187 or 79.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Hits.

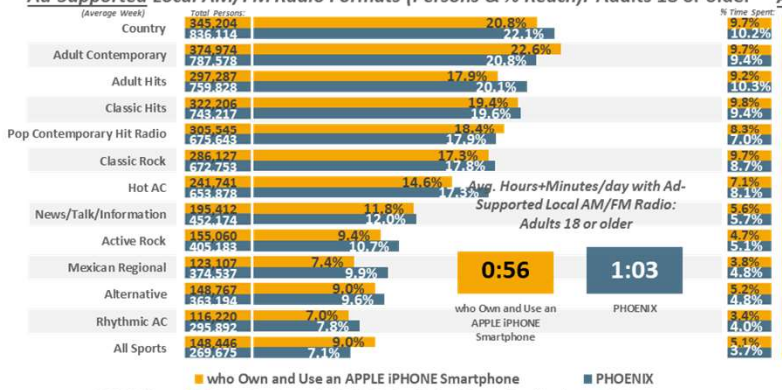
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



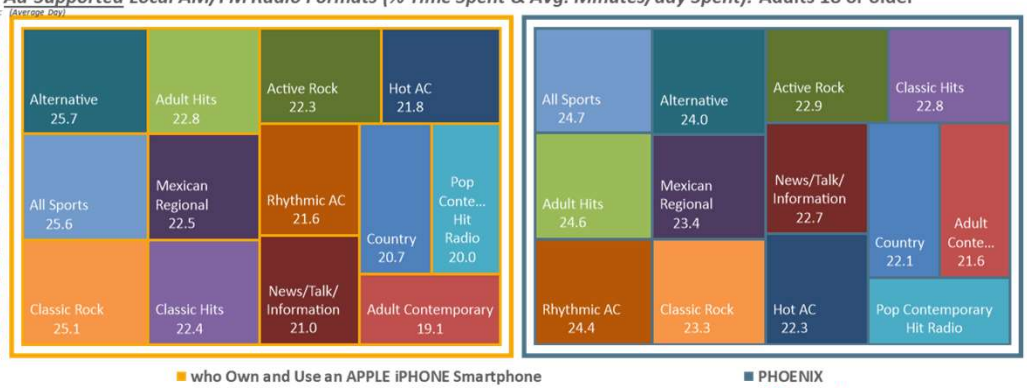
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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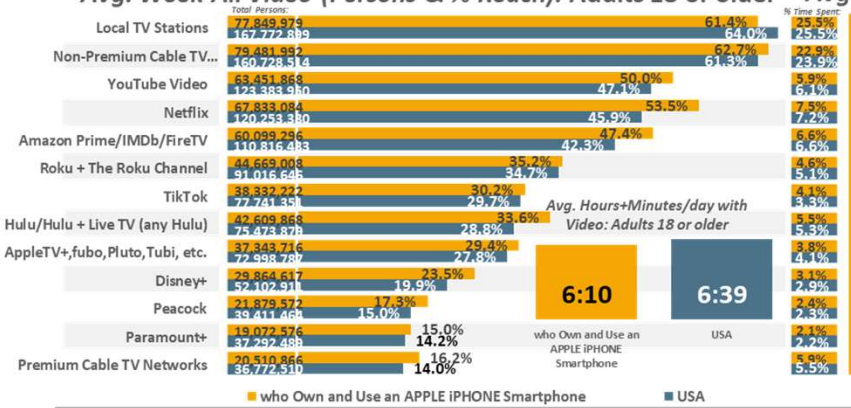
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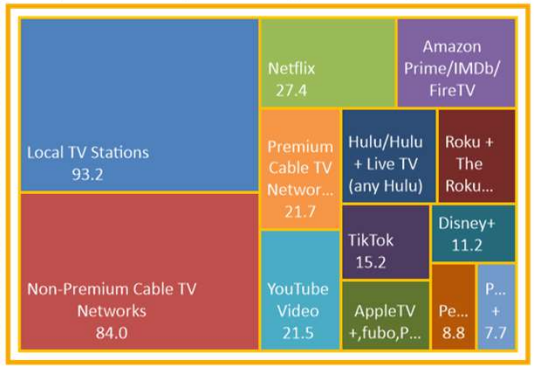
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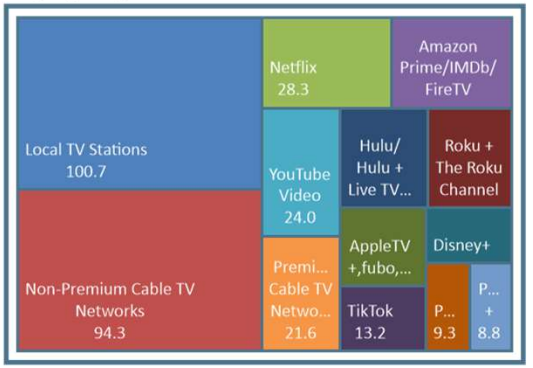


77,000,223 or 60.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 88.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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

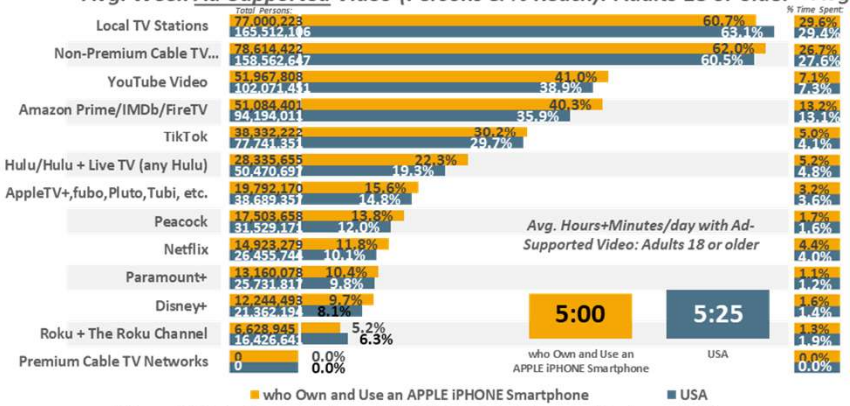


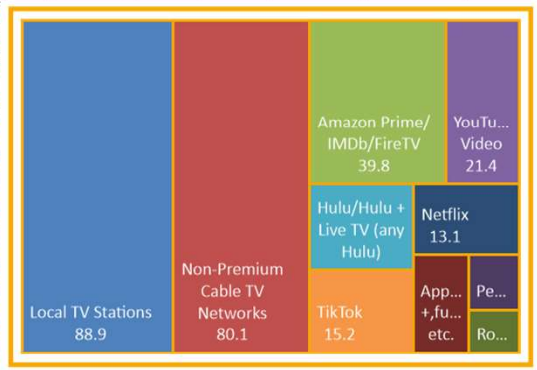


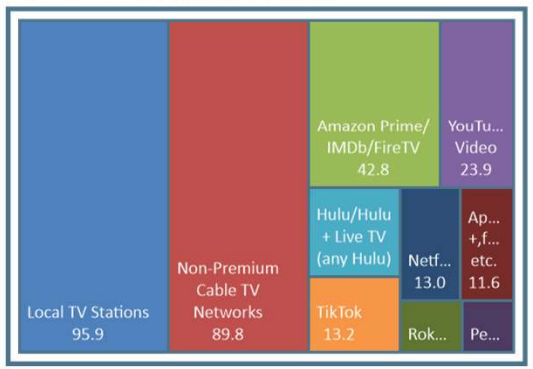


■ who Own and Use an APPLE iPHONE Smartphone ■ USA

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







■ who Own and Use an APPLE iPHONE Smartphone ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

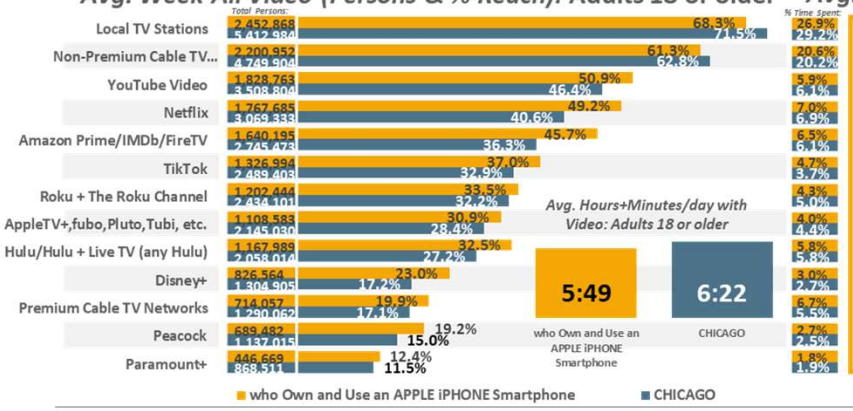
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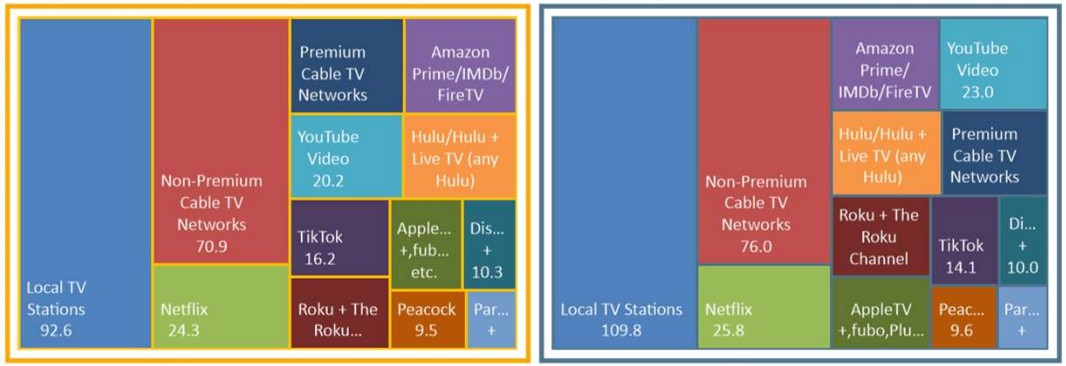


2,435,636 or 67.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

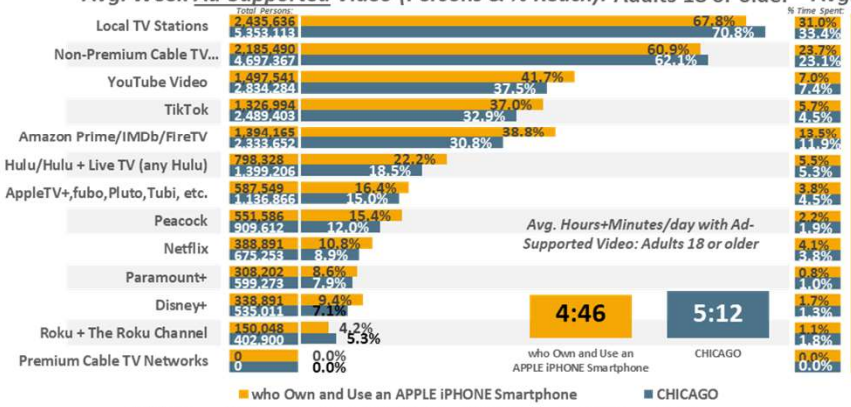
Avg. Week All Video (Persons & % Reach): Adults 18 or older



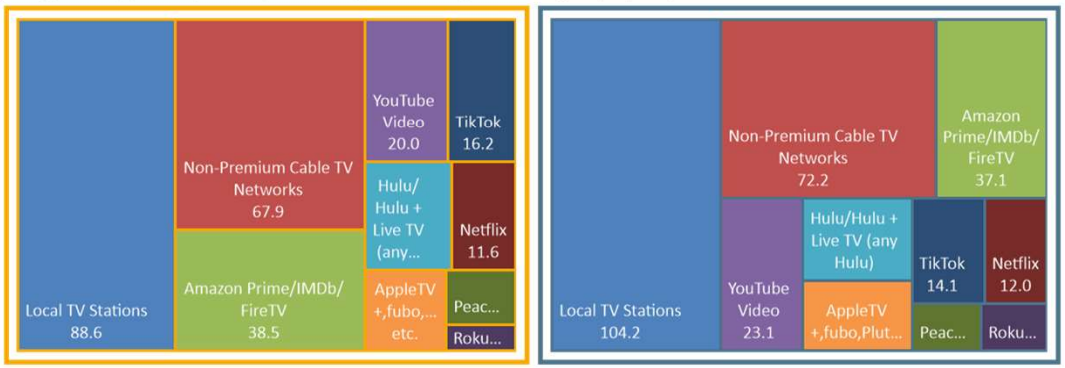
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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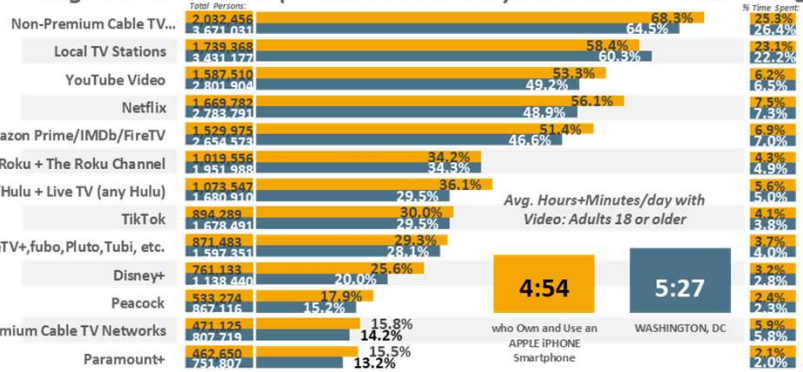
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

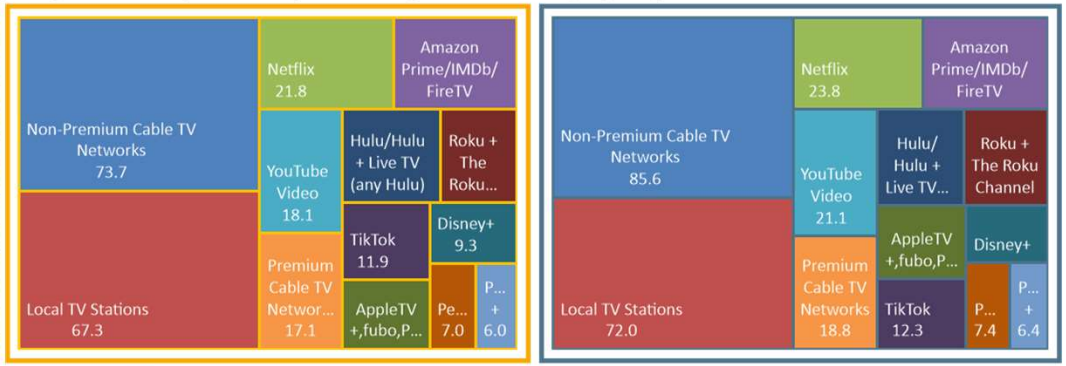


1,715,360 or 57.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

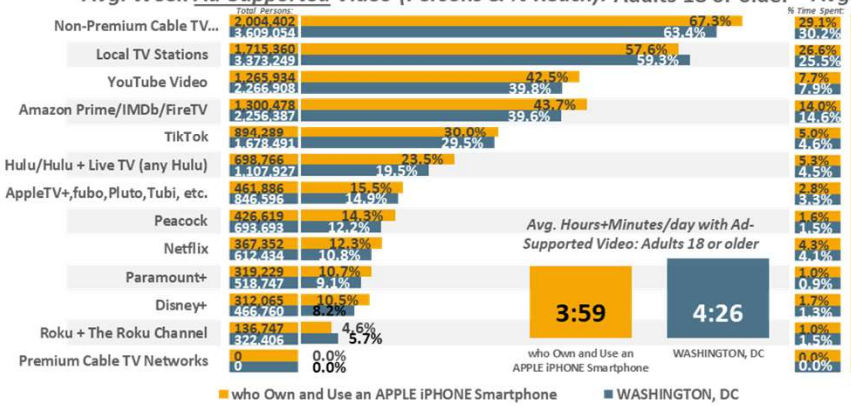
Avg. Week All Video (Persons & % Reach): Adults 18 or older



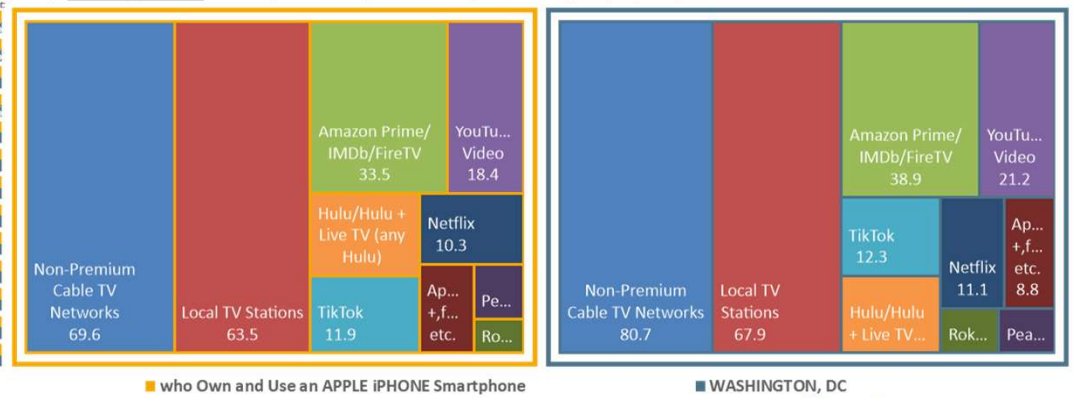
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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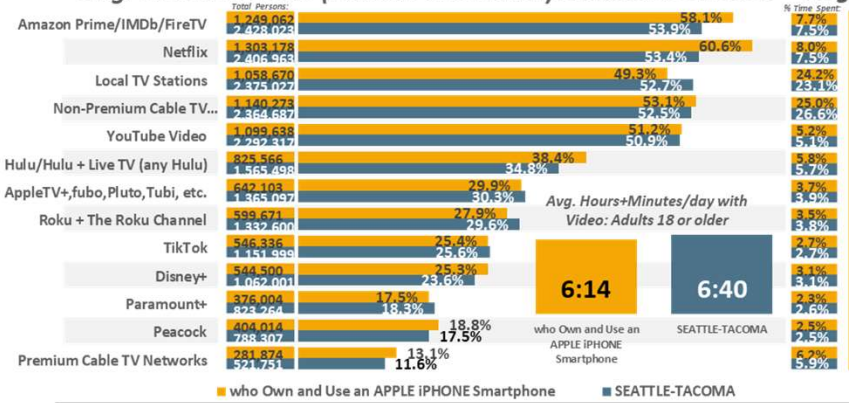
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

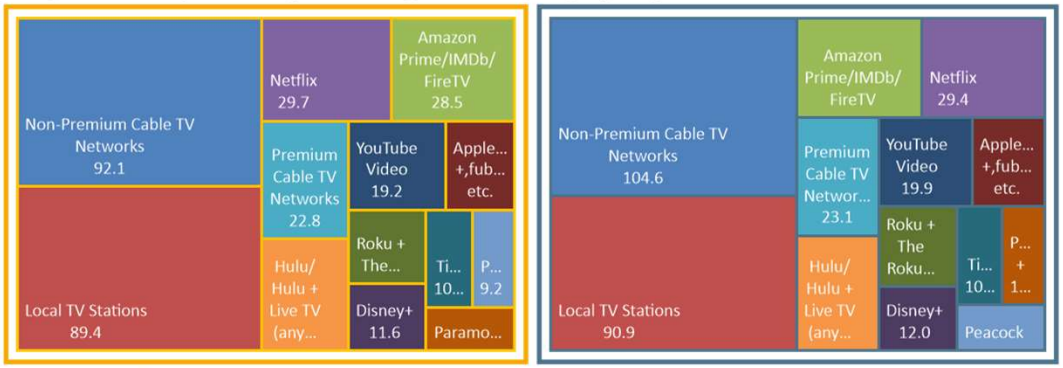


1,045,119 or 48.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

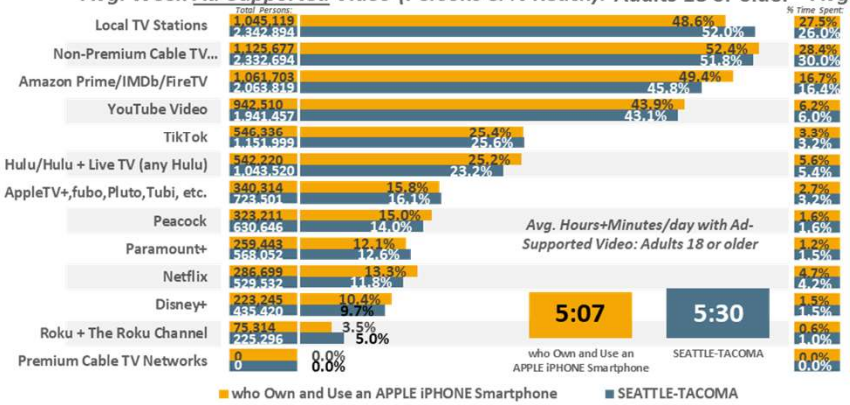
Avg. Week All Video (Persons & % Reach): Adults 18 or older



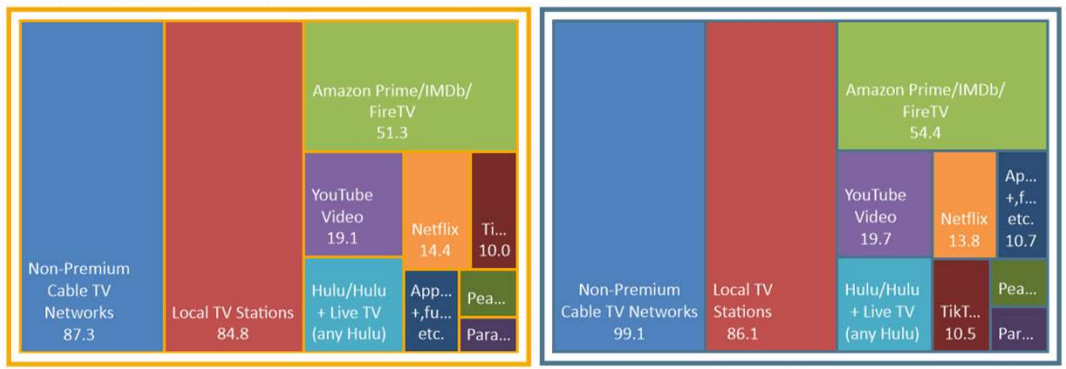
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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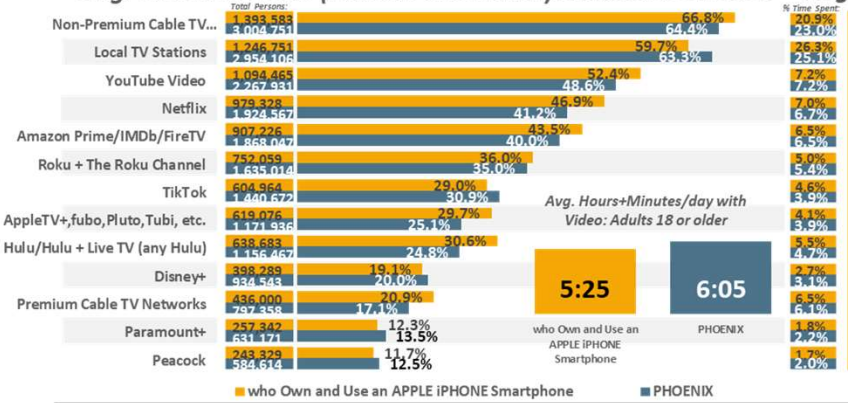
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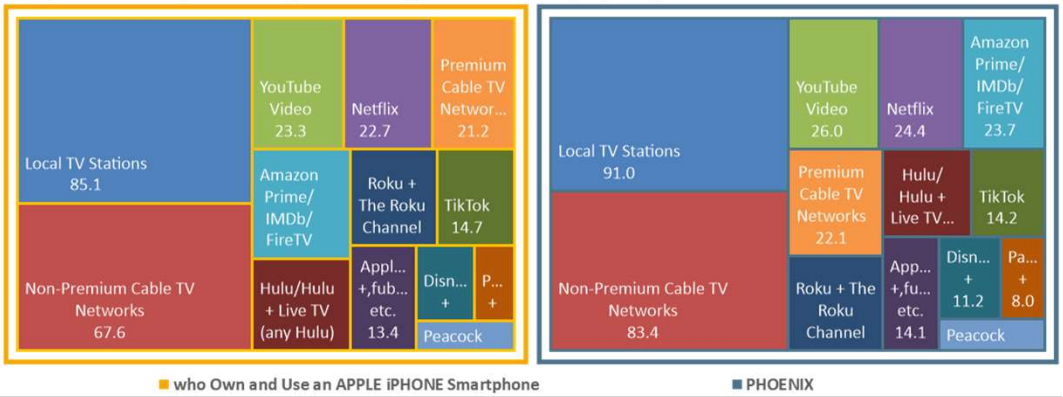


1,234,133 or 59.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 82.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

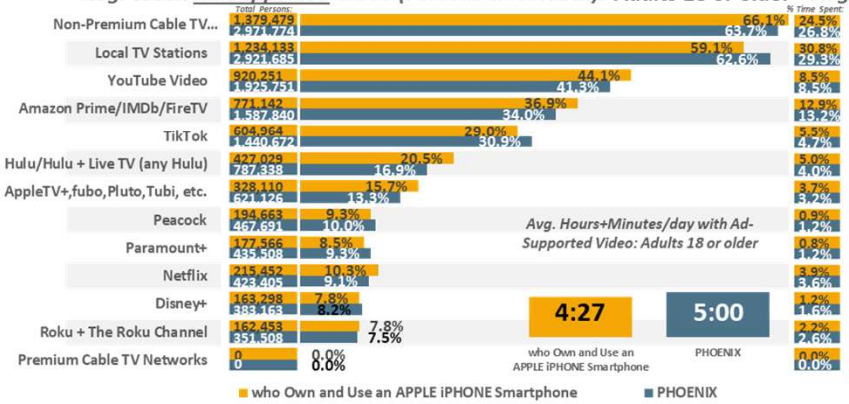
Avg. Week All Video (Persons & % Reach): Adults 18 or older



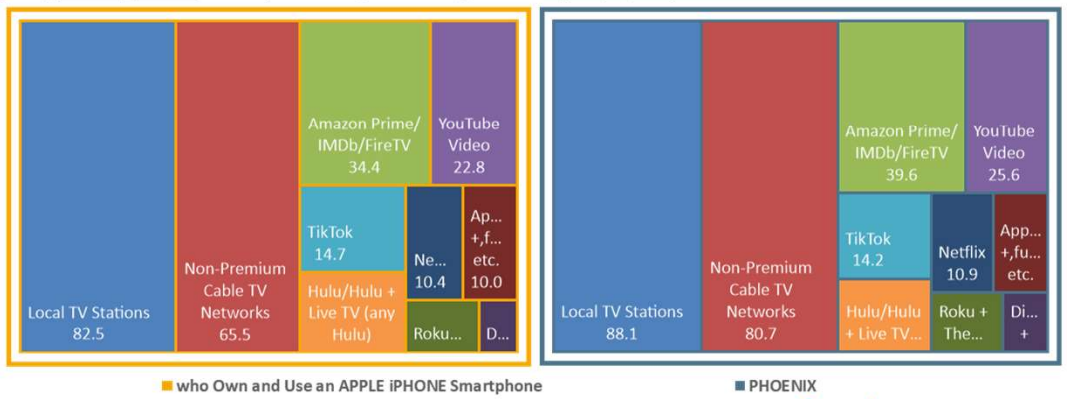
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

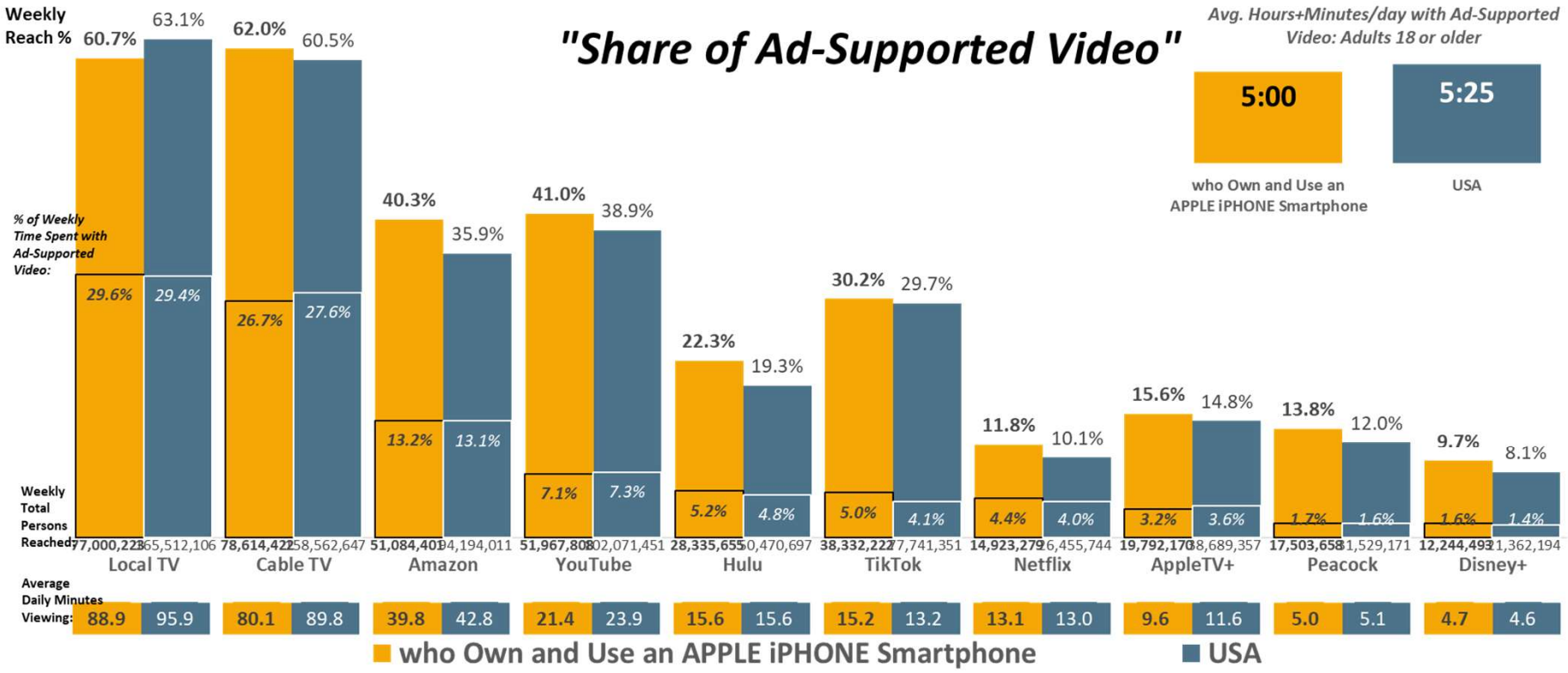
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77,000,223 or 60.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 88.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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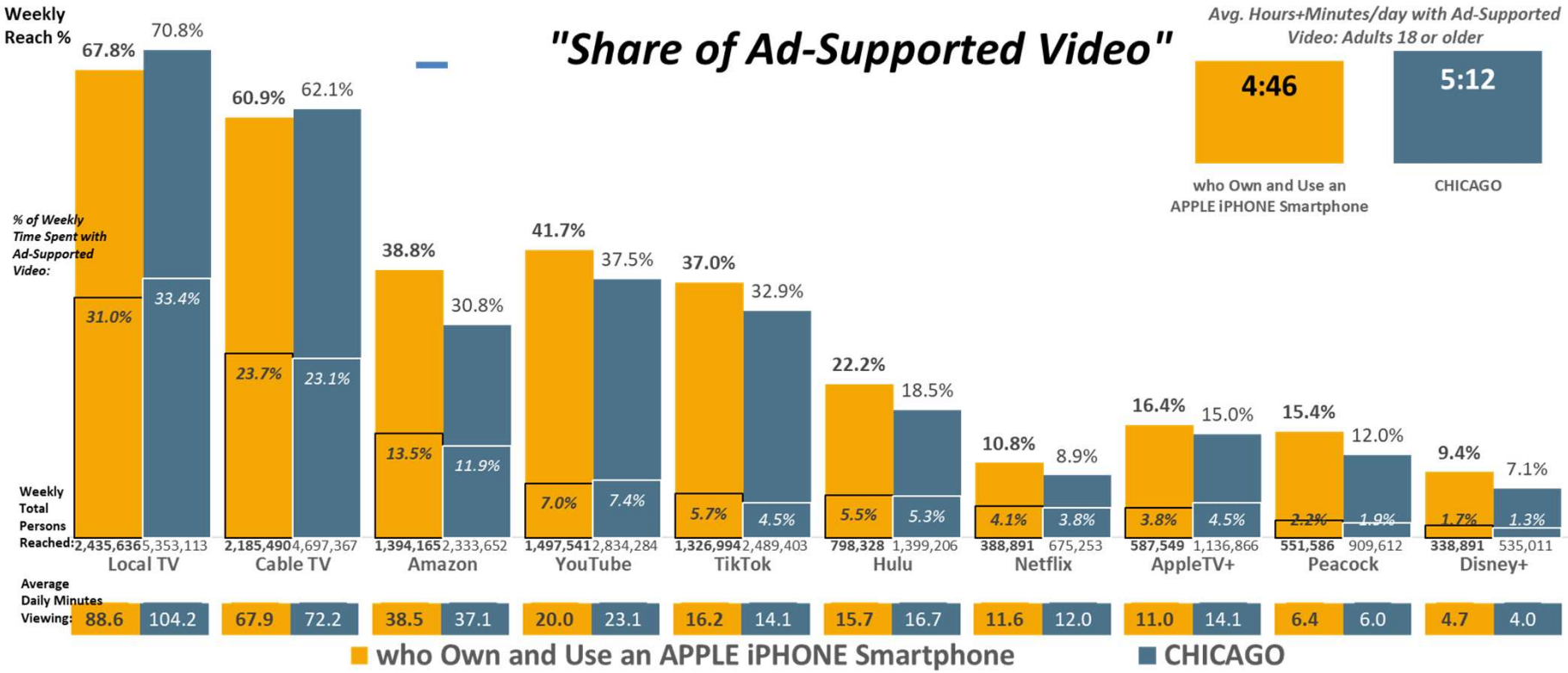
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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2,435,636 or 67.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

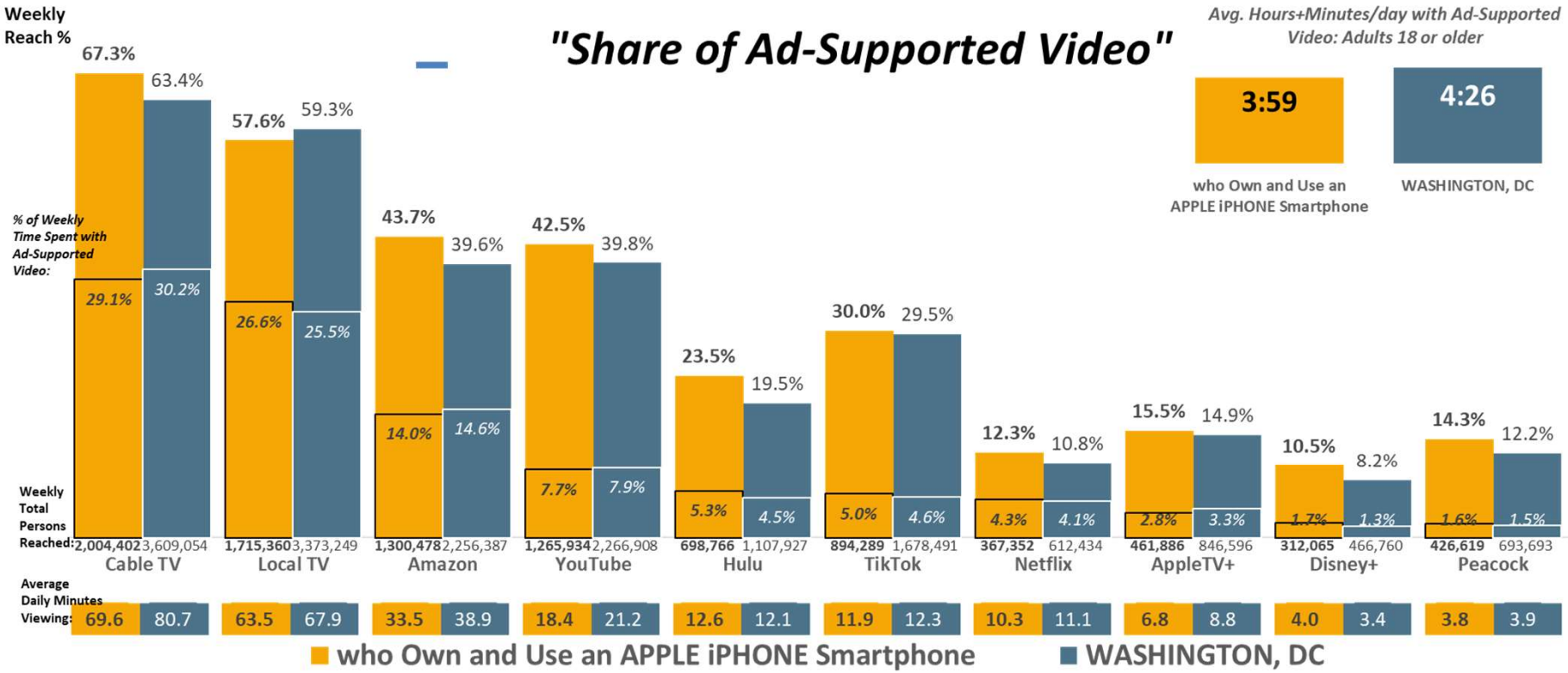
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WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

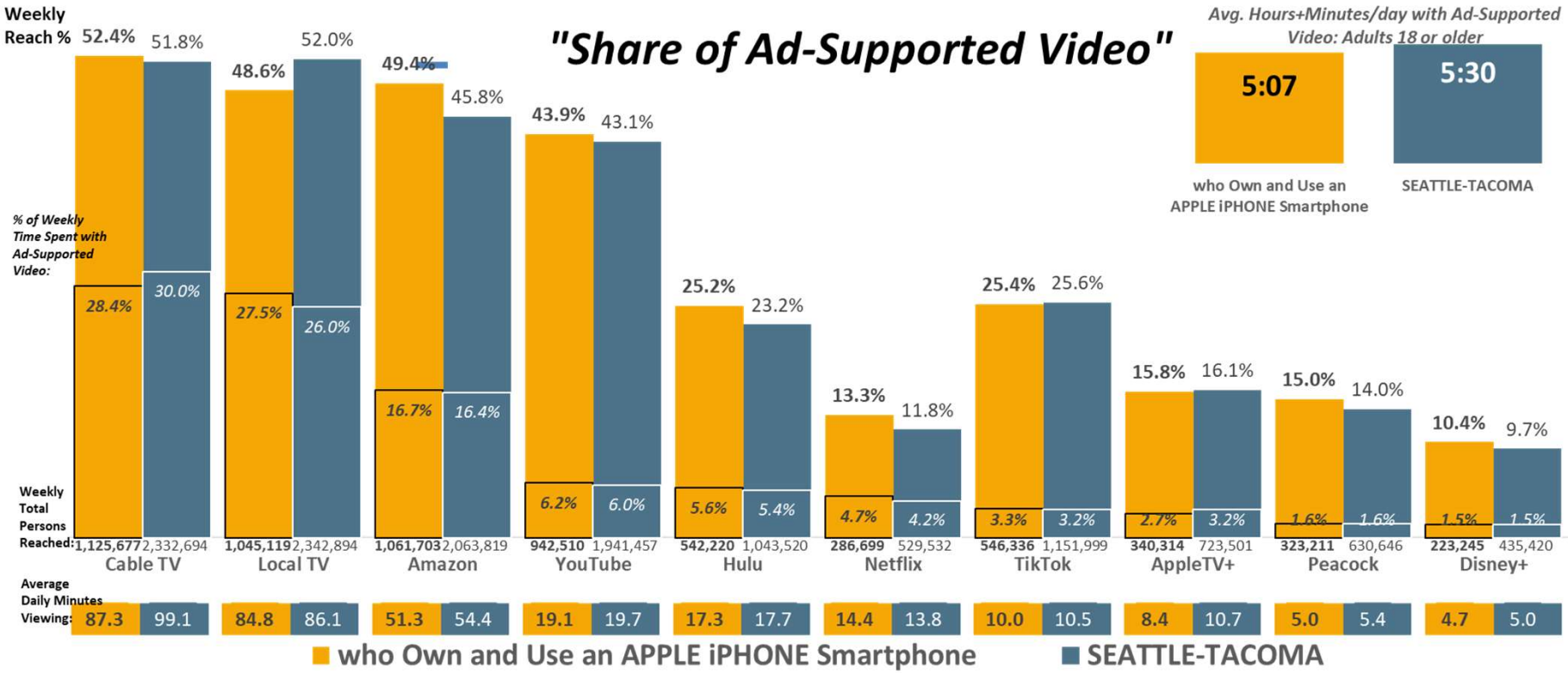
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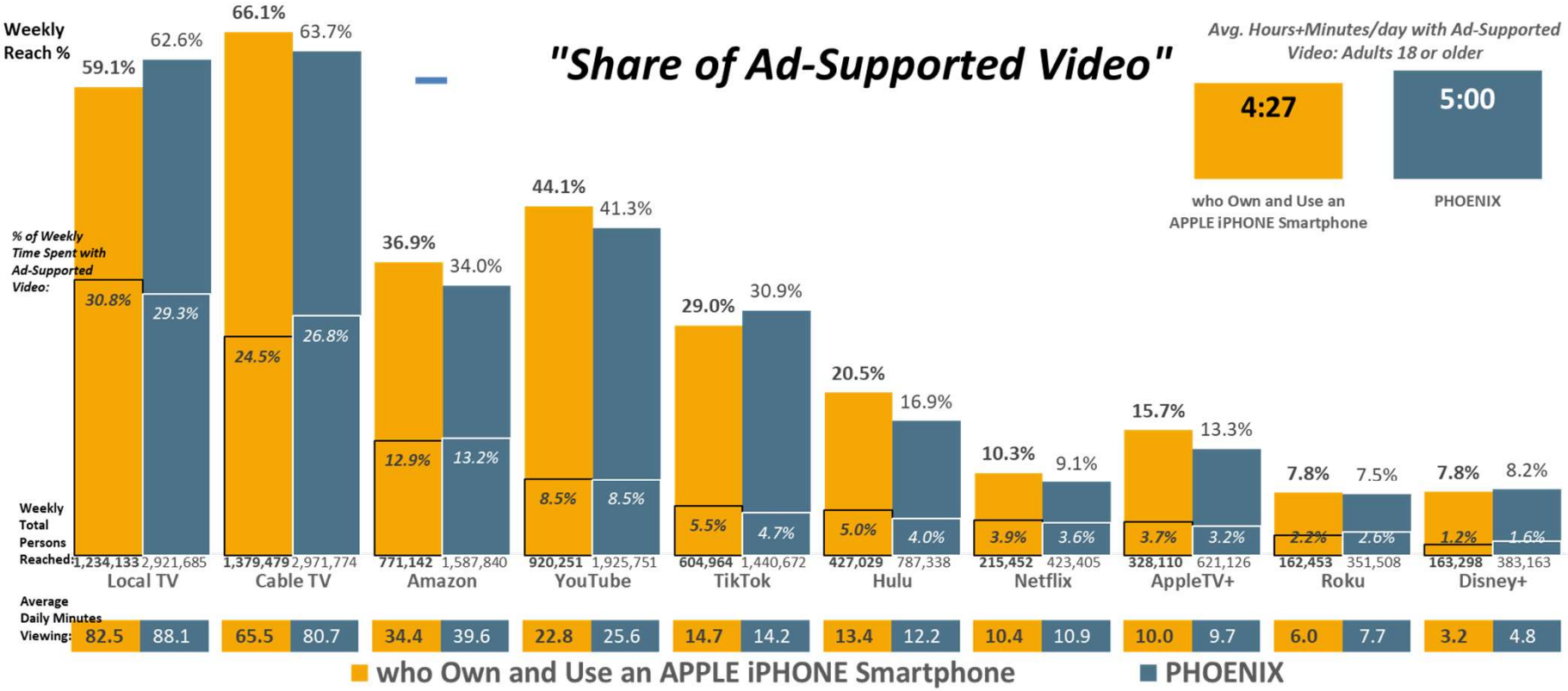
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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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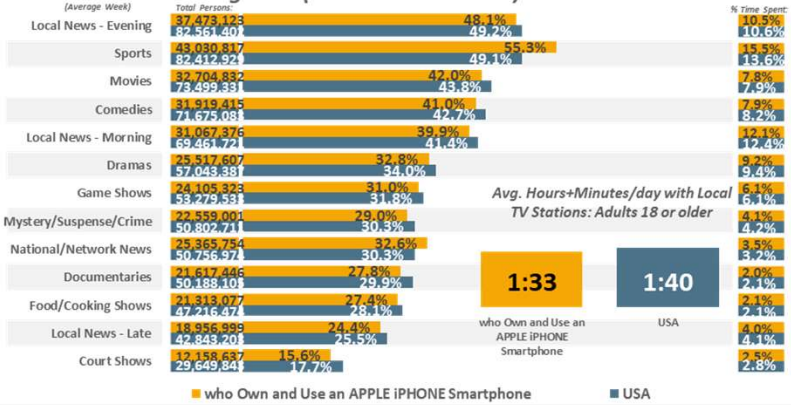
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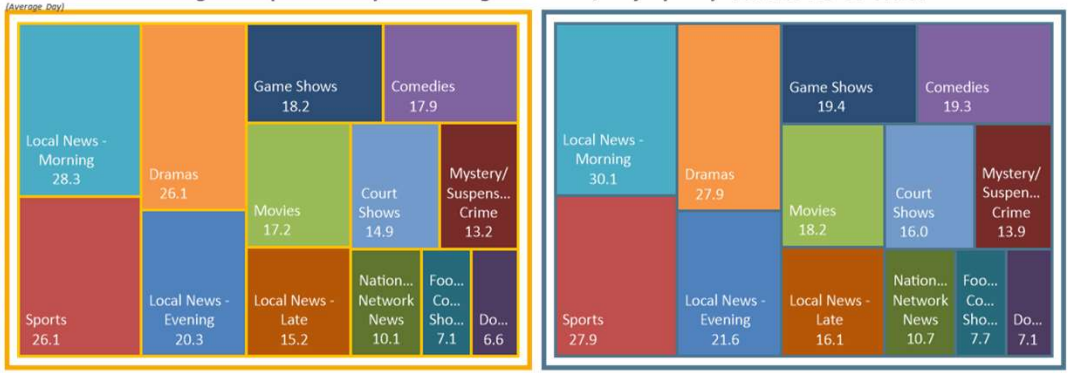


77,000,223 or 60.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

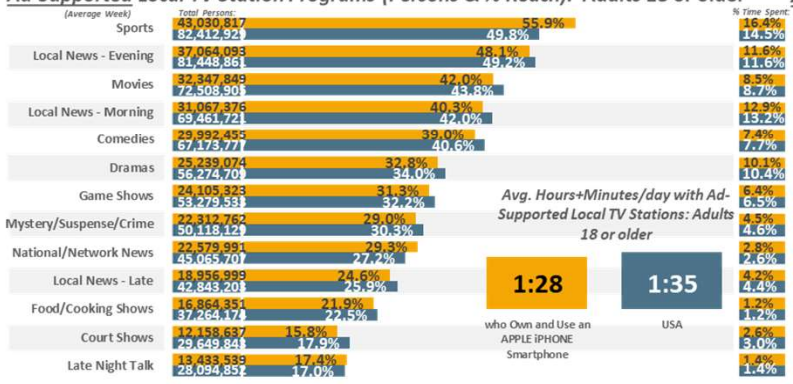
Local TV Station Programs (Persons & % Reach): Adults 18 or older



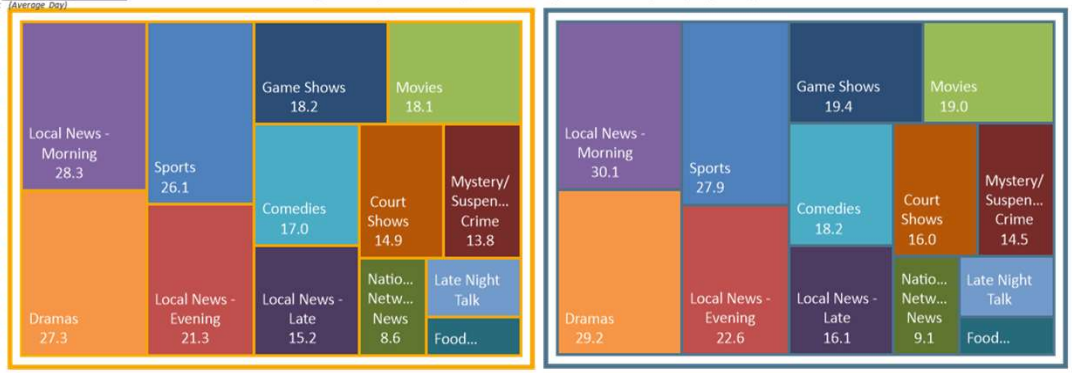
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,481*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

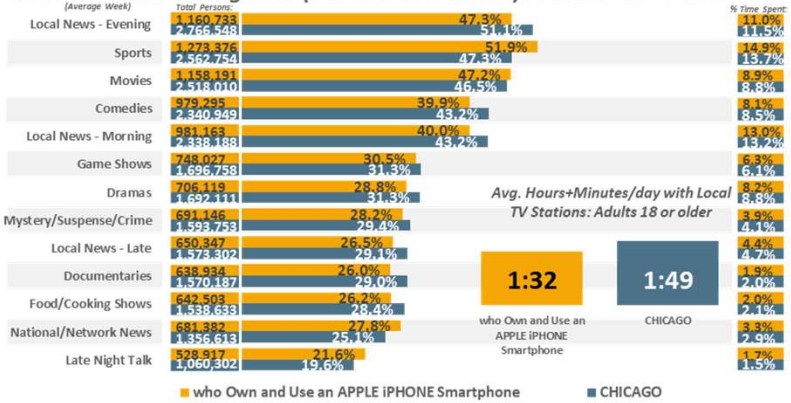
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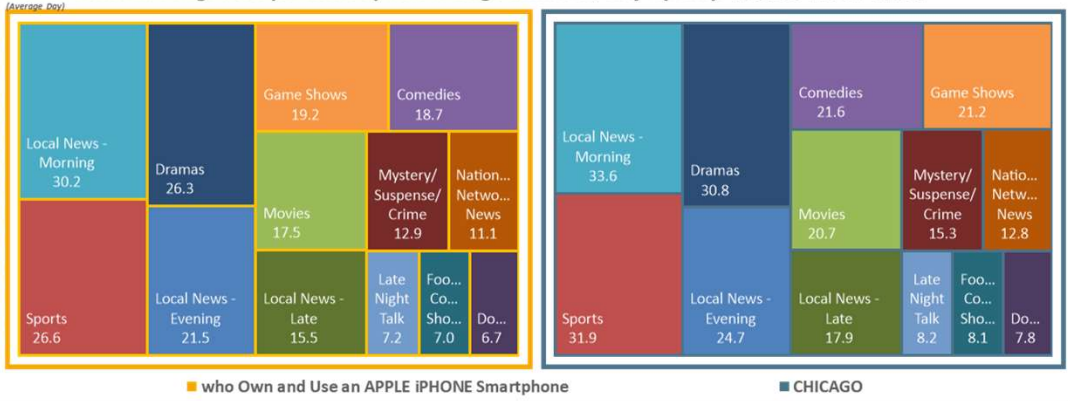


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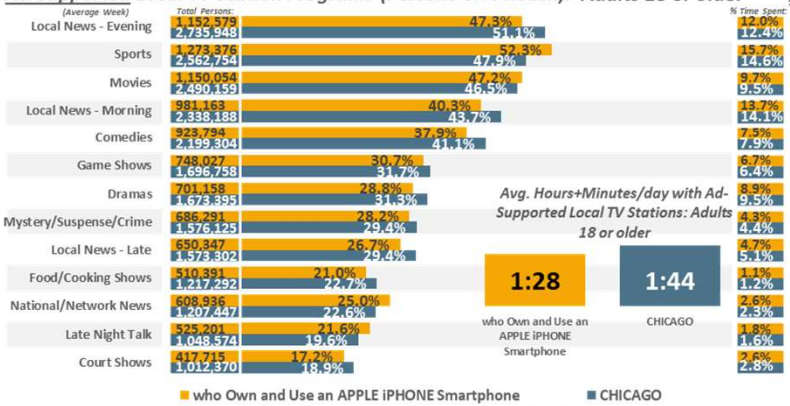
Local TV Station Programs (Persons & % Reach): Adults 18 or older



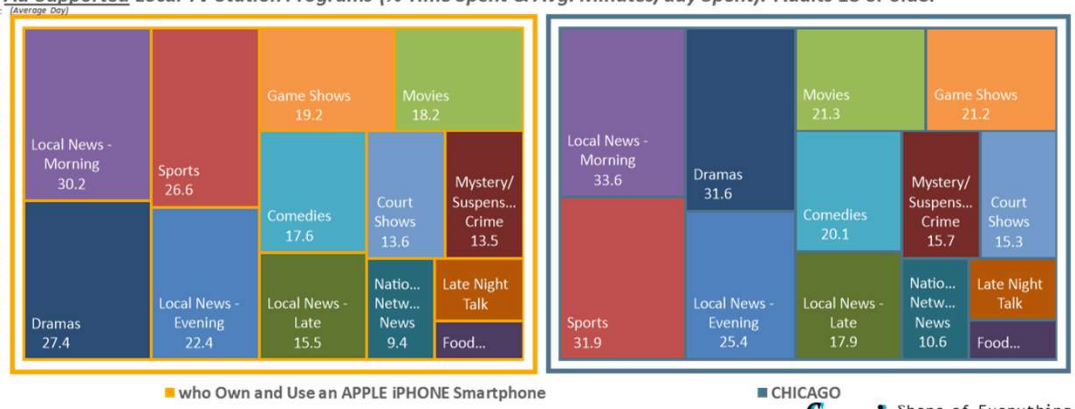
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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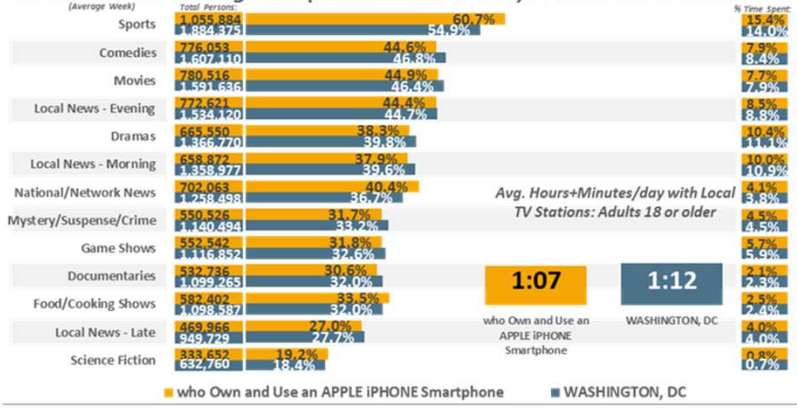
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

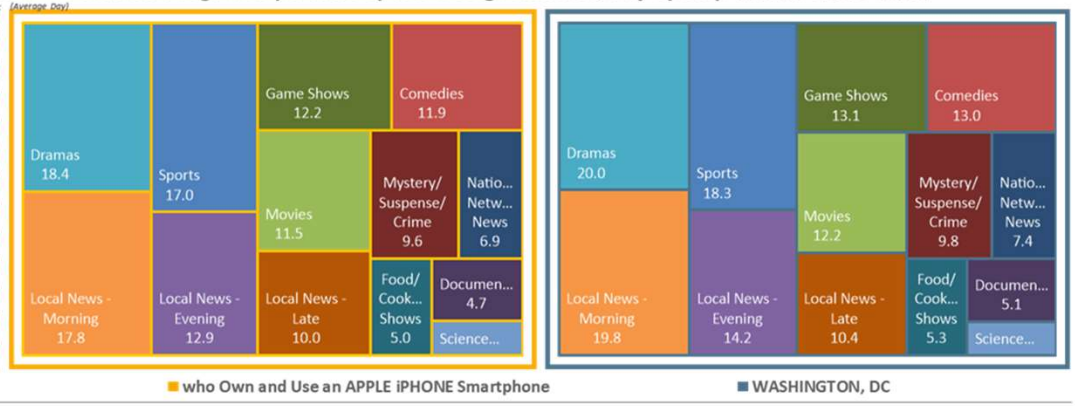


1,715,360 or 57.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

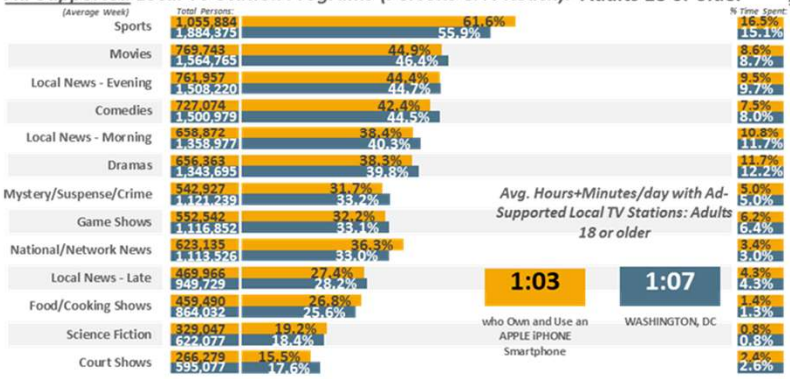
Local TV Station Programs (Persons & % Reach): Adults 18 or older



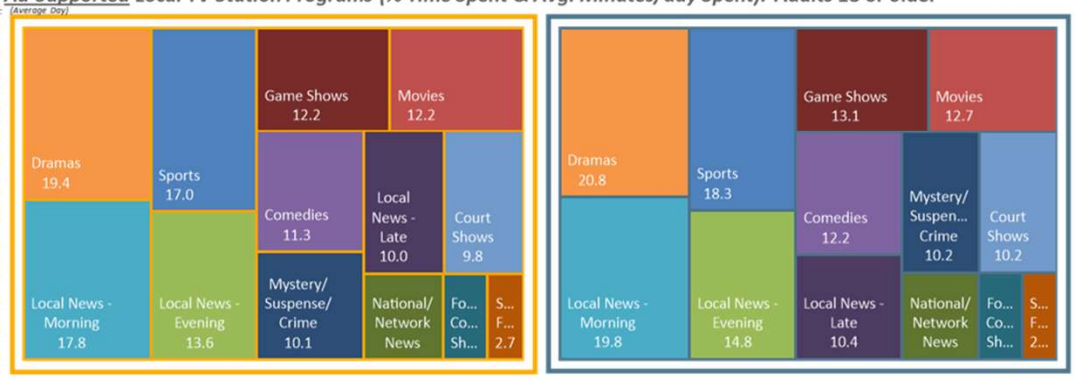
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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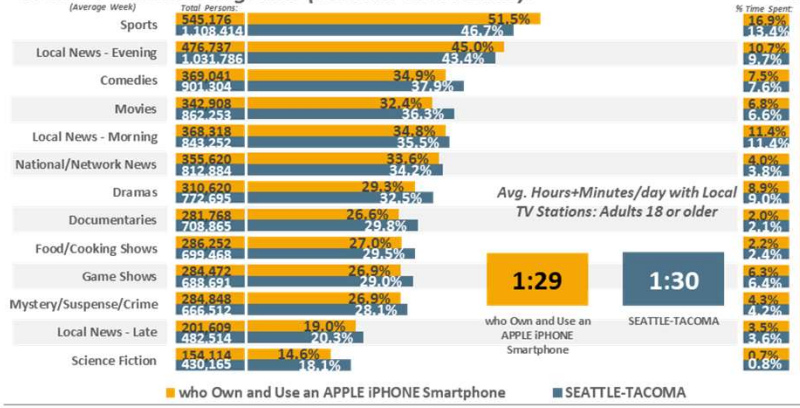
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

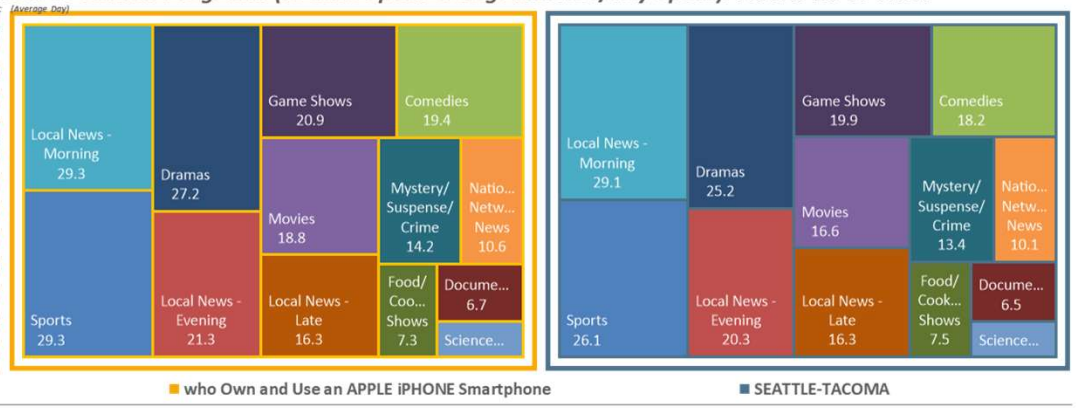


1,045,119 or 48.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News.

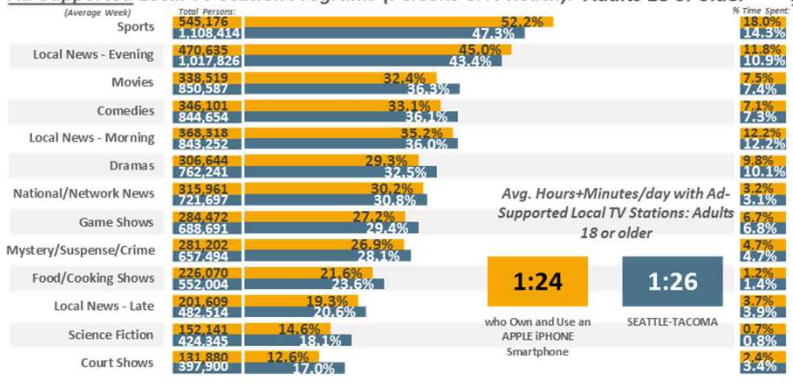
Local TV Station Programs (Persons & % Reach): Adults 18 or older



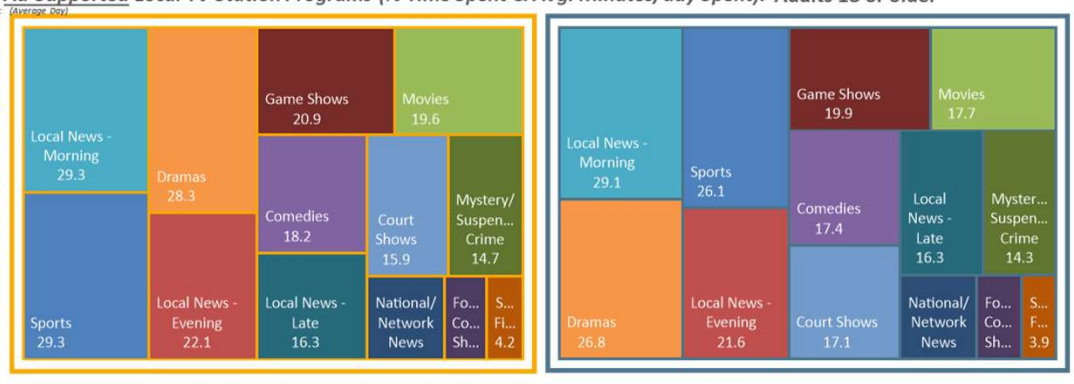
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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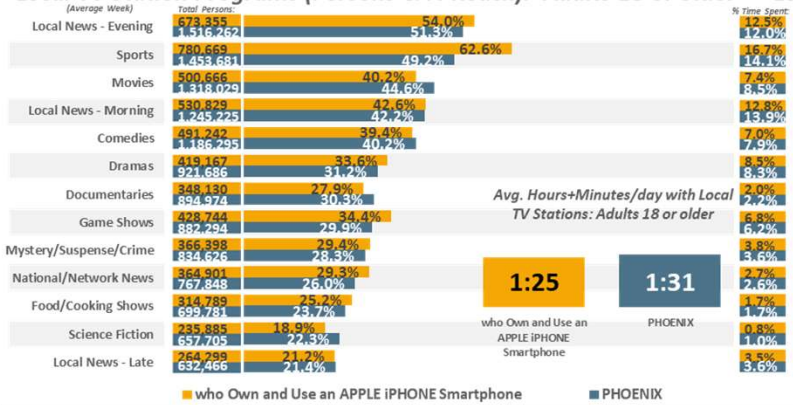
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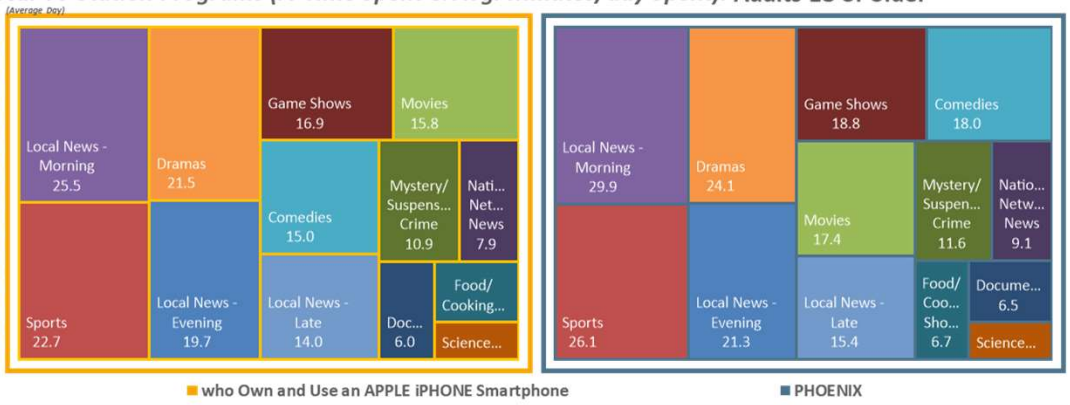


1,234,133 or 59.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

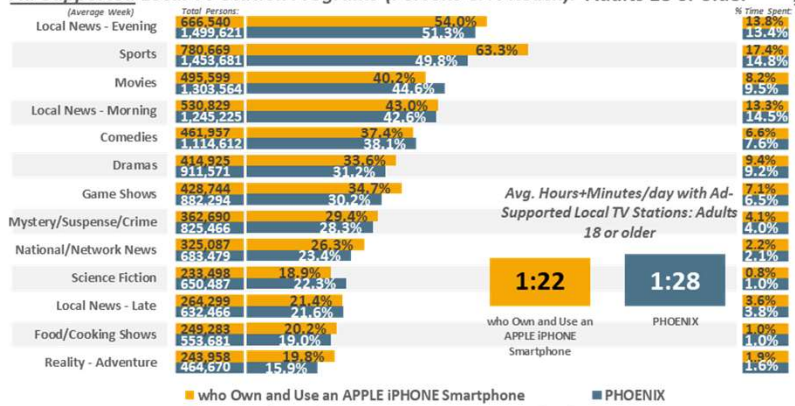
Local TV Station Programs (Persons & % Reach): Adults 18 or older



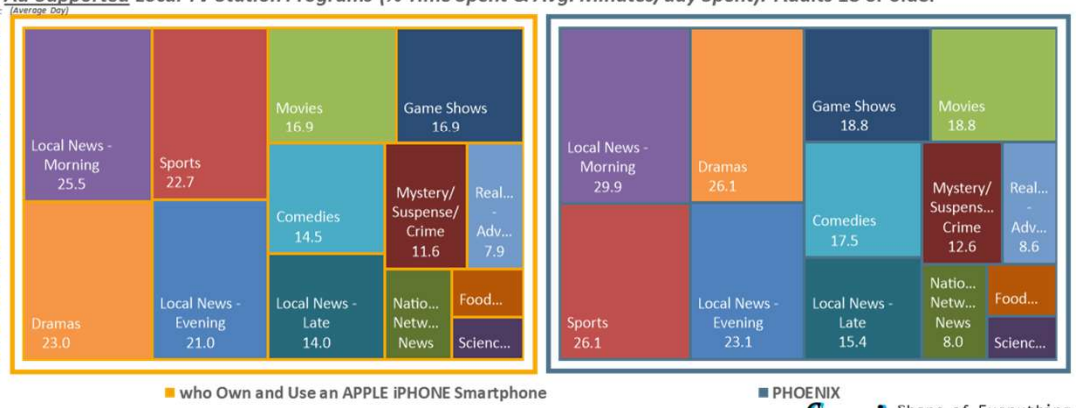
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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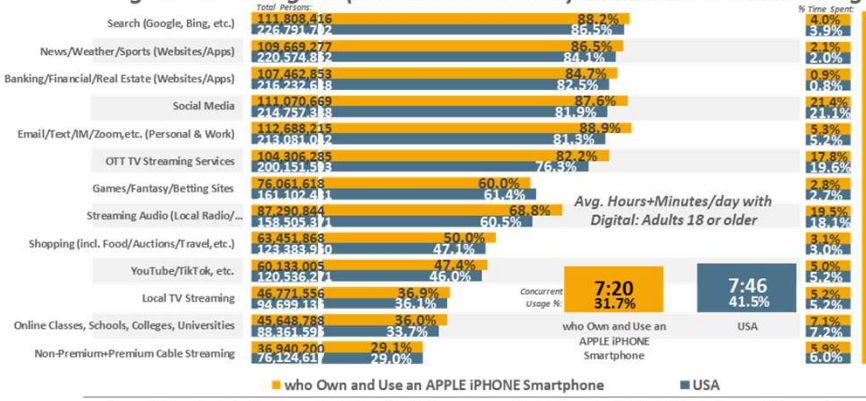
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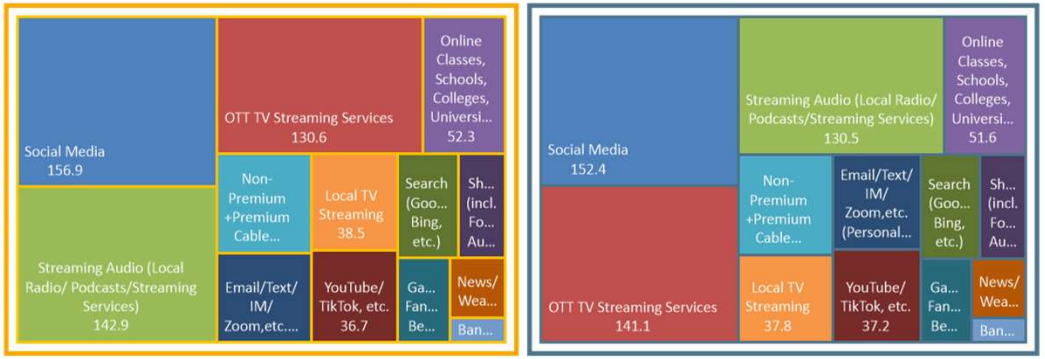


98,108,397 or 77.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 138.6 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

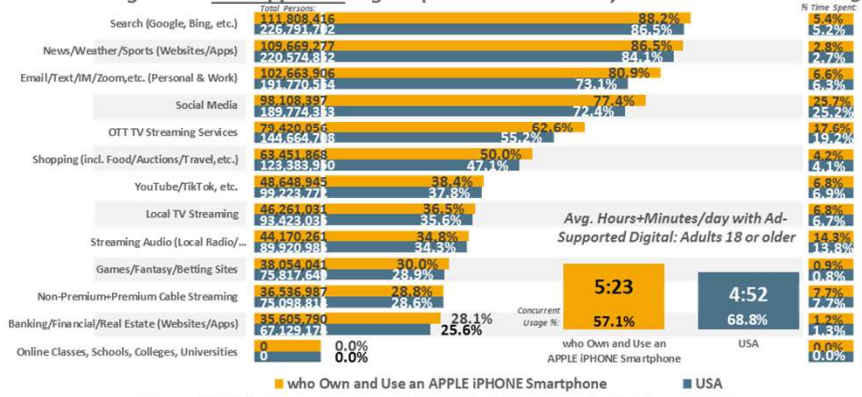
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



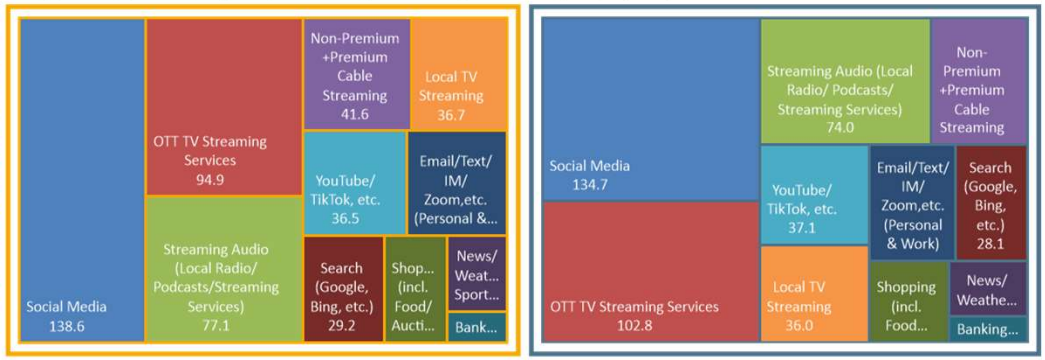
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

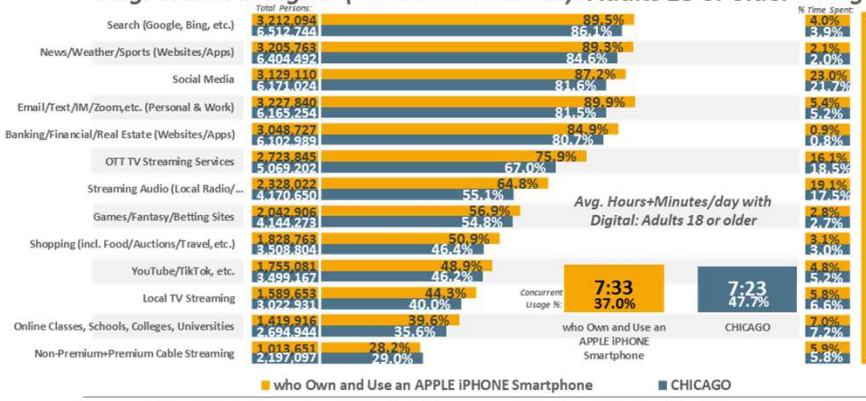
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

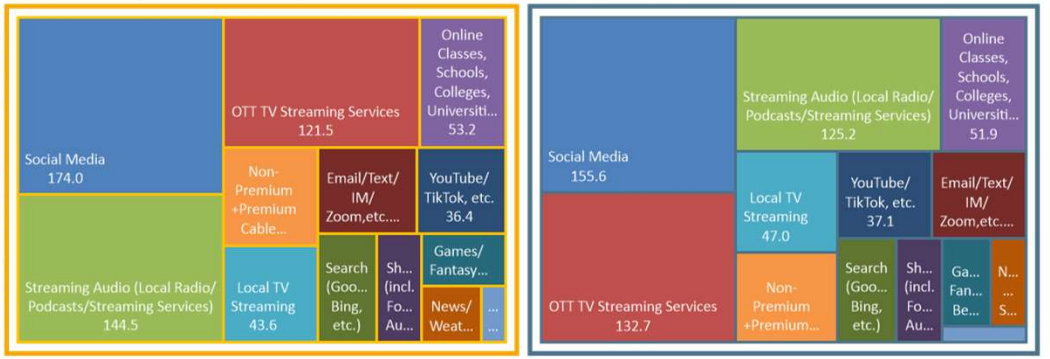


2,763,655 or 77.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 153.7 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

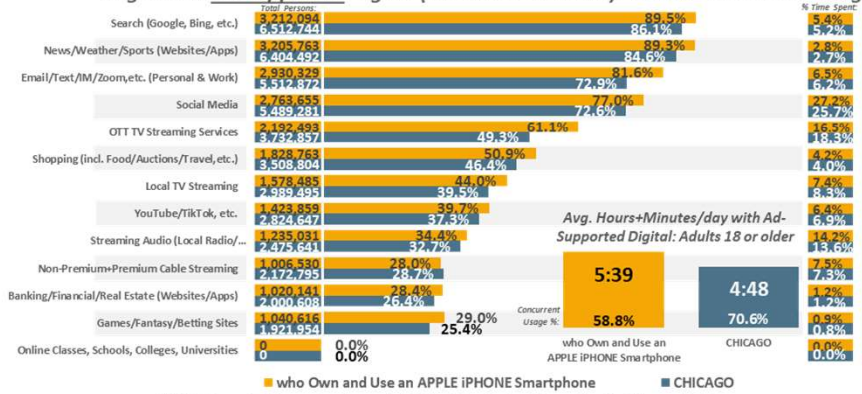
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



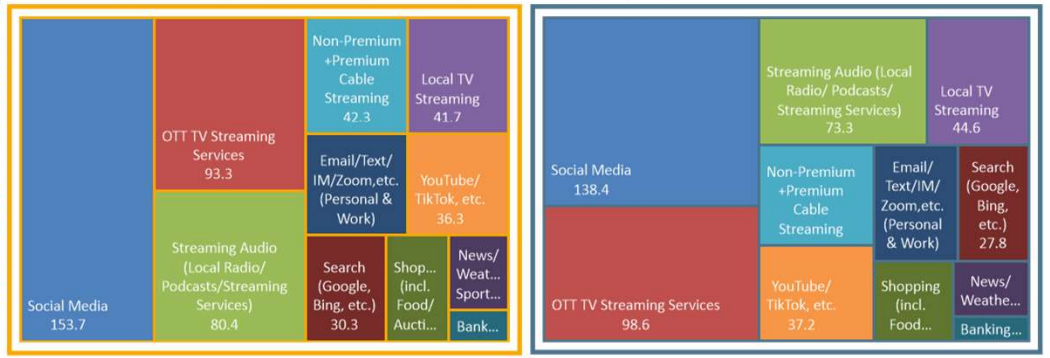
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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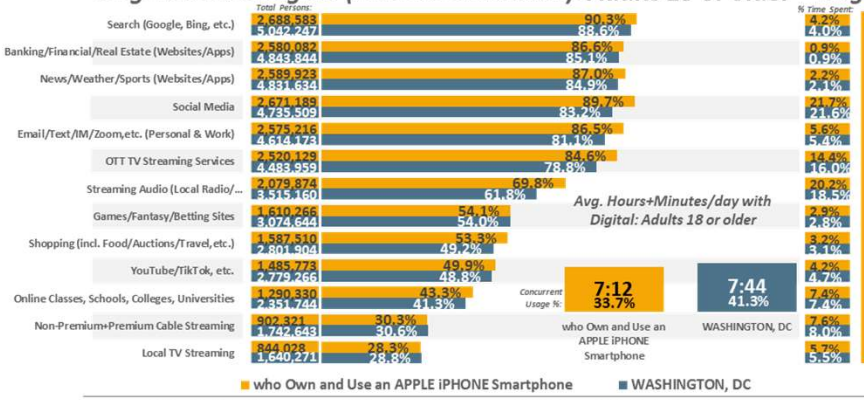
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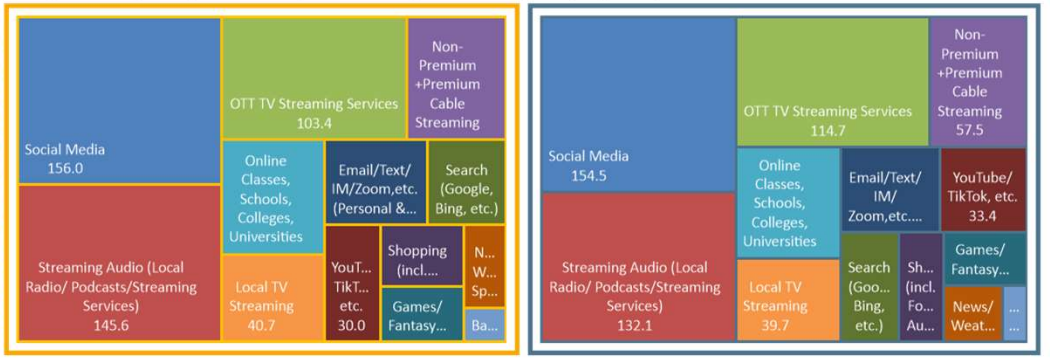


2,339,393 or 78.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 136.7 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

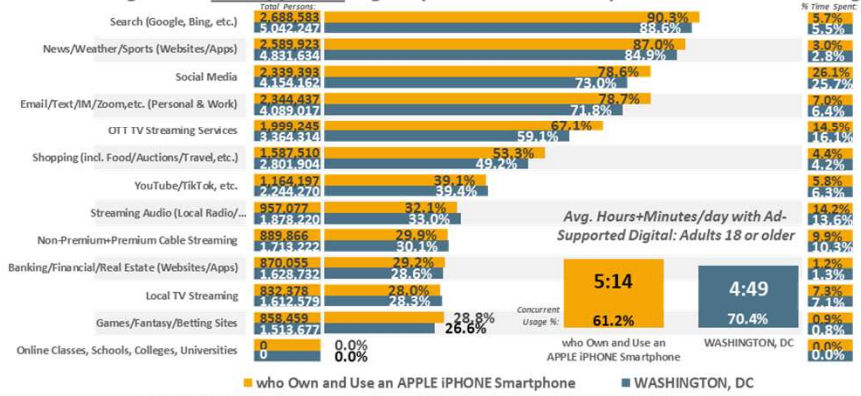
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



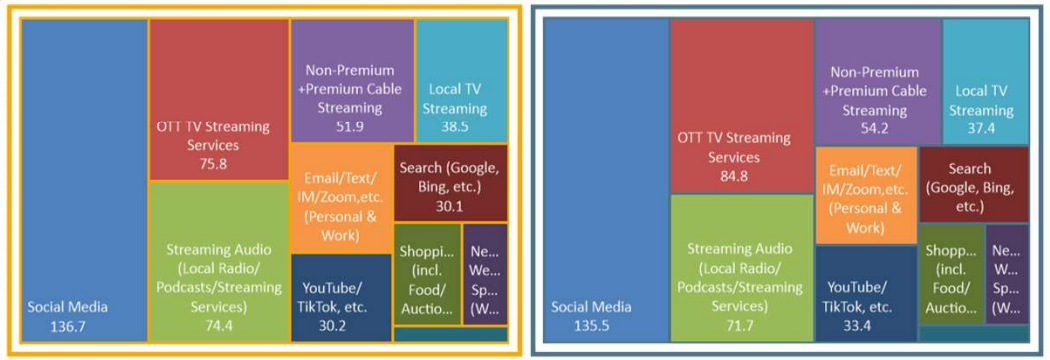
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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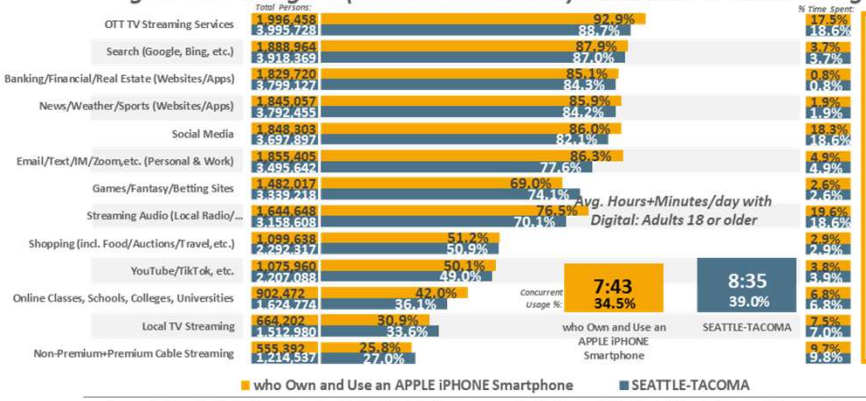
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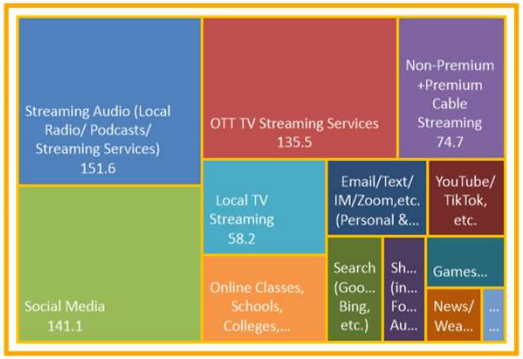


1,633,623 or 76.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 124.7 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

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

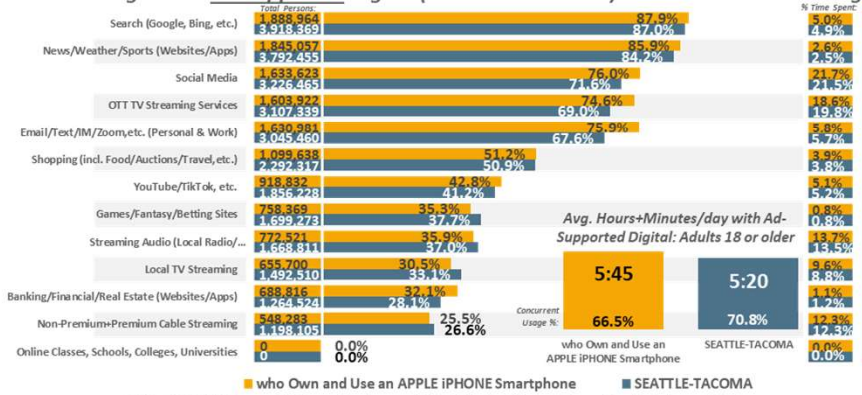


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

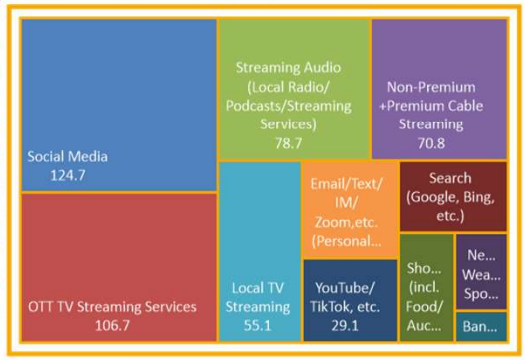


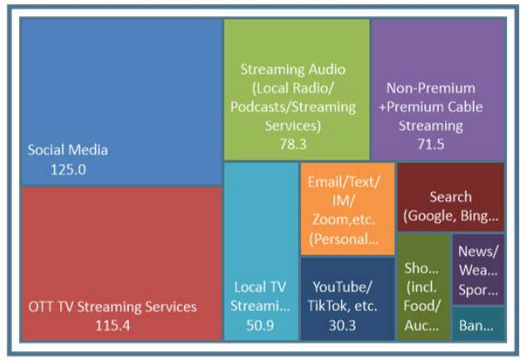


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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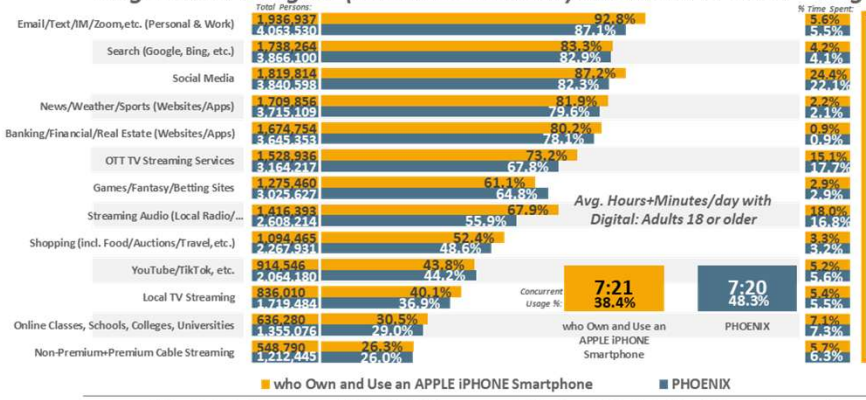
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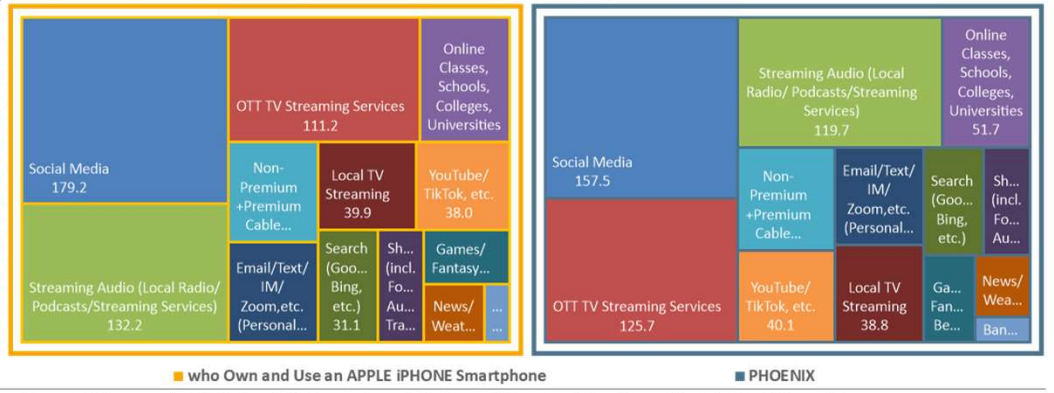


1,604,080 or 76.8% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Social Media for an average of 157.9 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

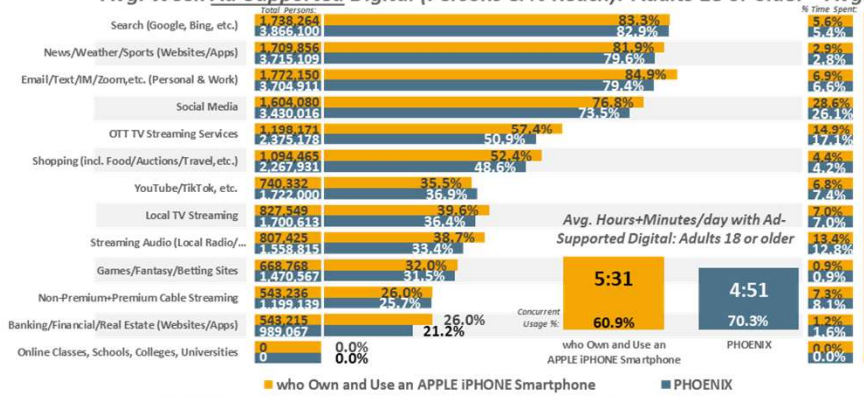
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



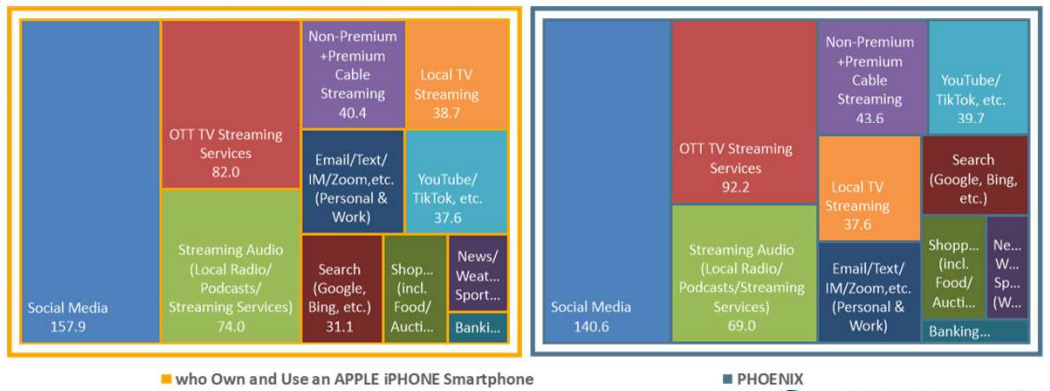
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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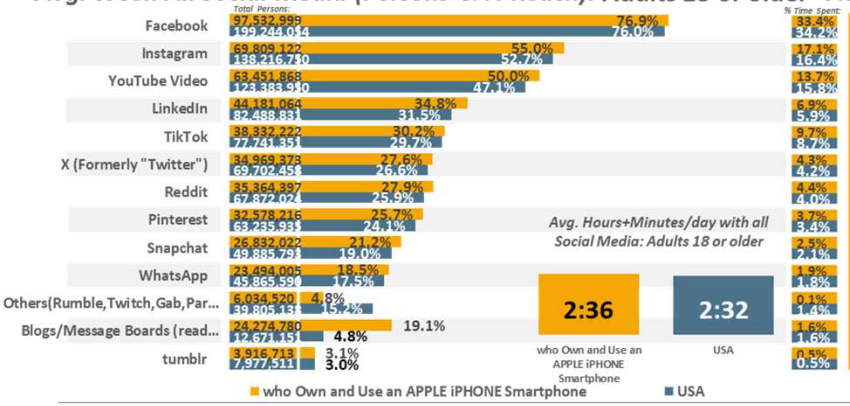
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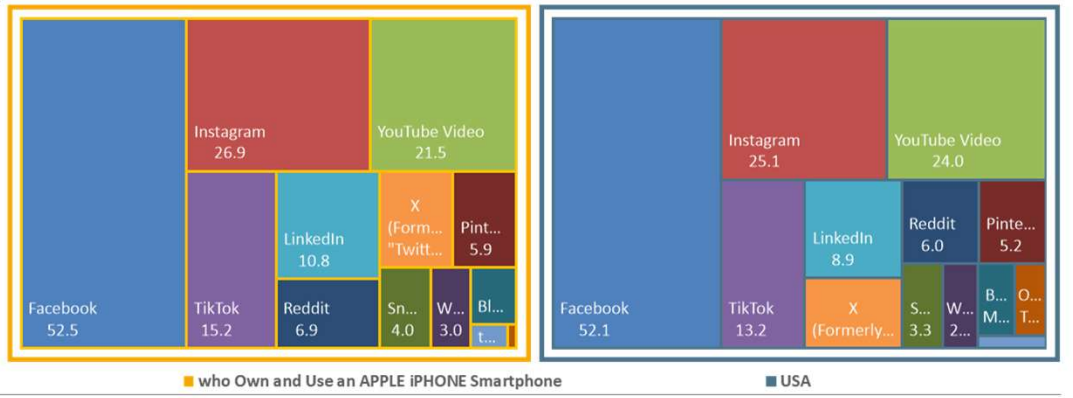


97,532,999 or 76.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

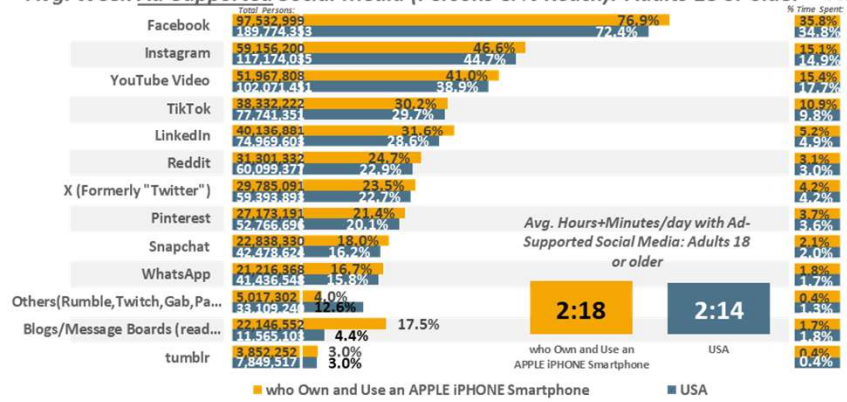
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



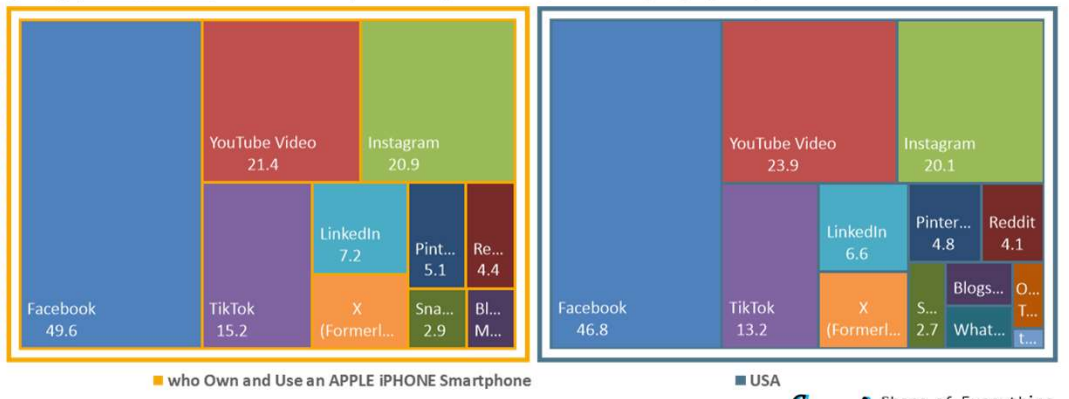
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

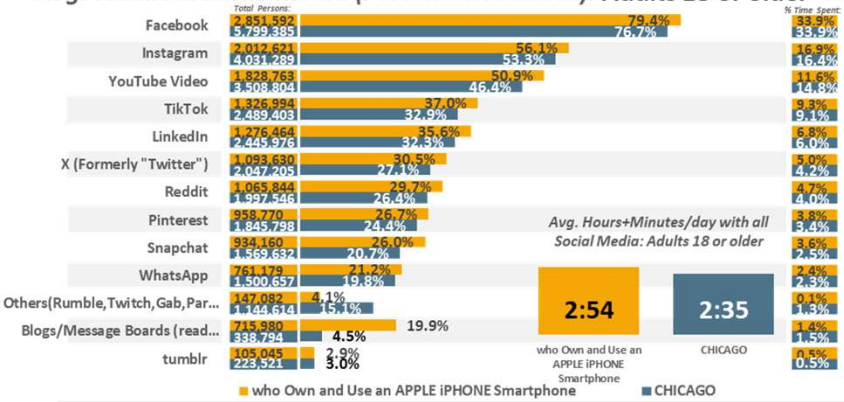
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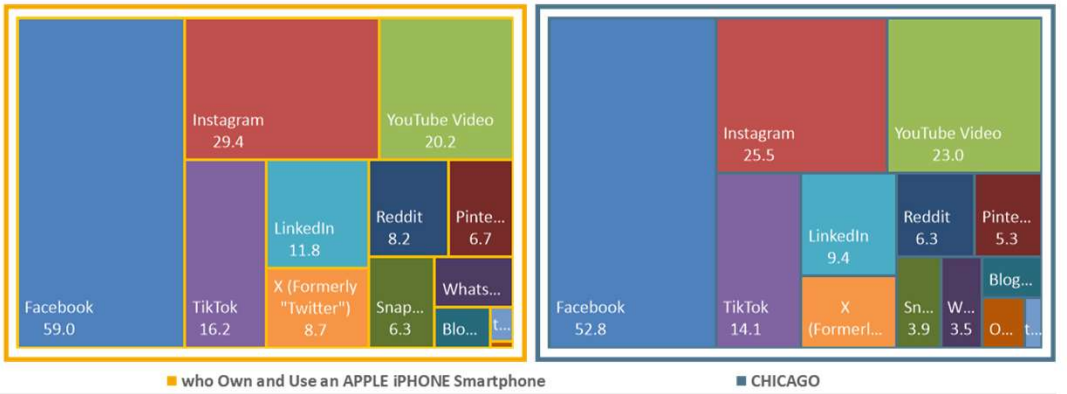


2,763,655 or 77.% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 56. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

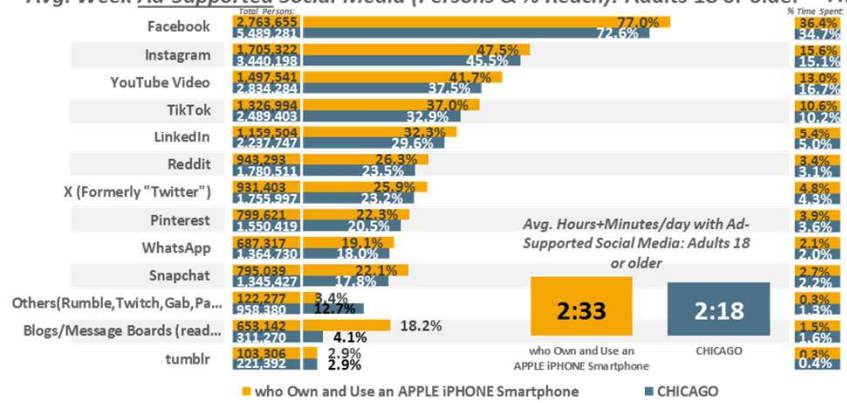
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



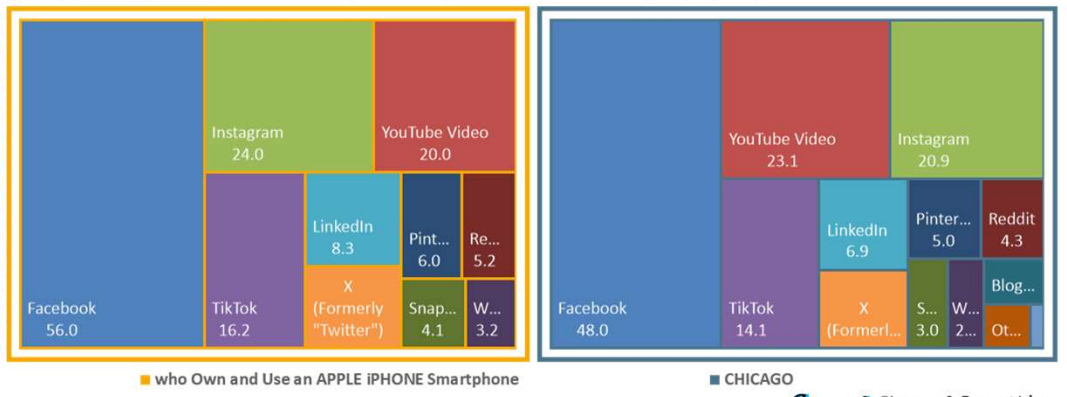
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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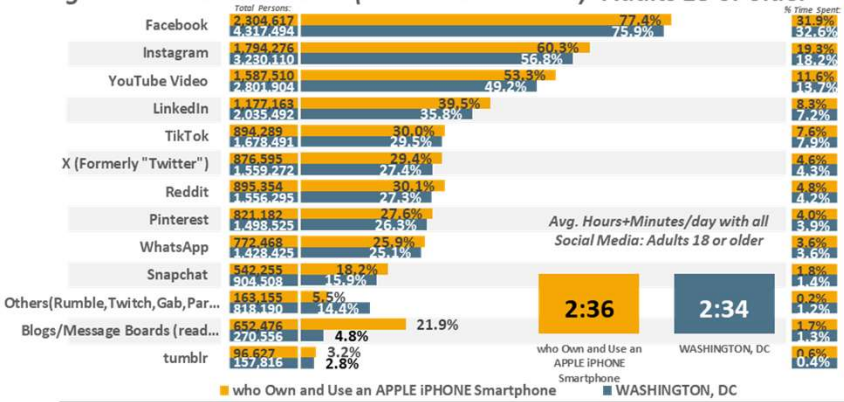
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

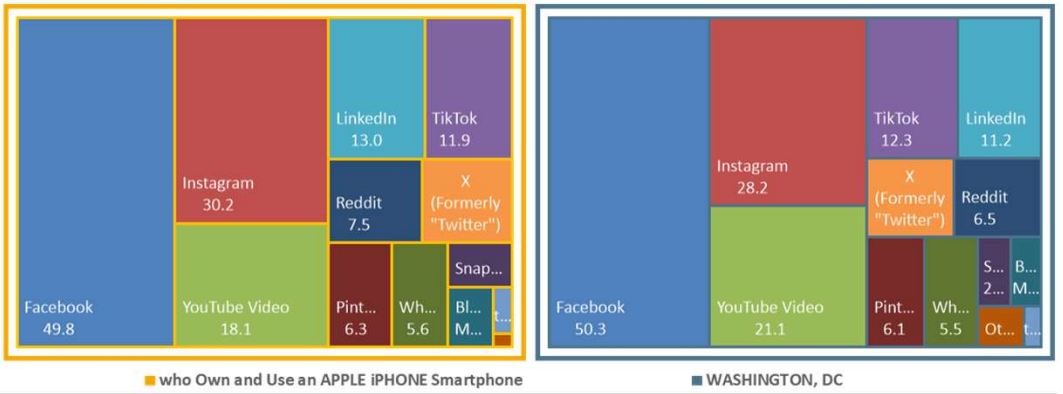


2,304,617 or 77.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

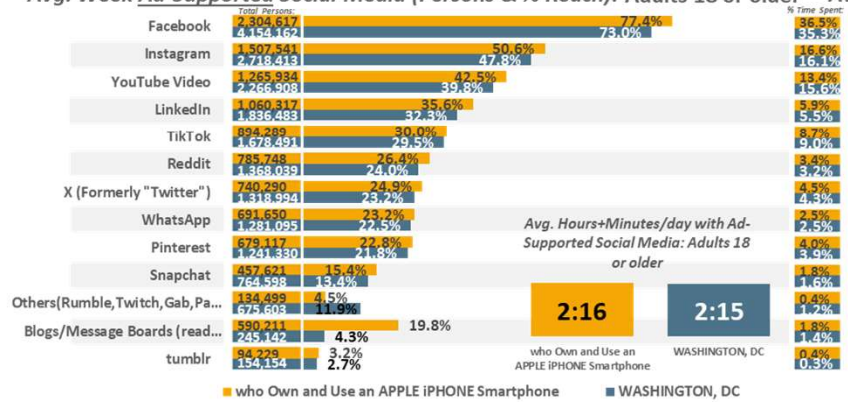
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



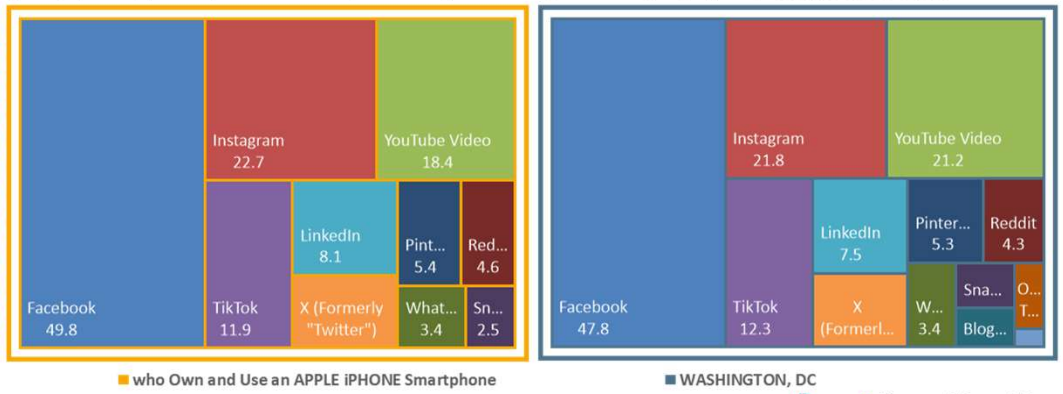
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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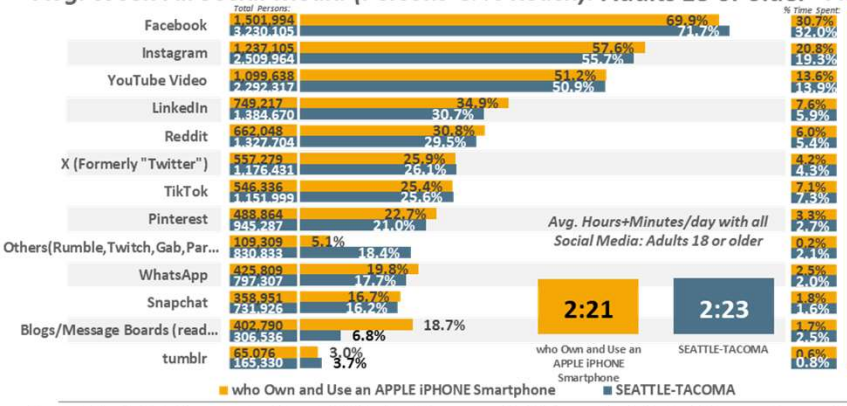
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

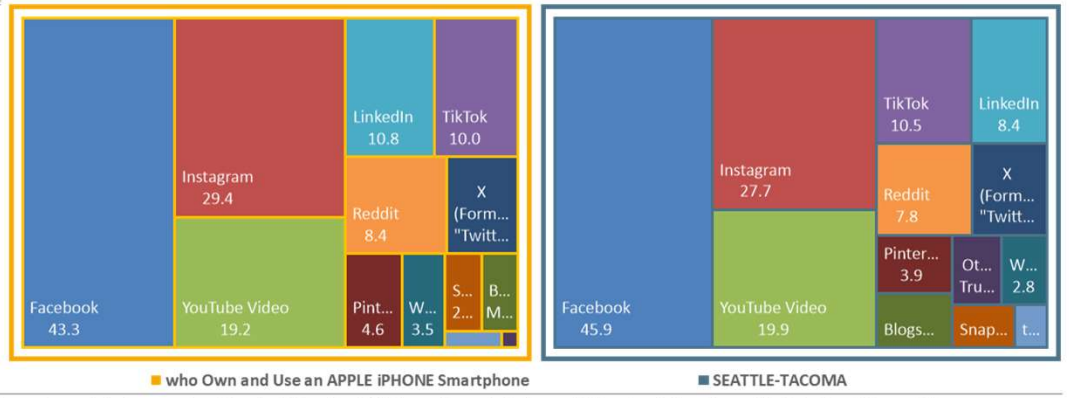


1,501,994 or 69.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 44.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

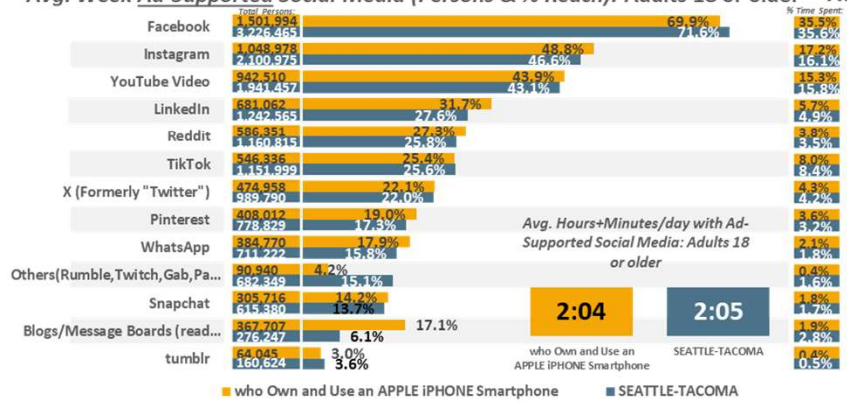
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



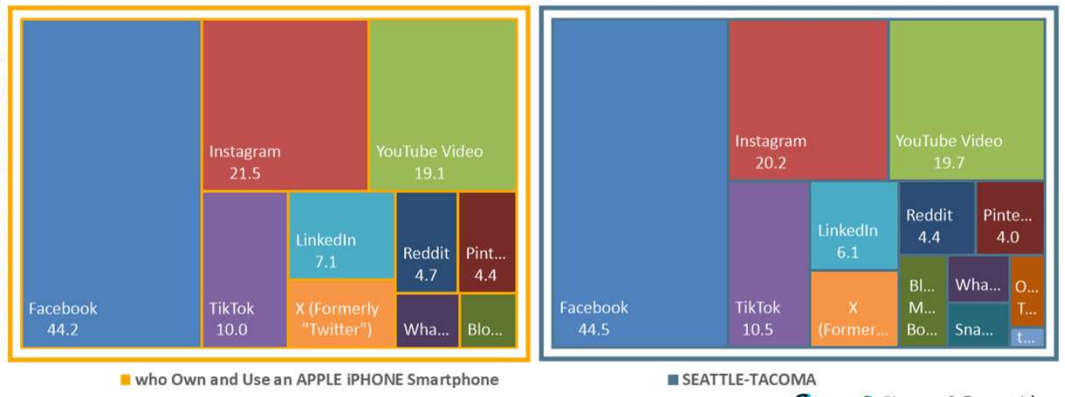
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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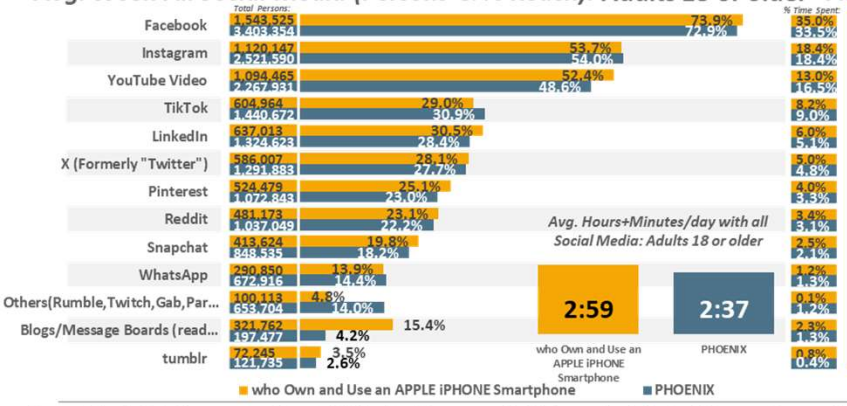
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

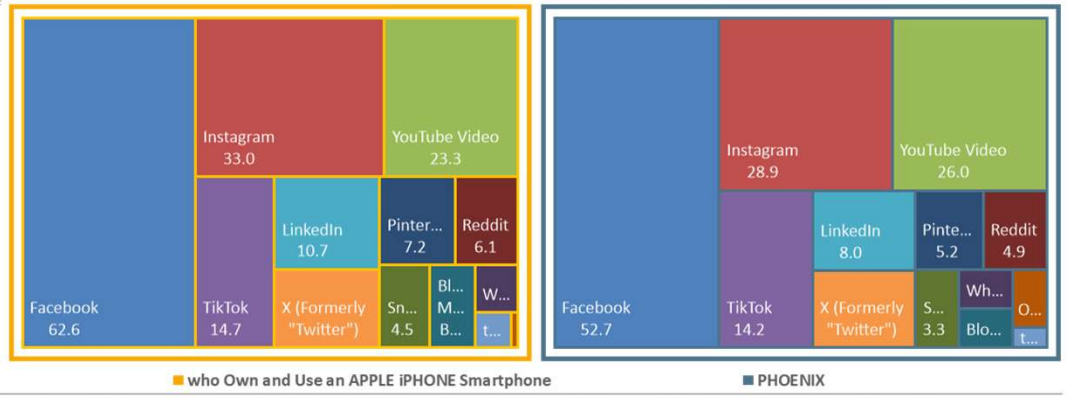


1,543,525 or 73.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 58.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

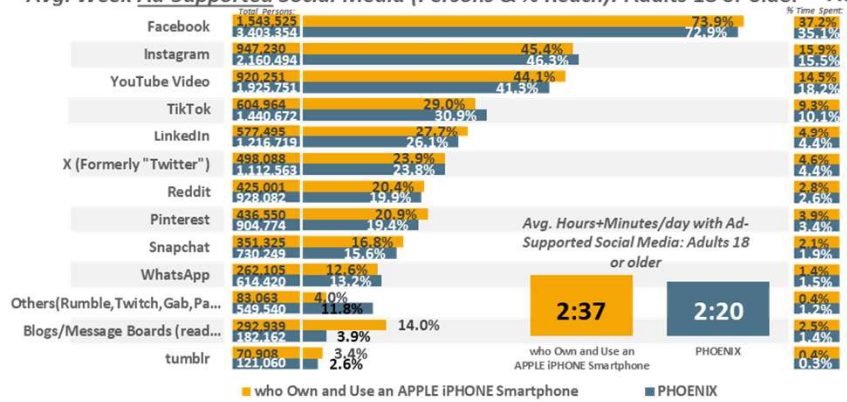
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



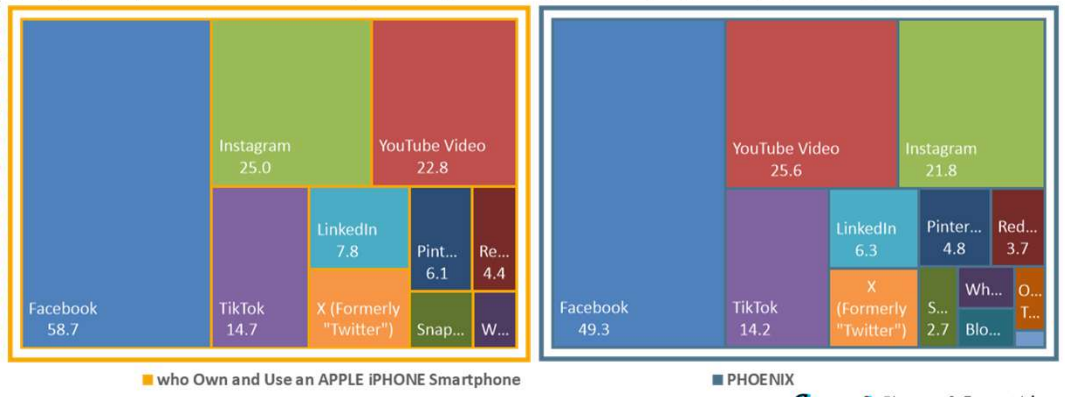
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

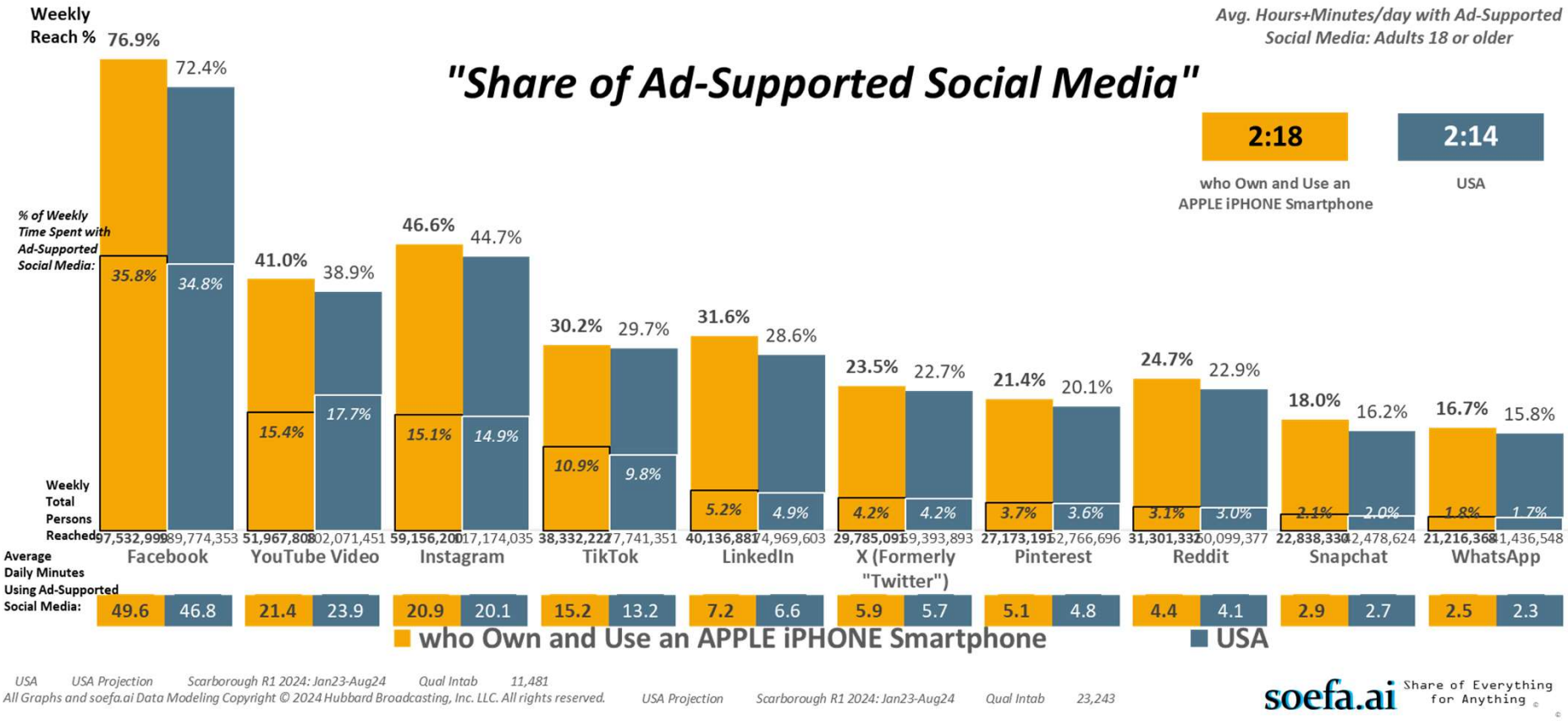
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97,532,999 or 76.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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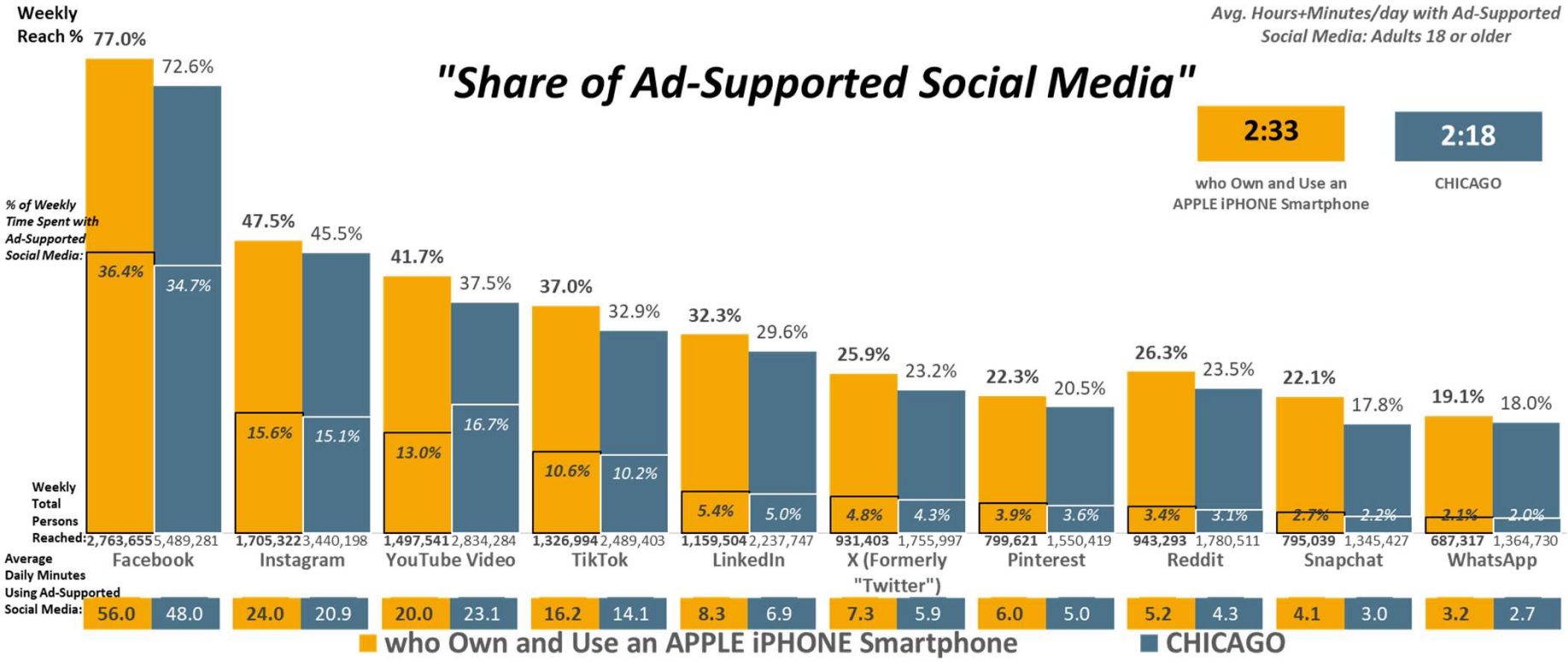
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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2,763,655 or 77.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 56. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

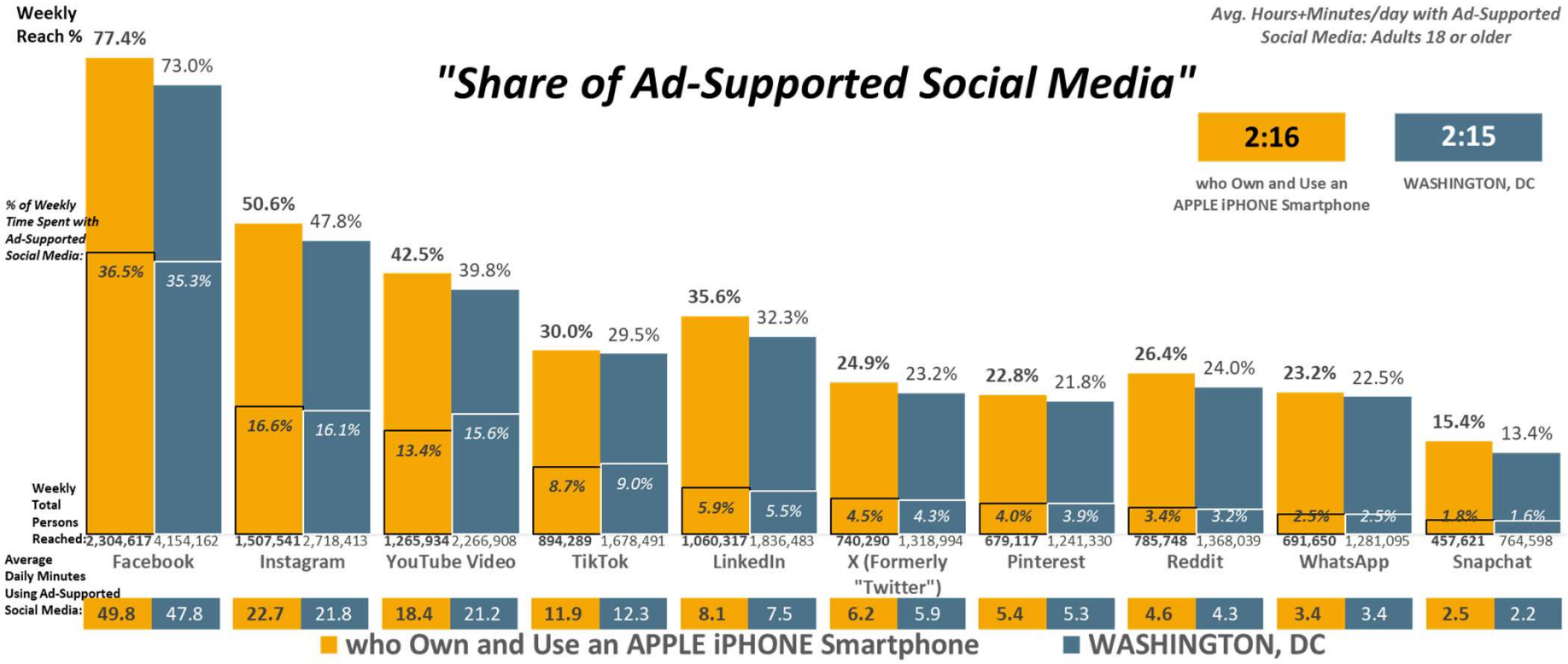
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2,304,617 or 77.4% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 49.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

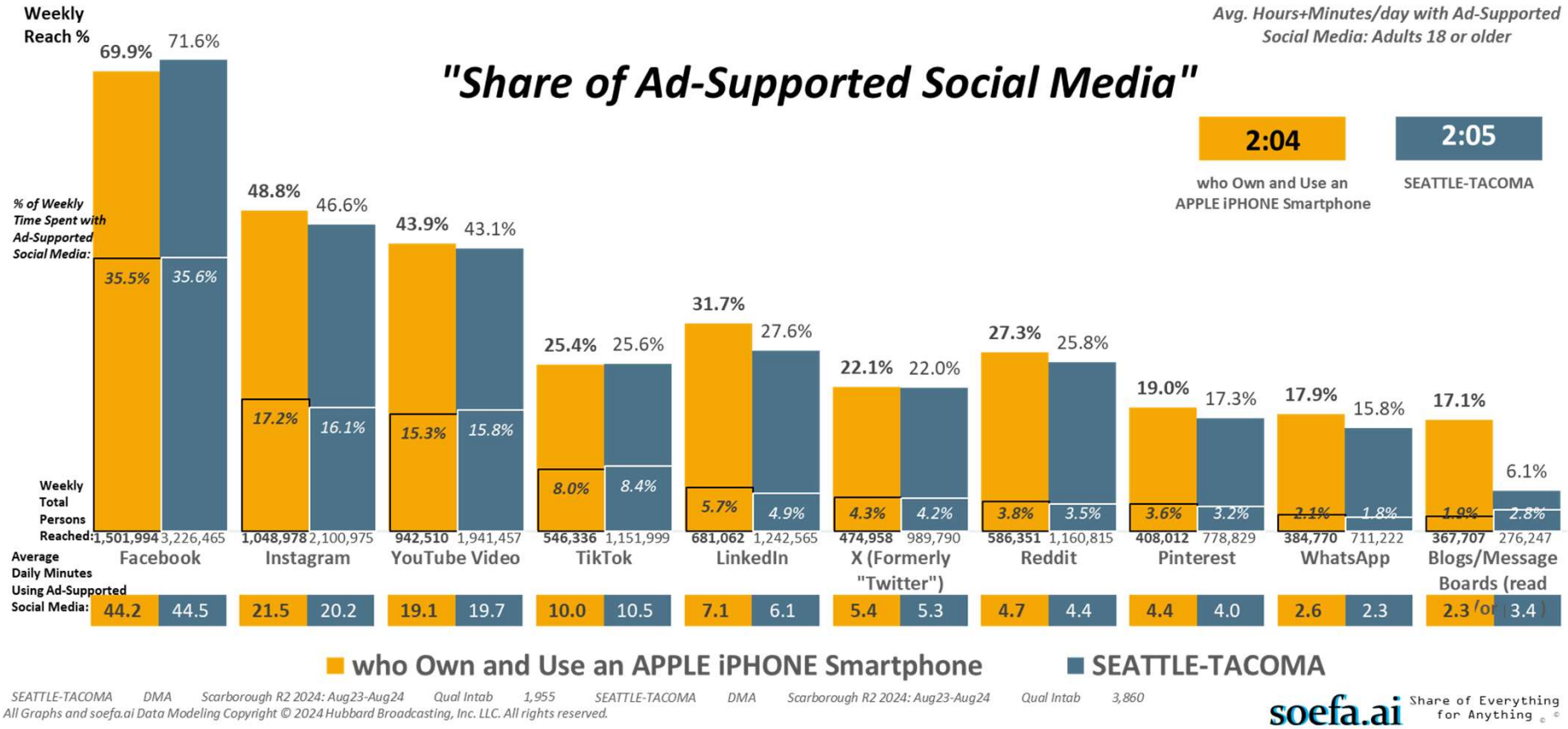
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1,501,994 or 69.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 44.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

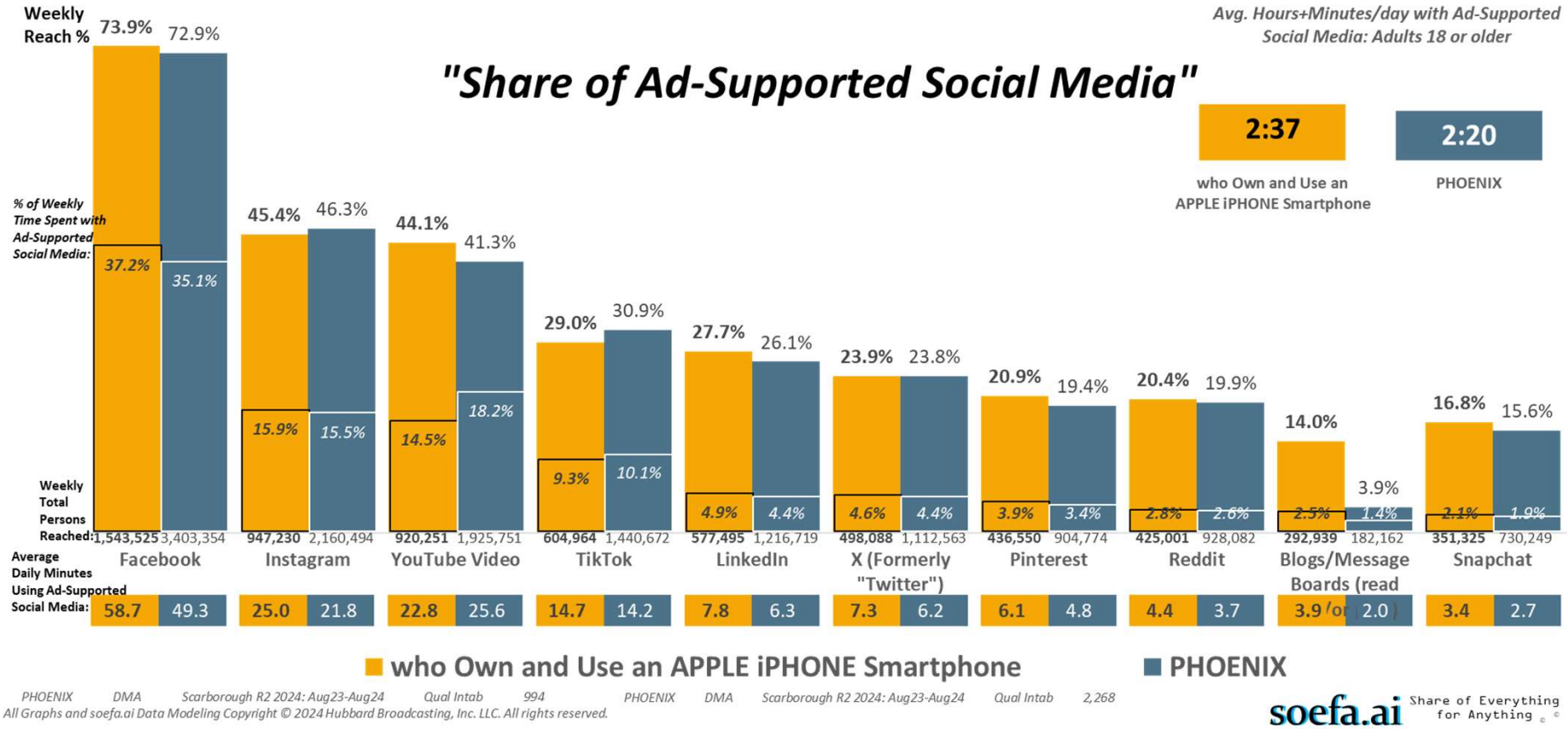
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1,543,525 or 73.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone use Ad-Supported Facebook for an average of 58.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

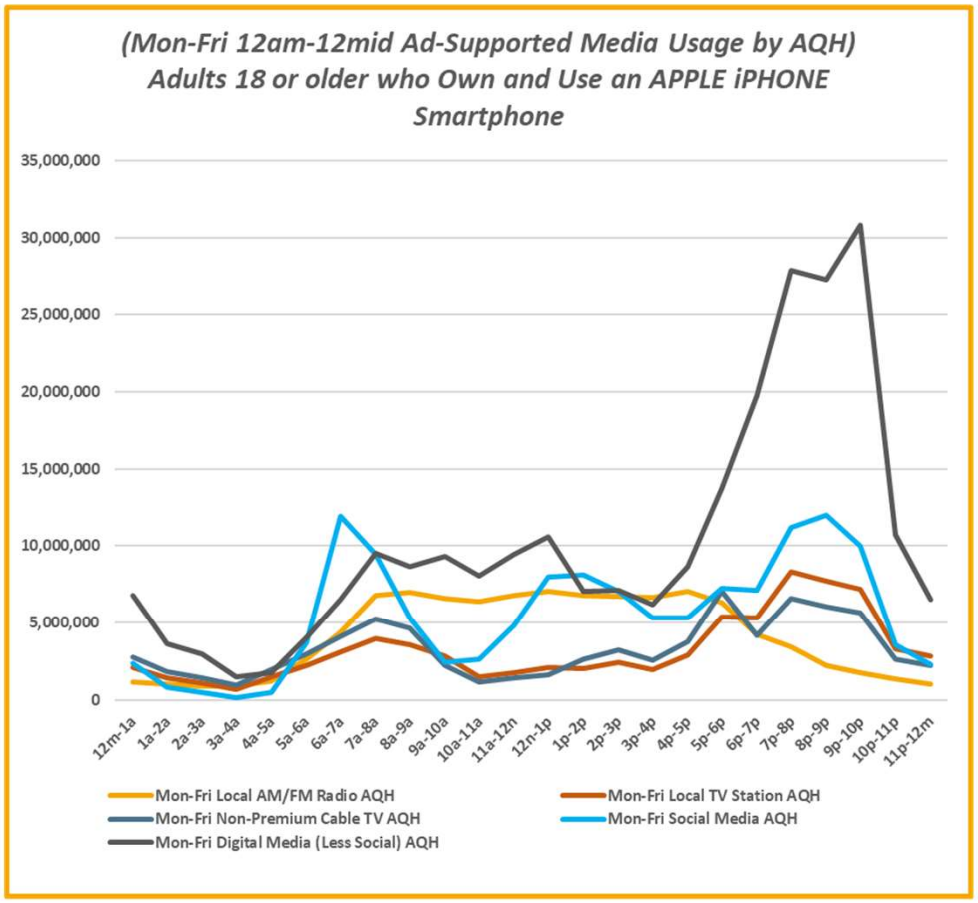
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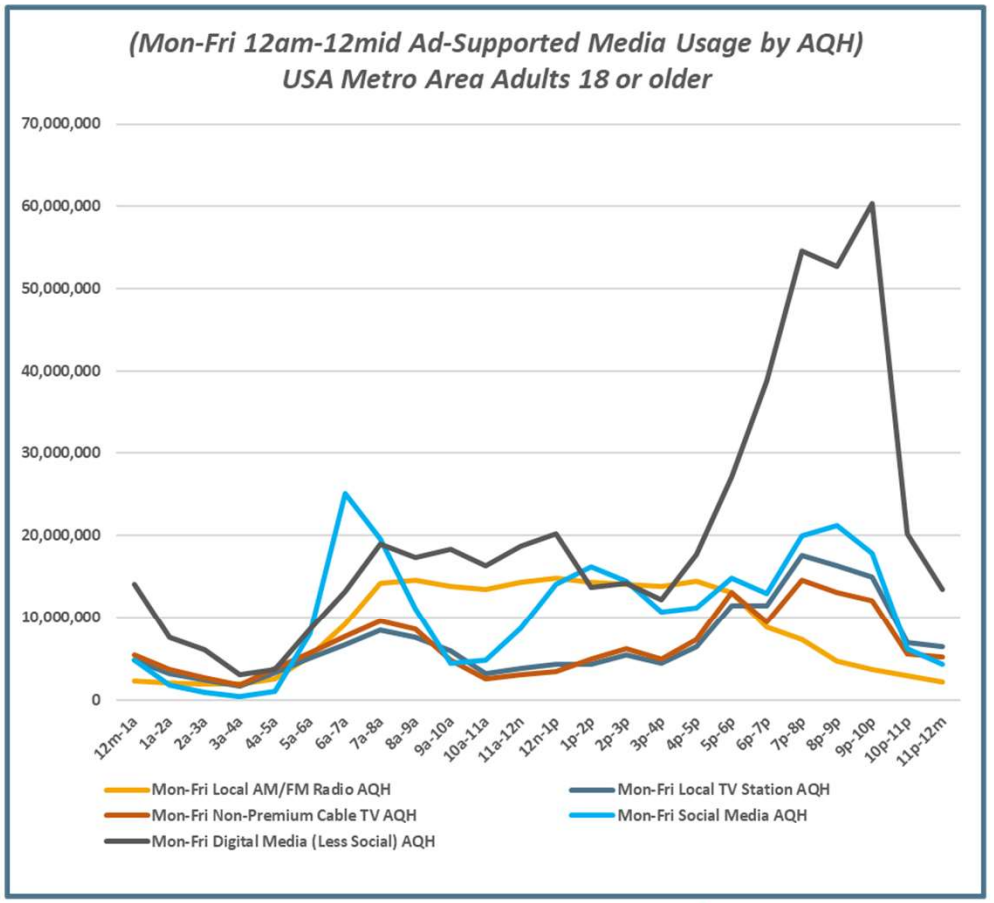
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,582,608; Social Media: 6,504,913; Local Radio: 6,350,075; Non-Prem. Cable: 3,366,953; Local TV: 2,977,121 reaching Adults 18 or older who Own and Use an APPLE iPHONE Sm





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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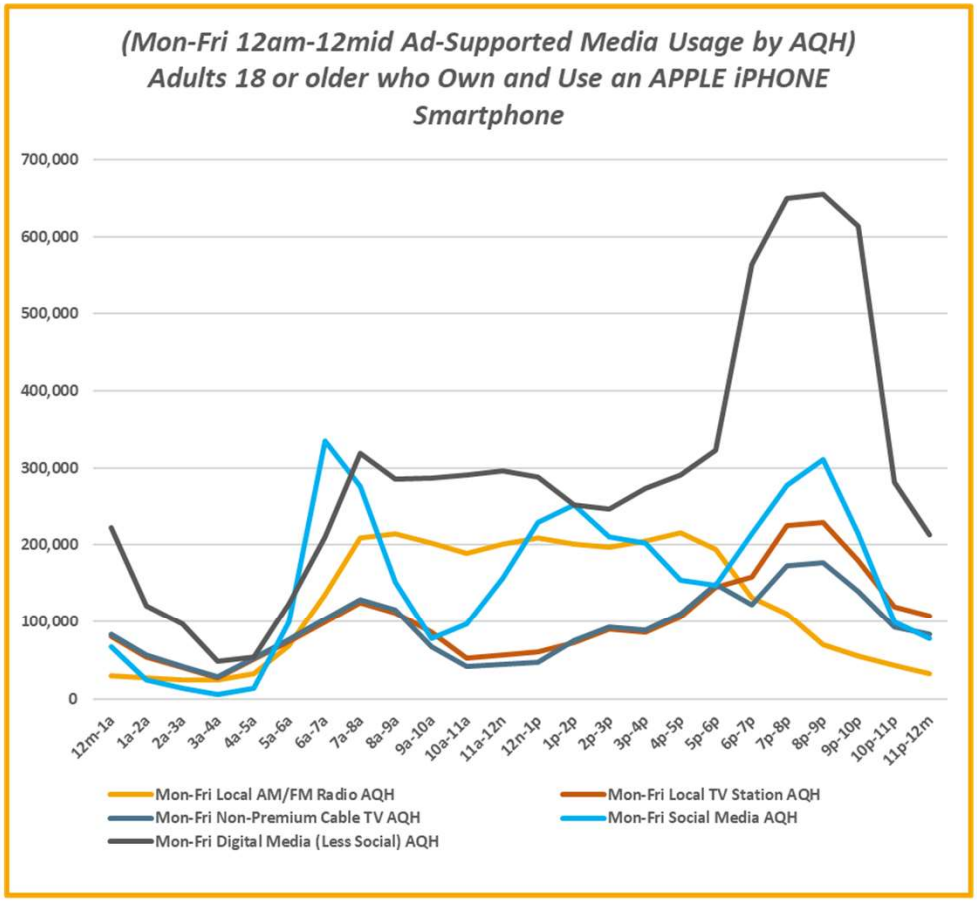
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

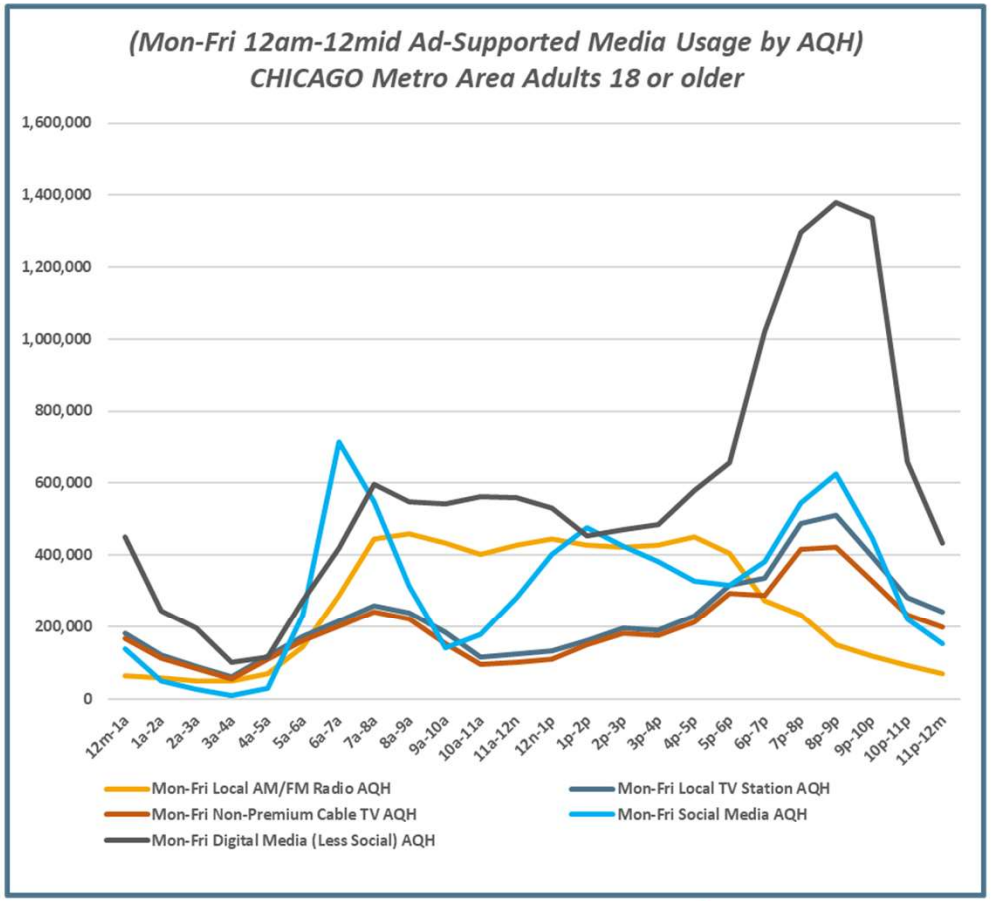
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 302,295; Social Media: 192,645; Local Radio: 192,581; Local TV: 96,032; Non-Prem. Cable: 90,982 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

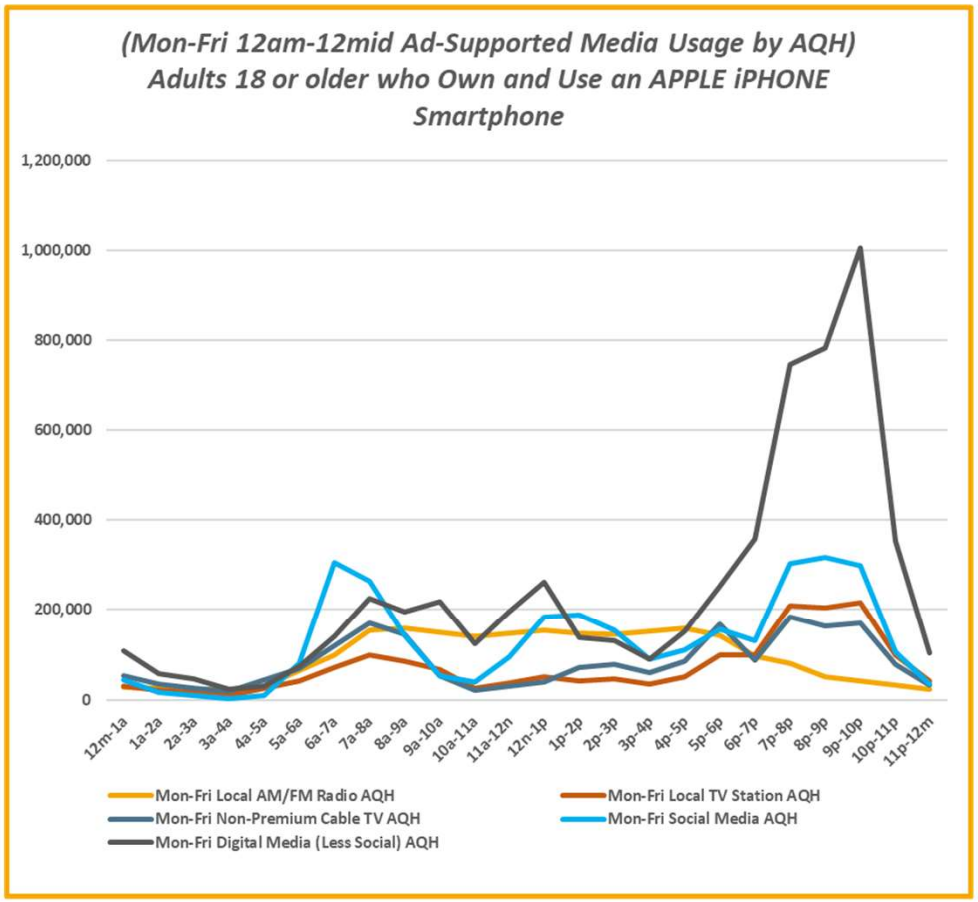
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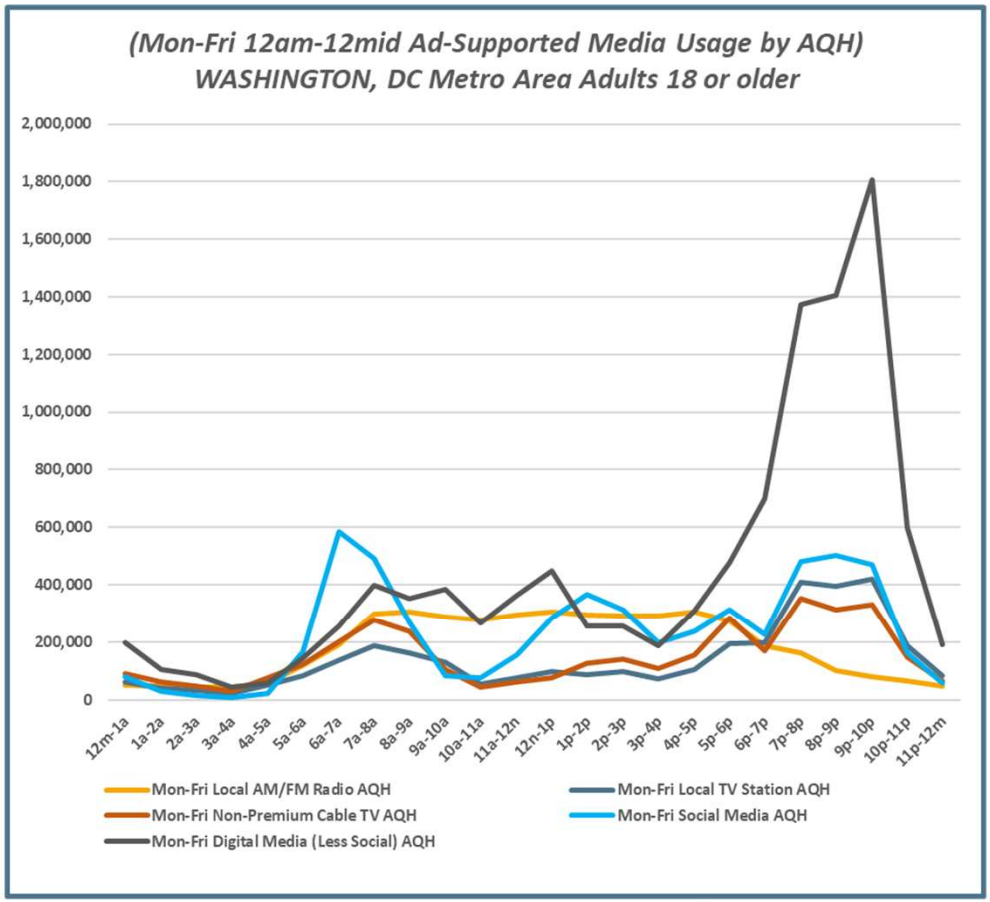
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 191,082; Social Media: 147,246; Local Radio: 141,991; Non-Prem. Cable: 86,893; Local TV: 61,772 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

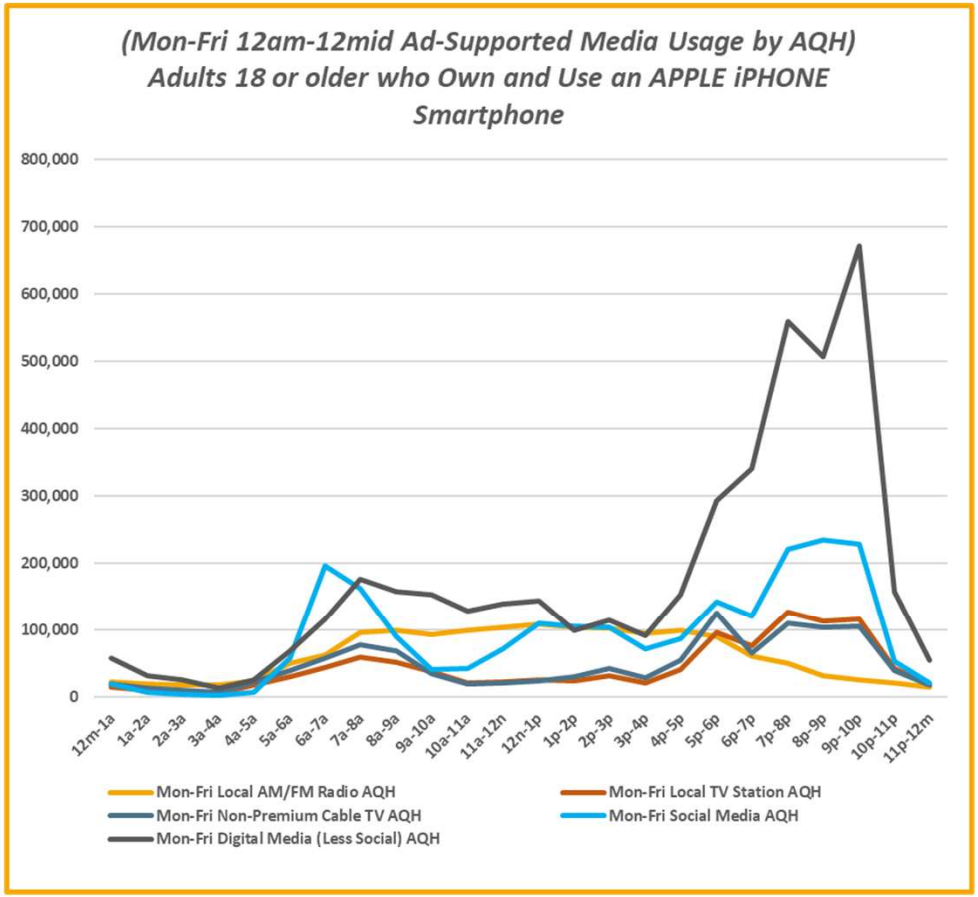
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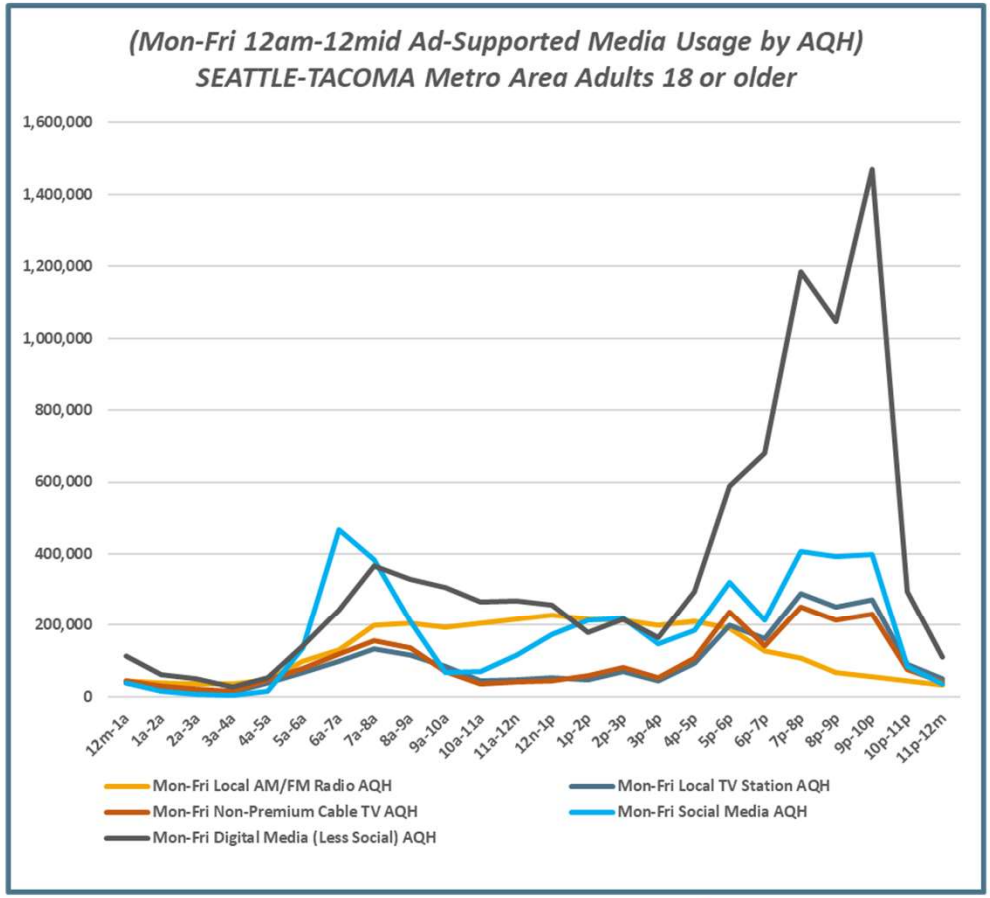
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 162,078; Social Media: 102,959; Local Radio: 93,075; Non-Prem. Cable: 49,392; Local TV: 41,999 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

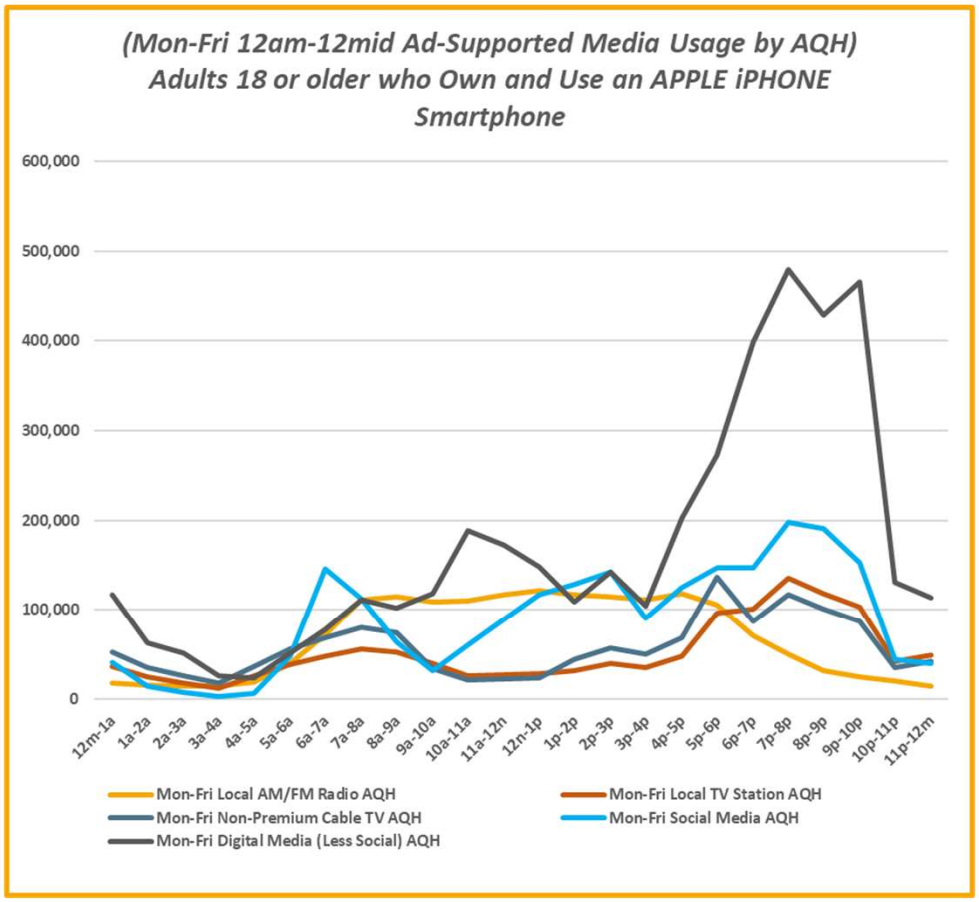
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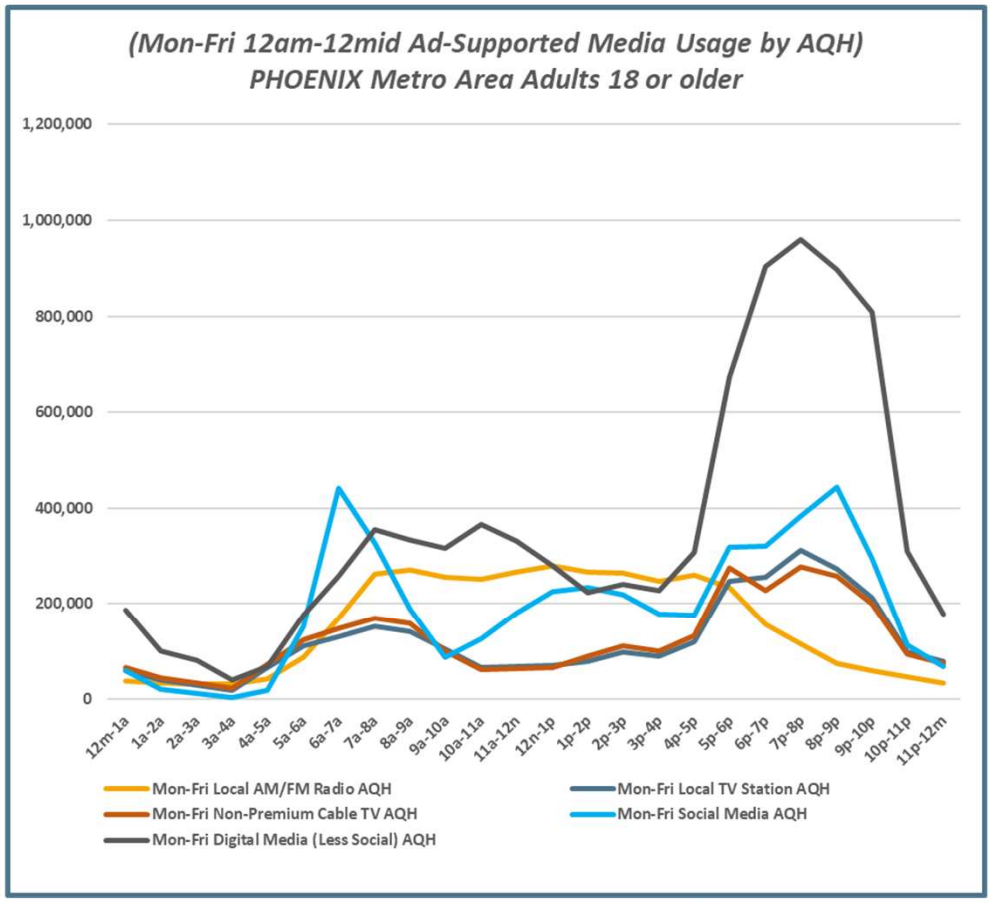
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 165,380; Social Media: 107,854; Local Radio: 107,403; Non-Prem. Cable: 59,333; Local TV: 48,328 reaching Adults 18 or older who Own and Use an APPLE iPHONE Smartphone.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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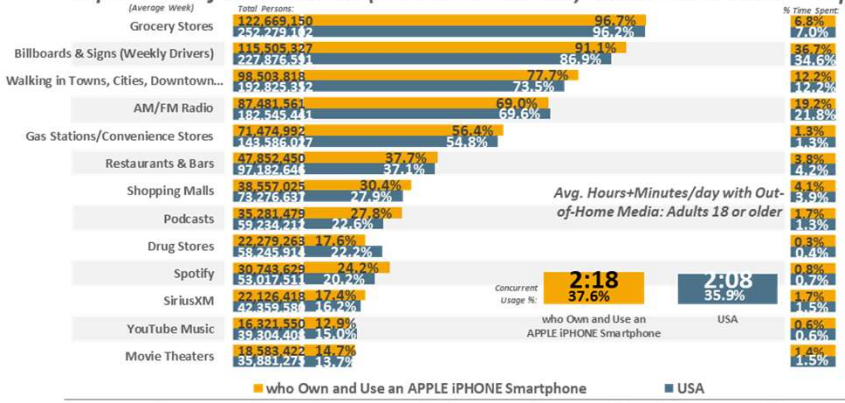
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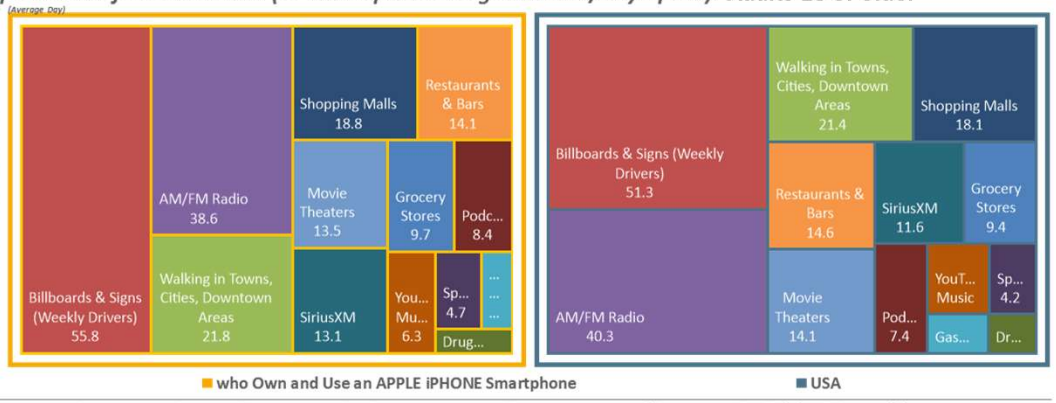


115,505,327 or 91.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

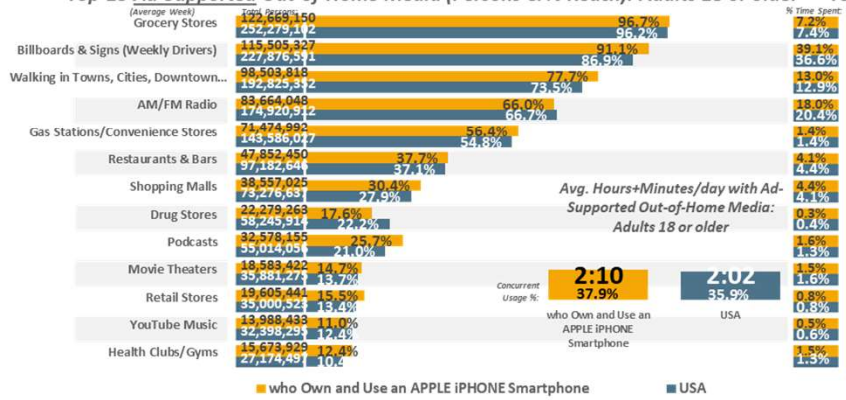
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



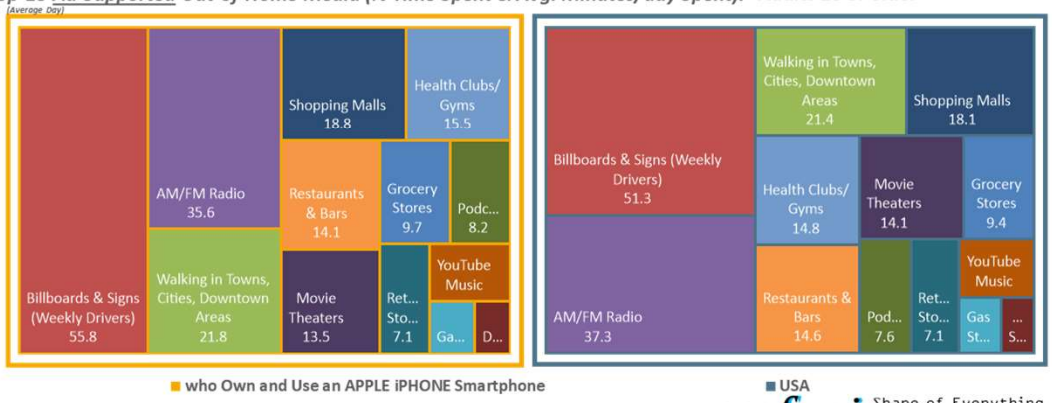
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

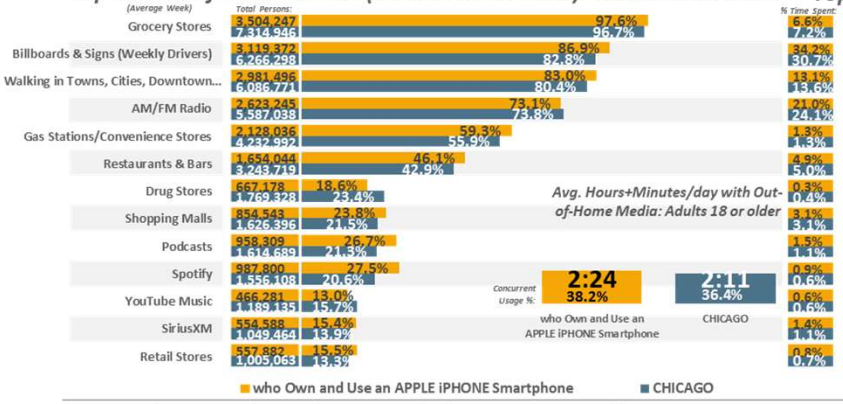
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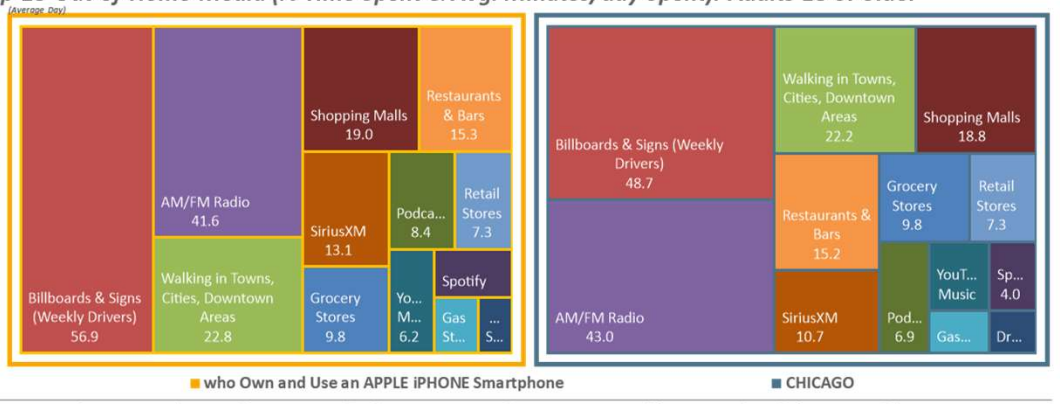


3,119,372 or 86.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

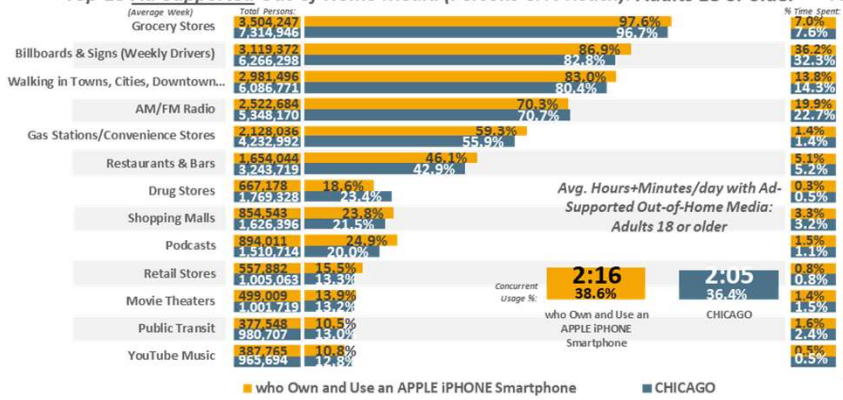
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



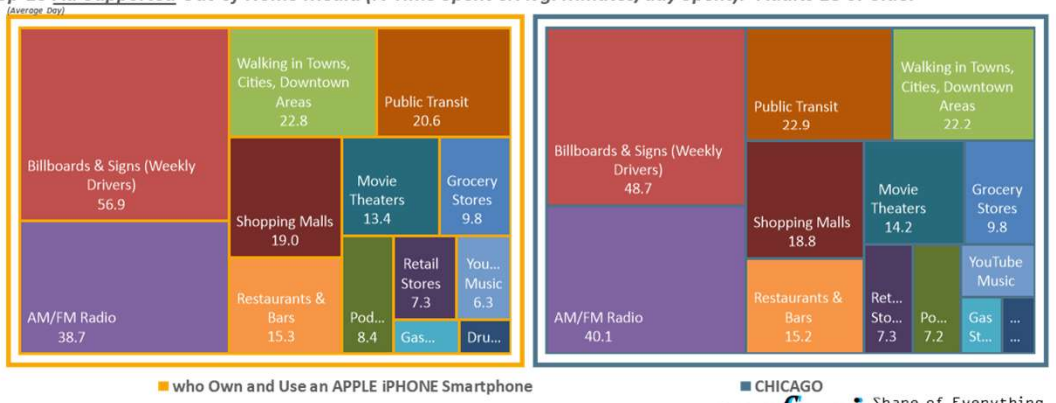
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

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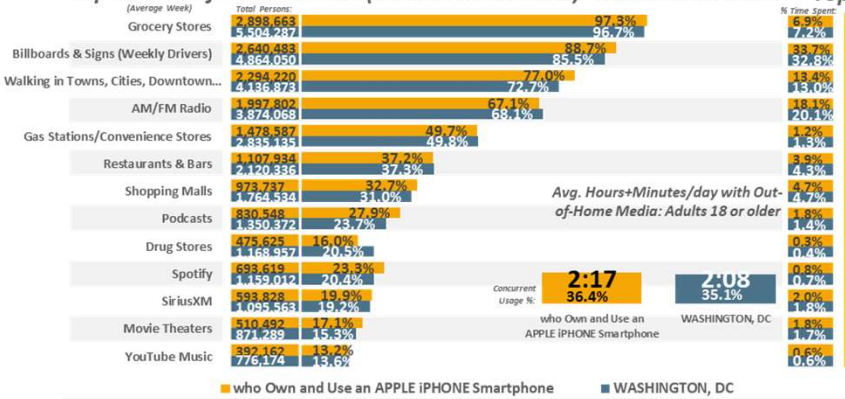
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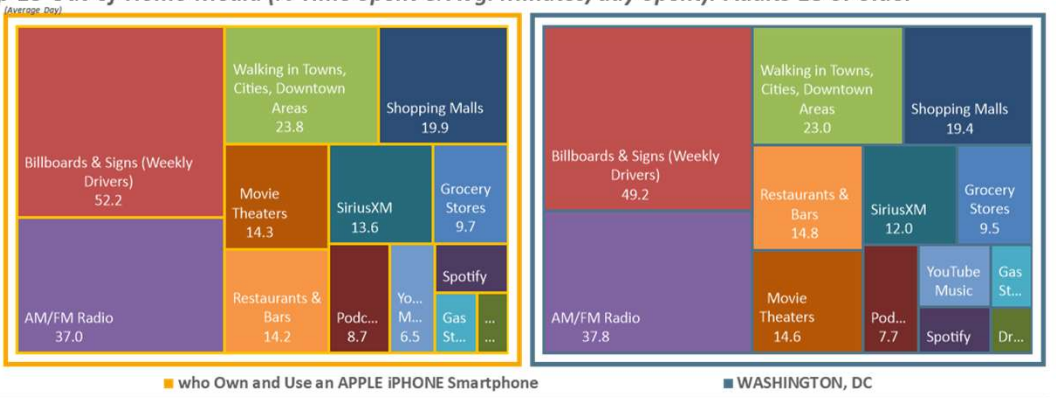


2,640,483 or 88.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 52.2 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 33.4 minutes/day.

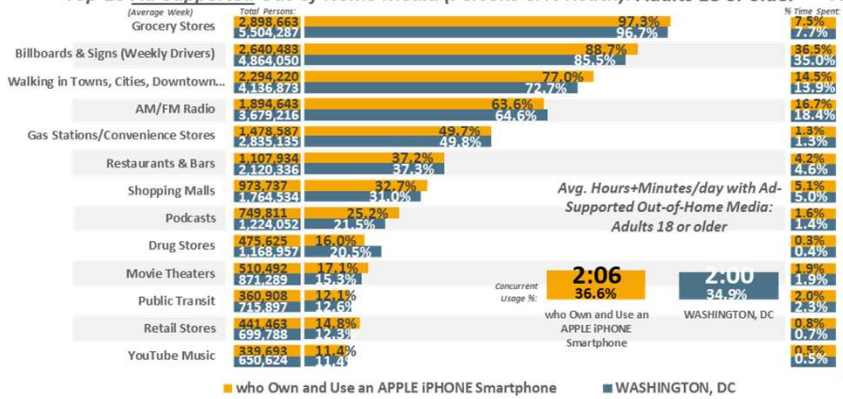
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



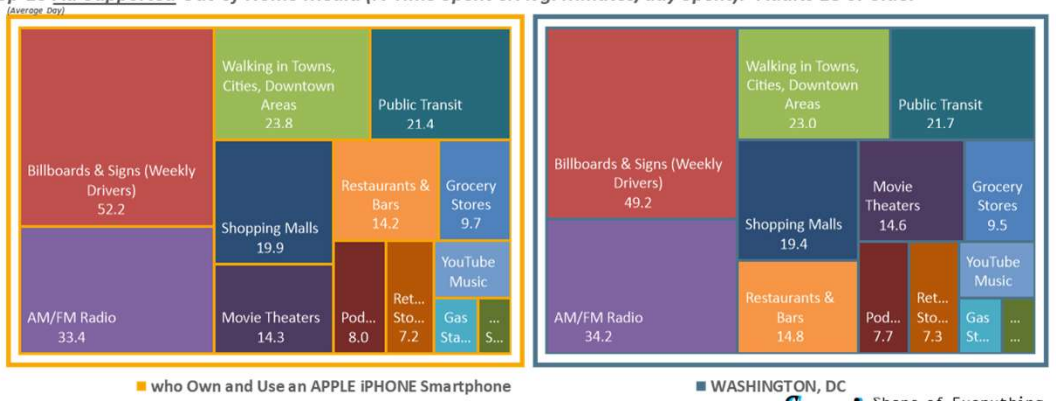
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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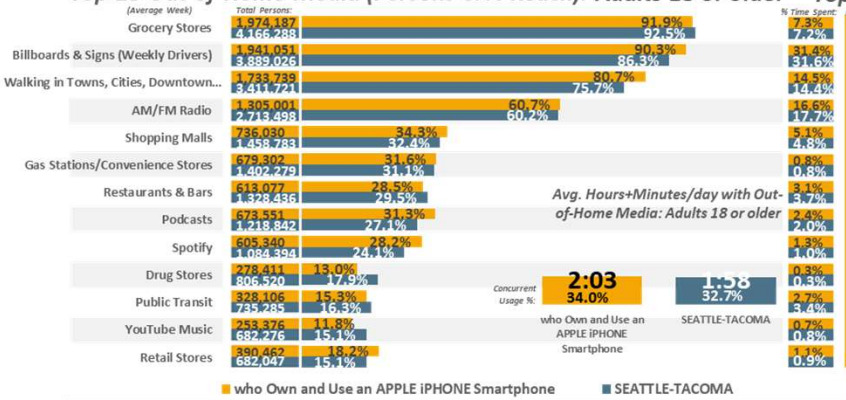
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

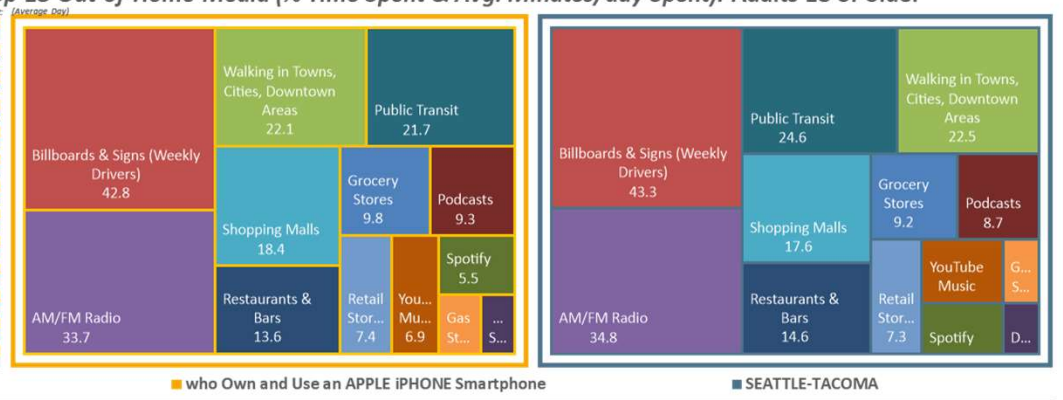


1,941,051 or 90.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 58.2% Listen to Local Radio Stations Out-of-Home for an average of 29.9 minutes/day.

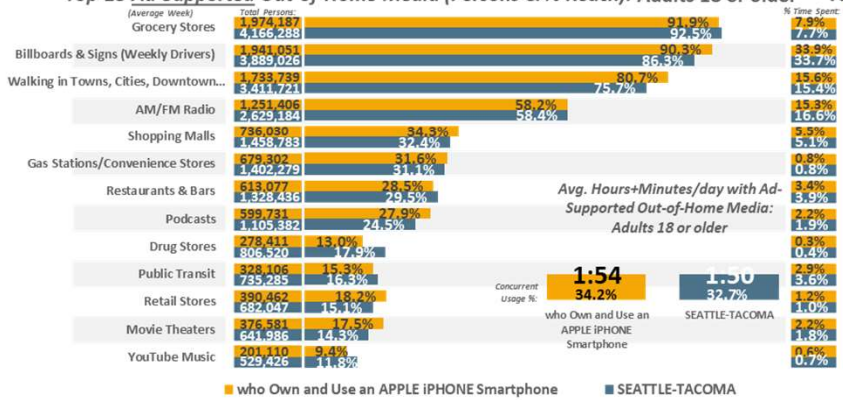
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



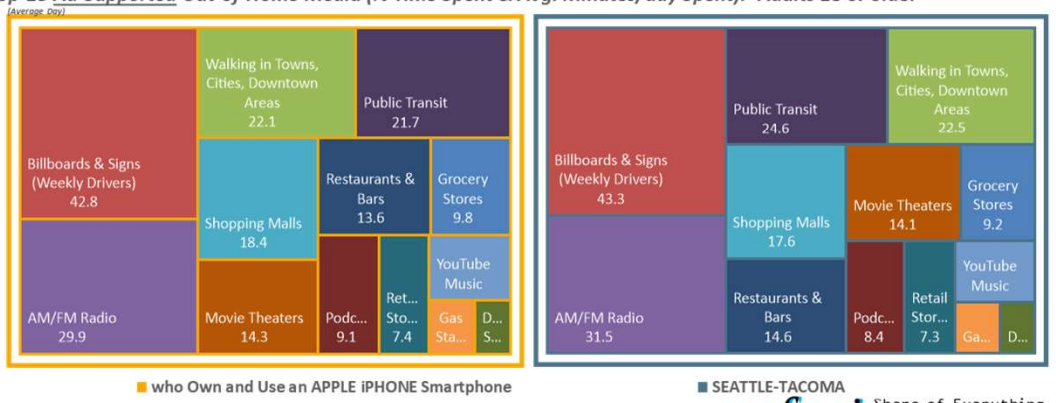
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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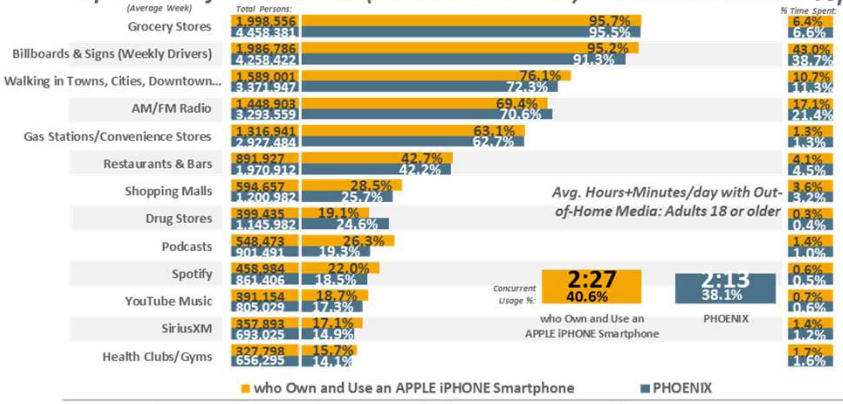
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

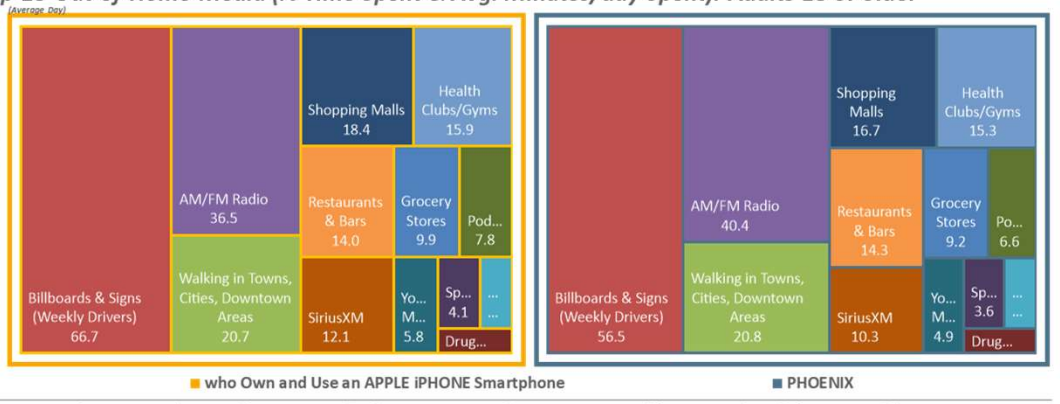


1,986,786 or 95.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 66.7 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day.

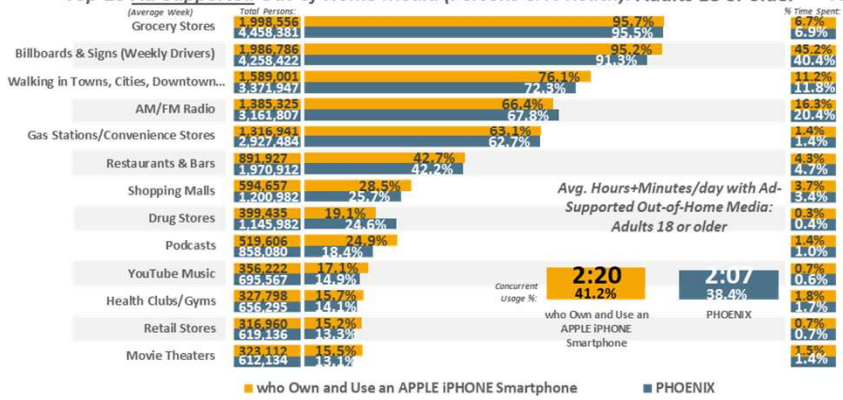
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



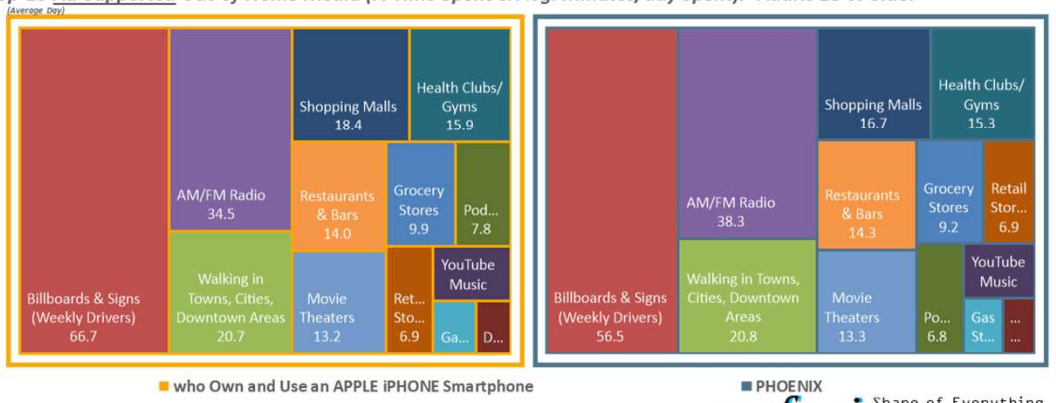
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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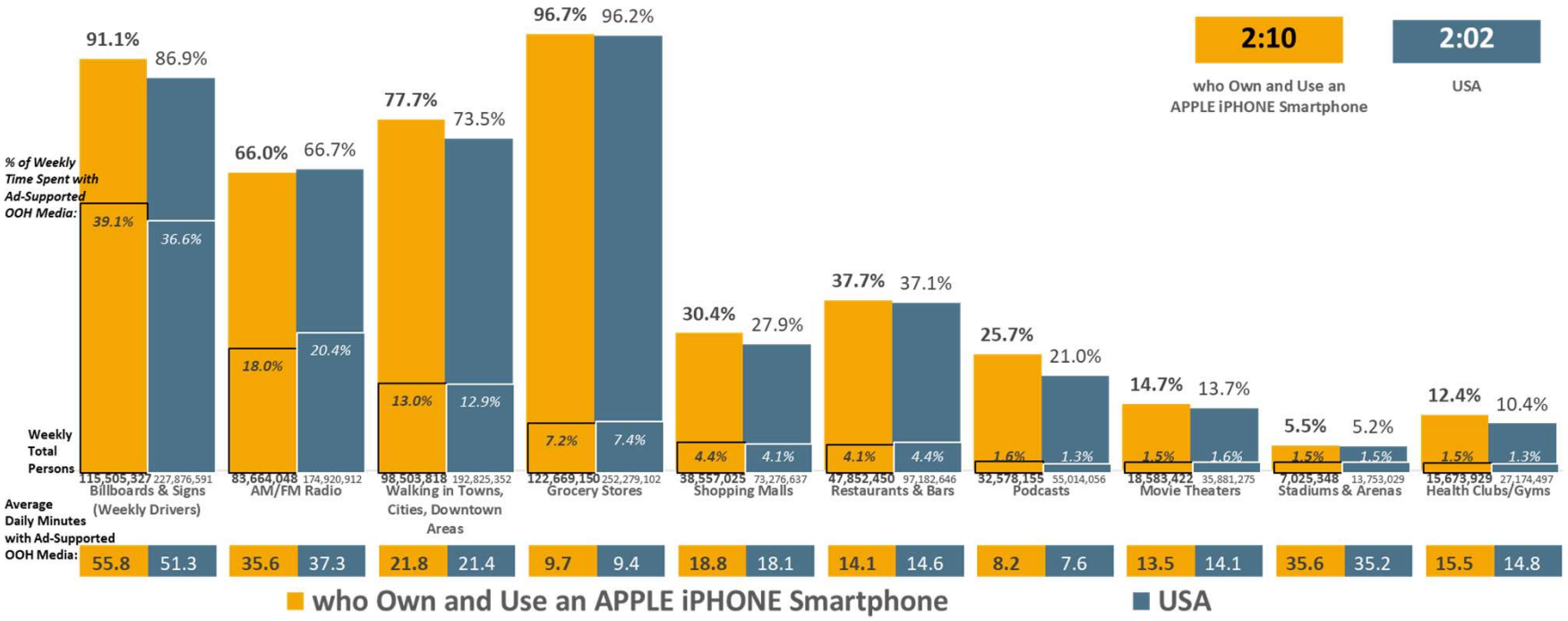
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



115,505,327 or 91.1% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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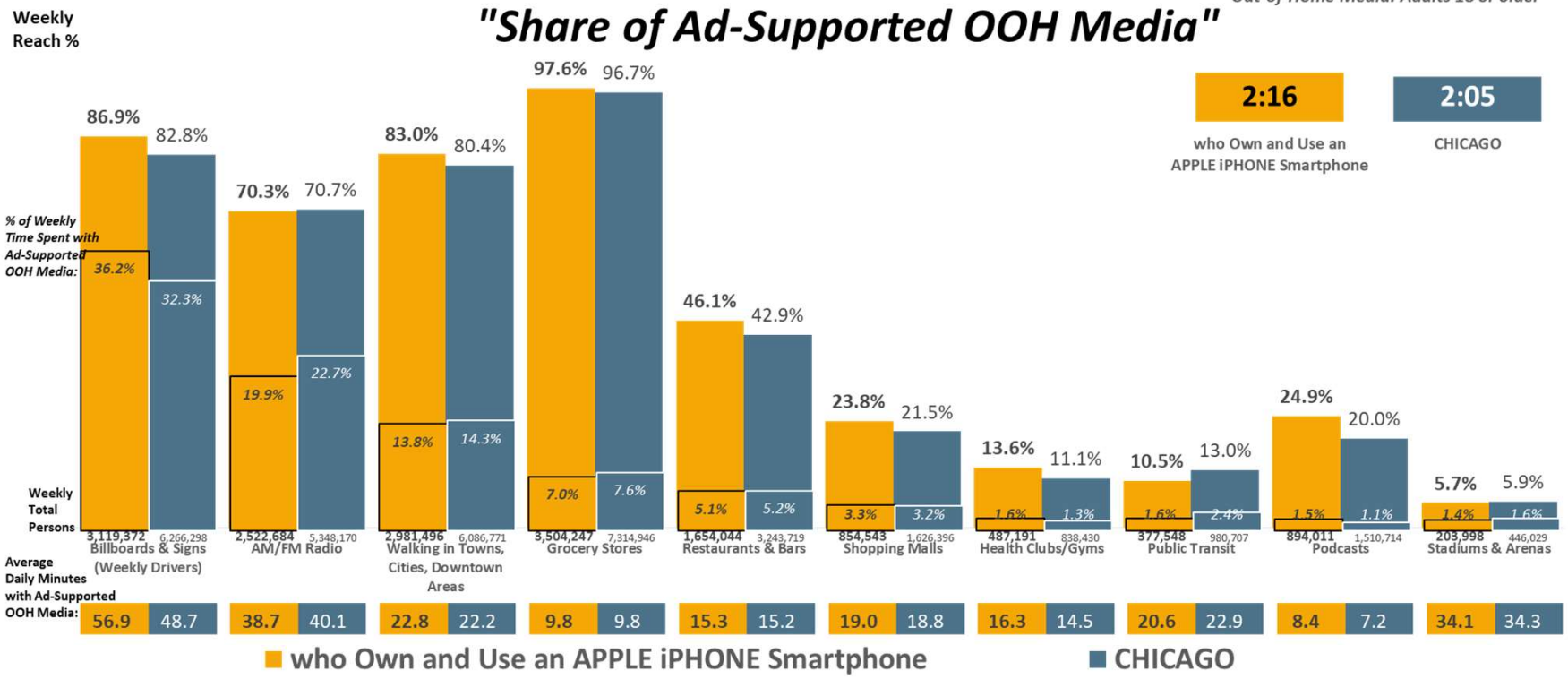
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



3,119,372 or 86.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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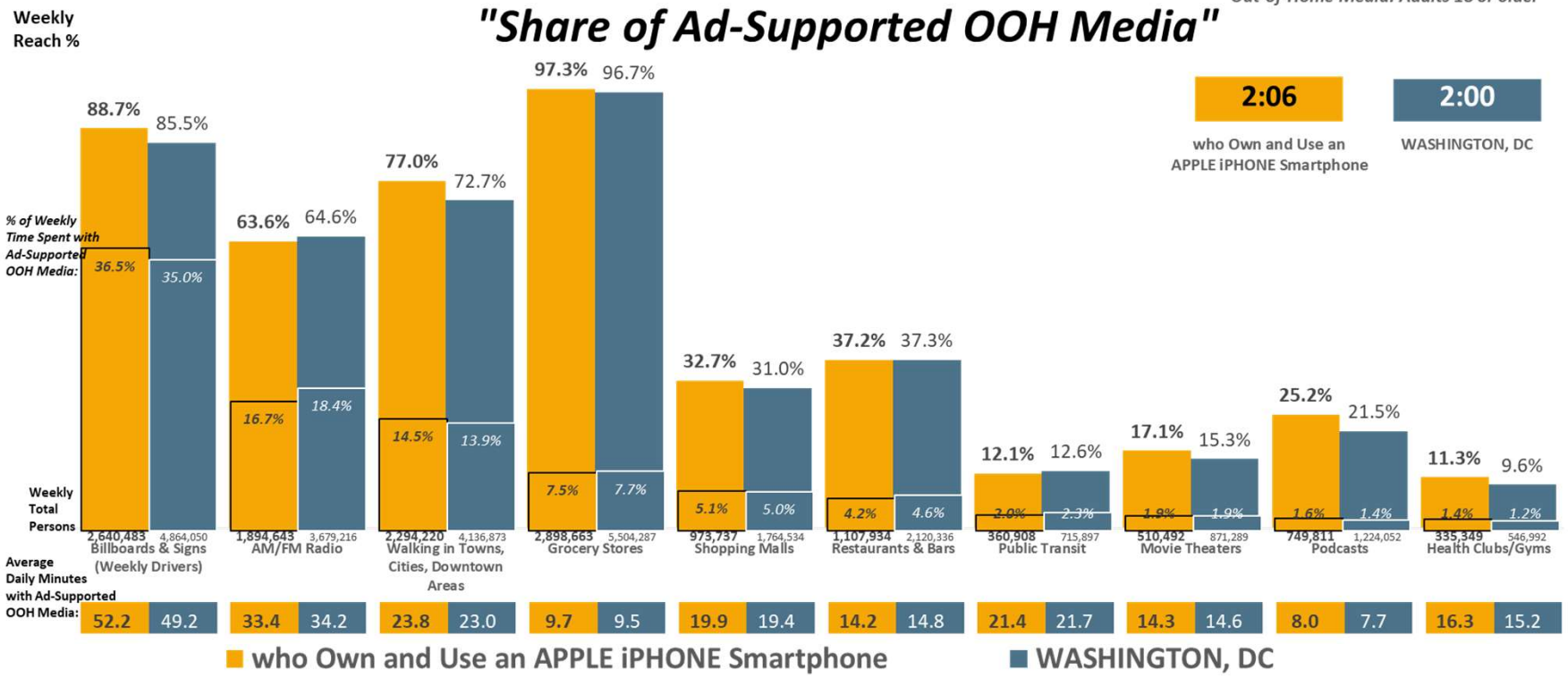
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



2,640,483 or 88.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 52.2 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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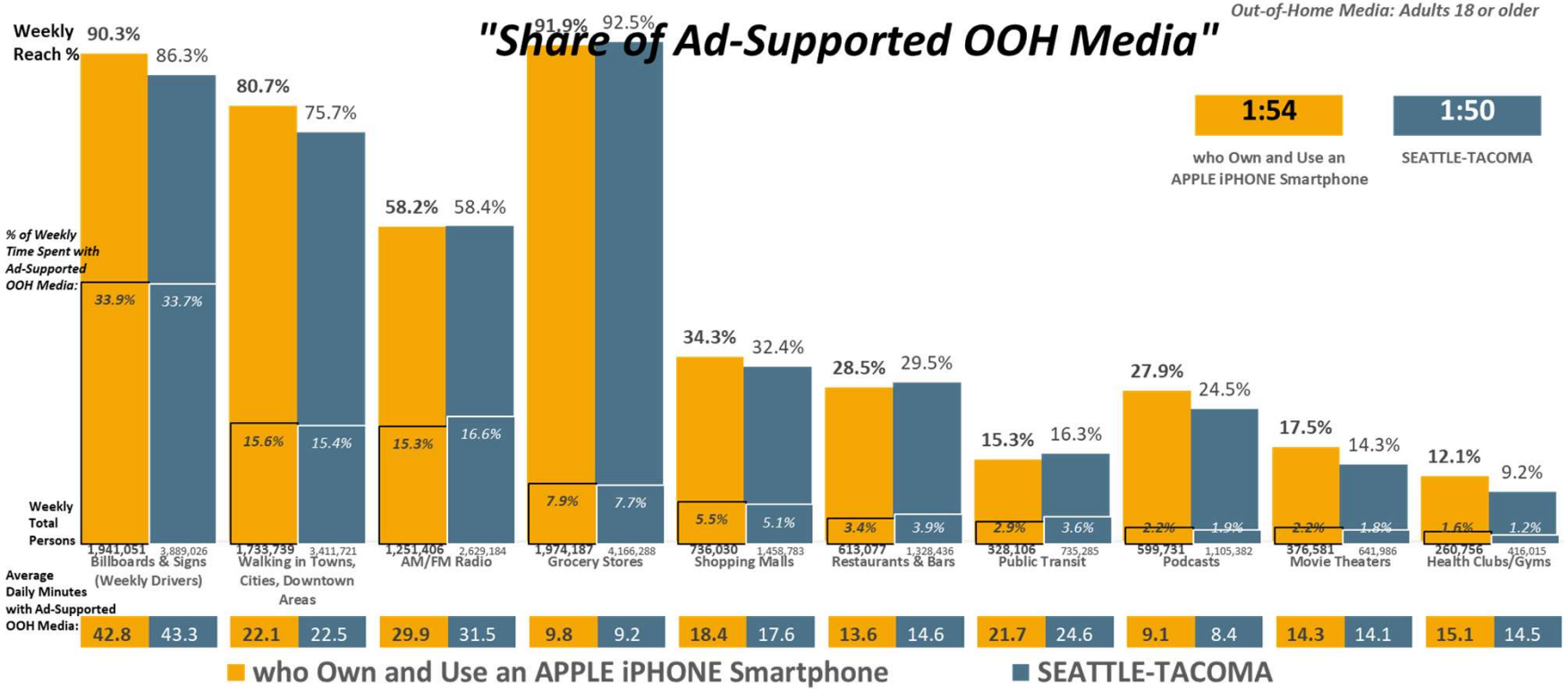
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,941,051 or 90.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 33.9% 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"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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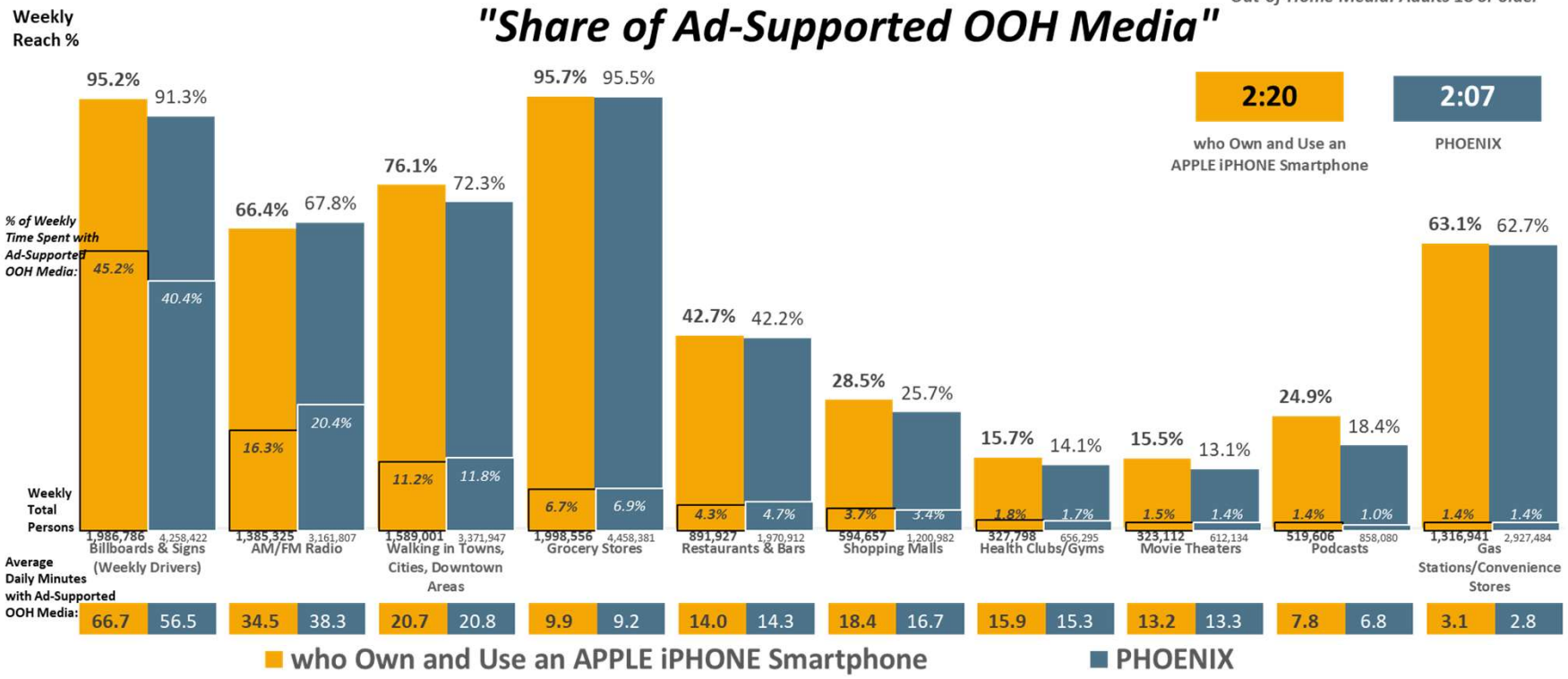
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,986,786 or 95.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 66.7 minutes per day driving, seeing Billboards and Signs representing 45.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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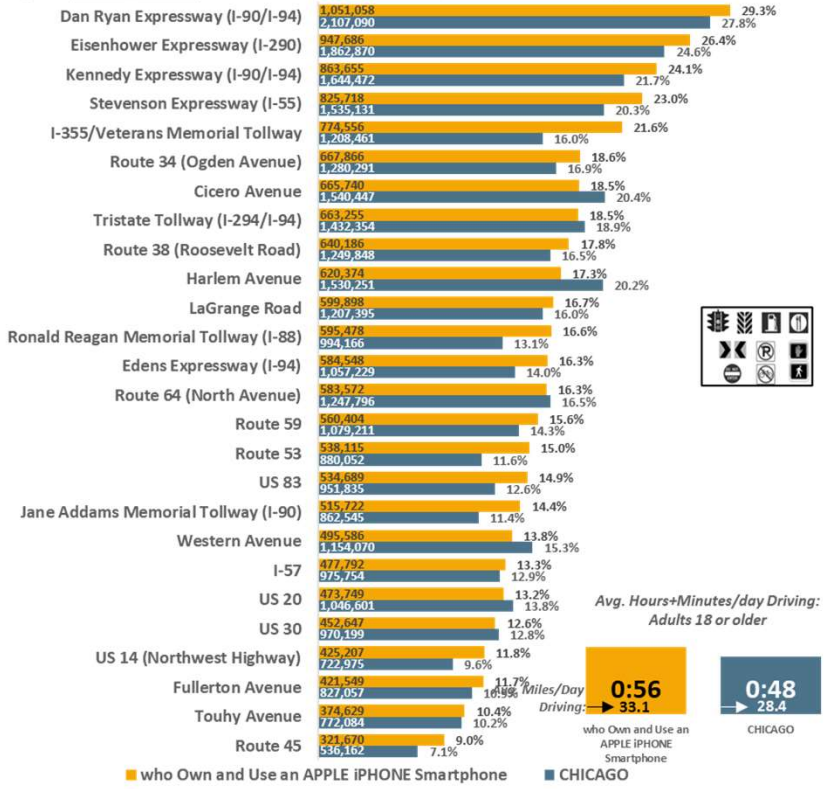
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



3,119,372 or 86.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 35.1% more likely to use I-355/Veterans Memorial Tollway than the Metro average.

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



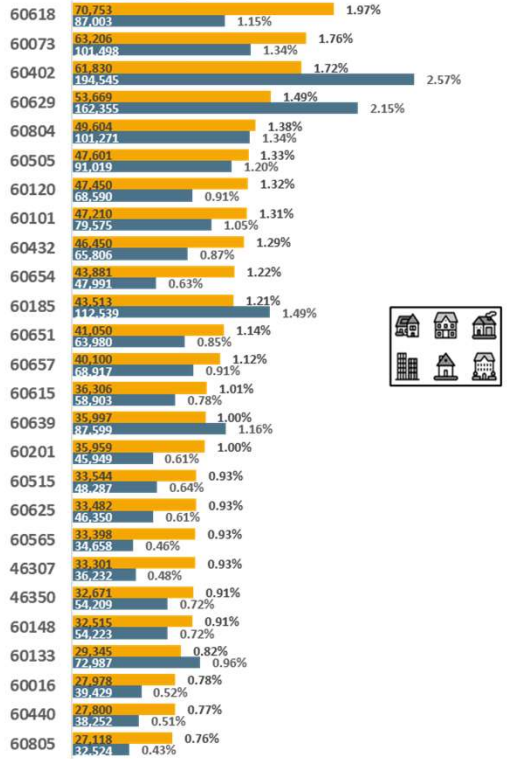
Avg. Hours+Minutes/day Driving: Adults 18 or older

Miles/Day Driving: 33.1

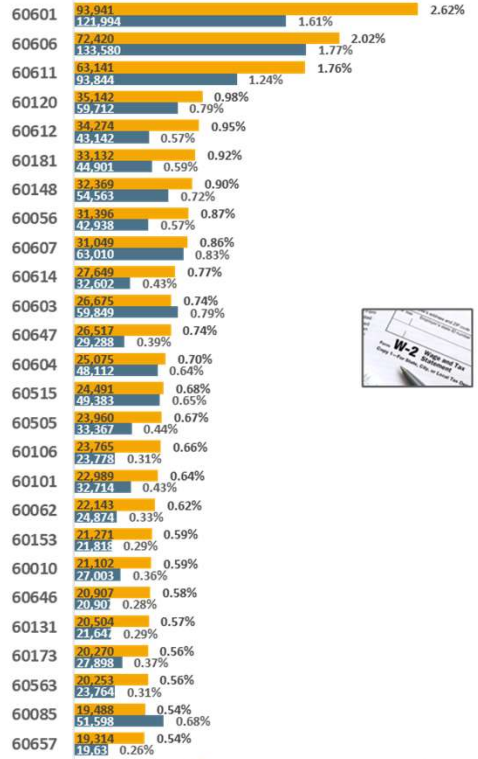
0:56 who Own and Use an APPLE iPHONE Smartphone

0:48 (28.4) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

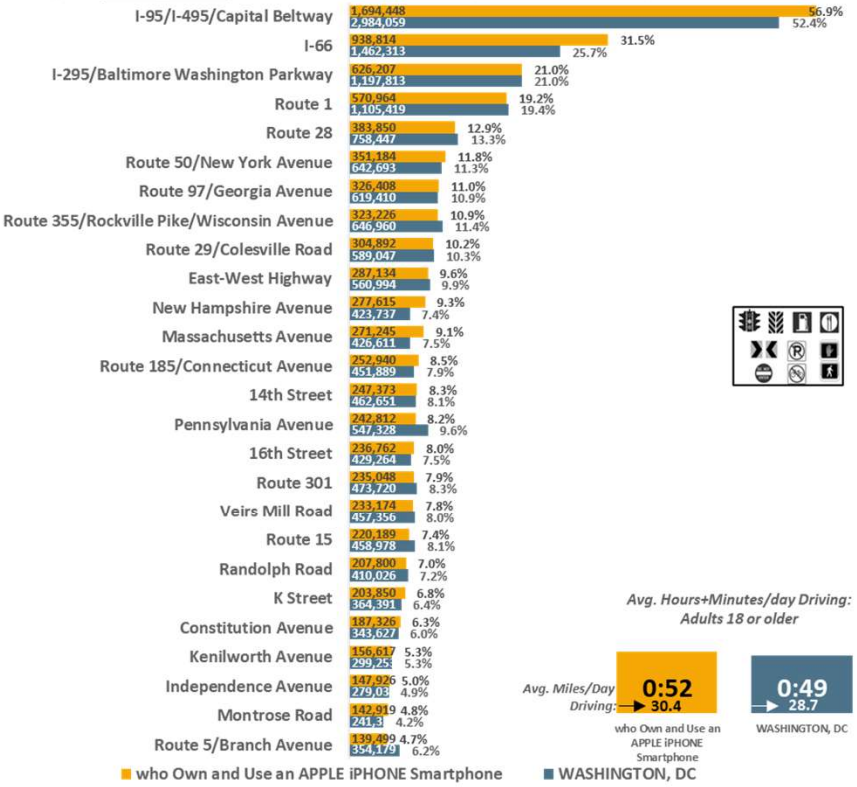
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



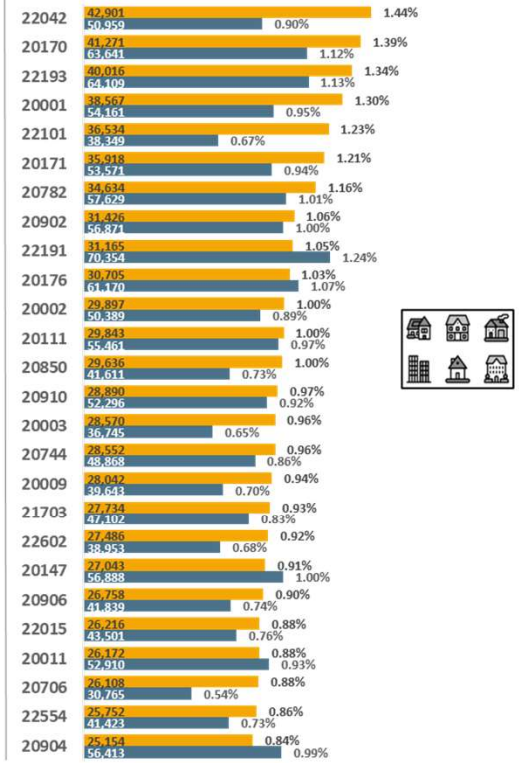
2,640,483 or 88.7% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 52.2 minutes per day driving an average of 30.4 miles each day and are 25.2% more likely to use New Hampshire Avenue than the Metro average.

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

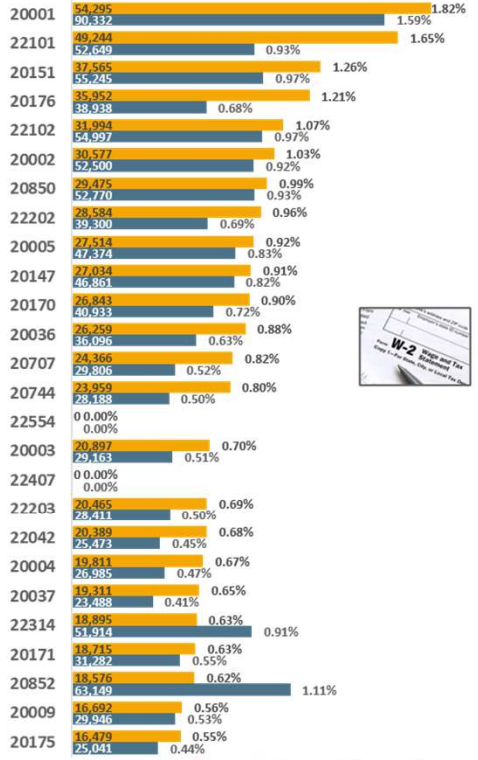


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

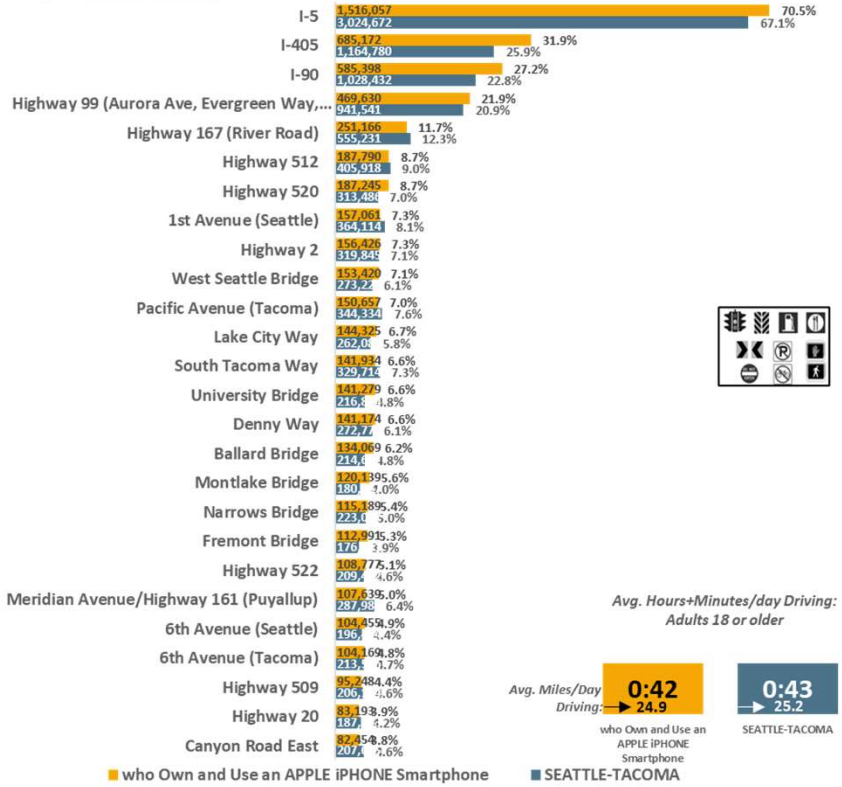
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]



1,941,051 or 90.3% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 39.6% more likely to use Montlake Bridge than the Metro average.

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



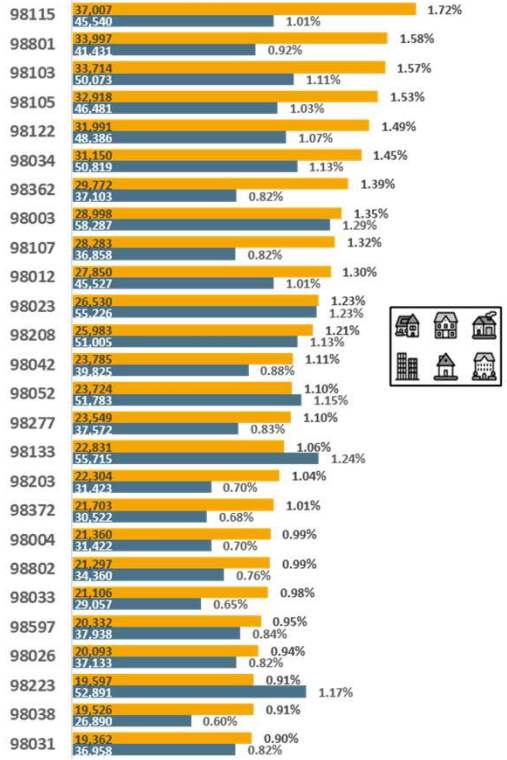
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 24.9

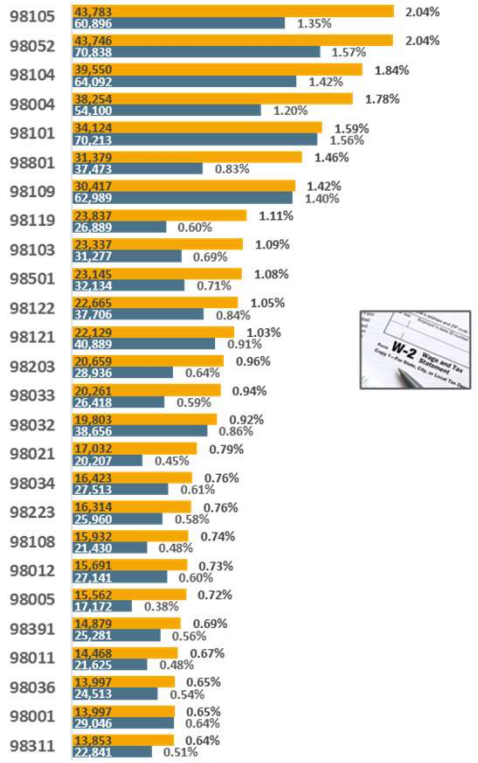
0:42 who Own and Use an APPLE iPHONE Smartphone

0:43 (25.2) SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

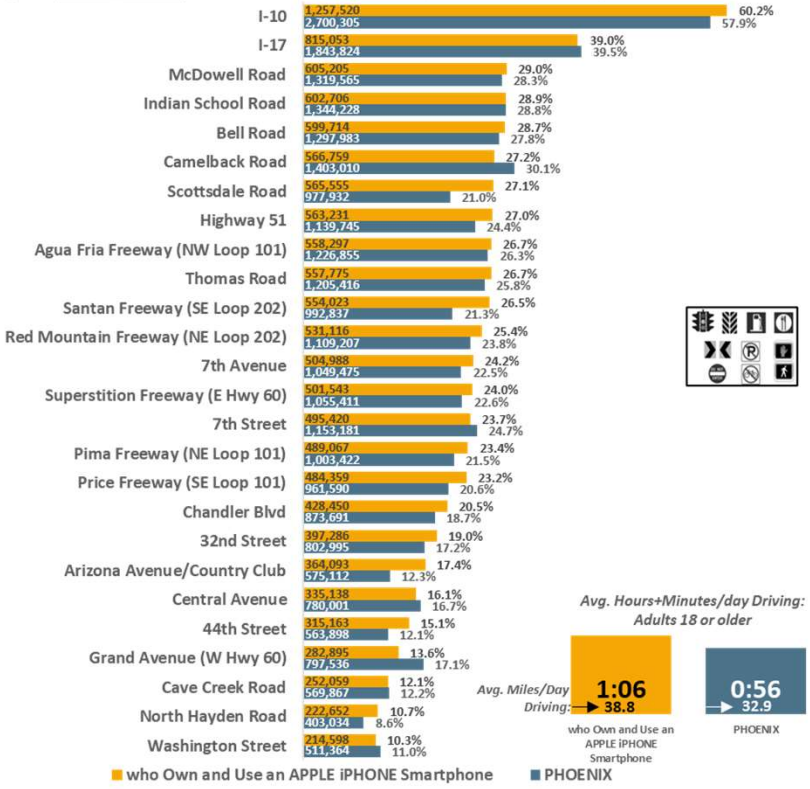
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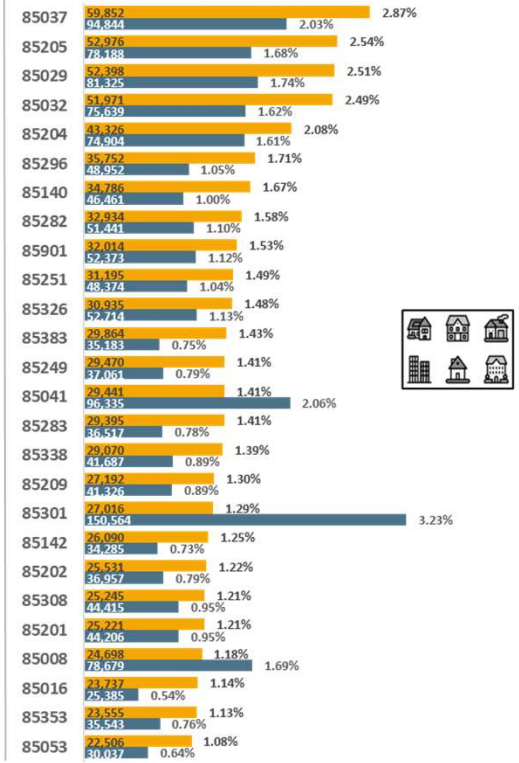
1,986,786 or 95.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone spend an average of 66.7 minutes per day driving an average of 38.8 miles each day and are 29.3% more likely to use Scottsdale Road than the Metro average.

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

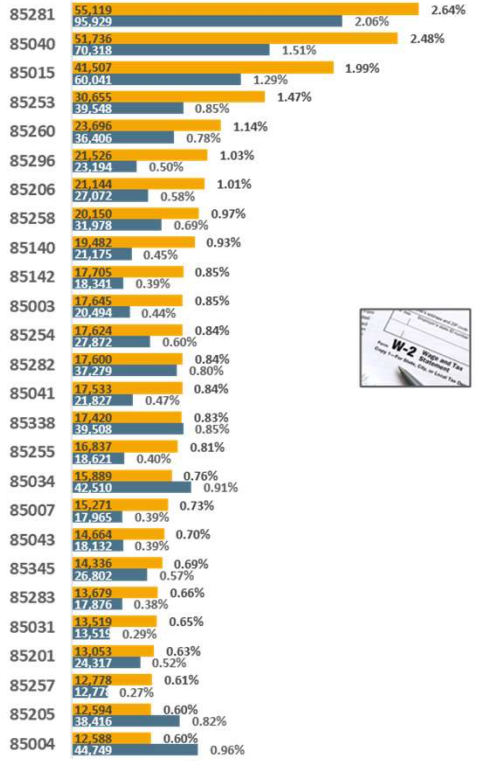


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



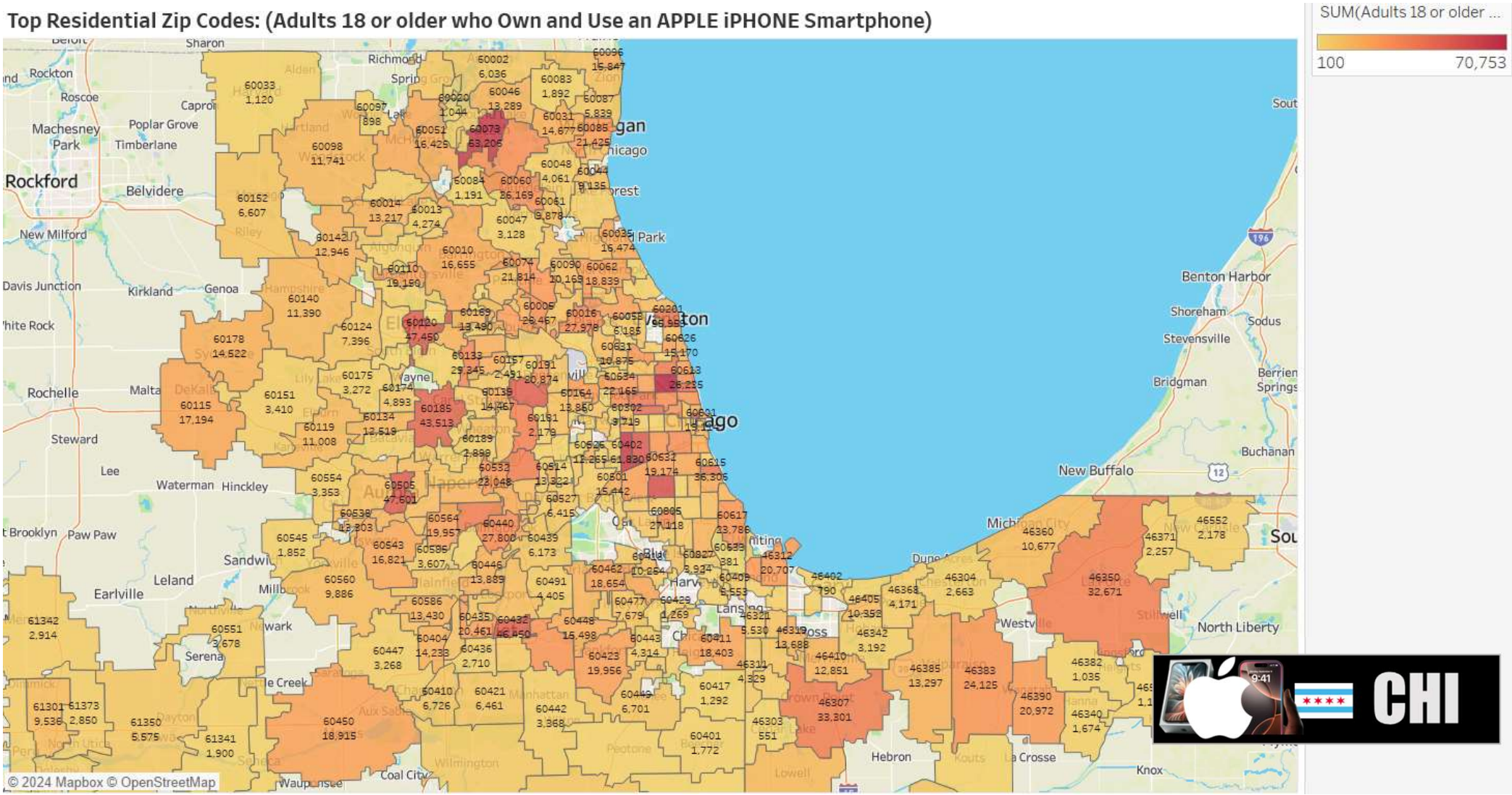
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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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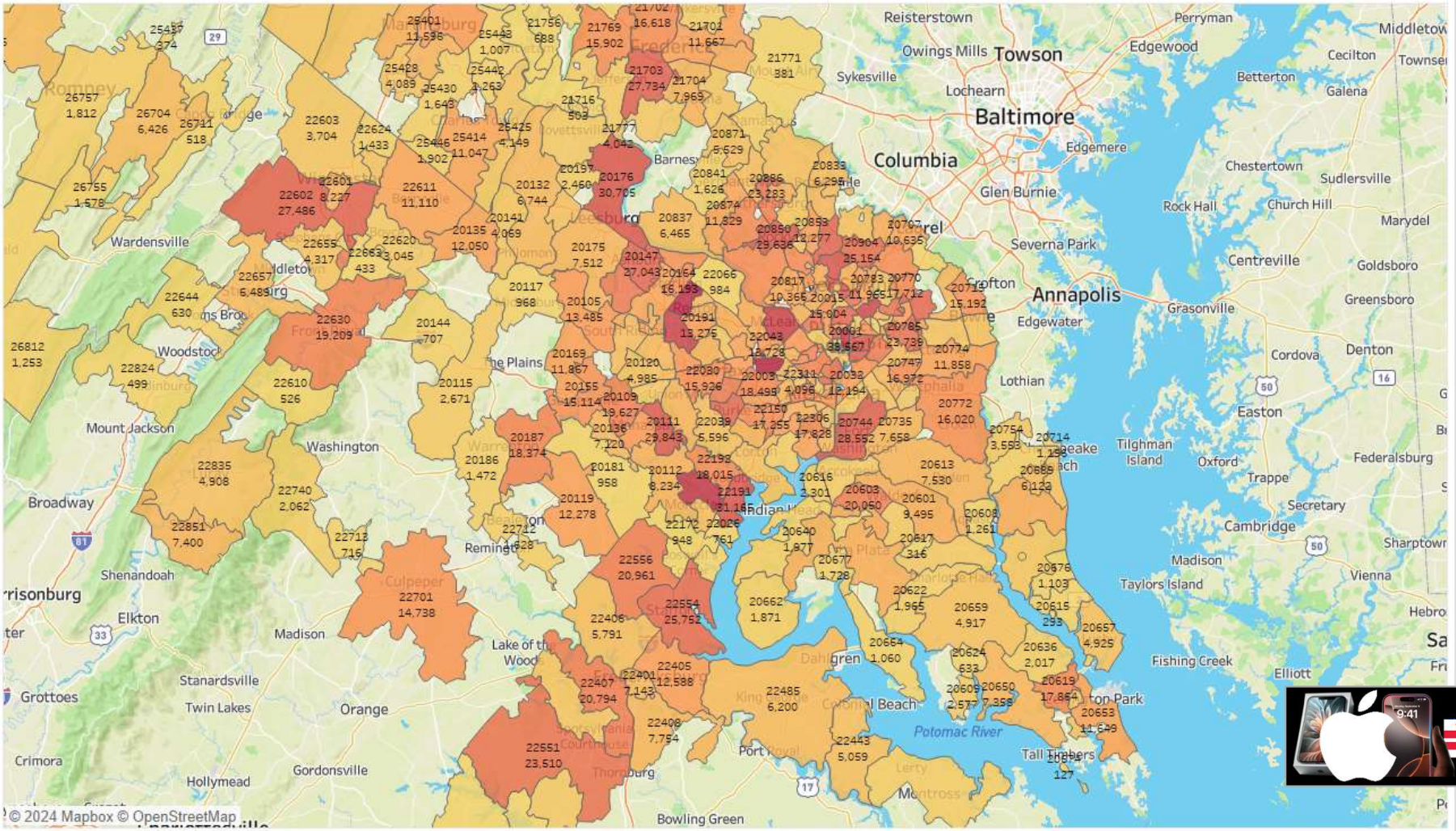
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

Top Residential Zip Codes: (Adults 18 or older who Own and Use an APPLE iPHONE Smartphone)



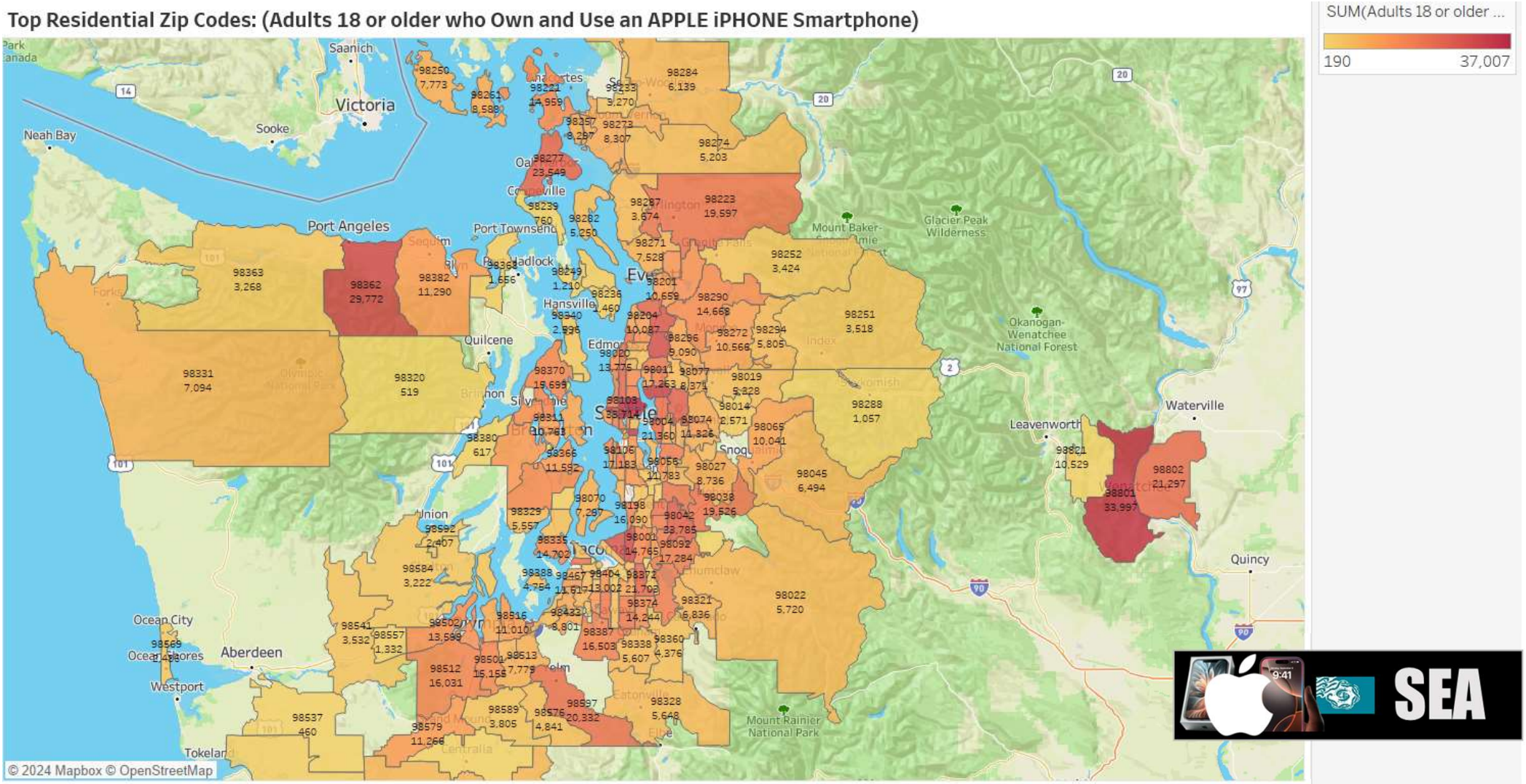
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Top Residential Zip Codes: (Adults 18 or older who Own and Use an APPLE iPHONE Smartphone)

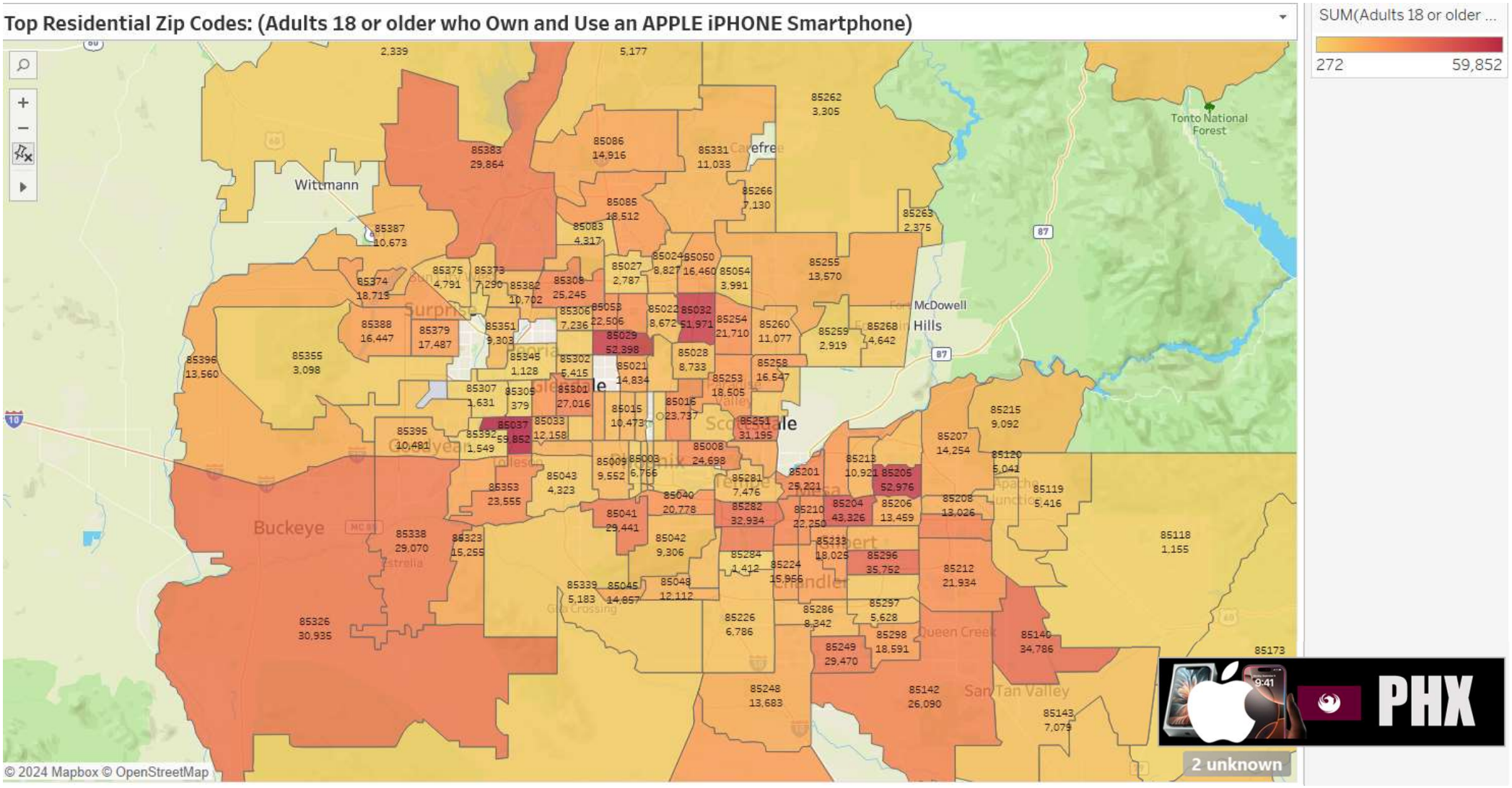


[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

Top Residential Zip Codes: (Adults 18 or older who Own and Use an APPLE iPHONE Smartphone)



[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

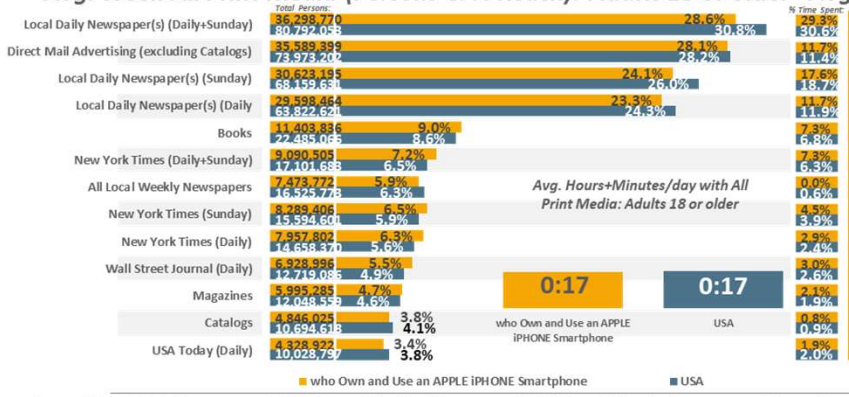


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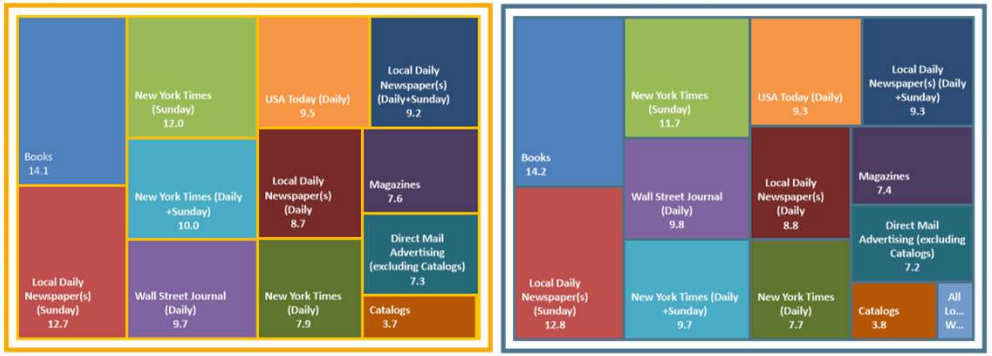


36,298,770 or 28.6% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

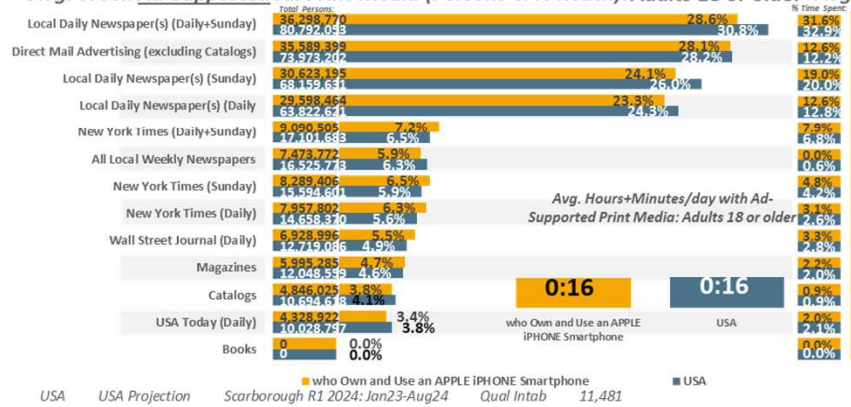
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



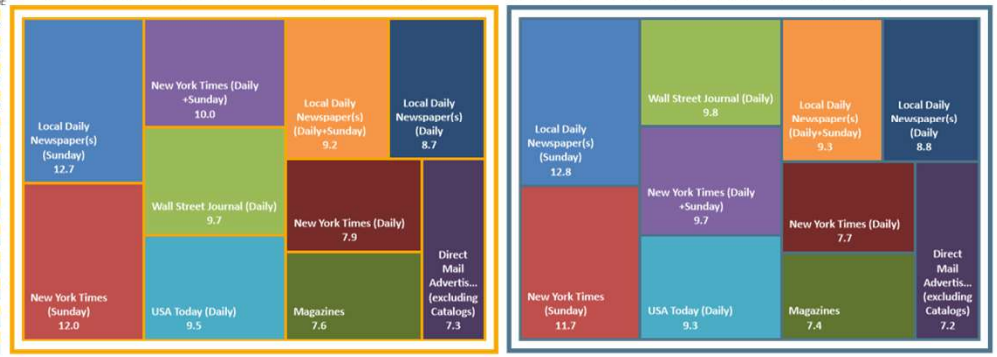
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,481

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

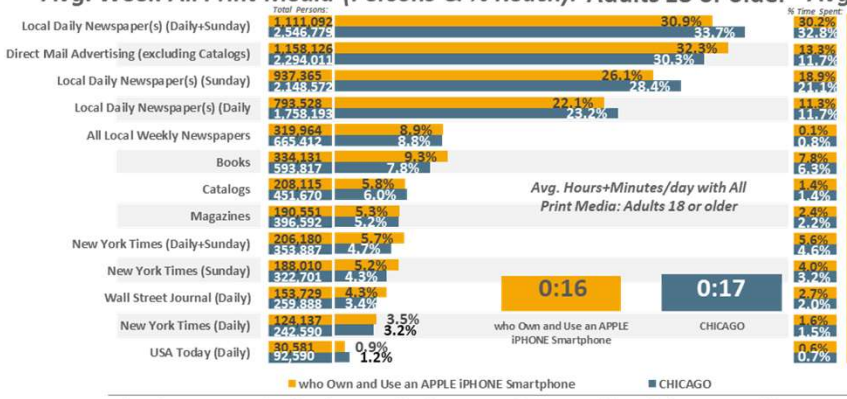
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

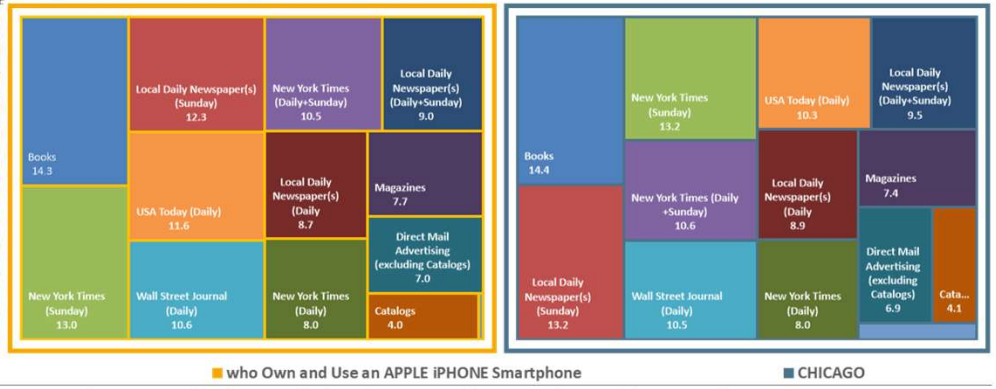


1,111,092 or 30.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

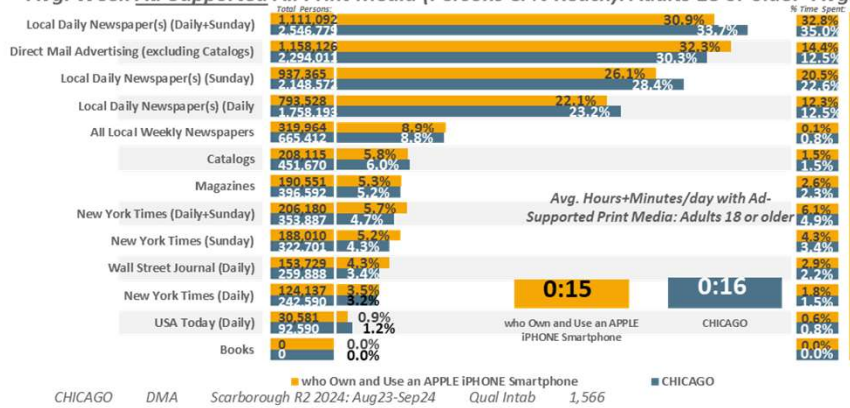
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



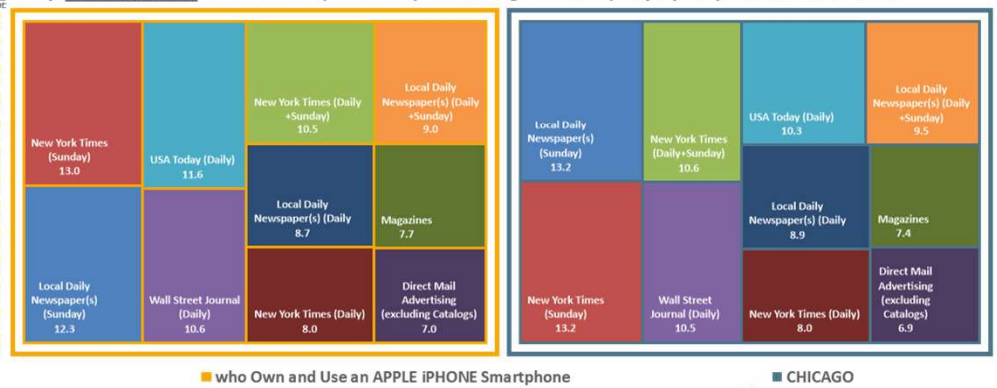
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,566

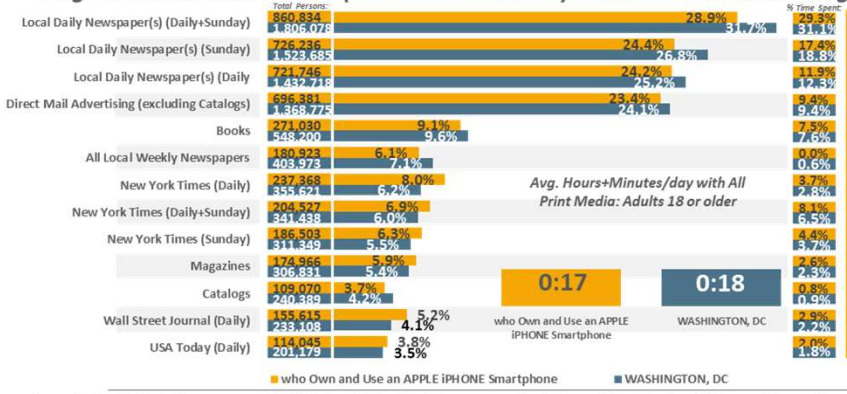
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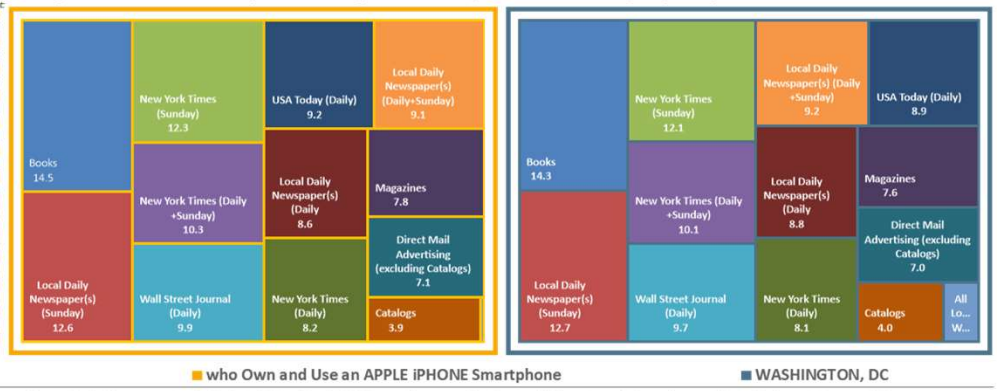
[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

860,834 or 28.9% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

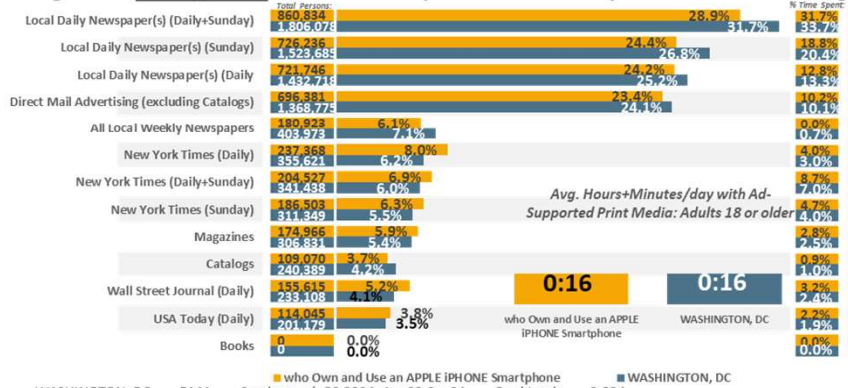
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



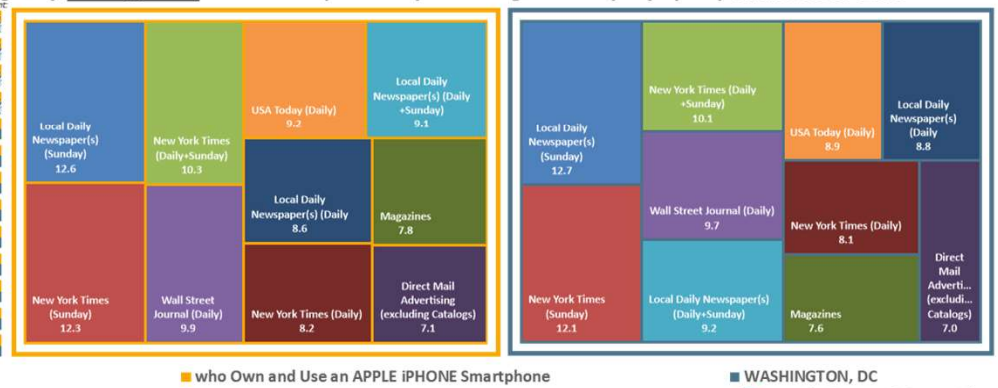
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,994

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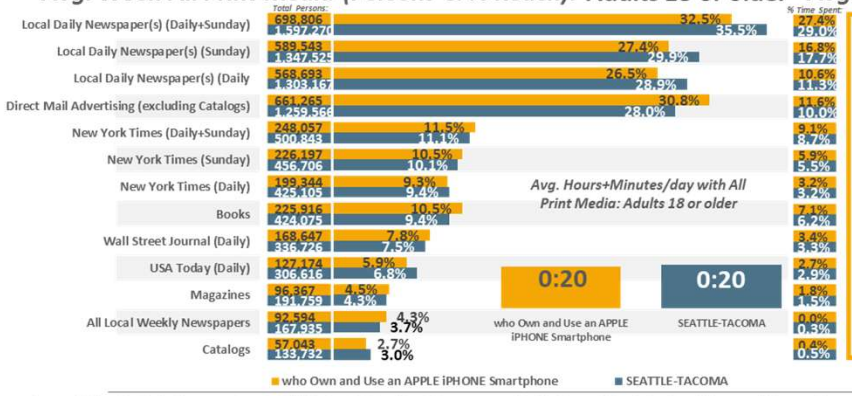
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

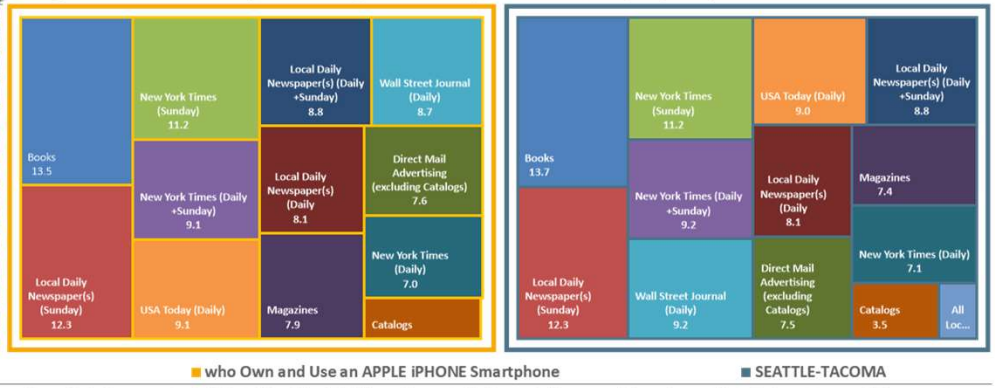


698,806 or 32.5% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

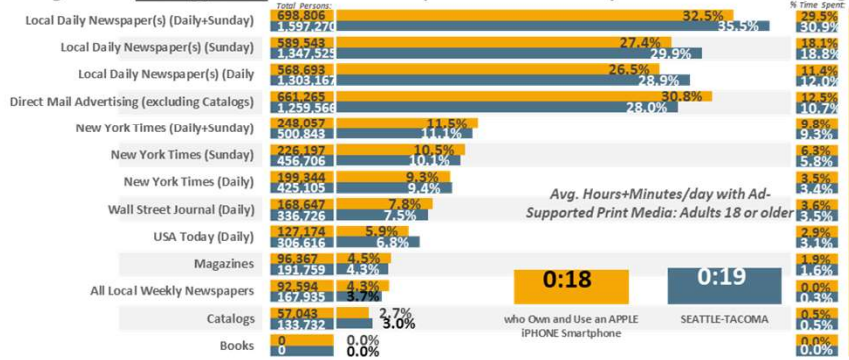
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



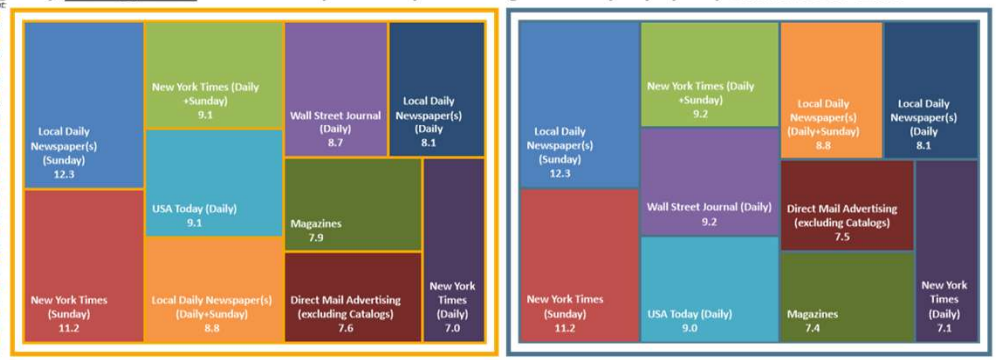
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,955

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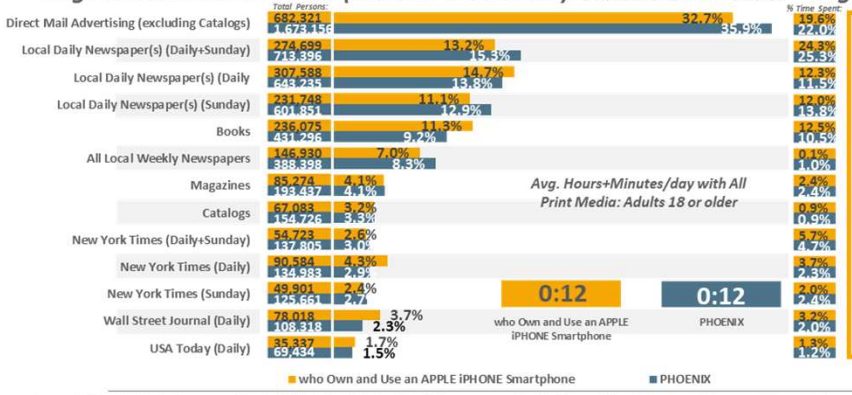
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[(Computer/mobile devices currently own: Smartphone AND Cell phone brand: Apple (iPhone))]

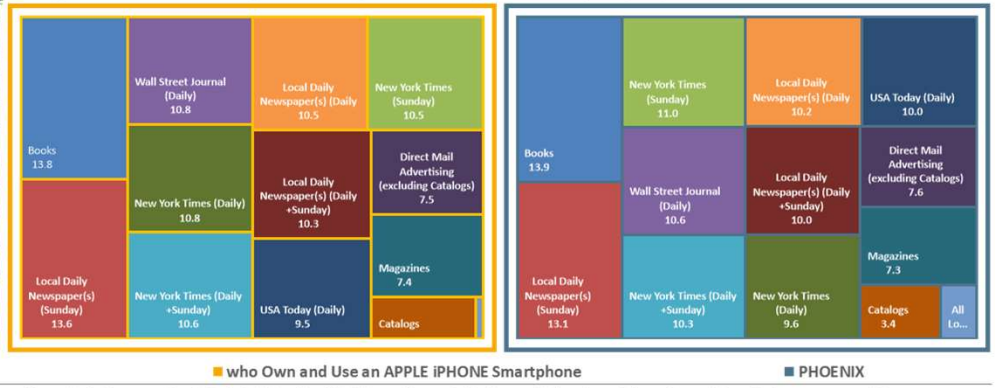


274,699 or 13.2% of Adults 18 or older who Own and Use an APPLE iPHONE Smartphone read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

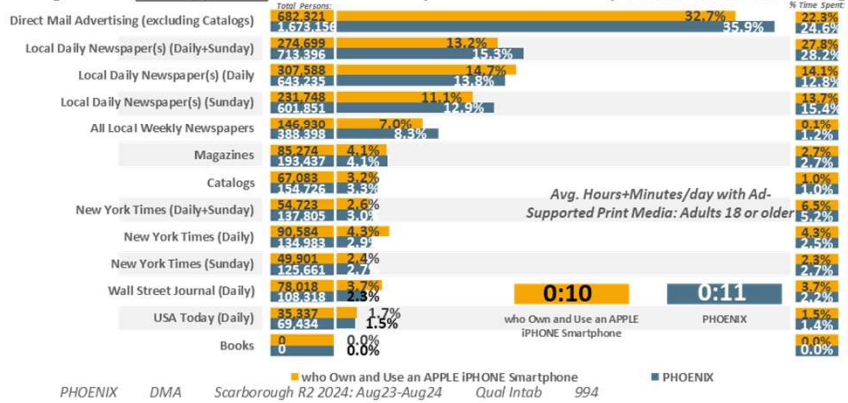
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



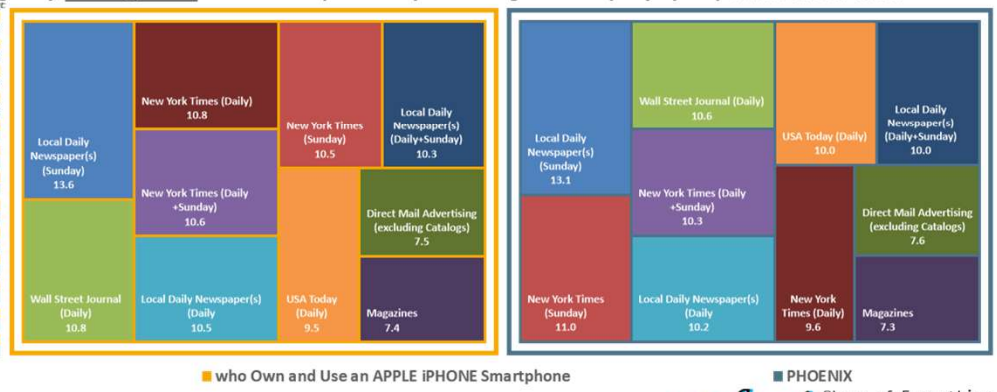
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 994

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